

# Personality is key

There is no such thing as “THE” electricity customer but we have identified 7 personality groupings.



For each group needs, wants, expectations and drivers differ – both towards electricity usage as well as towards their power company.

## Dimensions of interest

- the degree to which they choose to engage with their power company
- whether they prefer to stay loyal or like to shop around
- how freely they use electricity or how careful and mindful they are of how much they use