

**SMUD RESIDENTIAL CUSTOMER SEGMENTATION 2008**

		<b>1 Young Families (21%)</b>	<b>2 Money Minded Strivers (20%)</b>	<b>3 Green Echoes (21%)</b>	<b>4 Uninvolved Achievers (12%)</b>	<b>5 Seniors Savers (9%)</b>	<b>6 Green Boomers (7%)</b>	<b>7 Boomers, Buyers and Browsers (6%)</b>	<b>8 Big Toys Big Spenders (4%)</b>
<b>Segmentation based on these three categories.</b>	<b>Housing Description</b>	Single Family 85% Sq Ft 1650 Year Built 1979 In Home 6.8 yrs	Single Family 74% Sq Ft 1600 Year Built 1978 In Home 4.7 yrs	Single Family 52% Sq Ft 1288 Year Built 1967 In Home 6.1 yrs	Single Family 93% Sq Ft 1975 Year Built 1981 In Home 8.7 yrs	Single Family 98% Sq Ft 1544 Year Built 1960 In Home 20.0 yrs	Single Family 95% Sq Ft 1555 Year Built 1967 In Home 11.2 yrs	Single Family 98% Sq Ft 1846 Year Built 1973 In Home 12.1 yrs	Single Family 99% Sq Ft 2235 Year Built 1971 In Home 12.0 yrs
	<b>Energy Usage</b>	High	Moderate	Very Low	Very High	High	Moderate	Very High	Ultra High
	<b>Program Participation Index (1 = average compared to entire population)</b>	0.915	0.844	0.741	1.058	1.323	3.018	3.412	2.014
<b>Attributes about each segment determined once the segments were defined.</b>	<b>Attitudes</b>	Average	-Pretty average although slightly more price sensitive	-Strongest Green -Concern about future -Willing to Partner	-Lower Green -Lower Trust -Lower Future concern	-Trust SMUD but lower willingness to partner -Concern about Future -Higher avoid tech	-Strong Green -Concerned about future -Trust SMUD	-Lower green -Higher Tech -Lower Concern about future -Premium buyer	-Lower Green -Lower Trust -Lower Future concern
	<b>Program Interest</b>	Home Power Power Protection	Marginally higher for ACLM, TOU and Greenergy	Marginally higher for ACLM, TOU, Carbon Offset, Solar Shares (SS), Green	Marginally higher for Monitor and Pay bills online	Low across the board and in many cases is the lowest	Marginally higher for Greenergy and SS	Online Bill Pay	Marginally higher for In Home Monitor, HP, and PP
	<b>Demographics</b>	-Slightly Younger -Slightly Less White -Average Income -Average Education -Slightly More Likely to be Married -More likely to have children	--Second youngest segment 18-44 -Slightly less White and more Asian -Somewhat higher College Grads -Slightly more single -Somewhat lower income	-The youngest segment -Slightly less White -Average Education -Single 46% -Live along 46% -2 or less in HH 78% Lower income	-Middle Age 33-54 -Average White -Average Education -Married with kids -Higher income	-Oldest Segment -White 81% -Somewhat higher for married -1-2 people in HH -No children in HH -Average Income	-Somewhat older 44%>55 -Slightly more white -Somewhat more Ed -Lower children in HH -Somewhat higher income	-Somewhat older 72% 45-75 -Somewhat more white -Somewhat higher Ed, particularly Grad School -Married with higher income	-Somewhat older with 79% 45+ -Somewhat more White -Tech School -Married -Highest Income -3+ in HH 67%
	<b>Factors</b>	Average	Average	-Active -Conservation Environ Focus	Not Conserving and Not Worried	-Active conservation -Not Premium buyers	-Partner with SMUD -Concern and Conservation	-Premium buying -Less Concern and Environ Focus	-Premium buying -Less Concern and Environ Focus -Less likely to Partner w/Smud -Less Flexible -Not Active cons

ACLM = Air Condition Load Management; CO = Carbon Offsets; HH = Household; HP = Home Power; PP = Power Protection; SS = Solar Shares; TOU = Time of Use