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Contact Relevance and Significance Tables (CONTRAST)

Repeat Customers (<60 days)
Non-Repeat Customers (<60 days)
Typical Adult Population

March 31, 2021

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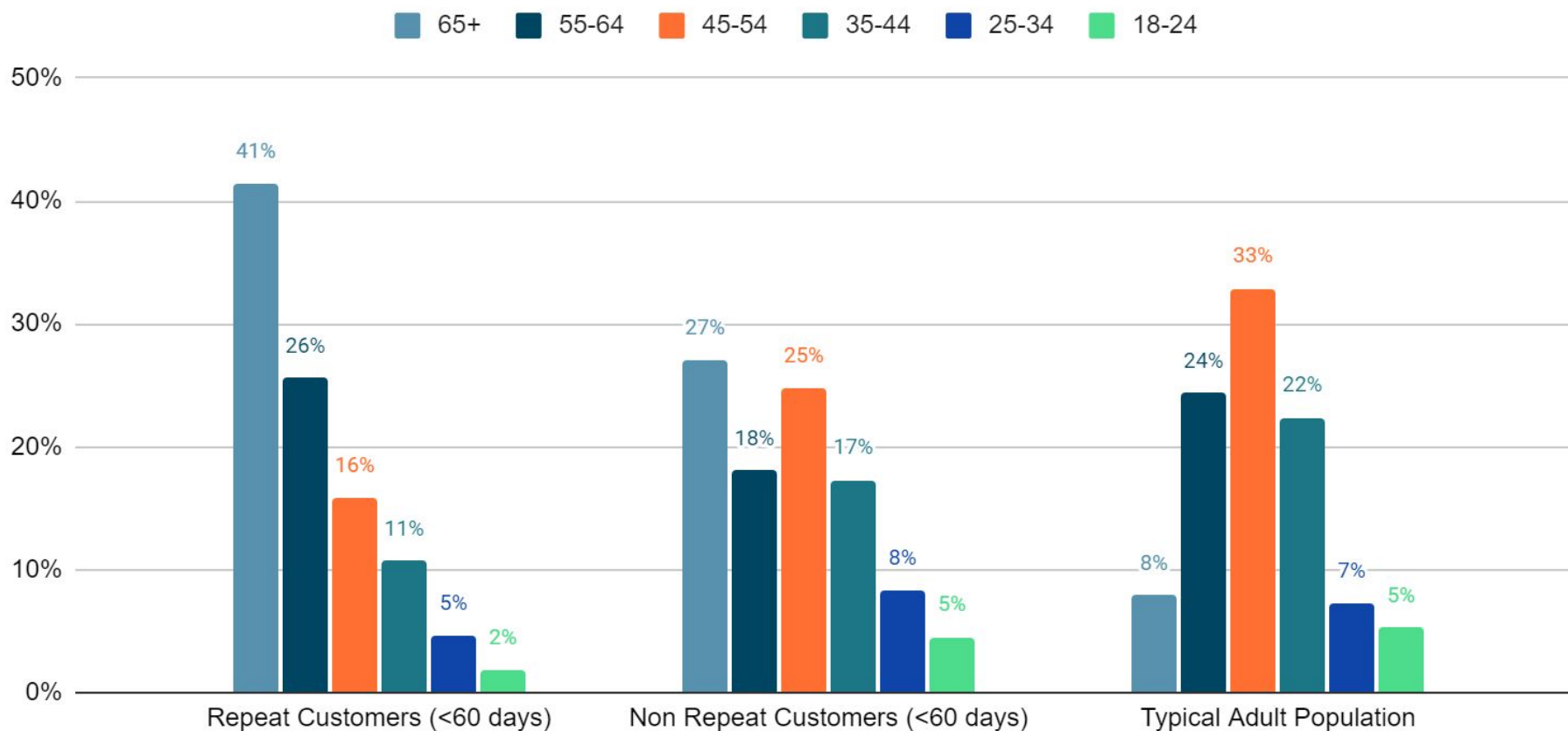generic logo
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Summary of Analytics

- ❏ CONTRAST Tables
    - ❏ Age
    - ❏ Education
    - ❏ Home Ownership
    - ❏ Marital Status
    - ❏ Industry
    - ❏ Political Affiliation
    - ❏ Religious Affiliation
    - ❏ Location
    - ❏ Reported Home Value
    - ❏ Reported Household Income
    - ❏ Interest 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
    - ❏ [Org Data]

How does age compare?

Age

Legend: 65+ | 55-64 | 45-54 | 35-44 | 25-34 | 18-24

Repeat Customers (<60 days): 41%, 26%, 16%, 11%, 5%, 2%

Non Repeat Customers (<60 days): 27%, 18%, 25%, 17%, 8%, 5%

Typical Adult Population: 8%, 24%, 33%, 22%, 7%, 5%

Average Age	**55.4**	**34.5**	**44.8**
Coverage	100%	98%	89%

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How does reported education level compare?

Education

Legend: Grad Degree | Bach Degree | Some College | HS Diploma | Less than HS Diploma

Repeat Customers (<60 days)
- Grad Degree: 42%
- Bach Degree: 26%
- Some College: 16%
- HS Diploma: 11%
- Less than HS Diploma: 5%

Non Repeat Customers (<60 days)
- Grad Degree: 28%
- Bach Degree: 19%
- Some College: 26%
- HS Diploma: 18%
- Less than HS Diploma: 9%

Typical Adult Population
- Grad Degree: 8%
- Bach Degree: 26%
- Some College: 35%
- HS Diploma: 24%
- Less than HS Diploma: 8%

Avg Education	Grad Degree	Some College	Some College
Coverage	100%	98%	89%

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How does reported home ownership compare?

Home Ownership

Legend: Home Owner, Renter

	Repeat Customers (<60 days)	Non Repeat Customers (<60 days)	Typical Adult Population
Home Owner	62%	60%	24%
Renter	38%	40%	76%
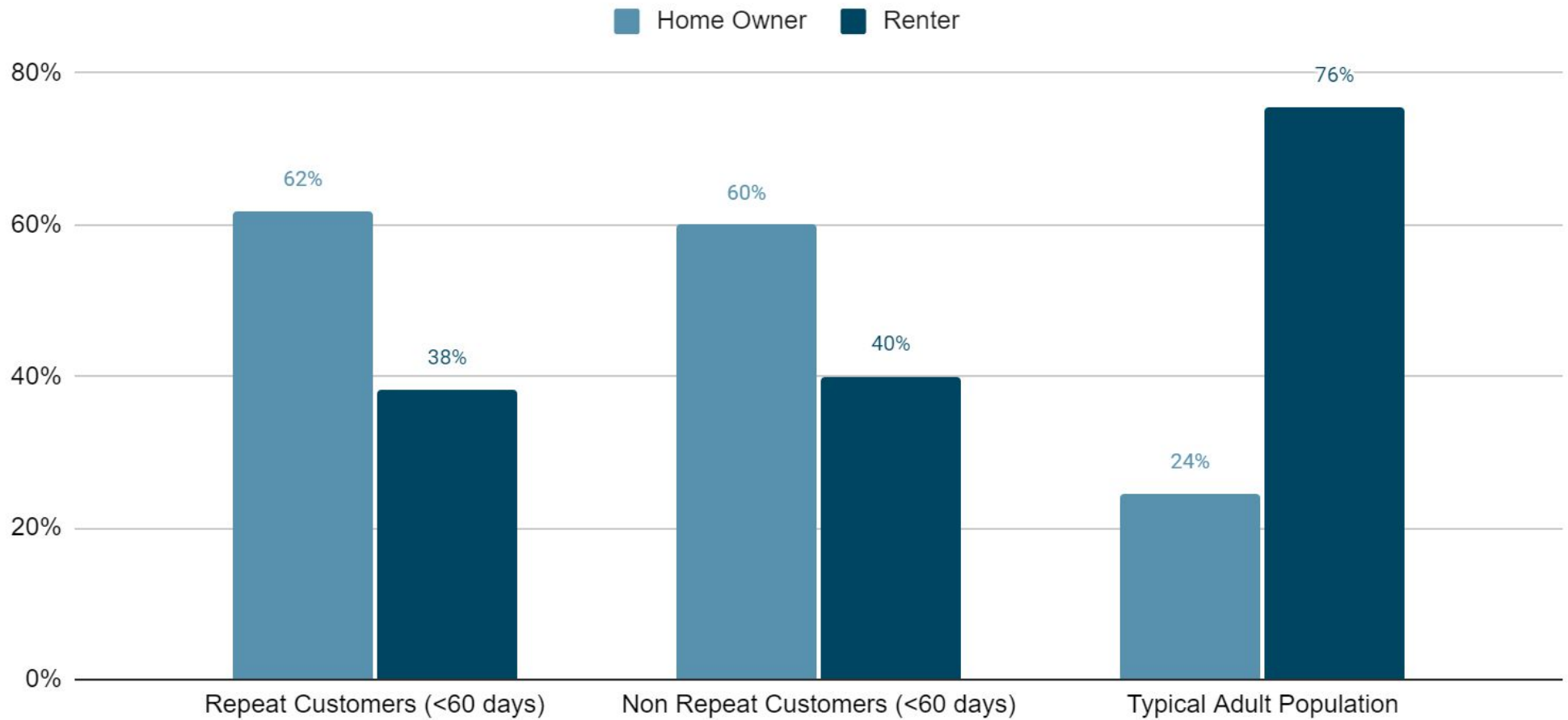
Top Category	Home Owner	Home Owner	Renter
Coverage	100%	98%	89%

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How does reported marital status compare?
Marital status
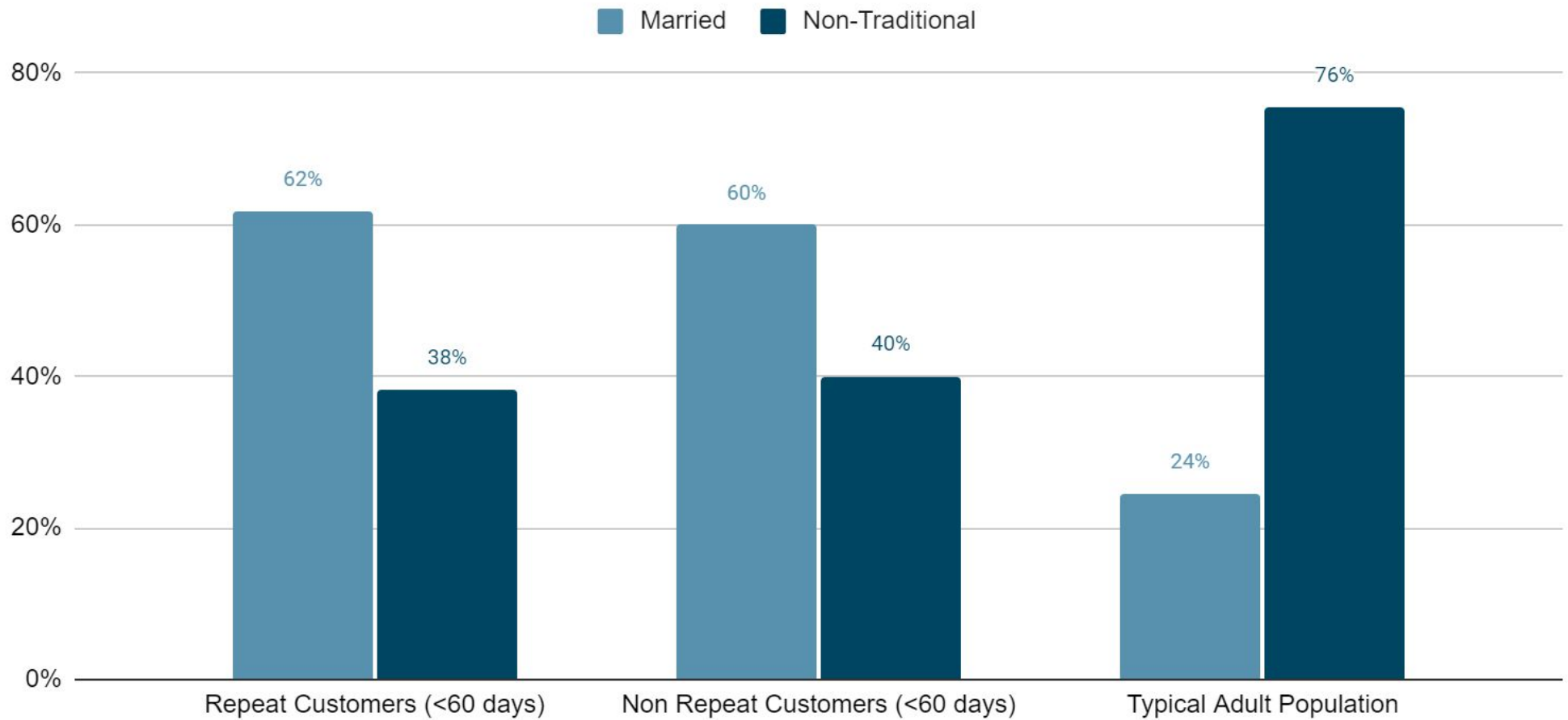
Top Status	Married	Married	Non-Traditional
Coverage	100%	98%	89%

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How does reported industries compare?

Industry
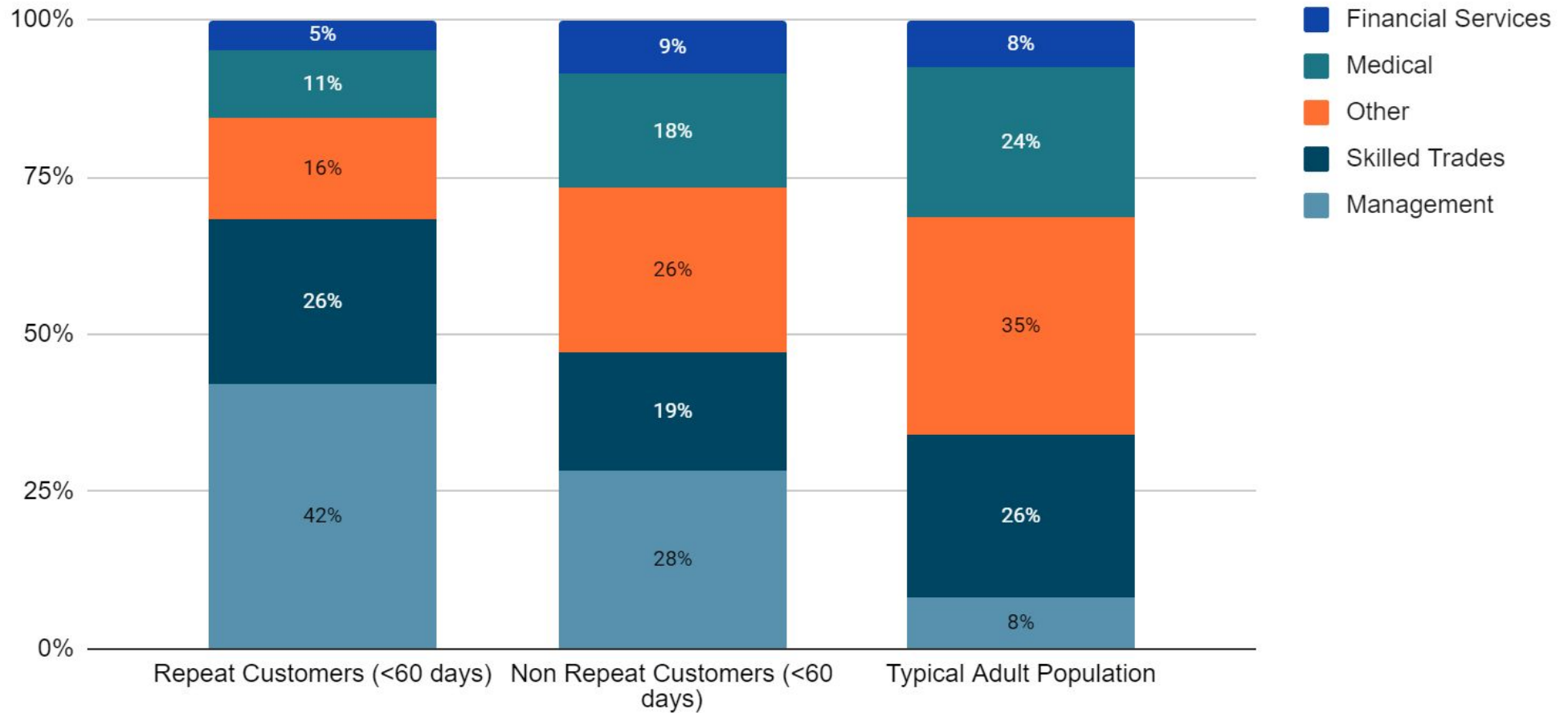
Top	Management	Management	Other
Coverage	100%	98%	89%

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How does reported political affiliation compare?
Political Affiliation

| | Republican | Democratic | Non-Partisan |

Legend: Republican, Democratic, Non-Partisan

Repeat Customers (<60 days): Republican 50%, Democratic 31%, Non-Partisan 19%
Non Repeat Customers (<60 days): Republican 39%, Democratic 26%, Non-Partisan 35%
Typical Adult Population: Republican 12%, Democratic 37%, Non-Partisan 51%
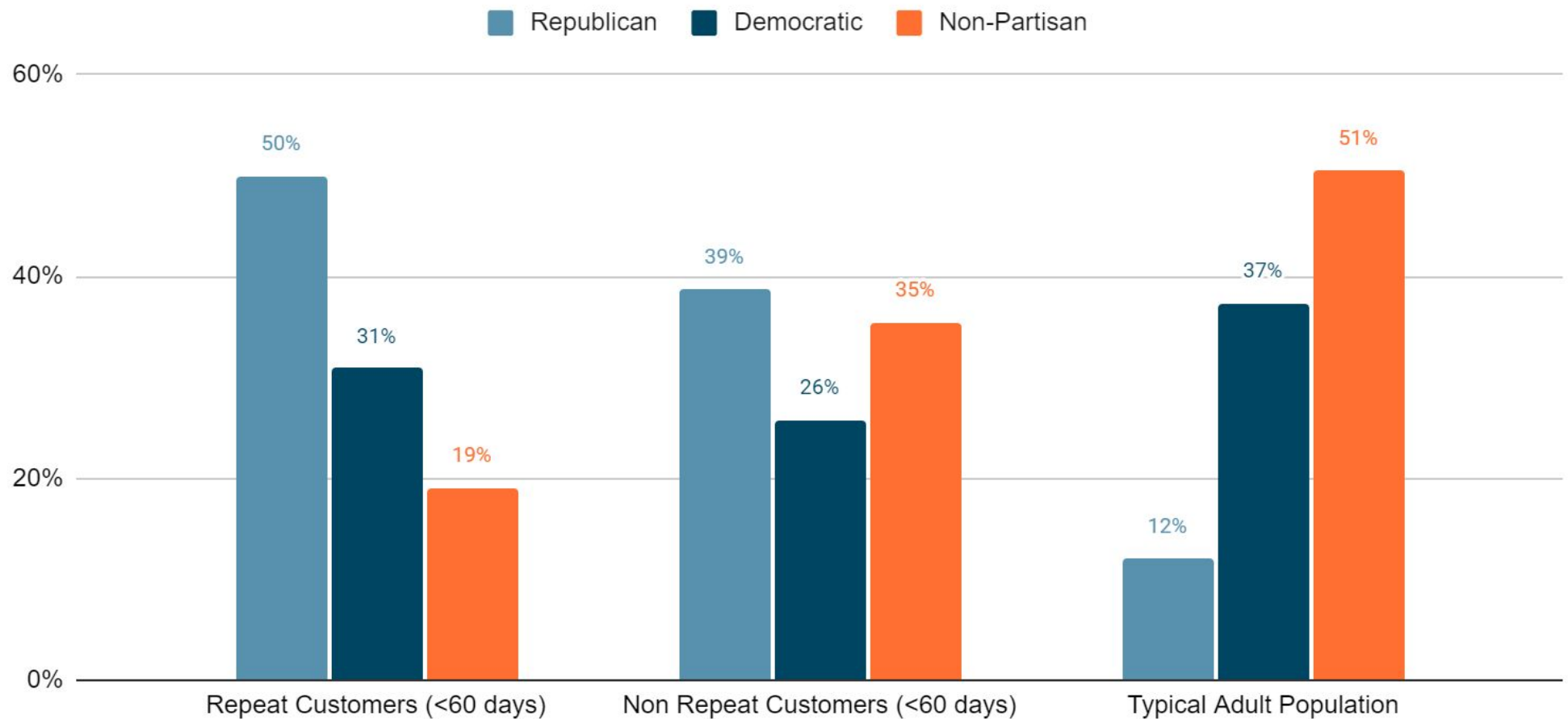
Top Affiliation	Republican	Republican	Non-Partisan
Coverage	100%	98%	89%

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How does reported religious affiliation compare?
Religious Affiliation

	Christian	Jewish	Buddhist
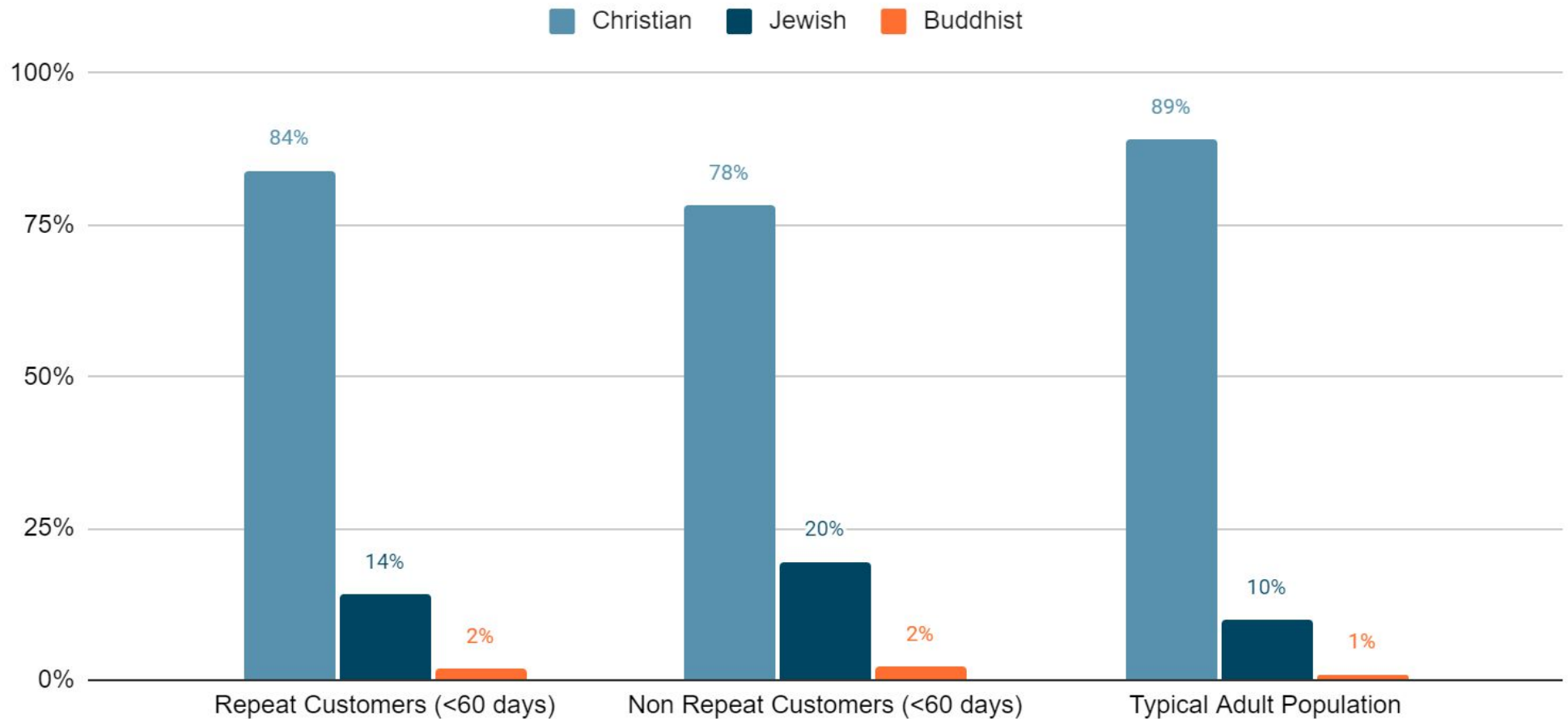
Top Affiliation	Christian	Christian	Christian
Coverage	100%	98%	89%

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Contacts Relevance and Significance Tables

How does reported location by DMA compare?
Location by DMA

Legend:
- Denver
- Houston
- Las Vegas
- Seattle
- Phoenix
- Washington DC
- Miami
- New York
- Los Angeles

Repeat Customers (<60 days): Denver 5%, Houston 12%, Las Vegas 0%, Phoenix 1%, Washington DC 11%, Miami 1%, New York 26%, Los Angeles 42%

Non Repeat Customers (<60 days): Denver 6%, Houston 0%, Las Vegas 6%, Seattle 18%, Phoenix 6%, Washington DC 1%, Miami 17%, New York 29%, Los Angeles 19%

Typical Adult Population: Denver 5%, Houston 5%, Las Vegas 5%, Seattle 5%, Phoenix 5%, Washington DC 15%, Miami 9%, New York 26%, Los Angeles 26%

Top DMA	Los Angeles	New York	New York - Los Angeles
Coverage	100%	98%	89%

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How does reported home value compare?
Home Value

Legend: $1M+ | $800K-$1M | $600K-$800K | $400K-$600K | $200K-$400K | <$200K

Repeat Customers (<60 days): 41%, 26%, 16%, 11%, 5%, 2%

Non Repeat Customers (<60 days): 27%, 18%, 25%, 17%, 8%, 5%

Typical Adult Population: 8%, 24%, 33%, 22%, 7%, 5%
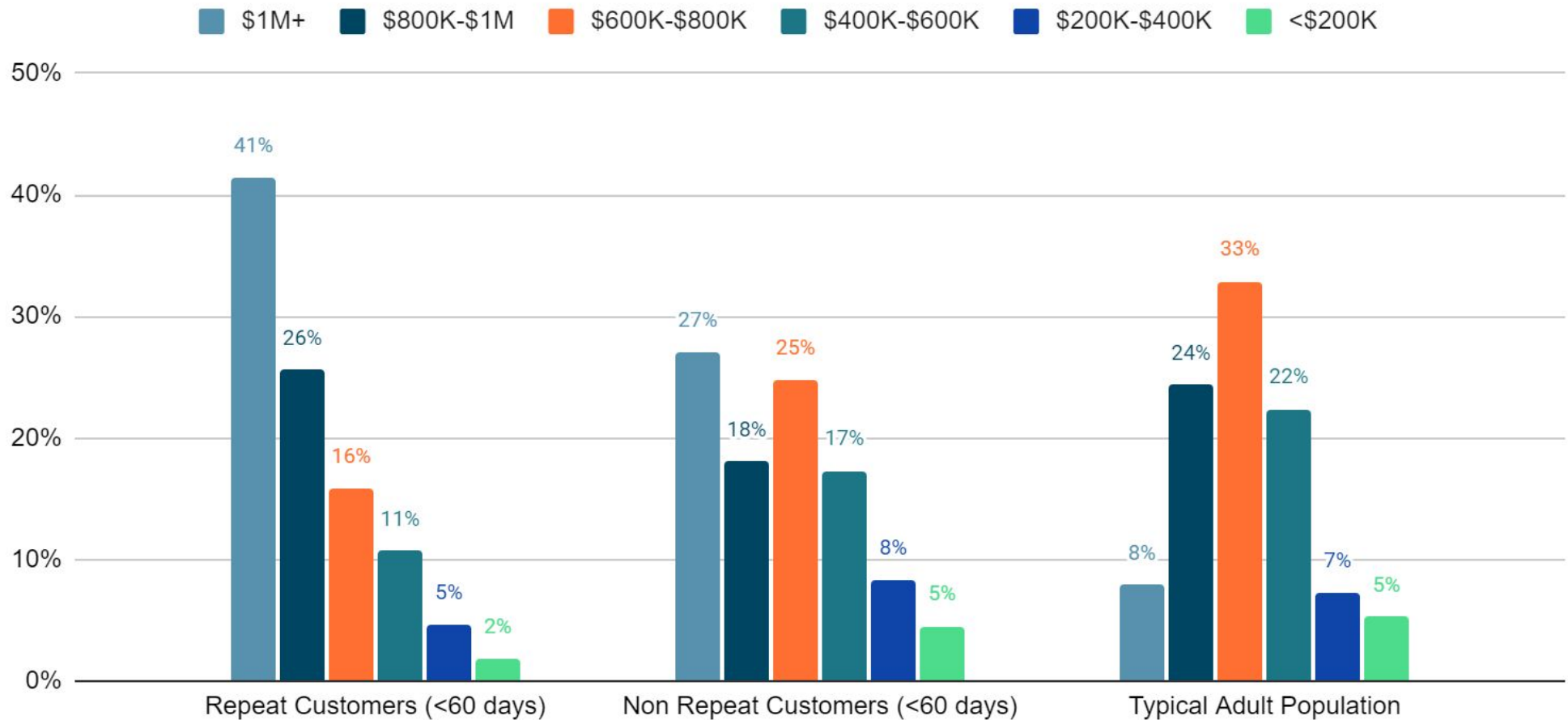
	Repeat Customers (<60 days)	Non Repeat Customers (<60 days)	Typical Adult Population
Avg Home Value	**$897,000**	**$596,000**	**$459,000**
Coverage	100%	98%	89%

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How does reported household income compare?
Household Income

Legend: $250K+ | $200K-$250K | $150K-$200K | $100K-$150K | $50K-$100K | <$50K

Repeat Customers (<60 days): 41%, 26%, 16%, 11%, 5%, 2%

Non Repeat Customers (<60 days): 27%, 18%, 25%, 17%, 8%, 5%

Typical Adult Population: 8%, 24%, 33%, 22%, 7%, 5%
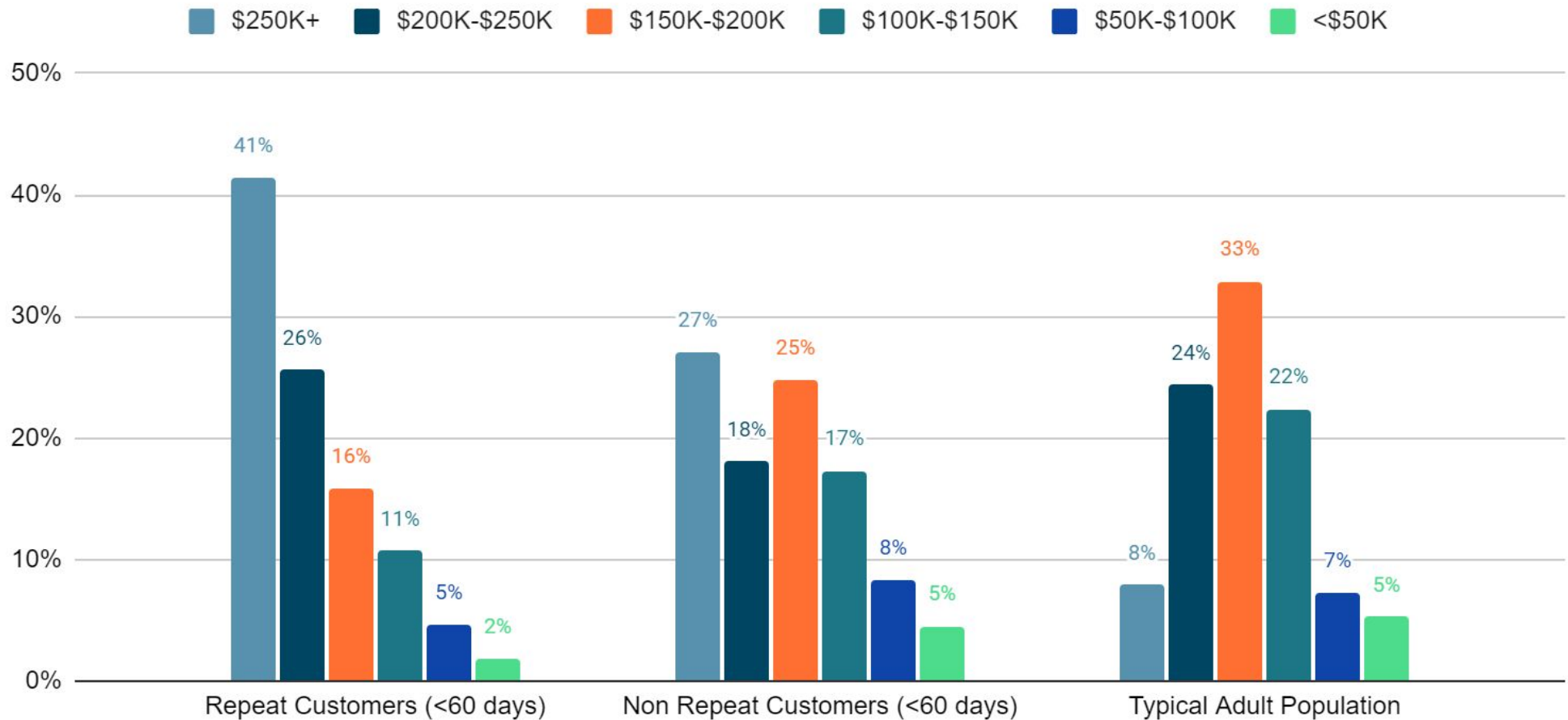
	Repeat Customers (<60 days)	Non Repeat Customers (<60 days)	Typical Adult Population
Avg Income	**$245,000**	**$155,000**	**$100,000**
Coverage	100%	98%	89%

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How does reported top interests compare?

Top Interests
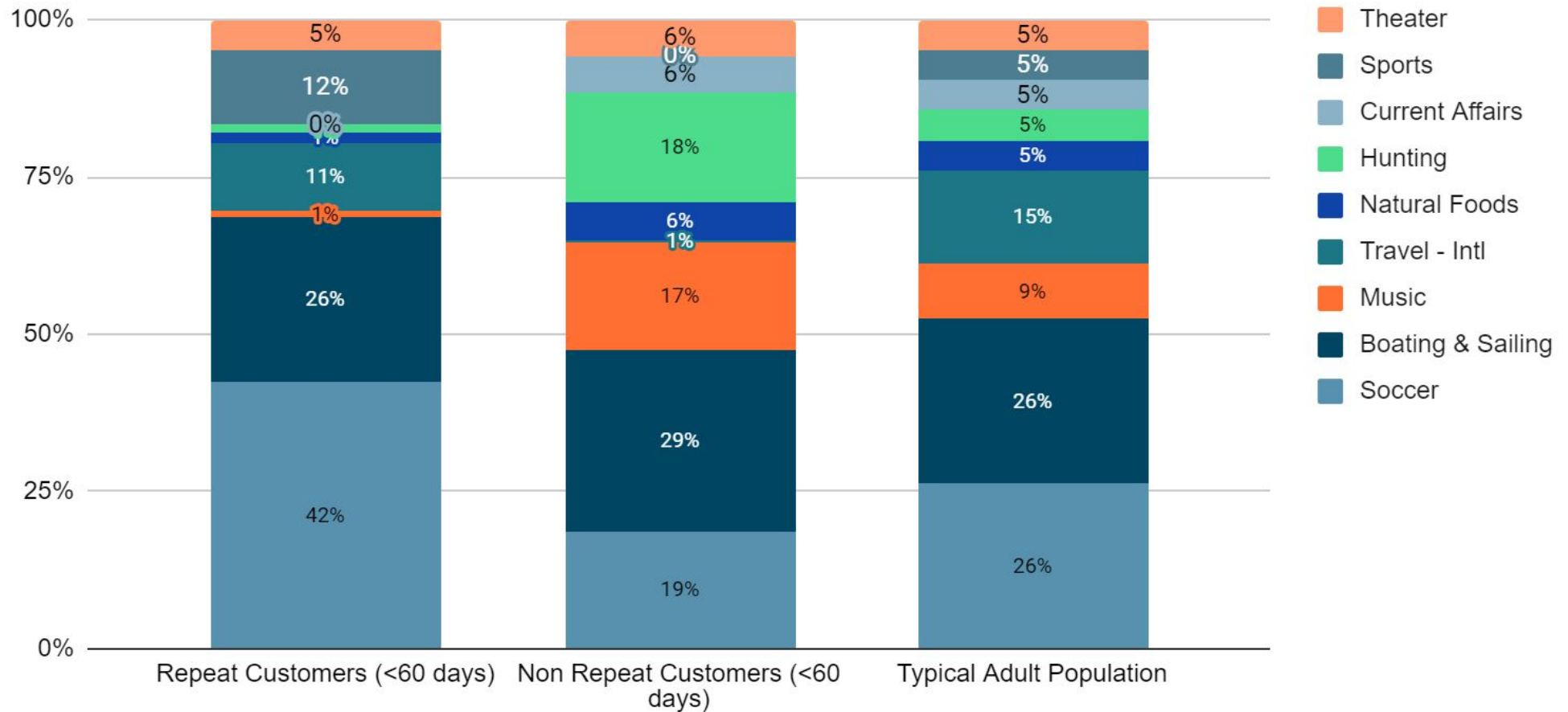
Top Interest	Soccer	Boating & Sailing	Boating & Sailing / Soccer
Coverage	100%	98%	89%

How does predicted states of greatest affinity compare?

Predicted State Affinity
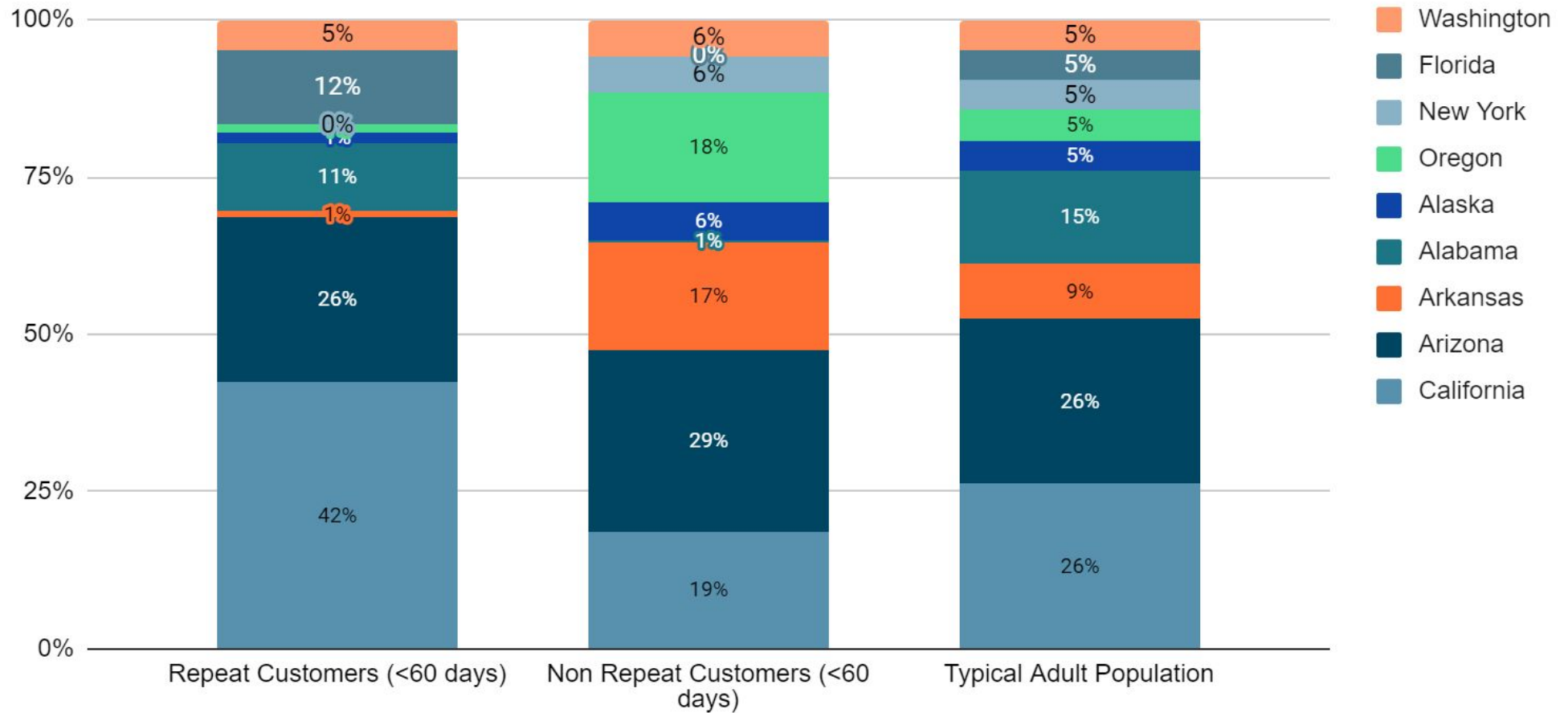
Top State	California	Arizona	Arizona / California

How does predicted wealth rating compare?

Predicted Wealth Rating

Legend: 90-100 | 80-90 | 70-80 | 60-70 | 50-60 | <50

Repeat Customers (<60 days)
- 90-100: 41%
- 80-90: 26%
- 70-80: 16%
- 60-70: 11%
- 50-60: 5%
- <50: 2%

Non Repeat Customers (<60 days)
- 90-100: 27%
- 80-90: 18%
- 70-80: 25%
- 60-70: 17%
- 50-60: 8%
- <50: 5%

Typical Adult Population
- 90-100: 8%
- 80-90: 24%
- 70-80: 33%
- 60-70: 22%
- 50-60: 7%
- <50: 5%
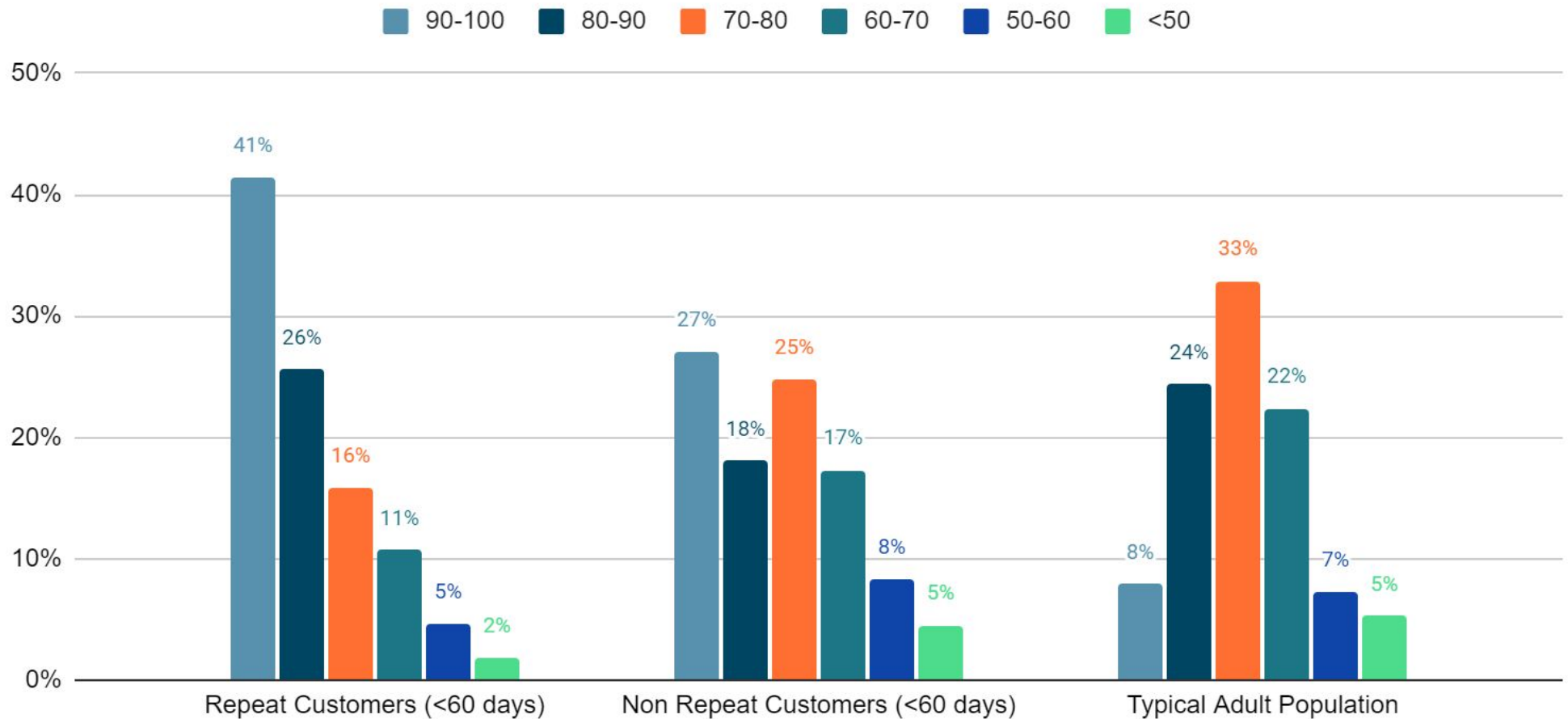
Avg Wealth Rating	92	74	50

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How does predicted 5-year spending capacity compare?

Predicted Spending Capacity (5 Year)

Legend: ■ $1M+   ■ $800K-$1M   ■ $600K-$800K   ■ $400K-$600K   ■ $200K-$400K   ■ <$200K

Repeat Customers (<60 days): 41%, 26%, 16%, 11%, 5%, 2%
Non Repeat Customers (<60 days): 27%, 18%, 25%, 17%, 8%, 5%
Typical Adult Population: 8%, 24%, 33%, 22%, 7%, 5%
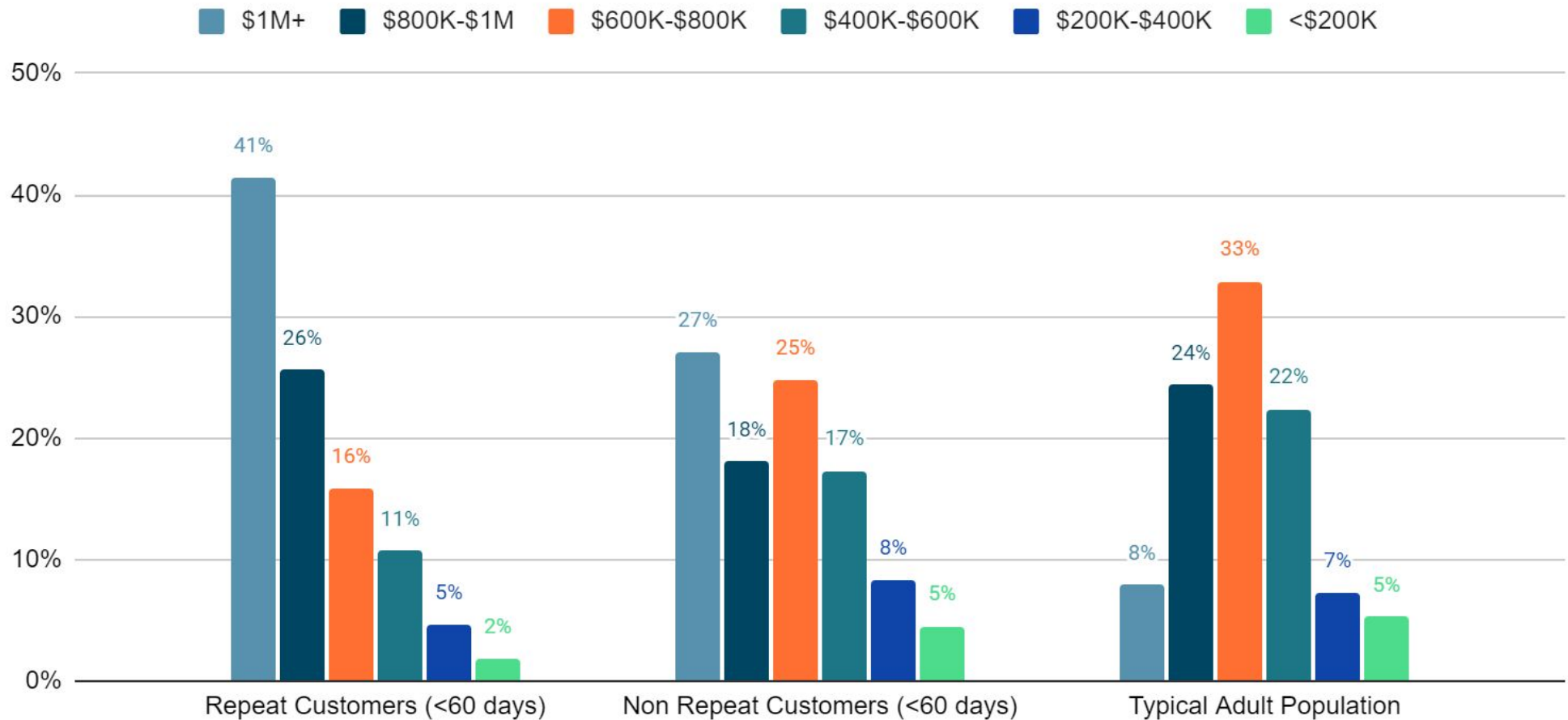
Avg Giving Capacity	$1,256,000	$560,000	$90,000

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How does predicted gender compare?
Predicted Gender

| Male | Female | Male | Female |

| ◼ Male | ◼ Female |

80%

62%   60%   76%

60%

40%   38%   40%

24%

20%

0%

| Repeat Customers (<60 days) | Non Repeat Customers (<60 days) | Typical Adult Population |
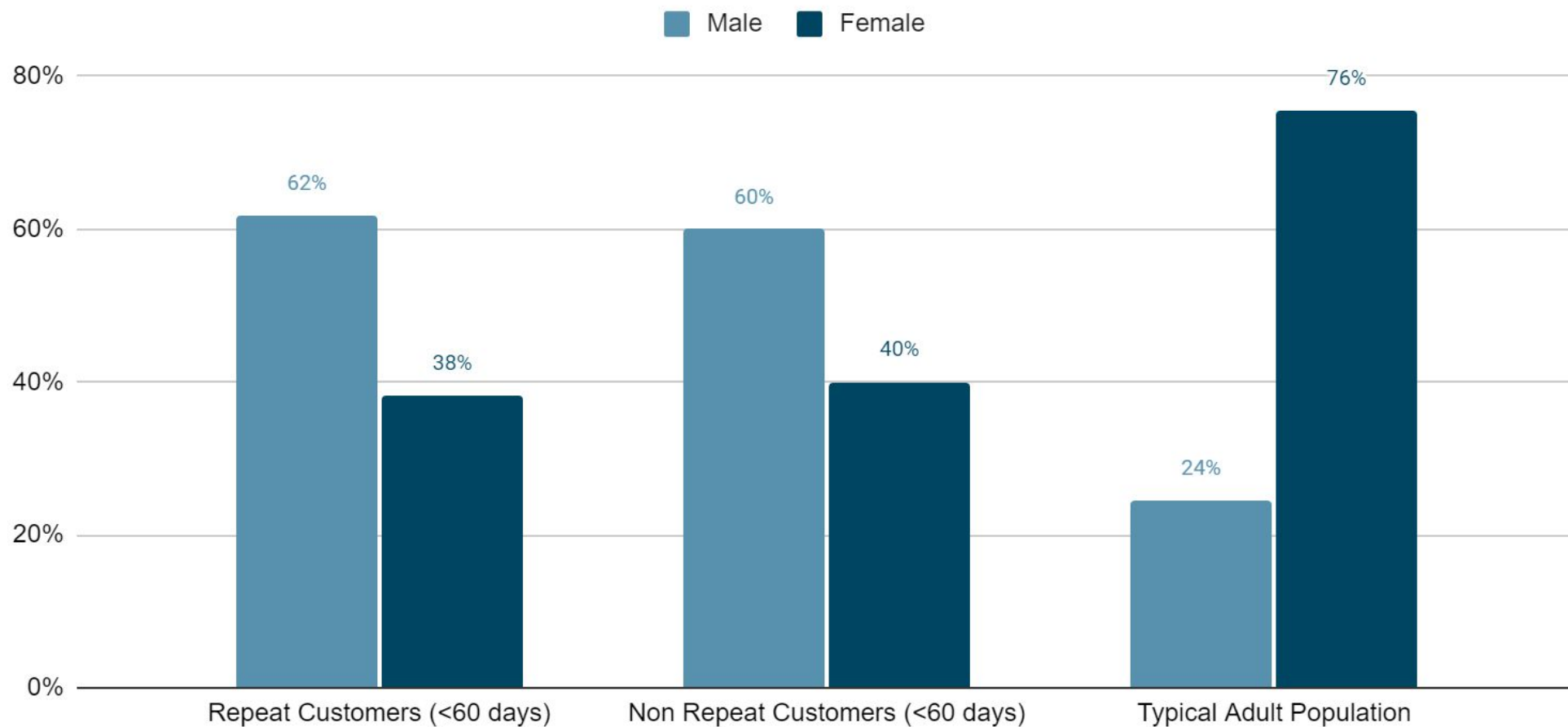
Top Result	Male	Male	Female

How does predicted education level compare?
Predicted Education

Legend: Grad Degree · Bach Degree · Some College · HS Diploma · Less than HS Diploma

Repeat Customers (<60 days)
- Grad Degree: 42%
- Bach Degree: 26%
- Some College: 16%
- HS Diploma: 11%
- Less than HS Diploma: 5%

Non Repeat Customers (<60 days)
- Grad Degree: 28%
- Bach Degree: 19%
- Some College: 26%
- HS Diploma: 18%
- Less than HS Diploma: 9%

Typical Adult Population
- Grad Degree: 8%
- Bach Degree: 26%
- Some College: 35%
- HS Diploma: 24%
- Less than HS Diploma: 8%

Top Result	Grad Degree	Some College	Some College

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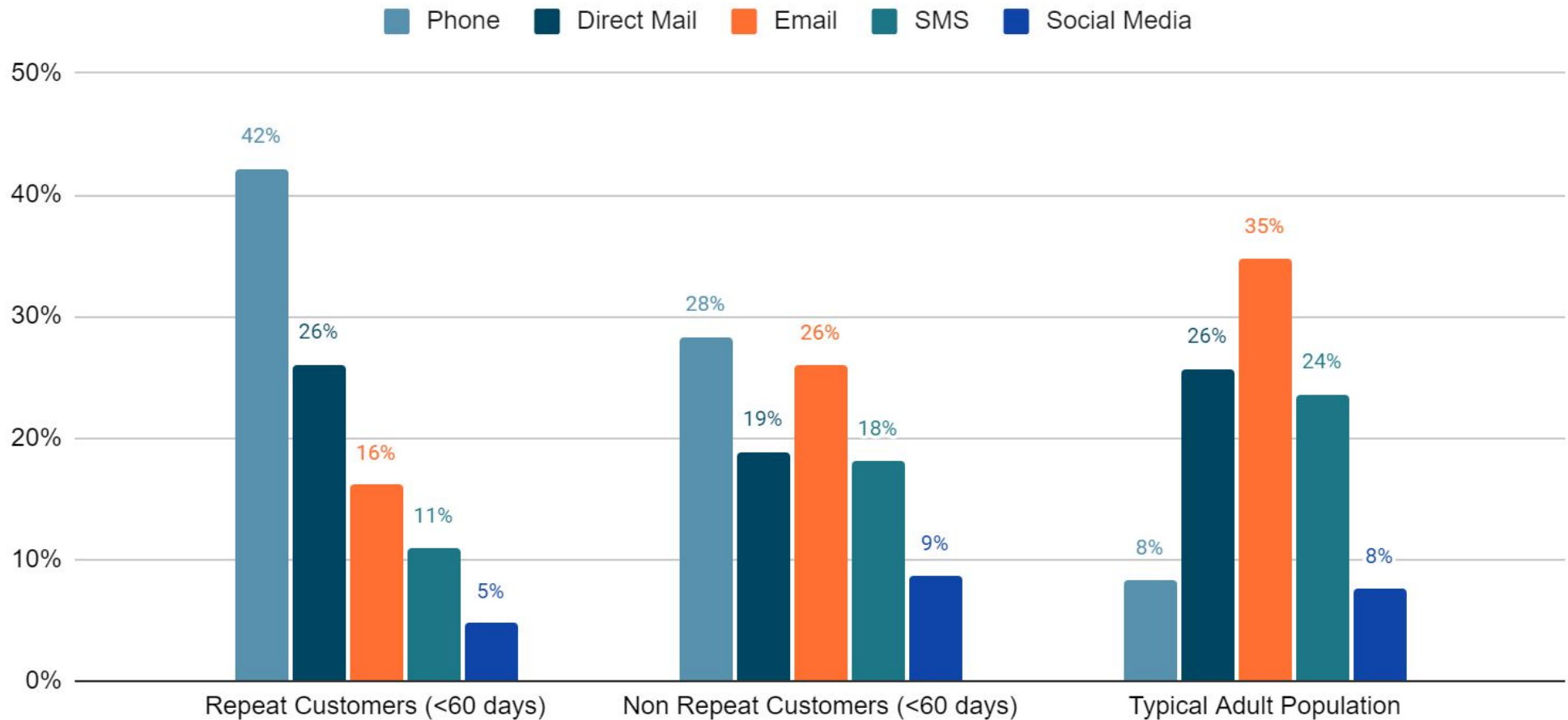**company**

How does predicted generation compare?
Predicted Generation
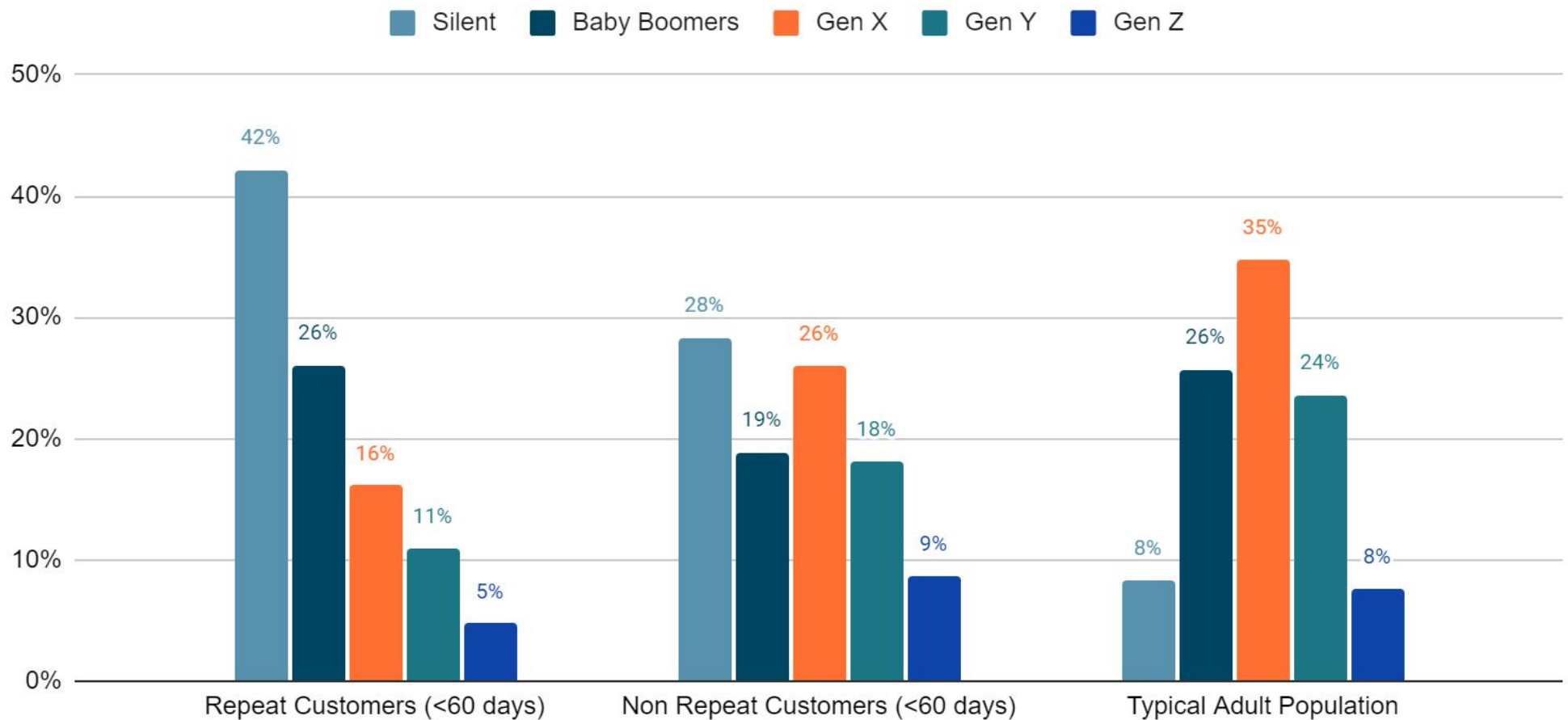
Top Result	Silent	Gen X	Gen X

How does predicted channel preference compare?

Predicted Channel Preference

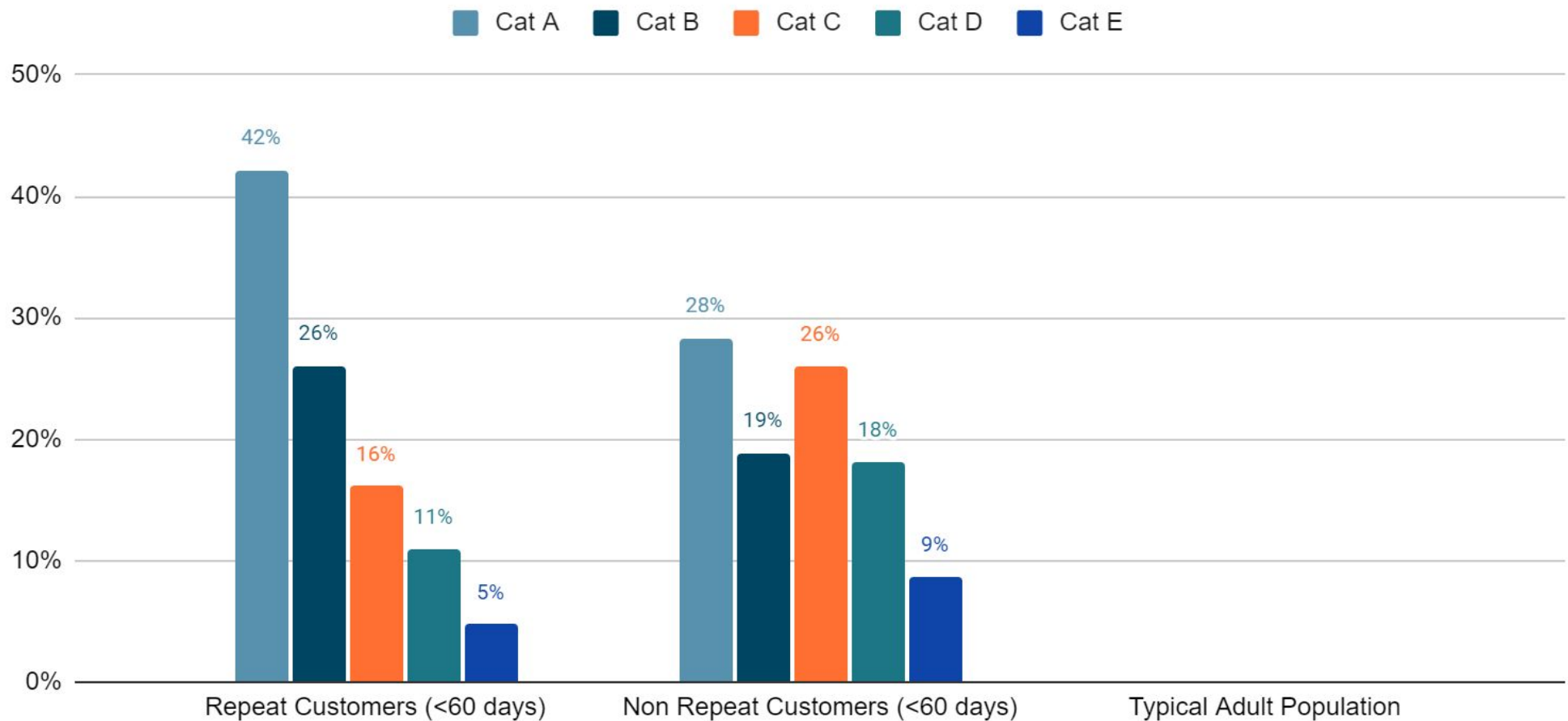

Top Result	Phone	Phone	Email

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How does [org first party data] compare?
[Org First Party Data]

| Cat A | Cat B | Cat C | Cat D | Cat E |

Top Result	Cat A	Cat A	No Data