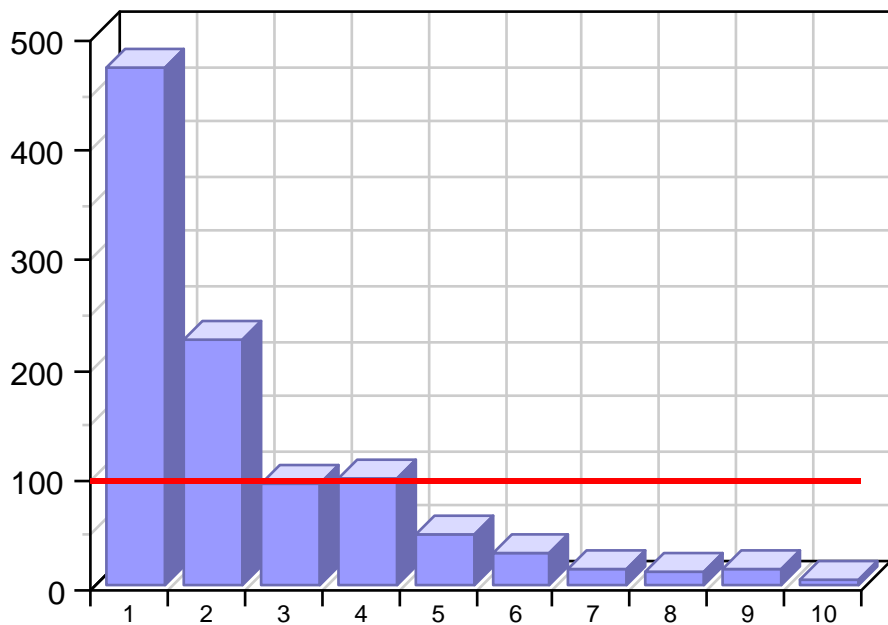


Model Report

Customer File Name	Upload Date	Match Count
R_Customerdata.txt	07/13/09	784 of 2309 names

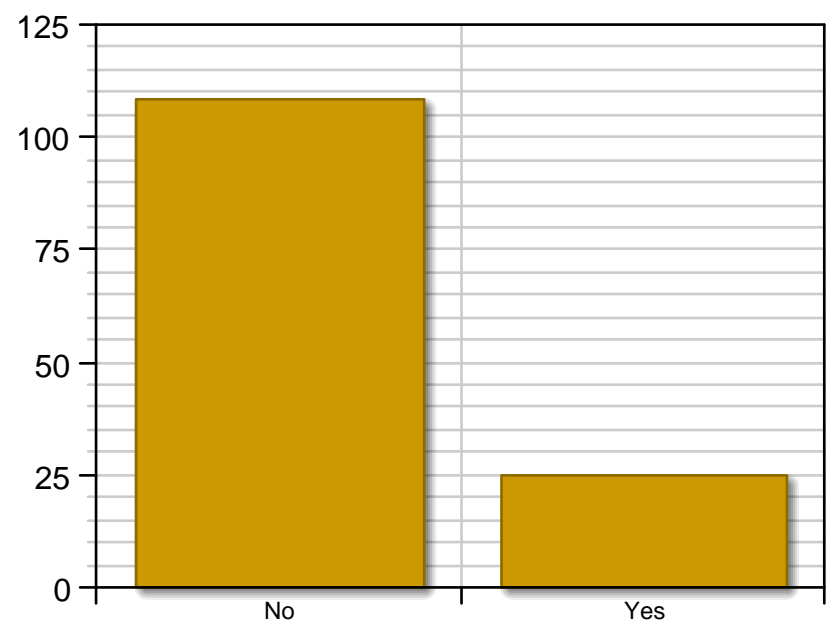
Non Responders
Used a random sample of 1401 names.

Lift Chart



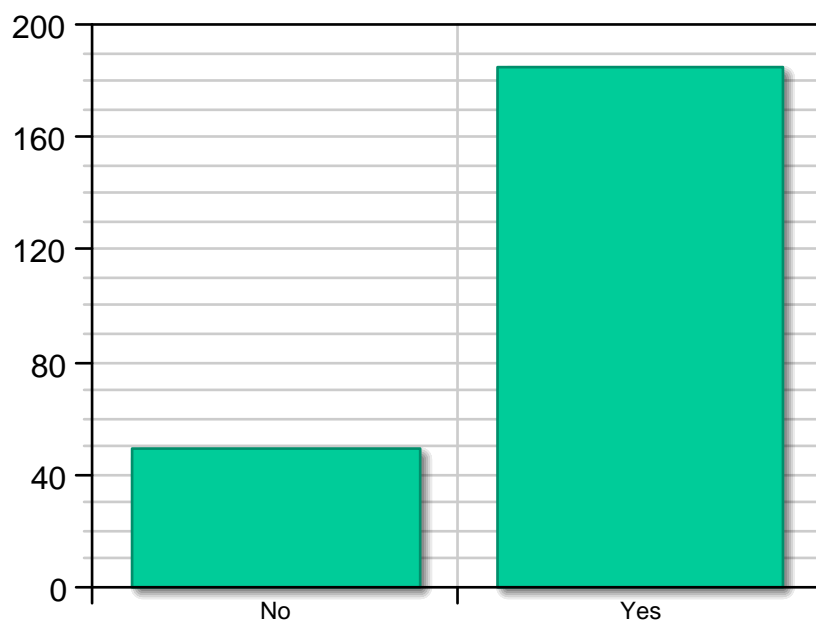
Top 10% of prospects are 4.7 times more likely to respond than average. Top 1% of prospects are 5.74 times more likely to respond than average.

Females Age 55-64



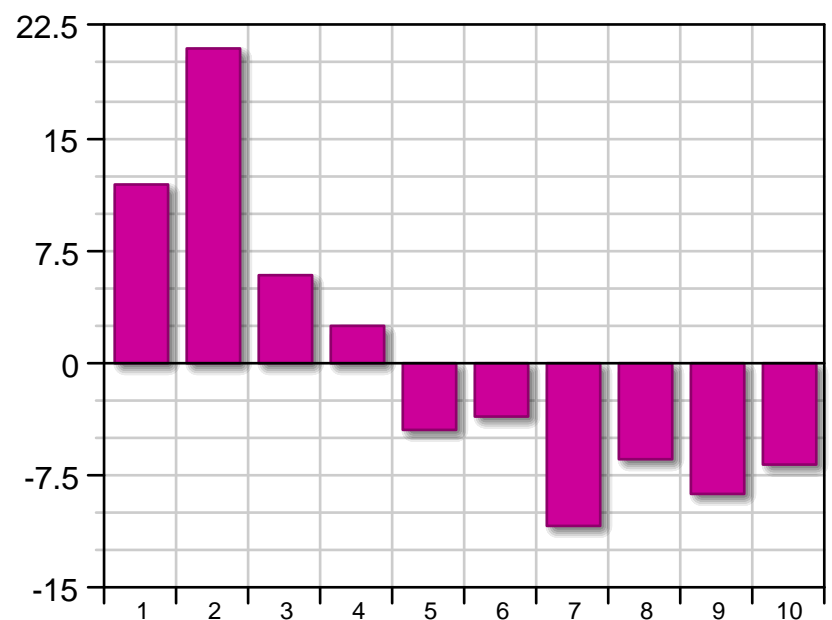
When Females Age 55-64 is No, response probability increases by a factor of 1.08

General Childrens Products



When General Childrens Products is Yes, response probability increases by a factor of 1.84

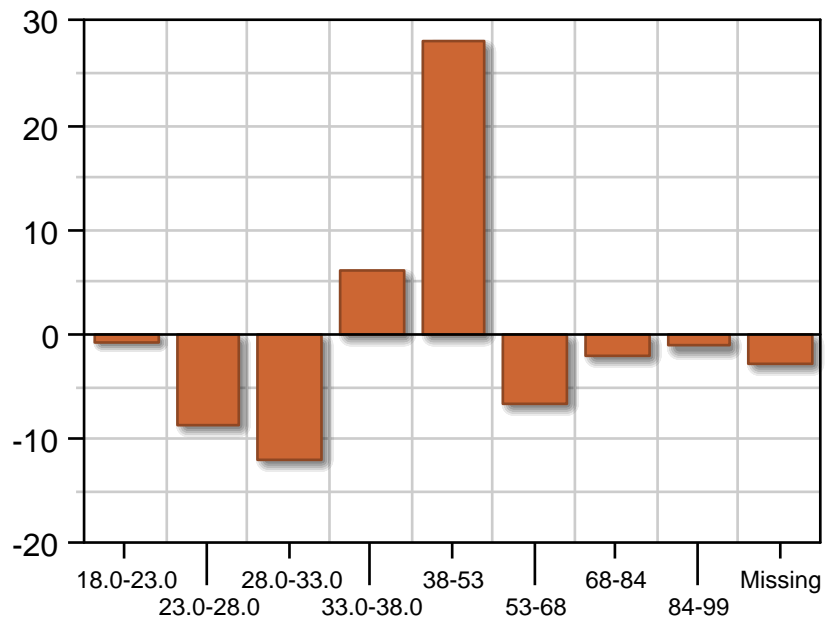
Wealth Decile



Relative Impact of Wealth Decile on Model: 2 are most likely to respond, 7 are least likely to respond.

Model Report

Head of Household Age



Relative Impact of Head of Household Age on Model: 38-53 are most likely to respond, 28.0-33.0 are least likely to respond.