



HUGO DUNHILL MEDIA
 SALES LEADS * PROSPECTING LISTS * E-MAIL LISTS
 11211 John Galt Boulevard Omaha, NE 68137
 Toll Free: 800-223-6454 www.hdml.com

DC Source (Dunhill Consumer Source)

List: 8050-4

DC Source (Dunhill Consumer Source)

Count: 239,732,688

Dunhill Consumer Source has just been updated! Better than ever, with over 239 million consumers available, Dunhill Consumer Source is your best source for high-quality, up to date consumer information.

DC Source is your top consumer database for all your direct mail campaigns. Consumers and households may be targeted by geography, purchasing behavior, lifestyle, hobbies, life events, religion/ethnicity, household data and occupation!

Some of the most popular consumer selects are: income, age, gender, credit data, occupation, marital status, pet ownership, ethnicity, education level, ailments and illnesses, political affiliation.

You may now reach over 239 million consumers for offers on seminars, subscriptions, books, recruitment and any other consumer related offer.

The DC Source list is NCOA'd quarterly.

State Counts available on request.

SELECTIONS

Popular Selections

- Age - Age Ranges, Day of Date of Birth, Month of Date of Birth, Year of Date of Birth
- Ailments
- Children Present in Household
- Dwelling Type
- Gender
- Home Market Value
- Homeowner or Renter
- Income
- Length of Residence
- Marital Status
- Net Worth
- Telephone Numbers

Family

- Children's Age & Gender
- Household Size
- Number of Adults
- Number of Children in Household
- Number of Generations in Household
- Senior Adult in a Household
- Single Parent in Household
- Veteran in Household
- Young Adult in Household

Geography

- Area Code
- Congressional District
- SCF
- State
- Time Zone
- Zip Code

Life Event

- Child near High School Graduation
- Empty Nester
- Expecting Parents
- New Parent
- New Teen Driver
- Newlywed
- Recent Divorce

Real Estate

- Home Assessed Value
- Home Equity Available
- Home Loan (inquire for various selects)
- Home Property Type
- Home Purchase Amount
- Home Purchase Date
- Home Square Footage
- Home Year Built
- Median Home Value
- Number of Investment Properties Owned
- Recent Home Buyer in Household
- Recent Mortgage Borrower in Household

Religion/Ethnicity

- Hispanic Country of Origin
- Language Preference
- Religious Affiliation

Hobbies and Interests

Collectibles
Electronics/Gaming
Exercise & Health
Family/Religious
Food/Cooking
Home Improvement
Lifestyles/Interests
Money & Investments
Music/Movies
Outdoors/Environment
Pets
Reading
Sports/Sports Interest
Travel

Household

1st Vehicle New or Used
2nd Vehicle New or Used
College Graduate
Credit Card
Education Level (Head of Household)
Household Bought New Vehicles in the Past
Household Intends to Purchase Vehicle within 6 Months
Mail Order Responder
Motorcycle Owner
Number of Vehicles Owned
Occupation/Education
Owner
Personal Computer
Primary Vehicle Class
RV Owner
Small or Home Office Present
Truck Owner
Vehicle Ownership
Working Woman in the Household

CONSUMERS BY OCCUPATION

Account Executive	2,346,275	Auto Mechanic	9,392
Accounting/Biller/Billing clerk	88,178	Baker	8,557
Actor/Entertainer/Announcer	4,959	Banker	14,079
Adjuster	3,619	Banker/Loan Office	6,826
Administration/Management	102,394	Banker/Loan Processor	2,221
Advertising	2,144	Barber/Hairstylist/Beautician	264,420
Agent	1,064,201	Bartender	13,330
Aide/Assistant	24,851	Binder	1,951
Aide/Assistant/Executive	4,446	Blue Collar Worker	249,554
Aide/Assistant/Office	7,012	Body man	7,226
Aide/Assistant/School	21,336	Bookkeeper	54,545
Aide/Assistant/Staff	5,810	Brakeman	1,617
Aide/Assistant/Technical	2,389	Brewer	226
Air Traffic Control	4,750	Broker	87,526
Analyst	26,445	Broker/Stock/Trader	1,838,981
Animal Technician/Groomer	2,192	Butcher/Meat Cutter	12,890
Appraiser	84,056	Buyer	15,442
Apprentice	4,465	Carpenter/Furniture/Woodworking	60,728
Architect	91,337	Cashier	73,782
Armed Forces	143,936	Caterer	1,625
Army Credit Union Trades	148,434	CEO/CFO/Chairman/Corp Officer	29,135
Artist	5,847	Checker	7,905
Assembler	59,392	Chef/Butler	11,199
Athlete/Professional	5,100	Chemist	9,311
Attendant	8,152	Child Care/Day Care/Babysitter	17,759
Auctioneer	4,391	Chiropractor	40,504
Auditor	15,452	Civil Service/Government	5,982

CONSUMERS BY OCCUPATION- (Continued)

Claims Examiner/Rep/Adjudicator	12,312	Engineer/Civil	6,978
Cleaner/Laundry	11,019	Engineer/Electrical/Electronic	4,552
Clerk	924,087	Engineer/Field	2,371
Clerk/Deli	5,639	Engineer/Industrial	2,768
Clerk/File	5,021	Engineer/Mechanical	3,944
Clerk/Produce	2,992	Estimator	5,981
Clerk/Stock	26,469	Executive/Upper Management	325,547
Coach	2,061	Expeditor	3,990
Collector	7,371	Fabricator	2,662
Communications	609	Factory Workman	31,585
Comptroller	14,067	Farmer/Dairyman	657,236
Computer Operator	21,684	Finance	350,061
Computer Programmer	24,939	Finisher	6,822
Computer/Systems Analyst	9,294	Firefighter	26,205
Conductor	3,799	Fisherman/Seaman	2,073
Conservation/Environment	742	Fitter	3,384
Construction	194,401	Flight Attendant/Steward	2,269
Consultant/Advisor	22,246	Florist	1,635
Cook	46,828	Food Service	18,169
Coordinator	14,711	Foreman/Crew leader	90,411
Corrections/Probation/Parole	6,066	Foreman/Shop Foreman	4,345
Cosmetologist	1,225,365	Forestry	5,392
Counselor	21,041	Foundry Worker	422
Courier/Delivery/Messenger	27,047	Furrier	130
Court Reporter	7,316	Gardener/Landscaper	14,780
Crewman	3,474	Geologist	8,831
Curator	259	Glazier	2,817
		Graphic Designer/Commercial	
Custodian	24,055	Artist	3,322
Customer Service/Representative	50,142	Grinder	3,810
Cutter	5,240	Grocer	2,110
Data Entry/Key Punch	19,210	Health Care	33,081
Dental Assistant	62,418	Health Services	88,388
Dental Hygienist	104,361	Helper	13,353
Dentist	179,784	Homemaker	5,946,550
Designer	17,529	Hostess/Host/Usher	6,045
Detective/Investigator	9,123	Housekeeper/Maid	32,698
Dietician	35,107	Inspector	31,842
Director/Art Director	3,296	Installer	21,071
Director/Executive Director	60,069	Instructor	22,552
Dispatcher	14,274	Insurance/Agent	1,063,322
Dock Worker	6,284	Insurance/Underwriter	7,029
Draftsman	14,961	Interior Designer	6,523
Driver	132,605	Ironworker	6,728
Driver/Bus Driver	20,799	Janitor	16,311
Driver/Truck Driver	90,409	Jeweler	2,477
Editor	8,693	Journeyman	5,542
Electrician	193,476	Judge/Referee	1,000
Engineer	535,330	Laborer	2,273,106

Engineer/Aerospace	369	Lecturer	1,000
Engineer/Chemical	1,104	Legal Secretary	814,094
<u>CONSUMERS BY OCCUPATION</u> - (Continued)			
Legal/Attorney/Lawyer	473,488	Nurse/LPN	611,533
Legal/Paralegal/Assistant	15,641	Nurse's Aide/Orderly	796,264
Librarian/Archivist	10,701	Oil Industry/Driller	2,833
Lineman	13,808	Operator	74,446
Lithographer	104	Operator/Boilermaker	2,255
Loader	5,896	Operator/Crane Operator	3,565
Locksmith	3,320	Operator/Forklift Operator	4,793
Machinist	56,301	Operator/Machine Operator	39,995
Mail Carrier/Postal	17,288	Optician	19,431
Mail/Postmaster	1,741	Optometrist	12,481
Maintenance	72,303	Packer	22,333
Maintenance/Supervisor	2,849	Painter	29,737
Manager	2,876,506	Part Time	3,719
Manager/Assistant Manager	63,447	Parts (Auto Etc.)	5,325
Manager/Branch Manager	4,647	Pastor	57,965
Manager/Credit Manager	4,872	Personnel/Recruiter/Interviewer	7,575
Manager/District Manager	7,008	Pharmacist/Pharmacy	341,170
Manager/Division Manager	1,788	Photography	7,895
Manager/Marketing Manager	629,658	Pilot	546,085
Manager/Office Manager	33,953	Pipe fitter	10,959
Manager/Plant Manager	7,984	Planner	6,527
Manager/Product Manager	2,556	Plumber	100,393
Manager/Project Manager	6,937	Police/Trooper	31,166
Manager/Property Manager	2,107	Polisher	1,756
Manager/Regional Manager	2,766	Politician/Legislator/Diplomat	2,699
Manager/Sales Manager	41,039	Porter	4,135
Manager/Store Manager	12,584	President	136,323
Manager/Traffic Manager	2,134	Press Operator	15,249
Manager/Warehouse Manager	32,367	Presser	2,317
Manger/General Manager	19,660	Principal/Dean/Educator	12,201
Marketing	10,131	Printer	13,374
Mason/Brick/Etc.	12,621	Production	30,730
Material Handler	1,083	Professional	3,448
Mechanic	142,947	Professor	23,744
Medical Assistant	27,149	Psychologist	97,937
Medical Doctor/Physician	608,117	Public Relations	1,123
Medical Secretary	6,297	Publishing	1,199
Medical Technician	23,423	Purchasing	4,232
Medical/Paramedic	33,802	Quality Control	3,110
Merchandiser	4,242	Real Estate/Realtor	516,486
Meter Reader	4,029	Receptionist	40,049
Mill worker	4,502	Repairman	31,923
Millwright	6,340	Reporter	5,870
Miner	2,997	Researcher	8,429
Model	530	Retired/Pensioner	3,411,935
Mold Maker/Molder/Injection Mold	5,575	Roofer	6,916
Musician/Music/Dance	7,830	Sales	1,498,162
Navy Credit Union Trades	180,976	Sales Clerk/Counterman	85,444
Nurse	151,039	Sanitation/Exterminator	8,721

Nurse (Registered)	3,597,031	Scientist	23,200
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CONSUMERS BY OCCUPATION - (Continued)

Seamstress/Tailor/Handicraft	11,929
Secretary	216,231
Security	200,315
Setup man	4,582
Sheet Metal Worker/Steel Worker	4,995
Shipping/Import/Export/Custom	23,998
Social Worker/Case Worker	293,448
Sorter	2,762
Statistician/Actuary	1,423
Student	155,890
Superintendent	4,566
Supervisor	136,824
Surveyor	20,582
Teacher	346,617
Technician	113,916
Technician/Lab	41,862
Technician/X-ray	45,592
Telemarketer/Telephone/Operator	7,178
Teller/Bank Teller	40,974
Tester	2,152
Therapist	124,463
Therapists/Physical	335,256
Toolmaker	13,668
Trainer	6,611
Transcriber/Translator	2,377
Transportation	7,722
Travel Agent	4,562
Treasurer	819
Typesetter	2,252
Typist	8,281
Union Member/Rep.	1,898
Upholstery	2,080
Utility	4,342
Veterinarian	47,231
Vice President	58,095
Volunteer	117
Waiter/Waitress	66,012
Ward Clerk	1,337
Water Treatment	2,223
Welder	41,708
Writer	5,201



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Pricing 25% Commission to Recognized Brokers

Base	\$ 80/M	Title Address	\$ 5/M	Cheshire	No Charge
Minimum Order	\$ 250	Job Title	\$ 5/M	PS Labels	\$ 7/M
Unlimited Use	\$ 160/M	Gender	\$ 5/M	Galley	\$ 10/M
Duplicate Set	\$ 40/M	SCF	\$ 5/M	Diskette	\$ 25/F
Run Charges	\$ 10/M	County	\$ 5/M	CD-Rom	\$ 25/F
Special Sort	\$ 5/M	Zip Codes	\$ 5/M	E-mail Delivery	\$ 25/F
Size Select	\$ 5/M	State	No Charge	Age	\$ 5/M
Key Code	\$ 3/M	Zip + 4	No Charge	Income	\$ 5/M
Marital Status	\$ 5/M	Presence of Children	\$ 5/M	Phones	\$ 15/M
Religion/Ethnicity	\$ 5/M	Household Data	\$ 5/M	Hobbies/Interests	\$ 5/M
Life Event	\$ 5/M	Dwelling Type	\$ 5/M	Ailments	\$ 5/M
Occupation	\$ 5/M	Net Worth	\$ 5/M	Homeowner/Rent	\$ 5/M

Contact Information

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