



ENERTEX
MARKETING

PATRON TENURE AND MIGRATION ANALYSIS SYSTEM DATABASE REPORT

3/09/05 ENERTEX

EXAMPLE ARTS ORGANIZATION - 10 YEARS SUBS & STBS RESEARCH #75205
MERGE/PURGE INPUT ANALYSIS

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LIST NAME	KEY	TOTAL NAMES IN	SCF OMITS	INTRA FILE DUPES	INTRA DUPE RATE	NIXIE SUPPRESS COUNT	NIX. SUP. RATE	CUST. SUPPRESS COUNT	CUST. SUPPRESS RATE	DMA SUPP	UNIQUE NAMES OUT	MULTI NAMES OUT	TOTAL NAMES OUT
03-04 SUBS	01	16,889	4	13	.0008						1,814	14,938	16,752
03-04 STBS	03	4,341	17	302	.0696			71	.0164		2,359	1,531	3,890
02-03 SUBS	11	19,758	3					13,193	.6677		1,544	4,757	6,301
02-03 STBS	13	8,220	2	414	.0504			879	.1069		4,299	2,128	6,427
01-02 SUBS	21	19,386	2					10,873	.5609		1,358	4,077	5,435
01-02 STBS	23	17,065	12	1,211	.0710			1,406	.0824		8,976	2,746	11,722
00-01 SUBS	31	22,963	2					9,900	.4311		650	6,011	6,661
00-01 STBS	33	22,014	8	821	.0373			1,171	.0532		9,664	1,947	11,611
99-00 SUBS	41	22,433	2	3	.0001			8,832	.3937		2,766	2,607	5,373
99-00 STBS	43	8,299	6	92	.0111			495	.0596		4,732	597	5,329
98-99 SUBS	51	20,343	2	3	.0001			7,481	.3677		879	3,641	4,520
98-99 STBS	53	5,743	4	359	.0625			248	.0432		2,784	800	3,584
97-98 SUBS	61	16,820	2	3	.0002			6,335	.3766		1,274	1,308	2,582
97-98 STBS	63	22,534	3	5,501	.2441			2,209	.0980		5,695	2,792	8,487
96-97 SUBS	71	15,650	1	2	.0001			5,414	.3459		1,311	1,773	3,084
96-97 STBS	73	13,271	6	1,146	.0864			646	.0487		6,589	1,061	7,650
95-96 SUBS	81	16,000	2	4	.0003			4,731	.2957		1,012	2,216	3,228
95-96 STBS	83	8,308	1	701	.0844			334	.0402		4,043	519	4,562
94-95 SUBS	91	14,055	2					3,804	.2707		2,934	93	3,027
94-95 STBS	93	13,045	4	1,001	.0767			1,104	.0846		4,963	202	5,165
FINAL TOTALS		307,137	85					79,126			69,646	55,744	125,390