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LIFESTYLE BEHAVIOR **DATABASE**

Lifestyle Behavior is a consumer database with self-reported information on over 35 million households. These consumers have completed surveys on their brand preferences, product ownership, leisure activities, financial products, occupations and more. With over one million new updates each month, this database provides a fresh source of prospects for virtually any type of business.

Activities/Ailments
Computers and Peripherals
Diet
Education/Occupation
Foreign Language
Life Stage
Mail Order Buyers
Prescriptions
Product Ownership

Dwelling Unit Size
Estimated Income
Exact Age
Gender
Homeowner
Hotline (30-day)
Marital Status
Presence of Children
Telephone Numbers

Formats Available:

Cartridge
CD-ROM
Diskette
DVD
E-mail
FTP
Magnetic Tape
Manuscript
4-up Cheshire Labels
4-up Pressure Sensitive Labels

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