

MarketingGenetics

from **infogroup** | DirectMedia Millard

Consumer BuyerBase Data Navigation Analysis

for

Company XYZ

Prepared by:

**Direct Media Millard
Analytical Services Division**

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Marketing Genetics Consumer BuyerBase

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I. Executive Summary

Direct Media Millard has created a Data Navigation Analysis for Company XYZ on the Marketing Genetics Consumer BuyerBase. Company XYZ sent XXX,XXX names to be profiled. Of those names, XX,XXX matched for a match rate of XX.X%.

The report shows the top 25 most positive and negative variables. Elements in this group were the strongest variables based on the Z-Score, which is a measure of statistical significance. Based on the Data Navigation Analysis, Company XYZ's customers are (insert a summary description of the most significant variables here).

II. Top 25 Positive Variables

Below is a list of the top 25 strongest positive data variables based on the Z-Score.

Variable Label	Z-Score	Index	Percent of M-Gen File
4+ Online Participants	87.20	268	25.95
Online Purch in Last 12 Months	72.30	193	39.19
3+ Retail Participants	64.26	274	16.87
20 + Total Participants	61.77	340	10.45
Early Internet Adopter	59.07	201	28.93
\$500k + Home Value	57.84	314	9.92
Housewares-HomeFurnishing Group 12m	54.12	211	23.28
Specialty Apparel Group LT	52.89	174	36.29
Housewares-Home Furnishing Group LT	52.19	137	64.12
Electronics Group LT	51.13	203	23.51
Channel 12m: Catalog, Web, Retail	51.02	383	6.10
Heavy Internet User	50.69	189	27.75
Pay Method: Credit Card 12m	50.55	147	52.48
\$2000 + Spent 12-Month Total	50.51	538	3.17
\$1mm + Net Worth	49.92	403	5.11
Retail Purch in Last 12 Months	48.44	198	23.31
Mens Apparel Group LT	48.06	157	42.54
\$250,000 + Income	47.63	504	3.22
Food and Wine Group LT	46.16	189	24.84
Home Decor Group LT	45.75	139	56.45
Travel-Leisure Group LT	45.74	207	19.20
Kitchen Purchased 12m 65	43.26	257	10.42
Domestics Purchased 12m 27	42.29	238	12.09
Home Office Group LT	41.33	201	17.94
Fabrications Group Purchased 12m 34	40.78	229	12.52
Specialty Apparel Group 12m	40.69	228	12.56
Mens Apparel Group Purchased 12m 98	39.34	208	15.16
Mens Apparel Group 12m	39.34	208	15.16
Garden-Patio-Pool Group LT	38.86	168	27.60
Home Decor Group 12m	38.64	199	16.56

III. Top 25 Negative Variables

Below is a list of the top 25 strongest negative data variables based on the Z-Score.

Variable Label	Z-Score	Index	Percent of M-Gen File
No Online Participants	-69.76	12	33.51
No Retail Participants	-64.19	35	47.63
Channel 12m: Catalog only	-50.02	23	25.36
2 Total Participants	-30.54	30	12.89
1 Online Participants	-30.42	41	18.12
Most Likely Credit Revolver	-29.25	44	17.63
3 Total Participants	-28.15	33	12.14
1 12-Month Trans Overall	-27.60	42	13.91
Low Income Cluster Code	-26.99	31	10.05
\$ 25 - \$ 49 Spent 12-Month Total	-26.37	30	8.88
75 + Head of Household Age	-25.94	27	8.08
25 + Months Recency Online	-25.40	41	9.77
Handicrafts Interest	-25.23	57	23.61
Nielsen County Size D	-24.66	38	10.65
76 + Customer Age	-24.47	20	5.77
Health-Dieting Lifestyle	-24.05	46	14.46
64+ CustAge & \$ 0 - \$29k Income	-23.96	11	4.35
Dieting-Weight Loss Interest	-23.81	52	17.33
\$ 10 - \$ 14 Avg Dollar Total 12mth	-23.76	32	7.64
\$ 15 - \$ 19 Avg Dollar Total 12mth	-21.96	42	9.40
Football Lifestyle	-21.87	38	8.91
Pets Interest	-21.85	53	15.95
\$100k - \$124k Home Value	-21.79	24	5.36
\$ 1 - \$ 24 Spent 12-Month Total	-21.78	27	5.64
Highly Unlikely Investor	-21.38	26	4.22
\$ 1 - \$ 9 Avg Dollar Total 12mth	-21.20	23	4.70
Not Likely Investor	-21.06	32	5.04
Collectibles Interest	-20.66	57	16.61
\$ 75k - \$ 99k Home Value	-20.15	19	4.02
4 Total Participants	-20.10	46	10.29

IV. Genetic Profile Analysis

Below is the full Data Navigation Analysis for all the Marketing Genetics Consumer BuyerBase data elements.

This is the distribution for your customers.

This is the distribution for the Marketing Genetics BuyerBase.

This index compares your customers to the M-Gen BuyerBase.

The Z-Score tells you the statistical significance of each variable. Z-scores greater than 3 or less than -3 are considered significant.

OVERALL RECENCY	--- CUSTOMER FILE --- % of Total	--- M-GEN DATABASE --- % of Total	INDEX	Z-SCORE
00 - 30 Days Recency Overall	14.34	7.97	180	20.58
31 - 60 Days Recency Overall	17.34	11.08	156	18.09
61 - 90 Days Recency Overall	15.37	10.81	142	13.60
04 - 06 Months Recency Overall	24.12	22.28	108	4.31
07 - 09 Months Recency Overall	10.71	14.19	75	-10.27
10 - 12 Months Recency Overall	9.32	13.75	68	-13.44
13 - 15 Months Recency Overall	3.06	5.93	52	-13.24
16 - 18 Months Recency Overall	2.37	5.18	46	-14.00
19 - 21 Months Recency Overall	1.68	4.33	39	-14.65
22 - 24 Months Recency Overall	1.70	4.48	38	-15.16
25 + Months Recency Overall	0.00	0.00	0	
	----- 100.0	----- 100.0		

OVERALL LIFETIME PARTICIPANTS	--- CUSTOMER FILE --- % of Total	--- M-GEN DATABASE --- % of Total	INDEX	Z-SCORE
1 Total Participant	0.19	0.99	19	-9.60
2 Total Participants	3.86	12.89	30	-30.54
3 Total Participants	3.99	12.14	33	-28.15
4 Total Participants	4.73	10.29	46	-20.10
5 Total Participants	4.45	9.01	49	-17.38
6 - 7 Total Participants	9.05	13.35	68	-13.22
8 - 9 Total Participants	8.60	9.41	91	-2.79
10 - 14 Total Participants	17.28	14.30	121	8.16
15 - 19 Total Participants	12.31	7.17	172	17.61
20 + Total Participants	35.54	10.45	340	61.77
	----- 100.0	----- 100.0		

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
DATA NAVIGATION ANALYSIS

OVERALL 12-MONTH TRANSACTIONS	--- CUSTOMER FILE --- % of Total	--- M-GEN DATABASE --- % of Total	INDEX	Z-SCORE
1 12-Month Trans Overall	7.23	17.38	42	-27.60
2 12-Month Trans Overall	6.15	12.02	51	-18.33
3 12-Month Trans Overall	5.33	8.39	64	-10.92
4 12-Month Trans Overall	4.56	7.02	65	-9.51
5 12-Month Trans Overall	4.30	5.68	76	-5.75
6 - 9 12-Month Trans Overall	13.34	15.56	86	-5.79
10 - 14 12-Month Trans Overall	12.23	10.67	115	4.50
15 - 19 12-Month Trans Overall	9.39	6.79	138	8.87
20 - 29 12-Month Trans Overall	12.13	7.22	168	15.55
30 - 49 12-Month Trans Overall	12.39	5.59	222	22.50
50 + 12-Month Trans Overall	12.95	3.69	351	32.20
	100.0	100.0		

OVERALL 12-MONTH DOLLARS	--- CUSTOMER FILE --- % of Total	--- M-GEN DATABASE --- % of Total	INDEX	Z-SCORE
\$ 1 - \$ 24 Spent 12-Month Total	1.93	7.05	27	-21.78
\$ 25 - \$ 49 Spent 12-Month Total	3.37	11.10	30	-26.37
\$ 50 - \$ 74 Spent 12-Month Total	3.10	7.97	39	-18.94
\$ 75 - \$ 99 Spent 12-Month Total	2.94	7.01	42	-16.69
\$ 100 - \$ 149 Spent 12-Month Total	5.37	10.91	49	-18.17
\$ 150 - \$ 199 Spent 12-Month Total	4.92	8.01	61	-11.35
\$ 200 - \$ 299 Spent 12-Month Total	7.36	11.23	66	-12.06
\$ 300 - \$ 499 Spent 12-Month Total	12.26	12.36	99	-0.27
\$ 500 - \$ 749 Spent 12-Month Total	10.89	8.16	133	8.63
\$ 750 - \$ 999 Spent 12-Month Total	8.20	4.95	166	12.28
\$1000 - \$1999 Spent 12-Month Total	18.36	7.28	252	31.43
\$2000 + Spent 12-Month Total	21.30	3.96	538	50.51
	100.0	100.0		

OVERALL 12-MONTH AVERAGE DOLLARS	--- CUSTOMER FILE --- % of Total	--- M-GEN DATABASE --- % of Total	INDEX	Z-SCORE
\$ 1 - \$ 9 Avg Dollar Total 12mth	1.36	5.87	23	-21.20
\$ 10 - \$ 14 Avg Dollar Total 12mth	3.02	9.54	32	-23.76
\$ 15 - \$ 19 Avg Dollar Total 12mth	4.94	11.75	42	-21.96
\$ 20 - \$ 24 Avg Dollar Total 12mth	5.49	11.00	50	-17.96
\$ 25 - \$ 29 Avg Dollar Total 12mth	6.85	9.57	72	-9.01
\$ 30 - \$ 34 Avg Dollar Total 12mth	7.45	7.52	99	-0.25
\$ 35 - \$ 39 Avg Dollar Total 12mth	7.02	7.17	98	-0.53
\$ 40 - \$ 49 Avg Dollar Total 12mth	13.92	9.86	141	11.66
\$ 50 - \$ 74 Avg Dollar Total 12mth	22.81	13.04	175	23.83
\$ 75 - \$ 99 Avg Dollar Total 12mth	10.41	5.24	199	18.15
\$100 + Avg Dollar Total 12mth	16.75	9.44	177	20.29
	100.0	100.0		

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
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CATALOG RECENCY	--- CUSTOMER FILE ---		-- M-GEN DATABASE --		INDEX	Z-SCORE
	% of Total		% of Total			
00 - 30 Days Recency Catalog	4.85	5.40	5.40	90	90	-2.26
31 - 60 Days Recency Catalog	6.50	6.83	6.83	95	95	-1.18
61 - 90 Days Recency Catalog	7.38	6.51	6.51	113	113	3.09
04 - 06 Months Recency Catalog	16.86	15.14	15.14	111	111	4.27
07 - 09 Months Recency Catalog	11.52	11.25	11.25	102	102	0.78
10 - 12 Months Recency Catalog	14.11	12.85	12.85	110	110	3.38
13 - 15 Months Recency Catalog	5.87	6.19	6.19	95	95	-1.20
16 - 18 Months Recency Catalog	5.41	5.87	5.87	92	92	-1.81
19 - 21 Months Recency Catalog	4.03	5.27	5.27	76	76	-5.28
22 - 24 Months Recency Catalog	5.33	6.36	6.36	84	84	-3.94
25 + Months Recency Catalog	18.15	18.34	18.34	99	99	-0.46
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	100.0	100.0	100.0			

CATALOG LIFETIME PARTICIPANTS	--- CUSTOMER FILE ---		-- M-GEN DATABASE --		INDEX	Z-SCORE
	% of Total		% of Total			
No Catalog Participants	9.61	11.88	11.88	81	81	-7.15
1 Catalog Participants	11.16	15.85	15.85	70	70	-13.33
2 Catalog Participants	10.61	14.97	14.97	71	71	-12.69
3 Catalog Participants	8.32	11.15	11.15	75	75	-9.29
4 - 5 Catalog Participants	12.56	14.83	14.83	85	85	-6.45
6 - 9 Catalog Participants	16.30	14.79	14.79	110	110	4.13
10 - 19 Catalog Participants	18.33	11.23	11.23	163	163	20.25
20 + Catalog Participants	13.10	5.31	5.31	247	247	27.86
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	100.0	100.0	100.0			

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DATA NAVIGATION ANALYSIS

CATALOG 12-MONTH TRANSACTIONS		--- CUSTOMER FILE ---	--- M-GEN DATABASE ---	INDEX	Z-SCORE
		% of Total	% of Total		
1	Catalog Trans 12-Month	22.75	25.38	90	-4.30
2	Catalog Trans 12-Month	14.59	14.48	101	0.23
3	Catalog Trans 12-Month	10.00	9.52	105	1.14
4	Catalog Trans 12-Month	7.59	7.26	105	0.88
5	Catalog Trans 12-Month	6.08	5.95	102	0.38
6 - 9	Catalog Trans 12-Month	15.69	14.15	111	3.03
10 - 14	Catalog Trans 12-Month	9.14	8.89	103	0.61
15 - 19	Catalog Trans 12-Month	4.92	4.78	103	0.48
20 - 29	Catalog Trans 12-Month	4.90	4.53	108	1.23
30 +	Catalog Trans 12-Month	4.34	5.05	86	-2.36
		100.0	100.0		

CATALOG 12-MONTH DOLLARS		--- CUSTOMER FILE ---	--- M-GEN DATABASE ---	INDEX	Z-SCORE
		% of Total	% of Total		
\$ 1 - \$ 24	Catalog 12-Month	4.86	9.66	50	-12.64
\$ 25 - \$ 49	Catalog 12-Month	8.85	15.55	57	-14.07
\$ 50 - \$ 74	Catalog 12-Month	7.30	10.56	69	-7.90
\$ 75 - \$ 99	Catalog 12-Month	6.82	8.79	78	-5.12
\$ 100 - \$ 149	Catalog 12-Month	9.95	12.19	82	-4.97
\$ 150 - \$ 199	Catalog 12-Month	8.09	8.36	97	-0.69
\$ 200 - \$ 299	Catalog 12-Month	11.28	10.15	111	2.57
\$ 300 - \$ 499	Catalog 12-Month	14.17	10.46	135	8.01
\$ 500 - \$ 749	Catalog 12-Month	9.02	5.67	159	9.18
\$ 750 - \$ 999	Catalog 12-Month	5.10	3.07	166	7.36
\$1000 - \$1999	Catalog 12-Month	8.57	3.94	218	13.86
\$2000 +	Catalog 12-Month	6.01	1.60	377	17.08
		100.0	100.0		

CATALOG 12-MONTH AVERAGE DOLLARS		--- CUSTOMER FILE ---	--- M-GEN DATABASE ---	INDEX	Z-SCORE
		% of Total	% of Total		
\$ 1 - \$ 9	Avg Dollar Catalog 12m	1.84	5.70	32	-13.63
\$ 10 - \$ 14	Avg Dollar Catalog 12m	3.59	10.43	34	-18.05
\$ 15 - \$ 19	Avg Dollar Catalog 12m	6.07	14.07	43	-18.08
\$ 20 - \$ 24	Avg Dollar Catalog 12m	5.60	11.58	48	-14.55
\$ 25 - \$ 29	Avg Dollar Catalog 12m	6.86	10.27	67	-8.41
\$ 30 - \$ 34	Avg Dollar Catalog 12m	6.48	7.14	91	-1.83
\$ 35 - \$ 39	Avg Dollar Catalog 12m	6.76	6.51	104	0.70
\$ 40 - \$ 49	Avg Dollar Catalog 12m	10.42	8.35	125	5.04
\$ 50 - \$ 74	Avg Dollar Catalog 12m	18.63	12.14	154	12.83
\$ 75 - \$ 99	Avg Dollar Catalog 12m	11.17	5.11	218	16.04
\$100 +	Avg Dollar Catalog 12m	22.57	8.70	259	27.73
		100.0	100.0		

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
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LIFETIME PRODUCT GROUPS PURCHASED	--- CUSTOMER FILE ---		-- M-GEN DATABASE --		INDEX	Z-SCORE
	% of Total	% of Total	% of Total	% of Total		
Mens Apparel Group LT	66.85	42.54	157	48.06		
Womens Apparel Group LT	76.97	63.90	120	27.89		
Specialty Apparel Group LT	63.01	36.29	174	52.89		
Shoes Group LT	48.57	34.98	139	27.37		
Childrens Group LT	53.06	35.61	149	34.87		
Jewelry Group LT	47.40	32.85	144	29.54		
Health and Beauty Group LT	41.58	31.45	132	20.93		
Housewares-Home Furnishing Group LT	87.54	64.12	137	52.19		
Home Decor Group LT	78.55	56.45	139	45.75		
Garden-Patio-Pool Group LT	46.35	27.60	168	38.86		
Gifts-Special Occasions Group LT	63.89	45.12	142	37.12		
Food and Wine Group LT	46.87	24.84	189	46.16		
Pets Group LT	19.16	12.53	153	18.28		
Auto-Garage-Tools Group LT	26.15	19.66	133	15.42		
Books-Music-Video Group LT	25.77	15.49	166	25.64		
Crafts Group LT	14.92	11.55	129	9.93		
Electronics Group LT	47.84	23.51	203	51.13		
Hobbies-Interests Group LT	43.66	34.36	127	18.93		
Sports-Outdoors Group LT	28.29	14.19	199	35.04		
Travel-Leisure Group LT	39.81	19.20	207	45.74		
Home Office Group LT	36.05	17.94	201	41.33		
Education-Professional Group LT	9.03	5.51	164	13.74		

12-MONTH PRODUCT GROUPS PURCHASED	--- CUSTOMER FILE ---		-- M-GEN DATABASE --		INDEX	Z-SCORE
	% of Total	% of Total	% of Total	% of Total		
Mens Apparel Group 12m	31.52	15.16	208	39.34		
Womens Apparel Group 12m	45.19	31.22	145	28.62		
Specialty Apparel Group 12m	28.65	12.56	228	40.69		
Shoes Group 12m	16.87	11.30	149	16.11		
Childrens Group 12m	22.74	10.89	209	32.35		
Jewelry Group 12m	13.82	9.02	153	15.25		
Health and Beauty Group 12m	12.00	9.48	127	8.12		
Housewares-HomeFurnishing Group 12m	49.09	23.28	211	54.12		
Home Decor Group 12m	33.00	16.56	199	38.64		
Garden-Patio-Pool Group 12m	14.38	6.64	216	25.89		
Gifts-Special Occasions Group 12m	24.54	14.36	171	26.01		
Food and Wine Group 12m	18.15	7.22	251	33.91		
Pets Group 12m	4.73	2.63	180	11.41		
Auto-Garage-Tools Group 12m	4.55	3.18	143	7.17		
Books-Music-Video Group 12m	5.42	4.00	136	6.76		
Crafts Group 12m	3.29	2.31	142	5.99		
Electronics Group 12m	10.80	4.33	250	25.34		
Hobbies-Interests Group 12m	12.55	8.19	153	14.45		
Sports-Outdoors Group 12m	6.40	2.44	262	20.02		
Travel-Leisure Group 12m	9.89	3.91	253	24.48		
Home Office Group 12m	7.72	3.38	228	19.54		
Education-Professional Group 12m	1.35	0.93	145	4.00		

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
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12-MONTH PRODUCTS PURCHASED	--- CUSTOMER FILE ---		-- M-GEN DATABASE --		INDEX	Z-SCORE
		% of Total		% of Total		
Appliances Purchased 12m	1	2.94	1.66	177	8.67	
Automotive Purchased 12m	2	3.35	2.38	141	5.87	
Bath Purchased 12m	3	6.86	2.70	254	20.27	
Beach Purchased 12m	4	1.63	0.89	184	6.80	
Books-Music-DVD-Video Purch 12m	5	5.22	3.74	140	7.21	
Cabin Decor Purchased 12m	6	0.14	0.22	62	-1.89	
Children Group Purchased 12m	7	22.74	10.89	209	32.35	
Children: Apparel Purchased 12m	8	8.63	1.97	438	31.60	
Children: Books Purchased 12m	9	1.05	0.66	160	4.33	
Children: Boy Purchased 12m	10	4.35	1.07	408	21.47	
Children: Craft Purchased 12m	11	2.37	1.38	172	7.41	
Children: Furniture Purch 12m	12	2.16	0.50	437	15.53	
Children: Generic Baby 12m	13	2.62	0.86	304	14.10	
Children: Girl Purchased 12m	14	6.66	1.89	352	24.84	
Children: Media Purchased 12m	15	0.33	0.24	135	1.61	
Children: Plush Toys Purch 12m	16	0.82	0.55	150	3.35	
Children: School Purchased 12m	17	1.75	0.85	205	8.14	
Children: Toddler Purchased 12m	18	2.04	0.40	511	16.04	
Children: Toys Purchased 12m	19	9.51	5.45	174	15.66	
Collectibles Purchased 12m	20	5.52	4.56	121	4.42	
Cosmetics Purchased 12m	21	3.40	1.79	190	10.35	
Crafts Group Purchased 12m	22	3.29	2.31	142	5.99	
Crafts: Stitching Purchased 12m	23	0.05	0.06	91	-0.22	
Crafts: Sewing Purchased 12m	24	0.33	0.38	85	-0.94	
Crafts: Woodworking Purch 12m	25	0.21	0.16	128	1.05	
Designers-Brands Purchased 12m	26	2.37	0.83	284	12.78	
Domestics Purchased 12m	27	28.72	12.09	238	42.29	
Electronics Group Purchased 12m	28	10.80	4.33	250	25.34	
Elctrncs: Cameras Purchased 12m	29	0.70	0.21	336	7.73	
Elctrncs: Stereos Purchased 12m	30	0.37	0.11	323	5.48	
Elctrncs: Phones Purchased 12m	31	0.35	0.13	265	4.60	
Elctrncs: Radios Purchased 12m	32	0.36	0.18	197	3.49	
Elctrncs: Remote Control 12m	33	0.69	0.29	243	6.05	
Fabrications Group Purchased 12m	34	28.64	12.52	229	40.78	
Fabrics: Cashmere Purchased 12m	35	5.78	0.81	715	30.12	
Fabrics: Cotton Purchased 12m	36	14.07	5.22	270	31.12	
Fabrics: Down-Feathers 12m	37	3.03	0.84	360	16.78	
Fabrics: Leather-Suede 12m	38	9.65	5.44	177	16.22	
Fabrics: Linen Purchased 12m	39	6.57	2.09	314	23.06	
Fabrics: Silk Purchased 12m	40	7.15	2.06	348	25.61	
Fabrics: Wool Purchased 12m	41	6.88	1.82	378	26.22	
Food Purchased 12m	42	17.67	6.95	254	33.70	
Furniture Purchased 12m	43	14.12	4.88	290	32.84	
Games Purchased 12m	44	3.71	2.03	183	10.27	
Garden Purchased 12m	45	11.04	5.96	185	18.57	
Gifts Purchased 12m	46	7.34	2.88	255	21.03	
Health Purchased 12m	47	10.70	8.71	123	6.70	
Health: Exercise Equip Purch 12m	48	0.48	0.32	151	2.59	
Home Decor Purchased 12m	49	30.10	15.17	198	36.23	
Home-Office Group Purchased 12m	50	7.64	3.33	229	19.55	
Home-Office: PC Stuff Purch 12m	51	1.46	0.42	344	11.32	
Home-Office: HO-General 12m	52	0.56	0.35	159	3.12	
Home-Office: Misc Office 12m	53	0.73	0.31	239	6.14	

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
DATA NAVIGATION ANALYSIS

12-MONTH PRODUCTS PURCHASED -CONT-	---	CUSTOMER FILE --	---	M-GEN DATABASE --	---	INDEX	Z-SCORE
		% of Total		% of Total			
Household Hardware Purchased 12m	54	14.92		7.32		204	24.73
Housekeeping Purchased 12m	55	4.84		2.67		182	11.69
Jewelry Group Purchased 12m	56	13.82		9.02		153	15.25
Jewelry: Bracelets Purch 12m	57	3.05		1.62		188	9.69
Jewelry: Earrings Purch 12m	58	2.57		1.89		136	4.64
Jewelry: Keychains Purch 12m	59	0.62		0.42		150	2.91
Jewelry: Necklace Purchased 12m	60	3.20		2.15		149	6.57
Jewelry: Pendants Purchased 12m	61	0.56		0.69		81	-1.65
Jewelry: Pins Purchased 12m	62	0.38		0.44		88	-0.80
Jewelry: Rings Purchased 12m	63	0.94		0.76		124	1.99
Jewelry: Watches Purchased 12m	64	2.60		2.20		118	2.61
Kitchen Purchased 12m	65	26.77		10.42		257	43.26
Kitchen: Cookbooks Purchased 12m	66	0.99		0.39		253	7.54
Lifestyle: Americana Purch 12m	67	1.63		1.55		105	0.61
Lifestyle: Armed Forces Buy 12m	68	0.08		0.03		238	1.96
Lifestyle: Automotive Purch 12m	69	0.21		0.09		238	3.26
Lifestyle: Aviation Purch 12m	70	0.23		0.08		294	4.08
Lifestyle: Baseball Purch 12m	71	0.63		0.36		175	3.90
Lifestyle: Basketball Purch 12m	72	0.16		0.09		173	1.91
Lifestyle: Beer Purchased 12m	73	0.41		0.13		323	5.75
Lifestyle: Birdwatching Purch12m	74	0.08		0.03		272	2.20
Lifestyle: Bowler Purchased 12m	75	0.06		0.02		357	2.27
Lifestyle: China Purchased 12m	76	0.14		0.03		457	4.07
Lifestyle: Colleges Purch 12m	77	0.07		0.06		125	0.55
Lifestyle: Cowboy Purchased 12m	78	0.15		0.16		93	-0.28
Lifestyle: Environmental Purch12m	79	2.36		0.45		527	17.44
Lifestyle: Educators Purch 12m	80	1.01		0.61		164	4.45
Lifestyle: Farm-Ranch Purch 12m	81	0.54		0.45		121	1.33
Lifestyle: Firefighters Purch12m	82	0.16		0.04		459	4.33
Lifestyle: Football Purch 12m	83	0.36		0.34		108	0.47
Lifestyle: Generic Sports Purch	84	0.32		0.14		231	3.94
Lifestyle: Golf Purchased 12m	85	2.36		0.45		527	17.44
Lifestyle: Hiking Purchased 12m	86	0.46		0.18		252	5.09
Lifestyle: Hockey Purchased 12m	87	0.07		0.02		349	2.47
Lifestyle: Medical Purchased 12m	88	0.29		0.29		101	0.08
Lifestyle: Musical Purchased 12m	89	0.29		0.36		80	-1.22
Lifestyle: NASCAR Purchased 12m	90	0.03		0.07		35	-1.97
Lifestyle: Travel Purchased 12m	91	4.62		1.21		383	21.49
Media: Books/Reading Purch 12m	92	1.52		0.98		155	4.91
Media: Books/Reference Purch 12m	93	1.74		1.23		141	4.24
Media: CDs Purchased 12m	94	0.74		0.67		110	0.79
Media: Computer Software Buy 12m	95	0.11		0.05		208	2.03
Media: DVDs Purchased 12m	96	1.26		0.98		129	2.72
Media: Video Tapes Purchased 12m	97	0.20		0.15		133	1.18
Mens Apparel Group Purchased 12m	98	31.52		15.16		208	39.34
Mens Appl: Accessories Buy 12m	99	6.18		1.94		319	22.56
Mens Appl: Big-Tall Purch 12m	100	5.69		3.68		154	9.59
Mens Appl: Shoes Purch 12m	101	5.09		2.72		187	12.52
Mens Appl: Sport Shoes 12m	102	0.40		0.30		133	1.70
Mens Appl: Sports Purch 12m	103	1.24		0.61		203	6.76
Mens Appl: Suits Purchased 12m	104	0.56		0.13		442	7.90
Mens Appl: Swim Purchased 12m	105	1.63		0.64		254	9.69
Patio Purchased 12m	106	4.01		0.84		480	22.08

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
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12-MONTH PRODUCTS PURCHASED -CONT-	---	CUSTOMER FILE --	---	M-GEN DATABASE --	---	INDEX	Z-SCORE
		% of Total		% of Total			
Personalization Purchased 12m	107	5.54		3.18		174	11.74
Pets Purchased 12m	108	4.73		2.63		180	11.41
Pets: Cats Purchased 12m	109	1.04		0.87		120	1.75
Pets: Dogs Purchased 12m	110	3.17		1.30		244	13.13
Pool Purchased 12m	111	0.90		0.17		541	10.82
Special Occasions Purchased 12m	112	17.67		10.95		161	19.40
Sports & Outdoors Purchased 12m	113	2.57		1.07		239	11.58
Suitcases Purchased 12m	114	5.71		2.22		258	18.60
Tools & Equipment Purchased 12m	115	1.47		1.03		142	3.97
Womens Apparel Group Purch 12m	116	45.19		31.22		145	28.62
Womens Appl: Accessories 12m	117	7.42		2.55		291	23.38
Womens Appl: Clothes Purch 12m	118	1.65		0.49		338	11.91
Womens Appl: Large Size 12m	119	7.88		8.85		89	-3.41
Womens Appl: Leather Purch 12m	120	5.93		3.15		188	13.62
Womens Appl: Pantsuits 12m	121	0.92		1.52		61	-5.19
Womens Appl: Petites Purch 12m	122	7.37		5.50		134	7.67
Womens Appl: Shoes Purch 12m	123	14.22		9.15		155	15.92
Womens Appl: Sport Shoes 12m	124	0.53		0.77		69	-2.85
Womens Appl: Sports Purch 12m	125	2.67		1.13		237	11.72
Womens Appl: Suits Purch 12m	126	1.04		0.87		120	1.75
Womens Appl: Swimwear Purch12m	127	4.71		2.24		210	13.87
Womens Appl: Tall Sizes 12m	128	1.67		1.63		103	0.35

12-MONTH CHANNEL PURCHASE TYPES	---	CUSTOMER FILE --	---	M-GEN DATABASE --	---	INDEX	Z-SCORE
		% of Total		% of Total			
Catalog Purch in Last 12 Months		52.38		47.67		110	9.32
Online Purch in Last 12 Months		75.71		39.19		193	72.30
Retail Purch in Last 12 Months		46.22		23.31		198	48.44

12-MONTH CHANNEL PURCHASE TYPES	---	CUSTOMER FILE --	---	M-GEN DATABASE --	---	INDEX	Z-SCORE
		% of Total		% of Total			
Channel 12m: Catalog, Web, Retail		23.34		6.10		383	51.02
Channel 12m: Catalog and Web		19.77		11.87		167	21.91
Channel 12m: Catalog and Retail		3.32		4.34		76	-5.19
Channel 12m: Web and Retail		14.21		5.45		261	30.51
Channel 12m: Catalog only		5.96		25.36		23	-50.02
Channel 12m: Web only		18.39		15.77		117	6.91
Channel 12m: Retail only		5.36		7.43		72	-8.21

12-MONTH PAYMENT METHOD TYPES	---	CUSTOMER FILE --	---	M-GEN DATABASE --	---	INDEX	Z-SCORE
		% of Total		% of Total			
Pay Method: Direct Billing 12m		0.52		0.82		63	-3.56
Pay Method: Credit Card 12m		77.31		52.48		147	50.55
Pay Method: Debit Card 12m		0.04		0.03		119	0.32
Pay Method: Personal Check 12m		2.88		7.05		41	-18.17
Pay Method: Cash 12m		3.70		4.60		81	-4.39

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
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ONLINE RECENCY	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
00 - 30 Days Recency Online	9.30	3.19	292	22.62
31 - 60 Days Recency Online	12.11	6.09	199	18.71
61 - 90 Days Recency Online	10.31	6.46	159	12.36
04 - 06 Months Recency Online	22.30	16.32	137	13.46
07 - 09 Months Recency Online	12.82	13.04	98	-0.57
10 - 12 Months Recency Online	12.80	15.19	84	-6.09
13 - 15 Months Recency Online	4.68	6.56	71	-7.20
16 - 18 Months Recency Online	3.80	6.25	61	-9.88
19 - 21 Months Recency Online	2.59	5.35	48	-12.47
22 - 24 Months Recency Online	3.14	6.54	48	-13.93
25 + Months Recency Online	6.15	15.02	41	-25.40
	100.0	100.0		

ONLINE LIFETIME PARTICIPANTS	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
No Online Participants	4.17	33.51	12	-69.76
1 Online Participants	7.43	18.12	41	-30.42
2 Online Participants	9.62	13.67	70	-12.26
3 Online Participants	9.15	8.76	104	1.35
4+ Online Participants	69.64	25.95	268	87.20
	100.0	100.0		

RETAIL RECENCY	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
00 - 30 Days Recency Retail	3.04	3.17	96	-0.61
31 - 60 Days Recency Retail	6.21	4.81	129	4.81
61 - 90 Days Recency Retail	9.66	5.80	166	11.40
04 - 06 Months Recency Retail	17.77	13.34	133	9.66
07 - 09 Months Recency Retail	10.46	8.48	123	5.35
10 - 12 Months Recency Retail	11.95	11.54	104	1.01
13 - 15 Months Recency Retail	5.72	6.09	94	-1.25
16 - 18 Months Recency Retail	4.98	5.82	86	-2.93
19 - 21 Months Recency Retail	3.62	5.01	72	-5.40
22 - 24 Months Recency Retail	4.92	8.23	60	-10.53
25 + Months Recency Retail	21.68	27.72	78	-11.05
	100.0	100.0		

RETAIL LIFETIME PARTICIPANTS	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
No Retail Participants	16.51	47.63	35	-64.19
1 Retail Participants	20.13	22.40	90	-5.47
2 Retail Participants	17.22	13.10	131	11.51
3+ Retail Participants	46.14	16.87	274	64.26
	100.0	100.0		

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
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WOMENS APPAREL 12-MONTH TRANSACTIONS	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
1 WApparel Trans 12-Month	14.76	17.60	84	-4.72
2 WApparel Trans 12-Month	11.46	14.96	77	-6.32
3 WApparel Trans 12-Month	7.41	8.22	90	-1.86
4 - 5 WApparel Trans 12-Month	12.84	13.74	93	-1.63
6 - 9 WApparel Trans 12-Month	15.64	15.19	103	0.76
10 - 14 WApparel Trans 12-Month	12.28	10.05	122	4.35
15 - 19 WApparel Trans 12-Month	7.09	5.86	121	3.06
20 + WApparel Trans 12-Month	18.53	14.39	129	6.87
	100.0	100.0		

WOMENS APPAREL 12-MONTH DOLLARS	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
\$ 1 - \$ 24 WApparel 12-Month	4.86	10.30	47	-12.51
\$ 25 - \$ 49 WApparel 12-Month	8.17	13.03	63	-9.63
\$ 50 - \$ 74 WApparel 12-Month	6.36	8.88	72	-5.80
\$ 75 - \$ 99 WApparel 12-Month	6.29	7.94	79	-3.92
\$ 100 - \$149 WApparel 12-Month	8.58	10.80	79	-4.59
\$ 150 - \$199 WApparel 12-Month	7.23	7.65	94	-0.99
\$ 200 - \$299 WApparel 12-Month	10.89	10.50	104	0.76
\$ 300 - \$499 WApparel 12-Month	13.49	11.66	116	3.39
\$ 500 - \$999 WApparel 12-Month	17.39	11.56	150	10.20
\$1000 + WApparel 12-Month	16.74	7.68	218	17.09
	100.0	100.0		

WOMENS APPAREL 12-MONTH AVERAGE DOLLARS	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
\$ 1 - \$ 9 Avg Dollar WApparel 12m	2.30	7.14	32	-13.85
\$ 10 - \$ 14 Avg Dollar WApparel 12m	3.41	10.50	32	-16.91
\$ 15 - \$ 19 Avg Dollar WApparel 12m	6.54	14.01	47	-14.95
\$ 20 - \$ 24 Avg Dollar WApparel 12m	7.78	11.77	66	-8.20
\$ 25 - \$ 29 Avg Dollar WApparel 12m	8.83	10.35	85	-3.17
\$ 30 - \$ 34 Avg Dollar WApparel 12m	7.64	7.57	101	0.16
\$ 35 - \$ 39 Avg Dollar WApparel 12m	8.80	7.19	122	3.64
\$ 40 - \$ 49 Avg Dollar WApparel 12m	14.49	10.81	134	6.82
\$ 50 - \$ 74 Avg Dollar WApparel 12m	24.35	13.25	184	17.52
\$ 75 - \$ 99 Avg Dollar WApparel 12m	9.09	3.92	232	12.97
\$100 + Avg Dollar WApparel 12m	6.75	3.48	194	9.18
	100.0	100.0		

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
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MENS APPAREL 12-MONTH TRANSACTIONS	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
1 MApparel Trans 12-Month	22.94	27.97	82	-5.40
2 MApparel Trans 12-Month	18.05	20.15	90	-2.50
3 MApparel Trans 12-Month	10.16	9.36	109	1.26
4 - 5 MApparel Trans 12-Month	13.84	13.90	99	-0.09
6 - 9 MApparel Trans 12-Month	15.75	12.65	125	4.11
10 + MApparel Trans 12-Month	19.27	15.97	121	4.01
	100.0	100.0		

MENS APPAREL 12-MONTH DOLLARS	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
\$ 1 - \$ 24 MApparel 12-Month	7.85	15.76	50	-11.66
\$ 25 - \$ 49 MApparel 12-Month	12.64	19.21	66	-8.46
\$ 50 - \$ 74 MApparel 12-Month	9.48	11.74	81	-3.43
\$ 75 - \$ 99 MApparel 12-Month	8.36	9.38	89	-1.67
\$ 100 - \$149 MApparel 12-Month	11.10	10.77	103	0.49
\$ 150 - \$199 MApparel 12-Month	8.60	7.11	121	2.57
\$ 200 - \$299 MApparel 12-Month	10.88	9.20	118	2.59
\$ 300 - \$499 MApparel 12-Month	13.56	8.52	159	7.39
\$ 500 - \$999 MApparel 12-Month	11.26	5.51	204	9.46
\$1000 + MApparel 12-Month	6.27	2.80	224	7.59
	100.0	100.0		

MENS APPAREL 12-MONTH AVERAGE DOLLARS	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
\$ 1 - \$ 9 Avg Dollar MApparel 12m	3.41	7.79	44	-9.09
\$ 10 - \$ 14 Avg Dollar MApparel 12m	4.79	11.97	40	-12.40
\$ 15 - \$ 19 Avg Dollar MApparel 12m	8.15	16.62	49	-12.23
\$ 20 - \$ 24 Avg Dollar MApparel 12m	7.87	9.93	79	-3.40
\$ 25 - \$ 29 Avg Dollar MApparel 12m	9.84	11.03	89	-1.82
\$ 30 - \$ 34 Avg Dollar MApparel 12m	7.49	6.87	109	1.10
\$ 35 - \$ 39 Avg Dollar MApparel 12m	8.38	7.84	107	0.93
\$ 40 - \$ 49 Avg Dollar MApparel 12m	13.26	8.78	151	6.58
\$ 50 - \$ 74 Avg Dollar MApparel 12m	17.81	9.57	186	10.98
\$ 75 - \$ 99 Avg Dollar MApparel 12m	7.53	4.57	165	5.68
\$100 + Avg Dollar MApparel 12m	11.48	5.02	229	10.69
	100.0	100.0		

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
DATA NAVIGATION ANALYSIS

WOMENS APPAREL RECENCY	--- CUSTOMER FILE ---		-- M-GEN DATABASE --		INDEX	Z-SCORE
	% of Total	% of Total	% of Total	% of Total		
00 - 30 Days Recency WApparel	4.12	2.81	147	5.84		
31 - 60 Days Recency WApparel	8.92	6.81	131	6.37		
61 - 90 Days Recency WApparel	8.82	6.45	137	7.23		
04 - 06 Months Recency WApparel	19.26	16.29	118	6.27		
07 - 09 Months Recency WApparel	10.70	10.09	106	1.60		
10 - 12 Months Recency WApparel	10.96	10.58	104	0.98		
13 - 15 Months Recency WApparel	5.07	5.81	87	-2.62		
16 - 18 Months Recency WApparel	4.69	6.29	75	-5.59		
19 - 21 Months Recency WApparel	3.71	5.01	74	-5.07		
22 - 24 Months Recency WApparel	4.96	6.46	77	-5.14		
25 + Months Recency WApparel	18.79	23.40	80	-9.04		
	100.0	100.0				

MENS APPAREL RECENCY	--- CUSTOMER FILE ---		-- M-GEN DATABASE --		INDEX	Z-SCORE
	% of Total	% of Total	% of Total	% of Total		
00 - 30 Days Recency MApparel	2.30	2.00	115	1.40		
31 - 60 Days Recency MApparel	5.19	3.20	162	6.83		
61 - 90 Days Recency MApparel	6.62	4.06	163	7.87		
04 - 06 Months Recency MApparel	14.76	10.19	145	9.55		
07 - 09 Months Recency MApparel	10.03	7.92	127	5.10		
10 - 12 Months Recency MApparel	12.96	13.20	98	-0.49		
13 - 15 Months Recency MApparel	5.54	4.89	113	2.02		
16 - 18 Months Recency MApparel	5.20	5.21	100	-0.03		
19 - 21 Months Recency MApparel	3.95	4.56	87	-2.07		
22 - 24 Months Recency MApparel	6.54	8.88	74	-6.07		
25 + Months Recency MApparel	26.91	35.89	75	-13.37		
	100.0	100.0				

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
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AGE OF CUSTOMER	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
18 - 27 Customer Age	1.23	2.22	56	-5.46
28 - 33 Customer Age	3.26	3.46	94	-0.84
34 - 39 Customer Age	12.06	8.89	136	7.78
40 - 45 Customer Age	17.69	12.17	145	11.68
46 - 51 Customer Age	18.79	15.74	119	6.01
52 - 57 Customer Age	18.30	15.29	120	6.02
58 - 63 Customer Age	15.27	14.14	108	2.38
64 - 69 Customer Age	7.58	9.54	79	-5.13
70 - 75 Customer Age	3.66	7.84	47	-12.91
76 + Customer Age	2.16	10.72	20	-24.47
	100.0	100.0		

HOUSEHOLD INCOME	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Less Than \$ 10,000 Income	0.57	3.35	17	-16.64
\$ 10,000 - \$ 19,999 Income	1.56	5.83	27	-19.01
\$ 20,000 - \$ 29,999 Income	2.17	6.66	33	-18.49
\$ 30,000 - \$ 39,999 Income	2.97	7.59	39	-17.56
\$ 40,000 - \$ 49,999 Income	3.90	8.25	47	-15.61
\$ 50,000 - \$ 59,999 Income	4.27	8.12	53	-13.73
\$ 60,000 - \$ 69,999 Income	4.96	7.75	64	-9.94
\$ 70,000 - \$ 79,999 Income	4.88	7.04	69	-7.93
\$ 80,000 - \$ 89,999 Income	5.27	6.72	78	-5.35
\$ 90,000 - \$ 99,999 Income	5.26	5.77	91	-1.97
\$100,000 - \$124,999 Income	11.39	11.15	102	0.66
\$125,000 - \$149,999 Income	10.20	7.14	143	9.78
\$150,000 - \$199,999 Income	13.10	7.07	185	18.27
\$200,000 - \$249,999 Income	8.77	3.44	255	20.61
\$250,000 + Income	20.74	4.11	504	47.63
	100.0	100.0		

GENDER	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Female Gender	48.77	54.23	90	-10.81
Male Gender	47.64	41.27	115	12.68
Unknown Gender	3.59	4.50	80	-4.48
	100.0	100.0		

CHILD PRESENT	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Child Present	13.60	12.89	106	2.09

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AGE BY INCOME	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
18-43 CustAge & \$ 0 - \$29k Income	0.91	1.66	55	-4.84
18-43 CustAge & \$ 30k - \$49k Income	1.58	2.56	62	-5.01
18-43 CustAge & \$ 50k - \$74k Income	2.93	3.82	77	-3.62
18-43 CustAge & \$ 75k - \$99k Income	3.79	4.01	94	-0.84
18-43 CustAge & \$100k + Income	19.20	10.18	188	19.36
44-53 CustAge & \$ 0 - \$29k Income	0.59	1.63	37	-7.01
44-53 CustAge & \$ 30k - \$49k Income	1.27	2.33	54	-5.81
44-53 CustAge & \$ 50k - \$74k Income	2.87	4.37	66	-5.85
44-53 CustAge & \$ 75k - \$99k Income	3.00	4.83	62	-6.87
44-53 CustAge & \$100k + Income	23.02	12.47	185	20.95
54-63 CustAge & \$ 0 - \$29k Income	0.81	3.03	27	-11.41
54-63 CustAge & \$ 30k - \$49k Income	1.80	3.53	51	-7.75
54-63 CustAge & \$ 50k - \$74k Income	3.06	4.88	63	-6.75
54-63 CustAge & \$ 75k - \$99k Income	3.81	4.02	95	-0.82
54-63 CustAge & \$100k + Income	17.99	8.58	210	21.18
64+ CustAge & \$ 0 - \$29k Income	0.92	8.08	11	-23.96
64+ CustAge & \$ 30k - \$49k Income	1.20	6.08	20	-18.25
64+ CustAge & \$ 50k - \$74k Income	2.00	5.80	34	-13.96
64+ CustAge & \$ 75k - \$99k Income	2.04	3.53	58	-6.53
64+ CustAge & \$100k + Income	7.24	4.60	157	8.44
	100.0	100.0		

MARITAL STATUS	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Married (Indiv)	47.55	40.04	119	14.98
Single (Indiv)	22.93	22.77	101	0.37
	70.47	62.81		

OCCUPATION	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Professional-Technical	57.65	40.03	144	13.65
Administrative-Managerial	15.17	12.45	122	3.08
Sales-Service	9.65	6.33	153	4.89
Clerical-White Collar	5.87	12.86	46	-8.80
Craftsman-Blue Collar	5.69	17.36	33	-13.21
Other Occupation	0.04	0.00	99999	1.40
Student	2.40	2.19	110	0.54
Retired	7.83	17.74	44	-10.90
Housewife	8.10	12.27	66	-5.18
Unknown-Self Employed	8.59	8.88	97	-0.41

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
DATA NAVIGATION ANALYSIS

MAIL ORDER BUYER TYPES	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Current Mail Order Responder	36.87	33.79	109	6.38
Recent Mail Order Responder	6.90	6.96	99	-0.23
Mail Order Buyer	47.89	47.18	102	1.41

MAIL ORDER DONOR TYPES	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Donor: Environmental Causes	9.26	11.05	84	-5.82
Donor: General Doner	28.91	33.70	86	-10.16
Donor: Health Causes	9.50	12.34	77	-8.89
Donor: Political Causes	4.25	1.88	227	14.23
Donor: Religious Causes	1.62	2.90	56	-8.29

CONSUMER CLUSTER SPECTRUM	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
The Super Rich Cluster Code	11.52	1.98	581	36.23
Most Affluent Cluster Code	37.50	18.43	203	38.51
Affluent Cluster Code	10.87	7.94	137	9.04
Upper Middle Income Cluster Code	16.66	20.97	79	-9.69
Middle Income Cluster Code	7.58	13.57	56	-16.83
Lower Middle Income Cluster Code	6.93	11.65	59	-14.09
Below Middle Income Cluster Code	4.35	9.28	47	-16.76
Low Income Cluster Code	3.98	12.84	31	-26.99
Lowest Income Cluster Code	0.61	3.34	18	-16.26
	100.0	100.0		

POTENTIAL INVESTORS	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Most Likely Investor	44.80	21.93	204	34.87
Higly Likely Investor	31.00	29.24	106	2.74
Likely Investor	16.84	23.94	70	-12.56
Not Likely Investor	3.74	11.71	32	-21.06
Highly Unlikely Investor	2.51	9.81	26	-21.38
Least Likely Investor	1.11	3.36	33	-10.76
	100.0	100.0		

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
DATA NAVIGATION ANALYSIS

PURCHASING POWER INCOME	--- CUSTOMER FILE ---		-- M-GEN DATABASE --		INDEX	Z-SCORE
	% of Total		% of Total			
Less Than \$ 10000 Purchasing Power	0.91	3.52	26	-14.86		
\$ 10000 - \$ 19999 Purchasing Power	1.91	6.33	30	-18.73		
\$ 20000 - \$ 29999 Purchasing Power	3.03	7.17	42	-16.05		
\$ 30000 - \$ 39999 Purchasing Power	4.18	8.39	50	-14.90		
\$ 40000 - \$ 49999 Purchasing Power	4.88	8.54	57	-12.65		
\$ 50000 - \$ 59999 Purchasing Power	5.19	8.43	62	-11.12		
\$ 60000 - \$ 69999 Purchasing Power	5.76	7.95	72	-7.59		
\$ 70000 - \$ 79999 Purchasing Power	5.59	7.54	74	-6.85		
\$ 80000 - \$ 89999 Purchasing Power	5.78	6.53	89	-2.74		
\$ 90000 - \$ 99999 Purchasing Power	5.62	5.77	97	-0.59		
\$100000 - \$124999 Purchasing Power	12.19	10.95	111	3.44		
\$125000 - \$149999 Purchasing Power	10.27	6.92	148	10.76		
\$150000 - \$199999 Purchasing Power	14.81	7.05	210	22.79		
\$200000 - \$249999 Purchasing Power	7.46	2.55	292	20.96		
\$250000 + Purchasing Power	12.43	2.36	526	36.56		
	100.0	100.0				

NET WORTH	--- CUSTOMER FILE ---		-- M-GEN DATABASE --		INDEX	Z-SCORE
	% of Total		% of Total			
\$1mm + Net Worth	26.29	6.53	403	49.92		
\$750k - \$999k Net Worth	11.72	5.15	228	21.76		
\$500k - \$749k Net Worth	18.34	12.62	145	14.25		
\$300k - \$499k Net Worth	14.81	16.44	90	-3.96		
\$200k - \$299k Net Worth	4.86	7.05	69	-8.04		
\$160k - \$199k Net Worth	6.82	11.52	59	-14.12		
\$120k - \$159k Net Worth	5.04	10.05	50	-16.30		
\$100k - \$119k Net Worth	2.31	4.36	53	-9.85		
\$ 80k - \$ 99k Net Worth	1.78	4.16	43	-11.99		
\$ 50k - \$ 79k Net Worth	1.46	4.02	36	-13.27		
\$ 25k - \$ 49k Net Worth	2.62	6.50	40	-15.83		
\$ 15k - \$ 29k Net Worth	1.74	5.51	31	-17.05		
\$ 5k - \$ 14k Net Worth	1.30	3.87	34	-13.69		
Less than \$5k Net Worth	0.92	2.23	41	-8.91		
	100.0	100.0				

NUMBER OF CREDIT LINES INDIV	--- CUSTOMER FILE ---		-- M-GEN DATABASE --		INDEX	Z-SCORE
	% of Total		% of Total			
0 Open Credit Lines (Indiv)	78.52	77.53	101	2.05		
1 Open Credit Lines (Indiv)	10.38	11.16	93	-2.15		
2 Open Credit Lines (Indiv)	5.34	5.07	105	1.07		
3-4 Open Credit Lines (Indiv)	4.27	4.70	91	-1.78		
5+ Open Credit Lines (Indiv)	1.49	1.54	96	-0.39		
	100.0	100.0				

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
DATA NAVIGATION ANALYSIS

HOME OWNERSHIP STATUS	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Owner of Home	68.61	64.38	107	8.81
Renter	5.47	4.80	114	3.02
	74.08	69.18		

DWELLING TYPE	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Single Family Dwelling Unit	68.60	66.85	103	3.71
Multiple Family Dwelling Unit	11.36	8.00	142	11.43
Trailer Court	0.11	0.55	21	-6.96
	80.08	75.40		

LENGTH OF RESIDENCE	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
1 Year or less at Address	6.75	6.71	101	0.17
1 - 2 Years at Address	7.56	5.99	126	5.59
3 - 5 Years at Address	19.01	14.58	130	10.61
6 - 10 Years at Address	21.95	19.05	115	6.39
11 - 15 Years at Address	20.44	18.93	108	3.37
16 - 20 Years at Address	11.13	12.98	86	-4.99
21 - 25 Years at Address	5.86	7.67	76	-6.33
25 + Years at Address	7.30	14.08	52	-18.91
	100.0	100.0		

HOME VALUE	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Less Than \$ 75k Home Value	1.21	5.58	22	-19.15
\$ 75k - \$ 99k Home Value	1.10	5.74	19	-20.15
\$100k - \$124k Home Value	1.83	7.64	24	-21.79
\$125k - \$149k Home Value	2.60	8.08	32	-19.56
\$150k - \$174k Home Value	3.48	8.44	41	-16.95
\$175k - \$199k Home Value	3.13	7.60	41	-16.07
\$200k - \$249k Home Value	7.25	11.72	62	-12.58
\$250k - \$299k Home Value	7.66	9.69	79	-6.01
\$300k - \$499k Home Value	27.32	21.35	128	11.79
\$500k + Home Value	44.44	14.16	314	57.84
	100.0	100.0		

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
DATA NAVIGATION ANALYSIS

MISC OVERLAY DATA	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Early Internet Adopter	58.27	28.93	201	59.07
Grandparent in Household	0.98	1.81	54	-6.84
Heavy Internet User	52.58	27.75	189	50.69
High Tech Household	63.97	53.59	119	20.76
Work at Home	1.93	1.48	130	3.47

CUSTOMER INTEREST DATA	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Boating-Sailing Interest	6.53	7.02	93	-1.91
Stocks and Bonds Interest	14.64	6.88	213	25.70
Camping Interest	4.32	8.85	49	-17.45
Auto Enthusiast Interest	18.77	23.40	80	-11.12
Cats Interest	4.67	9.12	51	-16.80
Stamps-Coins Interest	0.62	1.24	50	-6.12
Collectibles Interest	9.39	16.61	57	-20.66
Cooking Interest	39.55	34.63	114	10.10
Home Decorating Interest	28.00	26.14	107	4.16
Dogs Interest	6.54	12.69	52	-19.96
Fishing Interest	8.29	14.15	59	-17.88
Gambling Interests	2.73	4.71	58	-10.02
Gardening Interest	22.84	24.85	92	-4.65
Golfing Interest	16.31	14.40	113	5.29
Gourmet Cooking Interest	30.48	17.96	170	29.49
Handicrafts Interest	13.45	23.61	57	-25.23
Health and Fitness Interest	28.07	32.58	86	-9.64
Hunting Interest	4.74	8.85	54	-15.64
Investing Interest	10.56	12.15	87	-4.93
Dieting-Weight Loss Interest	8.94	17.33	52	-23.81
Magazine Reading Interest	46.67	40.60	115	12.11
Outdoors Interest	22.88	28.16	81	-11.87
Computers Interest	23.17	21.53	108	3.89
Pets Interest	8.49	15.95	53	-21.85
Photography Interest	11.96	11.75	102	0.66
Sweepstakes Interest	14.31	21.60	66	-18.43
Foreign Travel Interest	3.91	4.39	89	-2.39
Domestic Travel Interest	34.59	35.73	97	-2.35
Home Workshop Interest	7.80	12.93	60	-16.24

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
DATA NAVIGATION ANALYSIS

LIFESTYLES AND HOBBIES	--- CUSTOMER FILE --	-- M-GEN DATABASE --	INDEX	Z-SCORE
	% of Total	% of Total		
Auto Racing Lifestyle	1.10	4.14	27	-17.67
Automobiles Lifestyle	8.55	9.33	92	-2.70
Aviation Lifestyle	0.60	0.25	236	5.48
Bargain Shopping Lifestyle	5.60	4.13	136	6.87
Bible-Devotional Lifestyle	3.95	6.75	59	-11.97
Birds-Birdwatching Lifestyle	1.40	3.38	42	-12.21
Business Owner Lifestyle	8.58	4.73	181	15.73
Collectibles Lifestyle	7.54	13.97	54	-19.90
College Alumni Lifestyle	0.01	0.01	79	-0.19
Computer Owner Lifestyle	5.23	5.21	101	0.13
Cooking-Gourmet Lifestyle	19.15	7.10	270	36.94
Cooking-General Lifestyle	16.97	14.57	117	6.56
Crafts-Crochet Lifestyle	0.02	0.02	119	0.23
Crafts-General Lifestyle	6.37	10.22	62	-13.49
Crafts-Knitting Lifestyle	1.31	3.95	33	-15.48
Crafts-Needlepoint Lifestyle	0.03	0.03	79	-0.38
Crafts-Quilt Lifestyle	0.85	2.35	36	-11.21
Crafts-Sewing Lifestyle	0.82	1.70	48	-7.49
Culture-Arts Lifestyle	2.97	2.84	105	0.79
Current Events Lifestyle	10.58	4.82	220	22.25
Health-Dieting Lifestyle	6.70	14.46	46	-24.05
Do-It-Yourself Lifestyle	4.31	5.78	75	-6.53
Philanthropy Lifestyle	11.90	12.99	92	-3.26
Self Importance Lifestyle	0.25	0.51	49	-4.00
Equestrian Lifestyle	0.17	0.23	75	-1.22
Family Lifestyle	19.62	17.29	113	5.97
Health-Fitness Lifestyle	5.85	6.81	86	-3.87
Gambling Lifestyle	1.28	3.34	38	-12.91
Games Lifestyle	1.08	2.29	47	-8.97
Gardening Lifestyle	15.15	10.76	141	13.12
Gift Giver Lifestyle	21.20	8.50	249	36.80
Health-General Lifestyle	12.99	12.93	100	0.18
History-General Lifestyle	1.89	2.44	77	-3.67
History-American Lifestyle	1.26	1.70	74	-3.53
Home Decorating Lifestyle	19.54	12.07	162	20.70
Home Office Lifestyle	4.57	6.24	73	-7.18
Inspiration Lifestyle	1.45	1.69	86	-1.90
Finance Personal Lifestyle	6.45	6.56	98	-0.43
Finance Money Making Lifestyle	2.71	3.39	80	-3.83
Motorcycles Lifestyle	1.11	1.51	73	-3.47
Music Lifestyle	6.10	7.84	78	-6.66
Finance Stocks-Bonds Lifestyle	0.00	0.00	0	
Stamps-Coins Lifestyle	0.00	0.00	0	
Trucks Lifestyle	10.68	14.04	76	-9.97
Travel-Foreign Lifestyle	0.00	0.00	0	

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
DATA NAVIGATION ANALYSIS

LIFESTYLES AND HOBBIES	--- CUSTOMER FILE ---		-- M-GEN DATABASE --	
	% of Total	% of Total	INDEX	Z-SCORE
Baseball Lifestyle	2.69	7.05	38	-19.12
Basketball Lifestyle	2.30	6.18	37	-18.14
Boating-Sailing Lifestyle	3.52	3.60	98	-0.45
Reading Books Lifestyle	5.59	9.07	62	-12.85
Camping Lifestyle	2.75	5.89	47	-14.69
Cats Lifestyle	3.00	6.54	46	-15.77
Dog Lifestyle	4.28	8.88	48	-17.68
Fishing Lifestyle	2.58	3.66	70	-6.05
Football Lifestyle	3.35	8.91	38	-21.87
Golf Lifestyle	5.17	6.94	74	-7.24
Hockey Lifestyle	1.40	2.57	55	-7.98
Hunting-Fishing Lifestyle	2.97	3.59	83	-3.38
Hunting Lifestyle	2.20	3.00	73	-4.90
Reading Magazines Lifestyle	32.79	22.18	148	23.80
Reading Non-Fiction Lifestyle	0.10	0.38	26	-5.30
Coastal Living Lifestyle	1.60	1.30	124	2.58
Outdoors Lifestyle	7.25	8.57	85	-4.77
Pets Lifestyle	4.16	7.43	56	-13.44
Photo Enthusiast Lifestyle	2.90	2.63	110	1.61
Photo Processing Lifestyle	3.93	2.86	137	5.95
Political Liberal Lifestyle	0.82	1.20	68	-3.67
Political Conservative Lifestyle	0.89	1.15	77	-2.54
Reading-General Lifestyle	35.76	26.53	135	19.87
Farming Rural Lifestyle	0.21	0.59	35	-5.74
Science Lifestyle	1.75	1.03	170	6.29
Reading SciFi Lifestyle	0.20	0.38	52	-3.24
Seniors Lifestyle	1.76	2.73	65	-6.30
Ski Lifestyle	2.03	2.38	85	-2.37
Soccer Lifestyle	0.30	0.09	339	5.03
Sports Lifestyle	7.62	9.79	78	-7.50
Sweepstakes Lifestyle	1.69	3.18	53	-9.21
Tennis Lifestyle	0.60	0.71	86	-1.23
Tobacco Lifestyle	1.14	1.45	78	-2.71
Travel-General Lifestyle	17.44	18.33	95	-2.29
Travel-Cruise Lifestyle	4.29	8.91	48	-17.73
Travel-RV Lifestyle	7.27	7.78	93	-1.91
Travel-Domestic Lifestyle	9.96	8.71	114	4.25
TV Movies Lifestyle	3.18	4.06	78	-4.56
Wildlife Lifestyle	5.23	5.44	96	-0.90

REVOLVING CREDIT SCORE	--- CUSTOMER FILE ---		-- M-GEN DATABASE --	
	% of Total	% of Total	INDEX	Z-SCORE
Most Likely Credit Revolver	9.96	22.51	44	-29.25
Very Likely Credit Revolver	16.43	21.93	75	-12.25
Likely Credit Revolver	22.62	19.94	113	5.83
Not Likely Credit Revolver	27.10	19.64	138	15.80
Least Likely Credit Revolver	23.89	15.97	150	17.83
	100.0	100.0		

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
DATA NAVIGATION ANALYSIS

CENSUS REGION	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
New England Region	7.64	5.97	128	6.65
Middle Atlantic Region	19.66	14.45	136	13.87
East North Central Region	12.25	15.77	78	-9.90
West North Central Region	4.06	7.27	56	-13.31
South Atlantic Region	17.94	19.25	93	-3.31
East South Central Region	2.49	5.44	46	-14.35
West South Central Region	6.28	9.40	67	-11.24
Mountain Region	7.50	7.13	105	1.42
Pacific Region	22.17	15.20	146	17.96
	99.99	99.87		

STATE SUBSETS	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Massachusetts: Boston Metro	2.52	1.76	143	5.25
Massachusetts: Other MA	0.82	0.85	97	-0.30
New York: NYC Metro Area	10.38	4.00	260	25.64
New York: Upstate	1.52	2.57	59	-7.14
Pennsylvania: Pitts Metro	0.44	0.54	82	-1.38
Pennsylvania: Philly Metro	0.91	0.88	103	0.28
Pennsylvania: Rest of PA	2.09	3.10	67	-6.16
Virginia: DC Suburbs	1.87	0.92	202	8.28
Virginia: Rest of VA	1.46	2.00	73	-4.05
Florida: Southern	2.87	2.06	140	5.28
Florida: North	0.88	1.21	73	-3.13
Florida: Central	2.23	2.56	87	-2.11
Illinois: Chicago Metro	4.51	3.01	150	7.99
Illinois: Rest of IL	0.85	1.38	61	-4.88
Texas: Dallas Metro	1.50	1.83	82	-2.49
Texas: Houston Metro	1.60	1.52	105	0.65
Texas: San Antonio Metro	0.35	0.63	55	-3.85
Texas: Austin Metro	0.53	0.55	95	-0.35
Texas: Rest of TX	0.74	1.85	40	-9.24
California: Southern	8.56	5.62	152	11.57
California: Central	0.76	0.70	109	0.75
California: Northern	7.73	4.36	177	14.42

NIelsen COUNTY CODE	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Nielsen County Size A	58.38	40.83	143	31.12
Nielsen County Size B	25.64	30.85	83	-10.19
Nielsen County Size C	10.82	14.72	74	-10.20
Nielsen County Size D	5.16	13.60	38	-24.66
	100.0	100.0		

COMPANY XYZ GOOD CUSTOMER MATCH MODEL
DATA NAVIGATION ANALYSIS

STATE	--- CUSTOMER FILE --- % of Total	-- M-GEN DATABASE -- % of Total	INDEX	Z-SCORE
Alabama	0.47	1.48	32	-9.60
Alaska	0.30	0.23	129	1.32
Arizona	2.01	1.98	102	0.26
Arkansas	0.35	0.74	47	-5.05
California	17.05	10.67	160	18.65
Colorado	2.30	1.88	123	2.97
Connecticut	2.53	1.48	171	7.64
Delaware	0.31	0.34	93	-0.38
District of Columbia	1.01	0.32	318	8.94
Florida	5.98	5.82	103	0.67
Georgia	2.41	2.74	88	-2.03
Hawaii	0.61	0.31	195	4.50
Idaho	0.47	0.53	89	-0.82
Illinois	5.36	4.39	122	4.50
Indiana	1.20	2.01	60	-6.17
Iowa	0.53	1.07	50	-5.68
Kansas	0.50	1.03	49	-5.78
Kentucky	0.55	1.33	42	-7.57
Louisiana	0.64	1.27	50	-6.17
Maine	0.43	0.56	77	-1.77
Maryland	2.19	2.42	91	-1.49
Massachusetts	3.34	2.61	128	4.28
Michigan	2.25	3.44	65	-6.95
Minnesota	1.30	1.85	70	-4.31
Mississippi	0.30	0.72	41	-5.68
Montana	0.41	0.45	91	-0.64
Missouri	1.18	2.13	55	-7.17
Nebraska	0.33	0.72	46	-5.08
Nevada	0.96	0.76	125	2.08
New Hampshire	0.58	0.62	93	-0.55
New Jersey	4.32	3.36	129	5.01
New Mexico	0.57	0.50	114	0.97
New York	11.90	6.57	181	18.75
North Carolina	1.69	2.73	62	-6.83
North Dakota	0.08	0.23	36	-3.52
Ohio	2.24	3.86	58	-9.04
Oklahoma	0.57	1.01	56	-4.77
Oregon	1.31	1.51	86	-1.70
Pennsylvania	3.44	4.52	76	-5.40
Rhode Island	0.42	0.34	120	1.15
South Carolina	0.75	1.31	57	-5.34
South Dakota	0.14	0.24	57	-2.27
Tennessee	1.17	1.91	61	-5.75
Texas	4.72	6.38	74	-7.05
Utah	0.50	0.78	65	-3.30
Virginia	3.33	2.93	114	2.29
Vermont	0.34	0.34	99	-0.08
Washington	2.89	2.46	117	2.65
Wisconsin	1.20	2.07	58	-6.58
West Virginia	0.28	0.65	42	-5.23
Wyoming	0.28	0.25	109	0.45
	99.99	99.87		