Your Market Identifier

Project 100



| SOURCES OF N | IAMES Source | | Н | Н | | 1 I | H | Н | H | Н | Н | $A \mid A$ |
|---|---|----------------|--|---------------|----------------|--------------|-------------|----------------|----------------|--|--|--|
| B. Friends of family C. Neighbors D. Known through s E. Known through c F. Known through c G. Known through c | spouse children nobbies church social groups community activities t employment ersons | John Doe | Karen N. | uuno IIS | Scott Smith | Jim Jones | Ted Johnson | Roy Brom | Jack Green | Bill Thomas | Ken Grav | Tom White |
| o. r copie man | Under \$25,000 | 1 | + | + | \dashv | x | | X | | | | + |
| | \$25,001 - \$50,000 | - | <u> </u> | + | | ^ | | ^ | X | - | + | |
| YEARLY INCOME | \$50,001 - \$85,000 | v | v | | | | | + | ^ | v | - V | |
| TEATIET INCOME | \$85,001 - \$120,000 | X | X | +; | | | | · | | X | X | + |
| | Over \$120,000 | + | ┼── | +- | <u> </u> | | | | | | | <u> </u> |
| | Under 25 | + | - V | + | | | X | 1 | | | | X |
| | 25 – 34 years | X | X | | . | X | | X | X | - V | - | |
| AGE | 35 - 44 years | | ┼ | - - | K | | X | | · | X | <u> </u> | X |
| | Over 45 | | | | - | | | | | | | |
| | Student | | | - | | · · | | 1 | + | ┼ | | |
| | Homemaker | - | ļ <u>.</u> | | | X | | X | + | - | | |
| | Professional, Technical | | - | - | | | | | | ļ | | |
| | Prop., Mgr., Executive | | 1 | | - | | X | + | | - | | X |
| OCCUPATION | Clerical, Kindred Workers | | X | | x | | | <u> </u> | | - | <u> </u> | ļ <u></u> |
| OGGGFATION | Sales Workers | | - | | | | | | 1 | | <u> </u> | |
| | | X | ┼ | | | | | + | X | X | | - |
| | Crafts, Operatives, Laborers Military Service | | | | | | | - | | - | | ļi |
| | | | | | \dashv | | | + | | | | |
| | Services, Farmers Retired | ļ. · | - | | | | | | | - | | |
| | Single, Divorced, or Widowed | | | | | | | + | | | <u></u> | ļ <u>.</u> |
| MARITAL | Married | 1 | <u> </u> | +. | | X | | <u> </u> | | | | - |
| STATUS | Children | X | | | K | | X | | X | X | X | X |
| | · · · · · · · · · · · · · · · · · · · | 1 | X | | | | X | | | X | X | X |
| LENGTH OF | More than 5 years 2 – 5 years | X | X | <u>ر</u> | (| | X | 7, | X | X | 1.5 | X |
| TIME KNOWN | Less than 2 years | | - | + | | X | | X | | - | X | <u> </u> |
| - | Close friend | 1/ | 1 | +. | _ | | | 12 | + | | | <u> </u> |
| HOW WELL | Casual friend | X | X | <u>د</u> إ | 2 | | X | X | X | X | 1. | |
| KNOWN | Speaking acquaintance | | | + | | X | | | | | X | X |
| | More than 5 times | | 1 | - | , + | | | + | | 1 | - | |
| HOW OFTEN | 3 – 5 times | X | X | <u>لا</u> | - | | | + | <u> </u> | X | - | |
| SEEN IN | 1 – 2 times | 1 | | - | | X | X | V | + | | + | |
| LAST YEAR | Not at all | | | - | | | | X | | | X | X |
| | Easily | V | 11/ | - | - | | | 1 | | _ | | |
| COULD | Fairly easily | X | X | +- | K | | <u> </u> | X | <u> </u> | X | | _ |
| APPROACH ON | With difficulty | | | - | + | X | | | | | . X | X |
| BUSINESS | Probably not | <u> </u> | \vdash | + | \dashv | | ·· | - | | | | |
| | Excellent | | \ <u>\</u> | | | | | +- | + - | | | + |
| ABILITY TO | Good | X | X | | | v | X | | X | <u>v</u> | v | X |
| PROVIDE | Fair | 1 | | | , | X | ······ | - V | + | X | X | |
| REFERRALS | Poor | | | <u>د</u> | | | | X | + | | + | 1 |
| <u></u> | 1.00 | 1 | | | | | | 1 | | <u></u> | l | لـــــــــــــــــــــــــــــــــــــ |

I/R Codes: 86.12 9963.01

PROJECT 100

A Market Identification Guide

PURPOSE

The purpose of *Project 100* is to help you identify the types of markets in which you may be prospecting and selling should you enter the insurance business. It will also help management determine the training that will benefit you most. The names that you enter should represent people whom you know today. Later, you will learn proven ways to meet new people and to expand your natural markets.

INSTRUCTIONS

- Read the sources listed on the upper left-hand corner of the forms. Select one source that suggests many
 names of people whom you know and begin to list their names in the spaces provided at the top of the form.
 Above each name, write the letter that indicates the source that suggested the name to you. Continue
 writing the names of people whom you know from that source until you have run out of names.
- 2. When you have listed all of the names from the first source, return to the first name and indicate with an X in the boxes below each name your best estimate of the information requested. When you have completed this information for the first name, go on to the next name and follow the same procedure. When you have completed the first source, go on to the next one. Should an additional name from a source that has already been entered come to mind while you are working on another source, add the new name and identify it with the proper source letter. Do not repeat names, even if they may fit more than one source.

GENERAL RULES

- 1. There is space in this booklet for 100 names. Please fill in all 100 spaces no more, no less.
- 2. Do not list names that have been preselected on any basis; for example, the need for life insurance. Simply list the names of those who come to mind most readily.
- 3. Complete all of the information requested for each name. Your Christmas card list, personal telephone list, alumni directory, club membership roster, and similar sources may be used to help you complete the list.
- 4. When you have listed 100 names, enter the totals on page 13, Summary by Source.
- 5. **Occupation:** *Project 100* purposely has no catchall "other" category. When defining occupation, you must place the person's occupation in one of the following groups:

Student

Homemaker

Professional, Technical, for example:

accountant doctor

engineer lawyer

teacher

sales representative

Proprietor, Manager, Executive, for example:

contractor

sales manager

Clerical, Kindred Workers, for example:

mail carrier secretary

real estate agent shipping clerk Sales Workers, for example:

cashier

sales clerk

Crafts, Operatives, Laborers, for example:

baker bus driver electrician mechanic plumber truck driver

cuician uxok u

printer gas station attendant

Military Service

Service, Farmers, for example: barber police officer farm laborer waiter

Retired

| | | | | | | | · | |
|---|---|-----------------|------|------|------|------|--------------|--|
| SOURCES OF N. A. School friends B. Friends of family C. Neighbors D. Known through of F. Known through of G. Known through of H. Known through of J. Known from past K. Newly married pe L. New parents M. New homeowners N. New job or job loc O. People with whor | Douse nildren pubbies nurch pocial groups pommunity activities employment prisons s | NAMES SUBMITTED | | | | | | |
| YEARLY INCOME | Under \$25,000 \$25,001 - \$50,000 \$50,001 - \$85,000 \$85,001 - \$120,000 Over \$120,000 | | | | | | | |
| AGE | Under 25 25 – 34 years 35 – 44 years Over 45 | | | | | | | |
| OCCUPATION | Student Homemaker Professional, Technical Prop., Mgr., Executive Clerical, Kindred Workers Sales Workers Crafts, Operatives, Laborer Military Service Services, Farmers Retired | | | | | | | |
| MARITAL STATUS | Single, Divorced, or Widow Married Children | red | | | | | | |
| LENGTH OF TIME KNOWN | More than 5 years 2 - 5 years Less than 2 years | | | | | | | |
| KNOMN HOM MEFF | Close friend Casual friend Speaking acquaintance | | | | | | | |
| HOW OFTEN SEEN IN LAST YEAR | More than 5 times 3 – 5 times 1 – 2 times Not at all | | | | | | | |
| COULD Approach on Business | Easily Fairly easily With difficulty Probably not | | | | | | | |
| ABILITY TO Provide Referrals | Excellent Good Fair Poor | | | | | | | |

| SOURCES OF N | | ource etter | | | - T | | $\overline{}$ | -1 | T | | T |
|---|---------------------------------------|-----------------|--|--|--|----------------|---|--|---|--|--|
| A. School friendsB. Friends of familyC. Neighbors | , | | | | | | | | | | - |
| D. Known through s E. Known through | spouse children | នៅ | 1 | Ì | Ì | Ì | | | 1 |] | - 1 |
| F. Known through I G. Known through | nobbies | NAMES SUBMITTED | | | | - 1 | | | - | | - |
| H. Known through s | cnuren Social groups | ₩. [| | | - | | | | | | |
| I. Known through of J. Known from pas | social groups community activities | ઝુ∖ | 1 | 1 | 1 | 1 | j | | 1 | 1 | 1 |
| K. Newly married p | ersons | WE | - 1 | 1 | | | | | | | |
| L. New parents M. New homeowne | rs | ₹ | 1 | 1 | | | | | | | |
| N. New job or job to | ocation | } | | | 1 | | } | 1 | } | | } |
| O. People with who | | | | <u> </u> | | | | | | _ | <u> </u> |
| | Under \$25,000 | | | - | ļ | - | - | | <u> </u> | <u> </u> | <u> </u> |
| VEADLY INCOME | \$25,001 - \$50,000 | | | - | <u> </u> | | | ļ | _ | _ | ļ |
| YEARLY INCOME | \$50,001 - \$85,000 | | | - | | ∔ | ļ <u>-</u> | | - | <u> </u> | <u> </u> |
| | \$85,001 - \$120,000 | | | | | — | | | <u> </u> | <u> </u> | |
| | Over \$120,000 Under 25 | | | | | · | | | <u> </u> | | <u> </u> |
| | 25 – 34 years | | - | | | | - | + | | | |
| AGE | 35 – 44 years | | | | | | | ┼ — | | | |
| | Over 45 | | | ļ | - | - | - | | | - | |
| | Student | | | ┼ | | - | - | | | - | |
| | Homemaker | | | ┼── | ┿ | + | | | - | | - |
| | Professional, Technical | | | | | ┼── | | ļ | | - | |
| | Prop., Mgr., Executive | | | ┼ | - | | | + | | - | |
| OCCUPATION | Clerical, Kindred Workers | | - | | | | } - | | | ┼~ | ├ - |
| | Sales Workers | | - | | | | | + | - | - | |
| | Crafts, Operatives, Laborer | s | | | + | | - | | | - | ├ ┈─- |
| | Military Service | - | | ┼── | | | | - - | | | . |
| | Services, Farmers | | - - | | | ╅┈┈ | | | + | | - |
| | Retired | | | | | | | | | | |
| III DOLLAR | Single, Divorced, or Widow | ed | | | | - | | | | | |
| MARITAL Status | Married | | | · |] - | - | +- | 1 | - | - | |
| | Children | | <u> </u> | | | 1 | | | | - | |
| LENGTH OF | More than 5 years | | | | | | | <u> </u> | | | - |
| TIME KNOWN | 2 – 5 years | | | | | | | | | <u> </u> | <u> </u> |
| | Less than 2 years | | | | | | | 1 | | | |
| HOW WELL | Close friend | | | | | | | | | | |
| KNOWN | Casual friend | | | | | | | | | 1 | |
| | Speaking acquaintance | | | | | | | | | | |
| HOW OFTEN | More than 5 times | | | | | | | | | | |
| SEEN IN | 3 – 5 times | | | <u> </u> | | | | | | | |
| LAST YEAR | 1 – 2 times | | _ | | | | <u> </u> | | \ | | |
| | Not at all | | | <u> </u> | <u> </u> | <u> </u> | <u> </u> | | | <u> </u> | |
| COULD | Easily | | _ | <u> </u> | ļ | ļ <u>.</u> | <u> </u> | ļ | <u> </u> | | |
| APPROACH ON | Fairly easily | | | <u> </u> | <u> </u> | <u> </u> | | <u> </u> | <u> </u> | | |
| BUSINESS | With difficulty | | | <u> </u> | <u> </u> | <u> </u> | <u> </u> | | ļ | <u> </u> | |
| - | Probably not | | | _ | | - | | - | | ļ | |
| ABILITY TO | Excellent | | | | - | ļ | <u> </u> _ | | | <u> </u> | |
| PROVIDE | Good Fair | } | - | - | | } | <u> </u> | - | <u> </u> | | |
| REFERRALS | Poor | | | - | | ļ <u>.</u> | - | <u> </u> | <u> </u> | <u> </u> | |
| | [F00] | | <u> </u> | | <u> </u> | <u> </u> | <u> </u> | <u> </u> | | <u></u> | L |

| SOURCES OF N A. School friends B. Friends of family C. Neighbors D. Known through of E. Known through of F. Known through of H. Known through of H. Known through of J. Known from pas K. Newly married of L. New parents M. New homeowne N. New job or job to O. People with who | spouse children nobbies church social groups community activities t employment ersons rs | | | | | | |
|---|--|---|---|--|--|--|--|
| YEARLY INCOME | Under \$25,000 \$25,001 - \$50,000 \$50,001 - \$85,000 \$85,001 - \$120,000 Over \$120,000 | | | | | | |
| AGE | Under 25 25 – 34 years 35 – 44 years Over 45 | | | | | | |
| OCCUPATION | Student Homemaker Professional, Technical Prop., Mgr., Executive Clerical, Kindred Workers Sales Workers Crafts, Operatives, Laborers Military Service Services, Farmers Retired | | | | | | |
| MARITAL Status | Single, Divorced, or Widowed Married Children | | - | | | | |
| LENGTH OF TIME KNOWN | More than 5 years 2 – 5 years Less than 2 years | | | | | | |
| HOW WELL | Close friend Casual friend Speaking acquaintance | - | | | | | |
| HOW OFTEN SEEN IN LAST YEAR | More than 5 times 3 – 5 times 1 – 2 times Not at all | | | | | | |
| COULD Approach on Business | Easily Fairly easily With difficulty Probably not | | | | | | |
| ABILITY TO PROVIDE REFERRALS | Excellent Good Fair Poor | | | | | | |

| SOURCES OF N | | Source | | T | | | ··· T | T | $\overline{}$ | | |
|---|---|-----------------|--|--|--|--|--|--|--|--|--|
| A. School friends B. Friends of family C. Neighbors D. Known through s E. Known through o F. Known through o G. Known through o H. Known through s I. Known through o | pouse hildren lobbles hurch locial groups lommunity activities | NAMES SUBMITTED | | | | | | | | | |
| J. Known from past K. Newly married poly L. New parents M. New homeowner N. New job or job to O. People with who | employment ersons rs | NAMES | | | | | | | | | |
| | Under \$25,000 | | | | | | | | | 1 | 1 |
| | \$25,001 - \$50,000 | | | | | | | | | † | 1 |
| YEARLY INCOME | \$50,001 - \$85,000 | | | | | | <u> </u> | | | †" | 1 |
| | \$85,001 - \$120,000 | | | 1 | | | | <u> </u> | <u> </u> | | 1 |
| | Over \$120,000 | | 1 | T | | | | | 1 | } | 1 |
| | Under 25 | | | | 1 | | † | | | + | |
| . ACE | 25 - 34 years | | | | | | | | | | + $-$ |
| AGE | 35 – 44 years | | | | | | | | | ┼── | |
| | Over 45 | | | | ~ | | | + | · | + | + |
| | Student | | | | | - | † - | | | +- | |
| | Homemaker | <u></u> - | + | | ┪┈ | | + | | | | + |
| | Professional, Technical | | - | | + | ┼── | | - | | + | +-+ |
| | Prop., Mgr., Executive | _ | | | - - | - | - | | | ┼─ | ┼ |
| OCCUPATION | Clerical, Kindred Workers | - | | | - | | | | - | + | + |
| | Sales Workers | | | - | ┽ | ┼─~ | | | ┼─- | | |
| | Crafts, Operatives, Labore | rs | <u> </u> | | | | | | | | ~ |
| | Military Service | | | - | + | - | - | | ļ | | |
| | Services, Farmers | <u> </u> | | | ╅┈— | - | - | | <u> </u> | ┼ | |
| | Retired | ···- | | | - | ┿ | - - | | - | | |
| . | Single, Divorced, or Widov | ved . | - | | | | | | | ┿ | |
| MARITAL | Married | | - | <u> </u> | | - | + | - | - | | |
| STATUS | Children | | ┪── | | -{ | | + | | | | + |
| | More than 5 years | | | | + | - | - | | | | |
| LENGTH OF | 2 - 5 years | | | | | | | | ┨┈ | - | + |
| TIME KNOWN | Less than 2 years | | | | | - | + | | - | | - |
| | Close friend | | + | | + | ┼─- | + | | | ╂ | + |
| HOW WELL | Casual friend | | | | | - | | ┼ | ┪ | | |
| KNOWN | Speaking acquaintance | | - | | - | - | + | - | ┼ | | + |
| | More than 5 times | - | + | | | - | | + | | + | + |
| HOW OFTEN | 3 – 5 times | | | | | | | - | 1 | | + |
| SEEN IN Last year | 1 – 2 times | | | + | - | | | - | ╁ | ┼─┈ | + |
| LAS! [EAD | Not at all | | + | - | | | | - | | | + |
| | Easily | | | ╅┈─ | | | + | | - | - | |
| COULD | Fairly easily | | + | | | - | † - | - | | | |
| APPROACH ON | With difficulty | | | | - | | | | | | |
| BUSINESS | Probably not | - | ┼─ | | -}- | | 1 | | | - | |
| | Excellent | | | + | + | - | + | | | | |
| ABILITY_TO | Good | | - | - | - | - | + | + | | | |
| PROVIDE | Fair | | + | + | | | - | - | | | |
| REFERRALS | Poor | | +- | | | + | - | · | | ┼ | |
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| SOURCES OF N A. School friends B. Friends of family C. Neighbors D. Known through of E. Known through of G. Known through of H. Known through of I. Known through of J. Known from past K. Newly married policy L. New parents M. New homeowner N. New job or job loo O. People with who | spouse children nobbies church social groups community activities t employment ersons | NAMES SUBMITTED | | | | | |
|--|--|-----------------|--|--|--|--|------------------|
| YEARLY INCOME | Under \$25,000 \$25,001 - \$50,000 \$50,001 - \$85,000 \$85,001 - \$120,000 Over \$120,000 | | | | | | - - - |
| AGE | Under 25 25 – 34 years 35 – 44 years Over 45 | | | | | | <u> </u> |
| OCCUPATION | Student Homemaker Professional, Technical Prop., Mgr., Executive Clerical, Kindred Workers Sales Workers Crafts, Operatives, Labore Military Service Services, Farmers Retired | ers | | | | | |
| MARITAL Status | Single, Divorced, or Wido Married Children | wed | | | | | |
| LENGTH OF TIME KNOWN | More than 5 years 2 - 5 years Less than 2 years | | | | | | |
| HOW WELL | Close friend Casual friend Speaking acquaintance | | | | | | |
| HOW OFTEN SEEN IN LAST YEAR | More than 5 times 3 – 5 times 1 – 2 times Not at all | | | | | | |
| COULD Approach on Business | Easily Fairly easily With difficulty Probably not | | | | | | - - - - |
| ABILITY TO PROVIDE REFERRALS | Excellent Good Fair Poor | | | | | | - |

| SOURCES OF N | | tource etter | T | | \overline{T} | $\overline{}$ | | | | \neg | |
|---|--|-----------------|-----------------|--|----------------|--|--|--|---|--|---|
| A. School friends B. Friends of family C. Neighbors D. Known through of E. Known through of G. Known through of H. Known through of I. Known through of J. Known from past K. Newly married pol L. New parents M. New homeowner | spouse shildren sobbies shurch, social groups community activities t employment ersons | NAMES SUBMITTED | | | | | | | | | |
| N. New job or job lo O. People with who | cation | | | | | | | 1 | 1 | | 1 |
| O. I copie with who | Under \$25,000 | | | 1 | | | - | | - | | -{ |
| | \$25,001 - \$50,000 | | | + | - | | | | | . - | |
| YEARLY INCOME | \$50,001 - \$85,000 | _ | | | | | - | + | _ | ┼─- | + |
| | \$85,001 - \$120,000 | | | | + | - | | | + | | - |
| | Over \$120,000 | | | | | +- | ┧──- | | ┼ | - | |
| | Under 25 | | | | - | + | + | | | † | |
| 105 | 25 - 34 years | | | 1 | - | | | | \ | 1 | |
| AGE | 35 – 44 years | | | | +- | 1 | | | - | ┼ | |
| | Over 45 | | + | | | - | - | | ┼ | ┼ | <u> </u> |
| | Student | | | _ | | | | | | ┼ | |
| | Homemaker | | | + | | <u> </u> | | 1 | | 1 | - |
| | Professional, Technical | | | | | <u> </u> | | \uparrow | | | |
| | Prop., Mgr., Executive | | | | | _ | | - | - | | |
| OCCUPATION | Clerical, Kindred Workers | - | | | <u> </u> | - | | | | 1 | |
| | Sales Workers | | | <u> </u> | | T | | | 1 | | |
| | Crafts, Operatives, Laborer | 'S | <u> </u> | <u> </u> | | | | 1 | † <u> </u> | | |
| | Military Service | | | | <u> </u> | | 1 | | | | - |
| | Services, Farmers | | | 1 | 1 | | 1 | 1 | | 1 | |
| | Retired | | | | | | | | | | |
| MARITAL | Single, Divorced, or Widow | ed | | | | | | | | | |
| STATUS | Married | | | | | | | | | | |
| | Children | | | | | | | | | | |
| LENGTH OF | More than 5 years | | | | <u> </u> | | | | | | |
| TIME KNOWN | 2-5 years | | | | | | | | | <u> </u> | |
| <u> </u> | Less than 2 years | | | _ | | | | <u> </u> | | | |
| HOW WELL | Close friend | | | <u> </u> | | <u> </u> | | | | | |
| KNOWN | Casual friend | | | | <u> </u> | <u> </u> | | ↓ | | <u> </u> | |
| | Speaking acquaintance | | <u> </u> | ļ | <u> </u> | <u> </u> | | ļ | ļ. <u>.</u> | | <u> </u> |
| HOW OFTEN | More than 5 times | | | ↓ | . | | | | | ļ | <u> </u> |
| SEEN IN | 3 – 5 times | | - | - | | _ | <u> </u> | - | | 1 | <u> </u> |
| LAST YEAR | 1 – 2 times Not at all | | <u></u> | - | - | <u> </u> | <u> </u> | | ļ | ļ <u>.</u> | <u> </u> |
| | <u></u> | | | - | | | | | | | |
| COULD | Easily Fairly easily | | - | - | | | - | - | | | L . |
| APPROACH ON | With difficulty | | | - | | - | | <u> </u> | | <u> </u> | <u> </u> |
| BUSINESS | Probably not | | | | - | | | | <u> </u> | | |
| | Excellent | | | | <u> </u> | + | + | +- | ┾ | | |
| ABILITY TO | Good | | | | | | - | + | | | |
| PROVIDE | Fair | | - - | - | | | | - | | | |
| REFERRALS | Poor | | | | | | _L | | | <u> </u> | <u></u> |

| SOURCES OF N | AMES Seur | | | 1 | | | | | | T | | |
|---|------------------------------|-----------------|-------------|--|--------------|--|--|----------------|--------------|--|--|-----------|
| A. School friends B. Friends of family | Letti | <u> </u> | | | | | - | | | | | |
| C. Neighbors | DOLLEG | _ [| | | | | | | | | | |
| D. Known through sE. Known through c | hildren | NAMES SUBMITTED | - 1 | - 1 | | | | | | - | | |
| F. Known through h G. Known through o | obbies burch | ĒΙ | - 1 | | | | | | | - 1 | - 1 | |
| H. Known through s I. Known through c | ocial groups | 軽 | - 1 | | - [| - 1 | | - [| | - | - 1 | |
| Known through of J. Known from past | ommunity activities | 8 | - 1 | | - 1 | 1 | 1 | - 1 | - [| | - 1 | |
| K. Newly married per | ersons | Ĭ. | | | | | | | | | - [| - |
| L. New parents M. New homeowner | re | ₹ | | | | | | | 1 | | | - |
| N. New job or job lo | cation | 1 | | | | | | | 1 | 1 | 1 | 1 |
| O. People with who | | \perp | | <u> </u> | ļ <u>.</u> | | ļ | | | | | 1 |
| | Under \$25,000 | | | ļ | | <u> </u> | | | | ļ <u>.</u> | | |
| | \$25,001 - \$50,000 | | <u></u> | | ļ | | | | | ļ | | 4 |
| YEARLY INCOME | \$50,001 - \$85,000 | | | ļ | | <u> </u> | | _ | | | | 4 |
| | \$85,001 - \$120,000 | | | | <u> </u> | | | | | | | |
| | Over \$120,000 | | | | <u> </u> | ļ | ļ | <u> </u> | + | 1 | | 4 |
| | Under 25 | _ | _ | ļ | | <u> </u> | <u> </u> | | | ļ | | 4 |
| AGE | 25 – 34 years | | | <u> </u> | | | | | <u> </u> | | | 4 |
| | 35 – 44 years | | | <u> </u> | | | <u> </u> | | | | | _ |
| | Over 45 | | - | | | | <u> </u> | . | | ļ. <u>.</u> | <u> </u> | 4 |
| | Student | _ | _ | | | | | _ | | | | |
| | Homemaker | | | | | | ļ | | | | | 4 |
| | Professional, Technical | _ | | | | | | | | <u> </u> | | 4 |
| | Prop., Mgr., Executive | | | | | ļ | <u> </u> | | | <u>.</u> | _ | _ |
| OCCUPATION | Clerical, Kindred Workers | _ | | ļ <u> </u> | | | | | | | | _ |
| | Sales Workers | _ | | | | | | | | ļ | <u> </u> | |
| | Crafts, Operatives, Laborers | | | | | | | - | | 1 | 1 | 4 |
| | Military Service | | | ļ | | ļ <u></u> | ļ <u></u> - | | <u> </u> | | | 4 |
| | Services, Farmers | | | | _ | | | | | - | | 4 |
| | Retired | | | ┿ | | + | - | - | ļ | | | 4 |
| MARITAL | Single, Divorced, or Widowed | 1 | - | | <u> </u> | | | | | ļ <u>.</u> | | 4 |
| STATUS | Married | | | | | + | | + | | <u> </u> | | 4 |
| | Children More than 5 years | - | | ļ <u>.</u> | | 1 | | + | | <u> </u> | | - |
| LENGTH OF | 2 – 5 years | | | - | 1 | | | - | | | - | - |
| TIME KNOWN | Less than 2 years | | | | | + | + | - | | | | - |
| | Close friend | | | +- | | | i | + | - | <u> </u> | | |
| HOW WELL | Casual friend | | | - | | + | + | - | | | - | 4 |
| KNOWN | Speaking acquaintance | | _ | + | - | _ | | + | | 1 | | + |
| | More than 5 times | - | | - | + | | | | + | | | - |
| HOW OFTEN | 3 – 5 times | - | | - | + | - | + | | | ┼ | 1 | \dashv |
| SEEN IN LAST YEAR | 1 2 times | _ | | | | | 1 | | | 1- | | ┪ |
| LAGITUAN | Not at all | | | - | ╅ | | | | | | | 7 |
| | Easily | | | | | | | | | + | + | ┪ |
| COULD | Fairly easily | \dashv | | | | | | + | + | + | | \dashv |
| APPROACH ON BUSINESS | With difficulty | | | | | | | + | - | | - | 7 |
| DOOMEGO | Probably not | + | | <u> </u> | | | +- | | † | | | - |
| | Excellent | | | <u> </u> | | | 1 | 1 | 1 | | | \dashv |
| ABILITY TO | Good | | | | — | <u> </u> | 1 | - | | | 1 | |
| PROVIDE REFERRALS | Fair | | | | | | | | | | | \exists |
| ************************************** | Poor | - | | | | | | | 1 | | 1 | 7 |
| | | | | | | | 1 | | | ·· | | _ |

| SOURCES OF N | | nirce tter | $\overline{}$ | | | | | | | | | |
|--|--|--|--|--|--|--|--|--|--|--|---|----------|
| A. School friends B. Friends of family C. Neighbors D. Known through of E. Known through of G. Known through of H. Known through of I. Known through of J. Known from past | pouse hildren obbies hurch ocial groups ommunity activities | NAMES SUBMITTED | | | | | | | | | | |
| K. Newly married per L. New parents M. New homeowner N. New job or job to O. People with who | rs cation | NAME | | | | | | | | | | |
| | Under \$25,000 | | <u> </u> | 1 | † | - | | | f | | | ┥ |
| | \$25,001 - \$50,000 | | | | | 1 | | 1 | - | 1- | 1 | ┪ |
| YEARLY INCOME | \$50,001 - \$85,000 | | | | 1 | † | | | | | † | ~ |
| | \$85,001 - \$120,000 | | 1 | | + | | 1 | | | - | 1 | \dashv |
| | Over \$120,000 | | | - | <u> </u> | | | | | | | - |
| | Under 25 | | | | | | + | + | + | | +- | ┪ |
| 405 | 25 – 34 years | | | | | † | 1 | | | - - | + | ┨ |
| AGE | 35 44 years | | | | | | | - | | | | ┨ |
| | Over 45 | - - | | | | | - | ···· | + | + | + | \dashv |
| | Student | | | + | | | 1 | + | + | + | + | \dashv |
| | Homemaker | | - | | | | | | - | | + | ┨ |
| | Professional, Technical | | | +- | | + | | | + | - | - | ┥ |
| | Prop., Mgr., Executive | | | | <u> </u> | + | 1 | | · | + | + | - |
| OCCUPATION | Clerical, Kindred Workers | | | + | | 1 | + | | | - | | \dashv |
| | Sales Workers | - | | | - | | + | + | + | - | + | \dashv |
| | Crafts, Operatives, Laborers | | | | | | + | | | + | +- | \dashv |
| | Military Service | | <u> </u> | + | | | | - | | + | | - |
| | Services, Farmers | | | + | - | + | + | + | | + | +- | - |
| | Retired | - } | | + | | | | | | - | + | - |
| | Single, Divorced, or Widowe | ed | | - | - | + | +- | | · · · · · · · · · · · · · · · · · · · | + | + | \dashv |
| MARITAL | Married | - | | | | + | | | | | | \dashv |
| STATUS | Children | | | - | | + | | | - | + | | \dashv |
| | More than 5 years | | | - | - | | | + | + | | | \dashv |
| LENGTH OF | 2 – 5 years | | | | | | · · · · · · · · · | | + | + | + | \dashv |
| TIME KNOWN | Less than 2 years | | | | | + | | + | - | + | +- | \dashv |
| | Close friend | | - | | + | + | | + | + | + | | ┨ |
| HOW WELL | Casual friend | | - | - | + | | | + | +- | - | + | \dashv |
| KNOWN | Speaking acquaintance | | | | | + | | | + | + | ┪ | \dashv |
| | More than 5 times | | | +- | 1 | | | | - | | | ┪ |
| HOW OFTEN | 3 – 5 times | | | + | | | - | | <u>- </u> | + | | ┨ |
| SEEN IN Last year | 1 – 2 times | - | | - | | - | | | | | | ┥ |
| ENOT TENT | Not at all | | | | 1 | | - | | | | | ┪ |
| | Easily | | - | | | | | | <u> </u> | | | - |
| COULD | Fairly easily | | | | | | + | ┪ | ╅┈── | | | ┧ |
| APPROACH ON Business | With difficulty | | <u> </u> | + | | | - | | | | + | - |
| PAGNIEGG | Probably not | | | | - | - | | | | - | + | - |
| | Excellent | | | - | - | + | | | + | + | - | \dashv |
| ABILITY TO | Good | | - | | | 1 | - | | + | - | + | \dashv |
| PROVIDE Referrals | Fair | | | - | + | + | - | | | | | \dashv |
| HEI ERHALO | Poor | | + | | + | 1 | - | | | 1 | | - |
| | T 1-20i | | | J | | <u> </u> | 1 | | ! | | | ا |

| SOURCES OF N | JAMES Sou | | | | | | T | | | T | $\overline{}$ |
|---|------------------------------|-----------------|--|----------------|--|--|--|--|--|--|--|
| A. School friends B. Friends of family C. Neighbors D. Known through s E. Known through s F. Known through s | 220,000 | | | | | | | | | | |
| G. Known through of H. Known through of I. Known through of J. Known from past K. Newly married p. L. New parents M. New homeowne | 13 | NAMES SUBMITTED | | | | | | | | | |
| N. New job or job to O. People with who | m you do business | | | | | | | | | | 1 |
| | Under \$25,000 | | | | | +- | | - | | 1 | |
| | \$25,001 - \$50,000 | - | | | 1 | | | | † | - | |
| YEARLY INCOME | \$50,001 - \$85,000 | | | | | \top | | | | 1 | |
| | \$85,001 - \$120,000 | | | | | \top | <u> </u> | | | | |
| | Over \$120,000 | | | | | | 1 | <u> </u> | 1 | | 1 |
| | Under 25 | | | 1 | † | † " | | | 1 | 1 | |
| APE | 25 - 34 years | | | - | | <u> </u> | 1- | | | | |
| AGE | 35 - 44 years | | | | | + | <u> </u> | 1 | | - | |
| | Over 45 | | | | | - | | | 1 | | + |
| | Student | | | | | + - | | | 1 | | |
| | Homemaker | | | 1 | | | | 1 | | 1 | |
| | Professional, Technical | | | _ | | <u> </u> | | | | 1 | |
| | Prop., Mgr., Executive | | | + | | | | | + | - | |
| OCCUPATION | Clerical, Kindred Workers | | | | | | | | 1 | | |
| | Sales Workers | | | + | | +- | - | + | | + | |
| | Crafts, Operatives, Laborers | | | - | 1 | - | + | | | <u></u> | |
| | Military Service | - | | | | +- | + | | | | - |
| | Services, Farmers | | _ | + | | + | | | | | |
| | Retired | - | - | 1 | | +- | | 1 | | | + |
| | Single, Divorced, or Widowed | 1 | | + | | - | | | | | + |
| MARITAL | Married | 1 | _ | | - | | | | | | + |
| STATUS | Children | | | | | | | + | | +- | 1 |
| | More than 5 years | | | + | - | +- | | + | + | | |
| LENGTH OF TIME KNOWN | 2 – 5 years | | | | + | | | + | | - | |
| HAIE KAUSAN | Less than 2 years | | - | | <u> </u> | + | | - | | · | + |
| | Close friend | - | _ | | | - | | + | - | | |
| HOW WELL | Casual friend | | | + | ··· | - | | - | + | + | |
| KNOWN | Speaking acquaintance | | | | + | + | | | + | | + |
| | More than 5 times | - - | | + | | | | | | | + |
| HOW OFTEN | 3 – 5 times | | | 1. | | | - | - | | | |
| SEEN IN LAST YEAR | 1 – 2 times | _ | | 1 | | | | - | | | |
| EAGT TOO | Not at all | | | | - | | | | | - | + |
| ··· | Easily | | | 1 | | + | + | - | + | | |
| COULD | Fairly easily | | | + | - | - | | 1 | | | - |
| APPROACH ON BUSINESS | With difficulty | | | <u> </u> | - | | | | · | + | |
| POOMEOG | Probably not | | | 1 | +- | + | 1 | | + | | |
| · · · · · · · · · · · · · · · · · · · | Excellent | | | | - | | | | + | + | - |
| ABILITY TO | Good | 1 | - | 1 | | | | + | + | | 1 |
| PROVIDE Referrals | Fair | _ | | - | + | 1 | | | | 1 | |
| HEI EIHMED | Poor | | | <u> </u> | + | | + | | | | + |

| SOURCES OF N | | ource etter | | | | | | | | | |
|--|------------------------------|-----------------|--|--|--|--|--|--|--|--|--|
| B. Friends of family C. Neighbors D. Known through s | | NAMES SUBMITTED | | | | | | | | | |
| M. New homeowner N. New job or job to O. People with who | eation | × | | | | | | | | | |
| | Under \$25,000 | _ | { | | | | | <u> </u> | <u> </u> | | |
| | \$25,001 - \$50,000 | | | 1 | | | | | | | |
| YEARLY INCOME | \$50,001 \$85,000 | | | | | | | | | ┿ | |
| | \$85,001 - \$120,000 | | | | | ┼ | + | _ | _ | | |
| | Over \$120,000 | | | <u> </u> | +- | + | | | - | | <u> </u> |
| | Under 25 | | | | + | | <u> </u> | <u> </u> | <u> </u> | + | |
| AGE | 25 - 34 years | · | 1 | | + | 1 | | 1 | - | 1 | } |
| AUE | 35 – 44 years | | | · | | 1 | | | | · | <u> </u> |
| | Over 45 | | | | | | | <u> </u> | | † <i></i> | <u> </u> |
| | Student | | | | <u> </u> | " | | - | <u> </u> | | |
| | Homemaker | | | | +- | | | | | - | |
| | Professional, Technical | | | 1 | 1 | | | 1- | t^- | † | |
| | Prop., Mgr., Executive | | | | | ~- | | — … | · · · · · | | · · · · · · |
| OCCUPATION | Clerical, Kindred Workers | | | 1 | / | 1 | | - | | † | 1 |
| | Sales Workers | | | <u> </u> | +- | T | | 1 | - | + | - |
| | Crafts, Operatives, Laborers | S | | <u> </u> | | 1 | | | 1 | | |
| | Military Service | | | | | - | | | | 1 | <u> </u> |
| | Services, Farmers | | | \dagger | | | | | | + | |
| | Retired | | | | | | | 1 | - | | . |
| ******** | Single, Divorced, or Widow | ed | — | <u> </u> | | | | | - | † | · |
| MARITAL Status | Married | | 1 | 1 | - | ╅ | | - | | _ | _ |
| SINIUS | Children | | | | | - | | | | | <u> </u> |
| 1 FNOTH AF | More than 5 years | - | | | | "" | | | | † | <u> </u> |
| LENGTH OF TIME KNOWN | 2 – 5 years | | _ | | + | ┪┈┈ | | | - | | ├ - |
| THIL KINGTON | Less than 2 years | | | | | 1 | | | 1 | | <u></u> |
| | Close friend | | | | | | | | | † – | <u> </u> |
| KNOWN | Casual friend | | | | | | - | - | | \vdash | |
| ANDIE! | Speaking acquaintance | | - | † | - | | · | | | | - |
| | More than 5 times | | | | | | _ | | <u> </u> | | |
| HOW OFTEN SEEN IN | 3 – 5 times | | | | 1 | | | - | <u> </u> | | |
| LAST YEAR | 1 - 2 times | | | | | | | | | | - |
| | Not at all | | | | | | | | - | | |
| 20 | Easily | | Ţ | | | | | | | | |
| COULD Approach on | Fairly easily | | | | | | | | | | |
| BUSINESS | With difficulty | | | | | | | | | | |
| | Probably not | | | | | | | | | | |
| ADD ITS TO | Excellent | | | | | | | | | | |
| ABILITY TO Provide | Good | | | | | | | | | | |
| REFERRALS | Fair | | | | | | | | | | |
| | Poor | | | | Τ | | | | <u> </u> " | | |

NOTES

Summary by Source from Pages 2 - 11

| Source Le | etter Summary L | A | В | | | | | G | | | J | Κ | L | М | N | 0 | TOTAL |
|----------------------|------------------------------|--|----------------|----------|----------|-------|----------|------------------|---|-----------------|--|--------------|--|--|----------|---|---------------|
| Total names liste | d in each source | \Box | | \Box | | | <u> </u> | | | | | | | | | | 100 |
| | Under \$25,000 | \vdash | | - | | | | | | | | | | | | Н | <u> </u> |
| | \$25,001 - \$50,000 | | | \Box | | | | | | | | | | | | | <u>_</u> |
| YEARLY INCOME | \$50,001 - \$85,000 | 1 | \Box | | | | <u> </u> | | | | | | | | | | |
| | \$85,001 \$120,000 | _ | | - | \vdash | | _ | _ | _ | | | | - | | - | | |
| | Over \$120,000 | | | | \Box | | | | | | | | - | | | | |
| | Under 25 | | | | | | | | | | | | | | _ | | |
| | 25 – 34 years | + | | | | | | | | | | | | \vdash | - | - | |
| AGE | 35 – 44 years | \vdash | | | H | | | _ | | | <u> </u> | | | | | _ | <u> </u> |
| | Over 45 | | \vdash | ┟┯┤ | H | , | - | | | | | | ┞╴ |] | | | |
| | Student | + | | | | | | | | ┝╴ | | | - | | | | |
| | Homemaker | | | | | | - | - | - | | _ | | - | - | | _ | |
| ļ | Professional, Technical | | | | | | - | | - | - | | | | - | - | | |
| | Prop., Mgr., Executive | | - | H | - | | | | | | - | | - | - | | - | |
| OCCUPATION | Clerical, Kindred Workers | + | - | Н | | | | | - | | | <u> </u> | H | - | | | |
| OUCOI AITON | Sales Workers | + | _ | $ \neg $ | | | | - | | - - | | | | | | _ | |
| | Crafts, Operatives, Laborers | + | - | | | | - | | | <u> </u> | | \vdash | - | - | _ | | |
| | Military Service | \vdash | - | | H | | | | | | | - | ┝ | ┝- | - | | |
| ļ | Services, Farmers | \vdash | | - | | | <u> </u> | - | | - | | | - | | | | |
| <u></u> | Retired | \vdash | | | - | | - | - | | - | ╁╌ | | | - | | - | |
| | Single, Divorced, or Widowed | +- | | _ | | | | | | | - | | | | \vdash | | |
| MARITAL | Married | - | | | | _ | <u> </u> | | | | | | \vdash | - | | | |
| STATUS | Children | | | | | | - | | | _ | - | | - | | | | |
| | More than 5 years | | | | | | | - | | | | | _ | | - | | - |
| LENGTH OF | 2 – 5 years | +- | 一 | | | | | | | ļ <u>.</u> - | | - | | | | | - |
| TIME KNOWN | Less than 2 years | 1 | - | | | | | | | - | | | | - | | - | |
| | Close friend | † | | | \vdash | | - | - | | - | - | | | | _ | | |
| KNOWN HOW WELL | Casual friend | \vdash | | \vdash | | | | | | _ | - | | <u> </u> | | | | |
| KMOPFH | Speaking acquaintance | \top | | \vdash | | _ | - | - - | | - | \vdash | | - | | | | |
| | More than 5 times | 1 | | | | | _ | | | | | - | | | _ | | |
| HOW OFTEN | 3 – 5 times | \vdash | | _ | | | _ | | | | | | | | | - | |
| SEEN IN LAST YEAR | 1 – 2 times | \top | | | | | | - | | | | ļ | _ | T | | | _ |
| | Not at all | | | | | | <u> </u> | | | | | | | | <u> </u> | | |
| | Easily | | | | | | _ | | | | | | | | | | |
| COULD | Fairly easily | | | | | | | | | | | | | | | | |
| APPROACH ON BUSINESS | With difficulty | | | | | | _ | | | | | | ļ <u>-</u> | | T- | | |
| | Probably not | | | | | | | | | | | | _ | | Ī | | |
| | Excellent | | | | | | | | | , | | | | | | | |
| ABILITY TO | Good | | \Box | | | _ | | | | | | | | | | | |
| PROVIDE | Fair | 1 | | | П | | \vdash | T | | \vdash | T | - | \vdash | ! | _ | | |
| REFERRALS | | | 1 1 | ۱ ۱ | | | ŀ | | | ļ | | | | | | | |

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