

# SHOW ME Your ... Demographics!

Whether you're casting a wide or narrow net, third-party data can be daunting when you realize there are more than 1500 "selects" of demographic, lifestyle and purchase behavior data to choose from when assembling a third-party data list.

**Here are just a few ...**

Compliments of:



# Basic Demographic Selections

At the very basic level, data can be assembled using general demographic data typically available from public sources.

**Adult Age**

**Date of Birth**

**Children's Age(s)**

**Dwelling Type**

**Email Address**

**Education**

**Estimated Income**

**Household Income**

**Homeowner/Renter**

**Length of Residence**

**Marital Status**

**Occupation**

**Senior Adult**

**Vehicle Make/Model**



# Geographic Selections

# Zip Code Counties

## States

## Carrier Routes

## Radius from location

## Congressional District

## Census Block or Tract

## MSA/DMA Codes

## Area Codes



# "Life Stages" Data

Changes within the last 12 months that changed a person's requirements and purchasing habits can include:

**Newlywed**  
**Expectant Parent**  
**New Parent**  
**New Grandparent**  
**Recent Divorce**  
**Empty Nester**

**Retired**  
**Child Nearing HS Graduation**  
**New Home Buyer**  
**Recent Mortgage**  
**Intent to Purchase a Vehicle**



# Special Interests And Lifestyle Data

Selections from this category  
can include:

**Active Investments**

**Outdoor Activities**

**Collecting**

**Hobbies**

**Pet Owner**

**Boat Owner**

**Diet and Wellness**

**Veteran**

**Cooking**

**Gaming**

**Spectator Sports**

**Entertainment  
Preferences**

**Senior Needs**

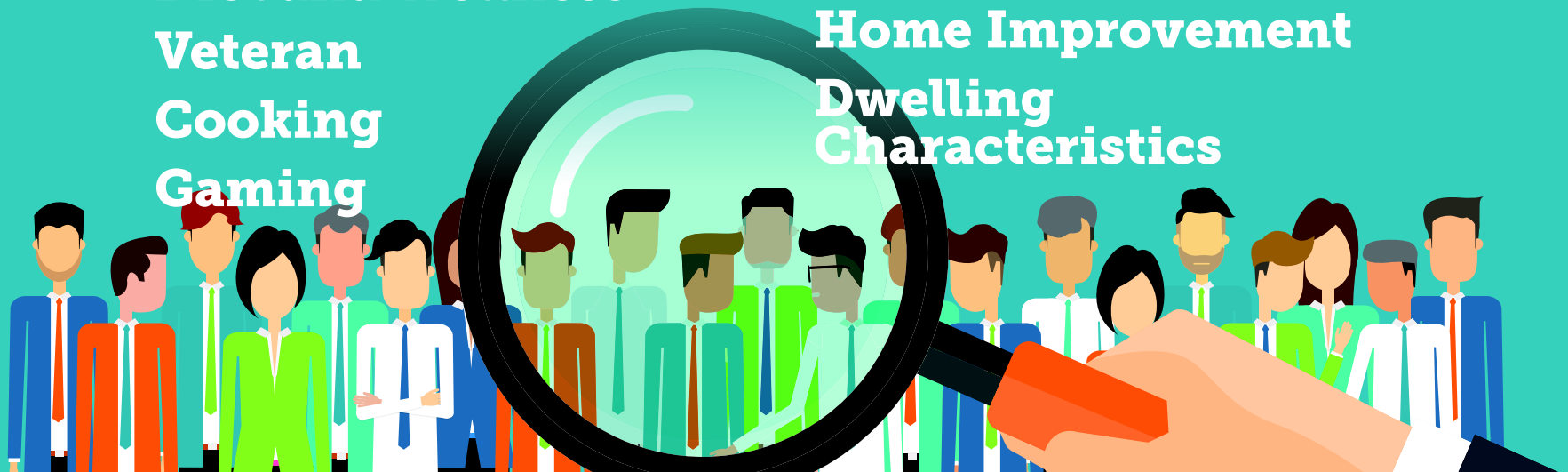
**Travel**

**Grandchildren**

**Green Living**

**Home Improvement**

**Dwelling  
Characteristics**



# Automobiles

Households can be selected by the cars they drive – make, model and year. These should be based on actual data and not predictors that tend to be less accurate. And don't forget households with a probable teen driver!



# Homeowner Details

A vast amount of data is available and compiled from public sources:

**Purchase Date**  
**Purchase Amount**  
**Mortgage Date and Amount**  
**Length of Residence**  
**Market Value**  
**Age of Home (Year Built)**

**Amenities (Swimming Pool, Tennis Court, Lakefront, Golf Course)**  
**Dwelling Type and Characteristics**  
**Property Description**



# Firmagraphics

**Credit Rating**

**Employee Size**

**Fortune Ranking**

**Import/Export**

**Job Title/Function**

**C-Suite**

**NAICS Code**

**Nonprofit Indicator**

**Public/Private**

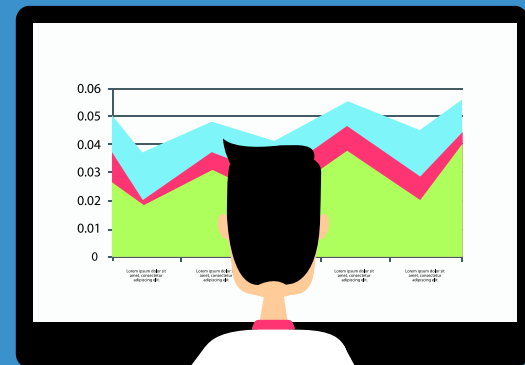
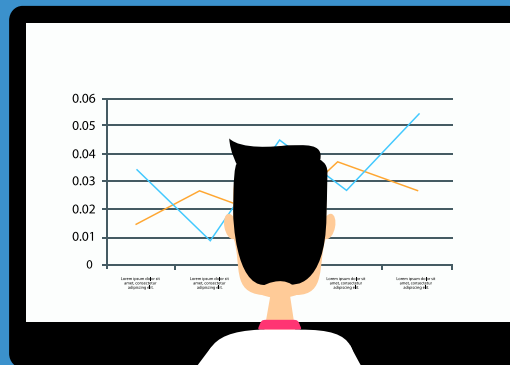
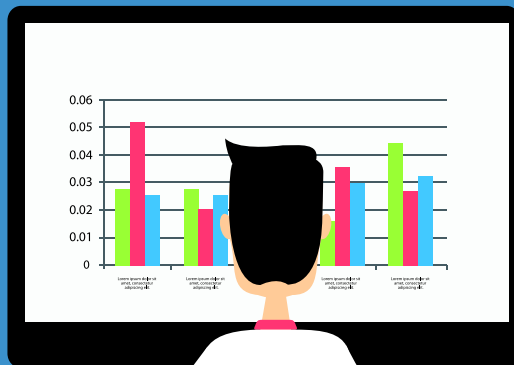
**Sales Volume**

**SIC Code**

**Square Footage**

**Years in Business**

**Woman or Minority  
Owned**





# Affluence Indicators

Interested in compiling a list using multiple indicators? Examples could include:

**Regional Cost of Living**  
**Household Composition**  
**Life Stages**  
**Discretionary Income Index**

**Life Insurance Targeting**  
**Vacation Property Ownership**  
**Higher Levels of Income Selections**



# Purchasing Habits/ Transactional

Gathered from participating merchants, these can include:

**Online/Offline Purchases**

**Recent Purchase**

**\$ Quantities**

**Number of Purchases**

**Buying Channel Preference**

**Mail Order Buyer**

**Mail Order Donor**

**Offline Donor, Orders, Dollars**

**Payment Type**

**Purchase Categories**

**Purchases by Month**

**Total Dollars Spent**

**Total Dollars Placed**

**Order Frequency**



# Donations and Charitable Contributions

**Political  
Children  
Animal  
Health  
Environmental  
Religious  
Veterans  
General Donations**

Want to learn more about data  
and direct mail? Contact us at:

**800.651.5050**

**[corporatecommunicationsgroup.com](http://corporatecommunicationsgroup.com)**

