



REDI-CONSUMERSM CONSUMER LISTS

REACH OVER 173 MILLION CONSUMERS AND OVER 99 MILLION HOUSEHOLDS WITH OVER 168 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 400 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
- Demographic Cluster Indicators Available
- 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 Indicator
- Wealth Indicator
- Discretionary Spending Indicator
- Mortgage/Home Purchase
- Estimated Household Income
- Presence/Number of Children
- Investments
- Property Selects (Home Heat, Air Conditioning, Swimming Pool, etc.)
- Age and 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

\$35/M one time use
 \$50/M two time use
 \$60/M unlimited use
 Minimum \$150

DELIVERY PRICING

CD/DVD \$50
 E-mail/FTP No Charge

SELECTS PRICING

Children Age/Gender \$5/M
 Interests/Hobbies \$5/M
 Donors/Contributors \$5/M
 Phone Number \$10/M
 Date of Birth \$10/M
 Ethnicity/Religion \$10/M
 Language \$10/M
 Home/Property \$10/M
 Econometrics \$20/M
 Demographic \$30/M
 Cluster Indicators \$30/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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SELECTED INDIVIDUAL ELEMENTS

AGE RANGE:

18-24	4,967,264
25-29	10,054,171
30-34	12,108,531
35-39	14,189,927
40-44	16,419,919
45-49	18,418,236
50-54	18,313,540
55-59	16,341,812
60-64	14,064,033
65-69	10,475,316
70-74	7,782,639
75-79	6,172,397
80-89	7,922,880
90+	1,600,470

EDUCATION:

Completed High School	51,885,672
Completed College	38,221,896
Completed Graduate Degree	13,893,667
Attended Vocational/Technical	654,886

SPECIFIC ETHNICITY/LANGUAGE/RELIGION:

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

ETHNICITY (GENERAL):

Southeast Asian	1,112,391
Central & Southwest Asian	239,535
Eastern European	5,508,186
All African American Groups	8,778,944
Middle Eastern	1,161,959
Jewish	4,632,330
Mediterranean	7,573,929
Native American	194,889
Far Eastern	3,917,945
Polynesian	523,358
Scandinavian	3,861,275
Hispanic	15,871,251

MARITAL STATUS:

Single	41,292,061
Married	98,337,021

SELECTED PROPERTY ELEMENTS

HOME PURCHASE/MORTGAGE/REFINANCE:*

Est Current Home Value	152,273,844
Home Purchase Price Code	54,442,536
Mortgage Amnt in 1,000s	37,674,963
Mortgage Lender Name Avail	37,522,980
Mortgage Loan Type	37,312,120
Refi Lender Name Avail	54,369,444
Refi Loan Type	53,936,689
Refi Rate Type	24,968,305
Deed Refi Year/Month/Day	54,410,670

* Updated quarterly; time series data available

HOME PURCHASE/YEAR BUILT:

Home Purchase Year/Month/Day	63,230,676
Home Year Built	72,400,966

HOMEOWNERS/RENTERS:

Homeowners	137,263,641
Renters	7,401,577

DWELLING TYPE:

Single Family	149,279,920
Multi Family	18,377,840

LENGTH OF RESIDENCE:

Less than 1 Year	8,655,258
1-5 Years	53,786,785
6-10 Years	32,949,629
11-14 Years	20,884,723
More than 15 Years	45,318,200

ADDITIONAL PROPERTY SELECTS:

Swimming Pool	5,991,303
Air Conditioning	33,610,664
Type of Home Heat	19,840,239
Many More Available	Inquire

SELECTED LIFESTYLE ELEMENTS

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
 Veteran in Household

DONORS/CONTRIBUTORS:

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

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

SELECTED HOUSEHOLD ELEMENTS*

EST. HOUSEHOLD INCOME:

Less than \$35,000	35,796,363
\$35,000-\$49,999	22,951,134
\$50,000-\$74,999	38,725,655
\$75,000-\$99,999	26,250,066
\$100,000-\$249,999	27,131,560
\$250,000+	5,198,088

NUMBER OF PERSONS IN HOUSEHOLD:

1	27,546,579
2	43,436,957
3	39,372,545
4	28,149,956
5	16,263,219
6 or More	13,568,932

CREDIT CARDS/FINANCE LOANS:

Presence of Bank Card	135,147,937
Presence of Credit Card	145,303,900
Presence of Upscale Retail Card	66,106,881
Presence of Gold or Platinum Credit Card	31,140,215
Credit Card New Issue	23,005,914

PRESENCE OF CHILDREN:

Children Present	65,264,704
Ages 0-2	9,353,379
Ages 3-5	8,913,687
Ages 6-10	16,255,005
Ages 11-15	15,313,575
Ages 16-17	14,937,785

ADDITIONAL HOUSEHOLD SELECTS:

Pre-Mover Households	Wealth Indicators
Green Households	Discretionary Spending
Republican Affiliated Households	
Democratic Affiliated Households	

CONSUMERS BY STATE

AK Alaska	349,855	MT Montana	551,832
AL Alabama	2,738,338	NC North Carolina	5,964,156
AR Arkansas	1,738,725	ND North Dakota	379,452
AZ Arizona	3,000,172	NE Nebraska	1,008,496
CA California	17,741,539	NH New Hampshire	799,245
CO Colorado	2,827,948	NJ New Jersey	4,969,781
CT Connecticut	2,359,485	NM New Mexico	934,046
DC Washington, DC	294,857	NV Nevada	1,460,556
DE Delaware	598,053	NY New York	11,368,369
FL Florida	10,592,364	OH Ohio	7,906,122
GA Georgia	5,044,640	OK Oklahoma	2,172,608
HI Hawaii	560,195	OR Oregon	2,166,512
IA Iowa	1,851,322	PA Pennsylvania	7,610,511
ID Idaho	786,862	RI Rhode Island	618,188
IL Illinois	7,018,238	SC South Carolina	2,598,931
IN Indiana	3,670,857	SD South Dakota	456,324
KS Kansas	1,560,585	TN Tennessee	3,763,611
KY Kentucky	2,413,181	TX Texas	12,467,378
LA Louisiana	2,475,807	UT Utah	1,487,402
MA Massachusetts	3,906,186	VA Virginia	4,571,682
MD Maryland	3,358,757	VT Vermont	371,755
ME Maine	803,665	WA Washington	3,628,314
MI Michigan	6,880,132	WI Wisconsin	3,549,254
MN Minnesota	3,172,604	WV West Virginia	1,045,299
MO Missouri	3,552,089	WY Wyoming	297,999
MS Mississippi	1,541,587		

* Many more selects available. Please call a data professional at 973.227.4380 for details.