Sample Basic Profile

Overall Customer Penetration
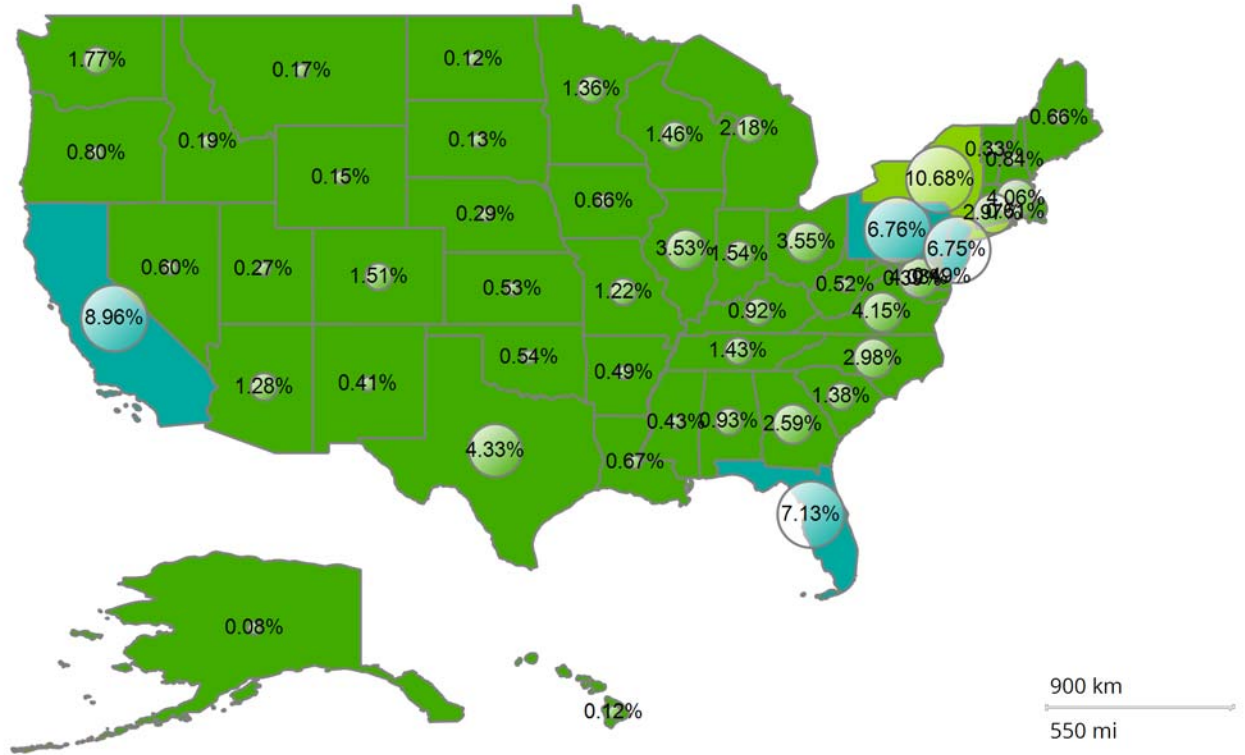
Overview

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

Executive Overview

Group Name	% Cust	0%—100%
Age Range		
18-24	0.1%	
25-34	4.6%	
35-44	14.0%	
45-54	25.6%	
55-64	31.5%	
65-74	18.7%	
75 & Up	5.5%	
Ethnicity		
African American	2.3%	
American Indian	0.5%	
Asian	2.8%	
Hispanic	4.4%	
Middle Eastern	5.5%	
White	84.5%	
Household		
Male	29.2%	
Female	70.8%	
Married	69.0%	
Presence of Children	59.1%	
Home Owner	94.9%	
Single Family Home	95.9%	
Income		
Under $30K	5.4%	
$30K-$69K	21.1%	
$70K-$99K	24.9%	
$100K-$149K	18.7%	
$150K & Up	30.0%	

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Customer Profile

Total Matched Records

Matched	Gender	Marital Status	Children	Age	Income	Ethnicity	Occupation
148,490	147,958	145,874	101,659	145,594	148,335	146,890	90,546
100.0%	99.6%	98.2%	68.5%	98.0%	99.9%	98.9%	61.0%
Anglers	Dwelling	Home Owner	Family Pos	Education	Political	Mail Buyers	Internet Buyers
93,997	148,490	143,765	125,152	110,665	135,306	133,363	74,537
63.3%	100.0%	96.8%	84.3%	74.5%	91.1%	89.8%	50.2%

% of Customer List (Age by Income)

Age	Under $30K	$30 - 69K	$70 - 99K	$100K - 149K	$150K & Up	Totals
18-24	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
25-34	0.5%	1.5%	1.3%	0.7%	0.6%	4.6%
35-44	0.7%	3.5%	4.0%	2.8%	2.9%	14.0%
45-54	0.8%	4.2%	6.2%	5.1%	9.3%	25.6%
55-64	1.1%	5.5%	7.6%	6.0%	11.3%	31.5%
65-74	1.2%	4.4%	4.6%	3.3%	5.2%	18.7%
75 & Up	0.8%	1.8%	1.2%	0.8%	0.9%	5.5%
Totals	5.2%	20.9%	24.9%	18.7%	30.3%	100.0%

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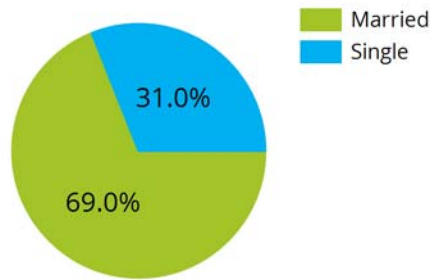
Customer Profile

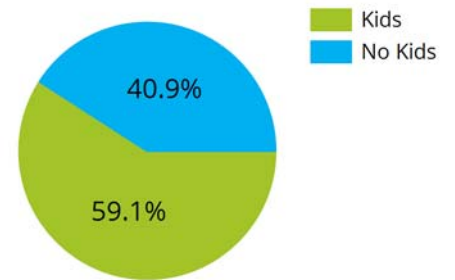## Overall Demographics As A Percent of List

Gender
- Female
- Male

29.2%
70.8%

Marital Status
- Married
- Single

31.0%
69.0%

Presence of Children
- Kids
- No Kids

40.9%
59.1%
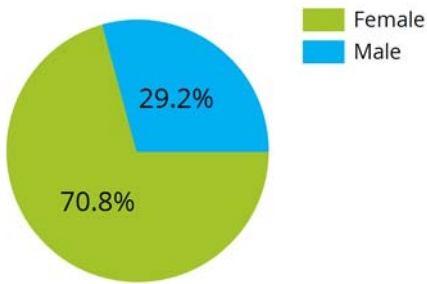
Age

Age	% Cust	0%	20%	40%
18-24	0.1%			
25-34	4.6%			
35-44	14.0%			
45-54	25.6%			
55-64	31.5%			
65-74	18.7%			
75 & Up	5.5%			

Income

Income	% Cust	0%	20%
Under $30K	5.4%		
$30K-$69K	21.1%		
$70K-$99K	24.9%		
$100K-$149K	18.7%		
$150K & Up	30.0%		

Credit Ranges

Credit Ranges	% Cust	0%	20%	40%
Under 500	0.2%			
500-549	1.4%			
550-599	2.2%			
600-649	6.2%			
650-699	12.3%			
700-749	17.5%			
750-799	38.6%			
800 & Up	21.7%			

Current Home Value

Home Value	% Cust	0%	20%
Under 100K	9.6%		
100-199K	27.1%		
200-299K	21.9%		
300-399K	14.2%		
400-499K	8.8%		
500-599K	4.5%		
600-699K	4.8%		
700-799K	1.9%		
800-899K	2.1%		
900K & Up	5.1%		

Length of Residence

Length	% Cust	0%	20%	40%
Under 3	6.1%			
3-5	14.7%			
6-9	22.2%			
10-14	20.0%			
15 & Up	37.0%			

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Occupation

- 72.7% - Professional
- 10.6% - Entrepreneur
- 9.4% - Trade
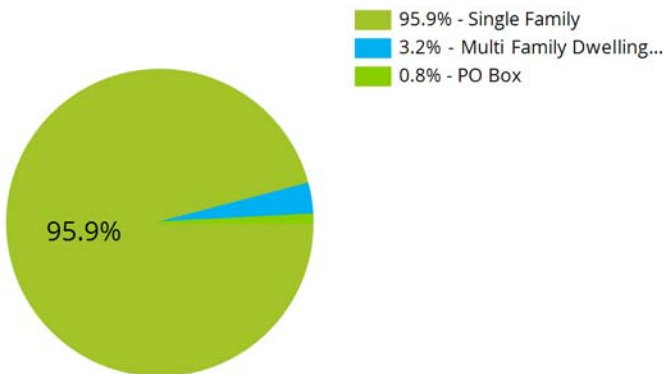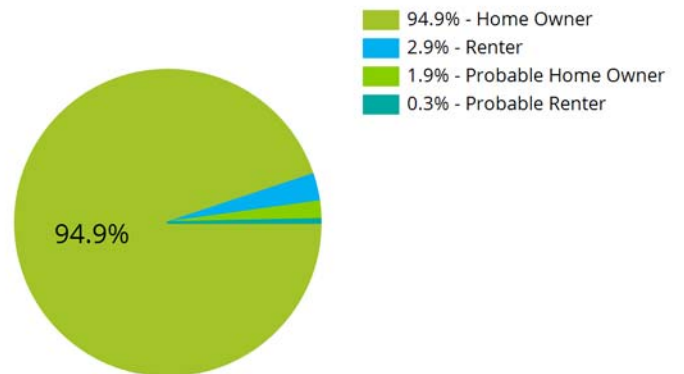- 6.2% - Lifestage/Life Choice
- 1.0% - Government/Military
- 0.0% - Retail
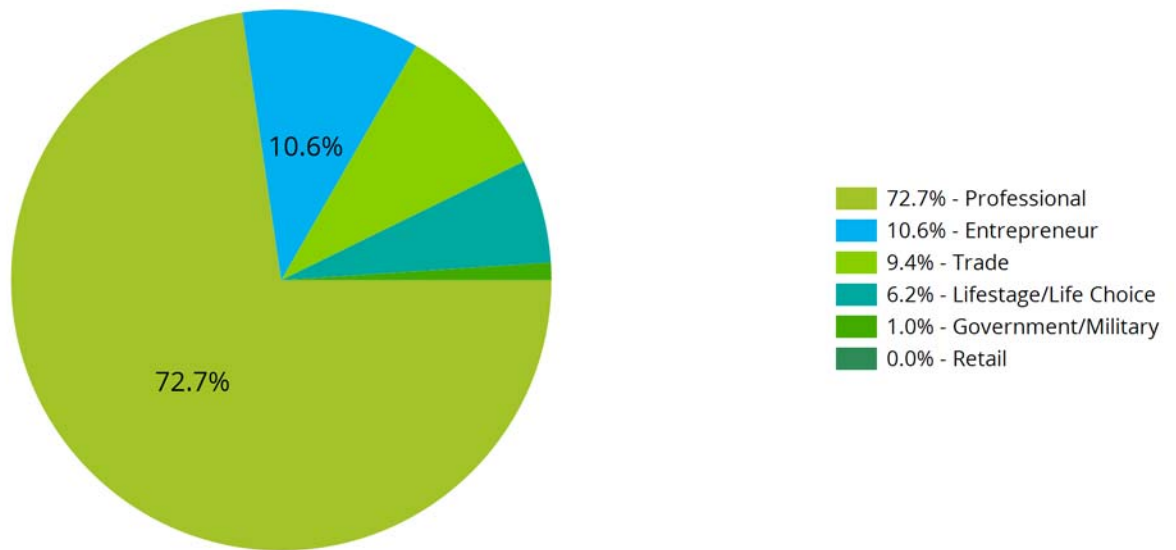
*Due to the rounding of numbers there could be a +/- error of 1 on the charts

Overall Breakdown As A Percent of List

Dwelling Type

- 95.9% - Single Family
- 3.2% - Multi Family Dwelling...
- 0.8% - PO Box

Home Ownership

- 94.9% - Home Owner
- 2.9% - Renter
- 1.9% - Probable Home Owner
- 0.3% - Probable Renter

Overall Geographic Breakdown As A Percent of List

State	% Cust	0%–20%	State	% Cust	0%–20%
Alaska	0.1%		Montana	0.2%	
Alabama	0.9%		North Carolina	3.0%	
Arkansas	0.5%		North Dakota	0.1%	
Arizona	1.3%		Nebraska	0.3%	
California	9.0%		New Hampshire	0.8%	
Colorado	1.5%		New Jersey	6.8%	
Connecticut	3.0%		New Mexico	0.4%	
District of Columbia	0.4%		Nevada	0.6%	
Delaware	0.5%		New York	10.7%	
Florida	7.1%		Ohio	3.5%	
Georgia	2.6%		Oklahoma	0.5%	
Guam	0.0%		Oregon	0.8%	
Hawaii	0.1%		Pennsylvania	6.8%	
Iowa	0.7%		Puerto Rico	0.0%	
Idaho	0.2%		Rhode Island	0.6%	
Illinois	3.5%		South Carolina	1.4%	
Indiana	1.5%		South Dakota	0.1%	
Kansas	0.5%		Tennessee	1.4%	
Kentucky	0.9%		Texas	4.3%	
Louisiana	0.7%		Utah	0.3%	
Massachusetts	4.1%		Virginia	4.1%	
Maryland	4.1%		Virgin Islands	0.0%	
Maine	0.7%		Vermont	0.3%	
Michigan	2.2%		Washington	1.8%	
Minnesota	1.4%		Wisconsin	1.5%	
Missouri	1.2%		West Virginia	0.5%	
Mississippi	0.4%		Wyoming	0.2%	

Overall Breakdown As A Percent of List

Education Level

- 37.9% - High School
- 35.6% - Some College
- 25.0% - Completed College
- 1.6% - Graduate School

25.0%
35.6%
37.9%

Political Affinity

- 37.8% - Independent
- 34.8% - Democratic party
- 27.4% - Republican party

27.4%
34.8%
37.8%

Behavioral Attributes

Category	Value
Contributors	92.4%
InternetBuyers	46.9%
Investors	86.0%
MailOrderBuyers	84.0%

Net Worth

Range	Value
$1-$4,999	2.1%
$10,000-$24,999	3.5%
$100,000-$249,999	35.8%
$25,000-$49,999	8.2%
$250,000-$499,999	23.8%
$499,999 & Up	11.9%
$5,000-$9,999	1.2%
$50,000-$99,999	12.8%
Under $1	0.6%
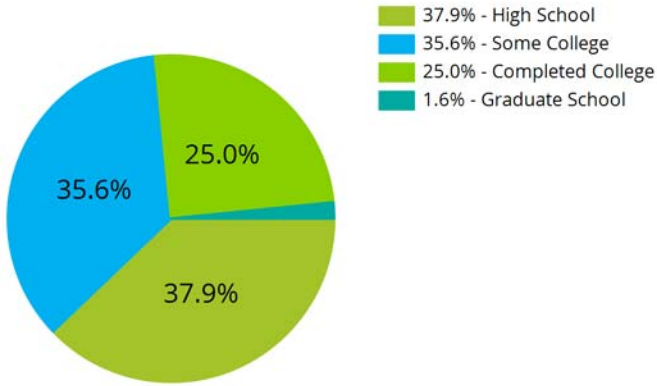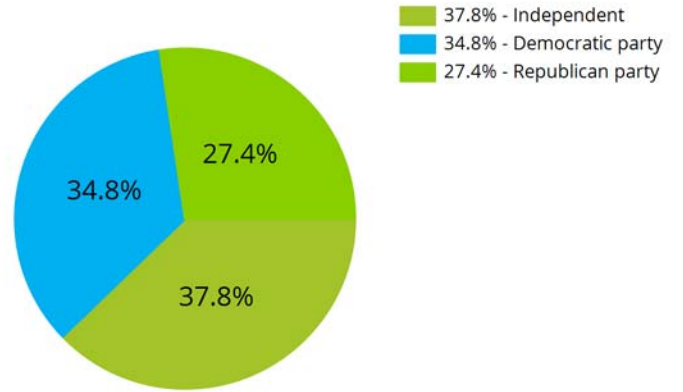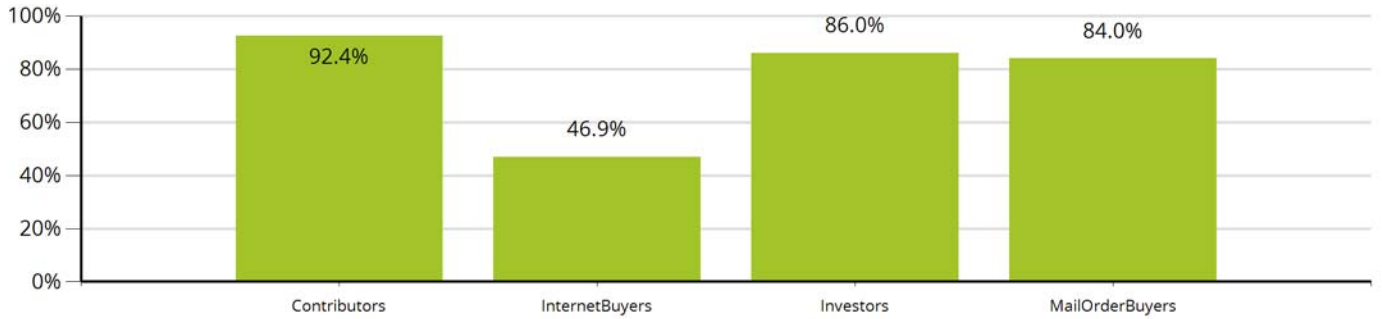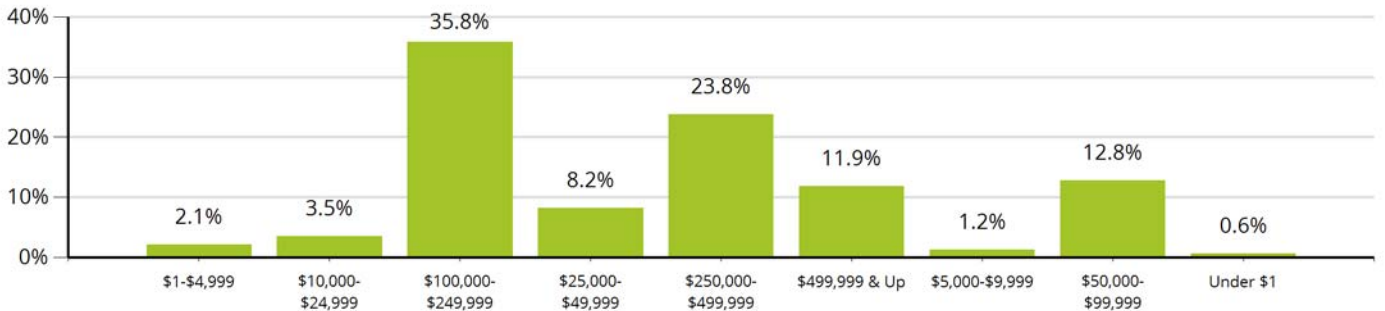
Anglers Lifestyle Segments

Segment Name	HHLDS	% HHLDS	CUST COUNT	% CUST PENE	CUST PENE INDEX	TARGET MARKET GROUP
1.Elite Suburban Couples	2,728,666	3.4%	5,094	5.4%	161	1.Elite Suburban Couples
2.Elite Jewish Urbanites	934,462	1.1%	3,039	3.2%	281	2.Elite Jewish Urbanites
3.Elite Urban Ethnic Mix	2,013,244	2.5%	2,365	2.5%	101	3.Elite Urban Ethnic Mix
4.Elite Urban Boomers	1,701,314	2.1%	3,511	3.7%	178	4.Elite Urban Boomers
5.Affluent Families	2,555,307	3.1%	4,394	4.7%	148	5.Affluent Families
6.Affluent Suburban Singles	1,109,918	1.4%	3,217	3.4%	250	6.Affluent Suburban Singles
7.Affluent Urban Couples	1,831,845	2.3%	3,649	3.9%	172	7.Affluent Urban Couples
8.Affluent Ethnic Couples	1,238,161	1.5%	2,377	2.5%	166	8.Affluent Ethnic Couples
9.Successful Urban Singles	1,871,213	2.3%	5,305	5.6%	245	9.Successful Urban Singles
10.Successful Boomer Couples	1,745,931	2.1%	2,754	2.9%	136	10.Successful Boomer Couples
11.Successful Urban Couples	3,113,522	3.8%	7,443	7.9%	206	11.Successful Urban Couples
12.Suburban Digital Families	2,317,533	2.9%	3,808	4.1%	142	12.Suburban Digital Families
13.Suburban Digital Couples	2,089,649	2.6%	4,439	4.7%	183	13.Suburban Digital Couples
14.Urban Mix	1,670,350	2.1%	1,225	1.3%	63	
15.Town Couples	3,752,951	4.6%	4,128	4.4%	95	
16.Suburban Couples & Families	2,456,035	3.0%	2,914	3.1%	102	16.Suburban Couples & Families
17.Middle Class Family Burbs	1,138,911	1.4%	551	0.6%	41	
18.Hispanic American Suburbs	2,359,005	2.9%	1,599	1.7%	58	
19.Kidless in Suburbia	1,874,918	2.3%	1,161	1.2%	53	
20.Middle Class African Americans	1,387,825	1.7%	946	1.0%	58	
21.Suburban Boomer Couples	2,938,204	3.6%	2,600	2.8%	76	
22.Senior Town Couples	1,664,774	2.0%	978	1.0%	50	
23.Digital Town Couples	4,124,660	5.1%	5,624	6.0%	117	23.Digital Town Couples
24.Town Mix	1,747,910	2.2%	749	0.8%	37	
25.Single Seniors	1,279,918	1.6%	1,034	1.1%	69	
26.Town & Suburban Singles	2,546,489	3.1%	4,026	4.3%	136	26.Town & Suburban Singles
27.Mid-Life Americans	1,369,957	1.7%	485	0.5%	30	
28.Modest Ethnic Mix	1,179,768	1.5%	783	0.8%	57	
29.Modest Jewish Enclaves	1,188,354	1.5%	1,253	1.3%	91	
30.Rural Families	3,484,099	4.3%	2,014	2.1%	49	
31.Families of Modest Means	2,162,296	2.7%	1,022	1.1%	40	
32.Rural Couples	3,208,838	3.9%	2,782	3.0%	74	
33.Modest Means Couples	1,825,822	2.2%	1,244	1.3%	58	
34.Lower Income Metropolitans	2,380,216	2.9%	1,819	1.9%	66	
35.Rural-Town Singles	1,753,143	2.2%	1,191	1.3%	58	
36.Lower Income Seniors	3,037,696	3.7%	1,409	1.5%	40	
37.Struggling Rural-Towns	1,085,698	1.3%	196	0.2%	15	
38.Urban Woes	1,228,029	1.5%	212	0.2%	14	
39.Distressed Hispanics	2,224,155	2.7%	468	0.5%	18	
40.Distressed African Americans	957,965	1.2%	189	0.2%	17	
Total	81,278,751	100.0%	93,997	100.0%	100	

Cust Pene Index = (% Cust Pene / % HHlds) *100 Target Market Group = Index>100 AND % Cust Pene > 2.5%

Appendix

Process

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

Variables

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

Percentages

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

Matched	Gender	Marital Status	Children	Age	Income	Ethnicity	Occupation	Political
478	401	109	137	145	445	35	78	118
100%	83.9%	22.8%	28.7%	30.3%	93.1%	7.3%	16.3%	24.7%

Generally match rates >15% are acceptable for profiling purposes, however this may not be the case when the total match is less than 300 records.
In the chart above all variables except Ethnicity are statistically relevant.
The charts in the analysis show percentages as they relate to the total records matched for each variable
Using the chart above, let's use Marital Status for our example. There are three possible results for Marital Status (Married, Single and Unknown)

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

ANGLERS

Cust Pene Index = (%Cust Pene / %HHLDS)*100. 100=average, An Index of 120 means that segment is 20% more penetrated vs. US avg.
% Cust Pene = amount of customers in this Cluster vs. % of total HHLDS
% HHLDS = amount of households in this Cluster as a % of total Households
Target Group = High customer penetration and prospect potential.   Where Cust Pene Index > 100 and a statistically valid
amount of customers are present

Segment Name	HHLDS	CUST COUNT	% CUST PENE	CUST PENE INDEX	TARGET MARKET GROUP
1.Elite Suburban Couples	3521880	2102	3.59%	134	
2.Elite Jewish Urbanites	1336542	539	0.92%	90	
3.Elite Urban Ethnic Mix	3117409	426	0.73%	31	
4.Elite Urban Boomers	2396573	971	1.66%	91	
5.Affluent Families	3332979	1839	3.14%	124	

Anglers Narratives

Segment Name	Segment Description	% Pop	Income Range	% Own Homes	% Married /Couples	% Kids in Home	% Ethnic	% Mail Buyers	% Internet Buyers
1.Elite Suburban Couples	This is the least racially diverse and most educated group of the segment. They have the highest income, more are likely to be married and own homes, and about half of the households have children.	2.7%	$150K+	73.3%	100.0%	48.8%	0.0%	100.0%	0.0%
2.Elite Jewish Urbanites	This group's income is similar to the first segment but this population is largely Jewish and lives in urban areas.	1.0%	$150K+	68.7%	82.4%	46.5%	100.0%	86.8%	23.9%
3.Elite Urban Ethnic Mix	This group is more ethnically diverse than the other elite segments. They also have a much higher amount of renters in the big cities and inner suburbs.	2.4%	$150K+	37.5%	75.0%	41.5%	100.0%	67.4%	18.1%
4.Elite Urban Boomers	This elite segment are empty nesters living in big cities and close-in enclaves. About two-thirds own their homes. .	1.8%	$150K+	63.0%	100.0%	0.0%	0.0%	100.0%	0.0%
5.Affluent Families	This affluent segment is comprised of families, the segment is dispersed amongst all geographies and while most own their homes, those in big cities tend to rent.	2.5%	$100K+	63.7%	100.0%	96.5%	0.0%	100.0%	0.0%
6.Affluent Suburban Singles	This Upper Class Segment resides in owned home in the suburbs and consists of Singles under the age of 65.	1.4%	$100K+	79.8%	0.4%	22.8%	0.0%	95.4%	28.2%
7.Affluent Urban Couples	Upper Class urban couples where about a third have children in the home. .	1.9%	$100K+	68.2%	100.0%	32.9%	0.0%	100.0%	0.0%
8.Affluent Ethnic Couples	This segment is made up of Upper Class urban couples who are ethnic and roughly half have children in the home. .	1.3%	$100K+	50.7%	91.7%	48.8%	100.0%	90.9%	28.3%
9.Successful Urban Singles	This segment has Upper middle class singles living in big cities. They are well educated and most own their homes.	2.5%	$70-$149K	89.8%	0.0%	15.7%	0.0%	84.6%	22.5%
10.Successful Boomer Couples	These upper middle class boomers are married and mostly in their 50's. They own their homes and about two-thirds have kids still in the home.	1.7%	$70-$149K	56.9%	100.0%	63.0%	0.0%	100.0%	0.0%
11.Successful Urban Couples	This urban segment contains upper middle class couples where about half still have kids at home. They are well educated and about 60% own their homes.	3.1%	$70-$149K	59.3%	100.0%	48.8%	0.0%	100.0%	91.1%
12.Suburban Digital Families	These suburban families are doing well financially, they own their homes and are dialed in to the digital world. .	2.3%	$70-$149K	84.3%	100.0%	100.0%	0.0%	100.0%	100.0%
13.Suburban Digital Couples	This segment contains empty nest couples own their homes and are stable financially. In addition they are very connected to the digital world. .	2.1%	$70-$149K	85.9%	100.0%	0.0%	0.0%	97.9%	100.0%
14.Urban Mix	These urban dwellers are middle class and offer a mix of home owners, couples and households with children.	2.7%	$60K-$99K	79.6%	52.3%	34.6%	0.0%	0.0%	10.9%
15.Town Couples	Couples who reside in small towns and cities. Nearly half have kids in the home and most own their homes.	3.9%	$60K-$99K	85.9%	100.0%	47.1%	0.0%	100.0%	0.0%
16.Suburban Couples & Families	Suburban Couples, most with kids still residing in the homes they own.	2.6%	$60K-$99K	80.6%	100.0%	66.1%	0.0%	100.0%	0.0%
17.Middle Class Family Burbs	Middle class families living in the suburbs who have a high incidence of home ownership and are stable financially.	1.6%	$60K-$99K	87.3%	73.1%	100.0%	0.0%	0.0%	17.3%
18.Hispanic American Suburbs	Made up of mostly Middle class suburban Hispanic couples, this segment identifies a high level of home owners with over 40% having kids at home.	3.0%	$60K-$99K	81.0%	68.0%	43.1%	100.0%	61.6%	20.0%

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Anglers Narratives

Segment Name	Segment Description	% Pop	Income Range	% Own Homes	% Married /Couples	% Kids in Home	% Ethnic	% Mail Buyers	% Internet Buyers
19.Kidless in Suburbia	Middle class suburbanites who do not have kids at home. About 40% are couples and nearly three quarters are home owners.	3.2%	$60K-$99K	72.4%	40.5%	0.0%	0.0%	0.0%	9.3%
20.Middle Class African Americans	This segment contains Middle class African Americans. Mostly couples, this segment identifies a high level of home owners with over 40% having kids at home.	1.7%	$50K-$79K	71.2%	71.9%	42.0%	100.0%	73.3%	26.6%
21.Suburban Boomer Couples	Middle class married couples without kids. They live in the suburbs and are predominately age 50-64.	3.2%	$50K-$79K	69.9%	100.0%	0.0%	0.0%	100.0%	0.0%
22.Senior Town Couples	This segment is made up of Married couples age 65+, there are no kids at home and they mostly live in small towns and cities.	1.8%	$50K-$79K	72.9%	100.0%	0.0%	0.0%	100.0%	0.0%
23.Digital Town Couples	This segment is made up of working couples, over half have kids in their homes and reside in small towns and cities.	4.2%	$50K-$79K	82.4%	100.0%	54.9%	0.0%	100.0%	100.0%
24.Town Mix	These small town and small city dwellers are middle class and offer a mix of home owners, couples and households with children.	2.6%	$50K-$79K	66.6%	65.8%	41.9%	0.0%	0.0%	13.9%
25.Single Seniors	This segment is made up of singles age 65+, there are no kids at home and they generally own their homes.	1.8%	$50K-$79K	79.7%	0.0%	11.4%	0.0%	100.0%	10.8%
26.Town & Suburban Singles	This segment is made up of singles age 65+, there are no kids at home and they generally own their homes.	3.6%	$50K-$79K	87.1%	0.0%	26.2%	0.0%	100.0%	34.0%
27.Mid-Life Americans	These segment is comprised small town and small city dwellers are middle class and offer a mix of home owners, couples and households with children.	2.4%	$50K-$79K	86.5%	37.4%	27.9%	0.0%	0.0%	12.4%
28.Modest Ethnic Mix	These Lower Middle class records are mostly of Asian descent. Many own their homes and over half are couples. With a third having kids at home.	1.8%	$50K-$79K	82.2%	55.4%	34.9%	100.0%	49.0%	16.9%
29.Modest Jewish Enclaves	This group's income is middle class, about half are couples and though many own their homes this largely Jewish population has but 25% with kids in the home.	1.7%	$30K-$50K	79.3%	54.4%	24.0%	100.0%	63.5%	19.8%
30.Rural Families	These rural families are middle class, more than half own their homes. .	3.8%	$30K-$50K	60.8%	100.0%	100.0%	0.0%	88.9%	35.0%
31.Families of Modest Means	This segment identifies families who are lower middle class, there is a lower incidence of home ownership. .	2.6%	$30K-$50K	57.2%	99.5%	100.0%	0.0%	96.8%	11.4%
32.Rural Couples	This segment is made up of working couples residing in rural areas, they largely own their own homes but there are no kids present.	3.7%	$30K-$50K	83.5%	100.0%	0.0%	0.0%	90.6%	25.9%
33.Modest Means Couples	This segment is made up of working couples who generally own their own homes and nearly half have kids present.	2.1%	$30K-$50K	78.2%	100.0%	46.3%	0.0%	100.0%	0.0%
34.Lower Income Metropolitans	This lower income segment identifies city dwellers and provides a mix of home owners, couples and a few households with children.	3.4%	< $30K	71.1%	52.9%	8.9%	0.0%	81.1%	13.7%
35.Rural-Town Singles	This segment is made up of rural and small town singles, they are middle class and more are home owners than not. Nearly a quarter have kids in the household.	3.0%	$30K-$50K	61.8%	0.0%	24.4%	0.0%	53.4%	20.7%
36.Lower Income Seniors	Low income white seniors who are primarily on a fixed income.	3.7%	< $30K	55.0%	90.5%	7.4%	0.0%	97.9%	15.8%

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Anglers Narratives

Segment Name	Segment Description	% Pop	Income Range	% Own Homes	% Married /Couples	% Kids in Home	% Ethnic	% Mail Buyers	% Internet Buyers
37.Struggling Rural-Towns	This group is rural lower middle class and poor, however nearly 60% still own homes. .	2.1%	< $30K	56.2%	63.8%	36.2%	0.0%	0.6%	7.5%
38.Urban Woes	This group of mainly African Americans has low incomes. About half own their homes and over a third have children.	1.7%	< $30K	55.1%	63.3%	38.9%	100.0%	65.2%	20.6%
39.Distressed Hispanics	This Hispanic segment has low incomes. Much lower home ownership and many are not fully acculturated to the US.	3.7%	< $30K	39.3%	55.9%	36.8%	100.0%	46.2%	13.6%
40.Distressed African Americans	Low Affluence Urban dwelling African-Americans. Lower home ownership with roughly a third having kids in the household.	1.6%	< $30K	35.9%	41.5%	32.6%	100.0%	48.7%	15.1%

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