



Summary

According to PG&E records, the customer currently residing at Redacted moved into that premise as of July 2010. The customer profile outlined below reflects the behaviors mostly at this premise, but includes details at a prior address as well.

This customer Redacted is currently in **Cluster 6: "Way Wired"**. Customers in this cluster are defined by having low energy requirements (temperate areas with lower energy needs) and high engagement. The Way Wired cluster stands out as characterized by high program (non assistance) involvement and rebate usage with a moderate amount of online engagement. Out of the broader group of low requirements / high engaged customers, Way Wired customers have the highest income. This particular customer Redacted appears to be very similar in many ways to the typical Way Wired customer: through engagement in Climate Smart, past rebates usage and some online engagement (visited MyAccount). They also have low electric bills, but moderate gas bills compared to other PG&E customers.

Also of interest, this customer has a white collar job, appears to have purchased both appliances and electronics within the past 24 months. He or she is registered as democrat and gives to political causes. This customer appears to be between the ages of 35 and 44 years old, resides with one other adult and does not appear to have children. They appear to live in an urban residence and do not appear to have a pool or air conditioning.