

UNITED STATES CONSUMER DATACARD

Description: Our consumer database is a comprehensive, multi-sourced file which allows you to improve your targeting efficiency, reduce your marketing costs & increase your return on investment.

Updating Methodologies: We build the database utilizing hundreds of sources including public records, directories, county recorders, tax assessor files, US Census data, surveys, and purchase transactions. The file is built at both the individual and household levels to provide multiple targeting options. We continuously utilize USPS processing routines to give you the most complete and up-to-date addresses and our daily, weekly, and monthly updates ensure the finest quality of data available.

Depth & Coverage: Our database includes over 350 Million consumers at over 155 Million addresses and contains demographic information on almost every household in the nation. Nowhere else will you find more complete and accurate information on U.S. Households, Individuals by name and age, lifestyle interests, hobbies, purchase behaviour and ethnicity along with detailed financial-related data including mortgage, wealth, and credit attributes.

List Pricing and Usage: Inquire

Deliverability Guarantee: 70%+ for Direct Mails • 50% + for Emails

Terms & Conditions

Phone Numbers are not under DNC List and the level of accuracy/ Interest depends upon the clients products and campaign Type. Email Deliverability Depends upon client verification tool and campaign platform/ Product.

NCOA – National Change Of Address Validation applied to all records.

Details	
Delivery Format	.Xls/.Xlsx/Text/Csv/Tsv
List Type	Email Marketing
	Direct Mail
Deliverability Guarantee	85% On Direct Mails
	45% To 60% For Emails
Delivery	3 Working Days (Payment Receipt)
Data Sources	Web Sources, Seminars, Trade Shows, Conferences, Webinars, Magazine Subscriptions, Exhibitions, Surveys, Opinion Polls, Public Filings, Government Listings, Yellow Pages, NCOA, ECOA, Data Partners, etc.

E-mail Domains Available in the List						
aol	rr	mcimail	coxmail	charm	verizon	sprynet
yahoo	sympatico.ca	netscape	frontiernet	compuserve	bellatlantic	webtv
bellsouth	worldnet	prodigy	live	delphi	charter	
chartermi	gmail	sbcglobal	medione	go	concentric	
covad	alltel	usa	netzero	mac.com	earthlink	
.edu	bigfoot	ymail	qwest	mindspring	gte	
ibm	chartern	hotmail	speakeasy	pacbell	mailcity	

FILL REPORT

First Name	Last Name	Gender	Address, City, State, ZIP Code, Country	Phone Number	IP Address, Data & Signed up	Email
100%	100%	30%	100%	60%	100%	100%



Contact us at 415.518.2317 or sales@borgdirect.com
 Visit our website at: www.borgdirect.com

PET OWNERS LIST

Sl. No	Categories	Counts
1	Birds & Pet Products – Buyer	541,214
2	Cats & Cat Products – Buyer	896,990
3	Dogs & Dog Products - Buyer	2,421,880
4	Own a Cat - Product Registration	896,990
5	Own a Dog - Product Registration	2,421,880
6	Pets & Pet Products - Peer Interests	307,454
7	Pets & Pet Products General - Buyer	407,452

FREQUENT FLYERS

Sl. No	Categories	Counts
1	Frequent Flyers – Business Travelers	2,666,854
2	Frequent Flyers – Vacation Travelers	1,866,762
3	Travelers Across the Globe	933,354
4	Travelers from USA Across the Globe	311,088

High Net-Worth Individuals - 1,575,920

Sl. No	Categories	Counts
1	Investors	709,141
2	Mining Investors	117,847
3	Magazine Subscribers – Finance	248,578
4	Mutual Funds	587,254
5	Venture Capitalists – Stock Investing	477,415
6	Real Estate – Peer Interest	300,009

Pain Ailments - 4,809,818

Sl. No	Categories	Counts
1	Arm and Shoulder Pain	297,776
2	Back Pain	443,349
3	Joint Pain	586,952
4	Leg Pain	250,173
5	Hip Pain	377,349
6	Ankle Pain	250,488
7	Foot Pain	212,808
8	Muscle Pain	257,742
9	Tension	598,488
10	Knee Pain	241,049
11	Pain Relief – Chiropractor	622,518
12	Pain Relief – Massage	462,176
13	Pain Relief - Natural Remedy	208,950

Magazines & Books Buyers -28,334,560

Sl. No	Categories	Counts
1	Bible/Devotional Books Buyers	1,561,166
2	Magazines Buyers	10,371,614
3	Books Buyers	8,297,291
4	Books On Tape Buyers	777,726
5	Business Books Buyers	7,326,763

Agriculture Enthusiasts – 1,333,176

Sl. No	Categories	Counts
1	Farmers / Dairymen	80,898
2	Fruit and Vegetable Gardening Product Buyers	650,184
3	Gardening Flowers Seed Bulb Buyers	602,094

Music Enthusiasts - 50,328,828

Sl. No	Categories	Counts
1	Rhythm/Blues Enthusiast	1,443,573
2	Rock/Roll Enthusiast	3,721,786
3	Romance Enthusiast	1,491,727
4	Classical Music Enthusiast	2,874,713
5	R&B/Urban Enthusiast	1,482,985
6	Country Enthusiast	1,275,686
7	Rap/Hip-Hop Enthusiast	2,764,607
8	Pop Enthusiast	3,464,877
9	Religious Enthusiast	820,450
10	Jazz Enthusiast	797,304
11	Music Buyers	30,191,122

Sporting Enthusiasts - 6,314,175

Sl. No	Categories	Counts
1	Baseball Enthusiasts	622,098
2	Golfing Enthusiasts	1,262,568
3	Basketball Enthusiasts	501,425
4	Football/Soccer Enthusiasts	925,749
5	Cricket Enthusiasts	467,364
6	Walking Enthusiasts	1,254,888
7	Tennis Enthusiasts	495,630
8	Running Enthusiasts	466,976
9	Hockey Enthusiasts	140,462
10	Cycling Enthusiasts	177,017

Apparel & Fashion Enthusiasts -20,076,630

Sl. No	Categories	Counts
1	Beauty & Cosmetic Product Buyers	2,985,741
2	Beauty Professionals	446,573
3	Children's Apparel & Related Product Buyers	1,333,477
4	Clothing Buyers & Enthusiast	3,962,898
5	Fashion Enthusiasts	3,808,250
6	Mail Order Clothes Buyers	2,577,669
7	Men's Big & Tall Apparel Buyers	976,563
8	Women's Apparel and Accessory Buyers	3,985,460

Outdoor Activities Enthusiast - 3,707,393

Sl. No	Categories	Counts
1	Photography Enthusiasts	205,749
2	Scuba Diving Enthusiasts	250,431
3	Outdoors Enthusiasts	1,681,893
4	Trekking/Camping Enthusiast	721,764
5	Boating/Sailing Enthusiast	477,414
6	Fishing Enthusiasts	370,142

Charity Donors List- 3,220,223

Sl. No	Categories	Counts
1	Environmental Donors	755,370
2	Health Donors	699,560
3	Political Donors	158,423
4	Religious Donors	571,565
5	Animal Donors	435,945
6	Children-Youth Donors	599,359

Interior & Backyard Decorating Enthusiasts - 3,970,967

Sl. No	Categories	Counts
1	Backyard Decorating Product Buyers	570,318
2	Home Decorating/ Furnishings	1,701,056
3	Interior Designers Professionals	22,148
4	Furniture Enthusiasts	970,098
5	Interior Decorating Enthusiasts	707,348

Diet Supplement Buyers - 6,168,662

Sl. No	Categories	Counts
1	Diet Aids Interest	1,750,494
2	Dieting	1,642,494
3	Natural Diet Program Interest	384,185
4	Need to gain weight	222,548
5	Diet Conscious Product Buyers	2,168,942

Outdoor Enthusiast – 3,707,393

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1	Photography Enthusiasts	205,749
2	Scuba Diving Enthusiasts	250,431
3	Outdoors Enthusiasts	1,681,893
4	Trekking/Camping Enthusiast	721,764
5	Boating/Sailing Enthusiast	477,414
6	Fishing Enthusiasts	370,142

Wine Enthusiast - 6,700,183

Sl. No	Categories	Counts
1	Red (wine)	2,700,183
2	White (wine)	2,300,000
3	Oak (wine)	773,626
4	Sediment (wine)	566,316
5	Harvest (wine)	360,056
6	Malt Beers	4,000,083
7	Spirit (Rum)	4,040,182
8	Vodka	3,368,238
9	Whisky	2,691,580

Vision Correction - 3,998,236

Sl. No	Categories	Counts
1	Contact Lens	428,094
2	Eyeglasses	3,556,648
3	Optician/Optomtrist Professionals	13,494

Mental Disorder - 10,304,958

Sl. No	Categories	Counts
1	Anger	1,022,576
2	Anxiety	1,750,488
3	Depression	366,549
4	Eating Disorder	767,825
5	Memory Problems	701,040
6	Mental Illness	443,694
7	Mood Swings	622,142
8	Poor Memory	822,542
9	Stress	935,429
10	Alzheimer's	649,773
11	Migraines	2,222,900

Hair Concerns - 2,278,181

Sl. No	Categories	Counts
1	Damaged/dry hair	658,494
2	Dandruff	421,770
3	Dry scalp/Hair Breakage	257,504
4	Fine hair	432,629
5	Hair Loss	507,785

Digestion Problem - 2,984,178

Sl. No	Categories	Counts
1	Bowel Problems	808,862
2	Colitis	435,668
3	Constipation	328,817
4	IBS	688,976
5	Lactose Intolerance	721,857

Food & Beverages Enthusiast - 9,436,177

Sl. No	Categories	Counts
1	Beer Enthusiast	3,31,38
2	Wine Enthusiast	2,228,355
3	Spirit Enthusiast	2,407,074
4	Food Addiction	461,489
5	Tobacco Addiction	569,637
6	Alcohol/Spirit Addiction	738,584