



DATA DIRECT



USA & CANADA OVERVIEW



USA

Main Consumer View

136 Million

Data Attributes	Percentage
ID Number	100
Title	96
Sex	96
First Name	100
Last Name	100
DOB	82
Street Address	93
Suburb	93
City	89
State	97
Zip Code	97
Latitude	32
Longitude	32
Dwelling Type	11
Phone - Cellular	84
Income Range	54
Homeowner	38
Length of Residence	38
Number of Children	23
Ethnic group	13

Data Attributes	Percentage
Financial - Occupation	19
Financial - Credit Card	11
Financial - Gold or Platinum Credit Card	3
Financial - Amex	7
Financial - Credit Rating	22
Financial - Investment General	14
Financial - Investment Stock Securities	9
Financial - Amex Gold	2
Financial - Mastercard Gold Premium	2
Financial - Mastercard Regular	5
Financial - Visa Gold Premium	2
Financial - Visa Regular	4
Financial - Crypto	1
Financial - Mortgage	14
Financial - Refinance	17
Financial - Auto Insurance	13
Financial - Health Insurance	6
Financial - Cable TV	13
Financial - Food Delivery Apps	18
Financial - Ride Share Apps	15

USA

Main Consumer View

136 Million

Data Attributes	Percentage
Lifestyle - Male Fashion Online	19
Lifestyle - Male Fashion Retail	13
Lifestyle - Health and Beauty	24
Lifestyle - Alcohol Beer	18
Lifestyle - Alcohol Sprints	12
Lifestyle - Smoker	9
Interests - Online Gaming	18
Interests - Sports Gambling	16
Interests - Collectibles	2
Interests - Crafts	1
Interests - Tennis	2
Interests - Football	14
Interests - Basketball NBA	13
Interests - Basketball College	15
Interests - Baseball	17
Interests - Boxing	3
Interests - UFC	6
Interests - Lacrosse	1
Interests - Sailing	3

USA Crypto Investors 6.1 Million

Data Attributes	Percentage
ID	100
Title	87
First_Name	100
Last_Name	100
Date_OF_Birth_YYYYMMDD	73
Email_Address	96
Cell Phone	41
Address1	89
Suburb	96
Zip code	98
Country	100
Hold Crypto Investments	96
Crypto holdings 500-2,500	6
Crypto holdings 25,000-50,000	14
Crypto holdings 50,000-100,000	11

Data Attributes	Percentage
Crypto holdings 100,000+	7
Signed up to trading tools or subscriptions	18
Hold Bitcoin	66
Hold Ethereum	69
Hold Shiba Inu	22
Hold Dogecoin	12
Hold Alt Coins	44
Hold NFTs	14
Interested in ICO's	16
Have multiple crypto accounts	62
Regularly read industry blogs	21
Regularly visit industry news sites	19
Buy crypto with credit card	86
Buy crypto with credit card	38

USA

SHARES FX

8 Million Consumers

Data Attributes	Percentage
ID	100
Title	100
First_Name	100
Last_Name	100
Date_of_Birth_YYYYMMDD	91
Email_Address	98
Cell Phone	73
Address1	94
Suburb	94
Zip code	98
Country	100
Investment - Real Estate Domestic	13
Investment - Real Estate International	3
Investment - Forex	69
Investment - Dow	71
Investment - S & P	58
Investment - Nasdaq	74
Investment - Online Trading	44
Investment - Broker	62



USA

Regular Gamblers

16 Million

Data Attributes	Percentage
ID	100
Title	100
First_Name	100
Last_Name	100
Date_OF_Birth_YYYYMMDD	96
Email_Address	93
Cell Phone	86
Address1	94
Suburb	94
Zip code	94
State	94
Gambling Online - Sports	93
Gambling Online - Basketball NBA	29
Gambling Online - Basketball College	18
Gambling Online - MBL	51
Gambling Online - NFL	82
Gambling Online - Football College	28
Gambling Online - MBL	69
Gambling Online - Motor	8
Gambling Online - Soccer	6
Gambling Online - Hockey	37
Gambling Online - VIP	6
Gambling Online - Single Account	17
Gambling Online - Multiple Account	59
Gambling Online - International	9
Gambling Casino - Slots	9

Data Attributes	Percentage
Gambling Casino - Sports	12
Gambling Casino - Tables	22
Gambling Casino - VIP	14
Gambling Casino - Vegas	19
Gambling Casino - Reno	7
Gambling Casino - AC	4
Gambling Casino - Other	21

USA

Frequent Travelers

7.1 Million

Data Attributes	Percentage
ID	100
Title	100
First_Name	100
Last_Name	100
Date_OF_Birth_YYYYMMDD	93
Email_Address	96
Cell Phone	82
Address1	96
Suburb	96
Zip code	96
State	98
Travel - Domestic Air	58
Travel - Domestic Rail	13
Travel - Domestic Bus	8
Travel - International Air	39
Travel - International Cruise	12
Travel - Frequent Flyer	44
Travel - Frequent Flyer Silver	18
Travel - Frequent Flyer Gold	11
Travel - Hotel Rewards	14
Travel - Air BNB	52
Travel - Online Booking	76
Travel - Travel Agent	22

CANADA

18 MILLION

Data Attributes	Percentage
ID	100
Title	100
First_Name	98
Last_Name	100
DOB	88
Email_Address	96
Mobile	78
Landline	15
Address	94
Suburb	94
Postcode	94
Country	100
Pay Tv Subscription	13
Sporting Association Members	11
Online Food Delivery	18
Car Share Platform Users	12
Charity_Donors Online	9
Charity Donors Cash	3
Private Health Insurance	9
Travel Insurance	12
Life Insurance	19
Gambling Lottery	11
Gambling Casino	4
Online Gambling	6



DATA DIRECT

SOME OF OUR CLIENTS

