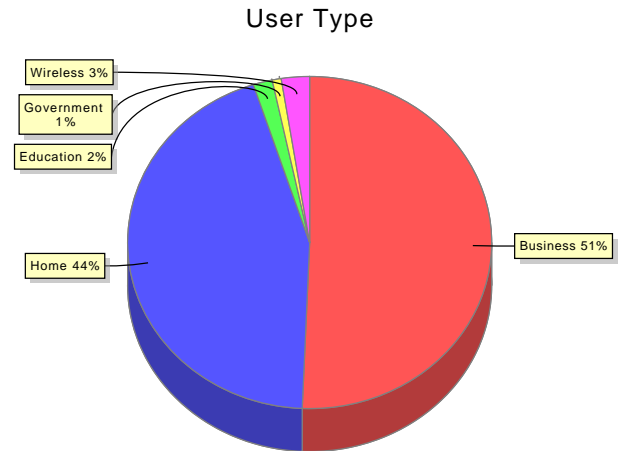
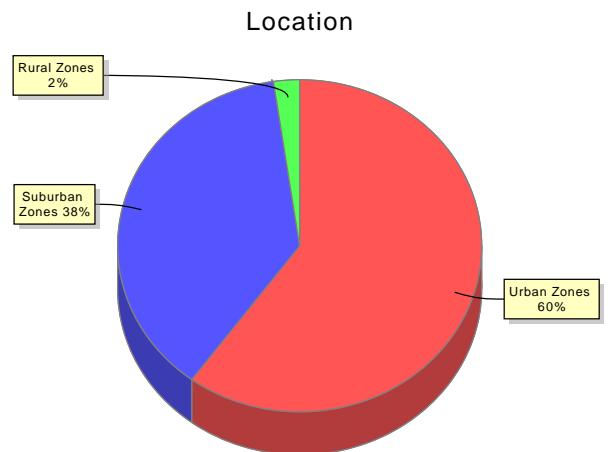


| Zone Summary | | Coverage | |
|----------------------------------|-----------|-----------------|---------|
| Total Number of Uploaded Records | 144,375 | Unique Zipcodes | 12,241 |
| Matched Records | 129,029 | Unique Cities | 7,706 |
| Matched Percentage | 89.4% | Unique States | 51 |
| Population | 2,262,073 | Unique Zones | 368,819 |

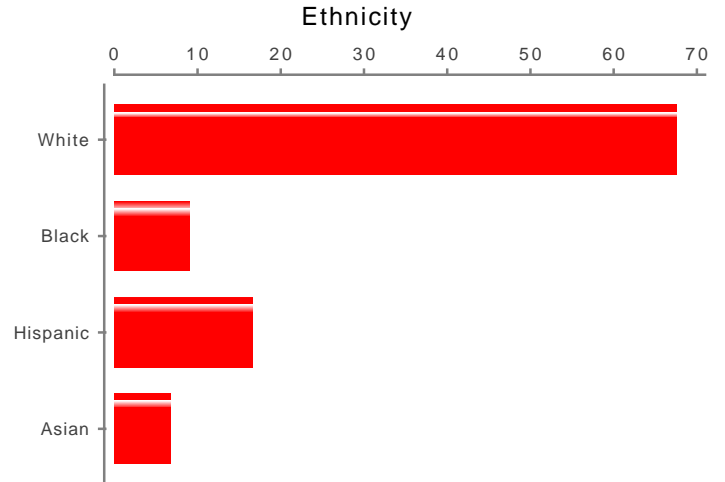
| User Type | | |
|------------|---------|---------|
| Value | Match % | Zones |
| Business | 50.6% | 196,389 |
| Home | 44.3% | 171,705 |
| Education | 1.7% | 6,775 |
| Government | 0.8% | 3,260 |
| Wireless | 2.5% | 9,627 |



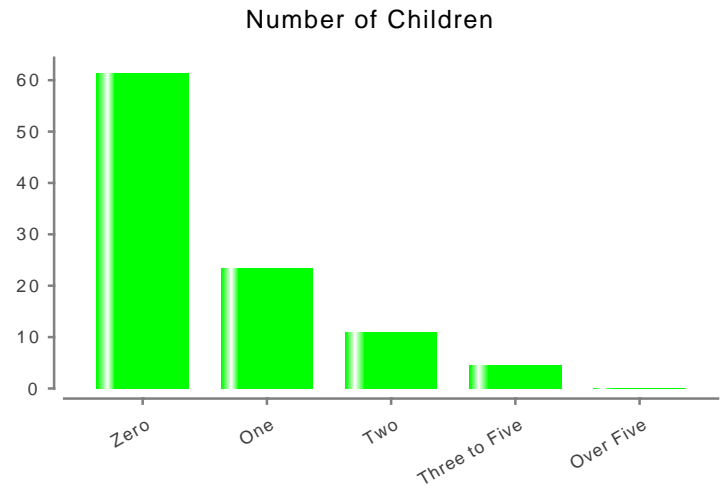
| Location | | |
|----------------|---------|---------|
| Value | Match % | Zones |
| Urban Zones | 60.1% | 221,642 |
| Suburban Zones | 37.6% | 138,699 |
| Rural Zones | 2.3% | 8,478 |



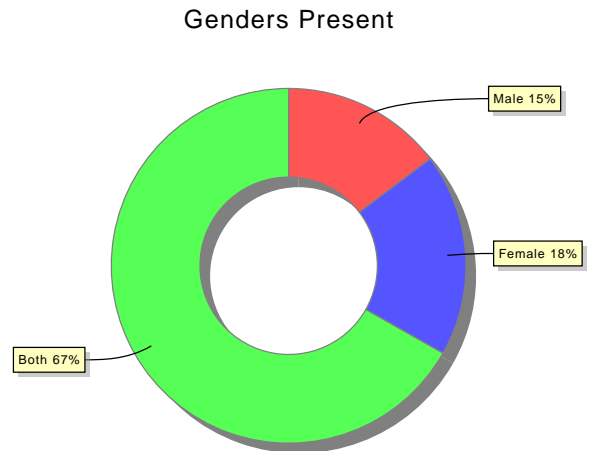
| Ethnicity | | |
|-----------|---------|-----------|
| Value | Match % | People |
| White | 67.6% | 1,141,916 |
| Black | 9.0% | 151,723 |
| Hispanic | 16.6% | 279,703 |
| Asian | 6.8% | 114,835 |



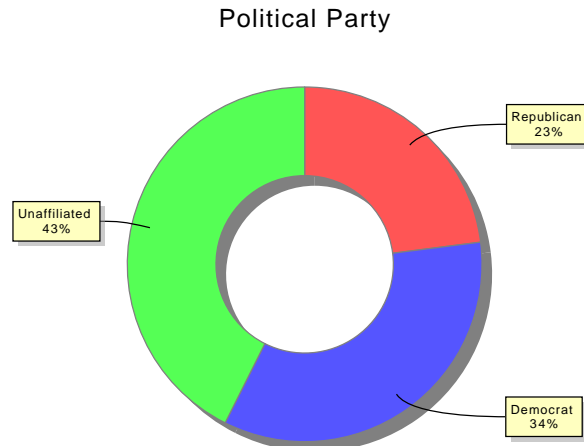
| Number of Children | | |
|--------------------|---------|---------|
| Value | Match % | People |
| Zero | 61.3% | 381,590 |
| One | 23.3% | 144,804 |
| Two | 10.9% | 67,602 |
| Three to Five | 4.5% | 27,907 |
| Over Five | 0.0% | 311 |



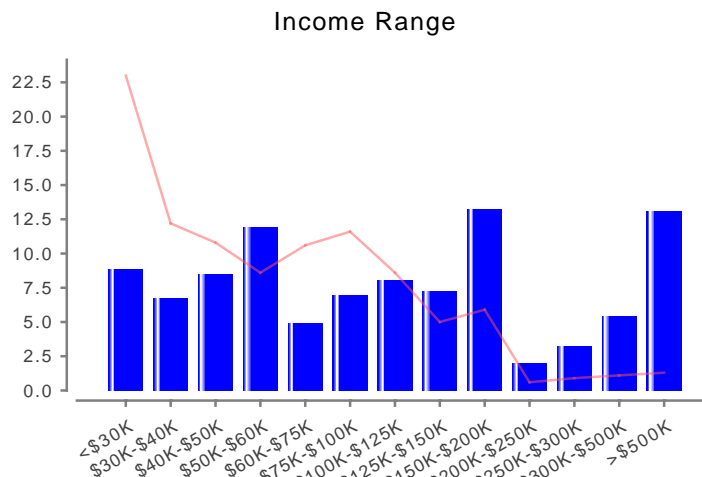
| Genders Present | | |
|-----------------|---------|-----------|
| Value | Match % | People |
| Male | 14.7% | 321,525 |
| Female | 18.5% | 405,241 |
| Both | 66.8% | 1,459,937 |



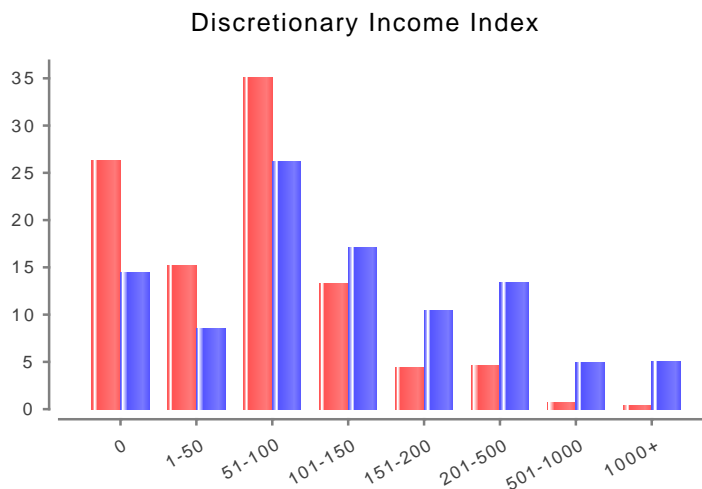
| Political Party | | |
|-----------------|---------|---------|
| Value | Match % | People |
| Republican | 23.0% | 361,478 |
| Democrat | 34.4% | 539,319 |
| Unaffiliated | 42.6% | 667,876 |



| Income Range | | | |
|---------------|---------|---------|---------|
| Value | Match % | +/- Avg | People |
| <\$30K | 8.8% | -14.2% | 199,657 |
| \$30K-\$40K | 6.7% | -5.5% | 152,118 |
| \$40K-\$50K | 8.5% | -2.3% | 193,133 |
| \$50K-\$60K | 11.9% | +3.3% | 269,072 |
| \$60K-\$75K | 4.9% | -5.7% | 111,234 |
| \$75K-\$100K | 6.9% | -4.7% | 155,058 |
| \$100K-\$125K | 8.0% | -0.6% | 181,835 |
| \$125K-\$150K | 7.2% | +2.2% | 163,201 |
| \$150K-\$200K | 13.2% | +7.3% | 298,666 |
| \$200K-\$250K | 2.0% | +1.4% | 46,255 |
| \$250K-\$300K | 3.2% | +2.3% | 73,244 |
| \$300K-\$500K | 5.4% | +4.3% | 122,191 |
| >\$500K | 13.1% | +11.8% | 296,409 |

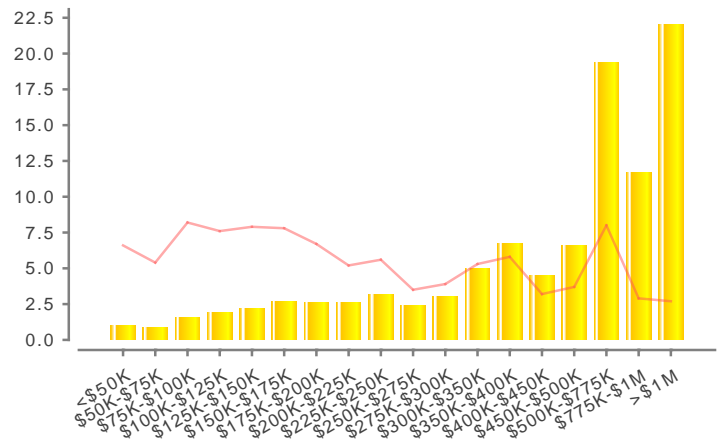


| Discretionary Income Index | | | |
|----------------------------|---------|---------|---------|
| Value | Match % | +/- Avg | People |
| 0 | 14.5% | -11.8% | 327,465 |
| 1-50 | 8.5% | -6.7% | 193,402 |
| 51-100 | 26.2% | -8.9% | 592,985 |
| 101-150 | 17.1% | +3.8% | 387,706 |
| 151-200 | 10.4% | +6.0% | 234,996 |
| 201-500 | 13.4% | +8.8% | 302,359 |
| 501-1000 | 4.9% | +4.2% | 110,113 |
| 1000+ | 5.0% | +4.6% | 113,047 |



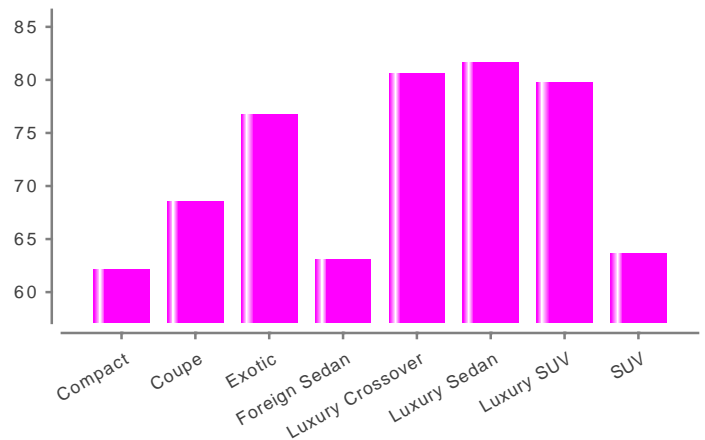
| Home Value | | | |
|---------------|---------|---------|---------|
| Value | Match % | +/- Avg | People |
| <\$50K | 1.0% | -5.6% | 19,253 |
| \$50K-\$75K | 0.9% | -4.5% | 16,853 |
| \$75K-\$100K | 1.6% | -6.6% | 30,318 |
| \$100K-\$125K | 1.9% | -5.7% | 34,368 |
| \$125K-\$150K | 2.2% | -5.7% | 40,151 |
| \$150K-\$175K | 2.7% | -5.1% | 50,047 |
| \$175K-\$200K | 2.6% | -4.1% | 48,993 |
| \$200K-\$225K | 2.6% | -2.6% | 47,547 |
| \$225K-\$250K | 3.2% | -2.4% | 59,471 |
| \$250K-\$275K | 2.4% | -1.1% | 44,547 |
| \$275K-\$300K | 3.0% | -0.9% | 55,202 |
| \$300K-\$350K | 5.0% | -0.3% | 93,125 |
| \$350K-\$400K | 6.7% | +0.9% | 123,235 |
| \$400K-\$450K | 4.5% | +1.3% | 84,132 |
| \$450K-\$500K | 6.6% | +2.9% | 122,033 |
| \$500K-\$775K | 19.4% | +11.4% | 358,663 |
| \$775K-\$1M | 11.7% | +8.8% | 216,968 |
| >\$1M | 22.0% | +19.3% | 407,986 |

Home Value



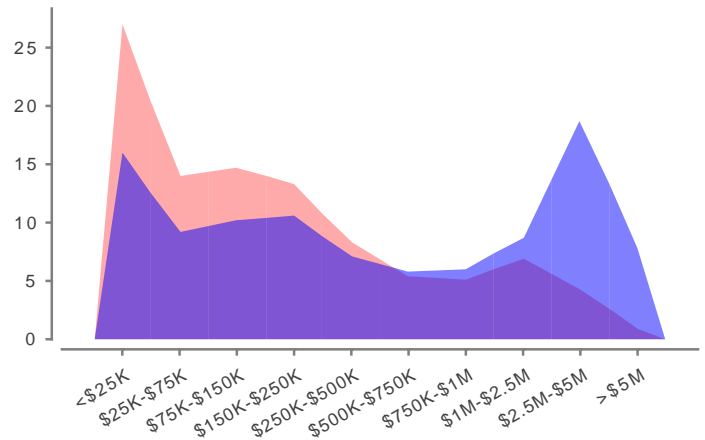
| Auto Consideration Set | |
|------------------------|---------------|
| Value | Top 5 Deciles |
| Compact | 62.1% |
| Coupe | 68.5% |
| Exotic | 76.7% |
| Foreign Sedan | 63.1% |
| Luxury Crossover | 80.6% |
| Luxury Sedan | 81.6% |
| Luxury SUV | 79.8% |
| SUV | 63.6% |

Auto Consideration Set



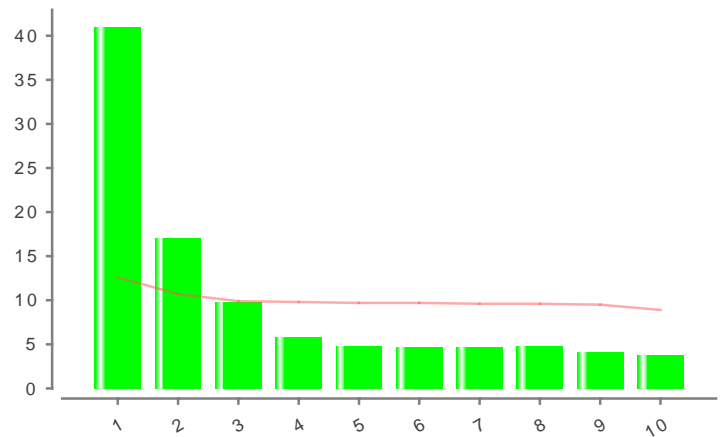
| Net Worth | | | |
|---------------|---------|---------|---------|
| Value | Match % | +/- Avg | People |
| <\$25K | 16.0% | -11.0% | 360,829 |
| \$25K-\$75K | 9.2% | -4.8% | 208,309 |
| \$75K-\$150K | 10.2% | -4.5% | 230,485 |
| \$150K-\$250K | 10.6% | -2.7% | 240,620 |
| \$250K-\$500K | 7.1% | -1.2% | 159,646 |
| \$500K-\$750K | 5.8% | +0.4% | 130,614 |
| \$750K-\$1M | 6.0% | +0.9% | 136,250 |
| \$1M-\$2.5M | 8.7% | +1.8% | 195,739 |
| \$2.5M-\$5M | 18.7% | +14.4% | 423,204 |
| >\$5M | 7.8% | +6.9% | 176,377 |

Net Worth

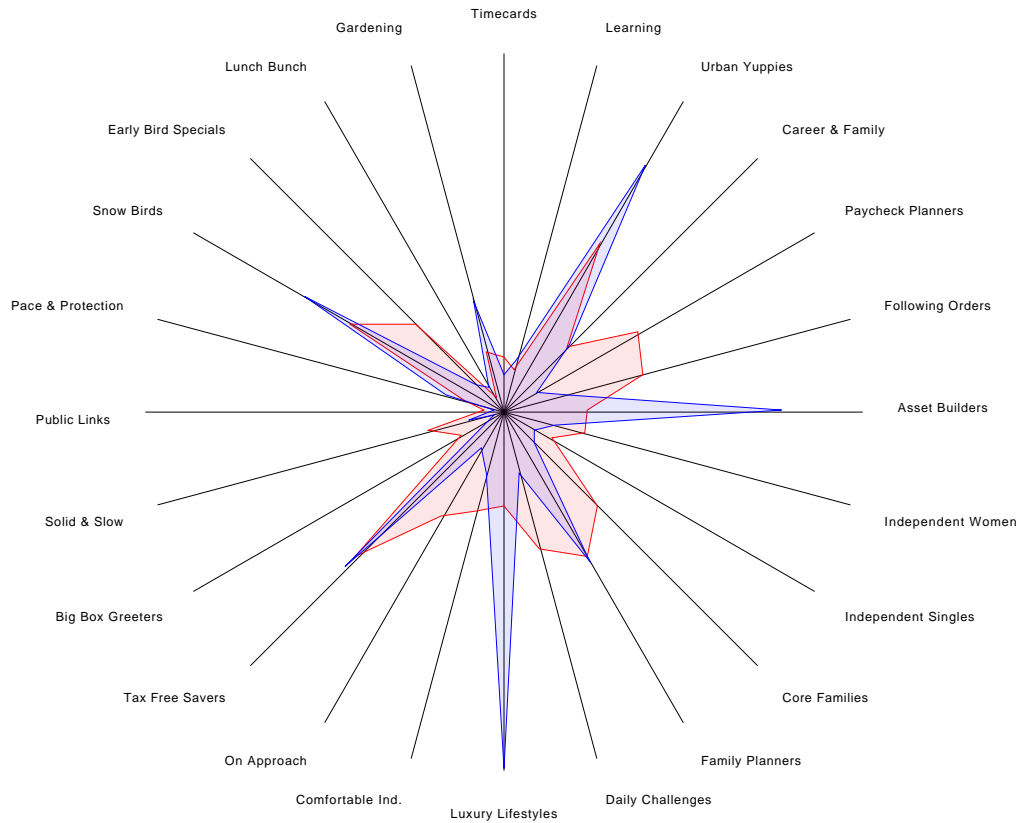


| Invested Assets Decile | | | |
|------------------------|---------|---------|---------|
| Value | Match % | +/- Avg | People |
| 1 | 40.9% | +28.3% | 892,844 |
| 2 | 17.0% | +6.3% | 372,284 |
| 3 | 9.8% | -0.1% | 214,150 |
| 4 | 5.8% | -4.0% | 125,733 |
| 5 | 4.7% | -5.0% | 102,400 |
| 6 | 4.6% | -5.1% | 101,239 |
| 7 | 4.6% | -5.0% | 100,537 |
| 8 | 4.8% | -4.8% | 104,149 |
| 9 | 4.1% | -5.4% | 89,779 |
| 10 | 3.7% | -5.2% | 81,212 |

Invested Assets Decile



Social Matrix



Social Matrix

| Value | Match % | +/- Avg | People | Value | Match % | +/- Avg | People |
|---------------------|---------|---------|--------|---------------------|---------|---------|--------|
| Timecards | 1.5% | -0.7% | 33899 | Luxury Lifestyles | 14.7% | +10.8% | 333543 |
| Learning | 2.2% | +0.5% | 49740 | Comfortable Ind. | 2.7% | -1.6% | 62130 |
| Urban Yuppies | 11.7% | +3.8% | 263903 | On Approach | 1.7% | -3.3% | 39501 |
| Career & Family | 3.9% | +0.2% | 89321 | Tax Free Savers | 9.1% | +0.6% | 205871 |
| Paycheck Planners | 1.6% | -4.8% | 35172 | Big Box Greeters | 0.4% | -1.6% | 9623 |
| Following Orders | 2.7% | -3.2% | 60217 | Solid & Slow | 1.4% | -1.8% | 32049 |
| Asset Builders | 11.5% | +8.0% | 260891 | Public Links | 0.4% | -0.4% | 8794 |
| Independent Women | 2.2% | -1.3% | 49311 | Pace & Protection | 2.4% | +0.7% | 54888 |
| Independent Singles | 1.5% | -0.8% | 33480 | Snow Birds | 9.4% | +2.2% | 213718 |
| Core Families | 1.9% | -3.6% | 43706 | Early Bird Specials | 1.5% | -3.5% | 33946 |
| Family Planners | 7.1% | +0.2% | 159479 | Lunch Bunch | 1.1% | +0.5% | 25815 |
| Daily Challenges | 2.6% | -3.3% | 59840 | Gardening | 4.6% | +2.1% | 103236 |