

Consumer Households

Pinpoint Your Best Targets

The NFocus Consumer Household database offers the best option for highly targeted marketing campaigns.

The NFocus Consumer Household dataset is the industry's most comprehensive compiled data source for household demographics. The file provides robust targeting options with up to five individuals at a household level and thousands of demographic combinations and selects.

The file delivers a complete targeting solution by providing one of the largest databases available – 123 million households, 185 million individuals and 31 different sources.



The wide range of demographic select options include financial, individual age & date of birth, dwelling characteristics, children, lifestyle, and occupation.

Recommended uses include retail, insurance, financial, utilities & telecommunications, travel & hospitality, home improvement, specialty & lifestyle publications and nonprofit.

Access the NFocus Consumer Household data file 24/7 via www.ListCounts.com or contact your representative for more details.

Select Options

Age
Income
Home Value
Households w/Children
Dwelling Type
Homeowner/Renter
Pets

Interests:

Hobbies
Donate to Charities
Mail Responder
Nutrition & Diet
Sports & Recreation

Finance:

Target Value Score
Net Worth
Credit Cards

...and more

Frequency of Updates

Monthly

Total Household Universe

123,000,000