Data Profile Report

Prepared for Your Company, Inc.

Gain Deeper Insights for Better Targeting

SnapShot Summary

Record Input Summary:

Record Type	Records Input	Matched	Match Rate
Customers	100,000	69,453	69.5 %

Having enough records matched is most important to producing an accurate profile.

Top 10 variables out of the universe analyzed

Demographic	Value / Range	Percent
Advantage Home Owner	Definite Owner	77.05%
Number of Children in Household	Unknown	76.52%
Advantage Dwelling Type	Single Family Dwelling Unit	73.17%
Occupation	Unknown	68.03%
Ethnic Group Code	Western European	62.17%
Home Sale Price	Unable to Assign	61.64%
Gender	Male	58.28%
Advantage Household Marital Status	At least 1 married	57.04%
Available Home Equity(000s)	Unable to Assign	54.33%
Credit Cards	Retail Card	49.39%

These are the 10 most important attributes based on the analysis of your customers with the AccuModel SnapShot profiling process for identifying prospects who look like your existing customers.

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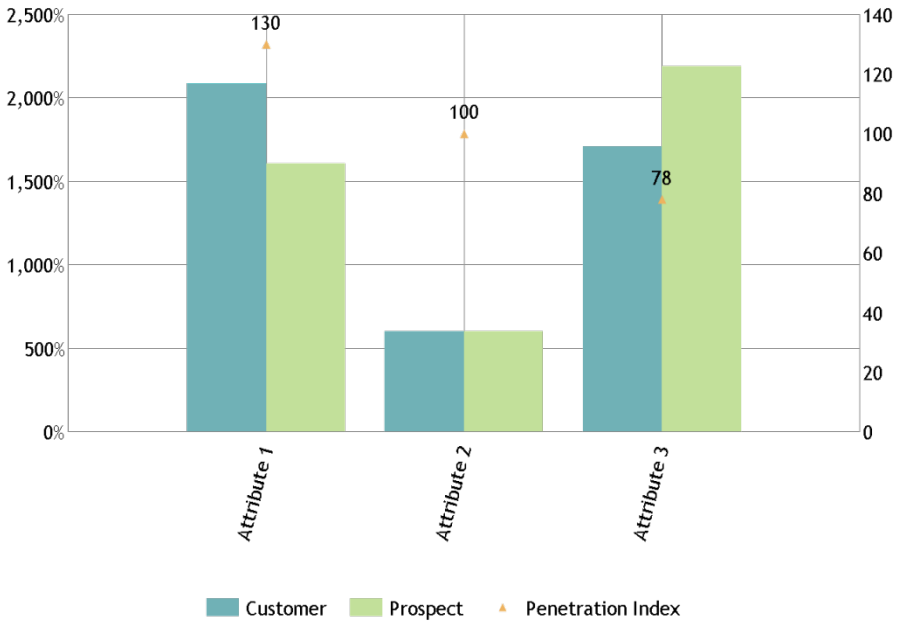
SnapShot Specific Demographics

The below demographic elements have been analyzed and penetration analysis information is presented in the subsequent slides.

Advantage Household Age	Gender	Advantage Household Marital Status
Advantage Household Education	Occupation	Ethnic Group Code
Number of Children in Household	Child Ages	Target Income
Advantage Home Owner	Advantage Dwelling Type	Advantage Length of Residence
Home Sale Price	Available Home Equity(000s)	Living Area Square Footage Range
Property Lot Size (Acres)	Target Value Score (all marketers)	Credit Cards
Mail Order Buyer	Niches 3.0	

How to Read Penetration Index Slides

Sample Demographic	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Attribute 1	2,085	47%	1,608	37%	130
Attribute 2	601	14%	602	14%	100
Attribute 3	1,710	39%	2,187	50%	78



For each attribute, the relationship between the percentage of your customers sharing the attribute and the percentage of the prospects sharing the same attribute is analyzed to create an index. The higher the index, the greater the success you've had penetrating that demographic. Indexes above 120 are highlighted and should be considered significant to your overall customer descriptive profile.

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Region

Customers are analyzed at the SCF (first 3 positions of ZIP code) level to determine the natural footprint of your business.

- 1,500 and over
- 750 to 1,499
- 250 to 749
- 1 to 249

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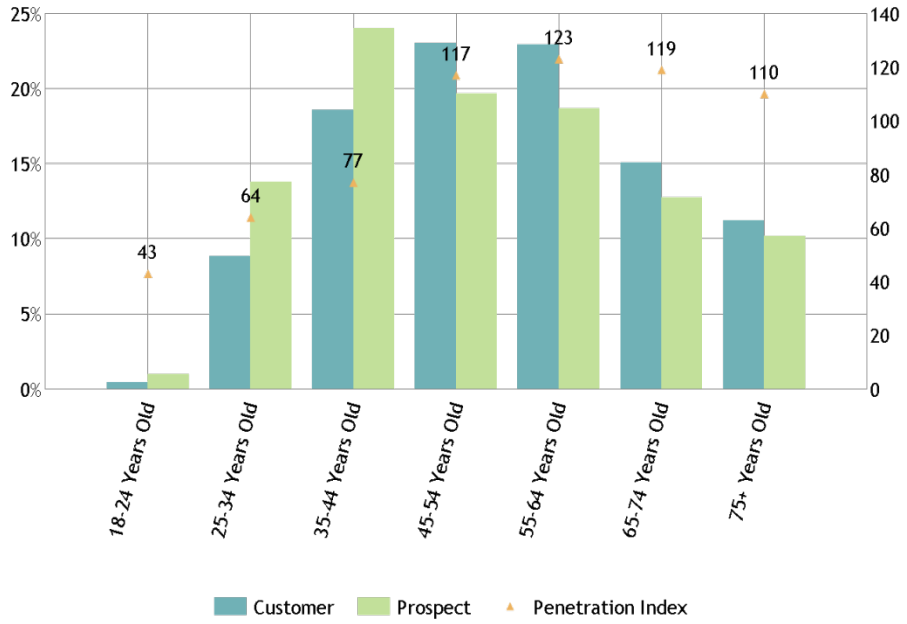
Advantage Household Age

Age data is sourced primarily from self-reported and public record data. This information is rolled into nine-year age bands that can represent the household age.

Advantage Household Age	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
18-24 Years Old	298	0%	4,542	1%	43
25-34 Years Old	6,121	9%	62,946	14%	64
35-44 Years Old	12,902	19%	109,785	24%	77
45-54 Years Old	15,973	23%	89,973	20%	117
55-64 Years Old	15,907	23%	85,413	19%	123
65-74 Years Old	10,474	15%	58,173	13%	119
75+ Years Old	7,778	11%	46,407	10%	110



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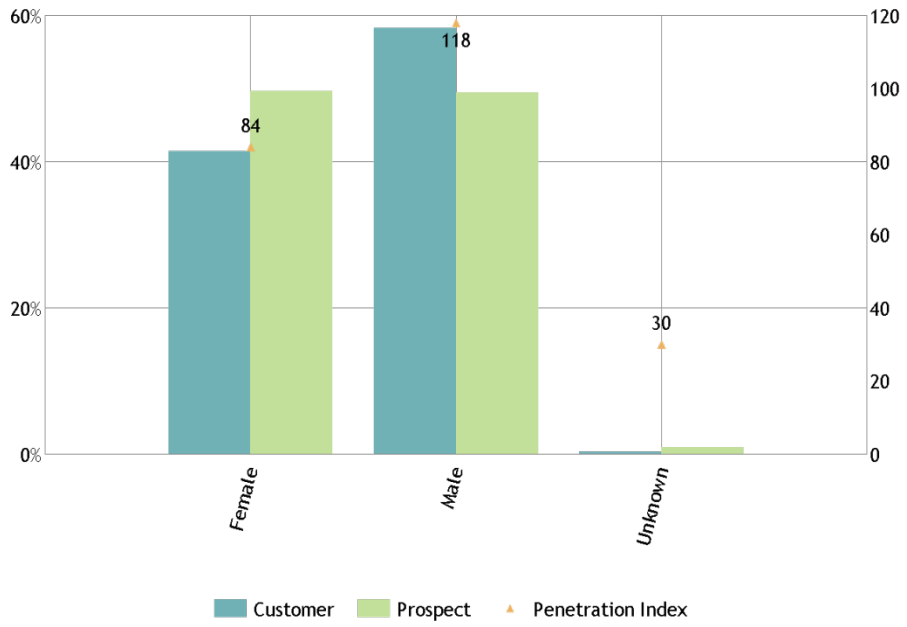
Gender

The gender of an individual is typically gathered from self-reported or public information sources, or can be assigned based on the individuals name and/or title.

Gender	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Female	28,778	41%	226,863	50%	84
Male	40,480	58%	226,093	49%	118
Unknown	195	0%	4,283	1%	30



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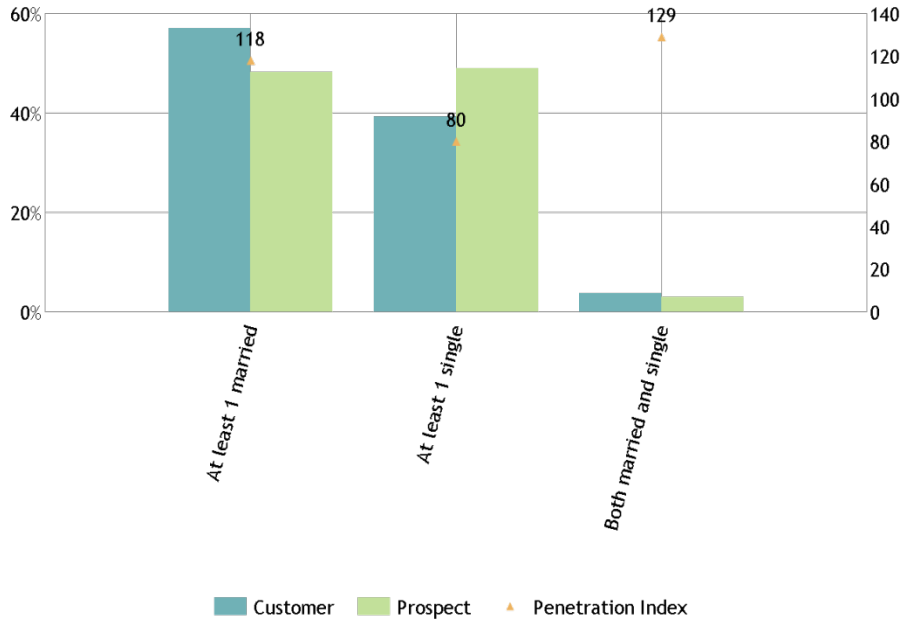
Advantage Household Marital Status

Marital Status indicates whether the individual is married, divorced/separated, single, single/never married, or widowed. Marital status is sourced primarily from public record and self-reported data.

Advantage Household Marital Status	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
At least 1 married	39,616	57%	220,260	48%	118
At least 1 single	27,210	39%	223,548	49%	80
Both married and single	2,627	4%	13,431	3%	129



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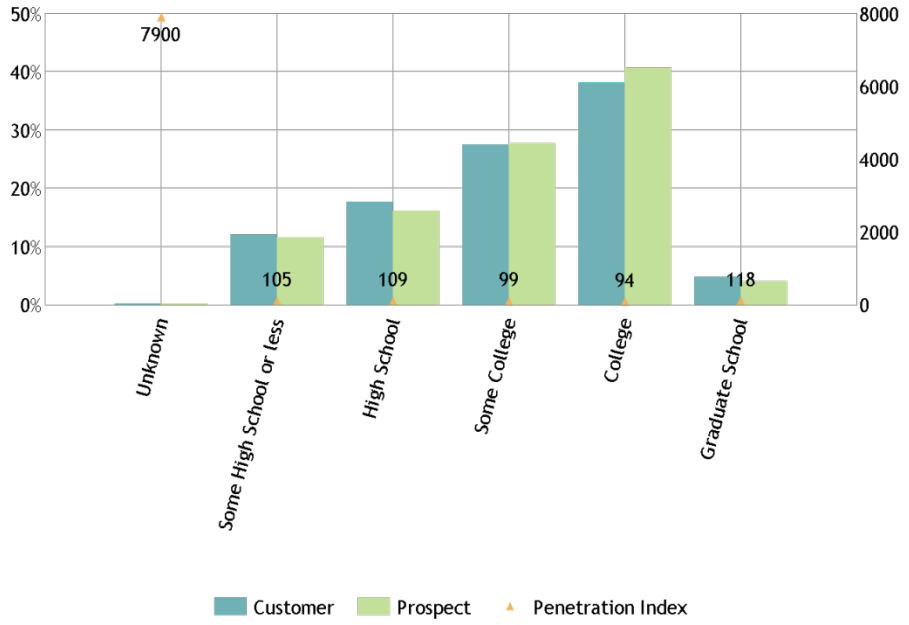
Advantage Household Education

The Household Education Code select identifies the Education of the Household on record.

Advantage Household Education	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Unknown	12	0%	1	0%	7,900
Some High School or less	8,365	12%	52,500	11%	105
High School	**12,230**	18%	**73,845**	16%	**109**
Some College	19,104	28%	126,716	28%	99
College	**26,450**	38%	**185,863**	41%	**94**
Graduate School	3,292	5%	18,314	4%	118



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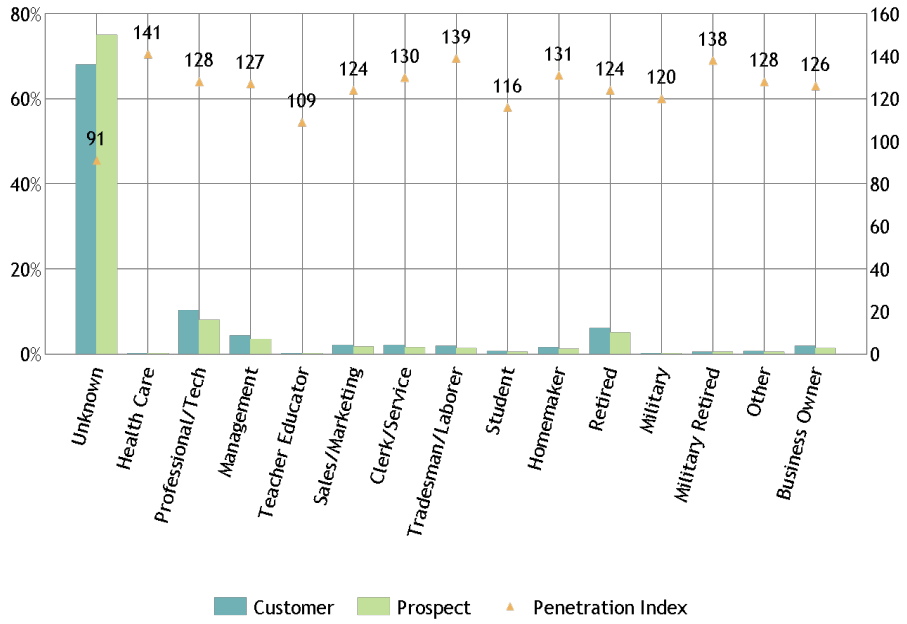
Occupation

Occupation is the job function that is associated with a specific member of the household. Occupation data is typically sourced from self-reported consumer surveys and product registrations cards.

Occupation	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Unknown	47,246	68%	342,397	75%	91
Health Care	124	0%	581	0%	141
Professional/Tech	7,068	10%	36,443	8%	128
Management	2,976	4%	15,443	3%	127
Teacher Educator	106	0%	638	0%	109
Sales/Marketing	1,419	2%	7,553	2%	124
Clerk/Service	1,378	2%	6,982	2%	130
Tradesman/Laborer	1,263	2%	5,995	1%	139
Student	413	1%	2,344	1%	116
Homemaker	1,086	2%	5,466	1%	131
Retired	4,247	6%	22,491	5%	124
Military	36	0%	198	0%	120
Military Retired	358	1%	1,704	0%	138
Other	462	1%	2,380	1%	128
Business Owner	1,237	2%	6,461	1%	126



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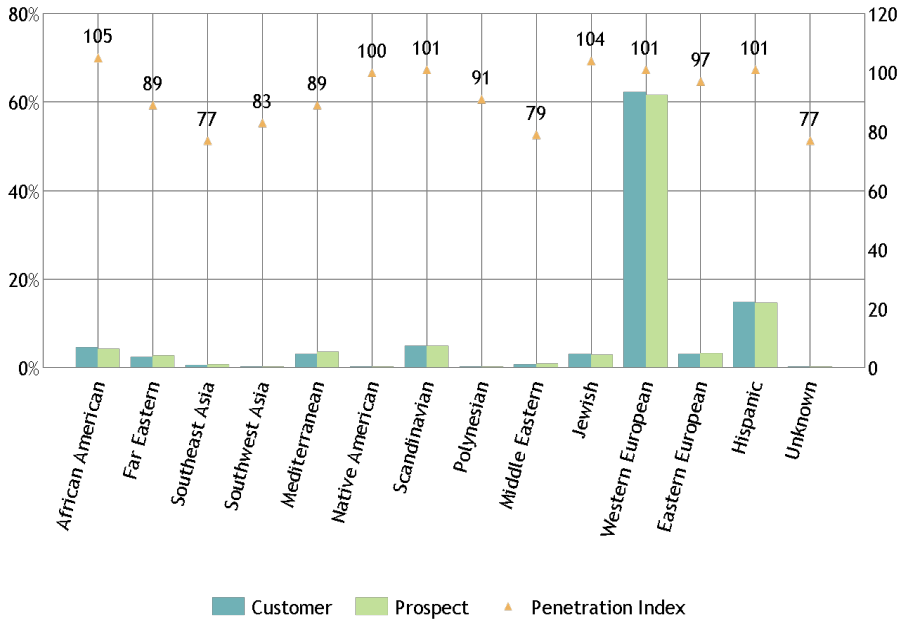
Ethnic Group Code

The Ethnicity of a given record and can be sourced in several different ways, including self-reported data, surname (last name), public record data, or a proprietary model.

Ethnic Group Code	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
African American	3,160	5%	19,813	4%	105
Far Eastern	1,671	2%	12,353	3%	89
Southeast Asia	389	1%	3,340	1%	77
Southwest Asia	61	0%	486	0%	83
Mediterranean	2,204	3%	16,356	4%	89
Native American	69	0%	452	0%	100
Scandinavian	3,438	5%	22,367	5%	101
Polynesian	179	0%	1,297	0%	91
Middle Eastern	499	1%	4,170	1%	79
Jewish	2,105	3%	13,278	3%	104
Western European	43,179	62%	281,343	62%	101
Eastern European	2,152	3%	14,663	3%	97
Hispanic	10,340	15%	67,251	15%	101
Unknown	7	0%	60	0%	77



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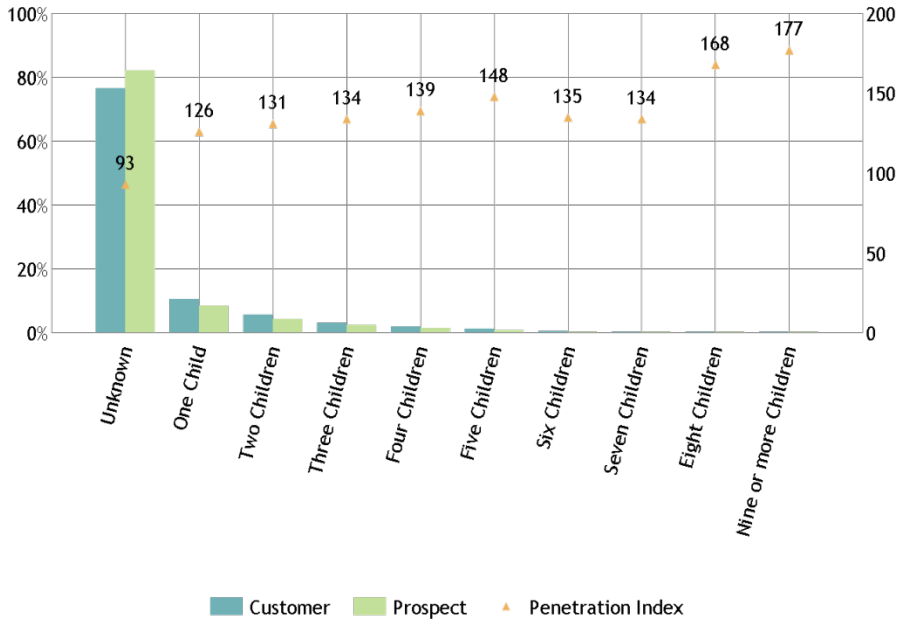
Number of Children in Household

The Number of Children in a household is calculated based on several other children's data elements that include age and gender.

Number of Children in Household	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Unknown	53,147	77%	375,129	82%	93
One Child	7,366	11%	38,562	8%	126
Two Children	3,907	6%	19,578	4%	131
Three Children	2,192	3%	10,779	2%	134
Four Children	1,307	2%	6,203	1%	139
Five Children	813	1%	3,619	1%	148
Six Children	388	1%	1,888	0%	135
Seven Children	189	0%	926	0%	134
Eight Children	98	0%	384	0%	168
Nine or more Children	46	0%	171	0%	177



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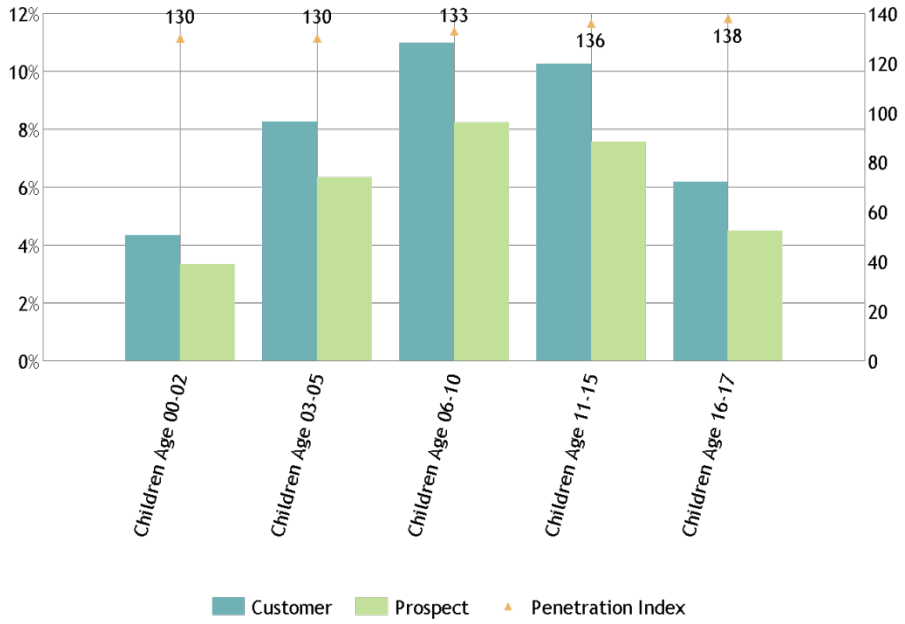
Child Ages

The Children Age Ranges select indicates the ages of children present in the household. This element categorizes ages into groups and includes an indication of the gender.

Child Ages	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Children Age 00-02	3,012	4%	15,252	3%	130
Children Age 03-05	5,739	8%	28,996	6%	130
Children Age 06-10	7,623	11%	37,674	8%	133
Children Age 11-15	7,129	10%	34,540	8%	136
Children Age 16-17	4,298	6%	20,502	4%	138



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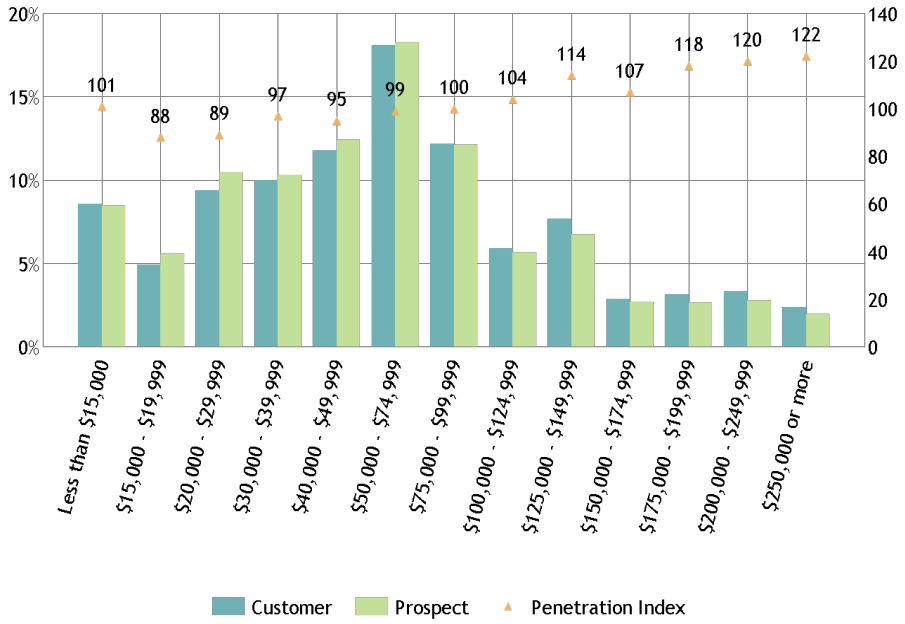
Target Income

Household Income represents the estimated annual income for a given household. The vast majority are derived through a statistical model.

Target Income	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Less than $15,000	5,952	9%	38,730	8%	101
$15,000 - $19,999	3,405	5%	25,439	6%	88
$20,000 - $29,999	6,484	9%	47,914	10%	89
$30,000 - $39,999	6,918	10%	47,069	10%	97
$40,000 - $49,999	8,179	12%	56,819	12%	95
$50,000 - $74,999	12,549	18%	83,398	18%	99
$75,000 - $99,999	8,430	12%	55,427	12%	100
$100,000 - $124,999	4,086	6%	25,816	6%	104
$125,000 - $149,999	5,336	8%	30,844	7%	114
$150,000 - $174,999	1,988	3%	12,182	3%	107
$175,000 - $199,999	2,169	3%	12,086	3%	118
$200,000 - $249,999	2,305	3%	12,602	3%	120
$250,000 or more	1,652	2%	8,913	2%	122



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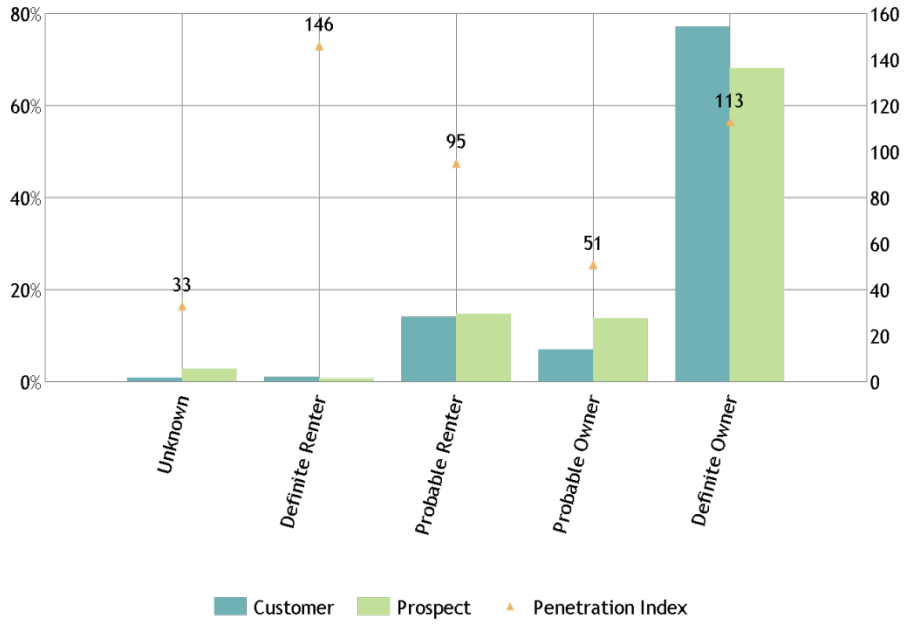
Advantage Home Owner

Home Ownership indicates whether or not the resident is the owner or a renter. Home Ownership data is sourced from the County Recorder office.

Advantage Home Owner	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Unknown	623	1%	12,436	3%	33
Definite Renter	747	1%	3,366	1%	146
Probable Renter	9,730	14%	67,613	15%	95
Probable Owner	4,839	7%	62,596	14%	51
Definite Owner	53,514	77%	311,228	68%	113



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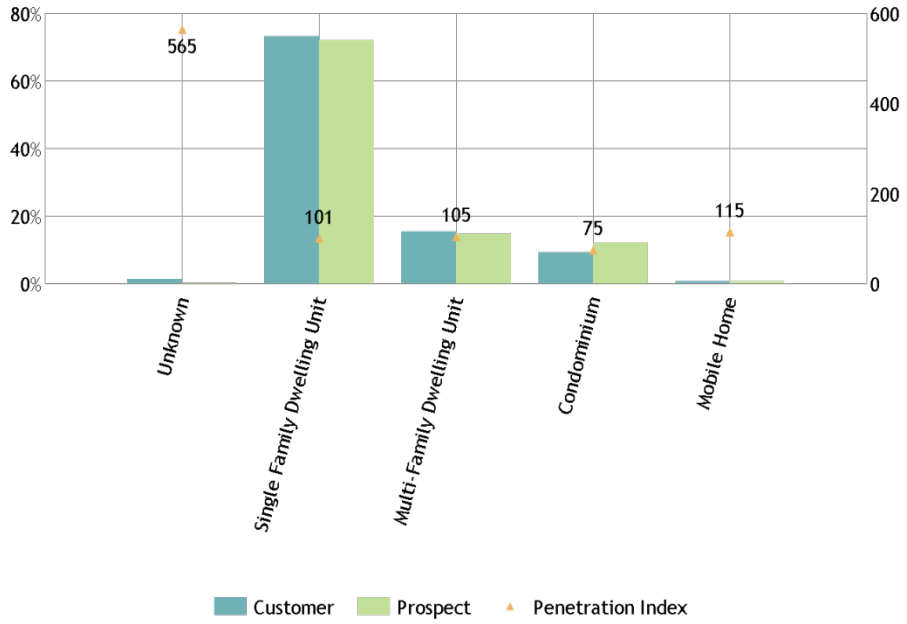
Advantage Dwelling Type

Dwelling type is an indicator of how many families live at a given address. Dwelling type is compiled from a variety of sources that include county assessor data, public record data, self-reported data.

Advantage Dwelling Type	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Unknown	987	1%	1,151	0%	565
Single Family Dwelling Unit	50,817	73%	329,621	72%	101
Multi-Family Dwelling Unit	10,775	16%	67,739	15%	105
Condominium	6,373	9%	55,866	12%	75
Mobile Home	501	1%	2,862	1%	115



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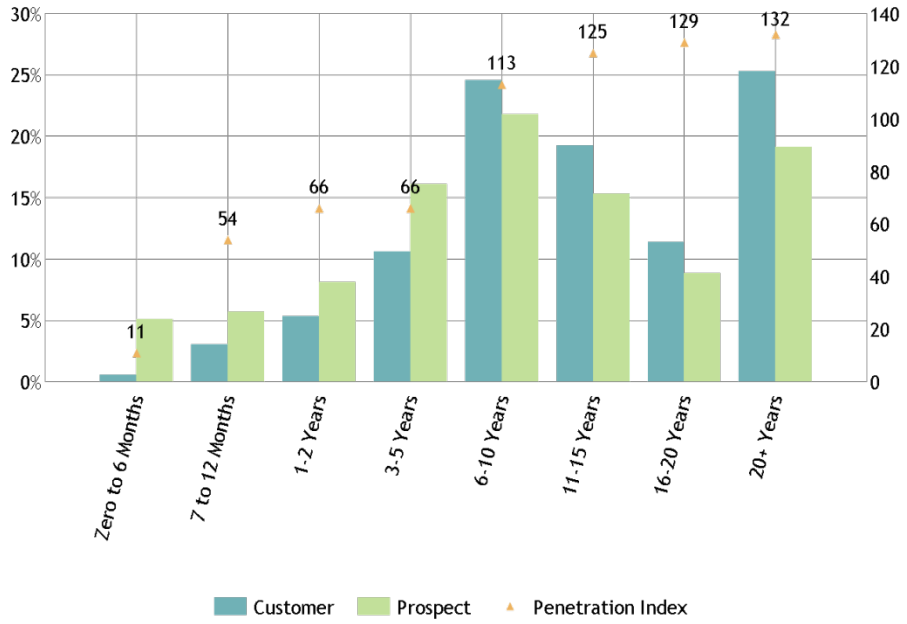
Advantage Length of Residence

Length of Residence indicates the amount of time that an individual/household has been identified with an address. Length of Residence data is sourced from County Assessor and County Recorder data.

Advantage Length of Residence	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Zero to 6 Months	381	1%	23,240	5%	11
7 to 12 Months	2,128	3%	25,948	6%	54
1-2 Years	3,726	5%	37,055	8%	66
3-5 Years	7,370	11%	73,713	16%	66
6-10 Years	17,070	25%	99,609	22%	113
11-15 Years	13,343	19%	70,109	15%	125
16-20 Years	7,894	11%	40,298	9%	129
20+ Years	17,541	25%	87,267	19%	132



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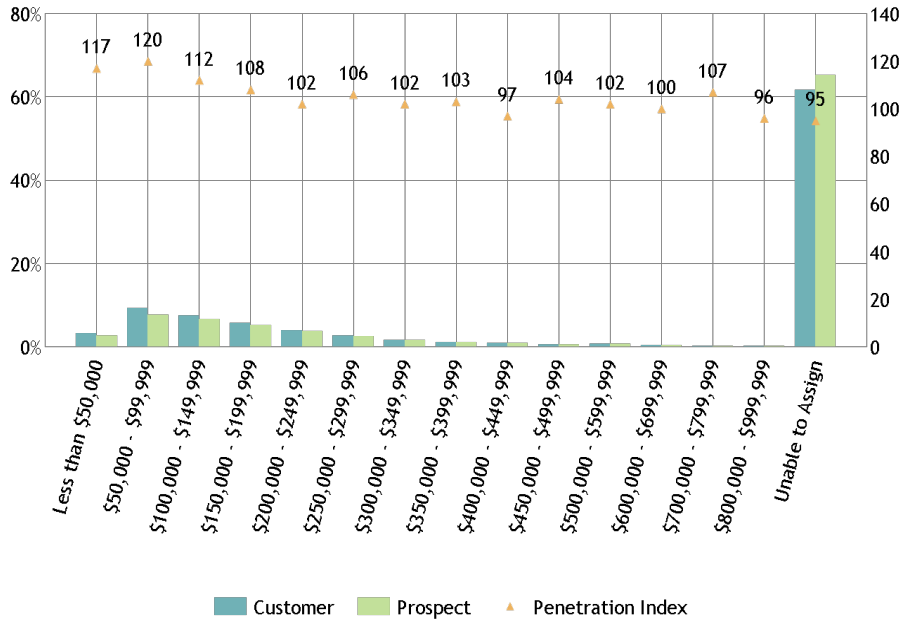
Home Sale Price

The Home Sale Price indicates the price that was paid for the home at the time of purchase. All values are sourced from County Assessor and County Recorder records.

Home Sale Price	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Less than $50,000	2,189	3%	12,369	3%	117
$50,000 - $99,999	6,446	9%	35,354	8%	120
$100,000 - $149,999	5,164	7%	30,480	7%	112
$150,000 - $199,999	3,947	6%	24,054	5%	108
$200,000 - $249,999	2,725	4%	17,563	4%	102
$250,000 - $299,999	1,814	3%	11,223	2%	106
$300,000 - $349,999	1,145	2%	7,402	2%	102
$350,000 - $399,999	814	1%	5,203	1%	103
$400,000 - $449,999	597	1%	4,059	1%	97
$450,000 - $499,999	383	1%	2,434	1%	104
$500,000 - $599,999	497	1%	3,211	1%	102
$600,000 - $699,999	284	0%	1,866	0%	100
$700,000 - $799,999	186	0%	1,142	0%	107
$800,000 - $999,999	186	0%	1,270	0%	96
Unable to Assign	42,814	62%	297,817	65%	95



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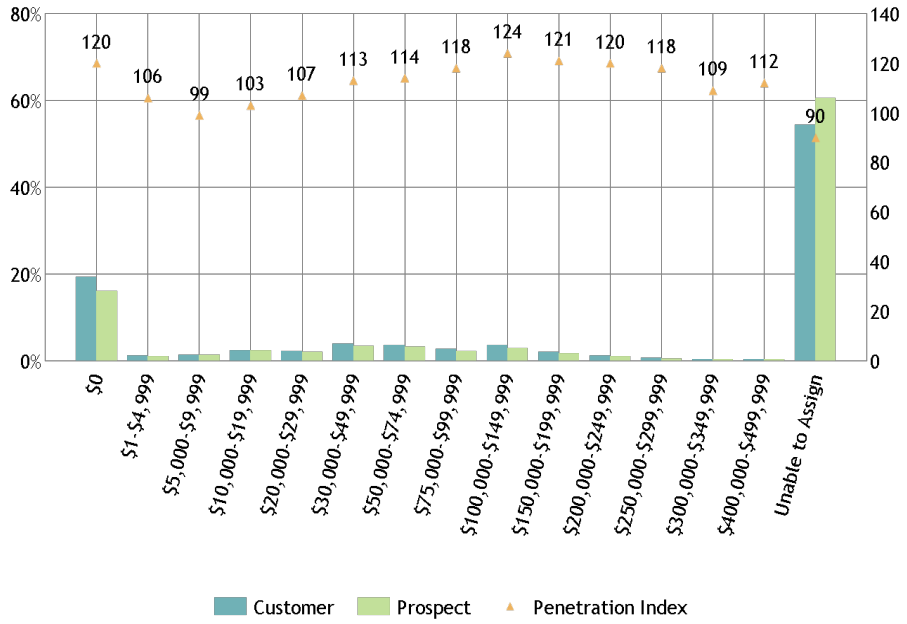
Available Home Equity(000s)

Home Equity represents the estimated equity available in a home. This measurement is based on the total mortgage plus any additional loans (refinance/home equity) less the home market value.

Available Home Equity(000s)	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
$0	13,414	19%	73,582	16%	120
$1-$4,999	785	1%	4,884	1%	106
$5,000-$9,999	896	1%	5,954	1%	99
$10,000-$19,999	1,667	2%	10,679	2%	103
$20,000-$29,999	1,566	2%	9,620	2%	107
$30,000-$49,999	2,704	4%	15,760	3%	113
$50,000-$74,999	2,533	4%	14,663	3%	114
$75,000-$99,999	1,885	3%	10,537	2%	118
$100,000-$149,999	2,517	4%	13,415	3%	124
$150,000-$199,999	1,382	2%	7,506	2%	121
$200,000-$249,999	795	1%	4,375	1%	120
$250,000-$299,999	471	1%	2,635	1%	118
$300,000-$349,999	287	0%	1,732	0%	109
$400,000-$499,999	234	0%	1,380	0%	112
Unable to Assign	37,734	54%	276,995	61%	90



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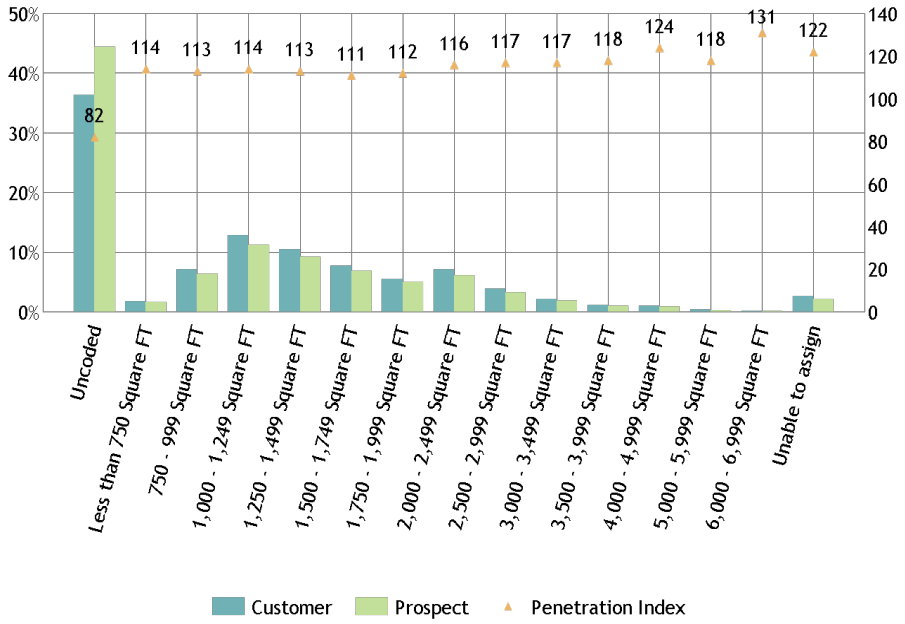
Living Area Square Footage Range

The Living Area Square Footage measurement indicates the square footage for the entire living area of the home. This measurement does not include basements or garages.

Living Area Square Footage Range	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Uncoded	25,250	36%	202,760	44%	82
Less than 750 Square FT	1,234	2%	7,106	2%	114
750 - 999 Square FT	4,944	7%	28,717	6%	113
1,000 - 1,249 Square FT	8,866	13%	51,345	11%	114
1,250 - 1,499 Square FT	7,282	10%	42,273	9%	113
1,500 - 1,749 Square FT	5,312	8%	31,460	7%	111
1,750 - 1,999 Square FT	3,807	5%	22,440	5%	112
2,000 - 2,499 Square FT	4,920	7%	27,908	6%	116
2,500 - 2,999 Square FT	2,639	4%	14,799	3%	117
3,000 - 3,499 Square FT	1,465	2%	8,270	2%	117
3,500 - 3,999 Square FT	787	1%	4,397	1%	118
4,000 - 4,999 Square FT	713	1%	3,777	1%	124
5,000 - 5,999 Square FT	247	0%	1,379	0%	118
6,000 - 6,999 Square FT	111	0%	559	0%	131
Unable to assign	1,785	3%	9,664	2%	122



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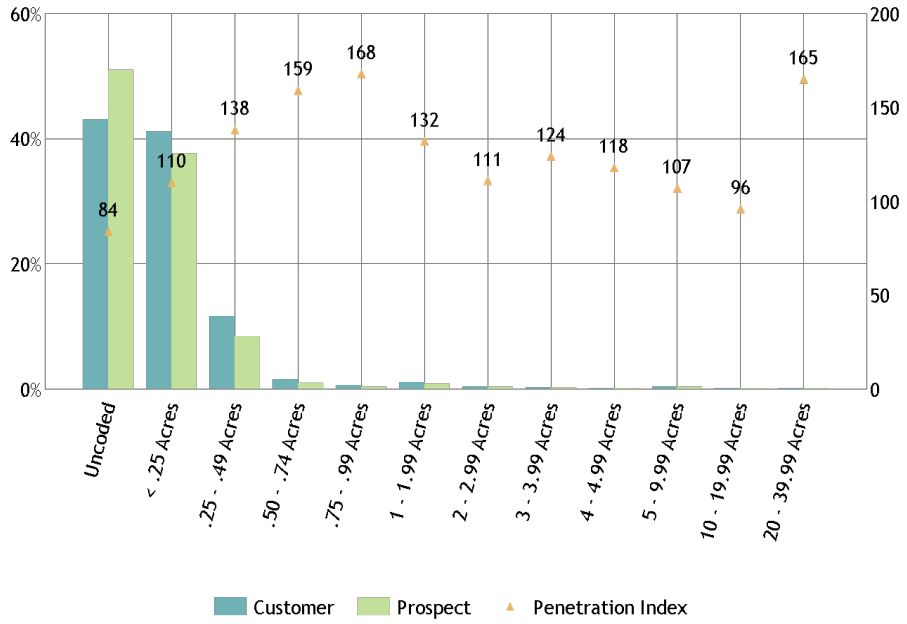
Property Lot Size (Acres)

The Lot Size select indicates the property acreage of the given address. All data is sourced from County Assessor and County Recorder records.

Property Lot Size (Acres)	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Uncoded	29,920	43%	233,222	51%	84
< .25 Acres	28,570	41%	171,616	38%	110
.25 - .49 Acres	8,036	12%	38,437	8%	138
.50 - .74 Acres	1,024	1%	4,245	1%	159
.75 - .99 Acres	415	1%	1,627	0%	168
1 - 1.99 Acres	750	1%	3,732	1%	132
2 - 2.99 Acres	238	0%	1,414	0%	111
3 - 3.99 Acres	136	0%	722	0%	124
4 - 4.99 Acres	78	0%	436	0%	118
5 - 9.99 Acres	230	0%	1,412	0%	107
10 - 19.99 Acres	52	0%	355	0%	96
20 - 39.99 Acres	4	0%	16	0%	165



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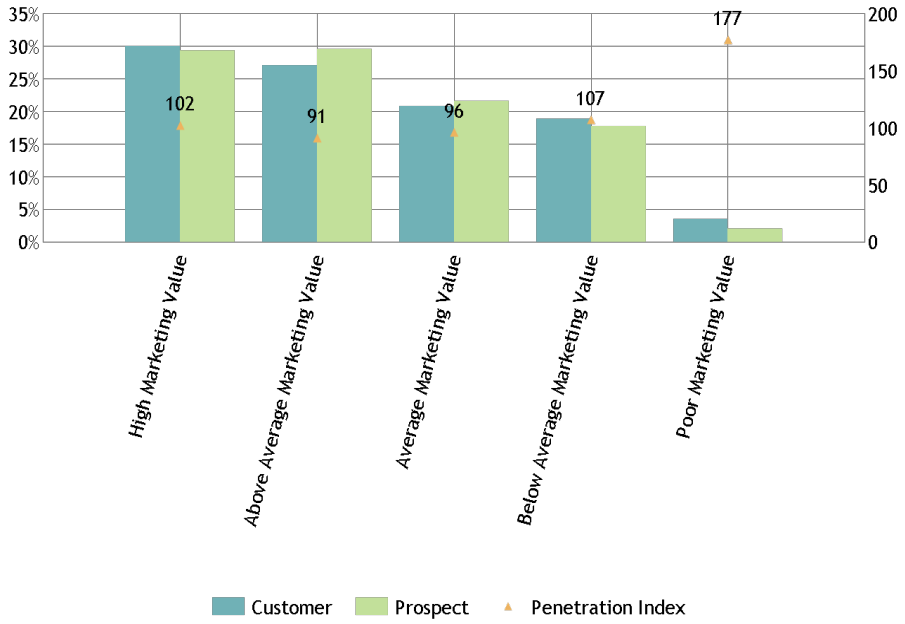
Target Value Score (all marketers)

Ideal for ITA (Invitation to Apply) and continuity offers, the AccuScore Zip + 4 Profit Potential Model is a proprietary score that is used to determine the likelihood that a consumer will become a long-term, good paying customer.

Target Value Score (all marketers)	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
High Marketing Value	20,848	30%	134,161	29%	102
Above Average Marketing Value	18,751	27%	135,111	30%	91
Average Marketing Value	14,405	21%	98,379	22%	96
Below Average Marketing Value	13,049	19%	80,656	18%	107
Poor Marketing Value	2,400	3%	8,932	2%	177



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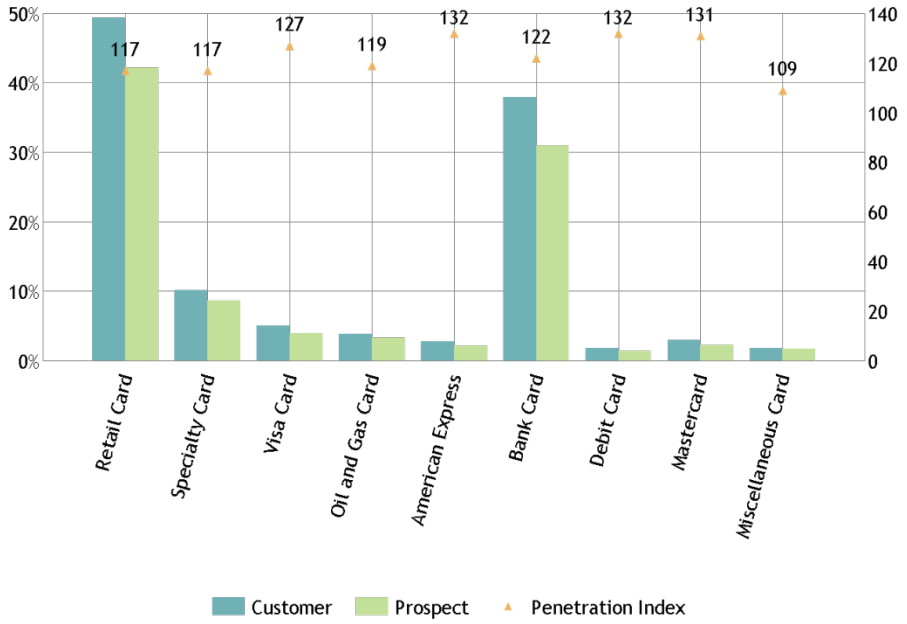
Credit Cards

The Credit Cards select is a flag that is used to indicate credit card activity for a given household and is typically sourced from retail transaction data.

Credit Cards	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Retail Card	34,305	49%	192,776	42%	117
Specialty Card	7,060	10%	39,602	9%	117
Visa Card	3,515	5%	18,290	4%	127
Oil and Gas Card	2,700	4%	14,955	3%	119
American Express	1,960	3%	9,759	2%	132
Bank Card	26,328	38%	141,829	31%	122
Debit Card	1,252	2%	6,245	1%	132
Mastercard	2,065	3%	10,405	2%	131
Miscellaneous Card	1,262	2%	7,628	2%	109



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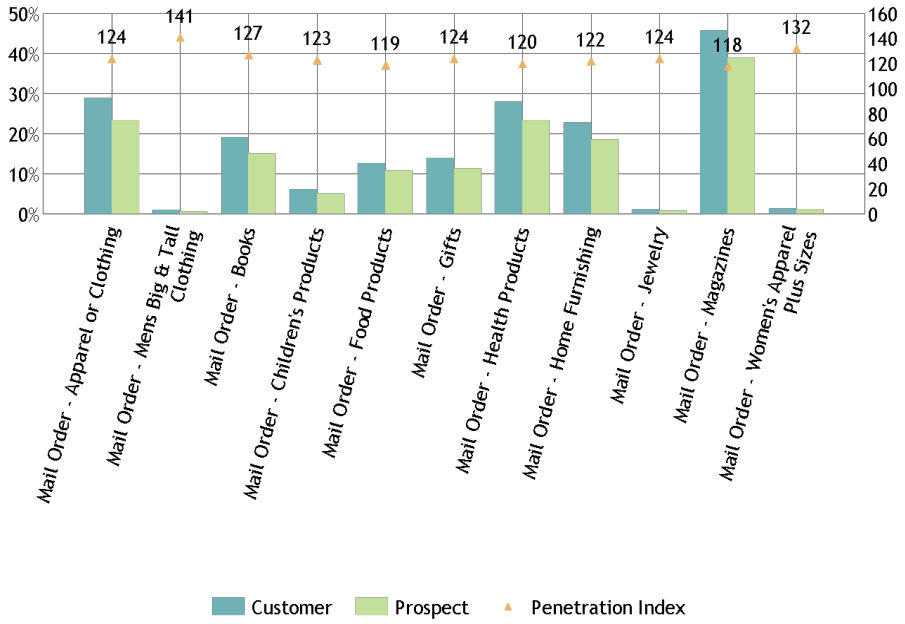
Mail Order Buyer

Collected through consumer surveys, these households have indicated that they have purchased one or more of the following items through the mail.

Mail Order Buyer	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Mail Order - Apparel or Clothing	20,024	29%	106,254	23%	124
Mail Order - Mens Big & Tall Clothing	575	1%	2,680	1%	141
Mail Order - Books	13,207	19%	68,478	15%	127
Mail Order - Children's Products	4,260	6%	22,808	5%	123
Mail Order - Food Products	8,772	13%	48,621	11%	119
Mail Order - Gifts	9,661	14%	51,430	11%	124
Mail Order - Health Products	19,426	28%	106,494	23%	120
Mail Order - Home Furnishing	15,788	23%	84,946	19%	122
Mail Order - Jewelry	685	1%	3,633	1%	124
Mail Order - Magazines	31,753	46%	177,672	39%	118
Mail Order - Women's Apparel Plus Sizes	902	1%	4,507	1%	132



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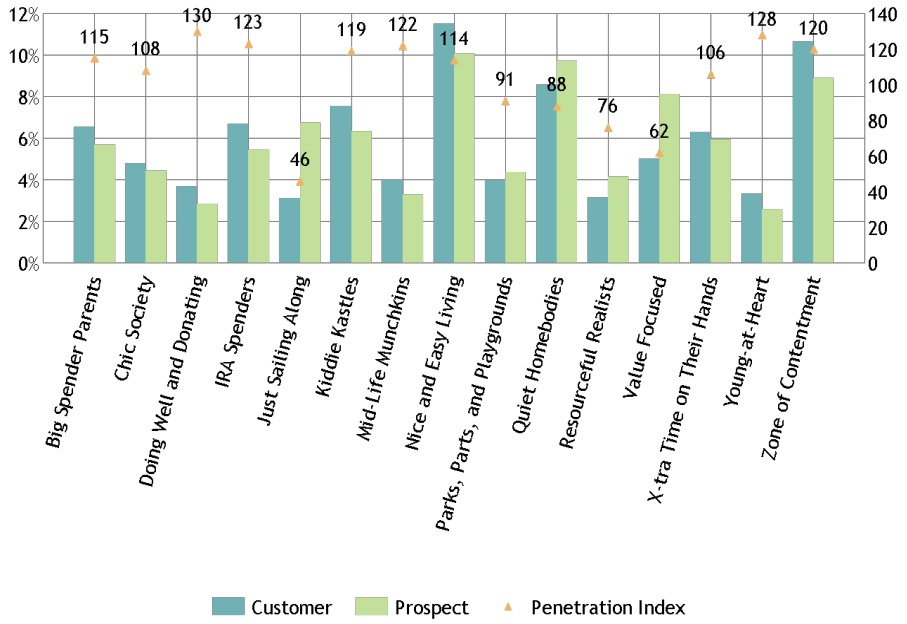
Niches 3.0

Niches is a propriety segmentation tool that uses demographic elements such as age, income, presence of children, economic activity, and interests to factor a household into one of 26 specific clusters.

Niches 3.0	Cust. Count	Cust. %	Pros. Count	Pros. %	Pen. Index
Big Spender Parents	4,544	7%	25,973	6%	115
Chic Society	3,329	5%	20,218	4%	108
Doing Well and Donating	2,540	4%	12,842	3%	130
IRA Spenders	4,635	7%	24,840	5%	123
Just Sailing Along	2,161	3%	30,766	7%	46
Kiddie Kastles	5,220	8%	28,849	6%	119
Mid-Life Munchkins	2,777	4%	14,987	3%	122
Nice and Easy Living	7,986	11%	46,089	10%	114
Parks, Parts, and Playgrounds	2,757	4%	19,852	4%	91
Quiet Homebodies	5,958	9%	44,330	10%	88
Resourceful Realists	2,174	3%	18,897	4%	76
Value Focused	3,467	5%	37,019	8%	62
X-tra Time on Their Hands	4,364	6%	27,016	6%	106
Young-at-Heart	2,298	3%	11,779	3%	128
Zone of Contentment	7,384	11%	40,641	9%	120



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Niche 3.0

Niches represent stages in life. By statistically weighing all data like age, income and interests, the 115 million+name TotalSource database is divided into 26 distinct clusters.

Niche	Avg. HH Income	Avg. HOH Age	Length of Residence	% with Children	% of Niches	Demographic Profile	Interests
A. ALREADY AFFLUENT	$161,091	35	8	21%	0.30%	White collar, few kids, high home, value, high education, mail responsive	Electronics, real estate, stocks, fitness, outdoor sports, culture, fashion, travel, multiple credit cards
B. BIG SPENDER PARENTS	$173,967	46	12	88%	1.20%	Traditional families with kids, white collar, high home values, high education, mail responsive	Video cameras, stocks, home, improvements, fitness, camping, travel, multiple credit cards
C. CHIC SOCIETY	$168,592	54	16	12%	3.70%	Few kids, high home ownership and values, high education, mail responsive	Stocks/bonds, apparel, charities, fitness, cultural events, antiques, fashion, travel, multiple credit cards
D. DIAMONDS-TO-GO	$182,047	50	16	73%	5.70%	Home owners, high home values, kids, white collar, mail responsive	Home furnishings, stocks, computers, gourmet cooking, gardening, travel, multiple credit cards
E. EASY STREET	$170,825	59	18	42%	0.40%	White collar, high education, grown children, home owners, high home values, mail responsive	Grandchildren, travel, stocks/bonds, real estate, golf, gardening, cultural events, TV sports, fitness, travel
F. FEATHERING-THE-NEST	$163,274	38	9	72%	0.40%	High presence of kids, white collar,high education, high home values, high mobility, mail responsive	Kid items, video cameras, outdoor sports, cooking, TV sports, travel, internet, multiple credit cards
G. GO-GO FAMILIES	$151,062	43	6	82%	0.10%	High presence of kids, high mobility, renters, white collar, mail responsive	Personal computers, fashion clothing, electronics, new technology, reading, internet, multiple credit cards
H. HOME HOPPERS	$111,032	50	8	10%	2.40%	Few kids, renters, high mobility, high education, white collar, mail responsive	Electronics and audio, computers, photography, stocks, fitness, outdoor activities, multiple credit cards
I. IRA SPENDERS	$115,319	65	21	6%	5.10%	No children living at home, retired, home owners, long length of residence, mail responsive	Home furnishings, audio equipment, art, antiques, golf, gardening, casino gambling, multiple credit cards

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Niche 3.0

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Niche	Avg. HH Income	Avg. HOH Age	Length of Residence	% with Children	% of Niches	Demographic Profile	Interests
J. JUST SAILING ALONG	$77,774	35	5	5%	7.70%	No children, renters, white collar, students, short length of residence	Camping equipment, electronics, wines, gourmet food, new technology, outdoor activities, travel abroad
K. KIDDIE KASTLES	$90,668	47	14	83%	11.90%	Homeowners, children in household, white collar, college graduates, mail responsive	Computers, video cameras, kids items, fitness, outdoor activities, automotive work, multiple credit cards
L. LOOSE CHANGE	$88,375	46	10	10%	5.30%	Two adult households with no children, homeowners, long length of residence, high education	Home improvements, tools, electronics, wine, rugged outdoor activities, automotive work, pets
M. MID-LIFE MUNCHKINS	$89,616	52	9	56%	6.10%	Children or grandchildren present, homeowners, white collar, high education, mail responsive	Pets, business travel, home furnishings, collectibles, investing, charities, camping, multiple credit cards
N. NICE & EASY GRANDPARENTS	$86,541	64	17	5%	6.90%	Empty nesters, homeowners, long lengths of residence, retired or white collar, high education	Tools, audio equipment, stocks, fundraising, gardening, golf, crafts, civic and bible activities, grandchildren
O. OODLES OF OFFSPRING	$48,881	33	7	65%	2.10%	Children, high school graduates, renters, blue collar, low home values	Personal computers, electronics, fashion clothing, investing, domestic travel, camping, internet
P. PARKS, PARTS & PRAYERS	$40,551	42	8	55%	2.70%	Children, some single parents, home owners, high mobility, high school education, blue collar	Video cameras, computers, music, automotive work, fashion clothing, outdoor activities, cats, fitness
Q. QUIET HOMEBODIES	$69,549	46	11	49%	9.20%	Home owners, about half have children, high mobility, clerical or blue collar, high school education, students	Collectibles, personal computers, pets, moneymaking opportunities, outdoor sports, cooking, gardening
R. ROCKY ROAD	$524,203	45	6	4%	5.30%	No children, more than half are renters, high school education, blue collar	Home remodeling, camping, fishing, automotive work, gardening, music, internet, self improvement

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Niche	Avg. HH Income	Avg. HOH Age	Length of Residence	% with Children	% of Niches	Demographic Profile	Interests
S. STILL GOING STRONG	$47,154	60	14	49%	1.50%	Children present, home owners, low mobility, high school education, blue collar, mail responsive	Grandchildren, home furnishings, photography, video cameras, indoor activities, multiple credit cards
T. TOTEBAGGERS	$32,558	31	4	2%	1.40%	Young, single adults, no children, high mobility, students, sales/service	New technology, personal computers, electronics, fitness, many sports, cultural events, travel abroad
U. UNDER-THE-CAR	$41,017	40	11	8%	1.40%	Two adults, no children, homeowners, high school education, clerical or blue collar, mail responsive	Pets, home improvements, casino gambling, tools, do-it-yourselfers, automotive, multiple credit cards
V. VERY SPARTAN	$26,949	39	5	2%	7.20%	No children, renters, highly mobile, blue collar, high school education	Electronics, computers, audio, sweepstakes, camping, automotive work, home improvements, video games
W. WORKING HARD	$27,699	43	7	53%	1.80%	Children present, mobile, high school education, blue collar, mobile	Moneymaking opportunities, sweepstakes, collectibles, audio equipment, camping, automotive work, cable TV
X. X-TRA NEEDY	$24,630	67	13	2%	2.00%	No children, about half are home owners, retired or blue collar	Grandchildren, in-home entertainment, self-improvement, bible devotion, cable TV, needlework
Y. YOUNG-AT-HEART	$39,817	68	21	18%	3.40%	Older households, some still have children at home, homeowners, retired, mail responsive	Collectibles, home furnishings, charity, casino gambling, needlework, bible devotion, credit cards
Z. ZERO MOBILITY	$32,452	69	17	4%	4.70%	Empty Nesters, homeowners, retired, long length of residence, mail responsive	Grandchildren, tools, stereo music, house plants, health, sewing, needlework, gardening, sweepstakes

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