



# Recession Proof Households

Segment	Count	Price
Universe / Base Rate	4,793,445	\$85.00/M
Income Producing Assets		\$20.00/M
Wealth Code		\$20.00/M
Expendable Income		\$20.00/M
GreenScore™		\$20.00/M

Currently the highest net worth homeowners in America. These individuals have achieved the American dream. While the economy recedes, this successful group of consumers take advantage of these times and aggressively pursue bargains. They buy when others sell. These recession proof households are receptive to offers that match their lifestyle: furniture, apparel, interior décor, entertainment, clubs/associations, investments, insurance, technology (wireless, smartphones), cars, music and travel. Additionally, for Non-Profit marketers, these individuals still need PERSONAL write-offs to reduce income and balance this years capital losses (which are capped and can't be claimed in full) and are prime for gift solicitation. More selections are available.

Judah Fontz  
 VeraData  
 800.561.9927 X 595  
 jfontz@veradata.com

LIST TYPE  
 Consumer- mail, phone, email

SOURCE  
 Direct Mail, Telemarketing, Direct Tv, Modeled

GEOGRAPHY  
 Domestic (US)

Counts through 11/03/2009

SELECTS

Estimated Income \$5.00 /M  
 Investments: Life Insurance \$20.00 /M  
 Marital status \$2.00 /M  
 Number of Children \$10.00 /M  
 Religion \$15.00 /M  
 State \$2.00 /M

MINIMUM ORDER 5,000

FOR MORE INFORMATION PLEASE CONTACT

Judah Fontz  
**800-561-9927 x595**  
 JFontz@VeraData.com

