



File: My Customers
Number of Records: 2,271

<p>A. There is a 65.3% chance that two people in your area, chosen at random, will belong to different race or ethnic groups. A diversity index of 100% represents an area where a variety of races are evenly represented.</p> <p>B. 45.2 is the ratio of the young population (<15 years) and the older population (65+ years) to the working age population (15-64 years) in your area.</p> <p>C. 5.3% of all households contain related children age <18. Related children include own children by birth, marriage (a stepchild), or adoption and all other people under 18 years in the household who are related to the householder, except the spouse of the householder.</p> <p>D. 94.1% of the housing units in your area are located in urban areas, as defined by the Census.</p> <p>E. 69.6% of the housing units in your area are specified owner occupied housing units with a mortgage. Specified owner occupied housing units exclude mobile homes, houses with a business or medical office, houses on 10 or more acres, and housing units in multiunit buildings.</p> <p>F. 61.7% of your customers own their homes.</p> <p>G. The median contract rent for Specified Renter Occupied HUs in your area is \$544. Specified Renter Occupied HUs exclude houses on 10+ acres. Contract rent is the monthly rent contracted for, regardless of furnishings, utilities, fees, meals, or services that may be included.</p>	<p>DEMOGRAPHIC CHARACTERISTICS</p> <p>Annual Compound Growth Rates</p> <table border="1"> <thead> <tr> <th></th> <th>2000-2003</th> <th>2003-2008</th> </tr> </thead> <tbody> <tr> <td>Population</td> <td>1.0</td> <td>1.0</td> </tr> <tr> <td>Households</td> <td>1.2</td> <td>1.3</td> </tr> <tr> <td>Families</td> <td>0.9</td> <td>1.1</td> </tr> <tr> <td>Per Capita Income</td> <td>4.9</td> <td>4.0</td> </tr> </tbody> </table> <p>2003 Population by Race/Ethnicity</p> <table border="1"> <tbody> <tr> <td>White Alone</td> <td>77.7</td> </tr> <tr> <td>Black Alone</td> <td>2.3</td> </tr> <tr> <td>American Indian Alone</td> <td>3.2</td> </tr> <tr> <td>Asian or Pacific Islander Alone</td> <td>2.3</td> </tr> <tr> <td>Some Other Race Alone</td> <td>10.4</td> </tr> <tr> <td>Population of 2+ Races</td> <td>4.0</td> </tr> <tr> <td>Hispanic Origin *</td> <td>31.1</td> </tr> <tr> <td>Diversity Index **</td> <td>65.3</td> </tr> </tbody> </table> <p>2003 Population by Age</p> <table border="1"> <tbody> <tr> <td>0-4</td> <td>5.2</td> </tr> <tr> <td>5-14</td> <td>11.6</td> </tr> <tr> <td>15-19</td> <td>8.0</td> </tr> <tr> <td>20-24</td> <td>7.8</td> </tr> <tr> <td>25-44</td> <td>26.0</td> </tr> <tr> <td>45-64</td> <td>27.1</td> </tr> <tr> <td>65-84</td> <td>12.4</td> </tr> <tr> <td>85+</td> <td>2.0</td> </tr> <tr> <td>Median Age</td> <td>39.3</td> </tr> <tr> <td>Age Dependency Index ***</td> <td>45.2</td> </tr> </tbody> </table> <p>2000 Household Type</p> <table border="1"> <tbody> <tr> <td>Nonfamily Households: 1-Person</td> <td>29.9</td> </tr> <tr> <td>Married-couple Families</td> <td>48.4</td> </tr> <tr> <td>H'holds w/Related Children <18</td> <td>5.3</td> </tr> </tbody> </table> <p>2000 Population 5+ by Residence in 1995:</p> <table border="1"> <tbody> <tr> <td>Different House - Same County</td> <td>26.2</td> </tr> <tr> <td>Different County, State, Country</td> <td>23.6</td> </tr> </tbody> </table> <p>2000 Median Year H'holder Move in 1995</p> <p>2000 % Population by Place of Birth:</p> <table border="1"> <tbody> <tr> <td>Foreign-Born</td> <td>6.8</td> </tr> </tbody> </table> <p>2003 Average Household Size 2.33</p>		2000-2003	2003-2008	Population	1.0	1.0	Households	1.2	1.3	Families	0.9	1.1	Per Capita Income	4.9	4.0	White Alone	77.7	Black Alone	2.3	American Indian Alone	3.2	Asian or Pacific Islander Alone	2.3	Some Other Race Alone	10.4	Population of 2+ Races	4.0	Hispanic Origin *	31.1	Diversity Index **	65.3	0-4	5.2	5-14	11.6	15-19	8.0	20-24	7.8	25-44	26.0	45-64	27.1	65-84	12.4	85+	2.0	Median Age	39.3	Age Dependency Index ***	45.2	Nonfamily Households: 1-Person	29.9	Married-couple Families	48.4	H'holds w/Related Children <18	5.3	Different House - Same County	26.2	Different County, State, Country	23.6	Foreign-Born	6.8	<p>HOUSING CHARACTERISTICS</p> <table border="1"> <thead> <tr> <th></th> <th>Percent</th> </tr> </thead> <tbody> <tr> <td>2000 Housing Units</td> <td></td> </tr> <tr> <td>Urban</td> <td>94.1</td> </tr> <tr> <td>Rural</td> <td>5.9</td> </tr> <tr> <td>2000 Specified Owner Occupied Housing Units with a Mortgage</td> <td>69.6</td> </tr> <tr> <td>2003 Housing Units</td> <td></td> </tr> <tr> <td>Owner-Occupied</td> <td>61.7</td> </tr> <tr> <td>Renter-Occupied</td> <td>28.6</td> </tr> <tr> <td>2000 Housing Units by Units in Structure</td> <td></td> </tr> <tr> <td>1 Unit - Detached</td> <td>65.5</td> </tr> <tr> <td>1 Unit - Attached</td> <td>6.0</td> </tr> <tr> <td>2-9 Units</td> <td>9.0</td> </tr> <tr> <td>10+ Units</td> <td>15.3</td> </tr> <tr> <td>Mobile and Other</td> <td>4.1</td> </tr> <tr> <td>2000 Housing Units by Year Structure Built</td> <td></td> </tr> <tr> <td>Structure Built 1990 or Later</td> <td>19.7</td> </tr> <tr> <td>Structure Built 1989 or Earlier</td> <td>80.3</td> </tr> <tr> <td>Median Year Structure Built</td> <td>1974</td> </tr> <tr> <td>2003 Owner Occupied Housing Units: Median Home Value</td> <td>\$167,299</td> </tr> <tr> <td>2000 Specified Renter Occupied Housing Units: Median Contract Rent</td> <td>\$544</td> </tr> </tbody> </table>		Percent	2000 Housing Units		Urban	94.1	Rural	5.9	2000 Specified Owner Occupied Housing Units with a Mortgage	69.6	2003 Housing Units		Owner-Occupied	61.7	Renter-Occupied	28.6	2000 Housing Units by Units in Structure		1 Unit - Detached	65.5	1 Unit - Attached	6.0	2-9 Units	9.0	10+ Units	15.3	Mobile and Other	4.1	2000 Housing Units by Year Structure Built		Structure Built 1990 or Later	19.7	Structure Built 1989 or Earlier	80.3	Median Year Structure Built	1974	2003 Owner Occupied Housing Units: Median Home Value	\$167,299	2000 Specified Renter Occupied Housing Units: Median Contract Rent	\$544
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Data Note: Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.

* Persons of Hispanic Origin may be of any race.

** The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups.

*** The Age Dependency Index is the ratio of population age <15 plus age 65+ to the working age population age 15-64, times 100.



Customer Demographic Profile

File: My Customers
Number of Records: 2,271

<p>H. The unemployment rate in your area is 6.3%.</p> <p>I. The education index of your customers is 169.2%. This is the ratio of the percent of college graduates in your area to the percent of college graduates in the US, times 100.</p> <p>J. The median disposable income, or after-tax income, among your customers is \$40,735.</p> <p>K. 10.1% of the households in your area have an income that falls below the poverty level.</p> <p>L. The median net worth, or total household wealth minus debt (secured and unsecured), among your customers is \$112,544.</p>	<p><u>SOCIOECONOMIC CHARACTERISTICS</u></p> <p>2003 Employed Civilian Pop 16+</p> <table border="1"> <thead> <tr> <th></th> <th>Percent</th> </tr> </thead> <tbody> <tr><td>Management</td><td>16.1</td></tr> <tr><td>Professional</td><td>29.3</td></tr> <tr><td>Services</td><td>12.6</td></tr> <tr><td>Sales/Related</td><td>11.4</td></tr> <tr><td>Office/Administrative Support</td><td>16.7</td></tr> <tr><td>Farming/Fishing/Forestry</td><td>0.1</td></tr> <tr><td>Construction/Extraction</td><td>3.5</td></tr> <tr><td>Installation/Maintenance/Repair</td><td>2.8</td></tr> <tr><td>Production</td><td>4.3</td></tr> <tr><td>Transportation/Material Moving</td><td>3.3</td></tr> <tr><td>Unemployment Rate</td><td>6.3</td></tr> <tr><td>2000 Women in Labor Force</td><td>30.0</td></tr> <tr><td>2000 Women in Labor Force w/Children</td><td>1.5</td></tr> <tr><td>2000 Average Travel Time to Work (in minutes)</td><td>20.3</td></tr> </tbody> </table>		Percent	Management	16.1	Professional	29.3	Services	12.6	Sales/Related	11.4	Office/Administrative Support	16.7	Farming/Fishing/Forestry	0.1	Construction/Extraction	3.5	Installation/Maintenance/Repair	2.8	Production	4.3	Transportation/Material Moving	3.3	Unemployment Rate	6.3	2000 Women in Labor Force	30.0	2000 Women in Labor Force w/Children	1.5	2000 Average Travel Time to Work (in minutes)	20.3	<p>2000 Pop 25+ by Educational Attainment</p> <table border="1"> <thead> <tr> <th></th> <th>Percent</th> </tr> </thead> <tbody> <tr><td>Less than High School Graduate</td><td>10.8</td></tr> <tr><td>High School Grad/Some College</td><td>47.9</td></tr> <tr><td>College Grad or More</td><td>41.3</td></tr> <tr><td>Education Index *</td><td>169.2</td></tr> </tbody> </table> <p>2003 Household Income</p> <table border="1"> <tbody> <tr><td><\$15K</td><td>12.2</td></tr> <tr><td>\$15-24,999K</td><td>10.3</td></tr> <tr><td>\$25-34,999K</td><td>11.8</td></tr> <tr><td>\$35-49,999K</td><td>14.8</td></tr> <tr><td>\$50-74,999K</td><td>17.4</td></tr> <tr><td>\$75-99,999K</td><td>12.1</td></tr> <tr><td>\$100-249,999K</td><td>18.6</td></tr> <tr><td>\$250-499,999K</td><td>2.3</td></tr> <tr><td>\$500K+</td><td>0.5</td></tr> <tr><td>Median Household Income</td><td>\$50,868</td></tr> <tr><td>Median Disposable Income</td><td>\$40,735</td></tr> <tr><td>2000 Households w/Income < Poverty Level</td><td>10.1</td></tr> <tr><td>2003 Median Net Worth</td><td>\$112,544</td></tr> </tbody> </table>		Percent	Less than High School Graduate	10.8	High School Grad/Some College	47.9	College Grad or More	41.3	Education Index *	169.2	<\$15K	12.2	\$15-24,999K	10.3	\$25-34,999K	11.8	\$35-49,999K	14.8	\$50-74,999K	17.4	\$75-99,999K	12.1	\$100-249,999K	18.6	\$250-499,999K	2.3	\$500K+	0.5	Median Household Income	\$50,868	Median Disposable Income	\$40,735	2000 Households w/Income < Poverty Level	10.1	2003 Median Net Worth	\$112,544
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Data Note: Income is expressed in current dollars. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI BIS forecasts for 2003 and 2008.

* The Education Index is the ratio of percent college graduates to the U.S. percent of college graduates, times 100.



Geocoding Match Level Summary

A. Your customer output file is called My Customers

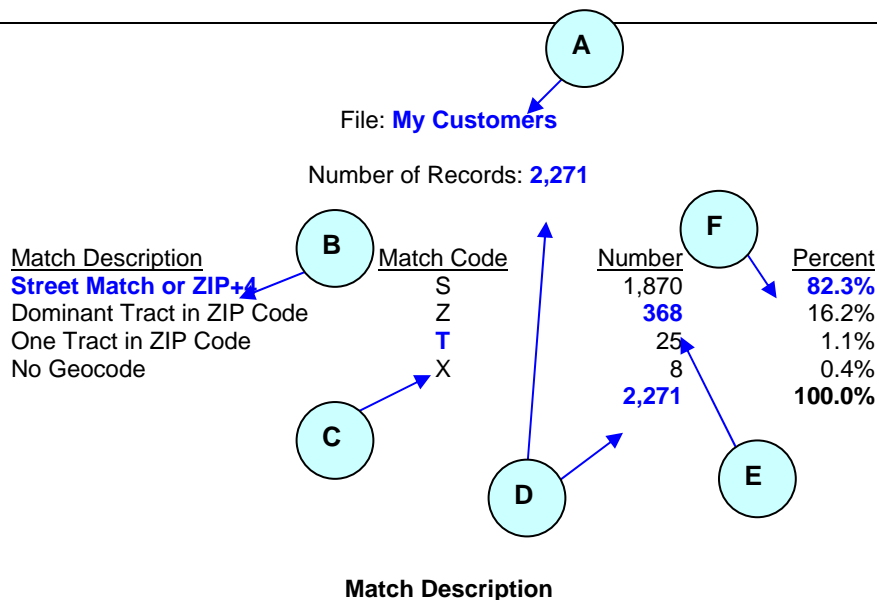
B. The best match level is Street Address or ZIP+4.

C. A match code is appended to each of your customer records. The code identifies the best possible match level for the address.

D. There are 2,271 records in your customer output file. The record counts should be the same as the number of records in the input file.

E. 368 of your customer records were geocoded at the Dominant Tract level.

F. 82.3% of your customer records were matched at the Street Address or ZIP+4 level. A good match rate at the street level is 85% or more.



ESRI BIS assigns your customer records to one of four match levels. The best match level is Street Address or ZIP+4. If a record cannot be matched at the Street Address or ZIP+4 level, the Geo-Fix option can assign a census tract through a ZIP Code to census tract correspondence. The census tract with the largest population in the ZIP Code is appended to the record. This match is referred to as a Dominant Tract in ZIP Code (Z) match. If the ZIP Code is built from only one census tract, then the match code (T) denotes only one tract in the ZIP Code.

Note: If Geo-Fix is turned off then any record that is assigned a geocode will be considered a "Street Match."

If an address is assigned a "No Geocode", no match was possible below the county level. Post office boxes, rural routes or drops, or incomplete addresses can preclude a match. Addresses outside the U.S. cannot be matched either.

ZIP Code to Census Tract Correspondence Summary

Census tracts, and in nontraced areas, block numbering areas (BNAs), are assigned to residential ZIP Codes by overlaying the centroids of the component blocks on ZIP Code boundaries. Expressed as latitude/longitude coordinates, centroids approximate the geographic centers of blocks. If the centroid of a block falls within the ZIP Code, it is included. Blocks are then aggregated, and the ratio of the block totals to tracts/BNAs is used to create the ZIP Code to census tract correspondence.



Customer Geographic Summary

File: Art Gallery Patrons

Number of Records: 2,271

<p>The geographic summary displays the top 20 states, counties, ZIP Codes and MAs in rank order.</p> <p>A. 2,196 (96.7%) of your records are in the state of New Mexico (35).</p> <p>B. 1,968 (86.7%) of your records are in Bernalillo County, NM. The number after the county (35001) is the county FIPS code.</p> <p>C. Records that cannot be matched at the designated level are noted at the bottom of each section.</p> <p>D. 275 (12.1%) of your records are in ZIP Code 87111, the top-ranked ZIP Code.</p> <p>E. In addition to the top 20 ZIP Codes, there are 341 "Other ZIP Codes" represented in your customer database (15.0% of all records).</p> <p>F. 2,109 (92.9%) of your records are located within the Albuquerque, NM (0200) Metropolitan Area.</p>		<table border="1"> <thead> <tr> <th></th> <th>Record Count</th> <th>Percent</th> </tr> </thead> <tbody> <tr> <td>Top 20 States</td> <td></td> <td></td> </tr> <tr> <td>New Mexico (35)</td> <td>2,196</td> <td>96.7%</td> </tr> <tr> <td>New York (36)</td> <td>11</td> <td>0.5%</td> </tr> <tr> <td>California (06)</td> <td>10</td> <td>0.4%</td> </tr> <tr> <td>Colorado (08)</td> <td>6</td> <td>0.3%</td> </tr> <tr> <td>Texas (48)</td> <td>5</td> <td>0.2%</td> </tr> <tr> <td>Ohio (39)</td> <td>4</td> <td>0.2%</td> </tr> <tr> <td>Illinois (17)</td> <td>3</td> <td>0.1%</td> </tr> <tr> <td>Virginia (51)</td> <td>3</td> <td>0.1%</td> </tr> <tr> <td>Wisconsin (55)</td> <td>3</td> <td>0.1%</td> </tr> <tr> <td>Florida (12)</td> <td>2</td> <td>0.1%</td> </tr> <tr> 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(35028)	7	0.3%	Los Angeles, CA (06037)	4	0.2%	San Francisco, CA (06075)	3	0.1%	Torrance, NM (35057)	3	0.1%	El Paso, CO (08041)	2	0.1%	Cook, IL (17031)	2	0.1%	Nemaha, NE (31127)	2	0.1%	Cibola, NM (35006)	2	0.1%	McKinley, NM (35031)	2	0.1%	Durham, NC (37063)	2	0.1%	Bexar, TX (48029)	2	0.1%	Pinal, AZ (04021)	1	0.0%	Orange, CA (06059)	1	0.0%	Sacramento, CA (06067)	1	0.0%	Other Counties	40	1.8%	Non-geocoded Records	8	0.4%		<table border="1"> <thead> <tr> <th></th> <th>Record Count</th> <th>Percent</th> </tr> </thead> <tbody> <tr> <td>Top 20 ZIP Codes</td> <td></td> <td></td> </tr> <tr> <td>87111 Albuquerque, NM</td> <td>275</td> <td>12.1%</td> </tr> <tr> <td>87110 Albuquerque, NM</td> <td>268</td> <td>11.8%</td> </tr> <tr> <td>87109 Albuquerque, NM</td> <td>161</td> <td>7.1%</td> </tr> <tr> <td>87112 Albuquerque, NM</td> <td>153</td> <td>6.7%</td> </tr> <tr> <td>87106 Albuquerque, NM</td> <td>140</td> <td>6.2%</td> </tr> <tr> <td>87108 Albuquerque, NM</td> <td>136</td> <td>6.0%</td> </tr> <tr> <td>87122 Albuquerque, NM</td> <td>119</td> <td>5.2%</td> </tr> <tr> <td>87107 Albuquerque, NM</td> <td>118</td> <td>5.2%</td> </tr> <tr> <td>87123 Albuquerque, NM</td> <td>96</td> <td>4.2%</td> </tr> <tr> <td>87120 Albuquerque, NM</td> <td>76</td> <td>3.3%</td> </tr> <tr> <td>87102 Albuquerque, NM</td> <td>58</td> <td>2.6%</td> </tr> <tr> <td>87114 Albuquerque, NM</td> <td>57</td> <td>2.5%</td> </tr> <tr> <td>87104 Albuquerque, NM</td> <td>55</td> <td>2.4%</td> </tr> <tr> <td>87048 Corrales, NM</td> <td>44</td> <td>1.9%</td> </tr> <tr> <td>87124 Rio Rancho, NM</td> <td>40</td> <td>1.8%</td> </tr> <tr> <td>87043 Placitas, NM</td> <td>27</td> <td>1.2%</td> </tr> <tr> <td>87103 Albuquerque, NM</td> <td>26</td> <td>1.1%</td> </tr> <tr> <td>87125 Albuquerque, NM</td> <td>25</td> <td>1.1%</td> </tr> <tr> <td>87059 Tijeras, NM</td> <td>24</td> <td>1.1%</td> </tr> <tr> <td>87105 Albuquerque, NM</td> <td>24</td> <td>1.1%</td> </tr> <tr> <td>Other ZIP Codes</td> <td>341</td> <td>15.0%</td> 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(6640)</td> <td>2</td> <td>0.1%</td> </tr> <tr> <td>Richmond-Petersburg (6760)</td> <td>2</td> <td>0.1%</td> </tr> <tr> <td>San Antonio, TX (7240)</td> <td>2</td> <td>0.1%</td> </tr> <tr> <td>Washington, DC (8840)</td> <td>2</td> <td>0.1%</td> </tr> <tr> <td>Akron, OH (0080)</td> <td>1</td> <td>0.0%</td> </tr> <tr> <td>Austin-San Marcos,TX (0640)</td> <td>1</td> <td>0.0%</td> </tr> <tr> <td>Baltimore, MD (0720)</td> <td>1</td> <td>0.0%</td> </tr> <tr> <td>Bergen-Passaic, NJ (0875)</td> <td>1</td> <td>0.0%</td> </tr> <tr> <td>Boston-Wor-Law-Lw-Br (1123)</td> <td>1</td> <td>0.0%</td> </tr> <tr> <td>Cincinnati, OH-KY-IN (1640)</td> <td>1</td> <td>0.0%</td> </tr> <tr> <td>Columbus, OH (1840)</td> <td>1</td> <td>0.0%</td> </tr> <tr> <td>Dallas, TX (1920)</td> <td>1</td> <td>0.0%</td> </tr> <tr> <td>Other MAs</td> <td>17</td> <td>0.7%</td> </tr> <tr> <td>Records not in an MA</td> <td>36</td> <td>1.6%</td> </tr> </tbody> </table>		Record Count	Percent	Top 20 ZIP Codes			87111 Albuquerque, NM	275	12.1%	87110 Albuquerque, NM	268	11.8%	87109 Albuquerque, NM	161	7.1%	87112 Albuquerque, NM	153	6.7%	87106 Albuquerque, NM	140	6.2%	87108 Albuquerque, NM	136	6.0%	87122 Albuquerque, NM	119	5.2%	87107 Albuquerque, NM	118	5.2%	87123 Albuquerque, NM	96	4.2%	87120 Albuquerque, NM	76	3.3%	87102 Albuquerque, NM	58	2.6%	87114 Albuquerque, NM	57	2.5%	87104 Albuquerque, NM	55	2.4%	87048 Corrales, NM	44	1.9%	87124 Rio Rancho, NM	40	1.8%	87043 Placitas, NM	27	1.2%	87103 Albuquerque, NM	26	1.1%	87125 Albuquerque, NM	25	1.1%	87059 Tijeras, NM	24	1.1%	87105 Albuquerque, NM	24	1.1%	Other ZIP Codes	341	15.0%	Records with no ZIP Code	8	0.4%	Top 20 Metropolitan Areas			Albuquerque, NM (0200)	2,109	92.9%	Santa Fe, NM (7490)	68	3.0%	New York, NY (5600)	10	0.4%	Los Angeles-L.Beach (4480)	4	0.2%	Chicago, IL (1600)	3	0.1%	Denver, CO (2080)	3	0.1%	San Francisco, CA (7360)	3	0.1%	Colorado Springs, CO (1720)	2	0.1%	Raleigh-Durham-Ch.H. (6640)	2	0.1%	Richmond-Petersburg (6760)	2	0.1%	San Antonio, TX (7240)	2	0.1%	Washington, DC (8840)	2	0.1%	Akron, OH (0080)	1	0.0%	Austin-San Marcos,TX (0640)	1	0.0%	Baltimore, MD (0720)	1	0.0%	Bergen-Passaic, NJ (0875)	1	0.0%	Boston-Wor-Law-Lw-Br (1123)	1	0.0%	Cincinnati, OH-KY-IN (1640)	1	0.0%	Columbus, OH (1840)	1	0.0%	Dallas, TX (1920)	1	0.0%	Other MAs	17	0.7%	Records not in an MA	36	1.6%
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Albuquerque, NM (0200)	2,109	92.9%																																																																																																																																																																																																																																																																																												
Santa Fe, NM (7490)	68	3.0%																																																																																																																																																																																																																																																																																												
New York, NY (5600)	10	0.4%																																																																																																																																																																																																																																																																																												
Los Angeles-L.Beach (4480)	4	0.2%																																																																																																																																																																																																																																																																																												
Chicago, IL (1600)	3	0.1%																																																																																																																																																																																																																																																																																												
Denver, CO (2080)	3	0.1%																																																																																																																																																																																																																																																																																												
San Francisco, CA (7360)	3	0.1%																																																																																																																																																																																																																																																																																												
Colorado Springs, CO (1720)	2	0.1%																																																																																																																																																																																																																																																																																												
Raleigh-Durham-Ch.H. (6640)	2	0.1%																																																																																																																																																																																																																																																																																												
Richmond-Petersburg (6760)	2	0.1%																																																																																																																																																																																																																																																																																												
San Antonio, TX (7240)	2	0.1%																																																																																																																																																																																																																																																																																												
Washington, DC (8840)	2	0.1%																																																																																																																																																																																																																																																																																												
Akron, OH (0080)	1	0.0%																																																																																																																																																																																																																																																																																												
Austin-San Marcos,TX (0640)	1	0.0%																																																																																																																																																																																																																																																																																												
Baltimore, MD (0720)	1	0.0%																																																																																																																																																																																																																																																																																												
Bergen-Passaic, NJ (0875)	1	0.0%																																																																																																																																																																																																																																																																																												
Boston-Wor-Law-Lw-Br (1123)	1	0.0%																																																																																																																																																																																																																																																																																												
Cincinnati, OH-KY-IN (1640)	1	0.0%																																																																																																																																																																																																																																																																																												
Columbus, OH (1840)	1	0.0%																																																																																																																																																																																																																																																																																												
Dallas, TX (1920)	1	0.0%																																																																																																																																																																																																																																																																																												
Other MAs	17	0.7%																																																																																																																																																																																																																																																																																												
Records not in an MA	36	1.6%																																																																																																																																																																																																																																																																																												



Customer Geographic Complete

ZIP Codes with at least 10 records (200 ZIP Code maximum)

File: Art Gallery Patrons

Number of Records: 2,271

This report lists the top areas based on the user's specifications shown above.

<u>ZIP Code</u>	<u>Record Count</u>	<u>Percent</u>
87111 ALBUQUERQUE, NM	275	12.1
87110 ALBUQUERQUE, NM	268	11.8
87109 ALBUQUERQUE, NM	161	7.1
87112 ALBUQUERQUE, NM	153	6.7
87106 ALBUQUERQUE, NM	140	6.2
87108 ALBUQUERQUE, NM	136	6.0
87122 ALBUQUERQUE, NM	119	5.2
87107 ALBUQUERQUE, NM	118	5.2
87123 ALBUQUERQUE, NM	96	4.2
87120 ALBUQUERQUE, NM	76	3.3
87102 ALBUQUERQUE, NM	58	2.6
87114 ALBUQUERQUE, NM	57	2.5
87104 ALBUQUERQUE, NM	55	2.4
87048 CORRALES, NM	44	1.9
87124 RIO RANCHO, NM	40	1.8
87043 PLACITAS, NM	27	1.2
87103 ALBUQUERQUE, NM	26	1.1
87125 ALBUQUERQUE, NM	25	1.1
87059 TIJERAS, NM	24	1.1
87105 ALBUQUERQUE, NM	24	1.1
87113 ALBUQUERQUE, NM	20	0.9
87008 CEDAR CREST, NM	18	0.8
87501 SANTA FE, NM	17	0.7
87505 SANTA FE, NM	13	0.6
87047 SANDIA PARK, NM	12	0.5
87190 ALBUQUERQUE, NM	12	0.5
87015 EDGEWOOD, NM	10	0.4



Customer Geographic Complete

States with at least 50 records

File: My Customers

Number of Records: 2,271

This report lists the top areas based on the user's specifications shown above.	<u>State</u>	<u>Record Count</u>	<u>Percent</u>
	35 New Mexico	2,196	96.7



Customer Geographic Complete

Counties with at least 25 records (200 County maximum)

File: My Customers

Number of Records: 2,271

This report lists the top areas based on the user's specifications shown above.

<u>County</u>	<u>Record Count</u>	<u>Percent</u>
35001 Bernalillo, NM	1,968	86.7
35043 Sandoval, NM	121	5.3
35049 Santa Fe, NM	61	2.7



Customer Geographic Complete

MA's with at least 50 records (200 MA maximum)

File: My Customers

Number of Records: 2,271

This report lists the top areas based on the user's specifications shown above.

<u>Metropolitan Area</u>
0200 Albuquerque, NM
7490 Santa Fe, NM

<u>Record Count</u>
2,109
68

<u>Percent</u>
92.9
3.0



Customer Community™ Tapestry™ Profile

Tapestry profiles the various consumer markets represented by your clients, relative to a base population, such as the U.S.

A. There are 12 summary Tapestry groups.

B. 551 (24.3%) of your customers are "L1: High Society".

C. Penetration rate shows the number of customers relative to a base population: Approximately 16 out of every thousand "L1: High Society" are your customers.

D. The base of this profile is Custom Base households. The base should represent the target market for your customers to show relevant comparisons and penetration rates. The best base can be pre-selected by you or derived from the geographic summary or a trade area analysis. The right base depends upon whether you are marketing nationally, regionally, or locally.

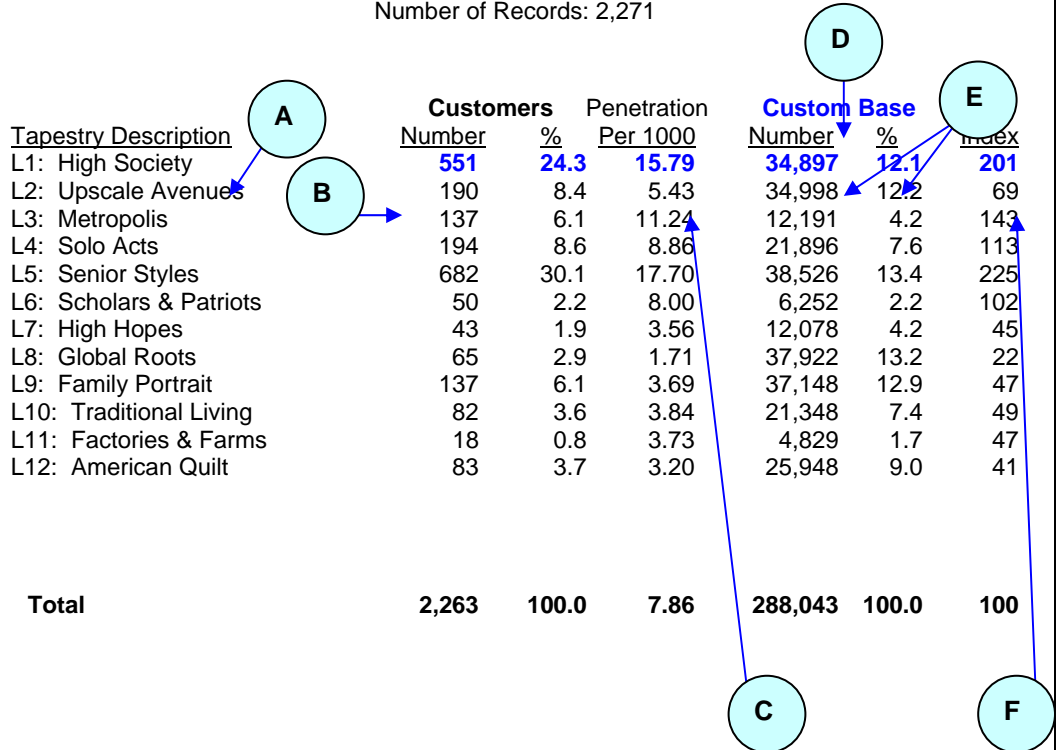
E. Tapestry Group "L1: High Society" is 12.1% of Custom Base households.

F. The Tapestry index measures the proportion of your customers in a particular market relative to the proportion of base households in the market. For example, the Tapestry Index of 201 reflects the higher concentration of "L1: High Society" among your customers (24.3%) than all Custom Base households (12.1%).

In other words, your customers are 101% more likely to be "L1: High Society" than the average Custom Base household.

Note: Segment 66, Unclassified, is not included in the Summary Table.

File: My Customers
Number of Records: 2,271





Customer Community™ Tapestry™ Profile

A. There are 12 major Tapestry groups, and a total of 66 Tapestry market segments.

B. 61 customers are classified in "29 Rustbelt Retirees". This Tapestry market represents 2.7% of all your customers.

C. Penetration rate is 30.93. About 30.9 out of every 1,000 households in this Tapestry market is among your customers.

D. In the base area 1.2% of all households, or 3,397 households, are in Community market 2 Suburban Splendor.

E. An index of 0 shows that "37 Prairie Living" are 0.00 times less likely to be one of your customers than the average household.

File: My Customers

Number of Records: 2,271

Tapestry Description	Custome		Penetration Per 1000	Custom Bas		Index
	Number	%		Number	%	
1 Top Rung	20	0.9	43.86	456	0.2	558
2 Suburban Splendor	66	2.9	19.43	3,397	1.2	247
3 Connoisseurs	156	6.9	30.93	5,044	1.8	394
4 Boomburbs	76	3.4	13.82	5,500	1.9	176
5 Wealthy Seaboard Suburbs	4	0.2	0.00	0	0.0	0
6 Sophisticated Squires	44	1.9	6.04	7,288	2.5	77
7 Exurbanites	185	8.2	14.00	13,212	4.6	178
8 Laptops and Lattes	10	0.4	0.00	0	0.0	0
9 Urban Chic	22	1.0	4.61	4,771	1.7	59
10 Pleasant-ville	4	0.2	8.32	481	0.2	106
11 Pacific Heights	0	0.0	0.00	0	0.0	0
12 Up and Coming Families	37	1.6	2.07	17,854	6.2	26
13 In Style	58	2.6	5.00	11,608	4.0	64
14 Prosperous Empty Nesters	312	13.8	22.83	13,666	4.7	291
15 Silver and Gold	81	3.6	38.90	2,082	0.7	495
16 Enterprising Professionals	19	0.8	4.46	4,260	1.5	57
17 Green Acres	12	0.5	3.84	3,123	1.1	49
18 Cozy and Comfortable	75	3.3	6.97	10,755	3.7	89
19 Milk and Cookies	33	1.5	4.18	7,897	2.7	53
20 City Lights	1	0.0	0.00	0	0.0	0
21 Urban Villages	0	0.0	0.00	1,214	0.4	0
22 Metropolitans	135	6.0	11.78	11,459	4.0	150
23 Trendsetters	5	0.2	23.81	210	0.1	303
24 Main Street, USA	16	0.7	3.93	4,068	1.4	50
25 Salt of the Earth	3	0.1	1.85	1,623	0.6	24
26 Midland Crowd	30	1.3	2.77	10,829	3.8	35
27 Metro Renters	39	1.7	40.79	956	0.3	519
28 Aspiring Young Families	23	1.0	3.19	7,204	2.5	41
29 Rustbelt Retirees	61	2.7	9.06	6,732	2.3	115
30 Retirement Communities	142	6.3	23.56	6,026	2.1	300
31 Rural Resort Dwellers	9	0.4	5.86	1,537	0.5	75
32 Rustbelt Traditions	14	0.6	2.03	6,882	2.4	26
33 Midlife Junction	52	2.3	5.42	9,587	3.3	69
34 Family Foundations	0	0.0	0.00	811	0.3	0
35 International Marketplace	1	0.0	0.00	0	0.0	0
36 Old and Newcomers	97	4.3	6.44	15,064	5.2	82
37 Prairie Living	2	0.1	0.00	0	0.0	0
38 Industrious Urban Fringe	21	0.9	1.25	16,865	5.9	16
39 Young and Restless	43	1.9	7.59	5,666	2.0	97
40 Military Proximity	8	0.4	4.91	1,630	0.6	62

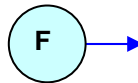


F. Your Customer Tapestry Profile is based on 2,263 records.

File: My Customers

Number of Records: 2,271

Tapestry Description	Customers		Penetration Per 1000	Custom Base		Index
	Number	%		Number	%	
41 Crossroads	41	1.8	3.25	12,601	4.4	41
42 Southern Satellites	0	0.0	0.00	0	0.0	0
43 The Elders	26	1.1	35.23	738	0.3	448
44 Urban Melting Pot	1	0.0	0.00	0	0.0	0
45 City Strivers	0	0.0	0.00	0	0.0	0
46 Rooted Rural	3	0.1	3.06	981	0.3	39
47 Las Casas	0	0.0	0.00	0	0.0	0
48 Great Expectations	20	0.9	4.10	4,874	1.7	52
49 Senior Sun Seekers	12	0.5	2.52	4,769	1.7	32
50 Heartland Communities	13	0.6	9.77	1,330	0.5	124
51 Metro City Edge	0	0.0	0.00	732	0.3	0
52 Inner City Tenants	37	1.6	2.79	13,266	4.6	36
53 Home Town	11	0.5	6.94	1,586	0.6	88
54 Urban Rows	0	0.0	0.00	0	0.0	0
55 College Towns	37	1.6	8.01	4,622	1.6	102
56 Rural Bypasses	2	0.1	1.23	1,620	0.6	16
57 Simple Living	9	0.4	5.41	1,665	0.6	69
58 NeWest Residents	0	0.0	0.00	3,319	1.2	0
59 Southwestern Families	67	3.0	6.58	10,183	3.5	84
60 City Dimensions	5	0.2	1.41	3,555	1.2	18
61 High Rise Renters	0	0.0	0.00	917	0.3	0
62 Modest Income Homes	1	0.0	0.00	0	0.0	0
63 Dorms to Diplomas	5	0.2	0.00	0	0.0	0
64 City Commons	0	0.0	0.00	0	0.0	0
65 Social Security Set	26	1.1	17.13	1,518	0.5	218
66 Unclassified	31	1.4	3100.00	10	0.0	39458
Total	2,263	100.0	7.86	288,043	100.0	100





This page presents your top Tapestry markets, ranked by share of households in the market.

A. Your top market is Tapestry 14, Prosperous Empty Nesters.

B. 13.8% of your customers are in your best market, Prosperous Empty Nesters.

C. 41.1% of your customers are in your top 5 Tapestry markets.

D. These 5 Tapestry markets represent 17.2% of households in the base area.

E. Your customers are about 2.40 times more likely to be in these top 5 markets than the average household in the base area.

File: My Customers

Number of Records: 2,271

Rank	Tapestry Description	Customers	Custom Base	Index
1	14 Prosperous Empty Nesters	13.8%	4.7%	291
2	7 Exurbanites	8.2%	4.6%	178
3	3 Connoisseurs	6.9%	1.8%	394
4	30 Retirement Communities	6.3%	2.1%	300
5	22 Metropolitans	6.0%	4.0%	150
Subtotal		41.1%	17.2%	240
6	15 Silver and Gold	3.6%	0.7%	495
7	4 Boomburbs	3.4%	1.9%	176
8	2 Suburban Splendor	2.9%	1.2%	247
9	29 Rustbelt Retirees	2.7%	2.3%	115
10	27 Metro Renters	1.7%	0.3%	519
Subtotal		14.3%	6.5%	220
11	55 College Towns	1.6%	1.6%	102
12	66 Unclassified	1.4%	0.0%	39458
13	43 The Elders	1.1%	0.3%	448
14	65 Social Security Set	1.1%	0.5%	218
15	1 Top Rung	0.9%	0.2%	558
Subtotal		6.2%	2.5%	243
16	50 Heartland Communities	0.6%	0.5%	124
17	23 Trendsetters	0.2%	0.1%	303
18	10 Pleasant-ville	0.2%	0.2%	106
Subtotal		1.0%	0.7%	139
Total		62.5%	26.9%	233

Note: Only classifications with an index higher than 100 are reported. Subtotals are shown for every 5 classifications.



Composition of Custom Base

File: My Customers

Number of Records: 2,271

These are the geographic areas that were selected to be included in the custom base for this Tapestry Report.

Code
0200

Name
Albuquerque, NM



Output File Layout

File: My Customers

Number of Records: 2,271

These are the fields contained in your output file. The fields in blue are those that you selected to be appended.

Field
ID
TITLE
FNAME
LNAME
CONAME
ADDR1
CITY
ST
ZIP
HPHONE
WP/CELL
FAXNO
GEOCODE
GEOLEVEL
MSA_CODE
MSA_NAME
DMA_CODE
DMA_NAME
ZIP4
LONGITUDE
LATITUDE
LOC_CODE
TAPESTRY
TAPESTDESC
TAP_LEVEL