

ESTABLISHED ATTRIBUTES

PHONE - Landline or Cell Phone

E-MAIL ADDRESS

AGE

ANNUAL INCOME

CHILDREN IN HOUSHOLD

CREDIT CARD

CREDIT SCORE - Modeled

EDUCATION LEVEL

ETHNIC - by Group

GEOGRAPHY - by Zip Code - City - County - State

GENDER

HOME - market value

HOME - Office

HOME - Owner - Renter

HOME - Apartment

HOME - Length at Residence

MAIL ORDER BUYER

MARITAL STATUS

MORTGAGE - Required Attributes to be Defined

NET WORTH - Modeled

OCCUPATION - Large Index

PET OWNER

RELIGION (by Type)

SENIOR IN HOUSEHOLD

SINGLE PARENT

VETERAN

INTEREST ATTRIBUTES

APPLIANCES

ARTS

AUTOMOBILES

AVIATION

BOATING - SAILING

CAMPING - HIKING

CAREER

COLLECTOR - ANTIQUES

COLLECTOR - ARTS

COLLECTOR - COINS

COLLECTOR - GENERAL

COLLECTOR - MOVIES

COLLECTOR - MUSIC

COLLECTOR - SPORTS MEMORABILIA

COLLECTIBLES - STAMPS

COMPUTERS

COOKING

CRAFTS

DIETING - WEIGHT LOSS
DONORS - ANIMAL SUPPORT
DONORS - ARTS OR CULTURAL
DONORS - CHARITABLE DONATION
DONORS - CHILDREN'S CHARITABLE
DONORS - COMMUNITY CHARITIES
DONORS - COMMUNITY INVOLVEMENT
DONORS - CONTRIBUTORS
DONORS - ENVIRONMENTAL
DONORS - INTERNATIONAL AID
DONORS - MEDICINE - HEALTH
DONORS - OTHER
DONORS - POLITICAL
DONORS - POLITICAL - CONSERVATIVE
DONORS - POLITICAL - LIBERAL
DONORS - RELIGIOUS
DONORS - RESPONDING TO POSTAL SOLICITATIONS
DONORS - VETERAN'S
DONORS - WILDLIFE
EDUCATION ONLINE
ELECTRONICS CONSUMER
EXERCISE - AEROBIC
EXERCISE - RUNNING - JOGGING
EXERCISE - WALKING
EXERCISE - HEALTH GROUPING
FACEBOOK USERS
FISHING
FOOD - WINES
FOODS - NATURAL
GAMES - BOARD GAMES - PUZZLES
GAMES - COMPUTER GAMES
GAMES - VIDEO GAMES
GAMING - CASINO
GARDENING
GOLF
Health -BEAUTY
HEALTH - MEDICAL
HIGH-TECH LIVING
HISTORY
HOME AND GARDEN
HOME FURNISHINGS - DECORATING
HOME IMPROVEMENT
HOME IMPROVEMENT - DO-IT-YOURSELFERS
HUNTING
INVESTOR - HIGH END
INVESTOR - REAL ESTATE
INVESTOR - STOCKS

MAGAZINES
MILITARY MEMORABILIA
MOTORCYCLING
MOVIES
MUSIC - LISTENER
MUSIC - HOME STEREO
MUSIC - PLAYER
MUSICAL INSTRUMENTS
NASCAR
OUTDOORS
POLITICS - Democrat - Republican
PHOTOGRAPHY
SCIENCE
SCUBA DIVING
SELF IMPROVEMENT
SEWING - KNITTING - NEEDLEWORK
SMOKING - TOBACCO
SNOW SKIING
SPORTS - AUTO - MOTORCYCLE RACING
SPORTS - BASEBALL
SPORTS - BASKETBALL
SPORTS - FOOTBALL
SPORTS - HOCKEY
SPORTS - SOCCER
SPORTS - TENNIS
SWEEPSTAKES - CONTESTS
TELEVISION
TRAVEL CRUISE - DOMESTIC - INTERNATIONAL
TRAVEL - CRUISE VACATIONS
TRAVEL - DOMESTIC
TRAVEL - INTERNATIONAL
TV - CABLE
TV - SATELLITE DISH
UPSCALE LIVING
VIDEOS
WOODWORKING
WORKING WOMAN