



SmartPower

Let's Get Energy Smart.

Customer Trends and Profiles

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Moderator



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SmartPower

Let's Get Energy Smart.

Who are we?

- SmartPower is a non-profit marketing organization dedicated to promoting *clean, renewable energy* and *energy efficiency*.
- We use market research to create campaigns, messaging and *real consumer behavior change* for utilities and state/federal agencies.
- We help utilities, state clean energy funds and federal programs reach their goals by spurring clean energy purchases and *long-term energy use reduction* across the country.



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The SmartPower Approach

84

PERCENT

of Americans say
they will buy clean
energy.



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< 3 of Americans
actually do.
PERCENT

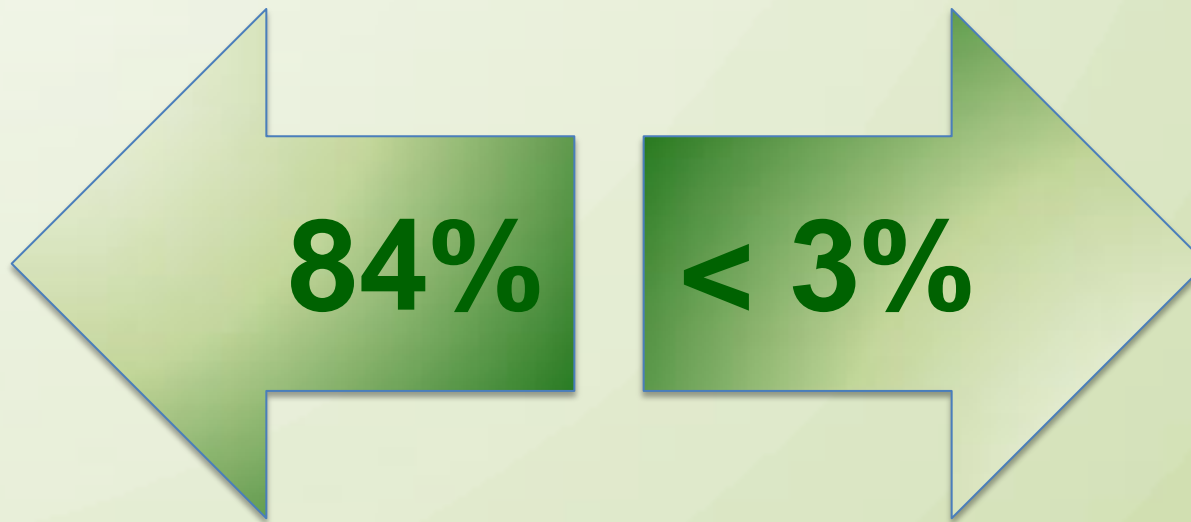


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The SmartPower Approach

... So why are the American people lying?





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“Fossil Fuel Died Today...” The Fossil Fuel Obituary Exercise

- SmartPower has been using this approach since 2002 to test attitudes about clean energy;
- The best way to tell how someone really feels about something – is to take it away from them. Hence, we ask the respondents to write “The Obituary: Fossil Fuels died today...”





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2003 Fossil Fuel Obituary

Fossil Fuel died after a long, slow illness called greed. Fossil has left the family of the Middle Eastern nations and former President George W. Bush and his cabinet members.

Currently, the world is adjusting from heating by oil and illuminating by electricity to solar and wind mill sources. There are several kinks to be worked out and roadblocks to conquer. Will we ever be warm again? Miss you fossil fuel.

— Massachusetts Opinion Leader



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2009 Fossil Fuel Obituary

“Fuel, Fossil...departed this Earth February 26, 2009. Cause of death is attributed to mass over-consumption and pure, unadulterated greed by those who used and abused her.

She will be remembered for her ability to provide warmth and transportation and for her gross mismanagement by mankind. It will take wind, solar, geothermal, hydro to replace her but mostly it will take mankind's vision of doing for oneself what is best for the entire planet. Godspeed!”

Connecticut Opinion leader



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The Four Barriers

SmartPower's eight years of consumer research have identified the **top four barriers** that consumers face when thinking about clean energy.

- **Reliability:** *"I don't know if it works!"*
- **Availability:** *"I don't know where to buy it or how to start."*
- **Cost:** *"Buying into the lifestyle is too expensive."*
- **Inertia:** It's always easier to do nothing.



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SPEAKERS

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Rachel Fagan

Green Mountain Energy Company

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