

## Databases and Selection Options

Below is a listing of our most popular data selection options available to help you reach your best prospects. If you have any questions, requests, or don't see what you need, please contact a Data Specialist at 866.977.6018.

### CONSUMER

#### HOUSEHOLD SELECTS

- Adult Single Parent with Child(ren)
- Adult Age Ranges Present in Household
- Age 2 Year Increments
- Age Head of Household
- Business Owner in the Household
- Children's Age 1 Year Increments
- Children's Age Ranges Present in Household
- Consumer Prominence Indicator
- Education – 1st Individual (H of HH)
- Household Size
- Household Status Indicator
- Marital Status
- Number of Adults
- Number of Children
- Number of Generations in HH
- Occupation of 1st Individual
- Presence of Children
- Senior Adult Present
- SOHO Indicator
- Telephone Number
- Veteran in the Household
- Voter/Party – 1st Individual
- Working Woman

#### HOMEOWNER SELECTS

- Available Equity Range
- Available Home Equity Range
- Congressional District
- Dwelling Size
- Home Market Value
- Home Square Feet
- Homeowner/Renter
- Lender Code
- Lender Type
- Length of Residence
- Loan Amount Range 1
- Loan Date
- Loan to Value Range
- Median Home Value Specified
- Owner Occp'd (Hundreds)
- Owner Type Detail

- Presence Pool
- Property Type
- Property Type Detail
- Purchase Amount Range
- Purchase Date of Home
- Purchase Year of Home
- Real Estate Investment
- XDate (Loan Month)
- XDate (Purchase Month)
- Year Home Built Range
- Year Home Built Actual

#### INDIVIDUAL SELECTS

- Country of Origin
- Date of Birth (MMYYYY)
- Education
- Ethnic Code (Country)
- Ethnic RollUp Code
- Ethnicity
- Language Preference Code
- Religion Code
- Voter/Party

#### INTEREST SELECTS

- Arts
- Auto Work/Mechanics
- Aviation
- Beauty and Cosmetics
- Boat Owner
- Broader Living
- Career
- Career Improvement
- Celebrities
- Children's Interests – Interest
- Christian Families
- Collectibles – Antiques
- Collectibles – Arts
- Collectibles – Coins
- Collectibles – General
- Collectibles – Sports Memorabilia
- Collectibles – Stamps
- Collectibles and Antiques Grp
- Collector – Avid
- Common Living

- Community/Charities
- Cooking – General
- Cooking – Gourmet
- Cooking – Low Fat
- Cooking/Food Grouping
- Crafts
- Cultural/Artistic Living
- Current Affairs/Politics
- Dieting/Weight Loss
- DIY Living
- Education Online
- Electronics – Consumer Electronics
- Electronics/Computers Grouping
- Environmental Issues
- Exercise – Aerobic/Cardiovascular
- Exercise – Running/Jogging
- Exercise – Walking
- Exercise/Health Grouping
- Fashion
- Food – Vegetarian
- Food – Wines
- Foods – Natural
- Games – Board Games/Puzzles
- Games – PC Game Player
- Games – Video Game Console
- Gaming – Casino
- Gaming – Lottery
- Gardening
- Grandchildren
- Health/Medical – General
- Highbrow
- HighTech Living
- History/Military
- Home Furnishings/Decorating
- Home Improvement
- Home Improvement DoItYourself
- Home Improvement Grouping
- Home Living
- House Plants
- Investing/Finance Grouping
- Investments – Foreign
- Investments – Personal
- Investments – Real Estate
- Investments – Stocks/Bonds

Money Seekers  
Movie/Music Grouping  
Movie Collector  
Movie Player  
Music – Avid Listener  
Music – Home Stereo  
Music Collector  
Music Player  
Nascar  
Outdoor – Biking/Mountain Biking  
Outdoor – Boating/Sailing  
Outdoor – Camping/Hiking  
Outdoor – Fishing  
Outdoor – Hunting/Shooting  
Outdoor – Scuba Diving  
Outdoor – Water Sports  
Outdoors Grouping  
Parenting  
Participant – Equestrian  
Participant – Golf  
Participant – Motorcycling  
Participant – Snow Skiing  
Participant – Tennis  
PC  
Pets – Cats Owner  
Pets – Dog Owner  
Pets – Other  
Photography  
Professional Living  
Reading – Audio Books  
Reading – Financial Newsletter Subscribers  
Reading – General  
Reading – Magazines  
Reading – Religious/Inspirational  
Reading – Science Fiction  
Reading – Top Sellers  
Reading Grouping  
Recreational Vehicles  
Religious/Inspirational  
Science/Space  
Self Improvement  
Sewing/Knitting/Needlework  
Smoking/Tobacco  
Spectator – Baseball  
Spectator – Basketball  
Spectator – Football  
Spectator – Hockey  
Spectator – Racing – Auto/Motorcycle  
Spectator – Soccer  
Spectator – Tennis  
Spectator – TV Sports  
Sports Grouping  
Sporty Living

Strange and Unusual  
Sweepstakes/Contests  
Theater/Performing Arts  
Travel – Cruise Vacations  
Travel – Family Vacations  
Travel – Foreign  
Travel – U.S.  
Travel Grouping  
TV Reception – Cable  
TV Reception – HDTV/Satellite/Dish  
TV Reception – Satellite Dish  
Upscale Living  
Wireless – Cellular Phone  
Woodworking

## BUYING BEHAVIOR SELECTS

Buying Behavior Selects  
Apparel – Big & Tall  
Apparel – Children's  
Apparel – Men's  
Apparel – Women's  
Apparel – Women's – Petite  
Apparel – Women's – Plus Sizes  
Arts & Antiques – Antiques  
Arts & Antiques – Art  
Automotive, Auto Parts & Accessories  
Books & Magazines Magazines  
Books & Music – Books Audio  
Books & Music – Books  
Children's Apparel – Infants & Toddlers  
Children's Learning & Activity Toys  
Children's Products – General Baby Care  
Children's Products – General BackToSchool  
Children's Products – General  
Computing/Home Office – General  
Credit Card Indicator  
Credit Card Use – Issuer  
Credit Card User  
Donation/Contribution  
DVDs/Videos  
Electronics & Computing  
TV/Video/Movie Watcher  
Electronics, Computing & Home Office  
Financial Services  
Gambling – Behavior  
Gardening  
Health & Beauty  
High End Appliances  
Home & Garden  
Hunting  
Intend to Purchase – HDTV/Satellite Dish  
Intend to Purchase – Home Improvement

Investments – Active – Behavior  
Jewelry  
Lifestyles, Interests & Passions – Collectibles  
Lifestyles, Interests & Passions – Crafts/  
Hobbies  
Luggage  
Magazines  
Mail Order Buyer  
Mail Order Donor  
Mail Responders  
Membership Clubs  
Method of Payment Count – Cash  
Method of Payment Count – CC  
Method of Payment Count – Retail Card  
Military Memorabilia/Weaponry  
Musical Instruments  
New Bank Card  
Number of Credit Lines  
OffRoad Recreational Vehicles  
Online Purchasing Indicator  
Pets  
Photography & Video Equipment  
Presence of Bank Card  
Range of New Credit  
Retail Activity – Date of Last Activity  
Retail Purchase Categories  
Sports & Leisure  
Telecommunications  
Tickets  
Travel  
ValuePriced General  
Merchandise  
Young Men's Apparel  
Young Women's Apparel

## AUTO SELECTS

Dominate Vehicle Lifestyle  
Known Number of Vehicles  
Motorcycle  
New Car Buyer  
RV  
Truck  
Vehicle Make Code (1st Vehicle)  
Vehicle Make Code (2nd Vehicle)  
Vehicle Model Code (1st Vehicle)  
Vehicle Model Code (2nd Vehicle)  
Vehicle Year (1st Vehicle)  
Vehicle Year (2nd Vehicle)  
Vehicle/Auto – New/Used Indicator –  
1st Vehicle  
Vehicle/Auto – New/Used  
Indicator – 2nd Vehicle

## HEALTH RELATED SELECTS

Health – Allergy Related  
Health – Arthritis/Mobility  
Health – Cholesterol Focus  
Health – Diabetic  
Health – Disabled Individual in the Household  
Health – Homeopathic  
Health – Organic Focus  
Health – Orthopedic  
Health – Senior Needs  
High Tech Selects  
High Tech – PC Owner  
High Tech – Software Buyer  
High Tech – Operating System  
Internet Connection Type  
PC DSL/High Speed  
Teletrend – Cellular  
Teletrend – International Long Distance User  
Teletrend – Internet  
Teletrend – Optional Calling Services  
Teletrend – Top 20% Long Distance User  
Wireless Product Buyer

## MARKET SEGMENTATION SELECTS

Area Level  
PRIZM NE  
Tapestry Cluster

## TRAVEL SELECTS

Vacation – International – Have Taken/  
Would Enjoy  
Vacation – RV  
Vacation – United States – Have Taken/  
Would Enjoy

## WEALTH INDICATOR SELECTS

Claritas IPA  
Community Reinvestment Act  
Discretionary Spending Index  
Economic Stability Indicator  
Estimated Income  
Heavy Transactor  
Highly Likely Investors  
Likely Investors  
Insurance – Own Life Insurance Policy  
Median Household Income (Hundreds)  
NetWorth

## LIFE EVENT SELECTS

Adult – College Graduate  
Adult – Empty Nester  
Adult – Expectant Parent

Intend to Purchase – Vehicle  
Life Event – Child Nearing High School  
Graduation  
Life Event – New Parent  
Life Event – Recent Home Buyer  
Life Event – Recent Mortgage Borrower  
Marital – Divorced  
Marital – Newlyweds

## BUSINESS INDUSTRIES

SIC Code (Business Type)

## JOB FUNCTION

Top Executive Contact  
Executive Title  
Number of Contacts Per Site

## DEMOGRAPHICS

Number of Employees  
Annual Sales Volume  
Years in Business  
Legal Status  
Ownership  
Type of Site  
Cottage Industry  
Subsidiary  
Import/Export  
Small Business  
Specialty  
NAICS Code  
NAICS Description  
Telephone Number  
Fax Number  
Zip+4 Only  
Web Site Address (URL)  
Franchise Indicator  
Franchises  
Minority-Owned Businesses  
Women-Owned Businesses  
Veteran-Owned Businesses  
Credit Elements  
New & Changed Records  
Propensity to Lease

## OCCUPANT DEMOGRAPHICS

Dwelling Type  
Route Type  
Median Income  
Median Age

Median Home Value  
% of HHs with Children  
Seasonal Addresses  
SFDU

## NEW HOMEOWNER HOTLINES

Weekly Hotline  
Monthly Hotline

## PRIMARY SELECTIONS

Publication Date  
Purchase Price  
Dwelling Type  
Gender  
Bathrooms  
Bedrooms  
1/2 Bathrooms  
Land in Acres  
Living in Sq. Ft.  
Year Home Built

## MORTGAGE INFORMATION

Transaction Type  
Transaction Date  
Deed Recording Date  
Loan To Value  
Mortgage Amount  
Lender  
Rate Type  
Loan Type

## NEW MOVER ADDRESS

Record Receipt Date  
Number of Address Lines  
Zip+4 Only

## HOUSEHOLD TELEPHONE

Presence of Phone  
Phone Received Date

## PHYSICIANS TYPE OF PRACTICE

Medical/Dental Specialty  
Include Physicians with  
Secondary Specialty

## PHYSICIAN INFORMATION

Demographics  
Education  
Certifications & License

## OFFICE INFORMATION

Location  
Size  
Contact Titles

## SPECIALTY

Accountants/CPAs  
Ailments  
Bankruptcies  
Boat/Yacht Owners  
Brides-to-be  
Canadian Businesses  
Canadian Consumers  
Churches  
Clubs & Organizations  
Colleges & Universities  
Cosmetologists  
Educators  
Expectant Mothers  
Financial Analysts  
Fortune 1000 Companies

Home School Households  
Hospitals  
Insurance Agents  
Lawyers/Attorneys  
Medical Specialists  
New Businesses  
New Parents  
Newlyweds  
Non-Profit Organizations  
Nurses  
Nutritionists  
Occupational Therapists  
Pharmacists  
Pilots  
Pre-Movers  
Professors  
Psychologists  
Real Estate Agents  
Real Property Mortgage  
Schools  
Social Workers  
Teachers  
Timeshare Owners  
Veterinarians  
Voters  
And Many More

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