

The background features a light gray molecular structure pattern at the top and bottom, with various geometric shapes like pentagons and hexagons scattered throughout. Three orange circles are positioned horizontally across the middle of the page, each containing a white number.

1

A Method for
Segmenting
Customers

2

Energy and
Health
Personas

3

Simple
Message
Examples

The background features a light gray network of interconnected nodes and lines, overlaid with various molecular structures such as hexagons and pentagons. Some shapes are solid, while others are outlined. The overall aesthetic is clean and technical.

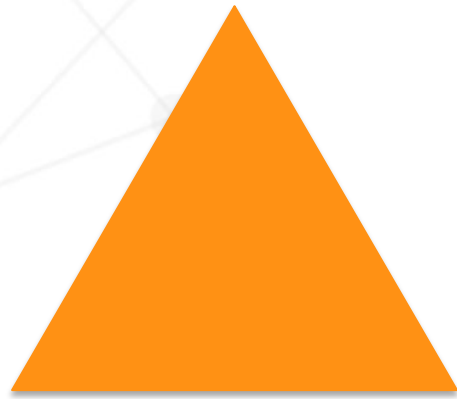
Meet your

customers

where they are

Where are your customers?

And how can you meet them there?



PHYSICALLY



COGNITIVELY



EMOTIONALLY

Segment customers into

**behavioral
archetypes**

Population
Research



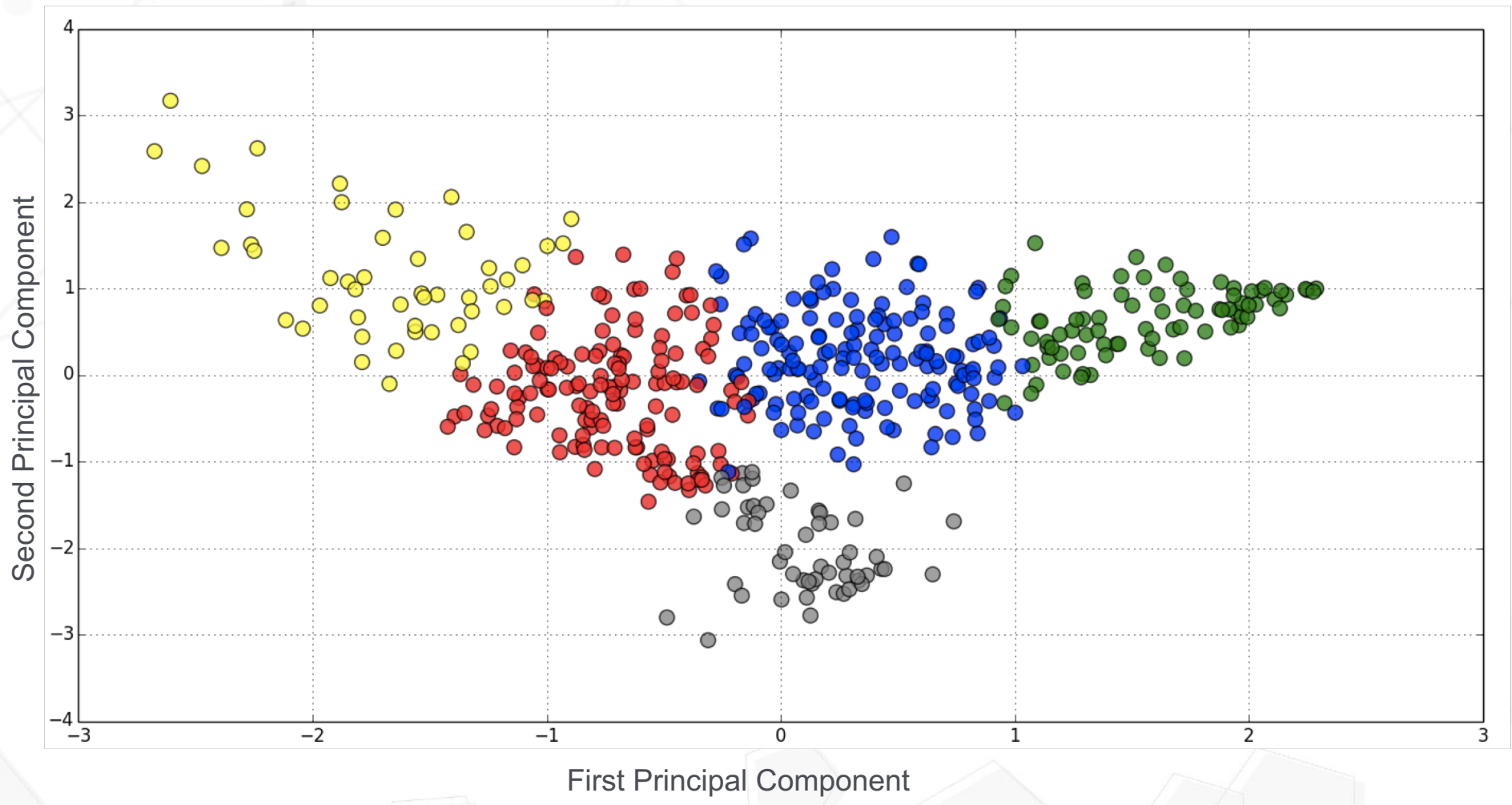
Cluster
Analysis



Proprietary
Survey



Algorithm
Development



ENERGY

HIGH



Environmental Focus

LOW



HIGH

Economic Sensitivity

ENERGY

Environmental Focus

HIGH



True Believer

Concerned Parent

Cautious Conservative

Working-Class Realist

LOW



HIGH

Economic Sensitivity

ENERGY

	Low Economic Sensitivity	High Economic Sensitivity
High Environmental Focus	<p>True Believer</p> <ul style="list-style-type: none">• Passionate about protecting the environment.• Early adopters of technology.• Biggest participant in energy efficiency programs.	<p>Concerned Parent</p> <ul style="list-style-type: none">• Tightly manages household budget.• Wants to leave the world a better place for future generations.• Prioritize spending to make home healthier, safer and more comfortable
Low Environmental Focus	<p>Cautious Conservative</p> <ul style="list-style-type: none">• Driven to save money and gain control of energy costs.• Believes in energy independence.• Most satisfied with their utility.	<p>Working-Class Realist</p> <ul style="list-style-type: none">• Focused on financial survival; driven to save money.• Feel helpless against rising energy costs.• Least satisfied with utility.

HEALTH

Trust in Institutions

HIGH



LOW



HIGH

Health Status

HEALTH

Trust in Institutions

HIGH



LOW

Trusting Traditionalist	Fit Friendly
Stubborn Skeptic	Hesitant Hopeful



HIGH

Health Status

HEALTH

	Low Health	High Health
High Trust	<p>Trusting Traditionalist</p> <ul style="list-style-type: none">• Oldest demographic with the most healthcare conditions.• Strongly trusts and relies on doctors.• Most satisfied with healthcare.	<p>Fit Friendly</p> <ul style="list-style-type: none">• Youngest and most fit demographic.• Trust doctors as partners in health.• Most educated and tech-savvy.
Low Trust	<p>Stubborn Skeptic</p> <ul style="list-style-type: none">• Second oldest demographic.• Lowest trust in doctors; least likely to have a regular physician.• Least educated and tech-savvy	<p>Hesitant Hopeful</p> <ul style="list-style-type: none">• Second youngest demographic.• Low trust in doctors.• Generally healthy and only seek care when needed.

ENERGY

Environment

True Believer	Concerned Parent
Cautious Conservative	Working-Class Realist

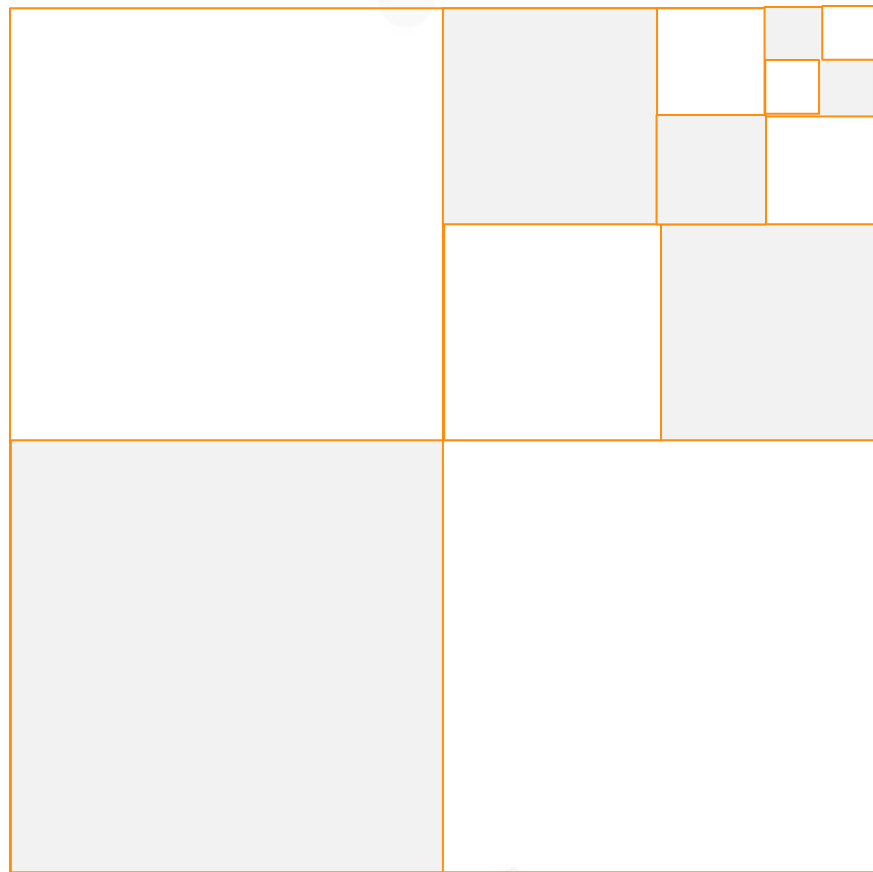
Economic

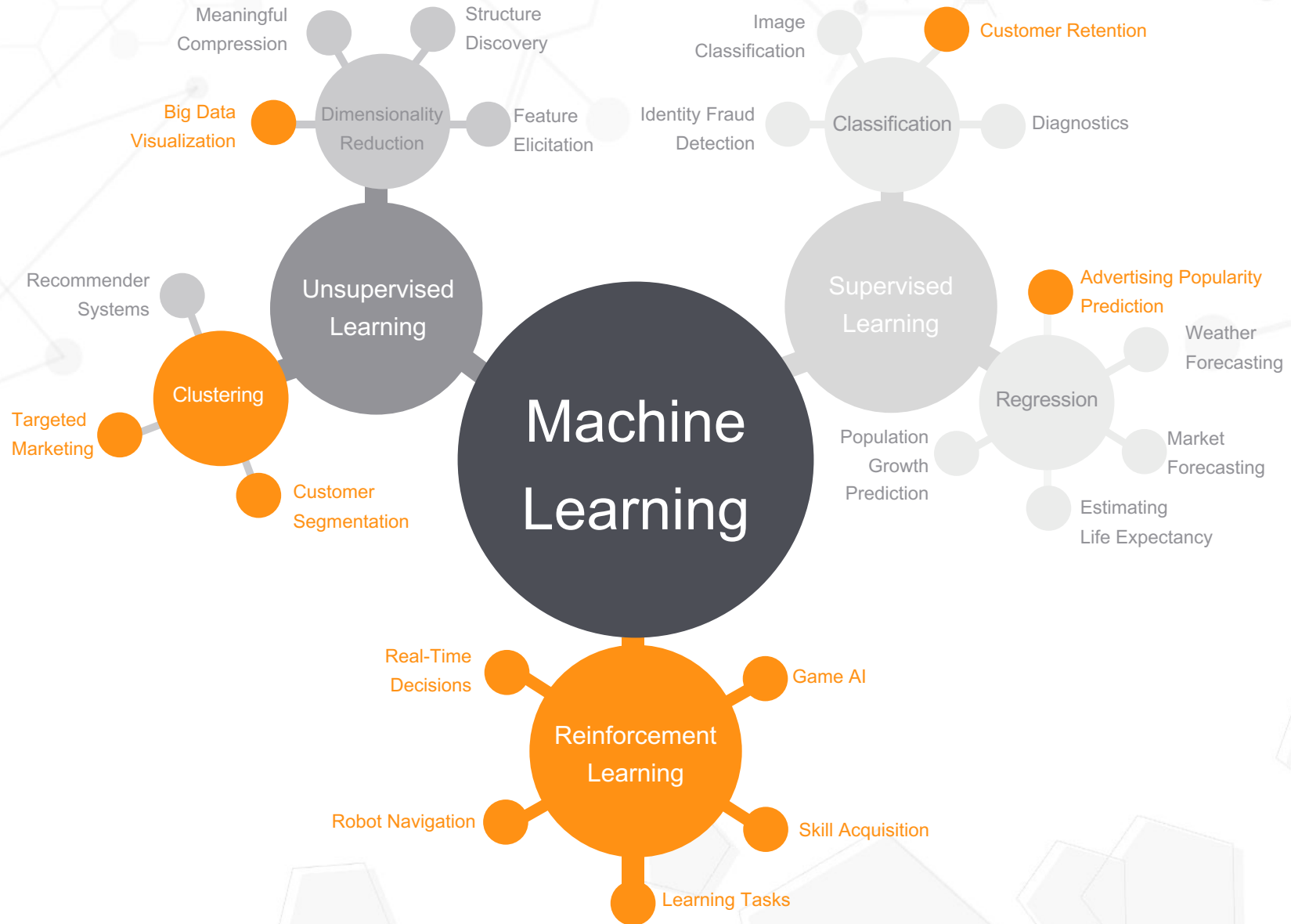
HEALTH

Trust

Trusting Traditionalist	Fit Friendly
Stubborn Skeptic	Hesitant Hopeful

Health







A healthy home is a happy home.

Protect your family's health.

Don't wait. Start today.

You care about the home you provide for your family. There are energy efficiency improvements you can make for a safer, healthier home environment.

For example, use the "auto" brightness setting for high-definition TVs.

Reduce eye strain and control energy costs using this setting. It's like dimming the screen on your smartphone to slow battery drain.



What do your planet, home, and health have in common?

YOU can make them better.

Protect your world.

Protect your health.

The 4th National Climate Assessment confirms that impacts from climate change on air quality, extreme weather, and the transmission of diseases through food, water, and insects threaten the health and well-being of Americans. Fight climate change by saving electricity.

Start here: Use zone heating/cooling to your advantage.

Make the most of your energy by directing heating and cooling only to rooms that are occupied. The 4th National Climate Assessment says the time for change is now.



Do no harm to your family's future.

One easy way to do better: Regularly remove dryer lint.

Keep your home safe, healthy, and efficient.

Show your loved ones you want them to thrive for many years to come. A small step can preserve energy, lower your electric bill, and protect your family while teaching them safe, healthy habits.

Regularly remove dryer lint.

Help prevent dryer fires—and reduce drying time—by removing lint from collection traps or screens before each load (and regularly from the vent).



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lirio

The Behavior
Change Company



ACEEE 2018 Conference on Health, Environment, and Energy

**In Me, On Me, Around Me: Messages that Motivate
Energy Efficient Choices**

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