

Look-Alike Report

REPORT # R3044040

Company Name

111 Street Apt#10

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What is Look-Alike Report?

Look-Alike Report functionality provides users with a list of potential new customers that share attributes with (or “look like”) their most-successful customer lists. In other words, the report contains Acxiom’s recommendations for prospects based on the client data you submit, as well as useful details that pertain to your target audience. The process is simple – After you upload a file containing a list of your best customers, the file is analyzed and specific criteria is matched with other records in the database. You then receive a list of new records with similar attributes – geographic, demographic or psychographic – that match those in your “best customer” list.

Additionally, the system calculates your list’s Market Penetration Index (MPI), which enables you to define its prospective market potential. The higher the index calculation, the greater success you had penetrating that particular demographic or geographic area. High MPI is shown in **red** text in your reports.

Please note that this report is most accurate within 90 days.

Click the links below to learn more about your report:

[How is Market Penetration Index calculated?](#)

[How to read your report?](#)

[How to use your report?](#)



Report Overview

Report #	R3044040
Total records uploaded	147,401
Total uploaded records matched	101,737
Match rate	69.02%
Total Look-Alike records	606,523
Database	Consumer List

The following demographic elements have been analyzed	
Nationwide search	Networth Gold
Age 2-Year Increments	Length of Residence
Gender Code	Number of Adults
Education (Individual)	Number of Children
Marital Status	Mail Order Responder
Working Woman	Credit Card User
ET Ethnic Code	Retail Purchases - Most Frequent Category
Dwelling Type	Vehicle - Known Owned Number
Home Equity Available Ranges	Vehicle Type - 1st Vehicle
Income - Est Household	Vehicle Type - 2nd Vehicle

Did you know that...

View demographic facts about your current customers that are crucial for your Look-Alike model.

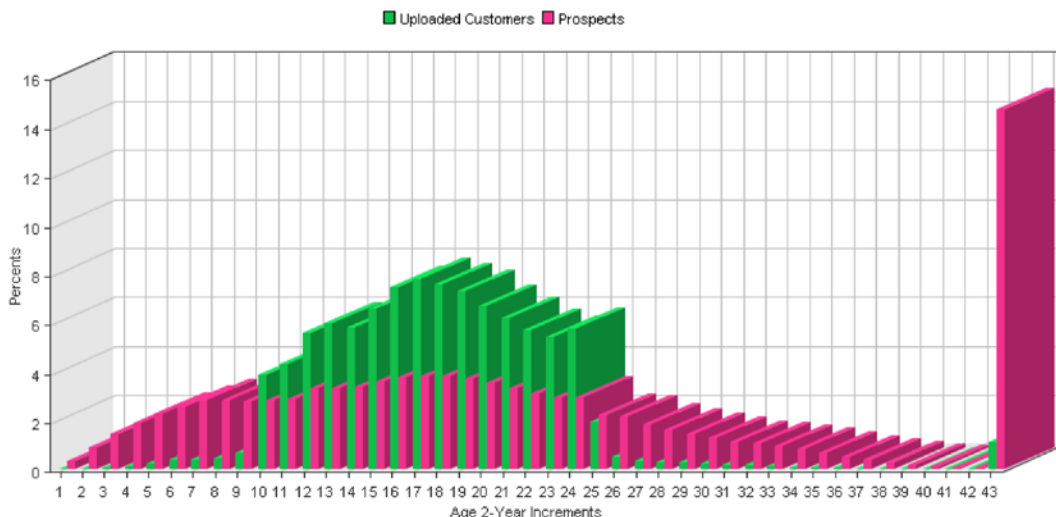
<p>The following demographic elements have been analyzed</p>	<ul style="list-style-type: none"> Premium compact car - 7.38% Entry luxury car - 4.89% Mid-size luxury car - 2.02% Entry mid-size car - 1.88% Premium mid-size car - 9.2% Compact pickup - 2.24% Light duty full-size pickup - 9.03% Heavy duty full-size pickup - 1.37% Entry sports car - 2.46% Premium sports car - 1.09% Compact suv - 4.84% Mid-size suv - 7.88% Full-size suv - 4.74% Luxury suv - 3.62% Compact van - 3.16%
<p>Your Customers have "Vehicle Type - 1st Vehicle"</p>	<ul style="list-style-type: none"> Entry compact car - 1.13% Premium compact car - 9.09% Entry luxury car - 6.59% Mid-size luxury car - 2.75% Entry mid-size car - 2.49% Premium mid-size car - 11.78% Compact pickup - 2.43% Light duty full-size pickup - 10.79% Heavy duty full-size pickup - 1.71% Entry sports car - 3.05% Premium sports car - 1.2% Compact suv - 6.84% Mid-size suv - 10.61% Full-size suv - 5.59% Luxury suv - 5.29% Compact van - 3.98%
<p>Your Customers have "Vehicle - Known Owned Number"</p>	<ul style="list-style-type: none"> Two cars - 25.04% Three or more cars - 48.03%
<p>Your Customers have "Retail Purchases - Most Frequent Category"</p>	<ul style="list-style-type: none"> Main street retail - 4.11% Hi volume low end dept store - 4.27% Standard retail - 19.05% Specialty apparel - 1.39% Specialty - 1.9% Computer electronics - 2.49% Home office supply purchases - 1.62% Hi - end retail buyers - 2.88% Upscale retail - travel/personal services - 1.87% Bank, financial services - banking - 4.37% Finance company, financial services - install credit - 4.37% Oil company - 2%

<p>Your Customers have "Income - Est Household"</p>	<p>\$75,000 - \$99,999 - 23.01% \$100,000 - \$124,999 - 19.94% \$125,000 or more - 33.09%</p>
<p>Your Customers have "Networth Gold"</p>	<p>\$100,000 - \$249,999 - 31.52% \$250,000 - \$499,999 - 19.12% \$500,000 - \$999,999 - 12.08% \$1,000,000 - \$1,999,999 - 14.14% \$2,000,000+ - 7.42%</p>
<p>Your Customers have "Home Equity Available Ranges"</p>	<p>1 to 4,999 - 2.61% 5,000 to 9,999 - 2.62% 10,000 to 19,999 - 5.43% 20,000 to 29,999 - 6.15% 30,000 to 49,999 - 13.87% 50,000 to 74,999 - 11.12%</p>
<p>Your Customers have "Number of Children"</p>	<p>No children - 49.53% Two children - 11.57% Three children - 4.72% Four children - 1.49%</p>
<p>Your Customers have "Education (Individual)"</p>	<p>Completed college - 39.23% Completed graduate school - 22.78%</p>
<p>Your Customers have "Age 2-Year Increments"</p>	<p>Age 36-37 - 3.85% Age 38-39 - 4.31% Age 40-41 - 5.57% Age 42-43 - 5.96% Age 44-45 - 5.79% Age 46-47 - 6.58% Age 48-49 - 7.42% Age 50-51 - 7.77% Age 52-53 - 7.57% Age 54-55 - 7.27% Age 56-57 - 6.7% Age 58-59 - 6.17% Age 60-61 - 5.71% Age 62-63 - 5.39% Age 64-65 - 5.75%</p>

Demographic Segment

Age 2-Year Increments

Indicates adults' age in 2-year increments for each individual from 18 to 100+

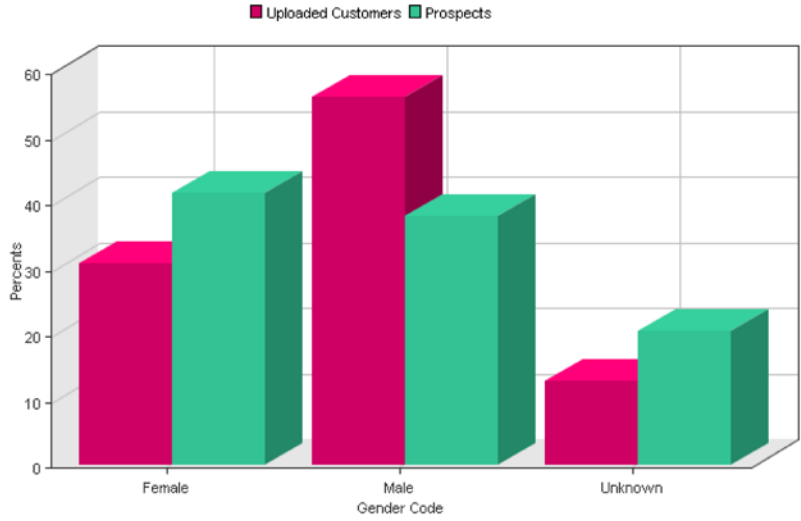


#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Age 18-19	7	0.01 %	827,052	0.37 %	3
2	Age 20-21	16	0.02 %	2,066,011	0.92 %	2
3	Age 22-23	47	0.07 %	3,250,911	1.45 %	5
4	Age 24-25	104	0.15 %	4,287,591	1.92 %	8
5	Age 26-27	166	0.24 %	5,147,806	2.3 %	10
6	Age 28-29	277	0.4 %	5,719,732	2.56 %	16
7	Age 30-31	293	0.42 %	6,345,342	2.84 %	15
8	Age 32-33	327	0.47 %	6,315,305	2.82 %	17
9	Age 34-35	467	0.67 %	6,213,829	2.78 %	24
10	Age 36-37	2,670	3.85 %	6,286,362	2.81 %	137
11	Age 38-39	2,988	4.31 %	6,479,789	2.9 %	149
12	Age 40-41	3,860	5.57 %	7,390,161	3.3 %	169
13	Age 42-43	4,130	5.96 %	7,481,518	3.35 %	178
14	Age 44-45	4,012	5.79 %	7,516,041	3.36 %	172
15	Age 46-47	4,559	6.58 %	7,998,771	3.58 %	184
16	Age 48-49	5,146	7.42 %	8,402,870	3.76 %	198
17	Age 50-51	5,389	7.77 %	8,577,965	3.84 %	203
18	Age 52-53	5,251	7.57 %	8,523,026	3.81 %	199
19	Age 54-55	5,039	7.27 %	8,344,094	3.73 %	195
20	Age 56-57	4,642	6.7 %	7,955,458	3.56 %	188
21	Age 58-59	4,275	6.17 %	7,481,288	3.35 %	184
22	Age 60-61	3,961	5.71 %	6,987,310	3.12 %	183
23	Age 62-63	3,738	5.39 %	6,627,165	2.96 %	182
24	Age 64-65	3,989	5.75 %	6,551,876	2.93 %	196
25	Age 66-67	1,347	1.94 %	4,936,831	2.21 %	88
26	Age 68-69	358	0.52 %	4,915,447	2.2 %	23
27	Age 70-71	231	0.33 %	4,114,085	1.84 %	18
28	Age 72-73	207	0.3 %	3,604,836	1.61 %	19
29	Age 74-75	208	0.3 %	3,231,155	1.45 %	21
30	Age 76-77	165	0.24 %	2,935,057	1.31 %	18
31	Age 78-79	117	0.17 %	2,557,184	1.14 %	15
32	Age 80-81	127	0.18 %	2,393,416	1.07 %	17
33	Age 82-83	102	0.15 %	2,118,268	0.95 %	16
34	Age 84-85	73	0.11 %	1,852,388	0.83 %	13
35	Age 86-87	60	0.09 %	1,551,079	0.69 %	13
36	Age 88-89	54	0.08 %	1,226,214	0.55 %	14
37	Age 90-91	37	0.05 %	944,334	0.42 %	13
38	Age 92-93	27	0.04 %	648,768	0.29 %	13
39	Age 94-95	14	0.02 %	391,067	0.18 %	11
40	Age 96-97	17	0.03 %	263,224	0.12 %	21
41	Age 98-99	8	0.01 %	157,197	0.07 %	17
42	Age 100+	28	0.04 %	223,311	0.1 %	40
43	Unknown	796	1.15 %	32,840,903	14.68 %	8

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Gender Code

Indicates the gender of the individual. When individual's first name and title are unknown or ambiguous and no additional sources reflect gender, the gender is coded as "Unknown"

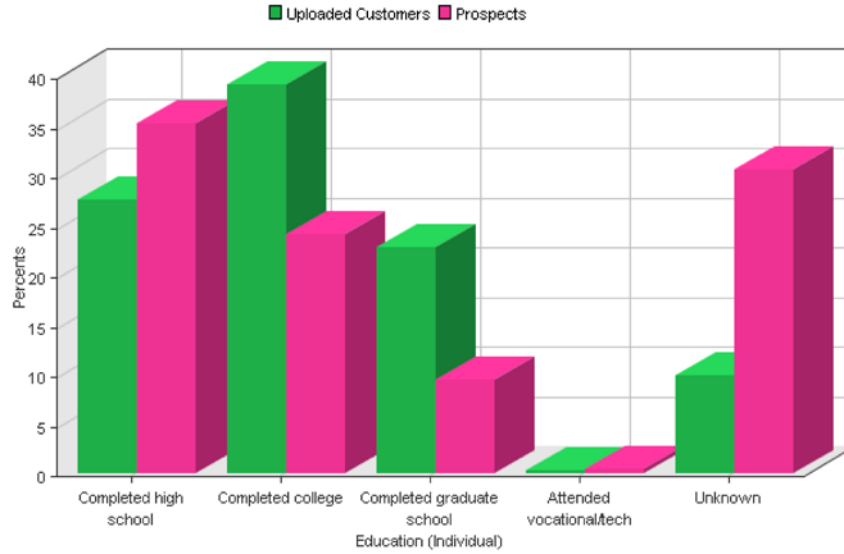


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
F	Female	21,339	30.78 %	92,837,248	41.5 %	74
M	Male	39,019	56.28 %	85,148,159	38.07 %	148
[Unknown]	Unknown	8,971	12.94 %	45,696,630	20.43 %	63

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Education (Individual)

Indicates individual's education level

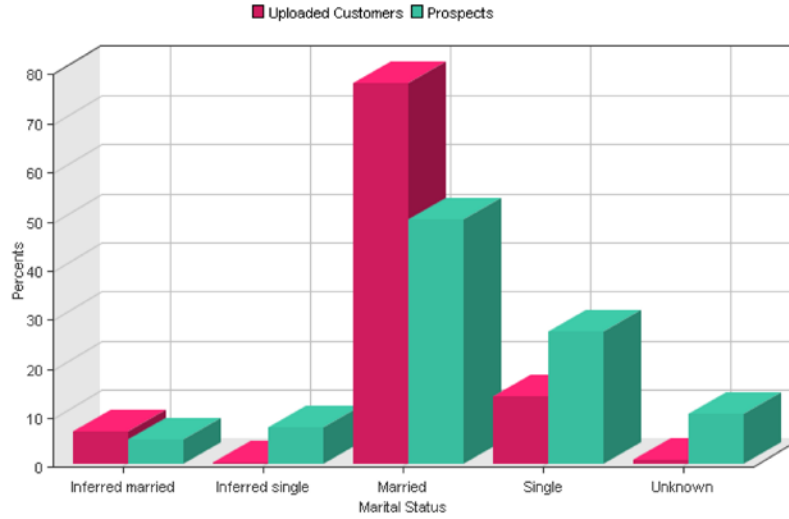


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Completed high school	19,174	27.66 %	78,793,179	35.23 %	79
2	Completed college	27,194	39.23 %	53,851,774	24.08 %	163
3	Completed graduate school	15,792	22.78 %	21,192,077	9.47 %	240
4	Attended vocational/tech	296	0.43 %	1,135,653	0.51 %	84
[Unknown]	Unknown	6,873	9.91 %	68,709,354	30.72 %	32

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Marital Status

Indicates whether a consumer lives in a household where someone is married.

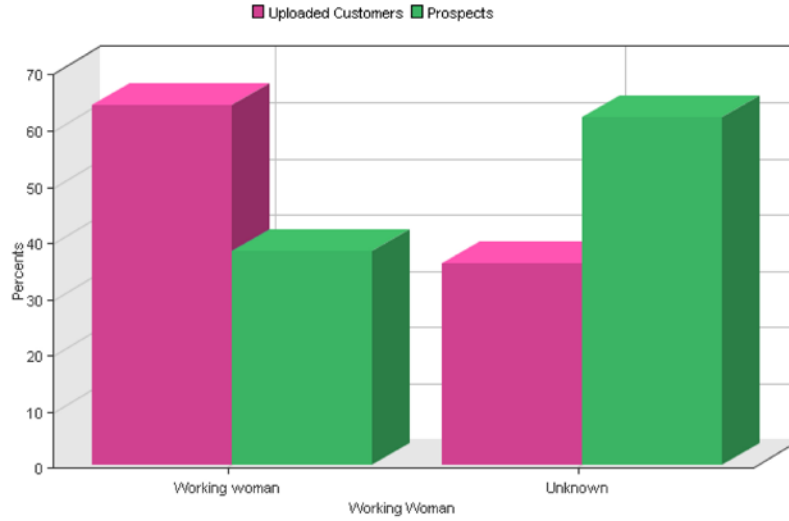


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
A	Inferred married	4,653	6.71 %	11,280,708	5.04 %	133
B	Inferred single	367	0.53 %	16,999,399	7.6 %	7
M	Married	53,836	77.65 %	111,755,831	49.96 %	155
S	Single	9,720	14.02 %	60,404,867	27.01 %	52
[Unknown]	Unknown	753	1.09 %	23,241,232	10.39 %	10

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Working Woman

Indicates presence of the working woman in the household.



Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
Y	Working woman	44,432	64.09 %	85,370,946	38.17 %	168
[Unknown]	Unknown	24,897	35.91 %	138,311,091	61.83 %	58

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ET Ethnic Code

Indicates the individuals ethnicity based on their names and the geographic area where they reside.

#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Ibo/igbo	18	0.03 %	30,371	0.01 %	186*
2	Yoruba	15	0.02 %	35,739	0.02 %	138*
3	Afghani	3	0 %	11,620	0.01 %	80
4	Afr-amer/dutch surnames	45	0.07 %	234,950	0.11 %	62
5	Afr-amer/english surnames	1,974	2.85 %	12,435,589	5.56 %	51
6	Afr-amer/french surnames	80	0.12 %	867,682	0.39 %	30
7	Afr-amer/irish surnames	319	0.46 %	1,910,820	0.85 %	54
8	Afr-amer/islamic surnames	16	0.02 %	177,739	0.08 %	29
9	Afr-amer/scotch surnames	410	0.59 %	2,757,897	1.23 %	48
10	Afr-amer/welsh surnames	154	0.22 %	1,002,834	0.45 %	50
11	Albanian	8	0.01 %	43,595	0.02 %	63
12	Aleut (native american)	1	0 %	5,835	0 %	33
13	Arabic surnames	509	0.73 %	1,098,383	0.49 %	149*
14	Armenian	29	0.04 %	292,480	0.13 %	32
15	Ashanti	1	0 %	5,466	0 %	50
16	Austrian	155	0.22 %	695,683	0.31 %	72
17	Belgian (flemish & wallon)	50	0.07 %	194,293	0.09 %	83
18	Bengali	1	0 %	3,575	0 %	50
19	Bosnian muslim	1	0 %	13,550	0.01 %	17
20	Bulgarian	10	0.01 %	48,948	0.02 %	64
21	Byelorus	5	0.01 %	18,952	0.01 %	88
22	Cameroon	1	0 %	2,527	0 %	100
23	Central african republic	2	0 %	1,120	0 %	300*
24	Chinese	517	0.75 %	2,738,923	1.22 %	61
25	Comoros island	1	0 %	348	0 %	10000*
26	Croatian	35	0.05 %	133,336	0.06 %	83
27	Czech	286	0.41 %	834,735	0.37 %	111
28	Danish	191	0.28 %	681,663	0.31 %	90
29	Dutch	1,076	1.55 %	3,589,766	1.61 %	97
30	Egyptian	9	0.01 %	24,242	0.01 %	118
31	English (british)	28,247	40.74 %	68,049,565	30.42 %	134
32	Estonian	24	0.04 %	68,230	0.03 %	113
33	Ethiopian	9	0.01 %	87,911	0.04 %	33
34	Filipino	111	0.16 %	617,167	0.28 %	58
35	Finn	70	0.1 %	289,328	0.13 %	78
36	French	1,761	2.54 %	6,310,436	2.82 %	90
37	Gambian	3	0 %	4,555	0 %	200*
38	German	5,196	7.5 %	18,261,528	8.16 %	92
39	Ghana	27	0.04 %	80,370	0.04 %	108
40	Greek	101	0.15 %	612,843	0.27 %	53
41	Guyana	1	0 %	1,855	0 %	100
42	Hausa	1	0 %	7,211	0 %	33
43	Hawaiian	9	0.01 %	79,838	0.04 %	36
44	Hindu	4	0.01 %	16,789	0.01 %	75
45	Hispanic	4,849	6.99 %	24,041,806	10.75 %	65
46	Hungarian	223	0.32 %	982,904	0.44 %	73
47	Icelandic	1	0 %	11,594	0.01 %	20
48	India	596	0.86 %	1,499,536	0.67 %	128*
49	Indonesia	7	0.01 %	20,339	0.01 %	111
50	Iraqi	2	0 %	6,834	0 %	100
51	Irish	5,548	8 %	15,096,934	6.75 %	119
52	Italian	1,296	1.87 %	7,638,984	3.42 %	55
53	Japanese	120	0.17 %	799,615	0.36 %	48
54	Jewish hebrew language names	7	0.01 %	38,601	0.02 %	59
55	Kenya	14	0.02 %	28,601	0.01 %	154*
56	Khmer (cambodian)	9	0.01 %	115,812	0.05 %	25
57	Korean	167	0.24 %	733,730	0.33 %	73
58	Kurdish	1	0 %	485	0 %	10000*
59	Laotian	39	0.06 %	122,877	0.06 %	102
60	Latvian	10	0.01 %	47,878	0.02 %	67
61	Lesotho	1	0 %	332	0 %	10000*
62	Liberian	1	0 %	3,517	0 %	50
63	Libyan	1	0 %	1,063	0 %	10000*
64	Lithuanian	43	0.06 %	149,357	0.07 %	93
65	Malawi	3	0 %	2,635	0 %	400*
66	Malay	2	0 %	2,326	0 %	300*
67	Mongolian	3	0 %	9,695	0 %	100
68	Moroccan	1	0 %	7,139	0 %	33
69	Multi-ethnic	267	0.39 %	802,739	0.36 %	107
70	Myanmar (burma)	3	0 %	25,280	0.01 %	36

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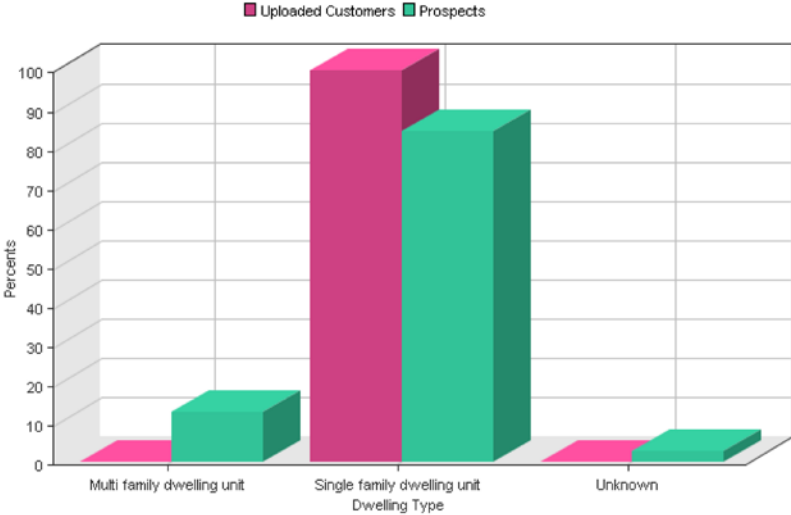
71	Native american	126	0.18 %	517,163	0.23 %	79
72	Nepal	2	0 %	12,559	0.01 %	50
73	Nigerian	43	0.06 %	76,699	0.03 %	182*
74	Norwegian	325	0.47 %	1,312,242	0.59 %	80
75	Other sudanese	2	0 %	3,138	0 %	300*
76	Overt european jewish names	844	1.22 %	3,534,048	1.58 %	77
77	Pakistani	90	0.13 %	185,966	0.08 %	157*
78	Persian (iranian)	89	0.13 %	212,196	0.1 %	135*
79	Polish	534	0.77 %	2,719,422	1.22 %	63
80	Portuguese	136	0.2 %	886,517	0.4 %	49
81	Romanian	52	0.08 %	204,438	0.09 %	82
82	Russian	169	0.24 %	951,190	0.43 %	57
83	Scottish	5,897	8.51 %	13,926,137	6.23 %	137
84	Serbian	21	0.03 %	149,807	0.07 %	45
85	Sierra leone	3	0 %	11,927	0.01 %	80
86	Slovak	55	0.08 %	247,960	0.11 %	71
87	Slovenian	21	0.03 %	125,804	0.06 %	54
88	Swahili	5	0.01 %	39,672	0.02 %	39
89	Swedish	440	0.64 %	1,708,393	0.76 %	83
90	Swiss	29	0.04 %	117,388	0.05 %	81
91	Syrian	5	0.01 %	9,337	0 %	175*
92	Telugu	1	0 %	3,448	0 %	50
93	Thai	45	0.07 %	79,614	0.04 %	181*
94	Tibetan	1	0 %	5,925	0 %	33
95	Tonga	4	0.01 %	6,076	0 %	200*
96	Tunisian	3	0 %	8,679	0 %	100
97	Turkish	21	0.03 %	106,133	0.05 %	64
98	Ugandan	4	0.01 %	5,559	0 %	300*
99	Ukrainian	42	0.06 %	243,215	0.11 %	56
100	Uniquely african american	432	0.62 %	2,535,966	1.13 %	55

If the number of rows for the selector is too large, only the first 100 rows are displayed. The bar chart is not displayed in this case.

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

Dwelling Type

Indicates the dwelling type—single-family or multiple-family.

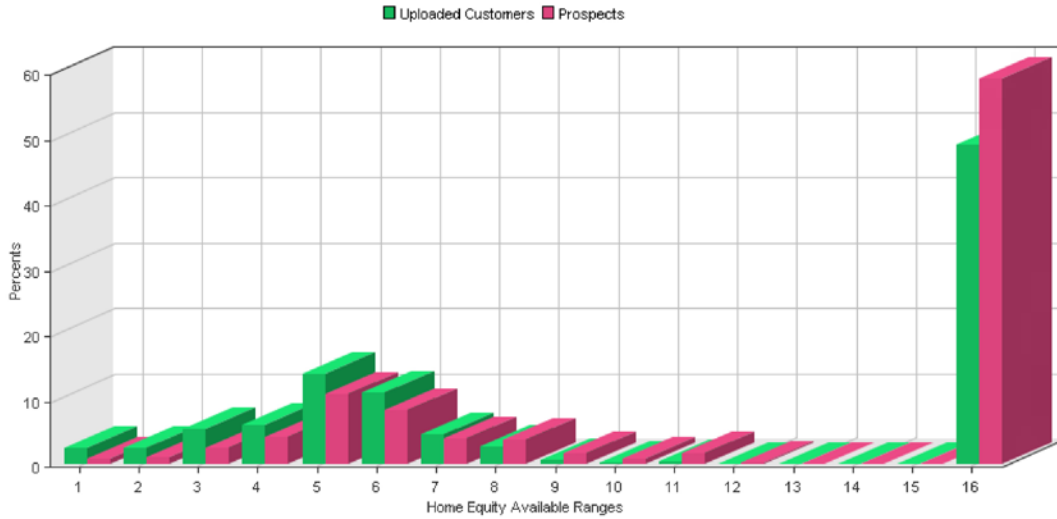


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Multi family dwelling unit	132	0.19 %	28,796,943	12.87 %	1
2	Single family dwelling unit	69,172	99.77 %	188,326,789	84.19 %	119
[Unknown]	Unknown	25	0.04 %	6,558,305	2.93 %	1

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Home Equity Available Ranges

Indicates ranges of the home equity, which is the market value of a homeowner's unencumbered interest in their real property—that is, the current market value of a home minus the outstanding balance of all liens on the property.

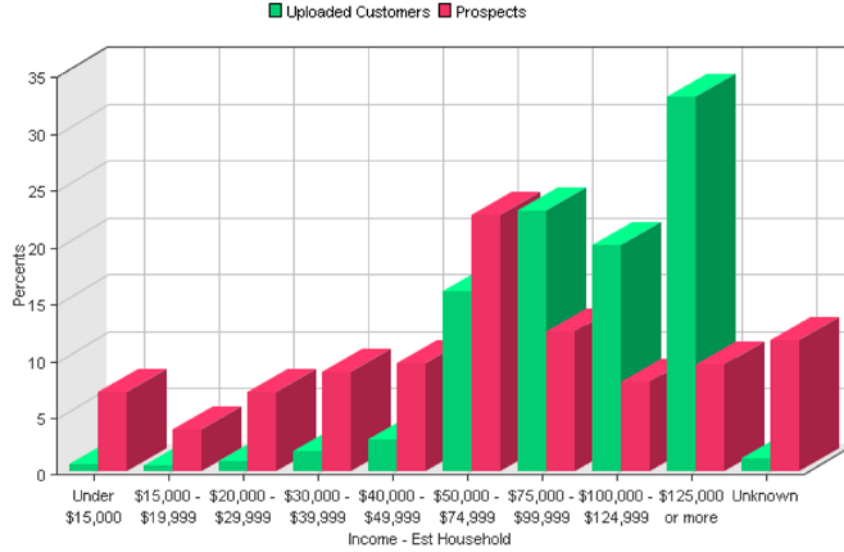


#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	1 to 4,999	1,811	2.61 %	1,987,783	0.89 %	294
2	5,000 to 9,999	1,816	2.62 %	2,314,102	1.04 %	253
3	10,000 to 19,999	3,765	5.43 %	5,916,774	2.65 %	205
4	20,000 to 29,999	4,264	6.15 %	9,305,171	4.16 %	148
5	30,000 to 49,999	9,617	13.87 %	24,257,825	10.85 %	128
6	50,000 to 74,999	7,710	11.12 %	18,898,193	8.45 %	132
7	75,000 to 99,999	3,283	4.74 %	8,860,879	3.96 %	120
8	100,000 to 149,999	1,965	2.83 %	8,720,055	3.9 %	73
9	150,000 to 199,999	515	0.74 %	3,929,158	1.76 %	42
10	200,000 to 249,999	199	0.29 %	2,246,788	1 %	29
11	250,000 to 499,999	329	0.48 %	3,857,146	1.72 %	28
12	500,000 to 749,999	95	0.14 %	823,329	0.37 %	37
13	750,000 to 999,999	31	0.05 %	263,110	0.12 %	38
14	1,000,000 to 1,999,999	34	0.05 %	216,487	0.1 %	51
15	2,000,000 +	3	0 %	42,838	0.02 %	21
16	Unknown	33,892	48.89 %	132,042,399	59.03 %	83

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Income - Est Household

Indicates the estimated income level for the household.

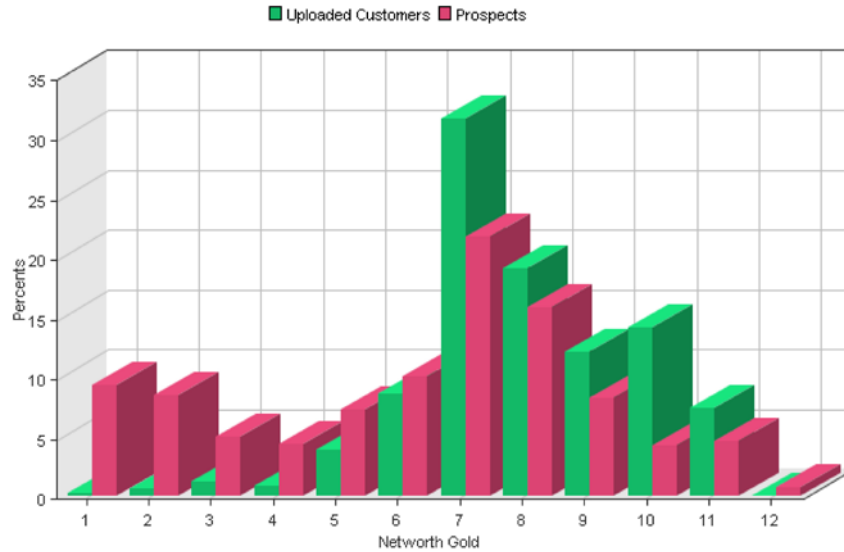


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Under \$15,000	443	0.64 %	15,679,022	7.01 %	9
2	\$15,000 - \$19,999	386	0.56 %	8,425,326	3.77 %	15
3	\$20,000 - \$29,999	669	0.97 %	15,871,870	7.1 %	14
4	\$30,000 - \$39,999	1,281	1.85 %	19,686,650	8.8 %	21
5	\$40,000 - \$49,999	2,002	2.89 %	21,313,760	9.53 %	30
6	\$50,000 - \$74,999	11,033	15.91 %	50,493,820	22.57 %	70
7	\$75,000 - \$99,999	15,954	23.01 %	27,559,363	12.32 %	187
8	\$100,000 - \$124,999	13,821	19.94 %	17,709,120	7.92 %	252
9	\$125,000 or more	22,942	33.09 %	21,111,398	9.44 %	351
[Unknown]	Unknown	798	1.15 %	25,831,708	11.55 %	10

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Networth Gold

Indicates the total assets minus total outside liabilities of an individual or a company from the upper wealth groups.

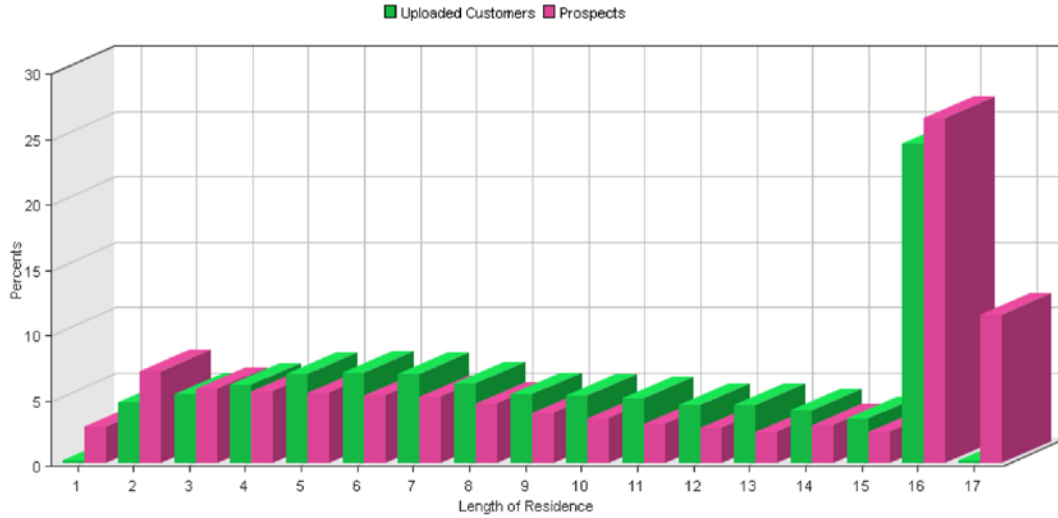


#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Less than or equal to 0	173	0.25 %	20,905,753	9.35 %	3
2	\$1 - \$4,999	446	0.64 %	18,892,057	8.45 %	8
3	\$5,000 - \$9,999	887	1.28 %	11,138,232	4.98 %	26
4	\$10,000 - \$24,999	644	0.93 %	9,845,382	4.4 %	21
5	\$25,000 - \$49,999	2,745	3.96 %	16,309,538	7.29 %	54
6	\$50,000 - \$99,999	5,999	8.65 %	22,339,169	9.99 %	87
7	\$100,000 - \$249,999	21,852	31.52 %	48,679,270	21.76 %	145
8	\$250,000 - \$499,999	13,256	19.12 %	35,335,332	15.8 %	121
9	\$500,000 - \$999,999	8,374	12.08 %	18,542,498	8.29 %	146
10	\$1,000,000 - \$1,999,999	9,803	14.14 %	9,533,746	4.26 %	332
11	\$2,000,000+	5,147	7.42 %	10,310,945	4.61 %	161
12	Unknown	3	0 %	1,850,115	0.83 %	0

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Length of Residence

Indicates the length of the individual's residence in 1-year increment.

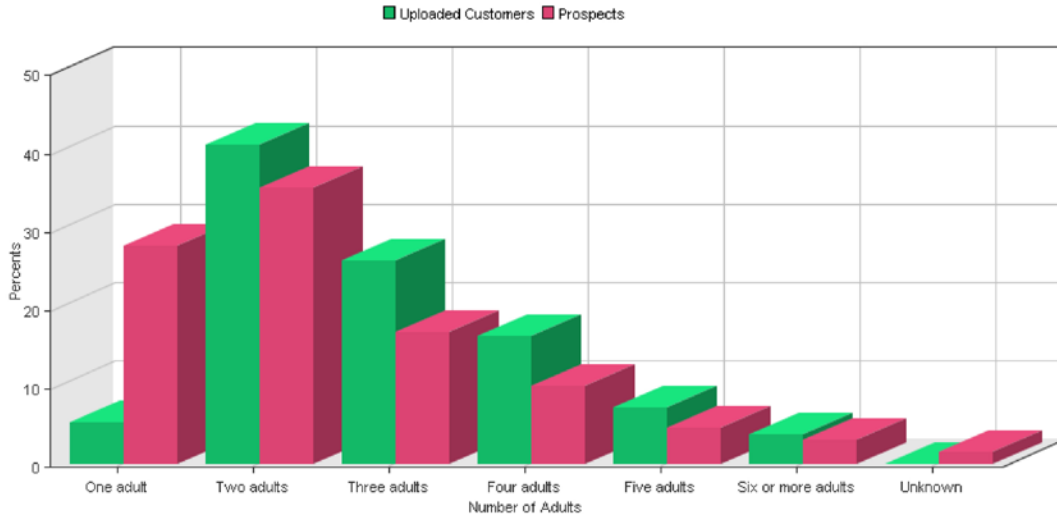


#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Less than one year	212	0.31 %	6,272,575	2.8 %	11
2	One year	3,251	4.69 %	15,687,382	7.01 %	67
3	Two years	3,648	5.26 %	12,716,795	5.69 %	93
4	Three years	4,199	6.06 %	12,422,567	5.55 %	109
5	Four years	4,783	6.9 %	12,050,895	5.39 %	128
6	Five years	4,832	6.97 %	11,626,889	5.2 %	134
7	Six years	4,778	6.89 %	11,457,046	5.12 %	135
8	Seven years	4,230	6.1 %	10,168,015	4.55 %	134
9	Eight years	3,701	5.34 %	8,546,361	3.82 %	140
10	Nine years	3,591	5.18 %	7,765,793	3.47 %	149
11	Ten years	3,496	5.04 %	6,772,853	3.03 %	167
12	Eleven years	3,143	4.53 %	6,217,412	2.78 %	163
13	Twelve years	3,139	4.53 %	5,401,710	2.42 %	187
14	Thirteen years	2,816	4.06 %	6,458,964	2.89 %	141
15	Fourteen years	2,406	3.47 %	5,511,972	2.46 %	141
16	Fifteen years or more	16,946	24.44 %	59,091,989	26.42 %	93
17	Unknown	158	0.23 %	25,512,819	11.41 %	2

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Number of Adults

Indicates the number of adults in the household.

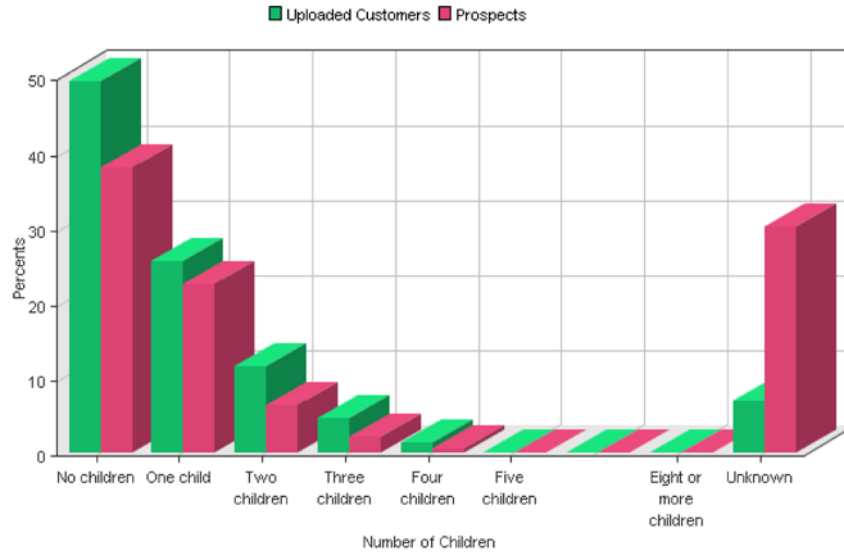


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	One adult	3,713	5.36 %	62,332,311	27.87 %	19
2	Two adults	28,335	40.87 %	79,127,825	35.38 %	116
3	Three adults	18,100	26.11 %	37,945,116	16.96 %	154
4	Four adults	11,421	16.47 %	22,673,531	10.14 %	163
5	Five adults	5,026	7.25 %	10,694,982	4.78 %	152
6	Six or more adults	2,729	3.94 %	7,109,648	3.18 %	124
[Unknown]	Unknown	5	0.01 %	3,798,624	1.7 %	0

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Number of Children

Indicates the number of children in the household.



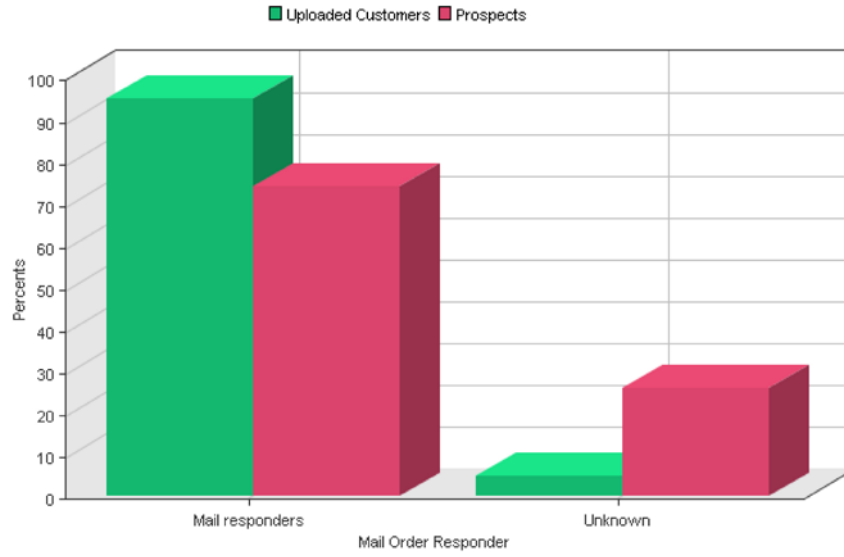
Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
0	No children	34,339	49.53 %	85,061,193	38.03 %	130
1	One child	17,767	25.63 %	50,213,187	22.45 %	114
2	Two children	8,023	11.57 %	14,549,133	6.5 %	178
3	Three children	3,271	4.72 %	4,923,274	2.2 %	214
4	Four children	1,035	1.49 %	1,325,445	0.59 %	252
5	Five children	91	0.13 %	91,412	0.04 %	320*
6	Six children	11	0.02 %	10,231	0.01 %	320*
8	Eight or more children	1	0 %	1,693	0 %	100
[Unknown]	Unknown	4,791	6.91 %	67,504,809	30.18 %	23

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

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Mail Order Responder

Indicates if an individual is a marketing mail responder.

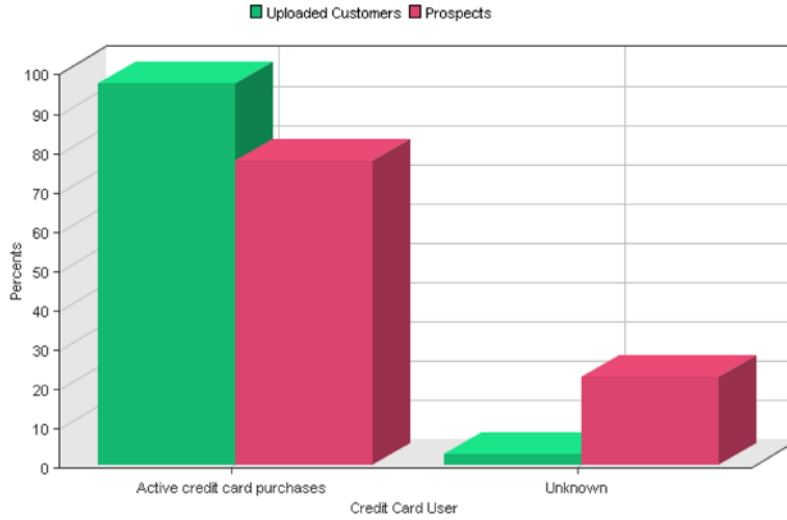


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
R	Mail responders	65,921	95.08 %	165,934,511	74.18 %	128
[Unknown]	Unknown	3,408	4.92 %	57,747,526	25.82 %	19

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Credit Card User

Indicates that the individual received a credit card issued by a bank.

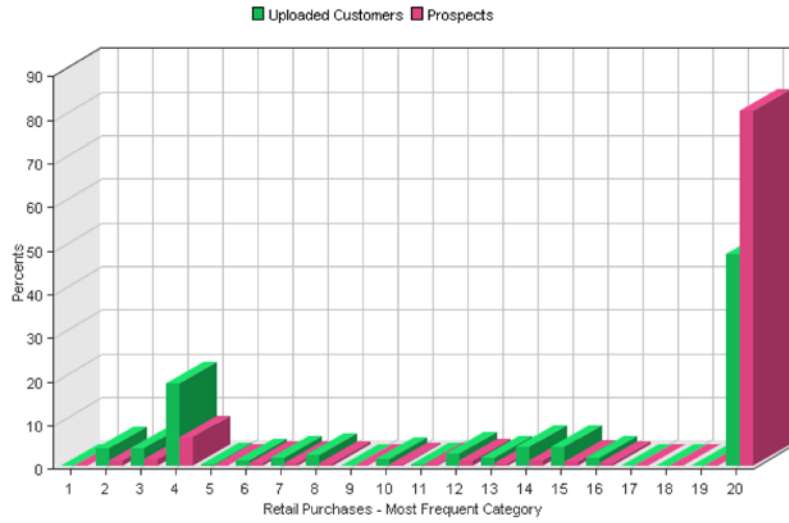


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
Y	Active credit card purchases	67,277	97.04 %	173,322,348	77.49 %	125
[Unknown]	Unknown	2,052	2.96 %	50,359,689	22.51 %	13

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Retail Purchases - Most Frequent Category

Indicates the most frequent category of the individual's retail purchases.



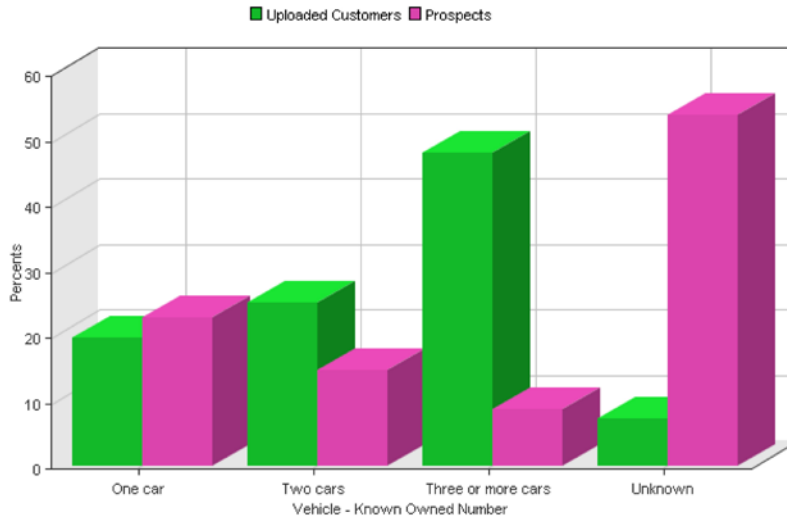
#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Membership warehouse	99	0.14 %	234,388	0.11 %	136*
2	Main street retail	2,848	4.11 %	3,129,305	1.4 %	294
3	Hi volume low end dept store	2,959	4.27 %	3,592,706	1.61 %	266
4	Standard retail	13,206	19.05 %	14,777,117	6.61 %	288
5	Sporting goods	284	0.41 %	338,673	0.15 %	272*
6	Specialty apparel	965	1.39 %	1,769,441	0.79 %	176
7	Specialty	1,315	1.9 %	1,685,772	0.75 %	252
8	Computer electronics	1,723	2.49 %	1,633,484	0.73 %	340
9	Furniture buyers	3	0 %	2,740	0 %	400*
10	Home office supply purchases	1,124	1.62 %	1,120,255	0.5 %	324
11	Fifteen years or more	259	0.37 %	712,156	0.32 %	118
12	Hi - end retail buyers	1,994	2.88 %	2,885,024	1.29 %	223
13	Upscale retail - travel/personal services	1,299	1.87 %	2,002,539	0.9 %	209
14	Bank, financial services - banking	3,028	4.37 %	3,399,312	1.52 %	287
15	Finance company, financial services - install credit	3,027	4.37 %	2,378,080	1.06 %	411
16	Oil company	1,386	2 %	1,706,872	0.76 %	262
17	Financial services - insurance	6	0.01 %	4,389	0 %	450*
18	Tv/mail order purchases	39	0.06 %	31,171	0.01 %	400*
19	Miscellaneous	5	0.01 %	2,067	0 %	700*
20	Unknown	33,760	48.7 %	182,276,546	81.49 %	60

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Vehicle - Known Owned Number

Indicates the number of vehicles registered in the household.

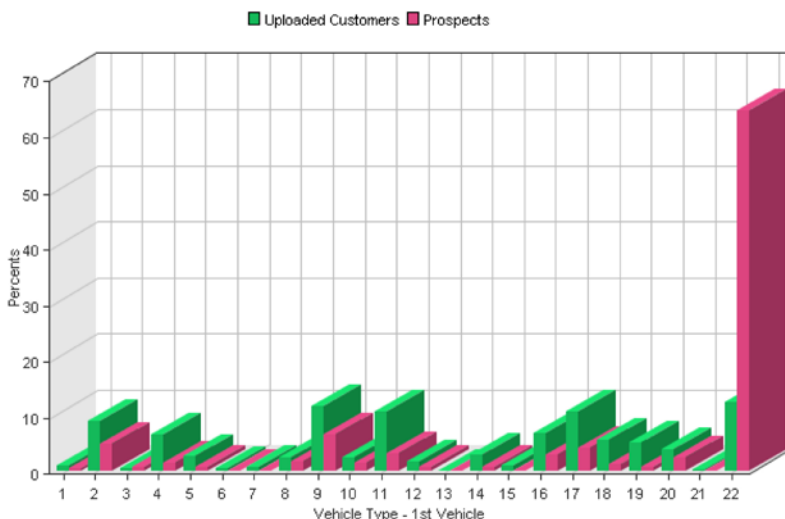


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	One car	13,640	19.67 %	51,087,655	22.84 %	86
2	Two cars	17,357	25.04 %	33,036,217	14.77 %	170
3	Three or more cars	33,300	48.03 %	19,489,844	8.71 %	551
[Unknown]	Unknown	5,032	7.26 %	120,068,321	53.68 %	14

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Vehicle Type - 1st Vehicle

Indicates type of the first vehicle registered in the household.



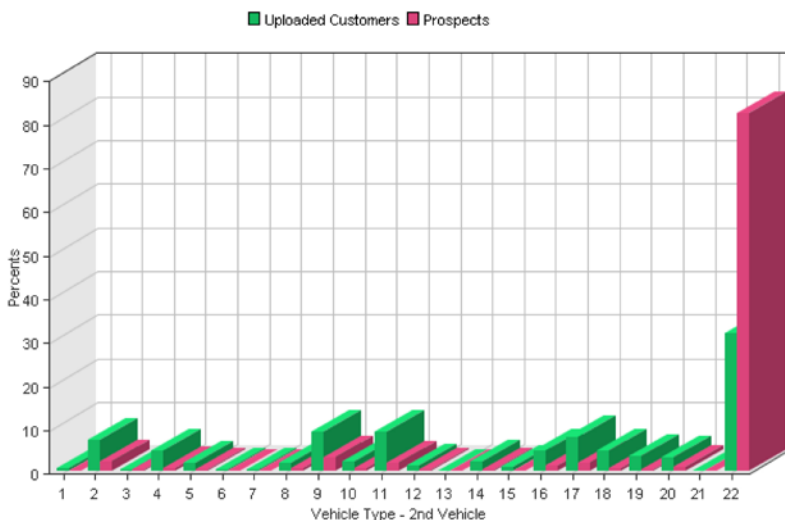
#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Entry compact car	784	1.13 %	1,192,559	0.53 %	212
2	Premium compact car	6,303	9.09 %	11,046,455	4.94 %	184
3	Premium full size car	416	0.6 %	1,676,797	0.75 %	80
4	Entry luxury car	4,568	6.59 %	3,463,430	1.55 %	426
5	Mid-size luxury car	1,907	2.75 %	2,038,763	0.91 %	302
6	Sports luxury car	337	0.49 %	161,422	0.07 %	675*
7	Premium luxury car	567	0.82 %	320,912	0.14 %	572*
8	Entry mid-size car	1,725	2.49 %	3,803,265	1.7 %	146
9	Premium mid-size car	8,164	11.78 %	14,634,290	6.54 %	180
10	Compact pickup	1,682	2.43 %	3,332,462	1.49 %	163
11	Light duty full-size pickup	7,478	10.79 %	7,265,089	3.25 %	332
12	Heavy duty full-size pickup	1,185	1.71 %	1,776,693	0.79 %	215
13	Luxury full-size pickup	23	0.03 %	12,291	0.01 %	660*
14	Entry sports car	2,116	3.05 %	1,915,220	0.86 %	357
15	Premium sports car	833	1.2 %	480,904	0.22 %	559
16	Compact suv	4,742	6.84 %	6,524,553	2.92 %	234
17	Mid-size suv	7,355	10.61 %	9,270,876	4.15 %	256
18	Full-size suv	3,873	5.59 %	2,829,705	1.27 %	442
19	Luxury suv	3,664	5.29 %	2,032,160	0.91 %	581
20	Compact van	2,762	3.98 %	5,569,173	2.49 %	160
21	Full-size van	186	0.27 %	285,933	0.13 %	209*
22	Unknown	8,659	12.49 %	144,049,085	64.4 %	19

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

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Vehicle Type - 2nd Vehicle

Indicates type of the second vehicle registered in the household.



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Entry compact car	560	0.81 %	514,410	0.23 %	351*
2	Premium compact car	5,116	7.38 %	5,259,290	2.35 %	314
3	Premium full size car	366	0.53 %	807,951	0.36 %	146*
4	Entry luxury car	3,387	4.89 %	1,635,739	0.73 %	668
5	Mid-size luxury car	1,399	2.02 %	1,033,622	0.46 %	437
6	Sports luxury car	235	0.34 %	92,410	0.04 %	827*
7	Premium luxury car	419	0.6 %	167,869	0.08 %	805*
8	Entry mid-size car	1,302	1.88 %	1,870,322	0.84 %	225
9	Premium mid-size car	6,376	9.2 %	6,956,643	3.11 %	296
10	Compact pickup	1,556	2.24 %	1,980,623	0.89 %	254
11	Light duty full-size pickup	6,258	9.03 %	4,277,937	1.91 %	472
12	Heavy duty full-size pickup	947	1.37 %	1,124,756	0.5 %	272
13	Luxury full-size pickup	12	0.02 %	7,284	0 %	567*
14	Entry sports car	1,705	2.46 %	1,126,837	0.5 %	488
15	Premium sports car	757	1.09 %	292,109	0.13 %	834
16	Compact suv	3,355	4.84 %	2,798,806	1.25 %	387
17	Mid-size suv	5,465	7.88 %	4,544,656	2.03 %	388
18	Full-size suv	3,873	5.59 %	2,829,705	1.27 %	442
19	Luxury suv	3,664	5.29 %	2,032,160	0.91 %	581
20	Compact van	2,762	3.98 %	5,569,173	2.49 %	160
21	Full-size van	186	0.27 %	285,933	0.13 %	209*
22	Unknown	8,659	12.49 %	144,049,085	64.4 %	19

*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

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Look-Alike Summary

View geographic and demographic breakdown of Look-Alikes found based on the segments with high MPI.

Home Equity Available Ranges	Number of Look-Alikes
1 to 4,999	10,572 (1.74 %)
5,000 to 9,999	12,552 (2.07 %)
10,000 to 19,999	34,380 (5.67 %)
20,000 to 29,999	74,957 (12.36 %)
30,000 to 49,999	226,907 (37.41 %)
50,000 to 74,999	247,155 (40.75 %)
Income - Est Household	
\$75,000 - \$99,999	208,068 (34.31 %)
\$100,000 - \$124,999	183,628 (30.28 %)
\$125,000 or more	214,827 (35.42 %)
Networth Gold	
\$100,000 - \$249,999	277,865 (45.81 %)
\$250,000 - \$499,999	50,367 (8.3 %)
\$500,000 - \$999,999	147,090 (24.25 %)
\$1,000,000 - \$1,999,999	93,261 (15.38 %)
\$2,000,000+	37,940 (6.26 %)
Number of Children	
No children	516,958 (85.23 %)
Two children	60,750 (10.02 %)
Three children	21,173 (3.49 %)
Four children	7,642 (1.26 %)
Retail Purchases - Most Frequent Category	
Main street retail	47,152 (7.77 %)
Hi volume low end dept store	54,776 (9.03 %)
Standard retail	226,874 (37.41 %)
Specialty apparel	26,045 (4.29 %)
Specialty	24,015 (3.96 %)
Computer electronics	22,902 (3.78 %)
Home office supply purchases	16,279 (2.68 %)
Hi - end retail buyers	42,469 (7 %)
Upscale retail - travel/personal services	31,577 (5.21 %)
Bank, financial services - banking	53,515 (8.82 %)
Finance company, financial services - install credit	33,374 (5.5 %)
Oil company	33,374 (5.5 %)
Vehicle - Known Owned Number	
Two cars	283,314 (46.71 %)
Three or more cars	323,209 (53.29 %)
Vehicle Type - 1st Vehicle	
Entry compact car	6,981 (1.15 %)
Premium compact car	74,326 (12.25 %)
Entry luxury car	30,631 (5.05 %)
Mid-size luxury car	16,743 (2.76 %)
Entry mid-size car	25,479 (4.2 %)
Premium mid-size car	109,268 (18.02 %)
Compact pickup	24,991 (4.12 %)

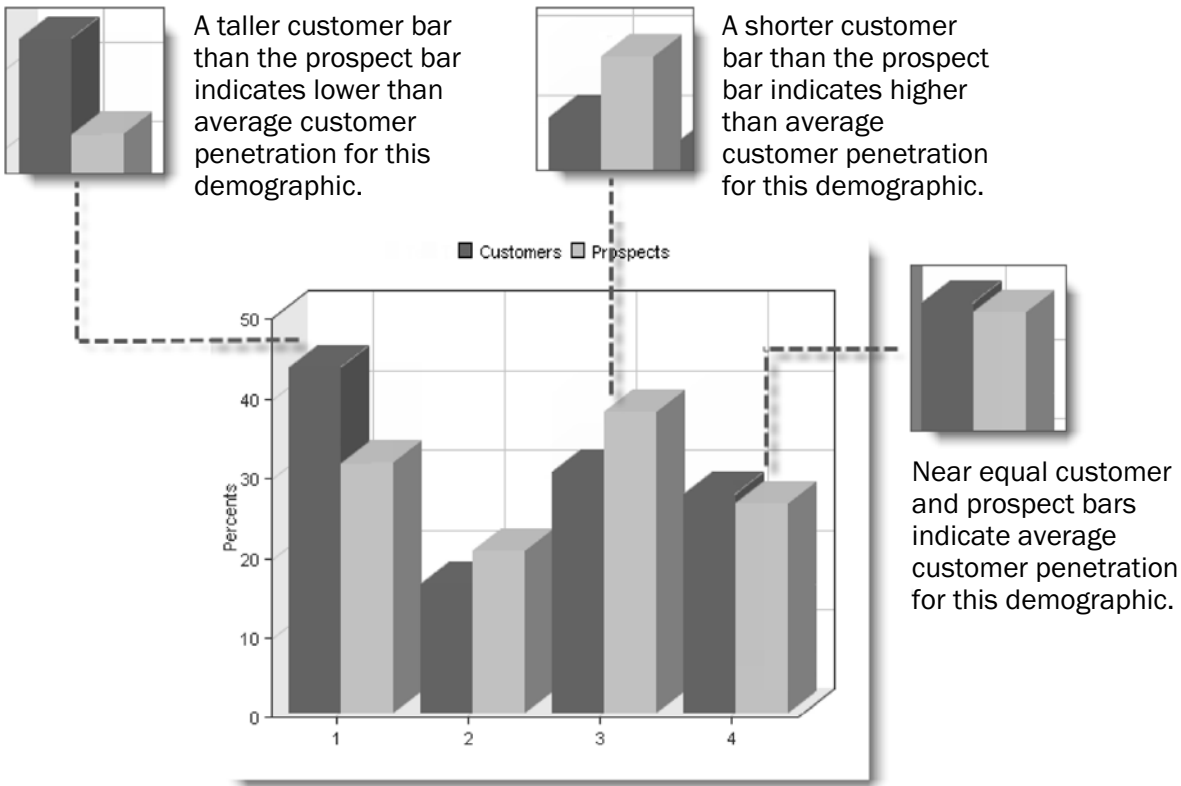
Light duty full-size pickup	63,791 (10.52 %)
Heavy duty full-size pickup	16,253 (2.68 %)
Entry sports car	16,655 (2.75 %)
Premium sports car	5,739 (0.95 %)
Compact suv	57,469 (9.48 %)
Mid-size suv	79,936 (13.18 %)
Full-size suv	23,475 (3.87 %)
Luxury suv	19,519 (3.22 %)
Compact van	35,267 (5.81 %)
Vehicle Type - 2nd Vehicle	
Premium compact car	75,012 (12.37 %)
Entry luxury car	30,502 (5.03 %)
Mid-size luxury car	18,747 (3.09 %)
Entry mid-size car	25,215 (4.16 %)
Premium mid-size car	112,208 (18.5 %)
Compact pickup	27,700 (4.57 %)
Light duty full-size pickup	64,140 (10.58 %)
Heavy duty full-size pickup	17,880 (2.95 %)
Entry sports car	17,132 (2.82 %)
Premium sports car	6,469 (1.07 %)
Compact suv	49,282 (8.13 %)
Mid-size suv	78,904 (13.01 %)
Full-size suv	26,932 (4.44 %)
Luxury suv	17,051 (2.81 %)
Compact van	39,349 (6.49 %)

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How is Market Penetration Index calculated?

$$\text{MPI} = \frac{\% \text{ of existing customers in the segment}}{\% \text{ of total number of prospects in the segment}} \times 100$$

How to read your report?



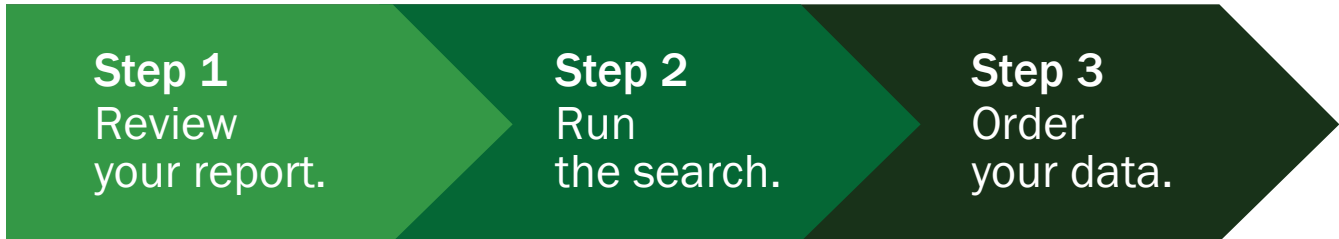
Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1,953	9.56 %	1,467,511	9.82 %	97
2,353	11.63 %	1,309,050	8.76 %	133
863	4.26 %	836,247	5.59 %	76

High Market Penetration Indexes are highlighted.

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How to use your report?

These simple steps will help you purchase a list of prospects in your trade area that look just like your best customers.



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