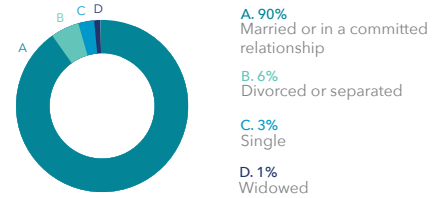


demographics

Gender

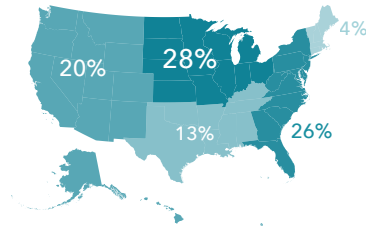


Marital Status



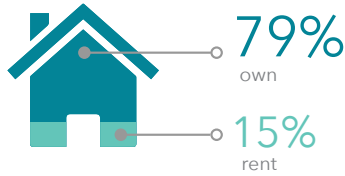
Geographic location

Not shown: 9% outside of US

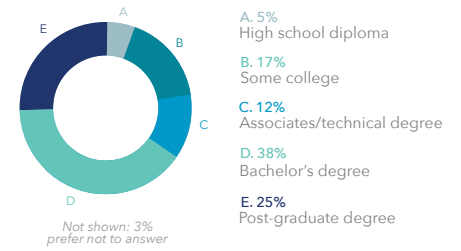


Home ownership

Not shown: 7% prefer not to answer

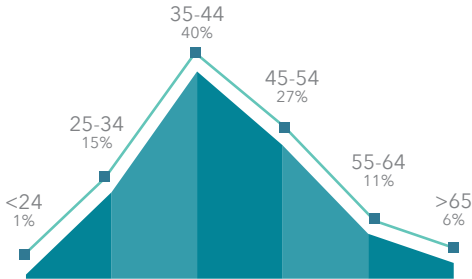


Education



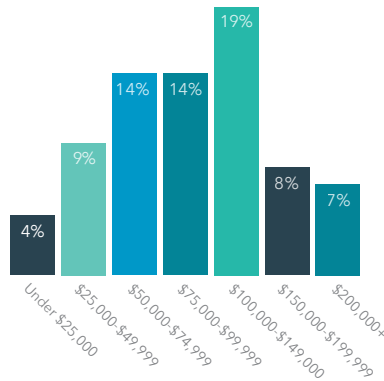
Age

Of primary user

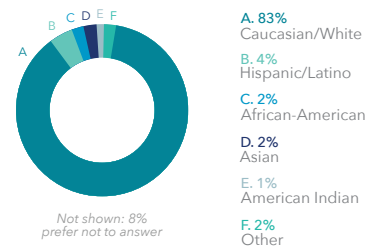


Household income

Annual household income in US dollars.
Not shown: 25% prefer not to answer



Ethnicity



kids

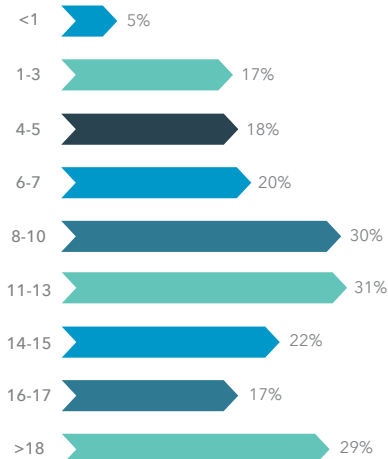
Kids in home

86%

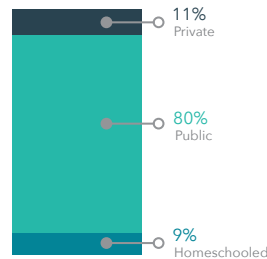
of Cozi users have kids living at home

Age of children

All children, including adult children living outside the home

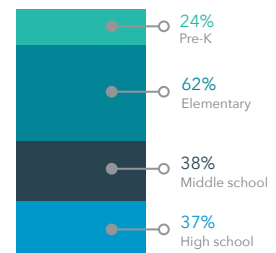


School type



School level

Of all kids in household, may have multiple



Number of children currently in household

