

Who Are Lower-Income Consumers?

Within households that earn an income of less than \$50,000 per year, only about one-quarter qualify as low income based on national poverty guidelines. However, cost is a primary barrier to energy efficiency.

Barriers to Energy-Saving Activities

Top 3 Statements (% always/often applies)



61%

As a renter, I can't change features to make my home more energy efficient
**Renters only*



46%

Replacing inefficient equipment with more efficient ones costs me too much money

Always Think About Energy Efficiency

Top 3 Statements (% always)



47%

The money I can save



44%

The environmental benefits



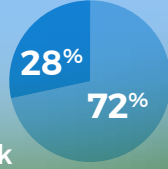
32%

To make my home more comfortable

Income Level

28% Low Income <\$13k

72% Moderate Income >\$13k



Electricity Bill Amount



\$100
Median

\$118
Mean

Homeownership



45%
Rent



55%
Own

PERSONA #1:

Environmentally Driven

For this persona, the environment is paramount in their values, and they are more likely to think they can do more to protect the environment. These consumers have a lower electricity bill than the Smart Energy Decliners and are more likely to own their home.

Note: National % in Blue

Barriers to Energy-Saving Activities

Top 3 Statements (% always/often applies)



20% vs. 21%

Saving energy makes my home uncomfortable or is inconvenient



20% vs. 21%

It's not worth the trouble because my electric bill is affordable



17% vs. 18%

My efforts to save energy at home do not positively impact the power system

Always Think About Energy Efficiency

(% always)



44% vs. 31%

The environmental benefits



32% vs. 24%

For future generations

IAT Agreement with Key Statements

Total Agree

94% vs. 81%
The government should invest more in renewable energy sources

91% vs. 79%

I am concerned about how pollution impacts my personal health and the health of my family

67% vs. 62%

I can easily understand how to use new smart technologies

42% vs. 49%

I am already doing enough to protect/save the environment

14% vs. 23%

It is not the government's role to protect the environment

PERSONA #2:

Smart Energy Receptive

Contrary to the Climate Change Skeptics, the Smart Energy Receptive are more evenly split between renters and owners. They have a higher electricity bill and think about the environment more than Skeptics. However, they are concerned about the comfort in their home when it comes to saving energy.

Note: National % in Blue

Barriers to Energy-Saving Activities

Top 3 Statements (% always/often applies)



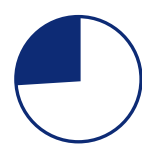
30% vs. 21%

Saving energy makes my home uncomfortable or is inconvenient



28% vs. 18%

My efforts to save energy at home do not positively impact the power system



26% vs. 21%

It's not worth the trouble because my electric bill is affordable

Always Think About Energy Efficiency

(% always)



34% vs. 31%

The environmental benefits



30% vs. 24%

For future generations

IAT Agreement with Key Statements

Total Agree

91% vs. 79%
I am concerned about how pollution impacts my personal health and the health of my family

89% vs. 81%

The government should invest more in renewable energy sources

72% vs. 62%

I can easily understand how to use new smart technologies

50% vs. 49%

I am already doing enough to protect/save the environment

24% vs. 23%

It is not the government's role to protect the environment

PERSONA #3:

Smart Energy Decliners

Smart Energy Decliners are less likely to rent and have a lower bill than the Climate Change Skeptics. However, they do not think it is worth the trouble to save energy and are not concerned about the environment.

Note: National % in Blue

Barriers to Energy-Saving Activities

Top 3 Statements (% always/often applies)



28% vs. 21%

It's not worth the trouble because my electric bill is affordable



24% vs. 21%

Saving energy makes my home uncomfortable or is inconvenient



22% vs. 18%

My efforts to save energy at home do not positively impact the power system

Always Think About Energy Efficiency

(% always)



20% vs. 31%

The environmental benefits



16% vs. 24%

For future generations

IAT Agreement with Key Statements

Total Agree

74% vs. 51%
The government should invest more in renewable energy sources

71% vs. 79%

I am concerned about how pollution impacts my personal health and the health of my family

62% vs. 49%

I am already doing enough to protect/save the environment

52% vs. 62%

I can easily understand how to use new smart technologies

32% vs. 23%

It is not the government's role to protect the environment

PERSONA #4:

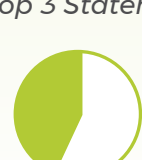
Climate Change Skeptics

Climate Change Skeptics tend to be renters with higher than average electricity bills. They are less likely to be concerned about the environment or saving energy. In addition, they want limited government involvement in protecting the environment.

Note: National % in Blue

Barriers to Energy-Saving Activities

Top 3 Statements (% always/often applies)



39% vs. 18%

My efforts to save energy at home do not positively impact the power system



36% vs. 21%

Saving energy makes my home uncomfortable or is inconvenient



31% vs. 21%

It's not worth the trouble because my electric bill is affordable

Always Think About Energy Efficiency

(% always)



27% vs. 31%

The environmental benefits



24% vs. 24%

For future generations

IAT Agreement with Key Statements

Total Agree

73% vs. 79%
I am concerned about how pollution impacts my personal health and the health of my family

72% vs. 49%

I am already doing enough to protect/save the environment

65% vs. 81%

The government should invest more in renewable energy sources

63% vs. 62%

I can easily understand how to use new smart technologies

47% vs. 23%

It is not the government's role to protect the environment

