

*Prepared for*

*Sample Client*

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*Customer Profile*  
*Wednesday, February 23, 2011*

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## Information and Support

Additional and more precise profile information, market intelligence, site location analysis and consumer data are available upon request. You may contact Compact Information Systems from 9:00 a.m. to 4:30 p.m., Monday through Friday, Pacific Standard Time.

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## Overview

This report was created by V12 Group and is intended to provide the user with as much valuable information as possible in a very economic fashion. This Customer Profile can help to better target your customer and prospect lists to increase response rates and sales. After reviewing these reports, you can decide how best to use the Compact Information Systems to target your marketing efforts.

The analysis pulled data from V12 Group's Consumer Masterfile including demographics, buyer data, interest data and lifestyle segmentation data. The Compact Information System's advanced analytics and marketing intelligence paints a descriptive snapshot of your customer database as it is today. These reports are directional in nature and do not include the power of a predictive regression model to evaluate all data points in relation to one another.

Upon receiving this customer database, V12 Group appended all available data in our Masterfile to each of your customer records. Then, the customer distribution of your file is compared to the average U.S consumer. The profile analysis includes percentages and in many cases an index to add value to the data.

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## Executive Summary

### Findings:

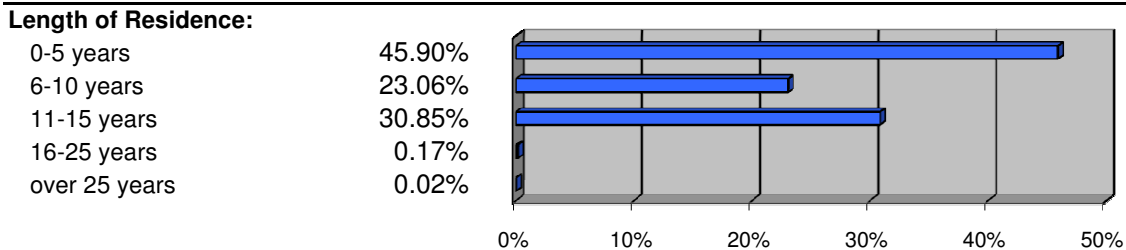
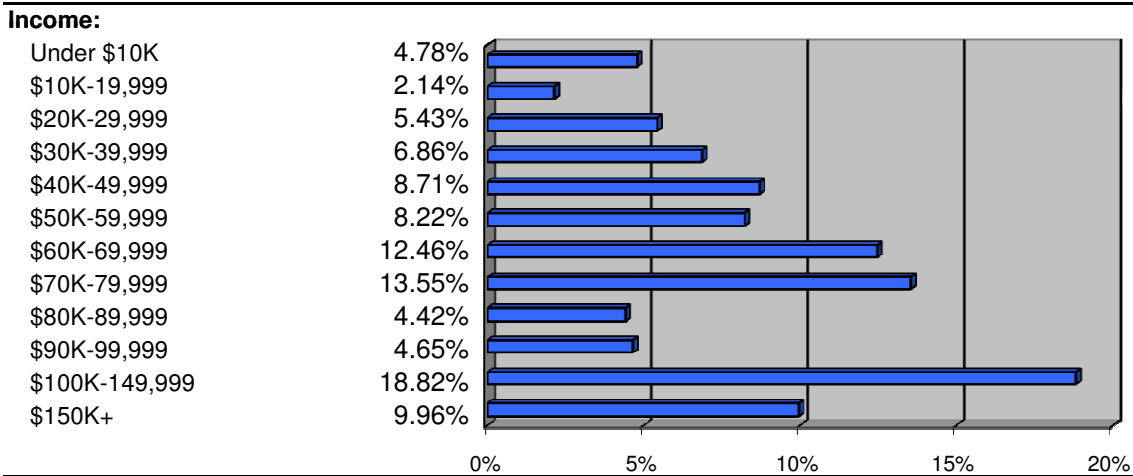
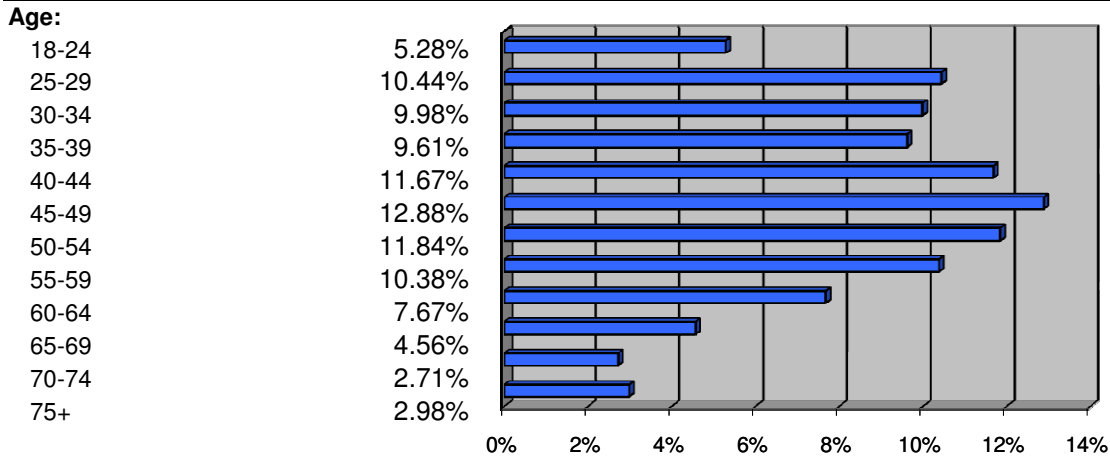
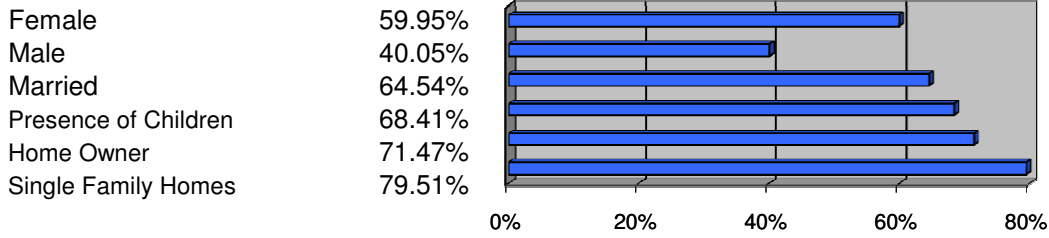
Your customers differ from the average buying public in several dimensions. Overall, your customers are 60% Female and 75% Age 25-59. Over 71% of customers own their homes. Additionally, 65% earn at least \$60K and 46% have a length of residence of less than 5 years.

Your customers are "Middle to Upper Middle Class" who are in their prime earning years, they have families and are conservative financially. Most are married, donate to charities, like to use plastic when making purchases and pursue family type activities.

Your customers tend to be interested in "the pursuit of happiness". Their interests are on growth opportunities and the necessities that fit their lifestyle. Finances and Health are important considerations for these customers and a total of 51% of your customers are found in 8 of the 40 ANGLERS segments.

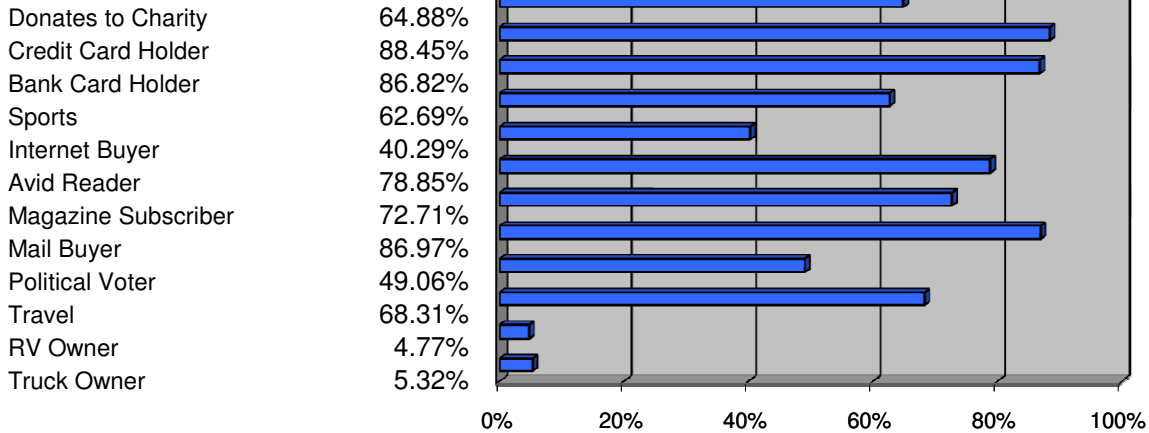
**Sample Client  
Profile Report Summary**

**V12 Group File:** 208,482,250  
**Individual Match:** 12,060

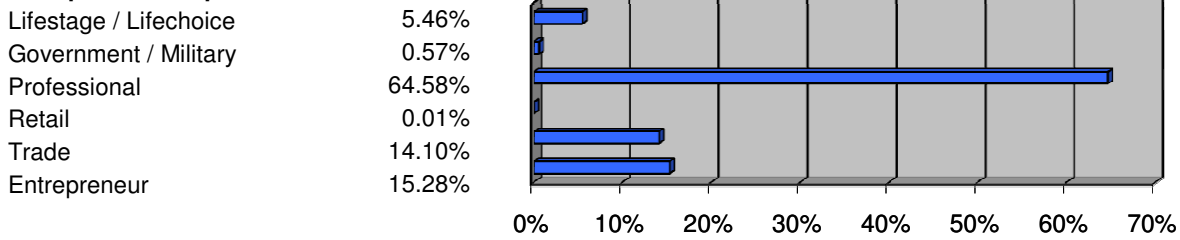


**Sample Client  
Profile Report Summary**

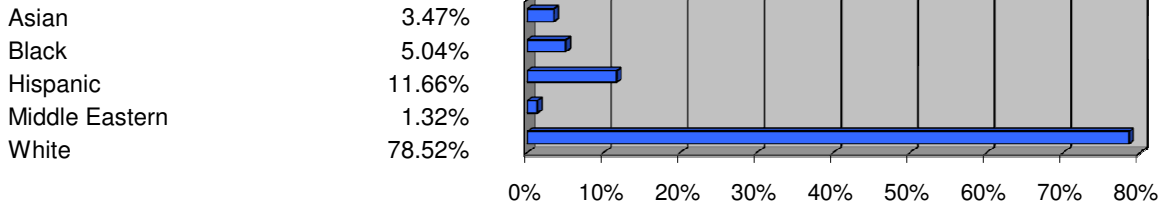
**Interests and Buyers**



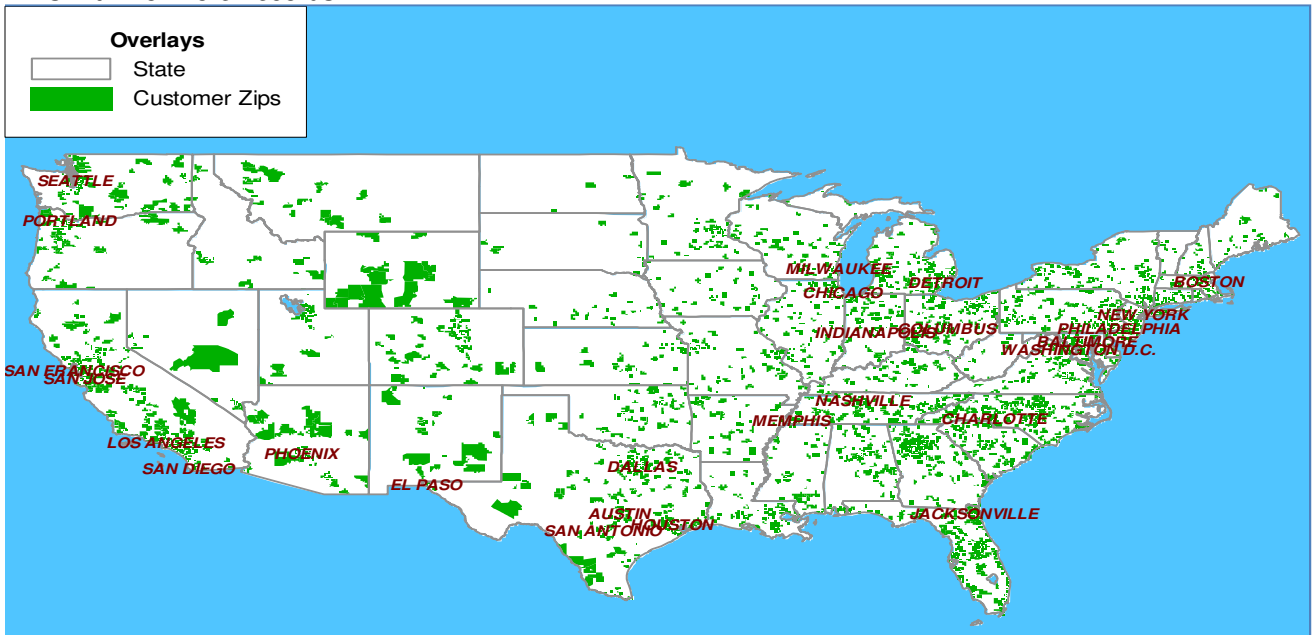
**Occupation Group:**



**Ethnicity:**

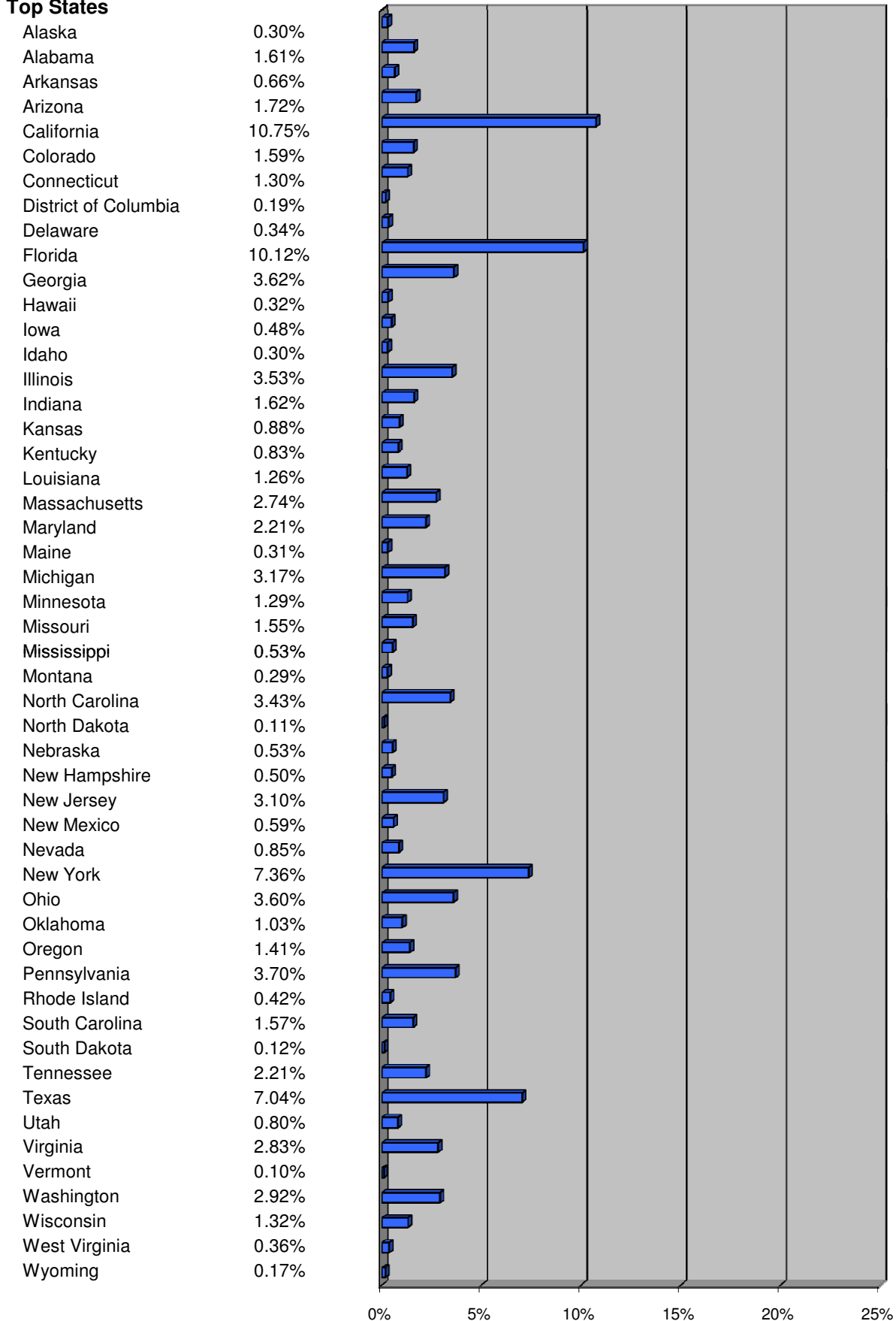


**ZIPs with 1 or More Records**



**Sample Client  
Profile Report Summary**

**Top States**



**Sample Client  
Anglers Lifestyle Segments**

CLUSTER NAME	% HHLDS	CUST COUNT	% CUST PENE	CUST PENE INDEX	TARGET MARKET GROUP
1-Elite Suburban Couples	2.69%	74	0.96%	36	
2-Elite Jewish Urbanites	1.02%	108	1.40%	137	
3-Elite Urban Ethnic Mix	2.38%	237	3.06%	129	3-Elite Urban Ethnic Mix
4-Elite Urban Boomers	1.83%	44	0.57%	31	
5-Affluent Families	2.54%	65	0.84%	33	
6-Affluent Suburban Singles	1.39%	179	2.31%	166	
7-Affluent Urban Couples	1.89%	60	0.78%	41	
8-Affluent Ethnic Couples	1.30%	174	2.25%	173	
9-Successful Urban Singles	2.54%	322	4.16%	164	9-Successful Urban Singles
10-Successful Boomer Couples	1.70%	38	0.49%	29	
11-Successful Urban Couples	3.12%	825	10.66%	342	11-Successful Urban Couples
12-Suburban Digital Families	2.27%	573	7.41%	326	12-Suburban Digital Families
13-Suburban Digital Couples	2.13%	466	6.02%	283	13-Suburban Digital Couples
14-Urban Mix	2.74%	177	2.29%	83	
15-Town Couples	3.85%	78	1.01%	26	
16-Suburban Couples & Families	2.60%	74	0.96%	37	
17-Middle Class Family Burbs	1.61%	135	1.75%	108	
18-Hispanic American Suburbs	3.01%	326	4.21%	140	18-Hispanic American Suburbs
19-Kidless in Suburbia	3.18%	144	1.86%	59	
20-Middle Class African Americans	1.68%	178	2.30%	137	
21-Suburban Boomer Couples	3.22%	41	0.53%	16	
22-Senior Town Couples	1.80%	15	0.19%	11	
23-Digital Town Couples	4.18%	796	10.29%	246	23-Digital Town Couples
24-Town Mix	2.61%	151	1.95%	75	
25-Single Seniors	1.83%	79	1.02%	56	
26-Town & Suburban Singles	3.59%	400	5.17%	144	26-Town & Suburban Singles
27-Mid-Life Americans	2.43%	154	1.99%	82	
28-Modest Ethnic Mix	1.81%	175	2.26%	125	
29-Modest Jewish Enclaves	1.71%	139	1.80%	105	
30-Rural Families	3.82%	283	3.66%	96	
31-Families of Modest Means	2.62%	118	1.53%	58	
32-Rural Couples	3.69%	141	1.82%	49	
33-Modest Means Couples	2.08%	34	0.44%	21	
34-Lower Income Metropolitans	3.43%	214	2.77%	81	
35-Rural-Town Singles	3.02%	164	2.12%	70	
36-Lower Income Seniors	3.66%	87	1.12%	31	
37-Struggling Rural-Towns	2.06%	54	0.70%	34	
38-Urban Woes	1.74%	84	1.09%	62	
39-Distressed Hispanics	3.66%	233	3.01%	82	
40-Distressed African Americans	1.57%	97	1.25%	80	

Cust Pene Index = (% Cust Pene / % HHlds) \*100

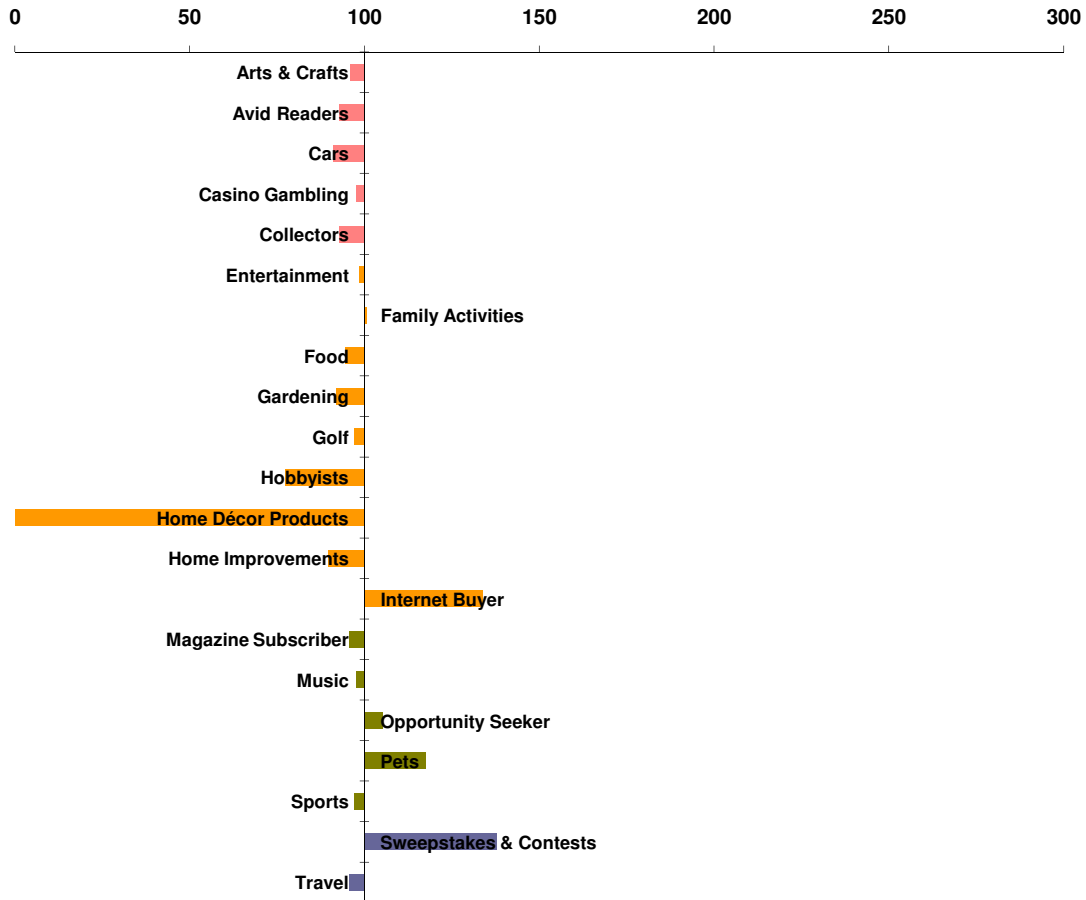
Target Market Group = Index>100 AND % Cust Pene > 2.5%



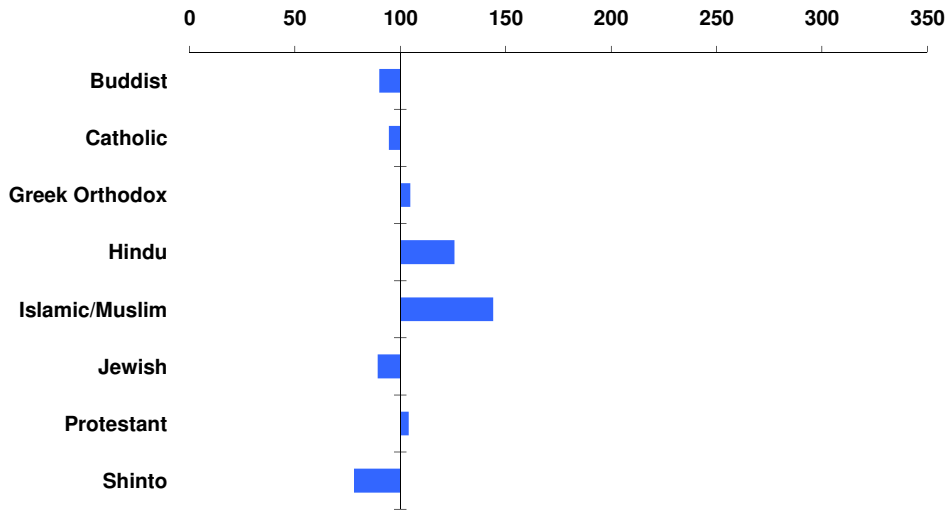
Field Name	V12 File Quantity	% of V12 File	Client's Quantity	% of Client's File	Index
<b>Donates to Charity:</b>					
Contributes in General	85,424,887	40.97%	7,824	64.88%	158
Contributes to Animal Causes	11,893,633	13.92%	1,099	14.05%	101
Contributes to Childrens Causes	16,520,020	19.34%	1,320	16.87%	87
Contributes to Environmental Causes	15,054,666	17.62%	1,326	16.95%	96
Contributes to Health Causes	27,177,286	31.81%	2,161	27.62%	87
Contributes to Political Causes	59,814,105	70.02%	5,522	70.58%	101
Contributes to Religious Causes	18,447,337	21.59%	1,681	21.49%	99
Contributes to Veteran Causes	12,550,797	14.69%	765	9.78%	67
<b>Credit Card Information:</b>					
Credit Card Holder	129,179,687	61.96%	10,667	88.45%	143
Bank Card Holder	140,076,747	67.19%	10,471	86.82%	129
Retail Card Holder	133,677,904	64.12%	8,613	71.42%	111
<b>Mail Responsive</b>					
Mail Buyer	135,216,269	64.86%	10,489	86.97%	134
Mail Order Donor	3,383,733	1.62%	277	2.30%	142
Mail Responder	154,701,706	74.20%	10,250	84.99%	115
Mail Order Books	17,249,439	12.76%	4,808	45.84%	359
Mail Order Books & Mags	27,306,956	20.20%	4,524	43.13%	214
Mail Order Kids Products	8,866,354	6.56%	3,417	32.58%	497
Mail Oder Clothing	25,158,968	18.61%	2,051	19.55%	105
Mail Order Cosmetics	7,142,705	5.28%	3,710	35.37%	670
Mail Order DVDs	8,286,983	6.13%	925	8.82%	144
Mail Order Gifts	17,440,758	12.90%	1,430	13.63%	106
Mail Order Home Furn	8,481,757	6.27%	680	6.48%	103
Mail Order Jewelry	2,029,579	1.50%	1,105	10.53%	702
Mail Order + Size Clothes	2,718,508	2.01%	227	2.16%	108
<b>Vehicle Ownership Information:</b>					
Motorcycle Owner	33,342,473	15.99%	1,892	15.69%	
RV Owner	5,141,313	2.47%	676	5.61%	227
Truck Owner	11,810,685	5.67%	575	4.77%	84
	16,390,475	7.86%	641	5.32%	68
<b>Home Price:</b>					
	36,394,661	17.46%	5,468	45.34%	260
<=\$100K	12,111,662	33.28%	1,713	31.33%	94
\$101K-\$200K	13,166,165	36.18%	1,938	35.44%	98
\$201K-\$300K	5,690,314	15.64%	911	16.66%	107
\$301K-\$400K	2,513,703	6.91%	406	7.43%	108
\$401K-\$500K	1,192,264	3.28%	214	3.91%	119
\$501K-\$750K	1,133,611	3.11%	185	3.38%	109
\$751K+	586,942	1.61%	101	1.85%	115
<b>Travel:</b>					
	110,468,079	52.99%	8,238	68.31%	129
Business	14,485,931	13.11%	2,228	27.05%	206
Cruises	24,855,000	22.50%	2,767	33.59%	149
Personal	38,234,526	34.61%	3,125	37.93%	110
Vacation	30,030,959	27.19%	3,048	37.00%	136
<b>Political Affiliation:</b>					
	93,743,716	44.96%	5,917	49.06%	109
Democrat Party	46,704,422	49.82%	3,210	54.25%	109
Independent	594,764	0.63%	68	1.15%	181
Republican Party	47,039,294	50.18%	2,707	45.75%	91



Field Name	V12 File Quantity	% of V12 File	Client's Quantity	% of Client's File	Index
<b>Buying Interests:</b>	154,701,706		10,489		
Arts & Crafts	81,868,064	52.92%	6,129	50.82%	96
Avid Readers	131,584,277	85.06%	9,509	78.85%	93
Cars	55,031,249	35.57%	3,906	32.39%	91
Casino Gambling	8,590,651	5.55%	653	5.41%	98
Collectors	83,579,776	54.03%	6,039	50.07%	93
Entertainment	96,336,929	62.27%	7,398	61.34%	99
Family Activities	75,166,511	48.59%	5,898	48.91%	101
Food	109,416,303	70.73%	8,053	66.77%	94
Gardening	99,434,196	64.27%	7,113	58.98%	92
Golf	29,111,554	18.82%	2,204	18.28%	97
Hobbyists	50,633,322	32.73%	3,046	25.26%	77
Home Décor Products	114,917,287	74.28%	0	0.00%	0
Home Improvements	122,139,029	78.95%	8,528	70.71%	90
Internet Buyer	46,523,960	30.07%	4,859	40.29%	134
Magazine Subscriber	117,450,426	75.92%	8,769	72.71%	96
Music	101,043,864	65.32%	7,682	63.70%	98
Opportunity Seeker	28,007,266	18.10%	2,301	19.08%	105
Pets	53,751,180	34.75%	4,924	40.83%	118
Sports	99,864,052	64.55%	7,561	62.69%	97
Sweepstakes & Contests	42,633,135	27.56%	4,586	38.03%	138
Travel	110,468,079	71.41%	8,238	68.31%	96



Field Name	V12 File Quantity	% of V12 File	Client's Quantity	% of Client's File	Index
<b>Religion:</b>	120,569,522	57.83%	10,472	86.83%	
Buddist	2,878,943	2.39%	225	2.15%	90
Catholic	46,568,394	38.62%	3,825	36.53%	95
Greek Orthodox	549,161	0.46%	50	0.48%	105
Hindu	952,894	0.79%	104	0.99%	126
Islamic/Muslim	1,463,105	1.21%	183	1.75%	144
Jewish	4,677,917	3.88%	363	3.47%	89
Protestant	62,815,511	52.10%	5,677	54.21%	104
Shinto	663,597	0.55%	45	0.43%	78



<b>Phone Number</b>	119,815,174	57.5%	6,966	57.76%	101
<b>Gender:</b>	205,587,870	98.6%	11,926	98.89%	100
Gender - Female	105,003,105	51.1%	7,150	59.95%	117
Gender - Male	100,584,765	48.9%	4,776	40.05%	82
<b>Marital Status:</b>	180,555,137	86.6%	11,451	94.95%	110
Married	118,022,355	65.4%	7,391	64.54%	99
Single	62,532,782	34.6%	4,060	35.46%	102
<b>Education Level:</b>	139,351,710	66.8%	8,996	74.59%	112
High School	49,894,359	35.8%	2,896	32.19%	90
Some College	34,224,341	24.6%	2,238	24.88%	101
Completed College	44,112,795	31.7%	2,906	32.30%	102
Graduate School	11,120,215	8.0%	956	10.63%	133



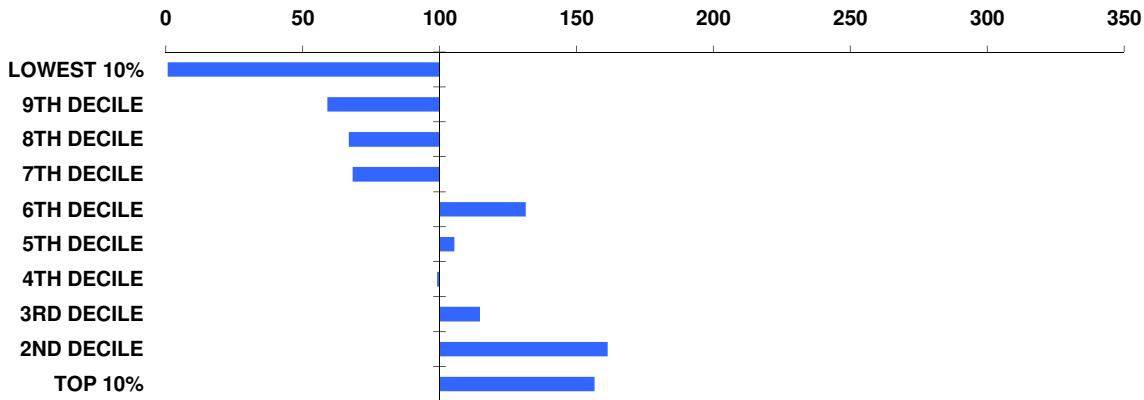
Field Name	V12 File Quantity	% of V12 File	Client's Quantity	% of Client's File	Index
<b>Date of Birth</b>	180,020,368	86.3%	10,823	89.74%	104
<b>Age:</b>	191,241,687	91.7%	11,642	96.53%	105
18-24	4,732,288	2.5%	615	5.28%	213
25-29	12,773,910	6.7%	1,215	10.44%	156
30-34	15,498,388	8.1%	1,162	9.98%	123
35-39	19,347,066	10.1%	1,119	9.61%	95
40-44	21,443,418	11.2%	1,359	11.67%	104
45-49	23,084,910	12.1%	1,499	12.88%	107
50-54	21,499,031	11.2%	1,378	11.84%	105
55-59	18,290,894	9.6%	1,208	10.38%	108
60-64	15,033,554	7.9%	893	7.67%	98
65-69	11,279,499	5.9%	531	4.56%	77
70-74	8,590,044	4.5%	316	2.71%	60
75+	19,668,685	10.3%	347	2.98%	29
<b>Race:</b>	182,994,150	87.8%	10,980	91.04%	
Asian	5,813,733	3.2%	381	3.47%	109
Black	10,476,427	5.7%	553	5.04%	88
Hispanic	17,314,659	9.5%	1,280	11.66%	123
Middle Eastern	1,191,224	0.7%	145	1.32%	203
White	148,198,107	81.0%	8,621	78.52%	97
<b>Family Position:</b>	197,634,115	94.8%	11,821	98.02%	103
Child	9,443,063	4.8%	1,162	9.83%	206
Female Household	47,215,825	23.9%	3,082	26.07%	109
Grandmother	3,651,812	1.8%	109	0.92%	50
Husband	41,862,172	21.2%	1,977	16.72%	79
Male Household	41,095,392	20.8%	1,967	16.64%	80
Grandfather	11,236,400	5.7%	729	6.17%	108
Other	2,281,598	1.2%	89	0.75%	65
Wife	40,847,853	20.7%	2,706	22.89%	111
<b>Home Owner Flag:</b>	181,714,096	87.2%	10,684	88.59%	102
Own	153,184,877	84.3%	8,619	71.47%	85
Probable Owner	19,710,727	10.8%	1,302	10.80%	100
Rent	8,818,492	4.9%	763	6.33%	130
<b>Veteran in Household Flag</b>	11,186,006	5.4%	830	6.88%	128
<b>Number in Household:</b>	207,409,937	99.5%	11,103	92.06%	
1	67,270,568	32.4%	3,858	34.75%	107
2	60,490,626	29.2%	3,034	27.33%	94
3	37,284,671	18.0%	2,189	19.72%	110
4	23,019,214	11.1%	1,196	10.77%	97
5	11,817,922	5.7%	534	4.81%	84
6	5,057,724	2.4%	191	1.72%	71
7	1,644,649	0.8%	65	0.59%	74
8	543,910	0.3%	31	0.28%	106
9	280,653	0.1%	5	0.05%	33
<b>Number of Adults in Household:</b>	196,656,503	94.3%	10,773	89.33%	
1	76,428,506	38.9%	5,959	49.41%	127
2	76,422,736	38.9%	3,104	25.74%	66
3	29,309,093	14.9%	1,217	10.09%	68
4	11,351,233	5.8%	384	3.18%	55
5	3,144,935	1.6%	109	0.90%	57
<b>Presence of Children</b>	73,682,227	35.3%	8,250	68.41%	194

Field Name	V12 File Quantity	% of V12 File	Client's Quantity	% of Client's File	Index
<b>Number of Children in Household:</b>	195,490,632	93.8%	9,566	79.32%	
1	121,368,487	62.1%	3,605	37.69%	61
2	44,096,374	22.6%	3,620	37.84%	168
3	17,266,740	8.8%	1,246	13.03%	147
4	7,411,879	3.8%	560	5.85%	154
5	5,022,565	2.6%	487	5.09%	198
6	324,587	0.2%	48	0.50%	302
<b>Age of Children:</b>	113,927,300	54.6%	11,095	92.00%	168
Children Age 0-2	14,188,668	12.5%	1,847	16.65%	134
Children Age 3-5	19,240,841	16.9%	1,900	17.12%	101
Children Age 6-10	24,759,054	21.7%	2,265	20.41%	94
Children Age 11-15	29,130,173	25.6%	2,610	23.52%	92
Children Age 16-17	26,608,564	23.4%	2,473	22.29%	95
<b>Type of Dwelling:</b>	196,431,277	94.2%	11,412	94.63%	100
Multi Family Dwelling/Apartment	19,397,882	9.9%	1,383	12.12%	123
Business Address	3,733,525	1.9%	0	0.00%	0
Condominium	1,508,177	0.8%	95	0.83%	108
Private Mail Box	49,299	0.0%	8	0.07%	279
Nursing Home	2,870	0.0%	1	0.01%	600
Single Family	170,494,474	86.8%	9,848	86.30%	99
Mobile Home Park	1,245,050	0.6%	77	0.67%	106
Slip or Marina	1,437	0.0%	0	0.00%	0
<b>Length of Residence:</b>	179,965,367	86.3%	11,678	96.83%	112
0-5 years	76,450,974	42.5%	5,360	45.90%	108
6-10 years	44,630,088	24.8%	2,693	23.06%	93
11-15 years	55,789,330	31.0%	3,603	30.85%	100
16-25 years	2,585,418	1.4%	20	0.17%	12
over 25 years	509,557	0.3%	2	0.02%	6
<b>Income:</b>	207,098,911	99.3%	12,003	99.53%	100
Under \$10K	5,787,867	2.8%	574	4.78%	171
\$10K-19,999	7,469,061	3.6%	257	2.14%	59
\$20K-29,999	15,799,915	7.6%	652	5.43%	71
\$30K-39,999	26,899,013	13.0%	824	6.86%	53
\$40K-49,999	32,390,900	15.6%	1,045	8.71%	56
\$50K-59,999	25,995,945	12.6%	987	8.22%	66
\$60K-69,999	30,540,128	14.7%	1,496	12.46%	85
\$70K-79,999	31,214,858	15.1%	1,626	13.55%	90
\$80K-89,999	16,993,104	8.2%	530	4.42%	54
\$90K-99,999	8,491,218	4.1%	558	4.65%	113
\$100K-149,999	4,310,184	2.1%	2,259	18.82%	904
\$150K+	1,206,718	0.6%	1,195	9.96%	1,709
<b>Current Home Value:</b>	62,504,896	30.0%	6,776	56.19%	187
<=\$100K	13,779,850	22.0%	2,012	29.69%	135
\$101K-\$200K	20,048,774	32.1%	1,940	28.63%	89
\$201K-\$300K	11,666,008	18.7%	1,011	14.92%	80
\$301K-\$400K	6,512,863	10.4%	545	8.04%	77
\$401K-\$500K	3,784,136	6.1%	327	4.83%	80
\$501K-\$750K	4,200,656	6.7%	363	5.36%	80
\$751K+	2,512,609	4.0%	578	8.53%	212
<b>Home Business Owner</b>	4,966,741	2.4%	2,732	22.65%	951
<b>Year of Home Structure:</b>	115,846,539	55.6%	9,660	80.10%	144
Before 1900	437,860	0.4%	126	1.30%	345
1900-1950	20,468,388	17.7%	1,884	19.50%	110
1951-1975	30,231,399	26.1%	2,607	26.99%	103
1976-2000	52,787,367	45.6%	4,164	43.11%	95
After 2000	11,921,525	10.3%	879	9.10%	88

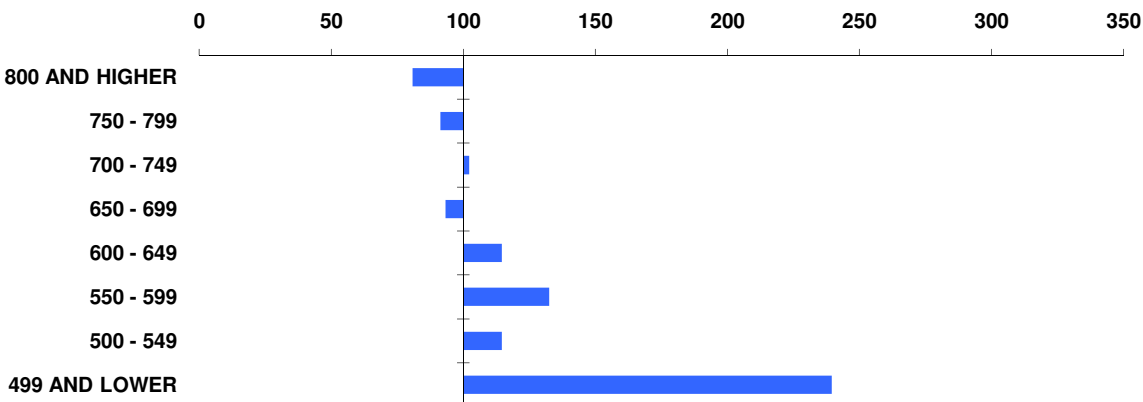
Field Name	V12 File Quantity	% of V12 File	Client's Quantity	% of Client's File	Index
<b>Occupation Group:</b>	111,931,468	53.7%	7,185	59.58%	111
Lifestage / Lifechoice	13,563,779	12.1%	392	5.46%	45
Government / Military	535,421	0.5%	41	0.57%	119
Professional	64,327,937	57.5%	4,640	64.58%	112
Retail	16,894	0.0%	1	0.01%	92
Trade	23,788,201	21.3%	1,013	14.10%	66
Entrepreneur	9,699,236	8.7%	1,098	15.28%	176
<b>Occupation:</b>	111,990,119	53.7%	7,192	59.64%	111
Homemaker	5,324	0.0%	1	0.0%	292
Professional/Technical	23,569,176	21.0%	1,184	16.5%	78
Upper Management/Executive	277,291	0.2%	263	3.7%	1,477
Middle Management	4,063,341	3.6%	393	5.5%	151
Sales/Marketing	2,082,748	1.9%	200	2.8%	150
Clerical or Service Worker	26,083,368	23.3%	1,450	20.2%	87
Tradesman/Laborer	20,892,823	18.7%	875	12.2%	65
Retired	13,393,820	12.0%	345	4.8%	40
Student	164,635	0.1%	46	0.6%	435
Executive/Administrator	58,651	0.1%	7	0.1%	186
Self Employed	1,821,161	1.6%	174	2.4%	149
Professional Driver	201,934	0.2%	4	0.1%	31
Military	433,090	0.4%	37	0.5%	133
Civil Servant	102,331	0.1%	4	0.1%	61
Farming/Agriculture	1,413,477	1.3%	20	0.3%	22
Work from Home	7,878,075	7.0%	924	12.8%	183
Health Services	349,791	0.3%	36	0.5%	160
Financial Services	32,652	0.0%	1	0.0%	48
Business Owner	308	0.0%	0	0.0%	0
Teacher/Educator	383,600	0.3%	53	0.7%	215
Retail Sales	16,894	0.0%	1	0.0%	92
Computer Professional	63,019	0.1%	9	0.1%	222
Beauty Professional	1,279,967	1.1%	114	1.6%	139
Real Estate	1,157,025	1.0%	159	2.2%	214
Architect	60,270	0.1%	9	0.1%	233
Interior Designer	2,124	0.0%	0	0.0%	0
Landscape Architect	13,190	0.0%	1	0.0%	118
Electrician	110,192	0.1%	5	0.1%	71
Engineer	401,844	0.4%	31	0.4%	120
Accountant	422,781	0.4%	34	0.5%	125
Attorney	147,528	0.1%	30	0.4%	317
Social Worker	236,554	0.2%	35	0.5%	230
Counselor	12	0.0%	0	0.0%	0
Occupational/Physical Therapist	355,103	0.3%	65	0.9%	285
Speech Pathologist/Audiologist	6	0.0%	0	0.0%	0
Psychologist	57,418	0.1%	18	0.3%	488
Pharmacist	281,619	0.3%	29	0.4%	160
Optician/Optomestrist	17,457	0.0%	6	0.1%	535
Veterinarian	302,829	0.3%	36	0.5%	185
Dentist/Dental Hygenist	21	0.0%	0	0.0%	0
Nurse	3,426,300	3.1%	504	7.0%	229
Doctor/Physician/Surgeon	404,457	0.4%	87	1.2%	335
Chiropractor	17,920	0.0%	1	0.0%	87
Surveyor	7,993	0.0%	1	0.0%	195

Field Name	V12 File Quantity	% of V12 File	Client's Quantity	% of Client's File	Index
<b>State:</b>	208,482,250	100.0%	12,011	99.59%	
Alaska	453,298	0.2%	36	0.30%	137
Alabama	3,450,584	1.7%	194	1.61%	97
Arkansas	2,190,199	1.1%	79	0.66%	62
Arizona	3,722,250	1.8%	208	1.72%	97
California	20,754,582	10.0%	1,296	10.75%	108
Colorado	3,584,593	1.7%	192	1.59%	93
Connecticut	2,569,549	1.2%	157	1.30%	106
Distict of Columbia	382,792	0.2%	23	0.19%	104
Delaware	572,914	0.3%	41	0.34%	124
Florida	14,602,328	7.0%	1,221	10.12%	145
Georgia	6,187,806	3.0%	436	3.62%	122
Guam	750	0.0%	0	0.00%	0
Hawaii	665,415	0.3%	39	0.32%	101
Iowa	2,062,016	1.0%	58	0.48%	49
Idaho	982,525	0.5%	36	0.30%	63
Illinois	8,568,519	4.1%	426	3.53%	86
Indiana	4,381,225	2.1%	195	1.62%	77
Kansas	1,875,535	0.9%	106	0.88%	98
Kentucky	2,990,753	1.4%	100	0.83%	58
Louisiana	3,443,088	1.7%	152	1.26%	76
Massachusetts	4,635,227	2.2%	330	2.74%	123
Maryland	4,130,352	2.0%	267	2.21%	112
Maine	966,907	0.5%	37	0.31%	66
Michigan	7,967,518	3.8%	382	3.17%	83
Minnesota	3,527,901	1.7%	156	1.29%	76
Missouri	4,339,758	2.1%	187	1.55%	74
Mississippi	2,104,932	1.0%	64	0.53%	53
Montana	630,455	0.3%	35	0.29%	96
North Carolina	6,986,422	3.4%	414	3.43%	102
North Dakota	427,483	0.2%	13	0.11%	53
Nebraska	1,194,217	0.6%	64	0.53%	93
New Hampshire	904,406	0.4%	60	0.50%	115
New Jersey	5,990,342	2.9%	374	3.10%	108
New Mexico	1,152,810	0.6%	71	0.59%	106
Nevada	1,664,284	0.8%	103	0.85%	107
New York	12,515,412	6.0%	888	7.36%	123
Ohio	9,431,617	4.5%	434	3.60%	80
Oklahoma	2,634,173	1.3%	124	1.03%	81
Oregon	2,625,253	1.3%	170	1.41%	112
Pennsylvania	8,514,829	4.1%	446	3.70%	91
Rhode Island	743,621	0.4%	51	0.42%	119
South Carolina	3,236,713	1.6%	189	1.57%	101
South Dakota	499,529	0.2%	15	0.12%	52
Tennessee	4,600,135	2.2%	267	2.21%	100
Texas	16,257,761	7.8%	849	7.04%	90
Utah	1,720,975	0.8%	97	0.80%	97
Virginia	5,344,354	2.6%	341	2.83%	110
Vermont	430,902	0.2%	12	0.10%	48
Washington	4,223,446	2.0%	352	2.92%	144
Wisconsin	3,957,261	1.9%	159	1.32%	69
West Virginia	1,293,145	0.6%	44	0.36%	59
Wyoming	379,498	0.2%	21	0.17%	96

Field Name	V12 File Quantity	% of V12 File	Client's Quantity	% of Client's File	Index
<b>WEALTH RATING</b>	139,565,102	66.9%	12,012	99.60%	149
LOWEST 10%	15,319,442	11.0%	9	0.07%	1
9TH DECILE	10,042,978	7.2%	510	4.25%	59
8TH DECILE	11,249,091	8.1%	647	5.39%	67
7TH DECILE	12,114,035	8.7%	712	5.93%	68
6TH DECILE	12,933,961	9.3%	1,464	12.19%	132
5TH DECILE	13,740,093	9.8%	1,247	10.38%	105
4TH DECILE	14,765,168	10.6%	1,259	10.48%	99
3RD DECILE	15,645,593	11.2%	1,545	12.86%	115
2ND DECILE	16,745,342	12.0%	2,326	19.36%	161
TOP 10%	17,009,399	12.2%	2,293	19.09%	157



HIGH CREDIT RANGES	V12 File Quantity	% of V12 File	Client's Quantity	% of Client's File	Index
<b>HIGH CREDIT RANGES</b>	131,442,170	63.0%	670	5.56%	9
800 AND HIGHER	15,296,496	11.6%	63	9.40%	81
750 - 799	42,345,344	32.2%	197	29.40%	91
700 - 749	23,998,242	18.3%	125	18.66%	102
650 - 699	22,727,570	17.3%	108	16.12%	93
600 - 649	13,361,675	10.2%	78	11.64%	115
550 - 599	7,550,429	5.7%	51	7.61%	133
500 - 549	4,278,325	3.3%	25	3.73%	115
499 AND LOWER	1,884,089	1.4%	23	3.43%	239



# ANGLERS



ANGLERS is a new, proprietary optimization tool that uses demographic and psychographic data to create homogeneous groups for segmentation purposes. Anglers is based on the V12 Consumer database and proprietary multi-channel responder attributes. It helps place customers or prospects into groups that become the foundation of optimized marketing strategies such as messaging, creative, channel, products and pricing. The following is an overview of Anglers 40 segments with detailed descriptions and key statistics for each.

CLUSTER NAME	HHLDS	% HHLDS	CUST COUNT	% CUST PENE	CUST PENE INDEX	TARGET MARKET GROUP
1-Elite Suburban Couples	3,521,880	2.69%	74	0.96%	36	
2-Elite Jewish Urbanites	1,336,542	1.02%	108	1.40%	137	
3-Elite Urban Ethnic Mix	3,117,409	2.38%	237	3.06%	129	3-Elite Urban Ethnic Mix
4-Elite Urban Boomers	2,396,573	1.83%	44	0.57%	31	
5-Affluent Families	3,332,979	2.54%	65	0.84%	33	
6-Affluent Suburban Singles	1,824,800	1.39%	179	2.31%	166	
7-Affluent Urban Couples	2,475,657	1.89%	60	0.78%	41	
8-Affluent Ethnic Couples	1,703,602	1.30%	174	2.25%	173	
9-Successful Urban Singles	3,327,569	2.54%	322	4.16%	164	9-Successful Urban Singles
10-Successful Boomer Couples	2,222,840	1.70%	38	0.49%	29	
11-Successful Urban Couples	4,090,586	3.12%	825	10.66%	342	11-Successful Urban Couples
12-Suburban Digital Families	2,975,803	2.27%	573	7.41%	326	12-Suburban Digital Families
13-Suburban Digital Couples	2,791,444	2.13%	466	6.02%	283	13-Suburban Digital Couples
14-Urban Mix	3,596,239	2.74%	177	2.29%	83	
15-Town Couples	5,044,466	3.85%	78	1.01%	26	
16-Suburban Couples & Families	3,409,703	2.60%	74	0.96%	37	
17-Middle Class Family Burbs	2,108,116	1.61%	135	1.75%	108	
18-Hispanic American Suburbs	3,950,967	3.01%	326	4.21%	140	18-Hispanic American Suburbs
19-Kidless in Suburbia	4,165,608	3.18%	144	1.86%	59	
20-Middle Class African Americans	2,198,729	1.68%	178	2.30%	137	
21-Suburban Boomer Couples	4,222,128	3.22%	41	0.53%	16	
22-Senior Town Couples	2,356,999	1.80%	15	0.19%	11	
23-Digital Town Couples	5,479,806	4.18%	796	10.29%	246	23-Digital Town Couples
24-Town Mix	3,425,240	2.61%	151	1.95%	75	
25-Single Seniors	2,398,064	1.83%	79	1.02%	56	
26-Town & Suburban Singles	4,702,796	3.59%	400	5.17%	144	26-Town & Suburban Singles
27-Mid-Life Americans	3,182,524	2.43%	154	1.99%	82	
28-Modest Ethnic Mix	2,366,278	1.81%	175	2.26%	125	
29-Modest Jewish Enclaves	2,238,293	1.71%	139	1.80%	105	
30-Rural Families	5,010,900	3.82%	283	3.66%	96	
31-Families of Modest Means	3,433,968	2.62%	118	1.53%	58	
32-Rural Couples	4,836,552	3.69%	141	1.82%	49	
33-Modest Means Couples	2,725,478	2.08%	34	0.44%	21	
34-Lower Income Metropolitans	4,492,026	3.43%	214	2.77%	81	
35-Rural-Town Singles	3,964,169	3.02%	164	2.12%	70	
36-Lower Income Seniors	4,794,263	3.66%	87	1.12%	31	
37-Struggling Rural-Towns	2,700,602	2.06%	54	0.70%	34	
38-Urban Woes	2,280,505	1.74%	84	1.09%	62	
39-Distressed Hispanics	4,792,614	3.66%	233	3.01%	82	
40-Distressed African Americans	2,056,074	1.57%	97	1.25%	80	
	131,050,791	100%	7,736	2.50%		

**ANGLERS**

Segment Name	Segment Description	Pop %	Income Range	% Owning Homes	% Married / Couples	% Children in Household	% Ethnic	% Mail Buyers	% Internet Buyers
1-Elite Suburban Couples	This is the least racially diverse and most educated group of the segment. They have the highest income, more are likely to be married and own homes, and about half of the households have children.	2.69%	\$150K+	73.3%	100.0%	48.8%	0.0%	100.0%	0.0%
2-Elite Jewish Urbanites	This group's income is similar to the first segment but this population is largely Jewish and lives in urban areas.	1.02%	\$150K+	68.7%	82.4%	46.5%	100.0%	86.8%	23.9%
3-Elite Urban Ethnic Mix	This group is more ethnically diverse than the other elite segments. They also have a much higher amount of renters in the big cities and inner suburbs.	2.38%	\$150K+	37.5%	75.0%	41.5%	100.0%	67.4%	18.1%
4-Elite Urban Boomers	This elite segment are empty nesters living in big cities and close-in enclaves. About two-thirds own their homes.	1.83%	\$150K+	63.0%	100.0%	0.0%	0.0%	100.0%	0.0%
5-Affluent Families	This affluent segment is comprised of families, the segment is dispersed amongst all geographies and while most own their homes, those in big cities tend to rent.	2.54%	\$100K+	63.7%	100.0%	96.5%	0.0%	100.0%	0.0%
6-Affluent Suburban Singles	This Upper Class Segment resides in owned home in the suburbs and consists of Singles under the age of 65	1.39%	\$100K+	79.8%	0.4%	22.8%	0.0%	95.4%	28.2%
7-Affluent Urban Couples	Upper Class urban couples where about a third have children in the home.	1.89%	\$100K+	68.2%	100.0%	32.9%	0.0%	100.0%	0.0%
8-Affluent Ethnic Couples	This segment is made up of Upper Class urban couples who are ethnic and roughly half have children in the home.	1.30%	\$100K+	50.7%	91.7%	48.8%	100.0%	90.9%	28.3%
9-Successful Urban Singles	This segment has Upper middle class singles living in big cities. They are well educated and most own their homes	2.54%	\$70-\$149K	89.8%	0.0%	15.7%	0.0%	84.6%	22.5%
10-Successful Boomer Couples	These upper middle class boomers are married and mostly in their 50's. They own their homes and about two-thirds have kids still in the home.	1.70%	\$70-\$149K	56.9%	100.0%	63.0%	0.0%	100.0%	0.0%
11-Successful Urban Couples	This urban segment contains upper middle class couples where about half still have kids at home. They are well educated and about 60% own their homes	3.12%	\$70-\$149K	59.3%	100.0%	48.8%	0.0%	100.0%	91.1%
12-Suburban Digital Families	These suburban families are doing well financially, they own their homes and are dialed in to the digital world.	2.27%	\$70-\$149K	84.3%	100.0%	100.0%	0.0%	100.0%	100.0%
13-Suburban Digital Couples	This segment contains empty nest couples own their homes and are stable financially. In addition they are very connected to the digital world.	2.13%	\$70-\$149K	85.9%	100.0%	0.0%	0.0%	97.9%	100.0%
14-Urban Mix	These urban dwellers are middle class and offer a mix of home owners, couples and households with children.	2.74%	\$60K-\$99K	79.6%	52.3%	34.6%	0.0%	0.0%	10.9%
15-Town Couples	Couples who reside in small towns and cities. Nearly half have kids in the home and most own their homes.	3.85%	\$60K-\$99K	85.9%	100.0%	47.1%	0.0%	100.0%	0.0%
16-Suburban Couples & Families	Suburban Couples, most with kids still residing in the homes they own.	2.60%	\$60K-\$99K	80.6%	100.0%	66.1%	0.0%	100.0%	0.0%
17-Middle Class Family Burbs	Middle class families living in the suburbs who have a high incidence of home ownership and are stable financially.	1.61%	\$60K-\$99K	87.3%	73.1%	100.0%	0.0%	0.0%	17.3%
18-Hispanic American Suburbs	Made up of mostly Middle class suburban Hispanic couples, this segment identifies a high level of home owners with over 40% having kids at home.	3.01%	\$60K-\$99K	81.0%	68.0%	43.1%	100.0%	61.6%	20.0%
19-Kidless in Suburbia	Middle class suburbanites who do not have kids at home. About 40% are couples and nearly three quarters are home owners.	3.18%	\$60K-\$99K	72.4%	40.5%	0.0%	0.0%	0.0%	9.3%
20-Middle Class African Americans	This segment contains Middle class African Americans. Mostly couples, this segment identifies a high level of home owners with over 40% having kids at home.	1.68%	\$50K-\$79K	71.2%	71.9%	42.0%	100.0%	73.3%	26.6%

Segment Name	Segment Description	Pop %	Income Range	% Owning Homes	% Married / Couples	% Children in Household	% Ethnic	% Mail Buyers	% Internet Buyers
21-Suburban Boomer Couples	Middle class married couples without kids. They live in the suburbs and are predominately age 50-64.	3.22%	\$50K-\$79K	69.9%	100.0%	0.0%	0.0%	100.0%	0.0%
22-Senior Town Couples	This segment is made up of Married couples age 65+, there are no kids at home and they mostly live in small towns and cities.	1.80%	\$50K-\$79K	72.9%	100.0%	0.0%	0.0%	100.0%	0.0%
23-Digital Town Couples	This segment is made up of working couples, over half have kids in their homes and reside in small towns and cities.	4.18%	\$50K-\$79K	82.4%	100.0%	54.9%	0.0%	100.0%	100.0%
24-Town Mix	These small town and small city dwellers are middle class and offer a mix of home owners, couples and households with children.	2.61%	\$50K-\$79K	66.6%	65.8%	41.9%	0.0%	0.0%	13.9%
25-Single Seniors	This segment is made up of singles age 65+, there are no kids at home and they generally own their homes.	1.83%	\$50K-\$79K	79.7%	0.0%	11.4%	0.0%	100.0%	10.8%
26-Town & Suburban Singles	This segment is made up of singles age 65+, there are no kids at home and they generally own their homes.	3.59%	\$50K-\$79K	87.1%	0.0%	26.2%	0.0%	100.0%	34.0%
27-Mid-Life Americans	These segment is comprised small town and small city dwellers are middle class and offer a mix of home owners, couples and households with children.	2.43%	\$50K-\$79K	86.5%	37.4%	27.9%	0.0%	0.0%	12.4%
28-Modest Ethnic Mix	These Lower Middle class records are mostly of Asian descent. Many own their homes and over half are couples. With a third having kids at home.	1.81%	\$50K-\$79K	82.2%	55.4%	34.9%	100.0%	49.0%	16.9%
29-Modest Jewish Enclaves	This group's income is middle class, about half are couples and though many own their homes this largely Jewish population has but 25% with kids in the home.	1.71%	\$30K-\$50K	79.3%	54.4%	24.0%	100.0%	63.5%	19.8%
30-Rural Families	These rural families are middle class, more than half own their homes.	3.82%	\$30K-\$50K	60.8%	100.0%	100.0%	0.0%	88.9%	35.0%
31-Families of Modest Means	This segment identifies families who are lower middle class, there is a lower incidence of home ownership.	2.62%	\$30K-\$50K	57.2%	99.5%	100.0%	0.0%	96.8%	11.4%
32-Rural Couples	This segment is made up of working couples residing in rural areas, they largely own their own homes but there are no kids present.	3.69%	\$30K-\$50K	83.5%	100.0%	0.0%	0.0%	90.6%	25.9%
33-Modest Means Couples	This segment is made up of working couples who generally own their own homes and nearly half have kids present.	2.08%	\$30K-\$50K	78.2%	100.0%	46.3%	0.0%	100.0%	0.0%
34-Lower Income Metropolitans	This lower income segment identifies city dwellers and provides a mix of home owners, couples and a few households with children.	3.43%	< \$30K	71.1%	52.9%	8.9%	0.0%	81.1%	13.7%
35-Rural-Town Singles	This segment is made up of rural and small town singles, they are middle class and more are home owners than not. Nearly a quarter have kids in the household.	3.02%	\$30K-\$50K	61.8%	0.0%	24.4%	0.0%	53.4%	20.7%
36-Lower Income Seniors	Low income white seniors who are primarily on a fixed income.	3.66%	< \$30K	55.0%	90.5%	7.4%	0.0%	97.9%	15.8%
37-Struggling Rural-Towns	This group is rural lower middle class and poor, however nearly 60% still own homes.	2.06%	< \$30K	56.2%	63.8%	36.2%	0.0%	0.6%	7.5%
38-Urban Woes	This group of mainly African Americans has low incomes. About half own their homes and over a third have children.	1.74%	< \$30K	55.1%	63.3%	38.9%	100.0%	65.2%	20.6%
39-Distressed Hispanics	This Hispanic segment has low incomes. Much lower home ownership and many are not fully acculturated to the US.	3.66%	< \$30K	39.3%	55.9%	36.8%	100.0%	46.2%	13.6%
40-Distressed African Americans	Low Affluence Urban dwelling African-Americans. Lower home ownership with roughly a third having kids in the household.	1.57%	< \$30K	35.9%	41.5%	32.6%	100.0%	48.7%	15.1%