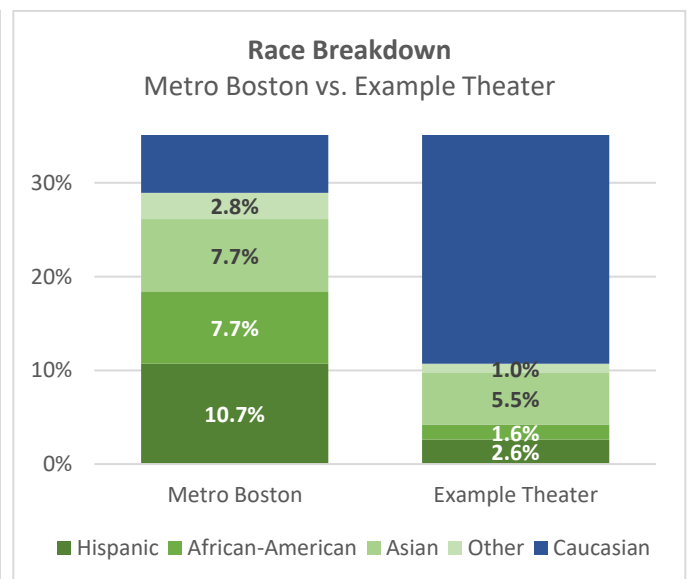
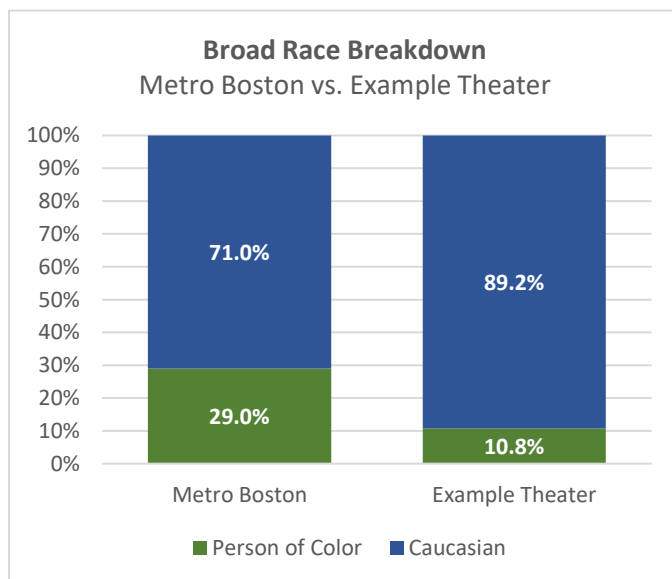
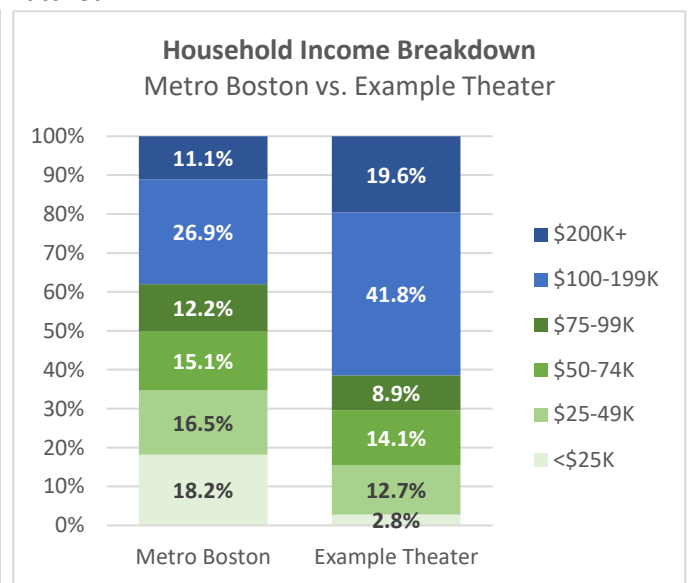
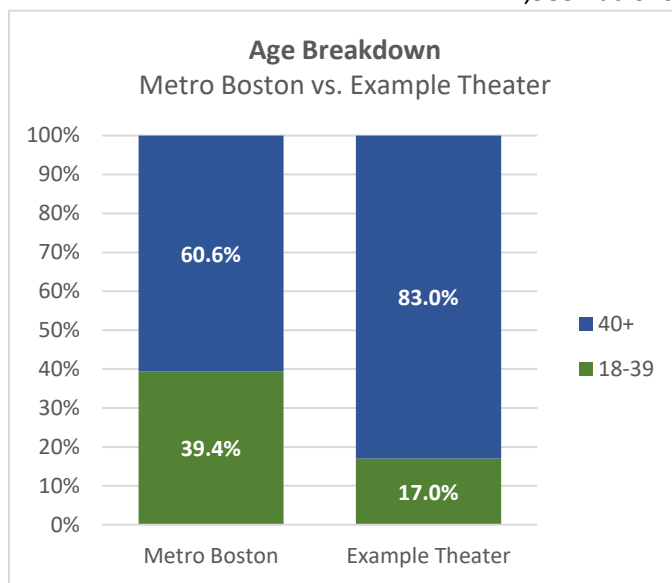


## Examples

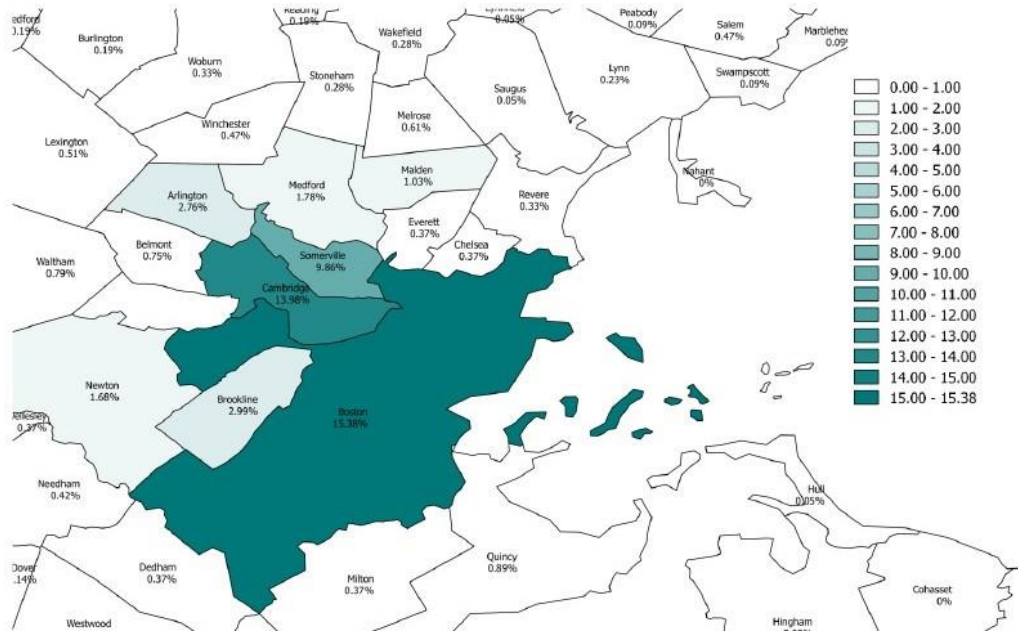
### Demographic Analysis

Sample demographic analysis provided by Clarity Campaign Labs. This theater (an actual theater based in Massachusetts) provided full names and mailing addresses for their patrons. Clarity Campaign Labs uses the TargetSmart voter file, a comprehensive database of all registered voters nationwide. With first name, last name, and street address, Clarity was able to match the theater's patrons to people in their file. After matching, they were able to provide demographics of their patrons and produce the maps and graphs shown here. The theater's high quality data collection efforts were crucial to making this type of analysis possible.

**Example Theater**  
 21,122 Unique Patrons in Fiscal Years 2013-2017  
 12,583 Patrons Matched



### Share of Ticket Buyers Under 40 from Example Theater by Township



### Share of Ticket Buyers of Color from Example Theater by Township

