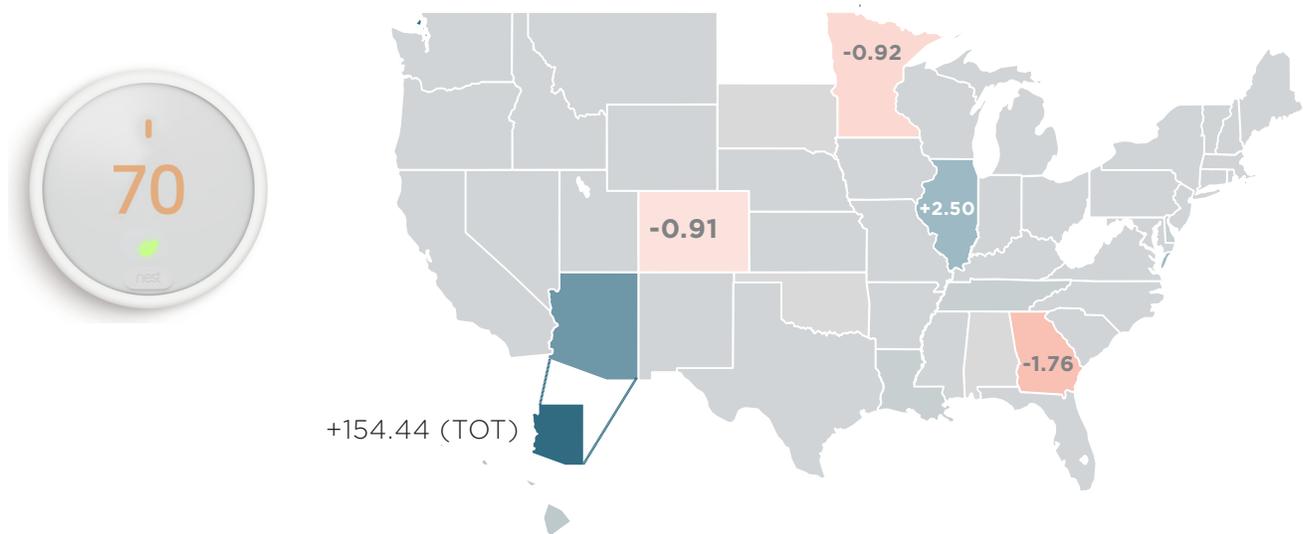


LOCATION Washington DC | **DATES** 2018-20 | **SIZE** 850 participants / 5 US markets



Develop and test new products to improve homeowner financial health for one of the largest financial institutions in the world

SERVICES

- Visioning
- Design of Experiments
- Strategic Planning
- Project Execution

In the United States, approximately 48 million people are at or below the poverty line and may be suffering from energy poverty, which is defined as “spending about 10% or more of income on energy-related expenses”. This disparity is particularly prevalent among people who are below 50% of the Federal poverty level.

MKThink worked with Fannie Mae and its partners to develop several project opportunities to improve the financial health of very-low, low and moderate income families around the US. The selected project included installing Nest smart thermostats in 850 homes across 5 US markets analyzing their impact on homeowner financial health as assessed through FICO score changes. The results were published publically in 2020 and are being used to inform Fannie Mae’s product development.

OVERALL CHANGE IN FICO SCORE

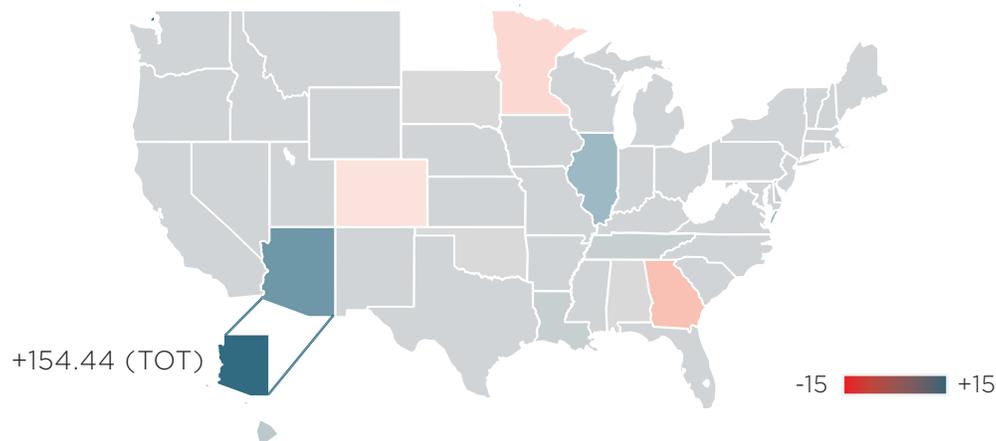
The Offer group increased their FICO score by +1.83 points relative to the Control group but the effect was not found to be significant.



Significant=No, p=0.38, alpha=0.1 | n= 757 (Control), 11,369 (Offer)

CHANGE BY MSA

One MSA, Phoenix, had a significant increase in FICO of +7.55 points (ITT). The TOT effect was 154.44 points (SE=79.57).



Significant=Mixed, p=0.05-0.77, alpha=0.1 | n= 134-159 (Control), 1,614-2,783 (Offer)

CHANGE BY AMI

One group, AMI < 50, had a significant increase in FICO of +11.139 points (ITT). The TOT effect was +232.932 points (SE=98.890).



(p=0.02-0.93, alpha=0.1) n= 104-439 (Control); 1,652-4,980 (Offer)