

NEW CUSTOMER ENGAGEMENT MODELS

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UT ENERGY WEEK
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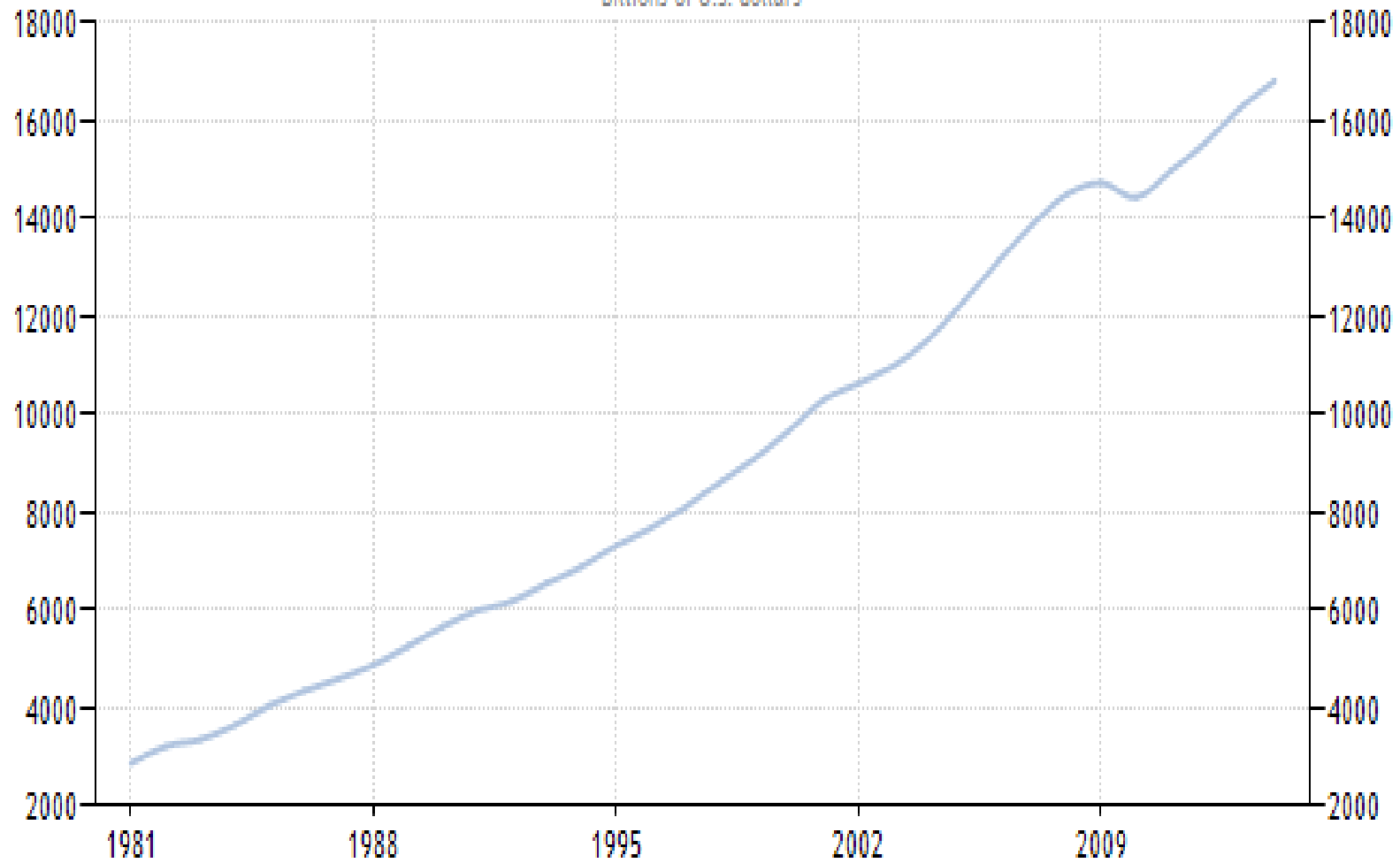
RATIONAL INATTENTION

How to **Optimally Allocate** the Scarce resource of **Attention** to:

1. Explain Important Economic Data; and,
2. Influence Policy Decisions.

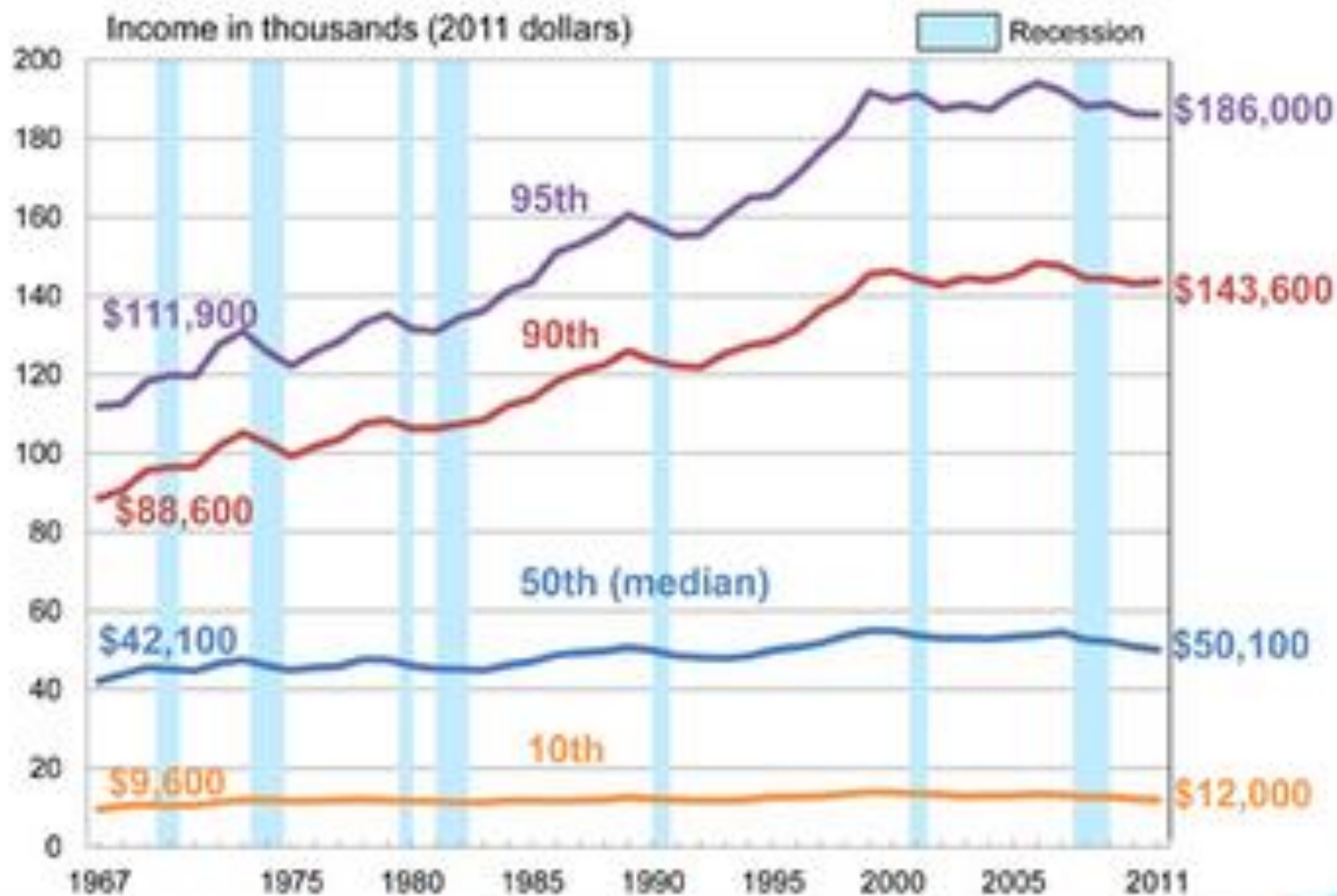
UNITED STATES GDP

Billions of U.S. dollars

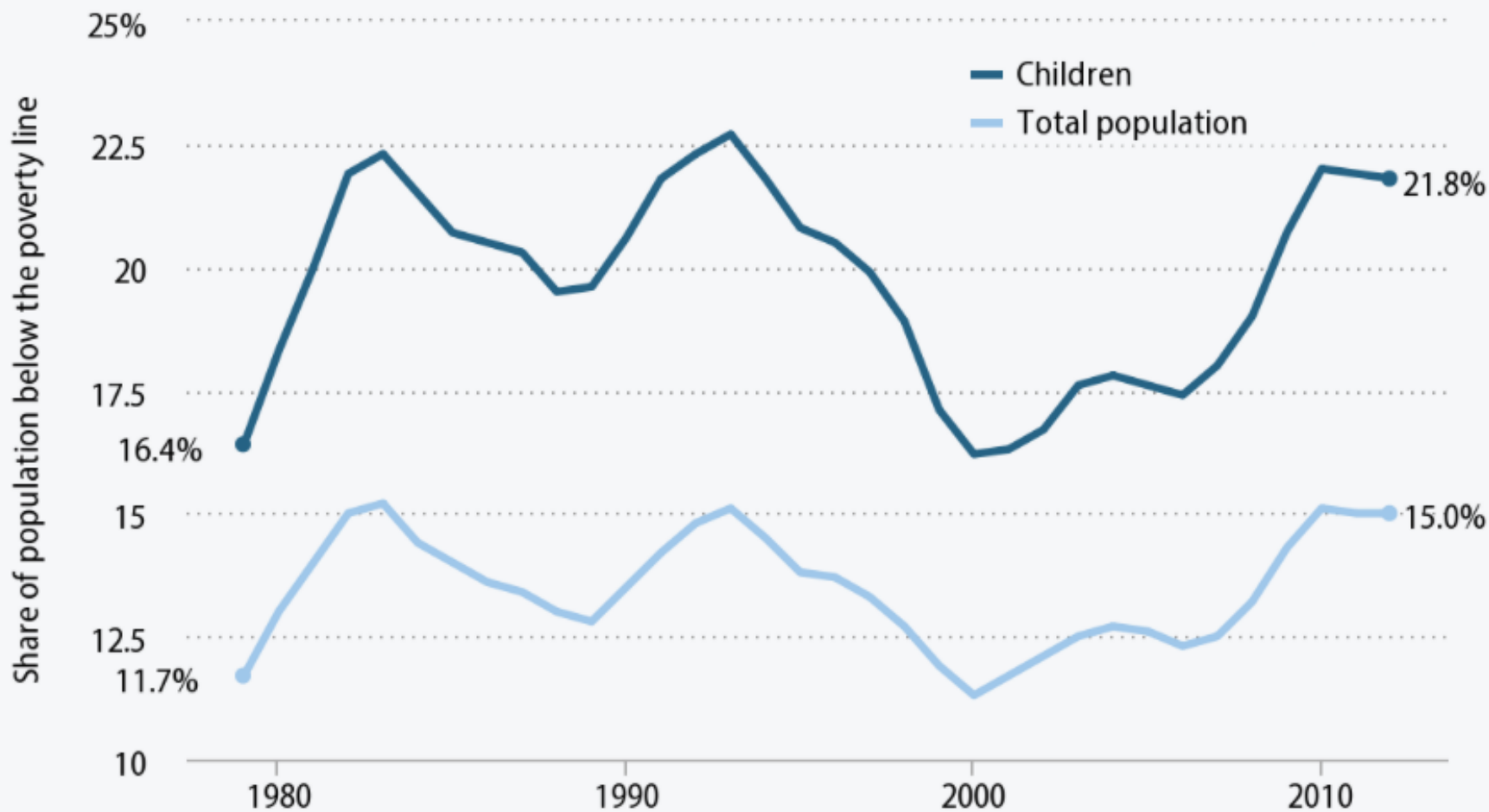


SOURCE: WWW.TRADINGECONOMICS.COM | WORLD BANK

Real Household Income at Selected Percentiles: 1967 to 2011

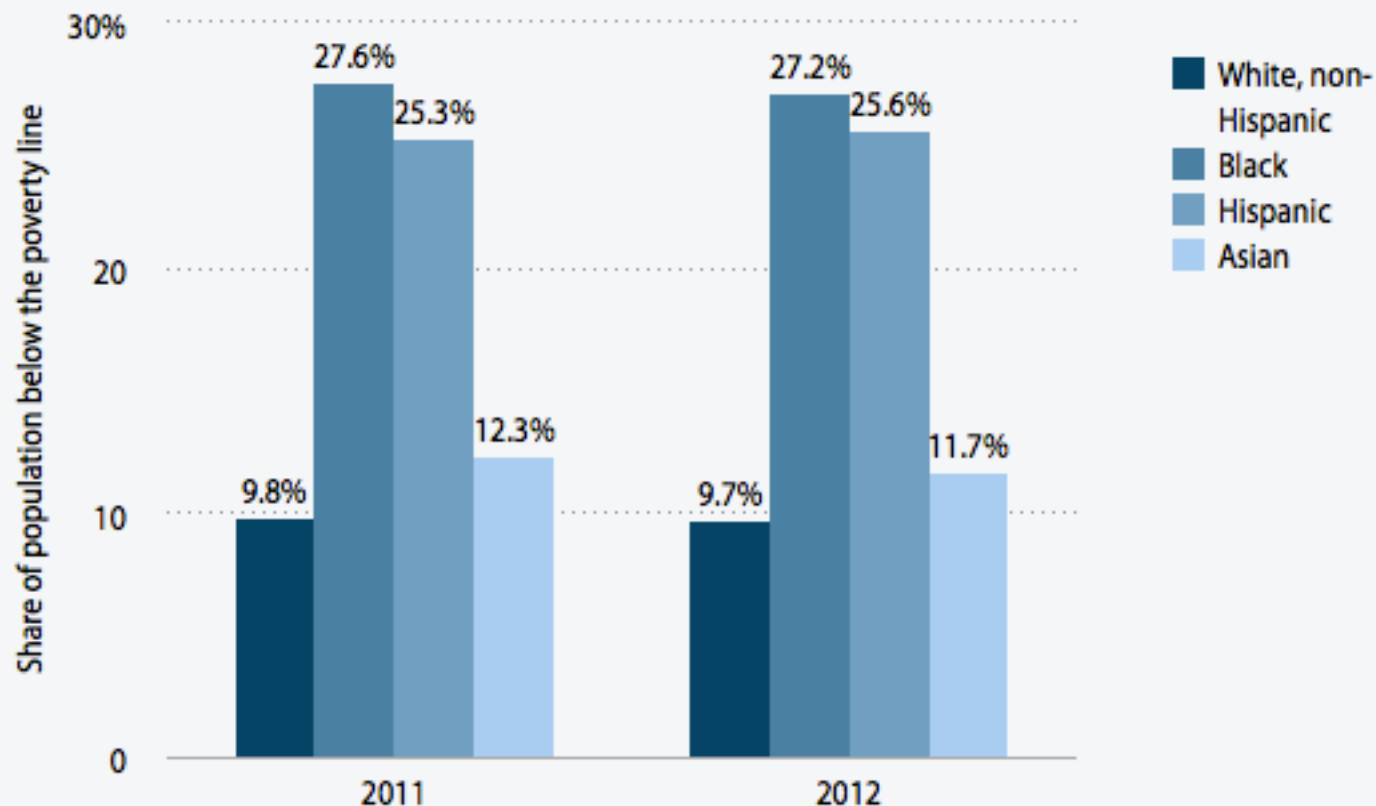


Poverty rate for total population and children, 1979–2012



Source: Authors' analysis of Current Population Survey Annual Social and Economic Supplement (CPS-ASEC) Historical Poverty Tables (Table 3) and CPS-ASEC microdata

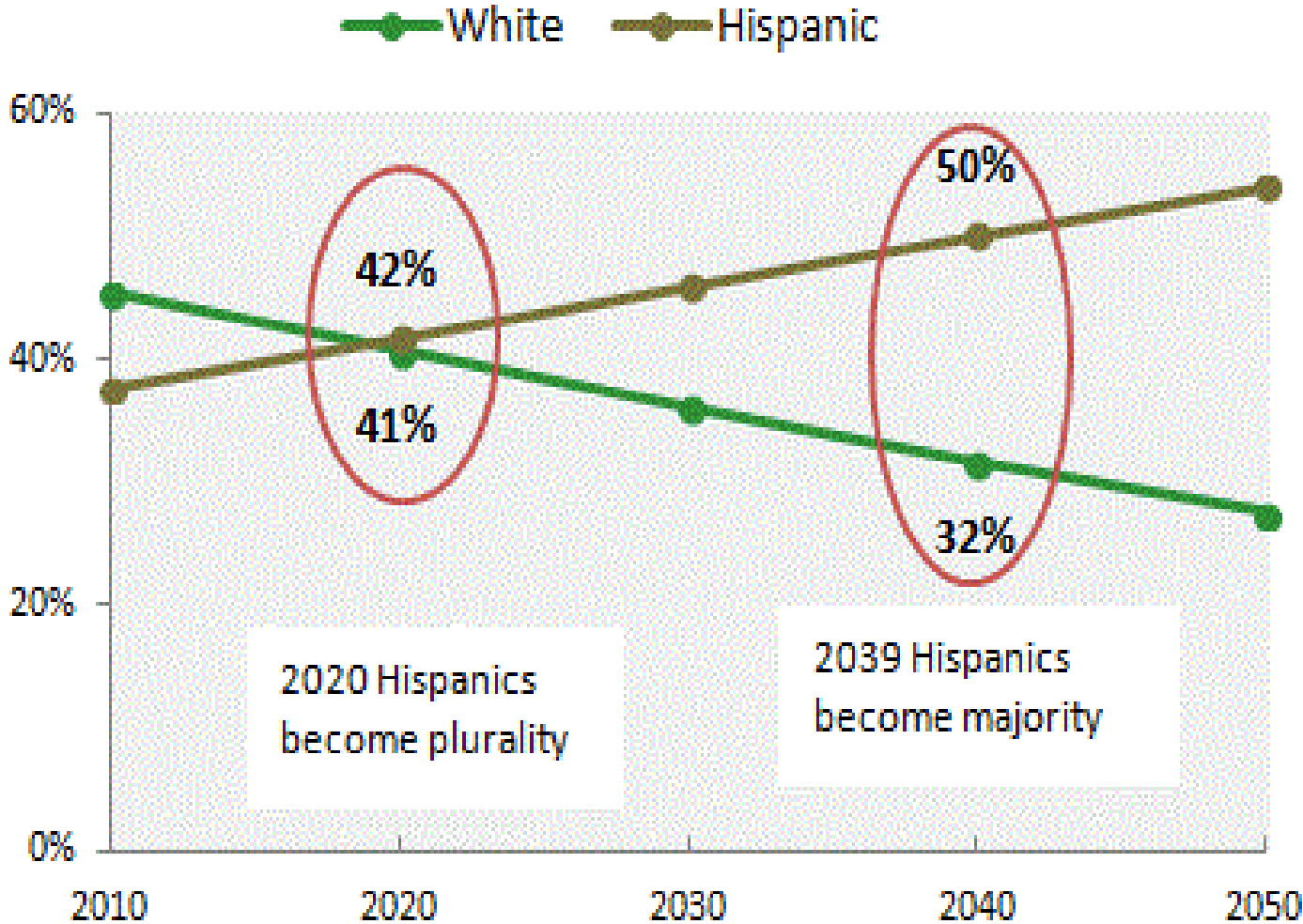
Poverty rate, by race and ethnicity, 2011–2012



Note: Races and ethnicities are presented in the following mutually exclusive categories: White refers to non-Hispanic whites, black refers to non-Hispanic blacks, and Hispanic refers to Hispanics of any race.

Source: Authors' analysis of Current Population Survey Annual Social and Economic Supplement Historical Poverty Tables (Table 2)

Figure 1. Texas Population Projections



Source: U.S. Texas State Data Center, Office of State Demographer 2012

ELECTRICITY PRICE INDEX : 1952-2013

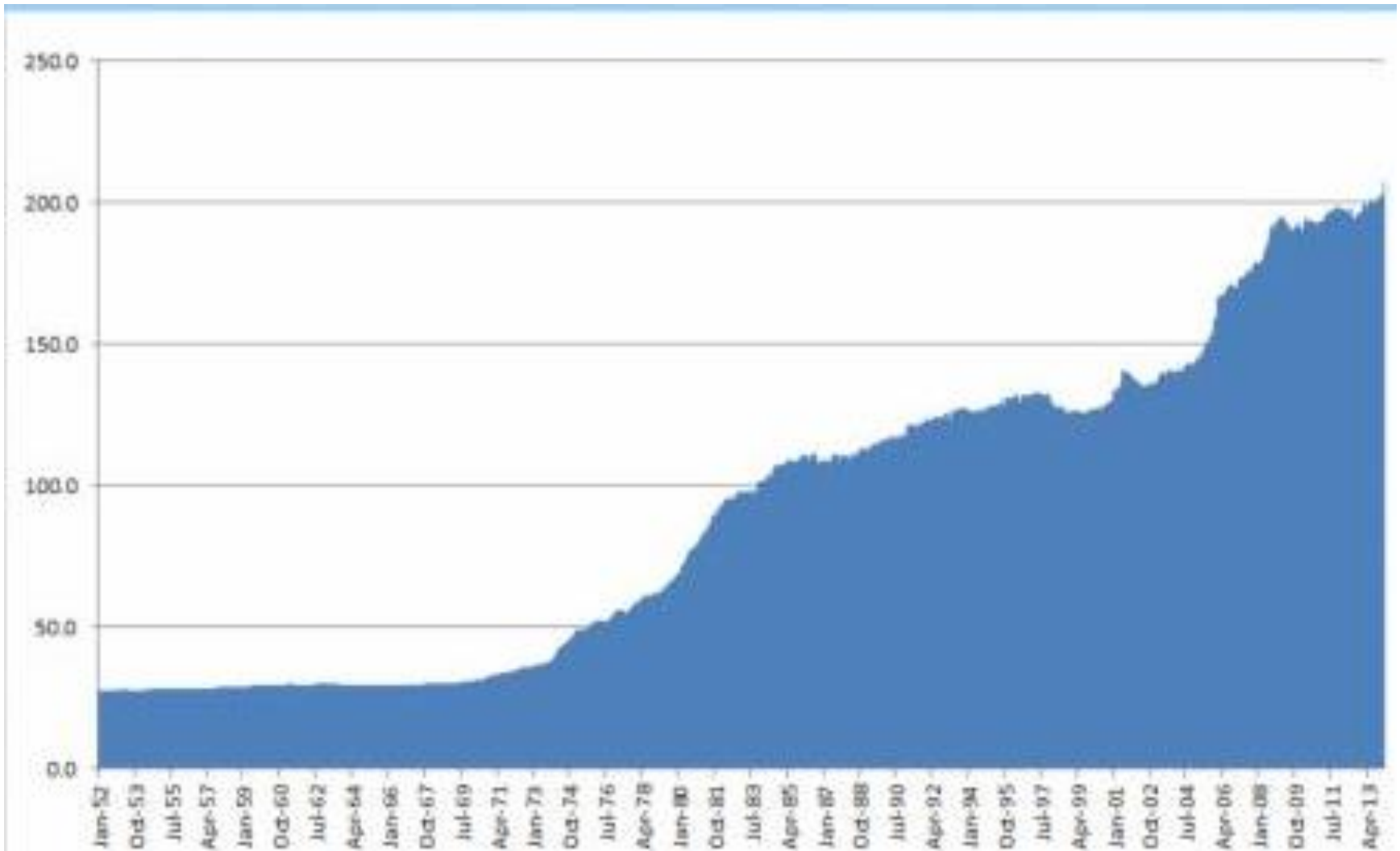
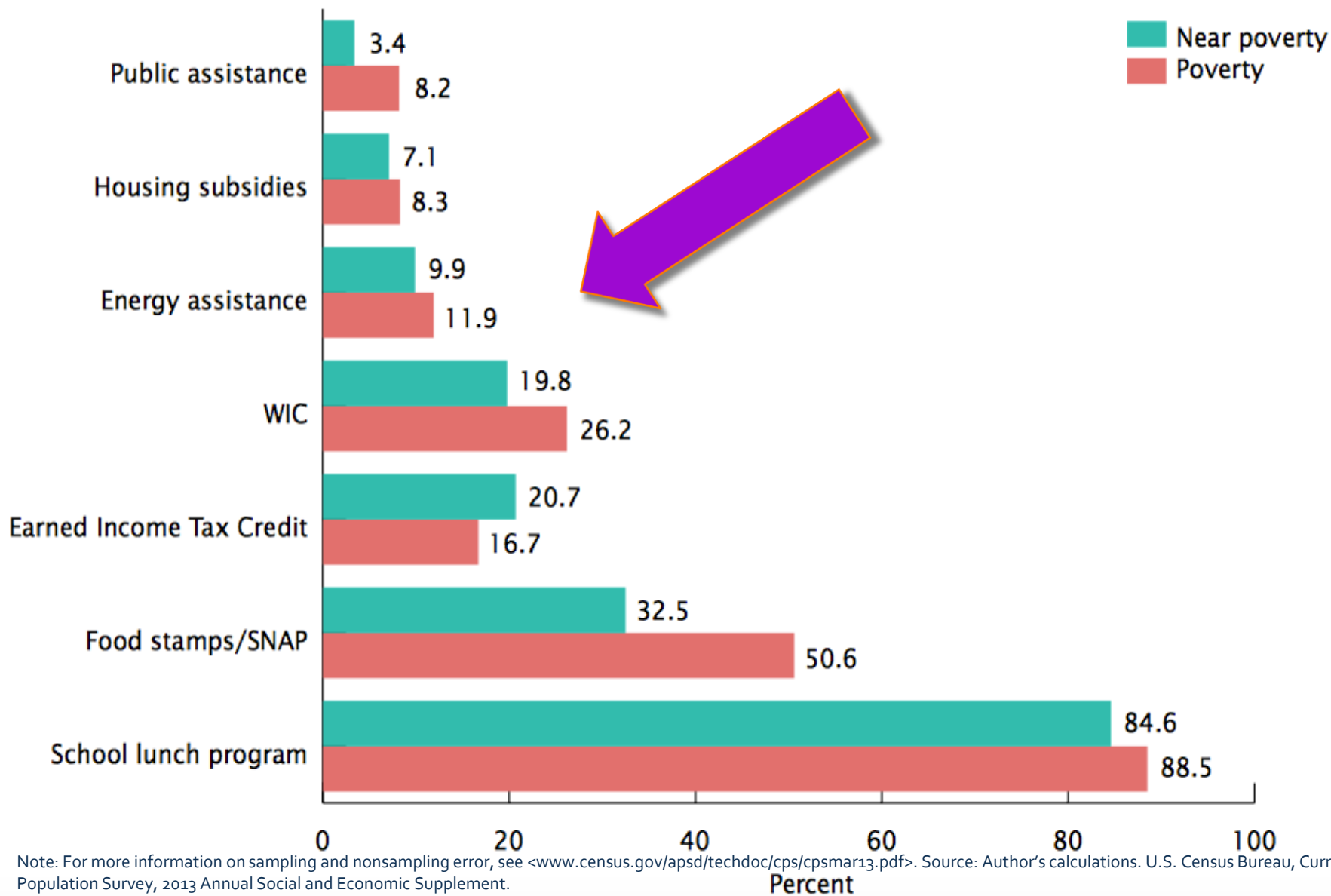


Chart by Ali Meyer

Source: Bureau of Labor Statistics

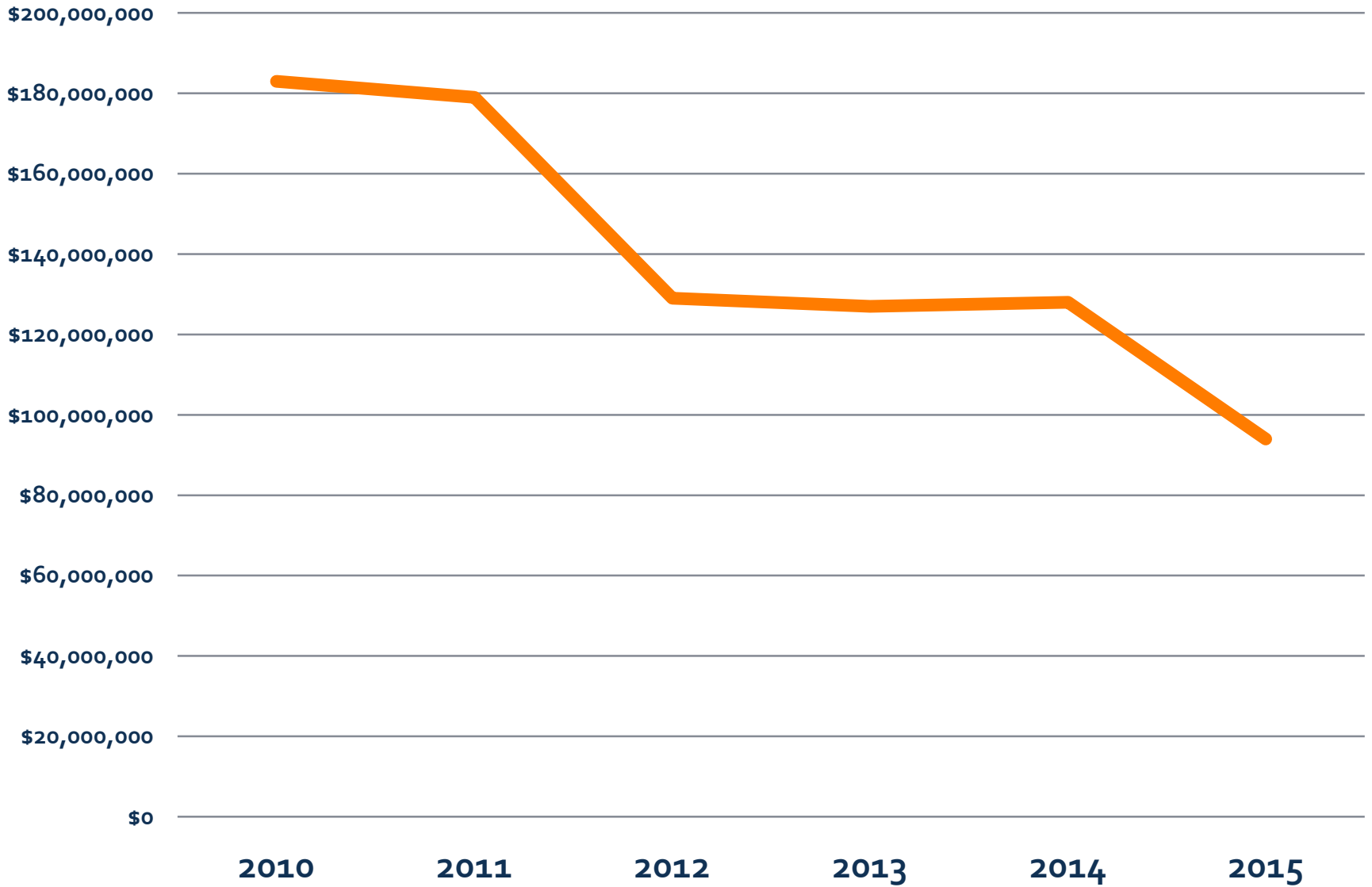
Figure 9.

Proportion of Individuals in Near Poverty and Poverty Receiving Assistance: 2012



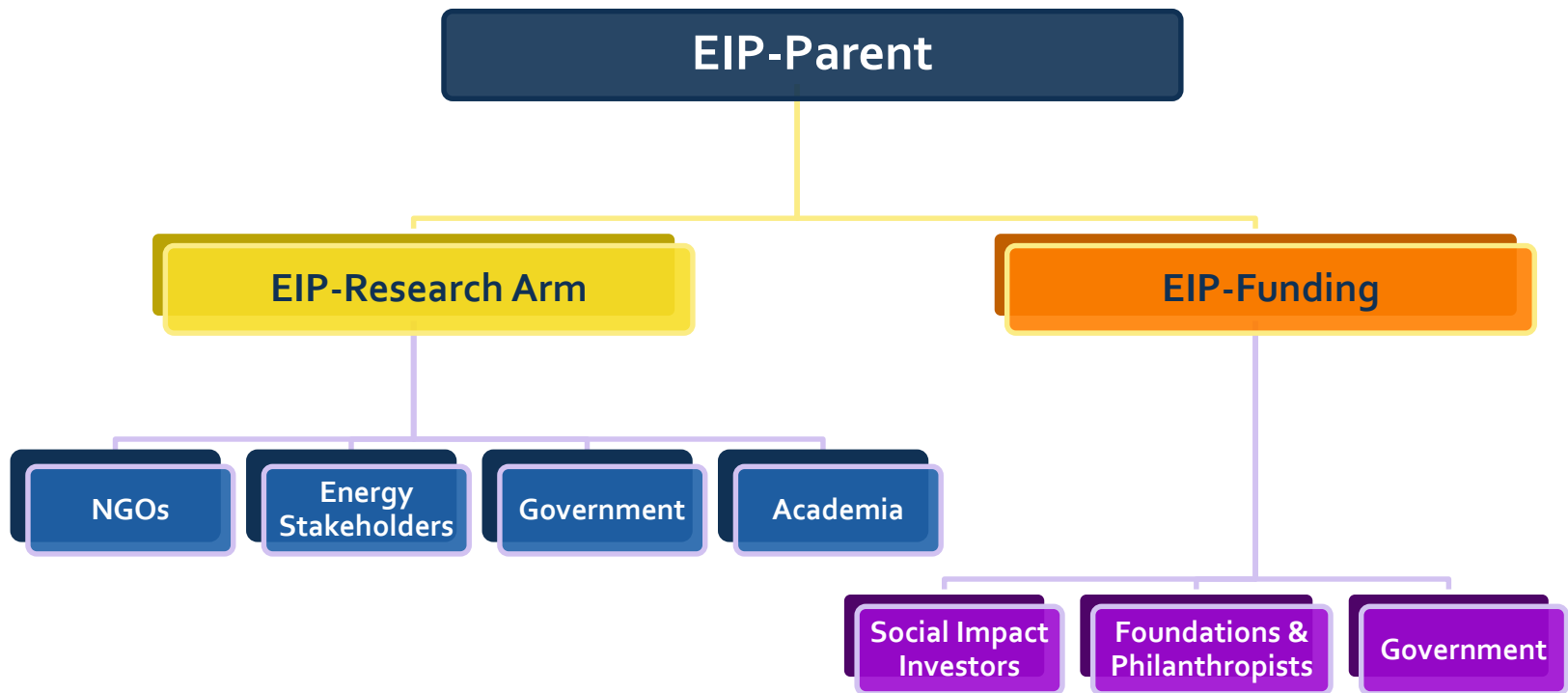
Note: For more information on sampling and nonsampling error, see <www.census.gov/apspd/techdoc/cps/cpsmar13.pdf>. Source: Author's calculations. U.S. Census Bureau, Current Population Survey, 2013 Annual Social and Economic Supplement.

LIHEAP FUNDING IN TEXAS





ENERGY IMPACT PLATFORM

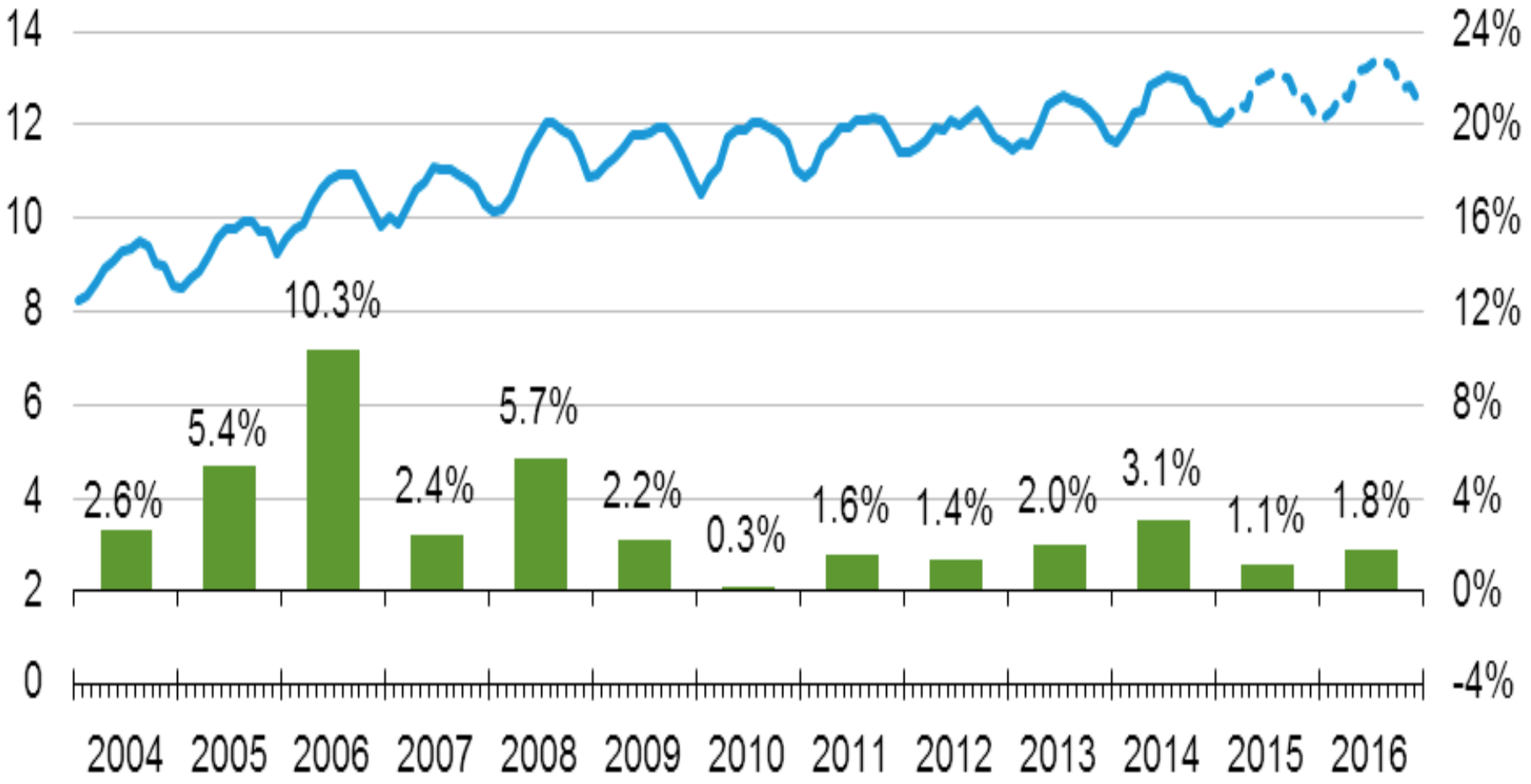


EXTRA SLIDES



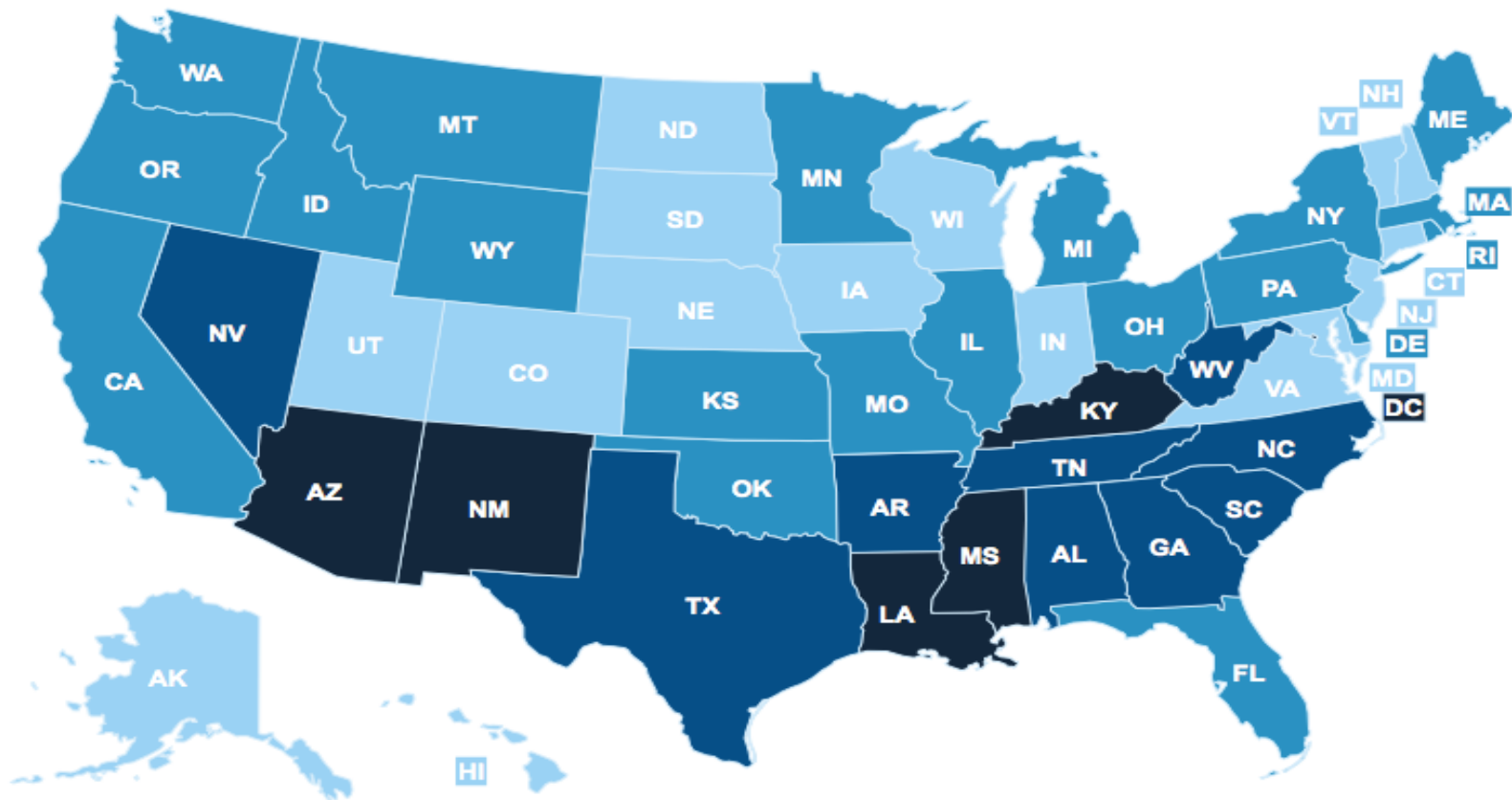
U.S. Residential Electricity Price

cents per kilowatthour



■ Annual growth (right axis) — Residential electricity price - - - Price forecast

Source: Short-Term Energy Outlook, February 2015.



Poverty Rate by Race/Ethnicity

[View Table in New Window](#)

Location	Total
United States	15%
Texas	17%