Impact100 Council – Claritas Summary for Resources

OVERVIEW

In 2019, Impact100 Council in partnership with Impact100 local chapters, engaged Claritas to offer a research study that would better understand the demographic makeup of Impact100 membership. Claritas is the industry-leading, consumer-lifestyle segmentation research group that yields the richest consumer behavioral information. Through their partnerships and proprietary research tools, Claritas has access to a wealth of consumer demographic data and how those consumers make purchasing and donating decisions. Claritas has used this data to break the U.S. population into 68 geodemographic segments of people who have similar characteristics.

The Impact100 Study

Claritas used the data from Impact100 chapters to identify 17 of those 68 Claritas segments that were most likely to be Impact100 donors. Claritas then grouped these 17 segments into 4 target groups consisting of 4 to 5 segments that were most similar. Those target groups are Wealthy Empty Nesters, Upscale Donors, Online Seniors, and Rural Family Givers.

Here's What You're About to See

This deck provides detailed demographic information on all 4 target groups. For each target group, the 4 to 5 segments that make up the target group will be identified along with their index. The index number indicates how likely those segments are to be Impact100 donors. An index of 100 is average, an index of 200 is twice as likely as the general population to be an Impact100 donor, and an index of 50 is half as likely. After the segments and indices, there is information about the demographics, psychographics, financial, and media habits of that target group. Finally, there are local and regional maps for each target group that show where potential donors are most likely to live. The darker red areas on the maps indicate that those areas index very high for that target group, and the darker blue indicates those areas index much lower for that target group.

Conclusion:

This research provides a snapshot of the "typical" Impact100 member, and can aid in the future outreach and marketing to new members within your community.