Donor Database

Mar 31, 2021

CLEAR

Contact List Enriched Analytics Report

Powered by

boodleAI

Total Records	4,534
Matched	4,333
Unmatched	201

Summary of Analytics

Primary Persona Summary

Age Summary

Education Summary

Home Ownership Summary

Marital Status Summary

Industry Summary

Political Affiliation Summary

Religious Affiliation Summary

Location Summary

Reported Home Value Summary

Reported Household Income Summary

Interest Summary

Insights Summary

Predicted State Affinity

Predicted Wealth Rating

Predicted Giving/Spending Capacity

Predicted Gender

Predicted Education

Predicted Generation

Predicted Channel Preference

Predicted Veteran Status

Predicted Ethnic Background

Predicted Presence of Children

Predicted Language

Predicted Technology Adoption

Secondary Persona Summary

Location Analytics

Top Lookalike DMAs

Top Lookalike Zip Codes

Custom Predictions Summary

Org Data Summary

Total Records	4,534
Matched	4,333
Unmatched	201

Who are the contacts in Donor Database?

Primary Persona Summary

Attribute	First	Second	Coverage
Gender	Female (44%)	(0%)	100%
Age	65+ (59%)	55-64 (25%)	89%
Education	Bach Degree (28%)	Some College (18%)	56%
Home Ownership	Home Owner (60%)	Renter (40%)	99%
Marital Status	Married (34%)	Non-Traditional (18%)	99%
Top Industry	Management (21%)	Skilled Trades (21%)	99%
Political Affiliation	Republican (30%)	Democratic (28%)	99%
Religious Affiliation	Christian (78%)	Jewish (12%)	99%
Top DMA	Los Angeles DMA (52%)	San Fran/Oakland DMA (12%)	99%
Top Interest	Soccer	Boating & Sailing	
Preferred Channel	Phone	Direct Mail	
Median Household Income	$97,931		
Median Home Value	$495,046		

Secondary Persona Summary

Attribute	First	Second	Coverage
Gender	Female (66%)	Male (34%)	100%
Age	55-64 (59%)	65+ (25%)	100%
Education	Bach Degree (30%)	Grad Degree (28%)	56%
Home Ownership	Home Owner (60%)	Renter (40%)	99%
Marital Status	Married (83%)	Non-Traditional (18%)	99%
Top Industry	Management (21%)	Skilled Trades (21%)	99%
Political Affiliation	Republican (30%)	Democratic (28%)	99%
Religious Affiliation	Christian (49%)	Jewish (5%)	99%
Top DMA	Los Angeles DMA (52%)	San Fran/Oakland DMA (12%)	99%
Top Interests	Soccer	Boating & Sailing	
Preferred Channel	Phone	Direct Mail	
Household Income	$97,931		
Median Home Value	$495,046		

Total Records	4,534
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NON-PROFIT
ORGANIZATION

What is the reported gender of contacts in Donor Database?

Reported Gender Summary
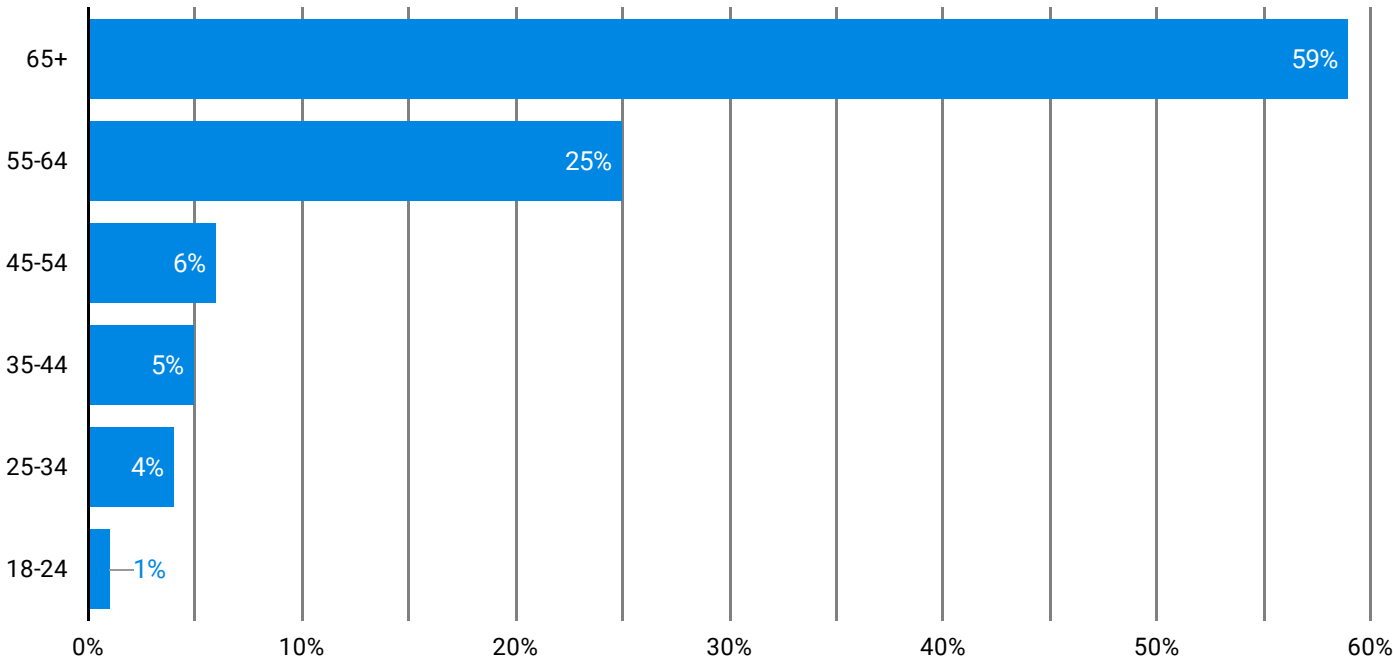
Coverage   100%

- Male
- Female
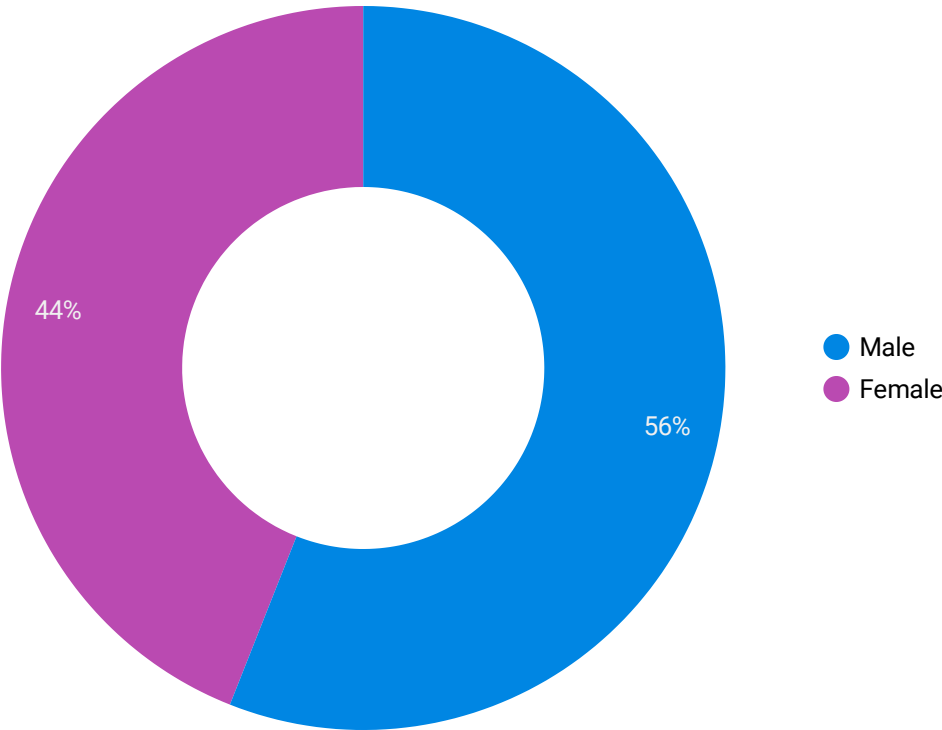
How Do I Use This?

The Gender Summary can be used to
- optimize my online ads to target prospects that are similar in gender to the primary contacts in this list.
- focus my outreach efforts on those prospects that are similar in gender to the primary contacts in this list.

Total Records	4,534
Matched	4,333
Unmatched	201

NON-PROFIT
ORGANIZATION

What is the reported age of contacts in Donor Database?

Reported Age Summary

Coverage   89%
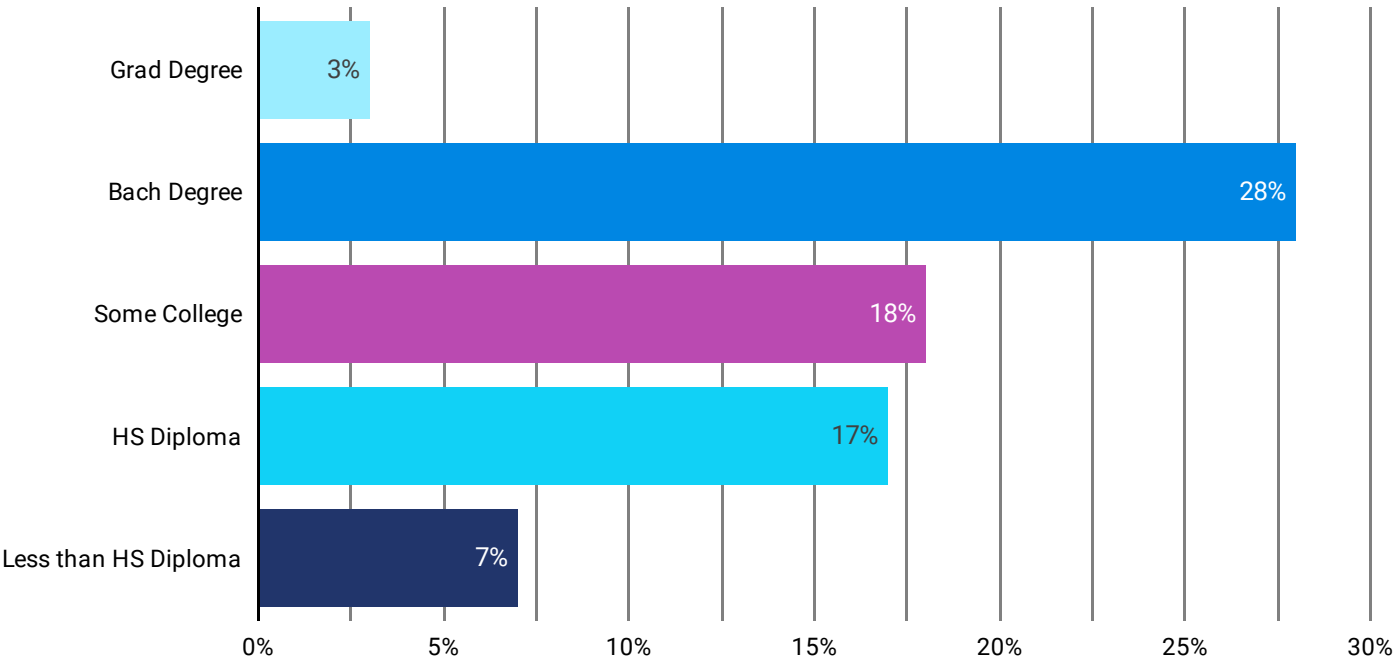

Median

36.5

years old

How Do I Use This?

The Age Summary can be used to
- optimize my online ads to target prospects that are similar in age to the primary contacts in this list.
- focus my outreach efforts on those prospects that are similar in age to the primary contacts in this list.

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Total Records	4,534
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Unmatched	201

NON-PROFIT
ORGANIZATION

What is the reported education of contacts in Donor Database?

Reported Education Summary

Coverage　56%

| Education Level	Percentage
Grad Degree	3%
Bach Degree	28%
Some College	18%
HS Diploma	17%
Less than HS Diploma	7%

How Do I Use This?

The Education Summary can be used to
- optimize my online ads to target prospects that are similar in education to the primary contacts in this list.
- focus my outreach efforts on those prospects that are similar in education to the primary contacts in this list.

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NON-PROFIT
ORGANIZATION

What is the reported home ownership of contacts in Donor Database?

Reported Home Ownership Summary

Coverage   99%
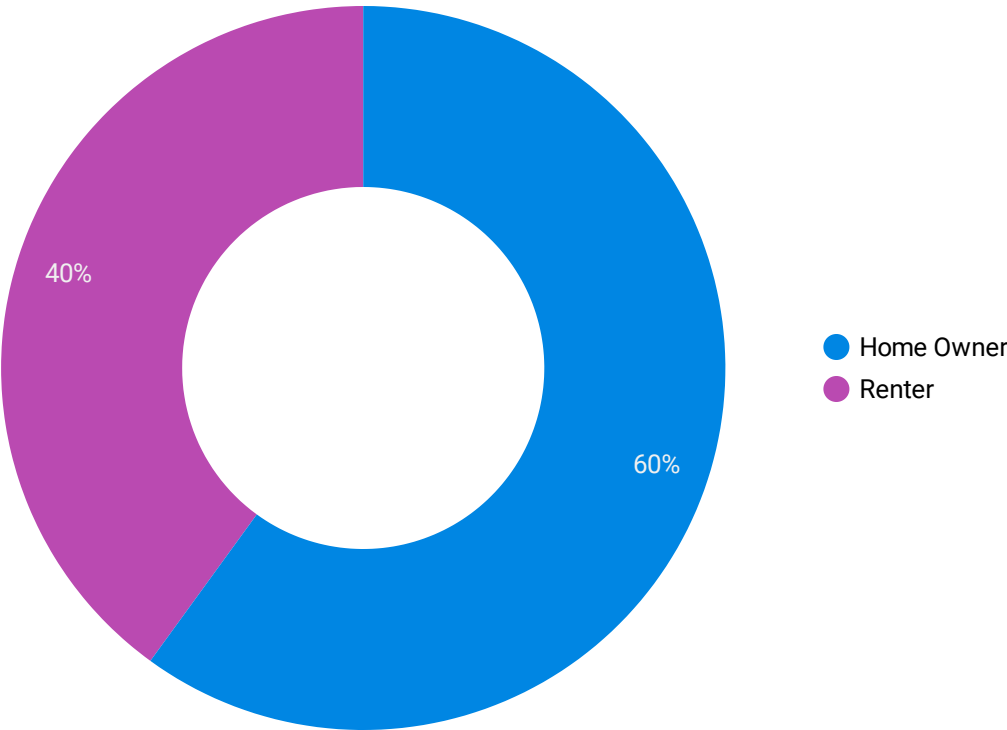
40%

60%

● Home Owner
● Renter
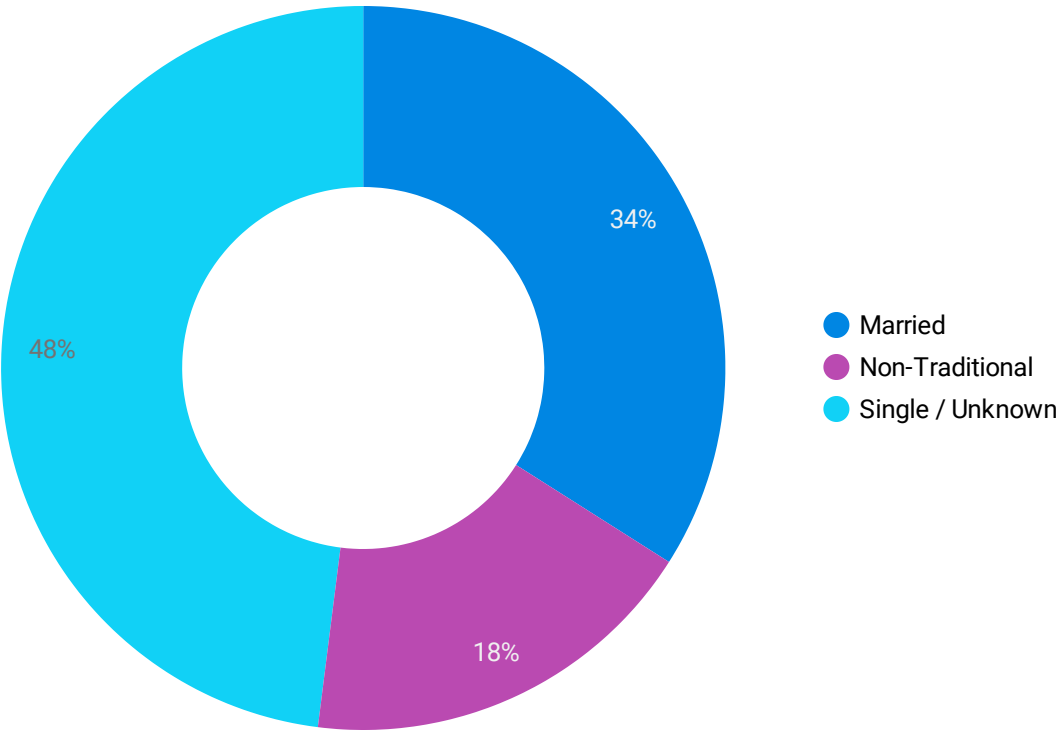
How Do I Use This?

The Home Ownership Summary can be used to
- optimize my online ads to target prospects that are similar in home ownership to the primary contacts in this list.
- focus my outreach efforts on those prospects that are similar in home ownership to the primary contacts in this list.

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ORGANIZATION

What is the reported marital status of contacts in Donor Database?

Reported Marital Status Summary

Coverage   99%

- 🔵 Married
- 🟣 Non-Traditional
- 🔵 Single / Unknown

How Do I Use This?

The Home Ownership Summary can be used to
- optimize my online ads to target prospects that are similar in marital status to the primary contacts in this list.
- focus my outreach efforts on those prospects that are similar in marital status to the primary contacts in this list.

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Total Records	4,534
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What is the reported industry of contacts in Donor Database?

Reported Industry Summary

Coverage   99%

Industry	Percentage
Management	21%
Skilled Trades	21%
Other	17%
Medical	15%
Financial Services	15%
Clerical/Office	6%
Manufacturing	4%
Education	2%
Civil Servant	2%

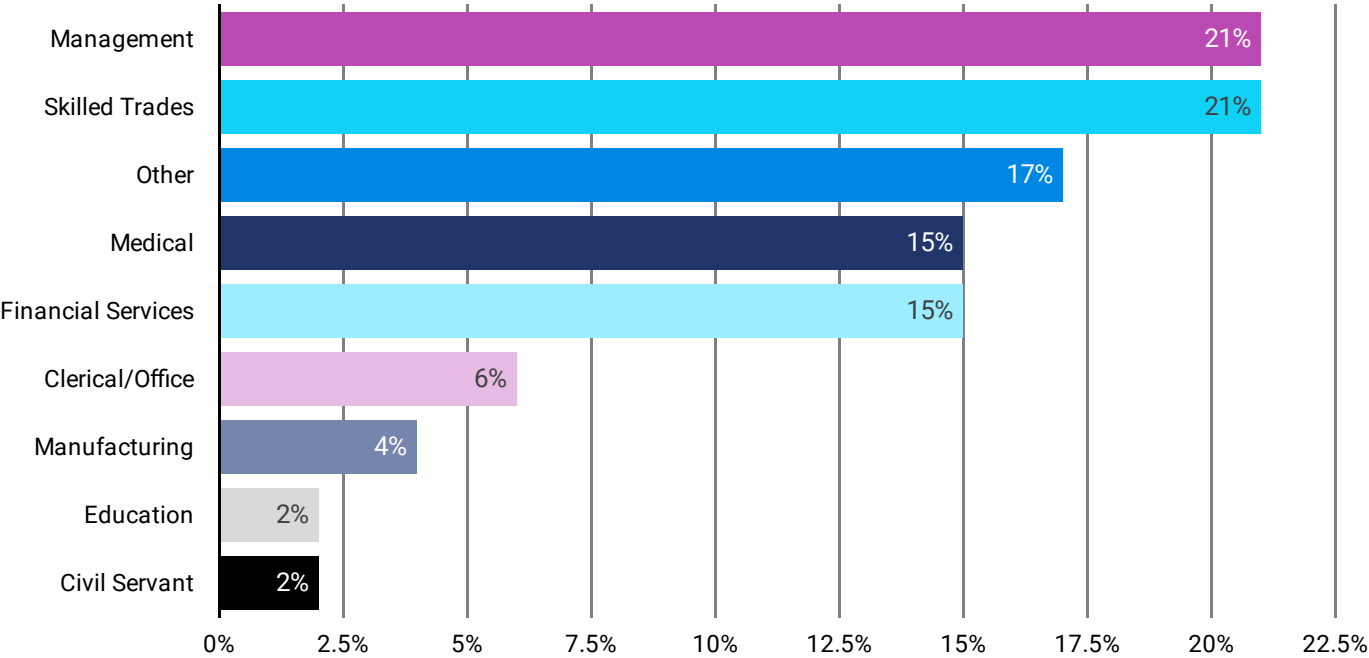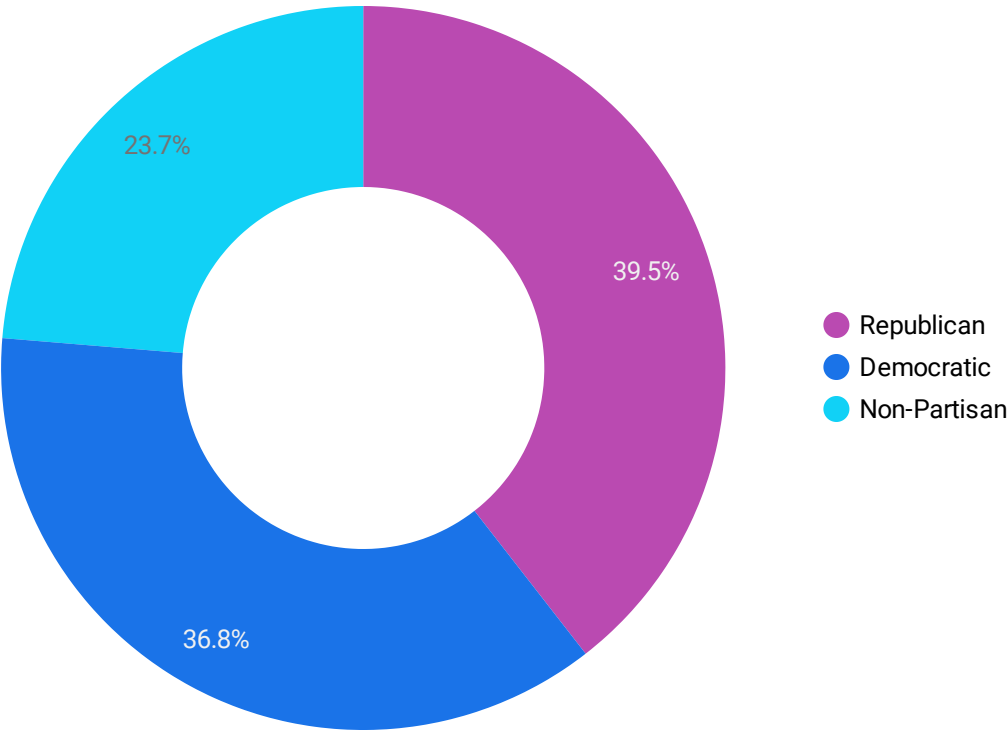0% 2.5% 5% 7.5% 10% 12.5% 15% 17.5% 20% 22.5%

How Do I Use This?

The Home Ownership Summary can be used to
- optimize my online ads to target prospects that are similar in industry to the primary contacts in this list.
- focus my outreach efforts on those prospects that are similar in industry to the primary contacts in this list.

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What is the reported political affiliation of contacts in Donor Database?

Reported Political Affiliation Summary

Coverage   99%

- 39.5%
- 23.7%
- 36.8%

● Republican
● Democratic
● Non-Partisan

How Do I Use This?

The Reported Political Affiliation Summary can be used to
- optimize my online ads to target prospects that are similar in political affiliation to the primary contacts in this list.
- focus my outreach efforts on those prospects that are similar in political affiliation to the primary contacts in this list.

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Total Records	4,534
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NON-PROFIT
ORGANIZATION

What is the reported religious affiliation of contacts in Donor Database?

Reported Religious Affiliation Summary

Coverage   99%

Christian	78%
Jewish	12%
Buddhist	5%
Islamic	5%

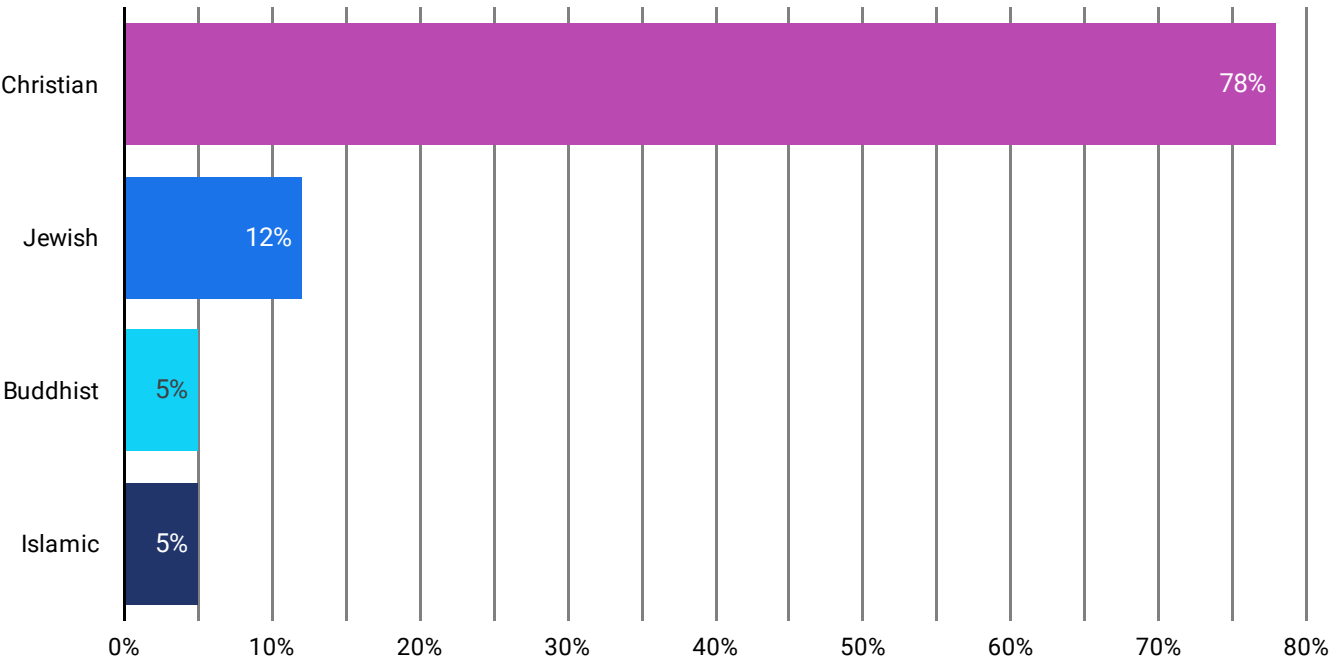0%   10%   20%   30%   40%   50%   60%   70%   80%

How Do I Use This?

The Reported Religious Affiliation Summary can be used to
- optimize my online ads to target prospects that are similar in religious affiliation to the primary contacts in this list.
- focus my outreach efforts on those prospects that are similar in religious affiliation to the primary contacts in this list.

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imgbb.com
image not found

What is the reported location by DMA of contacts in Donor Database?

Reported Location by DMA Summary

Coverage   99%

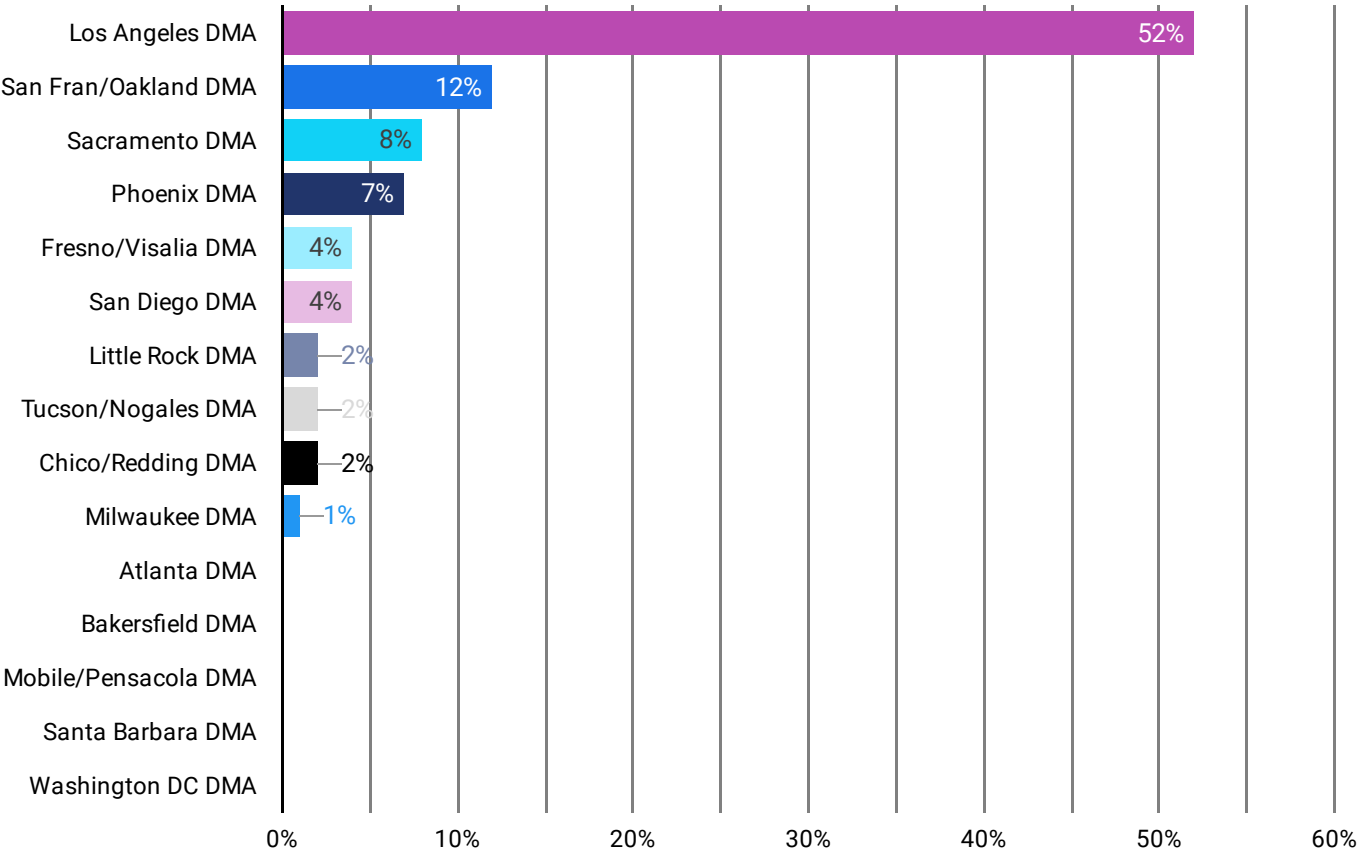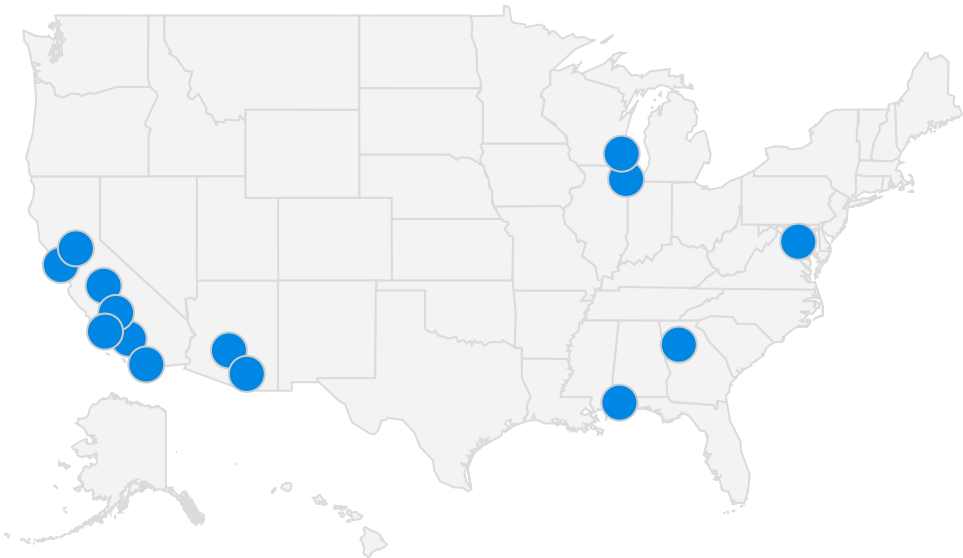| DMA	%
Los Angeles DMA	52%
San Fran/Oakland DMA	12%
Sacramento DMA	8%
Phoenix DMA	7%
Fresno/Visalia DMA	4%
San Diego DMA	4%
Little Rock DMA	2%
Tucson/Nogales DMA	2%
Chico/Redding DMA	2%
Milwaukee DMA	1%
Atlanta DMA	
Bakersfield DMA	
Mobile/Pensacola DMA	
Santa Barbara DMA	
Washington DC DMA	

0%   10%   20%   30%   40%   50%   60%
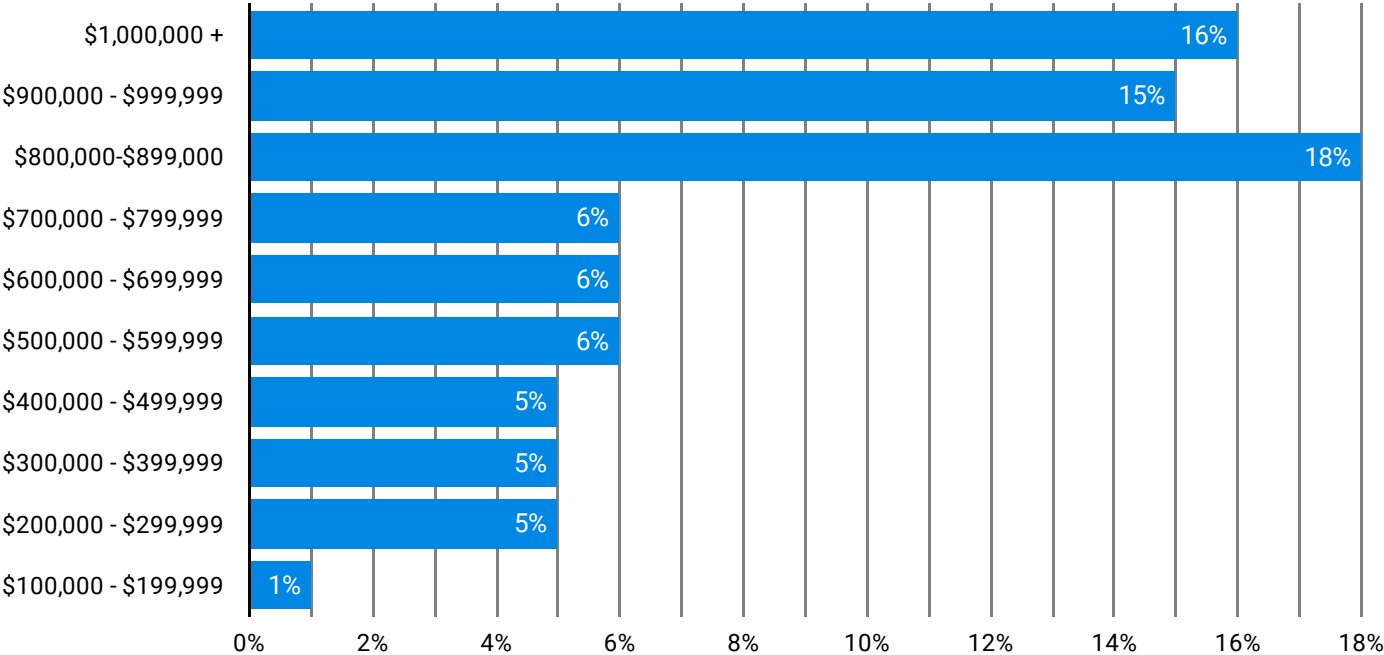
How Do I Use This?

The Reported Location by DMA Summary can be used to
- optimize my online ads to target prospects that are in DMAs where contacts in this list are reported.
- focus my outreach efforts on those prospects that are in DMA's where contacts in this list are reported.

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Unmatched   201

What is the reported home value of contacts in Donor Database?

Reported Home Value Summary

Coverage   99%

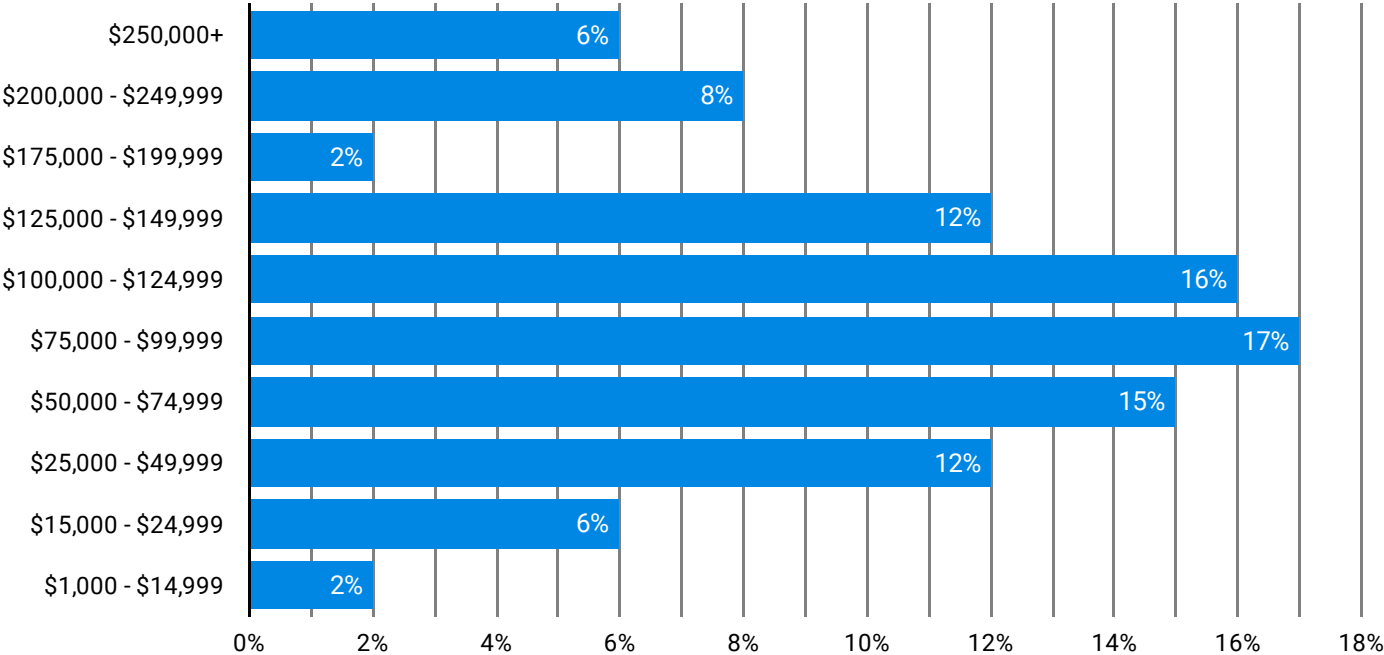| Home Value Range	Percentage
$1,000,000 +	16%
$900,000 - $999,999	15%
$800,000-$899,000	18%
$700,000 - $799,999	6%
$600,000 - $699,999	6%
$500,000 - $599,999	6%
$400,000 - $499,999	5%
$300,000 - $399,999	5%
$200,000 - $299,999	5%
$100,000 - $199,999	1%

Median

$495,046

How Do I Use This?

The Reported Home Value Summary can be used to
- optimize my online ads to target prospects that are similar in home value to contacts in this list.
- focus my outreach efforts on those prospects that are similar to home value to contacts in this list.

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Total Records	4,534
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NON-PROFIT ORGANIZATION

What is the reported household income of contacts in Donor Database?

Reported Household Income Summary

Coverage　　99%

Income Range	Percentage
$250,000+	6%
$200,000 - $249,999	8%
$175,000 - $199,999	2%
$125,000 - $149,999	12%
$100,000 - $124,999	16%
$75,000 - $99,999	17%
$50,000 - $74,999	15%
$25,000 - $49,999	12%
$15,000 - $24,999	6%
$1,000 - $14,999	2%

Median

$97,931

How Do I Use This?

The Reported Household Income Summary can be used to
- optimize my online ads to target prospects that are similar in household income to contacts in this list.
- focus my outreach efforts on those prospects that are similar to household income to contacts in this list.

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Total Records	4,534
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What are the reported top interests of contacts in Donor Database?

Reported Top Interests Summary

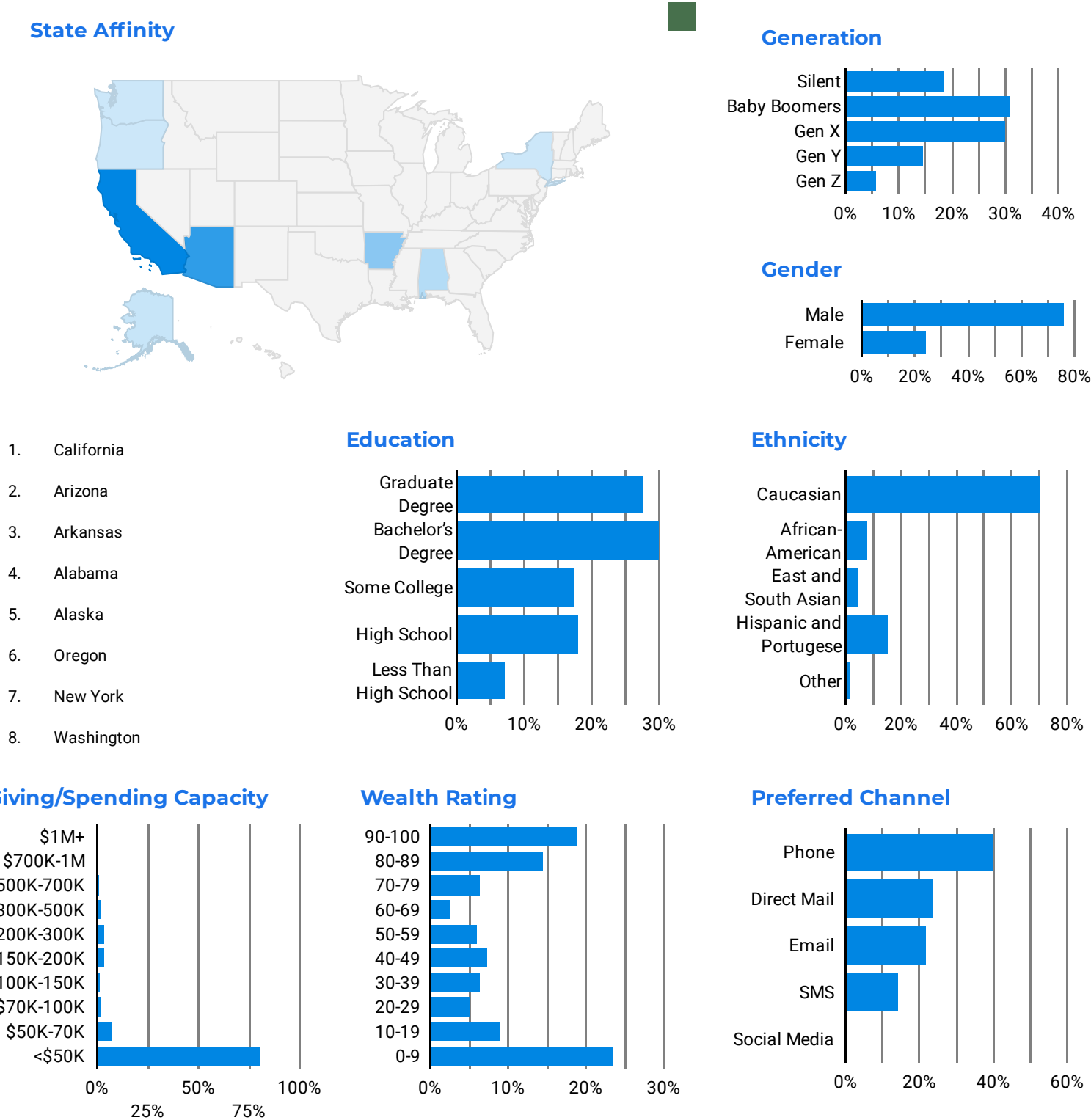| Top Interests	
1.	Electronic Gaming
2.	Cooking
3.	Home Furnishings
4.	Sports
5.	Aviation
6.	Current Affairs & Politics
7.	Hunting
8.	Theater & Performing Arts
9.	Natural Foods
10.	Religious
11.	Art
12.	Travel-International
13.	Music
14.	Boating & Sailing
15.	Soccer

How Do I Use This?

The Reported Top Interests Summary can be used to
- optimize my online ads to target prospects that have interests similar to contacts in this list.
- focus my outreach efforts on those prospects that have interests similar to contacts in this list.

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What are the predicted characteristics of contacts in Donor Database?

Predictive Insights Summary

State Affinity

1. California
2. Arizona
3. Arkansas
4. Alabama
5. Alaska
6. Oregon
7. New York
8. Washington

Generation

Silent
Baby Boomers
Gen X
Gen Y
Gen Z

0% 10% 20% 30% 40%

Gender

Male
Female

0% 20% 40% 60% 80%

Education

Graduate Degree
Bachelor's Degree
Some College
High School
Less Than High School

0% 10% 20% 30%

Ethnicity

Caucasian
African-American
East and South Asian
Hispanic and Portugese
Other

0% 20% 40% 60% 80%

Giving/Spending Capacity

$1M+
$700K-1M
$500K-700K
$300K-500K
$200K-300K
$150K-200K
$100K-150K
$70K-100K
$50K-70K
<$50K

0% 25% 50% 75% 100%

Wealth Rating

90-100
80-89
70-79
60-69
50-59
40-49
30-39
20-29
10-19
0-9

0% 10% 20% 30%

Preferred Channel

Phone
Direct Mail
Email
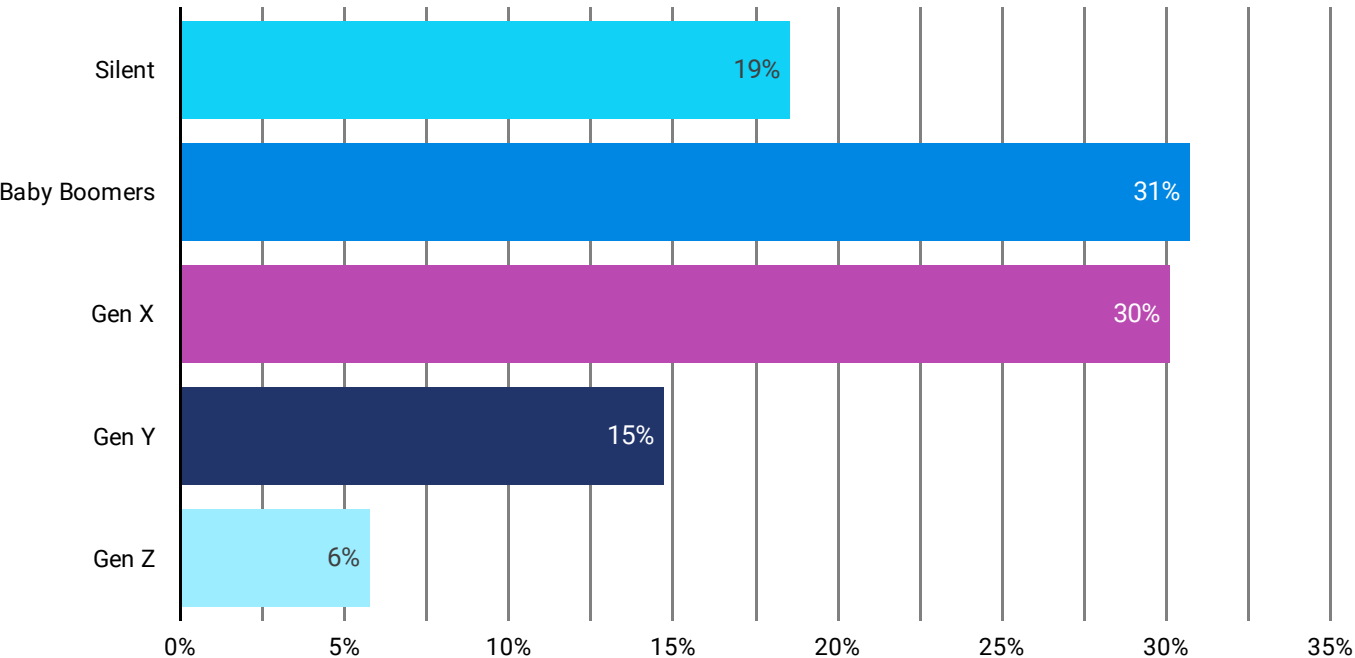SMS
Social Media

0% 20% 40% 60%

How Do I Use This?

The Predictive Insights Summary can be used to
- predict the demographics of contacts in this list.
- predict the demographics of a particular segment of this contact list.
- predict what channel to use to optimize response rates among the contacts in this list.
- segment the contact list to optimize targeted outreach

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Total Records	4,534
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Unmatched	201

NON-PROFIT
ORGANIZATION

What is the predicted generation of contacts in Donor Database?

Predicted Generation Summary

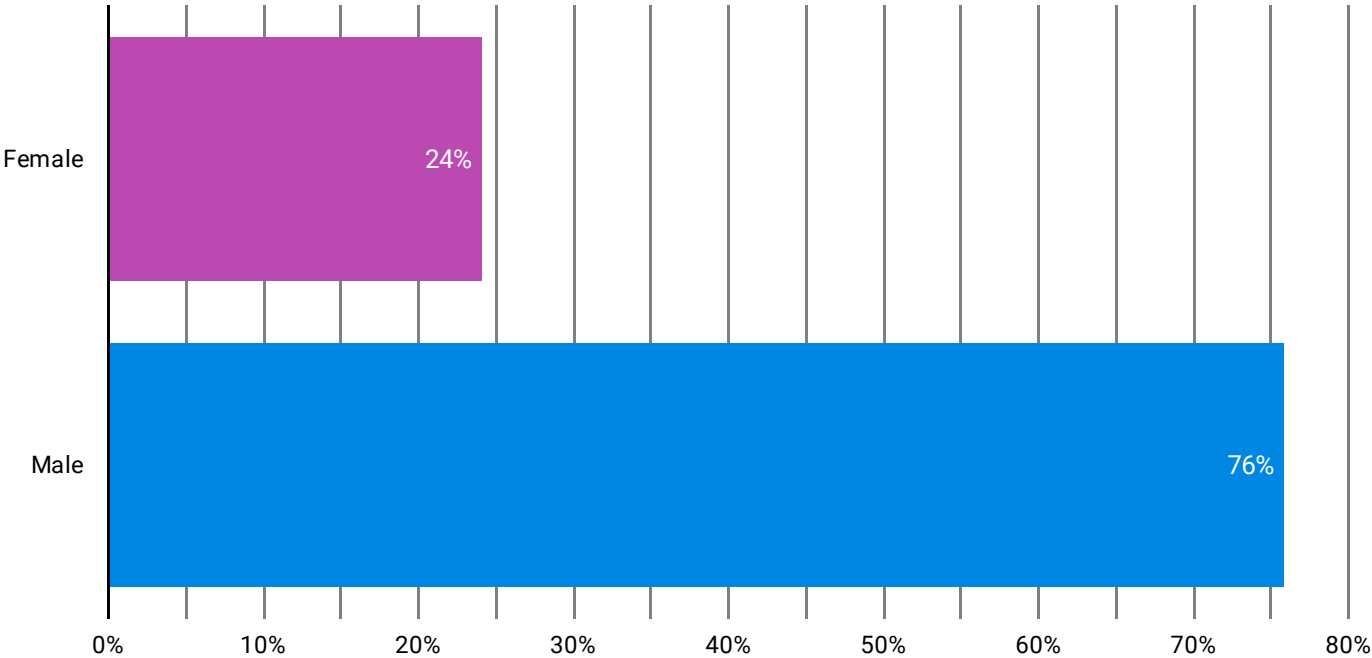| Predicted Generation	Count	Percentage
Silent	29	19%
Baby Boomers	48	31%
Gen X	47	30%
Gen Y	23	15%
Gen Z	9	6%

How Do I Use This?

The Predicted Generation Summary can be used to
- optimize my online ads to target contacts that are similar in generation to contacts in this list
- focus my outreach efforts on those prospects that are similar in generation to contacts in this list
- segment my contact list by generation for more targeted outreach

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Total Records   4,534
Matched   4,333
Unmatched   201

What is the predicted gender of contacts in Donor Database?

Predicted Gender Summary

Female — 24%

Male — 76%

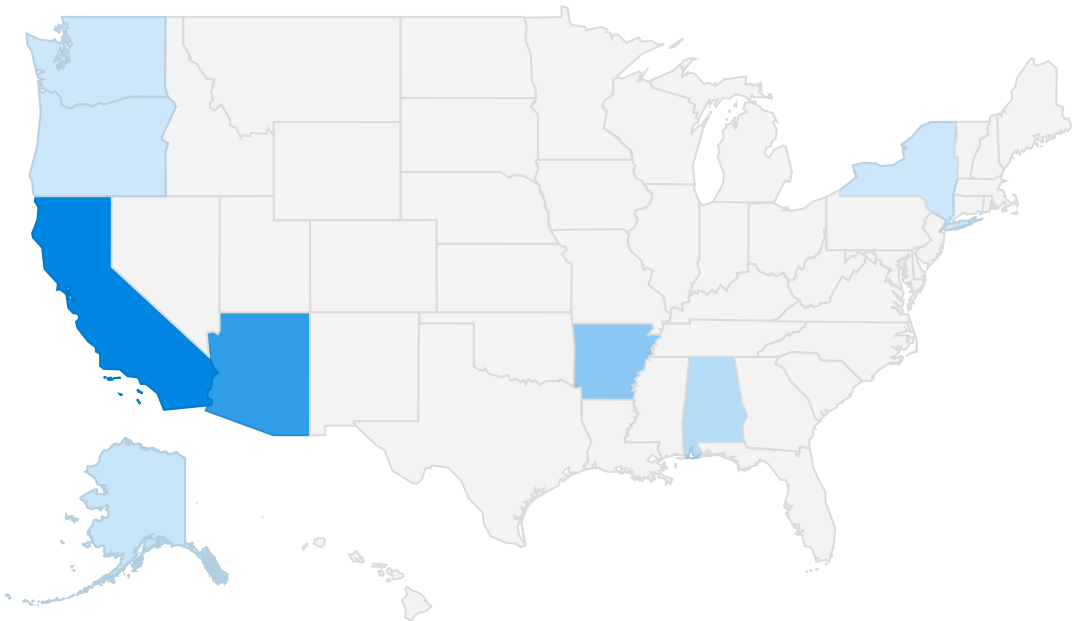| Predicted Gender	Count	Percentage
Male	170	76%
Female	54	24%

How Do I Use This?

The Predicted Gender Summary can be used to
- optimize my online ads to target contacts that are similar in gender to contacts in this list
- focus my outreach efforts on those prospects that are similar in gender to contacts in this list
- segment the contact list by gender for more targeted outreach

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Total Records	4,534
Matched	4,333
Unmatched	201

NON-PROFIT
ORGANIZATION

What are the predicted states of greatest affinity in Donor Database?
Predicted State Affinity

State Affinity

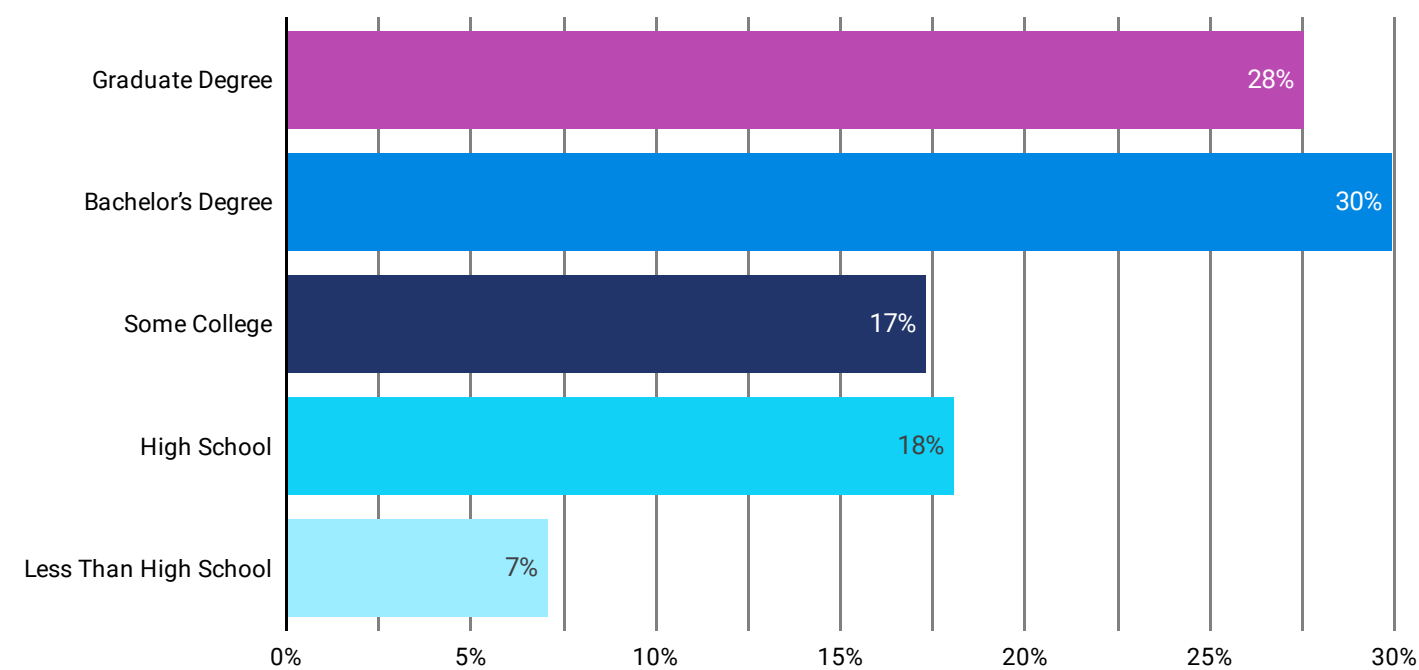|	State Affinity	Count	Percentage
1.	California	44	42%
2.	Arizona	34	33%
3.	Arkansas	15	14%
4.	Alabama	6	6%
5.	Alaska	2	2%
6.	Oregon	1	1%
7.	New York	1	1%
8.	Washington	1	1%

How Do I Use This?
The Predicted States Affinity Summary can be used to
- focus my fundraising efforts on those donor prospects with state affinities similar to the contact list
- segment the contact list by state affinity for more targeted outreach

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Total Records	4,534
Matched	4,333
Unmatched	201

NON-PROFIT
ORGANIZATION

What is the predicted education of contacts in Donor Database?
Predicted Education Summary

Predicted Education	Count	Percentage
Graduate Degree	35	28%
Bachelor's Degree	38	30%
Some College	22	17%
High School	23	18%
Less Than High School	9	7%

How Do I Use This?
The Predicted Education Summary can be used to
- optimize my online ads to target contacts that are similar in education to contacts in this list
- focus my outreach efforts on those prospects that are similar in education to contacts in this list
- segment the contact list by education for more targeted outreach

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Total Records	4,534
Matched	4,333
Unmatched	201

What is the predicted ethnicity of contacts in Donor Database?

Predicted Ethnicity Summary
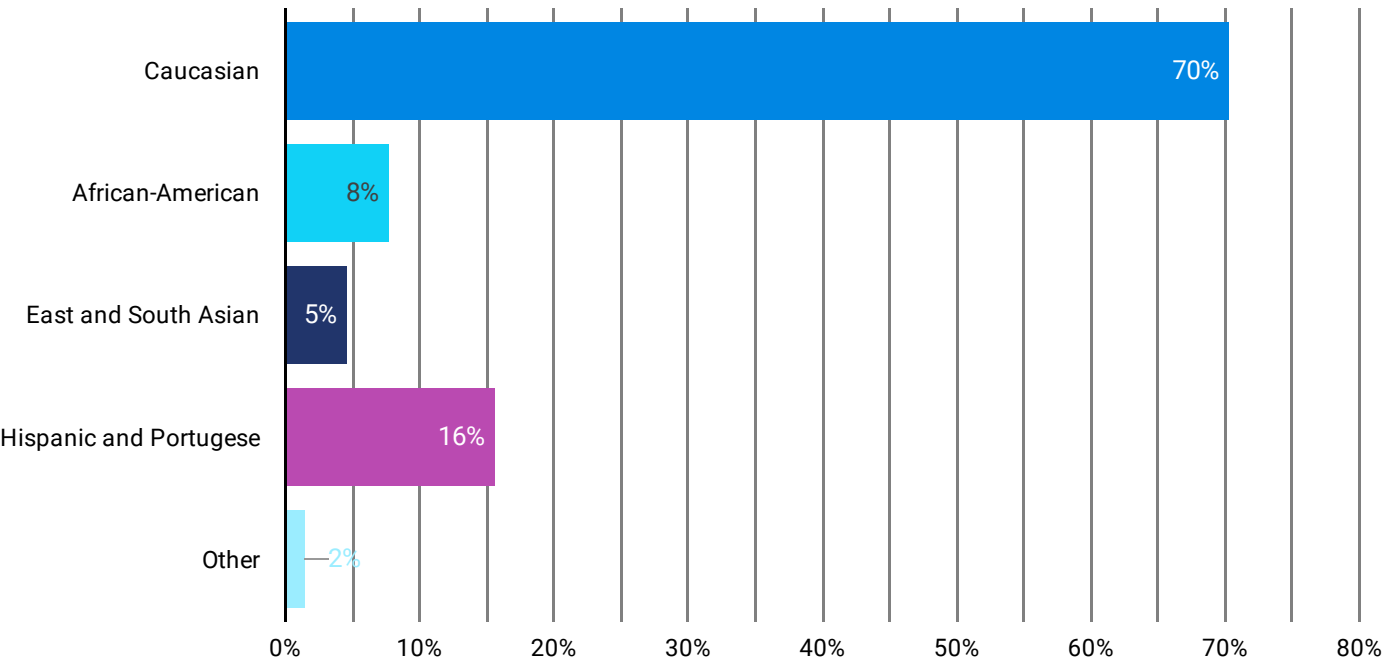
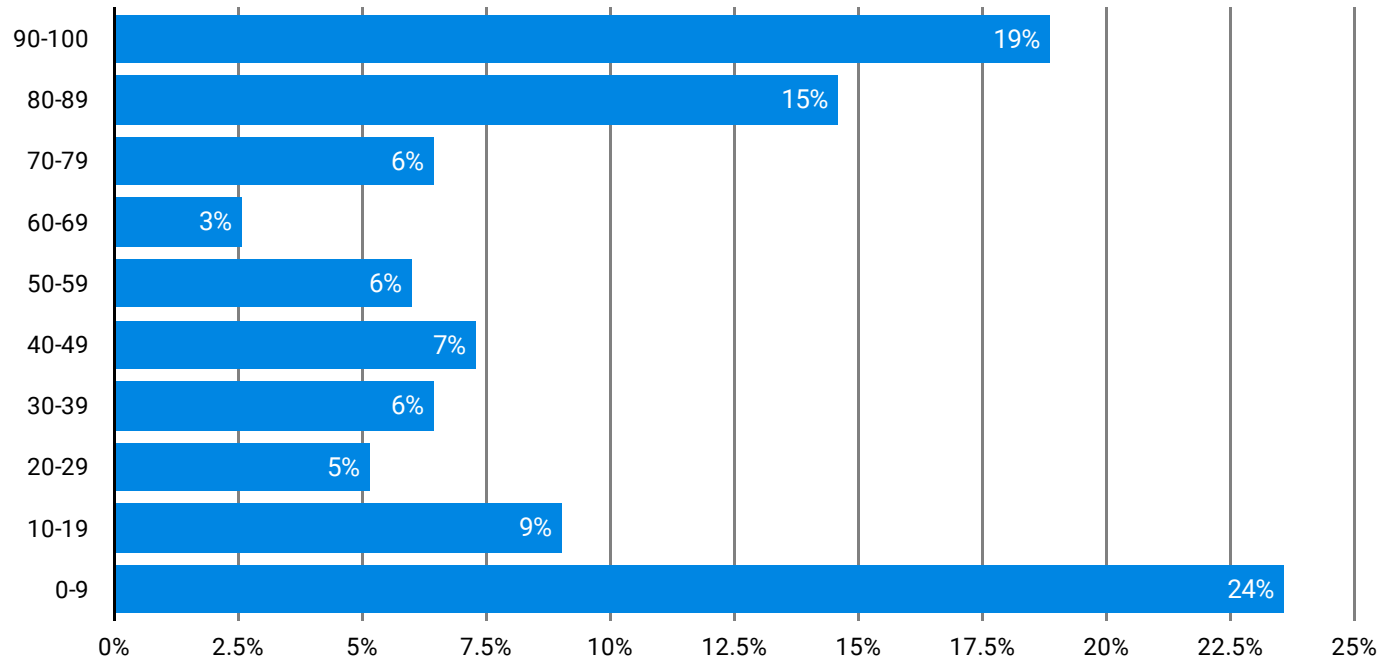| Predicted Ethnic Background	Count	Percentage
Caucasian	90	70%
African-American	10	8%
East and South Asian	6	5%
Hispanic and Portugese	20	16%
Other	2	2%

How Do I Use This?

The Predicted Ethnicity Summary can be used to
- optimize my online ads to target contacts that are similar in education to contacts in this list
- focus my outreach efforts on those prospects that are similar in education to contacts in this list

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Total Records	4,534
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Unmatched	201

NON-PROFIT ORGANIZATION

What is the predicted wealth rating of contacts in Donor Database?

Predicted Wealth Rating Summary

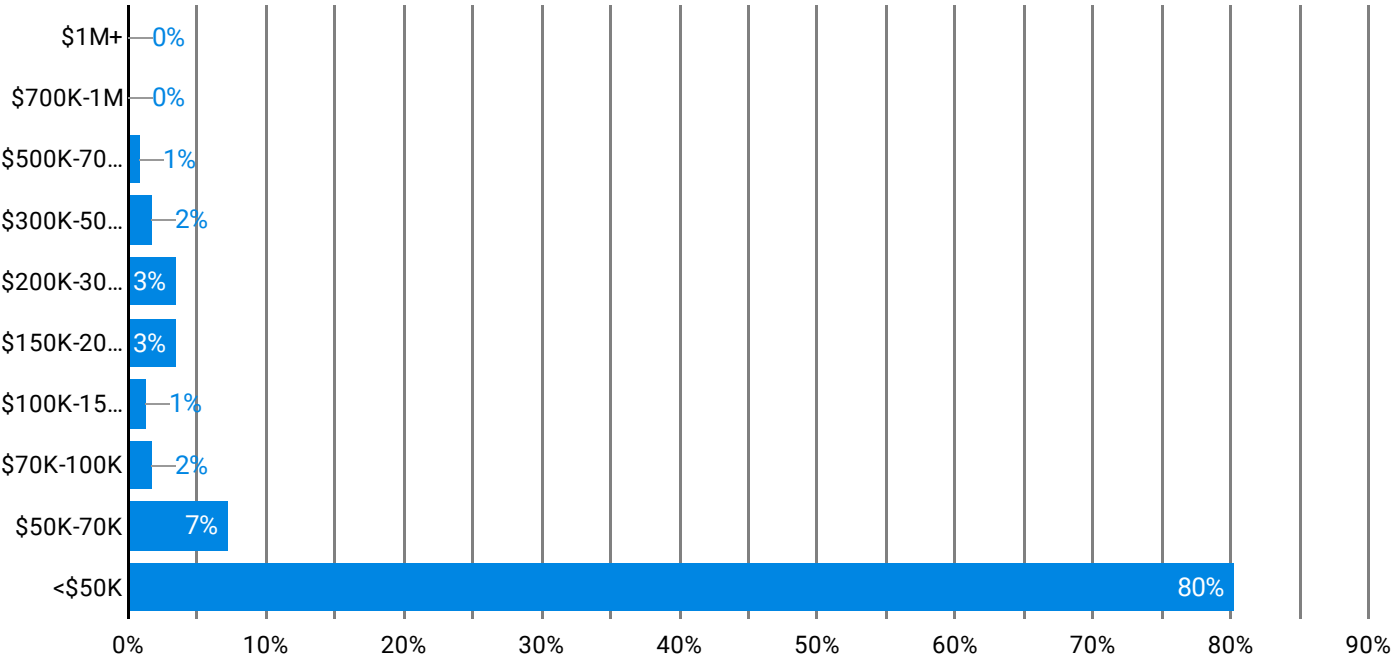| Wealth Rating	Count	Percentage
90-100	44	19%
80-89	34	15%
70-79	15	6%
60-69	6	3%
50-59	14	6%
40-49	17	7%
30-39	15	6%
20-29	12	5%
10-19	21	9%
0-9	55	24%

Median
34

How Do I Use This?

The Predicted Wealth Rating Summary can be used to
- optimize my online ads to target prospects that are similar in wealth to contacts in this list.
- focus my outreach efforts on those prospects that are similar in wealth rating to contacts in this list.

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Total Records	4,534
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NON-PROFIT
ORGANIZATION

Predicted Giving/Spending Capacity Summary

| Giving/Spending Capacity	Count	Percentage
$1M+	0	0%
$700K-1M	0	0%
$500K-700K	2	1%
$300K-500K	4	2%
$200K-300K	8	3%
$150K-200K	8	3%
$100K-150K	3	1%
$70K-100K	4	2%
$50K-70K	17	7%
<$50K	188	80%

Total
$2,890,345

Median
$2,342

How Do I Use This?
The Predicted Giving/Spending Capacity Summary can be used to
- understand the total potential giving/spending capacity of the entire contact list over the next 5 years
- understand the average giving/spending capacity of the contacts in the list over the next 5 years
- segment the contact list by giving/spending capacity for more targeted outreach

CLEAR

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Unmatched	201

Where can I find people similar to contacts in Donor Database?

Location Analytics
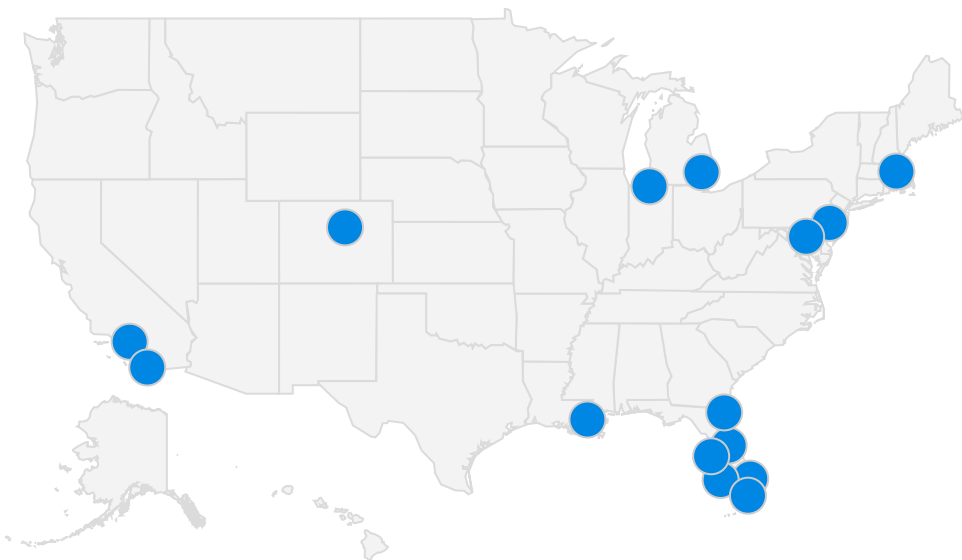
	Top Lookalike DMAs
1.	Orlando/Daytona Beach DMA
2.	Los Angeles DMA
3.	New Orleans DMA
4.	South Bend DMA
5.	Jacksonville DMA
6.	Detroit DMA
7.	West Palm Beach DMA
8.	Denver DMA
9.	Boston DMA
10.	San Diego DMA
11.	Philadelphia DMA
12.	Ft Myers DMA
13.	Tampa/St Petersberg DMA
14.	Miami DMA
15.	Balitmore DMA

	Lookalike Zip Codes	City	State
1.	32803	Orlando Beach	FL
2.	90012	Los Angeles	CA
3.	70119	New Orleans	LA
4.	46556	South Bend	IN
5.	32207	Jacksonville	FL
6.	48201	Detroit	MI
7.	33401	West Palm Beach	FL
8.	80202	Denver	CO
9.	null	Boston	MA
10.	92101	San Diego	CA
11.	19103	Philadelphia	PA
12.	33901	Ft Myers	FL
13.	33601	Tampa	FL
14.	33122	Miami	FL
15.	21230	Baltimore	MD

How Do I Use This?

Location Analytics can be used to
- focus my outreach efforts in areas with populations similar to the contact list

CLEAR

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Unmatched	201