

# PROFILE REPORT 2021



**COGNITIVE**  
CONTRACTOR

# TABLE OF CONTENTS

Profile Report	0	Profile Report
Table Of Contents	1	Table Of Contents
Report Overview	2	Report Overview
Data Summary	3	Data Summary
Customer Overview: In Detail	4	State Distribution
Consumer Snapshot	5	Behaviours Key Attributes
	6	Demographics Key Attributes
Demographics Overview	7	Age
	8	Net Worth
	9	Age of Children
	10	Number Of Adults In Household
	11	Education Level
	12	Marital Status
	13	Income
	14	Head Of Household Gender
	15	Religion
	16	Occupation
	17	Ethnicity
	18	Generations
Property Snapshot	19	Property Key Attributes
Property Overview	20	Home Value
	21	Length Of Residence
	22	Type Of Dwelling
	23	Owner Occupied
	24	Roof Material
	25	Year Built
	26	Structure Style
	27	Construction
	28	House Has A Porch
	29	House Has A Pool
	30	Home Square Footage
	31	House Stories
Segment Overview	32	Segmentation Overview
Segment Overview: In Detail	33	Segmentation
Segment Overview: In Detail	33	Segmentation
Final Thoughts	34	Final Thoughts



The Cognitive Contractor Customer Profile Report uncovers key attributes to help you understand who your best customers are. Having an unbiased data driven understanding of your customer empowers more efficient and effective sales and marketing efforts. Through learning the key attributes of your best customer, we are then able to find prospects just like them.

We do this by taking your existing customer file and matching against a comprehensive database of U.S. households and/or consumers to create a customized profile report. The strength of the reporting lies in its ability to provide demographic and property characteristics, revealing more information about your customers, so you can market more effectively.

These characteristics include:

Consumer Demographics:

These attributes are derived from our consumer demographic database and are attributes of the individual classified as the head of household. These include characteristics such as gender, household income, households with children present, marital status, length of residence, home ownership, mail responsive buyer and more.

Property Characteristics:

These are attributes derived from our national property and parcel database. These include attributes such as owner information, tax assessed information, year built, lot size, home area, number of bedrooms, roof material type where available and other home attributes.

Consumer Segmentation:

This is a classification system of the entire universe of consumers, by household, based on lifestyle, generation, socioeconomic status, geographic location, behaviors, culture, and interests. Segmenting households into different groupings allows for more effective sales & marketing efforts. Not all consumers make purchasing decisions the same or consumer media the same way. Cognitive Contractor's segmentation system helps target the right people with the right messaging about your products. This will increase the success of your marketing campaigns.

On the following pages you will find the characteristics using the above datasets that are most prevalent in your customer base. Data is shown for all matched records from the starting data file. It is common that not all records will match. This is normal and expected.

The resulting key characteristics will help to inform your future marketing efforts by narrowing down your target audience to those that possess the same characteristics. Households that are most similar to your existing customer, will always have a higher propensity to be interested in your service offering. To take your customer profile and marketing efforts to the next level, contact your Cognitive Contractor sales professional.

# DATA SUMMARY

---

## CLIENT'S DATA



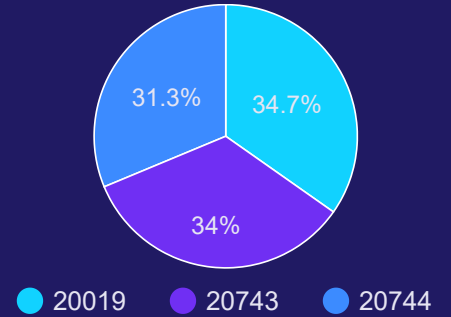
This is the quantity of records we could map from your file upload. Please Note: Missing fields can affect the quantity we could map.

## MATCHED DATA



This is the quantity of data that we were able to match to our Consumer Database.

## TOP 3 ZIP DISTRIBUTION



These are the top 3 zip codes that we found in your data based on a % distribution.

## DEMOGRAPHIC MATCHED DATA



This is the quantity of records where we were able to append demographics.

## PROPERTY MATCHED DATA



These records had additional information appended from our Real Property Database.

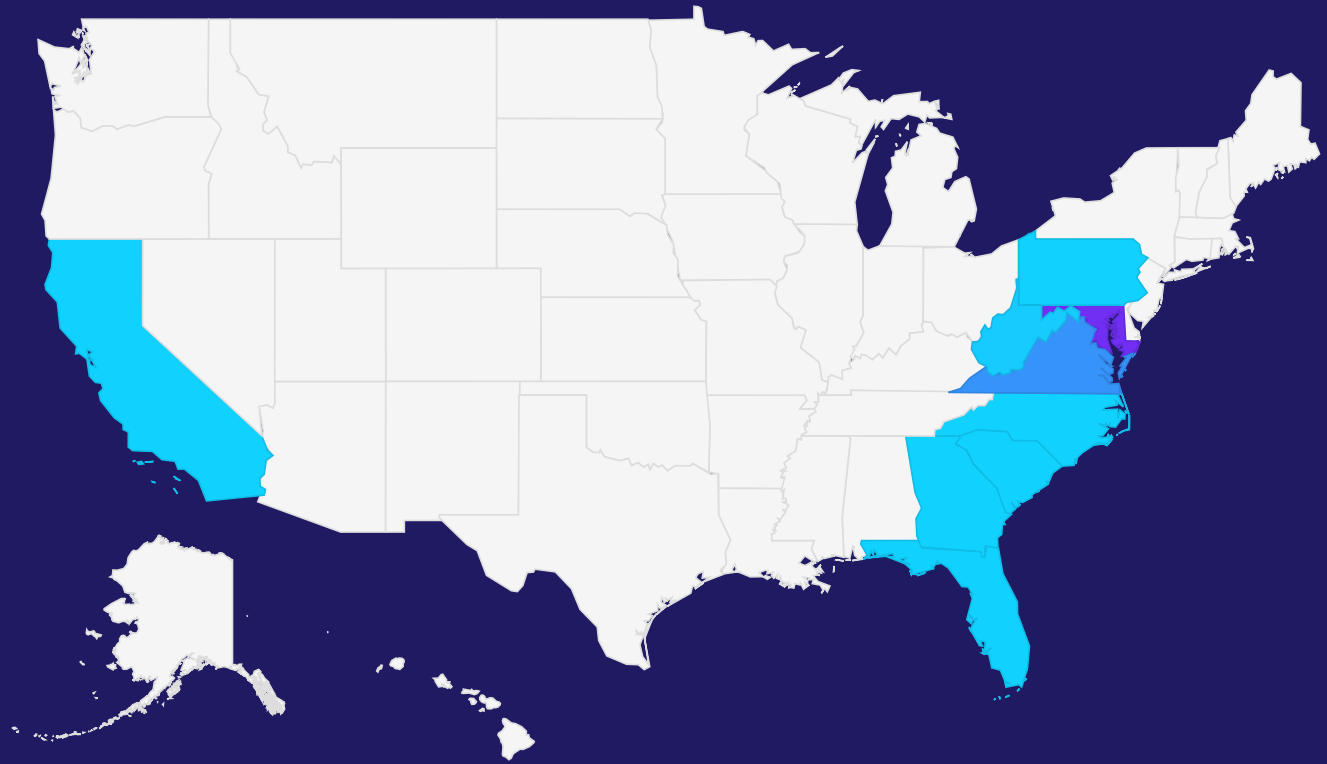
## SEGMENTS MATCHED DATA



These records have been matched with their most relevant segments.

# STATE DISTRIBUTION

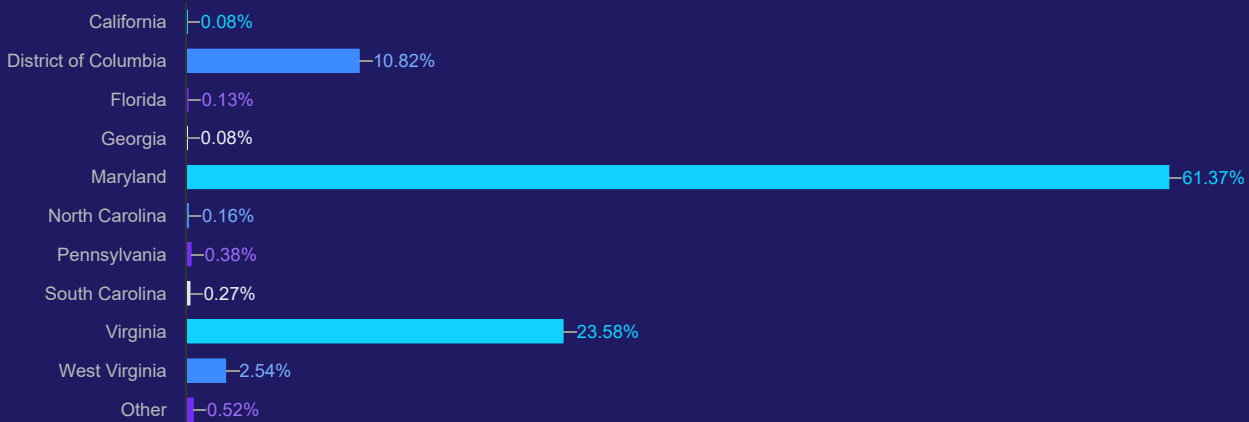
## CUSTOMER OVERVIEW: IN DETAIL



Low density  High density

Density Based on Incoming File

### STATE DISTRIBUTION



# BEHAVIOURS KEY ATTRIBUTES

---

58.49%  
Active in Home  
Improvement.

42.63%  
Practice And  
Love Watching  
Sports.

56.83%  
Are Avid  
Readers.

44.57%  
Like to play  
Golf.

55.31%  
Passionate  
about Home  
Décor Products.



48.42%  
Passionate  
about  
Gardening.

53.51%  
Love To Travel.

49.55%  
Contributes in  
General Causes.

51.13%  
Love to try new  
food.

# DEMOGRAPHICS KEY ATTRIBUTES

---

**39.39%**  
A Female is the  
Head Of  
Household.

**89.5%**  
The Home  
Owner is  
Owner.

**69.54%**  
The Religion is  
Protestant.

**40.78%**  
The Political  
Affiliation is  
Democratic.

**53.54%**  
The Length of  
residence is 15  
& Up.

**44.26%**  
The Marital  
Status is  
Married.

**52.15%**  
A Male is the  
Head Of  
Household.

**46.12%**  
Owners of  
Credit Cards.

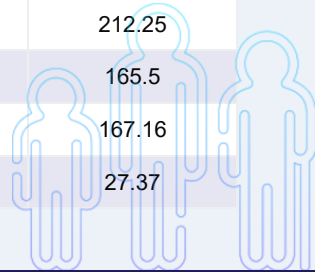
**47.75%**  
Have At Least  
One Child.



# DEMOGRAPHICS OVERVIEW

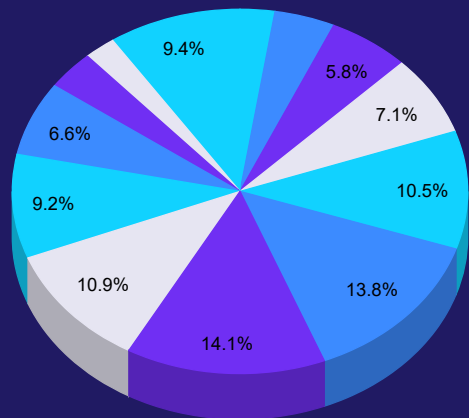
## AGE

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
31-35	89	2.46	265,157	5.47	7,970,296	5.09	44.97	48.3
36-40	155	4.29	330,305	6.8	9,960,206	6.36	63.08	67.45
41-45	210	5.81	353,186	7.29	10,527,918	6.72	79.69	86.45
46-50	256	7.08	383,814	7.92	11,247,641	7.18	89.39	98.6
51-55	378	10.46	433,805	8.95	12,392,694	7.91	116.87	132.23
56-60	500	13.84	445,671	9.2	13,017,602	8.31	150.43	166.54
61-65	511	14.14	403,181	8.32	12,462,328	7.96	169.95	177.63
66-70	395	10.93	240,584	4.96	7,736,068	4.94	220.36	221.25
71-75	333	9.21	217,339	4.48	6,943,475	4.43	205.5	207.9
76-80	238	6.58	151,613	3.13	4,916,154	3.1	210.22	212.25
81-85	125	3.46	97,739	2.01	3,273,915	2.09	172.13	165.5
86-90	81	2.24	62,096	1.28	2,109,845	1.34	175	167.16
Other	341	9.44	1,458,562	30.11	53,990,467	34.48	31.35	27.37

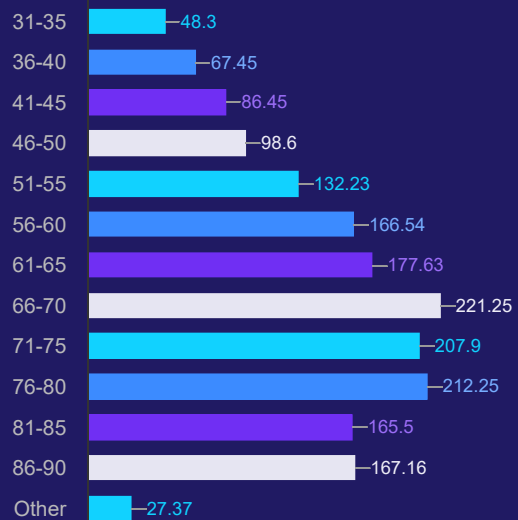


## DISTRIBUTION OF AGE BY PERCENTAGE

- 31-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56-60
- 61-65
- 66-70
- 71-75
- 76-80
- 81-85
- 86-90
- Other



## AGE INDEX



# DEMOGRAPHICS OVERVIEW

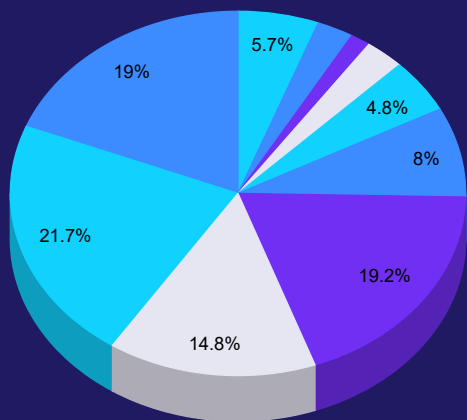
## NET WORTH

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Under \$1	207	5.73	429,371	8.86	14,192,831	9.06	64.67	63.24
\$1-\$4,999	94	2.6	65,692	1.35	3,015,982	1.92	192.59	135.41
\$5,000-\$9,999	51	1.41	27,803	0.57	1,162,133	0.74	247.36	190.54
\$10,000-\$24,999	101	2.79	72,234	1.49	3,277,011	2.09	187.24	133.49
\$25,000-\$49,999	174	4.81	115,024	2.37	4,587,979	2.93	202.95	164.16
\$50,000-\$99,999	288	7.97	198,485	4.09	7,330,524	4.68	194.86	170.29
\$100,000-\$249,999	693	19.18	474,315	9.79	13,330,815	8.51	195.91	225.38
\$250,000-\$499,999	534	14.78	418,926	8.6	10,023,924	6.4	171.8	230.93
\$499,999 & Up	784	21.7	657,710	13.5	12,070,908	7.71	160.74	281.45
Other	686	18.99	2,383,492	49.21	87,556,502	55.92	38.5	33.95

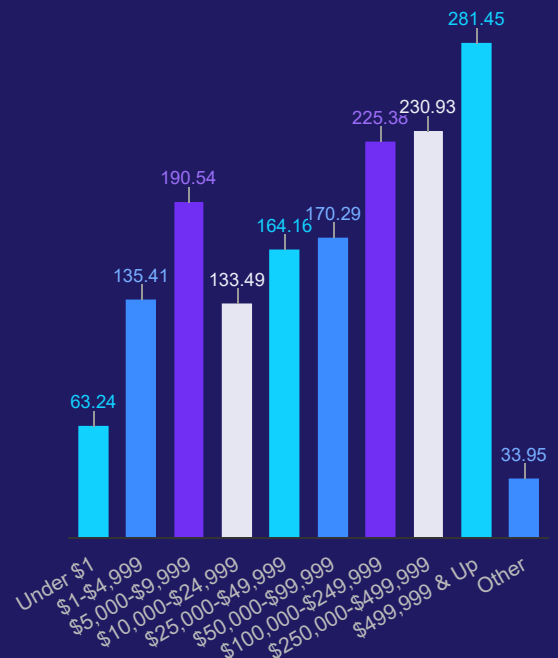


### DISTRIBUTION OF NET WORTH BY PERCENTAGE

- Under \$1
- \$1-\$4,999
- \$5,000-\$9,999
- \$10,000-\$24,999
- \$25,000-\$49,999
- \$50,000-\$99,999
- \$100,000-\$249,999
- \$250,000-\$499,999
- \$499,999 & Up
- Other



### NET WORTH INDEX



# DEMOGRAPHICS OVERVIEW

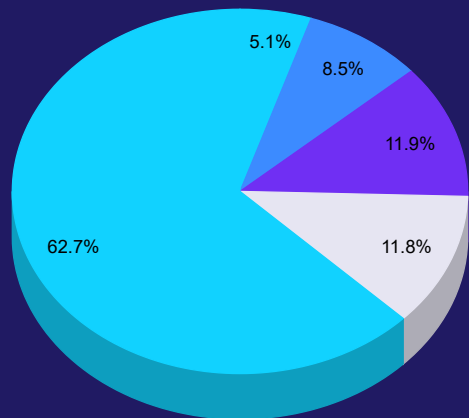
## AGE OF CHILDREN

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Age 0-3	183	5.06	150,277	3.1	4,313,004	2.75	163.22	184
Age 4-6	306	8.47	234,415	4.8	6,651,451	4.24	176.45	199.76
Age 7-9	430	11.9	346,005	7.14	9,666,758	6.17	166.66	192.86
Age 10-18	428	11.84	343,699	7.09	9,715,153	6.2	166.99	190.96
Other	2,265	62.7	3,768,656	77.81	126,202,243	80.61	80.58	77.78

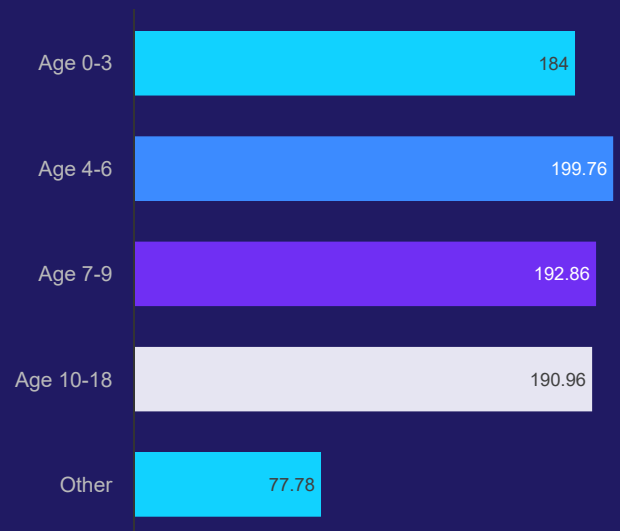


### DISTRIBUTION OF AGE OF CHILDREN BY PERCENTAGE

● Age 0-3 ● Age 4-6 ● Age 7-9 ● Age 10-18 ● Other



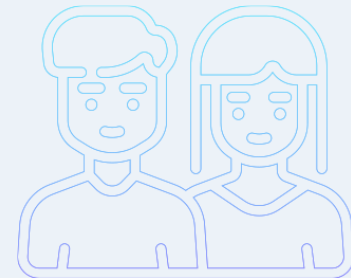
### AGE OF CHILDREN INDEX



# DEMOGRAPHICS OVERVIEW

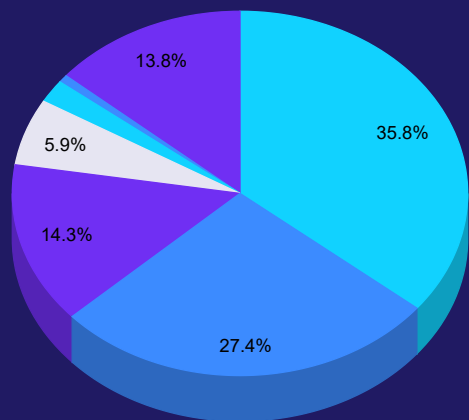
## NUMBER OF ADULTS IN HOUSEHOLD

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
1	1,296	35.8	1,454,807	30.03	37,741,375	24.1	119.21	148.54
2	987	27.32	757,277	15.63	22,899,414	14.62	174.79	186.86
3	517	14.31	312,146	6.44	9,260,326	5.91	222.2	242.13
4	214	5.92	137,559	2.8	3,970,508	2.53	211.42	233.99
5	74	2.04	41,251	0.85	1,200,938	0.76	240	268.42
6	25	0.69	13,554	0.2	398,767	0.25	345	276
Other	499	13.81	2,126,458	43.9	81,077,281	51.7	31.45	26.71

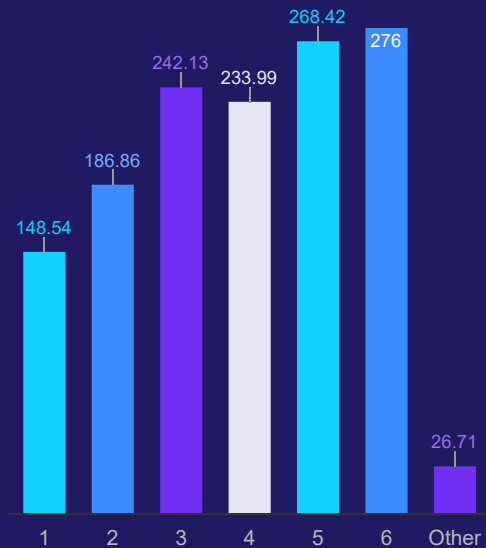


### DISTRIBUTION OF NUMBER OF ADULTS IN HOUSEHOLD BY PERCENTAGE

● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● Other



### NUMBER OF ADULTS IN HOUSEHOLD INDEX



# DEMOGRAPHICS OVERVIEW

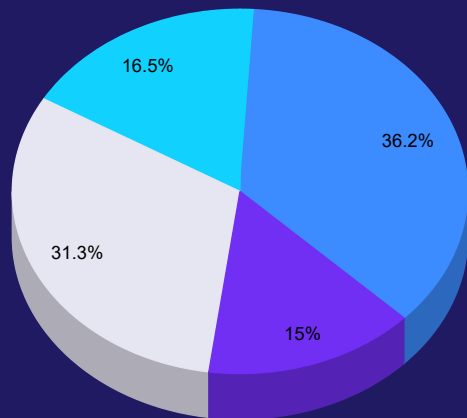
## EDUCATION LEVEL

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Attended Vocational/Technical	37	1.02	37,385	0.77	1,167,609	0.74	132.46	137.83
Completed College	1,307	36.18	1,149,338	23.73	29,896,393	19.09	152.46	189.52
Completed Graduate School	541	14.97	441,962	9.12	9,444,835	6.03	164.14	248.25
Completed High School	1,130	31.28	1,021,652	21.09	33,155,898	21.17	148.31	147.75
Other	597	16.52	2,192,715	45.27	82,883,874	52.94	36.49	31.2

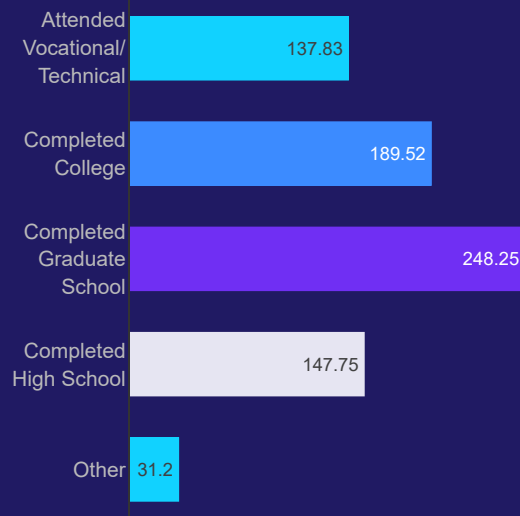


### DISTRIBUTION OF EDUCATION LEVEL BY PERCENTAGE

- Attended Vo...
- Completed...
- Completed...
- Completed...
- Other



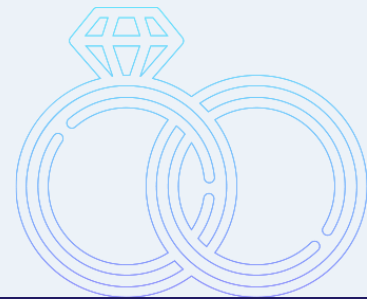
### EDUCATION LEVEL INDEX



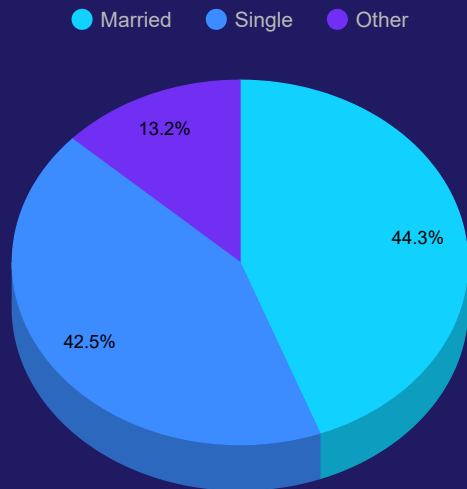
# DEMOGRAPHICS OVERVIEW

## MARITAL STATUS

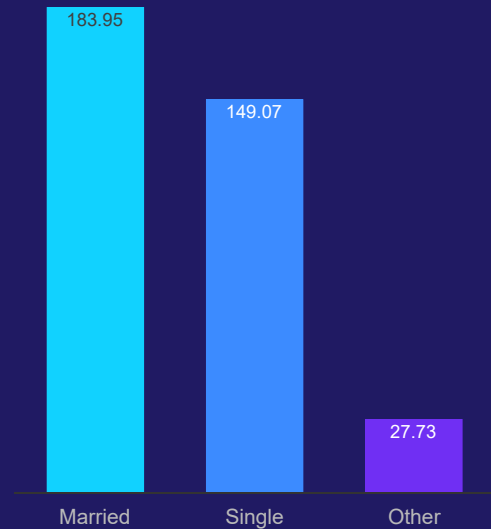
	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Married	1,599	44.26	1,192,628	24.62	37,674,691	24.06	179.77	183.95
Single	1,538	42.5	1,654,150	34.15	44,642,973	28.51	124.45	149.07
Other	475	13.15	1,996,274	41.21	74,230,945	47.41	31.9	27.73



### DISTRIBUTION OF MARITAL STATUS BY PERCENTAGE



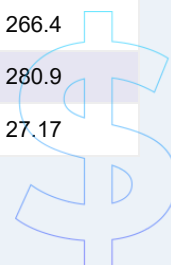
### MARITAL STATUS INDEX



# DEMOGRAPHICS OVERVIEW

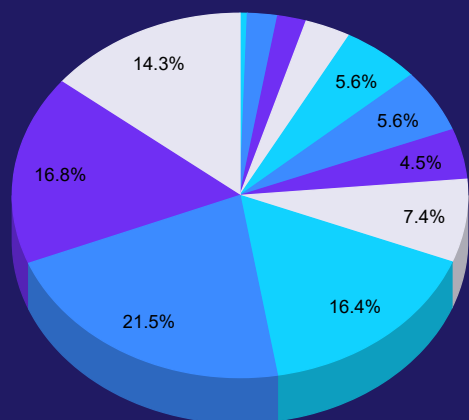
## INCOME

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Under \$10K	19	0.52	51,086	1.05	1,794,051	1.14	49.52	45.61
\$10K-\$19K	77	2.13	187,930	3.8	7,227,044	4.61	56.05	46.2
\$20K-\$29K	74	2.04	139,259	2.87	5,409,530	3.45	71	59.1
\$30K-\$39K	118	3.26	153,350	3.16	5,873,341	3.75	103.16	86.93
\$40K-\$49K	201	5.56	164,795	3.4	5,974,859	3.81	163.52	145.93
\$50K-\$59K	203	5.6	168,817	3.48	6,014,842	3.84	160.9	145.83
\$60K-\$69K	161	4.45	110,178	2.27	3,279,265	2.09	196.03	212.91
\$70K-\$79K	266	7.36	168,807	3.48	5,006,762	3.19	211.49	230.72
\$80K-\$89K	593	16.41	409,985	8.46	11,699,929	7.47	193.97	219.67
\$100K-\$149K	778	21.53	550,053	11.35	12,656,602	8.08	189.69	266.4
\$150K & Up	606	16.77	563,409	11.63	9,359,944	5.97	144.19	280.9
Other	516	14.28	2,175,383	44.91	82,252,440	52.54	31.79	27.17

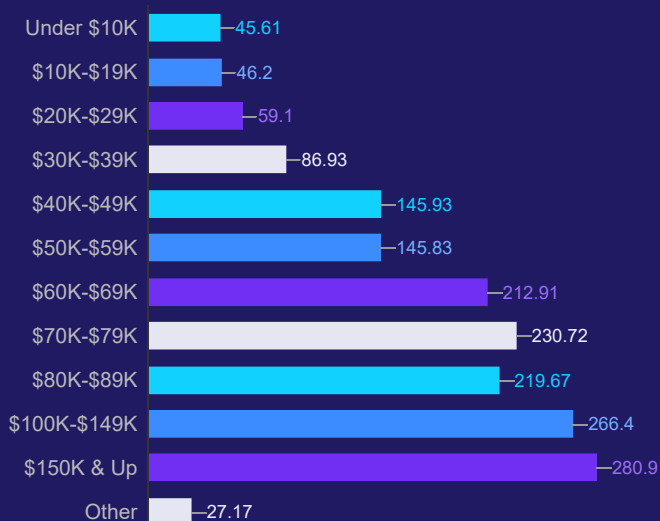


### DISTRIBUTION OF INCOME BY PERCENTAGE

- Under \$10K    ● \$10K-\$19K    ● \$20K-\$29K    ● \$30K-\$39K
- \$40K-\$49K    ● \$50K-\$59K    ● \$60K-\$69K    ● \$70K-\$79K
- \$80K-\$89K    ● \$100K-\$149K    ● \$150K & Up    ● Other



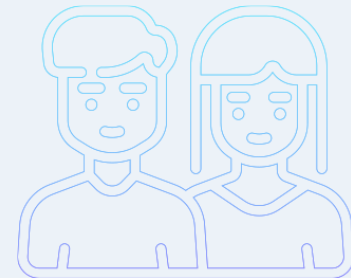
### INCOME INDEX



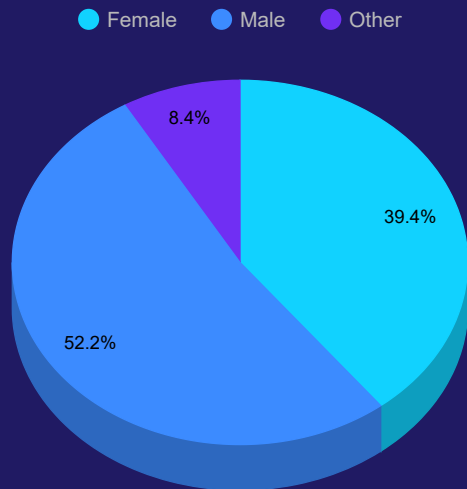
# DEMOGRAPHICS OVERVIEW

## HEAD OF HOUSEHOLD GENDER

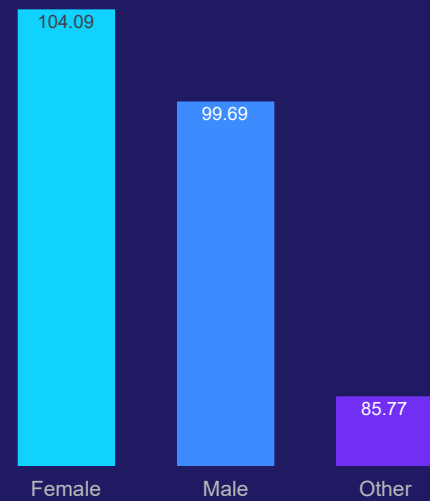
	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Female	1,423	39.39	1,836,079	37.91	59,247,231	37.84	103.9	104.09
Male	1,884	52.15	2,444,784	50.4	81,894,906	52.31	103.47	99.69
Other	305	8.44	562,189	11.6	15,406,472	9.84	72.75	85.77



### DISTRIBUTION OF HEAD OF HOUSEHOLD GENDER BY PERCENTAGE



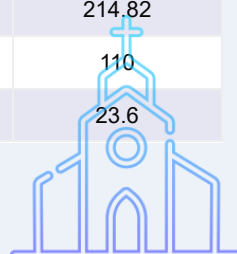
### HEAD OF HOUSEHOLD GENDER INDEX



# DEMOGRAPHICS OVERVIEW

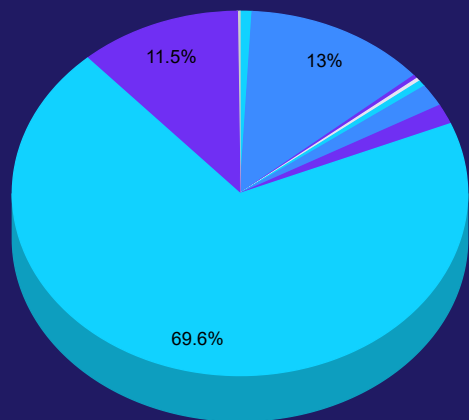
## RELIGION

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Buddhist	31	0.85	75,129	1.55	1,578,875	1	54.83	85
Catholic	468	12.95	640,232	13.2	23,060,888	14.73	98.1	87.91
Eastern Orthodox	12	0.33	28,662	0.59	826,857	0.52	55.93	63.46
Greek Orthodox	11	0.3	10,893	0.22	250,985	0.1	136.36	300
Hindu	20	0.55	42,329	0.87	666,909	0.42	63.21	130.95
Islamic	72	1.99	86,125	1.77	992,808	0.63	112.42	315.87
Jewish	64	1.77	87,481	1.8	2,134,993	1.36	98.33	130.14
Lutheran	3	0.08	1,675	0.03	44,177	0.02	266.66	400
Protestant	2,512	69.54	1,850,303	38.2	50,688,893	32.37	182.04	214.82
Shinto	4	0.11	7,596	0.15	251,196	0.1	73.33	110
Other	415	11.48	2,012,627	41.55	76,052,028	48.5	27.62	23.6

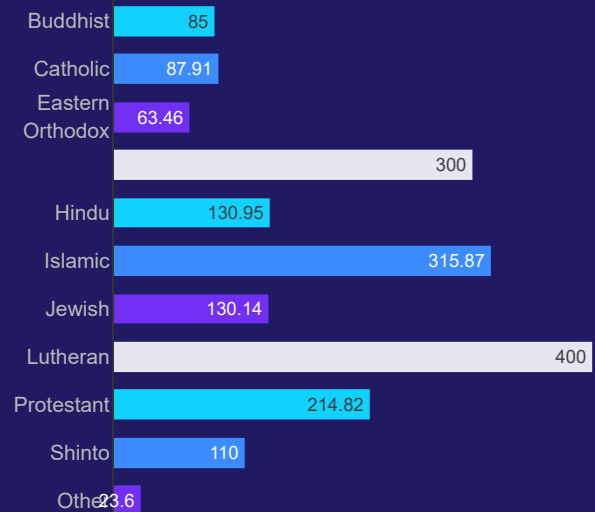


### DISTRIBUTION OF RELIGION BY PERCENTAGE

- Buddhist
- Catholic
- Eastern Orth...
- Greek Ortho...
- Hindu
- Islamic
- Jewish
- Protestant
- Other
- Other



### RELIGION INDEX



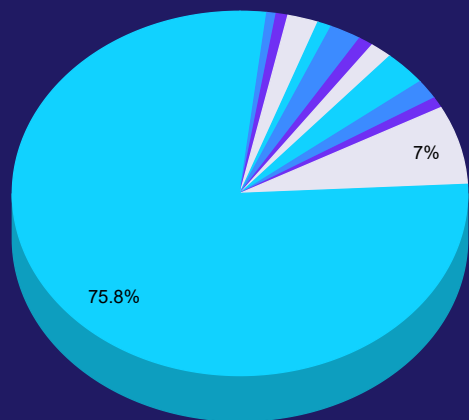
# DEMOGRAPHICS OVERVIEW

## OCCUPATION

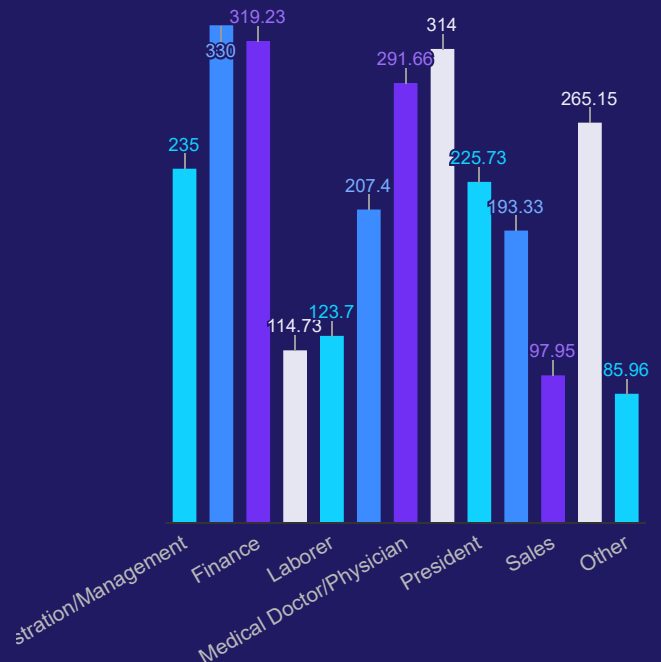
	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Administration/Management	68	1.88	46,560	0.96	1,262,163	0.8	195.83	235
Executive/Upper Management	24	0.66	13,606	0.28	327,672	0.2	235.71	330
Finance	30	0.83	16,832	0.34	408,860	0.26	244.11	319.23
Homemaker	79	2.18	73,691	1.52	2,978,214	1.9	143.42	114.73
Laborer	36	0.99	27,100	0.5	1,284,446	0.8	198	123.7
Manager	81	2.24	52,683	1.08	1,703,807	1.08	207.4	207.4
Medical Doctor/Physician	38	1.05	23,550	0.48	575,947	0.36	218.7	291.66
Nurse (Registered)	57	1.57	30,095	0.62	923,326	0.5	253.22	314
President	111	3.07	78,419	1.61	2,132,738	1.36	190.68	225.73
Retired/Pensioner	63	1.74	41,730	0.86	1,411,188	0.9	202.32	193.33
Sales	35	0.96	42,677	0.88	1,540,410	0.98	109.09	97.95
Sales Clerk/Counterman	255	7	161,965	3.34	4,139,004	2.64	209.58	265.15
Other	2,735	75.7	4,234,144	87.42	137,860,834	88.06	86.59	85.96

### DISTRIBUTION OF OCCUPATION BY PERCENTAGE

- Administration/M...
- Executive/Upper...
- Finance
- Homemaker
- Laborer
- Manager
- Medical D...
- Nurse (Re...
- President
- Retired/Pensioner
- Sales
- Sales Clerk/Counterman
- Other



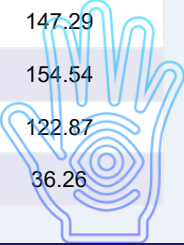
### OCCUPATION INDEX



# DEMOGRAPHICS OVERVIEW

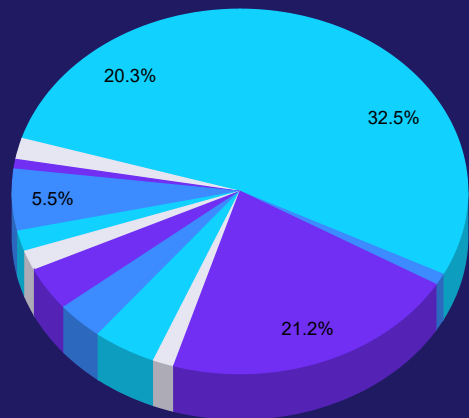
## ETHNICITY

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
African American	1,173	32.47	455,390	9.4	5,499,825	3.51	345.42	925.07
Dutch	37	1.02	40,188	0.8	1,492,766	0.95	127	107.36
English	764	21.15	790,692	16.32	25,713,471	16.42	129.59	128.8
French	54	1.49	59,150	1.22	2,290,299	1.46	122.13	102.05
German	164	4.5	191,093	3.94	6,613,063	4.22	114.21	106.63
Hispanic	122	3.37	212,383	4.38	8,244,038	5.26	76.94	64.06
Irish	139	3.84	159,521	3.29	4,873,164	3.11	116.71	123.47
Italian	64	1.77	87,980	1.81	3,003,078	1.91	97.7	92.6
Jewish	66	1.82	85,526	1.76	2,074,923	1.32	103.4	137.87
Scotch	197	5.45	182,833	3.77	5,871,140	3.7	144.56	147.29
Swedish	31	0.85	20,448	0.42	869,981	0.55	202.38	154.54
Welsh	68	1.88	77,072	1.59	2,410,043	1.53	118.23	122.87
Other	733	20.29	2,480,776	51.22	87,592,818	55.95	39.61	36.26

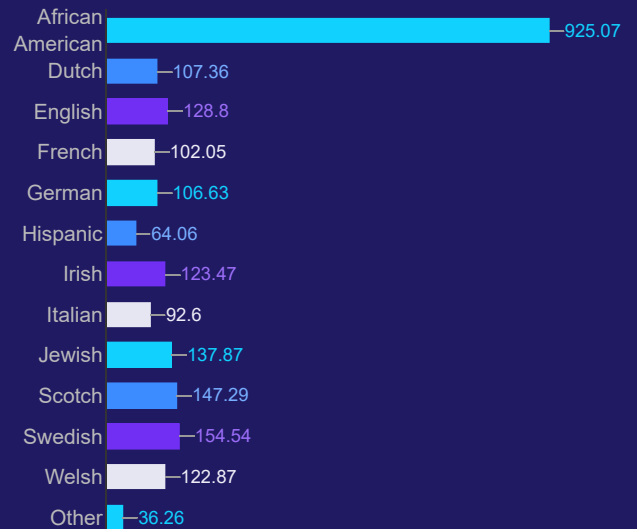


## DISTRIBUTION OF ETHNICITY BY PERCENTAGE

- African American
- Dutch
- English
- French
- German
- Hispanic
- Irish
- Italian
- Jewish
- Scotch
- Swedish
- Welsh
- Other



## ETHNICITY INDEX



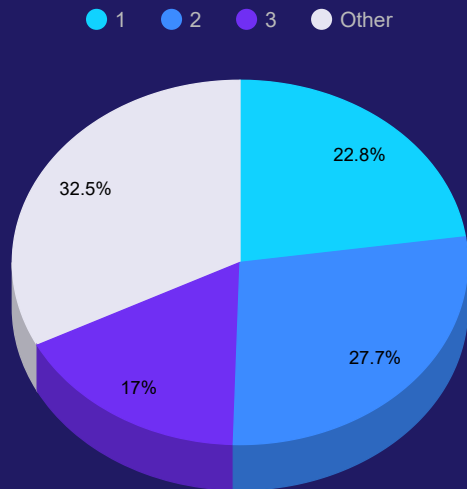
# DEMOGRAPHICS OVERVIEW

## GENERATIONS

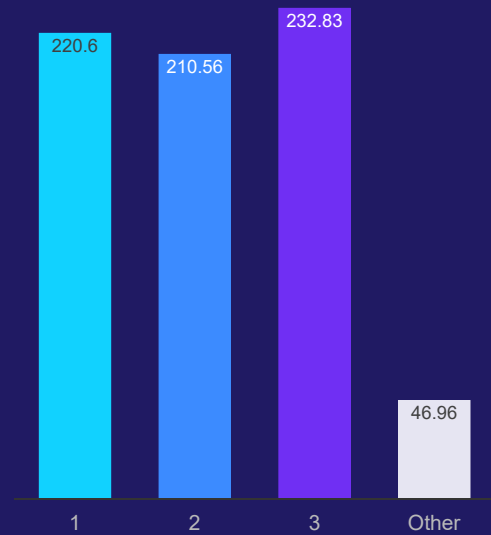
	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
1	822	22.75	591,642	12.21	16,154,577	10.31	186.32	220.6
2	1,001	27.71	735,225	15.18	20,608,602	13.16	182.54	210.56
3	615	17.02	389,325	8.03	11,445,705	7.31	211.95	232.83
Other	1,174	32.5	3,126,860	64.56	108,339,725	69.2	50.34	46.96



### DISTRIBUTION OF GENERATIONS BY PERCENTAGE



### GENERATIONS INDEX



# PROPERTY KEY ATTRIBUTES

---

**35.27%**  
The House Has  
A Porch is  
PORCH.

**96.23%**  
The Property  
Usage is The  
general use for  
the property is  
for residential  
purposes.

**93.6%**  
The Description  
Of The Owner  
Type is Owned  
by a person,  
couple or some  
non-  
incorporated  
entity.

**37.54%**  
The Their  
House Have a  
Deck is 1.

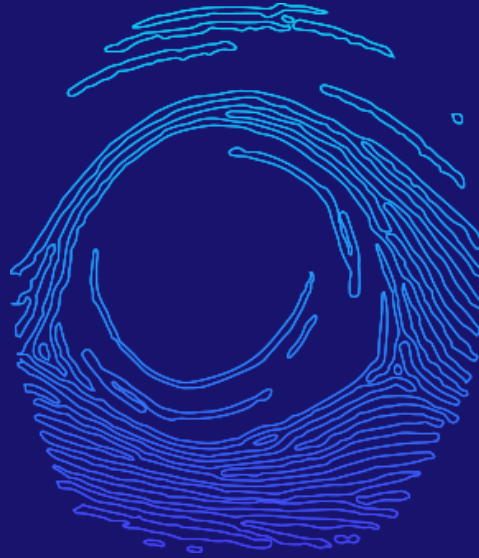
**91.16%**  
The Type of  
Dwelling is  
Single family.

**41.72%**  
The HVAC  
Heating Detail  
is STEAM.

**90.25%**  
The Owner  
Occupied is  
Owner  
Occupied.

**63.7%**  
The House  
Stories is 2.

**75.33%**  
The Roof  
Material is  
Composition  
Shingle.



# PROPERTY OVERVIEW

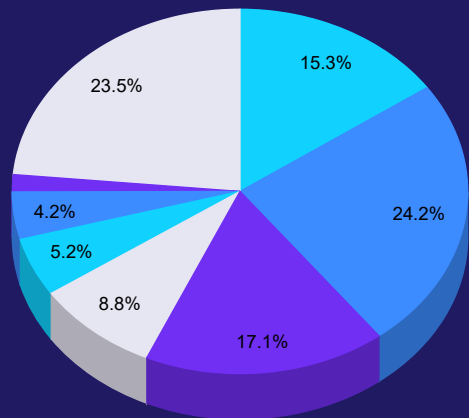
## HOME VALUE

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Under \$100K	554	15.33	494,243	10.2	16,862,404	10.77	150.29	142.3
\$101-\$200K	874	24.19	579,062	11.95	15,407,811	9.84	202.42	245.83
\$201-\$300K	619	17.13	485,840	10.03	9,711,099	6.2	170.78	276.2
\$301-\$400K	319	8.83	354,211	7.31	5,655,278	3.61	120.79	244.59
\$401-\$500K	188	5.2	227,262	4.69	3,226,261	2.06	110.87	252.42
\$501-\$750K	152	4.2	268,603	5.54	3,679,736	2.35	75.81	178.72
\$751K & Up	55	1.52	302,922	6.25	7,020,195	4.48	24.3	33.92
Other	851	23.5	2,130,909	43.99	94,985,825	60.67	53.42	38.73

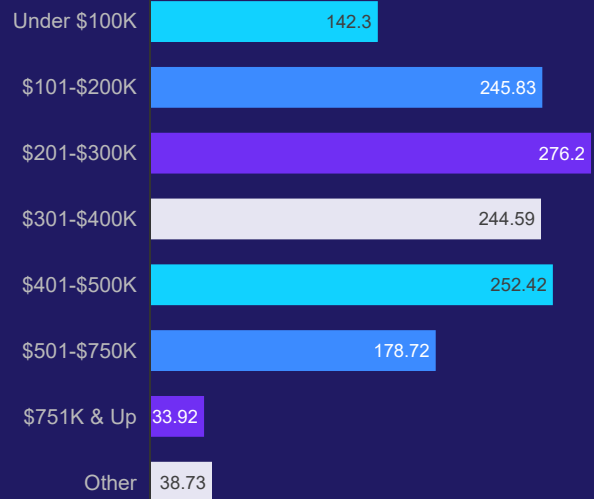


### DISTRIBUTION OF HOME VALUE BY PERCENTAGE

- Under \$100K
- \$101-\$200K
- \$201-\$300K
- \$301-\$400K
- \$401-\$500K
- \$501-\$750K
- \$751K & Up
- Other



### HOME VALUE INDEX



# PROPERTY OVERVIEW

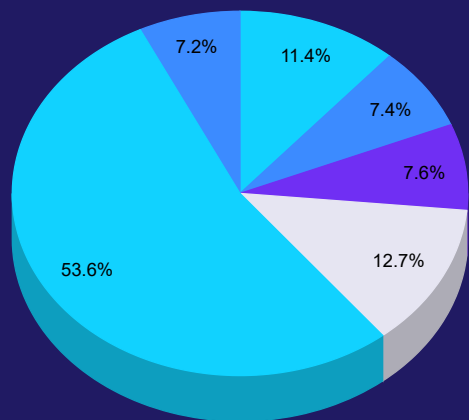
## LENGTH OF RESIDENCE

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Under 3	412	11.4	801,845	16.55	23,434,535	14.96	68.88	76.2
3-5	269	7.44	410,577	8.47	11,343,608	7.24	87.83	102.76
6-9	276	7.64	420,419	8.68	12,367,232	7	88.01	109.14
10-14	460	12.73	509,431	10.51	14,488,548	9.25	121.12	137.62
15 & Up	1,934	53.54	1,081,964	22.34	30,555,811	19.51	239.6	274.42
Other	261	7.22	1,618,816	33.42	64,358,875	41.11	21.6	17.56

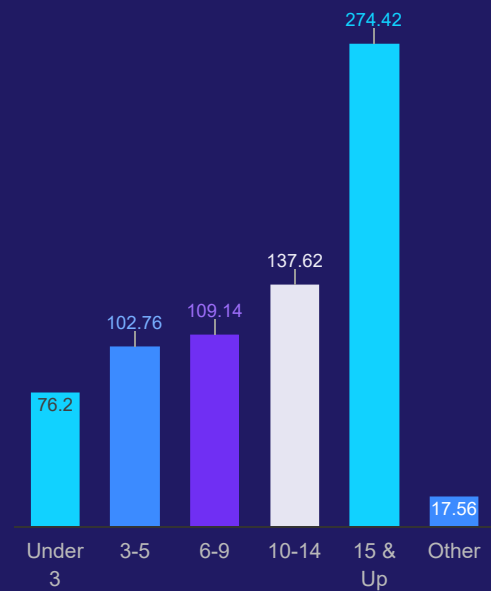


### DISTRIBUTION OF LENGTH OF RESIDENCE BY PERCENTAGE

● Under 3 
 ● 3-5 
 ● 6-9 
 ● 10-14 
 ● 15 & Up 
 ● Other



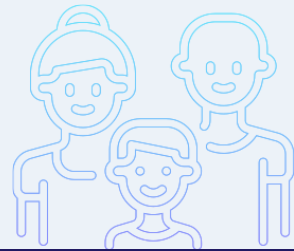
### LENGTH OF RESIDENCE INDEX



# PROPERTY OVERVIEW

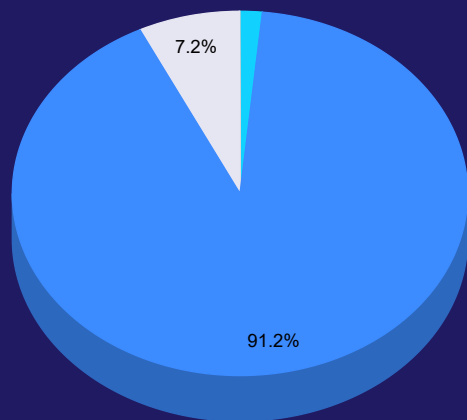
## TYPE OF DWELLING

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Multi-family	57	1.57	849,663	17.54	19,070,011	12.18	8.95	12.8
Single family	3,293	91.16	2,529,567	52.23	75,096,219	47.9	174.53	190.31
Small or large multi-family	2	0.05	18,105	0.37	785,813	0.5	13.51	10
Other	260	7.19	1,445,717	29.85	61,596,566	39.34	24.08	18.27

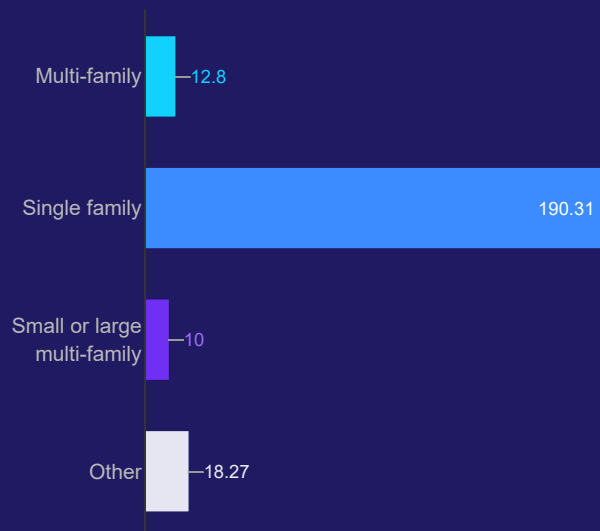


### DISTRIBUTION OF TYPE OF DWELLING BY PERCENTAGE

● Multi-family ● Single family ● Other ● Other



### TYPE OF DWELLING INDEX



# PROPERTY OVERVIEW

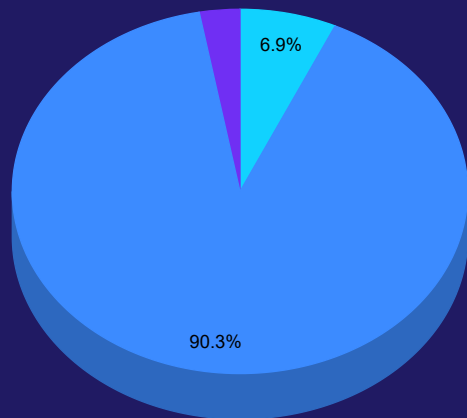
## OWNER OCCUPIED

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Not Owner Occupied or Unknown	248	6.86	1,234,289	25.48	45,609,953	29.13	26.92	23.5
Owner Occupied	3,260	90.25	2,348,755	48.49	63,271,297	40.41	186.12	223.33
Other	104	2.87	1,260,008	26.01	47,667,359	30.44	11.03	9.42

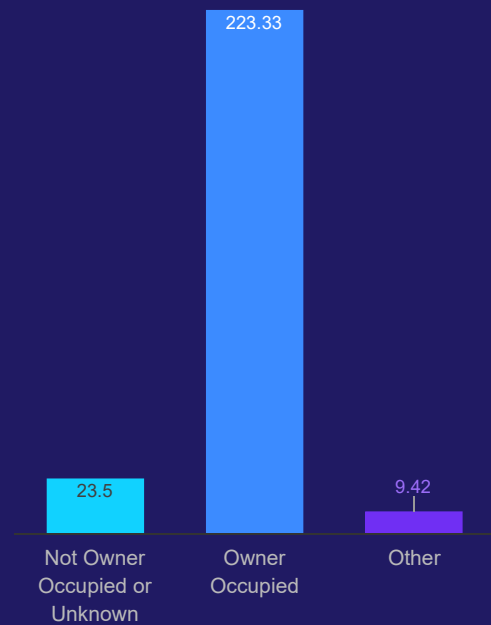


### DISTRIBUTION OF OWNER OCCUPIED BY PERCENTAGE

● Not Owner Occupied or Unknown ● Owner Occupied ● Other



### OWNER OCCUPIED INDEX



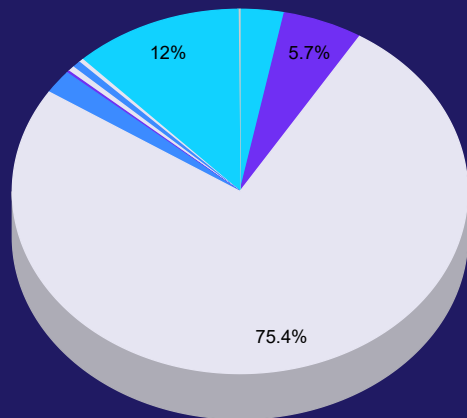
# PROPERTY OVERVIEW

## ROOF MATERIAL

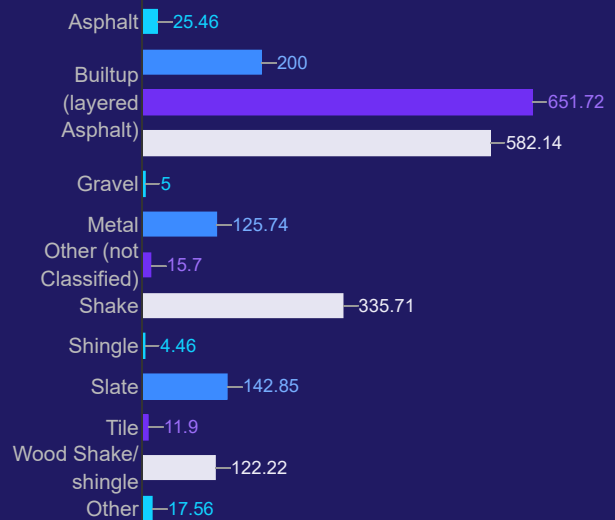
	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Asphalt	113	3.12	208,869	4.31	19,180,742	12.25	72.3	25.46
Average Composition Shingle	1	0.02	977	0.01	1,845	0.01	200	200
Builtup (layered Asphalt)	205	5.67	148,960	3.07	1,370,794	0.87	184.69	651.72
Composition Shingle	2,721	75.33	1,896,098	39.15	20,268,035	12.94	192.41	582.14
Gravel	1	0.02	13,162	0.27	657,496	0.4	7.4	5
Metal	76	2.1	70,761	1.46	2,623,242	1.67	143.83	125.74
Other (not Classified)	7	0.19	15,359	0.31	1,899,621	1.21	61.2	15.7
Shake	17	0.47	11,872	0.24	221,060	0.14	195.83	335.71
Shingle	2	0.05	16,711	0.34	1,758,137	1.12	14.7	4.46
Slate	22	0.6	36,111	0.74	663,094	0.42	81.08	142.85
Tile	2	0.05	8,808	0.18	660,580	0.42	27.77	11.9
Wood Shake/shingle	12	0.33	16,843	0.34	433,948	0.27	97.05	122.22
Other	433	11.98	2,398,521	49.52	106,810,015	68.22	24.19	17.56

### DISTRIBUTION OF ROOF MATERIAL BY PERCENTAGE

- Asphalt
- Builtup (la...)
- Compositi...
- Metal
- Other (not...)
- Shake
- Slate
- Wood Shake/shingle
- Other
- Other



### ROOF MATERIAL INDEX



# PROPERTY OVERVIEW

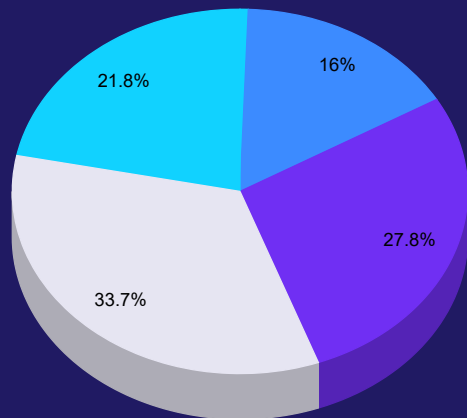
## YEAR BUILT

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Before 1900	21	0.58	21,446	0.44	805,665	0.51	131.81	113.72
1901-1950	578	16	308,123	6.36	7,734,698	4.94	251.57	323.88
1951-1975	1,005	27.82	593,361	12.25	13,742,084	8.77	227.1	317.21
1976-2000	1,219	33.74	822,339	16.9	18,133,660	11.58	199.64	291.36
Other	789	21.84	3,097,783	63.96	116,132,502	74.18	34.14	29.44

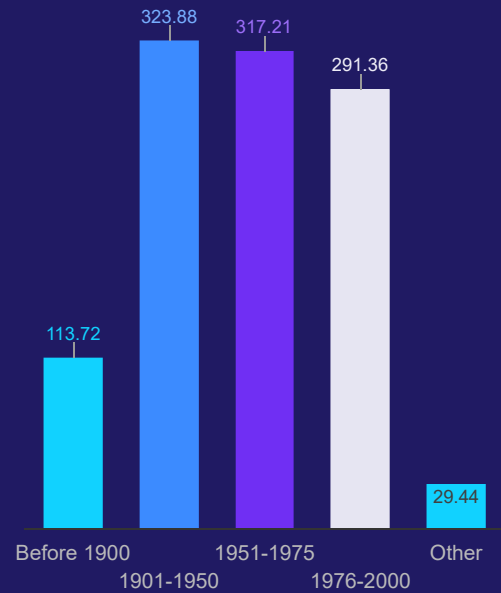


## DISTRIBUTION OF YEAR BUILT BY PERCENTAGE

● Before 1900 ● 1901-1950 ● 1951-1975 ● 1976-2000 ● Other



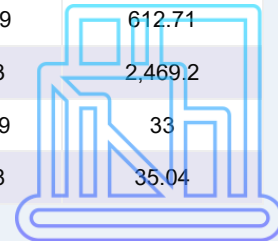
## YEAR BUILT INDEX



# PROPERTY OVERVIEW

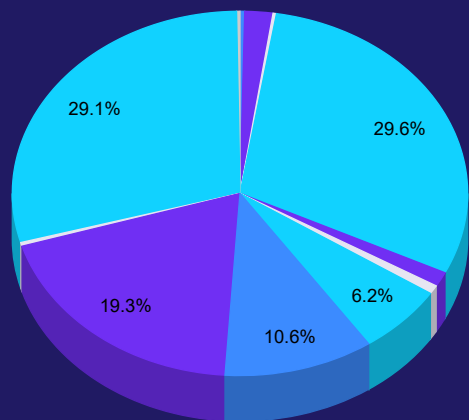
## STRUCTURE STYLE

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
BUNGALOW	4	0.11	6,962	0.14	991,121	0.63	78.57	17.4
CAPE COD	12	0.33	16,819	0.34	1,399,831	0.89	97.05	37.07
COLONIAL	72	1.99	84,201	1.73	2,685,155	1.71	115.02	116.37
CONDO/APARTMENT	9	0.24	97,833	2	1,447,342	0.92	12	26.08
CONVENTIONAL	1,069	29.59	772,116	15.94	4,980,560	3.18	185.63	930.5
MODERN	5	0.13	3,779	0.07	457,699	0.29	185.71	44.82
RAMBLER	47	1.3	31,796	0.65	262,658	0.16	200	812
RANCH	28	0.77	52,963	1.09	6,909,341	4.41	70.64	17.4
SPLIT ENTRY	224	6.2	107,068	2.21	402,681	0.25	280.54	2,480
SPLIT LEVEL	383	10.6	261,705	5.4	2,721,459	1.73	196.29	612.71
TOWNHOUSE	696	19.26	475,431	9.81	1,225,104	0.78	196.3	2,469.2
TRADITIONAL	12	0.33	14,192	0.29	1,721,887	1	113.79	33
Other	1,051	29.09	2,918,187	60.25	131,343,771	83	48.28	35.04

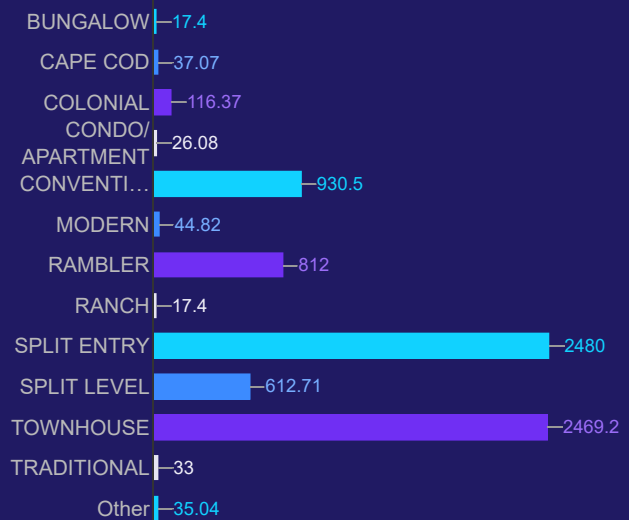


### DISTRIBUTION OF STRUCTURE STYLE BY PERCENTAGE

- CAPE COD
- COLONIAL
- CONDO/APART...
- CONVENTIONAL
- RAMBLER
- RANCH
- SPLIT ENTRY
- SPLIT LEVEL
- TOWNHOUSE
- TRADITIONAL
- Other
- Other



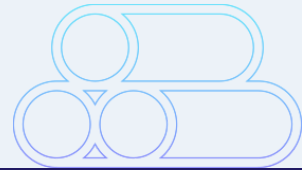
### STRUCTURE STYLE INDEX



# PROPERTY OVERVIEW

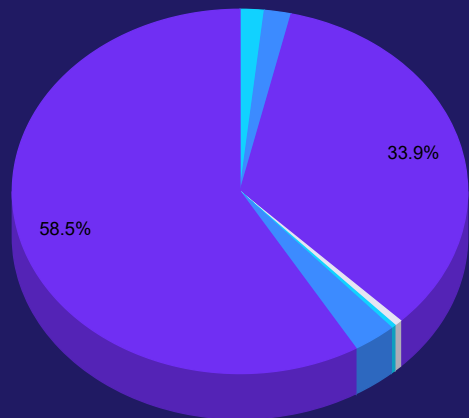
## CONSTRUCTION

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
BRICK	62	1.71	216,979	4.4	4,030,734	2.57	38.86	66.53
CONCRETE BLOCKS	69	1.9	57,488	1.18	260,273	0.16	161.01	1,187
FRAME	1,227	33.9	650,350	13.42	15,192,107	9.7	252.6	349.48
MASONRY/CONCRETE MASONRY UNITS (CMUS)	20	0.55	99,352	2.05	6,045,173	3.86	26.82	14.24
WOOD	12	0.33	59,692	1.23	4,135,352	2.64	26.82	12
WOOD FRAME	111	3.07	129,596	2.67	10,495,254	6.7	114.98	45.82
Other	2,111	58.44	3,629,595	74.94	116,389,716	74.34	77.98	78.61

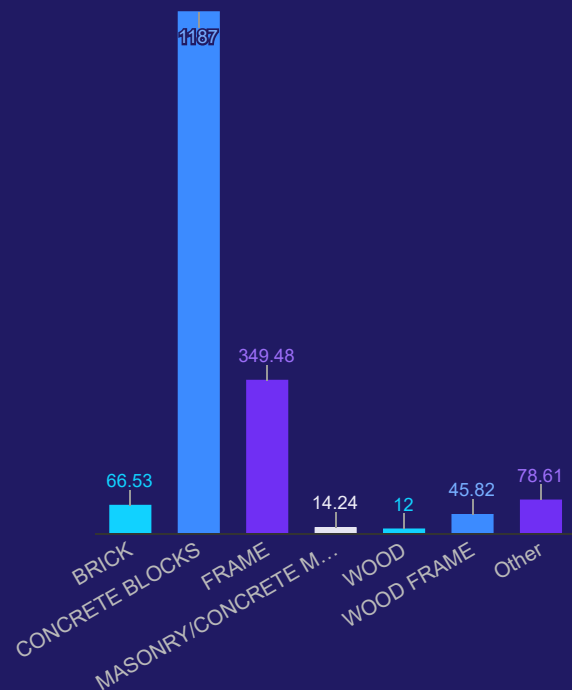


### DISTRIBUTION OF CONSTRUCTION BY PERCENTAGE

- BRICK
- CONCRETE...
- FRAME
- MASONRY/...
- WOOD
- WOOD FRAME
- Other



### CONSTRUCTION INDEX



# PROPERTY OVERVIEW

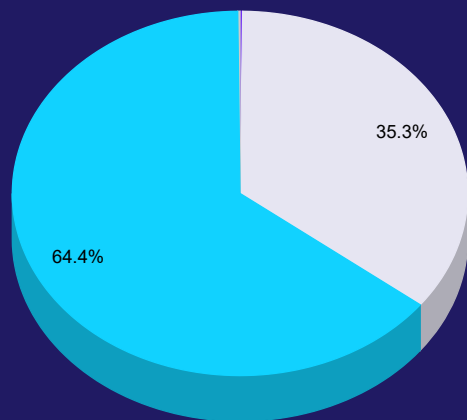
## HOUSE HAS A PORCH

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
ENCLOSED PORCH	3	0.08	6,869	0.14	726,527	0.46	57.14	17.39
FINISHED/SCREENED PORCH	3	0.08	1,961	0.01	69,124	0.04	800	200
OPEN PORCH	7	0.19	42,549	0.87	2,689,643	1.71	21.83	11.11
PORCH	1,274	35.27	1,176,978	24.3	29,682,349	18.9	145.14	186.61
Other	2,325	64.36	3,614,695	74.63	123,380,966	78.81	86.23	81.66

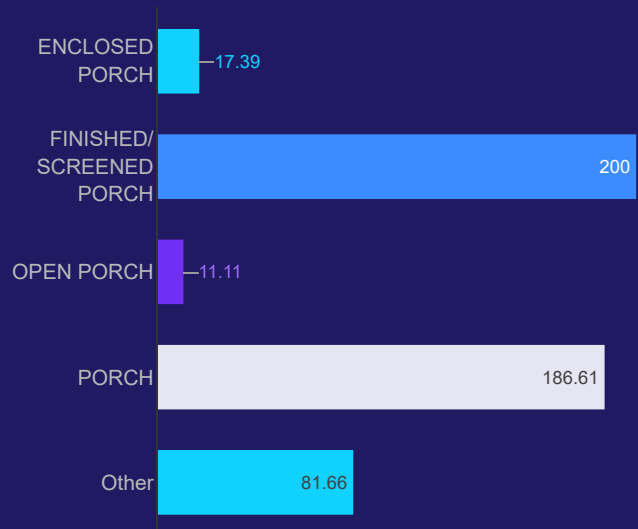


### DISTRIBUTION OF HOUSE HAS A PORCH BY PERCENTAGE

● OPEN PORCH ● PORCH ● Other ● Other



### HOUSE HAS A PORCH INDEX



# PROPERTY OVERVIEW

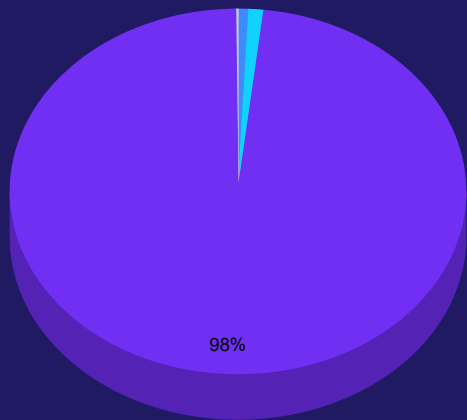
## HOUSE HAS A POOL

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
ABOVE-GROUND POOL	2	0.05	1,092	0.02	110,275	0.01	250	500
POOL, CONCRETE	28	0.77	41,102	0.84	560,895	0.35	91.66	220
POOL, FIBERGLASS	2	0.05	731	0.01	105,480	0.06	500	83.33
POOL, GUNITE	1	0.02	1,233	0.02	505,269	0.32	100	6.2
POOL, PLASTIC/VINYL LINED	38	1.05	32,297	0.66	337,739	0.21	159.09	500
SPA/HOT TUB (ONLY)	2	0.05	808	0.01	112,866	0.07	500	71.42
Other	3,539	97.97	4,765,789	98.4	154,816,085	98.89	99.56	99

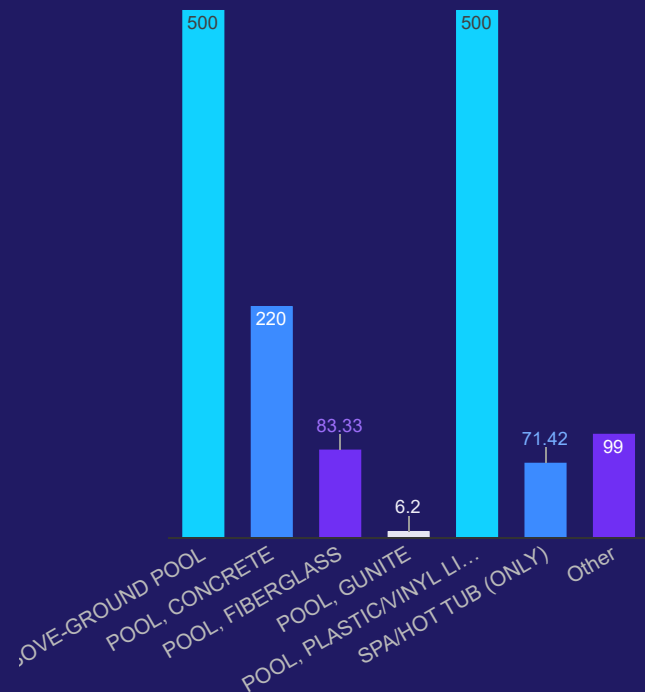


### DISTRIBUTION OF HOUSE HAS A POOL BY PERCENTAGE

● POOL, CONCRETE 
 ● POOL, PLASTIC/VINYL L... 
 ● Other 
 ● Other



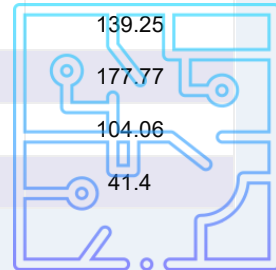
### HOUSE HAS A POOL INDEX



# PROPERTY OVERVIEW

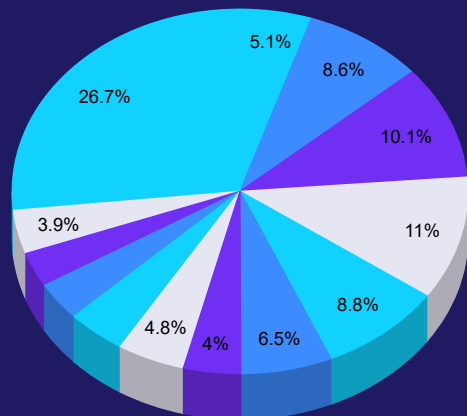
## HOME SQUARE FOOTAGE

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
900-999	182	5.03	129,489	2.67	3,905,962	2.49	188.3	202
1,000-1,099	306	8.47	201,877	4.16	5,027,808	3.21	203.6	263.86
1,100-1,199	362	10.02	224,233	4.6	5,293,590	3.38	217.82	296.4
1,200-1,299	392	10.85	253,865	5.24	5,900,133	3.76	207.06	288.56
1,300-1,399	314	8.69	213,716	4.41	5,324,907	3.4	197.05	255.58
1,400-1,499	232	6.42	184,726	3.81	5,286,429	3.37	168.5	190.5
1,500-1,599	177	4	158,332	3.26	5,027,634	3.21	122.69	124.61
1,600-1,699	172	4.76	143,351	2.9	4,575,520	2.92	164.13	163.01
1,700-1,799	150	4.15	119,960	2.47	4,075,794	2.6	168.01	159.61
1,800-1,899	122	3.37	116,596	2.4	3,794,810	2.42	140.41	139.25
2,100-2,199	110	3.04	90,480	1.86	2,687,493	1.71	163.44	177.77
3,000-3,999	139	3.84	228,684	4.72	5,783,854	3.69	81.35	104.06
Other	954	26.41	2,777,743	57.35	99,864,675	63.79	46.05	41.4

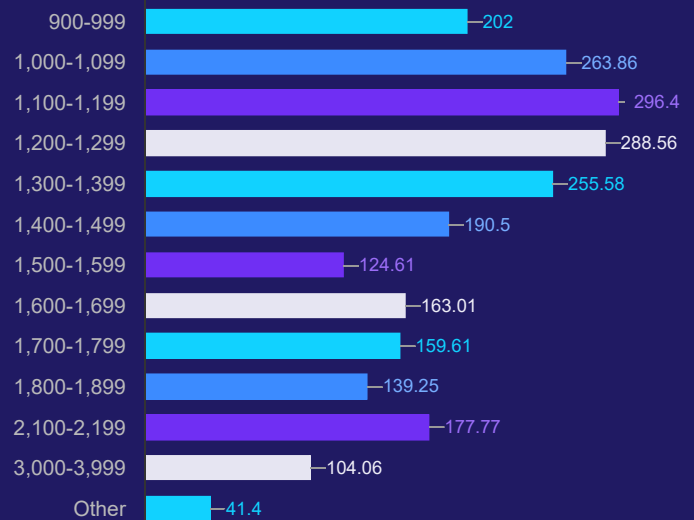


### DISTRIBUTION OF HOME SQUARE FOOTAGE BY PERCENTAGE

- 900-999    ● 1,000-1,099    ● 1,100-1,199    ● 1,200-1,299
- 1,300-1,399    ● 1,400-1,499    ● 1,500-1,599    ● 1,600-1,699
- 1,700-1,799    ● 1,800-1,899    ● 2,100-2,199    ● 3,000-3,999
- Other



### HOME SQUARE FOOTAGE INDEX



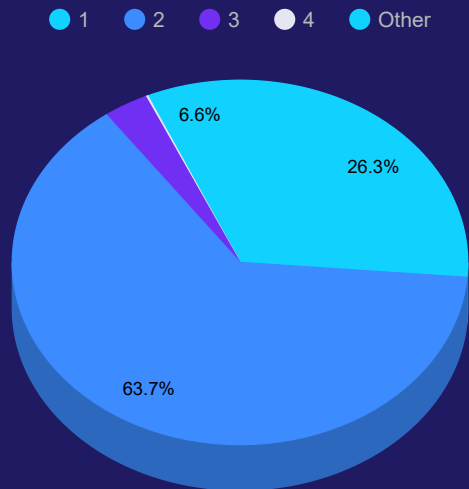
# PROPERTY OVERVIEW

## HOUSE STORIES

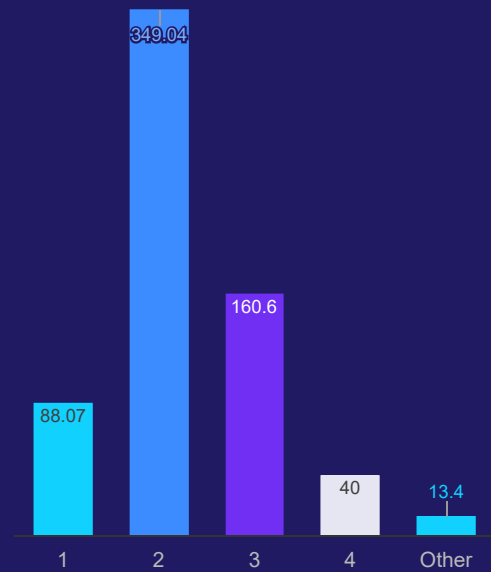
	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
1	950	26.3	1,018,822	21.03	46,753,464	29.86	125.05	88.07
2	2,301	63.7	1,770,405	36.55	28,583,612	18.25	174.28	349.04
3	115	3.18	194,970	4.02	3,113,062	1.98	79.1	160.6
4	6	0.16	43,219	0.89	689,483	0.4	17.97	40
Other	240	6.64	1,815,636	37.4	77,408,988	49.44	17.75	13.4



### DISTRIBUTION OF HOUSE STORIES BY PERCENTAGE



### HOUSE STORIES INDEX



# SEGMENTATION OVERVIEW

---



Cognitive Contractors consumer segmentation classifies your customers into groups that are similar in specific ways that are relevant to sales and marketing efforts. While there are many attributes used in the classification, some examples are age, gender, interests, and spending habits. Every customer is different; therefore, you cannot treat them all the same in your efforts. Our segmentation helps you to cut through the noise and view your customers and target audience by having a deeper understanding of who they are as consumers. Which then allows you to tailor marketing tactics towards each customer type.

Benefits can include (but not limited to):

- Selection of best communication channels
- Lead to better customer support and relationships
- Identify most valuable customer groups
- Upsell, cross-sell and identify more opportunity
- Develop and communicate better marketing messages that will resonate
- Existing product improvement and new product development

The Cognitive Contractor segmentation system groups the entire U.S. population into one of X families and X individual segments. Each individual segment considers a number of attributes from both our property and consumer databases. By understanding which of the segments contain the majority of your existing customers, we are positioned to then identify every other potential household classified within that segment(s). This gives you a distinct competitive advantage and ensures your efforts are aligned with your consumers preferences.

The resulting will help to inform your future marketing efforts by narrowing down your target audience to those that are within the same segments. Households that are most like your existing customer, will always have a higher propensity to be interested in your service offering. To take your customer profile and marketing efforts to the next level, contact your Cognitive Contractor sales professional.

## SEGMENTATION

	In file		Local		National		Index	
	Total	Perc	Local Total	Local Pct	National Total	National Pct	Local index	National index
Dynamic Duos	112	3.1	62,793	1.29	1,995,100	1.27	240.3	244.09
Golden Era	133	3.68	66,674	1.37	1,750,168	1.11	268.61	331.53
Lowkey Luxe	115	3.18	133,082	2.74	3,120,982	1.99	116.05	159.79
Old Money	222	6.14	116,569	2.4	2,513,248	1.6	255.83	383.7
Silver Sneakers	155	4.29	65,592	1.35	2,072,086	1.32	317.77	325
Single and Thriving	135	3.73	101,781	2.1	1,447,182	0.92	177.61	405.43
Single Sophisticates	183	5.06	96,818	1.99	2,147,294	1.37	254.27	369.34
Smart Singles	160	4.4	74,088	1.5	1,697,376	1.08	293.33	407.4
Wealth Whispers	248	6.86	168,504	3.47	3,625,159	2.31	197.69	296.9
Working for the Weekend	123	3.4	103,305	2.13	2,288,837	1.46	159.62	232.87

**Dynamic Duos** - Urban and still young at heart, interested in fixing up their homes and working on their hobbies

**Golden Era** - Large Sedans and Minivans, Mechanics, Clerks, Pharmacists, Veterans

**Lowkey Luxe** - Luxury tastes, Heavy Credit Usage, Children in College, New Car buyers

**Old Money** - Car Ownership is a mixture, Conservative Values, Strong Religious Affiliation, Professionals

**Silver Sneakers** - Retired, homeowners, enjoys travel, avid readers, donates to charitable causes, mail buyers

**Single and Thriving** - Can't wait for the cruise ships to start allowing travelers again, playing the lottery or gambling is always a blast

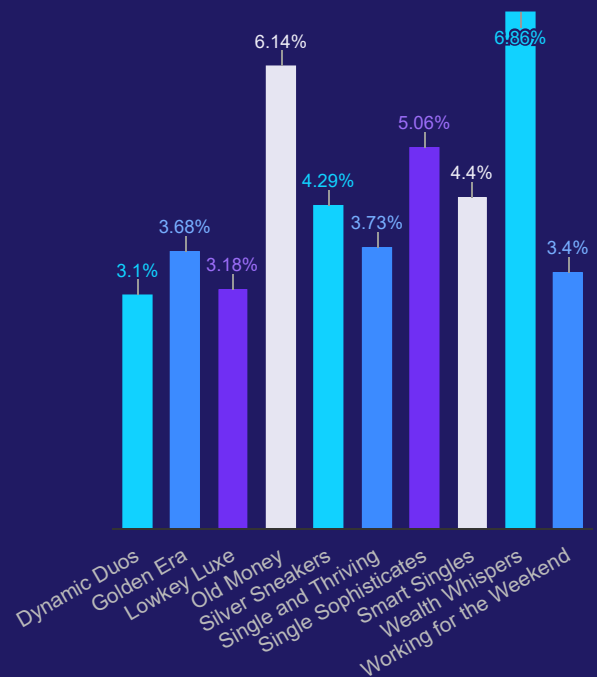
**Single Sophisticates** - Single and older, playing Golf and having fun in the city, like to discuss politics and go out to eat

**Smart Singles** - Homeowners of single-family homes, retired, interested in cooking, female head of households

**Wealth Whispers** - Getting old but that doesn't stop them from buying new cars, going out with friends, and buying nice things

**Working for the Weekend** - Frequent travel, high end vehicles, Middle Class, Some College but not Degree

## SEGMENTATION





What are the next steps for you now that you have this information? You can now easily see what key attributes your customers share and how to identify more of them. Cognitive Contractor is positioned to take your customer profile and create a marketing strategy that isolates more of those individuals and extends your market reach.

We can also potentially identify sub-targets that you may not have previously considered for more niche marketing opportunities. In addition, we are able to append attributes to your existing customer list to provide alternate forms of contact via email, social media, or telemarketing channels.

Your Cognitive Contractor representative will be happy to discuss the best strategy for achieving these additional benchmarks and enrich your sales funnel. If you would like to enhance your customer list or identify a list of potential prospective customers, we would recommend you to look for these attributes:

#### Consumer Attributes

- The Home Owner should be Owner.
- The Religion should be Protestant.
- The Length of residence should be 15 & Up.

#### Property Attributes

- The Property Usage should be The general use for the property is for residential purposes.
- The Description Of The Owner Type should be Owned by a person, couple or some non-incorporated entity.
- The Type of Dwelling should be Single family.

Households that are most like your existing customer, will always have a higher propensity to be interested in your service offering. To take your customer profile and marketing efforts to the next level, contact your Cognitive Contractor sales professional.