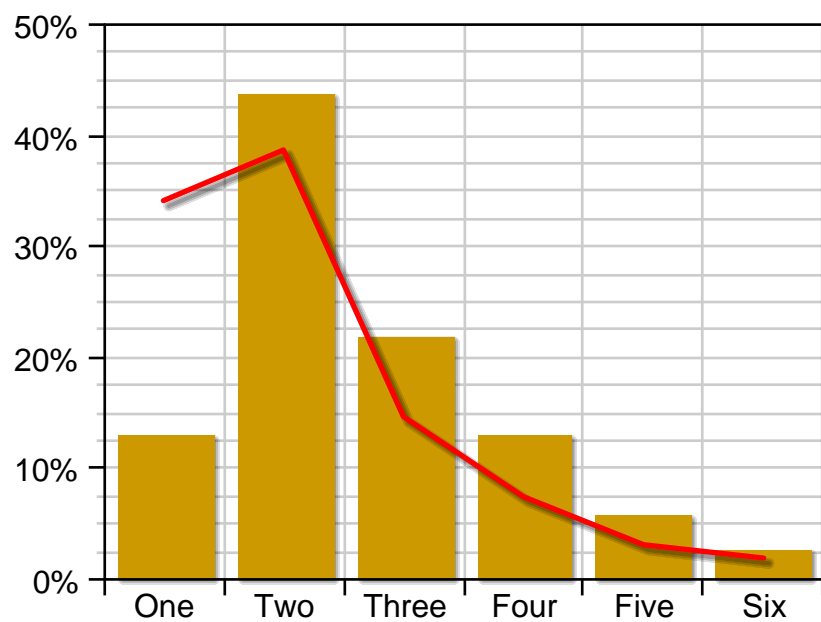


Profile Report - High End Retail Store

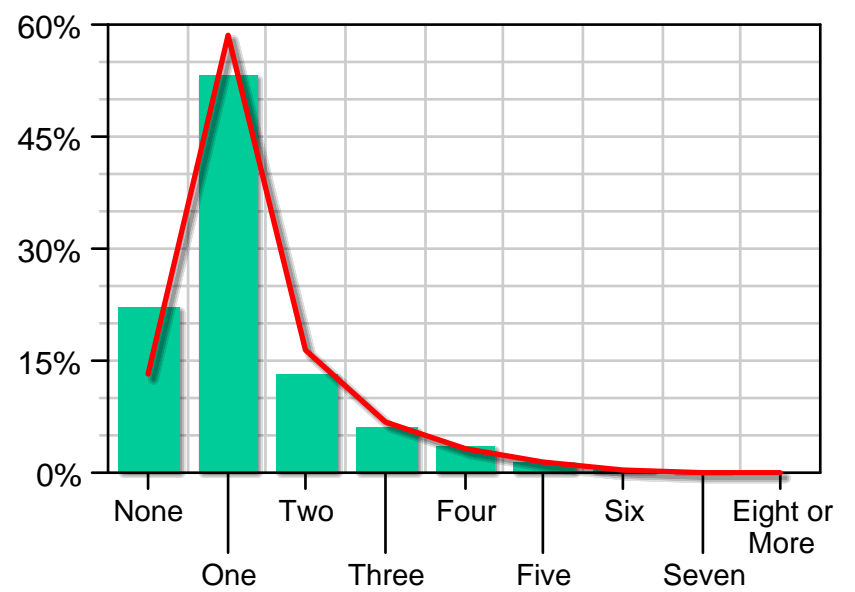
Customer File Name	Upload Date	Match Count
Sample Retailer.txt	04/02/08	4362 of 5206 names

Number of Adults (Red: Nationwide Average)



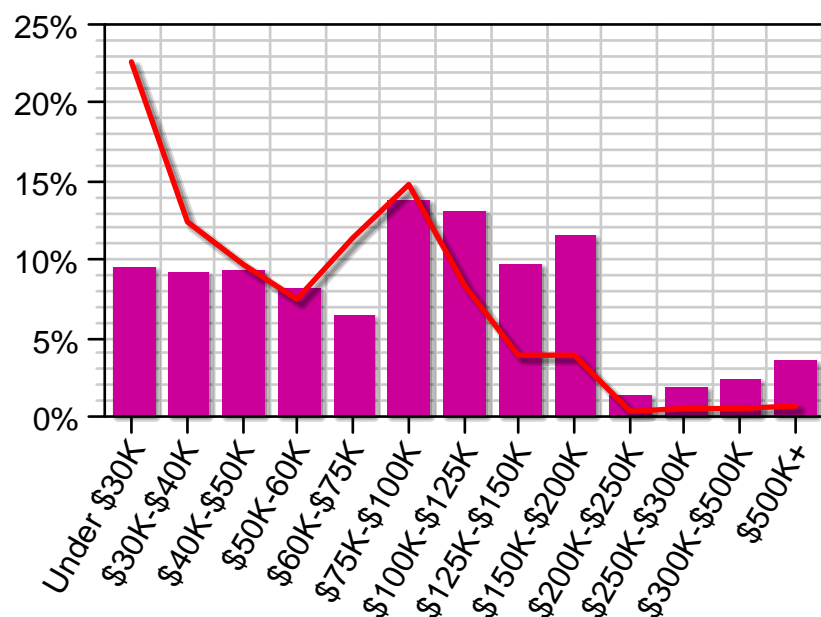
43.66% of customers have Number of Adults of "Two" (based on the 99% of customers with known values).

Number of Children (Red: Nationwide Average)



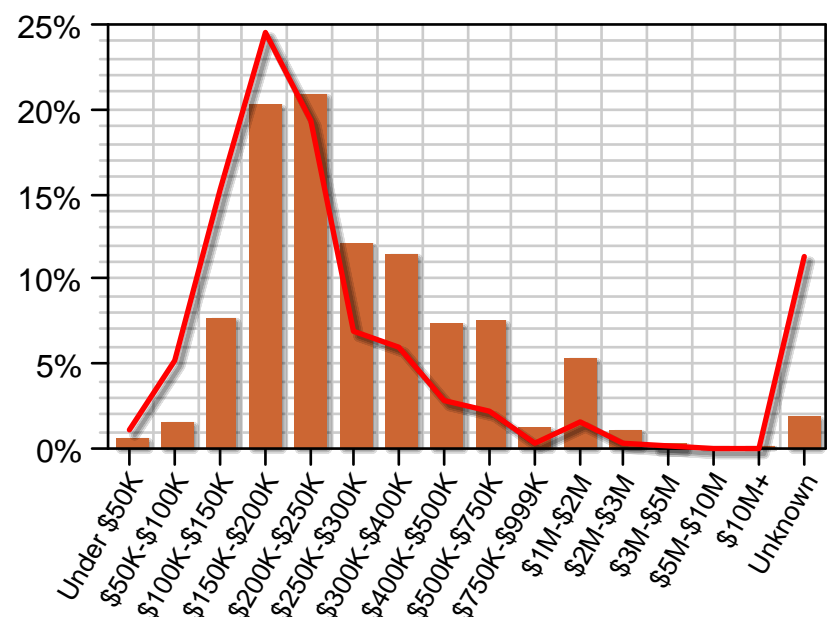
53.08% of customers have Number of Children of "One" (based on the 75% of customers with known values).

Semcasting Income Range Code New (Red: Nationwide Average)



13.76% of customers have Semcasting Income Range Code New of "\$75K-\$100K".

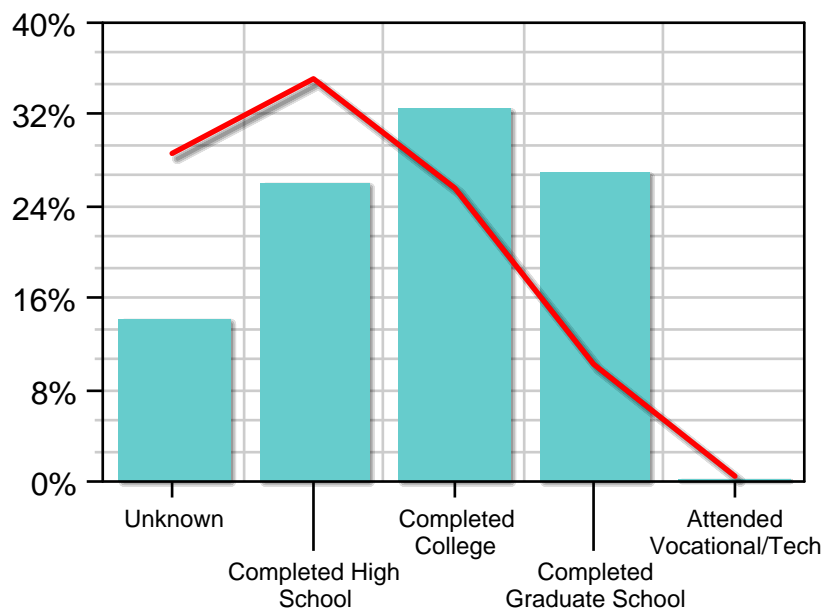
Semcasting Home Value Estimate - New (Red: Nationwide Average)



Semcasting Home Value Estimate - New is "\$200K-\$250K" for 20.99% of customers.

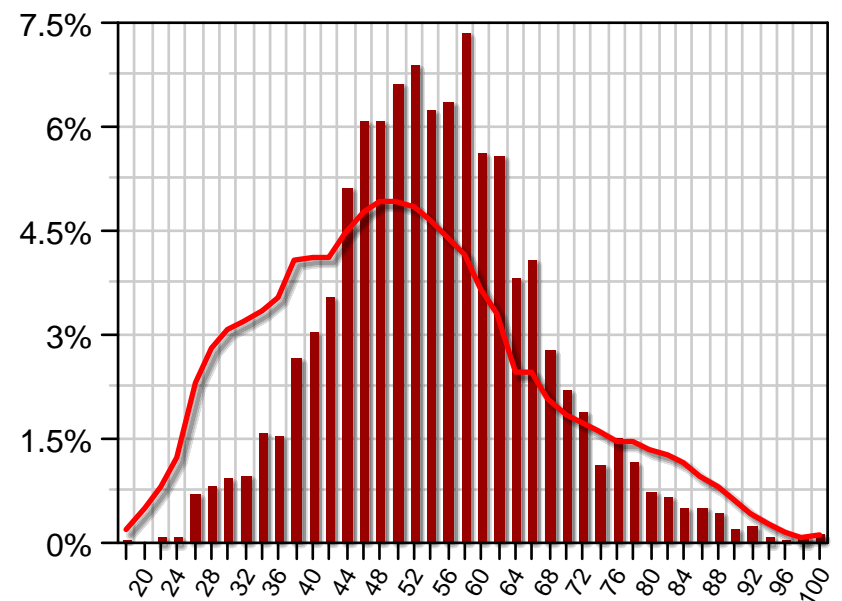
Profile Report - High End Retail Store

Household Education Level (Red: Nationwide Average)



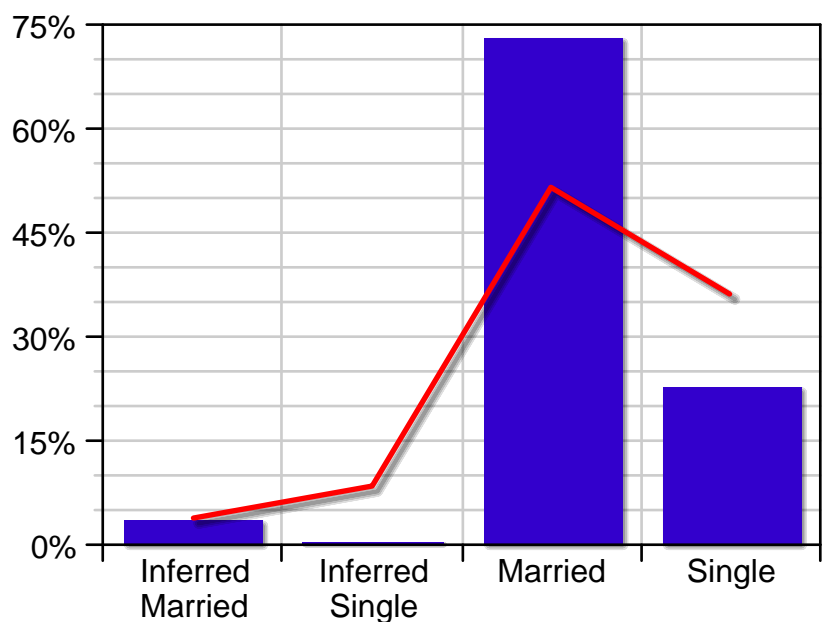
32.45% of customers have Household Education Level of "Completed College".

Head of Household Age (Red: Nationwide Average)



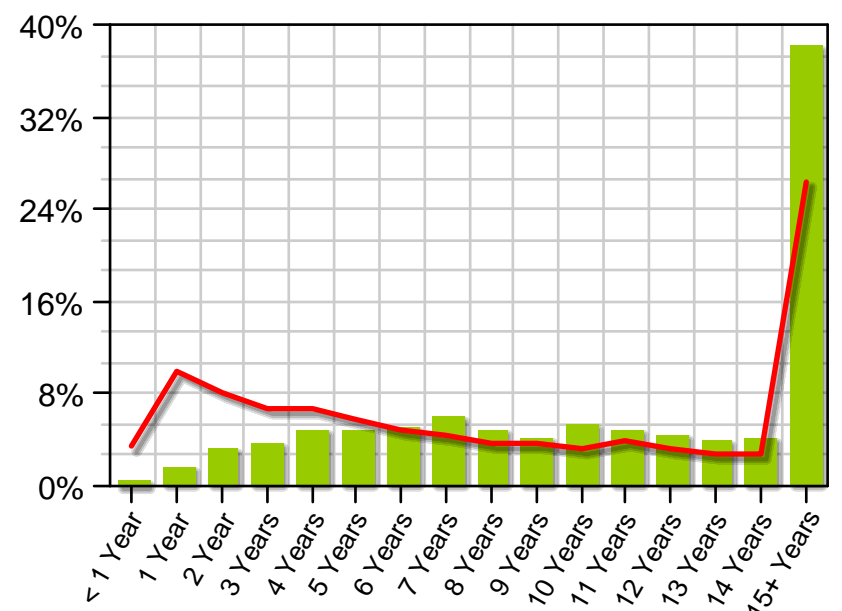
Head of Household Age is "58" for 7.34% of customers (based on the 98% of customers with known values).

Marital Status (Red: Nationwide Average)



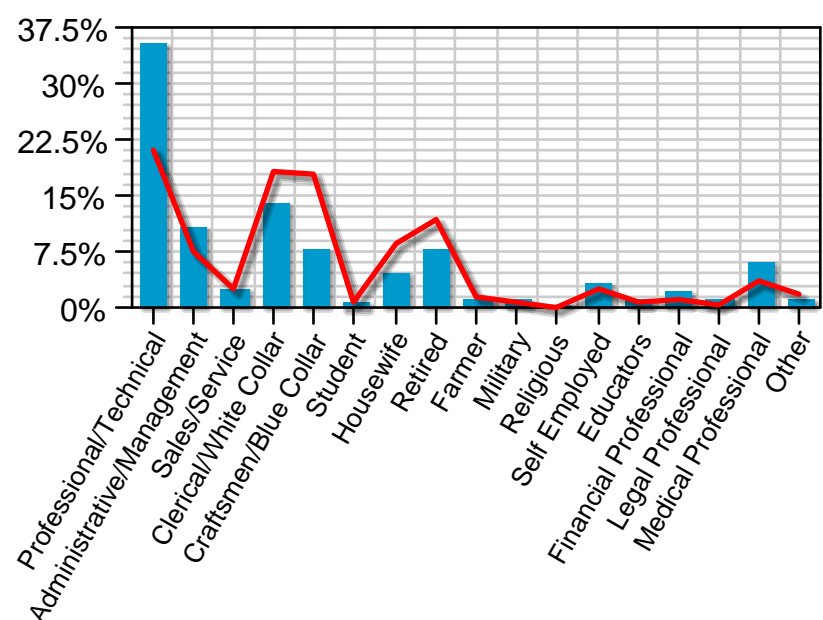
73.15% of customers have Marital Status of "Married".

Length of Residence (Red: Nationwide Average)



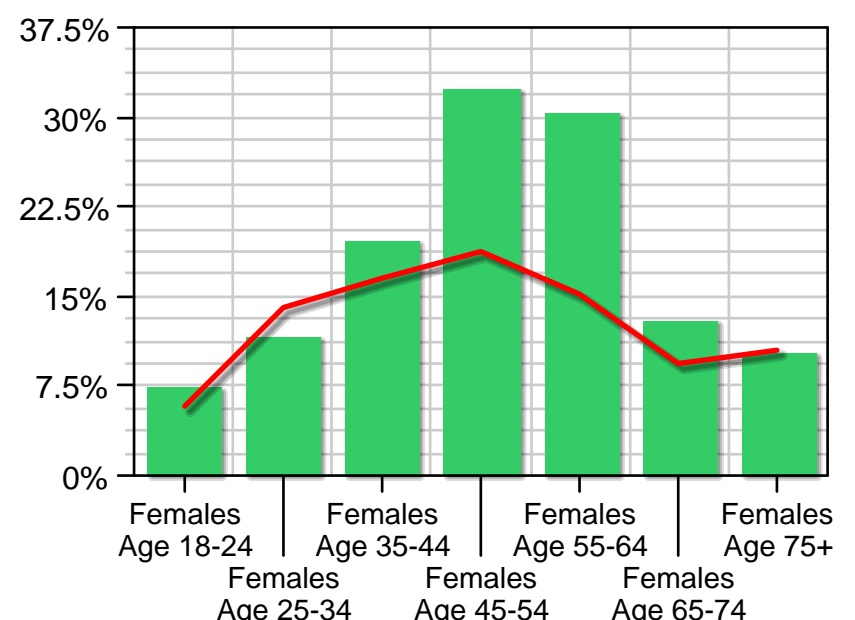
38.15% of customers have Length of Residence of "15+ Years" (based on the 98% of customers with known values).

Head of Household Occupation (Red: Nationwide Average)



35.32% of customers have Head of Household Occupation of "Professional/Technical" (based on the 78% of customers with known values).

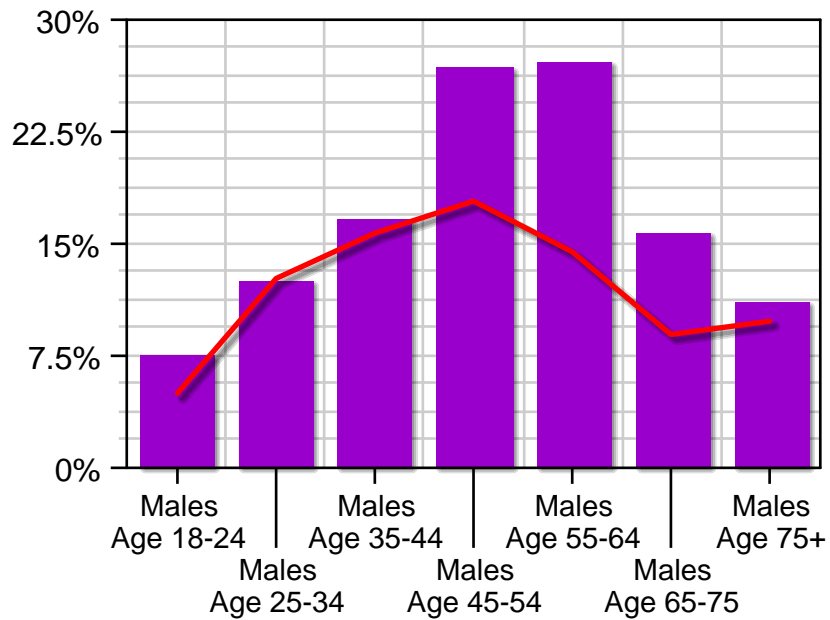
Presence of Adults Female Age Bands (Red: Nationwide Average)



32.27% of customers have a Presence of Adults Female Age Bands category of Females Age 45-54.

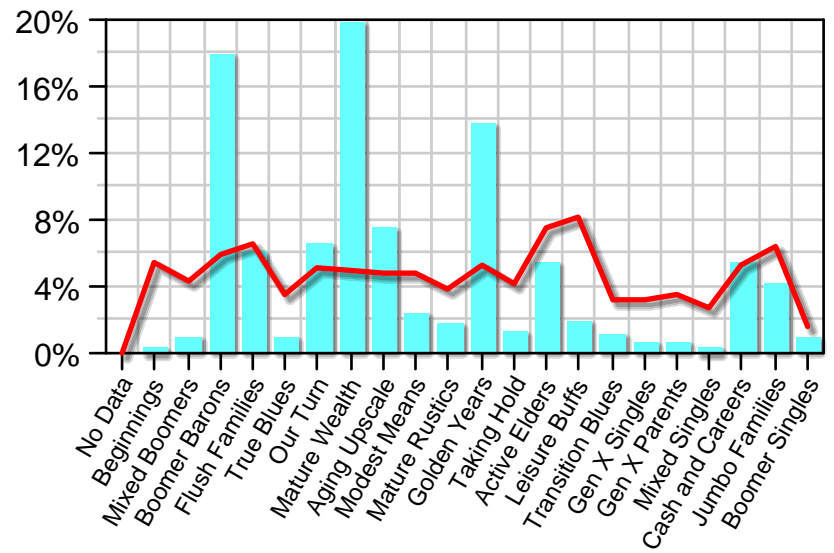
Profile Report - High End Retail Store

Presence of Adults Male Age Bands (Red: Nationwide Average)



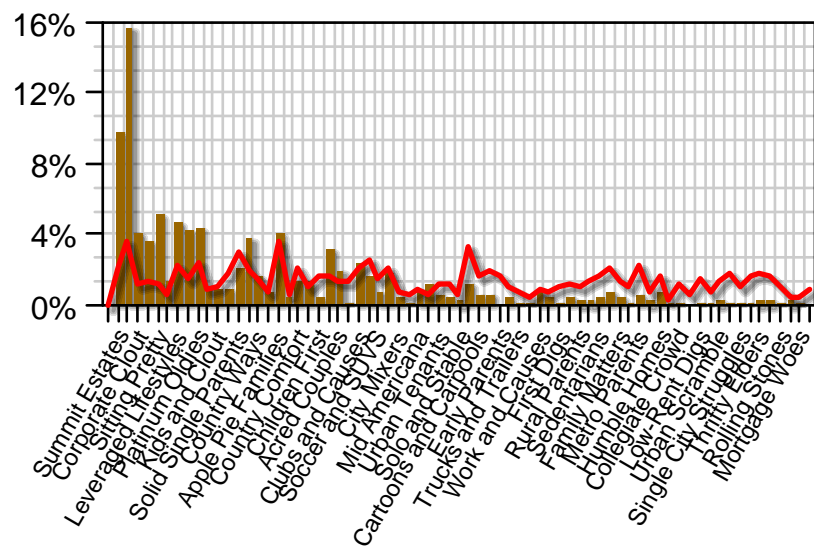
27.08% of customers have a Presence of Adults Male Age Bands category of Males Age 55-64.

Personicx Group Code - GA (Red: Nationwide Average)



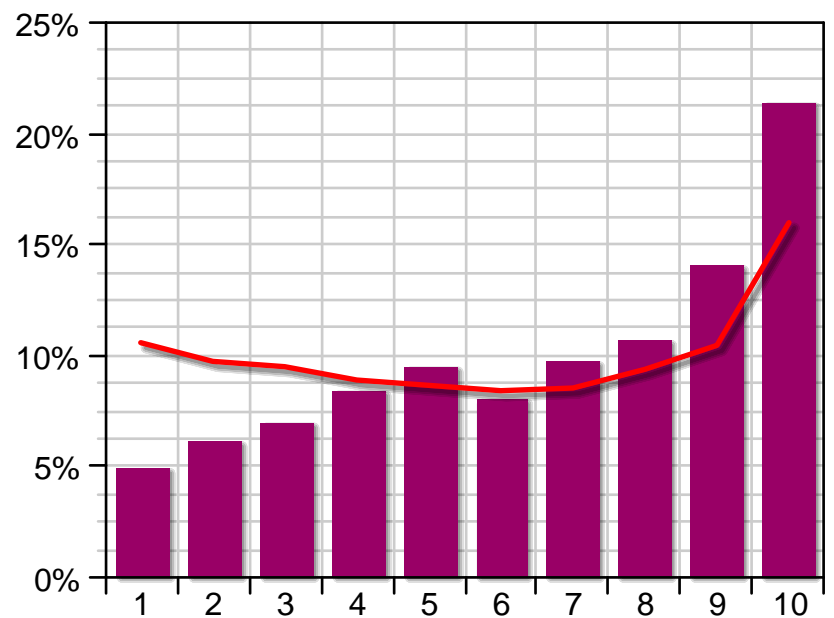
Personicx Group Code - GA is "Mature Wealth" for 19.76% of customers.

Personicx Cluster Code (Red: Nationwide Average)



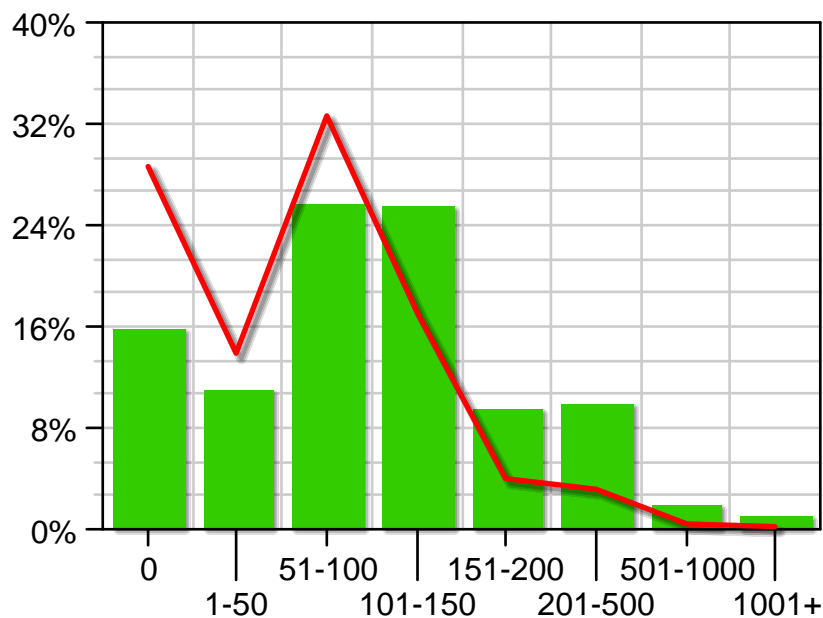
15.71% of customers have Personicx Cluster Code of "Established Elite".

Semcasting Recession Sensitivity Decile (Red: Nationwide Average)



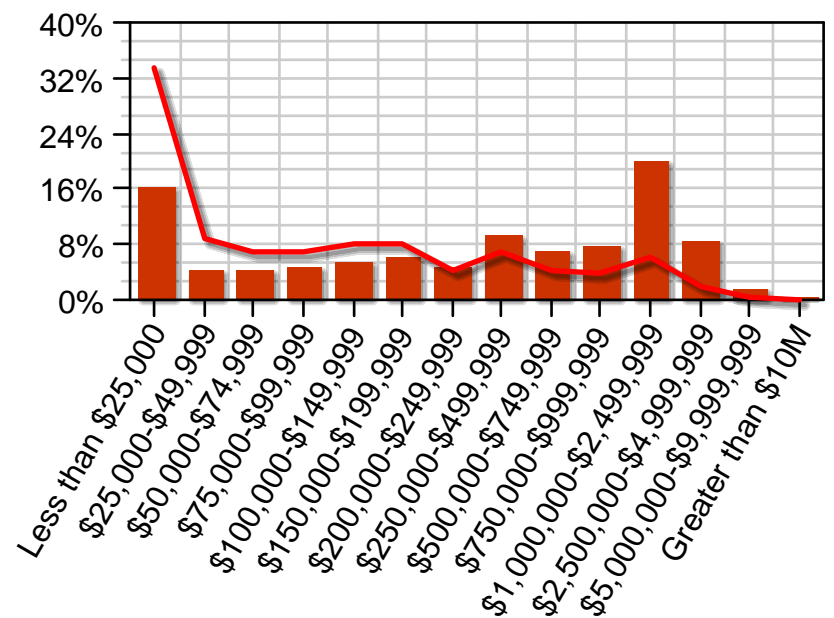
21.38% of customers have Semcasting Recession Sensitivity Decile of "10".

Semcasting Discretionary Income Index Range (Red: Nationwide Average)



Semcasting Discretionary Income Index Range is "51-100" for 25.7% of customers.

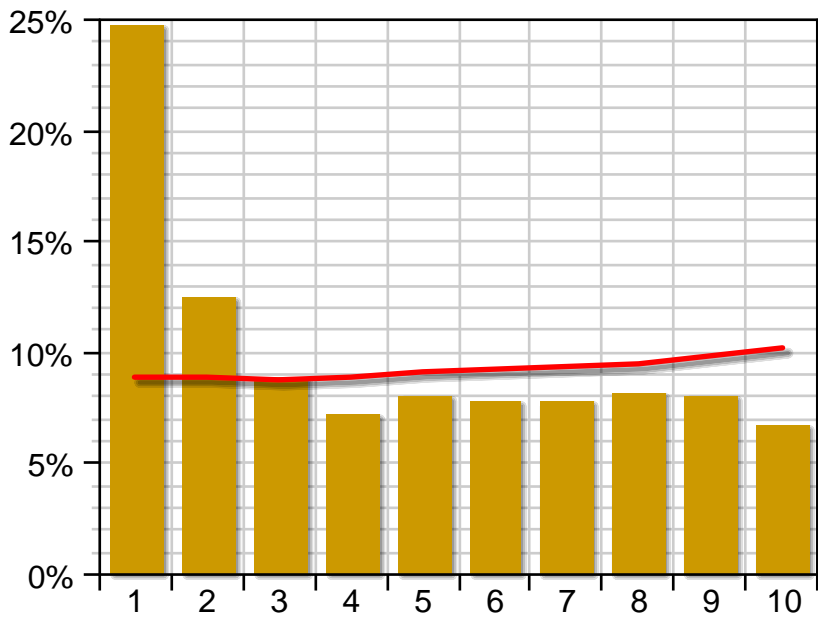
Semcasting Net Worth (Red: Nationwide Average)



19.88% of customers have Semcasting Net Worth of "\$1,000,000-\$2,499,999".

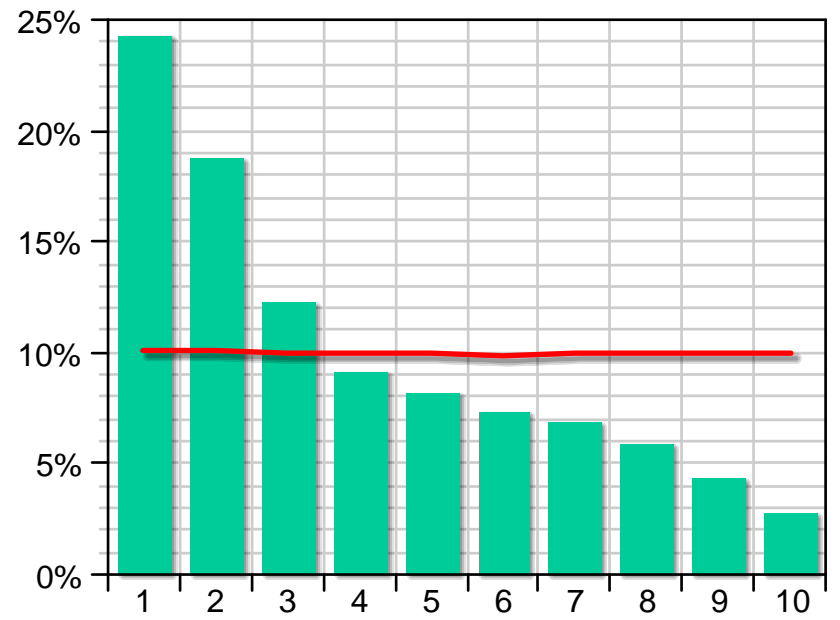
Profile Report - High End Retail Store

Semcasting Charitable Contribution Decile (Red: Nationwide Average)



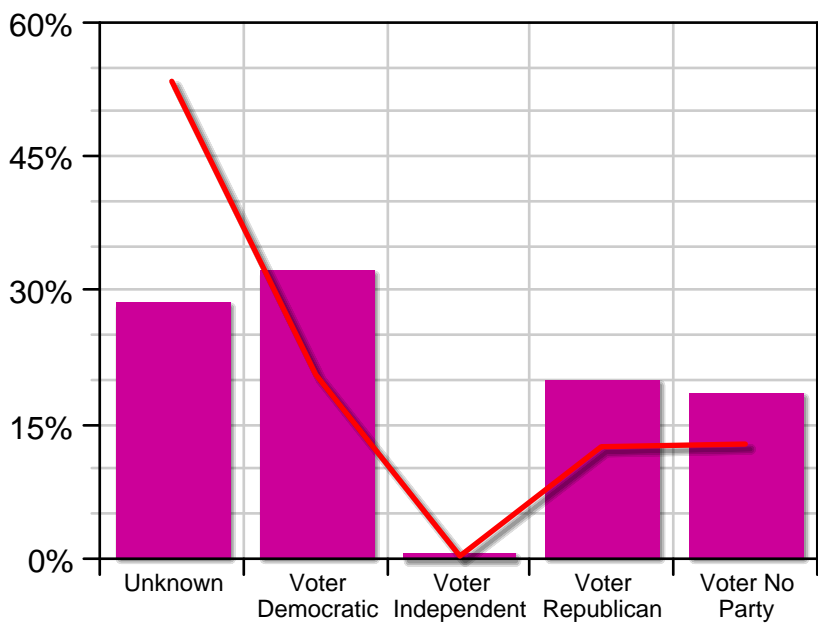
Semcasting Charitable Contribution Decile is "1" for 24.72% of customers.

Semcasting Vehicle Value Decile (Red: Nationwide Average)



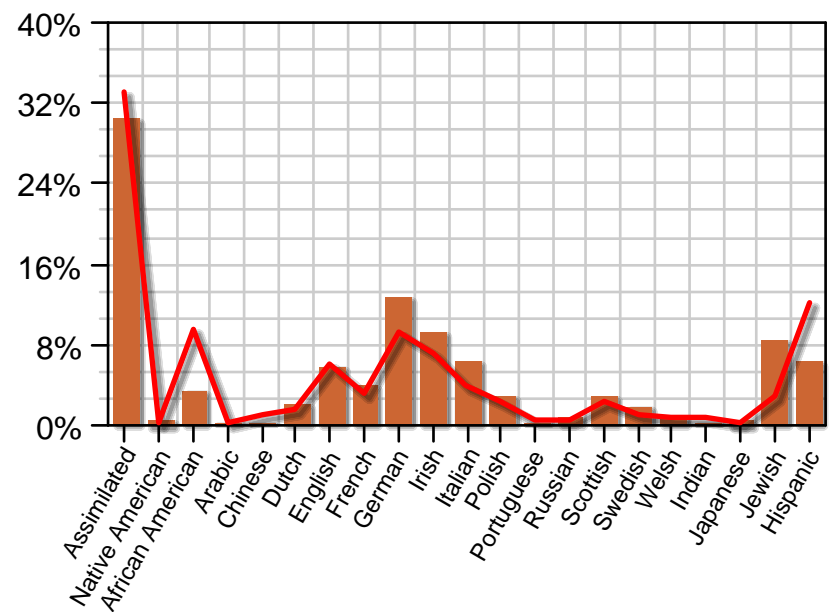
Semcasting Vehicle Value Decile is "1" for 24.29% of customers.

Political Party - Head of HH (Red: Nationwide Average)



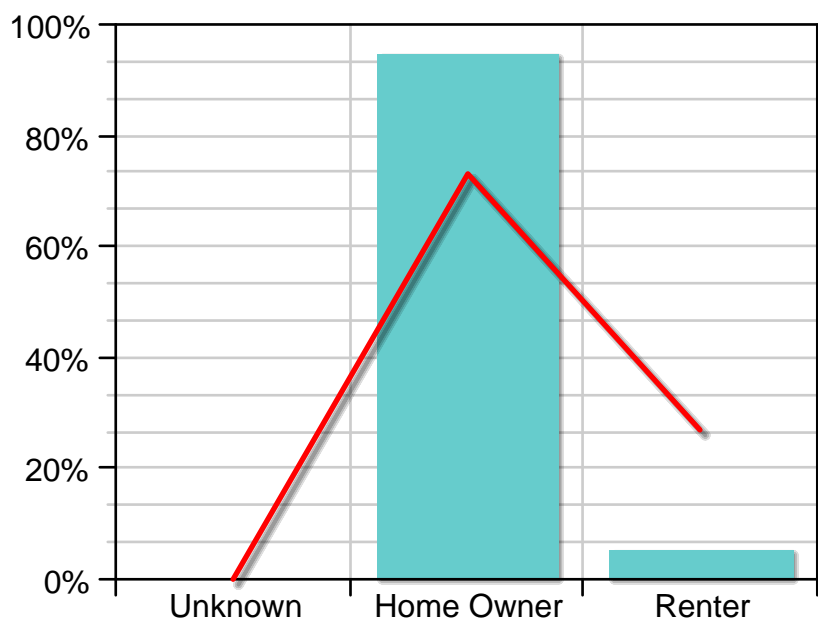
32.12% of customers have Political Party - Head of HH of "Voter Democratic".

Semcasting Ethnicity (Red: Nationwide Average)



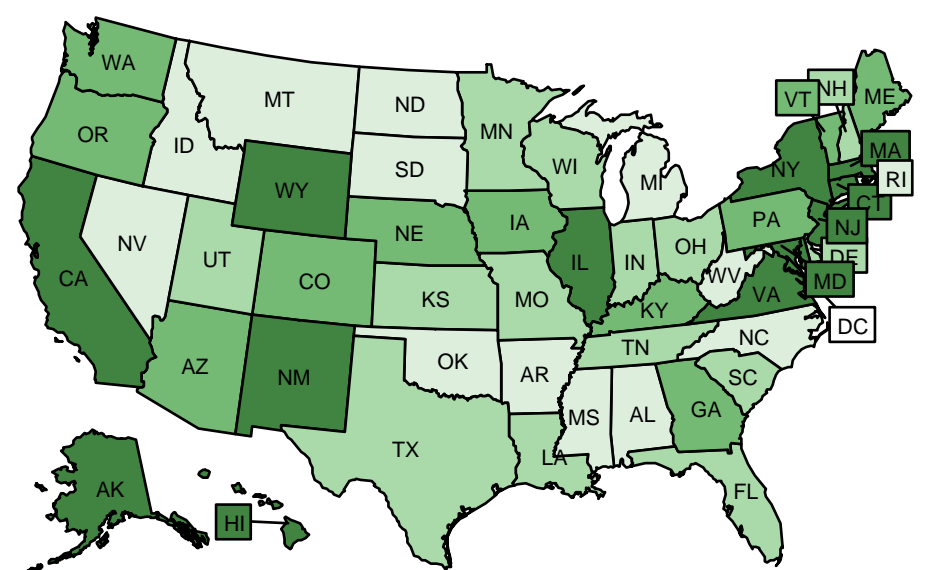
30.59% of customers have Semcasting Ethnicity of "Assimilated".

Owner Type (Red: Nationwide Average)



94.93% of customers have Owner Type of "Home Owner".

US Concentration: Higher Lower



Population concentration for: US