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List Services Catalog



Your most comprehensive prospecting resource



General Categories





ACTIVITIES AND INTERESTS (Base \$65.00/M includes 1 select)

Activities and Interests	6 Month Hotline	Total File
 Art Enthusiasts - HH Indicator	433,680	3,245,280
Art & Antiques	84,710	1,366,230
 Astrology/Occult - HH Indicator	107,380	1,205,210
 Automotive Buffs - HH Indicator	554,710	5,085,600
Baking	91,940	2,326,500
Bible/Devotional	546,840	3,513,930
Camping/Hiking	522,130	4,397,630
CDs/Tapes	1,748,450	14,212,830
▲ Clothing	1,706,290	11,331,670
Clothing - HH Indicator	1,928,730	12,772,760
 Crafts - HH Indicator	1,588,280	11,811,960
▲ Crafts/Sewing/Needlework	1,403,700	11,409,110
Cultural/Art Events	222,210	1,745,520
Cycling	224,840	1,952,700
Diet Conscious	31,530	766,170
 Do-it-Yourself - HH Indicator	1,843,150	12,922,380
Fishing	687,260	5,370,770
 Fitness/Exercise - HH Indicator	2,160,380	15,756,360
 Gardeners - HH Indicator	2,521,170	16,435,420
 Golf - HH Indicator	323,960	2,218,500
 Golf - Modeled Select		Call for counts
 Gourmet Food/Cooking - HH Indicator	2,394,250	14,210,380
 Grandparents - HH Indicator	246,680	1,440,790
 Healthy Living - HH Indicator	2,023,310	14,155,420
 Home Decorating/Furnishing - HH Indicator	450,240	4,178,790
 Home Entertainment - HH Indicator	1,570,710	12,426,010
▲ Hunting/Shooting	798,110	6,194,990
Motorcycles	32,310	861,310
Needlework	140,650	3,080,800
 Outdoor Enthusiasts - HH Indicator	1,624,130	11,392,870
 Outdoor Enthusiasts - Modeled Select		Call for counts
 Photography - HH Indicator	171,290	3,007,480
 Politics - HH Indicator	879,260	5,298,450
 Purchase via Phone - HH Indicator	121,790	1,057,300
 Purchase via Television - HH Indicator	146,150	1,213,920
Quilting	32,020	805,970
Recipes	111,680	2,491,870
 Religion - HH Indicator	965,550	7,011,050
 Self-Improvement - HH Indicator	406,030	2,320,860




 = Household Indicators  = Modeled Selects ▲ = Growing Categories

General Categories


Activities and Interests

	6 Month Hotline	Total File
Sewing	161,040	3,289,760
 Snow Skiing - HH Indicator	143,500	1,336,250
 Sports - HH Indicator	1,237,080	10,161,560
 Tennis - HH Indicator	63,730	662,900
Video Viewing	158,790	2,788,800
 Volunteer Work - HH Indicator	36,770	764,980
Watching Sports on TV	195,690	3,099,340
Wines	327,720	2,182,250
Woodworking	362,650	1,815,620



Animal Owners

Birds	96,600	922,530
 Cats - HH Indicator	624,980	4,736,560
 Dogs - HH Indicator	805,630	6,105,730
 Pet Enthusiasts - HH Indicator	1,218,250	9,192,940



Boating & Sailing

 Boating/Sailing - HH Indicator	241,530	1,559,640
Own Power Boat/Sailboat	324,970	1,717,860


Book Preferences

 Bestsellers	657,130	3,861,630
Children's	347,220	2,611,840
History	350,320	2,038,850
Mystery	573,720	3,075,860
Nonfiction	466,650	2,933,250
 Reading Enthusiast - HH Indicator	3,909,170	27,323,370
Romance	459,900	2,738,560
Science Fiction	246,770	1,853,100

Collectibles

 Coins	446,120	2,016,180
 Collectors - HH Indicator	1,009,640	7,079,240
Die Cast Cars	140,540	616,050
Dolls	251,090	1,429,730
Plates	197,180	1,098,560
Porcelains	193,360	1,122,440
Sports Items	196,990	1,311,580
Stamps	151,680	876,550

Diet/Health Conscious

 Diet Conscious	76,360	2,203,880
Fitness/Exercise	726,080	6,232,490
Health/Natural Food	428,330	2,353,200

General Categories

<u>Diet/Health Conscious</u>	<u>6 Month Hotline</u>	<u>Total File</u>
Exercise Equipment	190,210	3,654,540
☀ Weight Conscious - HH Indicator	591,910	5,406,460
Weight Loss Group Member	59,420	801,620
Vegetarian	11,820	234,660

Music Preference

☀ Christian - HH Indicator	343,900	899,810
☀ Classical/Opera - HH Indicator	463,100	2,188,910
☀ Country - HH Indicator	828,550	4,459,740
Easy Listening	105,410	1,985,600
Jazz/New Age	314,270	1,779,530
☀ Music Enthusiasts - HH Indicator	3,074,930	18,860,890
☀ Oldies - HH Indicator	119,020	2,332,110
Rhythm/Blues	274,010	2,086,100
☀ Rock - HH Indicator	542,340	3,897,370

Opportunity Seekers

▲ Casino Gambling	398,360	2,209,420
☀ Sweepstakes/Gambling - HH Indicator	1,789,420	13,658,700

Travelers

Domestic+C54	680,350	4,159,850
Foreign	284,550	1,819,040
RV	123,010	337,420
☀ Travel Enthusiasts - HH Indicator	2,383,480	14,854,890
Vacation Cruises	377,380	2,370,020

DEMOGRAPHICS (Base \$60.00/M includes 1 select)

Adult Age

Ages 19-24	87,030	940,650
Ages 25-34	278,780	5,414,510
Ages 35-44	399,870	6,916,820
Ages 45-49	241,430	3,254,570
Ages 50-54	249,000	2,915,550
Ages 55-64	387,760	4,048,650
Ages 65-74	373,430	3,442,600
Ages 75-84	235,520	2,202,840
Ages 85+	43,560	531,730


Families w/Children

☀ Presence of Child - HH Indicator	2,687,690	19,429,550
Ages 0-3	352,710	2,317,450
Ages 4-6	290,920	2,554,450

General Categories

<u>Families w/Children</u>	<u>6 Month Hotline</u>	<u>Total File</u>
Ages 7-10	379,600	3,703,890
Ages 11-14	387,830	3,686,520
Ages 15-18	393,290	3,398,530



<u>Grandparents w/Grandchildren</u>		
Ages 0-3	20,900	532,880
Ages 4-6	19,180	441,440
Ages 7-10	19,990	436,660
Ages 11-14	15,560	333,180
Ages 15-18	10,690	226,210

<u>Homeowner/Renter</u>		
 Homeowner - HH Indicator	2,637,470	15,292,700
Renter	623,130	6,081,480
Vacation Homeowners	151,020	946,990

<u>Residence Type</u>		
Apartment	510,030	3,671,670
Single Family Dwelling	2,857,320	17,070,260

<u>Gender</u>		
Female	4,190,800	28,638,650
Male	3,693,500	25,009,970

<u>Income</u>		
\$100,000 +	364,320	1,641,810
\$75,000-\$99,999	368,920	2,071,690
\$60,000-\$74,999	115,620	676,380
\$50,000-\$59,999	133,300	875,080
\$40,000-\$49,999	1,558,610	9,980,230
\$30,000-\$39,999	674,800	4,622,410
\$25,000-\$29,999	204,390	1,532,180
\$20,000-\$24,999	367,170	3,145,030
\$15,000-\$19,999	153,130	1,376,440
Less than \$15,999	345,140	3,352,170

<u>Marital Status</u>		
 Married - HH Indicator	2,774,640	16,961,200
Single	828,370	6,405,090
 Single - HH Indicator	1,085,230	7,710,630
Divorced/Separated	137,850	1,308,480
Widowed	152,700	571,670

<u>Telephone Numbers</u>		
	2,146,070	12,234,600

General Categories

EDUCATION/OCCUPATION (Base \$65.00/M includes 1 select)

Education	6 Month Hotline	Total File
Some High School	200,120	1,152,430
High School Graduate	1,581,050	10,430,480
Some College	1,240,230	7,822,150
College Degree	1,104,900	7,517,570
Graduate Study	624,150	4,094,820

Occupation

Business Owner	58,690	1,250,870
Craftsman/Tradesman	249,480	1,986,350
Executive/Upper Management	94,140	750,520
Federal Employee	1,210	6,460
Homemaker	417,280	3,590,210
In-home Business	15,340	364,610
Machine Operator/Laborer	38,550	958,690
Middle Management	186,740	1,505,120
Nurse	82,850	673,880
Office/Clerical	281,570	2,218,100
Professional	245,200	1,921,380
Retail/Store Worker	14,380	392,260
Retired	579,750	2,614,450
Sales/Marketing	135,590	826,160
Teacher/Educator	101,930	843,290
Veteran	435,390	3,347,870

FINANCIAL BEHAVIORS (Base \$65.00/M includes 1 select)

Credit Cards

American Express	155,060	1,502,090
American Express Gold	45,140	295,080
AT&T Universal	13,780	281,920
Credit Card Presence - HH Indicator	1,565,140	10,649,180
Credit Card Presence-Gold - HH Indicator	420,200	2,864,790
Credit Card Presence-Platinum - HH Indicator	375,390	565,140
Dept. Store/Gas	530,810	4,944,630
Diners Club/Carte Blanche	6,930	154,480
Discover	165,390	2,457,180
Master/Visa Gold	374,070	2,692,170
Master/Visa Regular	314,270	1,779,530
None	200,440	2,862,320
Retail Store	467,420	2,304,270



General Categories

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Investors-General

	6 Month Hotline	Total File
Investing	51,410	744,340
Investors - HH Indicator	1,770,330	11,722,660
Mutual Funds	566,860	3,045,860

Investors-Current

Annuities	201,160	877,650
Bonds	235,960	1,687,260
CDs/Money Market Funds	410,350	2,460,120
Commodities	5,730	95,820
IRAs/401Ks/Keoughs	349,770	2,149,830
Municipal Bonds	20,150	256,790
Mutual Funds	408,960	1,888,290
Real Estate/Land	98,520	640,670
Stocks	407,660	2,279,120

Investors-Planned

Annuities	26,430	168,230
Bonds	41,440	303,390
CDs/Money Market Funds	76,730	475,670
Commodities	2,780	60,210
IRAs/401Ks/Keoughs	52,630	308,410
Municipal Bonds	4,280	83,490
Mutual Funds	72,340	422,400
Real Estate/Land	39,680	332,640
Stocks	84,240	483,310

CONTRIBUTORS AND MEMBERSHIPS

(Base \$65.00/M self-reported / \$45.00/M modeled - includes 1 select)

Contributors

Animal Welfare	343,450	2,239,580
Charitable Donor - HH Indicator	3,017,740	19,035,610
Child Welfare	147,360	2,092,940
Cultural Arts	38,340	494,540
Donors by Mail - HH Indicator	1,728,720	11,195,910
Donors by Phone - HH Indicator	85,630	1,082,030
Donors by Telethon - HH Indicator	23,940	296,840
Environmental	549,790	3,300,730
Environmental Donors - Modeled Select		Call for counts
Health Related	193,780	2,298,400
Political	126,290	773,100
Religious	260,370	3,280,890
Social Services	37,410	411,600