

U.S. Consumer Database

Total Universe: 230,000,000

Telephones: 53,473,538

Base Rate: \$65.00/M



visit us online at amerilist.com

Description Summary

For decades, direct marketers have been improving their ROI with AmeriList's US Consumer Database. This multi-sourced consumer database gives you the power to pinpoint your best prospect from over 230 Million US Consumers. AmeriList can help you build a better prospecting list by choosing from over 200 demographic and psychographic characteristics. You can target the people you want to reach by age, income level, gender, marital status, dwelling type and more! By marketing to your precise target audience you are guaranteed to get more mileage out of your marketing budget.

How our Data is Compiled

Our consumer data is compiled using more sources than any other compiled consumer database in the industry, including: Phone Directories, Surveys, US Census Data, Voter Registration, Product & Warranty Information, Credit Card Transactions, Mail Order Purchases, Real Estate, Magazine Subscriptions, as well as Deed & Transactional Data. This database is updated monthly to ensure quality and accuracy. This database is also processed against the USPS® National Change of Address (NCOA) system, in addition to Zip+4 coding and CASS Certification. Our Consumer Data is more than 95% deliverable... guaranteed!

Consider the Facts

- The average income in the U.S. is \$53,283
- Americans spend 33% of their annual income on housing
- The number of homes headed by people who did not graduate from high school is down 7.9%
- Americans spend 13% of their annual income on dining out
- Americans spend 5% of their annual income on entertainment
- The number of American households headed by people with bachelor's degrees are up 10.1%
- Americans spend 11% of their annual income on personal insurance
- Americans spend 3% of their annual income on apparel

Recommended Usage

Our U.S. Consumer Database is the ideal solution for credit card offers, travel agencies, retail stores, educational services, cell phone offers, car dealers, real estate agents, politicians, health services, wellness services, nutritional supplements, senior services, childcare services, sporting apparel, sporting equipment and more!

Popular Selections (for additional selections please inquire)

Individual Age	\$5.00/M	Religion	\$5.00/M	Presence of Children	\$5.00/M	Credit	\$5.00/M
HH Income	\$5.00/M	Lifestyle/Behavior	\$5.00/M	Gender	\$5.00/M	Education	\$5.00/M
Marital Status	\$5.00/M	Occupation	\$5.00/M	Ethnicity	\$5.00/M	Donor	\$5.00/M
Net Worth	\$10.00/M	Home Owner/Renter	\$10.00/M	Purchasing Power	\$10.00/M	Dwelling Type	\$10.00/M

Market Type

U.S. Consumer

List Channels

Postal, Email, Telemarketing

Source

Compiled

Output Options

Electronic, Printed

Update Cycle

Monthly

Minimum Order

Quantity: 5,000

Price: \$325.00

Net Name

Floor: 85%

Minimum Quantity: 50,000

Run Charges: \$7.00 / M

Exchanges

Please Inquire

Reuse

Please Inquire

Cancellation Charges

Please Inquire

Commission

A standard 20% broker/agency commission is extended to all trade partners

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

Sales Leads • Mailing Lists • Email Marketing • Telemarketing Lists • List Management • List Brokerage • Data Processing

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