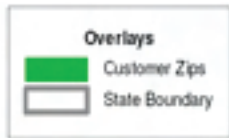


Overall Geographic Breakdown as a Percent of List



Overview

This report was created to provide the user with as much valuable information as possible in a very economic fashion. This customer profile can help to better help to target your prospect lists to increase your response rates and sales. After reviewing these reports, you can decide how best to use fmi direct, inc. to target your prospects and customers. The results in this profile can help you assess how well the selected target performed.

If you would like additional information, or have questions, please contact Lisa Formica at 215.464.0111.

Executive Overview

Household:		Age Range:		Income:		Ethnicity:	
Female	39.1%	Under 30	10.4%	Under \$30K	7.7%	African American	2.8%
Male	60.9%	30 - 44	32.0%	\$31K - \$69K	33.8%	Asian	19.8%
Married	65.8%	45 - 64	45.5%	\$70K - \$99K	26.5%	Hispanic	7.4%
Kids	23.7%	65 & Over	12.2%	\$100k & Up	31.9%	White	53.0%

% of Customer List (Age by Income)

Age	Under \$30K	\$30-\$49K	\$50-\$69K	\$70-\$99K	\$100K +	Totals
Under 30	1.1%	1.4%	2.0%	3.2%	2.5%	10.2%
30-39	1.2%	2.5%	3.1%	6.0%	6.4%	19.2%
40-54	2.2%	3.9%	5.8%	9.1%	19.3%	40.4%
55-64	1.3%	2.1%	3.1%	3.8%	7.7%	18.0%
65+	2.3%	1.8%	2.2%	2.4%	3.5%	12.2%
Totals	8.0%	11.7%	16.2%	24.5%	39.5%	100.0%