

2024 PRECISION TARGETER DEMOGRAPHIC FILTERS

Age < 20 20- 29 30 – 39 40 – 49 50 – 50 60 – 69 70 + Male - Age - Female < 20 Years 21 - 30 Years 31- 40 Years 41 - 50 Years 51 - 60 Years 61 - 70 Years 71 Years Plus Household Size 1 Person 2 Persons 3 Persons 4 Persons 5 Persons 6 or more Persons Building OCCUPANCY Own Rent Building TYPE Single Detached Semi-Detached Row House Apartment – Detached Duplex Apartment 5 + Story Apartment less than 5 Story Movable Dwelling	Building Construction Period Before 1960 1961 - 1980 1981 - 1990 1991 - 2000 2001 - 2011 After 2011 Education No Education High School or Equivalent Apprenticeship or Trade College University Household Income Less than \$30,000 \$30,000 - \$59,999 \$60,000 – \$79,999 \$80,000 - \$99,999 \$100,000 – 149,999 \$150,000 – 199,999 \$200,000 – 249,999 \$250,000 plus Immigrants Place of Birth Non-Immigrant Non-Permanent Resident French Origin British Isles Caribbean Central/South America Western European Eastern European South European African Arab West Asian South Asian East Asian All Other Countries	Occupation Fields Management Business, Finance Administration, Sciences Health Social Sciences, Education, Government, Religion. Art, Culture, Recreation, Sport Sales & Service. Trades, Transport, Operators Manufacture and Utilities Not in Work Force Employment Status Unemployed Employed Marital Status Single Married Common Law Separated Divorced Widowed Family Structure With Children at Home Without Children at Home Married Couple Families Common Law Couple Families Female Parent Families Male Parent Families Children At Home 0 - 4 5 - 9 10 - 14 15 - 19 20 - 24 25 - Plus
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The benefits of using Precision Targeter: Simple and powerful application with targeting capabilities and built-in tools sure to impress and simplify campaign planning:

One-stop, intuitive, seamless application to help target, plan and prepare your next direct mail campaign
 Simple targeting tools and interactive maps that help you define mailing areas and drive times or drive distances from a point on the map.
 Expand your reach and audience potential by adding more routes or change targeting options. Take the guesswork out of the equation and get pricing estimates for your campaign