



ConsumerVision

National Consumer Database

110 Million Households—220 Million Individuals
Base Price \$35.00 Per Thousand

Includes Name, Address, City, State, Zip

Phones: \$20.00/M

Minimum Order: \$200.00

Sources: CAS has developed a multi-sourced and data-enriched consumer information product of transaction and response-driven elements that are demographically selectable for any marketing communication program from list generation to customer database enhancement. It contains actionable information on nearly 110 million households and 220 million individuals brought together "relationally" from pivotal file sources used for demographically selectable items at the individual, household and area level. It can also be selected by marketing segments like: Affluent Households, Computer Owners, Upscale Seniors and Grandparents, Hispanic Households, people interested in Investment and Finance; Mortgage-holders, and many more unique segments. **ConsumerVision** can also be used to identify Foreclosure, Liens, Refinance, Construction Loans, Adjustable Interest Rate, Mortgage Term, Second Mortgage, Loan Type, Loan Date, New Homeowner Hotlines, just to name a few.

Facts: **ConsumerVision** takes advantage of being processed against CAS' in-house Change of Address and Postal Optimization products, which are run by its own proprietary CASS Certified Software. This database is updated monthly with ever growing demographic, household and individual counts. In addition to standard selections covering Exact Age, Household Income and presence of Children, CAS is proud to present a complementary behavioral information component that is a 60 million household subset compiled from response surveys and interactive sources. This segment will serve to complement our data enhancement and list rental services by introducing psychographic data that defines the lifestyle characteristics, behavior and product interests of individuals whose social roles, activities, hobbies and habits can be matched to a specific offer and provide insight into their purchasing likelihood. **Consumer Vision** is a comprehensive and robust data solution for target marketing services.

Selection Level 1:
\$5.00/M

Address Type
 Dwelling Type
 Estimated Age
 Estimated Income
 Estimated Wealth
 Ethnic Code
 Gender
 Homeowner Type
 Household Composition
 Latitude
 Length of Residence
 Longitude
 Marital Status
 Median Home Value
 Median Income
 Median Years in School
 Oldest Age at Address
 Percent Black
 Percent Hispanic
 Property Type
 Title

Selection Level 2:
\$10.00/M

Child Female 0-2
 Child Female 3-5
 Child Female 6-10
 Child Female 11-15
 Child Female 16-17

Selection Level 2:
\$10.00/M

Child Male 0-2
 Child Male 3-5
 Child Male 6-10
 Child Male 11-15
 Child Male 16-17
 Child 0 - 2 *
 Child 3 - 5 *
 Child 6 - 10 *
 Child 11 - 15 *
 Child 16 - 17 *
 *Unknown Gender
 Exact Age
 Nielsen County Code
 Number of Children
 Presence of Children

Selection Level 3:
\$15.00/M

Adult Dating Services
 Apparel Interest
 Athletic Lifestyle
 Auto Interest
 Blue Chip Lifestyle
 Cable Internet Services
 College & Higher Education
 Combined Vehicle Market Value
 Computer Products
 Country of Origin
 Cultural Lifestyle

Selection Level 3:
\$15.00/M

Date of Birth
 Debt Consolidation
 Do-It-Yourself Lifestyle
 Domestic Lifestyle
 Estimated Home Value
 Fitness Lifestyle
 Good Life Lifestyle
 Health & Fitness
 Home Improvement
 Insurance
 Internet User
 Investor
 Language Preference
 Membership Clubs
 Military
 Month of Birth
 Motorcycle Owner
 New Vehicle Purchaser
 Number of Cars Registered
 Online Auction
 Opportunity Seeker
 Outdoors Lifestyle
 Premium Ethnic Code
 Recreational Vehicle Owner
 Religion Code
 Surveys & Sweepstakes
 Technology Lifestyle
 Telecommunications
 Travel
 Truck Owner
 Weight Loss
 Occupation
 Occupation Type

Selection Level 4:
\$20.00/M

Bank Credit Card
 Finance Company Credit Card
 Gas Credit Card
 Mail Donor
 Mail Order Buyer
 Mail Order Responder
 Miscellaneous Credit Card
 Retail Credit Card
 Standard Specialty Credit Card
 Super Niches
 Travel Credit Card
 Upscale Retail Credit Card
 Upscale Specialty Credit Card

Selection Level 5:
\$40.00/M

Revolving Debt
 Summarized Credit Score
 Value Score

Output Media:

Email	\$25.00
FTP	\$25.00
Cartridge	\$25.00
CD-ROM	\$40.00
Diskette	\$25.00

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CATEGORY FIVE/PRICE LEVEL FIVE (5)

Selection Level 5:

\$40.00/M

Revolving Debt
Summarized Credit Scores
Value Score
IPA (Income Producing Asset)
Collectability Score

Responder Interest for:

Books/Magazines
Cats
Contributors
Collectibles
Computers
Cooking
Crafts
Credit Cards
Decorating
Dogs
Do-It-Yourself
Finance
Gardening
Golf
Health & Fitness
Holiday
Home Electronics

Mail Order Buyers
Mail Order Fashion
Music Videos
Needlework
Outdoors
Quilting
Reading Books
Sewing
Sports
Total Mail Order Buyers
Sweepstakes
Travel
Woodworking
Health Cooking & Nutrition
Fitness
High Tech Electronics
Magazines for:
Active Families
Adult Health
Beauty & Fashion
Book Buyers

Magazines for:

Children's Health
Computer/Internet
Cooking
Crafts
Decorating
Do-It-Yourself or Home Improvement
Empty Nesters
Fitness or Exercise
Gardening
Gourmet/Fine Foods
Health Ailments
Mail Order Buyers
Multi-subscriber
Nutrition or Diet
Sewing, Knitting, Needlework
Spanish Speaking
Subscriber
Travel
Woodworking

Output Media:

Email	\$25.00
FTP	\$25.00
Cartridge	\$25.00
CD-ROM	\$40.00
Diskette	\$25.00

**Mortgage Data Elements and lifestyle Survey Responders are Priced Separately
Levels and Elements are subject to change*

