

# NATIONAL CONSUMER DATABASE

105,287,548	Households	\$45.00/M
72,216,729	Mail Order Buyers	+5.00/M
15,539,525	Internet Connected Individuals	+25.00/M

## Focus USA Masterfile

The Focus USA National Consumer Database of 105 million households provides a 3 dimensional view of consumer data by combining mail order buyer data, credit transactional data, public record data, survey data, life-style data and census data. Our "best of breed" approach to aggregating data ensures that each individual record contains more data than any one source alone can provide.

If a more targeted approach is needed ask about our demographically segmented and targeted lists with multi-million name universes. These lists are grouped into specific categories such as Seniors, Women, Children, Affluent and more. You can also take it a step further with our Microtargeted lists. These Microtargeted lists reach individuals that are most likely to respond to specific offers because they match our criteria of being multi-verified for a particular mail order buyer category or lifestyle interest - they are product-specific multi's.

With access to complete consumer household coverage, Focus USA's powerful database products are ready for your next mailing! Focus USA's database is updated monthly to provide you with the most deliverable, targetable, selectable, and easy-to-use database products available today.

## Sample Selections (please inquire about others)

State, Zip, SCF.....	\$5.00/M
Zip + 4 .....	6.50/M
Gender .....	6.00/M
Age .....	6.00/M
Income .....	6.00/M
Length of Residence .....	5.00/M
Children .....	5.00/M
Bankcard Holders .....	10.00/M
Bankcards New-To-File .....	15.00/M
Cat Owners .....	10.00/M
Cell Phone Owners .....	15.00/M
Donors (By type) .....	7.50/M
Education .....	5.00/M
Ethnicity .....	10.00/M
Grandparents .....	7.50/M
Homeowner/Renter .....	5.00/M
Investors (By type) .....	15.00/M
Marital Status.....	5.00/M
MOB- 30 Day Hotline .....	15.00/M
MOB (By category) .....	10.00/M
New Movers .....	15.00/M
Retail Card Holders.....	10.00/M
Single Parents.....	5.00/M
Travelers .....	15.00/M

Focus USA offers over 300 selections.

*Please inquire about Customer Profiling, Modeling & Customer Re-Activation Analyses.*



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