E Source Market Research Multi-Client Study for Residential End Users

E Source Market Research Survey I:
Understanding Residential Green Energy Buyers, 2001 (GE-7)

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Prospectus

The prospectus for "Understanding Residential Green Energy Buyers" is available for download as a PDF file. The Adobe Acrobat Reader is required to view PDF files. If you do not have the Acrobat Reader application software, you may download the Reader for free from Adobe Systems Incorporated.

For more details on this study, download a PDF of the prospectus.

Scope of Research

The research design for this study is unique. We conducted 1,200 telephone interviews with residential customers who currently purchase green energy products from regulated utilities. Then we called another 400 residential customers from the same service territories who do not purchase green energy. By designing our sample in this way, we are able to study aspects of the green pricing market never available before; instead of predicting demographics of likely buyers, and messages that may appeal, we describe exactly who has bought and why.

Research Methodology

Each of the four utilities provided enough customer names for us to randomly select 300 green buyers and 100 non-green buyers for 15-minute phone interviews. Several geographic regions are represented, as are municipal and investor-owned utilities. The survey instrument included questions that allow us to segment green buyers according to SMRI's Buying Behavior and PRIZM.

Deliverables

A comprehensive report, including the survey instruments for green buyers and non-buyers, will be delivered to subscribers in May 2001.

This report will enable readers to target actual buyers of green energy. Buyers will be profiled with data collected through the study. These items include:

- Environmental beliefs and attitudes
- Syndicated segmentation approaches (SMRI Buying Behavior and PRIZM)
- Demographics, including age, income, education, and home ownership
- Media habits and preferred direct marketing techniques
- Number of households that are "most likely" to buy green energy by state

Subscribers will also receive a data CD containing the raw data in SPSS and Excel format, a data map, and data tables.

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