

## Sample Response Scoring

Tri-Media Marketing Services			
Response Score	TMMS Church	Cuml Church	TMMS %
1000+	347	347	0.14%
900	823	1,170	0.48%
800	1,606	2,776	1.15%
700	3,280	6,056	2.51%
600	6,272	12,328	5.11%
500	10,062	22,390	9.28%
400	13,477	35,867	14.86%
300	12,999	48,866	20.24%
200	14,794	63,660	26.37%
100	17,781	81,441	33.74%
0	23,978	105,419	43.67%
-100	28,819	134,238	55.61%
-200	30,342	164,580	68.18%
-300	76,797	241,377	100.00%

Your Customers		
Count Buyers	Cuml Buyers	Buyers %
110	110	0.87%
252	362	2.88%
417	779	6.19%
764	1,543	12.26%
1,108	2,651	21.06%
1,313	3,964	31.49%
1,526	5,490	43.62%
1,170	6,660	52.91%
1,222	7,882	62.62%
1,116	8,998	71.49%
1,119	10,117	80.38%
890	11,007	87.45%
734	11,741	93.28%
846	12,587	100.00%

Balance to Mail			
Segment Count	Segment Response	Cumulative Response	Balance To Mail
237	31.70%	31.70%	237
571	30.62%	30.94%	808
1,189	25.97%	28.06%	1,997
2,516	23.29%	25.48%	4,513
5,164	17.67%	21.50%	9,677
8,749	13.05%	17.70%	18,426
11,951	11.32%	15.31%	30,377
11,829	9.00%	13.63%	42,206
13,572	8.26%	12.38%	55,778
16,665	6.28%	11.05%	72,443
22,859	4.67%	9.60%	95,302
27,929	3.09%	8.20%	123,231
29,608	2.42%	7.13%	152,839
75,951	1.10%	5.21%	228,790

### Importance Factor

Multibuyer	2.50
Attendance	2.00
Denomination	1.50
Address Type	1.00
Income	1.50
Population	1.00
Geo by State	1.00
Black %	1.00
Hispanic %	1.00

## Sample Response Scoring

MULTI-BUYER RESPONSE	Tri-Media		Your Customers			2.50
	Total	%	Total	%	Response	Score
Group A1: BEST RESPONDERS	13,581	5.63%	1,795	14.26%	13.22%	<b>384</b>
Group A2- BEST RESPONDERS	12,664	5.25%	1,556	12.36%	12.29%	<b>339</b>
Group A3- BEST RESPONDERS	15,599	6.46%	1,869	14.85%	11.98%	<b>324</b>
Group B1- BETTER RESPONDERS	8,210	3.40%	698	5.55%	8.50%	<b>158</b>
Group B2- BETTER RESPONDERS	9,576	3.97%	910	7.23%	9.50%	<b>206</b>
Group B3- BETTER RESPONDERS	11,127	4.61%	839	6.67%	7.54%	<b>111</b>
Group B4- BETTER RESPONDERS	12,226	5.07%	729	5.79%	5.96%	<b>36</b>
Group C1- GOOD RESPONDERS	13,575	5.62%	634	5.04%	4.67%	<b>-26</b>
Group C2- GOOD RESPONDERS	14,271	5.91%	661	5.25%	4.63%	<b>-28</b>
Group C3- GOOD RESPONDERS	14,741	6.11%	526	4.18%	3.57%	<b>-79</b>
Group D1- LESS RESPONDERS	15,034	6.23%	424	3.37%	2.82%	<b>-115</b>
Group D2- LESS RESPONDERS	15,919	6.60%	420	3.34%	2.64%	<b>-124</b>
Group D3- LESS RESPONDERS	18,664	7.73%	474	3.77%	2.54%	<b>-128</b>
Group E1- LEAST RESPONDERS	12,731	5.27%	288	2.29%	2.26%	<b>-142</b>
Group E2- LEAST RESPONDERS	10,899	4.52%	139	1.10%	1.28%	<b>-189</b>
Group E3- LEAST RESPONDERS	10,368	4.30%	119	0.95%	1.15%	<b>-195</b>
Group F1- POOR RESPONDERS	12,785	5.30%	106	0.84%	0.83%	<b>-210</b>
Group F2- POOR RESPONDERS	9,593	3.97%	150	1.19%	1.56%	<b>-175</b>
Group F3- POOR RESPONDERS	4,647	1.93%	226	1.80%	4.86%	<b>-17</b>
Group F4- POOR RESPONDERS	5,167	2.14%	24	0.19%	0.46%	<b>-228</b>
<b>TOTAL</b>	<b>241,377</b>	<b>100.00%</b>	<b>12,587</b>	<b>100.00%</b>	<b>5.21%</b>	

## Sample Response Scoring

SIZE/ATTENDANCE	Tri-Media		Your Customers			2.00
	Total	%	Total	%	Response	Score
G: 2000+ ATTENDANCE	1,560	0.65%	98	0.78%	6.28%	<b>41</b>
F: 1000-1999 ATTENDANCE	1,553	0.64%	126	1.00%	8.11%	<b>111</b>
E: 500-999 ATTENDANCE	6,260	2.59%	581	4.62%	9.28%	<b>156</b>
D: 200-499 ATTENDANCE	28,766	11.92%	2,829	22.48%	9.83%	<b>177</b>
C: 100-199 ATTENDANCE	47,176	19.54%	3,801	30.20%	8.06%	<b>109</b>
B: 050-099 ATTENDANCE	87,973	36.45%	3,466	27.54%	3.94%	<b>-49</b>
A: 001-049 ATTENDANCE	17,764	7.36%	283	2.25%	1.59%	<b>-139</b>
O: UNKNOWN ATTENDANCE	34,924	14.47%	538	4.27%	1.54%	<b>-141</b>
Catholic G: 2000+ ATTENDANCE	865	0.36%	88	0.70%	10.17%	<b>190</b>
Catholic F: 1000-1999 ATTENDANCE	1,355	0.56%	112	0.89%	8.27%	<b>117</b>
Catholic E: 500-999 ATTENDANCE	2,545	1.05%	200	1.59%	7.86%	<b>101</b>
Catholic D: 200-499 ATTENDANCE	3,698	1.53%	219	1.74%	5.92%	<b>27</b>
Catholic C: 100-199 ATTENDANCE	2,284	0.95%	94	0.75%	4.12%	<b>-42</b>
Catholic B: 050-099 ATTENDANCE	1,953	0.81%	71	0.56%	3.64%	<b>-61</b>
Catholic A: 001-049 ATTENDANCE	216	0.09%	4	0.03%	1.85%	<b>-129</b>
Catholic O: UNKNOWN ATTENDANCE	2,485	1.03%	77	0.61%	3.10%	<b>-81</b>
<b>TOTAL</b>	<b>241,377</b>	<b>100.00%</b>	<b>12,587</b>	<b>100.00%</b>	<b>5.21%</b>	

## Sample Response Scoring

DENONIMATION PROFILE	Tri-Media		Your Customers			1.50
	Total	%	Total	%	Response	Score
ADVENTIST, CHRISTIAN	222	0.09%	5	0.04%	2.25%	-85
ADVENTIST, OTHER	169	0.07%	2	0.02%	1.18%	-116
ADVENTIST, SEVENTH DAY	3,648	1.51%	41	0.33%	1.12%	-118
BAPTIST, AMERICAN ASSN	500	0.21%	6	0.05%	1.20%	-115
BAPTIST, AMERICAN USA	2,804	1.16%	221	1.76%	7.88%	77
BAPTIST, BIBLE FELLOWSHIP	944	0.39%	52	0.41%	5.51%	8
BAPTIST, CONSERVATIVE	677	0.28%	52	0.41%	7.68%	71
BAPTIST, FREEWILL	1,436	0.59%	61	0.48%	4.25%	-28
BAPTIST, GENERAL CONFERENCE	1,294	0.54%	85	0.68%	6.57%	39
BAPTIST, MISSIONARY	7,107	2.94%	142	1.13%	2.00%	-93
BAPTIST, NATIONAL - USA	424	0.18%	23	0.18%	5.42%	6
BAPTIST, OTHER	22,679	9.40%	628	4.99%	2.77%	-70
BAPTIST, REGULAR	881	0.36%	53	0.42%	6.02%	23
BAPTIST, SOUTHERN	31,863	13.20%	1,686	13.39%	5.29%	2
BAPTIST, SOUTHWIDE	210	0.09%	7	0.06%	3.33%	-54
BRETHREN, CHURCH OF THE	720	0.30%	41	0.33%	5.69%	14
BRETHREN, OTHER	562	0.23%	38	0.30%	6.76%	44
BRETHREN, UNITED	123	0.05%	6	0.05%	4.88%	-10
CATHOLIC, CHURCHES	15,385	6.37%	865	6.87%	5.62%	12
CHARISMATIC, CALVARY CHAPEL	1,049	0.43%	32	0.25%	3.05%	-62
CHARISMATIC, OTHER	2,754	1.14%	101	0.80%	3.67%	-45
CHARISMATIC, VINEYARD	390	0.16%	6	0.05%	1.54%	-106
CHRISTIAN, CHURCH OF CHRIST	5,326	2.21%	186	1.48%	3.49%	-50
CHRISTIAN, COC ACAPELLA	6,152	2.55%	75	0.60%	1.22%	-115
CHRISTIAN, DOC	2,315	0.96%	257	2.04%	11.10%	169
CHRISTIAN, OTHER	7,197	2.98%	215	1.71%	2.99%	-64
EPISCOPAL	5,609	2.32%	151	1.20%	2.69%	-73
EPISCOPAL, ANGLICAN	407	0.17%	22	0.17%	5.41%	5
EVANGELICAL, COMMUNITY	2,802	1.16%	94	0.75%	3.35%	-54
EVANGELICAL, COVENANT	852	0.35%	61	0.48%	7.16%	56
EVANGELICAL, FREE	1,183	0.49%	96	0.76%	8.11%	83
EVANGELICAL, FRIENDS/QUAKER	685	0.28%	5	0.04%	0.73%	-129
EVANGELICAL, MORAVIAN	156	0.06%	2	0.02%	1.28%	-113
EVANGELICAL, NON-DENOMINATION	6,367	2.64%	188	1.49%	2.95%	-65
EVANGELICAL, OTHER	1,781	0.74%	40	0.32%	2.25%	-85
EVANGELICAL, UNITED/UNION	100	0.04%	5	0.04%	5.00%	-6
FUNDAMENTAL, BEREAN	64	0.03%	7	0.06%	10.94%	165
FUNDAMENTAL, BIBLE	3,079	1.28%	130	1.03%	4.22%	-29
FUNDAMENTAL, INDEPENDENT	1,212	0.50%	56	0.44%	4.62%	-17
FUNDAMENTAL, PLYMOUTH	204	0.08%	-	0.00%	0.00%	-150
HOLINESS, CHRIST MSSN ALLIANCE	1,183	0.49%	59	0.47%	4.99%	-7

DENONIMATION PROFILE	Tri-Media		Your Customers			1.50
	Total	%	Total	%	Response	Score
HOLINESS, CHURCH GOD ANDERSON	1,176	0.49%	77	0.61%	6.55%	38
HOLINESS, FREE METHODIST	122	0.05%	4	0.03%	3.28%	-56
HOLINESS, NAZARENE	3,371	1.40%	231	1.84%	6.85%	47
HOLINESS, OTHER	1,591	0.66%	29	0.23%	1.82%	-98
LUTHERAN, EVANGELICAL	7,041	2.92%	887	7.05%	12.60%	212
LUTHERAN, MO SYNOD	4,493	1.86%	795	6.32%	17.69%	359
LUTHERAN, OTHER	3,092	1.28%	322	2.56%	10.41%	150
LUTHERAN, WISCONSIN EVAN	637	0.26%	131	1.04%	20.57%	442
MENNONITE	1,141	0.47%	37	0.29%	3.24%	-57
METHODIST, AFRICAN EPISCOPAL	2,925	1.21%	43	0.34%	1.47%	-108
METHODIST, CHRISTIAN EPISCOPAL	801	0.33%	33	0.26%	4.12%	-31
METHODIST, EVANGELICAL	117	0.05%	2	0.02%	1.71%	-101
METHODIST, OTHER	1,204	0.50%	86	0.68%	7.14%	55
METHODIST, UNITED	19,781	8.20%	1,973	15.67%	9.97%	137
METHODIST, WESLEYAN	1,188	0.49%	59	0.47%	4.97%	-7
ORTHODOX, GREEK	368	0.15%	1	0.01%	0.27%	-142
ORTHODOX, OTHER	1,082	0.45%	2	0.02%	0.18%	-145
PENT, APOSTOLIC FAITH	2,657	1.10%	46	0.37%	1.73%	-100
PENT, ASSEMBLY OF GOD	8,723	3.61%	301	2.39%	3.45%	-51
PENT, CHURCH OF GOD	1,181	0.49%	26	0.21%	2.20%	-87
PENT, CHURCH OF GOD CLEVELAND	3,224	1.34%	86	0.68%	2.67%	-73
PENT, CHURCH OF GOD IN CHRIST	1,597	0.66%	30	0.24%	1.88%	-96
PENT, CHURCH OF GOD PROPHECY	473	0.20%	9	0.07%	1.90%	-95
PENT, CHURCH OF GOD, OTHER	3,087	1.28%	54	0.43%	1.75%	-100
PENT, FOUR SQUARE	956	0.40%	22	0.17%	2.30%	-84
PENT, HOLINESS	551	0.23%	16	0.13%	2.90%	-66
PENT, UNITED	1,458	0.60%	18	0.14%	1.23%	-114
PENT, WORD CHURCHES	514	0.21%	23	0.18%	4.47%	-21
PENTECOSTAL, OTHER	6,061	2.51%	134	1.06%	2.21%	-86
PRESBYTERIAN, ASSOC REFORMED	152	0.06%	2	0.02%	1.32%	-112
PRESBYTERIAN, CHRISTIAN	1,267	0.52%	123	0.98%	9.71%	129
PRESBYTERIAN, CHURCH AMERICA	1,348	0.56%	68	0.54%	5.04%	-5
PRESBYTERIAN, CONGREGATIONAL	1,014	0.42%	53	0.42%	5.23%	0
PRESBYTERIAN, CUMBERLAND	164	0.07%	11	0.09%	6.71%	43
PRESBYTERIAN, OTHER	2,054	0.85%	86	0.68%	4.19%	-30
PRESBYTERIAN, USA	6,418	2.66%	646	5.13%	10.07%	140
REFORMED, AMERICAN	196	0.08%	5	0.04%	2.55%	-77
REFORMED, OTHER	814	0.34%	75	0.60%	9.21%	115
REFORMED, UNTD CHURCH CHRIST	3,500	1.45%	227	1.80%	6.49%	37
UNDETERMINED	1,323	0.55%	12	0.10%	0.91%	-124
	<b>241,377</b>	<b>100.00%</b>	<b>12,587</b>	<b>100.00%</b>	<b>5.21%</b>	

## Sample Response Scoring

ADDRESS TYPE	Tri-Media		Your Customers			1.00
	Total	%	Total	%	Response	Score
PO BOX	63,772	26.42%	2,188	17.38%	3.43%	-34
SUITE	3,283	1.36%	100	0.79%	3.05%	-42
STREET	159,648	66.14%	8,691	69.05%	5.44%	4
FIRM - UNIQUE ZIP+4	14,674	6.08%	1,608	12.78%	10.96%	110
<b>TOTAL</b>	<b>241,377</b>	<b>100.00%</b>	<b>12,587</b>	<b>100.00%</b>	<b>5.21%</b>	

## Sample Response Scoring

% of State Household Income	Tri-Media			Your Customers			1.50
	Count	%	Cuml	Count	%	Response	Score
+200%	7,393	3.06%	7,393	528	4.19%	7.14%	55
+150%	8,363	3.46%	15,756	577	4.58%	6.90%	48
+100%	10,386	4.30%	26,142	651	5.17%	6.27%	30
+90%	5,126	2.12%	31,268	302	2.40%	5.89%	19
+80%	6,207	2.57%	37,475	393	3.12%	6.33%	32
+70%	8,032	3.33%	45,507	468	3.72%	5.83%	18
+60%	9,665	4.00%	55,172	622	4.94%	6.44%	35
+50%	11,950	4.95%	67,122	756	6.01%	6.33%	32
+40%	14,222	5.89%	81,344	810	6.44%	5.70%	14
+30%	17,324	7.18%	98,668	1,003	7.97%	5.79%	17
+20%	19,503	8.08%	118,171	1,036	8.23%	5.31%	3
+10%	19,973	8.27%	138,144	1,017	8.08%	5.09%	-4
+00%	36,897	15.29%	175,041	1,673	13.29%	4.53%	-20
-10%	18,709	7.75%	193,750	848	6.74%	4.53%	-20
-20%	16,496	6.83%	210,246	723	5.74%	4.38%	-24
-30%	12,545	5.20%	222,791	515	4.09%	4.11%	-32
-40%	9,239	3.83%	232,030	327	2.60%	3.54%	-48
-50%	9,347	3.87%	241,377	338	2.69%	3.62%	-46
<b>TOTAL</b>	<b>241,377</b>	<b>100.00%</b>		<b>12,587</b>	<b>100.00%</b>	<b>5.21%</b>	

## Sample Response Scoring

POPULATION DENSITY		Tri-Media		Your Customers			1.00
		Total	%	Total	%	Response	Score
COUNTIES	1,000+	8,240	3.41%	381	3.03%	4.62%	-11
COUNTIES	10,000+	15,681	6.50%	779	6.19%	4.97%	-5
COUNTIES	20,000+	14,310	5.93%	669	5.32%	4.68%	-10
COUNTIES	30,000+	13,172	5.46%	681	5.41%	5.17%	-1
COUNTIES	40,000+	11,665	4.83%	584	4.64%	5.01%	-4
COUNTIES	50,000+	7,509	3.11%	336	2.67%	4.47%	-14
COUNTIES	60,000+	7,265	3.01%	405	3.22%	5.57%	7
COUNTIES	70,000+	5,714	2.37%	277	2.20%	4.85%	-7
COUNTIES	80,000+	4,225	1.75%	247	1.96%	5.85%	12
COUNTIES	90,000+	4,594	1.90%	233	1.85%	5.07%	-3
COUNTIES	100,000+	10,968	4.54%	606	4.81%	5.53%	6
COUNTIES	125,000+	9,125	3.78%	508	4.04%	5.57%	7
COUNTIES	150,000+	13,971	5.79%	854	6.78%	6.11%	17
COUNTIES	200,000+	10,789	4.47%	606	4.81%	5.62%	8
COUNTIES	250,000+	31,075	12.87%	1,754	13.94%	5.64%	8
COUNTIES	500,000+	18,907	7.83%	1,059	8.41%	5.60%	7
COUNTIES	750,000+	15,572	6.45%	827	6.57%	5.31%	2
COUNTIES	1,000,000+	12,929	5.36%	728	5.78%	5.63%	8
COUNTIES	1,500,000+	6,942	2.88%	297	2.36%	4.28%	-18
COUNTIES	2,000,000+	18,724	7.76%	756	6.01%	4.04%	-23
<b>TOTAL</b>		<b>241,377</b>	<b>100.00%</b>	<b>12,587</b>	<b>100.00%</b>	<b>5.21%</b>	

## Sample Response Scoring

GEOGRAPHICAL	Tri-Media		Your Customers			1.00
	Total	%	Total	%	Response	Score
NEW ENGLAND: CT	1,872	0.78%	78	0.62%	4.17%	-20
NEW ENGLAND: MA	2,710	1.12%	94	0.75%	3.47%	-33
NEW ENGLAND: ME	1,127	0.47%	42	0.33%	3.73%	-29
NEW ENGLAND: NH	749	0.31%	22	0.17%	2.94%	-44
NEW ENGLAND: RI	528	0.22%	25	0.20%	4.73%	-9
NEW ENGLAND: VT	501	0.21%	14	0.11%	2.79%	-46
MID ATLANTIC: DC	472	0.20%	9	0.07%	1.91%	-63
MID ATLANTIC: DE	682	0.28%	41	0.33%	6.01%	15
MID ATLANTIC: MD	3,978	1.65%	188	1.49%	4.73%	-9
MID ATLANTIC: NJ	4,398	1.82%	217	1.72%	4.93%	-5
MID ATLANTIC: NY	9,073	3.76%	431	3.42%	4.75%	-9
MID ATLANTIC: PA	10,994	4.55%	638	5.07%	5.80%	11
MID ATLANTIC: VA	7,960	3.30%	448	3.56%	5.63%	8
MID ATLANTIC: WV	2,491	1.03%	122	0.97%	4.90%	-6
SOUTH ATLANTIC: FL	11,433	4.74%	691	5.49%	6.04%	16
SOUTH ATLANTIC: GA	9,868	4.09%	311	2.47%	3.15%	-40
SOUTH ATLANTIC: NC	12,598	5.22%	543	4.31%	4.31%	-17
SOUTH ATLANTIC: SC	6,713	2.78%	213	1.69%	3.17%	-39
CENTRAL NORTH EAST: IL	9,293	3.85%	613	4.87%	6.60%	26
CENTRAL NORTH EAST: IN	7,029	2.91%	418	3.32%	5.95%	14
CENTRAL NORTH EAST: MI	8,187	3.39%	547	4.35%	6.68%	28
CENTRAL NORTH EAST: OH	10,664	4.42%	588	4.67%	5.51%	6
CENTRAL NORTH EAST: WI	4,493	1.86%	475	3.77%	10.57%	103
CENTRAL SOUTH EAST: AL	7,487	3.10%	219	1.74%	2.93%	-44
CENTRAL SOUTH EAST: KY	5,261	2.18%	226	1.80%	4.30%	-18
CENTRAL SOUTH EAST: MS	4,700	1.95%	119	0.95%	2.53%	-51
CENTRAL SOUTH EAST: TN	8,587	3.56%	424	3.37%	4.94%	-5
CENTRAL NORTH WEST: IA	3,560	1.47%	308	2.45%	8.65%	66
CENTRAL NORTH WEST: KS	3,436	1.42%	222	1.76%	6.46%	24
CENTRAL NORTH WEST: MN	4,194	1.74%	482	3.83%	11.49%	120
CENTRAL NORTH WEST: MO	6,238	2.58%	331	2.63%	5.31%	2
CENTRAL NORTH WEST: ND	891	0.37%	80	0.64%	8.98%	72
CENTRAL NORTH WEST: NE	2,044	0.85%	201	1.60%	9.83%	89
CENTRAL NORTH WEST: SD	1,143	0.47%	96	0.76%	8.40%	61
CENTRAL SOUTH WEST: AR	4,658	1.93%	190	1.51%	4.08%	-22
CENTRAL SOUTH WEST: LA	5,134	2.13%	156	1.24%	3.04%	-42
CENTRAL SOUTH WEST: OK	4,827	2.00%	214	1.70%	4.43%	-15
CENTRAL SOUTH WEST: TX	19,026	7.88%	963	7.65%	5.06%	-3

GEOGRAPHICAL	Tri-Media		Your Customers			1.00
	Total	%	Total	%	Response	Score
MOUNTAIN: AZ	2,562	1.06%	151	1.20%	5.89%	13
MOUNTAIN: CO	2,803	1.16%	192	1.53%	6.85%	31
MOUNTAIN: ID	1,011	0.42%	64	0.51%	6.33%	21
MOUNTAIN: MT	1,131	0.47%	62	0.49%	5.48%	5
MOUNTAIN: NM	1,350	0.56%	61	0.48%	4.52%	-13
MOUNTAIN: NV	684	0.28%	38	0.30%	5.56%	7
MOUNTAIN: UT	438	0.18%	26	0.21%	5.94%	14
MOUNTAIN: WY	621	0.26%	50	0.40%	8.05%	54
PACIFIC: AK	659	0.27%	28	0.22%	4.25%	-19
PACIFIC: CA	13,998	5.80%	585	4.65%	4.18%	-20
PACIFIC: HI	644	0.27%	30	0.24%	4.66%	-11
PACIFIC: OR	2,638	1.09%	121	0.96%	4.59%	-12
PACIFIC: WA	3,839	1.59%	180	1.43%	4.69%	-10
<b>TOTAL</b>	<b>241,377</b>	<b>100.00%</b>	<b>12,587</b>	<b>100.00%</b>	<b>5.21%</b>	

## Sample Response Scoring

Black Population %	Tri-Media			Your Customers			1.00
	Count	%	Cuml	Count	%	Response	Score
100%	3,930	1.63%	3,930	80	0.64%	2.04%	<b>-61</b>
90%	4,620	1.91%	8,550	108	0.86%	2.34%	<b>-55</b>
80%	4,566	1.89%	13,116	132	1.05%	2.89%	<b>-45</b>
70%	4,828	2.00%	17,944	136	1.08%	2.82%	<b>-46</b>
60%	5,644	2.34%	18,760	177	1.41%	3.14%	<b>-40</b>
50%	6,425	2.66%	25,185	204	1.62%	3.18%	<b>-39</b>
40%	8,233	3.41%	33,418	295	2.34%	3.58%	<b>-31</b>
30%	11,648	4.83%	45,066	483	3.84%	4.15%	<b>-20</b>
20%	17,973	7.45%	63,039	826	6.56%	4.60%	<b>-12</b>
10%	37,775	15.65%	62,960	2,129	16.91%	5.64%	<b>8</b>
0%	135,735	56.23%	169,153	8,017	63.69%	5.91%	<b>13</b>
<b>TOTAL</b>	<b>241,377</b>	<b>100.00%</b>		<b>12,587</b>	<b>100.00%</b>	<b>5.21%</b>	

Hispanic Population %	Tri-Media			Your Customers			1.00
	Count	%	Cuml	Count	%	Response	Score
100%	1,575	0.65%	1,575	43	0.34%	2.73%	<b>-48</b>
90%	2,804	1.16%	4,379	93	0.74%	3.32%	<b>-36</b>
80%	2,994	1.24%	7,373	112	0.89%	3.74%	<b>-28</b>
70%	3,596	1.49%	10,969	117	0.93%	3.25%	<b>-38</b>
60%	4,500	1.86%	11,873	203	1.61%	4.51%	<b>-13</b>
50%	5,980	2.48%	17,853	275	2.18%	4.60%	<b>-12</b>
40%	8,206	3.40%	26,059	394	3.13%	4.80%	<b>-8</b>
30%	12,592	5.22%	38,651	639	5.08%	5.07%	<b>-3</b>
20%	22,867	9.47%	61,518	1,299	10.32%	5.68%	<b>9</b>
10%	55,952	23.18%	117,470	3,355	26.65%	6.00%	<b>15</b>
0%	120,311	49.84%	146,370	6,057	48.12%	5.03%	<b>-3</b>
<b>TOTAL</b>	<b>241,377</b>	<b>100.00%</b>		<b>12,587</b>	<b>100.00%</b>	<b>5.21%</b>	