Residential Segmentation Research
Detailed Findings

March 2009

Report Outline

- Objectives & Methodology
- Total BPA (non-Puget Sound area) Results
- Segmentation Results

Objectives & Methodology

- **The goal of the BPA residential segmentation is to provide the BPA customer utilities localized information about their residential customers. This information will assist the utility in:**
  - Developing new residential energy programs and services
  - Improving design of existing programs
  - Developing more informed marketing strategies
  - Improving targeting of customer communications

- **To this end, this work done for BPA leveraged the existing retail customer segmentation research conducted for Puget Sound Energy (PSE) in December 2007 on two fronts:**
  - It used the existing PSE questionnaire as a starting point for a BPA-specific document, which included 90% of PSE's original content.
  - It used the PSE segments as "starting points" for the development of BPA-specific segments

- **Similar to the PSE research, potential respondents for this research were screened to ensure that:**
  - Each was 18 years of age or older
  - Each could respond to the survey in English
  - The home called was the respondent's primary residence.
  - The respondent was responsible for, or shared responsibility for, making energy related decisions for their primary place of residence (including for any of the following: lighting, insulation, appliance selection, control of heating / cooling thermostat settings, etc.)
  - Respondents could not be a customer of an IOU
  - Respondents were NOT required to know who their electric utility is.
  - Respondents were NOT allowed to be an employee of an electric or gas utility company

Methodology

- **BPA provided a list of all their utility customers which served as the basis for sampling for this research.**
  - This list of BPA's utility customers included a set of relevant customer zip codes for each utility's service territory as well as a region, urban / rural, and cooling zone designation for each utility.
  - All IOUs were removed from this list provided.

- **Using the zip codes provided in the list of BPA's utility customers, "listed" sample was purchased which provided phone numbers by zip codes.**
  - "Listed" sample was used instead of RDD because RDD sample cannot by ordered by zip code.
  - The sample did not include any contact or demographic information; only phone number.

- **All those that were customers of one of BPA's electric utility customers (excluding IOUs) and primarily or jointely responsible for their household's energy related decisions, were eligible to participate.**

- **A total of 2,001 customers of the utilities in BPA's service territory completed a telephone survey, in English, in September 2008.**
  - Average survey length was 34 minutes and respondents completing the survey received a $10 Visa cash card.

Methodology

- **A select set of respondent attributes were monitored during fielding using quotas to ensure adequate representation across different household and geographic attributes.   Specifically:**
  - Region
  - Urban / Rural regions
  - Cooling zone
  - Gender
  - Home ownership
- **However, for most of these household and respondent characteristics, sampling was done proportional to the population.**
- **However, for Region, a strategy of oversampling in the rural regions was employed to ensure adequate representation for analysis.**

Methodology

- Because BPA's customers were disproportionately sampled by region, the data presented in this report have been weighted to reflect the true proportion of customers by Region.
- Population characteristic data used for weighting was provided by BPA.
- The table below shows the original distribution by Region and the resulting distribution once weights were applied.

	Survey Proportions	Population Proportions	Weights Applied	Weighted Survey Proportions
Region 1	24.99%	34.4%	1.38	34.4%
Region 2	24.99%	21.4%	.86	21.4%
Region 3	24.99%	27.8%	1.11	27.8%
Region 4	25.04%	16.4%	.66	16.4%

Methodology

- **As noted, the analysis for BPA used the PSE segments as "starting points" for the development of BPA-specific segments.**
- **While the hope was that a similar segmentation structure would be found, it was left as a possibility that a completely new segmentation would be required to represent BPA's customers. To this end, analysis of the BPA data followed this approach:**

Step 1:

- **The distributions of the segmentation variables were compared between BPA and PSE data**
  - Histograms suggested strong similarity in the distributions of these variables. Mean comparison tests also suggested that the means or proportion distributions of a majority (95%+) of these variables are not significantly different.

Step 2:

- **The 90% accurate gearbox developed for PSE was used to create a segment variable for the BPA data. This variable was used as a covariate in Latent Class Cluster Analysis to test (1) if the 7 PSE segments existed in BPA data and (2) if BPA data consisted of any segments additional to these 7 PSE segments.**
  - Using the segment variable as a covariate in Latent Class Cluster served the purpose of seeding the BPA segment centers with the segmentation solution from PSE data. The segment variables present in both PSE and BPA data were also used as inputs into this Latent Class Cluster analysis.
  - If any of the PSE segments did not exist in the BPA data, a close to zero percent of respondents classified into the segment would have been observed. The Latent Class Cluster analysis results suggested that all 7 PSE segment could be indentified in BPA data and the size of these segments are in line with that of the PSE segments.

Step 3:

- **Additionally, BPA data produced a stable segmentation solution with one extra segment beyond the original 7 PSE segments.**
  - For BPA, segment 5 was broken into two segments, with one giving much lower ratings on nearly all attitudinal items than PSE segment 5 and all other PSE segments.
  - PSE data were re-examined to see if the 8th BPA segment could be identified. The BPA-unique segment was found to be non-existent in the PSE data.

Step 4:

- **The above steps were replicated for each of the four regions surveyed.**
  - Results suggested that the 8 segment solution was the best option for each of the four regions surveyed such that a single segmentation solution can be used across all regions.

Weights were applied to the segmentation solution after it was derived.

Report Outline

- Objectives & Methodology
- **Total BPA (non-Puget Sound area) Results**
- Segmentation Results

BPA (Non-Puget Sound Area) Demographics

Residence Type

Single family detached home	78% (81%)
Apartment, condo, townhouse, duplex or triplex	8% (10%)
Mobile, Mfg Home	14% (9%)
Own	88% (83%)
Rent	12% (17%)

Bedrooms	
1-2	24% (23%)
3	49% (42%)
4	19% (29%)
5+	7% (5%)

of People in Household

1	21% (19%)
2	45% (37%)
3	13% (17%)
4 or more	20% (27%)
1 or more children < 18 years	33% (37%)

Energy use in HH

	Natural Gas	Electricity
Primary Heating	16% (64%)	59% (27%)
Water Heating	15% (57%)	80% (38%)

Mean income	$58,442 ($67,612)
Female	53% (56%)
<55 yrs old	39% (56%)
55 – 74	48% (35%)
75+	12% (9%)
White	93% (88%)
High school diploma or less	26% (16%)
Some college (no four-year degree)	34% (35%)
Four-year college degree	26% (28%)
Post four-year college degree	14% (22%)

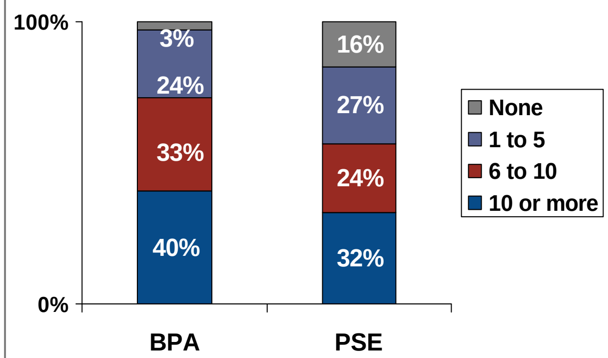
Percentages shown in parentheses represent the total Puget Sound customer base.
Non-parenthetical percentages represent BPA non-Puget Sound area customer base.

BPA (Non-Puget Sound Area) EE Actions

71% (77%) bought CFLs

79% (75%) bought EE appliance of those who purchased any large appliances in the past 12 months

# of CFLs in HH



53% (54%) are aware that electric utility offers appliance rebates.

27% (30%) of HH's aware of electric utility appliances *also* participate in them.

44% (33%) noticed savings from EE actions taken

68% (59%) Do Other EE Activities (other than Rebate Programs & CFLs)

Actions Perceived to be Major Contributors to Protecting Environment (Q23)	
(9-10% Top Box "Makes a Major Contribution")	
Recycling paper, cans, bottles and plastics	60% (65%)
Setting heating and cooling thermostats to use less energy	46% (51%)
Installing additional or upgraded insulation or windows	49% (48%)
Replacing regular light bulbs and fixtures with EE ones	41% (44%)
Replacing major appliances with more energy-efficient ones	37% (37%)
Using mass transit instead of driving	39% (47%)
Driving an electric/hybrid gas-electric vehicle	36% (37%)
Converting electric or fuel oil heating to natural gas	18% (24%)

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BPA (Non-Puget Sound Area)
EE Attitudes

Use of Energy in the Home (Q2)	
(9-10% Top Box "Strongly Agree")	
Attending to Energy	
It's very important to find new ways to control energy costs	53% (54%)
Pay a lot of attention to energy-related issues because they affect my home and the country as a whole	45% (42%)
You constantly look for ways to save on energy costs.	43% (54%)
Regularly review home's energy usage	45% (37%)
Environmental Concerns	
Believe it is socially responsible to limit use of electricity	49% (28%)
The long term threat from global warming and climate-change is real and potentially catastrophic	38% (47%)
Very concerned about environmental effects of electricity-generating plants	33% (32%)
Would You Participate? (Q19)	
(9-10% Top Box "Strongly Agree")	
Program that would provide you with incentives for purchasing/using compact fluorescent light bulbs in your home	29% N/A
Program that lets you install a device in your home that would allow you to tell how much electricity you are using at any given time	30% N/A
Home weatherization program that would provide info/incentives that would help you increase efficiency of your home's insulation, windows, and doors	26% N/A
Program that would provide you w/incentives to purchase highest efficiency models of new home electronics such as televisions, computers, or other items	23% N/A
Program that would provide you with incentives to purchase the highest efficiency heating or cooling system	23% N/A
Program that would provide incentives/resources to help you increase efficiency of your existing heating/cooling system/ductwork	27% N/A
A Green Power rate program, where you pay a slightly higher price for renewable energy	N/A (6%)
A program to convert your home to natural gas, or bring natural gas to your home	N/A (20%)
A program that pays you an incentive to allow your utility company to control your home's water heater or thermostat setting for a few hours to reduce your energy use when demand for energy is extremely high	N/A (17%)

Percentages shown in parentheses represent the total Puget Sound customer base.
Non-parenthetical percentages represent BPA non-Puget Sound area customer base.

BPA (Non-Puget Sound Area) Attitudes About Utility

Important for utility to do X – even if it costs more

Be Green	
Do everything possible to supply clean, renewable energy	50% (50%)
Operate business in a completely environmentally-friendly way	40% (39%)
Encourage Conservation	
Actively encourage customers to participate in energy and cost-saving programs	40% (44%)
Have Online Options	
Provide more online options for customers on the utility's website	15% (21%)

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Non-parenthetical percentages represent BPA non-Puget Sound area customer base.

BPA (Non-Puget Sound Area)
Customer Segment Summary

Greens

Want To

Green Idealists

Do

Practical Idealists

Affluent Conservers

Follows The Crowd

Browns

No Interest

Disengaged Consumers

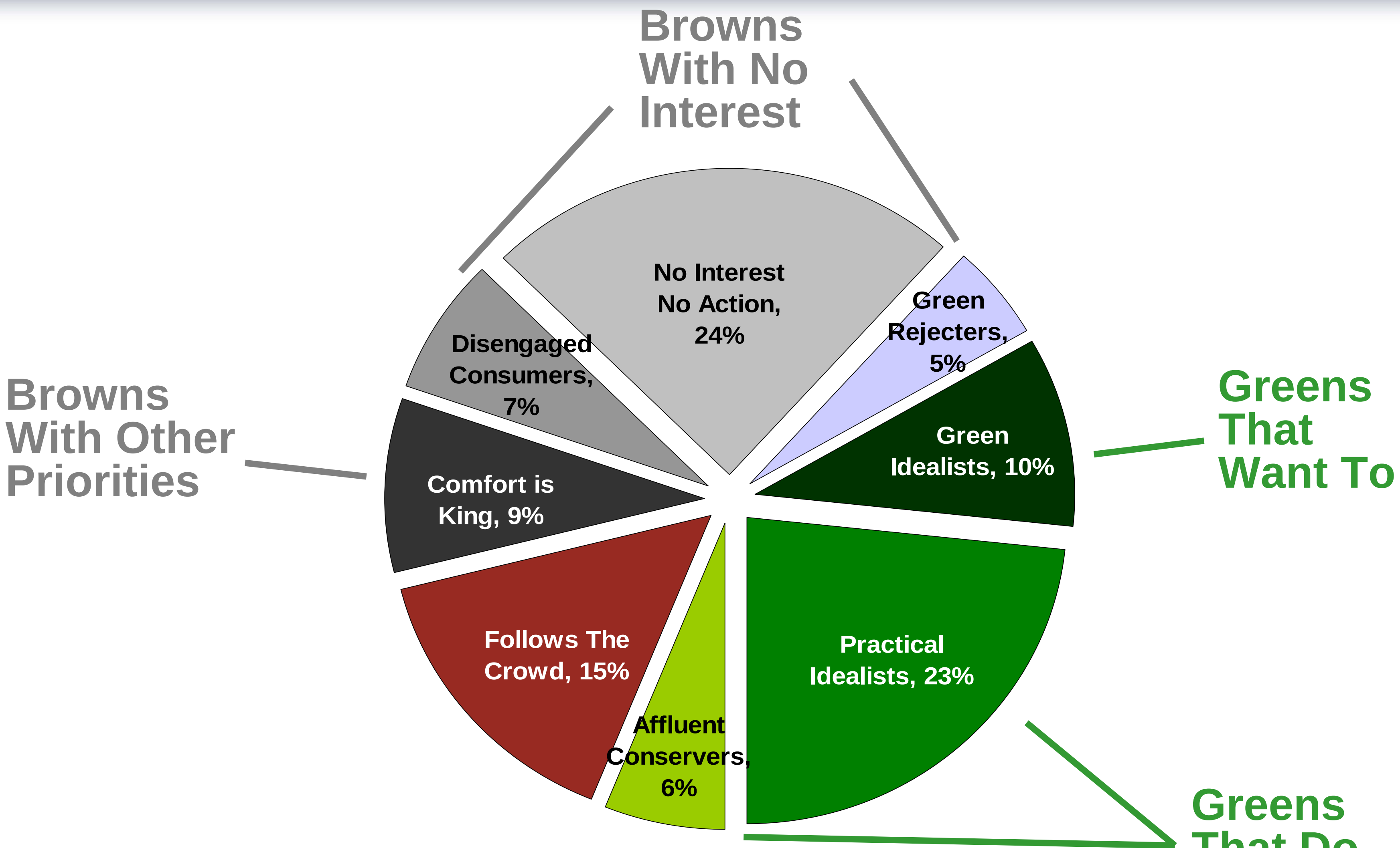
No Interest, No Action

Other Priorities

Green Rejecters

Comfort Is King

BPA (Non-Puget Sound Area) Segment Summary



BPA (Non-Puget Sound Area)
Segment Prioritization is the First Step in Implementation

	Green Idealists	Practical Idealists	Affluent Conservers	Follows The Crowd	Disengaged Consumers	Comfort Is King	No Interest, No Action	Green Rejecters
Share of Non-Puget Sound customers	10%	23%	6%	15%	7%	9%	24%	5%
Share of electricity customers and load	◔	◕	◑	◑	◑	●	◑	◑
Attitudes predisposed to EE/ Conservation/Degree of "Green"	●	◕	◑	◑	◔	◔	○	○
Overall EE/Conservation participation	●	◕	◕	◑	◔	◔	◔	○
Interest in new EE programs	●	◕	◕	◑	◔	◔	◔	○
Awareness of/ participation in rebate programs	●	◑	◕	◔	●	◑	◔	◔
CFL purchase and use	●	●	◕	◑	◔	◑	◔	◔
Other EE activities	◕	◕	◕	◕	◕	◑	◑	◔

High		Medium		Low
●	◕	◑	◔	○

Report Outline

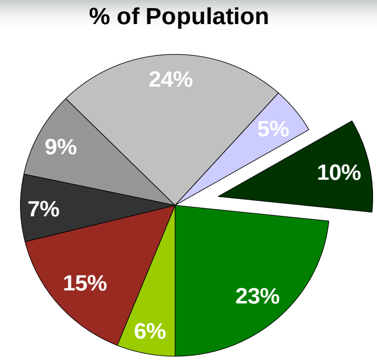
- Objectives & Methodology
- Total BPA (non-Puget Sound area) Results
- **Segmentation Results**

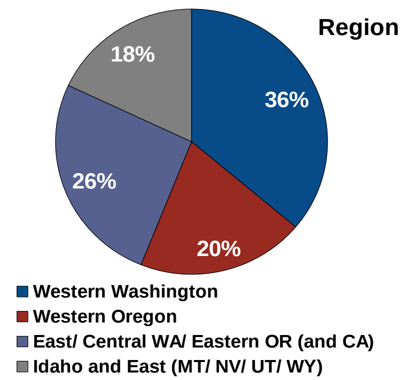
Results Outline

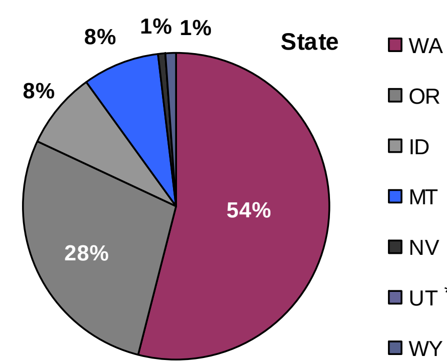
- Cross-Segment Summary
- **Green Idealists**
- Practical Idealists
- Affluent Conservers
- Follows the Crowd
- Disengaged Consumers
- Comfort is King
- No Interest, No Action
- Green Rejecters

Green Idealists
Summary

This segment is the most concerned with conserving/controlling their energy use, as well as the costs associated with energy use, the environment and the environmental impact of electricity/energy use. More than any other segment, Green Idealists see a strong connection between things they can do at home and protecting the environment, like using CFLs or reducing their thermostat, as well as their more global transportation choices or choosing to participate in conservation programs. Going along with these strong “green” ideals, this segment’s purchase of EE appliances, fixtures or CFLs, participation in EE rebate programs and implementation of other EE activities at their homes is above the average non-Puget Sound customer base overall. Although they are slightly less aware of rebate programs offered by their electric utility, Green Idealist are more likely to have actually participated. While most in this segment are home owners, particularly of smaller (3 or fewer bedrooms) single-family detached homes, there are more renters among the Green Idealist than in most other segments. Perceptions of utility expenditures is lower than the total non-Puget Sound customer base, potentially in part because of the lower incidence of AC in these homes. This segment is more interested than all other segments in having an energy provider that does whatever it can to be “green” and they have some of the most positive opinions of their electric utility both in terms of it being a reliable, “green” power provider and providing good customer service. Many suggest they are willing to accept higher electricity costs in support of “green” initiatives by their utility. Demographically speaking, the majority of this segment are women with the lowest average income of any segment.







* 0% of segment reside in Utah.

Green Idealists
Home / Respondent Demographics

Residence Type

Single family detached home	70% (78%)
Apartment, condo, townhouse, duplex or triplex	12% (8%)
Mobile, Mfg Home	17% (14%)
Own	78% (88%)
Rent	22% (12%)
Plan to Buy in Next 2 Yrs	25% (27%)

1-2	3	4	5+
30% (24%)	*51% (49%)*	*14% (19%)*	*4% (7%)*

Energy use in HH

July/August '08 electricity bill	$90 ($95)
Avg. winter-month natural gas bill	$111 ($118)

	Natural Gas	Electricity
Primary Heating	8% (16%)	65% (59%)
Water Heating	8% (15%)	89% (80%)

of People in Household

1	31% (21%)
2	41% (45%)
3	9% (13%)
4	14% (11%)
5 or more	6% (9%)
1 or more children < 18 years	26% (33%)

Mean income	$47,861 ($58,442)
Female	65% (53%)
<55 yrs old	36% (39%)
55 – 74	54% (48%)
75+	10% (12%)
White	91% (93%)
High school diploma or less	29% (26%)
Some college (no four-year degree)	37% (34%)
Four-year college degree	21% (26%)
Post four-year college degree	13% (14%)

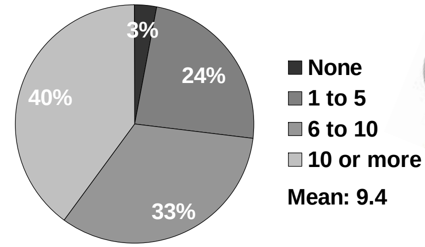
Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Green Idealists
EE Activities

78% (71%) bought CFLs

89% (79%) bought EE appliance
of those who purchased any
large appliances in the past 12 months

of CFLs in HH



50% (53%) are aware that electric utility offers appliance rebates.

38% (27%) of HH's aware of electric utility appliance rebates *also* participate in them.

Rebate Submission Preference	
Postal mail	43% (39%)
Phone (1-800 number)	28% (25%)
Online	27% (35%)
Rebate Receiving Preference	
Get credit on electric bill	60% (58%)
Receive check by postal mail	36% (38%)
Electronic voucher for use on online purchases	4% (4%)

56% (44%) noticed savings from EE actions taken

72% (68%) Do Other EE Activities (other than Rebate Programs & CFLs)

Replacement Responsibility
(Among Renters)

	You	Landlord/ Property Owner
Bulbs in Home	61% (59%)	39% (41%)
Fixtures in Home	3% (6%)	97% (94%)
Air Conditioner	6% (8%)	94% (92%)
Water Heater	31% (28%)	69% (72%)

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Non-parenthetical percentages represent the current segment.

Green Idealists
Conservation: Is It Worth It?

Use of Energy in the Home (Q2)	
(9-10% Top Box "Strongly Agree")	
Attending to Energy	
It's very important to find new ways to control energy costs	90% (53%)
Pay a lot of attention to energy-related issues because they affect my home and the country as a whole	88% (45%)
You constantly look for ways to save on energy costs.	80% (43%)
Regularly review home's energy usage	73% (45%)
Environmental Concerns	
Believe it is socially responsible to limit use of electricity	88% (49%)
The long term threat from global warming and climate-change is real and potentially catastrophic	77% (38%)
Very concerned about environmental effects of electricity-generating plants	71% (33%)

Would You Participate? (Q19)	
(9-10% Top Box "Strongly Agree")	
Program that would provide you with incentives for purchasing/using compact fluorescent light bulbs in your home	68% (29%)
Program that lets you install a device in your home that would allow you to tell how much electricity you are using at any given time	60% (30%)
Home weatherization program that would provide info/incentives that would help you increase efficiency of your home's insulation, windows, and doors	54% (26%)
Program that would provide you w/incentives to purchase highest efficiency models of new home electronics such as televisions, computers, or other items	54% (23%)
Program that would provide you with incentives to purchase the highest efficiency heating or cooling system	51% (23%)
Program that would provide incentives/resources to help you increase efficiency of your existing heating/cooling system/ductwork	57% (27%)

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Non-parenthetical percentages represent the current segment.

Green Idealists
Conservation: Is It Worth It?

Actions Perceived to be Major Contributors to Protecting Environment (Q23)	
(9-10% Top Box "Makes a Major Contribution")	
Recycling paper, cans, bottles and plastics	94% (60%)
Setting heating and cooling thermostats to use less energy	93% (46%)
Installing additional or upgraded insulation or windows	91% (49%)
Replacing regular light bulbs and fixtures with EE ones	84% (41%)
Replacing major appliances with more energy-efficient ones	80% (37%)
Using mass transit instead of driving	79% (39%)
Driving an electric/hybrid gas-electric vehicle	78% (36%)
Converting electric or fuel oil heating to natural gas	41% (18%)

0% (20%)
did **NOT** perceive any actions as making a
MAJOR CONTRIBUTION
toward protecting the environment.

Opinions of Own Utility - "How important is it that your utility is … ?" (Q31)	
(9-10% Top Box "Strongly Agree")	
…a company well prepared for emergencies, like storms and natural disasters	68% (52%)
…a company that actively encourages customers to use energy more efficiently	64% (43%)
…a company that understands and cares about the needs of the local community	64% (45%)
…a credible information source for the community on EE/green power programs	60% (36%)
…a company that makes it easy to get information about its EE programs/services	61% (37%)
…a company that offers its customers fair and reasonable rates	57% (43%)
…an environmentally responsible company	56% (37%)
…a company that actively promotes programs to help customers save money	54% (35%)

Important for utility to do X – even if it costs more

Be Green	
Do everything possible to supply clean, renewable energy	92% (50%)
Operate business in a completely environmentally-friendly way	86% (40%)
Encourage Conservation	
Actively encourage customers to participate in energy and cost-saving programs	90% (40%)
Have Online Options	
Provide more online options for customers on the utility's website	31% (15%)

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Non-parenthetical percentages represent the current segment.

Green Idealists
Purchase Habits - Appliances

Attitudes Related to Energy-Using Appliances (Q21)	
(9-10% Top Box “Strongly Agree”)	
Comfort / Innovation	
It’s very important that appliances save you time and effort	60% (35%)
Prefer customizable products that can meet exact needs	54% (28%)
The most important thing about a heating or AC system is comfort	49% (36%)
Always purchase the most advanced products and technologies to ensure they do not become obsolete too soon	40% (17%)
Simplicity	
Without exception, want appliances that are simple to use	71% (48%)
Cost vs. Quality and the EE Trade-off	
It’s important to use less energy in your home so that you can lower your monthly expenses	94% (58%)
It’s worth spending more for an EE electric appliance or device	80% (38%)
It’s worth spending more to get the highest quality available	52% (26%)

Most Important Factors When Buying a New Appliance (9-10% Top Box “Very Important”)	
Cost savings from reduced electricity usage	97% (49%)
Purchase price for buying appliance	65% (45%)
Discounts for buying an EE appliance	94% (40%)
Positive impact on environment from less energy	94% (39%)

Cost Savings vs. **Environment Benefits**

Cost Savings	Environment Benefits
55% (66%)	**45% (34%)**

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Non-parenthetical percentages represent the current segment.

Green Idealists
Purchase Habits – In General

Attitudes About Shopping (Q25)	
(9-10% Top Box "Strongly Agree")	
Brick and Mortar Shopping	
Generally prefer to shop and make purchases in-store rather than online	68% (49%)
You usually prefer to research product and company information on the Internet, rather than get information from a salesperson while shopping	38% (30%)
Environmental impact of your day-to-day purchases is not something you worry about all the time	23% (21%)
Careful Shopping / Researching	
Carefully research product specifications, features and reviews	68% (43%)
Price Conscious	
Someone in HH does a lot of do-it-yourself projects to save money	60% (46%)
Don't usually buy things unless on sale or have a coupon or discount	54% (33%)

Stores Shopped Most in the Past Month

Discount stores (e.g., Costco, Sam's, Wal-Mart) — **79% (80%)**

Retail grocery stores — **73% (76%)**

Home improvement stores (e.g., Home Depot, Lowes) — **60% (63%)**

Local hardware stores (e.g., True Value) — **60% (60%)**

Local pharmacy or drug stores — **60% (58%)**

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Non-parenthetical percentages represent the current segment.

Green Idealists

There are small differences in the segment profiles across sub-regions

Western Oregon Region

- Green Idealists in this region differ from all Green Idealists in their percentage living in an urban area and their views on the most important appliance and home heating/cooling functions. Green Idealists here also showed more preference for a utility that pursues initiatives.

Home Demographics
69% (31%) Urban dwelling

Energy Efficiency Attitudes/Communications
31% (49%) – (9-10) 'Strongly Agree' the most important thing about a heating or AC system is comfort
42% (60%) – (9-10) 'Strongly Agree' it's very important to have appliances that save time and effort
46% (27%) Prefer radio as a general news and information source

Utility Relationship
60% (43%) Prefer their utility pursue initiatives, even at a higher cost
67% (50%) Are aware utility offers appliance rebates
42% (21%) Say email is best way to hear about new EE program
77% (61%) – (9-10) 'Strongly Agree' their utility is a credible source of information on EE and green energy programs

Western Washington Region

- Green Idealists in this region differ from all Green Idealists in their percentage living in an urban area and a lower prevalence of single-family detached homes. Green Idealists here also prefer to shop at department stores and were less likely to participate in a program that would allow them to monitor their energy via a device installed in their home

Home Demographics
49% (31%) Urban dwelling
64% (70%) Single-family detached home

Energy Efficiency/Shopping Attitudes
49% (36%) Prefer to shop at department stores like Sears or Macy's
51% (60%) – (9-10) 'Extremely Likely to Participate' in a program that would allow you to monitor your electricity use via a device installed in your home

Idaho and Eastern Region

- Green Idealists in this region differ from the total population of Green Idealists in their percentage living in single-family homes, in a rural area and their lower home electricity usage.

Home Demographics
100% (69%) Rural dwelling
88% (70%) Single-family detached home
36% (65%) Use electricity as their primary home heating fuel
19% (36%) Use AC in their home

Shopping Attitudes
36% (54%) – (9-10) 'Strongly Agree' they don't usually like to buy things unless they're on sale, or they have a coupon or discount to use.

East/Central WA, East OR and CA Region

- Green Idealists in this region differ from the total population of Green Idealists in their percentage living in a rural area and their higher AC usage.

Home Demographics
100% (69%) Rural dwelling
57% (36%) Use AC in their home

Green Idealists
Segment Implications

Key Segment Elements

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 (10%) this segment is a smaller proportion of the load than some of the other segments, particularly the Comfort is King 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, indicating a strong likelihood to participate if offered.

Going Forward

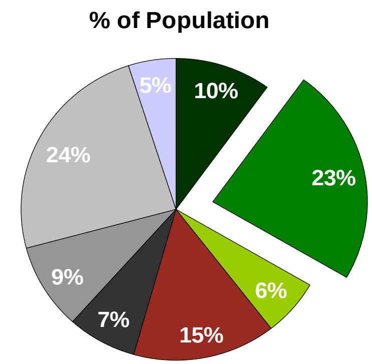
- Despite this segment's "green-ness" there is a lot of potential ground to be gained in terms of greater participation in rebate programs and CFL use.
- Preferred channels for shopping generally and learning about energy related programs specifically are similar to the other segments, though this segment has a significantly greater proclivity to make purchases in a store rather than online.
- Marketing to the female head of household will make the most sense given 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.

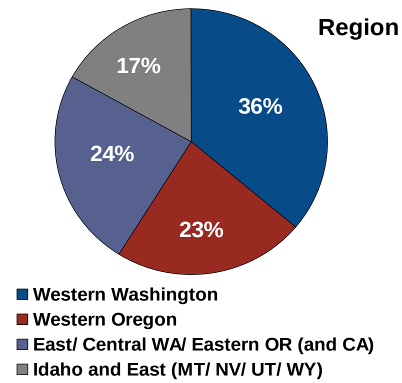
Results Outline

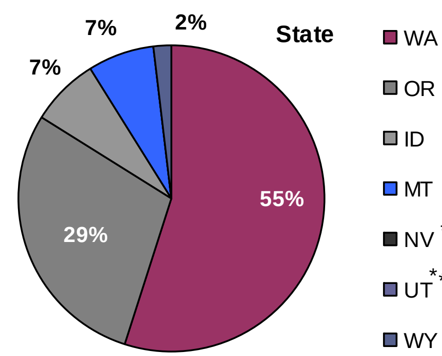
- Cross-Segment Summary
- Green Idealists
- **Practical Idealists**
- Affluent Conservers
- Follows the Crowd
- Disengaged Consumers
- Comfort is King
- No Interest, No Action
- Green Rejecters

Practical Idealists
Summary

Twice the size of the Green Idealists segment, Practical Idealists share many of the same concerns as Green Idealists with conserving/controlling their energy use and the associated costs as well as the environmental impact of energy use, though their conviction is not quite as strong as the Greens. Nearly all customers in this segment are home owners (98%) and these homes tend to be larger single-family detached houses (3+ bedrooms), larger homes than most other segments. Like Green Idealists, this segment sees a strong connection between what they can do at home and protecting the environment as well as their more global transportation choices or choosing to participate in energy conservation programs. Overall this segment has the highest use of CFLs (tied with the Green Idealists) and greater participation in other EE activities at their home (such as installing upgraded insulation). However, they are only slightly above average compared to the total non-Puget Sound customer base in terms of purchases of EE appliances, fixtures, and participation in rebate programs. Although Practical Idealists have a slightly higher awareness of rebate programs than Green Idealists they are less likely to actually participate. Practical Idealists do not demonstrate the same level of enthusiasm in the potential new energy programs tested as do Green Idealist overall, however they are particularly interested in two – installation of an energy usage monitoring device and incentives for purchasing and using compact florescent light bulbs. Having a “green” energy provider is much more important to this segment than all other segments with the exception of Green Idealists. Unlike Green Idealists, however, Practical Idealists’ satisfaction with their utility is significantly lower albeit still in the satisfactory range.







* 0% of segment reside in Nevada or Utah.

Practical Idealists
Home / Respondent Demographics

Residence Type

Single family detached home	83% (78%)
Apartment, condo, townhouse, duplex or triplex	4% (8%)
Mobile, Mfg Home	13% (14%)
Own	98% (88%)
Rent	2% (12%)
Plan to Buy in Next 2 Yrs	27% (27%)

1-2	3	4	5+
15% (24%)	*47% (49%)*	*29% (19%)*	*10% (7%)*

of People in Household

1	20% (21%)
2	46% (45%)
3	14% (13%)
4	13% (11%)
5 or more	7% (9%)
1 or more children < 18 years	34% (33%)

Energy use in HH

July/August '08 electricity bill	$94 ($95)
Avg. winter-month natural gas bill	$121 ($118)

	Natural Gas	Electricity
Primary Heating	20% (16%)	52% (59%)
Water Heating	17% (15%)	77% (80%)

Mean income	$64,855 ($58,442)
Female	61% (53%)
<55 yrs old	39% (39%)
55 – 74	51% (48%)
75+	10% (12%)
White	94% (93%)
High school diploma or less	21% (26%)
Some college (no four-year degree)	34% (34%)
Four-year college degree	25% (26%)
Post four-year college degree	20% (14%)

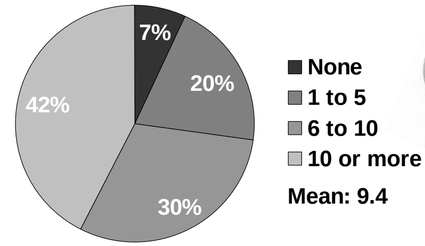
Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Practical Idealists
EE Activities

80% (71%) bought CFLs

82% (79%) bought EE appliance
of those who purchased any
large appliances in the past 12 months

# of CFLs in HH



56% (53%) are aware that electric utility offers appliance rebates.

26% (27%) of HH's aware of electric utility appliances *also* participate in them.

Rebate Submission Preference	
Online	39% (35%)
Postal mail	35% (39%)
Phone (1-800 number)	25% (25%)
Rebate Receiving Preference	
Get credit on electric bill	62% (58%)
Receive check by postal mail	34% (38%)
Electronic voucher for use on online purchases	4% (4%)

55% (44%) noticed savings from EE actions taken

76% (68%) Do Other EE Activities (other than Rebate Programs & CFLs)

Replacement Responsibility
(Among Renters)

	You	Landlord/ Property Owner
Bulbs in Home	73% (59%)	27% (41%)
Fixtures in Home	11% (6%)	89% (94%)
Air Conditioner	0% (8%)	100% (92%)
Water Heater	17% (28%)	83% (72%)

Percentages shown in parentheses represent the total non-Puget Sound area customer base.
Non-parenthetical percentages represent the current segment.

Practical Idealists
Conservation: Is It Worth It?

Use of Energy in the Home (Q2)	
(9-10% Top Box "Strongly Agree")	
Attending to Energy	
It's very important to find new ways to control energy costs	75% (53%)
Pay a lot of attention to energy-related issues because they affect my home and the country as a whole	64% (45%)
You constantly look for ways to save on energy costs.	60% (43%)
Regularly review home's energy usage	60% (45%)
Environmental Concerns	
Believe it is socially responsible to limit use of electricity	72% (49%)
The long term threat from global warming and climate-change is real and potentially catastrophic	60% (38%)
Very concerned about environmental effects of electricity-generating plants	54% (33%)

Would You Participate? (Q19)	
(9-10% Top Box "Strongly Agree")	
Program that would provide you with incentives for purchasing/using compact fluorescent light bulbs in your home	42% (29%)
Program that lets you install a device in your home that would allow you to tell how much electricity you are using at any given time	40% (30%)
Program that would provide incentives/resources to help you increase efficiency of your existing heating/cooling system/ductwork	37% (27%)
Home weatherization program that would provide info/incentives that would help you increase efficiency of your home's insulation, windows, and doors	34% (26%)
Program that would provide you w/incentives to purchase highest efficiency models of new home electronics such as televisions, computers, or other items	30% (23%)
Program that would provide you with incentives to purchase the highest efficiency heating or cooling system	30% (23%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Practical Idealists
Conservation: Is It Worth It?

Actions Perceived to be Major Contributors to Protecting Environment (Q23)	
(9-10% Top Box "Makes a Major Contribution")	
Recycling paper, cans, bottles and plastics	80% (60%)
Installing additional or upgraded insulation or windows	69% (49%)
Setting heating and cooling thermostats to use less energy	66% (46%)
Using mass transit instead of driving	63% (39%)
Replacing regular light bulbs and fixtures with EE ones	62% (41%)
Replacing major appliances with more energy-efficient ones	57% (37%)
Driving an electric/hybrid gas-electric vehicle	55% (36%)
Converting electric or fuel oil heating to natural gas	21% (18%)

Opinions of Own Utility - "How important is it that your utility is … ?" (Q31)	
(9-10% Top Box "Strongly Agree")	
…a company well prepared for emergencies, like storms and natural disasters	61% (52%)
…a company that actively encourages customers to use energy more efficiently	54% (43%)
…a company that understands and cares about the needs of the local community	55% (45%)
…a company that offers its customers fair and reasonable rates	53% (43%)
…an environmentally responsible company	49% (37%)
…a credible information source for the community on EE/green power programs	47% (36%)
…a company that makes it easy to get information about its EE programs/services	46% (37%)
…a company that actively promotes programs to help customers save money	43% (35%)

2% (20%)
did **NOT** perceive any actions as making a **MAJOR CONTRIBUTION** toward protecting the environment.

Important for utility to do X – even if it costs more

Be Green	
Operate business in a completely environmentally-friendly way	62% (40%)
Do everything possible to supply clean, renewable energy	79% (50%)
Encourage Conservation	
Actively encourage customers to participate in energy and cost-saving programs	67% (40%)
Have Online Options	
Provide more online options for customers on the utility's website	20% (15%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Practical Idealists
Purchase Habits - Appliances

Attitudes Related to Energy-Using Appliances (Q21)	
(9-10% Top Box "Strongly Agree")	
Comfort / Innovation	
It's very important that appliances save you time and effort	37% (35%)
The most important thing about a heating or AC system is comfort	36% (36%)
Prefer customizable products that can meet exact needs	29% (28%)
Always purchase the most advanced products and technologies to ensure they do not become obsolete too soon	21% (17%)
Simplicity	
Without exception, want appliances that are simple to use	53% (48%)
Cost vs. Quality and the EE Trade-off	
It's important to use less energy in your home so that you can lower your monthly expenses	71% (58%)
It's worth spending more for an EE electric appliance or device	57% (38%)
It's worth spending more to get the highest quality available	34% (26%)

Most Important Factors When Buying a New Appliance (9-10% Top Box "Very Important")	
Cost savings from reduced electricity usage	69% (49%)
Positive impact on environment from less energy	62% (39%)
Purchase price for buying appliance	48% (45%)
Discounts for buying an EE appliance	49% (40%)

Cost Savings vs. **Environment Benefits**

55% (66%) **44% (34%)**

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Practical Idealists
Purchase Habits – In General

Attitudes About Shopping (Q25)	
(9-10% Top Box “Strongly Agree”)	
Brick and Mortar Shopping	
Generally prefer to shop and make purchases in-store rather than online	48% (49%)
You usually prefer to research product and company information on the Internet, rather than get information from a salesperson while shopping	39% (30%)
Environmental impact of your day-to-day purchases is not something you worry about all the time	17% (21%)
Careful Shopping / Researching	
Carefully research product specifications, features and reviews	53% (43%)
Price Conscious	
Someone in HH does a lot of do-it-yourself projects to save money	50% (46%)
Don’t usually buy things unless on sale or have a coupon or discount	35% (33%)

Stores Shopped Most in the Past Month

Discount stores (e.g., Costco, Sam’s, Wal-Mart)	**79% (80%)**
Retail grocery stores	**78% (76%)**
Home improvement stores (e.g., Home Depot, Lowes)	**67% (63%)**
Local hardware stores (e.g., True Value)	**61% (60%)**
Local pharmacy or drug stores	**59% (58%)**

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Practical Idealists

There are small differences in the segment profiles across sub-regions

Western Oregon Region

- Practical Idealists in this region differ from all Practical Idealists in their percentage living in an urban area and their lower AC usage. More also have a post-four-year college education and are more aware of their utility's appliance rebates, but few have received a CFL rebate (if aware and participating).

Respondent/Home Demographics
64% (31%) Urban dwelling
26% (41%) Use AC at home
31% (20%) Have a post-four-year college education

Energy Efficiency Attitudes/Communications/Local Events Attended
71% (56%) Aware utility offers appliance rebates
7% (21%) Received a rebate for CFL's (if aware and participating)
74% (62%) – (9-10) 'Strongly Agree' it's important for their utility to operate in an environmentally-friendly way
47% (33%) Have attended a home and garden or sportsman's show in the last 12 months

Western Washington Region

- Practical Idealists in this region differ slightly from all Practical Idealists in their percentage living in an urban area.

Home Demographics
43% (31%) Urban dwelling

Idaho and Eastern Region

- Practical Idealists in this region differ from the total population of Practical Idealists in their percentage living in a rural area and their lower home electricity usage.

Home Demographics
100% (69%) Rural dwelling
27% (52%) Use electricity as their primary home heating fuel
61% (77%) Use electricity as their primary water heater fuel
29% (41%) Use AC at home

Energy Efficiency Attitudes / Local Events Attended
47% (60%) – (9-10) 'Strongly Agree' the long term threat of global warming and climate change is real and potentially catastrophic
69% (80%) – (Top Box 9-10) Think that recycling paper, cans, bottles and plastics makes a major contribution toward the environment
54% (44%) Attended a rodeo or county fair in the last 12 months

East/Central WA, East OR and CA Region

- Practical Idealists in this region differ from the total population of Practical Idealists in their percentage living in a rural area and their higher AC usage.

Home Demographics
99% (69%) Rural dwelling
64% (41%) Use AC in their home

Practical Idealists
Segment Implications

Key Segment Elements

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, and perceptions of energy bills are higher than many segments suggesting more potential EE behaviors or end uses that could be impacted.
- This segment is also larger than most, presenting a significant number of non-Puget Sound customers that could be impacted.

Receptivity to Future Conservation Programs

- There's a good deal of interest in rebate programs for CFLs and programs that install a device for monitoring electricity use and potential for more participation (particularly in the case of CFLs).

Going Forward

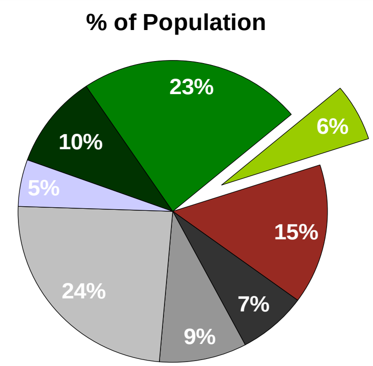
- This segment's history of engaging in energy efficiency behaviors suggest they will be likely to continue doing so in the future, making them a lucrative segment in terms of energy savings.
- As with the Green Idealists, marketing to the female head of the household may be most effective since again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

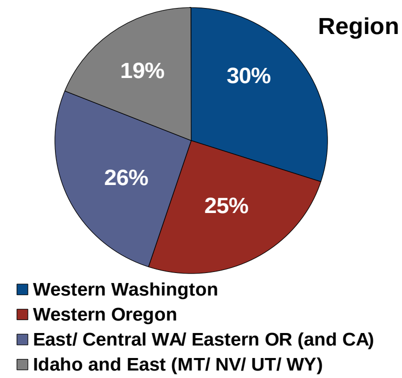
Results Outline

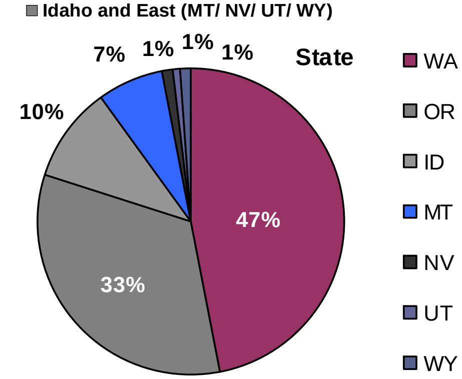
- Cross-Segment Summary
- Green Idealists
- Practical Idealists
- **Affluent Conservers**
- Follows the Crowd
- Disengaged Consumers
- Comfort is King
- No Interest, No Action
- Green Rejecters

Affluent Conservers
Summary

All are home owners, most of which are large single-family detached homes with 3-4 bedrooms, suggesting this segment has the third largest homes overall compared to the rest of the non-Puget sound customers. Affluent Conservers are better off financially than all other segments, with average incomes at $73K a year, nearly $20K more a year on average. Penetration and use of natural gas for home and water heating is significantly higher than for all other segments. Interestingly, not only is their perceptions of their natural gas bill higher than most segments, but so is perceptions of the size of their electric bill. While still important, this segment is less concerned than the other "green" segments with controlling their energy costs and protecting the environment. Despite this, the number of installed CFLs by this segment falls just short of the Green and Practical Idealists. Also Affluent Conservers are more likely to have taken "other" EE measures, such as installing additional insulation or upgrading windows, than most other segments, including the other "Greenies", and this segment was the heaviest purchaser of EE appliances in the last year (with the exception of Green Idealist), with awareness of such rebate programs being slightly higher than most segments. However, Affluent Conservers appear to be more motivated by the potential cost savings of EE appliance purchases than their potential environmental benefit. Despite the fact that energy conservation is less important in and of itself to Affluent Conservers, this segment is still more interested than most in having a "green" provider that encourages energy conservation among its customers, attitudes which are on par with the Practical Idealists. Furthermore, impressions of their local utility are also very positive, and even more so than the Practical Idealists.







Affluent Conservers
Home / Respondent Demographics

Residence Type

Single family detached home	92% (78%)
Apartment, condo, townhouse, duplex or triplex	1% (8%)
Mobile, Mfg Home	8% (14%)
Own	100% (88%)
Rent	0% (12%)
Plan to Buy in Next 2 Yrs	N/A* (27%)

Bedrooms	
1-2	*1% (24%)*
3	*68% (49%)*
4	*30% (19%)*
5+	*2% (7%)*

of People in Household

1	15% (21%)
2	53% (45%)
3	14% (13%)
4	9% (11%)
5 or more	8% (9%)
1 or more children < 18 years	29% (33%)

Energy use in HH

July/August '08 electricity bill	$103 ($95)
Avg. winter-month natural gas bill	$131 ($118)

	Natural Gas	Electricity
Primary Heating	34% (16%)	47% (59%)
Water Heating	33% (15%)	62% (80%)

Mean income	$73,314 ($58,442)
Female	52% (53%)
<55 yrs old	30% (39%)
55 – 74	59% (48%)
75+	11% (12%)
White	98% (93%)
High school diploma or less	20% (26%)
Some college (no four-year degree)	36% (34%)
Four-year college degree	32% (26%)
Post four-year college degree	13% (14%)

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Non-parenthetical percentages represent the current segment.

* 0% of segment are renters.

Affluent Conservers
EE Activities

73% (71%) bought CFLs

89% (79%) bought EE appliance
of those who purchased any
large appliances in the past 12 months

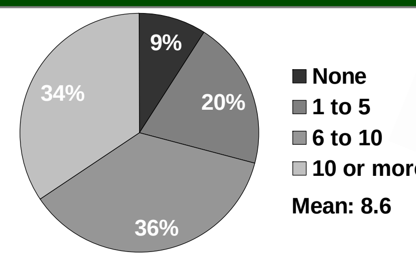
57% (53%) are aware that electric utility offers appliance rebates.

33% (27%) of HH's aware of electric utility appliances *also* participate in them.

44% (44%) noticed savings from EE actions taken

76% (68%) Do Other EE Activities (other than Rebate Programs & CFLs)

of CFLs in HH



Rebate Submission Preference	
Postal mail	39% (39%)
Online	34% (35%)
Phone (1-800 number)	25% (25%)
Rebate Receiving Preference	
Get credit on electric bill	59% (58%)
Receive check by postal mail	34% (38%)
Electronic voucher for use on online purchases	7% (4%)

Replacement Responsibility (Among Renters)*

	You	Landlord/ Property Owner
Bulbs in Home	N/A (59%)	N/A (41%)
Fixtures in Home	N/A (6%)	N/A (94%)
Air Conditioner	N/A (8%)	N/A (92%)
Water Heater	N/A (28%)	N/A (72%)

Momentum Market Intelligence Predictive Insight

Percentages shown in parentheses represent the total non-Puget Sound area customer base.
Non-parenthetical percentages represent the current segment.
* 0% of segment are renters.

Affluent Conservers
Conservation: Is It Worth It?

Use of Energy in the Home (Q2)	
(9-10% Top Box "Strongly Agree")	
Attending to Energy	
It's very important to find new ways to control energy costs	52% (53%)
Pay a lot of attention to energy-related issues because they affect my home and the country as a whole	48% (45%)
Regularly review home's energy usage	44% (45%)
You constantly look for ways to save on energy costs.	43% (43%)
Environmental Concerns	
Believe it is socially responsible to limit use of electricity	53% (49%)
The long term threat from global warming and climate-change is real and potentially catastrophic	26% (38%)
Very concerned about environmental effects of electricity-generating plants	25% (33%)

Would You Participate? (Q19)	
(9-10% Top Box "Strongly Agree")	
Home weatherization program that would provide info/incentives that would help you increase efficiency of your home's insulation, windows, and doors	39% (26%)
Program that would provide you with incentives for purchasing/using compact fluorescent light bulbs in your home	37% (29%)
Program that lets you install a device in your home that would allow you to tell how much electricity you are using at any given time	37% (30%)
Program that would provide you with incentives to purchase the highest efficiency heating or cooling system	35% (23%)
Program that would provide incentives/resources to help you increase efficiency of your existing heating/cooling system/ductwork	34% (27%)
Program that would provide you w/incentives to purchase highest efficiency models of new home electronics such as televisions, computers, or other items	33% (23%)

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Non-parenthetical percentages represent the current segment.

Affluent Conservers
Conservation: Is It Worth It?

Actions Perceived to be Major Contributors to Protecting Environment (Q23)	
(9-10% Top Box "Makes a Major Contribution")	
Recycling paper, cans, bottles and plastics	71% (60%)
Setting heating and cooling thermostats to use less energy	67% (46%)
Installing additional or upgraded insulation or windows	61% (49%)
Replacing regular light bulbs and fixtures with EE ones	51% (41%)
Replacing major appliances with more energy-efficient ones	50% (37%)
Driving an electric/hybrid gas-electric vehicle	29% (36%)
Using mass transit instead of driving	28% (39%)
Converting electric or fuel oil heating to natural gas	18% (18%)

Opinions of Own Utility - "How important is it that your utility is … ?" (Q31)	
(9-10% Top Box "Strongly Agree")	
…a company well prepared for emergencies, like storms and natural disasters	66% (52%)
…a company that understands and cares about the needs of the local community	61% (45%)
…a company that actively encourages customers to use energy more efficiently	57% (43%)
…a company that offers its customers fair and reasonable rates	53% (43%)
…an environmentally responsible company	51% (37%)
…a company that makes it easy to get information about its EE programs/services	47% (37%)
…a company that actively promotes programs to help customers save money	42% (35%)
…a credible information source for the community on EE/green power programs	41% (36%)

4% (20%)
did **NOT** perceive any actions as making a **MAJOR CONTRIBUTION** toward protecting the environment.

Important for utility to do X – even if it costs more

Be Green	
Do everything possible to supply clean, renewable energy	72% (50%)
Operate business in a completely environmentally-friendly way	61% (40%)
Encourage Conservation	
Actively encourage customers to participate in energy and cost-saving programs	66% (40%)
Have Online Options	
Provide more online options for customers on the utility's website	21% (15%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Affluent Conservers
Purchase Habits - Appliances

Attitudes Related to Energy-Using Appliances (Q21)	
(9-10% Top Box "Strongly Agree")	
Comfort / Innovation	
It's very important that appliances save you time and effort	43% (35%)
Prefer customizable products that can meet exact needs	30% (28%)
The most important thing about a heating or AC system is comfort	41% (36%)
Always purchase the most advanced products and technologies to ensure they do not become obsolete too soon	21% (17%)
Simplicity	
Without exception, want appliances that are simple to use	61% (48%)
Cost vs. Quality and the EE Trade-off	
It's important to use less energy in your home so that you can lower your monthly expenses	68% (58%)
It's worth spending more for an EE electric appliance or device	48% (38%)
It's worth spending more to get the highest quality available	29% (26%)

Most Important Factors When Buying a New Appliance (9-10% Top Box "Very Important")	
Cost savings from reduced electricity usage	59% (49%)
Purchase price for buying appliance	55% (45%)
Discounts for buying an EE appliance	44% (40%)
Positive impact on environment from less energy	47% (39%)

Cost Savings vs. **Environment Benefits**

66% (66%) | **34% (34%)**

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Affluent Conservers
Purchase Habits – In General

Attitudes About Shopping (Q25)	
(9-10% Top Box "Strongly Agree")	
Brick and Mortar Shopping	
Generally prefer to shop and make purchases in-store rather than online	62% (49%)
You usually prefer to research product and company information on the Internet, rather than get information from a salesperson while shopping	35% (30%)
Environmental impact of your day-to-day purchases is not something you worry about all the time	17% (21%)
Careful Shopping / Researching	
Carefully research product specifications, features and reviews	54% (43%)
Price Conscious	
Someone in HH does a lot of do-it-yourself projects to save money	54% (46%)
Don't usually buy things unless on sale or have a coupon or discount	39% (33%)

Stores Shopped Most in the Past Month

Discount stores (e.g., Costco, Sam's, Wal-Mart)	**84% (80%)**
Retail grocery stores	**74% (76%)**
Home improvement stores (e.g., Home Depot, Lowes)	**65% (63%)**
Local pharmacy or drug stores	**63% (58%)**
Local hardware stores (e.g., True Value)	**61% (60%)**

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Affluent Conservers

There are small differences in the segment profiles across sub-regions

Western Oregon Region

- Affluent Conservers in this region differ from all Affluent Conservers in their percentage living in an urban area and their mean income. They are less likely compared with the rest of the segment to participate in a program that offers incentives for CFL use and they like to submit rebate applications online.

Respondent/Home Demographics
83% (38%) Urban dwelling
32% (13%) Have received some post four-year college education
$88,190 ($73, 314) Mean income

Energy Efficiency Actions/Local Events Attended
22% (37%) – (9-10) 'Extremely Likely to Participate' in a program that would provide incentives for purchasing and using CFLs
54% (34%) Prefer to submit a rebate application online
57% (42%) Have attended benefits or charity events in the last 12 months

Western Washington Region

- Affluent Conservers in this region differ from all Affluent Conservers in their percentage living in an urban area. More in this region use electricity as their primary home heating fuel. Also, more in this region believe global warming is a threat and you should use less energy to lower monthly expenses, compared to the rest of the Affluent Conservers population.

Home Demographics
54% (38%) Urban dwelling
$113.68 ($102.75) July or August 2008 electricity bill (depending on date surveyed)
54% (47%) Use electricity as their primary home heating fuel

Energy Efficiency Attitudes/Actions
38% (26%) – (9-10) 'Strongly Agree' the long term threat of global warming and climate change is real and potentially catastrophic
81% (68%) – (9-10) 'Strongly Agree' it's important to use less energy in your home so that you can lower monthly expenses

Idaho and Eastern Region

- Affluent Conservers in this region differ from the total population of Affluent Conservers in their percentage living in a rural area, lower home electricity usage and mean income.

Home Demographics
$51,111 ($73,314) Mean income
100% (62%) Rural dwelling
23% (47%) Use electricity as their primary home heating fuel
29% (52%) Use AC at home

East/Central WA, East OR and CA Region

- *There were no statistically viable differences between Affluent Conservers in this region and the general Affluent Conservers population.*

Affluent Conservers Segment Implications

Key Segment Elements

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. A focus on saving money, however, will probably play less well unless in conjunction with an EE appliance purchase.

Potential Load Impact

- Houses in this segment are much larger than most and electric bills are also slightly higher despite a higher penetration of natural gas. Customers in this segment probably also have the financial means to make energy efficient improvements to their home, assuming they saw the value of it. At only 6% of the total non-Puget Sound customer base, however, it is one of the smallest segments.

Receptivity to Future Conservation Programs

- 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 appears to be a home weatherization program.

Going Forward

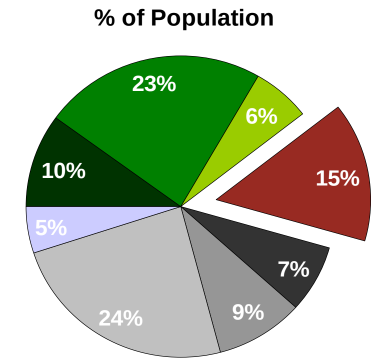
- This segment's history of engaging in energy efficiency behaviors suggest they will be likely to continue doing so in the future. Furthermore, if they understood the impact of these choices they might be likely to increase these EE activities, making them a potentially lucrative segment in terms of energy savings despite their smaller population size.
- Education focusing on the importance of CFLs, raising / lowering thermostats, and EE appliances is needed for this segment.
- As the greatest number of appliance purchases were made in the last 12 months by this segment (most of which were EE), there is potentially a lot of ground to be gained in terms of greater participation in rebate programs.

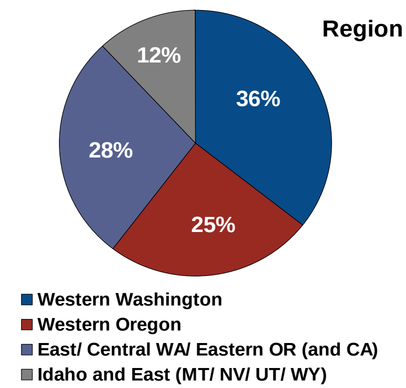
Results Outline

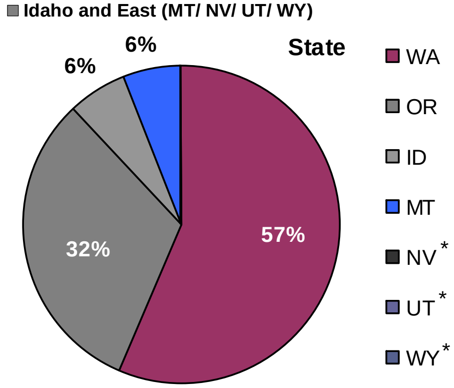
- Cross-Segment Summary
- Green Idealists
- Practical Idealists
- Affluent Conservers
- **Follows the Crowd**
- Disengaged Consumers
- Comfort is King
- No Interest, No Action
- Green Rejecters

Follows the Crowd
Summary

Follows the Crowd is most representative of the "average" non-Puget Sound customer – most are white, women, 55+ years old, living in homes with 2-3 people with average household incomes of about $56K. About half are home owners of 3 bedroom, single-family detached houses. Perceptions of energy bills, both gas and electric, are on par with the overall non-Puget Sound customer base and are about $94 a month for electricity in the summer, and $103 for gas in the winter. For the most part, this segment's attitudes regarding energy use in their home is sort of "middle of the road." Saving money and controlling energy costs are very important, though not to the exclusion of at least some concern with the environment and the impact of energy use on the environment. The vast majority see recycling as having the biggest impact on protecting the environment, followed by installing additional or upgraded insulation or windows. There is a much less strong connection between other activities, like use of CFLs or turning down thermostats, than is found for the "green" segments. Energy efficiency actions taken in the last 12 months are also similar to the "average" utility customer – fewer taken than the most "green" segments, but more than the "brown" segments. Of those that purchased an appliance in the last 12 months, most did purchase an energy efficient one and about a quarter of those purchasers participated in a rebate program, participation rates that are below the "green" segments. Most claim to have purchased CFLs at some time and about a third believe they have 10+ CFLs installed in their home. In making appliance purchases these customers are more concerned overall with the potential cost savings realized from energy efficiency rather than any potential environmental benefit. While not completely unengaged, most don't spend a tremendous amount of time comparison shopping or researching product details before making a purchase. For this segment having a "green" utility or one that encourages its customers to participate in energy and cost saving programs is much less important than the "greener" segments, believing more strongly their utility should work to keep costs low. Impressions of their own utility are not quite as positive and on par with most of the "brown" segments.







* 0% of segment reside in Nevada, Utah or Wyoming.

Follows the Crowd
Home / Respondent Demographics

Residence Type

Single family detached home	80% (78%)
Apartment, condo, townhouse, duplex or triplex	6% (8%)
Mobile, Mfg Home	13% (14%)
Own	86% (88%)
Rent	14% (12%)
Plan to Buy in Next 2 Yrs	34% (27%)

1-2	3	4	5+
26% (24%)	*50% (49%)*	*17% (19%)*	*7% (7%)*

Energy use in HH

July/August '08 electricity bill	$94 ($95)
Avg. winter-month natural gas bill	$111 ($118)

	Natural Gas	Electricity
Primary Heating	16% (16%)	61% (59%)
Water Heating	15% (15%)	81% (80%)

of People in Household

1	21% (21%)
2	46% (45%)
3	15% (13%)
4	11% (11%)
5 or more	8% (9%)
1 or more children < 18 years	33% (33%)

Mean income	$56,097 ($58,442)
Female	58% (53%)
<55 yrs old	42% (39%)
55 – 74	47% (48%)
75+	10% (12%)
White	90% (93%)
High school diploma or less	27% (26%)
Some college (no four-year degree)	35% (34%)
Four-year college degree	26% (26%)
Post four-year college degree	12% (14%)

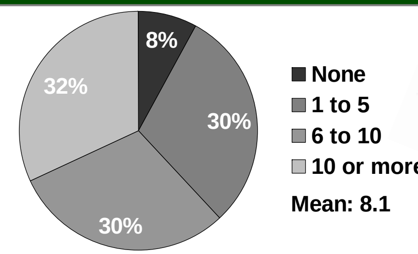
Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Follows the Crowd
EE Activities

75% (71%) bought CFLs

76% (79%) bought EE appliance of those who purchased any large appliances in the past 12 months

of CFLs in HH



50% (53%) are aware that electric utility offers appliance rebates.

25% (27%) of HH's aware of electric utility appliances *also* participate in them.

Rebate Submission Preference	
Postal mail	40% (39%)
Online	32% (35%)
Phone (1-800 number)	25% (25%)
Rebate Receiving Preference	
Get credit on electric bill	56% (58%)
Receive check by postal mail	38% (38%)
Electronic voucher for use on online purchases	6% (4%)

49% (44%) noticed savings from EE actions taken

70% (68%) Do Other EE Activities (other than Rebate Programs & CFLs)

Replacement Responsibility
(Among Renters)

	You	Landlord/ Property Owner
Bulbs in Home	52% (59%)	48% (41%)
Fixtures in Home	7% (6%)	93% (94%)
Air Conditioner	8% (8%)	92% (92%)
Water Heater	32% (28%)	68% (72%)

Percentages shown in parentheses represent the total non-Puget Sound area customer base.
Non-parenthetical percentages represent the current segment.

Follows the Crowd
Conservation: Is It Worth It?

Use of Energy in the Home (Q2)	
(9-10% Top Box "Strongly Agree")	
Attending to Energy	
It's very important to find new ways to control energy costs	55% (53%)
Regularly review home's energy usage	41% (45%)
You constantly look for ways to save on energy costs.	40% (43%)
Pay a lot of attention to energy-related issues because they affect my home and the country as a whole	39% (45%)
Environmental Concerns	
Believe it is socially responsible to limit use of electricity	53% (49%)
The long term threat from global warming and climate-change is real and potentially catastrophic	39% (38%)
Very concerned about environmental effects of electricity-generating plants	27% (33%)

Would You Participate? (Q19)	
(9-10% Top Box "Strongly Agree")	
Program that would provide you with incentives for purchasing/using compact fluorescent light bulbs in your home	27% (29%)
Home weatherization program that would provide info/incentives that would help you increase efficiency of your home's insulation, windows, and doors	26% (26%)
Program that lets you install a device in your home that would allow you to tell how much electricity you are using at any given time	24% (30%)
Program that would provide you with incentives to purchase the highest efficiency heating or cooling system	22% (23%)
Program that would provide incentives/resources to help you increase efficiency of your existing heating/cooling system/ductwork	22% (27%)
Program that would provide you w/incentives to purchase highest efficiency models of new home electronics such as televisions, computers, or other items	21% (23%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Follows the Crowd
Conservation: Is It Worth It?

Actions Perceived to be Major Contributors to Protecting Environment (Q23)	
(9-10% Top Box "Makes a Major Contribution")	
Recycling paper, cans, bottles and plastics	72% (60%)
Installing additional or upgraded insulation or windows	60% (49%)
Setting heating and cooling thermostats to use less energy	54% (46%)
Replacing major appliances with more energy-efficient ones	35% (37%)
Using mass transit instead of driving	42% (39%)
Replacing regular light bulbs and fixtures with EE ones	45% (41%)
Driving an electric/hybrid gas-electric vehicle	34% (36%)
Converting electric or fuel oil heating to natural gas	15% (18%)

6% (20%)

did **NOT** perceive any actions as making a **MAJOR CONTRIBUTION** toward protecting the environment.

Opinions of Own Utility - "How important is it that your utility is … ?" (Q31)	
(9-10% Top Box "Strongly Agree")	
…a company well prepared for emergencies, like storms and natural disasters	48% (52%)
…a company that understands and cares about the needs of the local community	43% (45%)
…a company that actively encourages customers to use energy more efficiently	41% (43%)
…a company that offers its customers fair and reasonable rates	39% (43%)
…a company that makes it easy to get information about its EE programs/services	37% (37%)
…an environmentally responsible company	36% (37%)
…a credible information source for the community on EE/green power programs	34% (36%)
…a company that actively promotes programs to help customers save money	32% (35%)

Important for utility to do X – even if it costs more

Be Green	
Do everything possible to supply clean, renewable energy	40% (50%)
Operate business in a completely environmentally-friendly way	31% (40%)
Encourage Conservation	
Actively encourage customers to participate in energy and cost-saving programs	24% (40%)
Have Online Options	
Provide more online options for customers on the utility's website	11% (15%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Follows the Crowd
Purchase Habits - Appliances

Attitudes Related to Energy-Using Appliances (Q21)	
(9-10% Top Box "Strongly Agree")	
Comfort / Innovation	
The most important thing about a heating or AC system is comfort	38% (36%)
It's very important that appliances save you time and effort	34% (35%)
Prefer customizable products that can meet exact needs	29% (28%)
Always purchase the most advanced products and technologies to ensure they do not become obsolete too soon	15% (17%)
Simplicity	
Without exception, want appliances that are simple to use	48% (48%)
Cost vs. Quality and the EE Trade-off	
It's important to use less energy in your home so that you can lower your monthly expenses	62% (58%)
It's worth spending more for an EE electric appliance or device	37% (38%)
It's worth spending more to get the highest quality available	20% (26%)

Most Important Factors When Buying a New Appliance (9-10% Top Box "Very Important")	
Cost savings from reduced electricity usage	51% (49%)
Purchase price for buying appliance	49% (45%)
Discounts for buying an EE appliance	40% (40%)
Positive impact on environment from less energy	40% (39%)

Cost Savings vs. **Environment Benefits**

63% (66%) | **37% (34%)**

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Follows the Crowd
Purchase Habits – In General

Attitudes About Shopping (Q25)	
(9-10% Top Box "Strongly Agree")	
Brick and Mortar Shopping	
Generally prefer to shop and make purchases in-store rather than online	51% (49%)
You usually prefer to research product and company information on the Internet, rather than get information from a salesperson while shopping	23% (30%)
Environmental impact of your day-to-day purchases is not something you worry about all the time	14% (21%)
Careful Shopping / Researching	
Carefully research product specifications, features and reviews	38% (43%)
Price Conscious	
Someone in HH does a lot of do-it-yourself projects to save money	42% (46%)
Don't usually buy things unless on sale or have a coupon or discount	37% (33%)

Stores Shopped Most in the Past Month

Discount stores (e.g., Costco, Sam's, Wal-Mart)	**79% (80%)**
Retail grocery stores	**77% (76%)**
Home improvement stores (e.g., Home Depot, Lowes)	**68% (63%)**
Local pharmacy or drug stores	**59% (58%)**
Local hardware stores (e.g., True Value)	**59% (60%)**

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Follows the Crowd

There are small differences in the segment profiles across sub-regions

Western Oregon Region

- Follows the Crowd in this region differ from all Follows the Crowd customers in their percentage living in an urban area. Follows the Crowd here also are more likely to participate in a program that offers incentives for CFL use.

<u>Home Demographics</u>
60% (31%) Urban dwelling

<u>Energy Efficiency Actions</u>
47% (27%) – (9-10) 'Extremely Likely to Participate' in a program that would provide incentives for purchasing and using CFL's

Western Washington Region

- Follows the Crowd in this region differ slightly from all Follows the Crowd in their percentage living in an urban area and their lower AC usage. They also have a slightly lower opinion of their own utility on some items.

<u>Home Demographics</u>
43% (31%) Urban dwelling
33% (45%) Use AC in their home

<u>Utility Relationship</u>
34% (41%) – (9-10) 'Strongly Agree' their electric utility is a company that actively encourages customers to use energy more efficiently
24% (32%) – (9-10) 'Strongly Agree' their electric utility actively promotes programs to help its customers save money

Idaho and Eastern Region

- Follows the Crowd customers in this region differ from the total population of Follows the Crowds in their percentage living in a rural area, lower home electricity usage and higher winter gas usage. Follows the Crowd in this region have also participated less in appliance rebate programs.

<u>Home Demographics</u>
100% (70%) Rural dwelling
33% (61%) Use electricity as their primary home heating fuel
58% (81%) Use electricity as their primary water heater fuel
$134.75 ($111.08) Average natural gas bill in winter

<u>Energy Efficiency Actions</u>
52% (75%) Have <u>not</u> participated in appliance rebate program (if aware)*

East/Central WA, East OR and CA Region

- Follows the Crowd in this region differ from the total population of Follows the Crowd in their percentage living in a rural area and their higher AC usage.

<u>Home/Respondent Demographics</u>
99% (70%) Rural dwelling
70% (45%) Use AC in their home

*Caution, small sample size

Follows the Crowd
Segment Implications

Key Segment Elements

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 non-Puget Sound customer base 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 pretty significant share of the non-Puget Sound customer base (15%).

Receptivity to Future Conservation Programs

- Potentially new energy programs, like a home weatherization program will be a tougher sell to this segment both because there is a lack of awareness of the need for such programs or the benefits to them personally, but also with a lower average income than some, finances may also be a barrier for some participation in some programs.

Going Forward

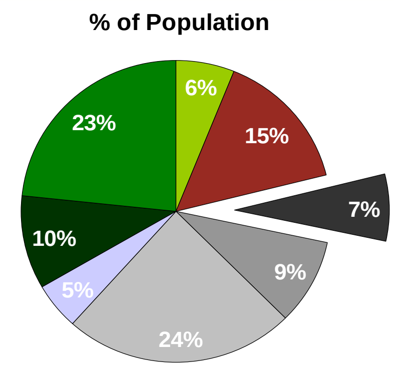
- The fact that this segment is so gung ho about recycling, an issue that has certainly gotten more press than a lot of other types of conservation activities, suggests that this segment is not anti-conservation and with education they would also begin to “follow the crowd” in terms of energy efficiency 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 and 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.

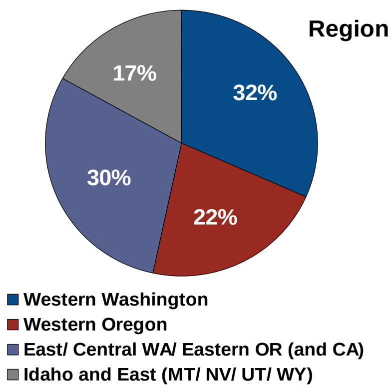
Results Outline

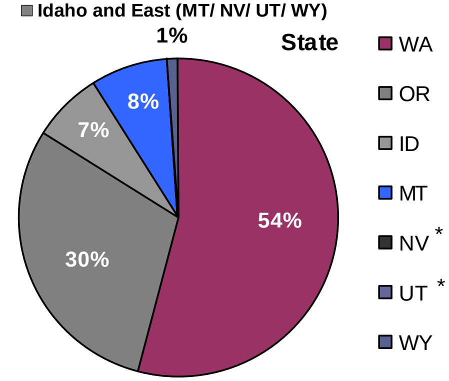
- Cross-Segment Summary
- Green Idealists
- Practical Idealists
- Affluent Conservers
- Follows the Crowd
- **Disengaged Consumers**
- Comfort is King
- No Interest, No Action
- Green Rejecters

Disengaged Consumers
Summary

Disengaged Consumers' home ownership is on par with the overall non-Puget Sound customer base. Most own moderate single family detached homes (3 or less bedrooms) where slightly more people live than some other segments. The average income for the Disengaged Consumer segment is $59K, which is right around the average for the total non-Puget Sound customer base. Disengaged Consumers are not particularly vigilant about reviewing their home's energy use or in actively engaging in environmental concerns, perhaps distracted by other concerns. Disengaged Consumers purchased the fewest number of appliances in the last 12 months and although they did not impose stringent criteria or perform a detailed research before the purchase, most still managed to buy EE appliances. Disengaged Consumers are not likely to see a strong connection between EE activities and protecting the environment, particularly home based activities such as installing insulation or upgrading windows, replacing light bulbs with CFLs, or setting back heating and cooling thermostats. That said this segment is about as likely as the overall non-Puget Sound customer base (though significantly less so than the "green" segments) to have installed CFL fixtures or lighting, participated in an EE rebate program, or taken any other EE actions in their home. Having their utility be "green" is less important to this segment compared to the other "greener" segments. This segment does have some of the lowest opinions of their local utility company, both in terms of providing reliable and "green" power, as well as providing good customer service and caring about their customers.







* 0% of segment reside in Nevada or Utah.

Disengaged Consumers
Home / Respondent Demographics

Residence Type

Single family detached home	74% (78%)
Apartment, condo, townhouse, duplex or triplex	8% (8%)
Mobile, Mfg Home	18% (14%)
Own	88% (88%)
Rent	12% (12%)
Plan to Buy in Next 2 Yrs	43% (27%)

1-2	3	4	5+
24% (24%)	46% (49%)	13% (19%)	16% (7%)

Energy use in HH

July/August '08 electricity bill	$96 ($95)
Avg. winter-month natural gas bill	$111 ($118)

	Natural Gas	Electricity
Primary Heating	13% (16%)	65% (59%)
Water Heating	10% (15%)	81% (80%)

of People in Household

1	18% (21%)
2	48% (45%)
3	11% (13%)
4	10% (11%)
5 or more	12% (9%)
1 or more children < 18 years	34% (33%)

Mean income	$58,874 ($58,442)
Female	53% (53%)
<55 yrs old	39% (39%)
55 – 74	46% (48%)
75+	15% (12%)
White	92% (93%)
High school diploma or less	22% (26%)
Some college (no four-year degree)	34% (34%)
Four-year college degree	27% (26%)
Post four-year college degree	17% (14%)

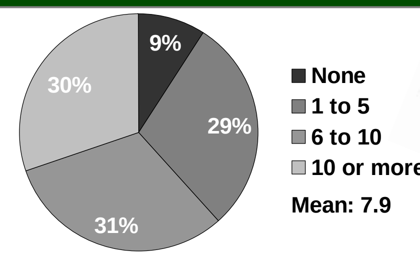
Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Disengaged Consumers
EE Activities

77% (71%) bought CFLs

84% (79%) bought EE appliance
of those who purchased any
large appliances in the past 12 months

of CFLs in HH



56% (53%) are aware that electric utility offers appliance rebates.

36% (27%) of HH's aware of electric utility appliances *also* participate in them.

Rebate Submission Preference	
Postal mail	32% (39%)
Online	40% (35%)
Phone (1-800 number)	26% (25%)
Rebate Receiving Preference	
Get credit on electric bill	55% (58%)
Receive check by postal mail	40% (38%)
Electronic voucher for use on online purchases	5% (4%)

46% (44%) noticed savings from EE actions taken

67% (68%) Do Other EE Activities (other than Rebate Programs & CFLs)

Replacement Responsibility
(Among Renters)

	You	Landlord/ Property Owner
Bulbs in Home	42% (59%)	58% (41%)
Fixtures in Home	9% (6%)	91% (94%)
Air Conditioner	0% (8%)	100% (92%)
Water Heater	49% (28%)	51% (72%)

Momentum Market Intelligence Predictive Insight

Percentages shown in parentheses represent the total non-Puget Sound area customer base.
Non-parenthetical percentages represent the current segment.

Disengaged Consumers
Conservation: Is It Worth It?

Use of Energy in the Home (Q2)	
(9-10% Top Box "Strongly Agree")	
Attending to Energy	
It's very important to find new ways to control energy costs	48% (53%)
Regularly review home's energy usage	46% (45%)
Pay a lot of attention to energy-related issues because they affect my home and the country as a whole	39% (45%)
You constantly look for ways to save on energy costs.	37% (43%)
Environmental Concerns	
Believe it is socially responsible to limit use of electricity	42% (49%)
The long term threat from global warming and climate-change is real and potentially catastrophic	38% (38%)
Very concerned about environmental effects of electricity-generating plants	32% (33%)

Would You Participate? (Q19)	
(9-10% Top Box "Strongly Agree")	
Program that lets you install a device in your home that would allow you to tell how much electricity you are using at any given time	18% (30%)
Program that would provide incentives/resources to help you increase efficiency of your existing heating/cooling system/ductwork	18% (27%)
Program that would provide you with incentives for purchasing/using compact fluorescent light bulbs in your home	17% (29%)
Program that would provide you with incentives to purchase the highest efficiency heating or cooling system	16% (23%)
Home weatherization program that would provide info/incentives that would help you increase efficiency of your home's insulation, windows, and doors	15% (26%)
Program that would provide you w/incentives to purchase highest efficiency models of new home electronics such as televisions, computers, or other items	11% (23%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Disengaged Consumers
Conservation: Is It Worth It?

Actions Perceived to be Major Contributors to Protecting Environment (Q23)	
(9-10% Top Box "Makes a Major Contribution")	
Recycling paper, cans, bottles and plastics	33% (60%)
Using mass transit instead of driving	24% (39%)
Driving an electric/hybrid gas-electric vehicle	23% (36%)
Installing additional or upgraded insulation or windows	19% (49%)
Setting heating and cooling thermostats to use less energy	17% (46%)
Replacing regular light bulbs and fixtures with EE ones	16% (41%)
Replacing major appliances with more energy-efficient ones	11% (37%)
Converting electric or fuel oil heating to natural gas	8% (18%)

Opinions of Own Utility - "How important is it that your utility is … ?" (Q31)	
(9-10% Top Box "Strongly Agree")	
…a company well prepared for emergencies, like storms and natural disasters	38% (52%)
…a company that actively encourages customers to use energy more efficiently	31% (43%)
…a company that understands and cares about the needs of the local community	30% (45%)
…a company that offers its customers fair and reasonable rates	30% (43%)
…a credible information source for the community on EE/green power programs	24% (36%)
…a company that makes it easy to get information about its EE programs/services	23% (37%)
…an environmentally responsible company	22% (37%)
…a company that actively promotes programs to help customers save money	22% (35%)

33% (20%)
did **NOT** perceive any actions as making a **MAJOR CONTRIBUTION** toward protecting the environment.

Important for utility to do X – even if it costs more

Be Green	
Do everything possible to supply clean, renewable energy	38% (50%)
Operate business in a completely environmentally-friendly way	30% (40%)
Encourage Conservation	
Actively encourage customers to participate in energy and cost-saving programs	24% (40%)
Have Online Options	
Provide more online options for customers on the utility's website	9% (15%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Disengaged Consumers
Purchase Habits - Appliances

Attitudes Related to Energy-Using Appliances (Q21)	
(9-10% Top Box "Strongly Agree")	
Comfort / Innovation	
The most important thing about a heating or AC system is comfort	33% (36%)
Prefer customizable products that can meet exact needs	24% (28%)
It's very important that appliances save you time and effort	21% (35%)
Always purchase the most advanced products and technologies to ensure they do not become obsolete too soon	8% (17%)
Simplicity	
Without exception, want appliances that are simple to use	35% (48%)
Cost vs. Quality and the EE Trade-off	
It's important to use less energy in your home so that you can lower your monthly expenses	42% (58%)
It's worth spending more for an EE electric appliance or device	22% (38%)
It's worth spending more to get the highest quality available	14% (26%)

Most Important Factors When Buying a New Appliance (9-10% Top Box "Very Important")	
Purchase price for buying appliance	33% (45%)
Cost savings from reduced electricity usage	22% (49%)
Positive impact on environment from less energy	20% (39%)
Discounts for buying an EE appliance	17% (40%)

Cost Savings	vs.	Environment Benefits
		
63% (66%)		37% (34%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Disengaged Consumers
Purchase Habits – In General

Attitudes About Shopping (Q25)	
(9-10% Top Box "Strongly Agree")	
Brick and Mortar Shopping	
Generally prefer to shop and make purchases in-store rather than online	40% (49%)
You usually prefer to research product and company information on the Internet, rather than get information from a salesperson while shopping	27% (30%)
Environmental impact of your day-to-day purchases is not something you worry about all the time	10% (21%)
Careful Shopping / Researching	
Carefully research product specifications, features and reviews	35% (43%)
Price Conscious	
Someone in HH does a lot of do-it-yourself projects to save money	40% (46%)
Don't usually buy things unless on sale or have a coupon or discount	25% (33%)

Stores Shopped Most in the Past Month

Discount stores (e.g., Costco, Sam's, Wal-Mart)	**84% (80%)**
Retail grocery stores	**77% (76%)**
Home improvement stores (e.g., Home Depot, Lowes)	**65% (63%)**
Local hardware stores (e.g., True Value)	**63% (60%)**
Local pharmacy or drug stores	**52% (58%)**

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Disengaged Consumers

There are small differences in the segment profiles across sub-regions

Western Oregon Region

- Disengaged Consumers in this region differ from all Disengaged Consumers in their percentage living in an urban area and their higher AC usage. And while more consider global warming a threat, they have fewer CFL's in their homes and are not likely to participate in a program that offers incentives for CFL use.

Home Demographics
72% (31%) Urban dwelling
36% (20%) Age of home is 50+ years
33% (49%) Use AC at home

Energy Efficiency Attitudes/Actions/Communications
58% (38%) – (9-10) 'Strongly Agree' the long term threat of global warming and climate change is real and potentially catastrophic
6.6 (7.6) Mean number of CFL's in the home
0% (17%) – (9-10) 'Extremely Likely to Participate' in a program that would provide incentives for purchasing and using CFL's
19% (37%) Prefer news websites as a general information source

Western Washington Region

- Disengaged Consumers in this region differ slightly from all Disengaged Consumers in their percentage living in an urban area and their somewhat newer homes. They also are more concerned with global warming and carefully research products more than the average Disengaged Consumer.

Home Demographics
49% (31%) Urban dwelling
61% (50%) Age of home is 15-50 years
79% (66%) Use electricity as their primary home heating fuel

Energy Efficiency Attitudes/Actions
45% (38%) – (9-10) 'Strongly Agree' the long term threat of global warming and climate change is real and potentially catastrophic
21% (33%) – (9-10) 'Strongly Agree' the most important thing about a heating or AC system is how comfortable it makes your home
55% (35%) – (9-10) 'Strongly Agree' they carefully research product specifications, features and reviews when selecting a product

Idaho and Eastern Region

- Disengaged Consumers in this region differ from the total population of Disengaged Consumers in their percentage living in a rural area, lower home electricity usage and higher natural gas usage.

Home Demographics
100% (69%) Rural dwelling
31% (66%) Use electricity as their primary home heating fuel
33% (13%) Use natural gas as their primary home heating fuel
$137.92 ($110.96) Average natural gas bill in winter

East/Central WA, East OR and CA Region

- Disengaged Consumers in this region differ from the total population of Disengaged Consumers in their percentage living in a rural area and their higher AC usage.

Home Demographics
100% (69%) Rural dwelling
71% (49%) Use AC in their home

Disengaged Consumers Segment Implications

Key Segment Elements

Marketing Effort
- Disengaged Consumers will probably be fairly difficult to market to as energy costs or the impact of energy consumption on the environment is not a high priority for them.

Potential Load Impact
- Houses in this segment are moderate with most having 3 or less bedrooms. Overall energy usage is on par with the total non-Puget Sound customer base (although use of natural gas is slightly lower).
- At 7% of the total non-Puget Sound customer base, this segment represents a fairly small portion of the total.

Receptivity to Future Conservation Programs
- While this segment has engaged in some energy efficiency behaviors, the 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.

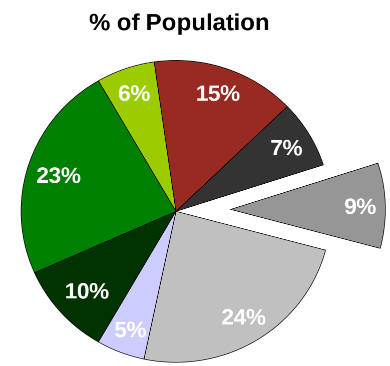
Going Forward
- While education is clearly needed in this segment, it is unclear if education alone will engage these consumers and make them more interested in conserving.
- Despite the fact that this segment was a fairly even split of men and women, women household members are still thought to be making more of the decisions regarding energy use and purchases in the home and are more often the one to pay the energy bill, potentially making 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.

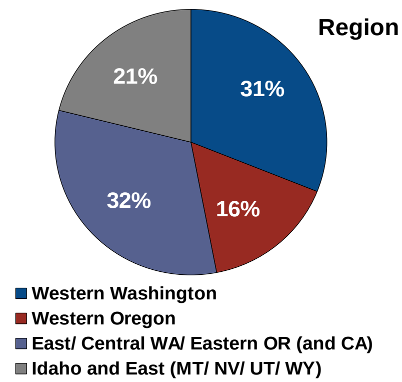
Results Outline

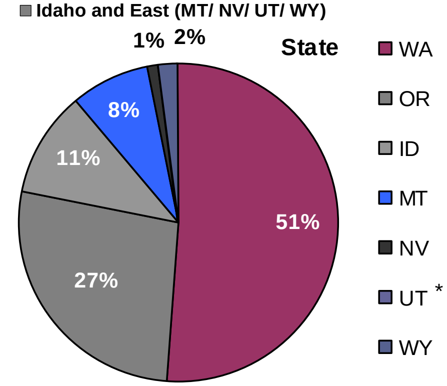
- Cross-Segment Summary
- Green Idealists
- Practical Idealists
- Affluent Conservers
- Follows the Crowd
- Disengaged Consumers
- **Comfort is King**
- No Interest, No Action
- Green Rejecters

Comfort is King
Summary

All in this segment are home owners living in single family detached homes, the largest houses of all the segments with 51% reporting homes with 4+ bedrooms. And, while not the most affluent, these customers are relatively more affluent than the average non-Puget Sound customer. Perceptions of this segment's electric bill are higher than for any other segment. And, while penetration and use of natural gas for home and water heating is higher than for most segments, though lower than the Affluent Consumers with the highest penetration, perceptions of their natural gas bill is higher than all other segments. AC has a higher penetration in this segment than most as well. This segment is one of the least concerned with conserving or controlling energy use / energy costs and with the environmental impact of energy use and are not very likely to see a strong connection between the things they can do at home to conserve and their impact on the environment, though they do see a stronger connection with recycling than other activities. Despite the fact that neither conserving energy nor purchasing EE appliances is a priority for this set of customers, this segment's purchase of EE appliances, CFL fixtures or lighting, and other EE activities is about on par with the total non-Puget Sound customer base. Overall, the Comfort is King segment is one of the least likely to be concerned with the environmental impact of their purchases and largely selects appliances based on cost savings and features rather than environmental issues. Comfort is King customers are not at all concerned with having their energy provider be "green" or encouraging its customer base to conserve energy. Rather, keeping costs as low as possible is paramount. Interestingly, satisfaction with their local utility tends to be low (though not as low as for some other "brown" segments) in terms of providing reliable and green power and good customer service and caring about its customers.







* 0% of segment reside in Utah.

Comfort is King
Home / Respondent Demographics

Residence Type

Single family detached home	90% (78%)
Apartment, condo, townhouse, duplex or triplex	2% (8%)
Mobile, Mfg Home	8% (14%)
Own	99% (88%)
Rent	0% (12%)
Plan to Buy in Next 2 Yrs	N/A* (27%)

Bedrooms	
1-2	4% (24%)
3	45% (49%)
4	32% (19%)
5+	19% (7%)

of People in Household

1	11% (21%)
2	43% (45%)
3	15% (13%)
4	13% (11%)
5 or more	17% (9%)
1 or more children < 18 years	42% (33%)

Energy use in HH

July/August '08 electricity bill	$104 ($95)
Avg. winter-month natural gas bill	$134 ($118)

	Natural Gas	Electricity
Primary Heating	22% (16%)	54% (59%)
Water Heating	22% (15%)	72% (80%)

Mean income	$67,268 ($58,442)
Female	46% (53%)
<55 yrs old	44% (39%)
55 – 74	48% (48%)
75+	8% (12%)
White	97% (93%)
High school diploma or less	22% (26%)
Some college (no four-year degree)	33% (34%)
Four-year college degree	30% (26%)
Post four-year college degree	15% (14%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

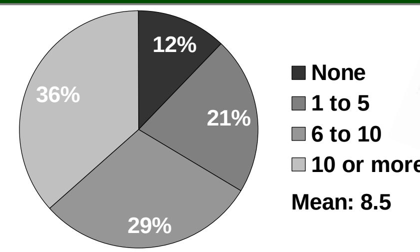
* 0% of segment are renters.

Comfort is King
EE Activities

68% (71%) bought CFLs

78% (79%) bought EE appliance
of those who purchased any
large appliances in the past 12 months

# of CFLs in HH



53% (53%) are aware that electric utility offers appliance rebates.

31% (27%) of HH's aware of electric utility appliances *also* participate in them.

Rebate Submission Preference	
Postal mail	37% (39%)
Online	38% (35%)
Phone (1-800 number)	22% (25%)
Rebate Receiving Preference	
Get credit on electric bill	52% (58%)
Receive check by postal mail	44% (38%)
Electronic voucher for use on online purchases	3% (4%)

34% (44%) noticed savings from EE actions taken

63% (68%) Do Other EE Activities (other than Rebate Programs & CFLs)

Replacement Responsibility
(Among Renters)*

	You	**Landlord/ Property Owner**
Bulbs in Home	N/A (59%)	N/A (41%)
Fixtures in Home	N/A (6%)	N/A (94%)
Air Conditioner	N/A (8%)	N/A (92%)
Water Heater	N/A (28%)	N/A (72%)

Percentages shown in parentheses represent the total non-Puget Sound area customer base.
Non-parenthetical percentages represent the current segment.
* 0% of segment are renters.

Comfort is King
Conservation: Is It Worth It?

Use of Energy in the Home (Q2)	
(9-10% Top Box "Strongly Agree")	
Attending to Energy	
It's very important to find new ways to control energy costs	36% (53%)
Regularly review home's energy usage	28% (45%)
You constantly look for ways to save on energy costs.	26% (43%)
Pay a lot of attention to energy-related issues because they affect my home and the country as a whole	25% (45%)
Environmental Concerns	
Believe it is socially responsible to limit use of electricity	18% (49%)
Very concerned about environmental effects of electricity-generating plants	10% (33%)
The long term threat from global warming and climate-change is real and potentially catastrophic	6% (38%)

Would You Participate? (Q19)	
(9-10% Top Box "Strongly Agree")	
Program that lets you install a device in your home that would allow you to tell how much electricity you are using at any given time	21% (30%)
Program that would provide incentives/resources to help you increase efficiency of your existing heating/cooling system/ductwork	19% (27%)
Program that would provide you with incentives for purchasing/using compact fluorescent light bulbs in your home	18% (29%)
Home weatherization program that would provide info/incentives that would help you increase efficiency of your home's insulation, windows, and doors	15% (26%)
Program that would provide you with incentives to purchase the highest efficiency heating or cooling system	14% (23%)
Program that would provide you w/incentives to purchase highest efficiency models of new home electronics such as televisions, computers, or other items	12% (23%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Comfort is King
Conservation: Is It Worth It?

Actions Perceived to be Major Contributors to Protecting Environment (Q23)	
(9-10% Top Box "Makes a Major Contribution")	
Recycling paper, cans, bottles and plastics	42% (60%)
Installing additional or upgraded insulation or windows	33% (49%)
Replacing regular light bulbs and fixtures with EE ones	23% (41%)
Setting heating and cooling thermostats to use less energy	19% (46%)
Replacing major appliances with more energy-efficient ones	13% (37%)
Using mass transit instead of driving	12% (39%)
Driving an electric/hybrid gas-electric vehicle	11% (36%)
Converting electric or fuel oil heating to natural gas	13% (18%)

Opinions of Own Utility - "How important is it that your utility is … ?" (Q31)	
(9-10% Top Box "Strongly Agree")	
…a company well prepared for emergencies, like storms and natural disasters	46% (52%)
…a company that offers its customers fair and reasonable rates	37% (43%)
…a company that actively encourages customers to use energy more efficiently	34% (43%)
…a company that understands and cares about the needs of the local community	34% (45%)
…an environmentally responsible company	28% (37%)
…a company that actively promotes programs to help customers save money	27% (35%)
…a credible information source for the community on EE/green power programs	25% (36%)
…a company that makes it easy to get information about its EE programs/services	23% (37%)

35% (20%)
did **NOT** perceive any actions as making a **MAJOR CONTRIBUTION** toward protecting the environment.

Important for utility to do X – even if it costs more

Be Green	
Do everything possible to supply clean, renewable energy	13% (50%)
Operate business in a completely environmentally-friendly way	7% (40%)
Encourage Conservation	
Actively encourage customers to participate in energy and cost-saving programs	13% (40%)
Have Online Options	
Provide more online options for customers on the utility's website	4% (15%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Comfort is King
Purchase Habits - Appliances

Attitudes Related to Energy-Using Appliances (Q21)	
(9-10% Top Box "Strongly Agree")	
Comfort / Innovation	
The most important thing about a heating or AC system is comfort	35% (36%)
It's very important that appliances save you time and effort	27% (35%)
Prefer customizable products that can meet exact needs	18% (28%)
Always purchase the most advanced products and technologies to ensure they do not become obsolete too soon	7% (17%)
Simplicity	
Without exception, want appliances that are simple to use	40% (48%)
Cost vs. Quality and the EE Trade-off	
It's important to use less energy in your home so that you can lower your monthly expenses	47% (58%)
It's worth spending more to get the highest quality available	20% (26%)
It's worth spending more for an EE electric appliance or device	16% (38%)

Most Important Factors When Buying a New Appliance (9-10% Top Box "Very Important")	
Purchase price for buying appliance	39% (45%)
Discounts for buying an EE appliance	28% (40%)
Positive impact on environment from less energy	10% (39%)
Cost savings from reduced electricity usage	32% (49%)

Cost Savings	vs.	**Environment Benefits**
		
83% (66%)		**16% (34%)**

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Comfort is King
Purchase Habits – In General

Attitudes About Shopping (Q25)	
(9-10% Top Box "Strongly Agree")	
Brick and Mortar Shopping	
Generally prefer to shop and make purchases in-store rather than online	45% (49%)
You usually prefer to research product and company information on the Internet, rather than get information from a salesperson while shopping	27% (30%)
Environmental impact of your day-to-day purchases is not something you worry about all the time	25% (21%)
Careful Shopping / Researching	
Carefully research product specifications, features and reviews	32% (43%)
Price Conscious	
Someone in HH does a lot of do-it-yourself projects to save money	52% (46%)
Don't usually buy things unless on sale or have a coupon or discount	28% (33%)

Stores Shopped Most in the Past Month

Store	%
Discount stores (e.g., Costco, Sam's, Wal-Mart)	**84% (80%)**
Retail grocery stores	**80% (76%)**
Home improvement stores (e.g., Home Depot, Lowes)	**63% (63%)**
Local hardware stores (e.g., True Value)	**63% (60%)**
Local pharmacy or drug stores	**60% (58%)**

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Comfort Is King

There are small differences in the segment profiles across sub-regions

Western Oregon Region

- Comfort Is King in this region differ from all Comfort is King customers in their percentage living in an urban area and the mean amount of their summer electricity bill. Features and functions are extremely important to Comfort Is King in this region when shopping for a new appliance and they have attended concerts, plays or operas in the last 12 months.

Home Demographics
65% (25%) Urban dwelling
$120.44 ($104.20) July or August 2008 electricity bill (depending on date surveyed)

Shopping Attitudes/EE Communications/Local Events Attended
50% (29%) – (9-10) 'Extremely Important' to consider the features and functions included, when shopping for a new appliance
41% (26%) Have visited their utility's website for information on EE programs or services
56% (35%) Have attended concerts, plays or operas in the last 12 months

Western Washington Region

- Comfort Is King in this region differ from all Comfort Is King customers in their percentage living in an urban area and their summer electricity bill.

Home Demographics
45% (25%) Urban dwelling
$112.84 ($104.20) July or August 2008 electricity bill (depending on date surveyed)
43% (51%) Use AC in the home

Energy Efficiency Attitudes
50% (40%) – (9-10) 'Strongly Agree' that, without exception, they want appliances that are easy to use

Idaho and Eastern Region

- Comfort Is King in this region differ from the total population of Comfort Is King in their percentage living in a rural area.

Home Demographics
100% (75%) Rural dwelling

East/Central WA, East OR and CA Region

- Comfort Is King in this region differ from the total population of Comfort Is King in their percentage living in a rural area.

Home Demographics
98% (75%) Rural dwelling

Comfort is King
Segment Implications

Key Segment Elements

Marketing Effort

- This Comfort is King segment would be fairly difficult to market to 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, particularly with regards to its credibility and providing good value.

Potential Load Impact

- That said, potential load impact of even a small energy reduction could be significant as energy (gas and electric) consumption is slightly greater and homes are larger than in any other segment (though at 9% 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 home assuming they saw the value of it.

Receptivity to Future Conservation Programs

- Active energy conservation is not on this segments 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

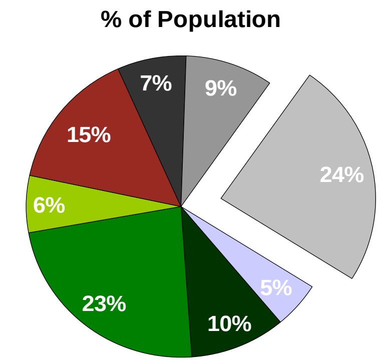
- Although energy consumption and the environment are not this segment's priorities, the fact that they already participate in some EE activities could potentially make it easier to further encourage this behavior than it might otherwise. However, some education of this segment would still be required 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.

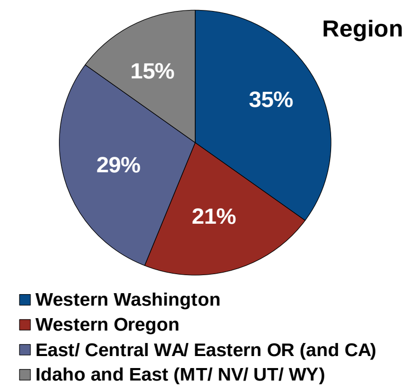
Results Outline

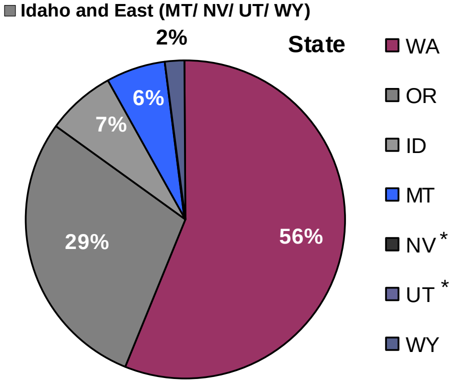
- Cross-Segment Summary
- Green Idealists
- Practical Idealists
- Affluent Conservers
- Followers the Crowd
- Disengaged Consumers
- Comfort is King
- **No Interest, No Action**
- Green Rejecters

No Interest, No Action
Summary

This No Interest, No Action segment is one of the segments least optimistic about its future, least educated (with most having less than a 4-year college education) and lowest earning, with average yearly incomes of about $49K. A larger proportion of people in this segment are NOT home owners and a much higher proportion reside in something other than a single family detached home that tends to be much smaller than the homes of customers in other segments – with 45% reporting a home with only 1-2 bedrooms. While overall energy use tends to be on par with the non-Puget Sound customer base, natural gas usage in this segment is slightly lower than most other segments. These customers are less concerned with controlling their energy use / energy costs and the environmental impact of their energy use than most segments. They tend not to see a connection between the things they can do at home to conserve and recycle, their transportation choices or choosing to participate in a green energy program and protecting the environment. The level of EE activities (purchase of EE appliances, CFL fixtures or lighting, and awareness or participation in EE rebate programs, etc.) is quite low, second only to Green Rejecters. There is little interest in participating in the various potential energy conservation programs tested or rebate programs, potentially because of the size or type of home they live in there are fewer things they can do. Unsurprisingly, this segment is the least likely to notice the impact of any potential conservation actions they do take. Most indicate an EE appliance is not worth paying more for and neither potential cost savings nor environmental benefits of an EE appliance are important considerations when purchasing (though if they had to choose, cost saving would outweigh environmental impact). In thinking about what they want from their energy provider, the No Interest, No Action segment is looking for a provider to keep costs as low as possible. “Green” efforts are are not valued by this segment. Impressions of their local utility, while fairly low, are better than some of the other “brown” segments – particularly the Disengaged Consumers and Green Rejecters.







* 0% of segment reside in Nevada or Utah.

No Interest, No Action
Home / Respondent Demographics

Residence Type

Single family detached home	68% (78%)
Apartment, condo, townhouse, duplex or triplex	13% (8%)
Mobile, Mfg Home	18% (14%)
Own	77% (88%)
Rent	22% (12%)
Plan to Buy in Next 2 Yrs	24% (27%)

1-2	3	4	5+
45% (24%)	*46% (49%)*	*7% (19%)*	*2% (7%)*

Energy use in HH

July/August '08 electricity bill	$94 ($95)
Avg. winter-month natural gas bill	$103 ($118)

	Natural Gas	Electricity
Primary Heating	10% (16%)	65% (59%)
Water Heating	9% (15%)	86% (80%)

of People in Household

1	25% (21%)
2	44% (45%)
3	13% (13%)
4	10% (11%)
5 or more	7% (9%)
1 or more children < 18 years	32% (33%)

Mean income	$49,494 ($58,442)
Female	48% (53%)
<55 yrs old	39% (39%)
55 – 74	43% (48%)
75+	17% (12%)
White	92% (93%)
High school diploma or less	33% (26%)
Some college (no four-year degree)	33% (34%)
Four-year college degree	25% (26%)
Post four-year college degree	8% (14%)

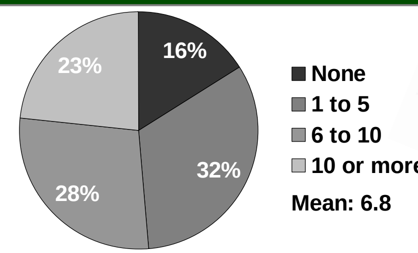
Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

No Interest, No Action
EE Activities

60% (71%) bought CFLs

70% (79%) bought EE appliance
of those who purchased any
large appliances in the past 12 months

of CFLs in HH



51% (53%) are aware that electric utility offers appliance rebates.

22% (27%) of HH's aware of electric utility appliances *also* participate in them.

Rebate Submission Preference	
Postal mail	41% (39%)
Online	32% (35%)
Phone (1-800 number)	25% (25%)

Rebate Receiving Preference	
Get credit on electric bill	57% (58%)
Receive check by postal mail	40% (38%)
Electronic voucher for use on online purchases	3% (4%)

30% (44%) noticed savings from EE actions taken

60% (68%) Do Other EE Activities (other than Rebate Programs & CFLs)

Replacement Responsibility
(Among Renters)

	You	Landlord/ Property Owner
Bulbs in Home	62% (59%)	38% (41%)
Fixtures in Home	5% (6%)	95% (94%)
Air Conditioner	10% (8%)	90% (92%)
Water Heater	23% (28%)	77% (72%)

Percentages shown in parentheses represent the total non-Puget Sound area customer base.
Non-parenthetical percentages represent the current segment.

No Interest, No Action
Conservation: Is It Worth It?

Use of Energy in the Home (Q2)	
(9-10% Top Box "Strongly Agree")	
Attending to Energy	
It's very important to find new ways to control energy costs	31% (53%)
Regularly review home's energy usage	29% (45%)
You constantly look for ways to save on energy costs.	28% (43%)
Pay a lot of attention to energy-related issues because they affect my home and the country as a whole	27% (45%)
Environmental Concerns	
Believe it is socially responsible to limit use of electricity	29% (49%)
Very concerned about environmental effects of electricity-generating plants	20% (33%)
The long term threat from global warming and climate-change is real and potentially catastrophic	21% (38%)

Would You Participate? (Q19)	
(9-10% Top Box "Strongly Agree")	
Program that would provide you with incentives for purchasing/using compact fluorescent light bulbs in your home	23% (29%)
Program that lets you install a device in your home that would allow you to tell how much electricity you are using at any given time	20% (30%)
Program that would provide incentives/resources to help you increase efficiency of your existing heating/cooling system/ductwork	15% (27%)
Home weatherization program that would provide info/incentives that would help you increase efficiency of your home's insulation, windows, and doors	15% (26%)
Program that would provide you with incentives to purchase the highest efficiency heating or cooling system	13% (23%)
Program that would provide you w/incentives to purchase highest efficiency models of new home electronics such as televisions, computers, or other items	13% (23%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

No Interest, No Action
Conservation: Is It Worth It?

Actions Perceived to be Major Contributors to Protecting Environment (Q23)	
(9-10% Top Box "Makes a Major Contribution")	
Recycling paper, cans, bottles and plastics	40% (60%)
Installing additional or upgraded insulation or windows	27% (49%)
Setting heating and cooling thermostats to use less energy	24% (46%)
Using mass transit instead of driving	23% (39%)
Driving an electric/hybrid gas-electric vehicle	22% (36%)
Replacing major appliances with more energy-efficient ones	21% (37%)
Replacing regular light bulbs and fixtures with EE ones	20% (41%)
Converting electric or fuel oil heating to natural gas	11% (18%)

Opinions of Own Utility - "How important is it that your utility is … ?" (Q31)	
(9-10% Top Box "Strongly Agree")	
…a company well prepared for emergencies, like storms and natural disasters	46% (52%)
…a company that understands and cares about the needs of the local community	38% (45%)
…a company that offers its customers fair and reasonable rates	34% (43%)
…a company that actively encourages customers to use energy more efficiently	33% (43%)
…a company that makes it easy to get information about its EE programs/services	30% (37%)
…a company that actively promotes programs to help customers save money	29% (35%)
…an environmentally responsible company	27% (37%)
…a credible information source for the community on EE/green power programs	26% (36%)

36% (20%)
did **NOT** perceive any actions as making a
MAJOR CONTRIBUTION
toward protecting the environment.

Important for utility to do X – even if it costs more

Be Green	
Do everything possible to supply clean, renewable energy	33% (50%)
Operate business in a completely environmentally-friendly way	23% (40%)
Encourage Conservation	
Actively encourage customers to participate in energy and cost-saving programs	19% (40%)
Have Online Options	
Provide more online options for customers on the utility's website	10% (15%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

No Interest, No Action
Purchase Habits - Appliances

Attitudes Related to Energy-Using Appliances (Q21)	
(9-10% Top Box "Strongly Agree")	
Comfort / Innovation	
The most important thing about a heating or AC system is comfort	30% (36%)
It's very important that appliances save you time and effort	29% (35%)
Prefer customizable products that can meet exact needs	21% (28%)
Always purchase the most advanced products and technologies to ensure they do not become obsolete too soon	11% (17%)
Simplicity	
Without exception, want appliances that are simple to use	39% (48%)
Cost vs. Quality and the EE Trade-off	
It's important to use less energy in your home so that you can lower your monthly expenses	40% (58%)
It's worth spending more for an EE electric appliance or device	20% (38%)
It's worth spending more to get the highest quality available	16% (26%)

Most Important Factors When Buying a New Appliance (9-10% Top Box "Very Important")	
Purchase price for buying appliance	37% (45%)
Cost savings from reduced electricity usage	29% (49%)
Discounts for buying an EE appliance	23% (40%)
Positive impact on environment from less energy	16% (39%)

Cost Savings	vs.	Environment Benefits
		
70% (66%)		30% (34%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

No Interest, No Action
Purchase Habits – In General

Attitudes About Shopping (Q25)	
(9-10% Top Box "Strongly Agree")	
Brick and Mortar Shopping	
Generally prefer to shop and make purchases in-store rather than online	43% (49%)
You usually prefer to research product and company information on the Internet, rather than get information from a salesperson while shopping	23% (30%)
Environmental impact of your day-to-day purchases is not something you worry about all the time	22% (21%)
Careful Shopping / Researching	
Carefully research product specifications, features and reviews	31% (43%)
Price Conscious	
Someone in HH does a lot of do-it-yourself projects to save money	37% (46%)
Don't usually buy things unless on sale or have a coupon or discount	25% (33%)

Stores Shopped Most in the Past Month

Store	Percent
Discount stores (e.g., Costco, Sam's, Wal-Mart)	**77% (80%)**
Retail grocery stores	**73% (76%)**
Local hardware stores (e.g., True Value)	**57% (60%)**
Home improvement stores (e.g., Home Depot, Lowes)	**56% (63%)**
Local pharmacy or drug stores	**54% (58%)**

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

No Interest, No Action

There are small differences in the segment profiles across sub-regions

Western Oregon Region

- No Interest, No Action in this region differ from all No Interest, No Action customers in their percentage living in an urban area and their higher AC usage. No Interest, No Action in this region have also purchased more energy efficient appliances in the last 12 months (of those that purchased an appliance) than No Interest, No Action customers generally.

Home Demographics
58% (27%) Urban dwelling
33% (44%) Use AC at home

Shopping Attitudes/EE Communications/Local Events Attended
62% (51%) Are aware their utility offers appliance rebates
34% (46%) – (9-10) 'Strongly Agree' their electric utility is a company that is well prepared to meet emergencies, including storms and natural disasters

Idaho and Eastern Region

- No Interest, No Action in this region differ from the total population of No Interest, No Action in their percentage living in a rural area, lower home electricity usage and lower AC usage.

Home Demographics
100% (73%) Rural dwelling
43% (65%) Use electricity as their primary home heating fuel
25% (44%) Use AC in their home

Western Washington Region

- *There were no statistically viable differences between No Interest, No Action customers in this region and the general No Interest, No Action population.*

East/Central WA, East OR and CA Region

- No Interest, No Action customers in this region differ from the total population of No Interest, No Action customers in their percentage living in a rural area and their higher AC usage. No Interest, No Action in this region have also purchased more high efficiency appliances in the last 12 months (of those that purchased an appliance) than the rest of this segment generally.

Home Demographics
100% (73%) Rural dwelling
74% (44%) Use AC in their home

Energy Efficiency Actions
85% (69%) Purchased a high efficiency appliance (of those that purchased an appliance in the last 12 months)*

*Caution, small sample size

No Interest, No Action Segment Implications

Key Segment Elements

Marketing Effort
- The No Interest, No Action segment would be fairly difficult to market to as they are generally unconcerned with energy costs or the impact of energy consumption on the environment. Additionally, a fair bit of 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 the potential savings to be gained from this segment may be a lot less than other segments. The greater preponderance of apartments in this segment and lower incomes also limits to a certain degree what these customers might be able to do in terms of energy efficiency.
- Despite this, this is the largest non-Puget Sound customer segment, 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.

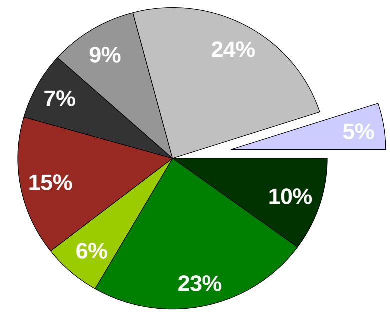
Results Outline

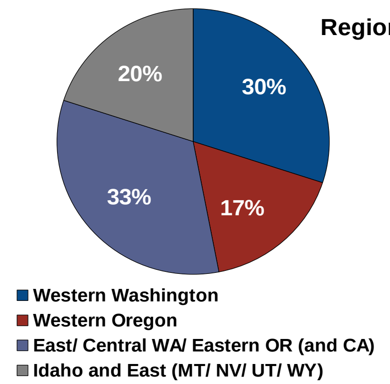
- Cross-Segment Summary
- Green Idealists
- Practical Idealists
- Affluent Conservers
- Follows the Crowd
- Disengaged Consumers
- Comfort is King
- No Interest, No Action
- **Green Rejecters**

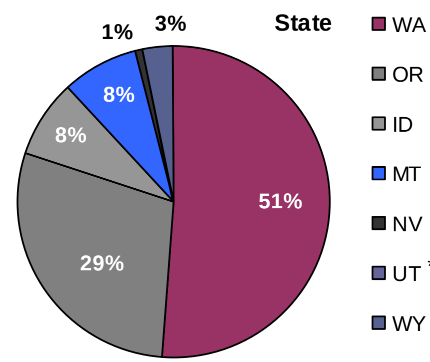
Green Rejecters Summary

Green Rejecters are the polar opposites of the Green Idealists in terms of their attitudes about energy conservation and the environment in particular. The energy-decisions are most likely made by the adult males of the household within this segment (opposed to the females in Green Idealists). The majority are home owners living in single family detached homes with 3+ bedrooms. Green Rejecters have some of the largest families, and many more of them with children under 10 years of age. The average income for Green Rejecters is a little above average at $67K. Energy usage among this segment is on par with the total non-Puget Sound customer base. This segment is the least concerned with conserving/controlling their energy use and the costs associated with energy use, the environment and the environmental impact of electricity/energy use. More than any other segment, Green Rejecters deny any connection between their actions at home and protecting the environment, like using CFLs or reducing their thermostat. In fact, this segment is the least likely to have CFLs in their home or even recycle. Ultimately, 69% of this segment did not think their actions made a difference in protecting the environment. Surprisingly, of those Green Rejecters purchasing appliance in the last 12 months, nearly three quarters managed to buy EE appliances. None of the customers in this segment believe it is important for their utility to operate business in a environmentally-friendly manner. Satisfaction with their utility, overall, is lowest among Green Rejecters particularly in terms of being a credible source of information about energy efficiency and green energy programs. However, this segment was on par with the total non-Puget Sound customer base on its utility's ability to provide good value for what customers pay for energy.

% of Population







* 0% of segment reside in Utah.

Green Rejecters
Home / Respondent Demographics

Residence Type

Single family detached home	80% (78%)
Apartment, condo, townhouse, duplex or triplex	8% (8%)
Mobile, Mfg Home	12% (14%)
Own	92% (88%)
Rent	8% (12%)
Plan to Buy in Next 2 Yrs	22% (27%)

1-2	3	4	5+
13% (24%)	58% (49%)	23% (19%)	6% (7%)

Energy use in HH

July/August '08 electricity bill	$98 ($95)
Avg. winter-month natural gas bill	$120 ($118)

	Natural Gas	Electricity
Primary Heating	16% (16%)	56% (59%)
Water Heating	18% (15%)	79% (80%)

of People in Household

1	16% (21%)
2	46% (45%)
3	13% (13%)
4	6% (11%)
5 or more	20% (9%)
1 or more children < 18 years	38% (33%)

Mean income	$67,489 ($58,442)
Female	24% (53%)
<55 yrs old	41% (39%)
55 – 74	46% (48%)
75+	13% (12%)
White	91% (93%)
High school diploma or less	23% (26%)
Some college (no four-year degree)	39% (34%)
Four-year college degree	28% (26%)
Post four-year college degree	10% (14%)

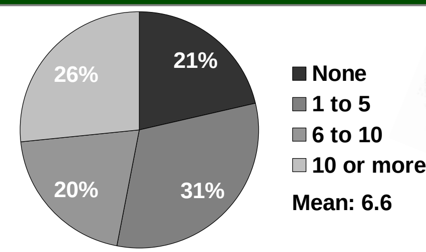
Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Green Rejecters
EE Activities

64% (71%) bought CFLs

73% (79%) bought EE appliance
of those who purchased any
large appliances in the past 12 months

of CFLs in HH



51% (53%) are aware that electric utility offers appliance rebates.

16% (27%) of HH's aware of electric utility appliances *also* participate in them.

Rebate Submission Preference	
Postal mail	43% (39%)
Online	35% (35%)
Phone (1-800 number)	19% (25%)
Rebate Receiving Preference	
Get credit on electric bill	54% (58%)
Receive check by postal mail	42% (38%)
Electronic voucher for use on online purchases	4% (4%)

35% (44%) noticed savings from EE actions taken

55% (68%) Do Other EE Activities (other than Rebate Programs & CFLs)

Replacement Responsibility
(Among Renters)

	You	Landlord/ Property Owner
Bulbs in Home	63% (59%)	37% (41%)
Fixtures in Home	15% (6%)	85% (94%)
Air Conditioner	7% (8%)	93% (92%)
Water Heater	15% (28%)	85% (72%)

Percentages shown in parentheses represent the total non-Puget Sound area customer base.
Non-parenthetical percentages represent the current segment.

Green Rejecters
Conservation: Is It Worth It?

Use of Energy in the Home (Q2)	
(9-10% Top Box "Strongly Agree")	
Attending to Energy	
Regularly review home's energy usage	31% (45%)
It's very important to find new ways to control energy costs	20% (53%)
You constantly look for ways to save on energy costs.	16% (43%)
Pay a lot of attention to energy-related issues because they affect my home and the country as a whole	14% (45%)
Environmental Concerns	
Believe it is socially responsible to limit use of electricity	5% (49%)
Very concerned about environmental effects of electricity-generating plants	3% (33%)
The long term threat from global warming and climate-change is real and potentially catastrophic	1% (38%)

Would You Participate? (Q19)	
(9-10% Top Box "Strongly Agree")	
Program that lets you install a device in your home that would allow you to tell how much electricity you are using at any given time	13% (30%)
Home weatherization program that would provide info/incentives that would help you increase efficiency of your home's insulation, windows, and doors	12% (26%)
Program that would provide incentives/resources to help you increase efficiency of your existing heating/cooling system/ductwork	11% (27%)
Program that would provide you with incentives to purchase the highest efficiency heating or cooling system	10% (23%)
Program that would provide you with incentives for purchasing/using compact fluorescent light bulbs in your home	6% (29%)
Program that would provide you w/incentives to purchase highest efficiency models of new home electronics such as televisions, computers, or other items	5% (23%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Green Rejecters
Conservation: Is It Worth It?

Actions Perceived to be Major Contributors to Protecting Environment (Q23)	
(9-10% Top Box "Makes a Major Contribution")	
Converting electric or fuel oil heating to natural gas	11% (18%)
Recycling paper, cans, bottles and plastics	10% (60%)
Installing additional or upgraded insulation or windows	9% (49%)
Setting heating and cooling thermostats to use less energy	8% (46%)
Replacing major appliances with more energy-efficient ones	5% (37%)
Replacing regular light bulbs and fixtures with EE ones	4% (41%)
Using mass transit instead of driving	3% (39%)
Driving an electric/hybrid gas-electric vehicle	2% (36%)

69% (20%)
did **NOT** perceive any actions as making a **MAJOR CONTRIBUTION** toward protecting the environment.

Opinions of Own Utility - "How important is it that your utility is … ?" (Q31)	
(9-10% Top Box "Strongly Agree")	
…a company that offers its customers fair and reasonable rates	41% (43%)
…a company well prepared for emergencies, like storms and natural disasters	37% (52%)
…a company that understands and cares about the needs of the local community	31% (45%)
…a company that actively promotes programs to help customers save money	23% (35%)
…a company that actively encourages customers to use energy more efficiently	22% (43%)
…a credible information source for the community on EE/green power programs	20% (36%)
…a company that makes it easy to get information about its EE programs/services	20% (37%)
…an environmentally responsible company	16% (37%)

Important for utility to do X – even if it costs more

Be Green	
Do everything possible to supply clean, renewable energy	3% (50%)
Operate business in a completely environmentally-friendly way	0% (40%)
Encourage Conservation	
Actively encourage customers to participate in energy and cost-saving programs	1% (40%)
Have Online Options	
Provide more online options for customers on the utility's website	6% (15%)

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Green Rejecters
Purchase Habits - Appliances

Attitudes Related to Energy-Using Appliances (Q21)	
(9-10% Top Box "Strongly Agree")	
Comfort / Innovation	
The most important thing about a heating or AC system is comfort	42% (36%)
It's very important that appliances save you time and effort	30% (35%)
Prefer customizable products that can meet exact needs	15% (28%)
Always purchase the most advanced products and technologies to ensure they do not become obsolete too soon	17% (17%)
Simplicity	
Without exception, want appliances that are simple to use	38% (48%)
Cost vs. Quality and the EE Trade-off	
It's important to use less energy in your home so that you can lower your monthly expenses	29% (58%)
It's worth spending more to get the highest quality available	22% (26%)
It's worth spending more for an EE electric appliance or device	11% (38%)

Most Important Factors When Buying a New Appliance (9-10% Top Box "Very Important")	
Purchase price for buying appliance	36% (45%)
Cost savings from reduced electricity usage	16% (49%)
Discounts for buying an EE appliance	14% (40%)
Positive impact on environment from less energy	3% (39%)

Cost Savings	vs.	Environment Benefits
		
87% (66%)		**13% (34%)**

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Green Rejecters
Purchase Habits – In General

Attitudes About Shopping (Q25)	
(9-10% Top Box "Strongly Agree")	
Brick and Mortar Shopping	
Generally prefer to shop and make purchases in-store rather than online	45% (49%)
You usually prefer to research product and company information on the Internet, rather than get information from a salesperson while shopping	34% (30%)
Environmental impact of your day-to-day purchases is not something you worry about all the time	56% (21%)
Careful Shopping / Researching	
Carefully research product specifications, features and reviews	32% (43%)
Price Conscious	
Someone in HH does a lot of do-it-yourself projects to save money	35% (46%)
Don't usually buy things unless on sale or have a coupon or discount	27% (33%)

Stores Shopped Most in the Past Month

Discount stores (e.g., Costco, Sam's, Wal-Mart) — **81%** **(80%)**

Retail grocery stores — **71%** **(76%)**

Home improvement stores (e.g., Home Depot, Lowes) — **71%** **(63%)**

Local pharmacy or drug stores — **68%** **(58%)**

Local hardware stores (e.g., True Value) — **65%** **(60%)**

Percentages shown in parentheses represent BPA (non-Puget Sound area) customer base.
Non-parenthetical percentages represent the current segment.

Green Rejecters

There are small differences in the segment profiles across sub-regions

Western Oregon Region

- *There were no statistically viable differences between Green Rejecters in this region and the general Green Rejecters population.*

Western Washington Region

- *There were no statistically viable differences between Green Rejecters in this region and the general Green Rejecters population.*

Idaho and Eastern Region

- Green Rejecters in this region differ from the total population of Green Rejecters in their percentage living in a rural area, lower home electricity usage and lower AC usage. Green Rejecters in this region also purchase fewer CFL's and show lower preference for the internet as a source of information on new appliances.

Home Demographics
100% (73%) Rural dwelling
29% (56%) Use electricity as their primary home heating fuel
$76.68 ($98.19) Last month's electricity bill
29% (52%) Use AC at home

Energy Efficiency Actions/Communications
41% (64%) Purchased CFL's
35% (57%) Prefer the internet as a source of information on new appliance specifications

East/Central WA, East OR and CA Region

- Green Rejecters in this region differ from the total population of Green Rejecters in their percentage living in a rural area and their higher AC usage.

Home Demographics
100% (73%) Rural dwelling
81% (52%) Use AC in their home

Green Rejecters
Segment Implications

Key Segment Elements

Marketing Effort

- Green Rejecters will be almost impossible to market to due to their negative perception of their responsibility in environmental issues and relatively 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 Green Rejecters to recognize a need will make this a herculean challenge.
- Fortunately, this segment represents only a small portion of the total non-Puget Sound customer base at 5%.

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.