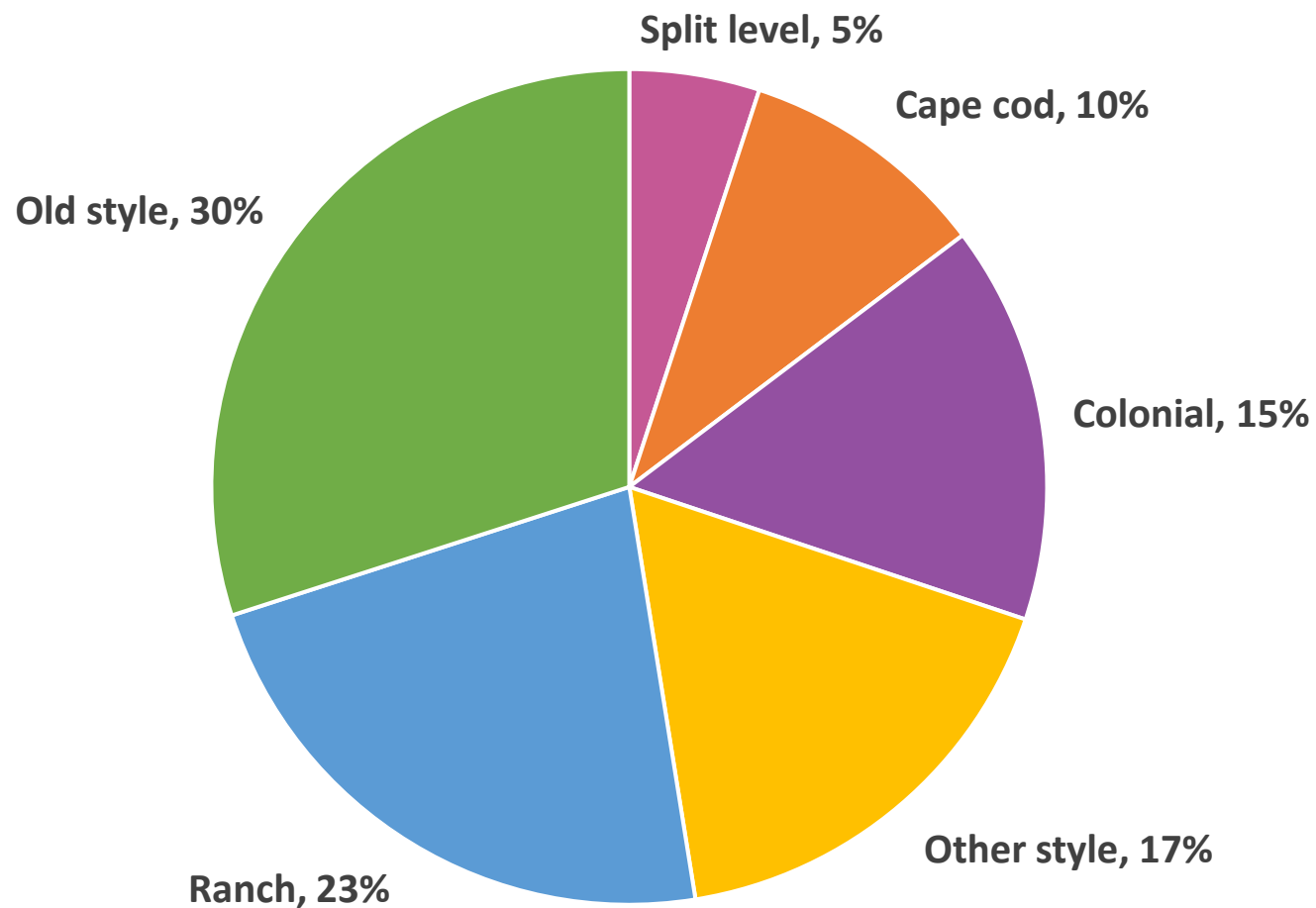


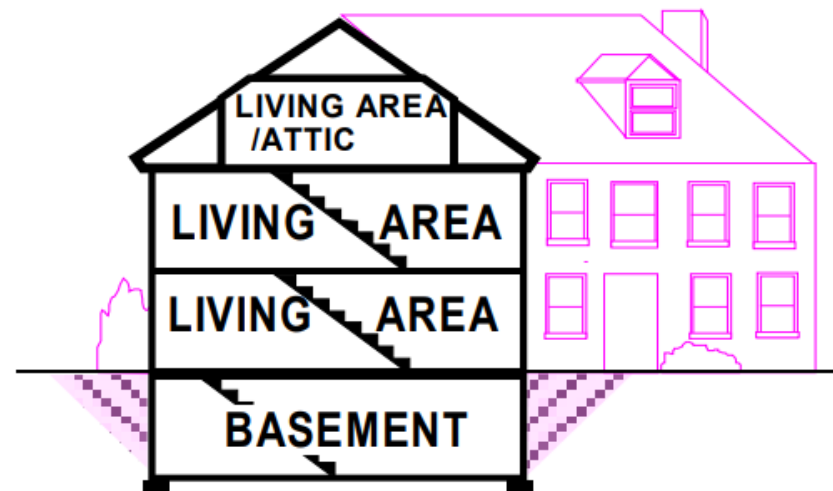
Home Energy Savings Pilot: Target Customer Demographics

~50% of Buildings are Old Style or Ranch

Building Style Across All Counties in National Grid P4P Pilot Territory



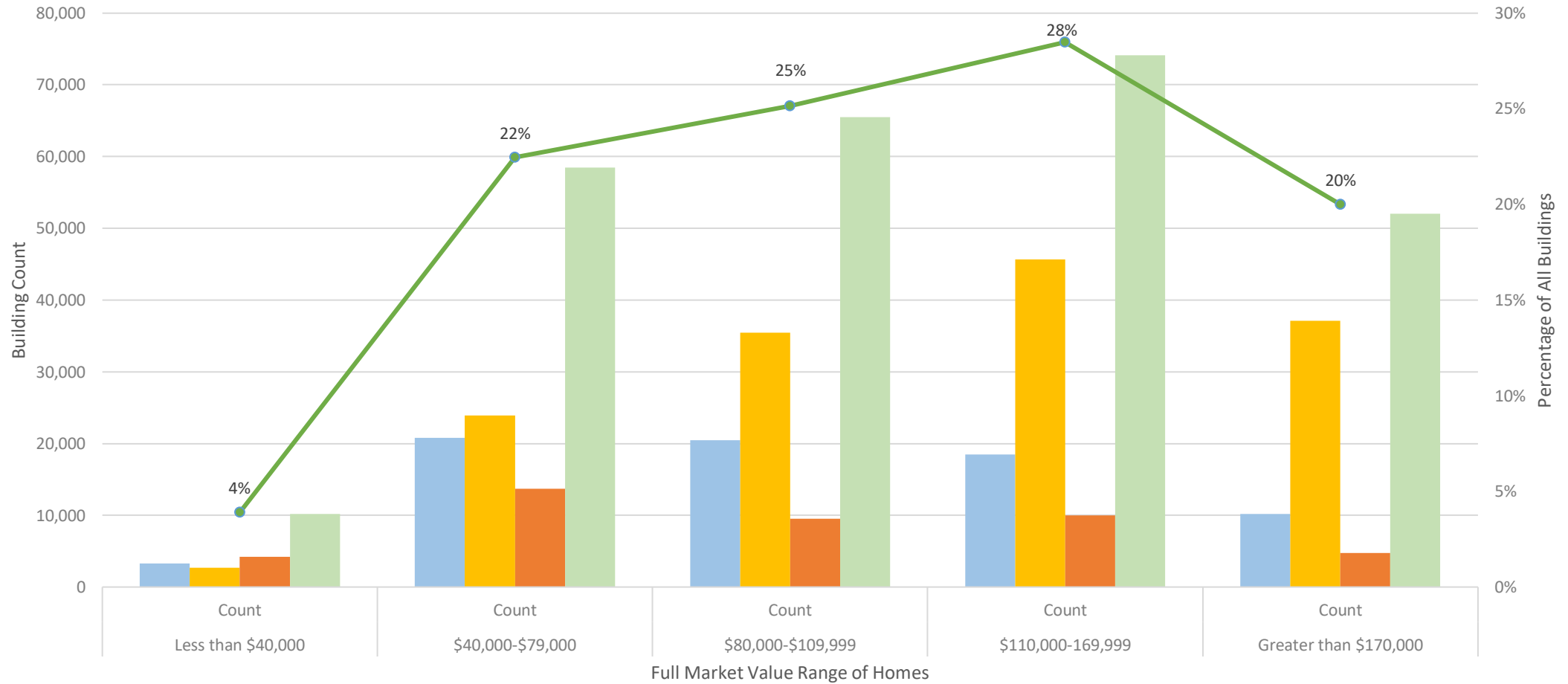
What is "Old Style"?



Data Source: NYS Tax and Finance 2017 Assessment Roll Records
(Covers ~67% of Housing Units in All Three Counties)

~50% of Homes have a Full Market Value of >\$110k

Full Market Value of Homes in National Grid P4P Pilot Territory

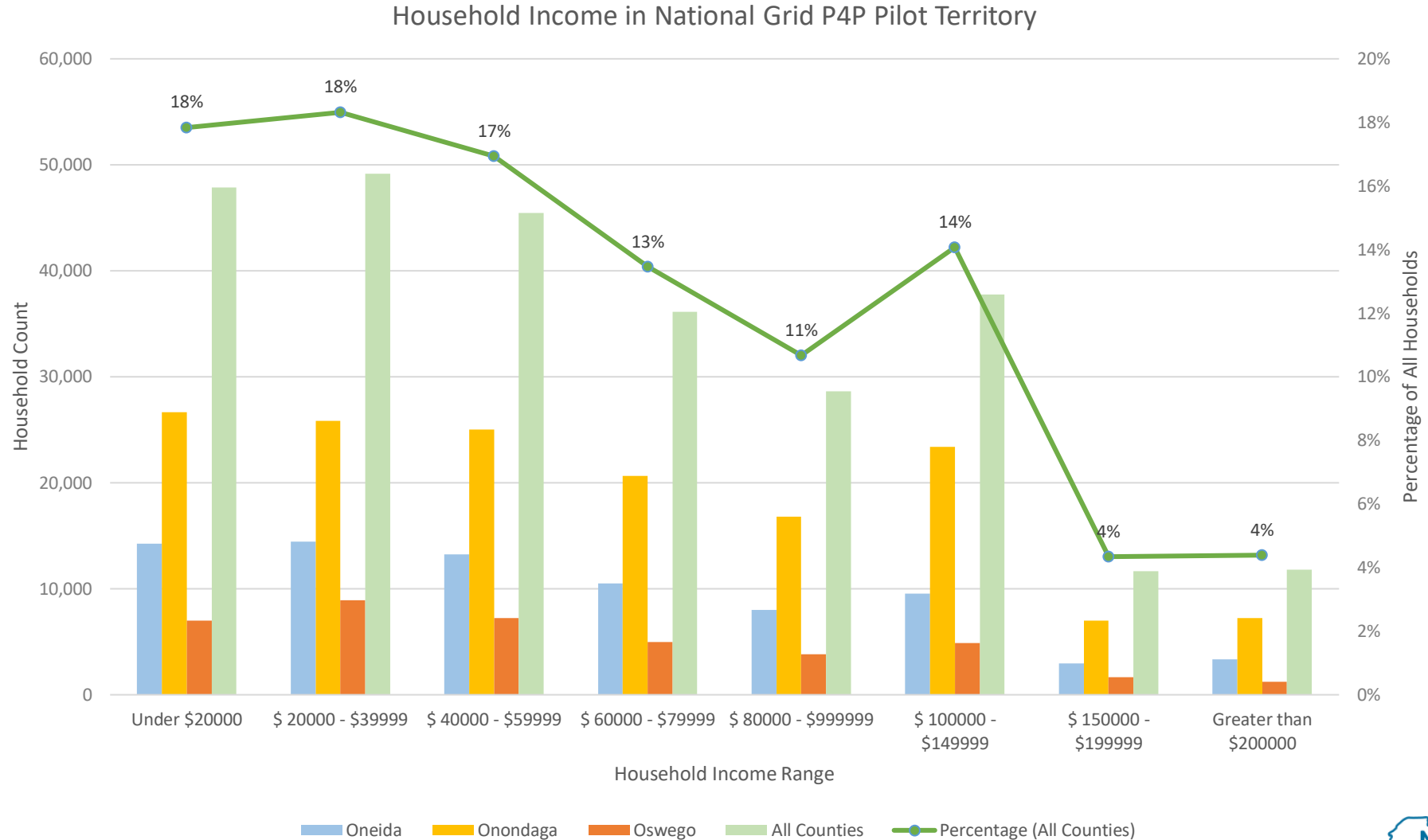


Oneida Onondaga Oswego All Counties Percent (All Counties)

Data Source: NYS Tax and Finance 2017 Assessment Roll Records
(Covers ~70% of Housing Units in All Three Counties)

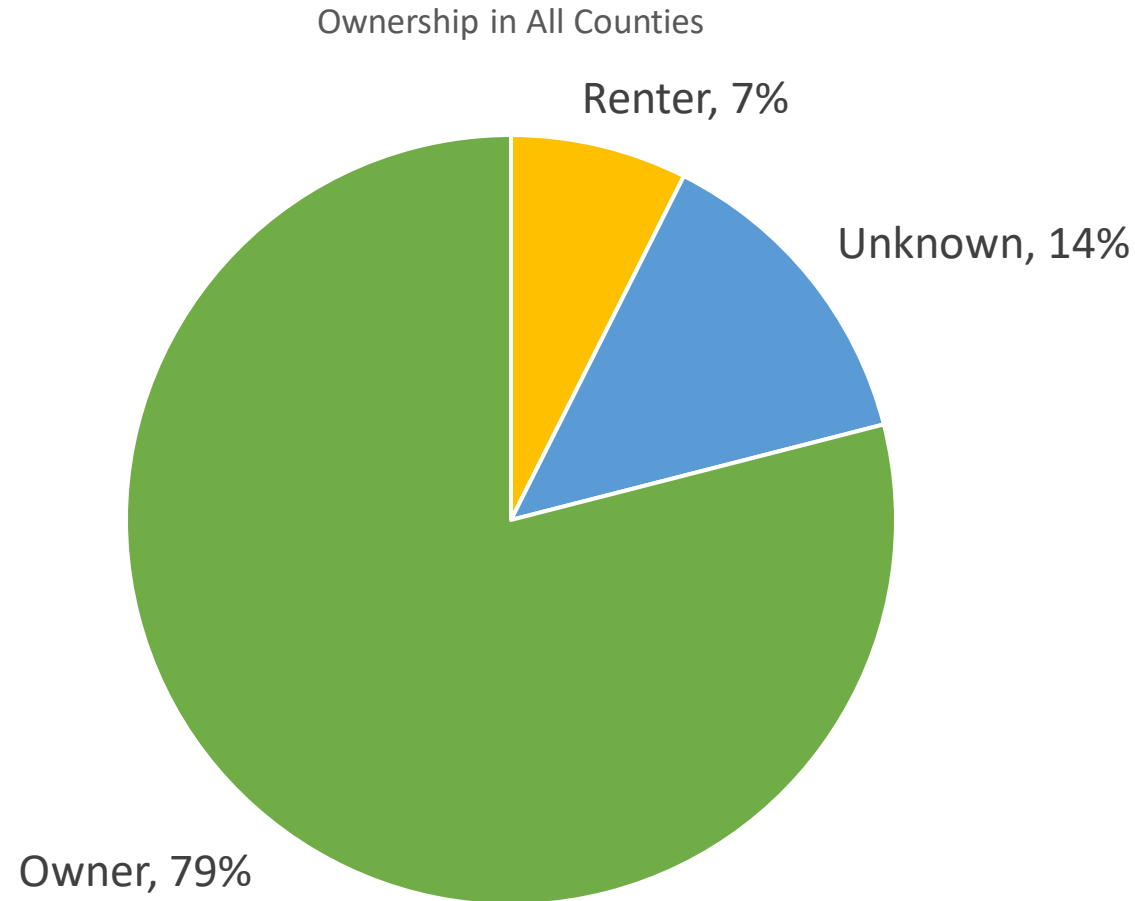


~22% of households have annual income of >\$100k



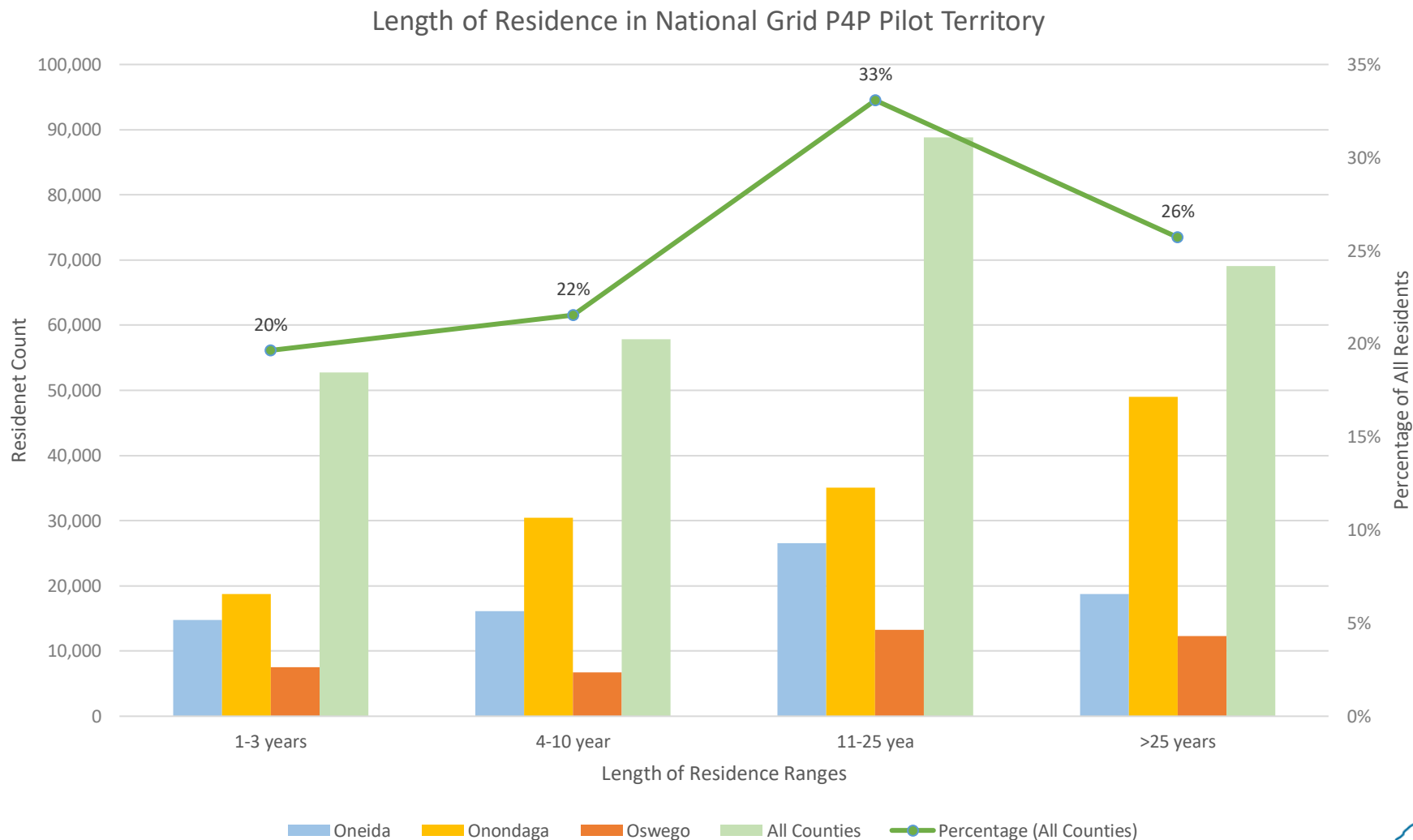
Data Source: Infogroup Records
 (Covers ~73% of Housing Units in All Three Counties)

~80% of Residents Own their 1-4 Family Home



Data Source: Infogroup Records
(Covers ~88% of Housing Units in All Three Counties)

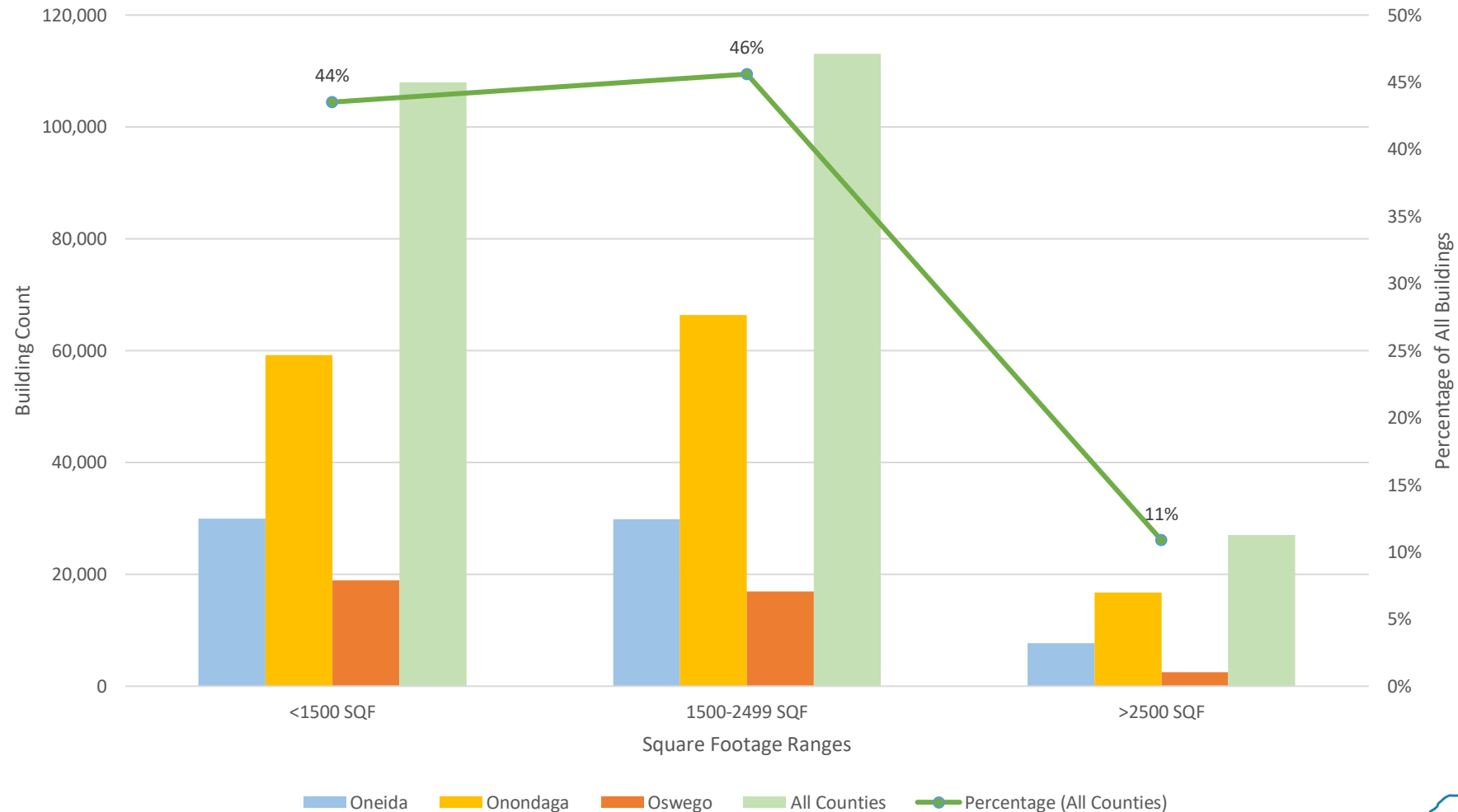
~80% of Residents have been in their Home >4 years



Data Source: Infogroup Records
(Covers ~88% of Housing Units in All Three Counties)

~90% of Homes have <2,500 SQFT of Living Area

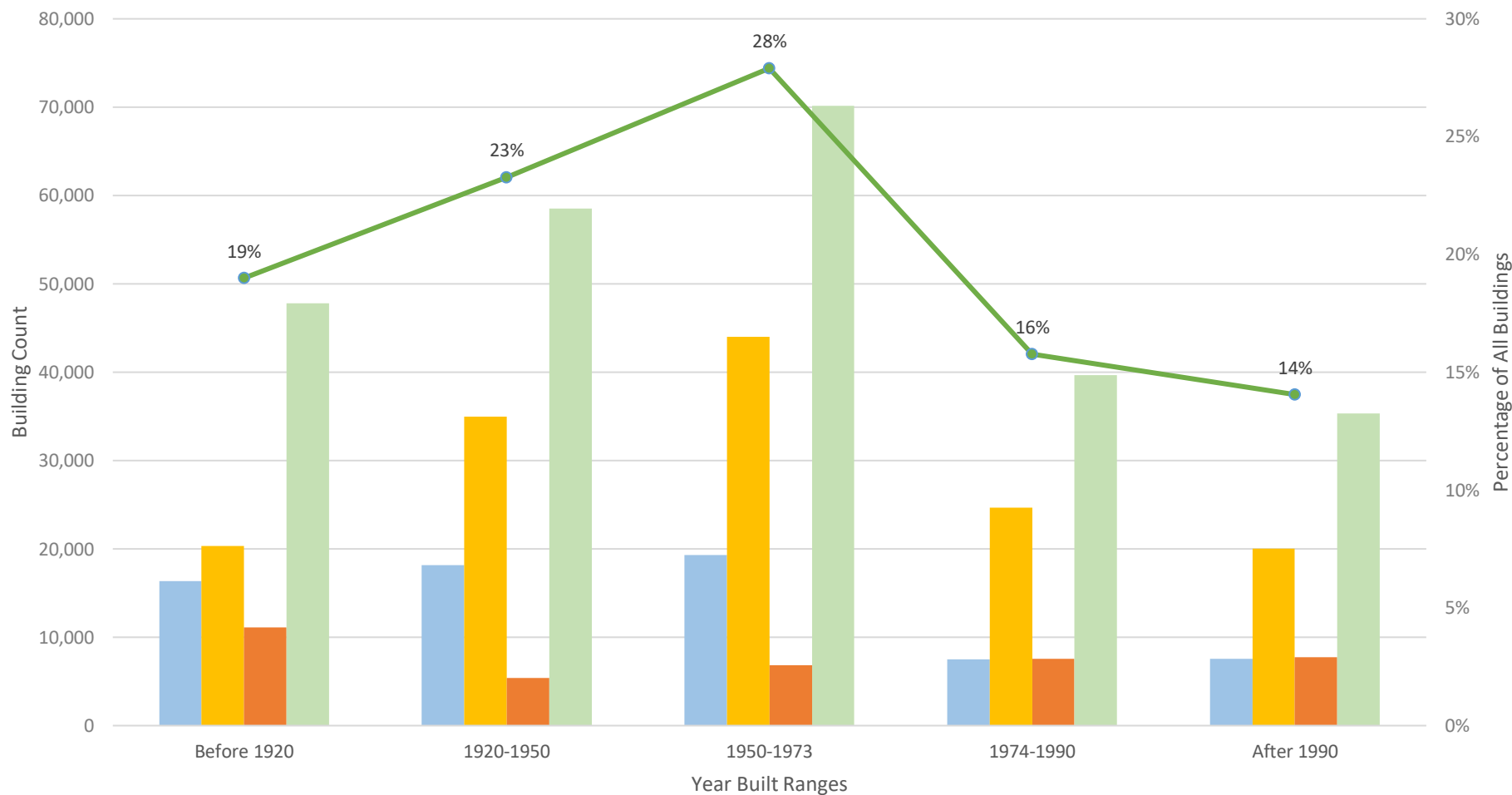
Square Footage of Living Area in Homes in National Grid P4P Pilot Territory



Data Source: NYS Tax and Finance 2017 Assessment Roll Records
(Covers ~70% of Housing Units in All Three Counties)

~70% of Homes were Built Before 1974

Year Built of Homes in National Grid P4P Pilot Territory



Oneida Onondaga Oswego All Counties Percentage (All Counties)

Data Source: NYS Tax and Finance 2017 Assessment Roll Records
(Covers ~68% of Housing Units in All Three Counties)