

Color Key

- 10% Above Average Penetration
- 10% Above Average Revenue Per Institution

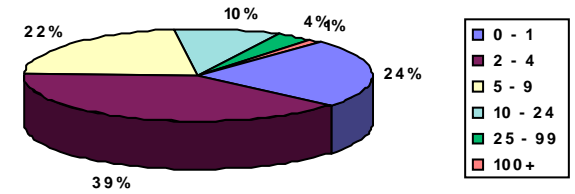
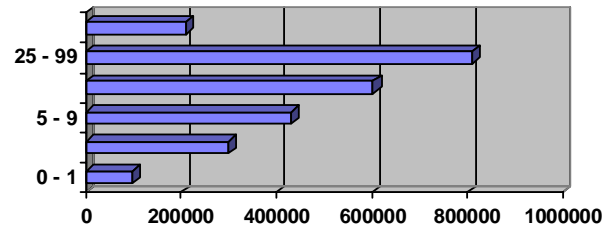
Market Data Retrieval Customer Pattern Recognition Profile Prepared for: MARKET DATA RETRIEVAL

Total Penetration For Public School Districts	
Sales	\$2,449,611
MDR	14,114
Customer	8,447
Cust%MDR	59.85
Cust%Total Cust	9.41
Sales per Inst	\$290

Public School Districts

Total Schools In A District

	<u>0 - 1</u>	<u>2 - 4</u>	<u>5 - 9</u>	<u>10 - 24</u>	<u>25 - 99</u>	<u>100+</u>
Sales	\$98,209	\$298,184	\$429,679	\$603,204	\$810,176	\$210,159
MDR	3,375	5,500	3,137	1,386	523	193
Cust	1,992	3,338	1,881	828	302	106
% of MDR	59.02	60.69	59.96	59.74	57.74	54.92
% of Cust	23.58	39.52	22.27	9.80	3.58	1.25
% of Sales	4.01	12.17	17.54	24.62	33.07	8.58
Sales per Inst	\$49	\$89	\$228	\$729	\$2,683	\$1,983



District Enrollment

	<u>1-599</u>	<u>600-1199</u>	<u>1200-2499</u>	<u>2500-4999</u>	<u>5000-9999</u>	<u>10000-24999</u>	<u>25000+</u>
Sales	\$113,914	\$142,823	\$199,746	\$319,281	\$385,970	\$588,062	\$699,815
MDR	4,470	2,547	2,860	2,087	1,080	602	468
Cust	2,681	1,534	1,696	1,278	630	362	266
% of MDR	59.98	60.23	59.30	61.24	58.33	60.13	56.84
% of Cust	31.74	18.16	20.08	15.13	7.46	4.29	3.15
% of Sales	4.65	5.83	8.15	13.03	15.76	24.01	28.57
Sales per Inst	\$42	\$93	\$118	\$250	\$613	\$1,624	\$2,631

