

Sample Response Score Indicator

Tri-Media Marketing Services			
Response Score	TMMS Church	Cuml Church	TMMS %
700+	2,156	2,156	0.85%
650 to 699	1,837	3,993	1.58%
600 to 649	2,947	6,940	2.74%
550 to 599	4,765	11,705	4.63%
500 to 599	6,342	18,047	7.14%
450 to 499	6,973	25,020	9.89%
400 to 449	6,805	31,825	12.58%
350 to 399	6,543	38,368	15.17%
300 to 349	6,739	45,107	17.84%
250 to 299	7,894	53,001	20.96%
200 to 249	10,572	63,573	25.14%
150 to 199	12,760	76,333	30.18%
100 to 149	14,909	91,242	36.08%
050 to 099	14,848	106,090	41.95%
001 to 049	13,911	120,001	47.45%
-01 to -99	24,088	144,089	56.97%
-100 to -199	32,429	176,518	69.80%
-200 to -299	31,912	208,430	82.41%
-300+	44,478	252,908	100.00%

Sample		
Sample Buyers	Cuml Buyers	Profiled %
611	611	4.68%
447	1,058	8.11%
585	1,643	12.59%
761	2,404	18.42%
896	3,300	25.28%
849	4,149	31.79%
797	4,946	37.89%
672	5,618	43.04%
605	6,223	47.68%
698	6,921	53.03%
787	7,708	59.06%
813	8,521	65.29%
803	9,324	71.44%
673	9,997	76.59%
480	10,477	80.27%
745	11,222	85.98%
829	12,051	92.33%
560	12,611	96.62%
441	13,052	100.00%

Balance to Mail			
Segment Count	Segment Conversion	Cumulative Conversion	Balance To Mail
1,545	28.34%	28.34%	1,545
1,390	24.33%	26.50%	2,935
2,362	19.85%	23.67%	5,297
4,004	15.97%	20.54%	9,301
5,446	14.13%	18.29%	14,747
6,124	12.18%	16.58%	20,871
6,008	11.71%	15.54%	26,879
5,871	10.27%	14.64%	32,750
6,134	8.98%	13.80%	38,884
7,196	8.84%	13.06%	46,080
9,785	7.44%	12.12%	55,865
11,947	6.37%	11.16%	67,812
14,106	5.39%	10.22%	81,918
14,175	4.53%	9.42%	96,093
13,431	3.45%	8.73%	109,524
23,343	3.09%	7.79%	132,867
31,600	2.56%	6.83%	164,467
31,352	1.75%	6.05%	195,819
44,037	0.99%	5.16%	239,856

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