

EXPERIAN CONSUMER PROSPECT FILE

Whether you're marketing golf equipment or computers, kitchen appliances or commodities, success means delivering the right offer to the right audience. For that, you need to know your prospects — their interests, activities and lifestyles.

You need BehaviorBank,[®] today's leading consumer database with approximately 40 million households. BehaviorBank includes responsive consumers who have completed surveys on their leisure activities, brand preferences, computer ownership, occupations, ailments, diet and fitness, financial products, reading preferences and more.

Experian updates BehaviorBank monthly to provide larger quantities of the most relevant self-reported information on the market today. We use a variety of distribution channels, including printed surveys delivered via direct mail and online surveys.

experian[®]

Selects Available:*

Geographic Selects

City Name
County Name
CRRT
Radius
SCF
State
Zip

Suppression

Client File Suppress
Previous Order Suppress

Demographic Selects

Age
Dwelling Type
ECHV
ECHV Ranges
Estimated Income
Gender
Homeowner
Length of Residence
Marital Status
Presence of Phone
P\$YCLE Financial Markets
P\$YCLE IPA
P\$YCLE IPA Segments
P\$YCLE NE
PRIZM NE
PRIZM NE HH
Purchase Amount
Purchase Amount Ranges
Year Home Built

Behavior Bank : Self-reported consumer preferences available on back of this sheet (over) →



Total count:

40 million approx.

Base name and address: \$25/M

Sources:

Self-reported survey data

Minimum order: \$150

Extra charge for unlimited usage

Updated monthly

Suggested Applications:

- ◆ Financial programs
- ◆ Fundraising
- ◆ Insurance offers
- ◆ Publications
- ◆ Retail
- ◆ Telecommunications

TRIAX DATA, INC.
800 S. Gay St., Suite 650
Knoxville, TN 37929

TF: 888.241.9559
PH: 865.971.4333
FX: 888.240.7897

www.triaxdata.com

* Available selects are subject to change at any time at the discretion of the data owner or data provider on the MarketFox system.

Behavior Bank Indicators:*

Active Military	Communication/Connectivity
Hi-Tech Owner	Interest in Domestic Travel
Interest in Skiing	Kitchen Aids/Small Appliances
Pet Enthusiast	Upscale Households
Astrology Psychic Reading	Computers and Peripherals
Home Decorating/Furnishing	Interest in Fitness
Interest in Sports	MOB Book/Magazine
Presence of Automobile	Weight Conscious
Buys by Phone	Contributes to Charities
Home Entertainment/TV/Video	Interest in Foreign Travel
Interest in Tennis	MOB Clothes/Shoes
Presence of Credit Card	Country Music
Buys by TV	Interest in Gardening
Inactive Military	MOB Gardening
Interest in Travel	Cruise Enthusiasts
Presence of Premium Card	Interest in Gourmet Cooking
Cat Enthusiasts	MOB Gift
Interest in Automotive	Do-It-Yourselfer
Interest in Video/DVD	Interest in Music
Purchase via Online	MOB Insurance/Finance
Cell Phone	Dog Enthusiasts
Interest in Boating	Interest in Outdoors
Interest in Volunteering	MOB Jewelry/Cosmetics
Buy Through Mail	Donates to Environmental Causes
Christian Music	Interest in Photography
Interest in Clothing	MOB Multi Buyer
Internet Online/Subscriber	Golfer
Rock Music	Interest in Politics
Classical/Opera/Big Band Music	MOB Music/Video
Interest in Crafts	Grandparent
Invest in Mutual Funds/Annuities	Interest in Reading
Self Improvement	Oldies Music
Collectors	Healthy Living
Interest in Cultural Arts	Interest in Religion
Investor	Personal Care/Beauty Care
Sweepstakes/Gambling	

* Available selects are subject to change at any time at the discretion of the data owner or data provider on the MarketFox system.