



REDI-CONSUMER CONSUMER LISTS

REACH OVER 215 MILLION CONSUMERS AND OVER 129 MILLION HOUSEHOLDS WITH OVER 150 MILLION PHONE RECORDS

Redi-Consumer features hundreds of demographic variables such as real property information (mortgage, lender, home value, etc.), buying habits, donor habits, individual lifestyle interests, magazine subscriptions, and more – to pinpoint the best prospects for your product or service. Our hands-on data experts will help you create your targeted list from millions of consumers. Monthly refreshes ensure our database is one of the most current available.

Redi-Consumer lists compile a broad array of trusted sources including, but not limited to: Courthouse Records, New Phone Listings, Surveys, Self-Reported Data, Credit Inquiry Reports, and Propensity Modeling. What's more, we ensure a high level of accuracy with DPV, Data Cleansing, Data Processing Services, Deceased File Processing, Area Code Correction, ZIP Code Correction and much more. All phone numbers are flagged against the National Do Not Call list.

FEATURES:

- Over 350 Selects Available
- Address Standardized and Data Hygiene Processed
- Ongoing Phone Verification and Monthly NCOA
- CASS Certified and ZIP+4 Append
- Deceased Suppression Processed
- Area Code Splits/Changes Processed
- Modeled scores that customers can use to target by likelihood to respond, wealth and income, credit risk, economic conditions, loyalty and attrition

SELECTS INCLUDE:

- Credit Scores
- Mortgage/Home Purchase
- Estimated Household Income
- Presence/Number of Children
- Wealth Rating
- Investments
- Property Selects (Home Heat, Air Conditioning, Swimming Pool, etc.)
- Age
- Gender
- Over 150 Ethnicities
- Over 75 Languages
- Over a Dozen Religions
- Lifestyle, Contributor and Purchasing Habits Selectors
- Radius by Rooftop or ZIP Code

SOURCES INCLUDE:

- Phone Records
- New Phone Listings
- USPS updates
- Courthouse Records
- Credit Inquiry Reports
- Propensity Modeling

BASE PRICING

\$30/M one time use
 \$50/M two time use
 \$60/M unlimited use
 Minimum \$100

DELIVERY PRICING

Barcode	Inquire
CD/DVD	\$50
E-mail/FTP	\$25
Galley	\$15/M
P/S Labels	\$15/M
Presort	Inquire

SELECTS PRICING

Phone Number	\$5/M
Date of Birth	\$10/M
Ethnicity/Religion	\$10/M
Language	\$10/M
Children Age/Gender	\$5/M
Home/Property	\$10/M
Interests/Hobbies	\$5/M
Donors/Contributors	\$5/M
Additional Selects	Inquire

CANCELLATION

Before mail date:
 \$50 + \$10/M + shipping.
 On or after mail date:
 Full charge.

Brokers, resellers, file licensees, lettershops, and data professionals, please call for additional information and rates.

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INDIVIDUAL SELECTS

AGE RANGE:

18-24	9,090,382
25-29	9,782,323
30-34	16,777,952
35-39	22,903,473
40-44	29,049,770
45-49	25,046,047
50-54	19,086,489
55-59	13,993,162
60-64	10,758,756
65-69	7,905,435
70-74	5,884,399
75-79	4,501,090
80-89	5,376,613

EDUCATION:

Less than High School	30,847,070
High School	58,525,828
Some College	49,036,500
Bachelor's Degree	27,066,464
Graduate Degree	14,649,949

ETHNICITY (GENERAL):

Southeast Asian	1,305,744
Central & Southwest Asian	260,021
Eastern European	5,786,816
All African American Groups	10,027,134
Middle Eastern	1,418,043
Jewish	4,895,501
Mediterranean	8,017,918
Native American	255,732
Far Eastern	4,764,897
Polynesian	592,353
Scandinavian	4,116,929
Western European	116,226,241
Hispanic	19,771,330

SPECIFIC ETHNICITY/LANGUAGE/RELIGION:

Over 150 specific nationalities, 75 languages spoken and a dozen religions.

MARITAL STATUS:

Single	22,530,589
Married	91,638,768

PROPERTY SELECTS

HOME PURCHASE/MORTGAGE/REFINANCE:

Home Purchase Price Code	171,410,386
Est Current Home Value	186,811,823
Mortgage Amnt in 1,000s	171,595,910
Mortgage Lender Name Avail	25,332,934
Mortgage Loan Type	30,607,886
New Home vs. Resale	24,619,594
Refi Amnt in 1,000s	171,354,998
Refi Lender Name Avail	23,878,396
Refi Rate Type	23,849,309
Refi Term in Months	19,393,011
Refi Loan Type	46,818,895
Deed Refi Year/Month/Day	23,883,463

HOME PURCHASE/YEAR BUILT:

Home Purchase Year/Month/Day	74,269,102
Home Year Built	88,470,309

HOMEOWNER PROBABILITY MODEL:

Homeowners	102,898,274
Renters	11,551,624
Probable Renters	21,152,991

DWELLING TYPE:

Single Family	146,502,000
Multi Family	36,019,287

LENGTH OF RESIDENCE:

1 Year	21,674,705
2 Years	14,971,673
3 Years	12,817,409
4 Years	37,383,767
8-12 Years	26,945,077
13-20 Years	29,649,159
21-30 Years	11,909,293
31-40 Years	4,929,967
41-50 Years	1,660,809
51-99 Years	186,730

ADDITIONAL PROPERTY SELECTS:

Swimming Pool	6,514,078
Number of Fireplaces	27,880,735
Air Conditioning	20,654,694
Type of Home Heat (Excl. Fireplace)	55,396,654

LIFESTYLE SELECTS

INTERESTS:

Automotive Buff
Book Reader
Cat Lover
Computer Owner
Cooking Enthusiast
Creative Types
Do It Yourselfers
Dog Lovers
Exercise Enthusiast
Gardener
Golf Enthusiasts
Government Worker in HH
Heavy Business Travelers
Home Decorating Enthusiast
Investment
News and Financial
Opportunity Seekers
Outdoor Enthusiast
Outdoor Sports Lover
Pet Lovers
Photography
Traveler
Union Member in Household
Veteran in Household

DONORS/CONTRIBUTORS:

Charitable
Donors By Number of Gifts
Environmental Causes
General Contributor
Health Institution Contributor
Political Contributor
Religious Contributor

MAGAZINES:

Culinary Interests Magazine
Family General Magazine
Female Oriented Magazine
Gardening/Farming Magazine
Health and Fitness Magazine
Male Sports Magazine
Religious Magazine

PURCHASING HABITS:

Book Buyer
Collect Special Foods Buyer
Crafts/Hobby Merchandise Buyer
Female Merchandise Buyer
Gardening/Farming Buyer
General Merchandise Buyer
Gifts and Gadgets Buyer
High Tech Leader
Mail Responder
Male Merchandise Buyer
Mail Order Buyers
Responded to Catalog
Responded to Space Ad
Sweepstakes
Upscale Merchandise Buyer
Value Hunter

HOUSEHOLD SELECTS

EST. HOUSEHOLD INCOME:

Less than \$35,000	56,969,027
\$35,000-\$49,999	28,656,054
\$50,000-\$74,999	38,939,749
\$75,000-\$99,999	26,169,949
\$100,000-\$249,999	32,191,301
\$250,000+	4,454,865

NO. OF INDIVIDUALS IN HOUSEHOLD:

1	112,942,198
2	53,270,898
3	21,106,111
4	8,890,879
5	3,464,709
6	1,178,591
7	2,006

CREDIT CARDS/FINANCE LOANS:

Households w/One Credit Card	33,821,125
Households w/Premium Bank Cards	1,223,551
Households w/Bank Cards	18,635,499
Households w/Dept Store Cards	17,729,643
Cumm Credit Card Transactions	20,483,773
Households w/Finance Loans	3,629,801

PRESENCE OF CHILDREN:

Children Present	77,301,206
Ages 0-3	18,518,918
Ages 4-6	16,912,259
Ages 7-9	16,347,564
Ages 10-12	16,248,169
Ages 13-18	24,433,238

ADDITIONAL HOUSEHOLD SELECTS:

No. Mail Order Transactions	9,879,165
Union Member in Household	632,177
Veteran in Household	2,583,870
Home Business	6,892,042

CONSUMERS BY STATE

AK Alaska	525,782	MT Montana	673,991
AL Alabama	3,472,129	NC North Carolina	6,369,749
AR Arkansas	2,034,143	ND North Dakota	477,513
AZ Arizona	3,994,713	NE Nebraska	1,174,828
CA California	20,999,872	NH New Hampshire	1,012,843
CO Colorado	3,426,581	NJ New Jersey	5,792,598
CT Connecticut	2,485,230	NM New Mexico	1,174,312
DC Washington, DC	398,227	NV Nevada	1,699,873
DE Delaware	620,169	NY New York	11,830,286
FL Florida	14,112,877	OH Ohio	8,270,437
GA Georgia	5,951,541	OK Oklahoma	2,556,810
HI Hawaii	735,743	OR Oregon	2,685,712
IA Iowa	2,259,271	PA Pennsylvania	8,590,097
ID Idaho	1,026,049	RI Rhode Island	749,338
IL Illinois	8,399,308	SC South Carolina	3,176,109
IN Indiana	4,039,664	SD South Dakota	541,955
KS Kansas	1,792,752	TN Tennessee	4,492,570
KY Kentucky	2,861,749	TX Texas	15,954,926
LA Louisiana	3,180,899	UT Utah	1,620,880
MA Massachusetts	4,934,478	VA Virginia	5,170,764
MD Maryland	3,808,075	VT Vermont	496,031
ME Maine	1,089,986	WA Washington	4,580,237
MI Michigan	7,139,545	WI Wisconsin	4,360,386
MN Minnesota	3,743,754	WV West Virginia	1,269,081
MO Missouri	4,344,924	WY Wyoming	371,672
MS Mississippi	2,013,277		