



## 2020 Direct Mail

KPIs: Response Rate and Average Transaction Amount

Mar 31, 2021

# HEAR

Historicals Enriched Analytics Report

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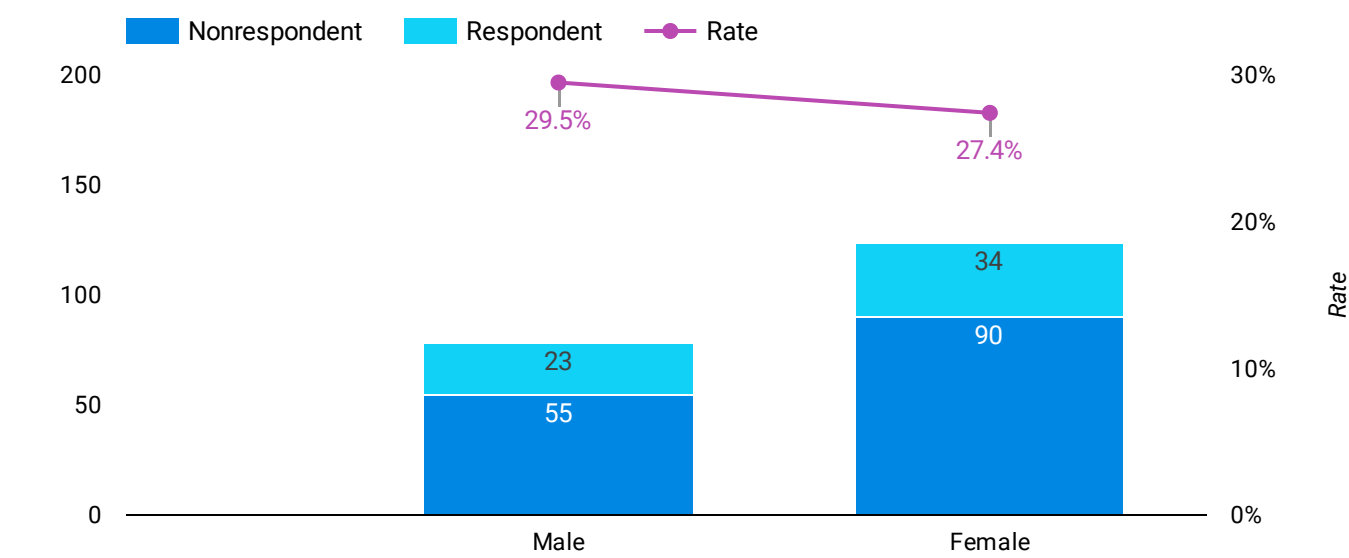
Total Records	43,434
Matched	42,121
Unmatched	1,313



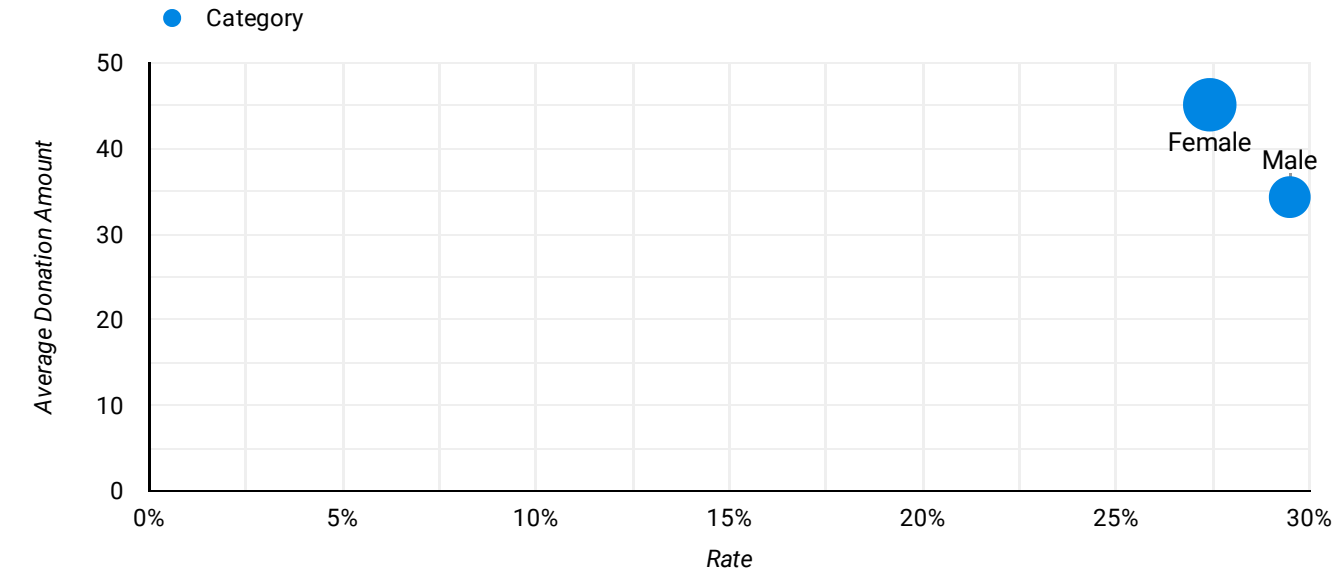
What is the Response Rate & Average Transaction Amount across reported gender?

# Reported Gender Results

Coverage 99%



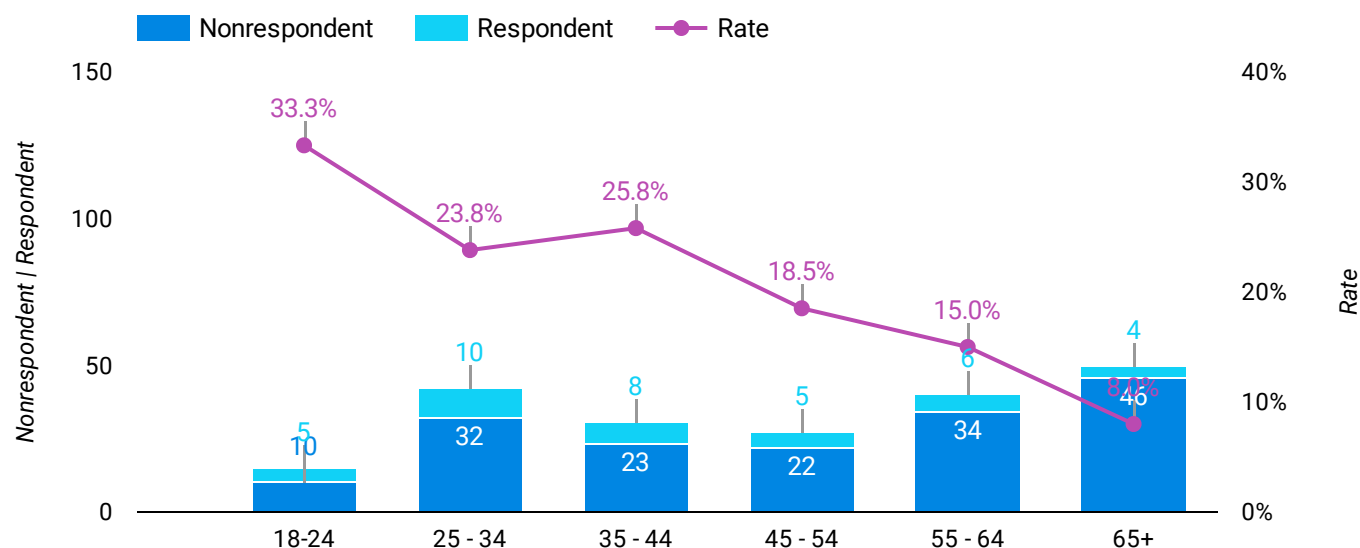
Category ▾	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
Male	55	23	78	29.5%	\$34.33
Female	90	34	124	27.4%	\$45.12
Grand total	145	57	202	28.5%	\$39.72



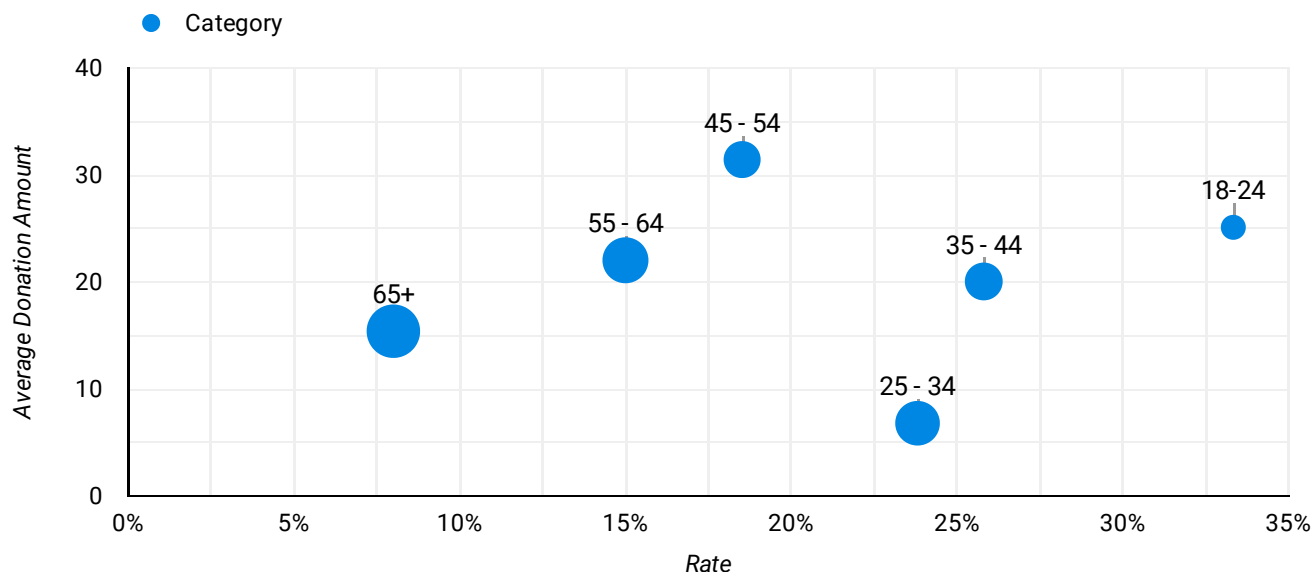
What is the Response Rate & Average Transaction Amount across age?

## Reported Age Results

Coverage 98%



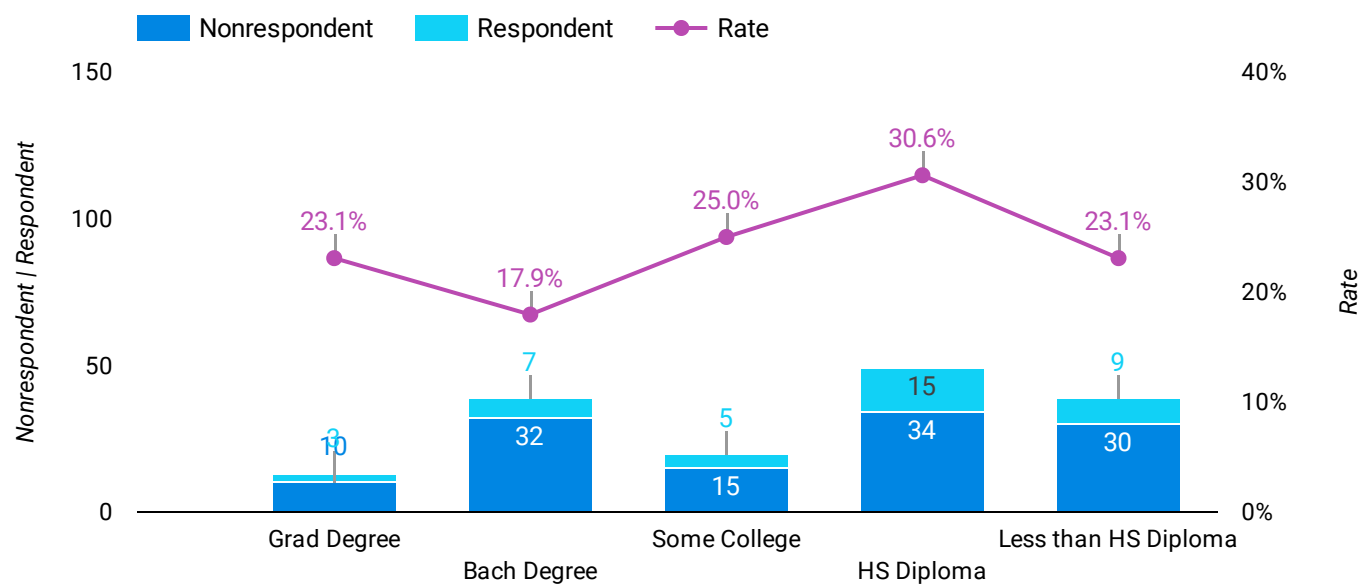
Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
18-24	10	5	15	33.3%	\$25.11
25-34	32	10	42	23.8%	\$6.80
35-44	23	8	31	25.8%	\$20.05
45-54	22	5	27	18.5%	\$31.44
55-64	34	6	40	15.0%	\$22.03
65+	46	4	50	8.0%	\$15.40
<b>Grand total</b>	<b>167</b>	<b>38</b>	<b>205</b>	<b>20.7%</b>	<b>\$20.14</b>



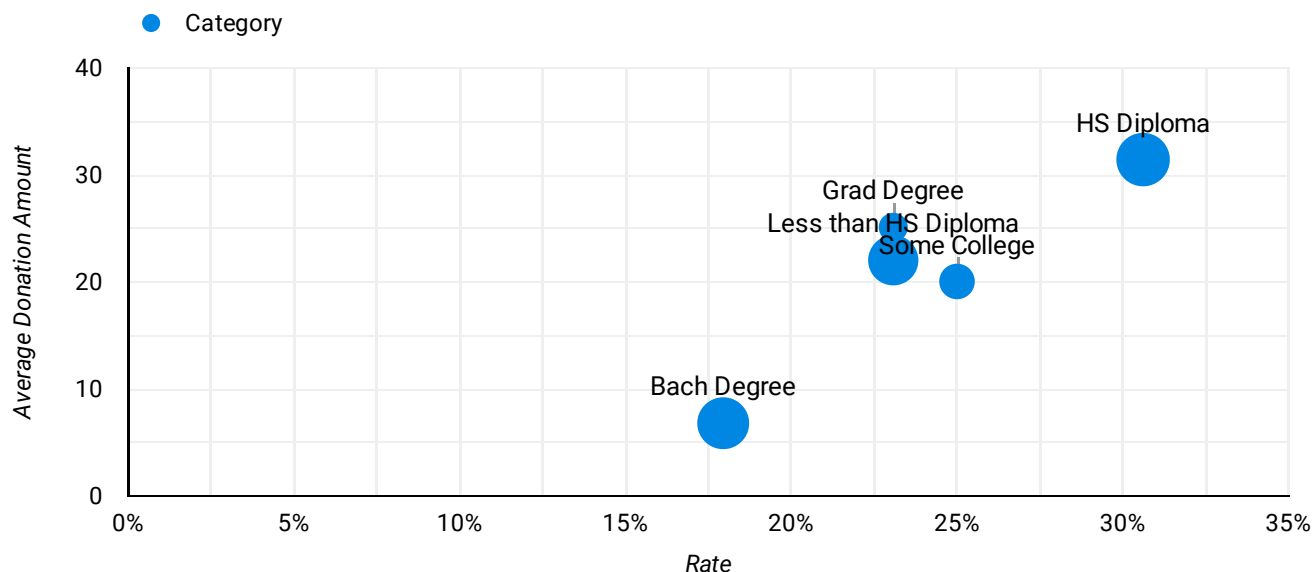
What is the Response Rate & Average Transaction Amount across reported education?

## Reported Education Results

Coverage 56%



Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
Grad Degree	10	3	13	23.1%	\$25.11
Bach Degree	32	7	39	17.9%	\$6.80
Some College	15	5	20	25.0%	\$20.05
HS Diploma	34	15	49	30.6%	\$31.44
Less than HS Diploma	30	9	39	23.1%	\$22.03
<b>Grand total</b>	<b>121</b>	<b>39</b>	<b>160</b>	<b>23.9%</b>	<b>\$105.43</b>

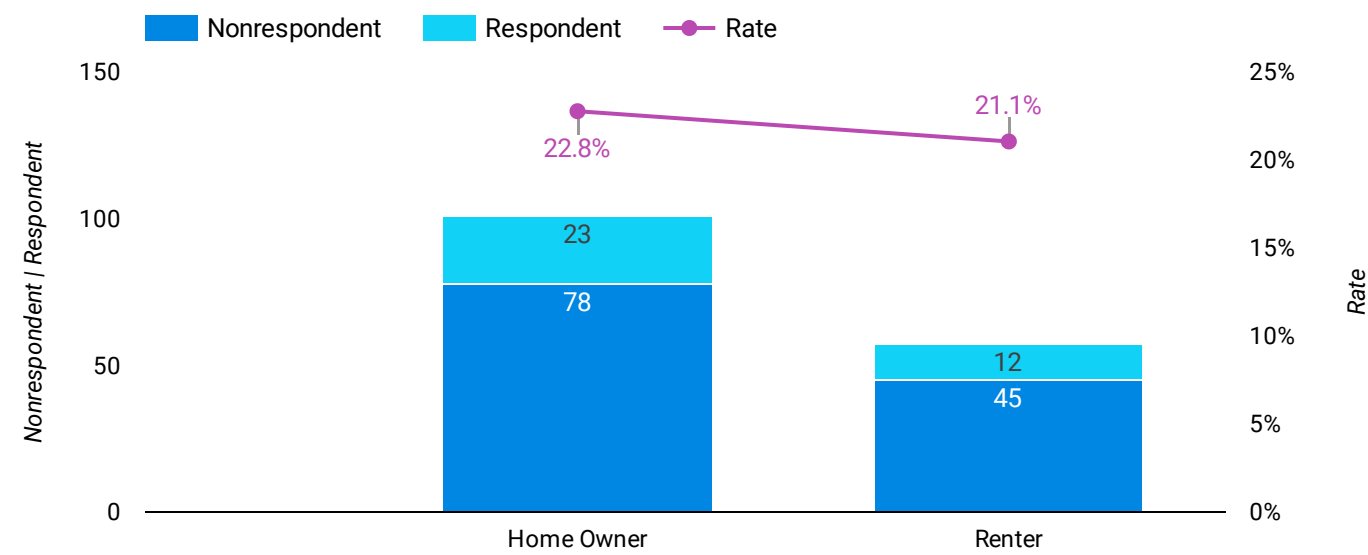




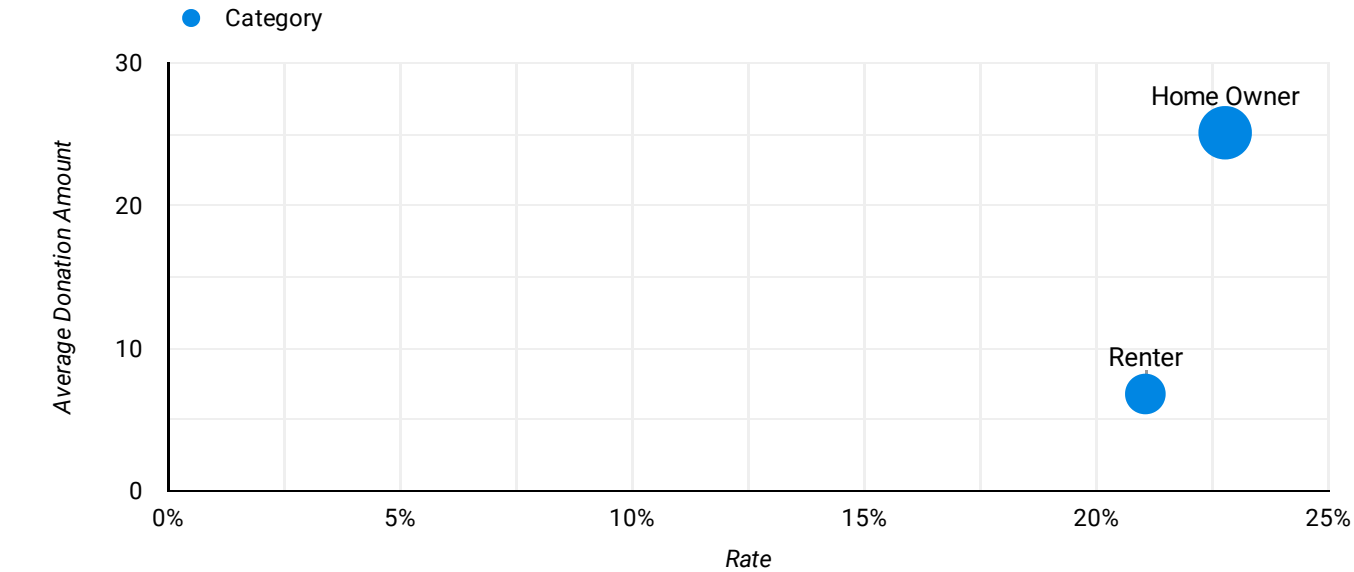
What is the Response Rate & Average Transaction Amount across home ownership?

# Reported Home Ownership Results

Coverage 89%



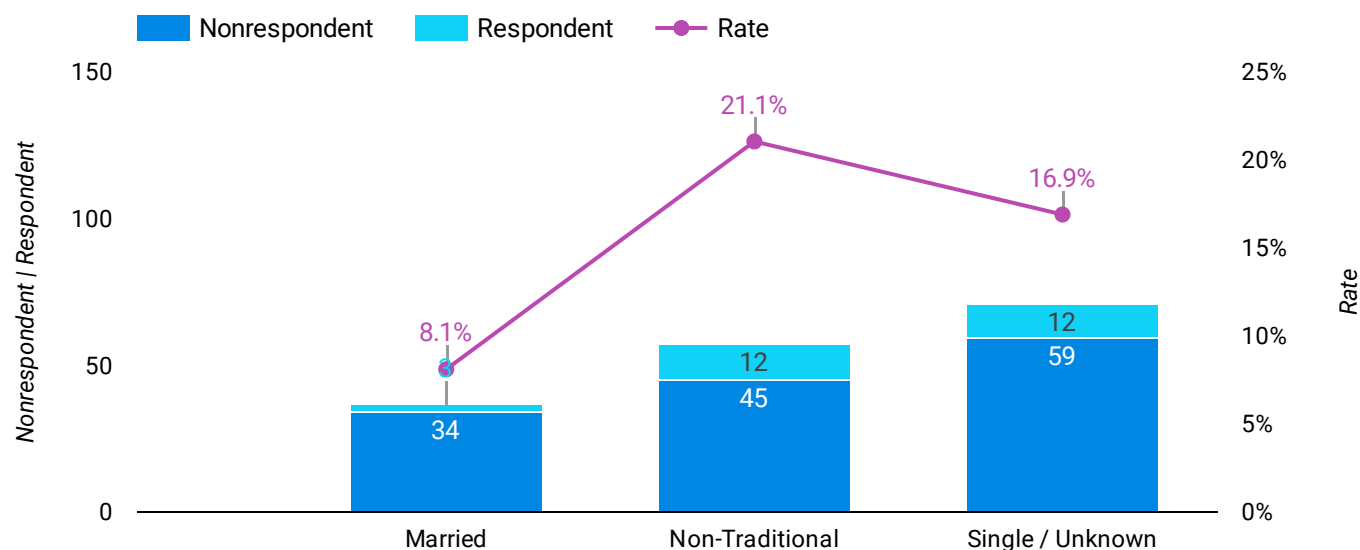
Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
Home Owner	78	23	101	22.8%	\$25.11
Renter	45	12	57	21.1%	\$6.80
Grand total	123	35	158	21.9%	\$31.91



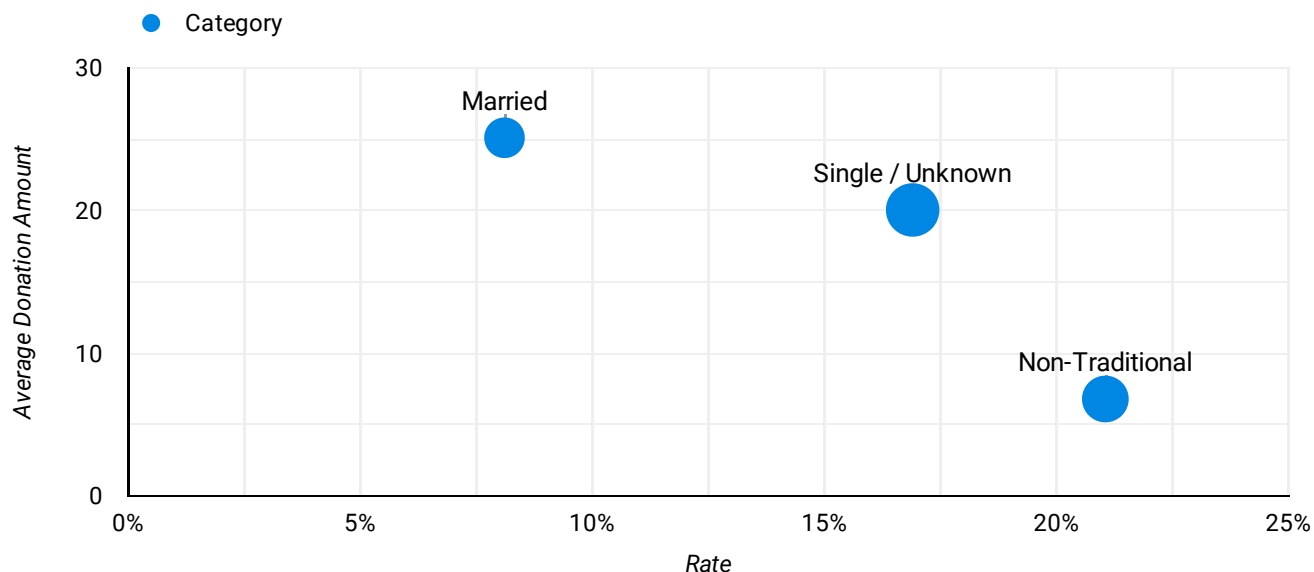
What is the Response Rate & Average Transaction Amount across marital status?

## Reported Marital Status Results

Coverage 89%



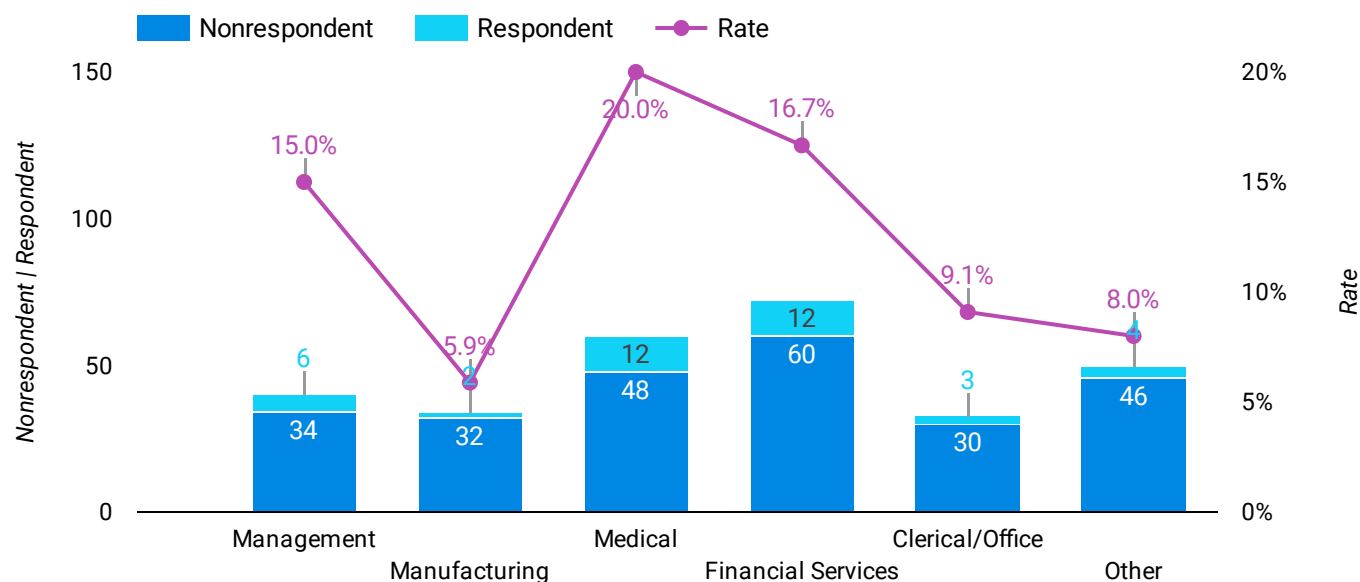
Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
Married	34	3	37	8.1%	\$25.11
Non-Traditional	45	12	57	21.1%	\$6.80
Single / Unknown	59	12	71	16.9%	\$20.05
<b>Grand total</b>	<b>138</b>	<b>27</b>	<b>165</b>	<b>15.4%</b>	<b>\$17.32</b>



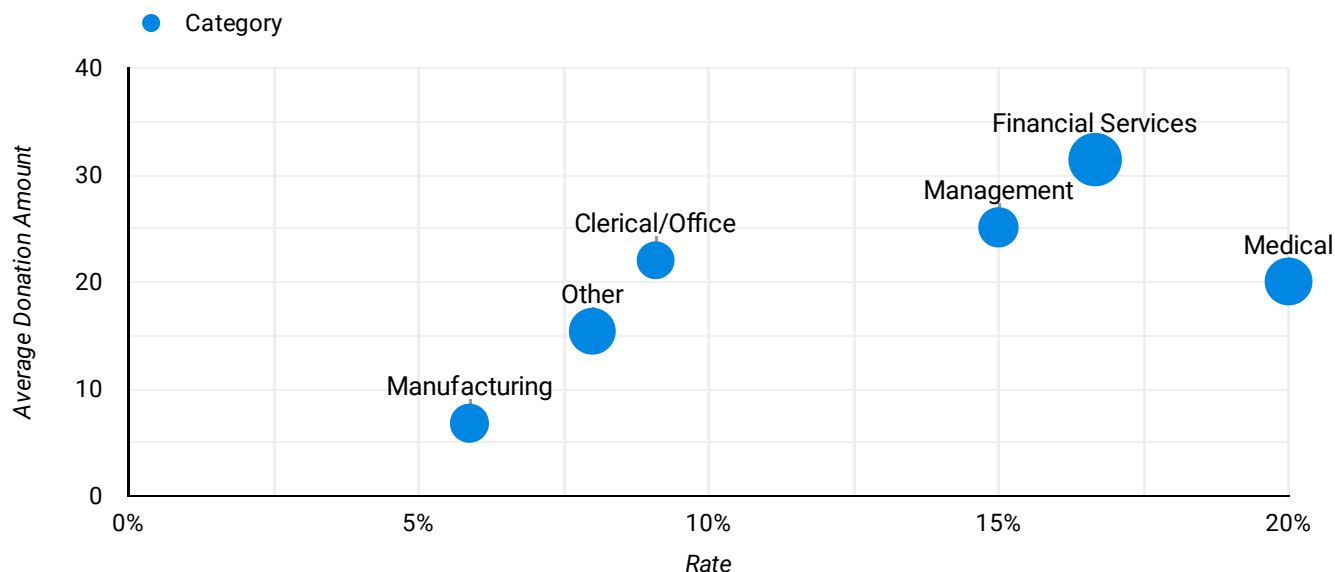
What is the Response Rate & Average Transaction Amount across industry?

## Reported Industry Results

Coverage 76%



Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
Management	34	6	40	15.0%	\$25.11
Manufacturing	32	2	34	5.9%	\$6.80
Medical	48	12	60	20.0%	\$20.05
Financial Services	60	12	72	16.7%	\$31.44
Clerical/Office	30	3	33	9.1%	\$22.03
Other	46	4	50	8.0%	\$15.40
<b>Grand total</b>	<b>250</b>	<b>39</b>	<b>289</b>	<b>12.4%</b>	<b>\$20.14</b>

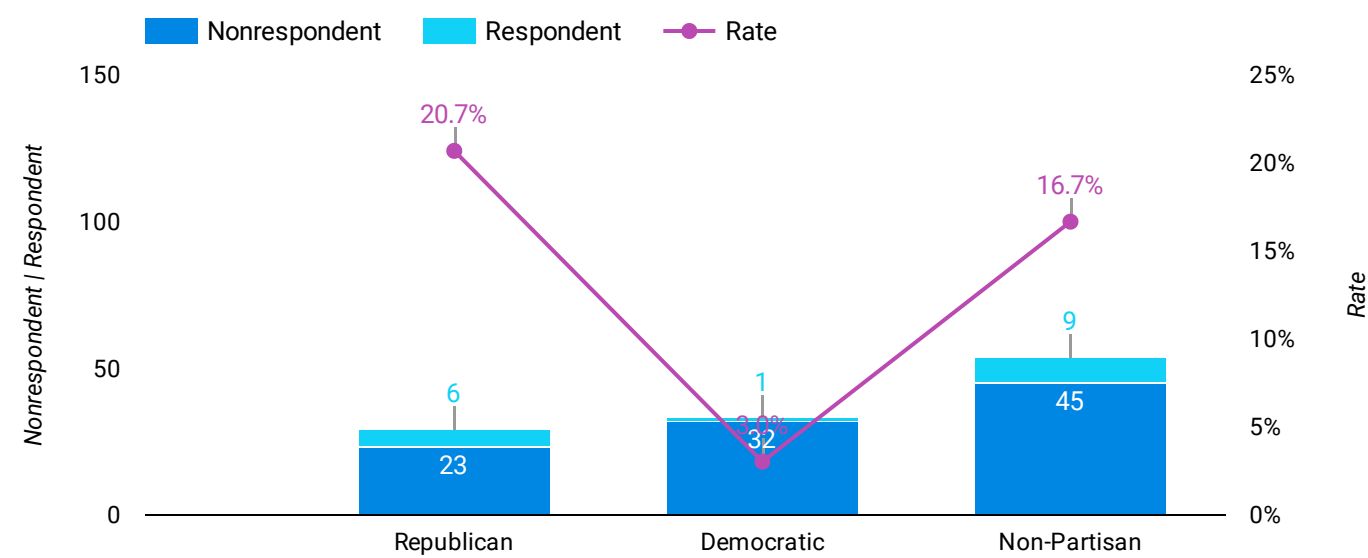




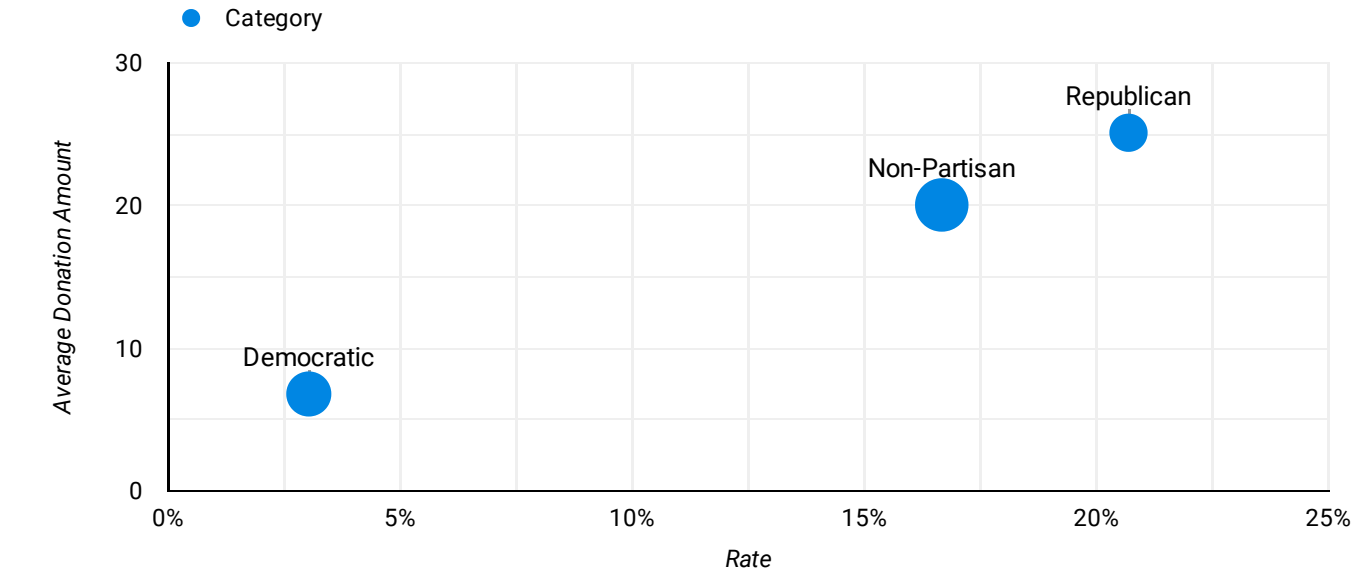
What is the Response Rate & Average Transaction Amount across political affiliation?

# Reported Political Affiliation Results

Coverage 89%



Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
Republican	23	6	29	20.7%	\$25.11
Democratic	32	1	33	3.0%	\$6.80
Non-Partisan	45	9	54	16.7%	\$20.05
Grand total	100	16	116	13.5%	\$17.32



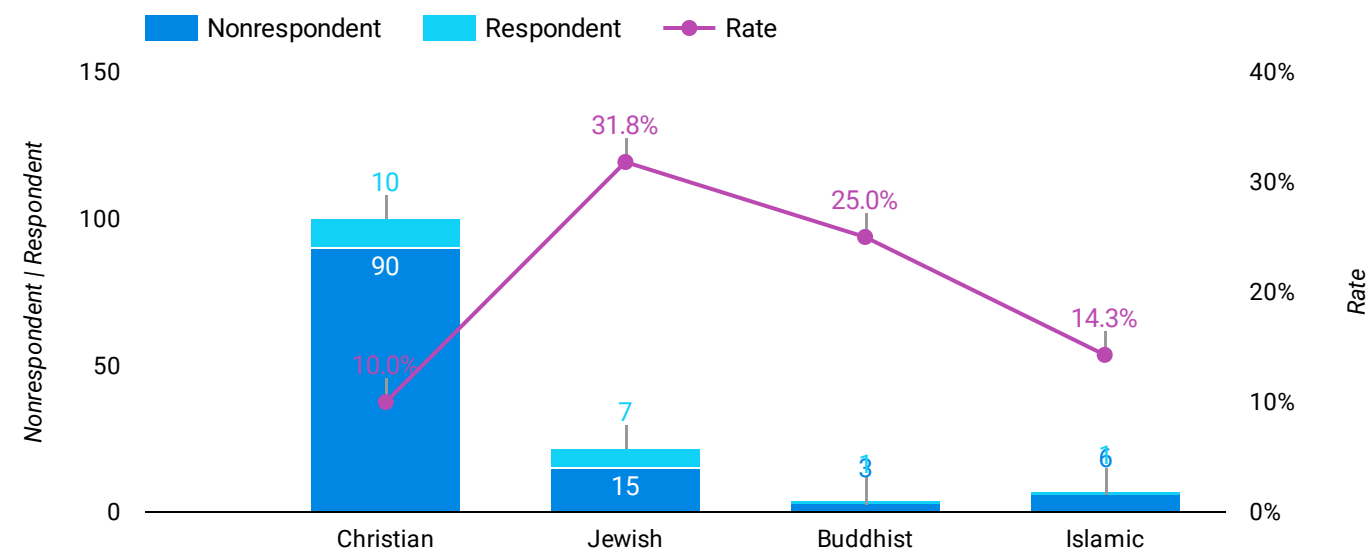




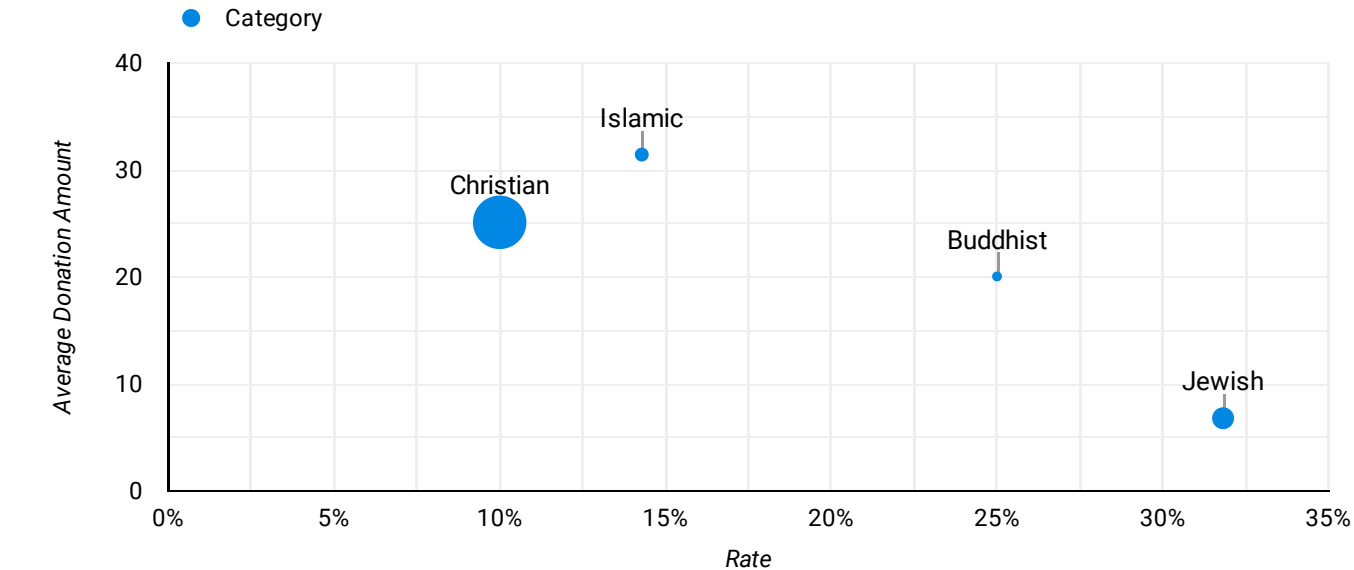
What is the Response Rate & Average Transaction Amount across religious affiliation?

# Reported Religious Affiliation Results

Coverage 98%



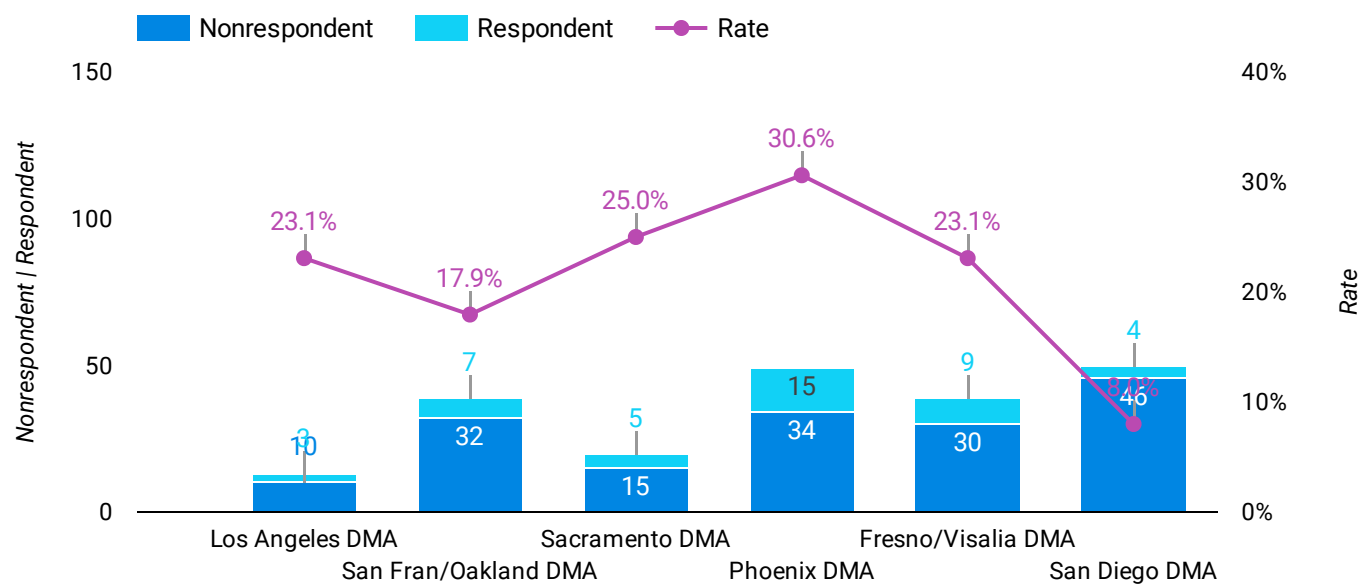
Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
Christian	90	10	100	10.0%	\$25.11
Jewish	15	7	22	31.8%	\$6.80
Buddhist	3	1	4	25.0%	\$20.05
Islamic	6	1	7	14.3%	\$31.44
Grand total	114	19	133	20.3%	\$20.85



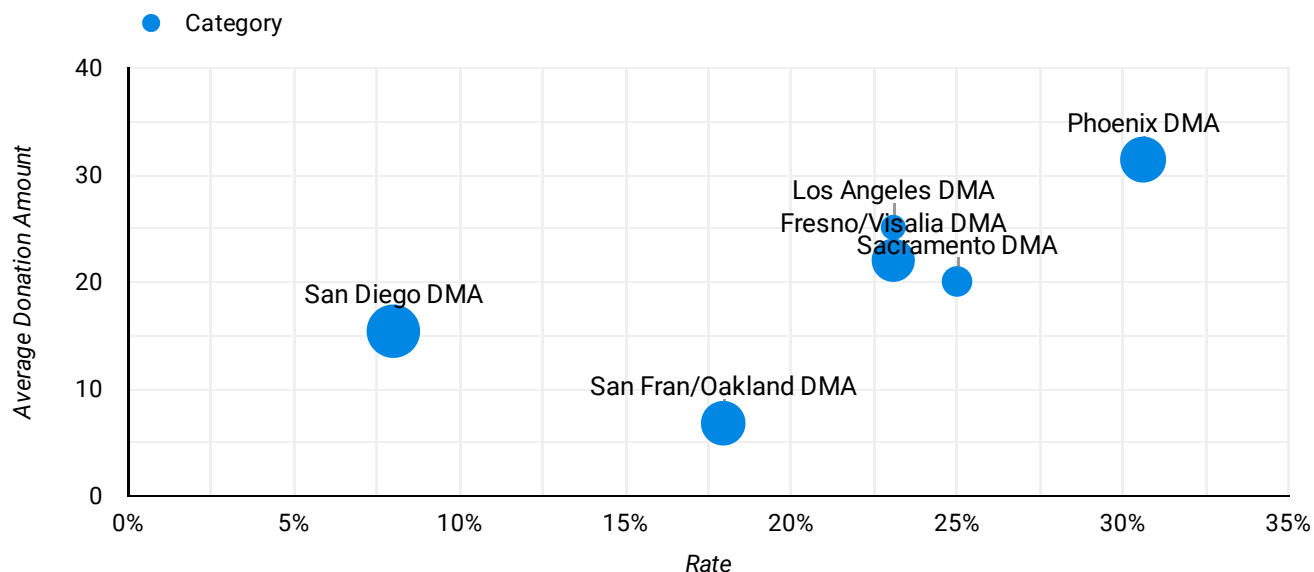
What is the Response Rate & Average Transaction Amount across DMAs?

## Reported Location by DMA Results

Coverage 90%



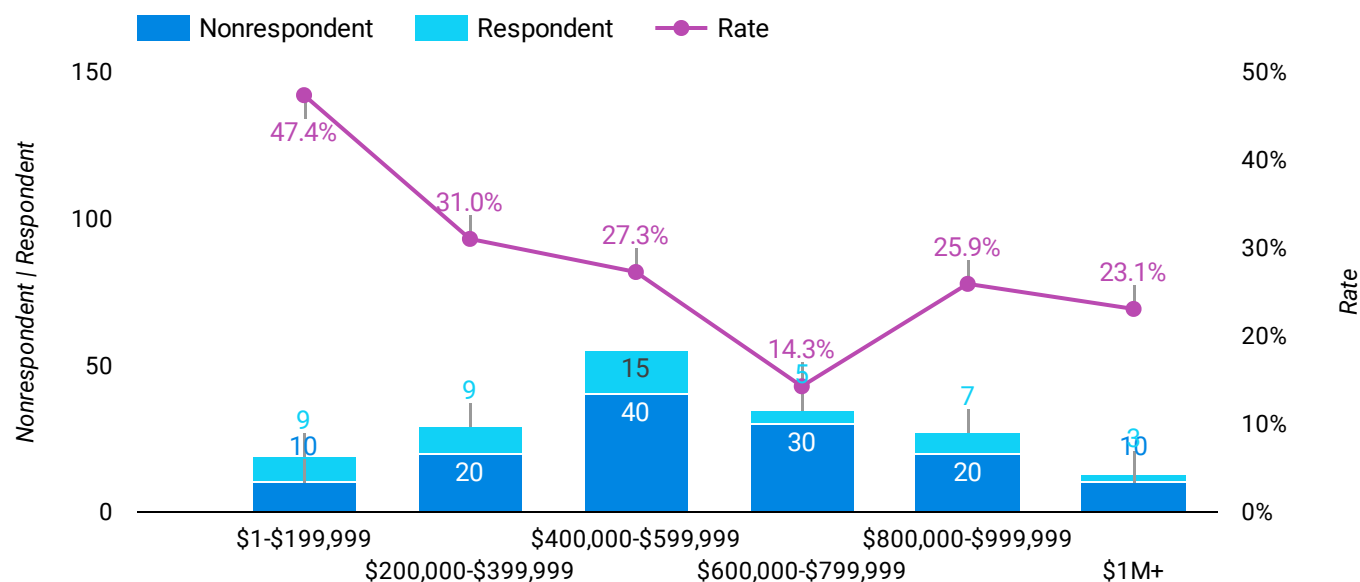
Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
Los Angeles DMA	10	3	13	23.1%	\$25.11
San Fran/Oakland DMA	32	7	39	17.9%	\$6.80
Sacramento DMA	15	5	20	25.0%	\$20.05
Phoenix DMA	34	15	49	30.6%	\$31.44
Fresno/Visalia DMA	30	9	39	23.1%	\$22.03
San Diego DMA	46	4	50	8.0%	\$15.40
<b>Grand total</b>	<b>167</b>	<b>43</b>	<b>210</b>	<b>21.3%</b>	<b>\$20.14</b>



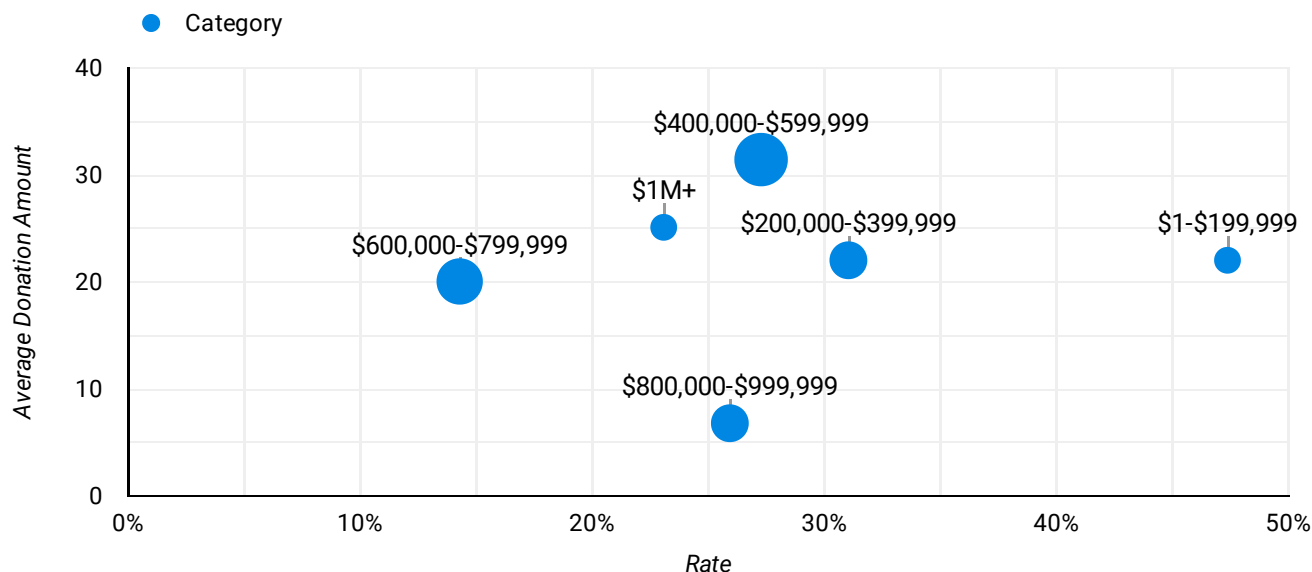
What is the Response Rate & Average Transaction Amount across home value?

## Reported Home Value Results

Coverage 90%



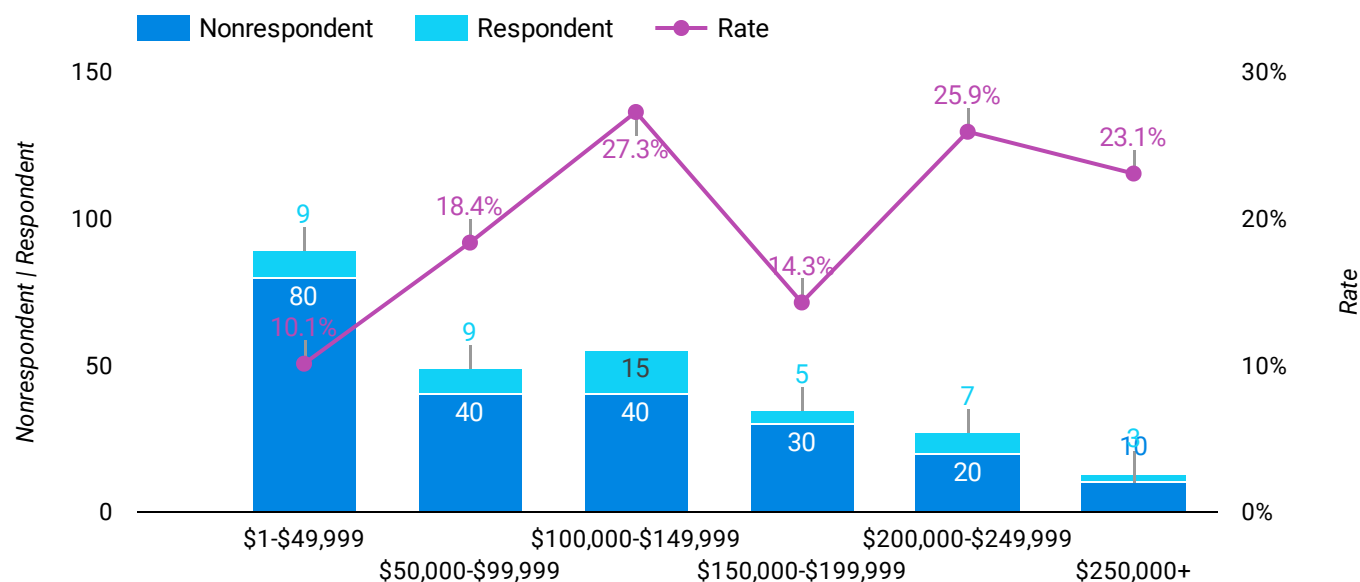
Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
\$1M+	10	3	13	23.1%	\$25.11
\$800,000-\$999,999	20	7	27	25.9%	\$6.80
\$600,000-\$799,999	30	5	35	14.3%	\$20.05
\$400,000-\$599,999	40	15	55	27.3%	\$31.44
\$200,000-\$399,999	20	9	29	31.0%	\$22.03
\$1-\$199,999	10	9	19	47.4%	\$22.03
<b>Grand total</b>	<b>130</b>	<b>48</b>	<b>178</b>	<b>28.2%</b>	<b>\$21.24</b>



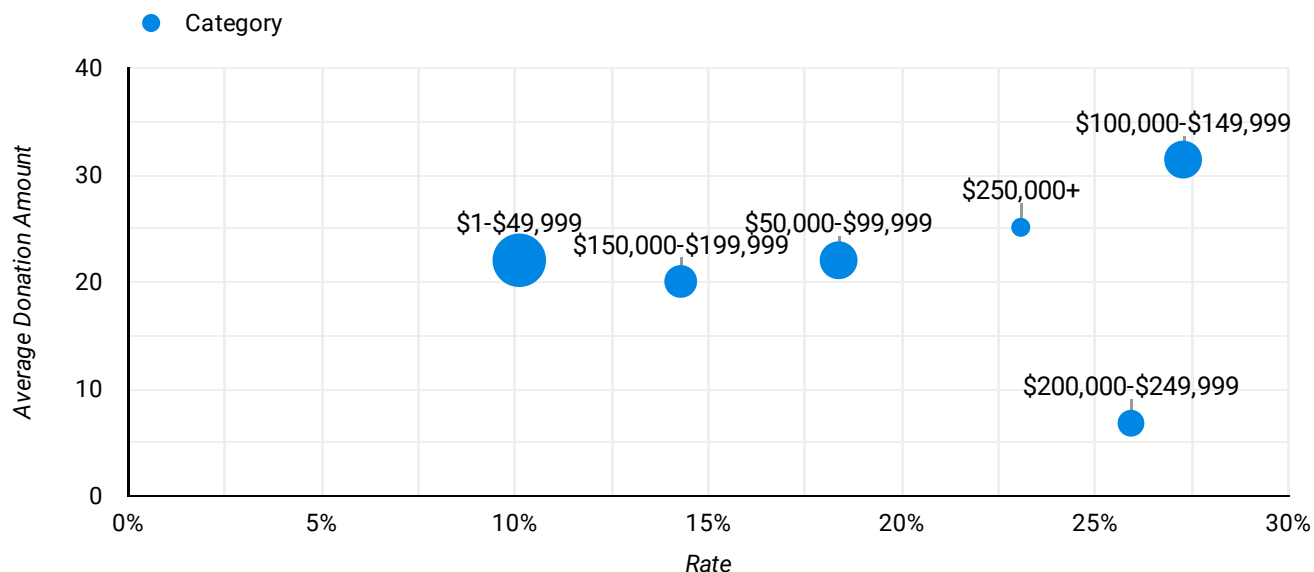
What is the Response Rate & Average Transaction Amount across household income?

## Reported Household Income Results

Coverage 90%

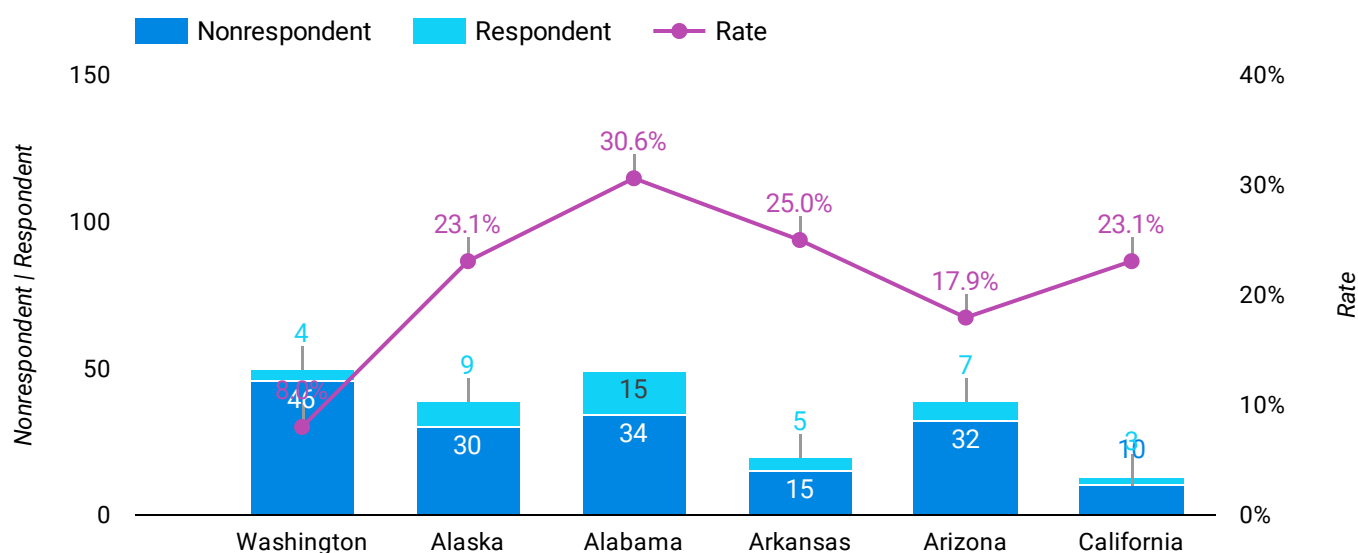


Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
\$250,000+	10	3	13	23.1%	\$25.11
\$200,000-\$249,999	20	7	27	25.9%	\$6.80
\$150,000-\$199,999	30	5	35	14.3%	\$20.05
\$100,000-\$149,999	40	15	55	27.3%	\$31.44
\$50,000-\$99,999	40	9	49	18.4%	\$22.03
\$1-\$49,999	80	9	89	10.1%	\$22.03
<b>Grand total</b>	<b>220</b>	<b>48</b>	<b>268</b>	<b>19.8%</b>	<b>\$21.24</b>

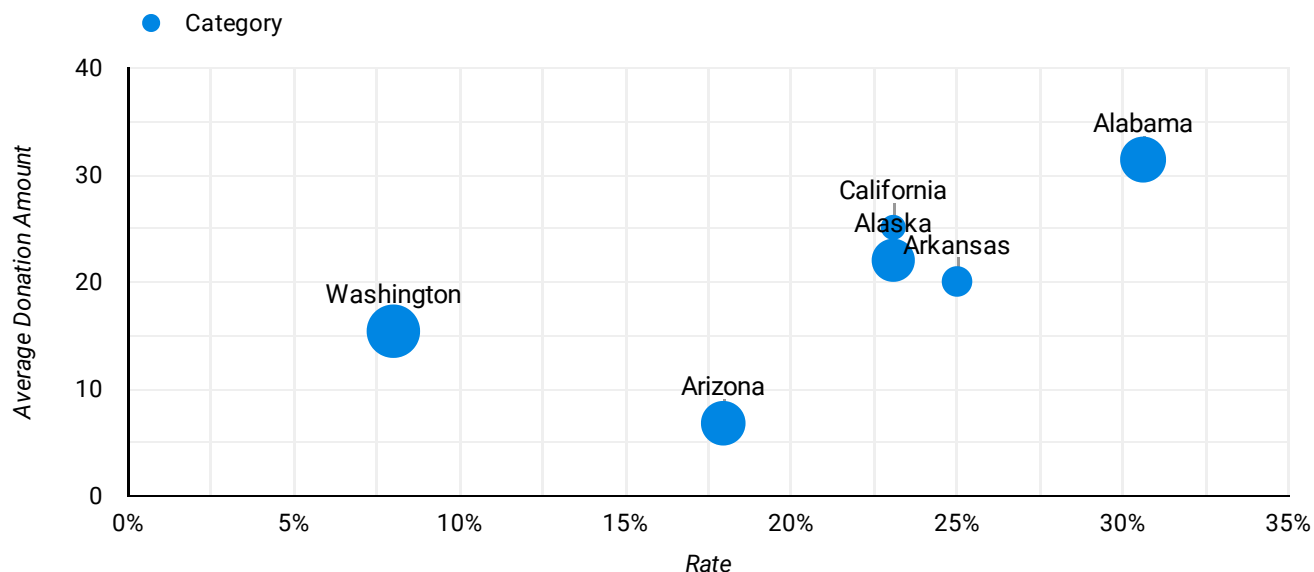


What is the Response Rate & Average Transaction Amount across States of High Affinity?

## Predicted State of Affinity Results

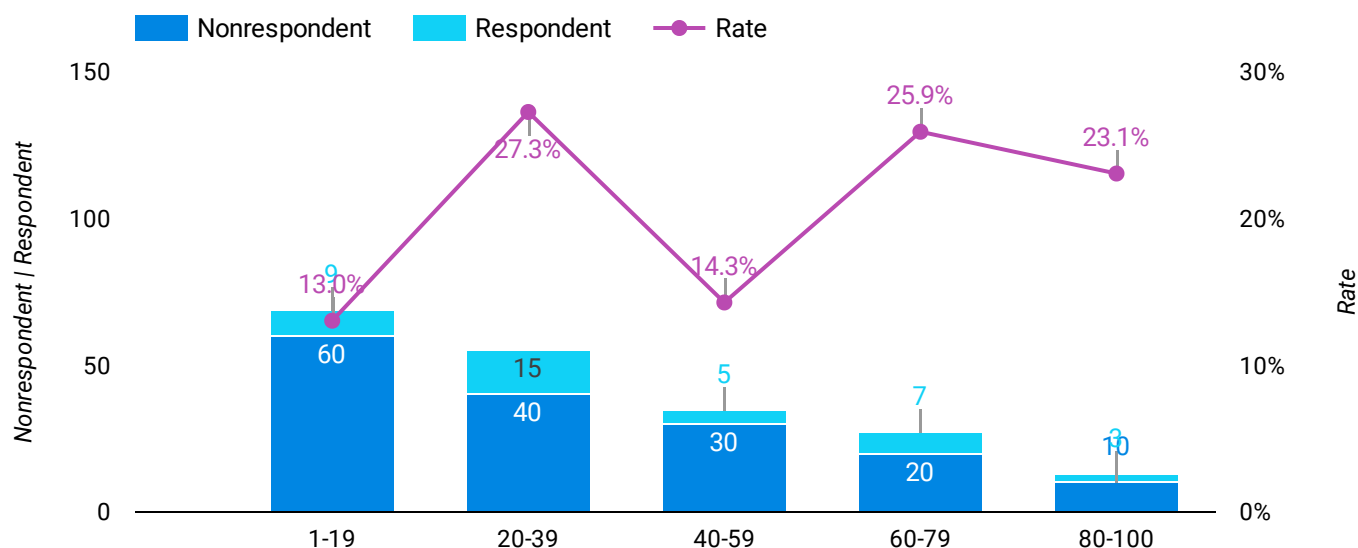


Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
California	10	3	13	23.1%	\$25.11
Arizona	32	7	39	17.9%	\$6.80
Arkansas	15	5	20	25.0%	\$20.05
Alabama	34	15	49	30.6%	\$31.44
Alaska	30	9	39	23.1%	\$22.03
Washington	46	4	50	8.0%	\$15.40
<b>Grand total</b>	<b>167</b>	<b>43</b>	<b>210</b>	<b>21.3%</b>	<b>\$20.14</b>

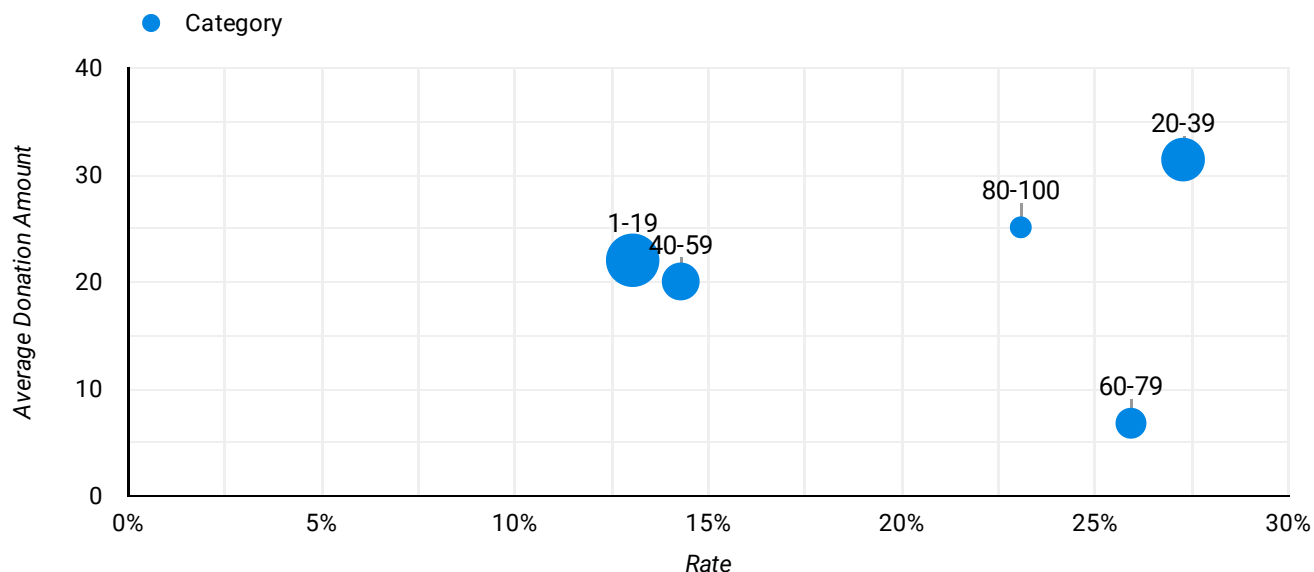


What is the Response Rate & Average Transaction Amount across wealth rating?

## Predicted Wealth Rating Results



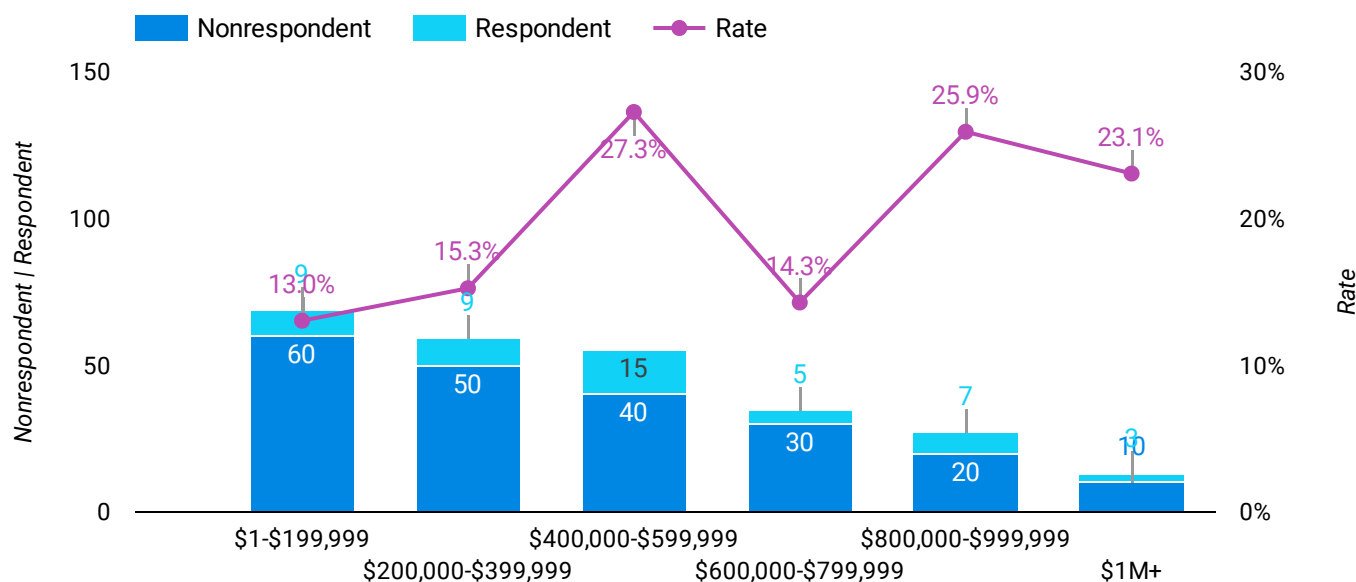
Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
80-100	10	3	13	23.1%	\$25.11
60-79	20	7	27	25.9%	\$6.80
40-59	30	5	35	14.3%	\$20.05
20-39	40	15	55	27.3%	\$31.44
1-19	60	9	69	13.0%	\$22.03
<b>Grand total</b>	<b>160</b>	<b>39</b>	<b>199</b>	<b>20.7%</b>	<b>\$21.09</b>



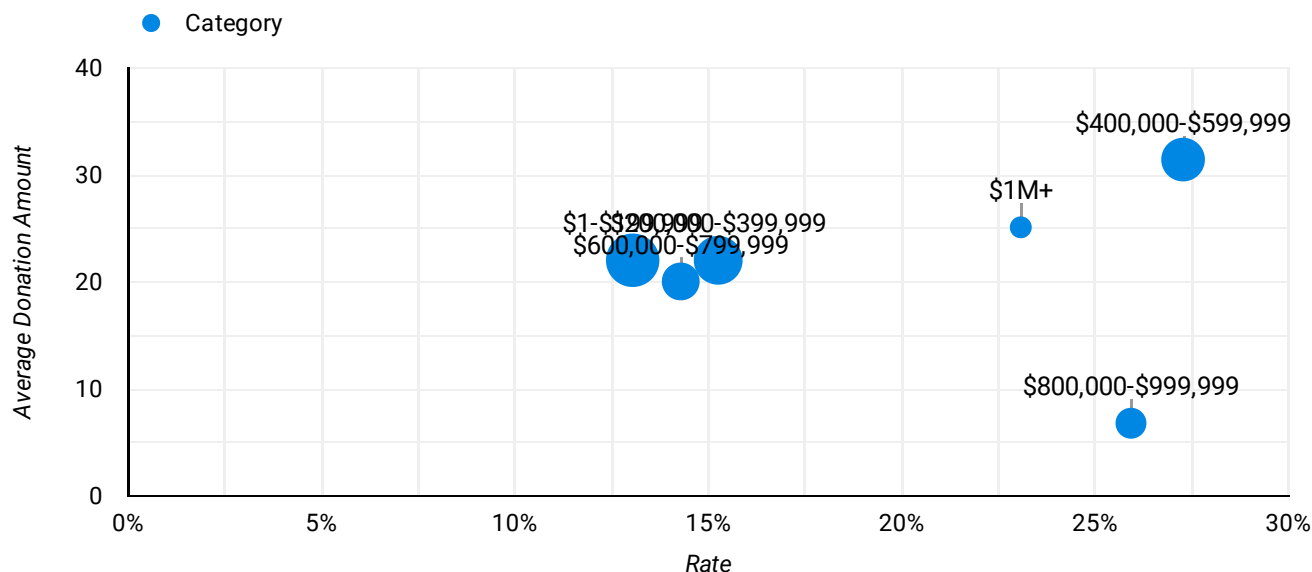
What is the Response Rate & Average Transaction Amount across capacity?

## Predicted Giving/Spending Capacity (5 years) Results

Washington 8%



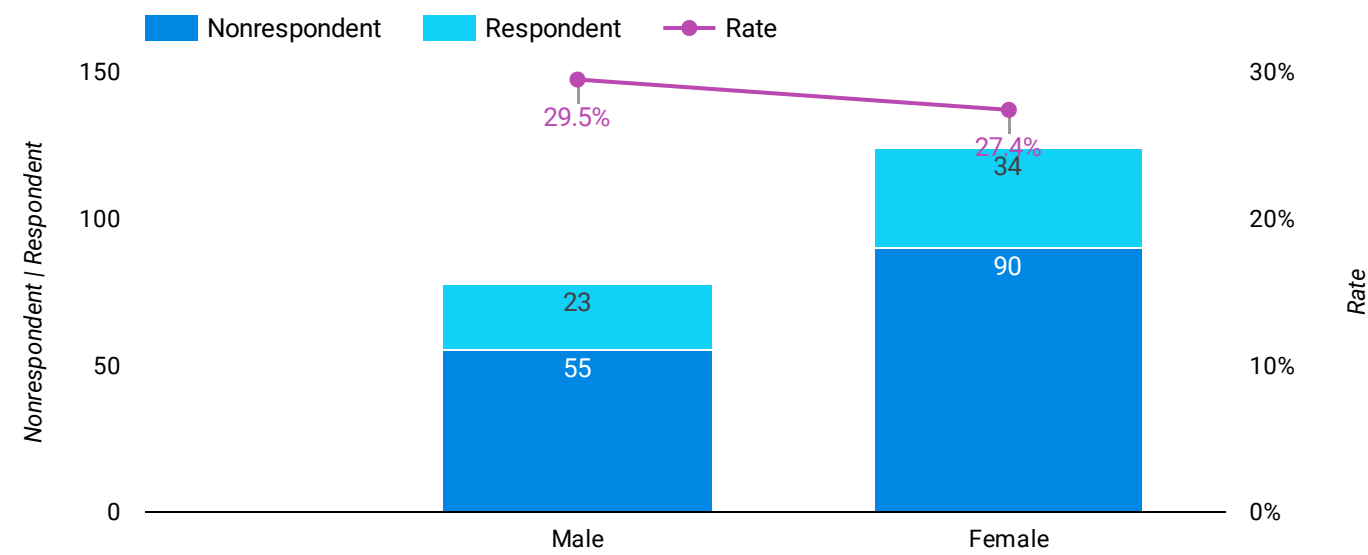
Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
\$1M+	10	3	13	23.1%	\$25.11
\$800,000-\$999,999	20	7	27	25.9%	\$6.80
\$600,000-\$799,999	30	5	35	14.3%	\$20.05
\$400,000-\$599,999	40	15	55	27.3%	\$31.44
\$200,000-\$399,999	50	9	59	15.3%	\$22.03
\$1-\$199,999	60	9	69	13.0%	\$22.03
<b>Grand total</b>	<b>210</b>	<b>48</b>	<b>258</b>	<b>19.8%</b>	<b>\$21.24</b>



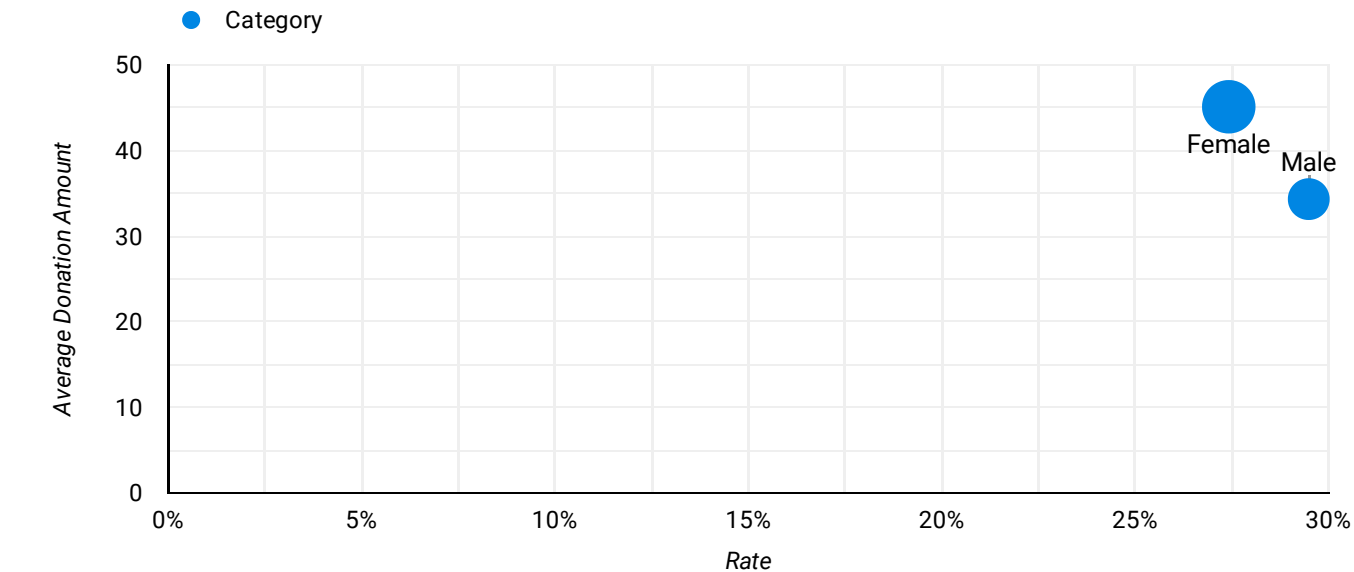


What is the Response Rate & Average Transaction Amount across predicted gender?

# Predicted Gender Results



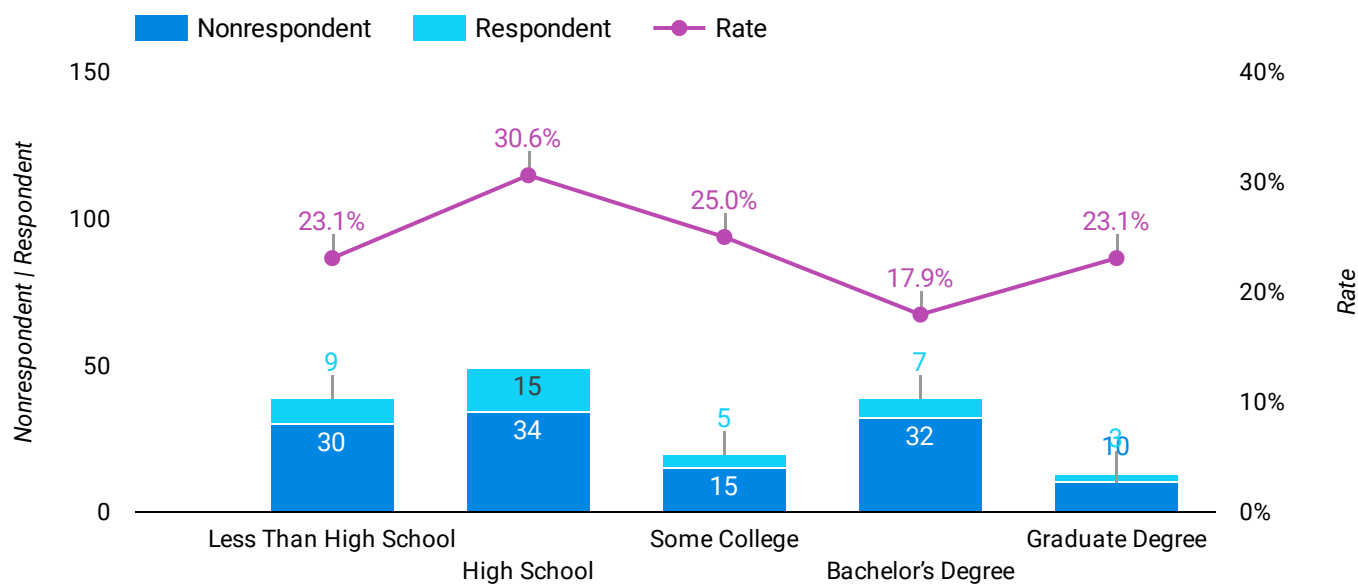
Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
Female	90	34	124	27.4%	\$45.12
Male	55	23	78	29.5%	\$34.33
Grand total	145	57	202	28.5%	\$39.72



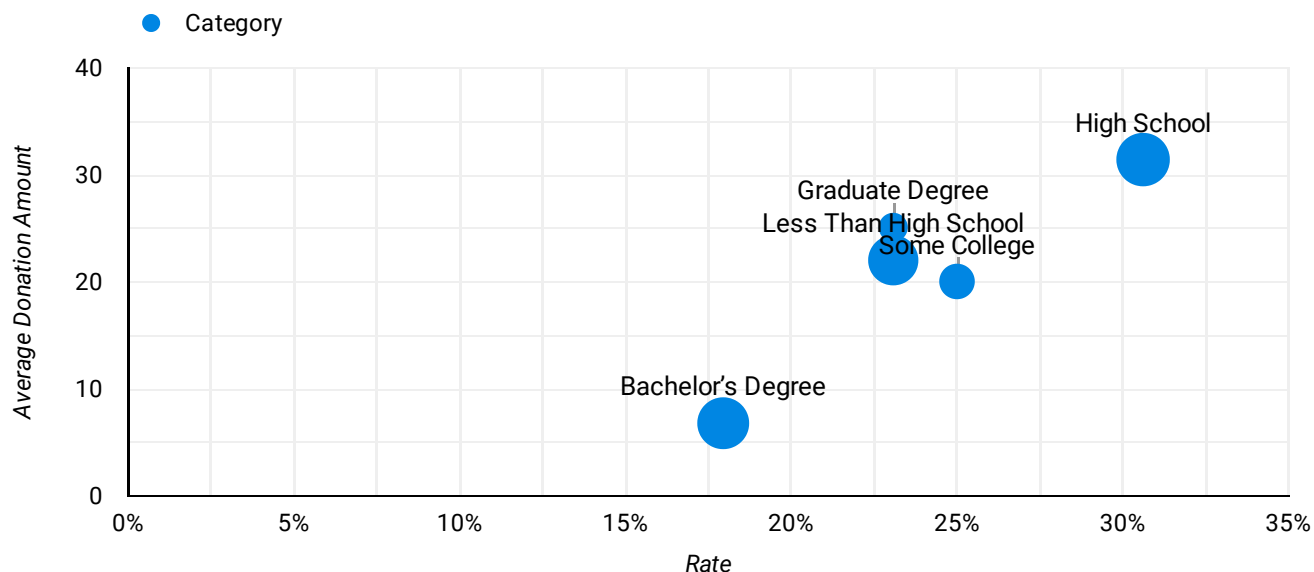


What is the Response Rate & Average Transaction Amount across predicted education?

## Predicted Education Level Results



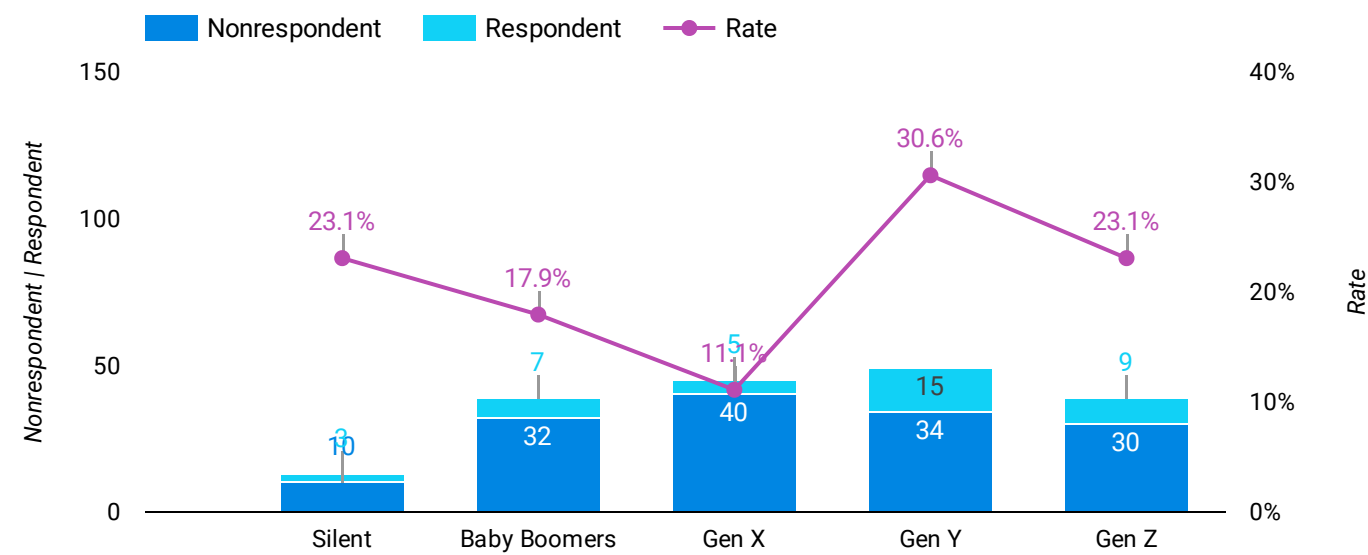
Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
Graduate Degree	10	3	13	23.1%	\$25.11
Bachelor's Degree	32	7	39	17.9%	\$6.80
Some College	15	5	20	25.0%	\$20.05
High School	34	15	49	30.6%	\$31.44
Less Than High School	30	9	39	23.1%	\$22.03
<b>Grand total</b>	<b>121</b>	<b>39</b>	<b>160</b>	<b>23.9%</b>	<b>\$21.09</b>



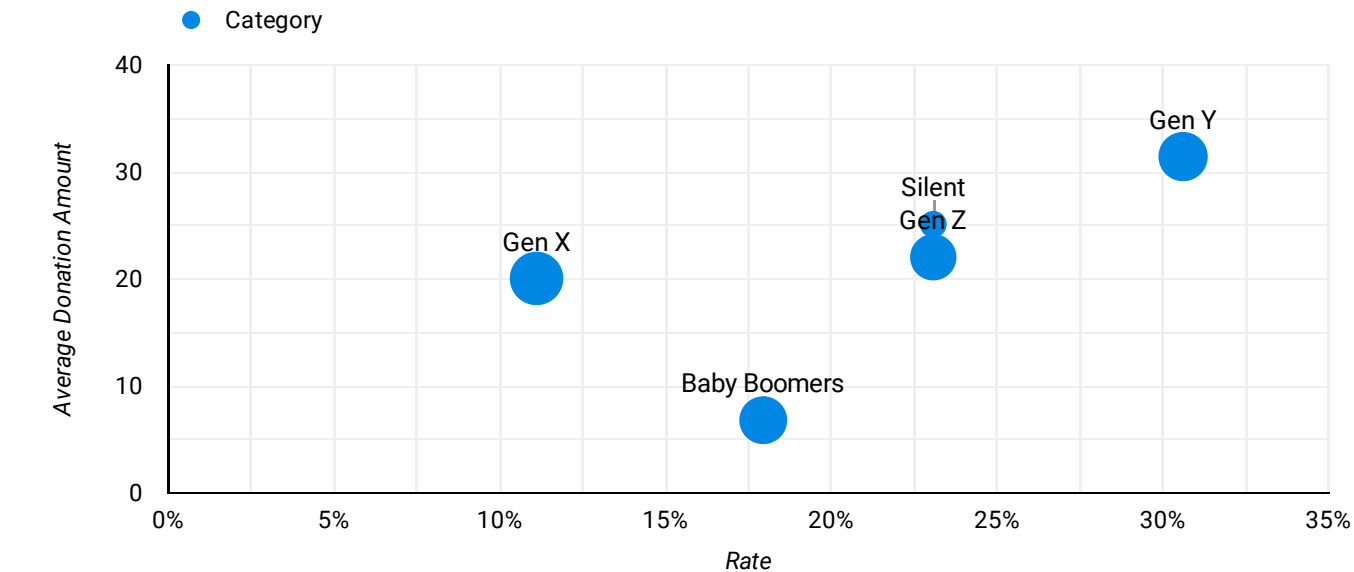


What is the Response Rate & Average Transaction Amount across predicted generation?

# Predicted Generation Results



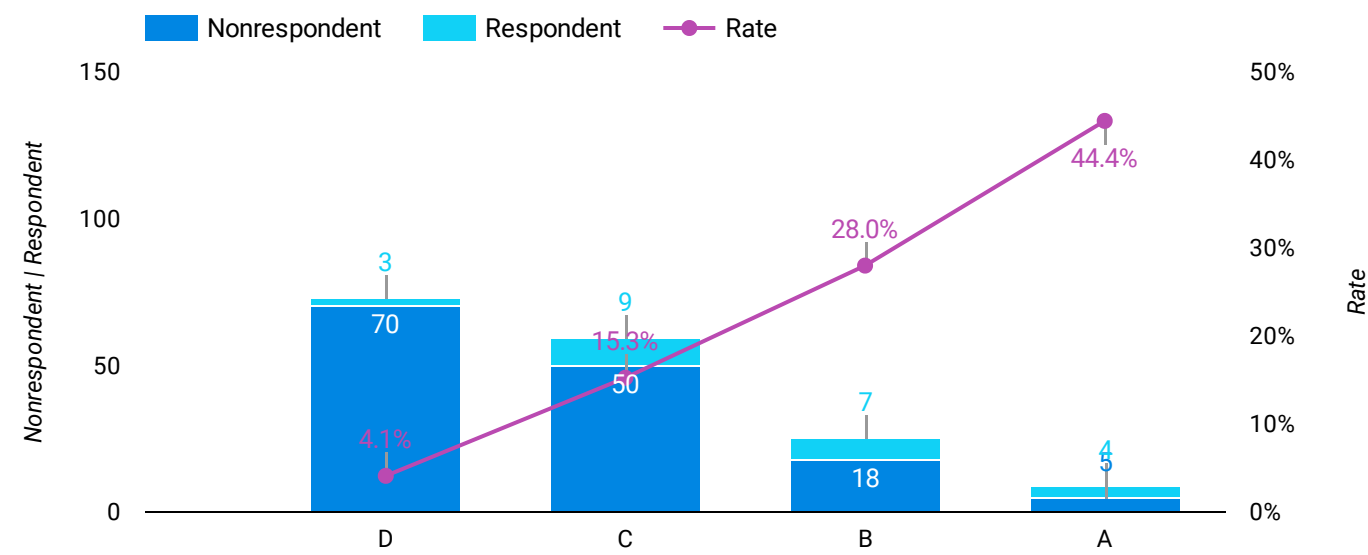
Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
Silent	10	3	13	23.1%	\$25.11
Baby Boomers	32	7	39	17.9%	\$6.80
Gen X	40	5	45	11.1%	\$20.05
Gen Y	34	15	49	30.6%	\$31.44
Gen Z	30	9	39	23.1%	\$22.03
Grand total	146	39	185	21.2%	\$21.09



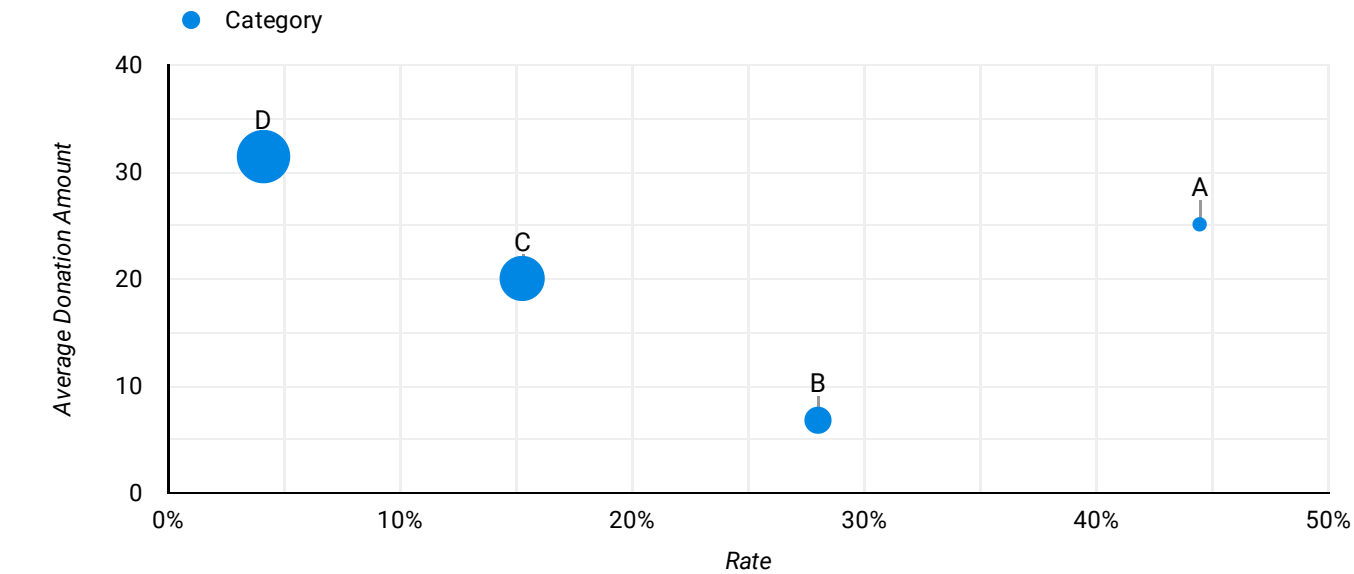


What is the Response Rate & Average Transaction Amount across [Custom Guidon]?

# [Custom Guidon 1] Results

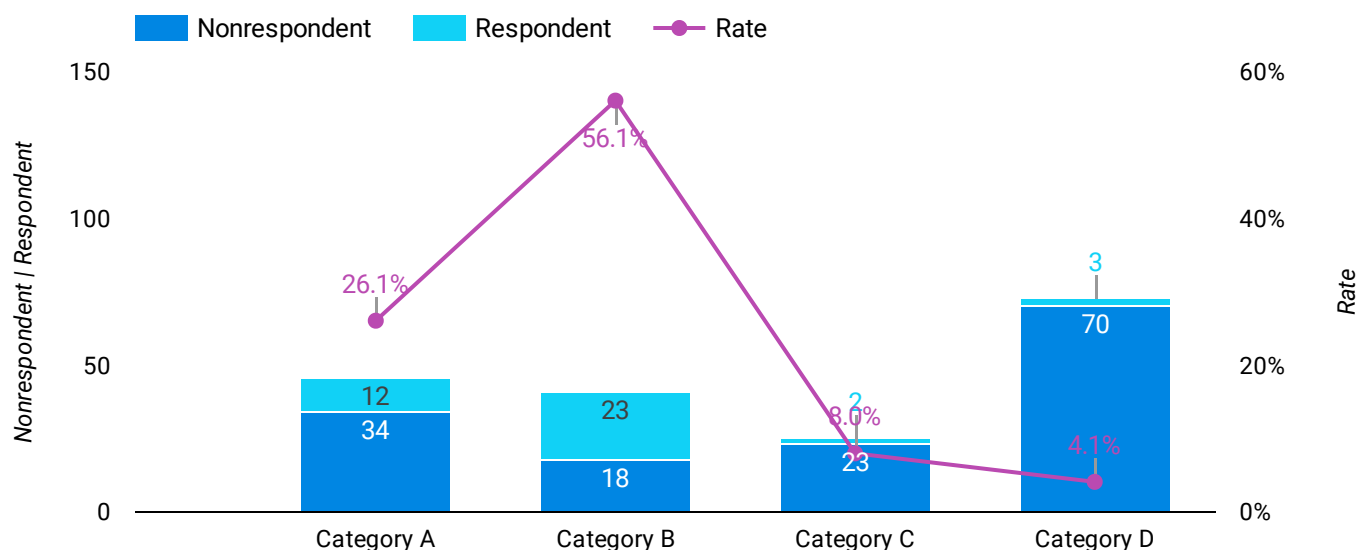


Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
A	5	4	9	44.4%	\$25.11
B	18	7	25	28.0%	\$6.80
C	50	9	59	15.3%	\$20.05
D	70	3	73	4.1%	\$31.44
Grand total	143	23	166	23.0%	\$20.85



What is the Response Rate & Average Transaction Amount across [Org Data]?

## [Org Data 1] Results



Category	Nonrespondent	Respondent	Total	Rate	Average Donation Amount
Category A	34	12	46	26.1%	\$25.11
Category B	18	23	41	56.1%	\$6.80
Category C	23	2	25	8.0%	\$20.05
Category D	70	3	73	4.1%	\$31.44
<b>Grand total</b>	<b>145</b>	<b>40</b>	<b>185</b>	<b>23.6%</b>	<b>\$20.85</b>

