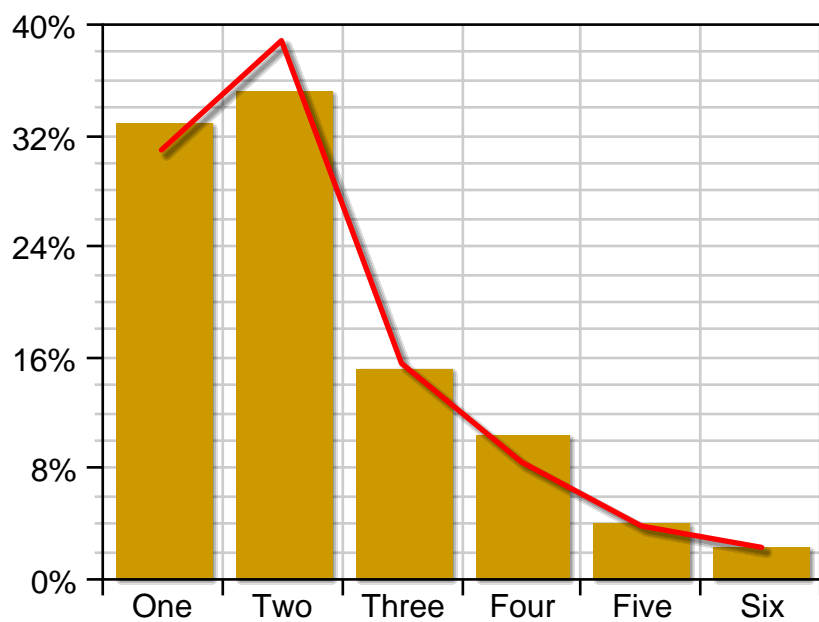


## Profile Report - Franchise

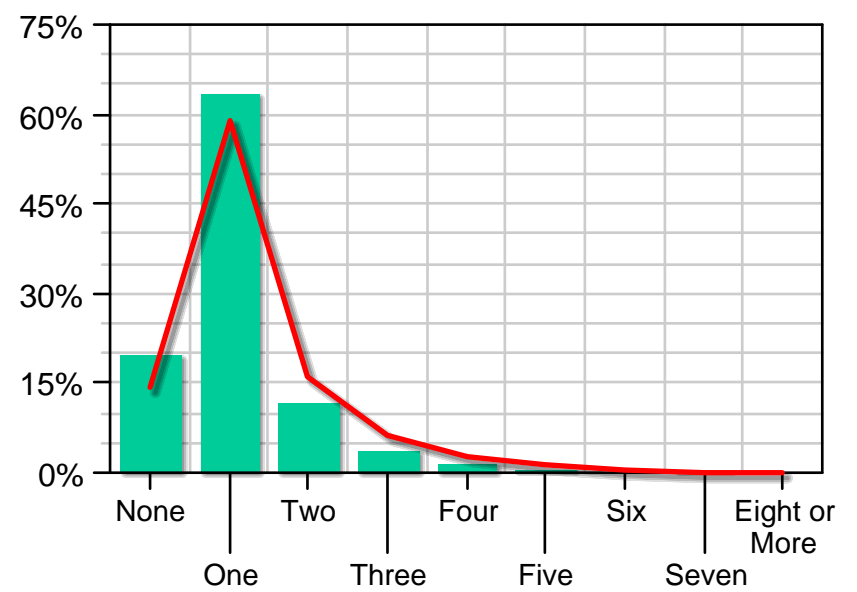
Customer File Name	Upload Date	Match Count
franchise.txt	07/13/09	2353 of 4342 names

### Number of Adults (Red: Nationwide Average)



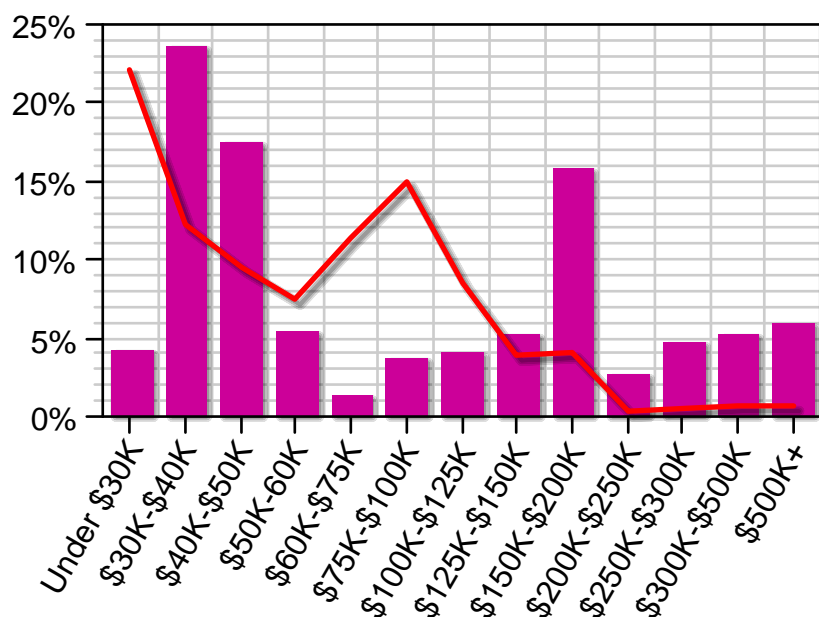
Number of Adults is "Two" for 35.12% of customers (based on the 99% of customers with known values).

### Total Number of Children (Red: Nationwide Average)



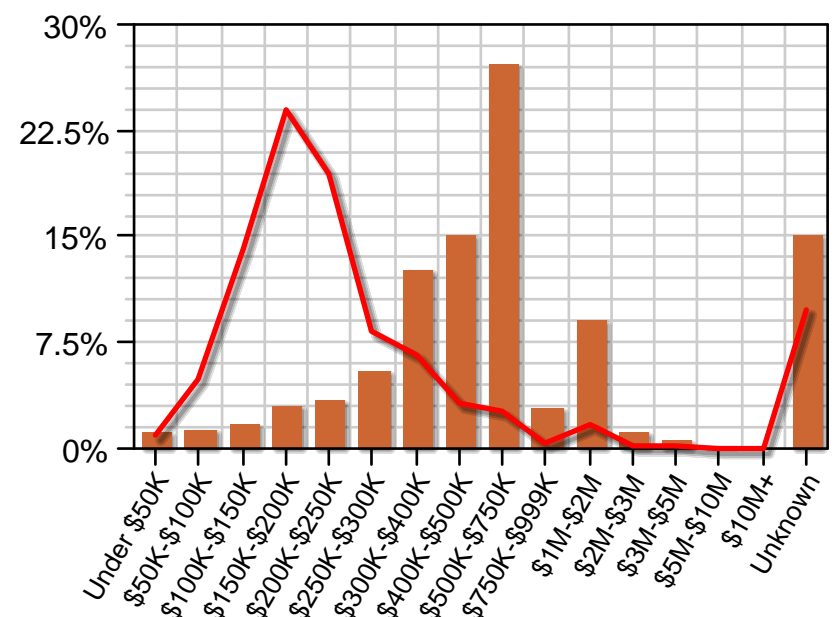
Total Number of Children is "One" for 63.6% of customers (based on the 58% of customers with known values).

### Genalytics Income Range Code New (Red: Nationwide Average)



23.6% of customers have Genalytics Income Range Code New of "\$30K-\$40K".

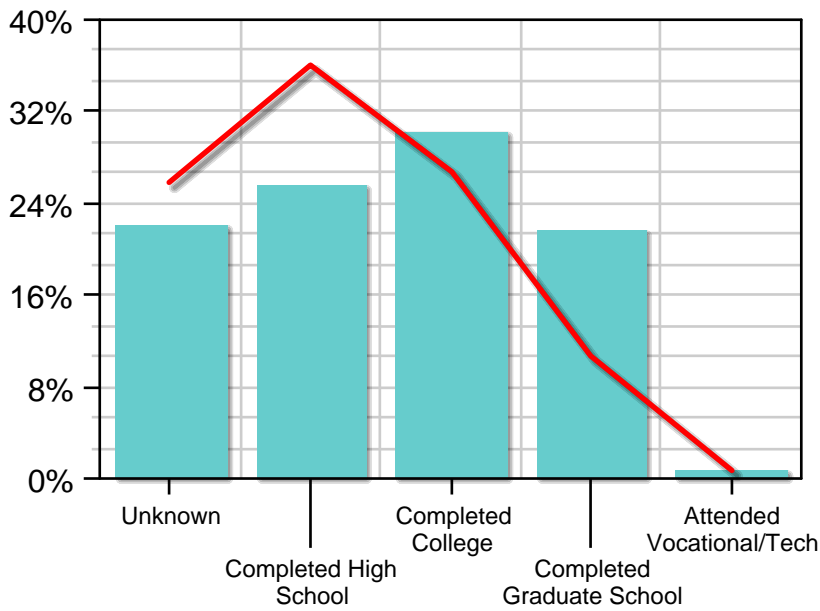
### Genalytics Home Value Estimate - New (Red: Nationwide Average)



Genalytics Home Value Estimate - New is "\$500K-\$750K" for 27.22% of customers.

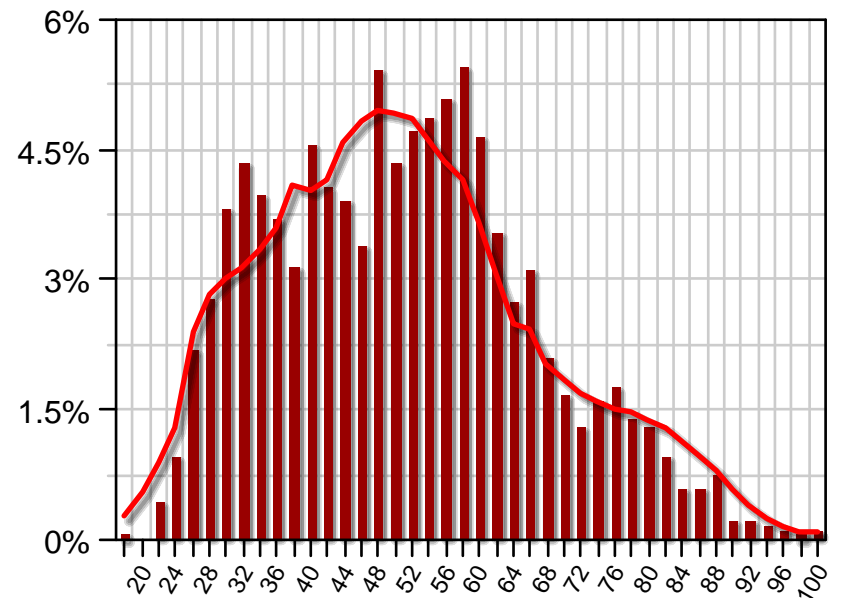
# Profile Report - Franchise

## Household Education Level (Red: Nationwide Average)



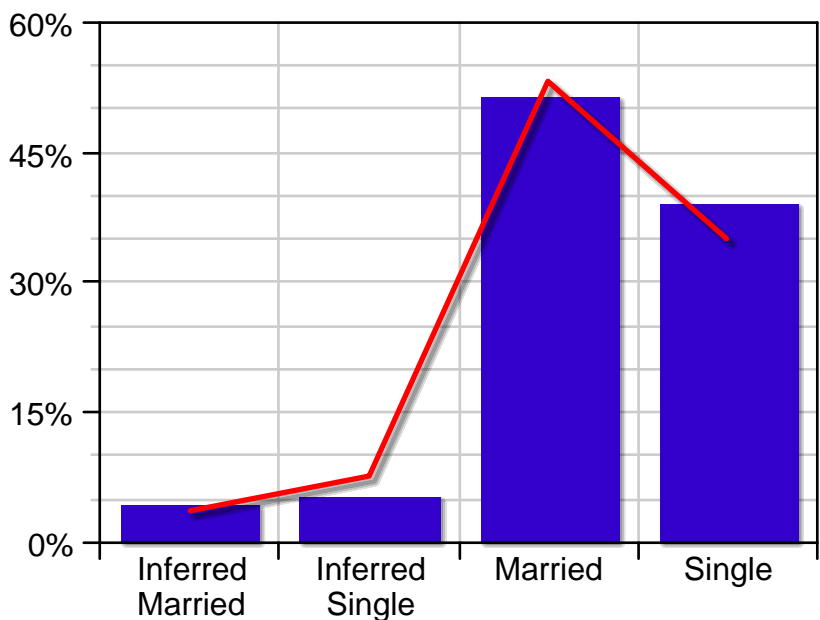
Household Education Level is "Completed College" for 30.18% of customers.

## Head of Household Age (Red: Nationwide Average)



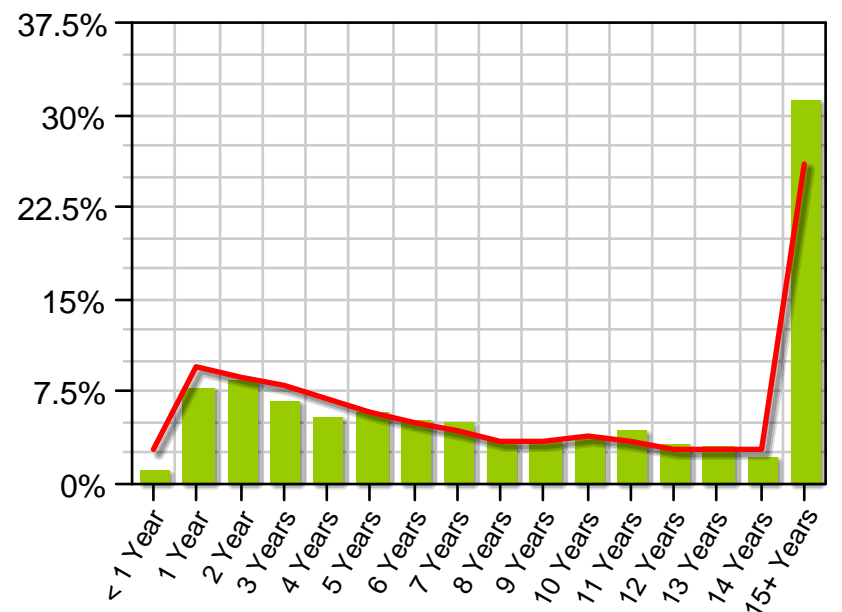
5.46% of customers have Head of Household Age of "58" (based on the 94% of customers with known values).

## Marital Status (Red: Nationwide Average)



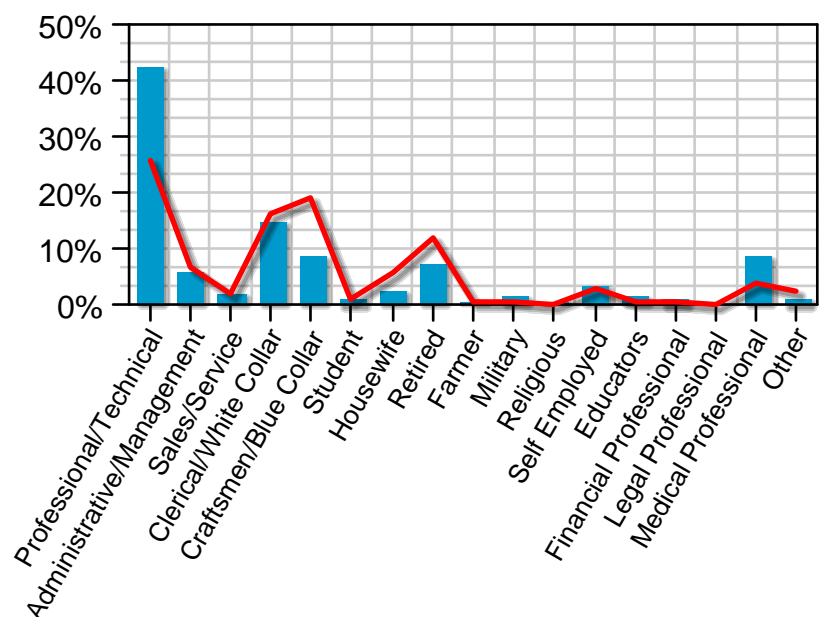
51.33% of customers have Marital Status of "Married".

## Length of Residence (Red: Nationwide Average)



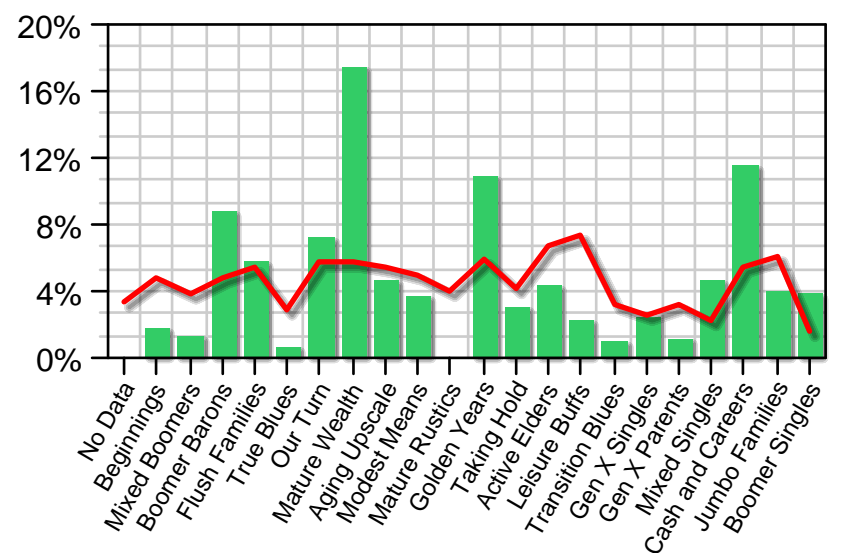
Length of Residence is "15+ Years" for 31.12% of customers (based on the 97% of customers with known values).

## Head of Household Occupation (Red: Nationwide Average)



Head of Household Occupation is "Professional/Technical" for 42.59% of customers (based on the 63% of customers with known values).

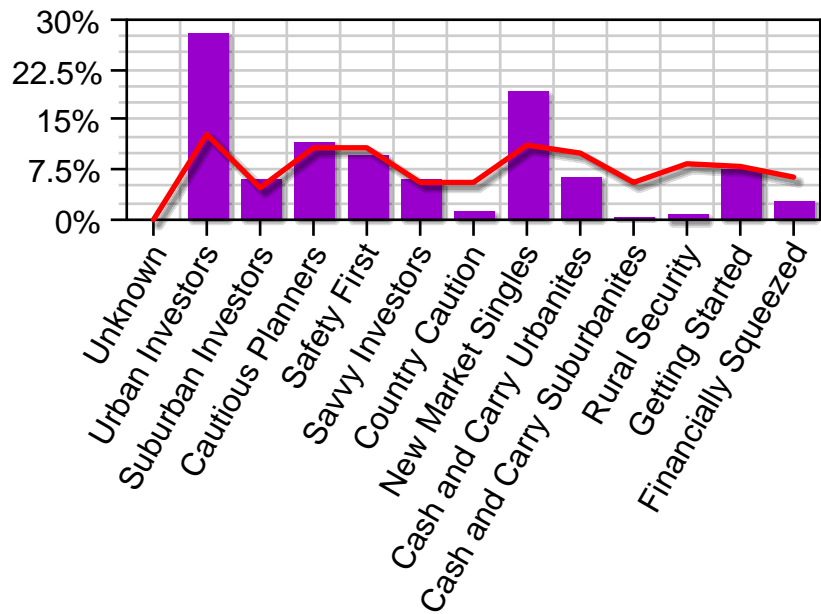
## Personix Group Code - GA (Red: Nationwide Average)



17.42% of customers have Personix Group Code - GA of "Mature Wealth".

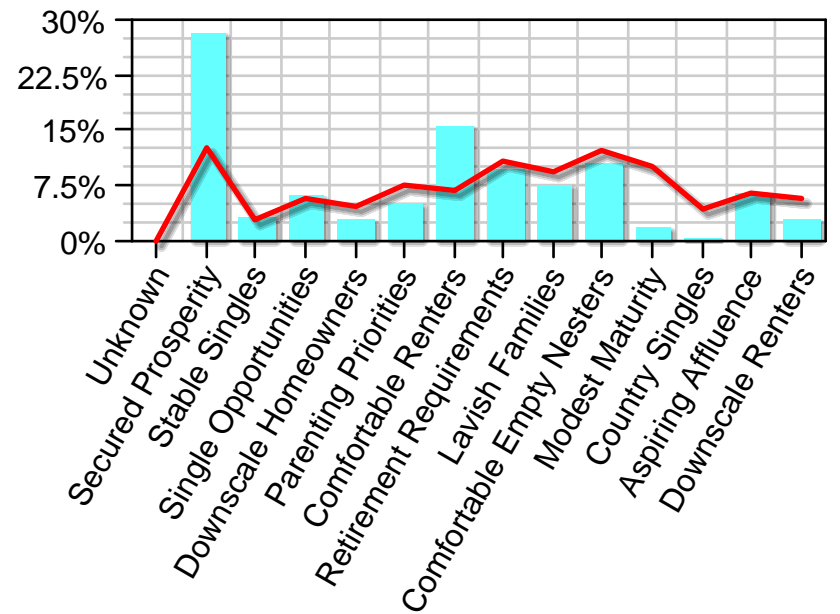
# Profile Report - Franchise

## Personicx Financial Codes (Red: Nationwide Average)



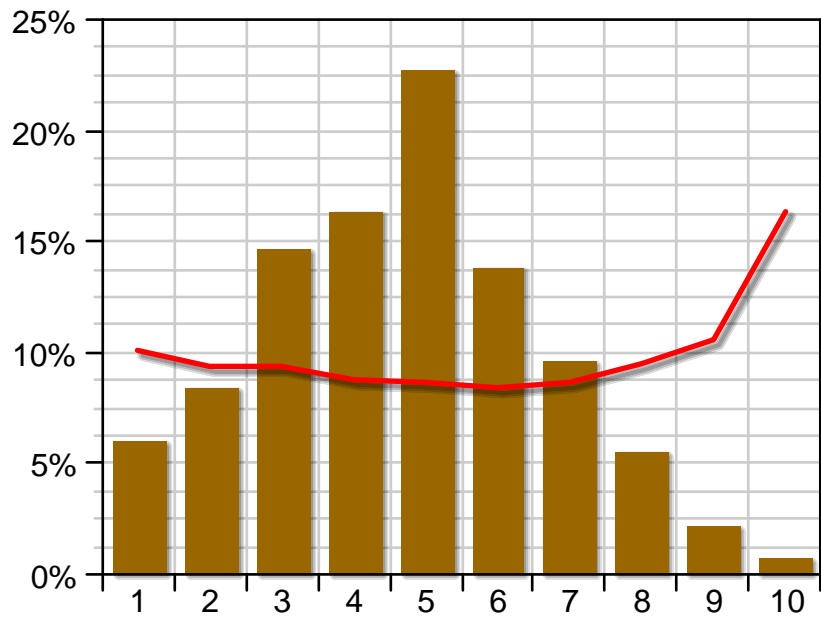
28.17% of customers have Personicx Financial Codes of "Urban Investors".

## Personicx Insurance Codes (Red: Nationwide Average)



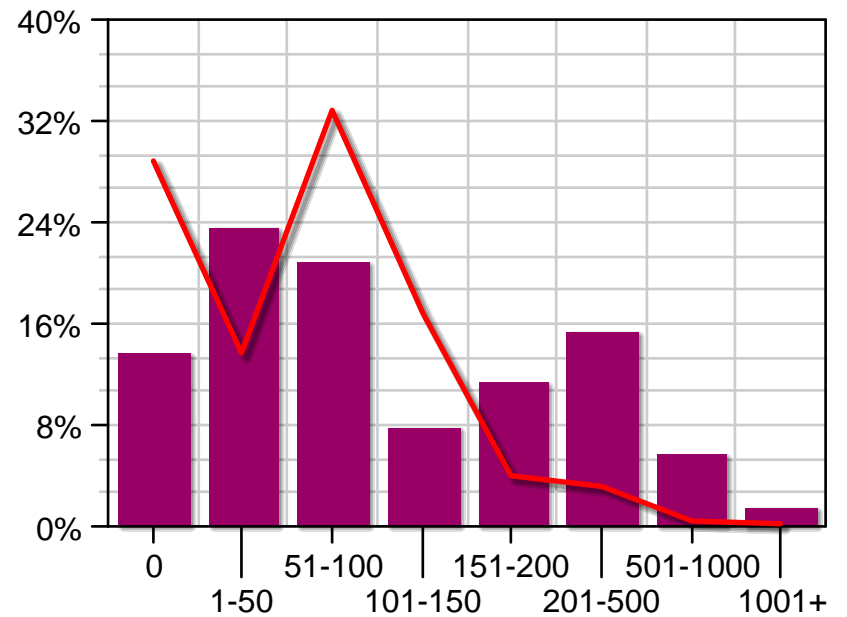
Personicx Insurance Codes is "Secured Prosperity" for 28.17% of customers.

## Genalytics Recession Sensitivity Decile (Red: Nationwide Average)



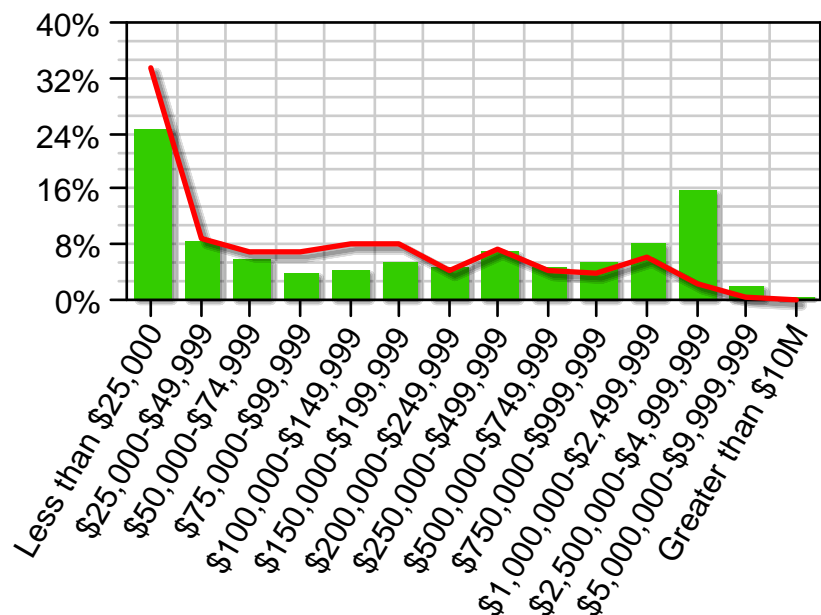
Genalytics Recession Sensitivity Decile is "5" for 22.7% of customers.

## Genalytics Discretionary Income Index Range (Red: Nationwide Average)



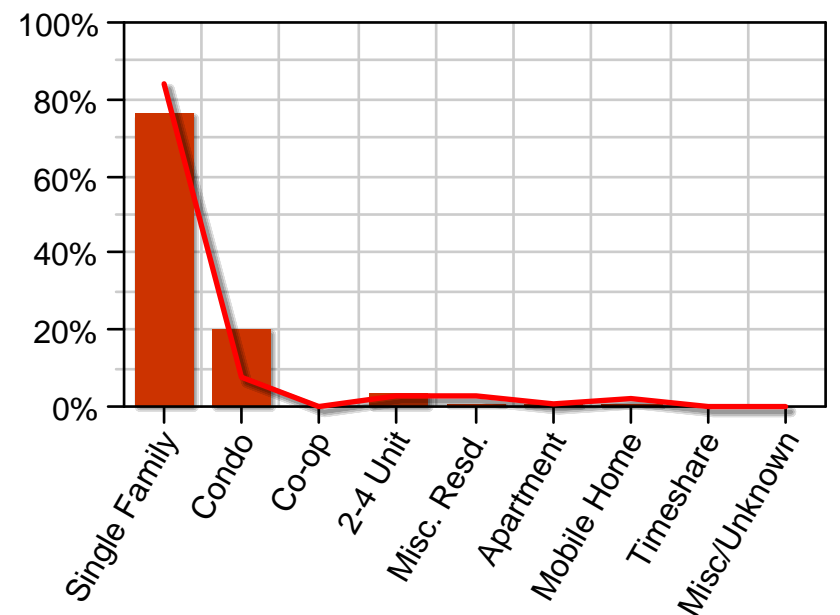
Genalytics Discretionary Income Index Range is "1-50" for 23.5% of customers.

## Genalytics Net Worth (Red: Nationwide Average)



Genalytics Net Worth is "Less than \$25,000" for 24.56% of customers.

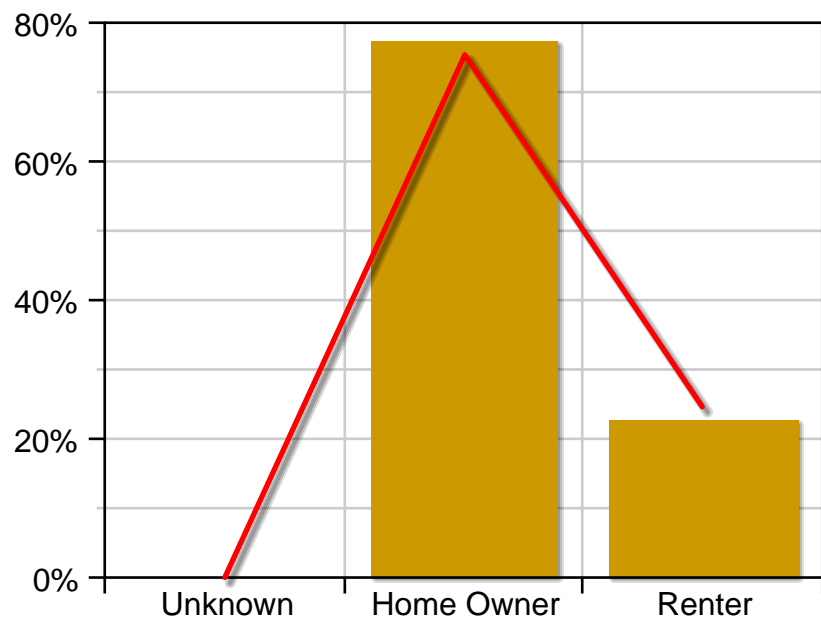
## Home Structure Type Detail (Red: Nationwide Average)



Home Structure Type Detail is "Single Family" for 76.36% of customers (based on the 73% of customers with known values).

# Profile Report - Franchise

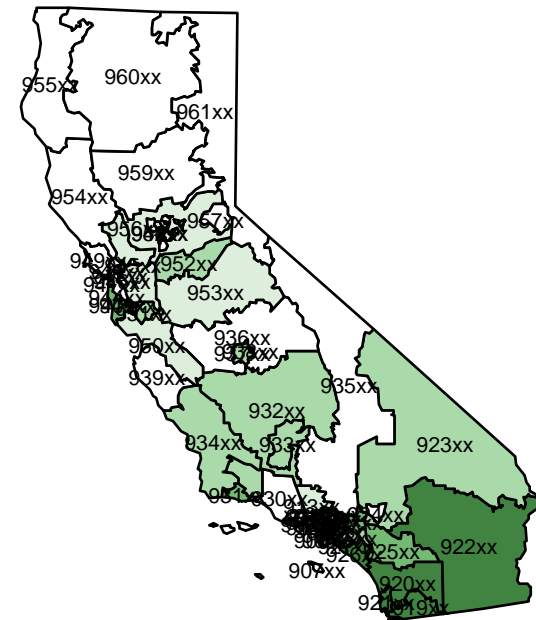
**Owner Type (Red: Nationwide Average)**



Owner Type is "Home Owner" for 77.19% of customers.

**State: CA**

Concentration: Higher ■ Lower ■



Population concentration for the state of: CA