

# LOHAS Consumer Segmentation Model

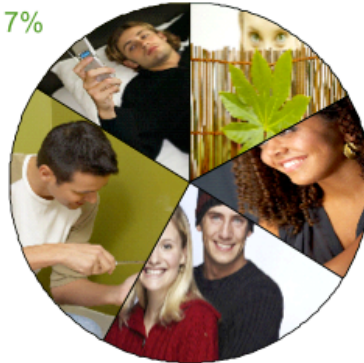
(% U.S. general population in NMI defined consumer segments)

## UNCONCERNED: 17%

- Unconcerned about the environment and society

## CONVENTIONALS: 24%

- Practical
- "Yankee Ingenuity"
- Conservation-oriented



## LOHAS: 19%

- Active stewards of the environment
- Dedicated to personal and planetary health
- Lifestyle-oriented
- Heaviest purchasers of green/ socially responsible products

## NATURALITES: 15%

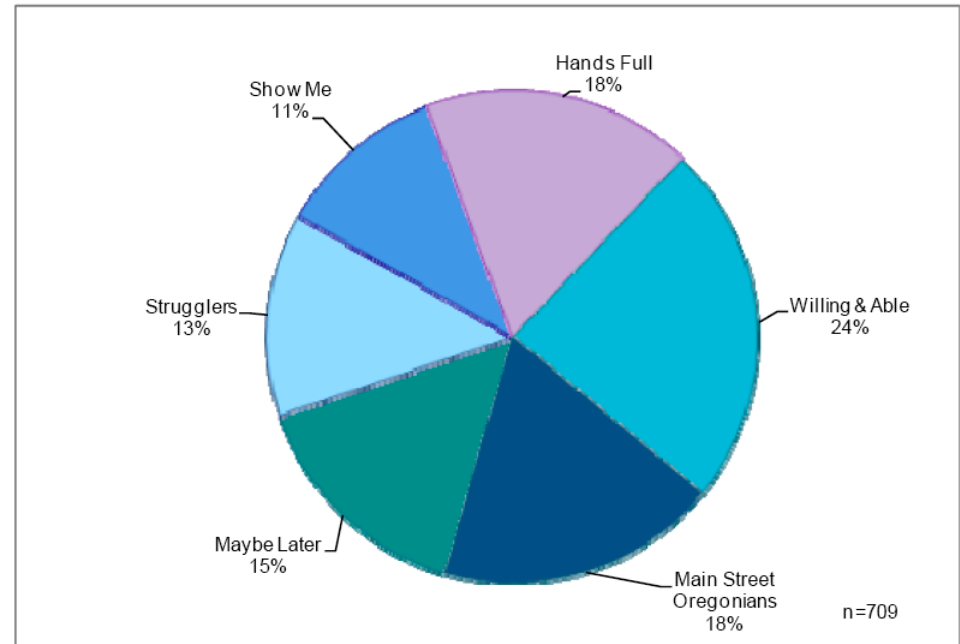
- Secondary target for many mainstream LOHAS products
- Personal health motivated
- More likely to use LOHAS-consumables than durables
- Income restricts some behavior, creating attitudinal versus behavioral disconnects

## DRIFTERS: 25%

- Looking for "easy green"
- Trendy
- Price sensitive

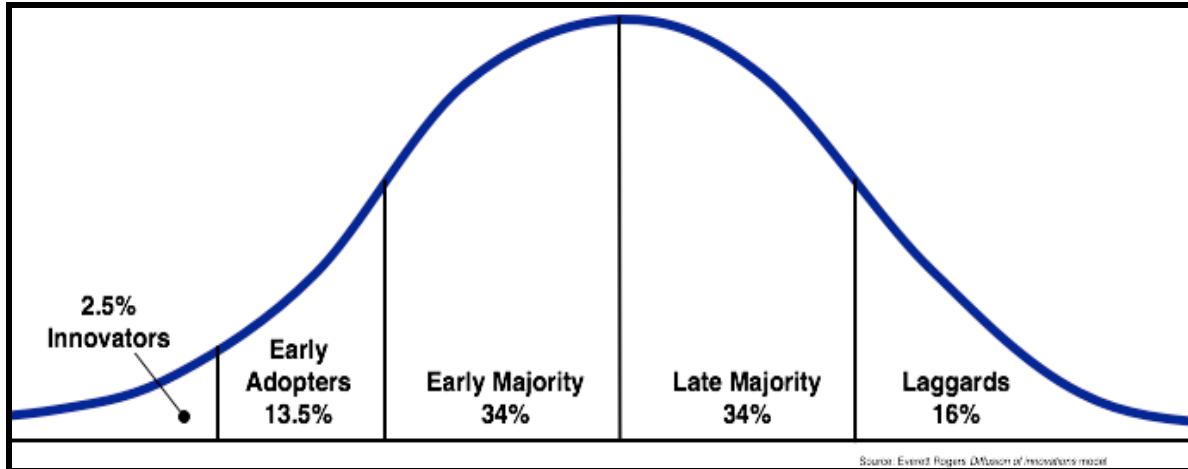
- **Hands Full** respondents are homeowners who use electricity and fuels other than natural gas to heat their homes. They comprise 18% of the respondents. They are predominantly 45 to 59 years old, and have larger families and lower incomes. Their energy consumption is relatively low, although some are higher energy consumers. Generally, these homeowners are somewhat concerned about societal energy consumption, and they have a fairly low opinion of the efficacy of energy efficiency measures for mitigating environmental impacts.
- **Willing and Able** consists of homeowners who use natural gas to heat their homes. They comprise 24% of the respondents. In general, they were older, more educated, and more financially successful than respondents in the other groups. Their energy consumption is medium-to-high, and some of them consume very high amounts of energy. They tend to have high opinions of the efficacy of energy efficiency measures for mitigating environmental impacts and their Energy Trust program participation is high. These homeowners are a prime target for Energy Trust and Energy Trust seems to be reaching this market fairly successfully.
- **Main Street Oregonians** primarily consist of homeowners who lived in non-urban areas, are older, and generally live in low-income households. They comprise 19% of the respondents. Most of these homes are electrically heated. Their energy consumption varies from low to high. They are not as concerned about energy consumption in general and they have lower opinions of the efficacy of energy efficiency measures for mitigating environmental impacts.

Figure 4.4: 2009 Segmentation Clusters



## Early Adopters

Early adopters represent the low hanging fruit for which barriers are low and “the pump is already primed.”



These homeowners are not only easier to attract and convert, they are also a robust source of referrals and vital to building credibility among other homeowners.

While early adopters may vary by market in their demographics and lifestyle, they are likely to share some the following attributes:

- They feel a sense of urgency about an energy efficiency pain point in their home
- They have already tried something that has not sufficiently addressed this pain point
- They have already invested some time to explore other options
- They are active in their community and in a position to influence others

# Clean Energy Works Oregon

## Draft Consumer Profiles

Name	Gender	Age	Geography	HH Income	Job
Leslie	Female	34	Inner Metro	\$100,000	Freelance Designer



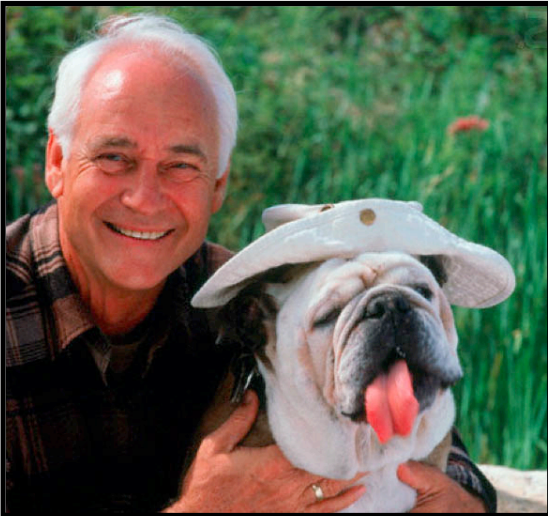
- New mother, married to urban planner
- 1926 bungalow with “character” that needs a lot of work
- Values sustainability, community and personal health
- Concerned about how cold and drafty her baby’s room is
- Considering replacement windows but confused about complex tax credits
- Learned about Energy Trust Home Energy Review from utility bill insert
- “LOHAS Leader” and ETO “Willing and Able”

Name	Gender	Age	Geography	HH Income	Job
Vanessa	Female	47	Inner Metro	\$100,000	Middle School Teacher

- 47 years old, middle school teacher
- HH income is \$120,000
- Married with 4 kids aged: 12, 14, 17 and 20
- Neighborhood association board member
- 1922 home was partially updated before they moved in 16 years ago but have not done any work since
- Husband weatherizes home each winter to reduce energy bills and keep home more comfortable
- Has never replaced furnace so expects they will need a new one soon.
- LOHAS “Drifter” (follower) and ETO “Hands Full”



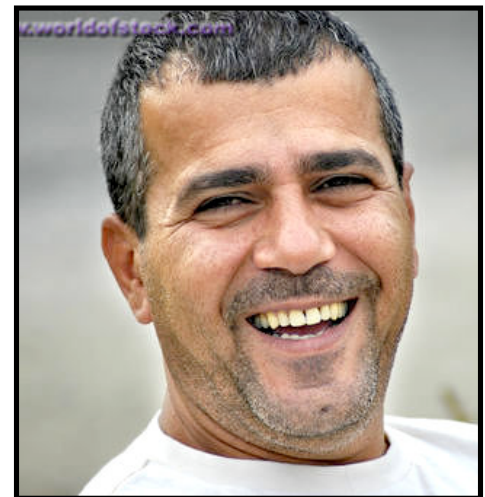
Name	Gender	Age	Geography	HH Income	Job
Robert	Male	67	Rural Far from Metro	\$35,000	Retired



- Retired lumber mill supervisor, wife is a retired librarian
- Living comfortably on a fixed retirement income (includes pension, social security and savings)
- Avid fisherman/outdoorsman that is also a member of his Church's finance committee
- House built in 1970; has long been frustrated by high heating bills– dreads wasting money on heat that literally leaks out of the walls.
- Conservation means protecting outdoors areas for recreation and saving money
- Has doubts about climate science
- 3 children and 10 grand children
- LOHAS “Conventional” and ETO “Main Street Oregonian”

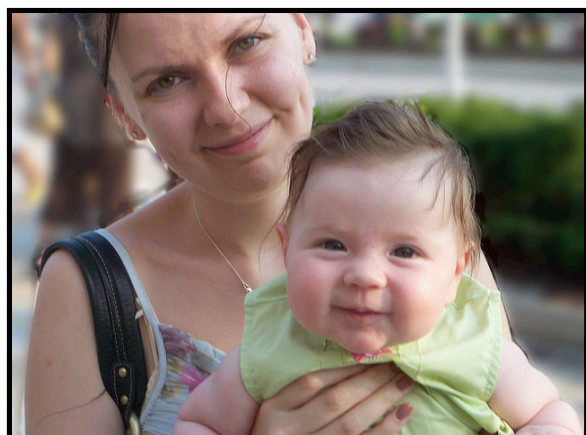
Name	Gender	Age	Geography	HH Income	Job
Ricardo	Male	41	Rural Near Metro	\$45,000	House Painter

- 41 years old, wife works part time at a day care center
- Moved to U.S. from Mexico in 1990 and has green card
- 3 children aged: 6, 8 and 10
- Moved into 1954 home when 3<sup>rd</sup> child was born
- House does not get warm enough with regular heat so they use space heaters in a couple of rooms
- LOHAS “Drifter” (follower) segment and ETO “Hands Full” segment



## CEWO Prospect Persona

Name	Gender	Age	Geography	HH Income	Job
Leslie	Female	34	Inner Metro	\$100,000	Freelance Designer



### Leslie's Story

Three years ago my husband Ryan and I found our dream home in Southeast Portland. It's a 1926 bungalow in the Clinton district.

We definitely wanted an older home with character. I just can't imagine living in a "new" home in the suburbs or a condo in some high rise. That's just not us. We want to know our neighbors, be able to walk to restaurants and shops. I think we have a walkscore in the 90s. Being close enough to bike to work was also important to us.

Of course, buying an older home has its downsides. There are lots of house projects we want to do and we're pretty sure there's lead paint in the house. Most of our savings went into the down payment, so we've had to start with the small stuff – painting rooms, cleaning up the yard, planting a vegetable garden. Ryan and I are both kind of "foodies" so it's been nice to finally have a garden and to be so close to New Seasons.

The one thing that we'd like to do soon is to replace our windows. They are old, single pane glass and that makes the house really drafty. I'm worried that the baby's room will get too cold in the winter. So when I got a flier in the mail from a company offering big discounts on new windows I called to have them come by. It's a lot of money, even with the discounts, but the guy that came to the house said something about tax credits? I guess that could help bring the price down.

But then I saw an insert in our utility bill from the Energy Trust offering a free energy review. Our neighbors had one done and said they're going to have some insulation blown into their walls? It's just hard to know where to start and with winter coming I really want to get something done.

### Leslie's Goals

Figure out a way to keep the baby's room warm in the winter.

Create a healthy and safe living space for her 1-year old daughter Miranda.

Preserve her home's character without compromising comfort and convenience.

Live in a way that conserves the planet's natural resources for her daughter's generation and beyond.

Manage expenses and save for the future

### Keep In Mind

Leslie has not had an Energy Trust Home Energy Review so she doesn't know where to start.

Leslie and Ryan have not had a lot of experience with contractors

Leslie and Ryan are new parents and first time homeowners

Although Leslie and Ryan have strong credit, most of their savings went to their down payment

Leslie doesn't understand the rebates and tax credits