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## Targeted Samples

ASDE provides Targeted Samples to reach respondents with specific characteristics or demographics. We have access to some rich databases to help you maximize your resources and connect with your target group. These samples allow you to contact hard to reach people for the more complex projects.

One of our sources is a comprehensive database consisting of over 126 million households and 190 million individuals with a wide variety of demographic, behavioral and purchase related information.

Another is North America's largest consumer responder database, with over 1,000 data variables, including brand usage, purchase intent, lifestyle, demographic, behavioral, and attitudinal.

