

# Enhanced Look-Alike Report

REPORT # R3494587



## 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

<b>Report #:</b>	R3494587
<b>Date:</b>	09/19/2013
<b>Upload file name:</b>	Test Data TMR 07202012.csv
<b>Total records uploaded:</b>	9,847
<b>Total uploaded records matched:</b>	6,370
<b>Match rate:</b>	64.69%
<b>Database:</b>	Consumer Database
<b>Total analyzed prospects:</b>	222,972,852
<b>Total “Best performers” prospects:</b>	3,330,907
<b>Total “Undecided prospects”:</b>	131,895,396

## THE FOLLOWING ELEMENTS HAVE BEEN ANALYSED:

### Geography:

- State

### Household:

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

### Interest:

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

### Buying Behaviour:

- Credit Card Users
- Mail Responders
- Heavy Transactor
- Buying Activity Categories

### Auto:

- Number of Vehicles
- Vehicle Type - 1st Vehicle
- Vehicle Type - 2nd Vehicle

### Individual:

- Adult Age (2-year Increments)
- Gender (Individual)
- Acxiom Country of Origin
- Education of Selected Record

### Home:

- Dwelling Unit Size
- Homeowner/Renter
- Home Equity Available Ranges
- Home Purchase Year

### Wealth:

- Estimated Income
- NetWorth Gold

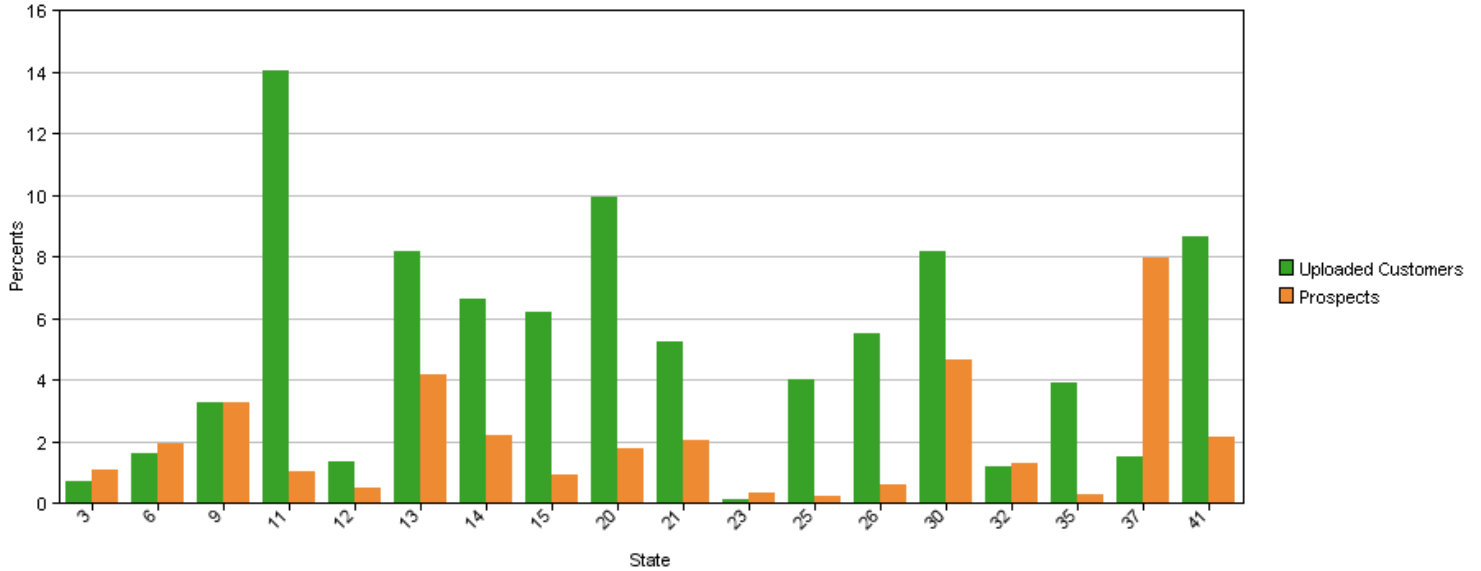
### Social Networking:

- Internet Connection Type
- Social Influencer - (Individual)
- Socially Influenced - (Individual)
- Mobile Social Networker - (Individual)
- Heavy Facebook User - (Individual)
- Heavy Twitter User - (Individual)
- Heavy LinkedIn User - (Individual)

**GEOGRAPHY**

**STATE**

State where your current and prospective customers are located.



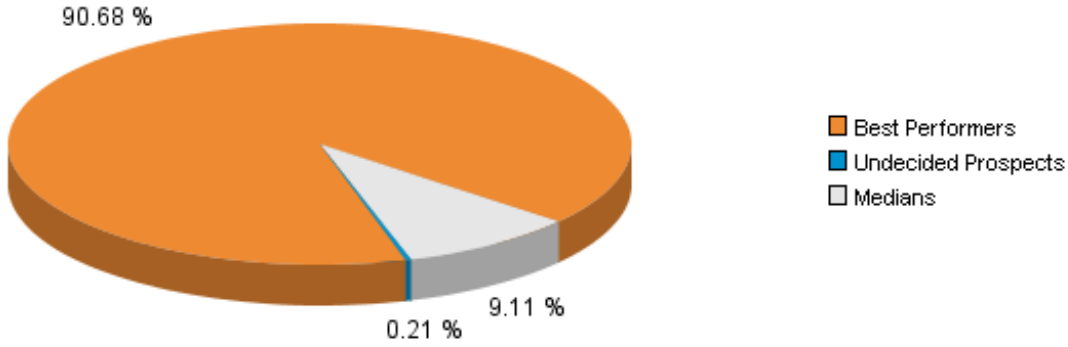
This element contains too many attributes to fit in the chart, so only top 40 with the highest MPI are displayed.

#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	AK - Alaska	1	0.02 %	564,851	0.25 %	6	-3.72
2	AL - Alabama	21	0.34 %	4,127,933	1.85 %	18	-8.87
3	AR - Arkansas	46	0.74 %	2,451,849	1.10 %	67	-2.74
4	AZ - Arizona	6	0.10 %	4,296,288	1.93 %	5	-10.51
5	CA - California	45	0.72 %	25,622,805	11.49 %	6	-26.65
6	CO - Colorado	100	1.61 %	4,394,814	1.97 %	81	-2.08
7	DE - Delaware	7	0.11 %	808,672	0.36 %	31	-3.29
8	FL - Florida	33	0.53 %	16,936,729	7.60 %	7	-21.05
9	GA - Georgia	205	3.29 %	7,324,133	3.29 %	100	0.03
10	HI - Hawaii	3	0.05 %	854,122	0.38 %	13	-4.28
<b>11</b>	<b>IA - Iowa</b>	<b>877</b>	<b>14.08 %</b>	<b>2,332,537</b>	<b>1.05 %</b>	<b>1346</b>	<b>101.10</b>
<b>12</b>	<b>ID - Idaho</b>	<b>85</b>	<b>1.37 %</b>	<b>1,105,003</b>	<b>0.50 %</b>	<b>275</b>	<b>9.76</b>
<b>13</b>	<b>IL - Illinois</b>	<b>511</b>	<b>8.20 %</b>	<b>9,324,969</b>	<b>4.18 %</b>	<b>196</b>	<b>15.86</b>
<b>14</b>	<b>IN - Indiana</b>	<b>415</b>	<b>6.66 %</b>	<b>4,889,393</b>	<b>2.19 %</b>	<b>304</b>	<b>24.08</b>
<b>15</b>	<b>KS - Kansas</b>	<b>388</b>	<b>6.23 %</b>	<b>2,036,858</b>	<b>0.91 %</b>	<b>682</b>	<b>44.08</b>
16	KY - Kentucky	34	0.55 %	3,307,470	1.48 %	37	-6.12

17	LA - Louisiana	26	0.42 %	3,989,765	1.79 %	23	-8.17
18	MD - Maryland	18	0.29 %	4,456,961	2.00 %	14	-9.64
19	MI - Michigan	52	0.84 %	9,150,244	4.10 %	20	-13.01
<b>20</b>	<b>MN - Minnesota</b>	<b>619</b>	<b>9.94 %</b>	<b>4,011,823</b>	<b>1.80 %</b>	<b>552</b>	<b>48.32</b>
<b>21</b>	<b>MO - Missouri</b>	<b>328</b>	<b>5.27 %</b>	<b>4,583,631</b>	<b>2.06 %</b>	<b>256</b>	<b>17.85</b>
22	MS - Mississippi	22	0.35 %	2,236,535	1.00 %	35	-5.15
23	MT - Montana	8	0.13 %	736,437	0.33 %	39	-2.78
24	NC - North Carolina	55	0.88 %	8,616,007	3.86 %	23	-12.21
<b>25</b>	<b>ND - North Dakota</b>	<b>250</b>	<b>4.01 %</b>	<b>504,338</b>	<b>0.23 %</b>	<b>1776</b>	<b>62.94</b>
<b>26</b>	<b>NE - Nebraska</b>	<b>344</b>	<b>5.52 %</b>	<b>1,350,764</b>	<b>0.61 %</b>	<b>911</b>	<b>50.00</b>
27	NM - New Mexico	4	0.06 %	1,367,571	0.61 %	10	-5.55
28	NV - Nevada	3	0.05 %	2,204,956	0.99 %	5	-7.51
29	NY - New York	38	0.61 %	16,049,487	7.20 %	8	-20.12
<b>30</b>	<b>OH - Ohio</b>	<b>510</b>	<b>8.19 %</b>	<b>10,433,406</b>	<b>4.68 %</b>	<b>175</b>	<b>13.11</b>
31	OK - Oklahoma	22	0.35 %	3,093,535	1.39 %	25	-6.98
32	OR - Oregon	75	1.20 %	2,936,670	1.32 %	91	-0.78
33	PA - Pennsylvania	32	0.51 %	9,883,903	4.43 %	12	-15.03
34	SC - South Carolina	13	0.21 %	3,571,390	1.60 %	13	-8.76
<b>35</b>	<b>SD - South Dakota</b>	<b>243</b>	<b>3.90 %</b>	<b>601,619</b>	<b>0.27 %</b>	<b>1445</b>	<b>55.22</b>
36	TN - Tennessee	26	0.42 %	5,001,048	2.24 %	19	-9.73
<b>37</b>	<b>TX - Texas</b>	<b>95</b>	<b>1.53 %</b>	<b>17,807,138</b>	<b>7.99 %</b>	<b>19</b>	<b>-18.81</b>
38	UT - Utah	27	0.43 %	2,082,304	0.93 %	46	-4.11
39	VA - Virginia	39	0.63 %	6,145,311	2.76 %	23	-10.27
40	WA - Washington	58	0.93 %	5,150,238	2.31 %	40	-7.24
<b>41</b>	<b>WI - Wisconsin</b>	<b>540</b>	<b>8.67 %</b>	<b>4,787,034</b>	<b>7.99 %</b>	<b>19</b>	<b>-18.81</b>
42	WV - West Virginia	4	0.06 %	1,424,370	0.64 %	10	-5.70
43	WY - Wyoming	1	0.02 %	417,941	0.19 %	9	-3.12

All the analyzed geography except for the nationwide will be included into your Data Analytics search.

## ADULT AGE (2-YEAR INCREMENTS) - MPI VIEW (%)



BEST PERFORMERS	MPI
ND - North Dakota	1776
SD - South Dakota	1445
IA - Iowa	1346
NE - Nebraska	911
KS - Kansas	682
MN - Minnesota	552
WI - Wisconsin	404
IN - Indiana	304
ID - Idaho	275
MO - Missouri	256
ID - Idaho	275
IL - Illinois	196
OH - Ohio	175

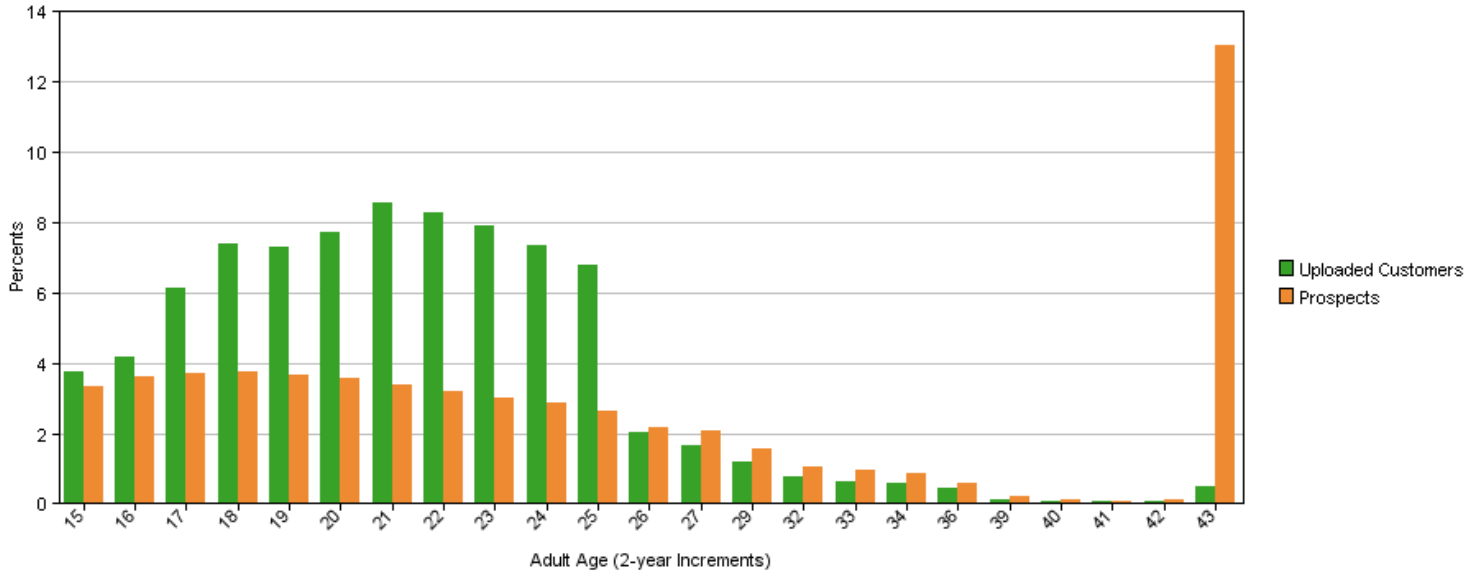
UNDECIDED PROSPECTS	MPI
TX - Texas	19

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INDIVIDUAL

ADULT AGE (2-YEAR INCREMENTS)

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



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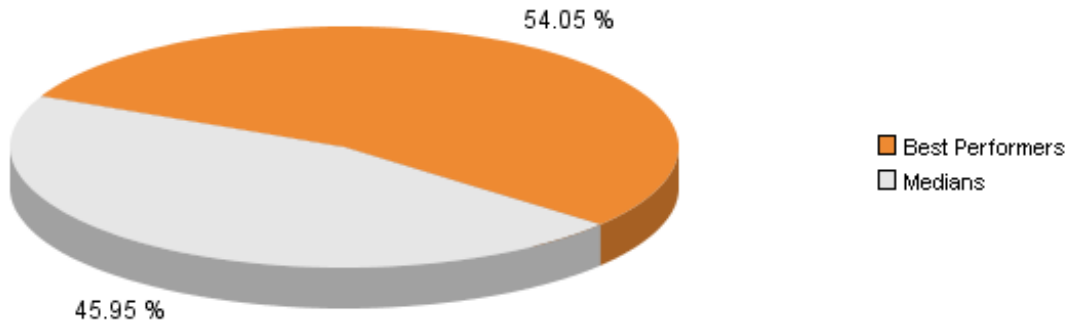
#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Age 18-19	2	0.03 %	1,664,983	0.75 %	4*	-6.55
2	Age 20-21	1	0.02 %	3,300,066	1.48 %	1*	-9.57
3	Age 22-23	4	0.06 %	3,822,435	1.71 %	4*	-10.03
4	Age 24-25	7	0.11 %	4,317,276	1.94 %	6*	-10.45
5	Age 26-27	10	0.16 %	5,036,057	2.26 %	7*	-11.14
6	Age 28-29	28	0.45 %	5,567,043	2.50 %	18*	-10.35
7	Age 30-31	43	0.69 %	6,084,481	2.73 %	25*	-9.88
8	Age 32-33	65	1.04 %	6,555,123	2.94 %	36*	-8.86
9	Age 34-35	86	1.38 %	6,297,146	2.82 %	49*	-6.87
10	Age 36-37	83	1.33 %	6,270,779	2.81 %	47*	-7.07
11	Age 38-39	88	1.41 %	6,366,901	2.86 %	49*	-6.83
12	Age 40-41	110	1.77 %	6,701,904	3.01 %	59*	-5.73
13	Age 42-43	124	1.99 %	7,523,065	3.37 %	59*	-6.05
14	Age 44-45	160	2.57 %	7,344,986	3.29 %	78*	-3.21
15	Age 46-47	233	3.74 %	7,454,978	3.34 %	112	1.75
16	Age 48-49	259	4.16 %	8,042,901	3.61 %	115	2.33

17	Age 50-51	383	6.15 %	8,264,291	3.71 %	166	10.21
18	Age 52-53	462	7.42 %	8,388,711	3.76 %	197	15.16
19	Age 54-55	455	7.31 %	8,190,286	3.67 %	199	15.24
20	Age 56-57	482	7.74 %	7,989,391	3.58 %	216	17.64
21	Age 58-59	534	8.57 %	7,567,973	3.39 %	253	22.57
22	Age 60-61	516	8.28 %	7,122,074	3.19 %	259	22.85
23	Age 62-63	492	7.90 %	6,692,520	3.00 %	263	22.66
24	Age 64-65	459	7.37 %	6,395,715	2.87 %	257	21.28
25	Age 66-67	423	6.79 %	5,866,820	2.63 %	258	20.51
26	Age 68-69	125	2.01 %	4,836,133	2.17 %	93	-0.88
27	Age 70-71	104	1.67 %	4,649,664	2.09 %	80	-2.29
28	Age 72-73	74	1.19 %	3,898,575	1.75 %	68*	-3.37
29	Age 74-75	73	1.17 %	3,493,513	1.57 %	75	-2.51
30	Age 76-77	57	0.92 %	3,094,624	1.39 %	66*	-3.19
31	Age 78-79	42	0.67 %	2,647,930	1.19 %	57*	-3.74
32	Age 80-81	49	0.79 %	2,374,123	1.07 %	74	-2.14
33	Age 82-83	39	0.63 %	2,181,261	0.98 %	64	-2.82
34	Age 84-85	35	0.56 %	1,892,876	0.85 %	66	-2.47
35	Age 86-87	25	0.40 %	1,625,695	0.73 %	55*	-3.04
36	Age 88-89	27	0.43 %	1,345,122	0.60 %	72	-1.73
37	Age 90-91	12	0.19 %	1,043,833	0.47 %	41*	-3.18
38	Age 92-93	7	0.11 %	802,090	0.36 %	31*	-3.27
39	Age 94-95	7	0.11 %	485,272	0.22 %	51	-1.79
40	Age 96-97	4	0.06 %	287,045	0.13 %	50	-1.43
41	Age 98-99	4	0.06 %	194,726	0.09 %	74	-0.62
42	Age 100+	5	0.08 %	261,913	0.12 %	68	-0.85
43	Unknown	31	0.50 %	29,030,552	13.02 %	4	-29.37

\*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.



## ADULT AGE (2-YEAR INCREMENTS) - MPI VIEW (%)



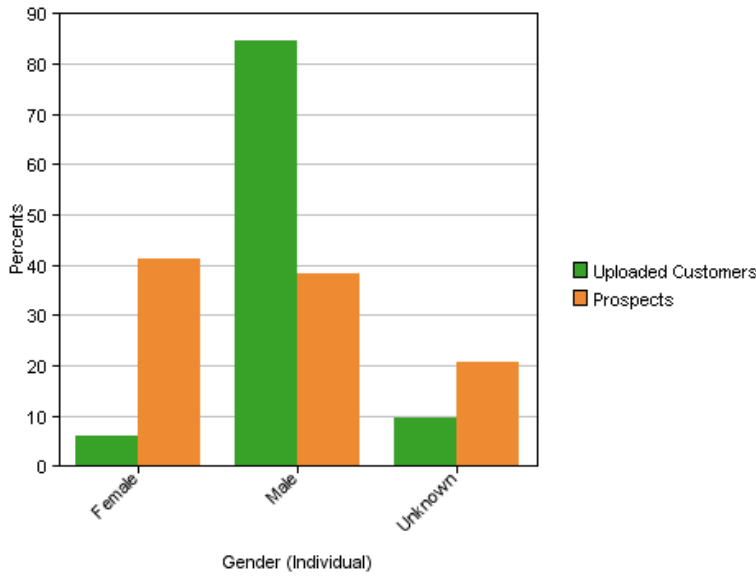
BEST PERFORMERS	MPI
Age 62-63	263
Age 60-61	259
Age 66-67	258
Age 64-65	257
Age 58-59	253
Age 56-57	216
Age 54-55	199
Age 52-53	197
Age 50-51	166

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INDIVIDUAL

GENDER (INDIVIDUAL)

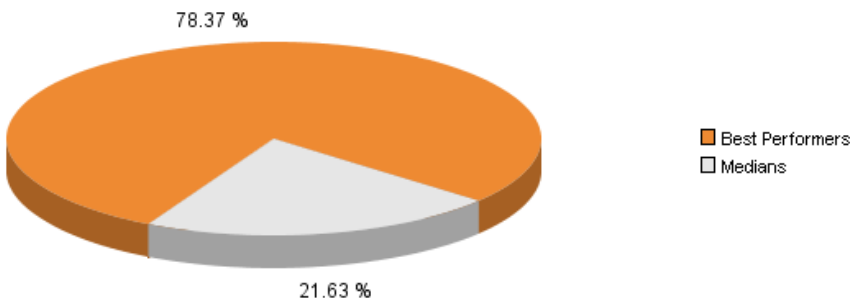
Indicates the gender of the individual. When individual’s first name and title are unknown or ambiguous and no additional sources reflect gender, the gender is coded as “Unknown”.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
F	Female	369	5.92 %	91,819,217	41.18 %	14*	-56.54
M	Male	5,263	84.49 %	85,220,257	38.22 %	221	75.15
[Unknown]	Unknown	597	9.58 %	45,933,377	20.60 %	47	-21.50

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GENDER (INDIVIDUAL) - MPI VIEW (%)



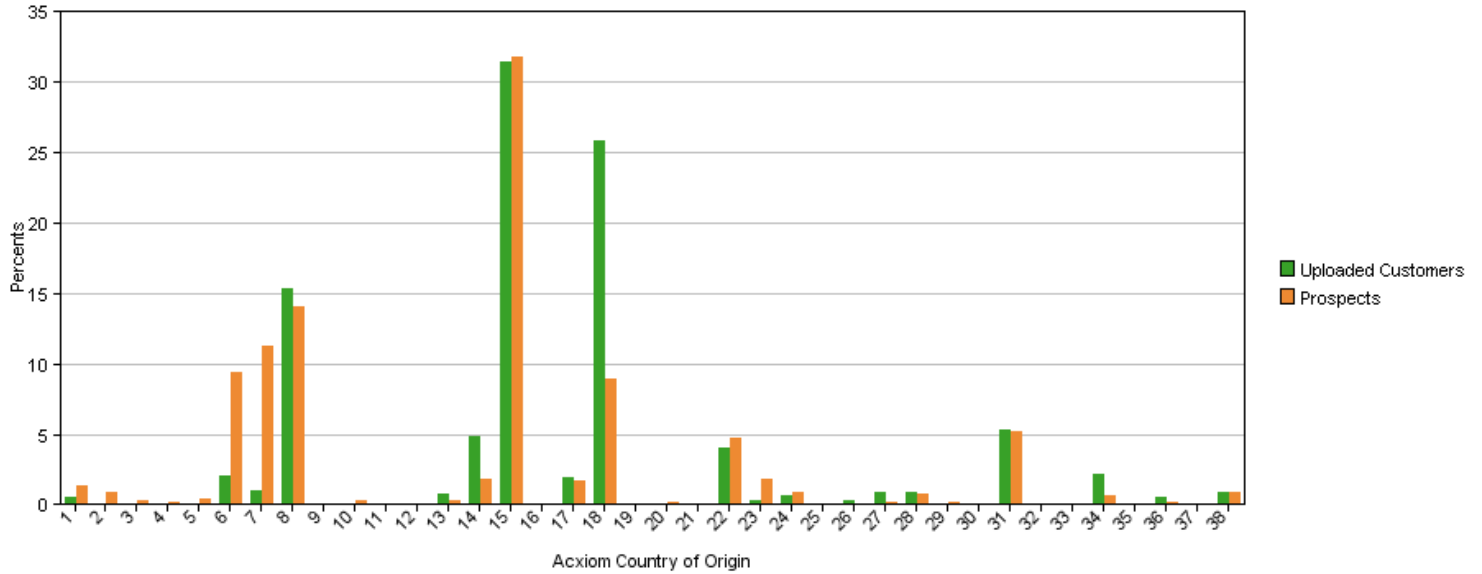
BEST PERFORMERS	MPI
Male	221

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INDIVIDUAL

ACXIOM COUNTRY OF ORIGIN

Indicates individual's country of origin.

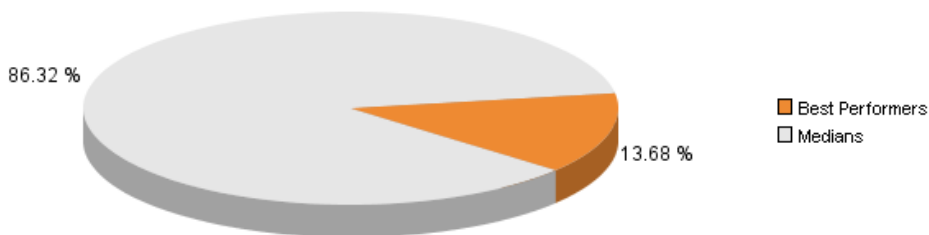


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Asian	30	0.48 %	3,089,539	1.39 %	35*	-6.10
2	China	2	0.03 %	2,004,640	0.90 %	4*	-7.25
3	India	2	0.03 %	685,373	0.31 %	10*	-3.92
4	Japan	2	0.03 %	351,252	0.16 %	20	-2.50
5	Vietnam	1	0.02 %	920,734	0.41 %	4*	-4.89
6	African american	126	2.02 %	20,962,015	9.40 %	22*	-19.95
7	Hispanic	62	1.00 %	25,118,274	11.27 %	9*	-25.64
8	White	954	15.32 %	31,310,961	14.04 %	109	2.89
9	America	2	0.03 %	93,595	0.04 %	76	-0.39
10	Arabia	1	0.02 %	554,313	0.25 %	6*	-3.69
11	Belgium	1	0.02 %	32,783	0.02 %	107	0.06
12	Croatia	1	0.02 %	43,648	0.02 %	80	-0.22
13	Czech	47	0.76 %	648,002	0.29 %	259*	6.80
<b>14</b>	<b>Denmark</b>	<b>300</b>	<b>4.82 %</b>	<b>4,033,848</b>	<b>1.81 %</b>	<b>266</b>	<b>17.81</b>
15	England	1,960	31.47 %	70,978,197	31.83 %	99	-0.62
16	Finland	3	0.05 %	94,500	0.04 %	114	0.23
17	France	121	1.94 %	3,841,404	1.72 %	113	1.33
<b>18</b>	<b>Germany</b>	<b>1,607</b>	<b>25.80 %</b>	<b>19,920,887</b>	<b>8.93 %</b>	<b>289</b>	<b>46.66</b>

19	Greece	1	0.02 %	136,797	0.06 %	26	-1.44
20	Hungary	1	0.02 %	309,536	0.14 %	12	-2.61
21	Iran	1	0.02 %	16,695	0.01 %	229	0.85
22	Ireland	252	4.05 %	10,660,670	4.78 %	85	-2.72
23	Italy	18	0.29 %	3,981,825	1.79 %	16*	-8.92
24	Jewish	43	0.69 %	1,976,673	0.89 %	78	-1.66
25	Luxembourg	2	0.03 %	4,093	0.00 %	1600*	5.29
26	Netherlands	15	0.24 %	90,202	0.04 %	603*	7.93
27	Norway	54	0.87 %	436,211	0.20 %	442*	11.97
28	Poland	52	0.84 %	1,670,566	0.75 %	111	0.79
29	Portugal	2	0.03 %	358,289	0.16 %	20	-2.54
30	Romania	1	0.02 %	24,554	0.01 %	145	0.38
31	Scotland	333	5.35 %	11,513,319	5.16 %	104	0.65
32	Slovakia	3	0.05 %	62,472	0.03 %	171	0.94
33	Slovenia	3	0.05 %	76,924	0.03 %	141	0.60
<b>34</b>	<b>Sweden</b>	<b>131</b>	<b>2.10 %</b>	<b>1,492,936</b>	<b>0.67 %</b>	<b>314</b>	<b>13.86</b>
35	Switzerland	3	0.05 %	56,987	0.03 %	185	1.08
36	Turkey	31	0.50 %	467,433	0.21 %	237*	4.97
37	Ukraine	3	0.05 %	95,222	0.04 %	112	0.19
38	Wales	58	0.93 %	2,059,270	0.92 %	101	0.06

\*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.

### ACXIOM COUNTRY OF ORIGIN - MPI VIEW (%)



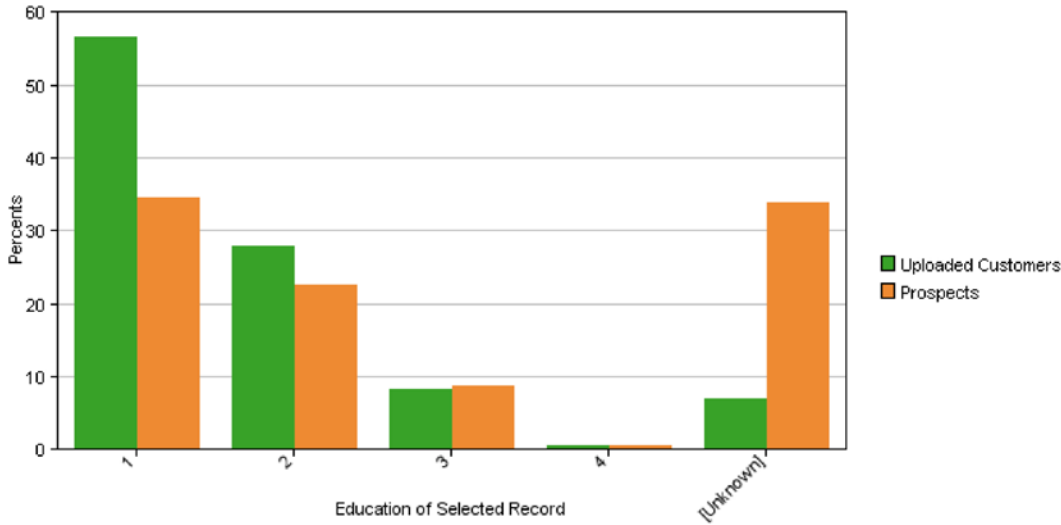
BEST PERFORMERS	MPI
Sweden	314
Germany	289
Denmark	266

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INDIVIDUAL

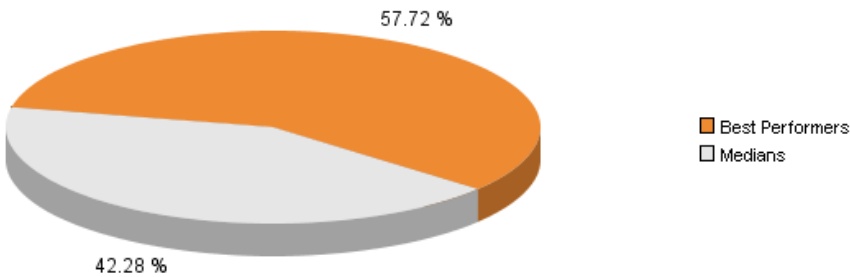
EDUCATION OF SELECTED RECORD

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	3,528	56.64 %	76,739,727	34.42 %	165	36.91
2	Completed college	1,735	27.85 %	50,444,563	22.62 %	123	9.87
3	Completed graduate school	510	8.19 %	19,345,264	8.68 %	94	-1.37
4	Attended vocational/tech	29	0.47 %	1,070,389	0.48 %	97	-0.16

EDUCATION OF SELECTED RECORD - MPI VIEW (%)

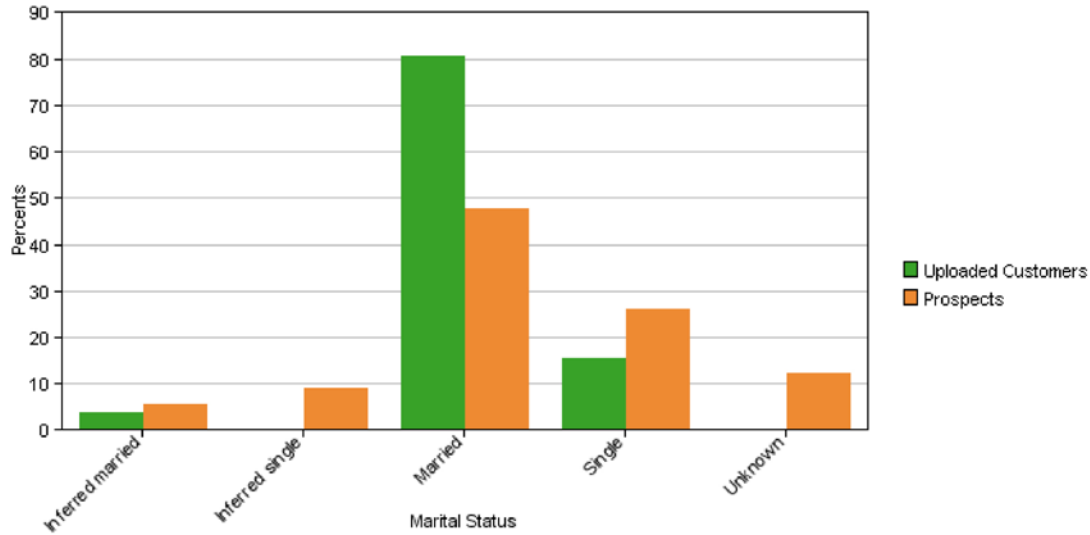


BEST PERFORMERS	MPI
Completed high school	165
Completed college	123

HOUSEHOLD

MARITAL STATUS

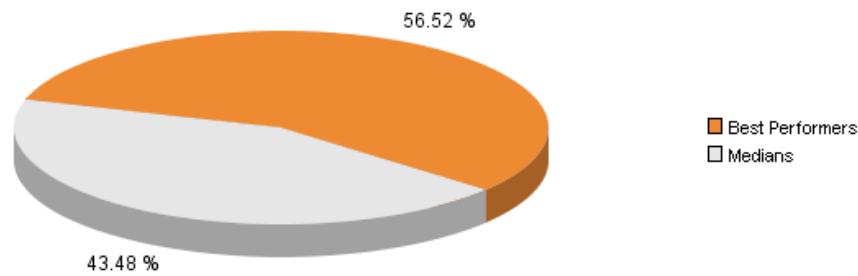
Indicates whether an individual lives in a household where someone is married.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
A	Inferred married	224	3.60 %	12,022,529	5.39 %	67*	-6.28
B	Inferred single	9	0.14 %	20,013,382	8.98 %	2*	-24.39
<b>M</b>	<b>Married</b>	<b>5,016</b>	<b>80.53 %</b>	<b>106,199,978</b>	<b>47.63 %</b>	<b>169</b>	<b>51.99</b>
S	Single	971	15.59 %	57,721,439	25.89 %	60*	-18.56
[Unknown]	Unknown	9	0.14 %	27,015,524	12.12 %	1	-28.96

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MARITAL STATUS - MPI VIEW (%)



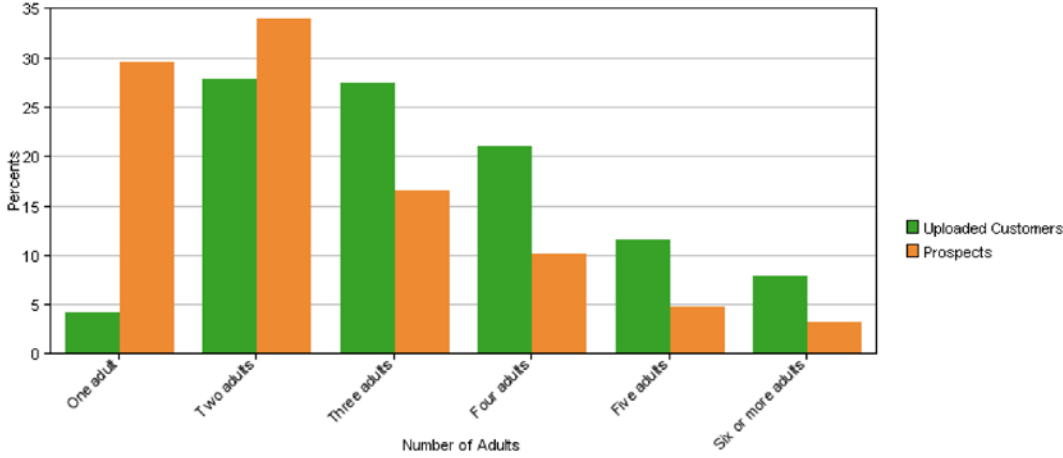
BEST PERFORMERS	MPI
Married	169

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HOUSEHOLD

NUMBER OF ADULTS

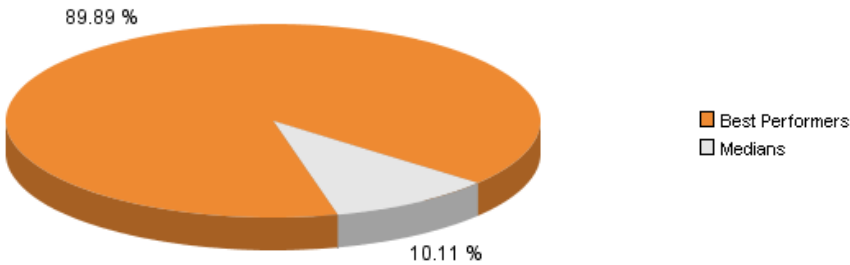
Indicates the number of adults in the household.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	One adult	263	4.22 %	65,943,018	29.57 %	14*	-43.84
2	Two adults	1,734	27.84 %	75,714,441	33.96 %	82	-10.20
3	Three adults	1,711	27.47 %	36,926,458	16.56 %	166	23.16
4	Four adults	1,315	21.11 %	22,687,463	10.18 %	207	28.55
5	Five adults	718	11.53 %	10,722,319	4.81 %	240	24.78
6	Six or more adults	488	7.83 %	7,248,911	3.25 %	241	20.39

\*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 (%)

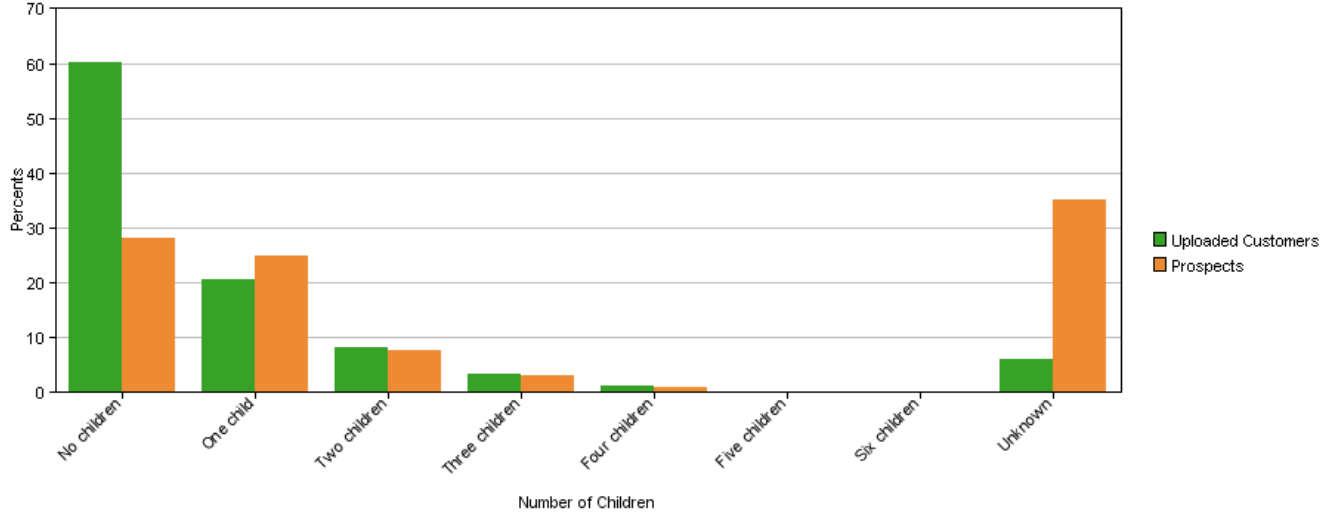


BEST PERFORMERS	MPI
Six or more adults	241
Five adults	240
Four adults	207
Three adults	166

HOUSEHOLD

NUMBER OF CHILDREN

Indicates the number of children in the household.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
0	No children	3,755	60.28 %	62,919,333	28.22 %	214	56.23
1	One child	1,290	20.71 %	55,634,368	24.95 %	83	-7.73
2	Two children	517	8.30 %	17,349,971	7.78 %	107	1.53
3	Three children	216	3.47 %	6,650,491	2.98 %	116	2.25
4	Four children	76	1.22 %	1,851,360	0.83 %	147	3.39
5	Five children	4	0.06 %	156,657	0.07 %	91	-0.18
6	Six children	2	0.03 %	12,959	0.01 %	533	2.65
[Unknown]	Unknown	369	5.92 %	78,393,476	35.16 %	17	-48.32

NUMBER OF CHILDREN - MPI VIEW (%)



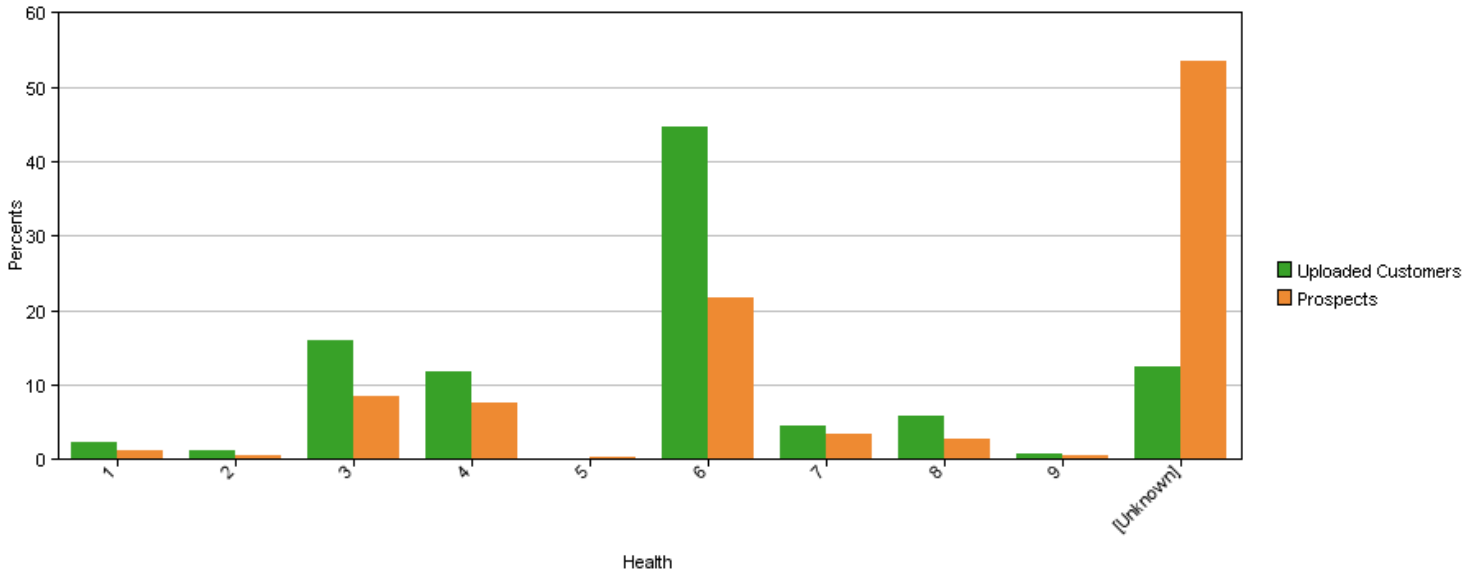
BEST PERFORMERS	MPI
No children	214
Four children	147



**HOUSEHOLD**

**HEALTH**

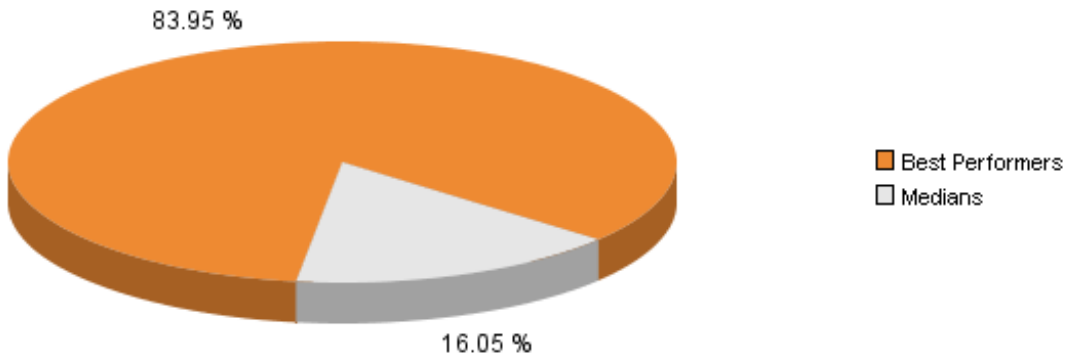
Indicates whether an individual can be related to a specific group of individuals with health related issues.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Health - allergy related	149	2.39 %	2,789,683	1.25 %	191	8.10
2	Health - arthritis/mobility	79	1.27 %	1,404,380	0.63 %	201	6.36
3	Health - cholesterol focus	995	15.97 %	18,733,486	8.40 %	190	21.54
4	Health - diabetic	741	11.90 %	17,072,901	7.66 %	155	12.58
5	Health - disabled	13	0.21 %	492,430	0.22 %	95	-0.20
6	Health - homeopathic	2,785	44.71 %	48,458,399	21.73 %	206	43.97
7	Health - organic focus	287	4.61 %	7,464,178	3.35 %	138	5.52
8	Health - orthopedic	358	5.75 %	5,938,583	2.66 %	216	15.12
9	Health - senior needs	45	0.72 %	1,237,009	0.56 %	130	1.77
6	Six children	2	0.03 %	12,959	0.01 %	533	2.65
[Unknown]	Unknown	777	12.47 %	119,381,803	53.54 %	23	-64.99

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.

HEALTH - MPI VIEW (%)



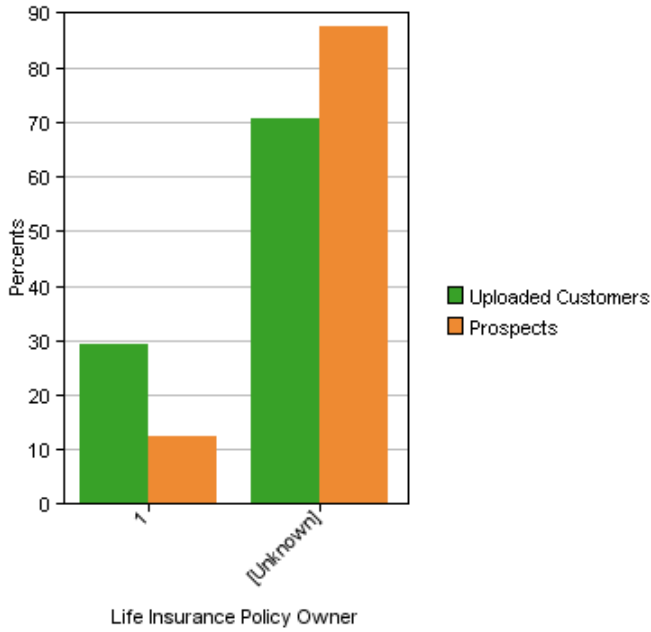
BEST PERFORMERS	MPI
Health - orthopedic	216
Health - homeopathic	206
Health - arthritis/mobility	201
Health - allergy related	191
Health - cholesterol focus	190
Health - diabetic	155
Health - organic focus	138

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**HOUSEHOLD**

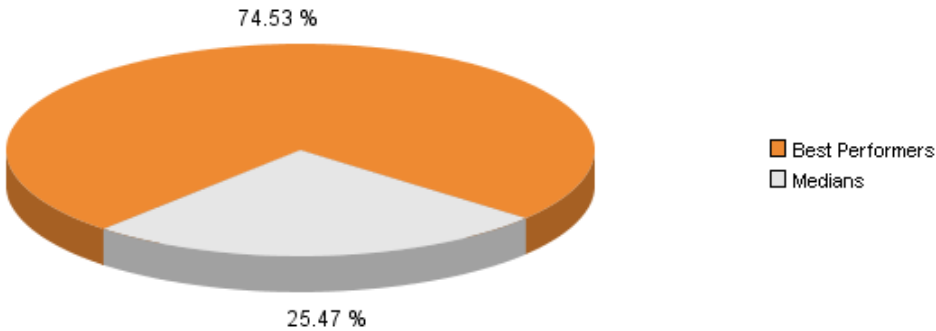
**LIFE INSURANCE POLICY OWNER**

Indicates whether an individual has life insurance policy.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Life insurance policy owner	1,828	29.35 %	27,605,321	12.38 %	237	40.65
[Unknown]	Unknown	4,401	70.65 %	195,367,531	87.62 %	81	-40.65

LIFE INSURANCE POLICY OWNER - MPI VIEW (%)



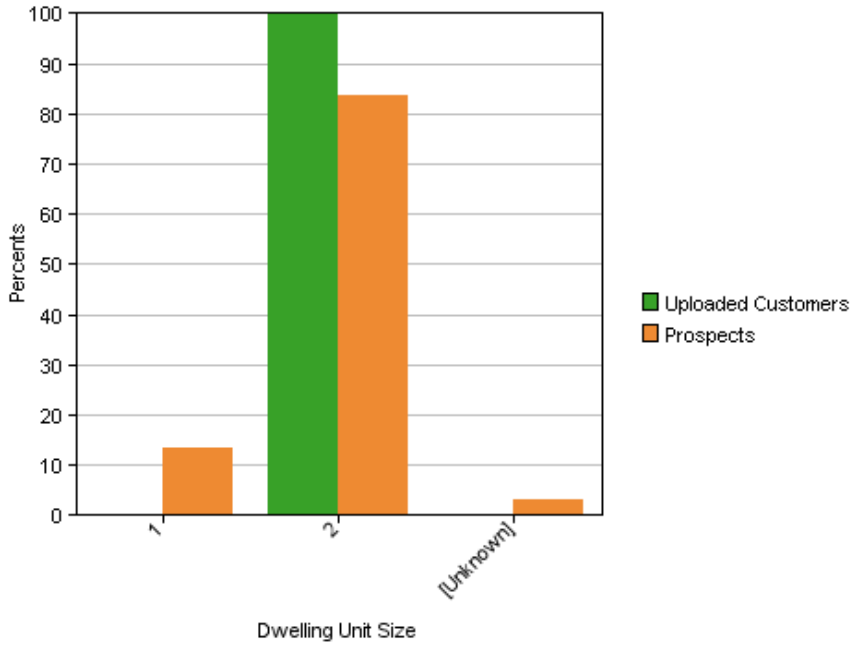
BEST PERFORMERS	MPI
Life insurance policy owner	237

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HOME

## DWELLING UNIT SIZE

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



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Multi family dwelling unit	9	0.14 %	29,540,888	13.25 %	1*	-30.51
2	Single family dwelling unit	6,216	99.79 %	186,705,830	83.74 %	119	34.34
[Unknown]	Unknown	4	0.06 %	6,726,134	3.02 %	2	-13.62

\*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.

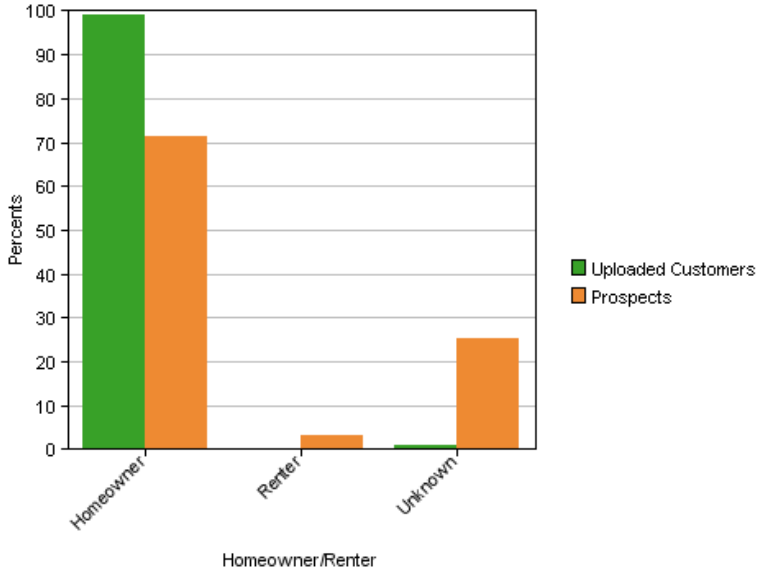
No attributes of “Best Performers” or “Undecided Prospects” have been found.

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HOME

HOMEOWNER/RENTER

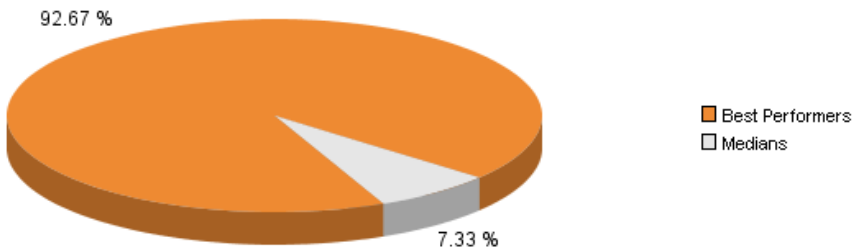
Indicates whether a consumer lives in a household that owns a home or rents, based on multi-sourced compiled data.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Homeowner	6,164	98.96 %	159,084,782	71.35 %	139	48.19
2	Renter	15	0.24 %	7,120,194	3.19 %	8*	-13.25
[Unknown]	Unknown	50	0.80 %	56,767,876	25.46 %	3	-44.67

\*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 (%)



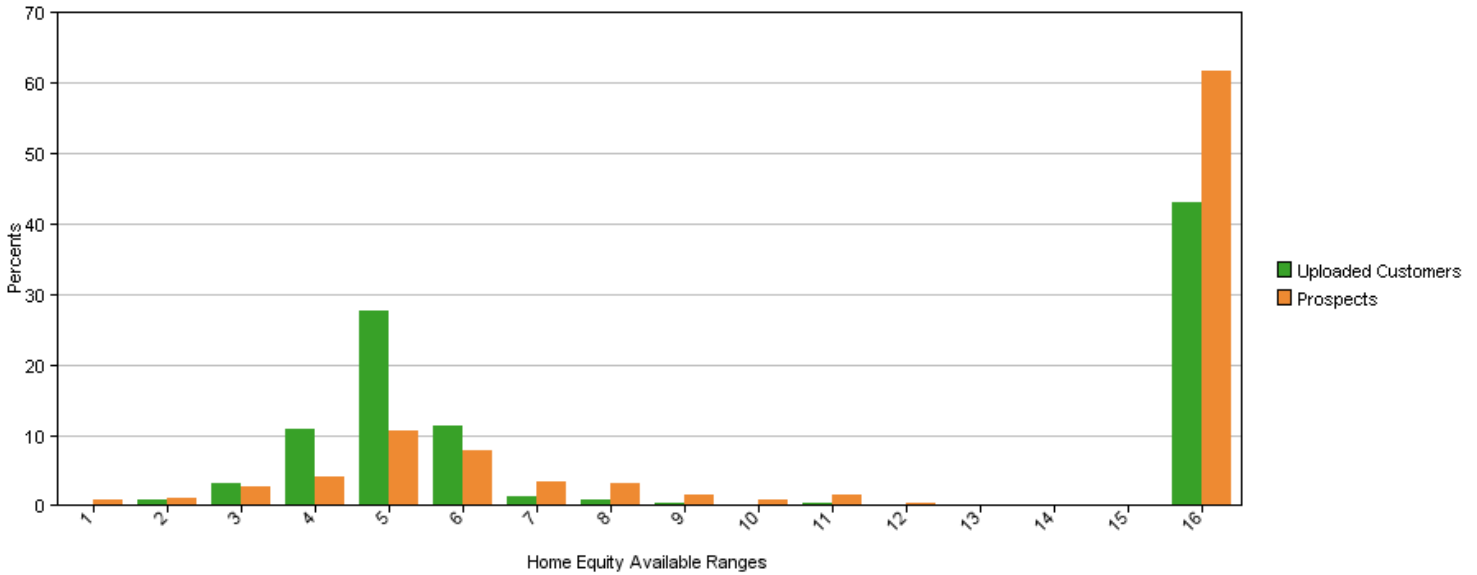
BEST PERFORMERS	MPI
Homeowner	139

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HOME

## HOME EQUITY AVAILABLE RANGES

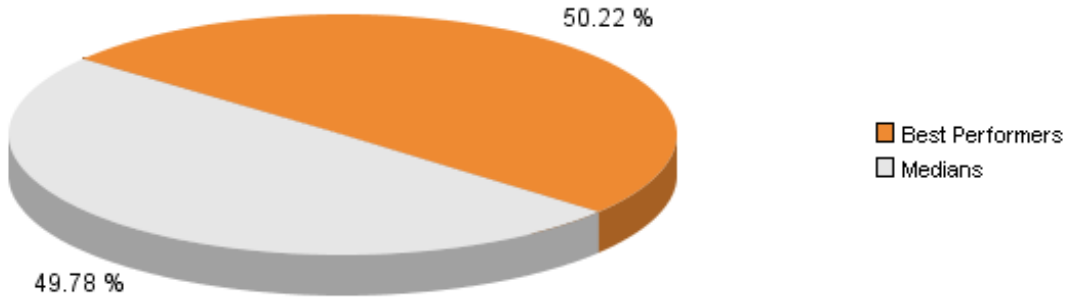
Indicates ranges of the home equity, which is the market value of a homeowner’s unencumbered interest in their real property—that is, the current market value of a home minus the outstanding balance of all liens on the property.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	1 to 4,999	11	0.18 %	1,988,400	0.89 %	20*	-6.00
2	5,000 to 9,999	49	0.79 %	2,342,053	1.05 %	75	-2.04
3	10,000 to 19,999	200	3.21 %	5,988,550	2.69 %	120	2.56
4	<b>20,000 to 29,999</b>	<b>680</b>	<b>10.92 %</b>	<b>9,242,573</b>	<b>4.15 %</b>	<b>263</b>	<b>26.81</b>
5	<b>30,000 to 49,999</b>	<b>1,723</b>	<b>27.66 %</b>	<b>23,508,438</b>	<b>10.54 %</b>	<b>262</b>	<b>43.99</b>
6	<b>50,000 to 74,999</b>	<b>706</b>	<b>11.33 %</b>	<b>17,376,387</b>	<b>7.79 %</b>	<b>145</b>	<b>10.43</b>
7	75,000 to 99,999	76	1.22 %	7,495,658	3.36 %	36*	-9.38
8	100,000 to 149,999	48	0.77 %	7,167,621	3.22 %	24*	-10.93
9	150,000 to 199,999	17	0.27 %	3,344,757	1.50 %	18*	-7.97
10	200,000 to 249,999	11	0.18 %	1,954,911	0.88 %	20*	-5.93
11	250,000 to 499,999	20	0.32 %	3,432,361	1.54 %	21*	-7.81
12	500,000 to 749,999	6	0.10 %	787,769	0.35 %	27*	-3.42
13	750,000 to 999,999	2	0.03 %	263,840	0.12 %	27	-1.98
14	1,000,000 to 1,999,999	3	0.05 %	227,767	0.10 %	47	-1.34
15	2,000,000 +	2	0.03 %	44,454	0.02 %	160	0.67
16	Unknown	2,675	42.94 %	137,807,313	61.81 %	69	-30.64

\*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 (%)



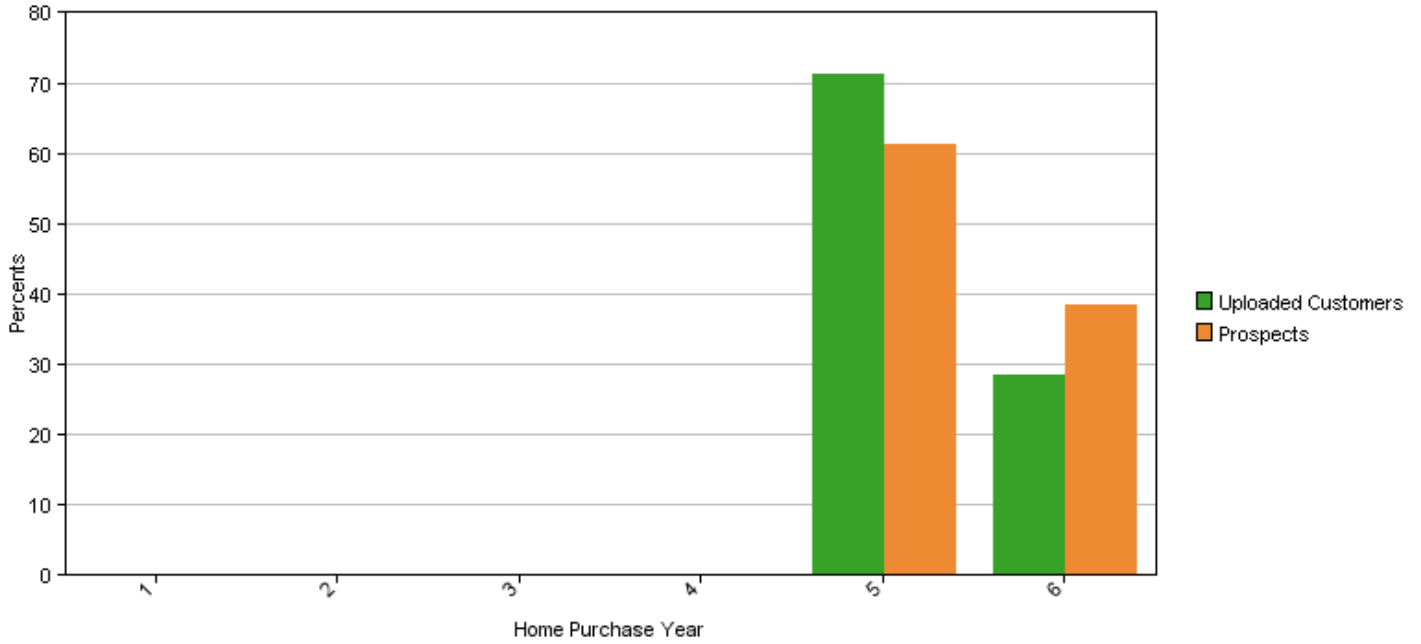
BEST PERFORMERS	MPI
20,000 to 29,999	263
30,000 to 49,999	262
50,000 to 74,999	145

▲ [Back to the list of elements](#)

HOME

## HOME PURCHASE YEAR

Indicates the year when the estate was purchased.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	1900 to 1900	5	0.08 %	27,328	0.01 %	667*	4.90
2	1956 to 1957	2	0.03 %	47,472	0.02 %	152	0.60
3	1963 to 1963	1	0.02 %	57,171	0.03 %	62	-0.49
4	1966 to 1970	7	0.11 %	563,779	0.25 %	44	-2.22
5	1972 to 2013	4,440	71.28 %	136,523,367	61.23 %	116	16.28
6	Unknown	1,774	28.48 %	85,753,735	38.46 %	74	-16.19

\*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.

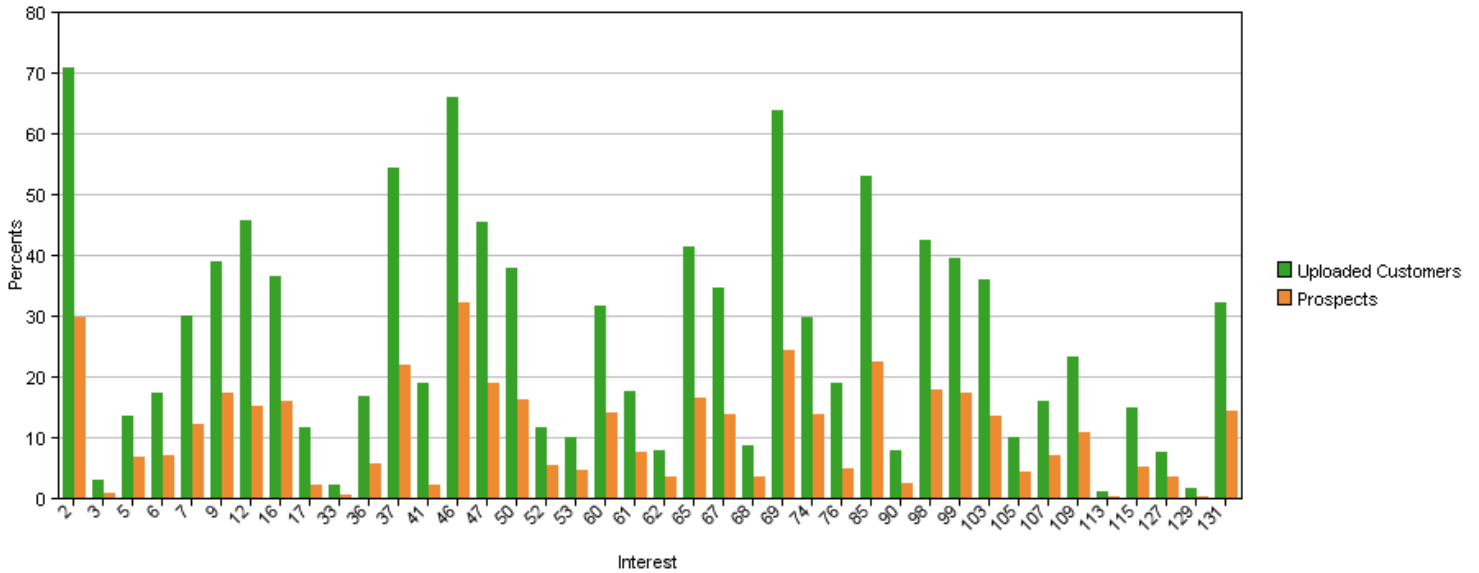
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INTEREST

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	2,270	36.44 %	40,728,341	18.27 %	200	37.13
2	Auto work	4,418	70.93 %	66,442,075	29.80 %	238	70.97
3	Aviation	191	3.07 %	2,160,724	0.97 %	316	16.89
4	Beauty and cosmetics	2,827	45.38 %	58,235,277	26.12 %	174	34.61
5	Biking / mountain biking	857	13.76 %	15,129,172	6.79 %	203	21.88
6	Boat owner	1,083	17.39 %	16,071,884	7.21 %	241	31.06
7	Boating / sailing	1,880	30.18 %	27,228,194	12.21 %	247	43.32
8	Broader living	2,402	38.56 %	46,459,126	20.84 %	185	34.45
9	Camping / hiking	2,428	38.98 %	38,969,659	17.48 %	223	44.68
10	Career	1,674	26.87 %	35,718,644	16.02 %	168	23.36
11	Career improvement	953	15.30 %	19,326,368	8.67 %	176	18.60
12	Cat owner	2,859	45.90 %	33,915,919	15.21 %	302	67.44
13	Celebrities	812	13.04 %	18,293,562	8.20 %	159	13.90
14	Children's interests	3,717	59.67 %	70,164,341	31.47 %	190	47.93
15	Christian families	683	10.97 %	16,938,487	7.60 %	144	10.03
16	Collectibles - antiques	2,277	36.56 %	35,869,064	16.09 %	227	43.97
17	Collectibles - arts	729	11.70 %	5,407,807	2.43 %	483	47.60

18	Collectibles - coins	1,214	19.49 %	24,140,445	10.83 %	180	22.00
19	Collectibles - general	3,635	58.36 %	71,954,281	32.27 %	181	44.04
20	Collectibles - sports memorabilia	495	7.95 %	12,356,291	5.54 %	143	8.30
21	Collectibles - stamps	622	9.99 %	12,328,800	5.53 %	181	15.39
22	Collectibles and antiques grouping	4,382	70.35 %	89,247,692	40.03 %	176	48.84
23	Collector avid	972	15.60 %	17,524,755	7.86 %	199	22.71
24	Common living	1,260	20.23 %	22,409,232	10.05 %	201	26.72
25	Community / charities	3,087	49.56 %	58,907,015	26.42 %	188	41.42
26	Computers	5,547	89.05 %	138,911,260	62.30 %	143	43.56
27	Consumer electronics	5,572	89.45 %	117,267,847	52.59 %	170	58.26
28	Cooking - general	5,022	80.62 %	101,405,581	45.48 %	177	55.70
29	Cooking - gourmet	4,723	75.82 %	91,838,687	41.19 %	184	55.54
30	Cooking - low fat	2,056	33.01 %	38,094,700	17.09 %	193	33.39
31	Cooking / food grouping	5,630	90.38 %	122,355,735	54.88 %	165	56.32
32	Crafts	4,984	80.01 %	96,681,300	43.36 %	185	58.37
33	Cultural / artistic living	144	2.31 %	1,493,461	0.67 %	345	15.89
34	Current affairs / politics	2,094	33.62 %	51,464,686	23.08 %	146	19.73
35	Dieting / weight loss	2,945	47.28 %	56,455,589	25.32 %	187	39.86
36	Diy living	1,059	17.00 %	12,990,761	5.83 %	292	37.65
37	Dog owner	3,400	54.58 %	49,410,377	22.16 %	246	61.61
38	Education online	868	13.94 %	26,764,840	12.00 %	116	4.69
39	Electronics / computers grouping	6,025	96.73 %	156,083,063	70.00 %	138	46.03
40	Environmental issues	1,352	21.71 %	26,144,006	11.73 %	185	24.48
41	Equestrian	1,190	19.10 %	5,278,384	2.37 %	807	86.89
42	Exercise - aerobic	598	9.60 %	12,027,081	5.39 %	178	14.69
43	Exercise - running / jogging	799	12.83 %	14,055,557	6.30 %	203	21.18
44	Exercise - walking	2,249	36.11 %	41,157,994	18.46 %	196	35.90
45	Exercise / health grouping	5,230	83.96 %	118,294,008	53.05 %	158	48.88
46	Fashion	4,117	66.09 %	71,984,191	32.28 %	205	57.07
47	Fishing	2,837	45.55 %	42,289,490	18.97 %	240	53.51
38	Education online	868	13.94 %	26,764,840	12.00 %	116	4.69
39	Electronics / computers grouping	6,025	96.73 %	156,083,063	70.00 %	138	46.03
40	Environmental issues	1,352	21.71 %	26,144,006	11.73 %	185	24.48
41	Equestrian	1,190	19.10 %	5,278,384	2.37 %	807	86.89
42	Exercise - aerobic	598	9.60 %	12,027,081	5.39 %	178	14.69
43	Exercise - running / jogging	799	12.83 %	14,055,557	6.30 %	203	21.18
44	Exercise - walking	2,249	36.11 %	41,157,994	18.46 %	196	35.90
45	Exercise / health grouping	5,230	83.96 %	118,294,008	53.05 %	158	48.88

46	Fashion	4,117	66.09 %	71,984,191	32.28 %	205	57.07
47	Fishing	2,837	45.55 %	42,289,490	18.97 %	240	53.51
48	Food - vegetarian	60	0.96 %	1,613,572	0.72 %	133	2.22
49	Food - wines (age sensitive - use w/age 2-year increments)	874	14.03 %	22,113,089	9.92 %	141	10.86
50	Foods - natural	2,361	37.90 %	36,292,939	16.28 %	233	46.23
51	Games - board games / puzzles	532	8.54 %	10,866,561	4.87 %	175	13.45
52	Games - computer games	737	11.83 %	12,646,828	5.67 %	209	21.02
53	Games - video games	636	10.21 %	10,457,806	4.69 %	218	20.61
54	Gaming - casino (age sensitive - use w/age 2-year increments)	908	14.58 %	22,016,068	9.87 %	148	12.44
55	Gaming - lottery (age sensitive - use w/age 2-year increments)	375	6.02 %	8,428,296	3.78 %	159	9.27
56	Gardening - interest grouping	5,628	90.35 %	110,701,089	49.65 %	182	64.25
57	Golf	2,052	32.94 %	42,289,803	18.97 %	174	28.14
58	Grandchildren	1,616	25.94 %	28,979,438	13.00 %	200	30.38
59	Health / medical	4,136	66.40 %	78,691,224	35.29 %	188	51.37
60	High tech living	1,973	31.67 %	31,834,899	14.28 %	222	39.25
61	Highbrow	1,099	17.64 %	17,292,177	7.76 %	228	29.18
62	History / military	501	8.04 %	8,004,471	3.59 %	224	18.89
63	Home furnishings / decorating	5,623	90.27 %	128,992,115	57.85 %	156	51.82
64	Home improvement	2,679	43.01 %	54,092,545	24.26 %	177	34.52
65	Home improvement - do-it-yourselfers	2,576	41.36 %	36,795,877	16.50 %	251	52.84
66	Home improvement grouping	5,929	95.18 %	139,602,229	62.61 %	152	53.13
67	Home living	2,161	34.69 %	30,968,472	13.89 %	250	47.48
68	House plants	545	8.75 %	8,058,062	3.61 %	242	21.71
69	Hunting / shooting	3,975	63.81 %	54,306,170	24.36 %	262	72.55
70	Investing / finance grouping	4,188	67.23 %	92,778,571	41.61 %	162	41.03
71	Investments - foreign	156	2.50 %	3,522,052	1.58 %	158	5.85
72	Investments - personal	3,710	59.56 %	74,919,699	33.60 %	177	43.38
73	Investments - real estate	1,265	20.31 %	25,602,888	11.48 %	177	21.85
74	Investments - stocks/bonds	1,859	29.84 %	31,299,063	14.04 %	213	35.91
75	Money seekers	983	15.78 %	17,402,241	7.81 %	202	23.47
76	Motorcycling	1,184	19.01 %	11,314,741	5.07 %	375	50.11
77	Movie / music grouping	4,555	73.13 %	100,291,388	44.98 %	163	44.65
78	Movie collector	1,748	28.06 %	34,916,971	15.66 %	179	26.93
79	Movies at home	3,012	48.35 %	55,733,565	25.00 %	193	42.58
80	Music - avid listener	3,655	58.68 %	76,115,814	34.14 %	172	40.85
81	Music - home stereo	2,329	37.39 %	42,931,831	19.25 %	194	36.30
82	Music collector	369	5.92 %	9,480,769	4.25 %	139	6.54

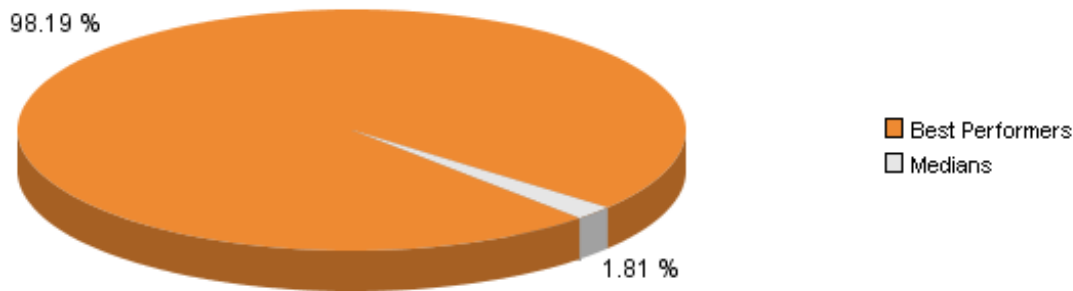
83	Music player – audio equipment	3,103	49.82 %	58,271,443	26.13 %	191	42.54
84	Nascar	1,156	18.56 %	22,850,396	10.25 %	181	21.63
85	Other pet owner	3,301	52.99 %	50,331,472	22.57 %	235	57.43
86	Outdoors grouping	5,386	86.47 %	100,328,199	45.00 %	192	65.79
87	Parenting	4,193	67.31 %	92,012,032	41.27 %	163	41.76
88	Photography	1,241	19.92 %	25,521,378	11.45 %	174	21.01
89	Professional living	755	12.12 %	14,021,285	6.29 %	193	18.96
90	Reading - audio books	502	8.06 %	5,619,383	2.52 %	320	27.89
91	Reading - best sellers	1,034	16.60 %	21,146,423	9.48 %	175	19.17
92	Reading - financial newsletter subscribers	1,602	25.72 %	38,805,677	17.40 %	148	17.31
93	Reading - general	5,789	92.94 %	137,001,239	61.44 %	151	51.07
94	Reading - magazines	5,955	95.60 %	138,498,572	62.12 %	154	54.48
95	Reading - religious / inspirational	1,667	26.76 %	29,675,286	13.31 %	201	31.26
96	Reading - science fiction	310	4.98 %	9,243,360	4.15 %	120	3.29
97	Reading grouping	6,030	96.81 %	150,546,558	67.52 %	143	49.36
98	Religious / inspirational	2,651	42.56 %	39,783,389	17.84 %	239	50.95
99	Rv	2,470	39.65 %	39,055,528	17.52 %	226	45.96
100	Science / space	594	9.54 %	11,098,140	4.98 %	192	16.55

The number of rows for the selector is too large, only the first 100 rows are displayed.

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
Equestrian	807
Collectibles - arts	483
Motorcycling	375

Cultural / artistic living	345
Reading - audio books	320
Aviation	316
Cat owner	302
Diy living	292
Hunting / shooting	262
Home improvement - do-it-yourselfers	251
Home living	250
Boating / sailing	247
Dog owner	246
House plants	242
Boat owner	241
Fishing	240
Religious / inspirational	239
Auto work	238
Other pet owner	235
Foods - natural	233
Highbrow	228
Collectibles - antiques	227
Rv	226
History / military	224
Camping / hiking	223
High tech living	222
Games - video games	218
Investments - stocks/bonds	213
Games - computer games	209
Fashion	205
Biking / mountain biking	203
Exercise - running / jogging	203
Money seekers	202
Common living	201
Reading - religious / inspirational	201
Arts	200
Grandchildren	200
Collector avid	199
Exercise - walking	196
Music - home stereo	194
Movies at home	193

Professional living	193
Cooking - low fat	193
Outdoors grouping	192
Science / space	192
Music player – audio equipment	191
Children’s interests	190
Health / medical	188
Community / charities	188
Dieting / weight loss	187
Broader living	185
Crafts	185
Environmental issues	185
Cooking - gourmet	184
Gardening - interest grouping	182
Nascar	181
Collectibles - general	181
Collectibles - stamps	181
Collectibles - coins	180
Movie collector	179
Exercise - aerobic	178
Home improvement	177
Investments - personal	177
Investments - real estate	177
Cooking - general	177
Collectibles and antiques grouping	176
Career improvement	176
Reading - best sellers	175
Games - board games / puzzles	175
Beauty and cosmetics	174
Photography	174
Golf	174
Music - avid listener	172
Consumer electronics	170
Career	168
Cooking / food grouping	165
Parenting	163
Movie / music grouping	163
Investing / finance grouping	162

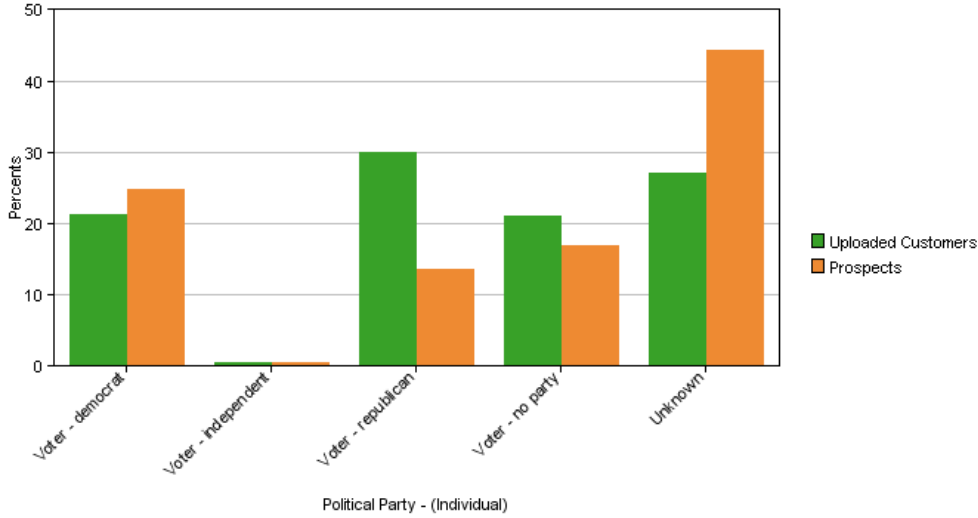
Celebrities	159
Gaming - lottery (age sensitive - use w/age 2-year increments)	159
Investments - foreign	158
Exercise / health grouping	158
Home furnishings / decorating	156
Reading - magazines	154
Home improvement grouping	152
Reading - general	151
Reading - financial newsletter subscribers	148
Gaming - casino (age sensitive - use w/age 2-year increments)	148
Current affairs / politics	146
Christian families	144
Collectibles - sports memorabilia	143
Computers	143
Reading grouping	143
Food - wines (age sensitive - use w/age 2-year increments)	141
Music collector	139
Electronics / computers grouping	138

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INTEREST

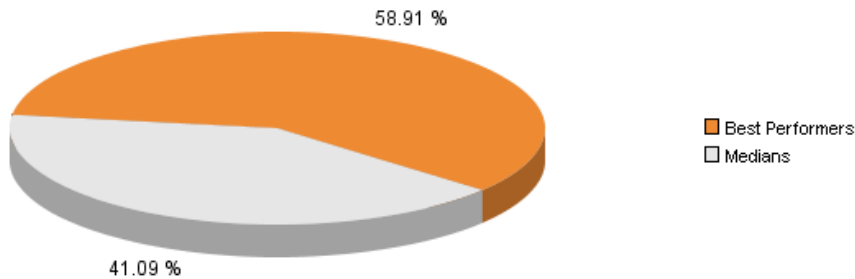
POLITICAL PARTY - (INDIVIDUAL)

Indicates a political party an individual supports.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
D	Voter - democrat	1,328	21.32 %	55,299,261	24.80 %	86	-6.36
I	Voter - independent	32	0.51 %	1,205,241	0.54 %	95	-0.29
<b>R</b>	<b>Voter - republican</b>	<b>1,865</b>	<b>29.94 %</b>	<b>30,119,185</b>	<b>13.51 %</b>	<b>222</b>	<b>37.94</b>
<b>V</b>	<b>Voter - no party</b>	<b>1,315</b>	<b>21.11 %</b>	<b>37,721,318</b>	<b>16.92 %</b>	<b>125</b>	<b>8.83</b>
[Unknown]	Unknown	1,689	27.12 %	98,627,847	44.23 %	61	-27.20

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



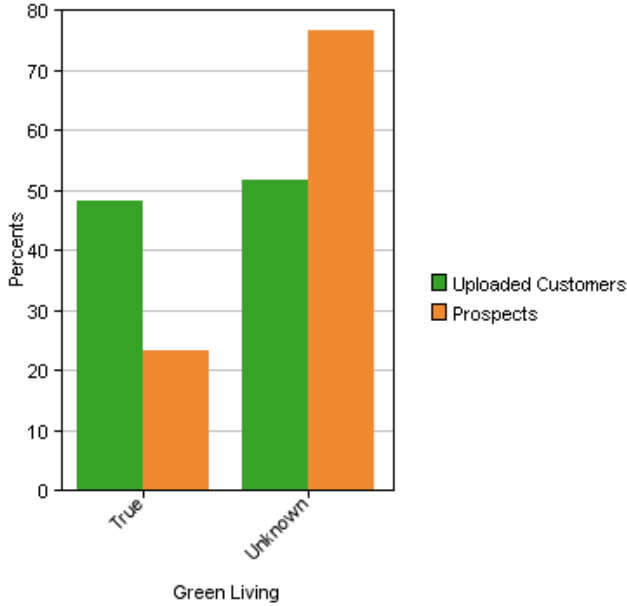
BEST PERFORMERS	MPI
Voter - republican	222
Voter - no party	125



INTEREST

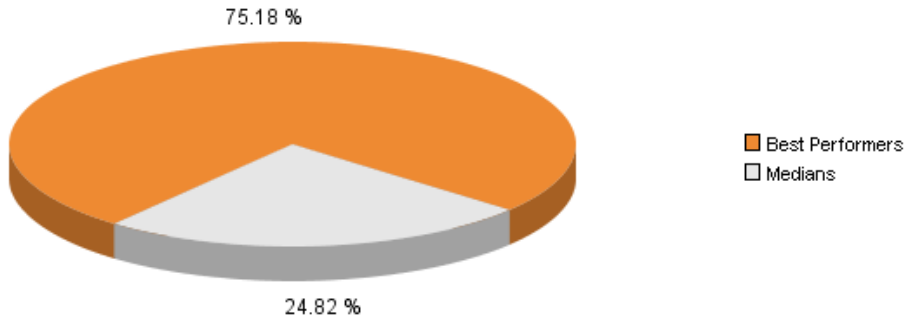
GREEN LIVING

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



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	True	3,005	48.24 %	52,258,765	23.44 %	206	46.21
[Unknown]	Unknown	3,224	51.76 %	170,714,087	76.56 %	68	-46.21

GREEN LIVING - MPI VIEW (%)



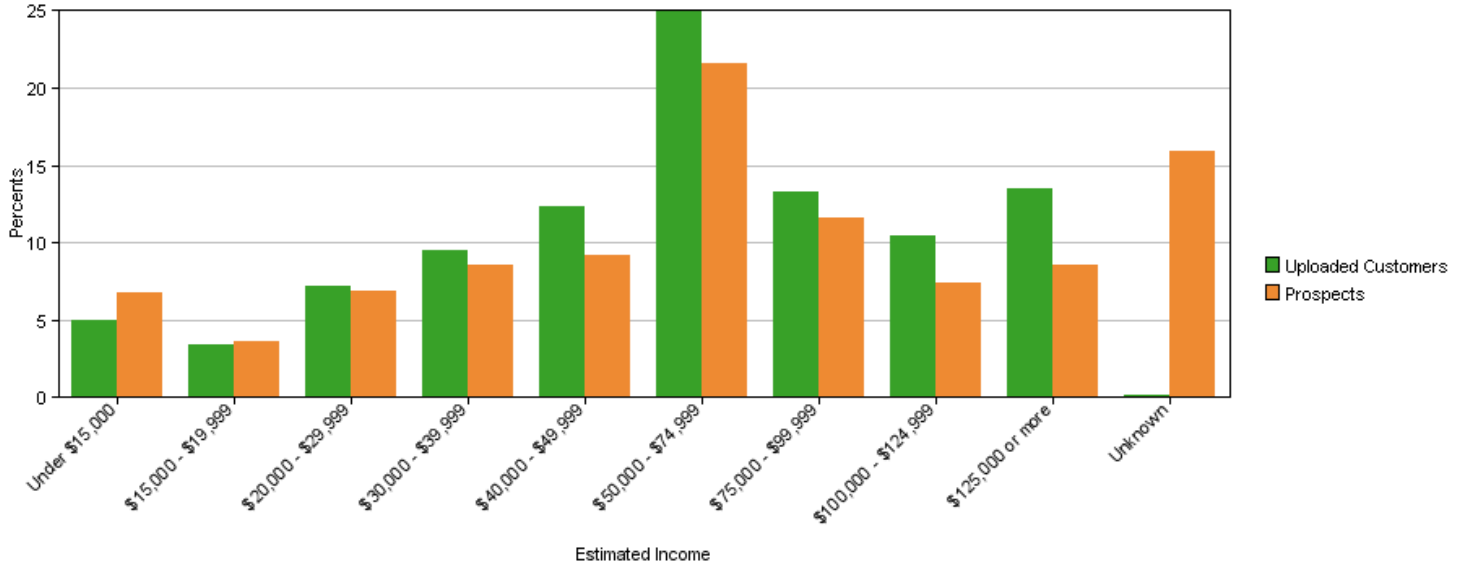
BEST PERFORMERS	MPI
True	206

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WEALTH

ESTIMATED INCOME

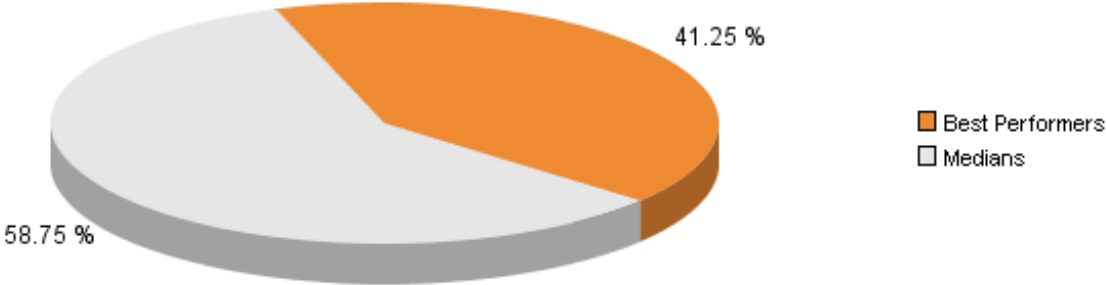
Indicates the estimated income level for the household.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Under \$15,000	314	5.04 %	15,133,369	6.79 %	74*	-5.48
2	\$15,000 - \$19,999	214	3.44 %	8,002,192	3.59 %	96	-0.65
3	\$20,000 - \$29,999	451	7.24 %	15,415,228	6.91 %	105	1.02
4	\$30,000 - \$39,999	591	9.49 %	19,006,494	8.52 %	111	2.72
<b>5</b>	<b>\$40,000 - \$49,999</b>	<b>770</b>	<b>12.36 %</b>	<b>20,509,663</b>	<b>9.20 %</b>	<b>134</b>	<b>8.64</b>
6	\$50,000 - \$74,999	1,557	25.00 %	48,071,964	21.56 %	116	6.59
7	75,000 - \$99,999	830	13.33 %	25,871,513	11.60 %	115	4.24
<b>8</b>	<b>\$100,000 - \$124,999</b>	<b>654</b>	<b>10.50 %</b>	<b>16,428,486</b>	<b>7.37 %</b>	<b>142</b>	<b>9.46</b>
<b>9</b>	<b>\$125,000 or more</b>	<b>841</b>	<b>13.50 %</b>	<b>19,097,734</b>	<b>8.57 %</b>	<b>158</b>	<b>13.92</b>
[Unknown]	Unknown	7	0.11 %	35,436,209	15.89 %	1	-34.07

\*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.

ESTIMATED INCOME - MPI VIEW (%)



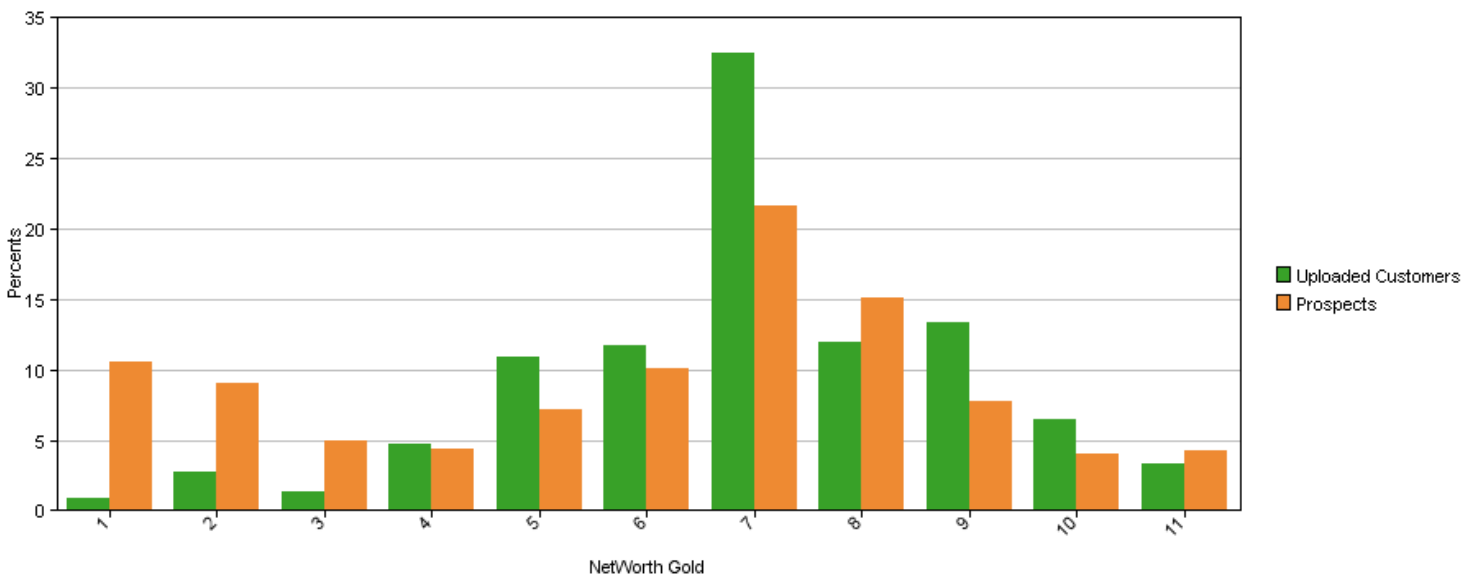
BEST PERFORMERS	MPI
\$125,000 or more	158
\$100,000 - \$124,999	142
\$40,000 - \$49,999	134

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WEALTH

NETWORTH GOLD

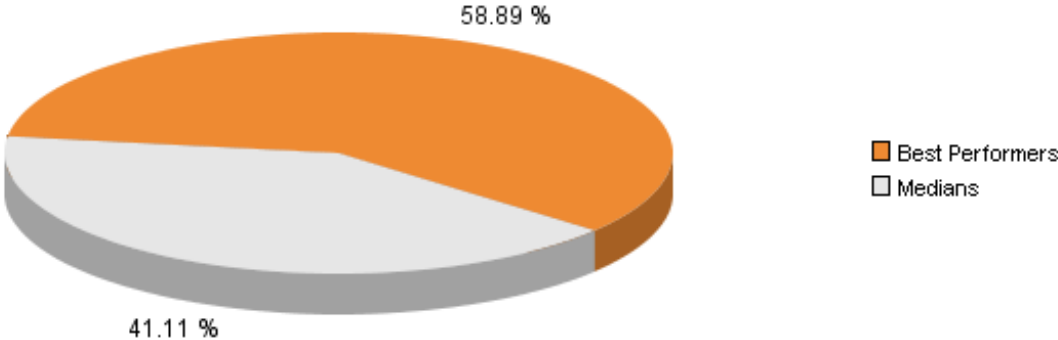
Indicates the total assets minus the total outside liabilities of an individual or a company from the upper wealth groups.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Less than or equal to 0	53	0.85 %	23,632,130	10.60 %	8*	-24.99
2	\$1 - \$4,999	170	2.73 %	20,205,828	9.06 %	30*	-17.41
3	\$5,000 - \$9,999	82	1.32 %	11,093,739	4.98 %	26*	-13.28
4	\$10,000 - \$24,999	292	4.69 %	9,830,825	4.41 %	106	1.07
5	<b>\$25,000 - \$49,999</b>	<b>677</b>	<b>10.87 %</b>	<b>16,014,666</b>	<b>7.18 %</b>	<b>151</b>	<b>11.27</b>
6	\$50,000 - \$99,999	733	11.77 %	22,377,586	10.04 %	117	4.55
7	<b>\$100,000 - \$249,999</b>	<b>2,027</b>	<b>32.54 %</b>	<b>48,237,411</b>	<b>21.63 %</b>	<b>150</b>	<b>20.91</b>
8	\$250,000 - \$499,999	745	11.96 %	33,791,798	15.16 %	79*	-7.03
9	<b>\$500,000 - \$999,999</b>	<b>834</b>	<b>13.39 %</b>	<b>17,354,589</b>	<b>7.78 %</b>	<b>172</b>	<b>16.51</b>
10	<b>\$1,000,000 - \$1,999,999</b>	<b>406</b>	<b>6.52 %</b>	<b>8,933,212</b>	<b>4.01 %</b>	<b>163</b>	<b>10.11</b>
11	\$2,000,000+	210	3.37 %	9,592,979	4.30 %	78*	-3.62

\*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.

NETWORTH GOLD - MPI VIEW (%)



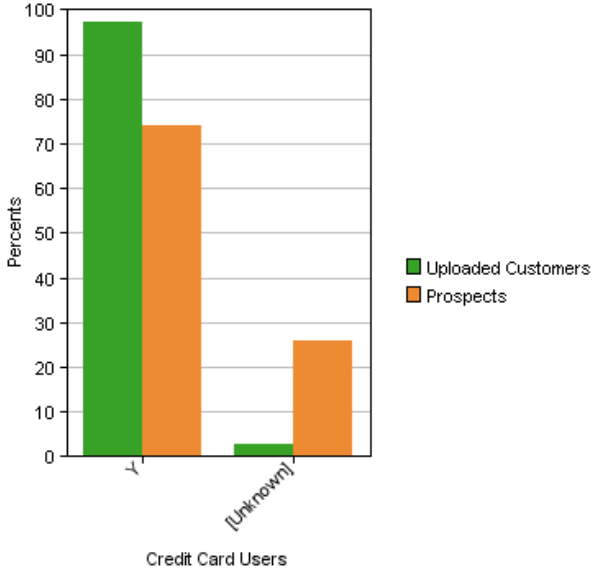
BEST PERFORMERS	MPI
\$500,000 - \$999,999	172
\$1,000,000 - \$1,999,999	163
\$25,000 - \$49,999	151
\$100,000 - \$249,999	150

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**BUYING BEHAVIOUR**

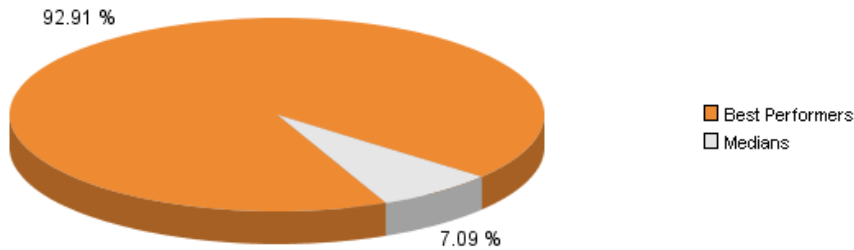
**CREDIT CARD USERS**

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	6,065	97.37 %	165,292,174	74.13 %	131	41.88
[Unknown]	Unknown	164	2.63 %	57,680,678	25.87 %	10	-41.88

CREDIT CARD USERS - MPI VIEW (%)



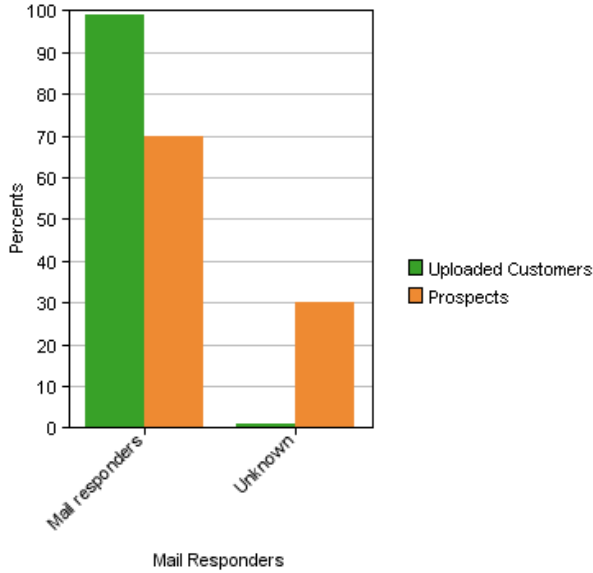
BEST PERFORMERS	MPI
Active credit card purchases	131

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**BUYING BEHAVIOUR**

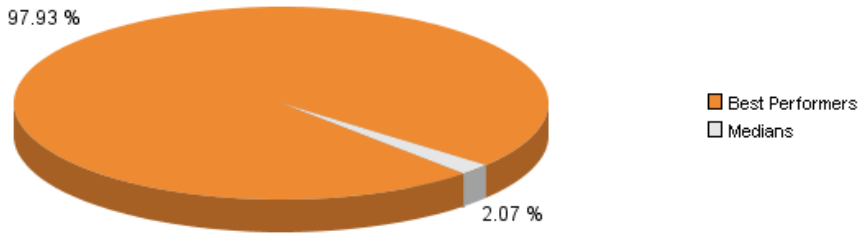
**MAIL RESPONDERS**

Indicates if an individual is a marketing mail responder.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
<b>R</b>	<b>Mail responders</b>	<b>6,169</b>	<b>99.04 %</b>	<b>155,774,468</b>	<b>69.86 %</b>	<b>142</b>	<b>50.18</b>
[Unknown]	Unknown	60	0.96 %	67,198,384	30.14 %	3	-50.18

MAIL RESPONDERS - MPI VIEW (%)



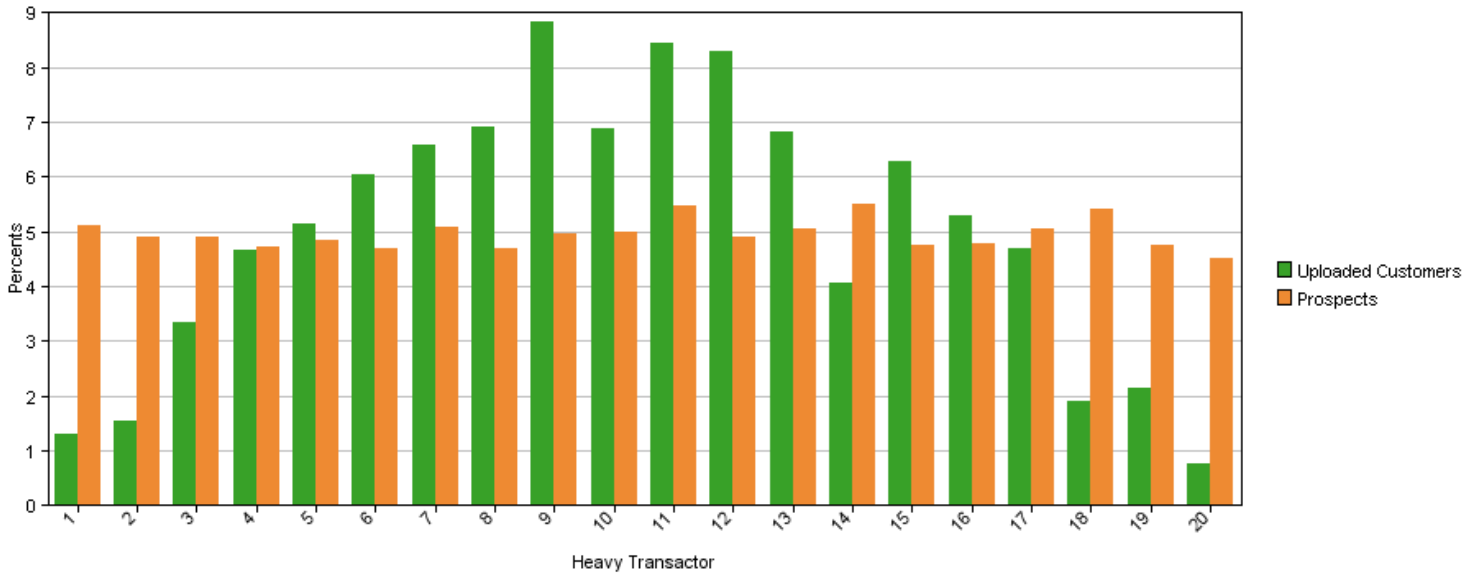
BEST PERFORMERS	MPI
Mail responders	142

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BUYING BEHAVIOUR

HEAVY TRANSACTOR

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



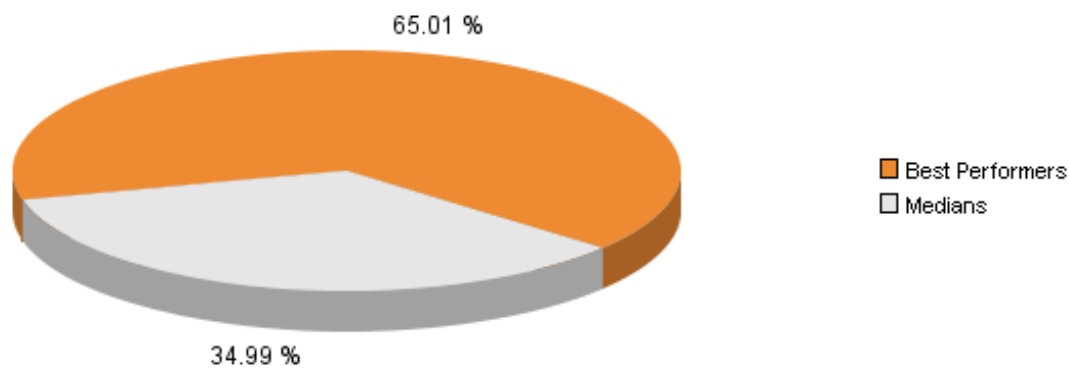
#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	01 - most likely a heavy transactor	82	1.32 %	11,428,459	5.13 %	26*	-13.63
2	02	96	1.54 %	10,952,285	4.91 %	31*	-12.31
3	03	208	3.34 %	10,915,985	4.90 %	68*	-5.69
4	04	291	4.67 %	10,560,791	4.74 %	99	-0.24
5	05	321	5.15 %	10,774,749	4.83 %	107	1.18
6	06	376	6.04 %	10,445,794	4.69 %	129	5.05
7	07	410	6.58 %	11,332,837	5.08 %	129	5.39
8	08	431	6.92 %	10,437,212	4.68 %	148	8.36
9	09	550	8.83 %	11,093,657	4.98 %	177	13.99
10	10 - average heavy transactor	429	6.89 %	11,145,417	5.00 %	138	6.84
11	11	526	8.44 %	12,232,515	5.49 %	154	10.25
12	12	516	8.28 %	10,923,134	4.90 %	169	12.38
13	13	425	6.82 %	11,282,468	5.06 %	135	6.35
14	14	254	4.08 %	12,279,284	5.51 %	74*	-4.94
15	15	392	6.29 %	10,587,781	4.75 %	133	5.73
16	16	330	5.30 %	10,662,310	4.78 %	111	1.91
17	17	292	4.69 %	11,268,075	5.05 %	93	-1.32



18	18	118	1.89 %	12,093,114	5.42 %	35*	-12.30
19	19	134	2.15 %	10,597,437	4.75 %	45*	-9.65
20	20 - least likely a heavy transactor	48	0.77 %	10,051,459	4.51 %	17*	-14.22

\*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.

## HEAVY TRANSACTOR - MPI VIEW (%)



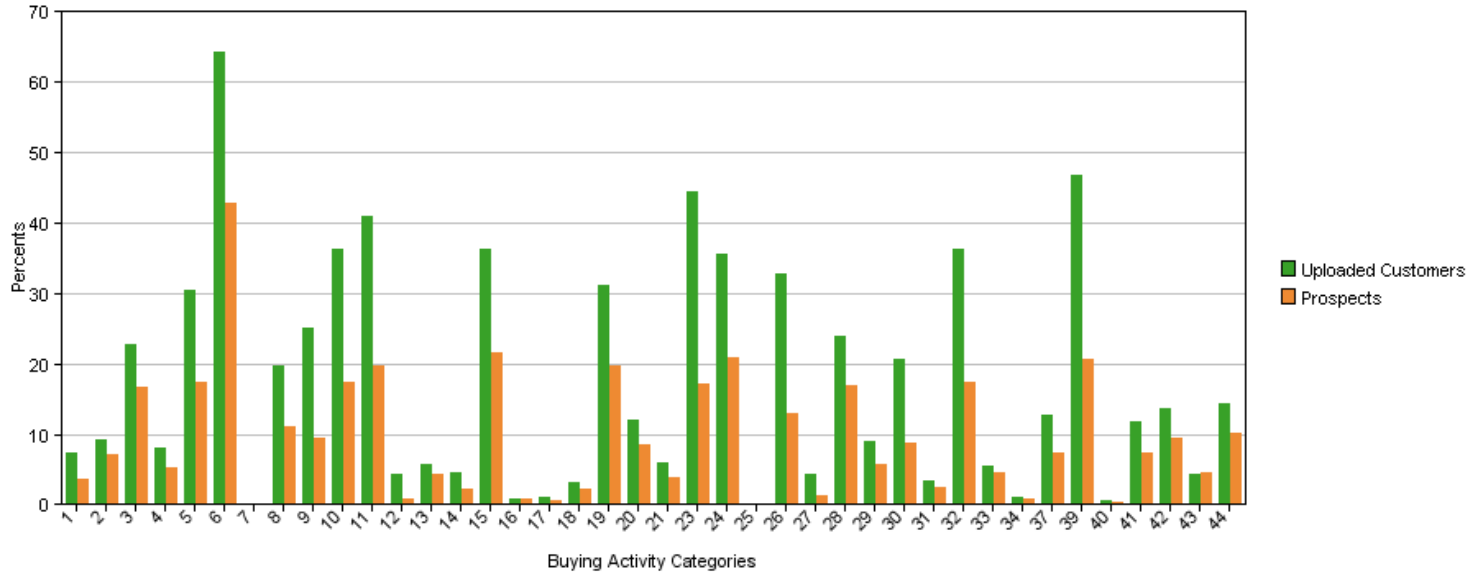
BEST PERFORMERS	MPI
09	177
12	169
11	154
08	148
10 - average heavy transactor	138
13	135
15	133
06	129
07	129

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**BUYING BEHAVIOUR**

**BUYING ACTIVITY CATEGORIES**

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



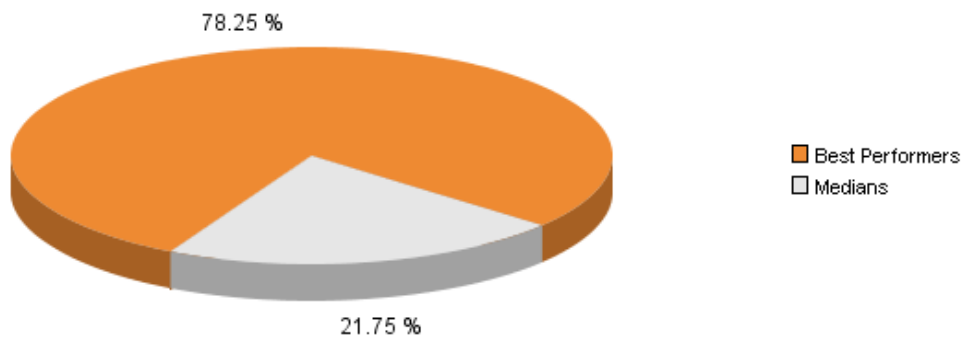
#	Description	Customer #	Customer %	Prospect #	Prospect %	MPI	Z-Score
1	Apparel - men's big and tall	463	7.43 %	8,076,340	3.62 %	205	16.10
2	Apparel - children's	577	9.26 %	15,775,024	7.08 %	131	6.73
3	Apparel - men's	1,422	22.83 %	36,999,329	16.59 %	138	13.23
4	Apparel - women's - petite	505	8.11 %	11,467,688	5.14 %	158	10.59
5	Apparel - women's - plus sizes	1,894	30.41 %	38,528,899	17.28 %	176	27.40
6	Apparel - women's	4,011	64.39 %	95,546,197	42.85 %	150	34.35
7	Arts & antiques - antiques	4	0.06 %	77,518	0.04 %	183	1.22
8	Arts & antiques - art	1,232	19.78 %	24,555,260	11.01 %	180	22.10
9	Automotive, auto parts & accessories	1,566	25.14 %	21,255,872	9.53 %	264	41.94
10	Books & magazines - magazines	2,267	36.39 %	38,699,509	17.36 %	210	39.67
11	Books & music - books	2,556	41.03 %	44,136,932	19.80 %	207	42.07
12	Books & music - books - audio	262	4.21 %	1,580,909	0.71 %	593	32.89
13	Children's apparel - infants & toddlers	361	5.80 %	9,629,146	4.32 %	134	5.73
14	Children's learning & activity toys	277	4.45 %	4,858,846	2.18 %	204	12.26
15	Children's products - general	2,256	36.22 %	48,166,837	21.60 %	168	28.03
16	Children's products - general - baby care	55	0.88 %	1,616,776	0.73 %	122	1.47
17	Children's products - general - back-to-school	69	1.11 %	1,473,907	0.66 %	168	4.35
18	Computing/home office - general	202	3.24 %	4,919,789	2.21 %	147	5.57
19	Electronics, computing & home office	1,943	31.19 %	44,126,261	19.79 %	158	22.59

20	<b>Donation/contribution</b>	749	12.02 %	19,180,450	8.60 %	140	9.63
21	<b>Dvds/videos</b>	375	6.02 %	8,353,790	3.75 %	161	9.45
22	Electronics & computing - tv/video/movie watcher	24	0.39 %	1,036,752	0.47 %	83	-0.93
23	<b>Gardening - buying activity grouping</b>	2,773	44.52 %	38,465,020	17.25 %	258	56.96
24	<b>Health &amp; beauty</b>	2,214	35.54 %	46,381,623	20.80 %	171	28.67
25	High end appliances	8	0.13 %	145,957	0.07 %	197	1.95
26	<b>Home &amp; garden</b>	2,049	32.90 %	28,668,210	12.86 %	256	47.25
27	<b>Hunting</b>	275	4.42 %	2,664,058	1.20 %	369	23.39
28	<b>Jewelry</b>	1,489	23.90 %	37,864,898	16.98 %	141	14.55
29	<b>Interests &amp; passions - collectibles</b>	557	8.94 %	12,748,446	5.72 %	156	10.96
30	<b>Interests &amp; passions - crafts/hobbies</b>	1,286	20.65 %	19,420,351	8.71 %	237	33.40
31	<b>Luggage</b>	217	3.48 %	5,572,507	2.50 %	139	4.98
32	<b>Magazines</b>	2,267	36.39 %	38,699,509	17.36 %	210	39.67
33	Membership clubs	336	5.39 %	10,066,271	4.52 %	119	3.34
34	<b>Military memorabilia/weaponry</b>	71	1.14 %	1,778,610	0.80 %	143	3.03
35	Musical instruments	10	0.16 %	569,340	0.26 %	63	-1.47
36	Off-road recreational vehicles	39	0.63 %	182,068	0.08 %	763*	15.00
37	<b>Pets</b>	798	12.81 %	16,540,521	7.42 %	173	16.24
38	Photography & video equipment	32	0.51 %	1,977,653	0.89 %	58*	-3.14
39	<b>Sports &amp; leisure</b>	2,920	46.88 %	46,166,101	20.71 %	226	50.98
40	Telecommunications	33	0.53 %	767,872	0.34 %	154	2.51
41	<b>Travel</b>	737	11.83 %	16,536,004	7.42 %	160	13.30
42	<b>Value-priced general merchandise</b>	853	13.69 %	20,974,637	9.41 %	146	11.59
43	Young men's apparel	274	4.40 %	10,081,683	4.52 %	97	-0.46
44	<b>Young women's apparel</b>	890	14.29 %	22,817,655	10.23 %	140	10.56

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.

HEAVY TRANSACTOR - MPI VIEW (%)

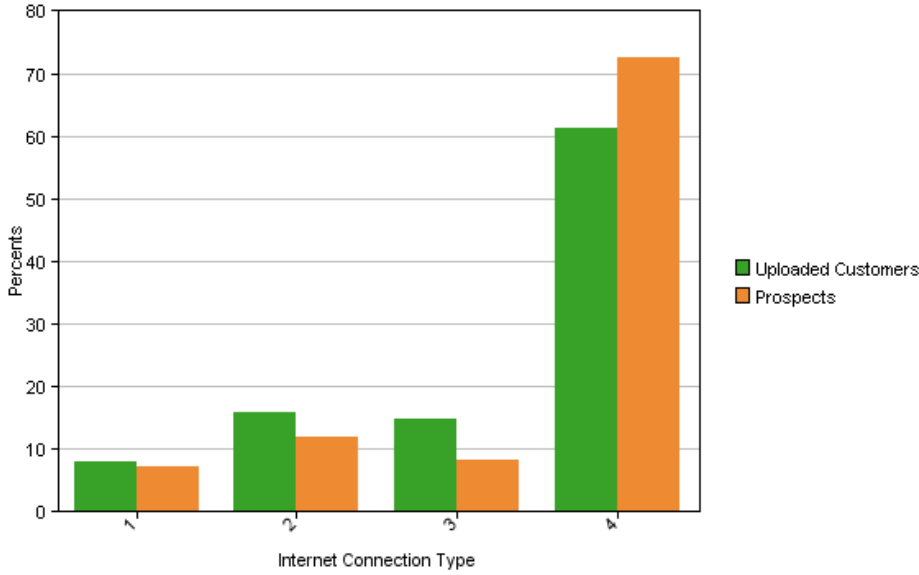


BEST PERFORMERS	MPI
Books & music - books - audio	593
Hunting	369
Automotive, auto parts & accessories	264
Gardening - buying activity grouping	258
Home & garden	256
Interests & passions - crafts/hobbies	237
Sports & leisure	226
Books & magazines - magazines	210
Magazines	210
Books & music - books	207
Apparel - men's big and tall	205
Children's learning & activity toys	204
Arts & antiques - art	180
Apparel - women's - plus sizes	176
Pets	173
Health & beauty	171
Children's products - general	168
Children's products - general - back-to-school	168
Dvds/videos	161
Travel	160
Apparel - women's - petite	158
Electronics, computing & home office	158
Interests & passions - collectibles	156
Apparel - women's	150
Computing/home office - general	147
Value-priced general merchandise	146
Military memorabilia/weaponry	143
Jewelry	141
Donation/contribution	140
Young women's apparel	140
Luggage	139
Apparel - men's	138
Children's apparel - infants & toddlers	134
Apparel - children's	131

SOCIAL NETWORKING

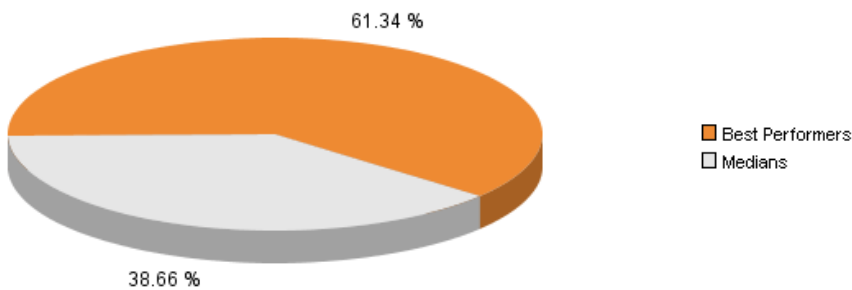
INTERNET CONNECTION TYPE

Indicates the type of the internet connection.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Cable	502	8.06 %	15,976,482	7.17 %	112	2.74
2	Dsl	987	15.85 %	26,649,587	11.95 %	133	9.47
3	Dial-up	924	14.83 %	18,589,717	8.34 %	178	18.55
4	Unknown	3,816	61.26 %	161,757,066	72.55 %	84	-19.96

INTERNET CONNECTION TYPE - MPI VIEW (%)

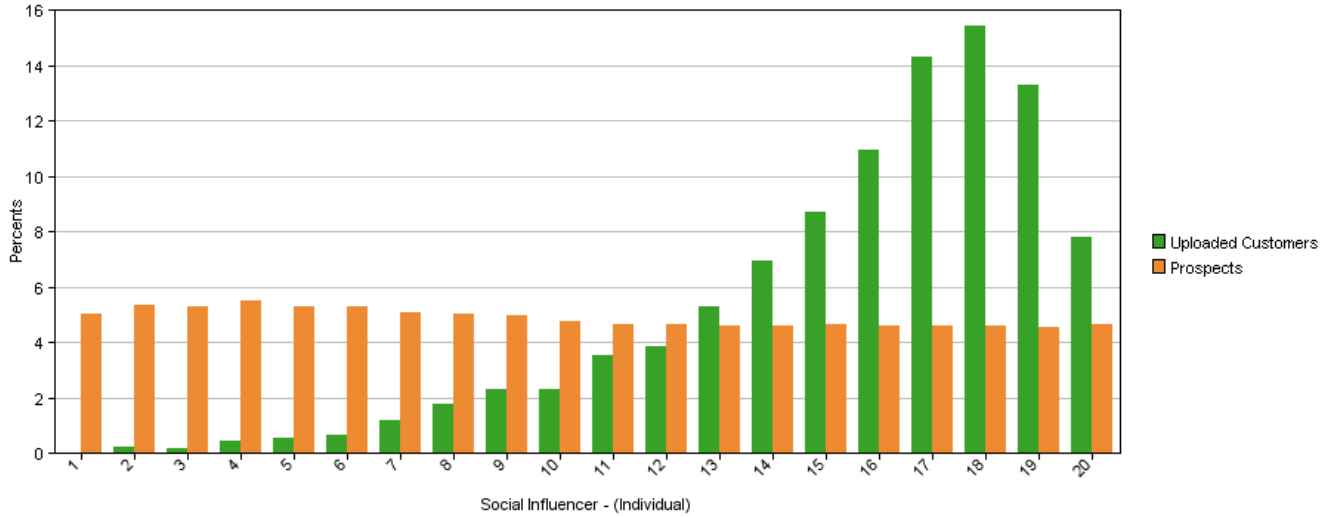


BEST PERFORMERS	MPI
Dial-up	178
Dsl	133

SOCIAL NETWORKING

SOCIAL INFLUENCER - (INDIVIDUAL)

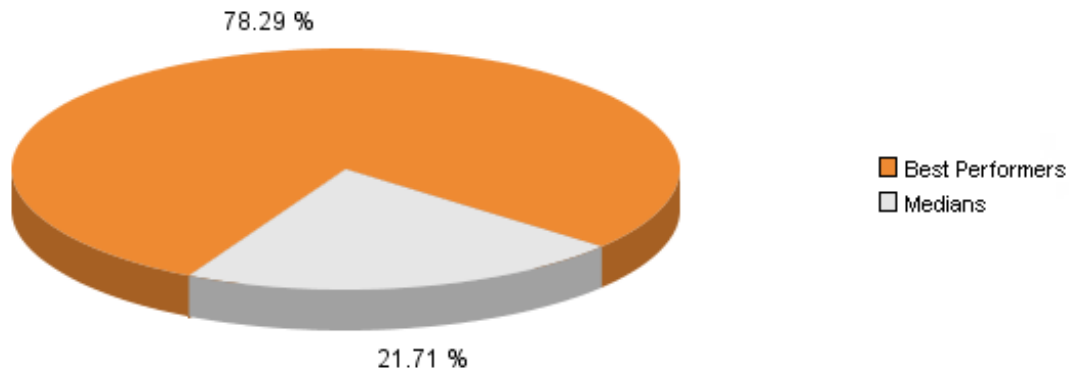
Indicates an individual's propensity to influence others via social networking.



#	Description	Customer #	Customer %	Prospect #	Prospect %	MPI	Z-Score
1	01 = most likely to be a social influencer	3	0.05 %	11,204,863	5.03 %	1*	-17.98
2	02	16	0.26 %	11,943,237	5.36 %	5*	-17.87
3	03	13	0.21 %	11,776,935	5.28 %	4*	-17.90
4	04	27	0.43 %	12,360,979	5.54 %	8*	-17.63
5	05	34	0.55 %	11,814,957	5.30 %	10*	-16.75
6	06	40	0.64 %	11,837,442	5.31 %	12*	-16.43
7	07	74	1.19 %	11,345,779	5.09 %	23*	-14.01
8	08	110	1.77 %	11,204,936	5.03 %	35*	-11.77
9	09	143	2.30 %	11,150,477	5.00 %	46*	-9.79
10	10	143	2.30 %	10,612,553	4.76 %	48*	-9.13
11	11	221	3.55 %	10,407,553	4.67 %	76*	-4.19
12	12	241	3.87 %	10,395,202	4.66 %	83	-2.97
13	13	332	5.33 %	10,248,893	4.60 %	116	2.77
14	14	434	6.97 %	10,269,499	4.61 %	151	8.89
15	15	544	8.73 %	10,365,183	4.65 %	188	15.31
16	16	684	10.98 %	10,258,365	4.60 %	239	24.03
17	17	893	14.34 %	10,294,385	4.62 %	311	36.55
18	18	963	15.46 %	10,249,215	4.60 %	336	40.94
19	19	828	13.29 %	10,172,968	4.56 %	291	33.02
20	20 = least likely to be a social influencer	486	7.80 %	10,347,143	4.64 %	168	11.86

\*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.

SOCIAL INFLUENCER - (INDIVIDUAL) - MPI VIEW (%)



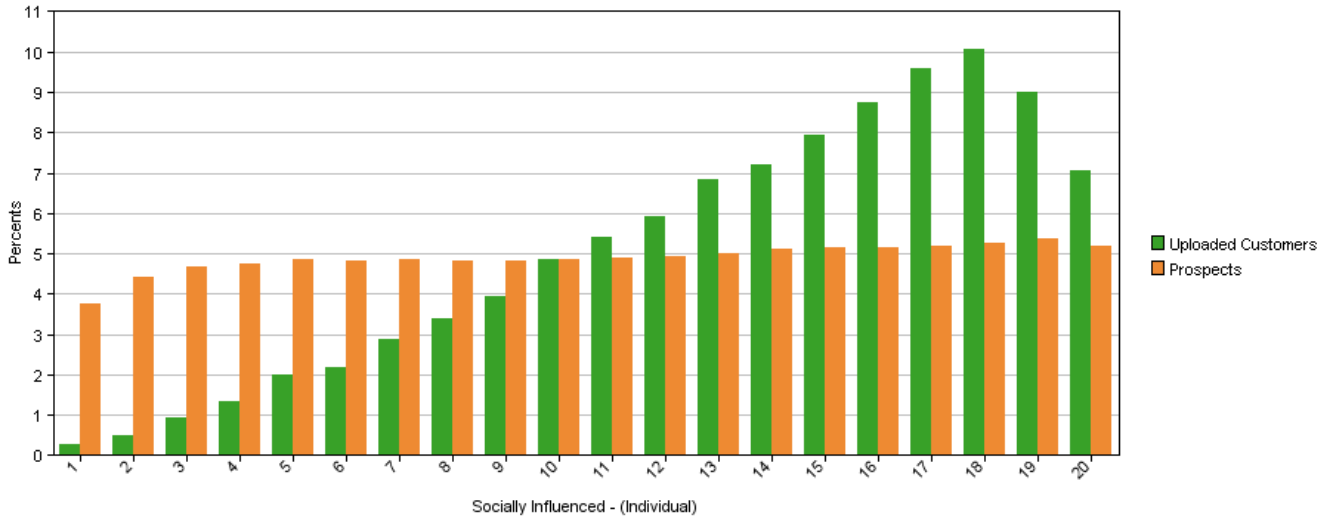
BEST PERFORMERS	MPI
18	336
17	311
19	291
16	239
15	188
20 = least likely to be a social influencer	168
14	151

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SOCIAL NETWORKING

SOCIALLY INFLUENCED - (INDIVIDUAL)

Indicates an individual's propensity to be influenced by others via social networking.

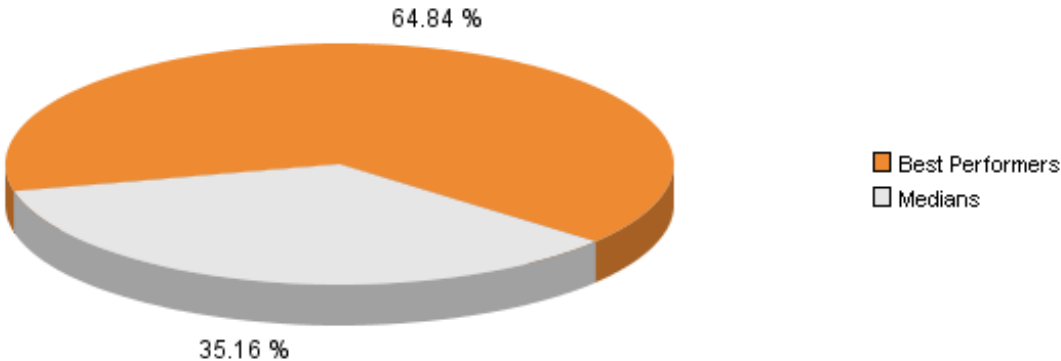


#	Description	Customer #	Customer %	Prospect #	Prospect %	MPI	Z-Score
1	01 = most likely to be socially influenced	17	0.27 %	8,398,446	3.77 %	7*	-14.48
2	02	30	0.48 %	9,880,731	4.43 %	11*	-15.15
3	03	59	0.95 %	10,395,260	4.66 %	20*	-13.91
4	04	83	1.33 %	10,618,935	4.76 %	28*	-12.71
5	05	124	1.99 %	10,808,406	4.85 %	41*	-10.50
6	06	135	2.17 %	10,733,297	4.81 %	45*	-9.76
7	07	180	2.89 %	10,810,924	4.85 %	60*	-7.20
8	08	211	3.39 %	10,755,213	4.82 %	70*	-5.29
9	09	246	3.95 %	10,744,978	4.82 %	82	-3.21
10	10	302	4.85 %	10,801,448	4.84 %	100	0.01
11	11	336	5.39 %	10,893,932	4.89 %	110	1.86
12	12	368	5.91 %	10,985,395	4.93 %	120	3.58
13	13	425	6.82 %	11,193,642	5.02 %	136	6.52
14	14	449	7.21 %	11,407,381	5.12 %	141	7.49
15	15	494	7.93 %	11,485,257	5.15 %	154	9.93
16	16	545	8.75 %	11,477,703	5.15 %	170	12.86
17	17	598	9.60 %	11,547,613	5.18 %	185	15.75
18	18	627	10.07 %	11,750,451	5.27 %	191	16.94
19	19	560	8.99 %	11,969,760	5.37 %	167	12.68
20	20 = least likely to be socially influenced	440	7.06 %	11,601,792	5.20 %	136	6.61

\*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.



SOCIALLY INFLUENCED - (INDIVIDUAL) - MPI VIEW (%)



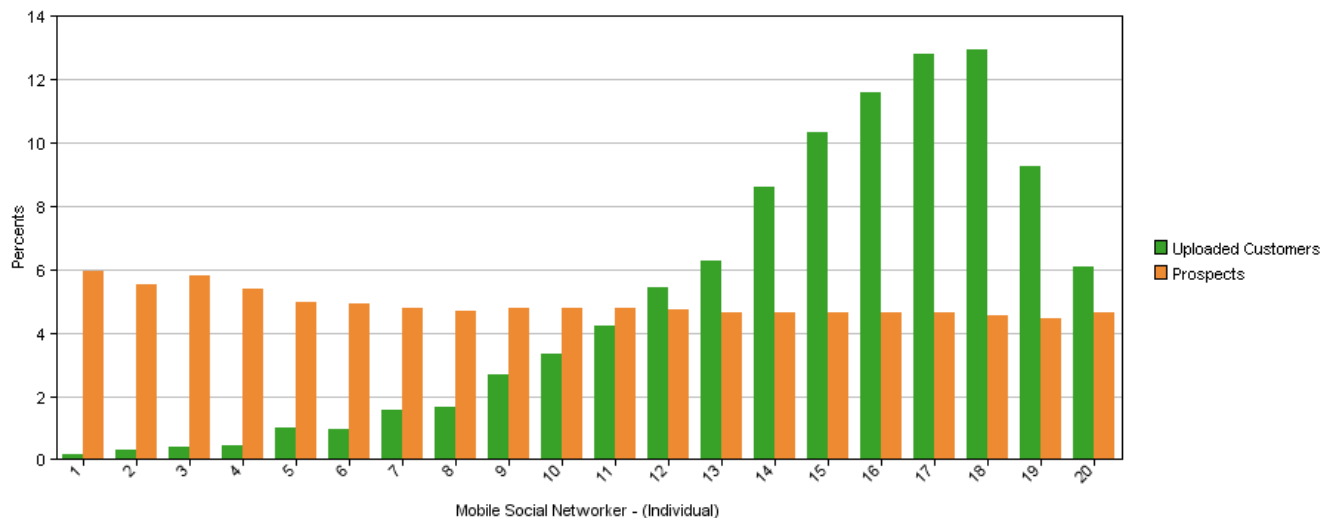
BEST PERFORMERS	MPI
18	191
17	185
16	170
19	167
15	154
14	141
20 = least likely to be socially influenced	136
13	136

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SOCIAL NETWORKING

MOBILE SOCIAL NETWORKER - (INDIVIDUAL)

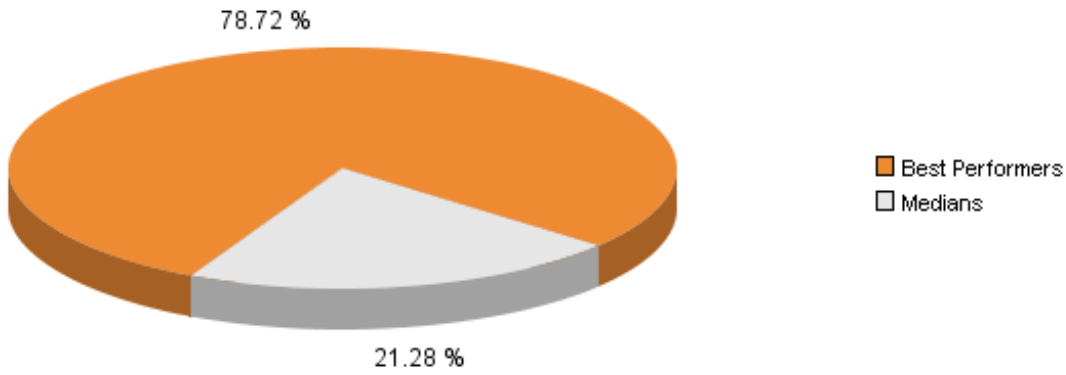
Indicates individual's propensity to access social network sites via mobile devices.



#	Description	Customer #	Customer %	Prospect #	Prospect %	MPI	Z-Score
1	01 = most likely to be a mobile social networker	9	0.14 %	13,233,225	5.94 %	2*	-19.34
2	02	18	0.29 %	12,342,660	5.54 %	5*	-18.11
3	03	25	0.40 %	12,945,054	5.81 %	7*	-18.24
4	04	28	0.45 %	11,999,946	5.38 %	8*	-17.25
5	05	62	1.00 %	11,103,593	4.98 %	20*	-14.46
6	06	60	0.96 %	10,948,845	4.91 %	20*	-14.42
7	07	96	1.54 %	10,650,235	4.78 %	32*	-11.97
8	08	103	1.65 %	10,448,116	4.69 %	35*	-11.32
9	09	167	2.68 %	10,636,431	4.77 %	56*	-7.74
10	10	207	3.32 %	10,615,668	4.76 %	70*	-5.33
11	11	262	4.21 %	10,628,546	4.77 %	88	-2.08
12	12	338	5.43 %	10,557,252	4.74 %	115	2.57
<b>13</b>	<b>13</b>	<b>392</b>	<b>6.29 %</b>	<b>10,370,689</b>	<b>4.65 %</b>	<b>135</b>	<b>6.15</b>
<b>14</b>	<b>14</b>	<b>535</b>	<b>8.59 %</b>	<b>10,387,508</b>	<b>4.66 %</b>	<b>184</b>	<b>14.72</b>
<b>15</b>	<b>15</b>	<b>645</b>	<b>10.36 %</b>	<b>10,325,620</b>	<b>4.63 %</b>	<b>224</b>	<b>21.50</b>
<b>16</b>	<b>16</b>	<b>721</b>	<b>11.58 %</b>	<b>10,303,577</b>	<b>4.62 %</b>	<b>250</b>	<b>26.14</b>
<b>17</b>	<b>17</b>	<b>799</b>	<b>12.83 %</b>	<b>10,314,724</b>	<b>4.63 %</b>	<b>277</b>	<b>30.81</b>
<b>18</b>	<b>18</b>	<b>806</b>	<b>12.94 %</b>	<b>10,154,785</b>	<b>4.55 %</b>	<b>284</b>	<b>31.74</b>
<b>19</b>	<b>19</b>	<b>577</b>	<b>9.26 %</b>	<b>9,905,235</b>	<b>4.44 %</b>	<b>209</b>	<b>18.47</b>
<b>20</b>	<b>20 = least likely to be a mobile social networker</b>	<b>379</b>	<b>6.08 %</b>	<b>10,388,855</b>	<b>4.66 %</b>	<b>131</b>	<b>5.34</b>

\*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.

MOBILE SOCIAL NETWORKER - (INDIVIDUAL) - MPI VIEW (%)



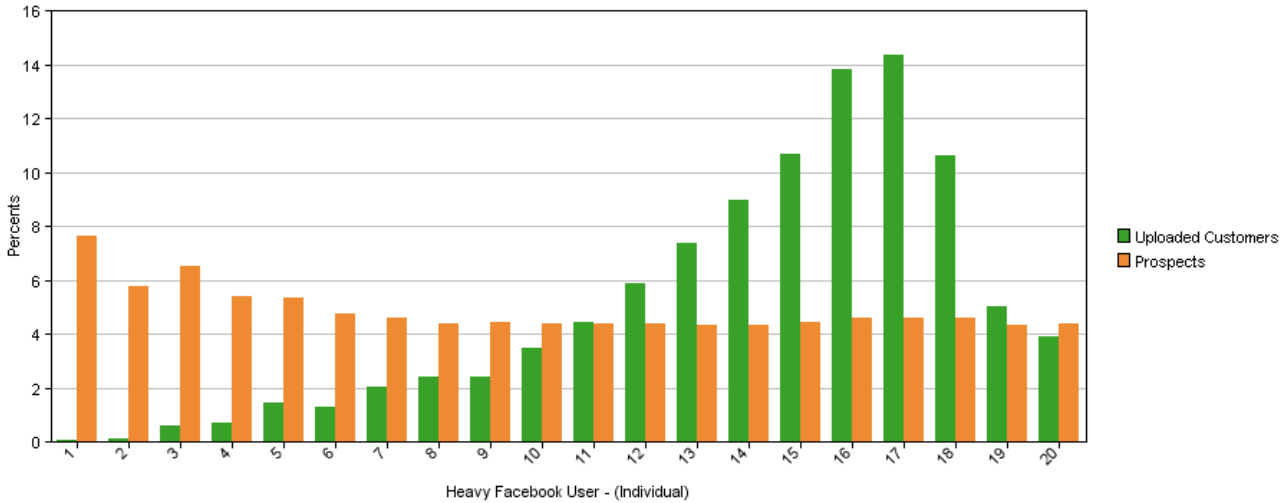
BEST PERFORMERS	MPI
18	284
17	277
16	250
15	224
19	209
14	184
13	135
20 = least likely to be a mobile social networker	131

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SOCIAL NETWORKING

HEAVY FACEBOOK USER - (INDIVIDUAL)

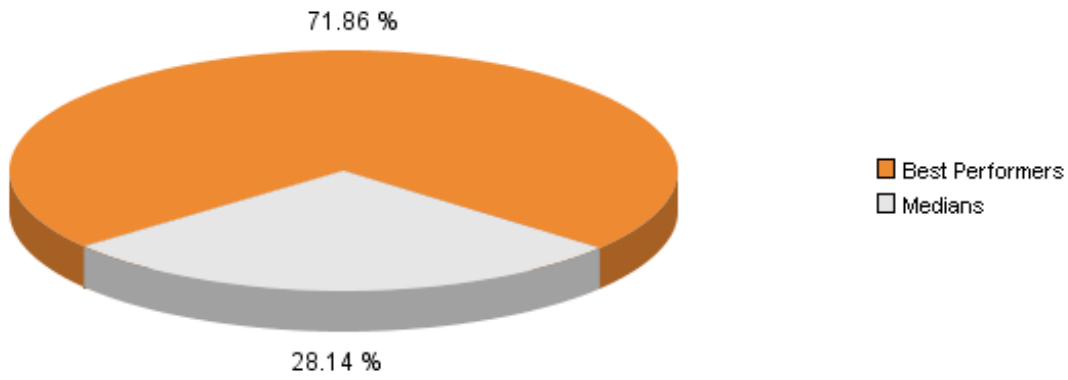
Indicates an individual's propensity to be a heavy Facebook user.



#	Description	Customer #	Customer %	Prospect #	Prospect %	MPI	Z-Score
1	01 = most likely to be a heavy facebook user	4	0.06 %	17,022,471	7.63 %	1*	-22.50
2	02	9	0.14 %	12,910,868	5.79 %	2*	-19.08
3	03	37	0.59 %	14,552,421	6.53 %	9*	-18.96
4	04	44	0.71 %	12,046,949	5.40 %	13*	-16.40
5	05	92	1.48 %	11,985,521	5.38 %	27*	-13.64
6	06	83	1.33 %	10,641,822	4.77 %	28*	-12.74
7	07	128	2.06 %	10,236,558	4.59 %	45*	-9.56
8	08	151	2.42 %	9,819,430	4.40 %	55*	-7.62
9	09	152	2.44 %	9,942,148	4.46 %	55*	-7.72
10	10	218	3.50 %	9,759,342	4.38 %	80	-3.38
11	11	278	4.46 %	9,771,941	4.38 %	102	0.31
<b>12</b>	<b>12</b>	<b>366</b>	<b>5.88 %</b>	<b>9,795,435</b>	<b>4.39 %</b>	<b>134</b>	<b>5.71</b>
<b>13</b>	<b>13</b>	<b>461</b>	<b>7.40 %</b>	<b>9,720,735</b>	<b>4.36 %</b>	<b>170</b>	<b>11.75</b>
<b>14</b>	<b>14</b>	<b>561</b>	<b>9.01 %</b>	<b>9,727,310</b>	<b>4.36 %</b>	<b>206</b>	<b>17.94</b>
<b>15</b>	<b>15</b>	<b>665</b>	<b>10.68 %</b>	<b>9,975,115</b>	<b>4.47 %</b>	<b>239</b>	<b>23.68</b>
<b>16</b>	<b>16</b>	<b>862</b>	<b>13.84 %</b>	<b>10,232,304</b>	<b>4.59 %</b>	<b>302</b>	<b>34.89</b>
<b>17</b>	<b>17</b>	<b>895</b>	<b>14.37 %</b>	<b>10,330,459</b>	<b>4.63 %</b>	<b>310</b>	<b>36.55</b>
<b>18</b>	<b>18</b>	<b>663</b>	<b>10.64 %</b>	<b>10,300,554</b>	<b>4.62 %</b>	<b>230</b>	<b>22.65</b>
19	19	315	5.06 %	9,661,749	4.33 %	117	2.81
20	20 = least likely to be a heavy facebook user	245	3.93 %	9,827,432	4.41 %	89	-1.82

\*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.

HEAVY FACEBOOK USER - (INDIVIDUAL) - MPI VIEW (%)



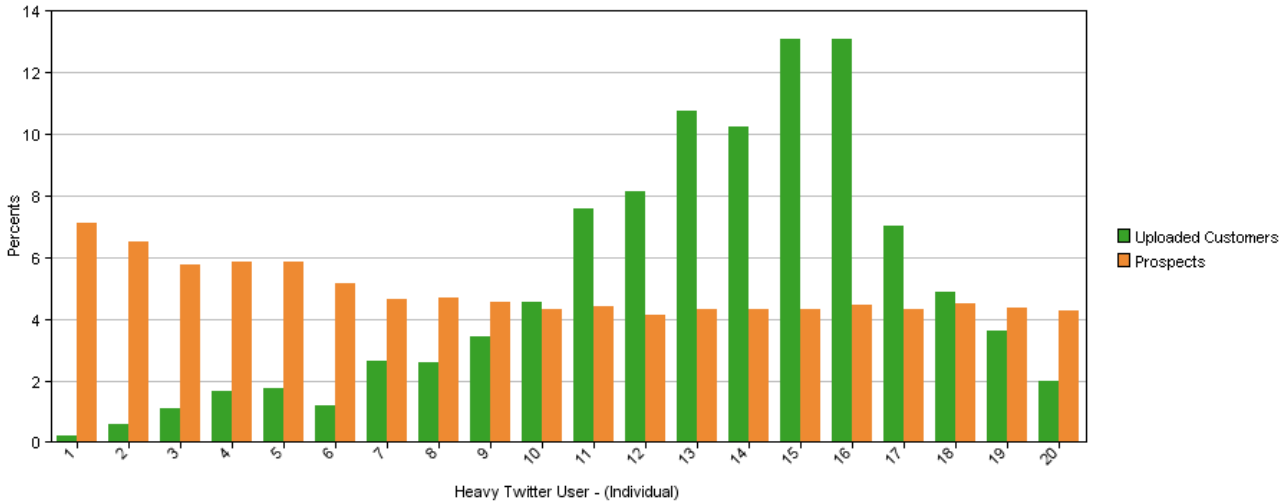
BEST PERFORMERS	MPI
17	310
16	302
15	239
18	230
14	206
13	170
12	134

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SOCIAL NETWORKING

HEAVY TWITTER USER - (INDIVIDUAL)

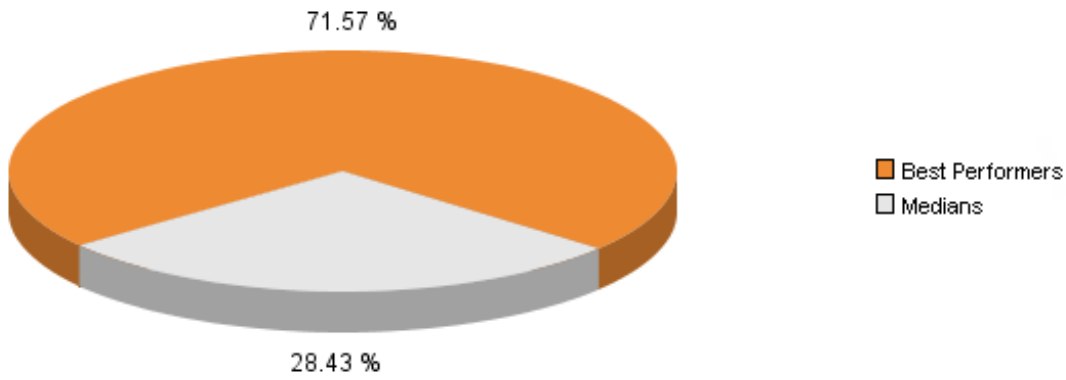
Indicates an individual's propensity to be a heavy Twitter user.



#	Description	Customer #	Customer %	Prospect #	Prospect %	MPI	Z-Score
1	01 = most likely to be a heavy twitter user	12	0.19 %	15,870,965	7.12 %	3*	-21.26
2	02	35	0.56 %	14,524,840	6.51 %	9*	-19.04
3	03	68	1.09 %	12,843,387	5.76 %	19*	-15.81
4	04	103	1.65 %	13,073,988	5.86 %	28*	-14.14
5	05	109	1.75 %	13,034,757	5.85 %	30*	-13.78
6	06	75	1.20 %	11,515,045	5.16 %	23*	-14.12
7	07	164	2.63 %	10,347,219	4.64 %	57*	-7.53
8	08	162	2.60 %	10,494,881	4.71 %	55*	-7.85
9	09	215	3.45 %	10,112,413	4.54 %	76*	-4.11
10	10	282	4.53 %	9,614,319	4.31 %	105	0.84
<b>11</b>	<b>11</b>	<b>471</b>	<b>7.56 %</b>	<b>9,832,868</b>	<b>4.41 %</b>	<b>171</b>	<b>12.11</b>
<b>12</b>	<b>12</b>	<b>507</b>	<b>8.14 %</b>	<b>9,164,611</b>	<b>4.11 %</b>	<b>198</b>	<b>16.02</b>
<b>13</b>	<b>13</b>	<b>671</b>	<b>10.77 %</b>	<b>9,644,562</b>	<b>4.33 %</b>	<b>249</b>	<b>25.01</b>
<b>14</b>	<b>14</b>	<b>639</b>	<b>10.26 %</b>	<b>9,623,506</b>	<b>4.32 %</b>	<b>238</b>	<b>23.08</b>
<b>15</b>	<b>15</b>	<b>814</b>	<b>13.07 %</b>	<b>9,627,087</b>	<b>4.32 %</b>	<b>303</b>	<b>33.97</b>
<b>16</b>	<b>16</b>	<b>815</b>	<b>13.08 %</b>	<b>9,950,217</b>	<b>4.46 %</b>	<b>293</b>	<b>32.95</b>
<b>17</b>	<b>17</b>	<b>436</b>	<b>7.00 %</b>	<b>9,615,522</b>	<b>4.31 %</b>	<b>162</b>	<b>10.44</b>
18	18	304	4.88 %	10,069,865	4.52 %	108	1.38
19	19	224	3.60 %	9,753,175	4.37 %	82	-3.00
20	20 = least likely to be a heavy twitter user	123	1.98 %	9,547,337	4.28 %	46*	-8.99

\*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.

HEAVY TWITTER USER - (INDIVIDUAL) - MPI VIEW (%)



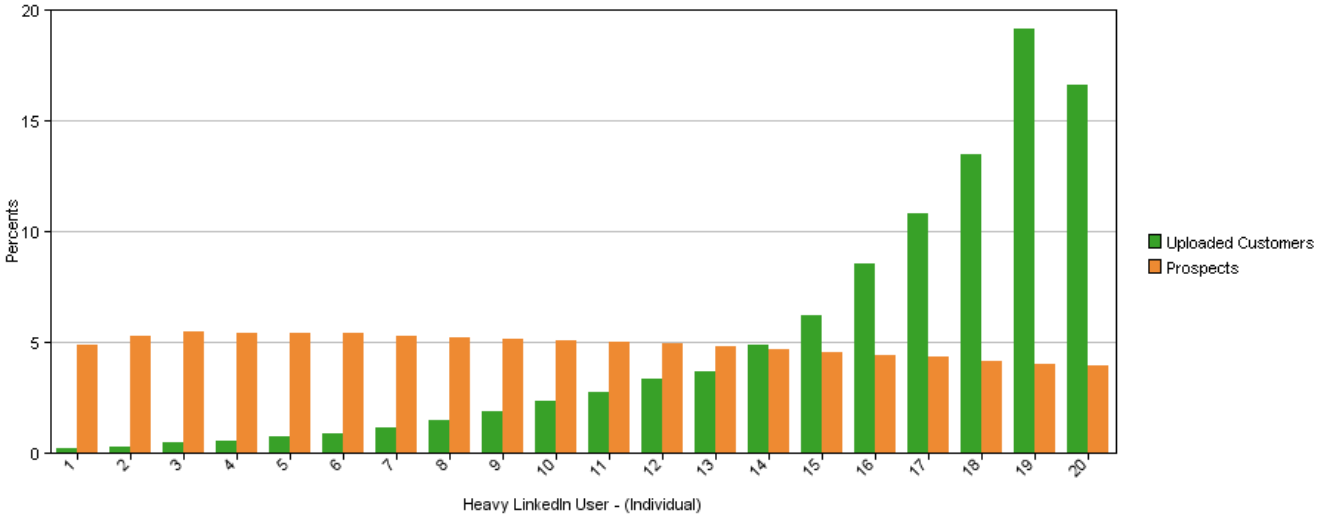
BEST PERFORMERS	MPI
15	303
16	293
13	249
14	238
12	198
11	171
17	162

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SOCIAL NETWORKING

HEAVY LINKEDIN USER - (INDIVIDUAL)

Indicates an individual's propensity to be a heavy LinkedIn user.

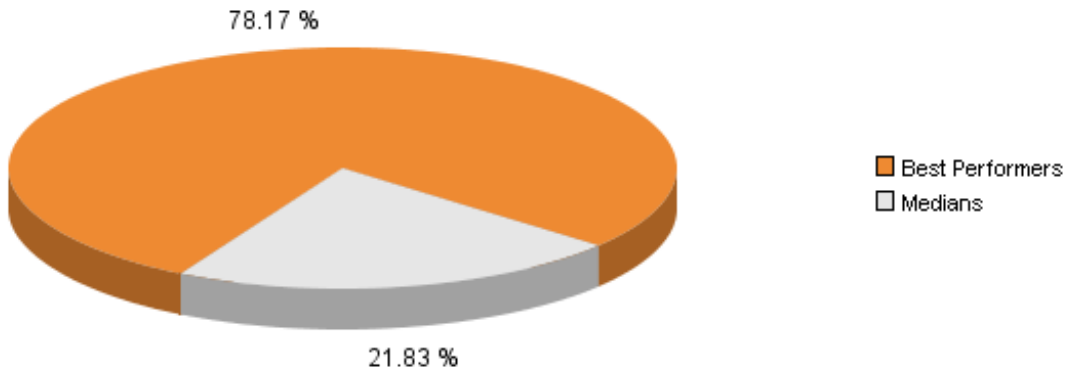


#	Description	Customer #	Customer %	Prospect #	Prospect %	MPI	Z-Score
1	01 = most likely to be a heavy linkedin user	16	0.26 %	10,897,042	4.89 %	5*	-16.95
2	02	19	0.31 %	11,855,252	5.32 %	6*	-17.63
3	03	31	0.50 %	12,251,826	5.50 %	9*	-17.31
4	04	37	0.59 %	12,187,253	5.47 %	11*	-16.92
5	05	46	0.74 %	12,123,024	5.44 %	14*	-16.36
6	06	56	0.90 %	12,049,859	5.40 %	17*	-15.73
7	07	72	1.16 %	11,890,608	5.33 %	22*	-14.67
8	08	94	1.51 %	11,707,419	5.25 %	29*	-13.24
9	09	120	1.93 %	11,482,251	5.15 %	37*	-11.51
10	10	149	2.39 %	11,376,694	5.10 %	47*	-9.72
11	11	172	2.76 %	11,207,453	5.03 %	55*	-8.18
12	12	210	3.37 %	11,019,382	4.94 %	68*	-5.72
13	13	231	3.71 %	10,767,152	4.83 %	77*	-4.13
14	14	304	4.88 %	10,419,891	4.67 %	104	0.77
15	15	388	6.23 %	10,122,815	4.54 %	137	6.40
16	16	532	8.54 %	9,941,521	4.46 %	192	15.61
17	17	676	10.85 %	9,709,216	4.35 %	249	25.13
18	18	843	13.53 %	9,353,196	4.20 %	323	36.76
19	19	1,195	19.18 %	8,994,788	4.03 %	476	60.77
20	20 = least likely to be a heavy linkedin user	1,038	16.66 %	8,903,922	3.99 %	417	51.08

\*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.



HEAVY LINKEDIN USER - (INDIVIDUAL) - MPI VIEW (%)



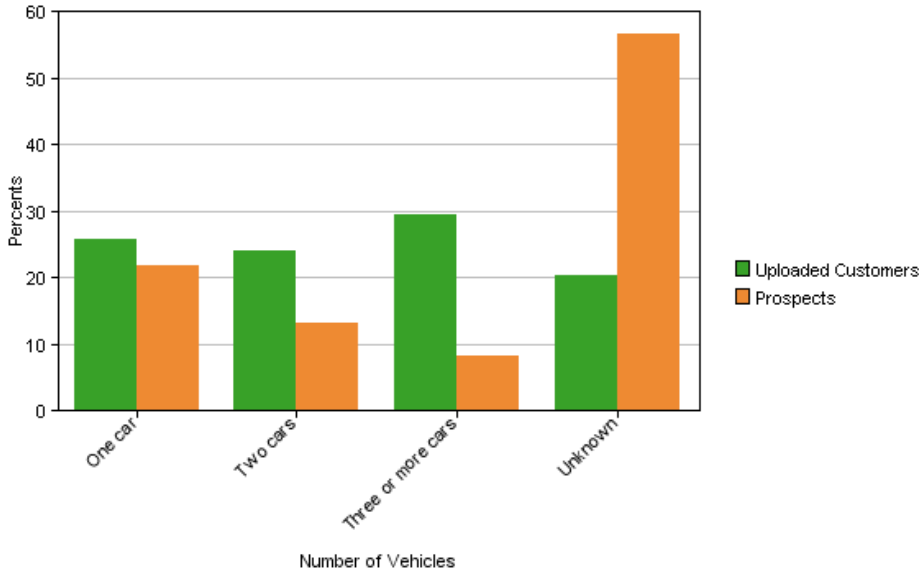
BEST PERFORMERS	MPI
19	476
20 = least likely to be a heavy linkedin user	417
18	323
17	249
16	192
15	137

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AUTO

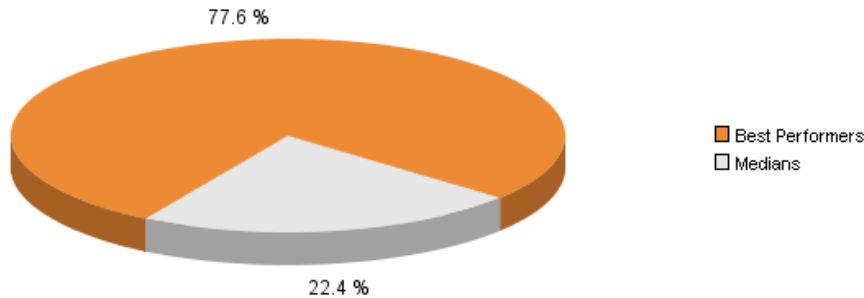
## NUMBER OF VEHICLES

Indicates the number of vehicles in the household.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	One car	1,612	25.88 %	48,494,377	21.75 %	119	7.90
2	Two cars	1,507	24.19 %	29,688,440	13.32 %	182	25.27
3	Three or more cars	1,837	29.49 %	18,511,288	8.30 %	355	60.61
[Unknown]	Unknown	1,273	20.44 %	126,278,747	56.63 %	36	-57.65

### NUMBER OF VEHICLES - MPI VIEW (%)



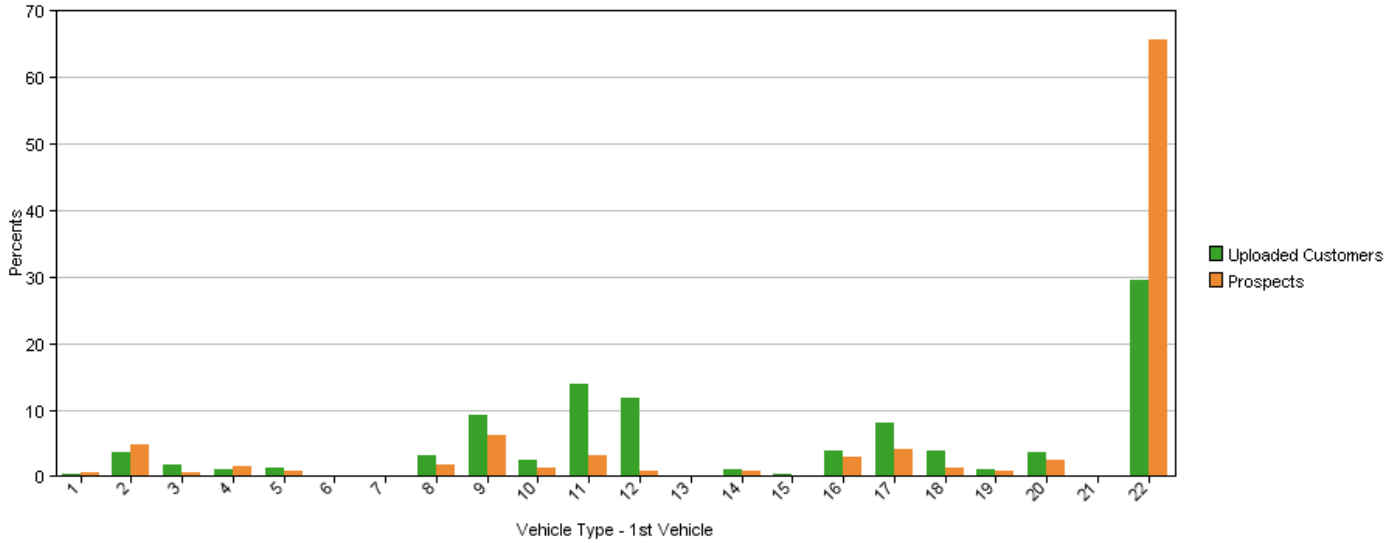
BEST PERFORMERS	MPI
Three or more cars	355
Two cars	182

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AUTO

VEHICLE TYPE - 1ST VEHICLE

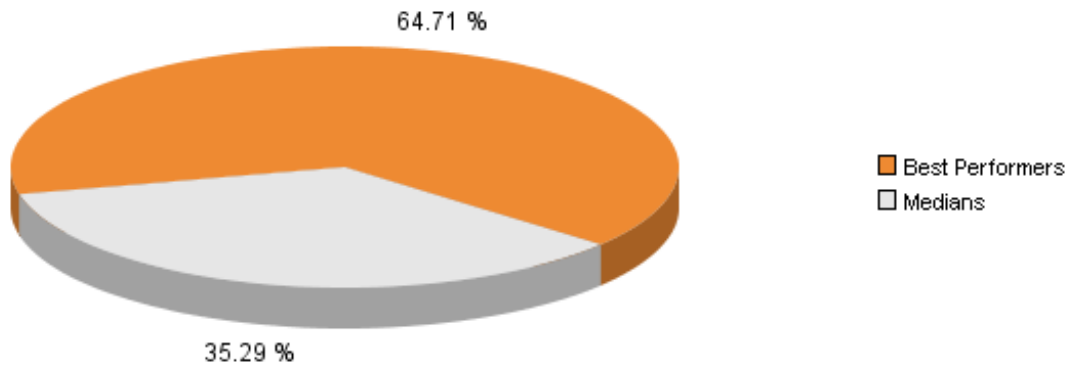
Indicates type of the first vehicle registered in the household.



#	Description	Customer #	Customer %	Prospect #	Prospect %	MPI	Z-Score
1	Entry compact car	20	0.32 %	1,268,120	0.57 %	56	-2.60
2	Premium compact car	220	3.53 %	10,524,566	4.72 %	75*	-4.42
3	<b>Premium full size car</b>	<b>111</b>	<b>1.78 %</b>	<b>1,518,622</b>	<b>0.68 %</b>	<b>262</b>	<b>10.57</b>
4	Entry luxury car	64	1.03 %	3,180,650	1.43 %	72	-2.66
5	<b>Mid-size luxury car</b>	<b>78</b>	<b>1.25 %</b>	<b>1,805,565</b>	<b>0.81 %</b>	<b>155</b>	<b>3.89</b>
6	Sports luxury car	7	0.11 %	142,601	0.06 %	175	1.50
7	Premium luxury car	4	0.06 %	272,454	0.12 %	52	-1.31
8	<b>Entry mid-size car</b>	<b>191</b>	<b>3.07 %</b>	<b>3,752,822</b>	<b>1.68 %</b>	<b>182</b>	<b>8.49</b>
9	<b>Premium mid-size car</b>	<b>579</b>	<b>9.30 %</b>	<b>13,871,574</b>	<b>6.22 %</b>	<b>149</b>	<b>10.04</b>
10	<b>Compact pickup</b>	<b>152</b>	<b>2.44 %</b>	<b>3,067,060</b>	<b>1.38 %</b>	<b>177</b>	<b>7.21</b>
11	<b>Light duty full-size pickup</b>	<b>861</b>	<b>13.82 %</b>	<b>7,230,839</b>	<b>3.24 %</b>	<b>426</b>	<b>47.13</b>
12	<b>Heavy duty full-size pickup</b>	<b>733</b>	<b>11.77 %</b>	<b>1,821,199</b>	<b>0.82 %</b>	<b>1440</b>	<b>96.01</b>
13	Luxury full-size pickup	4	0.06 %	14,957	0.01 %	914*	5.38
14	Entry sports car	70	1.12 %	1,822,089	0.82 %	138	2.69
15	Premium sports car	22	0.35 %	430,795	0.19 %	183	2.88
16	<b>Compact suv</b>	<b>237</b>	<b>3.81 %</b>	<b>6,743,246</b>	<b>3.02 %</b>	<b>126</b>	<b>3.60</b>
17	<b>Mid-size suv</b>	<b>507</b>	<b>8.14 %</b>	<b>9,062,619</b>	<b>4.06 %</b>	<b>200</b>	<b>16.29</b>
18	<b>Full-size suv</b>	<b>233</b>	<b>3.74 %</b>	<b>2,700,182</b>	<b>1.21 %</b>	<b>309</b>	<b>18.26</b>
19	Luxury suv	61	0.98 %	1,973,353	0.89 %	111	0.79
20	<b>Compact van</b>	<b>228</b>	<b>3.66 %</b>	<b>5,207,664</b>	<b>2.34 %</b>	<b>157</b>	<b>6.92</b>
21	Full-size van	9	0.14 %	241,684	0.11 %	133	0.87
22	Unknown	1,838	29.51 %	146,320,191	65.62 %	45	-60.01

\*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 (%)



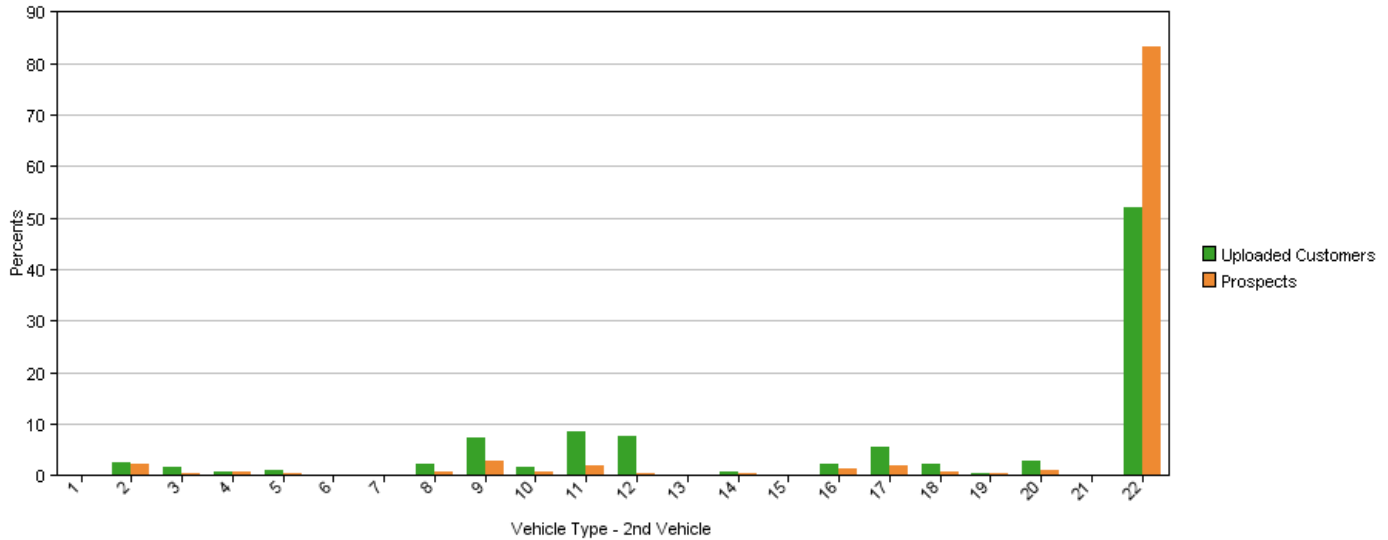
BEST PERFORMERS	MPI
Heavy duty full-size pickup	1440
Light duty full-size pickup	426
Full-size suv	309
Premium full size car	262
Mid-size suv	200
Entry mid-size car	182
Compact pickup	177
Compact van	157
Mid-size luxury car	155
Premium mid-size car	149
Compact suv	126

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AUTO

VEHICLE TYPE - 2ND VEHICLE

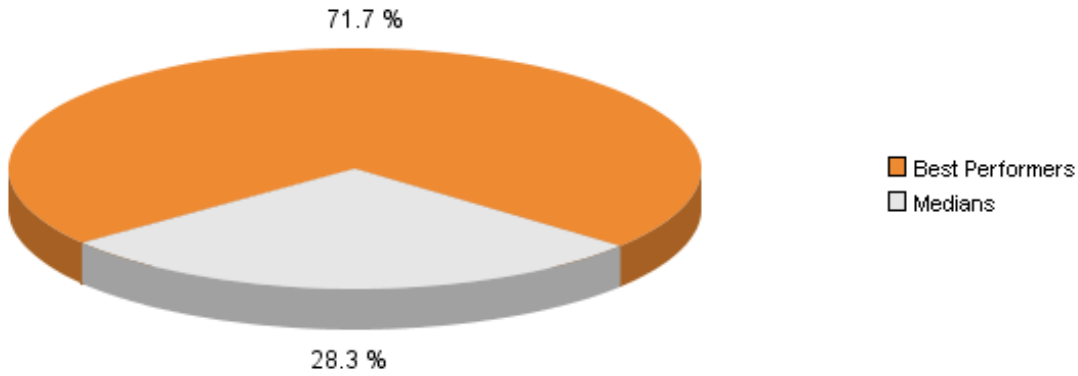
Indicates type of the second vehicle registered in the household.



#	Description	Customer #	Customer %	Prospect #	Prospect %	MPI	Z-Score
1	Entry compact car	14	0.23 %	530,691	0.24 %	95	-0.21
2	Premium compact car	166	2.67 %	4,952,221	2.22 %	120	2.38
3	<b>Premium full size car</b>	<b>107</b>	<b>1.72 %</b>	<b>737,884</b>	<b>0.33 %</b>	<b>519</b>	<b>19.06</b>
4	Entry luxury car	43	0.69 %	1,504,579	0.68 %	102	0.14
5	Mid-size luxury car	57	0.92 %	899,118	0.40 %	227*	6.38
6	Sports luxury car	1	0.02 %	77,412	0.04 %	46	-0.80
7	Premium luxury car	4	0.06 %	142,035	0.06 %	100	0.00
8	<b>Entry mid-size car</b>	<b>140</b>	<b>2.25 %</b>	<b>1,792,332</b>	<b>0.80 %</b>	<b>280</b>	<b>12.76</b>
9	<b>Premium mid-size car</b>	<b>460</b>	<b>7.39 %</b>	<b>6,512,368</b>	<b>2.92 %</b>	<b>253</b>	<b>20.92</b>
10	<b>Compact pickup</b>	<b>110</b>	<b>1.77 %</b>	<b>1,760,601</b>	<b>0.79 %</b>	<b>224</b>	<b>8.70</b>
11	<b>Light duty full-size pickup</b>	<b>541</b>	<b>8.69 %</b>	<b>4,107,906</b>	<b>1.84 %</b>	<b>471</b>	<b>40.16</b>
12	<b>Heavy duty full-size pickup</b>	<b>470</b>	<b>7.55 %</b>	<b>1,095,705</b>	<b>0.49 %</b>	<b>1537</b>	<b>79.65</b>
13	Luxury full-size pickup	1	0.02 %	8,407	0.00 %	400	1.50
14	Entry sports car	38	0.61 %	1,032,072	0.46 %	132	1.71
15	Premium sports car	6	0.10 %	256,648	0.12 %	83	-0.44
16	<b>Compact suv</b>	<b>134</b>	<b>2.15 %</b>	<b>2,844,234</b>	<b>1.28 %</b>	<b>169</b>	<b>6.15</b>
17	<b>Mid-size suv</b>	<b>343</b>	<b>5.51 %</b>	<b>4,363,057</b>	<b>1.96 %</b>	<b>281</b>	<b>20.23</b>
18	<b>Full-size suv</b>	<b>136</b>	<b>2.18 %</b>	<b>1,481,621</b>	<b>0.66 %</b>	<b>329</b>	<b>14.76</b>
19	Luxury suv	29	0.47 %	891,419	0.40 %	117	0.83
20	<b>Compact van</b>	<b>174</b>	<b>2.79 %</b>	<b>2,480,686</b>	<b>1.11 %</b>	<b>251</b>	<b>12.64</b>
21	Full-size van	9	0.14 %	146,118	0.07 %	218	2.40
22	Unknown	3,246	52.11 %	185,355,738	83.13 %	63	-65.37

\*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 - 2ND VEHICLE - MPI VIEW (%)



BEST PERFORMERS	MPI
Heavy duty full-size pickup	1537
Premium full size car	519
Light duty full-size pickup	471
Full-size suv	329
Mid-size suv	281
Entry mid-size car	280
Premium mid-size car	253
Compact van	251
Compact pickup	224
Compact suv	169

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## PROSPECTS WITH “UNDECIDED PROSPECTS” PROFILE

STATE	PROSPECTS #
AK Alaska	301,439 (0.23 %)
AL Alabama	2,301,498 (1.74 %)
AR Arkansas	1,415,386 (1.07 %)
AZ Arizona	2,677,480 (2.03 %)
CA California	15,859,661 (12.02 %)
CO Colorado	2,558,570 (1.94 %)
DE Delaware	473,719 (0.36 %)
FL Florida	9,915,251 (7.52 %)
GA Georgia	4,411,508 (3.34 %)
HI Hawaii	503,183 (0.38 %)
IA Iowa	1,385,320 (1.05 %)
ID Idaho	649,802 (0.49 %)
IL Illinois	5,561,591 (4.22 %)
IN Indiana	2,913,323 (2.21 %)
KS Kansas	1,209,965 (0.92 %)
KY Kentucky	1,951,966 (1.48 %)
LA Louisiana	2,223,069 (1.69 %)
MD Maryland	2,751,249 (2.09 %)
MI Michigan	5,121,240 (3.88 %)
MN Minnesota	2,386,280 (1.81 %)
MO Missouri	2,713,338 (2.06 %)
MS Mississippi	1,284,184 (0.97 %)
MT Montana	445,841 (0.34 %)
NC North Carolina	4,913,049 (3.72 %)
ND North Dakota	294,961 (0.22 %)
NE Nebraska	800,065 (0.61 %)
NM New Mexico	834,199 (0.63 %)
NV Nevada	1,336,732 (1.01 %)
NY New York	9,392,088 (7.12 %)
OH Ohio	5,901,347 (4.47 %)
OK Oklahoma	1,775,313 (1.35 %)
OR Oregon	1,808,346 (1.37 %)
PA Pennsylvania	5,967,521 (4.52 %)
SC South Carolina	2,136,998 (1.62 %)
SD South Dakota	343,164 (0.26 %)
TN Tennessee	2,992,017 (2.27 %)





## PROSPECTS WITH “BEST PERFORMERS” PROFILE

STATE	PROSPECTS #
AK Alaska	830 (0.02 %)
AL Alabama	26,163 (0.79 %)
AR Arkansas	43,524 (1.31 %)
AZ Arizona	15,660 (0.47 %)
CA California	30,992 (0.93 %)
CO Colorado	46,234 (1.39 %)
DE Delaware	4,791 (0.14 %)
FL Florida	178,650 (5.36 %)
GA Georgia	30,624 (0.92 %)
HI Hawaii	1,203 (0.04 %)
IA Iowa	153,915 (4.62 %)
ID Idaho	37,669 (1.13 %)
IL Illinois	80,810 (2.43 %)
IN Indiana	44,841 (1.35 %)
KS Kansas	61,608 (1.85 %)
KY Kentucky	132,470 (3.98 %)
LA Louisiana	23,919 (0.72 %)
MD Maryland	26,006 (0.78 %)
MI Michigan	285,792 (8.58 %)
MN Minnesota	145,302 (4.36 %)
MO Missouri	117,574 (3.53 %)
MS Mississippi	94,588 (2.84 %)
MT Montana	15,429 (0.46 %)
NC North Carolina	187,426 (5.63 %)
ND North Dakota	29,907 (0.90 %)
NE Nebraska	36,919 (1.11 %)
NM New Mexico	6,381 (0.19 %)
NV Nevada	36,674 (1.10 %)
NY New York	61,091 (1.83 %)
OH Ohio	268,418 (8.06 %)
OK Oklahoma	15,159 (0.46 %)
OR Oregon	10,413 (0.31 %)
PA Pennsylvania	76,053 (2.28 %)
SC South Carolina	48,026 (1.44 %)
SD South Dakota	25,770 (0.77 %)
TN Tennessee	151,006 (4.53 %)

TX Texas	440,122 (13.21 %)
UT Utah	11,759 (0.35 %)
VA Virginia	100,036 (3.00 %)
WA Washington	57,065 (1.71 %)
WI Wisconsin	97,323 (2.92 %)
WV West Virginia	67,091 (2.01 %)
WY Wyoming	5,674 (0.17 %)
<b>BUYING ACTIVITY CATEGORIES</b>	
Apparel - men's big and tall	302,667 (9.09 %)
Apparel - children's	361,361 (10.85 %)
Apparel - men's	917,931 (27.56 %)
Apparel - women's - petite	357,697 (10.74 %)
Apparel - women's - plus sizes	1,168,979 (35.09 %)
Apparel - women's	2,376,063 (71.33 %)
Arts & antiques - art	657,374 (19.74 %)
Automotive, auto parts & accessories	727,854 (21.85 %)
Books & magazines - magazines	1,214,414 (36.46 %)
Books & music - books	1,373,697 (41.24 %)
Books & music - books - audio	90,693 (2.72 %)
Children's apparel - infants & toddlers	252,749 (7.59 %)
Children's learning & activity toys	107,528 (3.23 %)
Children's products - general	1,080,975 (32.45 %)
Children's products - general - back-to-school	20,807 (0.62 %)
Computing/home office - general	142,393 (4.27 %)
Electronics, computing & home office	1,085,363 (32.58 %)
Donation/contribution	558,878 (16.78 %)
Dvds/videos	245,017 (7.36 %)
Gardening - buying activity grouping	1,242,863 (37.31 %)
Health & beauty	1,347,900 (40.47 %)
Home & garden	952,538 (28.60 %)
Hunting	110,000 (3.30 %)
Jewelry	975,273 (29.28 %)
Interests & passions - collectibles	538,477 (16.17 %)
Interests & passions - crafts/hobbies	601,336 (18.05 %)
Luggage	111,642 (3.35 %)
Magazines	1,214,414 (36.46 %)
Military memorabilia/weaponry	59,506 (1.79 %)
Pets	480,065 (14.41 %)
Sports & leisure	1,312,032 (39.39 %)

Travel	374,531 (11.24 %)
Value-priced general merchandise	835,406 (25.08 %)
Young women's apparel	472,157 (14.18 %)
<b>HEAVY LINKEDIN USER - (INDIVIDUAL)</b>	
15	465,976 (13.99 %)
16	513,897 (15.43 %)
17	551,053 (16.54 %)
18	568,942 (17.08 %)
19	631,890 (18.97 %)
20 = least likely to be a heavy linkedin user	599,149 (17.99 %)
<b>INTEREST</b>	
Arts	1,153,334 (34.63 %)
Auto work	2,268,475 (68.10 %)
Aviation	64,941 (1.95 %)
Beauty and cosmetics	1,701,551 (51.08 %)
Biking / mountain biking	563,259 (16.91 %)
Boat owner	564,781 (16.96 %)
Boating / sailing	977,252 (29.34 %)
Broader living	1,901,703 (57.09 %)
Camping / hiking	1,401,725 (42.08 %)
Career	1,240,088 (37.23 %)
Career improvement	777,660 (23.35 %)
Cat owner	1,332,882 (40.02 %)
Celebrities	759,899 (22.81 %)
Children's interests	1,802,406 (54.11 %)
Christian families	432,868 (13.00 %)
Collectibles - antiques	1,068,369 (32.07 %)
Collectibles - arts	222,470 (6.68 %)
ollectibles - coins	1,076,114 (32.31 %)
Collectibles - general	2,332,718 (70.03 %)
Collectibles - sports memorabilia	490,359 (14.72 %)
Collectibles - stamps	510,653 (15.33 %)
Collectibles and antiques grouping	2,620,816 (78.68 %)
Collector avid	877,664 (26.35 %)
Common living	1,172,665 (35.21 %)
Community / charities	2,209,036 (66.32 %)
Computers	3,043,995 (91.39 %)
Consumer electronics	3,052,816 (91.65 %)
Cooking - general	2,795,875 (83.94 %)

Cooking - gourmet	2,463,506 (73.96 %)
Cooking - low fat	1,682,559 (50.51 %)
Cooking / food grouping	3,038,007 (91.21 %)
Crafts	2,643,385 (79.36 %)
Cultural / artistic living	89,130 (2.68 %)
Current affairs / politics	1,521,735 (45.69 %)
Dieting / weight loss	2,159,100 (64.82 %)
Diy living	713,014 (21.41 %)
Dog owner	1,861,127 (55.87 %)
Electronics / computers grouping	3,269,407 (98.15 %)
Environmental issues	1,042,321 (31.29 %)
Equestrian	263,864 (7.92 %)
Exercise - aerobic	401,394 (12.05 %)
Exercise - running / jogging	469,325 (14.09 %)
Exercise - walking	1,746,956 (52.45 %)
Exercise / health grouping	3,013,234 (90.46 %)
Fashion	2,125,422 (63.81 %)
Fishing	1,678,808 (50.40 %)
Food - wines (age sensitive - use w/age 2-year increments)	626,522 (18.81 %)
Foods - natural	1,333,611 (40.04 %)
Games - board games / puzzles	414,689 (12.45 %)
Games - computer games	484,941 (14.56 %)
Games - video games	446,955 (13.42 %)
Gaming - casino (age sensitive - use w/age 2-year increments)	967,376 (29.04 %)
Gaming - lottery (age sensitive - use w/age 2-year increments)	415,102 (12.46 %)
Gardening - interest grouping	2,923,787 (87.78 %)
Golf	1,384,099 (41.55 %)
Grandchildren	1,580,235 (47.44 %)
Health / medical	2,547,961 (76.49 %)
High tech living	1,457,386 (43.75 %)
Highbrow	873,855 (26.23 %)
History / military	320,907 (9.63 %)
Home furnishings / decorating	3,053,686 (91.68 %)
Home improvement	1,916,976 (57.55 %)
Home improvement - do-it-yourselfers	1,321,575 (39.68 %)
Home improvement grouping	3,182,212 (95.54 %)
Home living	1,441,054 (43.26 %)
House plants	364,410 (10.94 %)
Hunting / shooting	1,823,827 (54.75 %)

Investing / finance grouping	2,632,597 (79.04 %)
Investments - foreign	90,498 (2.72 %)
Investments - personal	2,401,609 (72.10 %)
Investments - real estate	734,518 (22.05 %)
Investments - stocks/bonds	1,290,630 (38.75 %)
Money seekers	767,458 (23.04 %)
Motorcycling	517,105 (15.52 %)
Movie / music grouping	2,823,654 (84.77 %)
Movie collector	1,207,575 (36.25 %)
Movies at home	2,223,295 (66.75 %)
Music - avid listener	2,522,720 (75.74 %)
Music - home stereo	1,936,594 (58.14 %)
Music collector	267,494 (8.03 %)
Music player – audio equipment	2,189,392 (65.73 %)
Nascar	1,023,949 (30.74 %)
Other pet owner	1,676,187 (50.32 %)
Outdoors grouping	2,832,175 (85.03 %)
Parenting	2,263,246 (67.95 %)
Photography	836,352 (25.11 %)
Professional living	651,243 (19.55 %)
Reading - audio books	261,538 (7.85 %)
Reading - best sellers	962,340 (28.89 %)
Reading - financial newsletter subscribers	996,391 (29.91 %)
Reading - general	3,170,182 (95.17 %)
Reading - magazines	3,176,590 (95.37 %)
Reading - religious / inspirational	1,225,834 (36.80 %)
Reading grouping	3,245,073 (97.42 %)
Religious / inspirational	1,548,783 (46.50 %)
Rv	1,518,236 (45.58 %)
Science / space	255,482 (7.67 %)
Self improvement	1,296,939 (38.94 %)
Sewing / knitting / needlework	1,245,320 (37.39 %)
Snow skiing	304,221 (9.13 %)
Spectator - tv sports	905,960 (27.20 %)
Spectator sports - auto / motorcycle racing	891,605 (26.77 %)
Spectator sports - baseball	1,221,361 (36.67 %)
Spectator sports - basketball	1,113,139 (33.42 %)
Spectator sports - football	1,577,968 (47.37 %)
Spectator sports - tennis	57,360 (1.72 %)

Sports grouping	2,982,469 (89.54 %)
Sporty living	573,553 (17.22 %)
Sweepstakes / contests (age sensitive - use w/age 2-year increments)	1,823,017 (54.73 %)
Tennis	141,084 (4.24 %)
Theater / performing arts	791,355 (23.76 %)
Travel - cruise vacations	1,257,620 (37.76 %)
Travel - domestic	2,353,239 (70.65 %)
Travel - family vacations	1,372,810 (41.21 %)
Travel - international	911,388 (27.36 %)
Travel grouping	2,964,859 (89.01 %)
Tv - cable	842,777 (25.30 %)
Tv - hdtv/satellite dish	174,375 (5.24 %)
Tv - satellite dish	231,492 (6.95 %)
Upscale living	948,475 (28.47 %)
Water sports	48,044 (1.44 %)
Wireless - cellular phone owner	2,401,515 (72.10 %)
Woodworking	1,310,119 (39.33 %)
<b>NUMBER OF VEHICLES</b>	
Two cars	1,751,354 (52.58 %)
Three or more cars	1,579,553 (47.42 %)
<b>SOCIAL INFLUENCER - (INDIVIDUAL)</b>	
14	346,936 (10.42 %)
15	398,568 (11.97 %)
16	442,530 (13.29 %)
17	488,217 (14.66 %)
18	531,452 (15.96 %)
19	558,015 (16.75 %)
20 = least likely to be a social influencer	565,189 (16.97 %)
<b>VEHICLE TYPE - 2ND VEHICLE</b>	
Premium full size car	155,196 (4.66 %)
Entry mid-size car	209,205 (6.28 %)
Premium mid-size car	785,063 (23.57 %)
Compact pickup	256,191 (7.69 %)
Light duty full-size pickup	580,528 (17.43 %)
Heavy duty full-size pickup	164,420 (4.94 %)
Compact suv	302,760 (9.09 %)
Mid-size suv	467,108 (14.02 %)
Full-size suv	128,527 (3.86 %)
Compact van	281,909 (8.46 %)
<b>TOTAL: 3,330,907</b>	

## 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.

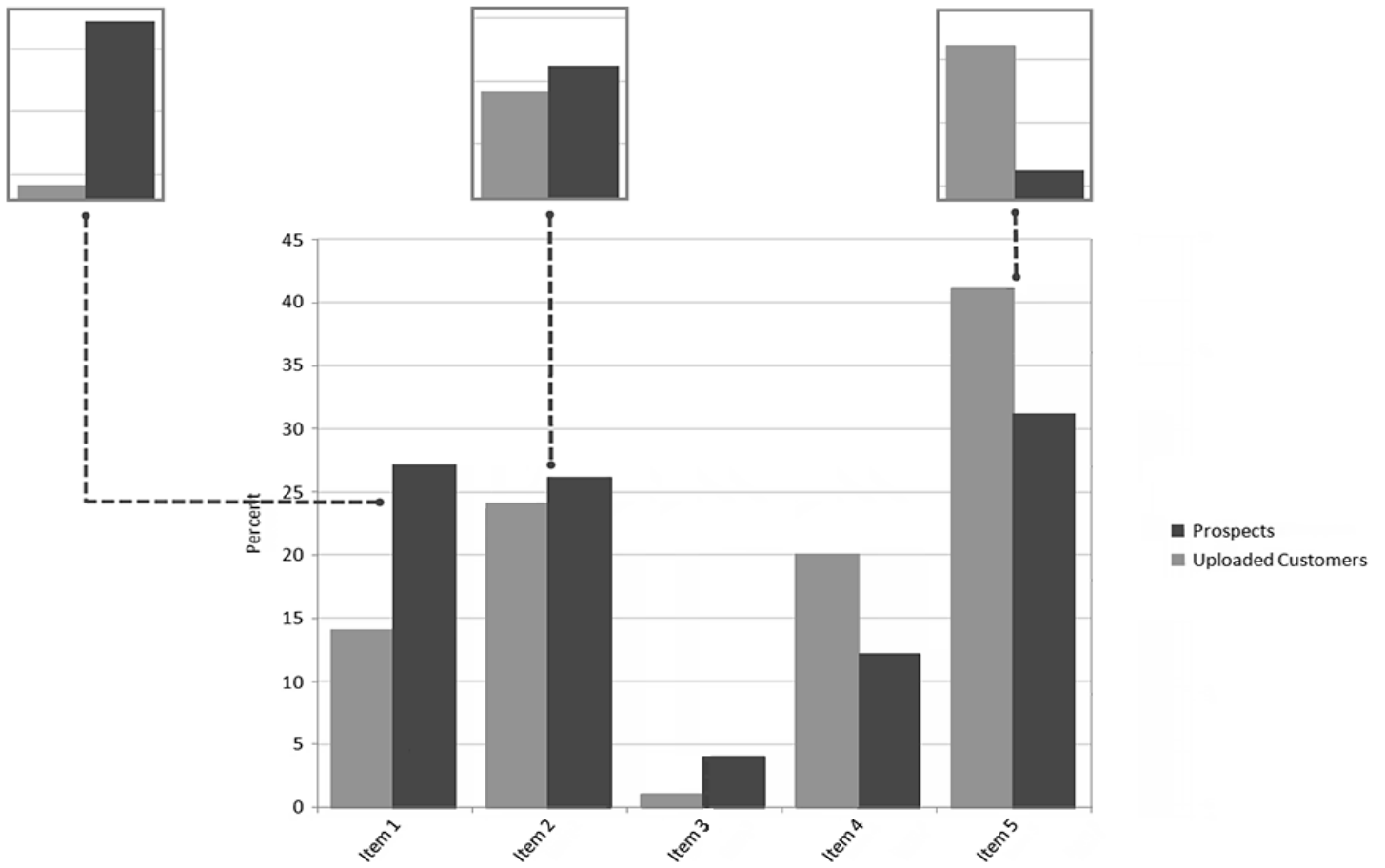
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## HOW TO READ YOUR REPORT?

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.

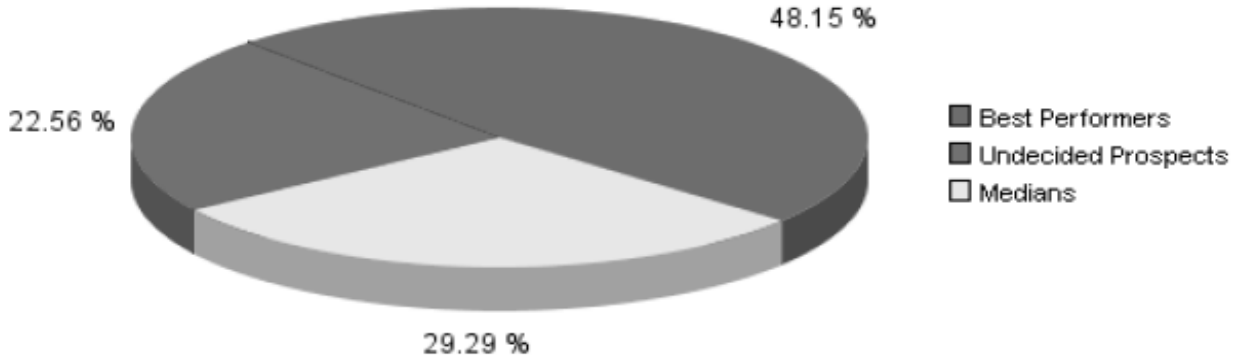




The table provides statistical details of this comparison.

PROSPECT %	MPI	Z-SCORE	
<b>27 %</b>	<b>52</b>	<b>-5.2</b>	Attributes with MPI less than 80 and Z-Score less than -3 ("Undecided Prospects") are in bold.
26 %	92	5	
4 %	25*	-4	Asterisk marks MPIs that are not statistically valid due to Z-Score and indicates that the attribute is not important for your customer profile.
<b>12 %</b>	<b>167</b>	<b>4</b>	
<b>31 %</b>	<b>132</b>	<b>7.5</b>	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
Male	143

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.

UNDECIDED PROSPECTS	MPI
Female	67

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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