

Confidence / Use Code

Select Confidence / Use Code

Premium Deliverability
Third Class Deliverability
Non-Mail Applications

Vacant Address Flag

Select Vacant Address Flag

Vacant Address
Occupied Address
Uncoded/Null

Country of Origin

Select Country of Origin

Cambodia
China
Guam
India
Indonesia
Japan
Korea
Laos
Malaysia
Philippines
Vietnam
Asian
African American
Hispanic
Albania
America
Arabia
Armenia
Austria
Belarus
Belgium
Bosnia
Bulgaria
Canada
Croatia
Czech
Denmark
Dutch
Egypt
England
Estonia
Finland
France
Germany
Greece
Hungary
Iceland
Iran
Ireland

- Italy
- Jewish
- Latvia
- Lithuania
- Luxembourg
- Malta
- Moldavia
- Netherlands
- Norway
- Poland
- Portugal
- Romania
- Russia
- Scandinavia
- Scotland
- Serbia
- Slovakia
- Slovenia
- Solomon Islands
- Sweden
- Switzerland
- Turkey
- Ukraine
- Wales
- White
- Uncoded / Null
- Select All

Hispanic Language Preference

Select Acxiom Hispanic Language Preference

- Prefers Spanish
- Does Not Speak Spanish
- Both
- Non-Hispanic
- Uncoded / Null
- Select All

Race Code

Select Acxiom Race Code

- Asian
- African American
- Hispanic
- White/Other
- Uncoded / Null
- Select All

Address Type Indicator

Select Address Type Indicator

- Undetermined

Single Family Dwelling
Apartment with Unit #
Apartment without Unit#
Rural Route
Post Office Box
Select All

Adult Age (2-year Increments)

Select Adult Age (2-year Increments)

Age 18-19
Age 20-21
Age 22-23
Age 24-25
Age 26-27
Age 28-29
Age 30-31
Age 32-33
Age 34-35
Age 36-37
Age 38-39
Age 40-41
Age 42-43
Age 44-45
Age 46-47
Age 48-49
Age 50-51
Age 52-53
Age 54-55
Age 56-57
Age 58-59
Age 60-61
Age 62-63
Age 64-65
Age 66-67
Age 68-69
Age 70-71
Age 72-73
Age 74-75
Age 76-77
Age 78-79
Age 80-81
Age 82-83
Age 84-85
Age 86-87
Age 88-89
Age 90-91
Age 92-93
Age 94-95
Age 96-97
Age 98-99
Age 100+
Uncoded/Null
Select All

Adult Age Ranges in HH

Select Adult Age Ranges in HH

Male (Age 18-24)
Male (Age 25-34)
Male (Age 35-44)
Male (Age 45-54)
Male (Age 55-64)
Male (Age 65-74)
Male (Age 75+)
Female (Age 18-24)
Female (Age 25-34)
Female (Age 35-44)
Female (Age 45-54)
Female (Age 55-64)
Female (Age 65-74)
Female (Age 75+)

Unknown Gender (Age 18-24)

Unknown Gender (Age 25-34)

Unknown Gender (Age 35-44)

Unknown Gender (Age 45-54)

Unknown Gender (Age 55-64)

Unknown Gender (Age 65-74)

Unknown Gender (Age 75+)

Select All

And logic Or logic what is it?

Adult Exact Age 1-year Increments

Select Adult Exact Age 1-year Increments

Age 18
Age 19
Age 20
Age 21
Age 22
Age 23
Age 24
Age 25
Age 26
Age 27
Age 28
Age 29
Age 30
Age 31
Age 32
Age 33
Age 34

Age 35
Age 36
Age 37
Age 38
Age 39
Age 40
Age 41
Age 42
Age 43
Age 44
Age 45
Age 46
Age 47
Age 48
Age 49
Age 50
Age 51
Age 52
Age 53
Age 54
Age 55
Age 56
Age 57
Age 58
Age 59
Age 60
Age 61
Age 62
Age 63
Age 64
Age 65
Age 66
Age 67
Age 68
Age 69
Age 70
Age 71
Age 72
Age 73
Age 74
Age 75
Age 76
Age 77
Age 78
Age 79
Age 80
Age 81
Age 82
Age 83
Age 84
Age 85
Age 86
Age 87
Age 88
Age 89
Age 90
Age 91
Age 92
Age 93
Age 94

Age 95
Age 96
Age 97
Age 98
Age 99
Age 100+
Uncoded/Null
Select All

Advertised Medicine Inquirers Propensity

Select Advertised Medicine Inquirers Propensity

01-Most Likely To Ask Doctors About Advertised
Prescription Medicine

2
3
4
5
6
7
8
9

10-Least Likely To Ask Doctors About Advertised
Prescription Medicine
Uncoded/Null
Select All

African American Professionals

Select African American Professionals

AFRICAN AMERICAN PROFESSIONALS
Uncoded / Unknown

Age Head Of HH - Premier Complete

Select Age Head Of HH - Premier Complete

Age 18-19
Age 20-21
Age 22-23
Age 24-25
Age 26-27
Age 28-29
Age 30-31
Age 32-33
Age 34-35

Age 36-37
Age 38-39
Age 40-41
Age 42-43
Age 44-45
Age 46-47
Age 48-49
Age 50-51
Age 52-53
Age 54-55
Age 56-57
Age 58-59
Age 60-61
Age 62-63
Age 64-65
Age 66-67
Age 68-69
Age 70-71
Age 72-73
Age 74-75
Age 76-77
Age 78-79
Age 80-81
Age 82-83
Age 84-85
Age 86-87
Age 88-89
Age 90-91
Age 92-93
Age 94-95
Age 96-97
Age 98-99
Age 100+
UNCODED / NULL
Select All

Age Head Of HH - Premier Complete Indicator

Select Age Head Of HH - Premier Complete Indicator

PREMIER
PREMIER PLUS

PREMIER COMPLETE ZIP4
PREMIER COMPLETE ZIP

Age HH (Age Head of Household)

Select Age HH (Age Head of Household)

Age 18-19
Age 20-21
Age 22-23
Age 24-25

Age 26-27
 Age 28-29
 Age 30-31
 Age 32-33
 Age 34-35
 Age 36-37
 Age 38-39
 Age 40-41
 Age 42-43
 Age 44-45
 Age 46-47
 Age 48-49
 Age 50-51
 Age 52-53
 Age 54-55
 Age 56-57
 Age 58-59
 Age 60-61
 Age 62-63
 Age 64-65
 Age 66-67
 Age 68-69
 Age 70-71
 Age 72-73
 Age 74-75
 Age 76-77
 Age 78-79
 Age 80-81
 Age 82-83
 Age 84-85
 Age 86-87
 Age 88-89
 Age 90-91
 Age 92-93
 Age 94-95
 Age 96-97
 Age 98-99
 Age 100+
 UNCODED / NULL
 Select All

Available Home Equity (Premier)

Select Available Home Equity (Premier)

1 to 4	999	
	5 000 to 9	999
	10 000 to 19	999
	20 000 to 29	999
	30 000 to 49	999
	50 000 to 74	999
	75 000 to 99	999
	100 000 to 149	999
	150 000 to 199	999

200 000 to 249	999		
250 000 to 499	999		
500 000 to 749	999		
750 000 to 999	999		
1	0 000 to 1	999	999
2	0 000 +		

Unknown/Uncoded
Select All

Available Home Equity (RPA)

Select Available Home Equity (RPA)

0 to 0
1 to 4

	999		
5 000 to 9	999		
10 000 to 19	999		
20 000 to 29	999		
30 000 to 49	999		
50 000 to 74	999		
75 000 to 99	999		
100 000 to 149	999		
150 000 to 199	999		
200 000 to 249	999		
250 000 to 299	999		
300 000 to 349	999		
350 000 to 399	999		
400 000 to 499	999		
500 000 to 749	999		
750 000 to 999	999		
1	0 000 to 1	999	999
2	0 000 +		

Uncoded/Null
Select All

Bank Card - Household

Select Bank Card - Household

Presence of Bank Card
Unknown/Uncoded

Bankcard Utilization Rate

Select Bankcard Utilization Rate

- 0-10% Utilization
- 11-20% Utilization
- 21-30% Utilization
- 31-40% Utilization
- 41-50% Utilization
- 51-60% Utilization
- 61-70% Utilization
- 71-80% Utilization
- 81-90% Utilization
- 91-100% Utilization
- Uncoded
- Select All

Bank Card Utilization Precision Indicator

Select Bank Card Utilization Precision Indicator

- Zip9
- Zip8
- Zip7
- Uncoded

Brand Name Medicine Propensity

Select Brand Name Medicine Propensity

- Most Likely

- Least Likely
- Uncoded/Null
- Select All

Business Owner

Select Business Owner

- Accountant
- Builder
- Contractor

- Dealer / Retailer / Storekeeper

Distributor / Wholesaler
Funeral Director
Maker / Manufacturer
Owner
Partner
Self-Employed
Uncoded / Unknown
Select All

Business Owners@ Home Indicator - Semcasting

Select Business Owners@ Home Indicator - Semcasting
Business Owner
Unknown

Buying Activity Categories

Select Buying Activity
Apparel - Men's Big and Tall
Apparel - Children's
Apparel - Men's
Apparel - Women's - Petite

Apparel - Women's - Plus Sizes
Apparel - Women's
Arts & Antiques - Antiques
Arts & Antiques - Art

Automotive

Auto
Parts &
Accessories

Books & Magazines - Magazines
Books & Music - Books

Books & Music - Books - Audio

Children's Apparel - Infants & Toddlers

Children's Learning & Activity Toys

Children's Products - General

Children's Products - General - Baby Care

Children's Products - General - Back-to-School

Computing/Home Office - General

Electronics
Donation/Contribution

Computing & Home
Office

DVDs/Videos

Electronics & Computing - TV/Video/Movie Watcher

Gardening - Buying Activity Grouping

Health & Beauty

High End Appliances

Home & Garden

Hunting

Intend to Purchase - HDTV/Satellite Dish

Intend to Purchase - Home Improvement

Jewelry

Interests & Passions - Collectibles

Interests & Passions - Crafts/Hobbies

Luggage

Magazines

Membership Clubs

Military Memorabilia/Weaponry

Musical Instruments

Off-Road Recreational Vehicles

Pets

Photography & Video Equipment

Sports & Leisure

Telecommunications

Travel

Value-Priced General Merchandise

Young Men's Apparel

Young Women's Apparel

Select All

And logic Or logic what is it?

Casino Gambling Propensity

Select Casino Gambling Propensity

Most Likely

Least Likely

Uncoded/Null

Select All

Census Median Home Value (hundreds)

Median Income of census tract based on Census 2000 data
From: To:

Census Median Income (hundreds)

Select Census Median Income (hundreds)
From: To:

Channel Preference Propensity - Internet

Select Channel Preference Propensity - Internet
Most Likely

Least Likely
Uncoded/Null
Select All

Channel Preference Propensity - Mail

Select Channel Preference Propensity - Mail
Most Likely

Least Likely
Uncoded/Null
Select All

Channel Preference Propensity - Phone

Select Channel Preference Propensity - Phone
Most Likely

Least Likely
Uncoded/Null
Select All

Charitable Giving Score - Semcasting

Select Charitable Giving Score - Semcasting
From: To:

Children Age Ranges

Select Children Age Ranges

Age 0-2 Male
Age 3-5 Male
Age 6-10 Male
Age 11-15 Male
Age 16-17 Male
Age 0-2 Female
Age 3-5 Female
Age 6-10 Female
Age 11-15 Female
Age 16-17 Female
Age 0-2 Unknown Gender
Age 3-5 Unknown Gender
Age 6-10 Unknown Gender
Age 11-15 Unknown Gender
Age 16-17 Unknown Gender
Select All

And logic Or logic what is it?

Children's Age Range (1 year)

Select Children's Age Range (1 year)
Age Less Than 1 Year

- Age 1 Year
- Age 2 Years
- Age 3 Years
- Age 4 Years
- Age 5 Years
- Age 6 Years
- Age 7 Years
- Age 8 Years
- Age 9 Years
- Age 10 Years
- Age 11 Years
- Age 12 Years
- Age 13 Years
- Age 14 Years
- Age 15 Years
- Age 16 Years
- Age 17 Years
- Select All

College Graduate

- Select College Graduate
- COLLEGE GRADUATE
- Uncoded / Unknown

Community Involvement - Financial Support

Select Community Involvement - Financial Support

- Charitable Causes
- Animal Welfare
- Art or Cultural
- Children's Causes
- Environment or Wildlife
- Health
- International Aid
- Political
- Political - Conservative
- Political - Liberal
- Religious Causes
- Veteran's Causes
- Undefined
- Select All

And logic Or logic what is it?

Community Reinvestment Act Code

Select Community Reinvestment Act Code

Low Income (<50% of MSA Median)
Moderate Income (50-80% of MSA Median)
Middle Income (80-120% of MSA Median)
Higher Income (>120% of MSA Median)
Uncoded
Select All

Consumer Prominence Indicator

Select Consumer Prominence Indicator
Match (Data unavailable)

Smallest Marketing Footprint

2
3
4
5
6
7
8
9

Largest Marketing Footprint
Uncoded/Null
Select All

Credit Card - New Issue

Select Credit Card - New Issue

New Bank Card has been Issued
Unknown/Uncoded

Credit Card Indicator

Select indicator

CC Indicator - Bank Card Holder
CC Indicator - Gas/Dept./Retail Card Holder
CC Indicator - Premium GoldCard Holder
CC Indicator - T/E Card Holder
CC Indicator - Upscale (Dept. Stores)
Credit Card Buyer - Unknown Type

Select All

And logic Or logic what is it?

Credit Card Issuer

Select Credit Card Issuer

AMERICAN EXPRESS - GOLD/PREMIUM

AMERICAN EXPRESS - REGULAR

DISCOVER - GOLD/PREMIUM

DISCOVER - REGULAR

GASOLINE OR RETAIL CARD - GOLD/PREMIUM

GASOLINE OR RETAIL CARD - REGULAR

MASTERCARD - GOLD/PREMIUM

MASTERCARD - REGULAR

VISA - GOLD/PREMIUM

VISA - REGULAR

Select All

And logic Or logic what is it?

Credit Card Users

Select Credit Card Users

Active Credit Card Purchases

Unknown/Uncoded

Cruise Vacation Propensity Model

Select Cruise Vacation Propensity Model

01-Most Likely To Take A Cruise Vacation

2
3
4
5
6
7
8
9

10-Least Likely To Take A Cruise Vacation

Uncoded/Null
Select All

Date of Birth

Select Date of Birth

From:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year190019011902190319041905190619071908190919101911191219131914191519161917191819191920192119221923192419251926192719281929193019311932193319341935193619371938193919401941194219431944194519461947194819491950195119521953195419551956195719581959196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

To:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year190019011902190319041905190619071908190919101911191219131914191519161917191819191920192119221923192419251926192719281929193019311932193319341935193619371938193919401941194219431944194519461947194819491950195119521953195419551956195719581959196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

Date of Birth (Month Only)

Date of birth can not be used for insurance applications

From:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

To:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

Date of Birth Use

Select Date of Birth Use

For Insurance Purposes

Not For Insurance Purposes

Deliverability Score

Select Deliverability Score

Address is 100% match to DSF/AA file at housetop level.

Street address matched - secondary information did not match DSF/AA

Street address matched at default level - secondary information missing

Delivery Drop Point Indicator

Select Delivery Drop Point Indicator

Address is a Commercial Mail Receiving agency- i.e Mail Boxes Etc.

Address is not central drop pt or commercial mail receiving agency-Mail distributed by postal staff

Address is a central drop pt- No unit # required- Mail distributed by non-postal staff

Discretionary Income Index - Semcasting

Select Discretionary Income Index - Semcasting
From: To:

Discretionary Income Score - Semcasting

Select Discretionary Income Score - Semcasting
From: To:

DOB (Select Year only)

Select DOB (Select Year only)
From: To:

Dominant Vehicle Lifestyle Indicator

Select Dominant Vehicle Lifestyle Indicator

Luxury/Upper Sporty Classification
Truck Classification

Sport Utility Vehicle Classification
Mini-Van Classification

Regular Classification (Mid-size / Small)

Upper Classification (Mid-size / Small)
Basic Sporty Classification
Unknown/Uncoded
Select All

Dwelling Unit Size

Select Dwelling Unit Size
Multi Family Dwelling Unit
Single Family Dwelling Unit
Uncoded/Null

Education of Selected Record

Select Education of Selected Record
Completed High School
Completed College

Completed Graduate School
Attended Vocational/Tech
Unknown/Uncoded
Select All

eMail Prospect Flag

Select eMail Prospect Flag
Default
Email/Internet User

Empty Nester

Select Empty Nester
EMPTY NESTER
Uncoded / Unknown

Estimated Income

Select Estimated Income
Under \$15

	0	
\$15 000 - \$19		999
\$20 000 - \$29		999
\$30 000 - \$39		999
\$40 000 - \$49		999
\$50 000 - \$74		999
\$75 000 - \$99		999
\$100 000 - \$124		999
000 or		
\$125 More		

UNCODED / NULL
Select All

Estimated Income - Narrow Ranges

Select Estimated Income - Narrow Ranges
Under \$15

	0	
\$15 000 - \$19		999
\$20 000 - \$29		999
\$30 000 - \$39		999
\$40 000 - \$49		999
\$50 000 - \$59		999
\$60 000 - \$69		999
\$70 000 - \$79		999
\$80 000 - \$89		999
\$90 000 - \$99		999
\$100 000 - \$124		999

\$125 000 - 149 999
000 or
\$150 More

Uncoded/Null
Select All

Estimated Income - Premier Complete

Select Estimated Income - Premier Complete
Under \$15

0
\$15 000 - \$19 999
\$20 000 - \$29 999
\$30 000 - \$39 999
\$40 000 - \$49 999
\$50 000 - \$74 999
\$75 000 - \$99 999

\$100 000 - \$124 999
000 or
\$125 More

Uncoded/Null
Select All

Estimated Income Precision Indicator

Select Estimated Income Precision Indicator
Premier Household Level

Premier Plus Household Inferred

Premier Complete - Zip+4 Inferred

Premier Complete - Zip Inferred

Estimated Residential Properties Owned

Select valid values - 001 - 999
From: To:

Ethnic Code

Select Ethnic Code
African American
Arabic
Asian
Asian / Non-Oriental

French
German
Hispanic
Italian
Jewish
Miscellaneous
Northern European
Polynesian
Scottish/Irish
Southern European
Uncodable
Uncoded
Select All

Ethnic Country Code

Select Ethnic Country Code

AFGHANI

AFR-AMER/DUTCH SURNAMES

AFR-AMER/DUTCH SURNAMES FROM 40% TO 49%

AFR-AMER/DUTCH SURNAMES FROM 50% TO 59%

AFR-AMER/DUTCH SURNAMES FROM 60% TO 69%

AFR-AMER/DUTCH SURNAMES FROM 70% TO 79%

AFR-AMER/DUTCH SURNAMES FROM 80%

AFR-AMER/ENGLISH SURNAMES

AFR-AMER/ENGLISH SURNAMES FROM 40% TO 49%

AFR-AMER/ENGLISH SURNAMES FROM 50% TO 59%

AFR-AMER/ENGLISH SURNAMES FROM 60% TO 69%

AFR-AMER/ENGLISH SURNAMES FROM 70% TO 79%

AFR-AMER/ENGLISH SURNAMES FROM 80%

AFR-AMER/FRENCH SURNAMES

AFR-AMER/FRENCH SURNAMES FROM 40% TO 49%

AFR-AMER/FRENCH SURNAMES FROM 50% TO 59%

AFR-AMER/FRENCH SURNAMES FROM 60% TO 69%

AFR-AMER/FRENCH SURNAMES FROM 70% TO 79%

AFR-AMER/FRENCH SURNAMES FROM 80%

AFR-AMER/IRISH SURNAMES

AFR-AMER/IRISH SURNAMES FROM 40% TO 49%

AFR-AMER/IRISH SURNAMES FROM 50% TO 59%

AFR-AMER/IRISH SURNAMES FROM 60% TO 69%

AFR-AMER/IRISH SURNAMES FROM 70% TO 79%

AFR-AMER/IRISH SURNAMES FROM 80%

AFR-AMER/ISLAMIC SURNAMES

AFR-AMER/ISLAMIC SURNAMES FROM 40% TO 49%

AFR-AMER/ISLAMIC SURNAMES FROM 50% TO 59%

AFR-AMER/ISLAMIC SURNAMES FROM 60% TO 69%

AFR-AMER/ISLAMIC SURNAMES FROM 70% TO 79%

AFR-AMER/ISLAMIC SURNAMES FROM 80%

AFR-AMER/SCOTCH SURNAMES

AFR-AMER/SCOTCH SURNAMES FROM 40% TO 49%

AFR-AMER/SCOTCH SURNAMES FROM 50% TO 59%

AFR-AMER/SCOTCH SURNAMES FROM 60% TO 69%

AFR-AMER/SCOTCH SURNAMES FROM 70% TO 79%

AFR-AMER/SCOTCH SURNAMES FROM 80%

AFR-AMER/WELSH SURNAMES

AFR-AMER/WELSH SURNAMES FROM 40% TO 49%

AFR-AMER/WELSH SURNAMES FROM 50% TO 59%

AFR-AMER/WELSH SURNAMES FROM 60% TO 69%

AFR-AMER/WELSH SURNAMES FROM 70% TO 79%

AFR-AMER/WELSH SURNAMES FROM 80%
ALBANIAN

ALEUT (NATIVE AMERICAN)
ALGERIAN
ANGOLA
ARABIC SURNAMES
ARMENIAN
ASHANTI
AUSTRIAN
AZERBEJANIAN
BAHRAIN
BASOTHO
BASQUE

BELGIAN (FLEMISH & WALLOON)
BENGALI
BENIN
BERUNDI
BHUTANESE
BOSNIAN MUSLIM
BOTSWANIAN
BULGARIAN
BURKINA FASO
BYELORUS
CAMEROON

CENTRAL AFRICAN REPUBLIC
CHAD
CHECHNIAN
CHINESE
COMOROS ISLAND
CONGO
CROATIAN
CZECH
DANISH
DJIBOUTI
DUTCH
EGYPTIAN
ENGLISH (BRITISH)
EQUATORIAL GUINEA
ESTONIAN
ETHIOPIAN
FIJI
FILIPINO
FINN
FRENCH

GABON
GAMBIAN
GEORGIAN
GERMAN
GHANA
GREEK
GUINEA-BISSE
GUYANA
HAUSA
HAWAIIAN
HINDU
HISPANIC
HUNGARIAN
IBO/IGNO
ICELANDIC
INDIA
INDONESIA
INUIT
IRAQI
IRISH
ITALIAN
IVORY COAST
JAPANESE

JEWISH HEBREW LANGUAGE NAMES

KENYA
KHAZAKSTANI
KHMER (CAMBODIAN)
KIRGHIZSTAN
KOREAN
KURDISH
KUWAITI
LAOTIAN
LATVIAN
LESOTHO
LIBERIAN
LIBYAN
LITHUANIAN
MACEDONIAN
MADAGASCAR
MALAWI
MALAY
MALI
MANX
MAURITANIA

MISC. SOUTH AFRICAN GROUPS

MISC. SOUTH EAST ASIAN

MOLDAVIAN
MONGOLIAN
MOROCCAN
MOZAMBIQUE
MULTI-ETHNIC
MYANAMAR (BURMA)
NAMIBIAN
NATIVE AMERICAN
NEPAL
NIGER
NIGERIAN

NORWEGIAN
OTHER SUDANESE

OVERT EUROPEAN JEWISH NAMES

PAKISTANI
PAPUA NEW GUINEA
PERSIAN (IRANIAN)
POLISH
PORTUGUESE
QATAR
ROMANIAN
RUANDAN
RUSSIAN
SAUDI
SCOTTISH
SENEGALESE
SERBIAN
SIERRA LEONE
SLOVAK
SLOVENIAN
SOMALIA
SRI LANKAN (CEYLON)
SURINAM
SWAHILI
SWAZILAND
SWEDISH
SWISS
SYRIAN
TAJIKSTAN
TANZANIAN
TELUGU
THAI
TIBETAN
TOGO
TONGA
TUNISIAN
TURKISH
TURKMENISTAN
UGANDAN
UKRAINIAN
UNCODEABLE

UNIQUELY AFRICAN AMERICAN

UNKNOWN
UZBEK
VIETNAMESE
WELSH
WESTERN SAMOA
XHOSA
YEMENI
YORUBA
ZAIRE
ZAMBIA
ZIMBABWE
ZULU
Select All

Select Ethnic Group Code - Etech

African American
Asian American 1
Asian American 2
Asian American 3
Mediterranean
Native American
Scandinavian
Polynesian
Middle Eastern
Jewish
Western European
Eastern European
Miscellaneous/Other
Uncoded
Select All

Ethnic Language Preference Codes

Select Ethnic Language Preference Codes

Afrikaans
Albanian
Amharic
Arabic
Armenian
Ashanti
Azeri
Bantu
Basque
Bengali
Bulgarian
Burmese

Cantonese
and
other
dialects)

Chinese (Mandarin
Comorian
Czech
Danish
Dutch
Dzongha
English-DEFAULT
Estonian
Farsi
Finnish
Flemish
French
Georgian
German
Gha
Greek
Hausa
Hebrew

Hindi
Hungarian
IBO/IGNO
Icelandic
Indonesian
Italian
Japanese
Kazakh
Khmer
Kirghiz
Korean
Laotian (Includes Hmong)
Latvian
Lithuanian
Macedonian
Malagasy
Malay
Moldavian
Mongolian
Nepali
Norwegian
Oromo
Pashto
Polish
Portuguese
Romanian
Russian
Samoan
Serbo-Croatian
Sinhalese
Slovakian
Slovenian
Somali
Sotho
Spanish
Swahili
Swazi
Swedish
Tagalog
Tajik
Thai
Tibetan
Tongan
Tswana
Turkish
Turkmeni
Unknown
Urdu
Uzbeki
Vietnamese
Xhosa
YORUBA
Zulu
Select All

Ethnic Religion Code

Select Ethnic Religion Code

Buddhist
Catholic
Eastern Orthodox
Greek Orthodox
Hindu
Hindu (Alternate Surnames)
Islamic
Jewish
Lutheran
Mormon
Not known or UNMA
Protestant
Shinto
Sikh
Select All

Expectant Parent

Select Expectant Parent
EXPECTANT PARENT
Uncoded / Unknown

Expiration Date 1 (Loan Month)

Select Expiration Date 1 (Loan Month)

From:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

To:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

Expiration Date 2 (Purchase Month)

Select Expiration Date 2 (Purchase Month)

From:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

To:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

File date

Select File date

From: To:

Gaming

Select Gaming

GAMING

Uncoded / Unknown

Gender (Individual)

Select Gender (Individual)

Combo

Female

Male

Unknown

Generations In Household

Select Generations In Household

1 ADULT

ADULT / CHILD

ADULT / CHILD / PARENT

UNCODED / NULL

Geo Match Level Code

Select Geo Match Level Code

No match

delivery point level match

zip+4 level match

zip+2 level match

zip level match

Select All

Green Living

Select Green Living

TRUE

Head HH Education

Select Head HH Education

Completed High School
Completed College

Completed Graduate School
Attended Vocational/Tech
UNCODED / NULL
Select All

Head HH Education - Premier Complete

Select Head HH Education - Premier Complete

Completed High School
Completed College

Completed Graduate School
Attended Vocational/Tech
Uncoded/Null
Select All

HH Education Precision Indicator

Select HH Education Precision Indicator

Premier Household Level

Premier Plus Household Inferred

Premier Complete - Zip+4 Inferred

Premier Complete - Zip Inferred

Head HH Occupation

Select Head HH Occupation

Professional/Technical
Administrative/Managerial
Sales/Service
Clerical/White Collar
Craftsman/Blue Collar
Student
Housewife
Retired
Farmer
Military
Religious
Self Employed
Self Employed Prof./Tech

Self Employed Management

Self Employed Sales/Marketing

Self Employed Clerical
Self Employed Blue Collar
Self Employed Student
Self Employed Homemaker
Self Employed Retired
Self Employed Other
Educator
Financial Professional
Legal Professional
Medical Professional
Other
Uncoded/Null
Select All

Head of HH only

Select indicator

Check Head of HH Only (faster count)

Health

Select Health

HEALTH - ALLERGY RELATED

HEALTH - ARTHRITIS/MOBILITY

HEALTH - CHOLESTEROL FOCUS

HEALTH - DIABETIC

HEALTH - DISABLED

HEALTH - HOMEOPATHIC

HEALTH - ORGANIC FOCUS

HEALTH - ORTHOPEDIC

HEALTH - SENIOR NEEDS

Select All

And logic Or logic what is it?

Heavy Transactor

Select Heavy Transactor

01 - MOST LIKELY A HEAVY TRANSACTOR

2
3
4
5
6
7
8
9

10 - AVERAGE HEAVY TRANSACTOR

11
12
13
14
15
16
17
18
19

20 - LEAST LIKELY A HEAVY TRANSACTOR

UNCODED / NULL

Select All

Hispanic Assimilation Index - Etech

Select Hispanic Assimilation Index - Etech

Assimilated - speaks English only

Bilingual English - prefers English but knows some Spanish

Bilingual Spanish - prefers Spanish but knows English

Unassimilated - knows Spanish only

Uncoded/Null

Select All

Hispanic Country of Origin

Select Hispanic Country of Origin

Argentina

Bolivia

Brazil

Chile

Colombia

Costa Rica

Cuba

Dominican Republic

Ecuador

El Salvador

Guatemala

Honduras

Mexico

Nicaragua

Panama

Paraguay

Peru

Puerto Rico

Spain

Uncoded
Uruguay
Venezuela
Select All

Home Market Value

Select indicator

\$1 000 - \$24	999
\$25 000 - \$49	999
\$50 000 - \$74	999
\$75 000 - \$99	999
\$100 000 - \$124	999
\$125 000 - \$149	999
\$150 000 - \$174	999
\$175 000 - \$199	999
\$200 000 - \$224	999
\$225 000 - \$249	999
\$250 000 - \$274	999
\$275 000 - \$299	999
\$300 000 - \$349	999
\$350 000 - \$399	999
\$400 000 - \$449	999
\$450 000 - \$499	999
\$500 000 - \$774	999
\$775 000 - \$999	999
\$1 0 000 +	

Uncoded/Null
Select All

HMV Quality Indicator (Optional Select Additional Charge)

Select HMV Quality Indicator (Optional Select Additional Charge)

Property Data-Home Sale Price W/in Last 3 - 15 Months

Property Data-Automated Valuation Model Calculation

Property Data-Assessor Provided Hmv

Property Data-Assessed Value

Non-Property Source(S)-Self Reported

ZIP+4 (Aggregated Hh Level Hmv To ZIP+4)

ZIP (Aggregated Hh Level Hmv To ZIP)

Census Data - Block Group (Census Median Hmv)

Uncoded / Null

Select All

Home Market Value Model - Semcasting

Select Home Market Value Model - Semcasting

Under \$50

	0			
\$50 000 - \$99		999		
\$100 000 - \$149		999		
\$150 000 - \$199		999		
\$200 000 - \$249		999		
\$250 000 - \$299		999		
\$300 000 - \$399		999		
\$400 000 - \$499		999		
\$500 000 - \$749		999		
\$750 000 - \$999		999		
\$1	0 000 - \$1	999	999	
\$2	0 000 - \$2	999	999	
\$3	0 000 - \$4	999	999	
\$5	0 000 - \$9	999	999	

Greater than \$9

999 999

Uncoded

Select All

Home Purchase Date (Month)

Select Home Purchase Date (Month)

From:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

To:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSepte
mberOctoberNovemberDecember

Home Purchase Date (Month) RP

Select Home Purchase Date (Month) RP

From:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSepte
mberOctoberNovemberDecember

To:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSepte
mberOctoberNovemberDecember

Home Purchase Date (Premier)

Select Home Purchase Date (Premier)

From:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSepte
mberOctoberNovemberDecember
Year190119021903190419051906190719081909191019111
912191319141915191619171918191919201921192219231
924192519261927192819291930193119321933193419351
936193719381939194019411942194319441945194619471
948194919501951195219531954195519561957195819591
960196119621963196419651966196719681969197019711
972197319741975197619771978197919801981198219831
984198519861987198819891990199119921993199419951
996199719981999200020012002200320042005200620072
00820092010

To:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year19011902190319041905190619071908190919101911191219131914191519161917191819191920192119221923192419251926192719281929193019311932193319341935193619371938193919401941194219431944194519461947194819491950195119521953195419551956195719581959196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

Home Purchase Date (RPA)

Select Home Purchase Date (RPA)

From:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year19011902190319041905190619071908190919101911191219131914191519161917191819191920192119221923192419251926192719281929193019311932193319341935193619371938193919401941194219431944194519461947194819491950195119521953195419551956195719581959196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

To:

Month January February March April May June July August September October November December
Year 1901 1902 1903 1904 1905 1906 1907 1908 1909 1910 1911 1912 1913 1914 1915 1916 1917 1918 1919 1920 1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935 1936 1937 1938 1939 1940 1941 1942 1943 1944 1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955 1956 1957 1958 1959 1960 1961 1962 1963 1964 1965 1966 1967 1968 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010

Home Purchase Year

Select Home Purchase Year
From: To:

Homeowner/Renter

Select Homeowner/Renter
HomeOwner
Renter
Uncoded/Null

Homeowner/Renter Flag

Select Homeowner/Renter Flag
Verified Homeowner
Highly Likely HomeOwner
Probable Homeowner

Renter AND/OR Uncoded/Null

Homeowner/Renter - Premier Complete

Select Homeowner/Renter - Premier Complete

HomeOwner
Renter
Uncoded/Null

Homeowner/Renter Flag - Premier Complete

Select Homeowner/Renter Flag - Premier Complete

Verified Homeowner
Highly Likely Homeowner
Probable Homeowner

Modeled / Inferred Homeowner
Renter and/or Uncoded/Null
Select All

Homeowner/Renter Precision Indicator

Select Homeowner/Renter Precision Indicator

Premier
Premier Plus
Premier Complete Zip4
Premier Complete Zip
Uncoded/Null
Select All

Household Size

Select Household Size

ONE PERSON IN HOUSEHOLD
TWO PERSONS IN HOUSEHOLD
THREE PERSONS IN HOUSEHOLD
FOUR PERSONS IN HOUSEHOLD
FIVE PERSONS IN HOUSEHOLD
SIX PERSONS IN HOUSEHOLD
SEVEN PERSONS IN HOUSEHOLD
EIGHT PERSONS IN HOUSEHOLD
NINE PERSONS IN HOUSEHOLD
UNCODED / NULL
Select All

Household Status Indicator

Select Household Status Indicator

- 1st Individual Indicator
- 2nd Individual Indicator
- 3rd Individual Indicator
- 4th Individual Indicator
- 5th Individual Indicator
- 6th Individual Indicator
- 7th Individual Indicator
- 8th Individual Indicator
- 9th Individual Indicator
- Unknown/Uncoded
- Select All

Income Deciles

Select Income Deciles

- Top 10% Of Market
- 11% - 20% Of Market
- 21% - 30% Of Market
- 31% - 40% Of Market
- 41% - 50% Of Market
- 51% - 60% Of Market
- 61% - 70% Of Market
- 71% - 80% Of Market
- 81% - 90% Of Market

- Bottom 91% - 100% Of Market
- Uncoded/Null
- Select All

Income High Ranges

Select Income High Ranges

Under \$10	0	
\$10 000 - \$14	999	
\$15 000 - \$19	999	
\$20 000 - \$24	999	
\$25 000 - \$29	999	
\$30 000 - \$34	999	
\$35 000 - \$39	999	
\$40 000 - \$44	999	
\$45 000 - \$49	999	
\$50 000 - \$54	999	
\$55 000 - \$59	999	
\$60 000 - \$64	999	
\$65 000 - \$74	999	
\$75 000 - \$99	999	
\$100 000 - \$149	999	
\$150 000 - \$174	999	

\$175 000 - \$199	999
\$200 000 - \$249	999
\$250 000 +	

Uncoded / Unknown
Select All

Income Range Broad - Semcasting

Select Income Range Broad - Semcasting
Under \$30

0	
\$30 000 - \$39	999
\$40 000 - \$49	999
\$50 000 - \$59	999
\$60 000 - \$74	999
\$75 000 - \$99	999
\$100 000 - \$124	999
\$125 000 - \$149	999
\$150 000 - \$199	999
\$200 000 - \$249	999
\$250 000 - \$299	999
\$300 000 - \$499	999
\$500 000+	

Uncoded
Select All

Income Range Premium - Semcasting

Select Income Range Premium - Semcasting
Under \$15

0	
\$15 000 - \$19	999
\$20 000 - \$29	999
\$30 000 - \$39	999
\$40 000 - \$49	999
\$50 000 - \$59	999
\$60 000 - \$69	999
\$70 000 - \$79	999
\$80 000 - \$89	999
\$90 000 - \$99	999
\$100 000 - \$109	999
\$110 000 - \$119	999
\$120 000 - \$129	999

\$130 000 - \$139	999		
\$140 000 - \$149	999		
\$150 000 - \$174	999		
\$175 000 - \$199	999		
\$200 000 - \$224	999		
\$225 000 - \$249	999		
\$250 000 - \$274	999		
\$275 000 - \$299	999		
\$300 000 - \$399	999		
\$400 000 - \$499	999		
\$500 000 - \$599	999		
\$600 000 - \$749	999		
\$750 000 - \$999	999		
\$1 0 000 - \$1		999	999
\$2 0 000+			

Uncoded
Select All

InfoBase Investor Model - Highly Likely Investors

Select InfoBase Investor Model - Highly Likely Investors
Highly Likely Investors
Unknown/Uncoded

InfoBase Investor Model - Likely Investors

Select InfoBase Investor Model - Likely Investors
Likely Investors
Unknown/Uncoded

Interest

Select Interest
Arts
Auto Work
Aviation

Beauty and Cosmetics
Biking / Mountain Biking
Boat Owner
Boating / Sailing
Broader Living
Camping / Hiking
Career
Career Improvement
Cat Owner
Celebrities
Children's Interests
Christian Families
Collectibles - Antiques
Collectibles - Arts
Collectibles - Coins
Collectibles - General

Collectibles - Sports Memorabilia
Collectibles - Stamps

Collectibles and Antiques Grouping
Collector Avid
Common Living
Community / Charities
Computers
Consumer Electronics
Cooking - General
Cooking - Gourmet
Cooking - Low Fat
Cooking / Food Grouping
Crafts
Cultural / Artistic Living
Current Affairs / Politics
Dieting / Weight Loss
DIY Living
Dog Owner
Education Online

Electronics / Computers Grouping
Environmental Issues
Equestrian
Exercise - Aerobic

Exercise - Running / Jogging
Exercise - Walking
Exercise / Health Grouping
Fashion
Fishing
Food - Vegetarian
Food - Wines
Foods - Natural

Games - Board Games / Puzzles
Games - Computer Games
Games - Video Games
Gaming - Casino
Gaming - Lottery

Gardening - Interest Grouping
Golf

Grandchildren
Health / Medical
High Tech Living
Highbrow
History / Military

Home Furnishings / Decorating
Home Improvement

Home Improvement - Do-It-Yourselfers

Home Improvement Grouping
Home Living
House Plants
Hunting / Shooting

Investing / Finance Grouping
Investments - Foreign
Investments - Personal
Investments - Real Estate

Investments - Stocks/Bonds
Money Seekers
Motorcycling
Movie / Music Grouping
Movie Collector
Movies at Home
Music - Avid Listener
Music - Home Stereo
Music Collector
Music Player
NASCAR
Other Pet Owner
Outdoors Grouping
Parenting
Photography
Professional Living
Reading - Audio Books
Reading - Best Sellers

Reading - Financial Newsletter Subscribers
Reading - General
Reading - Magazines

Reading - Religious / Inspirational
Reading - Science Fiction
Reading Grouping
Religious / Inspirational
RV
Science / Space
Scuba Diving
Self Improvement

Sewing / Knitting / Needlework
Smoking / Tobacco
Snow Skiing
Spectator - TV Sports

Spectator Sports - Auto / Motorcycle Racing
Spectator Sports - Baseball

Spectator Sports - Basketball
Spectator Sports - Football
Spectator Sports - Hockey
Spectator Sports - Soccer
Spectator Sports - Tennis
Sports Grouping
Sporty Living
Strange and Unusual
Sweepstakes / Contests
Tennis
Theater / Performing Arts
Travel - Cruise Vacations
Travel - Domestic
Travel - Family Vacations
Travel - International
Travel Grouping
TV - Cable
TV - HDTV/Satellite Dish
TV - Satellite Dish
Upscale Living
Water Sports

Wireless - Cellular Phone Owner
Woodworking
Select All

And logic Or logic what is it?

Internet Connection Type

Select Internet Connection Type

Cable
DSL
Dial-up
Uncoded / Unknown

Investments - Active

Select Investments - Active

INVESTMENTS - ACTIVE
Uncoded / Unknown

ITA Index

Select ITA Index
From: To:

ITA Score

Select ITA Score

From: To:

ITA Precision Indicator

Select ITA Precision Indicator

Zip9

Zip8

Zip7

Uncoded

Length of Residence

Select Length of Residence

Less Than One Year

One Year

Two Years

Three Years

Four Years

Five Years

Six Years

Seven Years

Eight Years

Nine Years

Ten Years

Eleven Years

Twelve Years

Thirteen Years

Fourteen Years

Fifteen Years or More

Uncoded/Null

Select All

Length of Residence - 100%

Select Length of Residence - 100%

Less than 1 Year

1 Year

2 Years

3 Years

4 Years

5 Years

6 Years

7 Years

8 Years

9 Years

10 Years

11 Years

12 Years

13 Years

14 Years

Greater than 14 Years

Uncoded / Unknown

Select All

Length of Residence - 100% - Indicator

Select Length of Residence - 100% - Indicator

- Household Level
- Household Inferred Level
- Zip+4 Level
- Zip Level

Life Event - Child Nearing High School Graduation

Select Life Event - Child Nearing High School Graduation

- Household with Child Approaching High School Graduation
- Uncoded / Unknown

Life Event - New Parent

Select Life Event - New Parent

- New Parent 6 months or less
- New Parent 7 - 9 months
- New Parent 10 - 12 months
- Uncoded/ Unknown

Life Event - Recent Home Buyer

Select Life Event - Recent Home Buyer

- Recent Home Buyer
- Uncoded / Unknown

Life Event - Recent Mortgage Borrower

Select Life Event - Recent Mortgage Borrower

- Recent Mortgage Borrower
- Uncoded / Unknown

Life Insurance Policy Owner

Select Life Insurance Policy Owner

LIFE INSURANCE POLICY OWNER
Uncoded / Unknown

Life Insurance Purchase Propensity - Semcasting

Select Life Insurance Purchase Propensity - Semcasting
From: To:

Loan Date 1st

Select Loan Date 1st

From:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year190019011902190319041905190619071908190919101911191219131914191519161917191819191920192119221923192419251926192719281929193019311932193319341935193619371938193919401941194219431944194519461947194819491950195119521953195419551956195719581959196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

To:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptem
berOctoberNovemberDecember
Year190019011902190319041905190619071908190919101
911191219131914191519161917191819191920192119221
923192419251926192719281929193019311932193319341
935193619371938193919401941194219431944194519461
947194819491950195119521953195419551956195719581
959196019611962196319641965196619671968196919701
971197219731974197519761977197819791980198119821
983198419851986198719881989199019911992199319941
995199619971998199920002001200220032004200520062
007200820092010

Mail Order Buyer

Select Mail Order Buyer
Mail Order Buyer
Unknown/Uncoded

Mail Order Donor

Select Mail Order Donor
Mail Order Donor
Unknown/Uncoded

Mail Order Prescription Propensity

Select Mail Order Prescription Propensity

01-Most Likely To Buy Prescriptions Through The Mail

2
3
4
5
6
7
8
9

10-Least Likely To Buy Prescriptions Through The Mail

Uncoded/Null

Select All

Mail Responders

Select Mail Responders

Mail Responders

Unknown/Uncoded

Marital Status

Select Marital Status

Inferred Married

Inferred Single

Married

Single

UNCODED / NULL

Select All

Marital Status - Premier Complete

Select Marital Status - Premier Complete

Married

Single

Inferred Married

Inferred Single

Unknown

Select All

Marital Status Precision Indicator

Select Marital Status Precision Indicator

Premier Household Level

Premier Plus Household Inferred

Premier Complete - Zip+4 Inferred

Premier Complete - Zip Inferred

Market Decile

Select Market Decile

Top 10% of Market
Next 10% of Market
Next 10% of Market
Next 10% of Market
Next 10% of Market
Next 10% of Market
Next 10% of Market
Next 10% of Market
Next 10% of Market
Next 10% of Market
Next 10% of Market
Unknown/Uncoded
Select All

Media Channel Usage - Cell Phone

Select Media Channel Usage - Cell Phone

01-Most Likely To Be Receptive To Cell Phone Advertising

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10-Least Likely To Be Receptive To Cell Phone Advertising

Uncoded/Null

Select All

Media Channel Usage - Daytime TV

Select Media Channel Usage - Daytime TV

01-Most Likely To Be Receptive To Daytime TV Advertising

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10-Least Likely To Be Receptive To Daytime TV

Advertising

Uncoded/Null

Select All

Media Channel Usage - Internet

Select Media Channel Usage - Internet

01-Most Likely To Be Receptive To Internet Advertising

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10-Least Likely To Be Receptive To Internet Advertising
Uncoded/Null
Select All

Media Channel Usage - Magazine

Select Media Channel Usage - Magazine

01-Most Likely To Be Receptive To Magazine Advertising

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10-Least Likely To Be Receptive To Magazine Advertising
Uncoded/Null
Select All

Media Channel Usage - Newspaper

Select Media Channel Usage - Newspaper

01-Most Likely To Be Receptive To Newspaper Advertising

- 2

3
4
5
6
7
8
9

10-Least Likely To Be Receptive To Newspaper
Advertising
Uncoded/Null
Select All

Media Channel Usage - Outdoor

Select Media Channel Usage - Outdoor

01-Most Likely To Be Receptive To Outdoor Advertising

2
3
4
5
6
7
8
9

10-Least Likely To Be Receptive To Outdoor Advertising
Uncoded/Null
Select All

Media Channel Usage - Primetime TV

Select Media Channel Usage - Primetime TV

01-Most Likely To Be Receptive To Primetime TV
Advertising

2
3
4
5
6
7
8
9

10-Least Likely To Be Receptive To Primetime TV
Advertising
Uncoded/Null
Select All

Media Channel Usage - Radio

Select Media Channel Usage - Radio

01-Most Likely To Be Receptive To Radio Advertising

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10-Least Likely To Be Receptive To Radio Advertising

Uncoded/Null

Select All

Media Channel Usage - Yellow Pages

Select Media Channel Usage - Yellow Pages

01-Most Likely To Be Receptive To Yellow Page Advertising

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10-Least Likely To Be Receptive To Yellow Page Advertising

Uncoded/Null

Select All

Neilsen Codes

Select Neilsen Codes

A - refers to the 21 largest metropolitan areas

B - counties have a metropolitan area of more than 85

excluding
0 A counties

C - refers to counties or metro areas that have over 20000 households excluding A & B counties

D - excludes A
Unknown/Uncoded
Select All

B & C but includes all other counties

NetWorth

Select NetWorth

\$1 - \$4	\$0	999		
	\$5 000 - \$9	999		
	\$10 000 - \$24	999		
	\$25 000 - \$49	999		
	\$50 000 - \$99	999		
	\$100 000 - \$249	999		
	\$250 000 - \$499	999		
	\$500 000+			

Uncoded/Null
Select All

NetWorth Gold

Select NetWorth Gold

Less than or equal to 0

\$1 - \$4	999			
	\$5 000 - \$9	999		
	\$10 000 - \$24	999		
	\$25 000 - \$49	999		
	\$50 000 - \$99	999		
	\$100 000 - \$249	999		
	\$250 000 - \$499	999		
	\$500 000 - \$999	999		
	\$1 000 - \$1 000	999	999	
	\$2 000+			

Uncoded/Null
Select All

New Record to File

Select New Record to File

Yes
No

New/Used Ind - 1st Vehicle

Select New/Used Ind - 1st Vehicle

New
Used
Uncoded / Unknown

New/Used Ind - 2nd Vehicle

Select New/Used Ind - 2nd Vehicle

New
Used
Uncoded / Unknown

Newest Auto Loan Recency

Select Newest Auto Loan Recency

Recently opened auto trades
Somewhat likely to be looking for a vehicle
Most likely to be looking for a vehicle
Probably paid off - excellent prospect for new vehicle
Uncoded
Select All

Newest Auto Loan Precision Indicator

Select Newest Auto Loan Precision Indicator

Zip9
Zip8
Zip7
Uncoded

Newlyweds

Select Newlyweds

NEWLYWEDS
Uncoded / Unknown

Nielsen IPA

Select Nielsen IPA

\$2	0 000+			
\$1	0 000 - \$2		0	0
\$750 000 - \$1		0	0	
\$500 000 - \$750		0		
\$250 000 - \$500		0		
\$100 000 - \$250		0		
\$75 000 - \$100		0		
\$50 000 - \$75		0		
\$25 000 - \$50		0		
LESS THAN \$25		0		
Uncoded/Null				
Select All				

Nielsen IPA - Indicator

- Select Nielsen IPA - Indicator
- ZIP+6 / HOUSEHOLD
- ZIP+4
- ZIP
- UNCODED / NULL

Nielsen P\$ycle

Select Nielsen P\$ycle

- The Wealth Market
- Globetrotters
- Business Class
- Golden Agers
- Power Couples
- Civic Spirits
- Family Fortunes

- Domestic Bliss (Retiree Chic)
- Big Spenders
- Capital Accumulators
- Savvy Savers

- Feathered Nests (Jumbo Mortgagees)
- Annuity-ville
- Financial Independents

- Midlife Highlife (Prosperous Parents)
- Leisure Land
- Home Sweet Equity
- Travel & Antiques
- New Money
- Comfortably Retired

- Leveraged Life (Active Empty Nesters)

Bargain Lovers
School Daze

Corporate Climbers (Young Climbers)

Safe At Home (Suburban Scramble)
Early-bird Specials
Conservative Couples
Senior Solitaire
Retirement Ready
Fiscal Rookies
Khakis & Credit
Family Sprawl
Cut-rate Country
Online Living
Hunters & Collectors
Paying It Down
Rural Roots
Old Homesteaders
Atm Nation

Timeless Tenants (Urbanists)
Finance Chargers

Sunset Times (Senior City Blues)

Payday Prospects (Forever Young)
Homespun Families
Greenback Acres
Settling Down
Middle Ages
New Nests
Loan Rangers
Urban Essentials
Starter Ranches
Country Cottages
Social Insecurity
City Strivers

Getting-by Blues (Young & Thrifty)
Economizers
Young Urban Renters
Bottom-Line Blues
Uncoded / Null
Select All

Nielsen P\$ycle - Indicator

Select Nielsen P\$ycle - Indicator
ZIP+6 / HOUSEHOLD
ZIP+4
ZIP
UNCODED / NULL

Nielsen Prizm Household

Select Nielsen Prizm Household

Uncoded/Null
Upper Crust
Blue Blood Estates
Movers & Shakers
Young Digerati
Country Squires
Winner's Circle
Money & Brains
Executive Suites

Small
Pond

Big Fish
Second City Elite
God's Country
Brite Lites
Upward Bound
New Empty Nests
Pools & Patios
Bohemian Mix
Beltway Boomers
Kids & Cul-de-Sacs
Home Sweet Home
Fast-Track Families
Gray Power
Young Influentials
Greenbelt Sports
Up-and-Comers
Country Casuals
The Cosmopolitans
Middleburg Managers
Traditional Times
American Dreams
Suburban Sprawl
Urban Achievers
New Homesteaders
Big Sky Families
White Picket Fences
Boomtown Singles
Blue-Chip Blues
Mayberry-ville
Simple Pleasures
Domestic Duos
Close-In Couples
Sunset City Blues

Li'l City

White &
Blues

Red
Heartlanders
New Beginnings
Blue Highways
Old Glories
City Startups
Young & Rustic
American Classics
Kid Country
Shotguns & Pickups
Suburban Pioneers
Mobility Blues
Multi-Culti Mosaic

USA

Golden Ponds
Crossroads Villagers
Old Milltowns
Back Country Folks
Urban Elders
Park Bench Seniors
City Roots
Hometown Retired
Family Thrifts
Bedrock America
Big City Blues
Low-Rise Living
Select All

Nielsen Prizm Household - Indicator

Select Nielsen Prizm Household - Indicator
Household
Zip+4
Zip code
Uncoded/Null

Nielsen Prizm Zip

Select Nielsen Prizm Zip

Upper Crust
Blue Blood Estates
Movers & Shakers
Young Digerati
Country Squires
Winner's Circle
Money & Brains
Executive Suites

Small
Pond

Big Fish
Second City Elite
God's Country
Brite Lites
Upward Bound
New Empty Nests
Pools & Patios
Bohemian Mix
Beltway Boomers
Kids & Cul-de-Sacs
Home Sweet Home
Fast-Track Families
Gray Power
Young Influentials
Greenbelt Sports
Up-and-Comers
Country Casuals
The Cosmopolitans
Middleburg Managers
Traditional Times

Li'l City

American Dreams
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Urban Achievers
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Big Sky Families
White Picket Fences
Boomtown Singles
Blue-Chip Blues
Mayberry-ville
Simple Pleasures
Domestic Duos
Close-In Couples
Sunset City Blues

White &
Blues

Red
Heartlanders
New Beginnings
Blue Highways
Old Glories
City Startups
Young & Rustic
American Classics
Kid Country
Shotguns & Pickups
Suburban Pioneers
Mobility Blues
Multi-Culti Mosaic
Golden Ponds
Crossroads Villagers
Old Milltowns
Back Country Folks
Urban Elders
Park Bench Seniors
City Roots
Hometown Retired
Family Thrifts
Bedrock America
Big City Blues
Low-Rise Living
Uncoded/Null
Select All

USA

Nielsen Prizm Zip - Indicator

Select Nielsen Prizm Zip - Indicator
Zip+4 Level Match
Zip+2 Level Match
Zip Level Match
Uncoded/Null

Number of Address Lines Present

Select Number of Address Lines Present

3 lines
4 lines

Number of Adults

Select indicator

One Adult
Two Adults
Three Adults
Four Adults
Five Adults
Six or More Adults
Unknown/Uncoded
Select All

Number of Children - 100%

Select Number of Children - 100%

No Children
1 Child
2 Children
3 Children
4 Children
5 Children
6 Children
7 Children
Greater than 7 Children
Uncoded/Null
Select All

Number of Children - 100% - Indicator

Select Number of Children - 100% - Indicator

Household Level
Household Inferred Level
Zip+4 Level
Zip Level

Number Of Credit Lines

Select Number Of Credit Lines

ONE LINE OF CREDIT
TWO LINES OF CREDIT
THREE LINES OF CREDIT
FOUR LINES OF CREDIT
FIVE LINES OF CREDIT
SIX LINES OF CREDIT
SEVEN LINES OF CREDIT

EIGHT LINES OF CREDIT
NINE LINES OF CREDIT
UNCODED / NULL
Select All

Number of Sources - Demographic Data

Select Number of Sources - Demographic Data

1 Source Contributed Data
2 Sources Contributed Data
3 Sources Contributed Data
4 Sources Contributed Data

5 Or More Sources Contributed Data
Unknown/Uncoded
Select All

Number of Sources - Name & Address

Select Number of Sources - Name & Address

Multi-Sourced Record
Single Sourced Record

Number of Vehicles

Select Number of Vehicles

One Car
Two Cars
Three or More Cars
Uncoded/Null

Occupation of Selected Record

Select Occupation of Selected Record

Military
Religious
Self Employed
Self Employed Prof./Tech

Self Employed Management

Self Employed Sales/Marketing
Self Employed Clerical
Self Employed Blue Collar
Self Employed Student
Self Employed Homemaker
Self Employed Retired

Self Employed Other
Educators
Financial Professional
Legal Professional
Medical Professional
Other
Professional/Technical
Administrative/Managerial
Sales/Service
Clerical/White Collar
Craftsman/Blue Collar
Student
Housemaker
Retired
Farmer
Unknown/Uncoded
Select All

One Per/All Per Household or Address

Select Indicator
One per Household (default)
All per Household/Address
One per Address

Online Purchase Indicator

Select Online Purchase Indicator
Online Purchaser
Uncoded/Null

Only records with ZIP+4

Select indicator
Only Records with ZIP+4

Open Auto Loans Range

Select Open Auto Loans Range

Areas with lower concentration of open auto loans

Areas with Higher concentration of open auto loans

Open Auto Loans Precision Indicator

Select Open Auto Loans Precision Indicator

- Zip9
- Zip8
- Zip7
- Uncoded

PC DSL/High Speed User

Select PC DSL/High Speed User

- High Speed / DSL User
- Uncoded/Null

PC Operating System

Select PC Operating System

- DOS
- Windows
- Macintosh/Apple
- Other
- OS2
- Unknown/Uncoded
- Select All

PC Owner

Select indicator

- Premier PC Owner
- Unknown/Uncoded

Personicx Classic - Refresh

Select Personicx Classic - Refresh

- Summit Estates
- Established Elite
- Corporate Clout
- Skyboxes & Suburbans
- Sitting Pretty
- Shooting Stars
- Lavish Lifestyles
- Full Steaming
- Platinum Oldies
- Hard Chargers
- Kids & Clout
- Tots & Toys
- Solid Single Parents
- Career Centered Singles

Country Ways
Country Single
Apple Pie Families
Married Sophisticates
Country Comfort
Dynamic Duos
Children First
Fun & Games
Acred Couples
Career Building
Clubs & Causes
Savvy Singles
Soccer &suvs
Suburban Seniors
City Mixers
Spouses & Houses
Mid Americana
Metro Mix
Urban Tenants
Outward Bound
Solo & Stable
Raisin' Grandkids
Caroons Carpools
Midtown Minivanners
Early Parents
The Great Outdoors
Truckin/ & Stylin
First Mortgage
Work & Causes
Community Singles
First Digs
Home Cooking
Rural Parents
Farmland Families
Devoted Duos
Rural Retirement
Family Matters
Resolute Renters
Metro Parents
Still Truckin
Humble Homes
Modest Wages
Collegiate Crowd
Young Workboots
Mobile Mixers
Rural Rovers
Urban Scramble
Kids And Rent
Downtown Dwellers
Rural Antiques
Thrifty Elders
Rural Everlasting
Rolling Stones
Pennywise Proprietors
Pennywise Mortgages
Resilient Renters
Uncoded/Null
Select All

Personicx Refresh Precision Indicator

Select Personicx Refresh Precision Indicator

- Household
- ZIP+4
- ZIP

Personicx Financial Groups - Refresh

Select Personicx Financial Groups - Refresh

- Urban Investors
- Suburban Investors
- Cautious Planners
- Safety First
- Savvy Investors
- Country Caution
- New Market Singles
- Cash And Carry Urbanites

- Cash And Carry Suburbanites
- Rural Security
- Getting Started
- Financially Challenged
- Uncoded/Null
- Select All

Personicx Financial Refresh Precision Indicator

Select Personicx Financial Refresh Precision Indicator

- Household
- ZIP+4
- ZIP

Personicx Financial LifeStage Codes

Select Personicx Financial LifeStage Codes

- Urban Investors
- Suburban Investors
- Cautious Planners
- Safety First
- Savvy Investors
- Country Caution
- New Market Singles
- Cash and Carry Urbanites

Cash and Carry Suburbanites
Rural Security
Getting Started
Financially Squeezed
Uncoded / Null
Select All

Personicx Financial Match Indicator

Select Personicx Financial Match Indicator

ZIP+6 / Household
ZIP4
ZIP
Uncoded / Null

Personicx Hispanic

Select Personicx Hispanic

Coupled Earning Power
Teens & Trustfunds
Savvy Seniors
Soft Landing
McMansions & Minivans
Frugal Families
Prosperous Traditions

Swimming Pools & Savings Bonds

Suburban Sprawlers
Free Range Financiers
Bright Futures
Kids & Culture
Investing in Futures
Everlasting Elders
Corporate Ladder
Shared Commitments
American Pie
Parenting Singlehanded
All in the Family
Investing in Legacies
Homes & Heritage
Saving Traditions
Expanding Horizons
Careers First
Frugal Fusion
Settled Seniors
Pennywise Parents
Extending Retirement
Earn to Splurge
Suburban Stability
Casting Solo
Nine-to-Five
Single in the City
American Singles

- Timeless Traditions
- Metro Minimalists
- Traditions & Timecards
- On the Move
- Countrified Culture
- Tots Make Two
- Toys & Timeclocks
- Latchkey Leasers
- Treading Traditions
- Sliding by Single
- Studio Singles
- Youthful Traditions
- Traveling Light
- Tenacious Tenants
- Non-Hispanic
- Select All

Personicx Hispanic Indicator

Select Personicx Hispanic Indicator

- Household Level
- Zip+4
- Uncoded/Null

Personicx Insurance Groups - Refresh

Select Personicx Insurance Groups - Refresh

- Secured Prosperity
- Stable Singles
- Single Opportunities
- Pennywise Homeowners
- Parenting Priorities
- Comfortable Renters
- Retirement Requirements
- Prosperous Families
- Comfortable Empty Nesters
- Modest Maturity
- Modest Country
- Aspiring Affluence
- Pennywise Renters
- Uncoded/Null
- Select All

Personicx Insurance Refresh Precision Indicator

Select Personicx Insurance Refresh Precision Indicator

- Household
- ZIP+4
- ZIP

Personicx Insurance LifeStage Codes

Select Personicx Insurance LifeStage Codes

- Secured Prosperity
- Stable Singles
- Single Opportunities
- Downscale Homeowners
- Parenting Priorities
- Comfortable Renters
- Retirement Requirements
- Lavish Families
- Comfortable Empty Nesters
- Modest Maturity
- Country Singles
- Aspiring Affluence
- Downscale Renters
- Uncoded / Null
- Select All

Personicx Insurance Match Indicator

Select Personicx Insurance Match Indicator

- ZIP+6 / Household
- ZIP4
- ZIP
- Uncoded / Null

Personicx Life Stage Clusters

Select Personicx Life Stage Clusters

- 01 Summit Estates
- 02 Established Elite
- 03 Corporate Clout
- 04 Skyboxes & Suburbans
- 05 Sitting Pretty
- 06 Shooting Stars
- 07 Leveraged Interests
- 08 Full Steaming
- 09 Platinum Oldies
- 10 Hard Chargers
- 11 Kids & Clout
- 12 Tots & Toys
- 13 Solid Single Parents
- 14 Career Centered Singles
- 15 Country Ways
- 16 Country Single
- 17 Apple Pie Families
- 18 Married Sophisticates

- 19 Country Comfort
- 20 Dynamic Duos
- 21 Children First
- 22 Fun & Games
- 23 Acred Couples
- 24 Career Building
- 25 Clubs & Causes
- 26 Savvy Singles
- 27 Soccer & SUVs
- 28 Suburban Seniors
- 29 City Mixers
- 30 Spouses & Houses
- 31 Mid Americana

- 32 Downtown Boomer Couples
- 33 Urban Tenants
- 34 Outward Bound
- 35 Solo & Stable
- 36 Raising Grandkids
- 37 Cartoons & Carpools
- 38 Blue Collar Bunch
- 39 Early Parents
- 40 The Great Outdoors
- 41 Trucks & Trailers
- 42 First Mortgage
- 43 Work & Causes
- 44 Community Singles
- 45 First Digs
- 46 Home Cooking
- 47 Rural Parents
- 48 Farmland Families
- 49 Sedentarians
- 50 The Greatest Generation
- 51 Family Matters
- 52 Still Landlorded
- 53 Metro Parents
- 54 Still Trucking
- 55 Humble Homes
- 56 Modest Wages
- 57 Collegiate Crowd
- 58 Young Workboots
- 59 Low-Rent Digs
- 60 Rural Rovers
- 61 Urban Scramble
- 62 Kids & Rent
- 63 Single City Struggles
- 64 Rural Antiques
- 65 Thrifty Elders
- 66 Timeless Elders
- 67 Rolling Stones
- 68 Penny Pinchers
- 69 Mortgage Woes
- 70 On The Edge
- Uncoded/Null
- Select All

Personicx Indicator

Select Personix Indicator

ZIP+6 / HOUSEHOLD
Zip4 Level Match
Zip2 Level Match
UNCODED / NULL

Personix Lifestage Group

Select Personix Lifestage Group

BEGINNINGS
TAKING HOLD
TRANSITION BLUES
GEN X SINGLES
GEN X PARENTS
MIXED SINGLES
CASH & CAREERS
JUMBO FAMILIES
BOOMER SINGLES
MIXED BOOMERS
BOOMER BARONS
FLUSH FAMILIES
TRUE BLUES
OUR TURN
MATURE WEALTH
AGING UPSCALE
MODEST MEANS
MATURE RUSTICS
GOLDEN YEARS
ACTIVE ELDER
LEISURE BUFFS
UNCODED / NULL
Select All

Personix Lifestage Group Indicator

Select Personix Lifestage Group Indicator

ZIP+6 / HOUSEHOLD
ZIP4
ZIP
UNCODED / NULL

Personix Lifestage Groups - Refresh

Select Personix Lifestage Groups - Refresh

Beginners
Taking Hold
Transition Time
Flying Solo
Family Focused

Mixed Singles
Cash & Careers
Jumbo Families
Middling Singles
Mixed Middlers
Fortunes & Families
Flush Families
True Blues
Our Turn
Mature Wealth
Aging Upscale
Modest Means
Mature Rustics
Golden Years
Active Elders
Leisure Buffs
Uncoded/Null
Select All

Personicx Lifestage Refresh Precision Indicator

Select Personicx Lifestage Refresh Precision Indicator
Household
ZIP+4
ZIP

Political Party - (Individual)

Select Political Party - (Individual)
Voter - No Party
Voter - Democrat
Voter - Republican
Voter - Independent
Uncoded / Unknown
Select All

Political Party - Head of Household

Select Political Party - Head of Household
Voter - No Party
Voter - Democrat
Voter - Republican
Voter - Independent
Uncoded / Unknown
Select All

Prefix Title

Select Prefix Title

- Individual (no title)
- Ms.
- Mr.
- Mrs.
- Miss
- Doctor
- Mr & Mrs
- Dr & Mrs
- Hon
- Rev
- Other
- Select All

Prem New Car Buyer

Select Prem New Car Buyer

- New Car Buyer Indicator
- Uncoded/Null

Prem Number of Children

Select Prem Number of Children

- No Children
- One Child
- Two Children
- Three Children
- Four Children
- Five Children
- Six Children
- Seven Children
- Eight or More Children
- Uncoded/Null
- Select All

Prem Retail Activity - Date of Last Activity

Select Prem Retail Activity - Date of Last Activity

From:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year1992199319941995199619971998199920002001200220032004200520062007200820092010

To:
Month January February March April May June July August September
October November December
Year 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002
2003 2004 2005 2006 2007 2008 2009 2010

Prem Senior Adult

Select Prem Senior Adult
Senior Adult Present
Uncoded/Null

Prem Young Adult

Select Prem Young Adult
Young Adult Present
Uncoded/Null

Presence of Children

Select indicator
No Children Present
Child(ren) Present
Unknown/Uncoded

Presence of Children - 100%

Select Presence of Children - 100%
Children Present
No Children Present
Uncoded / Unknown

Presence of Children - 100% - Indicator

Select Presence of Children - 100% - Indicator
Household Level
Household Inferred Level
Zip+4 Level
Zip Level

Presence of Pool

Select Presence of Pool
Presence of Pool
Uncoded/Null

Probable Teen Driver

Select Probable Teen Driver

Within 1 Year Full DL Age Female - Rural

Within 1 Year Full DL Age Female - Outer Suburbs &
Towns

Within 1 Year Full DL Age Female - City & Surrounds

Within 1 Year Full DL Age Female - Urban/Downtown
Metro

Within 1 Year Full DL Age Male - Rural

Within 1 Year Full DL Age Male - Outer Suburbs & Towns

Within 1 Year Full DL Age Male - City & Surrounds

Within 1 Year Full DL Age Male - Urban/Downtown Metro

Within 1 Year Full DL Age Unknown - Rural

Within 1 Year Full DL Age Unknown - Outer Suburbs &
Towns

Within 1 Year Full DL Age Unknown - City & Surrounds

Within 1 Year Full DL Age Unknown - Urban/Downtown
Metro

At Full DL Age Female - Rural

At Full DL Age Female - Outer Suburbs & Towns

At Full DL Age Female - City & Surrounds

At Full DL Age Female - Urban/Downtown Metro
At Full DL Age Male - Rural

At Full DL Age Male - Outer Suburbs & Towns

At Full DL Age Male - City & Surrounds

At Full DL Age Male - Urban/Downtown Metro

At Full DL Age Unknown - Rural

At Full DL Age Unknown - Outer Suburbs & Towns

At Full DL Age Unknown - City & Surrounds

At Full DL Age Unknown - Urban/Downtown Metro
Uncoded / Unknown
Select All

Range of New Credit

Select Range of New Credit

- \$0 - \$100
- \$101 - 300
- \$301 - \$500
- \$501 - \$1,000
- \$1,001 - \$3,000
- \$3,001 - \$5,000
- \$5,001 - \$9,999
- \$10,000 +
- Uncoded
- Select All

Ranking Invitation to Apply Approvals

Select Ranking Invitation to Apply Approvals

Most Likely to be a good paying consumer

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28
- 29

Least Likely to be a good paying consumer

Unknown/Uncoded
Select All

Real Property Detail (Specific Property Type)

Select Real Property Detail (Specific Property Type)

Single Family Dwelling
Condo

2-4 Unit (Duplex, Triplex, Quad)

Misc. Resd. (Condo Store/Flat)
Apartment (5+Units)
Mobile Home
Uncoded/Null
Select All

Real Property Lender Type 1st

Select Real Property Lender Type 1st

Bank
Credit union
Developer
Finance
Government
Hard money lender
Insurance company
Mortgage
Mortgage banker
Other
Proxy
Saving & Loan
Individual
Uncoded/Null
Select All

Real Property Loan Amount Range 1st

Select Real Property Loan Amount Range 1st

< 5,000
5,000 - 9,999
10,000 - 19,999
20,000 - 29,999
30,000 - 49,999
50,000 - 74,999
75,000 - 99,999
100,000 - 149,999
150,000 - 199,999

200,000 - 249,999
250,000 - 299,999
300,000 - 349,999
350,000 - 399,999
400,000 - 499,999
500,000 - 749,999
750,000 - 999,999
1,000,000 - 1,999,999
2,000,000 +
Uncoded/Null
Select All

Real Property Loan-To-Value Range

Select Real Property Loan-To-Value Range

100 - 999 %
95 - 99 %
90 - 94 %
85 - 89 %
80 - 84 %
75 - 79 %
70 - 74 %
60 - 69 %
50 - 59 %
01 - 49 %
0 % (No Loans)
Uncoded/Null
Select All

Real Property Property Type

Select Real Property Property Type

Multi Family
Mobile Home
SFR
Uncoded/Null

Real Property Purchase Amount

Select Real Property Purchase Amount

< 50,000
50,000 - 99,999
100,000 - 149,999
150,000 - 199,999
200,000 - 249,999
250,000 - 299,999
300,000 - 349,999
350,000 - 399,999
400,000 - 449,999

- 450,000 - 499,999
- 500,000 - 599,999
- 600,000 - 699,999
- 700,000 - 799,999
- 800,000 - 999,999
- 1,000,000 - 1,499,000
- 1,500,000 -1,999,999
- 2,000,000 +
- Uncoded/Null
- Select All

Real Property Real Estate Investor

- Select Real Property Real Estate Investor
- Real Estate Investors
- Unknown/Uncoded

Real Property Year Built

- Select Real Property Year Built
- From: To:

Real Property Year Built - Uncoded

- Select Real Property Year Built - Uncoded
- Include Undefined

Real Property Year Built Ranges

- Select Real Property Year Built Ranges
- Before 1900
- 1900 - 1940
- 1941 - 1950
- 1951 - 1960
- 1961 - 1970
- 1971- 1980
- 1981 - 1985
- 1986 - 1990
- 1991 - 1995
- 1996 - 2000
- After 2000
- Uncoded/Null
- Select All

Recent Divorced

Select Recent Divorced
RECENT DIVORCED
Uncoded / Unknown

Retail Purchases - Most Frequent Category

Select Retail Purchases - Most Frequent Category

Membership Warehouse
Catalog Showroom
Main Street Retail

Hi Volume Low End Dept Store
Standard Retail
Sporting Goods
Specialty Apparel
Specialty
Computer Electronics
Furniture Buyers

Home Office Supply Purchases
Home Improvement
Hi - End Retail Buyers

Upscale Retail - Travel/Personal Services

Bank, Financial Services - Banking

Finance Company, Financial Services - Install Credit
Oil Company

Financial Services - Insurance
TV/Mail Order Purchases
Grocery
Miscellaneous
Uncoded
Select All

Revolving Bank Card Index

Select Revolving Bank Card Index
From: To:

Revolving Bank Card Range

Select Revolving Bank Card Range
Extremely Low Balance A+

Moderately Low Balance A-
Moderate Balance B
Moderately High Balance B-
High Balance C
Extremely High Balance C-
Uncoded
Select All

Revolving Bank Precision Indicator

Select Revolving Bank Precision Indicator

Zip9
Zip8
Zip7
Uncoded

RFM - Dollars Spent - April

Select RFM - Dollars Spent - April

\$0

\$1 - \$25
\$26 - \$50
\$51 - \$75
\$76 - \$100
\$101 - \$250
\$251 - \$500
\$501 - \$1,000
\$1,001 - \$5,000
\$5001 - \$10,000
\$10,001 - \$100,000
\$100,001 - \$999,999
Uncoded
Select All

RFM - Dollars Spent - August

Select RFM - Dollars Spent - August

\$0

\$1 - \$25
\$26 - \$50
\$51 - \$75
\$76 - \$100
\$101 - \$250
\$251 - \$500
\$501 - \$1,000
\$1,001 - \$5,000
\$5001 - \$10,000
\$10,001 - \$100,000
\$100,001 - \$999,999
Uncoded

Select All

RFM - Dollars Spent - December

Select RFM - Dollars Spent - December

\$0

- \$1 - \$25
- \$26 - \$50
- \$51 - \$75
- \$76 - \$100
- \$101 - \$250
- \$251 - \$500
- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5001 - \$10,000
- \$10,001 - \$100,000
- \$100,001 - \$999,999
- Uncoded
- Select All

RFM - Dollars Spent - February

Select RFM - Dollars Spent - February

\$0

- \$1 - \$25
- \$26 - \$50
- \$51 - \$75
- \$76 - \$100
- \$101 - \$250
- \$251 - \$500
- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5001 - \$10,000
- \$10,001 - \$100,000
- \$100,001 - \$999,999
- Uncoded
- Select All

RFM - Dollars Spent - January

Select RFM - Dollars Spent - January

\$0

- \$1 - \$25
- \$26 - \$50
- \$51 - \$75
- \$76 - \$100
- \$101 - \$250
- \$251 - \$500

- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5001 - \$10,000
- \$10,001 - \$100,000
- \$100,001 - \$999,999
- Uncoded
- Select All

RFM - Dollars Spent - July

Select RFM - Dollars Spent - July

\$0

- \$1 - \$25
- \$26 - \$50
- \$51 - \$75
- \$76 - \$100
- \$101 - \$250
- \$251 - \$500
- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5001 - \$10,000
- \$10,001 - \$100,000
- \$100,001 - \$999,999
- Uncoded
- Select All

RFM - Dollars Spent - June

Select RFM - Dollars Spent - June

\$0

- \$1 - \$25
- \$26 - \$50
- \$51 - \$75
- \$76 - \$100
- \$101 - \$250
- \$251 - \$500
- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5001 - \$10,000
- \$10,001 - \$100,000
- \$100,001 - \$999,999
- Uncoded
- Select All

RFM - Dollars Spent - March

Select RFM - Dollars Spent - March

\$0

- \$1 - \$25
- \$26 - \$50
- \$51 - \$75

- \$76 - \$100
- \$101 - \$250
- \$251 - \$500
- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5001 - \$10,000
- \$10,001 - \$100,000
- \$100,001 - \$999,999
- Uncoded
- Select All

RFM - Dollars Spent - May

Select RFM - Dollars Spent - May

\$0

- \$1 - \$25
- \$26 - \$50
- \$51 - \$75
- \$76 - \$100
- \$101 - \$250
- \$251 - \$500
- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5001 - \$10,000
- \$10,001 - \$100,000
- \$100,001 - \$999,999
- Uncoded
- Select All

RFM - Dollars Spent - November

Select RFM - Dollars Spent - November

\$0

- \$1 - \$25
- \$26 - \$50
- \$51 - \$75
- \$76 - \$100
- \$101 - \$250
- \$251 - \$500
- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5001 - \$10,000
- \$10,001 - \$100,000
- \$100,001 - \$999,999
- Uncoded
- Select All

RFM - Dollars Spent - October

Select RFM - Dollars Spent - October

\$0

- \$1 - \$25
- \$26 - \$50
- \$51 - \$75
- \$76 - \$100
- \$101 - \$250
- \$251 - \$500
- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5001 - \$10,000
- \$10,001 - \$100,000
- \$100,001 - \$999,999
- Uncoded
- Select All

RFM - Dollars Spent - September

Select RFM - Dollars Spent - September

\$0

- \$1 - \$25
- \$26 - \$50
- \$51 - \$75
- \$76 - \$100
- \$101 - \$250
- \$251 - \$500
- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5001 - \$10,000
- \$10,001 - \$100,000
- \$100,001 - \$999,999
- Uncoded
- Select All

RFM - Last Offline Order Date (Month Only)

Select RFM - Last Offline Order Date (Month Only)

From:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

To:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

RFM - Last Offline Order Date (Year Only)

Select RFM - Last Offline Order Date (Year Only)

From: To:

RFM - Last Offline Order Date (YYYYMM)

Select RFM - Last Offline Order Date (YYYYMM)

From:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

To:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

RFM - Last Offline Order Date (YYYYMMDD)

Select RFM - Last Offline Order Date (YYYYMMDD)

From (mm/dd/yyyy): / /

To (mm/dd/yyyy): / /

RFM - Last Online Order Date (Month Only)

Select RFM - Last Online Order Date (Month Only)

From:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

To:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

RFM - Last Online Order Date (Year Only)

Select RFM - Last Online Order Date (Year Only)
From: To:

RFM - Last Online Order Date (YYYYMM)

Select RFM - Last Online Order Date (YYYYMM)

From:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

To:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

RFM - Last Online Order Date (YYYYMMDD)

Select RFM - Last Online Order Date (YYYYMMDD)

From (mm/dd/yyyy): / /

To (mm/dd/yyyy): / /

RFM - Method Of Payment Total - Cash

Select RFM - Method Of Payment Total - Cash

From: To:

RFM - Method Of Payment Total - Credit Card

Select RFM - Method Of Payment Total - Credit Card

From: To:

RFM - Method Of Payment Total - Retail Card

Select RFM - Method Of Payment Total - Retail Card

From: To:

RFM - Number Of Orders - Low Scale Catalogs

Select RFM - Number Of Orders - Low Scale Catalogs

0 Orders

1 Order

2 Orders

3 Orders

4 Orders

5 Orders

6 Orders

7 Orders

8 Orders

9 Orders

10 Orders

11 - 20 Orders

21 - 30 Orders

31 - 40 Orders

41 - 50 Orders

51 - 100 Orders

101 - 150 Orders

151 - 200 Orders

201 - 250 Orders

251 - 300 Orders

Uncoded
Select All

RFM - Number Of Orders - Mid Scale Catalogs

Select RFM - Number Of Orders - Mid Scale Catalogs

0 Orders
1 Order
2 Orders
3 Orders
4 Orders
5 Orders
6 Orders
7 Orders
8 Orders
9 Orders
10 Orders
11 - 20 Orders
21 - 30 Orders
31 - 40 Orders
41 - 50 Orders
51 - 100 Orders
101 - 150 Orders
151 - 200 Orders
201 - 250 Orders
251 - 300 Orders
Uncoded
Select All

RFM - Number Of Orders - Upscale Catalogs

Select RFM - Number Of Orders - Upscale Catalogs

0 Orders
1 Order
2 Orders
3 Orders
4 Orders
5 Orders
6 Orders
7 Orders
8 Orders
9 Orders
10 Orders
11 - 20 Orders
21 - 30 Orders
31 - 40 Orders
41 - 50 Orders
51 - 100 Orders
101 - 150 Orders
151 - 200 Orders
201 - 250 Orders
251 - 300 Orders

Uncoded
Select All

RFM - Offline Average Dollars Per Order

Select RFM - Offline Average Dollars Per Order

\$0

\$1 - \$25
\$26 - \$50
\$51 - \$75
\$76 - \$100
\$101 - \$250
\$251 - \$500
\$501 - \$1,000
\$1,001 - \$5,000
\$5001 - \$10,000
\$10,001 - \$100,000
\$100,001 - \$999,999
Uncoded
Select All

RFM - Offline Dollars Spent

Select RFM - Offline Dollars Spent

\$0

\$1 - \$25
\$26 - \$50
\$51 - \$75
\$76 - \$100
\$101 - \$250
\$251 - \$500
\$501 - \$1,000
\$1,001 - \$5,000
\$5001 - \$10,000
\$10,001 - \$100,000
\$100,001 - \$999,999
Uncoded
Select All

RFM - Offline Number Of Orders

Select RFM - Offline Number Of Orders

0 Orders
1 Order
2 Orders
3 Orders
4 Orders
5 Orders
6 Orders

- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders
- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Offline Orders Quantity \$1,000+

Select RFM - Offline Orders Quantity \$1,000+

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders
- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders
- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Offline Orders Quantity \$100 - \$249.99

Select RFM - Offline Orders Quantity \$100 - \$249.99

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders

- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders
- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Offline Orders Quantity \$250 - \$499.99

Select RFM - Offline Orders Quantity \$250 - \$499.99

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders
- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders
- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Offline Orders Quantity \$50 - \$99.99

Select RFM - Offline Orders Quantity \$50 - \$99.99

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders

- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders
- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Offline Orders Quantity \$500 - \$999.99

Select RFM - Offline Orders Quantity \$500 - \$999.99

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders
- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders
- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Offline Orders Quantity Under \$50

Select RFM - Offline Orders Quantity Under \$50

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders

- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders
- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Offline Weeks Since Last Order

Select RFM - Offline Weeks Since Last Order
From: To:

RFM - Online Average Dollars Per Order

Select RFM - Online Average Dollars Per Order

\$0

- \$1 - \$25
- \$26 - \$50
- \$51 - \$75
- \$76 - \$100
- \$101 - \$250
- \$251 - \$500
- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5001 - \$10,000
- \$10,001 - \$100,000
- \$100,001 - \$999,999
- Uncoded
- Select All

RFM - Online Dollars Spent

Select RFM - Online Dollars Spent

\$0

- \$1 - \$25
- \$26 - \$50
- \$51 - \$75
- \$76 - \$100
- \$101 - \$250
- \$251 - \$500

- \$501 - \$1,000
- \$1,001 - \$5,000
- \$5001 - \$10,000
- \$10,001 - \$100,000
- \$100,001 - \$999,999
- Uncoded
- Select All

RFM - Online Number Of Orders

Select RFM - Online Number Of Orders

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders
- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders
- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Online Orders Quantity \$1,000+

Select RFM - Online Orders Quantity \$1,000+

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders
- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders

- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Online Orders Quantity \$100 - \$249.99

Select RFM - Online Orders Quantity \$100 - \$249.99

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders
- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders
- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Online Orders Quantity \$250 - \$499.99

Select RFM - Online Orders Quantity \$250 - \$499.99

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders
- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders

- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Online Orders Quantity \$50 - \$99.99

Select RFM - Online Orders Quantity \$50 - \$99.99

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders
- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders
- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Online Orders Quantity \$500 - \$999.99

Select RFM - Online Orders Quantity \$500 - \$999.99

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders
- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders

- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Online Orders Quantity Under \$50

Select RFM - Online Orders Quantity Under \$50

- 0 Orders
- 1 Order
- 2 Orders
- 3 Orders
- 4 Orders
- 5 Orders
- 6 Orders
- 7 Orders
- 8 Orders
- 9 Orders
- 10 Orders
- 11 - 20 Orders
- 21 - 30 Orders
- 31 - 40 Orders
- 41 - 50 Orders
- 51 - 100 Orders
- 101 - 150 Orders
- 151 - 200 Orders
- 201 - 250 Orders
- 251 - 300 Orders
- Uncoded
- Select All

RFM - Online Weeks Since Last Order

Select RFM - Online Weeks Since Last Order
From: To:

RFM - Weeks Since Last Order

Select RFM - Weeks Since Last Order
From: To:

RX - Online Search Propensity

Select RX - Online Search Propensity

01-Most Likely To Look For Medical Information On The Internet

- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9

10-Least Likely To Look For Medical Information On The Internet

Uncoded/Null
Select All

Single Parent

Select Single Parent
SINGLE PARENT
Uncoded / Unknown

Small Office-Home Office

Select Small Office-Home Office

Individual Works out of Home
Unknown/Uncoded

Social Networker - Number Of Sites Individual Belongs To

Select Social Networker - Number Of Sites Individual Belongs To

Member Of 1 - 2 Network Sites

Member Of 3 - 4 Network Sites

Member Of 5 - 6 Network Sites

Member Of 7 - 10 Network Sites

Member Of More Than 10 Network Sites
Uncoded/Null
Select All

Software Buyer

Select Software Buyer

PC Software Buyer

Unknown/Uncoded

Sub-Types Of Retail Activity

Select Sub-Types Of Retail Activity

Catalog Showroom/Retail Buyers

Computer/Electronics Buyers

Financial Services-Banking

Financial Services-Install Credit

Financial Services-Insurance

Furniture Buyers

Home Improvement

Home/Office Supply Purchases

Grocery

Miscellaneous

Oil Company

High Volume Low End Dept. Store Buyers

Main Street Retail

Membership Warehouse

Specialty Apparel

Specialty

Sporting Goods

Standard Retail

Travel/Personal Services

TV/Mail Order Purchases

High End Retail Buyers-Upscale Retail

Select All

And logic Or logic what is it?

Tapestry Cluster

Aspiring Young Families

Boomburbs

City Commons

City Dimensions

City Lights

City Strivers

College Towns

Connoisseurs

Cozy and Comfortable

Crossroads

Dorms to Diplomas
Enterprising Professionals
Exurbanites
Family Foundations
Great Expectations
Green Acres
Heartland Communities
High Rise Renters
Home Town
In Style
Industrious Urban Fringe
Inner City Tenants
International Marketplace
Laptops and Lattes
Las Casas
Main Street, USA
Metro City Edge
Metro Renters
Metropolitans
Midland Crowd
Midlife Junction
Military Proximity
Milk and Cookies
Modest Income Homes
NeWest Residents
Old and Newcomers
Pacific Heights
Pleasant-Ville
Prairie Living
Prosperous Empty Nesters
Retirement Communities
Rooted Rural
Rural Bypasses
Rural Resort Dwellers
Rustbelt Retirees
Rustbelt Traditions
Salt of the Earth
Senior Sun Seekers
Silver and Gold
Simple Living
Social Security Set
Sophisticated Squires
Southern Satellites
Southwestern Families
Suburban Splendor
The Elders
Top Rung
Trendsetters
Unclassified
Up and Coming Families
Urban Chic
Urban Melting Pot
Urban Rows
Urban Villages
Wealthy Seaboard Suburbs
Young and Restless
Uncoded/Null
Select All

Telephone Number (Phone Flag)

Phone suppression is processed monthly at month-end.

Customers should plan accordingly.

No Phone Present

Phone is Present

Time Zone

Select Time Zone

Alaska

Central

Eastern

Hawaii

Mountain

Pacific

Unknown

Uncoded / Unknown

Select All

Travel (Business) - Domestic - Have Taken

Select Travel (Business) - Domestic - Have Taken

BUSINESS TRAVEL - DOMESTIC - HAVE TAKEN

Uncoded / Unknown

Travel (Business) - Domestic - Would Enjoy

Select Travel (Business) - Domestic - Would Enjoy

BUSINESS TRAVEL - DOMESTIC - WOULD ENJOY

Uncoded / Unknown

Travel - Airline

Select Travel - Airline

TRAVEL - AIRLINE

Uncoded / Unknown

Travel - Intl Vacation - Have Taken

Select Travel - Intl Vacation - Have Taken

VACATION TRAVEL - INTERNATIONAL - HAVE TAKEN
Uncoded / Unknown

Travel - Intl Vacation - Would Enjoy

Select Travel - Intl Vacation - Would Enjoy

VACATION TRAVEL - INTERNATIONAL - WOULD ENJOY
Uncoded / Unknown

Travel - RV Vacation

Select Travel - RV Vacation
VACATION TRAVEL - RV
Uncoded / Unknown

Travel - US Vacation - Have Taken

Select Travel - US Vacation - Have Taken

VACATION TRAVEL - UNITED STATES - HAVE TAKEN
Uncoded / Unknown

Travel - US Vacation - Would Enjoy

Select Travel - US Vacation - Would Enjoy

VACATION TRAVEL - UNITED STATES - WOULD ENJOY
Uncoded / Unknown

Truck/Motorcycle/RV Owner

Select Truck/Motorcycle/RV Owner

Motorcycle Owner
RV Owner
Truck Owner
Select All

And logic Or logic what is it?

Underbanked / Cash Transactor

Select Underbanked / Cash Transactor

Most likely to be Underbanked/Cash Transactor

2
3
4
5
6
7
8
9

Average likelihood of being Underbanked/Cash Transactor

11
12
13
14
15
16
17
18
19

Least likely to be Underbanked/Cash Transactor
Uncoded/Null
Select All

Vacation Property Ownership Propensity - Semcasting

Select Vacation Property Ownership Propensity -
Semcasting
From: To:

Vehicle - Intend to Purchase

Select Vehicle - Intend to Purchase

VEHICLE - INTEND TO PURCHASE
Uncoded / Unknown

Vehicle 1 - Make

Select Vehicle 1 - Make

ACURA
ALFA ROMEO
AMERICAN MOTORS
AUDI
BMW
BUICK
CADILLAC
CHEVROLET
CHRYSLER
DAEWOO
DAIHATSU
DODGE
EAGLE
FORD
GEO
GMC
HONDA
HUMMER
HYUNDAI
INFINITI
ISUZU
JAGUAR
JEEP
KIA
LAND ROVER
LEXUS
LINCOLN
MAZDA
MERCEDES
MERCURY
MERKUR
MINI COOPER
MITSUBISHI
NISSAN
OLDSMOBILE
PEUGEOT
PLYMOUTH
PONTIAC
PORSCHE
SAAB
SATURN
SCION
STERLING
SUBARU
SUZUKI
TOYOTA
VOLKSWAGEN
VOLVO
Uncoded / Null
Select All

Vehicle 1 - Year (1988 - Present)

Select Vehicle 1 - Year (1988 - Present)

From: To:

Vehicle 2 - Make

Select Vehicle 2 - Make

ACURA
ALFA ROMEO
AMERICAN MOTORS
AUDI
BMW
BUICK
CADILLAC
CHEVROLET
CHRYSLER
DAEWOO
DAIHATSU
DODGE
EAGLE
FORD
GEO
GMC
HONDA
HUMMER
HYUNDAI
INFINITI
ISUZU
JAGUAR
JEEP
KIA
LAND ROVER
LEXUS
LINCOLN
MAZDA
MERCEDES
MERCURY
MERKUR
MINI COOPER
MITSUBISHI
NISSAN
OLDSMOBILE
PEUGEOT
PLYMOUTH
PONTIAC
PORSCHE
SAAB
SATURN
SCION
STERLING
SUBARU
SUZUKI
TOYOTA

VOLKSWAGEN
VOLVO
Uncoded / Null
Select All

Vehicle 2 - Year (1988 - Present)

Select Vehicle 2 - Year (1988 - Present)
From: To:

Vehicle Insurance Renewal Month

Select Vehicle Insurance Renewal Month

Insurance Renews In January

Insurance Renews In February

Insurance Renews In March

Insurance Renews In April

Insurance Renews In May

Insurance Renews In June

Insurance Renews In July

Insurance Renews In August

Insurance Renews In September

Insurance Renews In October

Insurance Renews In November

Insurance Renews In December

Select All

Vehicle Propensity - Compact - Semcasting

Select Vehicle Propensity - Compact - Semcasting

01 - Most Likely

2
3
4
5
6
7
8
9

10 - Least Likely

Uncoded/Null

Select All

Vehicle Propensity - Coupe - Semcasting

Select Vehicle Propensity - Coupe - Semcasting

01 - Most Likely

2
3
4
5
6
7
8
9

10 - Least Likely

Uncoded/Null

Select All

Vehicle Propensity - Cross Over - Semcasting

Select Vehicle Propensity - Cross Over - Semcasting

01 - Most Likely

2
3
4
5
6
7
8
9

10 - Least Likely

Uncoded/Null

Select All

Vehicle Propensity - Domestic Sedan - Semcasting

Select Vehicle Propensity - Domestic Sedan - Semcasting

01 - Most Likely

2
3
4
5
6
7
8
9

10 - Least Likely
Uncoded/Null
Select All

Vehicle Propensity - Exotic - Semcasting

Select Vehicle Propensity - Exotic - Semcasting
01 - Most Likely

2
3
4
5
6
7
8
9

10 - Least Likely
Uncoded/Null
Select All

Vehicle Propensity - Foreign Sedan - Semcasting

Select Vehicle Propensity - Foreign Sedan - Semcasting
01 - Most Likely

2
3
4
5
6
7
8
9

10 - Least Likely
Uncoded/Null
Select All

Vehicle Propensity - Luxury Cross Over - Semcasting

Select Vehicle Propensity - Luxury Cross Over - Semcasting
01 - Most Likely

2
3
4
5
6
7
8

10 - Least Likely
Uncoded/Null
Select All

9

Vehicle Propensity - Luxury Sedan - Semcasting

Select Vehicle Propensity - Luxury Sedan - Semcasting
01 - Most Likely

2
3
4
5
6
7
8
9

10 - Least Likely
Uncoded/Null
Select All

Vehicle Propensity - Luxury SUV - Semcasting

Select Vehicle Propensity - Luxury SUV - Semcasting
01 - Most Likely

2
3
4
5
6
7
8
9

10 - Least Likely
Uncoded/Null
Select All

Vehicle Propensity - Pickup Truck - Semcasting

Select Vehicle Propensity - Pickup Truck - Semcasting
01 - Most Likely

2
3
4
5
6
7
8

9

10 - Least Likely
Uncoded/Null
Select All

Vehicle Propensity - SUV - Semcasting

Select Vehicle Propensity - SUV - Semcasting
01 - Most Likely

2
3
4
5
6
7
8
9

10 - Least Likely
Uncoded/Null
Select All

Vehicle Type - 1st Vehicle

Select Vehicle Type - 1st Vehicle

Entry Compact Car
Premium Compact Car
Premium Full Size Car
Entry Luxury Car
Mid-Size Luxury Car
Sports Luxury Car
Premium Luxury Car
Entry Mid-Size Car
Premium Mid-Size Car
Compact Pickup
Light Duty Full-Size Pickup

Heavy Duty Full-Size Pickup
Luxury Full-Size Pickup
Entry Sports Car
Premium Sports Car
Compact Suv
Mid-Size Suv
Full-Size Suv
Luxury Suv
Compact Van
Full-Size Van
Uncoded/Null
Select All

Vehicle Type - 2nd Vehicle

Select Vehicle Type - 2nd Vehicle

Entry Compact Car
Premium Compact Car
Premium Full Size Car
Entry Luxury Car
Mid-Size Luxury Car
Sports Luxury Car
Premium Luxury Car
Entry Mid-Size Car
Premium Mid-Size Car
Compact Pickup
Light Duty Full-Size Pickup

Heavy Duty Full-Size Pickup
Luxury Full-Size Pickup
Entry Sports Car
Premium Sports Car
Compact Suv
Mid-Size Suv
Full-Size Suv
Luxury Suv
Compact Van
Full-Size Van
Uncoded/null
Select All

Vehicle Type Scan Field

Select Vehicle Type Scan Field

Entry Compact Car
Premium Compact Car
Premium Full Size Car
Entry Luxury Car
Mid-Size Luxury Car
Sports Luxury Car
Premium Luxury Car
Entry Mid-Size Car
Premium Mid-Size Car
Compact Pickup
Light Duty Full-Size Pickup

Heavy Duty Full-Size Pickup
Luxury Full-Size Pickup
Entry Sports Car
Premium Sports Car
Compact Suv
Mid-Size Suv
Full-Size Suv
Luxury Suv
Compact Van
Full-Size Van
Uncoded/Null
Select All

Vehicle Value Index - Semcasting

Select Vehicle Value Index - Semcasting

From: To:

Vehicle Verification Date - 1st Vehicle - Month Only

Select Vehicle Verification Date - 1st Vehicle - Month Only

From:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

To:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember

Vehicle Verification Date - 1st Vehicle - Year Only

Select Vehicle Verification Date - 1st Vehicle - Year Only

From: To:

Vehicle Verification Date - 1st Vehicle - YYYYMM

Select Vehicle Verification Date - 1st Vehicle - YYYYMM

From:

MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

To:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptem
berOctoberNovemberDecember
Year196019611962196319641965196619671968196919701
971197219731974197519761977197819791980198119821
983198419851986198719881989199019911992199319941
995199619971998199920002001200220032004200520062
007200820092010

Vehicle Verification Date - 2nd Vehicle - Month Only

Select Vehicle Verification Date - 2nd Vehicle - Month Only

From:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptem
berOctoberNovemberDecember

To:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptem
berOctoberNovemberDecember

Vehicle Verification Date - 2nd Vehicle - Year Only

Select Vehicle Verification Date - 2nd Vehicle - Year Only
From: To:

Vehicle Verification Date - 2nd Vehicle - YYYYMM

Select Vehicle Verification Date - 2nd Vehicle - YYYYMM

From:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

To:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

Vehicle Verification Date - Scan Field

Select Vehicle Verification Date - Scan Field

From:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

To:
MonthJanuaryFebruaryMarchAprilMayJuneJulyAugustSeptemberOctoberNovemberDecember
Year196019611962196319641965196619671968196919701971197219731974197519761977197819791980198119821983198419851986198719881989199019911992199319941995199619971998199920002001200220032004200520062007200820092010

Veteran

Select Veteran
Veteran
Uncoded/Null

Wireless - Product Buyer

Select Wireless - Product Buyer
Wireless Product Buyer
Uncoded / Unknown

Working Woman Indicator

Select Working Woman Indicator
Working Woman
Unknown/Uncoded

ZIP4 Record Type

Select Indicator
Highrise Record
PO Box Record

Rural Route or Highway Contract Record
Street Record
Uncoded/Null
Select All