

Lifestyle Details



Base Price \$70.00 Per Thousand

Includes Name, Address, City, State, Zip

Phones: \$20.00/M

LifeStyle Details: Target households in Lifestyle Details by selecting self reported activities and interests. These households have purchased sporting licenses and have made mail order and online purchases. Compilation Sources include government licensing for sporting activities, self-reported interests, government voting records, occupational licenses, registrations, and purchase activity. Test this list for gardening, hobby, leisure, decorating, subscriptions, travel, credit card, gifts, organic products and more.

Selects

\$5.00/M

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

Selects

\$10.00/M

- Size of Family Dwelling
- Exact Age
- Dwelling Type
- Presence of Children
- Number of Children
- Child Age

Selects

\$15.00/M

- Date of Birth
- Month & Year of Birth

Interest Selects

\$15.00/M

- Hunting
- Fishing/Anglers
- Boating
- Avid 2+ Sports

Interest Selects

\$15.00/M

- Bicycling
- Fitness
- Running
- Walking
- Golf
- Tennis
- Horseback Riding
- Trekker (Camp/Hike)
- NASCAR
- Snow Sports
- Snow Skiing/Boarding
- Own a Snowmobile
- Sports Memorabilia
- Collector
- Water Sports
- Water Skiing
- Scuba Diving
- Own a Boat
- Own a Personal Water Craft
- Power Boats
- Love to Boat or Sail
- Sailing
- Avid Reader
- Bird Watching
- Cooking
- Gourmet Cooking
- Home Style Cooking
- Crafts
- Knitting
- Sewing
- Crosswords
- Fine Arts Collector
- Gardening
- Flower Gardening
- Vegetable Gardening
- Home Decor

Interest Selects

\$15.00/M

- Home Improvement (DIY)
- Cars/Car Repair
- Interior Design
- Photography
- Wine Connoisseur
- Domestic Travel
- International Travel
- Business Travel
- Frequent Flyer
- Frequent Traveler
- RV Travel
- Bank Card
- Gas Card
- Retail Card
- Travel/Entertainment Card
- Upscale Retail Credit Card
- Upscale Specialty Credit Card
- Men's Clothing Buyers
- Women's Clothing
- Dogs
- Cats
- Farm & Ranch Details
- Hunters
- Most Affluent Americans
- Club Sports
- Home & Garden Interest
- Credit Card Holder
- Do-It-Yourself
- Apparel Buyers
- Gardeners
- Donors
- Hobbies
- Cooking
- Crafters
- Travelers
- Outdoorsman
- Outdoor Lovers
- Outdoor Sports

Interest Selects

\$15.00/M

- Pet Owners
- Affluent Lifestyle
- Fitness
- Snow Sports
- Sportsman
- Sports Enthusiast
- Interest Centered on Children
- Water Sports

Interest Selects

\$20.00/M

- Mail Order Responder
- Environmentalists/Donors
- Humanitarian Issues
- Political Donors
- Religious Donors
- Animal Issue Donors
- Charity Donors
- Health Donors
- Veteran Issues
- Performing Arts Patron

Output Media:

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

