

LIBERTY **SPENDERS™** ★ ★ ★ ★ ★

DATA BIBLE

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What Is a Model?

Predictive modeling uses data and statistical techniques to predict customer behavior. This helps businesses make informed decisions and refine their strategies to drive sales.

The Ultimate Model for Conviction-Driven Marketing™

Our Liberty Spenders™ predictive model comprises 76.5 million Conservative and Christian American consumers—a \$5 trillion market value, who are more likely to purchase products or services from a business once they become aware that their personal values and the business's values are aligned.

We use this model to create and implement Conviction-Driven Marketing™, a strategy that aligns a brand's values with the deeply held beliefs of its target audience. By connecting with consumers on a values-based level, businesses can foster genuine relationships, strengthen customer loyalty, and drive long-term engagement. Through this approach, Liberty Spenders™—who prioritize purchasing from brands that reflect their convictions—become not just loyal customers but passionate advocates for the businesses they support.

Who Are the 76.5 Million Americans Who Make Up This \$5 Trillion Opportunity?

In this Data Bible you will learn:

- WHO these conservative and faith-based consumers are
- WHERE they are located
- WHAT they buy and are interested in

Providing YOU with ideas on how your business can target and engage these high-value consumers.

Key Metrics for Conservative and Christian Consumer Segments

MODELING TOPLINES

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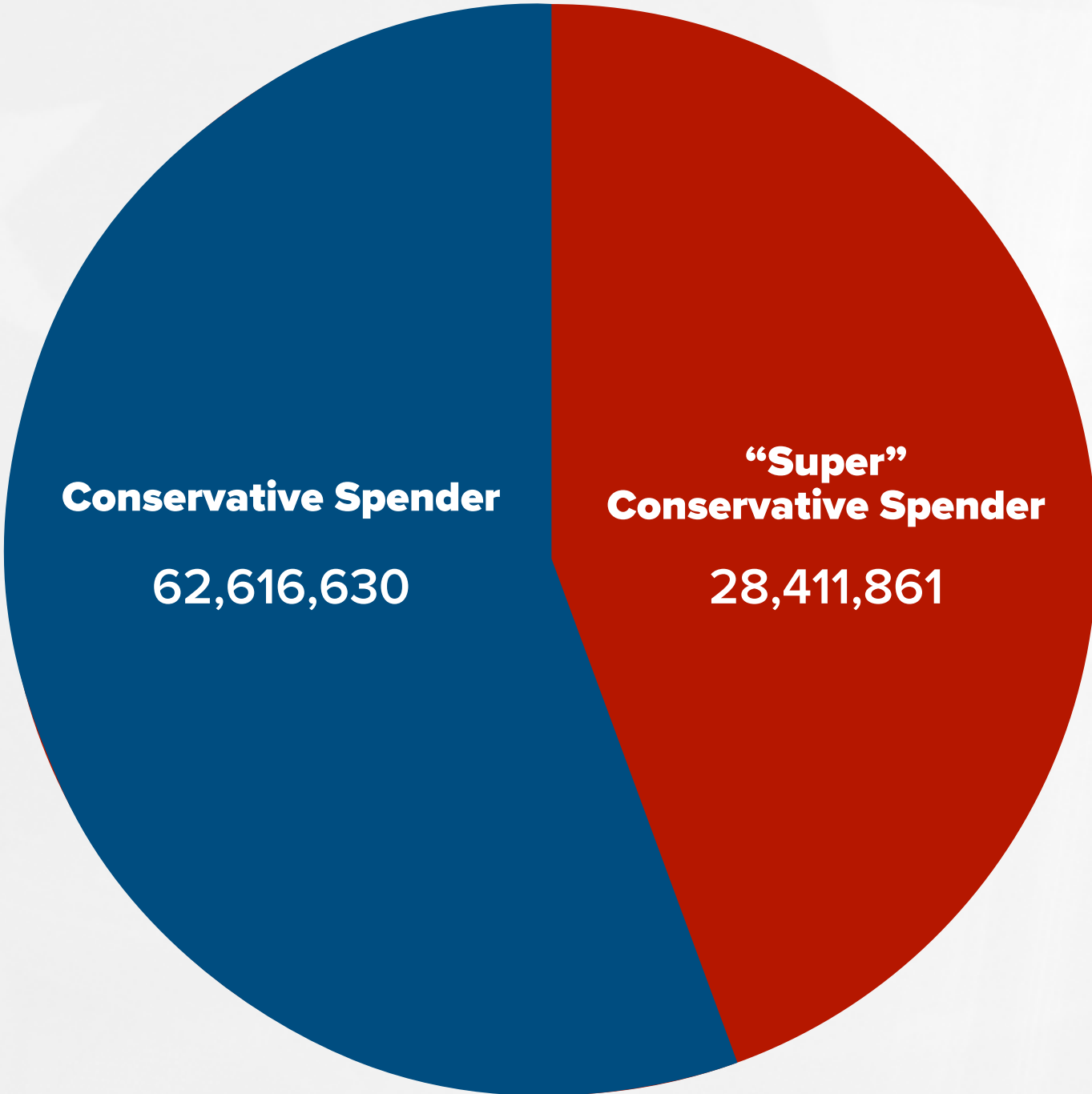


Toplines for Conservative and Christian Cohorts

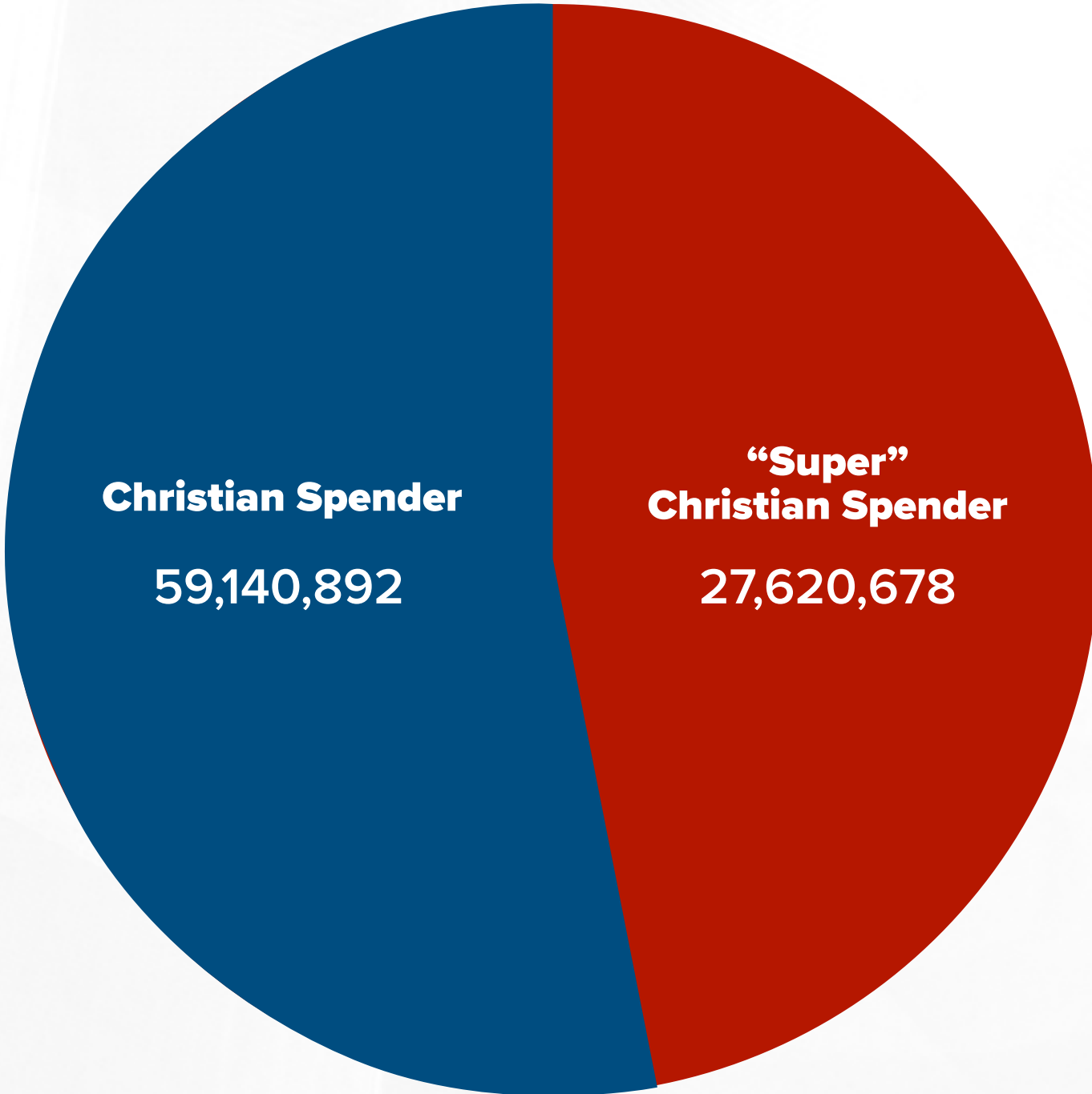
Model	Total
“Much More Likely” to buy from Conservative brands	29,579,028
“More Likely” to buy from Conservative brands	64,171,993
“Much More Likely” to buy from Christian brands	28,479,097
“More Likely” to buy from Christian brands	60,289,947

We categorize Liberty Spenders™ into Conservative and Christian Spenders to help businesses tailor their marketing strategies more effectively.

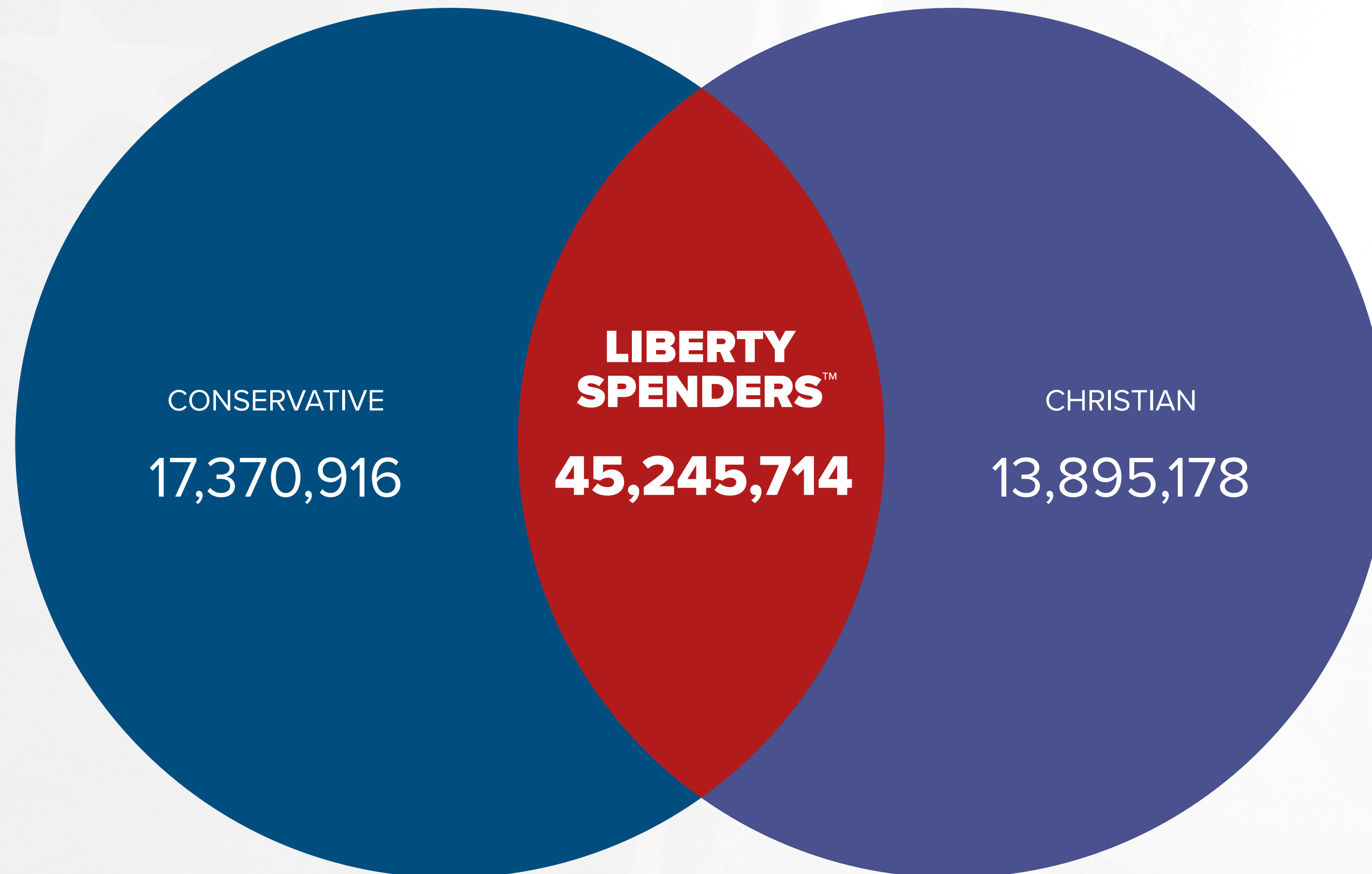
Conservative Spenders Universe



Christian Spenders Universe



Conservative Spenders and Christian Spenders Overlap



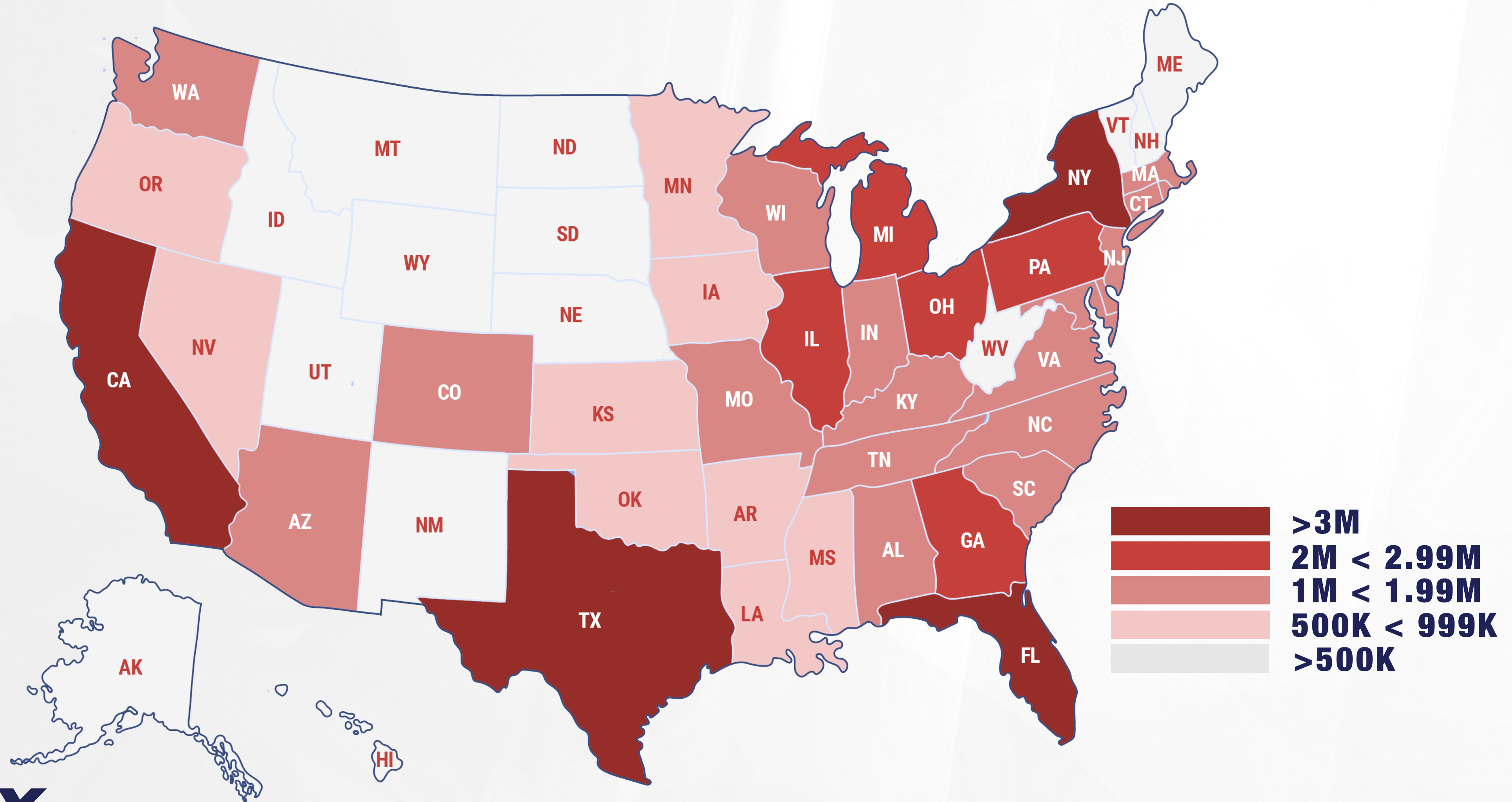
Conservative and Christian Buyer Analytics

**WHO ARE LIBERTY SPENDERS™?
EXPLORE THE DEMOGRAPHIC DATA**

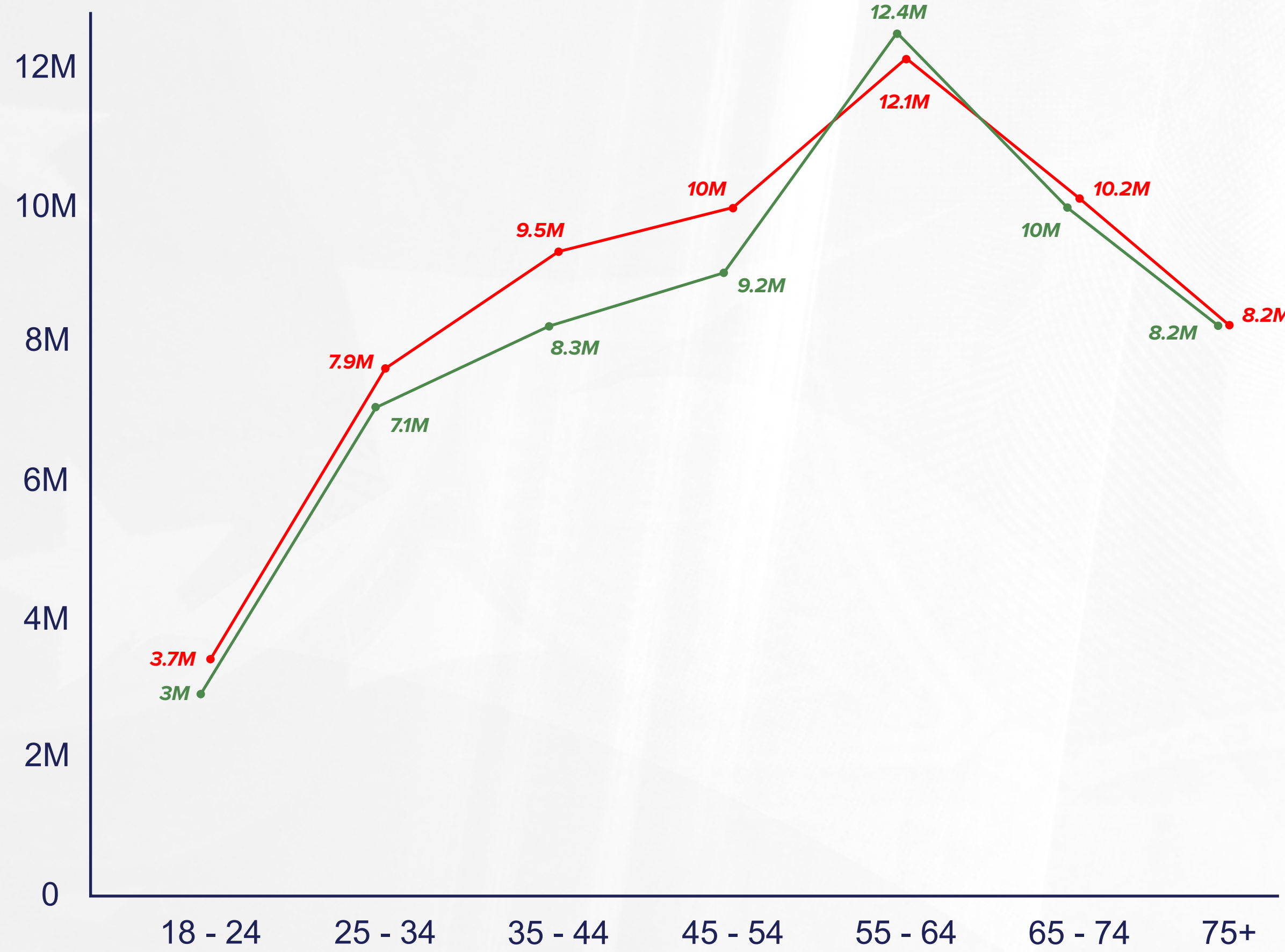
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Where Do Liberty Spenders™ Live?



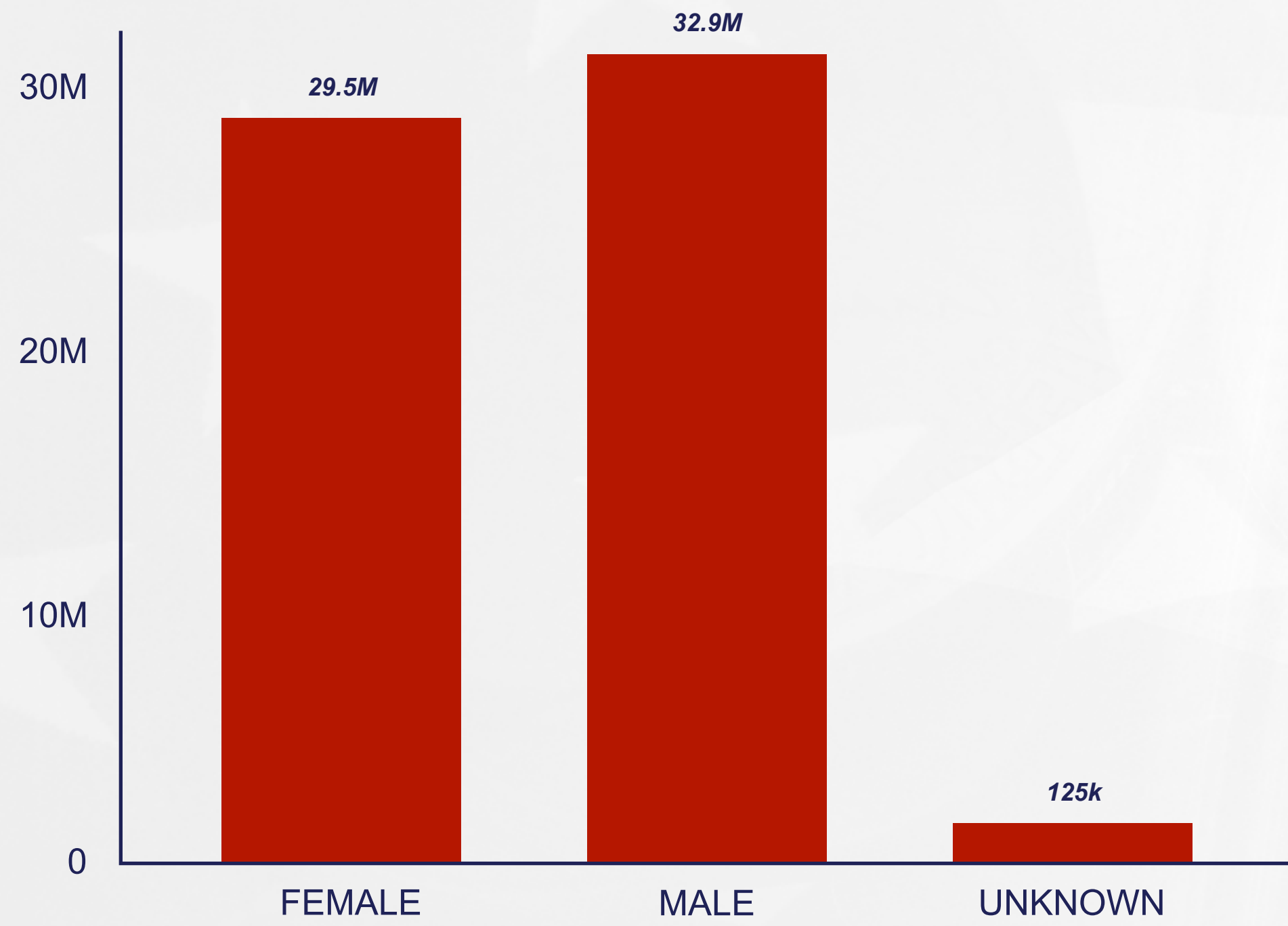
Age



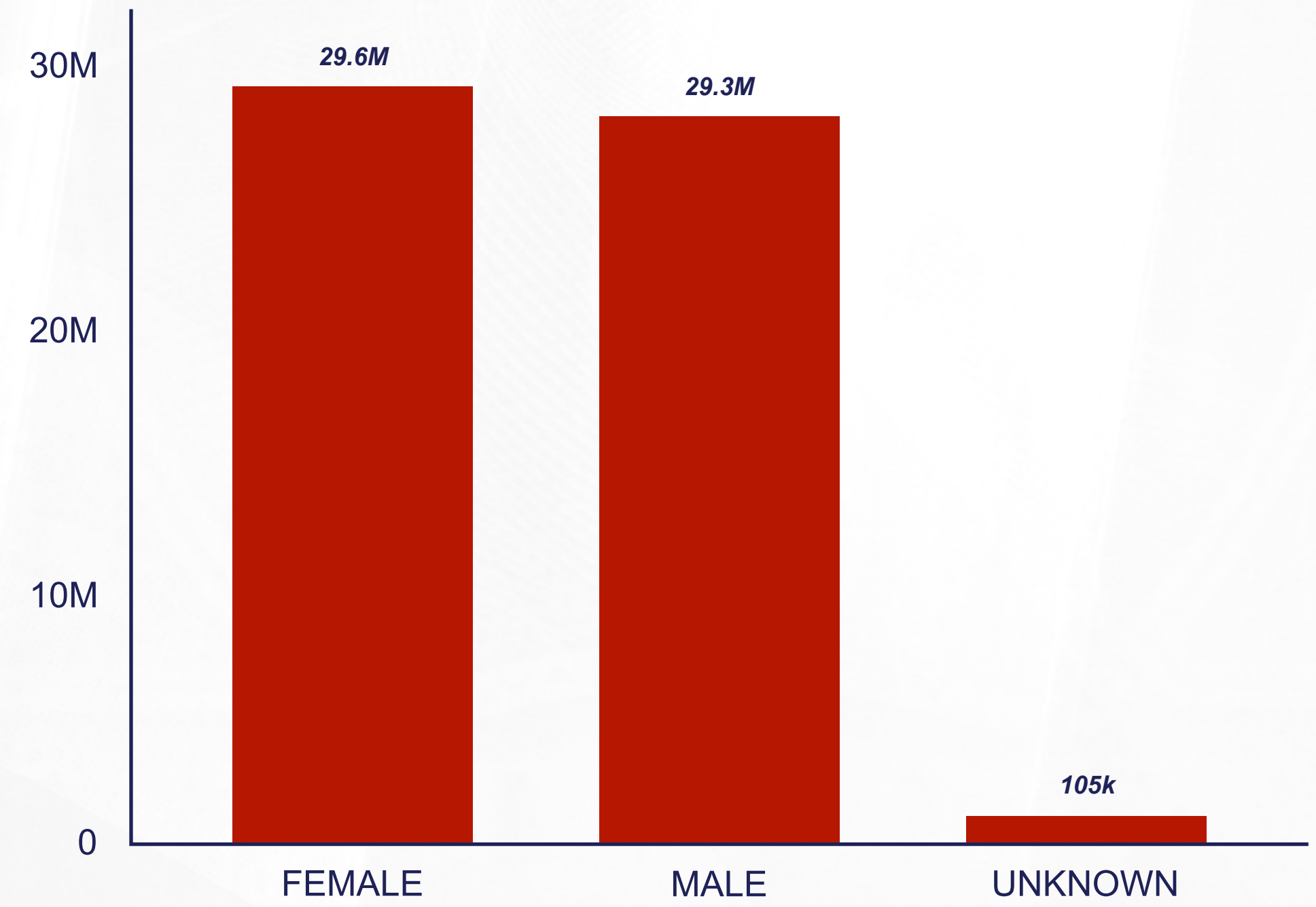
■ Conservative Spenders

■ Christian Spenders

Gender

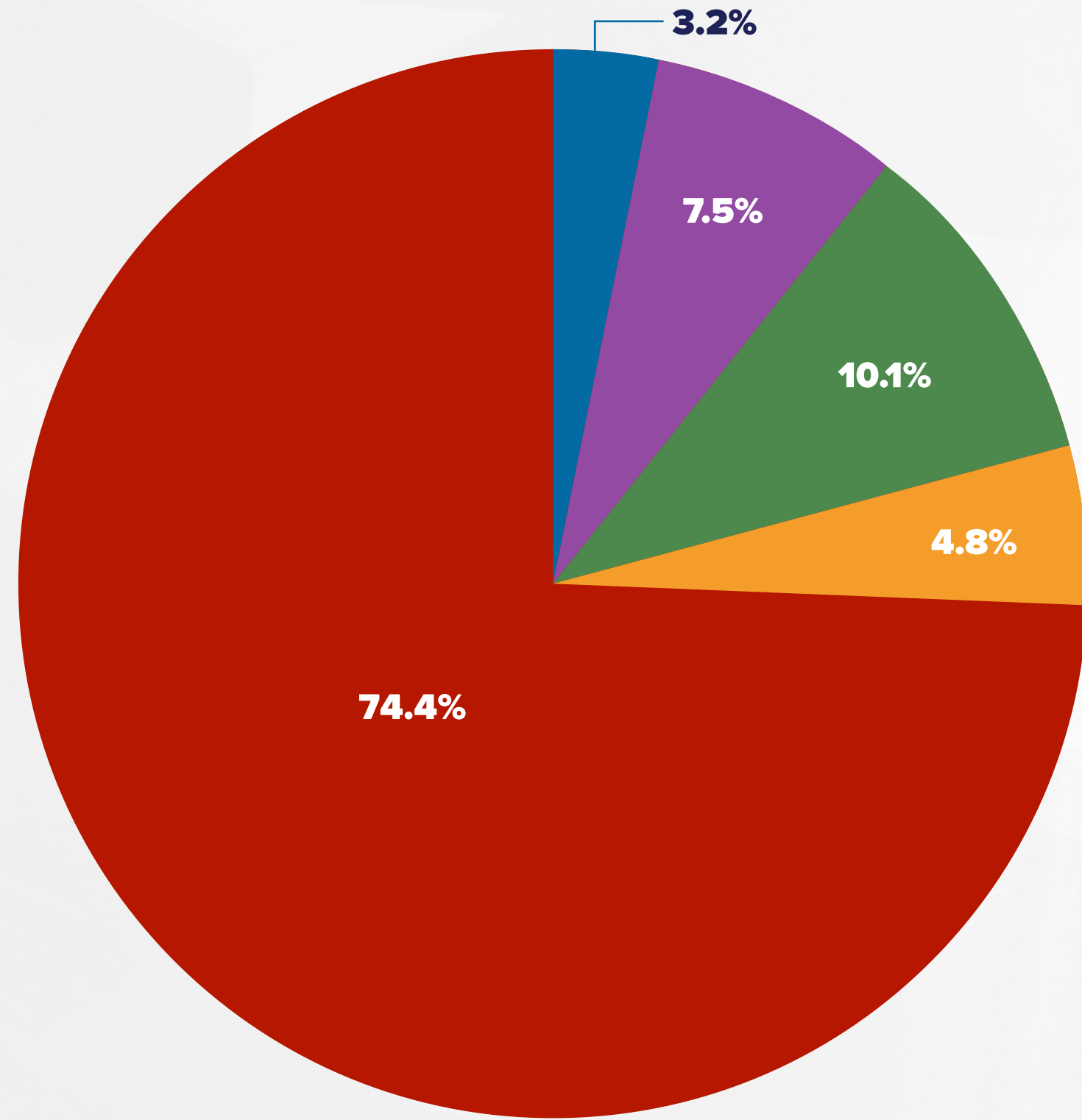


Conservative Spenders

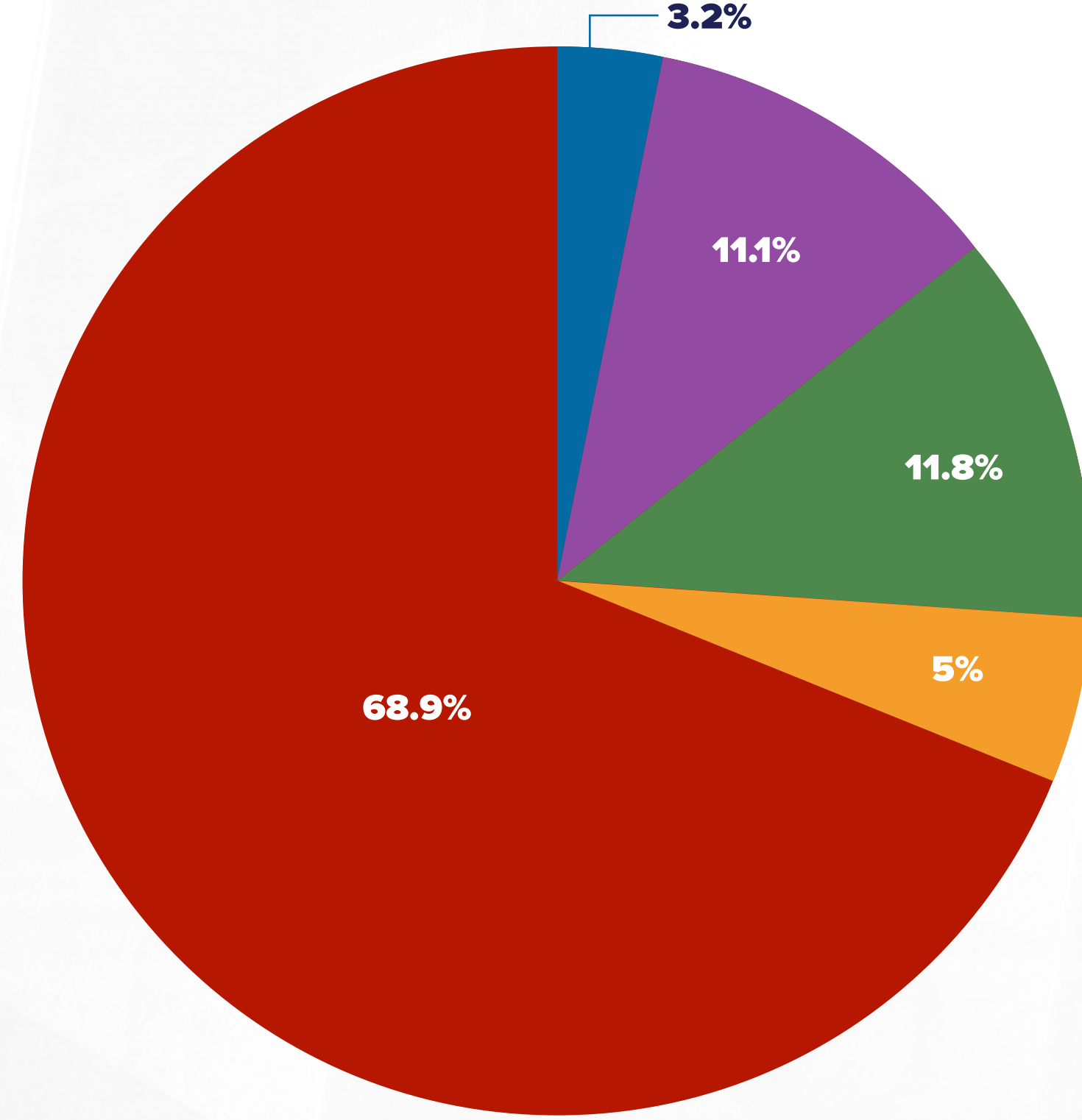


Christian Spenders

Race

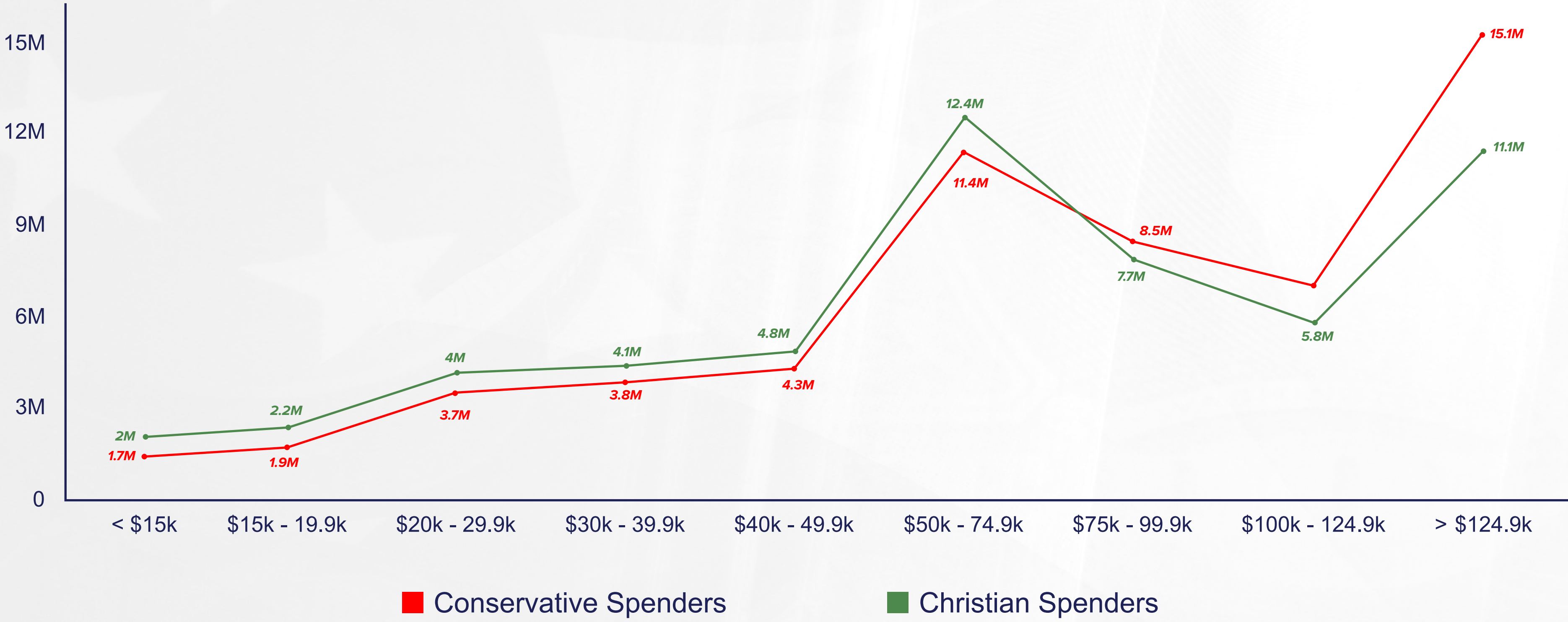


Conservative Spenders



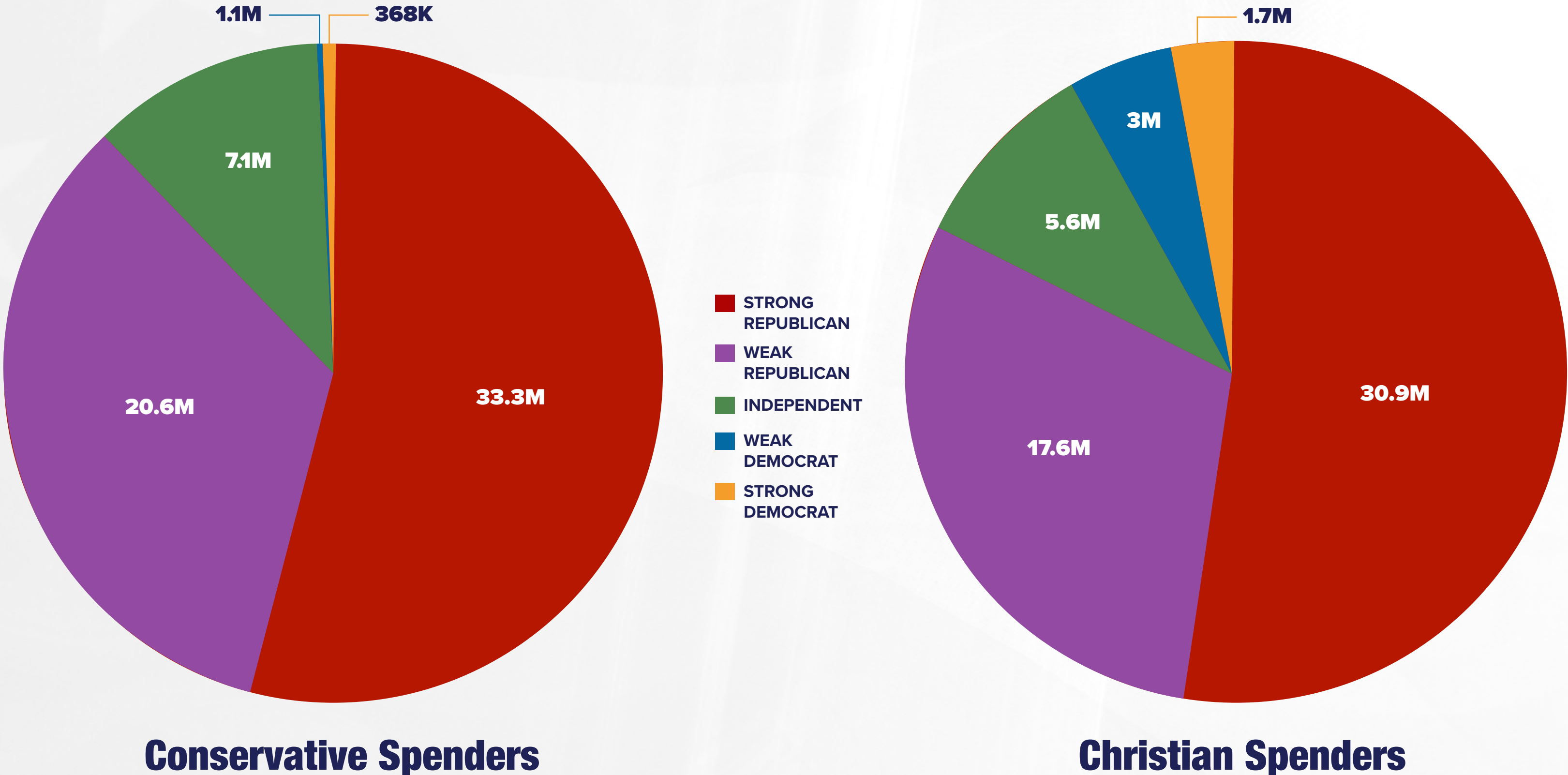
Christian Spenders

Income Distribution Among Liberty Spenders™



Over 75 percent of Liberty Spenders™ identify as Republican or lean conservative, reinforcing their alignment with brands that support their values.

Party Affiliation



Want to Do a Deep Dive into the Data That Can Supercharge Your Growth?



Book a call with us today or
Go to www.LibertySpenders.com

Conservative and Christian Buyer Analytics

EXPLORE CONSUMER PREFERENCES AND OCCUPATIONAL DATA

WHAT PRODUCTS AND ACTIVITIES INTEREST LIBERTY SPENDERS™?

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Data Highlight

As part of our Liberty Spenders™ model, we have identified more than 603,000 men and women who are likely to be Conservative and/or Christian business owners.

Liberty Spenders™ Universes - Consumer Interest

These data points highlight key interests and hobbies that businesses can use for targeted advertising.

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



Liberty Spenders™ Universes - Consumer Interest

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

Liberty Spenders™ Universes - Consumer Interest

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

Liberty Spenders™ Universes - Consumer Occupation

Universe	Conservative Spender	“Super” Conservative Spender	Christian Spender	“Super” Christian Spender
Female Business Owners	193,490	83,871	190,593	91,585
Male Occupation Business Owner	410,674	173,639	407,475	196,431
Female Business Professional Technical	488,893	208,017	439,744	189,584
Male Occupation Professional Technical	1,106,333	480,918	943,039	400,569
Female Business Executive Upper Management	100,012	43,732	88,656	38,143
Male Occupation Executive Upper Management	250,876	117,154	199,997	84,451
Female Business Middle Management	211,094	89,519	196,638	86,664
Male Occupation Middle Management	382,387	158,955	361,861	162,053
Female Business White Collar	450,182	205,669	395,751	173,814
Male Occupation White Collar	373,548	179,322	299,625	125,198
Female Business Blue Collar Tradesman	898,015	408,779	921,576	440,963
Male Occupation Blue Collar Tradesman	2,308,253	1,064,380	2,221,635	1,067,159
Female Business Health Services	1,035,592	469,543	943,570	422,001
Male Occupation Health Services	583,300	286,414	456,877	190,994
Female Business Secretary Clerical	512,118	225,809	502,151	235,223
Male Occupation Secretary Clerical	52,092	23,499	53,984	26,059

Liberty Spenders™ Universes - Consumer Occupation

Universe	Conservative Spender	“Super” Conservative Spender	Christian Spender	“Super” Christian Spender
Female Business Home Maker	808,143	351,408	789,182	379,342
Male Occupation Home Maker	54,743	23,603	58,381	28,715
Female Business Retired	259,643	108,381	260,274	121,395
Male Occupation Retired	408,194	170,914	419,256	198,996
Female Business Military	501	210	548	266
Male Occupation Military	1,560	655	1,581	734
Female Business Teacher	80,959	34,839	77,889	35,263
Male Occupation Teacher	27,128	11,734	27,422	12,357
Female Business Nurse	2,511,890	1,140,966	2,372,907	1,080,351
Male Occupation Nurse	295,223	142,406	269,538	121,232
Female Business In Home Business	42,219	17,955	41,585	19,642
Male Occupation In Home Business	18,411	8,149	18,492	8,924
Female Business Sales Marketing	388,592	176,458	364,438	165,451
Male Occupation Sales Marketing	573,234	254,002	471,381	197,208
Female Business Student	76,614	32,158	75,093	32,062
Male Occupation Student	61,416	26,207	56,443	23,431

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 looking to scale your business and connect with values-driven consumers.



Book a call with us today or
Go to **www.LibertySpenders.com**