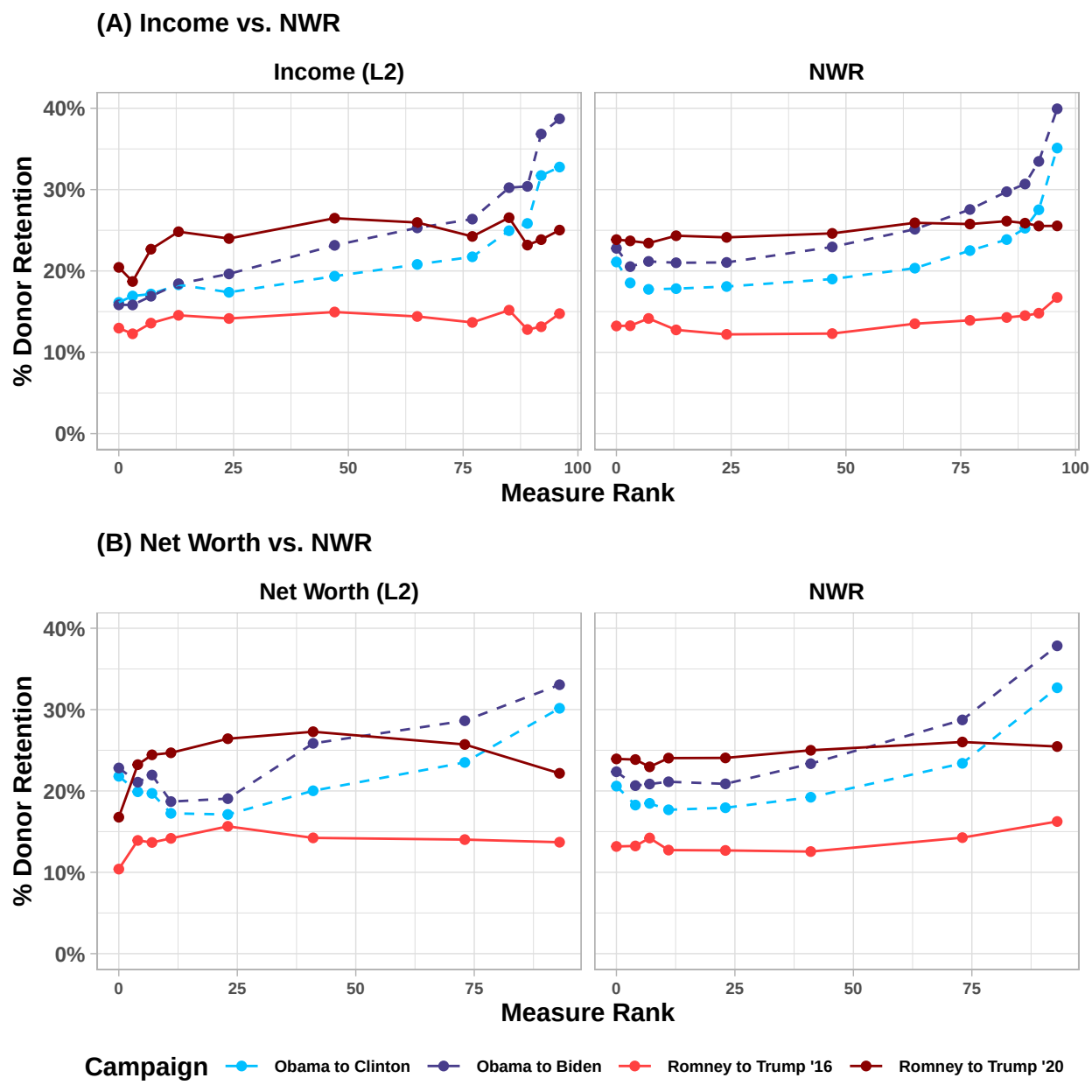
(A) Income vs. NWR
Income (L2)
NWR
% Donor Retention
40%
30%
20%
10%
0%
0
25
50
75
100
Measure Rank
(B) Net Worth vs. NWR
Net Worth (L2)
NWR
% Donor Retention
40%
30%
20%
10%
0%
0
25
50
75
Measure Rank
Campaign
Obama to Clinton
Obama to Biden
Romney to Trump '16
Romney to Trump '20