



PROSPER GROUP / CONSERVATIVE AND CHRISTIAN BUYER ANALYTICS

LIBERTY

SPENDERS ★★★★★

DATA BIBLE

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Who are the 76.5 Million Americans who make up this \$5 Trillion market of Liberty Spenders?

In this Data Bible, you'll learn...

- **WHO** makes up this market of Conservative and Christian consumers...
- **WHERE** they are located...
- **WHAT** they buy and are interested in...
- Giving **YOU** ideas of how your business can target and access this highly valuable market of loyal customers



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MODELING TOPLINES



Modeling Toplines / Model Averages and Overall Count

Model	Mean	Total
Conservative Brand Much More Likely	13%	29,579,028
Conservative Brand More Likely	28%	64,171,993
Christian Brand Much More Likely	13%	28,479,097
Christian Brand More Likely	27%	60,289,947

Note: Individuals in “Much More/Less” likely universes are *also* in More Likely Universes



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SPENDER UNIVERSES



Survey Questions

Model Name

Survey Question

Conservative
Spender

These days, some companies are adopting explicitly conservative branding or advertising for consumer products, selling everything from conservative coffee to conservative cell phone service. Some say these products ensure that consumers can support companies that they can trust to share their values, while others think this is a symptom of excessive polarization and replaces quality with political loyalty.

What comes closer to your view on these products and services?



Conservative Spenders Universes

The following universes are built from survey responses to the Conservative Spender question

Universe	Description	Count	%	Universe Endpoints
Conservative Spender	People who are more likely to buy a conservative-branded product or service.	62,616,630	28%	Conservative Brand More Likely - Conservative Brand Less Likely > 0.15
“Super” Conservative Spender	People who are much more likely to buy a conservative- branded product or service.	28,411,861	13%	Conservative Brand More Likely - Conservative Brand Less Likely > 0.27



Survey Questions

Model Name

Survey Question

Christian Spender

These days, some companies are adopting explicitly Christian branding or advertising for consumer products, selling everything from Christian baby products to Christian branded crafting products. Some say these products ensure that consumers can support companies that they can trust to share their faith and values, while others prefer to keep faith separate from their shopping habits.

What comes closer to your view on these products and services?



Christian Spender Universes

The following universes are built from survey responses to the Faith Spender question

Universe	Description	Count	%	Universe Endpoints
Christian Spender	People who are more likely to buy a Christian-branded product or service.	59,140,892	26%	Christian Brand More Likely - Christian Brand Less Likely > 0.12
“Super” Christian Spender	People who are much more likely to buy a Christian-branded product or service.	27,620,678	12%	Christian Brand More Likely - Christian Brand Less Likely > 0.21



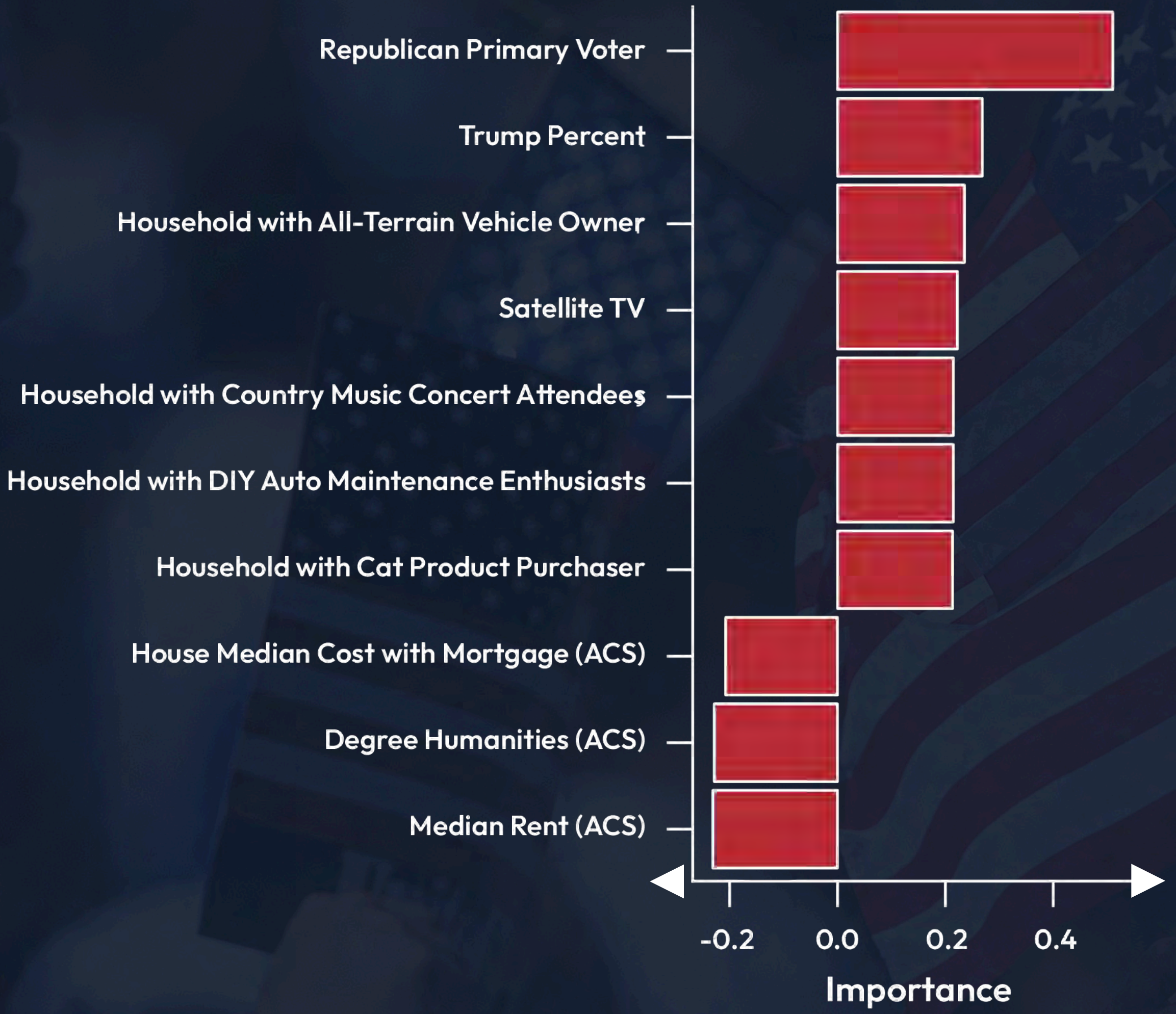
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LIBERTY **FEATURE IMPORTANCE**
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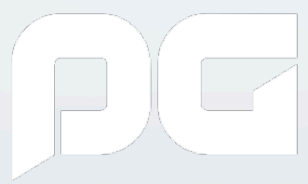
Feature Importances / Conservative Spender vs Christian Spender

Conservative Spender



Christian Spender





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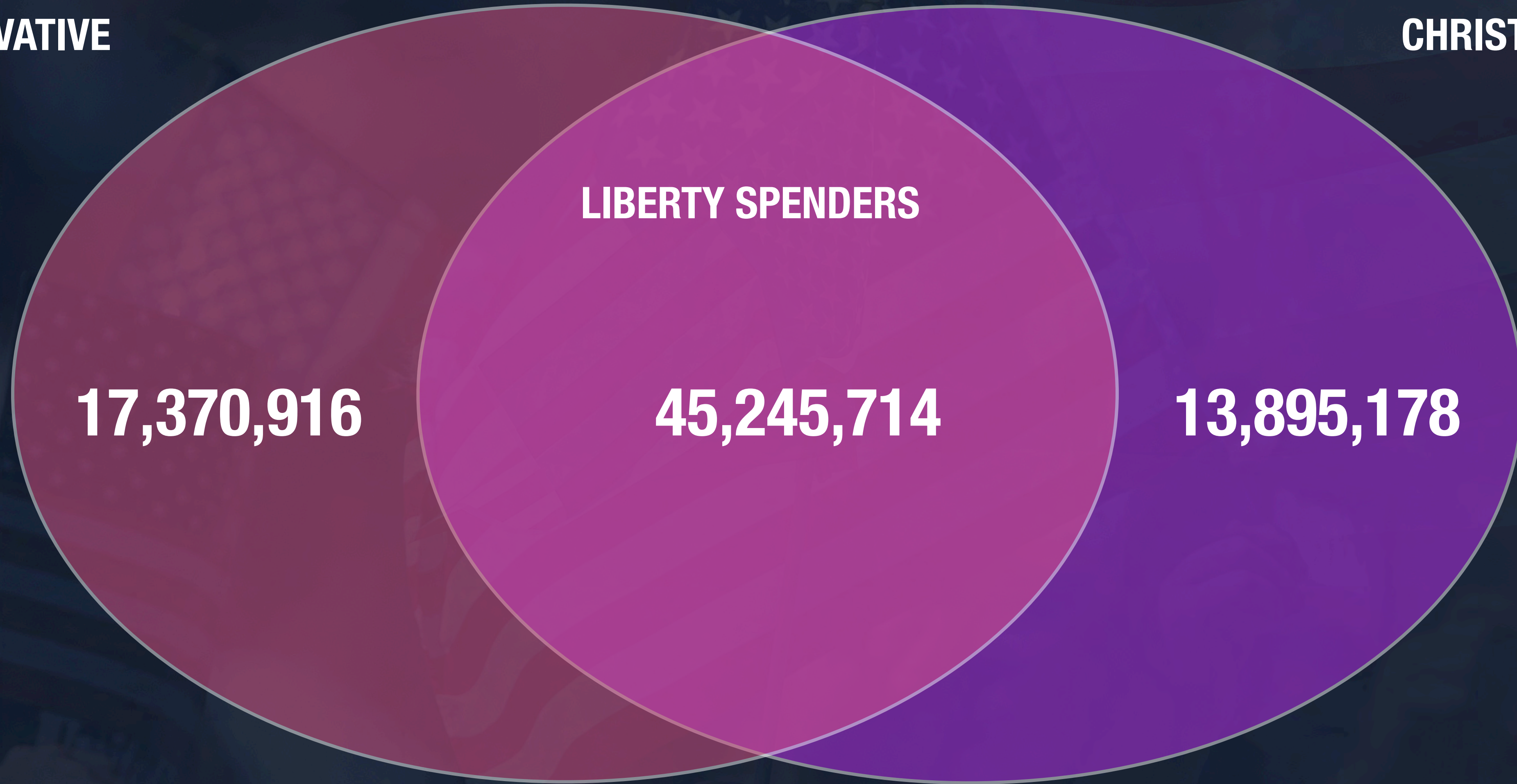
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Conservative Spender vs Christian Spender

CONSERVATIVE

CHRISTIAN



76,511,808 FIT INTO EITHER



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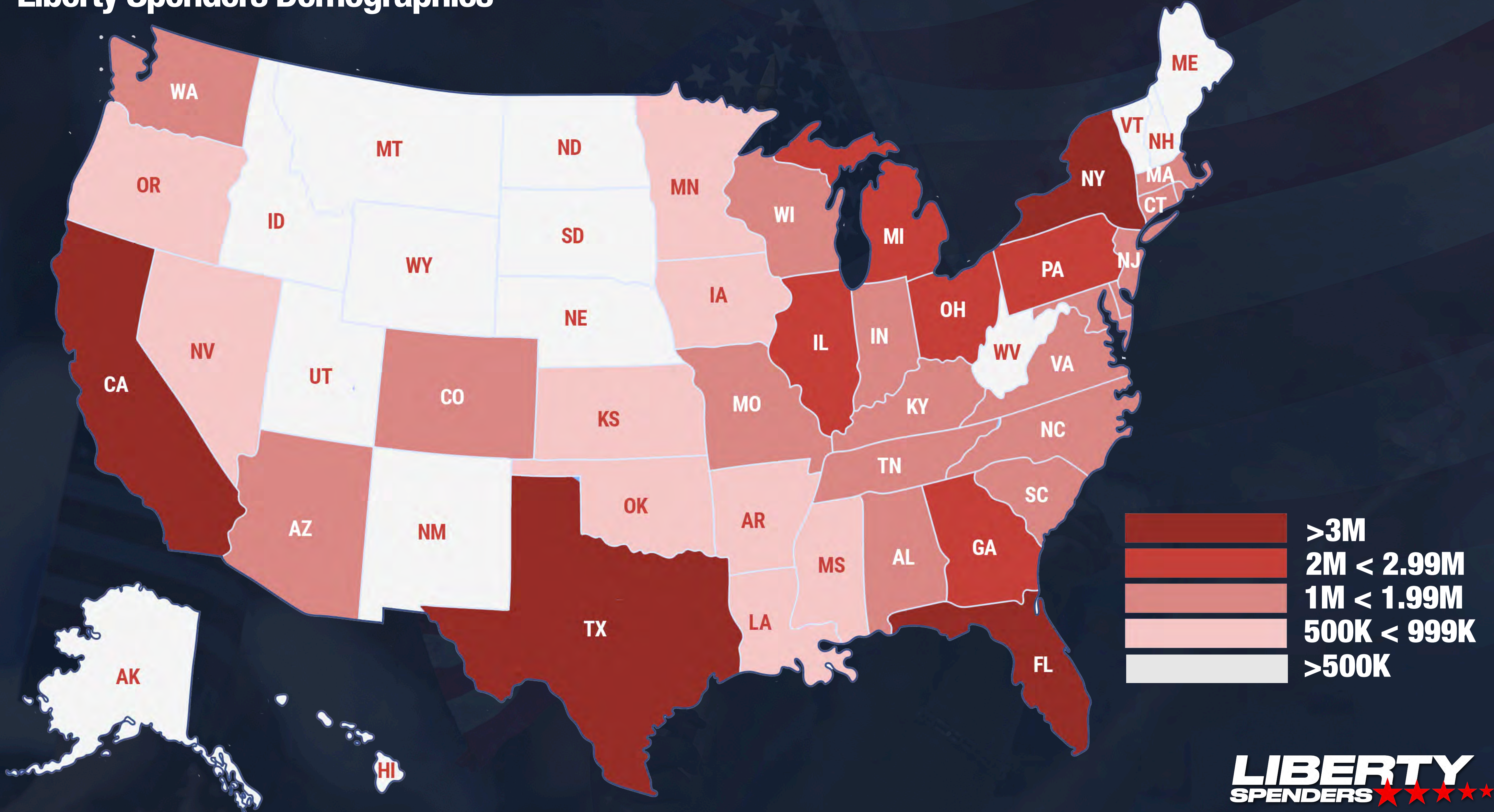
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DEMOGRAPHICS





Liberty Spenders Demographics





Liberty Spender Demographics / State vs. Universes

State	Conservative Spender	"Super" Conservative Spender	Christian Spender	"Super" Christian Spender
AK	139,598	64,118	188,685	122,720
AL	1,370,668	567,652	1,164,356	523,703
AR	592,654	274,574	554,591	252,242
AZ	1,254,294	541,558	1,217,175	551,586
CA	5,120,877	2,358,100	4,930,269	2,378,881
CO	1,081,967	472,654	990,886	441,052
CT	638,941	299,842	544,383	256,714
DC	155,153	69,291	150,071	77,871
DE	201,139	85,451	218,208	86,314
FL	4,404,579	1,985,207	4,293,373	2,004,336
GA	2,465,091	1,046,280	2,316,408	1,167,263
HI	171,907	113,154	164,730	109,908
IA	583,519	269,426	569,286	250,148
ID	311,575	143,200	278,700	135,677
IL	2,446,604	1,059,314	2,271,622	1,022,598
IN	1,413,062	585,517	1,315,301	613,647
KS	536,864	277,888	573,840	233,673
KY	1,062,831	491,878	1,077,273	468,838
LA	929,366	442,787	867,542	408,932
MA	1,301,400	594,934	1,064,785	485,123
MD	1,087,741	541,384	1,019,082	487,097
ME	293,891	127,823	254,976	128,408
MI	2,445,738	1,037,020	2,157,184	1,004,457
MN	824,567	370,948	749,658	362,366
MO	1,350,771	556,050	1,187,265	530,471
MS	751,032	401,278	700,702	382,505
MT	202,104	93,824	192,853	97,701

State	Conservative Spender	"Super" Conservative Spender	Christian Spender	"Super" Christian Spender
NC	1,926,879	830,972	2,072,087	940,472
ND	167,394	70,377	158,815	71,115
NE	387,328	186,052	370,235	147,737
NH	276,560	115,333	197,732	89,694
NJ	1,832,843	874,882	1,551,847	705,051
NM	328,512	156,837	330,675	174,756
NV	665,621	282,285	637,249	258,043
NY	3,161,052	1,577,353	3,203,991	1,439,467
OH	2,537,929	1,218,506	2,352,624	991,044
OK	678,467	330,170	764,434	321,078
OR	874,681	370,307	818,886	411,736
PA	2,336,129	1,019,283	2,399,124	1,044,858
RI	223,445	103,962	196,154	79,834
SC	1,344,270	552,800	1,214,763	621,006
SD	187,991	92,883	200,287	81,642
TN	1,567,445	762,411	1,519,658	848,754
TX	5,555,897	2,652,830	5,242,342	2,451,795
UT	414,123	205,164	349,761	173,535
VA	1,693,652	733,981	1,694,499	785,759
VT	124,223	54,914	97,847	49,787
WA	1,251,965	515,514	1,152,354	576,246
WI	1,444,530	541,277	1,169,115	545,208
WV	399,811	243,301	349,568	190,618
WY	97,950	49,315	83,641	37,212

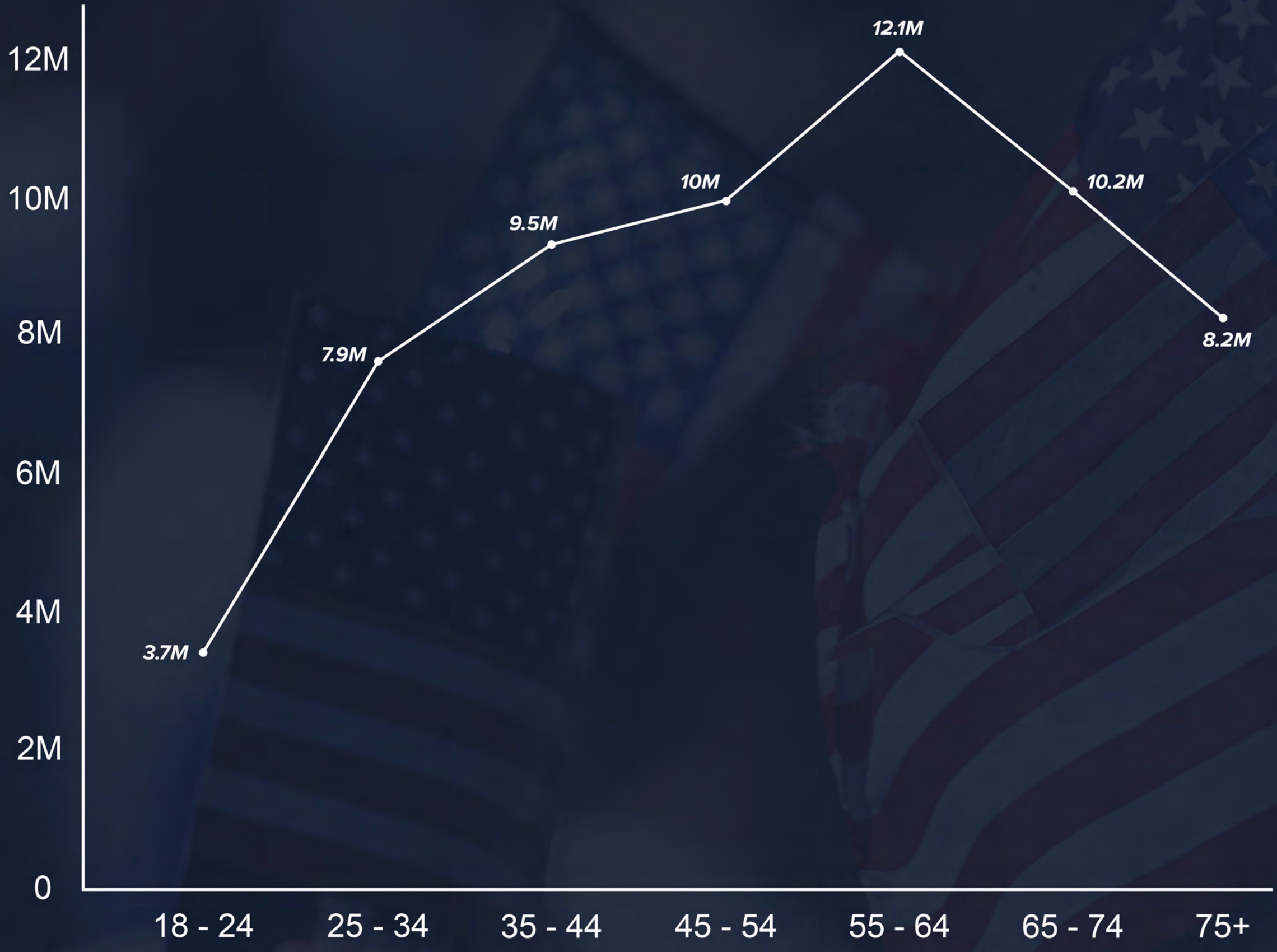




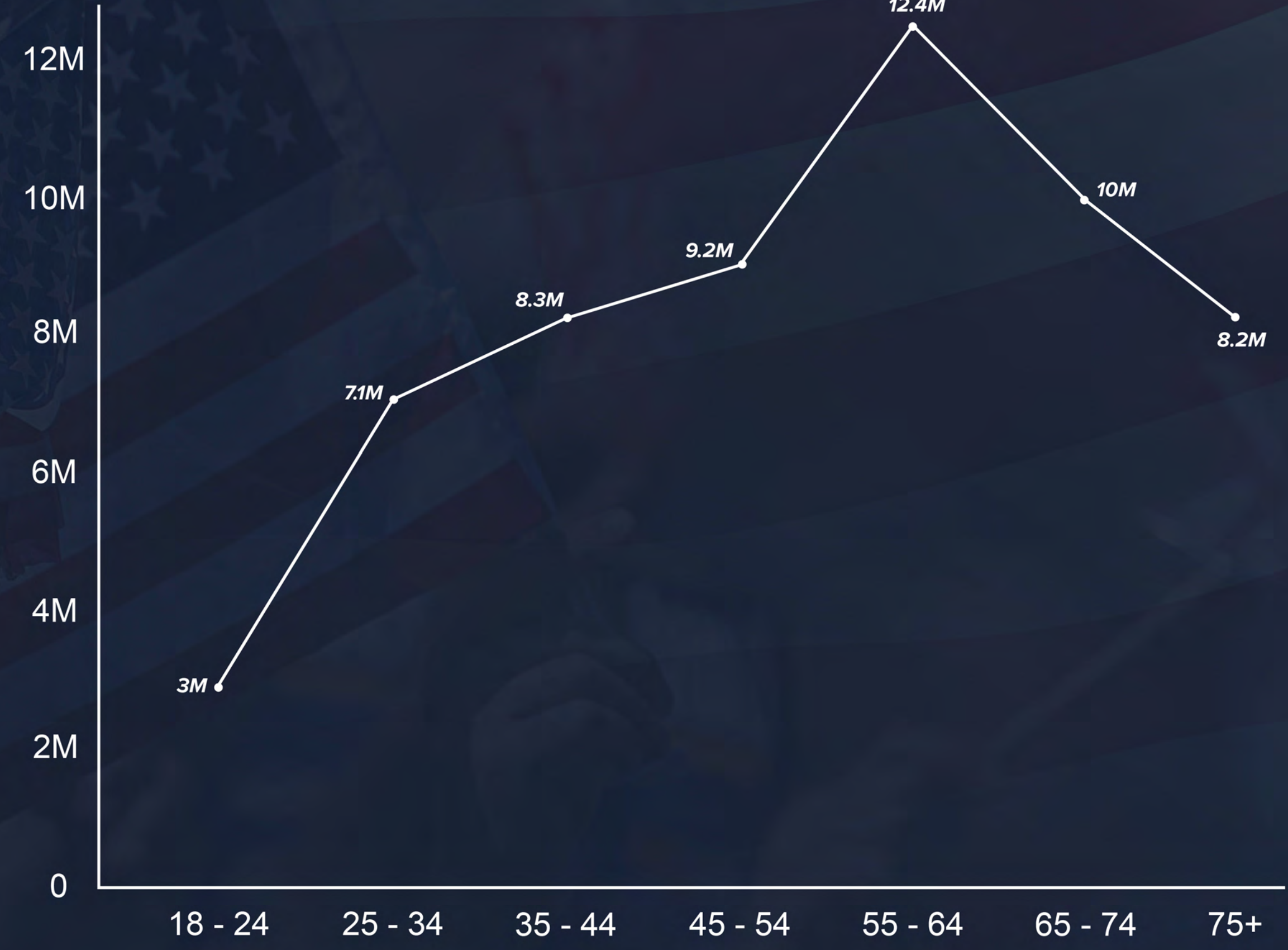
Liberty Spender Demographics / Age, Gender, Race vs. Universes

Demo	Level	Conservative Spender	“Super” Conservative Spender	Christian Spender	“Super” Christian Spender
Age	18-24	3,763,935	1,447,262	3,032,783	1,226,064
	25-34	7,973,983	3,490,172	7,139,822	3,042,236
	35-44	9,530,839	4,667,978	8,390,546	3,766,355
	45-54	10,077,896	4,895,165	9,262,771	4,360,289
	55-64	12,101,368	5,681,918	12,499,753	6,326,834
	65-74	10,202,680	4,497,242	10,087,414	4,805,369
	75+	8,251,096	3,460,572	8,273,098	3,904,666
Gender	F	29,518,501	12,913,483	29,694,545	14,029,673
	M	32,941,400	15,429,685	29,309,720	13,528,401
	U	125,322	54,937	105,834	48,407
Race	Asian	1,994,236	811,462	1,878,673	826,614
	Black	4,721,339	2,177,588	6,546,800	2,865,821
	Hispanic	6,324,954	3,028,649	7,001,949	3,248,591
	Other	2,991,523	1,389,009	2,942,309	1,390,571
	White	46,553,171	20,991,397	40,740,368	19,274,884

Age

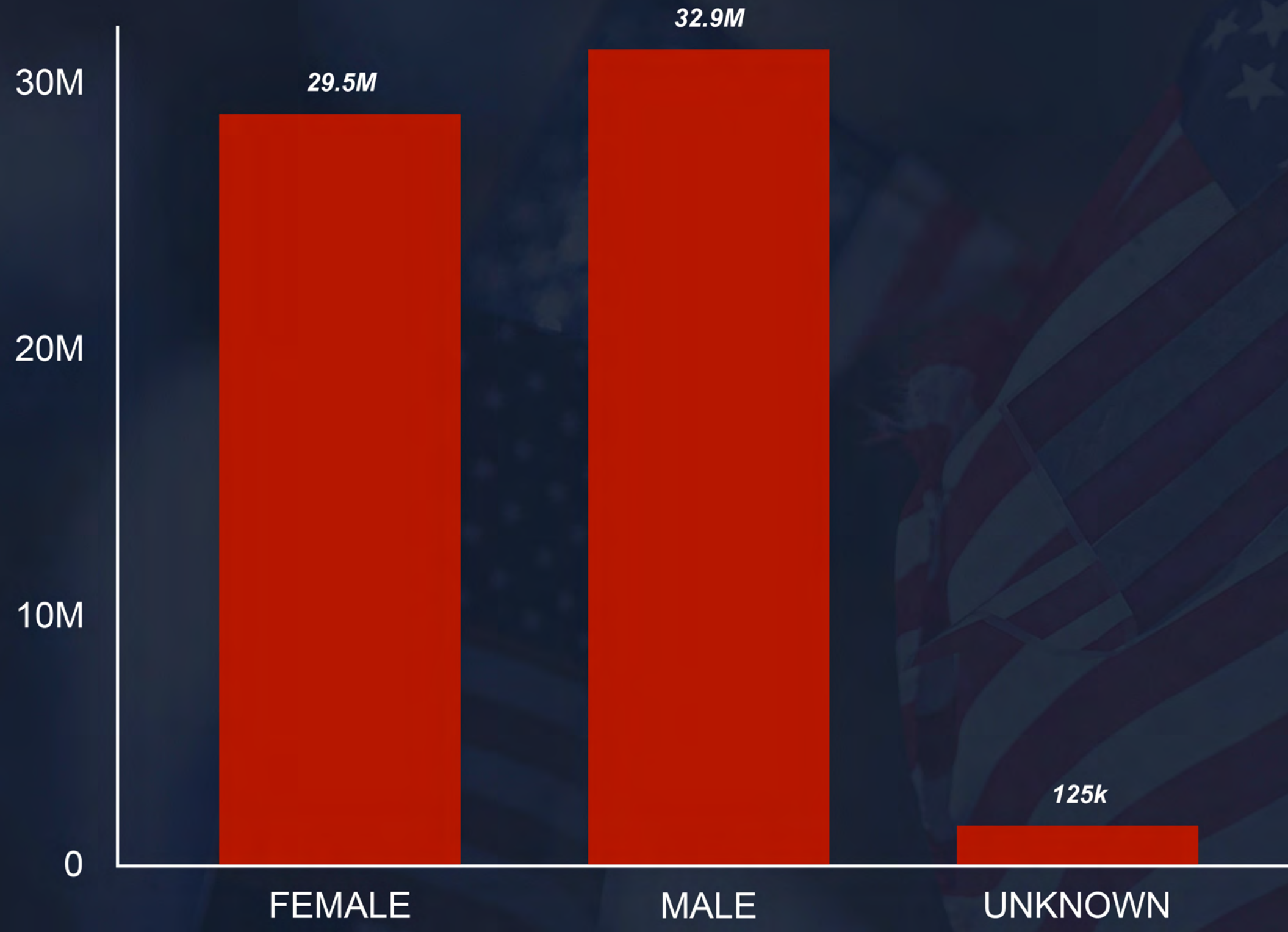


Conservative Spenders

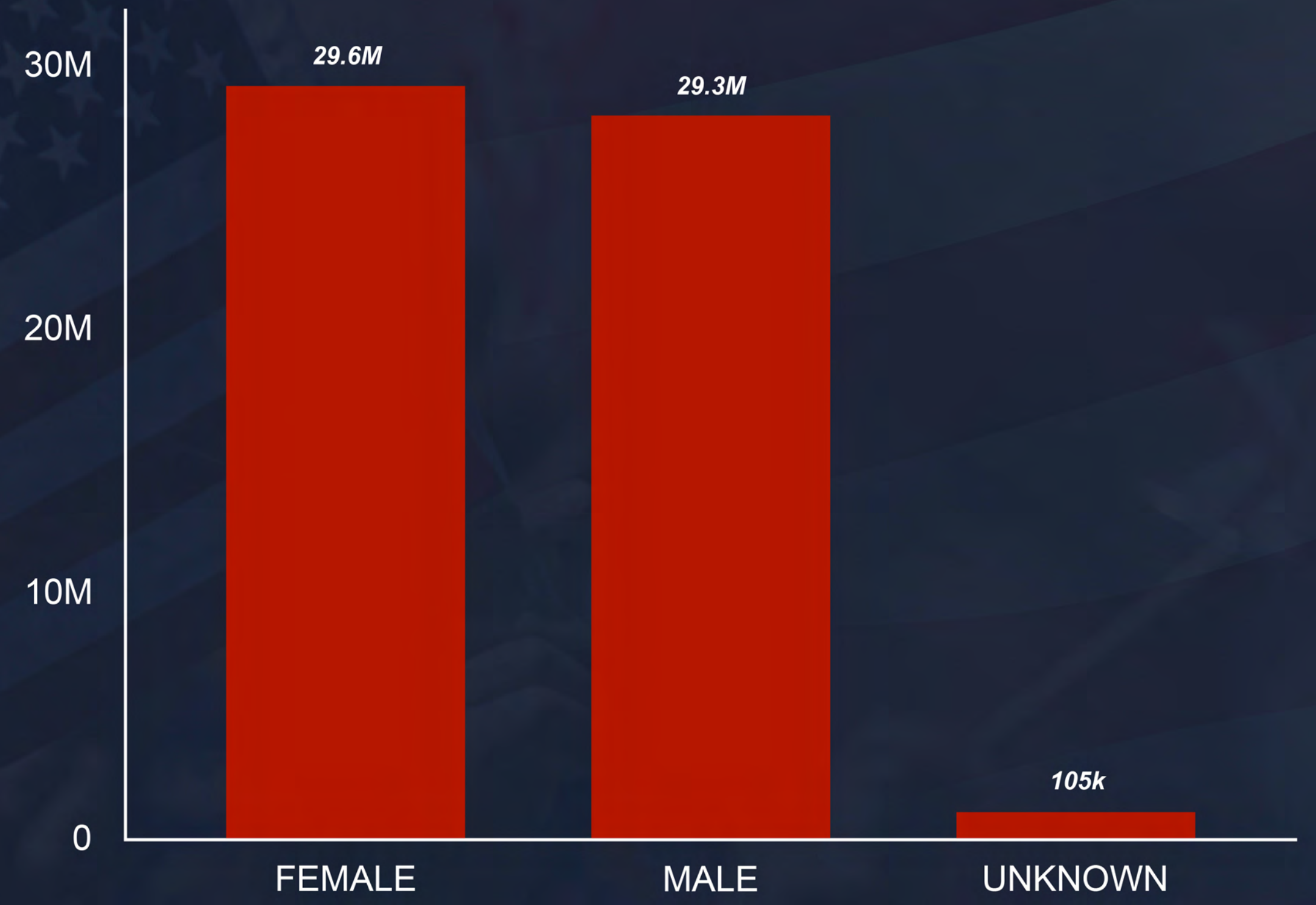


Christian Spenders

Gender

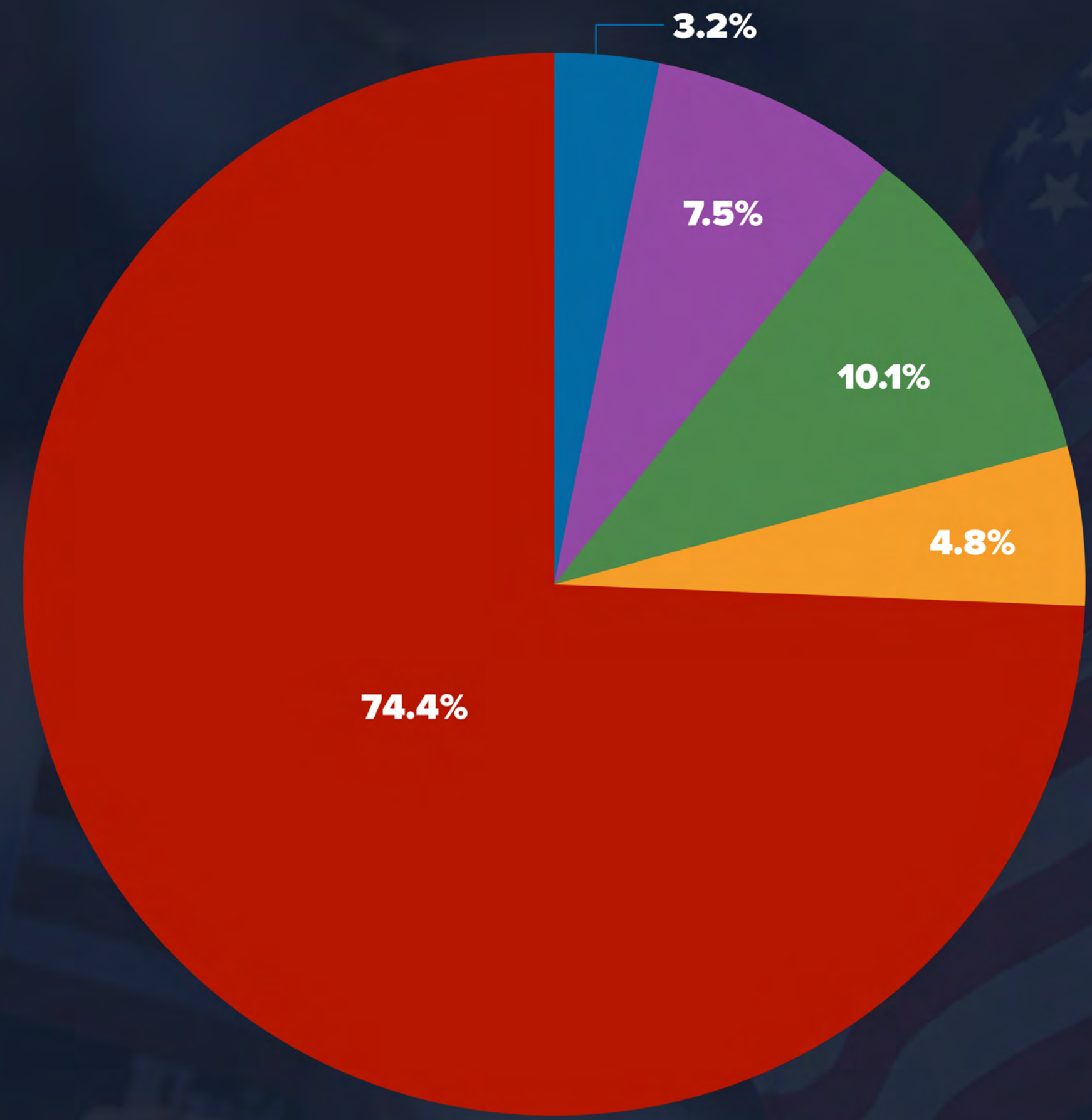


Conservative Spenders



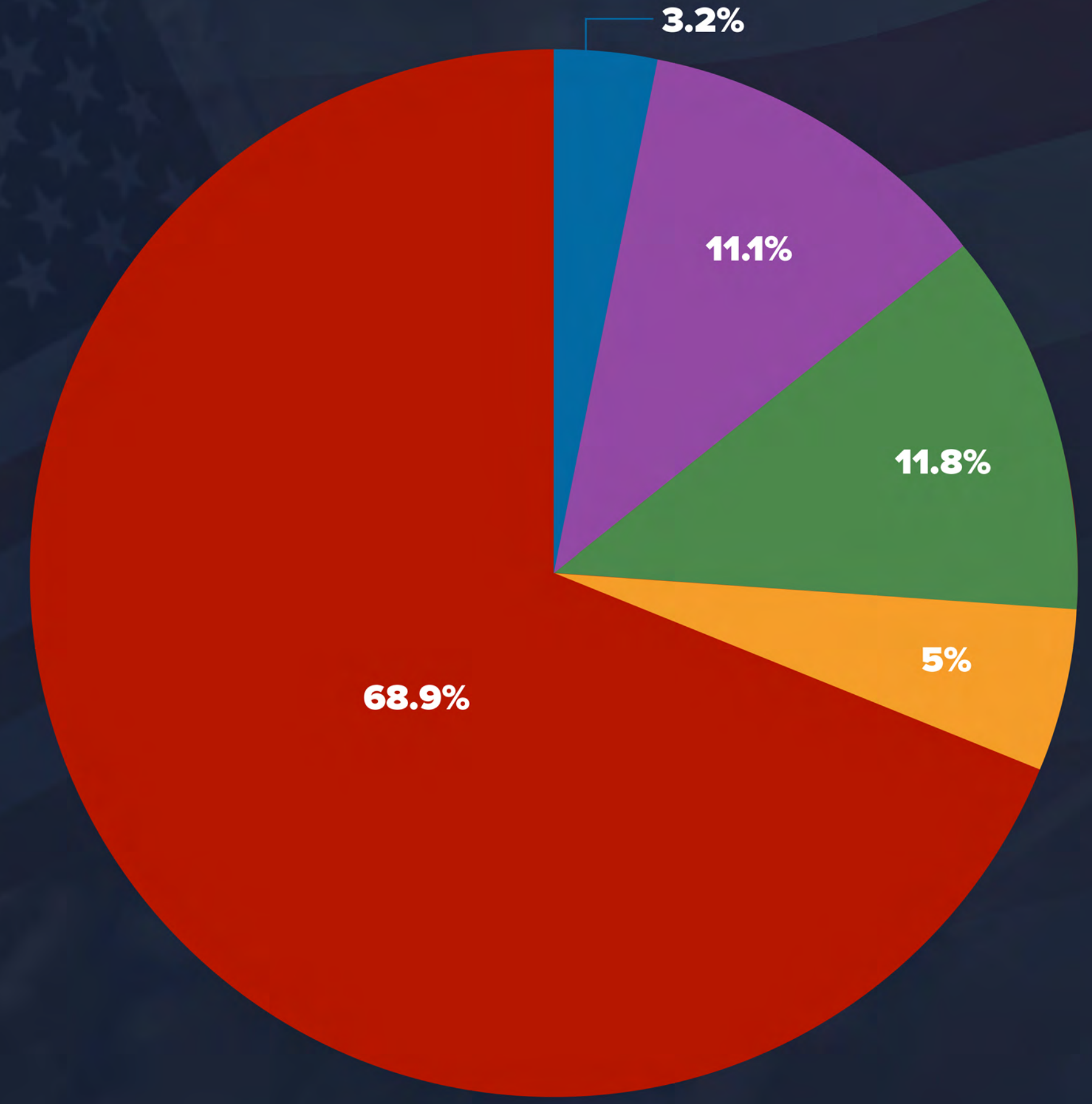
Christian Spenders

Race



Conservative Spenders

- ASIAN
- BLACK
- HISPANIC
- OTHER
- WHITE



Christian Spenders

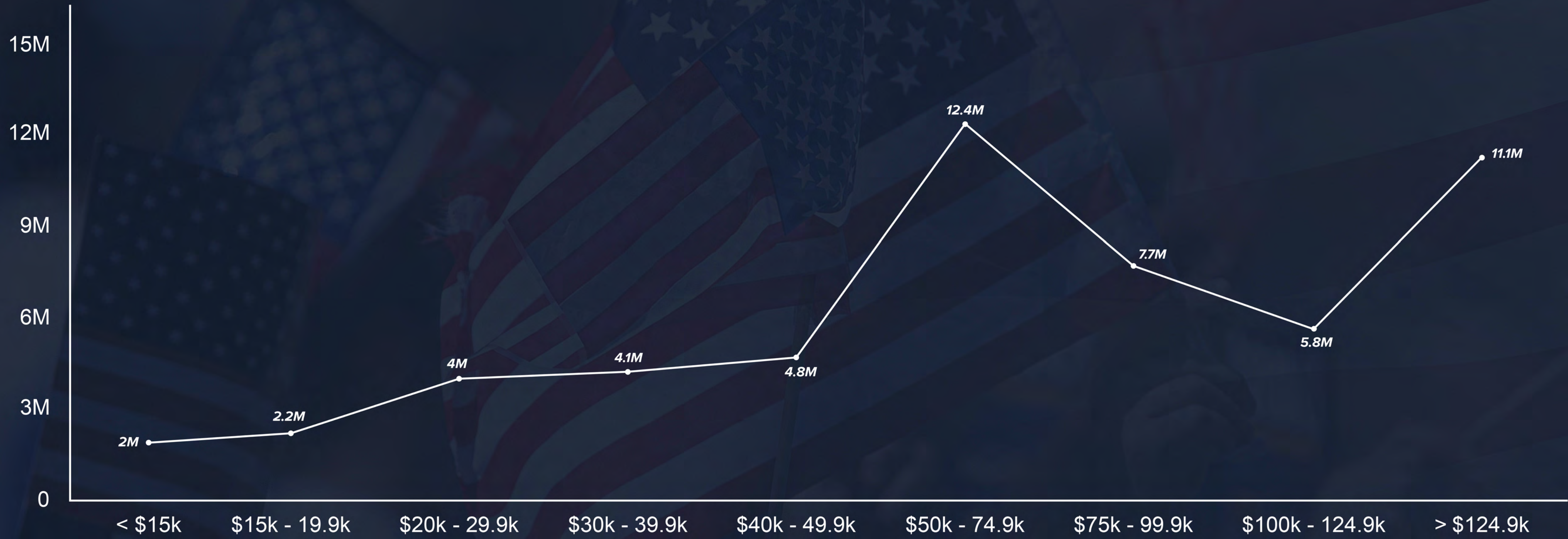


Liberty Spender Demographics / Modeled Household Income and Parent vs. Universes

Demo	Level	Conservative Spender	“Super” Conservative Spender	Christian Spender	“Super” Christian Spender
Modeled Household Income	Less than \$15000	1,784,891	736,961	2,043,127	793,973
	\$15000 - \$19999	1,981,881	878,281	2,232,621	1,078,313
	\$20000 - \$29999	3,731,603	1,815,838	4,060,580	2,091,925
	\$30000 - \$39999	3,816,794	1,643,630	4,172,642	1,988,955
	\$40000 - \$49999	4,382,682	1,813,740	4,819,967	2,396,039
	\$50000 - \$74999	11,413,888	5,693,893	12,456,361	6,833,214
	\$75000 - \$99999	8,574,609	3,848,479	7,711,861	3,345,187
	\$100000 - \$124999	7,074,643	3,682,232	5,896,359	2,733,744
	Greater than \$124999	15,125,225	6,246,995	11,149,209	4,204,697
Modeled Parent	Yes	16,175,749	6,919,438	15,785,626	7,082,438



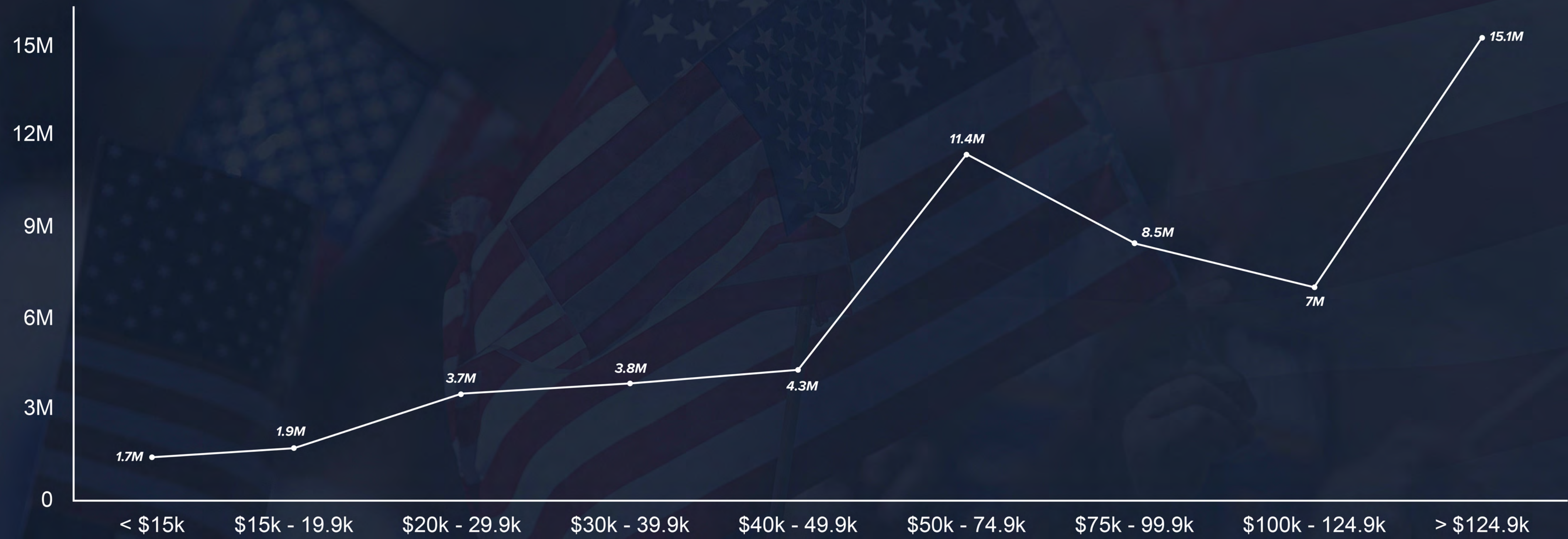
Household Income



Christian Spenders



Household Income

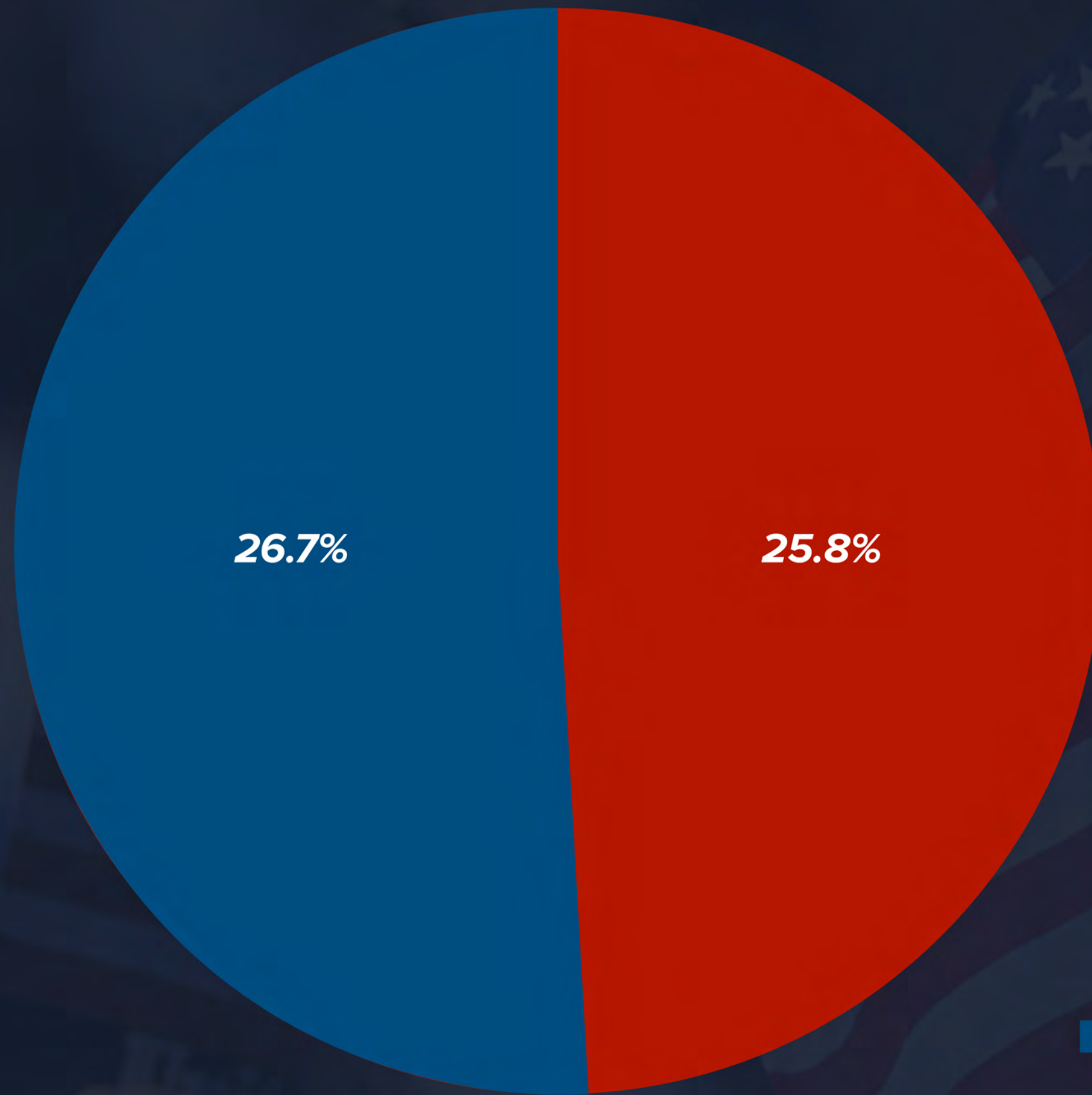


Conservative Spenders

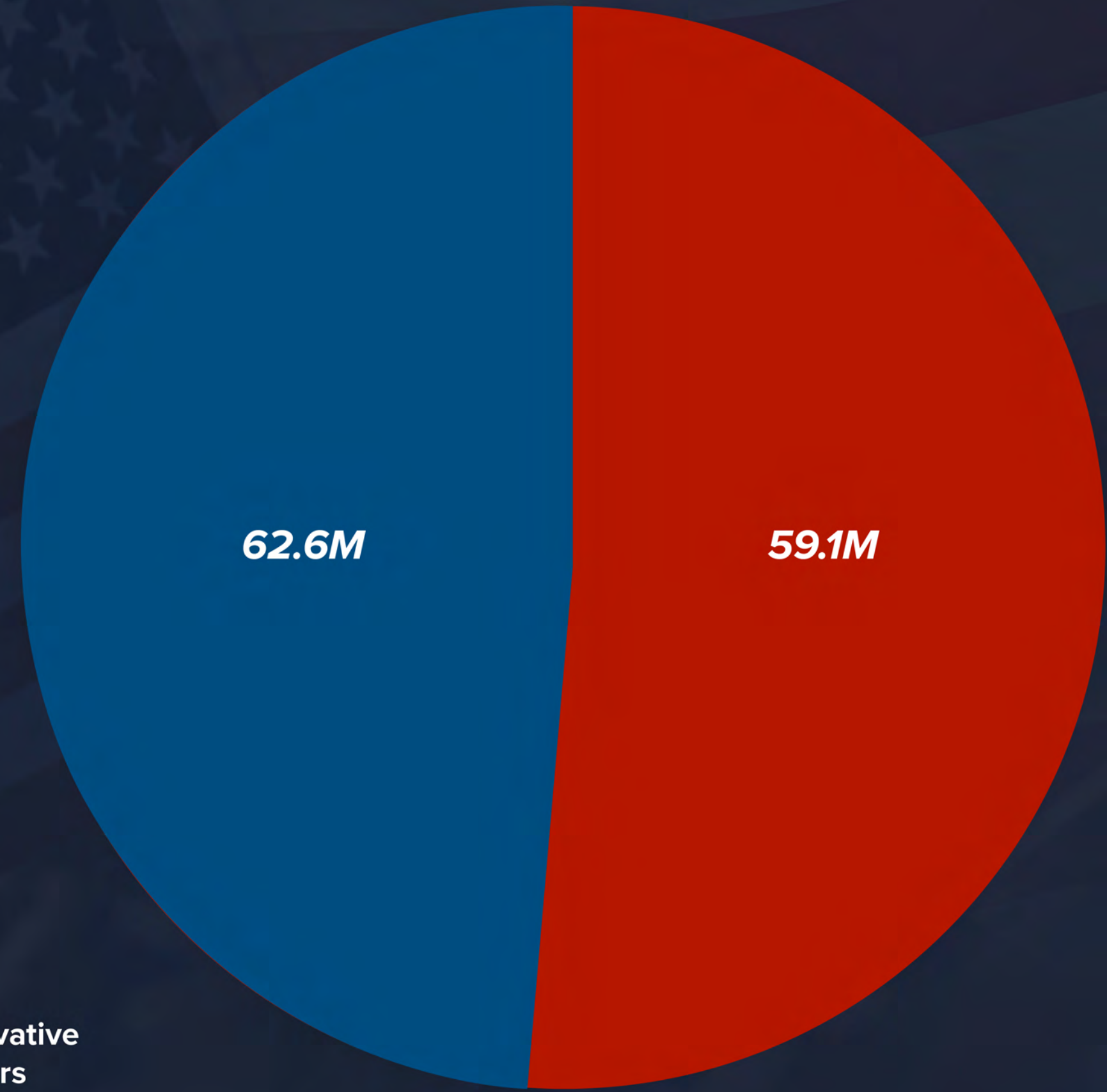


Parents With Children Under 18 Years Old

MODELED PARENT



VS



■ Christian Spenders ■ Conservative Spenders

Percentage

Universes

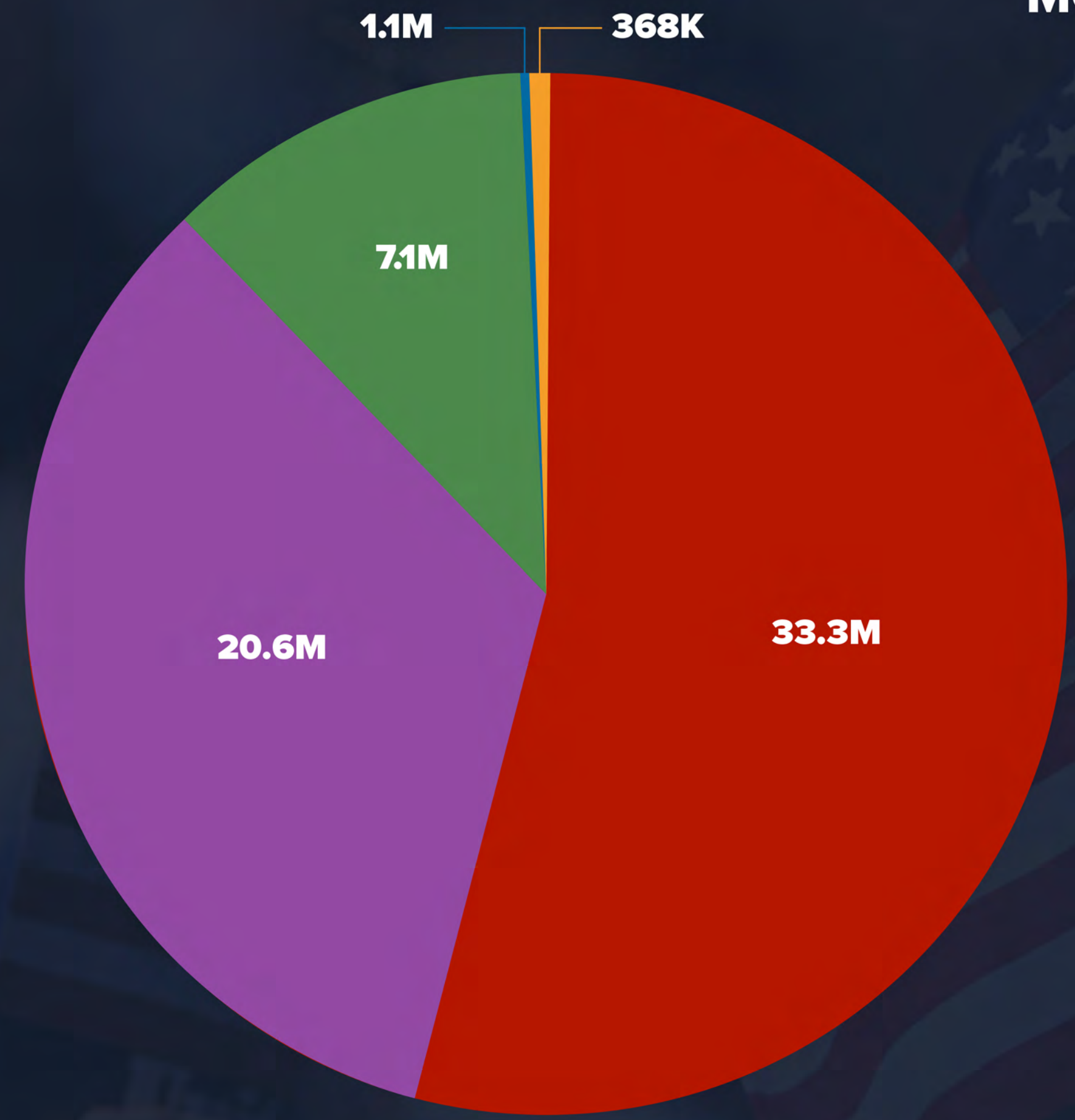


Liberty Spender Demographics / Modeled Party and Voter Frequency vs. Universes

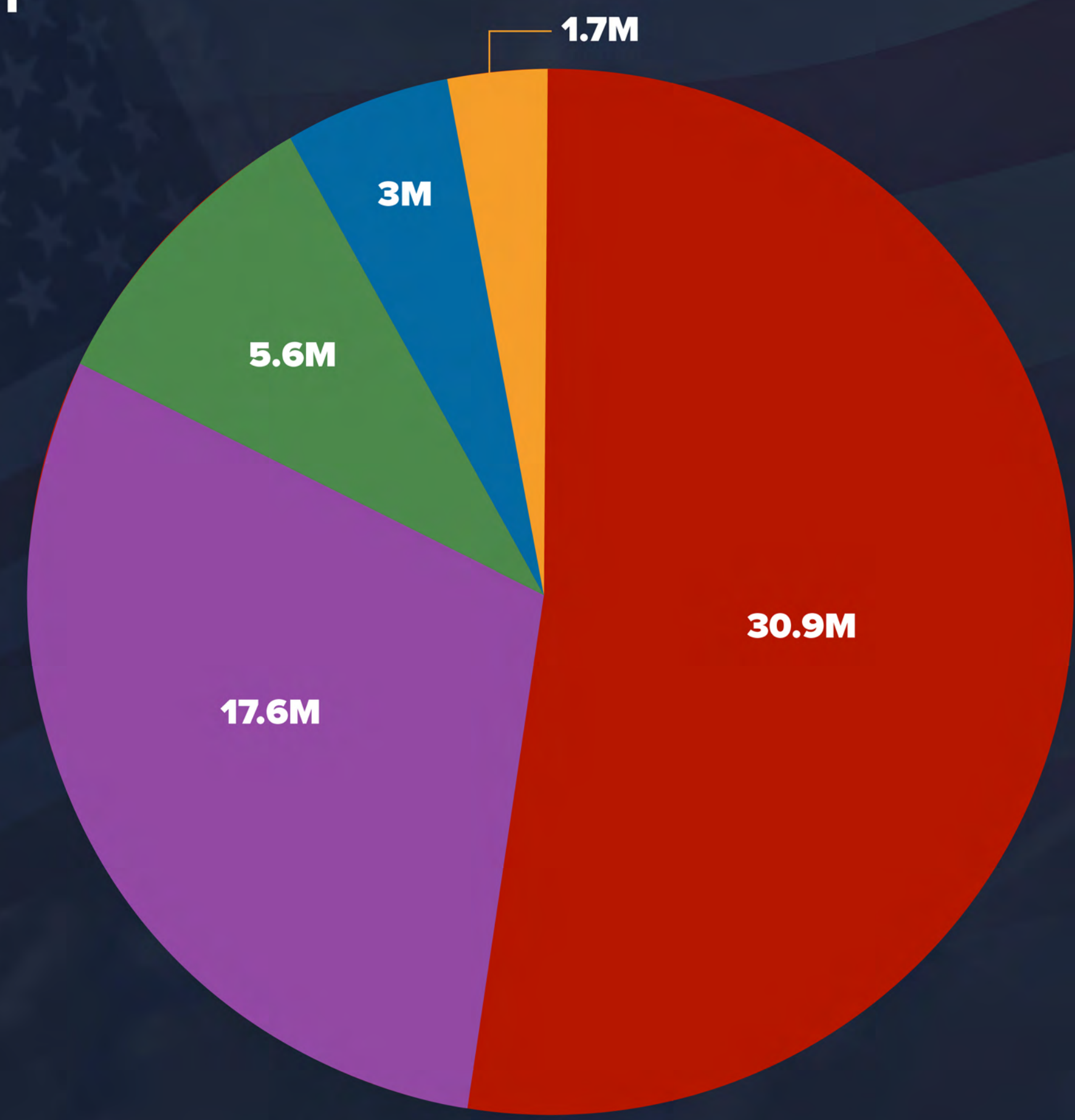
Demo	Level	Conservative Spender	"Super" Conservative Spender	Christian Spender	"Super" Christian Spender
Modeled Party	Strong Republican	33,306,567	17,091,745	30,970,730	16,286,188
	Weak Republican	20,667,102	9,789,637	17,644,816	8,761,472
	Independent	7,111,871	1,292,101	5,693,862	1,448,278
	Weak Democrat	1,131,066	189,559	3,063,329	780,111
	Strong Democrat	368,617	35,063	1,737,362	330,432
Voter Frequency in Last Four General	0	13,166,640	5,388,039	12,103,558	5,301,098
	1	8,887,346	3,789,038	8,064,411	3,599,501
	2	8,465,649	3,823,059	7,957,354	3,630,352
	3	9,123,565	4,267,976	8,962,589	4,256,952
	4	22,942,023	11,129,993	22,022,187	10,818,578
Total	Registered Voters	62,616,630	28,411,861	59,140,892	27,620,678

Party Affiliation

MODELED PARTY



Conservative Spenders



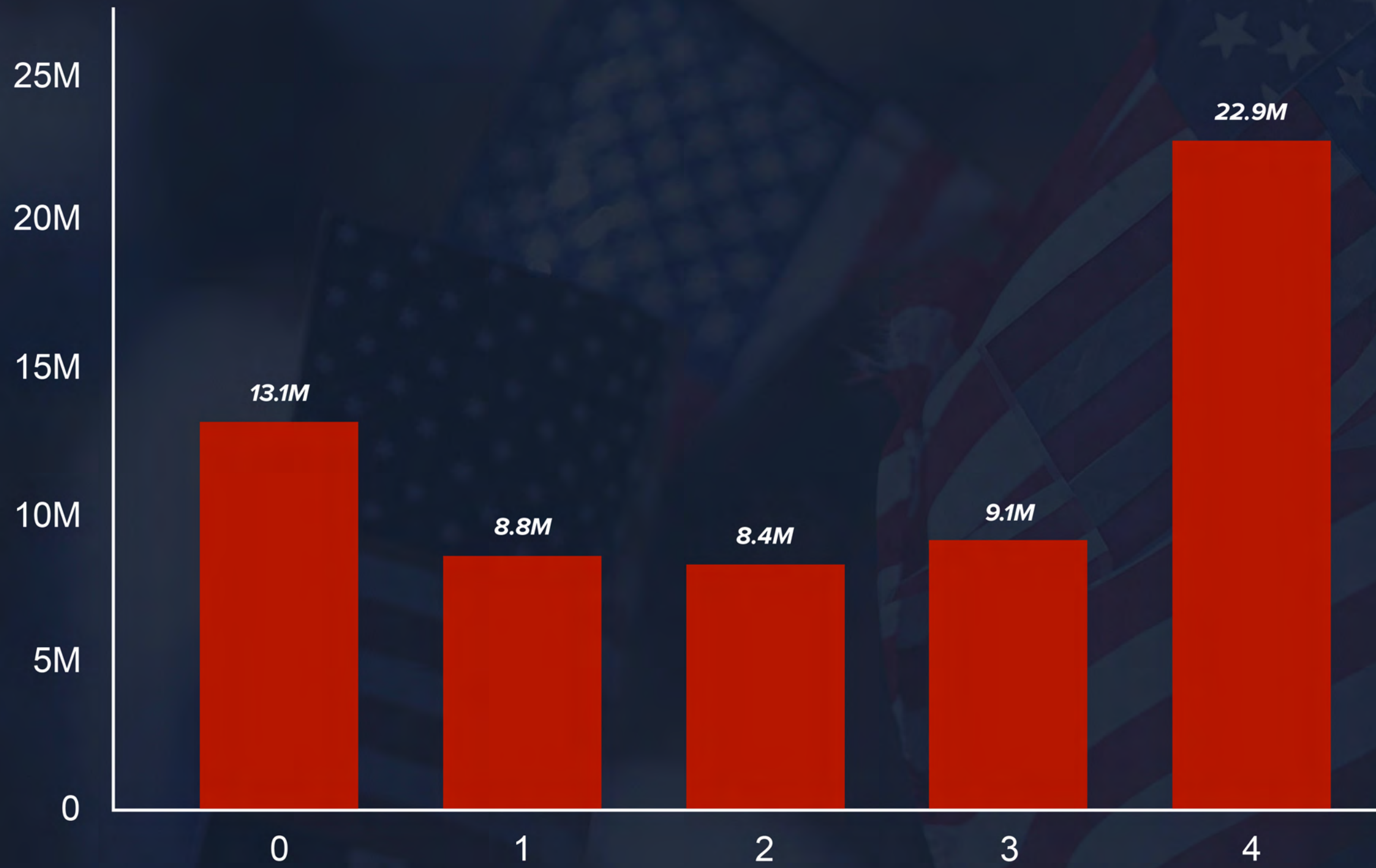
Christian Spenders

- STRONG REPUBLICAN
- WEAK REPUBLICAN
- INDEPENDENT
- WEAK DEMOCRAT
- STRONG DEMOCRAT

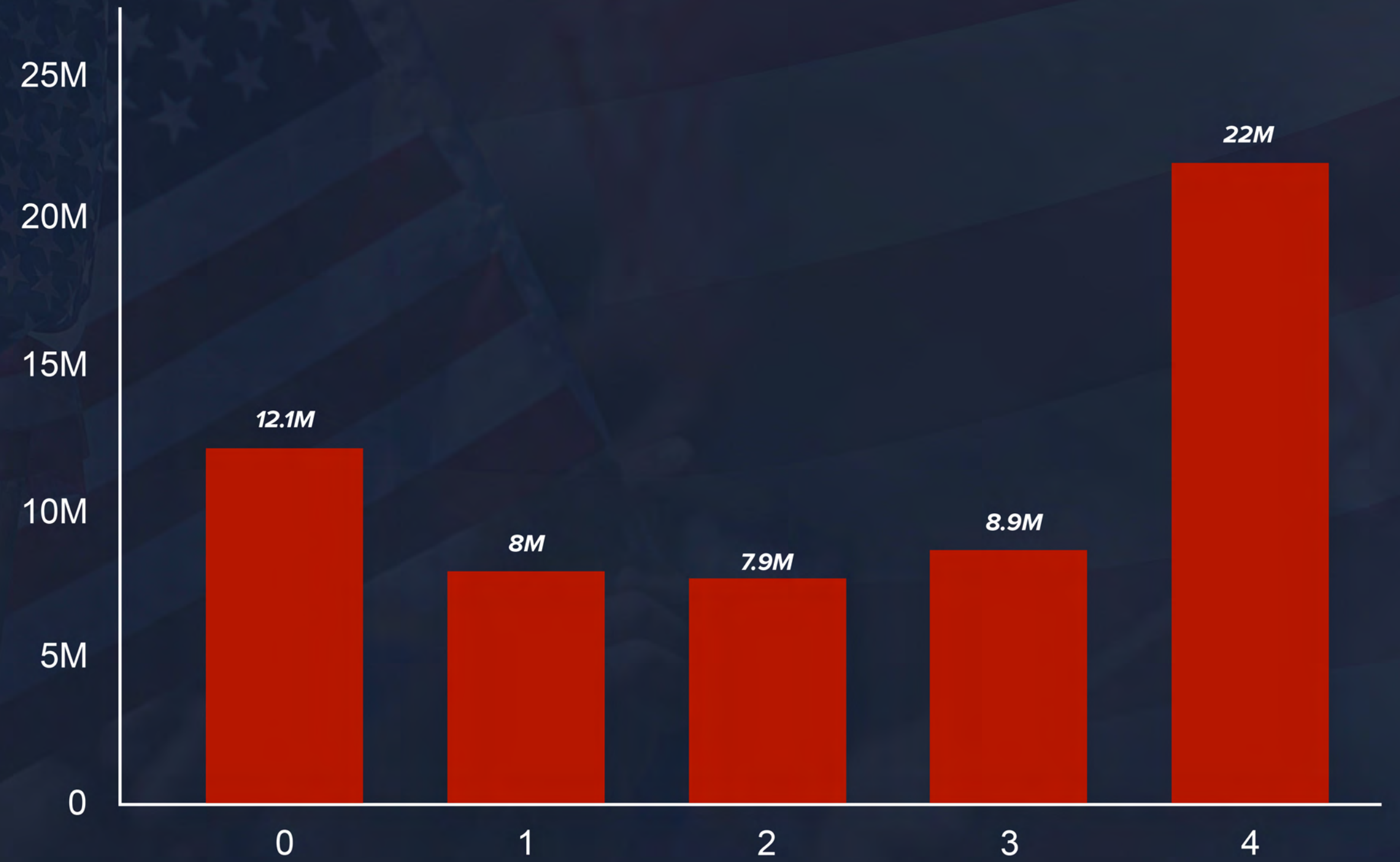


Voting Frequency

FREQUENCY VOTER



Conservative Spenders



Christian Spenders



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CONSUMER VARIABLE

CONSUMER & INTEREST DATA TO FIND
YOUR IDEAL CUSTOMER



Universe Overlaps / Consumer Variable vs. Universes

Universe	Conservative Spender	"Super" Conservative Spender	Christian Spender	"Super" Christian Spender
Homeowner	40,801,540	18,208,785	39,683,035	18,125,453
Cat Owner	3,359,613	1,464,115	3,492,893	1,697,940
Dog Owner	5,274,004	2,503,325	4,641,644	2,166,027
Pet Owner	8,998,178	4,241,411	8,183,993	3,850,954
Book Music Interest	26,276,633	11,510,413	25,592,795	11,876,501
Car Buff	11,942,146	5,643,091	11,870,952	5,834,235
Children Product Interest	20,680,435	8,774,977	20,092,708	9,019,958
Collectible Interest	7,556,720	3,158,458	7,913,319	3,952,968
Computer Owner	9,405,429	4,083,817	8,622,593	3,749,404
Fashion Jewelry Interest	23,912,288	10,312,497	23,342,879	10,824,933
Gardening Horticulture Interest	14,326,538	6,109,540	14,150,199	6,775,088
Golfer	5,793,204	2,357,390	4,914,930	1,970,849
Gourmet Food Wine Interest	9,245,332	3,652,906	8,881,830	3,863,265
Handcrafts Sewing Interest	11,664,265	5,271,164	11,307,798	5,541,935
Health Fitness Interest	17,402,750	7,581,161	16,507,526	7,400,293
Home Decorating Interest	16,403,297	7,206,465	15,716,716	7,470,437
Home Office Products	1,530,868	578,445	1,599,295	753,402



Universe Overlaps / Consumer Variable vs. Universes

Universe	Conservative Spender	"Super" Conservative Spender	Christian Spender	"Super" Christian Spender
Photography Enthusiast	3,243,335	1,350,520	3,069,285	1,405,055
Travel Entertainment Interest	16,710,744	7,372,881	15,966,478	7,296,017
Hunting	28,945,214	13,717,494	25,037,810	11,589,568
Fishing	12,347,674	6,000,746	11,347,778	5,626,679
Boating Sailing	6,680,920	3,686,249	5,568,222	2,793,708
Dieting Weight Loss	6,448,422	2,896,082	5,884,356	2,728,585
Cooking	18,274,142	7,798,134	17,442,348	8,015,443
Camping	3,472,935	1,477,160	3,157,600	1,322,297
Outdoor Enthusiast	19,689,236	9,303,375	17,980,529	8,554,681
Outdoor Activities	14,334,787	6,388,108	10,754,567	4,306,877
Gambling	1,696,310	844,112	1,651,762	827,273
Gardening	6,064,261	2,469,408	6,194,993	3,041,586
General Travel	2,911,040	1,233,934	2,750,473	1,228,491
High-end Sporting Equipment	19,830,392	9,278,797	16,310,382	6,917,850
Low-end Sporting Equipment	20,027,760	9,162,359	16,710,685	7,337,481
Professional Baseball Sports Fans	17,644,806	7,908,929	13,625,957	5,391,541
Professional Basketball Sports Fans	9,664,123	4,148,122	6,616,616	2,264,889



Universe Overlaps / Consumer Variable vs. Universes

Universe	Conservative Spender	"Super" Conservative Spender	Christian Spender	"Super" Christian Spender
Professional Football Sports Fans	12,760,004	5,804,645	9,635,833	3,709,115
Soccer Sports Fans	12,184,506	5,592,991	10,241,317	4,230,526
College Basketball Sports Fans	17,703,982	7,945,353	14,537,325	6,146,501
College Football Sports Fans	23,211,568	10,576,077	19,210,621	8,495,148
Golf Sports Fans	26,327,010	11,556,149	22,999,089	9,952,431
Tennis Sports Fans	17,036,169	7,156,058	12,945,815	4,909,832
Professional Wrestling Sports Fans	6,109,677	2,736,558	7,571,104	3,366,388
Wine Lover	19,557,895	8,161,202	18,583,086	8,195,537
Online Purchase Personal Model	16,855,323	7,456,790	13,068,893	5,152,296
Online Purchase Business Model	20,528,542	9,386,086	16,702,617	7,015,324
Mobile Internet Access Model	12,824,725	6,032,999	9,961,138	4,037,499
E-reader Model	16,285,344	7,037,318	13,390,301	5,322,773
Avid Smart Phone Users	11,033,028	5,193,719	8,910,482	3,600,300
Online Music Download	11,289,041	5,190,698	8,603,584	3,359,733



Universe Overlaps / Consumer Variable vs. Universes

Universe	Conservative Spender	"Super" Conservative Spender	Christian Spender	"Super" Christian Spender
Female Occupation Business Owner	193,490	83,871	190,593	91,585
Female Occupation Professional Technical	488,893	208,017	439,744	189,584
Female Occupation Executive Upper Management	100,012	43,732	88,656	38,143
Female Occupation Middle Management	211,094	89,519	196,638	86,664
Female Occupation White Collar	450,182	205,669	395,751	173,814
Female Occupation Blue Collar Tradesman	898,015	408,779	921,576	440,963
Female Occupation Health Services	1,035,592	469,543	943,570	422,001
Female Occupation Secretary Clerical	512,118	225,809	502,151	235,223
Female Occupation Home Maker	808,143	351,408	789,182	379,342
Female Occupation Retired	259,643	108,381	260,274	121,395
Female Occupation Military	501	210	548	266
Female Occupation Teacher	80,959	34,839	77,889	35,263
Female Occupation Nurse	2,511,890	1,140,966	2,372,907	1,080,351
Female Occupation In Home Business	42,219	17,955	41,585	19,642
Female Occupation Sales Marketing	388,592	176,458	364,438	165,451
Female Occupation Student	76,614	32,158	75,093	32,062



Universe Overlaps / Consumer Variable vs. Universes

Universe	Conservative Spender	"Super" Conservative Spender	Christian Spender	"Super" Christian Spender
Male Occupation Business Owner	410,674	173,639	407,475	196,431
Male Occupation Professional Technical	1,106,333	480,918	943,039	400,569
Male Occupation Executive Upper Management	250,876	117,154	199,997	84,451
Male Occupation Middle Management	382,387	158,955	361,861	162,053
Male Occupation White Collar	373,548	179,322	299,625	125,198
Male Occupation Blue Collar Tradesman	2,308,253	1,064,380	2,221,635	1,067,159
Male Occupation Health Services	583,300	286,414	456,877	190,994
Male Occupation Secretary Clerical	52,092	23,499	53,984	26,059
Male Occupation Home Maker	54,743	23,603	58,381	28,715
Male Occupation Retired	408,194	170,914	419,256	198,996
Male Occupation Military	1,560	655	1,581	734
Male Occupation Teacher	27,128	11,734	27,422	12,357
Male Occupation Nurse	295,223	142,406	269,538	121,232
Male Occupation In Home Business	18,411	8,149	18,492	8,924
Male Occupation Sales Marketing	573,234	254,002	471,381	197,208
Male Occupation Student	61,416	26,207	56,443	23,431

Slides 77-81
Needs a subheader at the top, like: "Can you spot your ideal customer here?"

Are you ready to access the \$5 Trillion Market of Liberty Spenders?

- If you want to build a business that reflects your values...
- If you want loyal customers who align with your mission...
- If you're ready to skyrocket your growth...

Book a call with us today.

Or go to www.LibertySpenders.com

