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## List Services Catalog

Your most comprehensive prospecting resource



# General Categories





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

<b>Activities and Interests</b>		<b>6 Month Hotline</b>	<b>Total File</b>
 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




# General Categories

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## 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

<u>Music Preference</u>		
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

<u>Opportunity Seekers</u>		
Casino Gambling	398,360	2,209,420
Sweepstakes/Gambling - HH Indicator	1,789,420	13,658,700

<u>Travelers</u>		
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)

<u>Adult Age</u>		
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

<u>Families w/Children</u>		
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


## Families w/Children

	6 Month Hotline	Total File
Ages 7-10	379,600	3,703,890
Ages 11-14	387,830	3,686,520
Ages 15-18	393,290	3,398,530

## Grandparents w/Grandchildren

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

## Homeowner/Renter

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

## Residence Type

Apartment	510,030	3,671,670
Single Family Dwelling	2,857,320	17,070,260



## Gender

Female	4,190,800	28,638,650
Male	3,693,500	25,009,970

## Income

\$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

## Marital Status

 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

## Telephone Numbers

2,146,070	12,234,600
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# General Categories

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## 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



# General Categories

## Memberships

	6 Month Hotline	Total File
Credit Union	68,290	952,140
▲ Discount Club	65,440	1,787,610
Frequent Flyer	335,690	1,925,180
Union	46,160	560,040
Weight Loss	130,110	920,430

# Specialty Categories

**AILMENTS** (Base \$150.00/M includes 1 select)

Allergies	829,090	7,216,710
Angina	63,390	470,190
Arthritis/Rheumatism	720,030	4,419,190
Asthma	224,020	2,201,690
Back Pain	111,610	2,499,970
Birth Defects	3,020	85,770
Bladder Control/Incontinence	151,280	1,069,120
Clinical Depression	83,890	470,170
Diabetes	267,490	1,543,010
Epilepsy	18,410	178,880
Frequent Heartburn	306,790	2,069,160
Glaucoma	5,230	93,920
Gum problems	30,490	766,040
Hearing difficulty	24,540	532,380
High Blood Pressure	638,270	3,711,490
High Cholesterol	532,930	3,062,440
Migraines/Frequent Headaches	108,030	2,532,620
Osteoporosis	145,440	556,810
Prostate Problems	79,540	349,150
Psoriasis	17,870	317,360
Sinusitis	26,510	607,050
Ulcer	97,600	1,298,040
Visual Impairment/Blindness	9,890	257,700



# SpecialtyCategories

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## COMPUTER OWNERS/ELECTRONICS (Priced by category)

**Computer & Peripherals** (Base: \$70.00/M self-reported / \$60/M modeled - includes 1 select)

	6 Month Hotline	Total File
▲ CD-ROM	737,060	2,830,070
▲ Color Printer	556,560	1,799,890
★ Computer Owners - HH Indicator	2,223,150	12,716,830
★ Computer Owners - Modeled Select		Call for counts
DOS	71,500	1,637,260
▲ IBM or Compatible	235,840	3,282,730
▲ Laser Printer	365,910	2,141,630
Macintosh/Apple	21,580	491,130
Microsoft Network	36,060	85,140
▲ Modem	615,470	3,152,410
OS/2	9,690	101,090
Other	235,940	1,688,100
Pentium	222,960	858,900
Planning to Buy PC-Related Products	363,000	1,220,000
▲ Windows	248,160	2,189,240
Windows 98	289,860	336,670

## Online (Base: \$80.00/M self-reported / \$60/M modeled - includes 1 select)

America Online	141,930	517,340
CompuServe	15,400	135,510
★ Online - HH Indicator	688,100	2,070,000
★ Online - Modeled Select		Call for counts
Prodigy	13,260	161,020
★ Purchase via Online - HH Indicator	376,440	528,830

## Electronics (Base: \$75.00/M self-reported / \$60/M modeled - includes 1 select)

Beeper/Pager	50,440	1,174,490
★ Cellular/Mobile Phone - HH Indicator	889,220	4,335,360
★ Communication & Connectivity - HH Indicator	1,375,180	9,601,150
▲ Compact Disc Player	484,590	6,004,180
Fax Machine	35,130	641,280
★ Hi-Tech - HH Indicator	1,347,300	9,144,310
★ Hi-Tech - Modeled Select		Call for counts
Laser Disc Player	19,590	395,450
▲ Video Camera	584,940	3,072,650

# SpecialtyCategories

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## CONTACT LENS WEARERS (Base \$100.00/M includes 1 select)

	6 Month Hotline	Total File
Disposable	121,430	774,060
Hard Contacts	48,650	424,930
▲ Soft Contacts	208,370	2,145,030

## DIET TYPE (Base \$100.00/M includes 1 select)

High Fiber	82,120	1,700,420
Low Cholesterol	216,270	1,311,290
Low Fat	260,150	1,858,460
Low Sodium	153,110	998,230
Low Sugar	160,780	1,029,750

## DRESS SIZE (Base \$65.00/M includes 1 select)

Half size	26,310	387,430
Misses	382,250	4,159,770
Petite	206,500	2,185,850
Women's	274,020	3,238,98
16 +	66,970	467,280

## LIFESTAGE EVENTS (Base \$100.00/M includes 1 select)

### Has Occurred

Applying for a Home Equity Loan	1,580	18,140
Applying for a Home Loan	42,310	154,770
Applying for a New Mortgage	47,730	208,360
Buying a Home	76,250	361,760
Getting Married	72,830	384,170
Major Home Improvement	143,920	630,030
Moving	95,250	571,810
New Vehicle Lease	8,350	114,410
New Vehicle Purchase	49,480	612,080
Refinancing Current Mortgage	47,420	197,030
Retiring	114,420	340,600
Starting a Business	38,070	211,410

### Will Occur

Applying for a Home Equity Loan	1,680	32,900
Applying for a Home Loan	65,310	321,660
Applying for a New Mortgage	54,930	305,400
Buying a Home	93,890	526,900

# SpecialtyCategories

<u>Will Occur</u>	<u>6 Month Hotline</u>	<u>Total File</u>
Getting Married	65,180	401,860
Major Home Improvement	206,840	900,460
Moving	139,630	772,430
New Vehicle Lease	8,930	124,330
New Vehicle Purchase	51,970	727,870
Refinancing Current Mortgage	44,400	234,820
Retiring	57,150	200,010
Starting a Business	55,540	335,630

## **LONG DISTANCE USERS** (Base \$100.00/M includes 1 select)

### Calling Card Users

AT&T	273,070	1,512,470
MCI	65,490	323,140
Sprint	33,370	177,690
Other	129,750	566,560

### Telephone Users

AT&T	49,780	2,662,290
MCI	104,040	506,090
Sprint	56,910	274,010
Other	156,320	621,740

## **MAIL ORDER BUYERS/CONTINUITY CLUBS** (Base \$65/M includes 1 select)

### Mail Order Buyers

Athletic Equipment	106,780	732,380
Automotive Products	11,920	262,240
Books/Magazines	1,231,790	9,653,970
Books on Cassettes	25,800	688,640
Business Supplies	15,190	382,740
Checks (not bought from bank)	493,330	2,548,870
Children's Products	351,130	3,205,640
Computer Products	232,140	1,251,150
Cosmetics	264,650	2,227,730
Crafts/Hobbies	356,060	2,923,640
Financial Services	91,930	387,110
Food/Sundries	25,440	682,830
Gardening Supplies	311,860	2,183,270
▲ Gifts	2,002,480	11,908,930
Housewares/Linens	51,220	1,369,380

# SpecialtyCategories

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## Mail Order Buyers

### 6 Month Hotline

### Total File



Insurance	108,290	959,070
Jewelry	266,550	2,176,460
Housewares/Furniture	305,640	1,906,680
Mail Order Clothes Shopper	1,784,360	7,922,170
Mail Order Buyers - HH Indicator	3,035,560	21,139,480
Mail Order Buyers-Books - HH Indicator	3,185,120	22,522,660
Mail Order Buyers-Clothing - HH Indicator	1,898,490	11,919,210
Mail Order Buyers-Financial - HH Indicator	1,416,410	8,822,420
Mail Order Buyers-Gifts - HH Indicator	2,649,820	15,394,190
Mail Order Buyers-Garden - HH Indicator	922,150	5,511,460
Mail Order Buyers-Jewelry - HH Indicator	301,740	2,721,850
Mail Order Buyers-Music & Video - HH Indicator	628,090	5,424,870
Mail Order Multi-Buyers - HH Indicator	3,662,390	25,846,590
Men's Apparel	64,900	1,625,850
Money-Making Opportunities	2,550	87,800
Movies/Videos	494,120	2,406,160
Music CDs/Cassettes	126,020	4,139,780
Stationary/Cards	50,750	1,238,200
Vitamins/Health Products	49,460	1,174,850
Women's Apparel	169,550	4,041,320

## Mail Order Continuity Clubs-Current

Book	265,280	1,759,780
CD/Cassette/Record	282,620	2,182,470
Recipe/Garden	118,530	685,200
Video	121,060	851,880

## Mail Order Continuity Clubs-Former

Book	319,550	1,753,160
CD/Cassette/Record	301,200	1,931,530
Recipe/Garden	177,060	977,210
Video	110,440	616,560

## PRODUCT OWNERSHIP (Base \$65.00/M includes 1 select)



Children/Parenting Products - HH Indicator	736,380	5,797,740
Kitchen Aids/Small Appliances - HH Indicator	1,084,760	5,786,550
Personal Care/Beauty Care Products - HH Indicator	1,714,350	13,207,020

## SMOKERS

Please call your account representative for pricing and select options.

★ = Household Indicators    ■ = Modeled Selects    ▲ = Growing Categories