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Improving Program Participation in Energy-Efficiency and Load Management Programs

When it comes to increasing participation in energy-efficiency and load management programs, which consumers are the most likely prospects? What program messages will have the most appeal for key segments and which energy-related products and services are key segments most likely to purchase? Not all customers have the same perceptions and behaviors when it comes to using energy, so it is important for ESPs to identify and profile the most attractive customers to improve their participation rates.

Get to know your customers

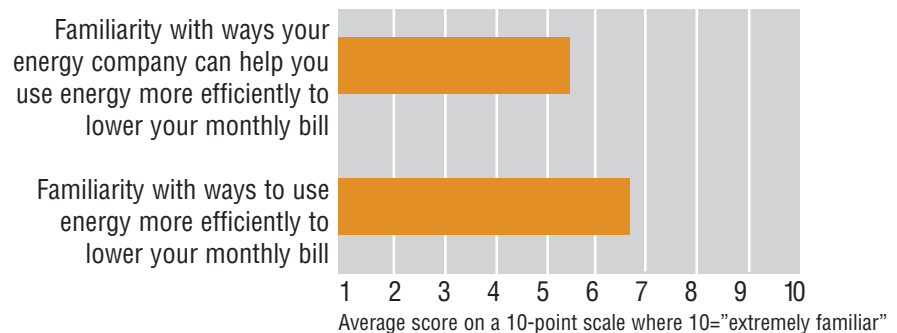
The study, conducted in spring 2002, identifies five segments of residential energy users. Each segment exhibits specific attitudes and behaviors regarding energy efficiency, managing their energy loads, and the environment. The five segments, from largest to smallest in population, are: Money Savers, Convenience-Oriented, Concerned, Disbelievers, and Conflicted. The E SOURCE report profiles respondents in each group by demographic characteristics such as age, income, education, Prizm™ clusters, and family and home size.

Do you mean turn off the lights?

Our study found that few residential consumers are familiar with ways to implement energy efficiency and load management, and even fewer are familiar with ways that their energy companies can help in their efforts. The Money Savers segment offer the most potential to energy service providers (ESPs) as they express the highest interest in energy efficiency products and services and in participation in load management programs.

Familiarity with ways to use energy more efficiently

Residential customers are not very familiar with ways they can use energy more efficiently or ways their ESP can help them.



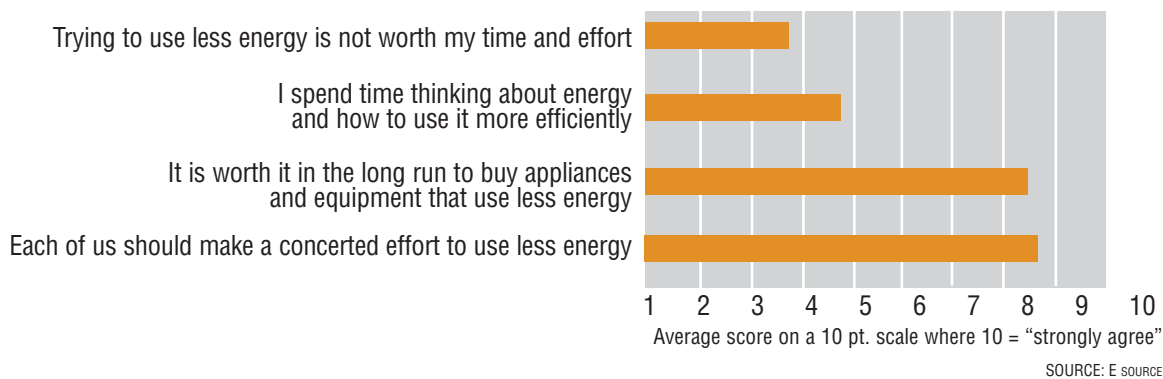
Tell us how you really feel

This report identifies the segments that are most likely to implement energy efficiency practices and/or participate in voluntary load reduction programs. “Target consumers” believe that efforts to use less energy are worth their time and effort, consider their energy provider to be the most reliable source of that information, and have already taken steps to learn about the topic—all of which dramatically reduce the barriers to participation.

Level of agreement with a few energy statements—total sample

These are only a few of the attitudinal statements recorded in this study.

Responses to such questions were a factor in identifying customer segments.



How to use the data

Being able to identify target groups for program participation is a key to any marketing initiative. The value of this report is fully recognized when you are able to apply the data findings to your own customer base. We will provide you with the complete dataset and our recommendations on ways to augment your internal databases to maximize your target marketing initiatives. Having an understanding of your customers’ individual needs will allow you to communicate strategies that focus on different messages for each group.

Methodology and Deliverables

We have analyzed results from a market research survey of approximately 500 consumers in the U.S. and Canada. This survey was conducted among residential head-of-households through telephone interviews. The final report, complete with graphics, key findings, and actionable recommendations, will be delivered to study subscribers, along with a data notebook containing a PowerPoint presentation of topline results and a CD with complete datasets in Excel, ASCII, and SPSS formats.

**For pricing information
or to purchase, contact:**

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