



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/Optommetrist
 • 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. SM