AD-A262 754

HOSPITALITY MARKETING
656 Munras Avenue
Monterey, CA 93940

FINAL REPORT

Utilization of National Databases for Investigation of Unexplained Affluence

by

Michelle Heuer

DTIC
DEC 0 5 1993

April 1992

Prepared for:

Defense Personnel Security Research Center

Under the

Office of Naval Research
N00014-91-M-0251

Approved for Public Distribution: Distribution Unlimited

93 4 02 122

93-06963

SECURITY CLASSIFICATION OF THIS PAGE

REPORT DOCUMENTATION PAGE

1a REPORT SECURITY CLASSIFICATION	
2a SECURITY CLASSIFICATION AUTHORITY	
2b DECLASSIFICATION/DOWNGRADING SCHEDULE	
4 PERFORMING ORGANIZATION REPORT NUMBER(S)	
6a NAME OF PERFORMING ORGANIZATION: Hospitality Marketing Assoc.	6b OFFICE SYMBOL (If applicable)
6c ADDRESS (City, State, and ZIP Code): 656 Munras Avenue, Monterey, CA 93940	7a NAME OF MONITORING ORGANIZATION: Defense Personnel Security Research Center
	7b ADDRESS (City, State, and ZIP Code): 99 Pacific Street, Building 455, Suite E, Monterey, CA 93940
8a NAME OF FUNDING/SPONSORING ORGANIZATION	8b OFFICE SYMBOL (If applicable)
8c ADDRESS (City, State, and ZIP Code)	10 SOURCE OF FUNDING NUMBERS: PROGRAM ELEMENT NO. / PROJECT NO. / TASK NO. / WORK UNIT ACCESSION NO.

11 TITLE (Include Security Classification)
Utilization of National Databases for Investigation of Unexplained Affluence

12 PERSONAL AUTHOR(S)
Michelle Heuer

13a TYPE OF REPORT	13b TIME COVERED	14 DATE OF REPORT (Year, Month, Day)	15 PAGE COUNT
Technical Report	FROM ____ TO ____	1992, April 10	120

16 SUPPLEMENTARY NOTATION

17 COSATI CODES		
FIELD	GROUP	SUB-GROUP

18 SUBJECT TERMS (Continue on reverse if necessary and identify by block number)
Databases; databanks; unexplained affluence; mail lists; list companies

19 ABSTRACT (Continue on reverse if necessary and identify by block number)

The Defense Personnel Security Research and Education Center (PERSEREC) sponsored a research effort to investigate the possibility of utilizing national mailing lists databases for determination of potential instances of unexplained affluence. Interviews were conducted with list providers throughout the country. Based on these interviews, as well as information collected through other means, sources for information which could be utilized to identify unexplained affluence were identified. After sources were identified, the methodology for use of the information was explored and a series of recommendations were provided.

20 DISTRIBUTION/AVAILABILITY OF ABSTRACT: ☒ UNCLASSIFIED/UNLIMITED ☐ SAME AS RPT ☐ DTIC USERS	21 ABSTRACT SECURITY CLASSIFICATION: UNCLASSIFIED
22a NAME OF RESPONSIBLE INDIVIDUAL: ROGER P. DENK, Director, PERSEREC	22b TELEPHONE (Include Area Code): (408) 646-2448

DD Form 1473, JUN 86 *Previous editions are obsolete* S/N 0102-LF-014-6603

PREFACE

As a specialized list broker and direct marketer, the author of this report viewed this research project as a very straight forward data collecting and presenting process. To the author's surprise, collecting ALL the desired information was not an easy task, and at times seemed impossible. However, after experimenting with various information gathering methods and techniques, most information was eventually collected from either top management company personnel and/or company owners of mailing list firms.

The reader may find that certain assumptions contained herein will at times be unsubstantiated. This is due to the promise of confidentiality made to those individuals who took the time to share, investigate and respond to my non-standard information requests. Many would not divulge any additional information until I established a platform of credibility and confidentiality. Should a second phase of research be considered by PERSEREC, I am confident that these same individuals will be of invaluable assistance in the next phase of data collection and/or establishment of data sharing methods.

I would like to thank all those companies who took the time and effort to provide formal written responses to my questionnaire, in addition to responding to the many follow-up phone calls. In addition, I would like to thank PERSEREC for selecting Hospitality Marketing Associates to conduct this preliminary research.

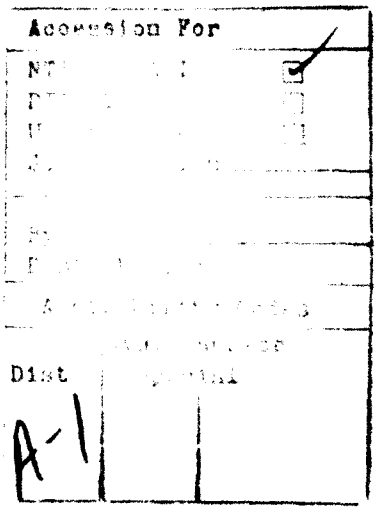

TABLE OF CONTENTS

I. **INTRODUCTION**

II. **METHODS OF COMPILATION**
- A. Compiled Lists
- B. Response Lists
- C. Databank Sources & Methods of Compilation

III. **PRIMARY DATABANK RESOURCES**
- A. Speciality Lists
- B. Demographic Lists

IV. **SUGGESTED USES OF INFORMATION**
- A. Purchasing/Renting
- B. Timesharing
- C. Appending
- D. Pilot Program

V. **EXECUTIVE SUMMARY**

VI. **DATABANK LIBRARY**

I. INTRODUCTION

The purpose of this research was to explore the applicability of utilizing national list databanks for personnel security research. In particular, the use was to focus on new methods of identifying unexplained affluence. This report explores the world of national list databanks and sets forth potential uses of these databanks for highlighting unexplained affluence for individuals.

Many national databases containing demographic and life-style information on millions of Americans have been developed to serve the various needs of market researchers and direct mail marketing agencies. There are thousands of lists available that cover every conceivable market you might be interested in reaching. Within each list, there are segments that can be selected on the basis of geographic, demographic, behavioral, psychographic, and other discriminants; such as age, income, gender, and tastes. Proper correlation of this information allows for tremendous precision in targeting individuals. Identifying individuals with a high level of discretionary income is of great interest to direct mail marketers.

To date, these databases have not been exploited as sources of information for personnel security investigations, but the potential to do so certainly exists. In particular, there appears to be a strong potential for correlating information from these databases with information on incomes known to the U.S. Government in order to identify individuals whose, investments or life-style may indicate "unexplained affluence." The research

conducted and presented in this report identifies, summarizes and evaluates databases that could possibly be used in conjunction with current security investigation methods. The databases highlighted are those which contain information relevant to determining individual unexplained affluence. The ability to cross reference available national databases to government files would open up an entirely new approach to security investigation.

This preliminary research suggests options for using the data base information. It does not discuss the many steps necessary to institute a pilot program utilizing these data bases, nor does it provide cost estimates to initiate such a program.

II. METHODS OF COMPILATION

The writer of this report, as a national/international mail list broker, has access to a variety of national consumer databanks. Our research involved investigating two different types of list companies: Compiled List Databanks and Response List Databanks. The following definitions explain the difference between a compiled and response list databank.

A. Compiled List Databank

These databanks collect information on a broad cross section of the public from sources such as white page telephone directories, classified telephone directories, business and industrial directories, professional association membership rosters, automobile registrations, driver license files, city/state/government information, and census data information. What dramatically differentiates compiled from response lists, is that there is no indication of previous willingness to subscribe, buy, donate or otherwise respond by mail.

These lists provide an excellent source of expanded coverage of market areas, including certain psychographic and demographic characteristics as well as large quantities of names in precise categories not available in response lists. These lists would have a high probability of containing the names of target individuals and would provide a complete demographic snap shot of the target individual. This information could then be compared against information obtained from other means as well as from other types of lists. The world of compiled lists is vast, ranging from hundreds of names to millions of names.

B. Response List Database

This type of databank is often called "mail-order list" or "buyers list." Such databases include every conceivable classification of a consumer's previous response to a direct marketing offer. The names can be those of buyers, subscribers, inquirers, donors, members or depositors. They represent every conceivable area of human interest.

Response lists are an especially valuable resource to assist in determining unexplained affluence. These lists contain the names of individuals who have responded to specific types of offerings. These offerings could be for high risk investments, get rich quick schemes, or other interests which may fit the profile of an individual with unexplained affluence.

C. Databank Sources & Methods of Compilation

Most national companies who sell compiled mailing lists use similar compilation methods and/or "overlay" lists, usually using identical list generation companies (i.e. census data, credit bureaus etc.) Large and small mailing list companies begin to differentiate themselves mainly through the development of response lists, even though proprietary list management techniques and other add-on marketing services also help differentiate one company from another. Adding on consumer response information to their existing national demographic lists makes their lists extremely valuable to marketers. Those smaller companies who cannot compete with the national compiled list companies compete very well by becoming

"specialized" in compiling the most unusual of response lists, thus building a reputation in the world of response lists. The trend in marketing has become increasingly "target" oriented, so the smaller companies in some respects have rivaled the larger list compilers during recent years. However, the larger companies have been quick to react, and most are now offering a combination of response and compiled lists, with a staggering amount of choices available for list brokers and purchasers.

The acquisition and compilation of response list information is an extremely competitive area amongst list companies. The process of acquiring response list information is quite complex, and includes utilizing a variety of methods such as buying, selling, trading, renting, investigating and WHATEVER other creative means available... sometimes methods which may even be considered border-line legal. Most list transactions are on a one-time rental basis. Lists can be purchased outright, but that requires special negotiations and certain conditions; it is not normally done.

Consumer protection and rights of usage are quickly becoming issues in many states. Some states have banned the right of list companies to sell DMV individual registration information. During the consideration of the Privacy Act of 1974, privacy rights as they relate to direct mail became a concern of Congress. Congress decided against including restrictions on mailing lists in the act because of the Direct Marketers Association Mail Preference Service for Consumers, which gives consumers the opportunity of being "delisted"." The Direct

Marketing Association is the primary trade association for direct marketers, providing strict guidelines for participating members.

Many companies (magazine publications and department stores), have promised their clientele that use of their names would be strictly proprietary, that their names would not be sold to anyone. However, this is NOT the norm, and most companies take full advantage of the economic advantages of marketing their customer lists.

The topic of confidentiality in the United States will most likely become an increasingly important issue in the future, limiting accessibility to high profile lists in particular. List compilation & sales, and list brokering for the time being in this country is quite sophisticated, and most definitely has a momentum of its own. Reversing current techniques of information gathering will require organization and efforts of a strong lobbying group, which will take time.

International list development (i.e. Canadian & Japanese) still is in the developmental stages for the most part, and surprisingly good information is accessible to those marketers/brokers who know who to contact. Utilizing international list information for purposes of security investigations may eventually be worth consideration, in particular for those individuals who may intentionally be investing and spending discretionary income outside the United States.

III. PRIMARY DATABANK RESOURCES

The primary databank resources can be broken up into two categories based upon their specific application to personnel security research. The two categories are Specialty Lists and Demographic Lists.

A. SPECIALTY LISTS

Specialty lists are lists which could be utilized to identify individuals with unexplained affluence. These lists can be either response or compiled lists and focus on items such investment types, high ticket item purchases or other things which may point to unexplained affluence. The following are the companies which offer these lists.

1) Aetna National List Company

Aetna National List Company offers a wide variety of "Investor" lists. These listings cover a wide range of potential areas of unexplained affluence. The following are the areas of particular interest, included are the number of records found in each category.

Short Term - High Yield Financial Paper Investors
Includes: corporate notes, municipal paper & short term C.D.'s (207,000)

Option Buyers, Sellers & Inquirers
Puts & Calls (79,000)

Pure Commodity Futures Traders (27,000)

Commodity Futures Buyers, Sellers & Inquirers
60% buyers, different from above (107,000)

Gamblers: Most take junkets to Las Vegas, Atlantic City, London or the Bahamas, some buy system books. (92,000)

People with large deposits in savings accounts (76,000)

Cattle & New Movie Investors (42,000)

Limited Partnership Investors (172,000)

Diamond Buyers & Inquirers, 60% buyers (61,000)

Swiss Franc Insurance Annuity Buyers & Inquirers (47,000)

Gold & Silver Bullion Buyers & Inquirers (93,000)

Krugerrand Buyers & Inquirers (47,000)

Hard Currency Buyers & Inquirers (105,000)

High risk stock buyers (31,000)

2) American Business Lists

American Business Lists has two types of lists which may be of use. The first type of list are buyers of high ticket items, the second type are opportunity seekers.

High ticket items:

Aircraft Owners: this list can be selected by type of aircraft and is compiled from FAA information. It has 284,449 records.

Boat/Yacht Owners: this list is compiled from marine radio license information and has 477,741 records.

Car Owners: this list contains all car owners, however you are able to select by make and model, thus owners of big ticket luxury or sports cars could be determined. This list has 60 million records.

Opportunity Seekers: this is a list of people who have profiled to be good prospects for multi-level marketing or income enhancement ideas and has 374,924 records.

3) American Direct Marketing Services Inc.

American Direct Marketing Services compiles primarily investor lists and has a number of lists which could be utilized to spot unexplained affluence the are as follows:

American Investors Master File: This is a file of individuals who have invested in oil & gas participations, real estate ventures, stocks & bonds, income producing properties and business limited partnerships. It contains 708,243 records.

Tax Shelter Investors: This listing can be selected by Oil & Gas Investors, Real Estate Investors and Miscellaneous Tax Shelters. It has 405,196 records which are compiled via direct mail, customer files and public information.

Hard Asset Investors: These are individuals who are active in the worlds of gold, silver, precious metals, stamps, coins and other hard assets. It is compiled via direct mail and has 138,241 records.

Big Dollar Investors: These are individuals who made a single investment of $2,500+, $10,000+, $25,000+ or $50,000+. This list is compiled via direct mail, customer files and public information and has 608,922 records.

In addition to investor lists American Direct has a list of aircraft owners which is compiled from official government records. This list can be segregated by method of ownership and has 242,342 records.

4) Boyd's City Dispatch

Boyd's has a number of lists which could be of assistance. In particular they have listings of Super Affluent and Millionaires, however, we have been unable to verify the methodology used to classify these individuals and thus do not recommend them. They also have a listing of yacht and aircraft owners which could be utilized.

5) Gale Research Inc.

Gale Research offers a wide variety of lists, however, only one of which would be helpful in determining unexplained affluence. They have a list of 46,000 wealthy Americans compiled from "Who's Wealthy in America". It is compiled of people who make political contributions, own stock and buy high ticket products. Specific selections of relevance and the number of records is as follows:

Limited Partnerships	(26,367)
Private Aircraft Owners	(6,043)
Yacht Owners	(3,546)
Rolls Royce Owners	(803)
Art Collectors	(222)
Horse Owners	(408)

6) The ListMaster

The ListMaster specializes in California lists and has one in particular which could be useful. They have a listing of all California property owners and it can be segmented by income property, multi-property owners and can trace the property market and assessed values. Furthermore, length of ownership is also available.

7) Marketry Inc.

Marketry Inc. has listings of yacht and aircraft owners. The yacht owner list contains 570,533 records and you are able to select by the size of the boat. The aircraft owner list has 121,269 individual owners.

8) PCS Mailing List Company

PCS has a variety of list of use in this project they tend to center around owners of high ticket items but include investors as well. The following is a summary of those lists:

Airplane Owners	(59,436)
Antique Auto Owners	(30,315)
Documented Vessel Owners	(40,316)
Gamblers	(4,951)
Horse Breeders	(10,887)
Tax Shelter Investors	(62,846)
Yacht Owners	(15,990)

9) W.S. Ponton Inc.

Ponton has a variety of investor lists. Their investor master file contains over 11 million records and can be segmented in a number of ways. This list can be selected in income ranges beginning at $65,000+ and going up to $250,000+, in addition investors who invest in multiple forms can be targeted.

In addition to the investor master file they also have lists of speculative type investors. The following is a breakdown of this type of list:

Commodity Futures	(742,000)
Diamond & Semi-Precious stones	(78,000)
Foreign Bond Funds	(12,000)
Gold & Silver Bullion	(758,000)
Hard Currency	(521,000)
High-Technology Stocks	(31,000)
Oil & Gas	(615,000)
Option Buyers/Sellers	(408,000)
Short Sellers	(262,000)

In addition to investor lists Ponton also has a variety of gambler lists available. They are as follows:

Casino credit rated gamblers, they are mostly in the East and can include the credit rating	(92,000)

Football Pool Betting	(60,000)
Gamblers who take junkets to Las Vegas, Atlantic City, Aruba, Monte Carlo, London or the Bahamas, some are systems buyers and follow the horses	(178,000)
Horse racing systems buyers, inquirers & prospects	(36,000)
Sports touting service buyers, inquirers & prospects	(48,000)

Ponton also has other wealthy individual lists which encompass the following:

Affluent horse club members	(32,500)
Arabian horse owners	(29,600)
Antique automobile owners	(34,000)
Luxury car owners, select by car type	(3,402,000)
Private pilots who own aircraft	(53,000)
Yacht owners, select by length	(102,000)

10) Southern List Company

Southern List is a company which specializes in Florida lists, their list can has two selections which could be us use. You are able to select boat owners by type and length as well as auto owners by model and year. This company would only be of use is you had a large number of prospects from Florida.

11) Alvin B. Zeller Mailing Lists

The lists provided by Zeller which would be of use center around the purchasers of big ticket items. In addition they have two response lists which may be of use. The following is what they have available:

Yacht Owners, individuals, can be selected by size and power	(107,159)
Aircraft Owners, select by type of aircraft	(162,631)

Exotic Car Owners, select by make and model, information not available for AK, AR, CT, GA, HI, IN, KS, MD, NJ, NM, OK, OR, PA, RI, VA, WA, WY. (12,766,593)

Response Lists: Silver & Gold Report (26,000), International Coin & Currency (148,000)

SPECIALTY LISTS

	Aetna	Am	Am Dir	Boyds	Gale	List Mast	Mktry	PCS	Ponton	South	Zeller
Gamblers	X							X	X		
Airplane Owners		X	X	X	X		X	X	X		X
Yacht Owners		X		X	X		X	X	X	X	X
Exotic Cars		X			X			X	X	X	X
Commodities	X								X		
Cattle/Movies	X										
Diamonds/Gems	X								X		
Gold/Silver	X								X		X
Hard Currency	X								X		X
Option Buyers	X								X		
Ltd Partnerships	X				X						
Opportunity Seekers		X									
Tax Shelters			X					X			
Hard Assets			X								
Big $ Investors			X								
Art					X						
Horses					X			X	X		
Property						X					
Foreign Bnds/Insurance	X								X		
Oil & Gas									X		

B. DEMOGRAPHIC LISTS

Demographic lists are lists of individuals which contain a wealth of demographic data concerning the individual. The demographic data of particular relevance to this project are estimated income, home value as well as highlighting owners of multiple properties. This data would give the researcher a financial profile of the applicant which could be compared against information collected from other means. The following are companies which offer this type of list as well as the relevant information they contain.

1) Aetna National List Company

Aetna's database of individuals contains approximately 4 million records. The list includes wealth ratings.

2) American Business Lists

Their list contains over 78 million households. Home value is captured in a range of 0 to $150,000, income is in five thousand dollar increments with the top category being $100,000.

3) Americalists

This list is compiled from the Criss+Cross directories and contains income information.

4) Boyd's City Dispatch

This firm has a series of lists which would provide the required information. Their affluent lists contain individuals with estimated incomes of $50,000+ as well as $100,000+. In addition their homeowner file contains complete real estate information including purchase price and size of mortgage.

5) A. Caldwell List Company

Their listing of American households contains over 80 million records and contains tthe estimated household income.

6) Compilers Plus

This list contains in excess of 80 million records and includes estimated income.

7) Database America

This company's consumer file contains information on over 145 million individuals and 81 million households. In addition to a wealth of other demographic information it also contains income. They also have a homeowners file of 26 million homeowners. This file contains the mortgage amount as well as other real estate information.

8) The Listmaster

This company specializes in California lists. Their property owner list contains information on over 4 million owner occupied California homes as well as information on almost 2 million income property owners. Specific information available includes income, property assessed value, multi-property owners as well as property market value.

9) Metromail

Their national consumer database contains in excess of 133 million records. In addition to numerous life style characteristics the list contains the estimated household income.

10) NDL

The Lifestyle Selector, the name of their list, contains over 25 million records and is compiled from the purchasers of major consumer products. This list contains extensive information on lifestyle characteristics and also contains income information with the top category being $100,000+.

11) PCS Mailing List Company

PCS's list is 100% compiled and contains information on 80 million households. This list contains estimates of household income as well as the income of the head of household.

12) R.L. Polk & Company

This company which is the largest mail list company in the world has a household list with information on over 77 million households and includes estimated household income.

13) W.S. Ponton Inc.

They have two lists which contain the relevant information. The first list has information on over 77 million homeowners and includes approximate income as well as net worth. The second list is a list of over 5 million individuals with high incomes and equity in their homes as well as a sub-group of expensive homes.

14) Prudential Mail Marketing Inc.

Their household database contains in excess of 70 million records and contains income information.

15) Southern List Company

This company specializes in Florida lists. Their list contains information on income as well as assessed value of their house and tthe year of it's purchase.

16) TRW Marketing Services Division

TRW has a number of lists which contain information which could be of use. Their Consumer Database contains over 163 million records compiled from public records. This list contains household income. Their Financial Lifestyle Database contains over 124 million records and is compiled from TRW consumer data as well as public records. It too contains estimated household income. The Homeownersplus Database contains almost 9 million records and is compiled from public deed records. This list contains sale price of home, purchase loan amount, equity/refinance loan amount, LTV ratio, as well as residing status and estimated household income.

17) Alvin B. Zeller Mailing Lists

Their mailing list of residents contains 83 million records. Income information starts at $15,000 and is available in $2,000 increments up to $125,000+. Home value is also available with a top end of $250,000+.

	Income	Home Value Mortgage	Multiple Properties
Aetna	X		
Am. Business Lists	X 100,000	X 150,000	
Americalists	X		
Boyds	X 100,000	X	
Caldwell	X 75,000		
Compilers Plus	X 75,000		
Database America	X 75,000+	X 250,000	
The Listmaster	X	X	X
Metromail	X 75,000+		
NDL	X 100,000+		
PCS	X		
Polk	X 75,000+		
Ponton	X	X	
Prudential	X 50,000+		
Southern	X	X	
TRW	X 120,000	X	
Zeller	X 125,000+	X 250,000	

IV. SUGGESTED USES OF INFORMATION

Through preliminary discussions with list compilers, there seem to be two possible areas to consider in terms of PERSEREC gaining access and utilizing mailing list information: purchasing the data and/or database timesharing. However, when considering possible ways to acquire use of database information, it is necessary to differentiate between large national companies and smaller specialized firms.

A. PURCHASE LISTS

Purchasing of mailing list information, is possible, however, not the most advantageous of the choices in terms of utilizing databases provided by the larger companies such as MetroMail, Polk or TRW. Negotiations for such a purchase would be very difficult, and most likely cost prohibitive. There are also exists the problem of "updating" informational lists, which would would need to be done on a continual basis ensuring the credibility and validation of the mailing list. When you are looking at the task of updating over 8 million records, this becomes quite complex.

However, with the smaller, more specialized list companies who have lists totaling anywhere from 100-10,000 names on gamblers, yacht owners etc., list purchasing may be the only and most cost effective way to go. The smaller companies are simply not technically equipped to consider any other method of selling information.

Most list company owners are wary of selling their lists. Selling versus renting are two very distinct options. Renting a mailing list for a one time use is the norm, and the reason mailing list companies generate income. Selling the information for unlimited use, and securing annual updates on specific files, COULD happen. Fairly complex negotiations would have to take place, covering issues of intended use, frequency and methods of updating etc. The fact that direct marketing of their list would NOT take place by PERSEREC, certainly takes care of one of the primary issues to address if the information was required to be purchased. For that matter, many companies would rent the list on diskette, and since the information would never be used for direct marketing, this issue becomes void. It would be a case-by-case scenario in terms of acquiring smaller lists.

Purchasing smaller lists for utilization of in-house cross referencing would entail careful evaluation of sources used in compilation. For example, only one source potentially would be used for private plane owners, versus, perhaps various sources of gamblers and investment lists.

B. TIMESHARING

Timesharing, on the other hand could is a very interesting option. This would include tapping directly into the mainframes of larger list compilers. This option is already available with some companies, and certainly negotiable with others. This would entail entering into a companies mainframe

via modem, and manipulating the information as needed. You are billed only for the time you spent on-line, and the other end does not have any way of determining what information you utilized, only how long you were on-line. Currently, the list company provides you with the software, which is a standard program which allows a pre-determined set of menu's allowing the client to run counts, special sort's, labels, listings, disk downloading, etc.

For this option to work for PERSEREC, specialized programming would have to be completed to ensure the ability to transport information to a usable format to conduct cross-referencing on PERSEREC computer systems. The mechanics of how it would work is a separate issue requiring much more advanced research. However, the methodology of having direct access to the information, yet ensuring confidentiality, is an option and worth further exploration. Per my preliminary discussions with company owners, negotiating a contract of this nature and size would be a project they would be highly interested in exploring further.

C. APPENDING LISTS

Having the list company append information to PERSEREC files is a third option worth consideration. The author frequently uses this method for conducting research analysis using Guest History records for hotels and resorts. Only a disk containing names and addresses is provided to the list company, and the list company appends all demographic & lifestyle information to the records where direct matches are found. The disk

containing all the enhanced information is returned to author, and all analysis is then completed. Many times additional cross-referencing is done with in-house lists owned by the author.

For PERSEREC purposes, the author theoretically could be used as a third party submitting the names and addresses for appending to the list company. The list company has no idea who the client is, nor the relevance of the names being submitted for matching. Once the disk is returned to the author (containing appended information from the larger list companies), we would in turn provide directly to PERSEREC for to conduct analysis, and or analysis completed by the author. Smaller list files (gambling, stocks, etc.) could be pre-purchased by PERSEREC, with the author maintaining and cross-referencing PERSEREC files through an additional level of data. This option, combined with purchasing of smaller files, would be by far the most effective option for consideration. It also would be the most cost-effective solution, guaranteeing speed and confidentiality of information.

D. PILOT PROGRAM

Theoretically, the simplest method to utilize for a pilot program would be appending national data base information to a pre-determined number of government name and address records. The procedure for this would include PERSEREC providing the author with names and addresses on a disk (if complete data records were provided, only names and addresses of individuals

would be sent out). The disks would then be sent out under the author's cover to list compilers to be appended with demographic/specialty list information, then returned to the author. The author could then perform analysis for PERSEREC (additional records information would have to be provided by PERSEREC), and/or returned to PERSEREC for analysis.

Timesharing, used in combination with specialty list purchasing, is certainly another viable solution. This would enable PERSEREC or an outside research company to manipulate information confidentially. However, as already stated, the mechanics of making this solution work would be more complex in terms of implementation.

V. EXECUTIVE SUMMARY

The purpose of this research was to explore the applicability of utilizing national list databanks for personnel security research. In particular, the use was to focus on new methods of identifying unexplained affluence. This report explores the world of national list databanks and sets forth potential uses of these databanks for highlighting unexplained affluence for individuals.

To date, national databases have not been exploited as sources of information for personnel security investigations, but the potential to do so certainly exists. In particular, there appears to be a strong potential for correlating information from these databases with information on income known to the U.S. Government in order to identify individuals whose purchases, investments or life-style may indicate "unexplained affluence."

The research completed clearly points to the possibility of using national mailing list as another resource to enhance existing security investigative methods. It can be done. Both response and compiled lists contain relevant demographic and lifestyle information, which when cross-referenced with already existing information on security investigation files. Results would potentially point to inconsistency of information, and in some cases potentially reveal "unexplained affluence." The most effective use in terms of ensuring the highest degree of records match rate, in addition to yielding the best analytic

information, would be utilizing compiled and response list information simultaneously.

The next step would entail development of a pilot program, in addition to getting approvals from list companies for intended uses of database information, setting up procedures and methods for further conducting analysis for ascertaining unexplained affluence on security records.

* * *

GLOSSARY
(A - N)

-A-

Aetna National List Company
American Bar Association
American Business Lists
American Direct Marketing Services Inc.
Americalist
American Student List Company

-B-

Boyd's City Dispatch

-C-

Caldwell A. List Company
Compilers Plus, Inc.

-D-

Database America Companies
DMS Incorporated
Dunhill International List Company
Dun's Marketing Services

-G-

Gale Research Inc.
B.J. Hunter Directories
The Listmaster

-L-

Marketry Inc.
Metromail

-N-

National Demographics & Lifestyles (NDL)

GLOSSARY
(P - Z)

-P-

PCS Mailing List Company

-R-

R. L. Polk & Company
The Rich List

-S-

Senior Citizens Unlimited
Southern List Company

-T-

TRW Marketing Services Division

-W-

W. S. Ponton Inc.
Prudential Mail Marketing Inc.

-Z-

Alvin B. Zeller Mailing Lists

AETNA NATIONAL LIST COMPANY

ADDRESS: 7132 North Harlem Ave.
Suite 103
Chicago, IL 60631

TELEPHONE: 800-621-2392

OFFICE LOCATIONS: Chicago, IL

LIST CATEGORIES: Residential & Business

COVERAGE: National

FORMATS AVAILABLE:

Chesire Labels	Pressure sensitive labels
Magnetic Tape	Diskette

LIST NAME: Business List

TYPE: Compiled

UPDATE RATE: Continuous

SELECTIONS AVAILABLE:

SIC Code	Sales
Employee size	Executive by name
Telephone number	Key coding
Title addressing	

LIST NAME: Residents

NUMBER OF RECORDS: 72 Million

SELECTIONS AVAILABLE:

Dwelling type	Wealth ratings
Phone numbers	

AETNA - Continued

LIST NAME: Investors

NUMBER OF RECORDS: 3,918,000

SELECTIONS AVAILABLE:

High Grade Multi-Investors 1,181,000
Names on 5 or more lists, net worth well over $350,000

High Grade Multi-Investors 894,500
Names on 3 or more lists, net worth well over $250,000

Lower Grade Multi-Investors 918,000
Names on 2 or more lists, net worth of $100,000+

Investors who Purchased Tax Exempt Muni Bonds 392,000

Millionaires who have taken risks 48,000

Money Market Fund Buyers & Inquirers 192,000
70% buyers

Short Term-High Yield Financial Paper Investors 207,000
Includes corporate notes, municipal paper & short term C.D.'s

Option Buyers/Sellers & Inquirers 69,000
Puts & Calls

Pure Commodity Futures Traders 27,000
Very sophisticated

Commodity Futures Buyers/Sellers & Inquirers 107,000
A different brokerage than above-60% buyers

Commodity Service & Magazine Subscribers 7,000

Gamblers 92,000
Most take junkets to Las Vegas, Atlantic City, London or the Bahamas, some buy system books.

Millionaires, almost but not quite 295,000
net worth 750,000+

People with Large Deposits in Savings Accts 76,000

Cattle & New Movie Investors 42,000

AETNA - Continued

Limited Partnership Investors	172,000	
Buyers of Mutual Funds (Load)	278,000	
Buyers of Mutual Funds (No Load)	110,000	
Diamond Buyers & Inquirers (60% buyers)	61,000	
Swiss Franc Insurance Annuity Buyers & Inquirers		47,000
Gold & Silver Bullion Buyers & Inquirers		93,000
Krugerrand Buyers & Inquirers	47,000	
Hard Currency Buyers & Inquirers	105,000	
Investors who are known art lovers, collectors & contributors	58,000	
Gambling stock buyers	31,000	
Short Sellers	72,000	
Tax Exempt Money Market Fund Buyers & Inquirers 70% buyers		139,000

LIST NAME: Senior Citizens

NUMBER OF RECORDS: 26 Million

SELECTIONS AVAILABLE:

Age Sex
Sectional center

LIST NAME: Newlyweds

NUMBER OF RECORDS: 550,000

UPDATE RATE: 45,000 new per month

AETNA - Continued

LIST NAME: High School Students

NUMBER OF RECORDS: 3.6 Million

SELECTIONS AVAILABLE:

Sectional centers	Class
Sex	

LIST NAME: College Students

NUMBER OF RECORDS: 26 Million

SELECTIONS AVAILABLE:

Class	Field of study
School type	Commuter students

LIST NAME: Parents of Newborn Babies

NUMBER OF RECORDS: 2 Million +

UPDATE RATE: 40,000 per week

SELECTIONS AVAILABLE:

Income	Market size

AMERICAN BAR ASSOCIATION

ADDRESS:	List Sales Department 750 North Lake Shore Drive Chicago, IL 60611
TELEPHONE:	312-988-5435
OFFICE LOCATIONS:	Chicago, IL
CATEGORIES OF LISTS:	Compiled/Membership
COVERAGE:	National
FORMATS AVAILABLE:	
4-Up Cheshire	Pressure Sensitive Labels
Magnetic Tape, 9 Track, 1600/6250 bpi	

LIST NAME:	Membership List
NUMBER OF RECORDS:	360,289
RECORD SOURCE:	Membership files
TYPE:	Compiled
UPDATE RATE:	Monthly

SELECTIONS AVAILABLE:

Type of Law Practiced	Young Lawyers
Class	Sex
Year of Birth	Year of Admission to Bar
Date of Admission to ABA	

AMERICAN BUSINESS LISTS

ADDRESS: PO Box 27347
Omaha, NE 68127

TELEPHONE: 402-331-7169
FAX 402-331-1505

LENGTH OF OPERATION: 19 Years

OFFICE LOCATIONS: Omaha, NE

CATEGORIES OF LISTS: Residential, Business
Canadian Business

COVERAGE: National + Canada

FORMATS AVAILABLE:

4-Up Labels	4-Up Cheshire
Prospect Lists	3 x 5 Cards
Tape 1600bpi or 6250bpi	Diskette

LIST NAME: Business List

NUMBER OF RECORDS: 9 Million

RECORD SOURCE: Yellow Pages

TYPE: Compiled

UPDATE RATE: Annually

SELECTIONS AVAILABLE:

Yellow Page Title	SIC Code
Number of Employees	Big Business/Publically Traded
New Names Only	Ad Size in Yellow Pages
Small Business Owners	FAX Phone Numbers
Franchise or Professional Specialty	

AMERICAN BUSINESS - Continued

LIST NAME: High-Income Americans

NUMBER OF RECORDS: 4.3 Million

RECORD SOURCE: US Census, Real Estate Valuation, warranty registration, public information

UPDATE RATE: Every two weeks

TYPE: Compiled

SELECTIONS AVAILABLE:

Age Group Income Range

LIST NAME: Households

NUMBER OF RECORDS: 78 Million

RECORD SOURCE: Census track, warranty information, questionnaires, public information

UPDATE RATE: Every two weeks

TYPE: Compiled

SELECTIONS AVAILABLE:

Age Group Income (5,000 to 100,000)
Home Value (0 - 150,000)

LIST NAME: Car Owners

NUMBER OF RECORDS: 60 Million

SELECTIONS AVAILABLE:

Make/Model

AMERICAN BUSINESS - Continued

LIST NAME: Aircraft Owners

NUMBER OF RECORDS: 284,449

TYPE: Compiled

RECORD SOURCE: FAA Information

UPDATE RATE: Twice per year

SELECTIONS AVAILABLE:

Type of aircraft

LIST NAME: Boat/Yacht Owners

NUMBER OF RECORDS: 477,741

TYPE: Compiled

RECORD SOURCE: Marine Radio License Information

UPDATE RATE: Twice per year

LIST NAME: College Students

NUMBER OF RECORDS: 4.1 Million

LIST NAME: Farm Owners/Operators

NUMBER OF RECORDS: 2,165,495

SELECTIONS AVAILABLE:

Acreage Income

AMERICAN BUSINESS - Continued

LIST NAME: High School Students

NUMBER OF RECORDS: 4,827,000

SELECTIONS AVAILABLE:

Class Ranking

LIST NAME: Insurance Agents

NUMBER OF RECORDS: 1,409,256

SELECTIONS AVAILABLE:

Life & Disability Fire & Casualty

LIST NAME: Investors

NUMBER OF RECORDS: 661,987

LIST SOURCE: Questionnaires

TYPE: Response

SELECTIONS AVAILABLE:

Stocks, bonds, mutual funds, C.D.'s, real estate, gold & silver

---

LIST NAME: Millionaires

NUMBER OF RECORDS: 194,173

SELECTIONS AVAILABLE:

Includes telephone numbers

AMERICAN BUSINESS - Continued

LIST NAME: Opportunity Seekers

NUMBER OF RECORDS: 374,924

TYPE: People who have profiled to be good prospects for multi-level marketing or income enhancement. Names are only sold once.

LIST NAME: Pilots

NUMBER OF RECORDS: 640,169

SELECTIONS AVAILABLE:

Medical certificate held

LIST NAME: Real Estate Agents

NUMBER OF RECORDS: 596,775

LIST NAME: Stock Broker Executives

NUMBER OF RECORDS: 30,061

AMERICAN DIRECT MARKETING SERVICES INC.

ADDRESS:	1120 Empire Central Place, #300 Dallas, TX 75247-4310
TELEPHONE:	800-527-5080
LENGTH OF OPERATION:	15 Years
OFFICE LOCATIONS:	Dallas, TX
CATEGORIES OF LISTS:	Compiled
COVERAGE:	National

FORMATS AVAILABLE:

4-Up Cheshire Labels	Pressure Sensitive Labels
Magnetic Tape	3x5 Cards

LIST NAME:	American Investors Master File
NUMBER OF RECORDS:	708,243
TYPE:	Affluent individuals who have invested in oil & gas participations, real estate ventures, stocks & bonds, income producing properties, business limited partnerships.

SELECTIONS AVAILABLE:

Area Code

LIST NAME:	Investor Information Center
NUMBER OF RECORDS:	302,955
TYPE:	Investors who have spend hundreds of dollars annually on "advice alone"

SELECTIONS AVAILABLE:
Geographic only

AMERICAN DIRECT - Continued

LIST NAME: America's Secret Money Database

NUMBER OF RECORDS: 12,139,864

TYPE: Compiled

SELECTIONS AVAILABLE:

Annuities	CD-Bonds
Equity Select	Mutual Fund
Fundraising	Age Ranges
Dwelling Type	Sex
Families with Children	
Income ($50,000+, $75,000+, $100,000+)	

LIST NAME: American Investors Network

NUMBER OF RECORDS: 2,982,133

LIST PROFILE:

Avg Household Income: $69,212	Age: 56% 45-64, 23% 65+
Median Age 54	95% Attended College
26% Children at Home	79% Male
73% Married	87% Homeowners 5+ Years

SELECTIONS AVAILABLE:

Age	Income ($50,000+, $75,000+, $100,000+)

LIST NAME: Tax Shelter Investors: Master File

NUMBER OF RECORDS: 405,196

RECORD SOURCE: Direct mail, customer files, public information.

SELECTIONS AVAILABLE:

Oil & Gas Investors	Real Estate Investors
Misc. Tax Shelters	

AMERICAN DIRECT - Continued

LIST NAME: Stock Market Investors

NUMBER OF RECORDS: 328,421

RECORD SOURCE: Direct mail, customer files, public information.

SELECTIONS AVAILABLE:

Geographic Only

LIST NAME: Action Minded Investors

NUMBER OF RECORDS: 708,243

RECORD SOURCE: Direct mail, customer files, public information.

SELECTIONS AVAILABLE:

Conservative Investors Speculative Investors

LIST NAME: Strategic Speculators

NUMBER OF RECORDS: 126,241

RECORD SOURCE: 100% Direct Mail

SELECTIONS AVAILABLE:

Geographic only

AMERICAN DIRECT - Continued

LIST NAME: Hard Assets Investors

NUMBER OF RECORDS: 138,241

RECORD SOURCE: 100% Direct Mail

TYPE: Active in the worlds of gold, silver, precious metals, stamps, coins and other hard assets.

SELECTIONS AVAILABLE:

Geographic only

LIST NAME: Investors by Income

NUMBER OF RECORDS: 641,682

RECORD SOURCE: Direct mail, customer files, public information.

SELECTIONS AVAILABLE:

Income:	$35,000+	Income:	$50,000+
Income:	$65,000+	Income:	$80,000+

LIST NAME: Big Dollar Investors

NUMBER OF RECORDS: 608,922

RECORD SOURCE: Direct mail, customer files, public information.

SELECTIONS AVAILABLE:

By Amount Invested (single investment):
$2,500+ $10,000+ $25,000+ $50,000+

AMERICAN DIRECT - Continued

LIST NAME: Female Investors

NUMBER OF RECORDS: 81,926

RECORD SOURCE: Direct mail, customer files, public information.

SELECTIONS AVAILABLE:

Geographic only

LIST NAME: Direct Mail Responsive Investors

NUMBER OF RECORDS: 283,205

RECORD SOURCE: Direct mail, customer files, public information.

SELECTIONS AVAILABLE:

Geographic

LIST NAME: Multiple Investors

NUMBER OF RECORDS: 351,891

RECORD SOURCE: Direct mail, customer files, public information.

TYPE: Invested in 2 or more types of investment

SELECTIONS AVAILABLE:

Geographic

AMERICAN DIRECT - Continued

LIST NAME: Aircraft Owners

NUMBER OF RECORDS: 242,342

RECORD SOURCE: Official Government Records

TYPE: Compiled

SELECTIONS AVAILABLE:

Individual Owners	Partnerships/Co-ownerships
Other Aircraft Owners	

LIST NAME: Aircraft Pilots

NUMBER OF RECORDS: 698,380

RECORD SOURCE: Official Government Records

TYPE: Compiled

SELECTIONS AVAILABLE:

Airline Pilots (ATR)	Commercial Pilots
Private Pilots	Other Pilots

AMERICALIST

ADDRESS:	P.O. Box 2117 North Canton, OH 44720
TELEPHONE:	Ohio 800-962-7881 USA 800-321-0448 216-494-9111, Fax 216-494-0226
OWNERSHIP:	Division of Haines & Company Inc.
LENGTH OF OPERATION:	Parent company founded 1932
OFFICE LOCATIONS:	Canton, OH
CATEGORIES OF LISTS:	Business & Residential
COVERAGE:	National

FORMATS AVAILABLE:

4-Up cheshire labels	3 x 5 Cards
4-Up pressure sensitive labels	Diskette
1-Up pressure sensitive labels	

LIST NAME: Residential file

RECORD SOURCE: Criss + Cross Directories

TYPE: Compiled

SELECTIONS AVAILABLE:

State/County/Scf	Income
SFDU/MFDU	Length of residency
Phone exchange	Age - Date of Birth
Age - Exact range	Families with children
Credit Card	Secondary name
Auto make & year	Cluster codes
Mail order buyer	

AMERICALIST - Continued

LIST NAME: Business Data File

RECORD SOURCE: Criss + Cross Directories, yellow pages, white pages

TYPE: Compiled

SELECTIONS AVAILABLE:

Title address	Phones
Franchise code	Professional specialty code
Employee size	Business in motion
New business	Big business with contact
All business with contact	

AMERICAN STUDENT LIST COMPANY

ADDRESS: 98 Cutter Mill Road
Great Neck, NY 11021

TELEPHONE: 516-466-0602
Fax 516-466-0973

OWNERSHIP: Subsidiary of American List Corporation

LENGTH OF OPERATION: 19 Years

COVERAGE: National

FORMATS AVAILABLE:

Pressure Sensitive Labels
Cheshire Tape
Magnetic Tape

LIST NAME: College Bound High School Seniors

NUMBER OF RECORDS: 1,500,000

RECORD SOURCE: Educational sources

TYPE: Compiled

SELECTIONS AVAILABLE:

Sex
Telephone Numbers

LIST NAME: Young Adults

NUMBER OF RECORDS: 40 Million

RECORD SOURCE: Educational Sources

TYPE: Compiled

SELECTIONS AVAILABLE:

Sex
Telephone Number

AMERICAN STUDENT - Continued

LIST NAME: College Students

NUMBER OF RECORDS: 4 Million +

RECORD SOURCE: Educational Sources

TYPE: Compiled

SELECTIONS AVAILABLE:

Sex
Class
Field of Study

LIST NAME: Elementary & Junior High Students

NUMBER OF RECORDS: 5 Million +

RECORD SOURCE: Educational Sources

TYPE: Compiled

SELECTIONS AVAILABLE:

Sex

BOYD'S CITY DISPATCH

ADDRESS: Pocket Knife Square
Lakeville, CT 06039

TELEPHONE: 800-458-7664
Fax 203-435-0867

LENGTH OF OPERATION: 100 years +

COVERAGE: National

FORMATS AVAILABLE:

Pressure sensitive labels 3 x 5 cards
Diskettes

LIST NAME: Super Affluent List
Estimated Income $100,000+

UPDATE RATE: Continual

SELECTIONS AVAILABLE:

Age Income

LIST NAME: Affluent List
Estimated household income at least $50,000+

UPDATE RATE: Continual

SELECTIONS AVAILABLE:

Age Income

LIST NAME: Medicare Supplemental Insurance Prospects

SELECTIONS AVAILABLE:

Exact or inferred date of birth

BOYD'S - Continued

LIST NAME: Affluent Seniors

SELECTIONS AVAILABLE:

Exact or inferred age Income range

LIST NAME: Small Business Owners
(1 to 50 employees)

SELECTIONS AVAILABLE:

Includes owners name SIC code
Employee size

LIST NAME: Responsive Executives
Top Executives 50+ employees

SELECTIONS AVAILABLE:

High income, investment oriented executives with money management needs.

LIST NAME: Millionaires

SELECTIONS AVAILABLE:

Geographic only

LIST NAME: Homeowners

SELECTIONS AVAILABLE:

Real estate file with purchase date information.
Purchase month Purchase price
Size of mortgage

BOYD'S - Continued

LIST NAME: CD Owners

SELECTIONS AVAILABLE:

Known owners of certificates of deposit.

LIST NAME: Pension Fund Executives

SELECTIONS AVAILABLE:

Executives responsible for the investment of pension plans.

LIST NAME: Yacht & Aircraft Owners

SELECTIONS AVAILABLE:

Owners of yacht and/or aircraft.

LIST NAME: Mail Survey Leads

SELECTIONS AVAILABLE:

Mutual fund buyers, IRA owners, stock and bond investors who respond to new information positively.

A. CALDWELL LIST COMPANY

ADDRESS:	4350 Georgetown Square Suite 701 Atlanta, GA 30338-6219
TELEPHONE:	800-241-7425 404-458-1399 FAX 404-458-4245
LENGTH OF OPERATION:	Since 1962
OFFICE LOCATIONS:	Atlanta, GA
CATEGORIES OF LISTS:	Compiled, Response
COVERAGE:	National

FORMATS AVAILABLE:

Cheshire Labels	Pressure Sensitive Labels
Prospect Lists	Magnetic Tape
Diskette	3x5 Card

LIST NAME:	Business List
NUMBER OF RECORDS:	14+ Million
RECORD SOURCE:	Yellow Pages
TYPE:	Compiled

SELECTIONS AVAILABLE:

SIC Code	Yellow Page Heading
Telephone Numbers	Employee Size
Title Addressing	Headquarters or branches
Incorporated/Not Incorporated	Classified advertiser by size
Population size	Franchises
Name of owner/manager	

CALDWELL - Continued

LIST NAME: American Household

NUMBER OF RECORDS: 80+ Million

RECORD SOURCE: 19 Sources

TYPE: Compiled

UPDATE RATE: 6 times per year

SELECTIONS AVAILABLE:

Geographic	Estimated household income
Age - Inferred	Age - Specific
Dwelling type	Length of residence
Renter/Owner	Telephone numbers
Sex of household head	Occupation
Families with children	Credit card users

Mail Order, buyers, responders, contributors.
Recent movers

LIST NAME: People at Play (Interests & Hobbies)

RECORD SOURCE: Major purchase & answered survey

TYPE: Response

SELECTIONS AVAILABLE:

Interest Category	Age
Gender	Income
Profession	Credit Card User
Marital Status	Owner/Renter
Children by Age	

CALDWELL - Continued

LIST NAME: Automobile Owners

NUMBER OF RECORDS: 60+ Million

RECORD SOURCE: DMV Records

TYPE: Compiled

UPDATE RATE: As states make information available

SELECTIONS AVAILABLE:

Year	Make
Model	Gas/Diesel
Number of Autos Owned	

LIST NAME: Truck Owners

NUMBER OF RECORDS: 22+ Million

RECORD SOURCE: DMV Records

TYPE: Compiled

UPDATE RATE: As made available by state

SELECTIONS AVAILABLE:

Personal Name	Firm name
Fleet sizes	Year
Make	Model
Gross vehicle weight	Number of wheels
Gas/Diesel	Farm registered

COMPILERS PLUS, INC.

ADDRESS:	466 Main St New Rochelle, NY 10801
TELEPHONE:	800-431-2914
LENGTH OF OPERATION:	Since 1972
OFFICE LOCATIONS:	
New York	Illinois
Florida	California
CATEGORIES OF LISTS:	Compiled, Response
COVERAGE:	National, Canada

FORMATS AVAILABLE:

4-Up Labels	Cheshire Labels
Prospect lists	3x5 Cards
Diskette	Magnetic Tape 1600/6250 BPI

LIST NAME:	Business
NUMBER OF RECORDS:	9,146,915
RECORD SOURCE:	Yellow pages - Compiled Subscribers - Response
TYPE:	Compiled & Response
UPDATE RATE:	Monthly

SELECTIONS AVAILABLE:

By Industry	By SIC Code
Size of firm	Level & gender of executives
Industry by employee size	Executive by position/area
Professionals by specialty	Publicly traded

COMPILERS - Continued

LIST NAME: Consumer Response Lists

NUMBER OF RECORDS: Vary

RECORD SOURCE: Response - Subscribers & Buyers

TYPE: Response

SELECTIONS AVAILABLE:

Affluent Mail Order Buyers
Special Interest Mail Order Buyers
Consumer subscribers

LIST NAME: Consumer Compiled Lists

NUMBER OF RECORDS: 80+ Million

TYPE: Compiled

SELECTIONS AVAILABLE:

Income
Credit Card Holders
Presence of Children
Homeowners
Age
Mail-Order Buyers

LIST NAME: Canadian Business Lists

NUMBER OF RECORDS: 857,604

SELECTIONS AVAILABLE:

SIC Code
By Field
By Province

DATABASE AMERICA COMPANIES

ADDRESS: 100 Paragon Drive
Montvale, NJ 07645

TELEPHONE: 800-223-7777

COMPANY SIZE:

Subsidiaries Include:

- Database America Compiled Lists
- Ed Burnett Consultants Inc.
- Ed Burnett Managed Lists
- Pagex Systems Inc.
- MAGI Direct, Inc.
- DBA Fund Raising Services
- DBA MultiFill Services

LENGTH OF OPERATION: 38+ Years

OFFICE LOCATIONS:

- Los Angeles, CA
- Boston, MA
- Washington DC
- Minneapolis, MN
- Dallas, TX
- Chicago, IL
- Tampa, FL

CATEGORIES OF LISTS: Compiled/Managed

COVERAGE: National

FORMATS AVAILABLE:

- On Line
- Cheshire Labels
- 3x5 Cards
- Pressure Sensitive Labels
- Galley Listings
- Magnetic Tape or Cartridge

DATABASE AMERICA - Continued

LIST NAME: DBA Consumer File

NUMBER OF RECORDS: 145 Million Individuals
81 Million Households

RECORD SOURCE: Directories, Motor Vehicle Registration Drivers License Files, Questionnaires, Consumer Buyer Files, White Pages

TYPE: Compiled/Response

SELECTIONS AVAILABLE:

Head of Household	Gender
Spouse Name	Marital Status
Presence of Children	Age: Children & Adults
Income	Dwelling Type
Home Ownership	Length of Residence
Occupation	Vehicle Type
Credit Card	Contributors
Mail Order Buyers	Mail Response
Prizm	
Transaction Date	Exact Date of Birth (Adults)
Premium Bank Card Holders	Premium Retail Card Holders
Geographic Choices	SCF
County Code	Area Code
Census Tract/Block Group	ADI Code
CDS/NCDS	Nielsen County
DMA Code	SMA Code
Telephone Exchange	

LIST NAME: Homeowners File

NUMBER OF RECORDS: 26 Million Homeowners

TYPE: Compiled

SELECTIONS AVAILABLE:

Exact Date of Birth	Premium Bank Card
Premium Retail Card	Mortgage Amount
Bank Card	Date
State/County/SCR/Zip/Zip+4	

DATABASE AMERICA - Continued

LIST NAME: Businesses

NUMBER OF RECORDS: 8.5 Million Businesses
1.8 Million Professionals
1 Million Institutions
143,000 Government Offices

RECORD SOURCE: Directories, Government Sources, School Files

TYPE: Compiled

SELECTIONS AVAILABLE:

- Business on the Move
- Contact Name
- Multi-source records
- Population Code
- Record Type
- Telephone Number
- Trademark Codes
- Employee Size
- Headquarters/Branch
- Office Size
- Professionals
- SIC
- Size of School Enrollment

DMS INCORPORATED

ADDRESS:	2717 Corsair Drive Birmingham, AL 35244
TELEPHONE:	205-991-6388
OFFICE LOCATIONS:	Birmingham, AL
CATEGORIES OF LISTS:	Compiled/Subscription
COVERAGE:	National

FORMATS AVAILABLE:

4-Up Cheshire Labels
Pressure Sensitive Labels
Diskette

LIST NAME:	Scuba Times - Subscribers
NUMBER OF RECORDS:	18,000
RECORD SOURCE:	Subscription
TYPE:	Compiled

SELECTIONS AVAILABLE:

Geographic
Title

DUNHILL INTERNATIONAL LIST COMPANY

ADDRESS: 1100 Park Central Blvd. So.
Pompany Beach, FL 33064

TELEPHONE: 800-223-1882

LENGTH OF OPERATION: Founded 1938

OFFICE LOCATIONS:

New York, NY 800-223-1882
Denver, CO 800-526-5478
Pompano Beach, FL 800-445-5386

CATEGORIES OF LISTS: Business

COVERAGE: National

FORMATS AVAILABLE:

Pressure sensitive labels	Index cards
Duplicate set - cheshire	Diskette
Magnetic tape	

LIST NAME: SIC Lists

NUMBER OF RECORDS: 9,000,000+

TYPE: Compiled

SELECTIONS AVAILABLE:

SIC Code (3,000 categories)	Size of firm
Geographical selection	Individual names
Specific titles	Phone numbers

DUNHILL - Continued

LIST NAME: Business Executives

NUMBER OF RECORDS: 5,449,076

TYPE: Compiled

SELECTIONS AVAILABLE:

Corporate Directors home address
Corporate development & planning officials
Business advisors, consultants, economists
Treasurers, Financial officers, largest companies.
Bank executives
Administrative managers
Data processing executives
Import/Export top executives
Industrial research lab executives
Personnel executives
Training directors
Urban affairs officials
Executive seminar attendees
Sales/Advertising marketing executives
Advertising agency executives
Public relations communications
Publishing executives
Women executives, professionals
Small business owners
Retail store executives
Top executives of manufacturing firms
General Managers, plant managers - manufacturers
Advertising, sales & marketing - manufacturers
Treasurers, controller, comptroller - manufacturers

DUN'S MARKETING SERVICES

ADDRESS:	3 Sylvan Way Parsippany, NJ 07054
TELEPHONE:	800-624-5669
OWNERSHIP:	Company of The Dun & Bradstreet Corporation
LENGTH OF OPERATION:	Since 1841
CATEGORIES OF LISTS:	Compiled
COVERAGE:	National

FORMATS AVAILABLE:

Cheshire Labels	Pressure Sensitive Labels
One Time Use Tape	Listing
Telemarketing Cards	Diskette
Tape	

LIST NAME:	Business
NUMBER OF RECORDS:	15 Million +
RECORD SOURCE:	Credit Info, Interview
TYPE:	Compiled
UPDATE RATE:	Monthly

SELECTIONS AVAILABLE:

Executive Names	SIC Code
Secondary SIC Code	Employee size
Sales Volume	Firm Status

SOUTHERN LIST COMPANY

ADDRESS:	6851 Yumuri St #11 Coral Gables, FL 33146
TELEPHONE:	800-FAX-LIST
OFFICE LOCATIONS:	Coral Gables, FL
CATEGORIES OF LISTS:	Residential
COVERAGE:	Florida

FORMATS AVAILABLE:

Cheshire Labels	Pressure Sensitive Labels
Sheet Listing	Magnetic Tape
Diskette	

LIST NAME: Florida Panorama

SELECTIONS AVAILABLE:

Owner/Renter	Marital status
Income	Age
Gender	Investors
Year house built	Year of purchase
Assessed value of house	
Auto owners: manufacturer, model, year	
Boat owners: manufacturer, type, length	
Charity donors	
Travelers	Jet Setters
Environmentalists	Birthday

GALE RESEARCH INC.

ADDRESS: PO Box 33477
Detroit, MI 48232-5477

TELEPHONE: 800-877-GALE

OFFICE LOCATIONS:

Detroit, MI
Bethesda, MD
Croton Falls, NY

CATEGORIES OF LISTS: Compiled

COVERAGE: National/International

FORMATS AVAILABLE:

On-Line
4-Up Cheshire Labels
4-Up Pressure Sensitive Labels
Magnetic Tape 9 Track, 800/1600/6250 BPI
Diskette

LIST NAME: International Associations

NUMBER OF RECORDS: 6,700

RECORD SOURCE: Encyclopedia of Associations

SELECTIONS AVAILABLE:

By Category

LIST NAME: National Associations

NUMBER OF RECORDS: 19,800

RECORD SOURCE: Encyclopedia of Associations

SELECTIONS AVAILABLE:

By Category
Membership size

GALE - Continued

LIST NAME: Regional,State & Local Organizations

NUMBER OF RECORDS: 60,000

RECORD SOURCE: Encyclopedia of Associations

SELECTIONS AVAILABLE:

Region

LIST NAME: Business Organizations

NUMBER OF RECORDS: 21,000 Decision makers

RECORD SOURCE: Business organizations, Agencies & Publications Directory

SELECTIONS AVAILABLE:

Category

LIST NAME: Consultants & Consulting Organizations

NUMBER OF RECORDS: 15,500

RECORD SOURCE: Consultants & Consulting Organizations Directory

SELECTIONS AVAILABLE:

Type of Organization

GALE - Continued

LIST NAME: Trade Shows & Professional Exhibit Managers

NUMBER OF RECORDS: 5,100

RECORD SOURCE: Trade Shows Worldwide

SELECTIONS AVAILABLE:

Trade show sponsors & organizers

LIST NAME: Government Executives

NUMBER OF RECORDS: 123,092

RECORD SOURCE: Carroll Government Lists

SELECTIONS AVAILABLE:

Government Category	Department
Job Function	Management Level
Telephone Number	

LIST NAME: Defense Contractors

NUMBER OF RECORDS: 30,862

RECORD SOURCE: Carroll Government Lists

SELECTIONS AVAILABLE:

Management Level	State
SCF	Function

GALE - Continued

LIST NAME: International Manufacturers & Distributors

NUMBER OF RECORDS: 7,100

RECORD SOURCE: International Trade Names Dictionary

SELECTIONS AVAILABLE:

Type of Product

LIST NAME: US Distributors & Manufacturers

NUMBER OF RECORDS: 34,000

RECORD SOURCE: Trade Names Dictionary

SELECTIONS AVAILABLE:

Type of Product

LIST NAME: Directory Editors

NUMBER OF RECORDS: 6,600

RECORD SOURCE: Directories in Print

SELECTIONS AVAILABLE: Type of Organization

LIST NAME: International Directory Editors

NUMBER OF RECORDS: 1,300

RECORD SOURCE: International Directories in Print

SELECTIONS AVAILABLE:

Type of Organization

GALE - Continued

LIST NAME: Newsletter Editors

NUMBER OF RECORDS: 7,700

RECORD SOURCE: Newsletter Directory

SELECTIONS AVAILABLE:

Business Type

LIST NAME: Newspaper & Periodical Editors

NUMBER OF RECORDS: 25,000

RECORD SOURCE: Gale Directory of Publications

SELECTIONS AVAILABLE:

Agricultural
Foreign Language
Religious
General Circulation
Daily Papers/Periodicals
Fraternal
Trade & Technical
College
Frequency
Women's
Circulation Breakdown

LIST NAME: Publishers

NUMBER OF RECORDS: 18,000

RECORD SOURCE: Publishers Directory

SELECTIONS AVAILABLE:

Type of Publication

GALE - Continued

LIST NAME: For-Profit Research Service Organizations

NUMBER OF RECORDS: 3,800

RECORD SOURCE: Research Services Directory

SELECTIONS AVAILABLE:

Field of Research

LIST NAME: Non-Profit Research Centers

NUMBER OF RECORDS: 10,700

RECORD SOURCE: Research Centers Directory

SELECTIONS AVAILABLE:

Type of Research Center

LIST NAME: Government Research Centers

NUMBER OF RECORDS: 3,000

RECORD SOURCE: Government Research Directory

SELECTIONS AVAILABLE: US Department of...

LIST NAME: International Research Centers

NUMBER OF RECORDS: 5,400

RECORD SOURCE: International Research Centers Directory

SELECTIONS AVAILABLE:

Type of organization

GALE - Continued

LIST NAME: Scientific Organizations

NUMBER OF RECORDS: 10,500

RECORD SOURCE: Scientific & Technical Organizations and Agencies Directory

SELECTIONS AVAILABLE:

Type of Organization

LIST NAME: Medical Organizations

NUMBER OF RECORDS: 11,800

RECORD SOURCE: Medical & Health Information Directory

SELECTIONS AVAILABLE:

Subject area

LIST NAME: The Video Program Producers List

NUMBER OF RECORDS: 1,100

RECORD SOURCE: The Video Source Book

LIST NAME: Special Libraries

NUMBER OF RECORDS: 16,700

RECORD SOURCE: Directory of Special Libraries and Information Centers

SELECTIONS AVAILABLE:

Type of Library

GALE - Continued

LIST NAME: Nonprofit Executives

RECORD SOURCE: Taft Group customers

UPDATE RATE: Biweekly

SELECTIONS AVAILABLE:

Active (Purch last 16 wks)	Former Buyers
Top-Dollar Buyers (Active/Former)	Organization Type

LIST NAME: Ward's Business Lists

NUMBER OF RECORDS: 95,000 (90% Privately Held)

RECORD SOURCE: Ward's

SELECTIONS AVAILABLE:

SIC	Company Type
Import/Export Code	Year Founded
Number of Employees	Annual Sales in Millions

LIST NAME: Scientists, Engineers, & Technologists

NUMBER OF RECORDS: 38,000

RECORD SOURCE: Who's Who in Technology

TYPE: Compiled

SELECTIONS AVAILABLE:

6 General Subject Areas	46 Technical Disciplines

GALE - Continued

LIST NAME: Wealthy Americans

NUMBER OF RECORDS: 46,000

RECORD SOURCE: Who's Wealthy in America

TYPE: Compiled: people who make political contributions, own stock and buy high ticket products.

SELECTIONS AVAILABLE:

SCF	Age Range
Life Style	
Limited Partnerships	26,367
Private Aircraft Owners	6,043
Yacht Owners	3,546
Rolls Royce Owners	803
Art Collectors	222
Horse Owners	408

LIST NAME: Broadcast Stations & Media Executives

NUMBER OF RECORDS: 9,800

RECORD SOURCE: Gale Directory of Publications & Broadcast Media

SELECTIONS AVAILABLE:

AM/FM	US & Canada
Executive Title	

NOTE: Sample of Mailing Piece is Required for All Lists

B.J. HUNTER DIRECTORIES

ADDRESS: 5555 de Gaspe, Suite 100
Montereal, Quebec H2T 2A3
Canada

TELEPHONE: 514-273-8588

OWNERSHIP: Division of KADOBEC Inc.

COVERAGE: Canada

FORMATS AVAILABLE:

Prospect Lists	Diskette
Pressure Sensitive Labels	Cheshire Labels
Magnetic Tape 9 Track, 1600 or 3200 BPI	

LIST NAME: Business List

NUMBER OF RECORDS: 1.2 Million

UPDATE RATE: Continuous

SELECTIONS AVAILABLE:

Business Category

THE LISTMASTER

ADDRESS:	700 Fifth Avenue San Rafael, CA 94901
TELEPHONE:	800-331-5478 FAX 415-485-0939
OWNERSHIP:	Division of Service Enhancement Systems Inc
LENGTH OF OPERATION:	20 years
CATEGORIES OF LISTS:	Compiles/Managed
COVERAGE:	National & California Specific

FORMATS AVAILABLE:

Cheshire Labels	Pressure Sensitive Labels
1-Up Clear Pressure Sensitive Labels	
3x5 Cards	Sheet Listing
Magnetic Tape	Admark print-image format
Diskette	

LIST NAME:	California Property Owners
NUMBER OF RECORDS:	4,314,831 Owner Occupied CA Homes 1,957,498 Income Property Owners
TYPE:	Compiled

SELECTIONS AVAILABLE:

Income	Length of Ownership
Lifestyle Characteristic	Property Market Value
Property Assessed Value	Wife by Name
Vacant Land	Multi-property owners
Income Property Owners	Number of Units
Swimming Pool Owners	Owners with Equity
Purchase Month	Purchase Year

LISTMASTER - Continued

LIST NAME: California's Business Decision Makers

NUMBER OF RECORDS: 750,000

TYPE: Compiled

UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

Executive Name	New Business
Businesses at Home	Date Business Started
Gender	Type of Ownership
Title Address	Industry Category

LIST NAME: California Career Women

NUMBER OF RECORDS: 750,000+

TYPE: Compiled

SELECTIONS AVAILABLE:

Income	Title

LIST NAME: California Professionals

NUMBER OF RECORDS: 2,216,801

RECORD SOURCE: Every Licensed Professional

TYPE: Compiled

SELECTIONS AVAILABLE:

Profession	Gender

LISTMASTER - Continued

LIST NAME: California's Beautiful People

NUMBER OF RECORDS: 1,000,746

TYPE: Affluent real estate investors, professionals, business executives, socialites an philanthropists that have average incomes well in excess of $75,000 annually.

SELECTIONS AVAILABLE:

Income Gender

MARKETRY INC.

ADDRESS: 2020 116th Ave. NE, Ste 100
Bellevue, WA 98004-3017

TELEPHONE: 800-346-2013
206-451-1262
FAX 206-451-1941

OFFICE LOCATIONS:

Bellevue, WA

New York, NY

CATEGORIES OF LISTS: Response, Compiled, Subscription

COVERAGE: National, Canada, International

FORMATS AVAILABLE:

- 4-Up Cheshire Labels
- 4-Up Pressure Sensitive Labels
- Manuscript
- 3x5 File Cards
- Magnetic Tape, 9 Track, 1600 BPI
- Diskette

LIST NAME: Residents By Name, US

NUMBER OF RECORDS: 77+ Million

SELECTIONS AVAILABLE:

- Income
- Age
- Dwelling Unit

LIST NAME: Canadian Business

RECORD SOURCE: Yellow Pages

TYPE: Compiled

SELECTIONS AVAILABLE:

- By Category

MARKETRY - Continued

LIST NAME: Canadian Residents By Name

NUMBER OF RECORDS: 5+ Million

RECORD SOURCE: Telephone Directories

TYPE: Compiled

UPDATE RATE: Every 2 months

SELECTIONS AVAILABLE:

Province 70 Demographic categories

LIST NAME: Canadian Response Lists

RECORD SOURCE: Buyers, Subscribers

TYPE: Response

LIST NAME: Yacht Owners

NUMBER OF RECORDS: 570,533

SELECTIONS AVAILABLE:

By size

LIST NAME: Air Craft Owners

NUMBER OF RECORDS: 121,269

SELECTIONS AVAILABLE:

Individual owner

MARKETRY - Continued

LIST NAME: International

RECORD SOURCE: Varied

TYPE: Varied

SELECTIONS AVAILABLE:

Business Executives

Hong Kong	Singapore
Malaysia	Taiwan
China	Korea
Thailand	Indonesia
Japan	Australia
New Zealand	United Kingdom
Austria	Belgium
Denmark	Ireland
Finland	France
Germany	Greece
Italy	Luxembourg
Netherlands	Norway
Portugal	Spain
Switzerland	Middle East
Canada	

MARKETRY INC.

ADDRESS: 2020 116th Ave. NE, Ste 100
Bellevue, WA 98004-3017

TELEPHONE: 800-346-2013
206-451-1262
FAX 206-451-1941

OFFICE LOCATIONS:

Bellevue, WA

New York, NY

CATEGORIES OF LISTS: Response, Compiled, Subscription

COVERAGE: National, Canada, International

FORMATS AVAILABLE:

- 4-Up Cheshire Labels
- 4-Up Pressure Sensitive Labels
- Manuscript
- 3x5 File Cards
- Magnetic Tape, 9 Track, 1600 BPI
- Diskette

LIST NAME: Residents By Name, US

NUMBER OF RECORDS: 77+ Million

SELECTIONS AVAILABLE:

- Income
- Age
- Dwelling Unit

LIST NAME: Canadian Business

RECORD SOURCE: Yellow Pages

TYPE: Compiled

SELECTIONS AVAILABLE:

- By Category

MARKETRY - Continued

LIST NAME: Canadian Residents By Name

NUMBER OF RECORDS: 5+ Million

RECORD SOURCE: Telephone Directories

TYPE: Compiled

UPDATE RATE: Every 2 months

SELECTIONS AVAILABLE:

Province 70 Demographic categories

LIST NAME: Canadian Response Lists

RECORD SOURCE: Buyers, Subscribers

TYPE: Response

LIST NAME: Yacht Owners

NUMBER OF RECORDS: 570,533

SELECTIONS AVAILABLE:

By size

LIST NAME: Air Craft Owners

NUMBER OF RECORDS: 121,269

SELECTIONS AVAILABLE:

Individual owner

MARKETRY - Continued

LIST NAME: International

RECORD SOURCE: Varied

TYPE: Varied

SELECTIONS AVAILABLE:

Business Executives

- Hong Kong
- Malaysia
- China
- Thailand
- Japan
- New Zealand
- Austria
- Denmark
- Finland
- Germany
- Italy
- Netherlands
- Portugal
- Switzerland
- Canada
- Singapore
- Taiwan
- Korea
- Indonesia
- Australia
- United Kingdom
- Belgium
- Ireland
- France
- Greece
- Luxembourg
- Norway
- Spain
- Middle East

METROMAIL

ADDRESS: 15260 Ventura Blvd, Ste 1510
Sherman Oaks, CA 91403

TELEPHONE: 818-382-4646
FAX 818-382-4545

COMPANY SIZE: Large

OWNERSHIP: R.R. Donnelley & Sons

OFFICE LOCATIONS:

Atlanta, GA 404-252-4799	Chicago, IL 708-620-3300
Dallas, TX 817-878-6262	Lincoln, NE 402-475-4591
New York, NY 212-599-2616	St. Louis, MO 314-878-4212
Washington DC 301-230-2560	

CATEGORIES OF LISTS: Residential

COVERAGE: National

FORMATS AVAILABLE:

Pressure Sensitive Labels	Cheshire Labels
Manuscript	3x5 Cards
Magnetic Tape	Diskette
On-line	

LIST NAME: Specialty Lists

NUMBER OF RECORDS:
Parents with New Borns 3,500,000
High School Students 5,000,000
College Students (home addr) 3,900,000
College Students (sch addr) 4,700,000
Families with children 18,000,000

METROMAIL - Continued

LIST NAME: National Consumer Data Base

NUMBER OF RECORDS: 133,660,000

RECORD SOURCE: White pages, realty data, direct mail response, voter registration, DMV, census data

TYPE: Compiled with Response overlay

UPDATE RATE: 65 Times per year

SELECTIONS AVAILABLE:

Telephone

Mail Order Renewal

Merchandise Buyer Categories

- Upscale
- Female Orientation
- Gardening & Farming
- Collectibles & Speciality Foods
- Gifts & Gadgets
- Male Orientation
- Crafts & Hobbies
- Books
- General

Magazine Categories

- Family & General Interest
- Male & Sports Orientation
- Religious
- Culinary Interest
- Do-It-Yourselfers
- Opportunity seekers & contest entrants
- Photography
- Female
- Publications
- Gardening & Farming
- Health & Fitness
- New & Financial

Contributors

- General
- Health & Institutional

Mail Respondents
Type of dwelling unit
Sex of head of household
Estimated household income
Age identified heads of households
Length of Residence
Homeowners
Age identified individuals
Married couple households

NDL (NATIONAL DEMOGRAPHICS & LIFESTYLES)

ADDRESS: 1621 Eighteenth Street
Denver, CO 80202-1211

TELEPHONE: 800-525-3533
303-292-5000

COMPANY SIZE: Large

OFFICE LOCATIONS:

Denver, CO
San Diego, CA
Bridgetown, Barbados
New York, NY
London, England

CATEGORIES OF LISTS: Response

COVERAGE: National

FORMATS AVAILABLE:

Pressure Sensitive Labels
Magnetic Tape, 9 Track, 1600/6250 BPI

LIST NAME: The Lifestyle Selector

NUMBER OF RECORDS: 25,460,850

RECORD SOURCE: Purchasers of major consumer products
Responded to questionnaire

TYPE: Response

UPDATE RATE: Twice per month new names

SELECTIONS AVAILABLE:

Hobby/Interest

Art/Antique Collecting	Automotive Work
Bible/Devotional Reading	Bicycling Frequently
Boating/Sailing	Book Reading
Cable TV Viewing	Camping/Hiking
Career-Oriented Activities	CB Radio
Charities/Volunteer Activities	
Collectibles/Collections	Community/Civic Affairs

NDL - Continued

Crafts	Crossword Puzzles
Cultural/Arts Events	Current Affairs/Politics
Electronics	Fashion Clothing
Fishing Frequently	Foreign Travel
Frequent Flier Club Members	Real Estate Investments
Stock/Bond Investments	Plus Many More

Sex	Age
Home Type	Marital Status
Income (Top is 100,000+)	Occupation
Credit Cards Used	Children at Home (with age)

PCS MAILING LIST COMPANY

ADDRESS: 85 Constitution Lane
Danvers, MA 01923

TELEPHONE: 800-532-LIST
MA 800-622-LIST

LIST CATEGORIES: Business & Residential

COVERAGE: National & International

FORMATS AVAILABLE:

4-Up Cheshire labels	3 x 5 cards
4-Up Pressure sensitive labels	Sheet Listing
Magnetic tape, 9T/1600 BPI	Diskette

LIST NAME: Residential Index - Heads of Household

NUMBER OF RECORDS: 80 Million households

TYPE: 100% compiled

SELECTIONS AVAILABLE:

Age Range	Income
Dwelling Type	Female head of household
Homeowners	Retired people
Presence of children	Gender
Exact age	Length of residence
Household income	Type/year of auto
New movers	

PCS - Continued

LIST NAME: Residential Index - Lifestyles

NUMBER OF RECORDS: 45+ million

RECORD SOURCE: Questionnaire mailed nationwide, typical respondent is female, married, age 25-49, 50% with income 30,000+

TYPE: Response

SELECTIONS AVAILABLE:

Age	Income
Sex	Age of child
Marital status	Length of residence
Dwelling type	Type of electronics
Credit card type	Hobbies/Interests
Mail order buyers	Occupation
Financial Investment	Insurance interest

LIST NAME: Affluent Index - Wealthiest Individuals File

NUMBER OF RECORDS: 46,180

RECORD SOURCE: Who's who type directories

TYPE: Compiled

SELECTIONS AVAILABLE:

Billionaires	Multi-millionaires
Millionaires	

PCS - Continued

LIST NAME: Business Lists
Businesses, organizations, associations

TYPE: Compiled

SELECTIONS AVAILABLE:

Primary/Secondary SIC Code	Telephone numbers
Executive function/title	Specialty function/area
Financial strength	Number of employees
Sales volume	Demographics

LIST NAME: Affluent Index
(Multiple lists by categories)

RECORD SOURCE: Various

SELECTIONS AVAILABLE:

Specialty/Area	Exec/Title function
Title addressing	Business owner
Demographics	

Variety of categories such as airplane owners, gamblers, horse breeders etc.

RESPONSE LISTS AVAILABLE:

MEMBERS:

American Institute of CPA's Members
National Association of Accountants
American Marketing Association
American Museum of Natural History
Consumer Bankers Association
E ectronic Funds Transfer Assoc.
Association of Computing Machinery
American Federation of Teachers
Assoc. for Supervision & Curriculum Dev.
American Management Association
National Assoc. of Financial Consultants
American Hospital Association
American Assoc. of Microcomputer Investors

PCS Continued

American Bar Association
Association of Trial Lawyers
American Academy of Physician Assistants
American Chemical Society
National Association for the Self Employed
American Railway Engineering Association
American Society of Professional & Executive Women

SUBSCRIBERS:

Accounting
- Journal of Accountancy
- Tax Angles
- The Practical Accountant
- Warren, Gorham & Lamont Accounting

Advertising/Marketing
- Advertising Age
- Business Marketing
- DM News
- Journal of Consumer Marketing
- Magazine Age
- Non-Foods Merchandising
- Product Marketing
- Target Marketing
- Adweek
- Direct Marketing Magazine
- Food & Beverage Marketing
- Marketing Communications
- Potentials in Marketing
- Sales & Marketing Management

Affluence
- American Scientist
- Art & Antiques
- Business Week
- European Travel & Life
- Wealth Magazine
- Architectural Digest
- Bon Appetit
- Forbes
- Sail Magazine
- Yachting Magazine

Architectural
- Architectural Digest
- Corporate Design & Realty
- Design Quarterly
- Interior Design
- Progressive Architecture
- Architectural Record
- Industrial Design
- Interiors Magazine

Banking
- American Banker
- Bank Systems & Equipment
- EFT Report
- Bankers Monthly
- Computers in Banking

Business
- Boardroom Reports
- Business Week
- Chief Financial Officer
- Business Marketing
- Cashflow Magazine
- Chief Executive Magazine

PCS - Continued

The Economist
Inc.
Forbes
Barrons

Communications

Breakthrough Publications
Channels of Communication
CommunicationsWeek
Electronic Media Magazine
Telecommunications Magazine
Telecommunications Products & Technology
Broadcast Engineering
Communications News
Mobil Phone News
Satellite News Newsletter
Video Systems

Construction

Building Design & Construction
Building Supply & Home Centers
Building Design Journal
Fine Homebuilding
Professional Builder
Contractor Magazine
Multi Housing News

Cultural & Fine Arts

American Artist
Artforum
Artnews
Art & Antiques
FMR
Archaeology
Art in America
Art Product News
Atlantic
Theatre Crafts

Data Processing

Business Computer Systems
Compute! Magazine
Computer Decisions Magazine
Computer Language
Computers & Electronics
Computerworld
Datamation Magazine
80 Micro
Electronic Engineering Times
High Technology Magazine
InfoWorld
Lightwave, The Journal of Fiber Optics
Microsystems
Nibble Magazine
PC Magazine
Personal Computing Magazine
Robotics World
Systems & Software
Byte
Computer Dealer Magazine
Computer Design Magazine
Computer Products Magazine
Computer System News
Creative Computing
Dr. Dobb's Journal
Electronic Buyers' News
Government Computer News
Infosystems
Micro Marketworld
MIS Week
On Communications
PC World
Popular Computing Magazine
Small Systems World
Tech Journal

PCS - Continued

Medical

Advertising Dentists	Dental Economics
The American Chiropractor	American Journal of Nursing
American Journal of Medicine	Emergency
Health Affairs	Health Science
Medical Economics	Medical Marketing & Media
Nursing Life	RN Magazine
Contemporary Administrator Magazine	
Hospital & Health Care Administrator Mag.	
Hospital Formulary	Hospital Topics
Modern Health Care Magazine	Nursing Outlook

Education

American School Board Journal	
Education Digest	The Executive Educator
First Teacher	Instructor Magazine
Learning	

Environmental

- Pollution Engineering
- Waste Treatment Technology News
- Water Engineering & Management
- Water & Wastes Digest

Government

American City & County	Defense Electronics
Government Product News	Human Services Administrator

Investors

Baxter Advisory Newsletter	Bull & Bear Newsletter
Commodity Timing Newsletter	Dealers Digest
Financial World	Investing in Crisis
Kiplinger Tax Letter	Ms. Magazine
Personal Investor	Standard & Poor's
The Stanger Report	Tax Angles
Venture	

Travel & Recreation

Business Travel News	Cruise Travel Magazine
Lodging Hospitality	Yacht Racing & Cruising

PCS - Continued

SPECIALTY INFORMATION:

Airplane Owners	59,436
Antique Auto Owners	30,315
Documented Vessel Owners	40,316
Gamblers	4,951
Horse Breeders	10,887
Tax Shelter Investors	62,846
Yacht Owners	15,990

R.L. POLK & COMPANY

ADDRESS: 6400 Monroe Blvd.
Taylor, MI 48180

TELEPHONE: 313-292-3200

COMPANY SIZE: 21 Offices, largest in world

LENGTH OF OPERATION: 1870's

OFFICE LOCATIONS:

Atlanta, GA	Boston, MA
Chicago, IL	Cleveland, OH
Dallas, TX	Denver, CO
Detroit, MI	Washington DC
Houston, TX	Los Angeles, CA
Toronto, Canada	Miami, FL
Minneapolis, MN	Nashville, TN
New York, NY	Philadelphia, PA
San Diego, CA	San Francisco, CA
St. Louis, MO	Seattle, WA
Tampa, FL	

COVERAGE: National, Canada

FORMATS AVAILABLE:

Cheshire Labels	Pressure Sensitive Labels
Manuscript listings	3x5 Cards
Magnetic Tape 9 track,	1600 or 6250 BPI
Diskette	Tape cartridge 60MB, Archive FT60

LIST NAME: Business List

TYPE: Compiled

SELECTIONS AVAILABLE:

SIC Code	Number of employees
Titles	Job function
Business incorporated	Telephone Numbers

Business by primary or secondary SIC
Business by headquarters, branches, chains
Banks by headquarters, branches, assets

POLK - Continued

LIST NAME: Household List

NUMBER OF RECORDS: 77+ Million

RECORD SOURCE: 19 Sources

TYPE: Compiled

UPDATE RATE: 6 times per year

SELECTIONS AVAILABLE:

Geographic: Sectional Center
Census Tract
Metropolitan Marketing Area

Sex of household head	Age of household head
Estimated household income	Dwelling Type
Owner/Renter	Occupation/Profession
Telephone number	Length of residence
Families with children	Car Ownership
Truck ownership	Motorcycle ownership
RV Ownership	New car/truck owner
Credit card users	Smokers

Mail Order - Buyers, responders, contributors

NOTE: Vehicle related lists sample of mailing piece is required.

LIST NAME: Consumer Profile

RECORD SOURCE: Telephone survey of household list

TYPE: Response

SELECTIONS AVAILABLE:

Paint spending	Coupon using
Mail order spending	Mail order clothing spending
Recent magazine subscribers	Air travel - business
Air travel - leisure	Credit card spending
Financial services	Auto aftermarket products

Mail order non-clothing spending
Recent credit card acquisition
Recreational equipment

POLK - Continued

LIST NAME: Households by Lifestyle

NUMBER OF RECORDS: 18+ Million

RECORD SOURCE: Major purchases & answered questionnaire

TYPE: Response

UPDATE RATE: 6 times per year

SELECTIONS AVAILABLE:

Hobby/Interest	Age
Sex	Income
Profession	Credit Card user
Marital status	Owner/Renter
Children by age	

LIST NAME: Polk Canada

SELECTIONS AVAILABLE: Household,Business,Consumer

W.S. PONTON INC.

ADDRESS:	5149 Butler St. The Ponton Building Pittsburgh, PA 15201
TELEPHONE:	800-628-7806 Fax 412-782-1109
LENGTH OF OPERATION:	Since 1885
CATEGORIES OF LISTS:	Compiled
COVERAGE:	National

FORMATS AVAILABLE:

4-Up Cheshire Labels	Pressure Sensitive Labels
Diskette	3x5 Index Cards
Magnetic Tape 9 Channel, 1600 BPI	

LIST NAME:	Business
NUMBER OF RECORDS:	16 Million
RECORD SOURCE:	Yellow Pages, White Pages, Trade Directories Chamber Publications, Credit Bureau Info.
TYPE:	Compiled
UPDATE RATE:	Quarterly

SELECTIONS AVAILABLE:

SIC Code	Employee Size
Executive names	

PONTON - Continued

LIST NAME: Homeowners

NUMBER OF RECORDS: 77 Million

TYPE: Compiled

SELECTIONS AVAILABLE:

Approximate Income
Net Worth
Age

LIST NAME: Investor List

NUMBER OF RECORDS: 11,310,000

TYPE: Compiled/Managed/Response

SELECTIONS AVAILABLE:

Affluent Older Investors
Baby Boomers
Executives @ Publically Held Companies
High Income Executives of Privately Owned Companies
High Income Young Executives
High-Grade Multi-Investors
Highest-Grade Multi-Investors
Investors with Est. Income 65,000+
Investors with Est. Income 85,000+
Investors with Est. Income 100,000+
Investors with Est. Income 150,000+
Investors with Est. Income 200,000+
Investors with Est. Income 250,000+
Lower-Grade Multi-Investors
Professionals All Types, Heavy Investors
Small Business Owners & Entrepreneurs
Upper Echelon Corporate Executives
Yuppies
Women Investors
Women Small Business Owners

PONTON - Continued

LIST NAME: I.R.A. Lists

NUMBER OF RECORDS: 3,718,000

TYPE: Compiled/Response

SELECTIONS AVAILABLE:

IRA Holders/Inquirers & Prospects

LIST NAME: Conservative Type Investor Lists

Affluent Older Investors: Above Fifty, Net Worth of $500,000+	3,962,000
Controlling Stockholders: Public & Private Corporations	71,000
Country Club Members: Who invest in stocks, bonds, C.D.'s, T Bills, Money Market Funds or Real Estate	432,000
Dentists who are heavy investors (office 128,000, home 15,000)	
Discount stock service buyers/inquirers & prospects	3,211,000
Doctors who are heavy investors (home 108,000, office 412,000)	
Entertainment & Sports Figures: Who invest in stocks, bonds, CD's Money Market Funds, Commodities or Real Estate	5,600
Forbes top publically held corporations, with chief executive at business address	798
Fortunes top 3,000 largest corporations, with president, chairman of board and CFO at business address.	9,000
GNMA Buyers/Inquirers & Prospects	639,000
Growth Mutual Fund (No Load) Buyers/Inquirers & Prospects	572,000

PONTON - Continued

Limited & General Partnership Investors (Including cattle, new movies, leasing, real estate, oil & gas)	1,391,000
Master Limited Partnership Buyers & Inquirers, minimum amount invested is $50,000	11,000
Millionaires	483,000
Millionaires, almost but not quite, net worth generally $750,000+	748,000
Millionaires (Aspiring), estimated to have high incomes & net worths.	503,000
Money Market Fund Buyers/Inquirers & Prospects	2,010,000
Multi-Millionaires	19,000
Mutual Fund (No Load) Buyers & Inquirers	1,117,000
Nurses, who invest in stocks, bonds, CD's, mutual funds or real estate	244,000
People with deposits in savings accounts	94,000
Pilots who invest in stocks, bonds, CD's, money market funds, commodities or real estate	168,000
Professionals of all types, at home, who are heavy investors in stocks, bonds, CD's, T Bills, money market funds, commodities or real estate	485,000
Short Term-High Yield Financial Paper Investors	719,000
Socially Prominent Investors	32,500
Sports, Golf & Tennis Enthusiasts, who invest in stocks, bonds, CD's, T Bills, money market funds, commodities or real estate	18,000
Tax Exempt Money Market Fund Buyers/Inquirers & Prospects	744,000

PONTON - Continued

Tax Exempt Multi-Security Buyers & Inquirers of all Types	1,336,000
Tax Exempt Municipal Bond Buyers & Inquirers	616,000
Treasury Bill Investors & Prospects	288,000
Tucked Away Asset Holders	492,000
Tycoon Investors/Philanthropists	24,000
Variable Rate CD's Buyers/Inquirers & Prospects	141,000
Wealthiest Manhattan Investors, at home, invest in stocks, bonds, CD's, T Bills, money market funds, commodities or real estate	47,000

LIST NAME: Foreign Investor Lists

Arab Investors	2,422
Foreign Bond Fund Inquirers & Prospects	12,000
Foreign Investors, at foreign business address, who invest in US stocks, bonds, commodities, real estate or currency	38,000
Japanese Businesses & Branch Offices, in US	5,250
US International Trading Companies, with US Hq.	24,350
Wealthy Canadian Investors	964
Wealthy Foreign Investors, at home	332

PONTON - Continued

LIST NAME: Speculative Type Investors Lists	
Collectible Buyers & Inquirers	20,000
Commodity Futures Buyers/Inquirers & Prospects	742,000
Diamond & Semi-Precious Stone Buyers/Inquirers & Prospects	78,000
Foreign Bond Funds Inquirers & Prospects	12,000
Gold & Silver Bullion Buyers/Inquirers & Prospects	758,000
Growth Mutual Fund Buyers/Inquirers & Prospects	572,000
Hard Currency Buyers/Inquirers & Prospects	521,000
Hedge Fund Inquirers & Prospects	36,000
High-Technology Stock Buyers/Inquirers & Prospects	31,000
Millionaire Risk Takers	187,000
Oil & Gas Inquirers & Prospects	615,000
Option Buyers/Sellers/Inquirers & Prospects	408,000
Short Sellers & Inquirers	262,000
Stamp & Coin Buyers & Inquirers	53,000
Women Stamp Collectors	3,880

LIST NAME: Real Estate Investors/Inquirers/Prospects	
Collateralized Mortgage Obligations Inquirers & Prospects	18,400
Expensive Homes	11,500
Homeowners with high incomes and equity in their homes	5,106,000
Industrial Realtors	1,300

PONTON - Continued

Mini Mall Development Inquirers & Prospects	103,000
Real Estate Businesses & Other Financial Institutions who invest billions of dollars in various real estate ventures	67,000
Real Estate Lawyers	8,500
Real Estate Subdividers & Developers	24,000
Real Estate Vacation & Second Home Inquirers/Prospects	661,000

LIST NAME: Subscribers to Financial/Business or Investment Publications

NUMBER OF RECORDS: Varies by list

SELECTIONS AVAILABLE: Various

LIST NAME: Insurance Buyers/Inquirers & Prospects

NUMBER OF RECORDS: Varies

SELECTIONS AVAILABLE: Various available

LIST NAME: Philanthropic/Donor Lists

NUMBER OF RECORDS: Vary in size

SELECTIONS AVAILABLE: Numerous lists

PONTON - Continued

LIST NAME: Gamblers Lists	
Canadian "Credit Rated" Gamblers	840
Casino "Credit Rated" Gamblers - Mostly in East, can include credit rating	92,000
Football Pool Betting Buyers/Inquirers & Prospects	60,000
Foreign "Credit Rated" Gamblers	284
Gamblers: Most take junkets to Las Vegas, Atlantic City, Aruba, Monte Carlo, London or The Bahamas, some are systems buyers and follow the horses	178,000
Horse Racing Systems Buyers/Inquirers & Prospects	36,000
Risk Taking Doctors	30,000
Sports Touting Service Buyers/Inquirers & Prospects	48,000

LIST NAME: Travelers & Travel Related Lists	
Affluent Extensive Vacation Travelers	962,000
Affluent Older Vacation Travelers	624,000
Affluent Yuppie Vacation Travelers	275,000
American Society of Travel Agents	14,500
Convention & Meeting Planners	17,000
Foreign Travelers	80,000
Headquarters of National Associations who sponsor conventions meetings and tours	18,500
Hotels & Motels, with Convention & Meeting Facilities	4,500
Premium, Incentive & Travel Buying Executives	17,500
Professionals who travel	187,000

PONTON - Continued

Travel Agencies	30,000
Travel Tour Operators & Promoters	1,968
Travel Tour Wholesalers	255

LIST NAME: Financial Lists

NUMBER OF RECORDS: Varies by list

SELECTIONS AVAILABLE: Numerous types of financial professionals & firms

---

LIST NAME: Mail Order Buyers/Inquirers & Prospects

NUMBER OF RECORDS: Varies

SELECTIONS AVAILABLE: Various types of buyers & products

LIST NAME: Women Lists

Nurses who invest	244,000
Nurses who buy through the mail	876,000
Wealthy women investors	12,500
Women Bank Officers	16,000
Women Contributors to Feminist Causes	235,000
Women Executives/Professionals	129,000
Women Investors	383,000
Women Pilots	42,000
Women Socialites	2,500
Women Small Business Owners & Entrepreneurs	379,000

PONTON - Continued

LIST NAME: Wealthy Individual Lists

Affluent Horse Club Members	32,500
Arabian Horse Owners	29,600
Antique Automobile Owners	34,000
Luxury Car Owners, select type of car	3,402,000
Private Pilots who own aircraft	53,000
Yacht Owners, select by length	102,000

PRUDENTIAL MAIL MARKETING INC.

ADDRESS:	1500 William Floyd Parkway Shirley, NY 11967-1817
TELEPHONE:	800-221-0223 516-924-9696 Fax 516-744-5001
OFFICE LOCATIONS:	Shirley, NY
CATEGORIES OF LISTS:	Business, Residential
COVERAGE:	National, Canada

FORMATS AVAILABLE:

Pressure Sensitive Labels	Cheshire Labels
Magnetic Tape	Diskette

LIST NAME: Business

SELECTIONS AVAILABLE:

Accountants	Auditors & Bookkeepers
Agriculture	
Crops	Farm Equipment & Services
Fish	Livestock
Attorneys	
Aviation	
Industry Executives	Industry Services
Owners of Aircraft (217,971)	Pilots
Clubs, Associations, Organizations, Societies	
Association National Headquarters	
Church Societies - Women	
Communications & Media	
Broadcasting	Printed Medium
Communications - Miscellaneous	Video
Computer & Data Processing	Contractors & Construction
Education	
Coaches	Colleges
Officials & Services	Schools
Special Schools	
Engineers & Scientists	Environment & Conservation

PRUDENTIAL - Continued

- Executives
  - Advertising
  - Foundations
  - Presidents
  - Firms Sales Over 1 Million
  - Fortune Company
  - Doing Business Internationally
  - Import
- Finance & Banking
  - Banking
  - Credit Unions
  - Economists
  - Stockbrokerage Firms Execs
- Government
- Laboratories
- Manufacturing (By Field)
- Medical (facilities)
- Recreation (By Category)
- Wealthy American Individuals:
  - Donors & Contributors
  - Hobbyists
    - Yacht Owners (77,567)
  - Investors
  - How-To-Triple-Your-Money Book Buyers (113,372)
  - Who's Prominent
- Wholesalers, Retailers, Services
- Convention Sponsors
- Personnel
- Public Relations
- Corporate Affiliates
- National Advertisers
- Export
- International Execs Special Svcs
- Financial Analysts
- Portfolio Managers
- Statistican
- Insurance
- Libraries
- Medical (By specialty)
- Real Estate
- Religion
- Women

Select by SIC Code

LIST NAME: Household Database

NUMBER OF RECORDS: 70 Million +

SELECTIONS AVAILABLE:

- Income
- Heads of Household
- Families with children by age
- Stage in life cycle
- Home Owners
- Type of dwelling

LIST NAME: Canadian Businesses

SELECTIONS AVAILABLE: Industry category

THE RICH LIST

ADDRESS:	Piker Plaza 1210 Hollow Creek Drive, Ste 200 Austin, TX 78704
TELEPHONE:	512-441-2667
OFFICE LOCATIONS:	Austin, TX
CATEGORIES OF LISTS:	Compiled
FORMATS AVAILABLE:	
Diskette	Pressure Sensitive Labels

LIST NAME:	The Rich List
NUMBER OF RECORDS:	1,600
RECORD SOURCE:	Public Records, Private Sources, Other Means
TYPE:	Researched and compiled Personal & family net worth over $100 Million
UPDATE RATE:	Constant
SELECTIONS AVAILABLE:	Information includes address & phone number (home or office or both), estimated wealth, source of wealth, date of birth, college attended.

RICH LIST - Continued

LIST NAME: The Junior Rich List

NUMBER OF RECORDS: 600

RECORD SOURCE: Public Records, Private Sources, Other Means

TYPE: Researched and compiled
Personal & family net worth between
$25 Million and $100 Million

UPDATE RATE: Constant

SELECTIONS AVAILABLE: Information includes address & phone number (home or office or both), estimated wealth, source of wealth, date of birth, college attended.

LIST NAME: America's Richest Entertainers

NUMBER OF RECORDS: 100

RECORD SOURCE:

TYPE: List of the names, addresses and phone numbers of the people who handle the lives and business of America's highest-paid entertainers.

SENIOR CITIZENS UNLIMITED

ADDRESS: 711 Westchester Ave.
White Plains, NY 10604

TELEPHONE: 800-431-1712
Fax 914-997-8065

LENGTH OF OPERATION: 27 Years

COVERAGE: National

FORMATS AVAILABLE:

Diskette	4-Up Cheshire Labels
Pressure Sensitive Labels	Galley Listing
Magnetic Tape, 9 Track, 1600/6250 bpi	

LIST NAME: Seniors

NUMBER OF RECORDS: 30 Million +

SELECTIONS AVAILABLE:

Income Range	Telephone Numbers
Retirees Only	Sex
Marital Status	Direct Response Names
Age	

COMPANY NAME: Senior Direct

ADDRESS: 9319 LBJ Freeway, Ste 120
Dallas, TX 75243-3440

TELEPHONE: 800-222-5488
Fax 214-669-3388

COMPANY SIZE:

OWNERSHIP: Subsidiary Senior Service Corp.

LENGTH OF OPERATION:

OFFICE LOCATIONS: Dallas, TX

CATEGORIES OF LISTS:

COVERAGE:

FORMATS AVAILABLE: 4-Up Cheshire Labels
4-Up Pressure Sensitive Labels
Phone Listing
3x5 Cards
Diskette
Magnetic Tape, 9 Track, 1600/6250 bpi

LIST NAME: Seniors

NUMBER OF RECORDS: 50 Million

RECORD SOURCE:

TYPE:

UPDATE RATE:

SELECTIONS AVAILABLE: Exact Age
Geographic
Household Income Rating
Head of Household
Sex
Dwelling Type

TRW MARKETING SERVICES DIVISION

ADDRESS:	901 North International Parkway Richardson, TX 75081-2885
TELEPHONE:	800-527-3933, 214-699-1271 FAX 214-437-1611
COMPANY SIZE:	Large
OWNERSHIP:	A division of TRW

OFFICE LOCATIONS:

Richardson, TX
New York, NY 212-973-6700
Orange, CA 714-385-7525

CATEGORIES OF LISTS:	Consumer & Business
COVERAGE:	National

FORMATS AVAILABLE:

4-up Cheshire Labels	Pressure Sensitive Labels
3 x 5 Cards (1-up)	Mag tape 9T/1600 or 6250 BPI

LIST NAME:	Consumer Database
NUMBER OF RECORDS:	163,551,090
RECORD SOURCE:	Public Records
TYPE:	Compiled
UPDATE RATE:	Monthly

SELECTIONS AVAILABLE:

Exact age	Inferred age
Sex	Income (household)
Telephone numbers	Head of household
Household status	Married
Presence of children	
Families with children by age range and/or gender	
Length of residence	Dwelling type
SMACS data (census)	Corrective Lenses
Geographic (state, zip, SCF, county, SMSA, SMMA, Arbitron, Nielsen,census/BG/ED)	
Height	Weight

TRW - Continued

LIST NAME: Financial Lifestyle Database

NUMBER OF RECORDS: 124,455,532

RECORD SOURCE: TRW Consumer data & public records

TYPE: Compiled

UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

Credit shoppers	Active credit shoppers
Retail shoppers	Purchasing power
Exact age	Inferred age
Sex	Income (household)
Telephone numbers	Head of household
Household status	Married
Presence of children	
Families with children by age range and/or gender	
Length of residence	Dwelling type
SMACS data (census)	Corrective Lenses
Geographic (state, zip, SCF, county, SMSA, SMMA, Arbitron, Nielsen, census/BG/ED)	
Height	Weight

LIST NAME: HomeownersPlus Database

NUMBER OF RECORDS: 8,954,422

RECORD SOURCE: Public deed records

TYPE: Compiled

UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

Residing status (owner occupied etc.)	
Sale price (in ranges)	Recording date (year/month)
Transaction type (purchase, refinance)	
Purchase loan amount	Type of purchase loan
Kind of purchase loan	Equity/refinance loan amount
Equity/refinance loan type	LTV ratio
Anniversary month	Type of purchase
Credit shoppers	Retail shoppers
Exact age	Inferred age
Sex	Married

TRW - Continued

Presence of children	Income (household)
Length of residence	Dwelling type
SMACS data (census)	
Geographic (state, zip, SCF, county, SMSA, SMMA, Arbitron, Nielsen, census/BG/ED)	

LIST NAME: ResponseData File

NUMBER OF RECORDS: 51,855,160

RECORD SOURCE: Direct mail, public records & TRW consumer data

TYPE: Response

UPDATE RATE: Quarterly

SELECTIONS AVAILABLE:

Multi-category buyer	Recent purchase date
Recent purchase amount	

Category Selects

Collectors	Cooking Enthusiasts
Crafts & hobbies	Do-it-yourselfers
Fishing & hunting	Gardening & farming
General merchandise	Gifts & gadgets
Health & fitness	High tech
Investors	Literature & book buyers
Magazine subscribers	Men's merchandise buyers
Music & records	Photography
Self-improvement	Sports
Sweepstakes & lotteries	Women's merchandise buyers

Category-Specific Selections

First purchase date	Recent purchase date
Recent purchase amount	
Exact age	Inferred age
Sex	Income (household)
Telephone numbers	Head of household
Household status	Married
Presence of children	
Children by age range and/or gender	
Dwelling type	Length of residence
SMACS data (census)	Radius Select
Geographic (state, zip, SCF, county, SMSA, SMMA, Arbitron, Nielsen, census/BG/ED)	
Credit shoppers	Active credit shoppers
Retail shoppers	Elite retail shoppers
Purchasing power	Homeowners

TRW - Continued

LIST NAME: Business Hot Line Database
(new start-up businesses)

NUMBER OF RECORDS: 100,000 monthly

RECORD SOURCE: TRW business database & public records

TYPE: Compiled

UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

Telephone numbers
Contact names
Geographic (state, Zip, SCF, county)

LIST NAME: National Business Database

NUMBER OF RECORDS: 10,000,000
1,000,000 Service & Professionals

RECORD SOURCE: TRW business database & public records

TYPE: Compiled

UPDATE RATE: Quarterly

SELECTIONS AVAILABLE:

Telephone numbers	Contact names
Years in business	Employee size
Titles	Annual Sales
Geographic (state, Zip, SCF, county)	
SIC codes	Trade lines
Debt balance	Days beyond terms
Years in business	Derogatory legal history

TRW - Continued

LIST NAME: New Mover Database

NUMBER OF RECORDS: 2,000,000 monthly

RECORD SOURCE: NCOA & multi-source credit bureaus

TYPE: Compiled

UPDATE RATE: Monthly

SELECTIONS AVAILABLE:

- Bank card users
- Installment loan customers
- Distance coordinate select
- Dwelling (moved from to)
- Gender
- Estimated income
- Geographic
- Retail credit card users
- Distance of move
- Local, regional, out-of-state
- Exact age
- Marital status
- Families with children

LIST NAME: Highly Affluent Consumer Database

NUMBER OF RECORDS: 1,346,440

RECORD SOURCE: Statistically derived from TRW consumer data

TYPE: Compiled

UPDATE RATE: Quarterly

SELECTIONS AVAILABLE:

- Exact age
- Telephone number
- Families with children
- Inferred age
- Marital status
- SMACS data (census)
- Median household income
- Percent white collar
- Income (Household)
- Head-of-household
- Household member
- Length of residence
- Dwelling type
- Median home value
- Median school years
- Geographic (state, zip, SCF, county, SMSA, SMMA, Arbitron, Nielsen, census/BG/ED)
- Income ranges: $100,000 to $119,999, $120,000 and above

ALVIN B. ZELLER MAILING LISTS

ADDRESS: 224 Fifth Ave.
New York, NY 10001

TELEPHONE: 800-223-0814
Fax 212-481-4245

OFFICE LOCATIONS: New York, NY

CATEGORIES OF LISTS: Business

COVERAGE: National

FORMATS AVAILABLE:

4-Up Cheshire Labels	3 x 5 Card
Manuscript	Diskette
4-Up Pressure Sensitive Labels	
Magnetic Tape 9 Track, 1600bpi or 6250bpi	

LIST NAME: Business, Residential

NUMBER OF RECORDS: 9.4 Million

SELECTIONS AVAILABLE:

Employee size	Sales volume
SIC Code	Telephone

LIST NAME: Residents

NUMBER OF RECORDS: 83 Million

INFORMATION SOURCE: Census data overlaid with credit information, auto registration, and questionaire.

SELECTIONS AVAILABLE:

Cluster Code (Demographic variable)
Income (Start at $15K+, $2K increments up to $125K+)
Home Values (Top end is $250K+)
Age group

ZELLER - Continued

LIST NAME: Multiple Investors

NUMBER OF RECORDS: 360,836

SELECTIONS AVAILABLE: Multi venture investors

LIST NAME: Yacht Owners (Individuals)

NUMBER OF RECORDS: 107,159

SELECTIONS AVAILABLE: Select by size & power

LIST NAME: Aircraft Owners

NUMBER OF RECORDS: 162,631

SELECTIONS AVAILABLE: Select by type of aircraft

LIST NAME: Largest Farm Operations (1000+ Acres)

NUMBER OF RECORDS: 143,042

SELECTIONS AVAILABLE: Select by crop

LIST NAME: Millionaires

NUMBER OF RECORDS: 358,778

SELECTIONS AVAILABLE: Also multimillionaires

ZELLER - Continued

LIST NAME: Prominent Americans

NUMBER OF RECORDS: 141,742

SELECTIONS AVAILABLE: Area of prominence

LIST NAME: Exotic Car Owners

NUMBER OF RECORDS: 12,766,593

SELECTIONS AVAILABLE: Year, Make & Model
Not available for Alaska, Arkansas, Connecticut
Georgia, Hawaii, Indiana, Kansas, Maryland
New Jersey, New Mexico, Oklahoma, Oregon
Pennsylvania, Rhode Island, Virginia
Washington, Wyoming

LIST NAME: Top Government Officials

NUMBER OF RECORDS: 128,981

SELECTIONS AVAILABLE: City, County, State or Federal

LIST NAME: Corporation Presidents at Business Addr.

NUMBER OF RECORDS: 303,763

SELECTIONS AVAILABLE: Type of industry

LIST NAME: Affluent Professionals @ Home

NUMBER OF RECORDS: 569,658

SELECTIONS AVAILABLE: Profession