

# IMPACTABLE

Revenue  
\$ < 10 M  
75%

Industry  
Business Associations  
38.6%

Employee Count  
250 to 1k  
46.2%

Where these businesses are located  
Based on HQ address



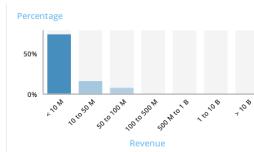
Company Size by Employee

Employee Count  
250 to 1k  
The most common range of employees.



Company Annual Revenue

Annual Revenue  
\$ < 10 M  
The most common revenue range.



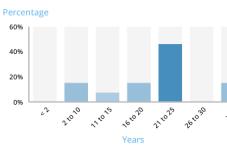
The highest percentage of businesses in your lists have been in business for 21-25 years. These are established businesses that are starting to mature.

9.9M of the 30.2M small businesses in the US in 2015 are owned by women. Source: sba.gov

Company Years in Business

21 to 25 years

The most common number of years these companies have been in business.



Top Departments

Unclassified Management Titles  
Human Resources - HR  
Personal Care

60%

20%

20%

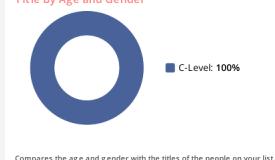
Top Job Titles

CO-OWNER  
CEO  
CHIEF PEOPLE OFFICER  
CO FOUNDER  
EXECUTIVE CHAIRMAN & CO-FOUNDER

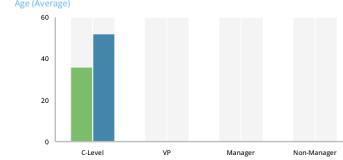
Top Technologies

Facebook Exchange Fbx  
Facebook Like  
Facebook Tag Api  
Google AdSense  
Optimized

Title by Age and Gender



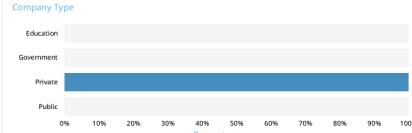
Age (Average)



Company Type

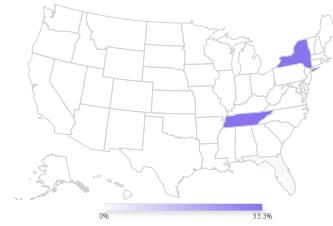
Private: 100%  
The most common company type

Company Type



The people who work at these businesses are located in 3 states with most in the East Coast region and are males aged 45 to 54.

Where the people from this list are located  
Based on individual location



Marital Status

Single

66.7%

Gender

Male

66.7%

Children in Household

Based on individual location  
1 to 2 children

The most common number of children in the household.

Children

5+

3 to 4

1 to 2

0

0% 20% 40% 60% 80% 100%

Percentage

The 45-54 year age bracket is the fastest growing demographic on Twitter. Source: McCawley Marketing Services

Age by Gender

Male

66.7%

Age

45 to 54

66.7%

Age

18 to 24

25 to 34

35 to 44

45 to 54

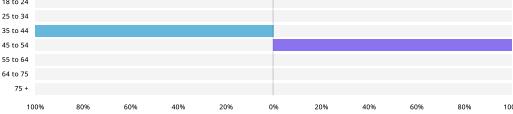
55 to 64

64 to 75

75+

Female

Male



Generations

Top Generation

1965 - 1979 Gen X: 66.7%



1990 - 2010 Gen Z:	0%
1980 - 1996 Millennial:	33.3%
1965 - 1979 Gen X:	66.7%
1946 - 1964 Baby Boomer:	0%
1924 - 1945 Silent:	0%
1900 - 1923 Greatest:	0%

Education

Top Education

High School: 50%

The most common education level.

Education Type

Grad School

College

Technical

High School

0% 20% 40% 60%

Percentage

Household Income

Top Income

150K to 249K: 66.7%

The most common range of household income.

Income

250K+

150K to 249K

50K to 149K

< 50K

