

Look-Alike Report

JUNE 30, 2020

REPORT # R5396014



What is Look-Alike Report?

Look-Alike Report functionality provides users with a list of potential new customers that share attributes with (or “look like”) their most-successful customer lists. In other words, the report contains Acxiom’s recommendations for prospects based on the client data you submit, as well as useful details that pertain to your target audience. The process is simple – After you upload a file containing a list of your best customers, the file is analyzed and specific criteria is matched with other records in the database. You then receive a list of new records with similar attributes – geographic, demographic or psychographic – that match those in your “best customer” list.

Additionally, the system calculates your list’s Market Penetration Index (MPI), which enables you to define its prospective market potential. The higher the index calculation, the greater success you had penetrating that particular demographic or geographic area. High MPI is shown in **red** text in your reports.

Please note that this report is most accurate within 90 days.

Click the links below to learn more about your report:

[How is Market Penetration Index calculated?](#)

[How to read your report?](#)

[How to use your report?](#)

Report Overview

Date:	06/30/2020
Report #:	R5396014
Total records uploaded:	29,962
Total uploaded records matched:	22,544
Match rate:	75.24%
Total Look-Alike records:	57,843
Database:	Consumer Database

The following geography has been analyzed:

SCF Codes

The following demographic elements have been analyzed:

Age	Number of Children
Gender	Mail Responder
Education Level	Credit Card Users
Marital Status	Preferred Retail Store Type
Working Woman Indicator	Number of Vehicles
Country of Origin	Vehicle Type - 1st Vehicle
Housing Type	Vehicle Type - 2nd Vehicle
Homeowner / Renter	Vehicle 1 - Year (1988 - Present)
Available Home Equity	Vehicle 2 - Year (1988 - Present)
Net Worth - Premier	Income
Length of Residence with Uncoded	Income-Narrow Ranges
Number of Adults	

Did you know that...

View demographic facts about your current customers that are crucial for your Look-Alike model.

Your Customers have "Age":	Age 62-63 - 4.65%
	Age 64-65 - 4.95%
	Age 66-67 - 4.91%
	Age 68-69 - 4.95%
	Age 70-71 - 5.24%
	Age 72-73 - 6.13%
	Age 74-75 - 4.91%
	Age 76-77 - 4.71%
	Age 78-79 - 4.27%
	Age 80-81 - 3.88%
	Age 82-83 - 3.58%
	Age 84-85 - 3.31%
	Age 86-87 - 2.66%
	Age 88-89 - 2.26%
	Age 90-91 - 1.73%
	Age 92-93 - 1.26%
Your Customers have "Available Home Equity":	10,000 to 19,999 - 1.05%
	50,000 to 74,999 - 3.43%
	75,000 to 99,999 - 3.19%
	100,000 to 149,999 - 6.26%
	150,000 to 199,999 - 6.28%
	200,000 to 249,999 - 5.69%
	250,000 to 499,999 - 23.19%
	500,000 to 749,999 - 15.46%
	750,000 to 999,999 - 8.91%
	1,000,000 to 1,999,999 - 9.21%
Your Customers have "Net Worth - Premier":	\$1,000,000 - \$1,999,999 - 27.48%
	\$2,000,000+ - 48.05%
Your Customers have "Vehicle Type - 1st Vehicle":	Premium Compact Car - 4.41%
	Entry Luxury Car - 3.94%
	Mid-Size Luxury Car - 1.58%
	Entry Mid-Size Car - 1.5%
	Premium Mid-Size Car - 5.37%
	Compact Suv - 3.39%
	Mid-Size Suv - 3.99%
	Full-Size Suv - 1.05%
	Luxury Suv - 2.88%
	Compact Van - 1.84%
Your Customers have "Education Level":	Completed College - 32.8%
	Completed Graduate School - 22.1%
Your Customers have "Income":	\$100,000 - \$149,999 - 28.24%
	\$150,000 - \$174,999 - 3.66%
	\$175,000 - \$199,999 - 1.67%
	\$200,000 - \$249,999 - 2.63%
	\$250,000 + - 14.9%
Your Customers have "Number of Vehicles":	One Car - 22.76%
	Two Cars - 8.01%

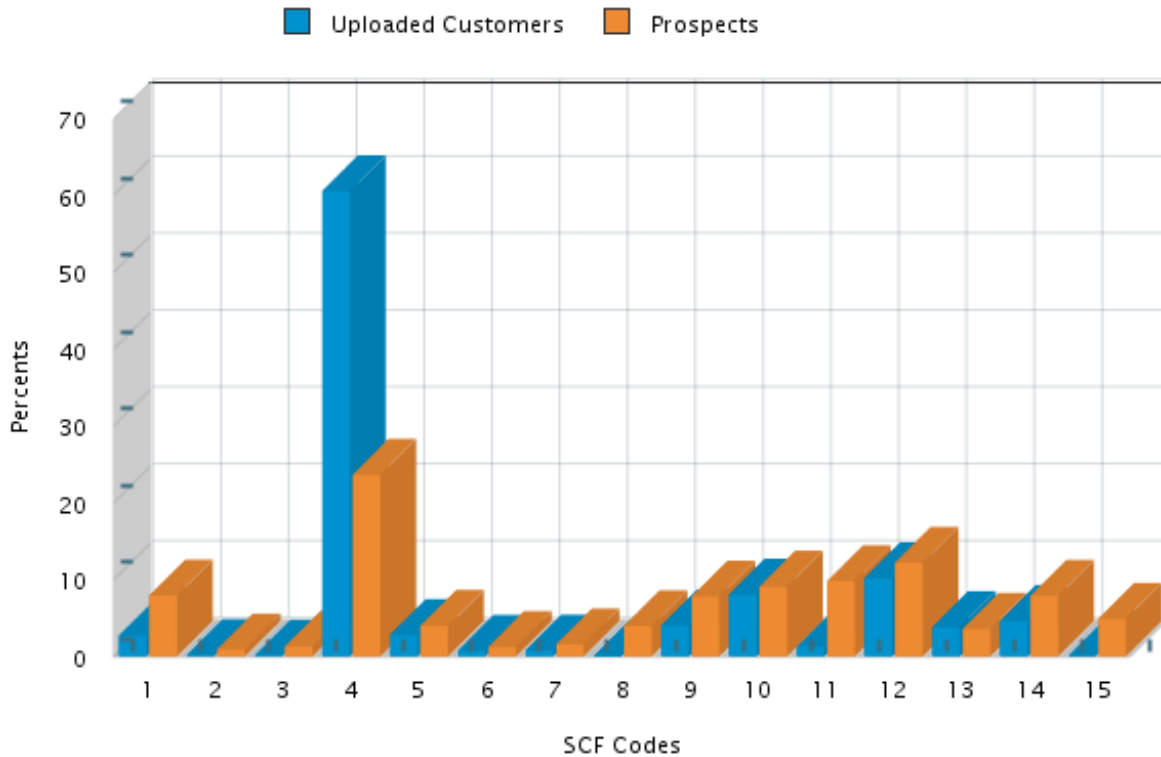
Your Customers have "Preferred Retail Store Type":	Three or More Cars - 4.49%
	Membership Warehouse - 1.18%
	Main Street Retail - 3.27%
	Hi Volume Low End Dept Store - 7.49%
	Standard Retail - 7.02%
	Sporting Goods - 1.58%
	Specialty Apparel - 2.75%
	Specialty - 6.73%
	Computer Electronics - 1.94%
	Home Office Supply Purchases - 1.12%
	Home Improvement - 2.67%
	Hi - End Retail Buyers - 5.63%
	Upscale Retail - Travel/Personal Services - 4.23%
	Finance Company, Financial Services - Install Credit - 2.75%

Geographic Segment

Geographic segment displays the distribution of your Look-Alikes in the certain geographic area (State, ZIP Code, and so on).

SCF Codes

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



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	940 - BELMONT, CA	612	2.72 %	589,214	7.95 %	34
2	943 - PALO ALTO, CA	43	0.19 %	68,557	0.93 %	21
3	944 - SAN MATEO, CA	27	0.12 %	97,295	1.31 %	9
4	945 - ALAMEDA, CA	13,643	60.52 %	1,750,990	23.63 %	256
5	946 - OAKLAND, CA	634	2.81 %	297,508	4.02 %	70
6	947 - BERKELEY, CA	167	0.74 %	91,966	1.24 %	60
7	948 - RICHMOND, CA	178	0.79 %	117,555	1.59 %	50
8	949 - SAN RAFAEL, CA	1	0.00 %	293,541	3.96 %	0
9	950 - APTOS, CA	912	4.05 %	579,026	7.81 %	52

10	951 - SAN JOSE, CA	1,817	8.06 %	674,098	9.10 %	89
11	953 - ATWATER, CA	286	1.27 %	726,466	9.80 %	13
12	956 - AMADOR CITY, CA	2,299	10.20 %	903,591	12.20 %	84
13	957 - ALTA, CA	864	3.83 %	268,407	3.62 %	106
14	958 - SACRAMENTO, CA	1,045	4.64 %	586,996	7.92 %	59
15	959 - MARYSVILLE, CA	16	0.07 %	364,562	4.92 %	1

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

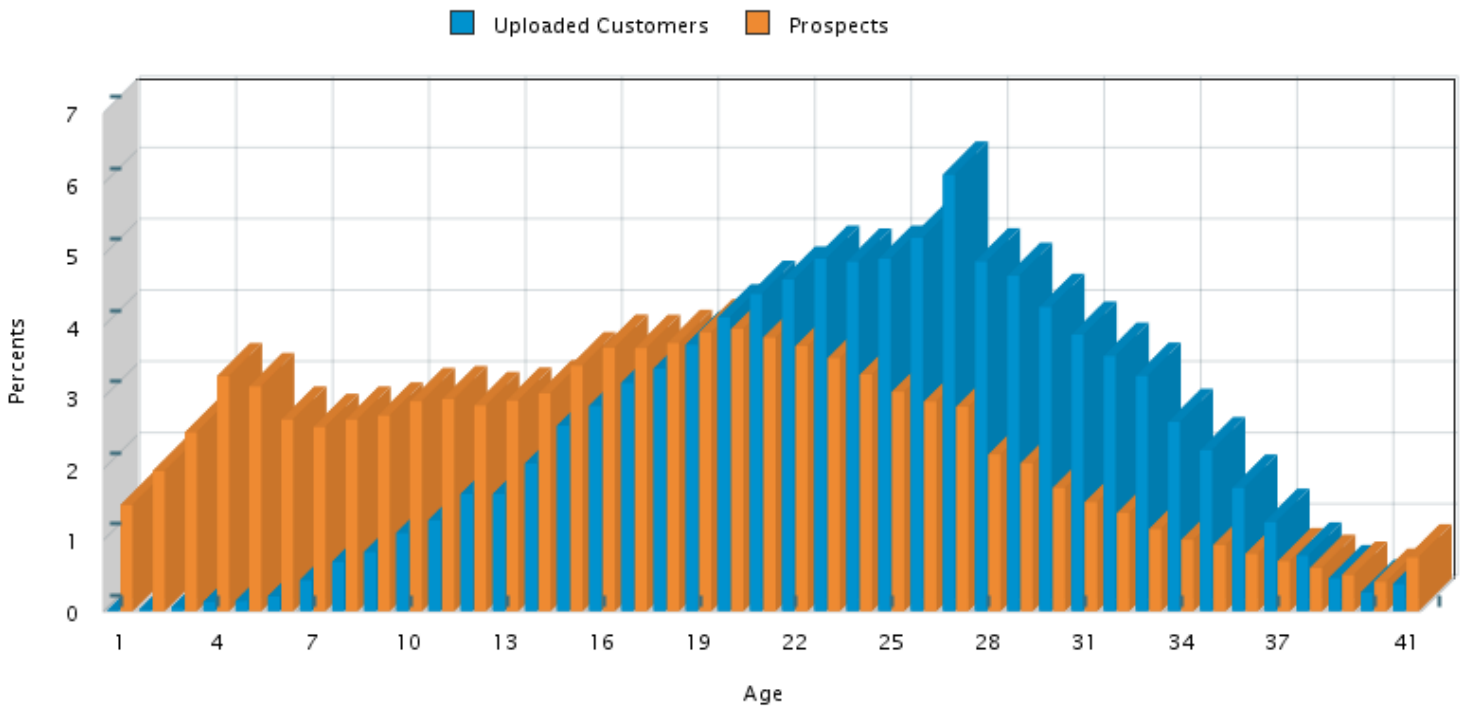
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Demographic Segment

Demographic segment includes age, gender, race, education, income, marital status, family size, children, home ownership, and so on.

Age

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



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Age 20-21	2	0.01 %	110,679	1.49 %	1
2	Age 22-23	6	0.03 %	145,981	1.97 %	1
3	Age 24-25	13	0.06 %	186,024	2.51 %	2
4	Age 26-27	30	0.13 %	244,553	3.30 %	4
5	Age 28-29	33	0.15 %	233,969	3.16 %	5
6	Age 30-31	47	0.21 %	199,428	2.69 %	8
7	Age 32-33	99	0.44 %	191,777	2.59 %	17
8	Age 34-35	157	0.70 %	199,388	2.69 %	26
9	Age 36-37	188	0.83 %	203,587	2.75 %	30
10	Age 38-39	248	1.10 %	218,538	2.95 %	37
11	Age 40-41	289	1.28 %	220,549	2.98 %	43
12	Age 42-43	371	1.65 %	214,283	2.89 %	57
13	Age 44-45	371	1.65 %	219,023	2.96 %	56
14	Age 46-47	468	2.08 %	226,837	3.06 %	68
15	Age 48-49	587	2.60 %	255,684	3.45 %	75
16	Age 50-51	650	2.88 %	274,150	3.70 %	78

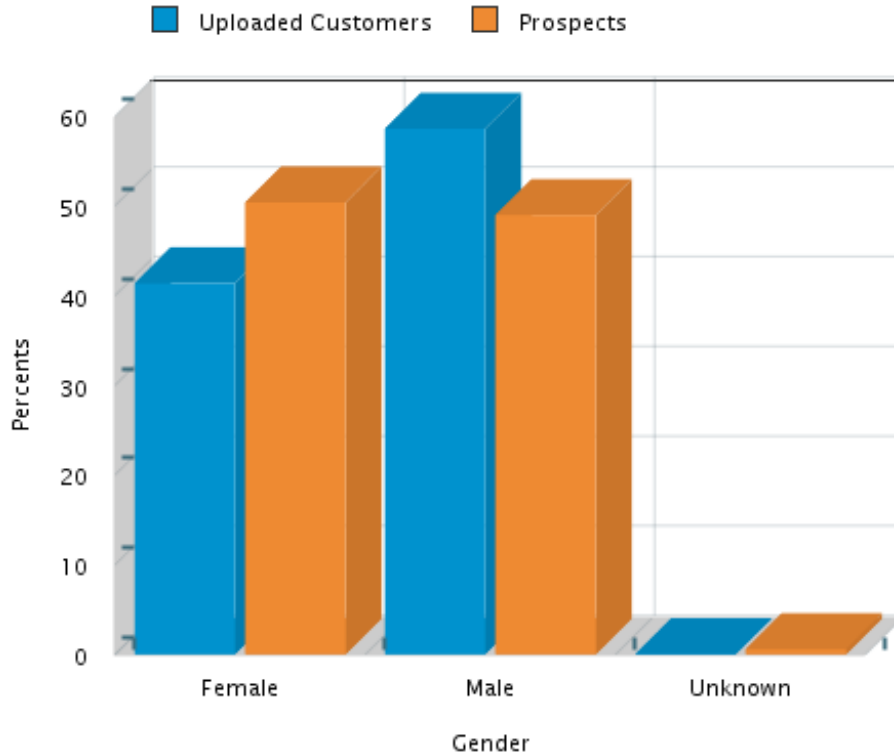
17	Age 52-53	723	3.21 %	273,695	3.69 %	87
18	Age 54-55	768	3.41 %	279,064	3.77 %	90
19	Age 56-57	844	3.74 %	290,049	3.91 %	96
20	Age 58-59	930	4.13 %	293,469	3.96 %	104
21	Age 60-61	1,004	4.45 %	284,770	3.84 %	116
22	Age 62-63	1,049	4.65 %	275,853	3.72 %	125
23	Age 64-65	1,115	4.95 %	263,206	3.55 %	139
24	Age 66-67	1,106	4.91 %	246,219	3.32 %	148
25	Age 68-69	1,115	4.95 %	228,325	3.08 %	161
26	Age 70-71	1,181	5.24 %	218,156	2.94 %	178
27	Age 72-73	1,381	6.13 %	212,681	2.87 %	213
28	Age 74-75	1,107	4.91 %	163,148	2.20 %	223
29	Age 76-77	1,061	4.71 %	153,997	2.08 %	226
30	Age 78-79	963	4.27 %	128,427	1.73 %	247
31	Age 80-81	875	3.88 %	113,623	1.53 %	253
32	Age 82-83	808	3.58 %	102,146	1.38 %	260
33	Age 84-85	745	3.31 %	85,916	1.16 %	285
34	Age 86-87	599	2.66 %	74,455	1.01 %	264
35	Age 88-89	510	2.26 %	69,028	0.93 %	243
36	Age 90-91	391	1.73 %	59,835	0.81 %	215
37	Age 92-93	283	1.26 %	52,230	0.71 %	178
38	Age 94-95	177	0.79 %	45,180	0.61 %	129*
39	Age 96-97	105	0.47 %	37,980	0.51 %	91
40	Age 98-99	59	0.26 %	30,682	0.41 %	63
41	Age 100+	86	0.38 %	56,065	0.76 %	50

*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.

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Gender

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".

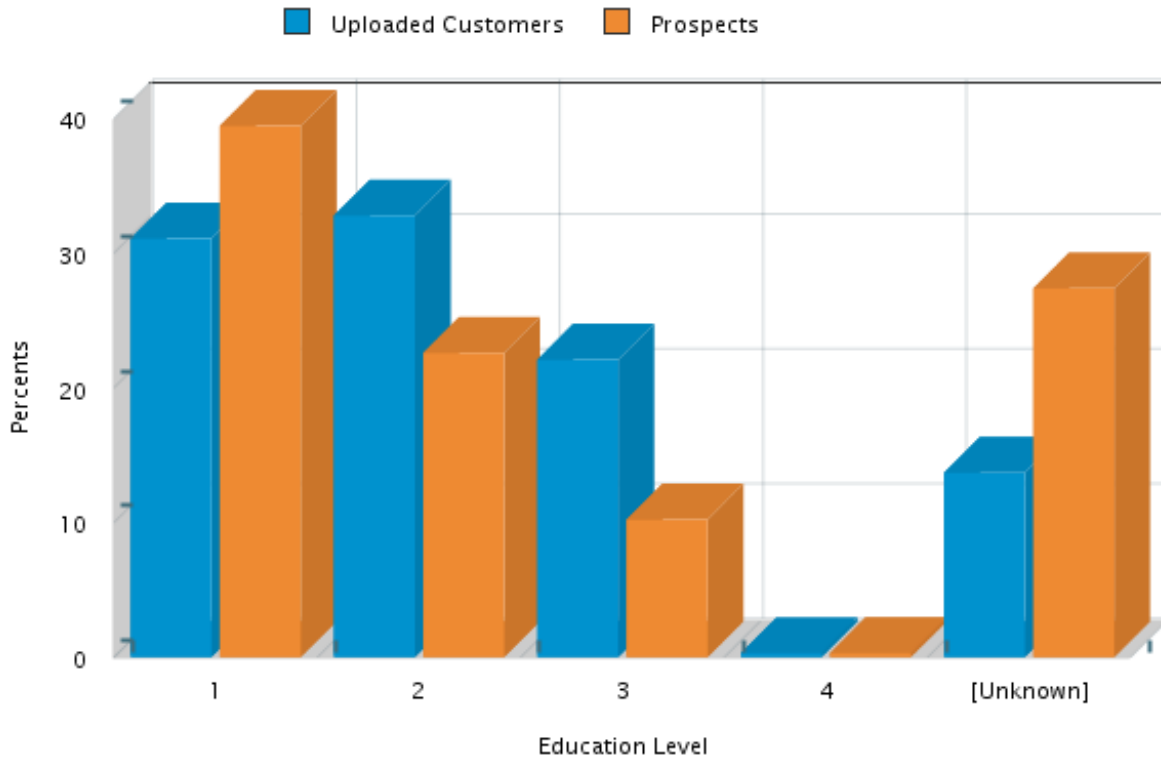


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
F	Female	9,331	41.39 %	3,734,669	50.40 %	82
M	Male	13,208	58.59 %	3,630,100	48.99 %	120
U	Unknown	5	0.02 %	45,003	0.61 %	4

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Education Level

Indicates individual's education level.

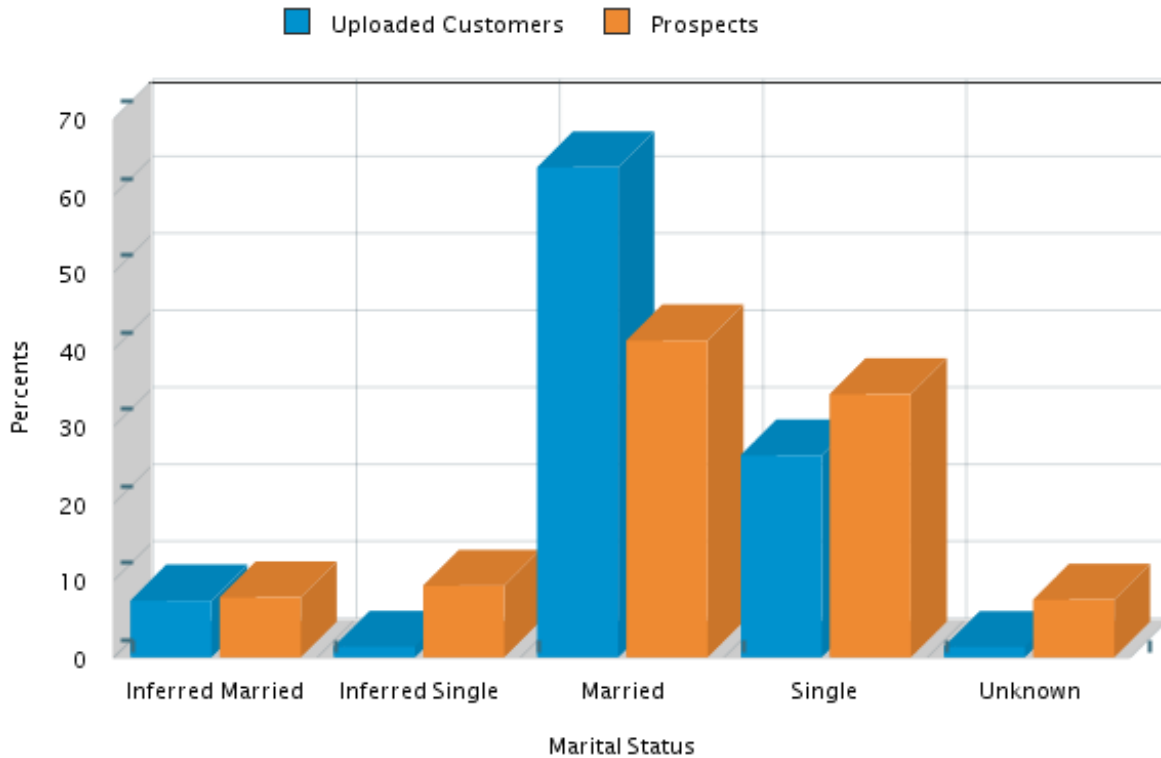


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Completed High School	7,007	31.08 %	2,923,095	39.45 %	79
2	Completed College	7,394	32.80 %	1,674,685	22.60 %	145
3	Completed Graduate School	4,981	22.10 %	758,344	10.23 %	216
4	Attended Vocational/Tech	71	0.32 %	24,259	0.33 %	96
[Unknown]	Unknown	3,091	13.71 %	2,029,389	27.39 %	50

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Marital Status

Indicates whether a consumer lives in a household where someone is married.

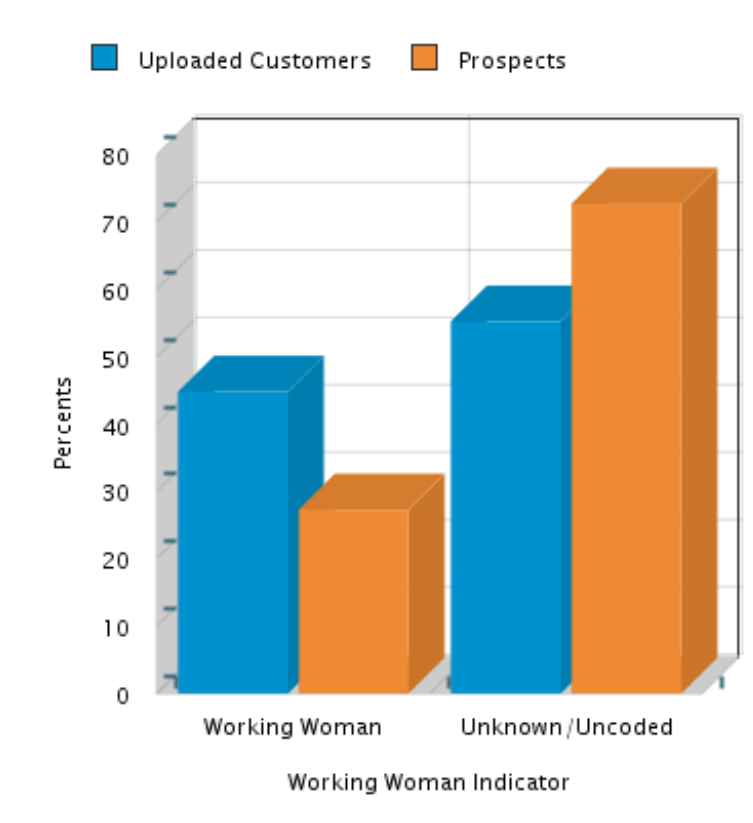


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
A	Inferred Married	1,668	7.40 %	579,249	7.82 %	95
B	Inferred Single	311	1.38 %	690,175	9.31 %	15
M	Married	14,344	63.63 %	3,050,582	41.17 %	155
S	Single	5,915	26.24 %	2,533,088	34.19 %	77
[Unknown]	Unknown	306	1.36 %	556,678	7.51 %	18

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Working Woman Indicator

Indicates presence of the working woman in the household.

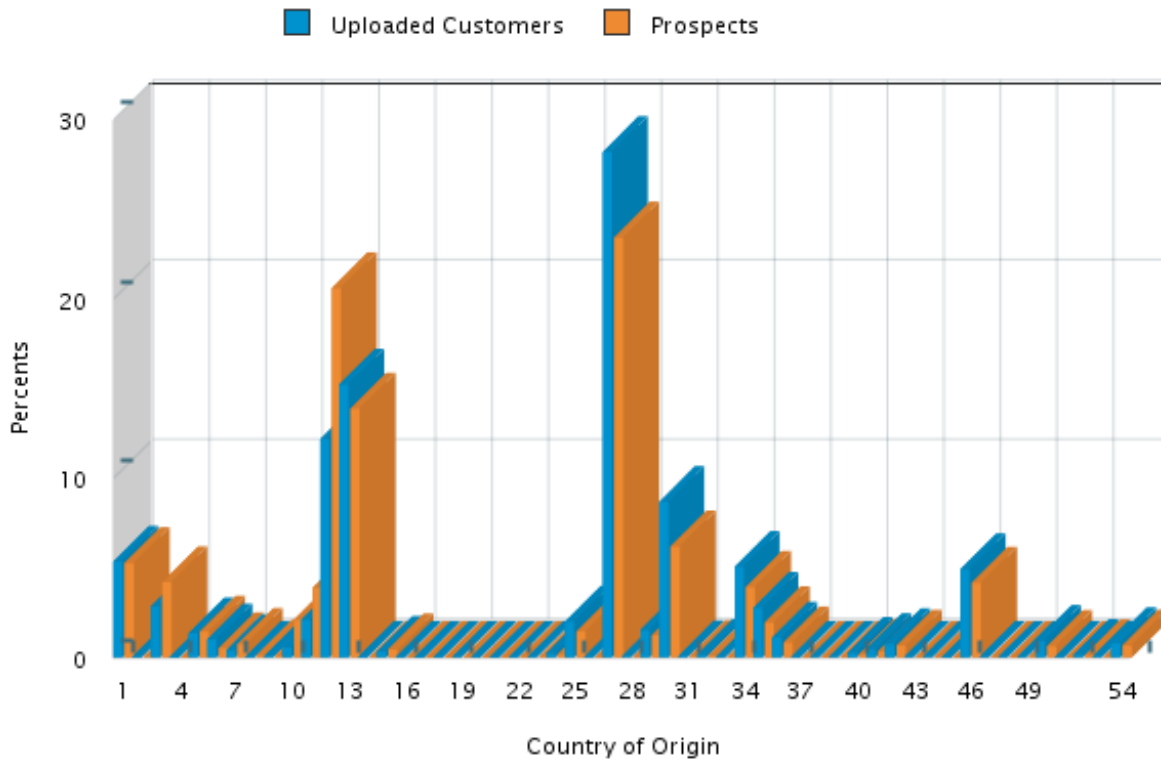


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
Y	Working Woman	10,098	44.79 %	2,023,059	27.30 %	164
[NULL]	Unknown/Uncoded	12,446	55.21 %	5,386,713	72.70 %	76

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Country of Origin

Indicates the individuals ethnicity based on their names and the geographic area where they reside.



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Asian	1,205	5.35 %	390,776	5.27 %	101
2	Cambodia	2	0.01 %	2,766	0.04 %	24
3	China	644	2.86 %	311,473	4.20 %	68
4	Guam	1	0.00 %	12	0.00 %	10000*
5	India	304	1.35 %	107,652	1.45 %	93
6	Japan	228	1.01 %	38,942	0.53 %	192
7	Korea	91	0.40 %	56,211	0.76 %	53
8	Laos	2	0.01 %	8,942	0.12 %	7
9	Philippines	14	0.06 %	5,831	0.08 %	78
10	Vietnam	124	0.55 %	157,870	2.13 %	26
11	African American	477	2.12 %	289,440	3.91 %	54
12	Hispanic	2,745	12.18 %	1,525,703	20.59 %	59
13	White	3,429	15.21 %	1,027,816	13.87 %	110
14	America	4	0.02 %	1,740	0.02 %	78
15	Arabia	74	0.33 %	34,135	0.46 %	71
16	Armenia	2	0.01 %	1,185	0.02 %	56
17	Austria	1	0.00 %	398	0.01 %	80
18	Belarus	3	0.01 %	121	0.00 %	650*

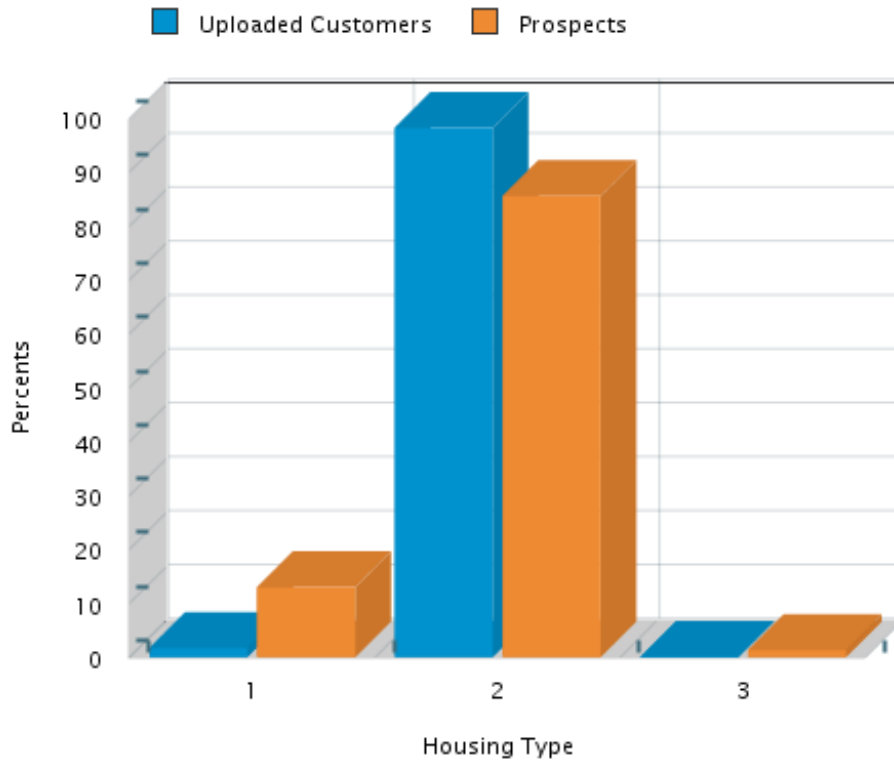
19	Belgium	5	0.02 %	792	0.01 %	200*
20	Bosnia	2	0.01 %	158	0.00 %	450*
21	Bulgaria	1	0.00 %	278	0.00 %	100
22	Canada	4	0.02 %	864	0.01 %	150*
23	Croatia	7	0.03 %	1,691	0.02 %	135*
24	Czech	54	0.24 %	12,803	0.17 %	139*
25	Denmark	453	2.01 %	107,495	1.45 %	138
26	Egypt	2	0.01 %	51	0.00 %	900*
27	England	6,350	28.17 %	1,734,078	23.40 %	120
28	Finland	12	0.05 %	2,544	0.03 %	156*
29	France	346	1.54 %	93,387	1.26 %	122
30	Germany	1,955	8.67 %	459,047	6.20 %	140
31	Greece	14	0.06 %	5,651	0.08 %	82
32	Hungary	35	0.16 %	7,473	0.10 %	153*
33	Iran	3	0.01 %	1,335	0.02 %	72
34	Ireland	1,140	5.06 %	291,853	3.94 %	128
35	Italy	625	2.77 %	146,182	1.97 %	140
36	Jewish	249	1.11 %	62,784	0.85 %	130
37	Lithuania	2	0.01 %	332	0.00 %	225*
38	Malta	6	0.03 %	550	0.01 %	386*
39	Netherlands	7	0.03 %	1,950	0.03 %	119
40	Norway	59	0.26 %	12,857	0.17 %	151*
41	Poland	108	0.48 %	25,575	0.35 %	139*
42	Portugal	170	0.75 %	49,599	0.67 %	113
43	Romania	5	0.02 %	954	0.01 %	169*
44	Russia	8	0.04 %	1,781	0.02 %	146*
45	Scandinavia	1	0.00 %	61	0.00 %	400*
46	Scotland	1,112	4.93 %	309,717	4.18 %	118
47	Serbia	7	0.03 %	1,560	0.02 %	148*
48	Slovakia	5	0.02 %	1,198	0.02 %	138*
49	Slovenia	6	0.03 %	1,834	0.03 %	108
50	Sweden	210	0.93 %	47,900	0.65 %	144*
51	Switzerland	4	0.02 %	744	0.01 %	180*
52	Turkey	34	0.15 %	9,945	0.13 %	113
53	Ukraine	11	0.05 %	2,850	0.04 %	129*
54	Wales	182	0.81 %	50,333	0.68 %	119

*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.

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Housing Type

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

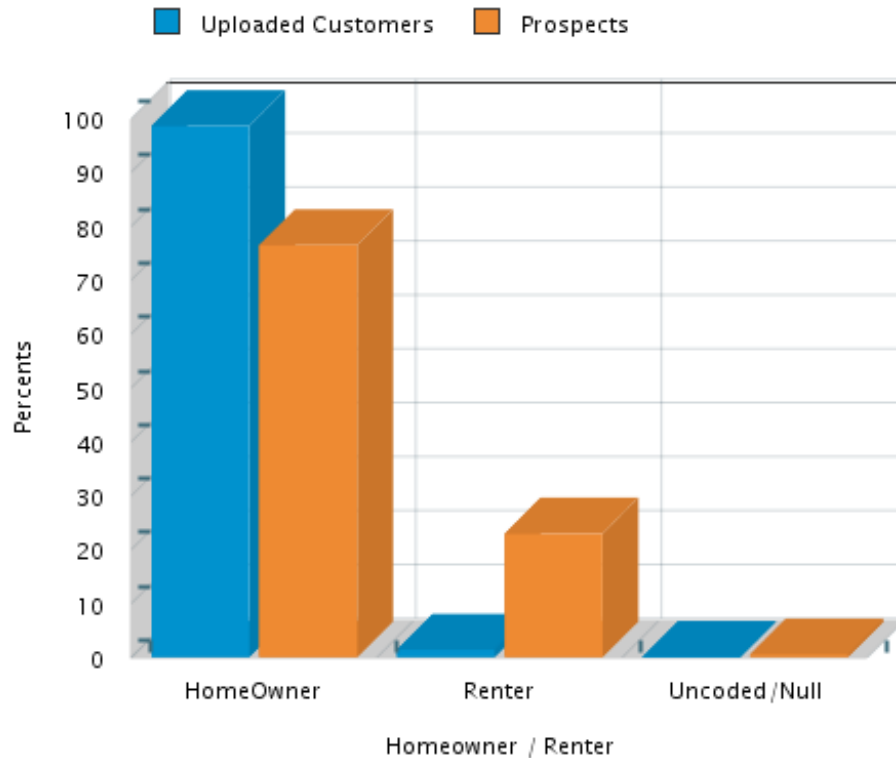


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Multi Family Dwelling Unit	391	1.73 %	966,414	13.04 %	13
2	Single Family Dwelling Unit	22,149	98.25 %	6,342,407	85.60 %	115
3	Uncoded/Null	4	0.02 %	100,951	1.36 %	1

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Homeowner / Renter

Indicates whether someone is a known Homeowner or Renter.

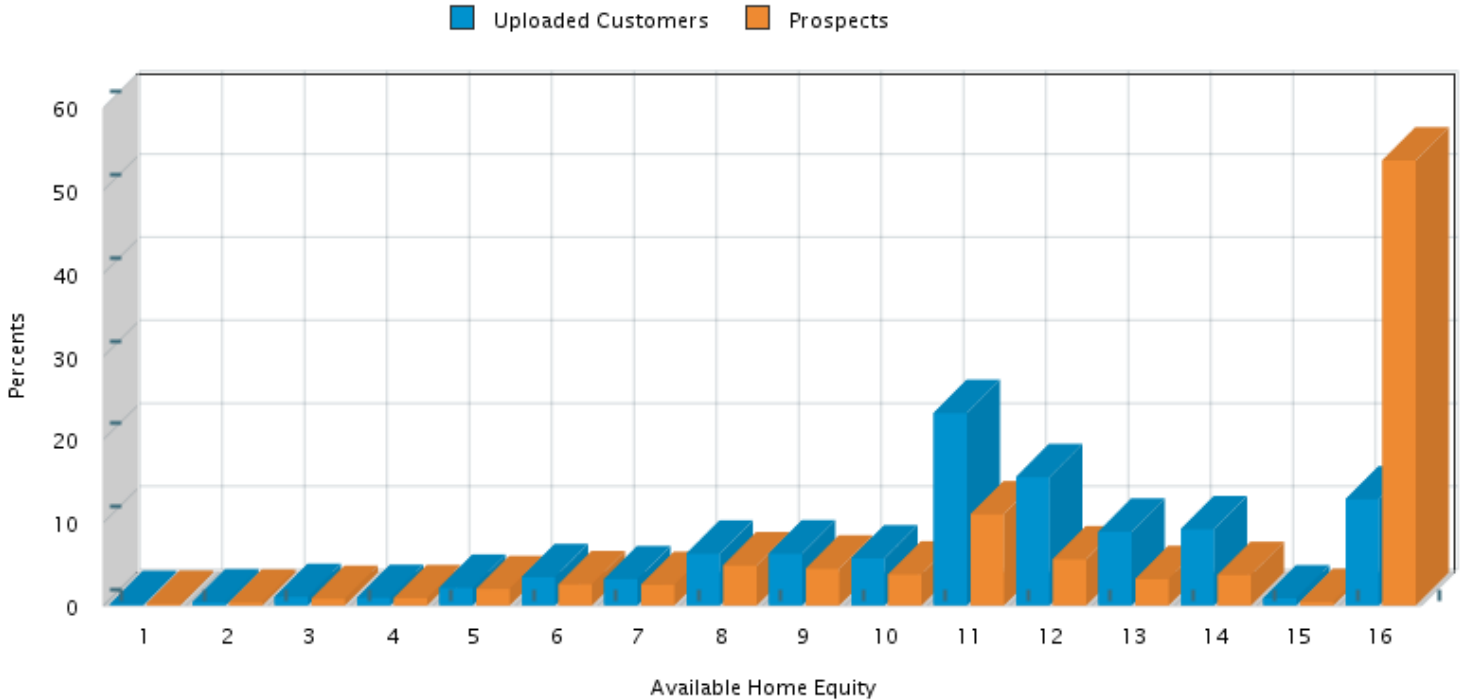


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	HomeOwner	22,219	98.56 %	5,665,388	76.46 %	129
2	Renter	321	1.42 %	1,702,292	22.97 %	6
3	Uncoded/Null	4	0.02 %	42,092	0.57 %	3

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Available Home Equity

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.



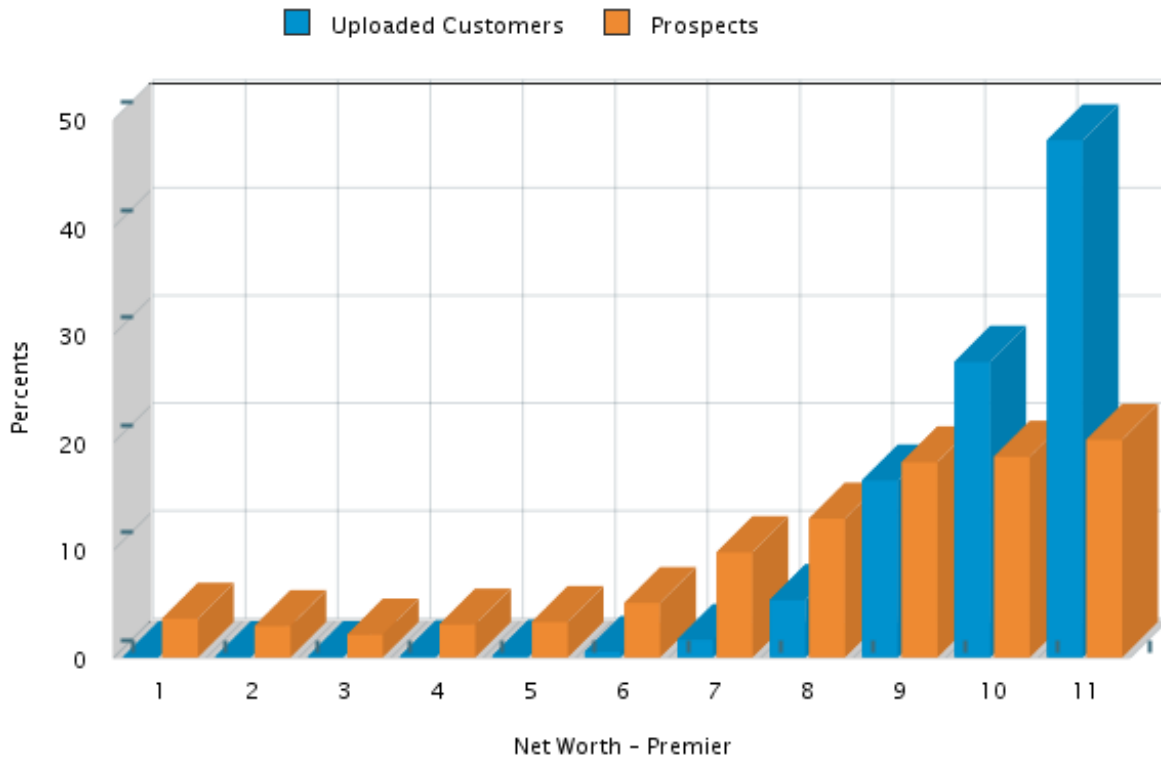
#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	1 to 4,999	41	0.18 %	16,424	0.22 %	82
2	5,000 to 9,999	89	0.40 %	26,949	0.36 %	109
3	10,000 to 19,999	236	1.05 %	61,040	0.82 %	127
4	20,000 to 29,999	211	0.94 %	67,076	0.91 %	103
5	30,000 to 49,999	484	2.15 %	147,047	1.99 %	108
6	50,000 to 74,999	774	3.43 %	191,002	2.58 %	133
7	75,000 to 99,999	718	3.19 %	185,360	2.50 %	127
8	100,000 to 149,999	1,412	6.26 %	359,786	4.86 %	129
9	150,000 to 199,999	1,416	6.28 %	330,464	4.46 %	141
10	200,000 to 249,999	1,283	5.69 %	279,159	3.77 %	151
11	250,000 to 499,999	5,228	23.19 %	815,010	11.00 %	211
12	500,000 to 749,999	3,486	15.46 %	413,909	5.59 %	277
13	750,000 to 999,999	2,008	8.91 %	237,201	3.20 %	278
14	1,000,000 to 1,999,999	2,076	9.21 %	273,778	3.70 %	249
15	2,000,000 +	197	0.87 %	33,830	0.46 %	191*
16	Unknown	2,885	12.80 %	3,971,737	53.60 %	24

*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.

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Net Worth - Premier

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

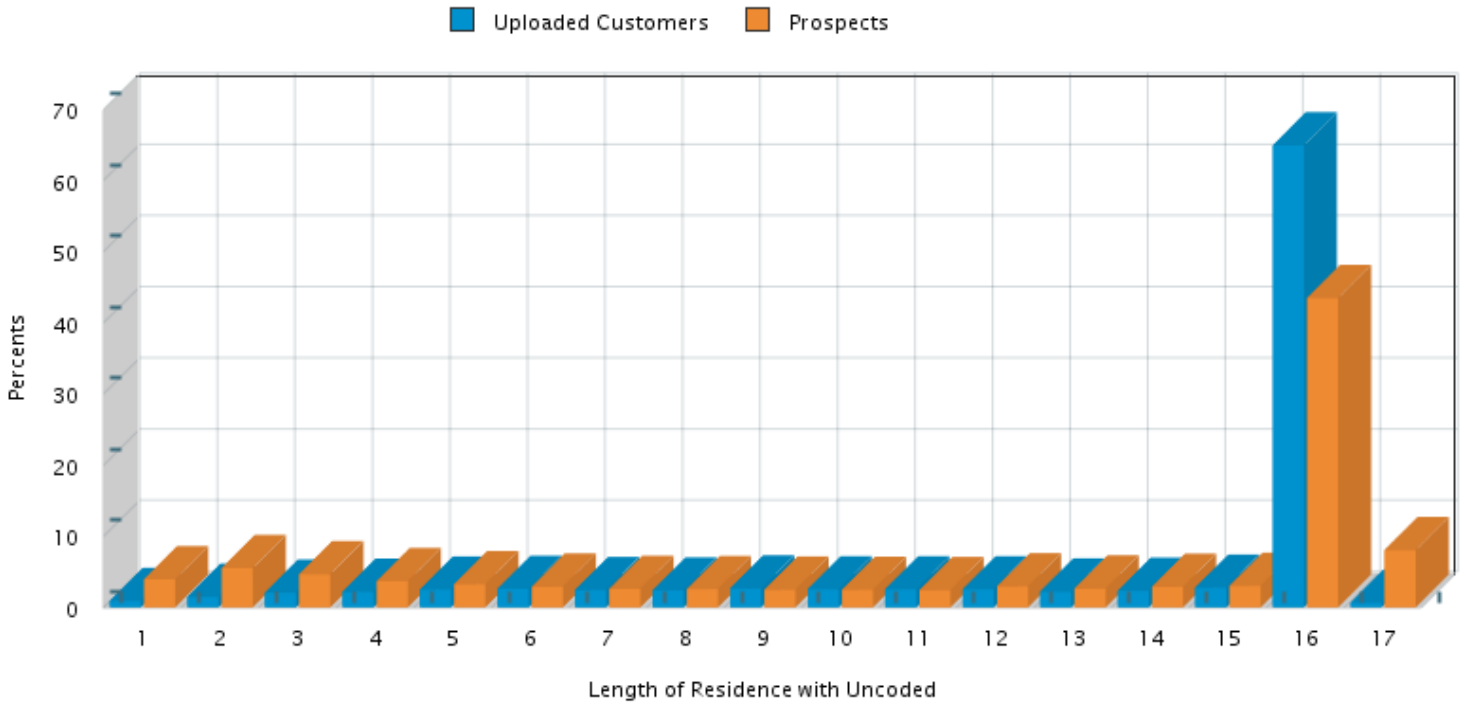


#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Less than or equal to 0	6	0.03 %	268,754	3.63 %	1
2	\$1 - \$4,999	14	0.06 %	218,548	2.95 %	2
3	\$5,000 - \$9,999	13	0.06 %	158,962	2.15 %	3
4	\$10,000 - \$24,999	31	0.14 %	228,900	3.09 %	4
5	\$25,000 - \$49,999	41	0.18 %	246,241	3.32 %	5
6	\$50,000 - \$99,999	123	0.55 %	376,810	5.09 %	11
7	\$100,000 - \$249,999	373	1.66 %	725,844	9.80 %	17
8	\$250,000 - \$499,999	1,207	5.35 %	958,046	12.93 %	41
9	\$500,000 - \$999,999	3,710	16.46 %	1,344,598	18.15 %	91
10	\$1,000,000 - \$1,999,999	6,194	27.48 %	1,383,344	18.67 %	147
11	\$2,000,000+	10,832	48.05 %	1,499,725	20.24 %	237

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Length of Residence with Uncoded

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

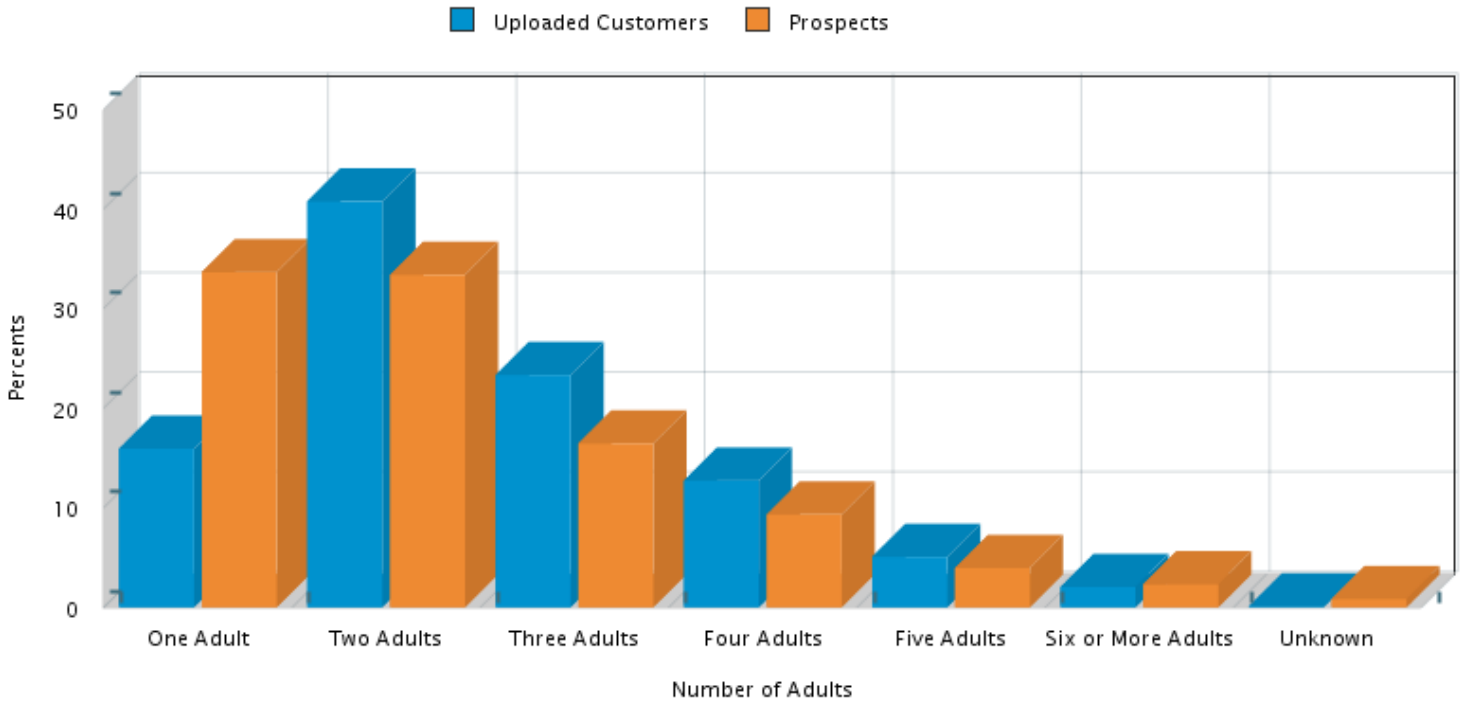


#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Less Than One Year	208	0.92 %	295,397	3.99 %	23
2	One Year	340	1.51 %	411,913	5.56 %	27
3	Two Years	468	2.08 %	347,759	4.69 %	44
4	Three Years	498	2.21 %	276,276	3.73 %	59
5	Four Years	566	2.51 %	243,243	3.28 %	76
6	Five Years	590	2.62 %	217,495	2.94 %	89
7	Six Years	555	2.46 %	193,471	2.61 %	94
8	Seven Years	537	2.38 %	191,226	2.58 %	92
9	Eight Years	602	2.67 %	185,403	2.50 %	107
10	Nine Years	575	2.55 %	184,337	2.49 %	103
11	Ten Years	577	2.56 %	180,536	2.44 %	105
12	Eleven Years	575	2.55 %	221,404	2.99 %	85
13	Twelve Years	506	2.24 %	197,878	2.67 %	84
14	Thirteen Years	528	2.34 %	216,673	2.92 %	80
15	Fourteen Years	631	2.80 %	226,527	3.06 %	92
16	Fifteen Years or More	14,635	64.92 %	3,221,543	43.48 %	149
17	Unknown	153	0.68 %	598,691	8.08 %	8

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Number of Adults

Indicates the number of adults in the household.

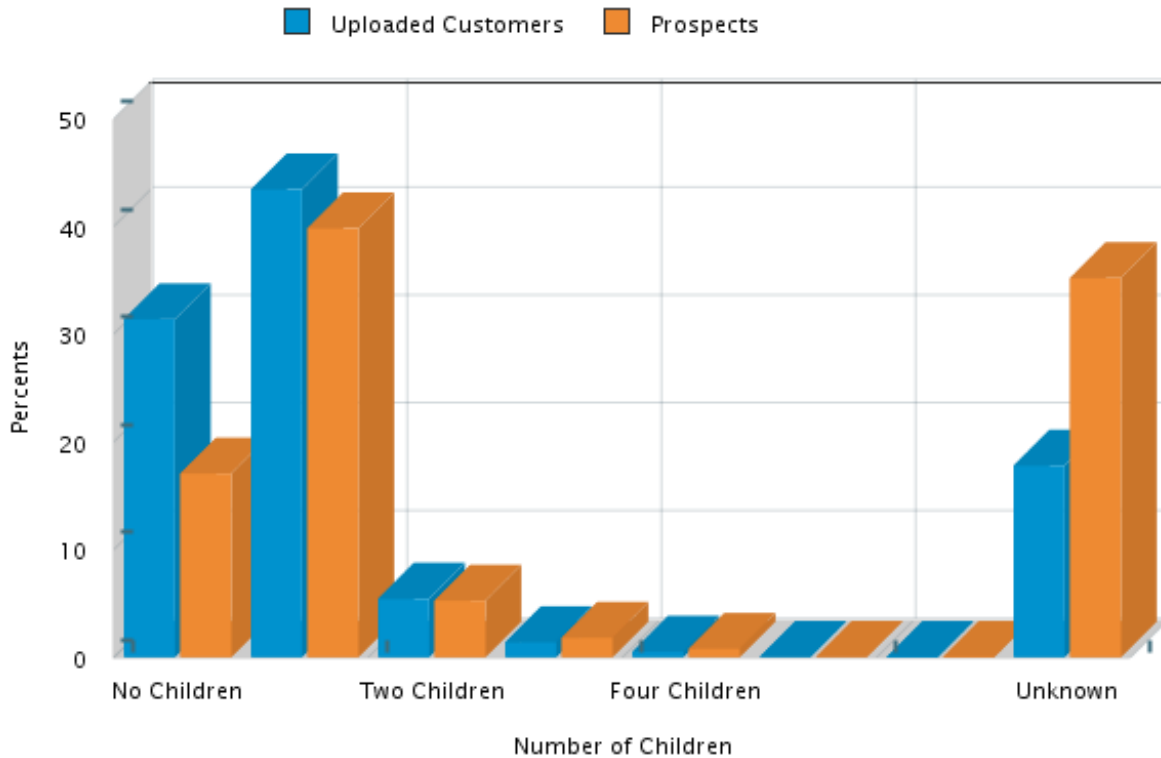


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	One Adult	3,594	15.94 %	2,493,640	33.65 %	47
2	Two Adults	9,186	40.75 %	2,473,267	33.38 %	122
3	Three Adults	5,261	23.34 %	1,220,165	16.47 %	142
4	Four Adults	2,871	12.74 %	692,171	9.34 %	136
5	Five Adults	1,144	5.08 %	294,195	3.97 %	128
6	Six or More Adults	463	2.05 %	173,072	2.34 %	88
[Unknown]	Unknown	25	0.11 %	63,262	0.85 %	13

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Number of Children

Indicates the number of children in the household.



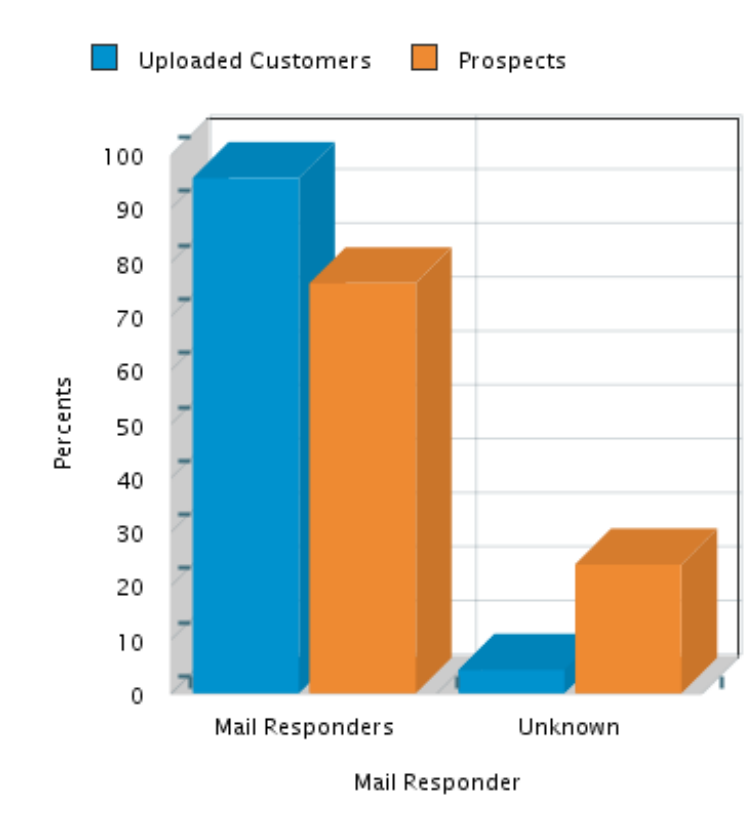
Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
0	No Children	7,070	31.36 %	1,263,564	17.05 %	184
1	One Child	9,786	43.41 %	2,949,585	39.81 %	109
2	Two Children	1,229	5.45 %	390,809	5.27 %	103
3	Three Children	318	1.41 %	134,902	1.82 %	77
4	Four Children	120	0.53 %	59,914	0.81 %	66
5	Five Children	8	0.04 %	3,176	0.04 %	81
6	Six Children	2	0.01 %	485	0.01 %	129*
[Unknown]	Unknown	4,011	17.79 %	2,607,264	35.19 %	51

*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.

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Mail Responder

Indicates if an individual is a marketing mail responder.

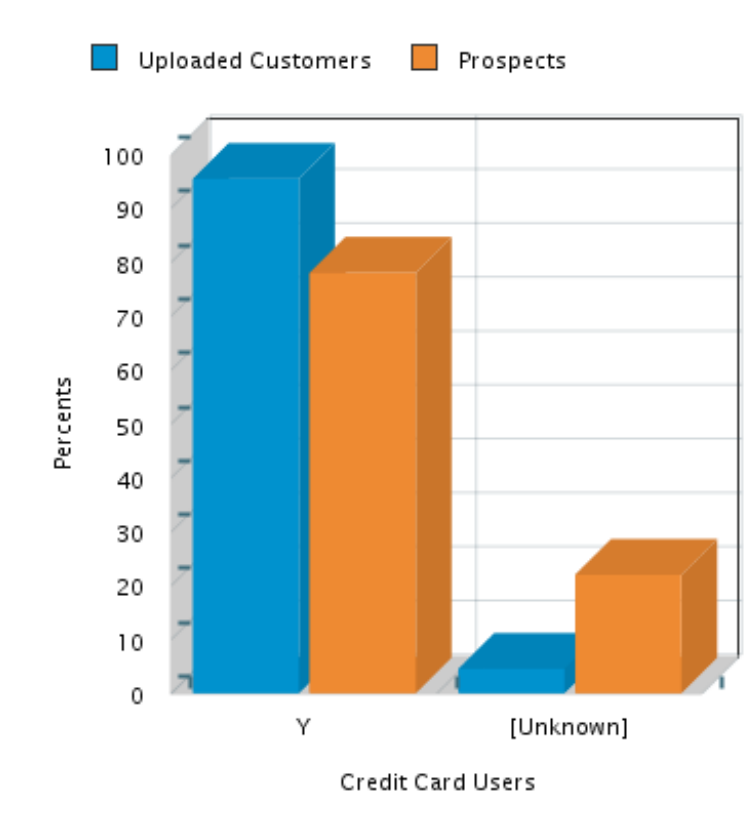


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
R	Mail Responders	21,554	95.61 %	5,637,276	76.08 %	126
[Unknown]	Unknown	990	4.39 %	1,772,496	23.92 %	18

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Credit Card Users

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

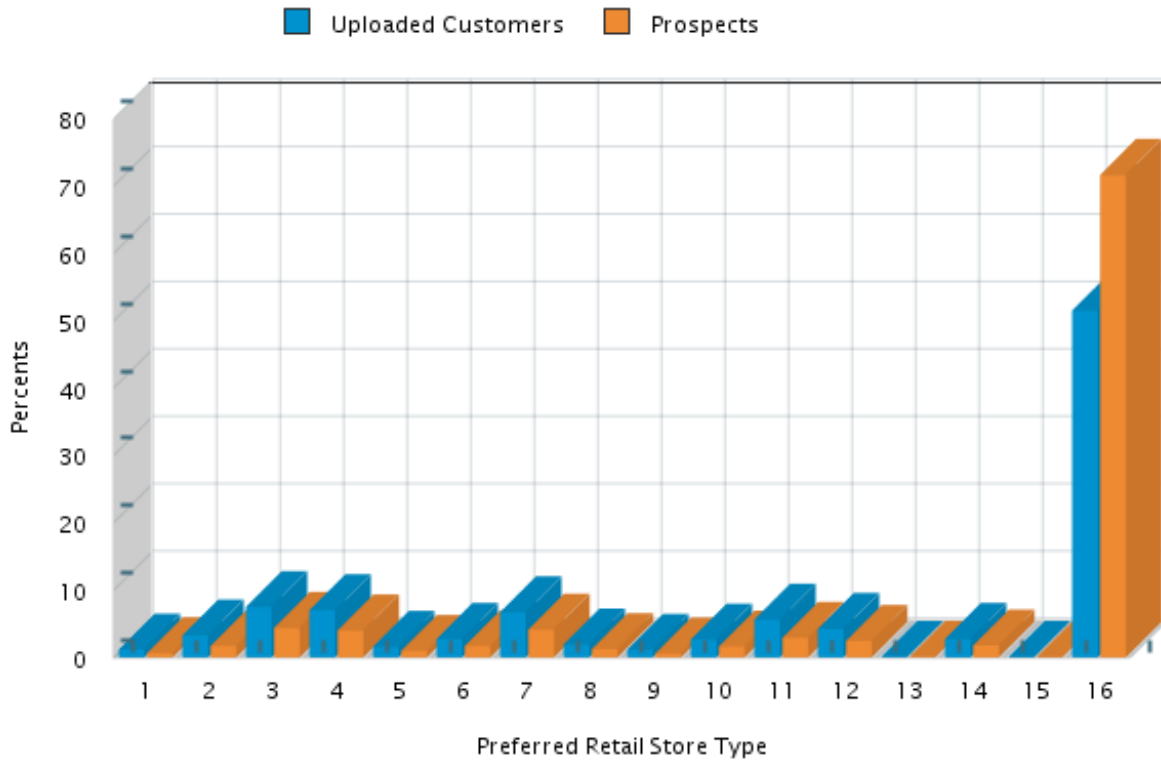


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
Y	Active Credit Card Purchases	21,515	95.44 %	5,779,948	78.00 %	122
[Unknown]	Unknown	1,029	4.56 %	1,629,824	22.00 %	21

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Preferred Retail Store Type

Indicates the most frequent category of the individual's retail purchases.



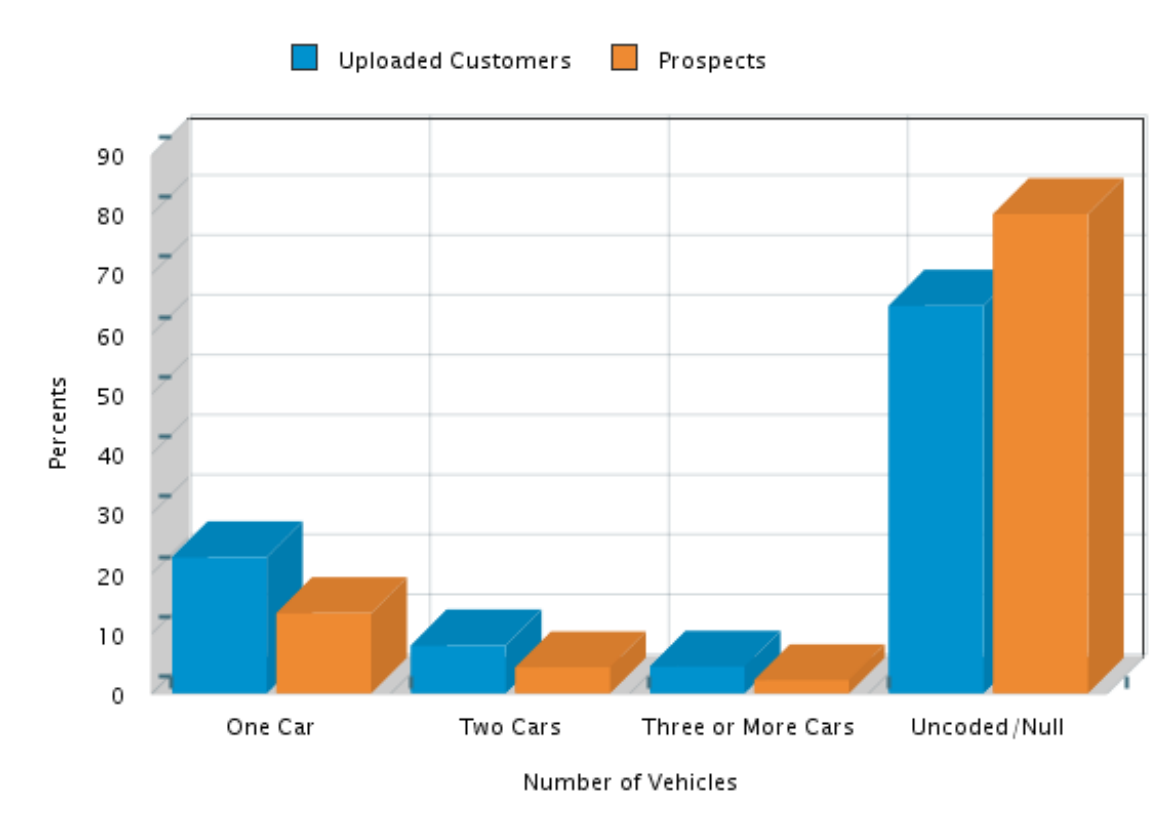
#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Membership Warehouse	267	1.18 %	47,037	0.64 %	186
2	Main Street Retail	736	3.27 %	126,297	1.70 %	192
3	Hi Volume Low End Dept Store	1,688	7.49 %	325,642	4.40 %	170
4	Standard Retail	1,582	7.02 %	298,193	4.02 %	174
5	Sporting Goods	356	1.58 %	72,848	0.98 %	161
6	Specialty Apparel	620	2.75 %	125,649	1.70 %	162
7	Specialty	1,517	6.73 %	305,613	4.12 %	163
8	Computer Electronics	437	1.94 %	92,201	1.24 %	156
9	Home Office Supply Purchases	253	1.12 %	45,238	0.61 %	184
10	Home Improvement	601	2.67 %	120,869	1.63 %	163
11	Hi - End Retail Buyers	1,268	5.63 %	216,184	2.92 %	193
12	Upscale Retail - Travel/Personal Services	954	4.23 %	182,730	2.47 %	172
13	Bank, Financial Services - Banking	26	0.12 %	8,233	0.11 %	104
14	Finance Company, Financial Services - Install Credit	619	2.75 %	132,050	1.78 %	154
15	Oil Company	17	0.08 %	4,557	0.06 %	123*
16	Unknown	11,603	51.47 %	5,306,431	71.61 %	72

*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.

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Number of Vehicles

Indicates the number of vehicles registered in the household.

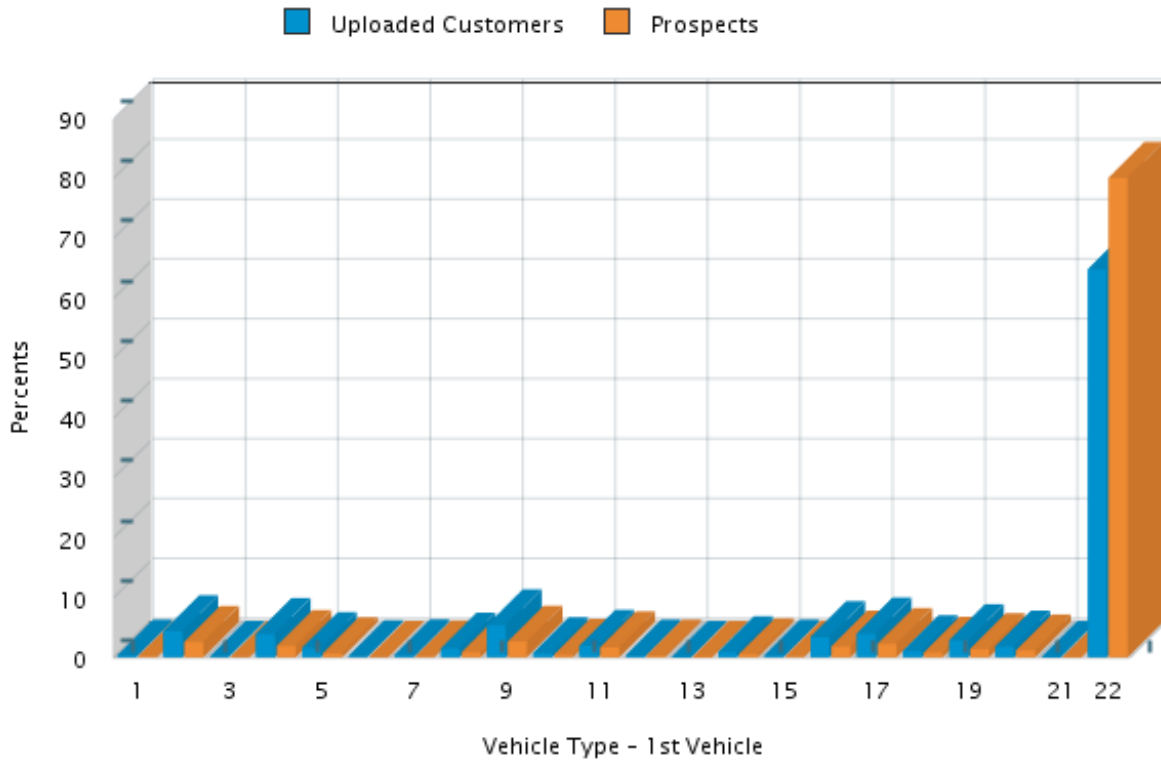


Code	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	One Car	5,131	22.76 %	993,461	13.41 %	170
2	Two Cars	1,806	8.01 %	322,430	4.35 %	184
3	Three or More Cars	1,013	4.49 %	164,161	2.22 %	203
A	Uncoded/Null	14,594	64.74 %	5,929,720	80.03 %	81

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Vehicle Type - 1st Vehicle

Indicates type of the first vehicle registered in the household.



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Entry Compact Car	70	0.31 %	16,124	0.22 %	143*
2	Premium Compact Car	993	4.41 %	193,605	2.61 %	169
3	Premium Full Size Car	27	0.12 %	4,999	0.07 %	179*
4	Entry Luxury Car	888	3.94 %	142,923	1.93 %	204
5	Mid-Size Luxury Car	356	1.58 %	51,912	0.70 %	225
6	Sports Luxury Car	47	0.21 %	4,947	0.07 %	310*
7	Premium Luxury Car	83	0.37 %	11,055	0.15 %	247*
8	Entry Mid-Size Car	337	1.50 %	64,287	0.87 %	172
9	Premium Mid-Size Car	1,210	5.37 %	195,017	2.63 %	204
10	Compact Pickup	165	0.73 %	35,189	0.48 %	154*
11	Light Duty Full-Size Pickup	443	1.97 %	125,693	1.70 %	116
12	Heavy Duty Full-Size Pickup	70	0.31 %	23,575	0.32 %	98
13	Luxury Full-Size Pickup	1	0.00 %	157	0.00 %	200*
14	Entry Sports Car	198	0.88 %	41,306	0.56 %	158*
15	Premium Sports Car	76	0.34 %	11,603	0.16 %	215*
16	Compact Suv	764	3.39 %	134,732	1.82 %	186
17	Mid-Size Suv	900	3.99 %	166,908	2.25 %	177
18	Full-Size Suv	236	1.05 %	58,619	0.79 %	132
19	Luxury Suv	649	2.88 %	104,494	1.41 %	204

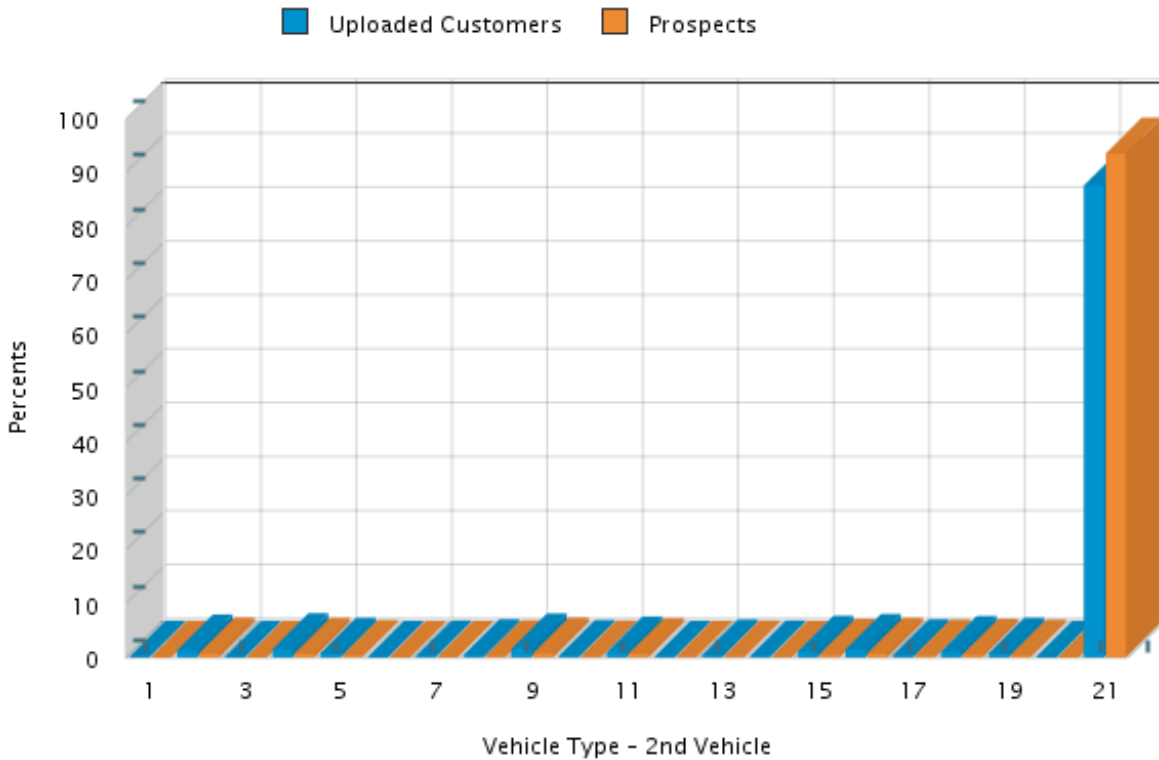
20	Compact Van	414	1.84 %	87,734	1.18 %	155
21	Full-Size Van	3	0.01 %	1,577	0.02 %	62
22	Unknown	14,614	64.82 %	5,933,316	80.07 %	81

*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.

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Vehicle Type - 2nd Vehicle

Indicates type of the second vehicle registered in the household.



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Entry Compact Car	25	0.11 %	4,043	0.06 %	202*
2	Premium Compact Car	294	1.30 %	53,497	0.72 %	181*
3	Premium Full Size Car	12	0.05 %	1,641	0.02 %	241*
4	Entry Luxury Car	350	1.55 %	50,314	0.68 %	229*
5	Mid-Size Luxury Car	162	0.72 %	21,161	0.29 %	251*
6	Sports Luxury Car	14	0.06 %	2,629	0.04 %	177*
7	Premium Luxury Car	42	0.19 %	5,739	0.08 %	242*
8	Entry Mid-Size Car	96	0.43 %	17,756	0.24 %	178*
9	Premium Mid-Size Car	341	1.51 %	56,497	0.76 %	199*
10	Compact Pickup	63	0.28 %	12,031	0.16 %	172*
11	Light Duty Full-Size Pickup	215	0.95 %	49,431	0.67 %	143*
12	Heavy Duty Full-Size Pickup	20	0.09 %	8,820	0.12 %	75
13	Entry Sports Car	83	0.37 %	14,008	0.19 %	195*
14	Premium Sports Car	36	0.16 %	5,518	0.07 %	216*
15	Compact Suv	247	1.10 %	37,134	0.50 %	219*
16	Mid-Size Suv	317	1.41 %	52,669	0.71 %	198*
17	Full-Size Suv	96	0.43 %	25,666	0.35 %	123*
18	Luxury Suv	233	1.03 %	38,346	0.52 %	200*
19	Compact Van	158	0.70 %	27,440	0.37 %	189*

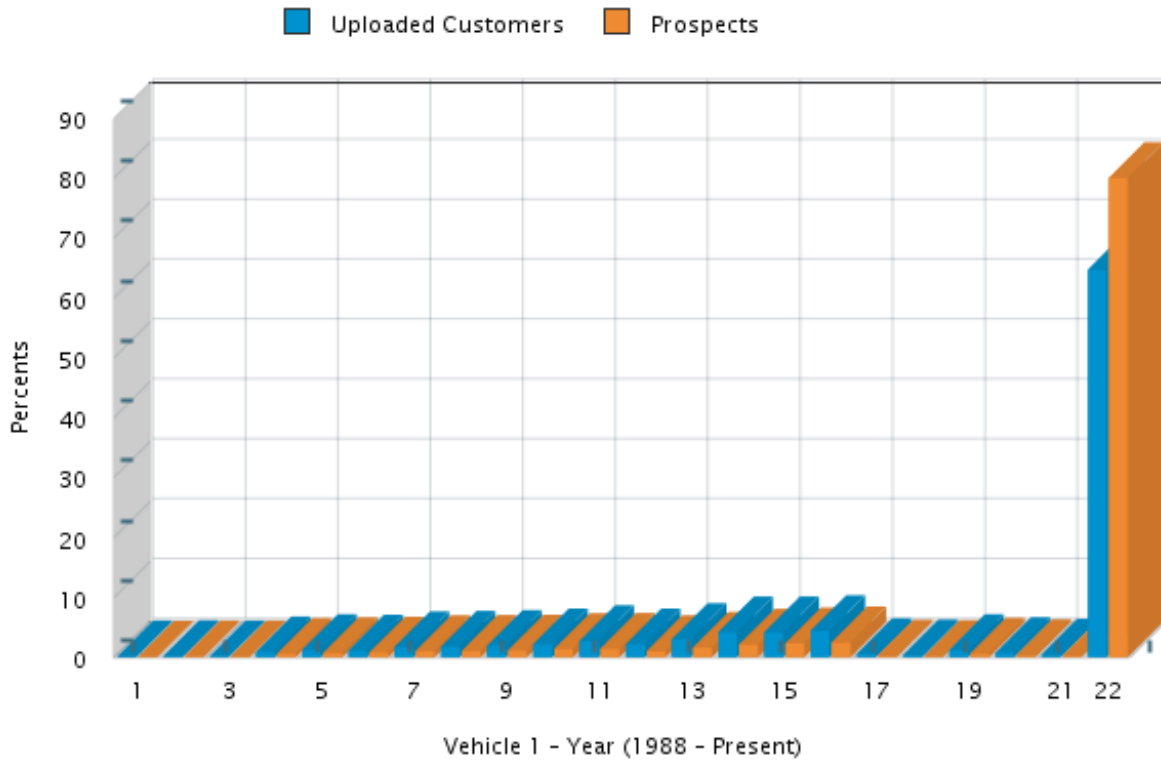
20	Full-Size Van	4	0.02 %	590	0.01 %	225*
21	Unknown	19,736	87.54 %	6,924,786	93.46 %	94

*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.

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Vehicle 1 - Year (1988 - Present)

Indicates production year of the first vehicle registered in the household.



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	1998 to 1998	31	0.14 %	8,513	0.12 %	120
2	1999 to 1999	46	0.20 %	11,140	0.15 %	136*
3	2000 to 2000	39	0.17 %	12,687	0.17 %	101
4	2001 to 2001	194	0.86 %	42,909	0.58 %	149*
5	2002 to 2002	277	1.23 %	52,127	0.70 %	175
6	2003 to 2003	253	1.12 %	59,795	0.81 %	139
7	2004 to 2004	385	1.71 %	78,529	1.06 %	161
8	2005 to 2005	399	1.77 %	80,604	1.09 %	163
9	2006 to 2006	431	1.91 %	85,422	1.15 %	166
10	2007 to 2007	492	2.18 %	104,433	1.41 %	155
11	2008 to 2008	615	2.73 %	107,934	1.46 %	187
12	2009 to 2009	485	2.15 %	76,574	1.03 %	208
13	2010 to 2010	689	3.06 %	118,868	1.60 %	191
14	2011 to 2011	943	4.18 %	157,588	2.13 %	197
15	2012 to 2012	945	4.19 %	173,570	2.34 %	179
16	2013 to 2013	994	4.41 %	184,504	2.49 %	177
17	2014 to 2014	124	0.55 %	21,332	0.29 %	191*
18	2015 to 2015	75	0.33 %	13,679	0.19 %	180*
19	2016 to 2016	274	1.22 %	45,304	0.61 %	199

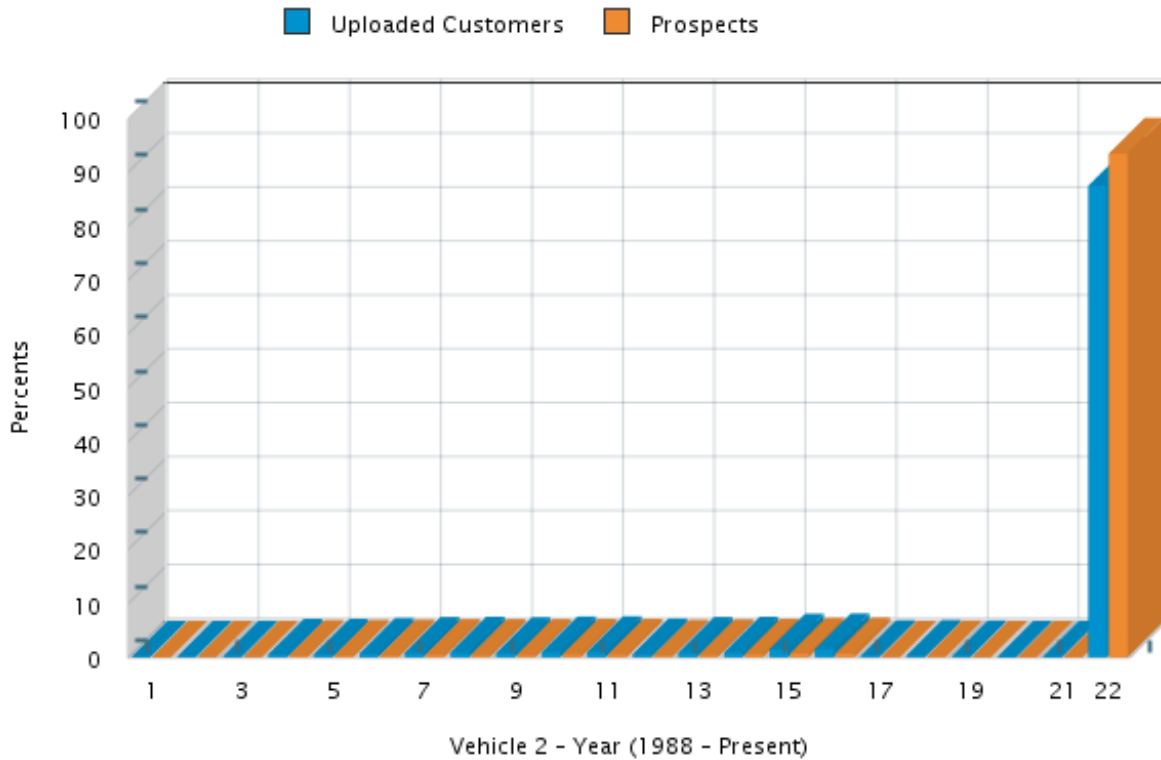
20	2017 to 2017	161	0.71 %	26,482	0.36 %	200*
21	2018 to 2018	98	0.44 %	17,886	0.24 %	180*
22	Unknown	14,594	64.74 %	5,929,892	80.03 %	81

*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.

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Vehicle 2 - Year (1988 - Present)

Indicates production year of the second vehicle registered in the household.



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	1998 to 1998	21	0.09 %	4,286	0.06 %	160*
2	1999 to 1999	27	0.12 %	5,336	0.07 %	167*
3	2000 to 2000	23	0.10 %	5,958	0.08 %	128*
4	2001 to 2001	119	0.53 %	20,782	0.28 %	189*
5	2002 to 2002	116	0.52 %	23,812	0.32 %	160*
6	2003 to 2003	147	0.65 %	25,982	0.35 %	186*
7	2004 to 2004	192	0.85 %	33,326	0.45 %	189*
8	2005 to 2005	203	0.90 %	33,170	0.45 %	201*
9	2006 to 2006	180	0.80 %	32,509	0.44 %	182*
10	2007 to 2007	210	0.93 %	37,754	0.51 %	183*
11	2008 to 2008	223	0.99 %	35,869	0.48 %	204*
12	2009 to 2009	126	0.56 %	22,921	0.31 %	181*
13	2010 to 2010	189	0.84 %	30,162	0.41 %	206*
14	2011 to 2011	200	0.89 %	37,286	0.50 %	176*
15	2012 to 2012	332	1.47 %	51,542	0.70 %	212*
16	2013 to 2013	341	1.51 %	54,327	0.73 %	206*
17	2014 to 2014	52	0.23 %	8,532	0.12 %	201*
18	2015 to 2015	60	0.27 %	11,501	0.16 %	172*
19	2016 to 2016	38	0.17 %	7,429	0.10 %	169*

20	2017 to 2017	10	0.04 %	2,252	0.03 %	147*
21	2018 to 2018	10	0.04 %	1,837	0.03 %	176*
22	Unknown	19,725	87.50 %	6,923,199	93.43 %	94

*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.

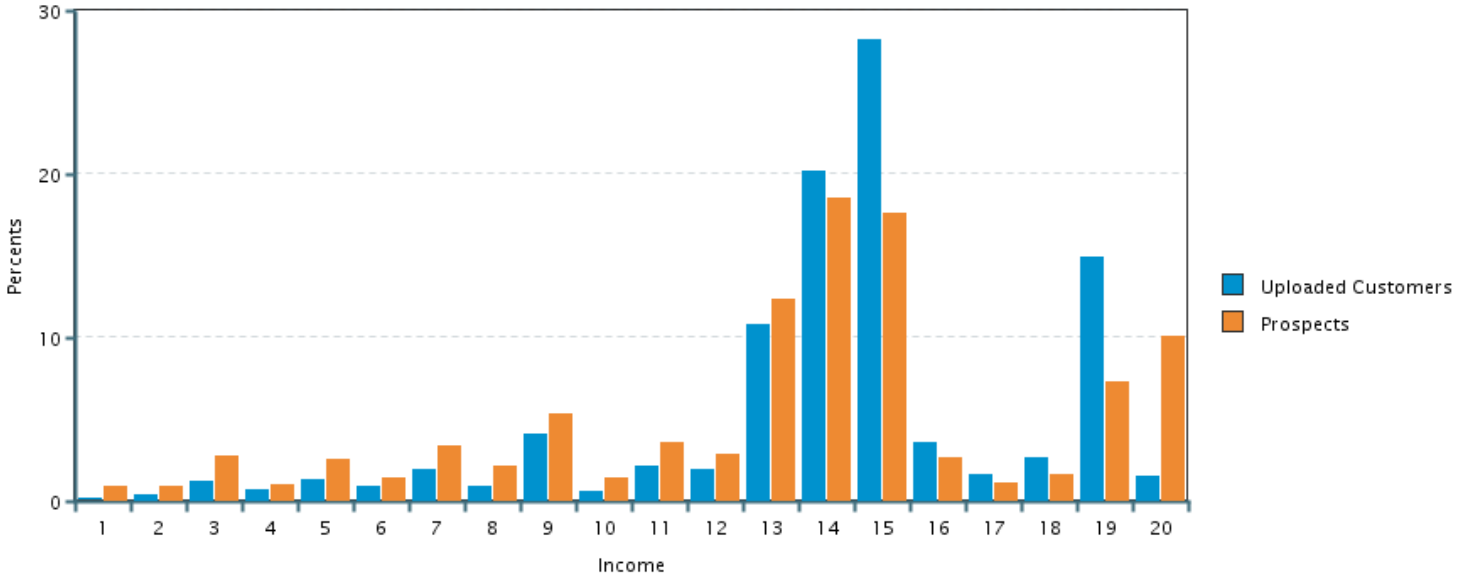
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Income Segment

Income Market Segmentation

Income

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.

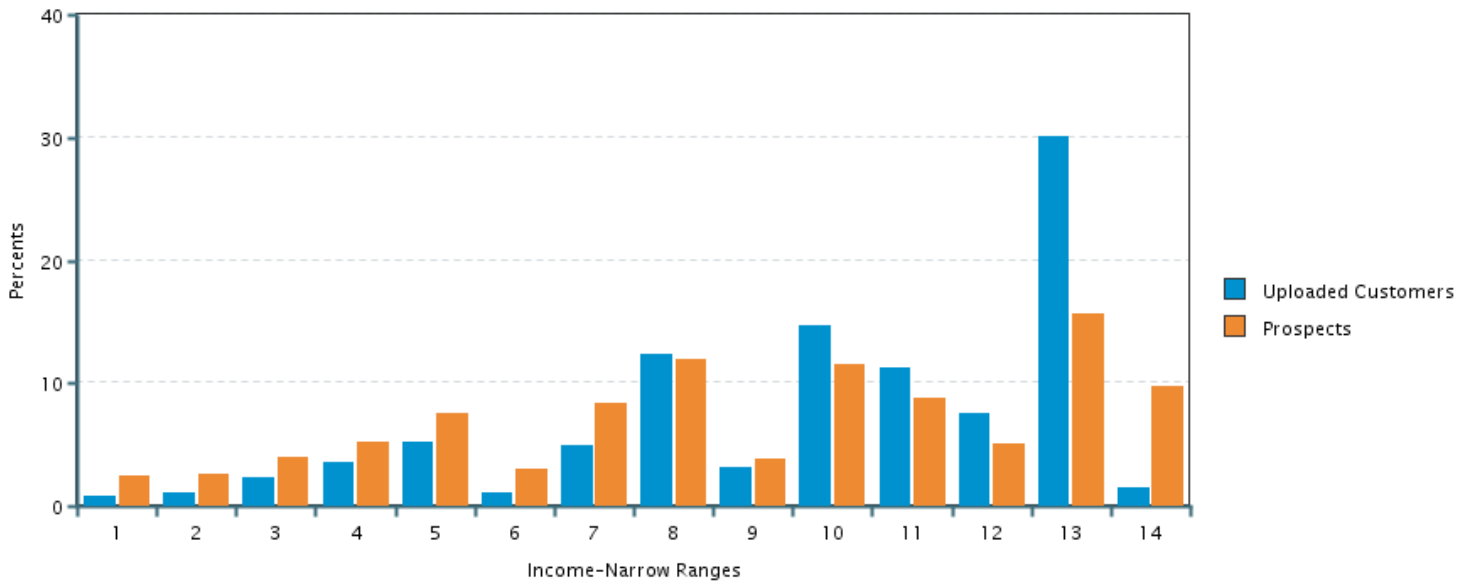


#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Under \$10,000	30	0.13 %	65,681	0.89 %	15
2	\$10,000 - \$14,999	83	0.37 %	72,511	0.98 %	38
3	\$15,000 - \$19,999	272	1.21 %	202,586	2.73 %	44
4	\$20,000 - \$24,999	161	0.71 %	79,677	1.08 %	66
5	\$25,000 - \$29,999	299	1.33 %	193,531	2.61 %	51
6	\$30,000 - \$34,999	204	0.91 %	103,703	1.40 %	65
7	\$35,000 - \$39,999	441	1.96 %	251,265	3.39 %	58
8	\$40,000 - \$44,999	219	0.97 %	158,247	2.14 %	45
9	\$45,000 - \$49,999	929	4.12 %	395,088	5.33 %	77
10	\$50,000 - \$54,999	145	0.64 %	108,685	1.47 %	44
11	\$55,000 - \$59,999	480	2.13 %	267,924	3.62 %	59
12	\$60,000 - \$64,999	434	1.93 %	216,837	2.93 %	66
13	\$65,000 - \$74,999	2,429	10.77 %	915,893	12.36 %	87
14	\$75,000 - \$99,999	4,558	20.22 %	1,378,771	18.61 %	109
15	\$100,000 - \$149,999	6,366	28.24 %	1,308,876	17.66 %	160
16	\$150,000 - \$174,999	824	3.66 %	196,280	2.65 %	138
17	\$175,000 - \$199,999	376	1.67 %	83,908	1.13 %	147
18	\$200,000 - \$249,999	593	2.63 %	121,688	1.64 %	160
19	\$250,000 +	3,359	14.90 %	541,692	7.31 %	204
20	Unknown	342	1.52 %	746,929	10.08 %	15

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Income-Narrow Ranges

Estimated total household income in ranges as sourced from warranty registrations, household census, questionnaires, and vehicle registration.



#	Description	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1	Under \$15,000	201	0.89 %	178,554	2.41 %	37
2	\$15,000 - \$19,999	237	1.05 %	197,805	2.67 %	39
3	\$20,000 - \$29,999	526	2.33 %	295,375	3.99 %	59
4	\$30,000 - \$39,999	807	3.58 %	390,194	5.27 %	68
5	\$40,000 - \$49,999	1,185	5.26 %	565,269	7.63 %	69
6	\$50,000 - \$59,999	259	1.15 %	227,972	3.08 %	37
7	\$60,000 - \$69,999	1,112	4.93 %	622,514	8.40 %	59
8	\$70,000 - \$79,999	2,778	12.32 %	884,524	11.94 %	103
9	\$80,000 - \$89,999	720	3.19 %	285,397	3.85 %	83
10	\$90,000 - \$99,999	3,329	14.77 %	852,280	11.50 %	128
11	\$100,000 - \$124,999	2,553	11.33 %	647,533	8.74 %	130
12	\$125,000 - 149,999	1,707	7.57 %	377,930	5.10 %	148
13	\$150,000 or More	6,799	30.16 %	1,162,950	15.70 %	192
14	Unknown	331	1.47 %	721,475	9.74 %	15

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Look-Alike Summary

View geographic and demographic breakdown of Look-Alikes found based on the segments with high MPI.

SCF Codes	Number of Look-Alikes
940 BELMONT, CA	6,923 (11.97 %)
943 PALO ALTO, CA	528 (0.91 %)
944 SAN MATEO, CA	1,288 (2.23 %)
945 ALAMEDA, CA	16,659 (28.80 %)
946 OAKLAND, CA	1,479 (2.56 %)
947 BERKELEY, CA	840 (1.45 %)
948 RICHMOND, CA	249 (0.43 %)
949 SAN RAFAEL, CA	3,979 (6.88 %)
950 APTOS, CA	6,320 (10.93 %)
951 SAN JOSE, CA	6,499 (11.24 %)
953 ATWATER, CA	1,710 (2.96 %)
956 AMADOR CITY, CA	6,246 (10.80 %)
957 ALTA, CA	2,692 (4.65 %)
958 SACRAMENTO, CA	1,560 (2.70 %)
959 MARYSVILLE, CA	871 (1.51 %)
Age	
Age 62-63	8,383 (14.49 %)
Age 64-65	7,375 (12.75 %)
Age 66-67	6,563 (11.35 %)
Age 68-69	6,176 (10.68 %)
Age 70-71	5,906 (10.21 %)
Age 72-73	5,680 (9.82 %)
Age 74-75	4,153 (7.18 %)
Age 76-77	3,382 (5.85 %)
Age 78-79	2,515 (4.35 %)
Age 80-81	2,067 (3.57 %)
Age 82-83	1,572 (2.72 %)
Age 84-85	1,247 (2.16 %)
Age 86-87	941 (1.63 %)
Age 88-89	818 (1.41 %)
Age 90-91	596 (1.03 %)
Age 92-93	469 (0.81 %)
Available Home Equity	
10,000 to 19,999	419 (0.72 %)
50,000 to 74,999	1,514 (2.62 %)
75,000 to 99,999	1,597 (2.76 %)
100,000 to 149,999	3,242 (5.60 %)
150,000 to 199,999	3,298 (5.70 %)
200,000 to 249,999	3,266 (5.65 %)

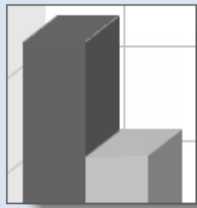
250,000 to 499,999	14,331 (24.78 %)
500,000 to 749,999	10,400 (17.98 %)
750,000 to 999,999	7,675 (13.27 %)
1,000,000 to 1,999,999	12,101 (20.92 %)
Education Level	
Completed College	31,703 (54.81 %)
Completed Graduate School	26,140 (45.19 %)
Income	
\$100,000 - \$149,999	26,243 (45.37 %)
\$150,000 - \$174,999	4,272 (7.39 %)
\$175,000 - \$199,999	3,434 (5.94 %)
\$200,000 - \$249,999	4,718 (8.16 %)
\$250,000 +	19,176 (33.15 %)
Net Worth - Premier	
\$1,000,000 - \$1,999,999	13,818 (23.89 %)
\$2,000,000+	44,025 (76.11 %)
Vehicle Type - 1st Vehicle	
Premium Compact Car	8,394 (14.51 %)
Entry Luxury Car	9,341 (16.15 %)
Mid-Size Luxury Car	4,164 (7.20 %)
Entry Mid-Size Car	2,384 (4.12 %)
Premium Mid-Size Car	9,049 (15.64 %)
Compact Suv	6,277 (10.85 %)
Mid-Size Suv	7,133 (12.33 %)
Full-Size Suv	1,813 (3.13 %)
Luxury Suv	6,528 (11.29 %)
Compact Van	2,760 (4.77 %)

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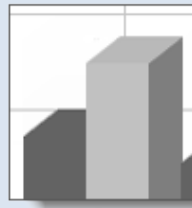
How is Market Penetration Index calculated?

$$MPI = \frac{\% \text{ of existing customers in the segment}}{\% \text{ of total number of prospects in the segment}} \times 100$$

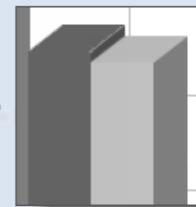
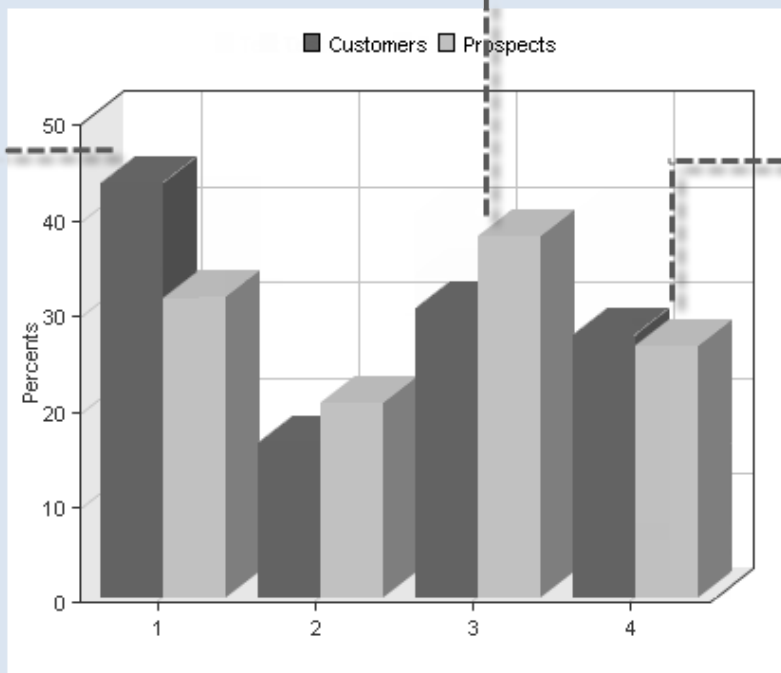
How to read your report?



A taller customer bar than the prospect bar indicates higher than average customer penetration for this demographic.



A shorter customer bar than the prospect bar indicates lower than average customer penetration for this demographic.



Near equal customer and prospect bars indicate average customer penetration for this demographic

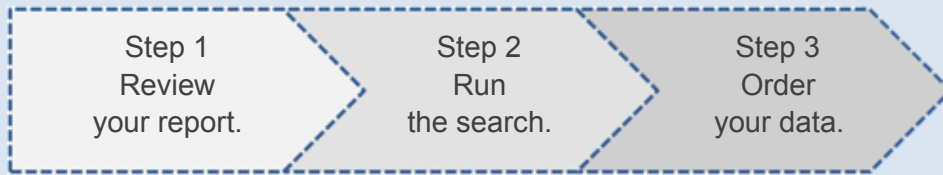
Customer Count	Customer Percent	Prospect Count	Prospect Percent	Market Penetration Index
1,953	9.56 %	1,467,511	9.82 %	97
2,353	11.63 %	1,309,050	8.76 %	133
863	4.26 %	836,247	5.59 %	76

--- High Market Penetration Indexes are highlighted

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How to use your report?

These simple steps will help you purchase a list of prospects in your trade area that look just like your best customers.



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