

This report contains an example of what you can expect if you request the services of the Clarion University Small Business Development Center.

# Sample Customer List

**About this report:** Customer lists (also referred to as "mailing lists") are a great way to reach a large amount of targeted, potential customers. Similar to business lists, customer lists are created by selecting a geographic area, and then choosing criteria to filter results. Some examples of criteria for finding customers include household size, household income, political affiliation, and number of vehicles. This sample contains a limited number of results. Some entries may have been changed to remove personally identifiable information.



Small Business Development Center  
Clarion University

*Helping businesses start, grow, and prosper.*

**Sample Customer List**

This list was created using a random set of criteria. Personal information is hidden/fictitious for confidentiality. This list contains 10 leads. A real list may contain less, but usually significantly more.

Title	First Name	Middle Initial	Last Name	Street Address	City	State	ZIP	Phone Number	Age	Income	Adult Gender	HOH Indicator	Residence Type	Home Value	Home Built Year	Length of Residence	Pool	Household Member Count	Mail Order Electronics Products	Mail Responsive Current	Mail Responsive Ever	Cat Owner	Dog Owner	Grandparent in House	Veteran Present
Mr	Max	J	C*****	**** Acorn Rd	Summerville	PA	12345	814-***-*****	35-39	\$100,000-\$124,999	Male	Yes	House	\$150,000-\$174,999	1979	8	No	3	No	No	No	No	No	No	No
Mr	Donnie	R	S*****	**** Chestnut Rd	Venus	PA	12345	814-***-*****	45-49	\$90,000-\$99,000	Male	Yes	House	\$75,000-\$99,999	1964	25	No	4	Yes	No	Yes	Yes	No	No	No
Ms	Amber	P	B*****	**** Paint Rd	Chicora	PA	12345	814-***-*****	30-34	\$50,000-\$59,999	Female	No	House	\$150,000-\$174,999	1978	7	No	6	No	No	Yes	No	Yes	No	No
Ms	Melissa	A	A*****	**** Wood Rd	Brookville	PA	12345	814-***-*****	35-39	\$200,000-249,000	Female	Yes	House	\$200,000-\$249,999	2011	1	No	4	No	No	Yes	No	No	No	No
Mr	Chris	L	B*****	**** Carrier Rd	Shippenville	PA	12345	814-***-*****	45-49	\$90,000-\$99,000	Male	No	House	\$50,000-\$74,999	1984	4	No	3	No	Yes	Yes	No	No	Yes	Yes
Ms	Sarah		E*****	**** River Rd	Shippenville	PA	12345	814-***-*****	30-34	\$50,000-\$59,999	Female	No	House	\$75,000-\$99,999	1954	20	No	5	No	No	Yes	No	No	No	No
Mr	Nathan	S	R*****	**** Oak Rd	Punxsutawney	PA	12345	814-***-*****	40-44	\$100,000-\$124,999	Male	No	House	\$50,000-\$74,999	1956	1	No	4	Yes	No	No	No	Yes	No	No
Ms	Erin	A	T*****	**** Maple Rd	Brookville	PA	12345	814-***-*****	25-29	\$100,000-\$124,999	Female	Yes	House	\$150,000-\$174,999	2002	24	Yes	5	Yes	No	Yes	No	No	Yes	No
Mr	Seth		O*****	**** Blacksmith Rd	Clarion	PA	12345	814-***-*****	45-49	\$50,000-\$59,999	Male	Yes	Apartment	\$75,000-\$99,999	1976	13	No	5	No	Yes	Yes	No	Yes	No	No
Mr	George	M	W*****	**** Timber Rd	Clarion	PA	12345	814-***-*****	25-29	\$80,000-\$89,999	Male	No	House	\$75,000-\$99,999	1966	15	No	7	No	Yes	Yes	Yes	No	No	No