

DATABASE SELECTIONS

Acculink offers the following popular listings to help you reach the best audience for your direct marketing needs.

E-DATE
AUG
2021

| CONSUMER | | |
|---|--------------------------------------|------------------------------------|
| HOUSEHOLD | ■ Year Home Built Range | ■ Exercise - Walking |
| ■ Adult Single Parent with Child(ren) | ■ Year Home Built Actual | ■ Exercise/Health Grouping |
| ■ Adult Age Ranges Present in Household | INDIVIDUAL | ■ Fashion |
| ■ Age 2 Year Increments | ■ Date of Birth (MMYYYY) | ■ Food - Vegetarian |
| ■ Age Head of Household | ■ Education | ■ Food - Wines |
| ■ Business Owner in the Household | ■ Country of Origin | ■ Food - Natural |
| ■ Children's Age 1 Year Increments | ■ Ethnic Code (Country) | ■ Games - Board Games/Puzzles |
| ■ Children's Age Ranges Present in Household | ■ Ethnic Roll Up Code | ■ Games - PC Game Player |
| ■ Consumer Prominence Indicator | ■ Language Preference Code | ■ Games - Video Game Console |
| ■ Education - 1st Individual (H of HH) | ■ Religion Code | ■ Gaming - Casino |
| ■ Household Size | ■ Ethnicity | ■ Gaming - Lottery |
| ■ Household Status Indicator | ■ Voter/Party | ■ Gardening |
| ■ Marital Status | INTEREST | ■ Grandchildren |
| ■ Number of Adults | ■ Arts | ■ Health/Medical - General |
| ■ Number of Children | ■ Aviation | ■ Highbrow |
| ■ Senior Adult Present | ■ Beauty and Cosmetics | ■ High Tech Living |
| ■ SOHO Indicator Telephone Number | ■ Boat Owner | ■ History/Military |
| ■ Veteran in the Household | ■ Broader Living | ■ Home Furnishings/Decorating |
| ■ Voter/Party - 1st Individual | ■ Career | ■ Home Improvement |
| ■ Working Woman | ■ Career Improvement | ■ Home Improvement DoltYourself |
| HOMEOWNER | ■ Celebrities | ■ Home Improvement Grouping |
| ■ Available Equity Range | ■ Children's Interests | ■ Investments - Foreign |
| ■ Available Home Equity Range | ■ Christian Families | ■ Investments - Personal |
| ■ Congressional District | ■ Collectibles - Antiques | ■ Investments - Real Estate |
| ■ Dwelling Size | ■ Collectibles - Art | ■ Investments - Stocks/Bonds |
| ■ Home Market Value | ■ Collectibles - Coins | ■ Money Seekers |
| ■ Home Square Feet | ■ Collectibles - General | ■ Movie/Music Grouping |
| ■ Homeowner/Renter | ■ Collectibles - Sports Memorabilia | ■ Movie Collector |
| ■ Lender Code | ■ Collectibles - Stamps | ■ Movie Player |
| ■ Lender Type | ■ Collectibles and Antiques Grp | ■ Music - Avid Listener |
| ■ Length of Residence | ■ Collector - Avid | ■ Music - Home Stereo |
| ■ Loan Amount Range 1 | ■ Common Living | ■ Music Collector |
| ■ Loan Date | ■ Community/Charities | ■ Movie Player |
| ■ Loan to Value Range | ■ Cooking - General | ■ Nascar |
| ■ Median Home Value Specified Owner Occp'd (Hundreds) | ■ Cooking - Gourmet | ■ Outdoor - Biking/Mountain Biking |
| ■ Owner Type Detail | ■ Cooking - Low Fat | ■ Outdoor - Boating/Sailing |
| ■ Presence Pool | ■ Cooking/Food Grouping | ■ Outdoor - Camping/Hiking |
| ■ Property Type | ■ Crafts | ■ Outdoor - Fishing |
| ■ Property Type Detail | ■ Cultural/Artistic Living | ■ Outdoor - Hunting/Shooting |
| ■ Purchase Amount Range | ■ Current Affairs/Politics | ■ Outdoor - Scuba Diving |
| ■ Purchase Date of Home | ■ Dieting/Weight Loss | ■ Outdoor - Water Sports |
| ■ Purchase Year of Home | ■ DIY Living Education Online | ■ Outdoors Grouping |
| ■ Real Estate Investment | ■ Electronics - Consumer Electronics | ■ Parenting |
| ■ XDate (Loan Month) | ■ Electronics/Computers Grouping | ■ Participating - Equestrian |
| ■ XDate (Purchase Month) | ■ Environmental Issues | ■ Participating - Golf |
| | ■ Exercise - Aerobic/Cardiovascular | ■ Participating - Motorcycling |
| | ■ Exercise - Running/Jogging | ■ Participating - Snow Skiing |

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| ■ Participating - Tennis | ■ Buying Behavior Selects | ■ Military Memorabilia/Weaponry |
| ■ PC | ■ Apparel - Big & Tall | ■ Musical Instruments |
| ■ Pets - Cat Owner | ■ Apparel - Children's | ■ New Bank Card |
| ■ Pets - Dog Owner | ■ Apparel - Men's | ■ Number of Credit Lines |
| ■ Pets - Other | ■ Apparel - Women's | ■ Off Road Recreational Vehicles |
| ■ Photography | ■ Apparel - Women's Petite | ■ Online Purchasing Indicator |
| ■ Professional Living | ■ Apparel - Women's Plus Sizes | ■ Pets |
| ■ Reading - Audio Books | ■ Arts & Antiques - Antiques | ■ Photography & Video Equipment |
| ■ Reading - Financial Newsletter | ■ Arts & Antiques - Art | ■ Presence of Bank Card |
| ■ Subscribers | ■ Automotive, Auto Parts & Accessories | ■ Range of New Card |
| ■ Reading - General | ■ Books & Magazines | ■ Retail Activity - Date of Last Activity |
| ■ Reading - Magazines | ■ Books & Music - Books Audio | ■ Retail Purchase Categories |
| ■ Reading - Religious/Inspirational | ■ Books & Music - Books | ■ Sports & Leisure |
| ■ Reading - Science Fiction | ■ Children's Apparel - Infants & Toddlers | ■ Telecommunications |
| ■ Reading - Top Sellers | ■ Children's Learning & Activity Toys | ■ Tickets |
| ■ Reading Grouping | ■ Children's Products - General Baby Care | ■ Travel |
| ■ Recreational Vehicles | ■ Children's Products - General | ■ Value Priced General Merchandise |
| ■ Religious/Inspirational | ■ Computing/Home Office - General | ■ Young Men's Apparel |
| ■ Science/Space | ■ Credit Card Indicator | ■ Young Women's Apparel |
| ■ Self Improvement | ■ Credit Card Use - Issuer | HIGH TECH |
| ■ Sewing/Knitting/Needlework | ■ Credit Card User | ■ High Tech - PC Owner |
| ■ Smoking/Tobacco | ■ Donation/Contribution | ■ High Tech - Software Buyer |
| ■ Spectator - Baseball | ■ DVDs/Videos | ■ High Tech - Operating System |
| ■ Spectator - Basketball | ■ Electronics & Computing TV/Video/Movie Watcher | ■ Internet Connection Type |
| ■ Spectator - Football | ■ Electronics, Computing & Home Office | ■ PC DSL/High Speed |
| ■ Spectator - Hockey | ■ Financial Services | ■ Teletrend - Cellular |
| ■ Spectator - Racing - Auto/Motorcycle | ■ Gambling - Behavior | ■ Teletrend - International Long Distance User |
| ■ Spectator - Soccer | ■ Gardening | ■ Teletrend - Internet |
| ■ Spectator - Tennis | ■ Health & Beauty | ■ Teletrend - Optional Calling Services |
| ■ Spectator - TV Sports | ■ High End Appliances | ■ Teletrend - Top 20% Long Distance User |
| ■ Sports Grouping | ■ Home & Garden | ■ Wireless Product Buyer |
| ■ Sporty Living | ■ Hunting | MARKET SEGMENTATION |
| ■ Strange and Unusual | ■ Intend to Purchase - Home Improvement | ■ Area Level |
| ■ Sweepstakes/Contest | ■ Investments - Active - Behavior | ■ PRIZM NE |
| ■ Theater/Performing Arts | ■ Jewelry | ■ Tapestry Cluster |
| ■ Travel - Cruise Vacations | ■ Lifestyles, Interests & Passions - Collectibles | TRAVEL |
| ■ Travel - Family Vacations | ■ Lifestyles, Interest & Passions - Crafts/Hobbies | ■ Vacation - International - Have Taken/ Would Enjoy |
| ■ Travel - Foreign | ■ Luggage | ■ Vacation - RV |
| ■ Travel - U.S. | ■ Magazines | ■ Vacation - United States - Have Taken/ Would Enjoy |
| ■ Travel Grouping | ■ Mail Order Buyer | WEALTH INDICATOR |
| ■ TV Reception - Cable | ■ Mail Order Donor | ■ Claritas IPA |
| ■ TV Reception - HDTV/Satellite/Dish | ■ Mail Responders | ■ Community Reinvestment Act |
| ■ TV Reception - Satellite Dish | ■ Membership Clubs | ■ Discretionary Spending Index |
| ■ Upscale Living | ■ Method of Payment Count - Cash | ■ Economic Stability Indicator |
| ■ Wireless - Cellular Phone | ■ Method of Payment Count - CC | ■ Estimated Income |
| ■ Woodworking | ■ Method of Payment Count - Retail Card | |
| BUYING BEHAVIOR | | |

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| ■ Heavy Transactor | ■ Veteran-Owned Businesses | ■ Medical/Dental Specialty |
| ■ Highly Likely Investors | ■ Credit Elements | ■ Include Physicians with Secondary Specialty |
| ■ Likely Investors | ■ New & Changed Records | |
| ■ Insurance - Own Life Insurance Policy | ■ Propensity to Lease | PHYSICIAN INFORMATION |
| ■ Median Household Income (Hundreds) | OCCUPANT | ■ Demographics |
| ■ NetWorth | DEMOGRAPHICS | ■ Education |
| LIFE EVENT | ■ Dwelling Type | ■ Certifications & Licenses |
| ■ Adult - College Graduate | ■ Route Type | OFFICE INFORMATION |
| ■ Adult - Empty Nester | ■ Median Income | ■ Location |
| ■ Adult - Expectant Parent | ■ Median Age | ■ Size |
| ■ Intend to Purchase - Vehicle | ■ Median Home Value | ■ Contact Titles |
| ■ Life Event - Child Nearing High School Graduation | ■ % of HHs with Children | NEW MOVER |
| ■ Life Event - New Parent | ■ Seasonal Addresses | ADDRESS |
| ■ Life Event - Recent Home Buyer | ■ SFDU | ■ Record Receipt Date |
| ■ Life Event - Recent Mortgage Buyer | NEW HOMEOWNER | ■ Number of Address Lines |
| ■ Marital - Divorced | HOTLINES | ■ Zip+4 Only |
| ■ Marital - Newlyweds | ■ Weekly Hotline | HOUSEHOLD TELEPHONE |
| | ■ Monthly Hotline | ■ Presence of Phone |
| BUSINESS | PRIMARY SELECTIONS | ■ Phone Received Date |
| INDUSTRIES | ■ Publication Date | CANADIAN CONSUMER |
| ■ SIC Code (Business Type) | ■ Purchase Price | DEMOGRAPHICS |
| JOB FUNCTION | ■ Dwelling Type | ■ Age |
| ■ Top Executive Contact | ■ Gender | ■ Income |
| ■ Executive Title | ■ Bathrooms | ■ Gender |
| ■ Number of Contacts Per Site | ■ Bedrooms | ■ Homeowner |
| DEMOGRAPHICS | ■ 1/2 Bathrooms | ■ Home Value |
| ■ Number of Employees | ■ Land in Acres | ■ Dwelling Type |
| ■ Annual Sales Volume | ■ Living in Sq. Ft. | ■ Marital Status |
| ■ Years in Business | ■ Year Home Built | ■ Presence of Children |
| ■ Legal Status | MORTGAGE INFORMATION | ■ Phone |
| ■ Ownership | ■ Transaction Type | ■ Ethnicity |
| ■ Type of Site | ■ Transaction Date | ■ Religion |
| ■ Cottage Industry | ■ Deed Recording Date | SPECIALTY |
| ■ Subsidiary | ■ Loan To Value | ■ Accountants |
| ■ Import/Export | ■ Mortgage Amount | ■ Ailments |
| ■ Small Business | ■ Lender | ■ Bankruptcies |
| ■ Specialty | ■ Rate Type | ■ Boat/Yacht Owners |
| ■ NAICS Code | ■ Loan Type | ■ Brides-to-be |
| ■ NAICS Description | ADDRESS | ■ Canadian Businesses |
| ■ Telephone Number | ■ Record Receipt Date | ■ Canadian Consumers |
| ■ Fax Number | ■ Number of Address Lines | ■ Churches |
| ■ Zip+4 Only | ■ Zip+4 Only | ■ Clubs & Organizations |
| ■ Web Site Address (URL) | HOUSEHOLD TELEPHONE | ■ Colleges & Universities |
| ■ Franchise Indicator | ■ Presence of Phone | ■ Cosmetologists |
| ■ Franchises | ■ Phone Received Date | ■ Educators |
| ■ Minority-Owned Businesses | PHYSICIANS | ■ Expectant Mothers |
| ■ Women-Owned Businesses | TYPE OF PRACTICE | ■ And Many More |