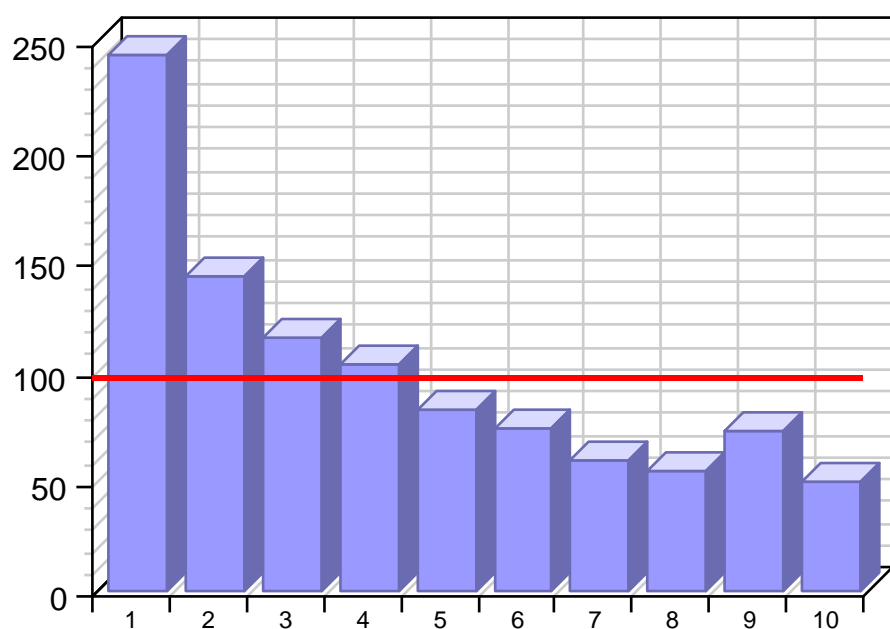


Model Report - Non-Profit Model

Customer File Name	Upload Date	Match Count
Non-Profit sample.txt	02/25/08	6351 of 10131 names

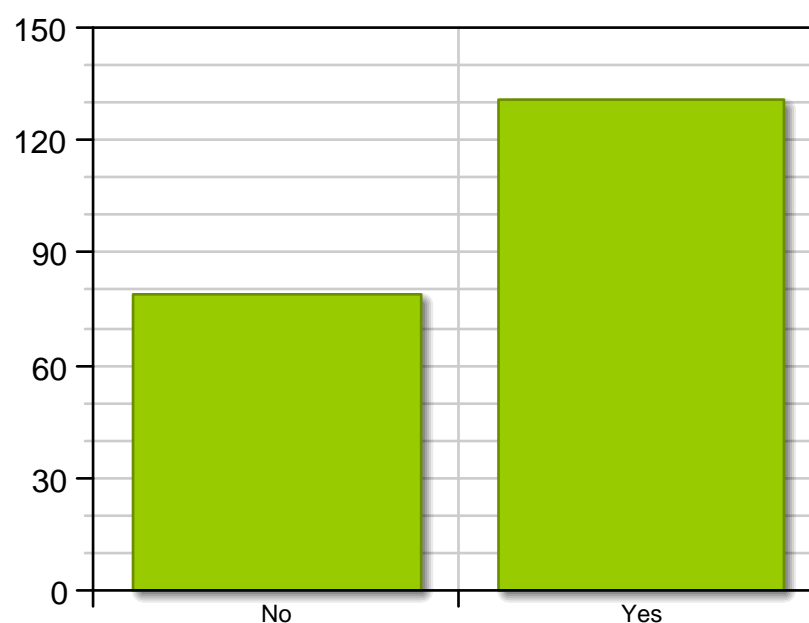
Non Responders
Used a random sample of 19639 names.

Lift Chart



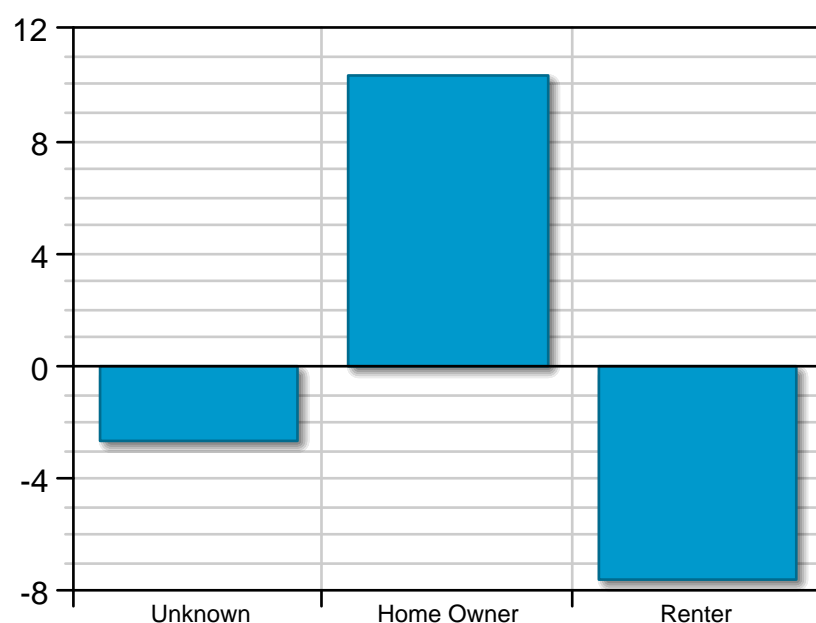
Top 10 percent of prospects are 2.44 times more likely to respond than average. Top 1 percent of prospects are 3.55 times more likely to respond than average.

Reads Magazines



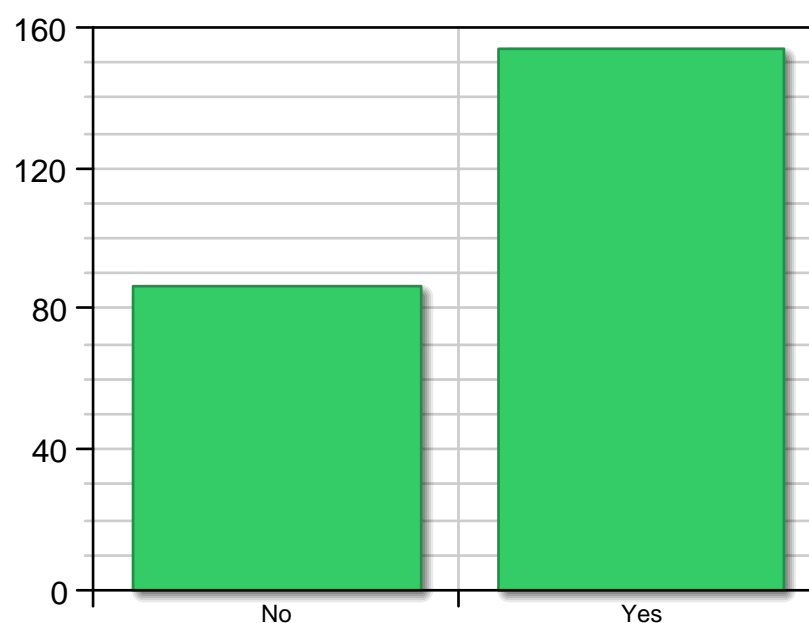
When Reads Magazines is Yes, response probability increases by a factor of 1.31

Owner Type



Relative Impact of Owner Type on Model: Home Owner are most likely to respond, Renter are least likely to respond.

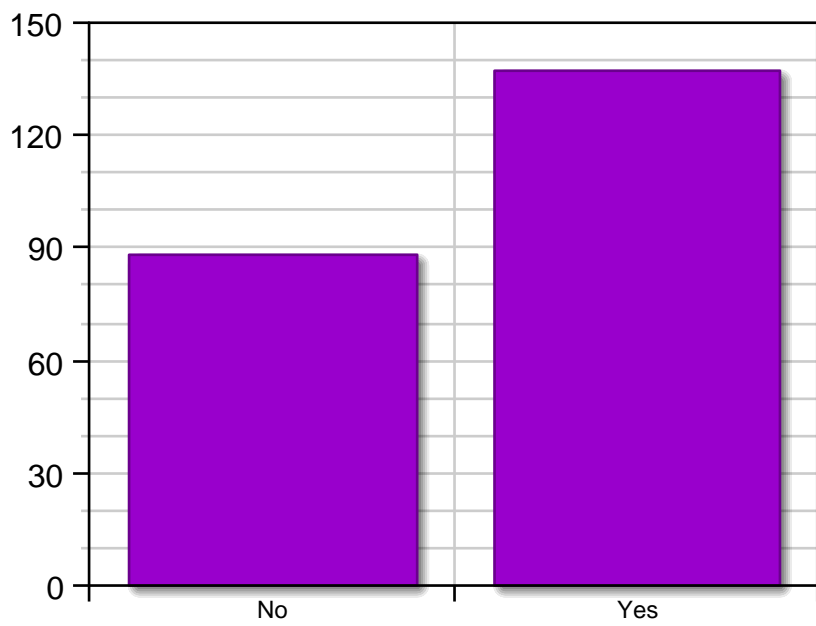
Arts



When Arts is Yes, response probability increases by a factor of 1.54

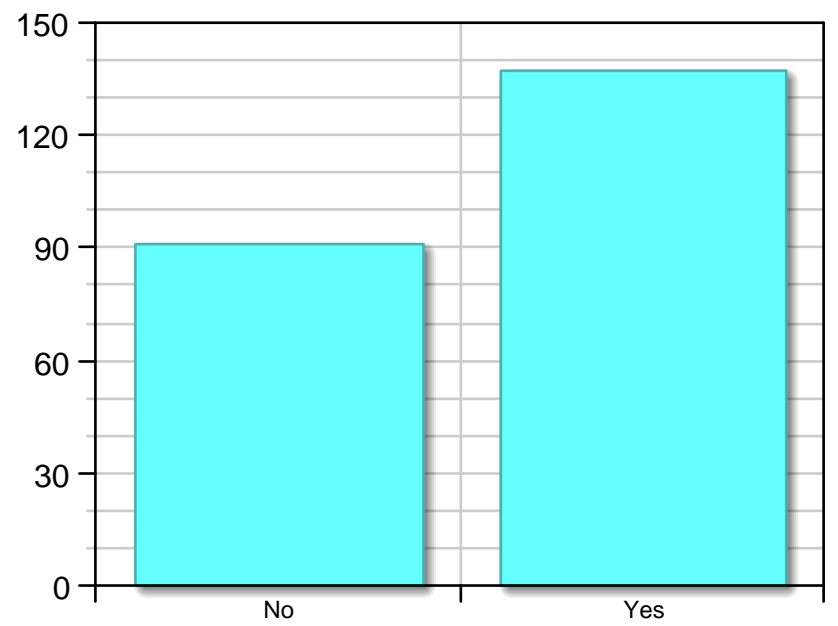
Model Report - Non-Profit Model

Crafts



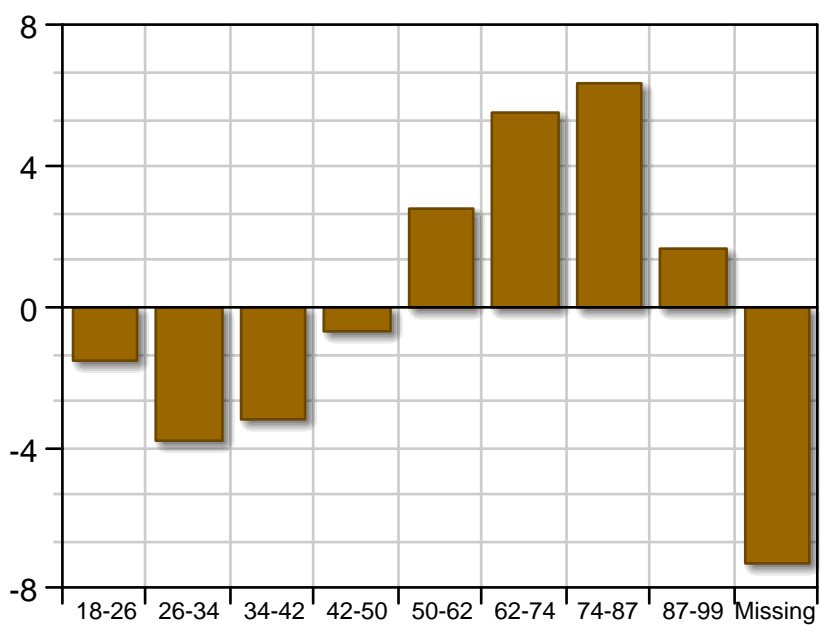
When Crafts is Yes, response probability increases by a factor of 1.38

Womens



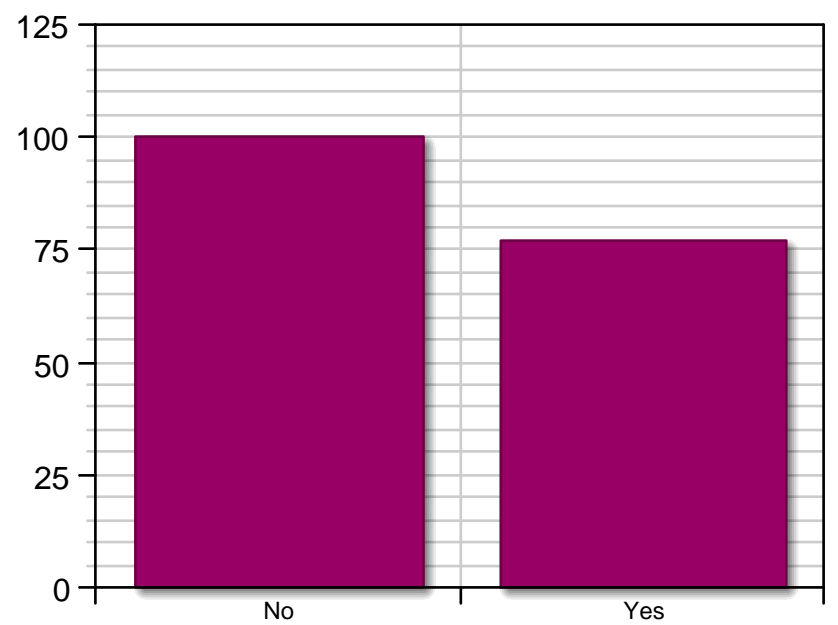
When Womens is Yes, response probability increases by a factor of 1.37

Head of Household Age



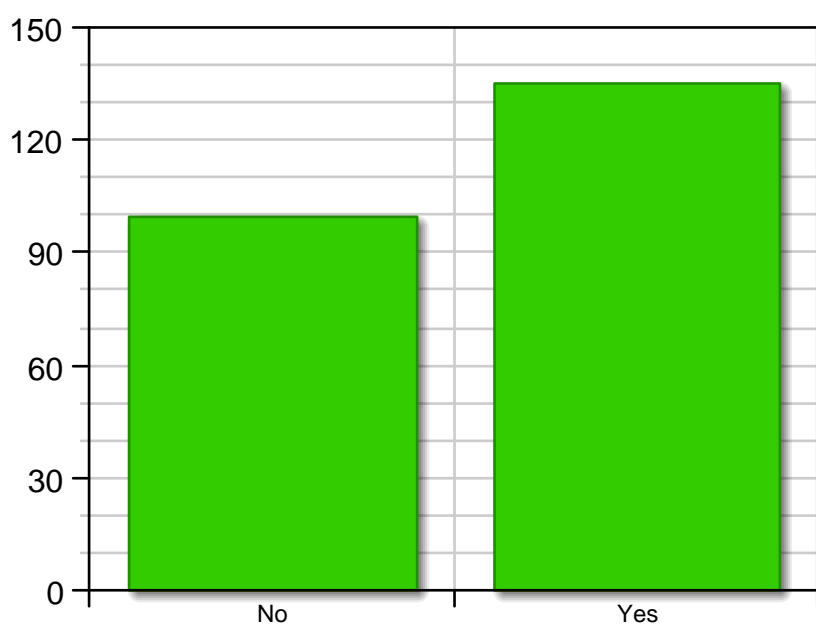
Relative Impact of Head of Household Age on Model: 74-87 are most likely to respond, Missing are least likely to respond.

Age 0-2



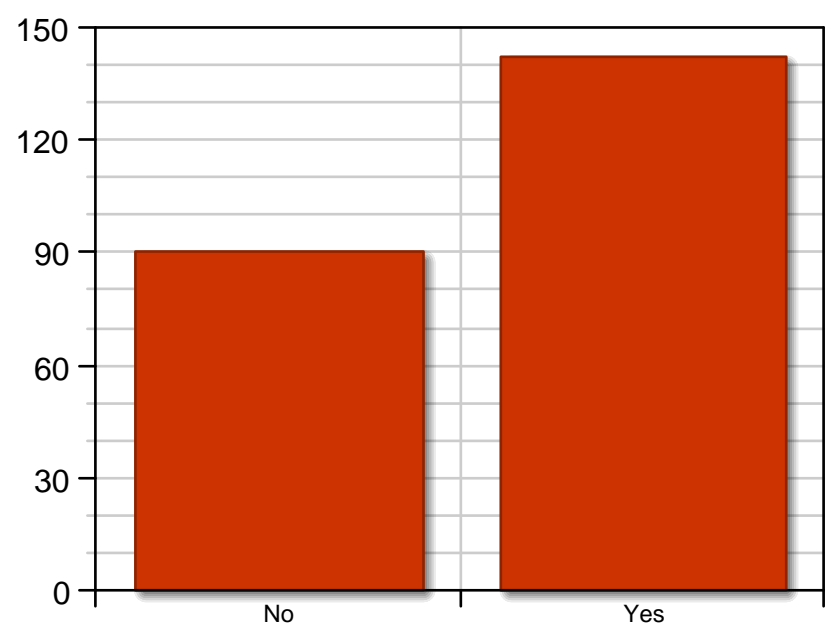
When Age 0-2 is No, response probability increases by a factor of 1.0

Stereo/Rec/Tapes/CD



When Stereo/Rec/Tapes/CD is Yes, response probability increases by a factor of 1.35

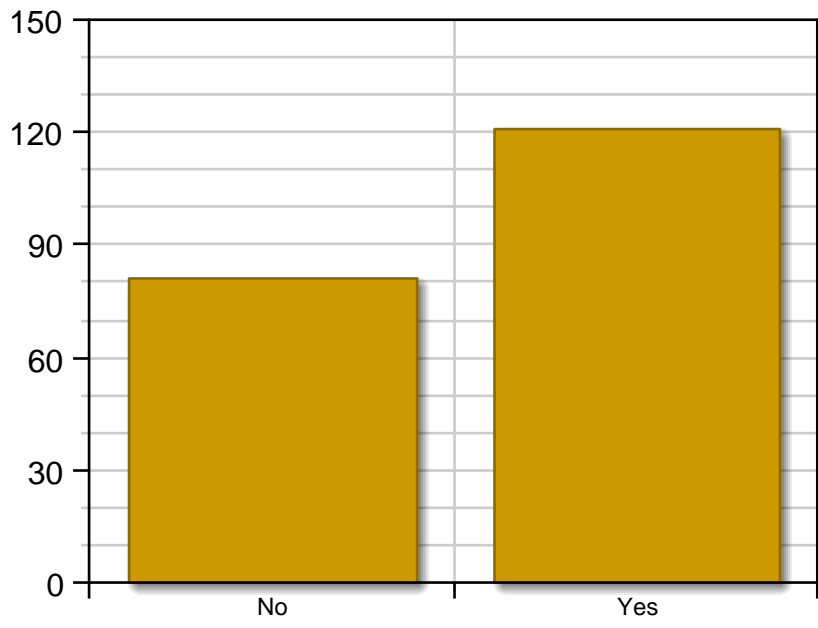
Health and Beauty



When Health and Beauty is Yes, response probability increases by a factor of 1.42

Model Report - Non-Profit Model

Foreign Travel



When Foreign Travel is Yes, response probability increases by a factor of 1.21