FINAL REPORT

Utilization of National Databases for Investigation of Unexplained Affluence

by

Michelle Heuer

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Utilization of National Databases for Investigation of Unexplained Affluence

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Technical Report

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.
As a specialized list broker and direct marketer, the author of this report viewed this research project as a very straightforward 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.
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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 database 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 snapshot 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 as 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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Number of Records</th>
</tr>
</thead>
<tbody>
<tr>
<td>Short Term - High Yield Financial Paper Investors</td>
<td></td>
</tr>
<tr>
<td>Includes: corporate notes, municipal paper &amp; short term C.D.'s</td>
<td>(207,000)</td>
</tr>
<tr>
<td>Option Buyers, Sellers &amp; Inquirers</td>
<td>(27,000)</td>
</tr>
<tr>
<td>Puts &amp; Calls</td>
<td>(9,000)</td>
</tr>
<tr>
<td>Pure Commodity Futures Traders</td>
<td></td>
</tr>
<tr>
<td>Commodity Futures Buyers, Sellers &amp; Inquirers</td>
<td></td>
</tr>
<tr>
<td>60% buyers, different from above</td>
<td>(107,000)</td>
</tr>
<tr>
<td>Gamblers: Most take junkets to Las Vegas, Atlantic City, London or the Bahamas, some buy system books.</td>
<td>(92,000)</td>
</tr>
<tr>
<td>People with large deposits in savings accounts</td>
<td>(76,000)</td>
</tr>
</tbody>
</table>
Continued - Aetna National List Company

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 409,186 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:

<table>
<thead>
<tr>
<th>Limited Partnerships</th>
<th>(26,367)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Aircraft Owners</td>
<td>(6,043)</td>
</tr>
<tr>
<td>Yacht Owners</td>
<td>(3,546)</td>
</tr>
<tr>
<td>Rolls Royce Owners</td>
<td>(803)</td>
</tr>
<tr>
<td>Art Collectors</td>
<td>(222)</td>
</tr>
<tr>
<td>Horse Owners</td>
<td>(408)</td>
</tr>
</tbody>
</table>

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)
Continued - W.S. Ponton

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)
Continued - Alvin B. Zeller Mailing Lists

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

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<th>Specialty</th>
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<th>Am Dir</th>
<th>Boyds</th>
<th>Gale</th>
<th>List Mast</th>
<th>Mktry</th>
<th>PCS</th>
<th>Ponton</th>
<th>South</th>
<th>Zeller</th>
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<td>Yacht Owners</td>
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<td>Cattle/Movies</td>
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<td>Option Buyers</td>
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<td>Opportunity Seekers</td>
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<td>Tax Shelters</td>
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<td>Foreign Bds/Insurance</td>
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<td>Oil &amp; Gas</td>
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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 the 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 the year of its 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+. 
<table>
<thead>
<tr>
<th>Company</th>
<th>Income</th>
<th>Home Value Mortgage</th>
<th>Multiple Properties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aetna</td>
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<tr>
<td>Am. Business Lists</td>
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<td>Boyds</td>
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<td></td>
<td>X</td>
</tr>
<tr>
<td>100,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caldwell</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Compilers Plus</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75,000</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Database America</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>75,000+</td>
<td>250,000</td>
<td></td>
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</tr>
<tr>
<td>The Listmaster</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Metromail</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75,000+</td>
<td></td>
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<td></td>
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<tr>
<td>NDL</td>
<td>X</td>
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<td></td>
</tr>
<tr>
<td>100,000+</td>
<td></td>
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<tr>
<td>PCS</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Polk</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>75,000+</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Ponton</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Prudential</td>
<td>X</td>
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<td></td>
</tr>
<tr>
<td>50,000+</td>
<td></td>
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</tr>
<tr>
<td>Southern</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>TRW</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
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<td>120,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Zeller</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>125,000+</td>
<td>250,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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 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 be 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 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.
Americanelist
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
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
Limited Partnership Investors 172,000
Buyers of Mutual Funds (Load) 278,000
Buyers of Mutual Funds (No Load) 110,000
Diamond Buyers & Inquirers 61,000
   (60% buyers)
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 139,000
   70% buyers

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
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 Un slnire 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
Class
Year of Birth
Date of Admission to ABA

Young Lawyers
Sex
Year of Admission to Bar
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
Prospect Lists
Tape 1600bpi or 6250bpi

4-Up Cheshire
3 x 5 Cards
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/Publicly Traded
- New Names Only
- Ad Size in Yellow Pages
- Small Business Owners
- FAX Phone Numbers
- Franchise or Professional Specialty


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:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Income Range</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Income (5,000 to 100,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Value</td>
<td>(0 - 150,000)</td>
</tr>
</tbody>
</table>

LIST NAME: Car Owners
NUMBER OF RECORDS: 60 Million

SELECTIONS AVAILABLE:

Make/Model
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
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
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
Magnetic Tape
Pressure Sensitive Labels
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
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
- 26% Children at Home
- 73% Married
- 95% Attended College
- 79% Male
- 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
<table>
<thead>
<tr>
<th>LIST NAME</th>
<th>Number of Records</th>
<th>Record Source</th>
<th>Selections Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stock Market Investors</td>
<td>328,421</td>
<td>Direct mail, customer files, public information.</td>
<td>Geographic Only</td>
</tr>
<tr>
<td>Action Minded Investors</td>
<td>708,243</td>
<td>Direct mail, customer files, public information.</td>
<td>Conservative Investors Speculative Investors</td>
</tr>
<tr>
<td>Strategic Speculators</td>
<td>126,241</td>
<td>100% Direct Mail</td>
<td>Geographic only</td>
</tr>
</tbody>
</table>
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

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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+

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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+
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
LIST NAME: Aircraft Owners
NUMBER OF RECORDS: 242,342
RECORD SOURCE: Official Government Records
TYPE: Compiled
SELECTIONS AVAILABLE:
   Individual Owners
   Other Aircraft Owners
   Partnerships/Co-ownerships

LIST NAME: Aircraft Pilots
NUMBER OF RECORDS: 698,380
RECORD SOURCE: Official Government Records
TYPE: Compiled
SELECTIONS AVAILABLE:
   Airline Pilots (ATR)
   Private Pilots
   Commercial 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
- 4-Up pressure sensitive labels
- 3 x 5 Cards
- 1-Up pressure sensitive labels
- Diskette

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
LIST NAME: Business Data File

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

TYPE: Compiled

SELECTIONS AVAILABLE:

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

<table>
<thead>
<tr>
<th>Sex</th>
<th>Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>Field of Study</td>
<td></td>
</tr>
</tbody>
</table>

LIST NAME: Elementary & Junior High Students
NUMBER OF RECORDS: 5 Million +
RECORD SOURCE: Educational Sources
TYPE: Compiled

SELECTIONS AVAILABLE:

| Sex |   |
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
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
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
            404-245-1399
            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
Age - Inferred
Dwelling type
Renter/Owner
Sex of household head
Families with children
Mail Order, buyers, responders, contributors.
Recent movers

Estimated household income
Age - Specific
Length of residence
Telephone numbers
Occupation
Credit card users

LIST NAME: People at Play (Interests & Hobbies)

RECORD SOURCE: Major purchase & answered survey

TYPE: Response

SELECTIONS AVAILABLE:

Interest Category
Gender
Profession
Marital Status
Children by Age

Age
Income
Credit Card User
Owner/Renter
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
  Florida
  Illinois
  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
  Size of firm
  Industry by employee size
  Professionals by specialty
  By SIC Code
  Level & gender of executives
  Executive by position/area
  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
    - Consumer subscribers
    - Special Interest Mail Order Buyers

LIST NAME: Consumer Compiled Lists
NUMBER OF RECORDS: 80+ Million
TYPE: Compiled
SELECTIONS AVAILABLE:
    - Income Homeowners
    - Credit Card Holders Age
    - Presence of Children Mail-Order Buyers

LIST NAME: Canadian Business Lists
NUMBER OF RECORDS: 857,604
SELECTIONS AVAILABLE:
    - SIC Code By Province
    - By Field
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:

- Gender
- Marital Status
- Age: Children & Adults
- Dwelling Type
- Length of Residence
- Vehicle Type
- Contributors
- Mail Response
- Exact Date of Birth (Adults)
- Premium Bank Card Holders
- Premium Retail Card Holders
- SCF
- Area Code
- ADI Code
- Nielsen County
- 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
- Mortgage Amount
- Premium Retail Card
- Date
- Bank Card
- State/County/SCR/Zip/Zip+4
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.
Pompano 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
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
- Sheet Listing
- Diskette

- Pressure Sensitive Labels
- Magnetic Tape

LIST NAME: Florida Panorama

SELECTIONS AVAILABLE:

- Owner/Renter
- Income
- Gender
- Year house built
- Assessed value of house
- Auto owners: manufacturer, model, year
- Boat owners: manufacturer, type, length
- Charity donors
- Travelers
- Environmentalists

- Marital status
- Age
- Investors
- Year of purchase
- Jet Setters
- 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
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
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
- Job Function
- Telephone Number
- Department
- Management Level

LIST NAME: Defense Contractors

NUMBER OF RECORDS: 30,862

RECORD SOURCE: Carroll Government Lists

SELECTIONS AVAILABLE:
- Management Level
- SCF
- State
- Function
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
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  Trade & Technical
  Foreign Language  College
  Religious  Frequency
  General Circulation  Women’s
  Daily Papers/Periodicals  Circulation Breakdown
  Fraternal

LIST NAME: Publishers
NUMBER OF RECORDS: 18,000
RECORD SOURCE: Publishers Directory

SELECTIONS AVAILABLE:
  Type of Publication
LIST NAME: For-Profit Research Service Organizations
NUMBER OF RECORDS: 3,800
RECORD SOURCE: Research Services Directory

LIST NAME: Non-Profit Research Centers
NUMBER OF RECORDS: 10,700
RECORD SOURCE: Research Centers Directory

LIST NAME: Government Research Centers
NUMBER OF RECORDS: 3,000
RECORD SOURCE: Government Research Directory

LIST NAME: International Research Centers
NUMBER OF RECORDS: 5,400
RECORD SOURCE: International Research Centers Directory

SELECTIONS AVAILABLE:

- Field of Research
- Type of Research Center
- US Department of...
- Type of organization
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
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
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:

<table>
<thead>
<tr>
<th>SCF</th>
<th>Age Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life Style</td>
<td></td>
</tr>
<tr>
<td>Limited Partnerships 26,367</td>
<td></td>
</tr>
<tr>
<td>Private Aircraft Owners 6,043</td>
<td></td>
</tr>
<tr>
<td>Yacht Owners 3,546</td>
<td></td>
</tr>
<tr>
<td>Rolls Royce Owners 803</td>
<td></td>
</tr>
<tr>
<td>Art Collectors 222</td>
<td></td>
</tr>
<tr>
<td>Horse Owners 408</td>
<td></td>
</tr>
</tbody>
</table>

LIST NAME: Broadcast Stations & Media Executives

NUMBER OF RECORDS: 9,800

RECORD SOURCE: Gale Directory of Publications & Broadcast Media

SELECTIONS AVAILABLE:

<table>
<thead>
<tr>
<th>AM/FM</th>
<th>US &amp; Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Title</td>
<td></td>
</tr>
</tbody>
</table>

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
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  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 and 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
LIST NAME: International  
RECORD SOURCE: Varied  
TYPE: Varied  

**SELECTIONS AVAILABLE:**

<table>
<thead>
<tr>
<th>Business Executives</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hong Kong</td>
<td>Singapore</td>
</tr>
<tr>
<td>Malaysia</td>
<td>Taiwan</td>
</tr>
<tr>
<td>China</td>
<td>Korea</td>
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<tr>
<td>Thailand</td>
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<td>Japan</td>
<td>Australia</td>
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<td>United Kingdom</td>
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<td>Netherlands</td>
<td>Norway</td>
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<td>Switzerland</td>
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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
LIST NAME: International
RECORD SOURCE: Varied
TYPE: Varied

SELECTIONS AVAILABLE:

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<tr>
<td>Switzerland</td>
<td>Middle East</td>
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<tr>
<td>Canada</td>
<td></td>
</tr>
</tbody>
</table>
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
**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:**

<table>
<thead>
<tr>
<th>Telephone</th>
<th>Mail Order Renewal</th>
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<td>Merchandise Buyer Categories</td>
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<td>Upscale</td>
<td>Crafts &amp; Hobbies</td>
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<tr>
<td>Female Orientation</td>
<td>Books</td>
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<tr>
<td>Gardening &amp; Farming</td>
<td>Collectibles &amp; Speciality Foods</td>
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<td>Collectibles &amp; Speciality Foods</td>
<td>Gifts &amp; Gadgets</td>
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<tr>
<td>Family &amp; General Interest</td>
<td>Female</td>
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<td>Male &amp; Sports Orientation</td>
<td>Publications</td>
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<td>Religious</td>
<td>Gardening &amp; Farming</td>
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<td>Culinary Interest</td>
<td>Health &amp; Fitness</td>
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<td>Do-It-Yourselfers</td>
<td>New &amp; Financial</td>
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<td>Opportunity seekers &amp; contest entrants</td>
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<td>Photography</td>
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<td>Contributors</td>
<td>Health &amp; Institutional</td>
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<tr>
<td>General</td>
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<tr>
<td>Mail Respondents</td>
<td>Length of Residence</td>
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<tr>
<td>Type of dwelling unit</td>
<td>Homeowners</td>
</tr>
<tr>
<td>Sex of head of household</td>
<td>Age identified individuals</td>
</tr>
<tr>
<td>Estimated household income</td>
<td>Married couple households</td>
</tr>
<tr>
<td>Age identified heads of households</td>
<td></td>
</tr>
</tbody>
</table>
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 Community/Civic Affairs
Collectibles/Collections
<table>
<thead>
<tr>
<th>Crafts</th>
<th>Crossword Puzzles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural/Arts Events</td>
<td>Current Affairs/Politics</td>
</tr>
<tr>
<td>Electronics</td>
<td>Fashion Clothing</td>
</tr>
<tr>
<td>Fishing Frequently</td>
<td>Foreign Travel</td>
</tr>
<tr>
<td>Frequent Flier Club Members</td>
<td>Real Estate Investments</td>
</tr>
<tr>
<td>Stock/Bond Investments</td>
<td>Plus Many More</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sex</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Type</td>
<td>Marital Status</td>
</tr>
<tr>
<td>Income (Top is 100,000+)</td>
<td>Occupation</td>
</tr>
<tr>
<td>Credit Cards Used</td>
<td>Children at Home (with age)</td>
</tr>
</tbody>
</table>
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
- 4-Up Pressure sensitive labels
- Magnetic tape, 9T/1600 BPI

LIST NAME: Residential Index - Heads of Household

NUMBER OF RECORDS: 80 Million households

TYPE: 100% compiled

SELECTIONS AVAILABLE:

- Age Range
- Dwelling Type
- Homeowners
- Presence of children
- Exact age
- Household income
- New movers
- Income
- Female head of household
- Retired people
- Gender
- Length of residence
- Type/year of auto
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
LIST NAME: Business Lists  
Businesses, organizations, associations

TYPE: Compiled

SELECTIONS AVAILABLE:

<table>
<thead>
<tr>
<th>Primary/Secondary SIC Code</th>
<th>Telephone numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive function/title</td>
<td>Specialty function/area</td>
</tr>
<tr>
<td>Financial strength</td>
<td>Number of employees</td>
</tr>
<tr>
<td>Sales volume</td>
<td>Demographics</td>
</tr>
</tbody>
</table>

LIST NAME: Affluent Index  
(Multiple lists by categories)

RECORD SOURCE: Various

SELECTIONS AVAILABLE:

<table>
<thead>
<tr>
<th>Specialty/Area</th>
<th>Exec/Title function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title addressing</td>
<td>Business owner</td>
</tr>
<tr>
<td>Demographics</td>
<td></td>
</tr>
</tbody>
</table>

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
Electronic 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
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 The Practical Accountant
Tax Angles Warren, Gorham & Lamont Accounting

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

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

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

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

Business
Boardroom Reports Business Marketing
Business Week Cashflow Magazine
Chief Financial Officer Chief Executive Magazine
<table>
<thead>
<tr>
<th>Category</th>
<th>Example publications</th>
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</thead>
<tbody>
<tr>
<td>Communications</td>
<td>The Economist Inc. Forbes Inc.</td>
</tr>
<tr>
<td>Channels of Communication</td>
<td>Broadcast Engineering Communications News</td>
</tr>
<tr>
<td>CommunicationsWeek</td>
<td>Monthly Phone News</td>
</tr>
<tr>
<td>Electronic Media Magazine</td>
<td>Satellite News Newsletter</td>
</tr>
<tr>
<td>Telecommunications Magazine</td>
<td>Video Systems</td>
</tr>
<tr>
<td>Telecommunications Products &amp; Technology</td>
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</tr>
<tr>
<td>Construction</td>
<td>Building Design &amp; Construction</td>
</tr>
<tr>
<td>Building Supply &amp; Home Centers</td>
<td>Contractor Magazine</td>
</tr>
<tr>
<td>Building Design Journal</td>
<td>Multi Housing News</td>
</tr>
<tr>
<td>Fine Homebuilding</td>
<td></td>
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<tr>
<td>Professional Builder</td>
<td></td>
</tr>
<tr>
<td>Cultural &amp; Fine Arts</td>
<td>American Artist</td>
</tr>
<tr>
<td>Archaeology</td>
<td></td>
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<tr>
<td>Artforum</td>
<td>Art in America</td>
</tr>
<tr>
<td>Artnews</td>
<td>Art Product News</td>
</tr>
<tr>
<td>Art &amp; Antiques</td>
<td>Atlantic</td>
</tr>
<tr>
<td>Theatre Crafts</td>
<td></td>
</tr>
<tr>
<td>Data Processing</td>
<td>Business Computer Systems</td>
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<tr>
<td>Pyte</td>
<td></td>
</tr>
<tr>
<td>Computer Magazine</td>
<td></td>
</tr>
<tr>
<td>Computer Dealer Magazine</td>
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<tr>
<td>Computer Decisions Magazine</td>
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<tr>
<td>Computer Design Magazine</td>
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<tr>
<td>Computer Language</td>
<td></td>
</tr>
<tr>
<td>Computer Products Magazine</td>
<td></td>
</tr>
<tr>
<td>Computers &amp; Electronics</td>
<td></td>
</tr>
<tr>
<td>Computer System News</td>
<td></td>
</tr>
<tr>
<td>Computerworld</td>
<td></td>
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<tr>
<td>Creative Computing</td>
<td></td>
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<tr>
<td>Datamation Magazine</td>
<td></td>
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<tr>
<td>Dr. Dobb's Journal</td>
<td></td>
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<tr>
<td>80 Micro</td>
<td></td>
</tr>
<tr>
<td>Electronic Buyers' News</td>
<td></td>
</tr>
<tr>
<td>Electronic Engineering Times</td>
<td></td>
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<tr>
<td>Government Computer News</td>
<td></td>
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<tr>
<td>High Technology Magazine</td>
<td></td>
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<tr>
<td>Infosystems</td>
<td></td>
</tr>
<tr>
<td>InfoWorld</td>
<td></td>
</tr>
<tr>
<td>Micro Marketworld</td>
<td></td>
</tr>
<tr>
<td>Lightwave, The Journal of Fiber Optics</td>
<td></td>
</tr>
<tr>
<td>Microsystems</td>
<td></td>
</tr>
<tr>
<td>MIS Week</td>
<td></td>
</tr>
<tr>
<td>Nibble Magazine</td>
<td></td>
</tr>
<tr>
<td>On Communications</td>
<td></td>
</tr>
<tr>
<td>PC Magazine</td>
<td></td>
</tr>
<tr>
<td>PC World</td>
<td></td>
</tr>
<tr>
<td>Personal Computing Magazine</td>
<td></td>
</tr>
<tr>
<td>Popular Computing Magazine</td>
<td></td>
</tr>
<tr>
<td>Robotics World</td>
<td></td>
</tr>
<tr>
<td>Small Systems World</td>
<td></td>
</tr>
<tr>
<td>Systems &amp; Software</td>
<td></td>
</tr>
<tr>
<td>Tech Journal</td>
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</table>
PCS - Continued

<table>
<thead>
<tr>
<th>Medical</th>
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</thead>
<tbody>
<tr>
<td>Advertising Dentists</td>
<td>Dental Economics</td>
</tr>
<tr>
<td>The American Chiropractor</td>
<td>American Journal of Nursing</td>
</tr>
<tr>
<td>American Journal of Medicine</td>
<td>Emergency</td>
</tr>
<tr>
<td>Health Affairs</td>
<td>Health Science</td>
</tr>
<tr>
<td>Medical Economics</td>
<td>Medical Marketing &amp; Media</td>
</tr>
<tr>
<td>Nursing Life</td>
<td>RN Magazine</td>
</tr>
<tr>
<td>Contemporary Administrator Magazine</td>
<td></td>
</tr>
<tr>
<td>Hospital &amp; Health Care Administrator Mag.</td>
<td></td>
</tr>
<tr>
<td>Modern Health Care Magazine</td>
<td>Nursing Outlook</td>
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</table>

<table>
<thead>
<tr>
<th>Education</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>American School Board Journal</td>
<td></td>
</tr>
<tr>
<td>Education Digest</td>
<td>The Executive Educator</td>
</tr>
<tr>
<td>First Teacher</td>
<td>Instructor Magazine</td>
</tr>
<tr>
<td>Learning</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Environmental</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Pollution Engineering</td>
<td></td>
</tr>
<tr>
<td>Waste Treatment Technology News</td>
<td></td>
</tr>
<tr>
<td>Water Engineering &amp; Management</td>
<td></td>
</tr>
<tr>
<td>Water &amp; Wastes Digest</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Government</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>American City &amp; County</td>
<td>Defense Electronics</td>
</tr>
<tr>
<td>Government Product News</td>
<td>Human Services Administrator</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Investors</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Baxter Advisory Newsletter</td>
<td>Bull &amp; Bear Newsletter</td>
</tr>
<tr>
<td>Commodity Timing Newsletter</td>
<td>Dealers Digest</td>
</tr>
<tr>
<td>Financial World</td>
<td>Investing in Crisis</td>
</tr>
<tr>
<td>Kiplinger Tax Letter</td>
<td>Ms. Magazine</td>
</tr>
<tr>
<td>Personal Investor</td>
<td>Standard &amp; Poor’s</td>
</tr>
<tr>
<td>The Stanger Report</td>
<td>Tax Angles</td>
</tr>
<tr>
<td>Venture</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Travel &amp; Recreation</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Travel News</td>
<td>Cruise Travel Magazine</td>
</tr>
<tr>
<td>Lodging Hospitality</td>
<td>Yacht Racing &amp; Cruising</td>
</tr>
</tbody>
</table>
SPECIALTY INFORMATION:

<table>
<thead>
<tr>
<th>Specialty</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airplane Owners</td>
<td>59,436</td>
</tr>
<tr>
<td>Antique Auto Owners</td>
<td>30,315</td>
</tr>
<tr>
<td>Documented Vessel Owners</td>
<td>40,316</td>
</tr>
<tr>
<td>Gamblers</td>
<td>4,951</td>
</tr>
<tr>
<td>Horse Breeders</td>
<td>10,887</td>
</tr>
<tr>
<td>Tax Shelter Investors</td>
<td>62,846</td>
</tr>
<tr>
<td>Yacht Owners</td>
<td>15,990</td>
</tr>
</tbody>
</table>
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
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
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
**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
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

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

## LIST NAME: Foreign Investor Lists

<table>
<thead>
<tr>
<th>List Name</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arab Investors</td>
<td>2,422</td>
</tr>
<tr>
<td>Foreign Bond Fund Inquirers &amp; Prospects</td>
<td>12,000</td>
</tr>
<tr>
<td>Foreign Investors, at foreign business address, who invest in US stocks, bonds, commodities, real estate or currency</td>
<td>38,000</td>
</tr>
<tr>
<td>Japanese Businesses &amp; Branch Offices, in US</td>
<td>5,250</td>
</tr>
<tr>
<td>US International Trading Companies, with US Hq.</td>
<td>24,350</td>
</tr>
<tr>
<td>Wealthy Canadian Investors</td>
<td>964</td>
</tr>
<tr>
<td>Wealthy Foreign Investors, at home</td>
<td>332</td>
</tr>
</tbody>
</table>
PONTON - Continued

<table>
<thead>
<tr>
<th>LIST NAME: Speculative Type Investors Lists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collectible Buyers &amp; Inquirers</td>
</tr>
<tr>
<td>Commodity Futures Buyers/Inquirers &amp; Prospects</td>
</tr>
<tr>
<td>Diamond &amp; Semi-Precious Stone Buyers/Inquirers &amp; Prospects</td>
</tr>
<tr>
<td>Foreign Bond Funds Inquirers &amp; Prospects</td>
</tr>
<tr>
<td>Gold &amp; Silver Bullion Buyers/Inquirers &amp; Prospects</td>
</tr>
<tr>
<td>Growth Mutual Fund Buyers/Inquirers &amp; Prospects</td>
</tr>
<tr>
<td>Hard Currency Buyers/Inquirers &amp; Prospects</td>
</tr>
<tr>
<td>Hedge Fund Inquirers &amp; Prospects</td>
</tr>
<tr>
<td>High-Technology Stock Buyers/Inquirers &amp; Prospects</td>
</tr>
<tr>
<td>Millionaire Risk Takers</td>
</tr>
<tr>
<td>Oil &amp; Gas Inquirers &amp; Prospects</td>
</tr>
<tr>
<td>Option Buyers/Sellers/Inquirers &amp; Prospects</td>
</tr>
<tr>
<td>Short Sellers &amp; Inquirers</td>
</tr>
<tr>
<td>Stamp &amp; Coin Buyers &amp; Inquirers</td>
</tr>
<tr>
<td>Women Stamp Collectors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIST NAME: Real Estate Investors/Inquirers/Prospects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Collateralized Mortgage Obligations Inquirers &amp; Prospects</td>
</tr>
<tr>
<td>Expensive Homes</td>
</tr>
<tr>
<td>Homeowners with high incomes and equity in their homes</td>
</tr>
<tr>
<td>Industrial Realtors</td>
</tr>
</tbody>
</table>
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
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
<table>
<thead>
<tr>
<th>LIST NAME:</th>
<th>Financial Lists</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF RECORDS:</td>
<td>Varies by list</td>
</tr>
<tr>
<td>SELECTIONS AVAILABLE:</td>
<td>Numerous types of financial professionals &amp; firms</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIST NAME:</th>
<th>Mail Order Buyers/Inquirers &amp; Prospects</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF RECORDS:</td>
<td>Varies</td>
</tr>
<tr>
<td>SELECTIONS AVAILABLE:</td>
<td>Various types of buyers &amp; products</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LIST NAME:</th>
<th>Women Lists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurses who invest</td>
<td>244,000</td>
</tr>
<tr>
<td>Nurses who buy through the mail</td>
<td>876,000</td>
</tr>
<tr>
<td>Wealthy women investors</td>
<td>12,500</td>
</tr>
<tr>
<td>Women Bank Officers</td>
<td>16,000</td>
</tr>
<tr>
<td>Women Contributors to Feminist Causes</td>
<td>235,000</td>
</tr>
<tr>
<td>Women Executives/Professionals</td>
<td>129,000</td>
</tr>
<tr>
<td>Women Investors</td>
<td>383,000</td>
</tr>
<tr>
<td>Women Pilots</td>
<td>42,000</td>
</tr>
<tr>
<td>Women Socialites</td>
<td>2,500</td>
</tr>
<tr>
<td>Women Small Business Owners &amp; Entrepreneurs</td>
<td>379,000</td>
</tr>
</tbody>
</table>
LIST NAME: Wealthy Individual Lists

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affluent Horse Club Members</td>
<td>32,500</td>
</tr>
<tr>
<td>Arabian Horse Owners</td>
<td>29,600</td>
</tr>
<tr>
<td>Antique Automobile Owners</td>
<td>34,000</td>
</tr>
<tr>
<td>Luxury Car Owners, select type of car</td>
<td>3,402,000</td>
</tr>
<tr>
<td>Private Pilots who own aircraft</td>
<td>53,000</td>
</tr>
<tr>
<td>Yacht Owners, select by length</td>
<td>102,000</td>
</tr>
</tbody>
</table>
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
Magnetic Tape
Cheshire Labels
Diskette

LIST NAME: Business

SELECTIONS AVAILABLE:

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

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
3 x 5 Cards (1-up)
Pressure Sensitive Labels
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
Sex
Telephone numbers
Household status
Presence of children
Families with children by age range and/or gender
Length of residence
SMACS data (census)
Geographic (state, zip, SCF, county, SMSA, SMMA, Arbitron, Nielsen, census/BG/ED)
Height

Inferred age
Income (household)
Head of household
Married
Corrective Lenses
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
- Retail shoppers
- Exact age
- Sex
- Telephone numbers
- Household status
- Presence of children
- Families with children by age range and/or gender
- Length of residence
- SMACS data (census)
- 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)
- Transaction type (purchase, refinance)
- Purchase loan amount
- Kind of purchase loan
- Equity/finance loan type
- Anniversary month
- Credit shoppers
- Exact age
- Sex
- Recording date (year/month)
- Type of purchase loan
- Equity/finance loan amount
- LTV ratio
- Type of purchase
- Retail shoppers
- Inferred age
- 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 amount

Category Selects
Collectors
Crafts & hobbies
Fishing & hunting
General merchandise
Health & fitness
Investors
Magazine subscribers
Music & records
Self-improvement
Sweepstakes & lotteries

Category-Specific Selections
First purchase date
Recent purchase amount

Exact age
Sex
Telephone numbers
Household status
Presence of children
Children by age range and/or gender
Dwelling type
SMACS data (census)
Geographic (state, zip, SCF, county, SMSA, SMMA, Arbitron, Nielsen, census/BG/ED)
Credit shoppers
Retail shoppers
Purchasing power

Recent purchase date
Cooking Enthusiasts
Do-it-yourselfers
Gardening & farming
Gifts & gadgets
High tech
Literature & book buyers
Men’s merchandise buyers
Photography
Sports
Women’s merchandise buyers

Inferred age
Income (household)
Head of household
Married

Active credit shoppers
Elite retail shoppers
Homeowners
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
### New Mover Database

- **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

### Highly Affluent Consumer Database

- **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
  - 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 questionnaire.

SELECTIONS AVAILABLE:

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