



# Consumer Profiles

## Ellsworth Ella

Ella is an 83-year-old grandmother of nine. She and her feline companion, Jake, have recently moved into a small one bedroom first floor apartment in town. Ella has led an active life and is in reasonably good health. Over the past few months she has discovered that she has developed allergies to dust and some days it is difficult for her to move due to her arthritis. Ella is retired but keeps busy volunteering at the library. When she is at home, she wraps up in her favorite afghan to enjoy reading a good book or painting in her cozy living room.

## Rockwood Ray

Ray has lived in warmer climates all of his life. This will be his first winter in Maine. Ray and his family of five recently purchased an old uninsulated farmhouse that sits on 25 acres of forested land. The two-story house has a large front porch, several “back-houses,” and a barn – just what he and his wife have always dreamed of. Ray knows that the house needs some renovations and is considering installing a new heating system. Several different heating systems have been used in the house in the past as there are cast iron radiators, electric baseboards, and original fireplaces throughout the home.

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## Auburn Anne

Anne and her husband live within the city limits in a multi-level 2000 square foot home. As a member of a busy pediatric practice, Anne has somewhat irregular working hours due being “on call” - tending to sick patients and other medical emergencies at all hours. Anne’s husband is a freelance wildlife photographer and is often away on assignments for days at a time. When they are not working, the couple primarily uses public transportation, their bicycles, or their hybrid car to get around town.

## Presque Isle Pete

Pete is about to graduate from Unity College, an environmental school where he studied natural resources. He and his girlfriend Sherry want to live in the rural area of Maine where he grew up. They’ve both found jobs in a nearby city and only drive 10 miles to get home to their ramshackle cabin in the woods. Pete and his friends have some carpentry skills and they’d like to build a small energy efficient house on his 10 acre partly wooded lot which was previously part of an old hay field. They would like to grow a garden for food and keep their energy expenses low with little or no environmental impact.



## Energy Heats Maine

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### Fryeberg Felicia

Felicia is an outdoor recreation leader/educator and travels a lot for her job taking high school and college kids on outdoor camping adventures. She owns a small 3-bedroom house where she lives with a couple of friends. They are all very busy twenty-some-things who don't want to be bothered taking time to do chores around the house and property. The idea of sharing the house is to keep expenses low and have plenty of time for fun and adventure. The house is currently heated with wood and no one has the time or patience to gather a wood supply or keep the wood stove going. They've decided to find a less time intensive yet dependable energy source that won't cost too much for the home.

### Jonesport Jarvis

Jarvis and his wife Joanne are in their thirties and live in a suburban area of Maine. They have three children who keep them very busy traveling back and forth to extra-curricular activities. Their eldest boy has developed allergies to pollen, pet dander and dust and has been sick a lot with asthma attacks. The middle child is fond of animals and has several pets in the house. Their daughter is still a toddler who crawls and runs around playing on the floor a lot. Keeping up with the family expenses and dealing with children's health issues is a primary concern. Their oil furnace just died and they've been temporarily been using electric and kerosene heaters to keep warm. They need to find an alternative-heating source that will be safe, clean and dependable for their home. So far they've saved \$15,000 and are hoping they can find an affordable renewable energy option for their home

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