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AI-generated content may be incorrect. Propensity Data Dictionary**

**nsity Segment**

Electric Vehicle Purchase-Propensity

Accredited Investor

High Networth Individual

Home Solar Qualifier

Non-Registered Voter

Political Party Leaning-Republican

Political Party Leaning-Democrat

Veteran In Household

**Description & Definition**

The likelihood of purchasing an electric vehicle is influenced by various factors such

as individual interest, age, education level, household income, prior auto brand preferences, and alignment with environmental issues.

This group of inferred accredited investors possesses higher household income and net worth, accompanied by some investment experience. Their solid income and net worth enable them to potentially absorb risks associated with various investment assets.

Inferred High Net Worth Individuals likely possess fixed and liquid assets totaling at least $2 million or more.

Residential Solar Qualifiers are individuals who meet certain fundamental criteria, including financial stability and creditworthiness, in order to install solar panels on their roofs. These qualifiers typically include single-family homeowners with a minimum household income of $65,000. Moreover, their residence should be located in an area where the median solar generation capacity is 5KWh or higher.

These particular consumers did not registered to vote (Likely) & They may be qualified to vote, making them ideal prospects for "Register-to-Vote" campaigns.

Based on their ethnicity, gender, age, income, geography, as well as certain interest

and behavioral demographics, this group of consumers is inclined towards supporting the "Republican" party.

Based on their ethnicity, gender, age, income, geography, as well as certain interest

and behavioral demographics, this group of consumers is inclined towards supporting the "Democtratic" party.

Presence of Veteran in Household

Updated Nov 2025