



ConsumerVision Plus

Metered Consumer Database



110 Million Households—220 Million Individuals
Base Price *See Your Sales Representative for Pricing
 Includes Name, Address, City, State, Zip
 Phones: *Included

ConsumerVision Plus takes advantage of our Multi-Sourced ConsumerVision database and provides it to you in a **"Metered"** mailing list product allowing you to "Pre-Pay" for your list and use them as needed. Talk to your sales representative for pricing and details.

Sources: CAS has developed a multi-sourced and data-enriched consumer information product of transaction and response-driven elements. It contains actionable information on nearly 100 million households and 210 million individuals brought together "relationally" from pivotal file sources used for demographically selectable items at the individual, household and area level.

Facts: **ConsumerVision Plus** takes advantage of being processed against CAS' in-house Change of Address and Postal Optimization products, which are run by its own proprietary CASS 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, CAS 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.

ConsumerVision Plus is a comprehensive and robust data solution for targeted marketing services.

Selection Level 1: \$ 0./M—Included

Address Type
 Dwelling Type
 Estimated Age
 Estimated Income
 Estimated Wealth
 Ethnic Code
 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
 Oldest Age at Address
 Percent Black
 Percent Hispanic
 Property Type
 Title

Selection Level 2: \$ 0./M—Included

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

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
 Exact Age
 Nielsen County Code
 Number of Children
 Occupation Type
 Presence of Children

Selection Level 3: \$ *TBD

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

Level 3 Continued : \$ *TBD

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

Selection Level 4: \$ *TBD

Bank Credit Card
 Finance Company Credit Card
 Gas Credit Card
 Mail Donor
 Mail Order Buyer
 Mail Order Responder
 Miscellaneous Credit Card
 Retail Credit Card
 Standard Specialty Credit Card
 Travel Credit Card
 Upscale Retail Credit Card
 Upscale Specialty Credit Card

Selection Level 5: \$ *TBD

Revolving Debt
 Summarized Credit Score
 Collectability Score
 Income Producing Asset

Output Media:

Email	\$25.00
FTP	\$25.00
Cartridge	\$25.00
CD-ROM	\$40.00
Diskette	\$25.00

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