

EXPERIAN CONSUMER FILE

This file includes records on approximately 215 million consumers in 110 million living units nationwide. You can demographically segment any portion of the list to reach the best prospects for your products or services.

Target people by exact age, gender, estimated income, marital status, dwelling type and a variety of other selections. The vast quantity of names on this database and its varied selection capabilities make this one of the largest and most flexible lists on the market today.

Mature consumers

Today's mature market is a fast-growing segment of our society. Our INSOURCESM consumer database includes more than 60 million consumers age 50 and over.

- ◆ 50 to 54 — more than 18 million
- ◆ 55 to 59 — more than 12 million
- ◆ 60+ — more than 31 million

Mature consumers are great prospects for travel opportunities, health and vision care services, insurance and investment offers. These active Americans often have the time and income to support humanitarian and fundraising causes. You may also wish to target higher-income living units with elderly parents for cooking, housecleaning and lawn-care services.

experian®

Selects Available:*

Geographic Selects:

City Name
County Name
CRRT
Radius
SCF
State
Zip

Demographic Selects:

Age
Dwelling Type
ECHV
Estimated Income
Exact Age
Gender
Homeowner
Length of Residence
Marital Status
Presence of Phone
Year Home Built

Suppression:

Client File Suppress
Previous Order Suppress



Total count:

215 million approx.

Base name and address: \$25/M

Source: Public records

Minimum order: \$150

Extra charge for unlimited usage

Updated monthly

Consumer Market Segments:

- ◆ Affluent Living Units
- ◆ Homeowners
- ◆ Married
- ◆ Mature Couples

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