

Focused On Green & Renewables

Passion For Sustainability With World Class Research Expertise



Our EcoFractionsSM Market Segmentation is the first nationally representative, syndicated approach to targeting consumers across Green and Renewable Markets.

OUR GREEN RESEARCH PRACTICE

- Market insight for organizations focusing on energy efficiency and environmental sustainability
- Evidence-based approaches to guide your marketing strategy
- A tailored approach to addressing your business issues, leveraging both qualitative and quantitative inquiry

ECOFRACTIONSSM MARKET SEGMENTATION

Conducted in 2011, our EcoFractionsSM Market Segmentation is the first nationally representative, syndicated approach to targeting consumers across Green and Renewable markets. What does this mean for you?

- Reliably understand the differences among your customer base
- Save time and money by “recycling” a proven research approach
- Discover the best EcoFractionsSM segments to access through targeted marketing

Our study fully examined differences within the US population based on their degree of environmental stewardship and its impact on their lifestyle choices and purchase behaviors. This proprietary segmentation approach can be leveraged in your market research studies, enabling you to make strategic plans based on which “green” segment your customers are in. While this is a consumer approach, similar methods can be tailored for business to business applications.

EcoFractionsSM consists of 9 segments, each having homogeneous levels of environmental stewardship:



9% of Population
Green Index: 68
Exhibits green behavior, young, multiethnic and practical



12% of Population
Green Index: 4
Ambivalent green attitude, and noncommittal green behavior



9% of Population
Green Index: -23
Not environmentally concerned, limited green behavior and a care free attitude



16% of Population
Green Index: 59
Idealistic with a strong green attitude but less green behavior, older



9% of Population
Green Index: -5
No real green attitude, practical green behavior, older and conservative



16% of Population
Green Index: -59
No green behaviors, aware of green issues but unconcerned



15% of Population
Green Index: 20
Similar attitude to Evergreen but with even less green behavior



7% of Population
Green Index: -10
Environmentally concerned, but little green behavior



15% of Population
Green Index: -71
No green behaviors, no environmental responsibility

INSIGHT...

- Buyer Motivation
- Brand Positioning
- Opportunity Identification

...BY DESIGN

RESEARCH EXPERTISE

Our research experience spans the following industry sectors:

- Alternative fuel vehicles
- Biofuels
- Energy storage devices
- Environmental compliance
- Geothermal energy
- Home and business energy efficiency
- Marine energy
- Solar photovoltaics
- Wind power

OUR RESEARCH SOLUTIONS

At KJT Group we provide fact-based consulting solutions focusing on three key areas:

- **Individual Product Life Cycle** - From development to maturity your product or service will face significant challenges. These can include differentiating your value proposition from those of competitors, connecting with and communicating a brand promise and delivering on that promise to ensure a loyal customer base. Our fact-based consulting solutions for every stage of this life cycle will inform your strategy and help you maximize revenue and profit.
- **Portfolio Optimization** - Few businesses compete with a single product or service offering. Whether it involves identifying the best brand extension, managing brand perceptions or finding the niche segments for different offerings in your portfolio, KJT Group's fact-based consulting will help you maximize return across your portfolio.
- **Corporate Solutions** - For those problems that transcend individual products or lines of business, KJT Group offers a variety of proven solutions for managing customer satisfaction and loyalty, corporate branding, corporate reputation, and innovation. You will find our approach to your corporate research to be thoughtful and creative.

ABOUT KJT GROUP

Founded in 2007, KJT Group is an industry-leading market research consultancy serving our clients' needs for global market intelligence. KJT Group researchers are passionate about research, committed to creating insights to inform and guide your strategy, and dedicated to providing superior client service.

KJT Group's core values encompass flexibility and a personalized approach. Our engagement style emphasizes strong communication and responsiveness to build lasting relationships with our clients.

CONTACT

For more information about our offerings and to talk to a Senior Research Consultant, contact:

Email: green@kjtgroup.com

Phone: 585-624-8050

Web: www.kjtgroup.com

*Few, if any, firms have
combined our level of
passion for sustainability with
world class research expertise.
And we can prove it!*