

Consumer Demographic Datasets

PII

- Unique IDs
- First name
- Last name
- Address
- City
- State
- Zip
- Zip+4
- Email
- Phone Number

Individual Information

- Age
- Gender
- Education
- Marital Status
- Political Party
- Income
- Net Worth
- Modeled Credit Score

Households

- Number of adults in household
- Grandparents in household
- Presence of children in household
 - Age of children
 - Gender of children
 - Number of children

Home

- Length of Residency
- Year Built
- Dwelling Type
- Homeowner or Renter

Interests

- Arts & Crafts
- Entertainment
- Fashion & Apparel
- Health & Fitness
- Home Improvement
- Music
- Pets
- Smoking/Tobacco
- Sports
- Travel
- Etc.

Lifestyle Triggers

- Engaged
- Newlyweds
- Divorced
- Expecting Parents
- New Parents
- New Movers

Medical Database

- Ailments
 - Diabetes
 - Headaches
 - Back Pain
 - Obesity
 - Vision
 - Digestive
 - Blood Pressure
 - Allergy
 - Etc.

Automotive Database

- Auto Owners
- Auto Lease Expiration
- Auto Intenders
 - Make, Model, VIN, Auto Year plus more.