

CLUSTER#6: Way Wired



Customers in the Way Wired Segment appear to have expanded their PG&E to include Energy Efficiency, Demand Response and Climate Programs

Demographics (381,813 customers)

- Age 35-64
- Skews Asian
- Higher Education: College+
- Higher Income: Income \$70k+
- More Temperate/Coastal Climates (Areas 2,3,7)

Lifestyle

- Tech Savvy
- Active/Outdoorsy
- Career Driven and Frequent Traveler
- Cultured Consumer
- Community/Environment Focused
- Unconventional Mindset

Utility Factors

- Pay Bill via multiple electronic methods
- EE, DR & ClimateSmart Programs
- Rebates
- Moderate Houses
- Moderate Bills

Green Aware

- Behavioral Greens – 50% Cust Satisfaction – 7.5
- Think Greens – 29%
- Potential Greens – 20%
- True Browns – 3.6%

Avg Bill:

Total – \$148.75

E – \$104.56

G - \$51.52

Fun Facts

- 50% Would Pay More For Environmentally Friendly Products
- 65% Say They Are Less Religiously Conservative Than Average Californians
- 13% Have A Pool

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I love the Internet and I use it for all sorts of things. If I need info on a particular subject, the Internet is the first place I look. I used it to help find my latest job. I use it to make travel plans and reservations and to keep up with the latest news from around the world. The Internet changed the way I spend my free time and it's helped me learn about other cultures.

I even use technology to help pay my utility bills. I set up my bill payment to be automatically withdrawn from my account. I try to buy the latest, most efficient products, and get rebates from my utility company. I have a larger home and can run up some pretty hefty bills.

My career affords me some of the finer things in life which is important to my self-image. I often dine at fine restaurants. I am interested in the arts, so it's not uncommon for me to spend an evening attending live theater. I buy my cars brand new, and I typically wear the latest name brands. It's important for me to be attractive to others.

It's important to feel good about any purchase decision I make because I feel like my possessions help define who I am. Advertising doesn't typically sway me, I need to come to a purchase decision on my own. I'm not influenced by ads, in fact I'd say I don't like advertising.

I want to excel to the very top of my profession. I view my work as a career and not just a job. I would sacrifice time with my family in order to get ahead at work; even if I'm sick I'll drag myself into the office.

It's important for me to do my part for the environment. I will gladly pay more for products that are environmentally friendly. It's each individual's responsibility to do their part, by recycling, buying products made from recycled material and doing business with green-minded companies. I won't do business with companies that I feel to be unethical, regardless of how much I like their products/services.

