

Vermont
Energy Investment
Corporation

Insights into the Hard-to-Reach Moderate Income Market

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Vermont Energy Investment Corporation

About VEIC

- Non-profit with 300+ employees
- Reduce economic & environmental costs of energy
- Energy efficiency, renewables, and transportation
- National and international clients
- Program design and evaluation
- Transformative policy, advocacy, and research
- Clients: government agencies, regulators, utilities, foundations, and advocates



veic.org

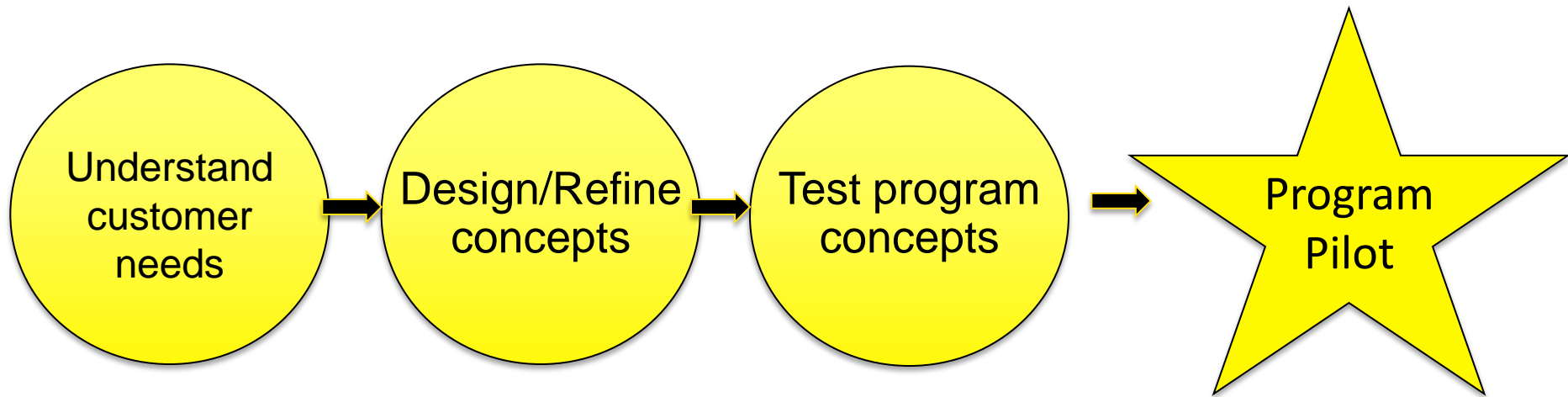


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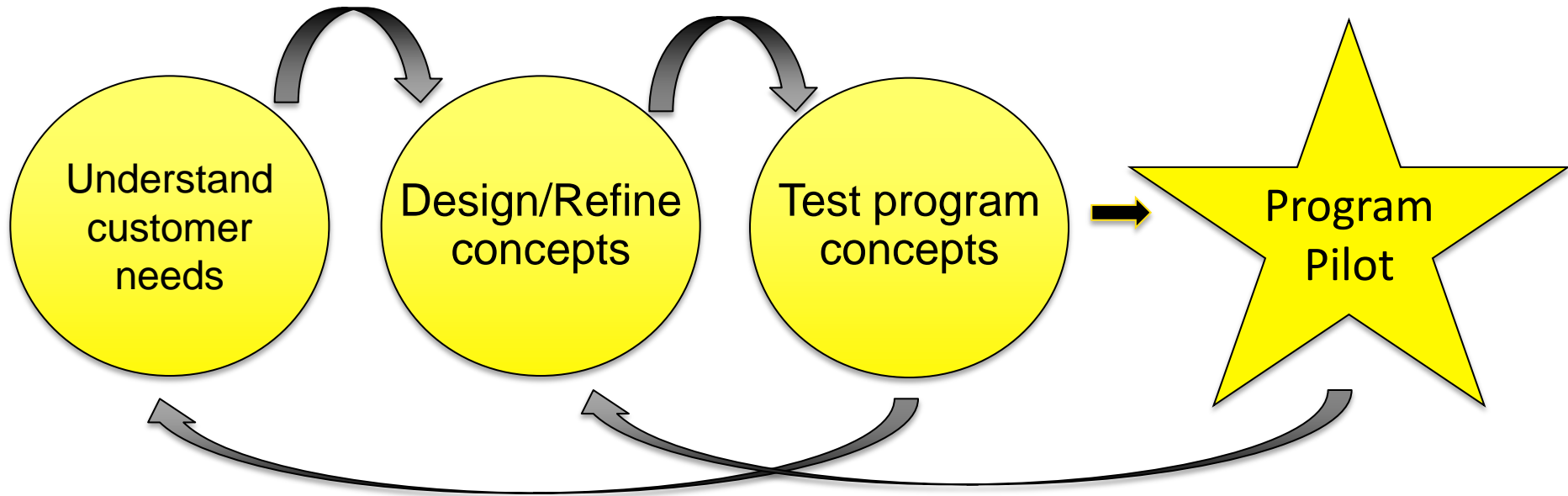


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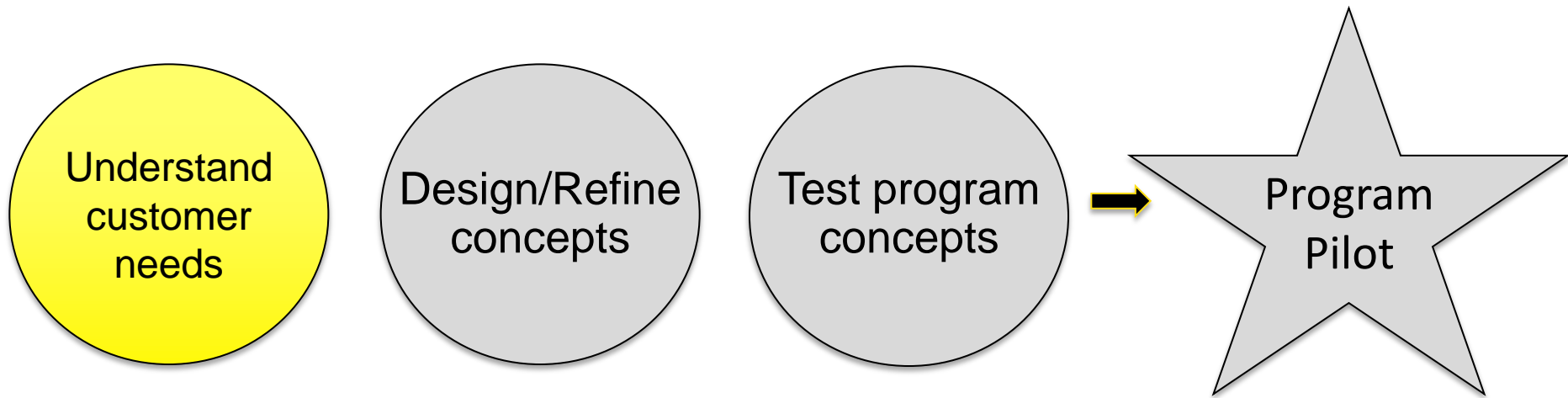
Research Journey



Research Journey: Test & Learn



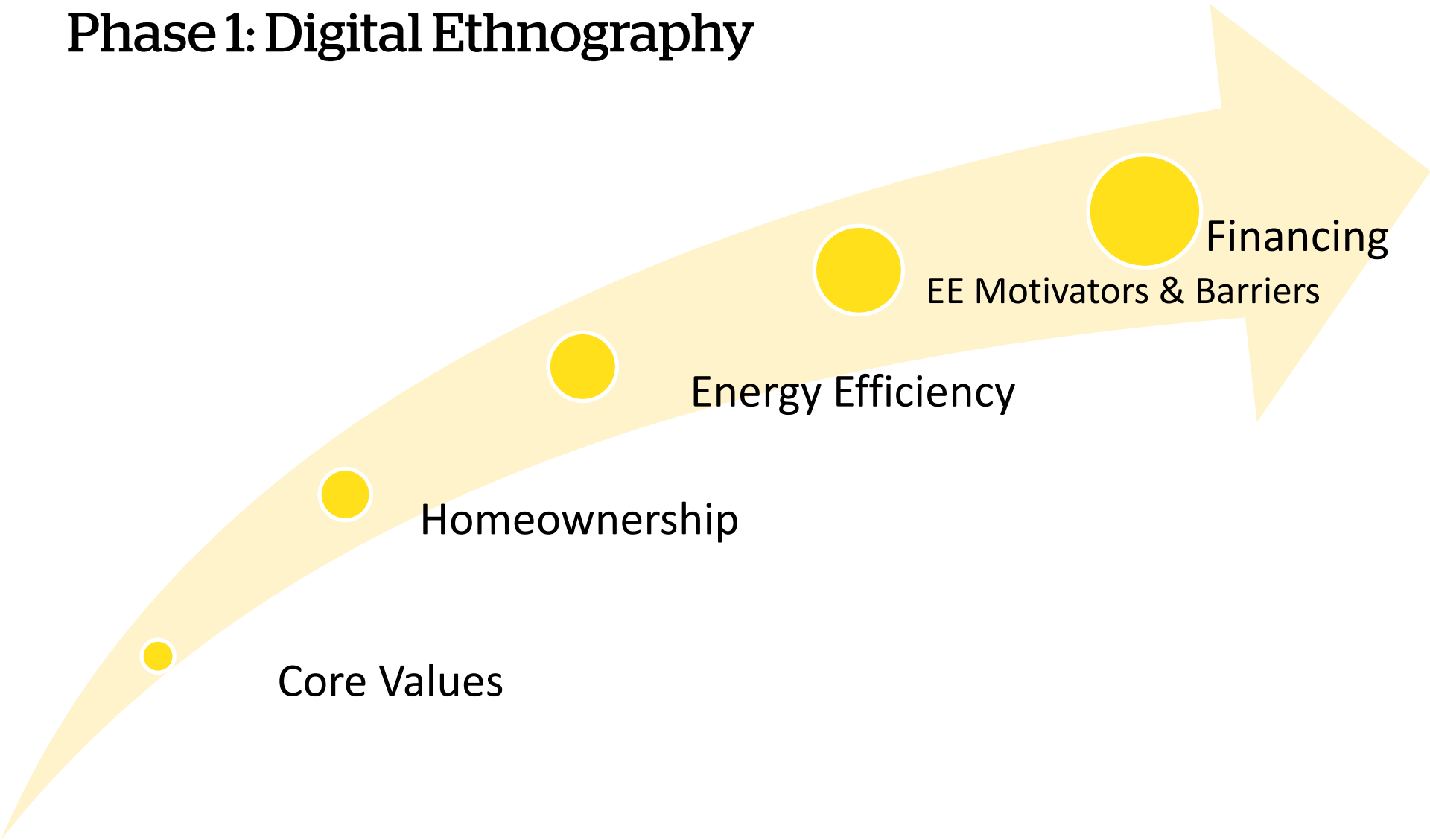
Phase 1: Qualitative Research



PHASE 1:
Digital Ethnography

“
*What makes moderate income
Vermont homeowners tick?*”

Phase 1: Digital Ethnography



Vermonter Values



Environmental concern
Conscious consumption
Self-sufficient pride

Home Is Where the Repairs Are



Competing priorities
Small steps
Unending wish list
Home is where I'm comfortable and safe

Pragmatic Money Managers



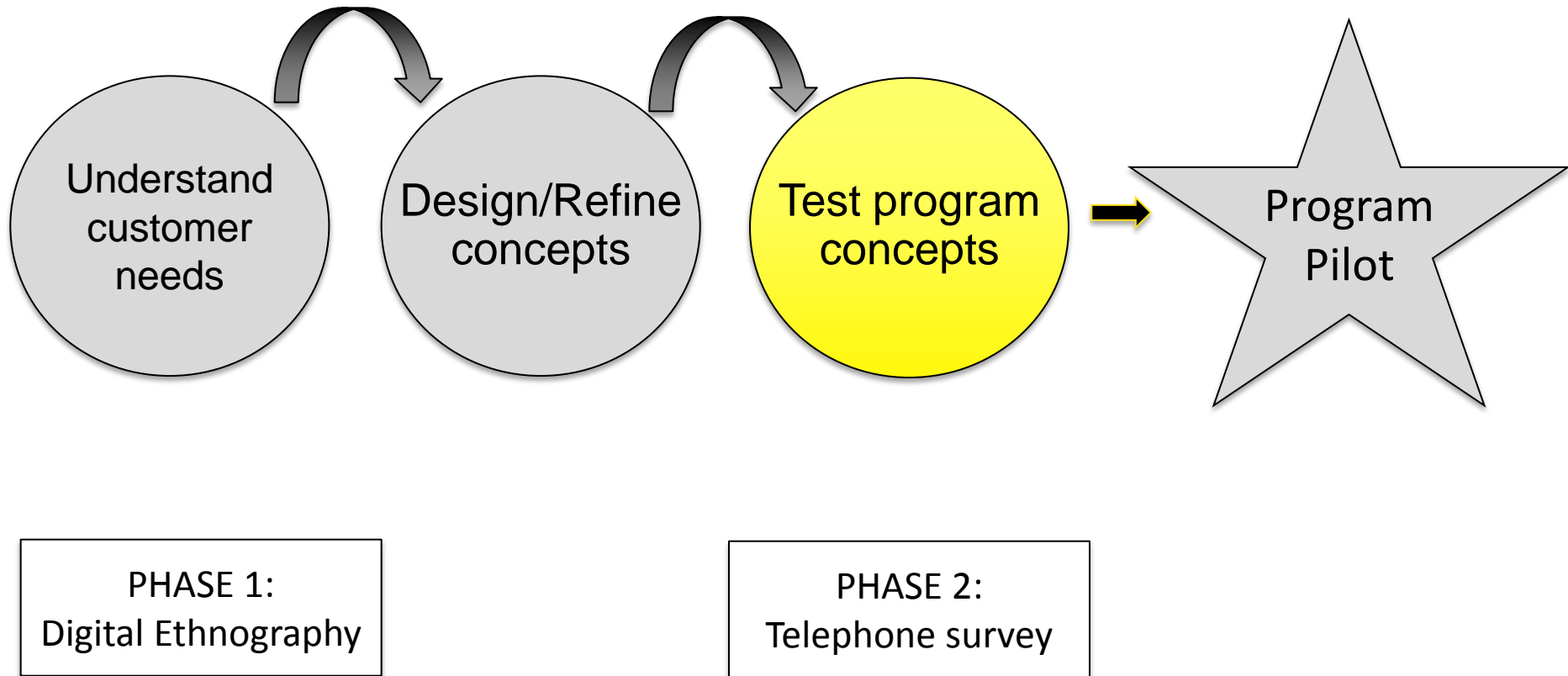
Living on a budget
Creative compromisers
Debt averse
Weighing needs vs. wants
Energy efficiency aspirations

Conservation Is Cheap Efficiency Is Expensive



Believe and behave – but don't buy
Educated but not yet effective

Phase 2: Quantitative Research



“
*What programs and packages will
appeal most to moderate income
homeowners?*”

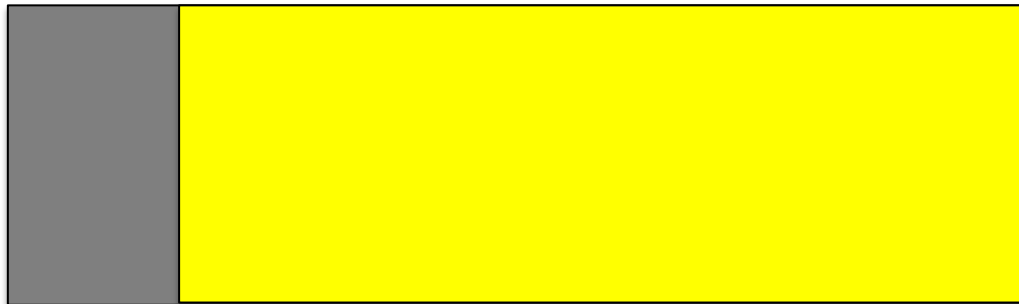
Phase 2: Quantitative Research

How interested are you in making your home use less energy?

**Very
Uninterested**

Bottom 2 Box

-7%



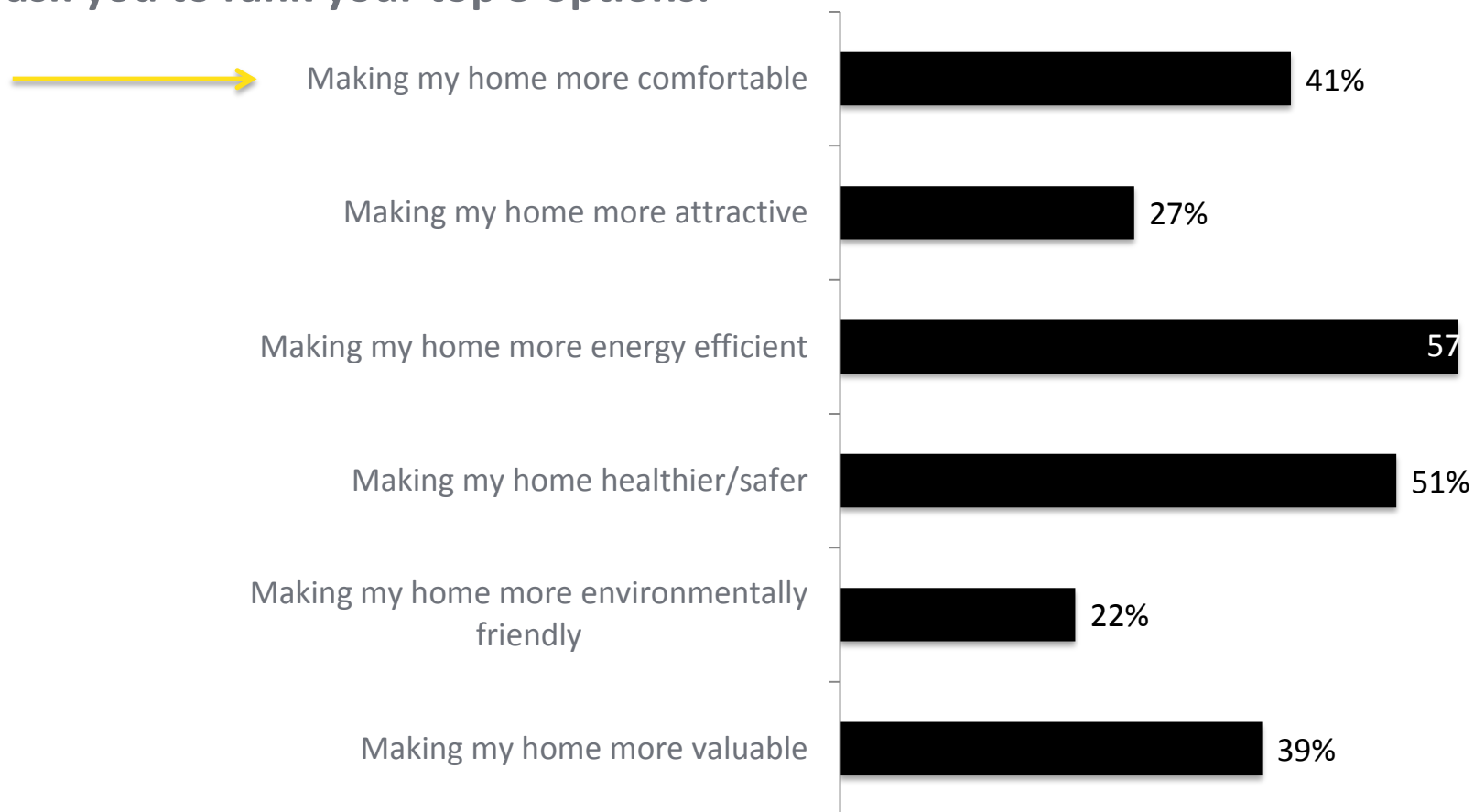
**Very
Interested**

Top 2 Box

86%

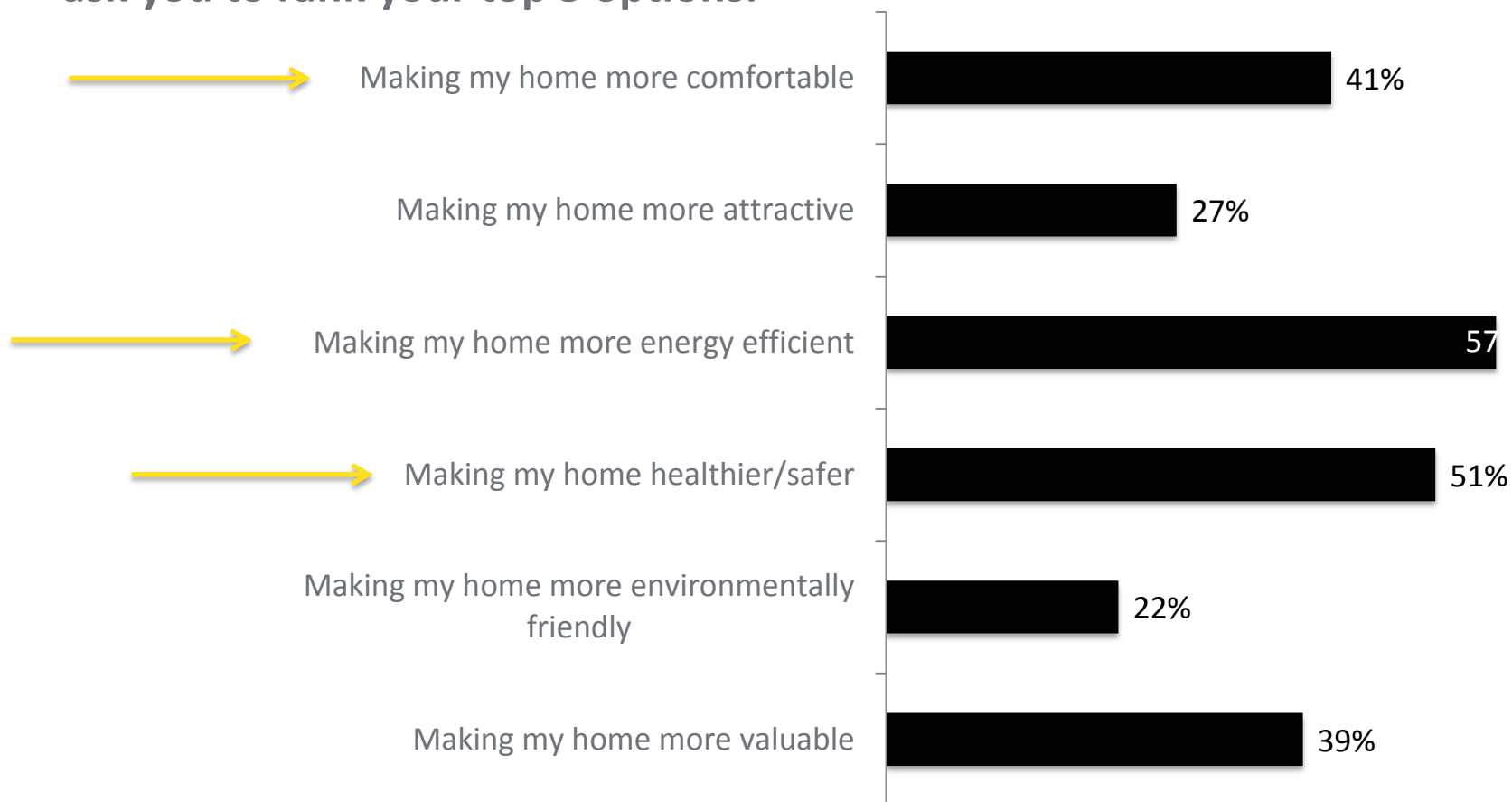
Phase 2: Quantitative Research

I'm going to read you a list of 6 areas in which someone might invest in home improvements. After I read all of the statements to you, I'll ask you to rank your top 3 options.

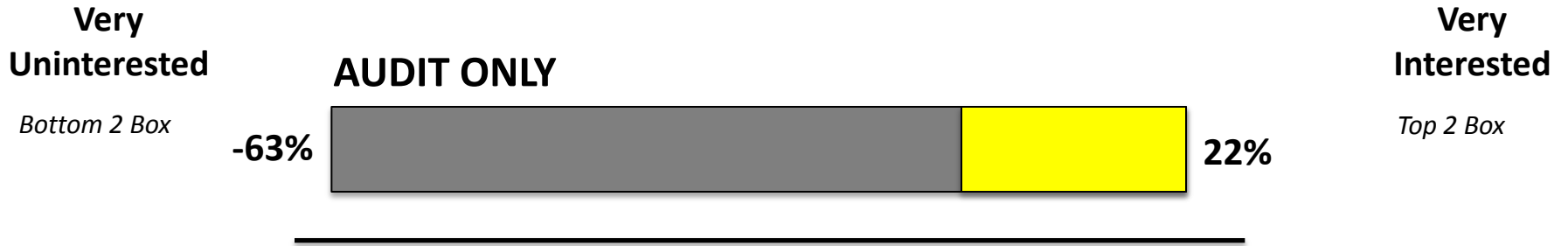


Phase 2: Quantitative Research

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Phase 2: Quantitative Research



Phase 2: Quantitative Research

**Very
Uninterested**

Bottom 2 Box



**Very
Interested**

Top 2 Box



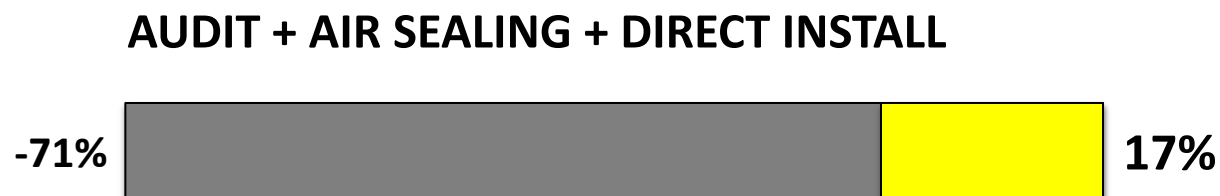
Phase 2: Quantitative Research

**Very
Uninterested**

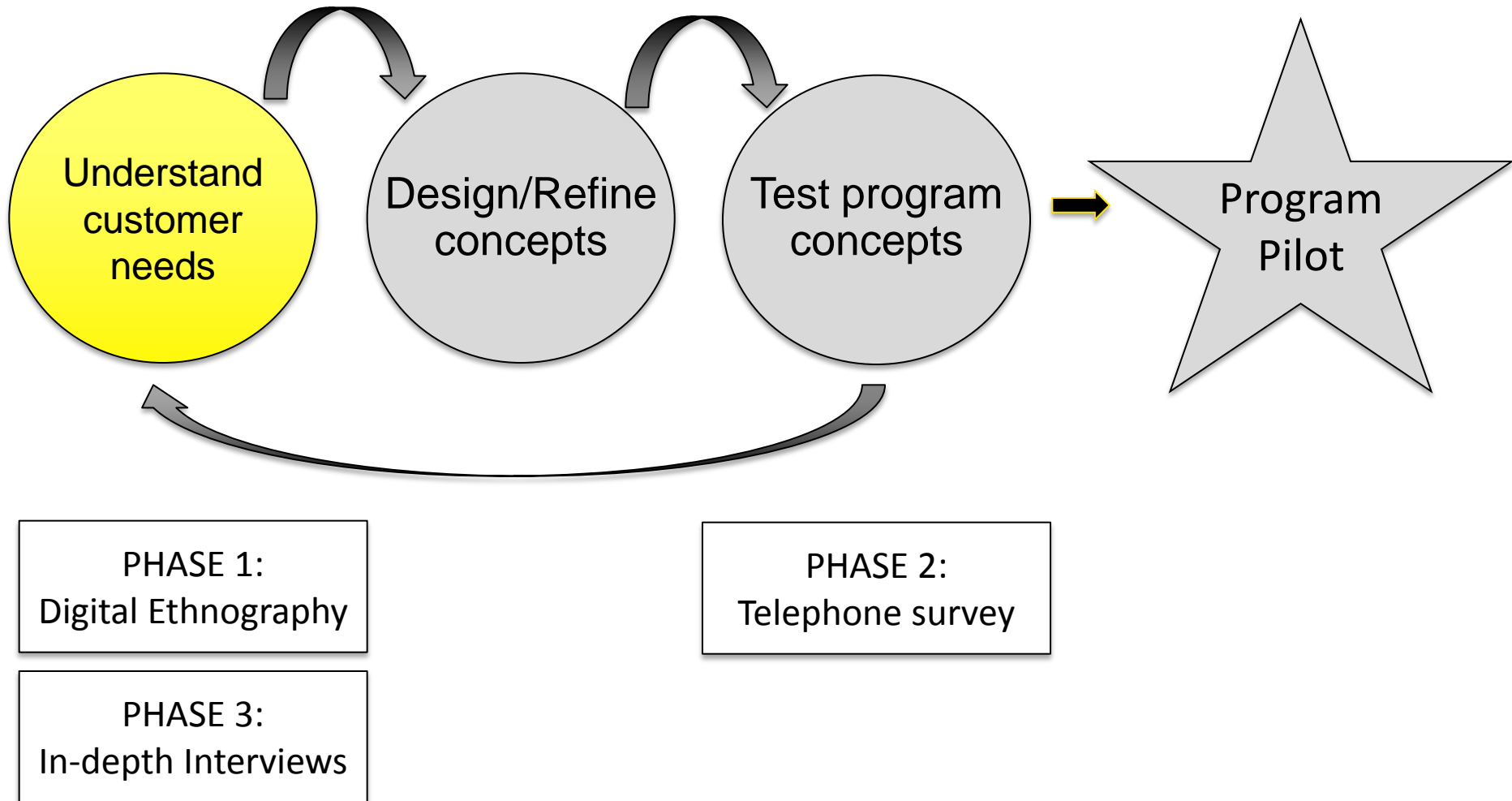
Bottom 2 Box

**Very
Interested**

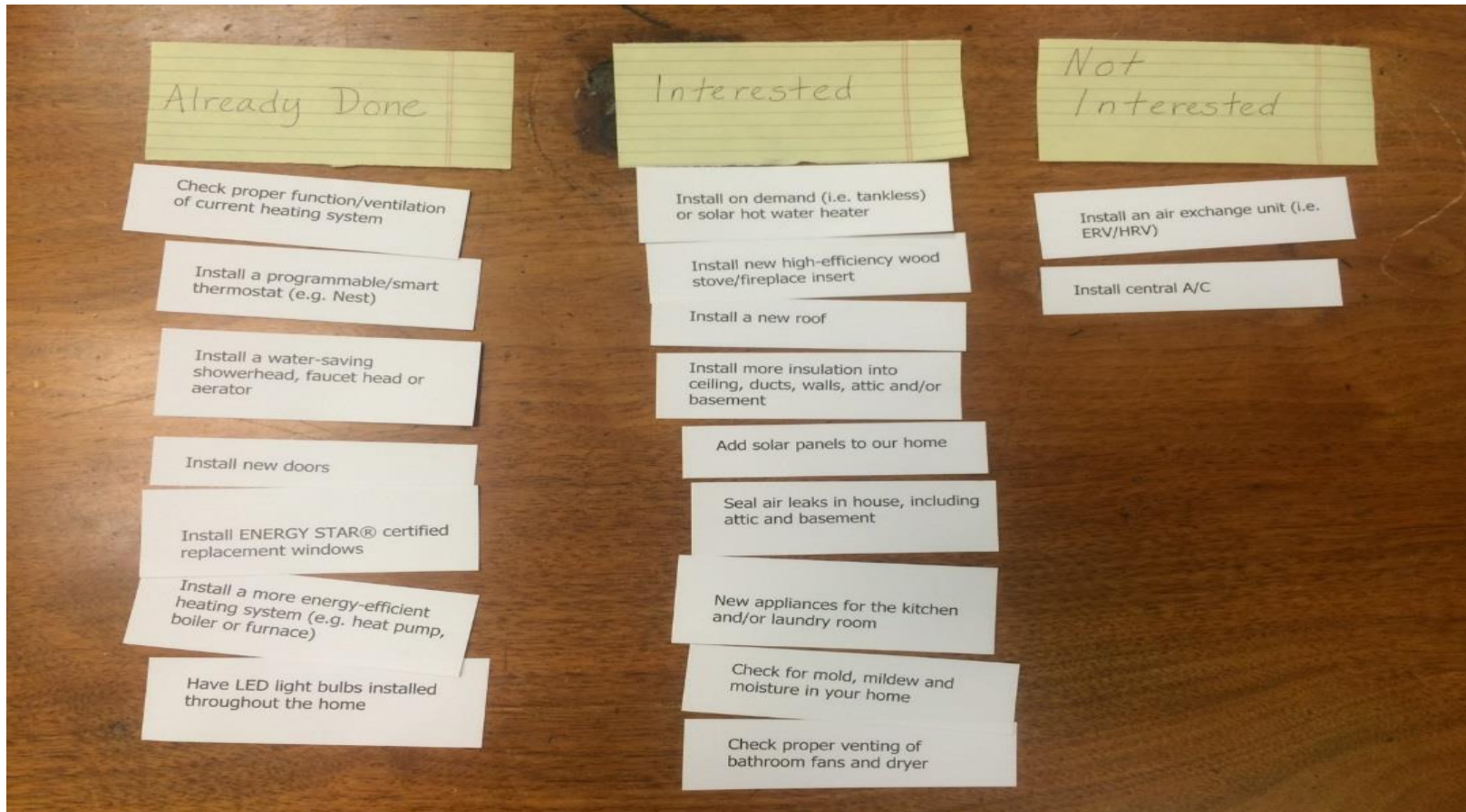
Top 2 Box



Phase 3: Qualitative Research



Ideal Product Exercise



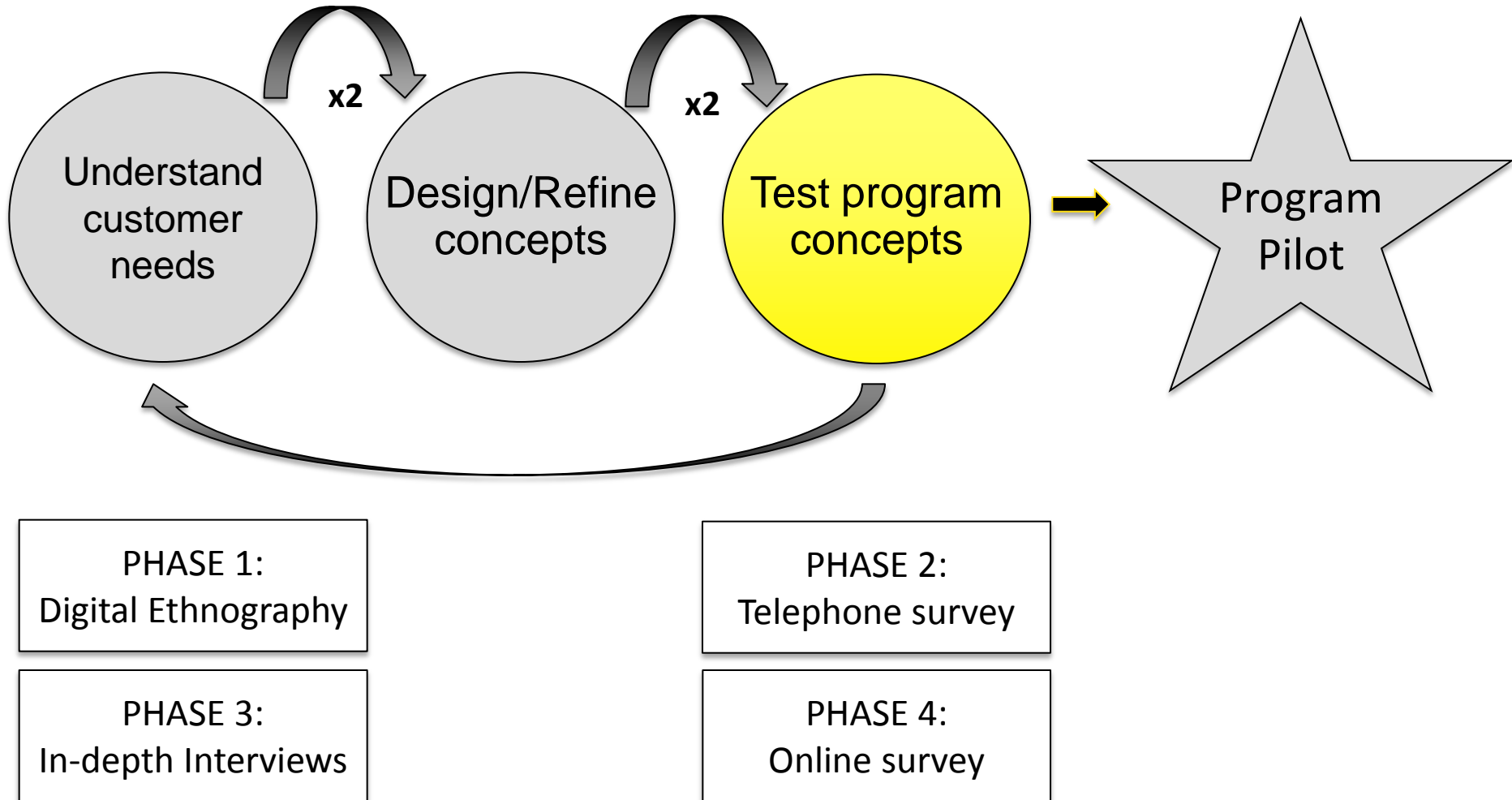
Biggest perceived impact?

COMFORT	LOWER BILLS	INCREASE RESALE VALUE
Seal air leaks	Seal air leaks	Seak air leaks
Install more insulation	Install more insulation	Install more insulation
More EE heating system	More EE heating system	More EE heating system
ENERGY STAR® windows	Add solar panels	ENERGY STAR® windows
Install new doors	LED light bulbs	Add solar panels
Home energy assessment		Install new doors

Service delivery doesn't align with customers' preferred approach to improvements.

Customers' approach:	Efficiency Vermont's program:
Self-identified list	Audit
"Chunking" projects	Comprehensive work
DIY	Pre-qualified contractor

Phase 4: Quantitative Testing



Phase 4: Concept Testing

Concept:

Efficiency Vermont offers an in-store discount that is automatically applied at the register, on high-quality insulation and air sealing materials.

POS Discount



63%

Top 2 Box

Phase 4: Concept Testing

Post-Install Rebate



66%

Top 2 Box

Concept :

You (or a contractor) air seal and insulate your attic, basement and/or rim joists. After the insulation work is completed, you are eligible to receive up to \$150 for each area that insulated and air sealed – up to \$450 in total. To receive the rebate, you submit proof of air sealing and insulation materials, complete a checklist of the project scope, and submit a rebate form.

Phase 4: Concept Testing

Post-Install Rebate



POS Discount



Phase 4: Concept Testing

Post-Install Rebate



73%

POS Discount



27%

Final Thoughts

- Beginner's mindset
- Human-centered
- Iterative approach