Claritas Energy Behavior Track Profiles 2022 Release Notes

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OVERVIEW

Claritas Energy Behavior Track Profiles help you identify consumers based on various energy usage and conservation behaviors and beliefs. By using Claritas Energy Behavior Track Profiles to develop consumer groups, you should experience a greater return on investment for your marketing campaigns as well as increased usage of your various services and programs. Claritas Energy Behavior Track Profiles are created for the Claritas PRIZM Premier segmentation system.

A profile consists of a series of counts (one for each segment) that represents the base from which the behavior is drawn (e.g., total respondents) as well as a series of counts for those who exhibited the behavior. Some profiles may also represent consumption for the behavior across the segment, such as the monthly bill cost for electricity, gas and other fuel.

WHAT'S NEW

There are a total of 217 new profiles in this year's Energy roster.

DATA DESCRIPTION

The Claritas Energy Behavior Track Profiles are built from data collected by the Claritas Energy Behavior Track Survey. This survey is fielded annually to over 32,000 head-of-household respondents and is designed to generate a national representative sample of U.S. households and to collect information about products and services used and owned, attitudes and opinions, and service costs.

Segmentation Systems

Claritas Energy Behavior Track Profiles are available on the Claritas PRIZM® Premier segmentation system.

PRIZM® Premier, the latest version of Claritas' flagship segmentation system, utilizes new data sources that have become available since the current PRIZM model was first released in 2002, and better reflects the demographic characteristics and purchase behavior of today's households. Key inputs which help define the PRIZM Premier segments include Claritas' Income Producing Assets, which measures a household's liquid assets, and a technology score which measures a household's use of technology in their daily activities.

PROFILE ROSTER

A complete profile roster is provided as a separate document, the *Claritas Energy Behavior Track Profiles 2022 Profile Roster*.

Categories

Claritas Energy Behavior Track Profiles contains 568 profiles (+184 in count from the previous roster) grouped into the following three categories:

- Appliances & Equipment: 93 profiles (+1)
- Conservation Efforts & Opinions: 97 profiles (+8)
- Provider Services: 378 profiles (+175)

Appliances & Equipment

This category presents information about the types of appliances and equipment that consumers use and the type of fuel that powers them. Profiles include air conditioning and heating equipment, refrigerators and freezers, indoor/outdoor lighting, and more.

Conservation Efforts & Opinions

This category presents information about a variety of ways consumers are using green energy products, conserving energy or making environmentally-friendly energy choices.

Provider Services

This category presents information about the programs and services that electric, natural gas, and other fuel providers offer as well as consumer attitudes about provider performance in these areas. This includes items such as bill payment options, home or appliance maintenance programs, etc.

One- and Two-Year Bases

In this release, 364 profiles are two-year based profiles. Profiles based to two years are created for questions/responses available in both the Claritas Energy Behavior Track 2021 and Claritas Energy Behavior Track 2022 survey.

There are 204 one-year based profiles, created for new questions appearing in only the Claritas Energy Behavior Track 2022 Survey.

Two-year profiles use a larger base and are inherently more stable. However, it is important to create profiles from first year Claritas Energy Behavior Track Survey questions because they can reflect emerging behaviors or trends that are important to decision makers. Both one-year and two-year profiles are rigorously tested for quality through a variety of statistical methods.

Two-year vs. One-Year based profiles are noted in the profile roster in the "Base" column. Additionally, the profile title contains the designation "(1Y)" for one-year base profiles.

Roster Changes

Please note that some profiles that were 1-year profiles last year are now in this year's roster and therefore have a 2-year base. Because of the base change, we need to create a new profile to eliminate any possible comparison errors.

Profiles that existed in previous rosters that were built from survey questions that no longer exist in the 2022 questionnaire have been removed from this year's profile roster, as that data is no longer available.

METHODOLOGY

Claritas Energy Behavior Track Profiles are built from data collected by the Claritas Energy Behavior Track Survey. This survey is nationally representative, with respondent data and these derived profiles presenting nationally-representative behaviors.

Claritas Energy Behavior Track Survey

The Claritas Energy Behavior Track Survey is fielded annually to over 32,000 respondents and is designed to generate a national representative sample of U.S. households and collect information about products and services used and owned, attitudes and opinions, and service costs.

Sampling

A sample is a subset of the target population from which data is collected, with the end goal being to infer this information to the target population. A sample frame refers to the list of individuals who are eligible for inclusion in a sample. The target population for the Claritas Energy Behavior Track survey includes all households in the U.S. The Claritas Energy Behavior Track survey uses the SSI and Critical Mix panels as the primary source of respondents.

Real Coding

In order to provide sharper and more distinctive profiles, Claritas Energy Behavior Track Profiles are based on only real coded Claritas Energy Behavior Track survey respondent data. Real coding is a method for appending segment assignments to survey respondents. This method

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uses self-reported demographic data from survey respondents to create a household-level segment assignment for all segmentation systems (in this case, Claritas PRIZM Premier). This means that age, income, presence of children, and other demographic data provided by survey respondents is used to create a real segment assignment in each segmentation system.

Basing Profiles to Survey Household Count

Claritas Energy Behavior Track Profiles are presented as survey-weighted, not projected counts. Both usage and consumption profiles are based to total respondent survey count. By providing real survey counts, users will be able to identify the amount of data on which decisions are based.

Profile Data Usage Notes

Usage and Consumption Profiles

This release contains both usage and consumption profiles.

Usage profiles estimate the number of households that use a product or service (regardless of the frequency of use). Consumption profiles provide measures associated with use of the product or service, namely the cost of service.

For example, to examine homeowner solar use, you can review a usage profile that indicates the number of households who have an online account with their electricity provider. You can also examine a consumption profile that indicates the average monthly cost to receive electricity service.

Consumption Profiles

Consumption profiles are created by aggregating total consumption within a segment. When using consumption profiles in a software platform such as Claritas 360, total consumption is presented under the column labeled "Total Demand". The column titled "Demand/Users" calculates average consumption segment household.

There are six profiles that represent consumption data by segment, in addition to counts by segment. These six profiles are focused on average bill amounts for electric, gas and other fuel service, and are designated as "Consumption Profile" in the roster.

National vs. Regional Profiles

In general, any profile that represents a national behavior can be applied to lower geographies such as block groups. On the other hand, regional or local profiles may be misleading when applied to a national level or within another region. This is important to know when using profiles for local or regional energy providers.

These profiles are nonetheless included, because they can provide a good picture of your customer base or that of a competitor. In addition, when expanding to new markets, these profiles can be used as a guide to establish groups within the new market.

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TECHNICAL SUPPORT

If you require further assistance, please contact the Environics Analytics support team between 9:00 a.m. and 8:00 p.m. (Monday through Friday, EST) at support@environicsanalytics.com or 888.339.3304.

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