

# Quad's nimble data stack is centered on resilient household data.



We all have multiple emails, laptops, phones and tablets, but most of us have only one place we call *home*.

Home-based data gives insights into:

- **Passions**
- **Community**
- **Local shopping, experiences and access to your brand.**

## Gain a more complete view of your consumers with Quad's data

**250M+**

US Consumers

**121M+**

US Households

**20K+**

Attributes and profile types



### • **DEMOGRAPHIC**

- Age
- Income
- Ethnicity
- Education
- Adults in HH
- Principal shopper
- Children
- Spouse
- Households
- Head of household
- Occupation
- Employment
- Political affiliation

### • **TRANSACTIONS**

- Shopping**
  - Transactions
  - Brands
  - Merchants
  - Locations
  - Online vs. in store
- Telecom**
  - Phones & plans
  - Internet
- Finance**
  - Mortgage
  - Home equity
  - Credit card types
  - Debt ratio
  - Net worth
  - Auto

### • **ATTITUDINAL**

- Consumer confidence
- Buying styles
- Product opinions
- Social media
- Finance
- Health
- Sports
- Media
- Shopping

### • **PASSIONS**

- Home goods
- Home décor
- Lawn & garden
- Furniture
- Books
- Home improvement
- Baking
- Cooking

### • **BEHAVIORAL**

- Media**
  - Time spent
  - Recency/frequency
  - Apps
  - Print
  - Digital
  - Social
  - Cable/streaming
- Activities**
  - Travel
  - Live sporting events
  - Concert goers
  - Amusement parks
  - City goer
  - Rural living