



Summary

According to PG&E records, the customer currently residing at Redacted recently moved into that premise as of Dec 2011. The customer profile outlined below reflects the behaviors at the prior address.

This customer (Tisdale) is currently in **Cluster 4: “Eco-Active Go-Getters”**. Customers in this cluster are defined by having low energy requirements (temperate areas with lower energy needs) and low engagement. Eco-Active-Go-Getters are the most engaged of the broader low engagement / low requirements segment; where nearly all engagement comes through on-line channels. This particular customer appears to be very similar to the typical Eco-Active Go-Getter customer having notable on-line engagement: MyAccount visits, providing an email to PG&E, electronic billing (EFT) and online bill payments (E-BPP). Though not reflected in program participation, this segment is also characterized as having a very high percentage of behavioral greens. This particular customer’s behaviors are consistent with that trend, in that their energy usage is low across both gas and electric service.

Also of interest, this customer has had a relationship with PG&E between 1-5 years and has leveraged Field Service Agents on at least 2 occasions throughout their tenure. Based on propensity modeling, he is not likely to take advantage of SmartAC, but moderately likely to leverage green pricing programs. He is more likely to purchase a hybrid vehicle and appears to be young (approximately 30 years) and influential. He appears to live in an urban home and does not appear to have a pool or air conditioning.