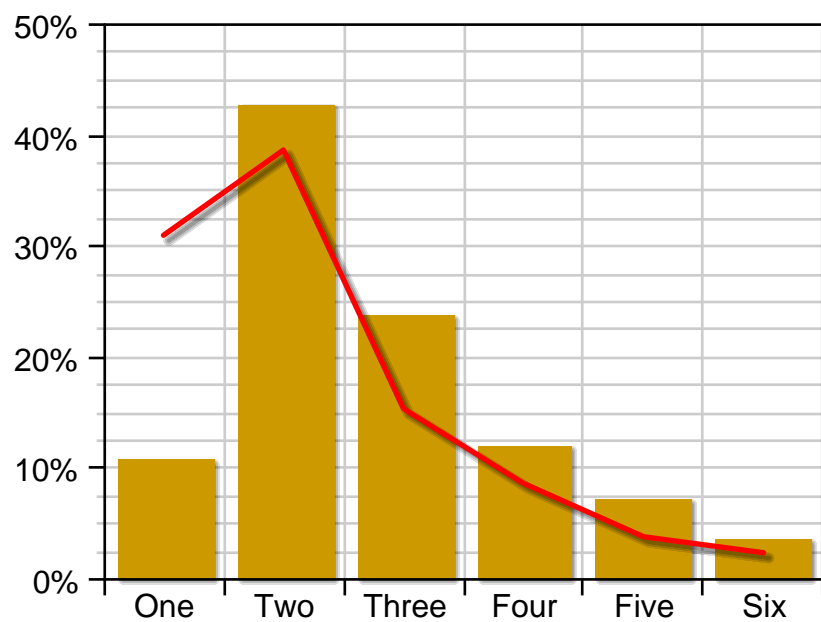


Profile Report - Home Improvement

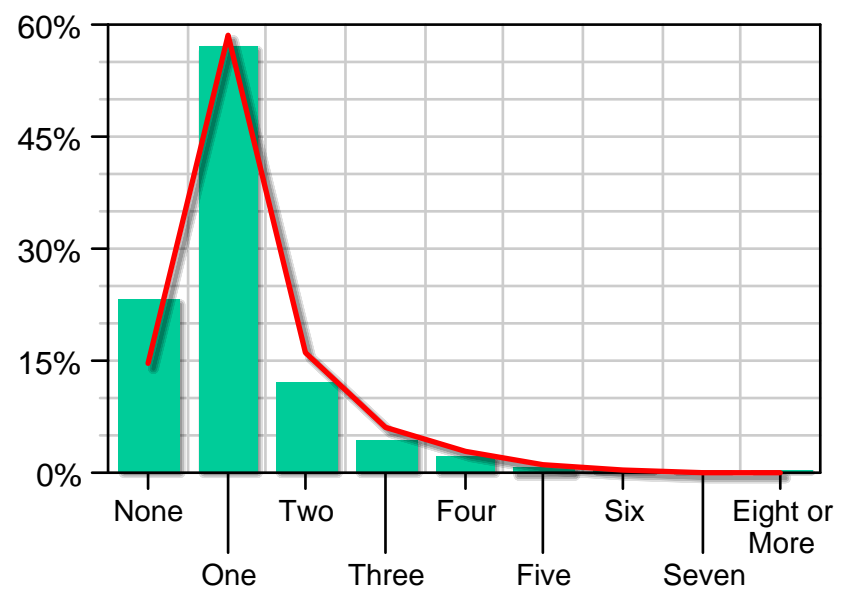
Customer File Name	Upload Date	Match Count
home_improvement.txt	07/13/09	2622 of 3239 names

Number of Adults (Red: Nationwide Average)



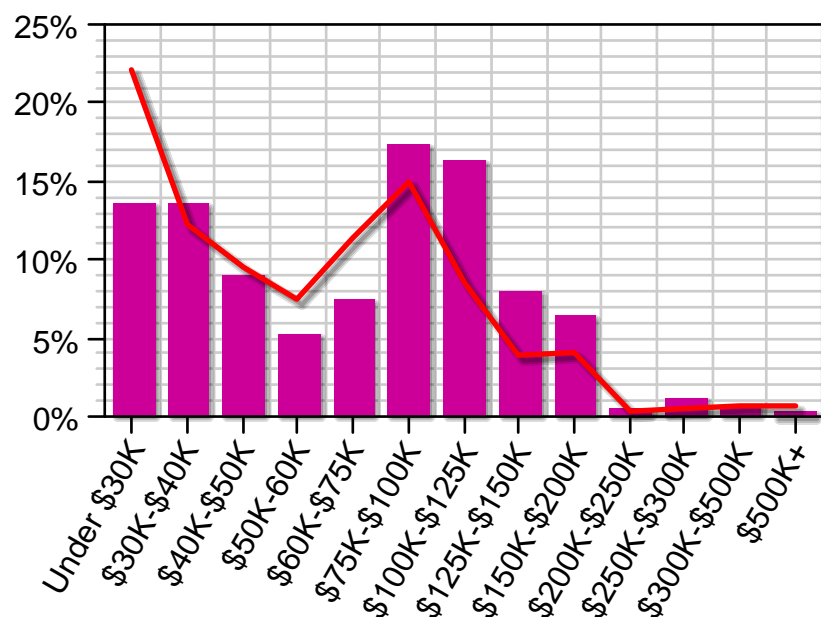
42.82% of customers have Number of Adults of "Two" (based on the 99% of customers with known values).

Total Number of Children (Red: Nationwide Average)



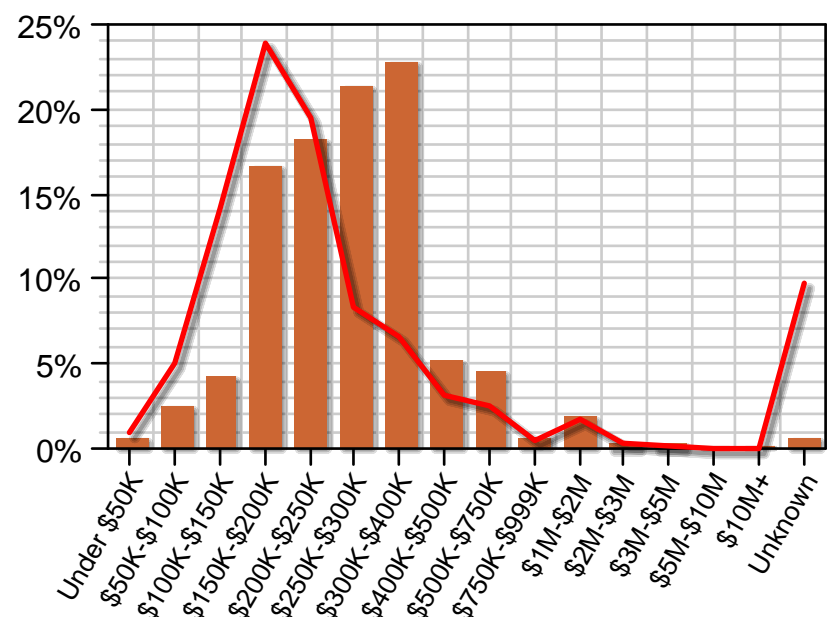
Total Number of Children is "One" for 57.2% of customers (based on the 69% of customers with known values).

Genalytics Income Range Code New (Red: Nationwide Average)



Genalytics Income Range Code New is "\$75K-\$100K" for 17.3% of customers.

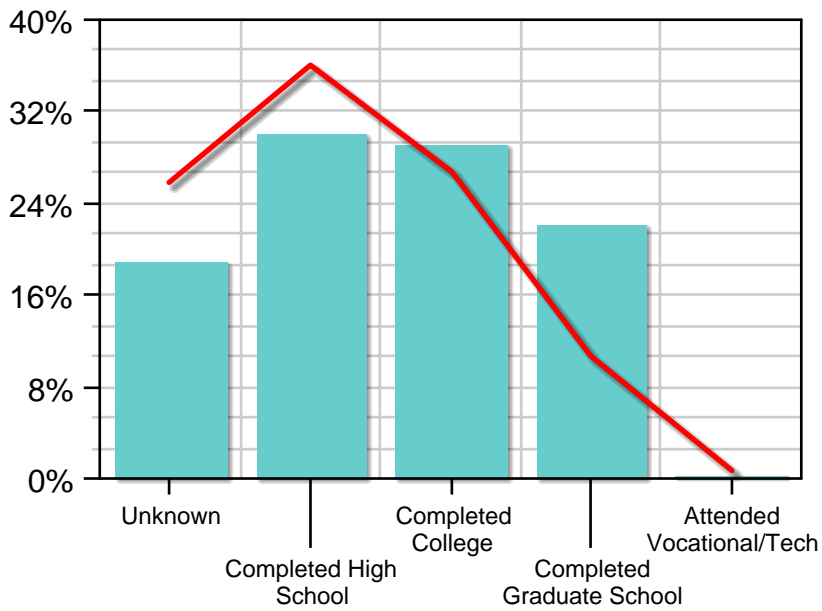
Genalytics Home Value Estimate - New (Red: Nationwide Average)



Genalytics Home Value Estimate - New is "\$300K-\$400K" for 22.75% of customers.

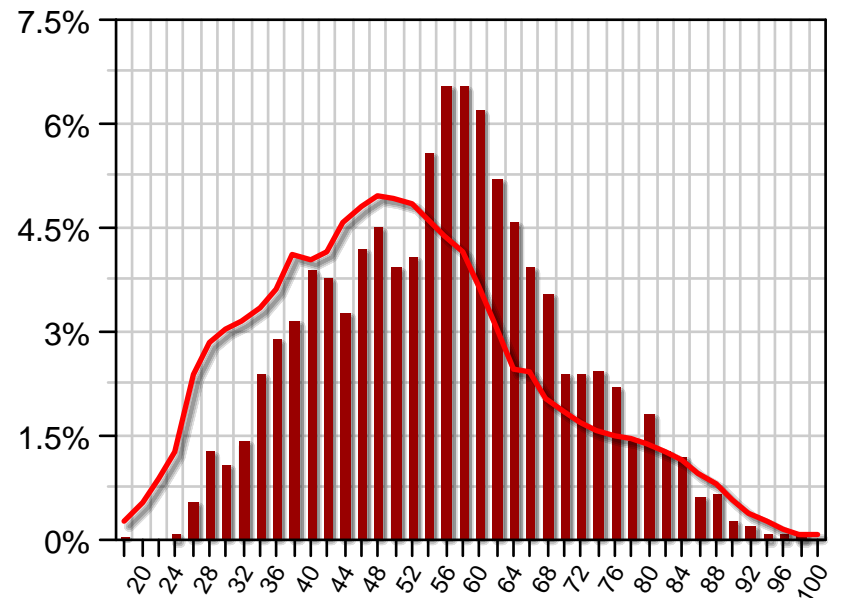
Profile Report - Home Improvement

Household Education Level (Red: Nationwide Average)



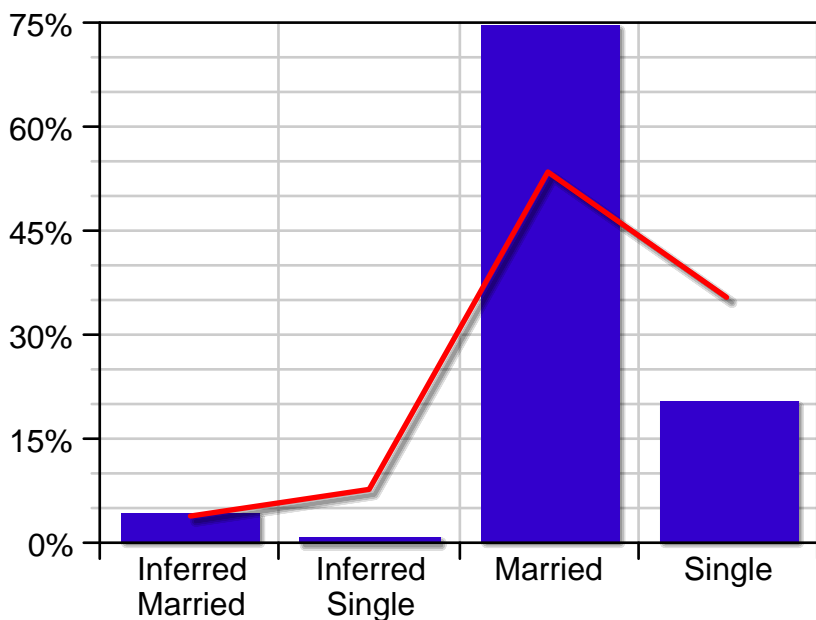
29.89% of customers have Household Education Level of "Completed High School".

Head of Household Age (Red: Nationwide Average)



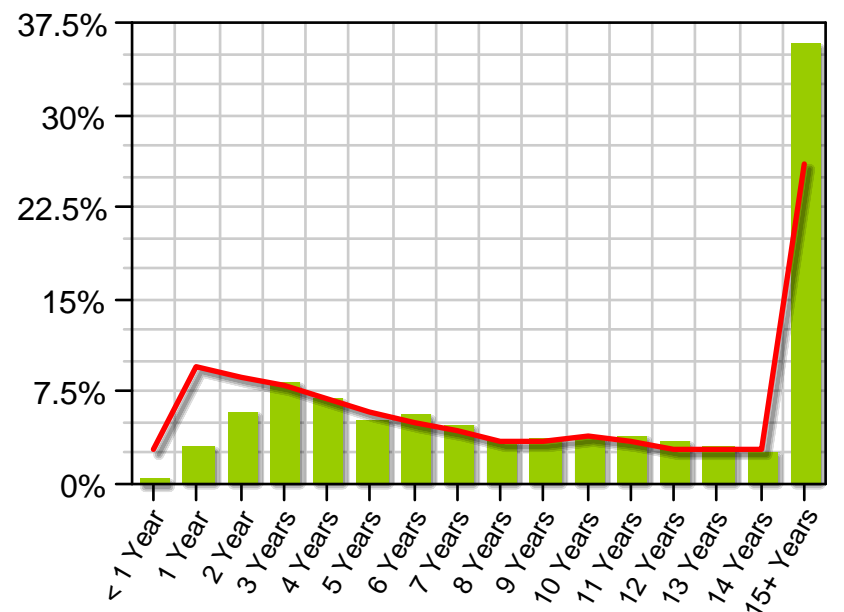
6.53% of customers have Head of Household Age of "56 or 58" (based on the 97% of customers with known values).

Marital Status (Red: Nationwide Average)



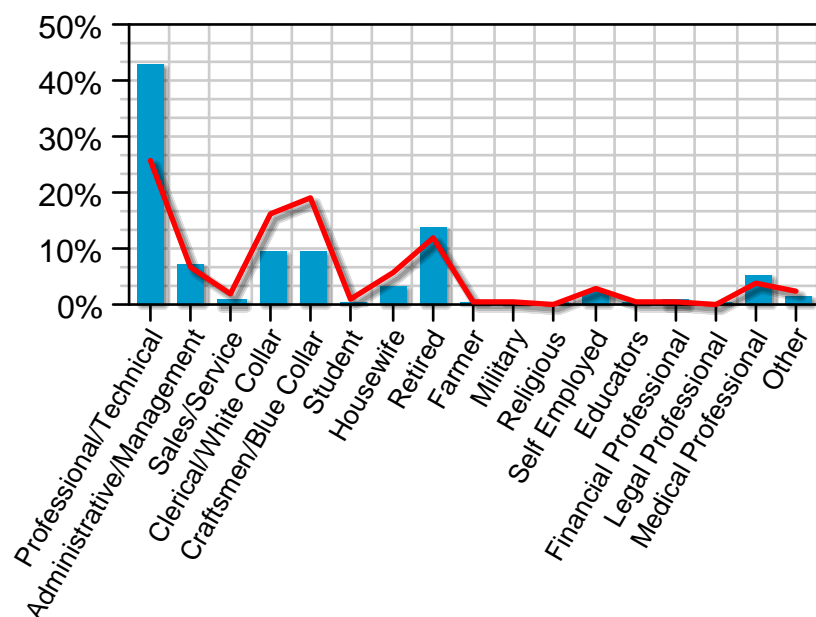
74.78% of customers have Marital Status of "Married".

Length of Residence (Red: Nationwide Average)



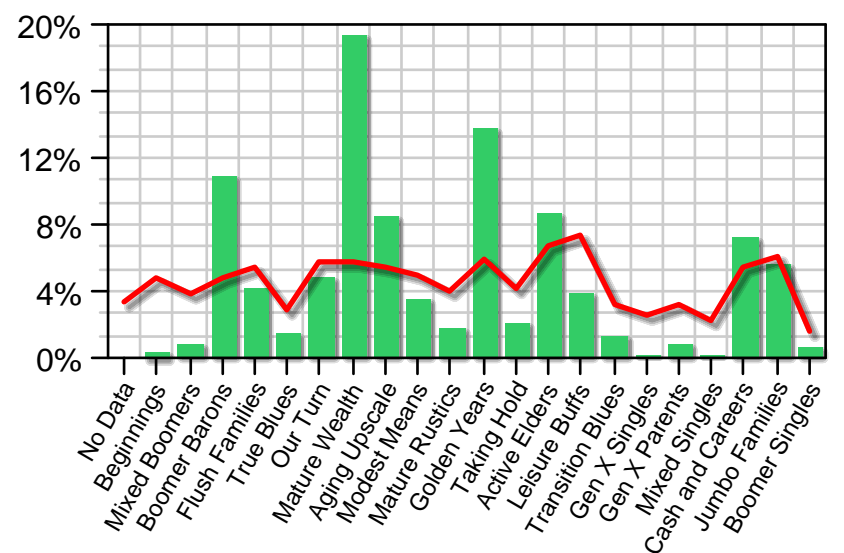
35.84% of customers have Length of Residence of "15+ Years" (based on the 99% of customers with known values).

Head of Household Occupation (Red: Nationwide Average)



Head of Household Occupation is "Professional/Technical" for 42.64% of customers (based on the 73% of customers with known values).

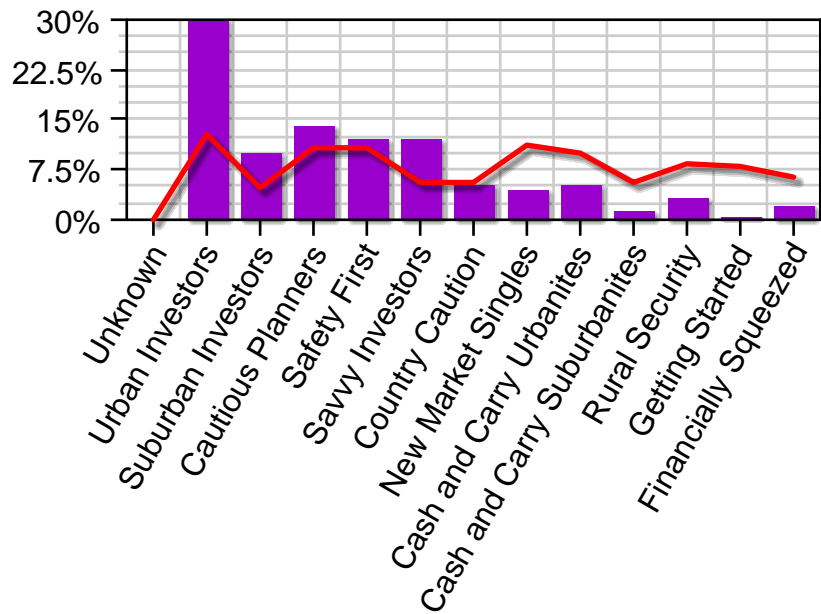
Personicx Group Code - GA (Red: Nationwide Average)



Personicx Group Code - GA is "Mature Wealth" for 19.4% of customers.

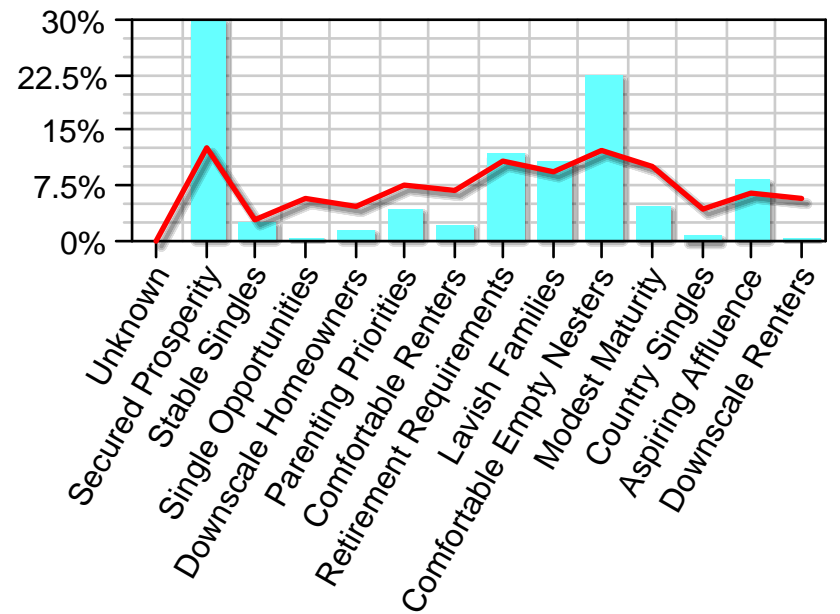
Profile Report - Home Improvement

Personicx Financial Codes (Red: Nationwide Average)



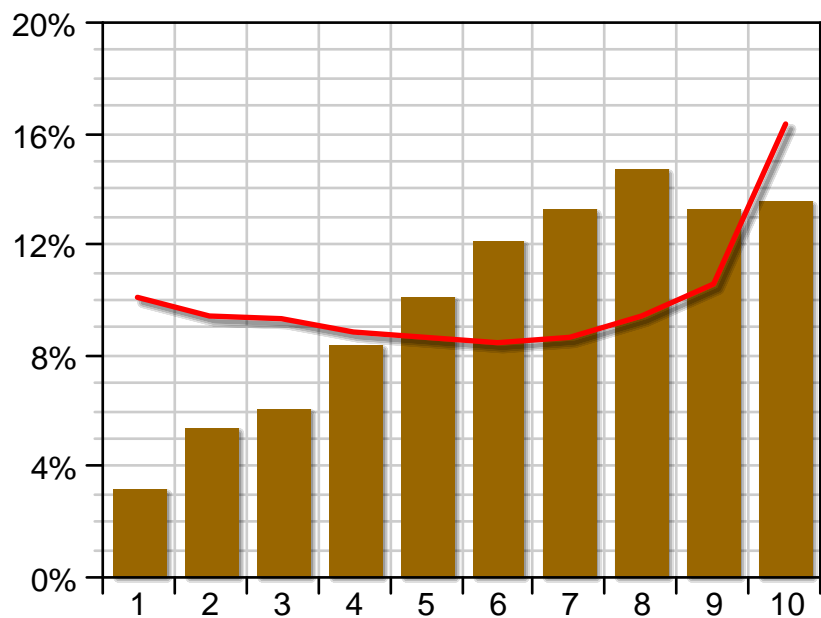
Personicx Financial Codes is "Urban Investors" for 29.89% of customers.

Personicx Insurance Codes (Red: Nationwide Average)



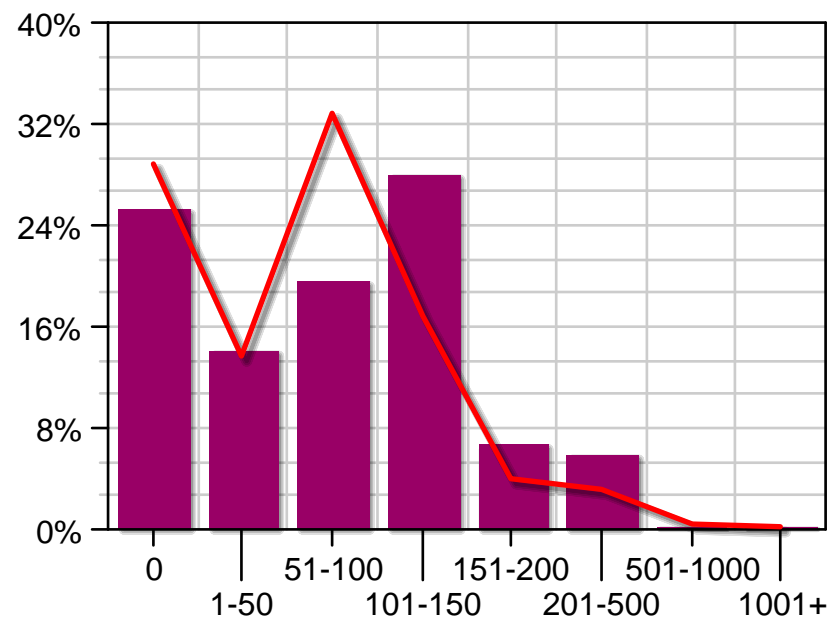
29.89% of customers have Personicx Insurance Codes of "Secured Prosperity".

Genalytics Recession Sensitivity Decile (Red: Nationwide Average)



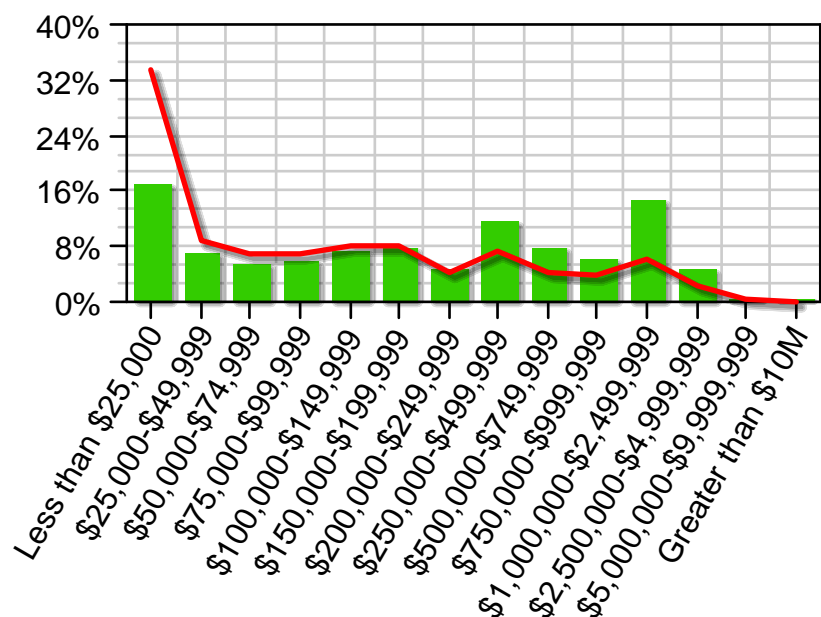
Genalytics Recession Sensitivity Decile is "8" for 14.68% of customers.

Genalytics Discretionary Income Index Range (Red: Nationwide Average)



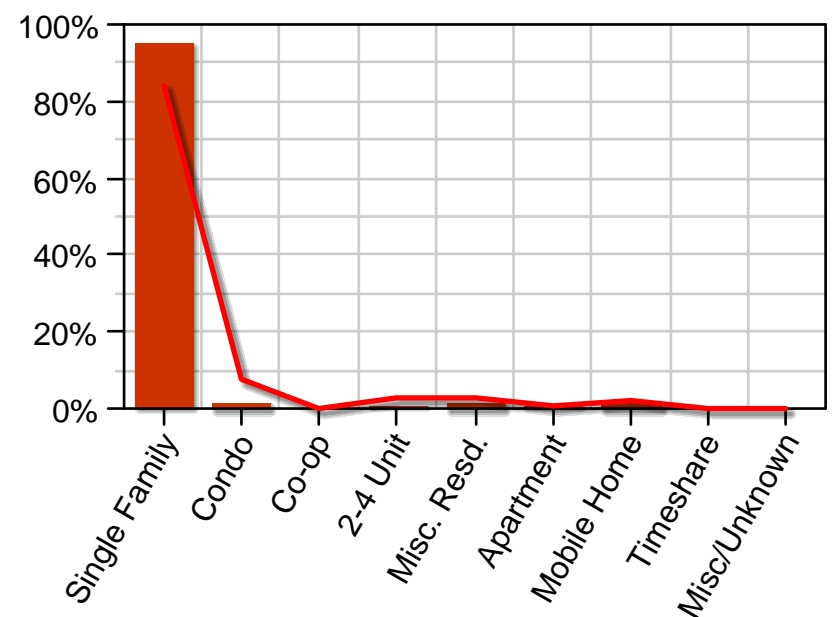
Genalytics Discretionary Income Index Range is "101-150" for 28.07% of customers.

Genalytics Net Worth (Red: Nationwide Average)



Genalytics Net Worth is "Less than \$25,000" for 16.9% of customers.

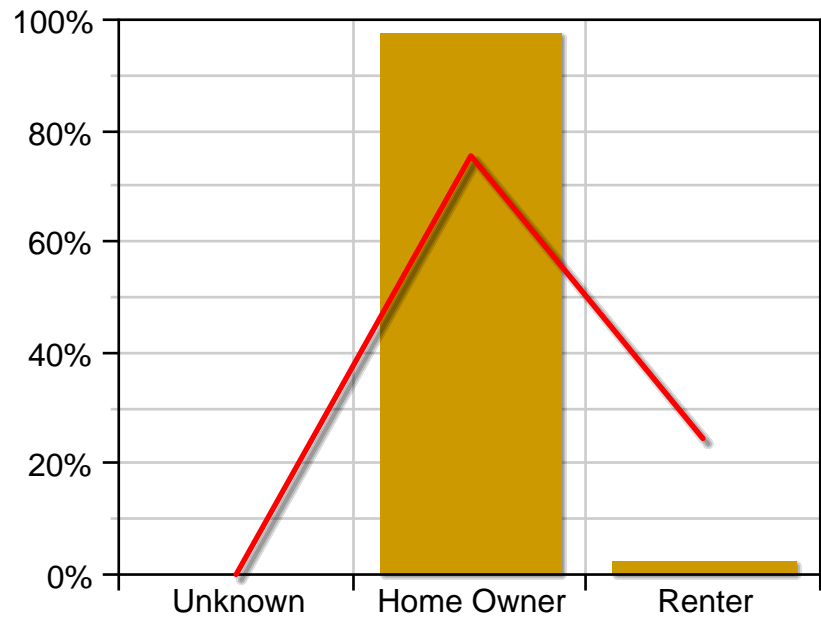
Home Structure Type Detail (Red: Nationwide Average)



Home Structure Type Detail is "Single Family" for 94.82% of customers (based on the 86% of customers with known values).

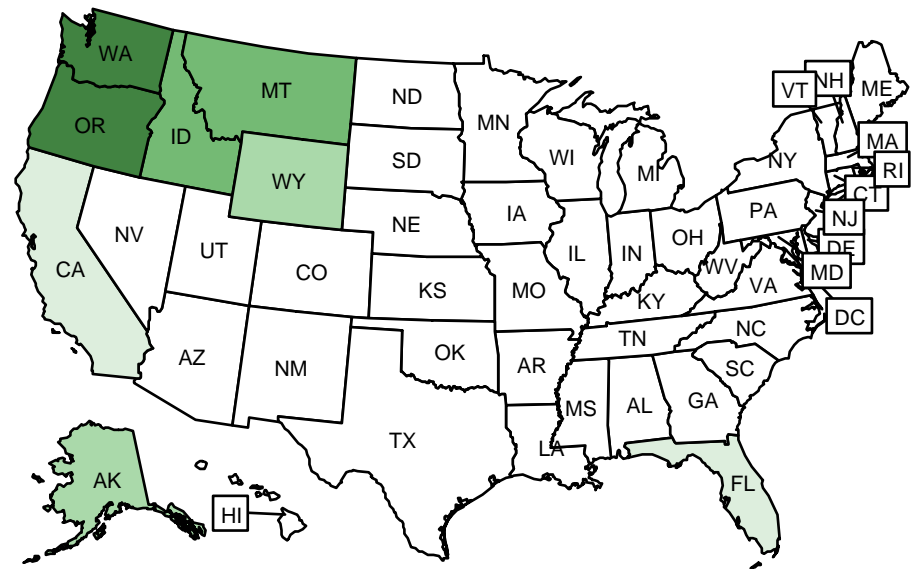
Profile Report - Home Improvement

Owner Type (Red: Nationwide Average)



97.57% of customers have Owner Type of "Home Owner".

US Concentration: Higher (Dark Green) Lower (Light Green)



Population concentration for: US