

Table 1. Number of Consumers (Bundled and Unbundled) by Sector, Census Division, and State, 2010

Census Division State	Residential	Commercial	Industrial	Transportation	All Sectors
New England	6,162,023	833,718	29,645	5	7,025,391
Connecticut	1,451,808	153,847	4,973	2	1,610,630
Maine	699,625	88,266	2,821	-	790,712
Massachusetts	2,674,717	379,709	16,162	2	3,070,590
New Hampshire	597,411	104,612	3,495	-	705,518
Rhode Island	430,623	56,664	1,975	1	489,263
Vermont	307,839	50,620	219	-	358,678
Middle Atlantic	15,654,034	2,195,721	48,617	46	17,898,418
New Jersey	3,454,840	478,687	12,960	6	3,946,493
New York	6,954,916	1,038,260	8,364	24	8,001,564
Pennsylvania	5,244,278	678,774	27,293	16	5,950,361
East North Central	19,529,930	2,392,108	62,803	9	21,984,850
Illinois	5,070,056	578,768	5,991	4	5,654,819
Indiana	2,742,789	341,727	18,796	1	3,103,313
Michigan	4,245,158	520,233	12,827	1	4,778,219
Ohio	4,877,229	612,974	20,693	3	5,510,899
Wisconsin	2,594,698	338,406	4,496	-	2,937,600
West North Central	9,035,108	1,364,074	99,871	2	10,499,055
Iowa	1,327,896	217,704	6,555	-	1,552,155
Kansas	1,213,036	220,091	23,304	-	1,456,431
Minnesota	2,300,291	276,463	10,150	1	2,586,905
Missouri	2,695,809	370,955	8,899	1	3,075,664
Nebraska	801,101	154,015	45,032	-	1,000,148
North Dakota	326,409	58,568	2,641	-	387,618
South Dakota	370,566	66,278	3,290	-	440,134
South Atlantic	25,809,130	3,535,981	76,925	42	29,422,078
Delaware	396,114	49,986	1,241	-	447,341
District of Columbia	227,550	26,449	1	1	254,001
Florida	8,529,204	1,127,138	18,048	25	9,674,415
Georgia	4,054,145	546,011	15,648	1	4,615,805
Maryland	2,200,368	244,264	8,766	5	2,453,403
North Carolina	4,185,540	644,609	11,016	8	4,841,173
South Carolina	2,089,302	340,365	4,477	-	2,434,144
Virginia	3,258,959	419,950	5,380	1	3,684,290
West Virginia	867,948	137,209	12,348	1	1,017,506
East South Central	8,023,780	1,338,267	23,007	1	9,385,055
Alabama	2,138,911	356,296	6,915	-	2,502,122
Kentucky	1,930,666	297,050	7,268	-	2,234,984
Mississippi	1,250,149	224,517	6,797	-	1,481,463
Tennessee	2,704,054	460,404	2,027	1	3,166,486
West South Central	14,493,438	2,174,738	196,500	28	16,864,704
Arkansas	1,322,833	178,962	32,408	2	1,534,205
Louisiana	1,973,174	274,177	18,128	23	2,265,502
Oklahoma	1,660,653	261,932	18,356	-	1,940,941
Texas	9,536,778	1,459,667	127,608	3	11,124,056
Mountain	8,921,694	1,324,994	82,574	29	10,329,291
Arizona	2,554,213	300,507	7,143	-	2,861,863
Colorado	2,128,507	350,073	15,060	1	2,493,641
Idaho	664,717	101,268	26,047	-	792,032
Montana	467,878	101,129	5,217	-	574,224
Nevada	1,058,519	154,455	3,484	18	1,216,476
New Mexico	853,811	135,580	7,259	-	996,650
Utah	936,602	122,340	9,431	10	1,068,383
Wyoming	257,447	59,642	8,933	-	326,022
Pacific Contiguous	17,402,274	2,406,414	125,768	77	19,934,533
California	12,947,917	1,814,634	75,160	13	14,837,724
Oregon	1,629,076	238,450	22,638	58	1,890,222
Washington	2,825,281	353,330	27,970	6	3,206,587
Pacific Noncontiguous	686,524	108,323	2,036	-	796,883
Alaska	271,956	47,844	1,350	-	321,150
Hawaii	414,568	60,479	686	-	475,733
U.S. Total	125,717,935	17,674,338	747,746	239	144,140,258