Introducing Consumer Lifestyles in Mergent Intellect

Mergent is excited to announce that we have added to your existing Mergent Intellect subscription, a new module called Consumer Data. This new module has information on an individual’s lifestyles, hobbies, purchasing habits, etc. Offering expansive demographic and lifestyle selections, the consumer lifestyle data is widely used for targeted direct marketing, data analytics, modeling and profiling, and customer retention initiatives. The addition of the data was primarily focused on small business owners and entrepreneurs but also it is very useful for academic research on a local or national level. Users can export and create broad or specific reports based on individual needs and requirements.

The Consumer Data includes information on over 210 million consumers and 130 million households in the United States. Key Screening data elements are:

- Number of members in household
- Presence of seniors, children and probable single parents
- Education
- Wealth score/net worth
- Vehicle ownership flags (luxury, SUV, pickup truck)
- Lifestyle and interest data (includes automotive DIY, sports, outdoors, fitness, travel, boating, motorcycling, investing and more)
- Purchasing power score
- Name, address and telephone number
- Exact age
- Gender
- Homeownership
- Length of residence
- Dwelling type and estimated home market value
- Estimated income
- Marital status

We are excited to release this module to you at no additional cost. If you do not see this module within your subscription, please reach out to your sales representative or Customer Relations at CustomerRelations@Mergent.com.

Best Regards,

Neel Gandhi