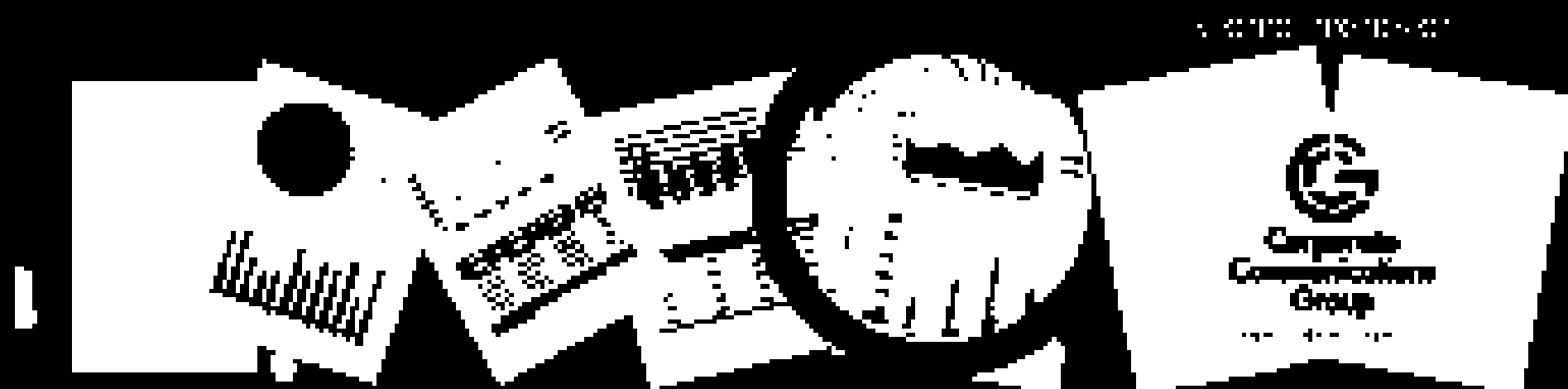


SHOW ME Your ... Demographics!

Selected major business associations nationwide now share purchase data with us, enabling us to analyze their purchases of more than 15,000 different products. In so doing, we can provide you with a demographic profile of your target market, based on their purchasing behavior, such as choices from when assembling a direct purchase list.

Here are just a few ...



Basic Demographic Selections

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



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 change with a person's circumstances and purchasing habits can include:

• Moving to a new home

• Changing jobs

• Changing marital status

• Changing the number of children

• Changing the number of vehicles

• Changing the number of pets

• Changing the number of vehicles

• Changing the number of vehicles

• Changing the number of vehicles

• Changing the number of vehicles



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 three ways — random, model and even. 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!

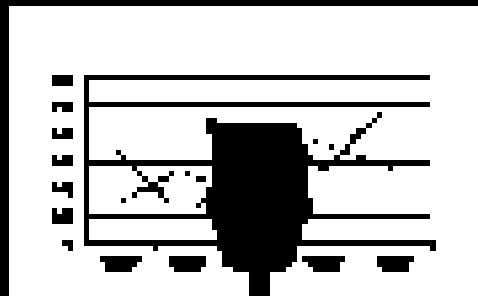
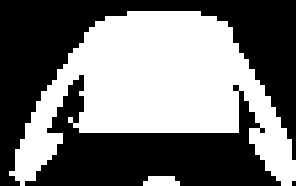
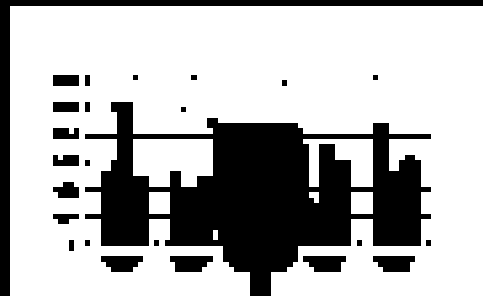


Purchase Date
Purchase Amount
Mortgage Date and
Amount
Length of Residence
Market Value
Age of Home
(Year Built)

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

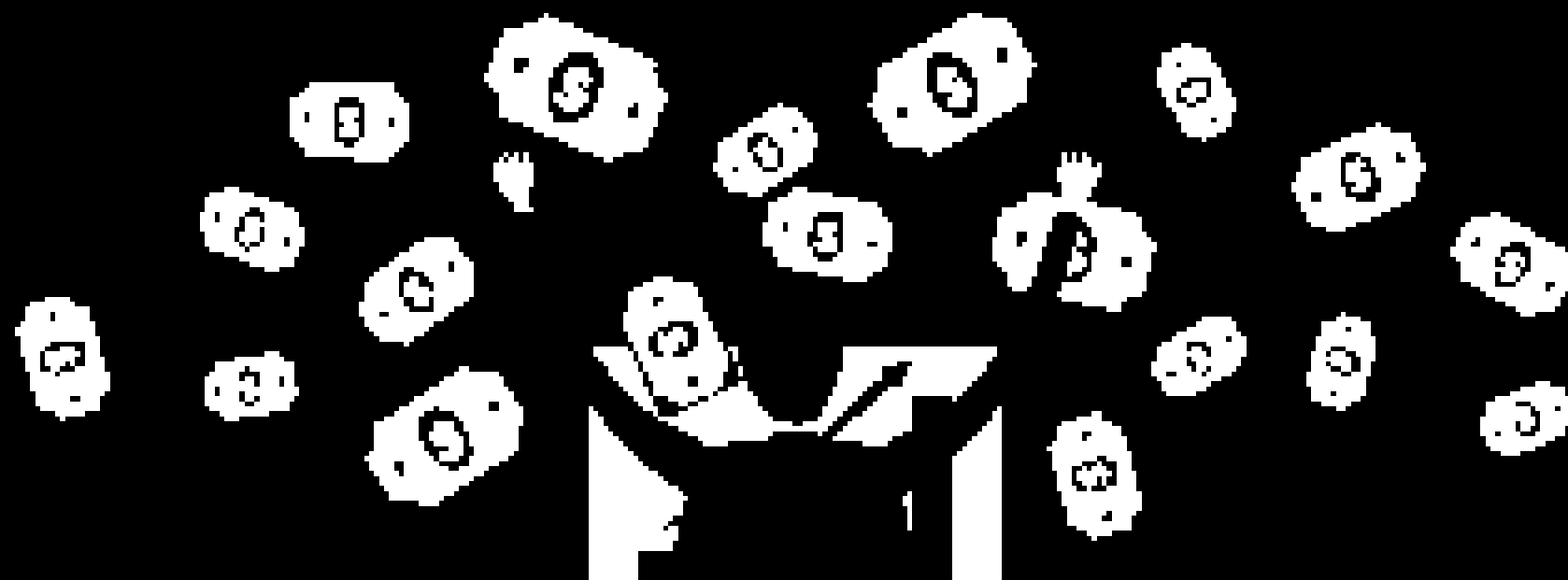


Firmagraphics



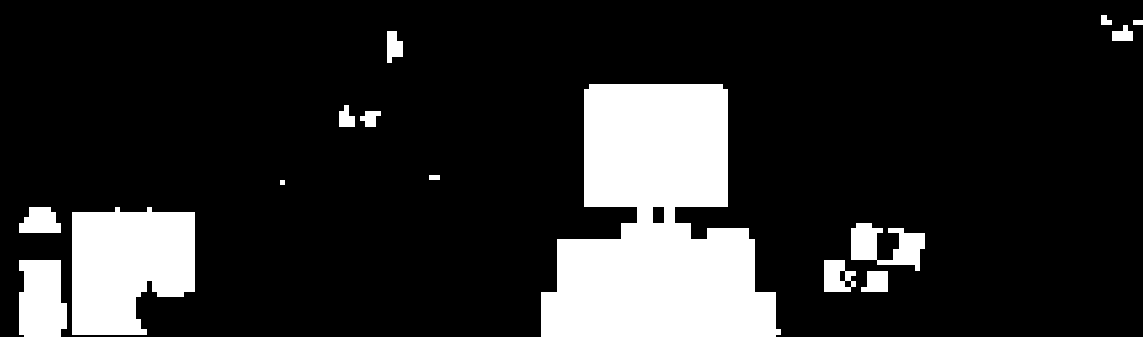
Regional Cost of Living
Household Composition
Life Stages
Discretionary Income
Index

Life Insurance
Targeting
Vacation Property
Ownership
Higher Levels of Income
Selections



Purchasing Habits/ Transactional

Individuals may purchase
merchandise directly or indirectly



Political
Children
Animal
Health
Environmental
Religious
Veterans
General Donations



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

