

## Sample Profile Report

---

Report Type: Customer Profile Report

Target View: Sample

Reference View: N/A

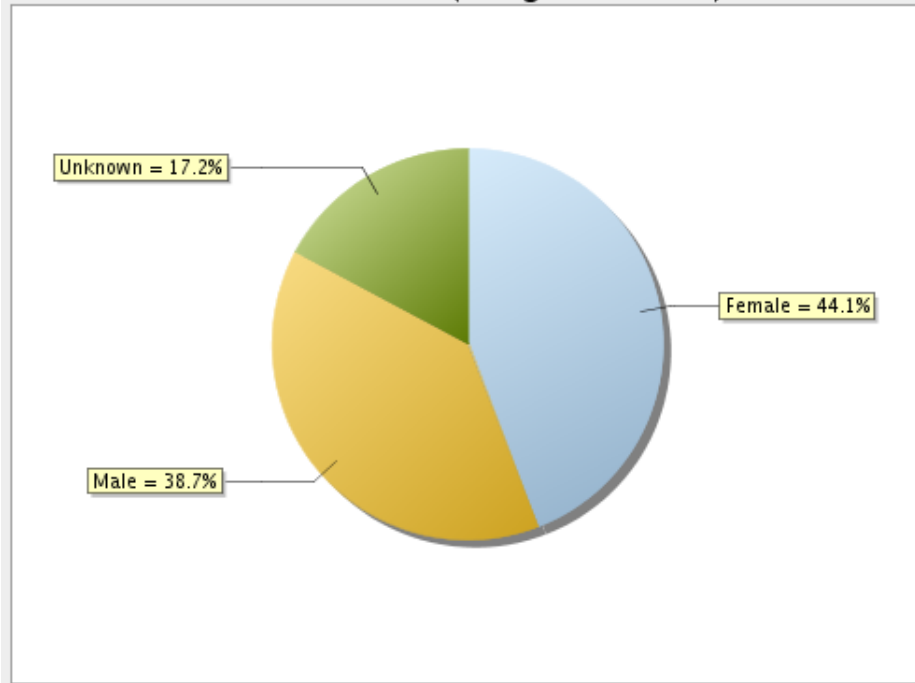
Report Created: Tuesday, Feb 02, 2010

---

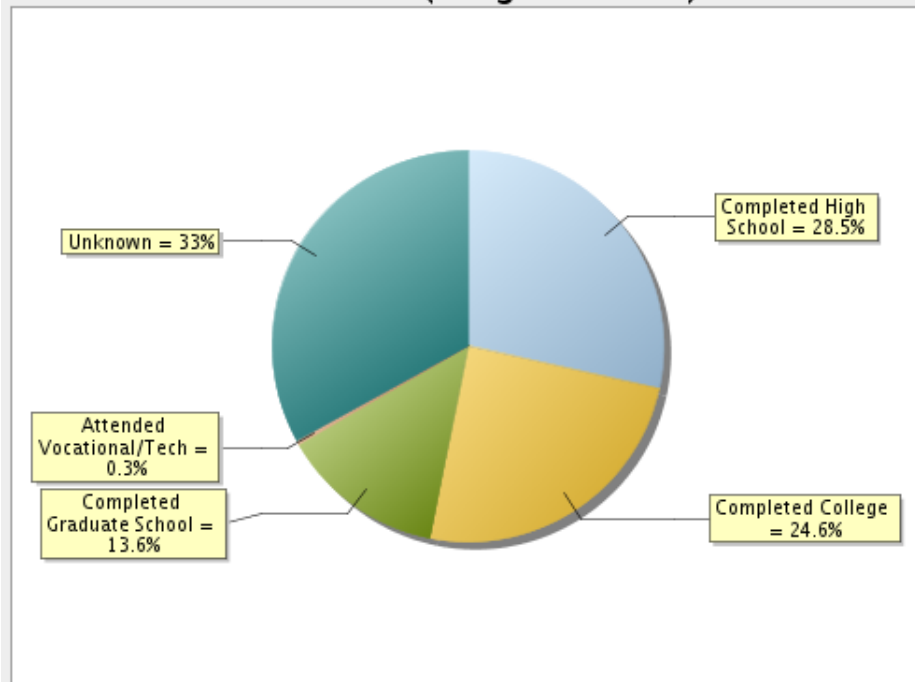
## Demographic Facts

- Your top 2 Gender Code Categories are: Female (44.1%), Male (38.7%)
- Your top 3 Income Range Categories are: \$99,999 (16.2%), \$149,999 (14.4%), \$74,999 (6.9%)
- Your top 3 Net Worth Categories are: \$499,999 (27.3%), \$249,999 (24.2%), \$99,999 (21.0%)
- Your top 3 Education Categories are: Completed High School (28.5%), Completed College (24.6%), Completed Graduate School (13.6%)
- Your top 3 Occupation Categories are: Professional/Tech (16.2%), Retired (14.9%), Homemaker (7.4%)
- 48.5% of your Customers 'Presence of Kids' are: No Kids in HH
- Your top 3 Marital Status in HH Categories are: Married (70.1%), Single (23.0%), Inferred Married (3.3%)
- 94.3% of your Customers 'Home Owner / Renter' are: Home Owner
- 29.9% of your Customers 'Home Life' are: Yes
- 7.6% of your Customers 'DIY' are: Yes
- 8.0% of your Customers 'Sporty' are: Yes
- 15.8% of your Customers 'Upscale' are: Yes
- 2.3% of your Customers 'Cultural/Artistic' are: Yes
- 19.5% of your Customers 'Highbrow' are: Yes
- 29.0% of your Customers 'High-Tech' are: Yes
- 19.5% of your Customers 'Common Life' are: Yes
- 4.2% of your Customers 'Professional' are: Yes
- 37.9% of your Customers 'Broader Life' are: Yes
- Your top 3 Age Range Categories are: Ages 75+ (26.1%), 64 (23.9%), 74 (20.1%)
- Your top 3 LOR Range Categories are: 15+ Years (40.5%), 10 Years (23.5%), 14 Years (14.1%)
- Your top 3 Home Value Range Categories are: \$199,999 (13.0%), \$399,999 (9.3%), \$249,999 (9.2%)
- 93.2% of your Customers 'Dwelling Type' are: Single Family Dwelling Unit

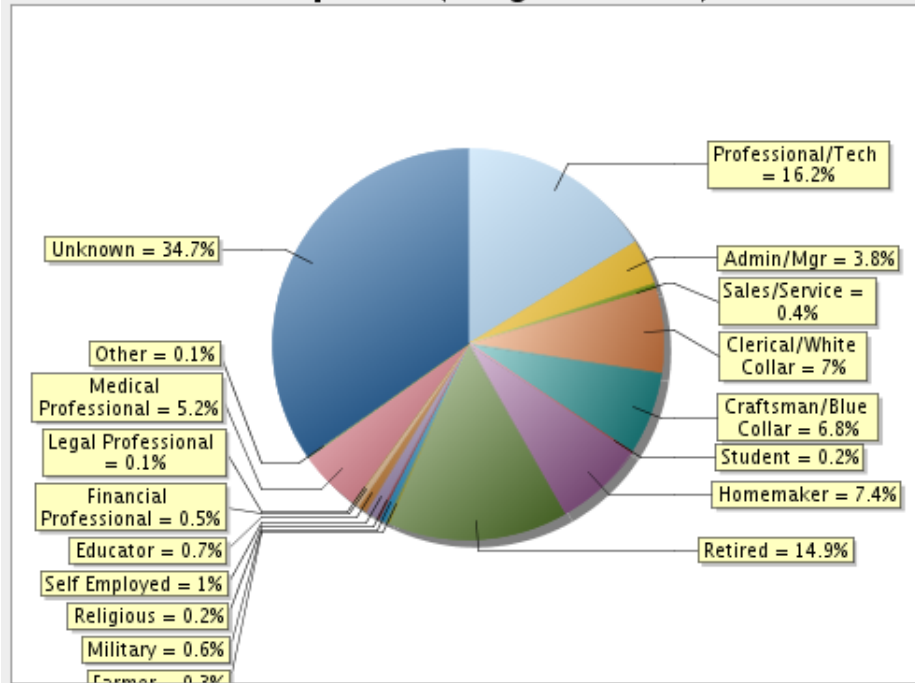
### Gender Code (Target View %)



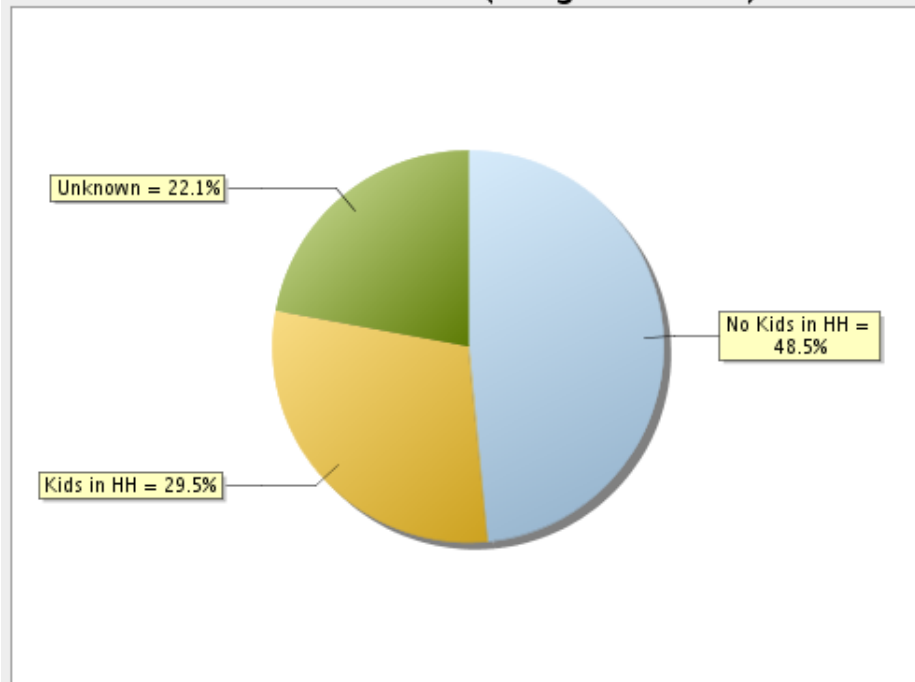
### Education (Target View %)

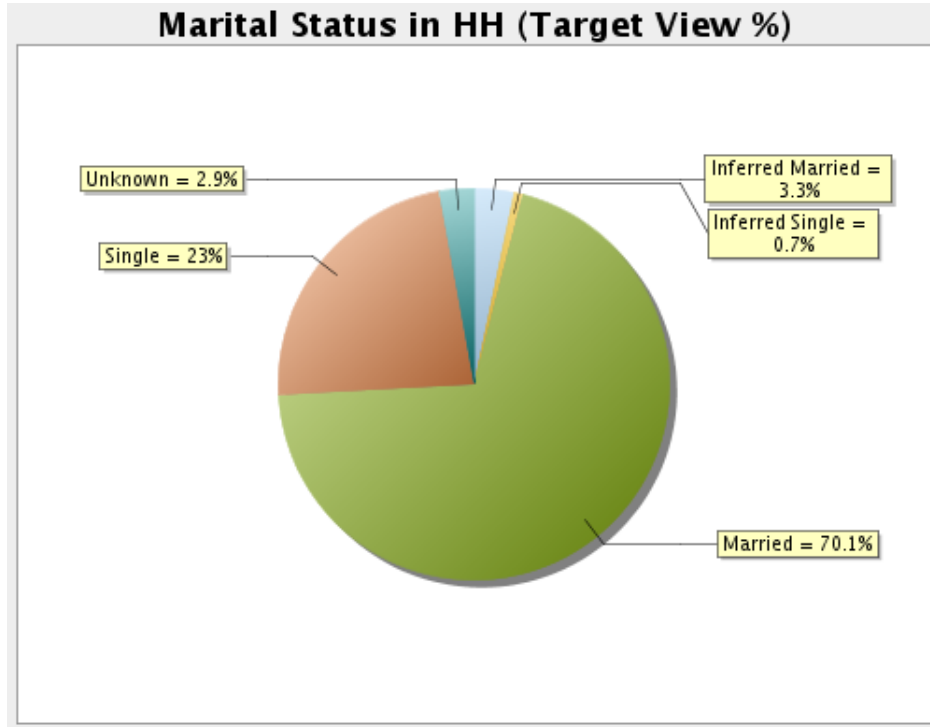


### Occupation (Target View %)



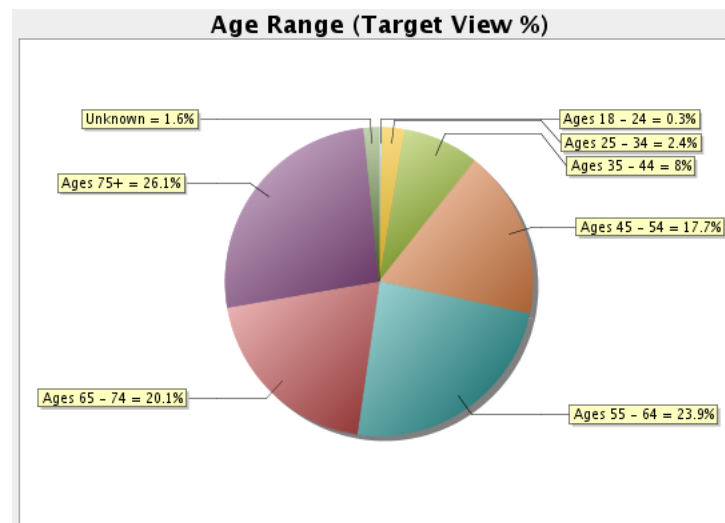
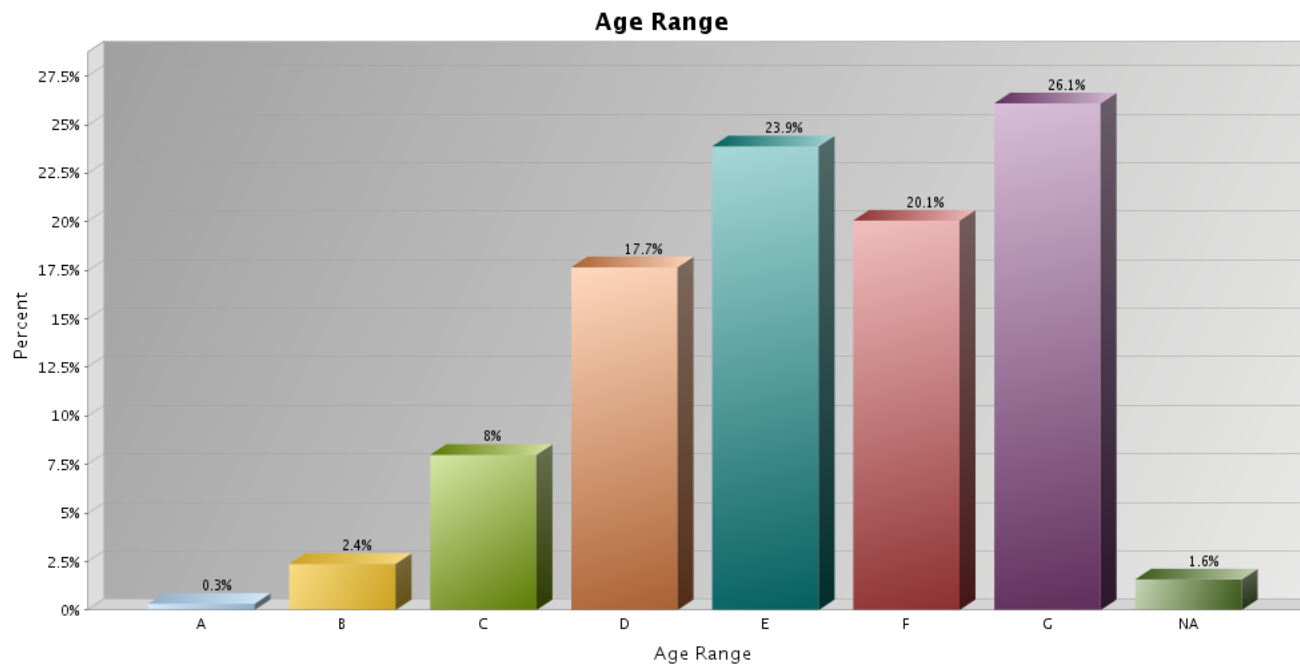
### Presence of Kids (Target View %)





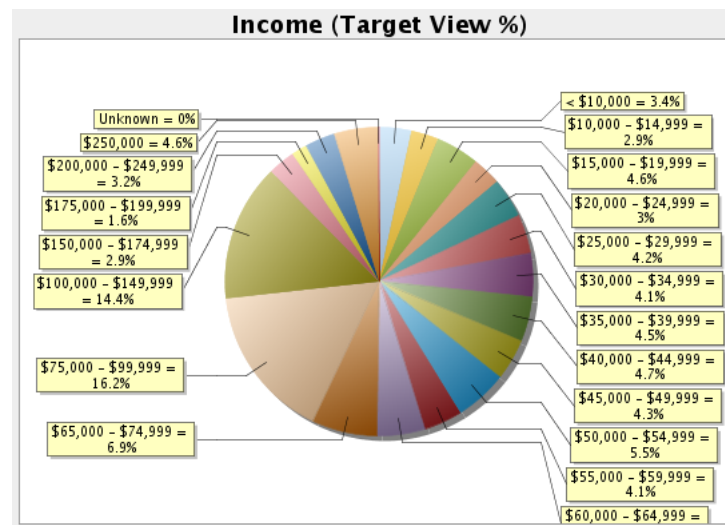
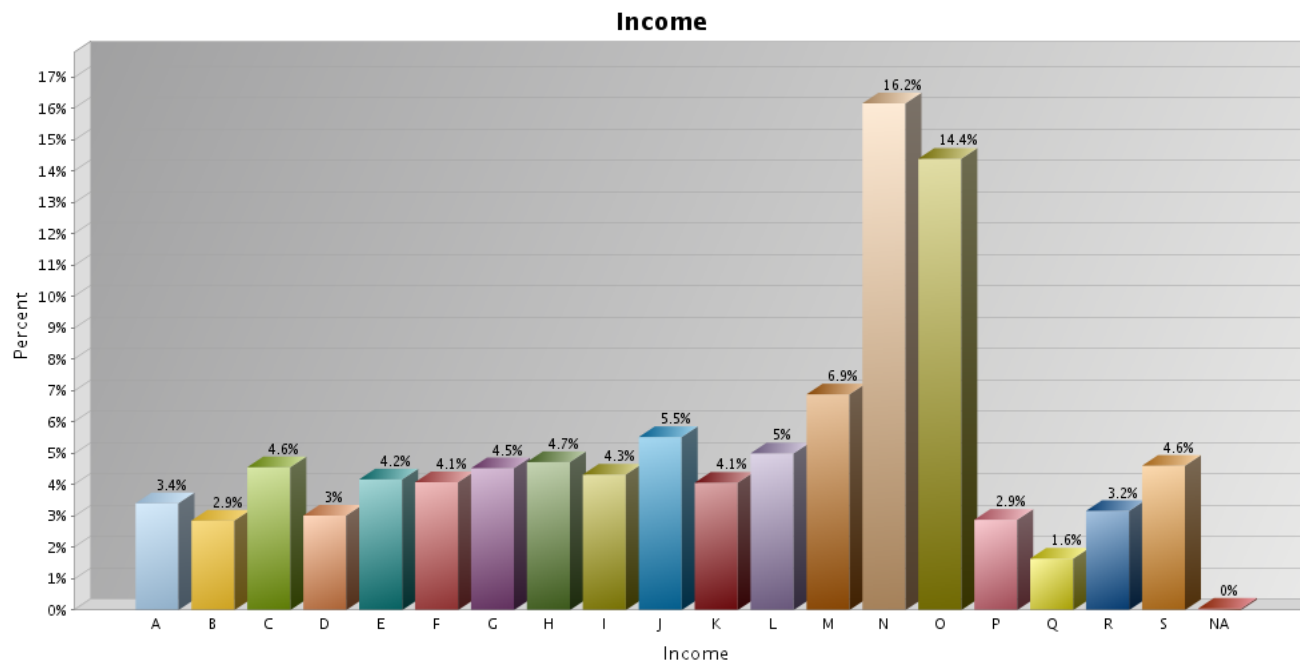
## Report: Age Range

Age Range	Description	Target View #	Target View %
A	Ages 18 - 24	53	0.3%
B	Ages 25 - 34	388	2.4%
C	Ages 35 - 44	1,305	8.0%
D	Ages 45 - 54	2,881	17.7%
E	Ages 55 - 64	3,896	23.9%
F	Ages 65 - 74	3,273	20.1%
G	Ages 75+	4,258	26.1%
NA	Unknown	258	1.6%



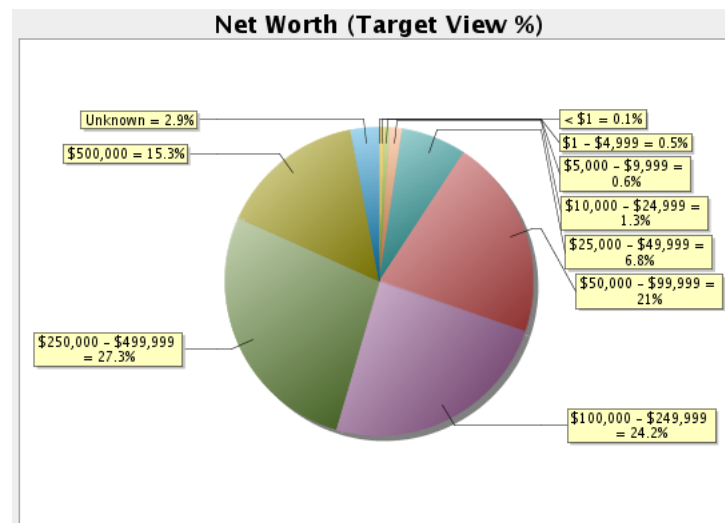
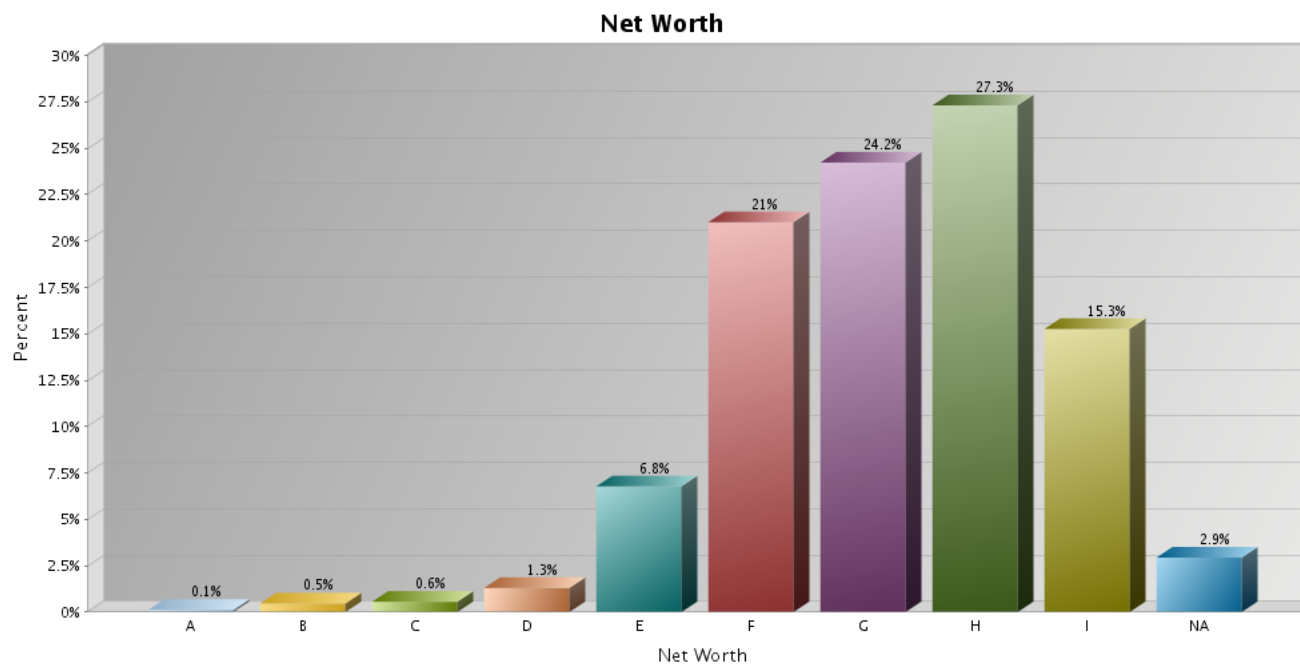
Income	Description	Target View #	Target View %
A	< \$10,000	556	3.4%
B	\$10,000 - \$14,999	466	2.9%
C	\$15,000 - \$19,999	743	4.6%
D	\$20,000 - \$24,999	492	3.0%
E	\$25,000 - \$29,999	680	4.2%
F	\$30,000 - \$34,999	665	4.1%
G	\$35,000 - \$39,999	738	4.5%
H	\$40,000 - \$44,999	770	4.7%
I	\$45,000 - \$49,999	705	4.3%
J	\$50,000 - \$54,999	900	5.5%
K	\$55,000 - \$59,999	663	4.1%
L	\$60,000 - \$64,999	815	5.0%
M	\$65,000 - \$74,999	1,122	6.9%
N	\$75,000 - \$99,999	2,636	16.2%
O	\$100,000 - \$149,999	2,348	14.4%
P	\$150,000 - \$174,999	470	2.9%
Q	\$175,000 - \$199,999	268	1.6%
R	\$200,000 - \$249,999	516	3.2%
S	>= \$250,000	751	4.6%
NA	Unknown	8	0.0%





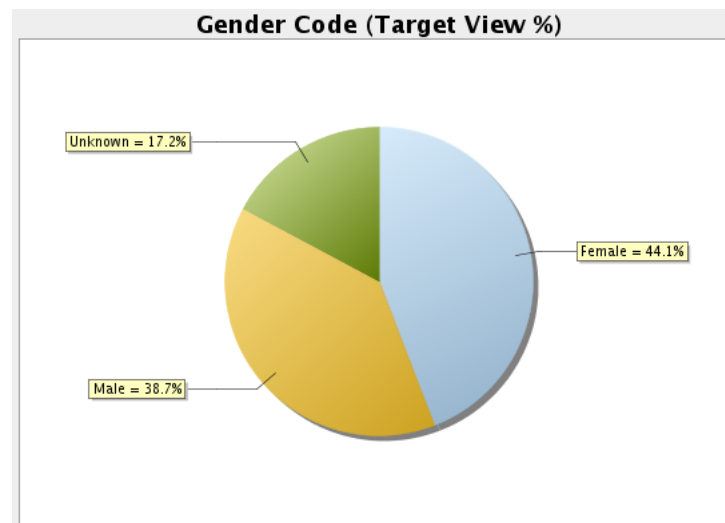
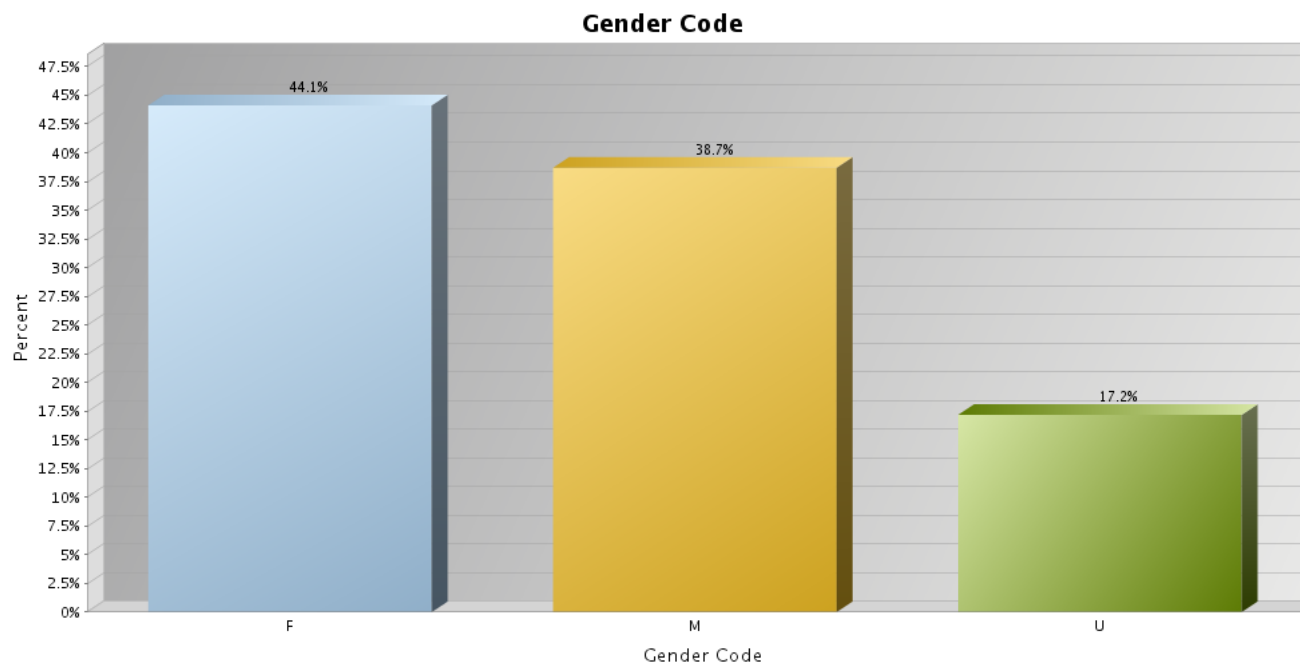
## Report: Net Worth

Net Worth	Description	Target View #	Target View %
A	< \$1	20	0.1%
B	\$1 - \$4,999	77	0.5%
C	\$5,000 - \$9,999	92	0.6%
D	\$10,000 - \$24,999	213	1.3%
E	\$25,000 - \$49,999	1,105	6.8%
F	\$50,000 - \$99,999	3,428	21.0%
G	\$100,000 - \$249,999	3,952	24.2%
H	\$250,000 - \$499,999	4,456	27.3%
I	>= \$500,000	2,489	15.3%
NA	Unknown	480	2.9%



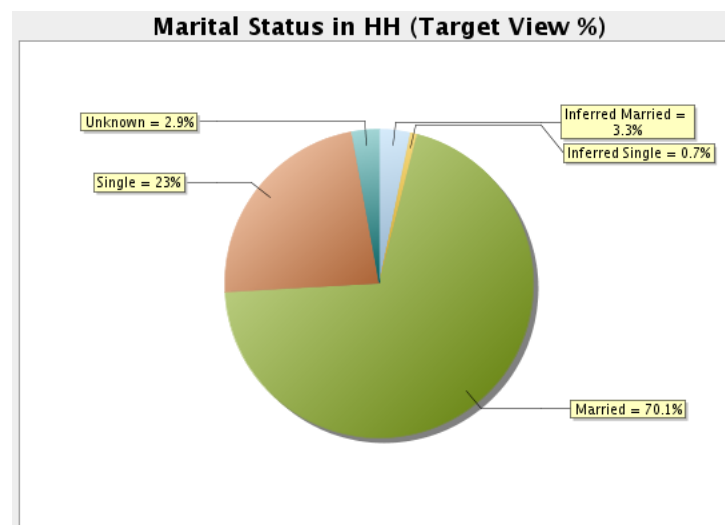
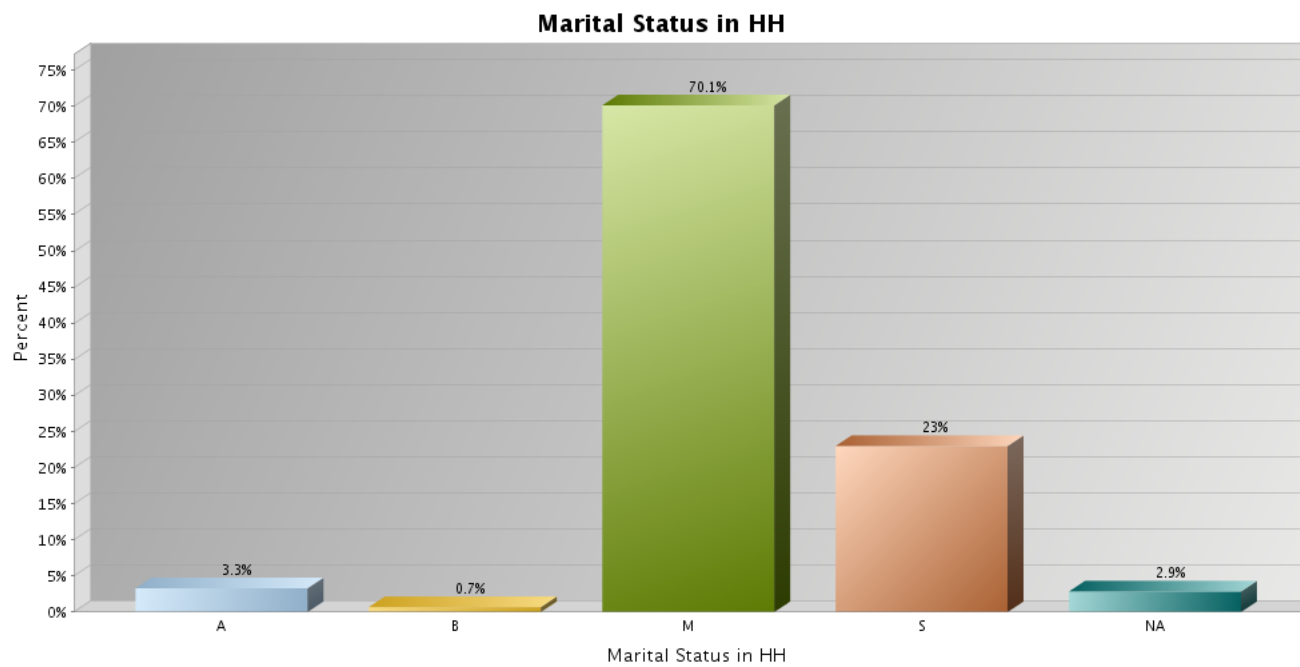
## Report: Gender Code

Gender Code	Description	Target View #	Target View %
F	Female	7,198	44.1%
M	Male	6,312	38.7%
U	Unknown	2,802	17.2%



## Report: Marital Status in HH

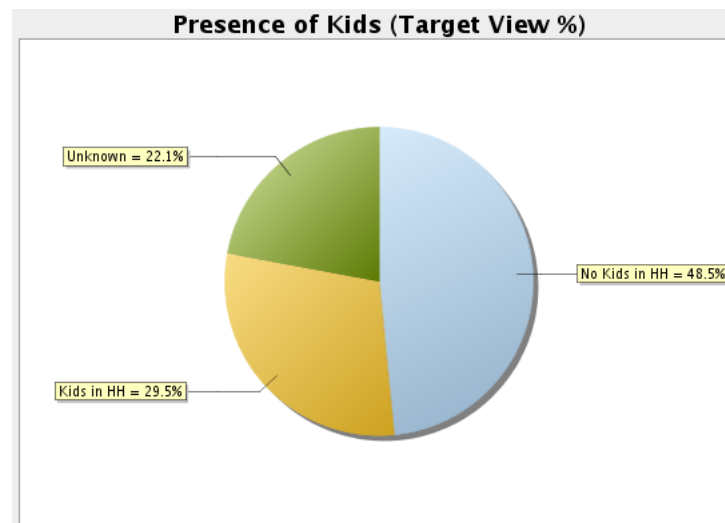
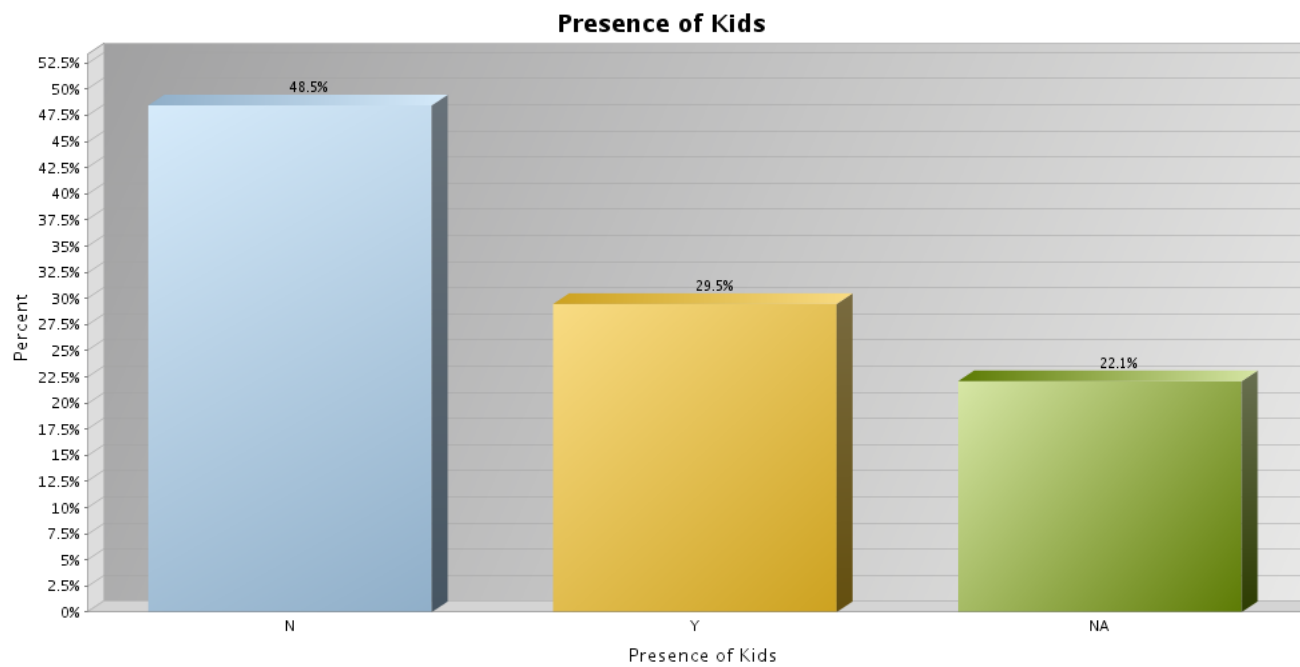
Marital Status in HH	Description	Target View #	Target View %
A	Inferred Married	539	3.3%
B	Inferred Single	115	0.7%
M	Married	11,441	70.1%
S	Single	3,751	23.0%
NA	Unknown	466	2.9%



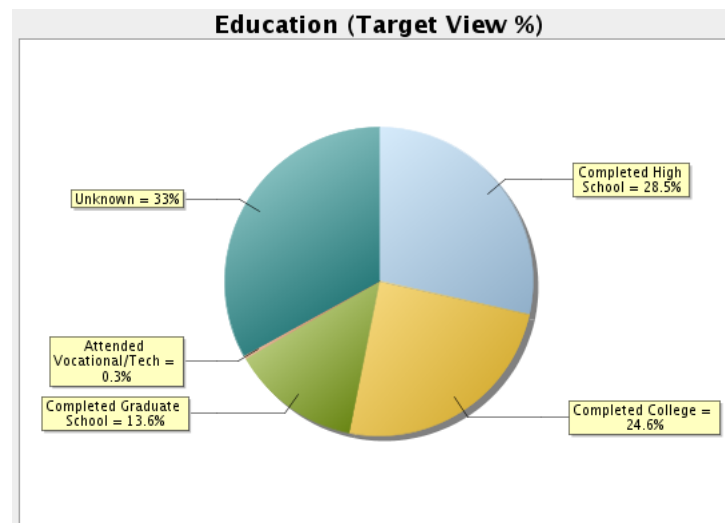
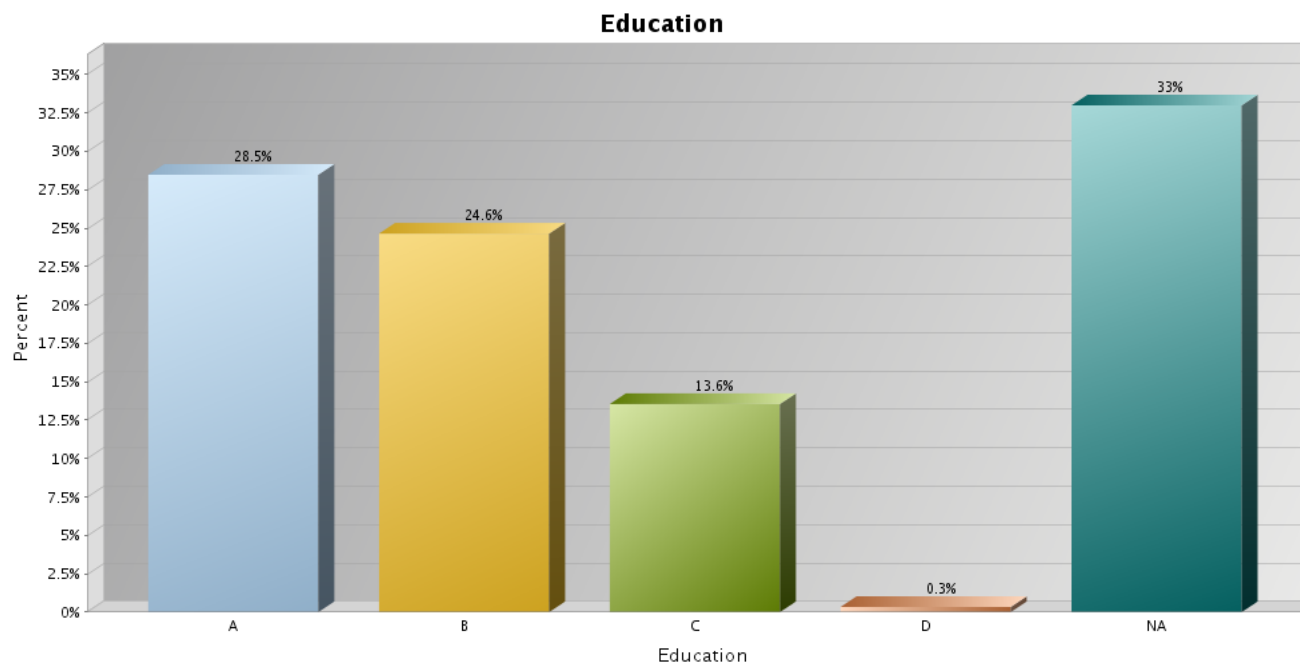
## Report: Presence of Kids

Presence of Kids	Description	Target View #	Target View %
N	No Kids in HH	7,904	48.5%
Y	Kids in HH	4,806	29.5%
NA	Unknown	3,602	22.1%

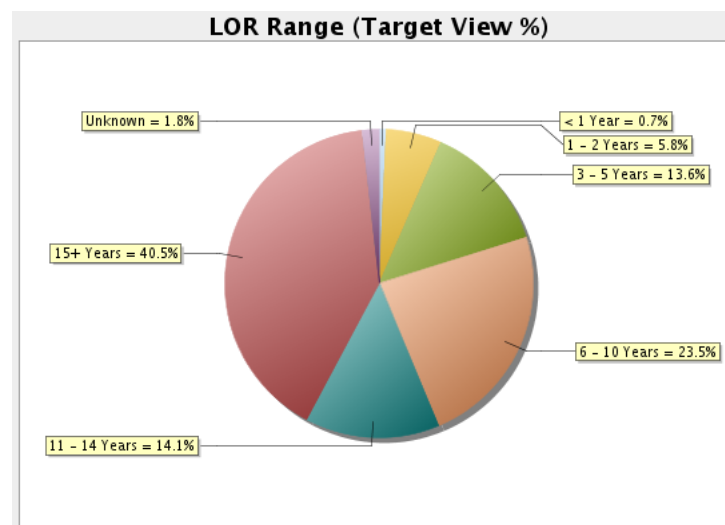
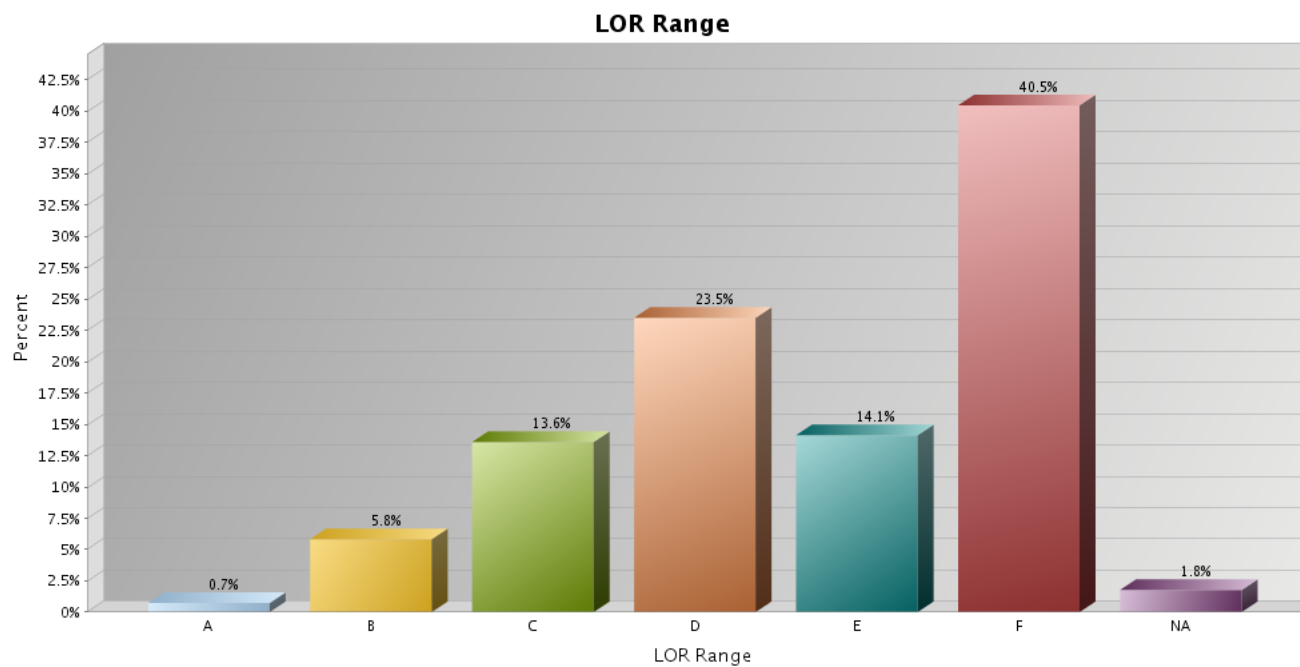




Education	Description	Target View #	Target View %
A	Completed High School	4,644	28.5%
B	Completed College	4,019	24.6%
C	Completed Graduate School	2,211	13.6%
D	Attended Vocational/Tech	56	0.3%
NA	Unknown	5,382	33.0%

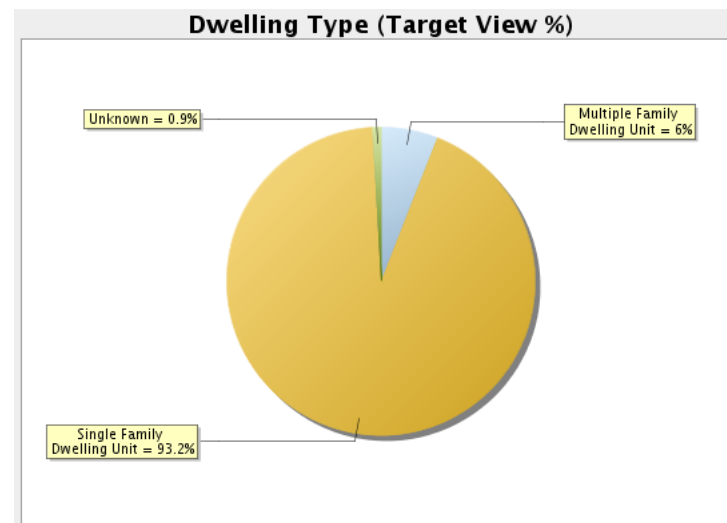
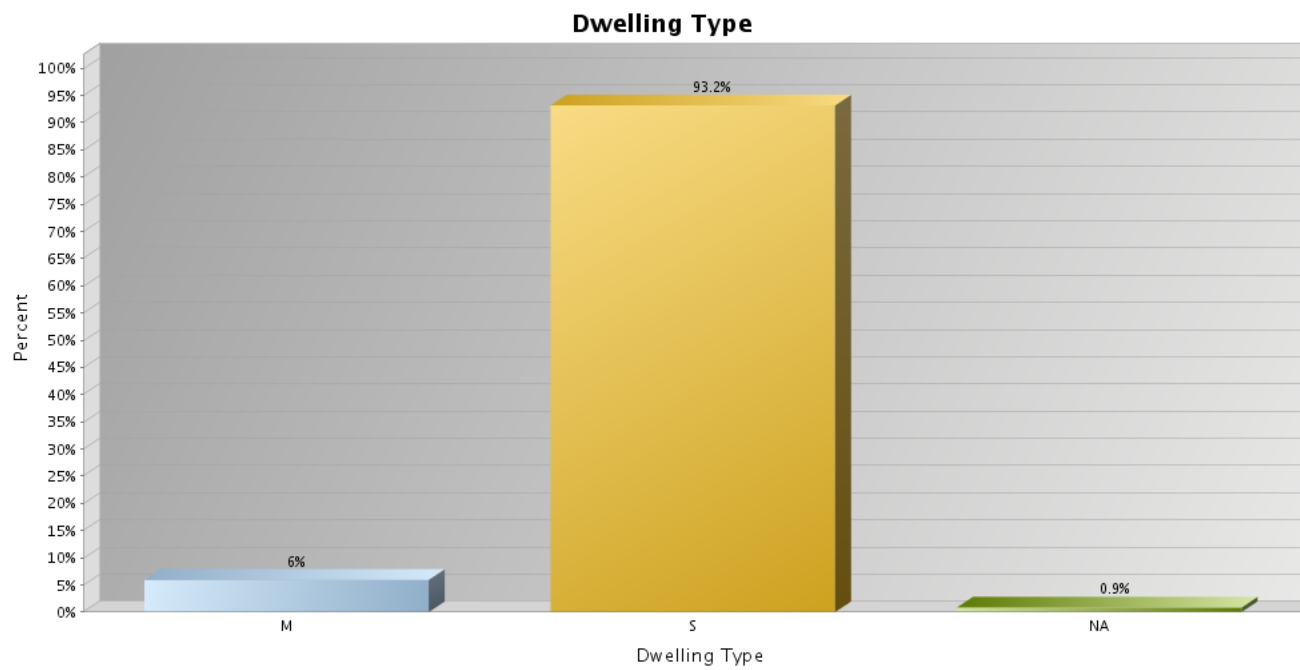


LOR Range	Description	Target View #	Target View %
A	< 1 Year	120	0.7%
B	1 - 2 Years	950	5.8%
C	3 - 5 Years	2,216	13.6%
D	6 - 10 Years	3,832	23.5%
E	11 - 14 Years	2,304	14.1%
F	15+ Years	6,600	40.5%
NA	Unknown	290	1.8%



## Report: Dwelling Type

Dwelling Type	Description	Target View #	Target View %
M	Multiple Family Dwelling Unit	972	6.0%
S	Single Family Dwelling Unit	15,199	93.2%
NA	Unknown	141	0.9%



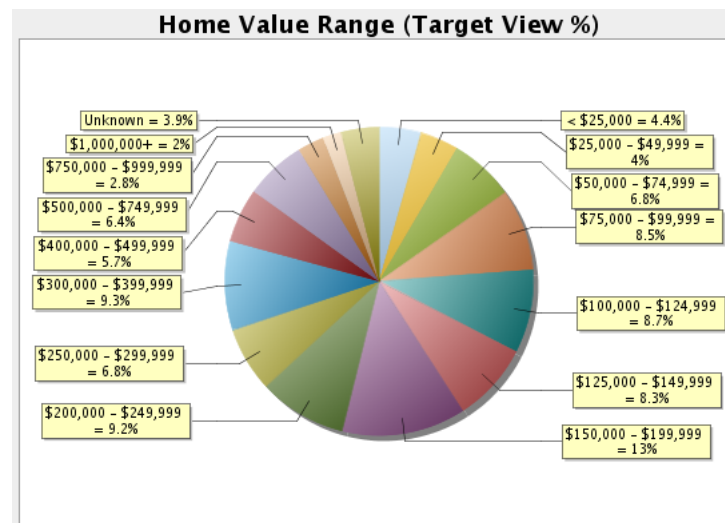
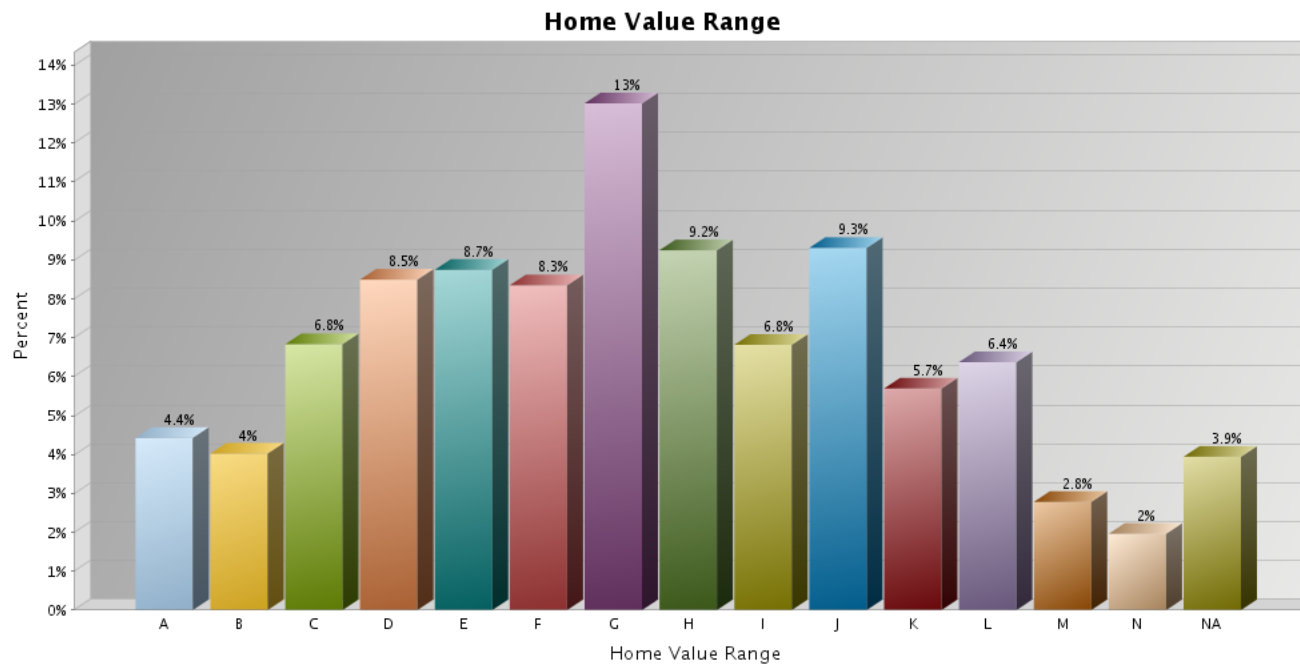
# Report: Home Value Range



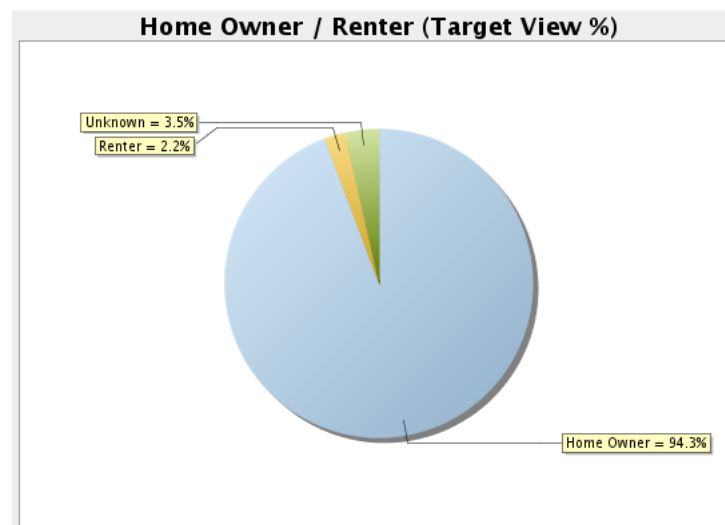
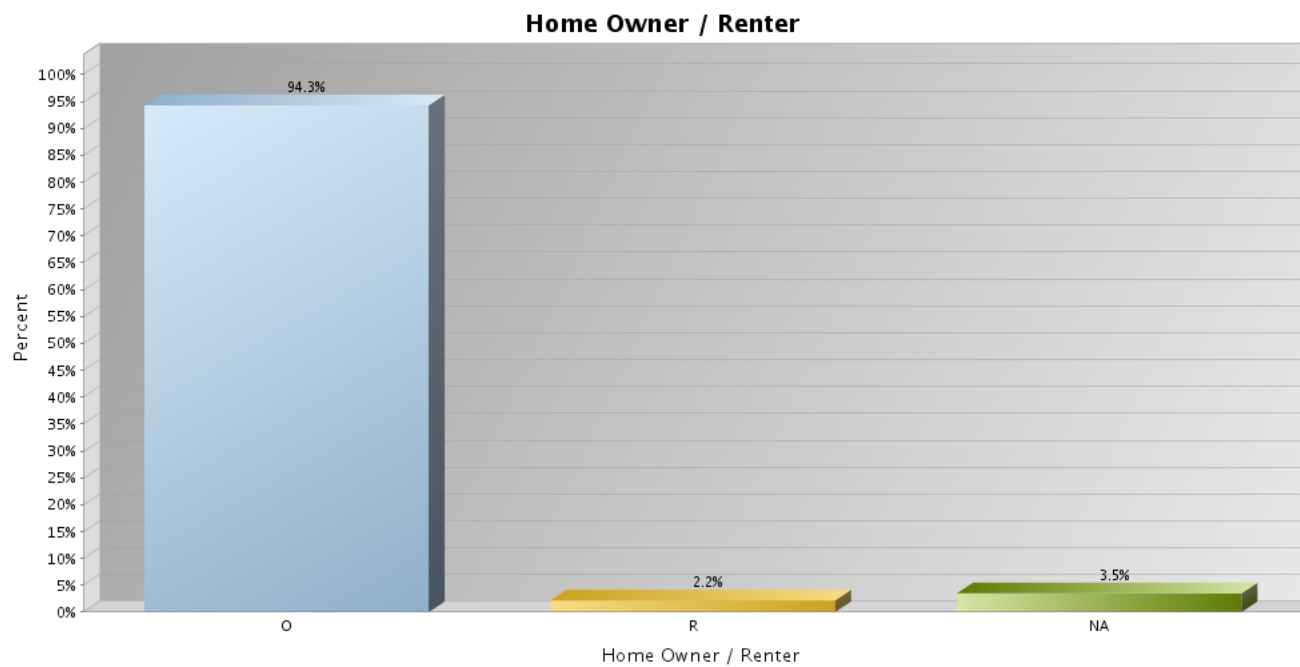
3620 N. 3rd Avenue  
Phoenix, AZ 85013

Home Value Range	Description	Target View #	Target View %
A	< \$25,000	722	4.4%
B	\$25,000 - \$49,999	656	4.0%
C	\$50,000 - \$74,999	1,115	6.8%
D	\$75,000 - \$99,999	1,385	8.5%
E	\$100,000 - \$124,999	1,426	8.7%
F	\$125,000 - \$149,999	1,361	8.3%
G	\$150,000 - \$199,999	2,124	13.0%
H	\$200,000 - \$249,999	1,508	9.2%
I	\$250,000 - \$299,999	1,112	6.8%
J	\$300,000 - \$399,999	1,518	9.3%
K	\$400,000 - \$499,999	929	5.7%
L	\$500,000 - \$749,999	1,039	6.4%
M	\$750,000 - \$999,999	454	2.8%
N	\$1,000,000+	320	2.0%
NA	Unknown	643	3.9%

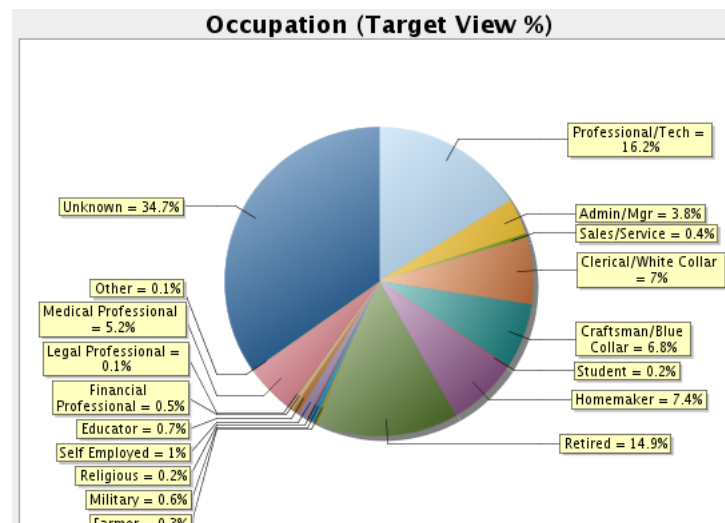
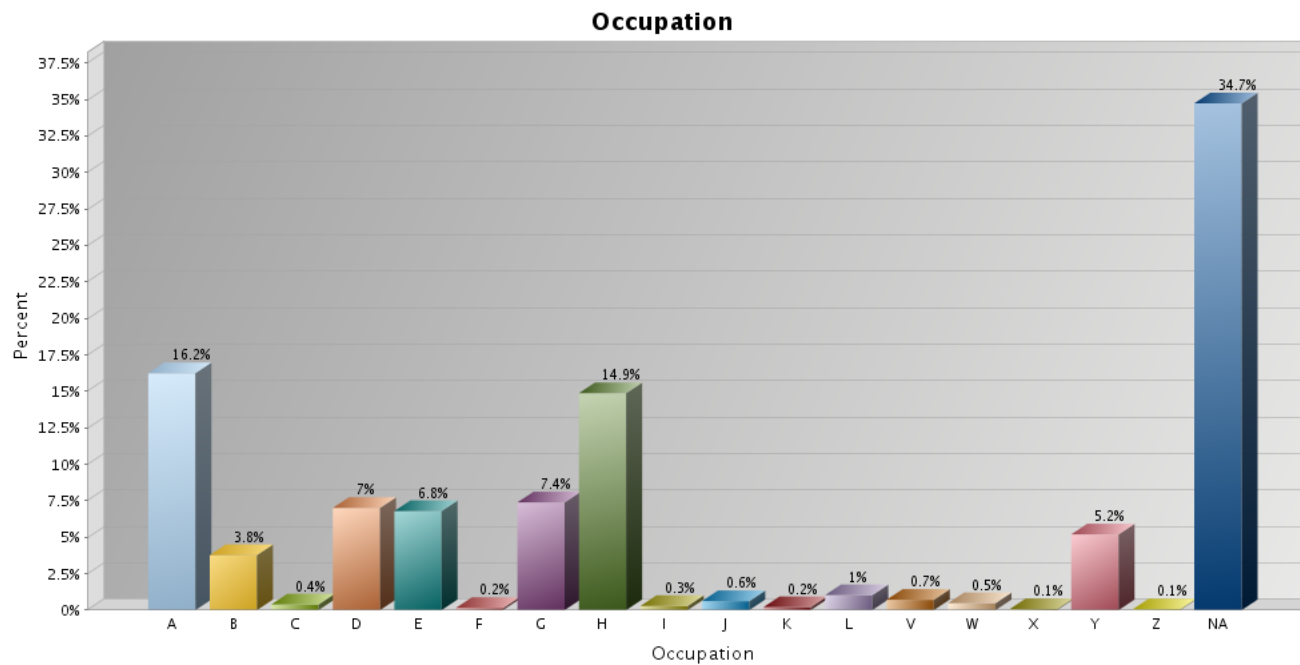




Home Owner / Renter	Description	Target View #	Target View %
O	Home Owner	15,381	94.3%
R	Renter	357	2.2%
NA	Unknown	574	3.5%

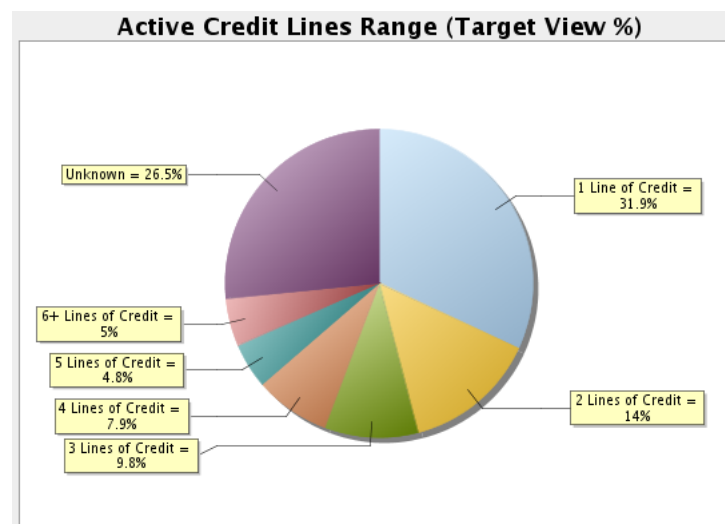
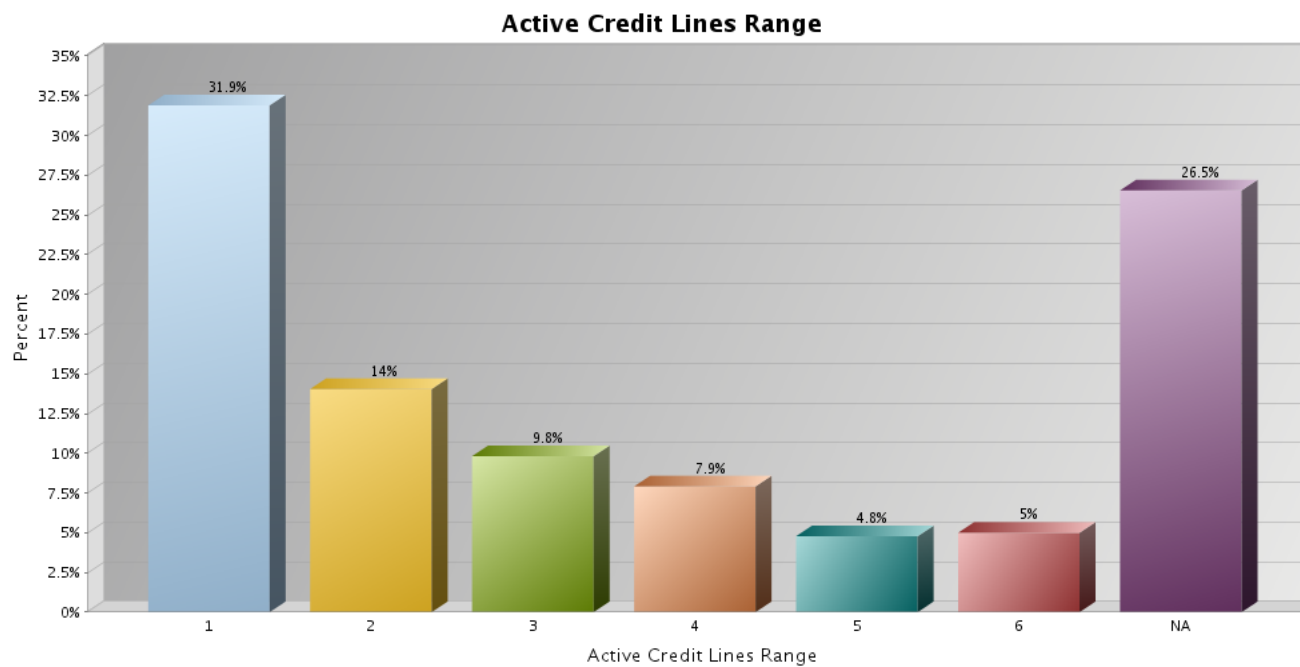


Occupation	Description	Target View #	Target View %
A	Professional/Tech	2,650	16.2%
B	Admin/Mgr	615	3.8%
C	Sales/Service	63	0.4%
D	Clerical/White Collar	1,143	7.0%
E	Craftsman/Blue Collar	1,107	6.8%
F	Student	25	0.2%
G	Homemaker	1,205	7.4%
H	Retired	2,426	14.9%
I	Farmer	47	0.3%
J	Military	101	0.6%
K	Religious	35	0.2%
L	Self Employed	168	1.0%
V	Educator	116	0.7%
W	Financial Professional	79	0.5%
X	Legal Professional	11	0.1%
Y	Medical Professional	846	5.2%
Z	Other	9	0.1%
NA	Unknown	5,666	34.7%



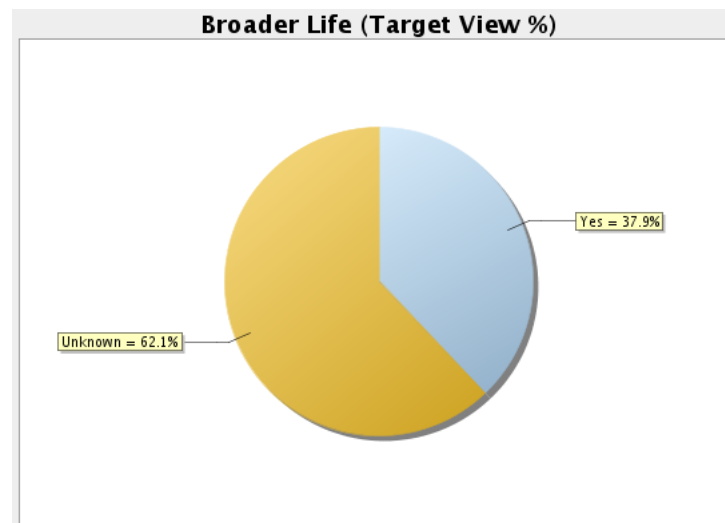
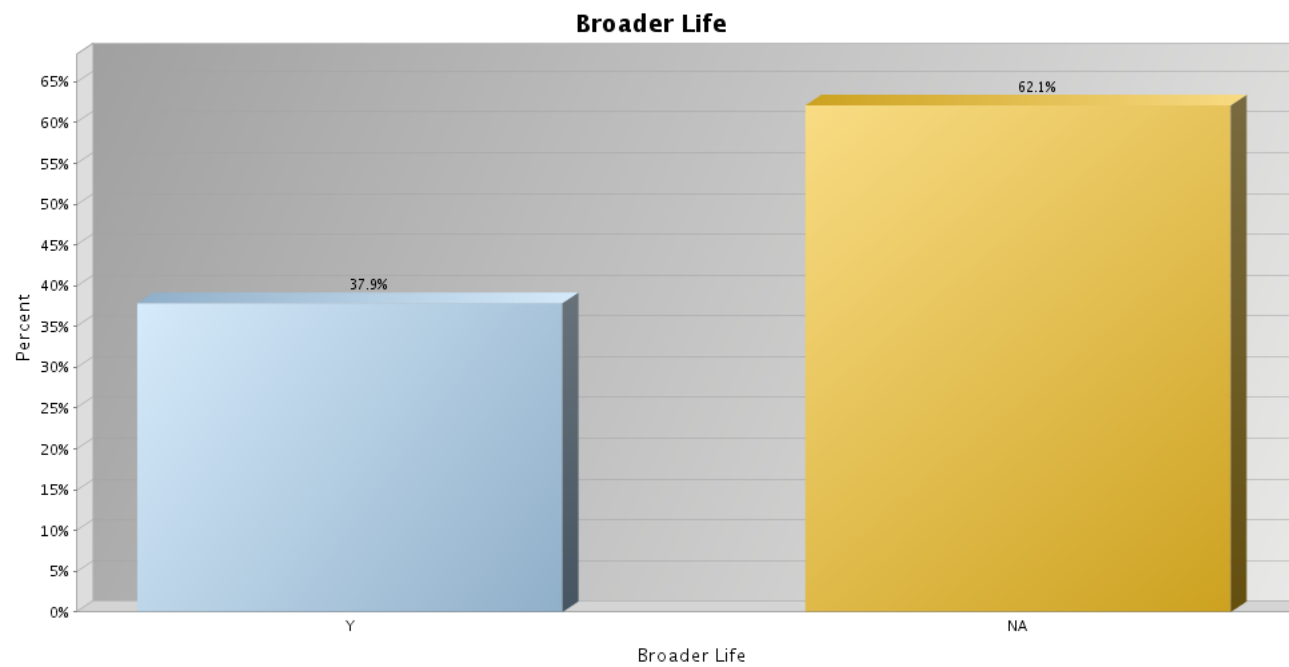
## Report: Active Credit Lines Range

Active Credit Lines Range	Description	Target View #	Target View %
1	1 Line of Credit	5,203	31.9%
2	2 Lines of Credit	2,291	14.0%
3	3 Lines of Credit	1,601	9.8%
4	4 Lines of Credit	1,291	7.9%
5	5 Lines of Credit	780	4.8%
6	6+ Lines of Credit	816	5.0%
NA	Unknown	4,330	26.5%

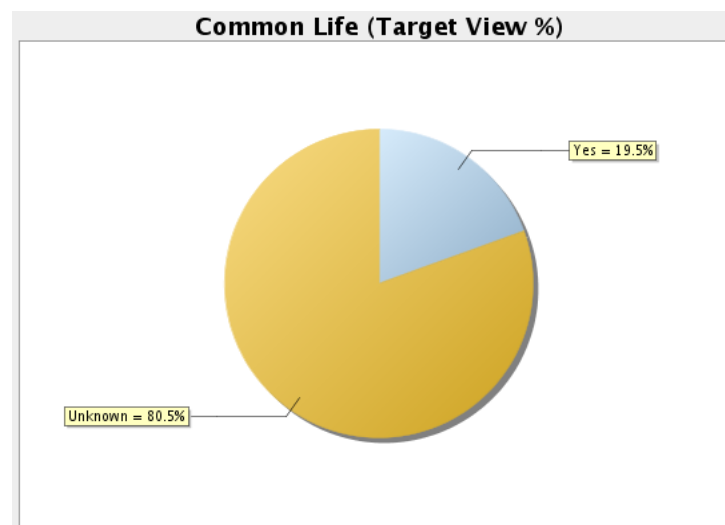
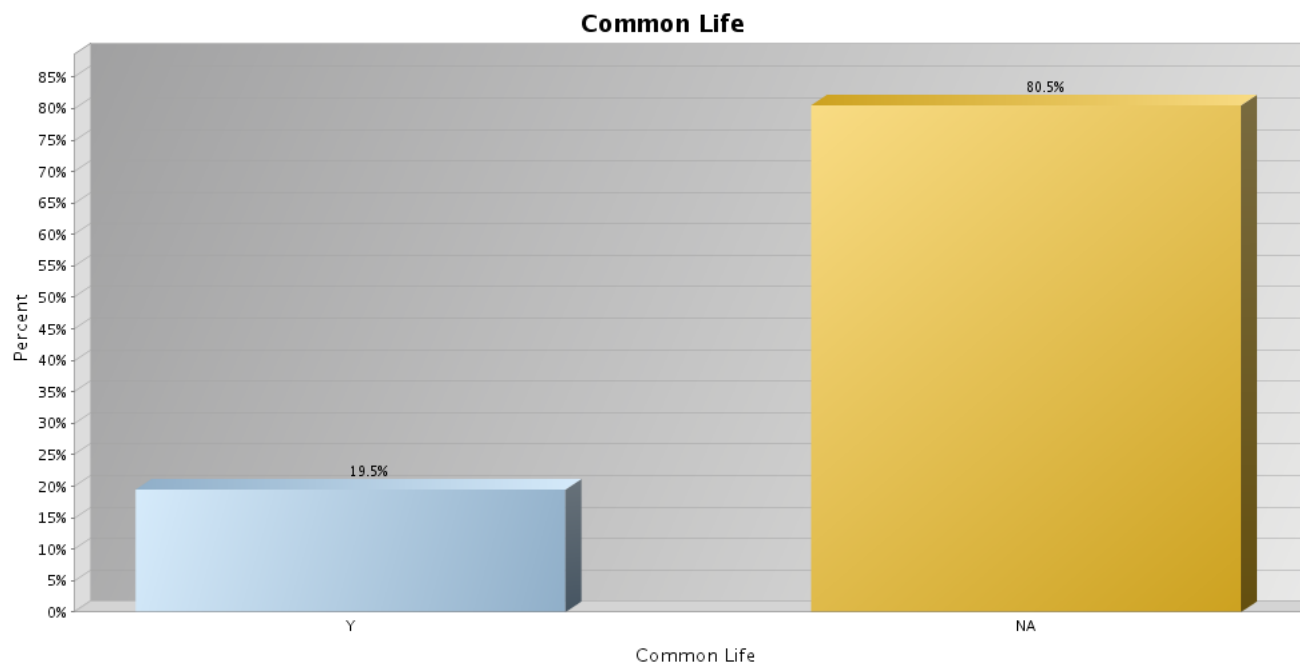


Broader Life	Description	Target View #	Target View %
Y	Yes	6,179	37.9%
NA	Unknown	10,133	62.1%



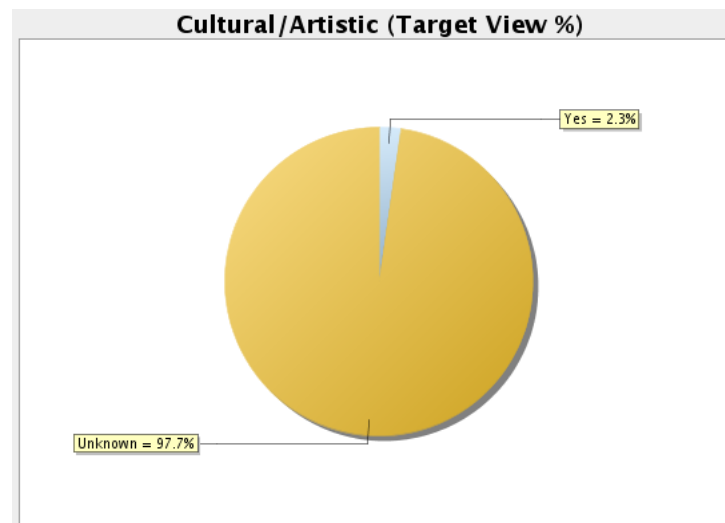
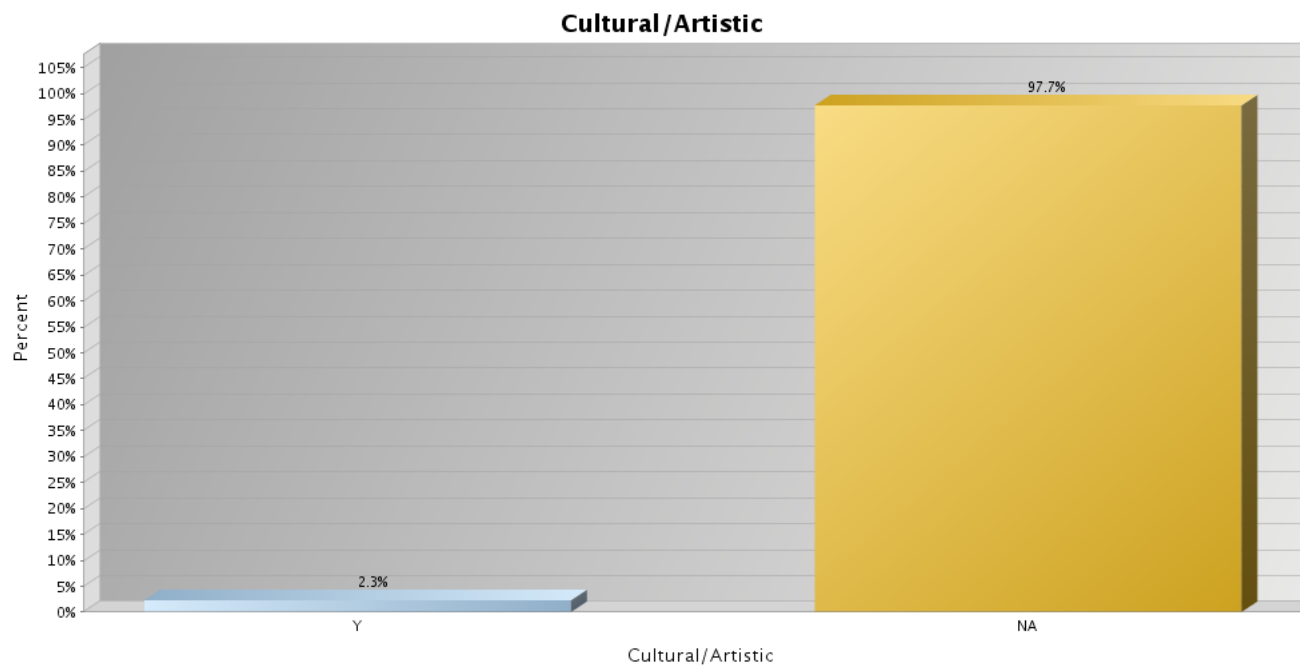


Common Life	Description	Target View #	Target View %
Y	Yes	3,177	19.5%
NA	Unknown	13,135	80.5%

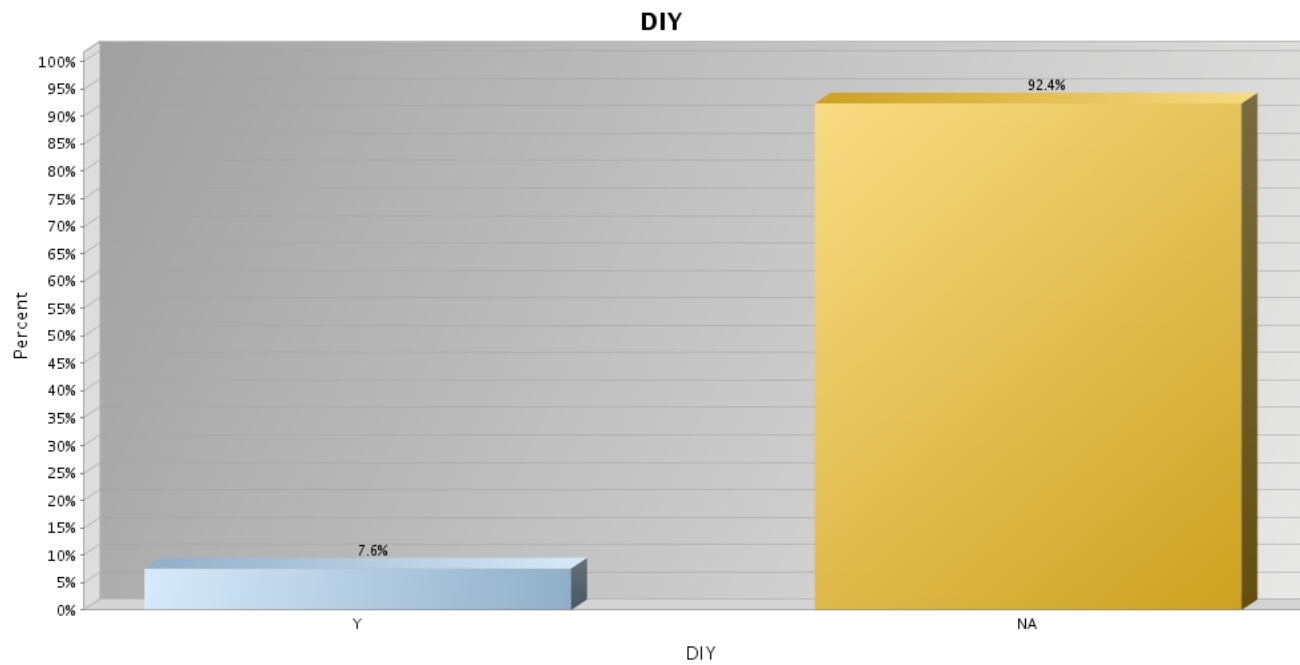


## Report: Cultural/Artistic

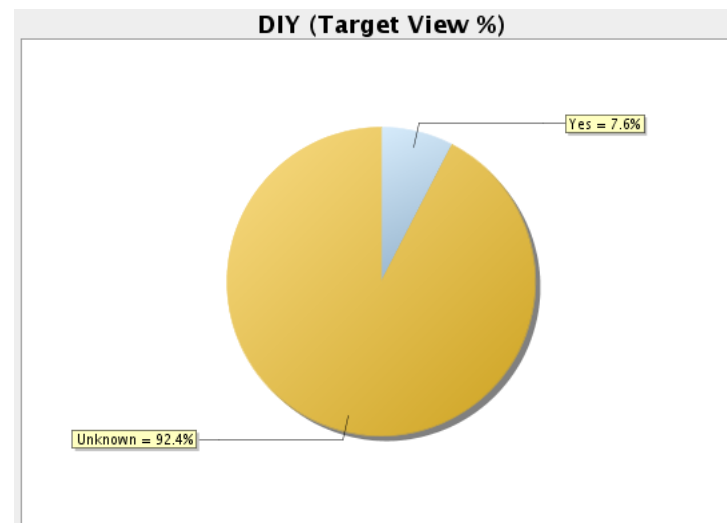
Cultural/Artistic	Description	Target View #	Target View %
Y	Yes	374	2.3%
NA	Unknown	15,938	97.7%



DIY	Description	Target View #	Target View %
Y	Yes	1,239	7.6%
NA	Unknown	15,073	92.4%

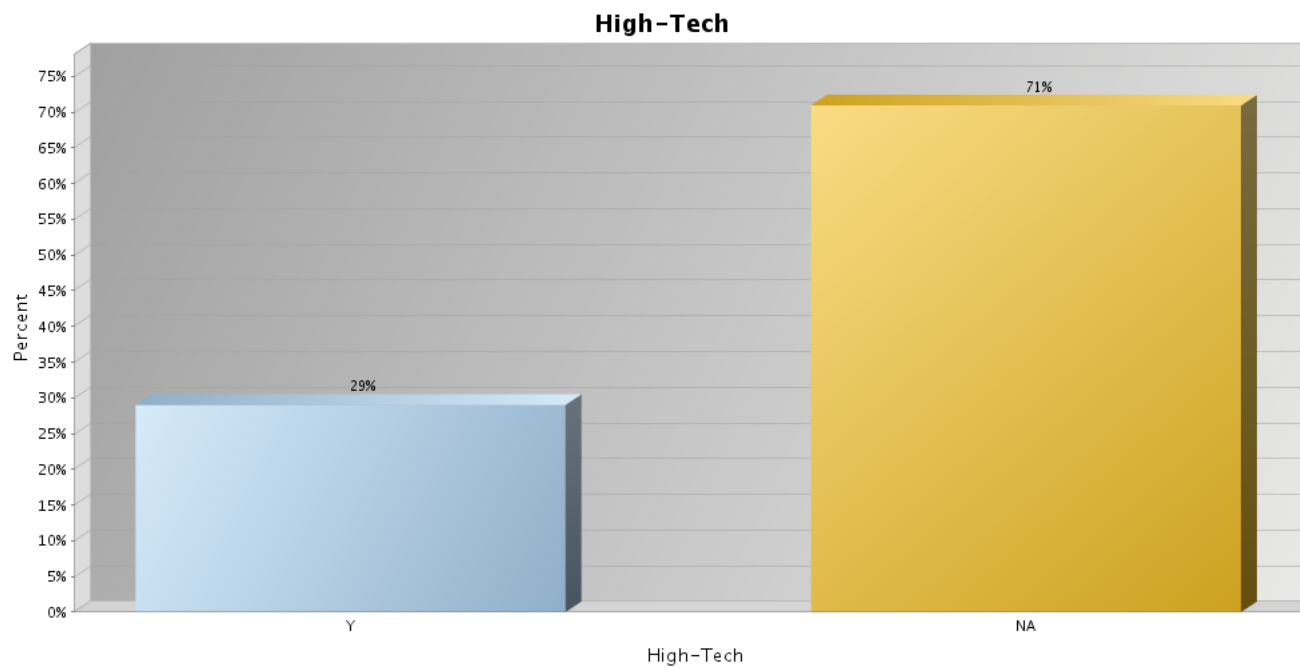


DIY

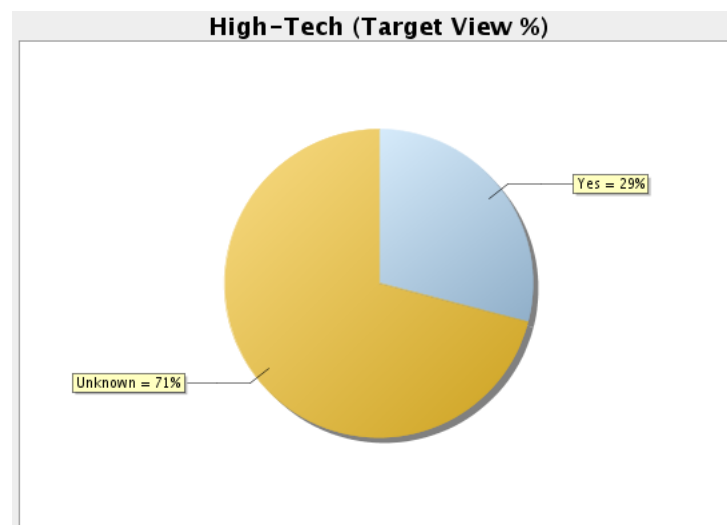


High-Tech	Description	Target View #	Target View %
Y	Yes	4,736	29.0%
NA	Unknown	11,576	71.0%

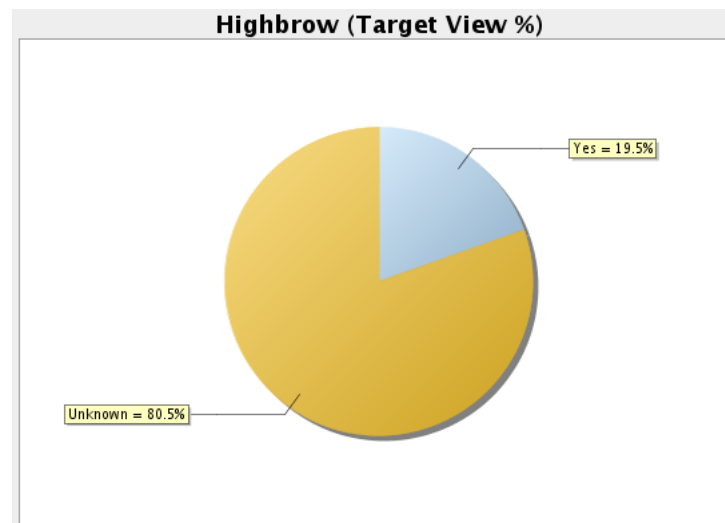
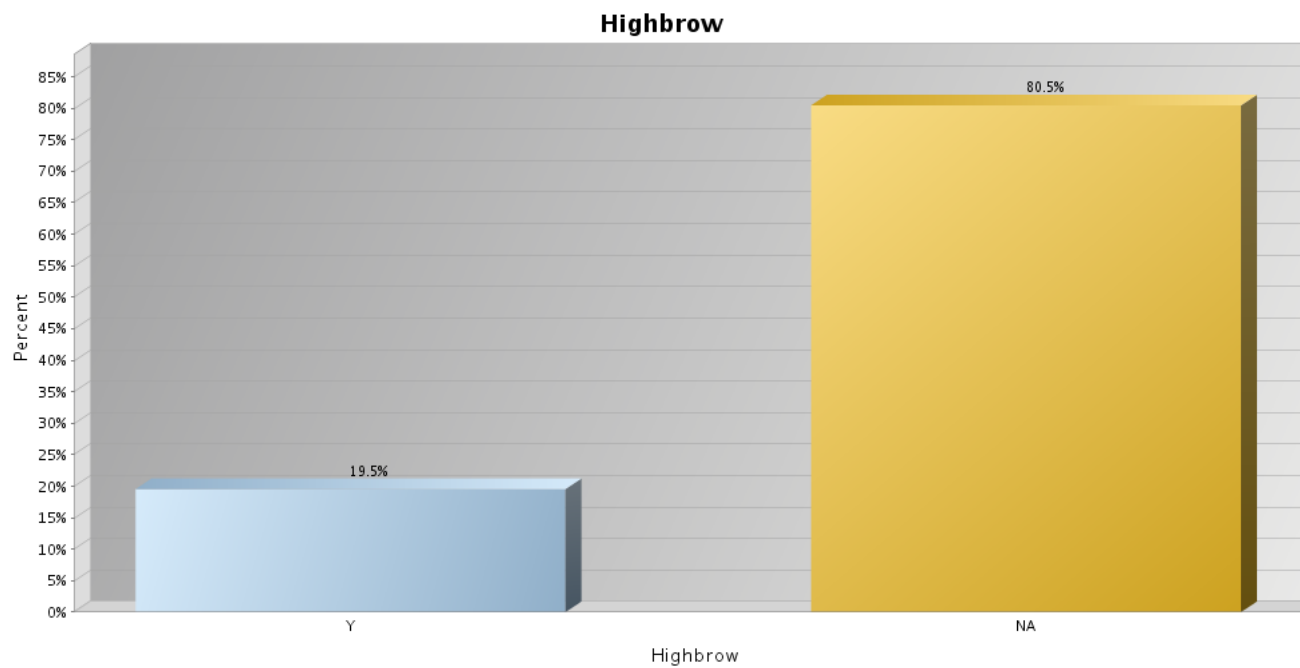




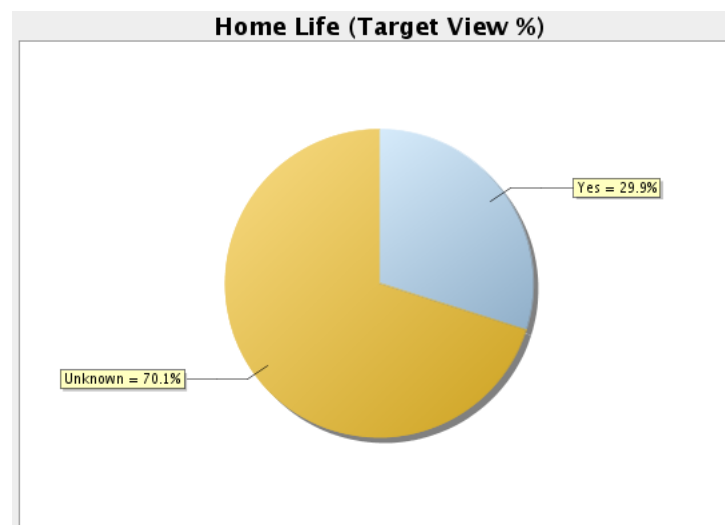
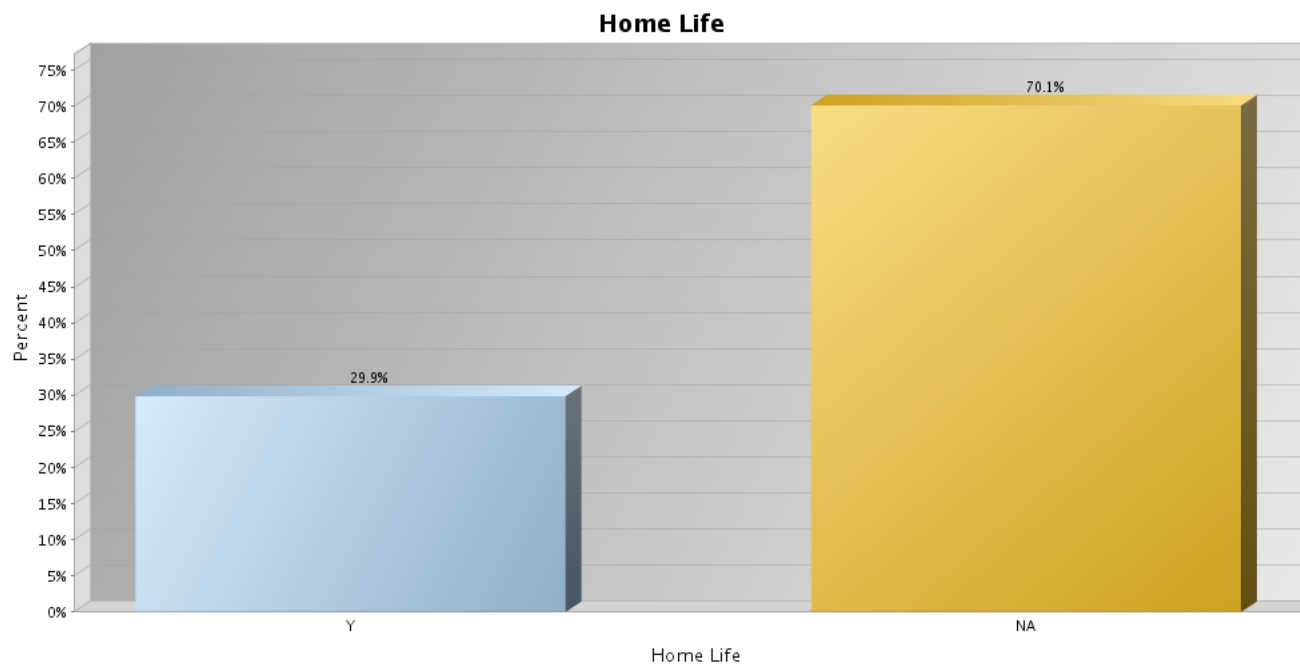
High-Tech



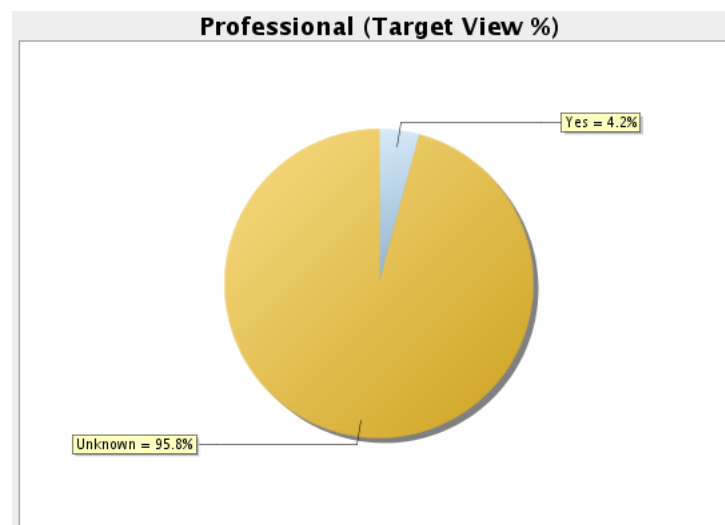
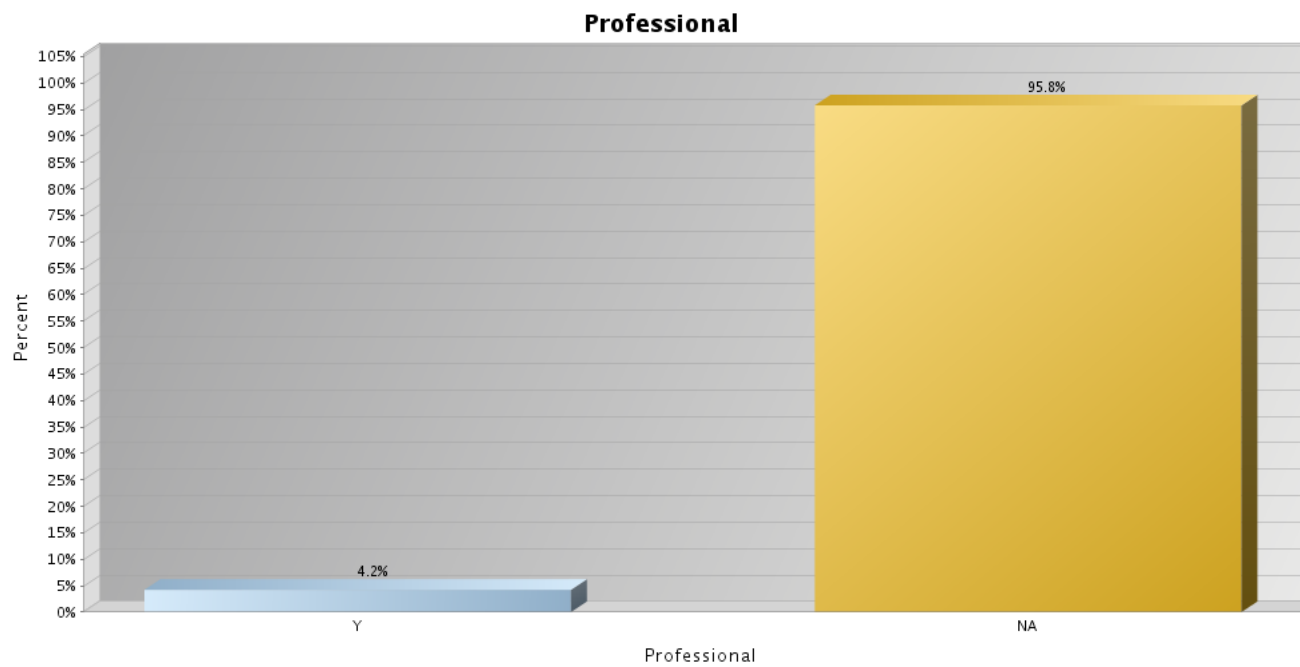
Highbrow	Description	Target View #	Target View %
Y	Yes	3,188	19.5%
NA	Unknown	13,124	80.5%



Home Life	Description	Target View #	Target View %
Y	Yes	4,874	29.9%
NA	Unknown	11,438	70.1%

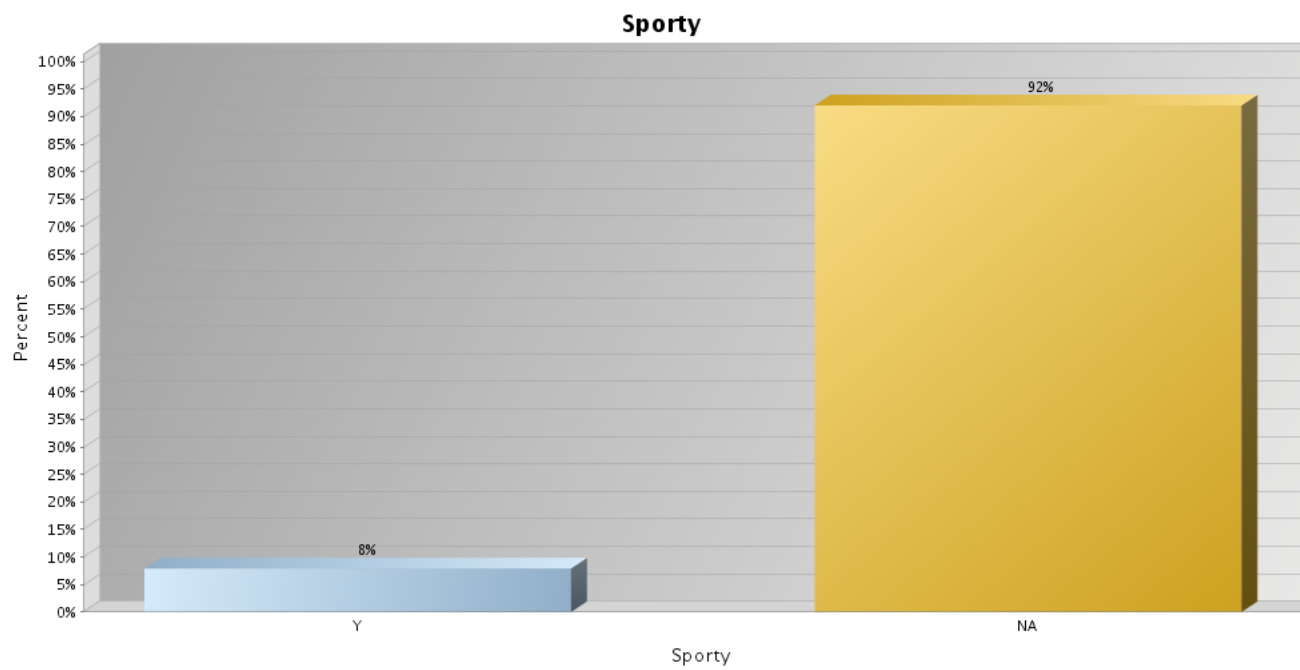


Professional	Description	Target View #	Target View %
Y	Yes	689	4.2%
NA	Unknown	15,623	95.8%

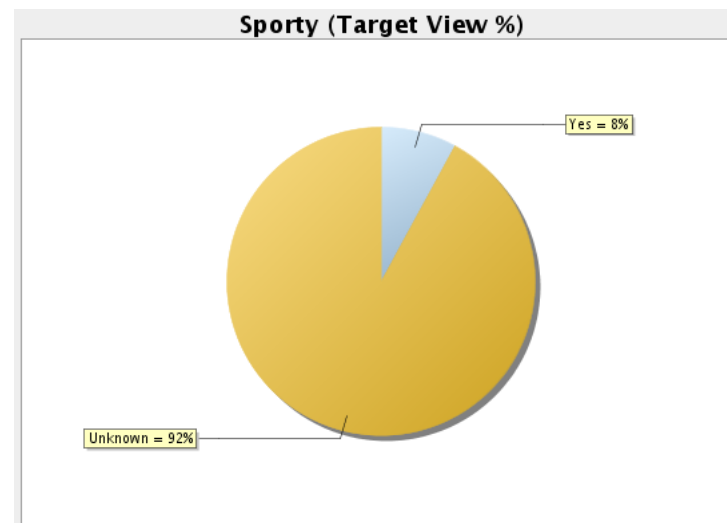


Sporty	Description	Target View #	Target View %
Y	Yes	1,297	8.0%
NA	Unknown	15,015	92.0%

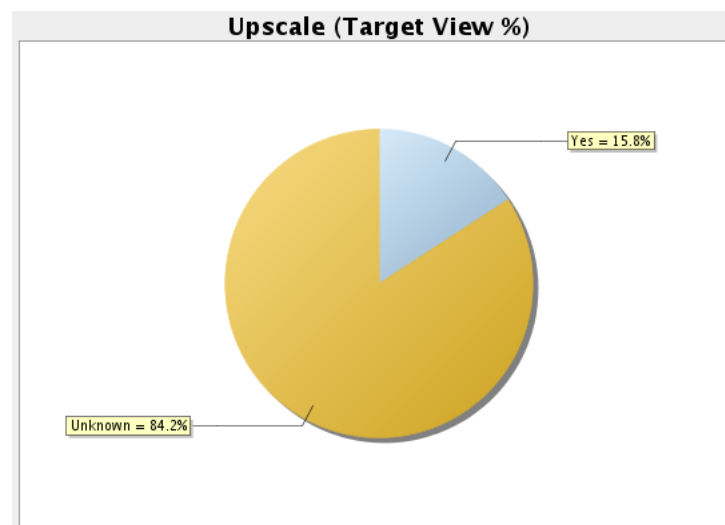
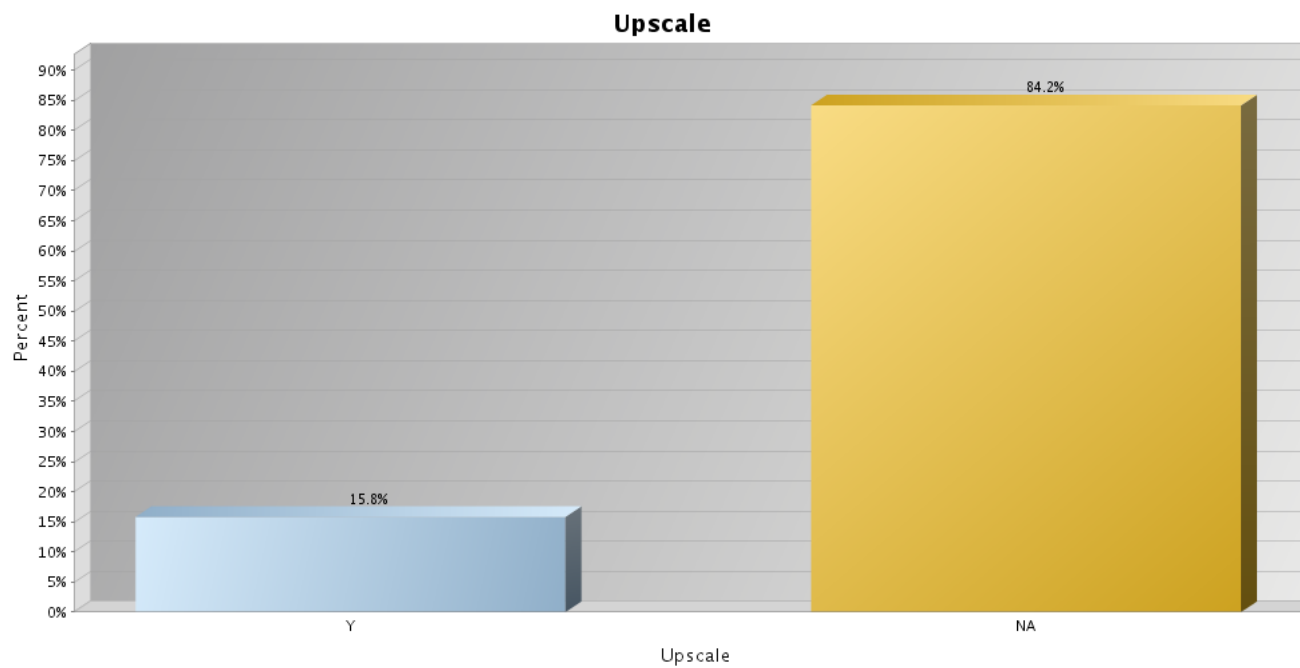




Sporty



Upscale	Description	Target View #	Target View %
Y	Yes	2,580	15.8%
NA	Unknown	13,732	84.2%



State	Description	Target View #	Target View %
AK	Alaska	1	0.0%
AL	Alabama	459	2.8%
AR	Arkansas	384	2.4%
AZ	Arizona	584	3.6%
CA	California	3,848	23.6%
CO	Colorado	90	0.6%
CT	Connecticut	28	0.2%
DC	District Of Columbia	102	0.6%
DE	Delaware	38	0.2%
FL	Florida	90	0.6%
GA	Georgia	1,707	10.5%
IA	Iowa	81	0.5%
ID	Idaho	19	0.1%
IL	Illinois	66	0.4%
IN	Indiana	11	0.1%
KS	Kansas	39	0.2%
KY	Kentucky	73	0.4%
LA	Louisiana	45	0.3%
MA	Massachusetts	2	0.0%
MD	Maryland	69	0.4%
ME	Maine	4	0.0%
MI	Michigan	19	0.1%
MN	Minnesota	29	0.2%

MO	Missouri	54	0.3%
MS	Mississippi	239	1.5%
MT	Montana	29	0.2%
NC	North Carolina	1,353	8.3%
ND	North Dakota	10	0.1%
NE	Nebraska	28	0.2%
NH	New Hampshire	10	0.1%
NJ	New Jersey	132	0.8%
NM	New Mexico	96	0.6%
NV	Nevada	45	0.3%
OH	Ohio	315	1.9%
OK	Oklahoma	69	0.4%
PA	Pennsylvania	10	0.1%
RI	Rhode Island	33	0.2%
SC	South Carolina	22	0.1%
SD	South Dakota	4	0.0%
TN	Tennessee	4,199	25.7%
TX	Texas	556	3.4%
UT	Utah	3	0.0%
VA	Virginia	915	5.6%
VT	Vermont	1	0.0%
WA	Washington	363	2.2%
WI	Wisconsin	19	0.1%
WV	West Virginia	3	0.0%
WY	Wyoming	16	0.1%

