

THE AVERAGE RESIDENTIAL CUSTOMER IN THE ATLANTA GAS LIGHT MARKET:

- Is a white married female or male between 50 and 65 years old that owns a single-family home built between 10 and 30 years ago
- 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 not environmentally conscious and does not enjoy being outdoors
- Enjoys traveling domestically and has pets



ENVIRONMENTALLY CONSCIOUS

- 37%** of customers are environmentally conscious
- 28%** of customers are moderately environmentally conscious
- 35%** of customers are not environmentally conscious



FAMILY COUNT

- 60%** of customers have less than 2 family members
- 34%** of customers have between 3 and 6 family members
- 6%** of customers have 7 or more family members



POVERTY

- 87%** of customers live above the poverty line
- 13%** of customers live below the poverty line



GENDER

- 49%** of customers are male
- 51%** of customers are female



AGE

- 18%** of customers are younger than 35
- 23%** of customers are between 35 and 50
- 31%** of customers are between 50 and 65
- 28%** of customers are older than 65



HOMEOWNER STATUS

- 87%** of customers own their home
- 13%** of customers rent their home



MARITAL STATUS

- 52%** of customers are married
- 48%** of customers are single



CHILD COUNT

- 49%** of customers do not have children
- 34%** of customers have less than 2 children
- 13%** of customers have 3 or 4 children
- 3%** of customers have 5 or more children



THE OUTDOORS

- 3%** of customers enjoy being outdoors
- 97%** of customers do not enjoy being outdoors



DWELLING TYPE

- 8%** of customers live in a multi-family home
- 92%** of customers live in a single-family home



PET LOVERS/OWNERS

- 32%** of customers are pet owners
- 33%** of customers are cat owners
- 34%** of customers are dog owners
- 1%** of customers are horse owners



EDUCATION

- 35%** of customers completed high school
- 26%** of customers attended trade/vocational school
- 24%** of customers completed college
- 15%** of customers completed graduate school



TRAVEL

- 27%** of customers enjoy traveling
- 68%** of customers travel domestically
- 2%** of customers travel internationally
- 4%** of customers travel by cruise



ESTIMATED INCOME

- 14%** of customers make less than \$29,999 a year
- 13%** of customers make between \$30,000 and \$49,999 a year
- 13%** of customers make between \$50,000 and \$99,999 a year
- 36%** of customers make more than \$100,000 a year



YEAR HOME WAS BUILT

- 4%** of customers' homes were built less than 10 years ago
- 41%** of customers' homes were built between 10-30 years ago
- 32%** of customers' homes were built between 30-50 years ago
- 23%** of customers' homes were built more than 50 years ago



ETHNICITY

- 24%** of customers are African American
- 5%** of customers are Asian
- 5%** of customers are Hispanic
- 66%** of customers are White or Other

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