



# Consumer National Consumer Database

**110 Million Households—220 Million Individuals**  
**Base Price \$ Per Thousand**

Includes Name, Address, City, State, Zip

Phones: \$/M

**Minimum Order: \$**

**Sources:** Nationwide has developed a multi-sourced and data-enriched consumer information product of transaction and response-driven elements that are demographically selectable for any marketing communication program from list generation to customer database enhancement. It contains actionable information on nearly 110 million households and 220 million individuals brought together "relationally" from pivotal file sources used for demographically selectable items at the individual, household and area level

**Facts: *Nationwide Consumers*** takes advantage of being processed against Nationwide' in-house Change of Address and Postal Optimization products, which are run by its own proprietary Nationwide S Certified Software. This database is updated monthly with ever growing demographic, household and individual counts. In addition to standard selections covering Exact Age, Household Income and presence of Children, Nationwide is proud to present a complementary behavioral information component that is a 60 million household subset compiled from response surveys and interactive sources. This segment will serve to complement our data enhancement and list rental services by introducing psychographic data that defines the lifestyle characteristics, behavior and product interests of individuals whose social roles, activities, hobbies and habits can be matched to a specific offer and provide insight into their purchasing likelihood. ***Nationwide Consumers*** is a comprehensive and robust data solution for target marketing services.

#### **Selection Level 1:** **\$/M**

Address Type  
Basic Ethnic Code  
Dwelling Type  
Estimated Age  
Estimated Income  
Estimated Wealth  
Gender  
Homeowner Type  
Household Composition  
Latitude  
Length of Residence  
Longitude  
Marital Status  
Median Home Value  
Median Income  
Median Years in School  
Multi Family Dwelling Unit  
Nielsen County Code  
Oldest Age at Address  
Percent Black  
Percent Hispanic  
Property Type  
Title

#### **Selection Level 2:** **\$/M**

Child Female 0-2  
Child Female 3- 5  
Child Female 6-10

#### **Selection Level 2:** **\$/M**

Child Female 11-15  
Child Female 16-17  
Child Male 0-2  
Child Male 3-5  
Child Male 6-10  
Child Male 11-15  
Child Male 16-17  
Child 0 - 2 \*  
Child 3 - 5 \*  
Child 6 - 10 \*  
Child 11 - 15 \*  
Child 16 - 17 \*  
*\*Unknown Gender*

#### **Selection Level 3:** **\$/M**

Adult Dating Services  
Apparel Interest  
Athletic Lifestyle  
Auto Interest  
Blue Chip Lifestyle  
Cable Internet Services  
College & Higher Education  
Computer Product Interests  
Country of Origin

#### **Selection Level 3:** **\$/M**

Cultural Lifestyle  
Date of Birth  
Debt Consolidation Interests  
Do-It-Yourself Lifestyle  
Domestic Lifestyle  
Estimated Home Value  
Fitness Lifestyle  
Good Life Lifestyle  
Health & Fitness Interests  
Home Improvement Interests  
Insurance Interests  
Internet User  
Investor Interests  
Language Preference  
Membership Club Interests  
Military  
Month of Birth  
Occupation  
Online Auction  
Opportunity Seeker  
Outdoors Lifestyle  
Premium Ethnic Code  
Presence of Email Address  
Religion Code  
Surveys & Sweepstakes Interests  
Technology Lifestyle  
Telecommunications SVC Interests  
Travel Interests  
Weight Loss Interests

#### **Selection Level 4:** **\$/M**

Bank Credit Card  
Finance Company Credit Card  
Gas Credit Card  
Mail Order Donor  
Mail Order Buyer  
Mail Order Responder  
Miscellaneous Credit Card  
Retail Credit Card  
Standard Specialty Credit Card  
Niches & Super Niches  
Travel Credit Card  
Upscale Retail Credit Card  
Upscale Specialty Credit Card  
(Lifestyle Clusters)

#### **Selection Level 5:** **\$/M**

Revolving Debt  
Summarized Credit Scores  
IPA (Income Producing Asset)  
Collectability Score  
**Responder Interest for:**  
Books/Magazines  
Cats  
Contributors  
Collectibles  
Computers  
Cooking  
Crafts

# NATIONWIDE CONSUMERS

## CATEGORY FIVE/PRICE LEVEL FIVE (5) (CONT'D)

### Selection Level 5:

\$/M

#### *Responder Interests For:*

Credit Cards	Health Ailments	Crafts - General	Outdoors/Boating & Sailing
Decorating	Mail Order Buyers	Crafts/Crochet	Outdoors/Camping & Hiking
Dogs	Multi-subscriber	Crafts/Knitting	Outdoors/Hunting
Do-It-Yourself	Nutrition or Diet	Crafts/Needlepoint	Outdoors/Hunting or Fishing
Finance	Sewing, Knitting, Needlework	Crafts/Quilting	Personal Finance
Gardening	Spanish Speaking	Crafts/Sewing	Personalized Items
Golf	Subscriber	Credit Card User	Pets - General
Health & Fitness	Travel	Culture/Arts	Pets/Cats
Holiday	Woodworking	Current Events	Pets/Dogs
Home Electronics	<b><i>On-Line Buyers</i></b>	Do It Yourself	Photography
Mail Order Buyers	Adult	Dollars Spent Recently	Politically Conservative
Mail Order Fashion	African American	Electronics	Politically Liberal
Music Videos	American History	Fiction	Rural/Farming
Needlework	Apparel - General	Gambling	Science
Outdoors	Apparel/Accessories	Games	Science Fiction
Quilting	Apparel/Children's	Gardening/Flowers	Seniors
Reading Books	Apparel/Mens	Gay/Lesbian	Sports Products
Sewing	Apparel Mens Fashion	Gift Giver	Sports/Baseball
Sports	Apparel/Woman's	Gourmet Foods/Cooking	Sports/Basketball
Total Mail Order Buyers	Apparel/Woman's Fashion	Grandparents	Sports/Biking
Sweepstakes	Asian	Health	Sports/Football
Travel	Auto/Auto Racing	Health/Diet	Sports/Golf
Woodworking	Auto/Trucks	Health/Fitness & Exercise	Sports/Hockey
Health Cooking & Nutrition	Automotive - General	Hightech	Sports/Running
Fitness	Aviation	Hispanic	Sports/Ski
High Tech Electronics	Bargain Seeker	History	Sports/Soccer
<b><i>Magazines For:</i></b>	Beauty	Hobbies	Sports/Swimming
Active Families	Bible/Devotional	Home Decorating/Furnishings	Sports/Tennis
Adult Health	Birds	Home Living	Stationary
Beauty & Fashion	Book Buyer	Horses	Sweepstakes Buyer
Book Buyers	Business	Humor/Comics	Tobacco User
Children's Health	Business/Home Office	Inspirational	Total Dollars Spent
Computer/Internet	Catalog Buyer	Internet	Number of Orders
Cooking	Charitable Donor	Internet Access	Travel - General
Crafts	Children/Family	Internet Buyer	Travel/Cruise
Decorating	Children/Family Teen	Magazine Subscriber	Travel/Recreational Vehicles
Do-It-Yourself or	Children/Family Young	Magazine/Book Buyer	Travel/US
Home Improvement	Collectables	Motorcycles/ATVs	TV/Movies/Video
Empty Nesters	College	Music	Wildlife/Environment
Fitness or Exercise	Computers	Nonfiction	Woman
Gardening	Continuity Buyer	Ocean/Beaches	
Gourmet/Fine Foods	Cooking	Opportunity Seeker	
		Outdoor Sports	