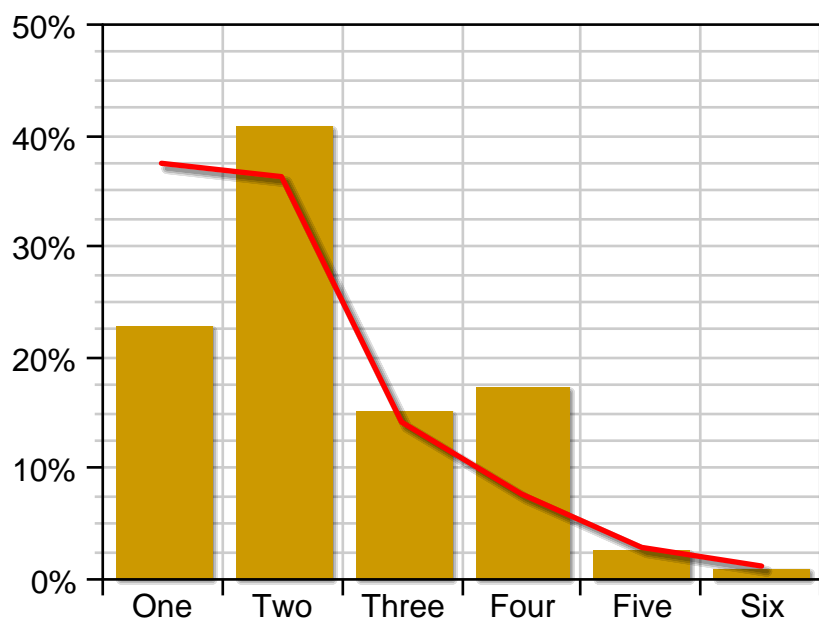


Profile Report - Salon Profile

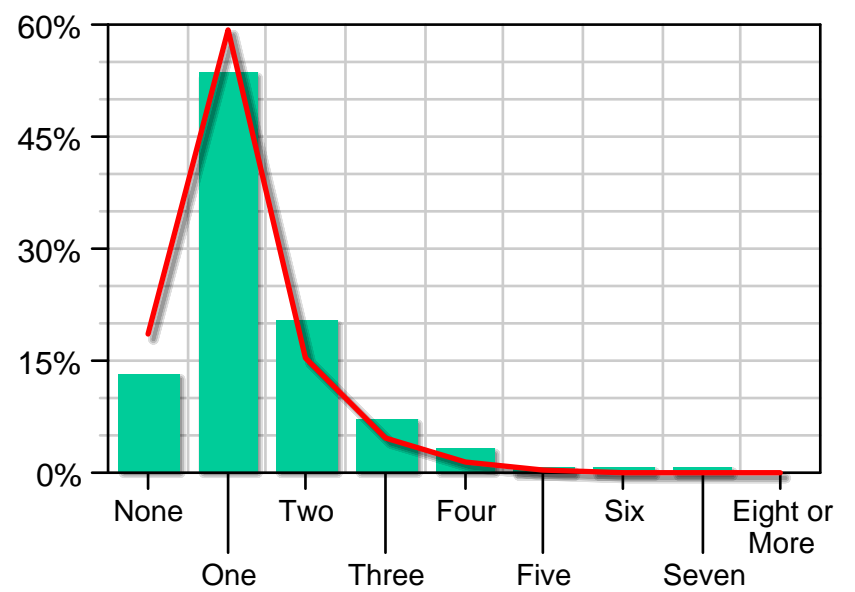
Customer File Name	Upload Date	Match Count
R_salon_patron_names_and_addresses(1).txt	12/11/08	184 of 225 names

Number of Adults (Red: State Average)



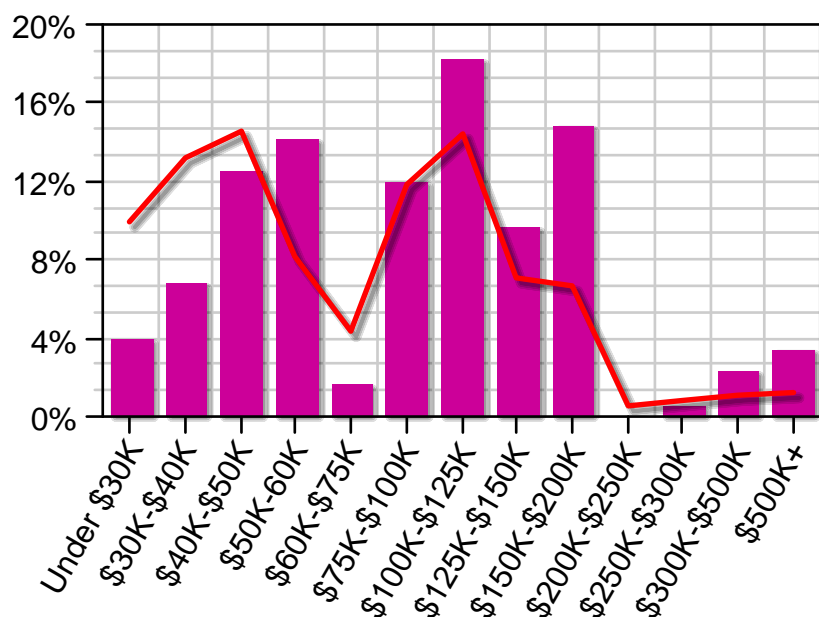
Number of Adults is "Two" for 40.76% of customers.

Total Number of Children (Red: State Average)



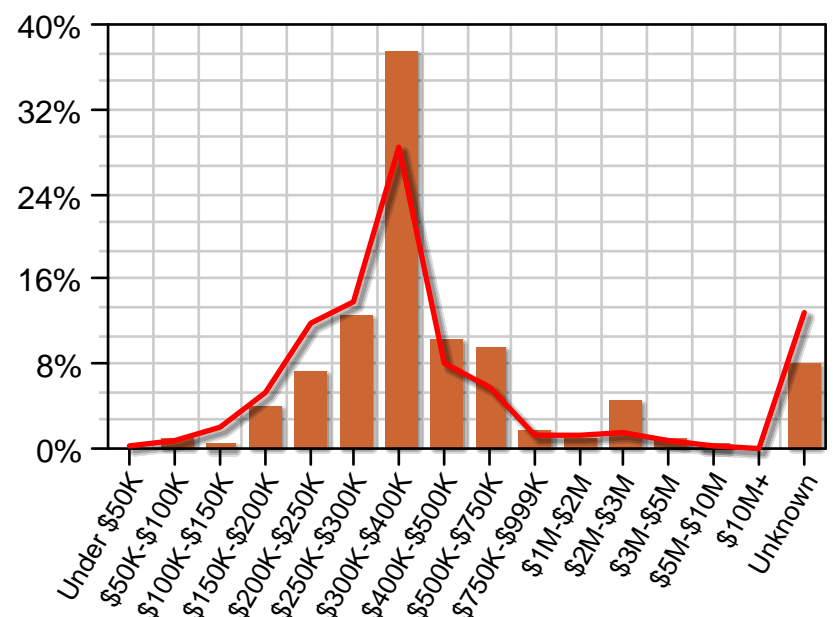
Total Number of Children is "One" for 53.54% of customers (based on the 69% of customers with known values).

Genalytics Income Range Code New (Red: State Average)



Genalytics Income Range Code New is "\$100K-\$125K" for 18.18% of customers.

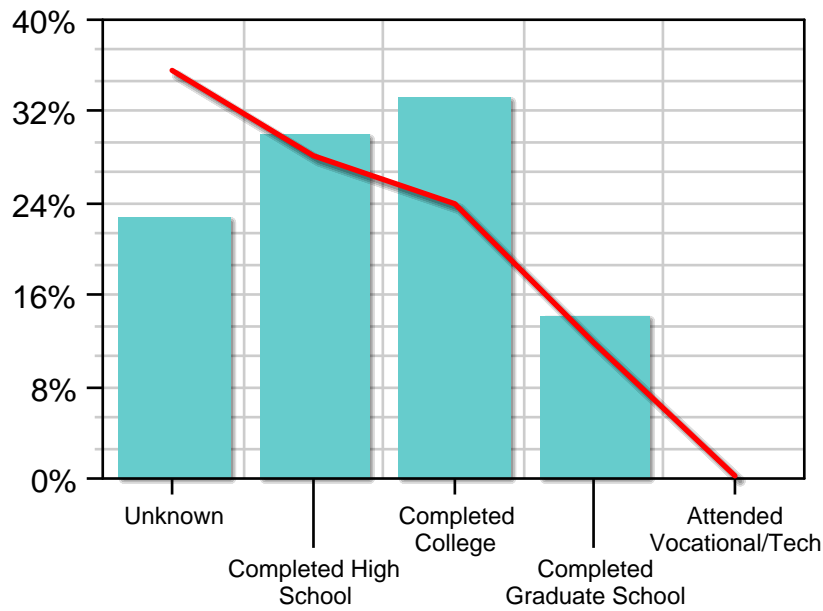
Genalytics Home Value Estimate - New (Red: State Average)



37.5% of customers have Genalytics Home Value Estimate - New of "\$300K-\$400K".

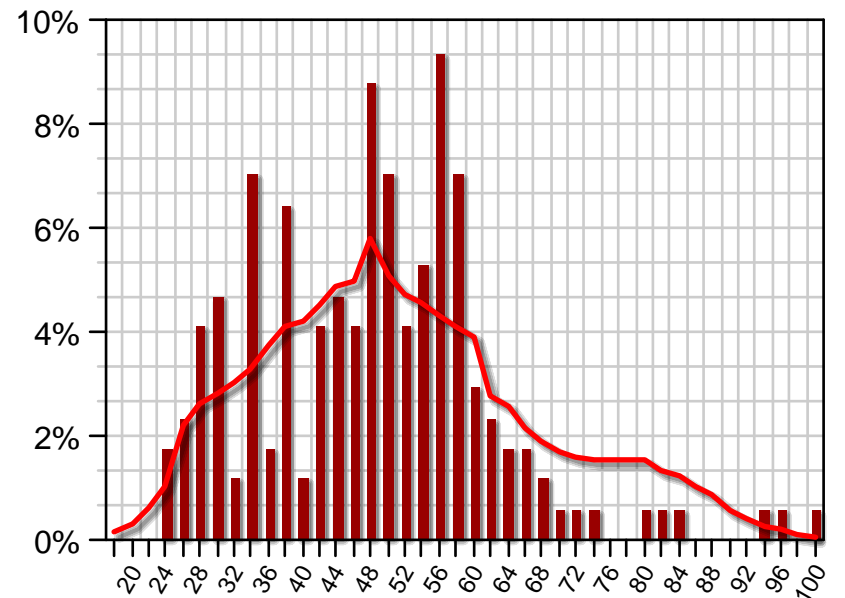
Profile Report - Salon Profile

Household Education Level (Red: State Average)



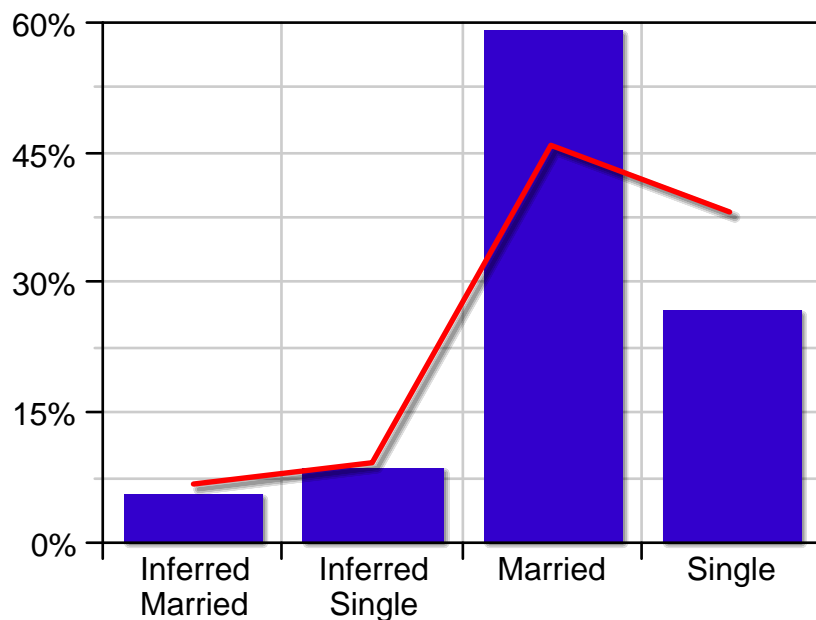
33.15% of customers have Household Education Level of "Completed College".

Head of Household Age (Red: State Average)



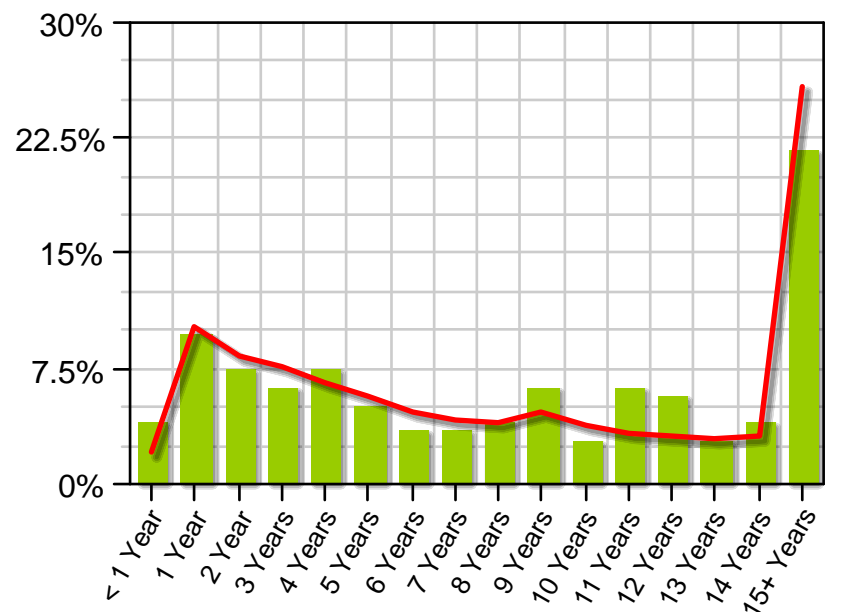
9.35% of customers have Head of Household Age of "56" (based on the 93% of customers with known values).

Marital Status (Red: State Average)



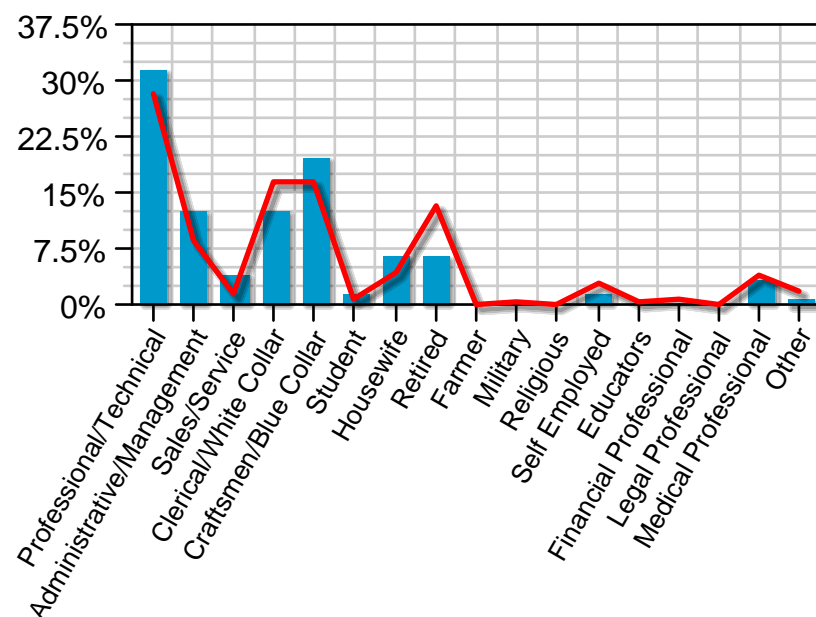
Marital Status is "Married" for 59.23% of customers.

Length of Residence (Red: State Average)



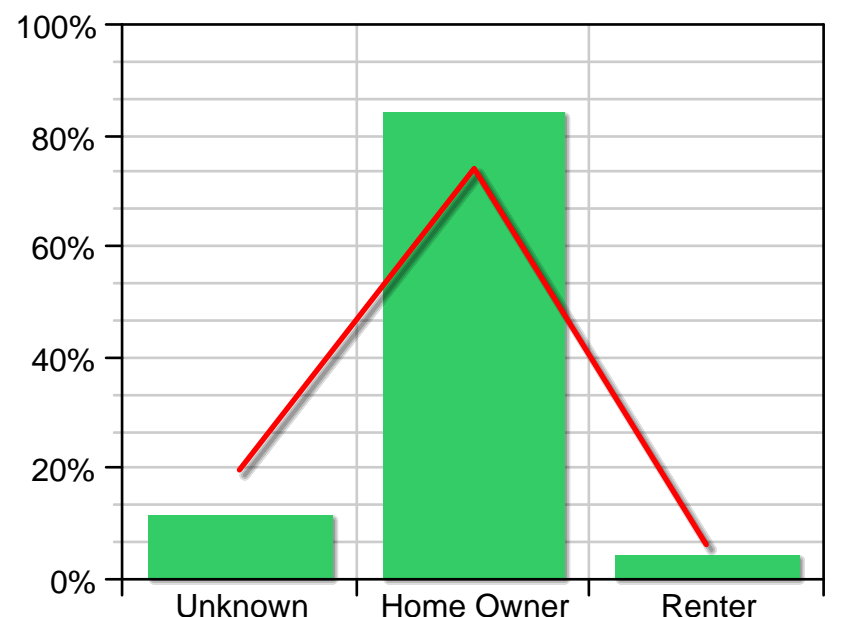
Length of Residence is "15+ Years" for 21.59% of customers (based on the 96% of customers with known values).

Head of Household Occupation (Red: State Average)



31.49% of customers have Head of Household Occupation of "Professional/Technical" (based on the 69% of customers with known values).

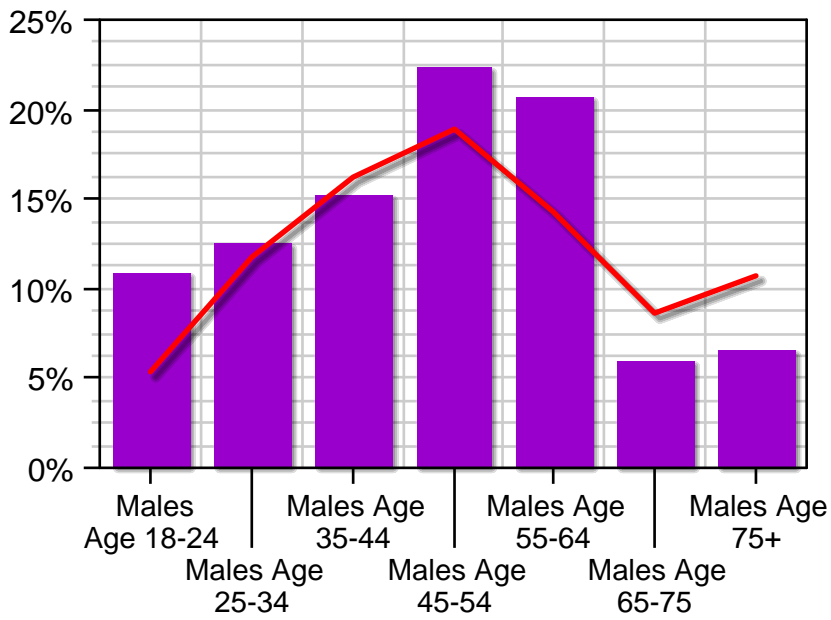
Home Owner Indicator (Red: State Average)



Home Owner Indicator is "Home Owner" for 84.23% of customers.

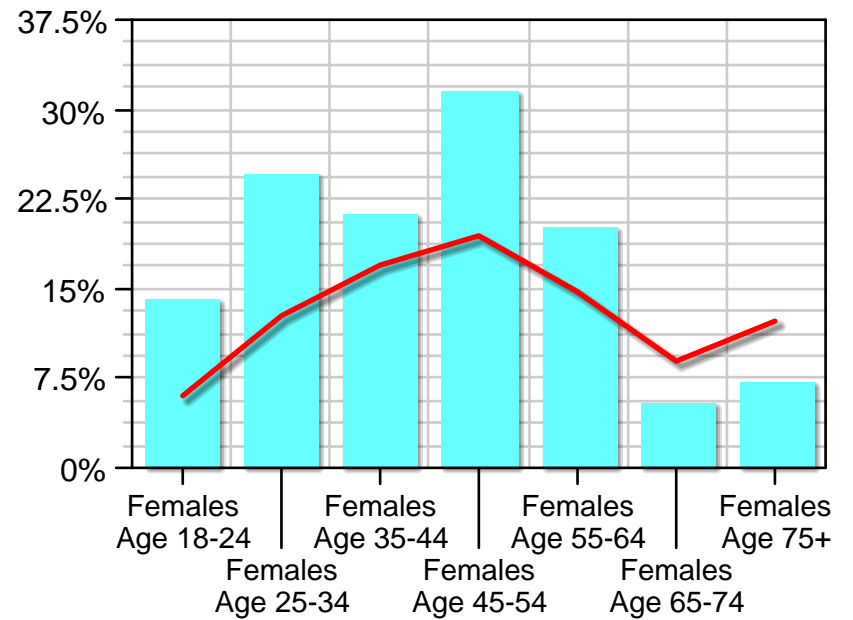
Profile Report - Salon Profile

Presence of Adults Male Age Bands (Red: State Average)



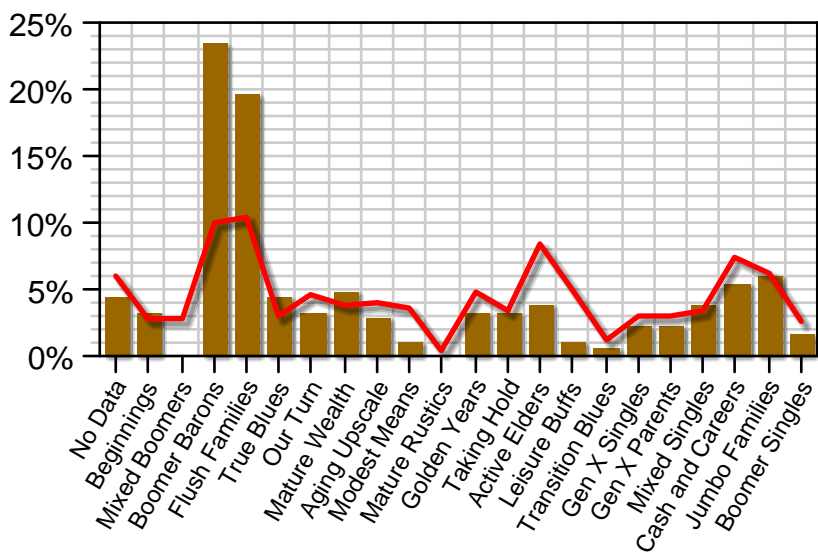
22.28% of customers have a Presence of Adults Male Age Bands category of Males Age 45-54.

Presence of Adults Female Age Bands (Red: State Average)



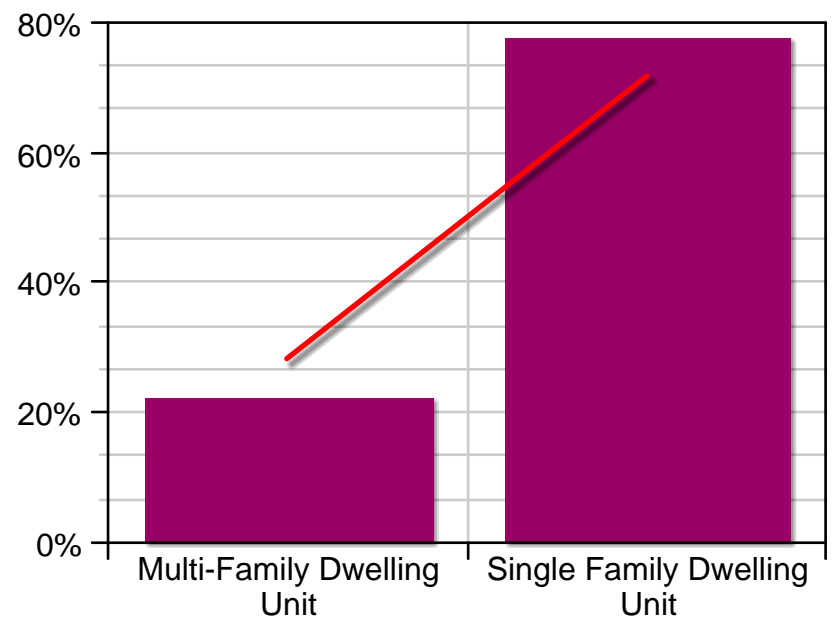
31.52% of customers have a Presence of Adults Female Age Bands category of Females Age 45-54.

Personicx Group Code - GA (Red: State Average)



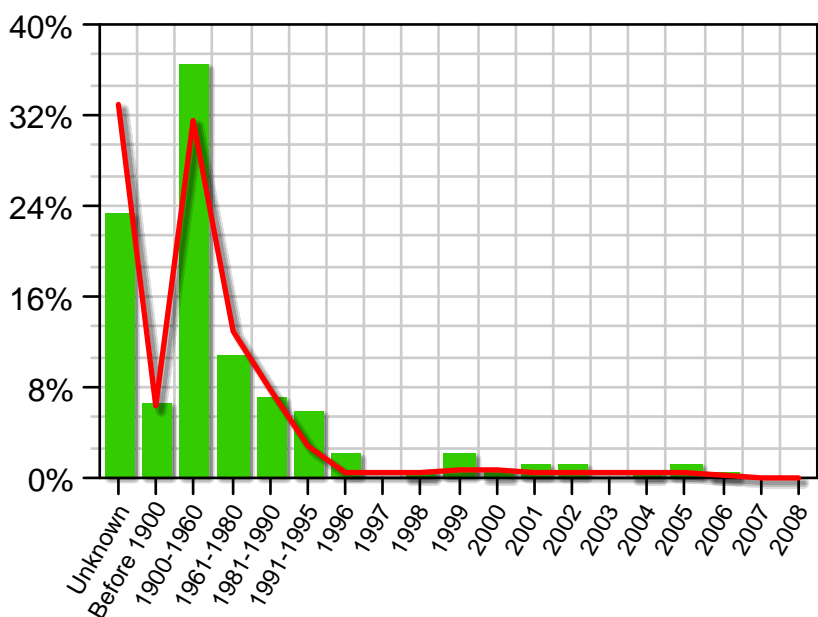
Personicx Group Code - GA is "Boomer Barons" for 23.36% of customers.

Home Structure Type (Red: State Average)



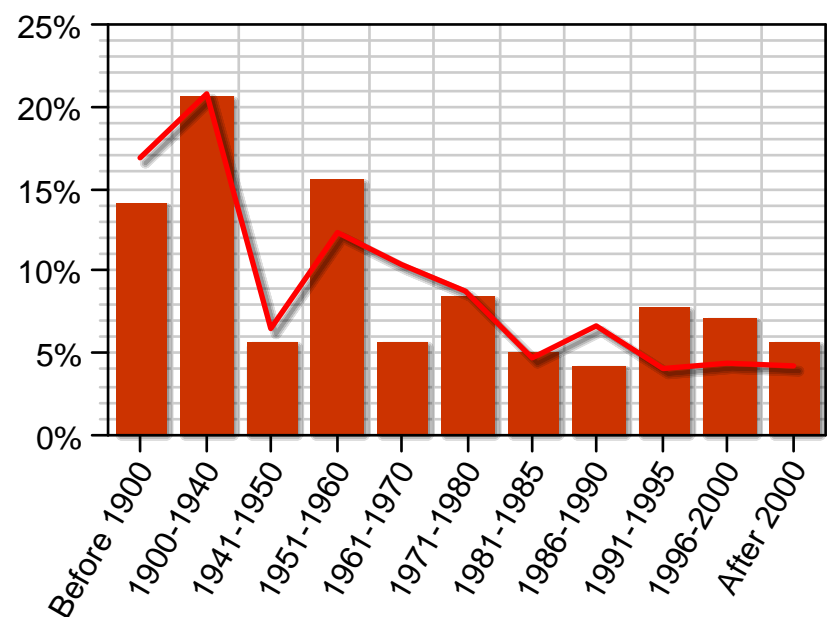
77.71% of customers have Home Structure Type of "Single Family Dwelling Unit".

Year Built Code (Red: State Average)



Year Built Code is "1900-1960" for 36.41% of customers.

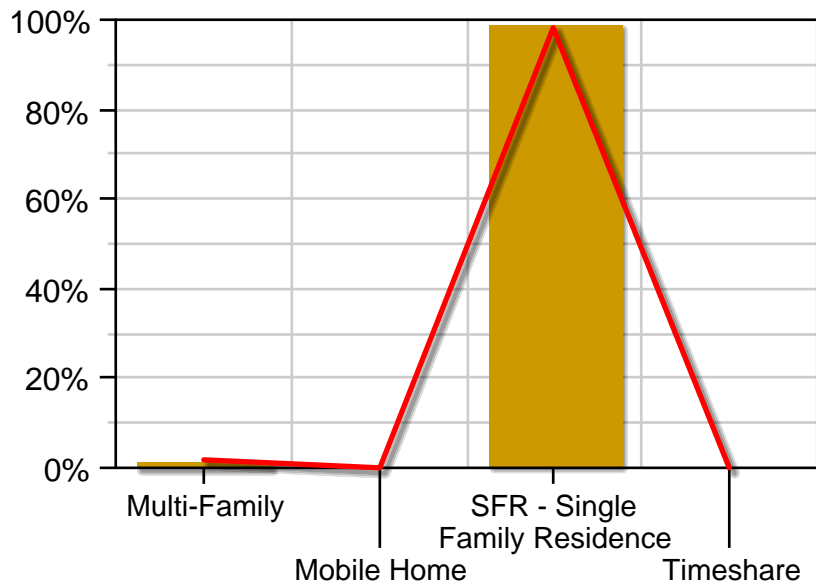
Year Home Built Range (Red: State Average)



Year Home Built Range is "1900-1940" for 20.56% of customers (based on the 77% of customers with known values).

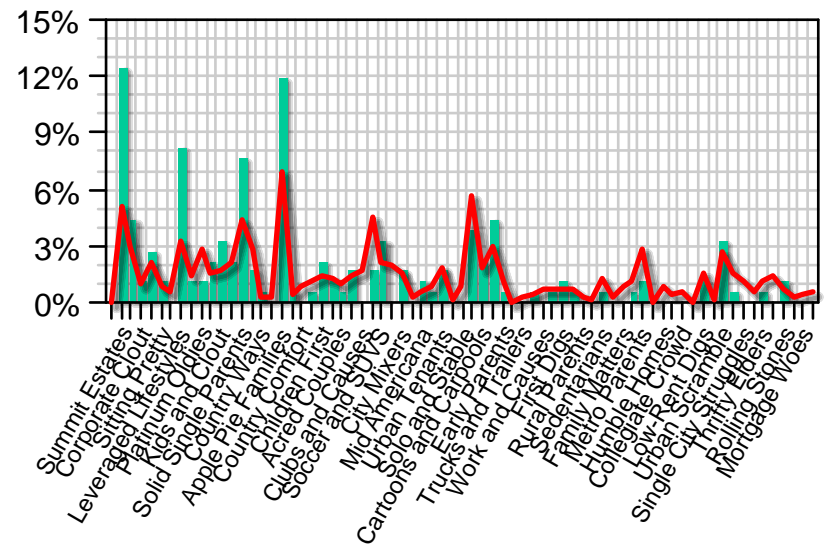
Profile Report - Salon Profile

Home Property Type (Red: State Average)



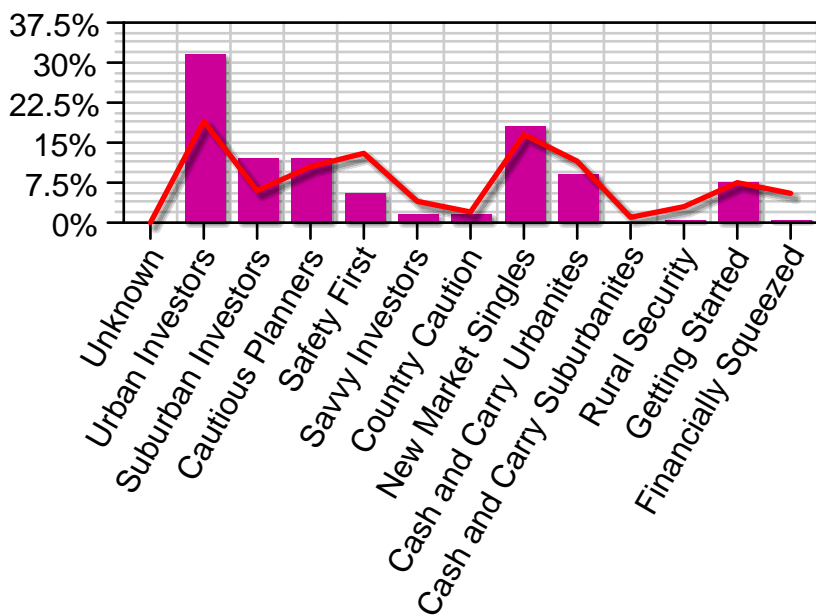
Home Property Type is "SFR - Single Family Residence" for 98.57% of customers (based on the 76% of customers with known values).

Personicx Cluster Code (Red: State Average)



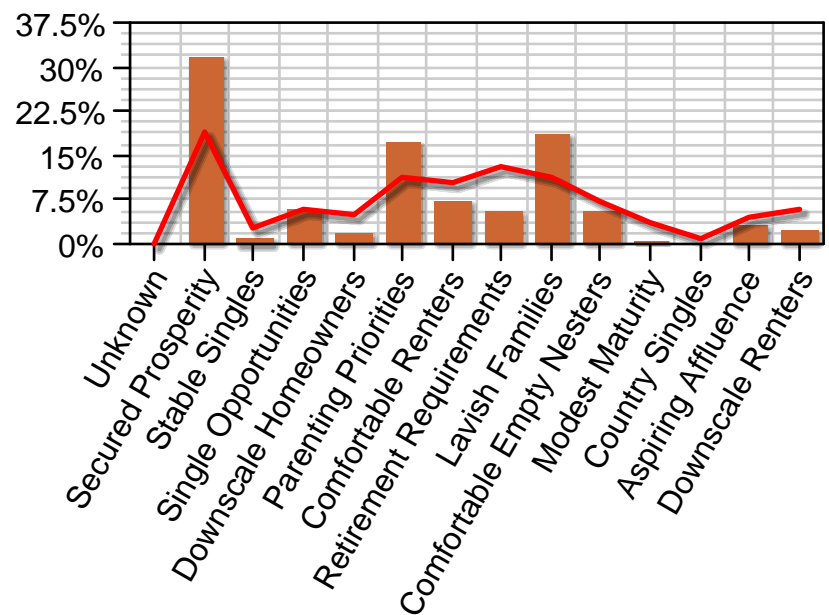
Personicx Cluster Code is "Summit Estates" for 12.5% of customers.

Personicx Financial Codes (Red: State Average)



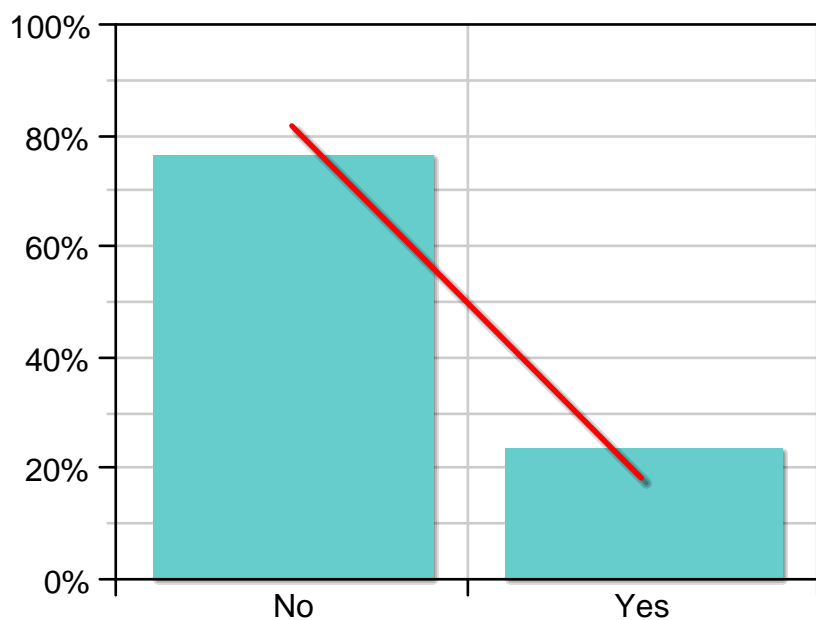
Personicx Financial Codes is "Urban Investors" for 31.52% of customers.

Personicx Insurance Codes (Red: State Average)



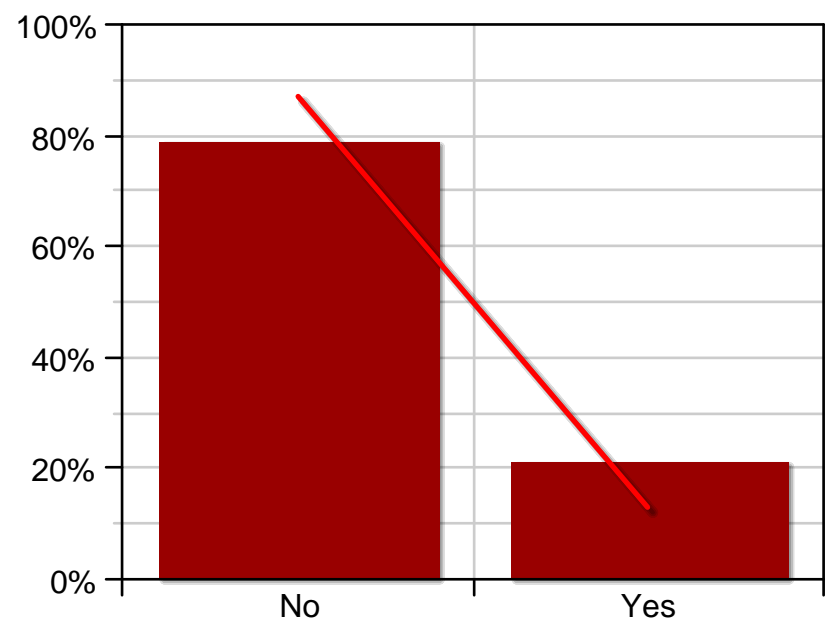
31.52% of customers have Personicx Insurance Codes of "Secured Prosperity".

Buys Health and Beauty (Red: State Average)



Buys Health and Beauty is "No" for 76.63% of customers.

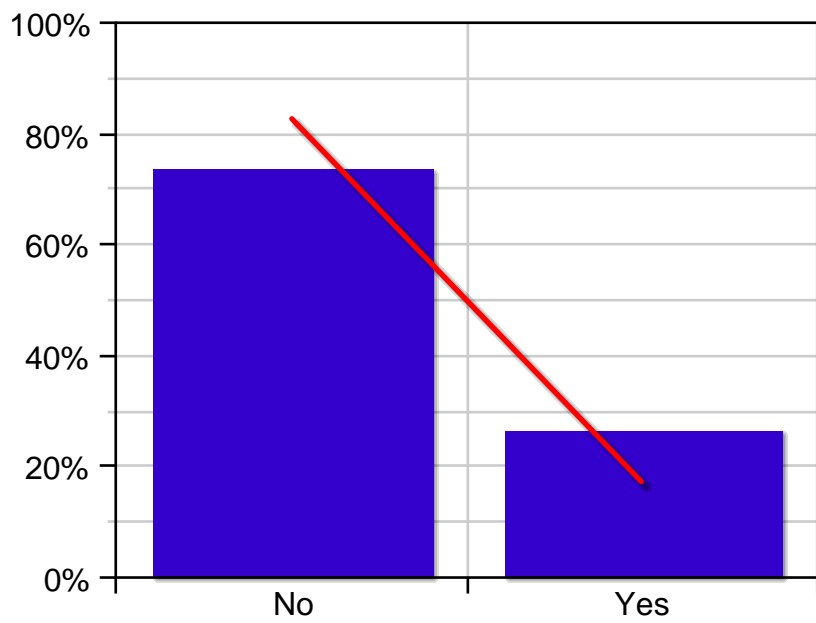
Buys Art (Red: State Average)



Buys Art is "No" for 78.8% of customers.

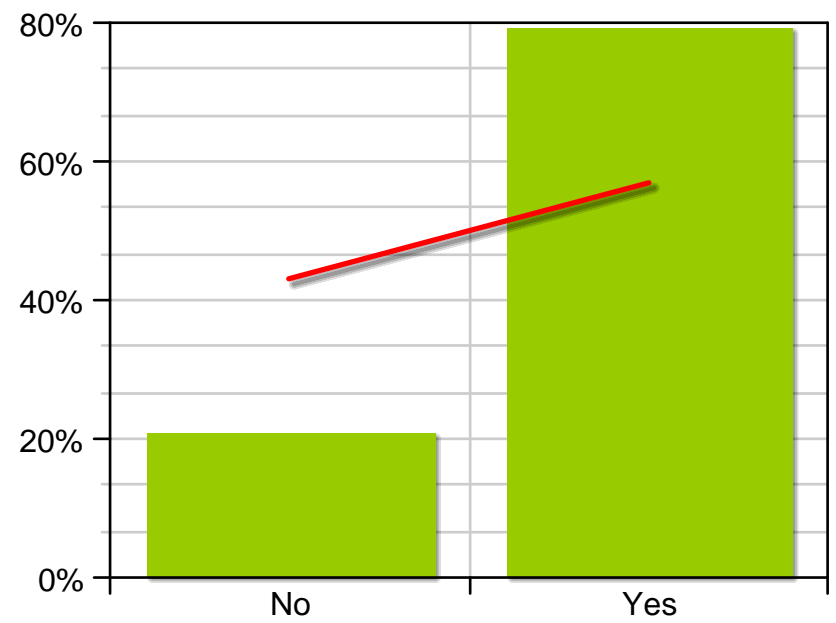
Profile Report - Salon Profile

Interest in Beauty/Cosmetics (Red: State Average)



Interest in Beauty/Cosmetics is "No" for 73.36% of customers.

Home Furnishing/Decorating (Red: State Average)



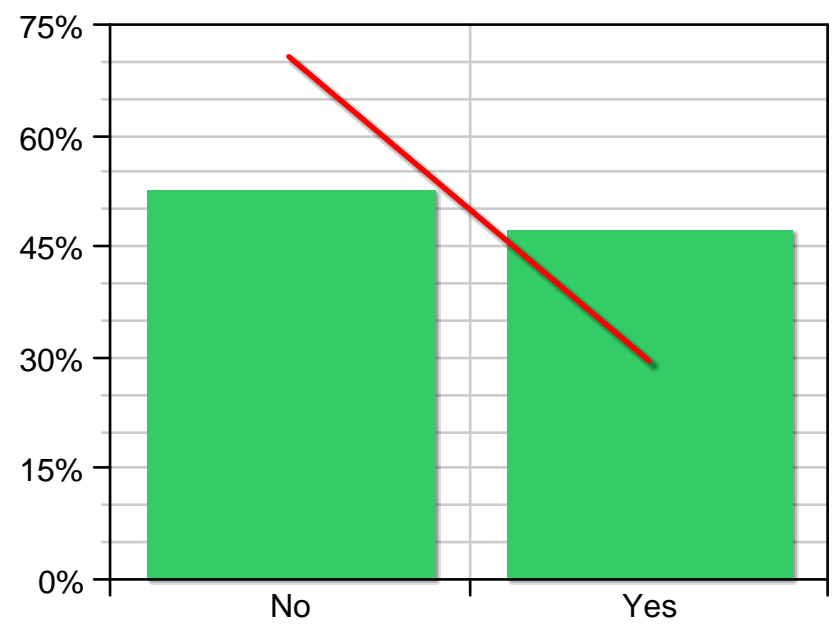
Home Furnishing/Decorating is "Yes" for 79.34% of customers.

Health and Exercise (Red: State Average)



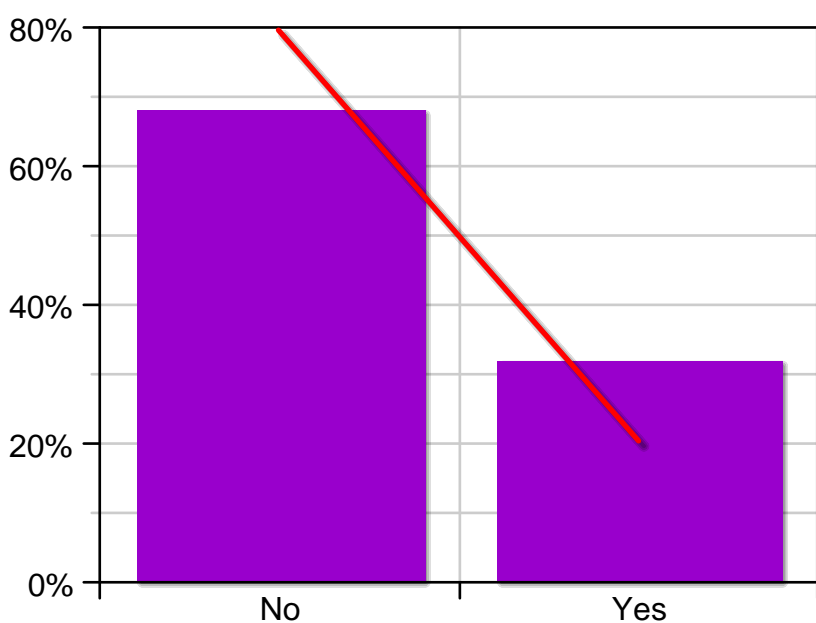
63.04% of customers have a Health and Exercise category of Exercise/Health Grouping.

Fashion (Red: State Average)



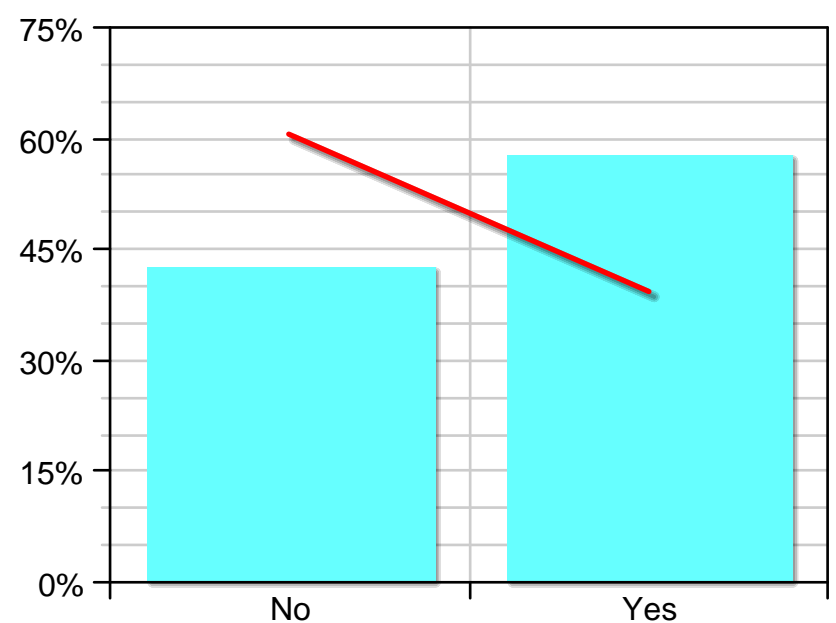
52.71% of customers have Fashion of "No".

Arts (Red: State Average)



67.93% of customers have Arts of "No".

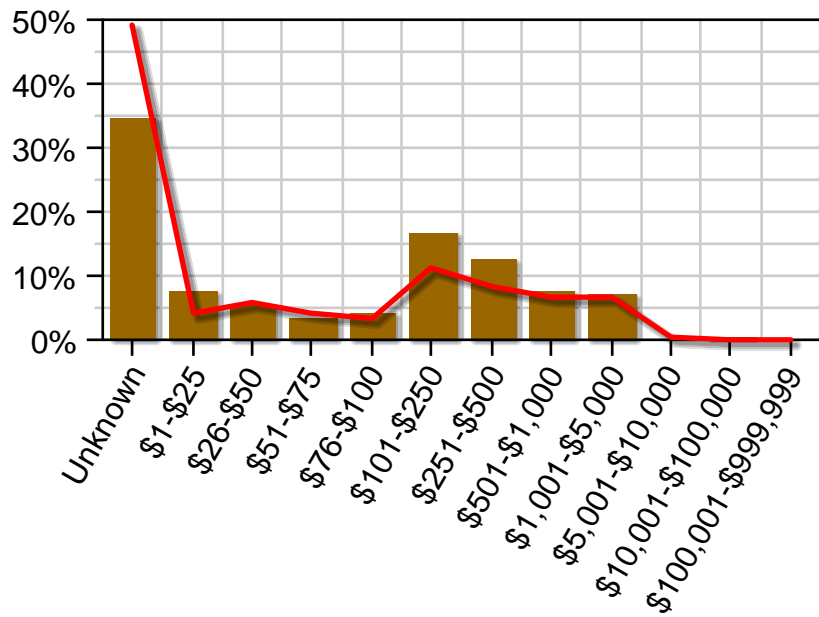
Gourmet Cooking (Red: State Average)



56.14% of customers have Gourmet Cooking of "Yes".

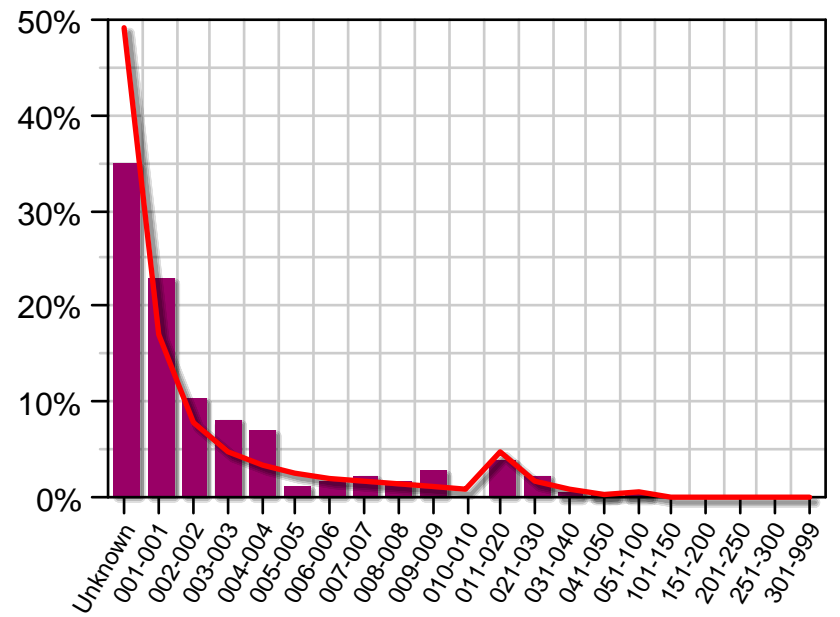
Profile Report - Salon Profile

Offline Dollars (Red: State Average)



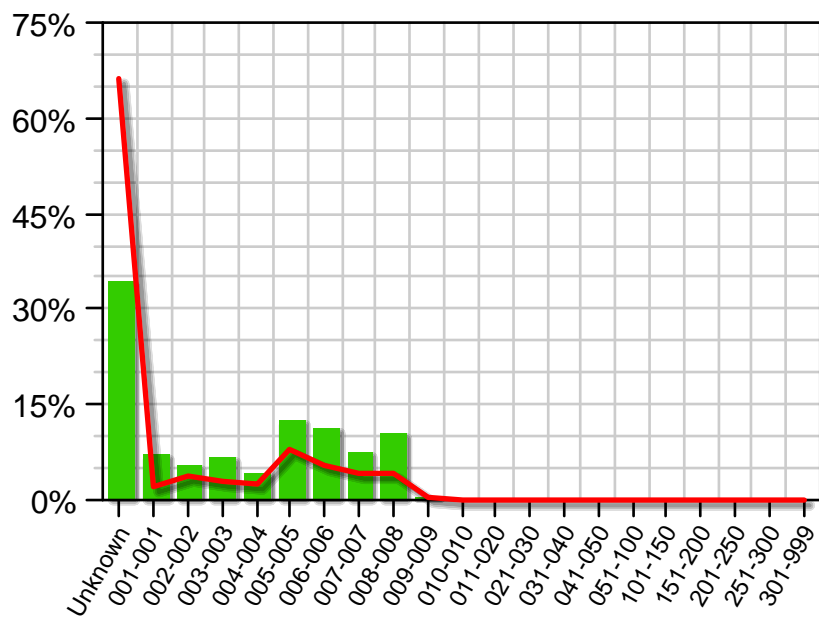
34.78% of customers have Offline Dollars of "Unknown".

Offline Orders (Red: State Average)



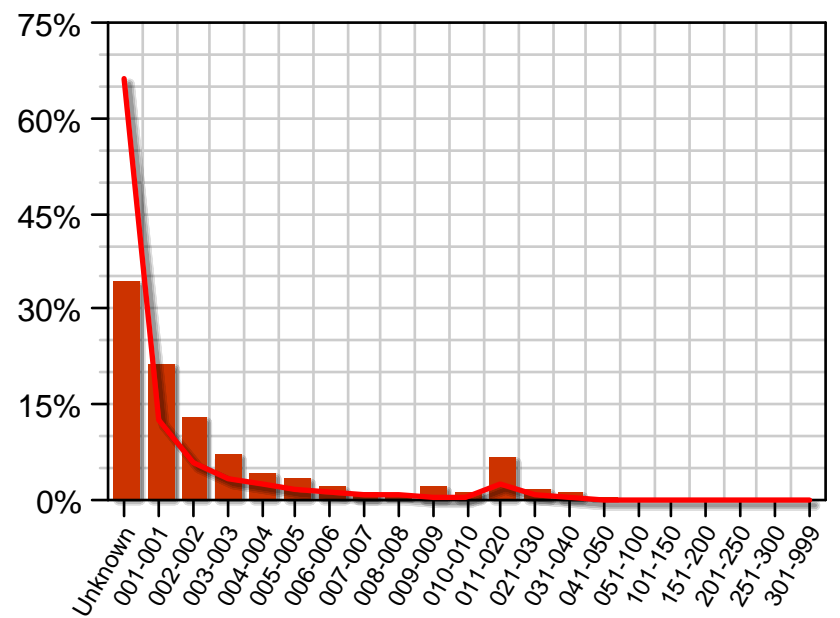
34.78% of customers have Offline Orders of "Unknown".

Online Dollars (Red: State Average)



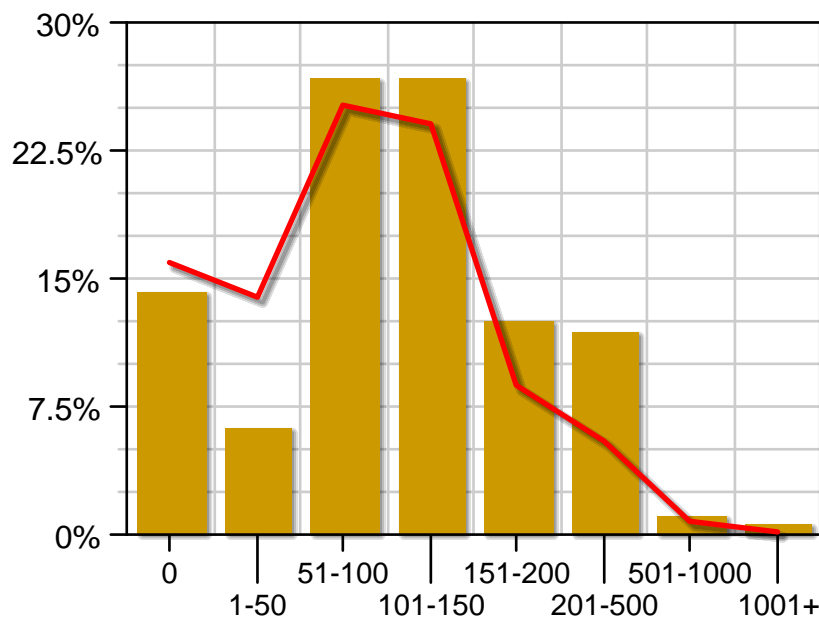
Online Dollars is "Unknown" for 34.23% of customers.

Online Orders (Red: State Average)



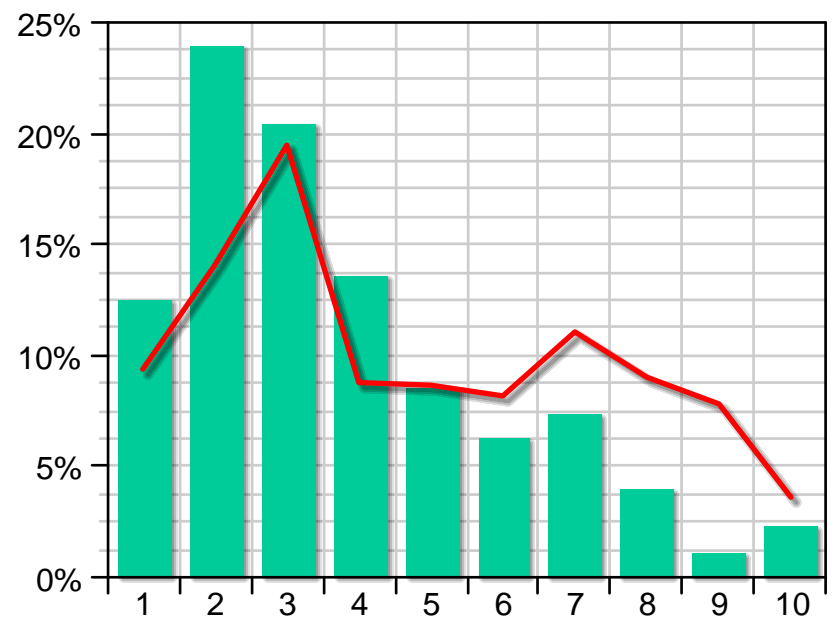
Online Orders is "Unknown" for 34.23% of customers.

Genalytics Discretionary Income Index Range (Red: State Average)



Genalytics Discretionary Income Index Range is "51-100 or 101-150" for 26.7% of customers.

Genalytics Vehicle Value Decile (Red: State Average)



Genalytics Vehicle Value Decile is "2" for 23.86% of customers (based on the 96% of customers with known values).