

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Making a change:

Understanding consumer water conservation awareness and motivating water-saving behaviors

October 6, 2010



S H E L T O N G R O U P

Our Mission:

Motivate mainstream consumers
to make sustainable choices

S H E L T O N G R O U P



In partnership
with Cadmus



BIWORLDWIDE.COM

Eco Pulse™

- Annual Internet survey fielded April 2008 and 2009; fielded in January 2010
- Utilize SSI's online community of 3.5 million+ consumers
- Stratify the sample geographically to mirror U.S. Population
- Data is weighted to match U.S. age and educational attainment
- 1,005 completed surveys; +/- 3.09% margin of error
- Focus Groups in March 2009 (St. Louis and Los Angeles)

Green Living Pulse™

- Internet survey fielded mid-June, 2009 and late May 2010
- The survey sample was stratified to match the relative national distribution of Earthsense's top six consumer segments (Enthusiasts, Believers, Strivers, Habituals, Selectives and Skeptics) likely to be actively engaged in green issues or purchases.
- 1,007 completed surveys, for a 95 percent confidence level and a confidence interval of +/- 3.09 percent (margin of error).
- Focus groups, April 2010, in Charlotte, NC and Appleton, WI

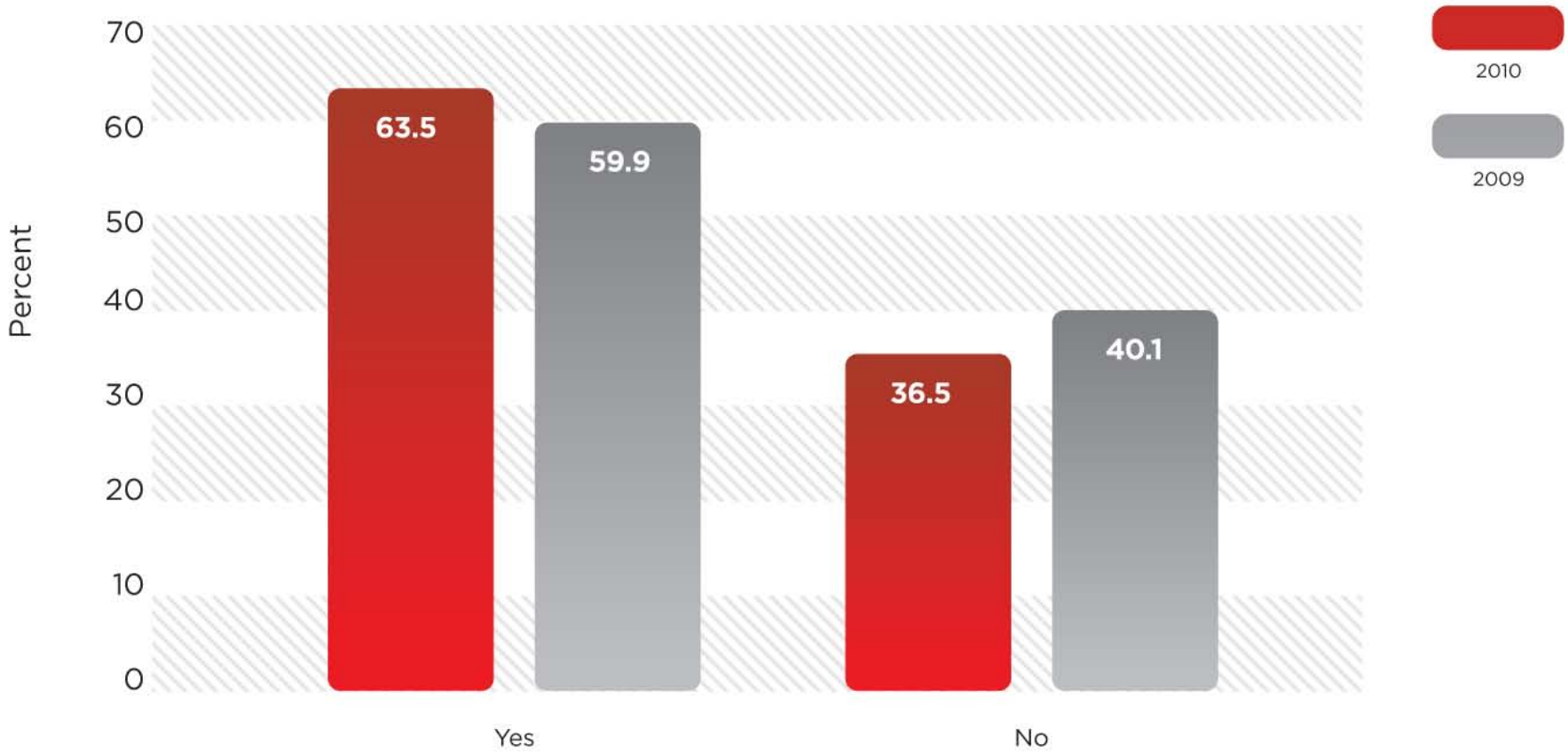
Energy Pulse™

- An annual, national consumer telephone survey of 504 consumers, August/September
- Taken from a random sample of Americans that closely matches the overall demographics of the U.S. population
- 95% confidence level and a +/- 4.34% margin of error
- Focus Groups, too

SIX INSIGHTS

S H E L T O N G R O U P

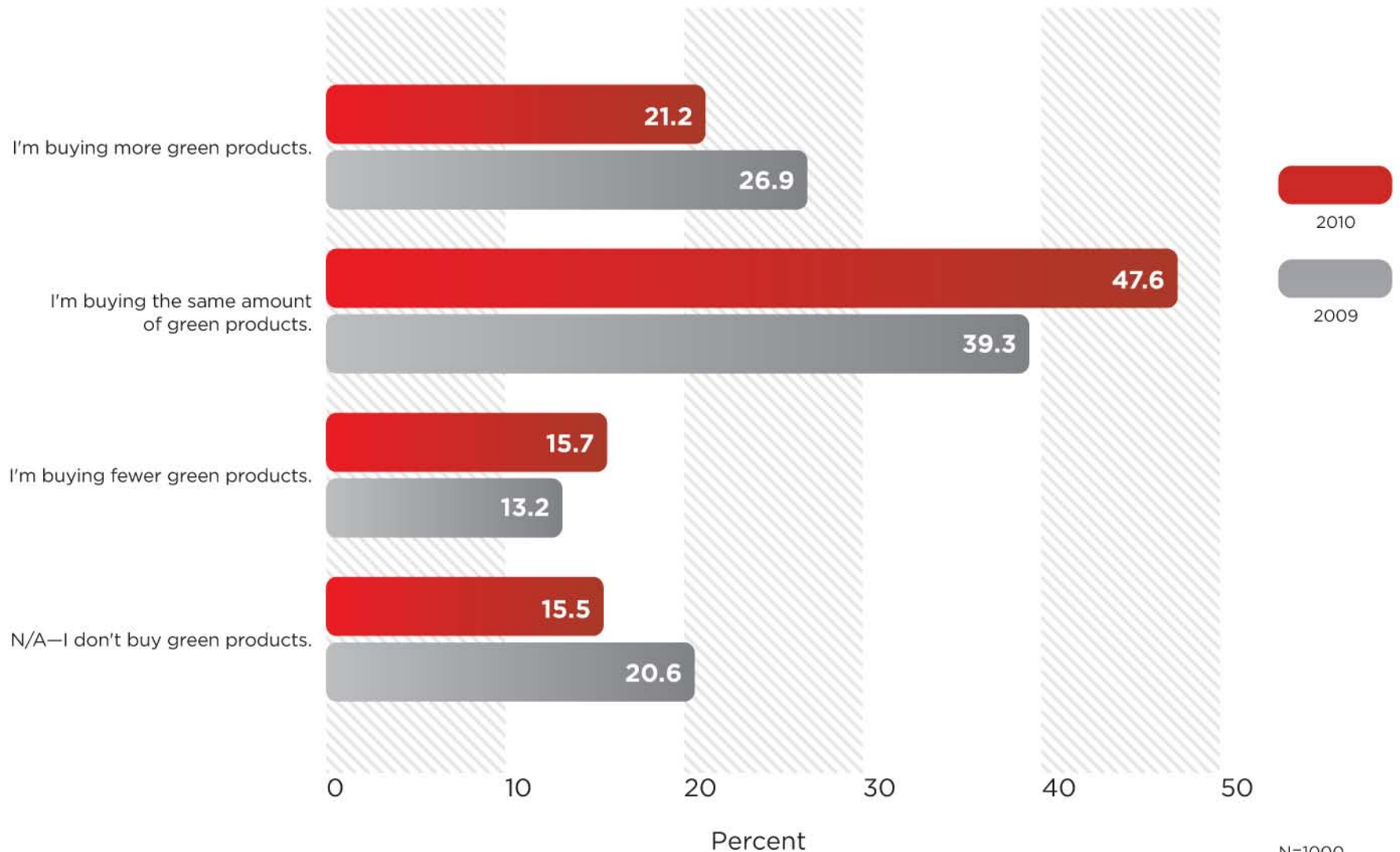
Insight One:
Green is officially mainstream



N=1000

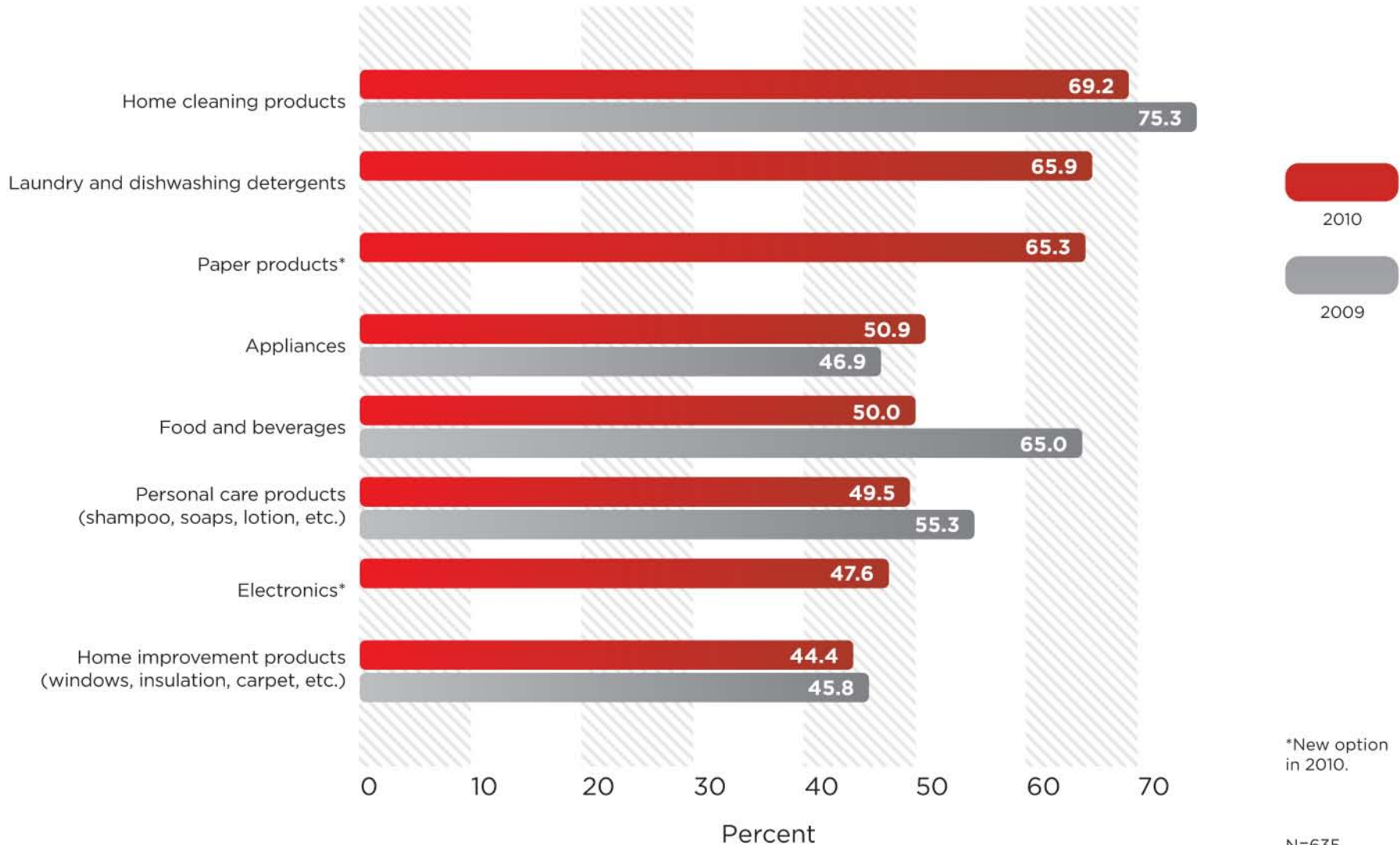
Are you searching for greener (more energy-efficient, natural, sustainable, etc.) products these days?

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2010



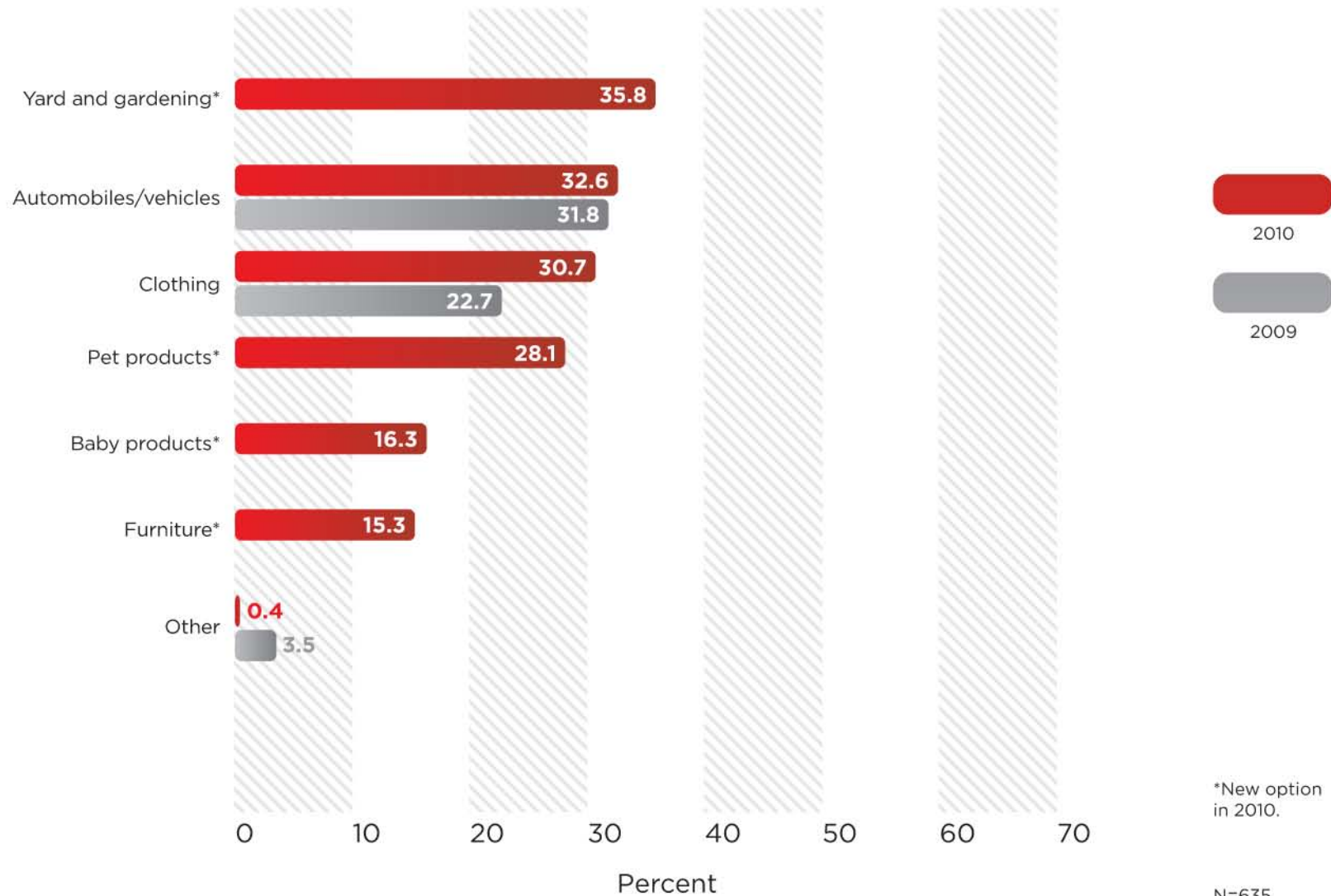
How has the recent economic environment impacted your green purchases?

ecopulse
2010



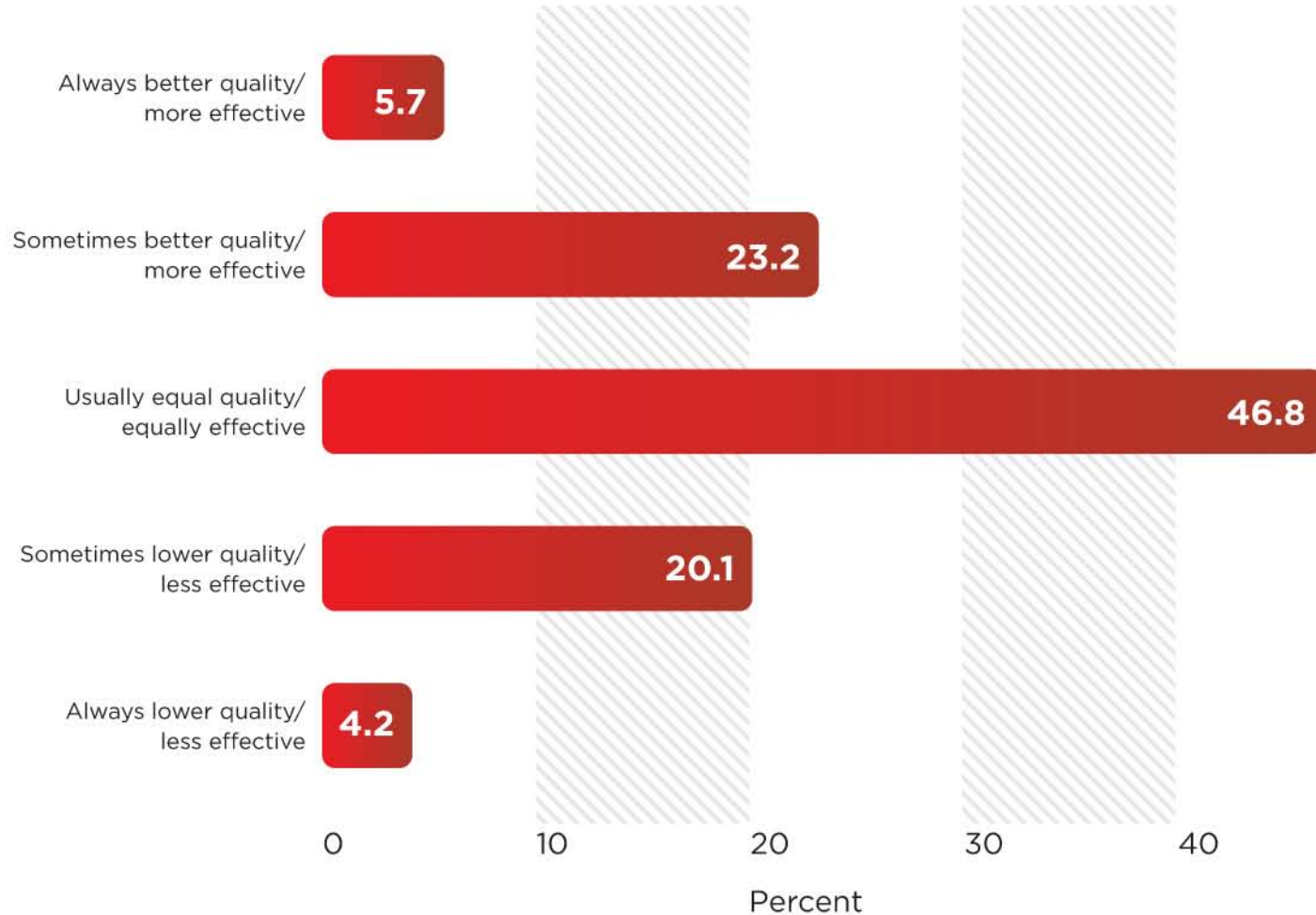
In which product categories are you searching for greener products?





**In which product categories are you searching for greener products?
— Continued**

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2010



Better quality = 29%
N=891

How does green product quality or efficacy compare to traditional products?

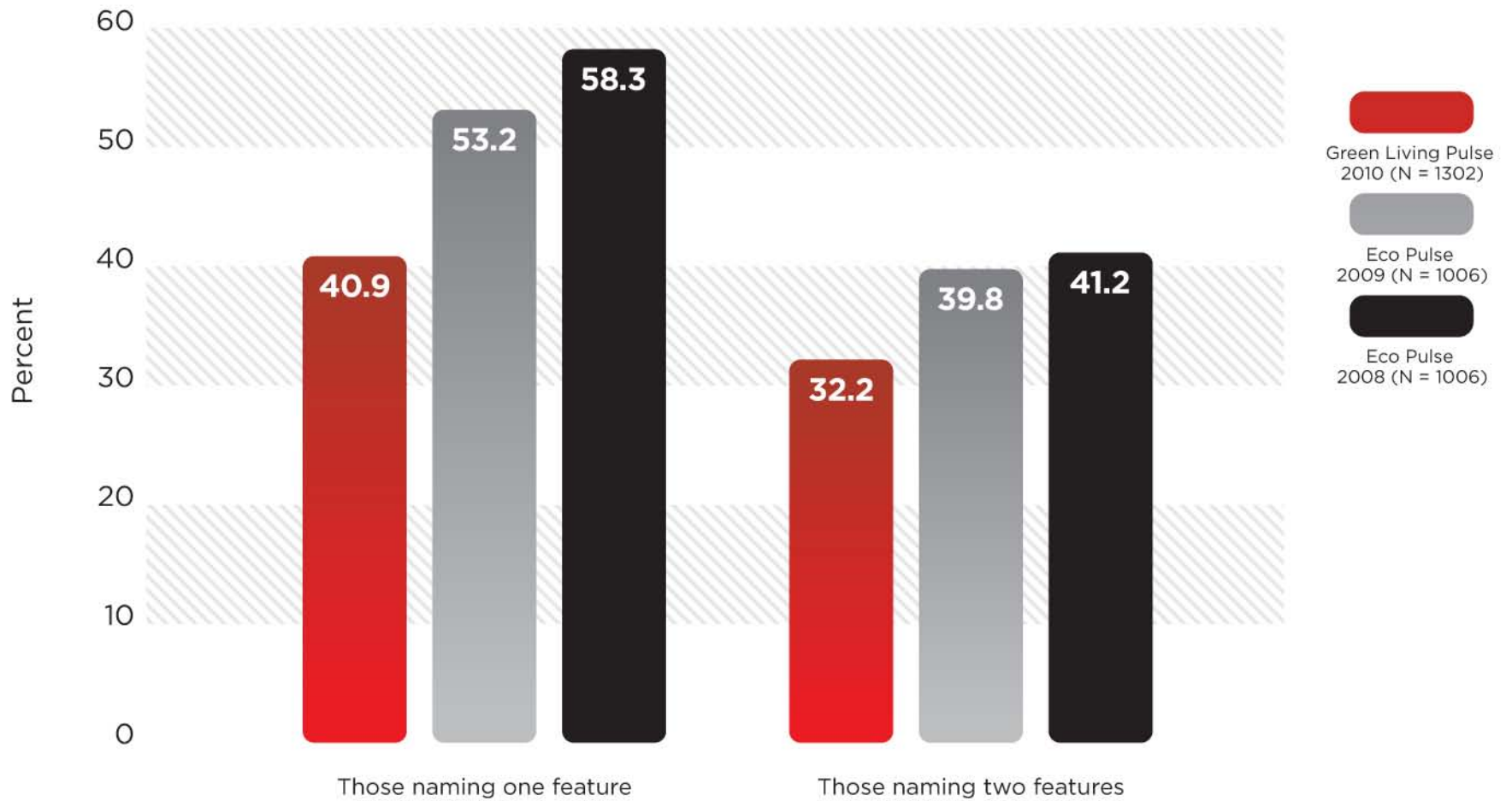


Insight Two:
Most consumers know less than you
might think they do

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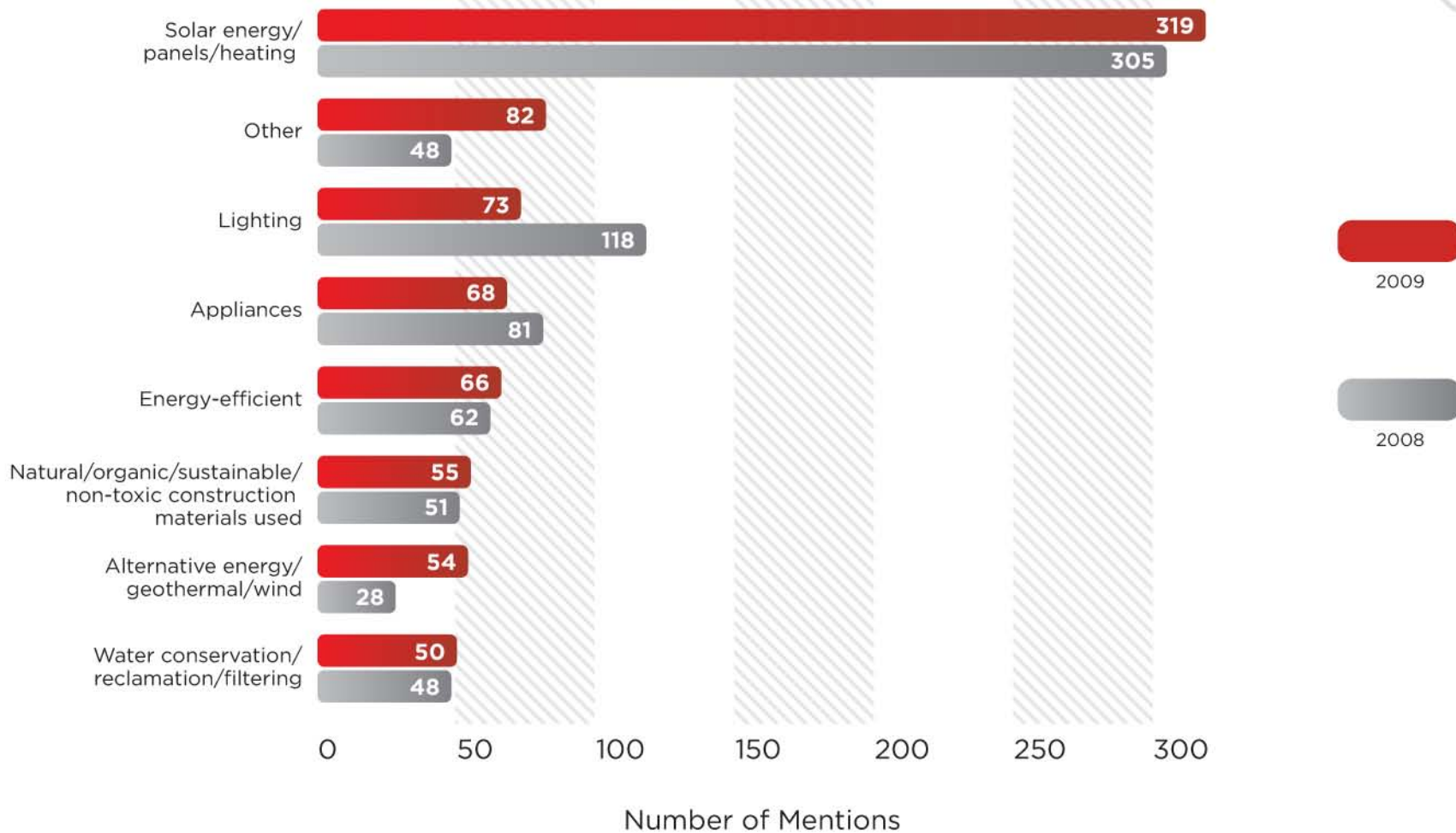


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Percent Naming Green Home Features

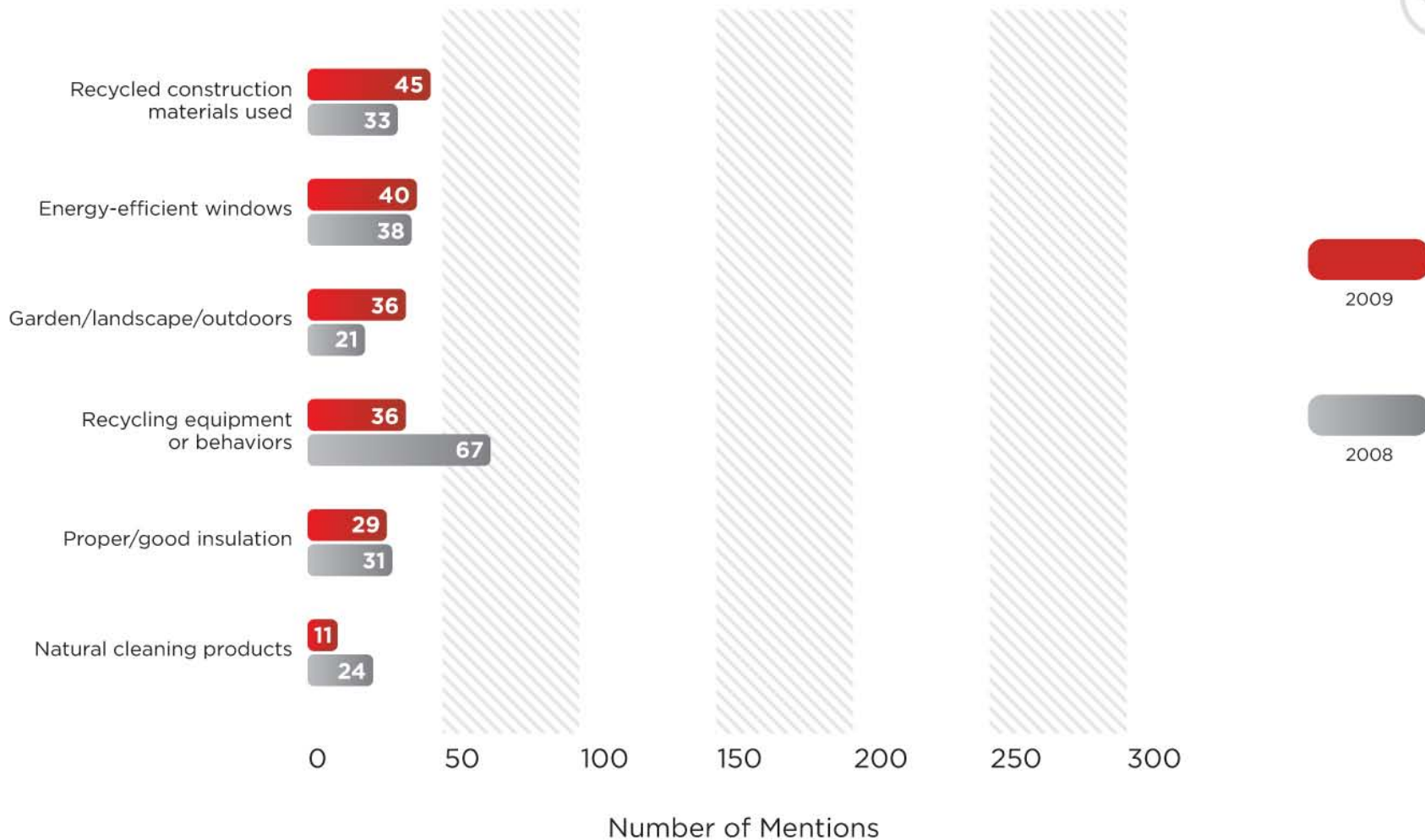
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N=535

Green Home Features Named (Unaided)

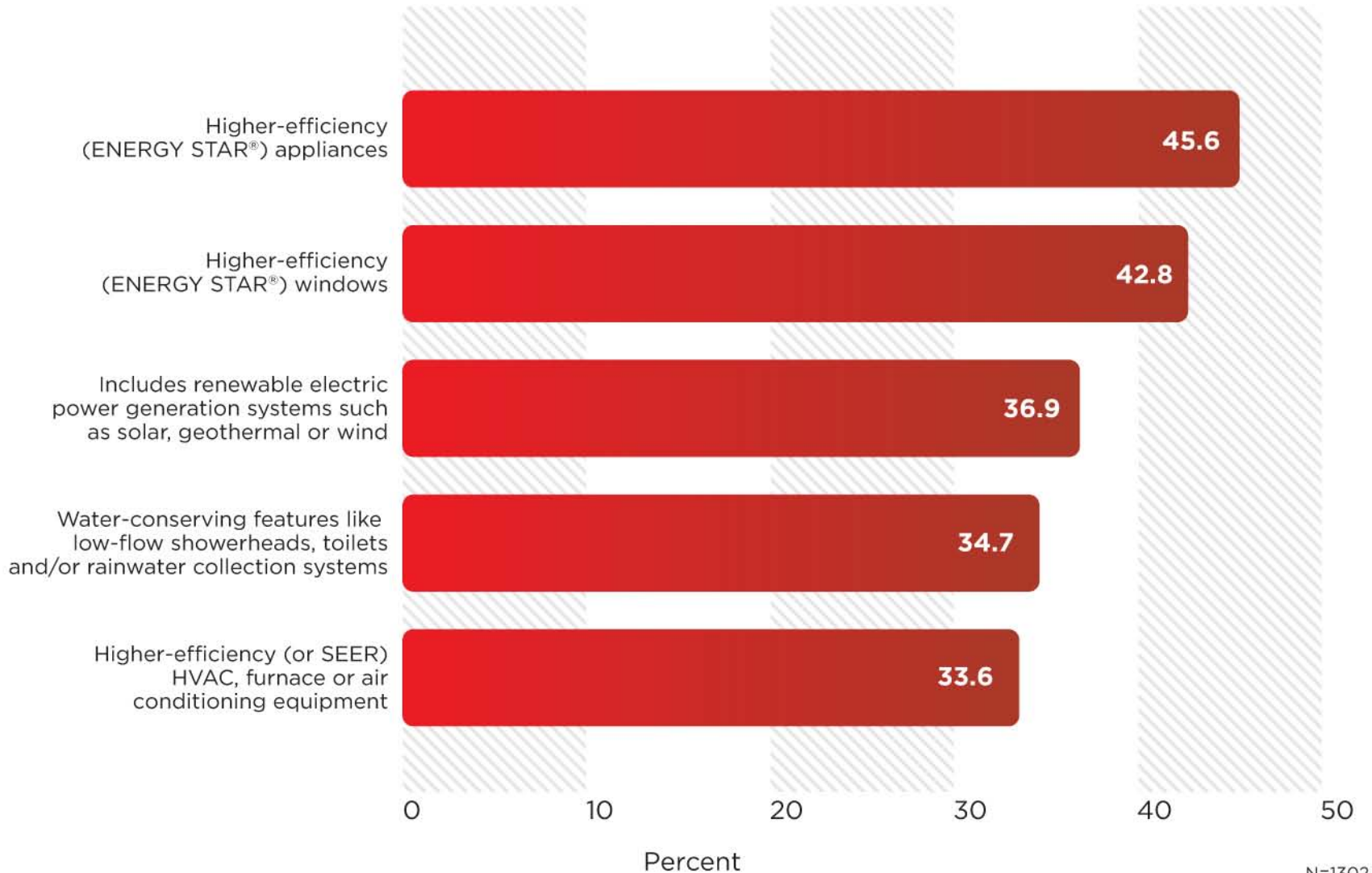




N=535

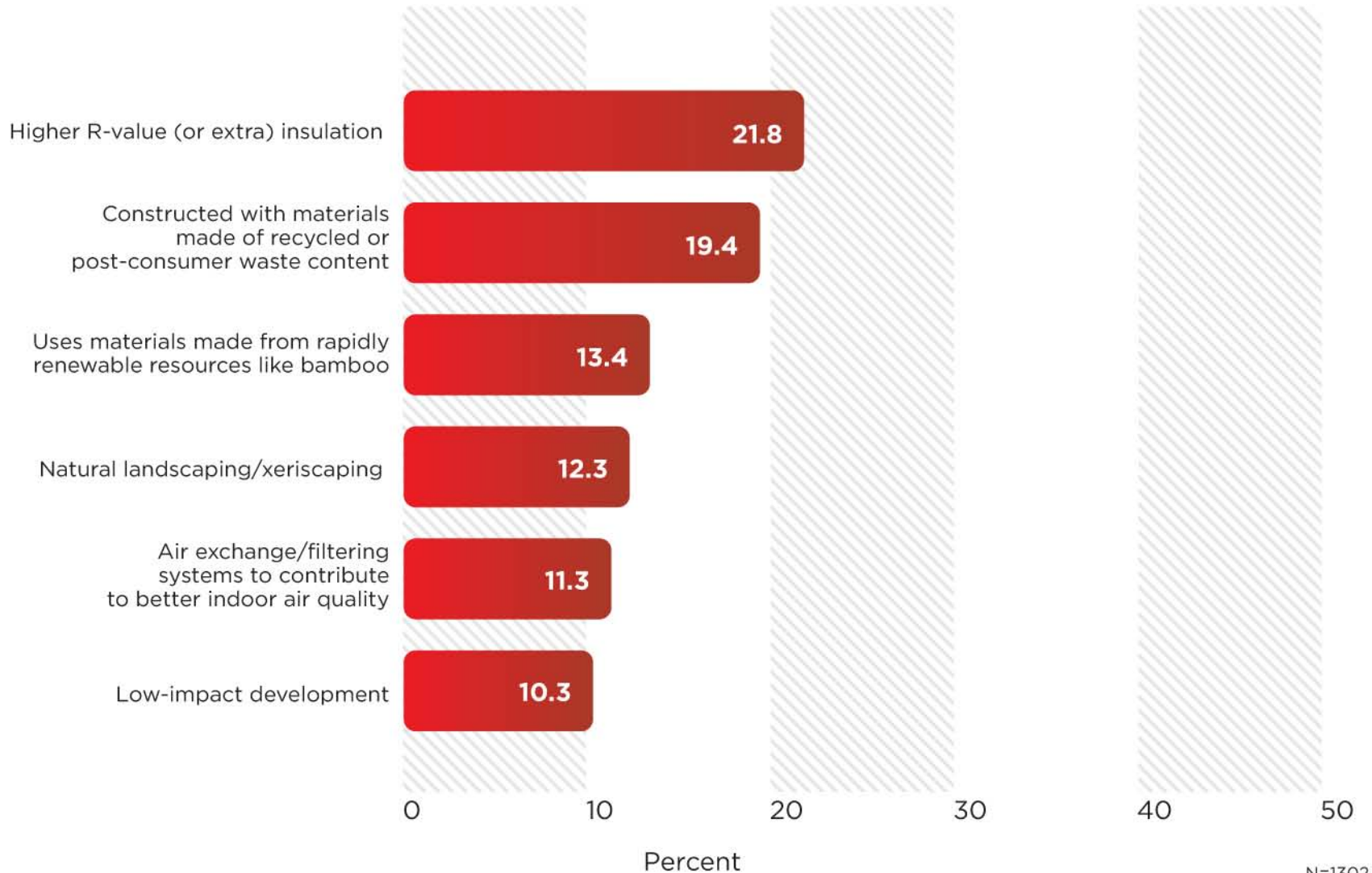
Green Home Features Named (Unaided) — Continued





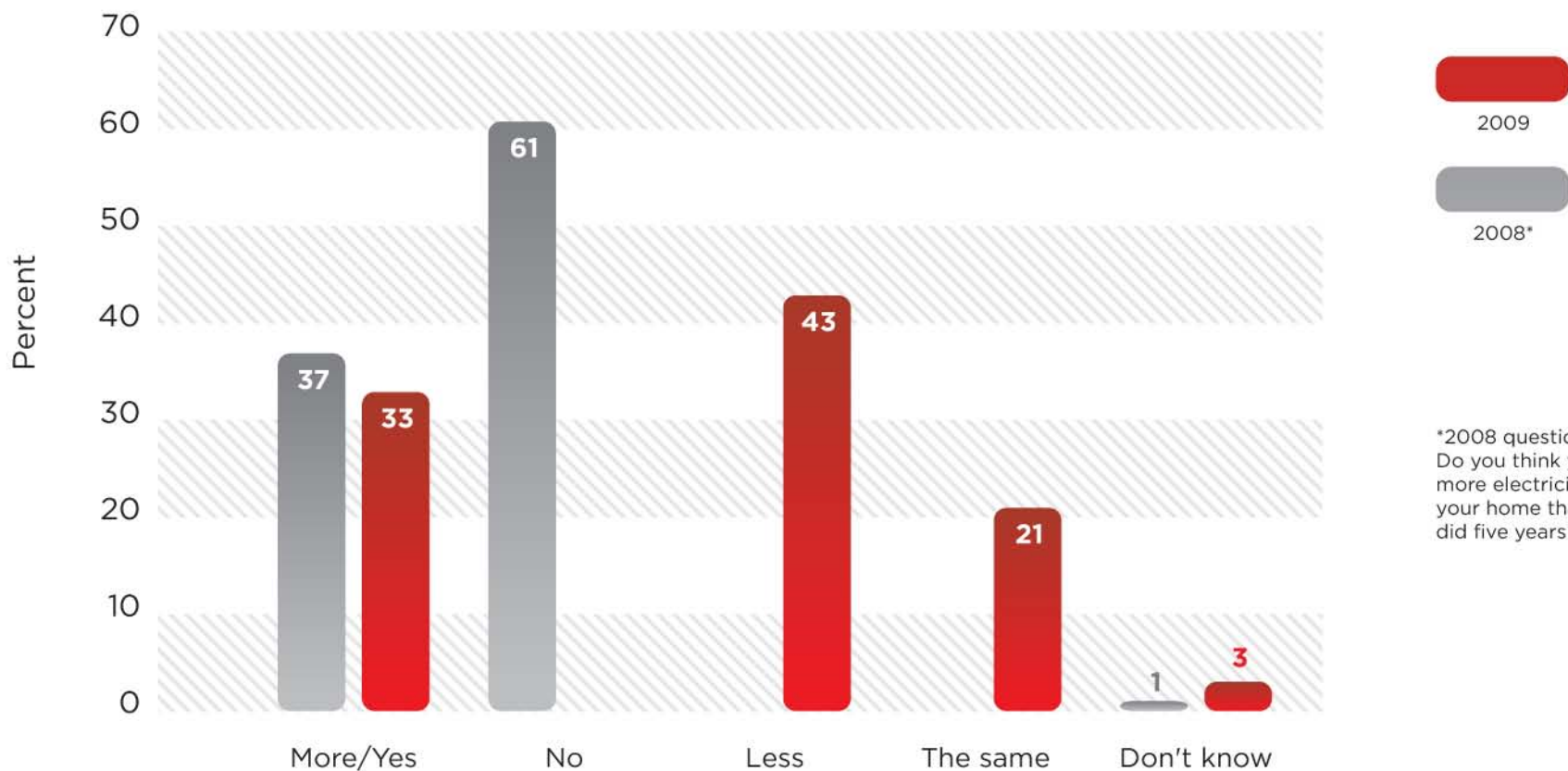
Pick three features a green home MUST have.

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Pick three features a green home MUST have.
—Continued

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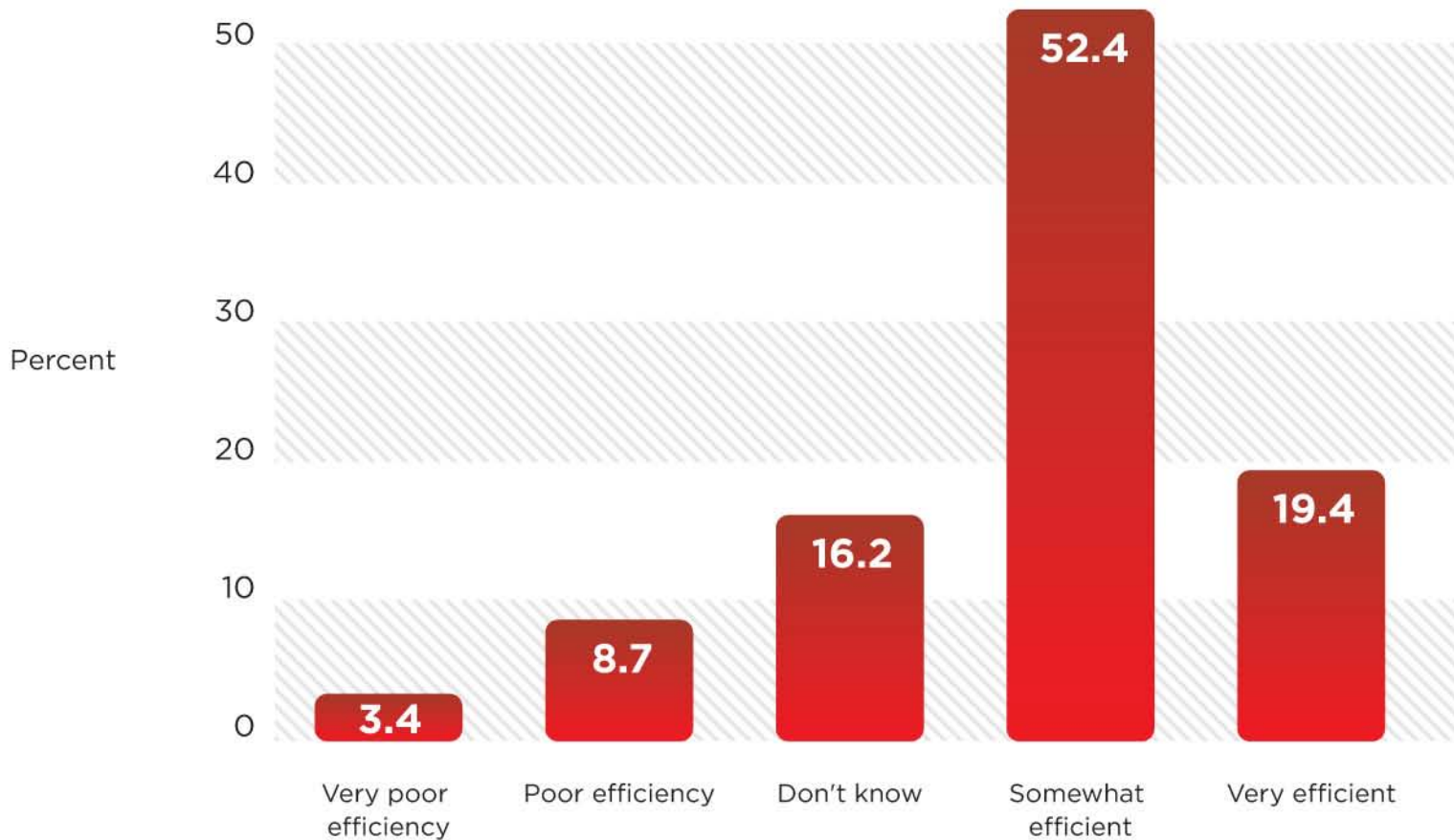


*2008 question:
Do you think you use
more electricity in
your home than you
did five years ago?

N=505

Do you think you now use less, more, or the same amount of electricity in your home compared to five years ago?

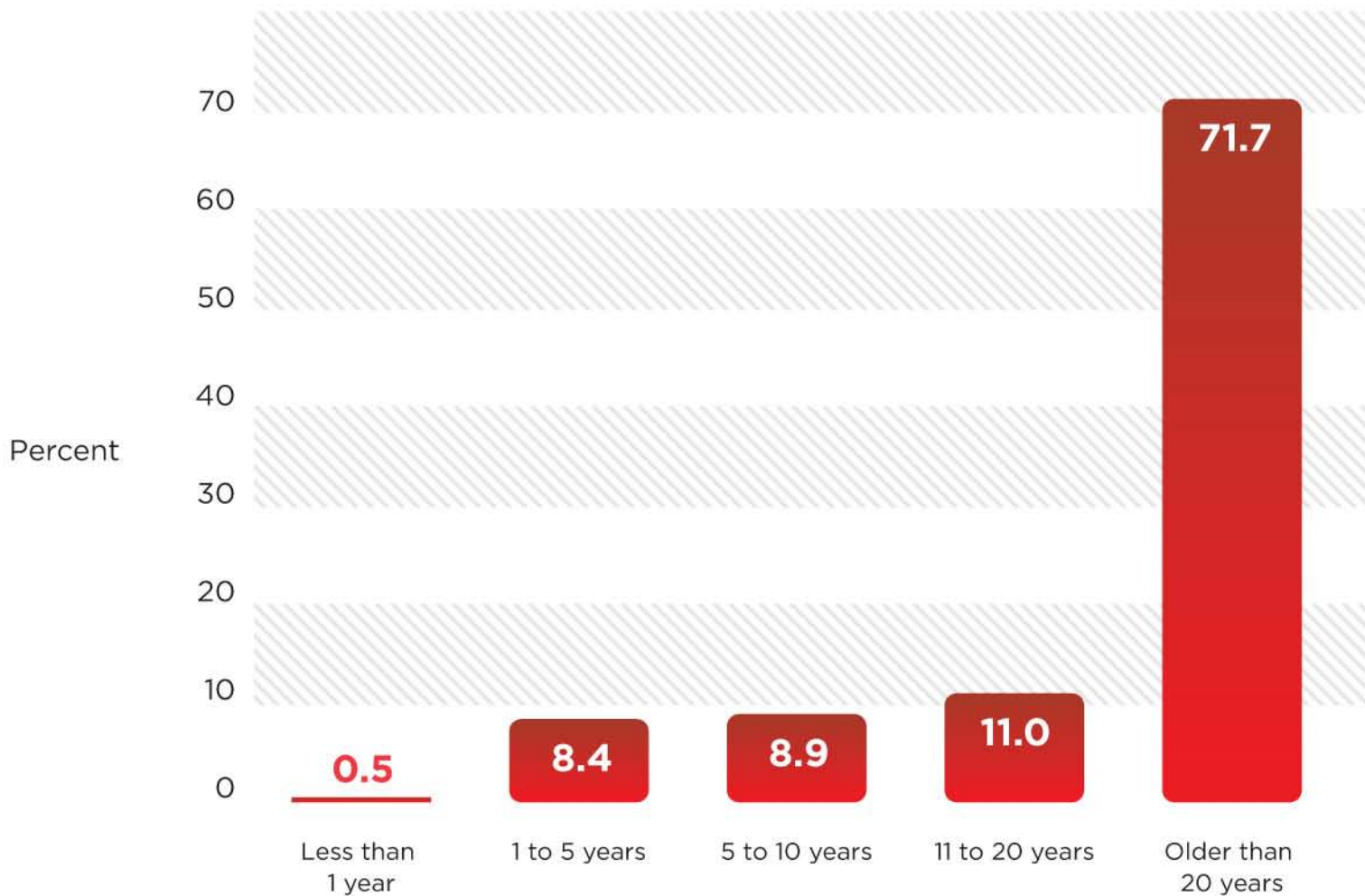




Top Box = 71.7%

How energy-efficient is your home?





Age of home

So first you must wake them up

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DIRTY MOVIES

HOUSES POLLUTE MORE THAN CARS.
LEARN MORE AT ASE.ORG



HOUSE WARMING



THE AVERAGE U.S. HOME IS RESPONSIBLE FOR TWICE AS MUCH GREENHOUSE
GAS POLLUTION AS THE AVERAGE CAR. LEARN MORE AT ASE.ORG/HOMES.



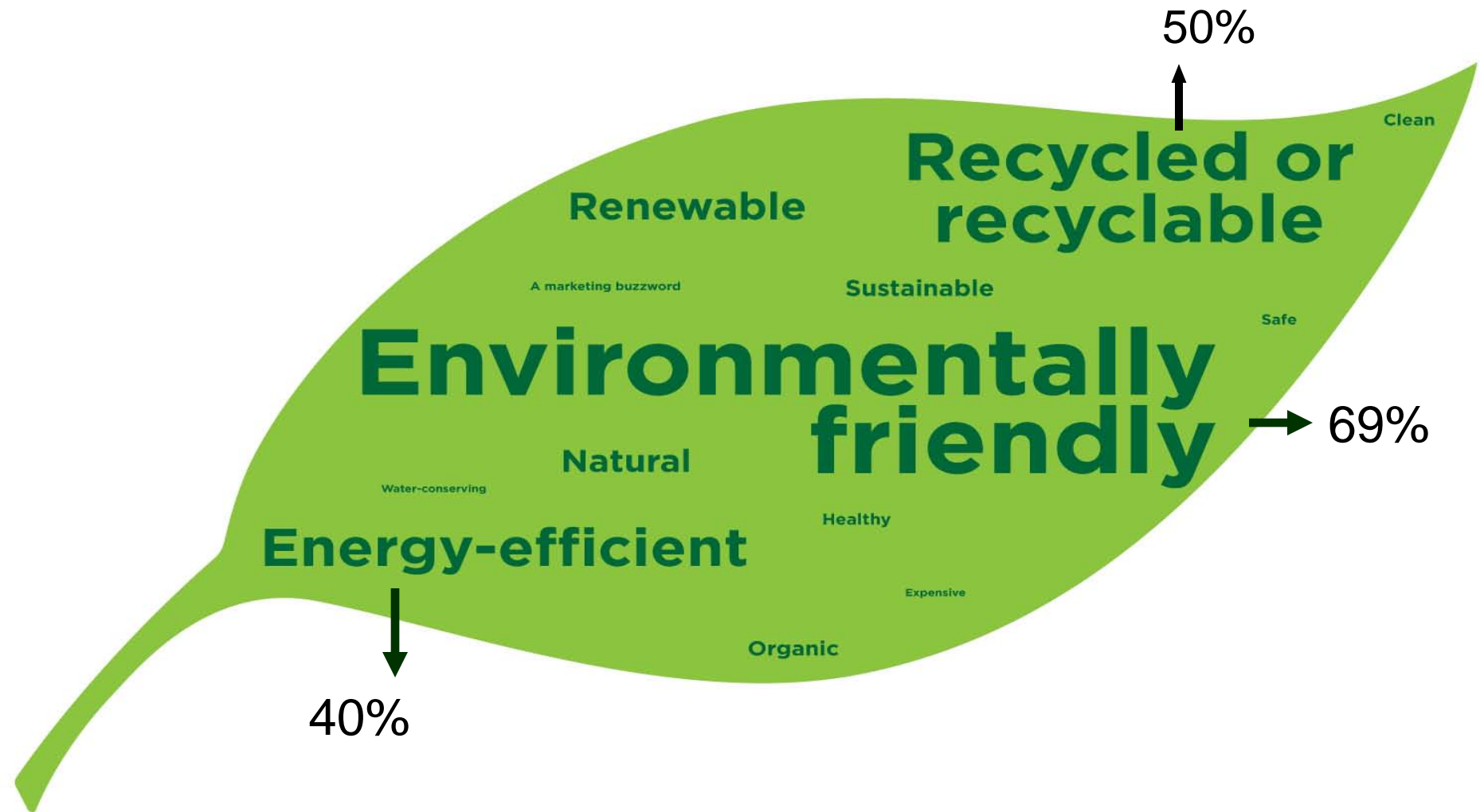
FREEZER BURN

HOUSES POLLUTE MORE THAN CARS.
LEARN MORE AT ASE.ORG



Insight Three:

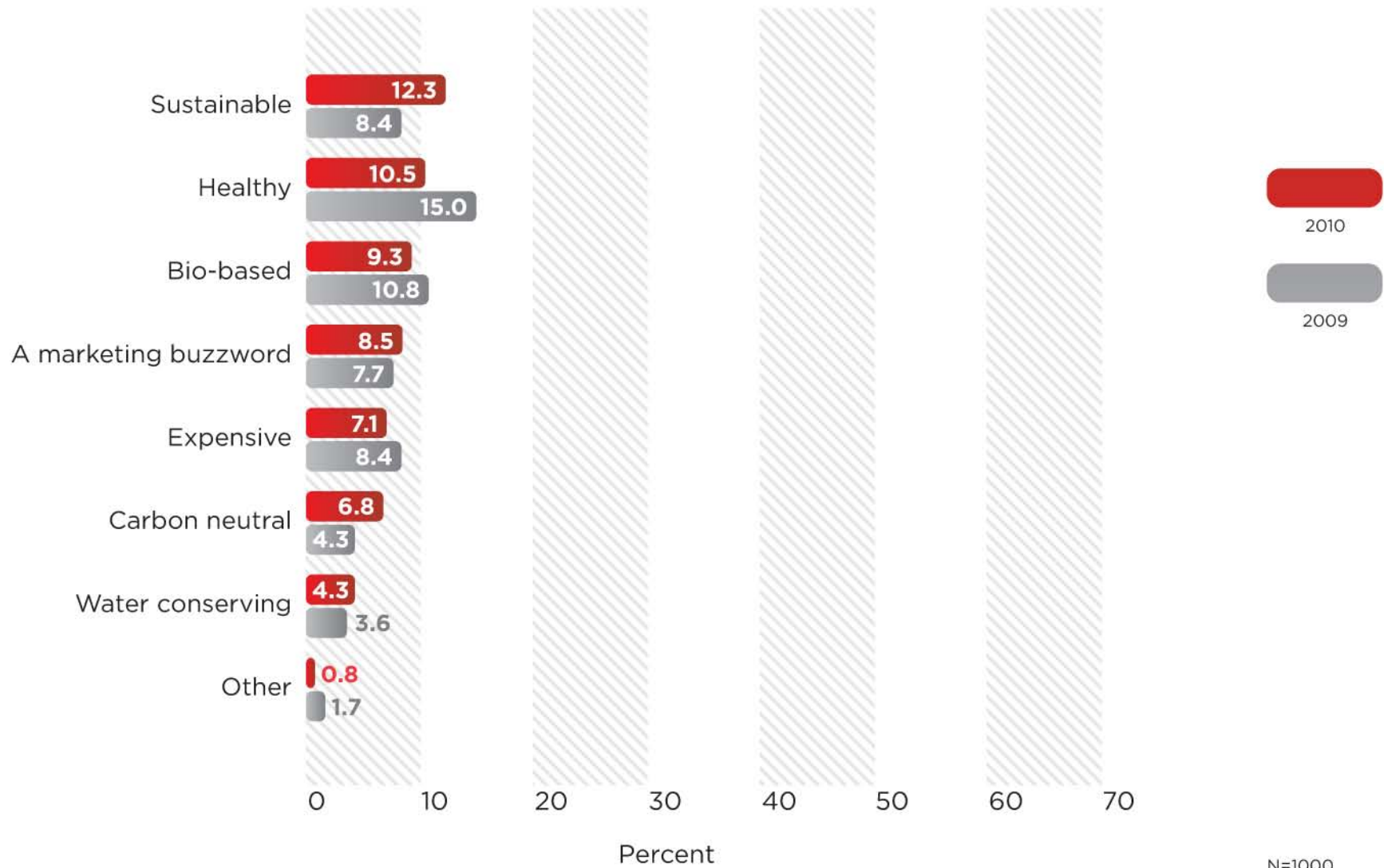
Water conservation isn't currently top of mind in the Green conversation



What does the term “green” mean?

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Few think of water conservation.

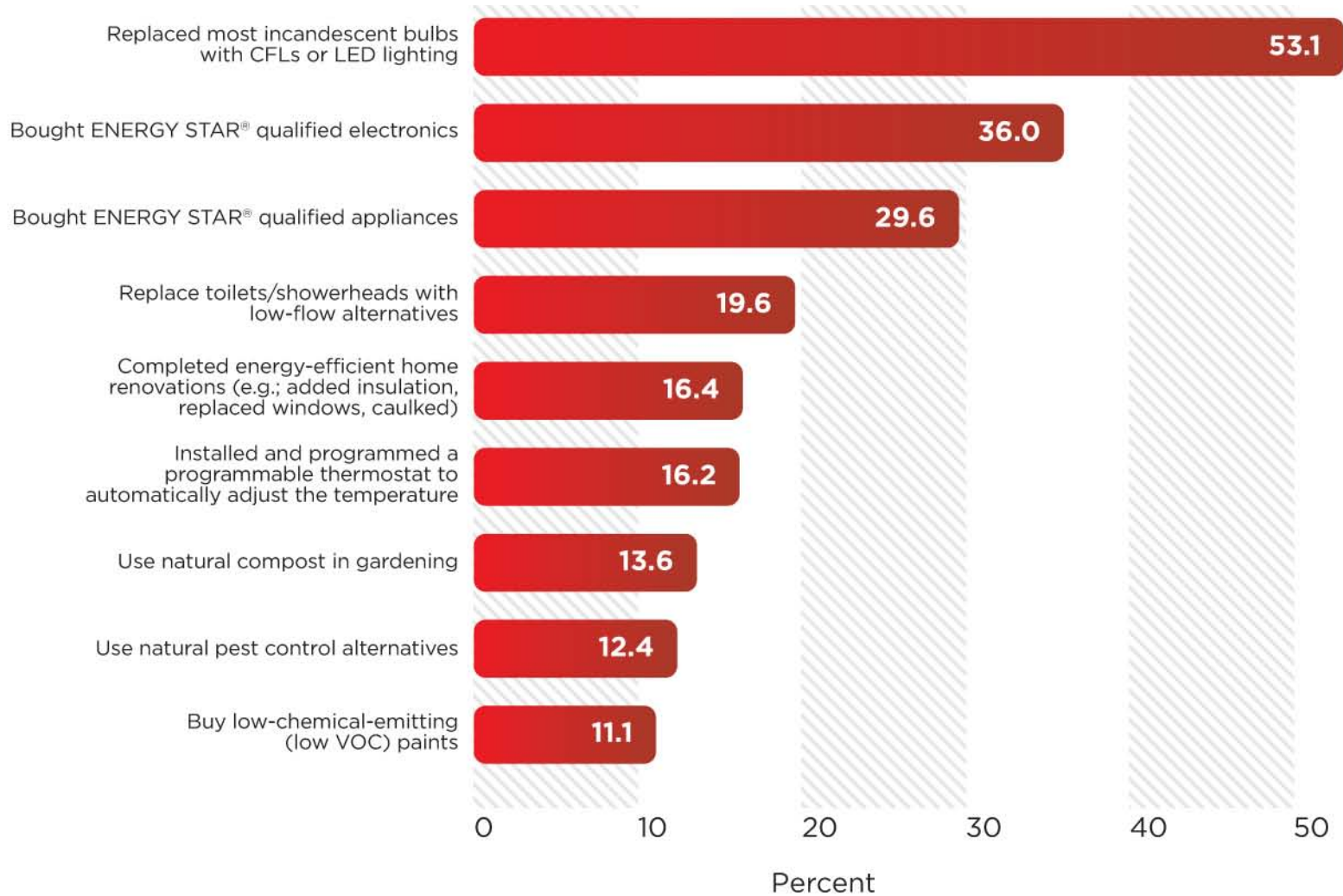


N=1000

**What does the term green mean, as in “green products”?
(Choose the best three answers.) – Continued**

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In the home improvement category, green is predominantly about energy efficiency



N=1000

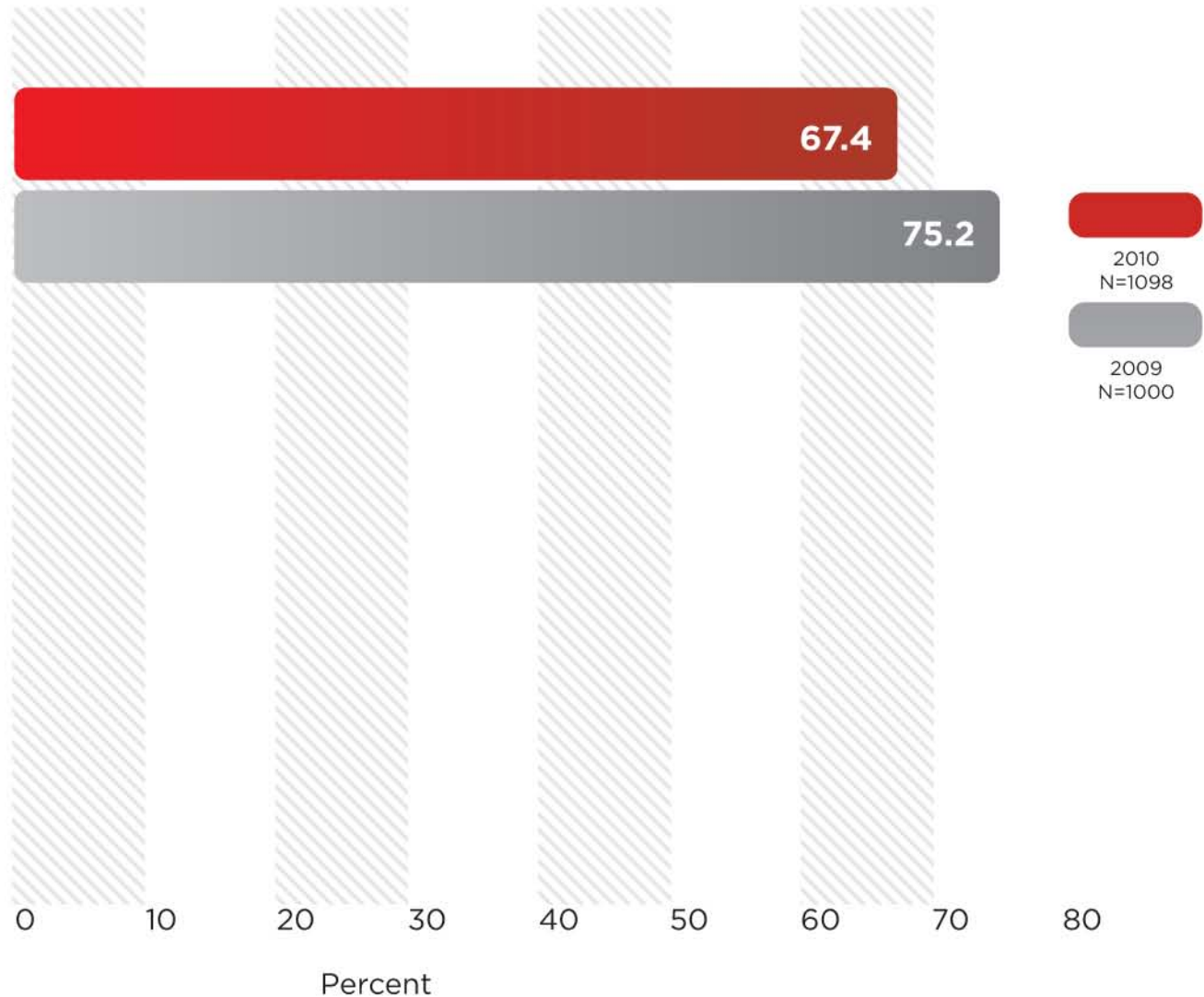
How green is your lifestyle? (Home products purchased or improvements made)

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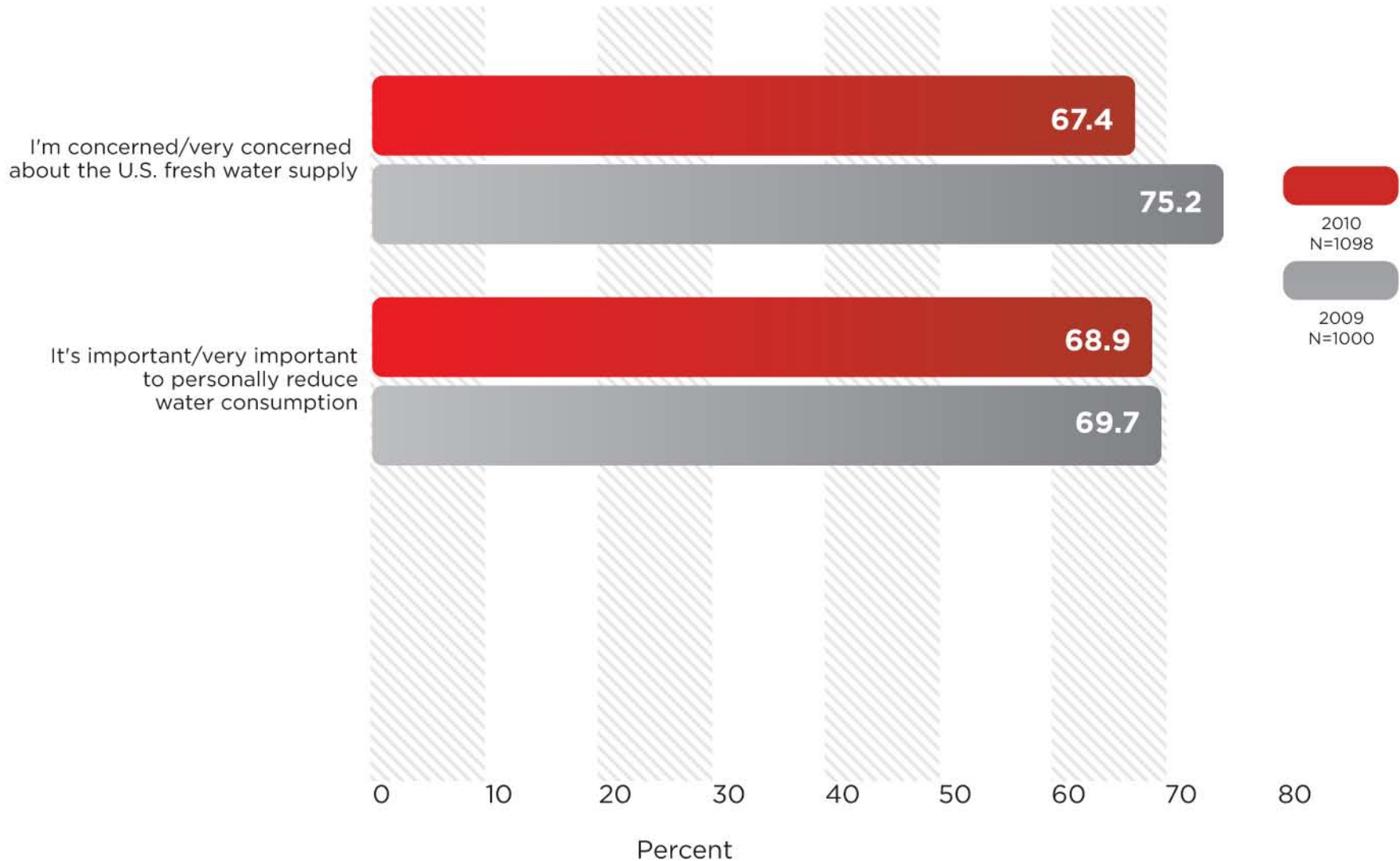
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I'm concerned/very concerned about the U.S. fresh water supply



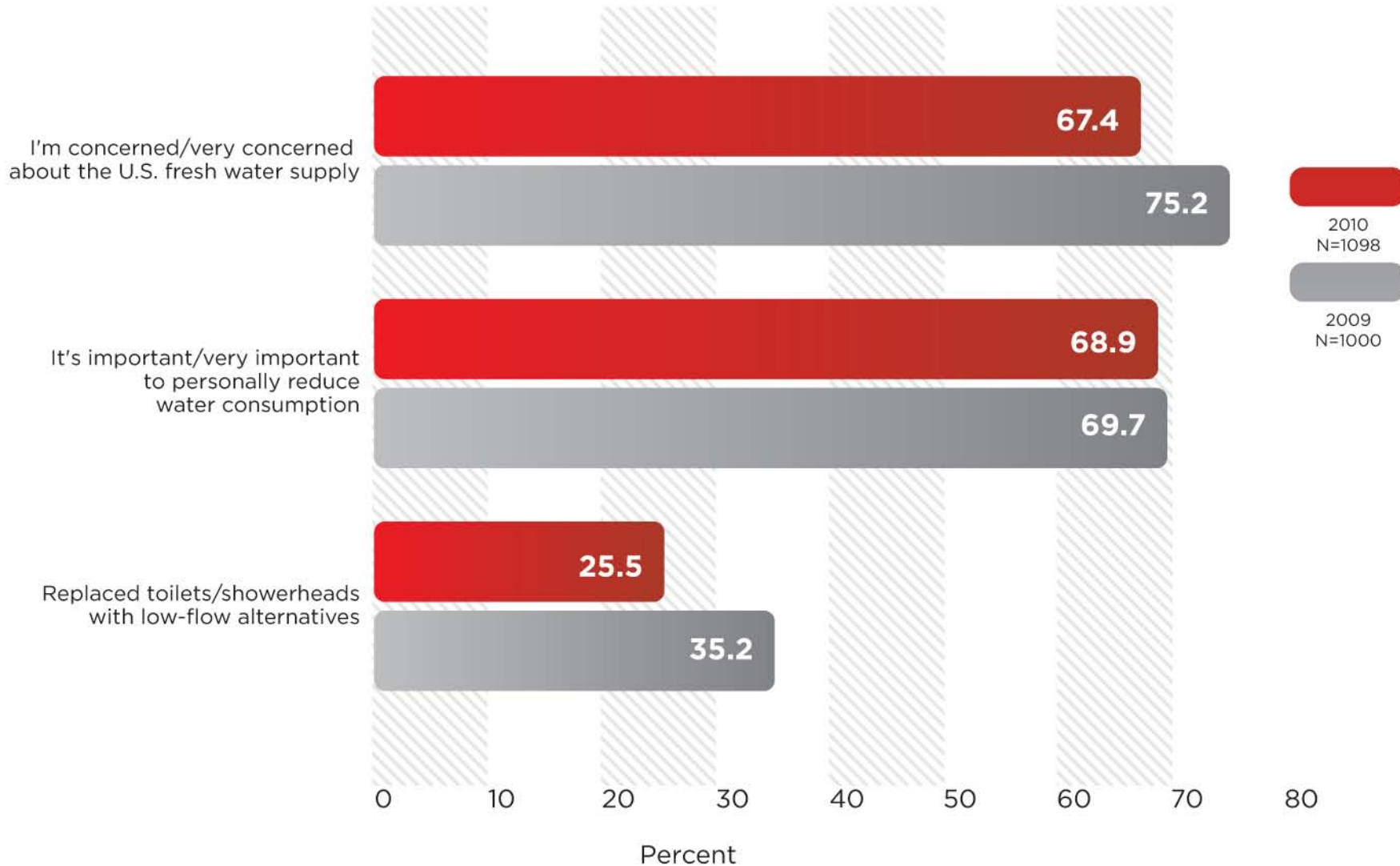
Reported Importance of Water Conservation Compared to Behavior

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Reported Importance of Water Conservation Compared to Behavior

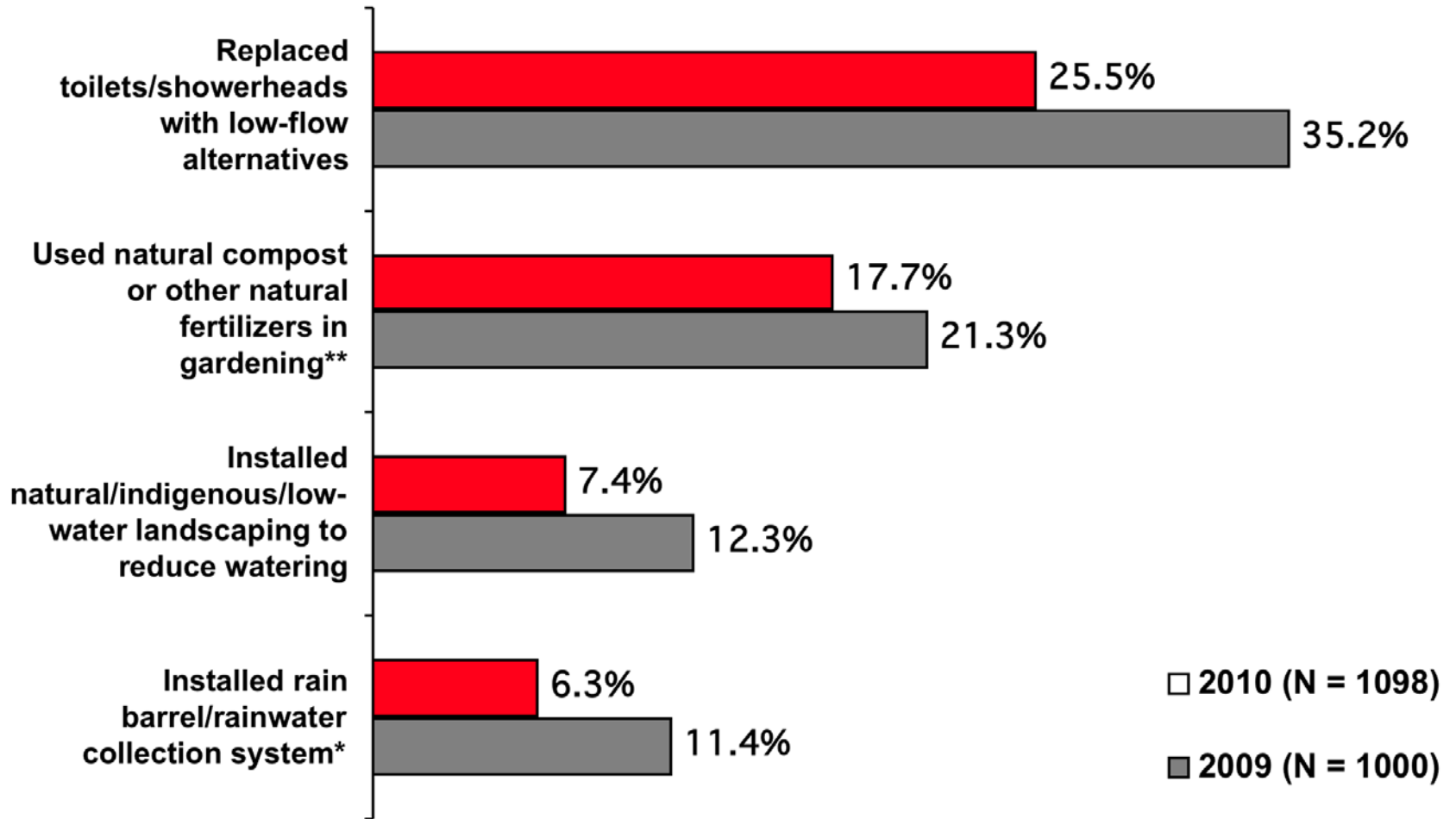
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Reported Importance of Water Conservation Compared to Behavior

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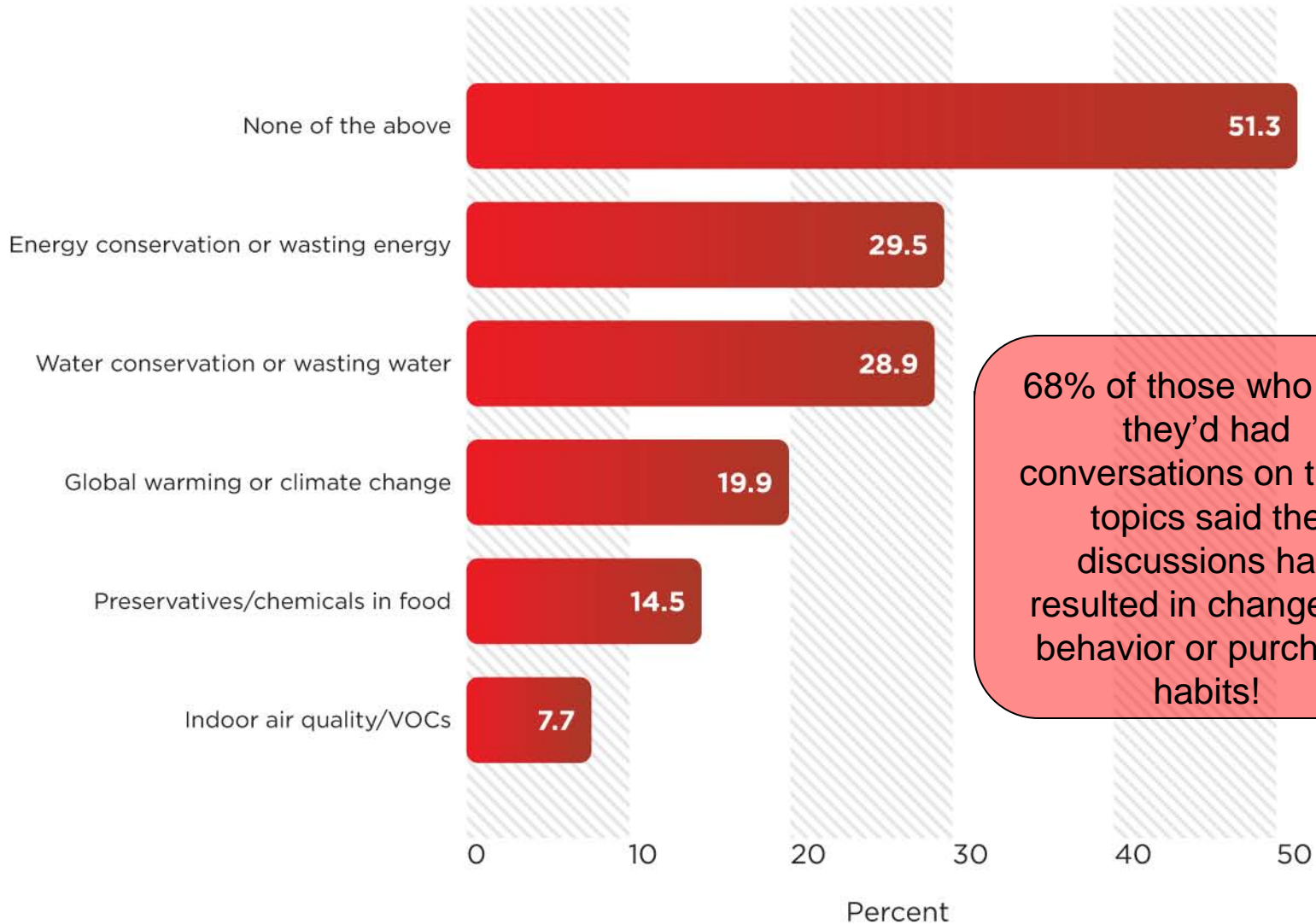
How green is your lifestyle? (Water conservation home products purchased or improvements made)



*Note: 2009 wording “capture rainwater for use”

**Note: 2009 includes “natural pest control alternatives”

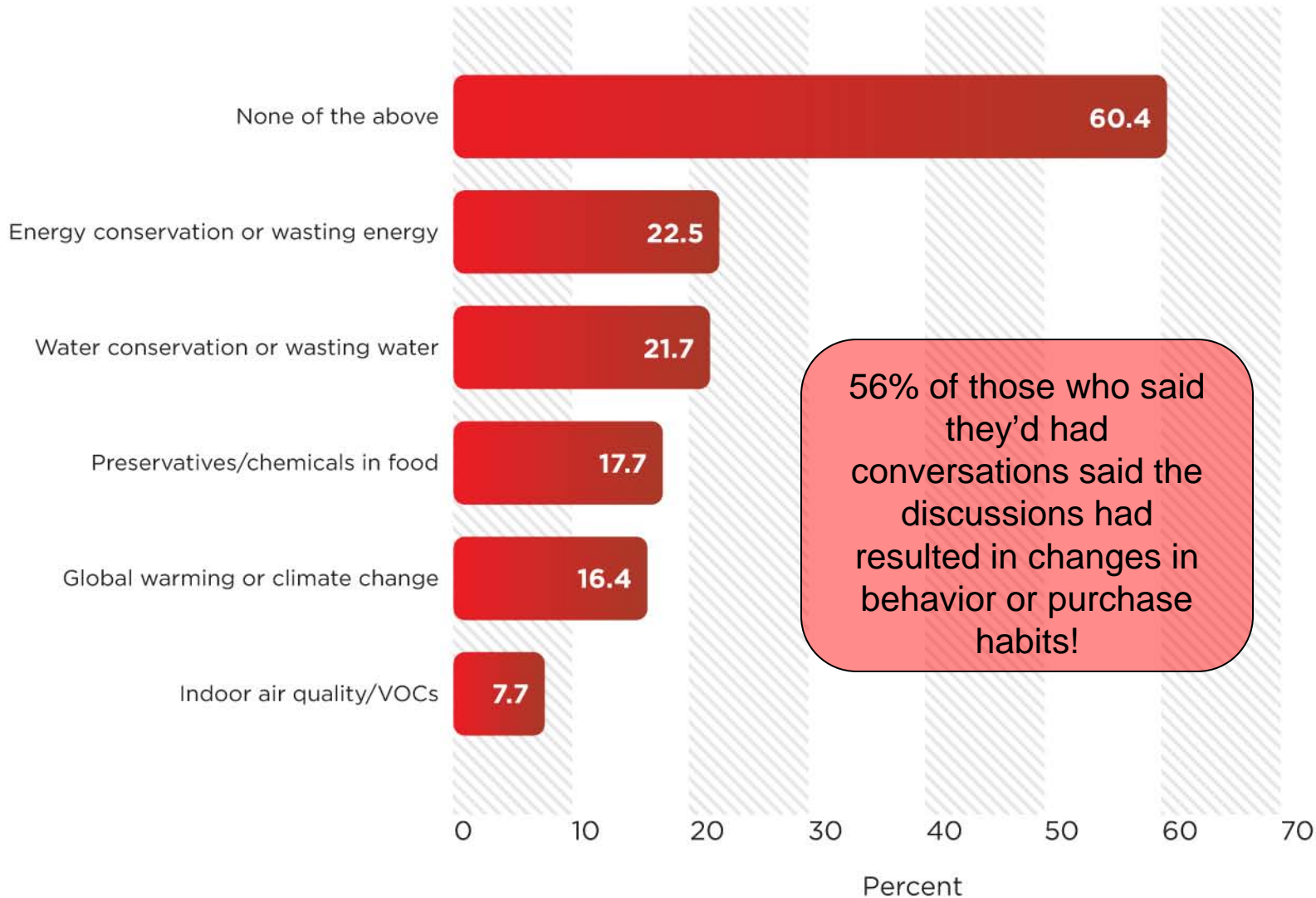
Insight Four:
Conversations matter



68% of those who said they'd had conversations on these topics said the discussions had resulted in changes in behavior or purchase habits!

N=409

Which of the following topics have your kids discussed or promoted behavior change?

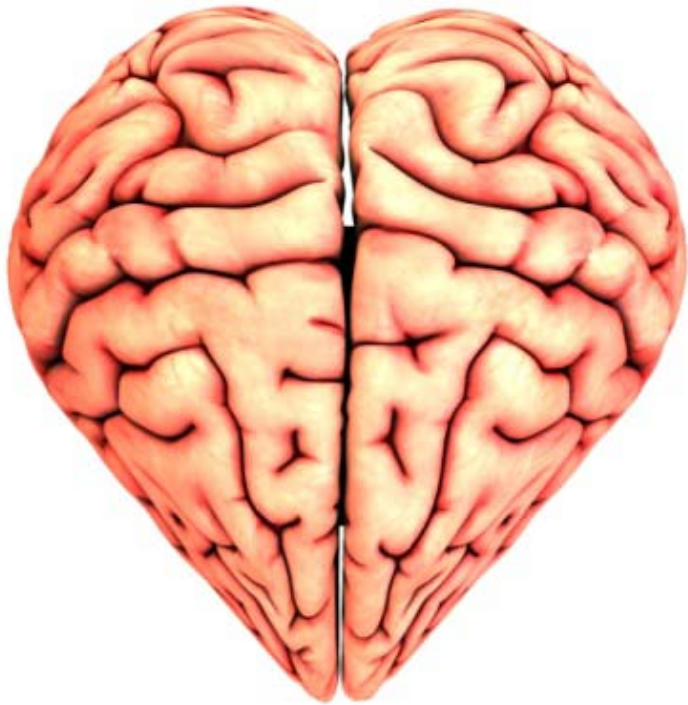


Which of the following topics have your friends, neighbors or co-workers discussed or promoted behavior changes?

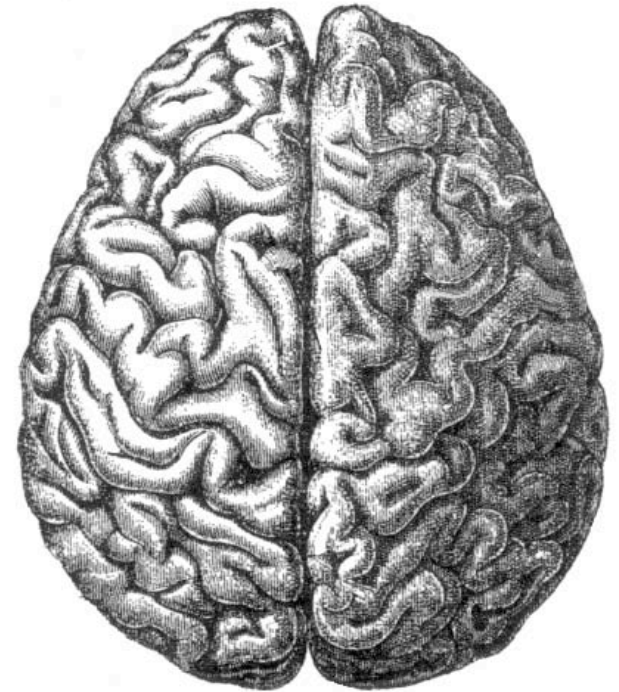
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Insight Five:

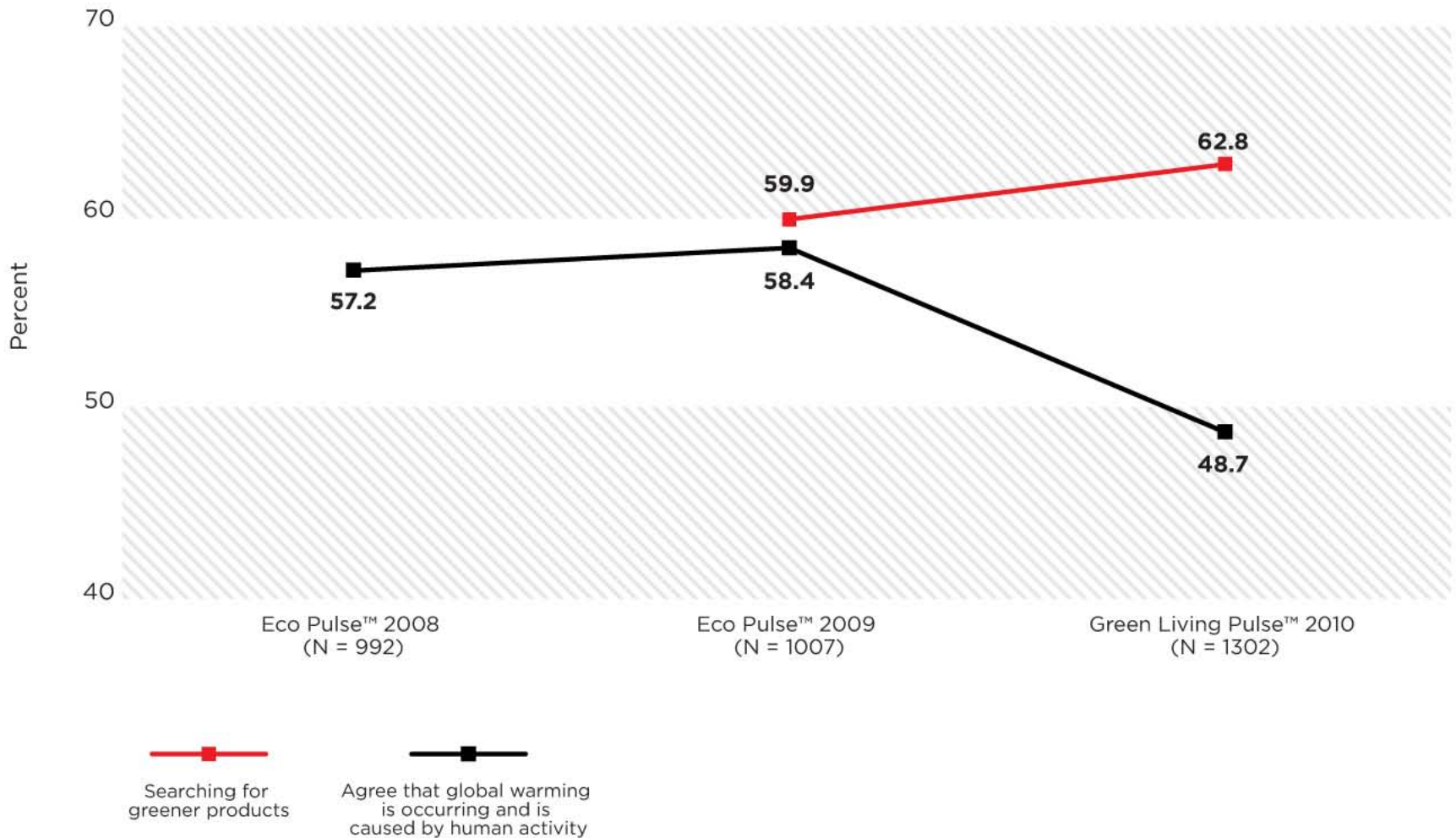
Most people don't go green to save the planet, and they don't buy energy efficient products just to save money



+

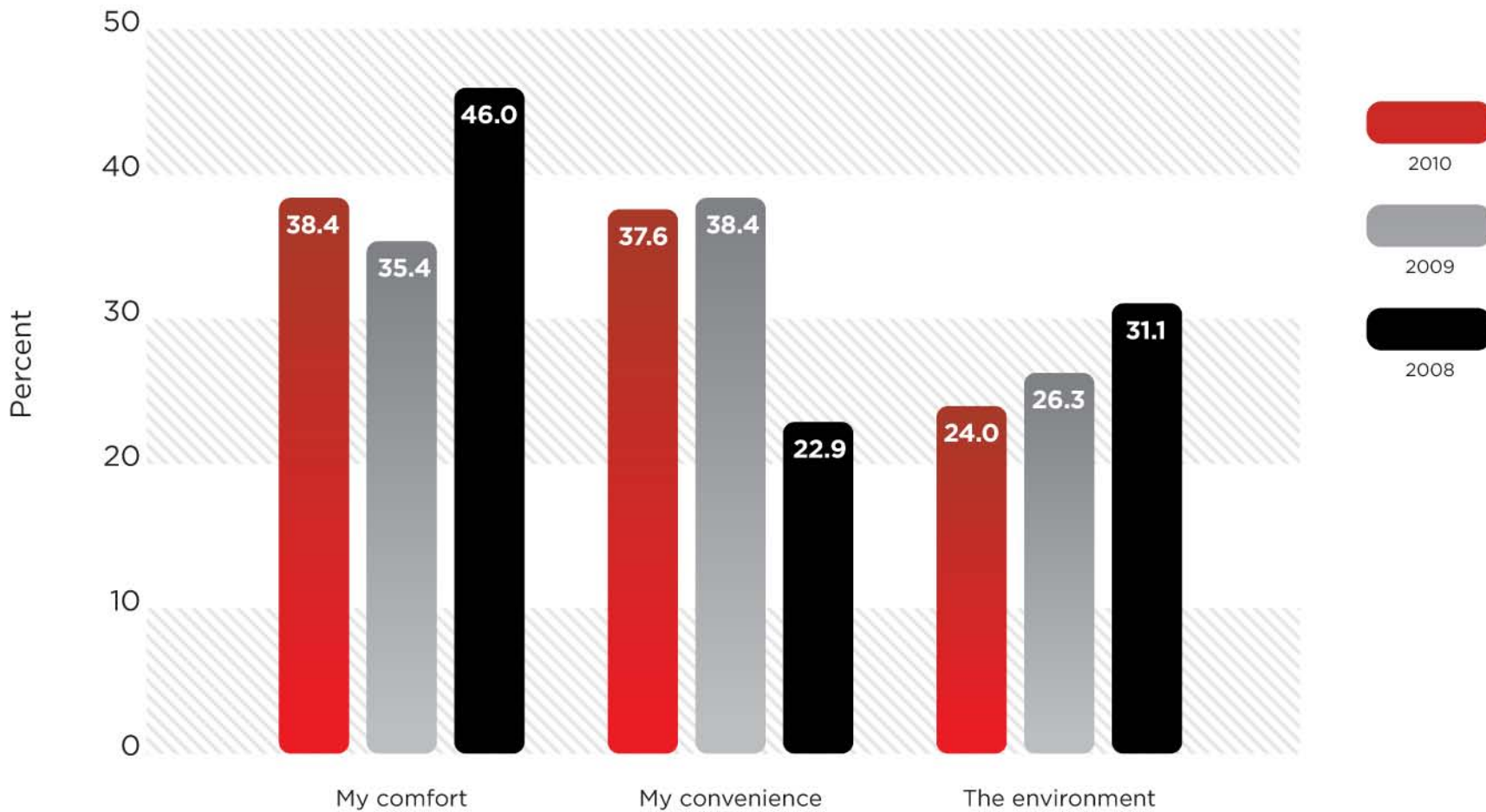


S H E L T O N G R O U P



Belief in global warming is decreasing, yet more people are searching for greener products.

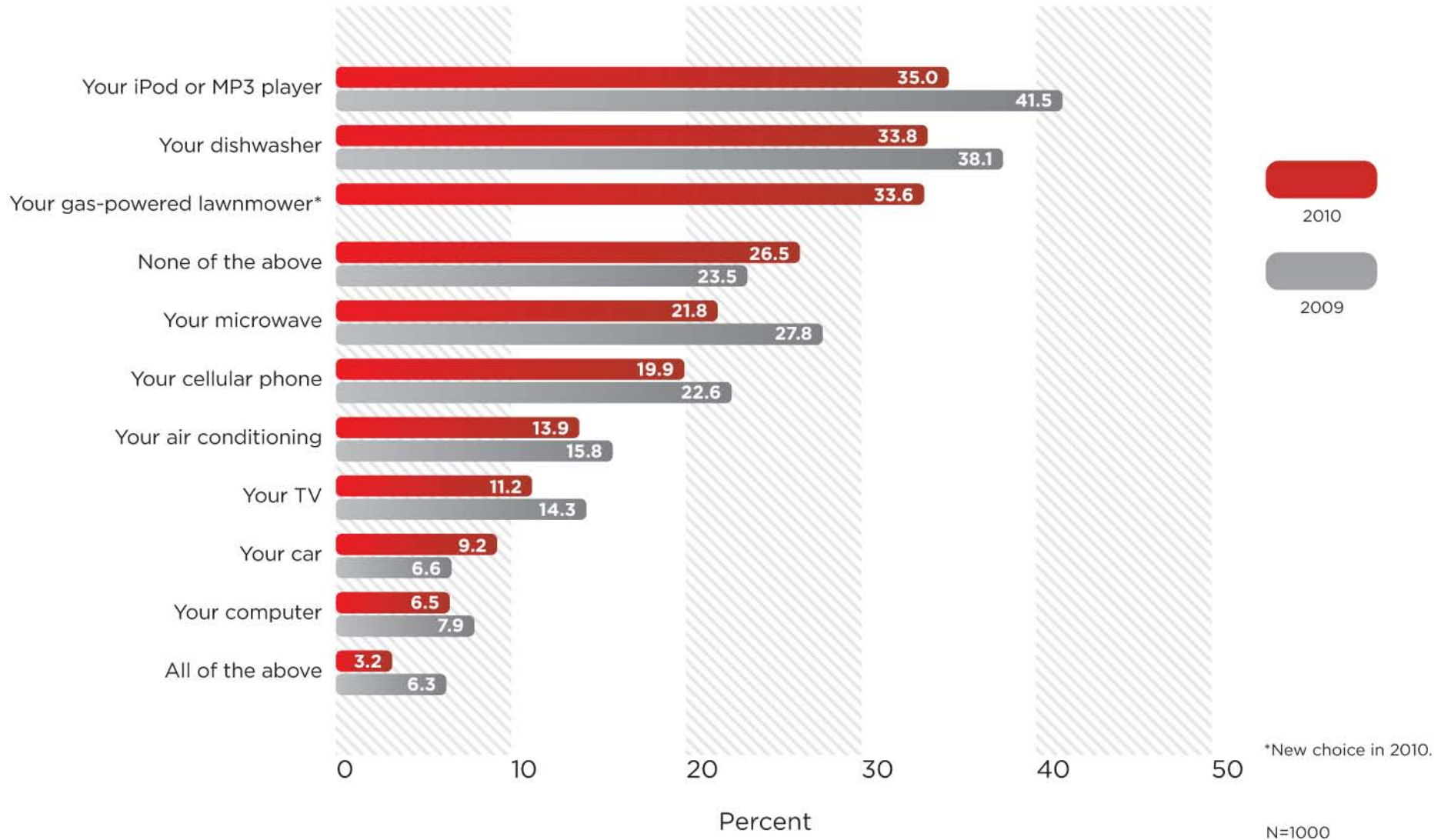
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N=1000

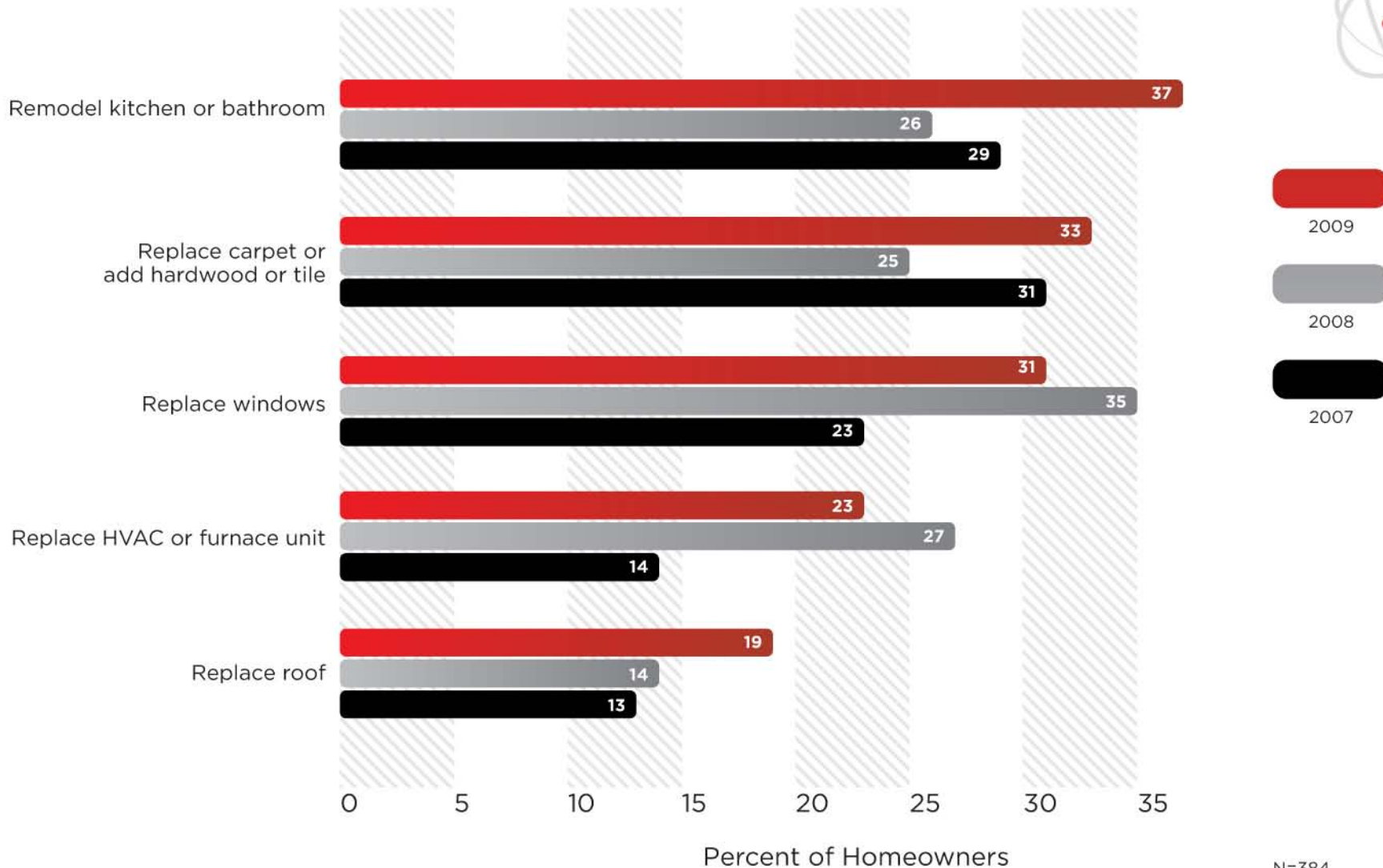
Given a choice between your comfort, your convenience and the environment, which do you most often choose?

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If you thought it was harming the environment, which of the following (that you currently own) would you give up?

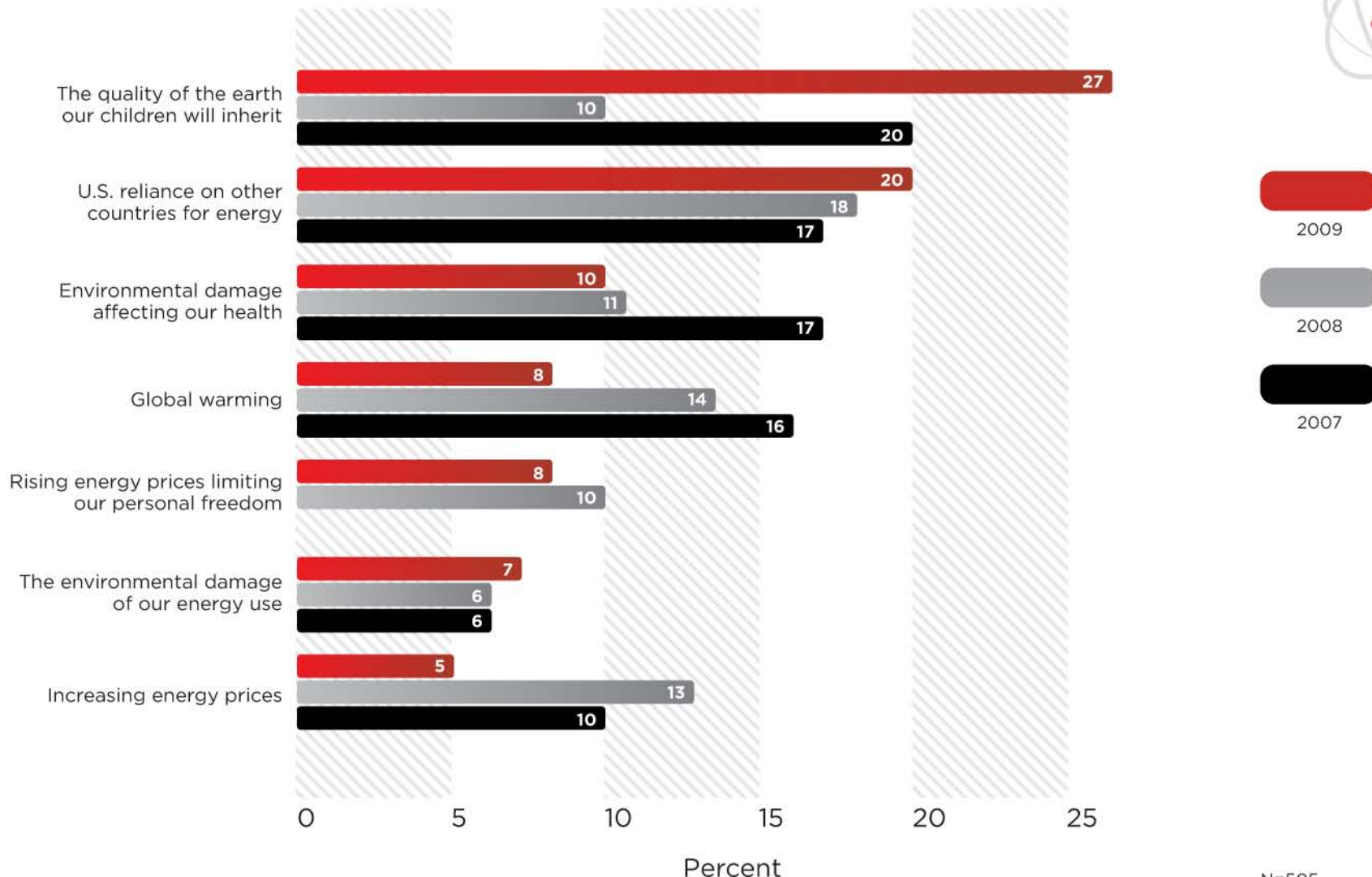
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2010



N=384

Assuming you were suddenly given \$10,000 for home improvements, which two of the following would you do?

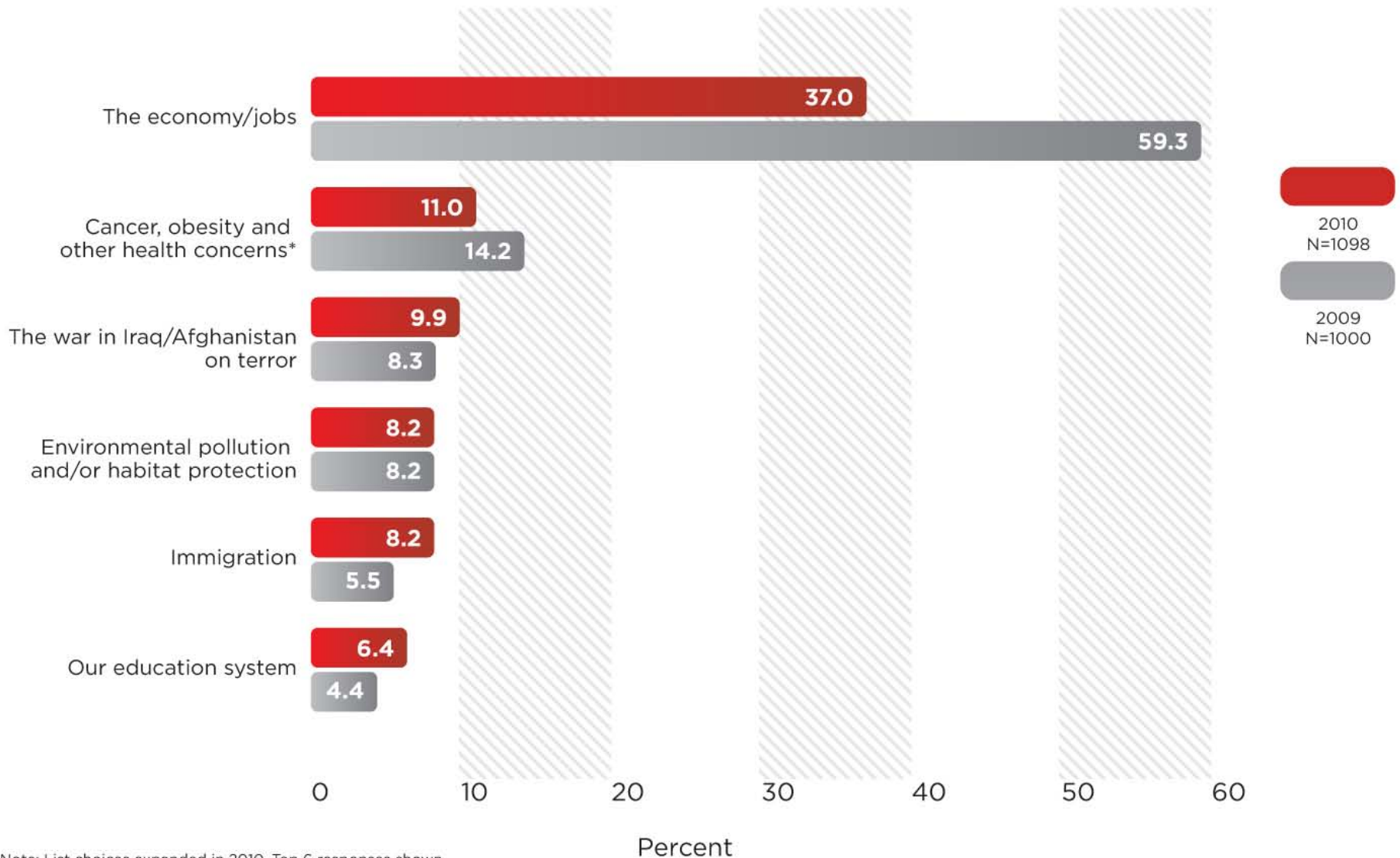




N=505

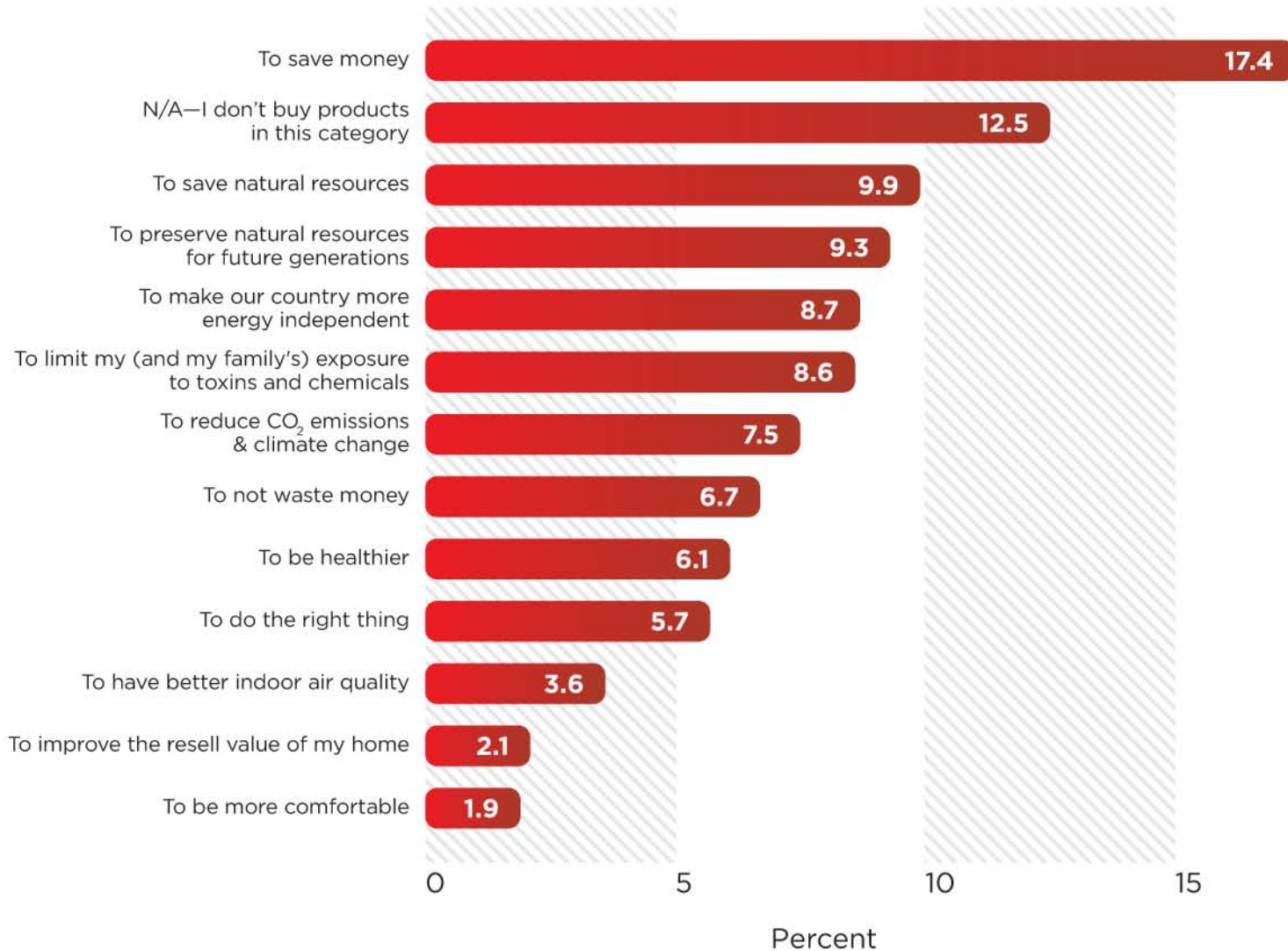
Which of the following would be your top concern?





Note: List choices expanded in 2010. Top 6 responses shown.
 * 2009 listed as "Healthcare" in ranking top concerns.

Top Concerns Sorted by Percent Ranking #1



N=1000

Please choose the best reason to buy a greener home improvement product.

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Successful green home product marketing appeals to
deeper drivers:

Comfort

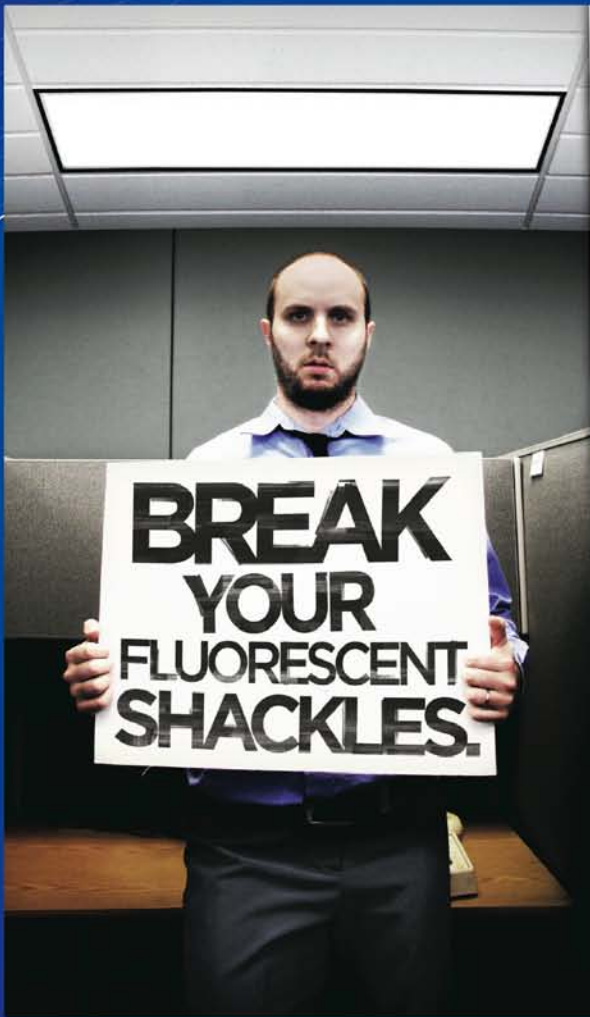
Convenience

Control

Fear of wasting

Aesthetics





Stop sacrificing aesthetic quality for energy efficiency. LED lighting is here, clear and beautiful! Delivering light more effectively than fluorescent technology, Cree LED lighting produces the high-quality, beautiful light you expect, provides the long life you want and eliminates toxic mercury. Lighting for homes, offices and life.

Stand up for your environment and join the revolution! Visit Cree at Lightfair booth #1463 and at creeledlighting.com.



It's time to rise up against energy-wasting and unattractive lighting. LED lighting is here, energy-efficient and beautiful! Cree LED lighting produces the high-quality, beautiful light you expect, delivers the energy savings you need, provides the long life you want and eliminates toxic mercury.

Cree TrueWhite™ technology creates quality light that displays colors beautifully and produces less heat than traditional lighting. Designed to last 50,000 hours, these lights can reduce maintenance costs and waste.

Stand up for your environment and join the LED revolution! Visit creeLEDlighting.com to learn more about these products.



VECTREN
Live Smart

AVOID BAD BILL REACTION

VECTREN understands natural gas costs can be on the rise. Clean or replace your furnace filter on a monthly basis to prevent clogs that needlessly require service. Manage your energy use wisely to offset rising costs. Visit VectrenLiveSmart.com for more information.



AVOID BAD BILL REACTION

VECTREN understands natural gas costs can be on the rise. Clean or replace your furnace filter on a monthly basis to prevent clogs that needlessly require service. Manage your energy use wisely to offset rising costs. Visit VectrenLiveSmart.com for more information.

VECTREN
Live Smart

VECTREN
Live Smart

AVOID BAD BILL REACTION

VECTREN understands natural gas costs can be on the rise. Wash hot water pipes with insulation materials as they require less energy to operate. Manage your energy use wisely to offset rising costs. Visit VectrenLiveSmart.com for more information.

ENERGYFITSM

BE A WATT WATCHER

Watch your home max out on energy savings rebates and incentives from EnergyFitSM. Take the pain out of eliminating wasteful wattage.



EMI
CALCULATOR

ENERGYFIT

TURN
IT UP

GET STARTED

BUSINESS
PROGRAMS

Your company's energy use has changed, and if you change with it, you'll be pretty sore.

ENERGYFIT


HOMES

SHRINK
YOUR
WASTE
LINE

Your energy use has changed, and if you don't change with it, you'll end up feeling pretty sore when it's time to pay those bills. That's why Dominion has created EnergyFitSM—a suite of programs to help improve your energy efficiency while you shed unwanted wattage and expenses.

Find out which EnergyFit program is right for you.





FISKARS®

[Our Rain Barrels](#) | [Grow More](#) | [Join the Community](#) | [Weather Forecast](#)

Welcome.

Nulla et feugiat sem. Vestibulum vestibulum consequat magna, id faucibus
dui rutrum at. Mauris urna turpis, sodales eu congue ac, gravida sed
mauris. Integer dolor urna, imperdiet id rutrum eu, molestie a erat. Mauris
vulputate ultricies libero ac porttitor urna turpis congue.

Join the
growing community.

Andea Krekadil
Austin, TX

**NOW, YOU CAN AFFORD TO THUMB
YOUR NOSE AT THE POWER COMPANY.**

>Lorem ipsum dolor sit amet, con secte tur ad ipisic ing
elit, sed do eiusmodt poin cith didunt ut abore et do
lore magna aliqua. dolor sit amet, con secte, elit, sed
do eiusmodt. ases.org.



SOLAR. WITHIN REACH.

**THAT SQUISHY WARM FEELING?
THAT'S BEING ABLE TO AFFORD
TO DO THE RIGHT THING.**

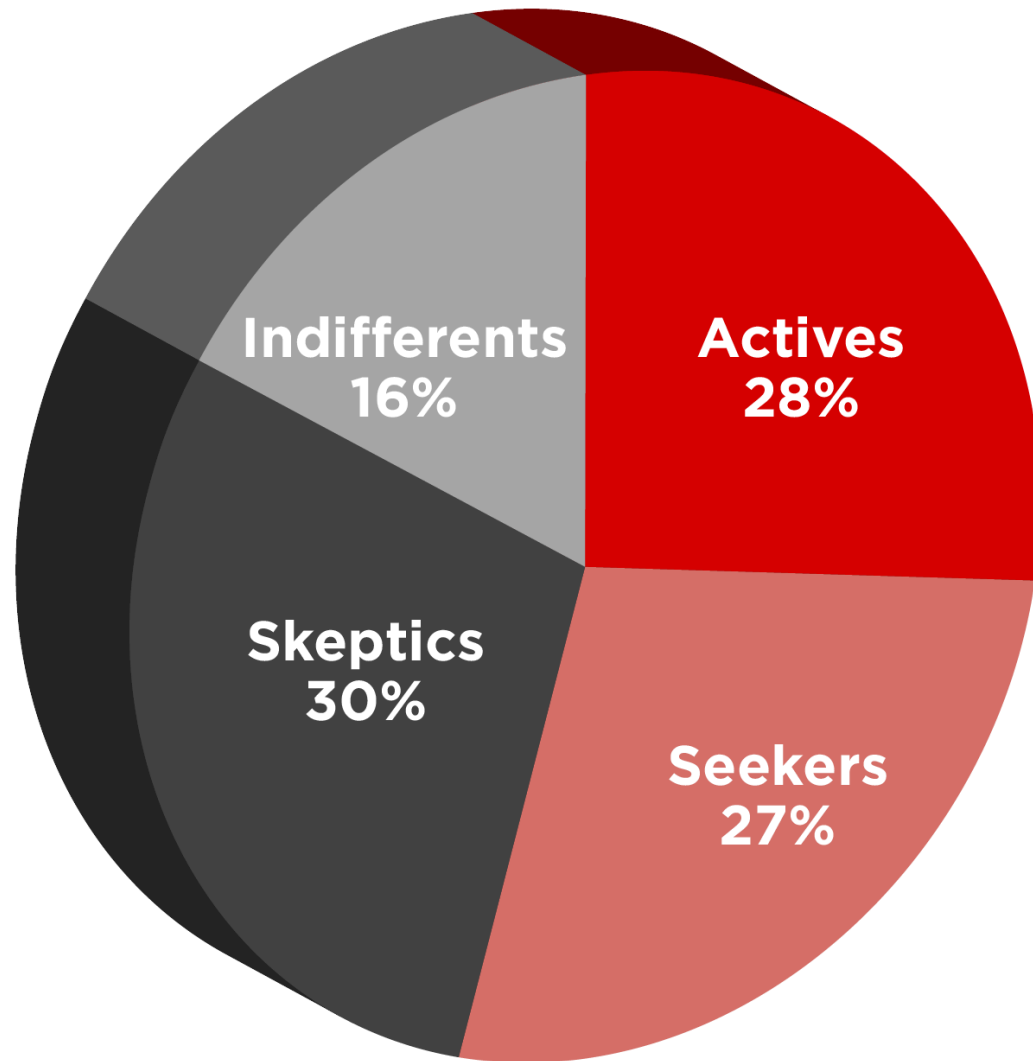
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sed do eiusmodt poin cith didunt ut abore et do
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Insight Six:
There's a specific target



Green Living Pulse™ 2010 Consumer Segments

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- Slightly more likely to be female
- Most are age 45–54
- Well educated
- HHI: \$100K
- Ethnically diverse (significant Hispanic population)
- Children living at home

ACTIVES

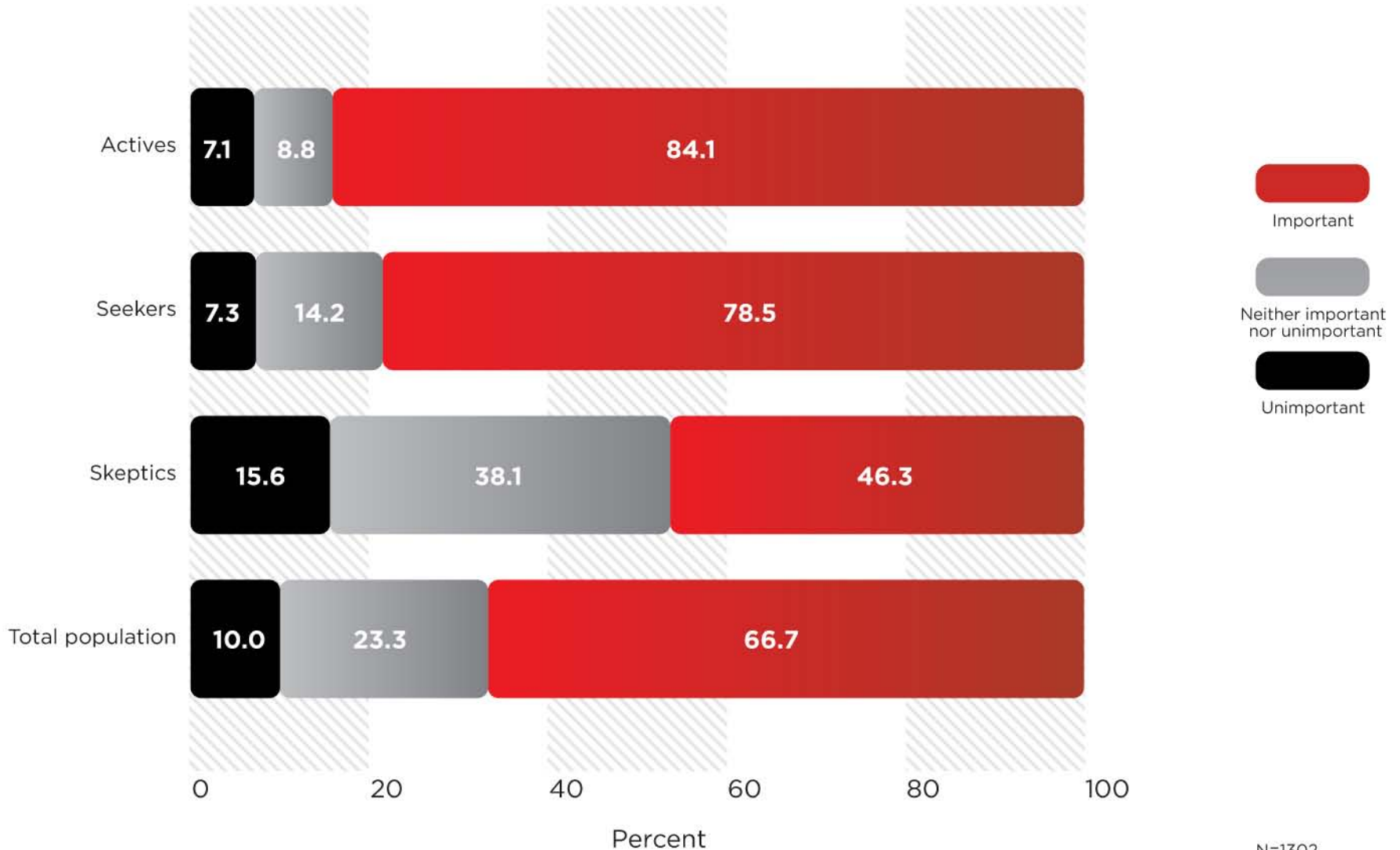
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2010



- Equally likely to be male or female
- Slightly younger than Actives
- Average education level
- White collar and middle- to upper-income
- Homeowners
- Married with kids at home

SEEKERS

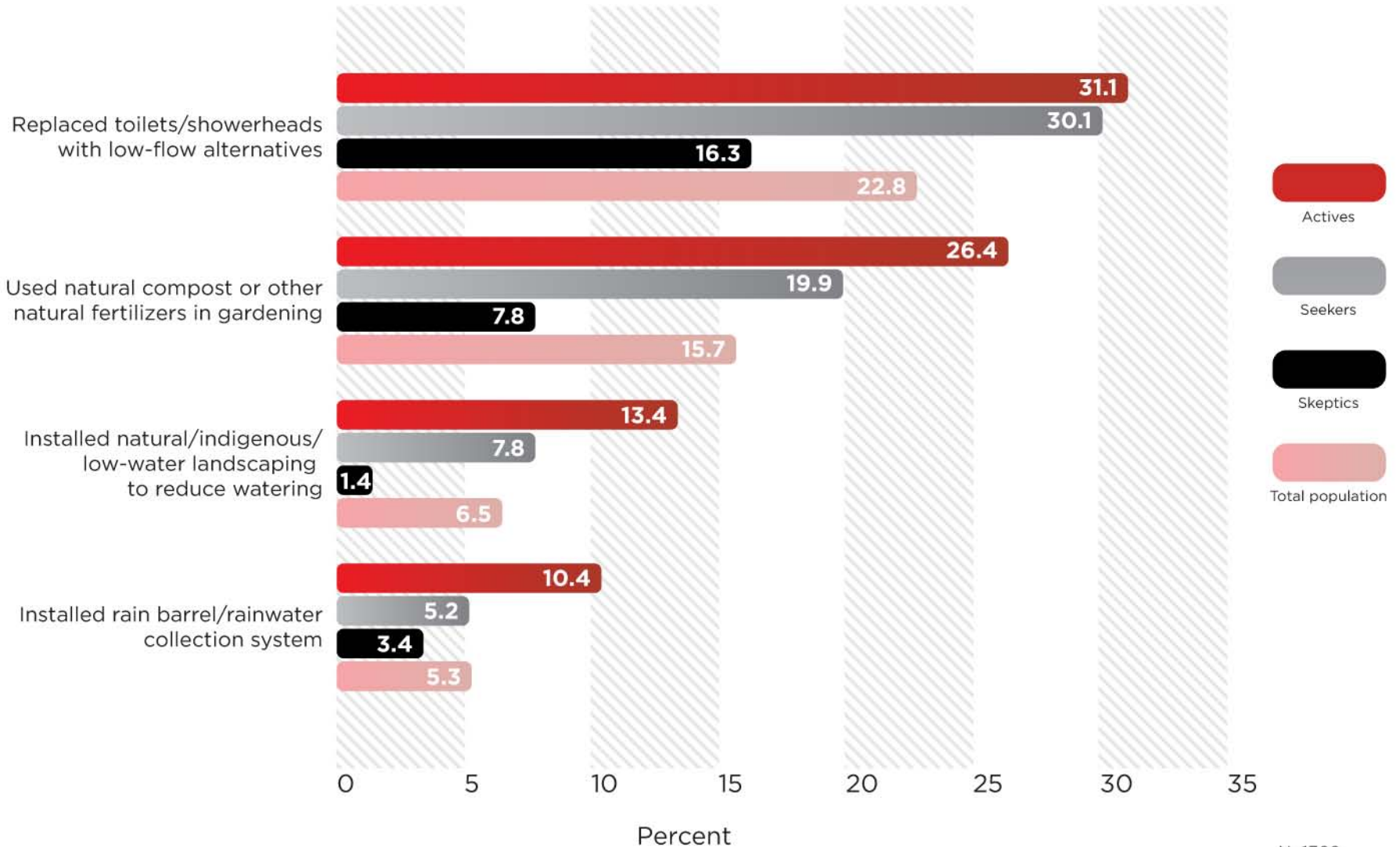
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2010



N=1302

How important is it for you personally to reduce your water consumption?

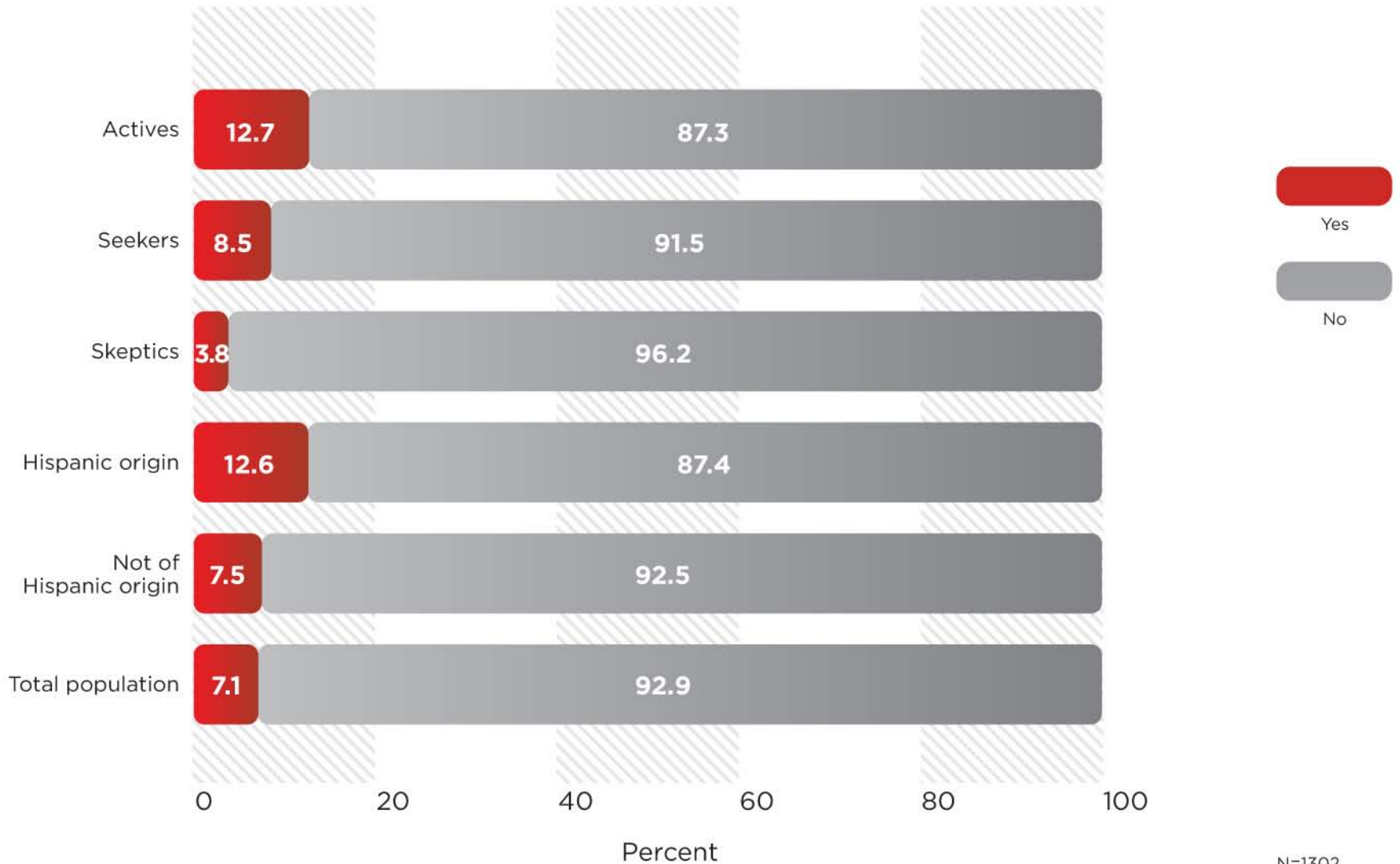
greenlivingpulse
2010



N=1302

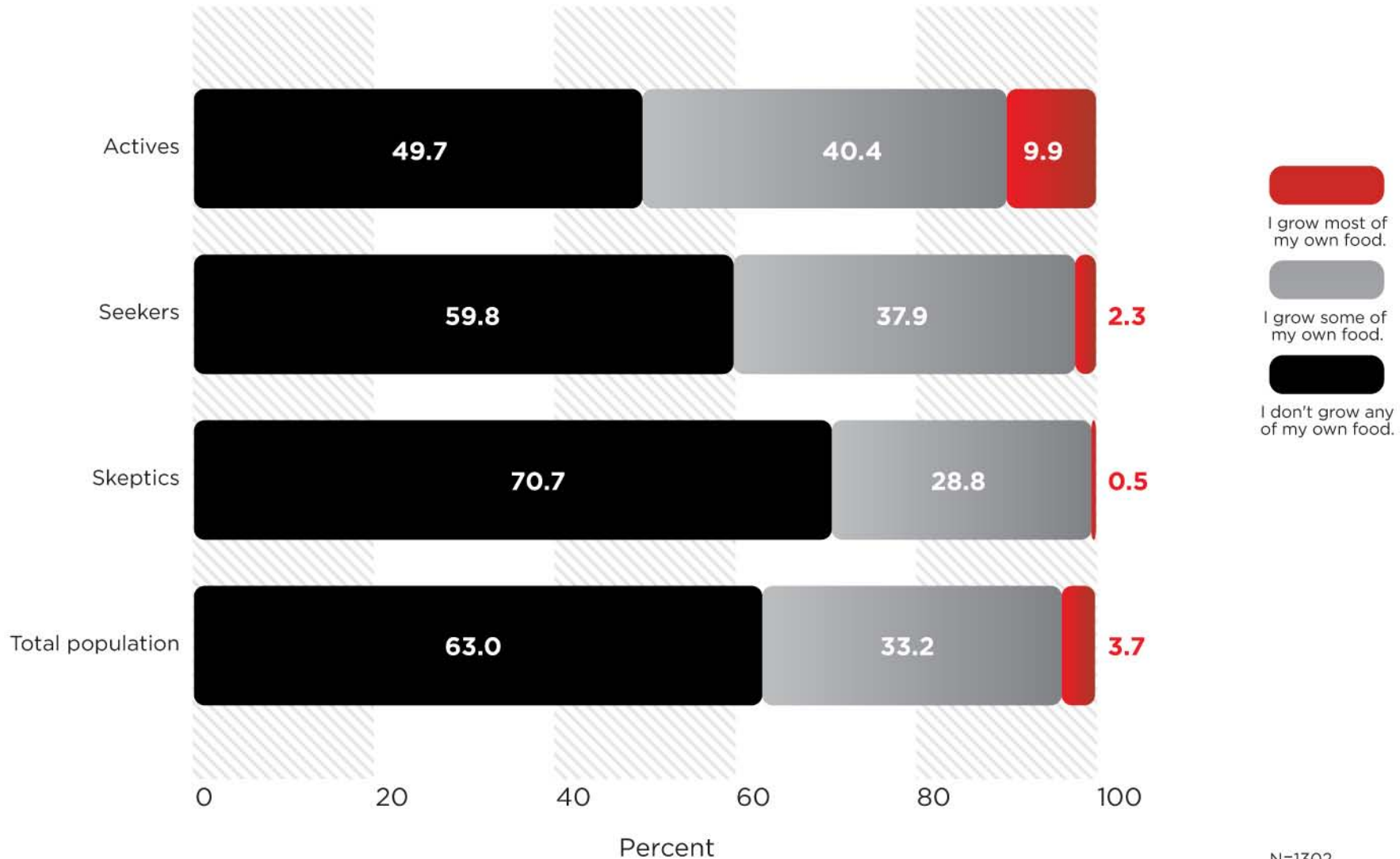
How green is your lifestyle? (Water conservation home products purchased or improvements made)

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2010



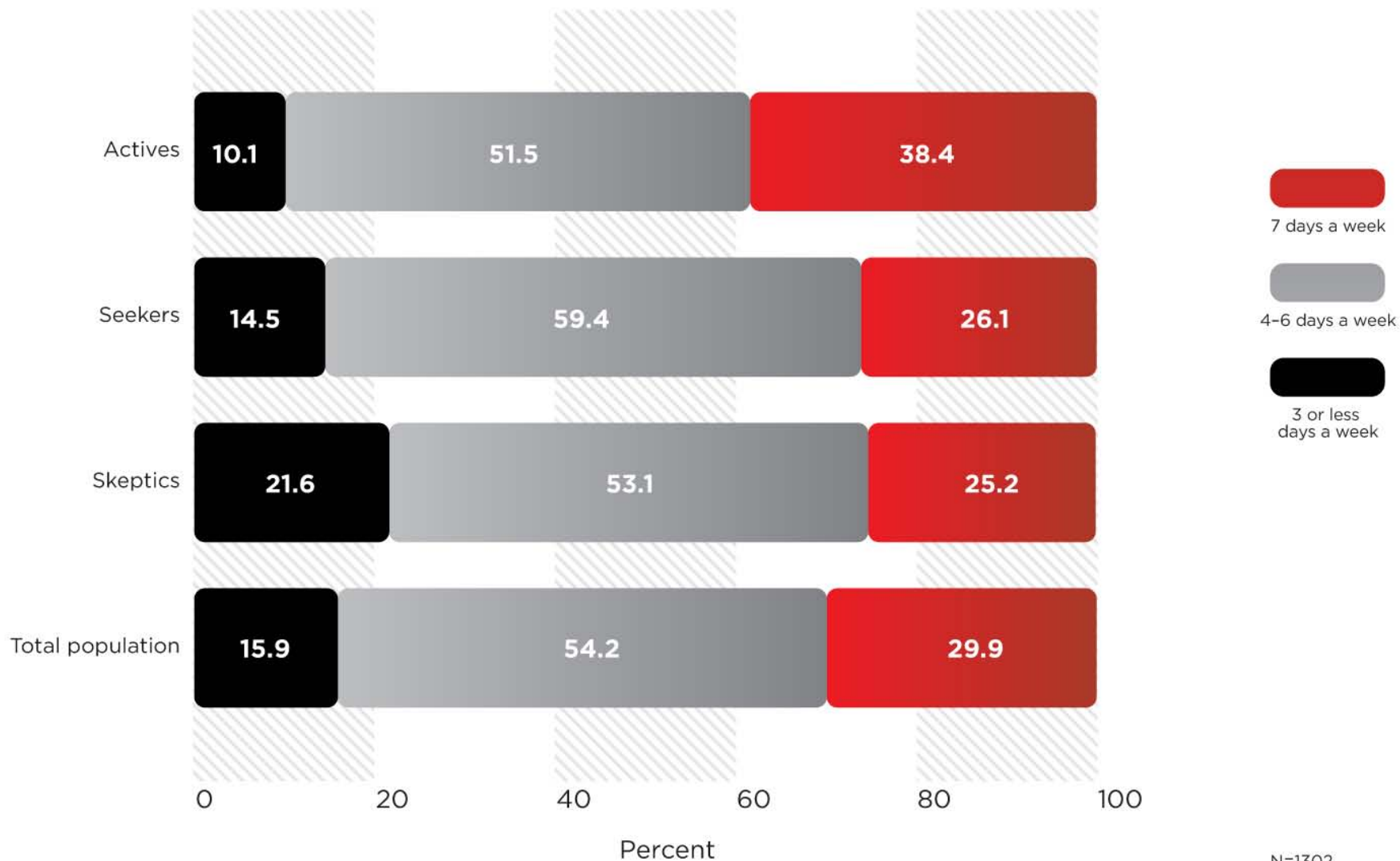
Have you or someone you care about been directly affected by a serious shortage of safe, drinkable water or water pollution?

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Which statement best describes you growing your own food?

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2010



How many days a week on average do you or does someone in your household cook dinner in your home, rather than eating out?

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2010

Key takeaways

- Green is officially a mainstream concept, and consumers are searching for greener products
- Water conservation is not top of mind, however, in the green conversation
- In Home Improvement green = energy efficiency
- Preserving natural resources is a motivator
- Kids are talking to their parents equally about both energy conservation and water conservation, and that can create change
- Deeper motivators are key (and you must get past the discomfort perception)
- There's a very specific target

Questions?

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Thank you!

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865-934-1765

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