

ENHANCED LOOK ALIKE REPORT

SAMPLE REPORT



LEARN MORE ABOUT YOUR CUSTOMERS SO THAT YOU CAN FIND PROSPECTS JUST LIKE THEM!

The Enhanced Look Alike Report helps you to take a broad view of your customer base, identify in which sectors you have strong or weak market presence, learn who your best customers are and how they are different from less active customers, and get additional insight that will tell you how to market to them more effectively.

In addition, you can learn how many prospects exist in your trade area and immediately turn your customer profile into action by purchasing a list of leads who look just like your "best performers" or "undecided prospects".

- [WHAT IS SPECIAL ABOUT THE ENHANCED LOOK ALIKE REPORT?](#)
- [HOW IT WORKS](#)
- [WHAT IS MPI?](#)
- [WHAT IS Z-SCORE?](#)
- [WHAT DO "BEST PERFORMERS" AND "UNDECIDED PROSPECTS" MEAN?](#)
- [HOW TO READ YOUR REPORT?](#)
- [HOW TO ORDER A LIST OF PROSPECTS BASED ON YOUR REPORT?](#)

REPORT OVERVIEW

Report #:	R4032095	Database:	InfoBase Consumer List
Date:	09/14/2015	Total analyzed prospects:	5,449,860
Upload file name:		Total "Best performers" prospects:	61,709
Total records uploaded:	8,499	Total "Undecided prospects":	429,526
Total uploaded records matched:	1,679		
Match rate:	19.76%		

THE FOLLOWING ELEMENTS HAVE BEEN ANALYSED:

Geography:

- SCF Codes

Home:

- Dwelling Type
- Homeowner / Renter
- Home Equity Available Ranges
- Home Purchase Year
- Home Market Value

Buying Behavior:

- Credit Card User
- Mail Order Responder
- Heavy Transactors
- Buying Activity Categories

Individual:

- Age 2-Year Increments
- Gender Code
- Country of Origin
- Race Code Education
- (Individual)

Interest:

- Interest
- Political Party - (Individual)
- Green Living

Social Networking:

- Internet Connection Type

Household:

- Marital Status
- Number of Adults
- Number of Children
- Length of Residence
- Health
- Life Insurance Policy Owner

Wealth:

- Income - Est Household
- Income High Ranges
- NetWorth Gold

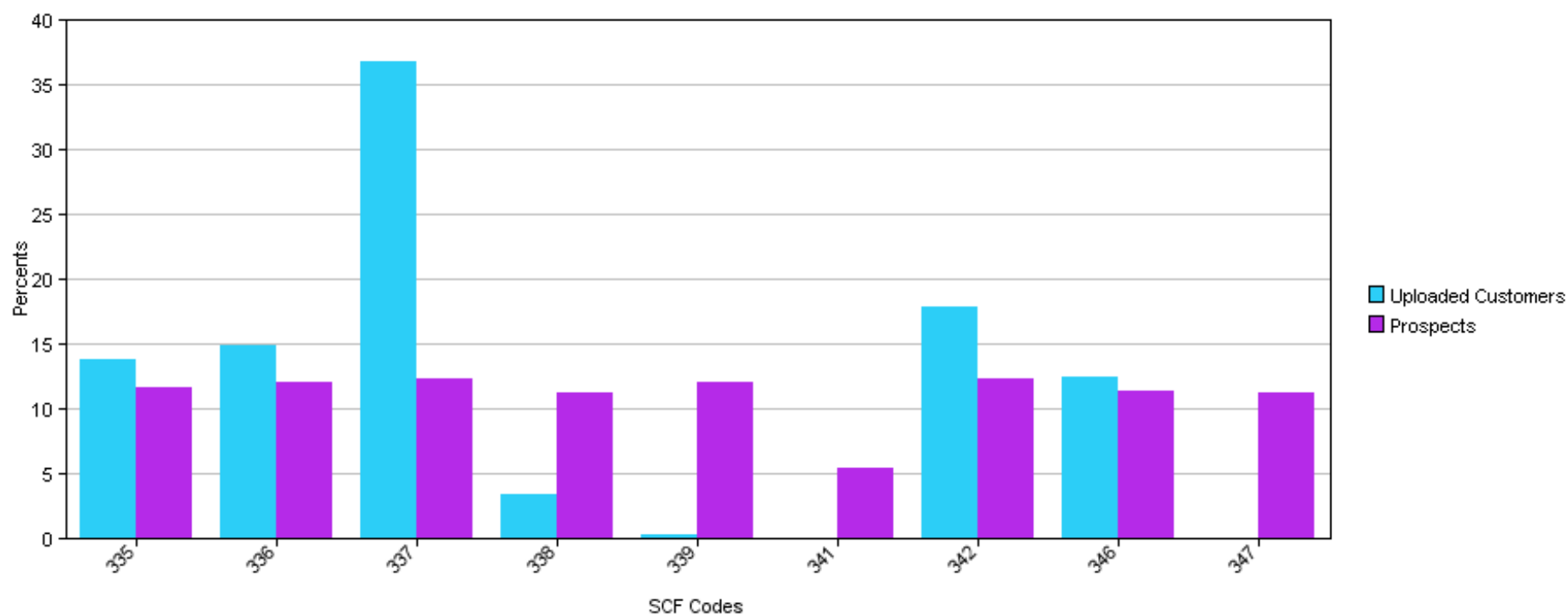
Auto:

- Vehicle - Known Owned Number
- Vehicle Type - 1st Vehicle
- Vehicle Type - 2nd Vehicle

GEOGRAPHY

SCF CODES

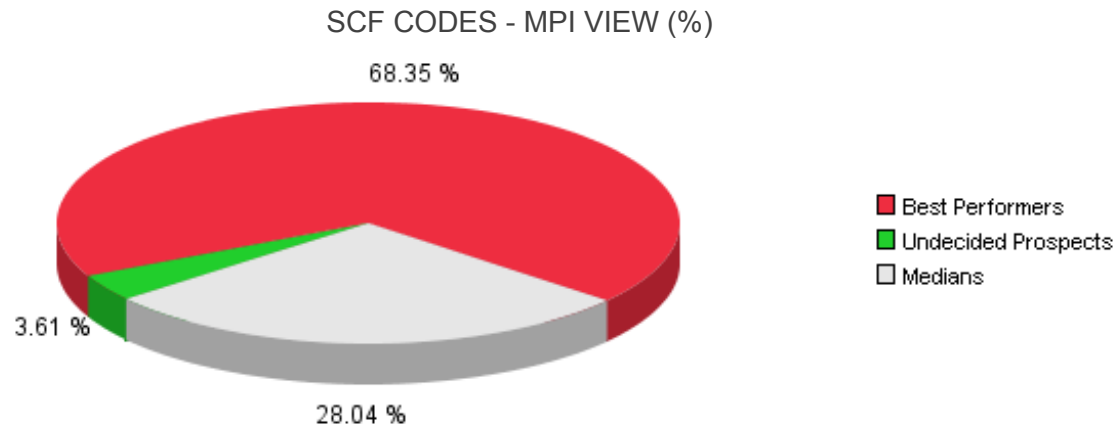
SCF (Sectional Center Facility) area where your current and prospective customers are located.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
335	BALM, FL	232	13.82 %	636,889	11.69 %	118	2.72
336	TAMPA, FL	251	14.95 %	657,242	12.06 %	124	3.63
337	SAINT PETERSBURG, FL	619	36.87 %	672,725	12.34 %	299	30.54
338	LAKELAND, FL	57	3.40 %	612,801	11.24 %	30	-10.18
339	FORT MYERS, FL	6	0.36 %	655,756	12.03 %	3	-14.70

341	NAPLES, FL	1	0.06 %	300,115	5.51 %	1	-9.78
342	BRADENTON, FL	301	17.93 %	675,002	12.39 %	145	6.89
346	BROOKSVILLE, FL	211	12.57 %	624,443	11.46 %	110	1.43
347	ASTATULA, FL	1	0.06 %	614,887	11.28 %	1	-14.53

All the analyzed geography except for the nationwide will be included into your Data Analytics search.



BEST PERFORMERS	MPI
337 - SAINT PETERSBURG, FL	299
342 - BRADENTON, FL	145
336 - TAMPA, FL	124

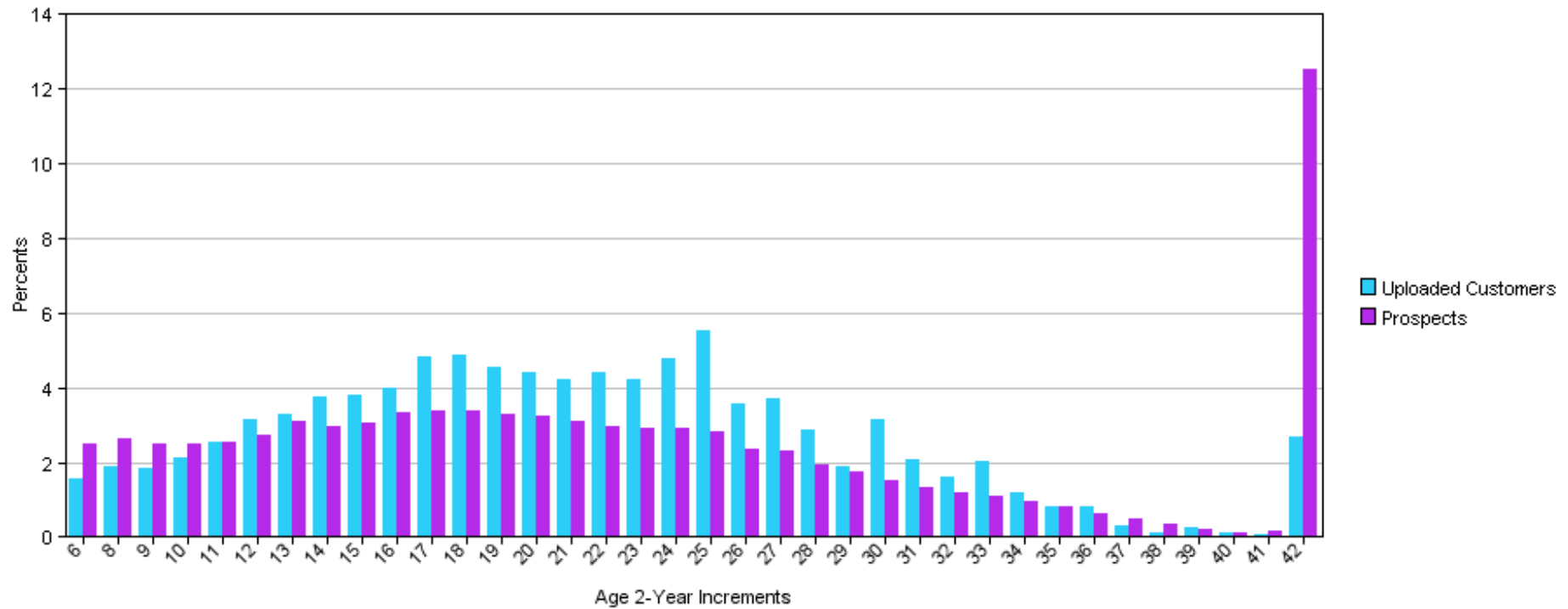
UNDECIDED PROSPECTS	MPI
338 - LAKELAND, FL	30

[→ Back to the list of elements](#)

INDIVIDUAL

AGE 2-YEAR INCREMENTS

Indicates adult age in 2-year increments for each individual from 18 to 100+.



This element contains too many attributes to fit in the chart, so only top 40 with the highest MPI are displayed.

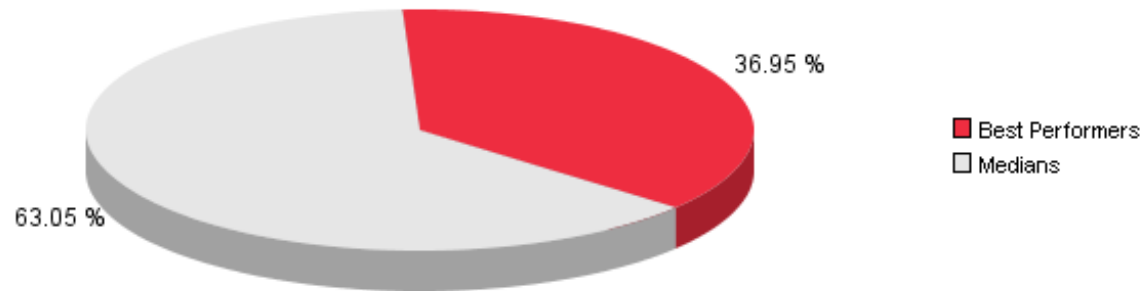
#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Age 20-21	1	0.06 %	96,382	1.77 %	3*	-5.31
2	Age 22-23	3	0.18 %	115,391	2.12 %	8*	-5.52
3	Age 24-25	7	0.42 %	129,436	2.38 %	18*	-5.27
4	Age 26-27	7	0.42 %	129,179	2.37 %	18*	-5.26

5	Age 28-29	12	0.72 %	131,874	2.42 %	30*	-4.55
6	Age 30-31	26	1.55 %	135,131	2.48 %	62	-2.45
7	Age 32-33	19	1.13 %	140,183	2.57 %	44*	-3.73
8	Age 34-35	32	1.91 %	143,352	2.63 %	72	-1.85
9	Age 36-37	31	1.85 %	136,647	2.51 %	74	-1.73
10	Age 38-39	36	2.14 %	135,884	2.49 %	86	-0.92
11	Age 40-41	43	2.56 %	137,972	2.53 %	101	0.08
12	Age 42-43	53	3.16 %	148,753	2.73 %	116	1.08
13	Age 44-45	55	3.28 %	169,653	3.11 %	105	0.38
14	Age 46-47	63	3.75 %	162,556	2.98 %	126	1.85
15	Age 48-49	64	3.81 %	166,590	3.06 %	125	1.80
16	Age 50-51	67	3.99 %	181,272	3.33 %	120	1.52
17	Age 52-53	81	4.82 %	184,926	3.39 %	142	3.24
18	Age 54-55	82	4.88 %	185,427	3.40 %	144	3.35
19	Age 56-57	76	4.53 %	180,209	3.31 %	137	2.80
20	Age 58-59	74	4.41 %	176,121	3.23 %	136	2.72
21	Age 60-61	71	4.23 %	167,896	3.08 %	137	2.72
22	Age 62-63	74	4.41 %	162,611	2.98 %	148	3.43
23	Age 64-65	71	4.23 %	157,738	2.89 %	146	3.26
24	Age 66-67	80	4.77 %	158,060	2.90 %	164	4.55
25	Age 68-69	93	5.54 %	153,817	2.82 %	196	6.72
26	Age 70-71	60	3.57 %	128,809	2.36 %	151	3.26
27	Age 72-73	62	3.69 %	126,622	2.32 %	159	3.73

28	Age 74-75	48	2.86 %	104,431	1.92 %	149	2.82
29	Age 76-77	32	1.91 %	94,318	1.73 %	110	0.55
30	Age 78-79	53	3.16 %	83,600	1.53 %	206	5.41
31	Age 80-81	35	2.09 %	71,966	1.32 %	158	2.74
32	Age 82-83	27	1.61 %	64,453	1.18 %	136	1.61
33	Age 84-85	34	2.03 %	58,774	1.08 %	188	3.76
34	Age 86-87	20	1.19 %	51,186	0.94 %	127	1.07
35	Age 88-89	14	0.83 %	43,357	0.80 %	105	0.18
36	Age 90-91	14	0.83 %	34,884	0.64 %	130	1.00
37	Age 92-93	5	0.30 %	26,375	0.48 %	62	-1.10
38	Age 94-95	2	0.12 %	19,348	0.36 %	34	-1.63
39	Age 96-97	4	0.24 %	11,237	0.21 %	116	0.29
40	Age 98-99	2	0.12 %	6,468	0.12 %	100	0.00
41	Age 100+	1	0.06 %	8,448	0.16 %	39	-0.99
42	Unknown	45	2.68 %	682,134	12.52 %	21	-12.18

*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.

AGE 2-YEAR INCREMENTS - MPI VIEW (%)



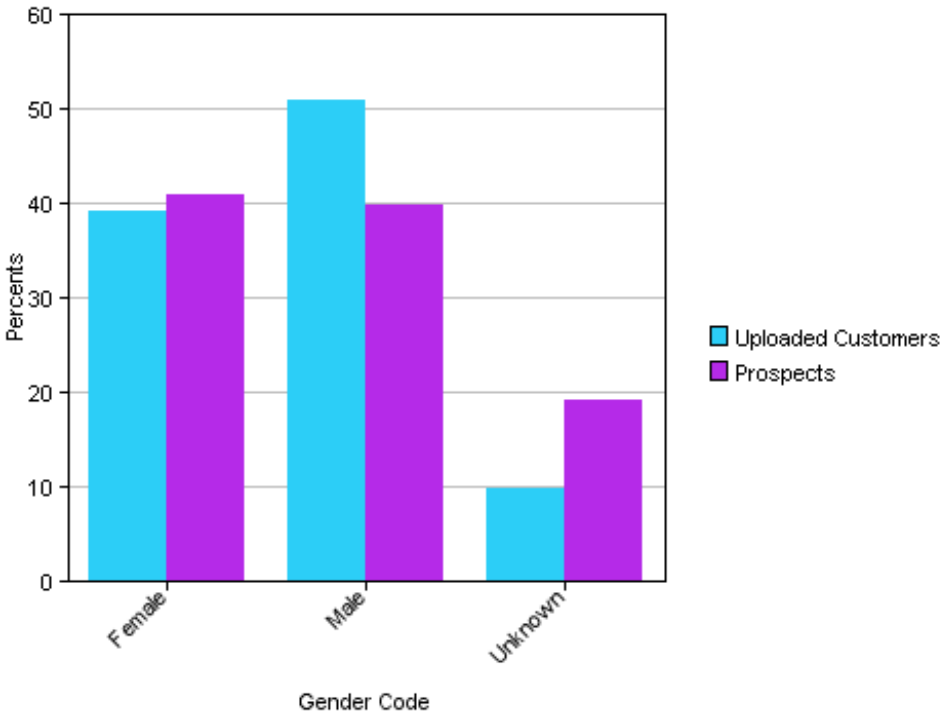
BEST PERFORMERS	MPI
Age 78-79	206
Age 68-69	196
Age 84-85	188
Age 66-67	164
Age 72-73	159
Age 70-71	151
Age 62-63	148
Age 64-65	146
Age 54-55	144
Age 52-53	142

[→ Back to the list of elements](#)

INDIVIDUAL

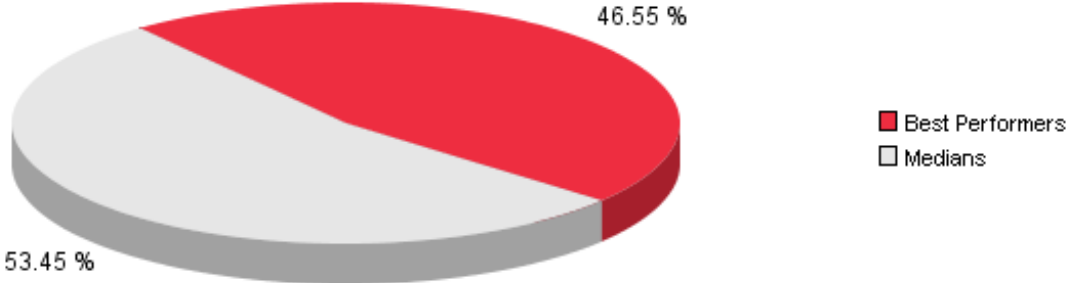
GENDER CODE

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 #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
F	Female	658	39.19 %	2,231,384	40.94 %	96	-1.46
M	Male	856	50.98 %	2,175,833	39.93 %	128	9.25
[Unknown]	Unknown	165	9.83 %	1,042,643	19.13 %	51	-9.69

GENDER CODE - MPI VIEW (%)



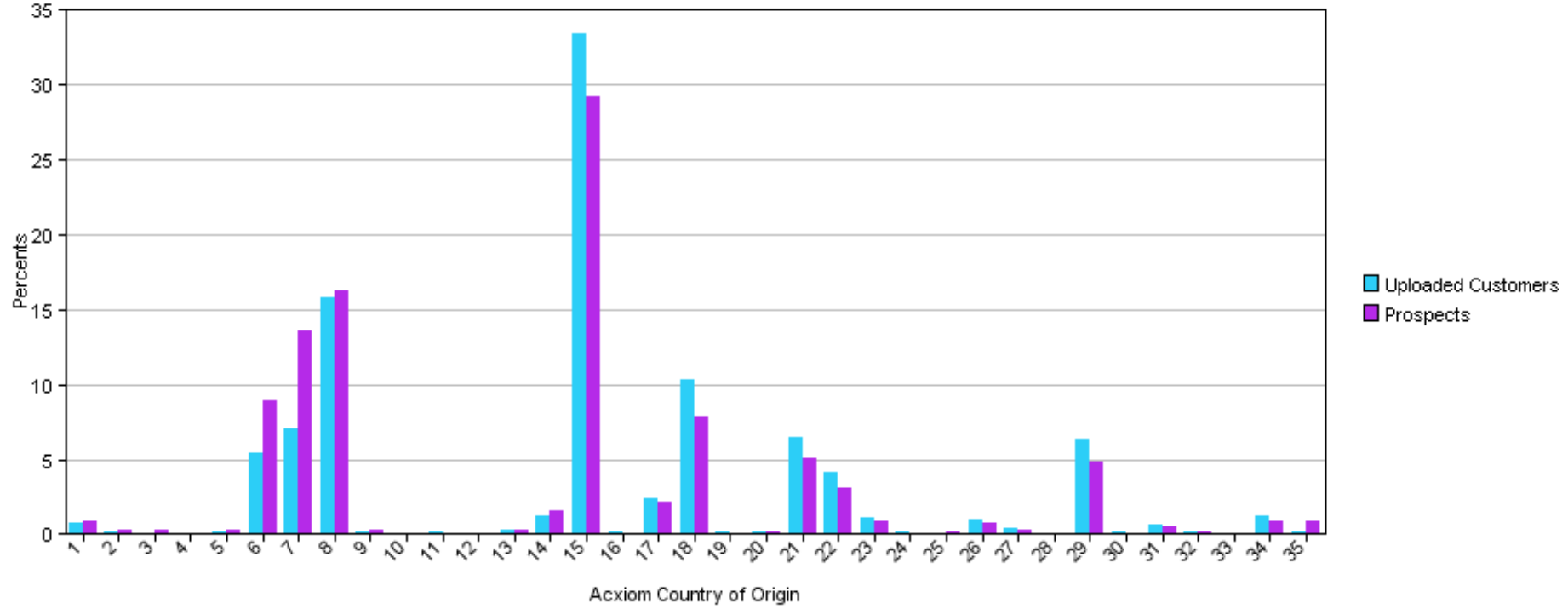
BEST PERFORMERS	MPI
Male	128

[→ Back to the list of elements](#)

INDIVIDUAL

COUNTRY OF ORIGIN

Indicates individual's country of origin.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Asian	12	0.72 %	47,658	0.87 %	82	-0.70
2	China	3	0.18 %	15,895	0.29 %	61	-0.86
3	India	1	0.06 %	14,509	0.27 %	23	-1.64
4	Japan	1	0.06 %	1,847	0.03 %	176	0.58
5	Vietnam	3	0.18 %	16,611	0.31 %	59	-0.94

6	African american	92	5.48 %	488,241	8.96 %	61*	-4.99
7	Hispanic	119	7.09 %	741,882	13.61 %	52*	-7.80
8	White	266	15.84 %	888,958	16.31 %	97	-0.52
9	Arabia	2	0.12 %	12,774	0.23 %	51	-0.98
10	Belgium	1	0.06 %	659	0.01 %	500	1.80
11	Canada	2	0.12 %	1,506	0.03 %	425	2.23
12	Croatia	1	0.06 %	1,132	0.02 %	286	1.10
13	Czech	4	0.24 %	13,752	0.25 %	94	-0.11
14	Denmark	21	1.25 %	84,369	1.55 %	81	-0.99
15	England	561	33.41 %	1,593,459	29.24 %	114	3.76
16	Finland	2	0.12 %	1,595	0.03 %	410	2.17
17	France	40	2.38 %	114,475	2.10 %	113	0.80
18	Germany	173	10.30 %	428,184	7.86 %	131*	3.73
19	Greece	3	0.18 %	5,020	0.09 %	195	1.18
20	Hungary	2	0.12 %	10,618	0.20 %	61	-0.71
21	Ireland	108	6.43 %	275,448	5.05 %	127	2.58
22	Italy	70	4.17 %	165,452	3.04 %	137	2.71
23	Jewish	19	1.13 %	45,009	0.83 %	137	1.39
24	Netherlands	2	0.12 %	1,632	0.03 %	397	2.11
25	Norway	1	0.06 %	6,443	0.12 %	51	-0.69
26	Poland	17	1.01 %	43,643	0.80 %	126	0.97
27	Portugal	6	0.36 %	14,479	0.27 %	134	0.72
28	Romania	1	0.06 %	537	0.01 %	600	2.05

29	Scotland	107	6.37 %	264,436	4.85 %	131	2.90
30	Slovenia	2	0.12 %	1,795	0.03 %	361	1.94
31	Sweden	11	0.66 %	27,729	0.51 %	129	0.84
32	Turkey	3	0.18 %	9,495	0.17 %	103	0.05
33	Ukraine	1	0.06 %	2,708	0.05 %	120	0.18
34	Wales	20	1.19 %	45,596	0.84 %	142	1.59
35	Unknown	2	0.12 %	47,654	0.87 %	14	-3.32

*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.

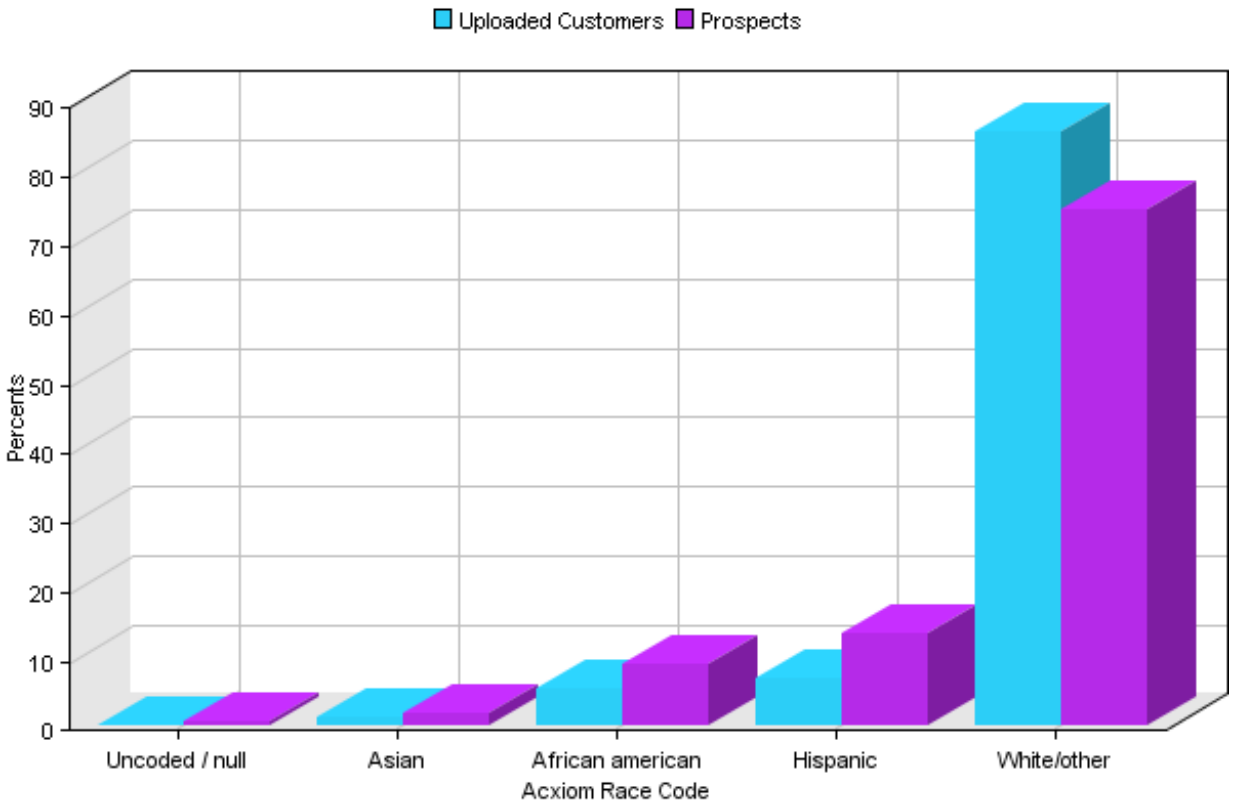
No attributes of "Best Performers" or "Undecided Prospects" have been found.

[→ Back to the list of elements](#)

INDIVIDUAL

RACE CODE

Race Code



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Uncoded / null	2	0.12 %	47,654	0.87 %	14*	-3.32
A	Asian	20	1.19 %	101,530	1.86 %	64	-2.04
B	African american	92	5.48 %	488,241	8.96 %	61*	-4.99

H	Hispanic	119	7.09 %	741,882	13.61 %	52*	-7.80
W	White/other	1,446	86.12 %	4,070,553	74.69 %	115	10.77

*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.

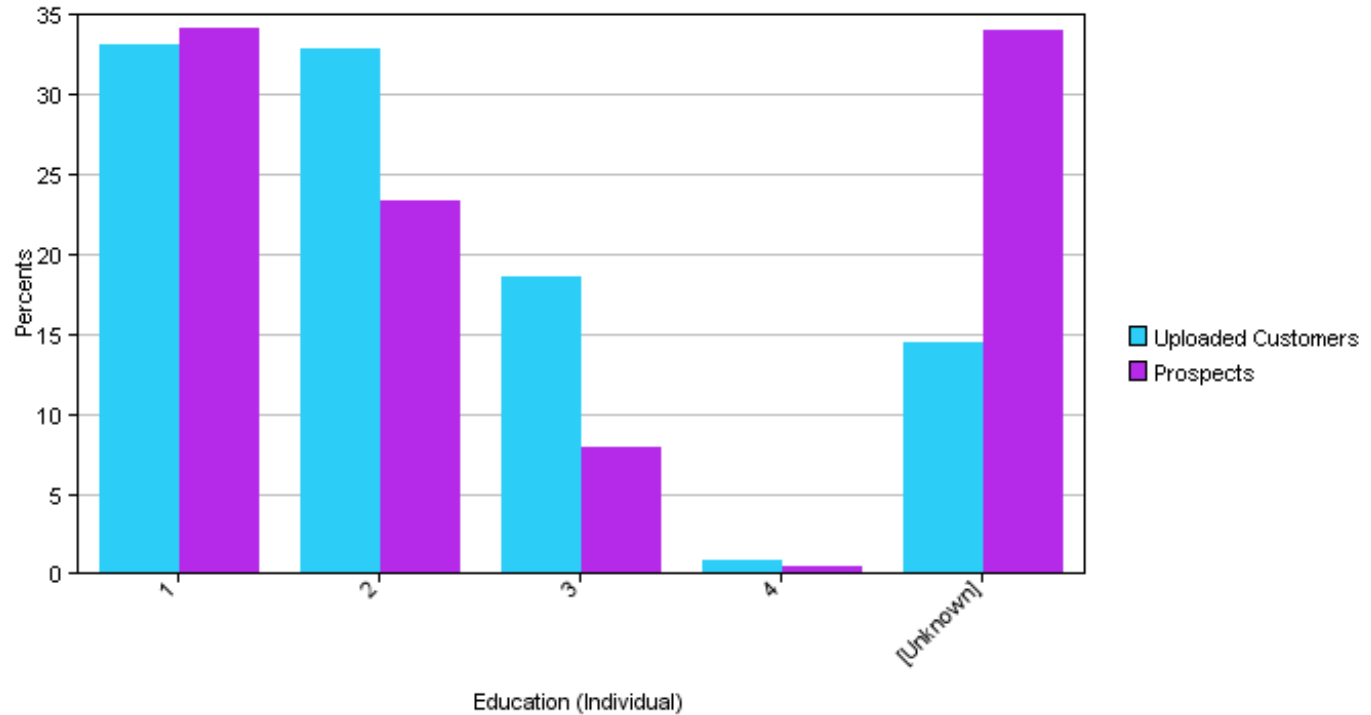
No attributes of "Best Performers" or "Undecided Prospects" have been found.

[→ Back to the list of elements](#)

INDIVIDUAL

EDUCATION (INDIVIDUAL)

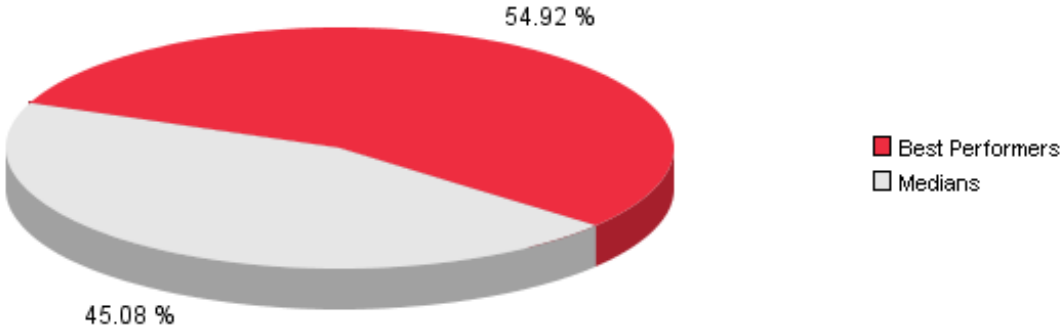
Indicates individual's assumed education level based upon information compiled from self-reported surveys, derived on the basis of occupational information, or calculated through the application of predictive models.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Completed high school	557	33.18 %	1,862,362	34.17 %	97	-0.86
2	Completed college	552	32.88 %	1,273,371	23.37 %	141	9.21
3	Completed graduate school	312	18.58 %	434,480	7.97 %	233	16.05
4	Attended vocational/tech	14	0.83 %	27,221	0.50 %	167	1.95

[Unknown] Unknown	244	14.53 %	1,852,426	33.99 %	43	-16.83
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EDUCATION (INDIVIDUAL) - MPI VIEW (%)



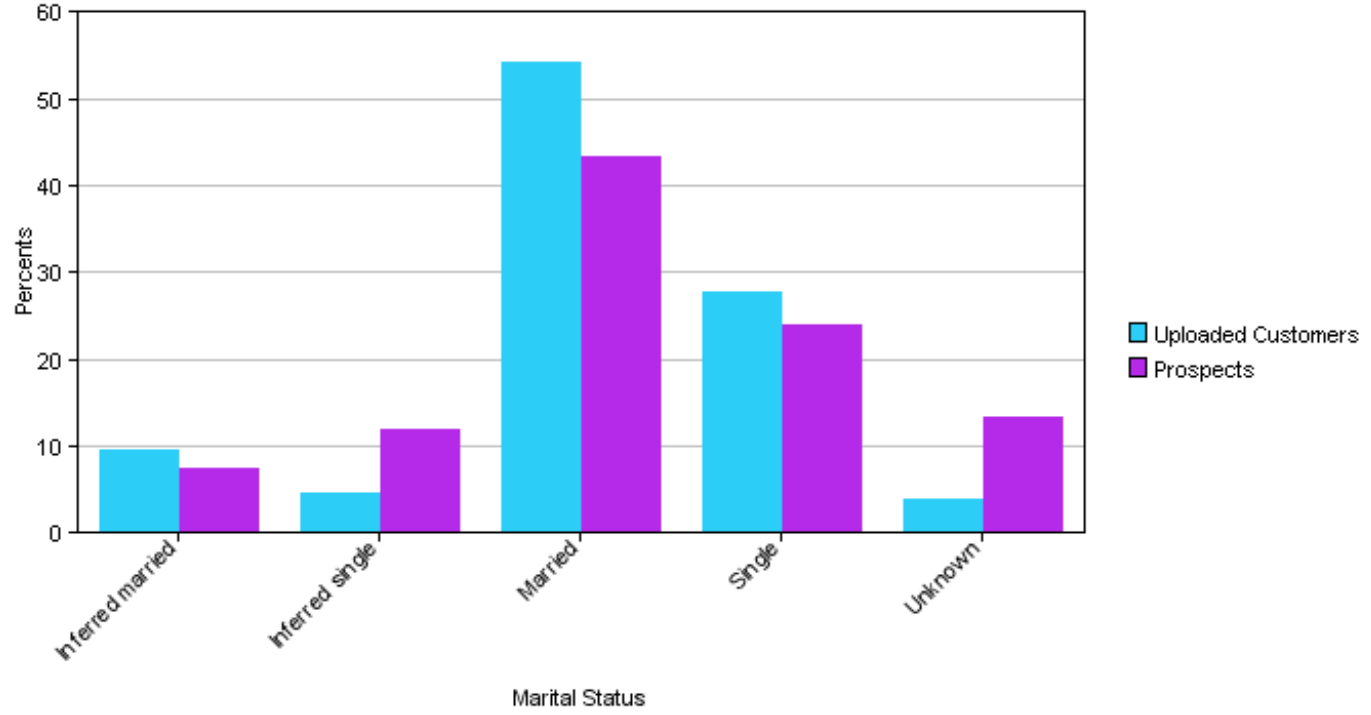
BEST PERFORMERS	MPI
Completed graduate school	233
Completed college	141

[→ Back to the list of elements](#)

HOUSEHOLD

MARITAL STATUS

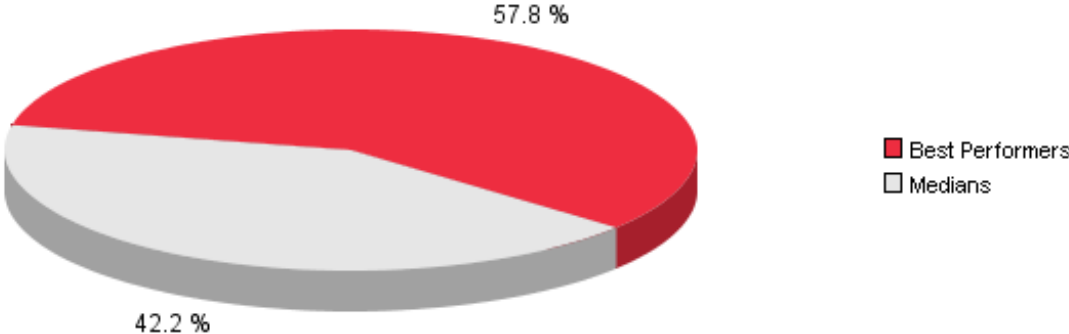
Indicates whether an individual lives in a household where someone is married.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
A	Inferred married	160	9.53 %	408,503	7.50 %	127	3.16
B	Inferred single	78	4.65 %	648,530	11.90 %	39*	-9.18
M	Married	910	54.20 %	2,366,510	43.42 %	125	8.91
S	Single	467	27.81 %	1,304,954	23.95 %	116	3.71
[Unknown]	Unknown	64	3.81 %	721,363	13.24 %	29	-11.39

*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.

MARITAL STATUS - MPI VIEW (%)



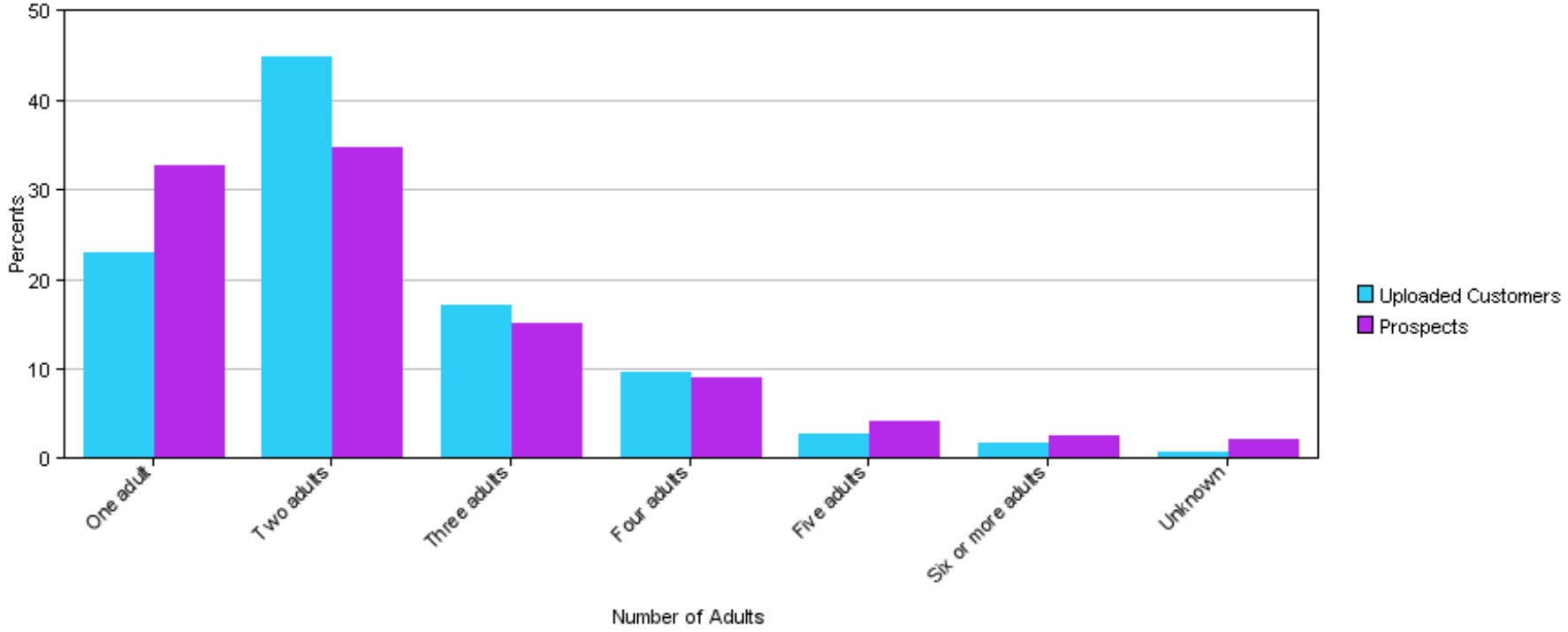
BEST PERFORMERS	MPI
Inferred married	127
Married	125

[→ Back to the list of elements](#)

HOUSEHOLD

NUMBER OF ADULTS

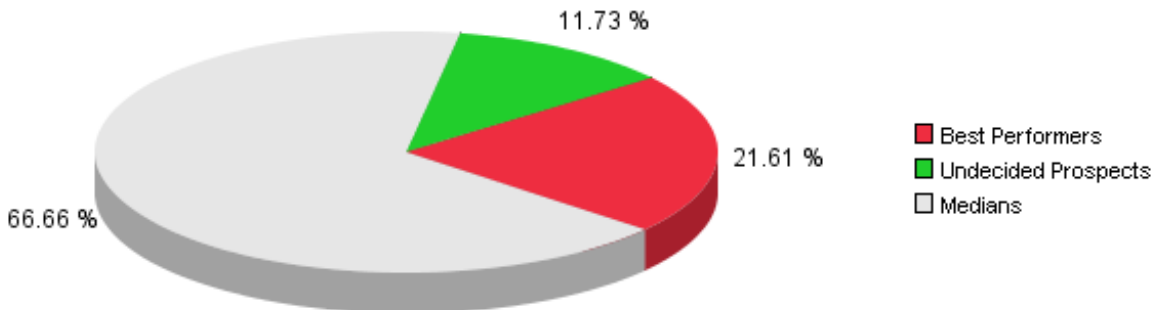
Indicates the number of adults in the household.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	One adult	386	22.99 %	1,777,972	32.62 %	70	-8.42
2	Two adults	753	44.85 %	1,889,780	34.68 %	129	8.76
3	Three adults	287	17.09 %	817,802	15.01 %	114	2.40
4	Four adults	163	9.71 %	486,587	8.93 %	109	1.12
5	Five adults	47	2.80 %	222,946	4.09 %	68	-2.67

6	Six or more adults	30	1.79 %	134,380	2.47 %	72	-1.79
[Unknown]	Unknown	13	0.77 %	120,393	2.21 %	35	-4.00

NUMBER OF ADULTS - MPI VIEW (%)



BEST PERFORMERS		MPI
Two adults		129

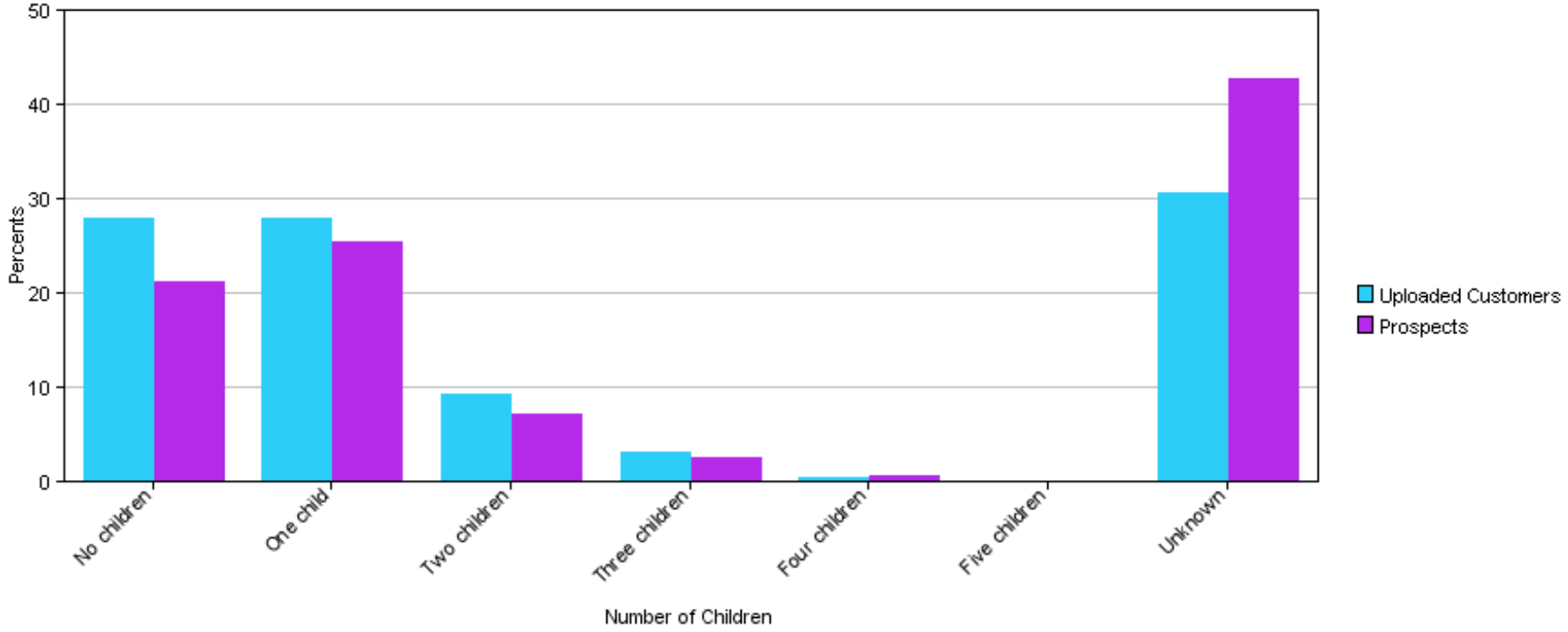
UNDECIDED PROSPECTS		MPI
One adult		70

[→ Back to the list of elements](#)

HOUSEHOLD

NUMBER OF CHILDREN

Indicates the number of children in the household.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
0	No children	471	28.05 %	1,158,761	21.26 %	132	6.80
1	One child	471	28.05 %	1,389,244	25.49 %	110	2.41
2	Two children	158	9.41 %	390,756	7.17 %	131	3.56
3	Three children	54	3.22 %	143,434	2.63 %	122	1.49
4	Four children	8	0.48 %	37,646	0.69 %	69	-1.06

5	Five children	2	0.12 %	2,846	0.05 %	229	1.20
[Unknown]	Unknown	515	30.67 %	2,326,755	42.69 %	72	-9.96

NUMBER OF CHILDREN - MPI VIEW (%)



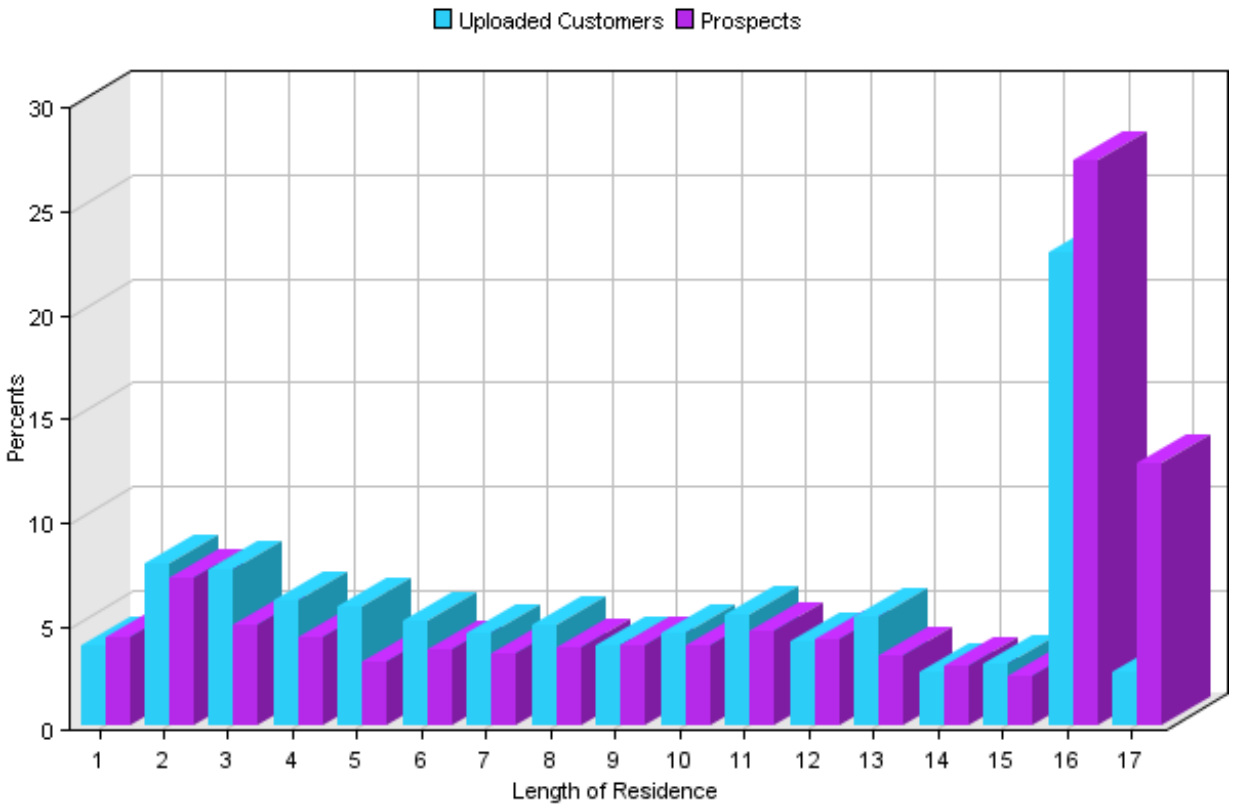
BEST PERFORMERS	MPI
No children	132
Two children	131

[→ Back to the list of elements](#)

HOUSEHOLD

LENGTH OF RESIDENCE

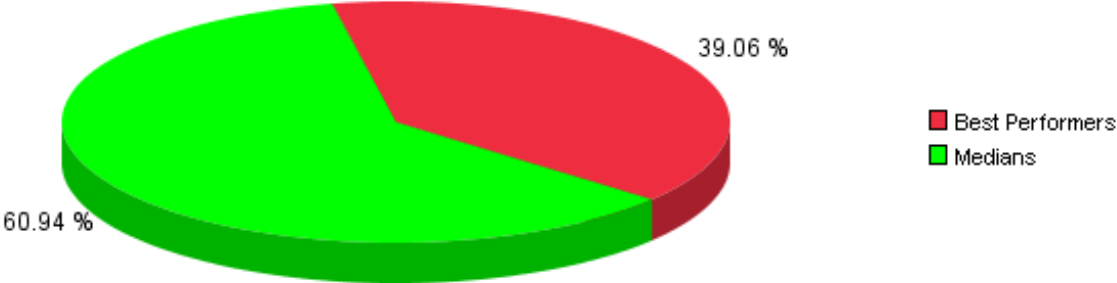
Indicates the length of the individual's residence in 1-year increment.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Less than one year	66	3.93 %	233,085	4.28 %	92	-0.70
2	One year	131	7.80 %	388,852	7.14 %	109	1.06
3	Two years	127	7.56 %	267,944	4.92 %	154	5.02

4	Three years	102	6.08 %	235,788	4.33 %	140	3.52
5	Four years	97	5.78 %	170,266	3.12 %	185	6.25
6	Five years	85	5.06 %	199,290	3.66 %	138	3.07
7	Six years	76	4.53 %	189,665	3.48 %	130	2.34
8	Seven years	82	4.88 %	206,354	3.79 %	129	2.36
9	Eight years	66	3.93 %	212,583	3.90 %	101	0.06
10	Nine years	76	4.53 %	214,085	3.93 %	115	1.26
11	Ten years	90	5.36 %	251,747	4.62 %	116	1.45
12	Eleven years	69	4.11 %	227,423	4.17 %	98	-0.13
13	Twelve years	89	5.30 %	183,083	3.36 %	158	4.42
14	Thirteen years	44	2.62 %	157,854	2.90 %	91	-0.67
15	Fourteen years	51	3.04 %	134,269	2.46 %	123	1.52
16	Fifteen years or more	384	22.87 %	1,488,673	27.32 %	84	-4.09
17	Unknown	44	2.62 %	688,899	12.64 %	21	-12.35

LENGTH OF RESIDENCE - MPI VIEW (%)



BEST PERFORMERS

MPI

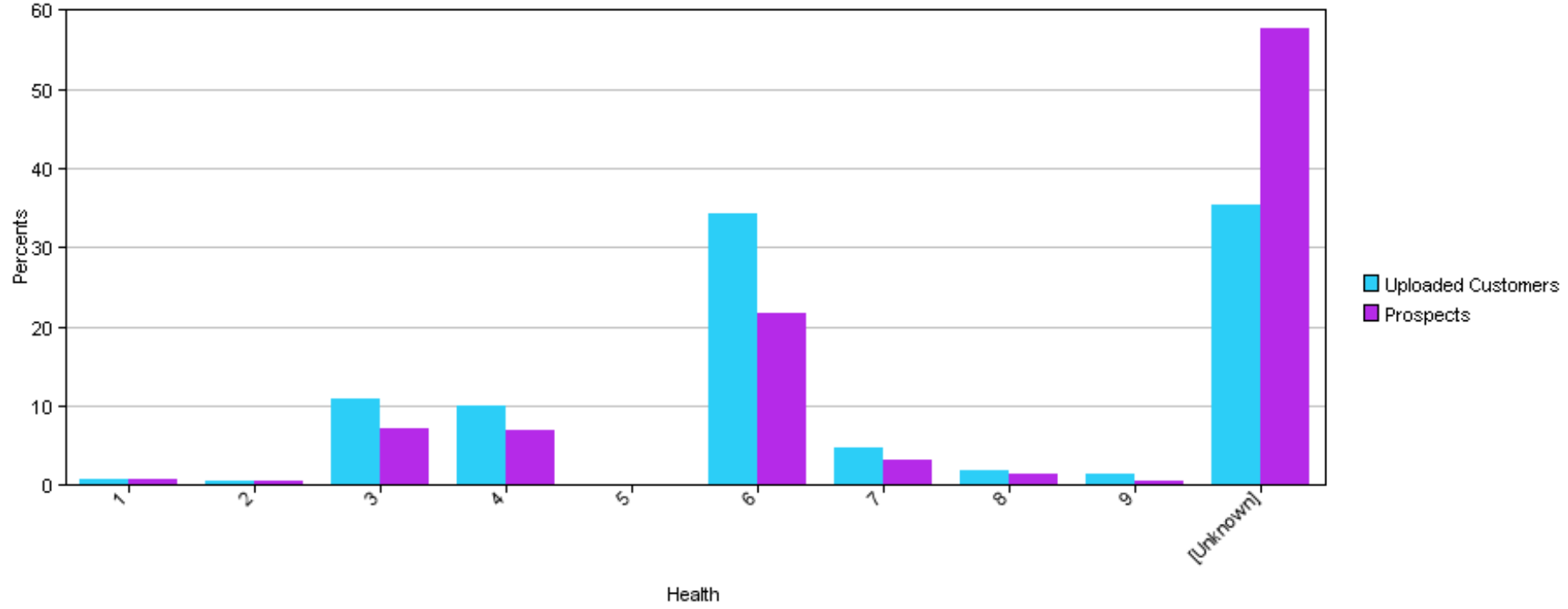
Four years	185
Twelve years	158
Two years	154
Three years	140
Five years	138

[→ Back to the list of elements](#)

HOUSEHOLD

HEALTH

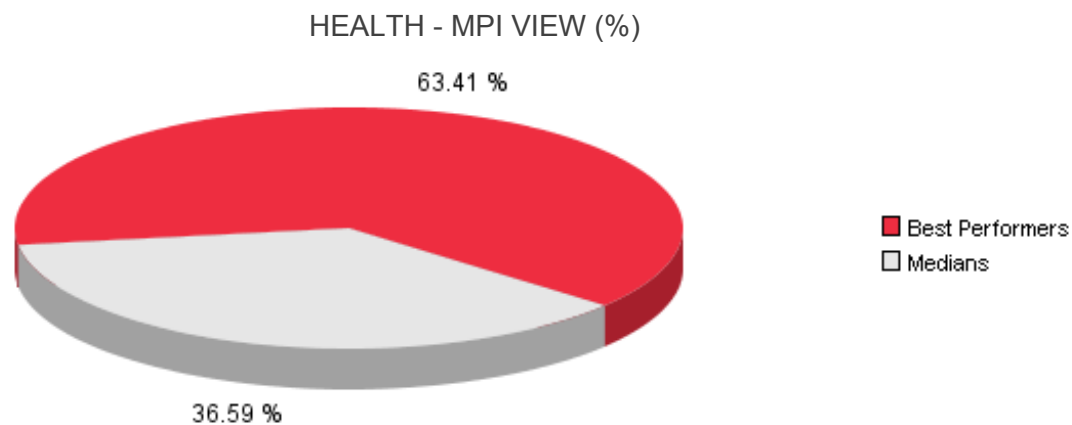
Indicates whether an individual can be related to a specific group of individuals with health related issues.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Health - allergy related	12	0.72 %	44,611	0.82 %	87	-0.47
2	Health - arthritis/mobility	11	0.66 %	26,016	0.48 %	137	1.06
3	Health - cholesterol focus	183	10.90 %	389,614	7.15 %	152	5.96
4	Health - diabetic	168	10.01 %	374,019	6.86 %	146	5.09
5	Health - disabled	3	0.18 %	11,812	0.22 %	82	-0.33

6	Health - homeopathic	575	34.25 %	1,183,111	21.71 %	158	12.46
7	Health - organic focus	78	4.65 %	172,504	3.17 %	147	3.47
8	Health - orthopedic	31	1.85 %	78,542	1.44 %	128	1.39
9	Health - senior needs	25	1.49 %	31,860	0.59 %	255	4.86
[Unknown]	Unknown	593	35.32 %	3,137,771	57.58 %	61	-18.45

The total of the attributes for the element makes more than 100% because the multicolumn element is analyzed according to the set of several attributes.



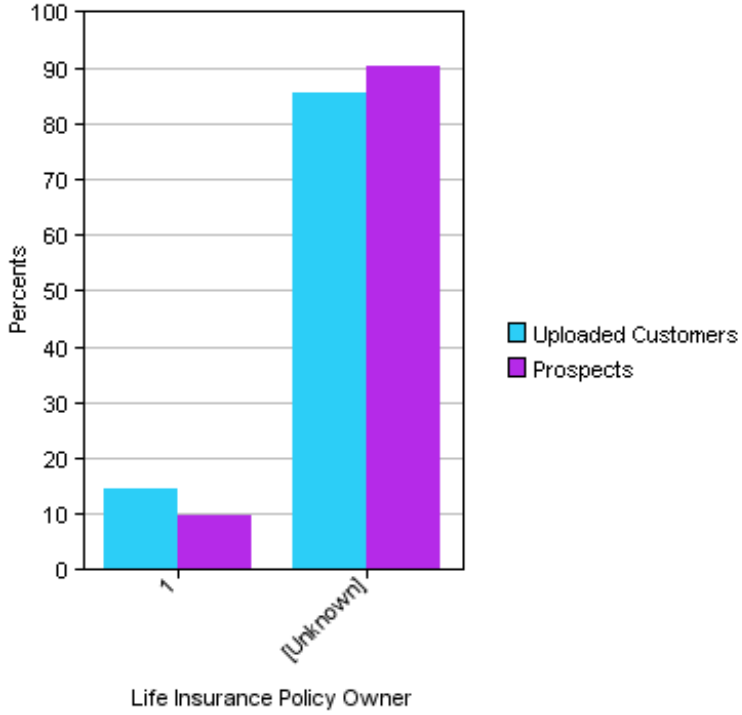
BEST PERFORMERS	MPI
Health - senior needs	255
Health - homeopathic	158
Health - cholesterol focus	152
Health - organic focus	147
Health - diabetic	146

[→ Back to the list of elements](#)

HOUSEHOLD

LIFE INSURANCE POLICY OWNER

Indicates whether an individual has life insurance policy.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Life insurance policy owner	243	14.47 %	521,885	9.58 %	151*	6.82
[Unknown]	Unknown	1,436	85.53 %	4,927,975	90.42 %	95	-6.82

*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.

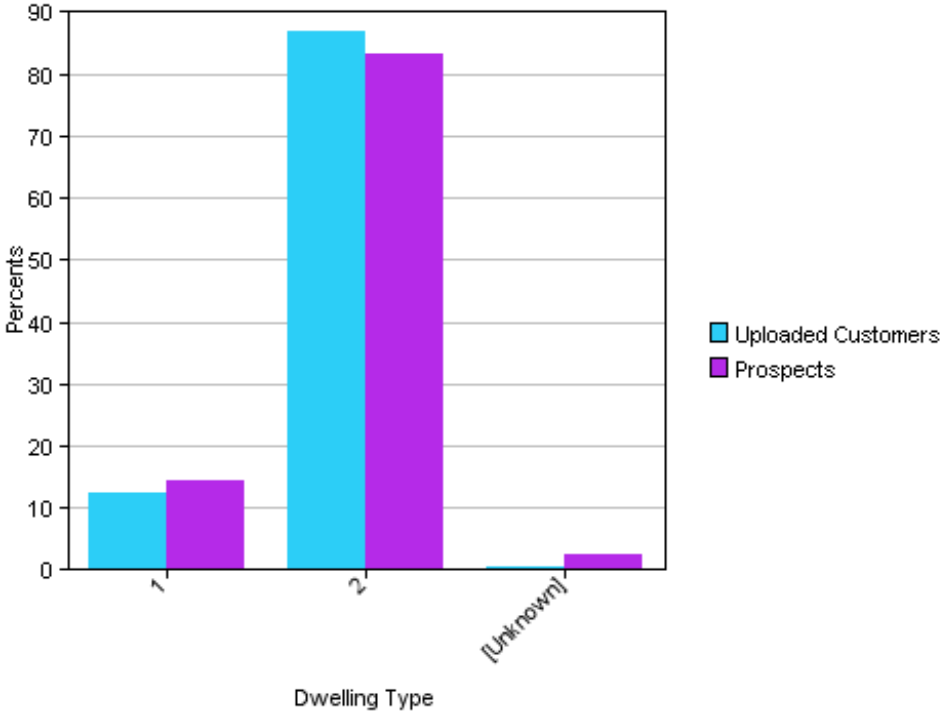
No attributes of "Best Performers" or "Undecided Prospects" have been found.

[→ Back to the list of elements](#)

HOME

DWELLING TYPE

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



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Multi family dwelling unit	210	12.51 %	778,040	14.28 %	88	-2.07
2	Single family dwelling unit	1,460	86.96 %	4,542,471	83.35 %	104	3.97
[Unknown]	Unknown	9	0.54 %	129,349	2.37 %	23	-4.94

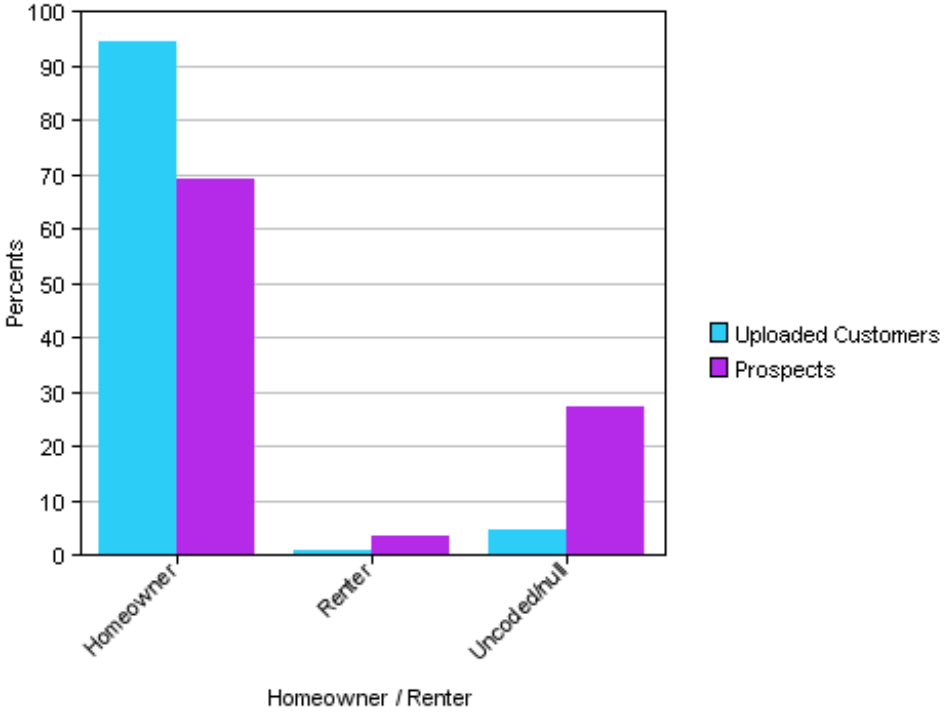
No attributes of "Best Performers" or "Undecided Prospects" have been found.

[→ Back to the list of elements](#)

HOME

HOMEOWNER / RENTER

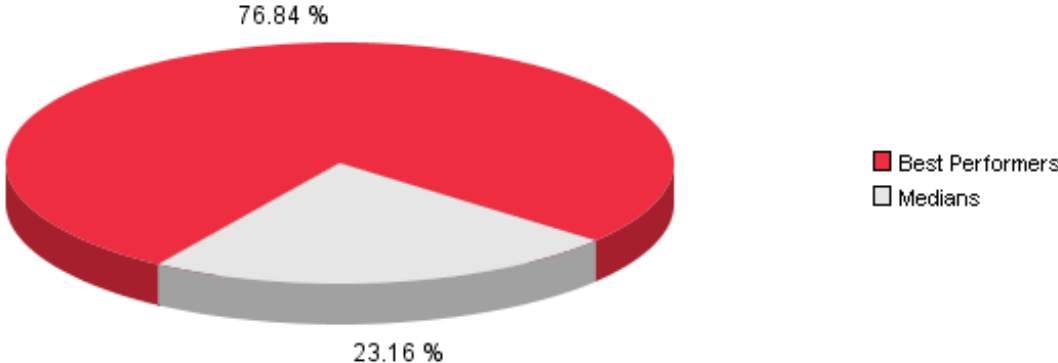
Indicates whether a consumer lives in a household that owns a home or rents, based on multi-sourced compiled data



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Homeowner	1,586	94.46 %	3,774,373	69.26 %	136	22.38
2	Renter	14	0.83 %	187,145	3.43 %	24*	-5.85
3	Uncoded/null	79	4.71 %	1,488,342	27.31 %	17*	-20.79

*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.

HOMEOWNER / RENTER - MPI VIEW (%)



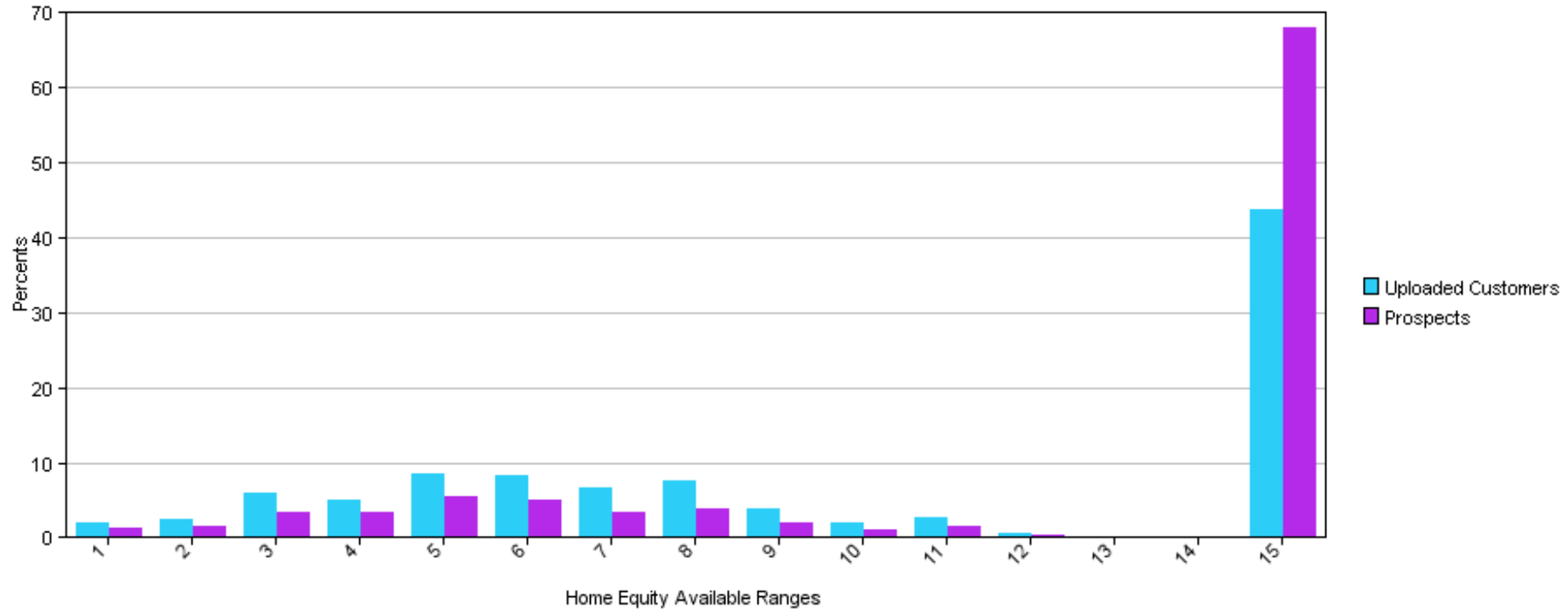
BEST PERFORMERS	MPI
Homeowner	136

[→ Back to the list of elements](#)

HOME

HOME EQUITY AVAILABLE RANGES

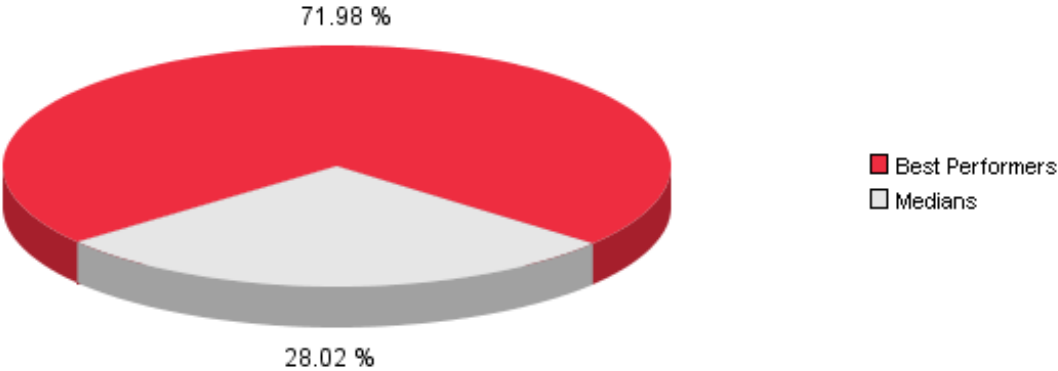
Indicates ranges of the home equity, which is the market value of a homeowner's unencumbered interest in their real property—that is, the current market value of a home minus the outstanding balance of all liens on the property.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	1 to 4,999	33	1.97 %	64,104	1.18 %	167	3.00
2	5,000 to 9,999	43	2.56 %	77,815	1.43 %	179	3.91
3	10,000 to 19,999	101	6.02 %	181,407	3.33 %	181	6.13
4	20,000 to 29,999	86	5.12 %	181,690	3.33 %	154	4.08

5	30,000 to 49,999	144	8.58 %	302,522	5.55 %	155	5.41
6	50,000 to 74,999	141	8.40 %	274,106	5.03 %	167	6.31
7	75,000 to 99,999	110	6.55 %	186,537	3.42 %	191	7.05
8	100,000 to 149,999	126	7.50 %	215,094	3.95 %	190	7.48
9	150,000 to 199,999	66	3.93 %	104,455	1.92 %	205	6.02
10	200,000 to 249,999	35	2.09 %	54,696	1.00 %	208	4.44
11	250,000 to 499,999	45	2.68 %	78,330	1.44 %	186	4.28
12	500,000 to 749,999	9	0.54 %	14,183	0.26 %	206	2.22
13	750,000 to 999,999	3	0.18 %	4,896	0.09 %	199	1.22
14	1,000,000 to 1,999,999	1	0.06 %	4,602	0.08 %	71	-0.34
15	Unknown	736	43.84 %	3,704,895	67.98 %	64	-21.20

HOME EQUITY AVAILABLE RANGES - MPI VIEW (%)



BEST PERFORMERS	MPI
200,000 to 249,999	208
150,000 to 199,999	205
75,000 to 99,999	191

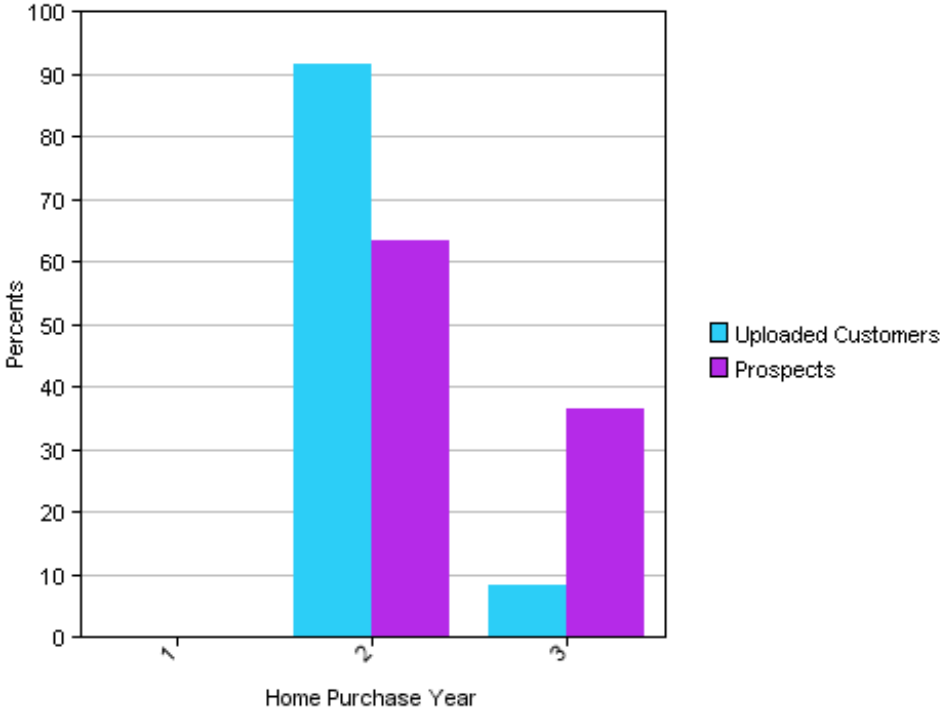
100,000 to 149,999	190
250,000 to 499,999	186
10,000 to 19,999	181
5,000 to 9,999	179
50,000 to 74,999	167
30,000 to 49,999	155
20,000 to 29,999	154

[→ Back to the list of elements](#)

HOME

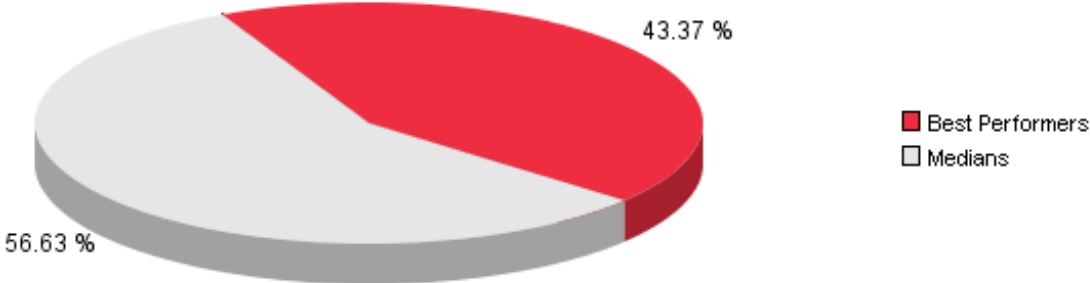
HOME PURCHASE YEAR

Indicates the year when the estate was purchased.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	1968 to 1969	2	0.12 %	3,902	0.07 %	165	0.72
2	1971 to 2015	1,537	91.54 %	3,458,891	63.47 %	144	23.89
3	Unknown	140	8.34 %	1,987,067	36.46 %	23	-23.94

HOME PURCHASE YEAR - MPI VIEW (%)



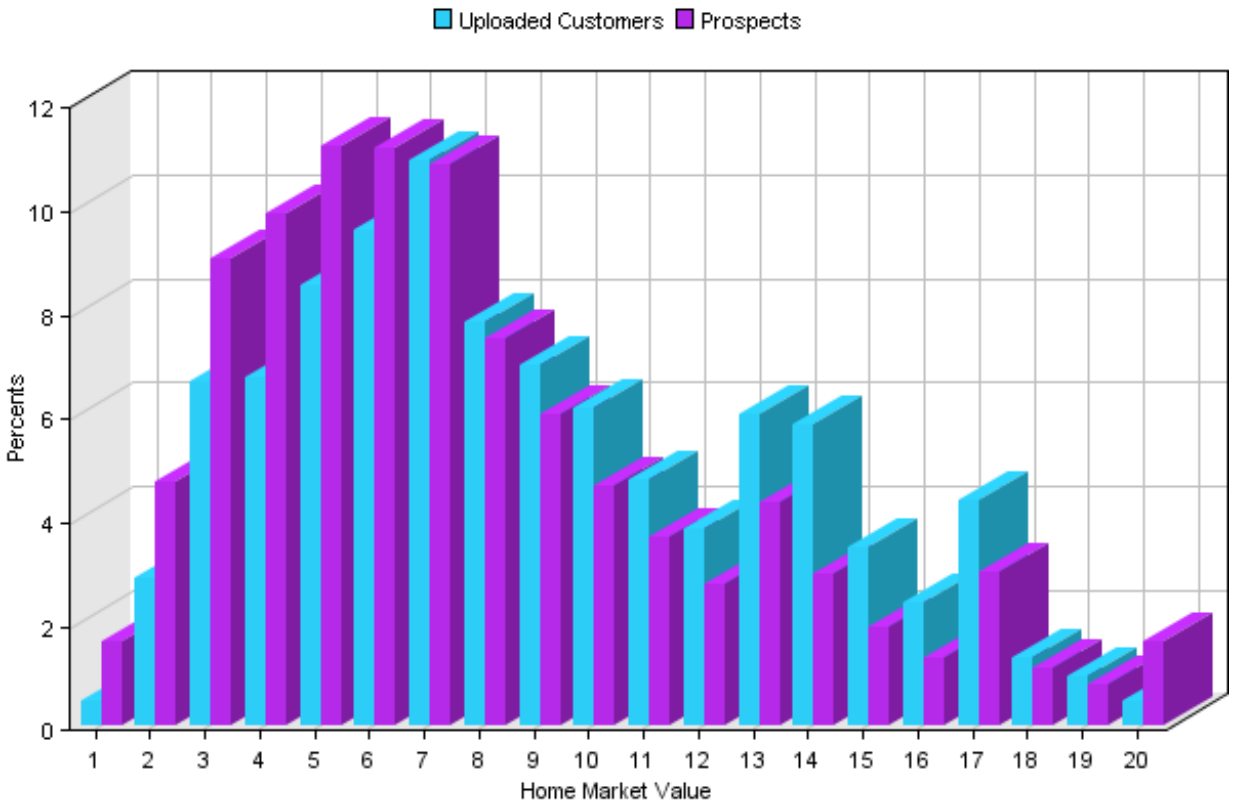
BEST PERFORMERS	MPI
1971 to 2015	144

[→ Back to the list of elements](#)

HOME

HOME MARKET VALUE

Home market value in ranges sourced from city and county real estate property records, credit grantors, and banks. Includes DataQuick market value.

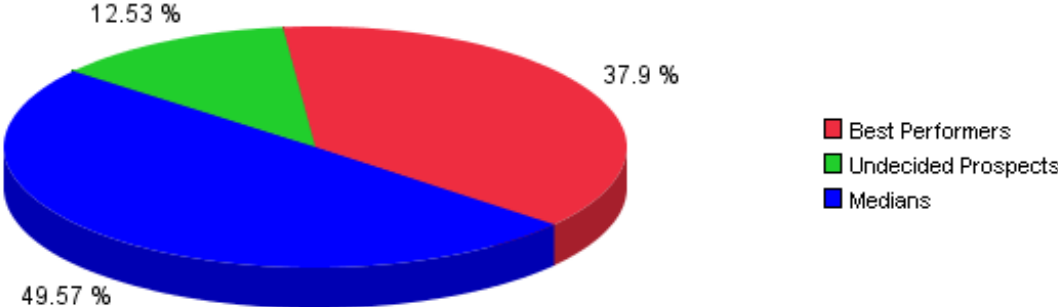


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	\$1,000 - \$24,999	8	0.48 %	89,121	1.64 %	29*	-3.74
2	\$25,000 - \$49,999	48	2.86 %	256,274	4.70 %	61	-3.57
3	\$50,000 - \$74,999	112	6.67 %	490,894	9.01 %	74	-3.34

4	\$75,000 - \$99,999	113	6.73 %	539,004	9.89 %	68	-4.34
5	\$100,000 - \$124,999	143	8.52 %	610,932	11.21 %	76	-3.50
6	\$125,000 - \$149,999	161	9.59 %	608,726	11.17 %	86	-2.06
7	\$150,000 - \$174,999	183	10.90 %	589,814	10.82 %	101	0.10
8	\$175,000 - \$199,999	131	7.80 %	407,340	7.47 %	104	0.51
9	\$200,000 - \$224,999	117	6.97 %	328,625	6.03 %	116	1.61
10	\$225,000 - \$249,999	103	6.14 %	253,478	4.65 %	132	2.89
11	\$250,000 - \$274,999	80	4.77 %	198,496	3.64 %	131	2.46
12	\$275,000 - \$299,999	64	3.81 %	148,782	2.73 %	140	2.72
13	\$300,000 - \$349,999	101	6.02 %	234,726	4.31 %	140	3.45
14	\$350,000 - \$399,999	98	5.84 %	159,222	2.92 %	200	7.09
15	\$400,000 - \$449,999	58	3.45 %	104,807	1.92 %	180	4.57
16	\$450,000 - \$499,999	40	2.38 %	72,886	1.34 %	178	3.73
17	\$500,000 - \$774,999	73	4.35 %	162,551	2.98 %	146	3.29
18	\$775,000 - \$999,999	22	1.31 %	61,790	1.13 %	116	0.68
19	\$1,000,000 +	16	0.95 %	43,234	0.79 %	120	0.74
20	Uncoded/null	8	0.48 %	89,158	1.64 %	29*	-3.75

*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.

HOME MARKET VALUE - MPI VIEW (%)



BEST PERFORMERS	MPI
\$350,000 - \$399,999	200
\$400,000 - \$449,999	180
\$450,000 - \$499,999	178
\$500,000 - \$774,999	146
\$300,000 - \$349,999	140

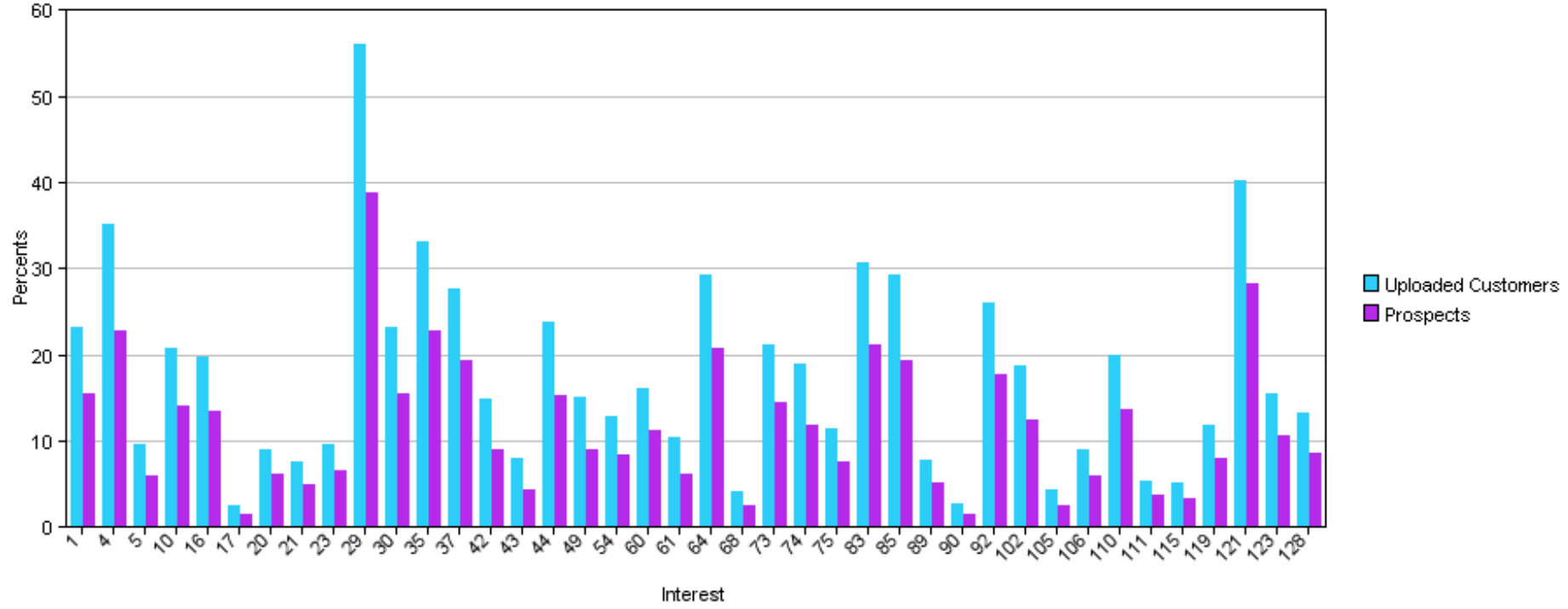
UNDECIDED PROSPECTS	MPI
\$100,000 - \$124,999	76
\$50,000 - \$74,999	74
\$75,000 - \$99,999	68
\$25,000 - \$49,999	61

[→ Back to the list of elements](#)

INTEREST

INTEREST

Indicates individual's spheres of interest.



This element contains too many attributes to fit in the chart, so only top 40 with the highest MPI are displayed.

#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Arts	388	23.11 %	842,414	15.46 %	149	8.67
2	Auto work	573	34.13 %	1,526,210	28.01 %	122	5.59
3	Aviation	17	1.01 %	47,901	0.88 %	115	0.59
4	Beauty and cosmetics	592	35.26 %	1,240,434	22.76 %	155	12.21

5	Biking / mountain biking	161	9.59 %	330,971	6.07 %	158	6.03
6	Boat owner	193	11.50 %	499,291	9.16 %	125	3.31
7	Boating / sailing	288	17.15 %	738,944	13.56 %	127	4.30
8	Broader living	401	23.88 %	950,872	17.45 %	137	6.95
9	Camping / hiking	215	12.81 %	616,999	11.32 %	113	1.92
10	Career	348	20.73 %	767,945	14.09 %	147	7.81
11	Career improvement	163	9.71 %	384,869	7.06 %	137	4.23
12	Cat owner	303	18.05 %	737,978	13.54 %	133	5.39
13	Celebrities	151	8.99 %	369,253	6.78 %	133	3.62
14	Children's interests	686	40.86 %	1,630,875	29.93 %	137	9.78
15	Christian families	118	7.03 %	310,327	5.69 %	123	2.36
16	Collectibles - antiques	333	19.83 %	733,730	13.46 %	147	7.65
17	Collectibles - arts	44	2.62 %	79,764	1.46 %	179	3.95
18	Collectibles - coins	217	12.92 %	518,167	9.51 %	136	4.77
19	Collectibles - general	661	39.37 %	1,574,291	28.89 %	136	9.47
20	Collectibles - sports memorabilia	152	9.05 %	340,919	6.26 %	145	4.73
21	Collectibles - stamps	128	7.62 %	267,780	4.91 %	155	5.14
22	Collectibles and antiques grouping	848	50.51 %	2,008,389	36.85 %	137	11.60
23	Collector avid	162	9.65 %	356,892	6.55 %	147	5.13
24	Common living	185	11.02 %	436,029	8.00 %	138	4.56
25	Community / charities	489	29.12 %	1,147,593	21.06 %	138	8.11
26	Computers	1,409	83.92 %	3,486,438	63.97 %	131	17.02
27	Consumer electronics	1,149	68.43 %	3,014,642	55.32 %	124	10.81

28	Cooking - general	989	58.90 %	2,311,518	42.41 %	139	13.67
29	Cooking - gourmet	940	55.99 %	2,119,069	38.88 %	144	14.37
30	Cooking - low fat	391	23.29 %	850,340	15.60 %	149	8.68
31	Cooking / food grouping	1,170	69.68 %	2,809,326	51.55 %	135	14.87
32	Crafts	913	54.38 %	2,214,899	40.64 %	134	11.46
33	Cultural / artistic living	9	0.54 %	21,741	0.40 %	134	0.89
34	Current affairs / politics	504	30.02 %	1,338,833	24.57 %	122	5.19
35	Dieting / weight loss	558	33.23 %	1,242,140	22.79 %	146	10.20
36	Diy living	91	5.42 %	227,668	4.18 %	130	2.54
37	Dog owner	463	27.58 %	1,049,780	19.26 %	143	8.64
38	Education online	247	14.71 %	610,475	11.20 %	131	4.56
39	Electronics / computers grouping	1,463	87.14 %	3,805,659	69.83 %	125	15.45
40	Environmental issues	233	13.88 %	562,351	10.32 %	134	4.79
41	Equestrian	33	1.97 %	85,041	1.56 %	126	1.34
42	Exercise - aerobic	249	14.83 %	493,720	9.06 %	164	8.24
43	Exercise - running / jogging	135	8.04 %	241,352	4.43 %	182	7.19
44	Exercise - walking	400	23.82 %	830,706	15.24 %	156	9.78
45	Exercise / health grouping	1,149	68.43 %	2,798,835	51.36 %	133	14.00
46	Fashion	572	34.07 %	1,372,900	25.19 %	135	8.38
47	Fishing	440	26.21 %	1,285,825	23.59 %	111	2.52
48	Food - vegetarian	11	0.66 %	27,950	0.51 %	128	0.81
49	Food - wines (age sensitive - use w/age 2-year increments)	254	15.13 %	490,904	9.01 %	168	8.76
50	Foods - natural	290	17.27 %	677,621	12.43 %	139	6.01

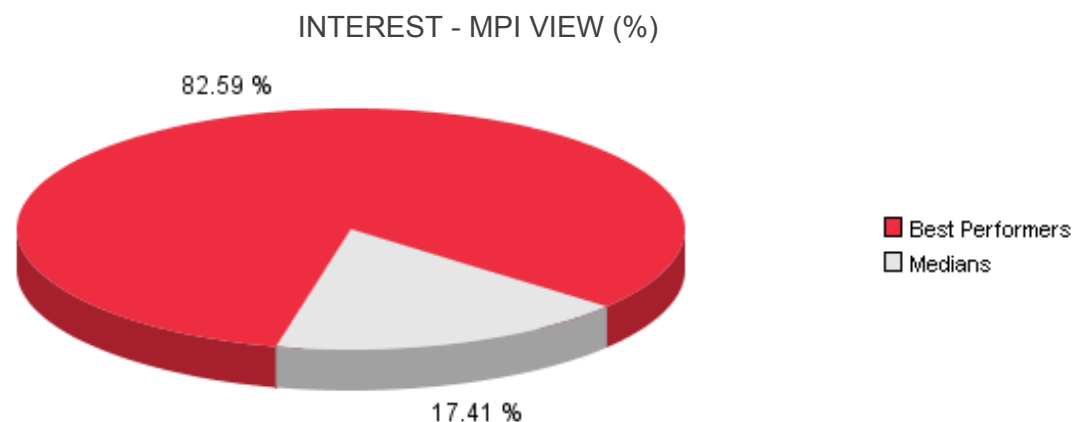
51	Games - board games / puzzles	81	4.82 %	242,088	4.44 %	109	0.76
52	Games - computer games	88	5.24 %	256,275	4.70 %	111	1.04
53	Games - video games	58	3.45 %	166,175	3.05 %	113	0.97
54	Gaming - casino (age sensitive - use w/age 2-year increments)	216	12.87 %	460,475	8.45 %	152	6.51
55	Gaming - lottery (age sensitive - use w/age 2-year increments)	59	3.51 %	173,441	3.18 %	110	0.77
56	Gardening - interest grouping	1,066	63.49 %	2,527,493	46.38 %	137	14.06
57	Golf	411	24.48 %	973,789	17.87 %	137	7.07
58	Grandchildren	271	16.14 %	625,978	11.49 %	141	5.98
59	Health / medical	684	40.74 %	1,632,261	29.95 %	136	9.65
60	High tech living	270	16.08 %	608,234	11.16 %	144	6.40
61	Highbrow	174	10.36 %	334,775	6.14 %	169	7.20
62	History / military	43	2.56 %	107,573	1.97 %	130	1.73
63	Home furnishings / decorating	1,233	73.44 %	2,954,148	54.21 %	135	15.81
64	Home improvement	492	29.30 %	1,131,835	20.77 %	141	8.62
65	Home improvement - do-it-yourselfers	294	17.51 %	730,118	13.40 %	131	4.95
66	Home improvement grouping	1,313	78.20 %	3,219,069	59.07 %	132	15.94
67	Home living	233	13.88 %	534,942	9.82 %	141	5.59
68	House plants	71	4.23 %	139,627	2.56 %	165	4.32
69	Hunting / shooting	348	20.73 %	990,902	18.18 %	114	2.70
70	Investing / finance grouping	942	56.11 %	2,261,749	41.50 %	135	12.14
71	Investments - foreign	30	1.79 %	79,928	1.47 %	122	1.09
72	Investments - personal	748	44.55 %	1,757,408	32.25 %	138	10.78

73	Investments - real estate	354	21.08 %	794,148	14.57 %	145	7.56
74	Investments - stocks/bonds	318	18.94 %	641,638	11.77 %	161	9.11
75	Money seekers	194	11.55 %	412,218	7.56 %	153	6.18
76	Motorcycling	58	3.45 %	192,470	3.53 %	98	-0.17
77	Movie / music grouping	892	53.13 %	2,253,441	41.35 %	128	9.80
78	Movie collector	313	18.64 %	741,268	13.60 %	137	6.02
79	Movies at home	462	27.52 %	1,104,887	20.27 %	136	7.38
80	Music - avid listener	653	38.89 %	1,594,641	29.26 %	133	8.67
81	Music - home stereo	370	22.04 %	872,745	16.01 %	138	6.73
82	Music collector	83	4.94 %	194,437	3.57 %	139	3.04
83	Music player – audio equipment	516	30.73 %	1,150,399	21.11 %	146	9.66
84	Nascar	211	12.57 %	525,003	9.63 %	130	4.07
85	Other pet owner	491	29.24 %	1,055,341	19.37 %	151	10.24
86	Outdoors grouping	1,042	62.06 %	2,651,627	48.66 %	128	10.99
87	Parenting	760	45.27 %	2,041,186	37.45 %	121	6.61
88	Photography	248	14.77 %	600,845	11.03 %	134	4.90
89	Professional living	132	7.86 %	283,480	5.20 %	151	4.91
90	Reading - audio books	47	2.80 %	84,486	1.55 %	181	4.14
91	Reading - best sellers	183	10.90 %	449,353	8.25 %	132	3.95
92	Reading - financial newsletter subscribers	437	26.03 %	968,567	17.77 %	146	8.85
93	Reading - general	1,325	78.92 %	3,219,920	59.08 %	134	16.53
94	Reading - magazines	1,370	81.60 %	3,313,795	60.81 %	134	17.45
95	Reading - religious / inspirational	224	13.34 %	540,102	9.91 %	135	4.70

96	Reading - science fiction	74	4.41 %	199,469	3.66 %	120	1.63
97	Reading grouping	1,426	84.93 %	3,566,556	65.44 %	130	16.79
98	Religious / inspirational	383	22.81 %	952,814	17.48 %	130	5.75
99	Rv	451	26.86 %	1,118,250	20.52 %	131	6.43
100	Science / space	101	6.02 %	243,806	4.47 %	134	3.05
101	Scuba diving	21	1.25 %	50,373	0.92 %	135	1.40
102	Self improvement	314	18.70 %	680,386	12.48 %	150	7.71
103	Sewing / knitting / needlework	261	15.55 %	671,070	12.31 %	126	4.03
104	Smoking / tobacco (age sensitive - use w/age 2-year increments)	110	6.55 %	256,331	4.70 %	139	3.58
105	Snow skiing	73	4.35 %	142,098	2.61 %	167	4.48
106	Spectator - tv sports	153	9.11 %	327,848	6.02 %	151	5.34
107	Spectator sports - auto / motorcycle racing	112	6.67 %	317,930	5.83 %	114	1.46
108	Spectator sports - baseball	217	12.92 %	497,908	9.14 %	141	5.39
109	Spectator sports - basketball	171	10.19 %	400,547	7.35 %	139	4.45
110	Spectator sports - football	336	20.01 %	748,613	13.74 %	146	7.47
111	Spectator sports - hockey	91	5.42 %	207,731	3.81 %	142	3.44
112	Spectator sports - soccer	7	0.42 %	23,001	0.42 %	99	-0.03
113	Spectator sports - tennis	10	0.60 %	24,619	0.45 %	132	0.88
114	Sports grouping	1,062	63.25 %	2,549,010	46.77 %	135	13.53
115	Sporty living	88	5.24 %	184,969	3.39 %	154	4.18
116	Strange and unusual	7	0.42 %	16,869	0.31 %	135	0.79
117	Sweepstakes / contests (age sensitive - use w/age 2-year increments)	487	29.01 %	1,277,803	23.45 %	124	5.37

118	Tennis	54	3.22 %	124,966	2.29 %	140	2.53
119	Theater / performing arts	200	11.91 %	440,683	8.09 %	147	5.75
120	Travel - cruise vacations	351	20.91 %	841,423	15.44 %	135	6.20
121	Travel - domestic	676	40.26 %	1,542,273	28.30 %	142	10.88
122	Travel - family vacations	300	17.87 %	693,894	12.73 %	140	6.31
123	Travel - international	261	15.55 %	578,504	10.62 %	146	6.56
124	Travel grouping	1,061	63.19 %	2,658,810	48.79 %	130	11.81
125	Tv - cable	281	16.74 %	687,727	12.62 %	133	5.08
126	Tv - hdtv/satellite dish	50	2.98 %	132,631	2.43 %	122	1.45
127	Tv - satellite dish	52	3.10 %	141,012	2.59 %	120	1.32
128	Upscale living	224	13.34 %	466,634	8.56 %	156	7.00
129	Water sports	4	0.24 %	11,048	0.20 %	117	0.32
130	Wireless - cellular phone owner	696	41.45 %	1,844,753	33.85 %	122	6.58
131	Woodworking	259	15.43 %	608,685	11.17 %	138	5.54

The total of the attributes for the element makes more than 100% because the multicolumn element is analyzed according to the set of several attributes.



BEST PERFORMERS	MPI
Exercise - running / jogging	182
Reading - audio books	181
Collectibles - arts	179
Highbrow	169
Food - wines (age sensitive - use w/age 2-year increments)	168
Snow skiing	167
House plants	165
Exercise - aerobic	164
Investments - stocks/bonds	161
Biking / mountain biking	158
Upscale living	156
Exercise - walking	156
Collectibles - stamps	155
Beauty and cosmetics	155
Sporty living	154
Money seekers	153
Gaming - casino (age sensitive - use w/age 2-year increments)	152
Other pet owner	151
Professional living	151
Spectator - tv sports	151
Self improvement	150
Arts	149

Cooking - low fat	149
Collector avid	147
Collectibles - antiques	147
Career	147
Theater / performing arts	147
Music player – audio equipment	146
Reading - financial newsletter subscribers	146
Dieting / weight loss	146
Spectator sports - football	146
Travel - international	146
Investments - real estate	145
Collectibles - sports memorabilia	145
High tech living	144
Cooking - gourmet	144
Dog owner	143
Spectator sports - hockey	142
Travel - domestic	142
Home improvement	141
Home living	141
Spectator sports - baseball	141
Grandchildren	141
Travel - family vacations	140
Music collector	139

Cooking - general	139
Smoking / tobacco (age sensitive - use w/age 2-year increments)	139
Spectator sports - basketball	139
Foods - natural	139
Woodworking	138
Investments - personal	138
Music - home stereo	138
Common living	138
Community / charities	138
Broader living	137
Movie collector	137
Collectibles and antiques grouping	137
Career improvement	137
Children's interests	137
Gardening - interest grouping	137
Golf	137
Health / medical	136
Collectibles - coins	136
Movies at home	136
Collectibles - general	136
Home furnishings / decorating	135
Investing / finance grouping	135
Cooking / food grouping	135

Reading - religious / inspirational	135
Fashion	135
Sports grouping	135
Travel - cruise vacations	135
Reading - magazines	134
Reading - general	134
Photography	134
Crafts	134
Science / space	134
Environmental issues	134
Cat owner	133
Celebrities	133
Music - avid listener	133
Exercise / health grouping	133
Tv - cable	133
Home improvement grouping	132
Reading - best sellers	132
Home improvement - do-it-yourselfers	131
Computers	131
Education online	131
Rv	131
Nascar	130
Reading grouping	130

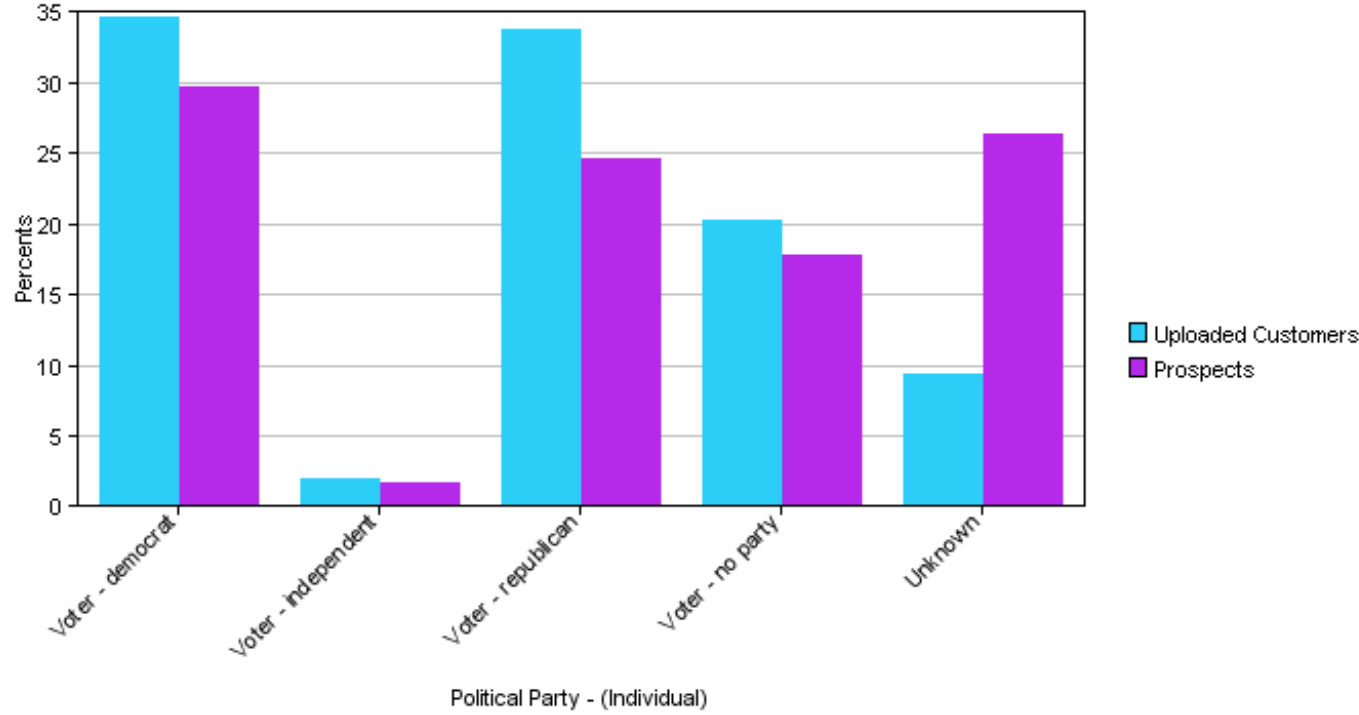
Religious / inspirational	130
Travel grouping	130
Movie / music grouping	128
Outdoors grouping	128
Boating / sailing	127
Sewing / knitting / needlework	126
Boat owner	125
Electronics / computers grouping	125
Consumer electronics	124
Sweepstakes / contests (age sensitive - use w/age 2-year increments)	124
Wireless - cellular phone owner	122
Auto work	122
Current affairs / politics	122
Parenting	121

[→ Back to the list of elements](#)

INTEREST

POLITICAL PARTY - (INDIVIDUAL)

Indicates a political party an individual supports.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
D	Voter - democrat	581	34.60 %	1,618,392	29.70 %	117	4.40
I	Voter - independent	32	1.91 %	91,828	1.69 %	113	0.70
R	Voter - republican	568	33.83 %	1,340,474	24.60 %	138	8.78
V	Voter - no party	341	20.31 %	966,456	17.73 %	115	2.76
[Unknown]	Unknown	157	9.35 %	1,432,710	26.29 %	36	-15.76

POLITICAL PARTY - (INDIVIDUAL) - MPI VIEW (%)



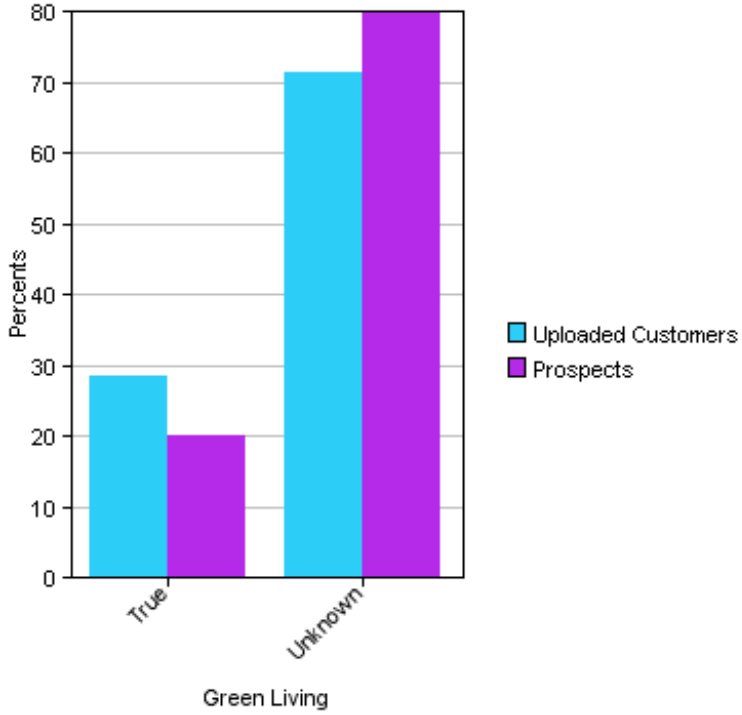
BEST PERFORMERS	MPI
Voter - republican	138

[→ Back to the list of elements](#)

INTEREST

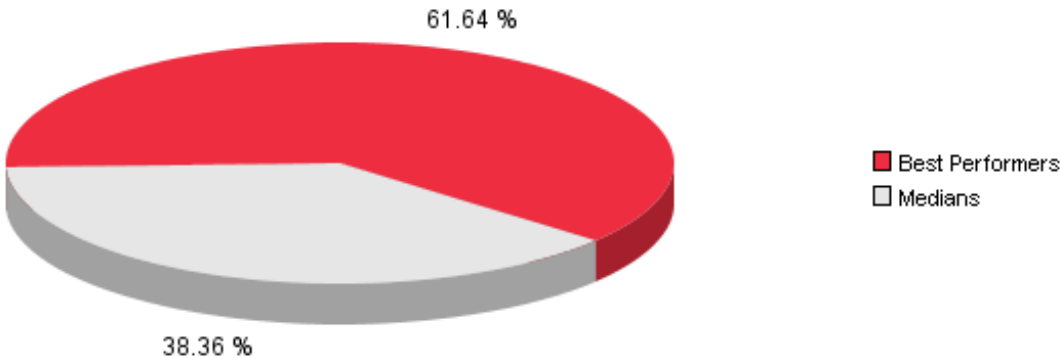
GREEN LIVING

Indicates that an individual is interested in the green living lifestyle.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	True	481	28.65 %	1,090,730	20.01 %	143	8.84
[Unknown]	Unknown	1,198	71.35 %	4,359,130	79.99 %	89	-8.84

GREEN LIVING - MPI VIEW (%)



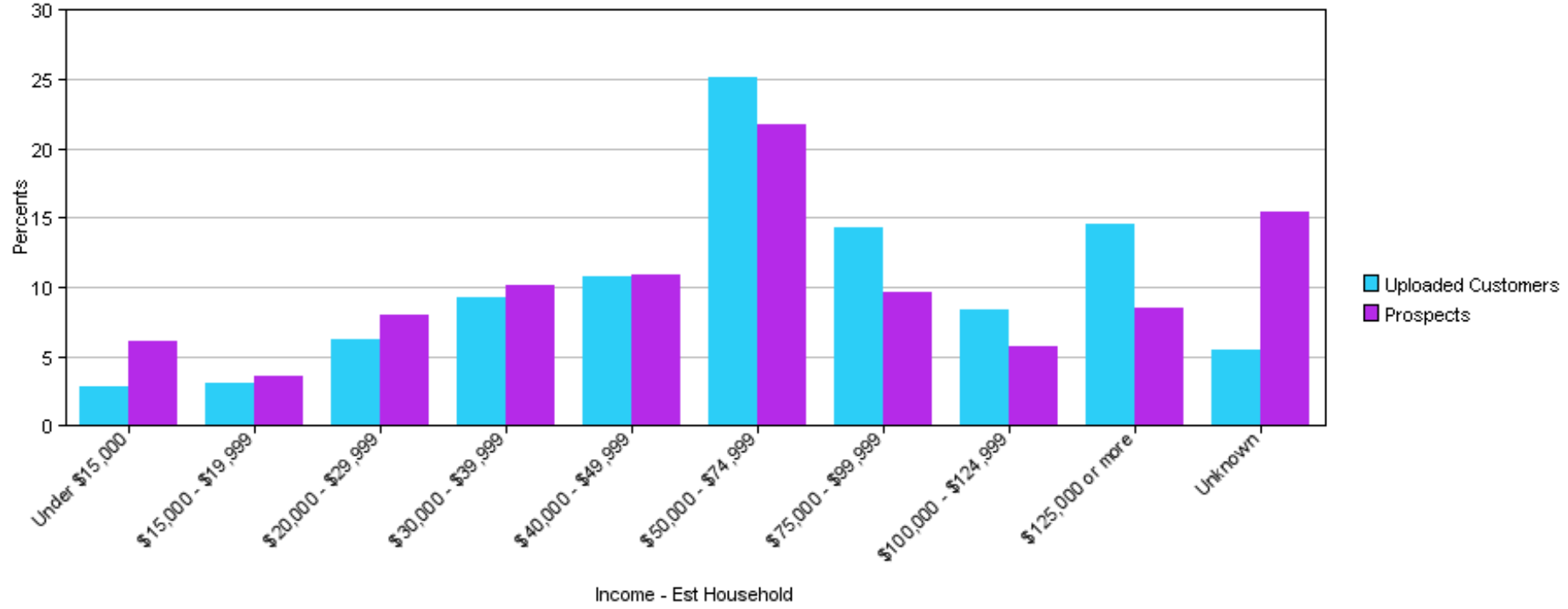
BEST PERFORMERS	MPI
True	143

[→ Back to the list of elements](#)

WEALTH

INCOME - EST HOUSEHOLD

Indicates the estimated income level for the household.

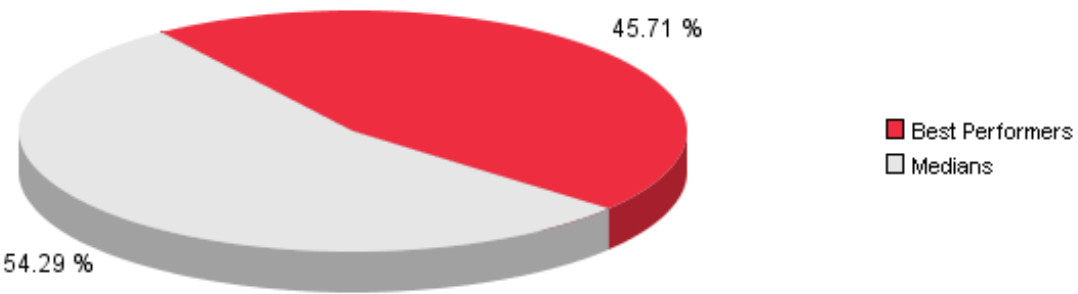


CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Under \$15,000	48	2.86 %	333,609	6.12 %	47*	-5.58
2	\$15,000 - \$19,999	51	3.04 %	194,948	3.58 %	85	-1.19
3	\$20,000 - \$29,999	104	6.19 %	435,864	8.00 %	77	-2.72
4	\$30,000 - \$39,999	155	9.23 %	554,361	10.17 %	91	-1.27
5	\$40,000 - \$49,999	180	10.72 %	595,792	10.93 %	98	-0.28

6	\$50,000 - \$74,999	423	25.19 %	1,184,691	21.74 %	116	3.43
7	\$75,000 - \$99,999	240	14.29 %	528,258	9.69 %	147	6.37
8	\$100,000 - \$124,999	140	8.34 %	313,311	5.75 %	145	4.56
9	\$125,000 or more	245	14.59 %	464,387	8.52 %	171	8.91
[Unknown]	Unknown	93	5.54 %	844,639	15.50 %	36	-11.27

*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.

INCOME - EST HOUSEHOLD - MPI VIEW (%)



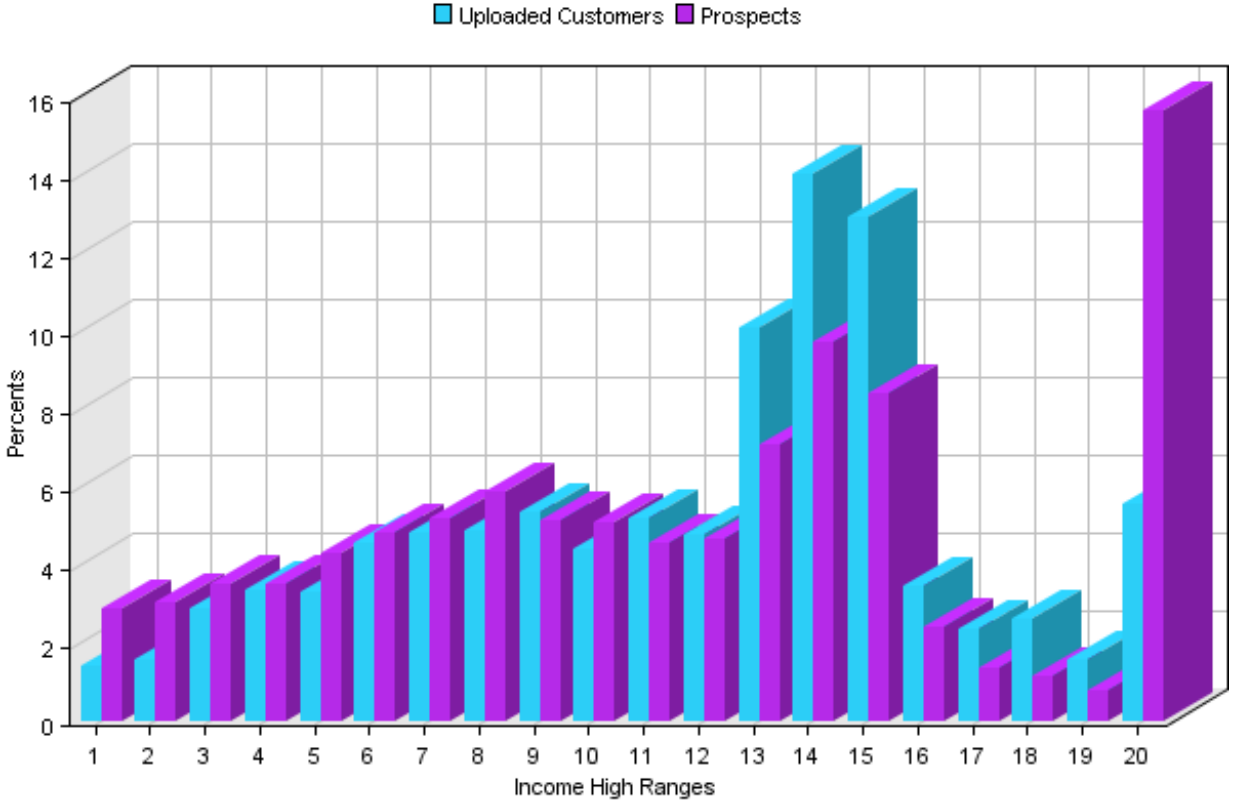
BEST PERFORMERS	MPI
\$125,000 or more	171
\$75,000 - \$99,999	147
\$100,000 - \$124,999	145

[→ Back to the list of elements](#)

WEALTH

INCOME HIGH RANGES

Estimated incomes with more granularity for top end ranges. Estimated total household income in ranges as sourced from warranty registrations, household census, questionnaires, and vehicle registration.

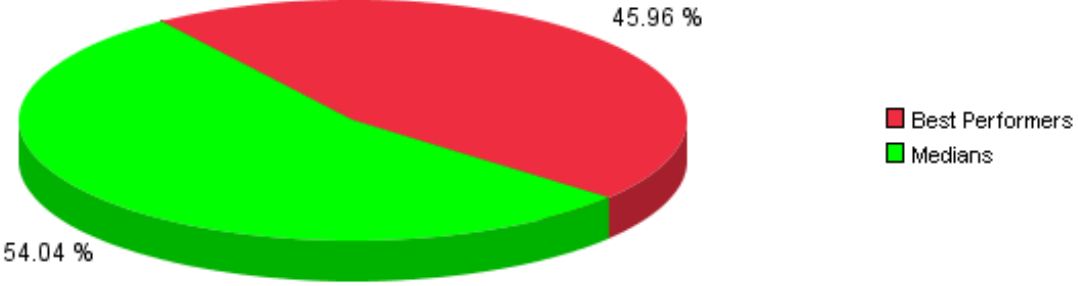


#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Under \$10,000	24	1.43 %	159,857	2.93 %	49*	-3.65
2	\$10,000 - \$14,999	27	1.61 %	166,653	3.06 %	53*	-3.45

3	\$15,000 - \$19,999	49	2.92 %	192,236	3.53 %	83	-1.35
4	\$20,000 - \$24,999	57	3.40 %	193,318	3.55 %	96	-0.34
5	\$25,000 - \$29,999	56	3.34 %	236,071	4.33 %	77	-2.01
6	\$30,000 - \$34,999	77	4.59 %	265,640	4.87 %	94	-0.55
7	\$35,000 - \$39,999	82	4.88 %	285,166	5.23 %	93	-0.64
8	\$40,000 - \$44,999	83	4.94 %	322,713	5.92 %	83	-1.70
9	\$45,000 - \$49,999	91	5.42 %	283,258	5.20 %	104	0.41
10	\$50,000 - \$54,999	75	4.47 %	280,282	5.14 %	87	-1.25
11	\$55,000 - \$59,999	88	5.24 %	250,703	4.60 %	114	1.25
12	\$60,000 - \$64,999	81	4.82 %	256,392	4.71 %	103	0.23
13	\$65,000 - \$74,999	170	10.13 %	388,265	7.12 %	142	4.78
14	\$75,000 - \$99,999	236	14.06 %	533,435	9.79 %	144	5.88
15	\$100,000 - \$149,999	218	12.98 %	461,224	8.46 %	153	6.65
16	\$150,000 - \$174,999	59	3.51 %	132,186	2.43 %	145	2.90
17	\$175,000 - \$199,999	40	2.38 %	76,437	1.40 %	170	3.41
18	\$200,000 - \$249,999	45	2.68 %	65,204	1.20 %	224	5.59
19	\$250,000 +	27	1.61 %	43,393	0.80 %	202	3.74
20	Unknown	94	5.60 %	857,427	15.73 %	36	-11.40

*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.

INCOME HIGH RANGES - MPI VIEW (%)



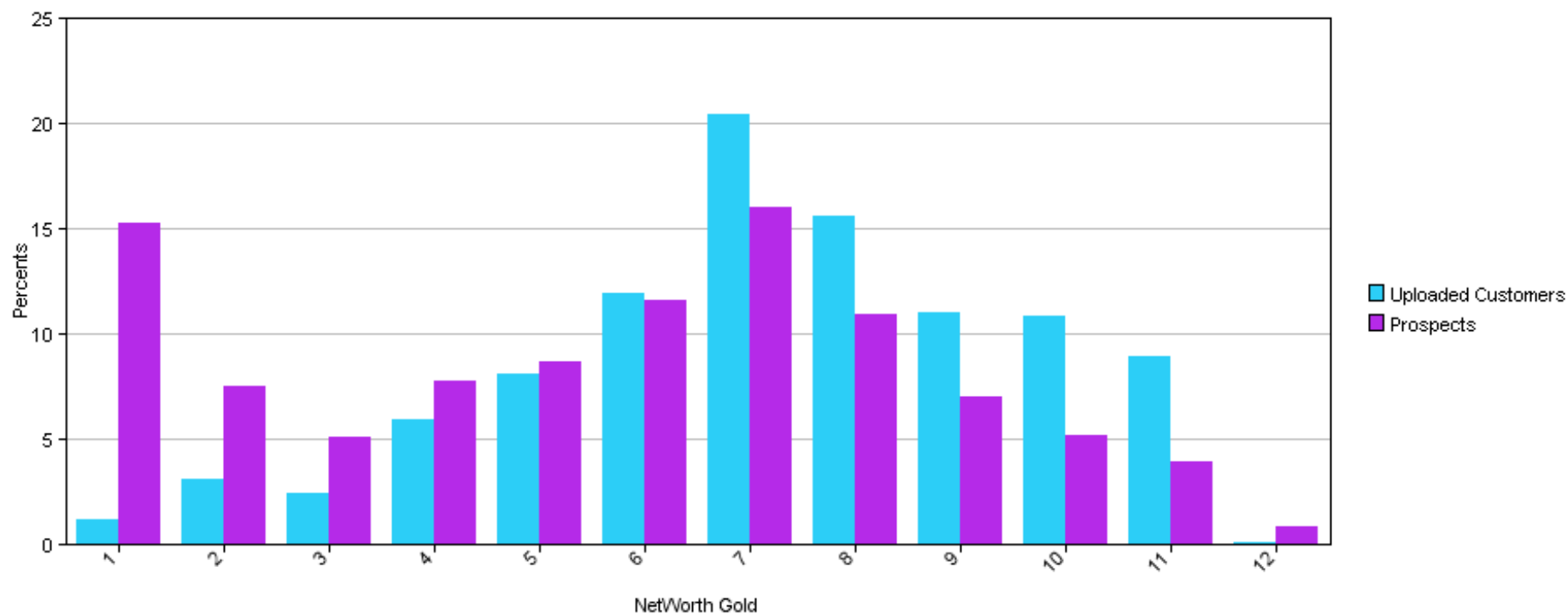
BEST PERFORMERS	MPI
\$200,000 - \$249,999	224
\$250,000 +	202
\$175,000 - \$199,999	170
\$100,000 - \$149,999	153
\$75,000 - \$99,999	144
\$65,000 - \$74,999	142

[→ Back to the list of elements](#)

WEALTH

NETWORTH GOLD

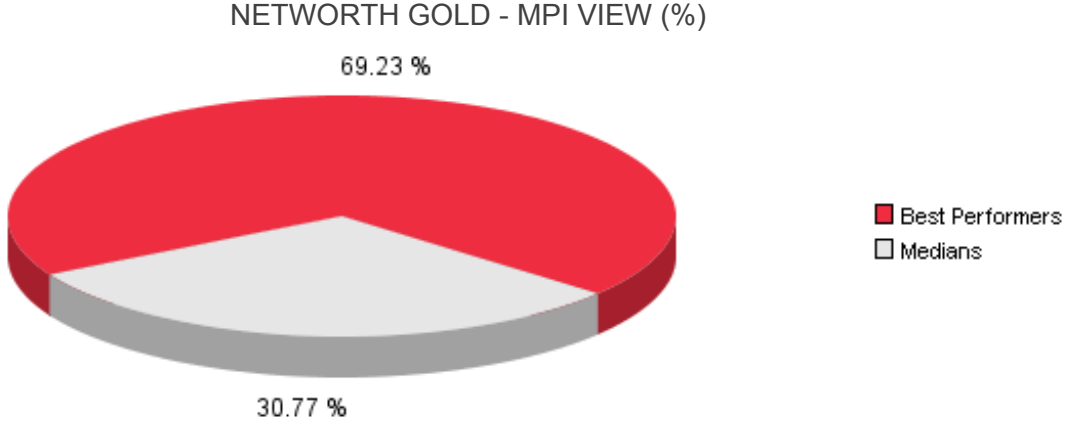
Indicates the total assets minus the total outside liabilities of an individual or a company from the upper wealth groups.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Less than or equal to 0	20	1.19 %	831,986	15.27 %	8*	-16.03
2	\$1 - \$4,999	53	3.16 %	408,838	7.50 %	42*	-6.76
3	\$5,000 - \$9,999	41	2.44 %	278,599	5.11 %	48*	-4.97
4	\$10,000 - \$24,999	100	5.96 %	425,027	7.80 %	76	-2.82
5	\$25,000 - \$49,999	136	8.10 %	472,317	8.67 %	93	-0.83

6	\$50,000 - \$99,999	201	11.97 %	633,079	11.62 %	103	0.45
7	\$100,000 - \$249,999	344	20.49 %	873,894	16.04 %	128	4.97
8	\$250,000 - \$499,999	263	15.66 %	595,974	10.94 %	143	6.21
9	\$500,000 - \$999,999	186	11.08 %	383,179	7.03 %	158	6.49
10	\$1,000,000 - \$1,999,999	182	10.84 %	283,707	5.21 %	208	10.39
11	\$2,000,000+	151	8.99 %	215,606	3.96 %	227	10.59
12	Unknown	2	0.12 %	47,654	0.87 %	14	-3.32

*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.



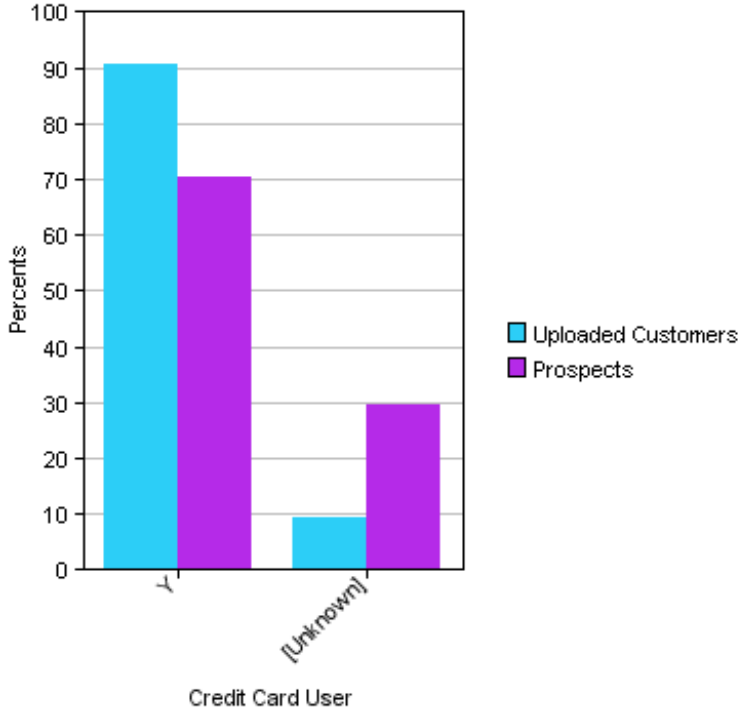
BEST PERFORMERS	MPI
\$2,000,000+	227
\$1,000,000 - \$1,999,999	208
\$500,000 - \$999,999	158
\$250,000 - \$499,999	143
\$100,000 - \$249,999	128

[→ Back to the list of elements](#)

BUYING BEHAVIOR

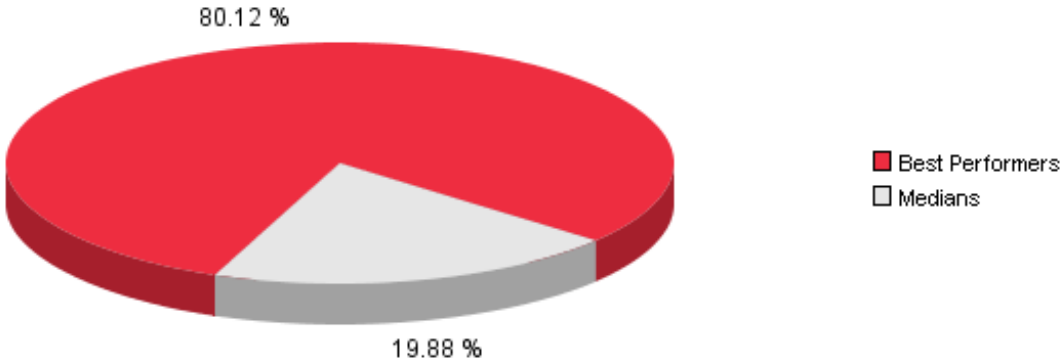
CREDIT CARD USER

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



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
Y	Active credit card purchases	1,520	90.53 %	3,827,329	70.23 %	129	18.19
[Unknown]	Unknown	159	9.47 %	1,622,531	29.77 %	32	-18.19

CREDIT CARD USER - MPI VIEW (%)



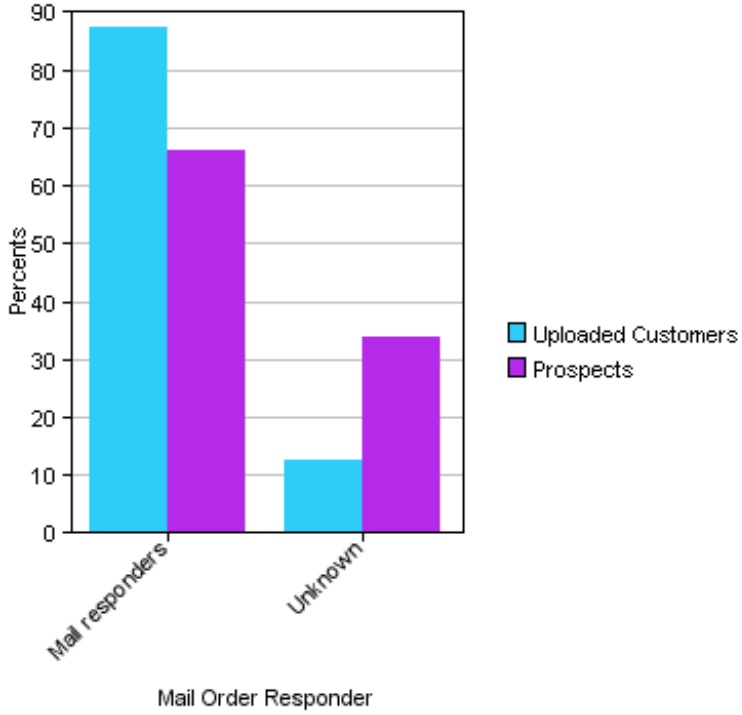
BEST PERFORMERS	MPI
Active credit card purchases	129

[→ Back to the list of elements](#)

BUYING BEHAVIOR

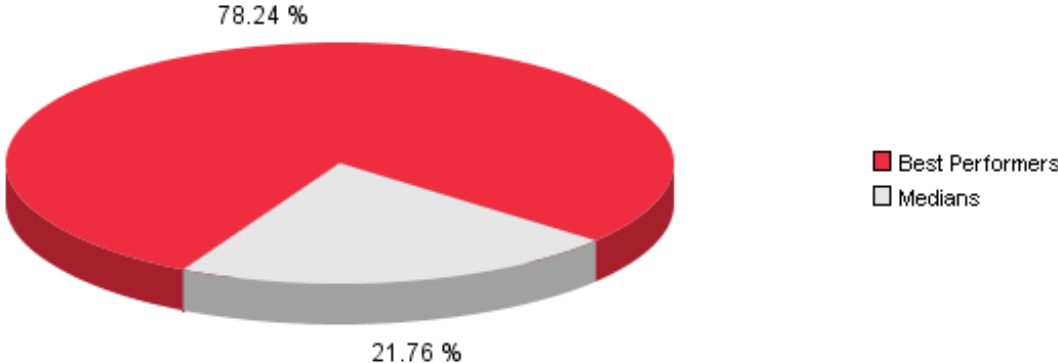
MAIL ORDER RESPONDER

Indicates if an individual is a marketing mail responder.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
R	Mail responders	1,469	87.49 %	3,596,978	66.00 %	133	18.59
[Unknown]	Unknown	210	12.51 %	1,852,882	34.00 %	37	-18.59

MAIL ORDER RESPONDER - MPI VIEW (%)



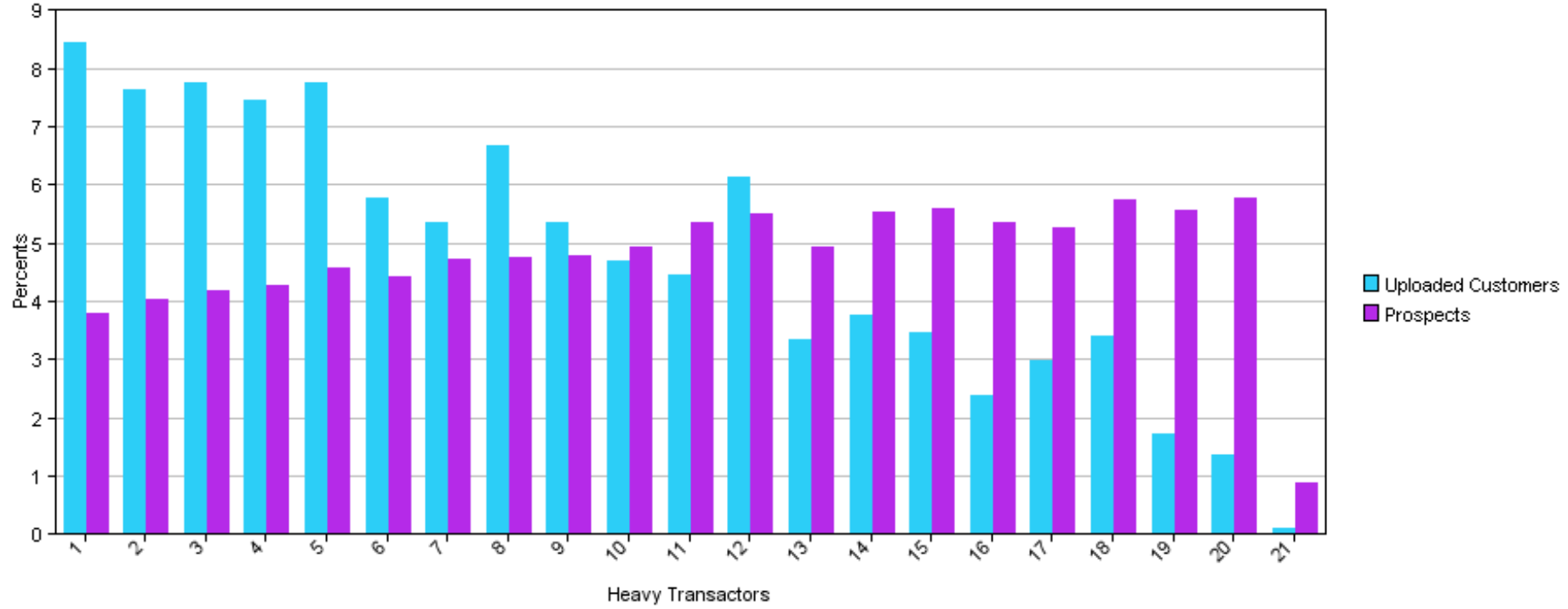
BEST PERFORMERS	MPI
Mail responders	133

[→ Back to the list of elements](#)

BUYING BEHAVIOR

HEAVY TRANSACTORS

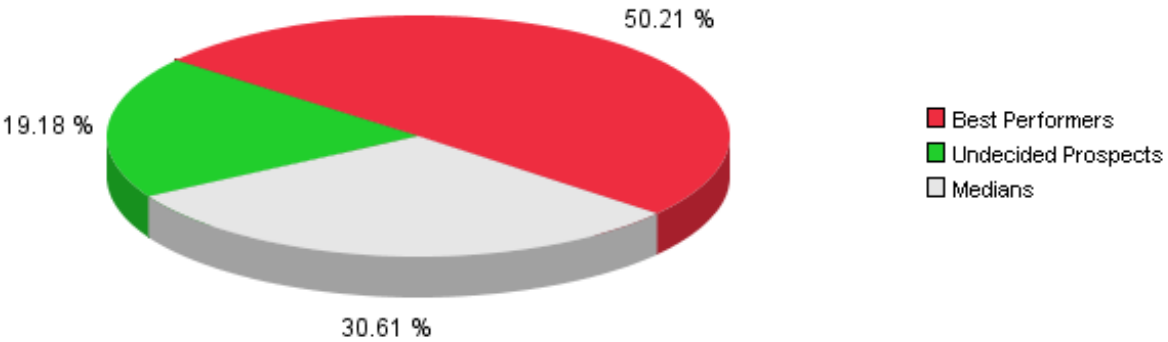
Indicates that an individual is likely to use a credit card more than 20 times per month.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	01 - most likely a heavy transactor	142	8.46 %	206,455	3.79 %	223	10.02
2	02	128	7.62 %	220,591	4.05 %	188	7.43
3	03	130	7.74 %	228,521	4.19 %	185	7.26
4	04	125	7.45 %	232,306	4.26 %	175	6.45
5	05	130	7.74 %	248,600	4.56 %	170	6.25

6	06	97	5.78 %	241,356	4.43 %	130	2.68
7	07	90	5.36 %	257,717	4.73 %	113	1.22
8	08	112	6.67 %	258,982	4.75 %	140	3.70
9	09	90	5.36 %	260,135	4.77 %	112	1.13
10	10 - average heavy transactor	79	4.71 %	269,625	4.95 %	95	-0.46
11	11	75	4.47 %	291,451	5.35 %	84	-1.60
12	12	103	6.14 %	299,999	5.51 %	111	1.13
13	13	56	3.34 %	269,113	4.94 %	68	-3.03
14	14	63	3.75 %	301,078	5.53 %	68	-3.18
15	15	58	3.45 %	305,255	5.60 %	62	-3.83
16	16	40	2.38 %	292,306	5.36 %	44	-5.42
17	17	50	2.98 %	286,721	5.26 %	57	-4.19
18	18	57	3.40 %	313,590	5.75 %	59	-4.15
19	19	29	1.73 %	303,325	5.57 %	31	-6.86
20	20 - least likely a heavy transactor	23	1.37 %	315,080	5.78 %	24	-7.74
21	Unknown	2	0.12 %	47,654	0.87 %	14	-3.32

HEAVY TRANSACTORS - MPI VIEW (%)



BEST PERFORMERS	MPI
01 - most likely a heavy transactor	223
02	188
03	185
04	175
05	170
08	140

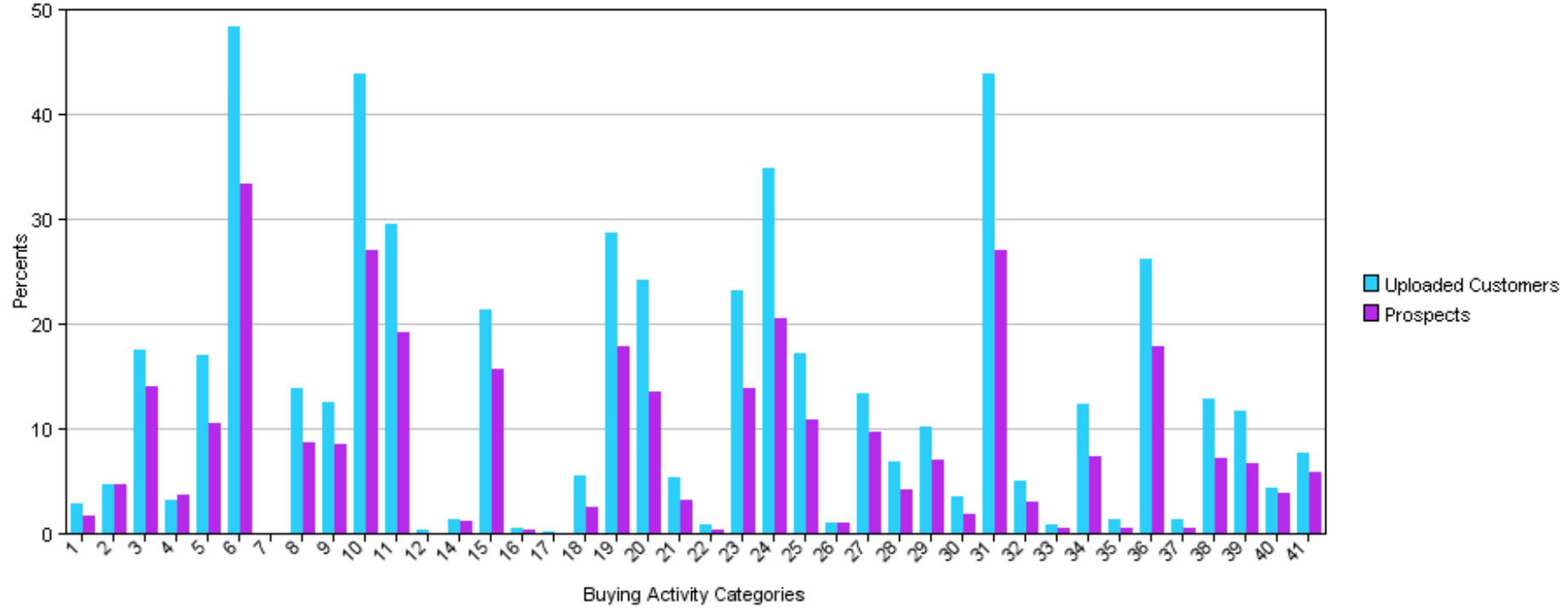
UNDECIDED PROSPECTS	MPI
13	68
14	68
15	62
18	59
17	57
16	44
19	31
20 - least likely a heavy transactor	24

[→ Back to the list of elements](#)

BUYING BEHAVIOR

BUYING ACTIVITY CATEGORIES

Indicates the individuals' frequent purchase categories.



This element contains too many attributes to fit in the chart, so only top 40 with the highest MPI are displayed.

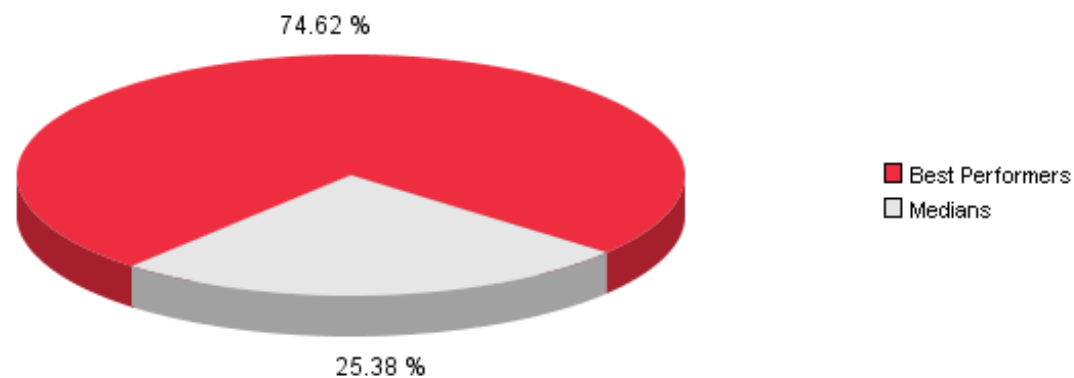
#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Apparel - men's big and tall	49	2.92 %	96,932	1.78 %	164	3.53
2	Apparel - children's	80	4.77 %	261,037	4.79 %	99	-0.05
3	Apparel - men's	294	17.51 %	764,644	14.03 %	125	4.10
4	Apparel - women's - petite	55	3.28 %	202,693	3.72 %	88	-0.96

5	Apparel - women's - plus sizes	288	17.15 %	577,171	10.59 %	162	8.74
6	Apparel - women's	812	48.36 %	1,825,489	33.50 %	144	12.90
7	Arts & antiques - antiques	1	0.06 %	2,598	0.05 %	125	0.22
8	Arts & antiques - art	233	13.88 %	473,214	8.68 %	160	7.56
9	Automotive, auto parts & accessories	212	12.63 %	467,646	8.58 %	147	5.92
10	Books & magazines - magazines	738	43.96 %	1,474,164	27.05 %	162	15.59
11	Books & music - books	496	29.54 %	1,047,783	19.23 %	154	10.72
12	Books & music - books - audio	6	0.36 %	7,665	0.14 %	253	2.36
13	Children's apparel - infants & toddlers	34	2.03 %	145,912	2.68 %	76	-1.65
14	Children's learning & activity toys	23	1.37 %	64,265	1.18 %	116	0.72
15	Children's products - general	360	21.44 %	862,826	15.83 %	135	6.30
16	Children's products - general - baby care	10	0.60 %	26,148	0.48 %	124	0.69
17	Children's products - general - back-to-school	4	0.24 %	7,179	0.13 %	180	1.20
18	Computing/home office - general	93	5.54 %	144,460	2.65 %	209	7.37
19	Electronics, computing & home office	483	28.77 %	973,140	17.86 %	161	11.67
20	Donation/contribution	406	24.18 %	739,394	13.57 %	178	12.70
21	Dvds/videos	92	5.48 %	175,056	3.21 %	171	5.27
22	Electronics & computing - tv/video/movie watcher	14	0.83 %	22,681	0.42 %	200	2.66
23	Gardening - buying activity grouping	389	23.17 %	758,156	13.91 %	167	10.96
24	Health & beauty	585	34.84 %	1,118,561	20.53 %	170	14.52
25	Home & garden	289	17.21 %	591,203	10.85 %	159	8.39
26	Hunting	19	1.13 %	55,302	1.02 %	112	0.48
27	Jewelry	225	13.40 %	535,113	9.82 %	136	4.93

28	Interests & passions - collectibles	117	6.97 %	232,895	4.27 %	163	5.46
29	Interests & passions - crafts/hobbies	172	10.24 %	390,437	7.16 %	143	4.89
30	Luggage	59	3.51 %	107,950	1.98 %	177	4.51
31	Magazines	738	43.96 %	1,474,158	27.05 %	163	15.59
32	Membership clubs	85	5.06 %	166,545	3.06 %	166	4.78
33	Military memorabilia/weaponry	16	0.95 %	35,007	0.64 %	148	1.60
34	Pets	209	12.45 %	406,408	7.46 %	167	7.78
35	Photography & video equipment	23	1.37 %	36,288	0.67 %	206	3.55
36	Sports & leisure	442	26.33 %	972,051	17.84 %	148	9.09
37	Telecommunications	24	1.43 %	27,531	0.51 %	283	5.34
38	Travel	218	12.98 %	397,923	7.30 %	178	8.95
39	Value-priced general merchandise	197	11.73 %	369,964	6.79 %	173	8.05
40	Young men's apparel	73	4.35 %	210,078	3.86 %	113	1.05
41	Young women's apparel	130	7.74 %	319,946	5.87 %	132	3.26

The total of the attributes for the element makes more than 100% because the multicolumn element is analyzed according to the set of several attributes.

BUYING ACTIVITY CATEGORIES - MPI VIEW (%)



BEST PERFORMERS	MPI
Telecommunications	283
Computing/home office - general	209
Photography & video equipment	206
Donation/contribution	178
Travel	178
Luggage	177
Value-priced general merchandise	173
Dvds/videos	171
Health & beauty	170
Gardening - buying activity grouping	167
Pets	167
Membership clubs	166
Apparel - men's big and tall	164
Interests & passions - collectibles	163
Magazines	163
Apparel - women's - plus sizes	162
Books & magazines - magazines	162
Electronics, computing & home office	161
Arts & antiques - art	160
Home & garden	159
Books & music - books	154
Sports & leisure	148

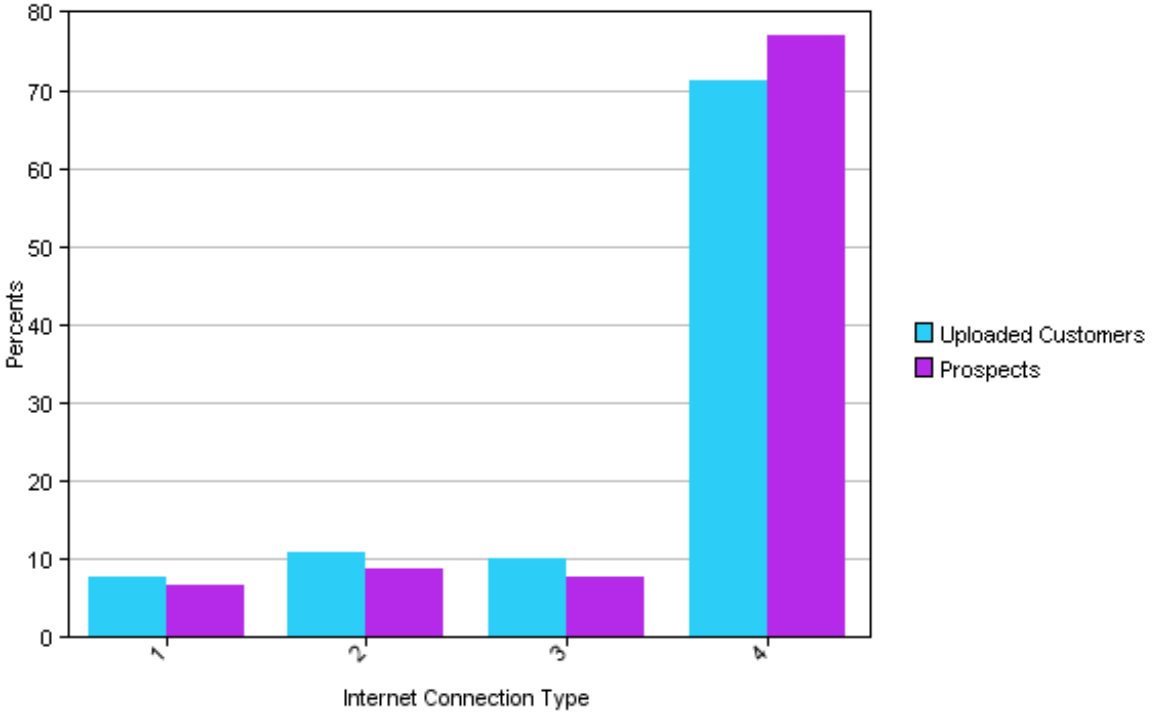
Automotive, auto parts & accessories	147
Apparel - women's	144
Interests & passions - crafts/hobbies	143
Jewelry	136
Children's products - general	135
Young women's apparel	132
Apparel - men's	125

[→ Back to the list of elements](#)

SOCIAL NETWORKING

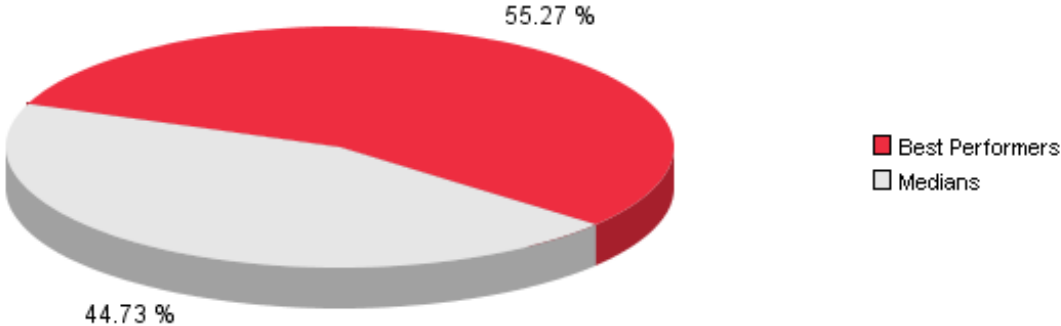
INTERNET CONNECTION TYPE

Indicates the type of the internet connection.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Cable	128	7.62 %	359,769	6.60 %	115	1.69
2	Dsl	184	10.96 %	478,228	8.78 %	125	3.16
3	Dial-up	171	10.19 %	420,426	7.71 %	132	3.79
4	Unknown	1,196	71.23 %	4,191,437	76.91 %	93	-5.52

INTERNET CONNECTION TYPE - MPI VIEW (%)



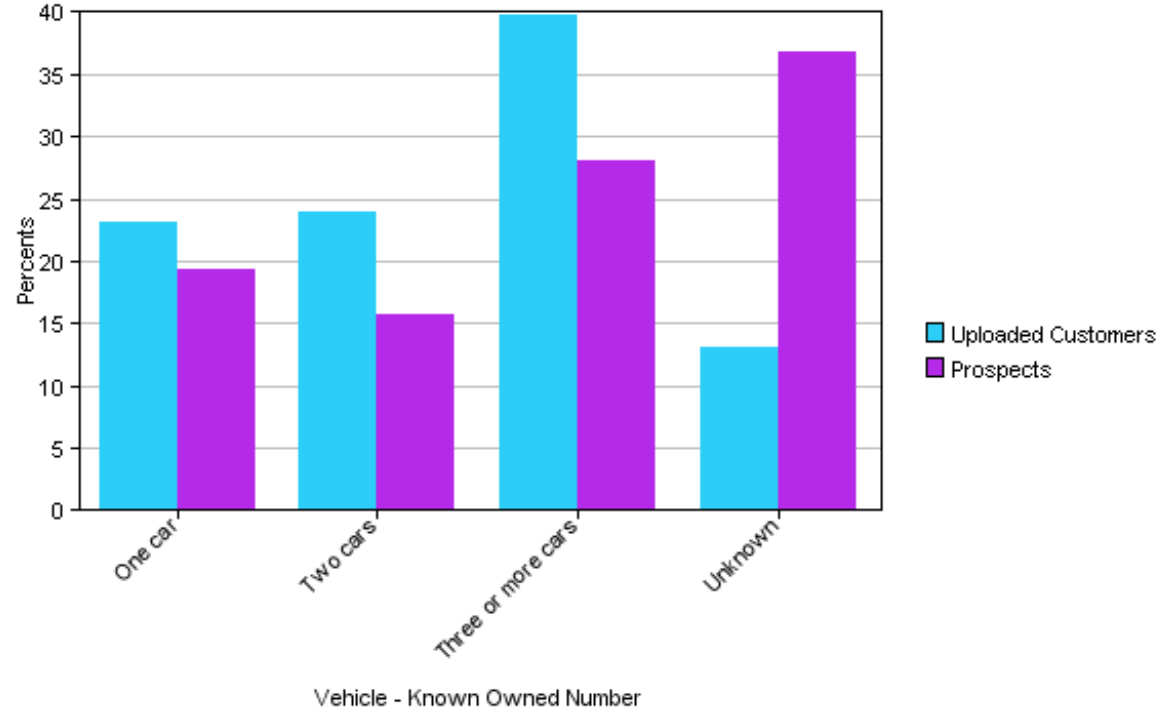
BEST PERFORMERS	MPI
Dial-up	132
Dsl	125

[→ Back to the list of elements](#)

AUTO

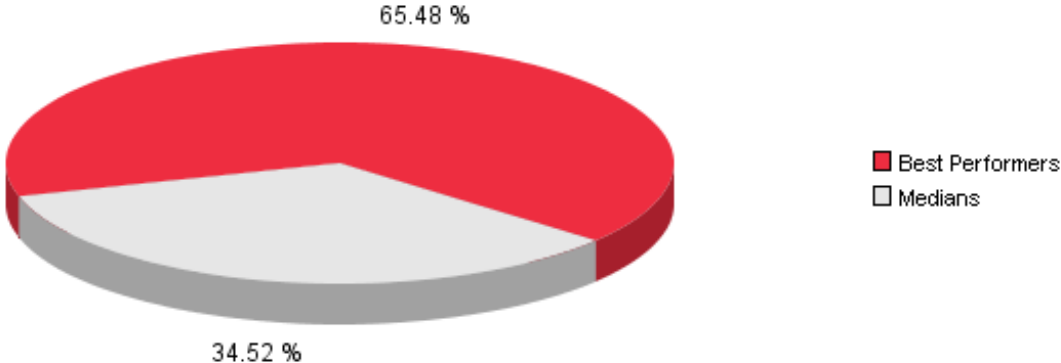
VEHICLE - KNOWN OWNED NUMBER

Indicates the number of vehicles in the household.



CODE	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	One car	389	23.17 %	1,058,412	19.42 %	119	3.88
2	Two cars	401	23.88 %	858,344	15.75 %	152	9.15
3	Three or more cars	668	39.79 %	1,529,654	28.07 %	142	10.68
[Unknown]	Unknown	221	13.16 %	2,003,450	36.76 %	36	-20.05

VEHICLE - KNOWN OWNED NUMBER - MPI VIEW (%)



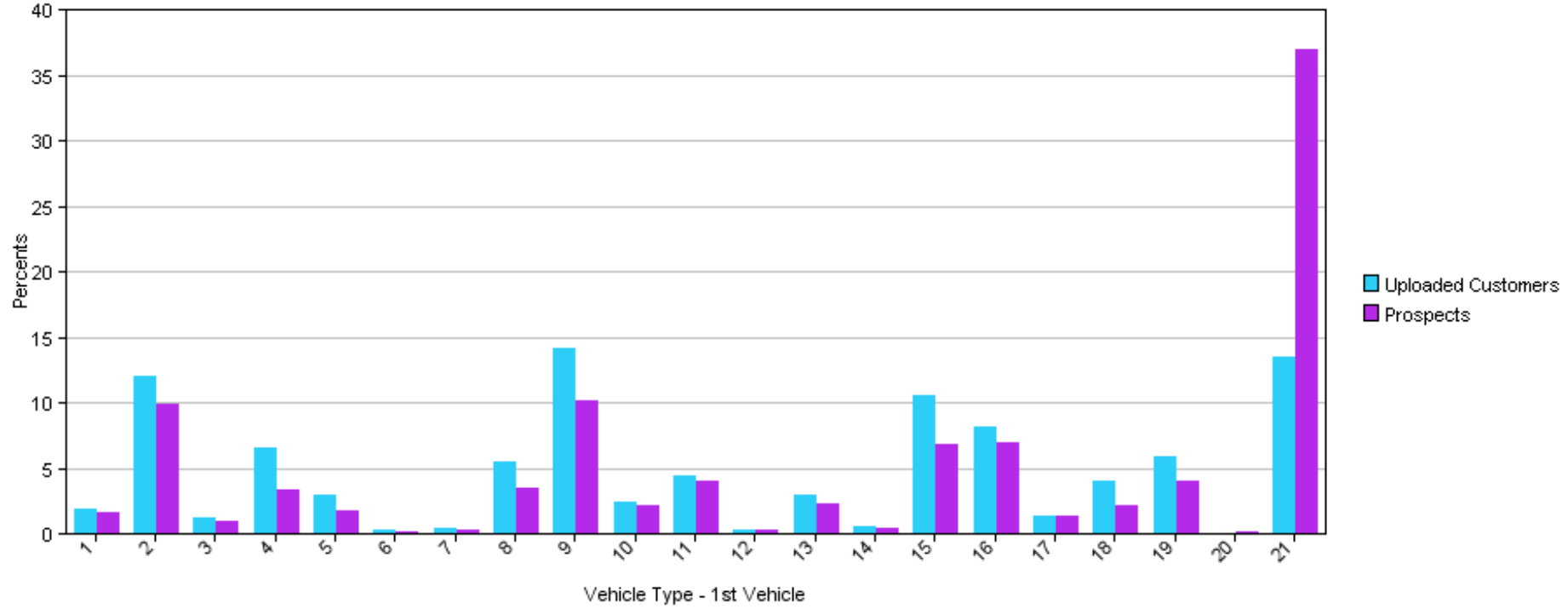
BEST PERFORMERS		MPI
Two cars		152
Three or more cars		142

[→ Back to the list of elements](#)

AUTO

VEHICLE TYPE - 1ST VEHICLE

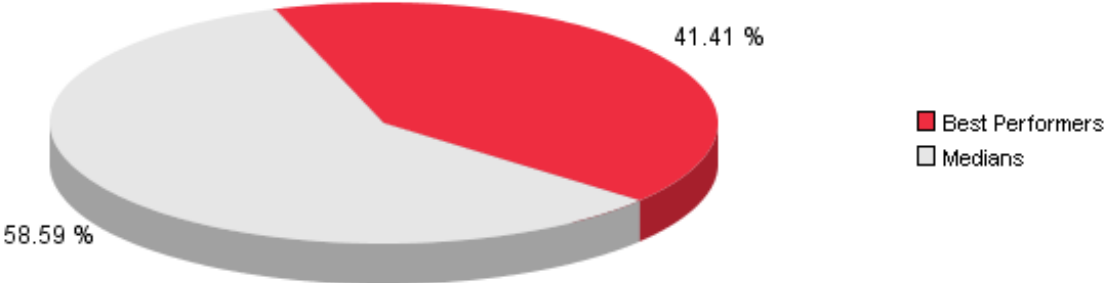
Indicates type of the first vehicle registered in the household.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Entry compact car	33	1.97 %	90,018	1.65 %	119	1.01
2	Premium compact car	202	12.03 %	539,322	9.90 %	122	2.93
3	Premium full size car	21	1.25 %	55,342	1.02 %	123	0.96
4	Entry luxury car	110	6.55 %	184,128	3.38 %	194	7.19
5	Mid-size luxury car	50	2.98 %	96,276	1.77 %	169	3.77

6	Sports luxury car	6	0.36 %	9,180	0.17 %	213	1.89
7	Premium luxury car	8	0.48 %	15,165	0.28 %	171	1.54
8	Entry mid-size car	92	5.48 %	189,930	3.49 %	157	4.45
9	Premium mid-size car	239	14.24 %	558,349	10.25 %	139	5.39
10	Compact pickup	41	2.44 %	117,081	2.15 %	114	0.83
11	Light duty full-size pickup	75	4.47 %	224,359	4.12 %	109	0.72
12	Heavy duty full-size pickup	5	0.30 %	15,966	0.29 %	102	0.04
13	Entry sports car	51	3.04 %	130,737	2.40 %	127	1.71
14	Premium sports car	9	0.54 %	25,395	0.47 %	115	0.42
15	Compact suv	179	10.66 %	371,928	6.83 %	156	6.23
16	Mid-size suv	138	8.22 %	378,788	6.95 %	118	2.04
17	Full-size suv	24	1.43 %	76,003	1.40 %	102	0.12
18	Luxury suv	68	4.05 %	121,318	2.23 %	182	5.07
19	Compact van	100	5.96 %	224,306	4.12 %	145	3.79
20	Full-size van	1	0.06 %	7,341	0.14 %	44	-0.84
21	Unknown	227	13.52 %	2,018,491	37.04 %	37	-19.95

VEHICLE TYPE - 1ST VEHICLE - MPI VIEW (%)



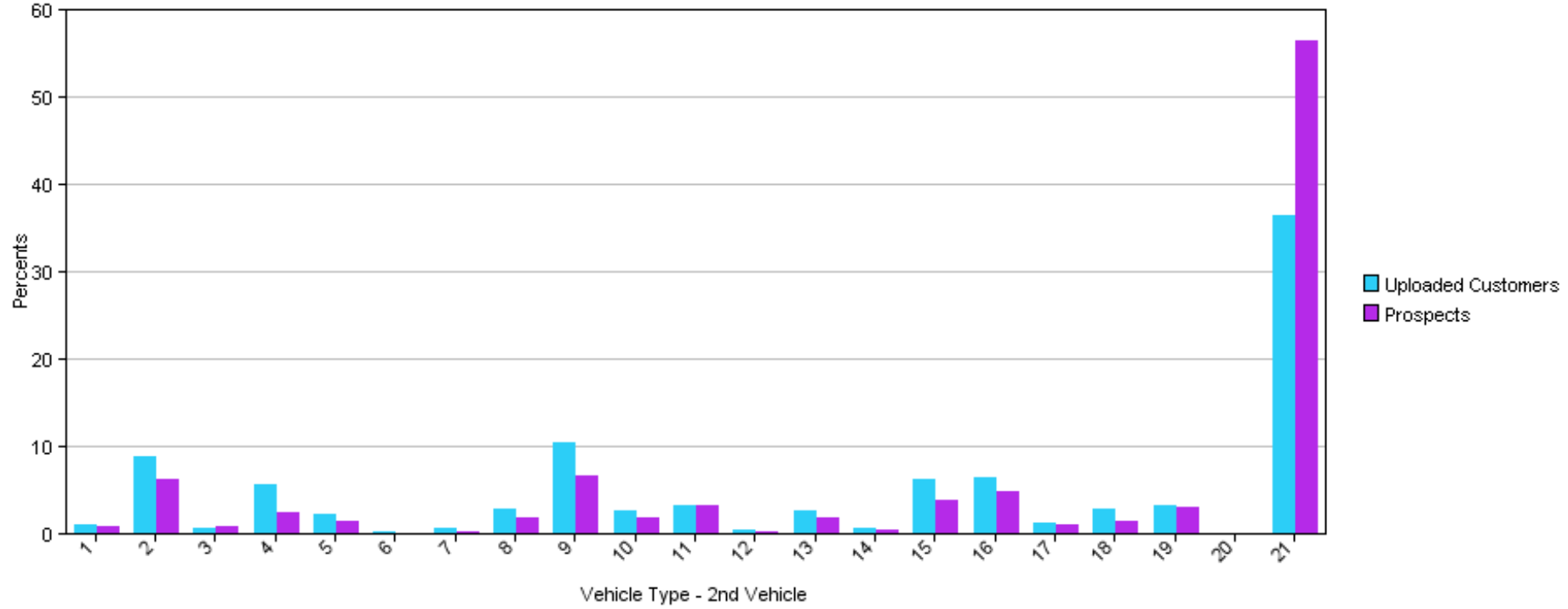
BEST PERFORMERS	MPI
Entry luxury car	194
Luxury suv	182
Mid-size luxury car	169
Entry mid-size car	157
Compact suv	156
Compact van	145
Premium mid-size car	139

[→ Back to the list of elements](#)

AUTO

VEHICLE TYPE - 2ND VEHICLE

Indicates type of the second vehicle registered in the household.



#	DESCRIPTION	CUSTOMER #	CUSTOMER %	PROSPECT #	PROSPECT %	MPI	Z-SCORE
1	Entry compact car	18	1.07 %	45,332	0.83 %	129	1.08
2	Premium compact car	150	8.93 %	343,756	6.31 %	142	4.43
3	Premium full size car	12	0.72 %	44,526	0.82 %	88	-0.46
4	Entry luxury car	95	5.66 %	135,679	2.49 %	227	8.33
5	Mid-size luxury car	37	2.20 %	77,315	1.42 %	155	2.72

6	Sports luxury car	4	0.24 %	8,563	0.16 %	152	0.84
7	Premium luxury car	13	0.77 %	13,361	0.25 %	316*	4.38
8	Entry mid-size car	49	2.92 %	108,870	2.00 %	146	2.69
9	Premium mid-size car	176	10.48 %	369,104	6.77 %	155	6.05
10	Compact pickup	44	2.62 %	103,263	1.90 %	138	2.18
11	Light duty full-size pickup	56	3.34 %	180,665	3.32 %	101	0.05
12	Heavy duty full-size pickup	9	0.54 %	14,713	0.27 %	199	2.10
13	Entry sports car	44	2.62 %	102,478	1.88 %	139	2.24
14	Premium sports car	12	0.72 %	26,300	0.48 %	148	1.37
15	Compact suv	106	6.31 %	210,062	3.85 %	164	5.23
16	Mid-size suv	110	6.55 %	265,016	4.86 %	135	3.22
17	Full-size suv	23	1.37 %	64,781	1.19 %	115	0.68
18	Luxury suv	50	2.98 %	82,794	1.52 %	196	4.89
19	Compact van	56	3.34 %	170,744	3.13 %	106	0.48
20	Full-size van	2	0.12 %	7,482	0.14 %	87	-0.20
21	Unknown	613	36.51 %	3,074,673	56.42 %	65	-16.45

*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.

VEHICLE TYPE - 2ND VEHICLE - MPI VIEW (%)



BEST PERFORMERS	MPI
Entry luxury car	227
Luxury suv	196
Compact suv	164
Premium mid-size car	155
Premium compact car	142
Mid-size suv	135

[→ Back to the list of elements](#)

PROSPECTS WITH "BEST PERFORMERS" PROFILE

SCF CODES	PROSPECTS #
335 BALM, FL	8,390 (13.60 %)
336 TAMPA, FL	6,973 (11.30 %)
337 SAINT PETERSBURG, FL	7,611 (12.33 %)
338 LAKELAND, FL	3,823 (6.20 %)
339 FORT MYERS, FL	6,775 (10.98 %)
341 NAPLES, FL	4,405 (7.14 %)
342 BRADENTON, FL	9,724 (15.76 %)
346 BROOKSVILLE, FL	8,925 (14.46 %)
347 ASTATULA, FL	5,083 (8.24 %)
BUYING ACTIVITY CATEGORIES	
Apparel - men's big and tall	2,049 (3.32 %)
Apparel - men's	21,121 (34.23 %)
Apparel - women's - plus sizes	15,582 (25.25 %)
Apparel - women's	46,790 (75.82 %)
Arts & antiques - art	15,647 (25.36 %)
Automotive, auto parts & accessories	12,280 (19.90 %)
Books & magazines - magazines	39,270 (63.64 %)
Books & music - books	28,117 (45.56 %)
Children's products - general	26,257 (42.55 %)
Computing/home office - general	4,990 (8.09 %)
Electronics, computing & home office	30,164 (48.88 %)
Donation/contribution	21,368 (34.63 %)
Dvds/videos	4,963 (8.04 %)
Gardening - buying activity grouping	23,300 (37.76 %)
Health & beauty	29,969 (48.57 %)
Home & garden	16,010 (25.94 %)
Jewelry	15,980 (25.90 %)

PROSPECTS WITH "UNDECIDED PROSPECTS" PROFILE

SCF CODES	PROSPECTS #
335 BALM, FL	39,268 (9.14 %)
336 TAMPA, FL	68,863 (16.03 %)
337 SAINT PETERSBURG, FL	55,173 (12.85 %)
338 LAKELAND, FL	70,374 (16.38 %)
339 FORT MYERS, FL	51,872 (12.08 %)
341 NAPLES, FL	7,663 (1.78 %)
342 BRADENTON, FL	38,836 (9.04 %)
346 BROOKSVILLE, FL	52,240 (12.16 %)
347 ASTATULA, FL	45,237 (10.53 %)
HEAVY TRANSACTORS	
13	27,666 (6.44 %)
14	42,819 (9.97 %)
15	43,852 (10.21 %)
16	44,431 (10.34 %)
17	47,486 (11.06 %)
18	69,638 (16.21 %)
19	65,499 (15.25 %)
20 - least likely a heavy transactor	88,135 (20.52 %)
HOME MARKET VALUE	
\$25,000 - \$49,999	65,888 (15.34 %)
\$50,000 - \$74,999	115,862 (26.97 %)
\$75,000 - \$99,999	121,656 (28.32 %)
\$100,000 - \$124,999	126,120 (29.36 %)
NUMBER OF ADULTS	
One adult	429,526 (100.00 %)
TOTAL:	429,526

Interests & passions - collectibles	5,203 (8.43 %)
Interests & passions - crafts/hobbies	11,410 (18.49 %)
Luggage	3,924 (6.36 %)
Magazines	39,269 (63.64 %)
Membership clubs	5,470 (8.86 %)
Pets	13,840 (22.43 %)
Photography & video equipment	722 (1.17 %)
Sports & leisure	28,904 (46.84 %)
Telecommunications	882 (1.43 %)
Travel	15,821 (25.64 %)
Value-priced general merchandise	6,090 (9.87 %)
Young women's apparel	8,975 (14.54 %)

EDUCATION (INDIVIDUAL)

Completed college	38,841 (62.94 %)
Completed graduate school	22,868 (37.06 %)

HEALTH

Health - cholesterol focus	14,034 (22.74 %)
Health - diabetic	12,364 (20.04 %)
Health - homeopathic	50,452 (81.76 %)
Health - organic focus	6,665 (10.80 %)
Health - senior needs	774 (1.25 %)

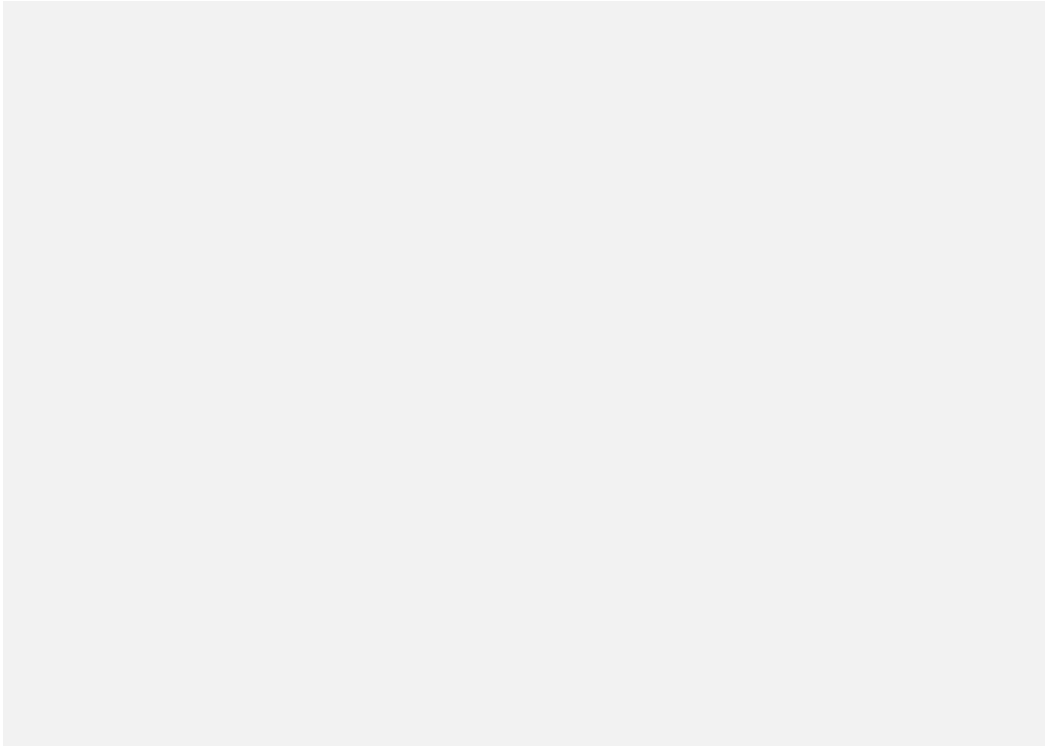
HEAVY TRANSACTORS

01 - most likely a heavy transactor	15,415 (24.98 %)
02	14,099 (22.85 %)
03	11,256 (18.24 %)
04	9,779 (15.85 %)
05	7,964 (12.91 %)
08	3,196 (5.18 %)

INCOME HIGH RANGES

\$65,000 - \$74,999	8,133 (13.18 %)
\$75,000 - \$99,999	16,622 (26.94 %)
\$100,000 - \$149,999	23,705 (38.41 %)

\$175,000 - \$199,999	5,374 (8.71 %)
\$200,000 - \$249,999	4,868 (7.89 %)
\$250,000 +	3,007 (4.87 %)
NETWORTH GOLD	
\$100,000 - \$249,999	5,870 (9.51 %)
\$250,000 - \$499,999	12,020 (19.48 %)
\$500,000 - \$999,999	13,949 (22.60 %)
\$1,000,000 - \$1,999,999	13,535 (21.93 %)
\$2,000,000+	16,335 (26.47 %)
VEHICLE TYPE - 2ND VEHICLE	
Premium compact car	10,550 (17.10 %)
Entry luxury car	8,929 (14.47 %)
Premium mid-size car	14,508 (23.51 %)
Compact suv	9,012 (14.60 %)
Mid-size suv	12,325 (19.97 %)
Luxury suv	6,385 (10.35 %)
TOTAL:	61,709



WHAT IS SPECIAL ABOUT THE ENHANCED LOOK ALIKE REPORT?

- The Enhanced Look Alike Report puts self-service data analytics capabilities directly into your hands when you need it.
- We use continuously compiled and updated databases that are industry-leading in terms of data quality, coverage, and accuracy.
- We analyze your data on over 30 elements including modeling ones. The more parameters that are built into the profile, the better ability to pinpoint the best customers.
- We use both MPI and Z-Score to analyze your customer base to ensure the accuracy of the profile analysis.
- In addition to the insight into your customer base, you have the ability to order a list of prospects that closely match your "Best Performers" or "Undecided Prospects" profile and represent excellent target markets.
- Before ordering a list of prospects, you can fine-tune the search criteria to best meet your marketing needs.

[→ Back to Report Overview](#)

HOW IT WORKS

You supply us with your customer file. We match your customers against our comprehensive database, enhance your file with demographic/lifestyle/interest data, and compare your customer's characteristics to the general profile of the prospect population in the regions where your customers are found (or nationwide population at your choice). During the comparison, we calculate MPIs to assess market penetration and reveal higher or lower representation of each attribute in your customer portrait. Additionally, Z-Score is used to measure the statistical validity of the result.

The results of the analysis are presented to you graphically for interpretation and decision making. Attributes showing higher and lower than average market penetration are highlighted and combined into "Best Performers" and "Undecided Prospects" profiles. Additionally, you will learn how many prospects exist in your trade area that resemble your most valuable or less active customers.

This intelligence can be applied in a variety of ways depending on your goals, including ordering the lists of prospects we have found for you.

[→ Back to Report Overview](#)

WHAT IS MPI?

Market Penetration Index (MPI) is a ratio that compares the percent of households in the customer file possessing a specific attribute, and the percent of households in the reference population possessing the same attribute.

An index of 100 means that the attribute is found as often within the customer file as it is within the total reference population. MPI values greater than 120 indicate attributes that are considerably over-represented, and MPI values less than 80 indicate attributes that are considerably under-represented. The difference between 100 and the computed MPI value indicates the extent of this over- or under-representation.

[→ Back to Report Overview](#)

WHAT IS Z-SCORE?

MPI values by themselves are not always sufficient. In some cases an attribute showing the highest MPI may prove statistically insignificant, for example, if the number of records with this attribute is very small.

Z-Score is a way to ensure that the MPI deviations do not occur by chance. Rather than comparing raw percents, Z-Scores take relative proportions into account and heavily depend on the size of the file being analyzed. The larger the Z-Score value (positive or negative), the more statistically valid is the MPI result. Any attribute with a Z-Score between -3 and 3 is considered statistically insignificant, whether the MPI is high or not.

[→ Back to Report Overview](#)

WHAT DO "BEST PERFORMERS" AND "UNDECIDED PROSPECTS" MEAN?

The "Best Performers" profile is a combination of attributes that are strongly represented in your customer file. In other words, it shows where your strengths are and describes a customer who is most likely to purchase your products or services. Prospects that match this profile have the highest propensity to convert into a customer.

The "Undecided Prospects" profile is composed of attributes that have low representation in your customer file, showing where there is headroom for further growth. Understanding your "Undecided Prospects" will help you create a personalized marketing message and campaign to effectively target these individuals. You can use this profile to improve your targeting techniques and find new opportunities within these market segments.

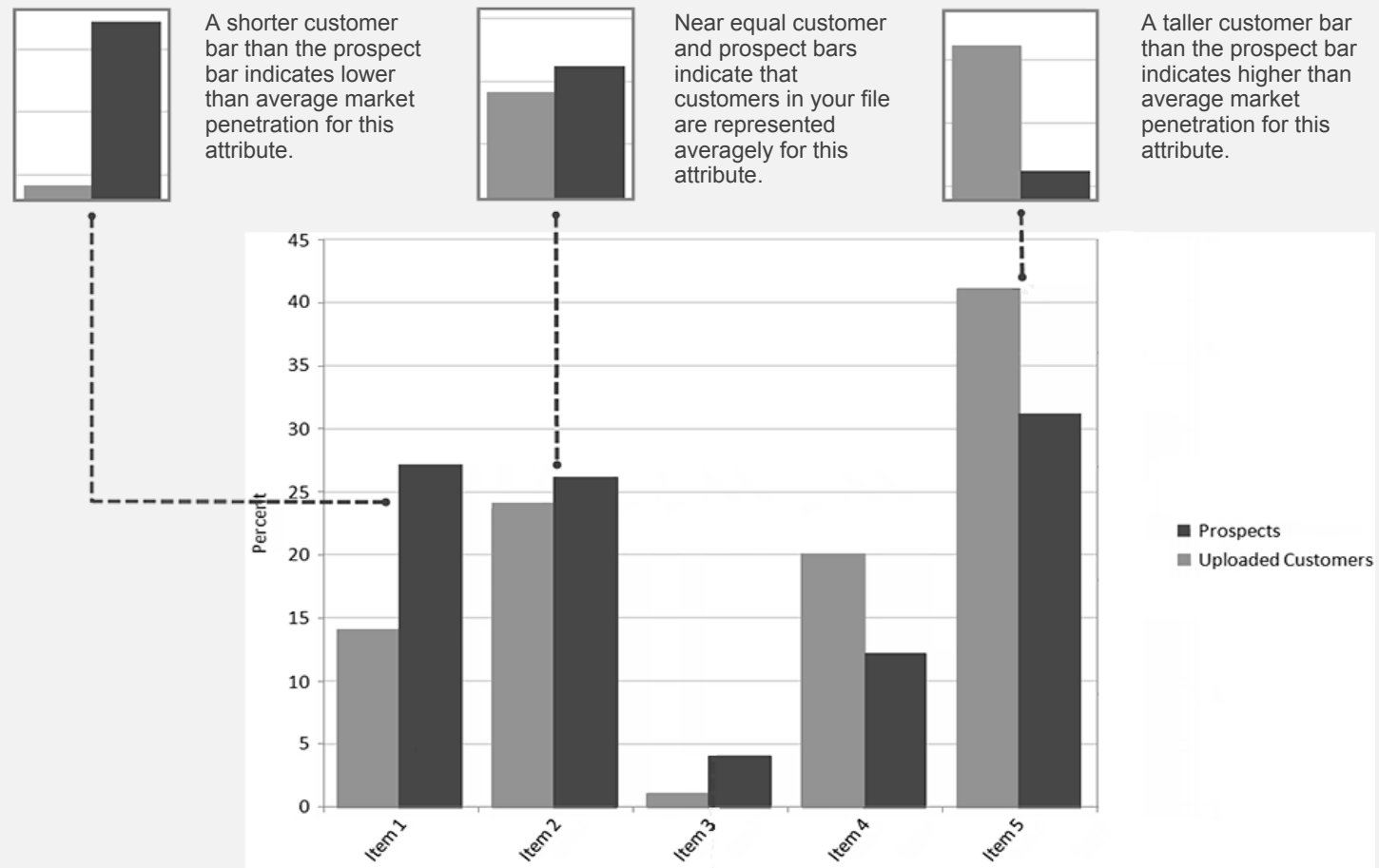
The "Medians" profile represents attributes that have neither strong or low representation in your client file. This profile covers the middle group, determined by the MPI and Z-Score calculations, and cannot be imported into a search based upon its value in the market.

[→ Back to Report Overview](#)

HOW TO READ YOUR REPORT?

The market penetration analysis of each demographic element is presented as charts and tables.

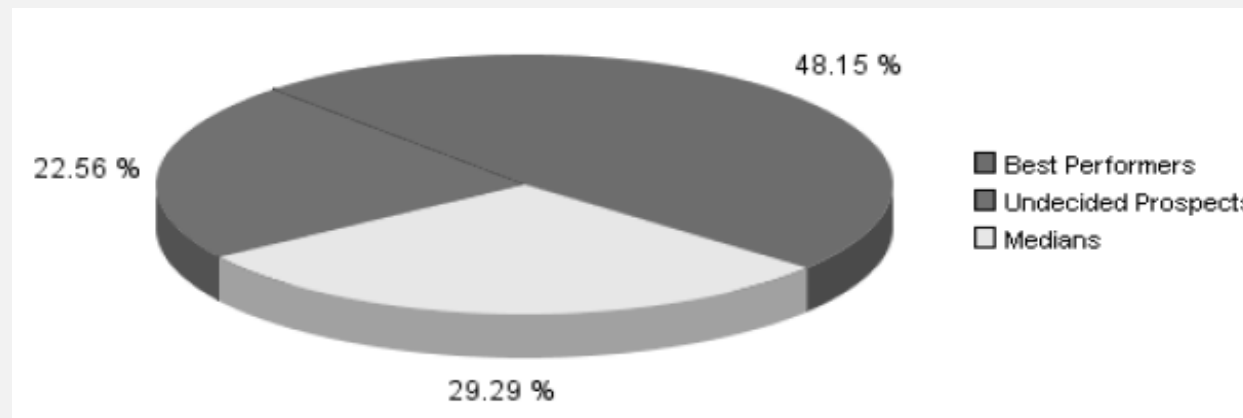
The bar chart visualizes the comparison of the presence of the analyzed attribute (in percent) in your customer file and in the general population of your market area.



The table provides statistical details of this comparison.

PROSPECT %	MPI	Z-SCORE	
27 %	52	-5.2	Attributes with MPI less than 80 and Z-Score less than -3 ("Undecided Prospects") are in bold.
26 %	92	5	
4 %	25*	-4	Asterisk marks MPIs that are not statistically valid due to Z-Score and indicates that the attribute is not important for your customer profile.
12 %	167	4	
31 %	132	7.5	Attributes with MPI higher than 120 and Z-Score more than 3 ("Best Performers") are in bold and highlighted with color.

The pie chart summarizes and graphically presents the distribution of the attribute MPI values between the "Best Performers", "Undecided Prospects" and "Medians".



The tables below present the attribute MPI values for the "Best Performers" and "Undecided Prospects" sorted in the descending order of the MPI. Attributes with average market penetration ("Medians") are not included.

BEST PERFORMERS	MPI	UNDECIDED PROSPECTS	MPI
Male	143	Female	67

The "Best Performers" table contains the attributes that are over-represented in your customer file, that is with MPI higher than 120 and Z-Score more than 3.

The "Undecided Prospects" table contains the attributes that are under-represented in your customer file, that is with MPI lower than 80 and Z-Score less than 3.

[→ Back to Report Overview](#)

HOW TO ORDER A LIST OF PROSPECTS BASED ON YOUR REPORT?

Step 1. Review your report.

Step 2. Depending on your objectives, run a search based on your "Best Performers" or "Undecided Prospects" profile. Review the search results and adjust the search criteria, if necessary. For example, you can narrow or expand your search by adding or removing selectors, or change the target geography. Use the insight from the Enhanced Look Alike Report to get the most of your prospect list.

Step 3. Order your data.

[→ Back to Report Overview](#)