



ConsumerVision Plus

Metered Consumer Database



110 Million Households—220 Million Individuals
Base Price *See Your Sales Representative for Pricing
 Includes Name, Address, City, State, Zip
 Phones: *Included

ConsumerVision Plus takes advantage of our Multi-Sourced ConsumerVision database and provides it to you in a **"Metered"** mailing list product allowing you to "Pre-Pay" for your list and use them as needed. Talk to your sales representative for pricing and details.

Sources: CAS has developed a multi-sourced and data-enriched consumer information product of transaction and response-driven elements. It contains actionable information on nearly 100 million households and 210 million individuals brought together "relationally" from pivotal file sources used for demographically selectable items at the individual, household and area level.

Facts: ConsumerVision Plus 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 Plus is a comprehensive and robust data solution for targeted marketing services.

Selection Level 1:
\$ 0./M—Included

- 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:
\$ 0./M—Included

- Child Female 0-2
- Child Female 3- 5
- Child Female 6-10
- Child Female 11-15
- Child Female 16-17
- Child Male 0-2
- Child Male 0-2
- Child Male 3-5
- Child Male 6-10
- Child Male 11-15
- Child Male 16-17
- Exact Age
- Number of Children
- Presence of Children

Selection Level 3:
\$ *TBD

- Adult Dating Services
- Apparel Interest
- Athletic Lifestyle
- Auto Interest
- Blue Chip Lifestyle
- Cable Internet Services
- College & Higher Education
- Computer Products
- Country of Origin
- Cultural Lifestyle
- Date of Birth

Level 3 Continued:
\$ *TBD

- 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
- Occupation
- Occupation Type
- Online Auction
- Opportunity Seeker
- Outdoors Lifestyle
- Premium Ethnic Code
- Recreational Vehicle Owner
- Religion Code
- Surveys & Sweepstakes
- Technology Lifestyle
- Telecommunications
- Travel
- Weight Loss

Selection Level 4:
\$ *TBD

- 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
- Travel Credit Card
- Upscale Retail Credit Card
- Upscale Specialty Credit Card

Selection Level 5:
\$ *TBD

- 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

