



## America's Wealthy Families

High income families spare no expense raising their children. From pre-school to college preparation, after school activities and vacations, these families are looking for it all.

### Segments

1,892,700	Total Available	\$60.00
181,600	Home Market Value \$1MM+	+\$10.00
652,600	With children aged 10 or less	+2.50
4,080,000	With children age 11-17	+2.50
1,173,000	With an Only Child	+2.50

Price per 1000 records is for single use of data. Call for additional usage.  
Order Minimum: \$200 plus Output Format Charges (up to 3,333 records)

### Description

Reach out to families with an income in excess of \$250,000.

This file has been enhanced to include many self-reported interests that can help focus your campaign. These include boating, equestrian, collectibles, pet owners, movies, photography and more. Call to inquire.

These families are perfect candidates for private schools, insurance, upscale catalogs, technology for the home, vacation travel, second homes and all the necessities for the parents and children who can afford the best.

Data is compiled through public and proprietary sources.

File is selectable by zip, state, county, radius or Congressional District.

### Additional Selections

Adult Age	\$2.50	Newborn Babies	\$35.00
Income	\$2.50	Car Make, Model or Year	\$10.00
Number of Children	\$2.50	Placed 10 or more orders	
Children's Age Ranges	\$2.50	Upscale Catalogs	\$5.00
Homeowner/Renter	\$2.50	\$500+ Catalog or online	\$5.00
Net Worth	\$25.00	Special Interests	\$7.00
Child Nearing HS Graduation	\$35.00	Probable Teen Driver	\$22.50

Priced per 1000 records – Select charges apply toward \$200 minimum order

### Formats

Internet Delivery of file	\$35.00	Delivered in CSV/Excel or dBase
Mailing Labels	\$10/1000	\$50 Minimum, plus shipping
CD ROM	\$75.00	Plus Shipping

### Contact

ListAbility, Inc.

866-446-2055

[www.listability.com](http://www.listability.com)

Carol Arnold ext 4 [carol@listability.com](mailto:carol@listability.com)  
Chris Dyer ext 1 [cdyer@listability.com](mailto:cdyer@listability.com)

List Brokers and other resellers are eligible for discount. Call to inquire.