

## Consumer Lists

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Narrow down your target audience and **increase your response rate** with Consumer Lists from Direct List Technology. Our lists allow you to target down to the household demographics level and save money on your production costs. Our **Consumer lists are NCOA cleaned and updated 4 times a year.**

**Choose** the right list to meet the needs of your marketing campaign:

- **Consumer Lists:** Names and addresses of individual heads-of-household in the US. The following selections for a "consumer name" are available:
  - ▶ Age
  - ▶ Income bracket
  - ▶ Families with children
  - ▶ Children by age
  - ▶ Marital status
  - ▶ Homeownership
  - ▶ Renters
  - ▶ Dwelling types
  - ▶ Credit card information
  - ▶ Length of residence
  - ▶ Gender
  - ▶ Female in household
  - ▶ Secondary name on file
  - ▶ Ethnic surname selectability & suppression
- **Homeowner List:** Names and addresses of owner-occupied dwellings compiled from official county records. Make additional selections to better "hone in" and produce the best results.
- **Affluent List:** Names and home addresses of individuals with specific wealth demographics including a minimum income of \$100,000. Develop a highly targeted campaign selecting age, income, gender, marital status, or presence of children. **Take advantage** of the best national, resident targeted, saturation lists available on the market today.
- **Senior List:** Names and home addresses of individuals who are at least 55 years of age. Select additional criteria such as income, gender, marital status and credit card purchases to increase your response rate.
- **Many more lists are available!**