



**REACH OVER 200 MILLION CONSUMERS
AND OVER 110 MILLION HOUSEHOLDS
WITH OVER 110 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

E-mail/FTP \$50

Additional list services/output charges may apply depending on order. Please inquire for a price quote.

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
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.

SELECTED HOUSEHOLD ELEMENTS*

EST. HOUSEHOLD INCOME:

Less than \$35,000	43,483,198
\$35,000-\$49,999	27,655,597
\$50,000-\$74,999	43,427,404
\$75,000-\$99,999	40,477,424
\$100,000-\$249,999	27,455,545
\$250,000+	4,023,586

NUMBER OF ADULTS IN HOUSEHOLD:

1	35,909,913
2	59,605,659
3	32,079,873
4	20,515,701
5	10,116,824
6 or More	7,177,306

CREDIT CARDS/FINANCE LOANS:

Presence of Bank Card	131,613,071
Presence of Credit Card	143,662,512
Presence of Upscale Retail Card	64,777,005
Presence of Gold or Platinum Credit Card	30,053,655

PRESENCE OF CHILDREN:

Children Present	75,210,728
Ages 0-2	7,404,125
Ages 3-5	23,156,681
Ages 6-10	25,305,921
Ages 11-15	26,121,712
Ages 16-17	16,241,053

ADDITIONAL HOUSEHOLD SELECTS:

Pre-Mover Households
 Green Households
 Politically Conservative Households
 Politically Liberal Households

Wealth Indicators
 Discretionary Spending

CONSUMERS BY STATE

AK Alaska	404,349	MT Montana	638,216
AL Alabama	3,382,503	NC North Carolina	6,886,537
AR Arkansas	1,956,116	ND North Dakota	431,391
AZ Arizona	3,870,995	NE Nebraska	1,174,149
CA California	21,864,054	NH New Hampshire	900,620
CO Colorado	3,370,551	NJ New Jersey	5,851,374
CT Connecticut	2,614,524	NM New Mexico	1,115,638
DC Washington, DC	378,875	NV Nevada	1,744,239
DE Delaware	699,611	NY New York	12,548,991
FL Florida	13,305,260	OH Ohio	8,802,296
GA Georgia	6,245,841	OK Oklahoma	2,469,517
HI Hawaii	469,831	OR Oregon	2,544,124
IA Iowa	2,130,906	PA Pennsylvania	8,639,416
ID Idaho	970,042	RI Rhode Island	762,166
IL Illinois	8,122,412	SC South Carolina	3,141,026
IN Indiana	4,272,180	SD South Dakota	513,895
KS Kansas	1,819,753	TN Tennessee	4,404,024
KY Kentucky	2,800,589	TX Texas	15,366,757
LA Louisiana	3,136,959	UT Utah	1,710,599
MA Massachusetts	4,474,040	VA Virginia	5,277,055
MD Maryland	3,944,273	VT Vermont	430,035
ME Maine	890,771	WA Washington	4,404,914
MI Michigan	7,479,840	WI Wisconsin	3,856,190
MN Minnesota	3,614,484	WV West Virginia	1,112,439
MO Missouri	4,053,880	WY Wyoming	336,253
MS Mississippi	1,762,459		

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

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