

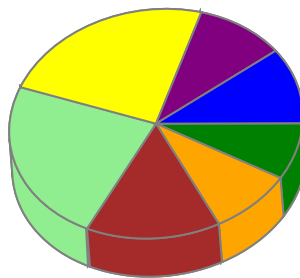


Sample Demographic Profile

Records Submitted
5,000
Records Matched
2,839

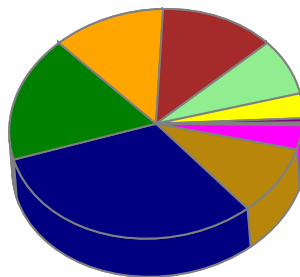
Age

Description	Code	Count	%	0	Percent of Matched	100
Age 18-24	I1	309	10.9%			
Age 25-34	I2	288	10.1%			
Age 35-44	I3	674	23.7%			
Age 45-54	I4	666	23.5%			
Age 55-64	I5	421	14.8%			
Age 65-74	I6	257	9.1%			
Age 75+	I7	223	7.9%			
Age Unknown	I0	1	0.0%			
		2,839	100.0%			



Household Income

Description	Code	Count	%	0	Percent of Matched	100
under 15,000	A	3	0.1%			
15,000 - 19,999	B	17	0.6%			
20,000 - 29,999	C	99	3.5%			
30,000 - 39,999	D	232	8.2%			
40,000 - 49,999	E	366	12.9%			
50,000 - 59,999	F	348	12.3%			
60,000 - 74,999	G	496	17.5%			
75,000 - 99,999	H	901	31.7%			
100,000 - 124,999	I	273	9.6%			
125,000 - 149,999	J	96	3.4%			
150,000 - 249,999	K	8	0.3%			
		2,839	100.0%			



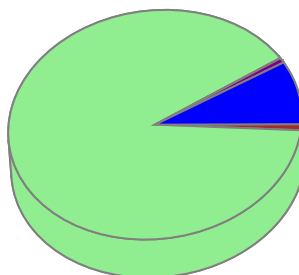


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Dwelling Type

Description	Code	Count	%	0	Percent of Matched	100
Multi Family Dwelling/Apartment	A	257	9.1%			
Business Address	B	20	0.7%			
Condominium	C	1	0.0%			
Single Family	S	2,537	89.4%			
Mobile Home Park	T	24	0.8%			
		2,839	100.0%			



Home Value Range

Description	Code	Count	%	0	Percent of Matched	100
\$1k - 24k	A	29	1.0%			
\$25k - 49k	B	25	0.9%			
\$50k - 74k	C	39	1.4%			
\$75k - 99k	D	55	1.9%			
\$100k - 124k	E	112	3.9%			
\$125k - 149k	F	329	11.6%			
\$150k - 174k	G	298	10.5%			
\$175k - 199k	H	124	4.4%			
\$200k - 249k	I	278	9.8%			
\$250k - 299k	J	168	5.9%			
\$300k - 349k	K	102	3.6%			
\$350k - 399k	L	92	3.2%			
\$400k - 449k	M	67	2.4%			
\$450k - 499k	N	54	1.9%			
\$500k - 599k	O	41	1.4%			
\$600k - 699k	P	14	0.5%			
\$700k - 799k	Q	4	0.1%			
\$800k - 899k	R	4	0.1%			
\$900k - 999k	S	2	0.1%			
		1,837	64.7%			

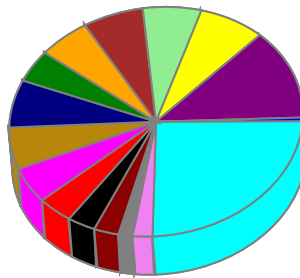


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Length of Residence

Description	Code	Count	%	0	Percent of Matched	100
Less than 1 year	00	14	0.5%			
1 Year	01	357	12.6%			
2 Years	02	205	7.2%			
3 Years	03	177	6.2%			
4 Years	04	181	6.4%			
5 Years	05	154	5.4%			
6 Years	06	121	4.3%			
7 Years	07	182	6.4%			
8 Years	08	164	5.8%			
9 Years	09	142	5.0%			
10 Years	10	111	3.9%			
11 Years	11	87	3.1%			
12 Years	12	76	2.7%			
13 Years	13	43	1.5%			
14 Years	14	60	2.1%			
15 Years +	15	668	23.5%			
		2,742	96.6%			



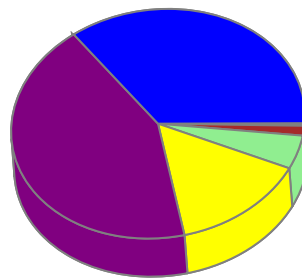
Married

Description	Code	Count	%	0	Percent of Matched	100
Yes	Y	1,126	39.7%			



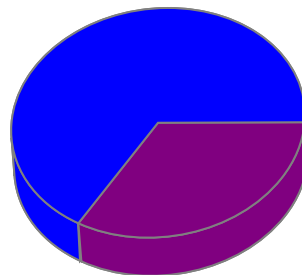
Number of Adults in Household

Description	Code	Count	%	Percent of Matched
1	001	1,015	35.8%	<div style="width: 35.8%;"></div>
2	002	1,225	43.1%	<div style="width: 43.1%;"></div>
3	003	417	14.7%	<div style="width: 14.7%;"></div>
4	004	133	4.7%	<div style="width: 4.7%;"></div>
5	005	39	1.4%	<div style="width: 1.4%;"></div>
6	006	6	0.2%	<div style="width: 0.2%;"></div>
7	007	3	0.1%	<div style="width: 0.1%;"></div>
8	008	1	0.0%	<div style="width: 0.0%;"></div>
		2,839	100.0%	



Gender

Description	Code	Count	%	Percent of Matched
Male	M	1,899	66.9%	<div style="width: 66.9%;"></div>
Female	F	940	33.1%	<div style="width: 33.1%;"></div>
		2,839	100.0%	



Children in the Household

Description	Code	Count	%	Percent of Matched
Children Present	Y	798	28.1%	<div style="width: 28.1%;"></div>
Children Ages 0-2	Y	103	3.6%	<div style="width: 3.6%;"></div>
Children Ages 3-5	Y	166	5.8%	<div style="width: 5.8%;"></div>
Children Ages 6-10	Y	256	9.0%	<div style="width: 9.0%;"></div>
Children Ages 11-15	Y	288	10.1%	<div style="width: 10.1%;"></div>
Children Ages 16-17	Y	130	4.6%	<div style="width: 4.6%;"></div>

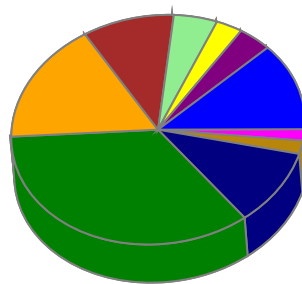


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Net Worth

Description	Code	Count	%	Percent of Matched
Less than \$25,000	A	358	12.6%	
\$25,000 - \$49,999	B	109	3.8%	
\$50,000 - \$74,999	C	85	3.0%	
\$75,000 - \$99,999	D	138	4.9%	
\$100,000 - \$149,999	E	284	10.0%	
\$150,000 - \$249,999	F	471	16.6%	
\$250,000 - \$499,999	G	998	35.2%	
\$500,000 - \$749,999	H	298	10.5%	
\$750,000 - \$999,999	I	53	1.9%	
\$1,000,000+	J	45	1.6%	
		2,839	100.0%	



Credit

Description	Code	Count	%	Percent of Matched
Credit Active	Y	1,550	54.6%	
Single Retail Card	Y	573	20.2%	
Multiple Retail Card	M	1,312	46.2%	
Single Bank Card	Y	519	18.3%	
Multiple Bank Card	M	1,624	57.2%	