

# Telematch

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A Member of the Gannett Offset Marketing Services Group



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## Consumer Database

The master TeleMine database is composed of records on approximately 175 million consumers in 110 million households across the USA. Using demographic selects, the TeleMine file can be your ultimate direct marketing tool. You can target your best prospects by exact age, gender, marital status, estimated household income and a wide variety of other selections. With more than 98% of the U.S. households included in the file, this is one of the best consumer information sources available today.

Demographic Selects <i>(All select charges apply in addition to the base price.)</i>	Price
Business owners	\$12.00/M
Combined exact and inferred age (ranges 18-35, 36-49, 50-64, 65+)	\$5.00/M
Direct mail responders	\$7.50/M
Dwelling type	\$2.50/M
Education	\$6.00/M
Estimated household income	\$5.00/M
Ethnic households	\$10.00/M
Exact age	\$10.00/M
Families with children (by age and/or gender)	\$15.00/M
Gender	\$2.50/M
Wealth rating	\$3.50/M

### Total count

175,000,000  
Approximately

### Base price

\$25/M

### Source

Public records

### Minimum order

\$250

Extra charge for unlimited usage, copies, tapes & freight.

Data updated quarterly with CASS certified software

Call for counts and quantity discounts

<b>Geographic</b> (state, ZIP, SCF, county,MSA,DMA, census tract/BG)	<b>\$2.50/M</b>
<b>Head of household</b>	<b>N/C</b>
<b>Home businesses</b>	<b>\$12.00/M</b>
<b>Homeowners</b>	<b>\$15.00/M</b>
<b>Household status</b> (wife, elderly parent, young adult)	<b>\$2.50/M</b>
<b>Length of residence</b>	<b>\$3.50/M</b>
<b>Married</b>	<b>\$2.50/M</b>
<b>Occupation</b>	<b>\$6.00/M</b>
<b>Presence of children</b>	<b>\$10.00/M</b>
<b>Telephone numbers</b>	<b>\$10.00/M</b>
<b>Neighborhood selects</b> (Mosaic®)	<b>\$10.00/M</b>
<b>Maximum list charge</b>	<b>\$80.00/M</b>

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### Mature Consumers

This file, with approximately 50 million records, segments today's fast-growing seniors' market. With millions of baby boomers reaching the age of 50, these consumers are perfect prospects for travel offers, insurance and investment opportunities and health care services. Many in this group also have the time and income to support fundraising and humanitarian causes, plus mature consumers with grandchildren are excellent candidates for children's products. Elderly parents living with their children is often a hidden segment of the mature market. Businesses specializing in housecleaning, cooking, lawncare and in-home nursing services are ideally situated for targeting higher income households with elderly parents.

<b>Family selects</b>	<b>Price</b>
<b>Elderly parents living with their children</b>	<b>\$2.50/M</b>
<b>Demographic selects</b> (All select charges apply in addition to the Base Price.)	<b>Price</b>
<b>Business owners</b>	<b>\$12.00/M</b>
<b>Combined exact and inferred age</b> (ranges 18-35, 36-49, 50-64, 65+)	<b>\$5.00/M</b>
<b>Direct mail responders</b>	<b>\$7.50/M</b>
<b>Dwelling type</b>	<b>\$2.50/M</b>
<b>Education</b>	<b>\$6.00/M</b>
<b>Estimated household income</b>	<b>\$5.00/M</b>
<b>Ethnic households</b>	<b>\$10.00/M</b>
<b>Exact age</b>	<b>\$10.00/M</b>
<b>Gender</b>	<b>\$2.50/M</b>
<b>Wealth rating</b>	<b>\$3.50/M</b>
<b>Geographic</b> (state, ZIP, SCF,	<b>\$2.50/M</b>

**Total count**  
**50,000,000**  
 Approximately

**Base price**  
**\$25/M**

**Source**  
**Public records**

**Minimum order**  
**\$250**  
 Extra charge for unlimited usage, copies, tapes & freight.

Date updated quarterly with CASS certified software

**Call for counts and quantity discounts**

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county,MSA,DMA, census tract/BG)	
<b>Head of household</b>	<b>N/C</b>
<b>Home businesses</b>	<b>\$12.00/M</b>
<b>Homeowners</b>	<b>\$15.00/M</b>
<b>Household status (wife, elderly parent, young adult)</b>	<b>\$2.50/M</b>
<b>Length of residence</b>	<b>\$3.50/M</b>
<b>Married</b>	<b>\$2.50/M</b>
<b>Occupation</b>	<b>\$6.00/M</b>
<b>Presence of children</b>	<b>\$10.00/M</b>
<b>Telephone numbers</b>	<b>\$10.00/M</b>
<b>Neighborhood selects (Mosaic®)</b>	<b>\$10.00/M</b>
<b>Maximum list charge</b>	<b>\$80.00/M</b>

### Families with Children

Household buying decisions are influenced by children of all ages. The presence of children, from infancy through young adulthood, presents numerous opportunities to promote products and services throughout their growth cycle.

This file contains more than 22 million families with children. Data is kept by age and/or gender from birth through age 25, enabling you to target very specific segments of this group. Parents with small children are great prospects for baby items, daycare services, learning products, clothing and school supplies. ***(Prior to receiving list orders segmented by presence of children, mailers must submit mail pieces to Telematch for approval.)***

<b>Family selects</b>	<b>Price</b>
<b>Presence of children</b>	<b>\$10.00/M</b>
<b>Demographic selects (All select charges apply in addition to the Base Price.)</b>	<b>Price</b>
<b>Business owners</b>	<b>\$12.00/M</b>
<b>Combined exact and inferred age (ranges 18-35, 36-49, 50-64, 65+)</b>	<b>\$5.00/M</b>
<b>Direct mail responders</b>	<b>\$7.50/M</b>
<b>Dwelling type</b>	<b>\$2.50/M</b>
<b>Education</b>	<b>\$6.00/M</b>
<b>Estimated household income</b>	<b>\$5.00/M</b>
<b>Ethnic households</b>	<b>\$10.00/M</b>
<b>Exact age</b>	<b>\$10.00/M</b>
<b>Gender</b>	<b>\$2.50/M</b>
<b>Wealth rating</b>	<b>\$3.50/M</b>
<b>Geographic (state, ZIP, SCF, county,MSA,DMA, census tract/BG)</b>	<b>\$2.50/M</b>

**Total count**  
22,000,000  
Approximately

**Base price**  
\$25/M

**Source**  
Public records

**Minimum order**  
\$250  
Extra charge for unlimited usage, copies, tapes & freight.

Data updated quarterly with CASS certified software

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<b>Head of nousehold</b>	<b>N/C</b>
<b>Home businesses</b>	<b>\$12.00/M</b>
<b>Homeowners</b>	<b>\$15.00/M</b>
<b>Household status (wife, elderly parent, young adult)</b>	<b>\$2.50/M</b>
<b>Length of residence</b>	<b>\$3.50/M</b>
<b>Married</b>	<b>\$2.50/M</b>
<b>Occupation</b>	<b>\$6.00/M</b>
<b>Presence of children</b>	<b>\$10.00/M</b>
<b>Telephone numbers</b>	<b>\$10.00/M</b>
<b>1990 census data</b>	<b>\$2.00/M</b>
<b>Neighborhood selects (Mosaic®)</b>	<b>\$10.00/M</b>
<b>Maximum list charge</b>	<b>\$80.00/M</b>

### Occupation information

Occupation information can be the key to determining consumers' lifestyle, interests and values. Estimated income, dwelling type and education information are among a wide range of demographics available to target your marketing efforts. The data is compiled from state licenses and information that consumers self-report on product registration cards.

Occupation information can be used by a variety of businesses to improve target results:

- ⌘ Publishers
- ⌘ Associations & clubs
- ⌘ Charitable organizations
- ⌘ Automobile companies
- ⌘ Lawncare, day care services
- ⌘ Catalog/specialty retailers
- ⌘ Investment planners
- ⌘ Software sellers

### Occupational categories

⌘ Civil servants	⌘ Professional/Technical
⌘ Clerical or service workers	⌘ Retired
⌘ Executives/Administrators	⌘ Sales/Marketing
⌘ Farming/Agriculture	⌘ Self employed
⌘ Homemakers	⌘ Students
⌘ Middle management	⌘ Tradesman/Machine operator/Laborer
⌘ Military	⌘ Upper management/Executives
⌘ Professional driver	⌘ Work from home

### Occupations from state license boards

Accountants	Landscape Architects
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**5,200,000**  
Approximately

**Base price**  
**\$25/M**

**Source**  
**Public records**

**Minimum order**  
**\$250**  
Extra charge for unlimited usage, copies, tapes & freight.

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Accountants	Landscape Architects
Architects	Nurses
Attorneys	Occupational therapists/Physical therapists
Beauty (cosmetologists, barbers, manicurists)	Opticians/Optometrists
Chiropractors	Pharmacists
Counselors	Psychologists
Dentists/Dental hygienists	Real Estate (sales, brokers, appraisers)
Doctors/Physicians/Surgeons	Social workers
Electricians	Speech pathologists/Audiologists
Engineers	Surveyors
Interior designers	Veterinarians

**Total count**

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<b>Demographic Selects</b> (All select charges apply in addition to the base price.)	<b>Price</b>
<b>Business owners</b>	<b>\$12.00/M</b>
<b>Combined exact and inferred age</b> (ranges 18-35, 36-49, 50-64, 65+)	<b>\$5.00/M</b>
<b>Direct mail responders</b>	<b>\$7.50/M</b>
<b>Dwelling type</b>	<b>\$2.50/M</b>
<b>Education</b>	<b>\$6.00/M</b>
<b>Estimated household income</b>	<b>\$5.00/M</b>
<b>Ethnic households</b>	<b>\$10.00/M</b>
<b>Exact age</b>	<b>\$10.00/M</b>
<b>Families with children</b> (by age and/or gender)	<b>\$15.00/M</b>
<b>Gender</b>	<b>\$2.50/M</b>
<b>Wealth rating</b>	<b>\$3.50/M</b>
<b>Geographic</b> (state, ZIP, SCF, county,MSA,DMA, census tract/BG)	<b>\$2.50/M</b>
<b>Head of household</b>	<b>N/C</b>
<b>Home businesses</b>	<b>\$12.00/M</b>
<b>Homeowners</b>	<b>\$15.00/M</b>
<b>Household status</b> (wife, elderly parent, young adult)	<b>\$2.50/M</b>
<b>Length of residence</b>	<b>\$3.50/M</b>
<b>Married</b>	<b>\$2.50/M</b>
<b>Number of children</b>	<b>\$10.00/M</b>
<b>Occupation</b>	<b>\$6.00/M</b>
<b>Presence of children</b>	<b>\$10.00/M</b>

<b>Radius marketing</b>	<b>Call for Quote</b>
<b>Summarized credit statistics</b>	<b>\$15.00/M</b>
<b>Telephone numbers</b>	<b>\$10.00/M</b>
<b>1990 census data</b>	<b>\$2.00/M</b>
<b>Neighborhood selects (Mosaic®)</b>	<b>\$10.00/M</b>
<b>Maximum list charge</b>	<b>\$80.00/M</b>

### Asian and Other Ethnic Markets

This file identifies the ethnicity of more than 67 million U.S. households. It is compiled by combining information from ethnic directories, subscription and membership lists and public records.

Asian Americans represent more than \$100 billion in purchasing power and are among our most popular ethnic selects. To more accurately target consumers of Chinese, Japanese, Korean and Vietnamese descent. The Asian selects analyze both first and last names.

#### Suggested applications:

- ⌘ Event planning
- ⌘ Advertising
- ⌘ Books, magazines, newspapers
- ⌘ Foods
- ⌘ Education programs
- ⌘ Specialty retailers
- ⌘ Fashion items
- ⌘ Clubs, organizations

<b>Asian selects</b>	<b>Price</b>
<b>Asian</b>	<b>\$10/M</b>
<b>Specific ethnicity (Chinese, Japanese, Korean, Vietnamese)</b>	<b>\$20/M</b>
<b>Other Ethnic selects</b>	<b>N/C</b>

⌘ Arabian (Saudi Arabia)	⌘ Irish (Ireland)
⌘ Armenian (Armenia)	⌘ Italian (Italy)
⌘ Belgian (Belgium)	⌘ Latvian (Latvia)
⌘ Bulgarian (Bulgaria)	⌘ Lithuanian (Lithuania)
⌘ Czech	⌘ Norwegian (Norway)
⌘ Czecho-Slovakian	⌘ Persian (Iran)
⌘ Danish (Denmark)	⌘ Polish (Poland)
⌘ Dutch (Netherlands)	⌘ Portuguese (Portugal)
⌘ English (Great Britain)	⌘ Romanian (Romania)
⌘ Estonian (Estonia)	⌘ Russian (Russia)
⌘ Finnish (Finland)	⌘ Scottish (Scotland)
⌘ French (France)	⌘ Slovakian
⌘ German (Germany)	⌘ Swedish (Sweden)

**Total count**  
**67,000,000**  
 Approximately

**Asian count**  
**1,500,000**  
 households  
 Approximately

**Base price**  
**\$25/M**

**Source**  
 Ethnic directories, subscription and membership lists, public records and compiled data

**Minimum order**  
**\$250**  
 Extra charge for unlimited usage, copies, tapes & freight.

Data updated quarterly with CASS certified software

**Call for counts and quantity discounts**

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⌄ Greek (Greece)	⌄ Swiss (Switzerland)
⌄ Jewish (Israel)	⌄ Syrian (Syria)
⌄ Hindi (India)	⌄ Turkish (Turkey)
⌄ Hispanic	⌄ Ukrainian (Ukraine)
⌄ Hungarian (Hungary)	⌄ Welsh (Island of Wales)
⌄ Icelandic (Iceland)	⌄ Yugoslavian (Yugoslavia)



<b>Demographic Selects</b> <i>(All select charges apply in addition to the base price.)</i>	<b>Price</b>
<b>Business owners</b>	<b>\$12.00/M</b>
<b>Combined exact and inferred age</b> <i>(ranges 18-35, 36-49, 50-64, 65+)</i>	<b>\$5.00/M</b>
<b>Direct mail responders</b>	<b>\$7.50/M</b>
<b>Dwelling type</b>	<b>\$2.50/M</b>
<b>Education</b>	<b>\$6.00/M</b>
<b>Estimated household income</b>	<b>\$5.00/M</b>
<b>Ethnic households</b>	<b>\$10.00/M</b>
<b>Exact age</b>	<b>\$10.00/M</b>
<b>Gender</b>	<b>\$2.50/M</b>
<b>Geographic income percentile</b>	<b>\$3.50/M</b>
<b>Geographic</b> <i>(state, ZIP, SCF, county,MSA,DMA, census tract/BG)</i>	<b>\$2.50/M</b>
<b>Head of household</b>	<b>N/C</b>
<b>Home businesses</b>	<b>\$12.00/M</b>
<b>Homeowners</b>	<b>\$15.00/M</b>
<b>Household status</b> <i>(wife, elderly parent, young adult)</i>	<b>\$2.50/M</b>
<b>Length of residence</b>	<b>\$3.50/M</b>
<b>Married</b>	<b>\$2.50/M</b>
<b>Occupation</b>	<b>\$6.00/M</b>
<b>Presence of children</b>	<b>\$10.00/M</b>
<b>Telephone numbers</b>	<b>\$10.00/M</b>
<b>Neighborhood selects</b> <i>(Mosaic®)</i>	<b>\$10.00/M</b>
<b>Maximum list charge</b>	<b>\$80.00/M</b>

**Mortgage Database**

Our Mortgage Database identifies homeowners likely to be interested in refinancing offers and/or second or equity mortgage programs. By using a combination of actual and modeled real estate transaction data, the database provides marketers with a choice of 11 specific realty selects to tailor their financial offer to distinct segments of the market.

Prospects can be selected by name of current lender or estimated available equity. You can target this group even further by selecting names based on key demographic and dwelling data.

Financial institutions or any organization that is looking for refinance or second mortgage prospects can benefit from the Mortgage Database.

<b>Realty selects</b>	<b>Price</b>
<b>Condo indicator</b>	<b>\$4.00/M</b>
<b>Dwelling unit type</b>	<b>\$5.00/M</b>
<b>Lender name</b>	<b>\$15.00/M</b>
<b>Loan type (conv., FHA, VA)</b>	<b>\$10.00/M</b>
<b>Mortgage amount</b>	<b>\$10.00/M</b>
<b>Purchase price</b>	<b>\$10.00/M</b>
<b>Sale date/X-date</b>	<b>\$5.00/M</b>
<b>Sale type (new, resale)</b>	<b>\$5.00/M</b>
<b>Rate type (fixed, variable)</b>	<b>\$10.00/M</b>
<b>Demographic Selects</b> <i>(All select charges apply in addition to the base price.)</i>	<b>Price</b>
<b>Age (by year)</b>	<b>\$10.00/M</b>
<b>Estimated household income</b>	<b>\$5.00</b>
<b>Gender</b>	<b>\$2.50/M</b>
<b>Geographic selects (state, ZIP, SCF, county, MSA)</b>	<b>\$2.50</b>
<b>Length of residence</b>	<b>\$3.50/M</b>
<b>Married</b>	<b>\$2.50/M</b>
<b>Presence of children</b>	<b>\$10.00/M</b>
<b>Telephone number</b>	<b>\$10.00/M</b>

**Total count**  
**26,600,000**  
 Approximately

**Base price**  
**\$60/M**

**Source**  
**Public records**

**Minimum order**  
**\$250**  
 Extra charge for unlimited usage, copies, tapes & freight.

Data updated quarterly with CASS certified software

**Call for counts and quantity discounts**

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### Realty Database

Reach known homeowners in a designated area using our Realty Database.

Statistics show that homeowners have above-average incomes, greater buying needs and more buying power than renters.

Homeowners are also very attractive prospects for mortgage refinancing, home equity loans and other high-level financial and investment products.

This database of approximately 34 million homeowners is compiled entirely from public records.

<b>Realty/other selects</b>	<b>Price</b>
Age (exact HOH)	\$10.00/M
Direct mail responders	\$7.50/M
Dwelling unit type	\$5.00/M
Estimated household income	\$5.00/M
Estimated current home value	\$10.00/M
Estimated available equity	\$10.00/M
Estimated monthly mortgage payment	\$10.00/M
Estimated mortgage amount	\$10.00/M
Estimated loan-to-value ratio	\$10.00/M
Presence of children	\$10.00/M
Property characteristics <i>(per characteristic) square footage, year built, heat/air, floor/wall type, land use, etc.)</i>	\$5.00/M
Purchase price	\$10.00/M
Sale date/X date	\$5.00/M
Swimming pools	\$10.00/M
Telephone number	\$10.00/M
<b>Geographic selects</b>	<b>Price</b>
County	\$2.50/M
SCF	\$2.50/M
State	\$2.50/M
ZIP code	\$2.50/M

**Total count**  
**34,000,000**  
 Approximately

**Base price**  
**\$40/M**

**Source**  
 County deeds and tax assessor records

**Minimum order**  
**\$250**  
 Extra charge for unlimited usage, copies, tapes & freight.

Data updated quarterly with CASS certified software

**Call for counts and quantity discounts**

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### Mosaic® for the United States

Mosaic® for the United States has been updated. The geodemographic lifestyle segmentation system now includes revised 2000 Census estimates and the freshest data from Experian's INSOURCE<sup>SM</sup> database. New Mosaic® reflects the changes in lifestyles within America's neighborhoods, giving you greater insight into your customers and allowing you to target with greater precision. Mosaic® segments households at the ZIP+4 level, classifying American consumers into 12 Groups and 62 Types. Mosaic® Groups divide populations into markets with similar consumer behaviors, lifestyles, and attitudes. Each Group has a highly descriptive name such as Affluent Suburbia or Blue Collar Winners, making it easy for you to visualize its characteristics. Mosaic® Types provide more detailed information about consumer behaviors, lifestyles and interests. For example, the Mosaic® Upscale City Singles Group is composed of six Mosaic® Types including (09) High-income, urban singles in apartments; (10) Urban, upper-mid-income, seniors in apartments; and (12) Upper-mid-income singles and couples in growth-city houses or apartments. Mosaic® for the United States is part of a comprehensive

Mosaic® for the United States is part of a comprehensive segmentation system called Global Mosaic®. It's the only segmentation system that links American markets to those in 14 other countries.

**United States Mosaic Groups:**

Affluent Suburbia	Fortunate Retirees	Rural Towns & Farms
Upscale City Singles	Metro Market Fringes	Other City Centers
Second City Leaders	Remote Working Towns	Major Market Cores
Blue Collar Winners	Lower Income Seniors	Anomalous Lifestyles

<b>Demographic Selects</b> <i>(All select charges apply in addition to the base price.)</i>	<b>Price</b>
<b>Business owners</b>	\$12.00/M
<b>Combined exact and inferred age</b> <i>(ranges 18-35, 36-49, 50-64, 65+)</i>	\$5.00/M
<b>Direct mail responders</b>	\$7.50/M
<b>Dwelling type</b>	\$2.50/M
<b>Education</b>	\$6.00/M
<b>Estimated household income</b>	\$5.00/M
<b>Ethnic households</b>	\$10.00/M
<b>Exact age</b>	\$10.00/M
<b>Gender</b>	\$2.50/M
<b>Wealth rating</b>	\$3.50/M
<b>Geographic</b> <i>(state, ZIP, SCF, county,MSA,DMA, census tract/BG)</i>	\$2.50/M
<b>Head of household</b>	N/C
<b>Home businesses</b>	\$12.00/M
<b>Homeowners</b>	\$15.00/M
<b>Household status</b> <i>(wife, elderly parent, young adult)</i>	\$2.50/M
<b>Length of residence</b>	\$3.50/M
<b>Married</b>	\$2.50/M
<b>Mosaic® selects</b>	\$10.00/M
<b>Occupation</b>	\$6.00/M
<b>Presence of children</b>	\$10.00/M
<b>Telephone numbers</b>	\$10.00/M
<b>Neighborhood selects</b> <i>(Mosaic®)</i>	\$10.00/M

**Total count**  
94,000,000  
Approximately

**Base price**  
\$25/M

**Source**  
U.S. Census,  
Simmons Market  
Research and  
Experian  
demographics  
data

**Minimum order**  
\$250  
Extra charge for unlimited  
usage, copies, tapes &  
freight.

Data updated quarterly  
with CASS certified  
software

**Call for counts and  
quantity discounts**

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**Mail Order Respondents (MOR)**

Our Mail Order Respondents Database is made up of information exclusively provided by consumers themselves. These individuals have completed surveys on a variety of lifestyle topics ranging from approximate household income, occupation, financial interests, reading preferences and leisure activities among others. This self-reported data can help you target your products and services directly to the persons most interested.

<b>Additional select charges</b>	<b>Price</b>
<b>Demographics</b>	
<b>Age</b>	<b>\$10.00/M</b>
<b>Dwelling type</b>	<b>\$2.50/M</b>
<b>Education</b>	<b>\$6.00/M</b>
<b>Gender</b>	<b>\$2.50/M</b>
<b>Homeowners</b>	<b>\$15.00/M</b>
<b>Income</b>	<b>\$5.00/M</b>
<b>Married</b>	<b>\$2.50/M</b>
<b>Occupation</b>	<b>\$6.00/M</b>
<b>Presence of children</b>	<b>\$10.00/M</b>
<b>Telephone number</b>	<b>\$10.00/M</b>
<b>Additional general category</b>	<b>\$7.50/M</b>
<b>Geographic</b> (state, ZIP, SCF, county, MSA, DMA, census tract/BG)	<b>\$2.50/M</b>

**Total count**  
**35,000,000**  
 Approximately

**Base price(s)**  
**\$65/M** (Includes 1 select)  
**\$60/M for Demographics** (Includes 1 select)

**Source**  
 Self-reported survey data and product registration cards

**Minimum order**  
**\$250**  
 Extra charge for unlimited usage, copies, tapes & freight.  
 Data updated quarterly with CASS certified software

**Call for counts and quantity discounts**

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Note: The base cost for this service ranges from \$60 or \$80 per thousand depending on the category below. The price also includes one **Select** from the table above. Additional **Selects** may be purchased and are priced in the table above. **(Category file sizes change frequently, please call for the latest updates.)**

<b>Activities and Interests</b>
<b>Base cost \$65.00/M includes one Select</b>
<b>Activities</b>
Automotive Buffs - HH Indicator
Fitness/Exercise - HH Indicator
Gardeners - HH Indicator
Gourmet Food/Cooking - HH Indicator
Home Decorating/Furnishing - HH Indicator
Outdoor Enthusiasts - HH Indicator
Sports - HH Indicator
<b>Animal Owners</b>
Birds
Cats - HH Indicator
Dogs - HH Indicator

Pet Enthusiasts - HH Indicator
<b>Book Preferences</b>
Reading Enthusiast - HH Indicator
<b>Travelers</b>
Travel Enthusiasts - HH Indicator
<b>Demographics</b>
Base cost \$60.00/M includes one Select
<b>Adult Age</b>
Ages 19-24
Ages 25-34
Ages 35-44
Ages 45-49
Ages 50-54
Ages 55-64
Ages 65-74
Ages 75-84
Ages 85+
<b>Families w/Children</b>
Presence of Child - HH Indicator
Ages 0-3
Ages 4-6
<b>Families w/Children</b>
Ages 7-10
Ages 11-14
Ages 15-18
<b>Homeowner/Renter</b>
Homeowner - HH Indicator
<b>Residence Type</b>
Apartment
Single Family Dwelling
<b>Gender</b>
Female
Male
<b>Income</b>
\$100,000+
\$75,000-\$99,999
\$60,000-\$74,999
\$50,000-\$59,999
\$40,000-\$49,999
\$30,000-\$39,999
\$25,000-\$29,999
\$20,000-\$24,999
\$15,000-\$19,999
Less than \$15,000

Less than \$15,999
<b>Marital Status</b>
Married - HH Indicator
Single
Single - HH Indicator
Divorced/Separated
Widowed
<b>Telephone Number</b>
<b>Education/Occupation</b>
Base cost \$65.00/M includes one Select
<b>Education</b>
Some High School
High School Graduate
Some College
College Degree
Graduate Study
<b>Occupation</b>
Business Owner
Craftsman/Tradesman
Executive/Upper Management
Federal Employee
Homemaker
In-home Business
Machine Operator/Laborer
Middle Management
Nurse
Office/Clerical
Professional
Retail/Store Worker
Retired
Sales/Marketing
Teacher/Educator
Veteran
<b>Financial Behaviors</b>
Base cost \$65.00/M includes one Select
<b>Credit Cards</b>
American Express
American Express Gold
AT&T Universal
Credit Card Presence - HH Indicator
Credit Card Presence-Gold HH Indicator
Credit Card Presence-Platinum - HH Indicator

Dept. Store/Gas
Diners Club/Carte Blanche
Discover
Master/Visa Gold
Master/Visa Regular
None
Retail Store
<b>Investors-General</b>
Investing
Investors - HH Indicator
Mutual Funds
<b>Investors-Current</b>
Annuities
Bonds
CDs/Money Market Funds
Commodities
IRAs/401Ks/Keoughs
Municipal Bonds
Mutual Funds
Real Estate/Land
Stocks
<b>Investors-Planned</b>
Annuities
Bonds
CDs/Money Market Funds
Commodities
IRAs/401Ks/Keoughs
Municipal Bonds
Mutual Funds
Real Estate/Land
Stocks
<b>Contributions</b>
Base cost \$65.00/M includes one Select
<b>Contributors</b>
Animal Welfare
Charitable Donor - HH Indicator
Child Welfare
Cultural Arts
Donors by Mail - HH Indicator
Donors by Phone - HH Indicator
Donors by Telethon - HH Indicator
Environmental
Environmental Donors - Modeled Select
Health Related

Political
Religious
Social Services
<b>Computer owners/electronics</b>
Base cost \$70.00/M includes one Select
CD-ROM
Color printer
Computer owners - HH indicator
DOS
IBM or compatible
Laser printer
Macintosh/Apple
Microsoft network
Modem
OS/2
Other
Pentium
Planning to buy PC-related products
Windows
Windows 98
<b>Computer owners/online</b>
Base cost \$80.00/M includes one Select
America Online
CompuServe
Online - HH indicator
Prodigy
Purchase via online - HH indicator

**Business Lists**

Telematch can also supply a full range of business-to-business data products. To discuss your specific needs, please call us at 1-800-523-7346.