



Metro Watershed Partners Roundtable Discussion
Getting to the Greater Good
11.08.2011

We listen carefully to your objectives and your audience's needs to make things that matter.

Segmentation helps us identify the unique needs of an audience to better match our objectives with the things that are most important to them.

- + Identifiable: Are there unique characteristics of this group that are measurable?
- + Accessible: Can our group be reached through communication and distribution tools?
- + Substantial: Is the group large & important enough to dedicate resources specifically to them?
- + Unique Needs: Does the group have specific needs and response patterns that are different than other groups?
- + Durable: Does the group have characteristics that will define it over time?

How do you segment your audience? Which characteristics can be used to identify a segment. We find solutions that answer needs from a geographic, demographic, behavioral, lifestyle perspective.

- + Geographic: Region, SMSA, population density, climate.
- + Demographic: Age, gender, family size, family lifecycle, generation, income, occupation, education, ethnicity, nationality, religion, social class.
- + Lifestyle (psychographic): Activities, interests, opinions, attitudes, values.
- + Behavioral: Benefits, usage rate, brand loyalty, user status (first time, loyal), readiness to buy, occasions (holidays and events)

About the MN Energy Challenge

We started with “behavioral factors”. We did not have geographic data for our participants in the Challenge. We purchased a research study of Minnesota residents from Nielsen/Claritas.

- + Based on question response, were “More Likely to Conserve Energy Than Most; Try to Purchase Energy Efficient Products; Use Online Service, Energy Company: Pay Bill Online.”
- + Our sample of this group includes only Behavioral Greens.
- + This group of people thinks and acts green, holds negative attitudes toward products that pollute, incorporate green practices on a regular basis. For the whole state of Minnesota there are 510,808 households of 2,182,200 households or approximately 23.5% that fit this definition.

We added “geography”. The screen was designed to first target zip codes of the pilot MN CES program areas and then ensure that we had suburban and exurban representation.

- + We have targeted the zip codes of the pilot MN CES program areas (Minneapolis, St. Paul, Austin, Owatonna, Rochester, Apple Valley, Virginia & Duluth).
- + We added a cross-section of other suburban areas to include in our sample Andover, Hopkins, Eden Prairie, Prior Lake, Savage and Cottage Grove.

We looked at the top indexing segments in the Nielsen/Claritas data in 4 ways.

- + Entire State of Minnesota
- + 7 County Metro
- + Minneapolis/St. Paul (urban core)
- + Greater MN



- + Same segments, different order of appearance
- + Different segments

THREE KEY SEGMENTS

The Good Life



SEGMENT

This group is made up of households in the suburban, urban and small town areas that have above average household incomes and with few kids living at home (average income is between \$78,256 and \$155,209). This group is largely college educated with upper middle class incomes and small families who are older and are at the top of their careers. The predominant age ranges for this audience are 45-64, with some segments including younger audiences and others including some 65+. Primary residence is worth \$234,977 to \$617,787.

SUB-SEGMENTS

Home Sweet Home, Pools & Patios, Upper Crust, New Empty Nests, Movers & Shakers, Money & Brains, Big Fish, Small Pond, Country Squires, God's Country, Middleburg Managers, Traditional Times, Second City Elite

OTHER PSYCHOGRAPHIC DATA

- Has a 529 savings account and a bank card issued by First USA
- Use discount and full service brokerage firms: Charles Schwab, E*TRADE
- Folks are DIFM's (do it for me); uses property maintenance
- Contribute to PBS and public radio
- Belong to a country club, civic organization
- Attend opera performances
- Own a vacation/week-end home

House



Car



Lifestyle

EAT

formal



casual

SHOP

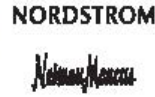
food



necessities



apparel



home



PLAY

activities



travel

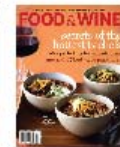


rejuvenation



Media

READ



WATCH



LISTEN



THREE KEY SEGMENTS

Active Family



SEGMENT

This group is made up urban and suburban families that have children at home. With the exception of one segment, they have household incomes of \$49,856 to \$105,311. They range in age between 25 and 45. Their home values range between \$147,347 and \$524,228—which the majority falling between \$226,815 and \$416,094. These segments are early adopters who are quick to check out the latest movie, nightclub, laptop, or microbrew.

SUB-SEGMENTS

Young Digerati, American Dreams, Bohemian Mix, Urban Achievers, Blue Chip Blues, Winner's Circle, Beltway Boomers

OTHER PSYCHOGRAPHIC DATA

- Education: college to graduate education plus
- Has a 529 savings account
- Uses service brokerage firm, E*Trade
- Participate/contribute to kid's school activities
- Attend NBA Games

House



Car



Lifestyle

EAT

formal



casual & child friendly



SHOP

food



necessities



kid apparel



apparel



apparel



PLAY

activities



sports events



Media

READ



WATCH



LISTEN



THREE KEY SEGMENTS

Enjoying the Simple Years



SEGMENT

This group is made up of older suburban homes and is populated by over-65 singles and married couples who maintain an easy going lifestyle. These families have a median income of \$32,175 to \$48,432. Their home values have the highest levels of home ownership often in the 90% range. Their home values are \$94,000 - \$192,988 at the very upper end.

SUB-SEGMENTS

American Classics, Domestic Duos, New Empty Nests, Gray Power, Traditional Times, Sunset City Blues, Simple Pleasures, Golden Ponds

OTHER PSYCHOGRAPHIC DATA

- Education: high school
- Discount brokerage firms; Sears credit care
- Contribute to PBS
- Belong to a veterans club, religious club, country club
- Play bingo, watch ice hockey and figure skating, go bowling, go sailing
- Own a bird (pet)
- Use property/garden maintenance service; own riding lawn mower

House



80



Lifestyle

EAT

dining out



dining in



PLAY

travel



activities



SHOP

food



necessities



apparel



home



pets






lawn care



collectables



how key segments might think about participating

	Teach / Lead Providing tools to help people share information and organize groups	Learn Educating people about conservation activities and how to do them.	Act Encouraging and people to actively conserve energy (at home).	Give / Support Provide people ways to donate money or provide support to others.	Why Provide reasons for people to participate
user needs	 <p>"The Good Life" Affluent Suburban Boomer Empty-Nester</p> <ul style="list-style-type: none"> • Help me show my grown kids how to save money on home energy by sharing what I know • Help me motivate others to share and socialize around a cause • Help me teach others why they should conserve • Help me organize an event 	<ul style="list-style-type: none"> • Help me make my home the best it can be • Tell me how I can make the biggest impact (with the least amount of effort) 	<ul style="list-style-type: none"> • Help me feel connected to my neighbors/ friends/family through the actions we take • Give us a good excuse to have fun together • Give me an action plan that's right for me • Help me make smart choices about purchases for the home • Help me feel good about actions I've already taken • Make it easy for me to conserve 	<ul style="list-style-type: none"> • Let me donate through group causes at work • Let me donate through someone I know • Help me support a good local cause • Let me provide encouragement to friends/family who are taking actions 	<ul style="list-style-type: none"> • Give me a reason to take action. • Show me that I can make a difference. • Help me feel like my actions will matter. • Show me why I should conserve energy. • Help me feel a part of a group. • Convince me that it's a good cause. • Make it fun!
	 <p>"Family Focused" Gen X Urbanite with Kids at Home</p> <ul style="list-style-type: none"> • Help me teach my kids how to conserve • Help me remind my kids to turn things off • Help me motivate others to share and socialize around a cause • Help me organize an event 	<ul style="list-style-type: none"> • Show me how to do these things myself • Teach me new ways to save money on home energy • Show me some simple things we can do together • Help me find events or activities in the community to attend with my family • Show me projects we can do as a family 	<ul style="list-style-type: none"> • Show me ways to we can participate as a family • Give me an action plan that's right for me • Help me make conservation a habit • Make it easy for me to conserve 	<ul style="list-style-type: none"> • Let us give as a family 	
	 <p>"Enjoying the Simple Years" Retired Small Town Dwellers on Fixed Income</p> <ul style="list-style-type: none"> • Help me show my friends/ neighbors how to save money on home energy • Help me give back to my VFW chapter by sharing what I know • Help me show my grown kids how to save money on home energy by sharing what I know • Help me teach my grand kids how to save money 	<ul style="list-style-type: none"> • Teach me new ways to save money on home energy • Show me the most effective ways to save money on home energy 	<ul style="list-style-type: none"> • Help me feel connected to my neighbors/ friends/family through the actions we take • Give me an action plan that's right for me • Help me feel good about actions I've already taken • Give me an action plan that's right for me • Show me how I could do more • Make it easy for me to conserve 		

Thank you!

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