



TRG Data Center Pricing

Updated November 30, 2015 (prices are subject to change without notice)

List Pulls

List pulls are free within TRG Data Center. You pay only if demographic elements (attributes) are added to your list AND you finish your list (export to your account or to a vendor account).

Demographics

If you used demographic selections, you are charged a **per thousand (\$/M) fee** for the records that match your criteria and are prompted to pay during the finish list process. The cost for each demographic element is listed below. Italicized elements contain nested selections. There is a *Minimum \$25 charge regardless of the number or records payable by credit card.*

Category	Element	Cost
Age	<i>Age & Gender</i>	\$2.50
	<i>Age in Two Year Increments</i>	\$5.25
	<i>Generation</i>	\$5.25

Spending Habits (Purchases)	Antiques	\$4.00
	Art	\$4.00
	Audio Books	\$4.00
	Books	\$4.00
	Credit Cards	\$3.00
	DVDs/Videos	\$4.00
	Electronics, Computing & Home Office	\$4.00
	Financial Services	\$4.00
	Gardening	\$4.00
	Health & Beauty Products	\$4.00
	High End Appliances	\$4.00
	Highly Likely Investor	\$3.00
	Home & Garden Products	\$4.00
	Home Office Computers	\$4.00
	Likely Investor	\$3.75
	Magazines - General	\$4.00
	Magazines - Detail	\$4.00
	Membership Clubs	\$4.00
	Musical Instruments	\$4.00
	Online Purchaser	\$3.75
	PC Present in Home	\$7.50
	Photography & Video Equipment	\$4.00
	Sports & Leisure Products	\$4.00
	Tickets for Entertainment & Travel	\$4.00
Travel	\$4.00	



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	TVs/Videos/Movies	\$4.00
	Value-Priced Merchandise	\$4.00

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Category	Element	Cost
Children	<i>Presence Of Children</i>	\$5.25
	<i>Number Of Children</i>	\$2.50
	<i>Child Age & Gender</i>	\$3.00
	<i>Child Age</i>	\$5.00
Donor	Donor or Contributor	\$3.75
Education		\$3.75
Ethnicity	African American Origin	\$9.75
	African American Professional	\$5.00
	Asian Origin	\$9.75
	Hispanic Origin	\$9.75
	Detailed Ethnicity	\$7.50
	General Ethnicity	\$7.50
	Language Preference	\$5.00
Gender		\$1.50
Home		\$5.00
Income		\$3.75
Interests - General	Electronics & Computers	\$2.50
	Exercise & Health	\$2.50
	Home Improvement	\$2.50
	Investing & Finance	\$2.50
	Movies & Music	\$2.50
	Reading	\$2.50
	Travel	\$2.50



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Category	Element	Cost
Interests - Detailed	Audio Books	\$2.50
	Beauty & Cosmetics	\$2.50
	Career Improvement	\$2.50
	Career Minded	\$2.50
	Casio Gaming	\$2.50
	Children's Items	\$2.50
	Christian Family	\$2.50
	Collecting	\$2.50
	Collecting Antiques	\$2.50
	Collecting Art	\$2.50
	Collecting Coins	\$2.50
	Collecting Music	\$2.50
	Collecting Stamps	\$2.50
	Community	\$2.50
	Computer Games	\$2.50
	Computers	\$2.50
	Consumer Electronics	\$2.50
	Crafts	\$2.50
	Current Affairs & Politics	\$2.50
	Environmental Issues	\$2.50
	Fashion	\$2.50
	Financial Newsletters	\$2.50
	Fine Arts	\$2.50
	Gardening	\$2.50
	Grandchildren	\$2.50
	Home Furnishings	\$2.50
	Home Improvement	\$2.50
	Home Improvement - Do It Yourself	\$2.50
	Movie Collector	\$2.50
	Music Avid Listener	\$2.50
	Music Home Stereos	\$2.50
	Music Players	\$2.50
	Natural & Organic Foods	\$2.50
	Online Education	\$2.50
	Outdoors - Boating & Sailing	\$2.50
	Outdoors - Camping & Hiking	\$2.50
	Outdoors - Fishing	\$2.50
	Outdoors - Hunting & Shooting	\$2.50
	Parenting	\$2.50
	Performing Arts	\$2.50
	Personal Investments	\$2.50
	Photography	\$2.50
	Reading	\$2.50
	Reading Magazines	\$2.50
	Reading Religious	\$2.50
	Reading Science Fiction	\$2.50
	Real Estate Investments	\$2.50
	Religion	\$2.50
	Self Improvement	\$2.50
	Senior Health	\$7.50
Sports - Aerobic Exercise	\$2.50	
Sports - Auto & Motorcycle Racing	\$2.50	
Sports - Baseball	\$2.50	
Sports - Basketball	\$2.50	
Sports - Exercise Walking	\$2.50	
Sports - Football	\$2.50	
Sports - Hockey	\$2.50	



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	Sports - NASCAR	\$2.50
	Sports - Running & Jogging	\$2.50
	Sports - Scuba Diving	\$2.50
	Sports - Soccer	\$2.50
	Stocks & Bonds Investments	\$2.50
	Sweepstakes & Contests	\$2.50
	Travel - Cruise Vacations	\$2.50
	Travel - Domestic	\$2.50
	Travel - International	\$2.50
	Video Games	\$2.50
	Wines	\$2.50

Life Stages	Recent College Graduate	\$17.25
	Near High School Graduation	\$17.25
	Empty Nester	\$17.25
	Expecting Baby	\$17.25
	<i>Generations in Home</i>	\$1.25
	<i>New Parent</i>	\$17.25
	Newlywed	\$17.25
	Recent Divorce	\$17.25
	Senior in HH	\$1.25
	Single Parent	\$3.00
	Working Woman	\$2.50
	Young Adult in HH	\$1.25
	1 Generation – Adult	\$1.25
	2 Generation – Adult and Child	\$1.25
3 Generation – Adult and Child and	\$1.25	

Lifestyles	Broader Living	\$2.50
	Common Living	\$2.50
	Cultural Living	\$2.50
	High Brow	\$2.50
	High-Tech Living	\$2.50
	Money Seekers	\$2.50
	Professional Living	\$2.50
	Upscale Living	\$2.50

Mail Order	Mail Order Buyer	\$5.25
	Mail Order Donor	\$2.50
	Mail Order Responder	\$5.25

Marital Status		\$1.50
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Occupation		\$2.50
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Politics		\$3.75
Religion		\$7.50
Vehicle		\$5.00