

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:



**MODERN
LITHO**

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

Where is your target audience?
Selects to choose from can include:

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

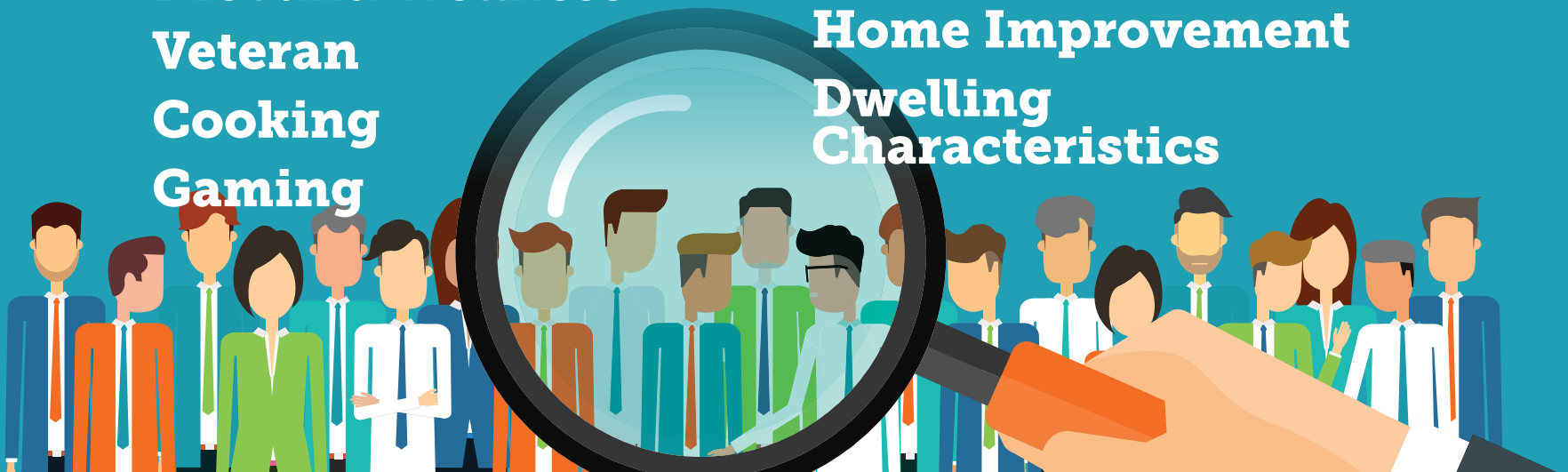
Grandchildren

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

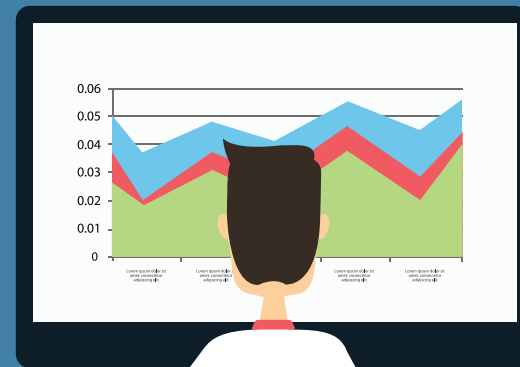
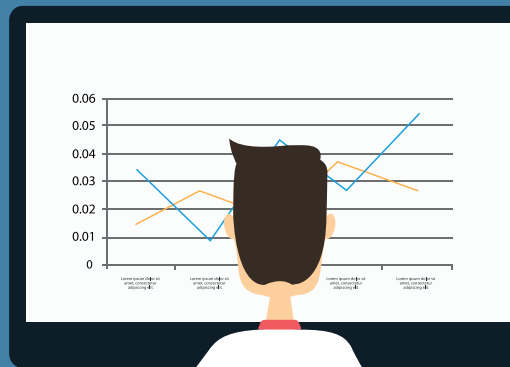
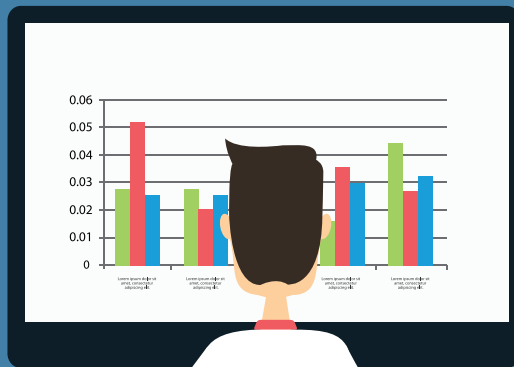
Sales Volume

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
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