

Sustainability segmentation

Home & Energy

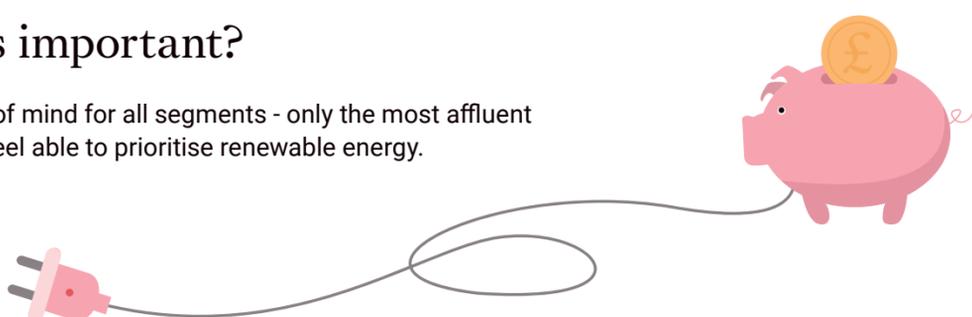
The ongoing energy crisis has heavily restricted competition for home utilities. Cost is top of mind for all segments, but the events of 2022 have for the first time made visible to consumers the link between renewables, energy security, and lower prices in the long-term.



We've identified seven consumer segments based on their awareness, knowledge, ability to care and behaviours in order to understand how intentions and actions towards sustainability vary across the **Home & Energy sector**.

What's important?

Cost is top of mind for all segments - only the most affluent segments feel able to prioritise renewable energy.



But how are our segments behaving?

More than half of Committed Changemakers priorities renewable energy

While 61% of Committed Changemakers have already chosen a 'green' tariff.

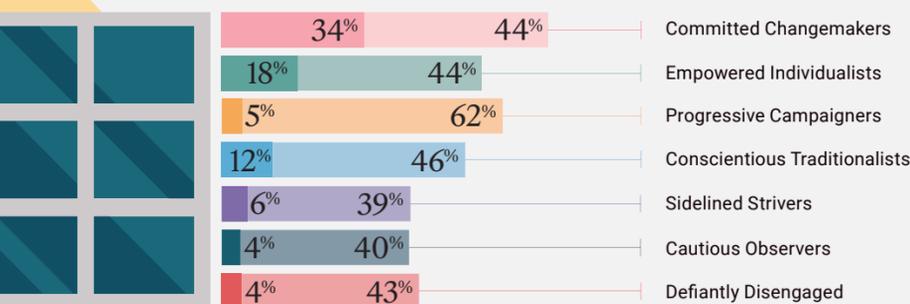
■ Say it's important.
■ Have chosen a 'green' tariff.



Interest in installing solar panels at home is led by our Committed Changemakers

A third have already installed solar panels, and a further 44% would consider doing so.

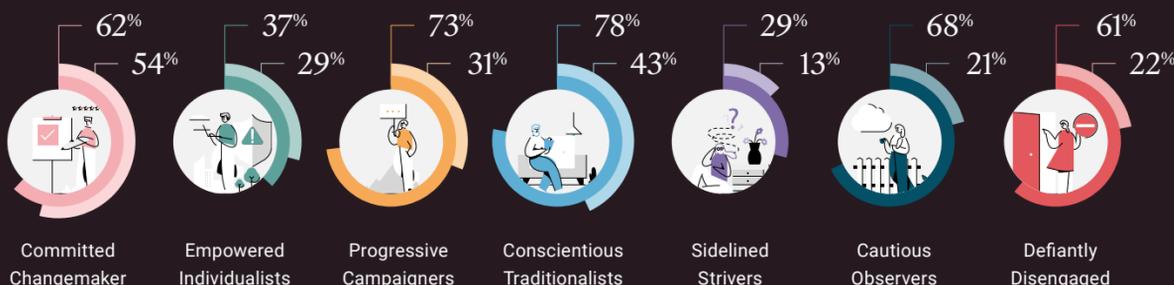
■ Have already installed solar panels
■ Would consider installing solar panels



Many are taking steps to reduce their energy usage through energy-saving lightbulbs and water-saving devices

These energy-saving behaviours appear to be driven by frugality rather than sustainability and are quick 'win-wins' better for both planet and consumer wallets.

■ Already have energy-saving lightbulbs
■ Already have water-saving devices



So what can brands do?

Customer services is key...

Cost may be a number one differentiator, but energy providers need to focus on customer service to set themselves apart from the competition.

Educate customers...

Compete for consumer loyalty by educating customers on how to reduce energy waste more effectively, without making major lifestyle changes.

Energy-saving creds...

Opportunity for home product ranges to communicate their energy-saving credentials allowing homeowners to use energy in more targeted ways.

Savanta is helping brands understand consumer actions and attitudes to sustainability through a robust multi-market study to identify and understand seven consumer segments, placing a particular focus on how sustainably people say they behave day-to-day versus what they actually do.

This report is based on the findings of a survey of 12,016 adults aged 18+ in the United Kingdom (5,005), United States (5,006) and Canada (2,005). Data are weighted to be representative of age, gender, region and social grade (UK) or income/education (US and Canada).