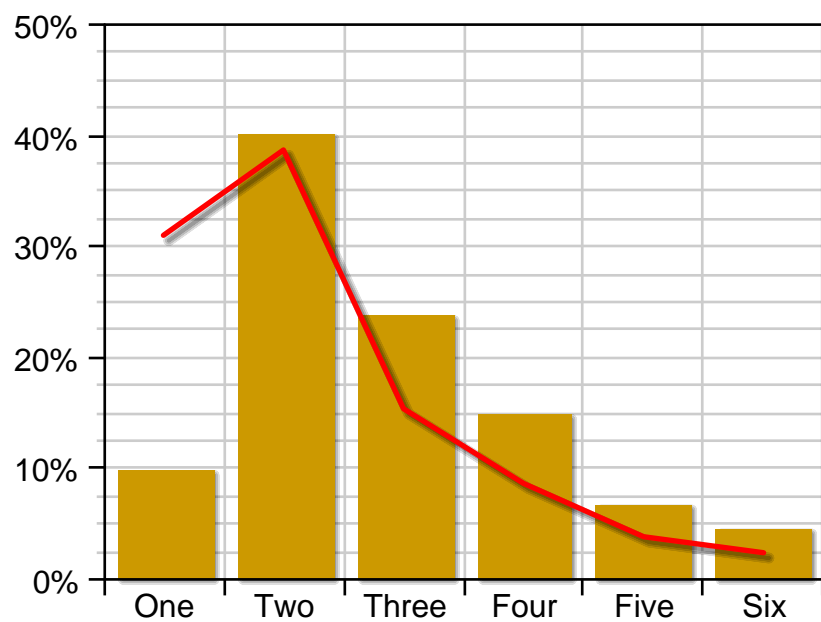


Profile Report - Auto

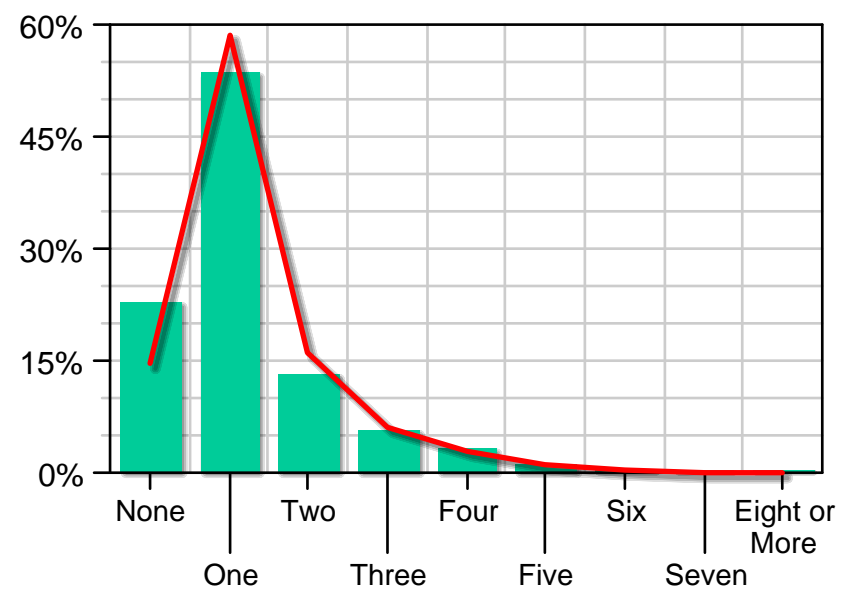
Customer File Name	Upload Date	Match Count
auto.txt	06/19/08	9658 of 10000 names

Number of Adults (Red: Nationwide Average)



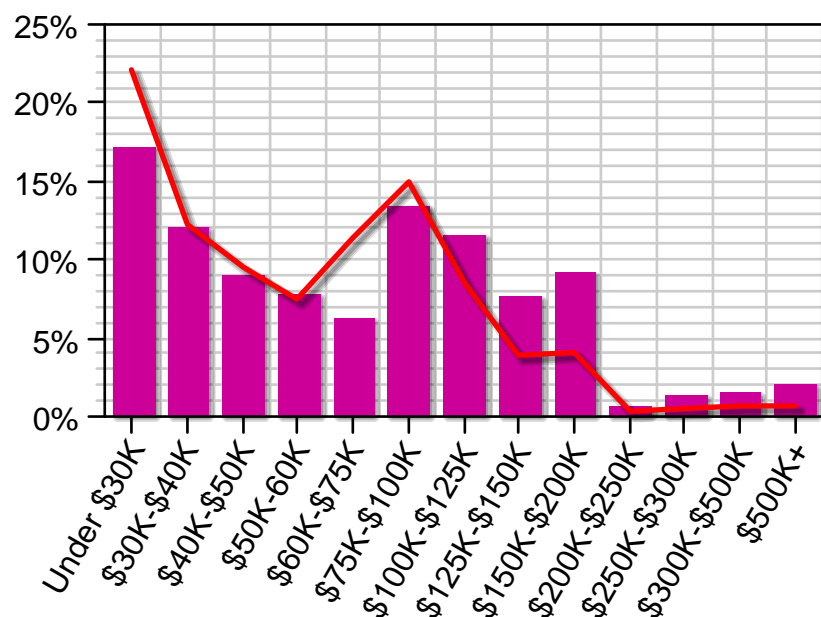
40.08% of customers have Number of Adults of "Two" (based on the 98% of customers with known values).

Total Number of Children (Red: Nationwide Average)



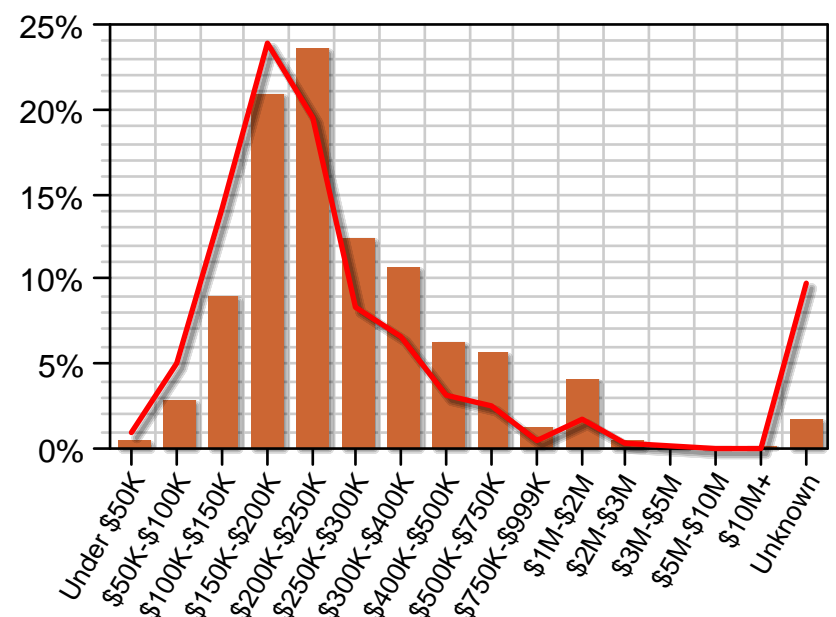
Total Number of Children is "One" for 53.63% of customers (based on the 81% of customers with known values).

Genalytics Income Range Code New (Red: Nationwide Average)



17.22% of customers have Genalytics Income Range Code New of "Under \$30K".

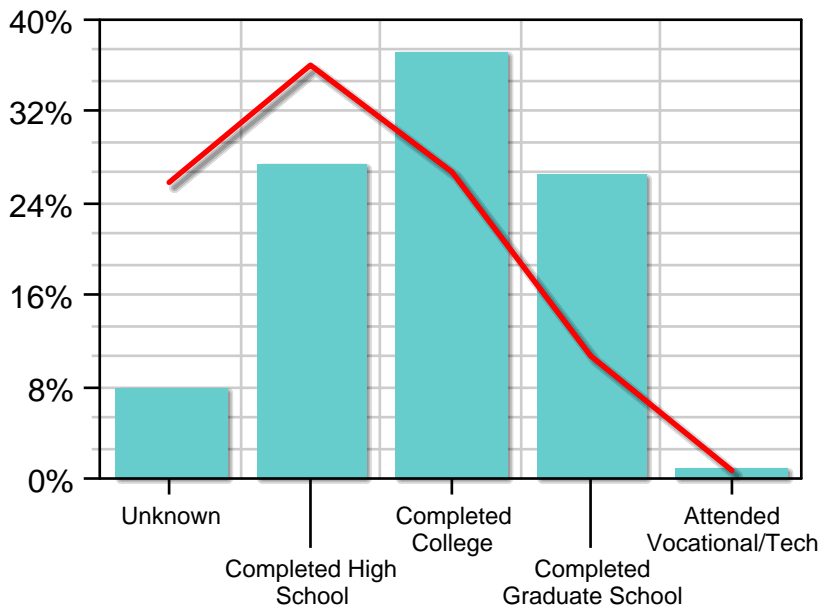
Genalytics Home Value Estimate - New (Red: Nationwide Average)



23.54% of customers have Genalytics Home Value Estimate - New of "\$200K-\$250K".

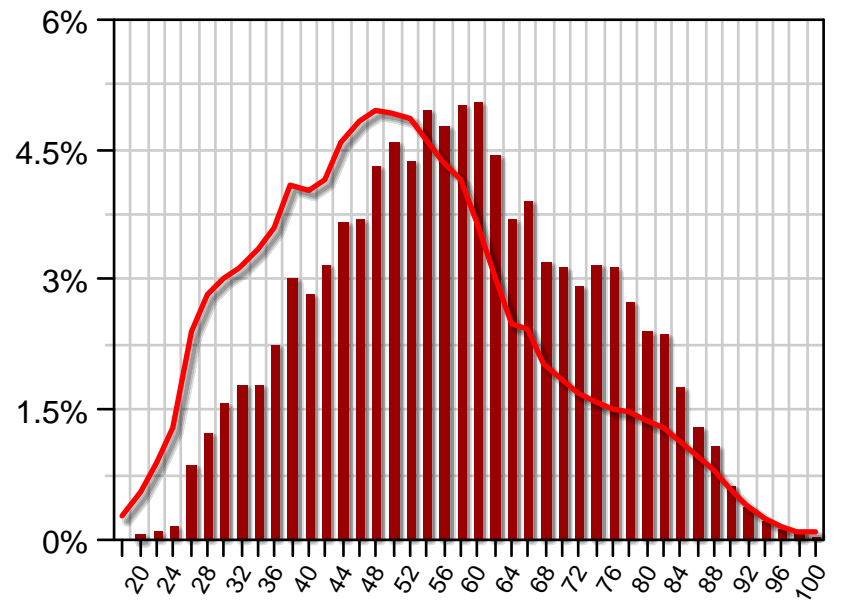
Profile Report - Auto

Household Education Level (Red: Nationwide Average)



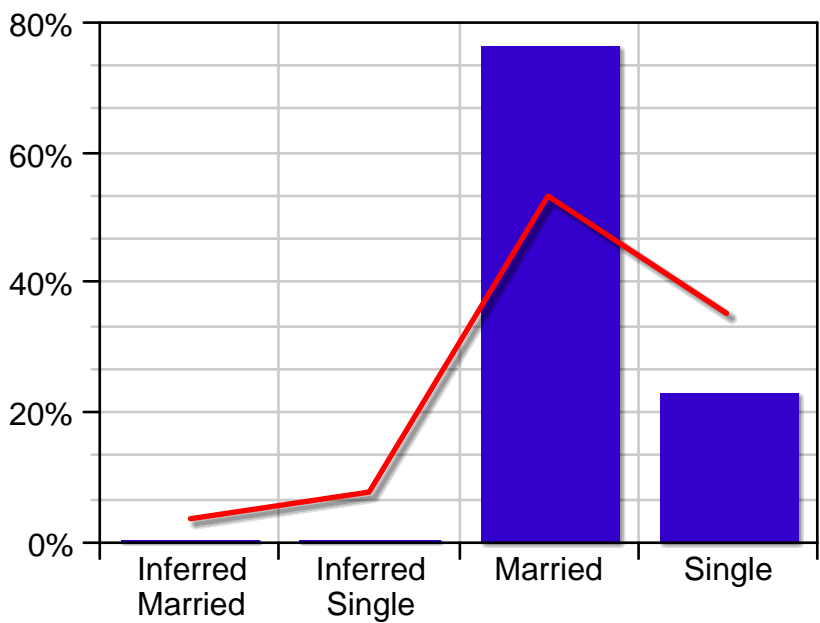
37.13% of customers have Household Education Level of "Completed College".

Head of Household Age (Red: Nationwide Average)



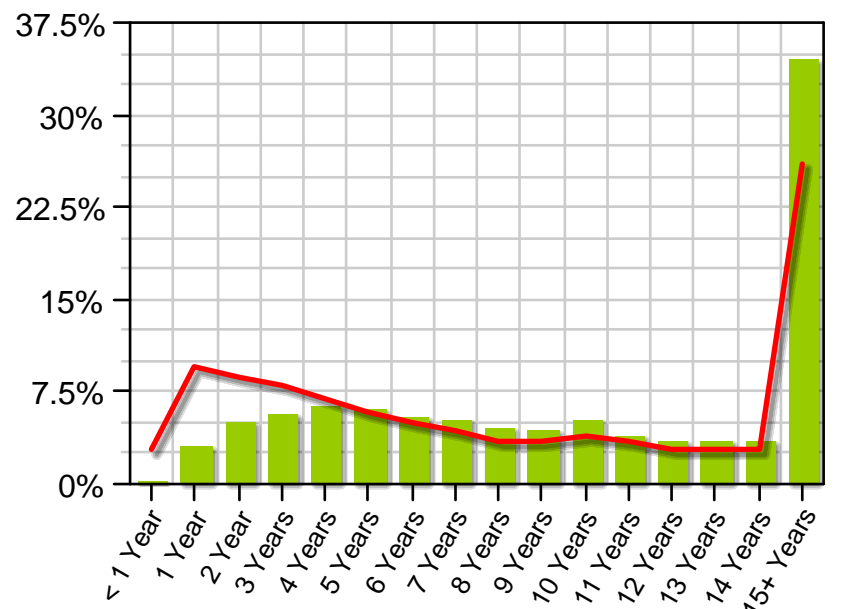
Head of Household Age is "60" for 5.05% of customers (based on the 97% of customers with known values).

Marital Status (Red: Nationwide Average)



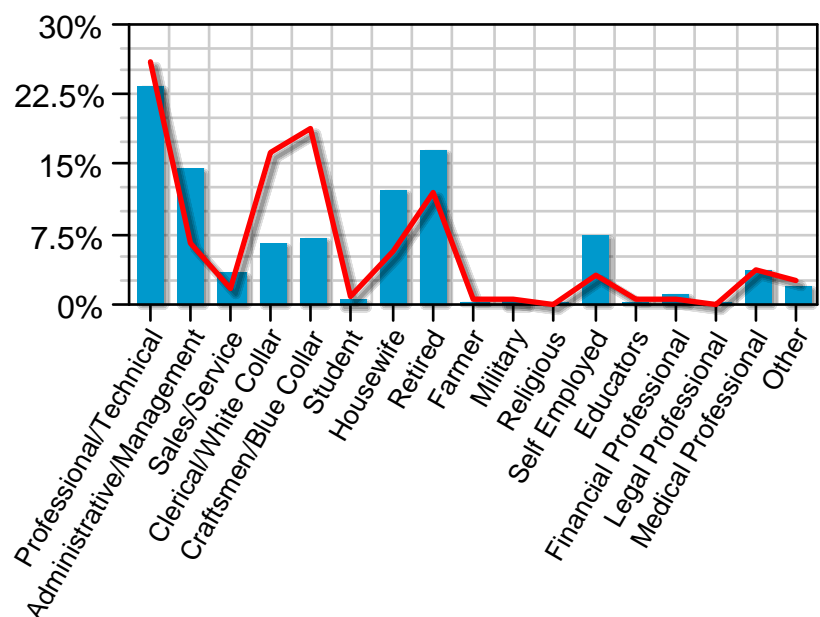
Marital Status is "Married" for 76.3% of customers.

Length of Residence (Red: Nationwide Average)



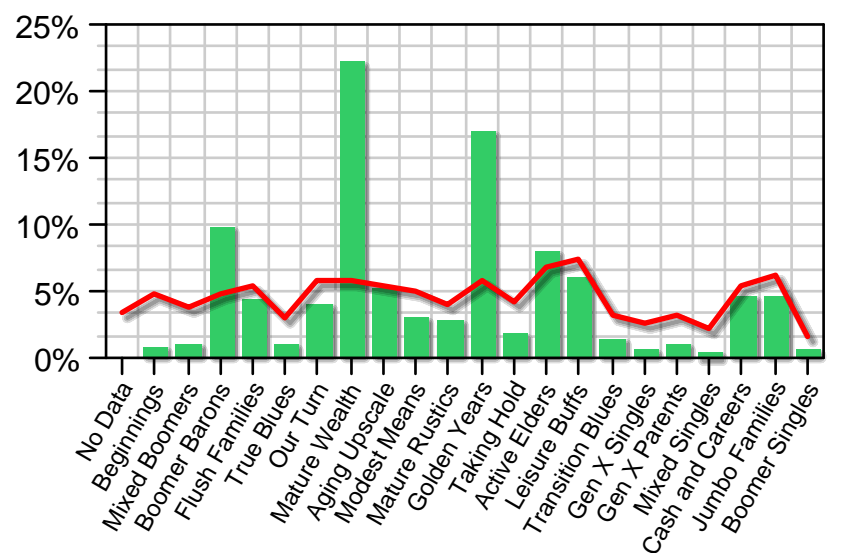
34.41% of customers have Length of Residence of "15+ Years" (based on the 98% of customers with known values).

Head of Household Occupation (Red: Nationwide Average)



Head of Household Occupation is "Professional/Technical" for 23.54% of customers (based on the 90% of customers with known values).

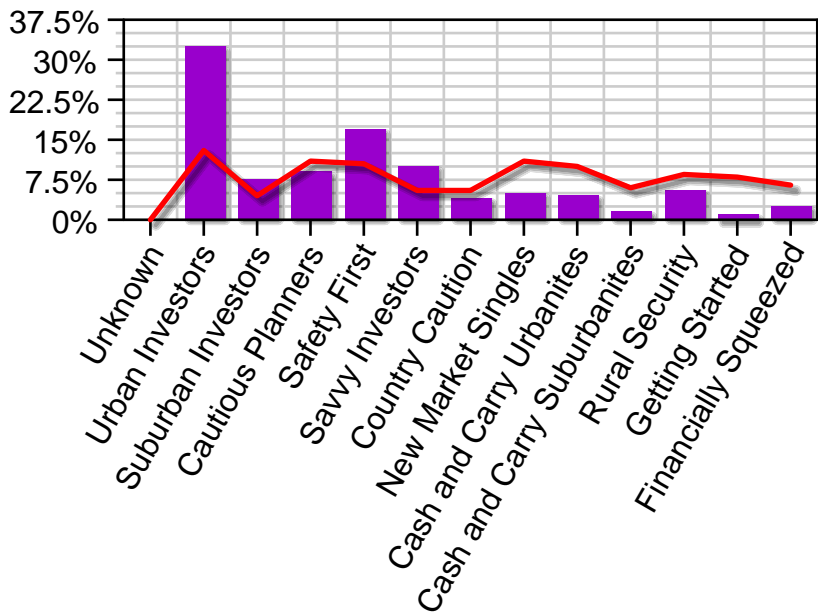
Personix Group Code - GA (Red: Nationwide Average)



Personix Group Code - GA is "Mature Wealth" for 22.22% of customers.

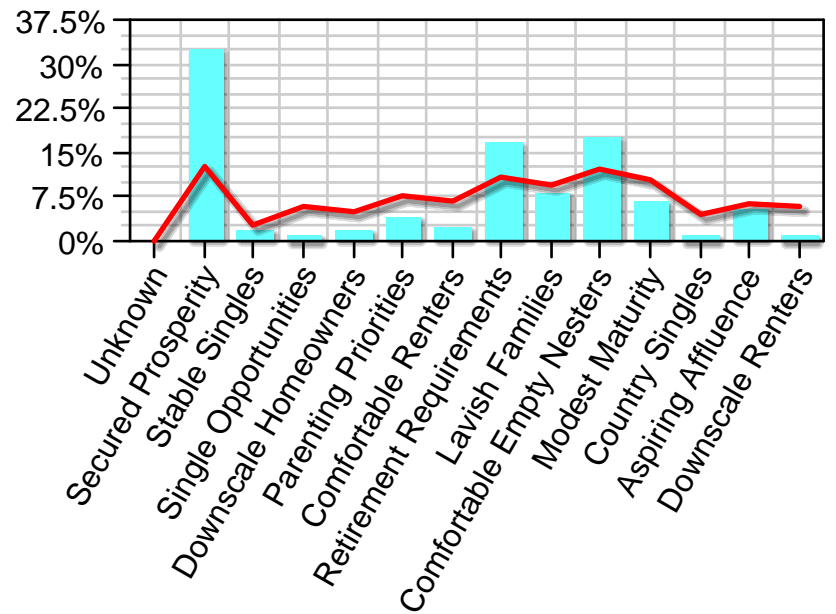
Profile Report - Auto

Personicx Financial Codes (Red: Nationwide Average)



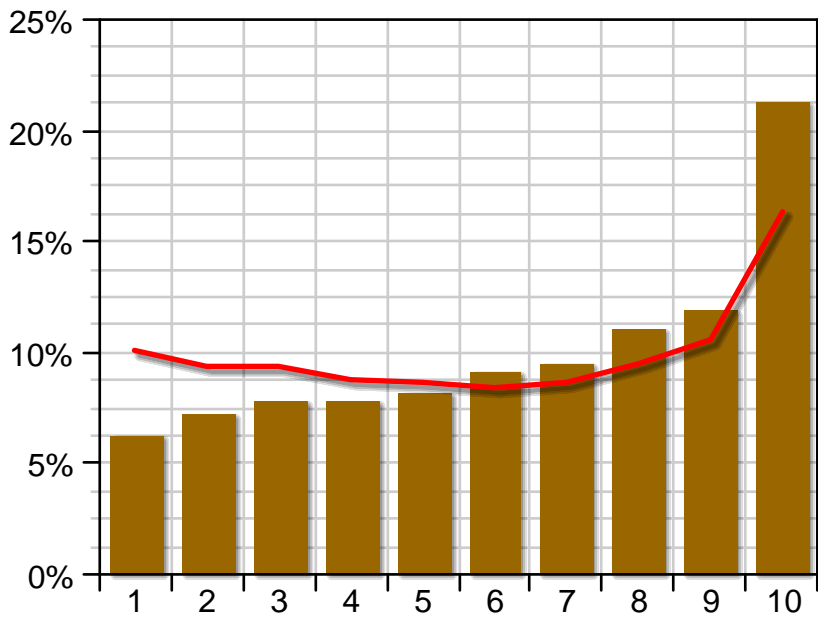
32.47% of customers have Personicx Financial Codes of "Urban Investors".

Personicx Insurance Codes (Red: Nationwide Average)



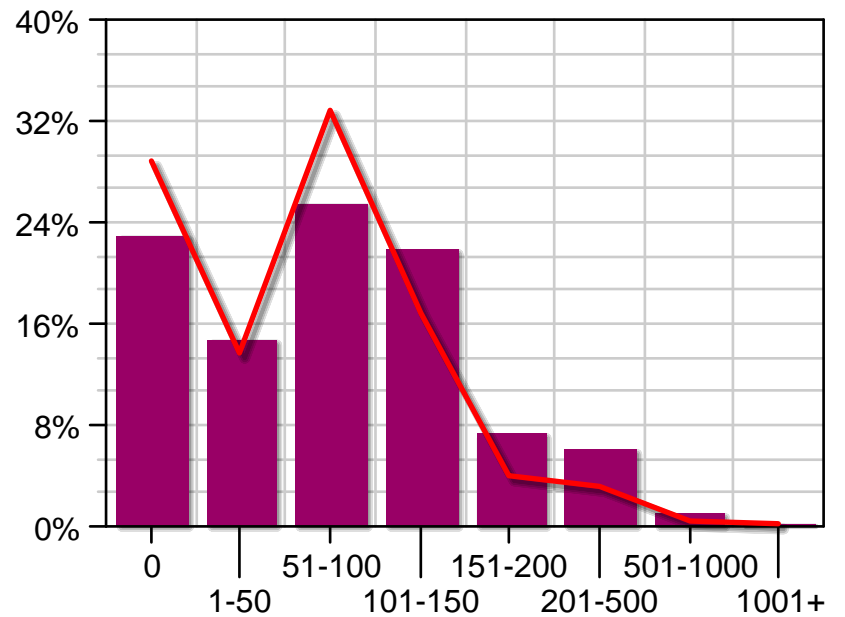
32.47% of customers have Personicx Insurance Codes of "Secured Prosperity".

Genalytics Recession Sensitivity Decile (Red: Nationwide Average)



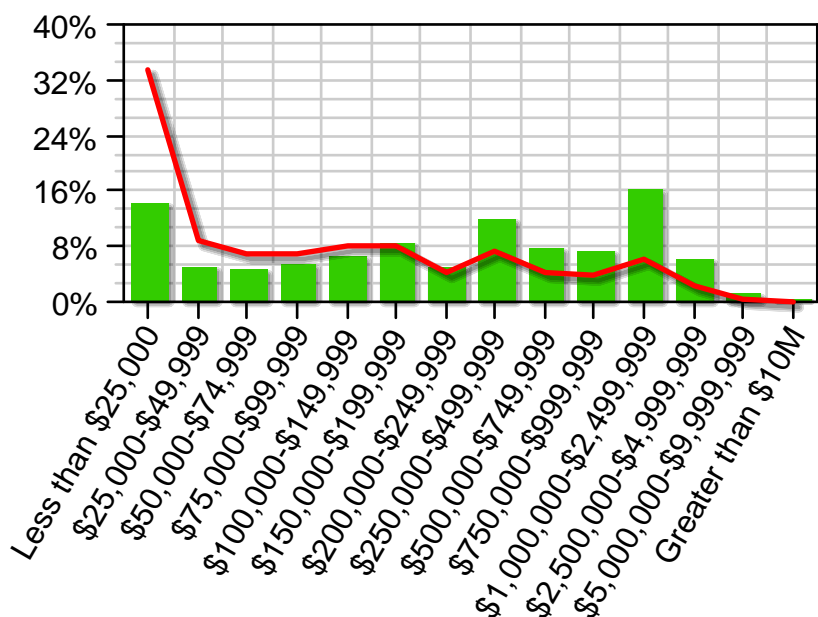
Genalytics Recession Sensitivity Decile is "10" for 21.27% of customers.

Genalytics Discretionary Income Index Range (Red: Nationwide Average)



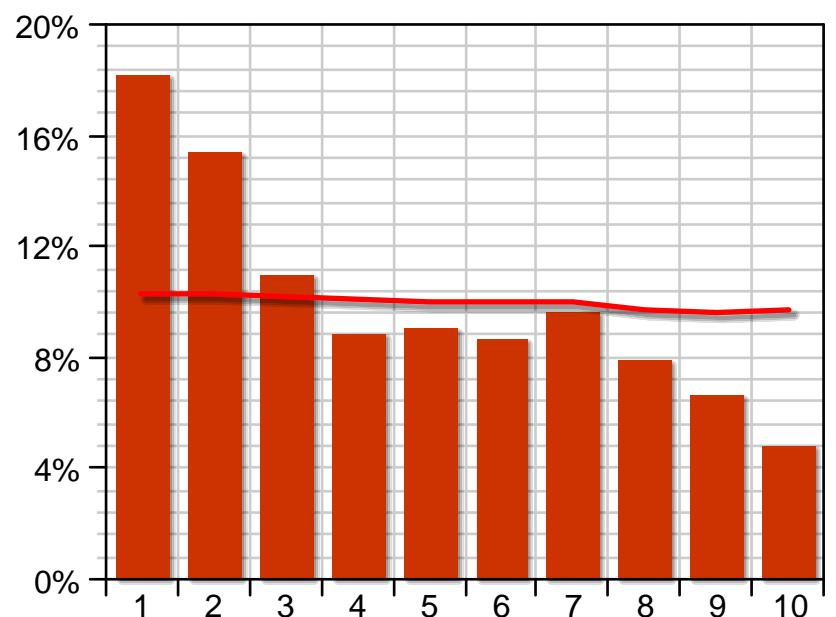
Genalytics Discretionary Income Index Range is "51-100" for 25.44% of customers.

Genalytics Net Worth (Red: Nationwide Average)



Genalytics Net Worth is "\$1,000,000-\$2,499,999" for 16.23% of customers.

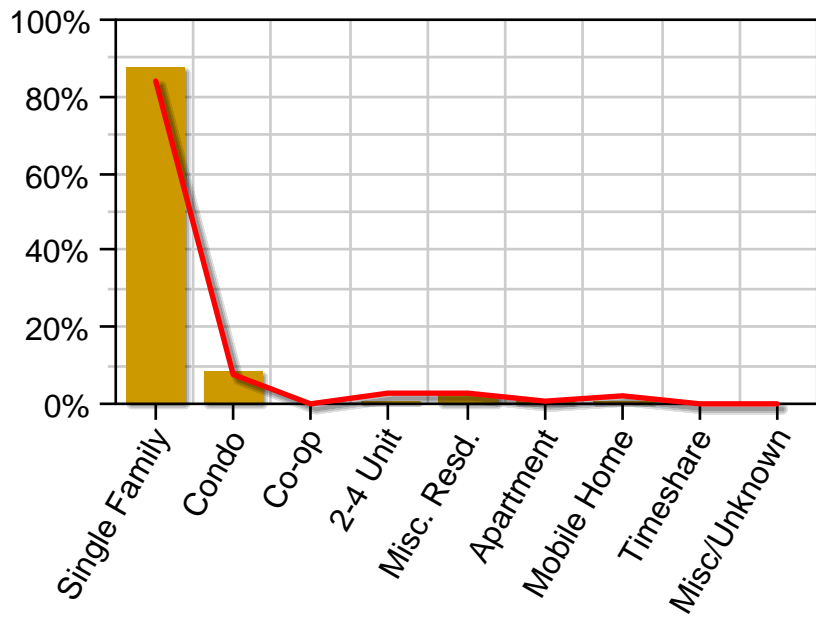
Genalytics Vehicle Value Decile (Red: Nationwide Average)



18.19% of customers have Genalytics Vehicle Value Decile of "1".

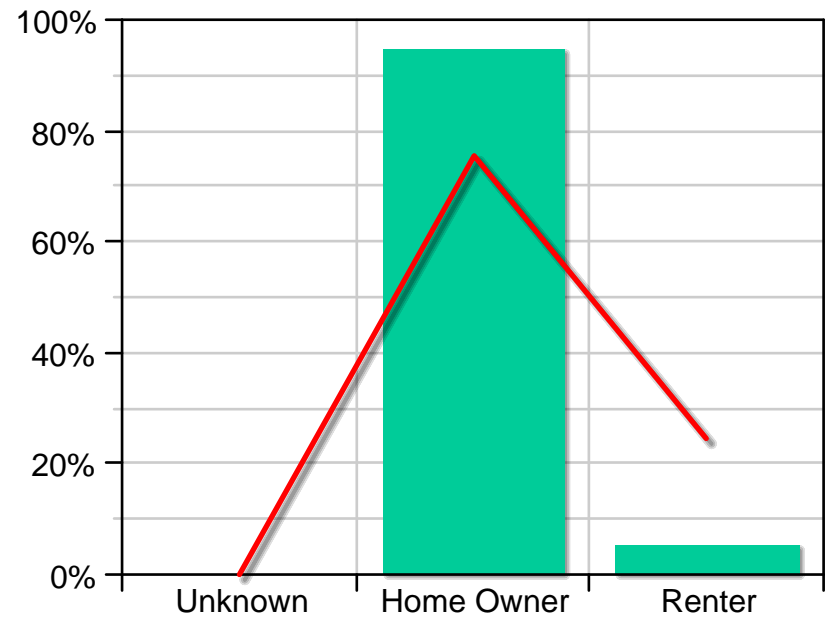
Profile Report - Auto

Home Structure Type Detail (Red: Nationwide Average)



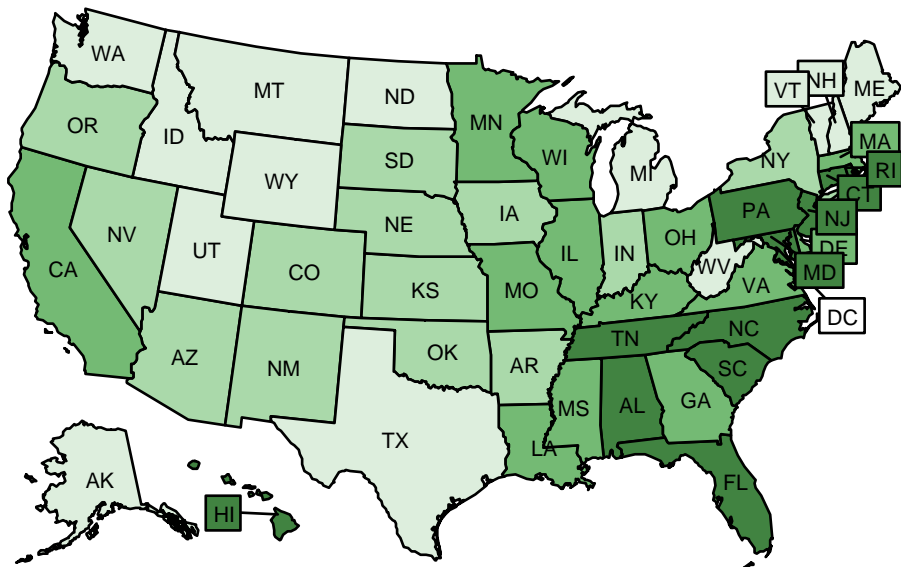
87.66% of customers have Home Structure Type Detail of "Single Family" (based on the 75% of customers with known values).

Owner Type (Red: Nationwide Average)



Owner Type is "Home Owner" for 94.86% of customers.

US Concentration: Higher Lower



Population concentration for: US