



Data Profile Analysis

prepared for

Arcamax

12/11/2012
Database Administrator: Scott Ross

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Overview

This Data Profile Analysis (DPA) can be used to better target customers and prospects for increased sales and response rates. It is intended to provide you with a valuable and economic tool to improve your marketing efforts.

This report was generated by overlaying your customer records with the extensive Carney enhancement file. The analysis appended demographic, buyer, interest and Carney Code segmentation data to your customer records. Your customer records were then compared to the average consumer. The differences between your customers and the average consumer are where we can identify the key characteristics of your customers. We can use those differences to better target your campaigns.

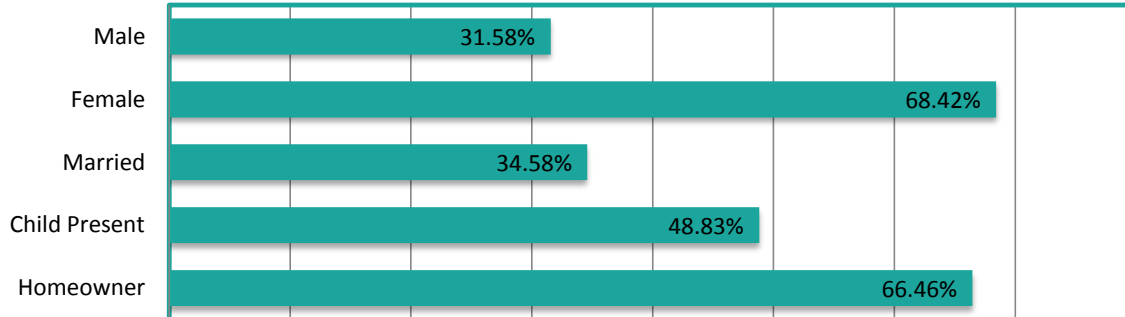
The advanced analysis and business intelligence gives you a detailed description of your customer database. These reports do not include the power of a predictive regression model to evaluate the relationship between all the data points to one another. However, this overlay is the first step to building a regression model. Please contact Scott Ross at Carney Direct Marketing if you have interest in a predictive regression model.

Analysis for Arcamax

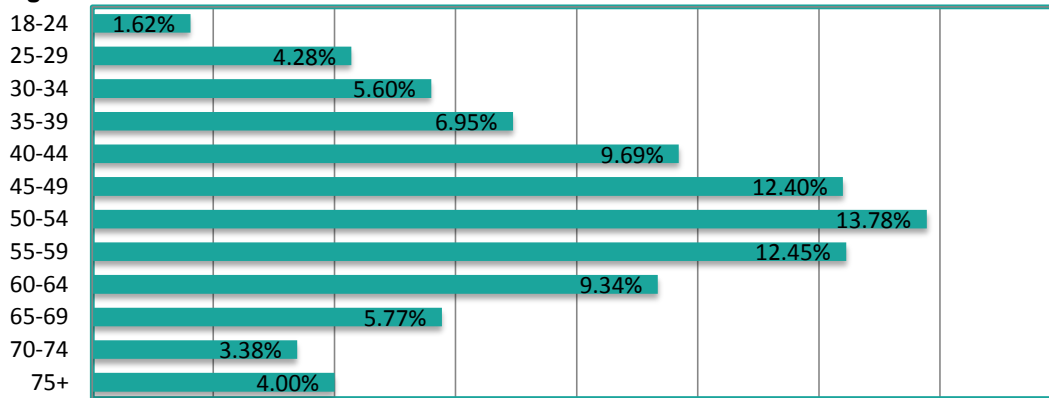
Data Profile Analysis - Summary



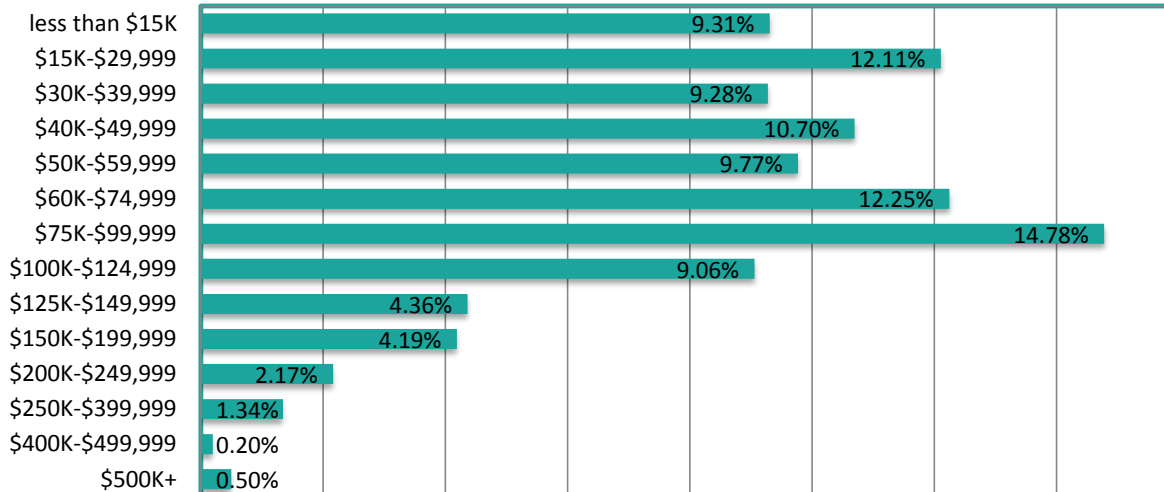
Carney Enhancement file 669,128,710
 Matches to Customer File 258,477



Age



Income

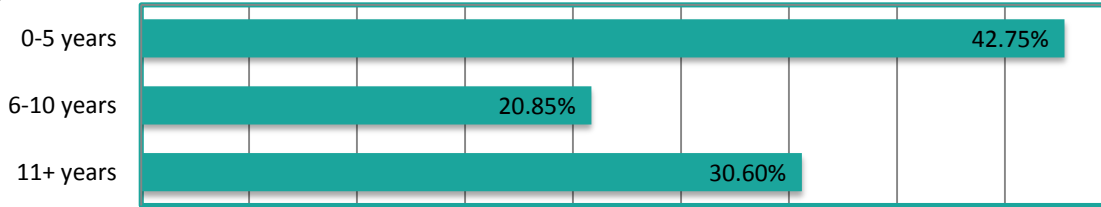


Analysis for Arcamax

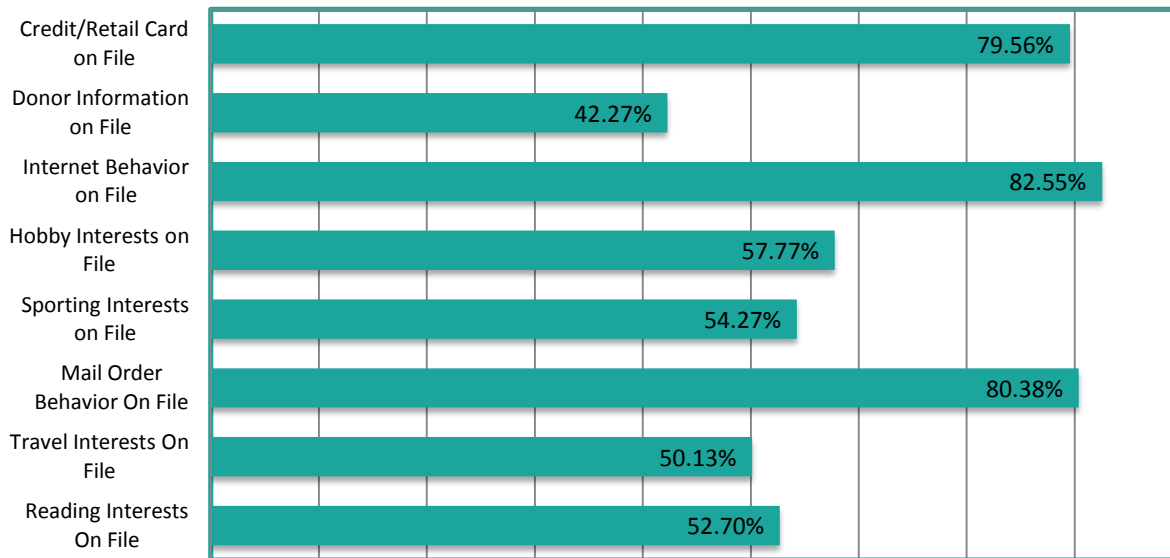
Data Profile Analysis - Summary



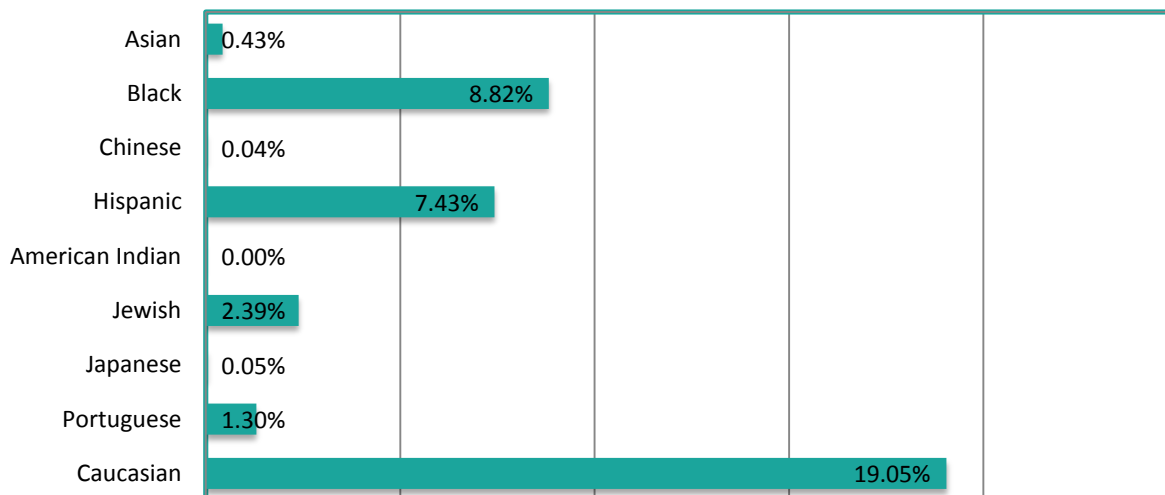
Length of Residence



Purchases and Interests



Ethnicity / Race

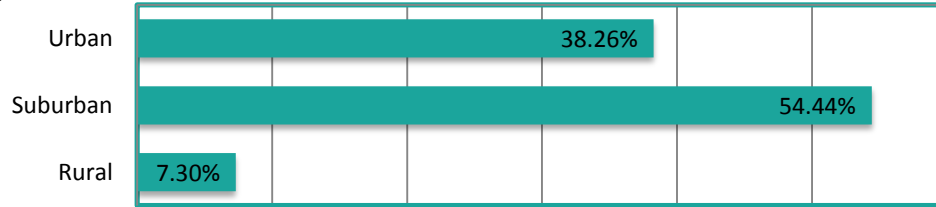


Analysis for Arcamax

Data Profile Analysis - Summary

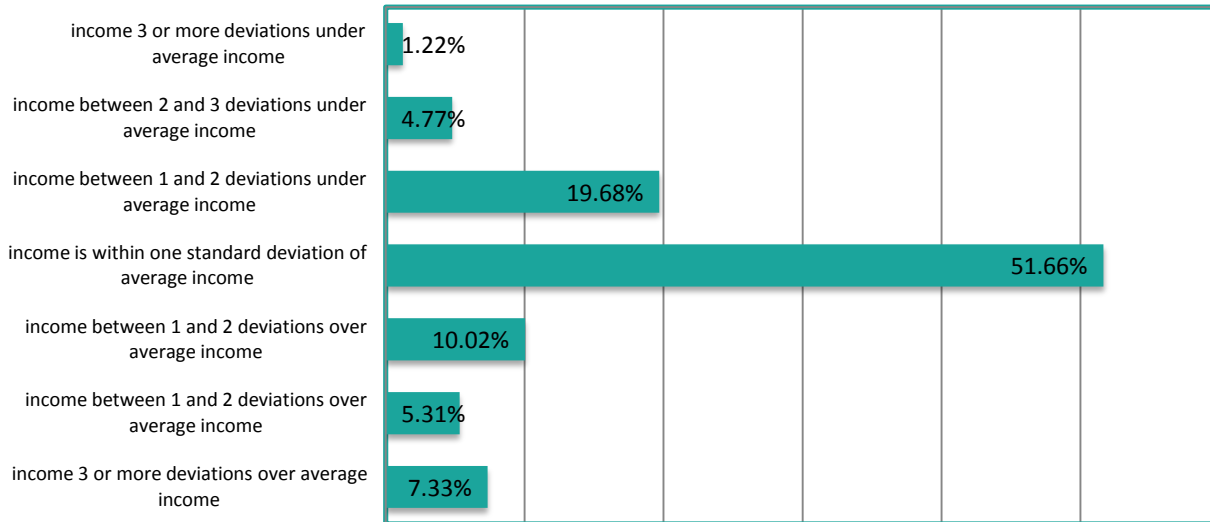


Population Density

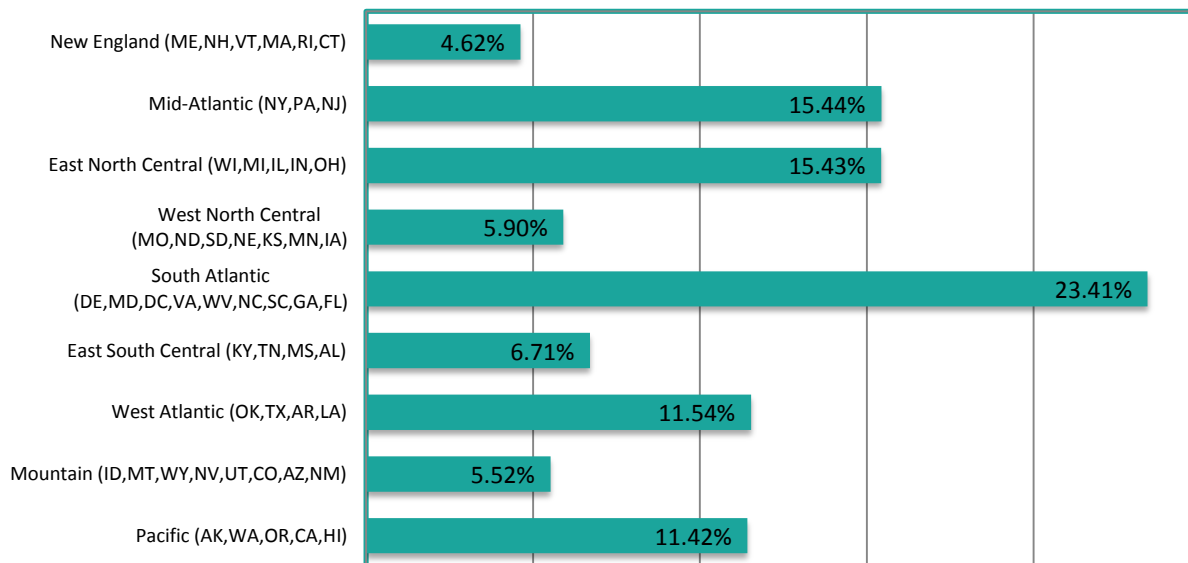


Geographically Relative Income

average income calculated on the SCF level



Regional Breakdown



Analysis for Arcamax

Data Profile Analysis - Segmentation



Carney Code Segment	% of hhlds	Cust Records	% Cust Records	Index	Target Market Group
01 Elite Suburban Couples	3.84%	7,490	2.90%	75	
02 Elite Urban Boomers	2.38%	4,792	1.85%	78	
03 Elite Urban Ethnic Mix	3.11%	4,811	1.86%	60	
04 Elite Buyers	2.96%	4,604	1.78%	60	
05 Upscale Suburban Singles	4.05%	6,668	2.58%	64	
06 Upscale Suburban Couples	4.43%	10,197	3.95%	89	
07 Upscale Boomer Couples	1.64%	3,964	1.53%	93	
08 Upscale Urban Couples	0.26%	532	0.21%	79	
09 Upscale Ethnic Couples	1.56%	2,647	1.02%	66	
10 Upscale Urban Singles	3.60%	6,147	2.38%	66	
11 Upscale Families	1.07%	1,951	0.75%	70	
12 Upscale Singles	1.77%	2,594	1.00%	57	
13 Hispanic Suburbs	0.71%	1,673	0.65%	92	
14 Small Town Couples	1.05%	2,524	0.98%	93	
15 Suburban Couples	5.55%	14,544	5.63%	101	qty available for purchase = 6069397
16 Middle Class African American	0.83%	4,541	1.76%	212	
17 Suburban Boomer Couples	1.38%	2,372	0.92%	66	
18 Small Town Seniors	0.11%	141	0.05%	52	
19 Senior Singles	2.77%	3,615	1.40%	50	
20 Suburban Mix	7.94%	15,198	5.88%	74	
21 Small Town Mix	0.81%	1,471	0.57%	70	
22 Urban Mix	8.40%	21,743	8.41%	100	qty available for purchase = 9186399
23 Small-Town Families	1.11%	2,555	0.99%	89	
24 Small Town Singles	1.89%	3,831	1.48%	78	
25 Modest Urban	1.24%	3,469	1.34%	108	
26 Modest Families	1.16%	3,534	1.37%	118	
27 Modest Ethnic Mix	5.41%	15,663	6.06%	112	qty available for purchase = 5921355
28 Modest Suburban Mix	2.36%	47,827	18.50%	786	qty available for purchase = 2576260
29 Low Income Seniors	10.23%	8,476	3.28%	32	
30 Lower Class Small Town	1.86%	4,808	1.86%	100	
31 Lower Class Hispanics	1.99%	4,348	1.68%	85	
32 Distressed Urban Mix	5.11%	15,327	5.93%	116	qty available for purchase = 5588601
33 Distressed Suburban Mix	7.42%	20,988	8.12%	109	qty available for purchase = 8119509

Index = % Cust Records / % hhlds

Target Market Groups determined as segments with an index higher than 100 and %cust records>2.5%

Analysis for Arcamax

Data Profile Analysis - Interests and Buyers



Field Name	Carney File qty	% of hhlds	Cust Records	% Cust Records	Index
Mail Order Behavior					
Mail Order Buyer	247,797,188	37.03%	192,143	74.34%	● 201
Mail Order Responder	245,597,912	36.70%	160,717	62.18%	● 169
Mail Order Books	41,189,557	6.16%	53,666	20.76%	● 337
Mail Order Children's Products	22,808,561	3.41%	36,609	14.16%	● 416
Mail Order Clothing	62,211,275	9.30%	74,295	28.74%	● 309
Mail Order Cosmetics	18,388,044	2.75%	27,165	10.51%	● 382
Mail Order DVD	22,093,255	3.30%	35,656	13.79%	● 418
Mail Order Food Products	20,246,612	3.03%	28,693	11.10%	● 367
Mail Order Gifts	41,117,081	6.14%	48,902	18.92%	● 308
Mail Order Home Furnishings	21,603,501	3.23%	30,906	11.96%	● 370
Mail Order Magazines	65,245,602	9.75%	77,170	29.86%	● 306
Mail Order Jewelry	4,340,860	0.65%	6,733	2.60%	● 402
Mail Order Plus Size Clothing	7,856,780	1.17%	16,723	6.47%	● 551
Vehicle Ownership					
Motorcycle Owner	11,407,065	1.70%	16,920	6.55%	● 384
RV Owner	13,601,276	2.03%	17,258	6.68%	● 328
Charity					
Donates in General	102,276,624	15.29%	96,114	37.18%	● 243
Donates to Animal Causes	28,014,708	4.19%	37,153	14.37%	● 343
Donates to Art & Cultural Causes	3,853,681	0.58%	5,974	2.31%	● 401
Donates to Children's Causes	39,452,834	5.90%	49,702	19.23%	● 326
Donates to Environmental & Wildlife Causes	27,621,354	4.13%	31,749	12.28%	● 298
Donates to Health Causes	39,662,271	5.93%	49,317	19.08%	● 322
Donates to Political (Conservative) Causes	10,716,081	1.60%	10,347	4.00%	● 250
Donates to Political (Liberal) Causes	5,339,751	0.80%	5,894	2.28%	● 286
Donates to Religious Causes	35,622,561	5.32%	41,493	16.05%	● 302
Donates to Veteran Causes	29,768,808	4.45%	34,212	13.24%	● 298
Travel					
Travel - Business Domestic	27,095,330	4.05%	25,657	9.93%	● 245
Travel - Business International	3,310,167	0.49%	2,491	0.96%	● 195
Travel - Personal Domestic	97,278,304	14.54%	118,725	45.93%	● 316
Travel - Personal International	38,064,643	5.69%	47,529	18.39%	● 323
Travel - Cruises	63,811,666	9.54%	87,825	33.98%	● 356
Travel - Casino Vacations	23,410,368	3.50%	35,125	13.59%	● 388
Travel - Family Vacations	26,456,614	3.95%	37,497	14.51%	● 367

green = index 150+, yellow = index 100-150, red= index<100

Analysis for Arcamax

Data Profile Analysis - Interests and Buyers



Field Name	Carney File qty	% of hhlds	Cust Records	% Cust Records	Index
Hobbies					
Baking	72,802,362	10.88%	93,665	36.24%	● 333
Bird Watching	26,421,511	3.95%	33,305	12.89%	● 326
Car Repair	29,704,409	4.44%	42,462	16.43%	● 370
Cigar Smoking	7,993,736	1.19%	9,198	3.56%	● 298
Cooking - Gourmet	30,475,296	4.55%	43,142	16.69%	● 366
Cooking	85,660,139	12.80%	102,639	39.71%	● 310
Crafts	73,443,569	10.98%	91,105	35.25%	● 321
Casino Gambling	17,772,343	2.66%	34,817	13.47%	● 507
Gardening	72,147,065	10.78%	88,887	34.39%	● 319
Home Improvement & Repair	69,468,496	10.38%	92,407	35.75%	● 344
Home Study Courses	13,495,841	2.02%	21,208	8.20%	● 407
Knitting & Needlework	29,551,134	4.42%	37,447	14.49%	● 328
Lotteries & Sweepstakes	47,385,595	7.08%	91,575	35.43%	● 500
Photography	11,701,142	1.75%	21,609	8.36%	● 478
Quilting	15,603,201	2.33%	24,118	9.33%	● 400
Self Improvement Courses	32,533,958	4.86%	44,618	17.26%	● 355
Sewing	6,699,486	1.00%	5,500	2.13%	● 213
Theater & Performing Arts	31,463,457	4.70%	38,948	15.07%	● 320
Woodworking	29,694,138	4.44%	38,978	15.08%	● 340
Wine Appreciation	22,298,184	3.33%	29,324	11.34%	● 340
Music Interest					
Christian & Gospel	37,068,556	5.54%	47,167	18.25%	● 329
Classical	35,169,213	5.26%	38,372	14.85%	● 282
Country	65,606,518	9.80%	73,015	28.25%	● 288
Jazz	26,646,825	3.98%	35,654	13.79%	● 346
Rhythm & Blues	36,864,638	5.51%	53,262	20.61%	● 374
Rock	62,880,742	9.40%	76,921	29.76%	● 317
Soft Rock & Easy Listening	37,110,897	5.55%	34,302	13.27%	● 239
Credit Card					
Bank Card	348,500,307	52.08%	190,347	73.64%	● 141
Retail Card	337,244,825	50.40%	164,828	63.77%	● 127
Political Party					
Democrat	37,990,667	5.68%	26,897	10.41%	● 183
Independent	1,316,658	0.20%	863	0.33%	● 170
Republican	26,202,984	3.92%	15,000	5.80%	● 148

green = index 150+, yellow = index 100-150, red= index<100

Analysis for Arcamax

Data Profile Analysis - Interests and Buyers



Field Name	Carney File qty	% of hhlds	Cust Records	% Cust Records	Index
Reading Interest					
Astrology	11,120,553	1.66%	22,957	8.88%	534
Audio Books	5,692,147	0.85%	4,898	1.89%	223
Bible & Devotional	46,908,024	7.01%	61,984	23.98%	342
Best Selling Fiction	48,817,785	7.30%	51,337	19.86%	272
Children's	33,594,983	5.02%	51,617	19.97%	398
Cooking & Culinary	53,027,597	7.92%	73,050	28.26%	357
Computers	20,561,998	3.07%	35,951	13.91%	453
Country Lifestyle	26,275,979	3.93%	29,658	11.47%	292
Fashion	32,794,800	4.90%	50,441	19.51%	398
History	24,570,608	3.67%	29,840	11.54%	314
Interior Decorating	32,830,102	4.91%	38,687	14.97%	305
Medical & Health	42,399,900	6.34%	54,682	21.16%	334
Military	11,320,840	1.69%	14,011	5.42%	320
Mystery	39,110,134	5.84%	52,526	20.32%	348
Natural Health & Remedies	27,690,470	4.14%	38,871	15.04%	363
People & Entertainment	41,263,904	6.17%	49,816	19.27%	313
Romance	33,013,554	4.93%	45,598	17.64%	358
Science Fiction & Fantasy	19,563,652	2.92%	29,771	11.52%	394
Science & Technology	18,534,553	2.77%	26,718	10.34%	373
Sports	39,119,958	5.85%	48,778	18.87%	323
World News & Politics	29,979,766	4.48%	35,984	13.92%	311
Sporting Interest					
Camping & Hiking	42,418,064	6.34%	56,259	21.77%	343
Baseball	56,207,846	8.40%	65,407	25.30%	301
Basketball	52,111,765	7.79%	59,691	23.09%	297
Biking	9,235,991	1.38%	13,879	5.37%	389
Boating & Sailing	11,006,572	1.64%	18,513	7.16%	435
Fishing	48,345,537	7.23%	60,889	23.56%	326
Football	76,918,121	11.50%	85,806	33.20%	289
Fitness	55,374,030	8.28%	81,122	31.38%	379
Golf	39,909,875	5.96%	40,388	15.63%	262
Hockey	19,213,752	2.87%	21,653	8.38%	292
Hunting	27,229,062	4.07%	31,754	12.29%	302
NASCAR	32,644,321	4.88%	46,129	17.85%	366
Snow Skiing	13,357,275	2.00%	13,606	5.26%	264
Running	16,054,680	2.40%	23,715	9.17%	382
Scuba Diving	2,065,917	0.31%	1,708	0.66%	214
Tennis	4,169,806	0.62%	6,884	2.66%	427
Walking	61,749,002	9.23%	69,814	27.01%	293

**Analysis for Arcamax
Data Profile Analysis - Interests and Buyers**



Field Name	Carney File qty	% of hhlds	Cust Records	% Cust Records	Index
Investments					
Investments - Own Life Insurance	61,273,770	9.16%	76,129	29.45%	● 322
Investments - Own Mutual Funds	38,695,612	5.78%	44,132	17.07%	● 295
Investments - Own Stocks & Bonds	41,476,082	6.20%	47,892	18.53%	● 299
Investments - Real Estate	7,525,170	1.12%	19,940	7.71%	● 686
Diet Concerns					
Eating Natural	33,131,329	4.95%	45,609	17.65%	● 356
Weight Loss	70,121,150	10.48%	86,521	33.47%	● 319
Vitamins	42,108,743	6.29%	46,630	18.04%	● 287

green = index 150+, yellow = index 100-150, red= index<100

Analysis for Arcamax

Data Profile Analysis - Demographics



Field Name	Carney File qty	% of hhlds	Cust Records	% Cust Records	Index
Gender					
Male	327,498,601	48.94%	81,619	31.58%	65
Female	337,671,907	50.46%	176,858	68.42%	136
Married	95,833,927	14.32%	89,390	34.58%	241
Homeowner	314,683,901	47.03%	171,783	66.46%	141
Age					
18-24	16,389,475	2.45%	4,191	1.62%	66
25-29	35,529,801	5.31%	11,059	4.28%	81
30-34	45,314,112	6.77%	14,465	5.60%	83
35-39	47,907,002	7.16%	17,965	6.95%	97
40-44	51,211,877	7.65%	25,038	9.69%	127
45-49	53,022,305	7.92%	32,041	12.40%	156
50-54	50,947,154	7.61%	35,617	13.78%	181
55-59	43,527,625	6.51%	32,175	12.45%	191
60-64	37,248,320	5.57%	24,141	9.34%	168
65-69	27,040,185	4.04%	14,924	5.77%	143
70-74	20,421,871	3.05%	8,746	3.38%	111
75+	62,780,224	9.38%	10,339	4.00%	43
Income					
less than \$15K	68,076,902	10.17%	24,061	9.31%	91
\$15K-\$29,999	96,852,109	14.47%	31,294	12.11%	84
\$30K-\$39,999	70,628,914	10.56%	23,981	9.28%	88
\$40K-\$49,999	75,056,727	11.22%	27,650	10.70%	95
\$50K-\$59,999	65,506,675	9.79%	25,248	9.77%	100
\$60K-\$74,999	75,853,798	11.34%	31,651	12.25%	108
\$75K-\$99,999	85,258,663	12.74%	38,195	14.78%	116
\$100K-\$124,999	52,280,310	7.81%	23,420	9.06%	116
\$125K-\$149,999	26,656,020	3.98%	11,280	4.36%	110
\$150K-\$199,999	24,548,002	3.67%	10,831	4.19%	114
\$200K-\$249,999	12,290,566	1.84%	5,597	2.17%	118
\$250K-\$399,999	7,936,368	1.19%	3,475	1.34%	113
\$400K-\$499,999	1,145,580	0.17%	509	0.20%	115
\$500K+	3,079,874	0.46%	1,285	0.50%	108

green = index 150+, yellow = index 100-150, red= index<100

Analysis for Arcamax

Data Profile Analysis - Demographics



Field Name	Carney File qty	% of hhlds	Cust Records	% Cust Records	Index
Family Position					
Child	13,812,631	2.06%	7,476	2.89%	140
Female Head of Household	80,547,314	12.04%	62958	24.36%	202
Grandmother	5,358,422	0.80%	3888	1.50%	188
Husband	47,786,118	7.14%	27360	10.59%	148
Male Head of Household	73,094,833	10.92%	27018	10.45%	96
Grandfather	3,704,503	0.55%	1,902	0.74%	133
Wife	48,047,809	7.18%	62,030	24.00%	334
Children					
Child Present	151,793,003	22.69%	126,203	48.83%	215
Ages 0-2	30,298,487	4.53%	38,576	14.92%	330
Ages 3-5	33,965,756	5.08%	33,083	12.80%	252
Ages 6-10	55,480,052	8.29%	45,920	17.77%	214
Ages 11-15	54,447,522	8.14%	48,667	18.83%	231
Ages 16-17	35,080,855	5.24%	34,559	13.37%	255
Dwelling Type					
Apartment / Multi-Family Dwelling	100,410,399	15.01%	25,394	9.82%	65
Business Address	23,237,231	3.47%	4,867	1.88%	54
Condominium	6,946,510	1.04%	1,785	0.69%	67
Nursing Home	2,114,823	0.32%	447	0.17%	55
Private Mail Box	630,600	0.09%	126	0.05%	52
PO Box	37,073,308	5.54%	12,412	4.80%	87
Single Family	489,071,046	73.09%	210,747	81.53%	112
Mobile Home Park	5,677,944	0.85%	2,699	1.04%	123
Length of Residence					
0-5 years	272,304,013	40.70%	110,510	42.75%	105
6-10 years	109,330,382	16.34%	53,883	20.85%	128
11+ years	121,602,668	18.17%	79,099	30.60%	168
Population Density					
Urban	123,434,970	43.28%	93,338	38.26%	88
Suburban	140,447,563	49.24%	132,828	54.44%	111
Rural	21,347,983	7.48%	17,818	7.30%	98

green = index 150+, yellow = index 100-150, red= index<100

Analysis for Arcamax

Data Profile Analysis - Demographics



Field Name	Carney File qty	% of hhlds	Cust Records	% Cust Records	Index
Religion					
Buddhist	11,511,261	1.72%	2,092	0.81%	47
Catholic	175,652,323	26.25%	64,533	24.97%	95
Greek Orthodox	1,822,763	0.27%	599	0.23%	85
Hindu	3,370,666	0.50%	931	0.36%	72
Islamic	6,573,558	0.98%	2,225	0.86%	88
Jewish	13,388,648	2.00%	4,606	1.78%	89
Sikh	570,990	0.09%	156	0.06%	71
Lutheran	367,300	0.05%	94	0.04%	66
Mormon	3,247,169	0.49%	740	0.29%	59
Eastern Orthodox	5,040,337	0.75%	1,624	0.63%	83
Protestant	403,444,211	60.29%	168,695	65.26%	108
Shinto	2,230,979	0.33%	577	0.22%	67
Race					
Asian	2,854,187	0.43%	1,107	0.43%	100
Black	16,679,917	2.49%	22,806	8.82%	354
Chinese	38,306	0.01%	98	0.04%	662
Hispanic	53,644,836	8.02%	19,193	7.43%	93
Jewish	17,636,590	2.64%	6,177	2.39%	91
Japanese	354,799	0.05%	129	0.05%	94
Portuguese	8,945,174	1.34%	3,355	1.30%	97
Caucasian	64,711,124	9.67%	49,245	19.05%	197
Net Worth					
<-\$20,000	76,011,302	11.36%	30,714	11.88%	105
-\$20,000 thru -\$2,500	84,104,309	12.57%	25,622	9.91%	79
-\$2,500 thru \$2,500	104,587,467	15.63%	34,844	13.48%	86
\$2,500 thru \$24,999	84,894,290	12.69%	31,671	12.25%	97
\$25,000 thru \$49,999	42,949,697	6.42%	17,126	6.63%	103
\$50,000 thru \$74,999	33,108,509	4.95%	13,652	5.28%	107
\$75,000 thru \$99,999	27,604,030	4.13%	11,685	4.52%	110
\$100,000 thru \$149,999	44,221,098	6.61%	19,521	7.55%	114
\$150,000 thru \$249,999	55,731,934	8.33%	24,862	9.62%	115
\$250,000 thru \$374,999	39,025,614	5.83%	17,537	6.78%	116
\$375,000 thru \$499,999	22,875,388	3.42%	10,414	4.03%	118
\$500,000 thru \$749,999	20,018,154	2.99%	8,976	3.47%	116
\$750,000 thru \$999,999	11,526,937	1.72%	4,901	1.90%	110
\$1,000,000+	18,511,779	2.77%	6,952	2.69%	97

Analysis for Arcamax

Data Profile Analysis - Demographics



Field Name	Carney File qty	% of hlds	Cust Records	% Cust Records	Index
Regions					
New England (ME,NH,VT,MA,RI,CT)	32,515,859	4.86%	11,951	4.62%	95
Mid-Atlantic (NY,PA,NJ)	85,060,923	12.71%	39,902	15.44%	121
East North Central (WI,MI,IL,IN,OH)	110,451,562	16.51%	39,893	15.43%	94
West North Central (MO,ND,SD,NE,KS,MN,IA)	43,551,522	6.51%	15,261	5.90%	91
South Atlantic (DE,MD,DC,VA,WV,NC,SC,GA,FL)	133,007,823	19.88%	60,508	23.41%	118
East South Central (KY,TN,MS,AL)	39,133,136	5.85%	17,348	6.71%	115
West Atlantic (OK,TX,AR,LA)	78,580,832	11.74%	29,819	11.54%	98
Mountain (ID,MT,WY,NV,UT,CO,AZ,NM)	46,938,002	7.01%	14,277	5.52%	79
Pacific (AK,WA,OR,CA,HI)	99,889,051	14.93%	29,518	11.42%	76
Top 25 MSAs					
Vineland-Millville-Bridgeton, NJ	256,749	0.04%	201	0.08%	203
Florence, SC	273,974	0.04%	193	0.07%	182
Sumter, SC	231,824	0.03%	161	0.06%	180
Altoona, PA	265,903	0.04%	183	0.07%	178
Williamsport, PA	218,599	0.03%	149	0.06%	176
Johnstown, PA	438,073	0.07%	288	0.11%	170
Lima, OH	382,380	0.06%	250	0.10%	169
Elmira, NY	201,545	0.03%	128	0.05%	164
Sharon, PA	250,580	0.04%	159	0.06%	164
Pine Bluff, AR	205,492	0.03%	129	0.05%	163
Atlantic City, NJ	804,914	0.12%	497	0.19%	160
Dover, DE	339,019	0.05%	206	0.08%	157
Anniston, AL	263,546	0.04%	159	0.06%	156
Lakeland-Winter Haven, FL	1,438,264	0.21%	863	0.33%	155
Cumberland, MD-WV	206,252	0.03%	123	0.05%	154
Greensboro--Winston-Salem--High Point, NC	3,024,481	0.45%	1,775	0.69%	152
Texarkana, TX-Texarkana, AR	298,228	0.04%	173	0.07%	150
Rocky Mount, NC	310,725	0.05%	180	0.07%	150
Macon, GA	732,664	0.11%	423	0.16%	149
Ocala, FL	839,880	0.13%	475	0.18%	146
Scranton--Wilkes-Barre--Hazleton, PA	1,237,009	0.18%	698	0.27%	146
Columbia, SC	1,301,758	0.19%	734	0.28%	146
Myrtle Beach, SC	596,361	0.09%	335	0.13%	145
Allentown-Bethlehem-Easton, PA	1,357,017	0.20%	759	0.29%	145
Binghamton, NY	598,007	0.09%	333	0.13%	144

green = index 150+, yellow = index 100-150, red= index<100