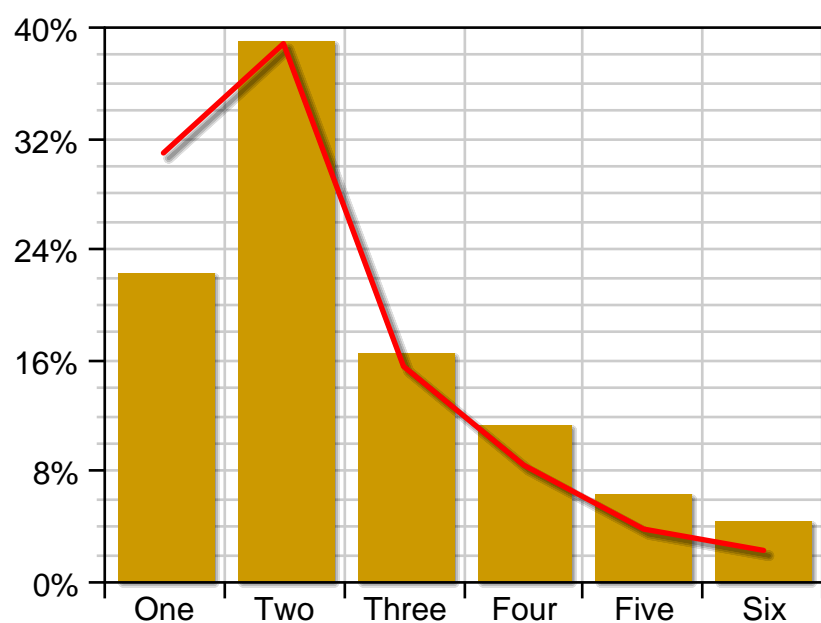


Profile Report - Education

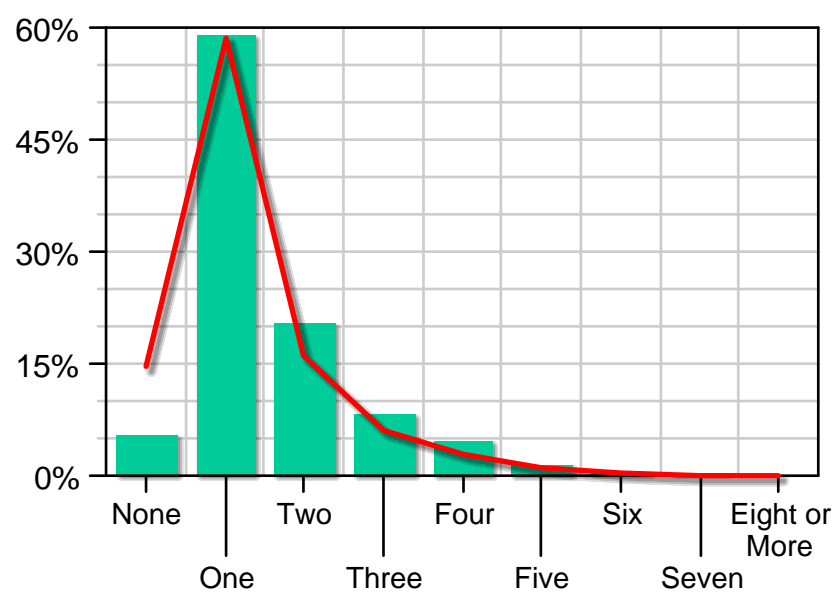
Customer File Name	Upload Date	Match Count
education.txt	07/13/09	1511 of 2392 names
education.txt	07/13/09	1847 of 3000 names
education_II.txt	07/13/09	689 of 985 names

Number of Adults (Red: Nationwide Average)



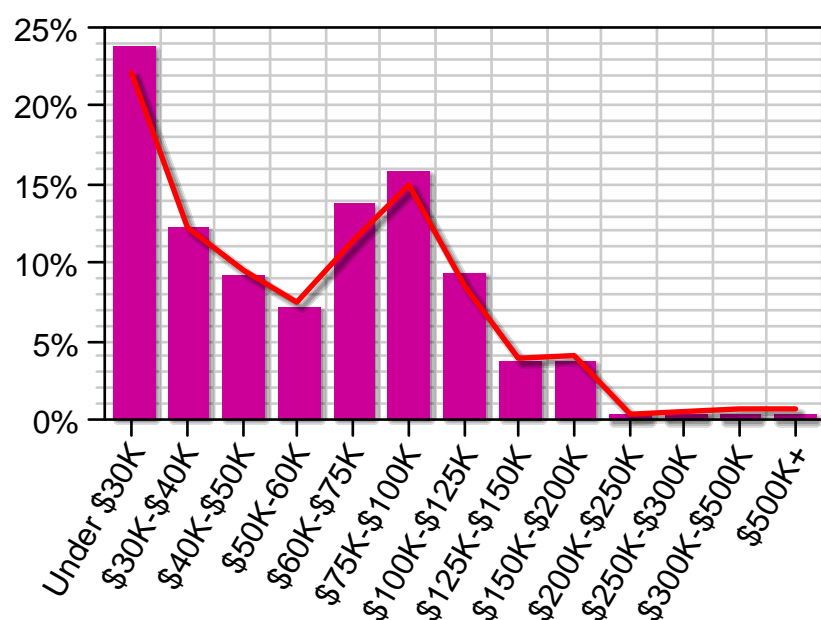
39.06% of customers have Number of Adults of "Two" (based on the 99% of customers with known values).

Total Number of Children (Red: Nationwide Average)



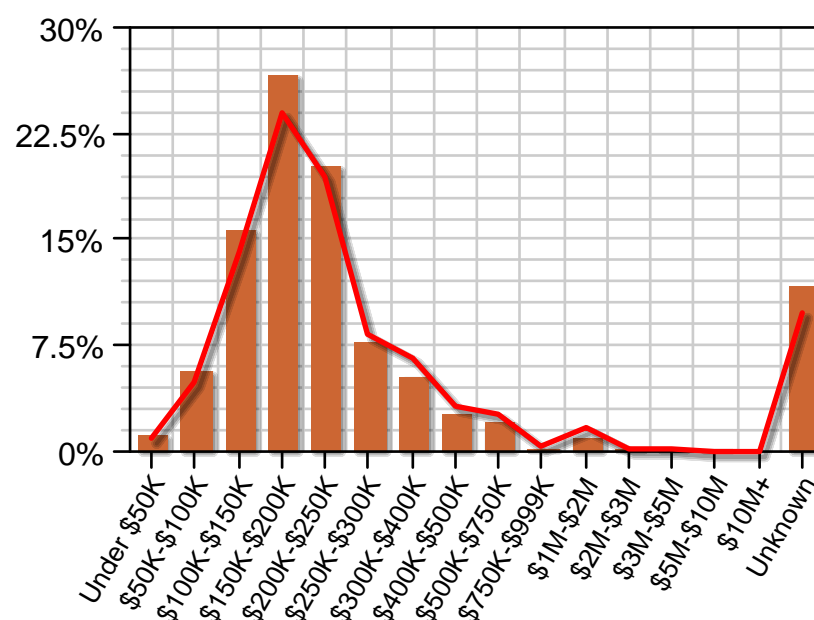
Total Number of Children is "One" for 59.05% of customers (based on the 72% of customers with known values).

Genalytics Income Range Code New (Red: Nationwide Average)



Genalytics Income Range Code New is "Under \$30K" for 23.82% of customers.

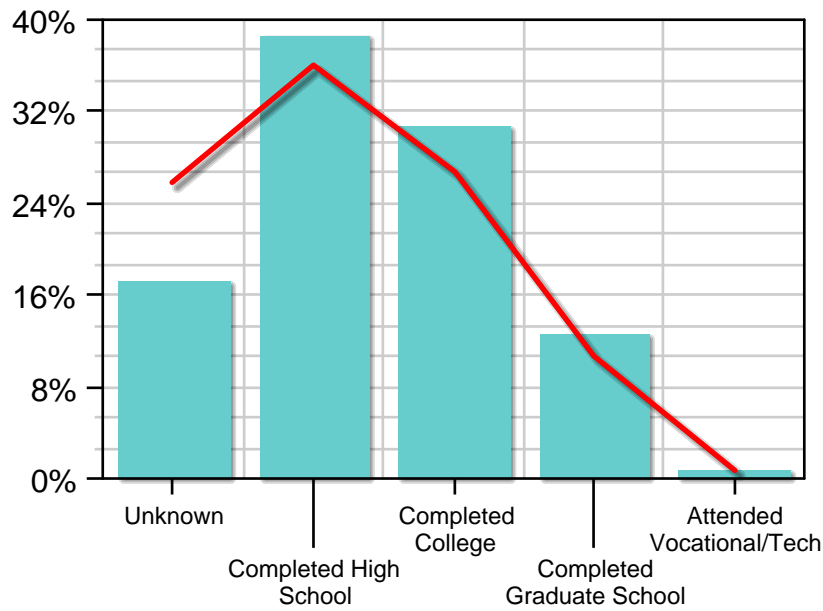
Genalytics Home Value Estimate - New (Red: Nationwide Average)



26.65% of customers have Genalytics Home Value Estimate - New of "\$150K-\$200K".

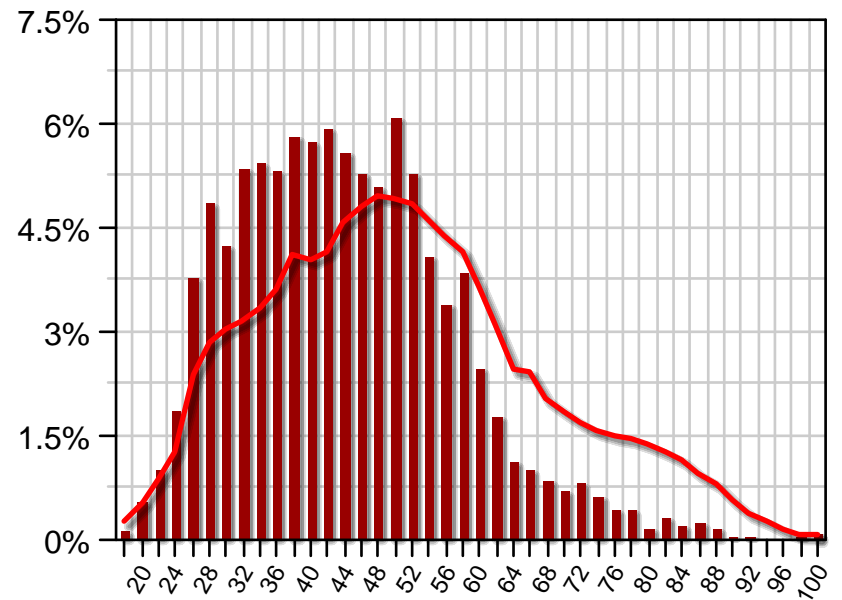
Profile Report - Education

Household Education Level (Red: Nationwide Average)



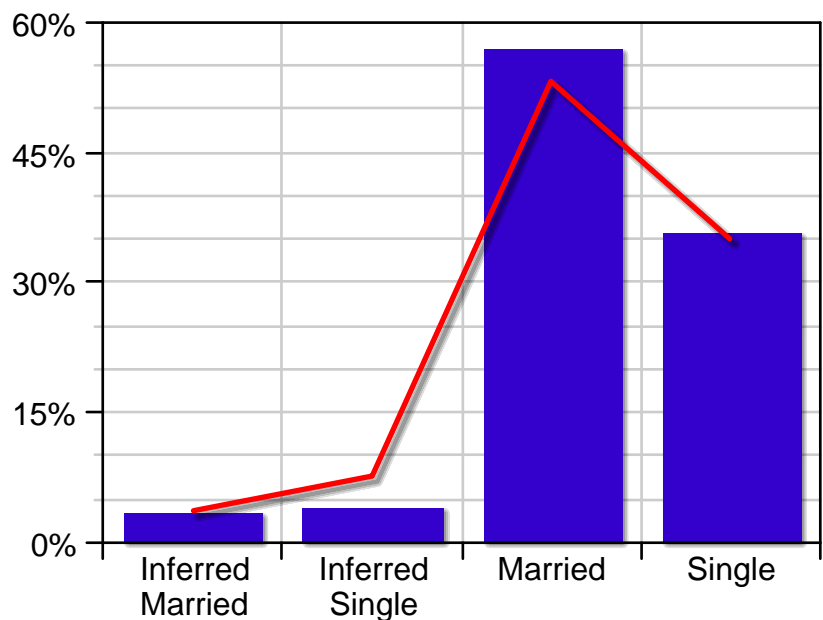
Household Education Level is "Completed High School" for 38.62% of customers.

Head of Household Age (Red: Nationwide Average)



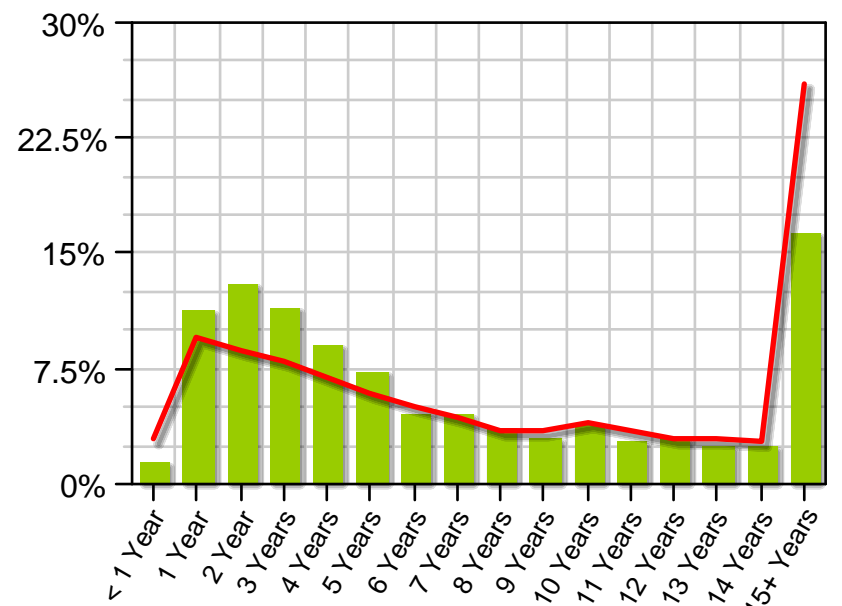
Head of Household Age is "50" for 6.08% of customers (based on the 93% of customers with known values).

Marital Status (Red: Nationwide Average)



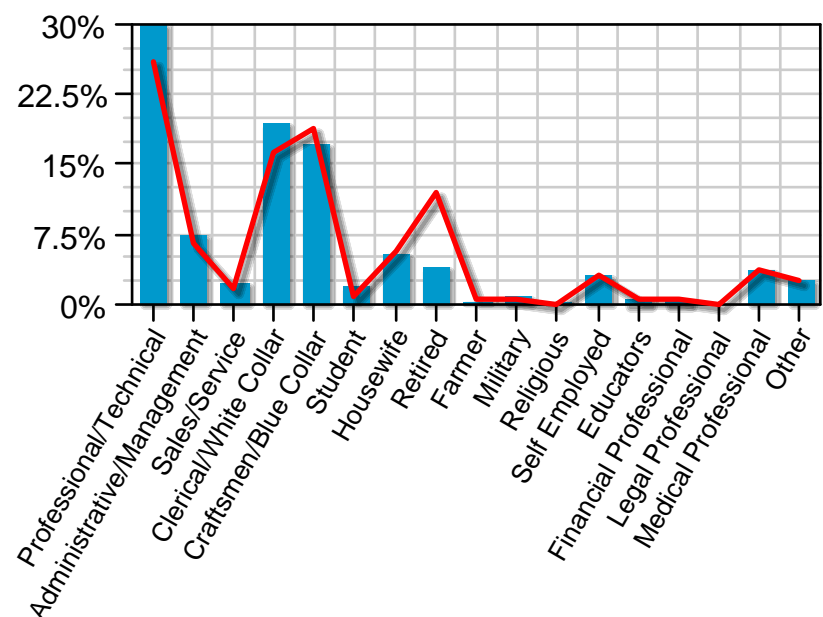
Marital Status is "Married" for 56.81% of customers.

Length of Residence (Red: Nationwide Average)



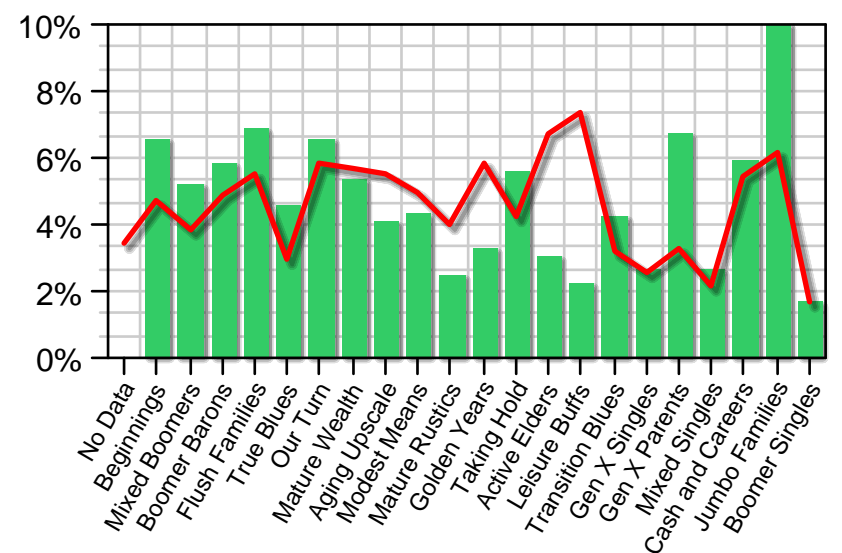
16.31% of customers have Length of Residence of "15+ Years" (based on the 96% of customers with known values).

Head of Household Occupation (Red: Nationwide Average)



29.87% of customers have Head of Household Occupation of "Professional/Technical" (based on the 64% of customers with known values).

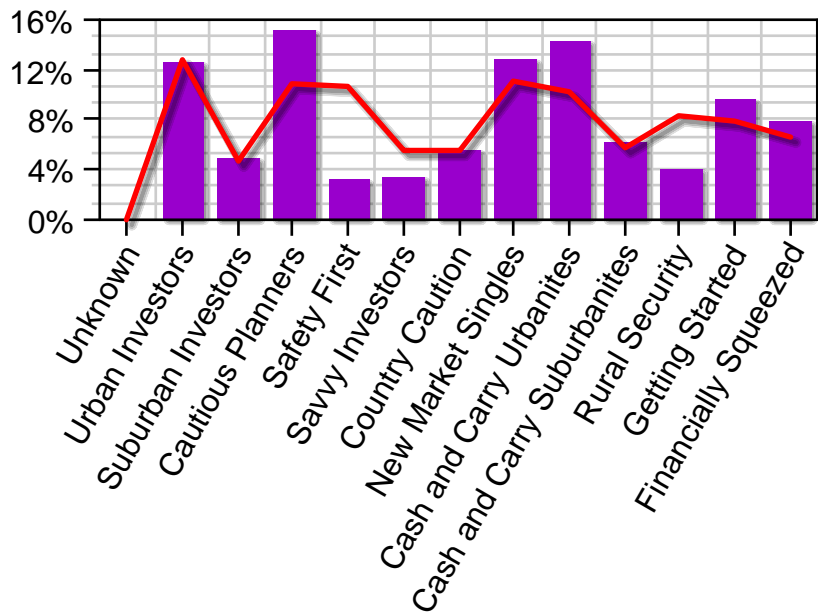
Personix Group Code - GA (Red: Nationwide Average)



9.96% of customers have Personix Group Code - GA of "Jumbo Families".

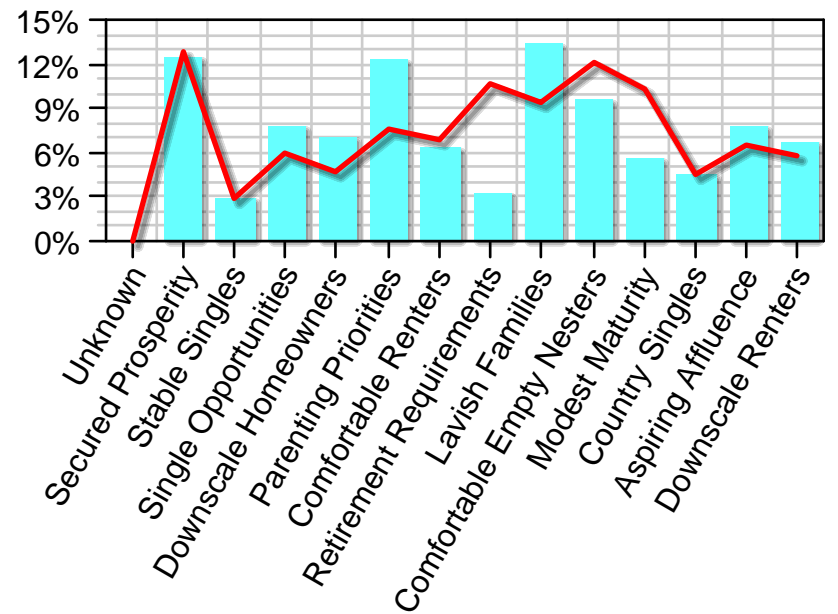
Profile Report - Education

Personicx Financial Codes (Red: Nationwide Average)



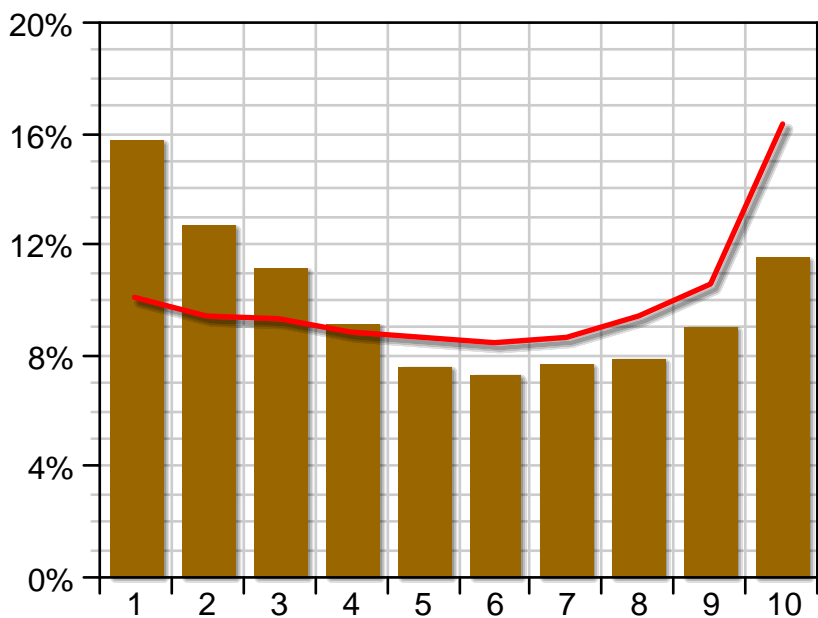
Personicx Financial Codes is "Cautious Planners" for 15.24% of customers.

Personicx Insurance Codes (Red: Nationwide Average)



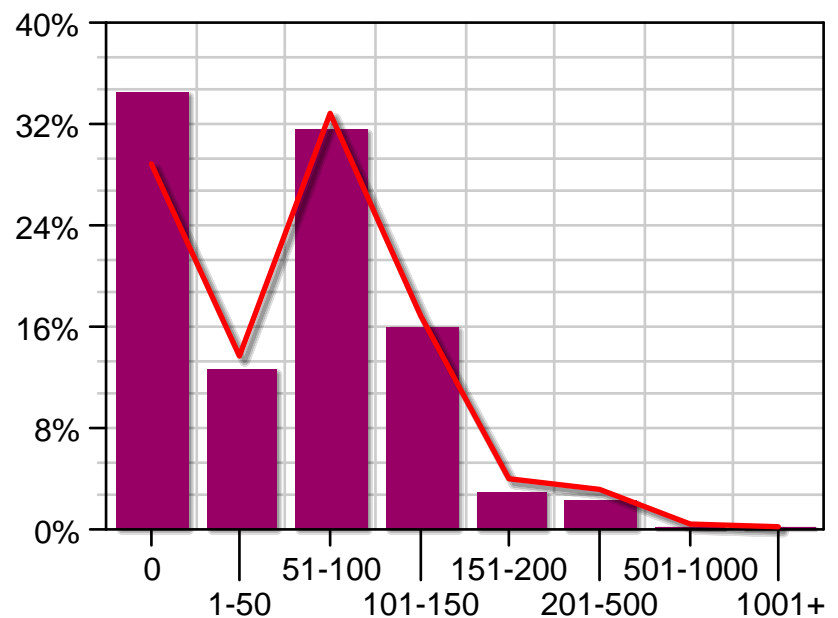
Personicx Insurance Codes is "Lavish Families" for 13.41% of customers.

Genalytics Recession Sensitivity Decile (Red: Nationwide Average)



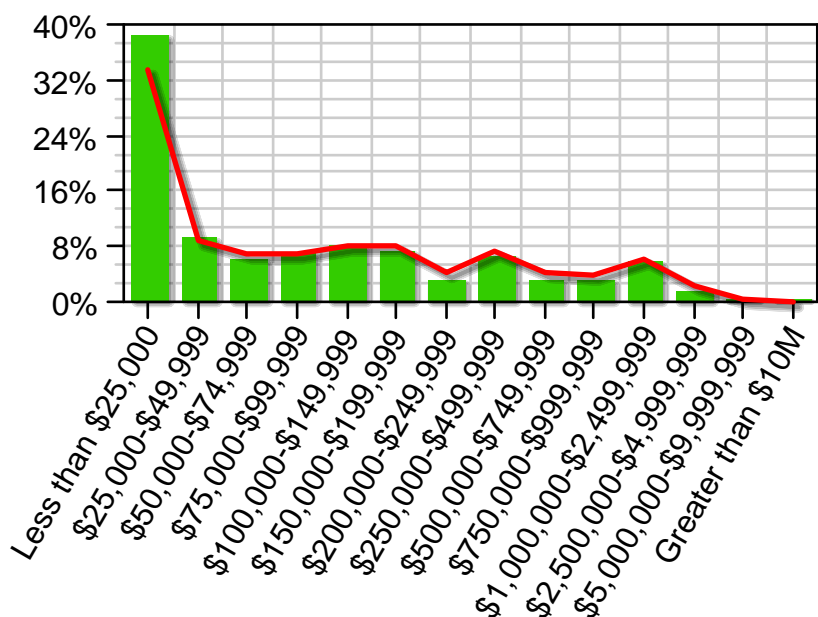
Genalytics Recession Sensitivity Decile is "1" for 15.77% of customers.

Genalytics Discretionary Income Index Range (Red: Nationwide Average)



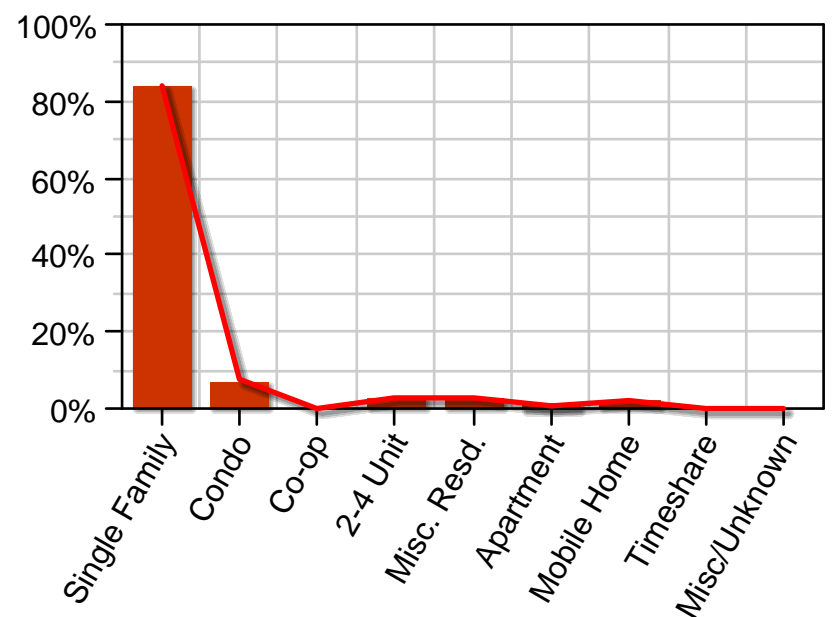
34.52% of customers have Genalytics Discretionary Income Index Range of "0".

Genalytics Net Worth (Red: Nationwide Average)



Genalytics Net Worth is "Less than \$25,000" for 38.5% of customers.

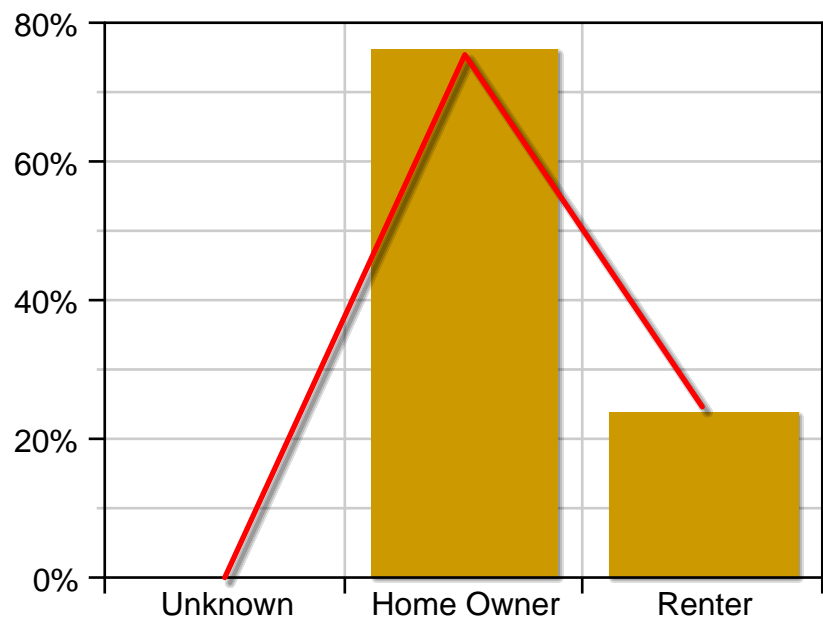
Home Structure Type Detail (Red: Nationwide Average)



Home Structure Type Detail is "Single Family" for 84.15% of customers (based on the 58% of customers with known values).

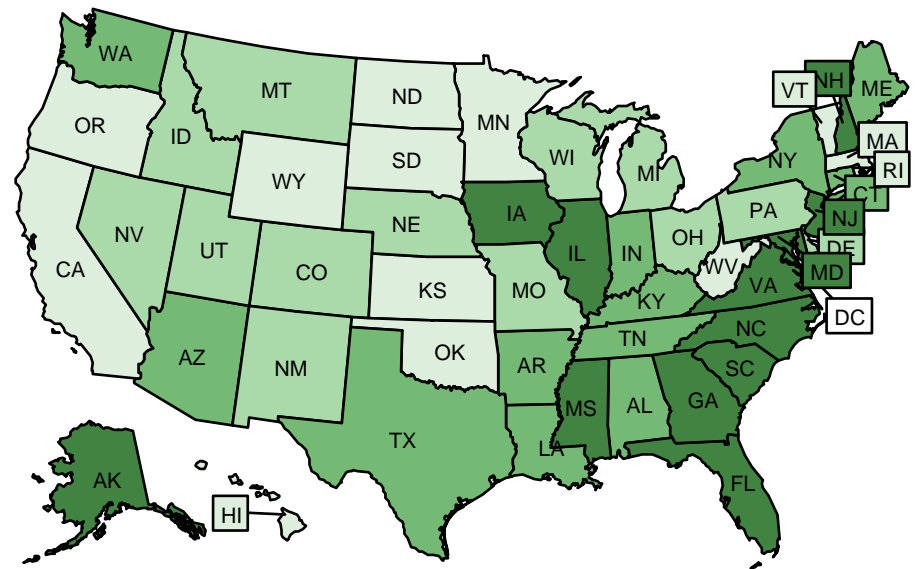
Profile Report - Education

Owner Type (Red: Nationwide Average)



Owner Type is "Home Owner" for 76.32% of customers.

US Concentration: Higher Lower



Population concentration for: US