

Look-Alike Report

SEPTEMBER 10, 2012

REPORT # R3237251

YourCompany

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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

Date:	09/10/2012
Report #:	R3237251
Total records uploaded:	3,205
Total uploaded records matched:	1,756
Match rate:	54.79%
Total Look-Alike records:	950,341
Database:	Consumer Database

The following demographic elements have been analyzed:

Adult Age (2-year Increments)	Number of Adults
Gender (Individual)	Number of Children
Education of Selected Record	Mail Responders
Marital Status	Credit Card Users
Working Woman Indicator	Retail Purchases - Most Frequent Category
Acxiom Country of Origin	Number of Vehicles
Dwelling Unit Size	Vehicle Type - 1st Vehicle
Home Equity Available Ranges	Vehicle Type - 2nd Vehicle
Estimated Income	Vehicle 1 - Year (1988 - Present)
NetWorth Gold	Vehicle 2 - Year (1988 - Present)
Length of Residence	

Did you know that...

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

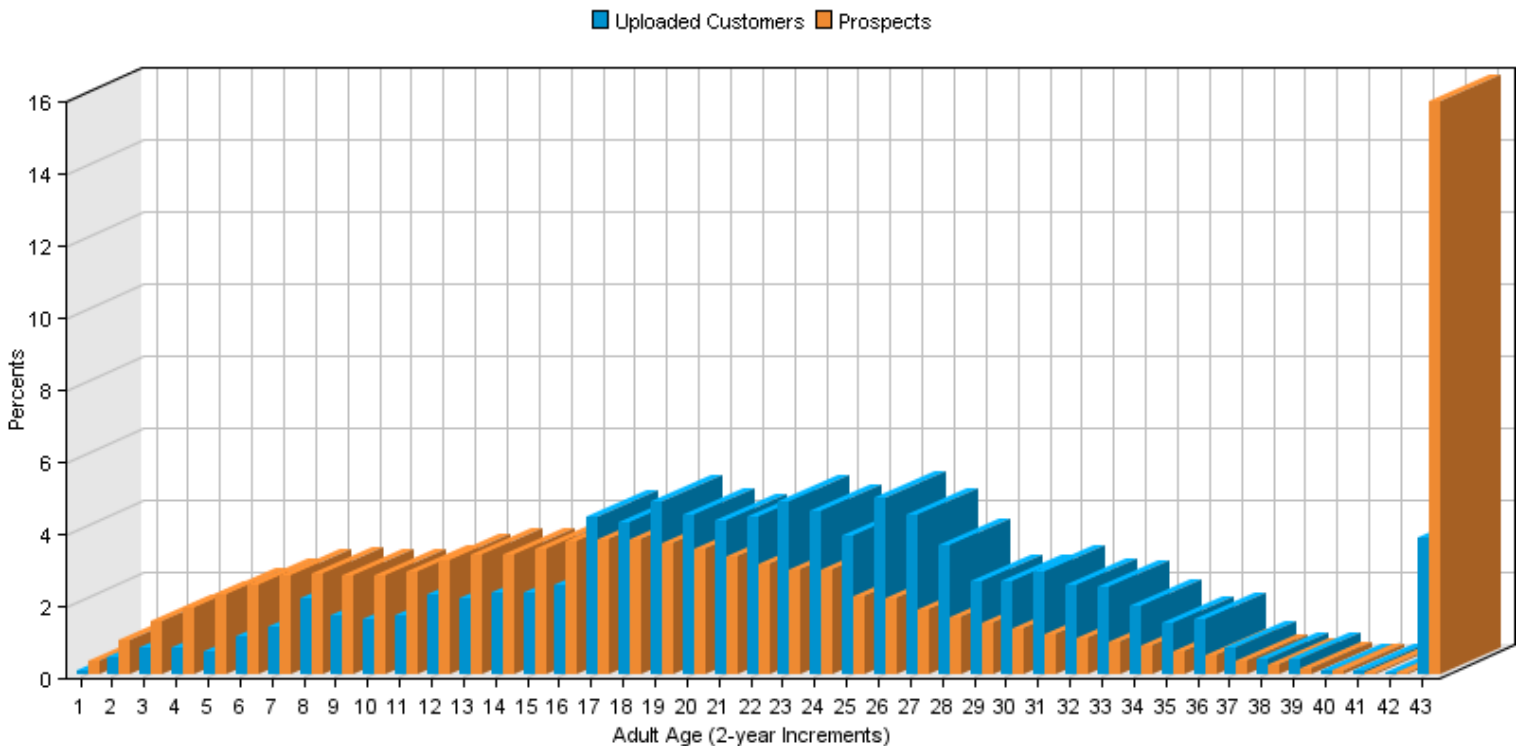
Your Customers have "Adult Age (2-year Increments)":	Age 60-61 - 4.39%
	Age 62-63 - 4.84%
	Age 64-65 - 4.56%
	Age 66-67 - 3.87%
	Age 68-69 - 4.9%
	Age 70-71 - 4.44%
	Age 72-73 - 3.59%
	Age 74-75 - 2.62%
	Age 76-77 - 2.62%
	Age 78-79 - 2.85%
	Age 80-81 - 2.51%
	Age 82-83 - 2.45%
	Age 84-85 - 1.94%
	Age 86-87 - 1.42%
	Age 88-89 - 1.54%
Your Customers have "Home Equity Available Ranges":	50,000 to 74,999 - 10.88%
	75,000 to 99,999 - 5.87%
	100,000 to 149,999 - 5.3%
	250,000 to 499,999 - 2.9%
Your Customers have "NetWorth Gold":	\$250,000 - \$499,999 - 19.25%
	\$500,000 - \$999,999 - 13.95%
Your Customers have "Education of Selected Record":	Completed college - 30.75%
	Completed graduate school - 14.86%
Your Customers have "Number of Children":	No children - 60.93%
Your Customers have "Gender (Individual)":	Male - 49.66%
Your Customers have "Mail Responders":	Mail responders - 93.11%
Your Customers have "Credit Card Users":	Active credit card purchases - 93.85%
Your Customers have "Length of Residence":	Fifteen years or more - 32.52%
Your Customers have "Marital Status":	Married - 63.04%

Demographic Segment

Demographic segment includes age, gender, race, education, income, marital status, family size, children, home ownership, and so on.

Adult 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	2	0.11 %	931,574	0.40 %	29
2	Age 20-21	9	0.51 %	2,245,906	0.96 %	53
3	Age 22-23	13	0.74 %	3,481,875	1.49 %	50
4	Age 24-25	13	0.74 %	4,387,243	1.88 %	39
5	Age 26-27	12	0.68 %	5,245,440	2.25 %	30
6	Age 28-29	19	1.08 %	5,814,730	2.49 %	43
7	Age 30-31	24	1.37 %	6,465,246	2.77 %	49
8	Age 32-33	37	2.11 %	6,621,259	2.84 %	74
9	Age 34-35	29	1.65 %	6,449,945	2.76 %	60
10	Age 36-37	27	1.54 %	6,464,706	2.77 %	56
11	Age 38-39	29	1.65 %	6,662,943	2.85 %	58
12	Age 40-41	39	2.22 %	7,492,934	3.21 %	69
13	Age 42-43	37	2.11 %	7,812,973	3.35 %	63
14	Age 44-45	40	2.28 %	7,768,469	3.33 %	68
15	Age 46-47	40	2.28 %	8,128,657	3.48 %	65
16	Age 48-49	44	2.51 %	8,631,919	3.70 %	68

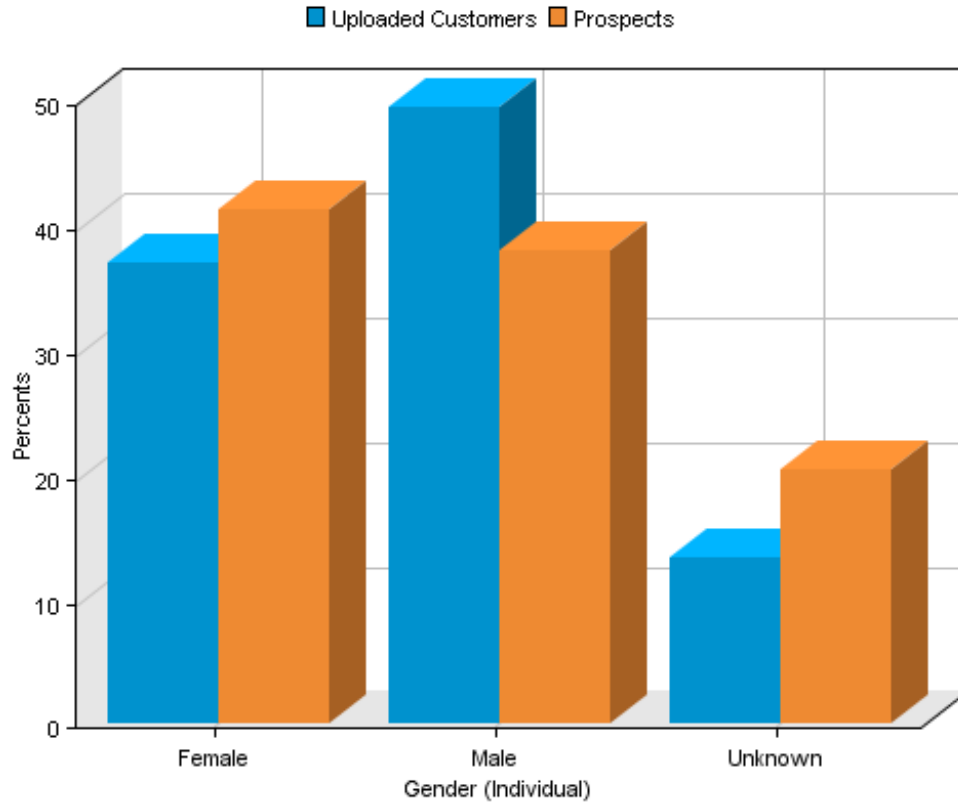
17	Age 50-51	77	4.39 %	8,790,699	3.76 %	116
18	Age 52-53	74	4.21 %	8,761,798	3.75 %	112
19	Age 54-55	85	4.84 %	8,580,409	3.67 %	132*
20	Age 56-57	78	4.44 %	8,158,947	3.49 %	127*
21	Age 58-59	75	4.27 %	7,702,957	3.30 %	130*
22	Age 60-61	77	4.39 %	7,210,894	3.09 %	142
23	Age 62-63	85	4.84 %	6,794,006	2.91 %	166
24	Age 64-65	80	4.56 %	6,804,273	2.91 %	156
25	Age 66-67	68	3.87 %	5,112,842	2.19 %	177
26	Age 68-69	86	4.90 %	5,039,248	2.16 %	227
27	Age 70-71	78	4.44 %	4,273,582	1.83 %	243
28	Age 72-73	63	3.59 %	3,712,565	1.59 %	226
29	Age 74-75	46	2.62 %	3,337,968	1.43 %	183
30	Age 76-77	46	2.62 %	3,009,570	1.29 %	203
31	Age 78-79	50	2.85 %	2,608,540	1.12 %	255
32	Age 80-81	44	2.51 %	2,413,647	1.03 %	243
33	Age 82-83	43	2.45 %	2,162,415	0.93 %	264
34	Age 84-85	34	1.94 %	1,875,463	0.80 %	241
35	Age 86-87	25	1.42 %	1,562,345	0.67 %	213
36	Age 88-89	27	1.54 %	1,245,619	0.53 %	289
37	Age 90-91	13	0.74 %	948,242	0.41 %	182*
38	Age 92-93	8	0.46 %	671,799	0.29 %	158*
39	Age 94-95	8	0.46 %	395,955	0.17 %	268*
40	Age 96-97	2	0.11 %	257,077	0.11 %	104
41	Age 98-99	2	0.11 %	150,723	0.07 %	175*
42	Age 100+	1	0.06 %	212,656	0.09 %	63
43	Unknown	67	3.82 %	37,169,897	15.91 %	24

*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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Gender (Individual)

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".

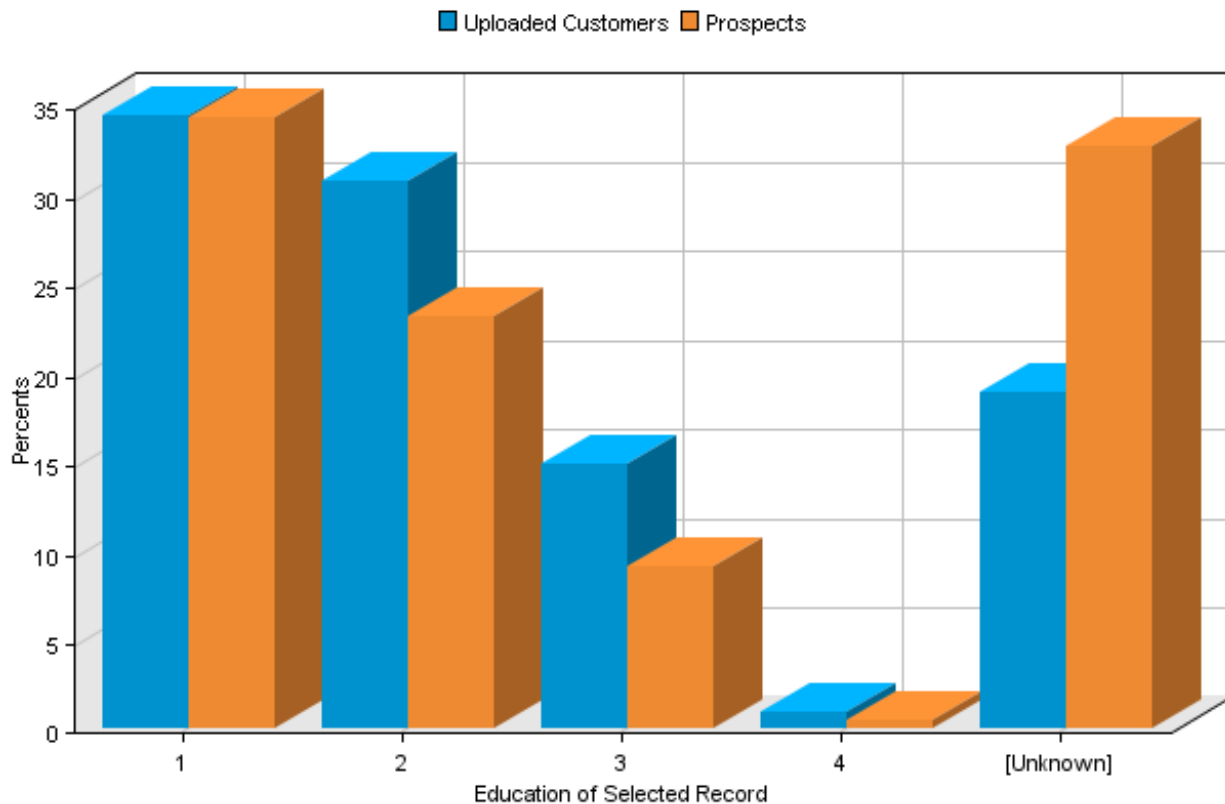


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
F	Female	650	37.02 %	96,752,922	41.42 %	89
M	Male	872	49.66 %	88,922,899	38.07 %	130
[Unknown]	Unknown	234	13.33 %	47,894,134	20.51 %	65

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Education of Selected Record

Indicates individual's education level.



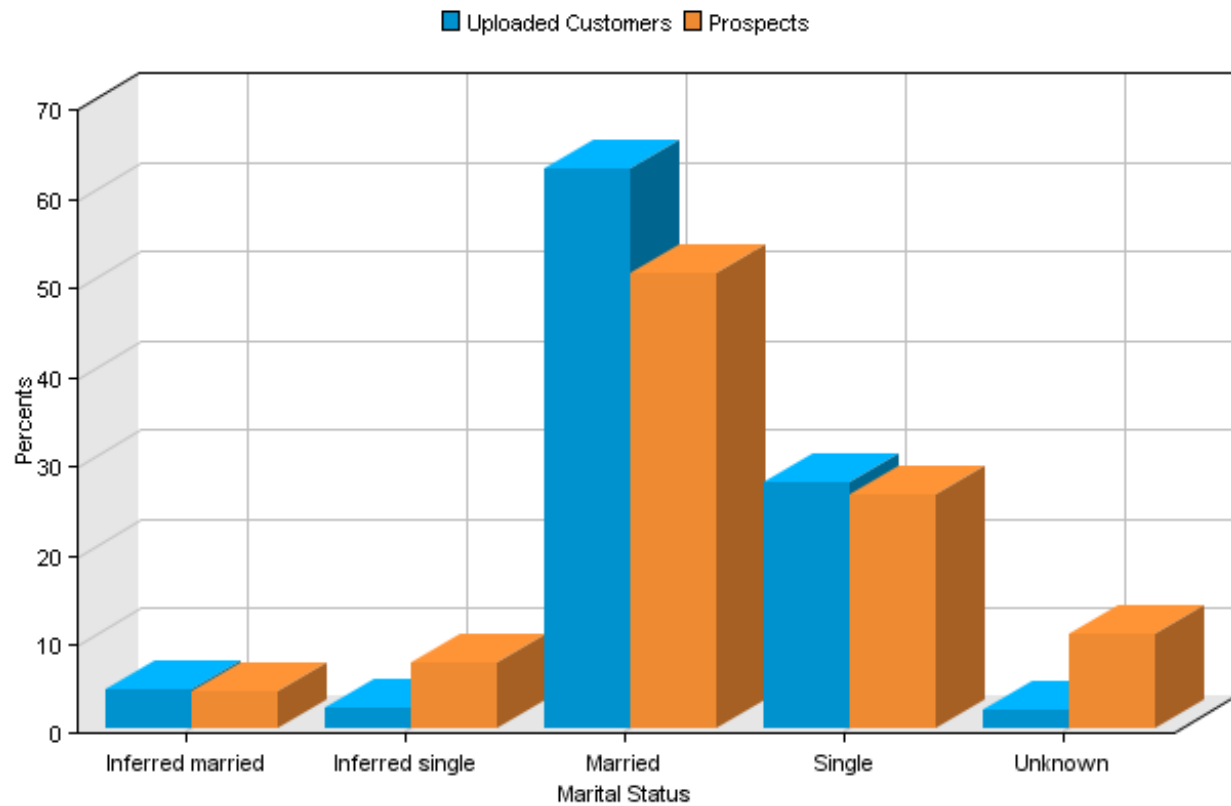
Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Completed high school	606	34.51 %	80,333,629	34.39 %	100
2	Completed college	540	30.75 %	54,286,525	23.24 %	132
3	Completed graduate school	261	14.86 %	21,329,303	9.13 %	163
4	Attended vocational/tech	17	0.97 %	1,143,395	0.49 %	198*
[Unknown]	Unknown	332	18.91 %	76,477,103	32.74 %	58

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Marital Status

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

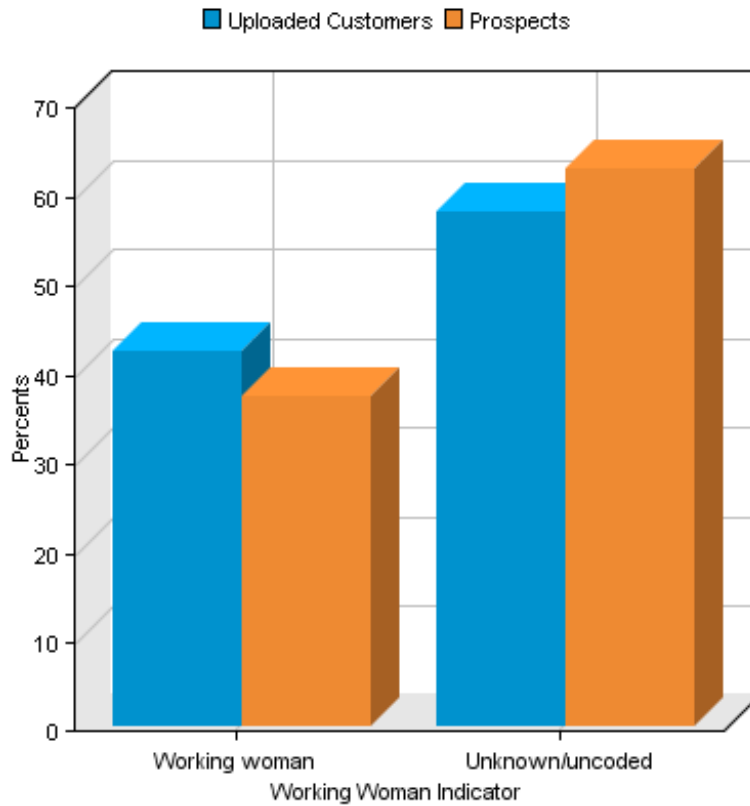


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
A	Inferred married	79	4.50 %	10,068,959	4.31 %	104
B	Inferred single	43	2.45 %	17,282,425	7.40 %	33
M	Married	1,107	63.04 %	119,628,964	51.22 %	123
S	Single	489	27.85 %	61,784,325	26.45 %	105
[Unknown]	Unknown	38	2.16 %	24,805,282	10.62 %	20

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Working Woman Indicator

Indicates presence of the working woman in the household.

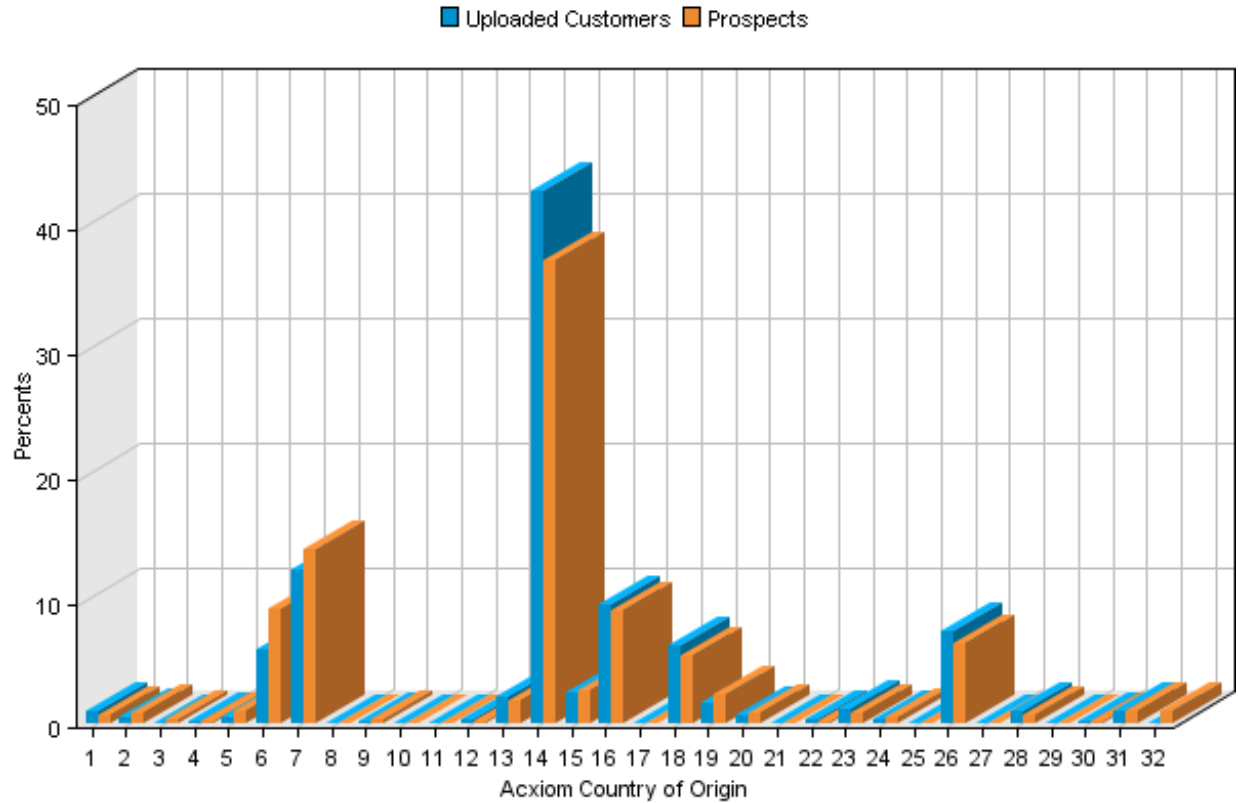


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
Y	Working woman	740	42.14 %	86,939,101	37.22 %	113
[NULL]	Unknown/uncoded	1,016	57.86 %	146,630,854	62.78 %	92

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Acxiom Country of Origin

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	Asian	19	1.08 %	1,917,173	0.82 %	132*
2	China	10	0.57 %	2,095,384	0.90 %	63
3	India	2	0.11 %	848,080	0.36 %	31
4	Japan	3	0.17 %	395,789	0.17 %	101
5	African american	9	0.51 %	2,602,502	1.11 %	46
6	Hispanic	106	6.04 %	21,791,403	9.33 %	65
7	White	218	12.42 %	32,756,241	14.02 %	89
8	America	1	0.06 %	118,952	0.05 %	112
9	Arabia	3	0.17 %	853,976	0.37 %	47
10	Armenia	1	0.06 %	62,365	0.03 %	211*
11	Belgium	1	0.06 %	35,077	0.02 %	380*
12	Czech	8	0.46 %	698,068	0.30 %	153*
13	Denmark	39	2.22 %	4,361,093	1.87 %	119
14	England	752	42.83 %	87,153,456	37.31 %	115
15	France	44	2.51 %	6,273,477	2.69 %	93
16	Germany	169	9.62 %	21,412,015	9.17 %	105
17	Hungary	1	0.06 %	361,765	0.16 %	37
18	Ireland	110	6.26 %	12,892,143	5.52 %	113

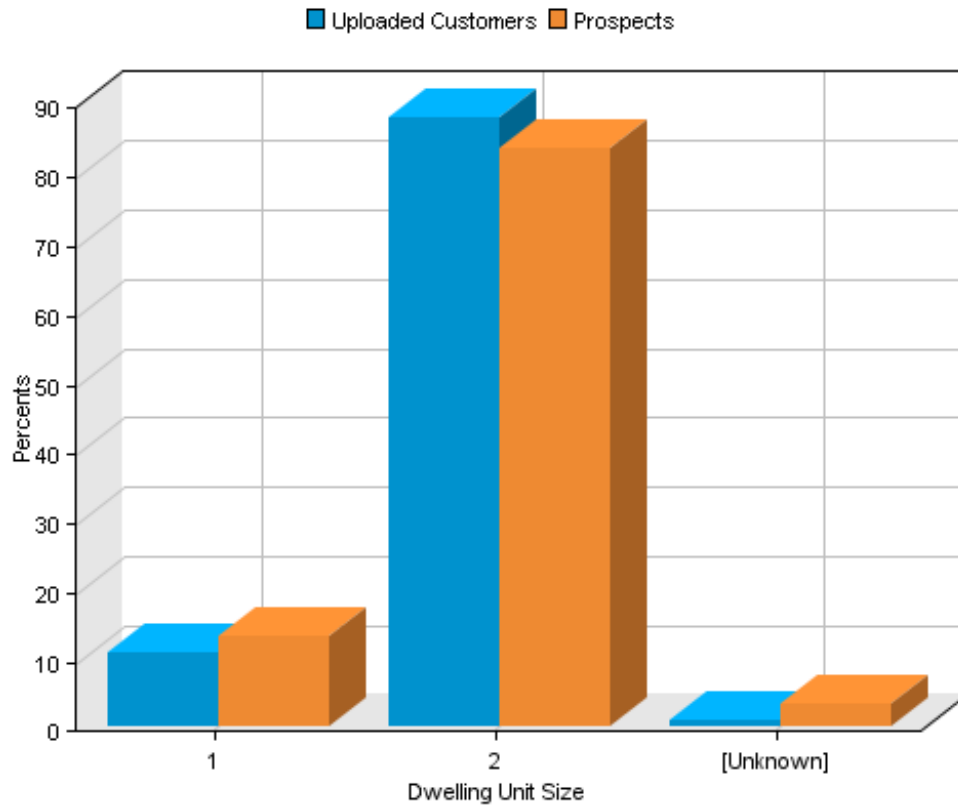
19	Italy	31	1.77 %	5,475,891	2.34 %	75
20	Jewish	13	0.74 %	2,297,849	0.98 %	75
21	Malta	1	0.06 %	7,062	0.00 %	1900*
22	Norway	8	0.46 %	477,852	0.21 %	222*
23	Poland	22	1.25 %	1,934,253	0.83 %	151*
24	Portugal	7	0.40 %	1,530,459	0.66 %	61
25	Romania	1	0.06 %	27,164	0.01 %	475*
26	Scotland	130	7.40 %	15,312,951	6.56 %	113
27	Slovenia	2	0.11 %	86,199	0.04 %	308*
28	Sweden	19	1.08 %	1,610,720	0.69 %	157*
29	Switzerland	2	0.11 %	58,331	0.03 %	456*
30	Turkey	4	0.23 %	518,073	0.22 %	103
31	Wales	19	1.08 %	2,468,975	1.06 %	102
32	Unknown	1	0.06 %	2,444,661	1.05 %	5

*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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Dwelling Unit Size

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

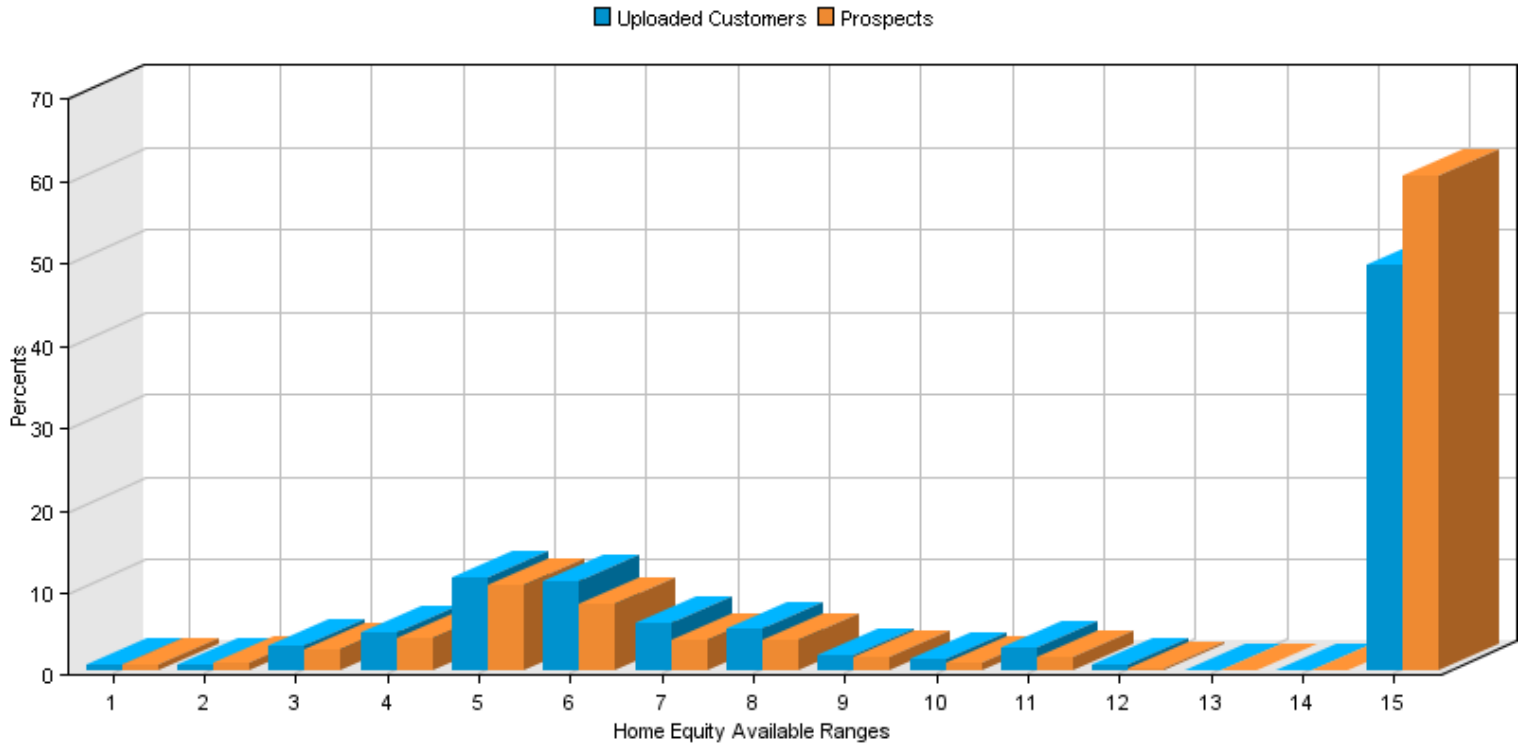


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Multi family dwelling unit	191	10.88 %	30,762,206	13.17 %	83
2	Single family dwelling unit	1,548	88.16 %	195,190,651	83.57 %	105
[Unknown]	Unknown	17	0.97 %	7,617,098	3.26 %	30

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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.



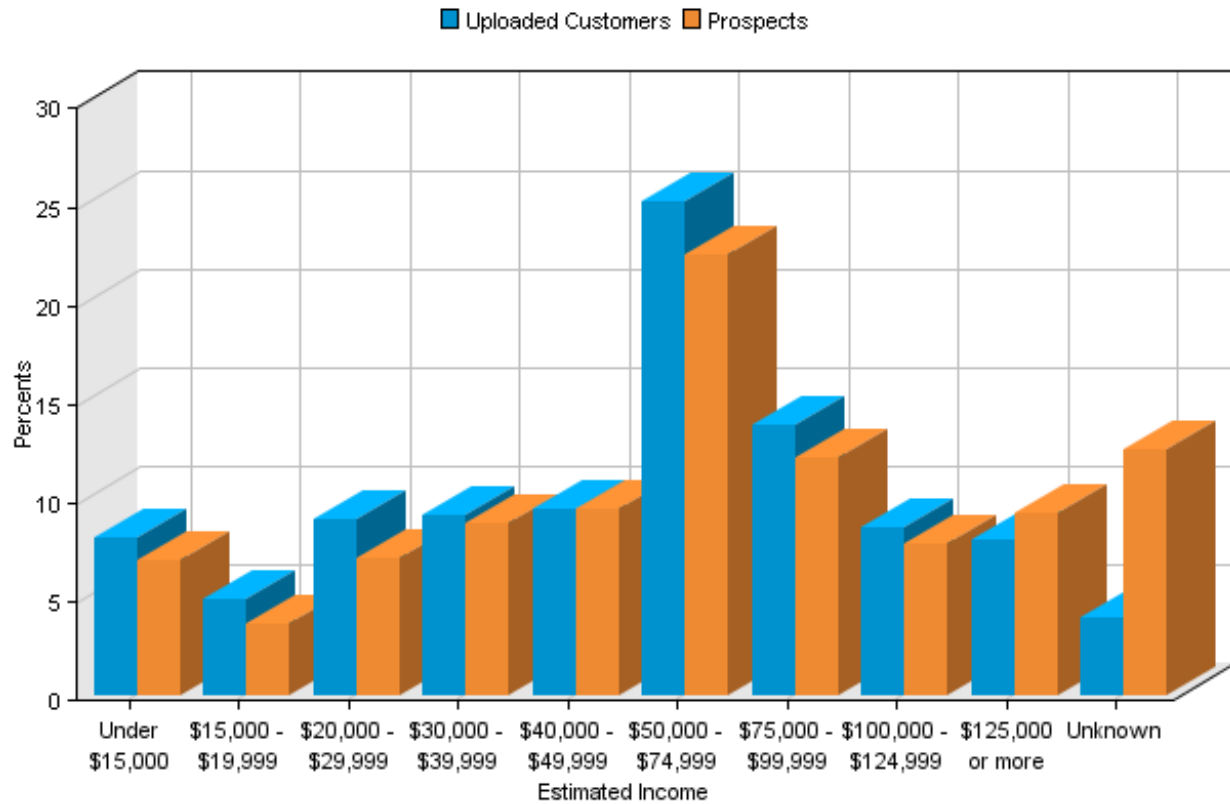
#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	1 to 4,999	15	0.85 %	2,039,287	0.87 %	98
2	5,000 to 9,999	14	0.80 %	2,370,467	1.02 %	79
3	10,000 to 19,999	56	3.19 %	6,031,607	2.58 %	124*
4	20,000 to 29,999	81	4.61 %	9,446,238	4.04 %	114
5	30,000 to 49,999	201	11.45 %	24,556,417	10.51 %	109
6	50,000 to 74,999	191	10.88 %	19,144,700	8.20 %	133
7	75,000 to 99,999	103	5.87 %	8,962,479	3.84 %	153
8	100,000 to 149,999	93	5.30 %	8,793,843	3.77 %	141
9	150,000 to 199,999	34	1.94 %	3,944,837	1.69 %	115
10	200,000 to 249,999	27	1.54 %	2,247,658	0.96 %	160*
11	250,000 to 499,999	51	2.90 %	3,827,134	1.64 %	177
12	500,000 to 749,999	14	0.80 %	808,211	0.35 %	230*
13	750,000 to 999,999	3	0.17 %	259,056	0.11 %	154*
14	1,000,000 to 1,999,999	4	0.23 %	212,299	0.09 %	251*
15	Unknown	869	49.49 %	140,882,745	60.32 %	82

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Estimated Income

Indicates the estimated income level for the household.



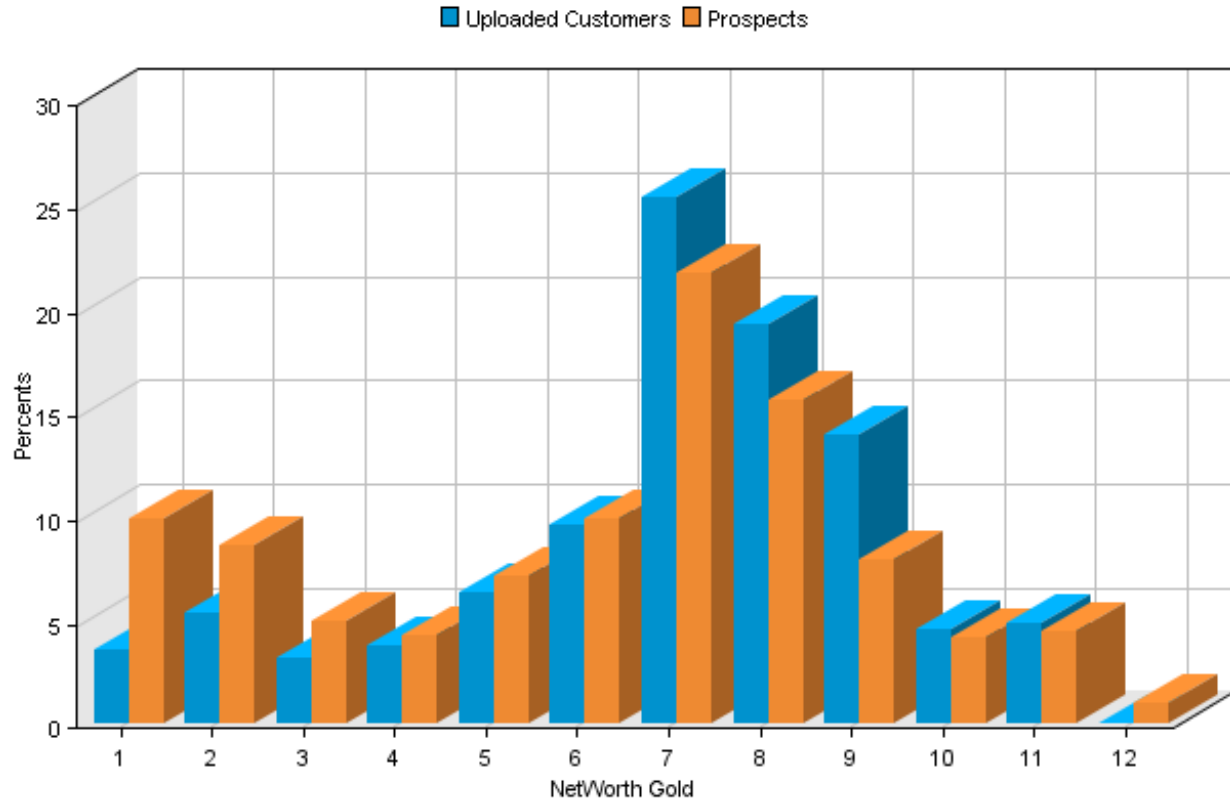
Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Under \$15,000	141	8.03 %	16,243,929	6.96 %	115
2	\$15,000 - \$19,999	86	4.90 %	8,664,957	3.71 %	132*
3	\$20,000 - \$29,999	158	9.00 %	16,481,207	7.06 %	128*
4	\$30,000 - \$39,999	162	9.23 %	20,376,053	8.72 %	106
5	\$40,000 - \$49,999	166	9.45 %	22,090,443	9.46 %	100
6	\$50,000 - \$74,999	441	25.11 %	52,242,997	22.37 %	112
7	\$75,000 - \$99,999	242	13.78 %	28,346,165	12.14 %	114
8	\$100,000 - \$124,999	150	8.54 %	18,166,014	7.78 %	110
9	\$125,000 or more	140	7.97 %	21,637,905	9.26 %	86
[Unknown]	Unknown	70	3.99 %	29,320,285	12.55 %	32

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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.

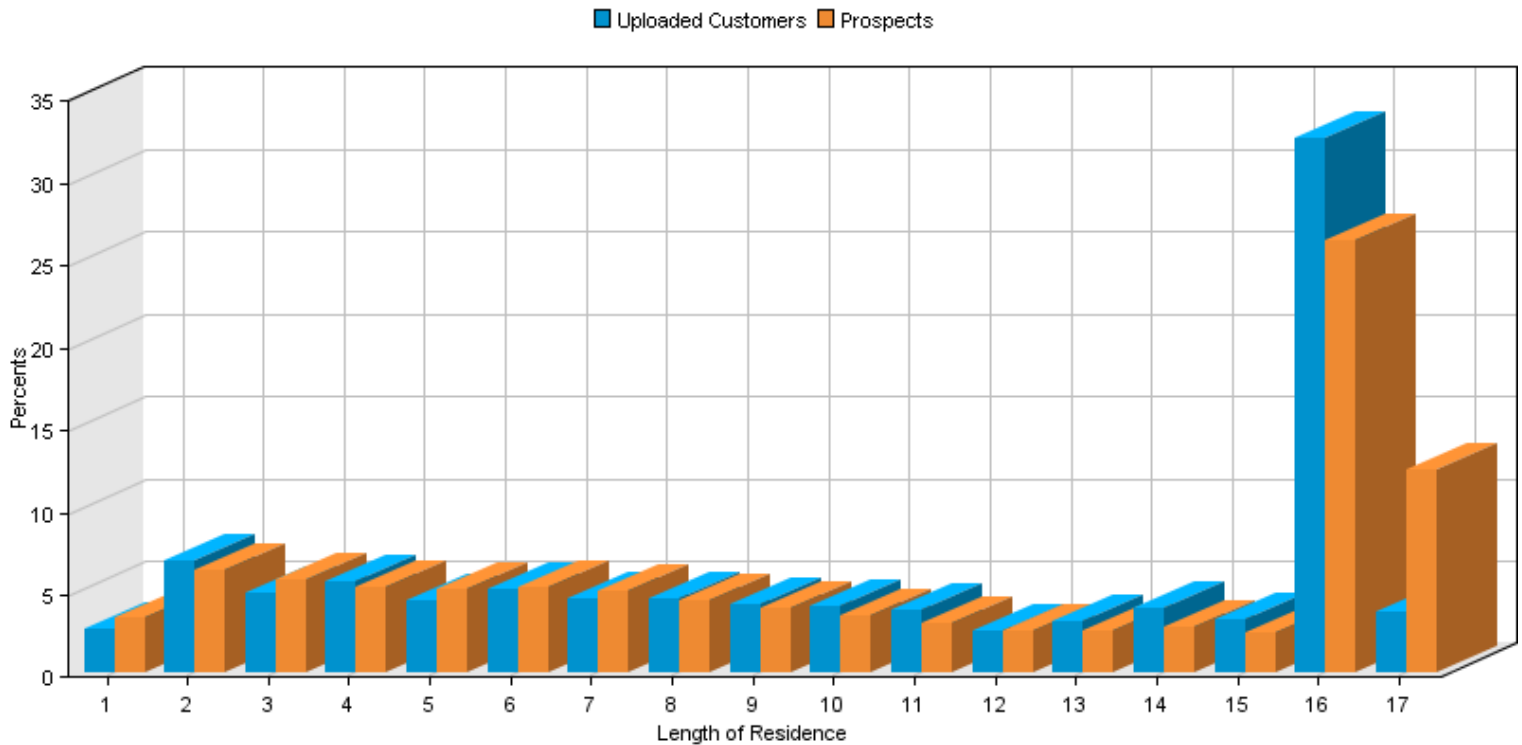


#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Less than or equal to 0	64	3.65 %	23,235,664	9.95 %	37
2	\$1 - \$4,999	94	5.35 %	20,082,932	8.60 %	62
3	\$5,000 - \$9,999	57	3.25 %	11,610,744	4.97 %	65
4	\$10,000 - \$24,999	66	3.76 %	10,080,802	4.32 %	87
5	\$25,000 - \$49,999	111	6.32 %	16,597,087	7.11 %	89
6	\$50,000 - \$99,999	169	9.62 %	23,140,349	9.91 %	97
7	\$100,000 - \$249,999	446	25.40 %	50,915,405	21.80 %	117
8	\$250,000 - \$499,999	338	19.25 %	36,585,526	15.66 %	123
9	\$500,000 - \$999,999	245	13.95 %	18,628,060	7.98 %	175
10	\$1,000,000 - \$1,999,999	80	4.56 %	9,700,631	4.15 %	110
11	\$2,000,000+	85	4.84 %	10,548,094	4.52 %	107
12	Unknown	1	0.06 %	2,444,661	1.05 %	5

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Length of Residence

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



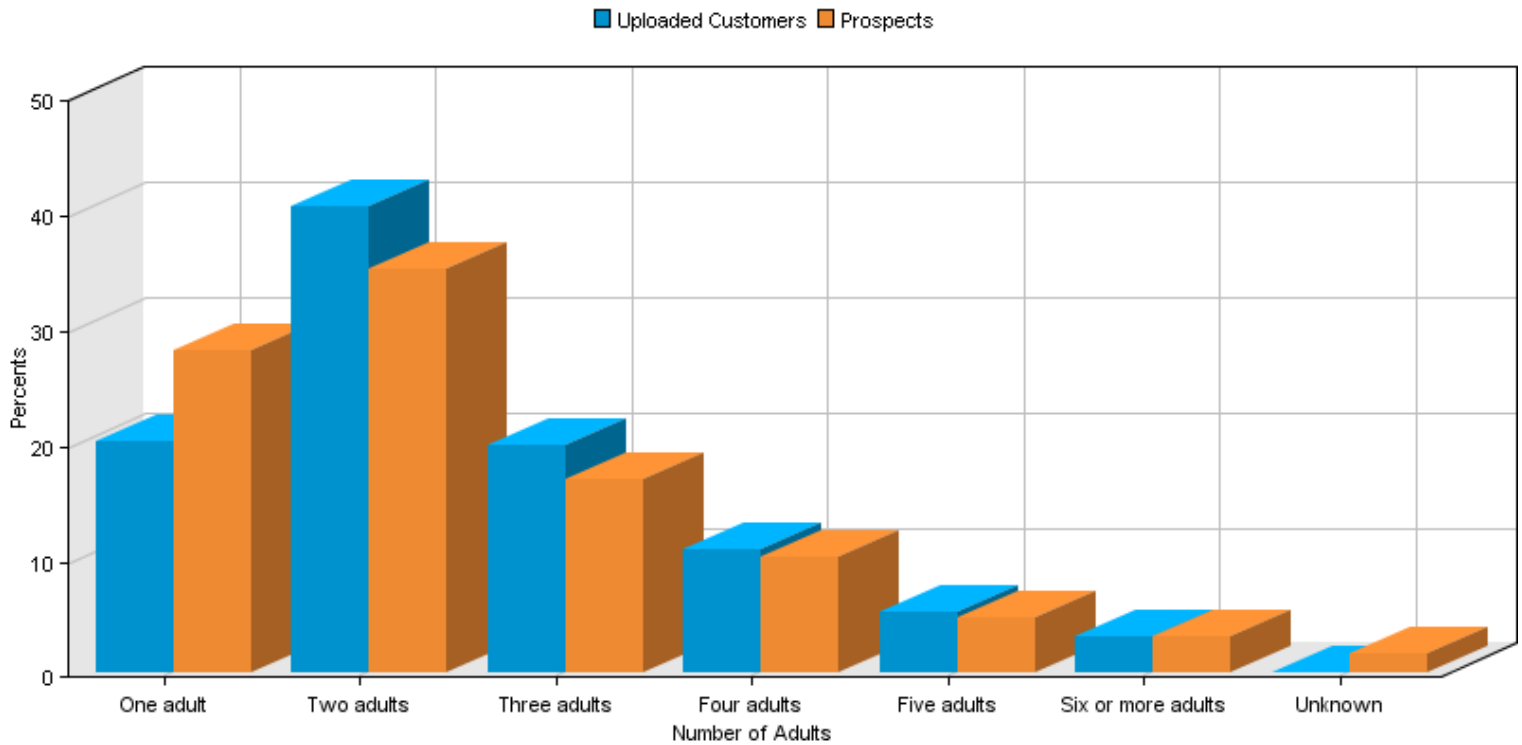
#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Less than one year	48	2.73 %	7,945,089	3.40 %	80
2	One year	121	6.89 %	14,722,514	6.30 %	109
3	Two years	86	4.90 %	13,220,958	5.66 %	87
4	Three years	98	5.58 %	12,225,378	5.23 %	107
5	Four years	77	4.39 %	11,980,405	5.13 %	85
6	Five years	90	5.13 %	12,117,900	5.19 %	99
7	Six years	80	4.56 %	11,583,564	4.96 %	92
8	Seven years	79	4.50 %	10,441,617	4.47 %	101
9	Eight years	74	4.21 %	9,155,602	3.92 %	108
10	Nine years	71	4.04 %	8,115,620	3.48 %	116
11	Ten years	67	3.82 %	7,231,030	3.10 %	123*
12	Eleven years	45	2.56 %	6,000,821	2.57 %	100
13	Twelve years	55	3.13 %	5,997,248	2.57 %	122*
14	Thirteen years	70	3.99 %	6,585,357	2.82 %	141*
15	Fourteen years	58	3.30 %	5,821,884	2.49 %	132*
16	Fifteen years or more	571	32.52 %	61,564,082	26.36 %	123
17	Unknown	66	3.76 %	28,860,886	12.36 %	30

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Number of Adults

Indicates the number of adults in the household.

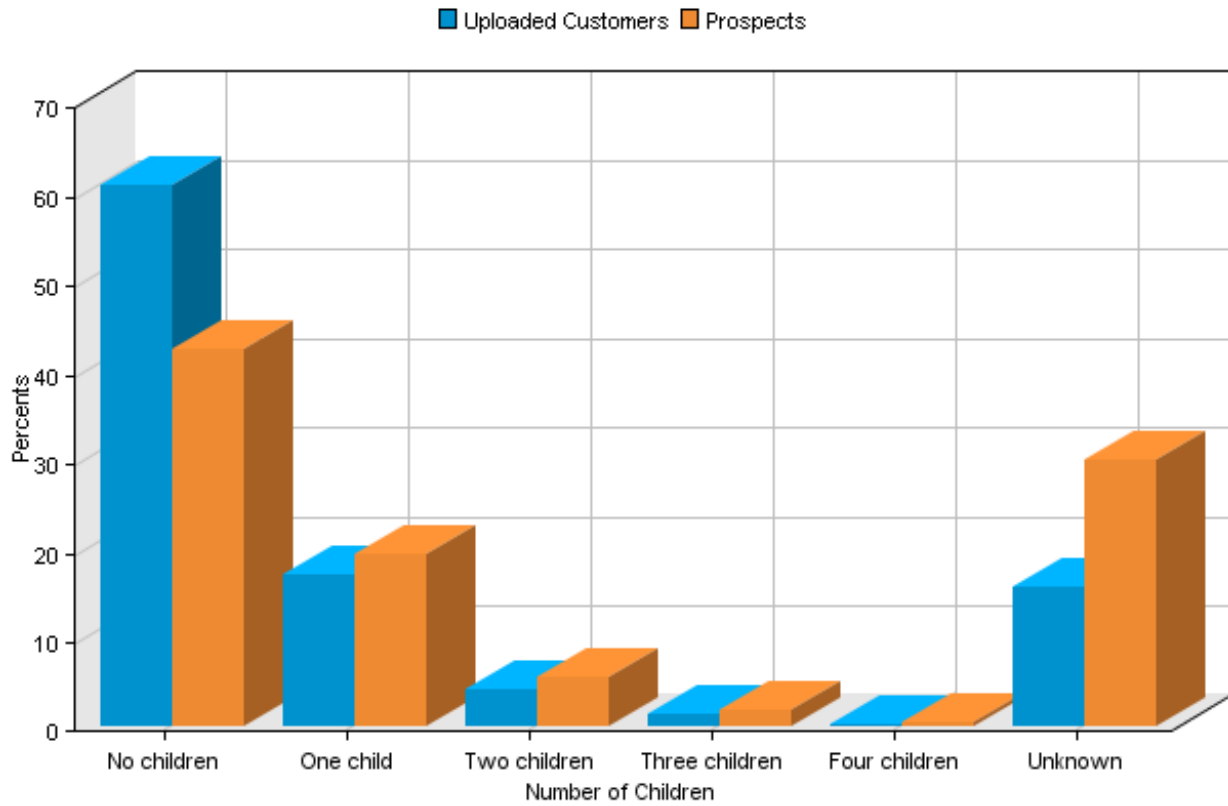


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	One adult	354	20.16 %	65,544,756	28.06 %	72
2	Two adults	713	40.60 %	81,994,729	35.11 %	116
3	Three adults	349	19.88 %	39,202,897	16.78 %	118
4	Four adults	188	10.71 %	23,722,513	10.16 %	105
5	Five adults	93	5.30 %	11,313,147	4.84 %	109
6	Six or more adults	57	3.25 %	7,620,367	3.26 %	99
[Unknown]	Unknown	2	0.11 %	4,171,546	1.79 %	6

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Number of Children

Indicates the number of children in the household.

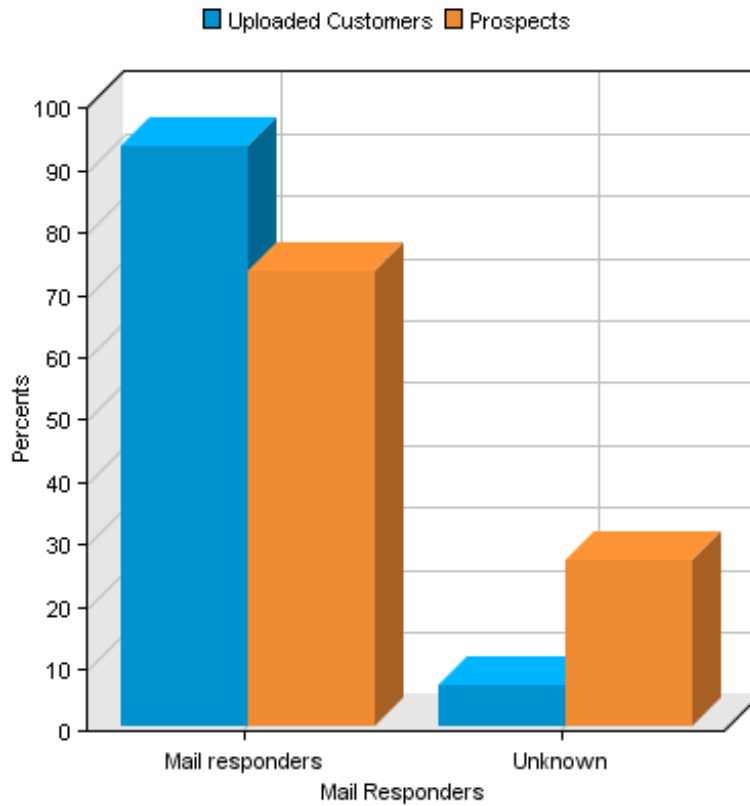


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
0	No children	1,070	60.93 %	99,075,506	42.42 %	144
1	One child	302	17.20 %	45,406,933	19.44 %	88
2	Two children	76	4.33 %	12,993,138	5.56 %	78
3	Three children	25	1.42 %	4,512,566	1.93 %	74
4	Four children	8	0.46 %	1,255,114	0.54 %	85
[Unknown]	Unknown	275	15.66 %	70,219,417	30.06 %	52

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Mail Responders

Indicates if an individual is a marketing mail responder.

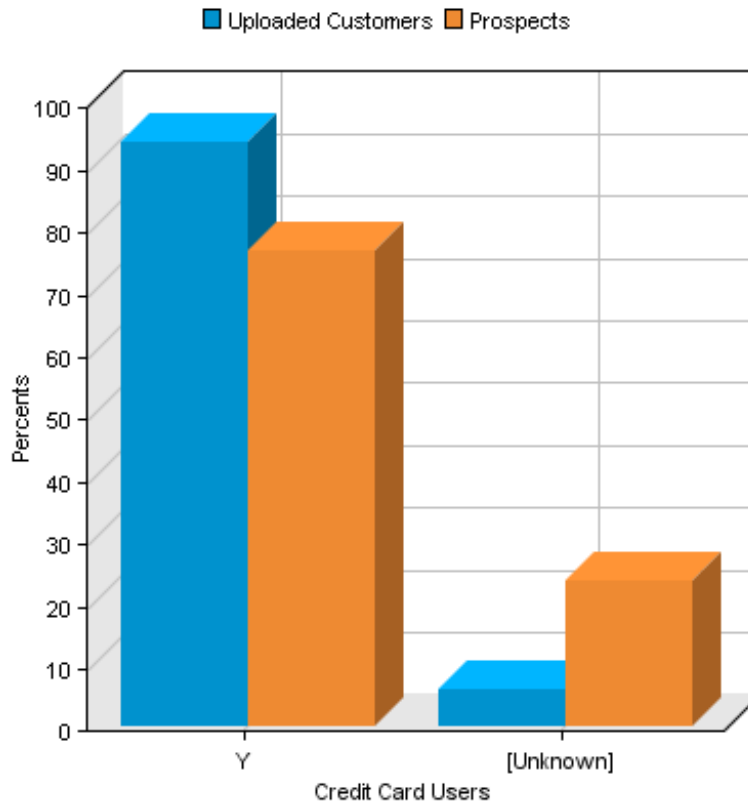


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
R	Mail responders	1,635	93.11 %	170,644,656	73.06 %	127
[Unknown]	Unknown	121	6.89 %	62,925,299	26.94 %	26

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Credit Card Users

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

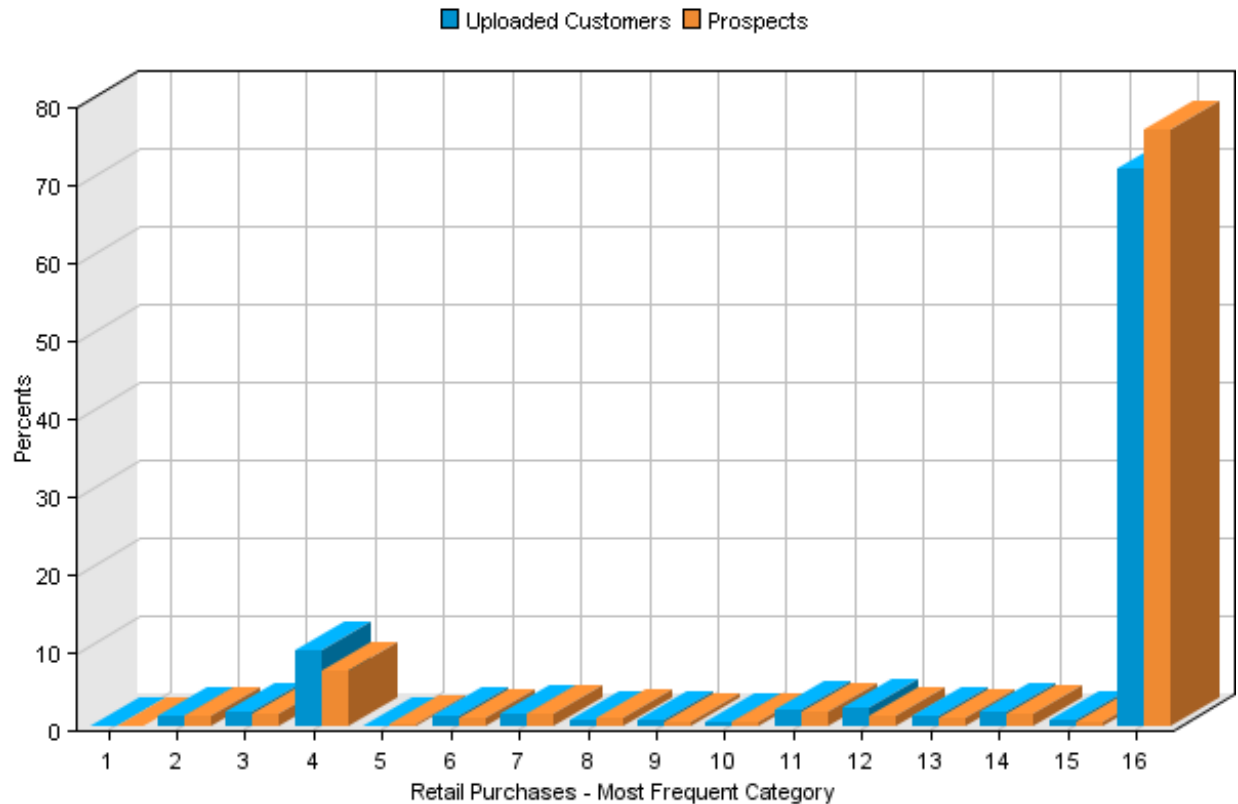


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
Y	Active credit card purchases	1,648	93.85 %	178,881,669	76.59 %	123
[Unknown]	Unknown	108	6.15 %	54,688,286	23.41 %	26

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Retail Purchases - Most Frequent Category

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



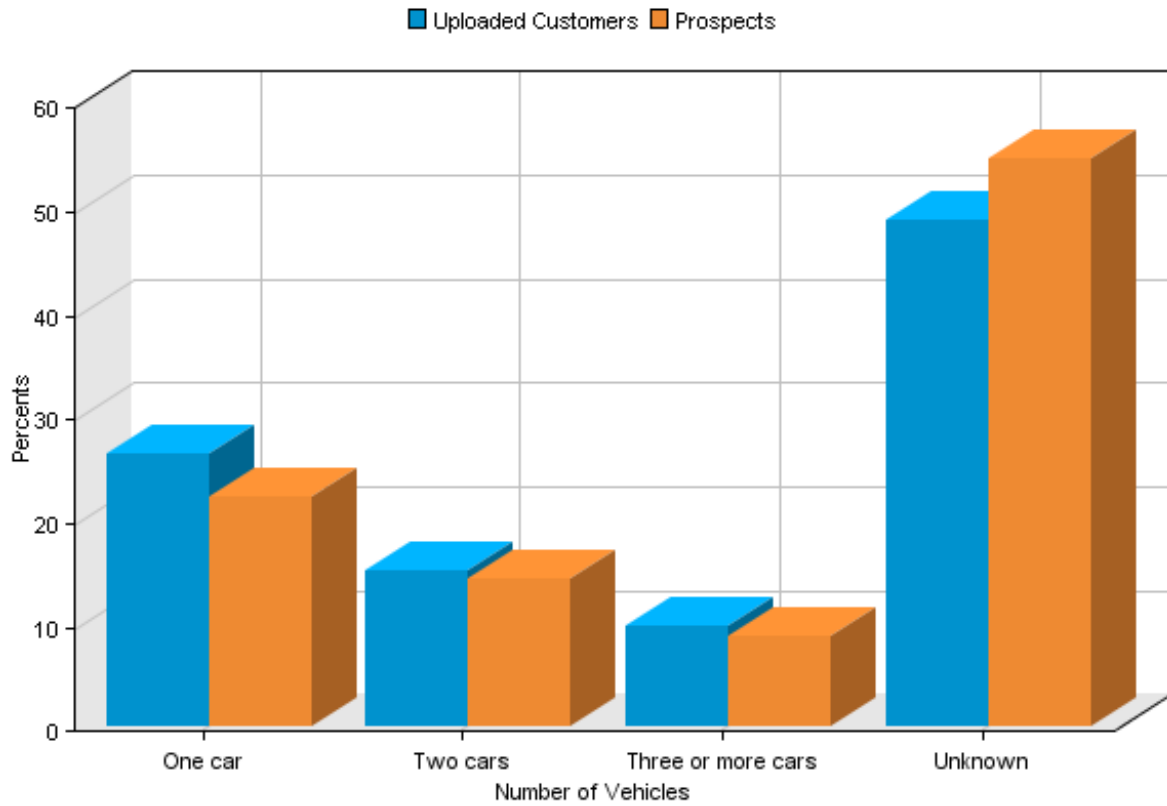
#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Membership warehouse	2	0.11 %	566,174	0.24 %	47
2	Main street retail	27	1.54 %	3,391,634	1.45 %	106
3	Hi volume low end dept store	33	1.88 %	4,067,831	1.74 %	108
4	Standard retail	173	9.85 %	16,705,789	7.15 %	138*
5	Sporting goods	3	0.17 %	704,584	0.30 %	57
6	Specialty apparel	25	1.42 %	2,708,686	1.16 %	123*
7	Specialty	32	1.82 %	3,878,560	1.66 %	110
8	Computer electronics	18	1.03 %	2,850,525	1.22 %	84
9	Home office supply purchases	17	0.97 %	1,724,359	0.74 %	131*
10	Home improvement	12	0.68 %	1,577,215	0.68 %	101
11	Hi - end retail buyers	38	2.16 %	4,630,730	1.98 %	109
12	Upscale retail - travel/personal services	43	2.45 %	3,317,451	1.42 %	172*
13	Bank, financial services - banking	24	1.37 %	2,651,236	1.14 %	120
14	Finance company, financial services - install credit	34	1.94 %	4,088,295	1.75 %	111
15	Oil company	15	0.85 %	1,453,871	0.62 %	137*
16	Unknown	1,260	71.75 %	179,221,234	76.73 %	94

*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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Number of Vehicles

Indicates the number of vehicles registered in the household.

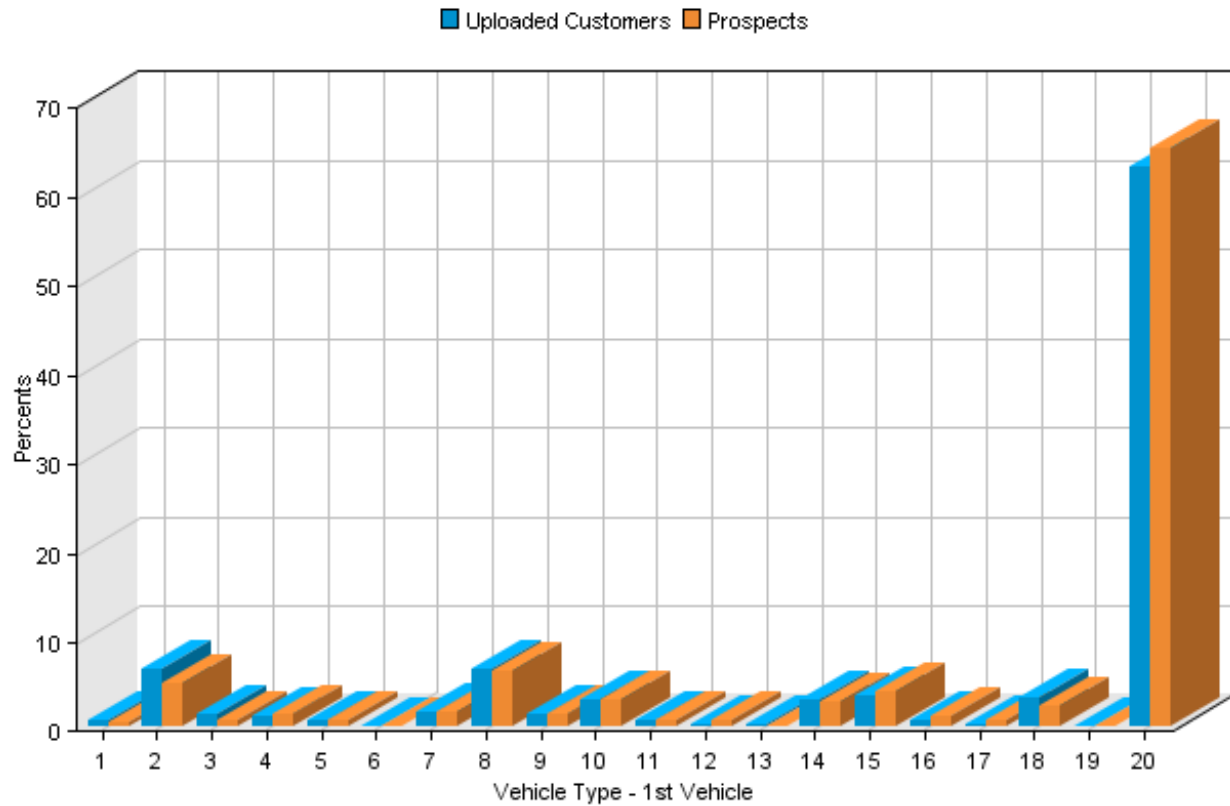


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	One car	462	26.31 %	51,862,116	22.20 %	118
2	Two cars	264	15.03 %	33,372,506	14.29 %	105
3	Three or more cars	173	9.85 %	20,627,220	8.83 %	112
[Unknown]	Unknown	857	48.80 %	127,708,113	54.68 %	89

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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	13	0.74 %	1,280,835	0.55 %	135*
2	Premium compact car	116	6.61 %	11,412,901	4.89 %	135*
3	Premium full size car	27	1.54 %	1,674,455	0.72 %	215*
4	Entry luxury car	22	1.25 %	3,535,862	1.51 %	83
5	Mid-size luxury car	15	0.85 %	2,047,006	0.88 %	97
6	Premium luxury car	4	0.23 %	322,649	0.14 %	165*
7	Entry mid-size car	31	1.77 %	3,927,035	1.68 %	105
8	Premium mid-size car	114	6.49 %	14,959,297	6.41 %	101
9	Compact pickup	28	1.60 %	3,356,637	1.44 %	111
10	Light duty full-size pickup	55	3.13 %	7,384,985	3.16 %	99
11	Heavy duty full-size pickup	13	0.74 %	1,770,155	0.76 %	98
12	Entry sports car	8	0.46 %	1,951,603	0.84 %	55
13	Premium sports car	5	0.29 %	475,250	0.20 %	140*
14	Compact suv	56	3.19 %	6,952,249	2.98 %	107
15	Mid-size suv	61	3.47 %	9,625,633	4.12 %	84
16	Full-size suv	14	0.80 %	2,849,103	1.22 %	65
17	Luxury suv	7	0.40 %	2,086,946	0.89 %	45
18	Compact van	58	3.30 %	5,752,504	2.46 %	134*
19	Full-size van	2	0.11 %	282,972	0.12 %	94

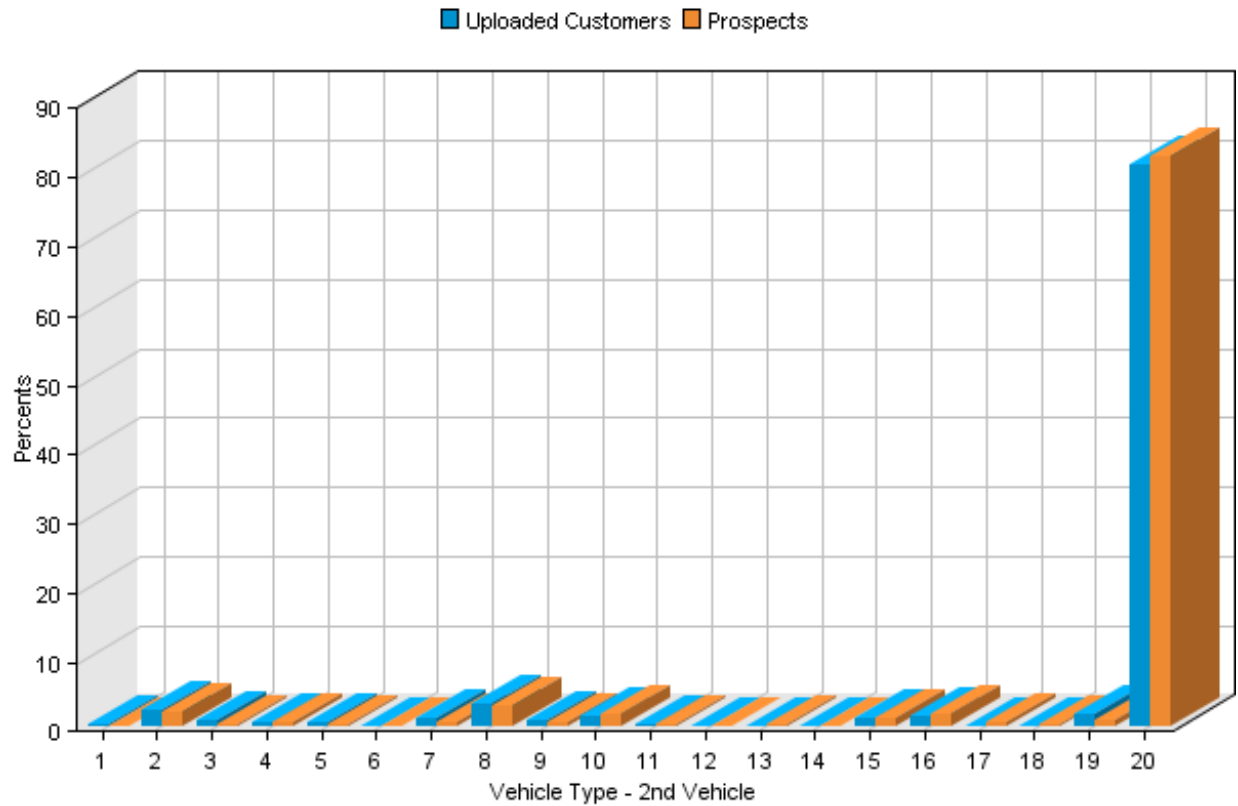
20	Unknown	1,107	63.04 %	151,746,932	64.97 %	97
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*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

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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	8	0.46 %	545,846	0.23 %	195*
2	Premium compact car	42	2.39 %	5,455,746	2.34 %	102
3	Premium full size car	16	0.91 %	830,745	0.36 %	256*
4	Entry luxury car	13	0.74 %	1,685,127	0.72 %	103
5	Mid-size luxury car	12	0.68 %	1,052,020	0.45 %	152*
6	Premium luxury car	1	0.06 %	170,210	0.07 %	78
7	Entry mid-size car	23	1.31 %	1,939,158	0.83 %	158*
8	Premium mid-size car	60	3.42 %	7,210,177	3.09 %	111
9	Compact pickup	19	1.08 %	2,021,376	0.87 %	125*
10	Light duty full-size pickup	27	1.54 %	4,411,176	1.89 %	81
11	Heavy duty full-size pickup	6	0.34 %	1,150,745	0.49 %	69
12	Luxury full-size pickup	1	0.06 %	7,231	0.00 %	1900*
13	Entry sports car	3	0.17 %	1,155,886	0.50 %	35
14	Premium sports car	3	0.17 %	292,407	0.13 %	137*
15	Compact suv	25	1.42 %	2,965,508	1.27 %	112
16	Mid-size suv	27	1.54 %	4,750,041	2.03 %	76
17	Full-size suv	4	0.23 %	1,628,119	0.70 %	33
18	Luxury suv	3	0.17 %	964,101	0.41 %	41
19	Compact van	34	1.94 %	2,757,251	1.18 %	164*

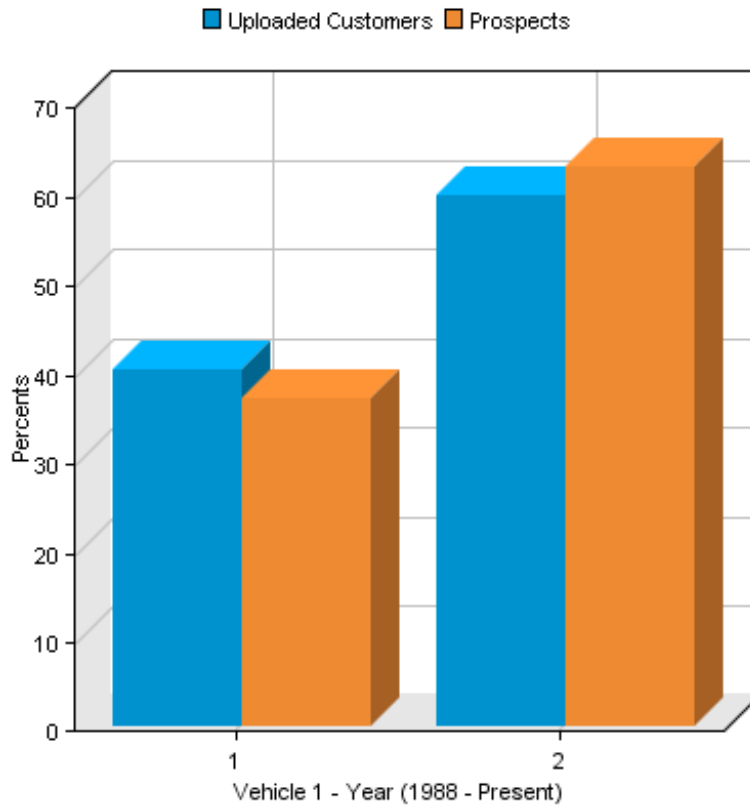
20	Unknown	1,429	81.38 %	192,318,604	82.34 %	99
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*The values marked with asterisks have been analyzed, but will not be included to the data analytics search since they might lower the data quality.

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Vehicle 1 - Year (1988 - Present)

Indicates production year of the first vehicle registered in the household.

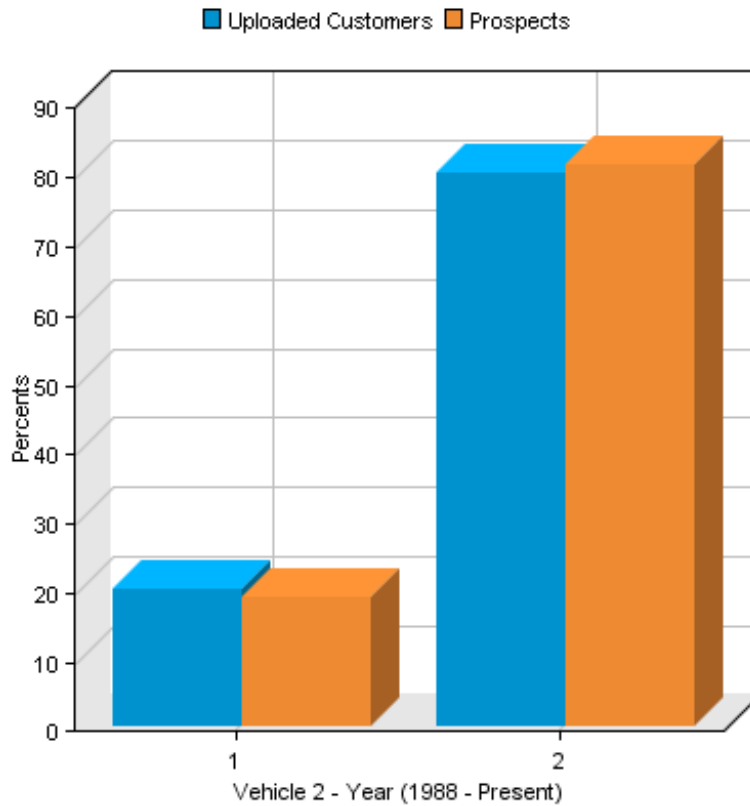


#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	1992 to 2012	707	40.26 %	86,448,259	37.01 %	109
2	Unknown	1,049	59.74 %	147,121,696	62.99 %	95

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Vehicle 2 - Year (1988 - Present)

Indicates production year of the second vehicle registered in the household.



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	1993 to 2012	349	19.88 %	43,871,097	18.78 %	106
2	Unknown	1,407	80.13 %	189,698,858	81.22 %	99

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Look-Alike Summary

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

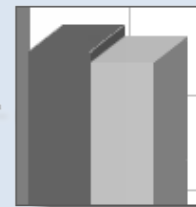
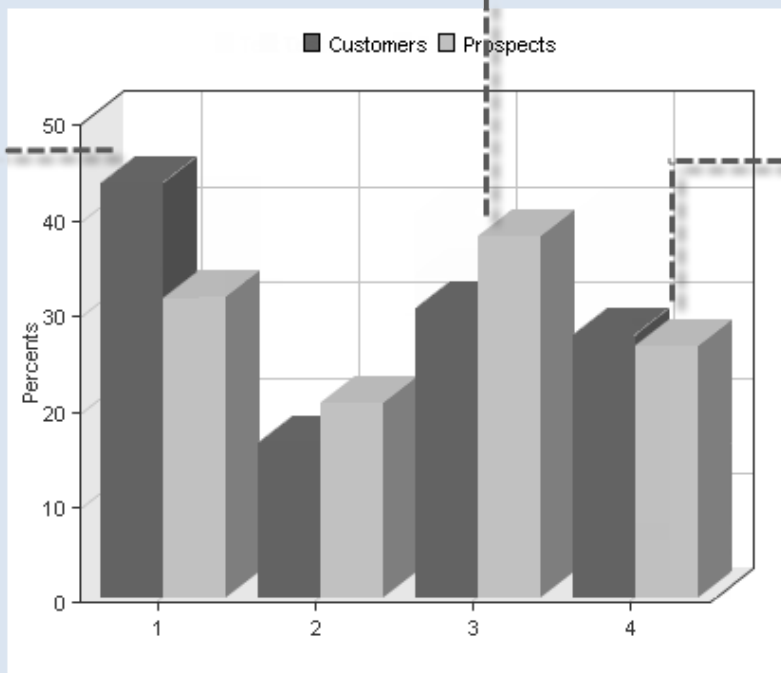
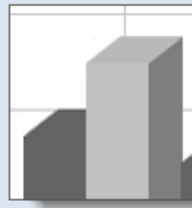
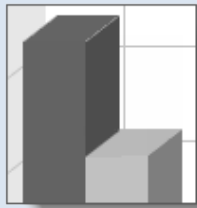
Age 2-Year Increments	Number of Look-Alikes
Age 60-61	113,190 (11.91 %)
Age 62-63	113,047 (11.90 %)
Age 64-65	120,748 (12.71 %)
Age 66-67	80,957 (8.52 %)
Age 68-69	82,770 (8.71 %)
Age 70-71	72,326 (7.61 %)
Age 72-73	62,440 (6.57 %)
Age 74-75	57,576 (6.06 %)
Age 76-77	53,931 (5.67 %)
Age 78-79	46,701 (4.91 %)
Age 80-81	42,907 (4.51 %)
Age 82-83	36,939 (3.89 %)
Age 84-85	28,846 (3.04 %)
Age 86-87	22,334 (2.35 %)
Age 88-89	15,629 (1.64 %)
Credit Card User	
Active credit card purchases	950,341 (100.00 %)
Education (Individual)	
Completed college	559,622 (58.89 %)
Completed graduate school	390,719 (41.11 %)
Gender Code	
Male	950,341 (100.00 %)
Home Equity Available Ranges	
50,000 to 74,999	301,746 (31.75 %)
75,000 to 99,999	268,727 (28.28 %)
100,000 to 149,999	301,811 (31.76 %)
250,000 to 499,999	78,057 (8.21 %)
Mail Order Responder	
Mail responders	950,341 (100.00 %)
Networth Gold	
\$250,000 - \$499,999	380,044 (39.99 %)
\$500,000 - \$999,999	570,297 (60.01 %)
Number of Children	
No children	950,341 (100.00 %)

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How is Market Penetration Index calculated?

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

How to read your report?



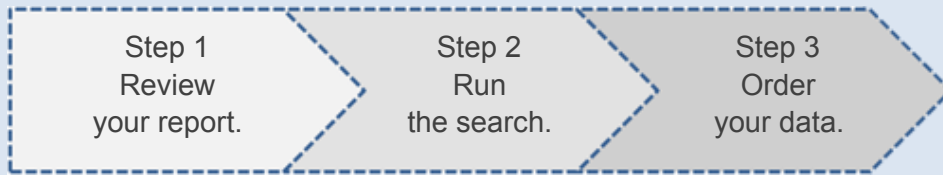
Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1,953	9.56 %	1,467,511	9.82 %	97
2,353	11.63 %	1,309,050	8.76 %	133
863	4.26 %	836,247	5.59 %	76

--- 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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