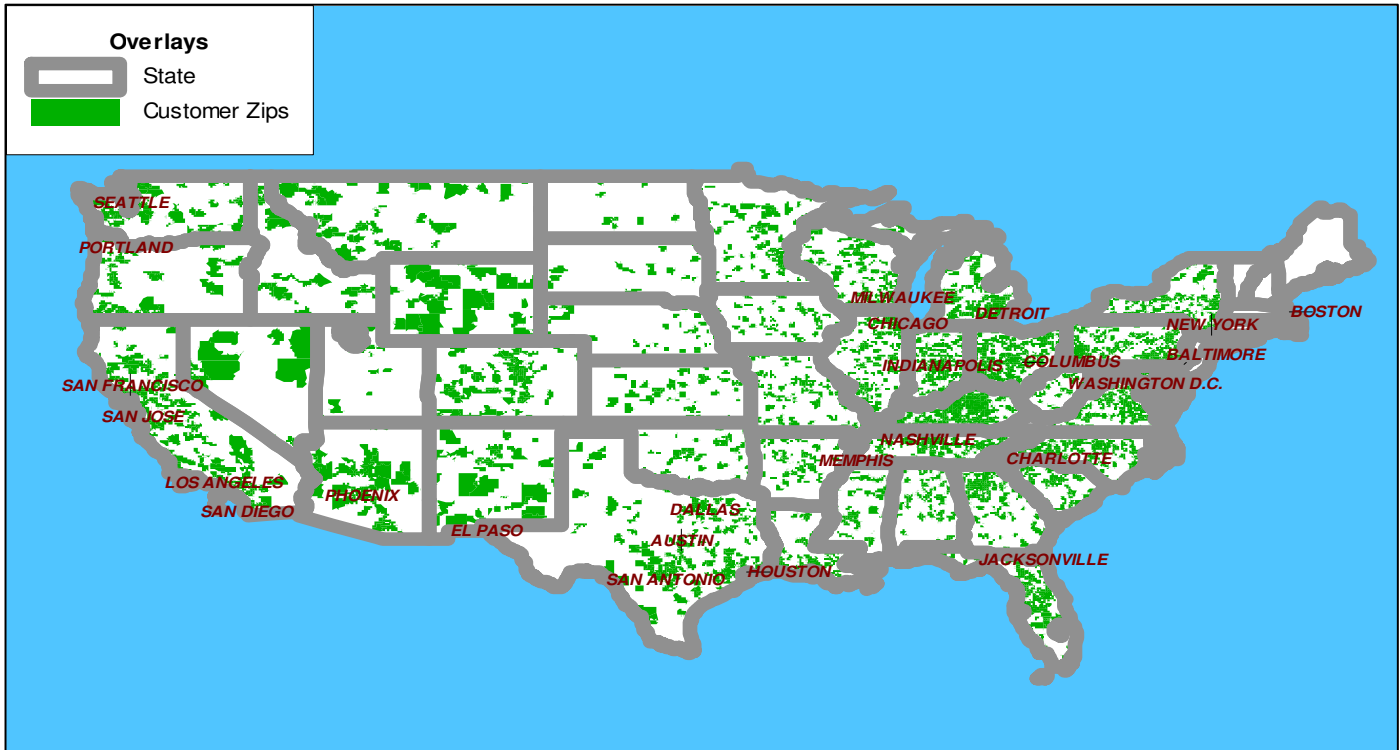




Listcleanup.com
Thursday, November 13, 2008

Overall Customer ZIPs



Overview

This report was created to provide the user with as much valuable information as possible in a very economic fashion. This Customer Profile can help to better target your prospect lists to increase your response rates and sales. After reviewing these reports, you can decide how best to use the intelligence to target your prospects and customers. The results in this profile can help you assess how well the selected target performed.

Executive Overview

Household:		Age Range:		Income:		Ethnicity:	
Female	54.0%	Under 30	0.7%	Under \$30K	11.2%	African American	2.4%
Male	46.0%	30 - 44	6.2%	\$31K - \$69K	46.7%	Asian	1.6%
Married	70.5%	45 - 64	37.1%	\$70K - \$99K	37.6%	Hispanic	2.9%
Kids	42.9%	65 & Over	56.0%	\$100k & Up	4.6%	White	90.0%
Owners	85.9%						
SFDUs	81.5%						

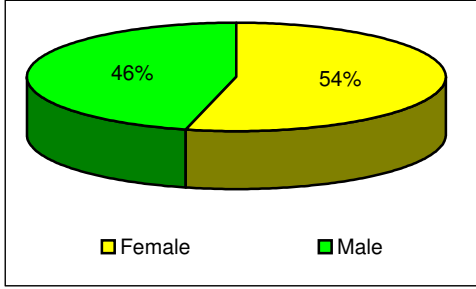
% of Customer List (Age by Income)

Age	Under \$30K	\$30-\$49K	\$50-\$69K	\$70-\$99K	\$100K +	Totals
Under 30	0.0%	0.2%	0.2%	0.2%	0.0%	0.7%
30-39	0.2%	0.4%	0.8%	1.2%	0.1%	2.7%
40-54	0.7%	2.3%	5.0%	8.4%	0.8%	17.3%
55-64	1.2%	4.1%	6.2%	10.5%	1.3%	23.2%
65+	9.0%	13.8%	13.7%	17.3%	2.3%	56.1%
Totals	11.1%	20.7%	25.9%	37.7%	4.6%	100.0%

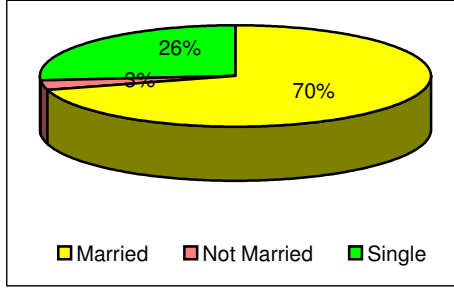
%s may differ greatly compared to Executive Overview as their must be a match for both Age and Income to produce this chart - see match #s at bottom of page 3

Overall Demographics As A Percent of List

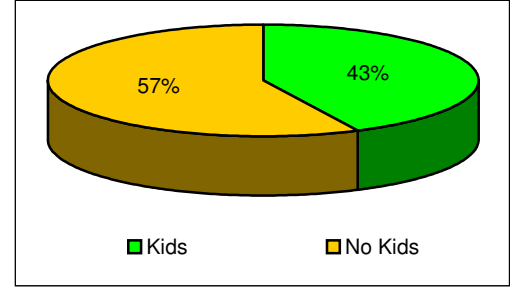
Gender



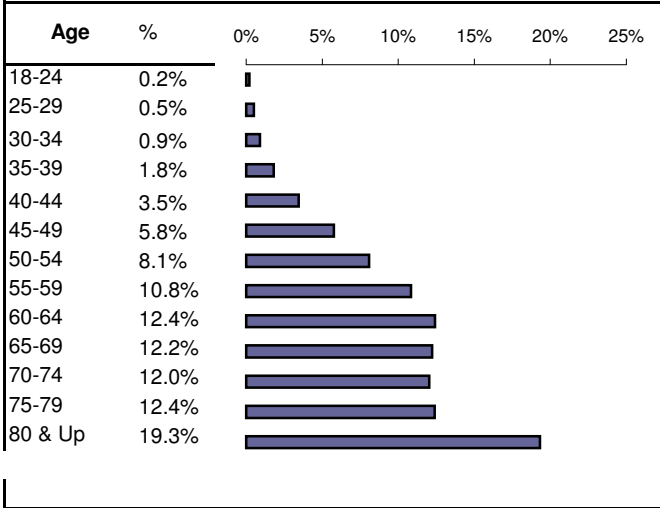
Marital Status



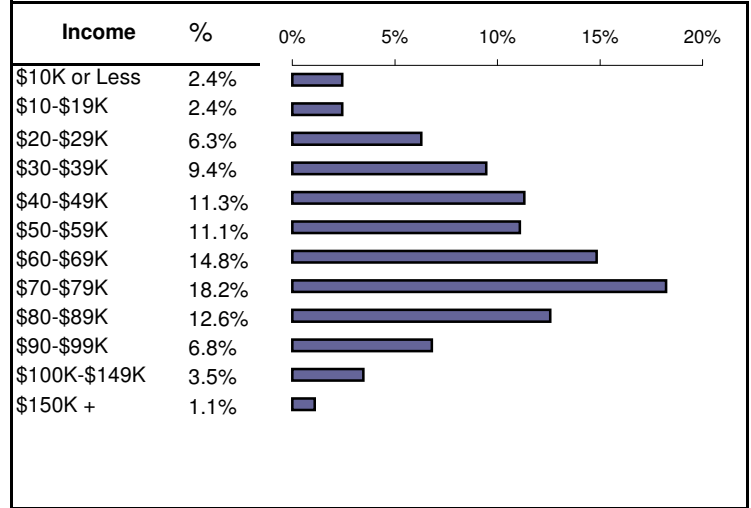
Presence of Children



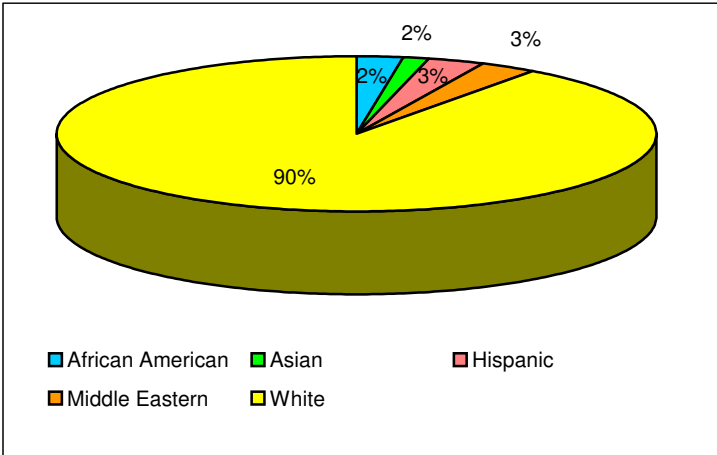
Age



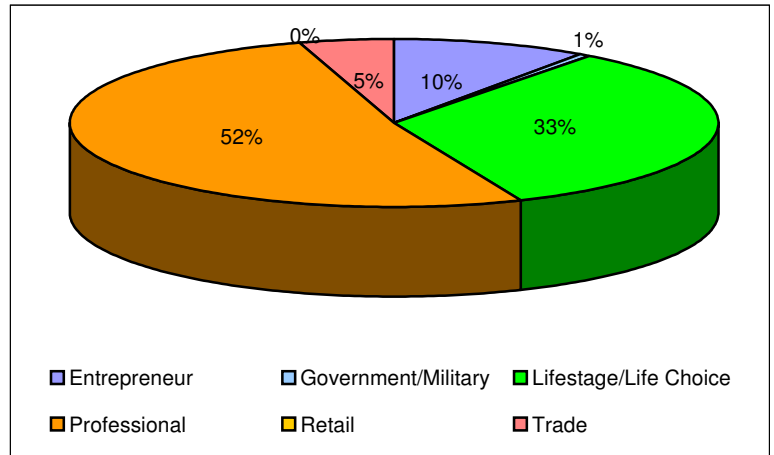
Income



Ethnicity



Occupation



*Due to the rounding of numbers there could be a +/- error of 1 on the charts

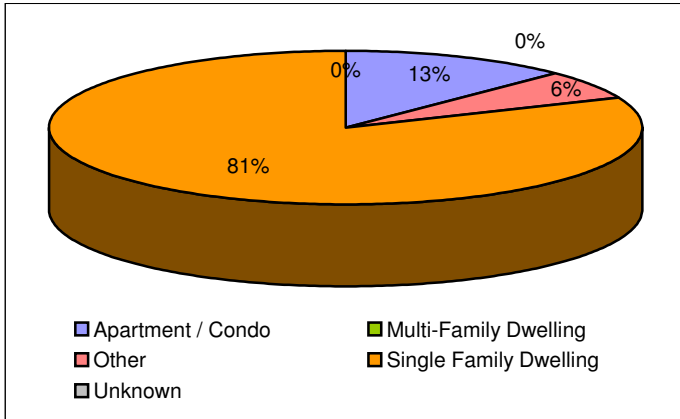
Total Matched Records and % Matched By Variable

Matched	Gender	Marital Status	Children	Age	Income	Ethnicity	Occupation
43,318	42,977	41,542	25,766	42,748	42,862	27,078	28,406
	99.2%	95.9%	59.5%	98.7%	98.9%	62.5%	65.6%

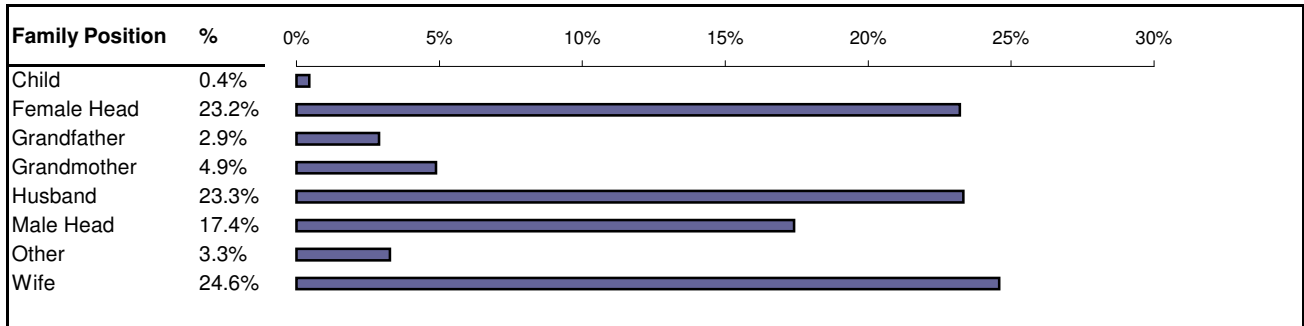
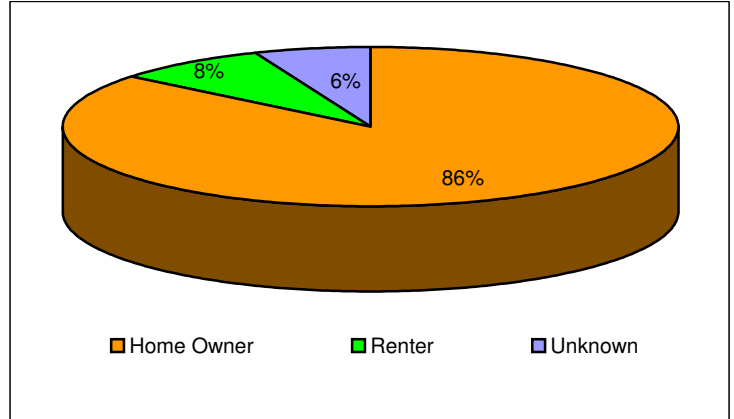
Delineate	Dwelling	Home Owner	Family Pos	Education	Political	IQ Data
39,986	43,160	43,318	42,066	29,395	23,984	40,953
92.3%	99.6%	100.0%	97.1%	67.9%	55.4%	94.5%

Overall Breakdown As A Percent of List

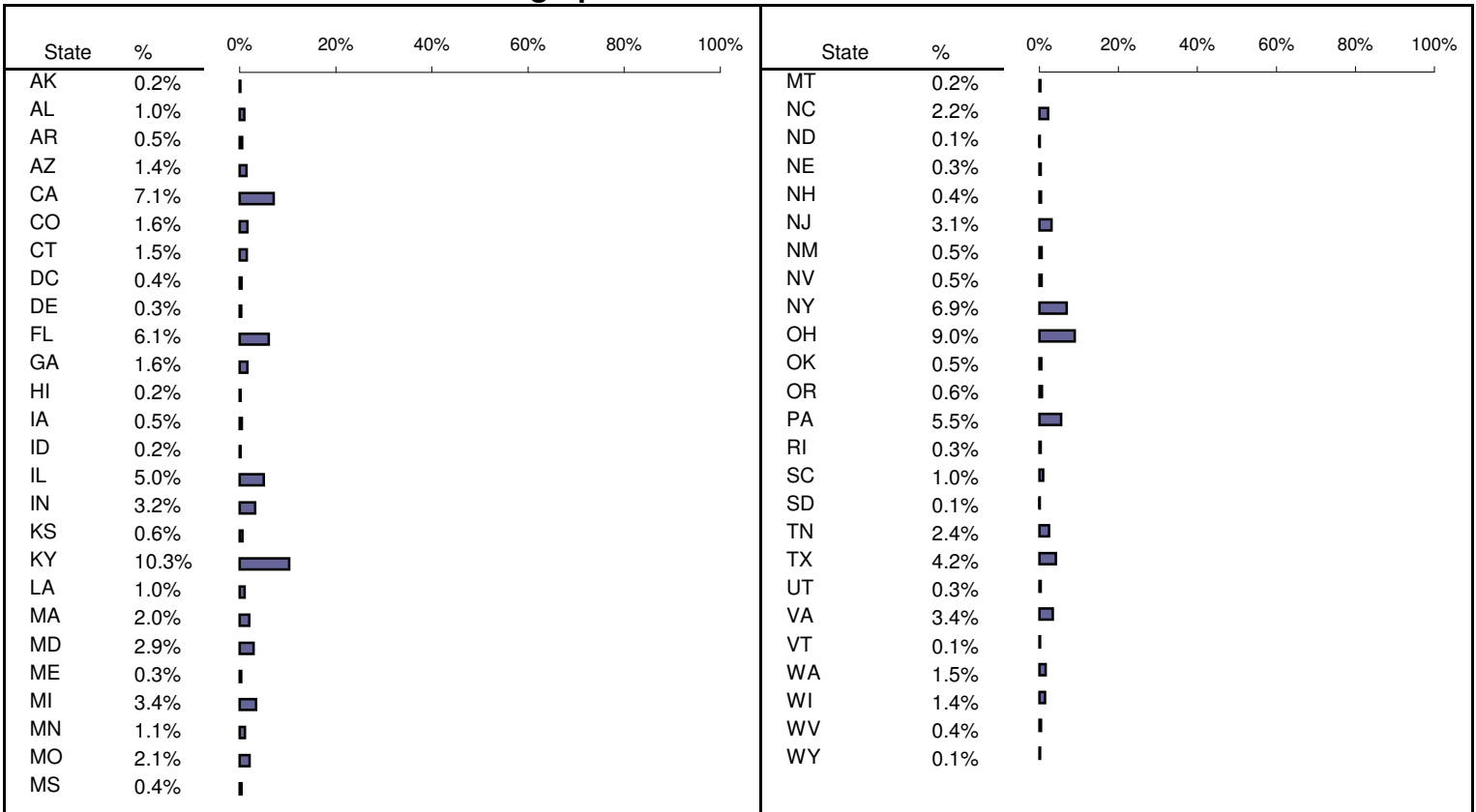
Dwelling Type



Home Ownership

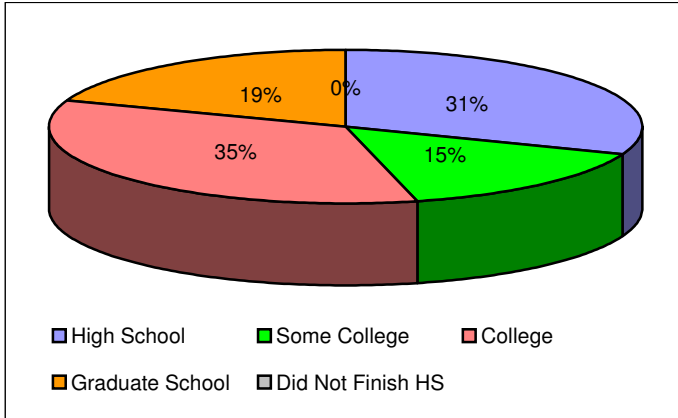


Overall Geographic Breakdown As A Percent of List

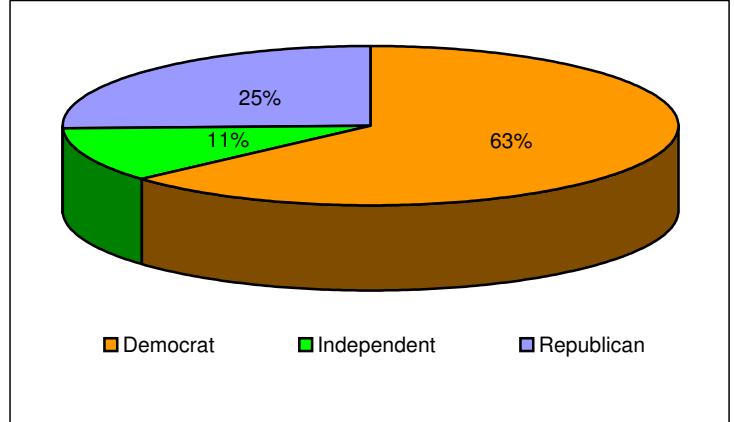


Overall Breakdown As A Percent of List

Education Level

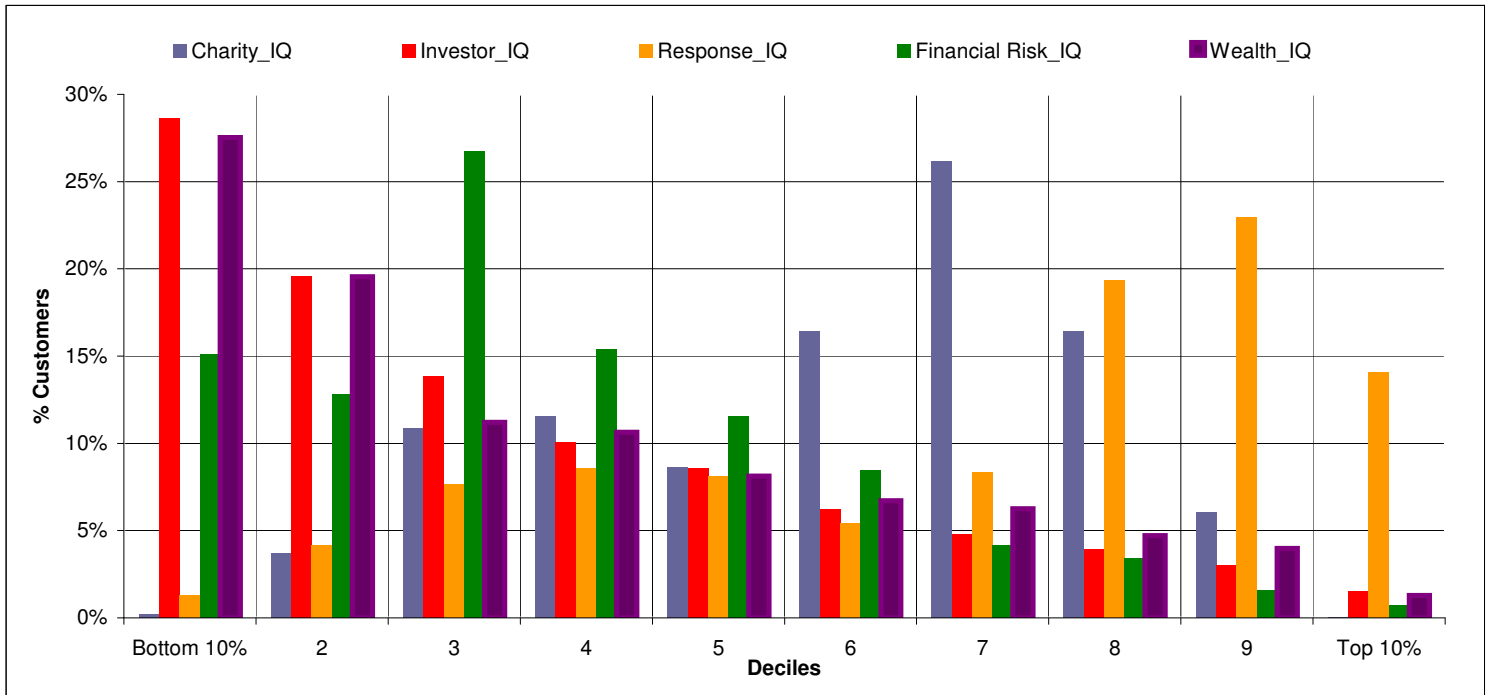


Political Affinity



Analytics IQ

In examining this chart look for large percentages in the top 3 or bottom 3 deciles. This will allow you to identify how your customer base falls out. Additionally, you can examine attributes side by side for common links: such as High Wealth IQ, High Investor IQ and Good Financial Risk.



Decile	Charity	Investor	Response	Financial Risk	Wealth_IQ
Bottom 10%	0.2%	28.6%	1.3%	15.1%	27.5%
2	3.7%	19.6%	4.2%	12.8%	19.6%
3	10.9%	13.8%	7.7%	26.8%	11.2%
4	11.5%	10.1%	8.6%	15.4%	10.6%
5	8.6%	8.5%	8.1%	11.6%	8.1%
6	16.4%	6.2%	5.5%	8.4%	6.7%
7	26.2%	4.8%	8.3%	4.2%	6.3%
8	16.4%	3.9%	19.3%	3.4%	4.7%
9	6.0%	3.0%	22.9%	1.6%	4.0%
Top 10%	0.1%	1.5%	14.1%	0.7%	1.3%

Delineate Lifestyle Segments

SUB-CLUSTER NAME	% HHLDS	HHLID INDEX	CUST COUNT	% CUST PENE	CUST PENE INDEX	TARGET MARKET GROUP
101-Dream Achievers	1.65%	282	507	1.27%	66	
102-Setting Down Roots	2.05%	350	448	1.12%	58	
103-Climbers	1.35%	65	246	0.62%	32	
104-Starting the Dream	1.02%	423	152	0.38%	20	
105-Footholders	2.62%	44	303	0.76%	39	
201-Metro Achievers	2.55%	14	1122	2.81%	146	
202-Metro Survivors	2.75%	1	591	1.48%	77	
203-Metro Strugglers	2.43%	0	275	0.69%	36	
204-Own-the-Land	0.13%	64	39	0.10%	5	
205-Laid-Back Life	1.04%	0	127	0.32%	17	
206-Farm Living	0.29%	0	20	0.05%	3	
207-Gentleman Farmers	0.23%	0	28	0.07%	4	
301-Park Avenue	3.11%	237	3091	7.73%	403	301-Park Avenue
302-Trendy & Social	5.03%	73	3475	8.69%	453	
303-Rodeo Drive	1.55%	367	1759	4.40%	229	303-Rodeo Drive
304-Upwardly Mobile	2.86%	121	2235	5.59%	291	304-Upwardly Mobile
305-The O.C.	0.34%	799	440	1.10%	57	
306-Quiet Confidence	0.74%	217	623	1.56%	81	
307-Strivers	2.34%	50	1375	3.44%	179	
401-In-Town Blue Collar	3.62%	44	1596	3.99%	208	
402-Sam Suburban	3.66%	77	1037	2.59%	135	
403-Outa-Town	1.74%	30	964	2.41%	126	
404-Slower Pace	0.57%	57	198	0.50%	26	
405-Norman Rockwell	2.08%	0	456	1.14%	59	
406-Green Acres	0.28%	0	57	0.14%	7	
501-Mature Success	1.41%	113	1367	3.42%	178	501-Mature Success
502-Reached the Summit	1.93%	27	1813	4.53%	236	
503-Nearing the Peak	3.81%	190	2988	7.47%	389	503-Nearing the Peak
504-On-Track	2.66%	0	1319	3.30%	172	
505-Headstarts	2.50%	41	1173	2.93%	153	
506-Starting the Climb	3.31%	118	1021	2.55%	133	506-Starting the Climb
601-Chic Urban	1.72%	9	944.00	2.36%	123	
602-Gated Communities	3.45%	0	1363.00	3.41%	178	
603-Nesting	4.04%	0	1161.00	2.90%	151	
604-House Rich Cash Poor	1.74%	0	308.00	0.77%	40	
701-Pushing Up	2.03%	465	659.00	1.65%	86	
702-Little Upside	2.13%	66	295.00	0.74%	38	
703-Low Achievers	0.15%	24	19.00	0.05%	2	
704-Looking for a Chance	1.28%	40	181.00	0.45%	24	
801-Early Risers	1.46%	235	191.00	0.48%	25	
802-Making Headway	0.88%	941	86.00	0.22%	11	
803-Starting Line	2.84%	341	177.00	0.44%	23	
901-Brighter Tomorrows	1.63%	82	257.00	0.64%	33	
902-Missed Opportunities	1.26%	40	90.00	0.23%	12	
903-Digging a Hole	1.21%	68	66.00	0.17%	9	
904-Trapped in a Well	1.03%	49	31.00	0.08%	4	
1001-Money to Burn	1.52%	0	793.00	1.98%	103	
1002-Close-In Commuters	5.10%	0	1579.00	3.95%	206	
1003-Outer Ring Families	0.63%	0	156.00	0.39%	20	
1004-Cozy Renters	2.78%	0	548.00	1.37%	71	
1005-Support Work	0.77%	0	104.00	0.26%	14	
1006-Scraping By	0.73%	0	133.00	0.33%	17	

Appendix

Process

Records from the client file are processed for address standardization and addresses not standardized to USPS qualifications are not used. Records that survive address standardization are then matched against our Master Database of 200 million consumers. Records match when: An Individual match of First Name, Last Name and Address occurs between the client file and our Master Database. Often we can not verify a match of the first name against our files because it has been abbreviated or a nickname has been used. Once the Matching has been completed we append the 10 variables to each of the remaining records. We do not have 100% penetration on all variables as consumers do not always grant permission to use data such as Ethnicity or Occupation. In addition, where we have a high level of household level matches it can be difficult to match individual data to these records.

Variables

- Age - matched to an exact age, we then cut the ages into 5 year segments for simplicity, ex: 42 = 40-44, 82 = 80+, etc.
- Income - matched to an income range segment of \$10K, such as \$40K-\$49K
- Gender - matched as Female, Male or Unknown (not reported)
- Marital Status - matched as Single, Married, Unknown (not reported)
- Presence of Children - matched as Yes, No or Unknown (not reported)
- Occupation - matches to any of 50 occupation types that are then rolled up to the 5 segments used in the analysis
- Ethnicity - matches to any of 70 Ethnicities that are then rolled up to the 5 segments used in the analysis
- State - address matches to one of 50 states, plus Washington, D.C.
- Delineate - matches to any one of 26 Lifestyle Niches.
- Dwelling Type - matched to Single Family or Multi-Family Dwellings
- Home Ownership - Home Owner or Renter
- Family Position - Head of Home, Wife, Husband, Child, Brother, Sister, Grandmother, Grandfather

Percentages

The bottom of page 3 identifies the records matched in total, by variable, and the percentage of records matched per variable.

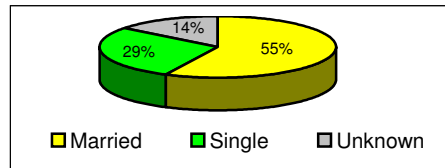
Matched	Gender	Marital Status	Children	Age	Income	Ethnicity	Occupation	Niches
478	401	109	137	145	445	35	78	118
	83.9%	22.8%	28.7%	30.3%	93.1%	7.3%	16.3%	24.7%

Generally match rates >15% are acceptable for profiling purposes, however this may not be the case when the total match is less than 300 records. In the chart above all variables except Ethnicity are statistically relevant.

The charts in the analysis show percentages as they relate to the total records matched for each variable

Using the chart above, let's use Marital Status for our example. There are three possible results for Marital Status (Married, Single, Unknown)

	Records	% Match
Married	60	55.0%
Single	30	27.5%
Unknown	15	13.8%
Marital Status	109	100%



Niches

Cust Pene Index = (%Cust Pene / %HHLDS)*100. 100=average, An Index of 120 means that Niche is 20% more penetrated vs. the US average.

% Cust Pene = amount of customers in this Cluster vs % of total HHLDS

% HHLDS = amount of households in this Cluster as a % of total Households

Target Group = High customer penetration and prospect potential. Where Cust Pene Index > 100 AND the HHLD Index > 100

than 4%. We use 4% because if your customers were equally distributed among the 26 Niches, each Niche would have 3.85% of your customers.

SUB-CLUSTER NAME	% HHLDS	HHLD INDEX	CUST COUNT	% CUST PENE	CUST PENE INDEX	TARGET MARKET GROUP
101-Dream Achievers	1.65%	282	75	2.05%	107	101-Dream Achievers
102-Setting Down Roots	2.05%	350	1206	32.98%	1718	102-Setting Down Roots
103-Climbers	1.35%	65	22	0.60%	31	
104-Starting the Dream	1.02%	423	22	0.60%	31	
105-Footholders	2.62%	44	56	1.53%	80	