



Auto Owners

153 Million Individuals
102 Million Households

(Please inquire for the most up to date counts.)

Our Selects Include:

Demographic Selects include:

Gender
Home Owner
Income
Median House Value
Number of Vehicles
Percentage Asian
Asian Speaking
African American
Blue Collar
White Collar
Occupation
English Speaking
Hispanic
Spanish Speaking
Mail Respondent
Presence of Children

Auto Selects include:

Year
Make/Model
Auto Class
Year Manufactured
Odometer reading
Purchase date
Title date
Own/lease
Auto Maintenance Information
Fuel Type
Vehicles in Hhld
Style/Class Codes
And more!

Media One houses one of the largest and most accurate Automotive Database in the country.

This database is built using a unique corroborating record technique. Each record in this databases is corroborated against three separate sources for accuracy. If any record does not match up against one of the sources it is deleted until such time that it can be verified.

Our **AutomobileOwners Database** is compiled from multiple sources including: Point of sale, Point of service, Online insurance quotes, warranty companies, aftermarket repair companies, and Major Car Clubs of America.

All of our auto owner data is sourced from factual only sources (DPPA compliant as amended by the Shelby Act.) It is fed new data from every week to every 90 days depending on the source.

Auto Class:

- FULL SIZE
- FULL SIZE VAN
- FULL SIZE TRUCK
- FULL SIZE CAR
- FULL SIZE SUV
- MID SIZE TRUCK
- MID SIZE CAR
- SMALL TRUCK
- SMALL SUV
- SMALL CAR
- SMALL TRUCK
- SMALL SUV
- CROSSOVER
- MINIVAN
- SED 4DR

Auto Fuel

- M - Methanol Gas Only
- D - Diesel
- G - Gas
- B - Hybrid Engine
- P - Propane Gas
- H - Ethanol Fuel Only
- N - Compressed Natural Gas
- E - Electric

Auto Style

- CONV
- CPE 2DR
- CPE 4DR
- CUV
- HCHBK 2DR
- HCHBK 3DR
- HCHBK 4DR
- HDTP 2DR
- HDTP 4DR
- LFTBK 2DR
- LFTBK 3DR
- LFTBK 4DR
- LUXURY
- PICKUP
- SED 2DR
- SED 4DR
- SPORT
- UTIL
- VAN
- WAGON