WE MAKE OUR WORLD ENVIRONMENTALLY SUSTAINABLE

CLEAResult®
We Change The Way People Use Energy. ™

Utilities  Businesses  Contractors  Communities
AGENDA

Data Sources
- Operational tools
- Marketing efforts
- Business development support
- Analytics

Knowledge & Education Through Outreach
- Community events
- Community-based organization partnerships

SPEAKERS

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Capabilities & Data Sources

**Operations**
- Power BI and Reporting
- Dashboards
- Statistics/Data Science
- Demand Response Analytics
- EV Usage and Siting
- Analytics Vendor Management
- Sales Support
- Third-party Data Purchases
- Energy Usage Analysis
- Experimental Design
- Forecasting Tools
- Data Integrations

**Marketing**
- Market Research and Customer Insights
- Survey Design and Implementation
- Customer Targeting
- Mapping/GIS and Visualization
- Demographic and Market Analysis
- Message Testing
- Campaign Planning and Tracking
- Web Analytics
- Predictive Modeling

**Business Development Support**
- Market Research and Customer Insights
- Mapping/GIS and Visualization
- Demographic and Market Analysis
- Market Assessment Tool
- Analytics Vendor Management
- Forecasting Support
Market Demographics by Measure

**Energy Saving Kit**

- **Measure Category**
  - Air Sealing
  - Central HVAC
  - **Energy Saving Kit**
  - Smart Thermostat
  - Air Source Heat Pump
  - Ductless Heat Pump
  - Heat Pump Water Heater
  - Wall Insulation

**Communication Channel Preferences**

- Broadcast Streaming TV
- Broadcast Cable TV
- Digital Display
- Digital News
- Digital Video
- Direct Mail
- Email receptor
- Mobile SMS
- Radio
- Social Media Channel
- Any Social Media Channel

**Demographics & Housing Stock**

- **Total Households**
  - 1,266,623
  - 40,759

- **Total Market**
  - $87,315
  - $177,890

- **Energy Saving Kit**
  - $99,535
  - $180,594

- **Length of Residence**
  - 15.9
  - 16.0

- **Home Value**
  - 1983
  - 1989

- **% Hispanic**
  - 7%

- **# Parsons in Home**
  - 2.8
  - 2.9

- **% Mobile Homes**
  - 4%
  - 4%

- **% Single-Family**
  - 92%
  - 94%

- **% Multi-Family**
  - 8%
  - 6%

- **% Homeowner**
  - 88%
  - 89%

- **% Rent**
  - 14%
  - 12%

- **% Electric Heating**
  - 34%
  - 36%

- **% Gas Heating**
  - 29%
  - 28%

**Percent of Households by Mosaic**

**Top 3 Mosaic Segments**

<table>
<thead>
<tr>
<th>Mosaic Segment</th>
<th>Households</th>
<th>Key Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Autumn Years</td>
<td>3,444</td>
<td>Rural Living, Community roots</td>
</tr>
<tr>
<td>Singles and Starters</td>
<td>2,851</td>
<td>Rental housing, Single adults, Politically disengaged</td>
</tr>
<tr>
<td>Family Union</td>
<td>2,693</td>
<td>Bilingual, Married with kids, Large households</td>
</tr>
</tbody>
</table>

**Key Characteristics**

- Financial savings
- AARP members
- Financially secure
- Outdoor hobbies
- Engage via radio
- Foodies
- Digitally savvy
- Team sports
- Blue-collar jobs
Percent of Households by Income

- **Average household income**: $87K
- **Average number of persons in the home**: 2.8
- **Median home value**: $178K
- **Average length of residence**: 15.9
- **Households below 200% FPL**: 28%
- **Households above 200% FPL**: 73%
Percent of Homes by Decade Build

- 1963
  - Average home vintage: 34%
  - Electrically heated homes: 92%
  - Residents in single-family dwellings: 92%
  - Residents in multi-family dwellings: 8%
  - Owner-occupied homes: 86%
  - Renter-occupied homes: 14%
Community Outreach
Valued Partnerships

Community-based organizations
Partner to build community health
Let’s Connect

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Let's protect our future together.