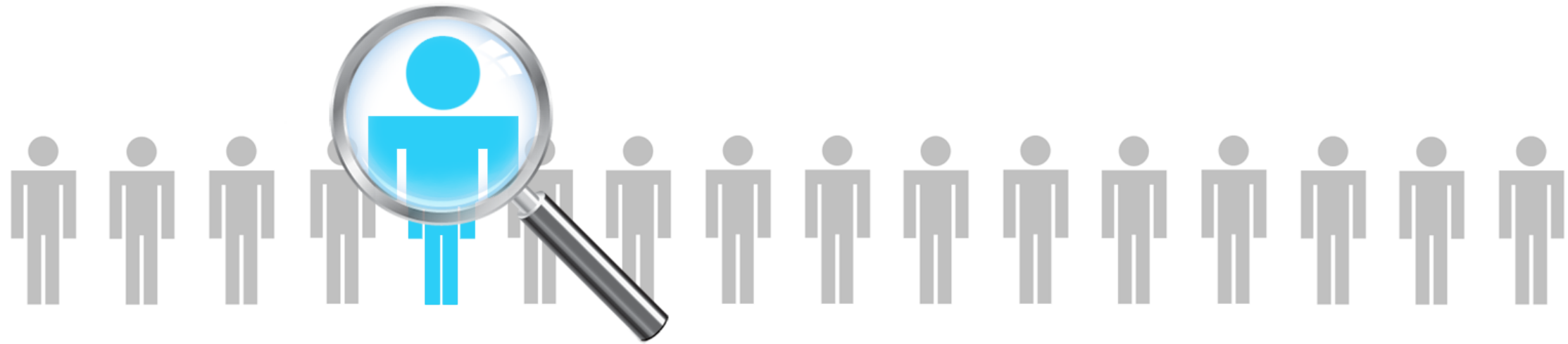


ENHANCED LOOK ALIKE REPORT

AUGUST 13, 2015

R4011561



Melissa Data

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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

Report #:	R4011561	Database:	InfoBase Consumer List
Date:	08/13/2015	Total analyzed prospects:	15,859,630
Upload file name:		Total "Best performers" prospects:	40,678
Total records uploaded:	15,409	Total "Undecided prospects":	9,362,680
Total uploaded records matched:	8,352		
Match rate:	54.20%		

THE FOLLOWING ELEMENTS HAVE BEEN ANALYSED:

Geography:

- SCF Codes

Home:

- Dwelling Type
- Homeowner / Renter
- Home Equity Available Ranges
- Home Purchase Year

Buying Behavior:

- Credit Card User
- Mail Order Responder
- Heavy Transactors
- Buying Activity Categories

Individual:

- Age 2-Year Increments
- Gender Code
- Acxiom Country of Origin
- Education (Individual)

Interest:

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

Social Networking:

- Internet Connection Type

Household:

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

Wealth:

- Income - Est Household
- NetWorth Gold

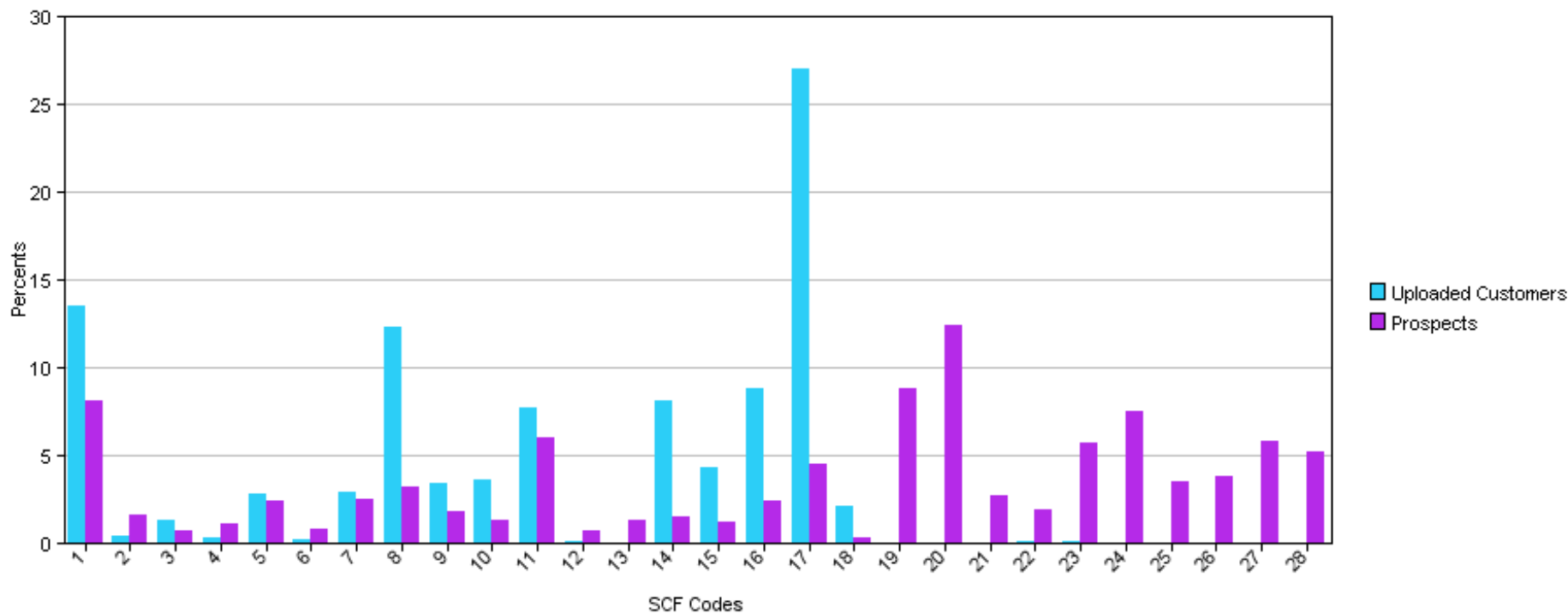
Auto:

- Vehicle - Known Owned Number
- Vehicle Type - 1st Vehicle
- Vehicle Type - 2nd Vehicle

GEOGRAPHY

SCF CODES

SCF (Sectional Center Facility) area where your current and prospective customers are located.

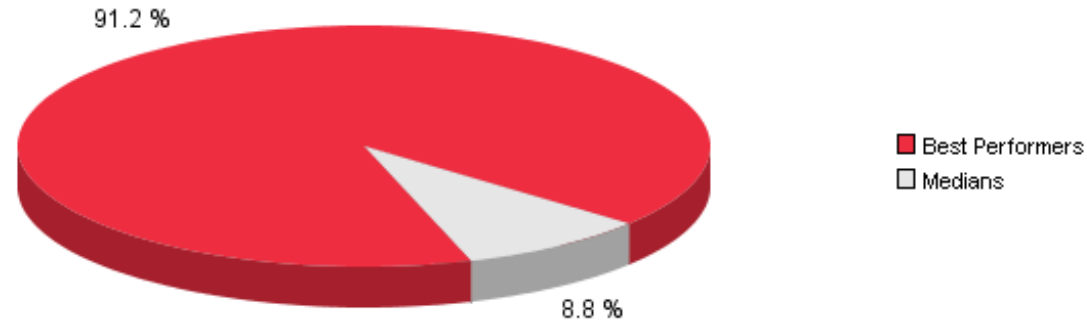


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	070 - AVENEL, NJ	1,132	13.55 %	1,285,701	8.11 %	167	18.23
2	071 - NEWARK, NJ	37	0.44 %	254,314	1.60 %	28	-8.44
3	072 - ELIZABETH, NJ	110	1.32 %	119,007	0.75 %	176	6.00
4	073 - JERSEY CITY, NJ	28	0.34 %	185,076	1.17 %	29	-7.08
5	074 - ALLENDALE, NJ	234	2.80 %	387,403	2.44 %	115	2.12

6	075 - PATERSON, NJ	20	0.24 %	127,806	0.81 %	30	-5.79
7	076 - HACKENSACK, NJ	249	2.98 %	403,721	2.55 %	117	2.52
8	077 - RED BANK, NJ	1,032	12.36 %	508,666	3.21 %	385	47.44
9	078 - DOVER, NJ	285	3.41 %	294,976	1.86 %	183	10.50
10	079 - SUMMIT, NJ	302	3.62 %	218,061	1.38 %	263	17.58
11	080 - ALLOWAY, NJ	647	7.75 %	964,127	6.08 %	127	6.38
12	081 - CAMDEN, NJ	15	0.18 %	115,387	0.73 %	25	-5.89
13	082 - ABSECON, NJ	1	0.01 %	215,794	1.36 %	1	-10.64
14	085 - ALLENTOWN, NJ	684	8.19 %	253,196	1.60 %	513	48.07
15	086 - TRENTON, NJ	363	4.35 %	201,936	1.27 %	341	25.04
16	087 - LAKEWOOD, NJ	737	8.82 %	381,519	2.41 %	367	38.27
17	088 - ANNANDALE, NJ	2,261	27.07 %	717,236	4.52 %	599	99.15
18	089 - NEW BRUNSWICK, NJ	182	2.18 %	63,185	0.40 %	547	25.84
19	100 - NEW YORK, NY	1	0.01 %	1,408,620	8.88 %	0	-28.49
20	112 - BROOKLYN, NY	1	0.01 %	1,974,349	12.45 %	0	-34.42
21	180 - LEHIGH VALLEY, PA	1	0.01 %	429,419	2.71 %	0	-15.18
22	189 - DOYLESTOWN, PA	9	0.11 %	311,025	1.96 %	6	-12.21
23	190 - ABINGTON, PA	16	0.19 %	913,821	5.76 %	3	-21.84
24	191 - PHILADELPHIA, PA	1	0.01 %	1,195,167	7.54 %	0	-26.04
25	208 - BETHESDA, MD	1	0.01 %	556,700	3.51 %	0	-17.37
26	210 - ABERDEEN, MD	1	0.01 %	605,670	3.82 %	0	-18.15
27	301 - ACWORTH, GA	1	0.01 %	931,357	5.87 %	0	-22.78
28	774 - BELLAIRE, TX	1	0.01 %	836,391	5.27 %	0	-21.51

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

SCF CODES - MPI VIEW (%)



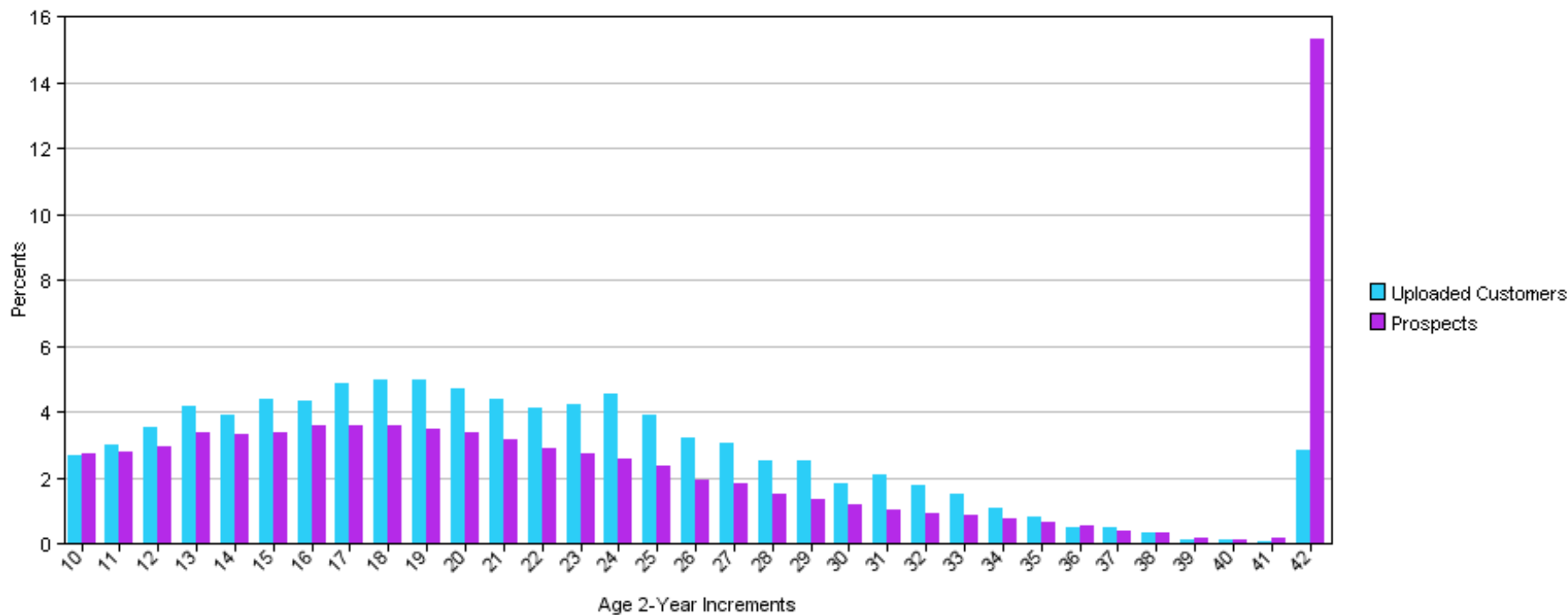
BEST PERFORMERS	MPI
088 - ANNANDALE, NJ	599
089 - NEW BRUNSWICK, NJ	547
085 - ALLENTOWN, NJ	513
077 - RED BANK, NJ	385
087 - LAKEWOOD, NJ	367
086 - TRENTON, NJ	341
079 - SUMMIT, NJ	263
078 - DOVER, NJ	183
072 - ELIZABETH, NJ	176
070 - AVENEL, NJ	167
080 - ALLOWAY, NJ	127

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INDIVIDUAL

AGE 2-YEAR INCREMENTS

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



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

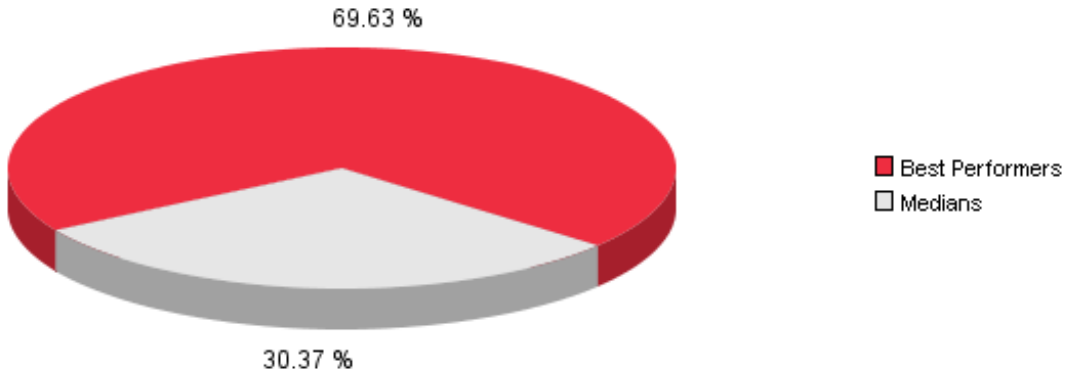
#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Age 20-21	2	0.02 %	194,135	1.22 %	2*	-9.97
2	Age 22-23	9	0.11 %	285,538	1.80 %	6*	-11.63
3	Age 24-25	18	0.22 %	328,647	2.07 %	10*	-11.90
4	Age 26-27	28	0.34 %	343,986	2.17 %	15*	-11.50

5	Age 28-29	52	0.62 %	380,429	2.40 %	26*	-10.60
6	Age 30-31	84	1.01 %	401,841	2.53 %	40*	-8.88
7	Age 32-33	116	1.39 %	423,812	2.67 %	52*	-7.27
8	Age 34-35	186	2.23 %	447,384	2.82 %	79*	-3.28
9	Age 36-37	174	2.08 %	433,583	2.73 %	76*	-3.65
10	Age 38-39	224	2.68 %	434,713	2.74 %	98	-0.33
11	Age 40-41	253	3.03 %	441,465	2.78 %	109	1.36
12	Age 42-43	294	3.52 %	466,350	2.94 %	120	3.14
13	Age 44-45	351	4.20 %	540,326	3.41 %	123	4.01
14	Age 46-47	328	3.93 %	525,566	3.31 %	118	3.13
15	Age 48-49	367	4.39 %	539,055	3.40 %	129	5.02
16	Age 50-51	364	4.36 %	569,922	3.59 %	121	3.75
17	Age 52-53	409	4.90 %	571,547	3.60 %	136	6.34
18	Age 54-55	415	4.97 %	575,015	3.63 %	137	6.56
19	Age 56-57	418	5.01 %	557,865	3.52 %	142	7.37
20	Age 58-59	395	4.73 %	535,670	3.38 %	140	6.83
21	Age 60-61	366	4.38 %	500,882	3.16 %	139	6.39
22	Age 62-63	347	4.16 %	461,241	2.91 %	143	6.78
23	Age 64-65	352	4.22 %	431,716	2.72 %	155	8.38
24	Age 66-67	382	4.57 %	407,552	2.57 %	178	11.57
25	Age 68-69	327	3.92 %	373,790	2.36 %	166	9.38
26	Age 70-71	271	3.25 %	304,846	1.92 %	169	8.80
27	Age 72-73	254	3.04 %	294,584	1.86 %	164	8.01

28	Age 74-75	213	2.55 %	239,686	1.51 %	169	7.78
29	Age 76-77	210	2.51 %	218,190	1.38 %	183	8.93
30	Age 78-79	155	1.86 %	193,239	1.22 %	152	5.31
31	Age 80-81	177	2.12 %	163,347	1.03 %	206	9.85
32	Age 82-83	148	1.77 %	150,094	0.95 %	187	7.80
33	Age 84-85	125	1.50 %	140,261	0.88 %	169	5.98
34	Age 86-87	93	1.11 %	121,443	0.77 %	145	3.65
35	Age 88-89	70	0.84 %	103,580	0.65 %	128	2.10
36	Age 90-91	43	0.52 %	86,113	0.54 %	95	-0.35
37	Age 92-93	41	0.49 %	66,369	0.42 %	117	1.03
38	Age 94-95	28	0.34 %	51,012	0.32 %	104	0.21
39	Age 96-97	10	0.12 %	29,829	0.19 %	64	-1.43
40	Age 98-99	10	0.12 %	18,097	0.11 %	105	0.16
41	Age 100+	5	0.06 %	26,845	0.17 %	36	-2.42
42	Unknown	238	2.85 %	2,429,686	15.32 %	19	-31.63

*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.

AGE 2-YEAR INCREMENTS - MPI VIEW (%)



BEST PERFORMERS	MPI
Age 80-81	206
Age 82-83	187
Age 76-77	183
Age 66-67	178
Age 84-85	169
Age 70-71	169
Age 74-75	169
Age 68-69	166
Age 72-73	164
Age 64-65	155
Age 78-79	152
Age 86-87	145
Age 62-63	143
Age 56-57	142

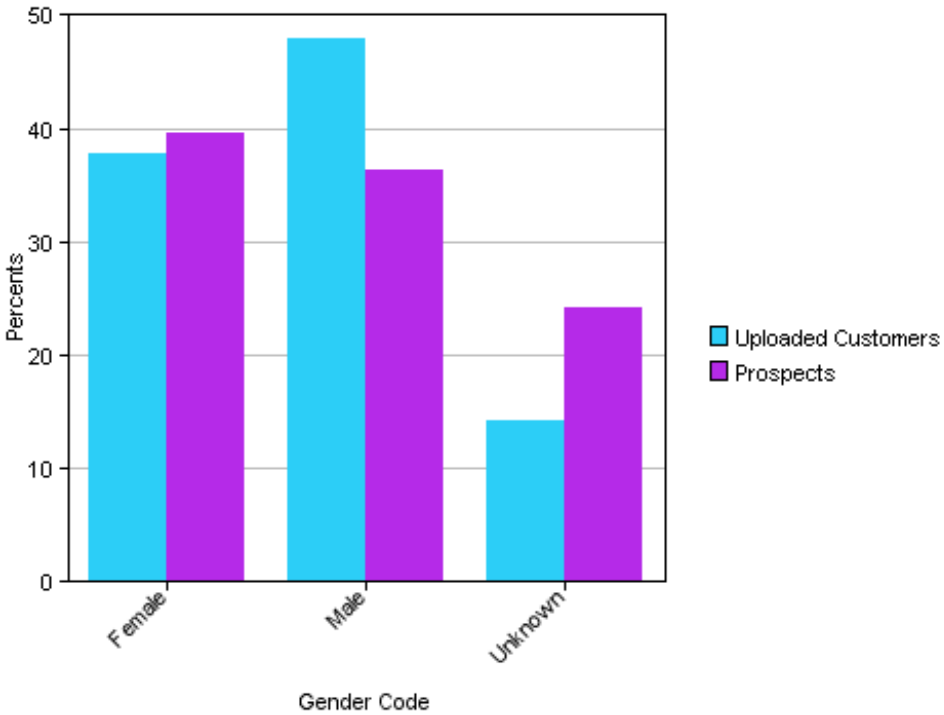
Age 58-59	140
Age 60-61	139
Age 54-55	137
Age 52-53	136
Age 48-49	129
Age 44-45	123
Age 50-51	121

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INDIVIDUAL

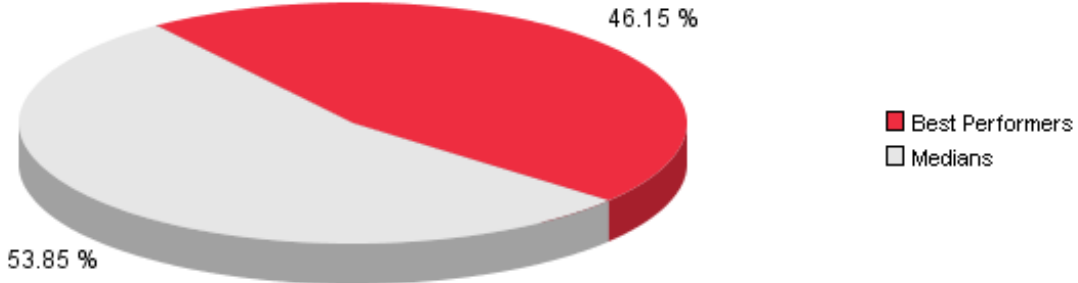
GENDER CODE

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	3,157	37.80 %	6,281,179	39.61 %	95	-3.37
M	Male	4,005	47.95 %	5,746,462	36.23 %	132	22.28
[Unknown]	Unknown	1,190	14.25 %	3,831,989	24.16 %	59	-21.16

GENDER CODE - MPI VIEW (%)



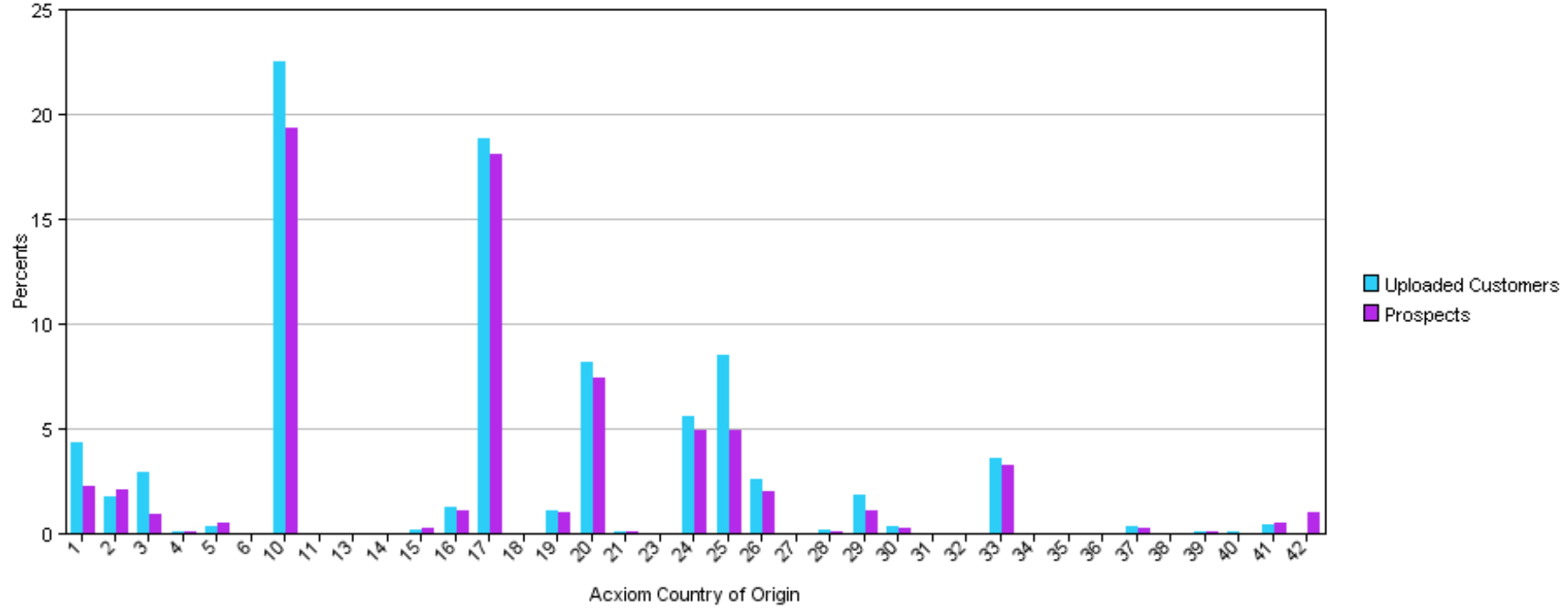
BEST PERFORMERS	MPI
Male	132

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INDIVIDUAL

ACXIOM COUNTRY OF ORIGIN

Indicates individual's country of origin.



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	Asian	368	4.41 %	359,782	2.27 %	194	13.11
2	China	148	1.77 %	342,865	2.16 %	82	-2.45
3	India	245	2.93 %	151,085	0.95 %	308	18.62
4	Japan	9	0.11 %	18,803	0.12 %	91	-0.29

5	Korea	34	0.41 %	83,430	0.53 %	77	-1.50
6	Philippines	4	0.05 %	2,677	0.02 %	282	2.17
7	Vietnam	6	0.07 %	57,589	0.36 %	20*	-4.42
8	African american	443	5.30 %	2,311,470	14.58 %	36*	-24.01
9	Hispanic	590	7.06 %	1,860,861	11.73 %	60*	-13.26
10	White	1,881	22.52 %	3,076,177	19.40 %	116	7.22
11	America	1	0.01 %	3,188	0.02 %	60	-0.52
12	Arabia	65	0.78 %	82,990	0.52 %	149*	3.23
13	Armenia	3	0.04 %	2,117	0.01 %	277	1.84
14	Croatia	4	0.05 %	2,670	0.02 %	282	2.17
15	Czech	15	0.18 %	41,840	0.26 %	68	-1.50
16	Denmark	107	1.28 %	179,403	1.13 %	113	1.30
17	England	1,579	18.91 %	2,870,215	18.10 %	104	1.92
18	Finland	2	0.02 %	2,509	0.02 %	150	0.58
19	France	94	1.13 %	161,481	1.02 %	111	0.97
20	Germany	683	8.18 %	1,176,830	7.42 %	110	2.64
21	Greece	10	0.12 %	14,998	0.10 %	126	0.74
22	Hungary	41	0.49 %	35,552	0.22 %	219*	5.16
23	Iran	3	0.04 %	1,912	0.01 %	300	2.00
24	Ireland	470	5.63 %	784,315	4.95 %	114	2.87
25	Italy	710	8.50 %	784,488	4.95 %	172	14.98
26	Jewish	222	2.66 %	324,272	2.05 %	130	3.96
27	Lithuania	1	0.01 %	1,636	0.01 %	120	0.18

28	Norway	15	0.18 %	13,449	0.09 %	212	2.98
29	Poland	158	1.89 %	178,116	1.12 %	168	6.67
30	Portugal	31	0.37 %	52,585	0.33 %	112	0.62
31	Romania	2	0.02 %	1,820	0.01 %	218	1.13
32	Russia	1	0.01 %	5,076	0.03 %	38	-1.02
33	Scotland	306	3.66 %	515,695	3.25 %	113	2.12
34	Serbia	1	0.01 %	2,600	0.02 %	75	-0.29
35	Slovakia	3	0.04 %	5,647	0.04 %	100	0.00
36	Slovenia	3	0.04 %	3,931	0.03 %	144	0.64
37	Sweden	28	0.34 %	45,289	0.29 %	117	0.84
38	Switzerland	1	0.01 %	1,964	0.01 %	100	0.00
39	Turkey	11	0.13 %	19,245	0.12 %	109	0.29
40	Ukraine	10	0.12 %	12,886	0.08 %	148	1.25
41	Wales	40	0.48 %	83,520	0.53 %	91	-0.61
42	Unknown	4	0.05 %	170,645	1.08 %	4	-9.10

*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 (%)



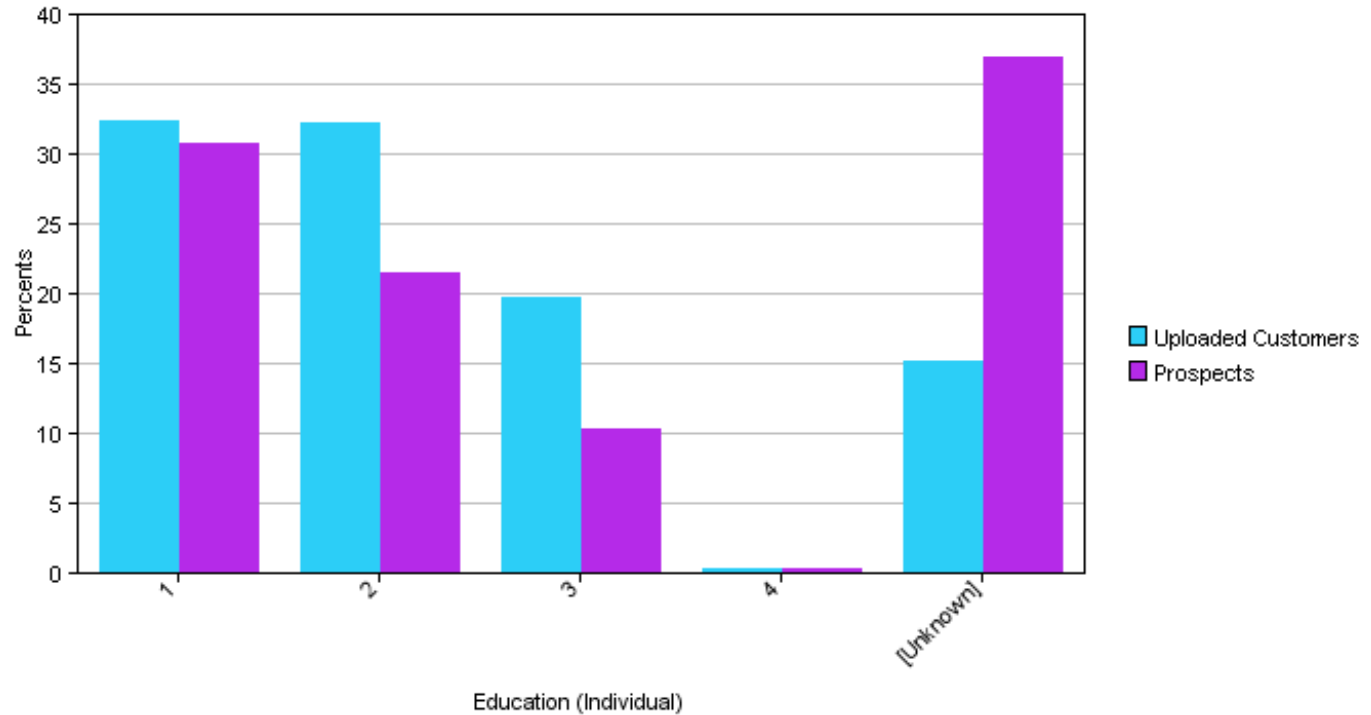
BEST PERFORMERS	MPI
India	308
Asian	194
Italy	172
Poland	168
Jewish	130

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INDIVIDUAL

EDUCATION (INDIVIDUAL)

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	2,704	32.38 %	4,881,804	30.78 %	105	3.16
2	Completed college	2,701	32.34 %	3,418,705	21.56 %	150	23.96
3	Completed graduate school	1,651	19.77 %	1,644,955	10.37 %	191	28.16
4	Attended vocational/tech	29	0.35 %	55,620	0.35 %	99	-0.06

[Unknown] Unknown

1,267

15.17 %

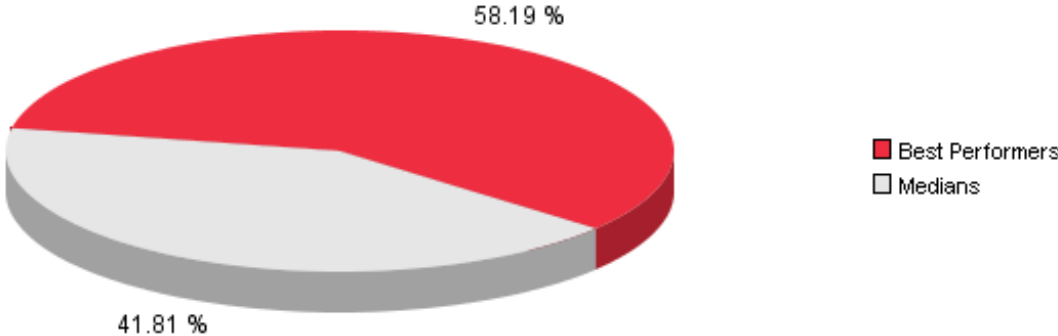
5,858,546

36.94 %

41

-41.21

EDUCATION (INDIVIDUAL) - MPI VIEW (%)



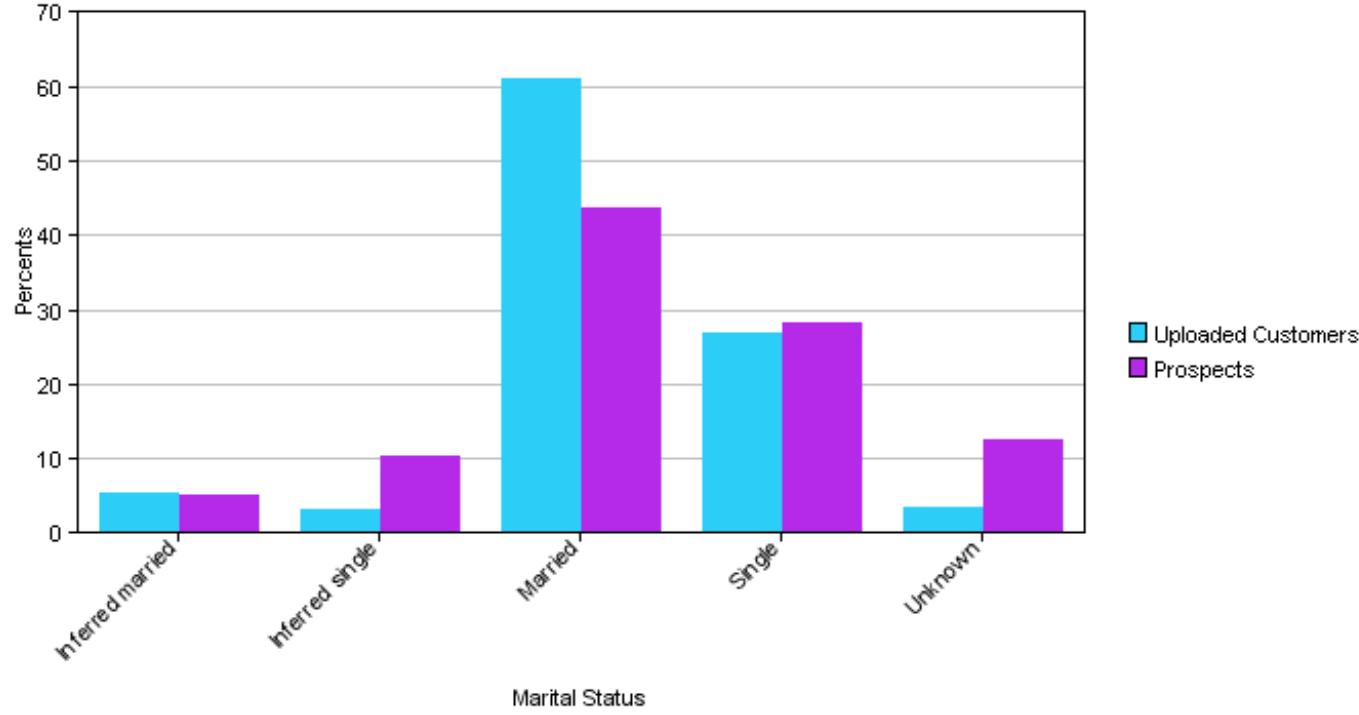
BEST PERFORMERS	MPI
Completed graduate school	191
Completed college	150

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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	440	5.27 %	804,457	5.07 %	104	0.82
B	Inferred single	254	3.04 %	1,655,302	10.44 %	29*	-22.10
M	Married	5,109	61.17 %	6,936,305	43.74 %	140	32.11
S	Single	2,251	26.95 %	4,488,544	28.30 %	95	-2.74
[Unknown]	Unknown	298	3.57 %	1,975,022	12.45 %	29	-24.59

*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.

MARITAL STATUS - MPI VIEW (%)



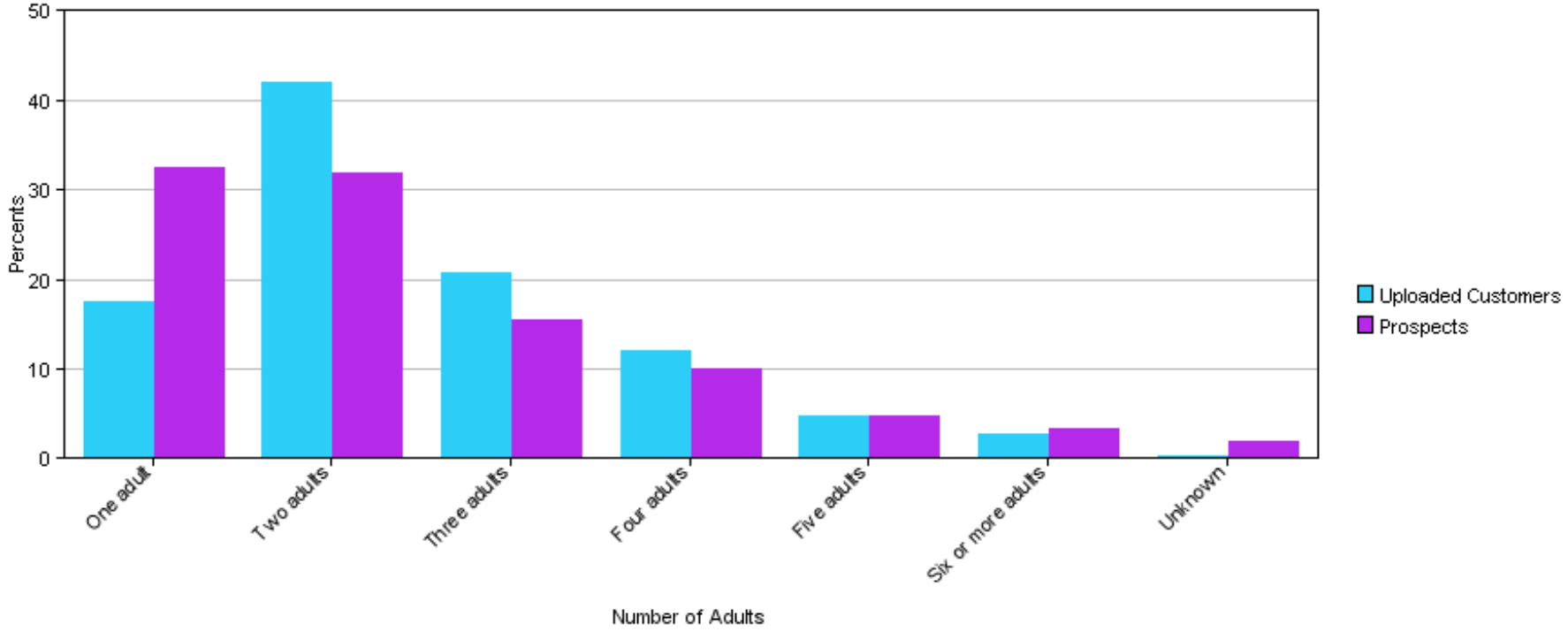
BEST PERFORMERS	MPI
Married	140

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HOUSEHOLD

NUMBER OF ADULTS

Indicates the number of adults in the household.

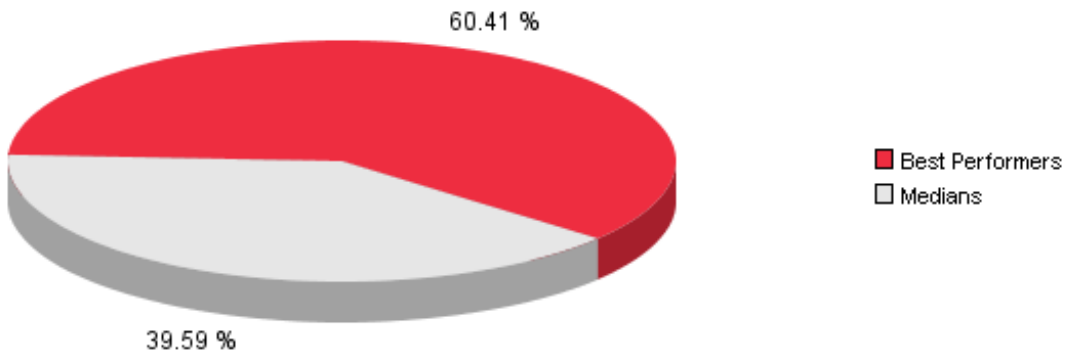


CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	One adult	1,456	17.43 %	5,154,744	32.50 %	54*	-29.39
2	Two adults	3,503	41.94 %	5,051,097	31.85 %	132	19.79
3	Three adults	1,725	20.65 %	2,461,260	15.52 %	133	12.96
4	Four adults	1,011	12.11 %	1,586,615	10.00 %	121	6.40
5	Five adults	404	4.84 %	764,089	4.82 %	100	0.08

6	Six or more adults	222	2.66 %	527,990	3.33 %	80	-3.42
[Unknown]	Unknown	31	0.37 %	313,835	1.98 %	19	-10.55

*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 (%)



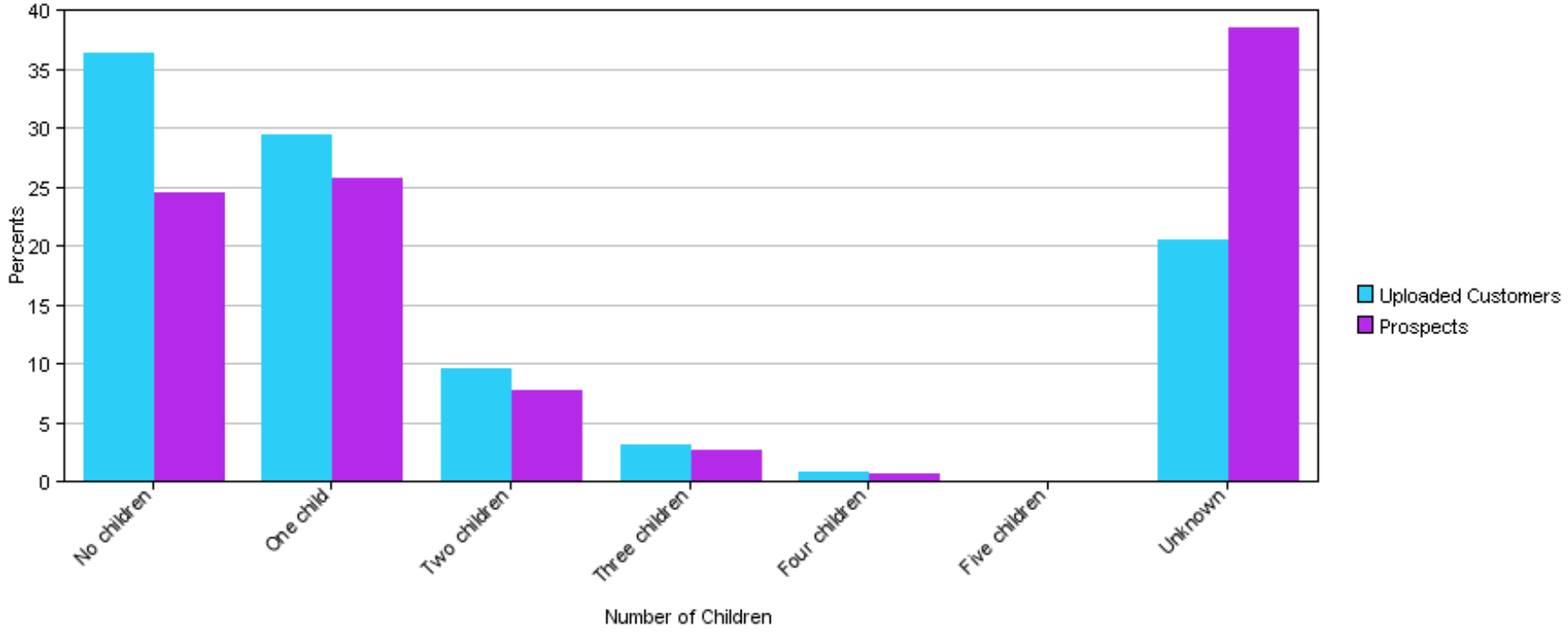
BEST PERFORMERS	MPI
Three adults	133
Two adults	132
Four adults	121

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HOUSEHOLD

NUMBER OF CHILDREN

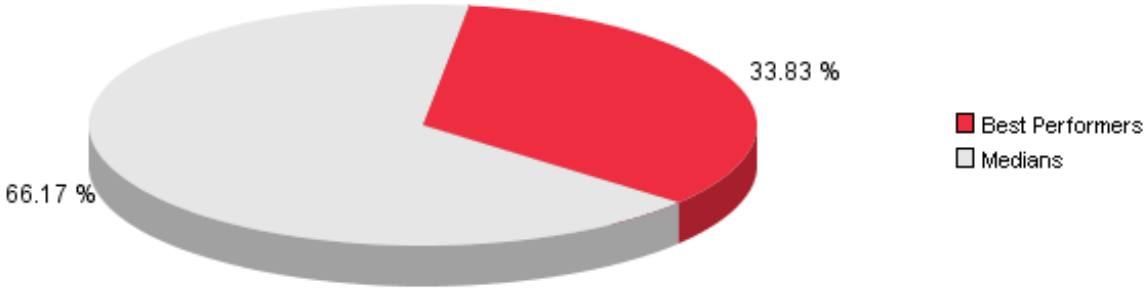
Indicates the number of children in the household.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
0	No children	3,040	36.40 %	3,891,105	24.54 %	148	25.19
1	One child	2,456	29.41 %	4,085,935	25.76 %	114	7.61
2	Two children	799	9.57 %	1,231,508	7.77 %	123	6.15
3	Three children	265	3.17 %	422,356	2.66 %	119	2.89
4	Four children	71	0.85 %	111,895	0.71 %	120	1.57

5	Five children	6	0.07 %	9,220	0.06 %	124	0.53
[Unknown]	Unknown	1,715	20.53 %	6,106,484	38.50 %	53	-33.74

NUMBER OF CHILDREN - MPI VIEW (%)



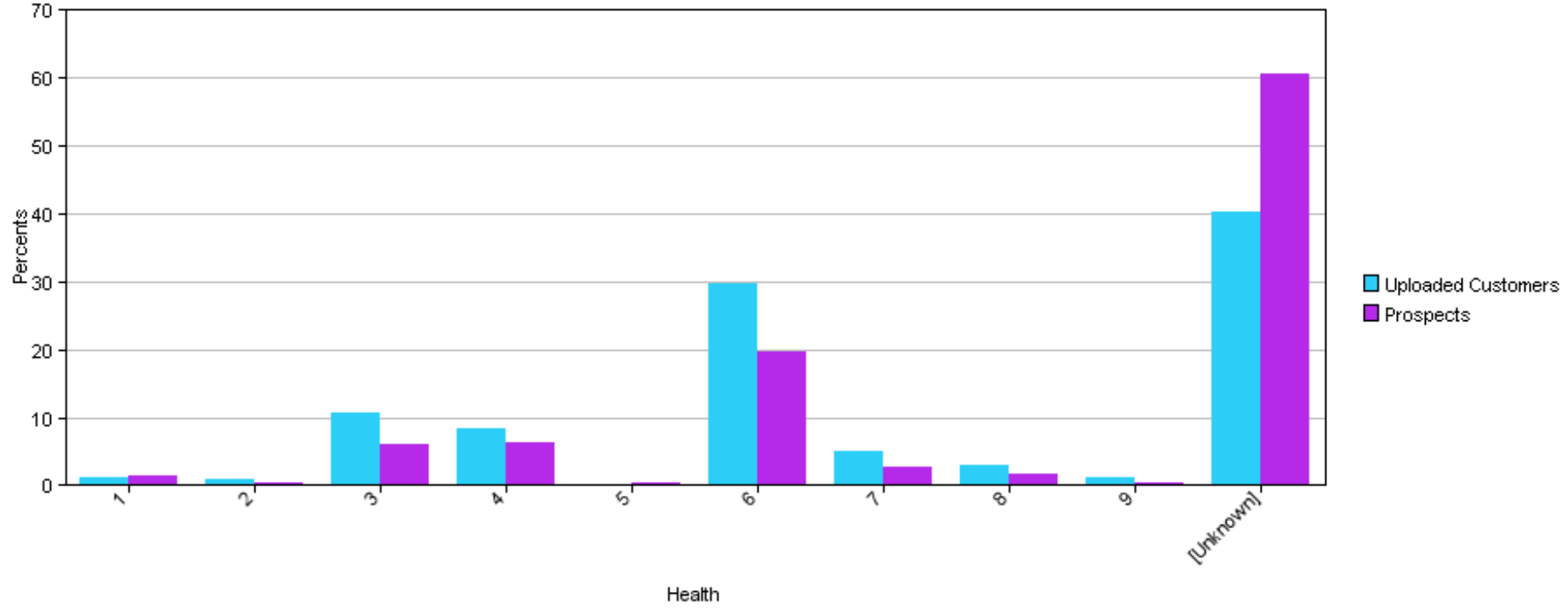
BEST PERFORMERS	MPI
No children	148
Two children	123

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HOUSEHOLD

HEALTH

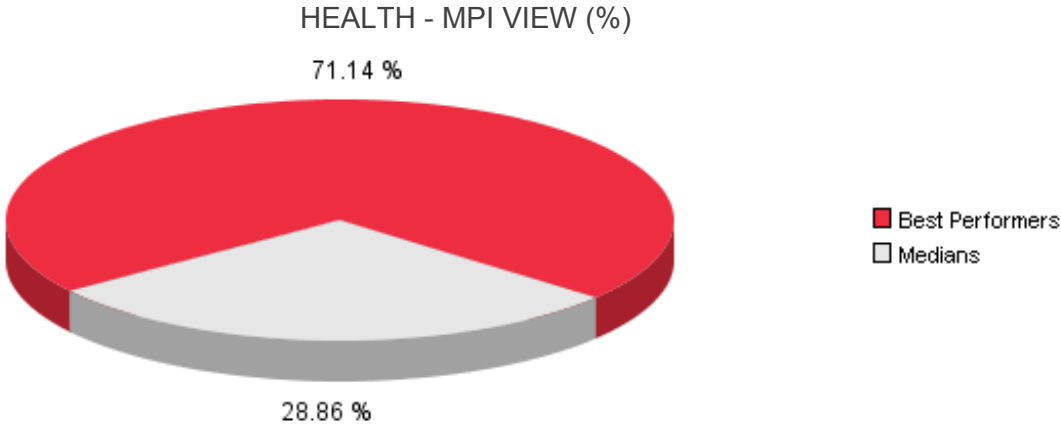
Indicates whether an individual can be related to a specific group of individuals with health related issues.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Health - allergy related	95	1.14 %	216,238	1.36 %	83	-1.78
2	Health - arthritis/mobility	81	0.97 %	81,307	0.51 %	189*	5.84
3	Health - cholesterol focus	884	10.58 %	973,137	6.14 %	172	16.93
4	Health - diabetic	688	8.24 %	1,010,025	6.37 %	129	6.99
5	Health - disabled	17	0.20 %	42,490	0.27 %	76	-1.13

6	Health - homeopathic	2,472	29.60 %	3,129,866	19.74 %	150	22.64
7	Health - organic focus	412	4.93 %	442,905	2.79 %	177	11.87
8	Health - orthopedic	240	2.87 %	262,134	1.65 %	174	8.75
9	Health - senior needs	89	1.07 %	76,429	0.48 %	221	7.70
[Unknown]	Unknown	3,374	40.40 %	9,625,099	60.69 %	67	-37.96

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.



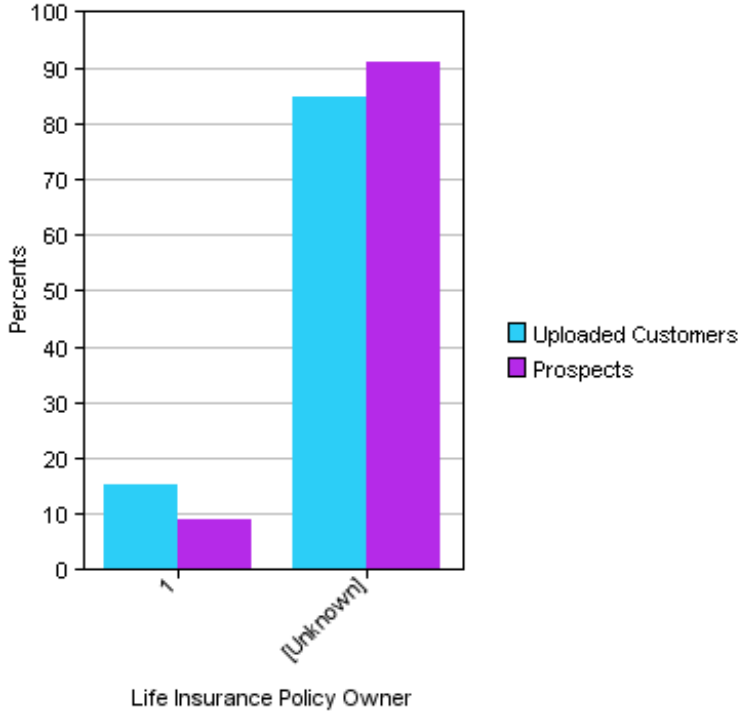
BEST PERFORMERS	MPI
Health - senior needs	221
Health - organic focus	177
Health - orthopedic	174
Health - cholesterol focus	172
Health - homeopathic	150
Health - diabetic	129

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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	1,270	15.21 %	1,407,044	8.87 %	171*	20.35
[Unknown]	Unknown	7,082	84.79 %	14,452,586	91.13 %	93	-20.35

*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.

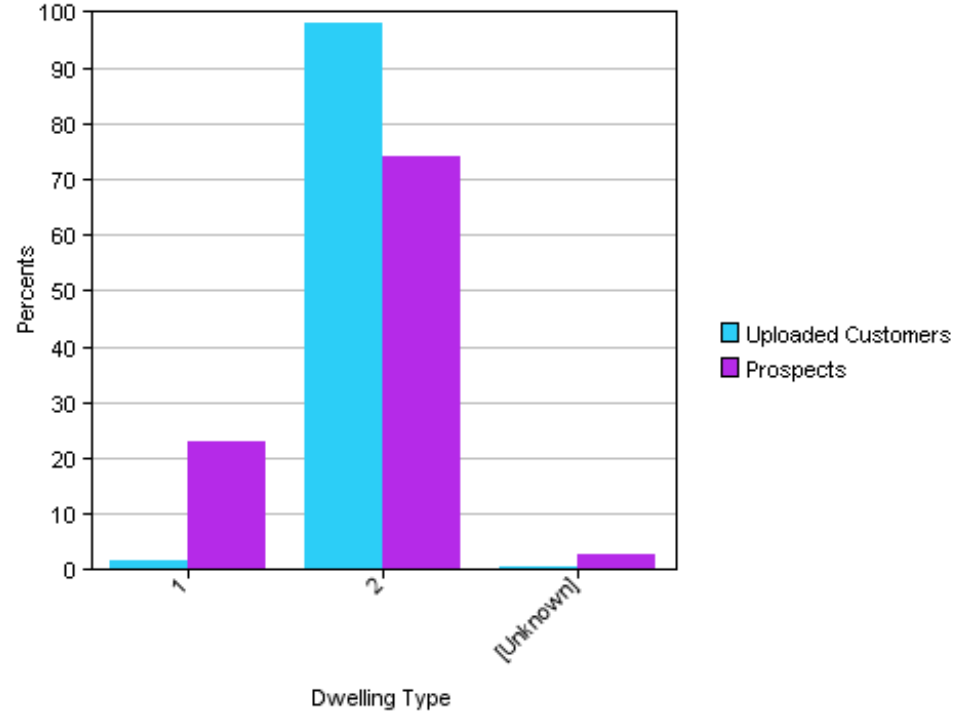
No attributes of "Best Performers" or "Undecided Prospects" have been found.

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HOME

DWELLING TYPE

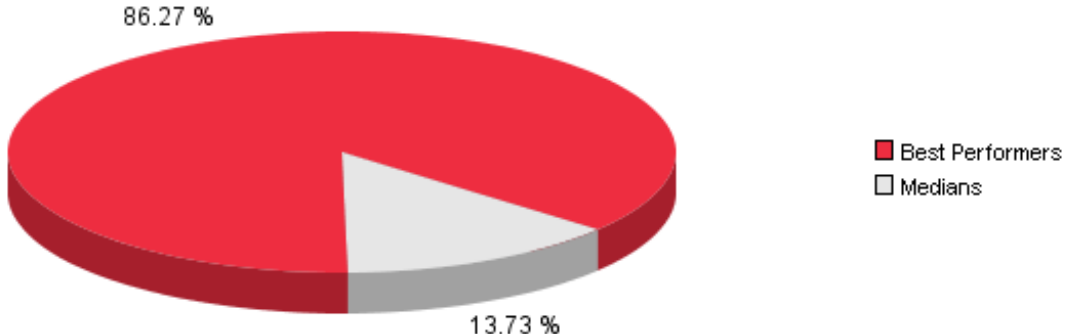
Indicates the dwelling type—single-family or multiple-family.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Multi family dwelling unit	135	1.62 %	3,630,170	22.89 %	7*	-46.26
2	Single family dwelling unit	8,184	97.99 %	11,774,199	74.24 %	132	49.62
[Unknown]	Unknown	33	0.40 %	455,261	2.87 %	14	-13.55

*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.

DWELLING TYPE - MPI VIEW (%)



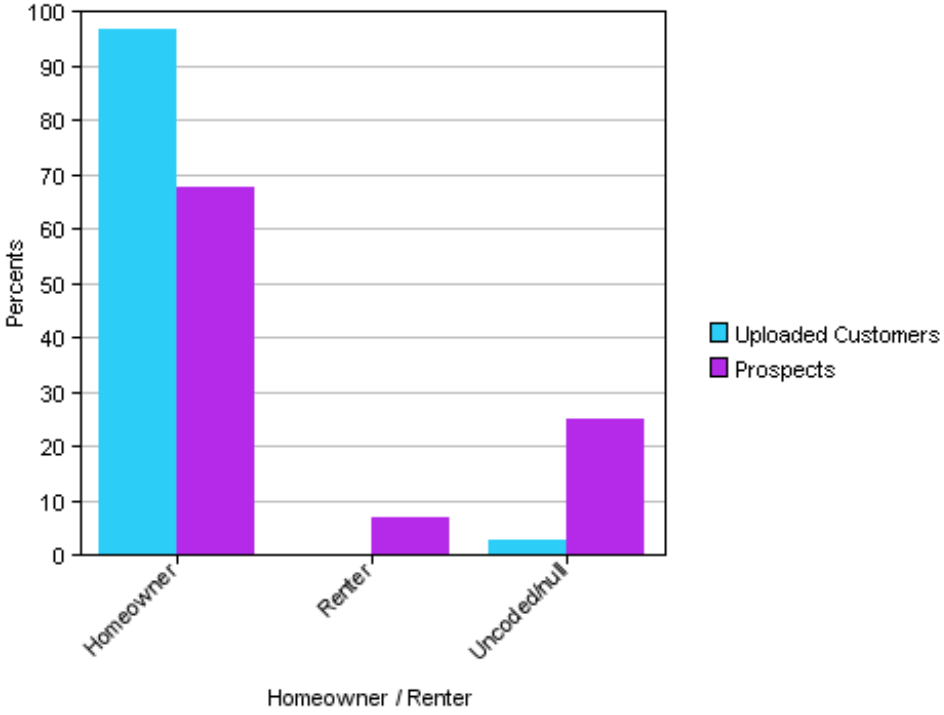
BEST PERFORMERS	MPI
Single family dwelling unit	132

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HOME

HOMEOWNER / RENTER

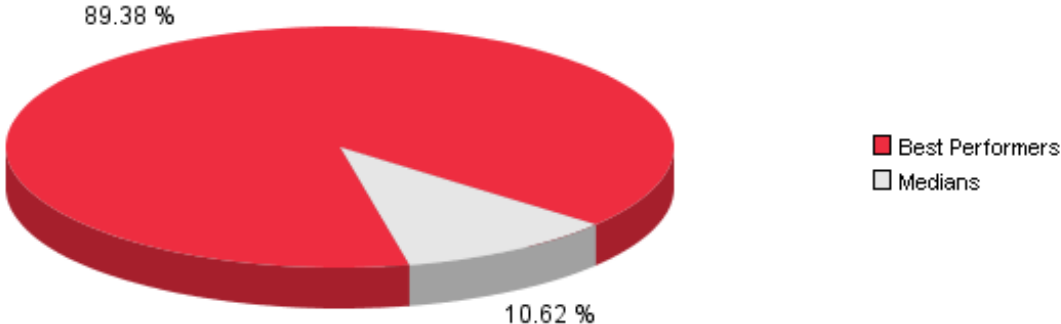
Indicates whether a consumer lives in a household that owns a home or rents, based on multi-sourced compiled data



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Homeowner	8,071	96.64 %	10,738,339	67.71 %	143	56.52
2	Renter	31	0.37 %	1,115,372	7.03 %	5*	-23.80
3	Uncoded/null	250	2.99 %	4,005,919	25.26 %	12*	-46.82

*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.

HOMEOWNER / RENTER - MPI VIEW (%)



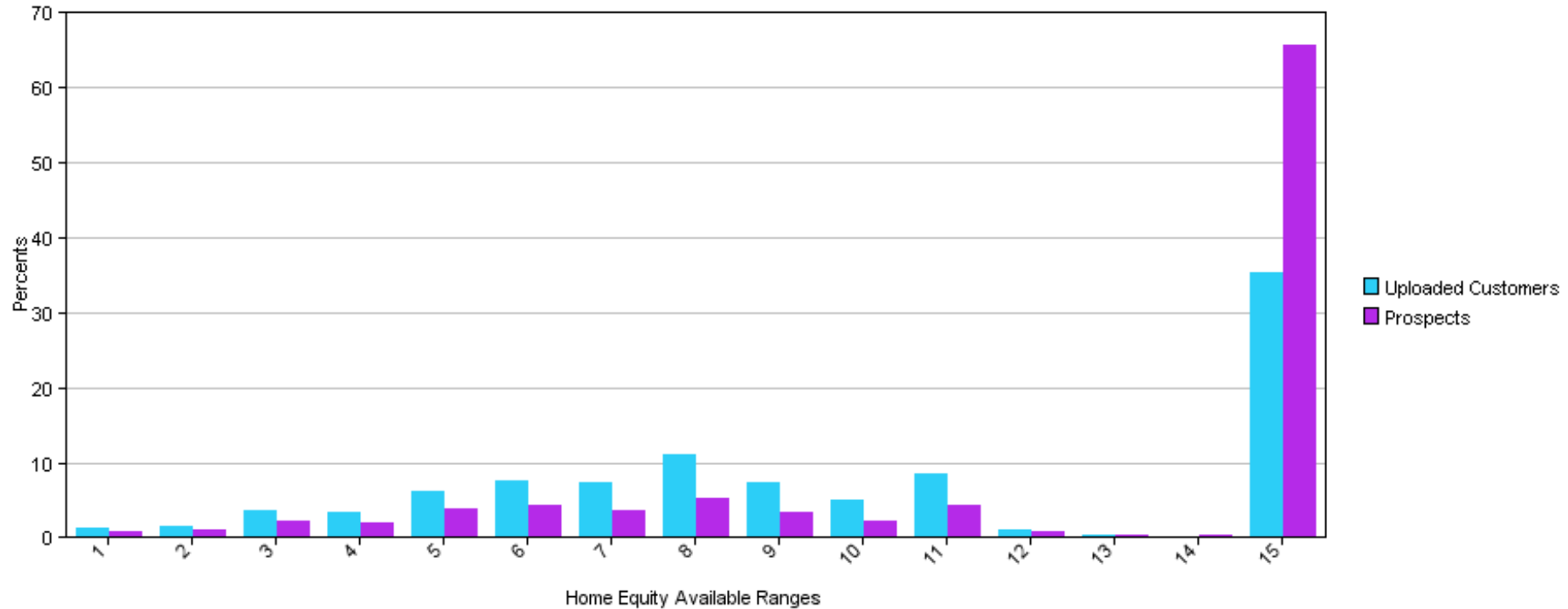
BEST PERFORMERS	MPI
Homeowner	143

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HOME

HOME EQUITY AVAILABLE RANGES

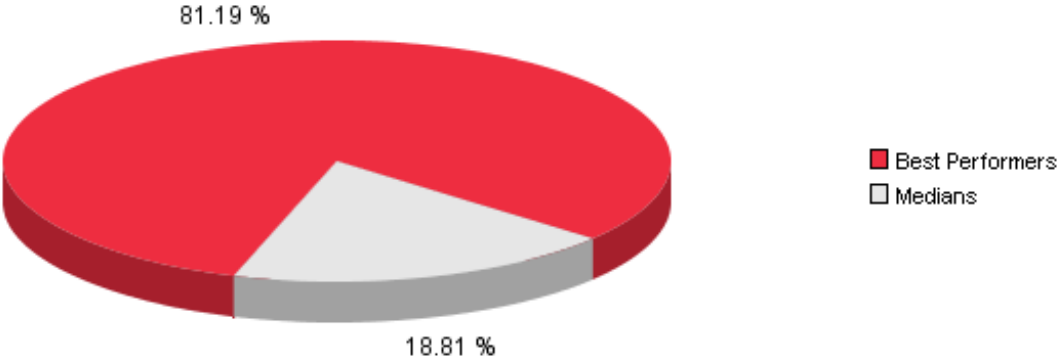
Indicates ranges of the home equity, which is the market value of a homeowner's unencumbered interest in their real property—that is, the current market value of a home minus the outstanding balance of all liens on the property.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	1 to 4,999	99	1.19 %	140,678	0.89 %	134	2.90
2	5,000 to 9,999	127	1.52 %	160,102	1.01 %	151	4.68
3	10,000 to 19,999	306	3.66 %	337,101	2.13 %	172	9.74
4	20,000 to 29,999	290	3.47 %	326,545	2.06 %	169	9.09

5	30,000 to 49,999	519	6.21 %	615,835	3.88 %	160	11.02
6	50,000 to 74,999	640	7.66 %	676,221	4.26 %	180	15.37
7	75,000 to 99,999	623	7.46 %	567,573	3.58 %	208	19.08
8	100,000 to 149,999	928	11.11 %	834,330	5.26 %	211	23.94
9	150,000 to 199,999	617	7.39 %	539,697	3.40 %	217	20.08
10	200,000 to 249,999	419	5.02 %	353,791	2.23 %	225	17.24
11	250,000 to 499,999	709	8.49 %	666,752	4.20 %	202	19.51
12	500,000 to 749,999	83	0.99 %	147,344	0.93 %	107	0.62
13	750,000 to 999,999	23	0.28 %	47,419	0.30 %	92	-0.40
14	1,000,000 to 1,999,999	11	0.13 %	40,000	0.25 %	52	-2.19
15	Unknown	2,958	35.42 %	10,402,513	65.59 %	54	-58.03

HOME EQUITY AVAILABLE RANGES - MPI VIEW (%)



BEST PERFORMERS	MPI
200,000 to 249,999	225
150,000 to 199,999	217
100,000 to 149,999	211

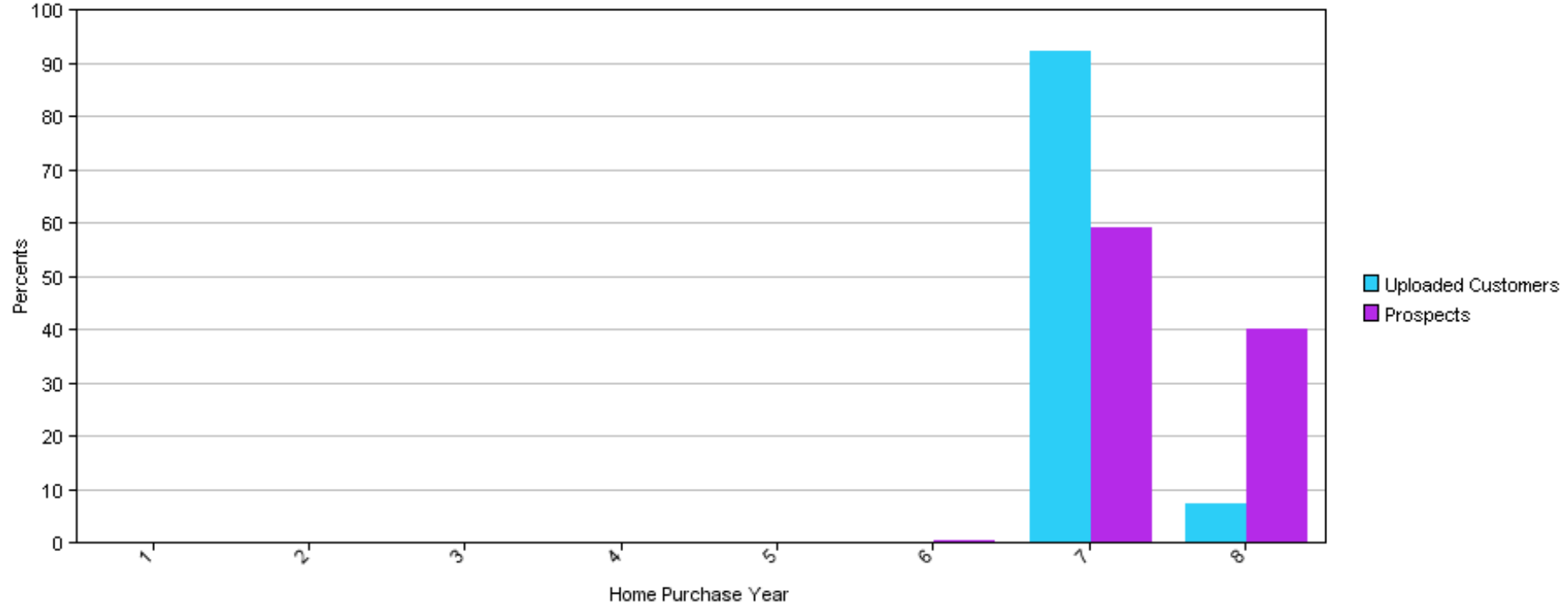
75,000 to 99,999	208
250,000 to 499,999	202
50,000 to 74,999	180
10,000 to 19,999	172
20,000 to 29,999	169
30,000 to 49,999	160
5,000 to 9,999	151

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HOME

HOME PURCHASE YEAR

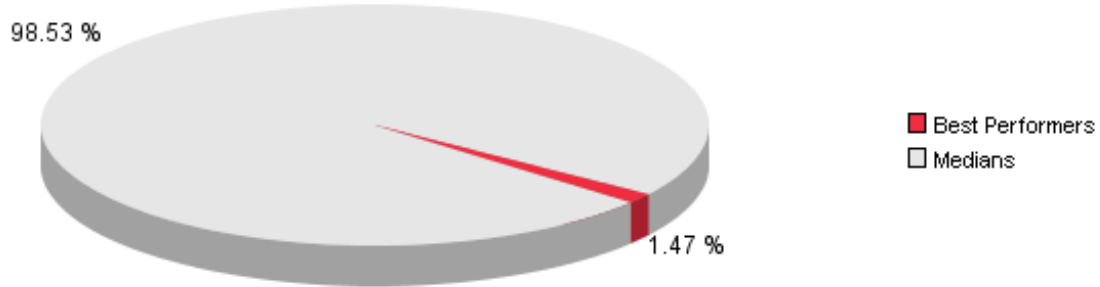
Indicates the year when the estate was purchased.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	1929 to 1929	1	0.01 %	42	0.00 %	10000	0.00
2	1944 to 1944	1	0.01 %	5,382	0.03 %	35	-1.09
3	1950 to 1950	2	0.02 %	1,700	0.01 %	218	1.13
4	1954 to 1954	1	0.01 %	3,264	0.02 %	57	-0.57
5	1957 to 1959	5	0.06 %	14,010	0.09 %	68	-0.86

6	1961 to 1967	17	0.20 %	56,473	0.36 %	57	-2.33
7	1969 to 2015	7,704	92.24 %	9,387,938	59.19 %	156	61.43
8	Unknown	621	7.44 %	6,390,821	40.30 %	18	-61.21

HOME PURCHASE YEAR - MPI VIEW (%)



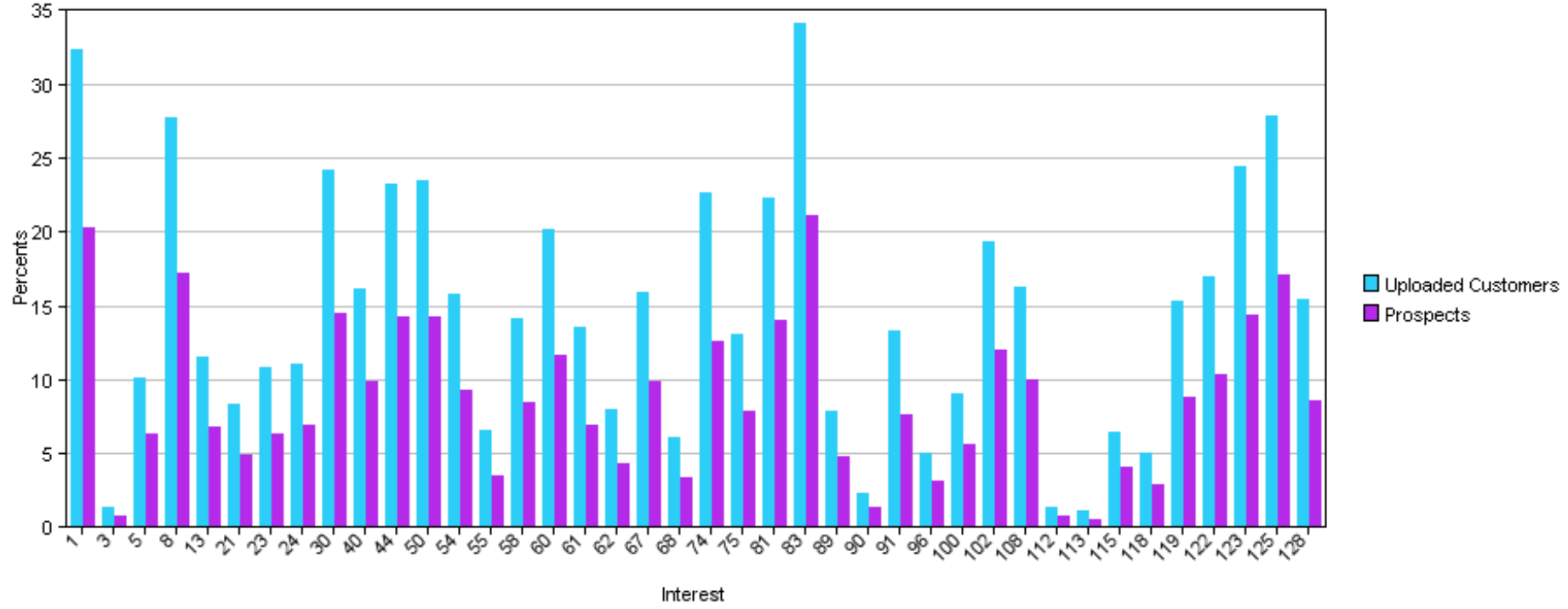
BEST PERFORMERS	MPI
1969 to 2015	156

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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	2,700	32.33 %	3,209,919	20.24 %	160	27.49
2	Auto work	2,382	28.52 %	3,393,506	21.40 %	133	15.87
3	Aviation	113	1.35 %	120,222	0.76 %	178	6.27
4	Beauty and cosmetics	3,367	40.31 %	4,328,661	27.29 %	148	26.70

5	Biking / mountain biking	845	10.12 %	997,362	6.29 %	161	14.41
6	Boat owner	213	2.55 %	516,607	3.26 %	78*	-3.64
7	Boating / sailing	717	8.59 %	1,237,837	7.81 %	110	2.66
8	Broader living	2,311	27.67 %	2,730,798	17.22 %	161	25.29
9	Camping / hiking	1,297	15.53 %	1,904,310	12.01 %	129	9.90
10	Career	2,034	24.35 %	2,451,608	15.46 %	158	22.48
11	Career improvement	845	10.12 %	1,041,307	6.57 %	154	13.10
12	Cat owner	1,273	15.24 %	1,779,243	11.22 %	136	11.65
13	Celebrities	965	11.55 %	1,081,130	6.82 %	169	17.17
14	Children's interests	4,338	51.94 %	5,828,962	36.75 %	141	28.78
15	Christian families	893	10.69 %	1,306,749	8.24 %	130	8.15
16	Collectibles - antiques	2,333	27.93 %	2,820,297	17.78 %	157	24.25
17	Collectibles - arts	255	3.05 %	308,616	1.95 %	157	7.32
18	Collectibles - coins	1,079	12.92 %	1,332,693	8.40 %	154	14.87
19	Collectibles - general	3,750	44.90 %	4,674,089	29.47 %	152	30.92
20	Collectibles - sports memorabilia	793	9.50 %	1,028,366	6.48 %	146	11.17
21	Collectibles - stamps	697	8.35 %	783,542	4.94 %	169	14.36
22	Collectibles and antiques grouping	4,674	55.96 %	6,093,390	38.42 %	146	32.95
23	Collector avid	908	10.87 %	996,785	6.29 %	173	17.27
24	Common living	928	11.11 %	1,098,986	6.93 %	160	15.05
25	Community / charities	2,879	34.47 %	3,576,002	22.55 %	153	26.07
26	Computers	7,078	84.75 %	10,447,123	65.87 %	129	36.37
27	Consumer electronics	6,008	71.94 %	8,824,411	55.64 %	129	29.97

28	Cooking - general	5,383	64.45 %	7,100,243	44.77 %	144	36.17
29	Cooking - gourmet	4,765	57.05 %	6,225,382	39.25 %	145	33.30
30	Cooking - low fat	2,015	24.13 %	2,300,549	14.51 %	166	24.96
31	Cooking / food grouping	6,148	73.61 %	8,434,483	53.18 %	138	37.41
32	Crafts	4,760	56.99 %	6,319,888	39.85 %	143	31.99
33	Cultural / artistic living	77	0.92 %	84,000	0.53 %	174*	4.93
34	Current affairs / politics	2,527	30.26 %	4,069,795	25.66 %	118	9.61
35	Dieting / weight loss	2,866	34.32 %	3,458,719	21.81 %	157	27.67
36	Diy living	492	5.89 %	624,776	3.94 %	150	9.17
37	Dog owner	1,791	21.44 %	2,496,046	15.74 %	136	14.32
38	Education online	1,147	13.73 %	1,895,681	11.95 %	115	5.01
39	Electronics / computers grouping	7,443	89.12 %	11,546,804	72.81 %	122	33.49
40	Environmental issues	1,348	16.14 %	1,561,978	9.85 %	164	19.29
41	Equestrian	166	1.99 %	222,305	1.40 %	142	4.55
42	Exercise - aerobic	1,202	14.39 %	1,492,072	9.41 %	153	15.60
43	Exercise - running / jogging	755	9.04 %	933,509	5.89 %	154	12.24
44	Exercise - walking	1,936	23.18 %	2,263,454	14.27 %	162	23.27
45	Exercise / health grouping	5,889	70.51 %	8,229,184	51.89 %	136	34.05
46	Fashion	3,761	45.03 %	5,172,092	32.61 %	138	24.20
47	Fishing	1,041	12.46 %	1,672,985	10.55 %	118	5.70
48	Food - vegetarian	65	0.78 %	94,206	0.59 %	131	2.19
49	Food - wines (age sensitive - use w/age 2-year increments)	1,346	16.12 %	1,618,773	10.21 %	158	17.83
50	Foods - natural	1,964	23.52 %	2,257,236	14.23 %	165	24.27

51	Games - board games / puzzles	540	6.47 %	742,482	4.68 %	138	7.72
52	Games - computer games	644	7.71 %	852,186	5.37 %	144	9.47
53	Games - video games	515	6.17 %	681,544	4.30 %	143	8.42
54	Gaming - casino (age sensitive - use w/age 2-year increments)	1,320	15.81 %	1,476,129	9.31 %	170	20.43
55	Gaming - lottery (age sensitive - use w/age 2-year increments)	547	6.55 %	560,433	3.53 %	185	14.92
56	Gardening - interest grouping	5,597	67.01 %	7,446,153	46.95 %	143	36.73
57	Golf	2,149	25.73 %	2,770,868	17.47 %	147	19.87
58	Grandchildren	1,184	14.18 %	1,343,852	8.47 %	167	18.71
59	Health / medical	3,681	44.07 %	4,825,523	30.43 %	145	27.10
60	High tech living	1,682	20.14 %	1,849,174	11.66 %	173	24.14
61	Highbrow	1,133	13.57 %	1,100,842	6.94 %	195	23.82
62	History / military	662	7.93 %	677,585	4.27 %	186	16.51
63	Home furnishings / decorating	6,608	79.12 %	9,291,034	58.58 %	135	38.09
64	Home improvement	2,626	31.44 %	3,437,194	21.67 %	145	21.66
65	Home improvement - do-it-yourselfers	1,686	20.19 %	2,343,955	14.78 %	137	13.92
66	Home improvement grouping	6,937	83.06 %	9,970,848	62.87 %	132	38.18
67	Home living	1,332	15.95 %	1,563,835	9.86 %	162	18.66
68	House plants	513	6.14 %	537,281	3.39 %	181	13.91
69	Hunting / shooting	2,425	29.04 %	3,319,338	20.93 %	139	18.21
70	Investing / finance grouping	4,807	57.56 %	6,459,216	40.73 %	141	31.29
71	Investments - foreign	176	2.11 %	290,623	1.83 %	115	1.87
72	Investments - personal	3,924	46.98 %	4,970,117	31.34 %	150	30.82

73	Investments - real estate	1,559	18.67 %	2,180,491	13.75 %	136	13.05
74	Investments - stocks/bonds	1,895	22.69 %	2,003,989	12.64 %	180	27.64
75	Money seekers	1,093	13.09 %	1,243,095	7.84 %	167	17.84
76	Motorcycling	229	2.74 %	437,796	2.76 %	99	-0.10
77	Movie / music grouping	5,054	60.51 %	6,877,166	43.36 %	140	31.62
78	Movie collector	1,915	22.93 %	2,484,993	15.67 %	146	18.25
79	Movies at home	2,484	29.74 %	3,140,642	19.80 %	150	22.78
80	Music - avid listener	3,572	42.77 %	4,627,631	29.18 %	147	27.31
81	Music - home stereo	1,866	22.34 %	2,221,812	14.01 %	159	21.94
82	Music collector	612	7.33 %	734,827	4.63 %	158	11.71
83	Music player – audio equipment	2,846	34.08 %	3,354,619	21.15 %	161	28.91
84	Nascar	708	8.48 %	1,133,707	7.15 %	119	4.71
85	Other pet owner	2,698	32.30 %	3,467,341	21.86 %	148	23.08
86	Outdoors grouping	4,619	55.30 %	6,231,789	39.29 %	141	29.95
87	Parenting	4,673	55.95 %	6,573,487	41.45 %	135	26.90
88	Photography	1,457	17.45 %	1,935,943	12.21 %	143	14.62
89	Professional living	657	7.87 %	752,664	4.75 %	166	13.41
90	Reading - audio books	196	2.35 %	215,884	1.36 %	172	7.78
91	Reading - best sellers	1,110	13.29 %	1,201,565	7.58 %	175	19.73
92	Reading - financial newsletter subscribers	2,488	29.79 %	3,310,769	20.88 %	143	20.04
93	Reading - general	6,801	81.43 %	9,845,165	62.08 %	131	36.44
94	Reading - magazines	6,972	83.48 %	10,075,842	63.53 %	131	37.86
95	Reading - religious / inspirational	780	9.34 %	1,206,418	7.61 %	123	5.97

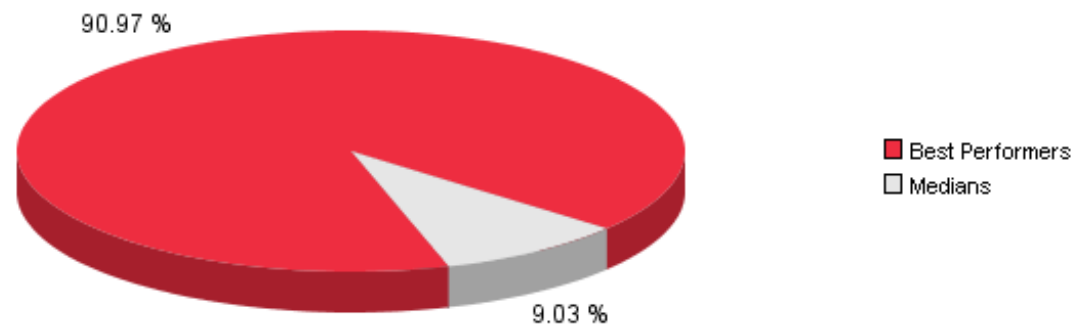
96	Reading - science fiction	422	5.05 %	499,841	3.15 %	160	9.94
97	Reading grouping	7,254	86.85 %	10,870,185	68.54 %	127	36.03
98	Religious / inspirational	1,644	19.68 %	2,229,894	14.06 %	140	14.78
99	Rv	394	4.72 %	1,190,275	7.51 %	63*	-9.67
100	Science / space	754	9.03 %	886,478	5.59 %	162	13.67
101	Scuba diving	54	0.65 %	66,314	0.42 %	155*	3.24
102	Self improvement	1,610	19.28 %	1,898,489	11.97 %	161	20.56
103	Sewing / knitting / needlework	1,454	17.41 %	1,916,314	12.08 %	144	14.93
104	Smoking / tobacco (age sensitive - use w/age 2-year increments)	501	6.00 %	712,609	4.49 %	134	6.64
105	Snow skiing	564	6.75 %	713,895	4.50 %	150	9.92
106	Spectator - tv sports	904	10.82 %	1,092,831	6.89 %	157	14.19
107	Spectator sports - auto / motorcycle racing	405	4.85 %	629,119	3.97 %	122	4.13
108	Spectator sports - baseball	1,353	16.20 %	1,585,184	10.00 %	162	18.90
109	Spectator sports - basketball	1,005	12.03 %	1,225,348	7.73 %	156	14.74
110	Spectator sports - football	1,483	17.76 %	1,817,235	11.46 %	155	18.07
111	Spectator sports - hockey	588	7.04 %	742,032	4.68 %	150	10.21
112	Spectator sports - soccer	115	1.38 %	116,944	0.74 %	187	6.84
113	Spectator sports - tennis	90	1.08 %	87,636	0.55 %	195	6.47
114	Sports grouping	5,589	66.92 %	7,615,910	48.02 %	139	34.56
115	Sporty living	540	6.47 %	643,520	4.06 %	159	11.15
116	Strange and unusual	55	0.66 %	55,542	0.35 %	188*	4.78
117	Sweepstakes / contests (age sensitive - use w/age 2-year increments)	2,962	35.47 %	4,177,436	26.34 %	135	18.93

118	Tennis	423	5.07 %	467,190	2.95 %	172	11.45
119	Theater / performing arts	1,279	15.31 %	1,391,572	8.77 %	175	21.12
120	Travel - cruise vacations	1,662	19.90 %	2,016,482	12.72 %	157	19.70
121	Travel - domestic	3,555	42.57 %	4,445,028	28.03 %	152	29.57
122	Travel - family vacations	1,420	17.00 %	1,646,604	10.38 %	164	19.83
123	Travel - international	2,038	24.40 %	2,278,192	14.37 %	170	26.14
124	Travel grouping	5,344	63.99 %	7,513,033	47.37 %	135	30.40
125	Tv - cable	2,328	27.87 %	2,707,788	17.07 %	163	26.23
126	Tv - hdtv/satellite dish	429	5.14 %	583,166	3.68 %	140	7.08
127	Tv - satellite dish	430	5.15 %	593,909	3.75 %	137	6.75
128	Upscale living	1,290	15.45 %	1,353,576	8.54 %	181	22.60
129	Water sports	31	0.37 %	32,196	0.20 %	183*	3.41
130	Wireless - cellular phone owner	3,996	47.85 %	5,313,610	33.50 %	143	27.76
131	Woodworking	1,314	15.73 %	1,694,989	10.69 %	147	14.92

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
Highbrow	195
Spectator sports - tennis	195
Spectator sports - soccer	187
History / military	186
Gaming - lottery (age sensitive - use w/age 2-year increments)	185
Upscale living	181
House plants	181
Investments - stocks/bonds	180
Aviation	178
Reading - best sellers	175
Theater / performing arts	175
High tech living	173
Collector avid	173
Reading - audio books	172
Tennis	172
Gaming - casino (age sensitive - use w/age 2-year increments)	170
Travel - international	170
Celebrities	169
Collectibles - stamps	169
Grandchildren	167
Money seekers	167

Professional living	166
Cooking - low fat	166
Foods - natural	165
Environmental issues	164
Travel - family vacations	164
Tv - cable	163
Home living	162
Science / space	162
Exercise - walking	162
Spectator sports - baseball	162
Biking / mountain biking	161
Broader living	161
Self improvement	161
Music player – audio equipment	161
Arts	160
Common living	160
Reading - science fiction	160
Music - home stereo	159
Sporty living	159
Music collector	158
Career	158
Food - wines (age sensitive - use w/age 2-year increments)	158
Collectibles - antiques	157

Collectibles - arts	157
Dieting / weight loss	157
Spectator - tv sports	157
Travel - cruise vacations	157
Spectator sports - basketball	156
Spectator sports - football	155
Collectibles - coins	154
Career improvement	154
Exercise - running / jogging	154
Community / charities	153
Exercise - aerobic	153
Collectibles - general	152
Travel - domestic	152
Snow skiing	150
Investments - personal	150
Movies at home	150
Diy living	150
Spectator sports - hockey	150
Beauty and cosmetics	148
Other pet owner	148
Woodworking	147
Music - avid listener	147
Golf	147

Movie collector	146
Collectibles - sports memorabilia	146
Collectibles and antiques grouping	146
Health / medical	145
Home improvement	145
Cooking - gourmet	145
Cooking - general	144
Sewing / knitting / needlework	144
Games - computer games	144
Wireless - cellular phone owner	143
Reading - financial newsletter subscribers	143
Photography	143
Crafts	143
Games - video games	143
Gardening - interest grouping	143
Equestrian	142
Outdoors grouping	141
Investing / finance grouping	141
Children's interests	141
Tv - hdtv/satellite dish	140
Movie / music grouping	140
Religious / inspirational	140
Hunting / shooting	139

Sports grouping	139
Cooking / food grouping	138
Fashion	138
Games - board games / puzzles	138
Home improvement - do-it-yourselfers	137
Tv - satellite dish	137
Investments - real estate	136
Cat owner	136
Dog owner	136
Exercise / health grouping	136
Home furnishings / decorating	135
Parenting	135
Sweepstakes / contests (age sensitive - use w/age 2-year increments)	135
Travel grouping	135
Smoking / tobacco (age sensitive - use w/age 2-year increments)	134
Auto work	133
Home improvement grouping	132
Reading - general	131
Reading - magazines	131
Christian families	130
Camping / hiking	129
Computers	129

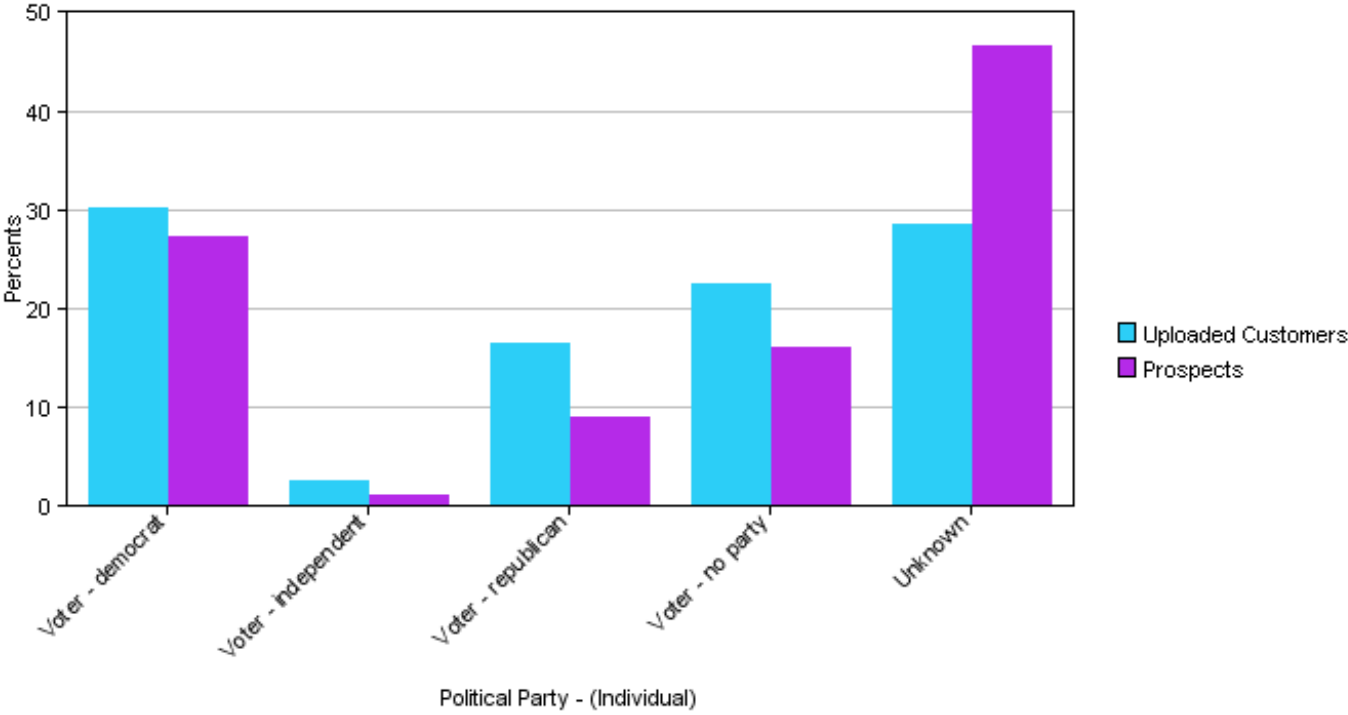
Consumer electronics	129
Reading grouping	127
Reading - religious / inspirational	123
Electronics / computers grouping	122
Spectator sports - auto / motorcycle racing	122

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INTEREST

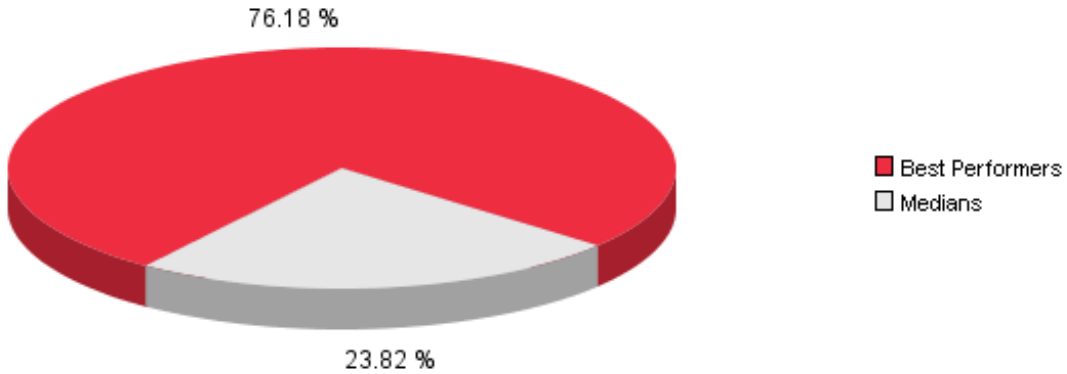
POLITICAL PARTY - (INDIVIDUAL)

Indicates a political party an individual supports.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
D	Voter - democrat	2,517	30.14 %	4,332,069	27.32 %	110	5.78
I	Voter - independent	209	2.50 %	176,039	1.11 %	225	12.14
R	Voter - republican	1,376	16.48 %	1,437,075	9.06 %	182	23.60
V	Voter - no party	1,872	22.41 %	2,542,004	16.03 %	140	15.90
[Unknown]	Unknown	2,378	28.47 %	7,372,443	46.49 %	61	-33.00

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



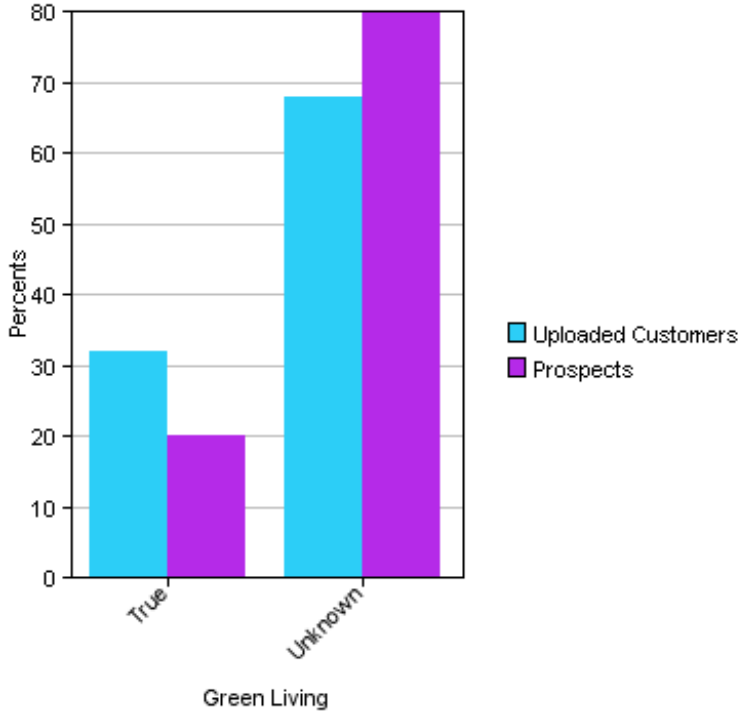
BEST PERFORMERS	MPI
Voter - independent	225
Voter - republican	182
Voter - no party	140

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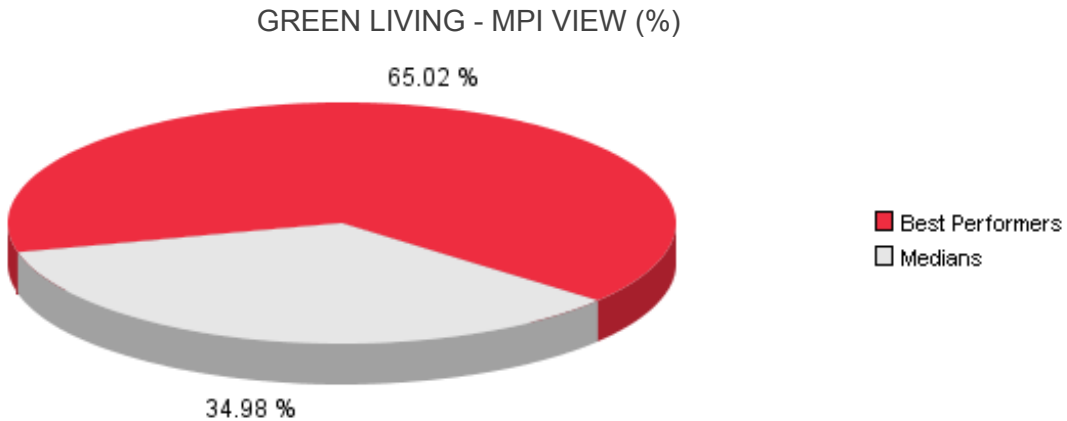
INTEREST

GREEN LIVING

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



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	True	2,670	31.97 %	3,211,273	20.25 %	158	26.65
[Unknown]	Unknown	5,682	68.03 %	12,648,357	79.75 %	85	-26.65



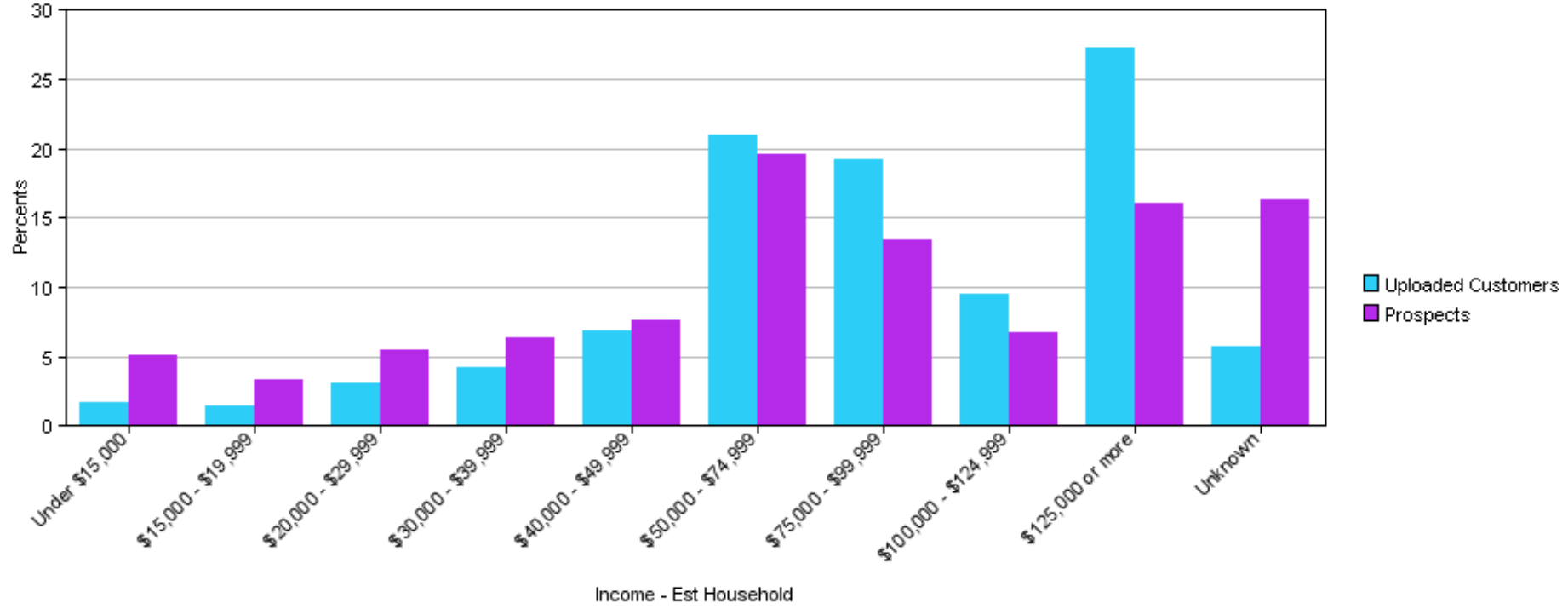
BEST PERFORMERS	MPI
True	158

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WEALTH

INCOME - EST HOUSEHOLD

Indicates the estimated income level for the household.

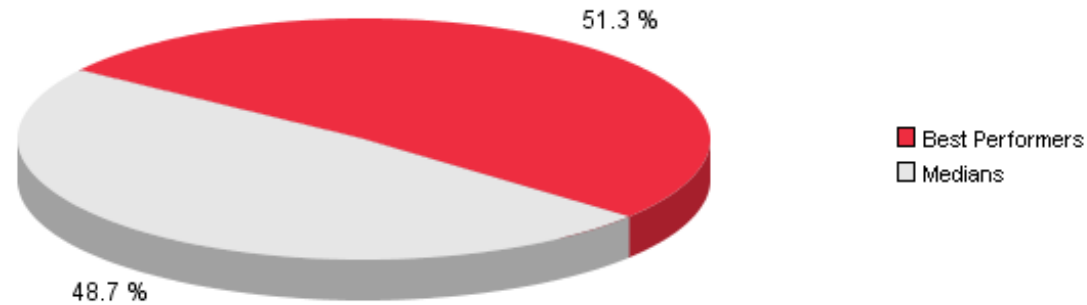


CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Under \$15,000	141	1.69 %	816,704	5.15 %	33*	-14.31
2	\$15,000 - \$19,999	123	1.47 %	538,156	3.39 %	43*	-9.69
3	\$20,000 - \$29,999	262	3.14 %	867,775	5.47 %	57*	-9.38
4	\$30,000 - \$39,999	356	4.26 %	1,015,536	6.40 %	67*	-7.99
5	\$40,000 - \$49,999	571	6.84 %	1,204,697	7.60 %	90	-2.62

6	\$50,000 - \$74,999	1,750	20.95 %	3,107,893	19.60 %	107	3.12
7	\$75,000 - \$99,999	1,604	19.21 %	2,120,224	13.37 %	144	15.67
8	\$100,000 - \$124,999	792	9.48 %	1,069,206	6.74 %	141	9.99
9	\$125,000 or more	2,275	27.24 %	2,540,116	16.02 %	170	27.96
[Unknown]	Unknown	478	5.72 %	2,579,323	16.26 %	35	-26.10

*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.

INCOME - EST HOUSEHOLD - MPI VIEW (%)



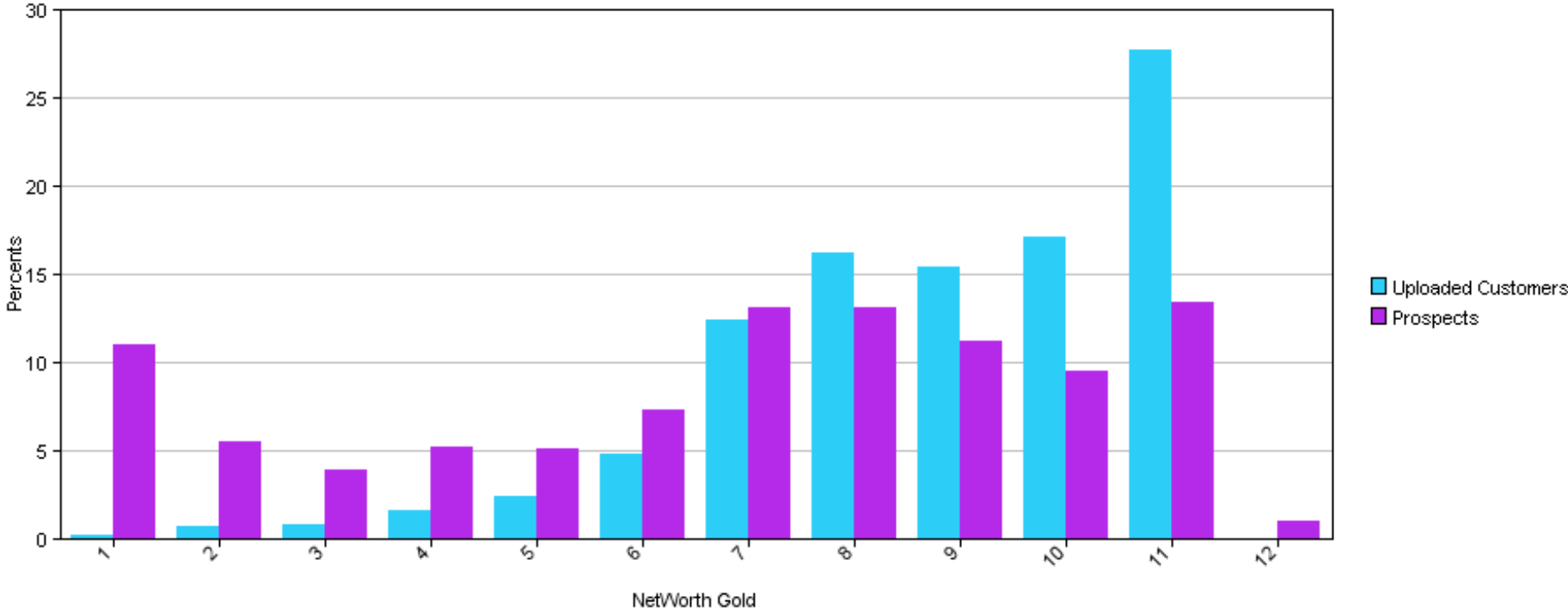
BEST PERFORMERS	MPI
\$125,000 or more	170
\$75,000 - \$99,999	144
\$100,000 - \$124,999	141

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WEALTH

NETWORTH GOLD

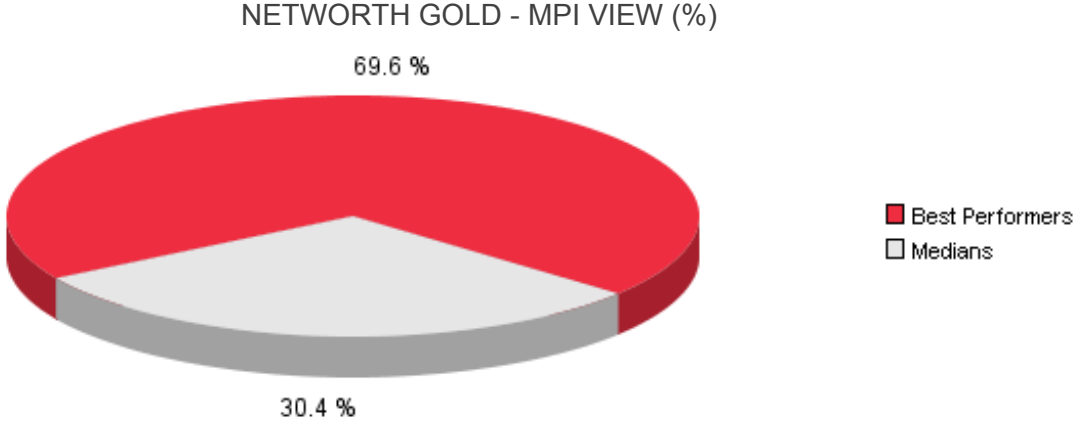
Indicates the total assets minus the total outside liabilities of an individual or a company from the upper wealth groups.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Less than or equal to 0	24	0.29 %	1,760,196	11.10 %	3*	-31.45
2	\$1 - \$4,999	61	0.73 %	881,419	5.56 %	13*	-19.25
3	\$5,000 - \$9,999	71	0.85 %	623,218	3.93 %	22*	-14.48
4	\$10,000 - \$24,999	139	1.66 %	831,443	5.24 %	32*	-14.67
5	\$25,000 - \$49,999	208	2.49 %	820,458	5.17 %	48*	-11.07

6	\$50,000 - \$99,999	405	4.85 %	1,169,948	7.38 %	66*	-8.84
7	\$100,000 - \$249,999	1,041	12.46 %	2,090,679	13.18 %	95	-1.94
8	\$250,000 - \$499,999	1,357	16.25 %	2,093,006	13.20 %	123	8.24
9	\$500,000 - \$999,999	1,289	15.43 %	1,782,223	11.24 %	137	12.14
10	\$1,000,000 - \$1,999,999	1,434	17.17 %	1,506,921	9.50 %	181	23.89
11	\$2,000,000+	2,319	27.77 %	2,129,474	13.43 %	207	38.43
12	Unknown	4	0.05 %	170,645	1.08 %	4	-9.10

*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.



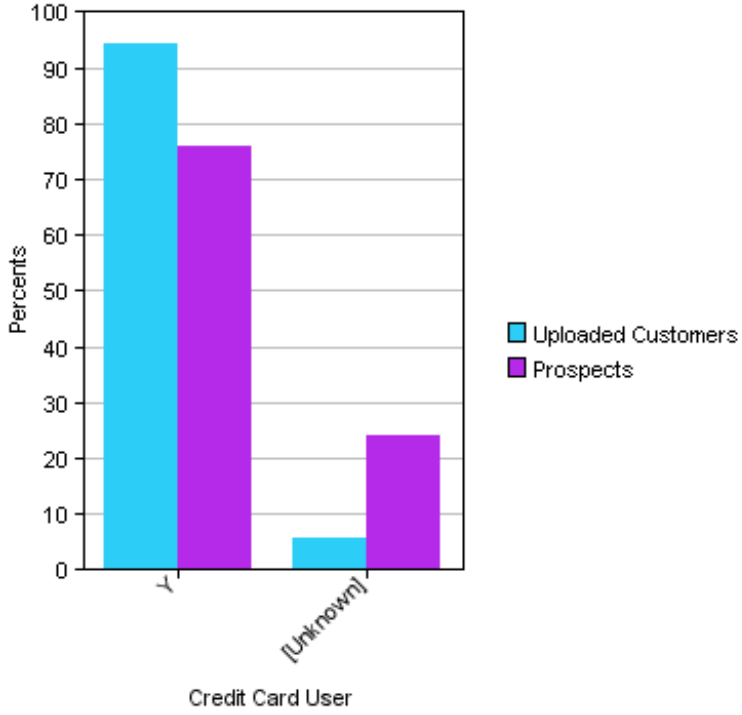
BEST PERFORMERS	MPI
\$2,000,000+	207
\$1,000,000 - \$1,999,999	181
\$500,000 - \$999,999	137
\$250,000 - \$499,999	123

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BUYING BEHAVIOR

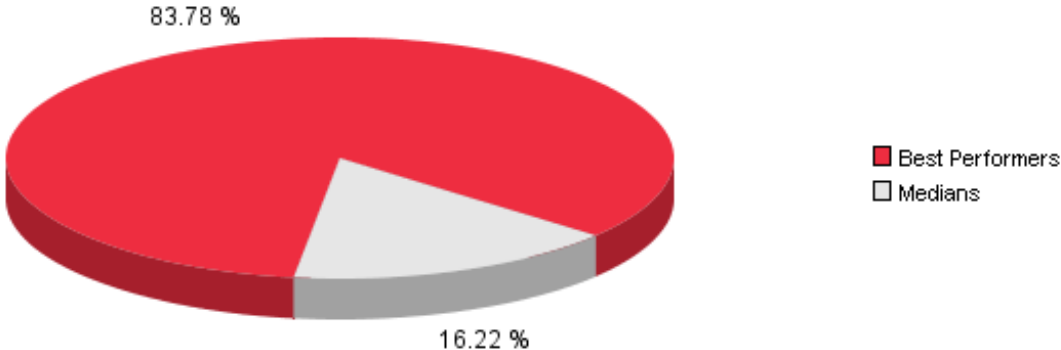
CREDIT CARD USER

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	7,864	94.16 %	12,032,931	75.87 %	124	39.05
[Unknown]	Unknown	488	5.84 %	3,826,699	24.13 %	24	-39.05

CREDIT CARD USER - MPI VIEW (%)



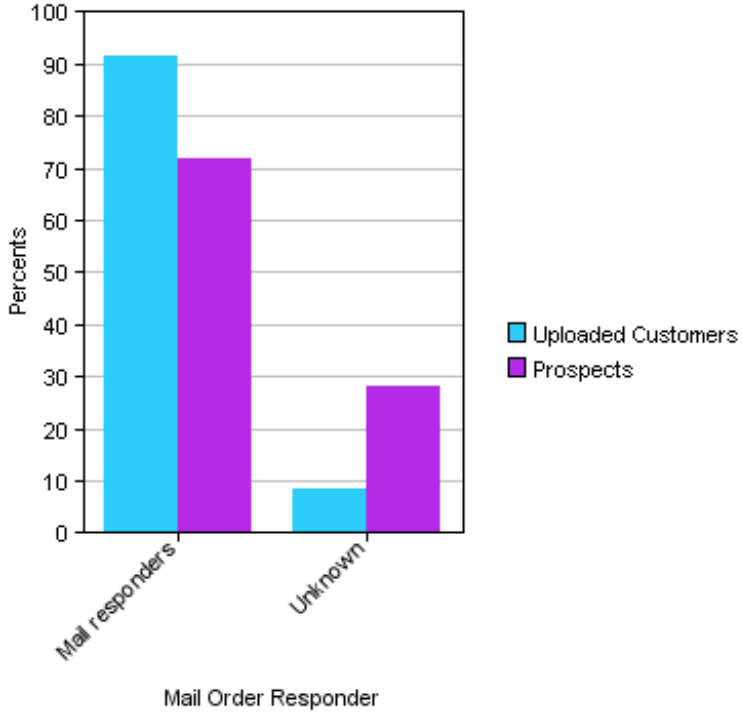
BEST PERFORMERS	MPI
Active credit card purchases	124

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BUYING BEHAVIOR

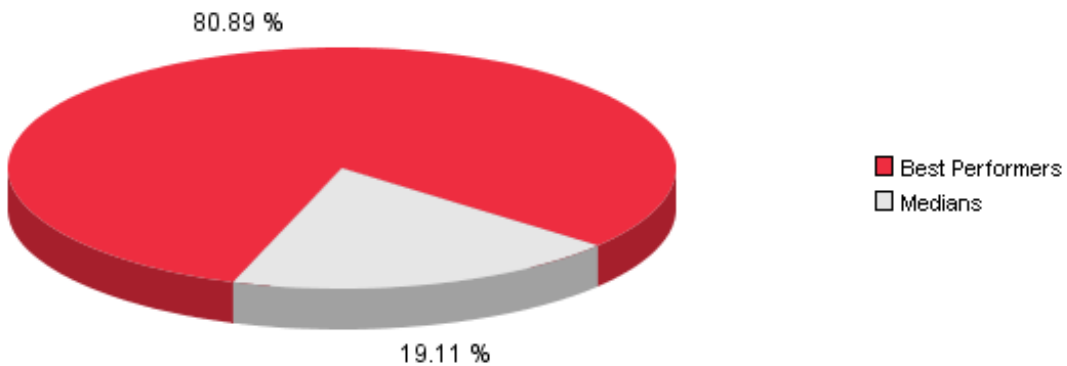
MAIL ORDER RESPONDER

Indicates if an individual is a marketing mail responder.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
R	Mail responders	7,642	91.50 %	11,391,069	71.82 %	127	39.96
[Unknown]	Unknown	710	8.50 %	4,468,561	28.18 %	30	-39.96

MAIL ORDER RESPONDER - MPI VIEW (%)



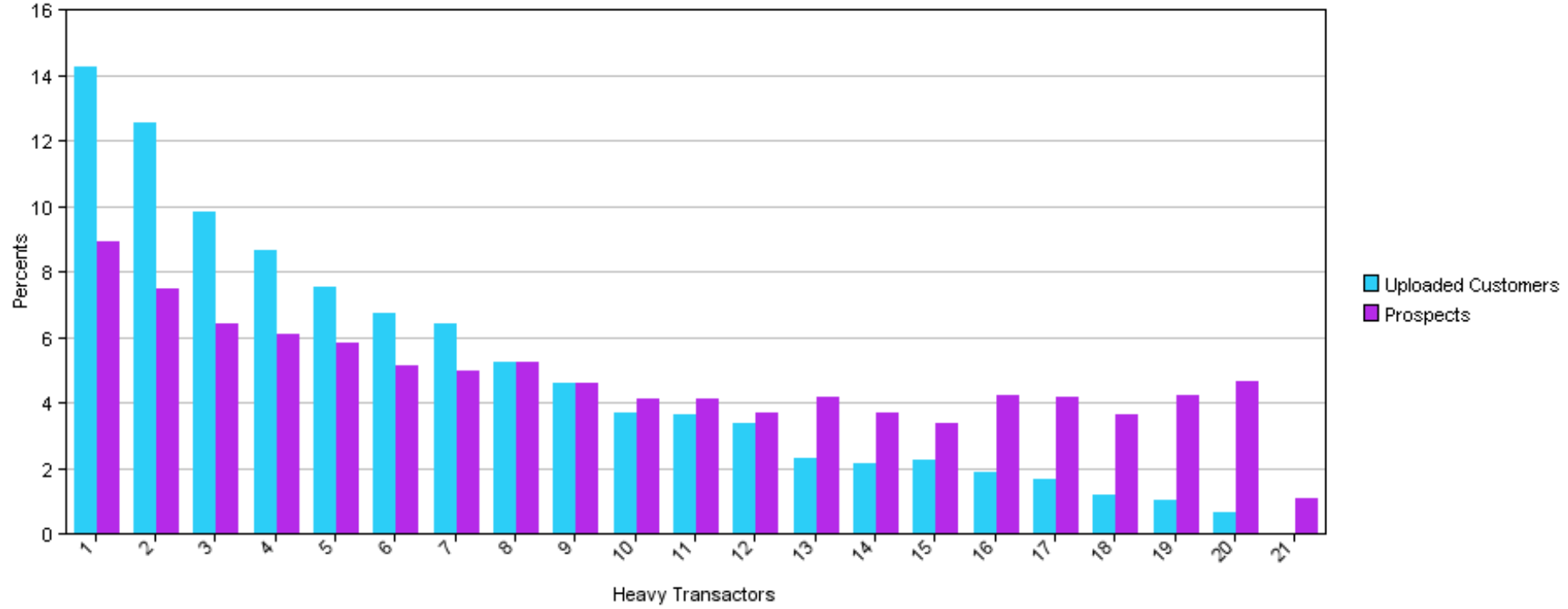
BEST PERFORMERS	MPI
Mail responders	127

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BUYING BEHAVIOR

HEAVY TRANSACTORS

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

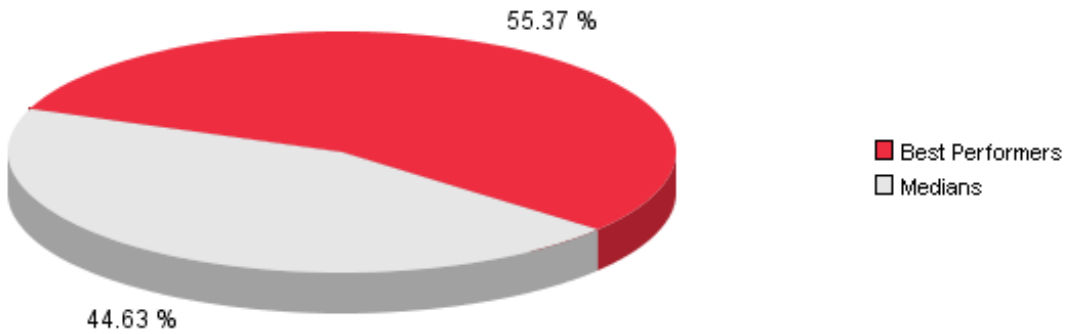


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	01 - most likely a heavy transactor	1,190	14.25 %	1,414,312	8.92 %	160	17.09
2	02	1,051	12.58 %	1,184,716	7.47 %	168	17.77
3	03	820	9.82 %	1,017,267	6.41 %	153	12.69
4	04	722	8.65 %	965,878	6.09 %	142	9.76
5	05	629	7.53 %	923,259	5.82 %	129	6.67

6	06	562	6.73 %	813,691	5.13 %	131	6.62
7	07	535	6.41 %	790,996	4.99 %	128	5.96
8	08	439	5.26 %	831,614	5.24 %	100	0.05
9	09	387	4.63 %	728,327	4.59 %	101	0.18
10	10 - average heavy transactor	311	3.72 %	658,524	4.15 %	90	-1.96
11	11	307	3.68 %	658,395	4.15 %	89	-2.18
12	12	284	3.40 %	591,196	3.73 %	91	-1.58
13	13	195	2.34 %	665,537	4.20 %	56*	-8.48
14	14	180	2.16 %	590,508	3.72 %	58*	-7.57
15	15	191	2.29 %	533,028	3.36 %	68*	-5.44
16	16	160	1.92 %	668,394	4.21 %	45*	-10.45
17	17	141	1.69 %	660,515	4.17 %	41*	-11.33
18	18	101	1.21 %	580,279	3.66 %	33*	-11.92
19	19	88	1.05 %	670,419	4.23 %	25*	-14.41
20	20 - least likely a heavy transactor	55	0.66 %	742,130	4.68 %	14*	-17.39
21	Unknown	4	0.05 %	170,645	1.08 %	4	-9.10

*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 TRANSACTORS - MPI VIEW (%)



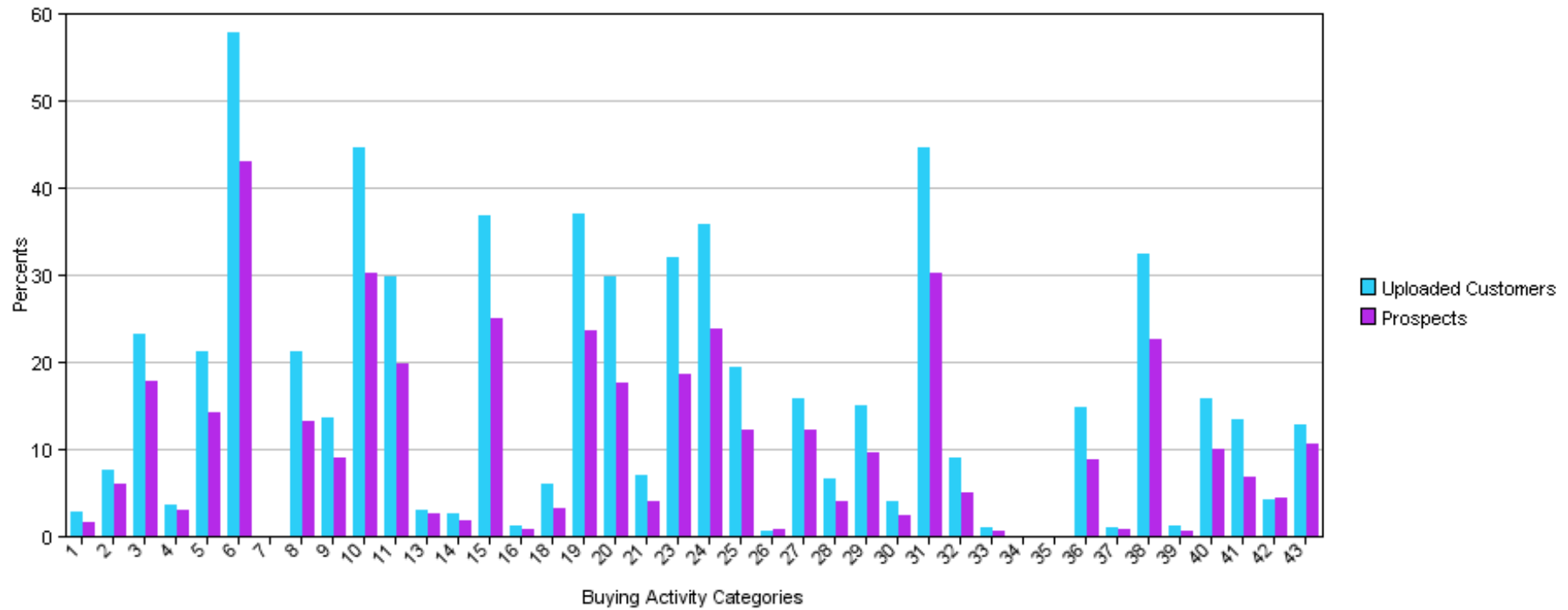
BEST PERFORMERS	MPI
02	168
01 - most likely a heavy transactor	160
03	153
04	142
06	131
05	129
07	128

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BUYING BEHAVIOR

BUYING ACTIVITY CATEGORIES

Indicates the individuals' frequent purchase categories.



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	Apparel - men's big and tall	242	2.90 %	273,186	1.72 %	168	8.25
2	Apparel - children's	650	7.78 %	973,850	6.14 %	127	6.25
3	Apparel - men's	1,950	23.35 %	2,830,839	17.85 %	131	13.12
4	Apparel - women's - petite	310	3.71 %	496,866	3.13 %	118	3.04

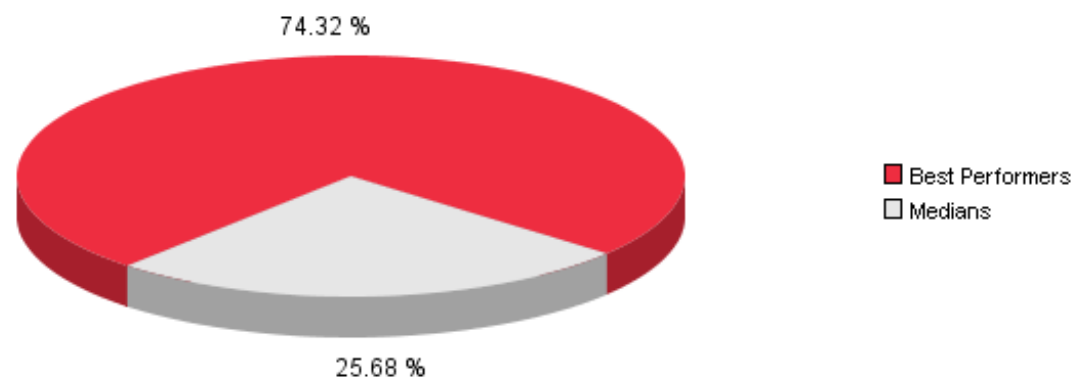
5	Apparel - women's - plus sizes	1,786	21.38 %	2,261,793	14.26 %	150	18.61
6	Apparel - women's	4,832	57.85 %	6,843,254	43.15 %	134	27.13
7	Arts & antiques - antiques	16	0.19 %	15,593	0.10 %	196	2.74
8	Arts & antiques - art	1,779	21.30 %	2,102,224	13.26 %	161	21.68
9	Automotive, auto parts & accessories	1,138	13.63 %	1,433,671	9.04 %	151	14.61
10	Books & magazines - magazines	3,725	44.60 %	4,796,614	30.24 %	147	28.56
11	Books & music - books	2,504	29.98 %	3,165,848	19.96 %	150	22.90
12	Books & music - books - audio	32	0.38 %	21,134	0.13 %	288*	6.27
13	Children's apparel - infants & toddlers	259	3.10 %	421,794	2.66 %	117	2.50
14	Children's learning & activity toys	232	2.78 %	293,242	1.85 %	150	6.30
15	Children's products - general	3,078	36.85 %	3,987,085	25.14 %	147	24.67
16	Children's products - general - baby care	107	1.28 %	134,603	0.85 %	151	4.30
17	Children's products - general - back-to-school	47	0.56 %	52,558	0.33 %	170*	3.69
18	Computing/home office - general	503	6.02 %	518,813	3.27 %	184	14.14
19	Electronics, computing & home office	3,099	37.11 %	3,752,926	23.66 %	157	28.90
20	Donation/contribution	2,498	29.91 %	2,804,012	17.68 %	169	29.29
21	Dvds/videos	590	7.06 %	639,943	4.04 %	175	14.06
22	Electronics & computing - tv/video/movie watcher	81	0.97 %	105,084	0.66 %	146*	3.46
23	Gardening - buying activity grouping	2,678	32.06 %	2,969,680	18.73 %	171	31.24
24	Health & beauty	2,995	35.86 %	3,789,542	23.89 %	150	25.64
25	Home & garden	1,623	19.43 %	1,948,954	12.29 %	158	19.88
26	Hunting	61	0.73 %	147,475	0.93 %	78	-1.90
27	Jewelry	1,332	15.95 %	1,950,211	12.30 %	130	10.16

28	Interests & passions - collectibles	566	6.78 %	651,147	4.11 %	165	12.30
29	Interests & passions - crafts/hobbies	1,260	15.09 %	1,536,456	9.69 %	156	16.67
30	Luggage	343	4.11 %	403,999	2.55 %	161	9.05
31	Magazines	3,725	44.60 %	4,796,586	30.24 %	147	28.56
32	Membership clubs	759	9.09 %	821,200	5.18 %	176	16.12
33	Military memorabilia/weaponry	84	1.01 %	105,728	0.67 %	151	3.81
34	Musical instruments	6	0.07 %	9,121	0.06 %	124	0.53
35	Off-road recreational vehicles	1	0.01 %	2,102	0.01 %	92	-0.08
36	Pets	1,242	14.87 %	1,416,717	8.93 %	166	19.02
37	Photography & video equipment	100	1.20 %	141,303	0.89 %	134	2.98
38	Sports & leisure	2,710	32.45 %	3,615,009	22.79 %	142	21.02
39	Telecommunications	110	1.32 %	113,505	0.72 %	184	6.51
40	Travel	1,331	15.94 %	1,608,324	10.14 %	157	17.54
41	Value-priced general merchandise	1,120	13.41 %	1,109,191	6.99 %	192	22.98
42	Young men's apparel	367	4.39 %	715,839	4.51 %	97	-0.53
43	Young women's apparel	1,070	12.81 %	1,711,317	10.79 %	119	5.95

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.

BUYING ACTIVITY CATEGORIES - MPI VIEW (%)



BEST PERFORMERS	MPI
Value-priced general merchandise	192
Computing/home office - general	184
Telecommunications	184
Membership clubs	176
Dvds/videos	175
Gardening - buying activity grouping	171
Donation/contribution	169
Apparel - men's big and tall	168
Pets	166
Interests & passions - collectibles	165
Arts & antiques - art	161
Luggage	161
Home & garden	158
Travel	157

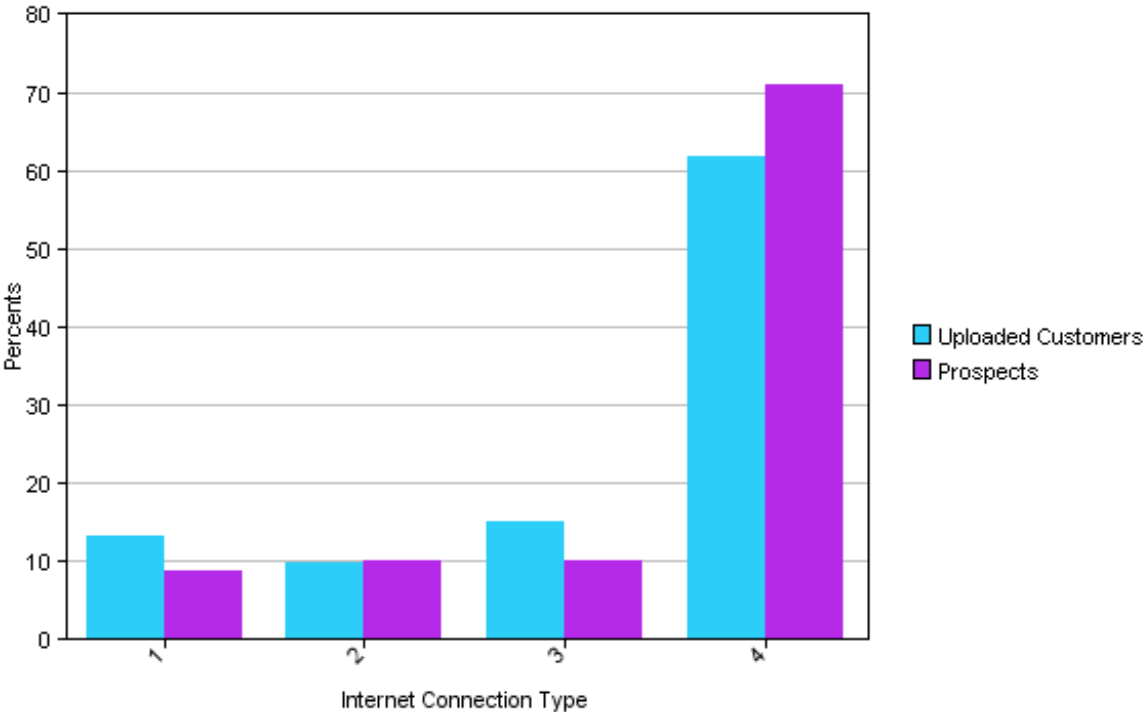
Electronics, computing & home office	157
Interests & passions - crafts/hobbies	156
Automotive, auto parts & accessories	151
Military memorabilia/weaponry	151
Children's products - general - baby care	151
Health & beauty	150
Apparel - women's - plus sizes	150
Books & music - books	150
Children's learning & activity toys	150
Books & magazines - magazines	147
Children's products - general	147
Magazines	147
Sports & leisure	142
Apparel - women's	134
Apparel - men's	131
Jewelry	130
Apparel - children's	127

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SOCIAL NETWORKING

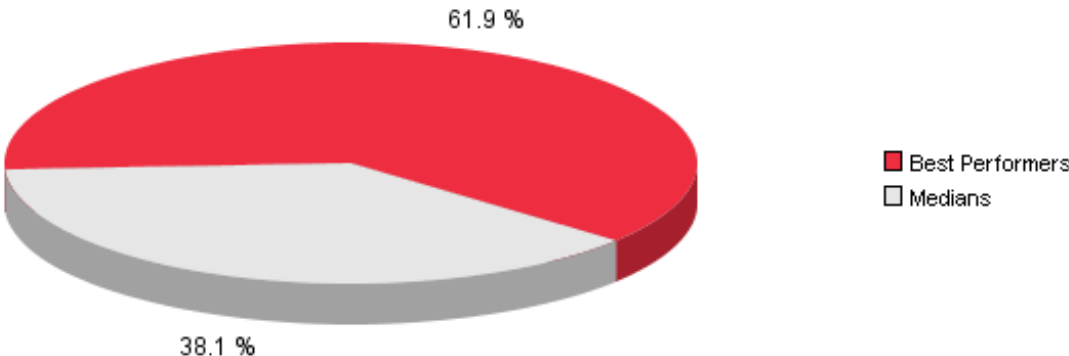
INTERNET CONNECTION TYPE

Indicates the type of the internet connection.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Cable	1,097	13.14 %	1,404,133	8.85 %	148	13.77
2	Dsl	821	9.83 %	1,602,564	10.11 %	97	-0.83
3	Dial-up	1,268	15.18 %	1,594,292	10.05 %	151	15.58
4	Unknown	5,166	61.85 %	11,258,641	70.99 %	87	-18.39

INTERNET CONNECTION TYPE - MPI VIEW (%)



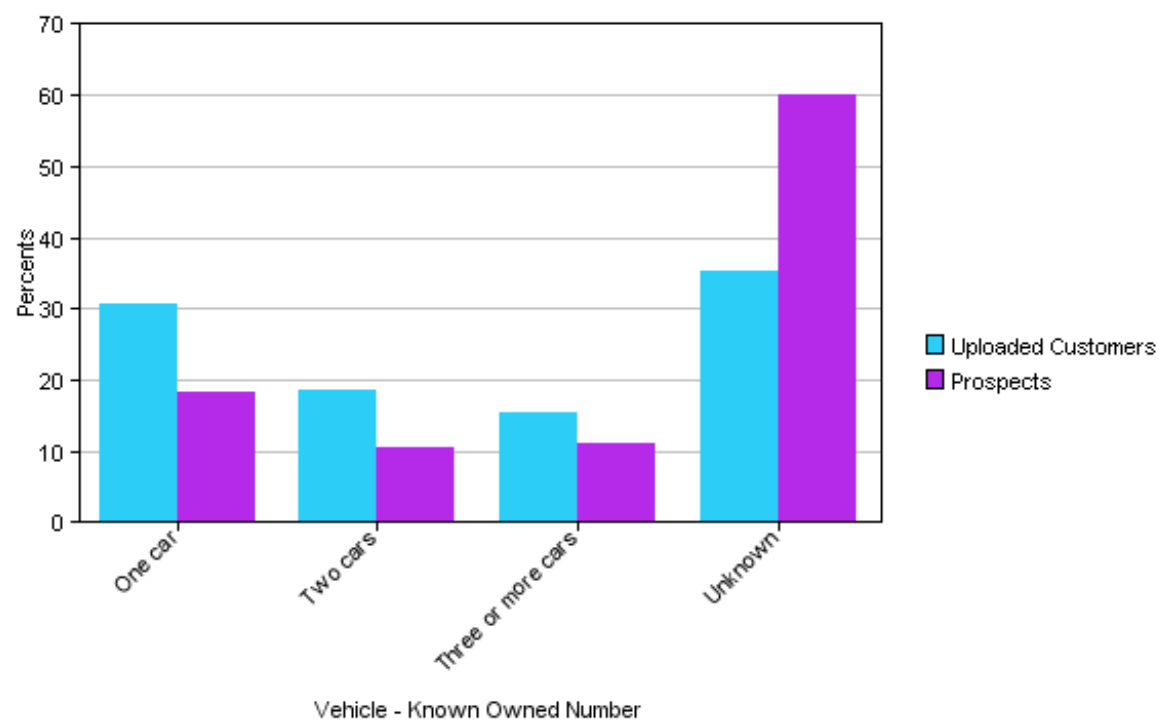
BEST PERFORMERS	MPI
Dial-up	151
Cable	148

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AUTO

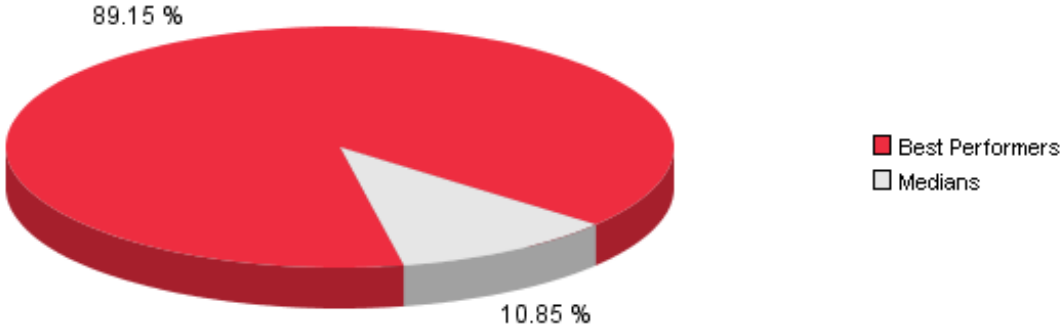
VEHICLE - KNOWN OWNED NUMBER

Indicates the number of vehicles in the household.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	One car	2,569	30.76 %	2,914,771	18.38 %	167	29.20
2	Two cars	1,557	18.64 %	1,647,677	10.39 %	179	24.71
3	Three or more cars	1,281	15.34 %	1,755,229	11.07 %	139	12.44
[Unknown]	Unknown	2,945	35.26 %	9,541,953	60.17 %	59	-46.48

VEHICLE - KNOWN OWNED NUMBER - MPI VIEW (%)



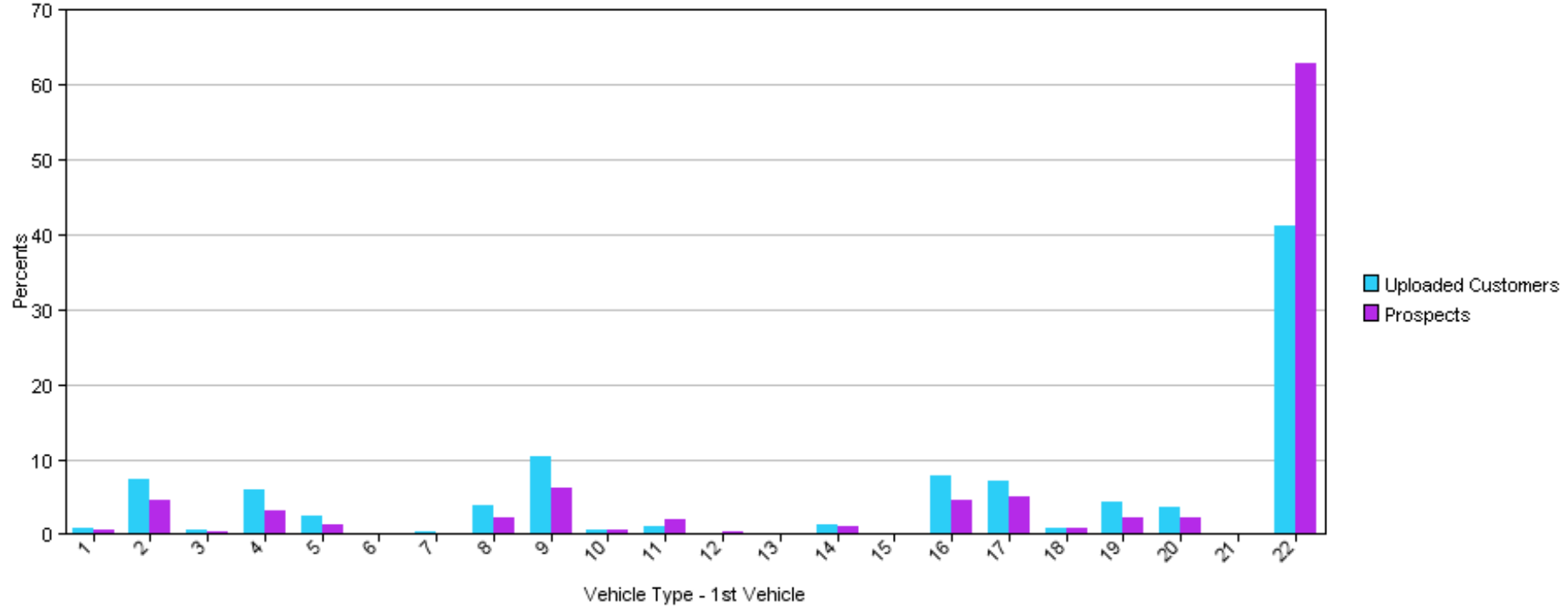
BEST PERFORMERS	MPI
Two cars	179
One car	167
Three or more cars	139

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AUTO

VEHICLE TYPE - 1ST VEHICLE

Indicates type of the first vehicle registered in the household.

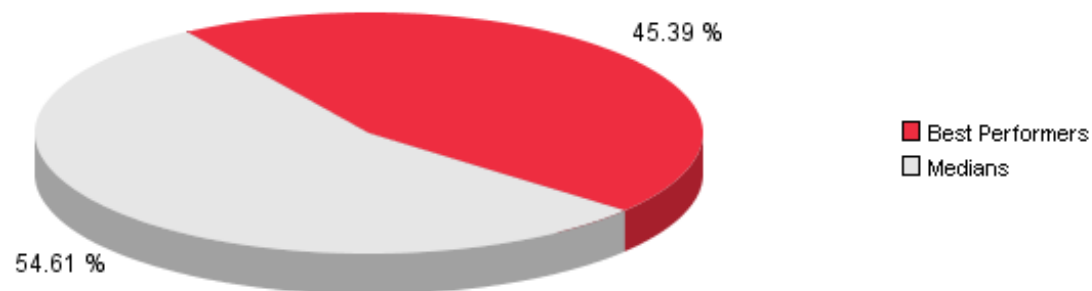


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Entry compact car	74	0.89 %	90,982	0.57 %	154*	3.77
2	Premium compact car	610	7.30 %	715,132	4.51 %	162	12.31
3	Premium full size car	41	0.49 %	43,530	0.27 %	179*	3.79
4	Entry luxury car	498	5.96 %	483,583	3.05 %	196	15.49
5	Mid-size luxury car	201	2.41 %	200,458	1.26 %	190	9.35

6	Sports luxury car	13	0.16 %	14,987	0.09 %	166	1.85
7	Premium luxury car	31	0.37 %	35,512	0.22 %	166	2.84
8	Entry mid-size car	331	3.96 %	333,195	2.10 %	189	11.86
9	Premium mid-size car	865	10.36 %	969,180	6.11 %	169	16.20
10	Compact pickup	46	0.55 %	96,275	0.61 %	91	-0.66
11	Light duty full-size pickup	93	1.11 %	298,820	1.88 %	59*	-5.17
12	Heavy duty full-size pickup	7	0.08 %	43,789	0.28 %	30*	-3.34
13	Luxury full-size pickup	2	0.02 %	849	0.01 %	480	2.46
14	Entry sports car	102	1.22 %	151,273	0.95 %	128	2.51
15	Premium sports car	19	0.23 %	29,506	0.19 %	122	0.87
16	Compact suv	647	7.75 %	718,159	4.53 %	171	14.15
17	Mid-size suv	600	7.18 %	789,852	4.98 %	144	9.26
18	Full-size suv	69	0.83 %	125,199	0.79 %	105	0.38
19	Luxury suv	357	4.27 %	368,687	2.33 %	184	11.82
20	Compact van	308	3.69 %	362,778	2.29 %	161	8.56
21	Full-size van	8	0.10 %	10,983	0.07 %	139	0.94
22	Unknown	3,430	41.07 %	9,976,901	62.91 %	65	-41.31

*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 (%)



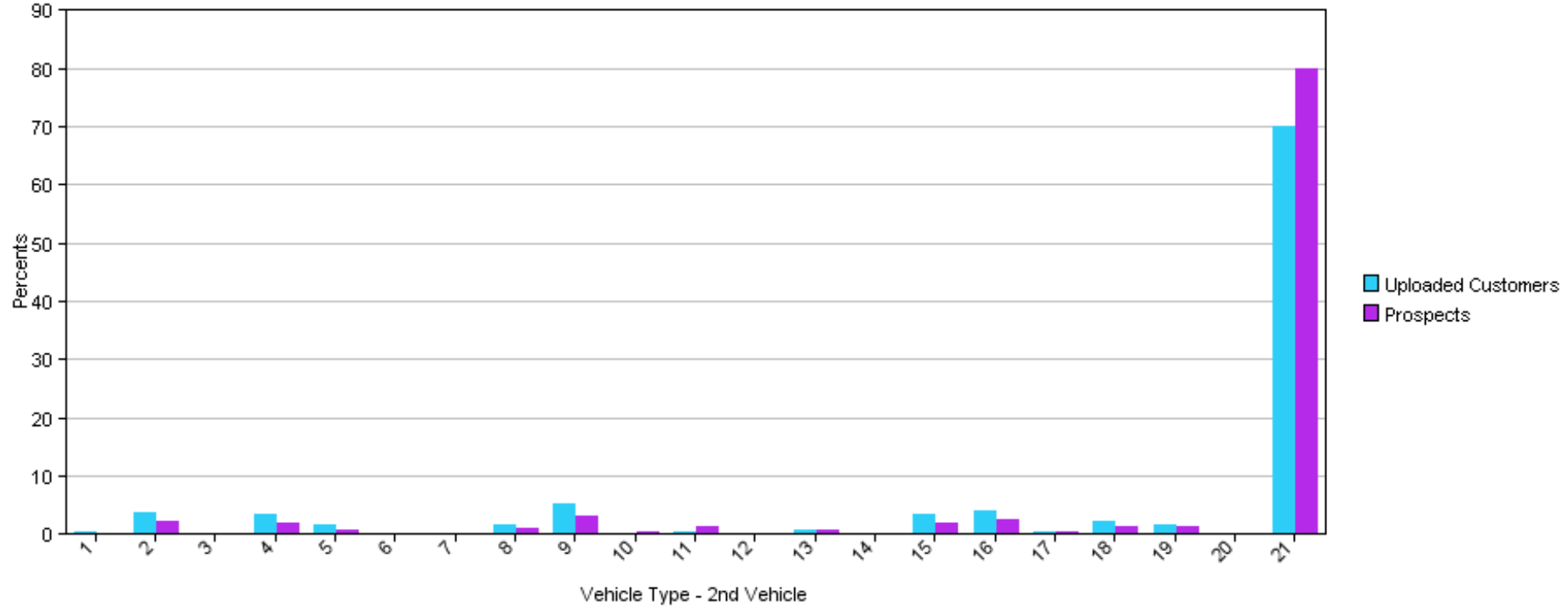
BEST PERFORMERS	MPI
Entry luxury car	196
Mid-size luxury car	190
Entry mid-size car	189
Luxury suv	184
Compact suv	171
Premium mid-size car	169
Premium compact car	162
Compact van	161
Mid-size suv	144

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AUTO

VEHICLE TYPE - 2ND VEHICLE

Indicates type of the second vehicle registered in the household.

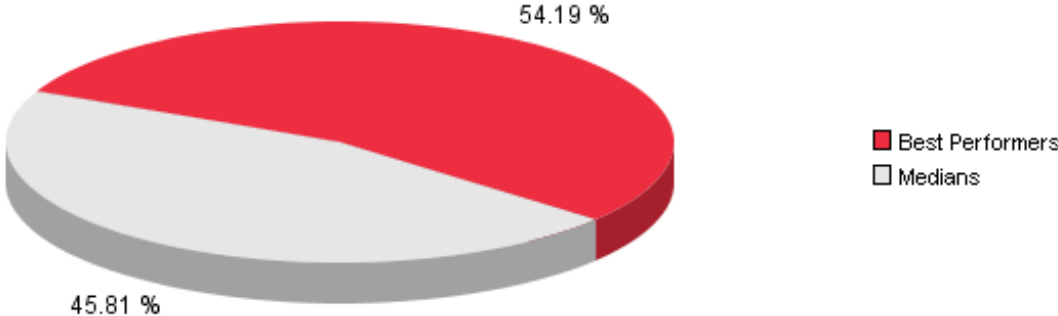


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Entry compact car	34	0.41 %	37,351	0.24 %	172*	3.22
2	Premium compact car	305	3.65 %	362,677	2.29 %	160	8.34
3	Premium full size car	22	0.26 %	28,482	0.18 %	146	1.79
4	Entry luxury car	284	3.40 %	287,005	1.81 %	188	10.90
5	Mid-size luxury car	129	1.55 %	124,982	0.79 %	196	7.82

6	Sports luxury car	8	0.10 %	11,021	0.07 %	139	0.94
7	Premium luxury car	19	0.23 %	27,913	0.18 %	129	1.11
8	Entry mid-size car	131	1.57 %	143,477	0.91 %	173	6.40
9	Premium mid-size car	443	5.30 %	497,518	3.14 %	169	11.36
10	Compact pickup	19	0.23 %	68,464	0.43 %	53	-2.86
11	Light duty full-size pickup	42	0.50 %	201,837	1.27 %	40*	-6.28
12	Heavy duty full-size pickup	12	0.14 %	36,796	0.23 %	62	-1.67
13	Entry sports car	64	0.77 %	97,822	0.62 %	124	1.74
14	Premium sports car	13	0.16 %	26,175	0.17 %	95	-0.20
15	Compact suv	290	3.47 %	314,167	1.98 %	175	9.78
16	Mid-size suv	329	3.94 %	407,203	2.57 %	153	7.92
17	Full-size suv	32	0.38 %	89,364	0.56 %	68	-2.20
18	Luxury suv	178	2.13 %	198,682	1.25 %	170	7.21
19	Compact van	138	1.65 %	194,353	1.23 %	135	3.55
20	Full-size van	8	0.10 %	9,070	0.06 %	168	1.49
21	Unknown	5,852	70.07 %	12,694,471	80.04 %	88	-22.80

*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
Mid-size luxury car	196
Entry luxury car	188
Compact suv	175
Entry mid-size car	173
Luxury suv	170
Premium mid-size car	169
Premium compact car	160
Mid-size suv	153
Compact van	135

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PROSPECTS WITH "BEST PERFORMERS" PROFILE

SCF CODES	PROSPECTS #
070 AVENEL, NJ	3,840 (9.44 %)
071 NEWARK, NJ	126 (0.31 %)
072 ELIZABETH, NJ	53 (0.13 %)
073 JERSEY CITY, NJ	23 (0.06 %)
074 ALLENDALE, NJ	2,561 (6.30 %)
075 PATERSON, NJ	248 (0.61 %)
076 HACKENSACK, NJ	1,934 (4.75 %)
077 RED BANK, NJ	3,436 (8.45 %)
078 DOVER, NJ	1,955 (4.81 %)
079 SUMMIT, NJ	1,487 (3.66 %)
080 ALLOWAY, NJ	3,936 (9.68 %)
081 CAMDEN, NJ	126 (0.31 %)
082 ABSECON, NJ	600 (1.47 %)
085 ALLENTOWN, NJ	1,511 (3.71 %)
086 TRENTON, NJ	886 (2.18 %)
087 LAKEWOOD, NJ	2,182 (5.36 %)
088 ANNANDALE, NJ	3,467 (8.52 %)
089 NEW BRUNSWICK, NJ	77 (0.19 %)
100 NEW YORK, NY	6 (0.01 %)
112 BROOKLYN, NY	410 (1.01 %)
180 LEHIGH VALLEY, PA	987 (2.43 %)
189 DOYLESTOWN, PA	1,472 (3.62 %)
190 ABINGTON, PA	3,660 (9.00 %)
191 PHILADELPHIA, PA	768 (1.89 %)
208 BETHESDA, MD	1,631 (4.01 %)
210 ABERDEEN, MD	1,695 (4.17 %)
301 ACWORTH, GA	485 (1.19 %)

PROSPECTS WITH "UNDECIDED PROSPECTS" PROFILE

SCF CODES	PROSPECTS #
070 AVENEL, NJ	756,446 (8.08 %)
071 NEWARK, NJ	154,963 (1.66 %)
072 ELIZABETH, NJ	72,703 (0.78 %)
073 JERSEY CITY, NJ	119,162 (1.27 %)
074 ALLENDALE, NJ	205,780 (2.20 %)
075 PATERSON, NJ	76,304 (0.81 %)
076 HACKENSACK, NJ	221,353 (2.36 %)
077 RED BANK, NJ	274,733 (2.93 %)
078 DOVER, NJ	159,946 (1.71 %)
079 SUMMIT, NJ	117,030 (1.25 %)
080 ALLOWAY, NJ	542,127 (5.79 %)
081 CAMDEN, NJ	71,776 (0.77 %)
082 ABSECON, NJ	126,262 (1.35 %)
085 ALLENTOWN, NJ	139,698 (1.49 %)
086 TRENTON, NJ	120,988 (1.29 %)
087 LAKEWOOD, NJ	217,474 (2.32 %)
088 ANNANDALE, NJ	398,195 (4.25 %)
089 NEW BRUNSWICK, NJ	37,880 (0.40 %)
100 NEW YORK, NY	921,003 (9.84 %)
112 BROOKLYN, NY	1,216,642 (12.99 %)
180 LEHIGH VALLEY, PA	251,502 (2.69 %)
189 DOYLESTOWN, PA	168,397 (1.80 %)
190 ABINGTON, PA	523,535 (5.59 %)
191 PHILADELPHIA, PA	782,652 (8.36 %)
208 BETHESDA, MD	325,466 (3.48 %)
210 ABERDEEN, MD	345,475 (3.69 %)
301 ACWORTH, GA	539,181 (5.76 %)

774 BELLAIRE, TX	1,116 (2.74 %)
ACXIOM COUNTRY OF ORIGIN	
India	1,153 (2.83 %)
Asian	3,965 (9.75 %)
Italy	23,891 (58.73 %)
Jewish	6,844 (16.82 %)
Poland	4,825 (11.86 %)
AGE 2-YEAR INCREMENTS	
Age 44-45	1,453 (3.57 %)
Age 48-49	1,855 (4.56 %)
Age 50-51	2,138 (5.26 %)
Age 52-53	2,599 (6.39 %)
Age 54-55	2,830 (6.96 %)
Age 56-57	3,126 (7.68 %)
Age 58-59	3,091 (7.60 %)
Age 60-61	3,008 (7.39 %)
Age 62-63	2,779 (6.83 %)
Age 64-65	2,634 (6.48 %)
Age 66-67	2,585 (6.35 %)
Age 68-69	2,493 (6.13 %)
Age 70-71	1,852 (4.55 %)
Age 72-73	1,940 (4.77 %)
Age 74-75	1,363 (3.35 %)
Age 76-77	1,156 (2.84 %)
Age 78-79	980 (2.41 %)
Age 80-81	825 (2.03 %)
Age 82-83	758 (1.86 %)
Age 84-85	680 (1.67 %)
Age 86-87	533 (1.31 %)
HEALTH	
Health - cholesterol focus	10,693 (26.29 %)
Health - diabetic	8,697 (21.38 %)

774 BELLAIRE, TX	476,007 (5.08 %)
TOTAL:	9,362,680

Health - homeopathic	31,988 (78.64 %)
Health - organic focus	4,633 (11.39 %)
Health - orthopedic	2,138 (5.26 %)
Health - senior needs	503 (1.24 %)

HOME EQUITY AVAILABLE RANGES

5,000 to 9,999	621 (1.53 %)
10,000 to 19,999	1,557 (3.83 %)
20,000 to 29,999	1,593 (3.92 %)
30,000 to 49,999	3,300 (8.11 %)
50,000 to 74,999	4,034 (9.92 %)
75,000 to 99,999	4,262 (10.48 %)
100,000 to 149,999	7,380 (18.14 %)
150,000 to 199,999	5,717 (14.05 %)
200,000 to 249,999	4,052 (9.96 %)
250,000 to 499,999	8,162 (20.06 %)

NETWORTH GOLD

\$250,000 - \$499,999	5,451 (13.40 %)
\$500,000 - \$999,999	7,315 (17.98 %)
\$1,000,000 - \$1,999,999	8,952 (22.01 %)
\$2,000,000+	18,960 (46.61 %)

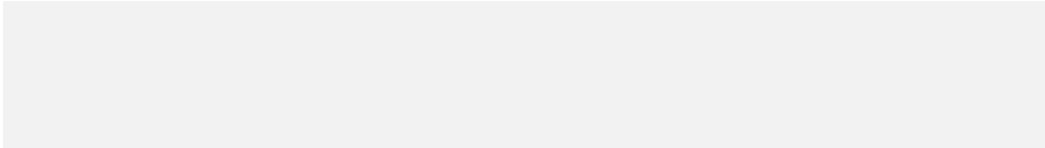
POLITICAL PARTY - (INDIVIDUAL)

Voter - no party	21,628 (53.17 %)
Voter - republican	17,275 (42.47 %)
Voter - independent	1,775 (4.36 %)

VEHICLE TYPE - 1ST VEHICLE

Premium compact car	4,822 (11.85 %)
Entry luxury car	5,223 (12.84 %)
Mid-size luxury car	1,984 (4.88 %)
Entry mid-size car	2,890 (7.10 %)
Premium mid-size car	8,453 (20.78 %)
Compact suv	6,220 (15.29 %)
Mid-size suv	5,868 (14.43 %)

Luxury suv	3,157 (7.76 %)
Compact van	2,061 (5.07 %)
TOTAL:	40,678



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.

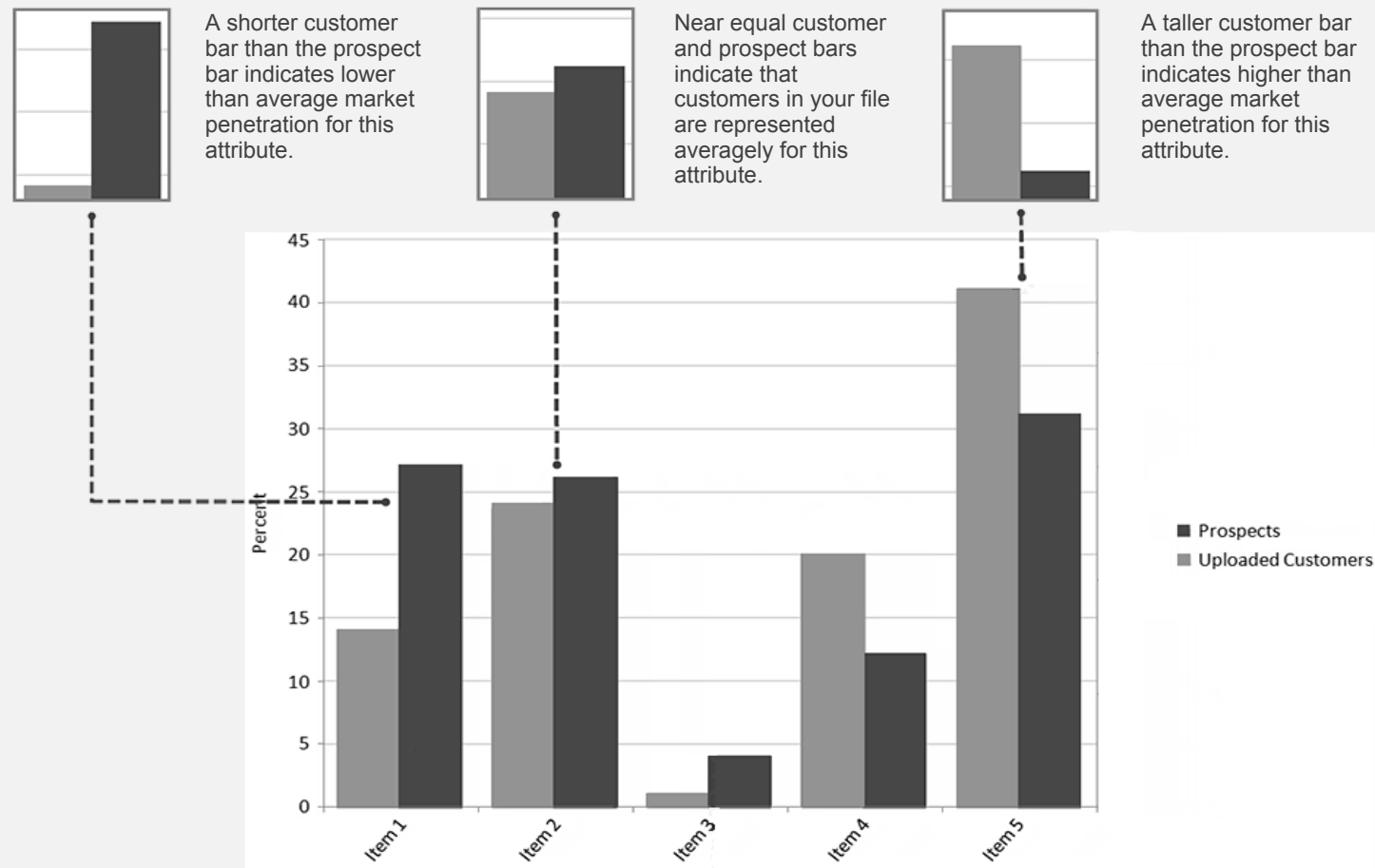
The "Medians" profile represents attributes that have neither strong or low representation in your client file. This profile covers the middle group, determined by the MPI and Z-Score calculations, and cannot be imported into a search based upon its value in the market.

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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.

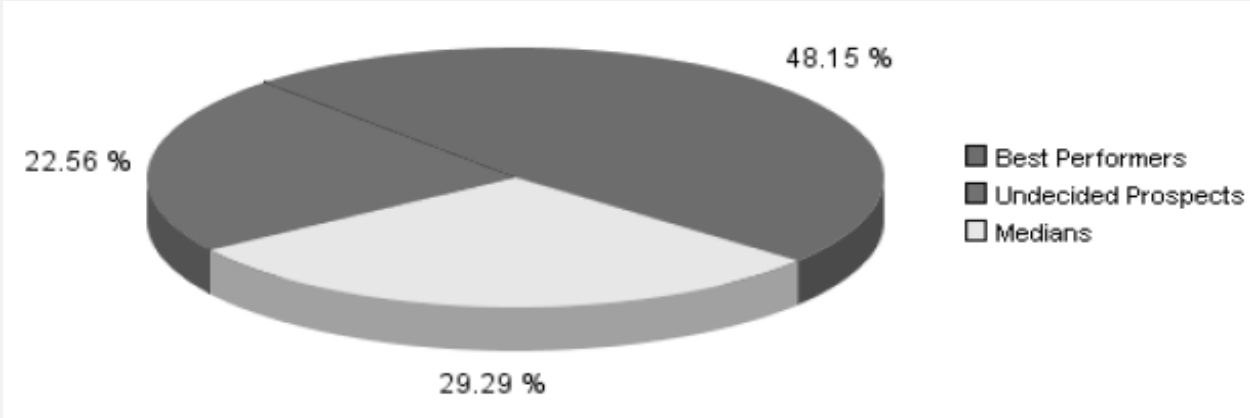
PROSPECT %	MPI	Z-SCORE
27 %	52	-5.2
26 %	92	5
4 %	25*	-4
12 %	167	4
31 %	132	7.5

Attributes with MPI less than 80 and Z-Score less than -3 ("Undecided Prospects") are in bold.

Asterisk marks MPIs that are not statistically valid due to Z-Score and indicates that the attribute is not important for your customer profile.

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	UNDECIDED PROSPECTS	MPI
Male	143	Female	67

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.

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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