

## 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



### ETHNICITY

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



### 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



### 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



### 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



### 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



### DWELLING TYPE

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



### 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



### 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



### TRAVEL

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



### 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



### 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

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