

# Targeted Consumer Household File



## Total National Counts:

- 125 Million Records

## Selections Available:

- Head of Household Age
- Household Income
- Household Education
- Number of Generations
- Marital Status
- Household Size
- Presence in Household
- Number of Children
- Children's Age Range
- Children's Gender
- Language Spoken
- Ethnic Group
- Religion
- Net Worth Model
- Original Mortgage Amount
- Home Valuation Model
- Home Sale Date
- Home Sale Price
- Square Footage
- Lot Size
- Year Home Built
- Homeowner Renter
- Dwelling Type
- Length of Residence
- Political Party
- Individual Exact Age
- Gender Code
- Birth Month
- Birth Year
- Pets
- Occupation
- Mail Order Buyer
- Charitable Donor
- Telephone Number

\*Inquire about additional selections

## The Largest Compiled Consumer Database at the Household Level

Valassis Lists has partnered with a national list compiler to offer the Targeted Consumer Household File. The Targeted Consumer File is the nation's largest repository of data at a household level. Public and private sources, supplemented by self-reported behavioral and lifestyle data comprise the database. Offered in conjunction with an impressive array of analytical services, the Targeted Consumer Household File will isolate and deliver your best, most qualified customers.

The Targeted Consumer Household File is the premier compiled consumer database. Developed from over 30 different types of sources, it amasses an array of demographic, lifestyle, and purchase history information. Supported with an impressive suite of analytical services, the Targeted Consumer Household File will isolate and deliver your best, most qualified customers.

## Accuracy is Key

Updating information on more than 100 million U.S. households every six weeks, the Targeted Consumer Household File is direct marketing's most trusted source for compiled consumer data. From transactional to behavioral characteristics, this comprehensive list offers more than 150 different segment groups to reach virtually every well-defined market audience.

Contact Us for Additional Information:

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Lists