

## Databases & 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 800.399.8611.

### ■ 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

- Date of Birth (MMYYYY)
- Education
- Country of Origin
- Ethnic Code (Country)
- Ethnic RollUp 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
- 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
- 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
- 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

#### 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

#### 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

### ■ New Mover

#### Address

- Record Receipt Date
- Number of Address Lines
- Zip+4 Only

#### Household Telephone

- Presence of Phone
- Phone Received Date

### ■ CANADIAN CONSUMER

#### Demographics

- Age
- Income
- Gender
- Homeowner
- Home Value
- Dwelling Type
- Marital Status
- Presence of Children
- Phone
- Ethnicity
- Religion

## ■ 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