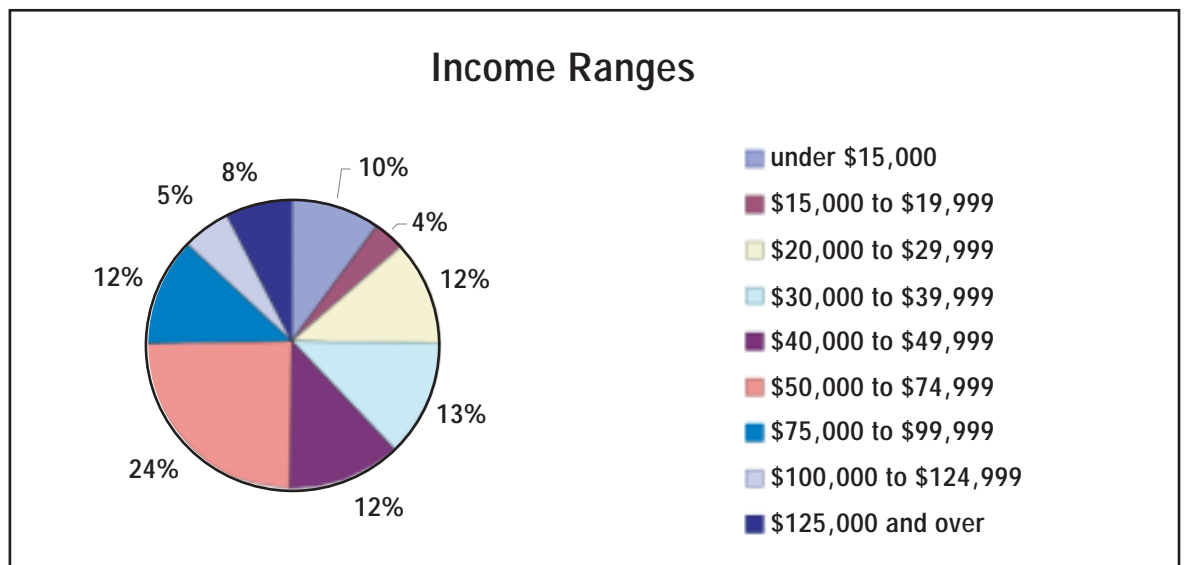
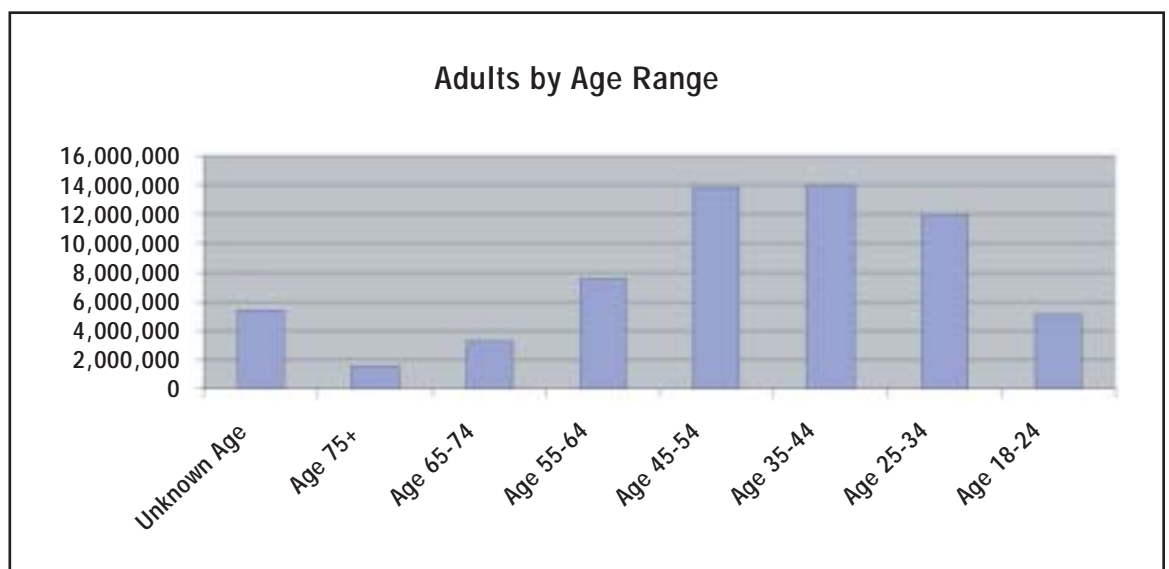


# Overview of the Equifax Email Append Database

The variety and number of both online and offline sources makes the Equifax Email Append database a powerful marketing tool. The eMail Append database is unique in the industry because of the ability to deliver both highly targeted segments and broad coverage. Whether your need is to append golf information to as many of your customers as possible or to fill in income on your file, the eMail Append database is the right tool.



Income in the eMail Append database ranges from \$0 to \$999,999 and is broken into the ranges shown in the pie chart. Note that all income ranges are well represented, but that almost half of the households have a reported income over \$50,000.



The Equifax Email Append database is compiled from high quality sources, including permission-based websites, online and offline survey responses and product registrations.

An analysis of the Equifax TotalSource Database shows that the age of Internet shoppers tend to fall between 25 and 54 years. The email append data base has a large quantity of consumers with known age in this range. In addition, there are plenty of consumers with email present that are in other age ranges. Coverage on other important demographics in the eMail append database is also strong. For example there are over 22 million households with a known presence of children. For most of those households we are able to report the ages of the children in the home. Also available for appending to your database are home-ownership, length of residence, occupation, education, and many other demographic data elements.

Need to append information to define a specific segment of your file? Here are some common selects to append to your file and the quantities available. There is a complete list of the 60+ lifestyle available at the end of this document.

<b>Foreign Travel</b>	4,200,000
<b>Stock/bond Investing</b>	6,500,000
<b>Interested in Fine Wines</b>	3,400,000
<b>Cultural Arts</b>	3,900,000
<b>Completed College or Grad School</b>	4,900,000

Curious if prospecting to people via the Internet will attract a different audience than prospect via direct mail? The following tables show how the demographics and Lifestyles of eMail append names are different than direct mail append names.

<b>Demographic</b>	<b>Index</b>	<b>Estimated Universe</b>
Any on-line purchase	429	2,200,000
Kids Age 3-5	260	3,800,000
Occupation: Professional/Technical	221	10,300,000

An index of 100 means that there is no difference between households that have email address and the rest of the population. An index above 100 indicates that households with an email address are more likely to be found in the demographic segment. For example: Households with an email address present are a little more than two and one half times more likely to have a child with and age from 3 to 6 in the home than homes without an email address, thus an index of 260. Next we can look at the lifestyles of households that have an email address.

<b>Lifestyle Characteristic</b>	<b>Index</b>	<b>Estimated Universe</b>
Real Estate Investments	367	2,800,000
Personal Computer Owners and Users	358	20,300,000
Cruise Ship Vacations	339	3,200,000
Physical Fitness/Exercise	254	8,500,000

## Diverse Lifestyle and Interests

Travel in U.S.A. . . . .	8,445,023	Stamp/Coin Collecting . . . . .	1,908,722
Foreign Travel . . . . .	4,227,108	Vegetable Gardening . . . . .	4,477,034
Cruise Ship Vacations . . . . .	3,206,169	Flower Gardening . . . . .	5,996,683
Frequent Flyers . . . . .	4,879,225	Home Workshop/Do-It-Yourself . . . . .	6,998,748
Own a CD Player . . . . .	14,525,065	Gardening/Plants . . . . .	2,568,231
Buy Pre-recorded Videos . . . . .	3,546,256	Automotive Work . . . . .	2,963,219
Home Video/Video Cassette Recording . . . . .	3,826,300	Dog Owner . . . . .	8,035,653
Stereo, Records/Tapes/CDs . . . . .	9,875,219	Cat Owner . . . . .	5,965,133
Own a home VCR . . . . .	3,539,133	House Plants . . . . .	2,302,647
Cable TV Viewing . . . . .	4,076,971	Gourmet Cooking/Fine Foods . . . . .	4,353,745
Sports TV Viewing . . . . .	6,691,929	Own a microwave oven . . . . .	1,072,676
Cable TV Subscriber . . . . .	3,625,575	Home Furnishing/Decorating . . . . .	3,570,987
Real Estate Investments . . . . .	2,812,721	Household Pets . . . . .	1,167,083
Money Making Opportunities . . . . .	3,480,998	Casino Gambling . . . . .	3,131,615
Stock/Bond Investments . . . . .	6,523,033	Grandchildren . . . . .	3,806,678
Community/Civic Activities . . . . .	1,132,435	Contests/Sweepstakes . . . . .	3,825,283
Current Affairs/Politics . . . . .	1,124,212	Fashion Clothing . . . . .	4,011,614
Our Nation's Heritage . . . . .	1,085,833	Work from Home Office . . . . .	1,262,895
Wildlife/Environmental Issues . . . . .	3,212,414	Tennis . . . . .	1,794,972
Donate to Charitable Causes . . . . .	7,531,480	Golf . . . . .	4,919,998
Democrat Contributor . . . . .	117,360	Snow Skiing . . . . .	1,804,461
Republican Contributor . . . . .	120,816	Camping/Hiking . . . . .	6,311,653
Electronics . . . . .	3,527,946	Hunting/Shooting . . . . .	3,700,077
Science/New Technology . . . . .	2,414,355	Fishing . . . . .	6,123,026
Own a Camcorder . . . . .	3,364,076	Bicycling . . . . .	4,076,757
Attending Cultural/Arts Events . . . . .	3,903,914	Recreational Vehicles . . . . .	2,271,481
Wines . . . . .	3,402,656	Running/Jogging . . . . .	2,945,225
Fine Art/Antiques . . . . .	2,641,168	Power Boating . . . . .	1,561,420
Dieting/Weight Control . . . . .	5,264,474	Bible/Devotional Reading . . . . .	4,598,131
Physical Fitness/Exercise . . . . .	8,530,468	Avid Book Reader . . . . .	9,640,943
Health/Natural Foods . . . . .	4,174,576	Science Fiction . . . . .	1,673,598
Self Improvement Programs . . . . .	4,250,098	Personal Computer Owners and Users . . . . .	20,379,883
Walking for Health . . . . .	4,824,437	Subscribe to Any Online Service . . . . .	15,376,157
Improving your health . . . . .	2,344,386	Surf the Net . . . . .	6,909,292
Photography . . . . .	4,519,703	CD-ROM Owner . . . . .	13,200,522
Crafts.... . . . .	5,317,950	Subscribe to On-line Service . . . . .	12,411,337
Collectibles/Collections . . . . .	4,616,300	Cell Phone Owner . . . . .	9,226,025
Sewing . . . . .	1,810,275	Any on-line purchase . . . . .	2,217,964



For more information, contact Equifax at:

**1-800-774-3658**