Segmentation Framework

Attributes

(**Energy Needs, Account Needs, Attention Needs**)

Higher Income / Large Homes

Non-Temperate Climate

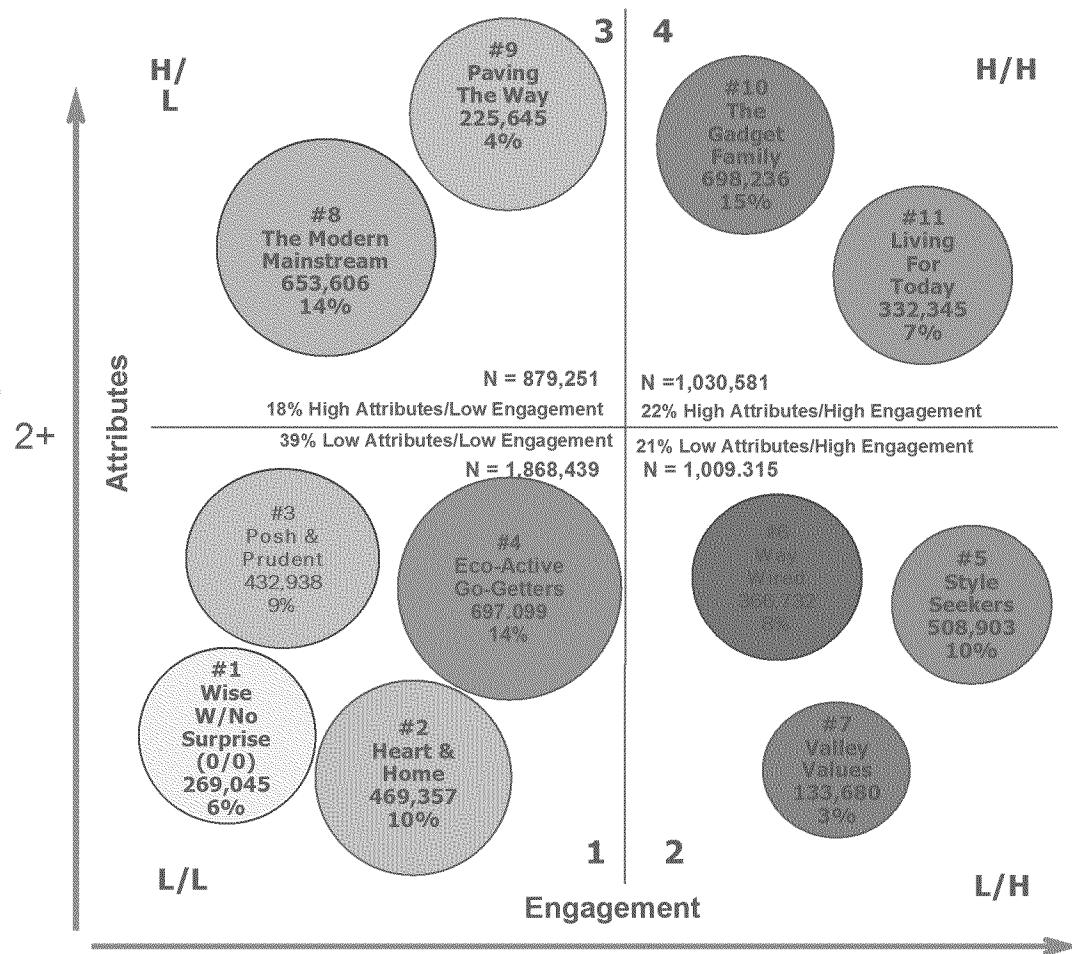Multiple Accounts

Multiple Payment Methods

Missed 20% Payments P12M

Life Support / Medical

Help Tickets (2+ P12M)

Field Activities (2+)

H/ L

3 | 4

H/H

#9
Paving
The Way
225,645
4%

#10
The
Gadget
Family
698,236
15%

#8
The Modern
Mainstream
653,606
14%

#11
Living
For
Today
332,345
7%

N = 879,251
18% High Attributes/Low Engagement

N =1,030,581
22% High Attributes/High Engagement

39% Low Attributes/Low Engagement
N = 1,868,439

21% Low Attributes/High Engagement
N = 1,009.315

#3
Posh &
Prudent
432,938
9%

#4
Eco-Active
Go-Getters
697,099
14%

#6
Way
Wired
366,732
8%

#5
Style
Seekers
508,903
10%

#1
Wise
W/No
Surprise
(0/0)
269,045
6%

#2
Heart &
Home
469,357
10%

#7
Valley
Values
133,680
3%

1 | 2

L/L

L/H

2+ (Attributes axis)

Engagement

2+ (Engagement axis)

Engagement (**Programs, Interactions, Automation**)

BPP	Rebate	Specific Rate Plan
CARE	ClimateSmart	Web Registered
FERA	Involved Pay– Auto/OEP/EFT	*IVR (2+ calls)*
REACH		