

THE AVERAGE RESIDENTIAL CUSTOMER IN THE CHATTANOOGA GAS COMPANY MARKET:

- Is a white married male older than 65 years old 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 and attended a vocational or technical school
- Is not environmentally conscious and does not enjoy being outdoors
- Enjoys traveling domestically



ENVIRONMENTALLY CONSCIOUS

- 33%** of customers **are environmentally conscious**
- 30%** of customers **are moderately environmentally conscious**
- 37%** of customers **are not environmentally conscious**



ETHNICITY

- 7%** of customers **are African American**
- 2%** of customers **are Asian**
- 2%** of customers **are Hispanic**
- 89%** of customers **are White or Other**



POVERTY

- 89%** of customers **live above the poverty line**
- 11%** of customers **live below the poverty line**



AGE

- 9%** of customers **are younger than 35**
- 21%** of customers **are between 35 and 50**
- 30%** of customers **are between 50 and 65**
- 40%** of customers **are older than 65**



FAMILY COUNT

- 56%** of customers **have less than 2 family members**
- 37%** of customers **have between 3 and 6 family members**
- 6%** of customers **have 7 or more family members**



HOMEOWNER STATUS

- 93%** of customers **own their home**
- 7%** of customers **rent their home**



URBANICITY

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



CHILD COUNT

- 40%** of customers **do not have children**
- 38%** of customers **have less than 2 children**
- 18%** of customers **have 3 or 4 children**
- 5%** of customers **have 5 or more children**



MARITAL STATUS

- 59%** of customers **are married**
- 41%** 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

- 30%** of customers **are pet owners**
- 38%** of customers **are cat owners**
- 32%** of customers **are dog owners**
- 1%** of customers **are horse owners**



EDUCATION

- 30%** of customers **completed high school**
- 30%** of customers **attended vocational/technical school**
- 26%** of customers **completed college**
- 15%** of customers **completed graduate school**



TRAVEL

- 24%** of customers **enjoy traveling**
- 71%** of customers **travel domestically**
- 1%** of customers **travel internationally**
- 3%** of customers **travel by cruise**



ESTIMATED INCOME

- 11%** of customers **make less than \$29,999 a year**
- 11%** of customers **make between \$30,000 and \$49,999 a year**
- 36%** of customers **make between \$50,000 and \$99,999 a year**
- 40%** of customers **make more than \$100,000 a year**



YEAR HOME WAS BUILT

- 2%** of customers' **homes were built less than 10 years ago**
- 32%** of customers' **homes were built between 10-30 years ago**
- 31%** of customers' **homes were built between 30-50 years ago**
- 35%** of customers' **homes were built more than 50 years ago**



GENDER

- 55%** of customers **are male**
- 45%** of customers **are female**

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