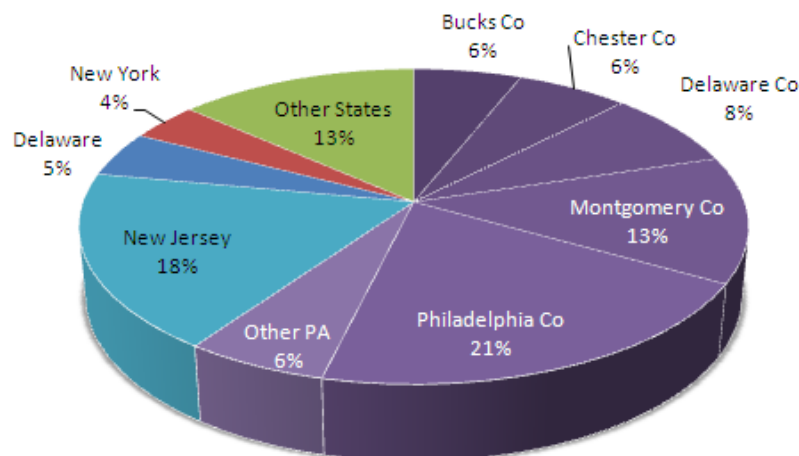


The Geography of the Philadelphia List Co-op

- Sixty-one percent (61%) of all households* in the five counties served by the Cultural Alliance** are accounted for in the List Co-op!
- Sixty-four percent (64%) of all households*** in the city of Philadelphia are accounted for in the List Co-op
- Sixty percent (60%) of the households within the List Co-op reside in Pennsylvania
- Eighteen percent (18%) of the households within the List Co-op reside in New Jersey



*As defined by the US Census 2009 estimated household count.

**Bucks, Chester, Delaware, Montgomery, and Philadelphia Counties

***As defined by the US Census 2006 estimated household count.

What is my geography like? How-to...

It is easy to figure out the geography of your patrons within eMerge!

- Create an order in eMerge of the patrons you wish to know about. For example, if you wanted to investigate your entire mailing list, put all of your lists into the Shopping Cart.
- Select "Zip Penetration" from the drop-down menu and hit "Run Report".
- A report will be generated that gives you a count of every zip code in your Shopping Cart as well as the 2000 US Census count for a comparison.
- To compare your report to your community at large, simply open the Zip Penetration Report under "Community Reports" on the Main Menu of eMerge.