

Households Nationwide by Income Range as of 01/01/11*

Experian		InfoUSA/Donnelley		Equifax/Epsilon		Acxiom	
Household Income	Total	Household Income	Total	Household Income	Total	Household Income	Total
Unknown	2,701	UNDER \$20,000	16,529,044	Less than \$15,000	9,590,997	Unknown	12,966,677
\$1,000-\$14,999	6,797,793	\$20,000-\$29,999	9,243,398	\$15,000 to \$19,999	8,479,554	Less than \$15,000	8,744,401
\$15,000-\$24,999	7,062,212	\$30,000-\$39,999	8,422,764	\$20,000 to \$29,999	19,001,881	\$15,000 to \$19,999	4,968,312
\$25,000-\$34,999	7,728,820	\$40,000-\$49,999	7,703,800	\$30,000 to \$39,999	17,025,916	\$20,000 to \$29,999	8,679,837
\$35,000-\$49,999	12,027,546	\$50,000-\$59,999	7,105,579	\$40,000 to \$49,999	13,223,881	\$30,000 to \$39,999	11,607,473
\$50,000-\$74,999	17,752,100	\$60,000-\$69,999	6,484,304	\$50,000 to \$74,999	21,276,272	\$40,000 to \$49,999	11,374,700
\$75,000-\$99,999	11,387,103	\$70,000-\$99,999	16,025,066	\$75,000 to \$99,999	11,184,512	\$50,000 to \$74,999	25,065,047
\$100,000-\$124,999	7,034,560	\$100,000-\$124,999	9,807,544	\$100,000 to \$124,999	5,959,503	\$75,000 to \$99,999	14,328,906
\$125,000-\$149,999	3,999,732	\$125,000-\$149,999	6,670,793	\$125,000 to \$149,999	4,505,429	\$100,000 to \$124,999	8,526,106
\$150,000-\$174,999	2,078,325	\$150,000-\$174,999	4,039,102	\$150,000 to \$174,999	1,518,861	\$125,000+	10,101,132
\$175,000-\$199,999	1,774,690	\$175,000-\$199,999	2,203,520	\$175,000 to \$199,999	712,836		
\$200,000-\$249,999	2,031,931	\$200,000-\$249,999	1,857,873	\$200,000 to \$249,999	609,533		
\$250,000+	1,903,162	\$250,000+	2,346,821	\$250,000 or More	589,279		
Total	81,577,974	Total	98,439,608	Total	113,678,454	Total	116,362,591

1. The USPS acknowledges 127,852,308 household addresses

2. Equifax/Epsilon has 35% more households than Experian and 15% more than InfoUSA/Donnelley

- A. Experian has 64% of all households
- B. InfoUSA/Donnelley has 77% of all households
- C. Equifax/Epsilon has 89% of all households
- D. Acxiom has 91% of all households
- E. Competitors KnowledgeBase, Compass, AmeriBase and others are based on wholesale segments of Equifax/Experian

3. Income distribution shows:

- A. Experian says 37% have \$75K+ income
- B. InfoUSA/Donnelley says 43% have \$75K+ income
- C. Equifax/Epsilon says 22% have \$75K+ income
- D. Acxiom says 28% have \$75K+ income

4. Deliverability guarantee:

- A. Experian - N/A
- B. InfoUSA/Donnelley = 92%
- C. Equifax/Epsilon = 94%
- D. Acxiom = N/A

5. 99% of all data sold by resellers is:

- A. Out-of-date Wholesale data from installed files
- B. "Updated" using postal processes-not refreshed by the compilers
- C. Those receiving monthly files receive data that is already 3+-months out of date

Instead, we sell current-month data directly from the compilers!

** The counts shown are from the current-month "Retail" file (the data sold by their reps).*