

Evergy Missouri Metro
Case Name: 2022 Evergy MO Metro Rate Case
Case Number: ER-2022-0129

Requestor Kremer Lisa -
Response Provided August 09, 2022

Question:5077

With reference to the Companys response to DR number 5060.2 please provide all definitions of all Acxiom segmentation categories that the Company has in its possession.

RESPONSE: (do not edit or delete this line or anything above this)

Confidentiality: PUBLIC

Statement: This response is Public. No Confidential Statement is needed.

Response:

Please see attachment Q5077_Acxiom Energy Segments for definition of the segments Evergy purchases from Acxiom.

Information provided by: Cari Ferrara, Marketing

Attachment(s):

Q5077_Acxiom Energy Segments

Missouri Verification:

I have read the Information Request and answer thereto and find answer to be true, accurate, full and complete, and contain no material misrepresentations or omissions to the best of my knowledge and belief; and I will disclose to the Commission Staff any matter subsequently discovered which affects the accuracy or completeness of the answer(s) to this Information Request(s).

Signature /s/ *Brad Lutz*
Director Regulatory Affairs

Acxiom Energy Clusters

PAYBACK INVESTORS - 01

- Mature families and couples with classic accumulated wealth and sustained financial investment
- Strong energy capital commitment anchored by green affinity and overweight energy-related capital stock (housing, cars)
- Biased against new technology adoption

GREEN INVESTORS - 02

- Upper income, middle-age families dominated by high-earners and growing new wealth
- Strongest nucleus family demographics
- Luxury capital consumption and green participation
- High technology propensity
- Heavy mix of self-directed investors and community/civic involvement

GREEN ACTIVISTS - 03

- Mature households (empty nesters, career singles, and single parents) with strong green affinities and cause involvement
- Positioned to engage given economic stability, discretionary time
- Balance sheet wealth, but lower savings capacity or time horizon for investments
- Not a technology early adopter

HANDS-ON-BELIEVERS - 04

- Blend of empty-nesters and larger families
- Do-it-yourselfers
- Discretionary time and spend to engage in new offers
- No strong energy theses (investment, green or tech biases)
- Not a high consumer of comfort
- Guarded capital deployment due to net worth, investment horizon and financial self-reliance

PRAGMATISTS - 05

- Savers, doers, tech adopters
- Living the upper-middle class family life
- Many in their core earning years, with dual incomes, or with the elder generation on board
- Not the earliest of adopters, but will invest, participate and be hands-on
- Median green affinity and comfort consumption

CREATURES OF COMFORT - 06

- Healthy and stable upper-middle class earnings
- Living relatively larger on those paychecks than any other cluster

- Broad lifestyle diversity but with some tendency towards urban upscale and suburbanites “spending on kids”
- Biased against technology and green participation

SHOW-ME PARTICIPANTS - 07

- Strong combination of green affinity and technology propensity
- Only median income, wealth and stability
- Younger mix of nucleus families, couples, singles
- Stable up-and comers living within their means
- Good housing positions, horizons for long-term participation
- Not high investment savvy

FIRST COSTERS - 08

- Majority single-generation households that are aging-on but still working
- Strong green propensities
- Need to overcome affordability, economic stability and investment hurdles
- Limited ability to engage when time or financial complexity is involved
- Non-tech oriented
- Very low comfort consumption

BUDGET WATCHERS - 09 (formerly Anything-For-A-Buck/Below-The-Radar)

- Consummate third quartile households
- Not young, not single, not affluent, not desperate
- No positive biases: very low green affinity, low comfort consumption, below median technology propensity
- Largest share of “marketing” thin files leaving fewer targetable attributes

TECH FRONTIERSMEN - 10

- Strong overweight on technology propensity
- Higher relative savings and balance sheet growth potential, bolstered by modest net worth foundations
- Comfort consumption only at median of population
- Anchored in family growth mode, with significant investment horizon given family youth

LIVING IN THE NOW - 11

- Largely young, urban, single, tech savvy and mobile population that is not yet anchored in long-term housing
- Rising but early incomes, with progressive career development demonstration and upside
- Not yet saving, but possess some level of economic stability
- Overweight comfort and tech consumption

TECH TO LIVE - 12

- Younger, broke but most importantly technology connected

- Almost half have no net worth
- Bias is for cheaper vehicles and housing
- Tech consumption negatively correlated with any “ability to pay” metric or wealth development prospects
- Low functioning on almost all other energy-relevant propensities

UNPLUGGED -13 (formerly Disassociated Citizens)

- Large, diverse segment with an acute affordability barrier
- Subsisting but with low economic stability
- Minimal to negative savings capacity across all age groups
- Housing levels and vehicle capital commitments slightly below economic peers
- No targetable energy participation