



## Engagement



72% representation in paperless billing.



High enrollment in email and phone alerts.



Tends to have a high service bill.



Low engagement with the website

# Informed Gen Xers

## Paperless Adoption Persona

Informed Gen Xers make great customers for converting to paperless billing. Typically married with teens or older children, these professionals in their '40s and '50s may still wear Chuck Taylors or sport tattoos, but they earn a very comfortable income and reside in communities with high home values. Their neighborhoods are predominantly made up of other highly educated science, education and healthcare professionals. These are people who read newspapers with regularity and use cell phones more sparingly than other groups. While they are not very active on social media, they are comfortable with modern technology.

Informed Gen Xers are concerned about the environment and up-to-date on current events. They want a better tomorrow for their children. As they look ahead into the not-so-distant future, they see themselves enjoying retirement, but only after they've paid for their kids' college education. As such, they're motivated to organize their finances now, and will be agreeable to cost-saving programs that are also good for the planet.

## Messaging



**Best method for outreach:  
Newspaper Ads**



**Secondary method for outreach:  
Outdoor Ads**



**Primary messaging content:  
Green values + cost effectiveness**

Informed Gen Xers keep up-to-date on what's happening in their communities. This group is among the few that read print newspapers, so newspaper ads are most likely to grab their attention.

As they commute or drive the kids around town, billboards are also likely to catch their eye and become an effective outreach method.

As Informed Gen Xers look ahead to paying for their kids' college and spending down their retirement savings, messaging about cost-effectiveness coupled with green values will be most effective.



## Marriage & Family

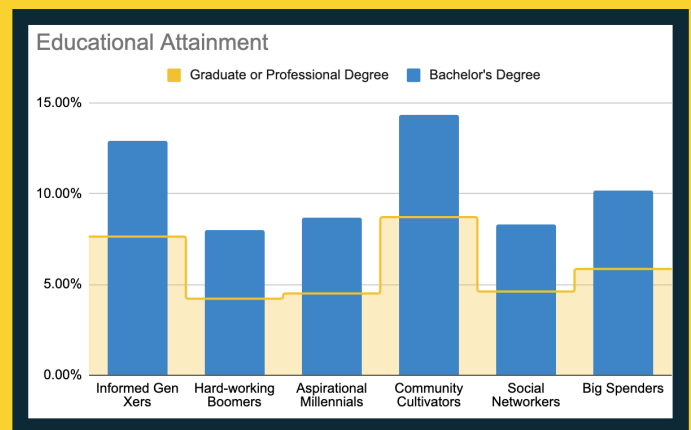
Informed Gen Xers are more likely to live with a partner and have children in the household than other personas. While they've been cultivating their careers, they've also been raising children who are now getting older, approaching college or even getting started in their own careers. Informed Gen Xers are growing older too, meaning that they are getting closer to retirement and are perhaps realizing they haven't saved as much as they should have.

So, while the mean income for this group is certainly comfortable, they are simultaneously preparing for retirement and saving for/helping their children pay for college. As a result, they are eager to ensure they are doing everything they can to stay on top of bill payments. Messaging that emphasizes cost effectiveness is therefore as important as environmental values for this group.

Informed Gen Xers are more highly educated and well-established in their careers, which tend to be in medicine, the sciences, education, and social services. As they approach retirement, they are now managers and administrators making a comfortable income. These individuals, as a result, are generally accomplished, intelligent, proactive, and highly likely to act on information they receive. However, that information will have to be reliable, and they may be more highly suspicious of information presented in internet advertising or with a "cute" slogan. Instead, present them with compelling information about the cost-effectiveness and green benefits of paperless billing, and they will be much more likely to sign up.



## Education & Careers



## Persona Spotlight: Jennifer Wright

50-year-old Jennifer Wright is a wife, mother to two teenagers, and registered nurse in suburban Cincinnati. She earns an annual salary of \$78K, much of which goes straight into her kids' college funds. She continues to run 10K races every chance she gets. Jennifer reads the newspaper with her coffee each morning to keep up with current events, as she's particularly concerned about climate issues like extreme storms and heat waves. She's played the guitar since her teen years and still enjoys seeing live bands with her husband on the weekends.

