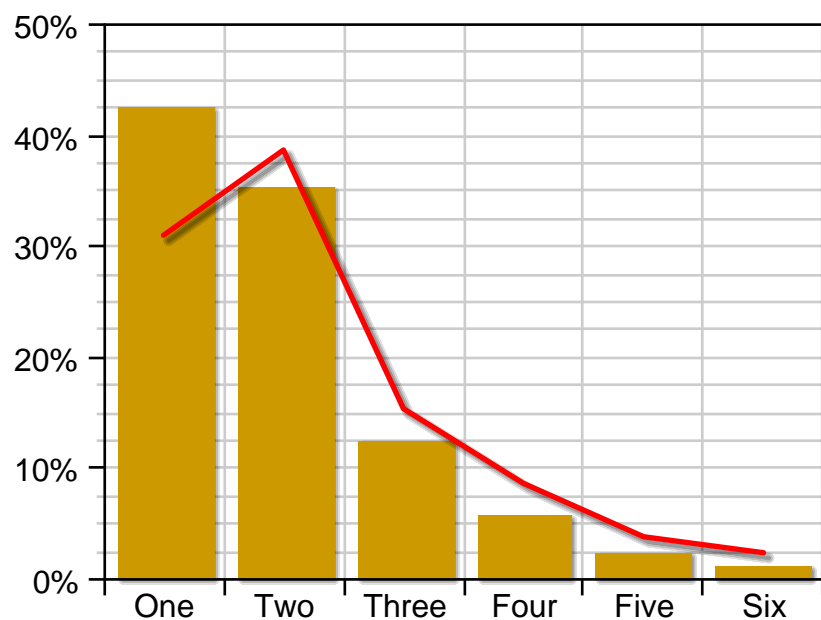


Profile Report - Non-Profit

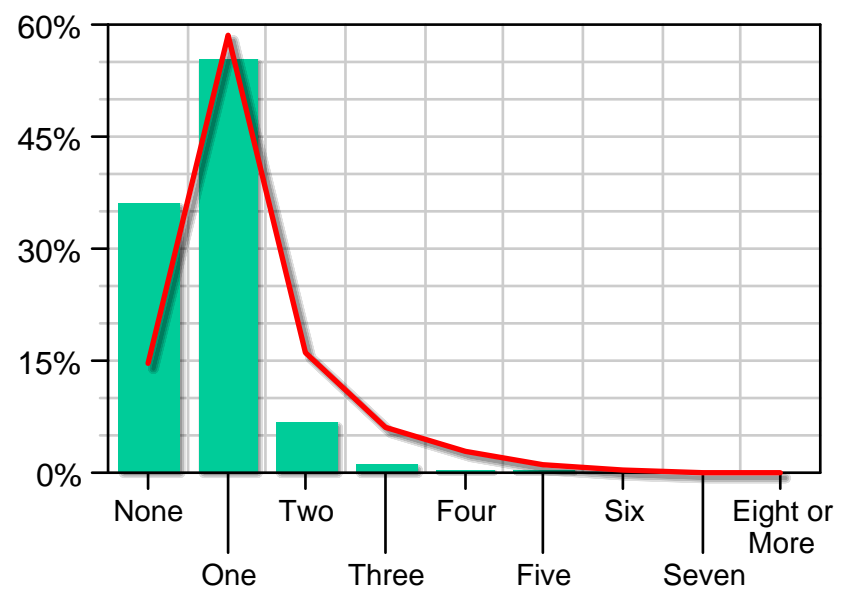
Customer File Name	Upload Date	Match Count
Non-Profit sample.txt	02/25/08	6351 of 10131 names

Number of Adults (Red: Nationwide Average)



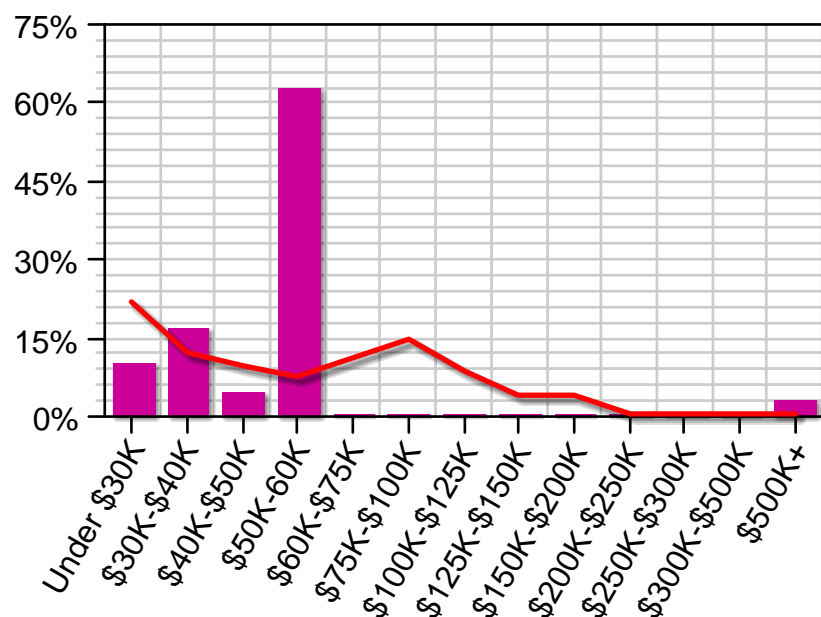
42.45% of customers have Number of Adults of "One" (based on the 98% of customers with known values).

Total Number of Children (Red: Nationwide Average)



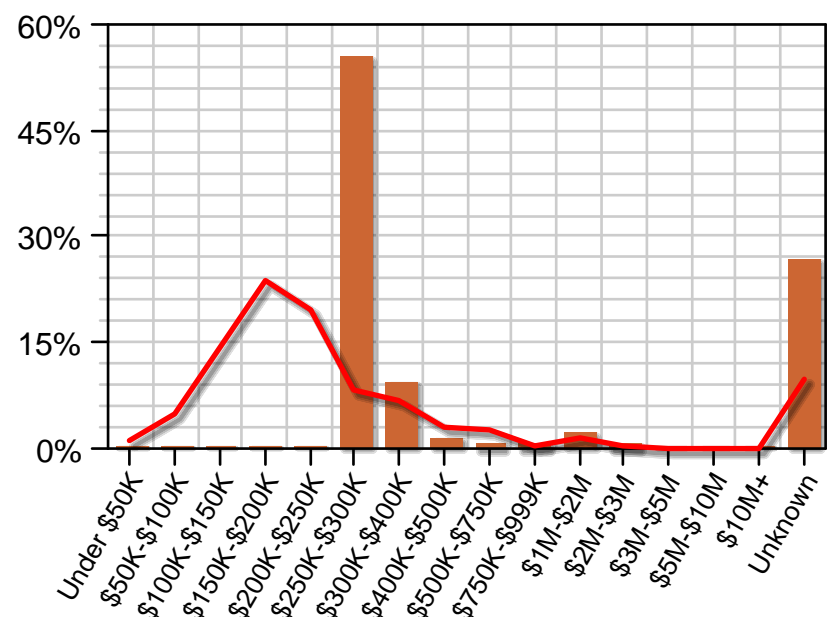
Total Number of Children is "One" for 55.38% of customers (based on the 44% of customers with known values).

Genalytics Income Range Code New (Red: Nationwide Average)



62.68% of customers have Genalytics Income Range Code New of "\$50K-\$60K".

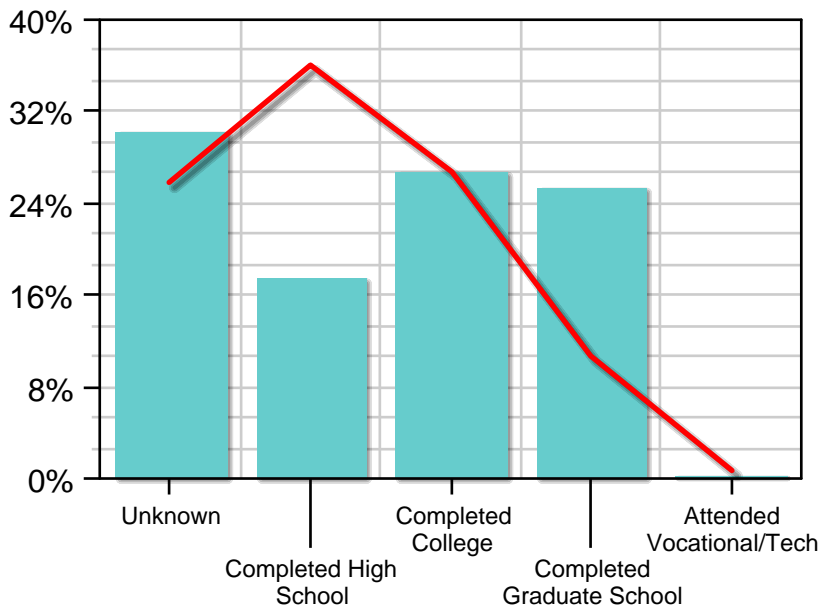
Genalytics Home Value Estimate - New (Red: Nationwide Average)



55.31% of customers have Genalytics Home Value Estimate - New of "\$250K-\$300K".

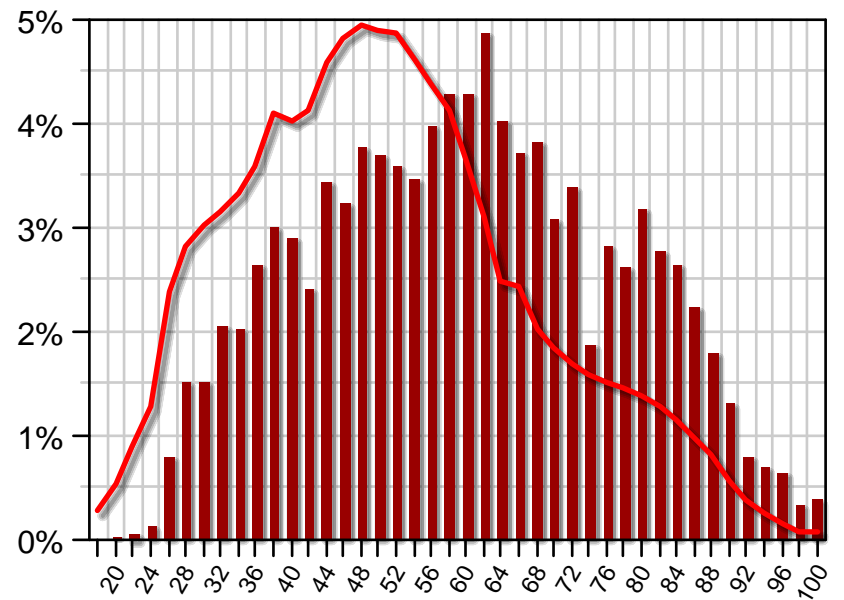
Profile Report - Non-Profit

Household Education Level (Red: Nationwide Average)



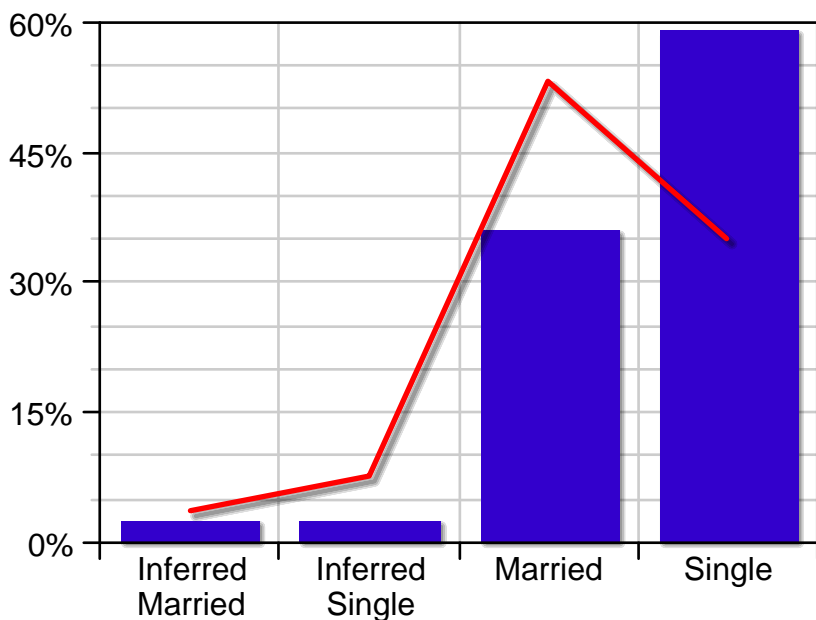
Household Education Level is "Unknown" for 30.28% of customers.

Head of Household Age (Red: Nationwide Average)



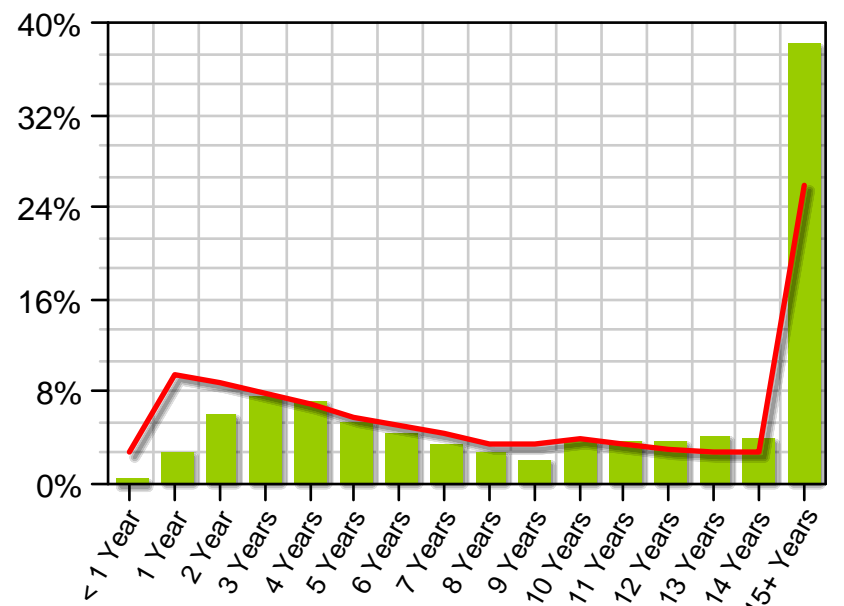
Head of Household Age is "62" for 4.88% of customers (based on the 95% of customers with known values).

Marital Status (Red: Nationwide Average)



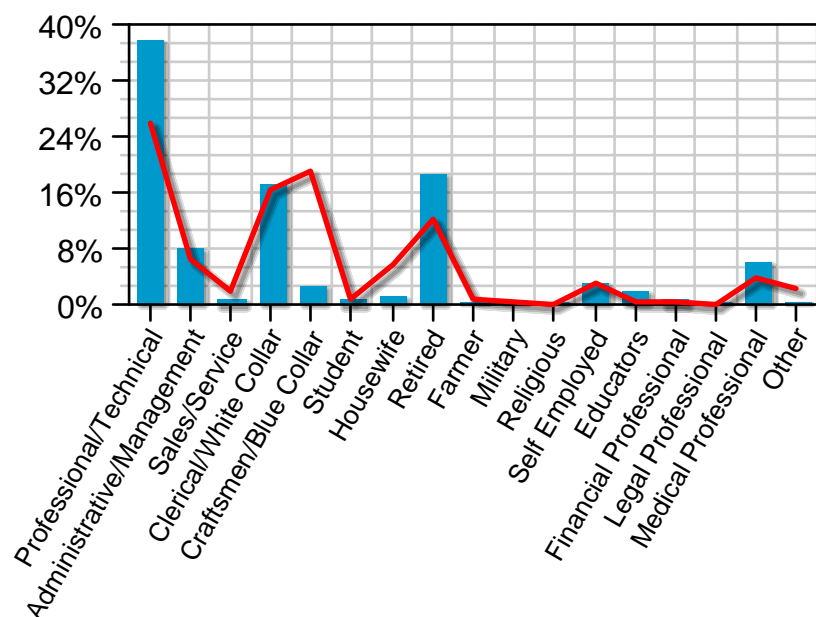
Marital Status is "Single" for 59.06% of customers.

Length of Residence (Red: Nationwide Average)



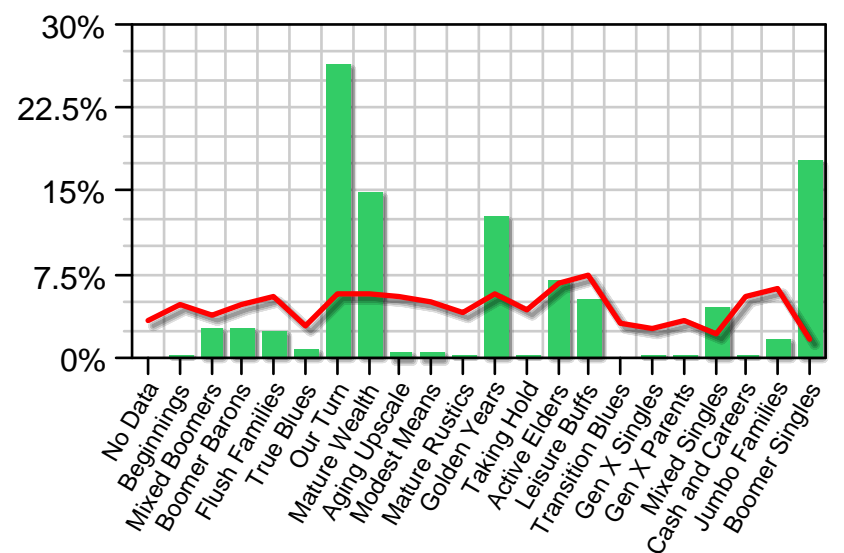
38.22% of customers have Length of Residence of "15+ Years" (based on the 98% of customers with known values).

Head of Household Occupation (Red: Nationwide Average)



37.84% of customers have Head of Household Occupation of "Professional/Technical" (based on the 56% of customers with known values).

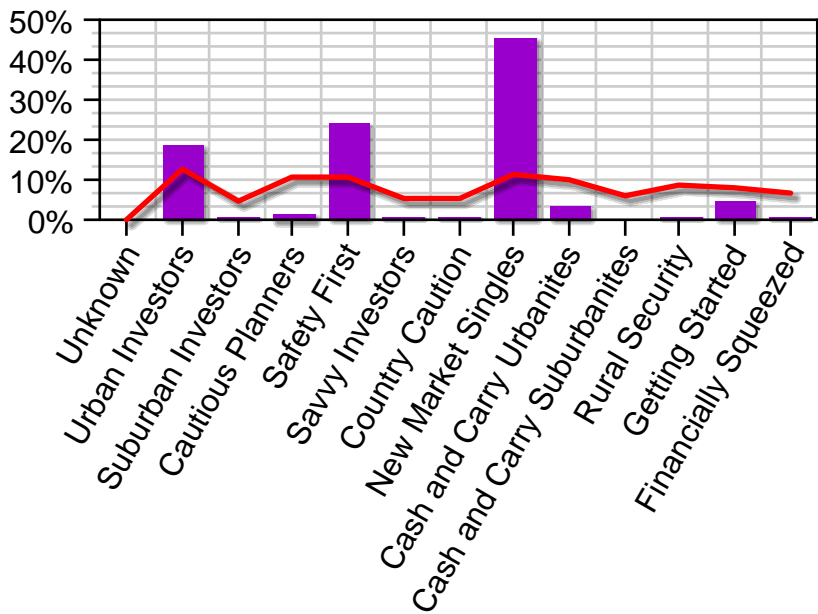
Personicx Group Code - GA (Red: Nationwide Average)



Personicx Group Code - GA is "Our Turn" for 26.31% of customers.

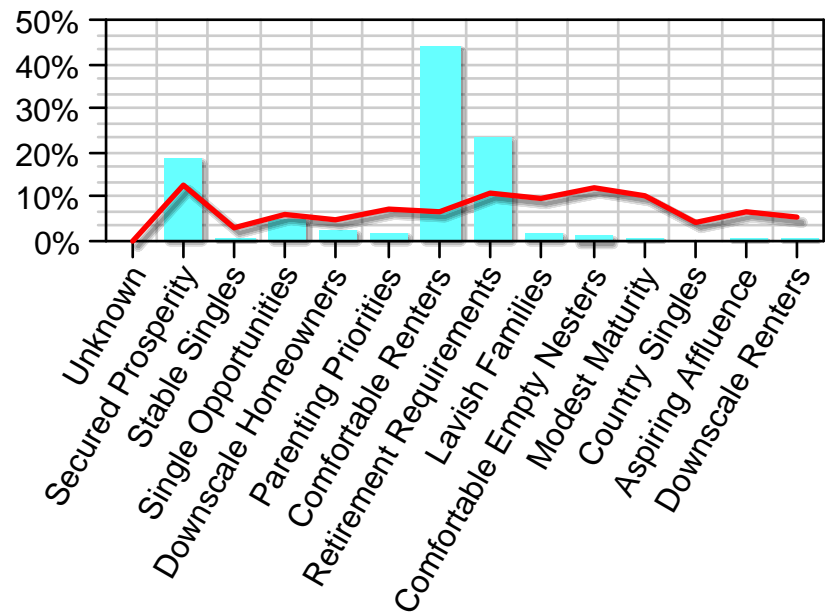
Profile Report - Non-Profit

Personicx Financial Codes (Red: Nationwide Average)



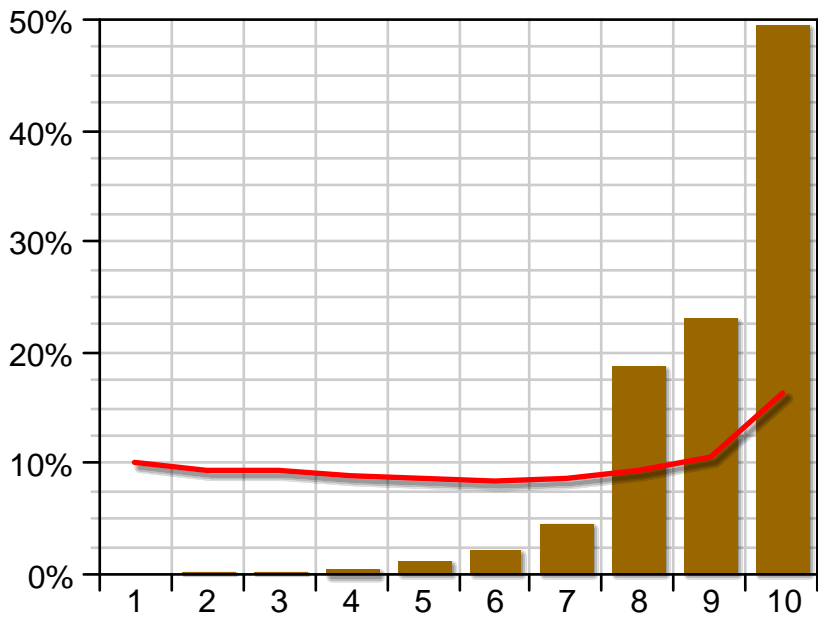
Personicx Financial Codes is "New Market Singles" for 45.43% of customers.

Personicx Insurance Codes (Red: Nationwide Average)



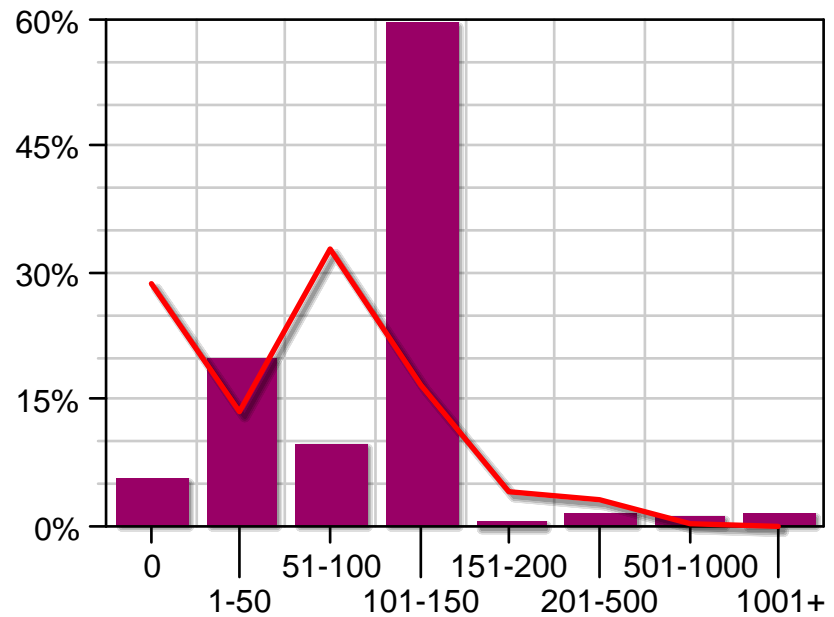
44.23% of customers have Personicx Insurance Codes of "Comfortable Renters".

Genalytics Recession Sensitivity Decile (Red: Nationwide Average)



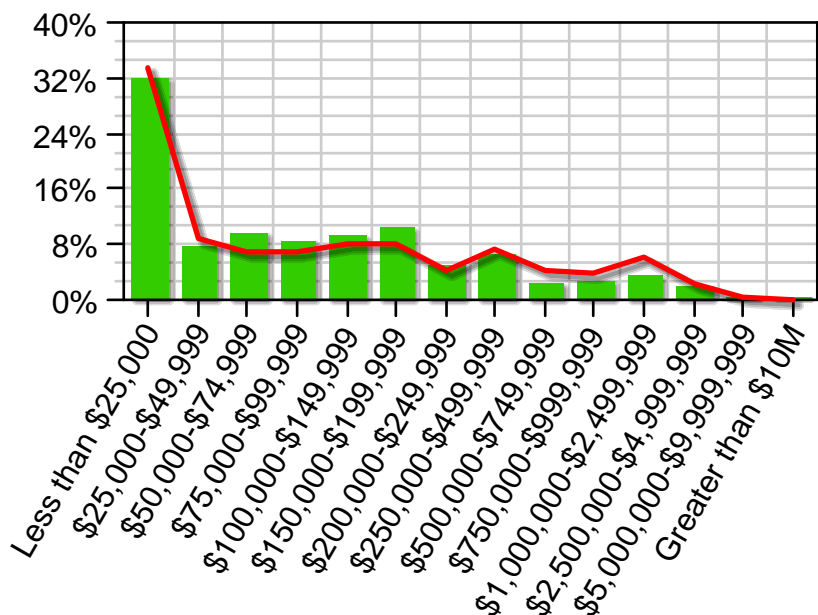
49.54% of customers have Genalytics Recession Sensitivity Decile of "10".

Genalytics Discretionary Income Index Range (Red: Nationwide Average)



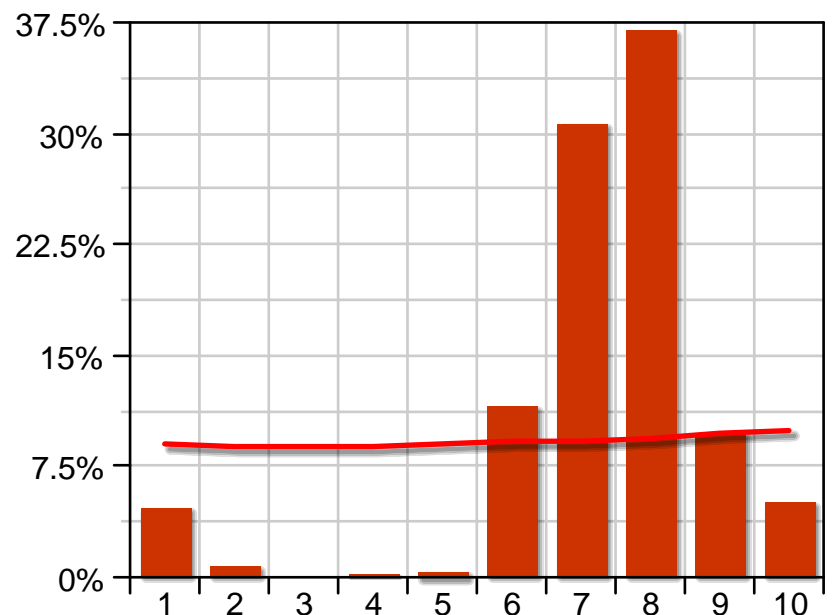
59.73% of customers have Genalytics Discretionary Income Index Range of "101-150".

Genalytics Net Worth (Red: Nationwide Average)



Genalytics Net Worth is "Less than \$25,000" for 31.89% of customers.

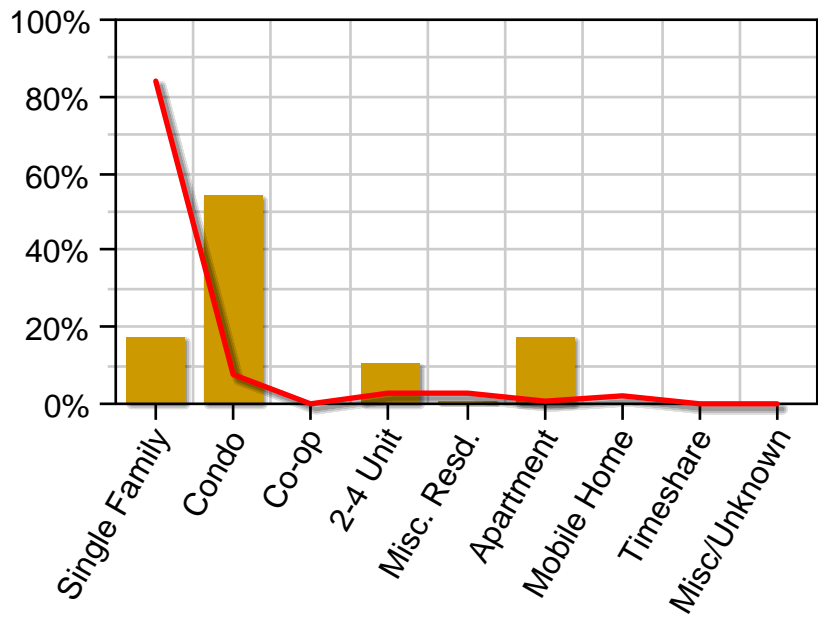
Genalytics Charitable Contribution Decile (Red: Nationwide Average)



36.96% of customers have Genalytics Charitable Contribution Decile of "8".

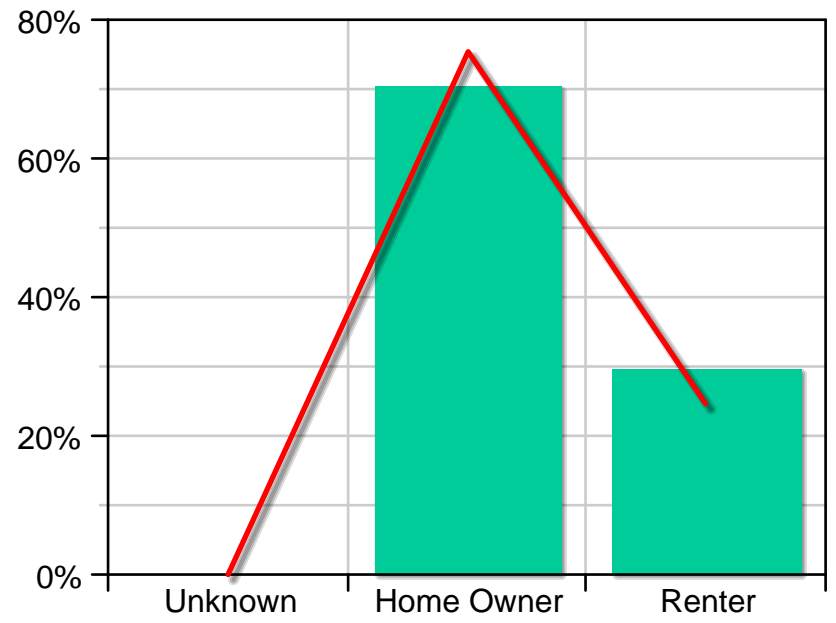
Profile Report - Non-Profit

Home Structure Type Detail (Red: Nationwide Average)



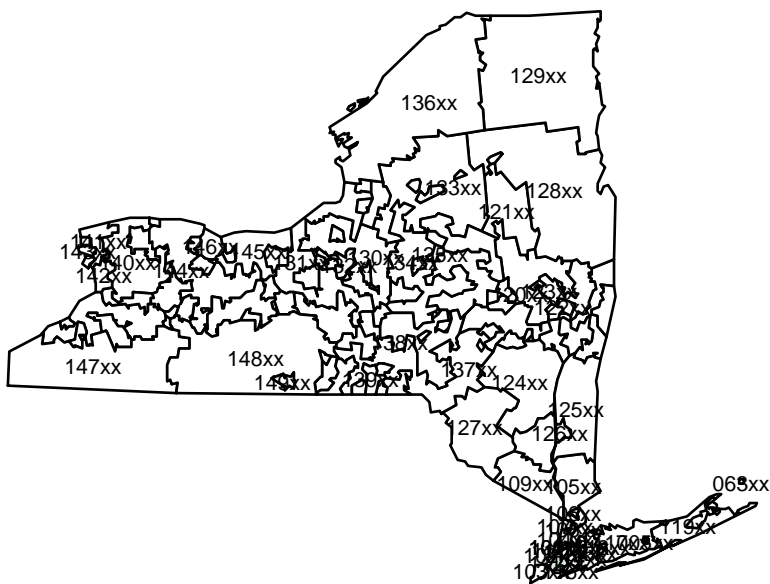
54.35% of customers have Home Structure Type Detail of "Condo" (based on the 21% of customers with known values).

Owner Type (Red: Nationwide Average)



70.3% of customers have Owner Type of "Home Owner".

State: NY Concentration: Higher Lower



Population concentration for the state of: NY