

**OTHER SELECTIONS**

Nth name,
key coding 5.00/M
Gender, Age, Income,
Presence of Children,
Mail Order Buyer, Own
or Rent Home,
Geography
25.00/M per select

METHOD OF ADDRESSING

Diskette, 35.00 fee;
e-mail, 35.00 fee.
CD-Rom, 75.00 fee
FTP download

FORMATTING

Excel 00
Excel 97
CSV
ASCII

MAINTENANCE

Updated monthly.

Minimum record order
is 10,000.

Data Verified:
Daily

Wireless World

American Cell Phone Users Masterfile

SUMMARY DESCRIPTION

The proliferation of cell phone use over the past decade has been nothing short of astounding. Wider service areas, lower cost plans, and increasingly reliable reception have made cell phones the first and often only choice for first time householders and renters.

LIST SOURCE

proprietary compilation, purchase analysis, product registration, and response data overlay

Price and Quantity

Total U.S. Cell Phone User Universe	32,609,908 nationwide
Carrier name Available	684,112 nationwide
Spanish as First language.....	2,489,833 nationwide

Base price	\$140/M (name and address only)
with Telephone	\$ 70/M additional
Carrier Select	\$ 70/M additional
Spanish Speaking Select	\$100/M additional

Call a
Certified Data Consultant
The List Company
1-877-247-4770



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