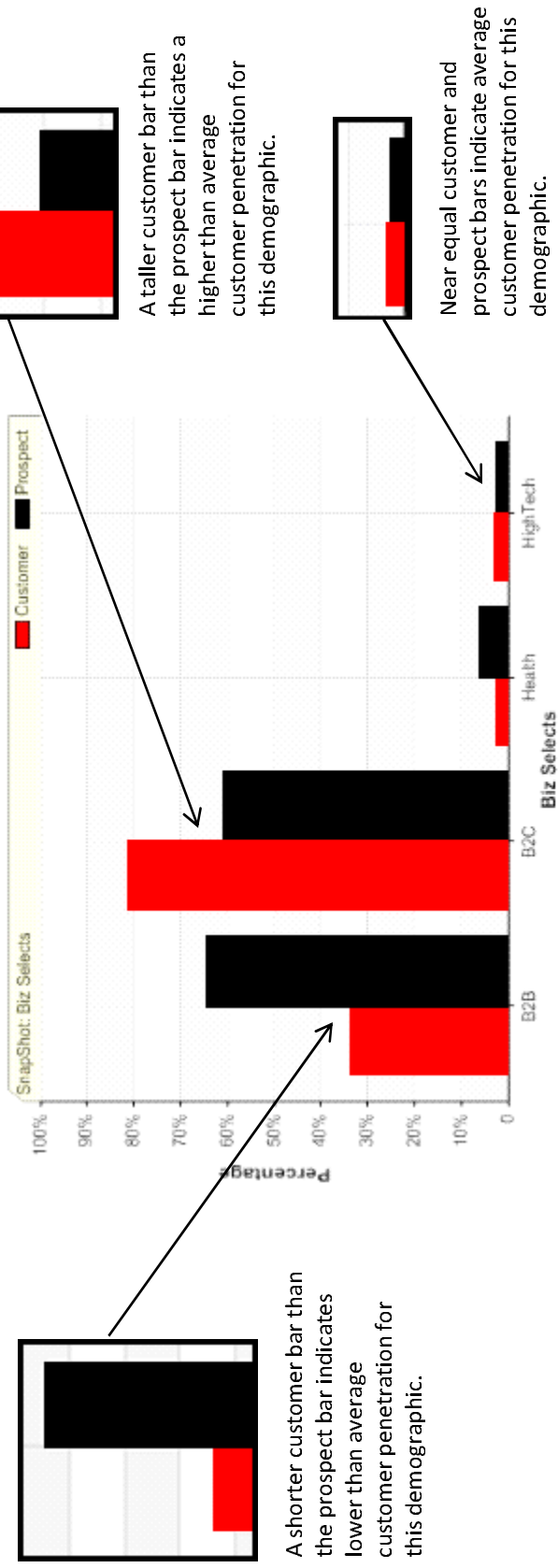


## How to read the penetration slides



Biz Selects	Customer Count	Prospect Count	Customer Percent	Prospect Percent	Penetration Index
<b>B2C</b>	<b>26,090</b>	<b>8,327,908</b>	<b>82%</b>	<b>60%</b>	<b>135</b>
B2B	10,840	8,875,222	35%	64%	53
<b>HighTech</b>	<b>1,511</b>	<b>327,842</b>	<b>2%</b>	<b>2%</b>	<b>101</b>
Health	797	821,660	3%	6%	42

**Penetration Index** – For each attribute, the relationship between the percentage of your customers sharing the attribute and the percentage of those living in the designated geographic area sharing the same attribute – the prospect market potential. The higher the index, the greater the success you've had penetrating that demographic. Indexes above 120 are highlighted and should be considered significant to your overall customer profile.