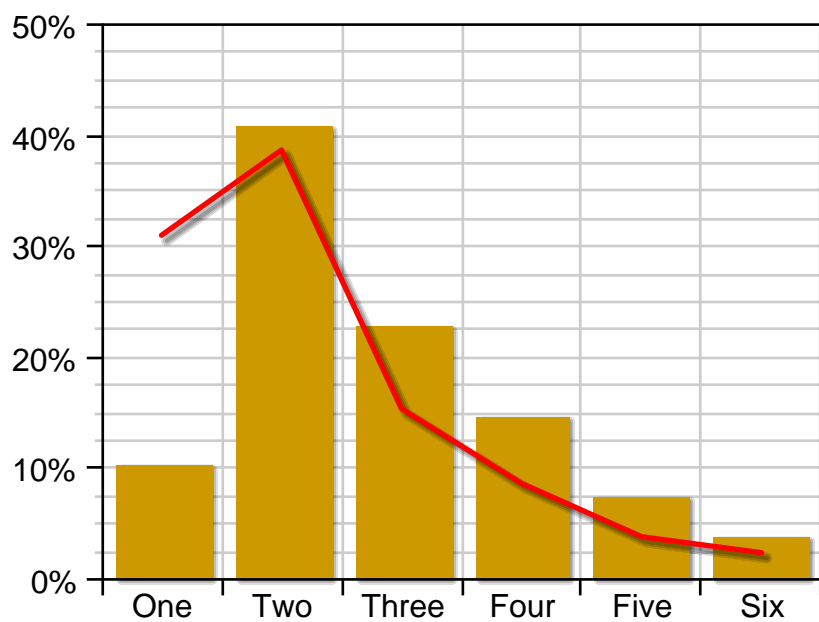


Profile Report - Travel

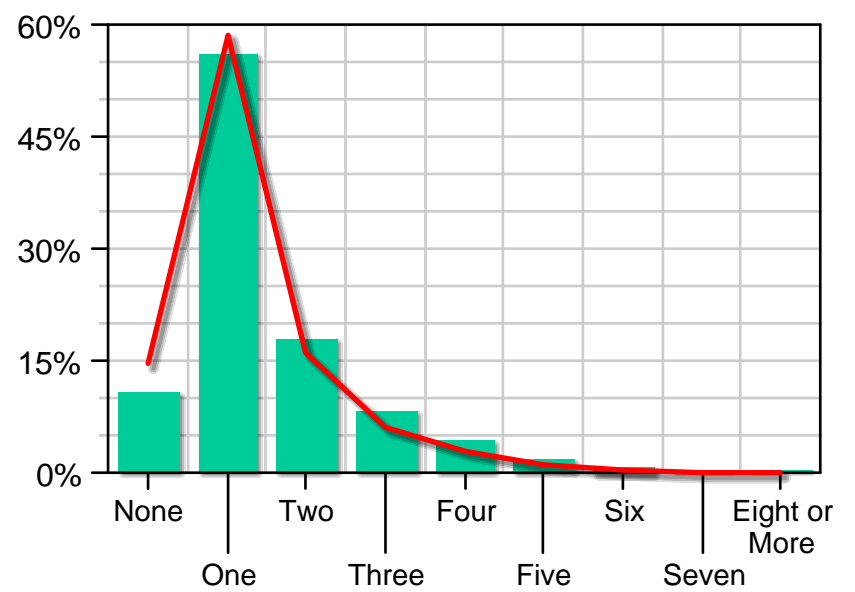
Customer File Name	Upload Date	Match Count
Travel Data.txt	07/07/08	15017 of 19874 names

Number of Adults (Red: Nationwide Average)



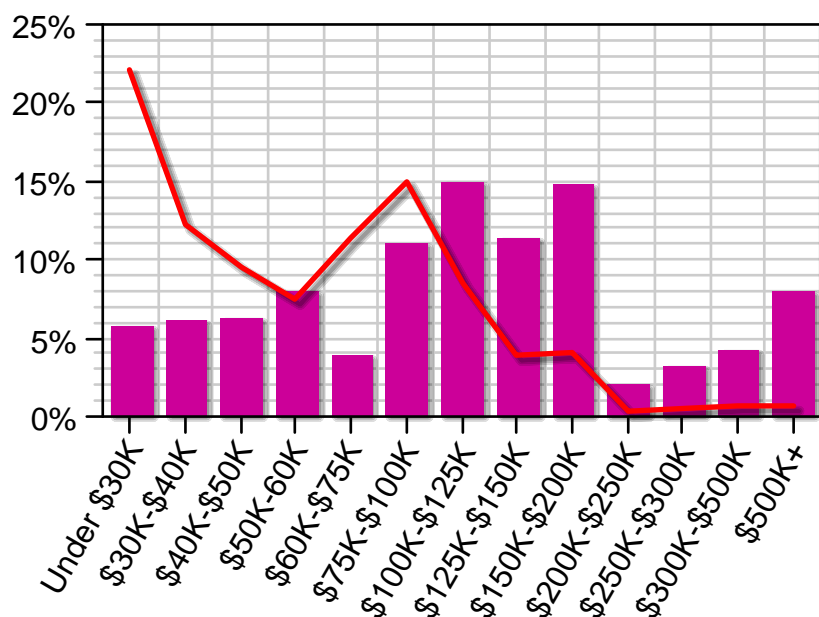
40.81% of customers have Number of Adults of "Two" (based on the 99% of customers with known values).

Total Number of Children (Red: Nationwide Average)



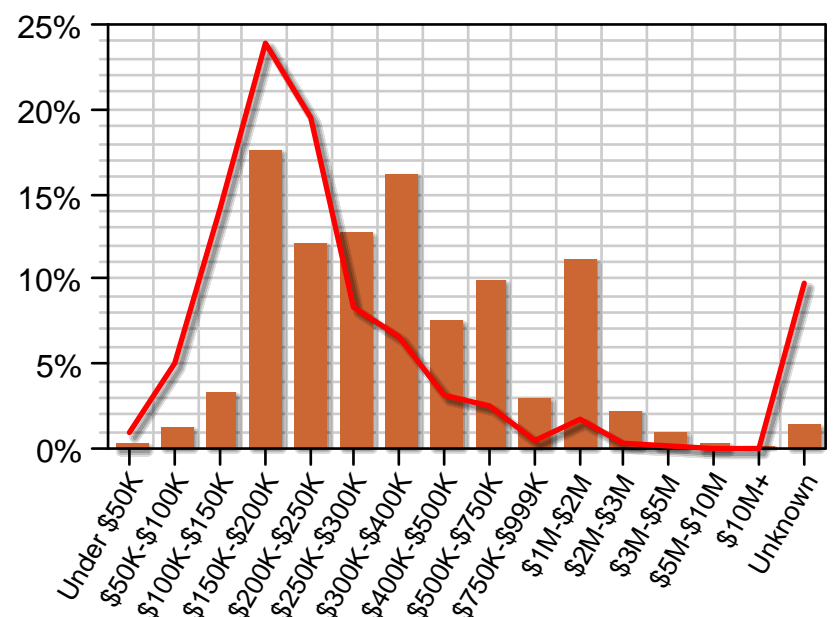
Total Number of Children is "One" for 56.03% of customers (based on the 77% of customers with known values).

Genalytics Income Range Code New (Red: Nationwide Average)



Genalytics Income Range Code New is "\$100K-\$125K" for 14.92% of customers.

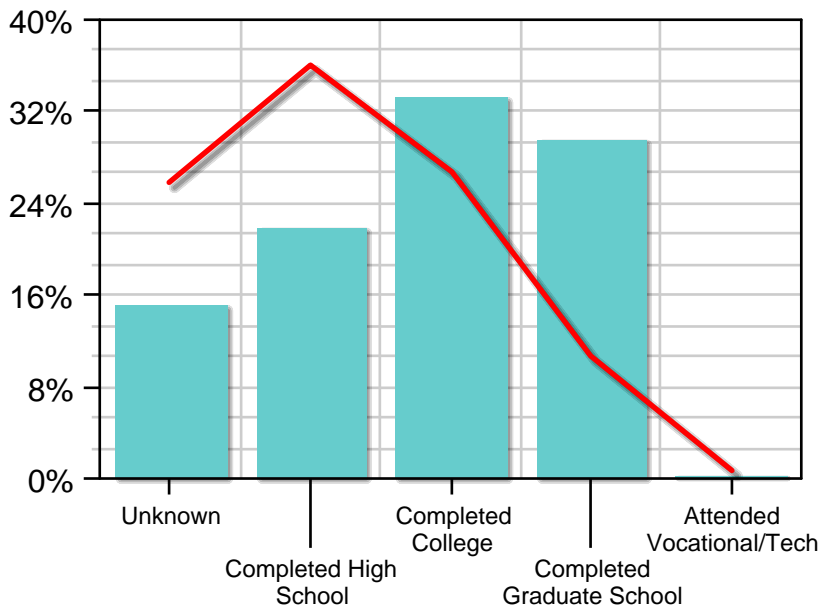
Genalytics Home Value Estimate - New (Red: Nationwide Average)



17.64% of customers have Genalytics Home Value Estimate - New of "\$150K-\$200K".

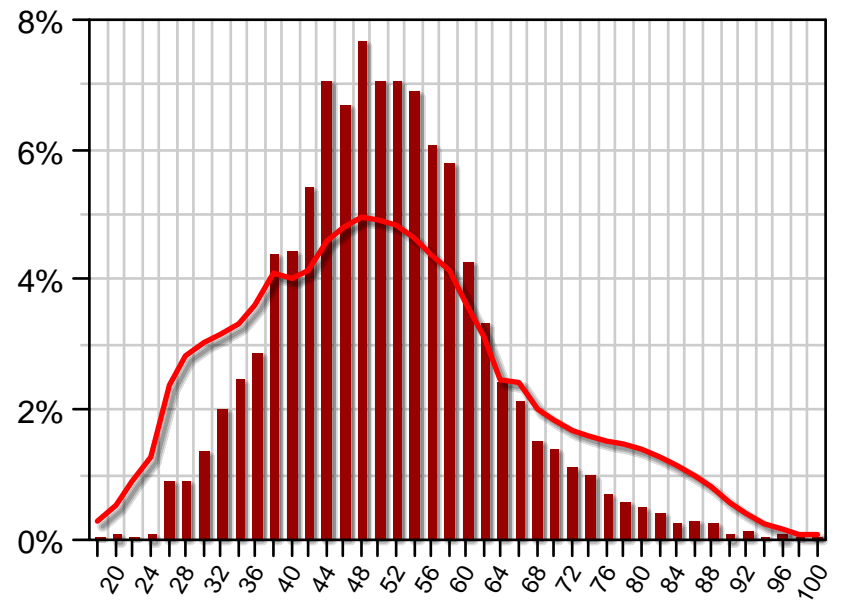
Profile Report - Travel

Household Education Level (Red: Nationwide Average)



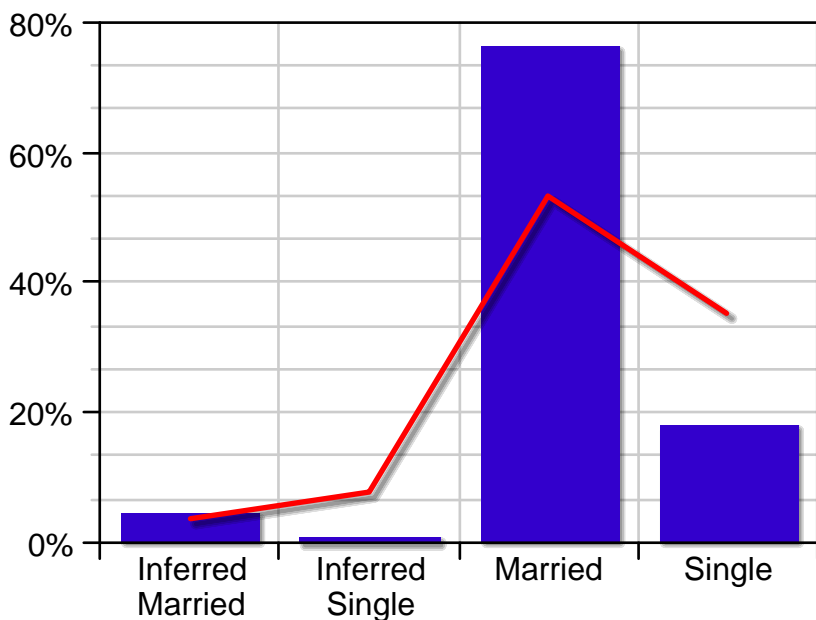
33.28% of customers have Household Education Level of "Completed College".

Head of Household Age (Red: Nationwide Average)



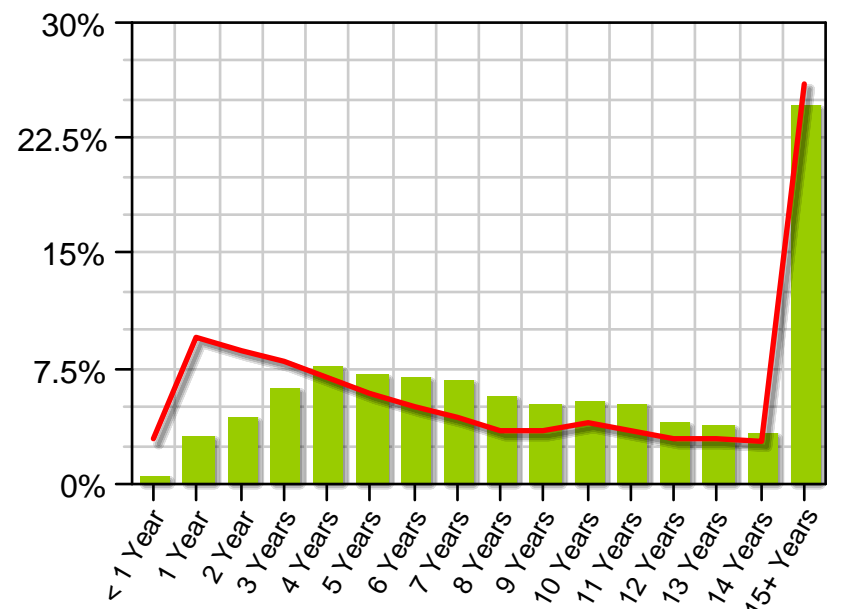
Head of Household Age is "48" for 7.68% of customers (based on the 97% of customers with known values).

Marital Status (Red: Nationwide Average)



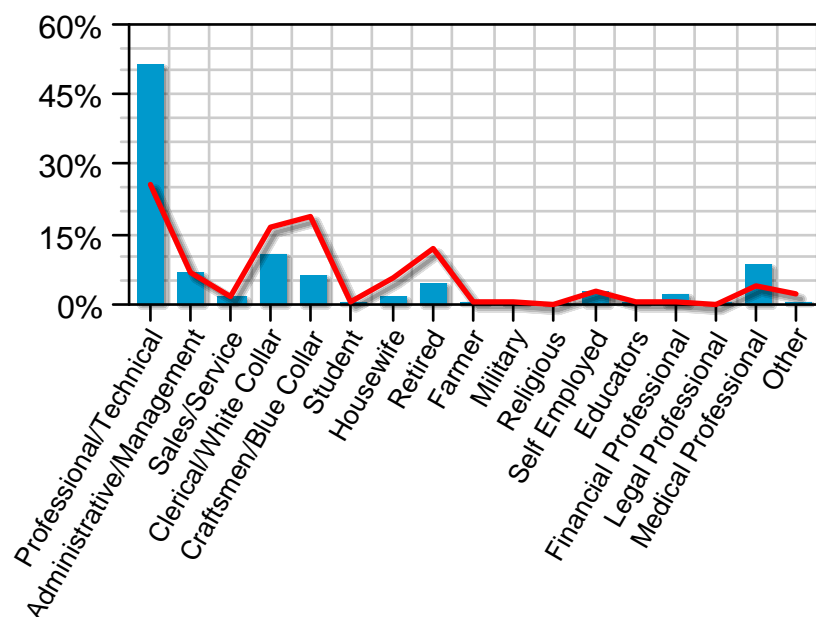
Marital Status is "Married" for 76.46% of customers.

Length of Residence (Red: Nationwide Average)



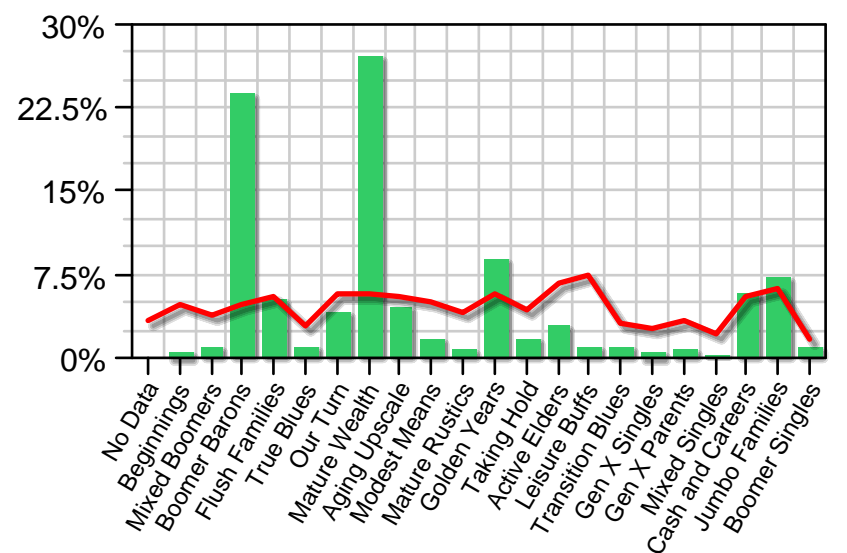
24.56% of customers have Length of Residence of "15+ Years" (based on the 99% of customers with known values).

Head of Household Occupation (Red: Nationwide Average)



Head of Household Occupation is "Professional/Technical" for 51.15% of customers (based on the 75% of customers with known values).

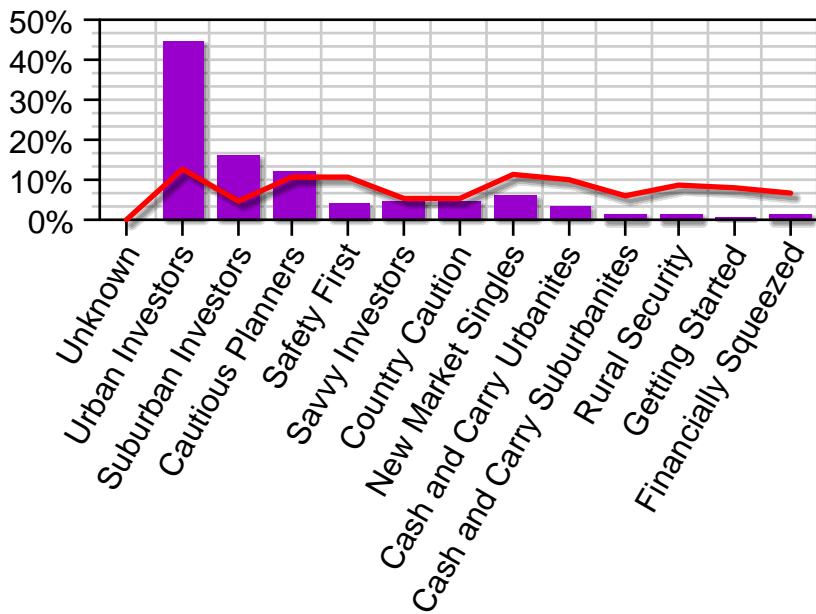
Personicx Group Code - GA (Red: Nationwide Average)



Personicx Group Code - GA is "Mature Wealth" for 27.12% of customers.

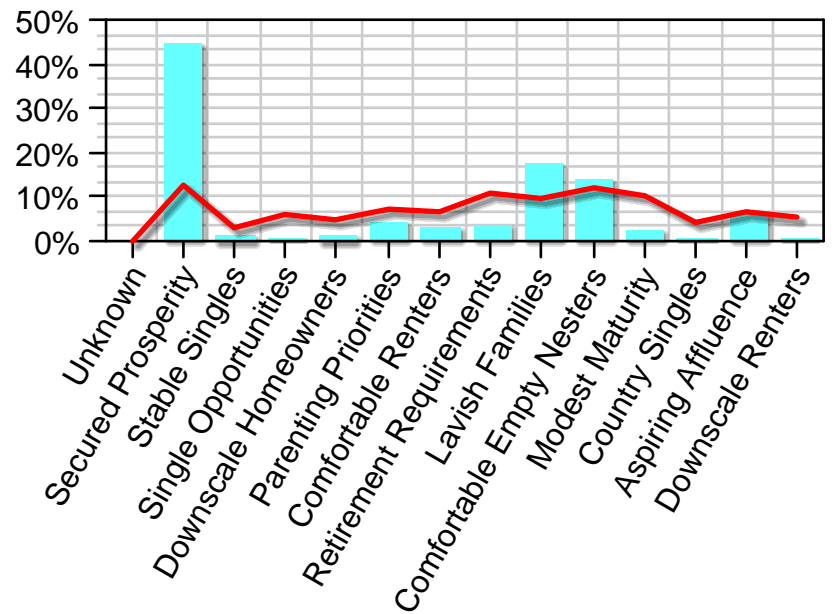
Profile Report - Travel

Personicx Financial Codes (Red: Nationwide Average)



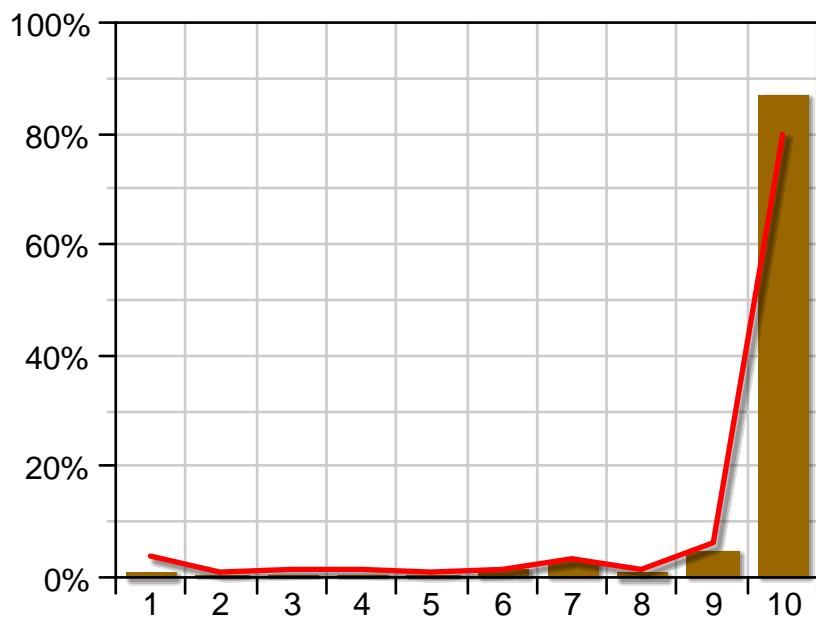
Personicx Financial Codes is "Urban Investors" for 44.6% of customers.

Personicx Insurance Codes (Red: Nationwide Average)



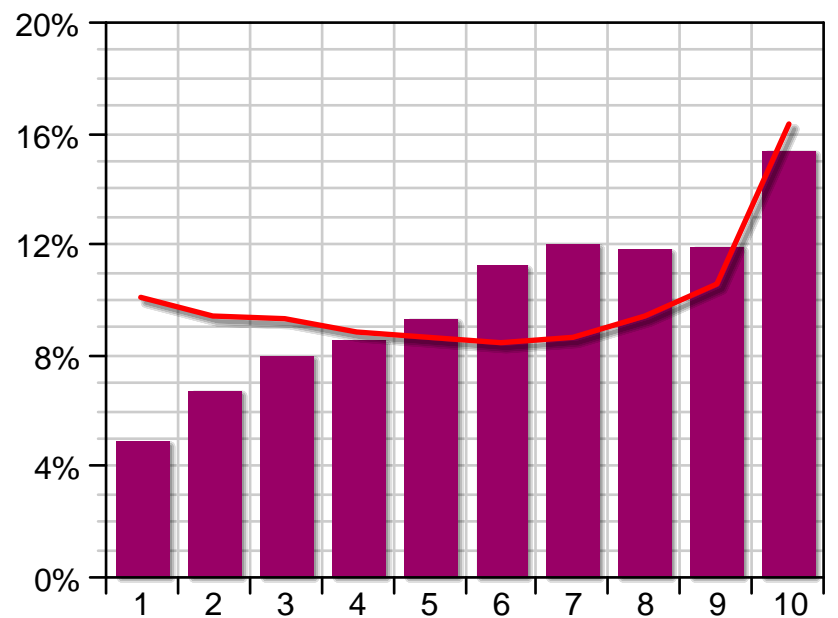
Personicx Insurance Codes is "Secured Prosperity" for 44.6% of customers.

Genalytics Hispanic Indicator (Red: Nationwide Average)



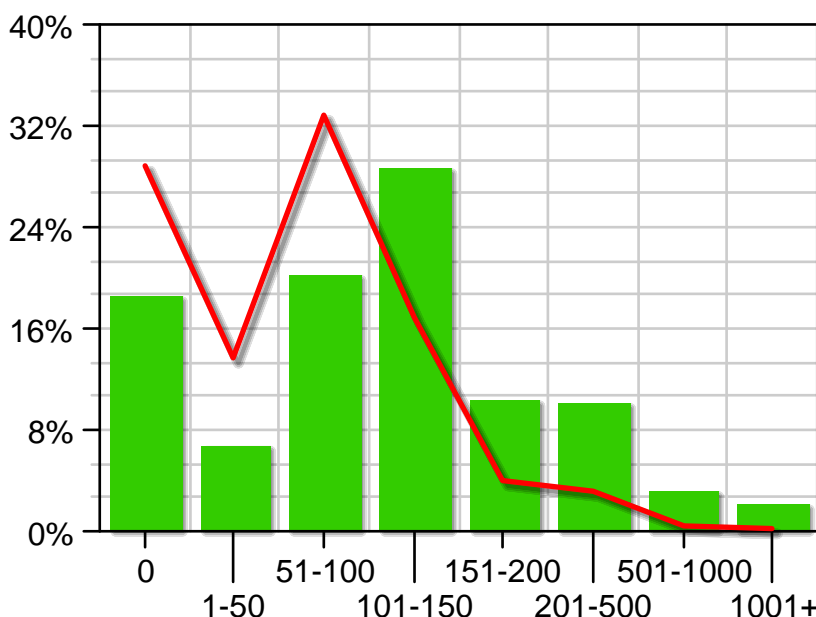
Genalytics Hispanic Indicator is "10" for 86.9% of customers.

Genalytics Recession Sensitivity Decile (Red: Nationwide Average)



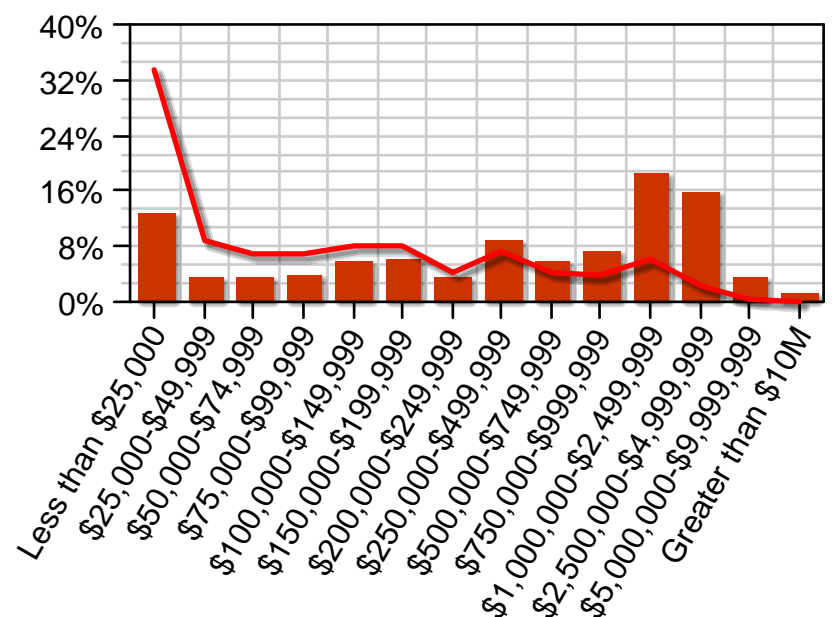
15.42% of customers have Genalytics Recession Sensitivity Decile of "10".

Genalytics Discretionary Income Index Range (Red: Nationwide Average)



28.62% of customers have Genalytics Discretionary Income Index Range of "101-150".

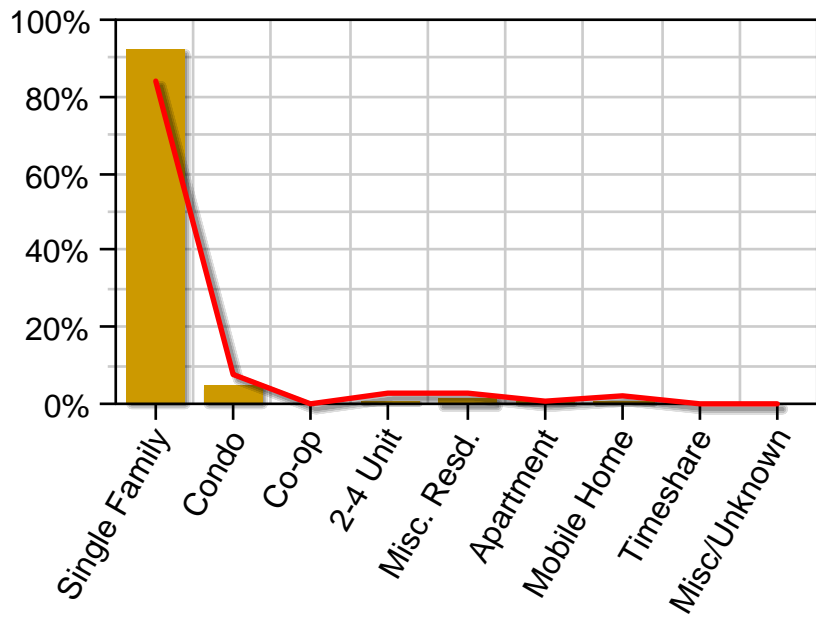
Genalytics Net Worth (Red: Nationwide Average)



18.57% of customers have Genalytics Net Worth of "\$1,000,000-\$2,499,999".

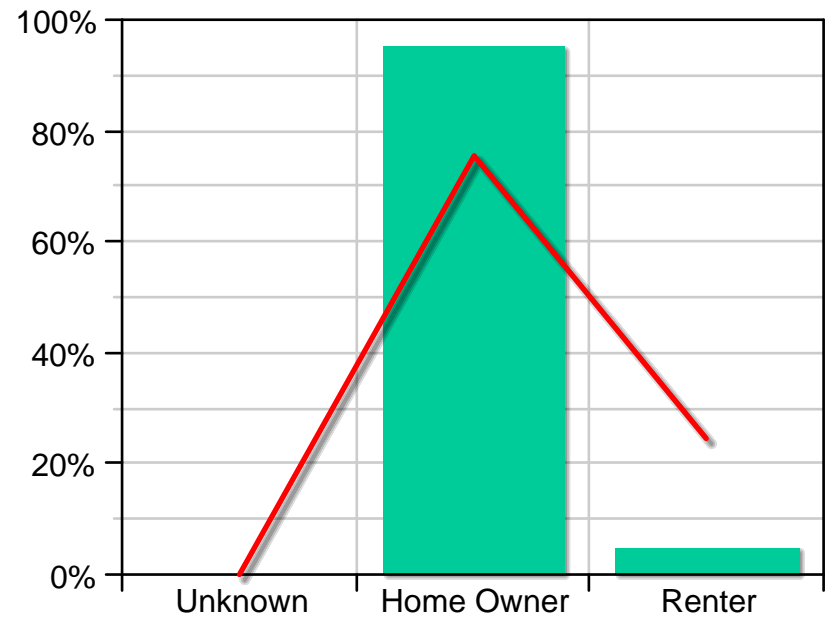
Profile Report - Travel

Home Structure Type Detail (Red: Nationwide Average)



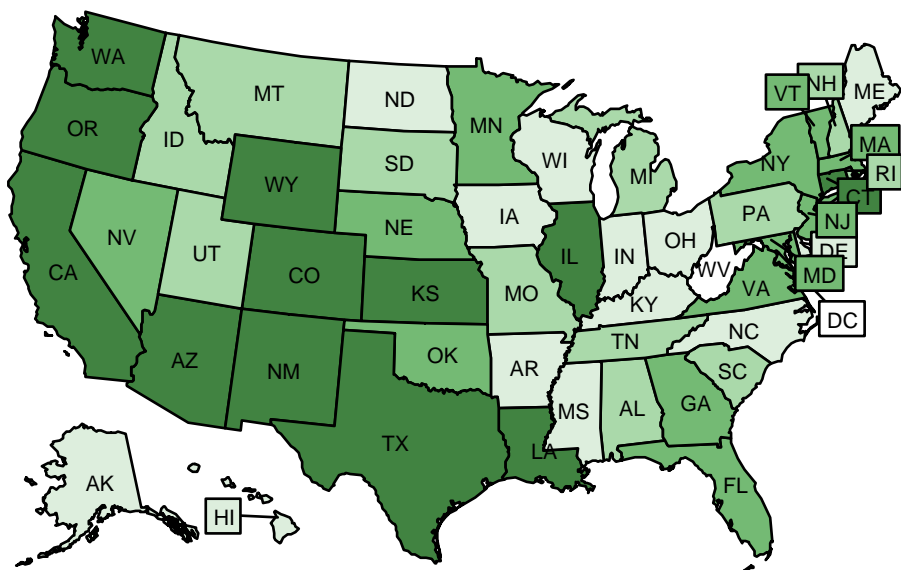
92.29% of customers have Home Structure Type Detail of "Single Family" (based on the 85% of customers with known values).

Owner Type (Red: Nationwide Average)



Owner Type is "Home Owner" for 95.26% of customers.

US Concentration: Higher Lower



Population concentration for: US