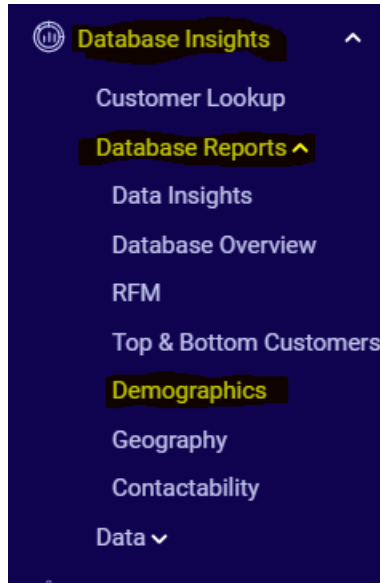


The **Demographics** reporting page displays visuals relating to the demographic distribution of your database. The data that populates the visuals on this page is informed directly from the data capture of your source system(s). If your source system(s) do not currently capture or support demographic information relating to age, gender, marital status, income range, occupation, education, or presence of children, you can still capture this information via an Ascent360 Landing Page/Form.

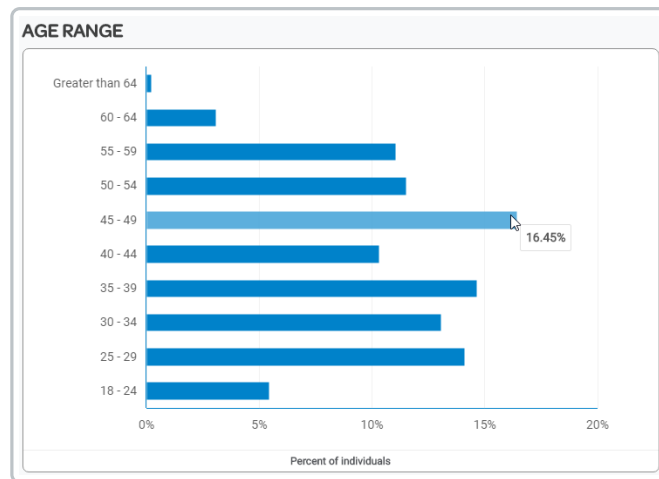
To get to the Demographics page click Database Insights > Database Reports > Demographics



In this article:

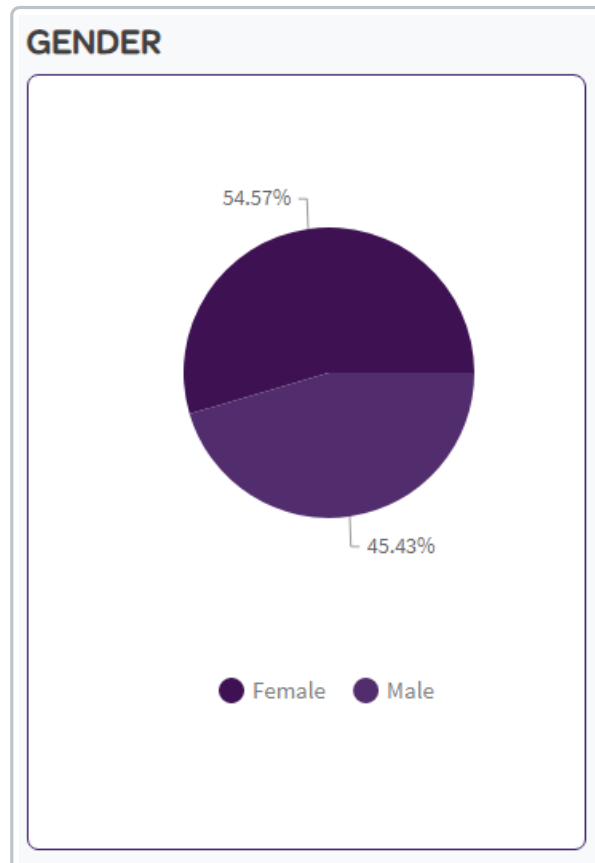
- Age Range
- Gender
- Marital Status
- Income Range
- Occupation
- Education
- Presence of Children

Age Range



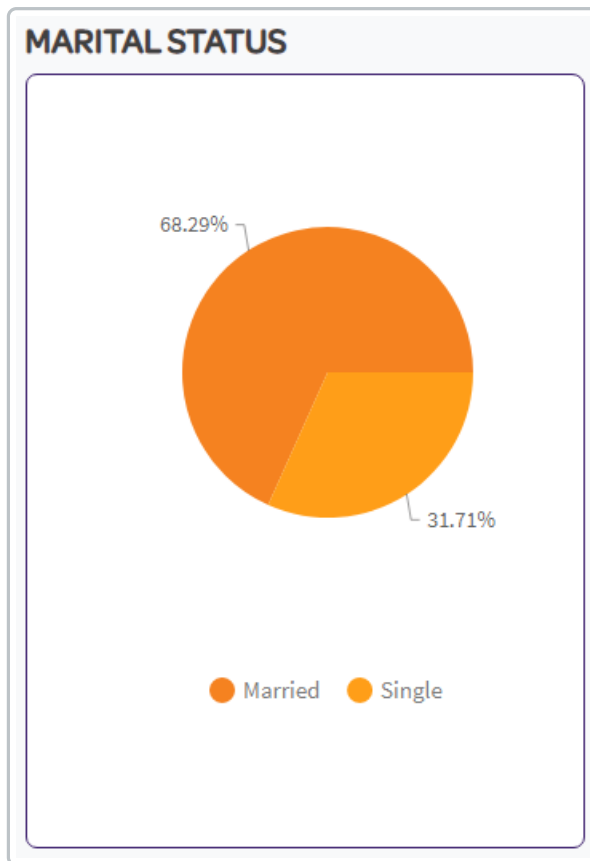
This chart shows the age ranges of people in the CDP who have an age on file (this chart *does not* show unknowns)

Gender



This chart shows the genders of people in the CDP who have a gender on file (this chart *does not* show unknowns). Ascent360 applies gender based on a name table (names that are *always* one gender vs another will be applied, but names like "Pat" will show as unknown)

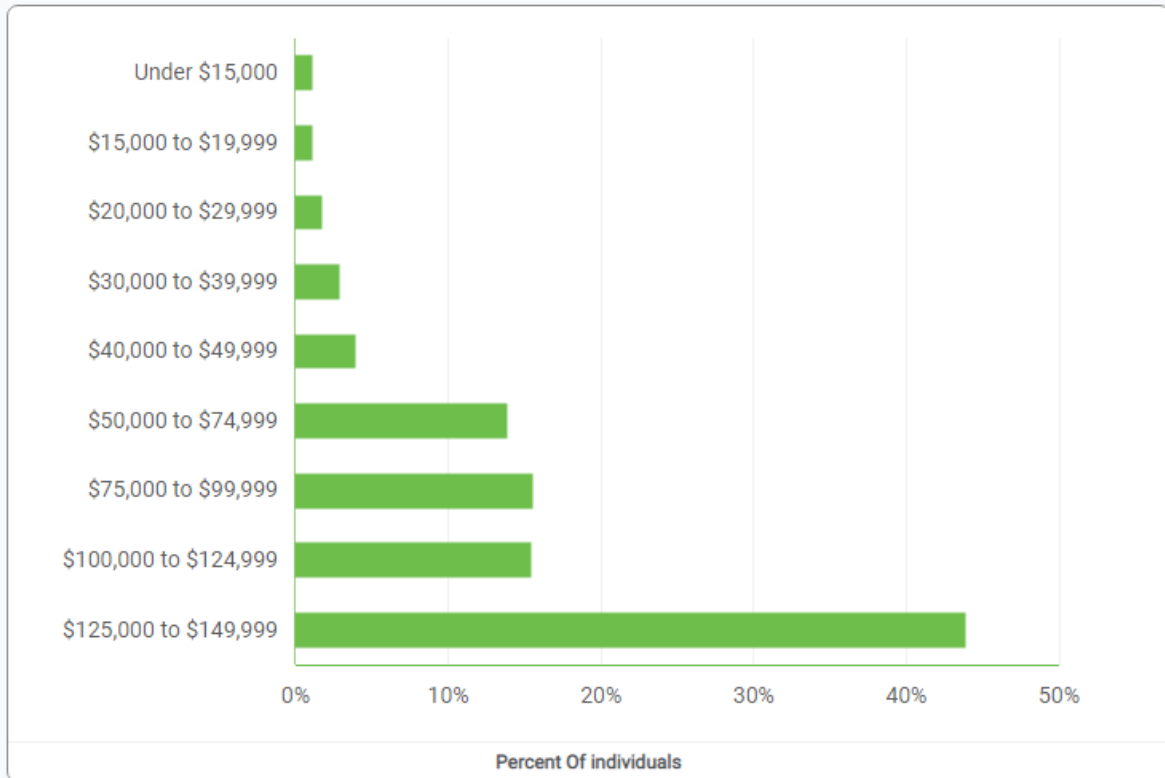
Marital Status



This chart shows the marital statuses of people in the CDP who have an marital status on file (this chart *does not* show unknowns)

Income Range

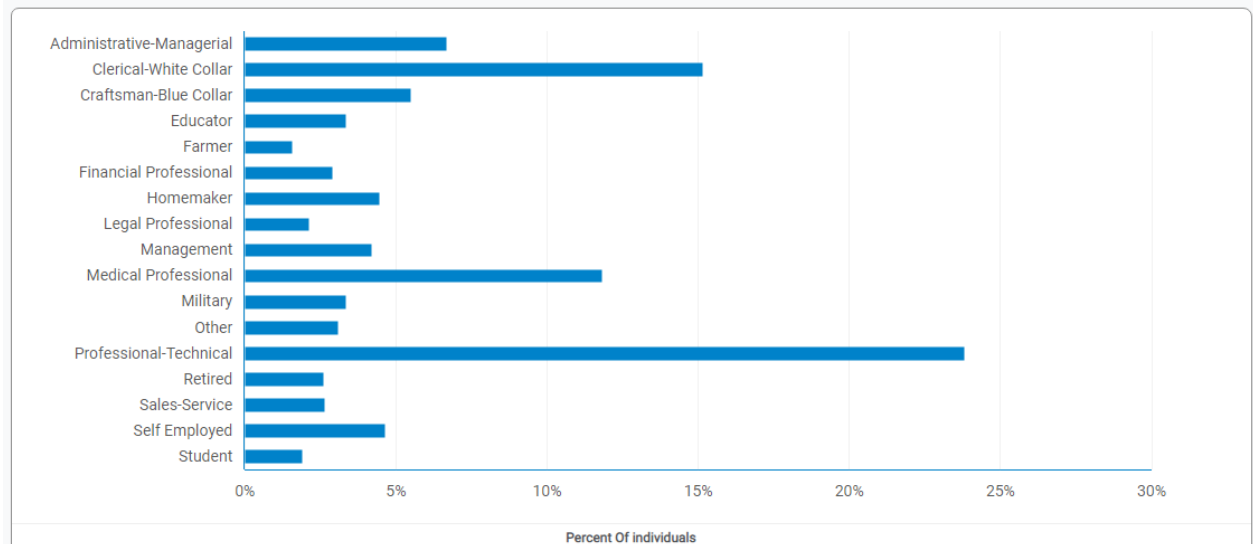
INCOME RANGE



This chart shows the income ranges of people in the CDP who have an income on file (this chart *does not* show unknowns)

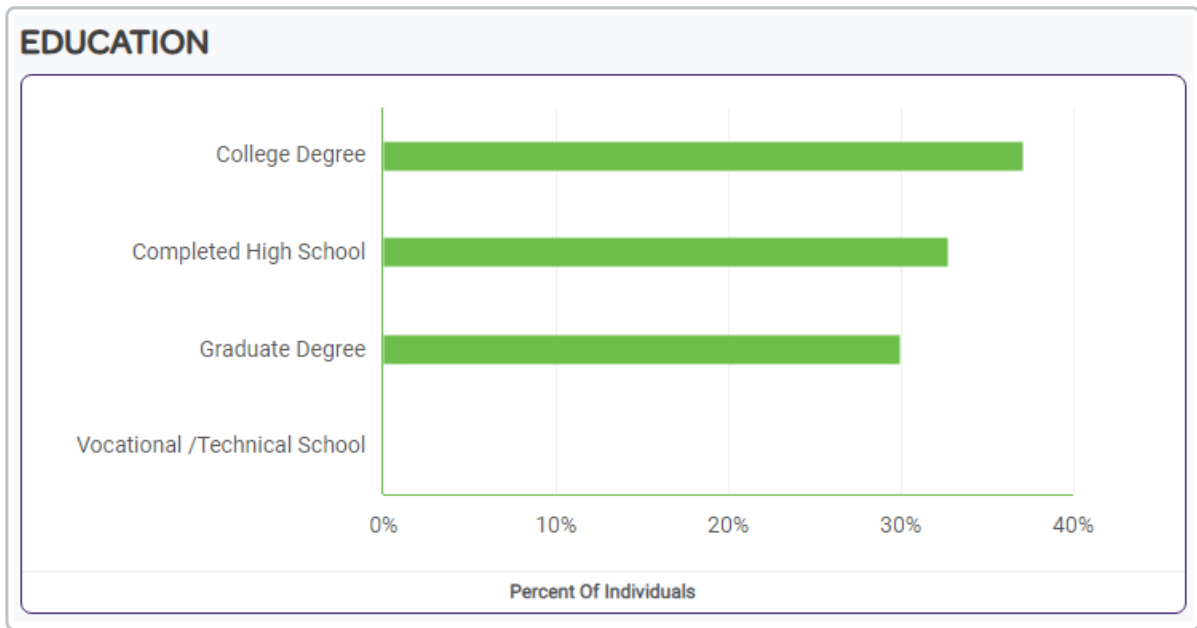
Occupation

OCCUPATION



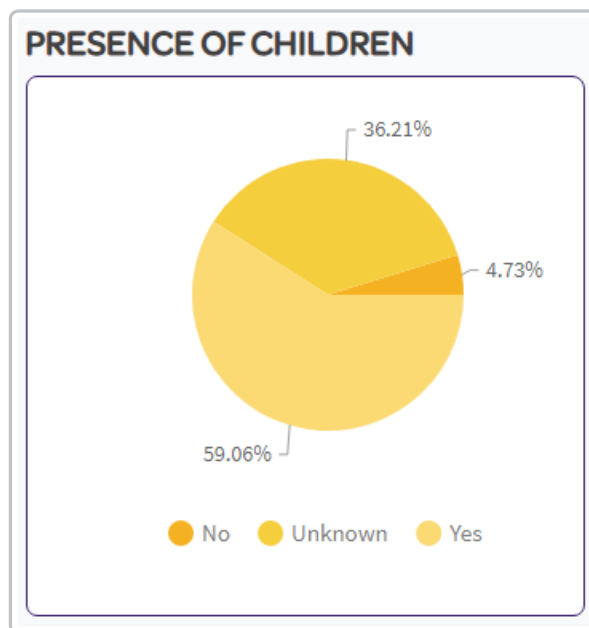
This chart shows the occupations of people in the CDP who have an occupation on file (this chart *does not* show unknowns)

Education



This chart shows the highest level of education of people in the CDP who have an education on file (this chart *does not* show unknowns)

Presence of Children



This chart shows the how many people in the CDP have children in their household. If there has not been a data append, there will be no "No" values in the data (because if we do not see a child in the household, there is a possibility there is a child there, just not in the CDP, so those are shown as "Unknown"). "Yes" is both appended data and calculated based on the ages of the people in the household.