



Residential Customer Profile

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How the PAs will use this study?

Cross-PA data for targeted marketing

Renter as Area of Opportunity

Town data on MSD

Targeted Marketing

- Two years of targeted marketing research presented at AESP national conferences
- Characteristics of past audit participants can successfully be used to target future participants
 - 2013 – therm usage > 439.5 therms; home value between \$300k and \$1.1M; loan to value ratio between 63.5% and 87.5%
 - 2014 – single family; deed after Sept 2008; built before 1998
- Targeted approach resulted in 74% lower marketing cost per audit scheduled
- Customers in the targeted group tended to install insulation more quickly than the state average



Targeted Marketing Potential

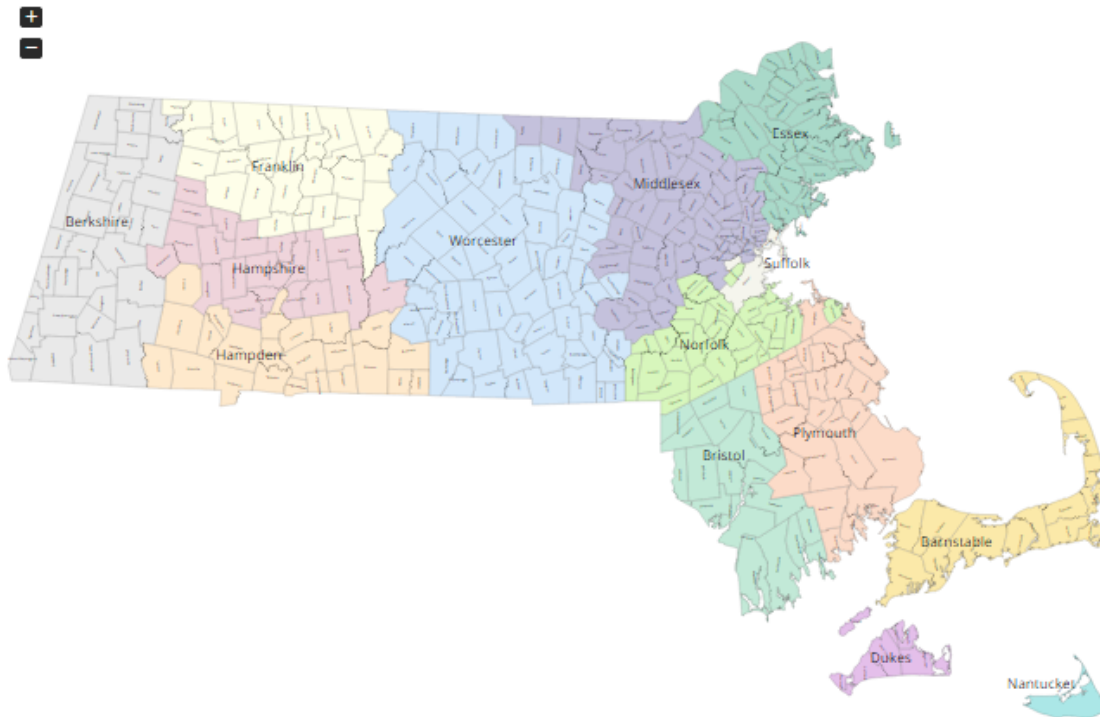
- Study provides opportunities for additional targeted marketing strategies
 1. Know which customers don't have matched gas account and therefore have electric or deliverable heating fuel
 2. Insights gained about cross-PA customers who participated in at least one initiative
 3. Characteristics of customers who participated in more than one initiative
 4. In the future, we'll know about customers who participate across years and those who have not participated recently

Renter Initiative

- Study results indicate that renters are an area of possible opportunity
- PAs are launching a renter initiative as part of this three-year plan
- As more years of data (for example 2016) are added to this study, it could provide opportunity to show successes in this area

Geographic Data

Study will allow PAs, municipalities, and stakeholders to view PA activity by county, town and zip code (will be available on Mass Save Data)



COUNTY: All Counties	
TOWN: All Cities	
SECTOR	VALUE
Residential & Low-Income	
Electric Incentives	\$ 141,864,749
Annual MWh Usage	16,956,679
Annual MWh Savings	622,230
Gas Incentives	\$ 83,891,482
Annual Therm Usage	1,067,434,510
Annual Therm Savings	16,955,905
Commercial & Industrial	
Electric Incentives	\$ 155,671,460
Annual MWh Usage	27,651,947
Annual MWh Savings	665,498
Gas Incentives	\$ 18,927,176
Annual Therm Usage	1,179,980,610
Annual Therm Savings	12,167,447