# CLUSTER#4: Eco-Active Go-Getters

Eco-Active Go-Getters, though lower program and rebate engagement have increased their on-line engagement with PG&E

## Demographics (717,122 customers)
- Higher Income: $70k+
- Higher Education: College +
- Less Hispanic and African American
- More likely to be Asian
- Moderately More Professional Occupations
- Higher Home Market Values
- More Temperate/Coastal Climate (Areas 1,2,3)

## Lifestyle
- Content/Happy
- Career Driven & Financially Savvy
- Technically Savvy (Gadgets, Internet)
- Community/Environment Focused
- Unconventional Mindset
- Active & Experiential (Exercise, Outdoors)
- Cultured Consumer (Wine, Gourmet, Travel, Art)
- Frequent Traveler (Business & Leisure)

## Utility Factors
- Visited pge.com
- Pay Bill through multiple electronic methods
- Larger Homes
- Higher Bills
- Both Electric & Gas

## Green Aware
- Behavioral Greens– 68%  Cust Satisfaction – **7.3**
- Think Greens – 17.7%
- Potential Greens – 10%
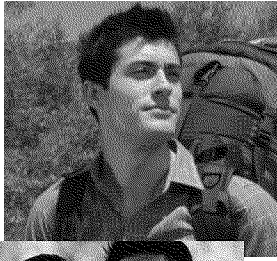- True Browns – 4.1%  **Avg Bill**:
  - Total – $107.70
  - E – $81.55
  - G - $47.06

## Fun Facts
- 14% Completed Graduate School
- More Than Half Have A Home Valued at $500k+
- 41% Are Registered Democrats
- 64% Say They Actively Seek Out News

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# Cluster #4: Eco-Active Go-Getters

I work hard – some people might say too hard, but I enjoy what I do. I am driven to succeed and believe you should seize all opportunities in life. My career is an important part of how I define myself and I do like others to think that I am successful.

But life isn't just about work – I want to feel that my existence has given back to the world in some way. I am a bit of an altruist and I am more than willing to volunteer for a good cause. I believe it's everyone's duty to recycle, that pollution should be banned, that product packaging should all be recyclable and that companies should act ethically. From a human rights perspective, I believe in equality for all, in respect for all customs and beliefs and enjoy learning about other cultures.

I'm very technical and the Internet has had a major impact on how I work. But I also just enjoy technology. I can easily get lost for a couple hours wandering through Best Buy just looking at the different gadgets. I'll pay anything for the electronics that I want and I keep up with technology developments in general. I also spend a lot of time online, visit a variety of different web sites and use web applications like streaming video.

If I'm not at work or on the Internet, I like to keep physically active and enjoy the best of life. I like to spend time experiencing and understanding the nature that is all around me. I'll exercise regularly and go outdoors hiking and camping. I'm also a cultured consumer and enjoy art museums, the theater, gourmet foods, wine and international travel.

From a utility perspective, I like to automate my transactions online whenever possible. I live in a larger home with a higher utility bill and can afford the costs but am also environmentally conscious – so I might be interested in environmental technologies to make my home more energy efficient.

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