modern™ postcard

Sample Profile Report

Customer File Name	Upload Date	Match Count
R_SJB Enrollment.TXT	09/09/13	663 of 757 names

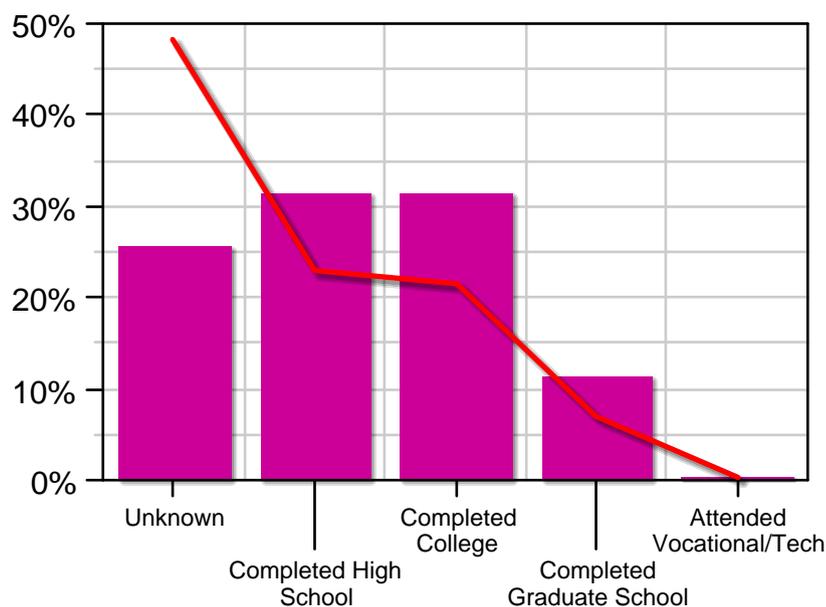## Income Range Code New   (Red: Zipcode Average)
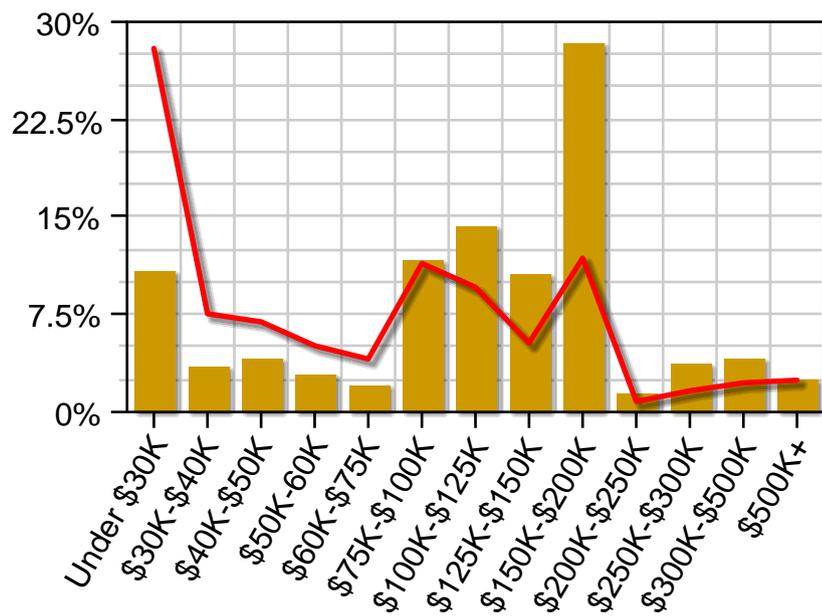
 Income Range Code New is "$150K-$200K" for 28.37% of customers.

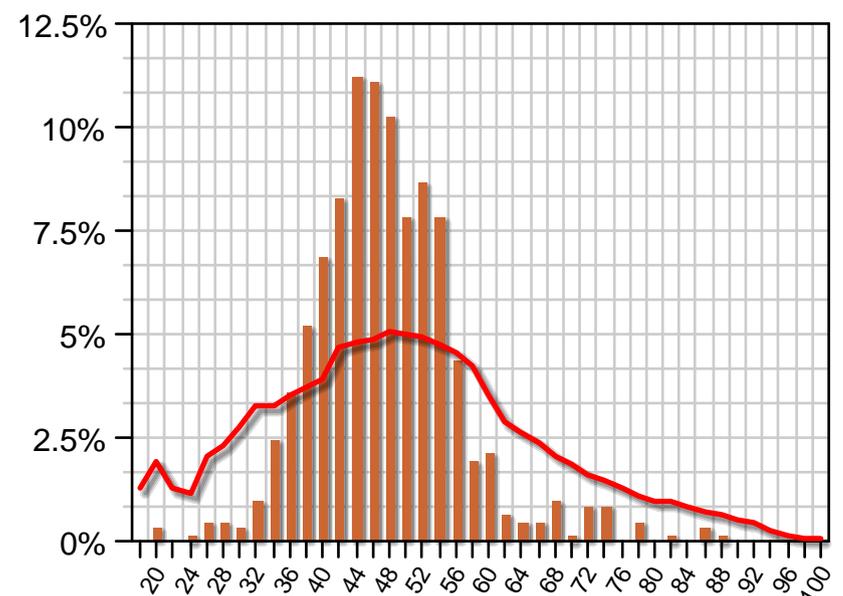## Home Market Value   (Red: Zipcode Average)
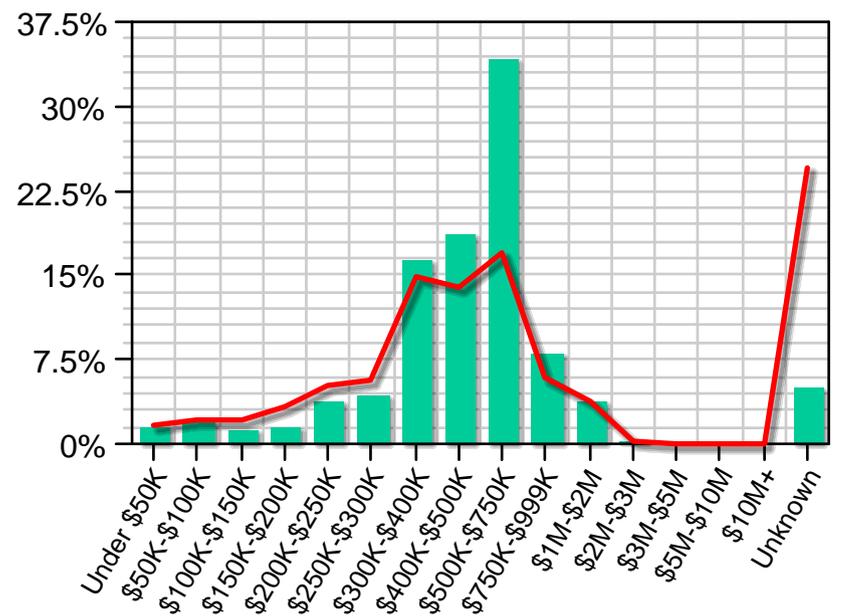
 Home Market Value is "$500K-$750K" for 34.2% of customers (based on the 98% of customers with known values).

Household Education Level   (Red: Zipcode Average)

31.52% of customers have Household Education Level of "Completed College".
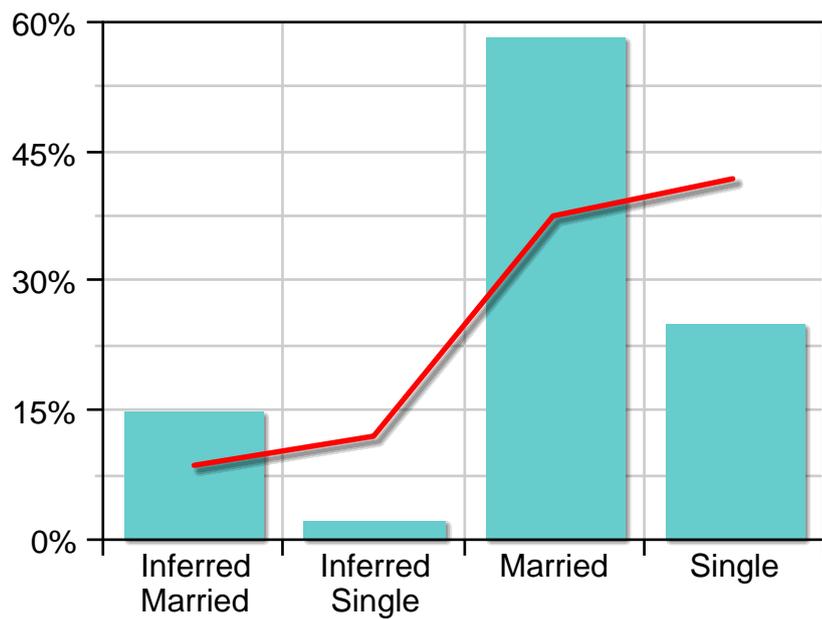
Head of Household Age   (Red: Zipcode Average)

Head of Household Age is "44" for 11.23% of customers (based on the 93% of customers with known values).
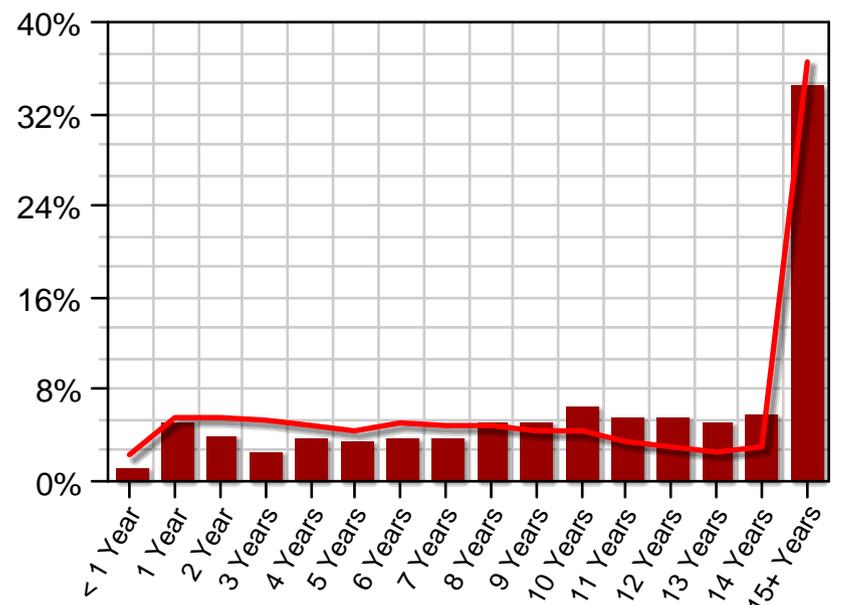
Sample Profile Report
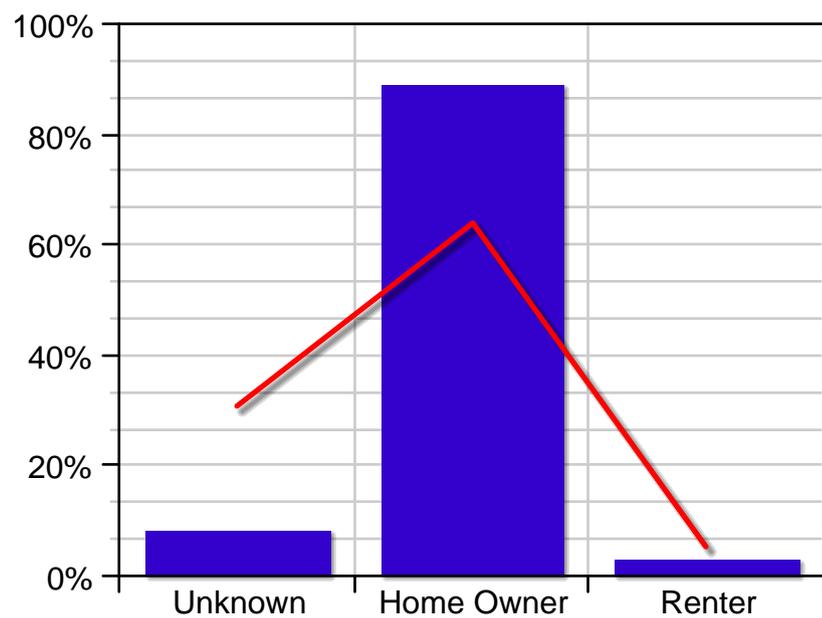
Marital Status   (Red: Zipcode Average)

58.1% of customers have Marital Status of "Married" (based on the 94% of customers with known values).
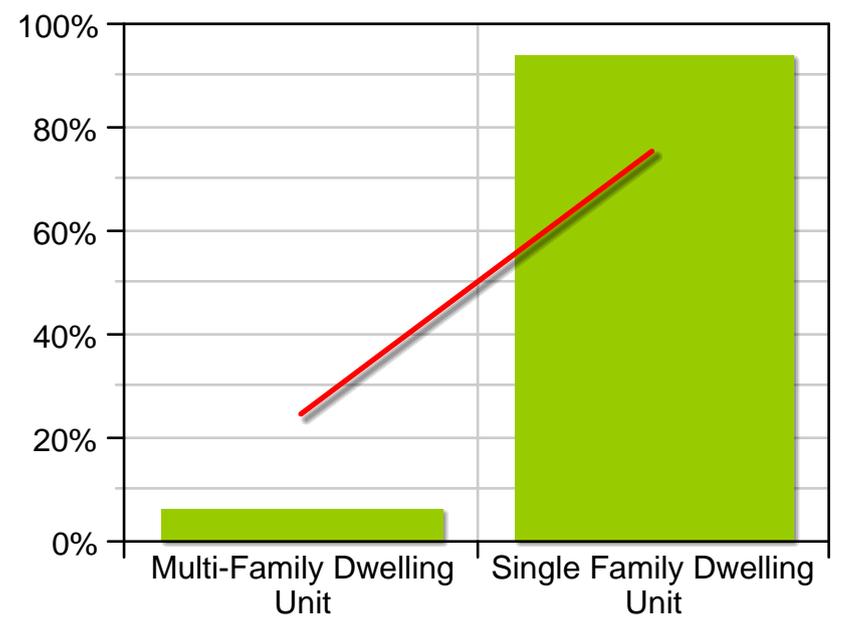
Length of Residence   (Red: Zipcode Average)

34.46% of customers have Length of Residence of "15+ Years" (based on the 94% of customers with known values).

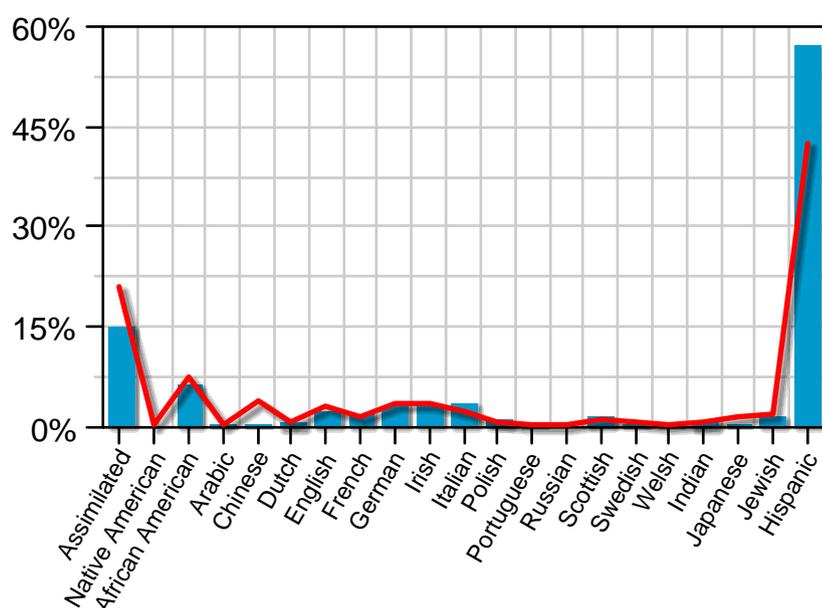## Home Owner Indicator   (Red: Zipcode Average)

Home Owner Indicator is "Home Owner" for 88.83% of customers.
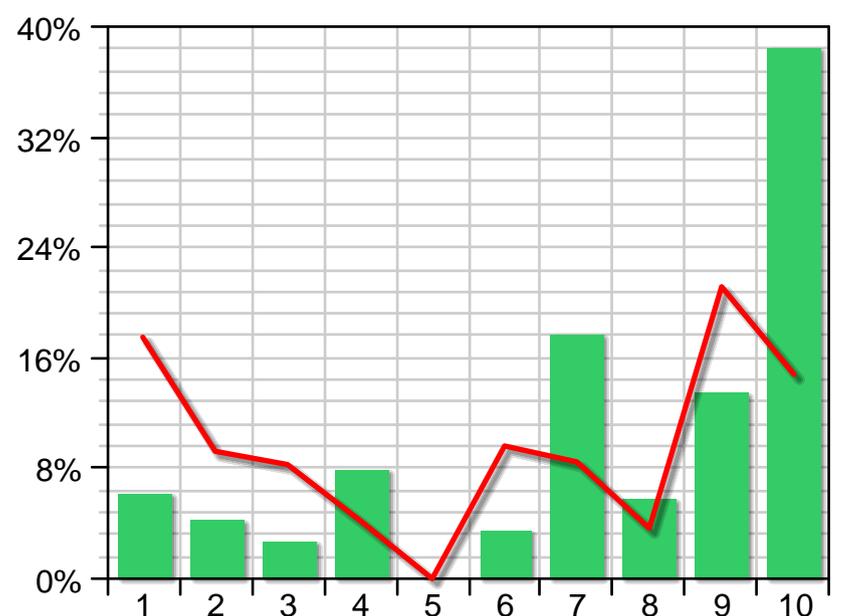
Home Structure Type   (Red: Zipcode Average)

94.09% of customers have Home Structure Type of "Single Family Dwelling Unit".

Ethnicity   (Red: Zipcode Average)
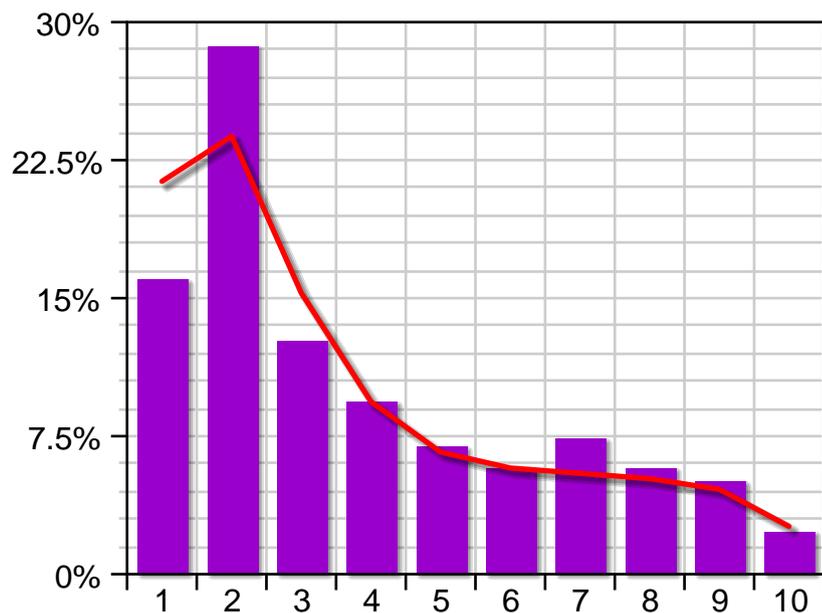

57.31% of customers have Ethnicity of "Hispanic".

Over-Spender Decile   (Red: Zipcode Average)

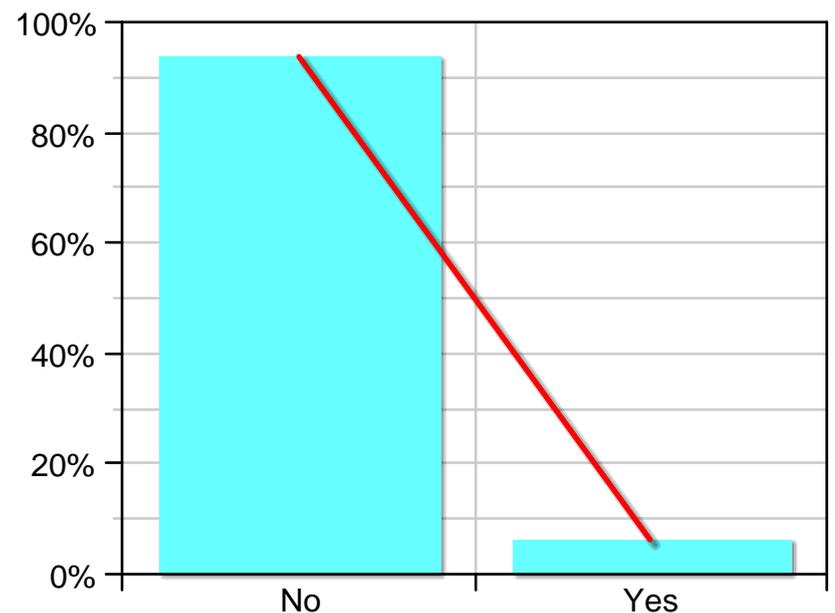Over-Spender Decile is "10" for 38.49% of customers.

Sample Profile Report

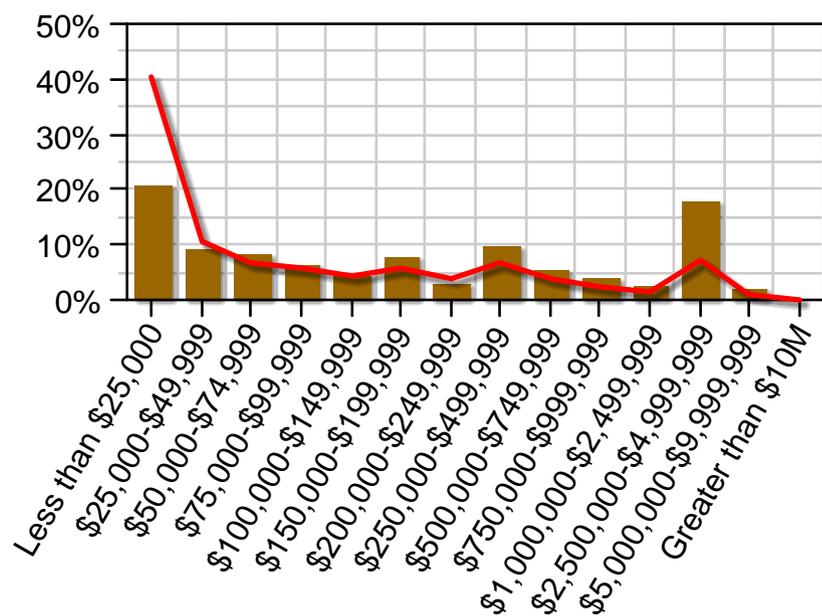## Recession Sensitivity Decile   (Red: Zipcode Average)

Recession Sensitivity Decile is "2" for 28.68% of customers (based on the 98% of customers with known values).

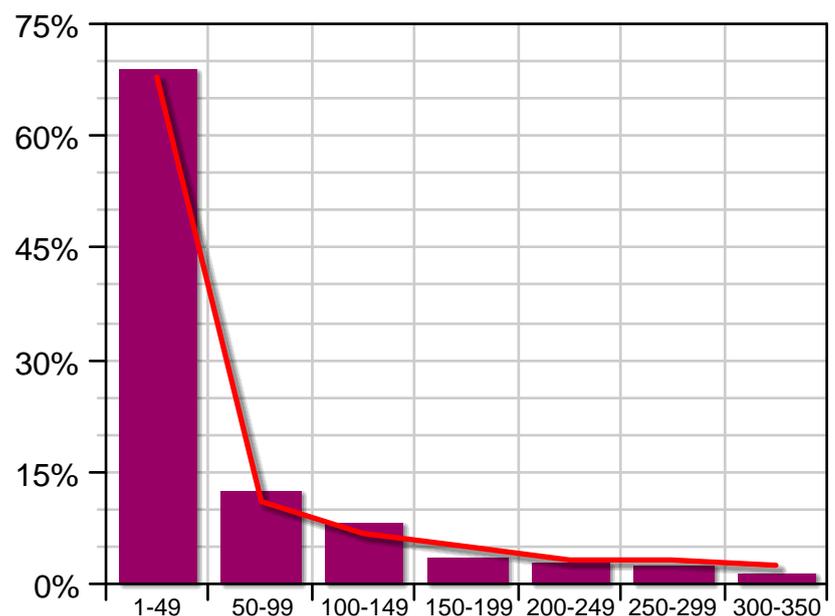## Charitable Donor   (Red: Zipcode Average)

Charitable Donor is "No" for 93.66% of customers.
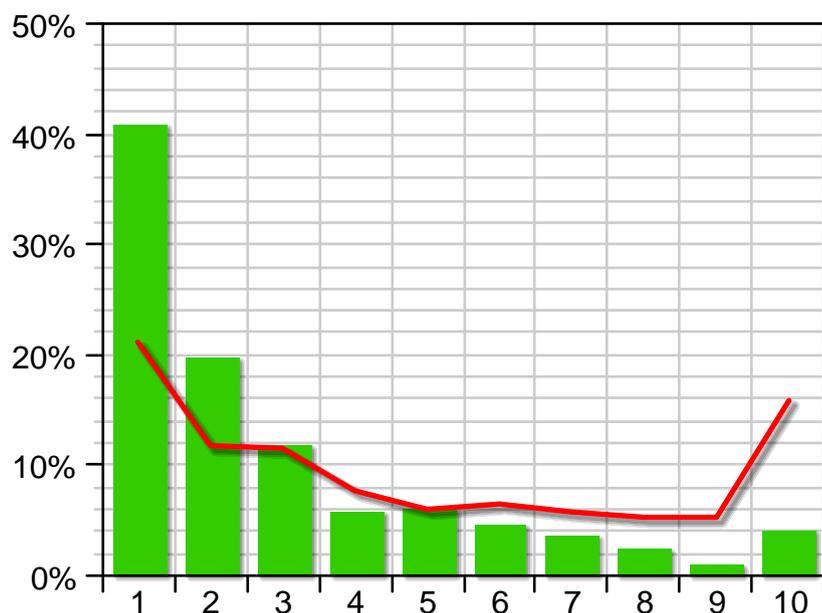
Net Worth   (Red: Zipcode Average)

Net Worth is "Less than $25,000" for 20.55% of customers (based on the 98% of customers with known values).

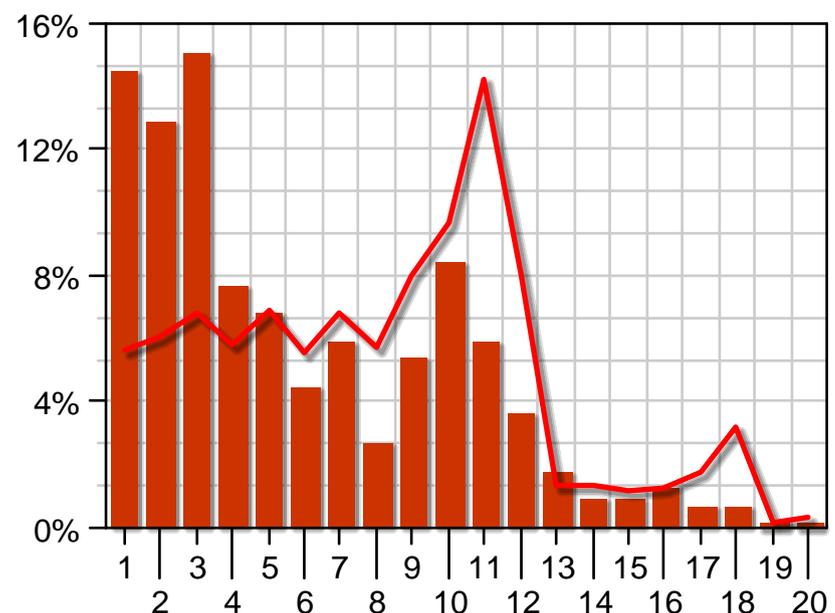## Invitation to Apply Index Range   (Red: Zipcode Average)

69.01% of customers have Invitation to Apply Index Range of "1-49" (based on the 98% of customers with known values).

Vacation Property Decile   (Red: Zipcode Average)

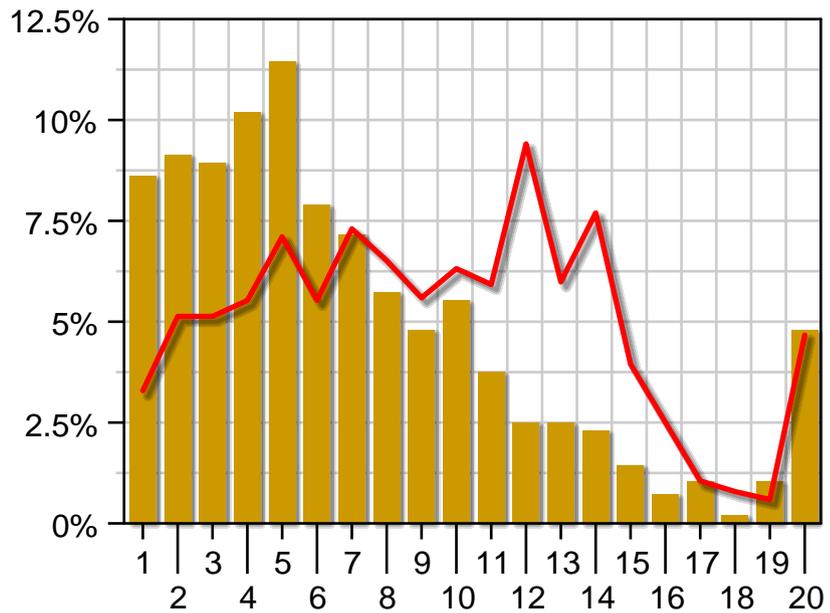40.95% of customers have Vacation Property Decile of "1".

Social Networking - Personal Voice Demi Decile   (Red: Zipcode Average)

Social Networking - Personal Voice Demi Decile is "3" for 15.05% of customers (based on the 84% of customers with known values).
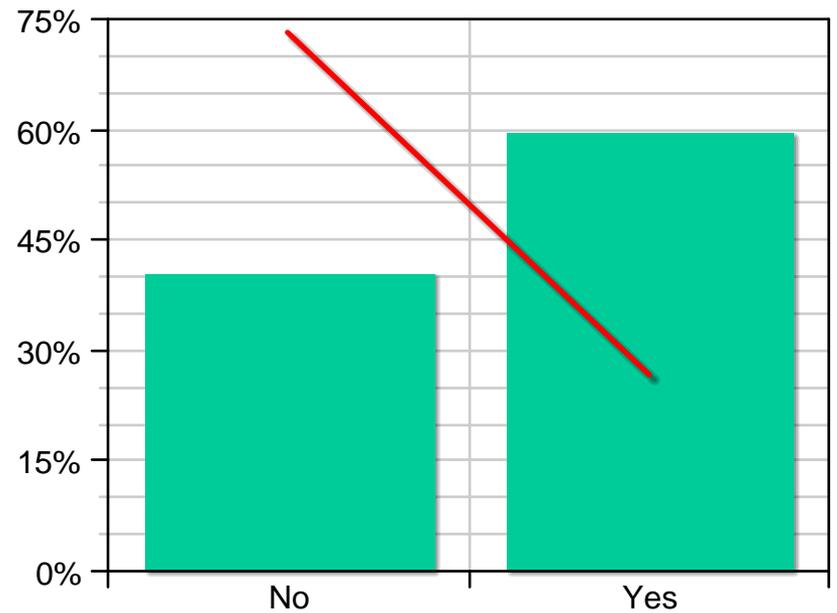
Sample Profile Report

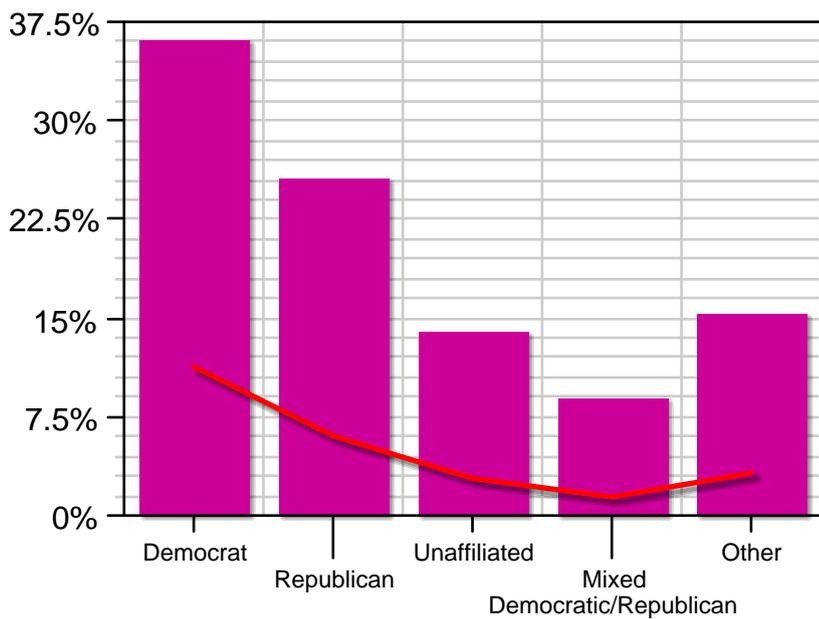## Social Networking - Social Network Demi Decile   (Red: Zipcode Average)

11.46% of customers have Social Networking - Social Network Demi Decile of "5" (based on the 84% of customers with known values).
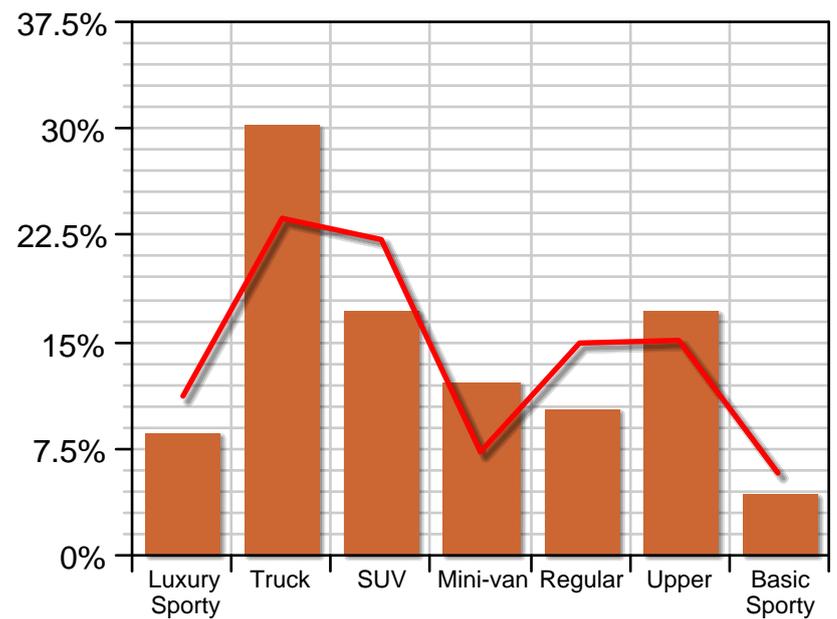
Facebook Flag   (Red: Zipcode Average)

Facebook Flag is "Yes" for 59.57% of customers.

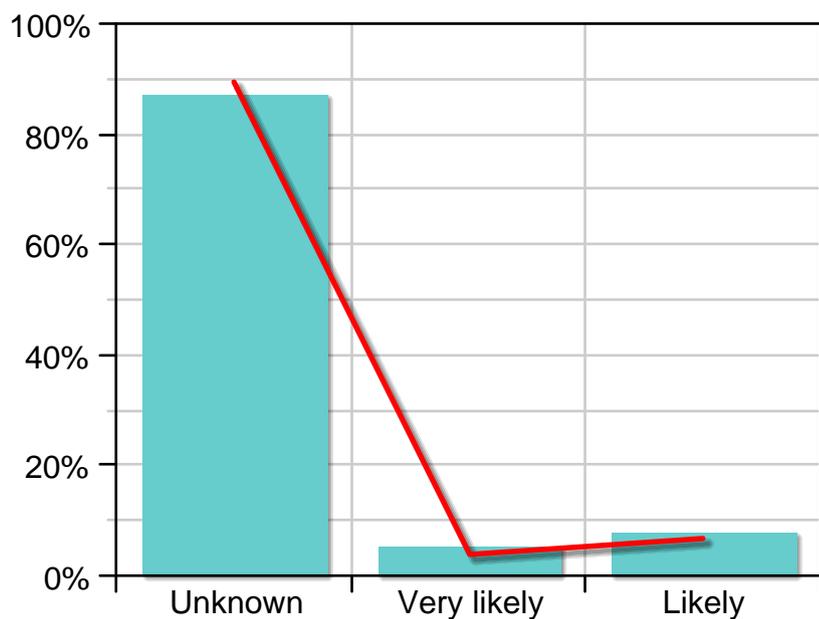## Registered Political Party   (Red: Zipcode Average)

Registered Political Party is "Democrat" for 36.18% of customers.

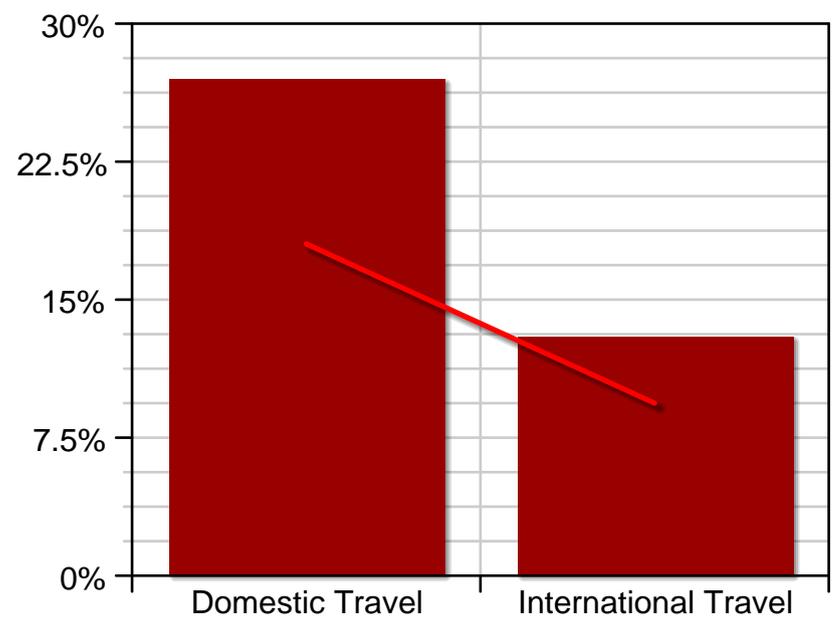## Dominant Vehicle Lifestyle   (Red: Zipcode Average)

Dominant Vehicle Lifestyle is "Truck " for 30.17% of customers (based on the 17% of customers with known values).

Likelihood to Invest   (Red: Zipcode Average)

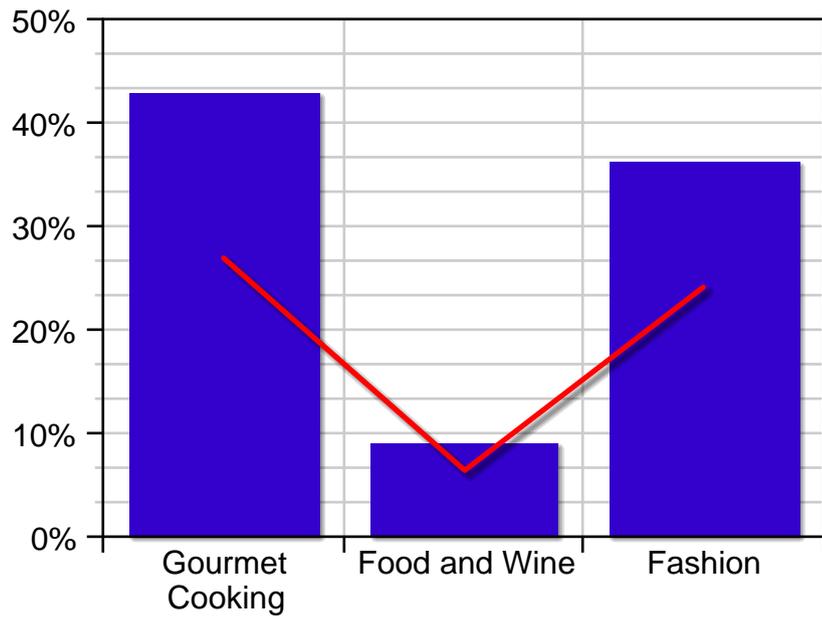Likelihood to Invest is "Unknown" for 86.87% of customers.

Interests   (Red: Zipcode Average)

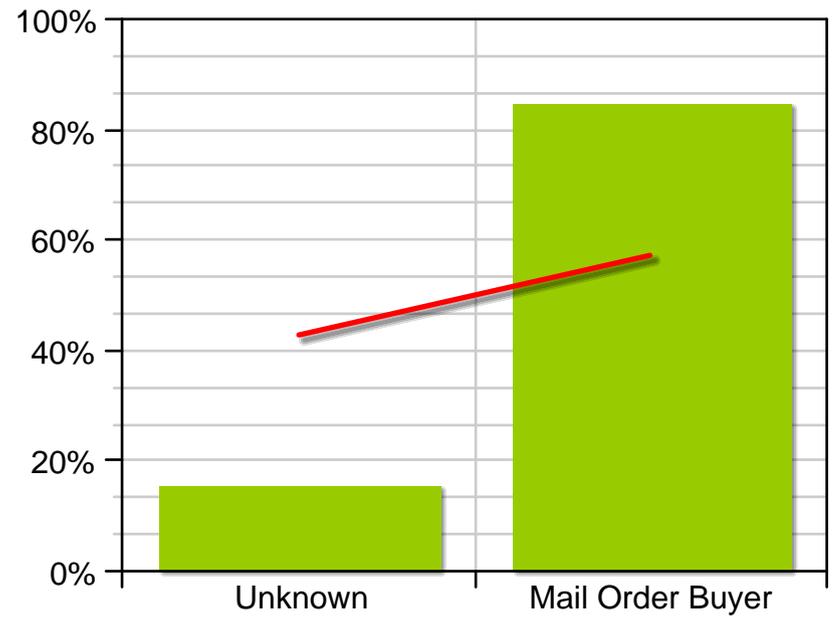26.99% of customers have a Interests category of Domestic Travel.

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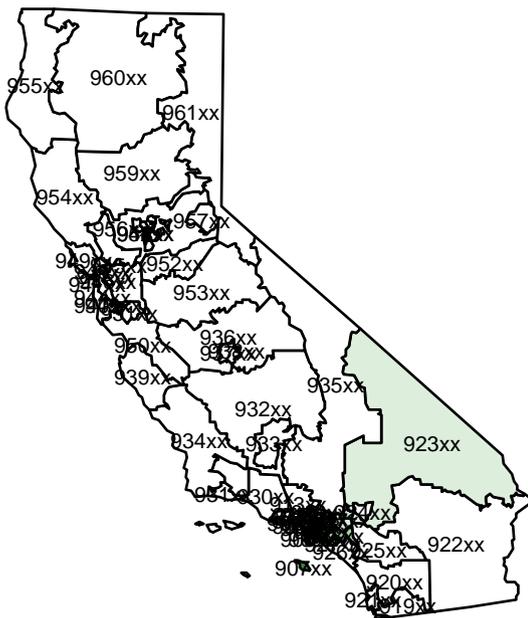
Gourmet   (Red: Zipcode Average)

42.83% of customers have a Gourmet category of Gourmet Cooking.

Mail Order Buyer   (Red: Zipcode Average)

Mail Order Buyer is "Mail Order Buyer" for 84.46% of customers.

State: CA

Concentration: Higher ■■■□□ Lower

Population concentration for the state of: CA