



# 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**

### 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 11-15  
 Child Male 16-17  
 Child Male 3-5  
 Child Male 6-10  
 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  
 Occupation  
 Occupation Type  
 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

### Selection Level 3:

**\$15.00/M**

Date of Birth  
 Debt Consolidation  
 Do-It-Yourself Lifestyle  
 Domestic Lifestyle  
 Estimated Home Value  
 Fitness Lifestyle3 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

### 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

