Nicor Gas

Residential Customer Count: **2,000,000***

THE AVERAGE RESIDENTIAL CUSTOMER IN THE ILLINOIS ENERGY MARKET:

- Is a white married male that is 65 or older that owns a single-family home built more than 50 years ago in a metro area
- Has less than 2 family members and no kids
- Makes more than $100,000 a year and lives above the poverty line
- Completed high school
- Is environmentally conscious
- Does not enjoy the outdoors or traveling and does not own pets

ENVIRONMENTALLY CONSCIOUS

42% of customers **are environmentally conscious**
27% of customers **are moderately environmentally conscious**
32% of customers **are not environmentally conscious**

POVERTY

93% of customers **live above the poverty line**
7% of customers **live below the poverty line**

AGE

13% of customers **are younger than 35**
23% of customers **are between 35 and 50**
32% of customers **are between 50 and 65**
33% of customers **are older than 65**

URBANICITY

95% of customers **live in a metro area**
5% of customers **live in an urban area**

CHILD COUNT

61% of customers **do not have children**
26% of customers **have less than 2 children**
11% of customers **have 3 or 4 children**
3% of customers **have 5 or more children**

DWELLING TYPE

8% of customers **live in a multi-family home**
92% of customers **live in a single- family home**

EDUCATION

57% of customers **completed high school**
32% of customers **completed college**
11% of customers **completed graduate school**

ESTIMATED INCOME

11% of customers **make less than $29,999 a year**
12% of customers **make between $30,000 and $49,999 a year**
38% of customers **make between $50,000 and $99,999 a year**
40% of customers **make more than $100,000 a year**

ETHNICITY

5% of customers **are African American**
4% of customers **are Asian**
12% of customers **are Hispanic**
79% of customers **are White or Other**

FAMILY COUNT

56% of customers **have less than 2 family members**
39% of customers **have between 3 and 6 family members**
6% of customers **have 7 or more family members**

GENDER

51% of customers **are male**
49% of customers **are female**

HOMEOWNER STATUS

92% of customers **own their home**
8% of customers **rent their home**

MARITAL STATUS

55% of customers **are married**
45% of customers **are single**

THE OUTDOORS

7% of customers **enjoy being outdoors**
93% of customers **do not enjoy being outdoors**

PET LOVERS/OWNERS

76% of customers **are not pet owners**
24% of customers **are pet owners**

TRAVEL

64% of customers **do not enjoy traveling**
36% of customers **enjoy traveling**

YEAR HOME WAS BUILT

1% of customers' **homes were built less than 10 years ago**
26% of customers' **homes were built between 10-30 years ago**
24% of customers' **homes were built between 30-50 years ago**
49% of customers' **homes were built more than 50 years ago**