

Target High Income Households

IncomeIQ™ is an econometric marketing tool that ranks households by income. Marketers can use the score to select consumers within their targeted income brackets, or utilize the score to segment prospect lists for different products and price points.

IncomeIQ Advantage

Why is IncomeIQ different? Proprietary survey data is the primary input used to produce this unique score.

Our Database at the Core

Our proprietary set of data that allows us to produce powerful scored solutions. It is created from over 100 sources, updated quarterly, and contains 1,500 proprietary demographic,

psychographic, attitudinal, econometric and summarized credit attributes.

Clear Benefits to Direct Marketers

- Target consumers by income
- Can be used to enhance any list:
 - Rank vertical lists
 - Use as select for compiled lists
- Applied at the Zip Code or Zip+4 level
- Refreshed quarterly
- Data can be custom modeled

Test it Yourself – Free!

IncomeIQ is available now for free testing for a limited time. The tool can be applied to any consumer list at the Zip Code and Zip+4 levels. Call us today to test IncomeIQ free of charge.



IncomeIQ ranks consumers based on inferred income.

The IncomeIQ product group is made up of IncomeIQ, IncomeIQ_Dol and IncomeIQ_Dif. **IncomeIQ** provides a score (0-99) that equates to the percentile rank of each individual within the nation. **IncomeIQ_Dol** provides the corresponding dollar value for each IncomeIQ score. **IncomeIQ_Dif** provides the ratio of the individual income to the average income at the SCF (Sectional Center Facility) level. The following chart provides the mean IncomeIQ_Dol value for each IncomeIQ 5% score range:

IncomeIQ Score Range	IncomeIQ_Dol Mean
1-5	\$13,000
6-10	\$17,000
11-15	\$21,000
16-20	\$25,000
21-25	\$29,000
26-30	\$33,000
31-35	\$36,000
36-40	\$37,000
41-45	\$39,000
46-50	\$40,000
51-55	\$42,000
56-60	\$43,000
61-65	\$45,000
66-70	\$46,000
71-75	\$50,000
76-80	\$55,000
81-85	\$61,000
86-90	\$66,000
91-95	\$132,000
96-99	\$257,000