

Available Online Demographics

4/3/2006

Demographic	Cost per Thousand Records Matched *	Quantity	Penetration
Combined Homeowner/Renter	\$15.00	125,210,737	100.0 %
Household Composition	\$5.00	125,210,737	100.0 %
INSOURCE Enhanced Estimated Income (with Summarized	\$7.50	125,210,737	100.0 %
Length of Residence	\$6.00	125,210,737	100.0 %
Person #1 Combined Age	\$15.00	125,210,737	100.0 %
Person #1 Education	\$4.50	113,270,410	90.5 %
Person #1 Marital Status	\$1.50	113,270,410	90.5 %
Person #1 Primary Ethnic Market Code	\$12.00	113,270,410	90.4 %
Presence of Children	\$7.50	125,210,737	100.0 %
Recipient Reliability Code	\$5.00	125,210,737	100.0 %

* Costs are subject to change