

EQUIFAX®



As a result of the 2008 economic stimulus package:*

- › 13 million consumers will purchase a new Computer
- › 10 million consumers will purchase a new TV
- › 6 million consumers will purchase a new Mobile Phone

Equifax can help you find these consumers.

INFORM › ENRICH › EMPOWER™



Between May and August of 2008 the economic stimulus plan will inject more than \$168 billion of disposal income into the U.S. economy — an average of \$1,292 for each of the 130 million qualifying households.

Equifax has the information that will enable you to identify and market to those consumers who are the most likely to benefit from the stimulus package.

Act now! The average consumer is expected to spend their stimulus check within two months of receiving it, so call **(866) 804-5633** to speak with an Equifax representative today.



* Sources: Rooney, B. (2008, March 24) CNN Money from www.money.cnn.com
Burden, M. (2008, March 1) The Flint Journal from www.flint.com
Business Wire (2008, March 12) Forbes from www.forbes.com

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EQUIFAX



As a result of the 2008 economic stimulus plan, \$168 billion of new disposable income will enter the U.S. economy.*

Sounds like the perfect time for 130 million families to make a down payment on a Boat or Watercraft!

Equifax can help you find these consumers.

INFORM > ENRICH > EMPOWER™



Between May and August of 2008 the economic stimulus plan will inject more than \$168 billion of disposal income into the U.S. economy — an average of \$1,292 for each of the 130 million qualifying households.

Our household income data will enable you to identify and market to the consumers most likely to benefit from the stimulus package. You can also combine that with our extensive lifestyle data — including more than 24 million outdoor enthusiasts — to really target your campaigns.

Act now! The average consumer is expected to spend their stimulus check within two months of receiving it, so call **(866) 804-5633** to speak with an Equifax representative today.



* Source: Rooney, B. (2008, March 24) CNN Money from www.money.cnn.com
Burden, M. (2008, March 1) The First Journal from www.nflw.com

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