



DATABASE SELECTS

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 in 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
- X Date (Loan Month)
- X Date (Purchase Month)
- Year Home Built Range
- Year Home Built Actual

Individual Selects

- Date of Birth (MM/YYYY)
- Education
- Country of Origin
- Ethnic Code (Country)
- Ethnic Roll-Up Code
- Language Preference Code
- Religion Code
- Ethnicity
- 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
- 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





Consumer (continued)

- Games - Board Games/Puzzles
- Games - PC Game Player
- Games - Video Game Console
- Gaming - Casino
- Gaming - Lottery
- Gardening
- Grandchildren
- Health/Medical - General
- Highbrow
- High Tech Living
- History/Military
- Home Furnishings/Decorating
- Home Improvement
- Home Improvement - Do-It-Yourself
- 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 - Pete
- Apparel - Women's - Plus Sizes
- Arts & Antiques - Antiques
- Arts & Antiques - Art
- Automotive, Auto Parts & Accessories
- Books & 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 Back-To-School
- 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



Consumer (continued)

- 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
- Off Road 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
- Telecommunication
- Tickets
- Travel
- Value Priced 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

Hotlines

- Weekly Hotline
- Monthly Hotline

New Homeowner

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