REACHING 40 MILLION WOMEN
THE BETTER HOMES AND GARDENS PERSPECTIVE

1. **Front-Door Access:** An inside view of their homes and projects

2. **Home Improvement Challenge:** Biannual immersion into trends

3. **Market Research:** Into consumer markets, attitudes and behavior

4. **Dialogue:** Real Women Talking Community

5. **Energy-Efficiency Advocacy**

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CONSUMER INSIGHTS

- Changing priorities in the home
- Decision-making process for home projects
- Messages and motivations to choose ENERGY STAR
CONSUMER PRIORITIES ARE SHIFTING

• “For the past 10-15 years in America we’ve lived in an era of Surging… a time of anticipating… one foot in the present, one stepping into the future. The good life is always a better life. Economics and demographics have muted Surging…”

• “Americans are now concentrated on the here and now, a period of Dwelling… the consumer stops anticipating and starts savoring… turning houses into homes… Homeyness.”

Grant McCracken, anthropologist & author of Culture and Consumption

CONSUMER PRIORITIES ARE SHIFTING

“ [We] embrace the idea of quality over quantity…..It’s nothing flashy—just simple and wholesome”

Dana Liston
Venice Beach, CA
CASUAL LIVING SPACE IS MORE IMPORTANT

KITCHENS ARE OPEN AGAIN
NEW ROLES FOR DINING ROOMS

INTENSIVE FOCUS ON “SIMPLIFYING SOLUTIONS”
Meredith’s HomeSight™ is the largest data resource for tracking consumer home improvement decision-making.

HomeSight™ captures data for all the factors influencing HI decisions from motivation to purchase and installation.

- Licensed from CNW Research – Measuring America’s Spending for 25+ years
- 2008 Sample Base: 803,000 U.S. Households with 1+ Projects during the year
- Projects tracked: 1.6 Million

CONSUMERS MAKE DECISIONS AT MULTIPLE STAGES

1. **NEEDS ASSESSMENT**: First plan, budget, decisions on scope & “look” of project, start list
2. **PRODUCT EVALUATION**: Learn about products to meet needs, expand possibilities
3. **FEATURES COMPARISONS**: Consideration of specific brand/product benefits and trade-offs
4. **STYLE & DESIGN**: Synchronizing product/brand choices to fit the desired “look” of project
5. **PRICE COMPARISON**: Search for best prices, best value and availability, “justify” budget
6. **SELECTION & ACQUISITION**: Final decisions and purchase
HOME IMPROVEMENTS LEARNING CURVE

STAGE-BY-STAGE DECISION INFLUENCES

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Source: HomeSight 2008 Data Set
ARE CONSUMERS GETTING THE ENERGY STAR MESSAGE?

We’ve taken a vow of silence.
Operating at just 49 dBA, the 800 Plus is the quietest dishwasher in the U.S.?
ARE CONSUMERS GETTING THE ENERGY STAR MESSAGE?

WOMEN WANT TO BE EDUCATED ABOUT ENERGY
WOMEN WANT TO KNOW MORE ABOUT SAVINGS

- “…in the market for a new fridge and I’ll admit that the energy sticker catches my eye more than in the past. I’m not really sure what my old one uses in terms of electricity, so it’s kind of like comparing apples and oranges. I have no idea what I’m comparing to.”

- “I do look at ENERGY STAR [for information about savings], but every house is different”

- “I would like to see some sort of side-by-side comparison showing purchase price, life expectancy, and cost of using.”

TELL THEM THE SAVINGS STORY
TELL THEM THE SAVINGS STORY

WOMEN WANT THE WHOLE STORY

- “I [question] whether to buy a new appliance at all, because sometimes it is better to repair an older appliance or use it longer rather than buy a new one. I am often unsure how old appliances get recycled. ...Educate us about the cost [and costs/benefits to the environment] of using an older, energy hog versus recycling it and buying a new one.”

- “I think the ecological impact of throwing out perfectly serviceable stuff is worse than running a 60% efficient appliance instead of its 90% efficient replacement.”

- “I dislike that our nation is becoming so blinded by the push to be green that we are becoming a throw-away society. I don’t think that purchasing a new energy efficient anything justifies disposing of the previous product.”
REASSURE ABOUT RECYCLING (her children’s future)

WISH LIST

- Haul away the old appliance to a proper recycling facility
- Offer utility programs that pay $25-$50 bounty for energy hogs
- Waive delivery fees of ENERGY STAR appliances and haul away the old for proper recycling

WOMEN WANT A DEAL

- “If a clunker program could be initiated for appliances, I know I would purchase a new stove, refrigerator, and dishwasher. The end result of a clunker discount and energy savings would compensate for the cost, and I would be helping stimulate the economy and helping environmental cause.”
- “With the success of cash for clunkers, it would be great if rebates were offered for things like upgrades to energy efficient appliances. It would keep a lot of junk out of landfills.”
- “I think it would be admirable if the appliance companies issued a voucher or dollars for purchasing a higher efficiency appliance.”
- “I feel like I’m being gouged for saving energy… cash for clunkers is a cool idea.”
HELP THEM WITH AFFORDABILITY!

**WISH LIST**

- Cash for Clunkers
- ENERGY STAR 'Deal Days'
- Exclusive Rewards for ENERGY STAR Buyers

HOW IS BETTER HOMES AND GARDENS TELLING THE ENERGY STAR STORY?
HOW BHG IS HELPING
HOW BHG IS HELPING

HELPING CONSUMERS MAKE THE ENERGY STAR CHOICE

• Understanding how appliances fit today’s lifestyles and priorities
• Knowing her decision-making process—and reaching her when she’s most open to your message
• Educating and informing her about savings
• Addressing the recycling/disposition of old appliances
• Helping her get the best deal for her dollar
• Spreading the word of energy success