

surveydirect™

SurveyDirect is a new unique 100% self-reported solution comprised of two self-reported sources, survey and product registration cards, with a track record proven to perform—making it ideal for your acquisition efforts.

SurveyDirect has 200+ of the most utilized selects, making it easy to access the best prospects all in one central list.



SurveyDirect Data Card Counts

DEMOGRAPHICS

Adult age	Counts
Adult Age 18-20	1,302,000
Adult Age 21-24	1,724,000
Adult Age 25-34	2,819,000
Adult Age 35-44	2,365,000
Adult Age 45-49	1,687,000
Adult Age 50-54	1,796,000
Adult Age 55-59	1,676,000
Adult Age 60-64	1,537,000
Adult Age 65-69	1,311,000
Adult Age 70-74	2,185,000
Adult Age 75 Plus	7,000

Child age	Counts
Child Age under 1	262,000
Child Age 13-24 months	607,000
Child Age 2-4 years	1,392,000
Child Age 5-8 years	1,283,000
Child Age 9-12 years	1,218,000
Child Age 13-15 years	1,022,000
Child Age 16-17 years	521,000

Presence of grandchildren	Counts
Grandchildren	5,395,000

Caregiver to elderly	Counts
Caregiver	1,269,000

Education	Counts
Completed high school	6,276,000
College or university student	1,000
Post secondary degree	1,843,000
Post secondary advanced degree	1,335,000

Occupation	Counts
Home business/office	229,000
Homemaker	2,263,000
Management	1,091,000
Military	534,000
Professional or technical	2,439,000
Retired	4,054,000
Sales or marketing	1,054,000
Self-employed	335,000
Tradesman or laborer	950,000
Veteran	13,500

SurveyDirect Data Card Counts

DEMOGRAPHICS

Household size	Counts
1 person in household	2,428,000
2 persons in household	4,163,000
3 persons in household	1,865,000
4 persons in household	1,545,000
5 or more persons in household	1,257,000

Dwelling type	Counts
Home owner	3,090,000
Renter	8,071,000

Marital status	Counts
Married	6,049,000
Single	4,510,000

LIFESTYLES

Charitable donations	Counts
Donors donate to any charitable causes	7,521,000
Donors frequent donor	2,693,000
Donors moderate donor	1,948,000
Donors occasional donor	2,598,000
Donors active military	1,454,000
Donors Alzheimers	1,154,000
Donors animal	2,427,000
Donors arts or cultural	210,000
Donors cancer	4,571,000
Donors Catholic	1,377,000
Donors children's	2,999,000
Donors conservative	642,000
Donors environment	958,000
Donors food bank	2,107,000
Donors gay or lesbian	324,000
Donors humanitarian or world relief	1,399,000
Donors liberal	364,000
Donors Native American	1,693,000
Donors other health	1,290,000
Donors other religious	2,031,000
Donors religious	3,193,000
Donors seniors	999,000
Donors veterans	3,070,000
Donors world relief	1,567,000

Collectibles	Counts
Collect any	5,741,000
Collect Christmas decorations	2,336,000
Collect coins	2,532,000
Collect dolls	1,160,000
Collect figurines	1,819,000
Collect jewelry	639,000
Collect ornaments	1,455,000
Collect plates	751,000
Collect sports memorabilia	1,436,000
Collect stamps	701,000

Electronics	Counts
Electronics own any electronics	2,221,000
Electronics own eBook reader	917,000
Electronics own smartphone	1,635,000
Electronics own tablet	728,000

Fitness and exercise	Counts
Exercise running	1,397,000
Exercise walking	5,566,000
Exercise yoga or pilates	1,245,000

Hobbies	Counts
Hobbies any	11,775,000
Hobbies baking	7,809,000
Hobbies bird watching	2,117,000
Hobbies career advancement courses	1,248,000
Hobbies cars or car repair	2,335,000
Hobbies casino gambling	1,054,000
Hobbies computer technology courses	733,000
Hobbies cooking	8,827,000
Hobbies crafts	3,893,000
Hobbies environmentally friendly lifestyle	1,056,000
Hobbies gardening	5,586,000
Hobbies home improvement or repair	5,864,000
Hobbies home study courses	1,008,000
Hobbies knitting or needlework	2,752,000
Hobbies motorcycle owner	1,141,000
Hobbies motorcycle riding	1,420,000
Hobbies nursing courses	645,000

SurveyDirect Data Card Counts

LIFESTYLES

Hobbies	Counts
Hobbies paper crafts	630,000
Hobbies quilting	1,195,000
Hobbies RV owner	325,000
Hobbies scrapbooking	1,935,000
Hobbies self improvement courses	3,271,000
Hobbies sewing	1,000
Hobbies sweepstakes or lotteries	3,480,000
Hobbies swimming pool owner	1,231,000
Hobbies swimming pool plan to buy	114,000
Hobbies theater or performing arts	2,149,000
Hobbies wine	2,025,000
Hobbies woodworking	1,915,000

Mail order	Counts
Mail order buyer	8,012,000

Music preferences	Counts
Music any	9,896,000
Music christian or gospel	3,658,000
Music classical	2,685,000
Music country	5,982,000
Music jazz	2,090,000
Music rhythm and blues	3,356,000
Music rock n roll	5,377,000

Nutrition and diet	Counts
Nutrition manage weight	7,098,000
Nutrition natural or organic foods	2,176,000
Nutrition take supplements	7,984,000

Online behavior	Counts
Shop online	5,801,000

Pet ownership	Counts
Pets cat	4,718,000
Pets dog	5,896,000

Political affiliation	Counts
Democrat	2,403,000
Independent	1,083,000
Republican	2,336,000

Reading preferences	Counts
Reading frequent readers	1,797,000
Reading semi-frequent readers	1,798,000
Reading occasional readers	2,794,000
Reading astrology	783,000
Reading best selling fiction	4,028,000
Reading bible or devotional	4,339,000
Reading children's	1,951,000
Reading classic cars	465,000
Reading classic novels	1,021,000
Reading computer	1,018,000
Reading cooking or culinary	4,368,000
Reading country lifestyle	2,011,000
Reading fashion	1,701,000
Reading history	2,102,000
Reading interior decorating	2,070,000
Reading medical or health	3,089,000
Reading military	955,000
Reading mystery	2,943,000
Reading natural health remedies	2,077,000
Reading people or entertainment	2,873,000
Reading romance	2,498,000
Reading science fiction	1,501,000
Reading science or technology	1,316,000
Reading sports	2,196,000
Reading world news or politics	1,782,000

Smoking	Counts
Plan to quit smoking	514,000
Smoke cigarettes	468,000
Smoke cigars	825,000

SurveyDirect Data Card Counts

LIFESTYLES

Sporting interests	Counts
Participate in sports	7,717,000
Participate in baseball	1,761,000
Participate in basketball	1,877,000
Participate in camping or hiking	2,631,000
Participate in fishing	3,467,000
Participate in football	2,171,000
Participate in golf	1,829,000
Participate in hunting	2,410,000
Participate in soccer	88,000
Watch sports	8,128,000
Watch baseball	4,238,000
Watch basketball	4,124,000
Watch football	7,041,000
Watch golf	2,380,000
Watch hockey	1,687,000
Watch NASCAR	2,955,000

Travel	Counts
Travel any	10,143,000
Travel business	1,063,000
Travel cruise ship	2,762,000
Travel foreign	6,782,000
Travel leisure	7,313,000
Travel timeshare	844,000
Travel US	5,661,000

FINANCIAL

Assets	Counts
Insurance own	7,070,000
Insurance plan to buy	144,000
Investments own	6,859,000
Investments plan to buy	210,000
Target ValueScore™ 2.0	Call for counts

Credit	Counts
Banking online	975,000
Debit card user	2,903,000
Regular credit card	4,690,000
Premium credit card	3,806,000
Have student loan	128,000
Plan to get student loan	43,000

Income	Counts
Income less than 25,000	2,833,000
Income 25,000 to 34,999	2,169,000
Income 35,000 to 49,999	2,533,000
Income 50,000 to 74,999	2,508,000
Income 75,000 to 99,999	1,192,000
Income 100,000 to 150,000	769,000
Income 150,000+	426,000

AILMENTS

	Counts
Allergies	6,441,000
Anxiety	2,268,000
Arthritis	4,256,000
Diabetes	2,695,000
Digestive disorder	6,544,000
Heart condition	2,184,000
High blood pressure	4,798,000
High cholesterol	5,430,000
Mental illness	2,346,000
Osteoporosis	1,013,000
Pain	8,784,000
Respiratory ailments	2,800,000
Sleep issues or disorder	4,100,000

MARKET INDICATORS

	Counts
Economic activity	Call for counts
Channel preference ratio	Call for counts
Seasonality ratio	Call for counts
Activity ratings	Call for counts
Category data	Call for counts

SurveyDirect Data Card Pricing

	Cost
Base rate	\$75/M
Demographics	\$10/M
Lifestyles	\$10/M - \$135/M
Ailments	\$135/M
Financial	\$10/M - \$12/M
Market indicators	\$65/M

Minimum list charge: \$600/job

Re-use rate

- First re-use 50% of base
- 1 year unlimited use 2.5x total of base

Nonprofit discounts

- Base \$65/M
- Non-profit maximum charge \$115/M

Other charges

- Online download No Charge
- Secure file transfer \$25/F
- Select output charge 50% of select rate

Cancelled orders

- \$75 flat plus \$5/M plus shipping and media
- Orders cancelled by Client after shipping of the List(s) but before the completion of the associated merge/purge will be subject to cancellation charges as follows: \$75 flat plus \$5/M plus selection charges plus shipping and media charge.