2014 V12 Group Source Guide

SOURCE TYPE	EXPLANATION	EXAMPLE
Catalog & Magazine Compilation	This response-based data is gathered from dozens of sources. It is widely used to associate known buying interests, behaviors and attitudes towards a variety of products and services.	Catalog: Large luxury, general consumer and holiday catalogers. Magazine: File from top publishers' of fashion, luxury, travel, men/women interest and consumer interest magazines
Household and County Deed Compilation	Homeowner data is aggregated via county property transfer deeds. These data are regularly updated and identify a variety of residential elements such as home values, loan information, dwelling type, presence of a pool and length of residence.	County and municipal, including real property data and historical records
Donor and Charitable Organizations Compilation	Donor and charitable lists are often compiled via leading non-profit organizations, as well as top non-profits in key industries. The data usually consists of the type, amount, and year of the gift.	Recognized organizations, non-profits and foundations for animal's rights, children's causes, health and medical research, political, religious, and veterans causes
Credit Issues Compilation	V12 Group utilizes credit issues data to identify the type of card (Amex, Visa, MC) and whether it is a pure credit card or a debit/check card.	Large aggregated financial screening firms and institutions
NCOA Data	National Change of Address data helps V12 Group to keep its offline file accurate at the postal level by scrubbing, deleting, and updating new household addresses each month.	National Change of Address service and DMA compliance service providers
Newsletter Compilation Data	Both print and digital newsletters information is compiled to aggregate interests, attitudes and buying behaviors. A variety of topics are covered including finance, technology, family interests, associations, education and occupation.	Newsletters from leading industry communication vehicles as well as trusted Fortune 500 brands
Self Reported Data	Most databases are compiled with a wealth of self-reported data. V12 Group relies on several feeds of self-reported data from both online and offline sources. The bulk of self-reported data comes via national survey / questionnaire data sources used to aggregate dozens of data points. This data is widely used to corroborate other data points such as major demographic attributes.	Post-purchase customer warranty and customer satisfaction surveys as well as affinity surveys from top retailer overlaid on demographic data
Survey / Questionnaire Data	V12 Group aggregates our survey data from multiple sources. Our survey data comes from online and offline surveys given to consumers. Our sources utilize the major National Consumer surveys for products, opinions and consumption. Plus data supplied by the Federal government.	National consumer reporting and consumption surveys from highly respected and recognized brands

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Transactional Information	All buyer lists are considered transactional. This data is also compiled via cooperative catalog and affinity programs. In addition discount, clearinghouse and infomercial transactions are often sources of compilation.	Point of purchase & Catalog transactions from largest retailers and internet sites
Voter Data	Voter data is compiled from permissible election results. In addition this data source produces information on political campaign /committee contributions. The data is taken from financial disclosure reports filed by House, Senate and political campaigns, parties and PACs from 1993 to the present.	Permissible Voter registration and prior contribution data
Warranty and Product Card Information	V12 Group procures data aggregated from Product and Warranty cards. The sources compile a wide range of data points including demographics, buying interests, transactional data and more.	Manufacturer warranty program from trusted brand names
White Pages	Directory Assistance and White Page compilations that can be used for verification and confirmation.	Public records aggregated from leading industry sources
Government Data	Data produced by the government includes the census, consumer expenditure survey and data provided by the Bureau of Labor Statistics.	Data made publicly available, generally via subscription, from a variety of government agencies
Inferred	An inferred record means that data is "inferred" upon additional individual family members at the same household based upon corroborating data points. Attributes such as Marital Status and Family Position may be inferred on a record based on known data about other individuals within the same home.	Cross-section of various V12 Group data points that are confirmed for one individual and may be applied to others within the same household
Modeled	Modeled data is correlated data points that are used to "predict" the value for an attribute at the individual level. This is widely used for assessing home values and broader categories such as wealth deciles. Other data points such as home purchase price, length of residence, local market economic indicators and more are used to model the home's value.	Cross-section of various V12 Group data points that are co-related to one another to produce a more precise attribute
V12 Group	A V12 Group created segment simply means we created the data point ourselves based upon stringing a query together of multiple data points. For example; Sporting Interests is comprised of individuals who have identified themselves as being interested in at least three sports, such as basketball, skiing, running, etc. This multiple sports interested individual can be classified as "Sporting Interest" which makes it easier to target.	Cross-section of various V12 Group data points that are co-related to one another to produce a broader segment