Virginia Natural Gas

THE AVERAGE RESIDENTIAL CUSTOMER IN THE VIRGINIA NATURAL GAS MARKET:

- Is a white married male between 50 and 65 years of age that owns a single-family home built more than 50 years ago in a metro area
- Has less than 2 family members and has either less than 2 children or none at all
- Makes more than $100,000 a year and lives above the poverty line
- Is environmentally conscious
- Completed high school and attended trade or vocational school
- Does not enjoy being outdoors, but enjoys traveling domestically

ENVIRONMENTALLY CONSCIOUS
- **37%** of customers **are environmentally conscious**
- **27%** of customers **are moderately environmentally conscious**
- **36%** of customers **are not environmentally conscious**

POVERTY
- **90%** of customers **live above the poverty line**
- **10%** of customers **live below the poverty line**

AGE
- **16%** of customers **are younger than 35**
- **23%** of customers **are between 35 and 50**
- **32%** of customers **are between 50 and 65**
- **29%** of customers **are older than 65**

URBANICITY
- **100%** of customers **live in a metro area**

CHILD COUNT
- **40%** of customers **do not have children**
- **40%** of customers **have less than 2 children**
- **17%** of customers **have 3 or 4 children**
- **4%** of customers **have 5 or more children**

DWELLING TYPE
- **6%** of customers **live in a multi-family home**
- **94%** of customers **live in a single-family home**

EDUCATION
- **30%** of customers **completed high school**
- **34%** of customers **attended trade/vocational school**
- **22%** of customers **completed college**
- **14%** 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**
- **37%** of customers **make between $50,000 and $99,999 a year**
- **40%** of customers **make more than $100,000 a year**

GENDER
- **56%** of customers **are male**
- **44%** of customers **are female**

ETHNICITY
- **12%** of customers **are African American**
- **2%** of customers **are Asian**
- **4%** of customers **are Hispanic**
- **82%** of customers **are White or Other**

FAMILY COUNT
- **58%** of customers **have less than 2 family members**
- **37%** of customers **have between 3 and 6 family members**
- **5%** of customers **have 7 or more family members**

HOMEOWNER STATUS
- **91%** of customers **own their home**
- **9%** of customers **rent their home**

MARITAL STATUS
- **57%** of customers **are married**
- **43%** of customers **are single**

THE OUTDOORS
- **6%** of customers **enjoy being outdoors**
- **94%** of customers **do not enjoy being outdoors**

PET LOVERS/OWNERS
- **28%** of customers **are pet owners**
- **35%** of customers **are cat owners**
- **37%** of customers **are dog owners**
- **1%** of customers **are horse owners**

TRAVEL
- **27%** of customers **enjoy traveling**
- **64%** of customers **travel domestically**
- **2%** of customers **travel internationally**
- **6%** of customers **travel by cruise**

YEAR HOME WAS BUILT
- **5%** of customers' **homes were built less than 10 years ago**
- **34%** of customers' **homes were built between 10-30 years ago**
- **20%** of customers' **homes were built between 30-50 years ago**
- **40%** of customers' **homes were built more than 50 years ago**