

# Consumer Profile Sample



**Visit**

**[www.CustomerScan.com](http://www.CustomerScan.com)**

**For more information and to order**

**Or call toll free**

**866-571-3111**

# How to Get the Most Out of Your CustomerScan

**CustomerScan helps you understand your customers and how to find more just like them.** In three simple steps, you can purchase a list of prospects in your trade area that look just like your best customers.

## **Step One: Review your CustomerScanProfile**

### **Step Two: Run Your Count**

After you have reviewed the Profile, request a prospect count report on **www.CustomerScan.com**. Please note that a CustomerScan Profile is most accurate within 90 days. Once you submit your count report request you will receive your count report via email.

### **Step Three: Order your Data**

Review your count report and place your order with **www.CustomerScan.com**. Your order will be fulfilled to your specifications. Orders are typically completed within hours.

### **Step Four: Mail your promotion to your new list of potential customers**

After you receive your new list, you can start promoting to them. Visit **www.PostcardServices.com** to mail postcards directly to them.



# Who are my customers?

## Customers

Records Uploaded	2,361
Total Records Matched	1,888
Unique Records Matched	1,786
Match Rate	79%

Your customers are most highly concentrated in these demographic segments

Demographic	Value/Range	Percent
Home Ownership	Definite owner	97%
Dwelling Type	Single	94%
Region	Middle Atlantic	91%
Direct Mail Responder	Double/Multiple	91%
Presence of Children (Under 18)	No Children Present	78%
Marital Status	Married	68%
Gender	Female	60%
Household Type	Married (husband and wife) with NO children	34%
SuperNiche Group	IRA Spenders	31%
Median Home Value	\$50K - \$100K	31%

# Who are my best prospects?

*CustomerScan determines the best prospects in your trade area based on the characteristics of your customer's profile*

## Defined Trade Area

**Total Prospects**

3,898,501

## Recommended Prospects

**Premium Select Targets**

200,777

*Prospects with Highest Statistical Similarity to Existing Customers*

**Preferred Select Targets**

194,847

*Prospects with Statistical Similarity to Existing Customers, except Premium*

**Select Targets**

410,285

*Prospects with Moderate Statistical Similarity to Existing Customers, except Premium and Preferred*

Records from the select target groups are available at [www.postcardservices.com](http://www.postcardservices.com)

The actual number of records available in each group may differ slightly due to file updates and adjustments.

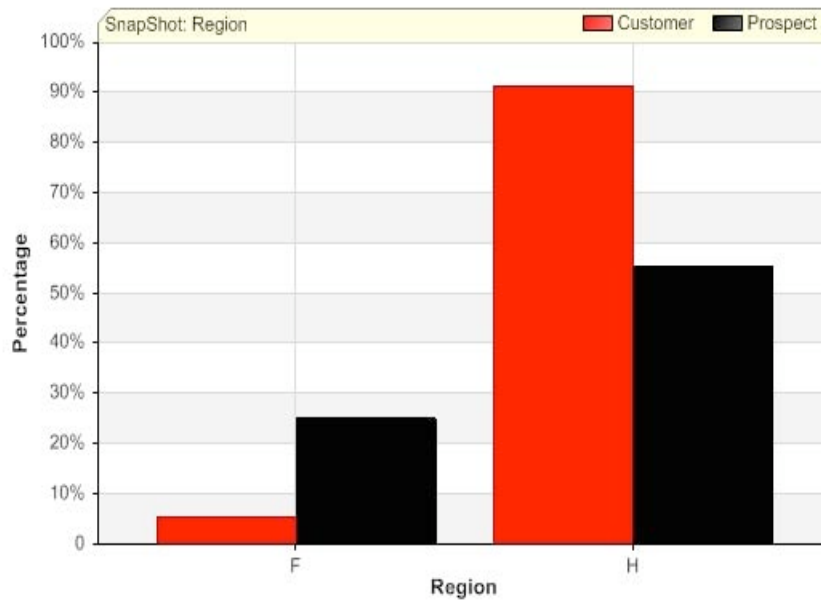


# Demographic Overview

*These demographic elements have been analyzed individually and the results are presented in subsequent pages. Values/ranges that constitute at least 5% of your customer base are included in the tables and those with penetration indexes of 120 or higher are shaded in yellow. Penetration indexes indicate the proportion of your customers relative to the total number of prospects in your trade area. An index of 100 indicates an equal proportion of customers to prospects. Values/ranges with indexes of 120 or higher indicate a level of over-penetration that identifies high potential segments.*

- Region
- Gender
- Age
- Household Income
- Median Home Value
- Wealth Score
- Household Type
- Length of Residence
- Dwelling Type
- Home Ownership
- Marital Status
- Presence of Children (Under 18)
- Number of Children (if Present)
- Direct Mail Responder
- eConsumer Score
- Interests
- SuperNiche Group

# Region



*Regions consist of the following:*

Mountain: AZ, CO, ID, MT, NV, NM, UT, & WY

Pacific: AK, CA, HI, OR, & WA

East North Central: IL, IN, OH, MI, & WI

West North Central: IA, KS, MN, MO, NE, ND, & SD

East South Central: AL, KY, MS, & TN

South Atlantic: DE, FL, GA, MD, NC, SC, VA, DC, & WV

West South Central: AR, LA, OK, & TX

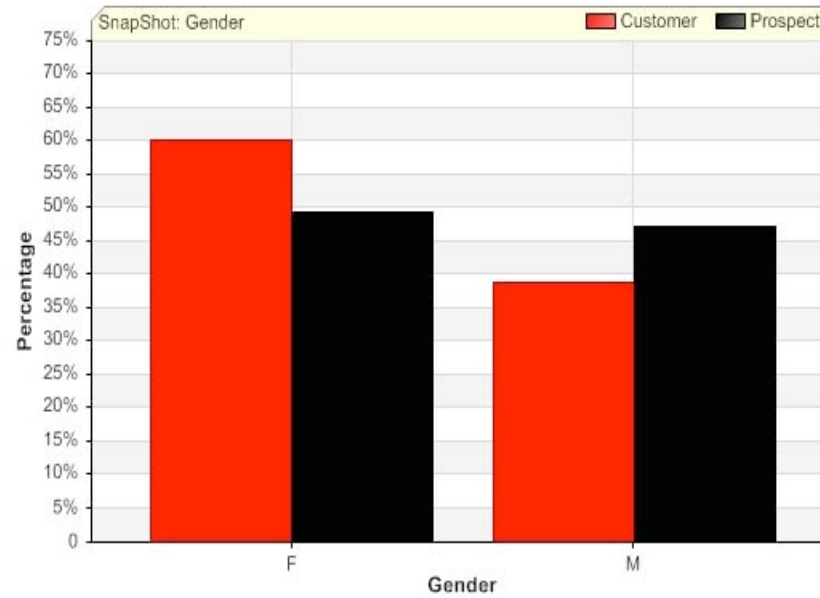
Middle Atlantic: NJ, NY, & PA

New England: CT, ME, MA, NH, RI, & VT

Region	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
<b>H - Middle Atlantic</b>	<b>1,632</b>	<b>91%</b>	<b>3,636,127</b>	<b>55%</b>	<b>165</b>
F - South Atlantic	96	5%	1,644,013	25%	21

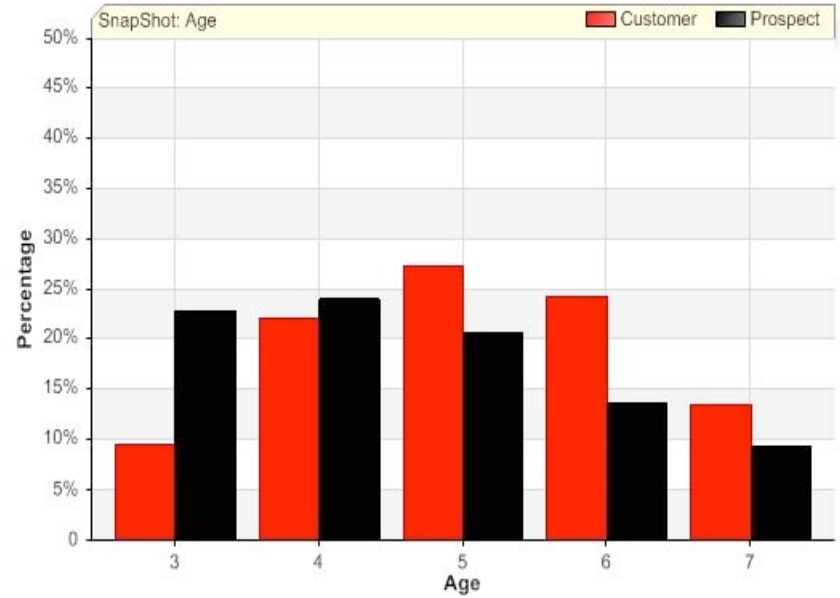


# Gender



Gender	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
F - Female	1,075	60%	3,234,567	49%	122
M - Male	696	39%	3,094,233	47%	83

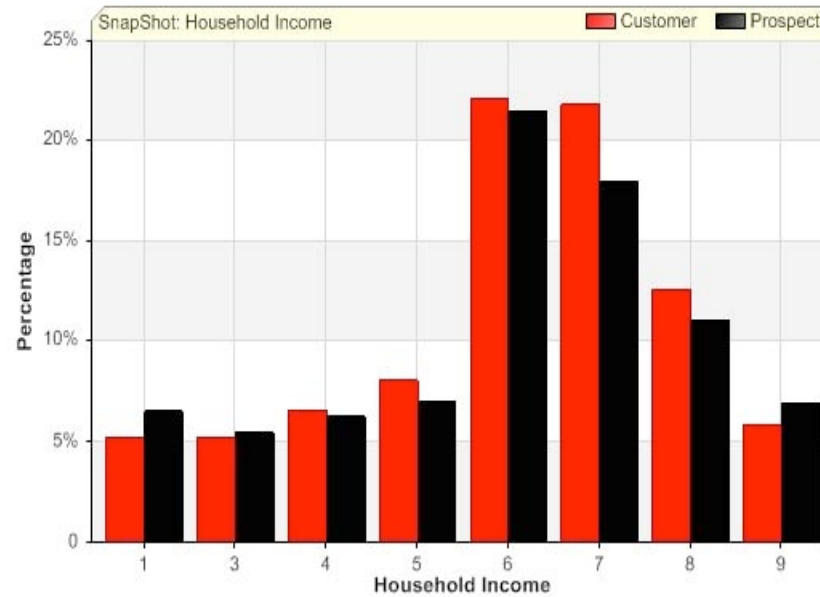
# Age



Age	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
6 - 65-74 Years Old	434	24%	893,362	14%	179
7 - 75+ Years Old	242	14%	612,423	9%	145
5 - 55-64 Years Old	488	27%	1,359,078	21%	132
4 - 45-54 Years Old	394	22%	1,577,429	24%	92
3 - 35-44 Years Old	171	10%	1,501,717	23%	42

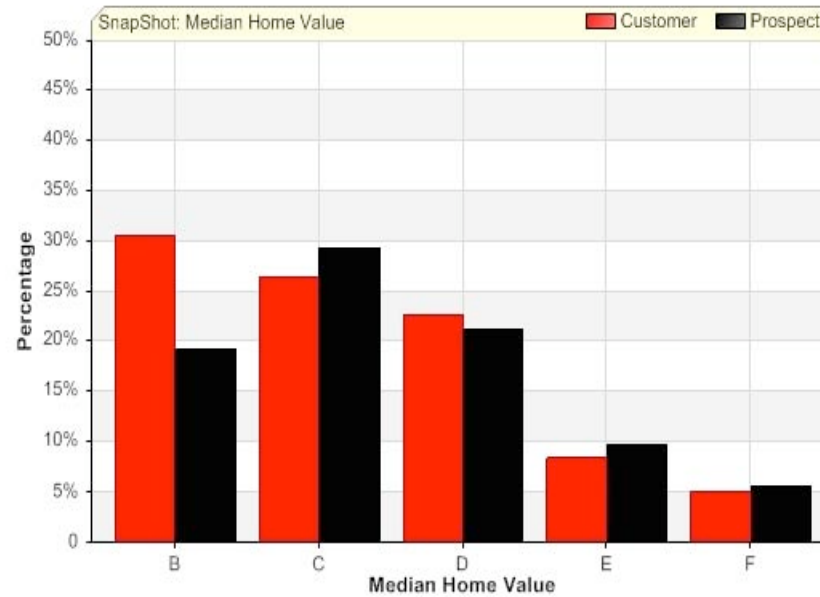


# Household Income



Household Income	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
<b>7 - 75,000 - 99,999</b>	<b>390</b>	<b>22%</b>	<b>1,183,355</b>	<b>18%</b>	<b>121</b>
5 - 40,000 - 49,999	144	8%	461,161	7%	115
8 - 100,000 - 124,999	225	13%	726,881	11%	114
4 - 30,000 - 39,999	117	7%	412,219	6%	104
6 - 50,000 - 74,999	395	22%	1,413,939	22%	103
3 - 20,000 - 29,999	94	5%	358,140	5%	96
9 - 125,000 - 149,999	105	6%	455,495	7%	85
1 - Under 15,000	93	5%	428,409	7%	80

# Median Home Value



Median Home Value	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
B - \$50K - \$100K	546	31%	1,267,699	19%	158
D - \$150K - \$200K	406	23%	1,397,925	21%	107
F - \$250K - \$300K	90	5%	362,475	6%	91
C - \$100K - \$150K	471	26%	1,927,974	29%	90
E - \$200K - \$250K	150	8%	635,449	10%	87



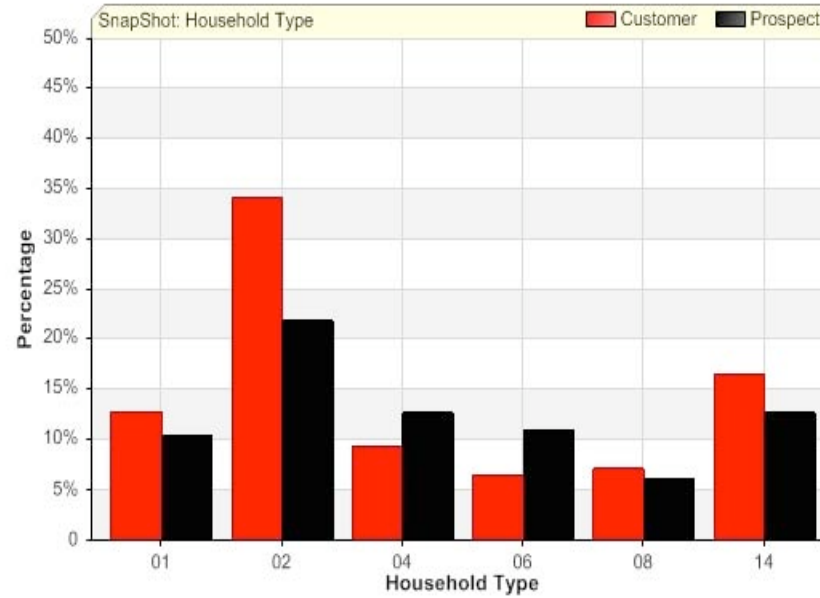
# Wealth Score



Wealth Score	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
8	303	17%	824,794	13%	135
10	546	31%	1,530,057	23%	131
9	359	20%	1,048,354	16%	126
7	186	10%	666,635	10%	103
6	142	8%	544,837	8%	96
5	97	5%	461,615	7%	77



# Household Type



Household Type	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
02 - Married (husband and wife) with NO children	610	34%	1,438,974	22%	156
14 - One adult (female) and NO children	297	17%	837,501	13%	130
01 - Married (husband and wife) with children	229	13%	689,984	11%	122
08 - Female with other adults and NO children	127	7%	403,334	6%	116
04 - Two adults (married unknown) and children	167	9%	832,877	13%	74
06 - Male with other adults and NO children	116	6%	723,306	11%	59



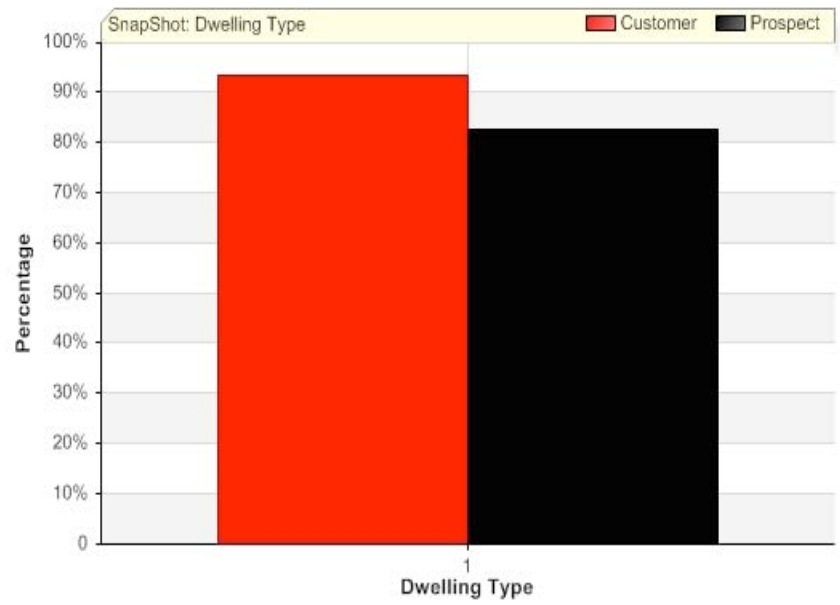
# Length of Residence



Length of Residence	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
G - 11 to 14 Years	213	12%	796,980	12%	98
E - 6 to 7 Years	125	7%	621,314	9%	74
F - 8 to 10 Years	167	9%	868,822	13%	71
D - 4 to 5 Years	92	5%	800,201	12%	42



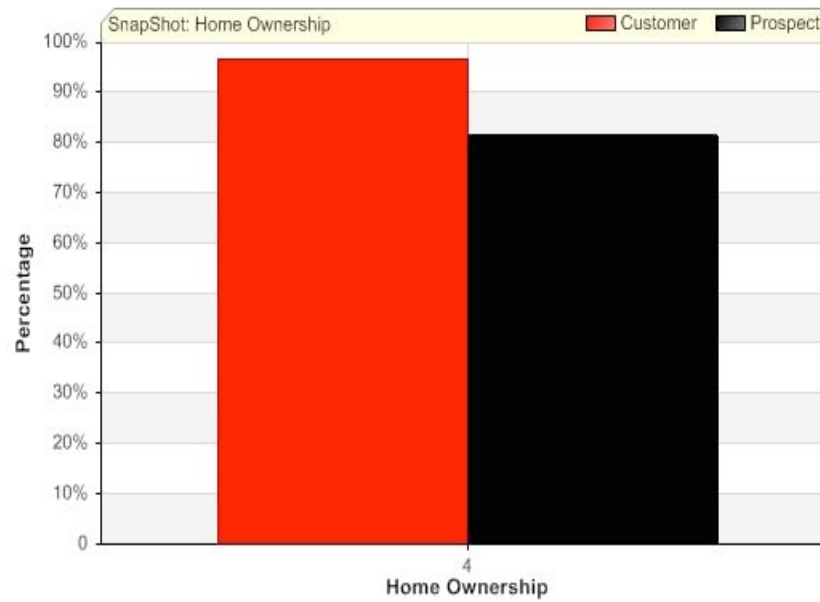
# Dwelling Type



Dwelling Type	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
1 - Single	1,671	94%	5,436,638	83%	113



# Home Ownership



Home Ownership	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
4 - Definite owner	1,727	97%	5,353,030	82%	119

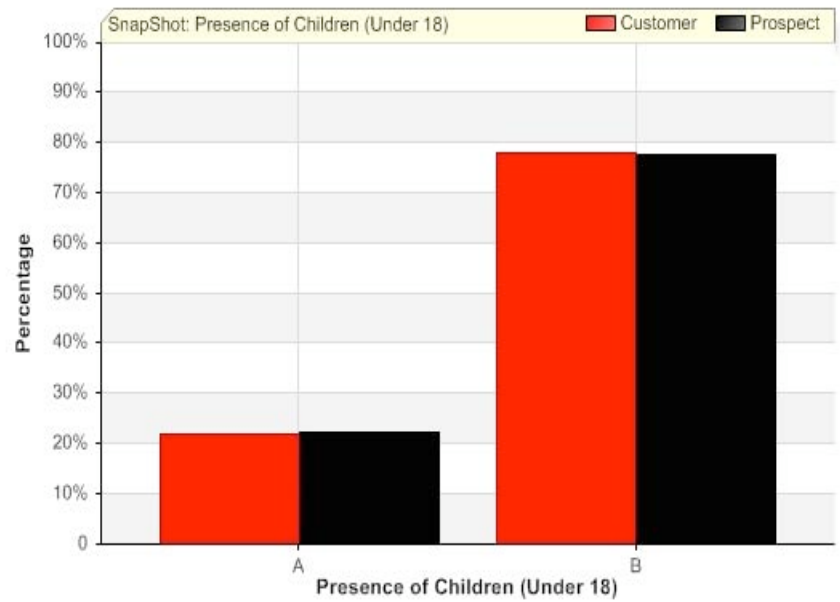
# Marital Status



Marital Status	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
1 - Married	1,216	68%	3,118,933	48%	143
2 - Single	183	10%	652,904	10%	103

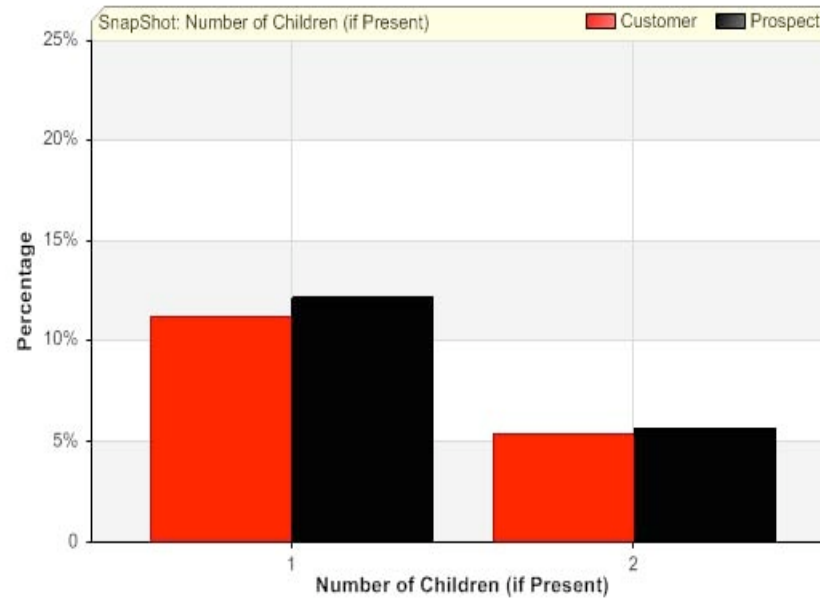


# Presence of Children (Under 18)



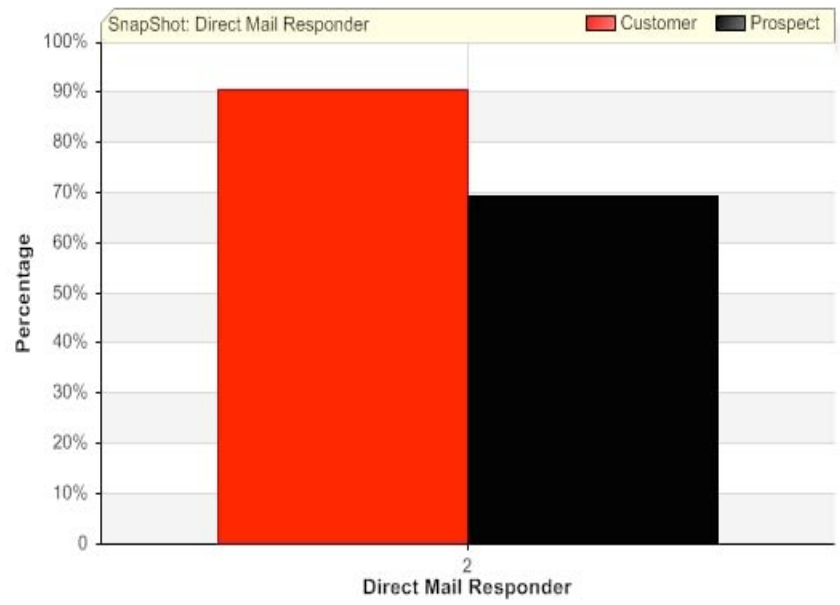
Presence of Children (Under 18)	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
B - No Children Present	1,395	78%	5,100,466	78%	101
A - Children Present	391	22%	1,465,973	22%	98

# Number of Children (if Present)



Number of Children (if Present)	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
2 - 2 Children	96	5%	372,248	6%	95
1 - 1 Child	201	11%	800,774	12%	92

# Direct Mail Responder



Direct Mail Responder	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
2 - Double/Multiple	1,621	91%	4,569,122	70%	130



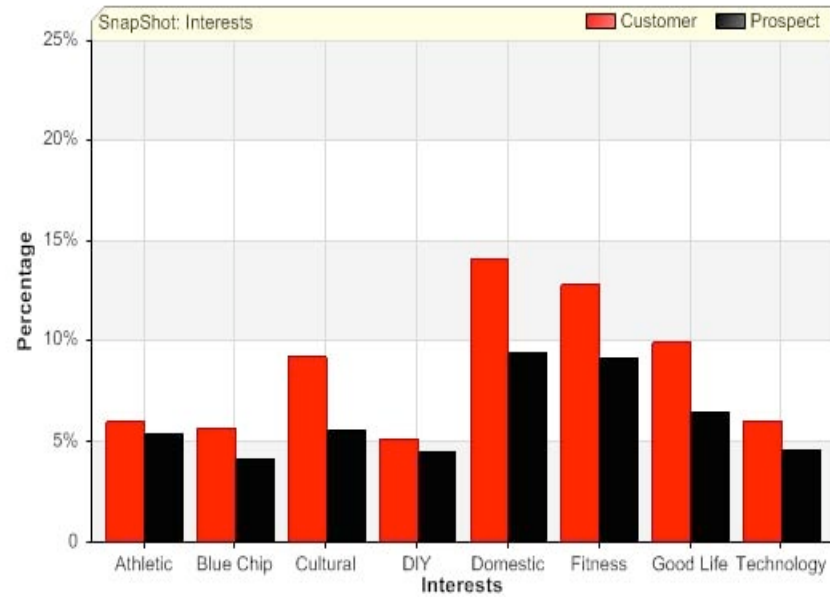
# eConsumer Score



eConsumer Score	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
7	282	16%	760,925	12%	136
10	400	22%	1,134,582	17%	130
8	302	17%	911,030	14%	122
9	248	14%	782,054	12%	117
6	172	10%	599,156	9%	106
5	108	6%	509,411	8%	78



# Interests



Interests	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
Cultural	165	9%	369,123	6%	164
Good Life	178	10%	424,551	6%	154
Domestic	252	14%	618,486	9%	150
Fitness	229	13%	604,556	9%	139
Blue Chip	102	6%	272,265	4%	138
Technology	108	6%	300,070	5%	132
DIY	92	5%	298,346	5%	113
Athletic	107	6%	356,997	5%	110

# Interest Descriptions

## Cultural

Art, Antique Collecting, Collections, Crafts Cultural, Arts Events, Foreign Travel

## Good Life

Fine Foods, Natural Foods, Fashion Clothing, Decorating, Foreign Travel

## Domestic

Sewing, Knitting, Crafts, Gourmet Cooking, Fine Foods, Gardening, Home Workshop, Reading

## Fitness

Physical Fitness, Exercise, Running, Jogging, Walking, Health, Natural Foods

## Blue Chip

Stock, Bond Investments, Real Estate Investment Activities, Self-Improvement

## Technology

Stereo, Photography, Electronics, Home Video Recording, Home Video Games New Technology, PC's

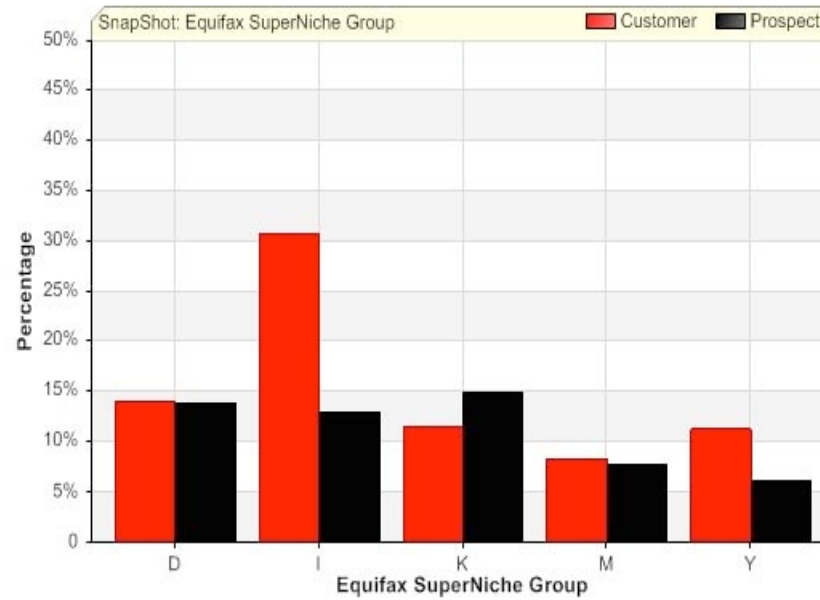
## DIY

Automotive, Work, CB Radio, Home Workshop, Motorcycling, Electronics, RV's

## Athletic

Exercise, Running, Fitness, Diet Concerns, Sporting, Hiking, Baseball, Basketball

# SuperNiche Group



SuperNiche Group	Customer Count	Customer Percent	Prospect Count	Prospect Percent	Penetration Index
<b>I - IRA Spenders</b>	<b>549</b>	<b>31%</b>	<b>848,855</b>	<b>13%</b>	<b>238</b>
<b>Y - Young-At-Heart</b>	<b>201</b>	<b>11%</b>	<b>400,759</b>	<b>6%</b>	<b>184</b>
M - Mid-Life Munchkins	148	8%	509,786	8%	107
D - Diamonds-To-Go	252	14%	914,450	14%	101
K - Kiddie Kastles	205	11%	979,917	15%	77



# SuperNiche Group Descriptions

## IRA Spenders

These mature individuals represent about 5.1% of Niches Households. They are mostly retired, age 67, with an annual income of \$91,000. They are retired with no children living at home, homeowners with long lengths of residence, and are mail responsive. IRA Spenders tend to have an interest in golf and gardening, and especially casino gambling. They hold multiple credit cards, and love home furnishings, audio equipment and art.

## Young-At-Heart

This retired household is represented by Young-at-Heart 70 years old heads of household. Some of them still have children living at home and the majority own property. The household income of this segment is \$26,000. This group represents 3.4% of Niches Households. This older group is interested in home furnishings, collectibles, charity and bible devotion. For entertainment they visit casinos and do needlework. They are credit card holders and are consider mail responsive.

## Mid-Life Munchkins

This mature group has a median age of 55, and a median household income of approximately \$71,000. Making up 6.1% of Niches Households, Mid-Life Munchkins are known to have children and/or grandchildren in the home and are homeowners who have long lengths of residence. They are known to have pets, travel for business and invest in charities.

## Diamonds-To-Go

Representing about 5.7% of Niches Households, the Diamonds to Go group are mostly homeowners with high home values, white-collar families with children. They have an average income of \$123,000, with the average age of head around 48. It seems they enjoy the good life, with having multiple credit cards, and have an interest in home furnishings, stocks, computers, gourmet cooking, gardening and travel.

## Kiddie Kastles

Kiddie Kastles account for about 11.9% of all Niches Households. Around 43 years old, they have an annual income of about \$73,000. Consisting mostly of homeowners, this group has children, are white-collar with college educations and are mail responsive. This group has a strong interest in fitness and outdoor activities.



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