

Available Demographics

2/9/2006

Demographic	Cost per Thousand Records Matched *	Quantity	Penetration
2000 Census % Asian Only	\$3.00	64,181,446	51.3 %
2000 Census % Black Only	\$3.00	85,006,994	67.9 %
2000 Census % Dwelling Units: Owner Occupied	\$3.00	124,176,110	99.2 %
2000 Census % Dwelling Units: Renter Occupied	\$3.00	124,846,609	99.7 %
2000 Census % Hispanic	\$3.00	101,103,638	80.8 %
2000 Census % Households :Married Couples	\$3.00	125,142,901	100.0 %
2000 Census % Households Spanish Speaking	\$3.00	110,219,964	88.0 %
2000 Census % Households With Children	\$3.00	124,793,851	99.7 %
2000 Census % Population Age 18+	\$3.00	125,187,558	100.0 %
2000 Census % Population Age 65+	\$3.00	124,458,511	99.4 %
2000 Census % Population Age Under 18	\$3.00	124,738,123	99.6 %
2000 Census % White Only	\$3.00	124,217,274	99.2 %
2000 Census Average Household Size	\$3.00	125,175,029	100.0 %
2000 Census Married Couple Families W/O Any Person <18	\$3.00	125,104,905	99.9 %
2000 Census Married Couple Families with Any Person <18	\$3.00	124,505,695	99.4 %
2000 Census Median Age	\$3.00	125,187,558	100.0 %
2000 Census Median Dwelling Age	\$3.00	125,179,871	100.0 %
2000 Census Median Housing Value	\$3.00	125,066,222	99.9 %
2000 Census Median Years School Completed	\$3.00	125,187,441	100.0 %
2000 Census Units in Structure: Mobile Home	\$3.00	54,047,691	43.2 %
Children - Age 0-3 Bucket	\$15.00	125,210,737	100.0 %
Children - Age 0-3 Gender	\$15.00	125,210,737	100.0 %
Children - Age 0-3 Model code	\$15.00	125,210,737	100.0 %
Children - Age 10-12 Bucket	\$15.00	125,210,737	100.0 %
Children - Age 10-12 Gender	\$15.00	125,210,737	100.0 %
Children - Age 10-12 Model code	\$15.00	125,210,737	100.0 %
Children - Age 13-18 Bucket	\$15.00	125,210,737	100.0 %
Children - Age 13-18 Gender	\$15.00	125,210,737	100.0 %
Children - Age 13-18 Model code	\$15.00	125,210,737	100.0 %

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Children - Age 4-6 Bucket	\$15.00	125,210,737	100.0 %
Children - Age 4-6 Gender	\$15.00	125,210,737	100.0 %
Children - Age 4-6 Model code	\$15.00	125,210,737	100.0 %
Children - Age 7-9 Bucket	\$15.00	125,210,737	100.0 %
Children - Age 7-9 Gender	\$15.00	125,210,737	100.0 %
Children - Age 7-9 Model code	\$15.00	125,210,737	100.0 %
Combined Homeowner/Renter	\$15.00	125,210,737	100.0 %
Computer Owner	\$12.00	113,270,410	90.5 %
Contributes to Charities	\$15.00	113,270,410	90.5 %
Donates to Environmental Causes	\$15.00	113,270,410	90.5 %
Dwelling Unit Size	\$2.00	125,210,737	100.0 %
Estimated Current Home Value	\$15.00	49,201,169	39.3 %
Estimated Current Median Family Income	\$7.50	125,168,966	100.0 %
Ethnic Insight	\$25.00	113,270,410	90.5 %
Home Business	\$18.00	113,270,410	90.5 %
Home Land Value	\$15.00	55,694,271	44.5 %
Home Property Indicator	\$15.00	125,210,737	100.0 %
Home Purchase Date	\$15.00	30,975,353	24.7 %
Home Purchase Price	\$9.00	26,501,672	21.2 %
Home Year Built	\$15.00	48,840,480	39.0 %
Homeowner Probability Model	\$7.50	125,210,737	100.0 %
INSOURCE Enhanced Estimated Income (with Summarized	\$7.50	125,210,737	100.0 %
INSOURCE Estimated Income (without Summarized Credit)	\$7.50	125,210,737	100.0 %
Interest in Reading	\$15.00	113,270,410	90.5 %
ISPSA	\$3.00	125,210,737	100.0 %
Latitude	\$3.00	124,996,361	99.8 %
Length of Residence	\$6.00	125,210,737	100.0 %
Longitude	\$3.00	124,996,361	99.8 %
Mail Responder	\$7.50	125,210,737	100.0 %

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MOR Bank Religious Magazine	\$3.00	125,210,737	100.0 %
MOR Bank - Crafts/Hobb Merch Buyer	\$3.00	125,210,737	100.0 %
MOR Bank - Female Merch Buyer	\$3.00	125,210,737	100.0 %
MOR Bank - Male Merch Buyer	\$3.00	125,210,737	100.0 %
MOR Bank - Upscale Merch Buyer	\$3.00	125,210,737	100.0 %
MOR Bank Book Buyer	\$3.00	125,210,737	100.0 %
MOR Bank Collect/Special Foods Buyer	\$3.00	125,210,737	100.0 %
MOR Bank Culinary Interests Magazine	\$3.00	125,210,737	100.0 %
MOR Bank Deduped Category Hit Count	\$3.00	125,210,737	100.0 %
MOR Bank Do-It-Yourselfers	\$3.00	125,210,737	100.0 %
MOR Bank Family & General Magazine	\$3.00	125,210,737	100.0 %
MOR Bank Female Oriented Magazine	\$3.00	125,210,737	100.0 %
MOR Bank Gardening/Farming Buyer	\$3.00	125,210,737	100.0 %
MOR Bank Gardening/Farming Magazine	\$3.00	125,210,737	100.0 %
MOR Bank General Contributor	\$3.00	125,210,737	100.0 %
MOR Bank General Merch Buyer	\$3.00	125,210,737	100.0 %
MOR Bank Gifts and Gadgets Buyer	\$3.00	125,210,737	100.0 %
MOR Bank Health & Institution Contributor	\$3.00	125,210,737	100.0 %
MOR Bank Health and Fitness Magazine	\$3.00	125,210,737	100.0 %
MOR Bank Male Sports Magazine	\$3.00	125,210,737	100.0 %
MOR Bank Miscellaneous	\$3.00	125,210,737	100.0 %
MOR Bank News and Financial	\$3.00	125,210,737	100.0 %
MOR Bank Non-Deduped Category Hit Count	\$3.00	125,210,737	100.0 %
MOR Bank Odds and Ends	\$3.00	125,210,737	100.0 %
MOR Bank Opportunity Seekers & CE	\$3.00	125,210,737	100.0 %
MOR Bank Photography	\$3.00	125,210,737	100.0 %
MOR Bank Political Contributor	\$3.00	125,210,737	100.0 %
MOR Bank Religious Contributor	\$3.00	125,210,737	100.0 %
Mosaic Group/Type	\$45.00	125,210,737	100.0 %

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Demographic	Cost per Thousand Records Matched *	Quantity	Penetration
Number of Children on record	\$7.50	125,210,737	100.0 %
Number of Persons in Living Unit	\$1.50	125,210,737	100.0 %
Person #1 Business Owner	\$18.00	113,270,410	90.5 %
Person #1 Date of Birth	\$15.00	64,002,059	51.1 %
Person #1 Education	\$4.50	113,270,410	90.5 %
Person #1 Estimated Age	\$9.00	125,210,737	100.0 %
Person #1 Exact Age	\$15.00	64,002,059	51.1 %
Person #1 Gender	\$1.50	113,270,410	90.5 %
Person #1 Marital Status	\$1.50	113,270,410	90.5 %
Person #1 Occupation	\$4.50	113,270,410	90.5 %
Person #1 Occupation Group	\$4.50	113,270,410	90.5 %
Person #1 Primary Ethnic Market Code	\$12.00	113,270,410	90.4 %
Person #1 Combined Age	\$15.00	125,210,737	100.0 %
Presence of Children	\$7.50	125,210,737	100.0 %
Presence of Children Model Code	\$7.50	125,210,737	100.0 %
Presence of Credit Card	\$7.50	113,270,410	90.5 %
Presence of Premium Credit Card (Gold or Platinum)	\$7.50	113,270,410	90.5 %
Reserved for MOSAIC Global	\$45.00	125,210,737	100.0 %
Second Phone Number	\$40.00	1,324,782	1.1 %
Telephone Number	\$40.00	67,435,359	53.9 %
Third Phone Number	\$40.00	82,561	0.1 %
Time Zone	\$5.00	125,210,737	100.0 %

* Costs are subject to change