









terrapass


Customer Profile

People ask us all the time to describe the “typical TerraPass customer.” Well, we aren’t sure that any of our customers is typical, but we couldn’t resist asking them ourselves. We conducted an online survey in June 2007, asking a wide variety of questions, but focusing principally on what our customers did in their daily lives to reduce their personal carbon emissions. • In other words, we wanted to sort out a question for ourselves—do our customers join TerraPass instead of making carbon reductions in other parts of their lives, or do they join to reinforce those reductions? We’ll let you draw your own conclusions...

What did we learn about TerraPass members? Here are some fast facts:

 At Home	86% watch their thermostat settings at home 64% have installed compact fluorescent lightbulbs 6% have installed solar panels at home (210 times the national average) ¹
 Driving	43% have bought a more fuel-efficient car 16% drive a hybrid (compared to 2.4% of new cars sold in the US in 2007) ²
 Not Driving	26% ride public transit to work 24% bike commute to work (15 times the national average) ³
 Traveling	29% take local vacations
 Taking Action	69% support nonprofit environmental groups 50% have contacted a government representative about climate change
 Committed to the Cause	89% have been concerned about climate change at least 3 years 55% say climate change is their most important environmental issue

And what does that typical TerraPass member look like?

	50/50 male/female Over half are between 25 and 40 years old 75% have annual household incomes over \$50,000 87% hold a 4-year college degree 44% hold an advanced degree (Master’s or higher)
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“I did it for my kids. I don’t want them to ask me years from now why I didn’t do anything to help save the environment. I do many other things and TerraPass just adds another item to my list.”—A TerraPass Member

One thing seems abundantly clear—TerraPass members use offsets as one tool on their climate change workbench. Far from using offset purchases as an excuse to live a carbon-heavy lifestyle, they seem instead to be the vanguard of a low carbon lifestyle.

¹ Interstate Renewable Energy Council, assumes all installations residential. ² Autodata US new vehicle sales June 2007. ³ Washington State Energy Office Extension Services

For more information, please see the TerraPass website at www.terrapass.com.