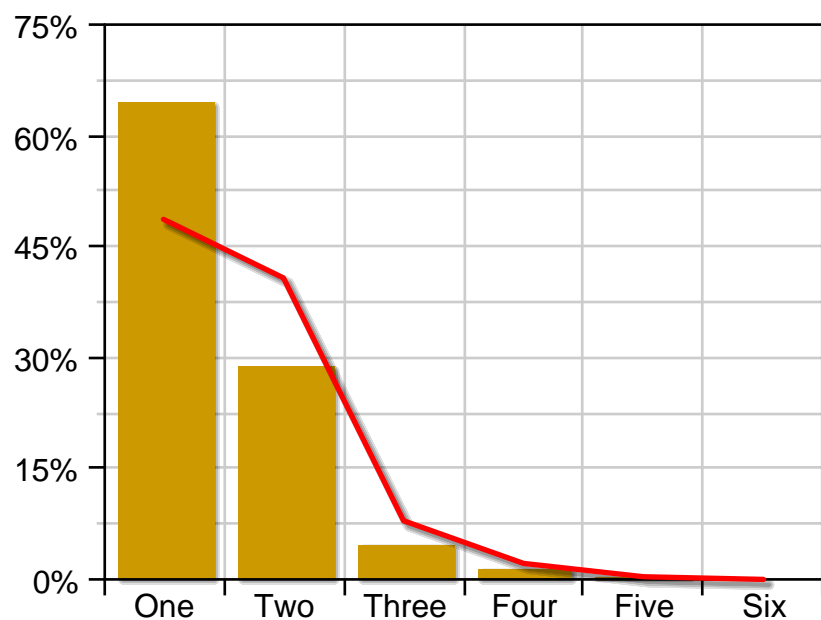


Profile Report - Non-Profit Profile

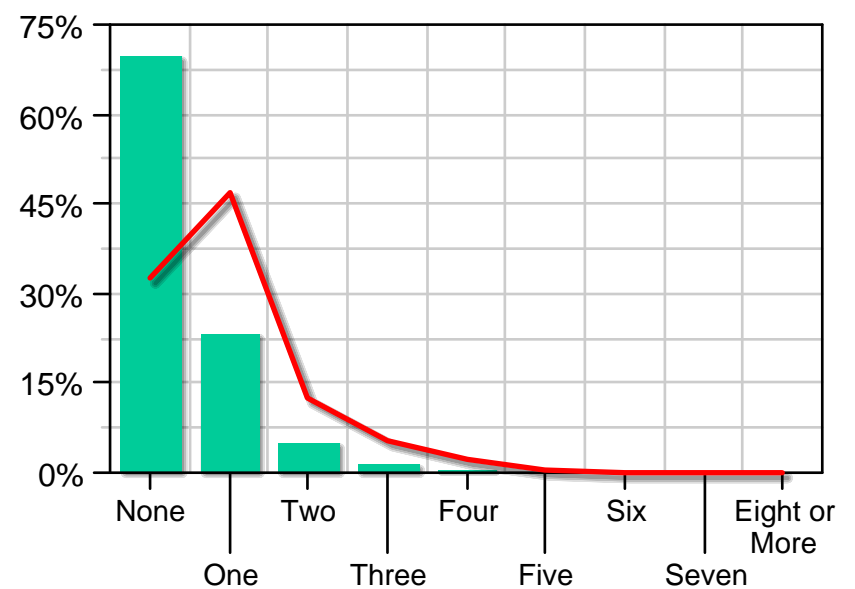
Customer File Name	Upload Date	Match Count
Non-Profit sample.txt	02/14/08	6079 of 10131 names

Number of Adults (Bars:Profile Line: State)



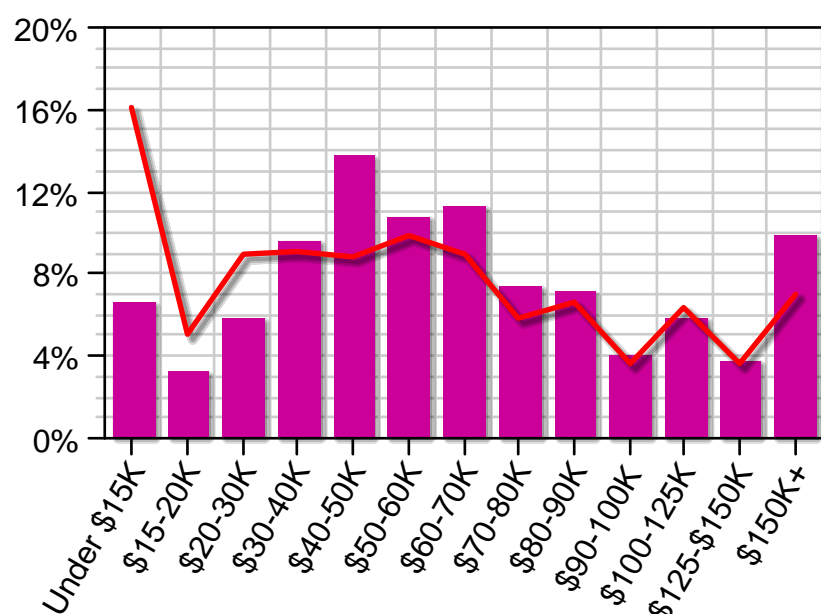
64 percent of customers have Number of Adults of "One" (based on the 98 percent of customers with known values).

Total Number of Children (Bars:Profile Line: State)



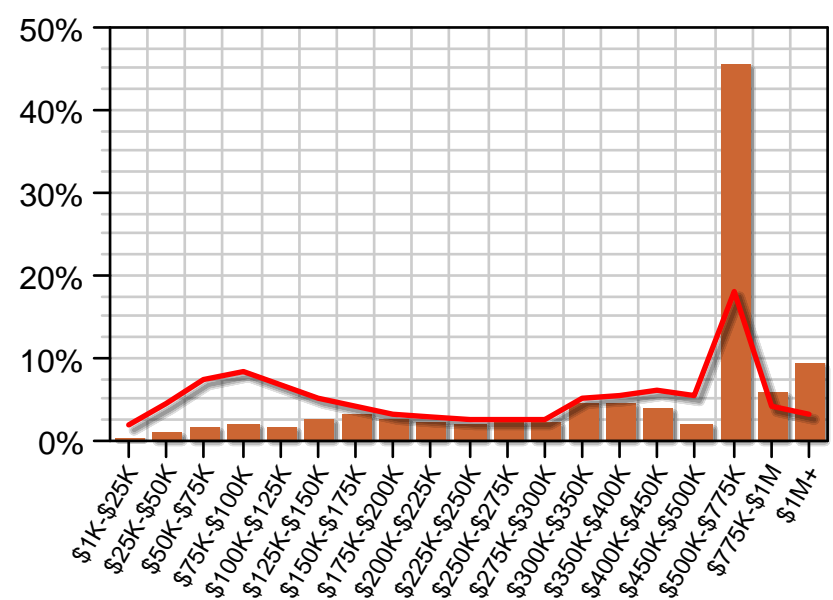
69 percent of customers have Total Number of Children of "None" (based on the 27 percent of customers with known values).

Estimated Household Income Range (Bars:Profile Line: State)



13 percent of customers have Estimated Household Income Range of "\$40-50K"; another 11 percent have Estimated Household Income Range of "\$60-70K" (based on the 90 percent of customers with known values).

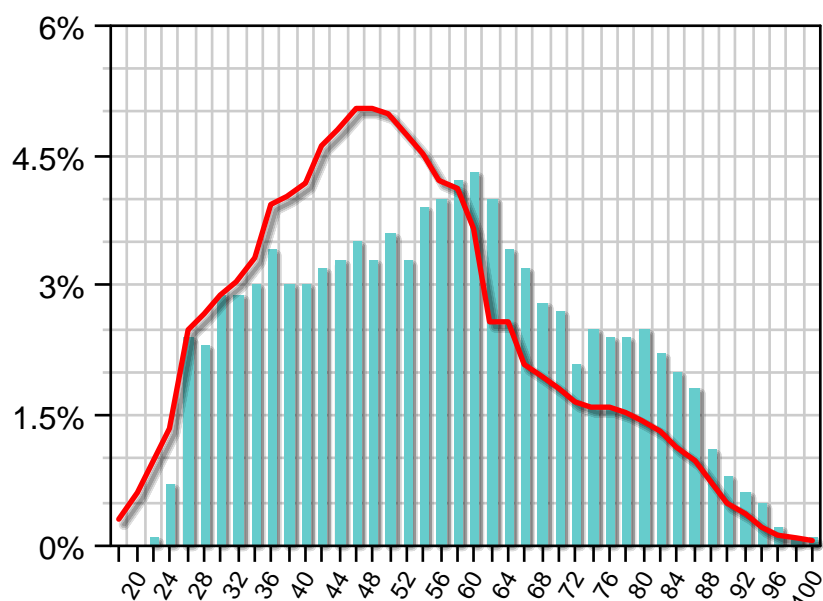
Home Market Value Range (Bars:Profile Line: State)



45 percent of customers have Home Market Value Range of "\$500K-\$775K" (based on the 37 percent of customers with known values).

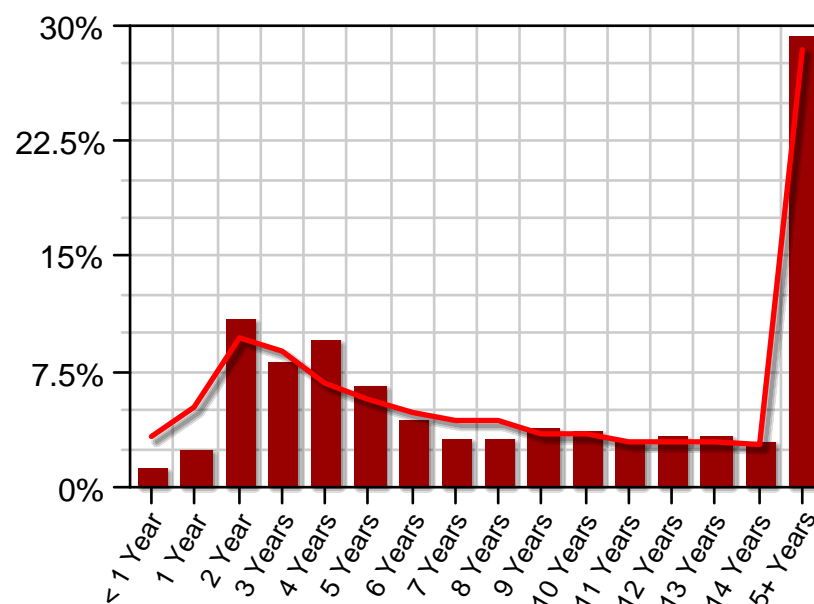
Profile Report - Non-Profit Profile

Head of Household Age (Bars:Profile Line: State)



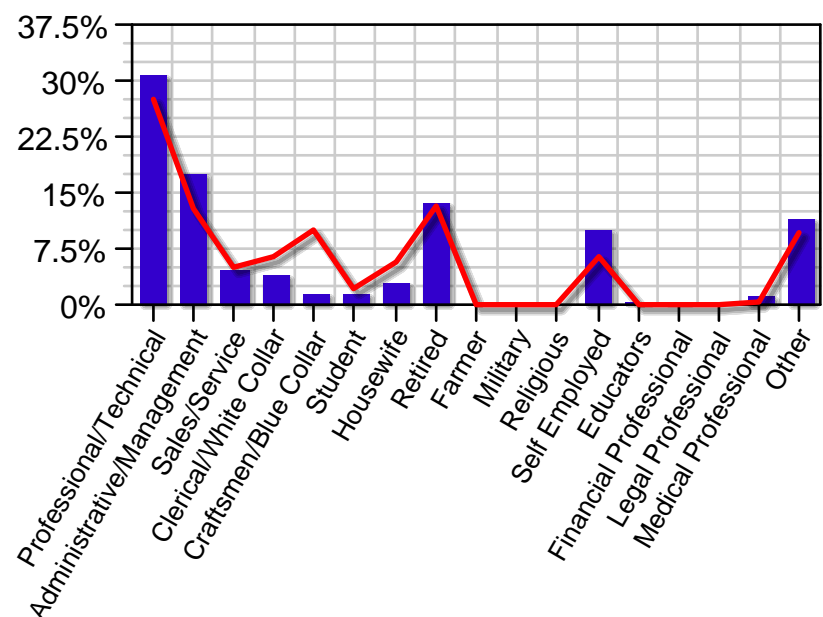
4 percent of customers have Head of Household Age of "60" (based on the 88 percent of customers with known values).

Length of Residence (Bars:Profile Line: State)



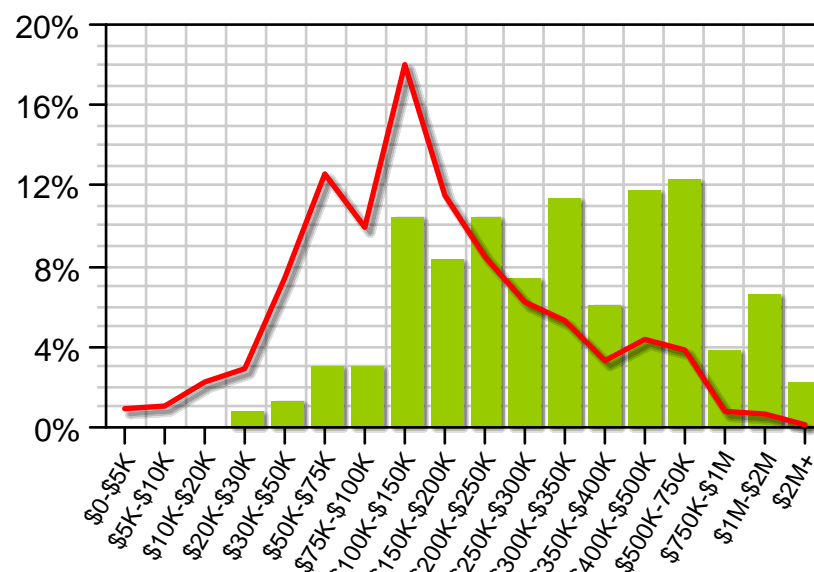
29 percent of customers have Length of Residence of "15+ Years" (based on the 84 percent of customers with known values).

Head of Household Occupation (Bars:Profile Line: State)



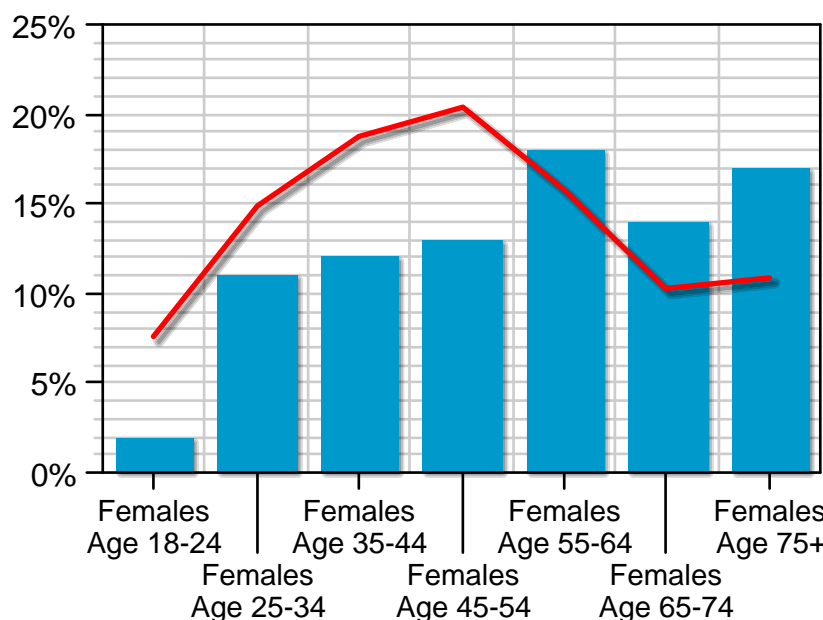
30 percent of customers have Head of Household Occupation of "Professional/Technical" (based on the 29 percent of customers with known values).

Home Mortgage Amount (Bars:Profile Line: State)



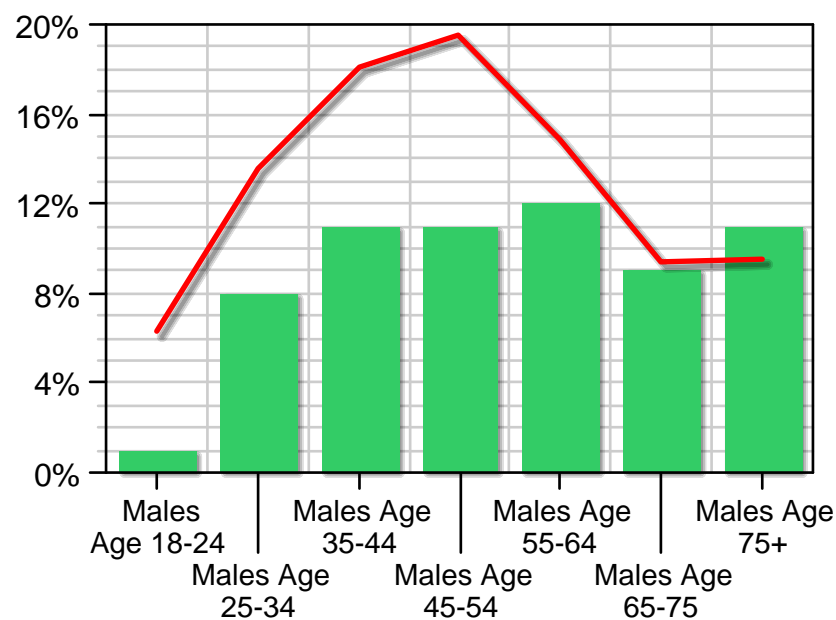
Home Mortgage Amount is "\$500K-750K" for 12 percent of customers; another 44 percent have Home Mortgage Amount of "\$300K-\$350K or \$200K-\$250K or \$400K-\$500K or \$100K-\$150K" (based on the 4 percent of customers with known values).

Presence of Adults Female Age Bands (Bars:Profile Line: State)



18% of customers have a Presence of Adults Female Age Bands category of Females Age 55-64.

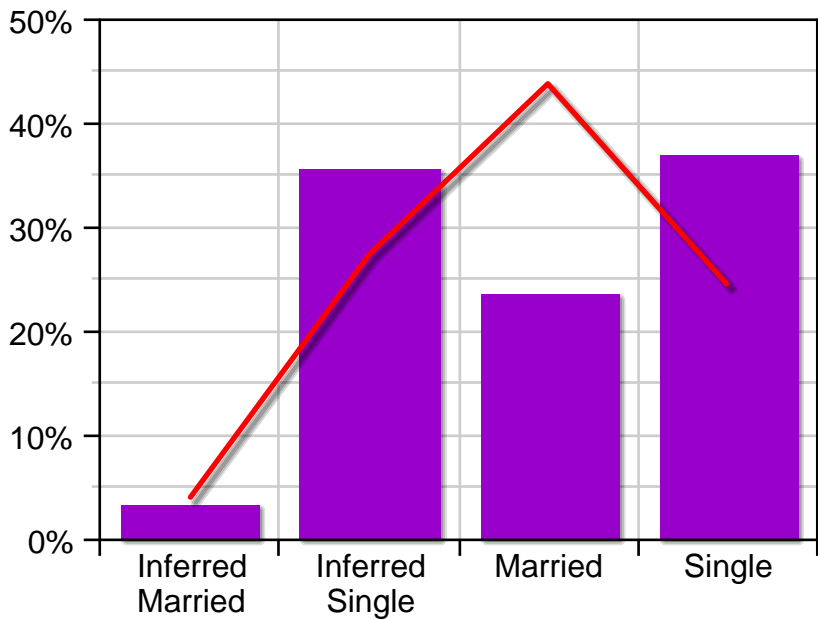
Presence of Adults Male Age Bands (Bars:Profile Line: State)



12% of customers have a Presence of Adults Male Age Bands category of Males Age 55-64.

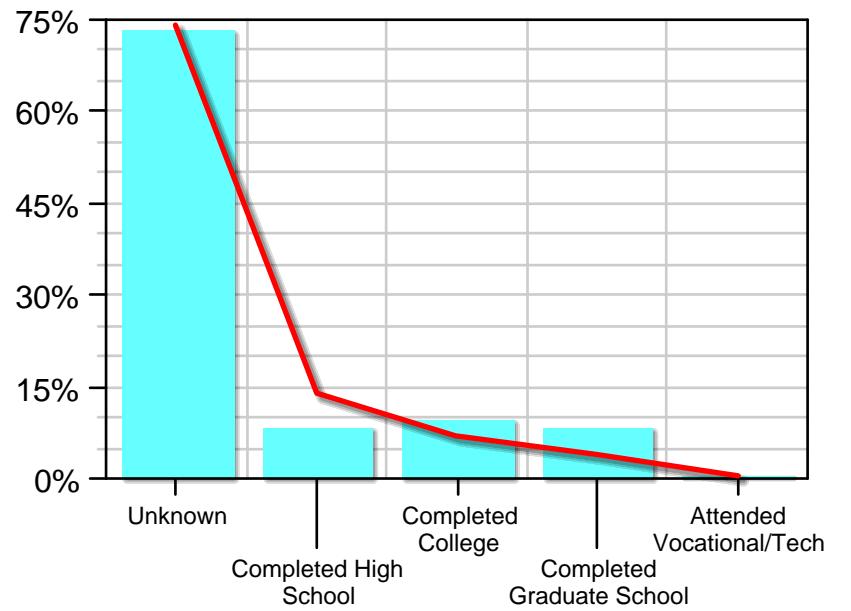
Profile Report - Non-Profit Profile

Marital Status (Bars:Profile Line: State)



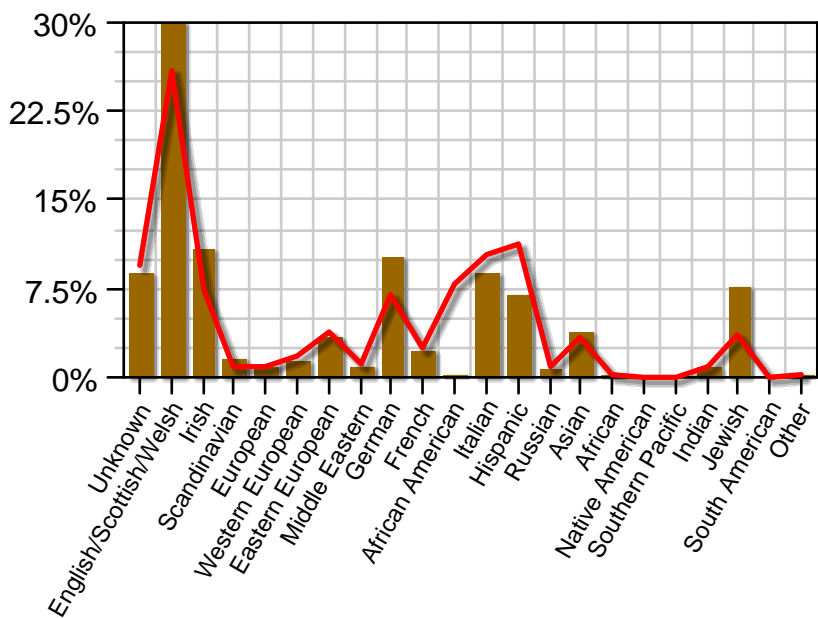
37 percent of customers have Marital Status of "Single".

Household Education Level (Bars:Profile Line: State)



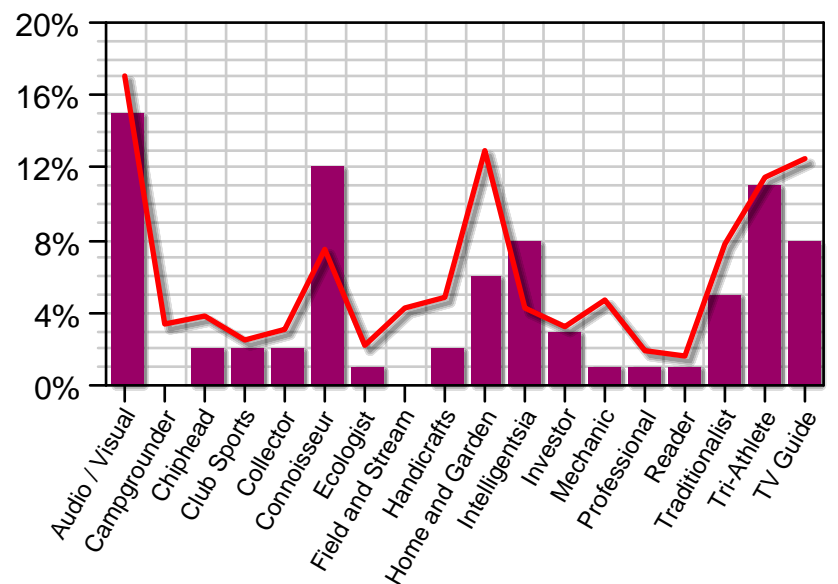
Household Education Level is "Unknown" for 73 percent of customers.

Household Ethnicity (Bars:Profile Line: State)



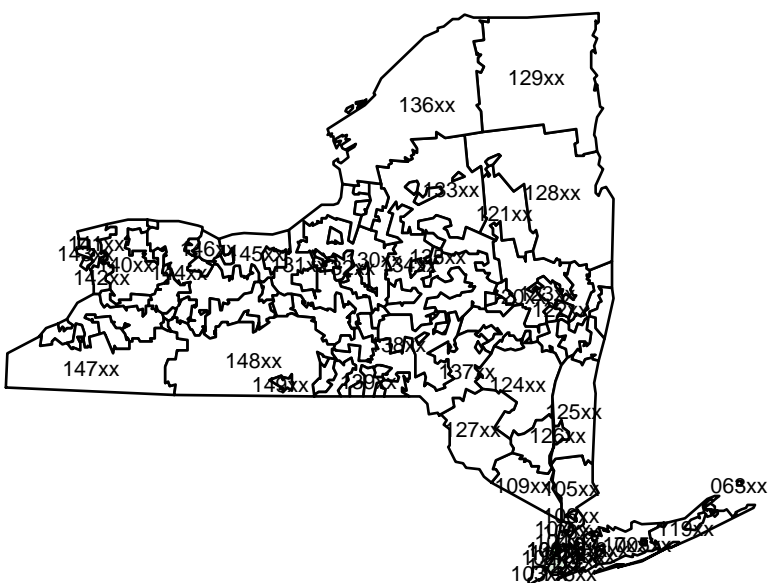
29 percent of customers have Household Ethnicity of "English/Scottish/Welsh".

Interest Composites (Bars:Profile Line: State)



15% of customers have a Interest Composites category of Audio / Visual.

State: NY Concentration: Higher Lower



Population concentration for the state of NY