

Segment 1

Total Records: 141 | Matched: 131 | Filtered: 131 | No Match: 10 | Last Modified: 04/14/2022

Top Demographics

Gender

M (53%)
F (47%)

[View Details](#) | 89% Coverage

Age

45-54 (36%)
35-44 (21%)

[View Details](#) | 89% Coverage

Education

Bach Degree (35%)
Grad Degree (34%)

[View Details](#) | 82% Coverage

Home Ownership

Home Owner (88%)
Renter (12%)

[View Details](#) | 85% Coverage

Marital Status

Married (74%)
Single (21%)

[View Details](#) | 86% Coverage

Industry

Management (33%)
Other (23%)

[View Details](#) | 30% Coverage

Political Affiliation

Non-Partisan (35%)
Democratic (34%)

[View Details](#) | 84% Coverage

Religious Affiliation

Christian (92%)
Jewish (7%)

[View Details](#) | 81% Coverage

Top Financial Signals

Designated Marketing Area (DMA)

NEW YORK DMA (63%)
LOS ANGELES DMA (8%)

[View Details](#) | 89% Coverage

Reported Home Value

\$470,923

▲ 24% above area median value

[View Details](#) | 82% Coverage

Reported Household Income

\$147,000

▲ 10% above area median income

[View Details](#) | 92% Coverage

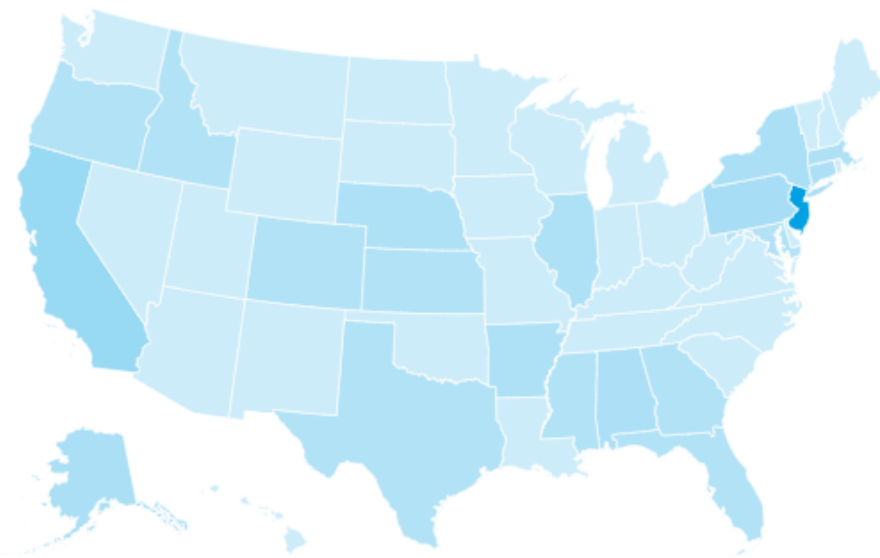
Top Interests

- 1 Home Furnishings
- 2 Books
- 3 Gardening
- 4 Cooking
- 5 Crafts
- 6 Auto Work
- 7 Travel - Domestic
- 8 Shooting
- 9 Exercise
- 10 Theater & Performing Arts
- 11 Art
- 12 Sports
- 13 Hunting
- 14 Travel - International
- 15 Sweepstakes

Segment 1

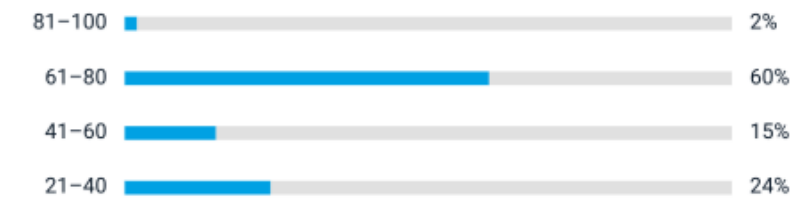
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State With Highest Affinity

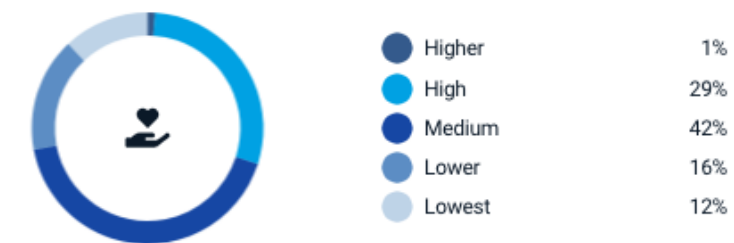


- Top 5 States:**
1. New Jersey
 2. California
 3. Pennsylvania
 4. Alaska
 5. New York

Wealth Rating



Giving Capacity over Five Years



Response Likelihood

10%
Responsiveness to Email

5%
Responsiveness to Direct Mail

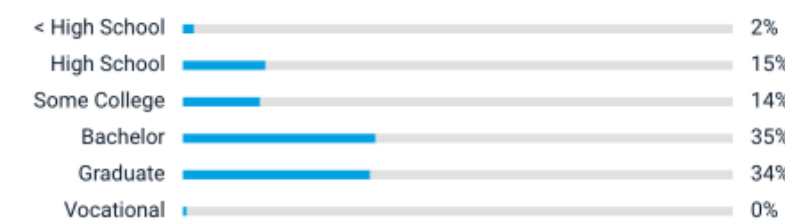
3%
Responsiveness to Phone

Gender

47%
Female

53%
Male

Education Level



Generation

