



Thank you for calling High Performance Marketing about your mailing list needs.

The Equifax Consumer Information Database is the largest, most comprehensive consumer database in the world. It delivers more than 100 different selects on more than 100 million US households. From purchase history to demographics and lifestyles, Equifax delivers the precision you need to expand your view of your customers and prospects and target direct marketing programs that generate the optimum results. If you really want to know who you are talking to and what will motivate them, use Equifax!

The following selections are available in the Equifax Database.

Geography Selections

Carrier Route

SCF Code (3 digit zips)

Zip Code

Zip Range

County

State

Radius

Area Code

Please see the following pages for additional criteria that are available to more closely target your specific list.

Remember, High Performance Marketing can assist you with your entire mailing project! We are truly a "One Stop Shop". Let us know if we can provide you and your project with the PERSONAL SERVICE and superb ATTENTION TO DETAIL that you deserve!

Median Home Value

From: \$,000

To: \$,999

Available Phone

Select Indicator Only records with phone

Secondary Contact Indicator

Select Indicator Records With Secondary Contact Name Only

Marital Status

Select Indicator Single
 Married

Gender (Primary Contact)

Select indicator Male
 Female

Gender (Secondary Contact)

Select indicator Male
 Female

Homeowner/Renter

Select Indicator Unknown
 Definite renter
 Probable renter
 Probable owner
 Definite owner

Exact Age (Primary Contact)

This selection includes exact or specific age only

- 18-24 Years Old
- 25-34 Years Old
- 35-44 Years Old
- 45-54 Years Old
- 55-64 Years Old
- 65-74 Years Old
- 75 + Years Old

Inferred Age (Primary Contact)

Inferred age

- 18-24 Years Old
- 25-34 Years Old
- 35-44 Years Old
- 45-54 Years Old
- 55-64 Years Old
- 65-74 Years Old
- 75 + Years Old

Income

Select Indicator

- Unknown
- under 15,000
- 15,000 - 19,999
- 20,000 - 29,999
- 30,000 - 39,999
- 40,000 - 49,999
- 50,000 - 74,999
- 75,000 - 99,999
- 100,000 - 124,999
- 125,000 - 149,999
- 150,000 and over

Length of Residence

Select Indicator

- Zero to 6 months
- 7 to 12 months
- 1 year to 18 months
- 18 months to 2 years
- 3 years
- 4 years
- 5 years
- 6 years
- 7 years
- 8 years
- 9 years
- 10 years
- 11 years
- 12 years
- 13 years
- 14 years
- 15 years
- 16 years
- 17 years
- 18 years
- 19 years
- 20 years +

Household Occupation Code

Select Indicator

- Unknown
- Professional-Technical
- Doctors
- Lawyers-Judges
- Teachers-Librarians
- Administrative-Managerial
- Management
- Proprietors
- Supervisors

- Sales-Service
- Clerical-White Collar
- Craftsman-Blue Collar
- Foreman
- Operatives
- Farm
- Unskilled
- Service Workers
- Military
- Student
- Retired
- Homemaker

Dwelling Type

Select Indicator

- Unknown
- Single
- Multi-Family with <5 units with apartment no.
- Multi-Family with <5 units without apartment no.
- Multi-Family with 5-9 units with apartment no.
- Multi-Family with 5-9 units without apartment no.
- Multi-Family with 10+ units with apartment no.
- Multi-Family with 10+ units without apt no.

Presence of Children

Select Indicator

- Yes
- No
- Unknown

Credit Card Users

Select Credit Cards

- Standard Retail Card
- Standard Specialty Card
- Upscale Retail Card
- Upscale Specialty Card
- Bank Card
- Oil / Gas Card
- Finance Company Card
- Travel / Entertainment Card
- Misc Credit Card