



# CONSUMER DATABASE SELECTS

## GEOGRAPHICS

Carrier Route  
City  
County  
DMA  
SCF  
State  
Zip Code  
Zip Code +4

## DEMOGRAPHICS

Age/DOB  
Current Home Value  
Dwelling Type  
Elderly Parent in HH  
Ethnicity/Race  
Family Position  
Financial  
• Banking  
• Installment  
• Insurance  
Gender  
High Credit Ratings  
Home Ownership  
Home Price  
Household Income  
Language  
Length of Residence  
Marital Status  
Median HH Income  
Mortgage  
• Loan Type  
• Mortgage Amount  
• Mortgage Term  
• Mortgage Rate Type  
• Refinance Amount  
• Refinance Loan Type  
• Refinance Rate Type  
• Refinance Term  
# of Adults in HH  
# of Children in HH  
# of Persons in HH  
Presence of Children  
Age Range of Children  
Religious Affiliation  
Veteran in HH  
Wealth Rating  
Home Services  
Air Conditioning  
Home Fire Places  
Home Heat Indicator  
Own Swimming Pool

## LIFESTYLE

Education Level  
Home Business  
Motorcycle Owners  
Occupation  
• Accountants  
• Architects  
• Attorneys  
• Beauty Professionals  
• Business Owner  
• Chiropractor  
• Civil Servant  
• Clerical/Service Worker  
• Computer Professional  
• Counselors  
• Dentist/Dental Hygienist  
• Doctors  
• Electricians  
• Engineer  
• Executive/Administrator  
• Farming/Agriculture  
• Financial Services  
• Health Services  
• Homemaker  
• Interior Designers  
• Landscape Architects  
• Middle Management  
• Military  
• Nurses  
• Optician/Optomestrist  
• Physical Therapist  
• Pharmacists  
• Professional Driver  
• Professional/Technical  
• Psychologists  
• Real Estate Professionals  
• Retail Sales  
• Retired  
• Sales/Marketing  
• Self Employed  
• Social Workers  
• Speech Pathologist  
• Student  
• Surveyor  
• Teacher/Educator  
• Tradesman/Laborer  
• Veterinarian  
• Work From Home  
Pet Owner – Cat  
Pet Owner – Dog  
RV Owners  
Truck Owners  
Voter  
• Active Voters  
• Contribute Conservative  
• Contribute Liberal  
• Contribute Political Cause  
• Contribute Social Cause  
• Party Affiliation

## INTERESTS

Arts/Crafts  
Boating  
Cars  
Charity  
Collectibles  
• Coins  
• Dolls  
• Figurines  
• Fine Arts  
• Plates  
• Sports Memorabilia  
• Stamps  
Do-It-Yourself  
Entertainment  
Fitness  
Food/Wine  
Gambling/Casino  
Gardening  
Golf  
Good Life  
Great Outdoors  
Hi Tech Leader  
Healthy Living  
Hobbies  
• Bird Watching  
• Cigars  
• Cooking  
• Epicurean  
• Home Study  
• Knitting  
• Photography  
• Quilting  
• Self Improvement  
• Sewing  
• Wines  
• Woodworking  
Home Décor  
Home Improvement  
Luxury Lifestyle  
Music  
• Christian/Gospel  
• Classical  
• Country  
• Jazz  
• Rhythm/Blues  
• Rock/Roll  
• Easy Listening  
Opportunity Seeker  
Outdoors  
• Boating/Sailing  
• Camping/Hiking  
• Fishing  
• Hunting  
• Walking  
Pets  
Toys

## INTERESTS (CONT.)

Reading  
• Astrology  
• Fiction  
• Bible/Devotional  
• Books on Tape  
• Children's  
• Computer/IT  
• Cooking/Culinary  
• Country Lifestyle  
• Fashion  
• History  
• Interior Decorating  
• Medical/Health  
• Military  
• Mystery  
• Health Remedies  
• Entertainment  
• Romance  
• Science Fiction  
• Science/Technology  
• Sports  
• World News/Politics  
Sports  
• Baseball  
• Basketball  
• Boating/Sailing  
• Football  
• Golf  
• Hockey  
• NASCAR Racing  
• Running  
• Scuba Diving  
• Snow Skiing  
• Tennis  
• Walking  
• Weight Lifting  
Travel  
• Business  
• Cruises  
• Personal  
• Vacation

## BEHAVIORAL

Bank Card User  
Credit Card Holder  
• # of Credit Cards  
• # of Credit Card Transactions  
• # of Department Store Cards  
• Gold/Platinum Card Holder  
Book Buyer  
Contributor to Charity/Donors  
• Animal  
• Arts/Cultural  
• Children's  
• Environment  
• Health  
• Political (see voters)  
• Religious  
• Veterans  
Catalog Responder  
Email Responder by Category  
Gas Card User  
Internet Buyer  
Magazine Subscriber  
Mail Order  
Buyer/Responder  
Purchases by Category  
• Mutual Funds  
• Real Estate  
• Stocks/Bonds  
• Books/Magazines  
• Children's Products  
• Clothing  
• Cosmetics  
• DVDs  
• Gifts  
• Home Décor  
• Home Furnishings  
• Home Improvement  
• Investments  
• Jewelry  
• Plus Sized Clothing  
Questionnaire Responder  
Retail Card User/Upscale Value Hunter  
Warehouse Club Member

ESTABLISHING RELEVANCE. DRIVING RESULTS.