



RealSource's Demographic Consumers

Target the right consumers

RealSource's Demographic Consumers provides lifestyle and demographic information on 203 million consumers and 107 million households nationwide. With this valuable data, you can target consumers who will be most interested in your products.

Individual Demographics

Head of Household, Gender, Age, Marital Status, Ethnicity, Month of Birth, Education, Occupation

Household Demographics

Income, Presence of Children, Length of Residence

Lifestyle Information

Personal Interests, Auto in the market predictor, Mail and Internet Order Usage, Buying Habits

Target Consumers based on Risk

RealSource Inc. enhances the data to allow you to make high-level risk selection - without the restrictions of using credit data using our Risk Propensity categories. *RealSource Inc.* has two models, one for mortgage called Risk Propensity Indicator (RPI) and one for automotive called Risk Propensity Model (RPM). The use of summarized consumer credit data as part of our Risk Propensity categories removes the burden of making a pre-approved offer of credit while still retaining the accuracy of the data for list selection and high-level risk management.

Target Credit Challenged Consumers

To improve identification of credit challenged consumers, *RealSource Inc.* has built two models, Debt Consolidation Index (DCI) and Credit Counseling Index (CCI). These models statistically derived using factors such as demographic, lifestyle, behavioral, and other credit trade line information aggregated at the ZIP+4 level. They identify degrees of delinquency on credit payments and debt to credit utilization. The table below summarizes how to use the models.



Pricing

Please inquire for a pricing quote.

Cancellation Policy:

No job can be cancelled once order is placed and data is finalized.

Compliance

As part of our commitment to making sure that all end users of data are compliant with FTC Standards, a SAN Number is required if phone numbers are requested.

Suppressions

<i>Internal – previous orders for up to 6 months:</i>	<i>Included</i>
<i>External – Client provided:</i>	<i>\$1.25/M (\$75/File Minimum)</i>

Data Usage

One-time Usage as quoted.

Contact:

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