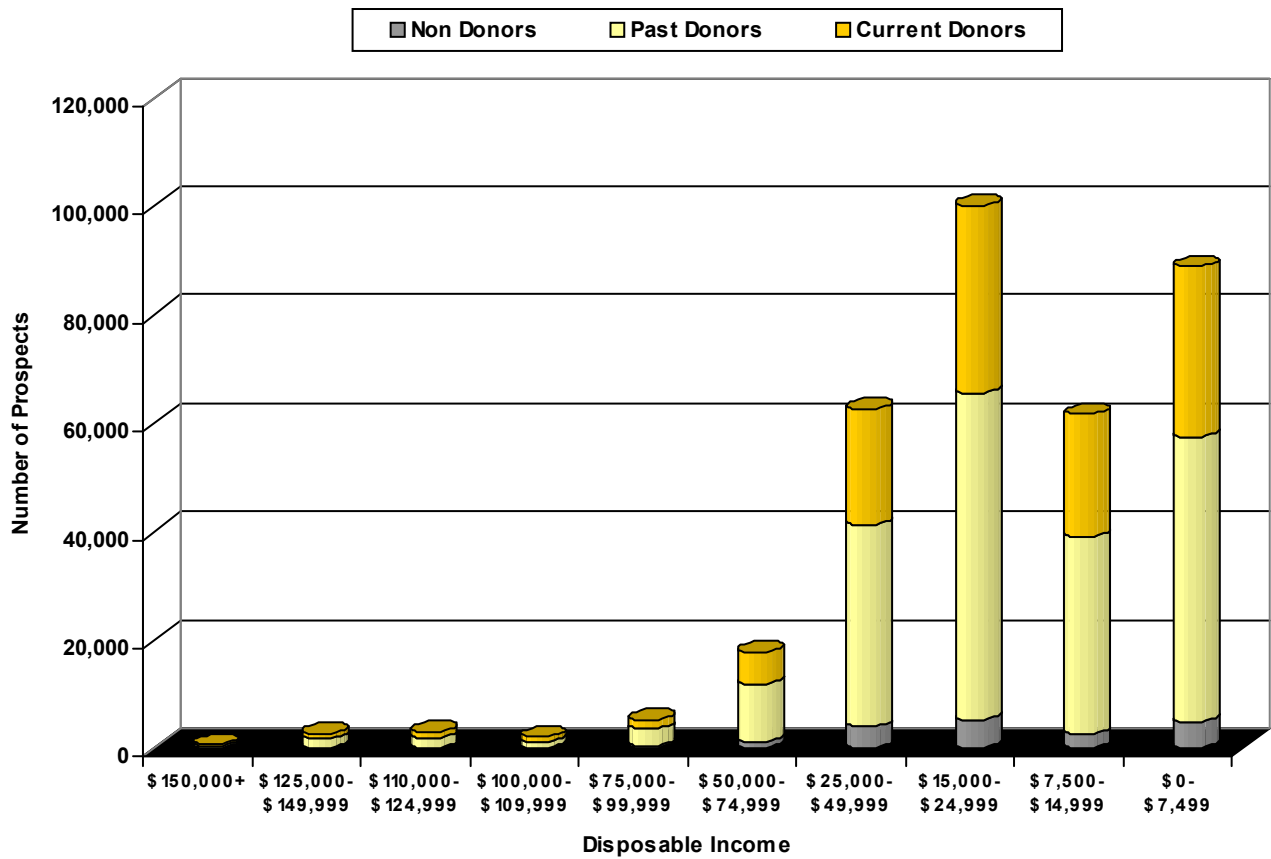


Analysis Results

General Information – Donor Capability Distribution Across Database



Tier	Range	Non Donors		Past Donors		Current Donors		TOTAL	
		Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
10	\$150,000+	43	0.01%	458	0.11%	252	0.06%	753	0.18%
9	\$125,000-\$149,999	152	0.04%	1,640	0.40%	1,001	0.24%	2,793	0.68%
8	\$110,000-\$124,999	176	0.04%	1,684	0.41%	1,144	0.28%	3,004	0.73%
7	\$100,000-\$109,999	149	0.04%	1,223	0.30%	768	0.19%	2,140	0.52%
6	\$75,000-\$99,999	437	0.11%	3,206	0.78%	1,771	0.43%	5,414	1.32%
5	\$50,000-\$74,999	1,247	0.30%	10,532	2.57%	6,002	1.47%	17,781	4.34%
4	\$25,000-\$49,999	3,983	0.97%	37,391	9.13%	21,083	5.15%	62,457	15.26%
3	\$15,000-\$24,999	5,256	1.28%	60,238	14.71%	34,624	8.46%	100,118	24.46%
2	\$7,500-\$14,999	2,780	0.68%	36,121	8.82%	22,736	5.55%	61,637	15.06%
1	\$0-\$7,499	4,822	1.18%	52,491	12.82%	31,481	7.69%	88,794	21.69%
		19,045	4.65%	204,984	50.07%	120,862	29.52%	344,891	84.25%