



Moving Beyond Awareness: Using Segmentation to Drive a Movement

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Introduction

- Research was conducted for the California Public Utilities Commission (CPUC)
- Research to help inform the development of a marketing and outreach strategy
- Goal of marketing messages is ***behavior change***
- Segmentation may be leveraged for other purposes



Criteria for Actionable Segmentation (1)

- Represents the state's diversity
 - California is very diverse geographically, demographically, politically, and attitudinally
 - Used quotas to control the number of respondents filling certain groups

Criteria for Actionable Segmentation (2)

- Represents the state's diversity - attitudinally
 - Standard batteries measuring concern for energy efficiency show overwhelming concern for EE in California
 - Do not capture the wide range in understanding and personal concern for energy efficiency and conservation found through our ethnographic research in California
 - Carried out a pre-test to determine which questions have problem with skew

Criteria for Actionable Segmentation (3)

- Differentiates motivations and barriers among groups with respect to specific energy saving actions
 - To move households to the next level of action, need to overcome *barriers* and not necessary move them with motivations
 - Commonly cited motivations and attitudes of concern for EE do not always align with their actions
 - Survey included 20 questions on barriers, and goes one level deeper with motivations. Motivations and barriers included in segmentation were found to be linked to specific ES actions.

Criteria for Actionable Segmentation (5)

- Differentiates groups based on behaviors, not attitudes alone
 - Provides insights into current behaviors and potential to increase behaviors
 - Survey included 32 questions on behaviors & final scheme had clusters for both behaviors and attitudes



Criteria for Actionable Segmentation (6)

- Distinguishes EE and EC behaviors by cost and convenience levels
 - EE is a complex product with multiple behaviors. Further, the barriers and motivations around these types of behaviors are different
 - Grouped the behaviors into 5 indices and segmented on these rather than the 20 individual actions













Criteria for Actionable Segmentation (6)

- Provides demographic distinction
 - Need to be able to identify and target in the population
 - We used CART Analysis to relate our demographic variables to our final segments, and rejected models that were not well predicted by demographics.

Methods

- Pre-test to ensure sufficient variation and that attitudes, motivations and barriers predicted specific actions
- 752 responses to phone survey with California residents
- Multi-method segmentation approach
 - Excess of 15 segmentation schemes for comparison, using the cluster analysis and response-based approaches to segmentation
 - Final scheme had to be well predicted by demographic variables

Results – 5 segments

SEGMENT	E.E. RELEVANCE	MOTIVATION RANK	BEHAVIORAL MOVEMENT POTENTIAL
LEADING ACHIEVERS	 <p>← Low High →</p>	<p>1 Money 2 Environment 3 Foreign oil 4 Future gen. 5 Health</p> <p>→ 1 Climate chg. 2 Healthy env. 3 Future gen.</p>	 <p>← No Cost High Cost →</p>
PRACTICAL SPENDERS	 <p>← Low High →</p>	<p>1 Money 2 Foreign oil 3 Future gen. 4 Health 5 Environment</p> <p>→ 1 Energy independence 2 Nat'l security 3 Help economy</p>	 <p>← No Cost High Cost →</p>
STRIVING BELIEVERS	 <p>← Low High →</p>	<p>1 Money 2 Environment 3 Future gen. 4 Foreign oil 5 Health</p> <p>→ 1 Climate chg. 2 Resources 3 Animal and plant life</p>	 <p>← No Cost High Cost →</p>
THRIFTY CONSERVERS	 <p>← Low High →</p>	<p>1 Money 2 Environment 3 Foreign oil 4 Health 5 Future gen.</p> <p>→ 1 Climate chg 2 Healthy env. 3 Resources</p>	 <p>← No Cost High Cost →</p>
DIS-CONNECTED	 <p>← Low High →</p>	<p>1 Money 2 Environment 3 Help state lead 4 Health 5 Foreign oil</p> <p>→ 1 Animal and plant life 2 Healthy env. 3 Climate chg.</p>	 <p>← No Cost High Cost →</p>

Overview of Key Take-Aways (1)

- Behaviors should be incorporated to effectively move people to action
 - *Variation among attitudes for those who take certain behaviors*
 - *Striving Believers believe in energy saving movement but relative to all other segments have adopted fewer energy efficiency measures given their beliefs*
- Barriers matter more than motivations when moving households to action

Overview of Key Take-Aways (2)

- Outreach should leverage the current attitudes, values and beliefs of each target audience and speak to them in their terms
 - *Practical Spenders are not likely to respond to messages that promote saving the environment*
- Energy efficiency and energy conservation should be grouped according to cost and convenience
 - *Practical Spenders index higher on energy efficiency purchases but not higher on conservation actions, in contrast to the Thrifty Conservers*

Questions?

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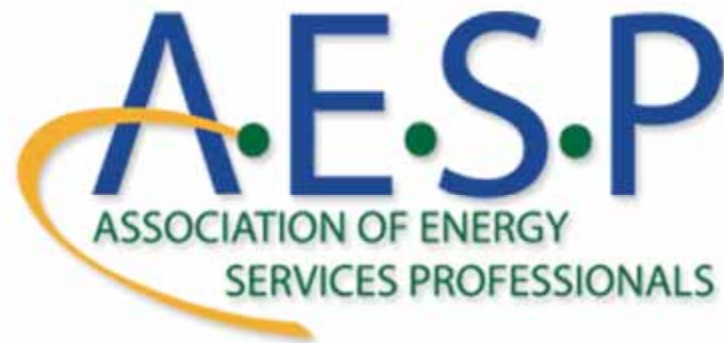
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Sources for Images

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