



Demographics

Farmer Frank is what most people would consider your gruff, no-nonsense southern gentleman.

Age 45 – 65, grew up in a time and a region where if you didn't go to college, you started working.

Farmer Frank works at least 40 hours a week, saving toward his retirement and providing for his wife and kids.

Buying Decisions

Farmer Frank likes UPG because he owns his own tank. Ownership has always played a big role for him, from land down to the tanks that fuel his home.

Price point was an added perk for Frank. He doesn't like being held into a contract, so he actively avoids it where possible.

Frank often owns more than one tank for his property. It's not uncommon for Farmer Frank to own more than one property where UPG needs to keep his tanks full. He's very slow to switch services, sometimes taking as long as a year to finally switch from one service provider to another.

Research Habits

The local newspaper is a trusted source of information for Farmer Frank. Looking through the phone book still isn't out of the question either. These are the resources he grew up with, and he trusts them because he's comfortable with them.

Ranging from a couple of days to a couple of weeks, his research time is done in his off time when he's not working. Living in a small community, though, Farmer Frank takes the word of those around him far more seriously than any advertisement.

Needs & Challenges

Farmer Frank's biggest need that UPG can meet is offering the service you agreed to do at the price agreed upon. This is most important to him. The people he comes into contact with are secondary to this point, but knowing the delivery driver by name doesn't hurt either.

Keeping his tanks full when he asks UPG to come out and not mix up the order being filled is integral to keeping Farmer Frank satisfied.



Demographics

Generally 40 years and over, Comparative Christy is a proud woman. Sometimes single, sometimes married, she is a successful working woman in her profession.

She may have completed some, or all, of her college education. As someone who's grown up in the South, she's been raised with a level of skepticism that spills over into her habits as a consumer.

In Kentucky, she's a huge UK fan. In Tennessee, the Vols.

Buying Decisions

Comparative Christy is a price shopper, through and through. Whether she is shopping around for the best deal on satellite television or for a propane dealer, she is looking for the best deal possible.

Tank ownership and contracts are secondary to her, so long as the price is right and consistent.

Research Habits

Comparative Christy has a vast network of people she leans on for information. Her neighbors, her peers at work and at church, and her family all help guide her purchasing decisions.

She does read the local paper and do research online to see what others are saying about the company. She doesn't take anecdotal evidence; she looks for patterns—even going as far as researching what the Better Business Bureau has on file, or other online entities of the same ilk.

She generally takes anywhere from two weeks to a month to make a decision.

Needs & Challenges

The biggest objective Comparative Christy needs satisfied is a good price and to hear that UPG is a reputable company from those around her. When moving from a propane provider, it has to be based on poor experience with the previous company. When becoming a new propane buyer, it's based on beating the lowest cost, even if it means starting at an introductory price point.

Staying consistent with her expectations of service is a big deal to Comparative Christy. Even so much as leaving the bill in different places so that she has to hunt for it can be a big pain point for her. Waiting more than three days for a tank fill is out of the question for Comparative Christy. Supply and demand is of no concern to her, even during winter months. If she calls, she expects prompt and reasonable service.



Demographics

Aggie Andy is the son (or daughter) of Farmer Frank. Andy has all the values his father holds dear, such as being a proper Southern gentleman, doing business the old fashioned and honest way, and working hard to support himself and his family.

He's generally 21 to 39 years of age, and did not attend college (or attended briefly). He works mostly with his hands as a welder, farmer, or in some other form of blue-collar job. He doesn't have a lot of free time because he spends it working.

Buying Decisions

Aggie Andy wants the best price, of course, and owning his own tank is a plus but not necessary. Like his father taught him, never give your money to someone who will take it without delivering on their word.

Research Habits

Aggie Andy's research habits are where he differs from his father.

Andy was raised to take his family's experiences to heart. He also has the skeptical eye of a consumer to never take anyone's word without doing your own research first. Born in the time of the Internet, he knows his way around a computer, has an Instagram and a Tik Tok, and generally embraces technology that can make his life simpler — and cheaper.

Needs & Challenges

Aggie Andy has very basic needs — just give him the price you agreed on, keep his tank(s) full when called, and treat him like a person. If he has a problem, address it head on – and quickly – or else you will lose his business.

He may have chosen you because his dad said you were a good choice, but you can lose him all the same if you do wrong by him.

Of all the personas, Aggie Andy is the most likely to understand the supply and demand nature of propane during heavy winter months. He understands paying more during these times may be a necessity. Just don't keep him waiting.



Demographics

As the name implies, Retired Robert is retired, either from his job or as a veteran. Age 65+, he's from a generation that didn't require a college education so he didn't go. Instead, he chose to begin working and hasn't strayed far from his hometown/region.

However, he is a master in his domain, whether he was a plumber, a plant engineer, or something else, Robert worked his way up from the bottom rung. Married for 40+ years, he's used to working through the problems.

Buying Decisions

Retired Robert's buying decisions weigh heavily on what he can get cheaply and what will cause him the least amount of hassle. He simply doesn't have time to get the runaround from his service providers.

Research Habits

If Retired Robert does competitor research, he does it by calling each company directly. His biggest pain point is the hassle of doing business. He searches for the easiest, simplest way and wants to be given the best price if he can get it.

The referrals he gets from those he attends church with, his family, and his neighbors are his biggest sources of information. There is no specific time limit on his research; he just likes having two or three opinions on-hand before forming his own. If the house he moved into had UPG, he wouldn't go out of his way to change it.

Again, no hassle is king for Robert.

Needs & Challenges

Retired Robert often works with a fixed income due to his pension, so being able to fit your price into his budget is a pain point. As mentioned, his personal research involves talking to the companies directly, and his measure of a reputable company is by how well they treat him. Customer service should handle him with care.

As a part of his no-hassle mantra, one of Robert's unfulfilled needs is that he dislikes having to call in to have his tanks filled. If there were a system in place where the drivers would routinely check on his tank and fill it automatically, Robert would be a happy camper.



Discovery Points

- A lot of people in Pendleton County and surrounding area don't seem to know about UPG. When people try to refer UPG they often don't know of them.
- All UPG respondents considered themselves avid outdoor enthusiasts, from beekeeping to boating, hunting, and camping. Keeping these points of interests at the heart of marketing and advertising targeting is key.
- College sports are big among most respondents. In most interviews, Kentucky residents mentioned UK basketball. In Tennessee, there were a few Volunteers mentions in relation to their football program.
- Several respondents mentioned looking at what people have said online about UPG as a resource for buying decisions. Currently, UPG has several low-rated rankings and complaints in Google that have gone unanswered.
- Propane use appears generational. Parents pass along their opinions to their children who follow in the parents' footsteps.
- Small communities lead to a more powerful word of mouth. In the rural communities you serve, positioning yourself as a family-friendly, in-the-community propane provider is the best marketing you can employ. These communities trust those who are actively a part of it. Hiring within these areas so to provide familiar faces is key as well.
- The Cynthiana office received many glowing reviews among those serviced by that office. From delivery drivers to those answering the phones, they were described as easy to work with and friendly.
- In other areas, UPG was described as very difficult to get in touch with over the phone, with respondents claiming that they would have to call at least 4 to 6 times before getting in touch with anyone.
- Most often switched from propane providers: Midwest and Amerigas

