



## TRG Data Center Pricing

Updated November 4, 2021 (prices are subject to change without notice)

### List Pulls

List pulls are free within TRG Data Center. You pay only if demographic elements (attributes) are added to your list AND you finish your list (export to your account or to a vendor account).

### Demographics

If you used demographic selections, you are charged a **per thousand (\$/M)** fee for the records that match your criteria and are prompted to pay during the finish list process. The cost for each demographic element is listed below. There is a *Minimum \$25 charge regardless of the number or records payable by credit card.*

Category	Element	Attribute	List Filter Cost	List Append Cost	List Pull Cost
Age	Age & Gender		\$5.00	\$7.50	\$20.00
Age	Age in Two Year Increments		\$7.00	\$10.50	\$28.00
Age	Generation		\$10.00	\$15.00	\$40.00
Age	Month of Birth		\$10.00	\$15.00	\$40.00
Age	Year of Birth		\$10.00	\$15.00	\$40.00
Children	Child Age		\$10.00	\$15.00	\$40.00
Children	Child Age & Gender		\$7.50	\$11.25	\$30.00
Children	Number of Children		\$5.00	\$7.50	\$20.00
Children	Presence of Children		\$3.00	\$4.50	\$12.00
Education	Education		\$7.00	\$10.50	\$28.00
Ethnicity	Country of Origin		\$3.00	\$4.50	\$12.00
Ethnicity	Language Preference		\$3.00	\$4.50	\$12.00
Ethnicity	Race		\$3.00	\$4.50	\$12.00
Gender	Gender		\$2.50	\$3.75	\$10.00
Home	Dwelling Type		\$2.50	\$3.75	\$10.00
Home	Home		\$10.00	\$15.00	\$40.00
Home	Length of Residence		\$2.50	\$3.75	\$10.00
Income	Income		\$5.00	\$7.50	\$20.00
Interests	Interests - Detailed	Audio Books	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Beauty & Cosmetics	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Career Improvement	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Career Minded	\$7.00	\$10.50	\$28.00

Category	Element	Attribute	List Filter Cost	List Append Cost	List Pull Cost
Interests	Interests - Detailed	Casino Gaming	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Children's Items	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Collecting	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Collecting Antiques	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Collecting Art	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Collecting Coins	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Collecting Music	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Collecting Stamps	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Community	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Computer Games	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Computers	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Consumer Electronics	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Cooking / Food	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Crafts	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Current Affairs & Politics	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Environmental Issues	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Fashion	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Financial Newsletters	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Fine Arts	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Gardening	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Grandchildren	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Home Furnishings	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Home Improvement	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Home Improvement - Do It Yourself	\$5.25	\$7.88	\$21.00
Interests	Interests - Detailed	Movie Collector	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Music Avid Listener	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Music Home Stereos	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Music Players	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Natural & Organic Foods	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Online Education	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Outdoors - Boating & Sailing	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Outdoors - Camping & Hiking	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Outdoors - Fishing	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Outdoors - Hunting & Shooting	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Parenting	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Performing Arts	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Personal Investments	\$7.00	\$10.50	\$28.00

Category	Element	Attribute	List Filter Cost	List Append Cost	List Pull Cost
Interests	Interests - Detailed	Photography	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Reading	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Reading Magazines	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Reading Religious	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Reading Science Fiction	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Real Estate Investments	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Religion	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Self Improvement	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Senior Health	\$20.00	\$30.00	\$80.00
Interests	Interests - Detailed	Sports - Aerobic Exercise	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Sports - Auto & Motorcycle Racing	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Sports - Baseball	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Sports - Basketball	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Sports - Exercise Walking	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Sports - Football	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Sports - Hockey	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Sports - NASCAR	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Sports - Running & Jogging	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Sports - Scuba Diving	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Sports - Soccer	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Stocks & Bonds Investments	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Sweepstakes & Contests	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Travel - Cruise Vacations	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Travel - Domestic	\$7.00	\$10.50	\$28.00
Interests	Interests - Detailed	Video Games	\$7.00	\$10.50	\$28.00
Interests	Interests - General	Electronics & Computers	\$7.00	\$10.50	\$28.00
Interests	Interests - General	Exercise & Health	\$7.00	\$10.50	\$28.00
Interests	Interests - General	Home Improvement	\$7.00	\$10.50	\$28.00
Interests	Interests - General	Investing & Finance	\$7.00	\$10.50	\$28.00
Interests	Interests - General	Movies & Music	\$7.00	\$10.50	\$28.00
Interests	Interests - General	Reading	\$7.00	\$10.50	\$28.00
Interests	Interests - General	Travel	\$7.00	\$10.50	\$28.00
Life Stages	Life Stages	Single Parent	\$7.50	\$11.25	\$30.00
Life Stages	Life Stages		\$35.00	\$52.50	\$140.00
Life Stages	Life Stages		\$5.00	\$7.50	\$20.00
Life Stages	Life Stages		\$2.00	\$3.00	\$8.00
Life Stages	Life Stages		\$2.50	\$3.75	\$10.00
Lifestyles	Lifestyles	Broader Living	\$5.25	\$7.88	\$21.00

Category	Element	Attribute	List Filter Cost	List Append Cost	List Pull Cost
Lifestyles	Lifestyles	Common Living	\$5.25	\$7.88	\$21.00
Lifestyles	Lifestyles	Cultural Living	\$5.25	\$7.88	\$21.00
Lifestyles	Lifestyles	High Brow	\$5.25	\$7.88	\$21.00
Lifestyles	Lifestyles	High-Tech Living	\$5.25	\$7.88	\$21.00
Lifestyles	Lifestyles	Money Seekers	\$5.25	\$7.88	\$21.00
Lifestyles	Lifestyles	Professional Living	\$5.25	\$7.88	\$21.00
Lifestyles	Lifestyles	Upscale Living	\$5.25	\$7.88	\$21.00
Marital Status	Marital Status		\$2.50	\$3.75	\$10.00
Net Worth	Net Worth		\$15.00	\$22.50	\$60.00
Occupation	Occupation		\$5.00	\$7.50	\$20.00
Politics	Politics		\$7.00	\$10.50	\$28.00
Spending Habits	Credit Cards		\$7.50	\$11.25	\$30.00
Spending Habits	Purchases	Antiques	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Art	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Audio Books	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Books	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	DVDs/Videos	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Electronics, Computing & Home Office	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Gardening	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Health & Beauty Products	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	High End Appliances	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Home & Garden Products	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Home Office Computers	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Magazines - Detail	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Magazines - General	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Membership Clubs	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Musical Instruments	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Photography & Video Equipment	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Sports & Leisure Products	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Travel	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	TVs/Videos/Movies	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases	Value-Priced Merchandise	\$8.00	\$12.00	\$32.00
Spending Habits	Purchases		\$4.00	\$6.00	\$16.00

Category	Element	Attribute	List Filter Cost	List Append Cost	List Pull Cost
Spending Habits	Purchases		\$7.00	\$10.50	\$28.00
Spending Habits	Spending Habits		\$7.50	\$11.25	\$30.00
Spending Habits	Spending Habits		\$7.00	\$10.50	\$28.00
Vehicle	1st Vehicle Make		\$10.00	\$15.00	\$40.00
Vehicle	2nd Vehicle Make		\$10.00	\$15.00	\$40.00