

## THE AVERAGE BUSINESS CUSTOMER IN THE VIRGINIA NATURAL GAS MARKET:

- Is a real-estate company that sits on more than 15,000 acres of land in a building that was built between 30 and 50 years ago
- Is at a low risk of paying in a delinquent manner
- Heats their business using a public/piped heat supply
- Has a public sewer and a public water supply



### D&B PRESCREEN SCORES

- 8%** of customers are at a **high risk of paying in a delinquent manner**
- 46%** of customers are at a **moderate risk of paying in a delinquent manner**
- 46%** of customers are at a **low risk of paying in a delinquent manner**



### HEATING FUEL TYPE

- 100%** of customers **heat their business using a public/piped heat supply**



### YEAR BUILT

- 5%** of customers' business buildings **were built less than 10 years ago**
- 29%** of customers' business buildings **were built between 10 and 29 years ago**
- 37%** of customers' business buildings **were built between 30 and 50 years ago**



### WATER SUPPLY TYPE

- 98%** of customers **have a public water supply**
- 2%** of customers **have a well water supply**



### SEWER TYPE

- 96%** of customers **have a public sewer**
- 4%** of customers **have a septic sewer**



### TOTAL ACRES

- 21%** of customers' business buildings **sit on less than 5,000 acres of land**
- 16%** of customers' business buildings **sit on land between 5,000 and 10,000 acres**
- 12%** of customers' business buildings **sit on land between 10,000 and 15,000 acres**
- 50%** of customers' business buildings **sit on more than 15,000 acres of land**

## BUSINESSES BY INDUSTRY

- 2%** of customers' businesses **are in the amusement industry**
- 1%** of customers' businesses **are in the communications industry**
- 5%** of customers' businesses **are in the construction industry**
- 4%** of customers' businesses **are in the education industry**
- 2%** of customers' businesses **are in the grocery industry**
- 6%** of customers' businesses **are in the healthcare industry**
- 3%** of customers' businesses **are in the light manufacturing industry**
- 18%** of customers' businesses **are in the real estate industry**
- 11%** of customers' businesses **are in the restaurant industry**
- 13%** of customers' businesses **are in the retail/mercantile industry**
- 9%** of customers' businesses **are in the service industry**
- 1%** of customers' businesses **are in the transportation industry**
- 4%** of customers' businesses **are in the wholesale industry**
- 7%** of customers' businesses **are in the worship industry**
- 2%** of customers' businesses **are hotel/lodging facilities**
- 1%** of customers' businesses **are convenience stores**
- 1%** of customers' businesses **are government(military)**
- 2%** of customers' businesses **are government(non-military)**
- 10%** of customers' businesses **identify as other**

Firmographic Profiles Pulled: 3/11/2021

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