U.S. Consumer Data at a Glance

Overview
Infogroup’s U.S. Consumer Database is the industry’s premier consumer database. With 100 contributing sources and a full rebuild every month, the U.S. Consumer Database sets the standard for unparalleled quality, while its comprehensive demographic and lifestyle attributes allows for creative solution building for any marketing or research campaign.

Sources
We compile our information from:
- New utility connections and changes
- Real estate tax assessments and deed transfers
- Voter registrations (where available for marketing applications)
- Credit card billing statements
- Individual-level transactional data
- Public records, such as bankruptcies, pilot licenses, hunting licenses, and boat registrations
- Telephone white page directories
- Plus, we integrate dozens of proprietary enrichment sources with U.S. Consumer, aggregating over 3 billion records annually
- Market experience since 1917 in data analysis and modeling

Get The Power To:
- Be more profitable by targeting, not blanketing. Customize your marketing effort, the way you want it, where you want it.
- Improve the efficiency of data integration and the speed and accuracy of data matching with unique Infogroup Numbers.
- Increase your productivity with transactional updates instead of full file refreshes.
- Enhance and build on your current data. We’ll help you build a customer profile – then build on this data using our extensive resources to help you compile an even larger audience.
- Define highly specific markets. Looking for high-income, young urban professionals in a targeted neighborhood? U.S. Consumer delivers this data, and much more.
- Telemarket with ease! U.S. Consumer offers more ways to reach your prospects with greater coverage and multiple phone numbers.
Select Your Audience

Your selection possibilities are virtually endless when you choose from the U.S. Consumer Database. There are hundreds of elements to choose from. Here’s just a sample:

- **Infogroup Number** – Decrease your costs and turnaround times for data installation and data append using our unique household and individual identifiers.
- **Household Income** – Segment prospects using the most respected and reliable estimator of family income.
- **Age** – Refine your list targeting using head-of-household age and gender, as well as age and gender of additional family members.
- **Child by Age & Gender**
- **Homeowners** – Target more than 67 million homeowners. Ask us how to further segment your selection with variables including:
  - **Mortgage information**
  - **Property and value characteristics**
  - **Ethnicity** – Now you can identify both families and individuals using Cultural Coding which identifies ethnicity by first name, last name, middle name, and geography. Great for reaching out to this growing, powerful market.
- **Credit Card Holders** – Using a variety of sources we find individuals with at least one retail credit line, bank or oil card.
- **Seniors** – Target young seniors (50-59), pre-retirement seniors (55-64), retirement age (65+) or empty-nesters (55+).
- **Potential Investors** – We help you reach individuals investing in stocks, bonds, brokerage accounts, and more; we even predict a household’s tendency to invest.
- **Internet Finder** – Select on families who have a high propensity to use and purchase products/services over the Internet.
- **Charitable Contributors** – Target the millions who contribute to health, political or religious causes each year.
- **Buyer Behavior Clusters and Indices** – Link prospects to specific product and service purchase behaviors and measure their likelihood to buy.
- **Mail Responders** – An invaluable tool for direct marketers.

And there are many more! Call us for a complete list of selects.