

Customer Profile Report

Consumer



Snapshot Summary

Record Input Summary:

Record Type	Records Input	Matched	Match Rate
Customers	992	778	78.4 %

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

Top 10 variables out of the universe analyzed

Demographic	Value / Range	Percent
Credit Cards	Credit Card	94.09%
Credit Cards	Bank Card	92.54%
Investments	Owns Investments	88.82%
Home Owner	Home Owner	83.68%
Credit Cards	Retail Credit	81.88%
Dwelling Type	Single Family	79.69%
Interests	Health Interest	77.25%
Investments	Owns Stocks	68.64%
Credit Cards	Credit Card Transactions	67.87%
Investments	Owns Mutual Funds	66.07%

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.

Snapshot Specific Demographics

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

Age Band - Individual

Gender

Marital Status

Family Position

Occupation

Children in Household

Child Ages

Estimated Household Income

Home Owner

Dwelling Type

Length of Residence

Home Market Value

Estimated Net Worth

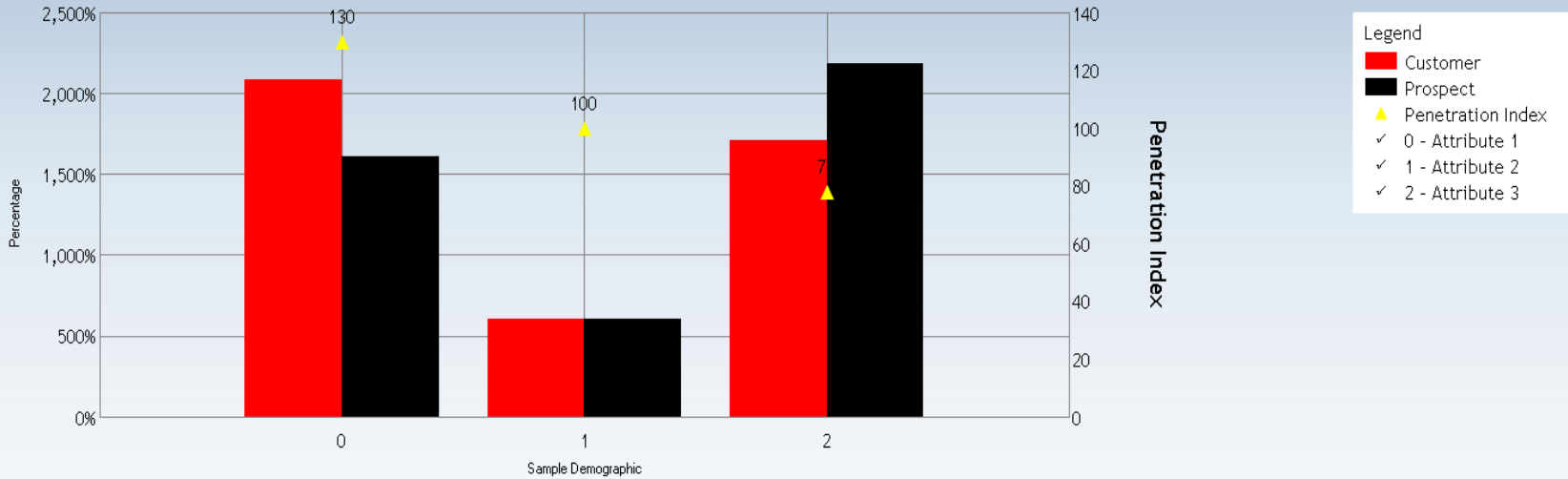
Wealth Rating

Investments

Credit Cards

Interests

How to Read Penetration Index Slides

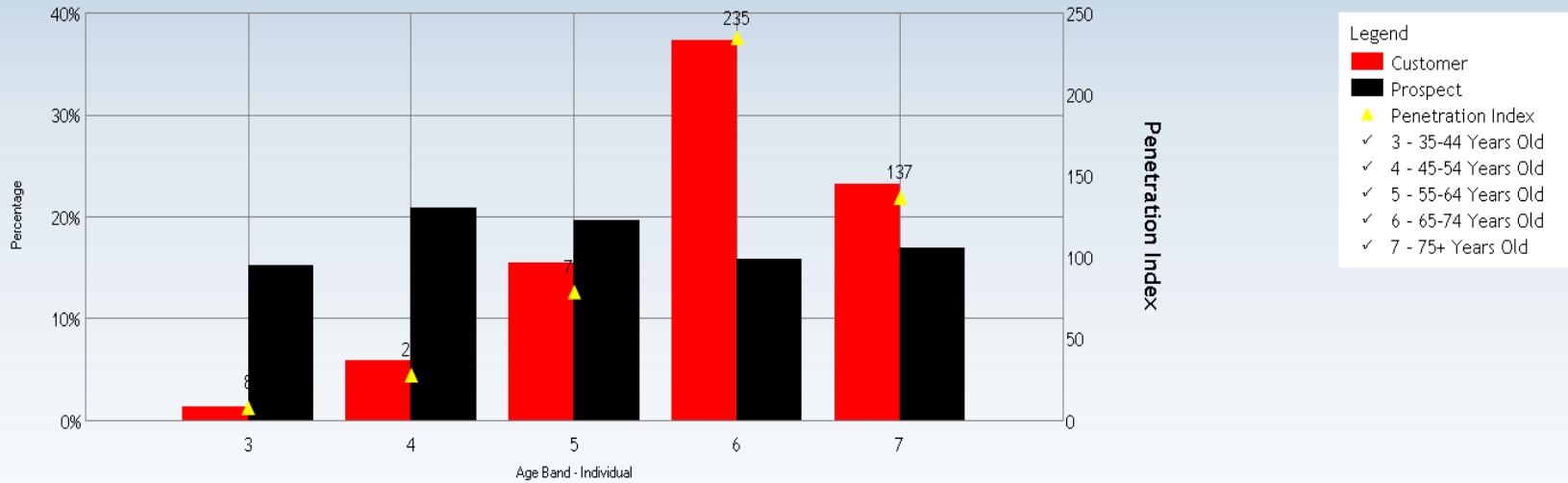


Sample Demographic	0	1	2
Customer Count	2,085	601	1,710
Customer %	47%	14%	39%
Prospect Count	1,608	602	2,187
Prospect %	37%	14%	50%
Penetration Index	130	100	78

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.

Age Band - Individual

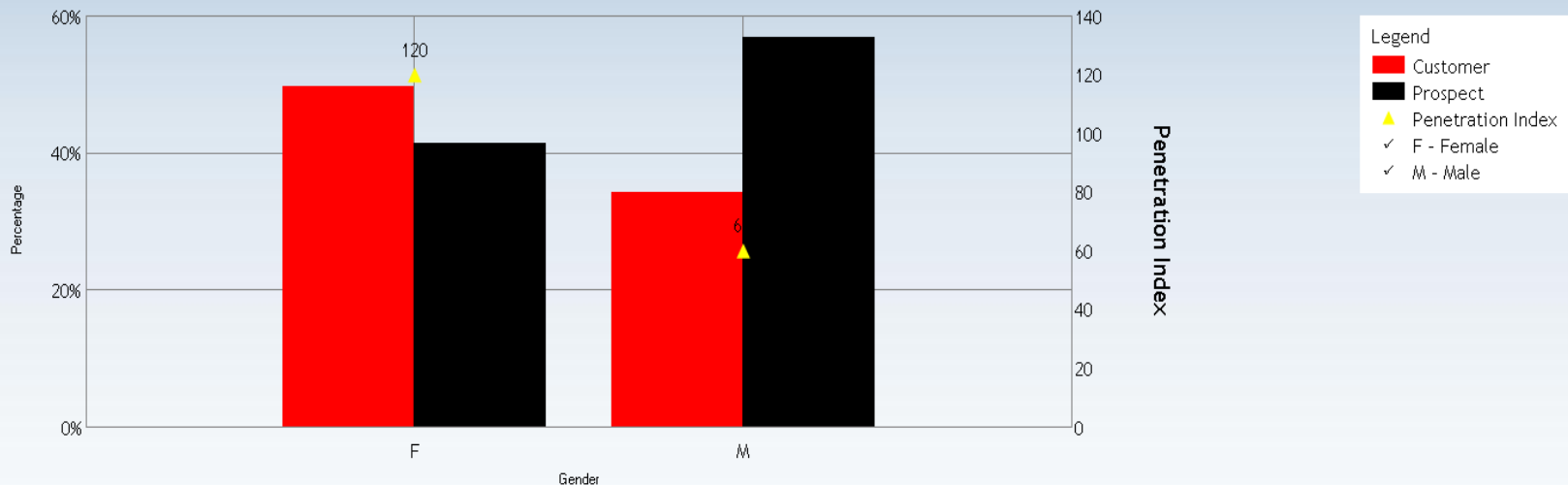
The Age Band - Individual select will identify members of the household that meet the given age band criteria (not necessarily the age of the head of household). Data is applied at the household level and is compiled from a variety of sources that may include public data and self-reported information.



Age Band - Individual	3	4	5	6	7
Customer Count	10	46	120	290	180
Customer %	1%	6%	15%	37%	23%
Prospect Count	642	876	826	667	713
Prospect %	15%	21%	20%	16%	17%
Penetration Index	8	28	79	235	137

Gender

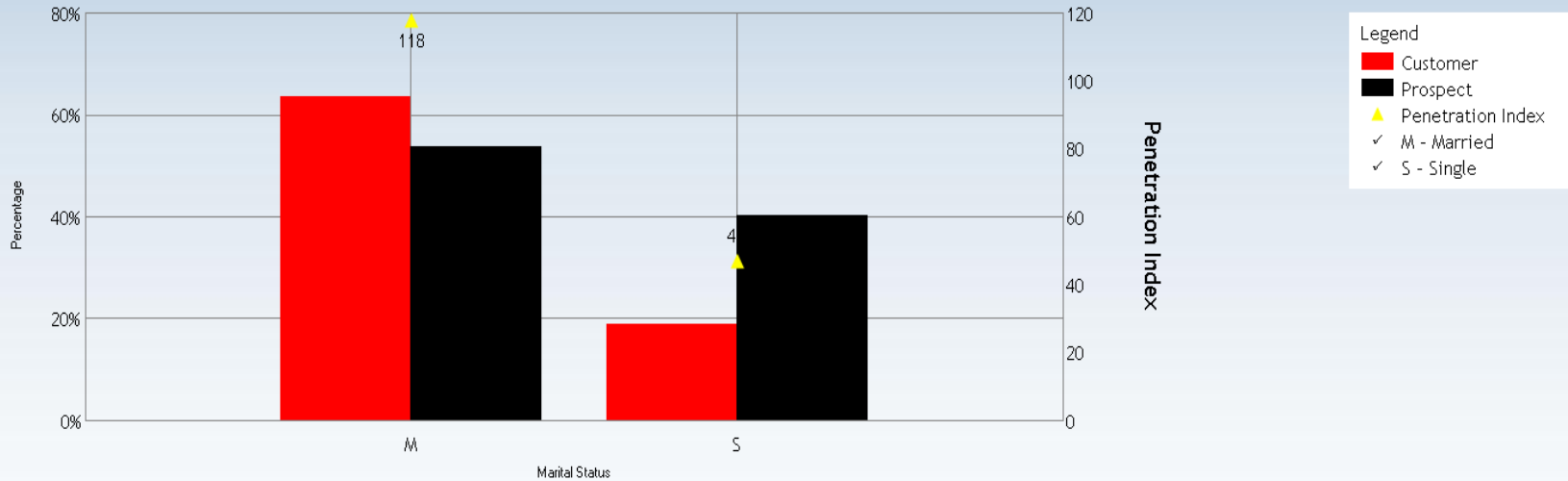
The gender of an individual is typically gathered from self-reported or public information sources, or can be assigned based on the individual's name and/or title. In cases where the individual's first name and title are unknown/ambiguous and no additional sources reflect gender, the gender will be coded as "Unknown."



Gender	F	M
Customer Count	386	266
Customer %	50%	34%
Prospect Count	1,739	2,395
Prospect %	41%	57%
Penetration Index	120	60

Marital Status

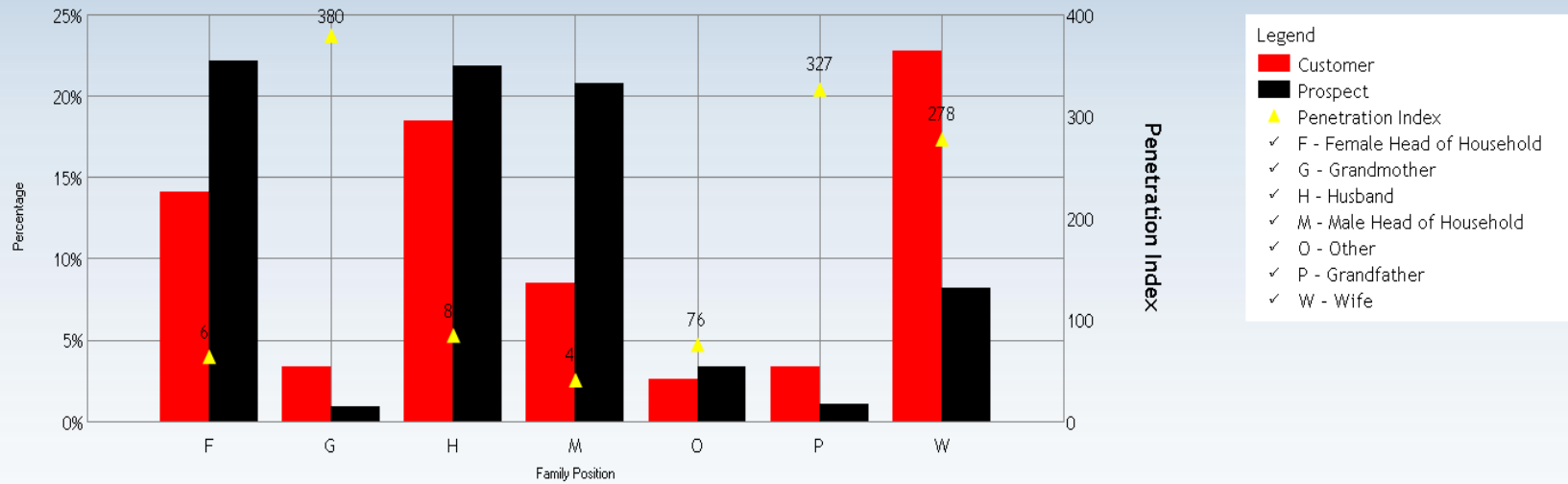
The Marital Status select indicates if a member of the household is married or single. Data is applied at the household level and is sourced from public records and self-reported sources.



Marital Status	M	S
Customer Count	494	146
Customer %	63%	19%
Prospect Count	2,261	1,691
Prospect %	54%	40%
Penetration Index	118	47

Family Position

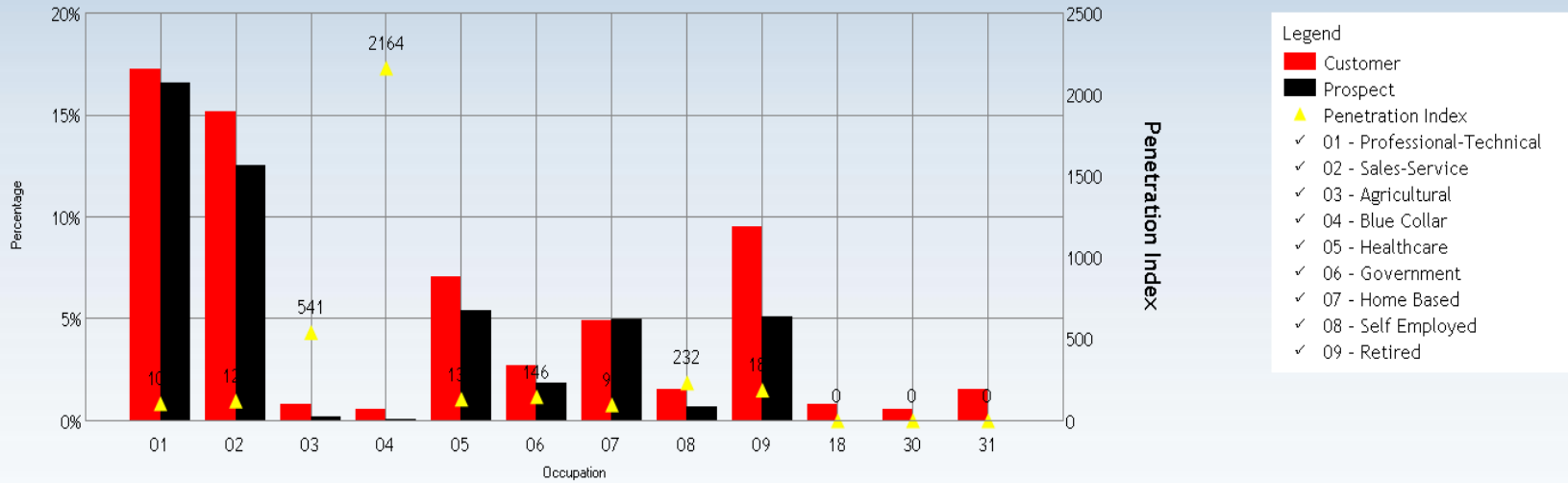
The Family Position Code is an indicator of an individual's position in the household based on age and gender. The priority is to establish a husband and wife and then code the remaining members accordingly.



Family Position	F	G	H	M	O	P	W
Customer Count	110	26	144	66	20	26	177
Customer %	14%	3%	19%	8%	3%	3%	23%
Prospect Count	932	37	920	874	143	43	344
Prospect %	22%	1%	22%	21%	3%	1%	8%
Penetration Index	64	380	85	41	76	327	278

Occupation

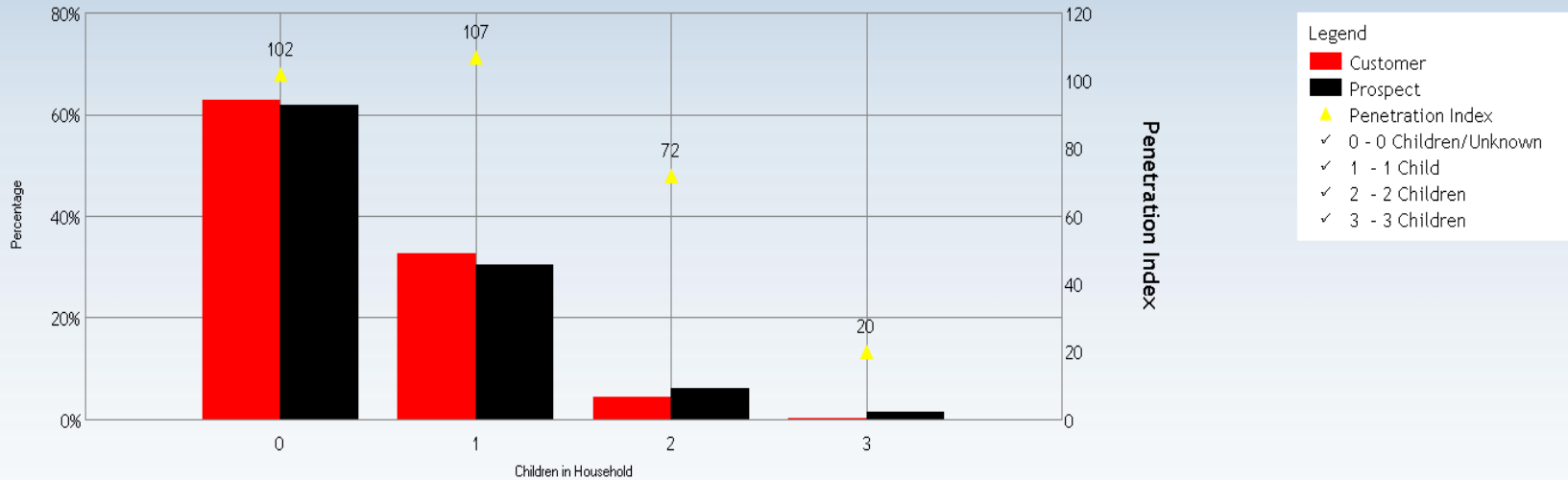
Occupation codes are used to identify the specific job title and/or function that an individual holds. Data is applied at the individual level and is sourced from self-reported sources, consumer surveys, warranty registration cards, and more.



Occupation	01	02	03	04	05	06	07	08	09	18	30	31
Customer Count	134	118	6	4	55	21	38	12	74	6	4	12
Customer %	17%	15%	1%	1%	7%	3%	5%	2%	10%	1%	1%	2%
Prospect Count	696	527	6	1	226	78	210	28	214	0	0	0
Prospect %	17%	13%	0%	0%	5%	2%	5%	1%	5%	0%	0%	0%
Penetration Index	104	121	541	2,164	132	146	98	232	187	0	0	0

Children in Household

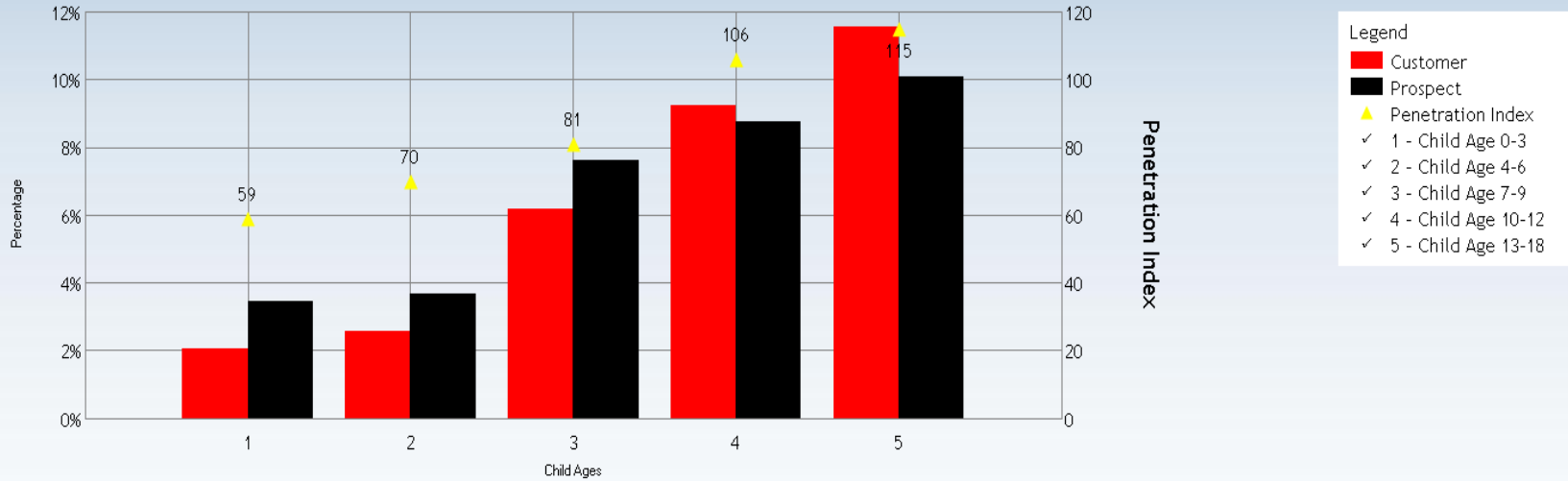
The Children in Household select reflects the number of children under age 18 in a given household. Information is sourced from children's age and gender data which is gathered from a variety of sources that include public records and survey data.



Children in Household	0	1	2	3
Customer Count	488	254	34	2
Customer %	63%	33%	4%	0%
Prospect Count	2,600	1,283	254	55
Prospect %	62%	30%	6%	1%
Penetration Index	102	107	72	20

Child Ages

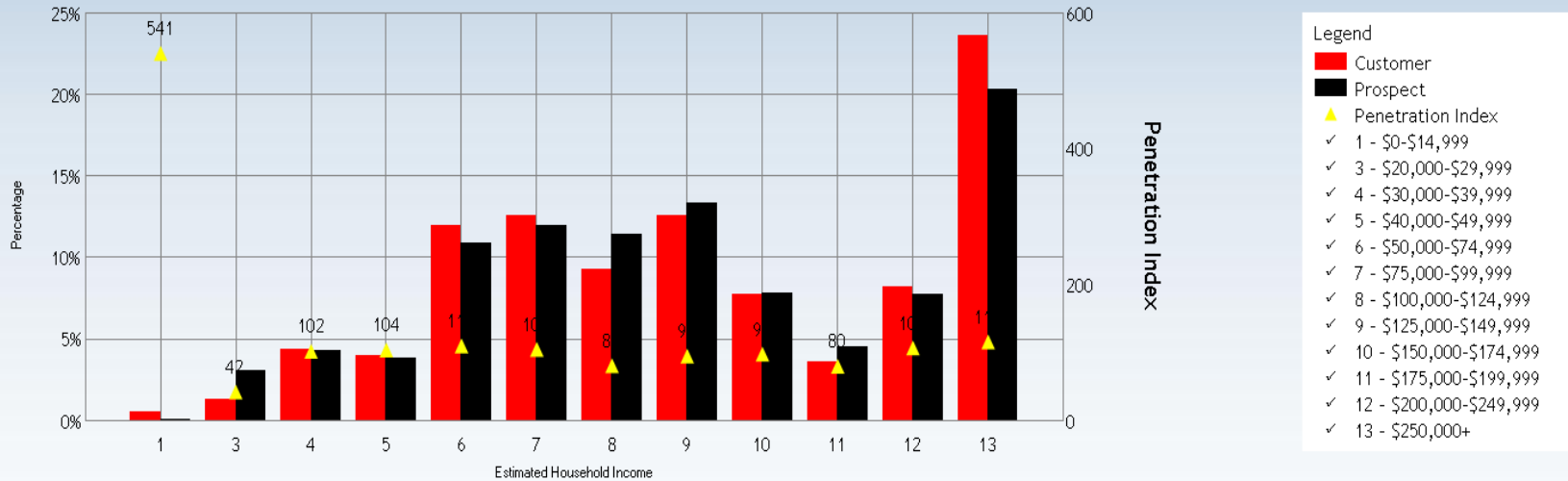
The Children Age Ranges select indicates the ages of children present in the household. This element categorizes ages into groups and includes an indication of the gender. Multiple age ranges can be selected to identify the presence of different age ranges. Data is applied at the household level and is sourced from public records and self-reported data.



Child Ages	1	2	3	4	5
Customer Count	16	20	48	72	90
Customer %	2%	3%	6%	9%	12%
Prospect Count	146	154	320	368	425
Prospect %	3%	4%	8%	9%	10%
Penetration Index	59	70	81	106	115

Estimated Household Income

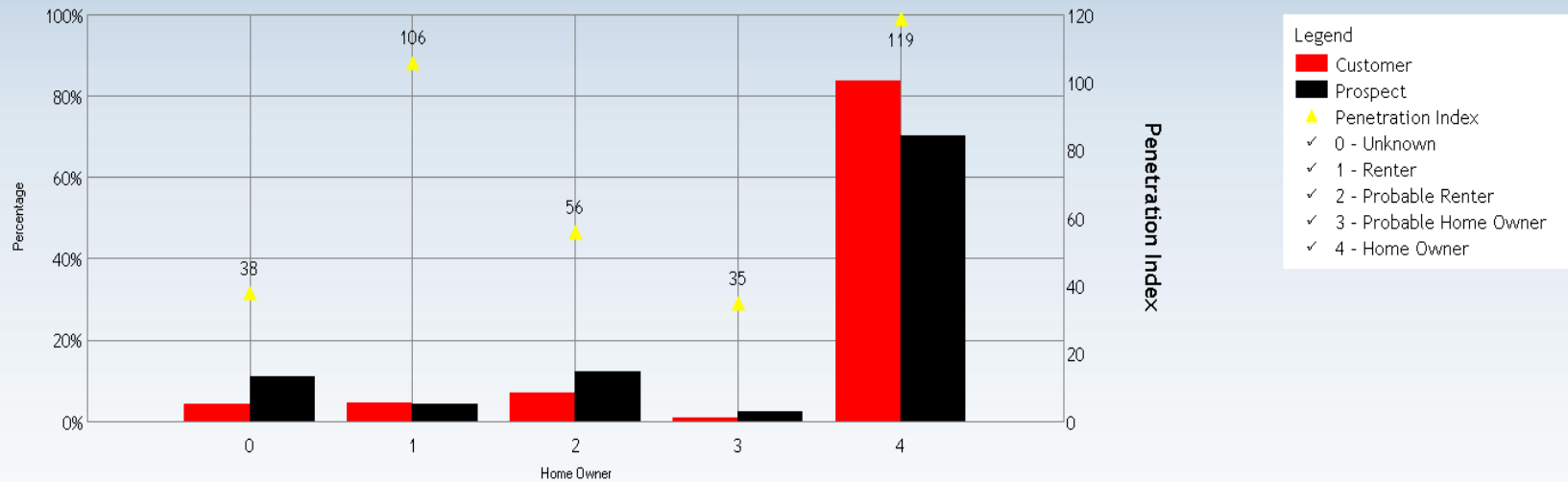
The Estimate Household Income select indicates the household's estimated annual income in predefined ranges of up to \$250,000+. Data is applied at the household level and is sourced from self-reported and modeled information.



Estimated Household Income	1	3	4	5	6	7	8	9	10	11	12	13
Customer Count	4	10	34	31	93	98	72	98	60	28	64	184
Customer %	1%	1%	4%	4%	12%	13%	9%	13%	8%	4%	8%	24%
Prospect Count	4	129	180	161	457	504	482	561	330	190	324	855
Prospect %	0%	3%	4%	4%	11%	12%	11%	13%	8%	5%	8%	20%
Penetration Index	541	42	102	104	110	105	81	95	98	80	107	116

Home Owner

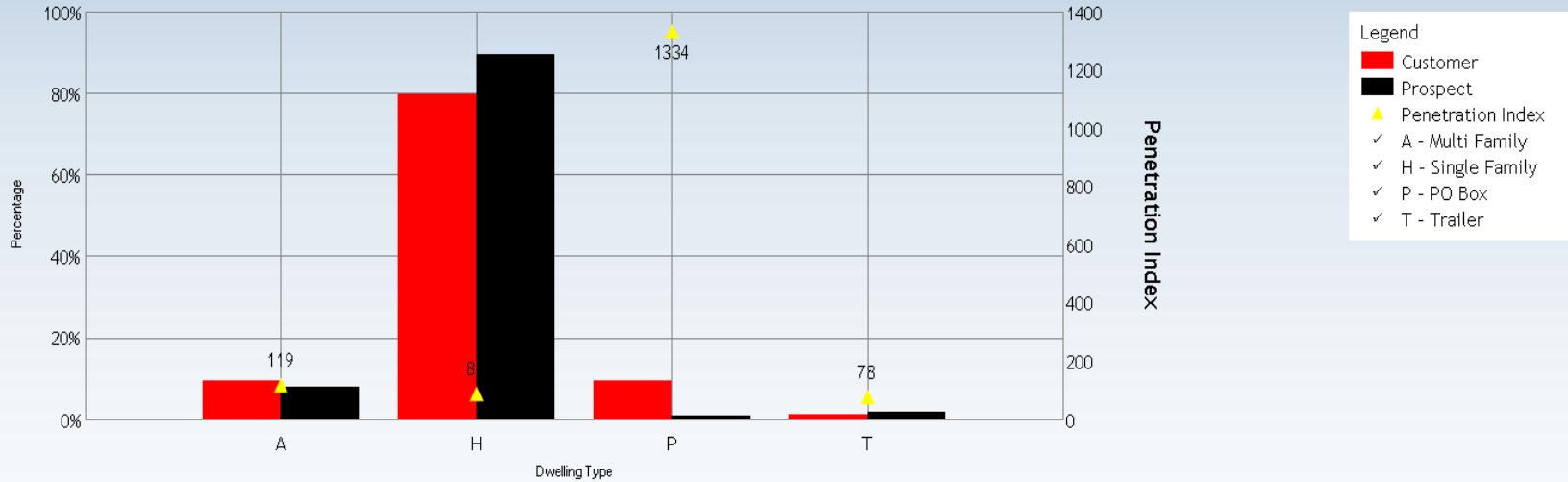
The Home Owner select identifies of the occupant of the residence is the home owner or a renter. Data is applied at the household level and is sourced from County Recorder records, survey data, and modeled information.



Home Owner	0	1	2	3	4
Customer Count	32	35	54	6	651
Customer %	4%	4%	7%	1%	84%
Prospect Count	460	178	519	94	2,958
Prospect %	11%	4%	12%	2%	70%
Penetration Index	38	106	56	35	119

Dwelling Type

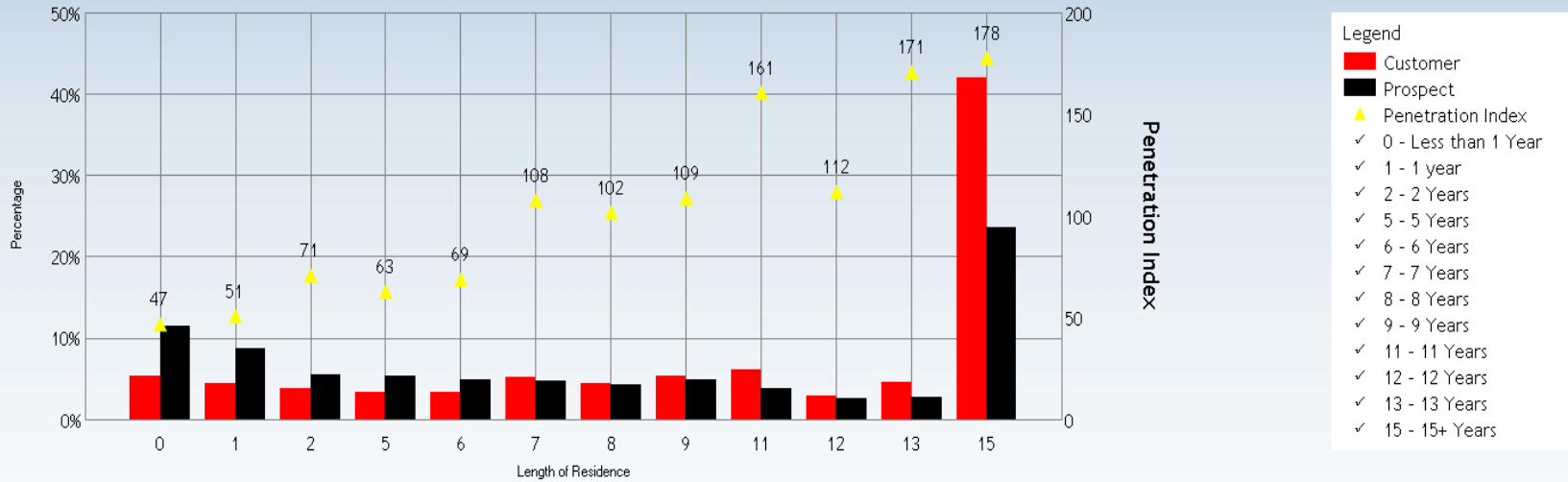
Dwelling Type is an indicator of structure type at a given address. Categories include SFDU (Single Family Dwelling Units), MFDU (Multi-Family Dwelling Units), P.O. Boxes, and Trailers. Data is at the address level and compiled from various sources including consumer surveys, public records, warranty registrations, buying activity, and online registrations.



Dwelling Type	A	H	P	T
Customer Count	74	620	74	10
Customer %	10%	80%	10%	1%
Prospect Count	337	3,773	30	69
Prospect %	8%	90%	1%	2%
Penetration Index	119	89	1,334	78

Length of Residence

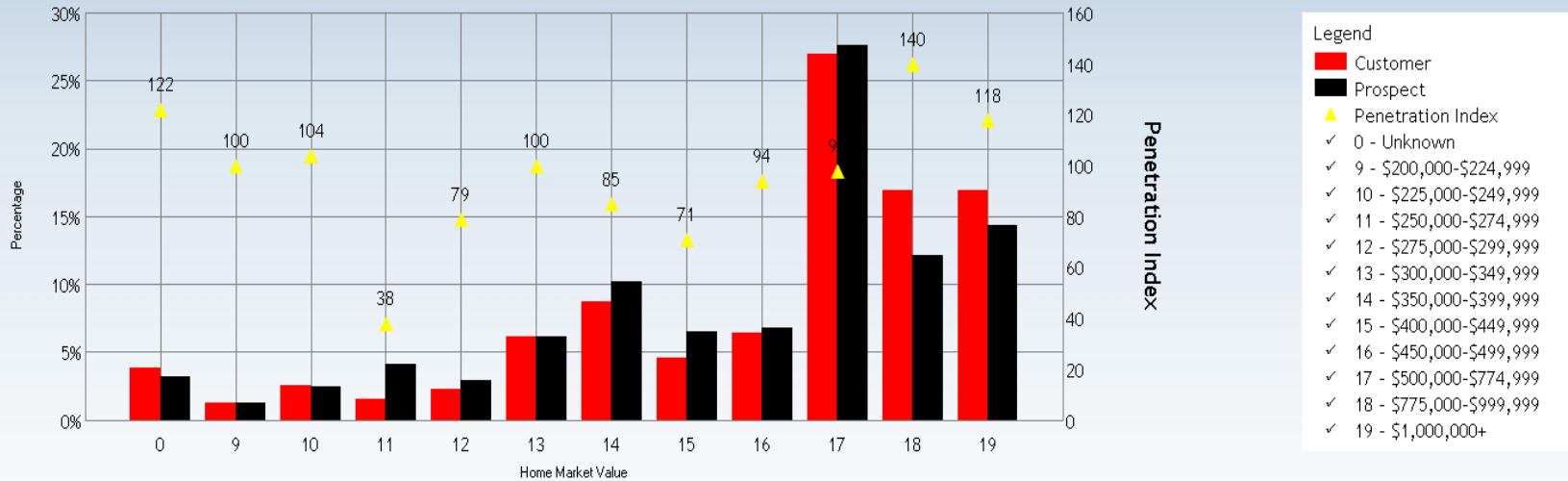
Length of Residence indicates the amount of time that an individual/household has been identified with an address. Data is applied at the household level and is sourced from County Assessor and County Recorder records.



Length of Residence	0	1	2	5	6	7	8	9	11	12	13	15
Customer Count	42	34	30	26	26	40	34	41	48	22	36	327
Customer %	5%	4%	4%	3%	3%	5%	4%	5%	6%	3%	5%	42%
Prospect Count	483	364	228	225	203	200	180	203	161	106	114	996
Prospect %	11%	9%	5%	5%	5%	5%	4%	5%	4%	3%	3%	24%
Penetration Index	47	51	71	63	69	108	102	109	161	112	171	178

Home Market Value

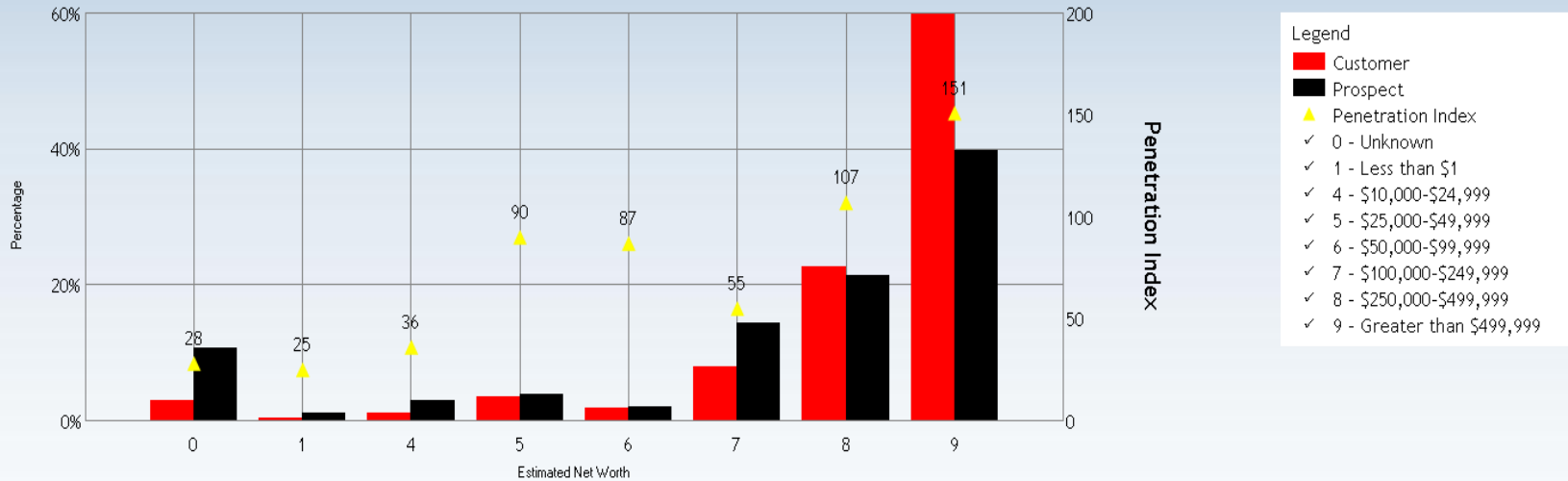
Home Market Value provides marketers with the estimated market value of the home. Values are calculated from a variety of household level and geographical data sources.



Home Market Value	0	9	10	11	12	13	14	15	16	17	18	19
Customer Count	30	10	20	12	18	48	68	36	50	210	132	132
Customer %	4%	1%	3%	2%	2%	6%	9%	5%	6%	27%	17%	17%
Prospect Count	133	54	104	172	123	260	431	274	287	1,161	510	604
Prospect %	3%	1%	2%	4%	3%	6%	10%	7%	7%	28%	12%	14%
Penetration Index	122	100	104	38	79	100	85	71	94	98	140	118

Estimated Net Worth

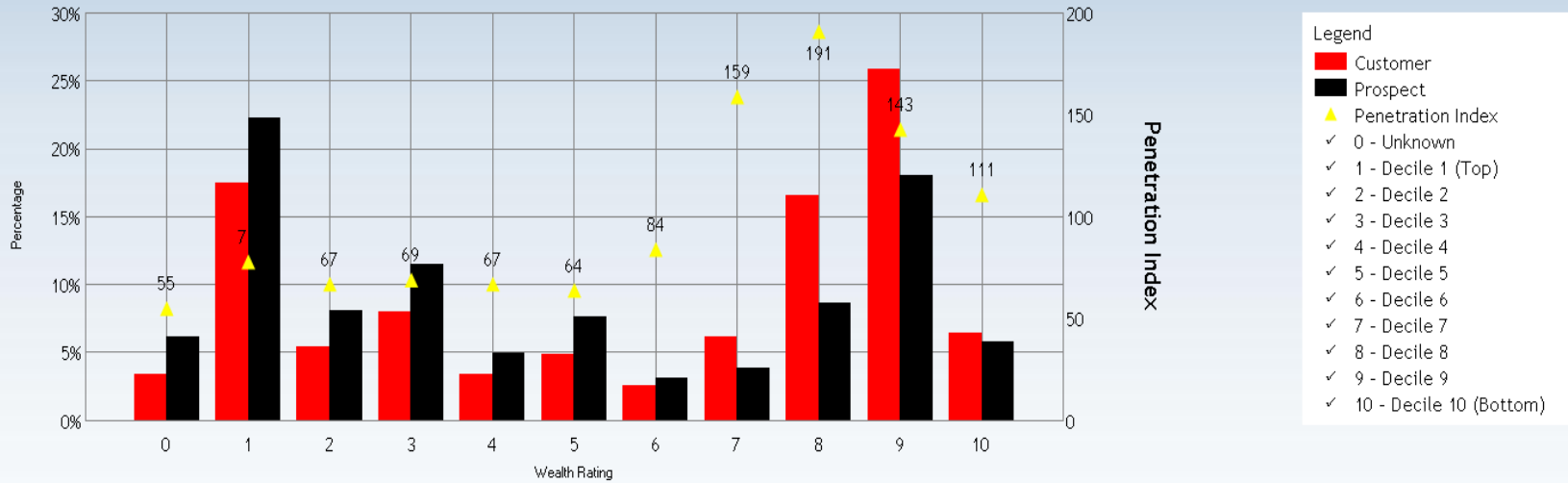
Net Worth is an estimate of a household's assets less their liabilities. Data is applied at the household level and is sources from a proprietary model that takes into consideration numerous factors that impact wealth.



Estimated Net Worth	0	1	4	5	6	7	8	9
Customer Count	23	2	8	27	14	62	176	466
Customer %	3%	0%	1%	3%	2%	8%	23%	60%
Prospect Count	449	43	120	163	87	605	894	1,673
Prospect %	11%	1%	3%	4%	2%	14%	21%	40%
Penetration Index	28	25	36	90	87	55	107	151

Wealth Rating

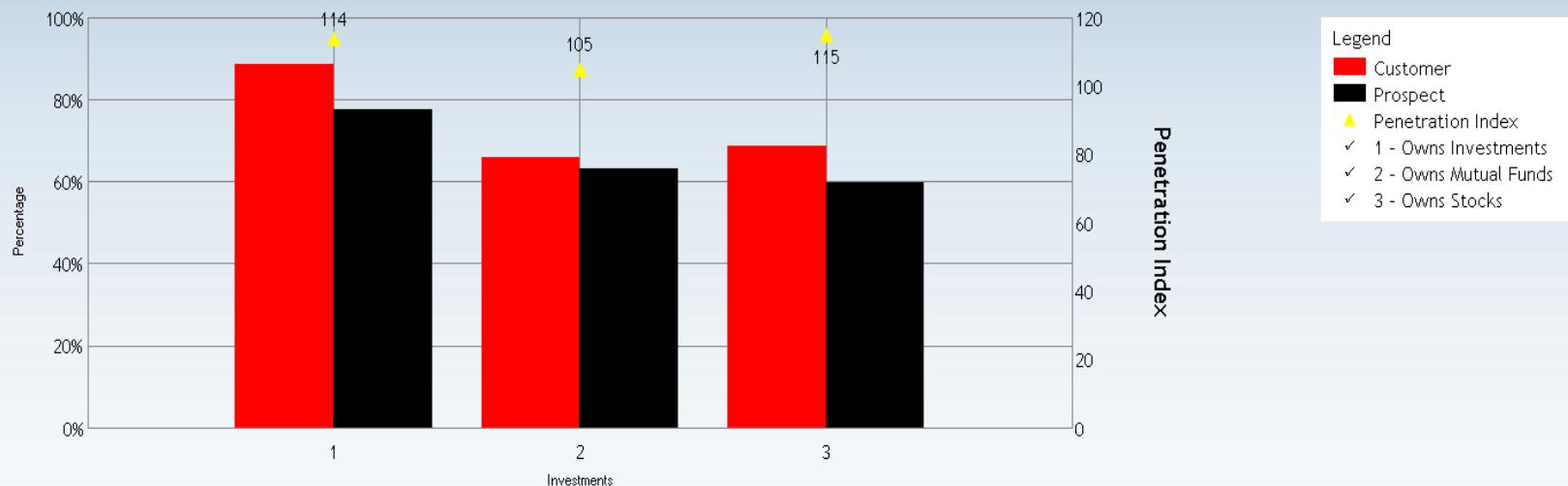
Wealth Rating is a proprietary model that is used to assess the wealth of each U.S. household. Data is applied at the household level. Numerous factors are used in the creation of the Wealth Rating model including income, home value, debt balance, assessed net worth, and more.



Wealth Rating	0	1	2	3	4	5	6	7	8	9	10
Customer Count	26	136	42	62	26	38	20	48	129	201	50
Customer %	3%	17%	5%	8%	3%	5%	3%	6%	17%	26%	6%
Prospect Count	257	938	341	483	210	322	129	163	365	758	243
Prospect %	6%	22%	8%	11%	5%	8%	3%	4%	9%	18%	6%
Penetration Index	55	78	67	69	67	64	84	159	191	143	111

Investments

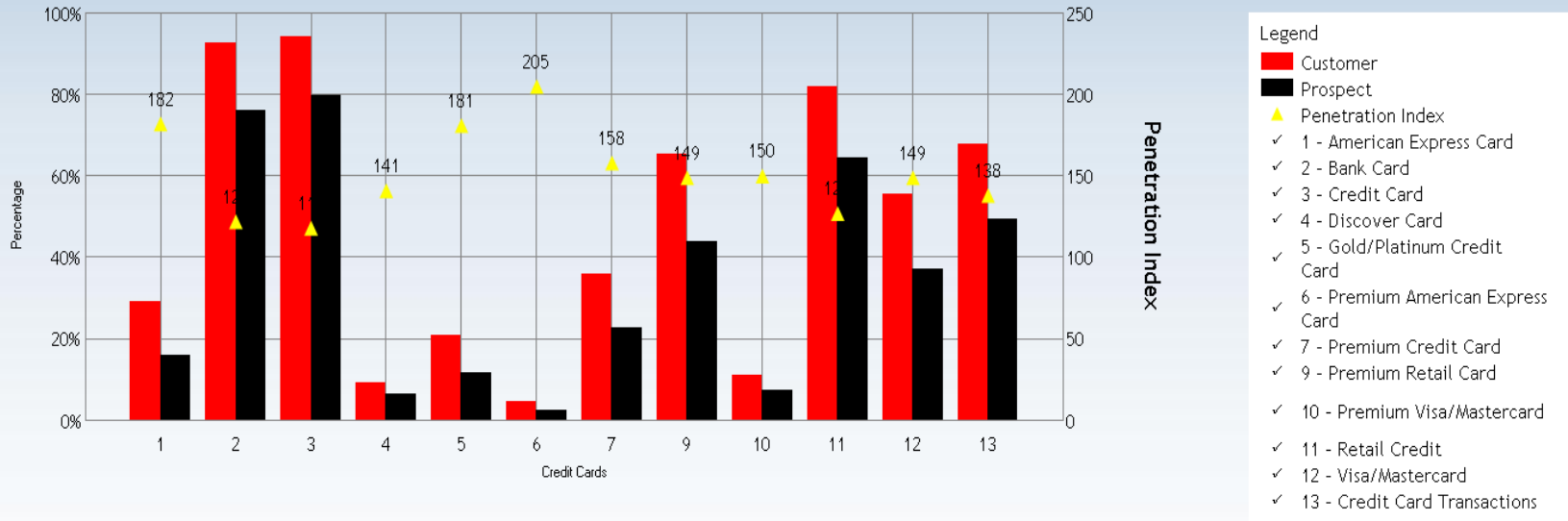
The Investments select identifies households that own specific types of investments. Data is applied at the household level and is sourced from self-reported consumer surveys.



Investments	1	2	3
Customer Count	691	514	534
Customer %	89%	66%	69%
Prospect Count	3,265	2,656	2,511
Prospect %	78%	63%	60%
Penetration Index	114	105	115

Credit Cards

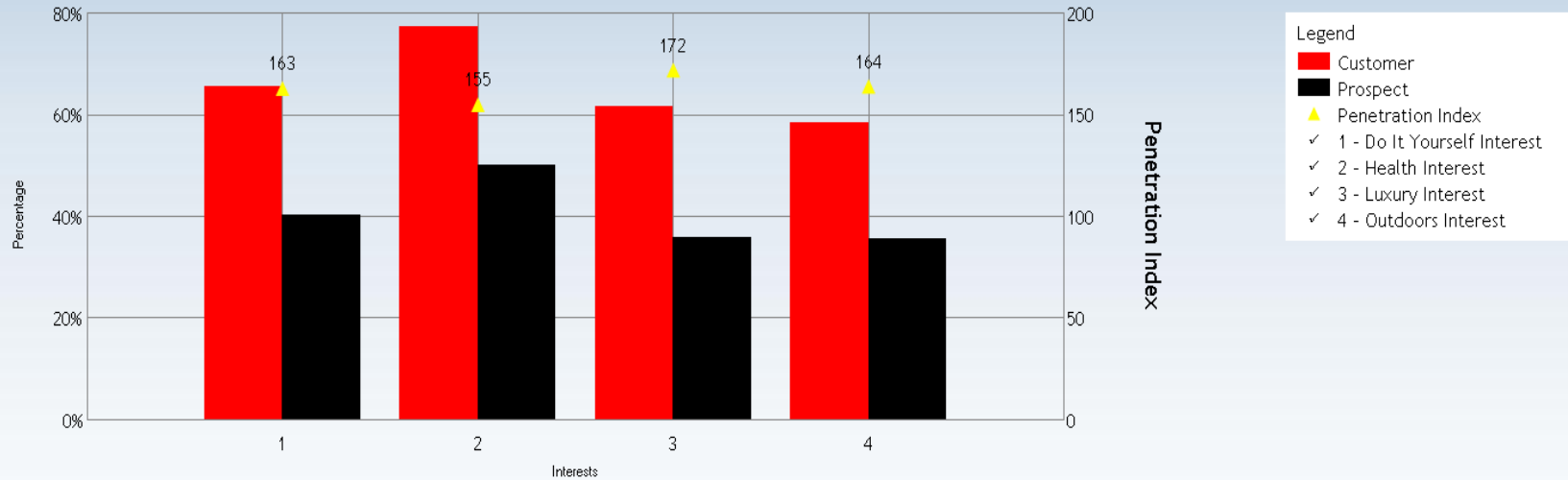
The Credit Cards select is a flag that is used to indicate credit card activity for a given household and is typically sourced from retail transaction data. Marketers may benefit from this data as they can see which household are not only actively making purchases but have credit established.



Credit Cards	1	2	3	4	5	6	7	9	10	11	12	13
Customer Count	226	720	732	70	162	36	278	508	86	637	432	528
Customer %	29%	93%	94%	9%	21%	5%	36%	65%	11%	82%	56%	68%
Prospect Count	673	3,205	3,362	268	483	95	953	1,840	310	2,706	1,564	2,075
Prospect %	16%	76%	80%	6%	11%	2%	23%	44%	7%	64%	37%	49%
Penetration Index	182	122	118	141	181	205	158	149	150	127	149	138

Interests

Lifestyle data features a variety of consumer interest segments that are available for targeting. Data is applied at the household level and is sourced from self-reported surveys.



Interests	1	2	3	4
Customer Count	510	601	480	454
Customer %	66%	77%	62%	58%
Prospect Count	1,696	2,103	1,508	1,495
Prospect %	40%	50%	36%	36%
Penetration Index	163	155	172	164