

# Demographic Profile

Prepared by TriMax Direct

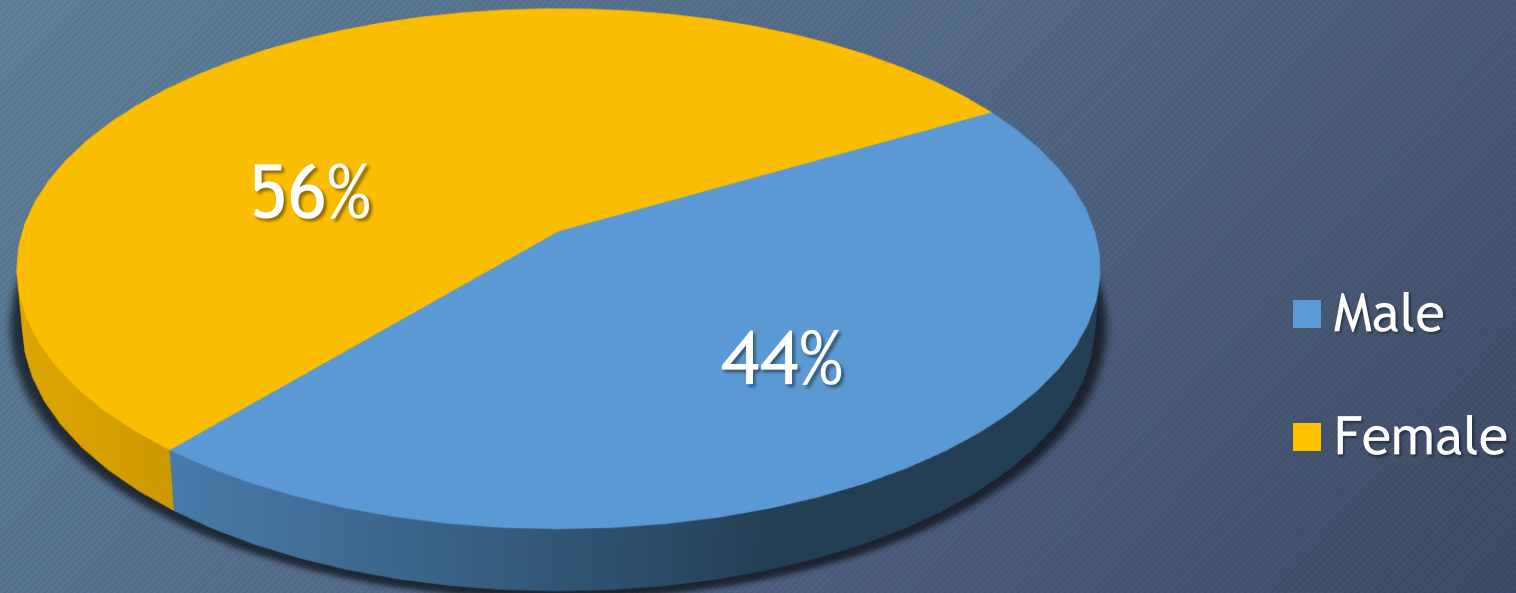
January 10, 2018

**TRIMAXDIRECT**  
Data to the MAX

# Profile Overview

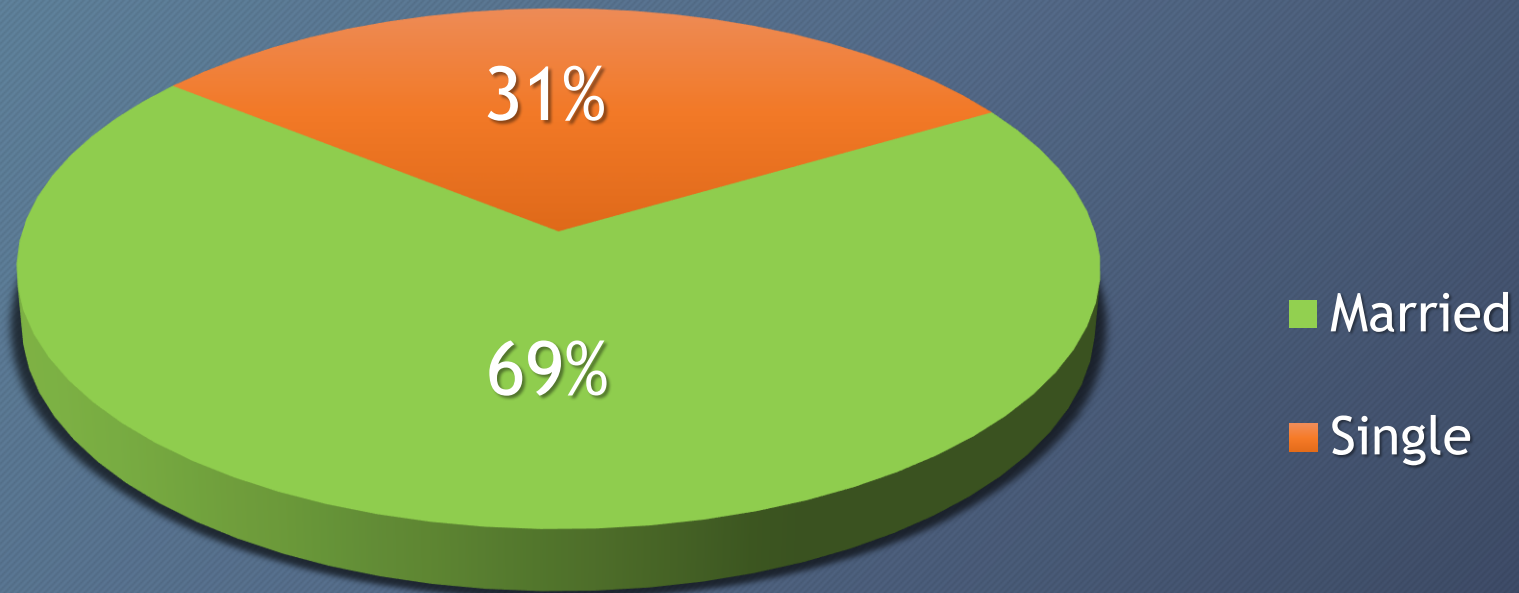
- 35,800 input records
- 28,400 net unique buyer records
- 79.3% match rate

# Gender



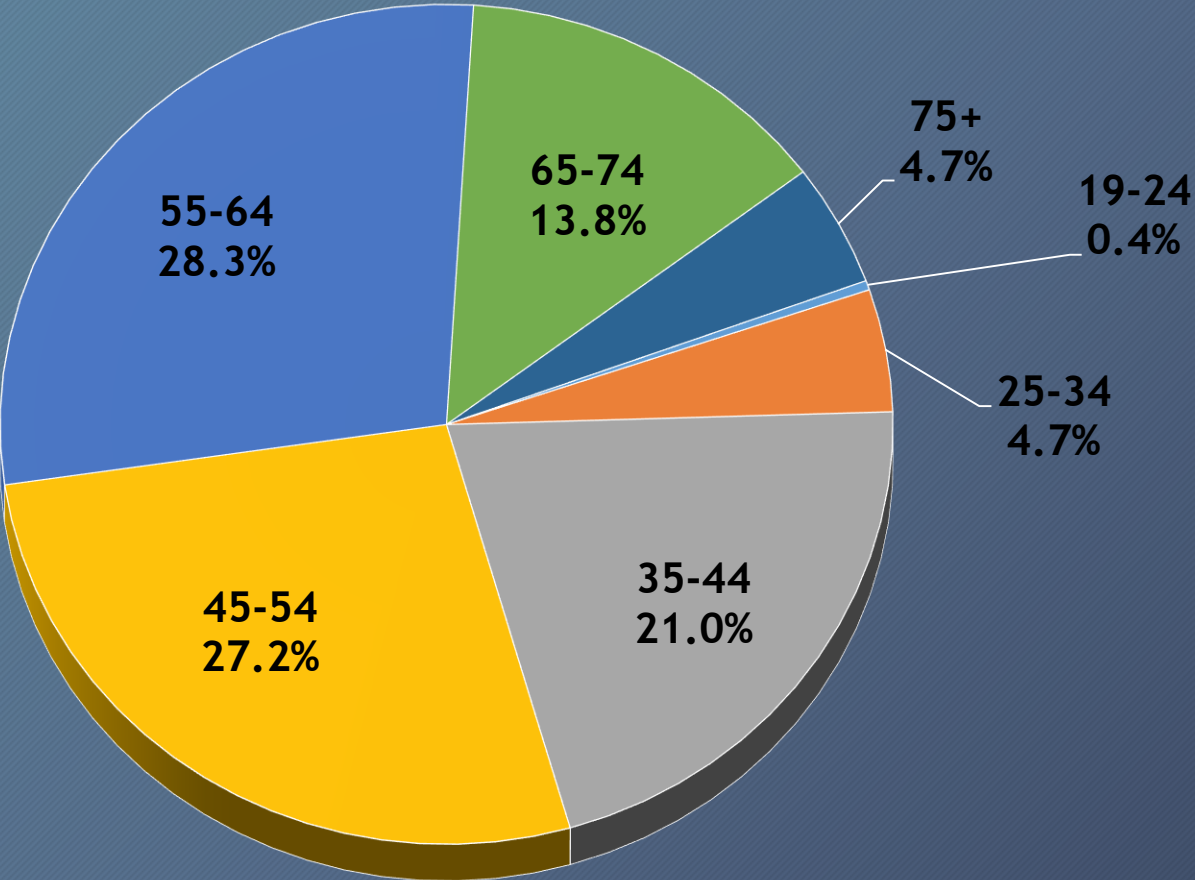
General Population = 49.2% male and 50.8% female - US Census 2010

# Marital Status



49.7% With Presence of Children in Household

# Estimated Age

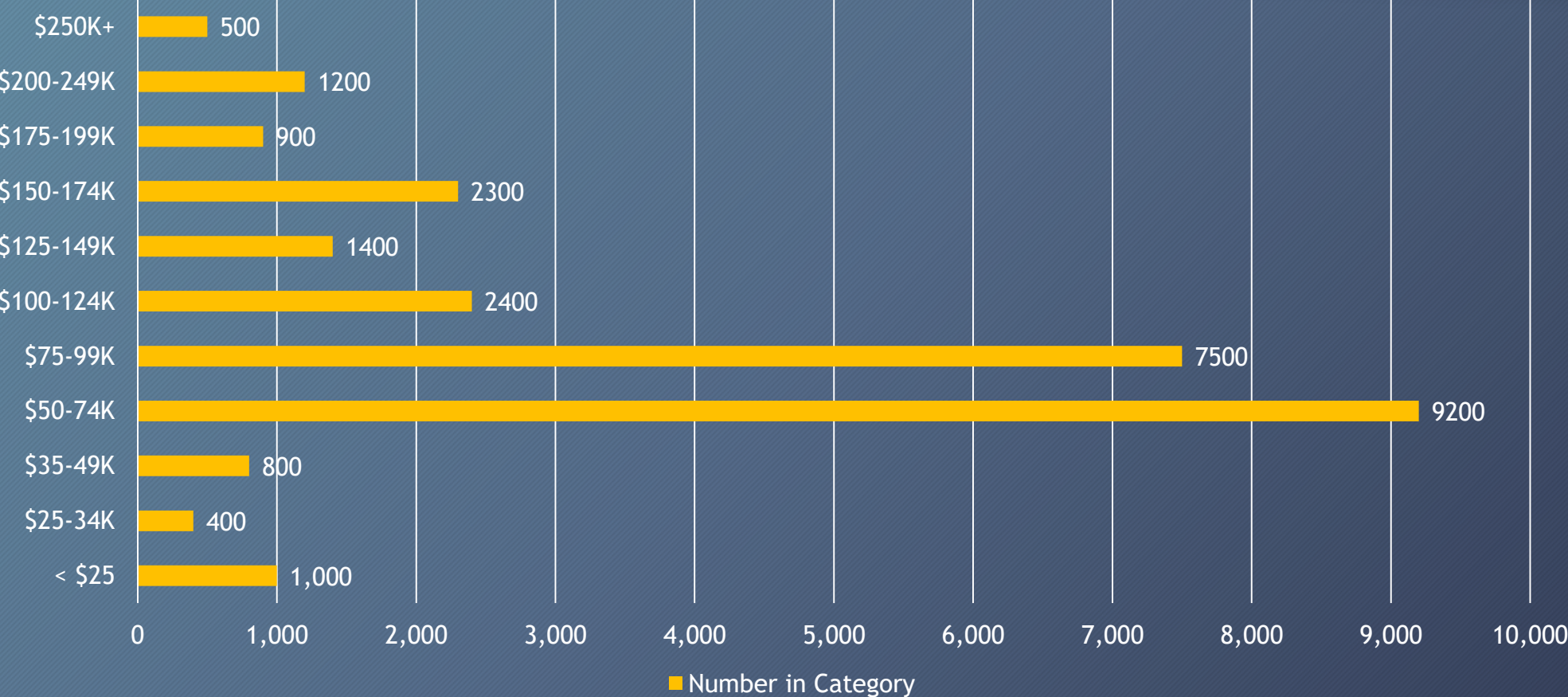


# Estimated Age vs. US Census Data - 2010 \*

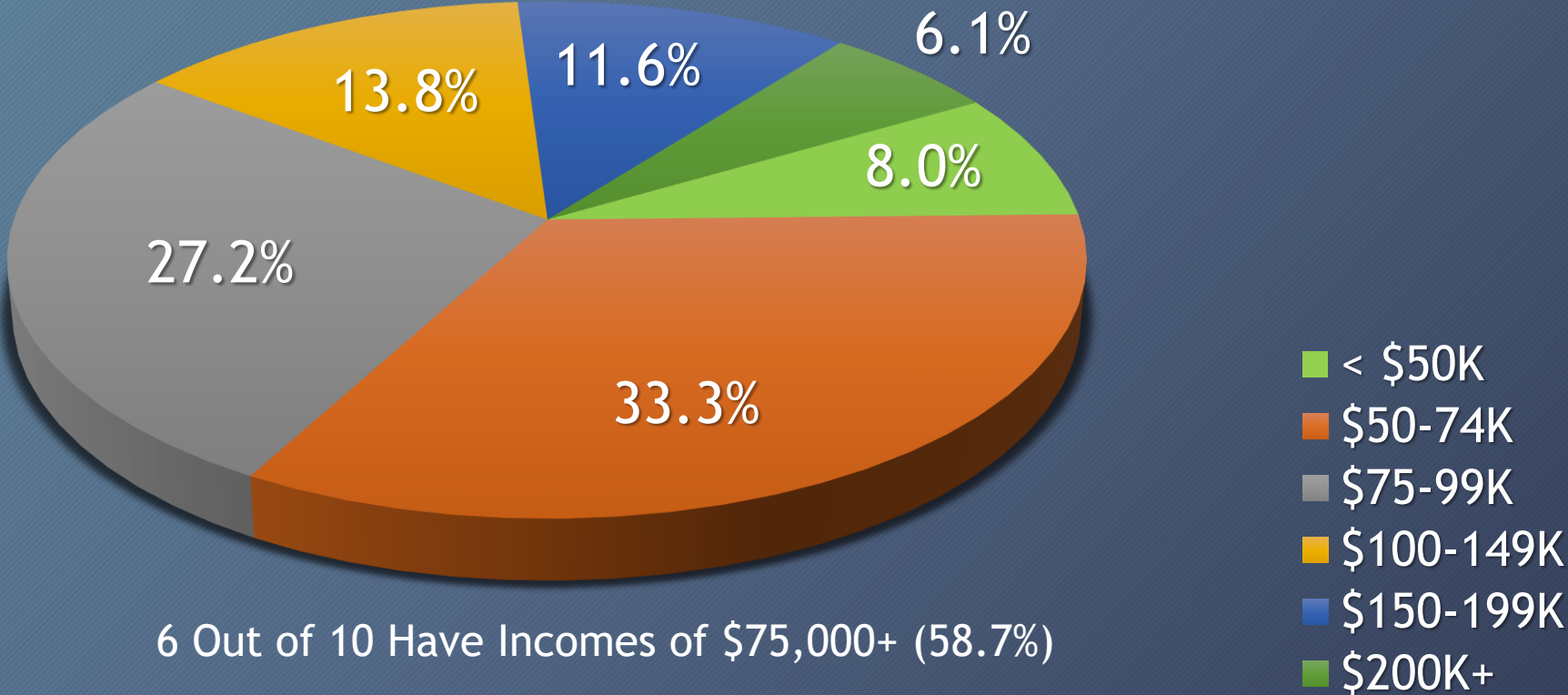
Age Range	Customer Data	US Census	Variance
19-24	0.4%	9.6%	(9.2%)
25-34	4.7%	18.2%	(13.5%)
35-44	21.0%	18.2%	2.8%
45-54	27.2%	20.0%	7.2%
55-64	28.3%	16.2%	12.1%
65-74	13.8%	9.6%	4.1%
75+	4.7%	8.2%	(3.5%)
<b>TOTAL</b>	<b>100%</b>	<b>100% *</b>	

\* For direct comparison, Census data for age 18 and younger are excluded

# Estimated Income



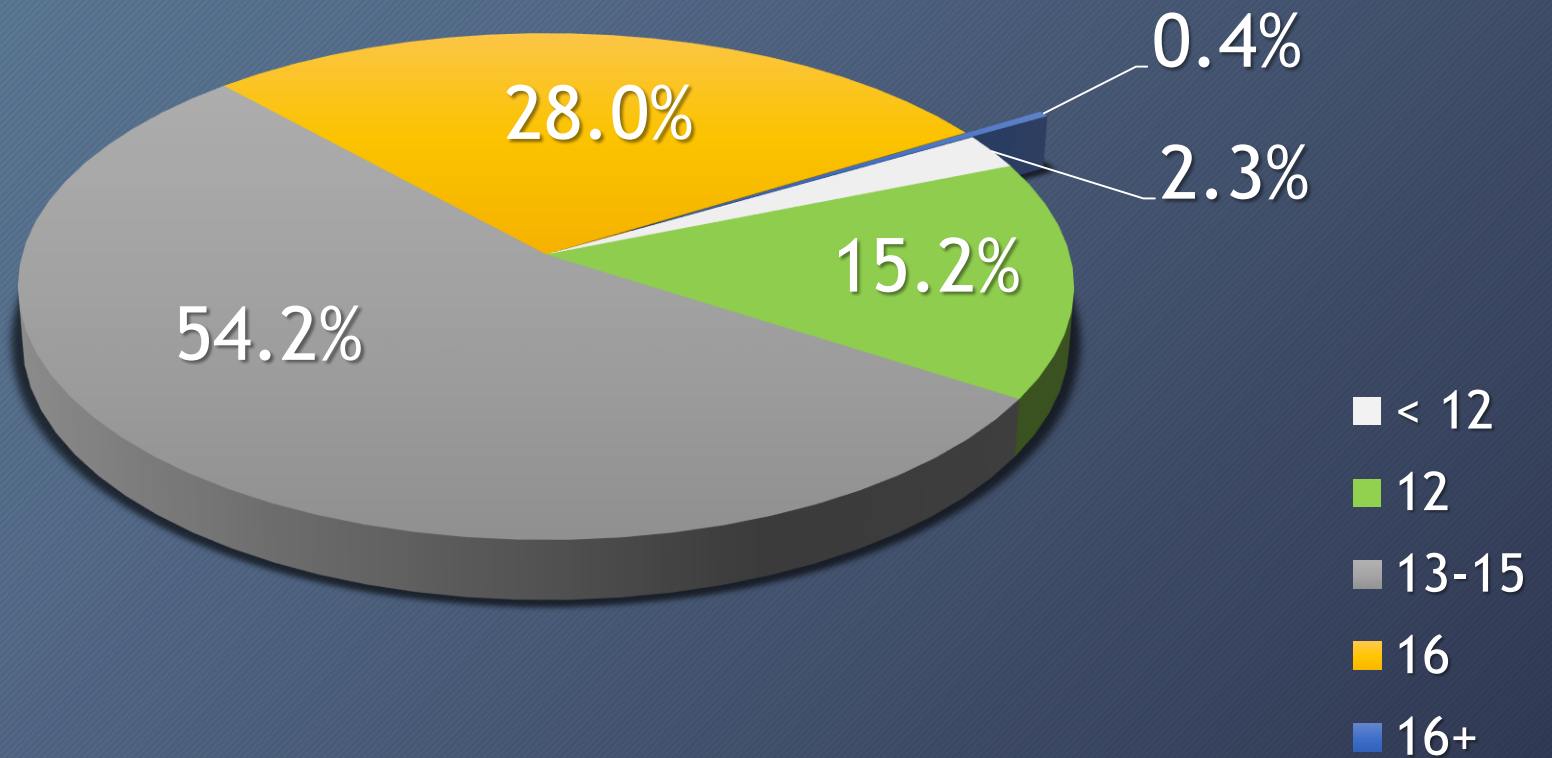
# Estimated Income By Percentage



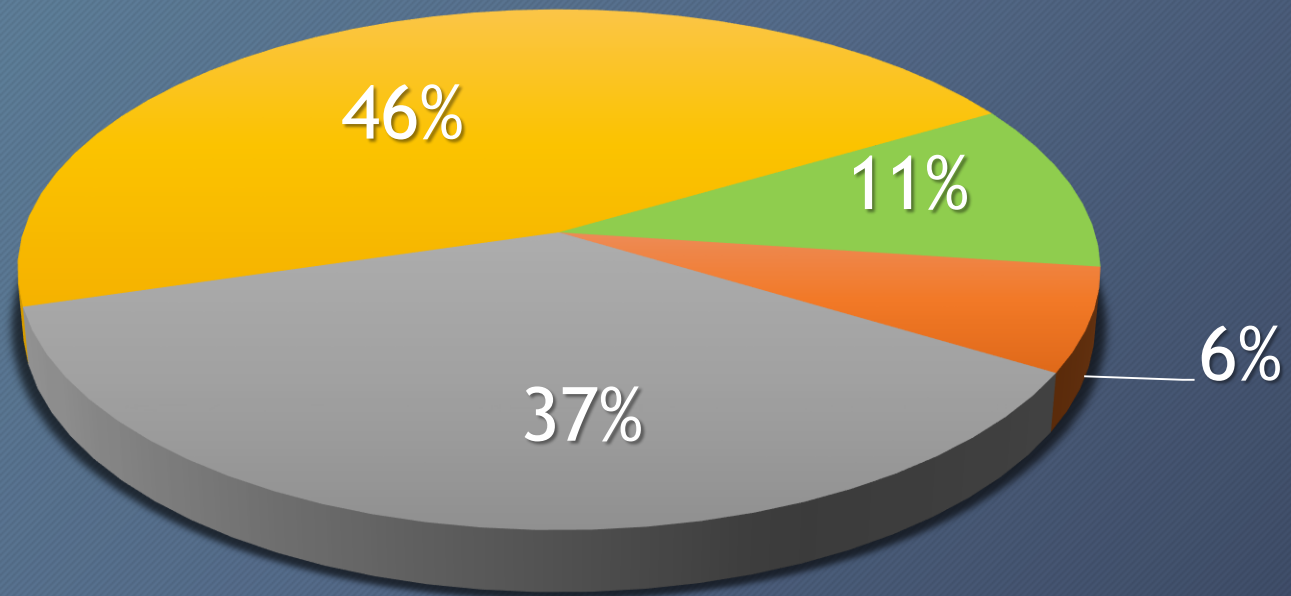


# Median Years of Schooling

- Well-Educated Customer Base
- 83% Have Attended College
  - vs. 29.8% of US Census Data for Persons with Bachelors Degree or Higher

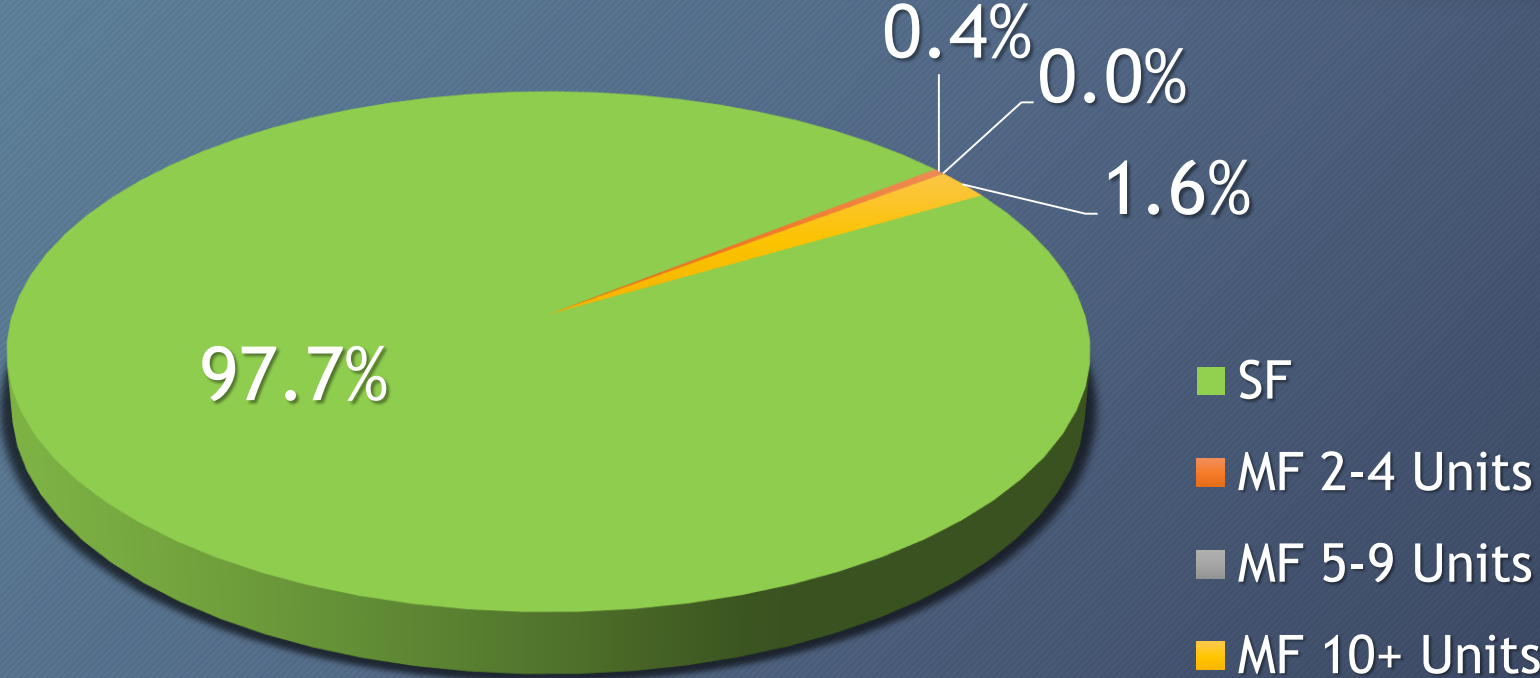


# Household Type



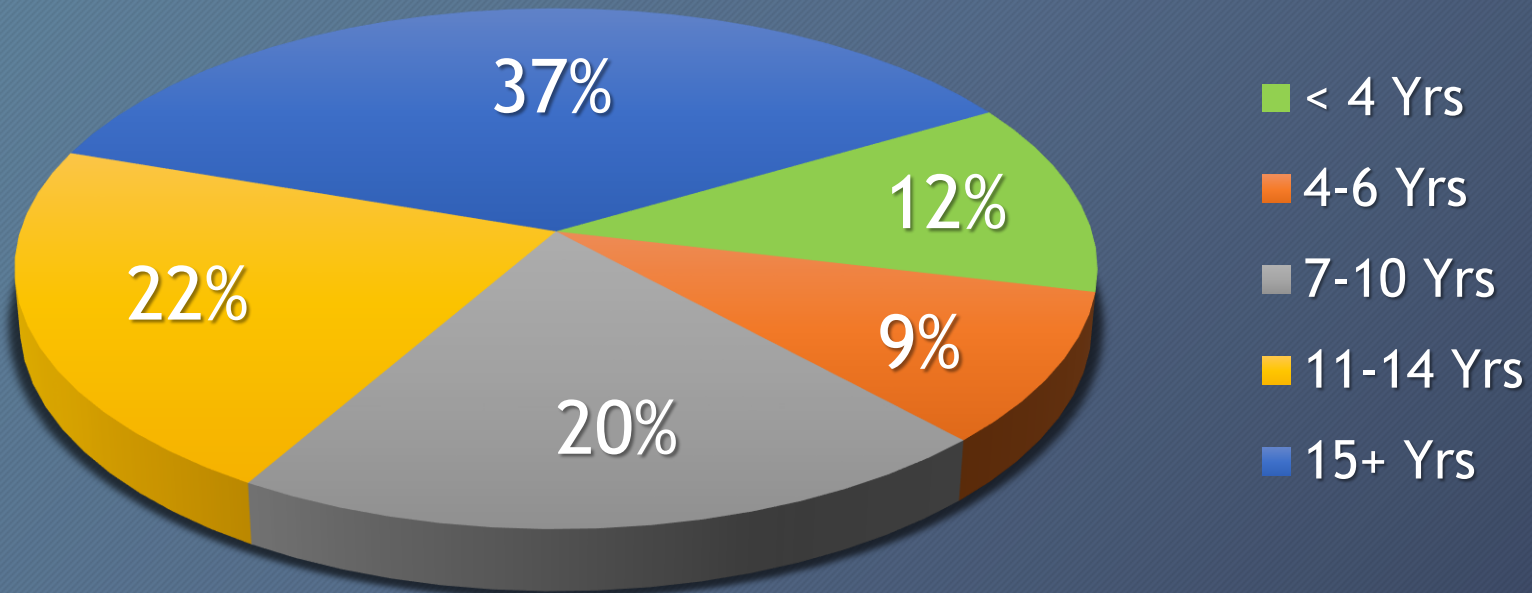
■ Single ■ Single Parent ■ Couple ■ Family

# Dwelling Type



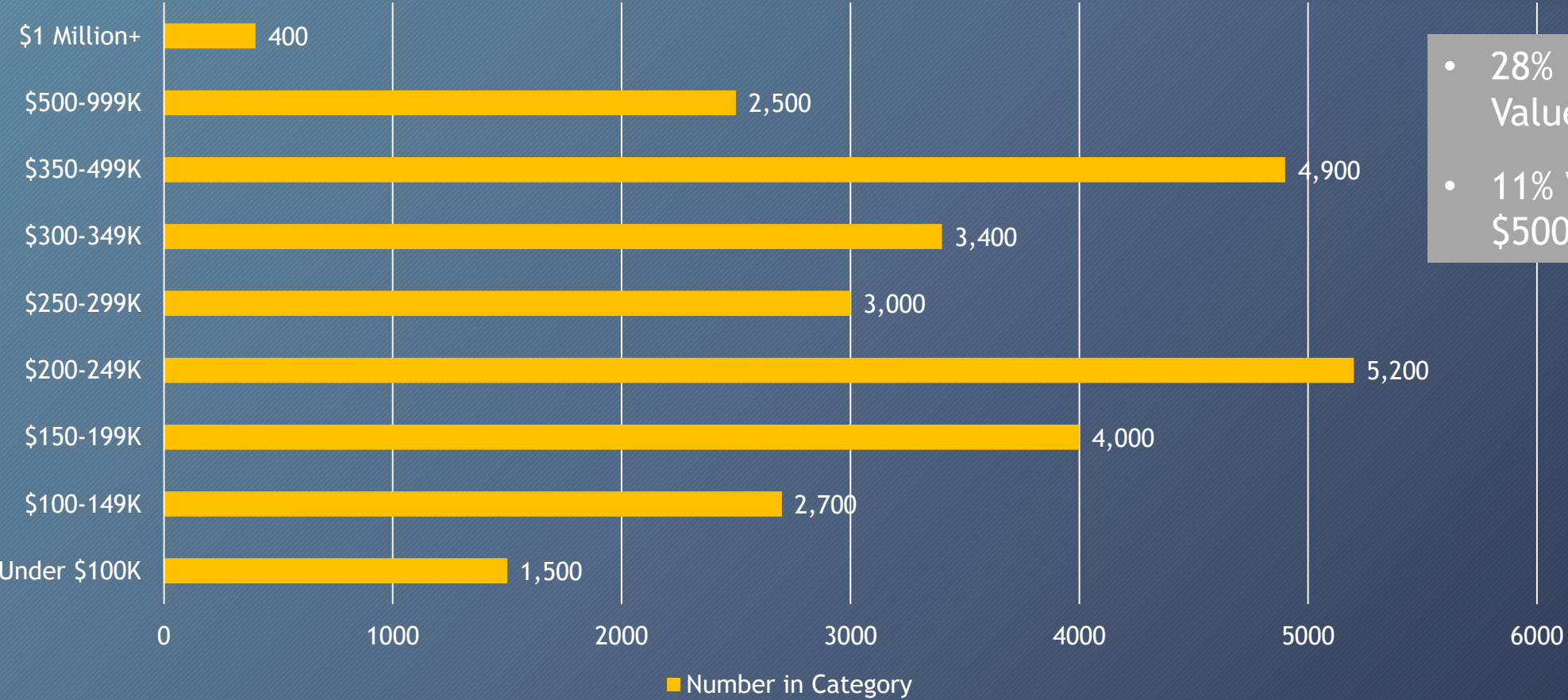
99% Are Homeowners

# Length of Residence



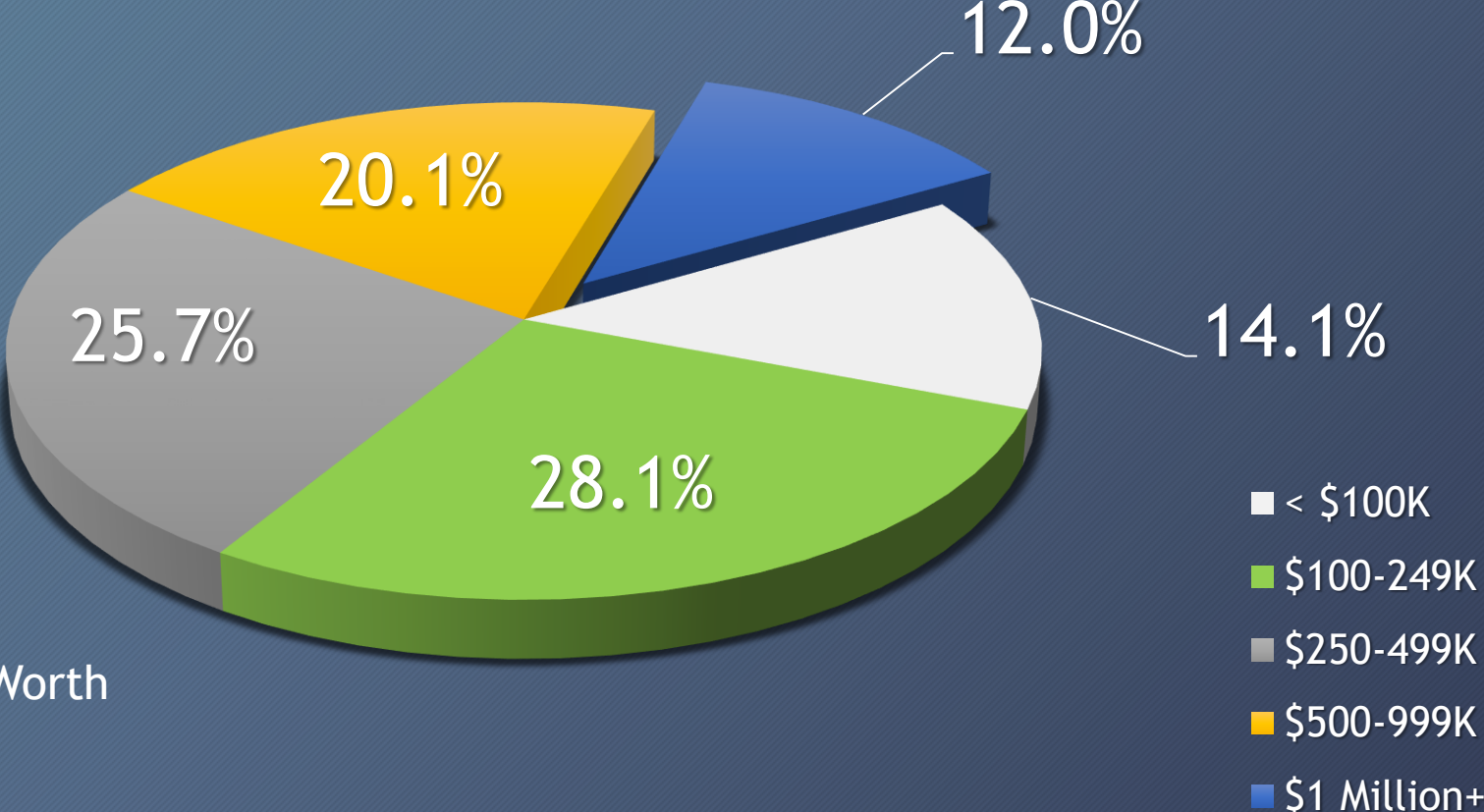
79% Have Lived in Same Residence for 7+ Years (Very Established)

# Estimated Home Value



- 28% In Homes Valued At \$350K+
- 11% Valued at \$500K+

# Net Worth Indicator



- One-Third With Net Worth of \$500K+ (32.1%)

# For More Information

- Contact:
  - Paul Kolars
  - [pkolars@trimaxdirect.com](mailto:pkolars@trimaxdirect.com)
  - 651-292-0165

# TRIMAXDIRECT

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