

CLARITAS ENERGY BEHAVIOR TRACK PROFILES

RELEASE NOTES FOR ENVISION

DATA VINTAGE

2018 data applied to 2019 segmentation distributions

SEGMENTATION SYSTEMS

PRIZM® Premier

VARIABLES

311 including 6 average bill amount

To view the complete list of variables please visit: environicsanalytics.com/en-us/variables

WHAT IT IS

The Energy Behavior Track Profiles database helps identify consumers based on various energy usage and conservation behaviors and beliefs.

By using Energy Behavior Track Profiles target to develop target groups, users will be able to target their marketing and energy conservation programs.

To ensure users can access to latest survey responses some profiles are based on a single year of responses from the latest Energy Premium Survey. These profiles are noted with "1 YR". All other profiles are created for questions available in both the 2018 and 2017 Energy Premium Surveys using a larger sample collected over two years.

Energy Behavior Track Profiles is coefficient based like all the PRIZM Premier profile databases, meaning the profiles are created for each segment at the national level and the

resulting coefficient is applied to that segment at any sub-geography. Because Energy Behavior Track Profiles presents several regional profiles, such as "Has Electricity Provider: Con Ed (H)," users should keep in mind that these profiles can still be applied to areas where Con Ed is not a service provider. In regions outside of Con Ed's service areas, such as in Arizona, users of this database can assume segments that exhibit above-average rates of usage for Con Ed will select a similar energy service provider in their area.

HOW IT'S USED



Energy service providers use Energy Behavior Track profiles to understand their customer preferences for services like bill payment and preferred contact options.



Retailers use Energy Behavior Track Profiles to understand which segments or target groups are likely to replace major appliances in their trade areas.



Energy Behavior Track Profiles can be used by service providers to segment customers into categories such as early adopters of green energy or more traditional customers.

SAMPLE QUESTIONS IT CAN ANSWER

- Have households in the area adopted smart thermostats?
- Which segments are using green/renewable energy?
- Do customers use online bill payment for their energy bills?