

# Occupation Vocation

MID: 921141-000

----- SRDS UPDATED/CONFIRMED -----  
 Jun 2, 2011

----- SELECTIONS WITH COUNTS -----  
 Counts Thru: Jun 2011

Minimum order 250.00 or 3,000.

Selections	Counts	Price per/M
Universe	90,000,000	\$60.00
Accountant	395,863	+12.00
Air traffic controller	16,800	+12.00
Architect	61,253	+12.00
Armed Forces (all branches)	150,687	+12.00
Barber/beautician	72,944	+12.00
Bartender	11,100	+12.00
Cosmetologist	1,221,436	+12.00
Dental hygienist	95,541	+12.00
Dentist	90,250	+12.00
Dietician	30,000	+12.00
Doctor	385,674	+12.00
Electrician	101,288	+12.00
Engineer (by specialty)	400,999	+12.00
Farmer	710,532	+12.00
Geologist	10,200	+12.00
Housekeeper/maid services	25,636	+12.00
Insurance agent/broker	888,547	+12.00
Laborer	2,965,325	+12.00
Maintenance	65,300	+12.00
Mechanic	250,147	+12.00
Nurse/RN/LPN	2,552,140	+12.00
Orderly/nursing aide	625,922	+12.00
Paramedic	30,359	+12.00
Physical therapist	320,900	+12.00
Pilot	320,000	+12.00
Plumber	63,711	+12.00
Postal worker	14,009	+12.00
Psychologist	55,101	+12.00
Realtor	1,012,985	+12.00
Sales	1,989,257	+12.00
Scientist	29,541	+12.00
Secretary	176,663	+12.00
Stock broker	55,633	+12.00
Teacher	270,444	+12.00
Technician-lab/x-ray	65,610	+12.00
Truck driver	80,000	+12.00
Veterinarian	32,585	+12.00
Waiter/waitress	53,800	+12.00
Welder	34,500	+12.00
Business owner	327,586	+12.00

----- PERSONNEL -----

**List Owner**

Datamatrix Lists  
 3530 Route 27, 2nd Floor  
 Kendall Park, NJ 08824  
 Phone: 732-940-1500  
 Fax: 732-940-1501  
 E-mail: [sales@datamatrixlists.com](mailto:sales@datamatrixlists.com)

Contact	Title	Phone	Fax	E-mail
List Manager		732-940-1500	732-940-1501	<a href="mailto:sales@datamatrixlists.com">sales@datamatrixlists.com</a>

----- SUMMARY DESCRIPTION -----

Individuals by occupation.  
 60% male, 40% female.

----- DATACARD DESCRIPTION -----

A KEY INDICATOR OF PERSON'S BUYING POWER, RECREATIONAL INTEREST OR PERSONAL STATUS IS OFTEN THEIR OCCUPATION OR JOB TITLE. OCCUPATION VOCATION ALLOWS MAILERS TO CONNECT WITH THEIR TARGET MARKET USING OVER 350 OF THESE KEY MARKERS AND 100% AT HOME ADDRESS, WHERE MOST OF THE PURCHASING IS DONE. WHETHER YOU NEED TO CONTACT A WAITRESS, DOCTOR OR CEO, THIS FILE INCLUDES THEM ALL. TO FURTHER ENHANCE AND SEGMENT THE HUNDREDS OF OCCUPATIONS AND JOB TITLE, THIS DATABASE HAS BEEN OVERLAID WITH DEMOGRAPHICS SUCH AS; AGE, INCOME, NET WORTH, HOME VALUE INTERESTS, VOTER PARTY, GENDER, ETHNIC, RELIGION, MAIL ORDER BUYERS, AND MANY MORE. THIS IS THE PERFECT VEHICLE FOR MOST CONSUMER AND BUSINESS RELATED PRODUCTS AND SERVICES.  
 AVERAGE INCOME: 38,000

**SRDS Classification**

USA Business 45 Business Executives

----- LIST SOURCE -----

Source	Note
Compiled	Masterfile Enhanced

----- COMMISSION, CREDIT POLICY -----

20% commission to brokers. 15% commission to agencies.

----- METHOD OF ADDRESSING -----

Available Media	Rate	Per Unit	Note
CD ROM	\$50.00	fee	
Diskette	\$50.00	fee	
E-mail	\$50.00	fee	
FTP	\$50.00	fee	

----- RESTRICTIONS -----

Exchange is not allowed, reuse is allowed, telemarketing is

Business president	135,900	+12.00	not allowed.
Business manager level	3,965,477	+12.00	
Self employed	1,265,953	+12.00	Updated bimonthly.
----- UPDATE SCHEDULE -----			
Net name arrangement (minimum 25,000) 85% plus 10.00/M running charge.			

----- OTHER SELECTIONS -----

Selections	Rate	Per	Unit	Note
Key Coding	\$3.00	M	extra	
Nth Name				
Zip + 4				
Age	\$7.00	M	extra	
Ailment Type	\$100.00	M	extra	
Childs Age	\$12.00	M	extra	
County	\$5.00	M	extra	
Credit Card Holders	\$7.00	M	extra	
Date Of Birth	\$15.00	M	extra	
Donor	\$10.00	M	extra	
Dwelling Size/Type	\$5.00	M	extra	
Education Level	\$7.00	M	extra	
Ethnic/Ethnicity	\$12.00	M	extra	
Gender	\$5.00	M	extra	
Home Address				
Home Owner	\$10.00	M	extra	
Home Value	\$10.00	M	extra	
Household Income				
Length Of Residence	\$5.00	M	extra	
Lifestyle	\$25.00	M	extra	
Mail Order Buyers	\$7.00	M	extra	
Marital Status	\$5.00	M	extra	
Net Worth	\$15.00	M	extra	
Occupation	\$12.00	M	extra	
Presence Of Child	\$10.00	M	extra	
Carrier Route				
SCF	\$5.00	M	extra	
State	\$5.00	M	extra	
Zip	\$5.00	M	extra	