

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

Demographic Profiles Pulled: 2/4/2021

Internal Customer Data Matched with Market Vue Residential Data Compiled from the Following Sources:

- Experian consumer data, over 120 million household addresses, more than 230 million individual adult consumers; basic demographics, lifestyles, financials, utility block group spending averages
- Infutor parcel property data on over 120 million US addresses
- BigDBM consumer data on over 250 million adult consumers

• Data1 consumer data on over 260 million adult consumers with higher coverage among lower income households

• AnalyticsIQ financial data

• Market Vue Partners custom consumer segmentation models and spatial routines, Consumer Segments, Energy Scores, Green Segments, Prospect distance calculations to nearest customer meters, and market territories

*Estimations due to monthly changes