



# 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. **ConsumerVision** is a comprehensive and robust data solution for target marketing services.

**Selection Level 1:**  
**\$5.00/M**

Address Type  
 Basic Ethnic Code  
 Dwelling Type  
 Estimated Age  
 Estimated Income  
 Estimated Wealth  
 Gender  
 Homeowner Type  
 Household Composition  
 Latitude  
 Length of Residence  
 Longitude  
 Marital Status  
 Median Home Value  
 Median Income  
 Median Years in School  
 Multi Family Dwelling Unit  
 Nielsen County Code  
 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

**Selection Level 2:**  
**\$10.00/M**

Child Female 11-15  
 Child Female 16-17  
 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  
 Number of Children  
 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  
 Computer Product Interests  
 Country of Origin

**Selection Level 3:**  
**\$15.00/M**

Cultural Lifestyle  
 Date of Birth  
 Debt Consolidation Interests  
 Do-It-Yourself Lifestyle  
 Domestic Lifestyle  
 Estimated Home Value  
 Fitness Lifestyle  
 Good Life Lifestyle  
 Health & Fitness Interests  
 Home Improvement Interests  
 Insurance Interests  
 Internet User  
 Investor Interests  
 Language Preference  
 Membership Club Interests  
 Military  
 Month of Birth  
 Occupation  
 Online Auction  
 Opportunity Seeker  
 Outdoors Lifestyle  
 Premium Ethnic Code  
 Presence of Email Address  
 Religion Code  
 Surveys & Sweepstakes Interests  
 Technology Lifestyle  
 Telecommunications SVC Interests  
 Travel Interests  
 Weight Loss Interests

**Selection Level 4:**  
**\$20.00/M**

Bank Credit Card  
 Finance Company Credit Card  
 Gas Credit Card  
 Mail Order Donor  
 Mail Order Buyer  
 Mail Order Responder  
 Miscellaneous Credit Card  
 Retail Credit Card  
 Standard Specialty Credit Card  
 Niches & Super Niches  
 Travel Credit Card  
 Upscale Retail Credit Card  
 Upscale Specialty Credit Card  
 (Lifestyle Clusters)

**Selection Level 5:**  
**\$40.00/M**

Revolving Debt  
 Summarized Credit Scores  
 IPA (Income Producing Asset)  
 Collectability Score  
**Responder Interest for:**  
 Books/Magazines  
 Cats  
 Contributors  
 Collectibles  
 Computers  
 Cooking  
 Crafts



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## CATEGORY FIVE/PRICE LEVEL FIVE (5) (CONT'D)

### Selection Level 5: \$40.00/M

#### Responder Interest for:

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  
Children's Health  
Computer/Internet  
Cooking  
Crafts  
Decorating  
Do-It-Yourself or Home Improvement

#### Magazines for:

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*

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