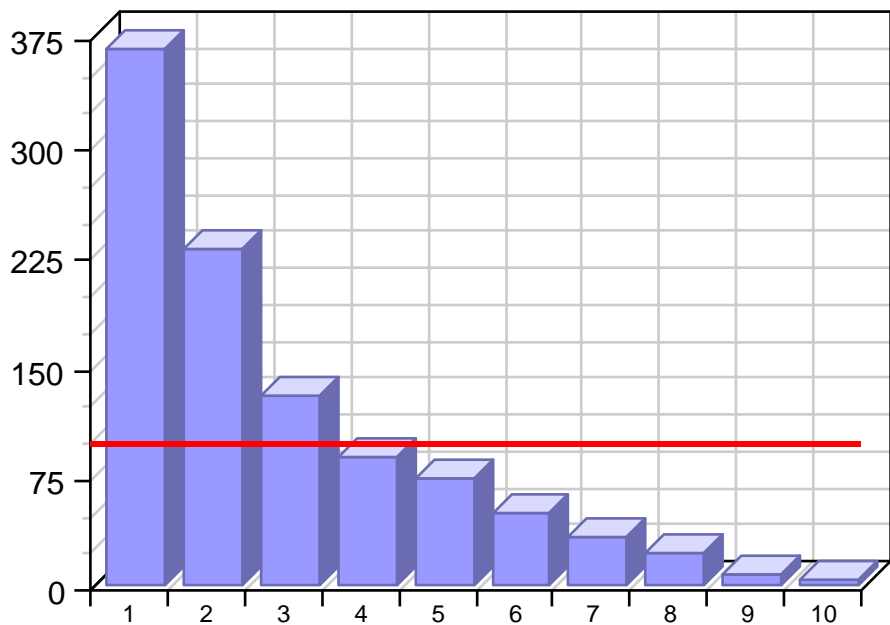


Analytic Model Report

Match Count
1890 of 2220 names

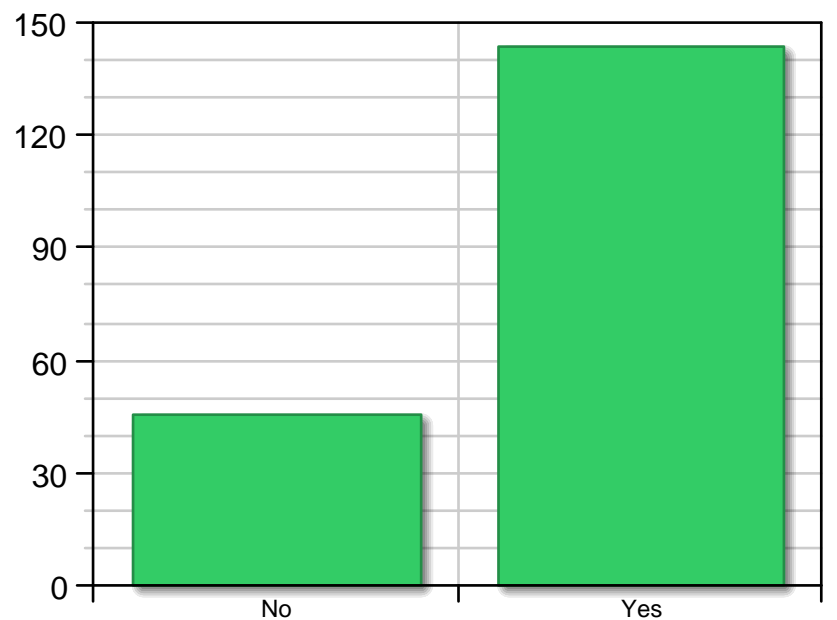
Non Responders
Used a random sample of 8931 names.

Lift Chart



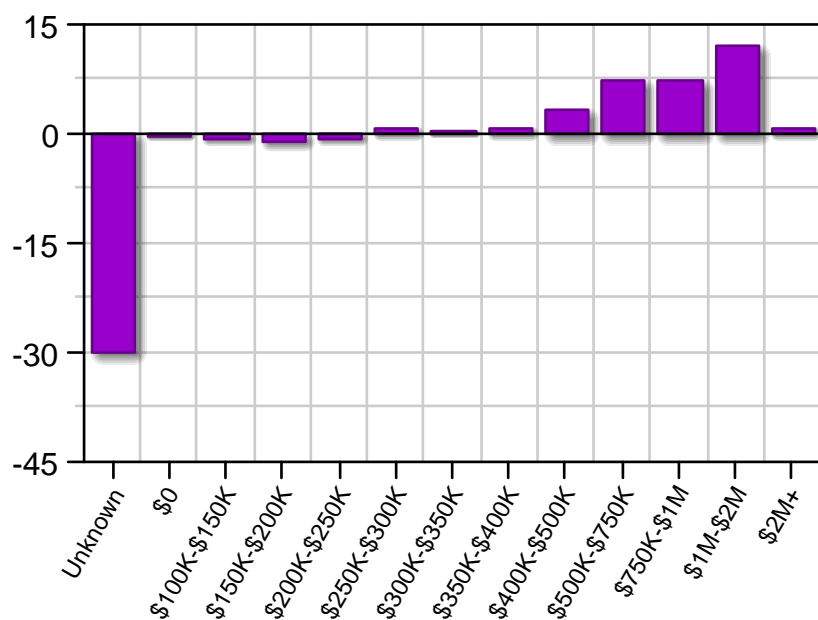
Top 10% of prospects are 3.65 times more likely to respond than average. Top 1% of prospects are 5.02 times more likely to respond than average.

Gardening Interest Grouping



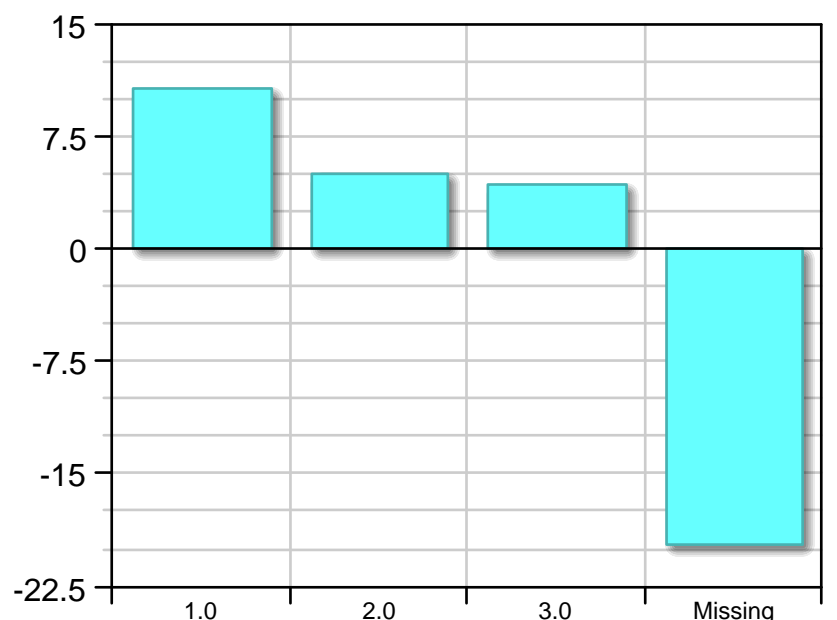
When Gardening Interest Grouping is Yes, response probability increases by a factor of 1.44

Available Home Equity Range



Relative Impact of Available Home Equity Range on Model: \$1M-\$2M are most likely to respond, Unknown are least likely to respond.

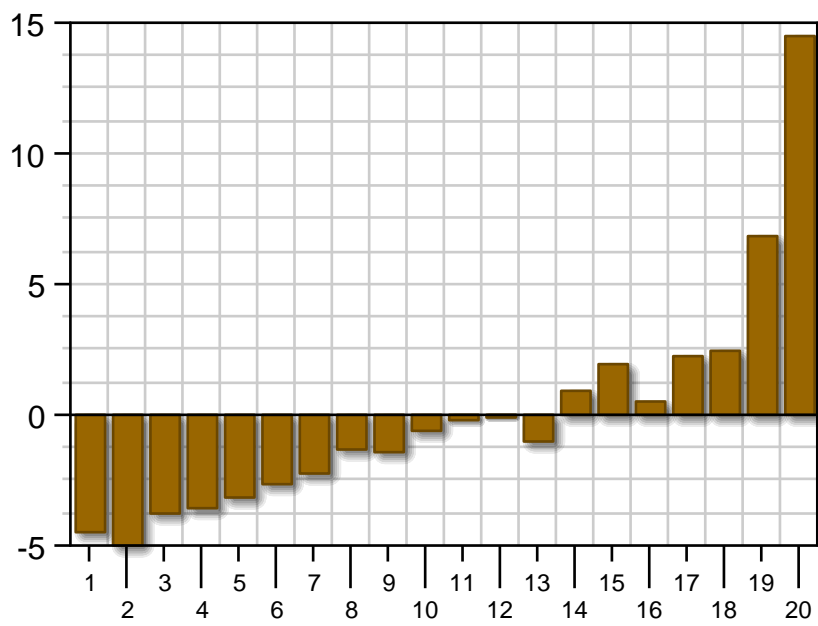
Number of Vehicles Owned



Relative Impact of Number of Vehicles Owned on Model: 1.0 are most likely to respond, Missing are least likely to respond.

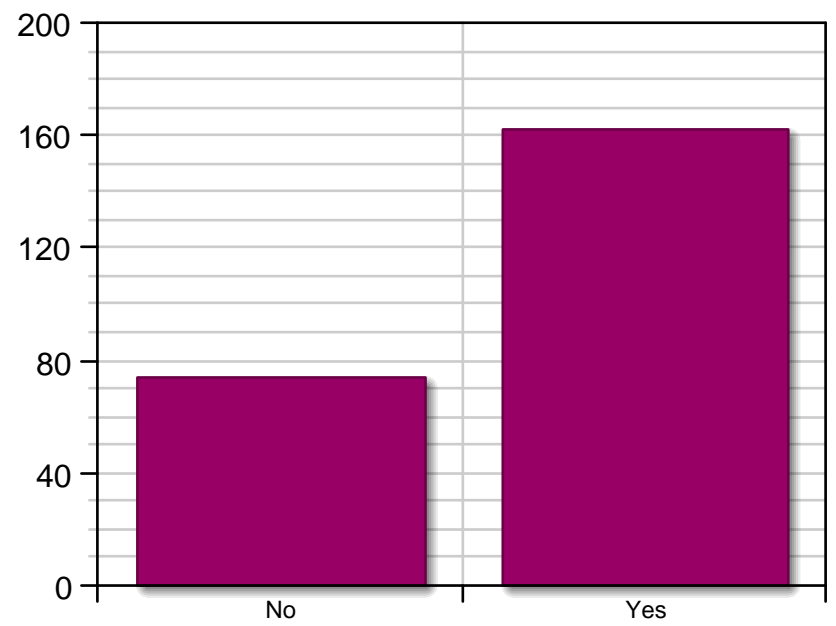
Model Report

Household Cash Only Score - Likelihood of no Banking Relationships



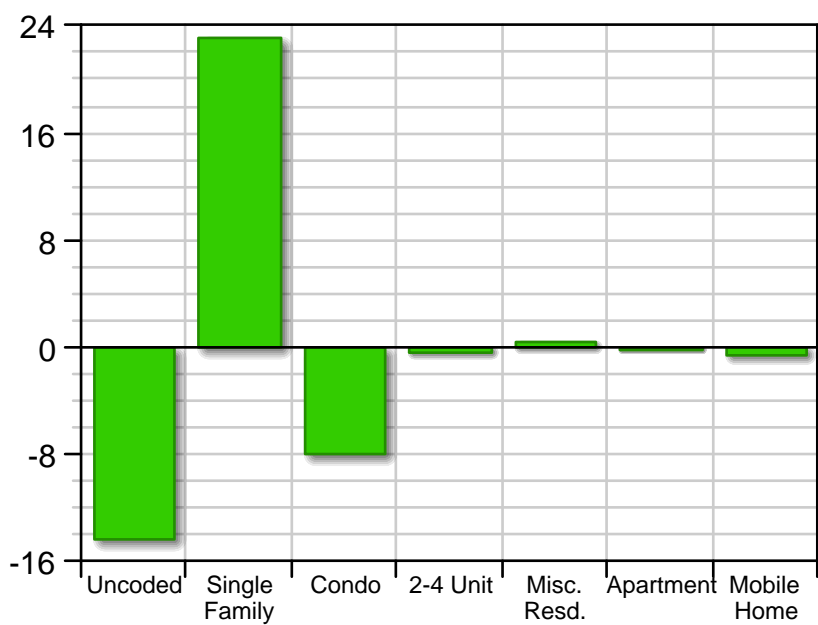
Relative Impact of Household Cash Only Score - Likelihood of no Banking Relationships on Model: 20 are most likely to respond, 2 are least likely to respond.

Collectibles - General



When Collectibles - General is Yes, response probability increases by a factor of 1.62

Home Structure Type Detail



Relative Impact of Home Structure Type Detail on Model: Single Family are most likely to respond, Uncoded are least likely to respond.