

ENHANCED LOOK ALIKE REPORT

APRIL 21, 2016

R4181798



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LEARN MORE ABOUT YOUR CUSTOMERS SO THAT YOU CAN FIND PROSPECTS JUST LIKE THEM!

The Enhanced Look Alike Report helps you to take a broad view of your customer base, identify in which sectors you have strong or weak market presence, learn who your best customers are and how they are different from less active customers, and get additional insight that will tell you how to market to them more effectively.

In addition, you can learn how many prospects exist in your trade area and immediately turn your customer profile into action by purchasing a list of leads who look just like your "best performers" or "undecided prospects".

- [WHAT IS SPECIAL ABOUT THE ENHANCED LOOK ALIKE REPORT?](#)
- [HOW IT WORKS](#)
- [WHAT IS MPI?](#)
- [WHAT IS Z-SCORE?](#)
- [WHAT DO "BEST PERFORMERS" AND "UNDECIDED PROSPECTS" MEAN?](#)
- [HOW TO READ YOUR REPORT?](#)
- [HOW TO ORDER A LIST OF PROSPECTS BASED ON YOUR REPORT?](#)

REPORT OVERVIEW

Report #:	R4181798	Database:	InfoBase Consumer List
Date:	04/21/2016	Total analyzed prospects:	244,344,766
Upload file name:		Total "Best performers" prospects:	6,705,616
Total records uploaded:	238,303	Total "Undecided prospects":	28,418,803
Total uploaded records matched:	111,697		
Match rate:	46.87%		

THE FOLLOWING ELEMENTS HAVE BEEN ANALYSED:

Individual:

- Age 2-Year Increments
- Gender Code
- Acxiom Country of Origin
- Acxiom Race Code
- Education (Individual)

Interest:

- Interest
- Political Party - (Individual)
- Green Living

Social Networking:

- Internet Connection Type

Household:

- Marital Status
- Number of Adults
- Number of Children
- Length of Residence
- Health
- Life Insurance Policy Owner

Wealth:

- Income - Est Household
- Income High Ranges
- NetWorth Gold

Auto:

- Vehicle - Known Owned Number
- Vehicle Type - 1st Vehicle
- Vehicle Type - 2nd Vehicle

Home:

- Dwelling Type
- Homeowner / Renter
- Home Equity Available Ranges
- Home Purchase Year
- Home Market Value

Buying Behavior:

- Credit Card User
- Mail Order Responder
- Heavy Transactors
- Buying Activity Categories

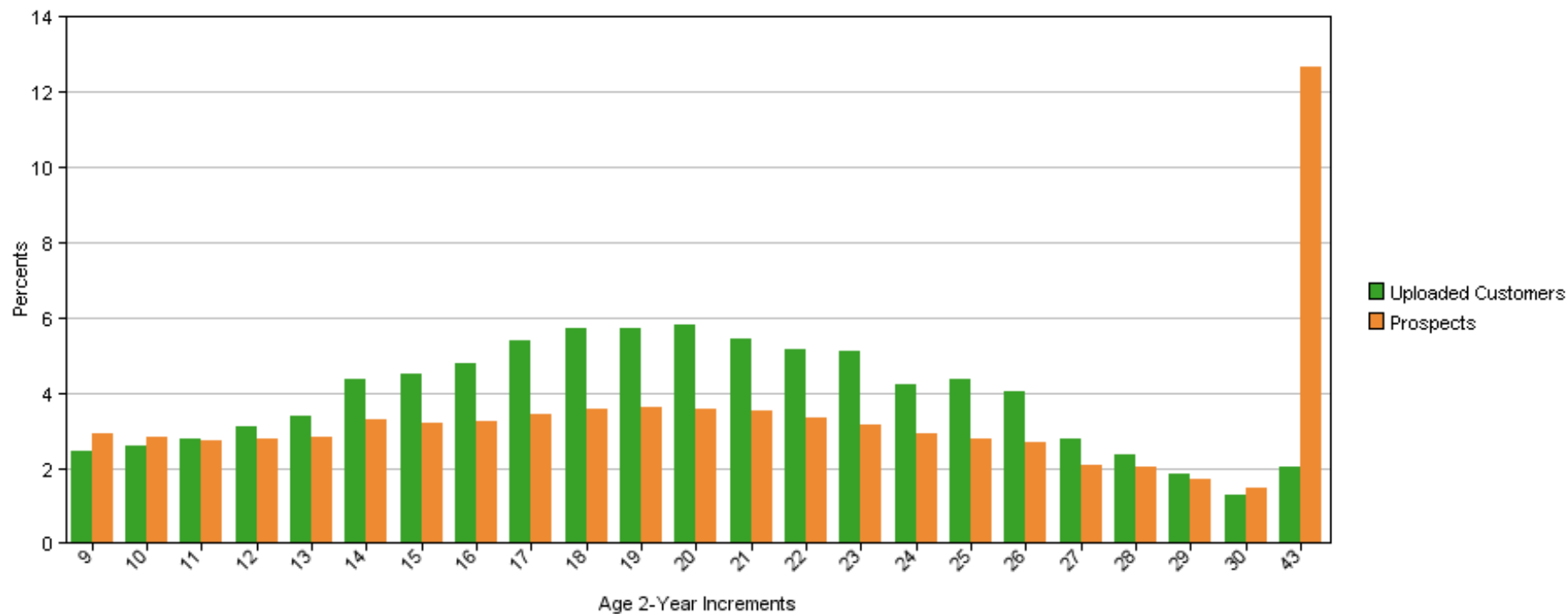
Personicx segment:

- Personicx Lifestage Groups
- Personicx Lifestage Clusters (formerly Personicx Classic-Refresh)

INDIVIDUAL

AGE 2-YEAR INCREMENTS

Indicates adult age in 2-year increments for each individual from 18 to 100+.



This element contains too many attributes to fit in the chart, so only top 40 with the highest MPI are displayed.

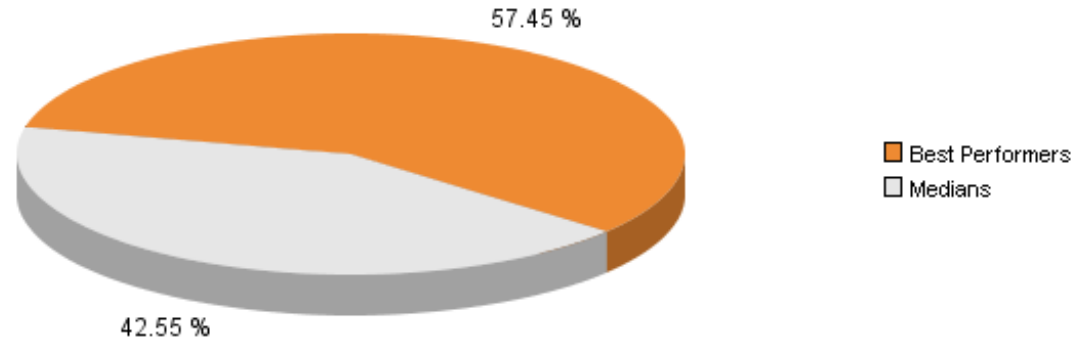
#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Age 18-19	13	0.03 %	933,190	0.38 %	7*	-12.45
2	Age 20-21	116	0.25 %	3,245,464	1.33 %	19*	-20.48
3	Age 22-23	219	0.47 %	5,290,605	2.17 %	21*	-25.33
4	Age 24-25	371	0.79 %	5,662,770	2.32 %	34*	-22.04

5	Age 26-27	438	0.93 %	5,585,258	2.29 %	41*	-19.66
6	Age 28-29	553	1.18 %	5,880,268	2.41 %	49*	-17.43
7	Age 30-31	782	1.66 %	6,284,298	2.57 %	65*	-12.47
8	Age 32-33	982	2.09 %	6,607,573	2.70 %	77*	-8.25
9	Age 34-35	1,155	2.46 %	7,077,693	2.90 %	85	-5.72
10	Age 36-37	1,228	2.61 %	6,900,532	2.82 %	92	-2.80
11	Age 38-39	1,308	2.78 %	6,725,819	2.75 %	101	0.36
12	Age 40-41	1,459	3.10 %	6,750,125	2.76 %	112	4.47
13	Age 42-43	1,598	3.40 %	6,922,307	2.83 %	120	7.37
14	Age 44-45	2,048	4.35 %	8,002,052	3.28 %	133	13.14
15	Age 46-47	2,126	4.52 %	7,854,823	3.22 %	141	16.03
16	Age 48-49	2,245	4.77 %	7,885,114	3.23 %	148	18.96
17	Age 50-51	2,525	5.37 %	8,364,918	3.42 %	157	23.19
18	Age 52-53	2,697	5.73 %	8,735,976	3.58 %	160	25.20
19	Age 54-55	2,699	5.74 %	8,878,731	3.63 %	158	24.37
20	Age 56-57	2,741	5.83 %	8,776,969	3.59 %	162	26.04
21	Age 58-59	2,561	5.44 %	8,567,980	3.51 %	155	22.83
22	Age 60-61	2,434	5.17 %	8,139,430	3.33 %	155	22.26
23	Age 62-63	2,413	5.13 %	7,654,588	3.13 %	164	24.85
24	Age 64-65	1,989	4.23 %	7,123,924	2.92 %	145	16.91
25	Age 66-67	2,048	4.35 %	6,755,792	2.77 %	157	21.00
26	Age 68-69	1,890	4.02 %	6,590,363	2.70 %	149	17.67
27	Age 70-71	1,314	2.79 %	5,018,805	2.05 %	136	11.30

28	Age 72-73	1,119	2.38 %	4,971,056	2.03 %	117	5.29
29	Age 74-75	865	1.84 %	4,135,620	1.69 %	109	2.45
30	Age 76-77	602	1.28 %	3,627,919	1.49 %	86	-3.68
31	Age 78-79	431	0.92 %	3,248,507	1.33 %	69*	-7.82
32	Age 80-81	346	0.74 %	2,793,053	1.14 %	64*	-8.32
33	Age 82-83	226	0.48 %	2,406,332	0.99 %	49*	-11.09
34	Age 84-85	176	0.37 %	2,211,544	0.91 %	41*	-12.16
35	Age 86-87	121	0.26 %	1,907,422	0.78 %	33*	-12.91
36	Age 88-89	75	0.16 %	1,627,240	0.67 %	24*	-13.52
37	Age 90-91	49	0.10 %	1,323,273	0.54 %	19*	-12.94
38	Age 92-93	43	0.09 %	1,016,936	0.42 %	22*	-10.95
39	Age 94-95	29	0.06 %	770,151	0.32 %	20*	-9.79
40	Age 96-97	32	0.07 %	517,190	0.21 %	32*	-6.79
41	Age 98-99	12	0.03 %	281,873	0.12 %	23*	-5.70
42	Age 100+	16	0.03 %	368,220	0.15 %	23*	-6.54
43	Unknown	954	2.03 %	30,923,063	12.66 %	16	-69.33

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

AGE 2-YEAR INCREMENTS - MPI VIEW (%)



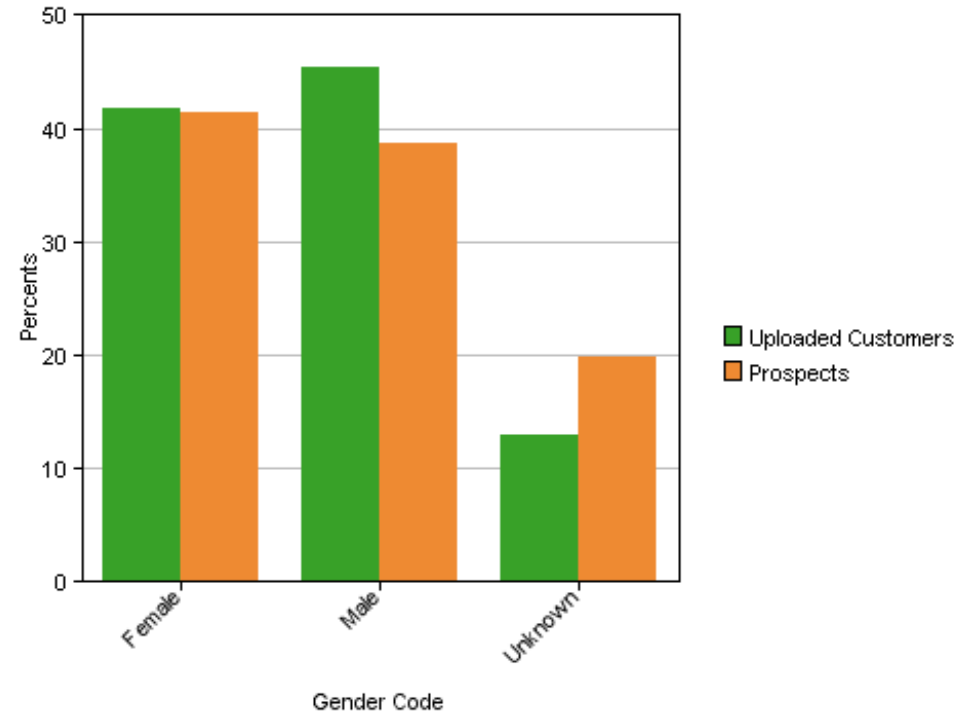
BEST PERFORMERS	MPI
Age 62-63	164
Age 56-57	162
Age 52-53	160
Age 54-55	158
Age 66-67	157
Age 50-51	157
Age 60-61	155
Age 58-59	155
Age 68-69	149
Age 48-49	148
Age 64-65	145
Age 46-47	141
Age 70-71	136
Age 44-45	133

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INDIVIDUAL

GENDER CODE

Indicates the gender of the individual. When individual's first name and title are unknown or ambiguous and no additional sources reflect gender, the gender is coded as "Unknown".



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
F	Female	19,652	41.77 %	101,248,182	41.44 %	101	1.47
M	Male	21,331	45.34 %	94,522,859	38.68 %	117	29.64
[Unknown]	Unknown	6,065	12.89 %	48,573,724	19.88 %	65	-37.98

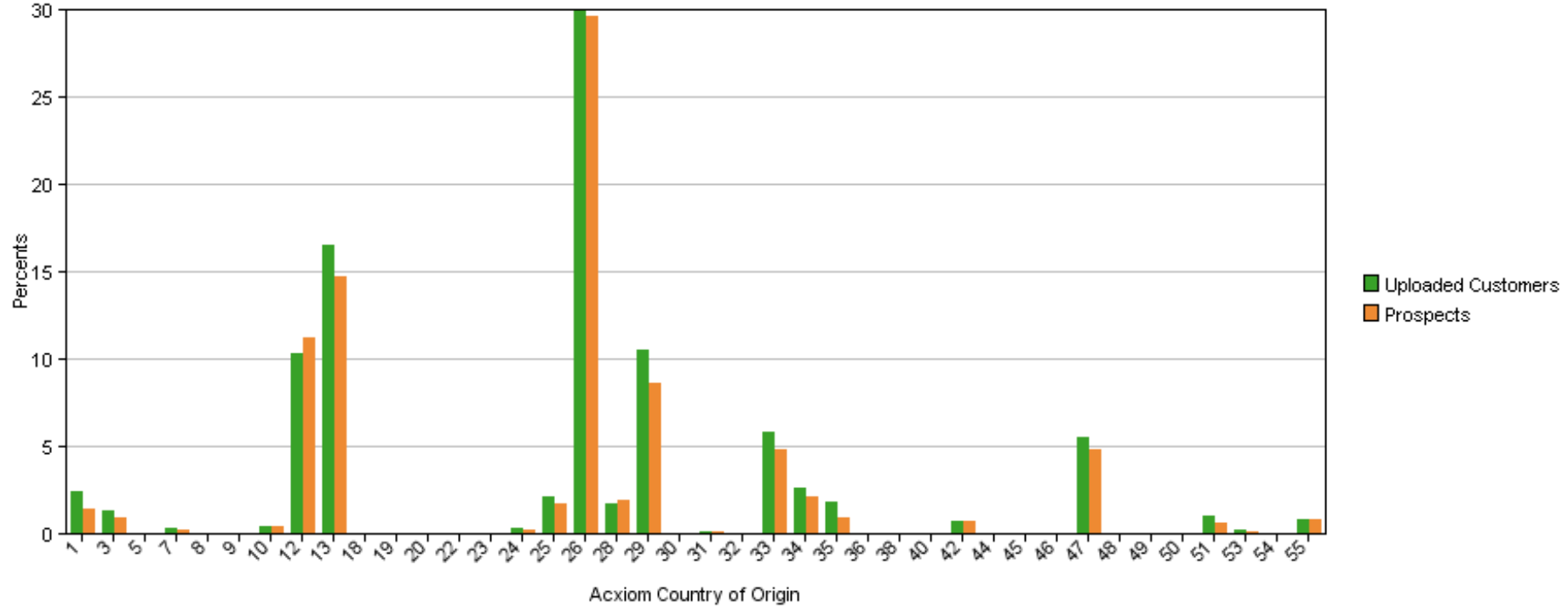
No attributes of "Best Performers" or "Undecided Prospects" have been found.

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INDIVIDUAL

ACXIOM COUNTRY OF ORIGIN

Indicates individual's country of origin.



This element contains too many attributes to fit in the chart, so only top 40 with the highest MPI are displayed.

#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Asian	1,131	2.40 %	3,451,886	1.41 %	170	18.21
2	Cambodia	9	0.02 %	17,926	0.01 %	271*	3.11
3	China	654	1.39 %	2,353,028	0.96 %	144	9.48
4	India	223	0.47 %	882,542	0.36 %	131*	4.09

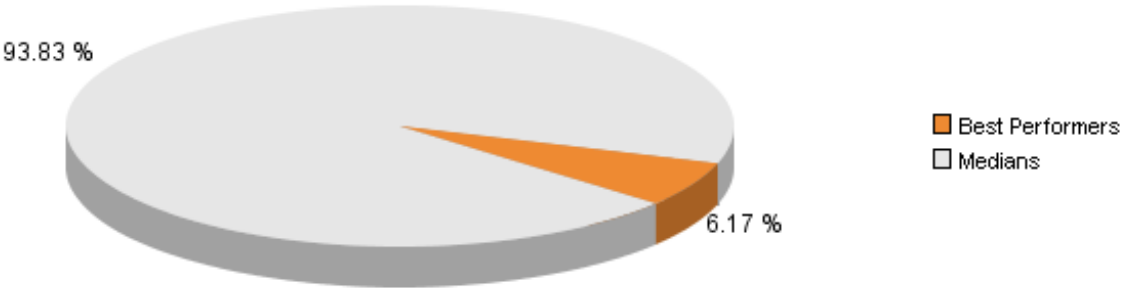
5	Indonesia	2	0.00 %	521	0.00 %	10000	0.00
6	Japan	205	0.44 %	373,162	0.15 %	285*	15.70
7	Korea	162	0.34 %	668,074	0.27 %	126	2.95
8	Laos	8	0.02 %	39,944	0.02 %	106	0.17
9	Philippines	10	0.02 %	34,449	0.01 %	150	1.28
10	Vietnam	194	0.41 %	1,031,875	0.42 %	98	-0.33
11	African American	1,064	2.26 %	26,298,482	10.76 %	21*	-59.49
12	Hispanic	4,870	10.35 %	27,551,684	11.28 %	92	-6.34
13	White	7,770	16.52 %	36,102,182	14.78 %	112	10.63
14	America	17	0.04 %	102,573	0.04 %	86	-0.64
15	Arabia	102	0.22 %	658,823	0.27 %	80	-2.22
16	Armenia	17	0.04 %	33,141	0.01 %	257*	4.03
17	Austria	3	0.01 %	19,046	0.01 %	75	-0.48
18	Belarus	1	0.00 %	5,376	0.00 %	100	0.00
19	Belgium	10	0.02 %	34,680	0.01 %	150	1.28
20	Bosnia	2	0.00 %	4,847	0.00 %	200	0.97
21	Bulgaria	1	0.00 %	12,895	0.01 %	40	-0.92
22	Canada	13	0.03 %	54,303	0.02 %	127	0.88
23	Croatia	15	0.03 %	46,851	0.02 %	168	2.05
24	Czech	152	0.32 %	696,647	0.29 %	113	1.55
25	Denmark	1,034	2.20 %	4,252,132	1.74 %	126	7.60
26	England	14,100	29.97 %	72,563,174	29.70 %	101	1.29
27	Finland	14	0.03 %	103,404	0.04 %	71	-1.27

28	France	822	1.75 %	4,732,509	1.94 %	90	-2.99
29	Germany	4,981	10.59 %	21,073,602	8.63 %	123	15.16
30	Greece	42	0.09 %	163,875	0.07 %	133	1.84
31	Hungary	80	0.17 %	352,387	0.14 %	118	1.49
32	Iran	6	0.01 %	19,491	0.01 %	163	1.21
33	Ireland	2,755	5.86 %	11,947,392	4.89 %	120	9.71
34	Italy	1,265	2.69 %	5,256,481	2.15 %	125	8.04
35	Jewish	863	1.83 %	2,229,750	0.91 %	201	21.00
36	Latvia	3	0.01 %	3,885	0.00 %	300	1.94
37	Lithuania	1	0.00 %	24,236	0.01 %	20	-1.74
38	Luxembourg	1	0.00 %	4,091	0.00 %	100	0.00
39	Malta	1	0.00 %	7,016	0.00 %	67	-0.40
40	Netherlands	26	0.06 %	94,689	0.04 %	141	1.76
41	Norway	151	0.32 %	455,064	0.19 %	173*	6.80
42	Poland	335	0.71 %	1,943,845	0.80 %	89	-2.05
43	Portugal	213	0.45 %	598,320	0.25 %	185*	9.13
44	Romania	5	0.01 %	27,835	0.01 %	100	0.00
45	Russia	10	0.02 %	38,162	0.02 %	131	0.86
46	Scandinavia	1	0.00 %	5,890	0.00 %	100	0.00
47	Scotland	2,618	5.57 %	11,927,169	4.88 %	114	6.88
48	Serbia	12	0.03 %	48,698	0.02 %	130	0.92
49	Slovakia	23	0.05 %	69,140	0.03 %	175	2.72
50	Slovenia	20	0.04 %	81,356	0.03 %	130	1.19

51	Sweden	489	1.04 %	1,591,547	0.65 %	160	10.46
52	Switzerland	8	0.02 %	59,513	0.02 %	71	-0.98
53	Turkey	113	0.24 %	487,089	0.20 %	121	2.00
54	Ukraine	24	0.05 %	110,656	0.05 %	113	0.61
55	Wales	379	0.81 %	2,093,674	0.86 %	94	-1.20
56	Unknown	18	0.04 %	1,493,246	0.61 %	6	-15.95

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

ACXIOM COUNTRY OF ORIGIN - MPI VIEW (%)



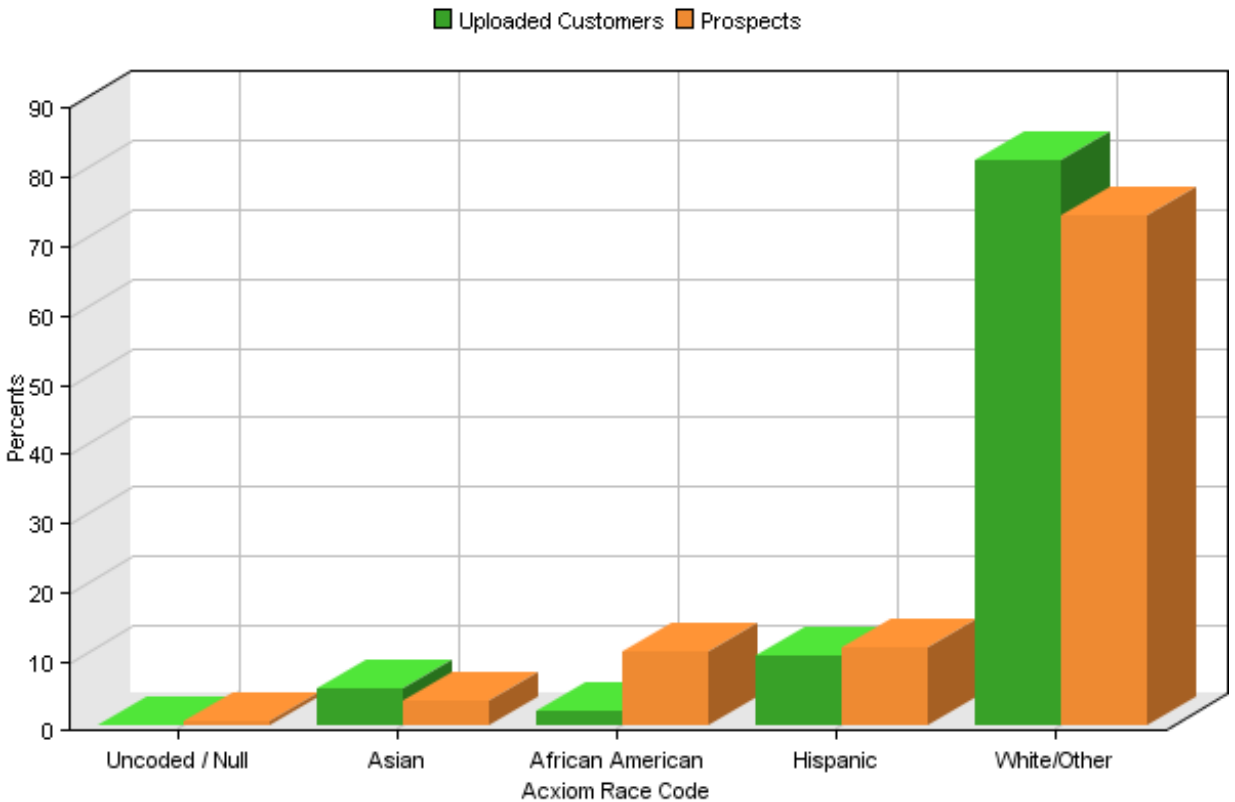
BEST PERFORMERS	MPI
Jewish	201
Asian	170
Sweden	160
China	144
Denmark	126
Italy	125
Germany	123

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INDIVIDUAL

ACXIOM RACE CODE

Acxiom Race Code



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Uncoded / Null	18	0.04 %	1,493,246	0.61 %	6*	-15.95
A	Asian	2,598	5.52 %	8,854,551	3.62 %	152*	22.03
B	African American	1,064	2.26 %	26,298,482	10.76 %	21*	-59.49

H	Hispanic	4,870	10.35 %	27,551,684	11.28 %	92	-6.34
W	White/Other	38,498	81.83 %	180,146,803	73.73 %	111	39.92

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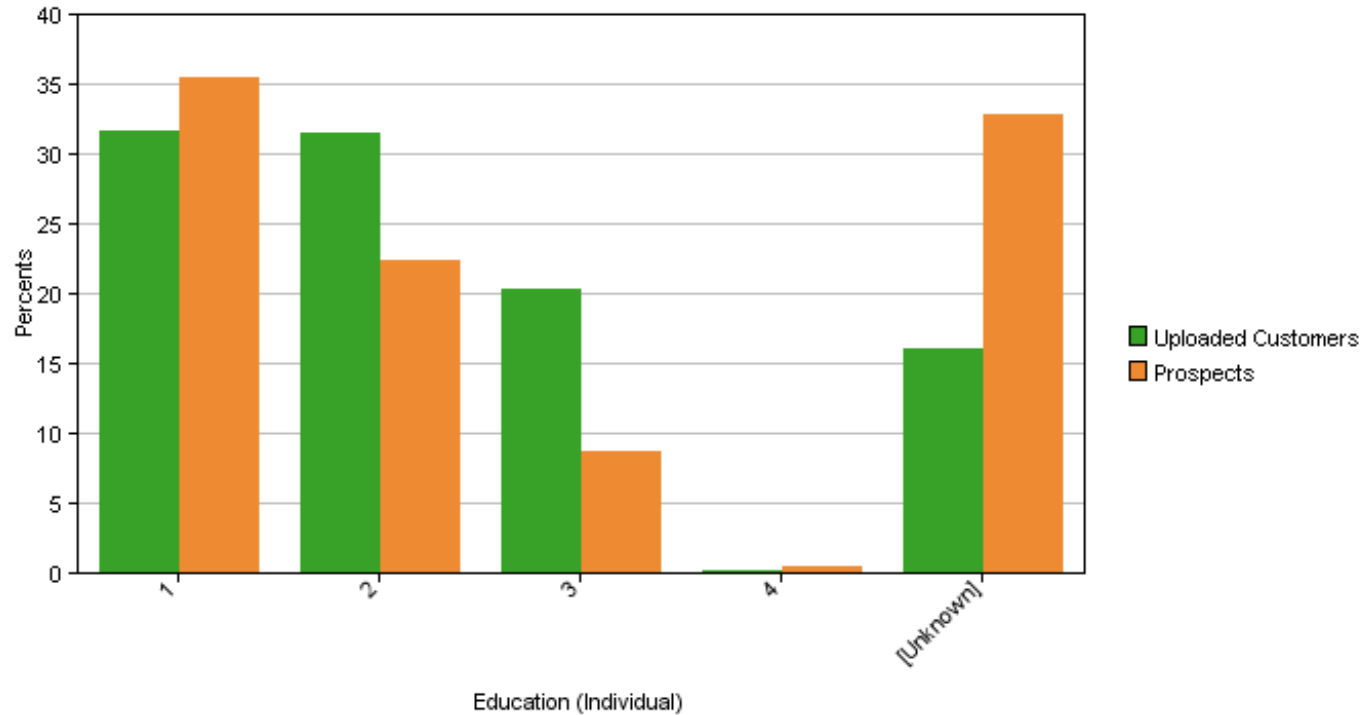
No attributes of "Best Performers" or "Undecided Prospects" have been found.

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INDIVIDUAL

EDUCATION (INDIVIDUAL)

Indicates individual's assumed education level based upon information compiled from self-reported surveys, derived on the basis of occupational information, or calculated through the application of predictive models.

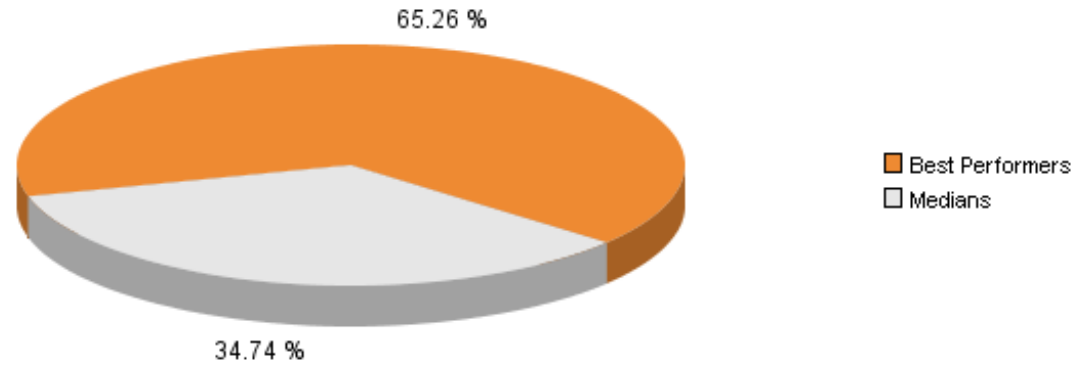


CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Completed High School	14,923	31.72 %	86,607,478	35.45 %	89	-16.89
2	Completed College	14,836	31.53 %	54,972,214	22.50 %	140	46.93
3	Completed Graduate School	9,573	20.35 %	21,410,607	8.76 %	232	88.87
4	Attended Vocational/Tech	131	0.28 %	1,135,933	0.47 %	60*	-5.96

[Unknown] Unknown 7,585 16.12 % 80,218,534 32.83 % 49 -77.17

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

EDUCATION (INDIVIDUAL) - MPI VIEW (%)



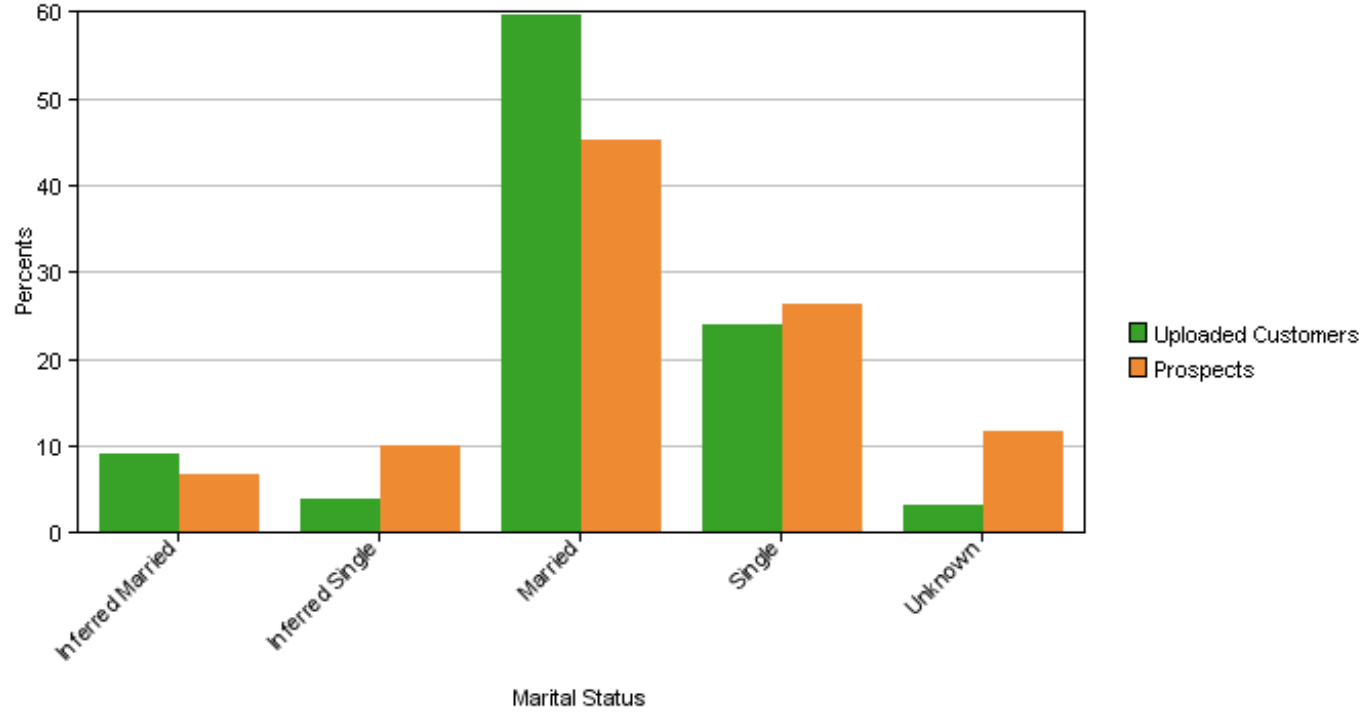
BEST PERFORMERS	MPI
Completed Graduate School	232
Completed College	140

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HOUSEHOLD

MARITAL STATUS

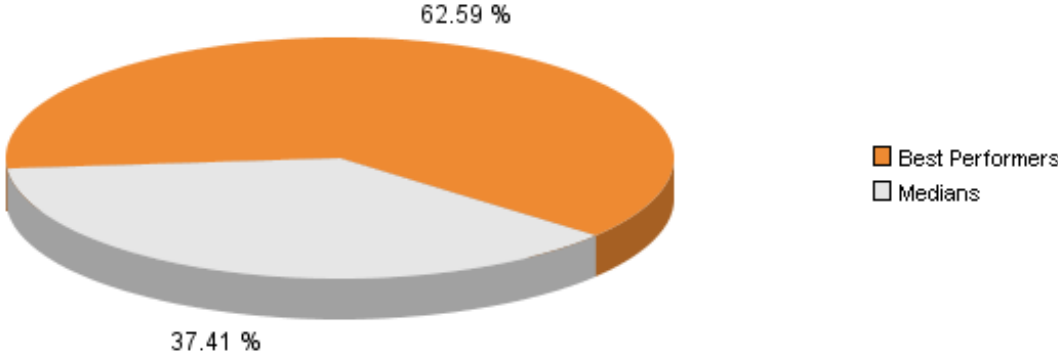
Indicates whether an individual lives in a household where someone is married.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
A	Inferred Married	4,296	9.13 %	16,622,448	6.80 %	134	20.05
B	Inferred Single	1,880	4.00 %	24,367,633	9.97 %	40*	-43.26
M	Married	28,103	59.73 %	110,671,172	45.29 %	132	62.92
S	Single	11,225	23.86 %	64,199,351	26.27 %	91	-11.90
[Unknown]	Unknown	1,544	3.28 %	28,484,162	11.66 %	28	-56.60

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

MARITAL STATUS - MPI VIEW (%)



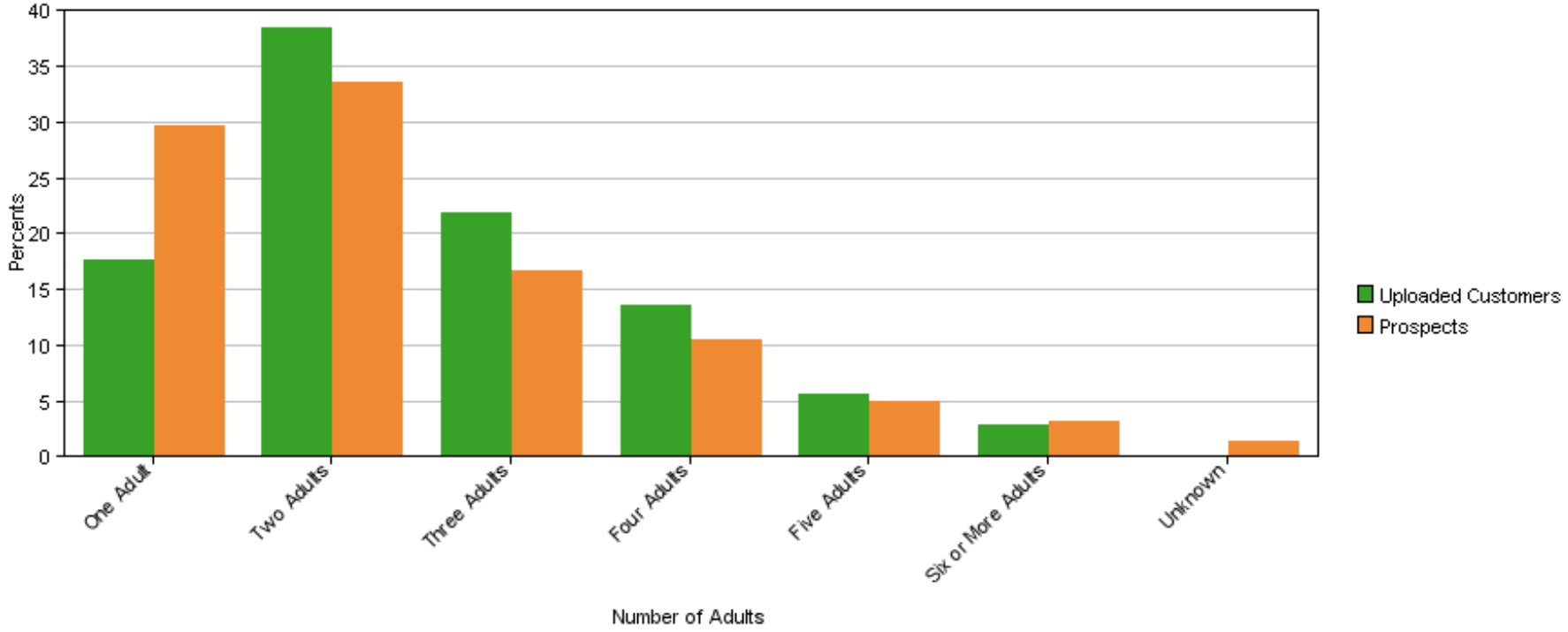
BEST PERFORMERS	MPI
Inferred Married	134
Married	132

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HOUSEHOLD

NUMBER OF ADULTS

Indicates the number of adults in the household.

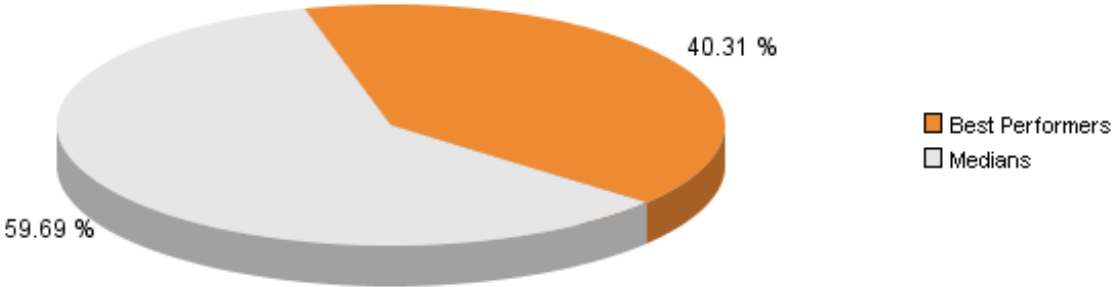


CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	One Adult	8,312	17.67 %	72,551,017	29.69 %	60*	-57.08
2	Two Adults	18,062	38.39 %	82,240,828	33.66 %	114	21.72
3	Three Adults	10,294	21.88 %	40,830,409	16.71 %	131	30.06
4	Four Adults	6,357	13.51 %	25,569,307	10.46 %	129	21.60
5	Five Adults	2,663	5.66 %	12,021,795	4.92 %	115	7.42

6	Six or More Adults	1,305	2.77 %	7,793,588	3.19 %	87	-5.13
[Unknown]	Unknown	55	0.12 %	3,337,822	1.37 %	9	-23.34

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

NUMBER OF ADULTS - MPI VIEW (%)



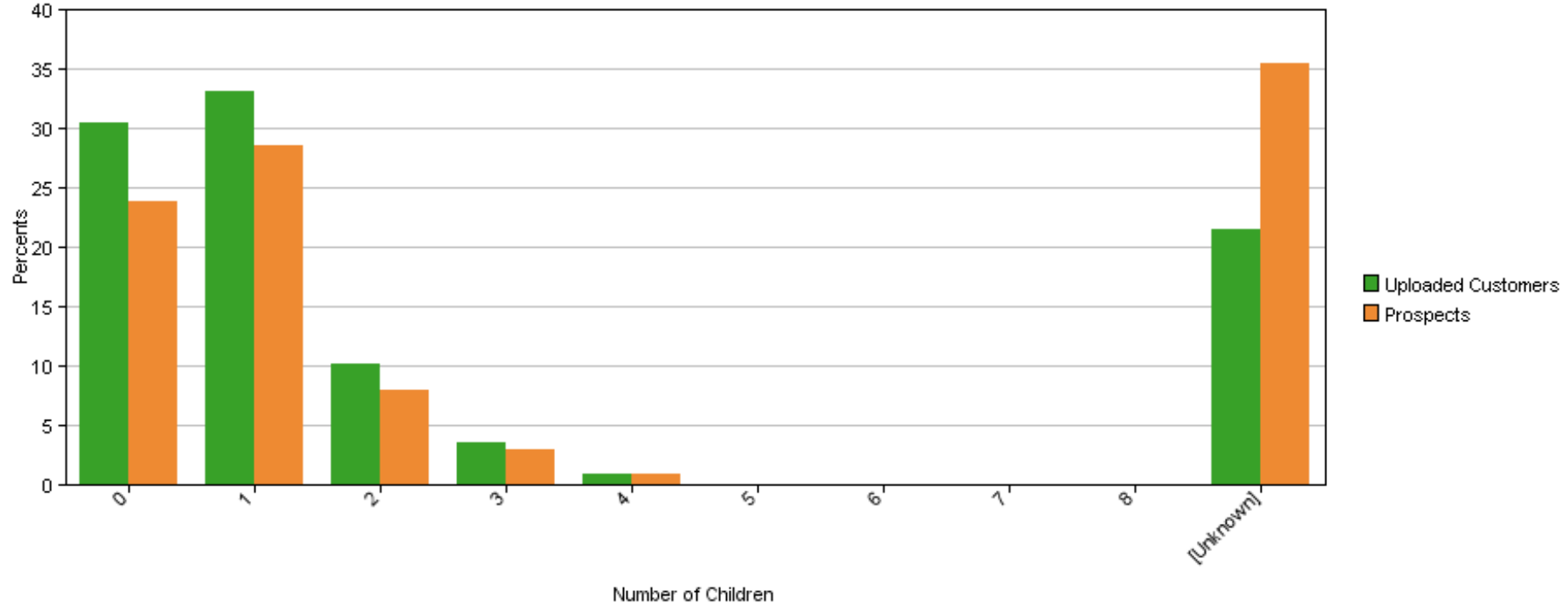
BEST PERFORMERS	MPI
Three Adults	131
Four Adults	129

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HOUSEHOLD

NUMBER OF CHILDREN

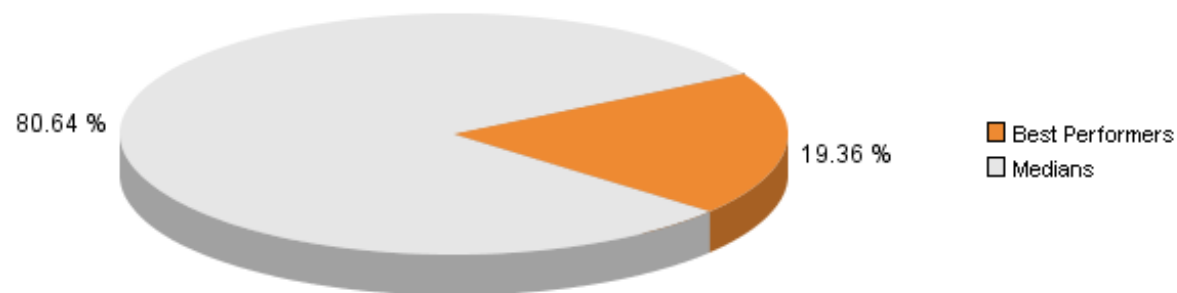
Indicates the number of children in the household.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
0	No Children	14,376	30.56 %	58,286,023	23.85 %	128	34.11
1	One Child	15,577	33.11 %	69,730,241	28.54 %	116	21.95
2	Two Children	4,777	10.15 %	19,683,150	8.06 %	126	16.72
3	Three Children	1,692	3.60 %	7,454,893	3.05 %	118	6.87
4	Four Children	434	0.92 %	2,316,380	0.95 %	97	-0.58

5	Five Children	34	0.07 %	225,891	0.09 %	78	-1.43
6	Six Children	4	0.01 %	20,109	0.01 %	113	0.24
7	Seven Children	1	0.00 %	1,990	0.00 %	200	0.69
8	Eight or More Children	5	0.01 %	10,254	0.00 %	275	2.40
[Unknown]	Unknown	10,148	21.57 %	86,615,835	35.45 %	61	-62.93

NUMBER OF CHILDREN - MPI VIEW (%)



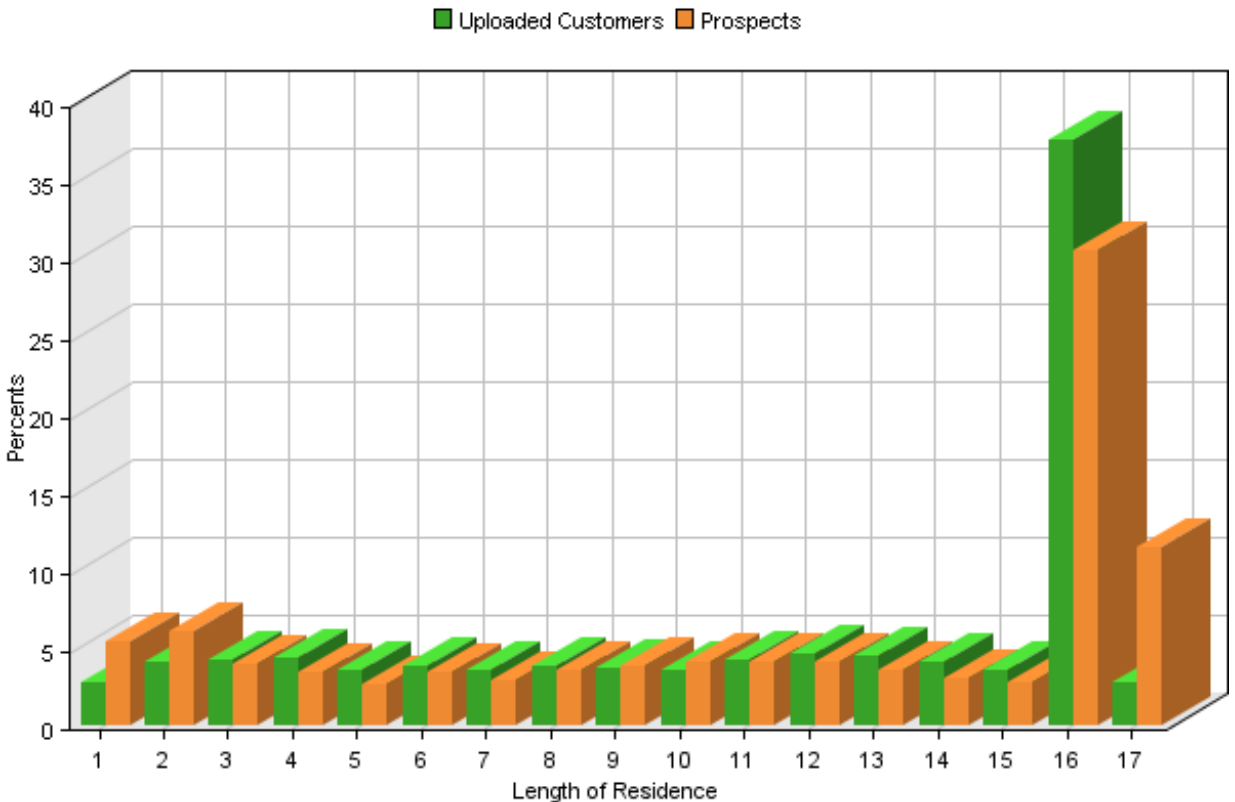
BEST PERFORMERS	MPI
No Children	128
Two Children	126

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HOUSEHOLD

LENGTH OF RESIDENCE

Indicates the length of the individual's residence in 1-year increment.

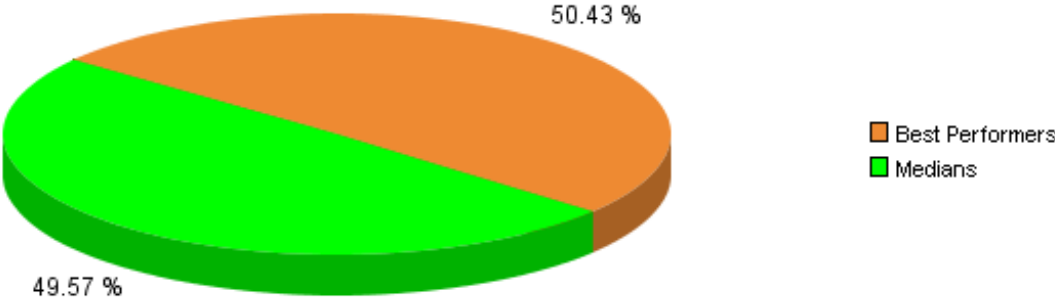


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Less Than One Year	1,355	2.88 %	13,430,823	5.50 %	52*	-24.90
2	One Year	1,973	4.19 %	14,926,128	6.11 %	69*	-17.34
3	Two Years	1,990	4.23 %	9,650,282	3.95 %	107	3.13

4	Three Years	2,052	4.36 %	8,461,802	3.46 %	126	10.66
5	Four Years	1,708	3.63 %	6,702,265	2.74 %	132	11.78
6	Five Years	1,833	3.90 %	8,543,579	3.50 %	111	4.71
7	Six Years	1,713	3.64 %	7,189,858	2.94 %	124	8.96
8	Seven Years	1,838	3.91 %	8,976,121	3.67 %	106	2.69
9	Eight Years	1,764	3.75 %	9,456,044	3.87 %	97	-1.36
10	Nine Years	1,733	3.68 %	10,175,022	4.16 %	88	-5.22
11	Ten Years	2,017	4.29 %	10,219,053	4.18 %	103	1.14
12	Eleven Years	2,206	4.69 %	10,043,387	4.11 %	114	6.33
13	Twelve Years	2,166	4.60 %	8,965,371	3.67 %	125	10.79
14	Thirteen Years	1,939	4.12 %	7,700,723	3.15 %	131	12.03
15	Fourteen Years	1,686	3.58 %	7,004,212	2.87 %	125	9.32
16	Fifteen Years or More	17,766	37.76 %	74,898,547	30.65 %	123	33.44
17	Unknown	1,309	2.78 %	28,001,549	11.46 %	24	-59.09

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

LENGTH OF RESIDENCE - MPI VIEW (%)



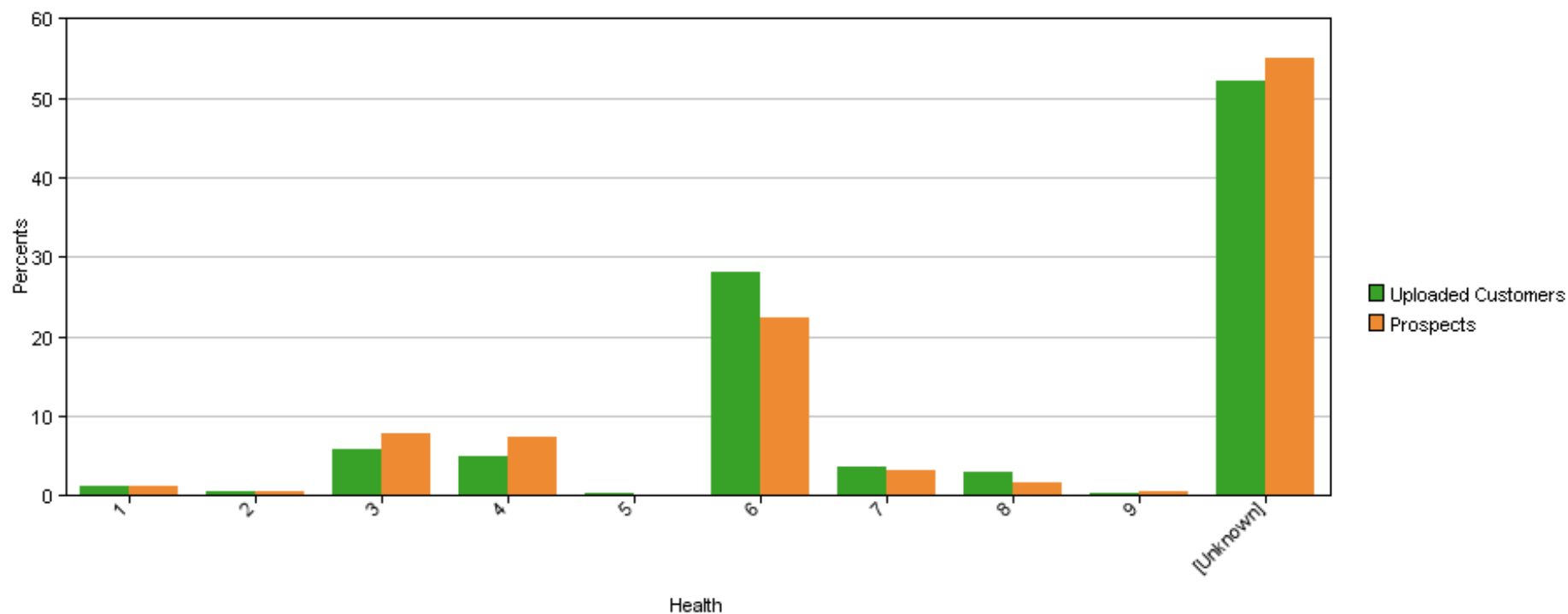
BEST PERFORMERS	MPI
Four Years	132
Thirteen Years	131
Three Years	126
Twelve Years	125
Fourteen Years	125
Six Years	124
Fifteen Years or More	123

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HOUSEHOLD

HEALTH

Indicates whether an individual can be related to a specific group of individuals with health related issues.

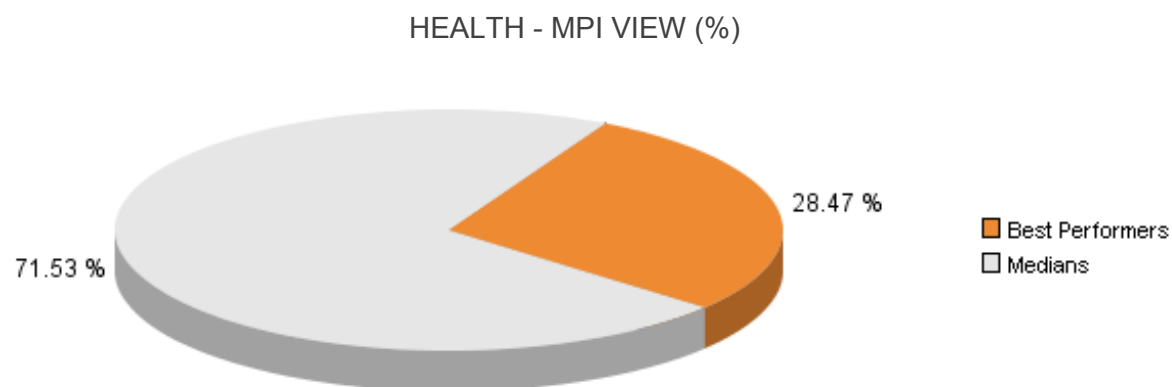


CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	HEALTH - ALLERGY RELATED	588	1.25 %	2,874,435	1.18 %	106	1.49
2	HEALTH - ARTHRITIS/MOBILITY	209	0.44 %	1,150,669	0.47 %	94	-0.86
3	HEALTH - CHOLESTEROL FOCUS	2,705	5.75 %	19,206,705	7.86 %	73*	-17.01
4	HEALTH - DIABETIC	2,295	4.88 %	17,990,674	7.36 %	66*	-20.64
5	HEALTH - DISABLED	170	0.36 %	519,998	0.21 %	169*	6.96

6	HEALTH - HOMEOPATHIC	13,223	28.11 %	54,749,487	22.41 %	125	29.64
7	HEALTH - ORGANIC FOCUS	1,729	3.68 %	7,995,089	3.27 %	112	4.91
8	HEALTH - ORTHOPEDIC	1,424	3.03 %	3,991,549	1.63 %	185	23.83
9	HEALTH - SENIOR NEEDS	190	0.40 %	1,532,784	0.63 %	64*	-6.13
[Unknown]	Unknown	24,515	52.11 %	134,333,376	54.98 %	95	-12.52

The total of the attributes for the element makes more than 100% because the multicolumn element is analyzed according to the set of several attributes.

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.



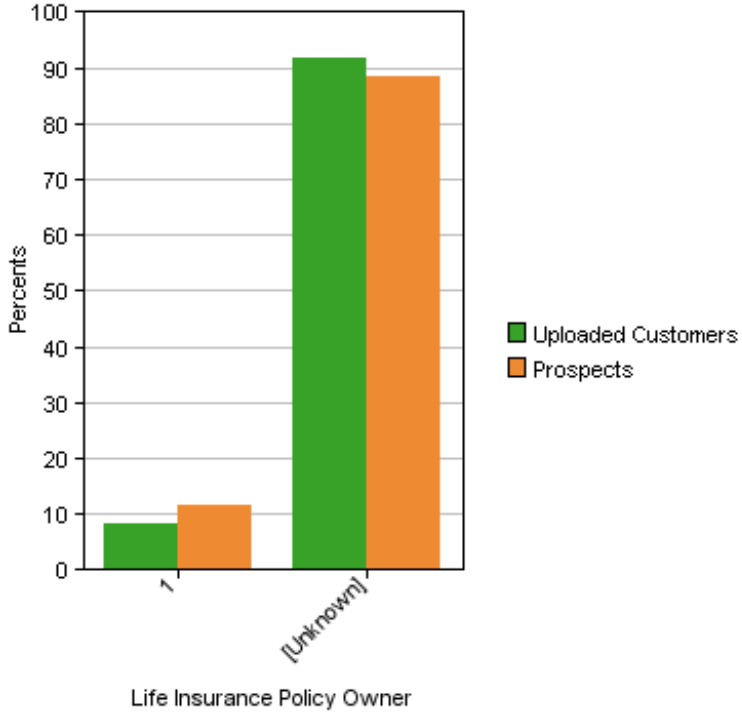
BEST PERFORMERS	MPI
HEALTH - ORTHOPEDIC	185
HEALTH - HOMEOPATHIC	125

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HOUSEHOLD

LIFE INSURANCE POLICY OWNER

Indicates whether an individual has life insurance policy.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	LIFE INSURANCE POLICY OWNER	3,882	8.25 %	28,384,628	11.62 %	71*	-22.78
[Unknown]	Unknown	43,166	91.75 %	215,960,138	88.38 %	104	22.78

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

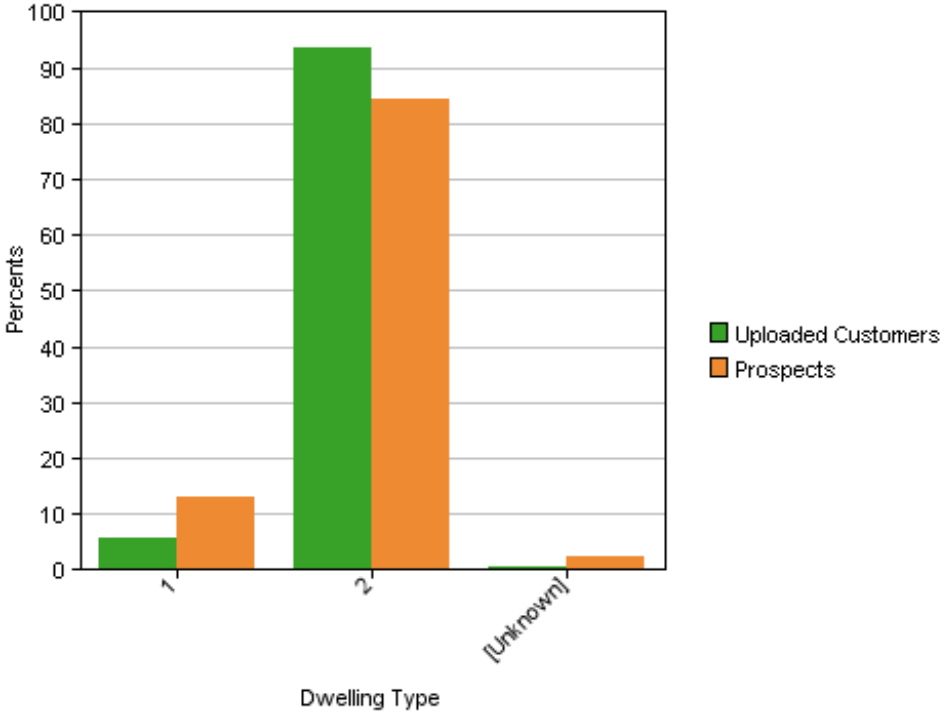
No attributes of "Best Performers" or "Undecided Prospects" have been found.

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HOME

DWELLING TYPE

Indicates the dwelling type—single-family or multiple-family.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Multi Family Dwelling Unit	2,751	5.85 %	32,130,078	13.15 %	44*	-46.86
2	Single Family Dwelling Unit	43,953	93.42 %	206,405,170	84.47 %	111	53.59
[Unknown]	Unknown	344	0.73 %	5,809,518	2.38 %	31	-23.44

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

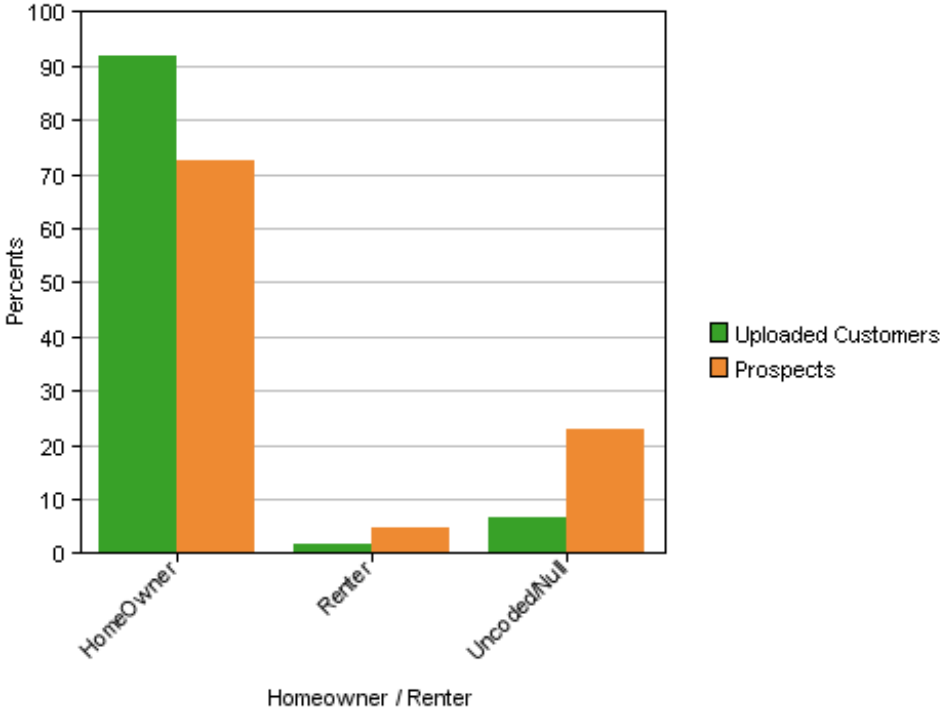
No attributes of "Best Performers" or "Undecided Prospects" have been found.

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HOME

HOMEOWNER / RENTER

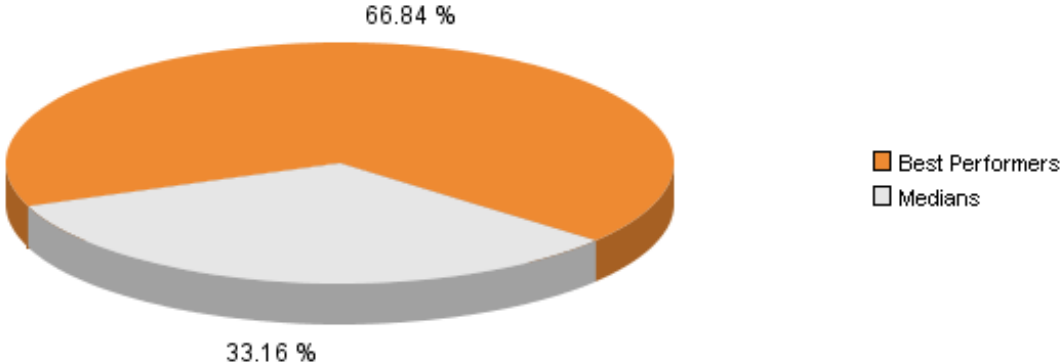
Indicates whether a consumer lives in a household that owns a home or rents, based on multi-sourced compiled data



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	HomeOwner	43,242	91.91 %	177,342,973	72.58 %	127	93.98
2	Renter	737	1.57 %	11,348,330	4.64 %	34*	-31.72
3	Uncoded/Null	3,069	6.52 %	55,653,463	22.78 %	29*	-84.06

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

HOMEOWNER / RENTER - MPI VIEW (%)



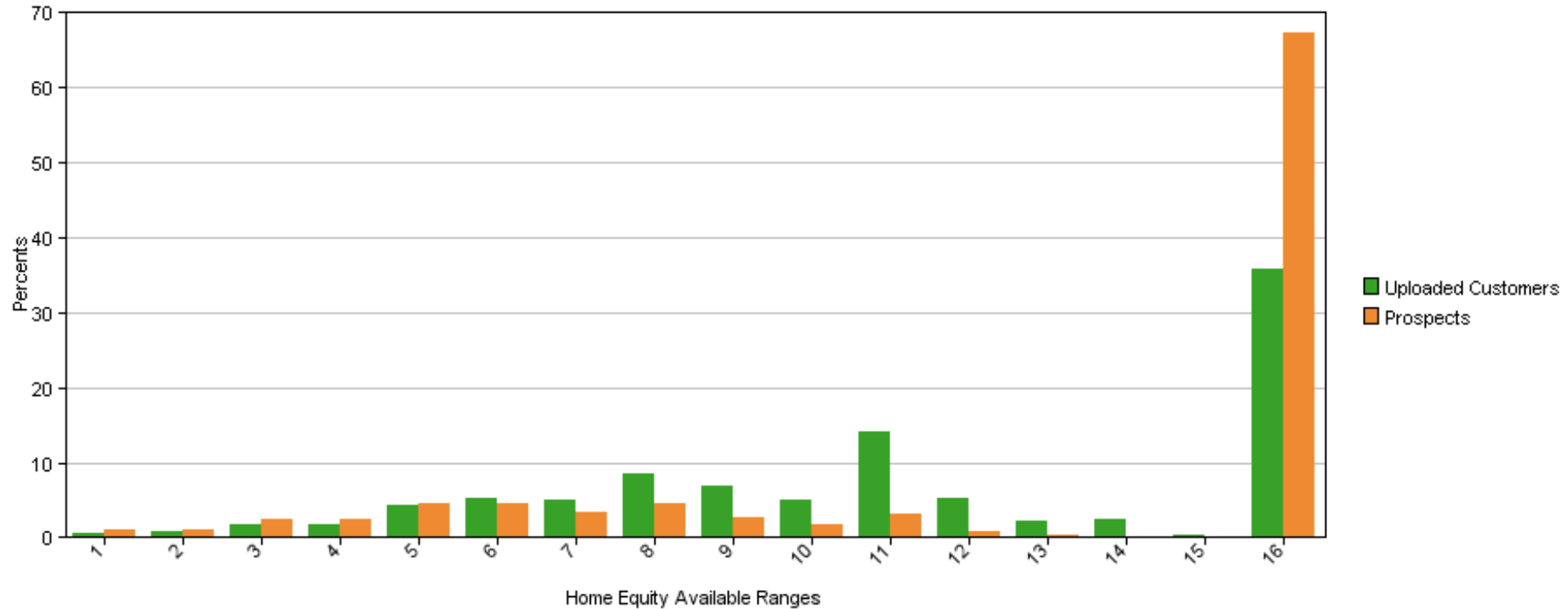
BEST PERFORMERS	MPI
HomeOwner	127

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HOME

HOME EQUITY AVAILABLE RANGES

Indicates ranges of the home equity, which is the market value of a homeowner's unencumbered interest in their real property—that is, the current market value of a home minus the outstanding balance of all liens on the property.

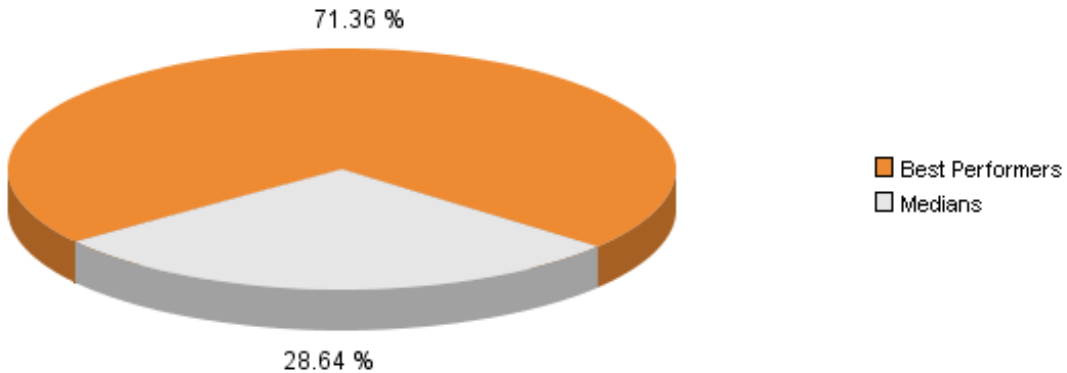


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	1 to 4,999	274	0.58 %	2,307,032	0.94 %	62*	-8.12
2	5,000 to 9,999	335	0.71 %	2,727,653	1.12 %	64*	-8.34
3	10,000 to 19,999	831	1.77 %	5,943,561	2.43 %	73*	-9.38
4	20,000 to 29,999	857	1.82 %	6,034,622	2.47 %	74*	-9.05

5	30,000 to 49,999	2,020	4.29 %	11,132,532	4.56 %	94	-2.74
6	50,000 to 74,999	2,448	5.20 %	11,145,167	4.56 %	114	6.67
7	75,000 to 99,999	2,357	5.01 %	8,343,831	3.42 %	147	19.05
8	100,000 to 149,999	3,983	8.47 %	11,034,387	4.52 %	187	41.26
9	150,000 to 199,999	3,190	6.78 %	6,538,315	2.68 %	253	55.15
10	200,000 to 249,999	2,391	5.08 %	4,091,757	1.68 %	303	57.58
11	250,000 to 499,999	6,672	14.18 %	7,442,786	3.05 %	466	140.53
12	500,000 to 749,999	2,460	5.23 %	1,736,636	0.71 %	735	116.62
13	750,000 to 999,999	1,079	2.29 %	614,182	0.25 %	914	88.51
14	1,000,000 to 1,999,999	1,139	2.42 %	567,556	0.23 %	1044	98.68
15	2,000,000 +	118	0.25 %	56,705	0.02 %	1091*	32.61
16	Unknown	16,894	35.91 %	164,628,044	67.38 %	53	-145.57

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

HOME EQUITY AVAILABLE RANGES - MPI VIEW (%)



BEST PERFORMERS	MPI
1,000,000 to 1,999,999	1044

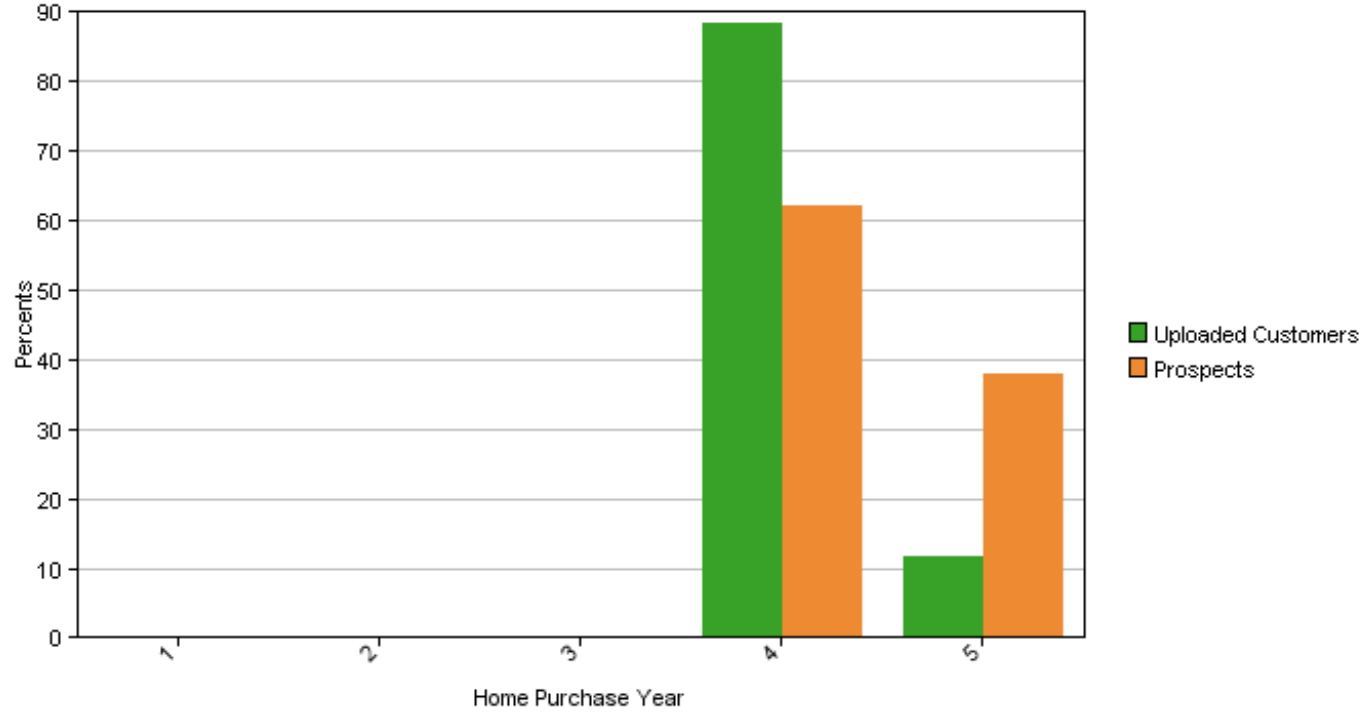
750,000 to 999,999	914
500,000 to 749,999	735
250,000 to 499,999	466
200,000 to 249,999	303
150,000 to 199,999	253
100,000 to 149,999	187
75,000 to 99,999	147

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HOME

HOME PURCHASE YEAR

Indicates the year when the estate was purchased.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	1900 to 1901	4	0.01 %	38,963	0.02 %	56	-1.20
2	1946 to 1946	1	0.00 %	4,063	0.00 %	100	0.00
3	1948 to 1949	3	0.01 %	10,476	0.00 %	150	0.69
4	1954 to 2015	41,618	88.46 %	151,638,484	62.06 %	143	118.00
5	Unknown	5,422	11.52 %	92,652,780	37.92 %	30	-117.99

HOME PURCHASE YEAR - MPI VIEW (%)



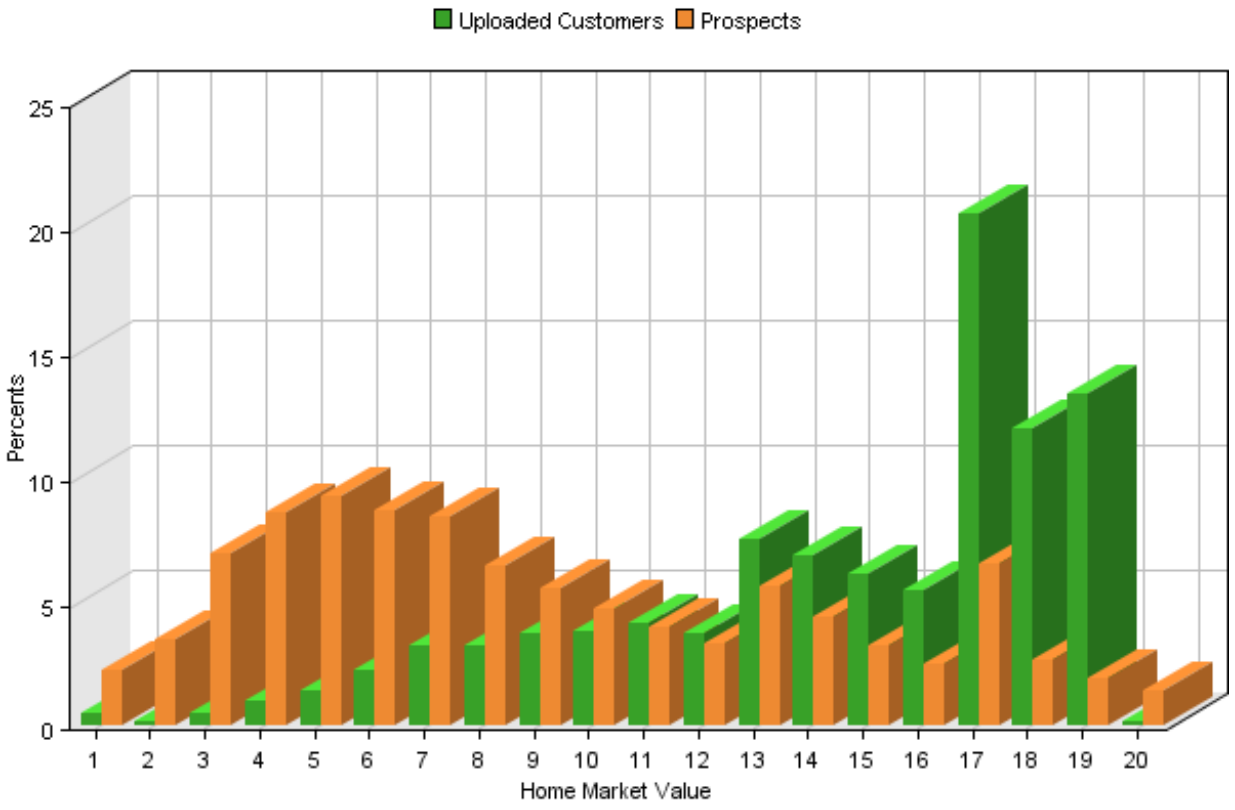
BEST PERFORMERS	MPI
1954 to 2015	143

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HOME

HOME MARKET VALUE

Home market value in ranges sourced from city and county real estate property records, credit grantors, and banks. Includes DataQuick market value.

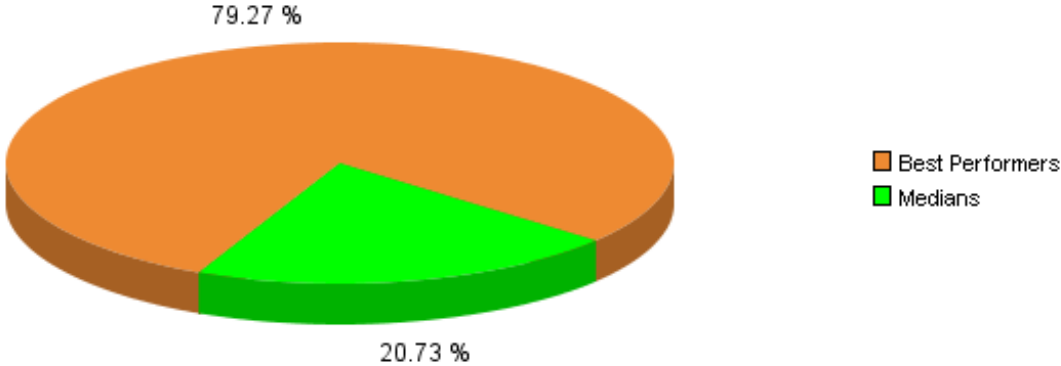


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	\$1,000 - \$24,999	235	0.50 %	5,464,671	2.24 %	22*	-25.48
2	\$25,000 - \$49,999	113	0.24 %	8,534,504	3.49 %	7*	-38.43
3	\$50,000 - \$74,999	246	0.52 %	16,890,325	6.91 %	8*	-54.63

4	\$75,000 - \$99,999	476	1.01 %	20,958,352	8.58 %	12*	-58.59
5	\$100,000 - \$124,999	693	1.47 %	22,523,708	9.22 %	16*	-58.07
6	\$125,000 - \$149,999	1,059	2.25 %	21,128,944	8.65 %	26*	-49.36
7	\$150,000 - \$174,999	1,540	3.27 %	20,502,429	8.39 %	39*	-40.04
8	\$175,000 - \$199,999	1,527	3.25 %	15,819,851	6.47 %	50*	-28.45
9	\$200,000 - \$224,999	1,750	3.72 %	13,504,166	5.53 %	67*	-17.15
10	\$225,000 - \$249,999	1,811	3.85 %	11,537,902	4.72 %	82	-8.93
11	\$250,000 - \$274,999	1,938	4.12 %	9,792,551	4.01 %	103	1.23
12	\$275,000 - \$299,999	1,746	3.71 %	8,156,430	3.34 %	111	4.50
13	\$300,000 - \$349,999	3,536	7.52 %	13,862,115	5.67 %	132	17.28
14	\$350,000 - \$399,999	3,216	6.84 %	10,786,045	4.41 %	155	25.57
15	\$400,000 - \$449,999	2,885	6.13 %	8,037,335	3.29 %	186	34.57
16	\$450,000 - \$499,999	2,557	5.44 %	6,223,268	2.55 %	213	39.76
17	\$500,000 - \$774,999	9,685	20.59 %	15,995,999	6.55 %	314	123.11
18	\$775,000 - \$999,999	5,631	11.97 %	6,446,676	2.64 %	454	126.28
19	\$1,000,000 +	6,289	13.37 %	4,756,595	1.95 %	687	179.26
20	Uncoded/Null	115	0.24 %	3,422,900	1.40 %	17*	-21.35

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

HOME MARKET VALUE - MPI VIEW (%)



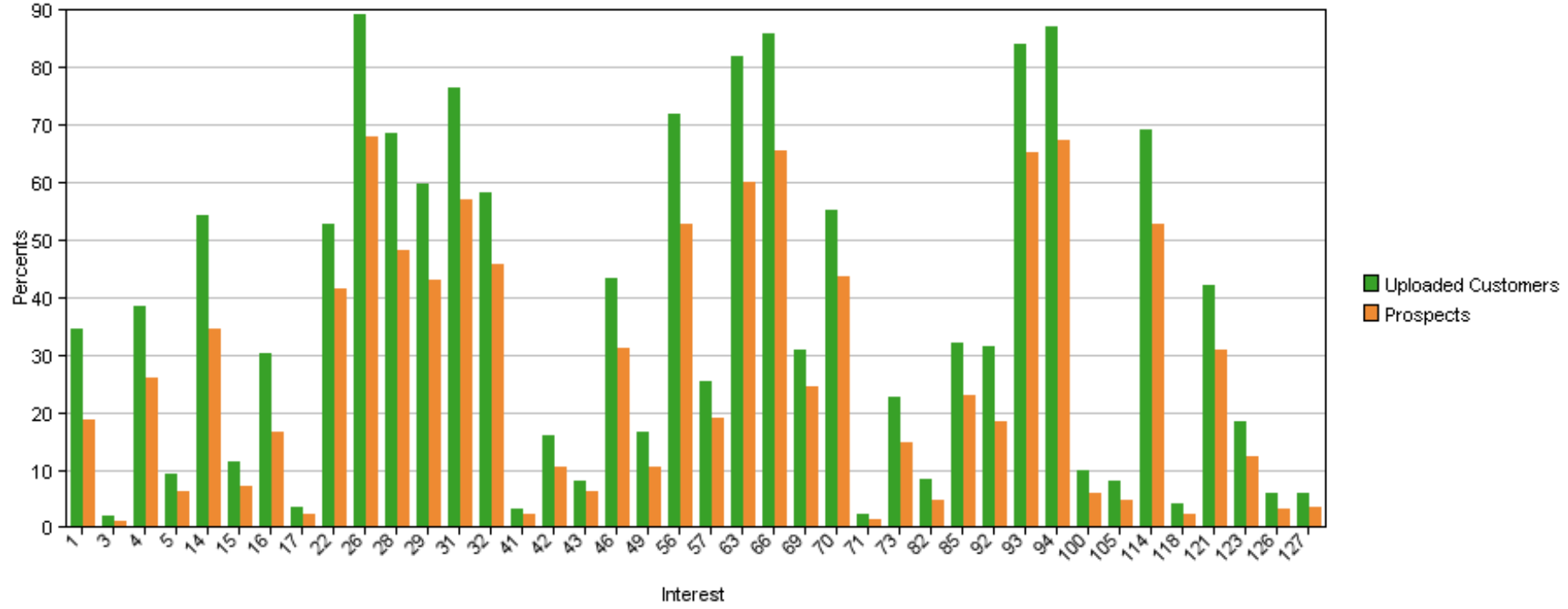
BEST PERFORMERS	MPI
\$1,000,000 +	687
\$775,000 - \$999,999	454
\$500,000 - \$774,999	314
\$450,000 - \$499,999	213
\$400,000 - \$449,999	186
\$350,000 - \$399,999	155
\$300,000 - \$349,999	132

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INTEREST

INTEREST

Indicates individual's spheres of interest.



This element contains too many attributes to fit in the chart, so only top 40 with the highest MPI are displayed.

#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Arts	16,187	34.41 %	45,420,441	18.59 %	185	88.18
2	Auto Work	14,490	30.80 %	71,396,284	29.22 %	105	7.53
3	Aviation	895	1.90 %	2,543,570	1.04 %	183	18.40
4	Beauty and Cosmetics	18,133	38.54 %	63,493,662	25.99 %	148	62.10

5	Biking / Mountain Biking	4,429	9.41 %	15,503,285	6.35 %	148	27.31
6	Boat Owner	2,752	5.85 %	14,204,734	5.81 %	101	0.33
7	Boating / Sailing	6,539	13.90 %	27,942,386	11.44 %	122	16.79
8	Broader Living	9,584	20.37 %	48,182,746	19.72 %	103	3.55
9	Camping / Hiking	9,654	20.52 %	41,709,362	17.07 %	120	19.88
10	Career	8,571	18.22 %	37,453,716	15.33 %	119	17.40
11	Career Improvement	3,347	7.11 %	20,500,624	8.39 %	85	-9.98
12	Cat Owner	7,267	15.45 %	38,267,610	15.66 %	99	-1.28
13	Celebrities	3,001	6.38 %	19,059,772	7.80 %	82	-11.49
14	Children's Interests	25,585	54.38 %	84,249,187	34.48 %	158	90.81
15	Christian Families	5,339	11.35 %	17,661,970	7.23 %	157	34.51
16	Collectibles - Antiques	14,269	30.33 %	40,647,096	16.64 %	182	79.75
17	Collectibles - Arts	1,646	3.50 %	5,508,442	2.25 %	155	18.19
18	Collectibles - Coins	3,277	6.97 %	26,304,668	10.77 %	65	-26.59
19	Collectibles - General	17,869	37.98 %	79,501,317	32.54 %	117	25.20
20	Collectibles - Sports Memorabilia	3,728	7.92 %	18,712,365	7.66 %	103	2.17
21	Collectibles - Stamps	2,074	4.41 %	13,486,194	5.52 %	80	-10.55
22	Collectibles and Antiques Grouping	24,883	52.89 %	101,330,575	41.47 %	128	50.27
23	Collector Avid	2,472	5.25 %	18,726,843	7.66 %	69	-19.65
24	Common Living	2,794	5.94 %	23,142,540	9.47 %	63	-26.16
25	Community / Charities	13,113	27.87 %	61,766,933	25.28 %	110	12.94
26	Computers	41,978	89.22 %	165,908,418	67.90 %	131	99.07
27	Consumer Electronics	33,657	71.54 %	139,344,813	57.03 %	125	63.57

28	Cooking - General	32,196	68.43 %	117,707,819	48.17 %	142	87.94
29	Cooking - Gourmet	28,135	59.80 %	105,088,167	43.01 %	139	73.57
30	Cooking - Low Fat	9,189	19.53 %	42,076,874	17.22 %	113	13.28
31	Cooking / Food Grouping	36,022	76.56 %	139,502,129	57.09 %	134	85.33
32	Crafts	27,415	58.27 %	111,563,717	45.66 %	128	54.91
33	Cultural / Artistic Living	352	0.75 %	1,469,391	0.60 %	124*	4.12
34	Current Affairs / Politics	12,740	27.08 %	57,168,101	23.40 %	116	18.87
35	Dieting / Weight Loss	12,651	26.89 %	61,066,248	24.99 %	108	9.51
36	DIY Living	2,082	4.43 %	13,461,728	5.51 %	80	-10.30
37	Dog Owner	10,591	22.51 %	55,294,366	22.63 %	99	-0.62
38	Education Online	5,171	10.99 %	29,201,614	11.95 %	92	-6.42
39	Electronics / Computers Grouping	42,967	91.33 %	180,605,127	73.91 %	124	86.00
40	Environmental Issues	5,883	12.50 %	28,216,833	11.55 %	108	6.49
41	Equestrian	1,439	3.06 %	5,845,015	2.39 %	128	9.47
42	Exercise - Aerobic	7,446	15.83 %	25,550,827	10.46 %	151	38.05
43	Exercise - Running / Jogging	3,737	7.94 %	15,052,726	6.16 %	129	16.08
44	Exercise - Walking	7,920	16.83 %	44,070,233	18.04 %	93	-6.78
45	Exercise / Health Grouping	33,602	71.42 %	139,861,825	57.24 %	125	62.17
46	Fashion	20,402	43.36 %	76,282,742	31.22 %	139	56.84
47	Fishing	7,053	14.99 %	46,467,246	19.02 %	79	-22.25
48	Food - Vegetarian	231	0.49 %	1,643,918	0.67 %	73*	-4.83
49	Food - Wines (Age Sensitive - Use w/Age 2-Year Increments)	7,780	16.54 %	25,317,388	10.36 %	160	43.95
50	Foods - Natural	8,617	18.32 %	36,868,107	15.09 %	121	19.55

51	Games - Board Games / Puzzles	1,873	3.98 %	11,904,822	4.87 %	82	-8.98
52	Games - Computer Games	2,503	5.32 %	13,691,424	5.60 %	95	-2.67
53	Games - Video Games	1,776	3.78 %	10,842,687	4.44 %	85	-6.97
54	Gaming - Casino (Age Sensitive - Use w/Age 2-Year Increments)	4,287	9.11 %	24,599,147	10.07 %	91	-6.88
55	Gaming - Lottery (Age Sensitive - Use w/Age 2-Year Increments)	1,185	2.52 %	8,483,741	3.47 %	73	-11.29
56	Gardening - Interest Grouping	33,829	71.90 %	129,211,167	52.88 %	136	82.65
57	Golf	12,015	25.54 %	46,310,061	18.95 %	135	36.44
58	Grandchildren	3,865	8.22 %	29,322,694	12.00 %	68	-25.27
59	Health / Medical	21,261	45.19 %	92,994,246	38.06 %	119	31.85
60	High Tech Living	6,127	13.02 %	31,402,989	12.85 %	101	1.11
61	Highbrow	3,740	7.95 %	17,177,556	7.03 %	113	7.80
62	History / Military	1,704	3.62 %	8,305,301	3.40 %	107	2.67
63	Home Furnishings / Decorating	38,491	81.81 %	146,871,344	60.11 %	136	96.13
64	Home Improvement	12,523	26.62 %	58,069,345	23.77 %	112	14.53
65	Home Improvement - Do-It-Yourselfers	9,437	20.06 %	42,771,949	17.51 %	115	14.57
66	Home Improvement Grouping	40,439	85.95 %	159,941,184	65.46 %	131	93.48
67	Home Living	5,394	11.47 %	29,960,359	12.26 %	94	-5.27
68	House Plants	1,767	3.76 %	8,192,157	3.35 %	112	4.86
69	Hunting / Shooting	14,545	30.92 %	59,505,232	24.35 %	127	33.16
70	Investing / Finance Grouping	25,919	55.09 %	106,362,343	43.53 %	127	50.57
71	Investments - Foreign	1,081	2.30 %	3,672,704	1.50 %	153	14.17
72	Investments - Personal	20,192	42.92 %	83,425,674	34.14 %	126	40.14

73	Investments - Real Estate	10,683	22.71 %	36,114,909	14.78 %	154	48.44
74	Investments - Stocks/Bonds	7,624	16.21 %	31,567,110	12.92 %	125	21.25
75	Money Seekers	4,672	9.93 %	19,517,187	7.99 %	124	15.54
76	Motorcycling	2,380	5.06 %	11,783,708	4.82 %	105	2.39
77	Movie / Music Grouping	24,800	52.71 %	111,704,694	45.72 %	115	30.46
78	Movie Collector	9,136	19.42 %	39,849,133	16.31 %	119	18.25
79	Movies at Home	9,936	21.12 %	57,258,600	23.43 %	90	-11.85
80	Music - Avid Listener	15,048	31.98 %	79,739,979	32.63 %	98	-3.01
81	Music - Home Stereo	6,358	13.51 %	44,651,229	18.27 %	74	-26.71
82	Music Collector	3,919	8.33 %	11,625,141	4.76 %	175	36.39
83	Music Player – Audio Equipment	12,563	26.70 %	58,536,135	23.96 %	111	13.96
84	NASCAR	3,168	6.73 %	25,037,795	10.25 %	66	-25.12
85	Other Pet Owner	15,057	32.00 %	56,453,757	23.10 %	139	45.79
86	Outdoors Grouping	27,402	58.24 %	116,191,547	47.55 %	122	46.43
87	Parenting	25,045	53.23 %	106,272,451	43.49 %	122	42.61
88	Photography	7,000	14.88 %	29,799,769	12.20 %	122	17.78
89	Professional Living	2,238	4.76 %	15,149,727	6.20 %	77	-12.98
90	Reading - Audio Books	787	1.67 %	4,540,468	1.86 %	90	-2.97
91	Reading - Best Sellers	3,628	7.71 %	22,021,748	9.01 %	86	-9.86
92	Reading - Financial Newsletter Subscribers	14,875	31.62 %	45,210,927	18.50 %	171	73.24
93	Reading - General	39,621	84.21 %	159,139,083	65.13 %	129	86.86
94	Reading - Magazines	40,942	87.02 %	164,560,587	67.35 %	129	90.99
95	Reading - Religious / Inspirational	4,370	9.29 %	30,218,910	12.37 %	75	-20.28

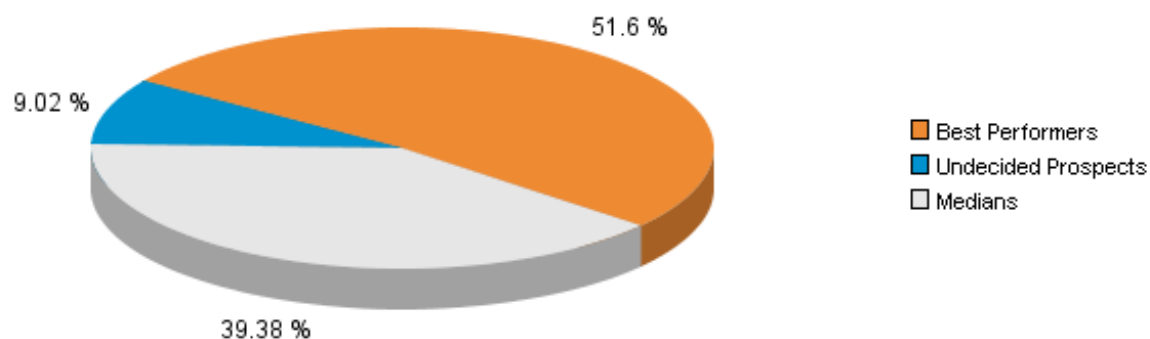
96	Reading - Science Fiction	1,360	2.89 %	9,986,147	4.09 %	71	-13.10
97	Reading Grouping	41,932	89.13 %	174,743,782	71.52 %	125	84.63
98	Religious / Inspirational	7,657	16.28 %	43,707,683	17.89 %	91	-9.13
99	RV	5,471	11.63 %	37,893,507	15.51 %	75	-23.24
100	Science / Space	4,654	9.89 %	14,171,729	5.80 %	171	37.97
101	Scuba Diving	290	0.62 %	1,333,085	0.55 %	113	2.06
102	Self Improvement	6,335	13.47 %	35,306,352	14.45 %	93	-6.07
103	Sewing / Knitting / Needlework	6,804	14.46 %	37,777,607	15.46 %	94	-5.99
104	Smoking / Tobacco (Age Sensitive - Use w/Age 2-Year Increments)	2,026	4.31 %	11,922,976	4.88 %	88	-5.78
105	Snow Skiing	3,749	7.97 %	11,261,823	4.61 %	173	34.74
106	Spectator - TV Sports	2,811	5.98 %	20,076,149	8.22 %	73	-17.70
107	Spectator Sports - Auto / Motorcycle Racing	1,592	3.38 %	16,750,440	6.86 %	49	-29.79
108	Spectator Sports - Baseball	4,008	8.52 %	28,121,311	11.51 %	74	-20.32
109	Spectator Sports - Basketball	3,769	8.01 %	26,103,941	10.68 %	75	-18.76
110	Spectator Sports - Football	4,980	10.59 %	37,078,693	15.18 %	70	-27.75
111	Spectator Sports - Hockey	1,415	3.01 %	10,220,110	4.18 %	72	-12.73
112	Spectator Sports - Soccer	351	0.75 %	1,365,590	0.56 %	133*	5.44
113	Spectator Sports - Tennis	217	0.46 %	1,179,790	0.48 %	95	-0.69
114	Sports Grouping	32,544	69.17 %	128,688,565	52.67 %	131	71.70
115	Sporty Living	2,680	5.70 %	12,148,705	4.97 %	115	7.22
116	Strange and Unusual	88	0.19 %	834,740	0.34 %	55*	-5.76
117	Sweepstakes / Contests (Age Sensitive - Use w/Age 2-Year Increments)	11,787	25.05 %	64,012,107	26.20 %	96	-5.64

118	Tennis	1,920	4.08 %	5,809,790	2.38 %	172	24.24
119	Theater / Performing Arts	5,107	10.86 %	21,534,755	8.81 %	123	15.62
120	Travel - Cruise Vacations	5,970	12.69 %	35,659,839	14.59 %	87	-11.70
121	Travel - Domestic	19,871	42.24 %	75,753,129	31.00 %	136	52.68
122	Travel - Family Vacations	4,714	10.02 %	31,689,579	12.97 %	77	-19.04
123	Travel - International	8,685	18.46 %	30,040,866	12.29 %	150	40.73
124	Travel Grouping	29,907	63.57 %	123,809,300	50.67 %	125	55.95
125	TV - Cable	7,552	16.05 %	34,134,634	13.97 %	115	13.03
126	TV - HDTV/Satellite Dish	2,753	5.85 %	7,629,282	3.12 %	187	34.03
127	TV - Satellite Dish	2,785	5.92 %	8,298,060	3.40 %	174	30.21
128	Upscale Living	4,623	9.83 %	22,074,486	9.03 %	109	5.99
129	Water Sports	184	0.39 %	857,638	0.35 %	111	1.47
130	Wireless - Cellular Phone Owner	18,532	39.39 %	88,602,179	36.26 %	109	14.12
131	Woodworking	6,302	13.40 %	34,143,788	13.97 %	96	-3.62

The total of the attributes for the element makes more than 100% because the multicolumn element is analyzed according to the set of several attributes.

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

INTEREST - MPI VIEW (%)



BEST PERFORMERS	MPI	UNDECIDED PROSPECTS	MPI
TV - HDTV/Satellite Dish	187	Fishing	79
Arts	185	Travel - Family Vacations	77
Aviation	183	Professional Living	77
Collectibles - Antiques	182	Spectator Sports - Basketball	75
Music Collector	175	RV	75
TV - Satellite Dish	174	Reading - Religious / Inspirational	75
Snow Skiing	173	Music - Home Stereo	74
Tennis	172	Spectator Sports - Baseball	74
Science / Space	171	Spectator - TV Sports	73
Reading - Financial Newsletter Subscribers	171	Gaming - Lottery (Age Sensitive - Use w/Age 2-Year Increments)	73
Food - Wines (Age Sensitive - Use w/Age 2-Year Increments)	160	Spectator Sports - Hockey	72
Children's Interests	158	Reading - Science Fiction	71
Christian Families	157	Spectator Sports - Football	70
Collectibles - Arts	155	Collector Avid	69
Investments - Real Estate	154	Grandchildren	68
Investments - Foreign	153	NASCAR	66
Exercise - Aerobic	151	Collectibles - Coins	65
Travel - International	150	Common Living	63
Beauty and Cosmetics	148	Spectator Sports - Auto / Motorcycle Racing	49
Biking / Mountain Biking	148		
Cooking - General	142		
Other Pet Owner	139		

Cooking - Gourmet	139
Fashion	139
Home Furnishings / Decorating	136
Gardening - Interest Grouping	136
Travel - Domestic	136
Golf	135
Cooking / Food Grouping	134
Home Improvement Grouping	131
Sports Grouping	131
Computers	131
Reading - Magazines	129
Exercise - Running / Jogging	129
Reading - General	129
Crafts	128
Equestrian	128
Collectibles and Antiques Grouping	128
Hunting / Shooting	127
Investing / Finance Grouping	127
Investments - Personal	126
Reading Grouping	125
Investments - Stocks/Bonds	125
Exercise / Health Grouping	125
Consumer Electronics	125

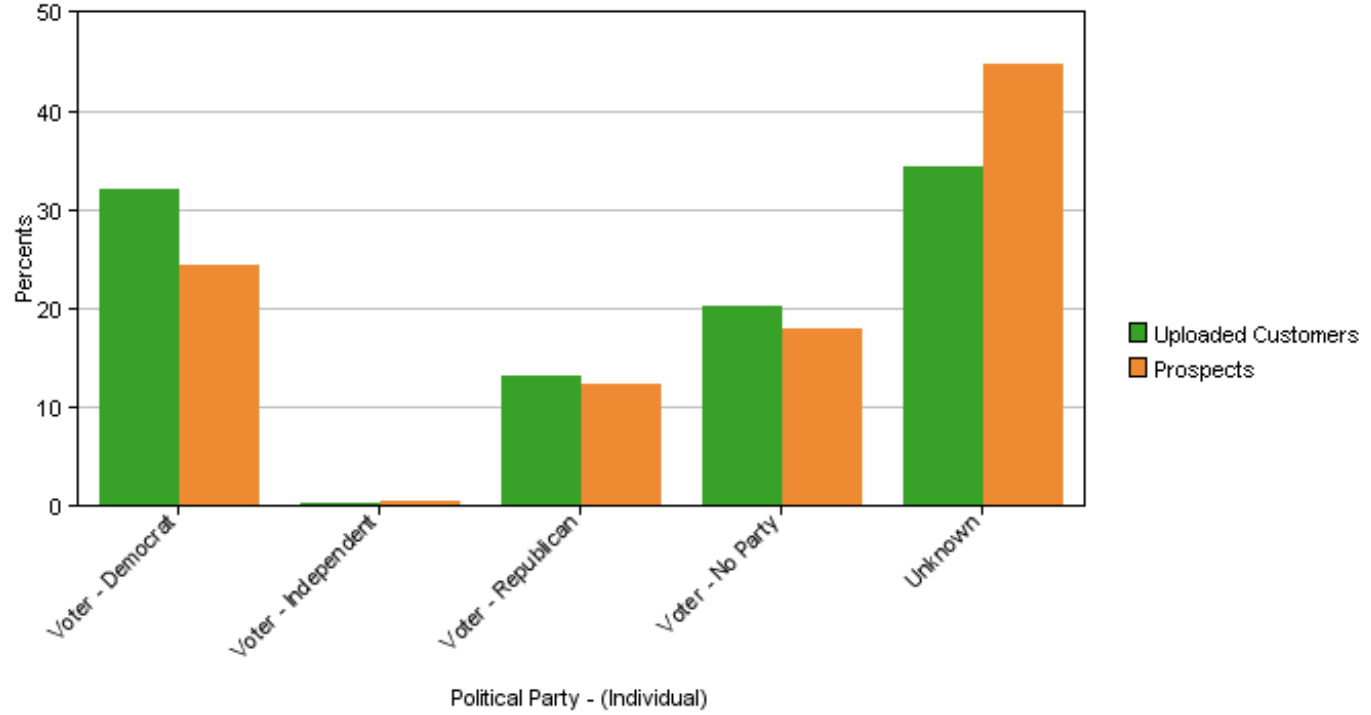
Travel Grouping	125
Electronics / Computers Grouping	124
Money Seekers	124
Theater / Performing Arts	123
Outdoors Grouping	122
Parenting	122
Photography	122
Boating / Sailing	122
Foods - Natural	121

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INTEREST

POLITICAL PARTY - (INDIVIDUAL)

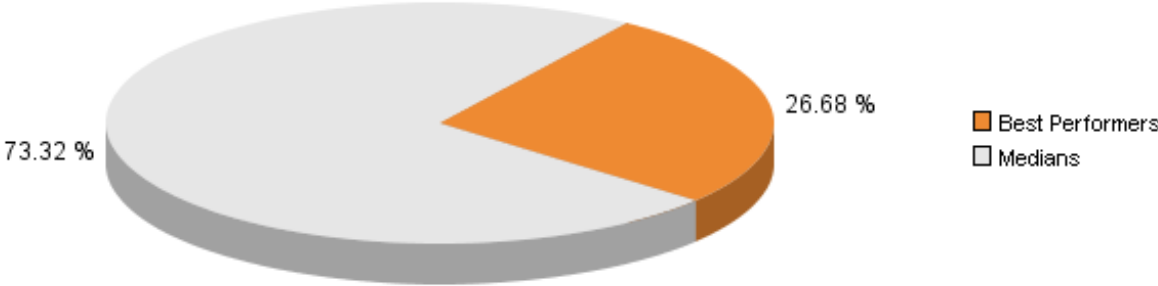
Indicates a political party an individual supports.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
D	Voter - Democrat	15,049	31.99 %	59,658,393	24.42 %	131	38.22
I	Voter - Independent	162	0.34 %	1,316,548	0.54 %	64*	-5.78
R	Voter - Republican	6,160	13.09 %	30,132,011	12.33 %	106	5.02
V	Voter - No Party	9,537	20.27 %	43,974,773	18.00 %	113	12.84
[Unknown]	Unknown	16,140	34.31 %	109,263,041	44.72 %	77	-45.42

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

POLITICAL PARTY - (INDIVIDUAL) - MPI VIEW (%)



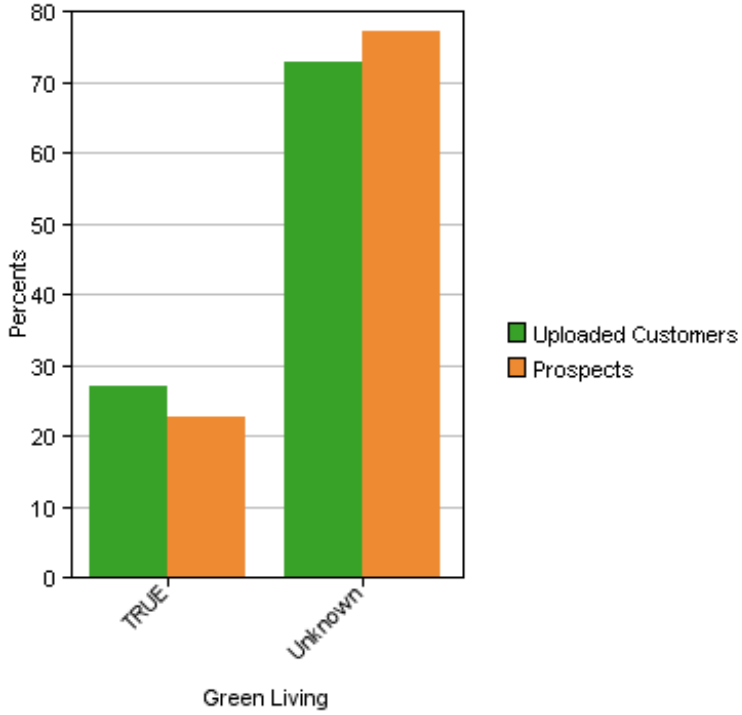
BEST PERFORMERS	MPI
Voter - Democrat	131

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INTEREST

GREEN LIVING

Indicates that an individual is interested in the green living lifestyle.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	TRUE	12,809	27.23 %	55,423,679	22.68 %	120	23.52
[Unknown]	Unknown	34,239	72.78 %	188,921,087	77.32 %	94	-23.52

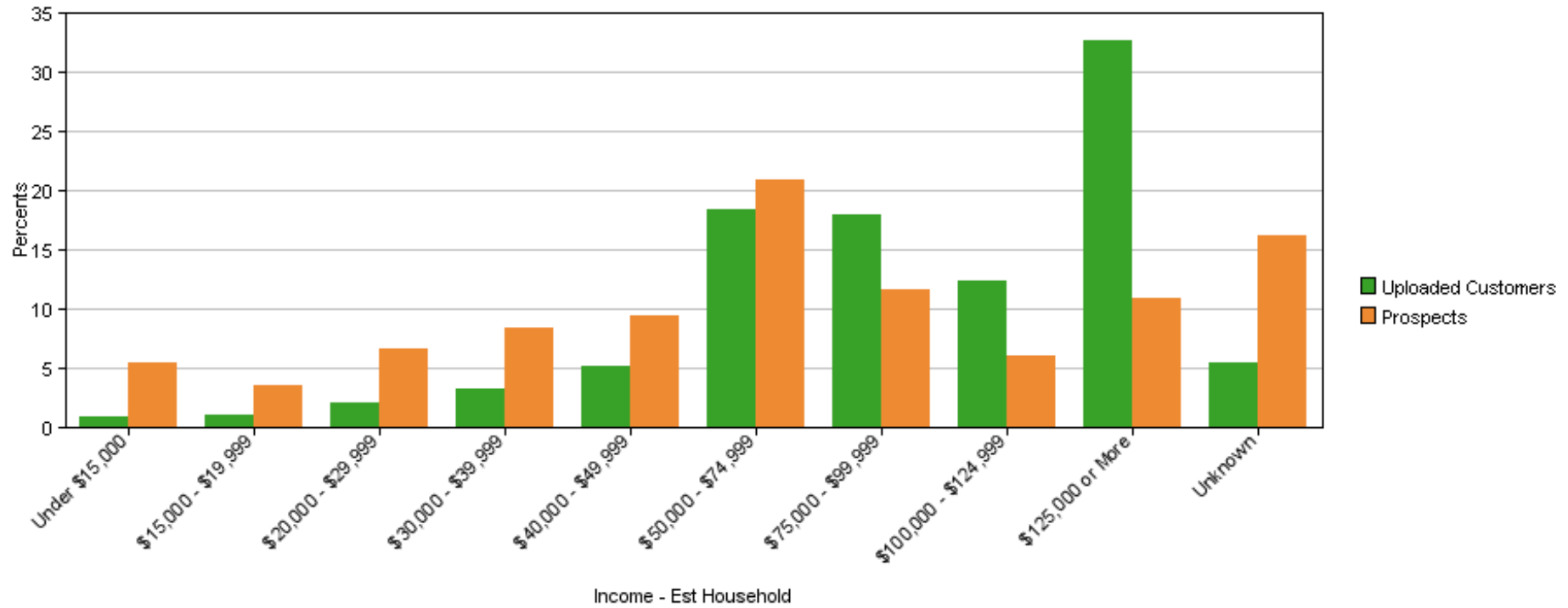
No attributes of 'Best Performers' or 'Undecided Prospects' have been found.

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WEALTH

INCOME - EST HOUSEHOLD

Indicates the estimated income level for the household.

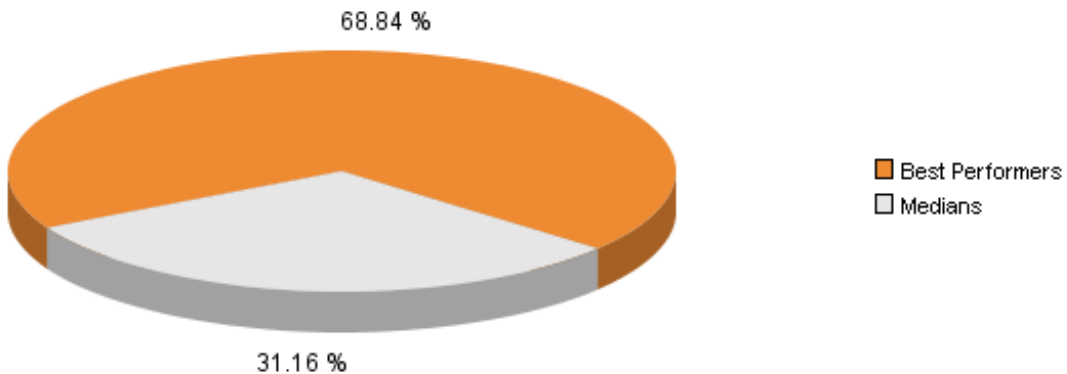


CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Under \$15,000	479	1.02 %	13,582,897	5.56 %	18*	-42.98
2	\$15,000 - \$19,999	506	1.08 %	8,906,890	3.65 %	29*	-29.74
3	\$20,000 - \$29,999	1,023	2.17 %	16,511,407	6.76 %	32*	-39.60
4	\$30,000 - \$39,999	1,559	3.31 %	20,783,221	8.51 %	39*	-40.36
5	\$40,000 - \$49,999	2,484	5.28 %	23,210,889	9.50 %	56*	-31.21

6	\$50,000 - \$74,999	8,657	18.40 %	51,178,641	20.95 %	88	-13.56
7	\$75,000 - \$99,999	8,503	18.07 %	28,472,309	11.65 %	155	43.40
8	\$100,000 - \$124,999	5,839	12.41 %	15,009,482	6.14 %	202	56.62
9	\$125,000 or More	15,377	32.68 %	26,918,905	11.02 %	297	150.09
[Unknown]	Unknown	2,621	5.57 %	39,770,125	16.28 %	34	-62.90

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

INCOME - EST HOUSEHOLD - MPI VIEW (%)



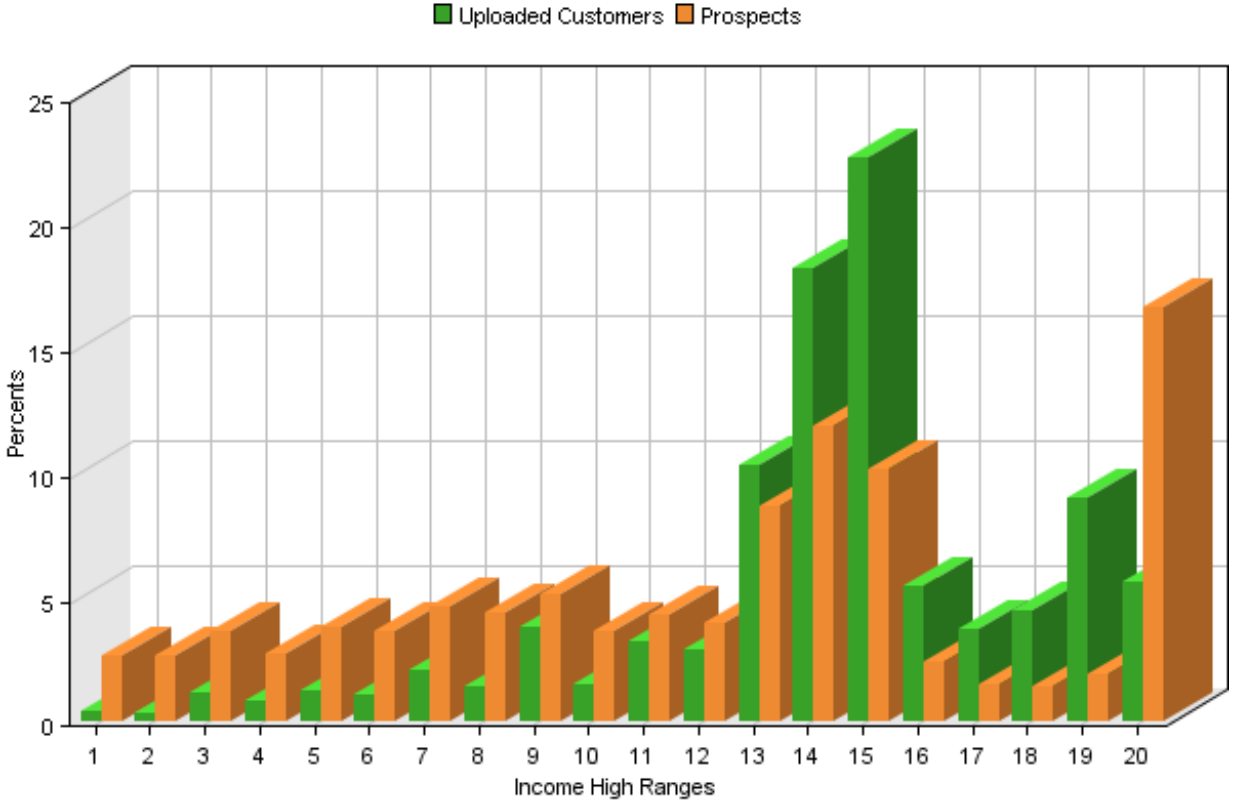
BEST PERFORMERS	MPI
\$125,000 or More	297
\$100,000 - \$124,999	202
\$75,000 - \$99,999	155

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WEALTH

INCOME HIGH RANGES

Estimated incomes with more granularity for top end ranges. Estimated total household income in ranges as sourced from warranty registrations, household census, questionnaires, and vehicle registration.

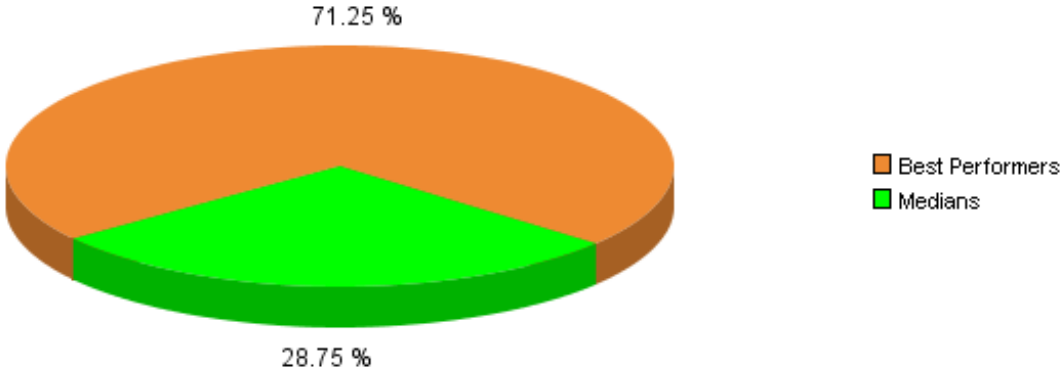


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Under \$10,000	207	0.44 %	6,472,099	2.65 %	17*	-29.83
2	\$10,000 - \$14,999	193	0.41 %	6,445,153	2.64 %	16*	-30.15

3	\$15,000 - \$19,999	578	1.23 %	8,929,147	3.65 %	34*	-28.03
4	\$20,000 - \$24,999	399	0.85 %	6,725,175	2.75 %	31*	-25.24
5	\$25,000 - \$29,999	602	1.28 %	9,331,077	3.82 %	34*	-28.73
6	\$30,000 - \$34,999	515	1.10 %	8,960,719	3.67 %	30*	-29.68
7	\$35,000 - \$39,999	994	2.11 %	11,264,884	4.61 %	46*	-25.83
8	\$40,000 - \$44,999	667	1.42 %	10,690,229	4.38 %	32*	-31.35
9	\$45,000 - \$49,999	1,780	3.78 %	12,527,488	5.13 %	74*	-13.22
10	\$50,000 - \$54,999	732	1.56 %	8,958,145	3.67 %	42*	-24.35
11	\$55,000 - \$59,999	1,524	3.24 %	10,556,359	4.32 %	75*	-11.53
12	\$60,000 - \$64,999	1,383	2.94 %	9,769,107	4.00 %	74*	-11.71
13	\$65,000 - \$74,999	4,865	10.34 %	21,240,231	8.69 %	119	12.69
14	\$75,000 - \$99,999	8,563	18.20 %	29,127,170	11.92 %	153	42.03
15	\$100,000 - \$149,999	10,678	22.70 %	24,788,500	10.15 %	224	90.16
16	\$150,000 - \$174,999	2,586	5.50 %	5,977,431	2.45 %	225	42.84
17	\$175,000 - \$199,999	1,746	3.71 %	3,675,840	1.50 %	247	39.33
18	\$200,000 - \$249,999	2,122	4.51 %	3,533,049	1.45 %	312	55.67
19	\$250,000 +	4,247	9.03 %	4,693,001	1.92 %	470	112.28
20	Unknown	2,667	5.67 %	40,679,962	16.65 %	34	-63.93

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

INCOME HIGH RANGES - MPI VIEW (%)



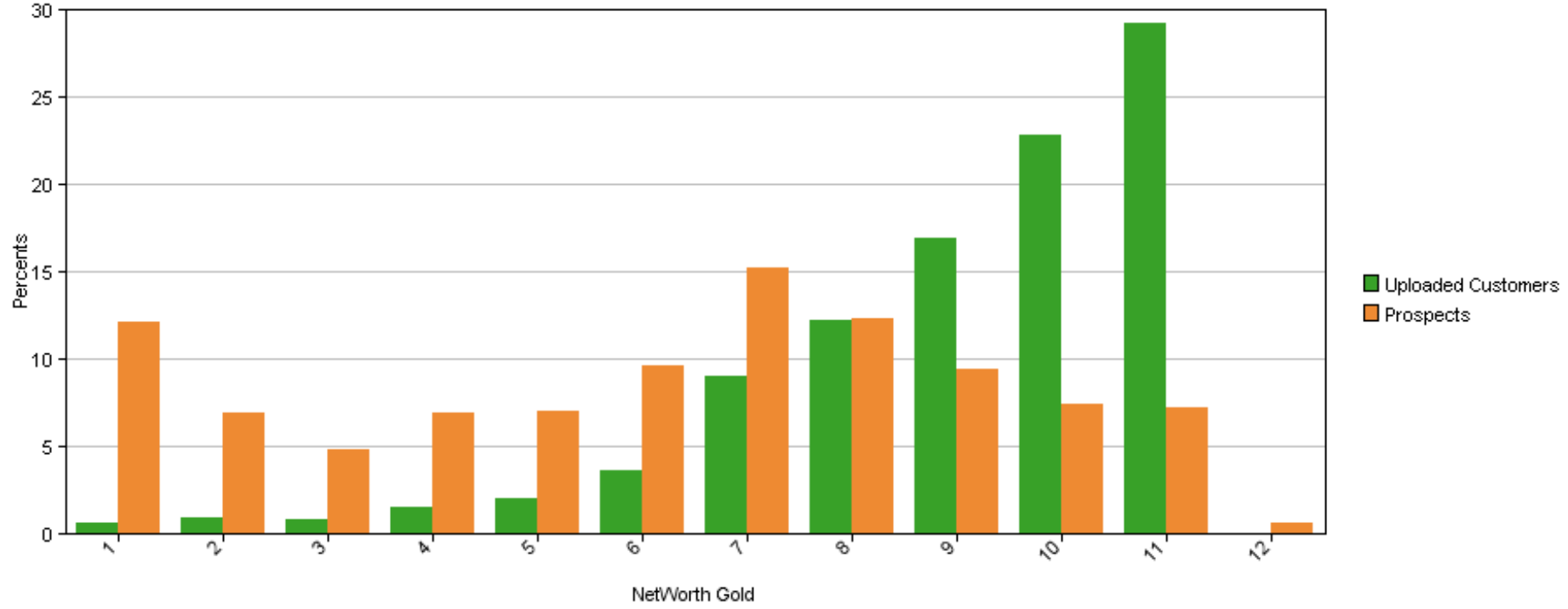
BEST PERFORMERS	MPI
\$250,000 +	470
\$200,000 - \$249,999	312
\$175,000 - \$199,999	247
\$150,000 - \$174,999	225
\$100,000 - \$149,999	224
\$75,000 - \$99,999	153

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WEALTH

NETWORTH GOLD

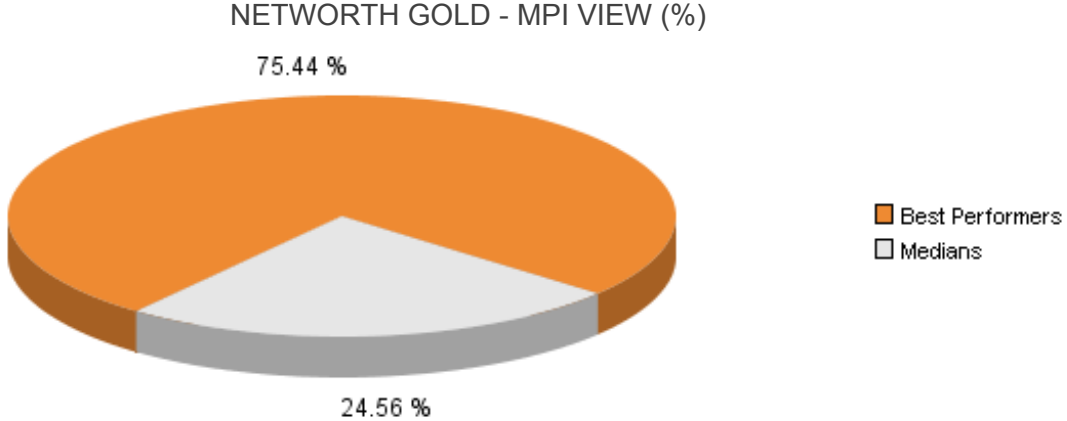
Indicates the total assets minus the total outside liabilities of an individual or a company from the upper wealth groups.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Less than or equal to 0	322	0.68 %	29,749,104	12.18 %	6*	-76.22
2	\$1 - \$4,999	432	0.92 %	17,017,154	6.96 %	13*	-51.52
3	\$5,000 - \$9,999	408	0.87 %	11,949,095	4.89 %	18*	-40.46
4	\$10,000 - \$24,999	713	1.52 %	16,951,008	6.94 %	22*	-46.28
5	\$25,000 - \$49,999	958	2.04 %	17,291,287	7.08 %	29*	-42.63

6	\$50,000 - \$99,999	1,727	3.67 %	23,664,065	9.69 %	38*	-44.10
7	\$100,000 - \$249,999	4,251	9.04 %	37,248,790	15.24 %	59*	-37.46
8	\$250,000 - \$499,999	5,767	12.26 %	30,138,297	12.33 %	99	-0.50
9	\$500,000 - \$999,999	7,966	16.93 %	23,013,274	9.42 %	180	55.80
10	\$1,000,000 - \$1,999,999	10,731	22.81 %	18,193,080	7.45 %	306	126.92
11	\$2,000,000+	13,755	29.24 %	17,636,366	7.22 %	405	184.53
12	Unknown	18	0.04 %	1,493,246	0.61 %	6	-15.95

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.



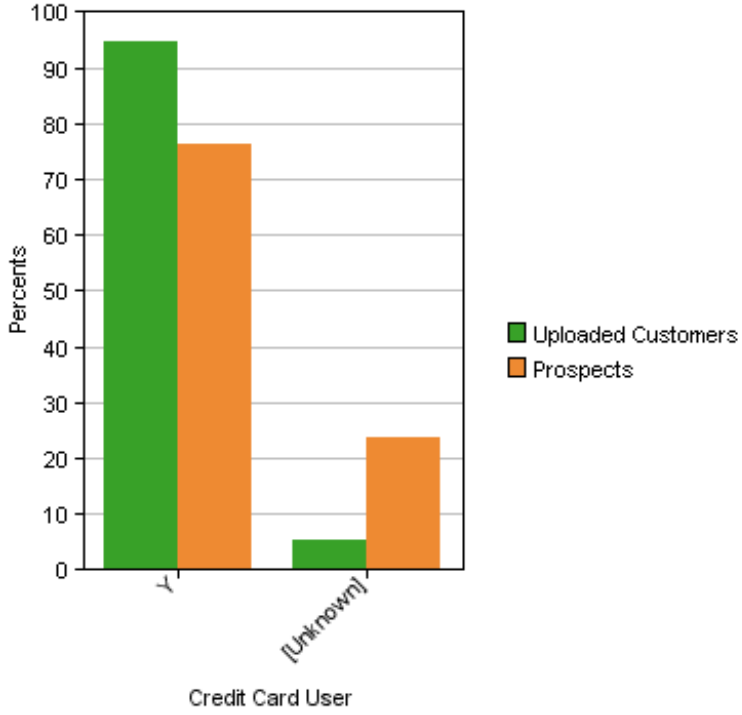
BEST PERFORMERS	MPI
\$2,000,000+	405
\$1,000,000 - \$1,999,999	306
\$500,000 - \$999,999	180

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BUYING BEHAVIOR

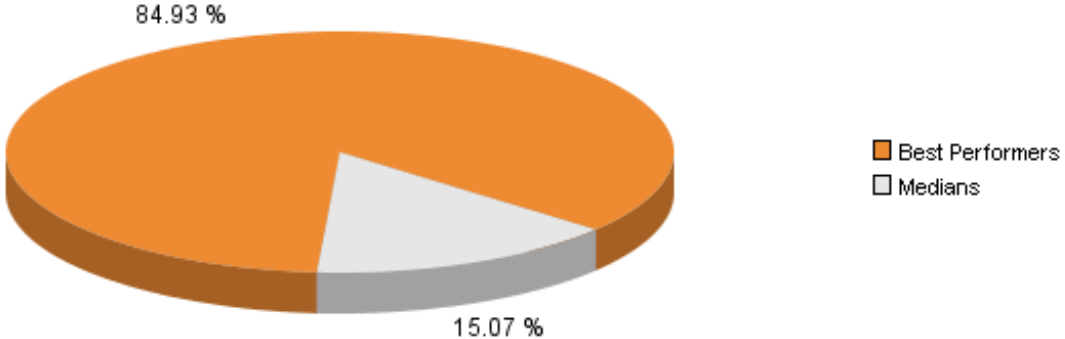
CREDIT CARD USER

Indicates that an individual received a credit card issued by a bank.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
Y	Active Credit Card Purchases	44,524	94.64 %	185,988,269	76.12 %	124	94.20
[Unknown]	Unknown	2,524	5.37 %	58,356,497	23.88 %	22	-94.20

CREDIT CARD USER - MPI VIEW (%)



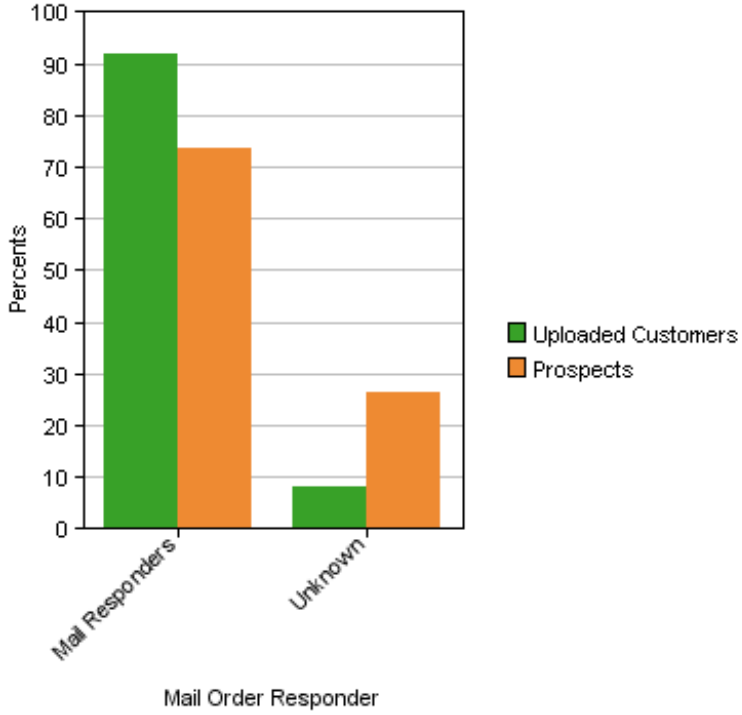
BEST PERFORMERS	MPI
Active Credit Card Purchases	124

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BUYING BEHAVIOR

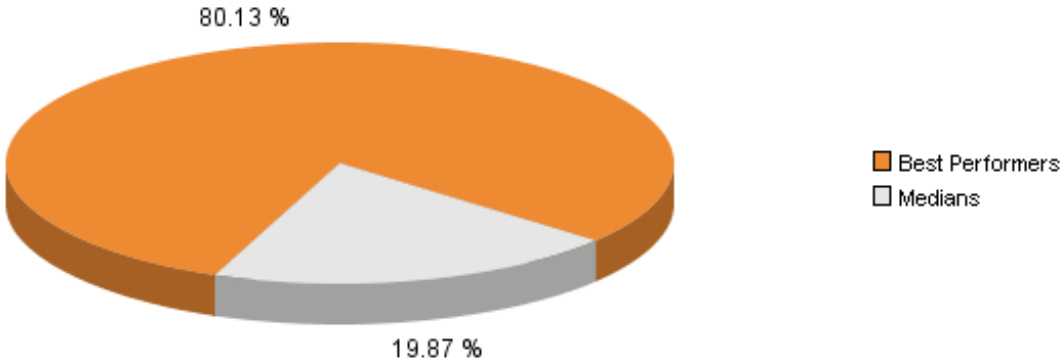
MAIL ORDER RESPONDER

Indicates if an individual is a marketing mail responder.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
R	Mail Responders	43,191	91.80 %	179,457,578	73.44 %	125	90.16
[Unknown]	Unknown	3,857	8.20 %	64,887,188	26.56 %	31	-90.16

MAIL ORDER RESPONDER - MPI VIEW (%)



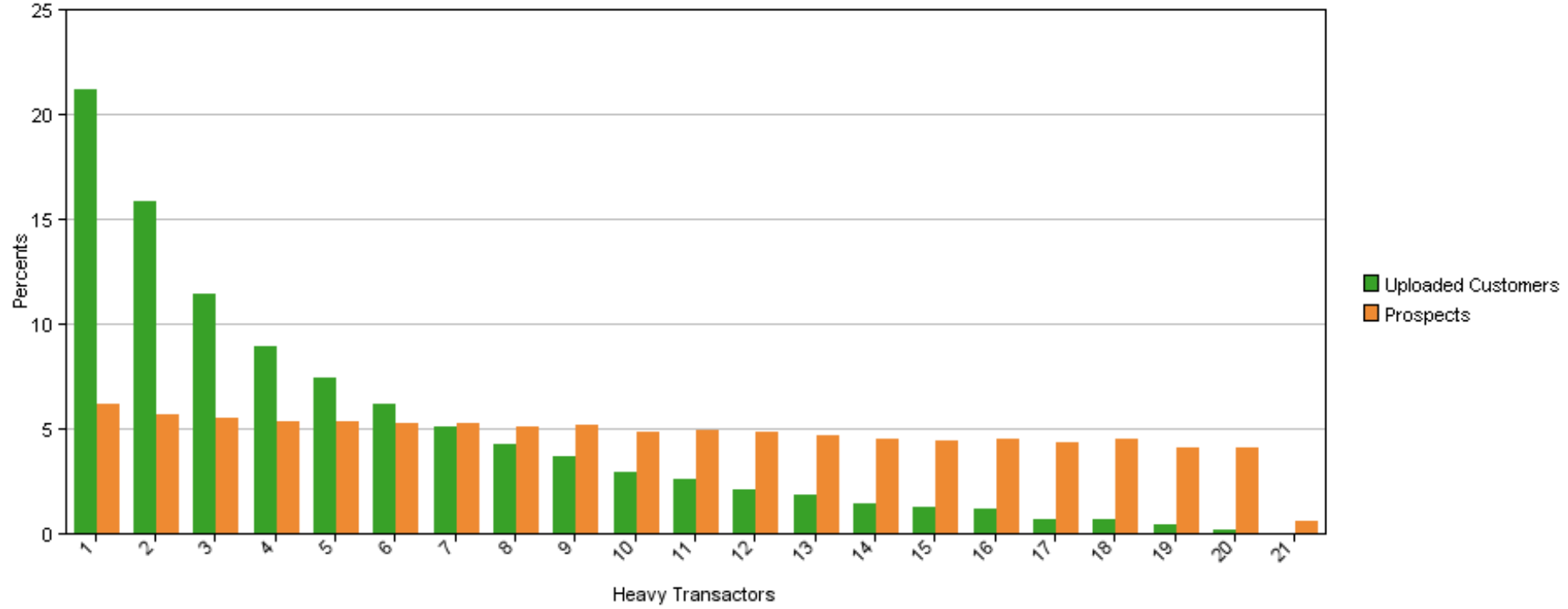
BEST PERFORMERS	MPI
Mail Responders	125

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BUYING BEHAVIOR

HEAVY TRANSACTORS

Indicates that an individual is likely to use a credit card more than 20 times per month.

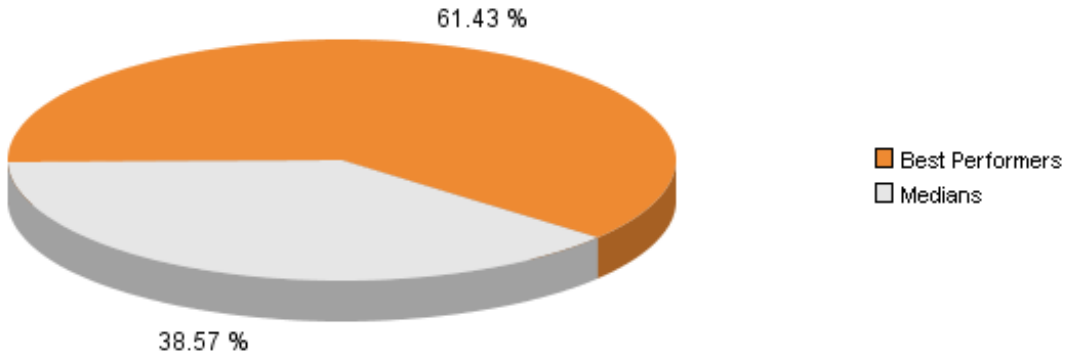


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	01 - MOST LIKELY A HEAVY TRANSACTOR	9,971	21.19 %	15,266,138	6.25 %	339	133.93
2	02	7,455	15.85 %	13,980,260	5.72 %	277	94.54
3	03	5,406	11.49 %	13,476,276	5.52 %	208	56.77
4	04	4,210	8.95 %	13,200,547	5.40 %	166	34.02
5	05	3,509	7.46 %	13,146,840	5.38 %	139	19.98

6	06	2,931	6.23 %	12,991,982	5.32 %	117	8.83
7	07	2,419	5.14 %	12,856,205	5.26 %	98	-1.17
8	08	2,015	4.28 %	12,596,930	5.16 %	83	-8.55
9	09	1,732	3.68 %	12,730,489	5.21 %	71*	-14.92
10	10 - AVERAGE HEAVY TRANSACTOR	1,408	2.99 %	11,981,059	4.90 %	61*	-19.18
11	11	1,220	2.59 %	12,103,127	4.95 %	52*	-23.59
12	12	1,017	2.16 %	11,940,041	4.89 %	44*	-27.41
13	13	886	1.88 %	11,599,898	4.75 %	40*	-29.21
14	14	680	1.45 %	11,146,645	4.56 %	32*	-32.40
15	15	605	1.29 %	10,974,310	4.49 %	29*	-33.56
16	16	562	1.20 %	11,124,533	4.55 %	26*	-34.94
17	17	344	0.73 %	10,730,105	4.39 %	17*	-38.74
18	18	347	0.74 %	11,026,643	4.51 %	16*	-39.44
19	19	206	0.44 %	9,986,235	4.09 %	11*	-39.97
20	20 - LEAST LIKELY A HEAVY TRANSACTOR	107	0.23 %	9,993,257	4.09 %	6*	-42.30
21	Unknown	18	0.04 %	1,493,246	0.61 %	6	-15.95

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HEAVY TRANSACTORS - MPI VIEW (%)



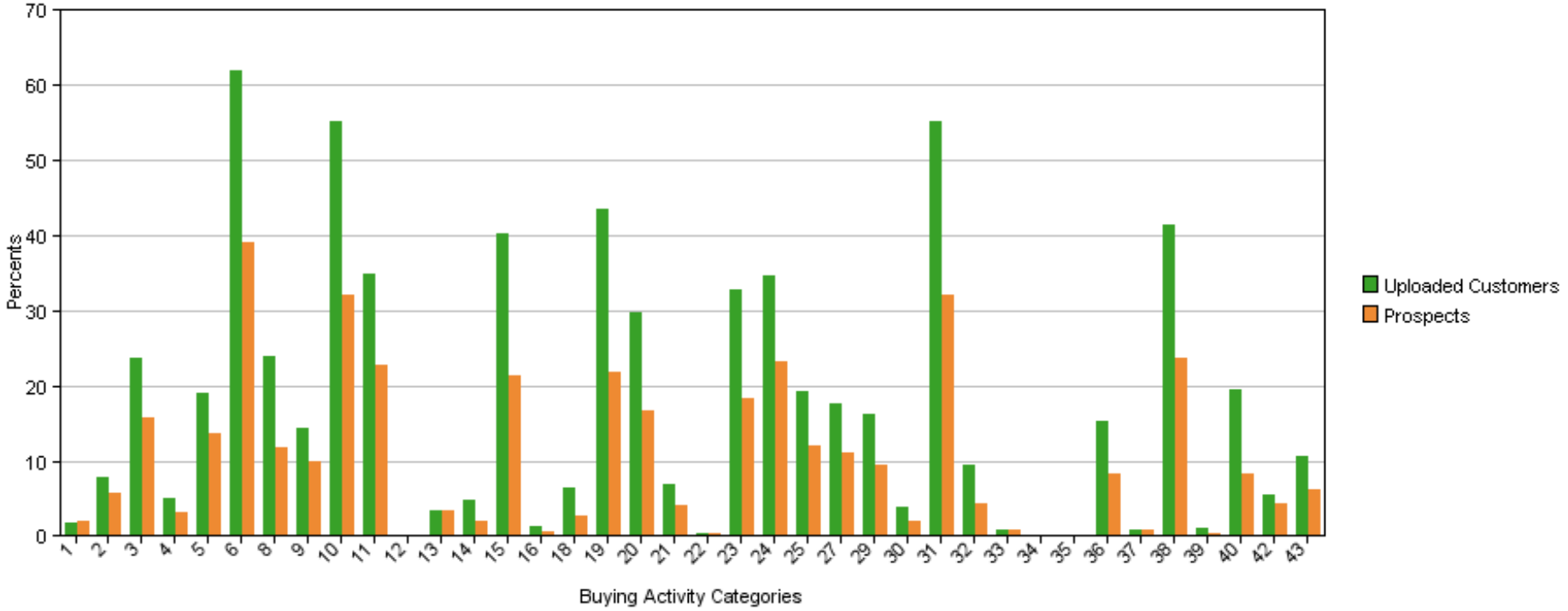
BEST PERFORMERS	MPI
01 - MOST LIKELY A HEAVY TRANSACTOR	339
02	277
03	208
04	166
05	139

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BUYING BEHAVIOR

BUYING ACTIVITY CATEGORIES

Indicates the individuals' frequent purchase categories.



This element contains too many attributes to fit in the chart, so only top 40 with the highest MPI are displayed.

#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Apparel - Men's Big and Tall	814	1.73 %	4,615,941	1.89 %	92	-2.53
2	Apparel - Children's	3,686	7.84 %	13,996,631	5.73 %	137	19.67
3	Apparel - Men's	11,149	23.70 %	38,207,134	15.64 %	152	48.13
4	Apparel - Women's - Petite	2,362	5.02 %	7,958,044	3.26 %	154	21.54

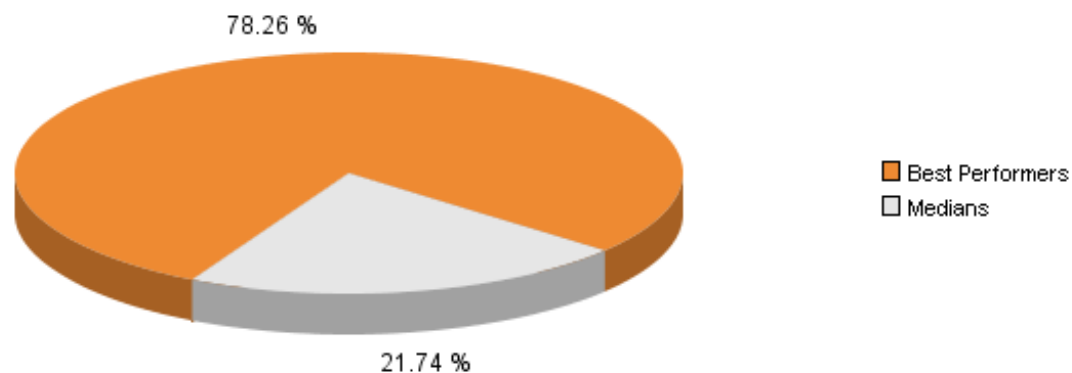
5	Apparel - Women's - Plus Sizes	8,921	18.96 %	33,465,123	13.70 %	138	33.21
6	Apparel - Women's	29,109	61.87 %	95,556,646	39.11 %	158	101.17
7	Arts & Antiques - Antiques	69	0.15 %	131,869	0.05 %	272*	8.68
8	Arts & Antiques - Art	11,214	23.84 %	28,646,499	11.72 %	203	81.65
9	Automotive, Auto Parts & Accessories	6,804	14.46 %	24,271,302	9.93 %	146	32.84
10	Books & Magazines - Magazines	25,912	55.08 %	78,367,332	32.07 %	172	106.89
11	Books & Music - Books	16,409	34.88 %	55,576,467	22.75 %	153	62.77
12	Books & Music - Books - Audio	70	0.15 %	283,634	0.12 %	128	2.10
13	Children's Apparel - Infants & Toddlers	1,638	3.48 %	8,008,545	3.28 %	106	2.48
14	Children's Learning & Activity Toys	2,202	4.68 %	4,889,849	2.00 %	234	41.49
15	Children's Products - General	18,961	40.30 %	52,438,103	21.46 %	188	99.53
16	Children's Products - General - Baby Care	631	1.34 %	1,537,250	0.63 %	213	19.53
17	Children's Products - General - Back-to-School	231	0.49 %	436,227	0.18 %	274*	16.01
18	Computing/Home Office - General	3,026	6.43 %	6,766,144	2.77 %	232	48.42
19	Electronics, Computing & Home Office	20,454	43.48 %	53,524,427	21.91 %	198	113.11
20	Donation/Contribution	14,050	29.86 %	40,694,223	16.65 %	179	76.89
21	DVDs/Videos	3,266	6.94 %	9,895,766	4.05 %	171	31.82
22	Electronics & Computing - TV/Video/Movie Watcher	172	0.37 %	927,488	0.38 %	96	-0.49
23	Gardening - Buying Activity Grouping	15,372	32.67 %	45,015,459	18.42 %	177	79.72
24	Health & Beauty	16,315	34.68 %	56,493,066	23.12 %	150	59.45
25	Home & Garden	9,061	19.26 %	29,358,518	12.02 %	160	48.32
26	Hunting	558	1.19 %	3,909,319	1.60 %	74*	-7.16
27	Jewelry	8,280	17.60 %	27,268,328	11.16 %	158	44.35

28	Interests & Passions - Collectibles	1,473	3.13 %	11,341,366	4.64 %	67*	-15.58
29	Interests & Passions - Crafts/Hobbies	7,633	16.22 %	23,189,601	9.49 %	171	49.82
30	Luggage	1,772	3.77 %	4,769,826	1.95 %	193	28.44
31	Magazines	25,912	55.08 %	78,367,214	32.07 %	172	106.89
32	Membership Clubs	4,496	9.56 %	10,457,221	4.28 %	223	56.53
33	Military Memorabilia/Weaponry	342	0.73 %	1,899,473	0.78 %	94	-1.24
34	Musical Instruments	11	0.02 %	133,727	0.06 %	42	-2.96
35	Off-Road Recreational Vehicles	7	0.02 %	41,026	0.02 %	88	-0.33
36	Pets	7,183	15.27 %	20,443,428	8.37 %	182	54.05
37	Photography & Video Equipment	390	0.83 %	2,122,740	0.87 %	95	-0.93
38	Sports & Leisure	19,466	41.38 %	57,771,220	23.64 %	175	90.51
39	Telecommunications	540	1.15 %	1,104,785	0.45 %	254	22.50
40	Travel	9,129	19.40 %	20,054,181	8.21 %	236	88.48
41	Value-Priced General Merchandise	2,071	4.40 %	16,253,001	6.65 %	66*	-19.58
42	Young Men's Apparel	2,531	5.38 %	10,475,384	4.29 %	125	11.70
43	Young Women's Apparel	5,045	10.72 %	15,077,339	6.17 %	174	41.03

The total of the attributes for the element makes more than 100% because the multicolumn element is analyzed according to the set of several attributes.

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

BUYING ACTIVITY CATEGORIES - MPI VIEW (%)



BEST PERFORMERS	MPI
Telecommunications	254
Travel	236
Children's Learning & Activity Toys	234
Computing/Home Office - General	232
Membership Clubs	223
Children's Products - General - Baby Care	213
Arts & Antiques - Art	203
Electronics, Computing & Home Office	198
Luggage	193
Children's Products - General	188
Pets	182
Donation/Contribution	179
Gardening - Buying Activity Grouping	177
Sports & Leisure	175

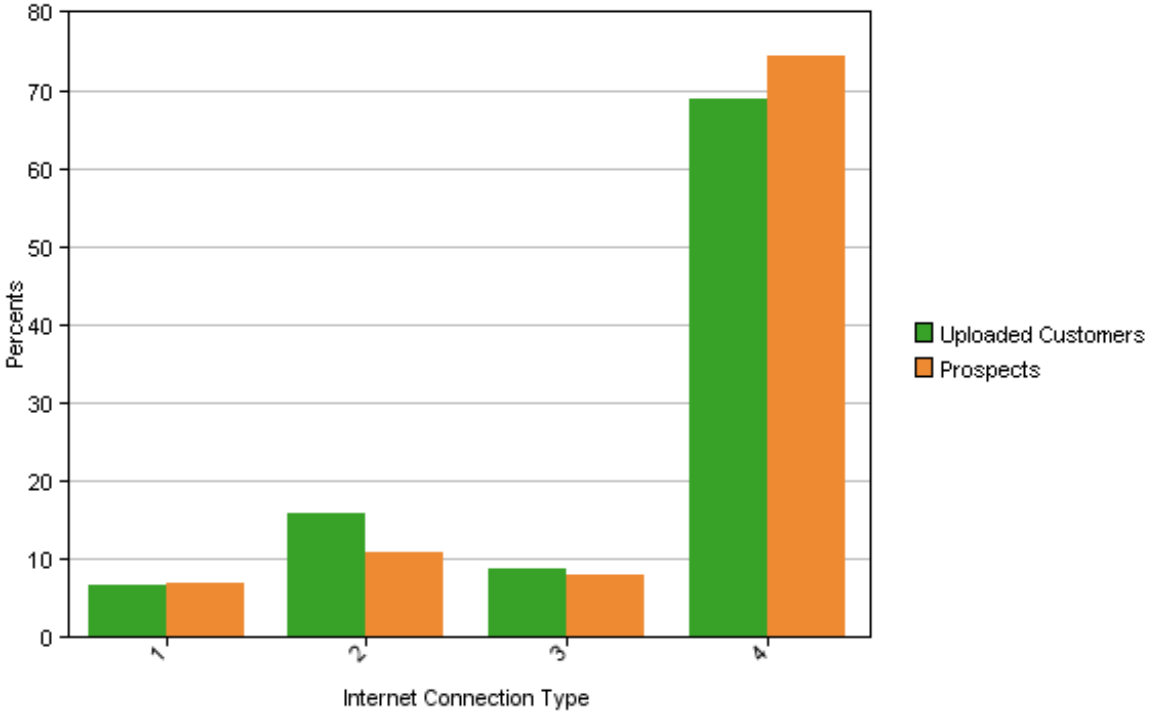
Young Women's Apparel	174
Books & Magazines - Magazines	172
Magazines	172
DVDs/Videos	171
Interests & Passions - Crafts/Hobbies	171
Home & Garden	160
Apparel - Women's	158
Jewelry	158
Apparel - Women's - Petite	154
Books & Music - Books	153
Apparel - Men's	152
Health & Beauty	150
Automotive, Auto Parts & Accessories	146
Apparel - Women's - Plus Sizes	138
Apparel - Children's	137
Young Men's Apparel	125

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SOCIAL NETWORKING

INTERNET CONNECTION TYPE

Indicates the type of the internet connection.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Cable	3,149	6.69 %	16,820,809	6.88 %	97	-1.64
2	DSL	7,484	15.91 %	26,394,829	10.80 %	147*	35.67
3	Dial-up	4,078	8.67 %	19,405,986	7.94 %	109	5.82
4	Unknown	32,337	68.73 %	181,723,142	74.37 %	92	-28.02

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

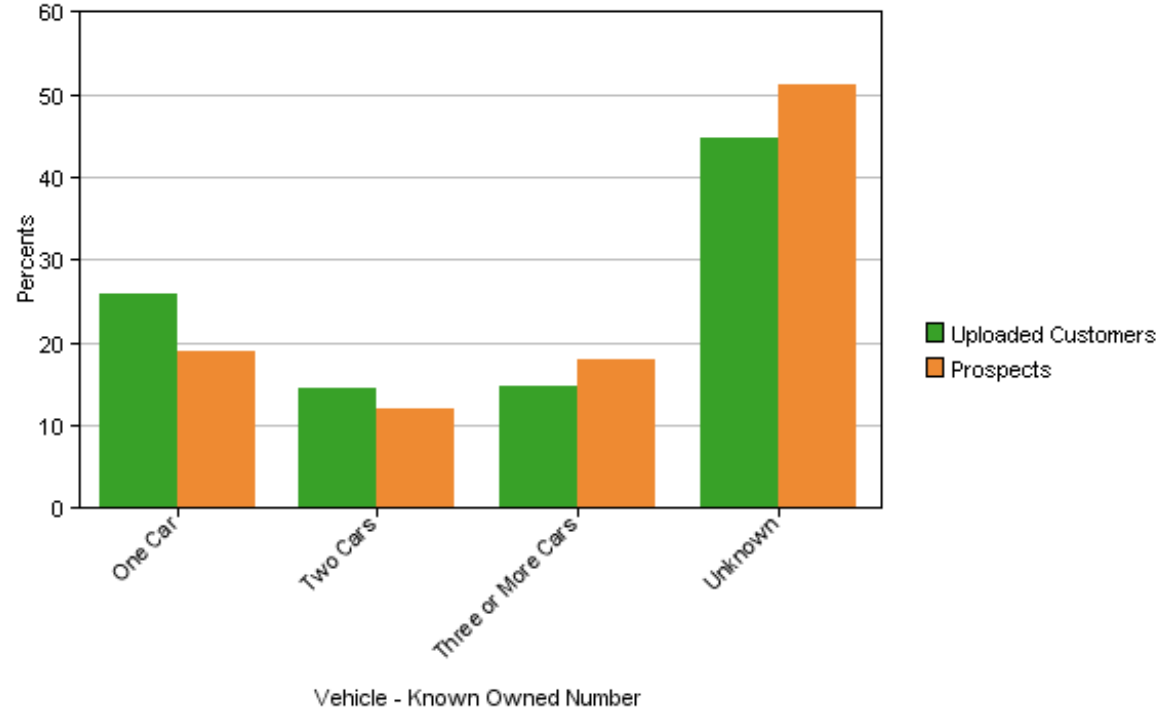
No attributes of "Best Performers" or "Undecided Prospects" have been found.

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AUTO

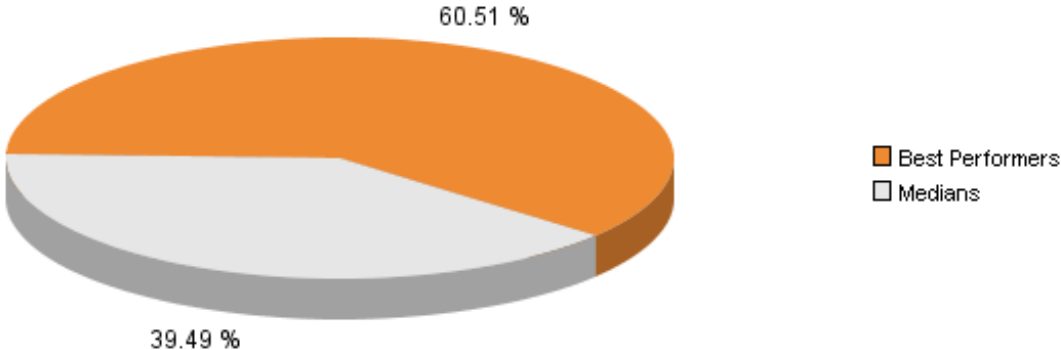
VEHICLE - KNOWN OWNED NUMBER

Indicates the number of vehicles in the household.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	One Car	12,223	25.98 %	46,056,840	18.85 %	138	39.54
2	Two Cars	6,801	14.46 %	29,178,623	11.94 %	121	16.81
3	Three or More Cars	6,945	14.76 %	43,737,868	17.90 %	82	-17.75
[Unknown]	Unknown	21,079	44.80 %	125,371,435	51.31 %	87	-28.23

VEHICLE - KNOWN OWNED NUMBER - MPI VIEW (%)



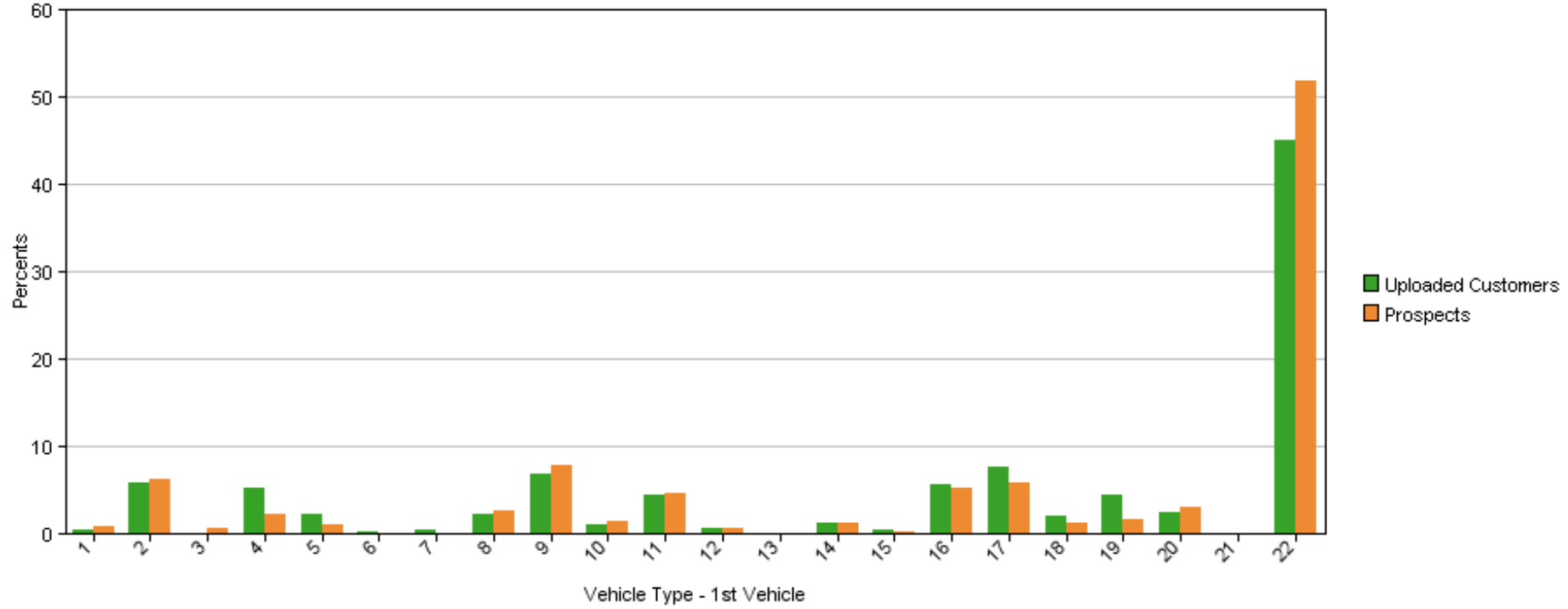
BEST PERFORMERS	MPI
One Car	138
Two Cars	121

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AUTO

VEHICLE TYPE - 1ST VEHICLE

Indicates type of the first vehicle registered in the household.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Entry Compact Car	232	0.49 %	2,059,077	0.84 %	58*	-8.30
2	Premium Compact Car	2,747	5.84 %	15,310,212	6.27 %	93	-3.82
3	Premium Full Size Car	86	0.18 %	1,691,042	0.69 %	26*	-13.32
4	Entry Luxury Car	2,509	5.33 %	5,645,177	2.31 %	231	43.65
5	Mid-Size Luxury Car	1,074	2.28 %	2,786,277	1.14 %	200	23.35

6	Sports Luxury Car	100	0.21 %	193,968	0.08 %	270*	10.34
7	Premium Luxury Car	211	0.45 %	406,569	0.17 %	270*	15.02
8	Entry Mid-Size Car	1,098	2.33 %	6,450,505	2.64 %	88	-4.14
9	Premium Mid-Size Car	3,274	6.96 %	19,483,104	7.97 %	87	-8.13
10	Compact Pickup	493	1.05 %	3,571,195	1.46 %	72*	-7.48
11	Light Duty Full-Size Pickup	2,120	4.51 %	11,617,468	4.76 %	95	-2.54
12	Heavy Duty Full-Size Pickup	364	0.77 %	1,840,167	0.75 %	103	0.53
13	Luxury Full-Size Pickup	6	0.01 %	21,484	0.01 %	144	0.91
14	Entry Sports Car	653	1.39 %	3,312,207	1.36 %	102	0.60
15	Premium Sports Car	244	0.52 %	517,782	0.21 %	245*	14.48
16	Compact Suv	2,656	5.65 %	12,948,703	5.30 %	107	3.35
17	Mid-Size Suv	3,591	7.63 %	14,599,541	5.98 %	128	15.17
18	Full-Size Suv	1,029	2.19 %	3,312,857	1.36 %	161	15.58
19	Luxury Suv	2,153	4.58 %	4,157,454	1.70 %	269	48.22
20	Compact Van	1,167	2.48 %	7,449,735	3.05 %	81	-7.18
21	Full-Size Van	19	0.04 %	193,319	0.08 %	51*	-3.01
22	Unknown	21,222	45.11 %	126,776,923	51.88 %	87	-29.42

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

VEHICLE TYPE - 1ST VEHICLE - MPI VIEW (%)



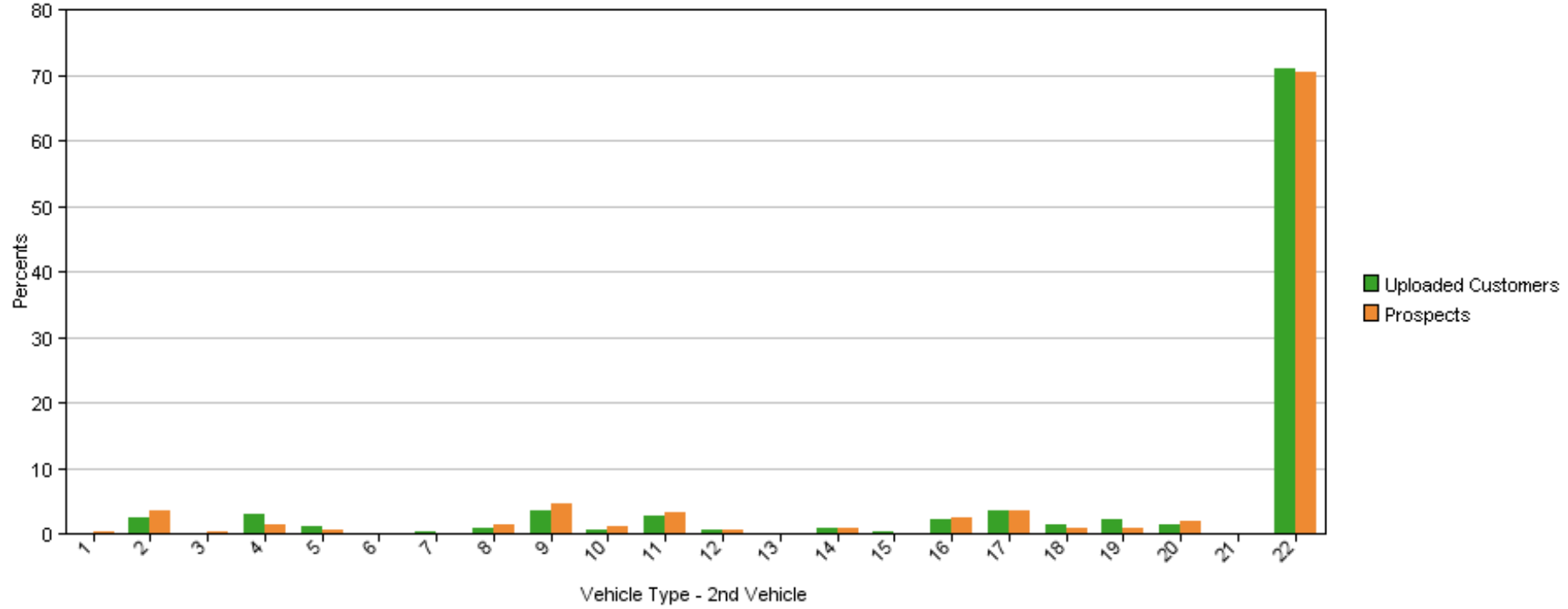
BEST PERFORMERS	MPI
Luxury Suv	269
Entry Luxury Car	231
Mid-Size Luxury Car	200
Full-Size Suv	161
Mid-Size Suv	128

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AUTO

VEHICLE TYPE - 2ND VEHICLE

Indicates type of the second vehicle registered in the household.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Entry Compact Car	97	0.21 %	959,514	0.39 %	52*	-6.48
2	Premium Compact Car	1,245	2.65 %	8,711,922	3.57 %	74*	-10.75
3	Premium Full Size Car	78	0.17 %	1,213,800	0.50 %	33*	-10.21
4	Entry Luxury Car	1,394	2.96 %	3,552,660	1.45 %	204*	27.34
5	Mid-Size Luxury Car	571	1.21 %	1,944,510	0.80 %	153*	10.20

6	Sports Luxury Car	85	0.18 %	157,936	0.07 %	278*	9.87
7	Premium Luxury Car	154	0.33 %	323,217	0.13 %	248*	11.65
8	Entry Mid-Size Car	459	0.98 %	3,385,663	1.39 %	70*	-7.61
9	Premium Mid-Size Car	1,735	3.69 %	11,470,983	4.70 %	79*	-10.32
10	Compact Pickup	374	0.80 %	2,905,356	1.19 %	67*	-7.88
11	Light Duty Full-Size Pickup	1,262	2.68 %	8,363,635	3.42 %	78*	-8.84
12	Heavy Duty Full-Size Pickup	278	0.59 %	1,618,388	0.66 %	89	-1.90
13	Luxury Full-Size Pickup	5	0.01 %	19,276	0.01 %	138	0.73
14	Entry Sports Car	390	0.83 %	2,292,035	0.94 %	88	-2.45
15	Premium Sports Car	190	0.40 %	473,041	0.19 %	208*	10.35
16	Compact Suv	1,098	2.33 %	6,314,436	2.58 %	90	-3.42
17	Mid-Size Suv	1,722	3.66 %	8,604,682	3.52 %	104	1.62
18	Full-Size Suv	734	1.56 %	2,498,105	1.02 %	153*	11.60
19	Luxury Suv	1,068	2.27 %	2,425,229	0.99 %	229*	27.93
20	Compact Van	696	1.48 %	4,773,768	1.95 %	76*	-7.44
21	Full-Size Van	19	0.04 %	179,740	0.07 %	54	-2.71
22	Unknown	33,394	70.98 %	172,156,870	70.46 %	101	2.48

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

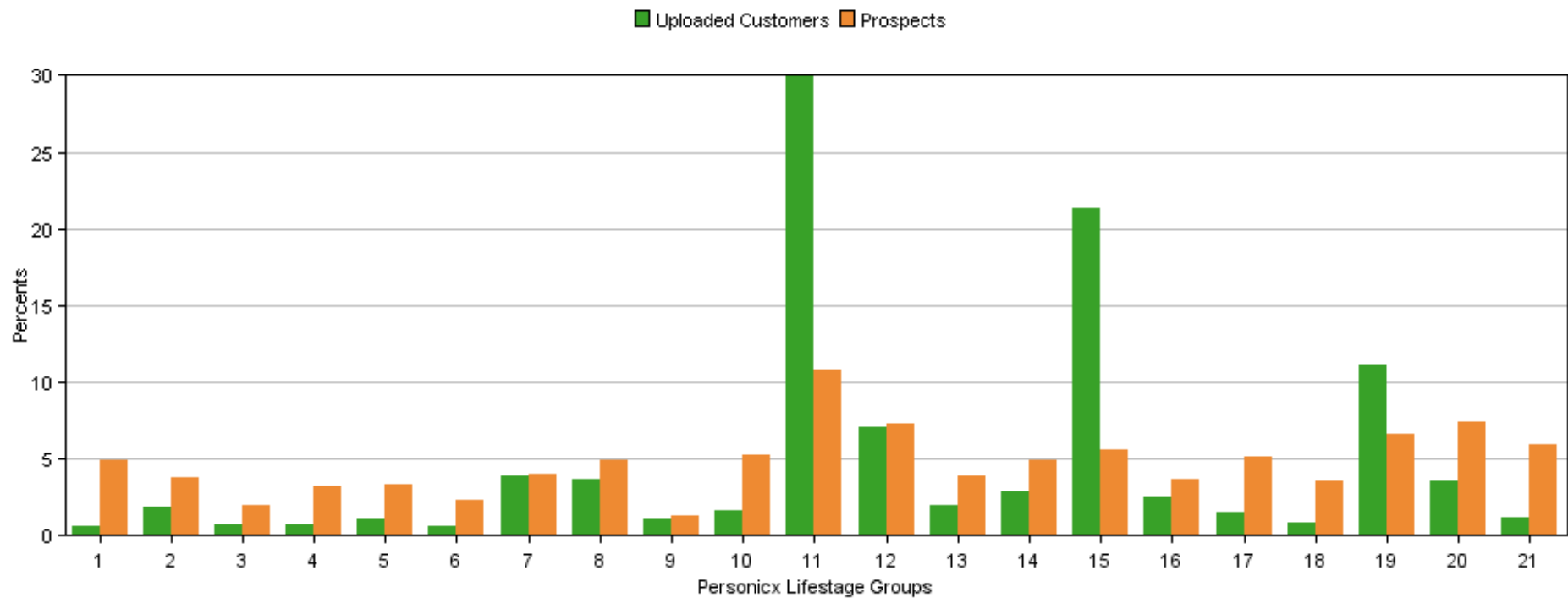
No attributes of "Best Performers" or "Undecided Prospects" have been found.

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PERSONICX SEGMENT

PERSONICX LIFESTAGE GROUPS

Household level segmentation - 21 groups provide a higher level aggregate of the 70 PersonixX -Refresh consumer segments based on similar life stage characteristics.

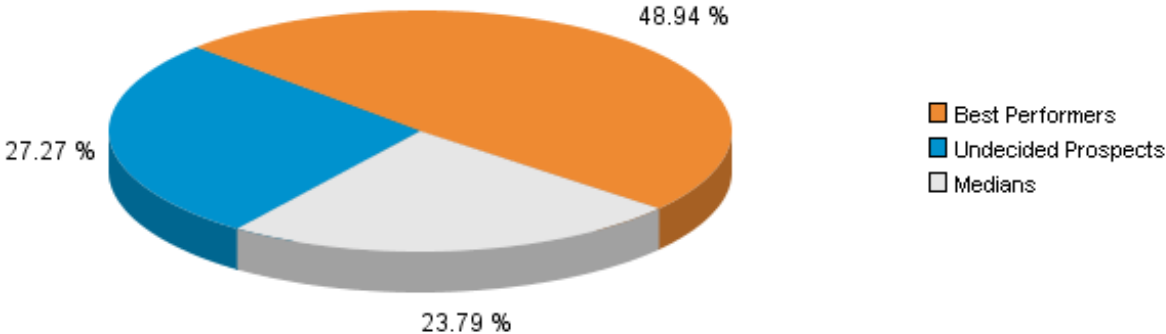


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	01Y - Starting Out	287	0.61 %	12,059,014	4.94 %	12*	-43.31
2	02Y - Taking Hold	880	1.87 %	9,163,273	3.75 %	50	-21.46
3	03X - Settling Down	346	0.74 %	4,905,937	2.01 %	37*	-19.68
4	04X - Social Connectors	372	0.79 %	7,868,207	3.22 %	25*	-29.84

5	05X - Busy Households	497	1.06 %	8,215,100	3.36 %	31	-27.75
6	06X - Working & Studying	288	0.61 %	5,553,772	2.27 %	27*	-24.17
7	07X - Career Oriented	1,817	3.86 %	9,735,140	3.98 %	97	-1.35
8	08X - Large Households	1,716	3.65 %	12,042,339	4.93 %	74	-12.84
9	09B - Comfortable Independence	513	1.09 %	3,153,666	1.29 %	84	-3.86
10	10B - Rural-Metro Mix	746	1.59 %	12,809,157	5.24 %	30	-35.58
11	11B - Affluent Households	14,093	29.96 %	26,439,447	10.82 %	277	133.59
12	12B - Comfortable Households	3,347	7.11 %	17,973,151	7.36 %	97	-2.01
13	13B - Working Households	935	1.99 %	9,593,952	3.93 %	51	-21.65
14	14B - Diverging Paths	1,366	2.90 %	11,904,900	4.87 %	60	-19.84
15	15M - Top Wealth	10,027	21.31 %	13,568,419	5.55 %	384	149.24
16	16M - Living Well	1,183	2.51 %	9,055,832	3.71 %	68	-13.69
17	17M - Bargain Hunters	738	1.57 %	12,607,810	5.16 %	30	-35.21
18	18M - Thrifty and Active	403	0.86 %	8,751,194	3.58 %	24*	-31.79
19	19M - Solid Prestige	5,246	11.15 %	16,234,657	6.64 %	168	39.24
20	20S - Community Minded	1,683	3.58 %	18,201,433	7.45 %	48	-31.98
21	21S - Leisure Seekers	565	1.20 %	14,508,366	5.94 %	20	-43.47

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

PERSONICX LIFESTAGE GROUPS - MPI VIEW (%)



BEST PERFORMERS	MPI
15M - Top Wealth	384
11B - Affluent Households	277
19M - Solid Prestige	168

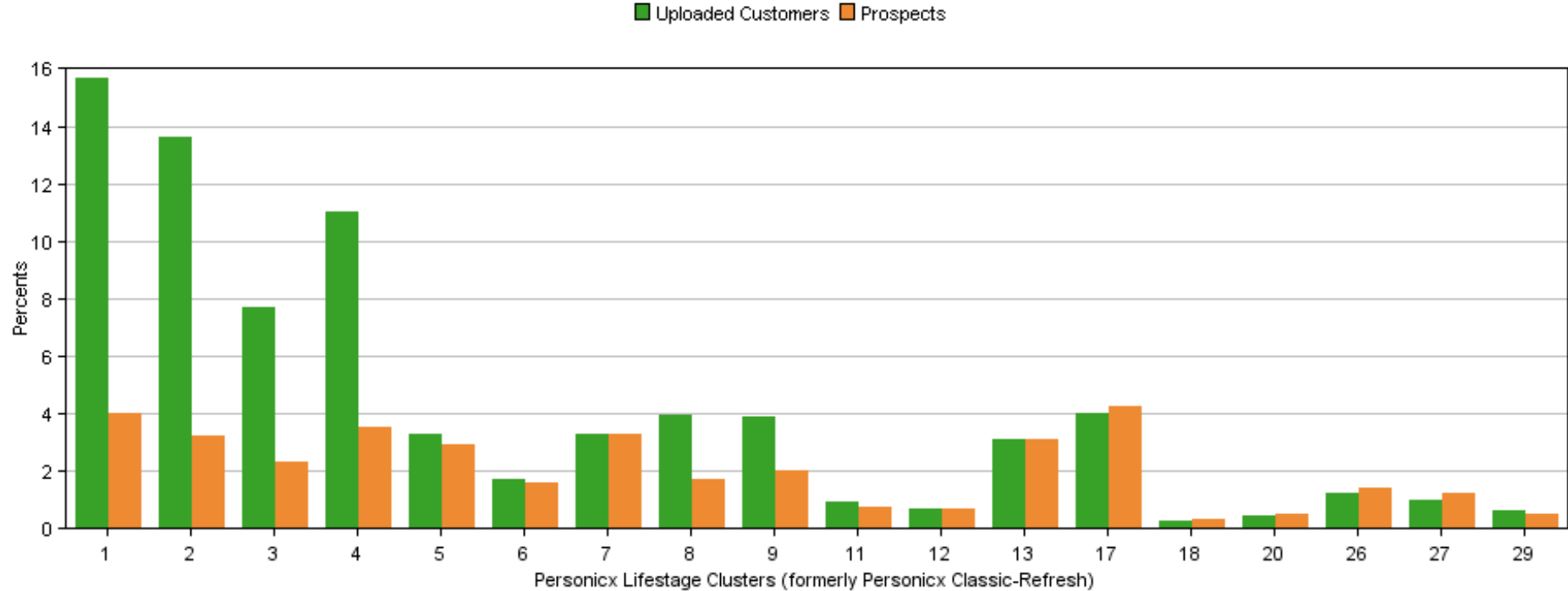
UNDECIDED PROSPECTS	MPI
08X - Large Households	74
16M - Living Well	68
14B - Diverging Paths	60
13B - Working Households	51
02Y - Taking Hold	50
20S - Community Minded	48
05X - Busy Households	31
17M - Bargain Hunters	30
10B - Rural-Metro Mix	30
21S - Leisure Seekers	20

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PERSONICX SEGMENT

PERSONICX LIFESTAGE CLUSTERS (FORMERLY PERSONICX CLASSIC-REFRESH)

Household level segmentation system that places each US household into one of 70 segments based on similar demographic, socio-economic and consumer behavior.



This element contains too many attributes to fit in the chart, so only top 40 with the highest MPI are displayed.

#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	01 - Summit Estates	7,360	15.64 %	9,736,427	3.99 %	393	129.27
2	02 - Established Elite	6,398	13.60 %	7,926,468	3.24 %	419	126.77
3	03 - Corporate Connected	3,629	7.71 %	5,641,951	2.31 %	334	78.04

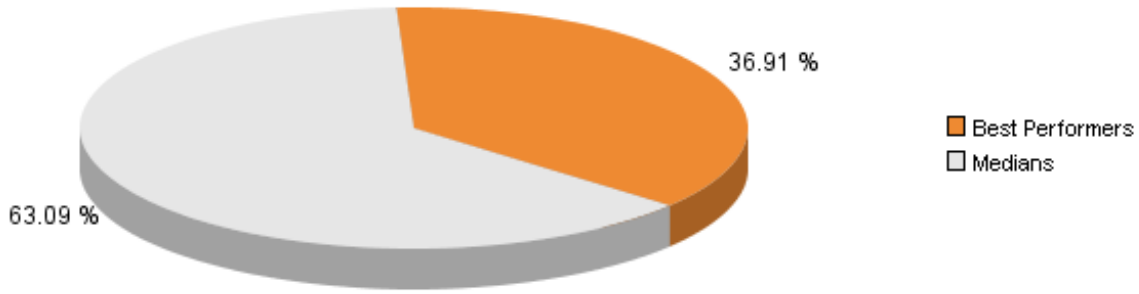
4	04 - Top Professionals	5,186	11.02 %	8,610,983	3.52 %	313	88.21
5	05 - Active & Involved	1,560	3.32 %	7,088,849	2.90 %	114	5.36
6	06 - Casual Comfort	798	1.70 %	3,983,409	1.63 %	104	1.13
7	07 - Active Lifestyles	1,547	3.29 %	8,092,037	3.31 %	99	-0.29
8	08 - Solid Surroundings	1,849	3.93 %	4,155,810	1.70 %	231	37.39
9	09 - Busy Schedules	1,837	3.91 %	4,989,998	2.04 %	191	28.57
10	10 - Careers & Travel	243	0.52 %	1,017,673	0.42 %	124*	3.37
11	11 - Schools & Shopping	431	0.92 %	1,887,753	0.77 %	118	3.54
12	12 - On the Go	322	0.68 %	1,706,062	0.70 %	98	-0.36
13	13 - Work & Play	1,469	3.12 %	7,595,465	3.11 %	100	0.16
14	14 - Career Centered	419	0.89 %	3,033,566	1.24 %	72*	-6.87
15	15 - Country Ways	344	0.73 %	3,259,655	1.33 %	55*	-11.40
16	16 - Country Enthusiasts	140	0.30 %	1,225,353	0.50 %	59*	-6.24
17	17 - Firmly Established	1,878	3.99 %	10,377,686	4.25 %	94	-2.74
18	18 - Climbing the Ladder	130	0.28 %	779,273	0.32 %	87	-1.65
19	19 - Country Comfort	487	1.04 %	5,364,780	2.20 %	47*	-17.18
20	20 - Carving Out Time	202	0.43 %	1,217,600	0.50 %	86	-2.13
21	21 - Children First	211	0.45 %	2,498,484	1.02 %	44*	-12.39
22	22 - Comfortable Cornerstones	224	0.48 %	1,746,975	0.72 %	67*	-6.15
23	23 - Good Neighbors	420	0.89 %	2,762,611	1.13 %	79*	-4.88
24	24 - Career Building	475	1.01 %	5,180,129	2.12 %	48*	-16.71
25	25 - Clubs & Causes	576	1.22 %	4,281,426	1.75 %	70*	-8.73
26	26 - Getting Established	574	1.22 %	3,516,458	1.44 %	85	-3.99

27	27 - Tenured Proprietors	476	1.01 %	3,083,744	1.26 %	80	-4.86
28	28 - Community Pillars	228	0.49 %	3,861,357	1.58 %	31*	-19.04
29	29 - City Mixers	300	0.64 %	1,314,995	0.54 %	119	2.96
30	30 - Out & About	64	0.14 %	705,387	0.29 %	47*	-6.18
31	31 - Mid Americana	224	0.48 %	1,630,314	0.67 %	71*	-5.09
32	32 - Metro Mix	158	0.34 %	1,180,622	0.48 %	70*	-4.60
33	33 - Urban Diversity	620	1.32 %	6,121,636	2.51 %	53*	-16.47
34	34 - Outward Bound	120	0.26 %	1,909,834	0.78 %	33*	-12.98
35	35 - Working & Active	119	0.25 %	891,857	0.37 %	69*	-4.03
36	36 - Persistent & Productive	879	1.87 %	10,058,650	4.12 %	45*	-24.55
37	37 - Firm Foundations	327	0.70 %	3,172,922	1.30 %	54*	-11.57
38	38 - Occupational Mix	732	1.56 %	5,825,118	2.38 %	65*	-11.77
39	39 - Setting Goals	89	0.19 %	2,480,835	1.02 %	19*	-17.87
40	40 - Great Outdoors	117	0.25 %	2,303,746	0.94 %	26*	-15.57
41	41 - Rural Adventure	41	0.09 %	1,145,094	0.47 %	19*	-12.13
42	42 - Creative Variety	161	0.34 %	1,665,987	0.68 %	50*	-8.96
43	43 - Work & Causes	147	0.31 %	1,579,346	0.65 %	48*	-9.04
44	44 - Open Houses	165	0.35 %	1,818,602	0.74 %	47*	-9.92
45	45 - Offices & Entertainment	58	0.12 %	1,835,956	0.75 %	16*	-15.78
46	46 - Rural & Active	185	0.39 %	1,851,009	0.76 %	52*	-9.13
47	47 - Rural Parents	148	0.32 %	3,325,451	1.36 %	23*	-19.58
48	48 - Farm & Home	203	0.43 %	3,768,834	1.54 %	28*	-19.56
49	49 - Home & Garden	138	0.29 %	3,235,274	1.32 %	22*	-19.56

50	50 - Rural Community	231	0.49 %	4,983,234	2.04 %	24*	-23.76
51	51 - Role Models	193	0.41 %	2,224,414	0.91 %	45*	-11.42
52	52 - Stylish & Striving	103	0.22 %	2,755,455	1.13 %	19*	-18.67
53	53 - Metro Strivers	520	1.11 %	6,336,680	2.59 %	43*	-20.31
54	54 - Work & Outdoors	55	0.12 %	1,464,214	0.60 %	20*	-13.55
55	55 - Community Life	265	0.56 %	2,925,205	1.20 %	47*	-12.64
56	56 - Metro Active	94	0.20 %	946,814	0.39 %	52*	-6.53
57	57 - Collegiate Crowd	75	0.16 %	3,121,446	1.28 %	12*	-21.60
58	58 - Outdoor Fervor	23	0.05 %	1,917,364	0.79 %	6*	-18.09
59	59 - Mobile Mixers	108	0.23 %	3,446,765	1.41 %	16*	-21.72
60	60 - Rural & Mobile	78	0.17 %	3,147,026	1.29 %	13*	-21.58
61	61 - City Life	207	0.44 %	2,775,007	1.14 %	39*	-14.24
62	62 - Movies & Sports	170	0.36 %	5,042,178	2.06 %	17*	-25.98
63	63 - Staying Home	111	0.24 %	5,432,058	2.22 %	11*	-29.23
64	64 - Practical & Careful	76	0.16 %	3,667,993	1.50 %	11*	-23.88
65	65 - Hobbies & Shopping	96	0.20 %	2,797,810	1.15 %	18*	-19.18
66	66 - Helping Hands	62	0.13 %	2,582,875	1.06 %	12*	-19.62
67	67 - First Steps	42	0.09 %	2,703,413	1.11 %	8*	-21.09
68	68 - Staying Healthy	50	0.11 %	852,599	0.35 %	30*	-8.94
69	69 - Productive Havens	40	0.09 %	882,013	0.36 %	24*	-9.98
70	70 - Favorably Frugal	41	0.09 %	1,896,752	0.78 %	11*	-17.03

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

PERSONICX LIFESTAGE CLUSTERS (FORMERLY PERSONICX CLASSIC-REFRESH) - MPI VIEW (%)



BEST PERFORMERS	MPI
02 - Established Elite	419
01 - Summit Estates	393
03 - Corporate Connected	334
04 - Top Professionals	313
08 - Solid Surroundings	231
09 - Busy Schedules	191

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PROSPECTS WITH "BEST PERFORMERS" PROFILE

HEAVY TRANSACTORS	PROSPECTS #
01 - MOST LIKELY A HEAVY TRANSACTOR	3,118,265 (46.50 %)
02	1,722,386 (25.69 %)
03	986,298 (14.71 %)
04	581,626 (8.67 %)
05	297,041 (4.43 %)
HOME EQUITY AVAILABLE RANGES	
75,000 to 99,999	621,350 (9.27 %)
100,000 to 149,999	1,263,477 (18.84 %)
150,000 to 199,999	1,079,542 (16.10 %)
200,000 to 249,999	840,581 (12.54 %)
250,000 to 499,999	1,941,477 (28.95 %)
500,000 to 749,999	545,653 (8.14 %)
750,000 to 999,999	208,733 (3.11 %)
1,000,000 to 1,999,999	204,803 (3.05 %)
HOME MARKET VALUE	
\$300,000 - \$349,999	849,068 (12.66 %)
\$350,000 - \$399,999	809,246 (12.07 %)
\$400,000 - \$449,999	718,047 (10.71 %)
\$450,000 - \$499,999	613,833 (9.15 %)
\$500,000 - \$774,999	1,931,191 (28.80 %)
\$775,000 - \$999,999	855,648 (12.76 %)
\$1,000,000 +	928,583 (13.85 %)
INCOME - EST HOUSEHOLD	
\$75,000 - \$99,999	1,548,137 (23.09 %)
\$100,000 - \$124,999	1,160,601 (17.31 %)
\$125,000 or More	3,996,878 (59.60 %)

PROSPECTS WITH "UNDECIDED PROSPECTS" PROFILE

INTEREST	
Collectibles - Coins	7,881,864 (27.73 %)
Collector Avid	5,156,722 (18.15 %)
Common Living	6,392,349 (22.49 %)
Fishing	12,450,235 (43.81 %)
Gaming - Lottery (Age Sensitive - Use w/Age 2-Year Increments)	2,342,625 (8.24 %)
Grandchildren	9,037,359 (31.80 %)
Music - Home Stereo	12,800,787 (45.04 %)
NASCAR	7,334,580 (25.81 %)
Professional Living	4,238,648 (14.91 %)
Reading - Religious / Inspirational	8,581,177 (30.20 %)
Reading - Science Fiction	2,856,794 (10.05 %)
RV	8,893,812 (31.30 %)
Spectator - TV Sports	5,416,806 (19.06 %)
Spectator Sports - Auto / Motorcycle Racing	5,081,152 (17.88 %)
Spectator Sports - Baseball	7,846,772 (27.61 %)
Spectator Sports - Basketball	7,228,562 (25.44 %)
Spectator Sports - Football	10,638,453 (37.43 %)
Spectator Sports - Hockey	2,623,554 (9.23 %)
Travel - Family Vacations	9,068,798 (31.91 %)
PERSONICX LIFESTAGE GROUPS	
02Y - Taking Hold	969,802 (3.41 %)
05X - Busy Households	2,035,893 (7.16 %)
08X - Large Households	3,419,105 (12.03 %)
10B - Rural-Metro Mix	2,981,915 (10.49 %)
13B - Working Households	2,858,806 (10.06 %)
14B - Diverging Paths	2,043,736 (7.19 %)

INCOME HIGH RANGES

\$75,000 - \$99,999	1,559,663 (23.26 %)
\$100,000 - \$149,999	2,451,232 (36.55 %)
\$150,000 - \$174,999	520,935 (7.77 %)
\$175,000 - \$199,999	467,325 (6.97 %)
\$200,000 - \$249,999	618,863 (9.23 %)
\$250,000 +	1,087,598 (16.22 %)

NETWORTH GOLD

\$500,000 - \$999,999	137,621 (2.05 %)
\$1,000,000 - \$1,999,999	2,332,250 (34.78 %)
\$2,000,000+	4,235,745 (63.17 %)

PERSONICX LIFESTAGE CLUSTERS (FORMERLY PERSONICX CLASSIC-REFRESH)

01 - Summit Estates	2,280,185 (34.00 %)
02 - Established Elite	1,955,560 (29.16 %)
03 - Corporate Connected	992,526 (14.80 %)
04 - Top Professionals	1,183,411 (17.65 %)
08 - Solid Surroundings	75,961 (1.13 %)
09 - Busy Schedules	217,973 (3.25 %)

PERSONICX LIFESTAGE GROUPS

11B - Affluent Households	3,463,596 (51.65 %)
15M - Top Wealth	2,948,086 (43.96 %)
19M - Solid Prestige	293,934 (4.38 %)

TOTAL: 6,705,616

16M - Living Well	2,775,639 (9.77 %)
17M - Bargain Hunters	2,316,694 (8.15 %)
20S - Community Minded	5,378,633 (18.93 %)
21S - Leisure Seekers	3,638,580 (12.80 %)

TOTAL: 28,418,803

WHAT IS SPECIAL ABOUT THE ENHANCED LOOK ALIKE REPORT?

- The Enhanced Look Alike Report puts self-service data analytics capabilities directly into your hands when you need it.
- We use continuously compiled and updated databases that are industry-leading in terms of data quality, coverage, and accuracy.
- We analyze your data on over 30 elements including modeling ones. The more parameters that are built into the profile, the better ability to pinpoint the best customers.
- We use both MPI and Z-Score to analyze your customer base to ensure the accuracy of the profile analysis.
- In addition to the insight into your customer base, you have the ability to order a list of prospects that closely match your "Best Performers" or "Undecided Prospects" profile and represent excellent target markets.
- Before ordering a list of prospects, you can fine-tune the search criteria to best meet your marketing needs.

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HOW IT WORKS

You supply us with your customer file. We match your customers against our comprehensive database, enhance your file with demographic/lifestyle/interest data, and compare your customer's characteristics to the general profile of the prospect population in the regions where your customers are found (or nationwide population at your choice). During the comparison, we calculate MPIs to assess market penetration and reveal higher or lower representation of each attribute in your customer portrait. Additionally, Z-Score is used to measure the statistical validity of the result.

The results of the analysis are presented to you graphically for interpretation and decision making. Attributes showing higher and lower than average market penetration are highlighted and combined into "Best Performers" and "Undecided Prospects" profiles. Additionally, you will learn how many prospects exist in your trade area that resemble your most valuable or less active customers.

This intelligence can be applied in a variety of ways depending on your goals, including ordering the lists of prospects we have found for you.

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WHAT IS MPI?

Market Penetration Index (MPI) is a ratio that compares the percent of households in the customer file possessing a specific attribute, and the percent of households in the reference population possessing the same attribute.

An index of 100 means that the attribute is found as often within the customer file as it is within the total reference population. MPI values greater than 120 indicate attributes that are considerably over-represented, and MPI values less than 80 indicate attributes that are considerably under-represented. The difference between 100 and the computed MPI value indicates the extent of this over- or under-representation.

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WHAT IS Z-SCORE?

MPI values by themselves are not always sufficient. In some cases an attribute showing the highest MPI may prove statistically insignificant, for example, if the number of records with this attribute is very small.

Z-Score is a way to ensure that the MPI deviations do not occur by chance. Rather than comparing raw percents, Z-Scores take relative proportions into account and heavily depend on the size of the file being analyzed. The larger the Z-Score value (positive or negative), the more statistically valid is the MPI result. Any attribute with a Z-Score between -3 and 3 is considered statistically insignificant, whether the MPI is high or not.

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WHAT DO "BEST PERFORMERS" AND "UNDECIDED PROSPECTS" MEAN?

The "Best Performers" profile is a combination of attributes that are strongly represented in your customer file. In other words, it shows where your strengths are and describes a customer who is most likely to purchase your products or services. Prospects that match this profile have the highest propensity to convert into a customer.

The "Undecided Prospects" profile is composed of attributes that have low representation in your customer file, showing where there is headroom for further growth. Understanding your "Undecided Prospects" will help you create a personalized marketing message and campaign to effectively target these individuals. You can use this profile to improve your targeting techniques and find new opportunities within these market segments.

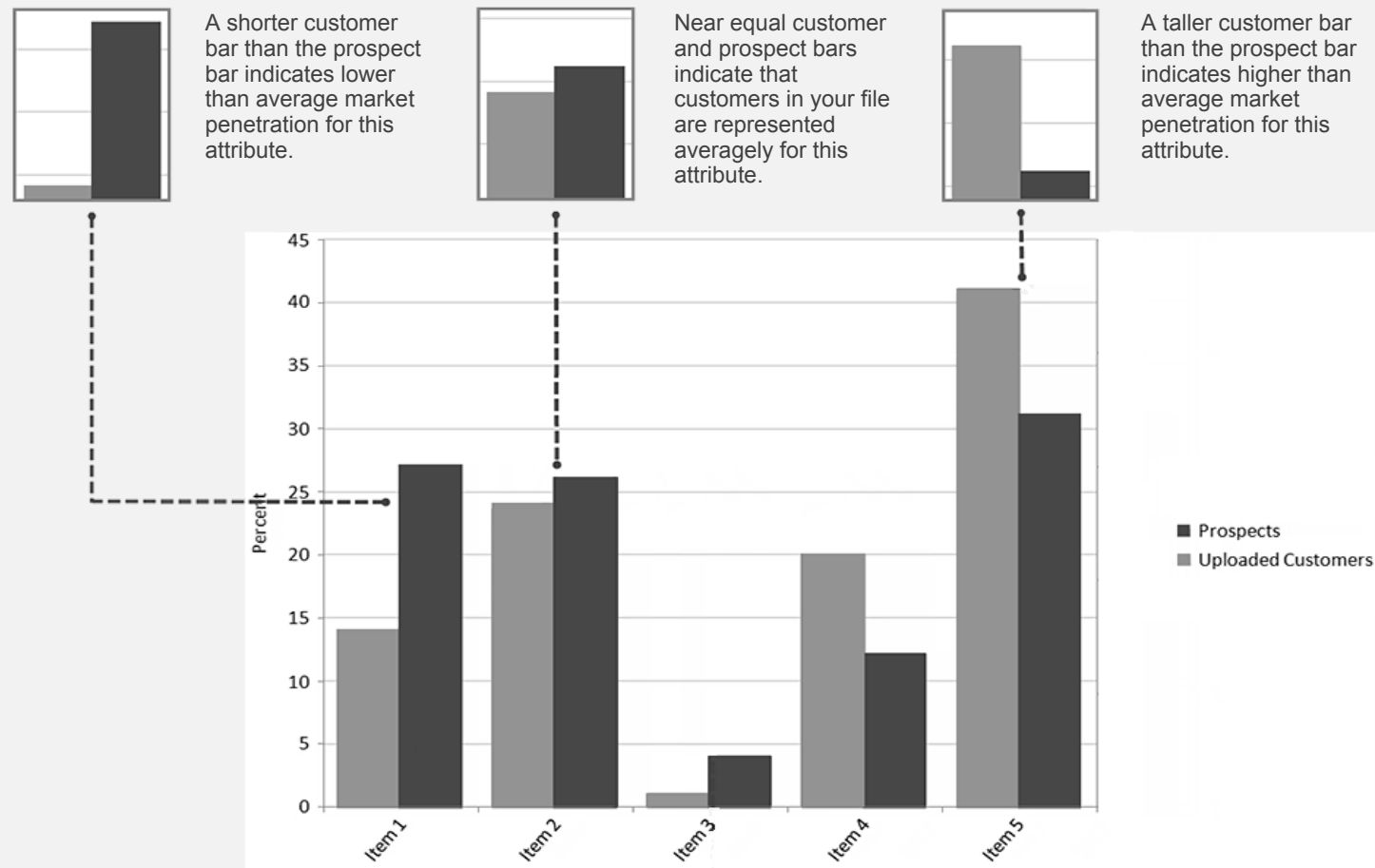
The "Medians" profile represents attributes that have neither strong or low representation in your client file. This profile covers the middle group, determined by the MPI and Z-Score calculations, and cannot be imported into a search based upon its value in the market.

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HOW TO READ YOUR REPORT?

The market penetration analysis of each demographic element is presented as charts and tables.

The bar chart visualizes the comparison of the presence of the analyzed attribute (in percent) in your customer file and in the general population of your market area.



The table provides statistical details of this comparison.

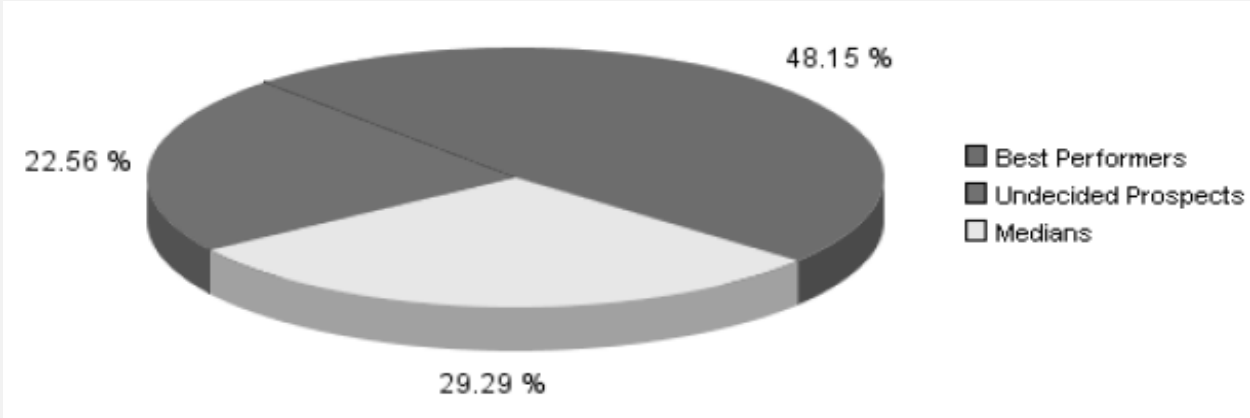
PROSPECT %	MPI	Z-SCORE
27 %	52	-5.2
26 %	92	5
4 %	25*	-4
12 %	167	4
31 %	132	7.5

Attributes with MPI less than 80 and Z-Score less than -3 ("Undecided Prospects") are in bold.

Asterisk marks MPIs that are not statistically valid due to Z-Score and indicates that the attribute is not important for your customer profile.

Attributes with MPI higher than 120 and Z-Score more than 3 ("Best Performers") are in bold and highlighted with color.

The pie chart summarizes and graphically presents the distribution of the attribute MPI values between the "Best Performers", "Undecided Prospects" and "Medians".



The tables below present the attribute MPI values for the "Best Performers" and "Undecided Prospects" sorted in the descending order of the MPI. Attributes with average market penetration ("Medians") are not included.

BEST PERFORMERS	MPI	UNDECIDED PROSPECTS	MPI
Male	143	Female	67

The "Best Performers" table contains the attributes that are over-represented in your customer file, that is with MPI higher than 120 and Z-Score more than 3.

The "Undecided Prospects" table contains the attributes that are under-represented in your customer file, that is with MPI lower than 80 and Z-Score less than 3.

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HOW TO ORDER A LIST OF PROSPECTS BASED ON YOUR REPORT?

Step 1. Review your report.

Step 2. Depending on your objectives, run a search based on your "Best Performers" or "Undecided Prospects" profile. Review the search results and adjust the search criteria, if necessary. For example, you can narrow or expand your search by adding or removing selectors, or change the target geography. Use the insight from the Enhanced Look Alike Report to get the most of your prospect list.

Step 3. Order your data.

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