

VEHICLE SELECTS

NUMBER OF VEHICLES
PHONE NUMBER
PRESENCE OF EMAIL
TRANSACTION DATE
RPE
DRIVE TYPE
ENGINE BLOCK
ENGINE CYLINDERS
ENGINE SIZE
FUEL TYPE
VEHICLE MAKE
VEHICLE MODEL
VEHICLE TYPE
VEHICLE YEAR

ELEMENTS SELECTS

FIRST NAME

MI

LAST NAME

PREFIX

ADDRESS

SUITE/APT

CITY

STATE

ZIP5

ZIP4

ADDRESS TYPE INDICATOR

0 = Undetermined

1 = Single Family Dwelling

2 = Apartment with unit designator

3 = Apartment without unit designator

4 = Rural Route

5 = Post Office Box

TELEPHONE PRESENT FLAG

TELEPHONE NUMBER

TIME ZONE

C = Central Time Zone

E = Eastern Time Zone

H = Hawaii/Alaska Time Zone

M = Mountain Time Zone

P = Pacific Time Zone

U = Unknown

GENDER CODE

U = Unknown

F = Female

M = Male

HOME OWNER SOURCE FLAG

V = Verified Home Owner

H = Highly Likely Home Owner

P = Probably Home Owner

DATE OF BIRTH - YEAR

DATE OF BIRTH - MONTH

DATE OF BIRTH - DAY

EXACT AGE - BASED OFF DOB

INFERRED AGE

INCOME - ESTIMATED HOUSEHOLD

A = Under \$10,000

B = \$10,000 - \$14,999

C = \$15,000 - \$19,999

D = \$20,000 - \$24,999

E = \$25,000 - \$29,999

F = \$30,000 - \$34,999

G = \$35,000 - \$39,999

H = \$40,000 - \$44,999

I = \$45,000 - \$49,999

J = \$50,000 - \$54,999

K = \$55,000 - \$59,999

L = \$60,000 - \$64,999

M = \$65,000 - \$74,999

N = \$75,000 - \$99,999

O = \$100,000 - \$149,999

P = \$150,000 - \$174,999

Q = \$175,000 - \$199,999

R = \$200,000 - \$249,999

S = \$250,000 +

NET WORTH

A = Less than \$1

B = \$1 - \$4,999

C = \$5,000 - \$9,999

D = \$10,000 - \$24,999

E = \$25,000 - \$49,999

F = \$50,000 - \$99,999

G = \$100,000 - \$249,999

H = \$250,000 - \$499,999

I = Greater than \$499,999

NUMBER OF LINES OF CREDIT (TRADE COUNTER)

1 = 1 Line of Credit

2 = 2 Lines of Credit

3 = 3 Lines of Credit

4 = 4 Lines of Credit

5 = 5 Lines of Credit

6 = 6 Lines of Credit

7 = 7 Lines of Credit

8 = 8 Lines of Credit

9 = 9 Lines of Credit

CREDIT - RANGE OF NEW CREDIT

0 = \$0 - \$100

1 = \$101 - \$300

2 = \$301 - \$500

3 = \$501 - \$1,000

4 = \$1,001 - \$3,000

5 = \$3,001 - \$5,000

6 = \$5,001 - \$9,999

7 = Greater than \$9,999

EDUCATION

A = Completed High School

B = Completed College

C = Completed Graduate School

D = Attended Vocational/Technical

OCCUPATION

A = Professional / Technical

B = Administration / Managerial

C = Sales / Service

D = Clerical / White Collar

E = Craftsman / Blue Collar

F = Student

G = Homemaker

H = Retired

I = Farmer

J = Military

K = Religious

L = Self Employed

M = Self Employed - Professional / Technical

N = Self Employed - Administration / Managerial

O = Self Employed - Sales / Service

P = Self Employed - Clerical / White Collar

Q = Self Employed - Craftsman / Blue Collar

R = Self Employed - Student

S = Self Employed - Homemaker

T = Self Employed - Retired

U = Self Employed - Other

V = Educator

W = Financial Professional

X = Legal Professional

Y = Medical Professional

Z = Other

OCCUPATION - DETAILED - SEE OCCUPATION APPENDIX

BUSINESS OWNER

1 = Accountant

2 = Builder

3 = Contractor

4 = Dealer/Retailer/Storekeeper

5 = Distributor/Wholesaler

6 = Funeral Director

7 = Maker/Manufacturer

8 = Owner

9 = Partner

A = Self-Employed

NUMBER OF CHILDREN

0 = No Children

1 = 1 Child

2 = 2 Children

3 = 3 Children

4 = 4 Children

5 = 5 Children

6 = 6 Children

7 = 7 Children

8 = Greater than 7 Children

PRESENCE OF CHILDREN

Y= Yes

Age 00 - 02 Male

Age 00 - 02 Female

Age 00 - 02 Unknown Gender

Age 03 - 05 Male

Age 03 - 05 Female

Age 03 - 05 Unknown Gender

Age 06 - 10 Male

Age 06 - 10 Female

Age 06 - 10 Unknown Gender

Age 11 - 15 Male

Age 11 - 15 Female

Age 11 - 15 Unknown Gender

Age 16 - 17 Male

Age 16 - 17 Female

Age 16 - 17 Unknown Gender

MARITAL STATUS IN THE HHL

M = Married

S = Single

A = Inferred Married

B = Inferred Single

HOME OWNER / RENTER

O = Home Owner

R = Renter

LENGTH OF RESIDENCE (NUMERIC UP TO 15; 15=15+)

DWELLING TYPE

M = Multiple Family Dwelling Unit

S = Single Family Dwelling Unit

NUMBER OF ADULTS (NUMERIC 1 - 6; 6 = 6+)

HOUSEHOLD SIZE (NUMERIC 1 - 9; 9 = 9+)

HOME MARKET VALUE

A = \$1,000 - \$24,999

B = \$25,000 - \$49,999

C = \$50,000 - \$74,999

D = \$75,000 - \$99,999

E = \$100,000 - \$124,999

F = \$125,000 - \$149,999

G = \$150,000 - \$174,999

H = \$175,000 - \$199,999

I = \$200,000 - \$224,999

J = \$225,000 - \$249,999

K = \$250,000 - \$274,999

L = \$275,000 - \$299,999

M = \$300,000 - \$349,999

N = \$350,000 - \$399,999

O = \$400,000 - \$449,999

P = \$450,000 - \$499,999

Q = \$500,000 - \$749,999

R = \$750,000 - \$999,999

S = \$1,000,000 Plus

GENERATIONS IN HOUSEHOLD

1 = 1 Generation - 1 Adult

2 = 2 Generations - Adult / Child

3 = 3 Generations - Adults / Child / Parent

ADULT AGE RANGES PRESENT IN HOUSEHOLD

Males 18-24

Females 18-24

Unknown Gender 18-24

Males 25-34

Females 25-34

Unknown Gender 25-34

Males 35-44
Females 35-44
Unknown Gender 35-44
Males 45-54
Females 45-54
Unknown Gender 45-54
Males 55-64
Females 55-64
Unknown Gender 55-64
Males 65-74
Females 65-74
Unknown Gender 65-74
Males 75+
Females 75+
Unknown Gender 75+
MAIL ORDER BUYER
MAIL ORDER RESPONDER
ONLINE PURCHASING INDICATOR
MEMBERSHIP CLUBS
VALUE-PRICED GENERAL MERCHANDISE
APPAREL - WOMEN'S
APPAREL - WOMEN'S - PETITE
APPAREL - WOMEN'S - PLUS SIZES
YOUNG WOMEN'S APPAREL
APPAREL - MEN'S
APPAREL - MEN'S - BIG AND TALL
YOUNG MEN'S APPAREL
APPAREL HILDREN'S
HEALTH AND BEAUTY
BEAUTY/COSMETICS
JEWELRY
LUGGAGE
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
CREDIT CARD INDICATOR
BANK CARD HOLDER

GAS/DEPARTMENT/RETAIL CARD HOLDER
TRAVEL AND ENTERTAINMENT CARD HOLDER
CREDIT CARD HOLDER - UNKNOWN TYPE
PREMIUM CARD HOLDER
UPSCALE (DEPARTMENT STORE) CARD HOLDER
CREDIT CARD USER
CREDIT CARD - NEW ISSUE
BANK CARD - PRESENCE IN HOUSEHOLD
INVESTING - ACTIVE
INVESTMENTS - PERSONAL
INVESTMENTS - REAL ESTATE
INVESTMENTS - STOCKS / BONDS
READING - FINANCIAL NEWSLETTER SUBSCRIBERS
MONEY SEEKERS
INVESTING / FINANCE GROUPING

Any one of the following interests must be populated for the Investing / Fin:

Investments - Personal
Investments - Real Estate
Investments - Stocks/Bonds
Investments - Foreign
Highbrow

INVESTMENTS - FOREIGN
INVESTMENT - ESTIMATED RESIDENTIAL PROPERTIES OWNED
DONATION/CONTRIBUTION
MAIL ORDER DONOR
COMMUNITY INVOLVEMENT - CAUSES SUPPORTED FINANCIALLY
CHARITABLE DONATION
ANIMAL WELFARE CHARITABLE DONATION
ARTS OR CULTURAL CHARITABLE DONATION
CHILDREN'S CHARITABLE DONATION
ENVIRONMENT OR WILDLIFE CHARITABLE DONATION
ENVIRONMENTAL ISSUES CHARITABLE DONATION
HEALTH CHARITABLE DONATION
INTERNATIONAL AID CHARITABLE DONATION
POLITICAL CHARITABLE DONATION
POLITICAL - CONSERVATIVE CHARITABLE DONATION
POLITICAL - LIBERAL CHARITABLE DONATION
RELIGIOUS CHARITABLE DONATION
VETERAN'S CHARITABLE DONATION
OTHER TYPES OF CHARITABLE DONATIONS
COMMUNITY / CHARITIES
VETERAN IN HOUSEHOLD
PARENTING

SINGLE PARENT
CHILDREN'S APPAREL - INFANTS AND TODDLERS
CHILDREN'S LEARNING AND ACTIVITY TOYS
CHILDREN'S PRODUCTS - GENERAL - BABY CARE
CHILDREN'S PRODUCTS - GENERAL - BACK-TO-SCHOOL
CHILDREN'S PRODUCTS - GENERAL
YOUNG ADULT IN HOUSEHOLD
SENIOR ADULT IN HOUSEHOLD
CHILDREN'S INTERESTS
GRANDCHILDREN
CHRISTIAN FAMILIES
PETS
EQUESTRIAN
CAT OWNER
DOG OWNER
OTHER PET OWNER
CAREER IMPROVEMENT
WORKING WOMAN
AFRICAN AMERICAN PROFESSIONALS
SOHO INDICATOR
CAREER
BOOKS AND MAGAZINES - MAGAZINES
BOOKS AND MUSIC - BOOKS
BOOKS AND MUSIC - BOOKS - AUDIO
READING - GENERAL
READING - RELIGIOUS / INSPIRATIONAL
READING - SCIENCE FICTION
READING - MAGAZINES
READING - AUDIO BOOKS
READING GROUPING

Any one of the following interests must be populated for the Reading Group

- 7733 Reading - General
- 7734 Reading - Best Sellers
- 7735 Reading - Religious / Inspirational
- 7736 Reading - Science Fiction
- 7737 Reading - Magazines
- 7738 Reading - Audio Books
- 7848 Reading - Financial Newsletter Subscribers

HISTORY / MILITARY
CURRENT AFFAIRS / POLITICS
RELIGIOUS / INSPIRATIONAL
SCIENCE / SPACE
MAGAZINES

EDUCATION ONLINE
GAMING
COMPUTING/HOME OFFICE - GENERAL
DVDS/VIDEOS
ELECTRONICS AND COMPUTING - TV/VIDEO/MOVIE WATCHER
ELECTRONICS, COMPUTING AND HOME OFFICE
HIGH END APPLIANCES
INTEND TO PURCHASE - HDTV/SATELLITE DISH
MUSIC - HOME STEREO
MUSIC PLAYER
MUSIC COLLECTOR
MUSIC - AVID LISTENER
MOVIE COLLECTOR
TV - CABLE
GAMES - VIDEO GAMES
TV - SATELLITE DISH
COMPUTERS
GAMES - COMPUTER GAMES
CONSUMER ELECTRONICS
MOVIE / MUSIC GROUPING
ELECTRONICS / COMPUTERS GROUPING

Any one of the following interests must be populated for the Electronics / C

Computers
PC Internet / Online Service User
PC Modem Owner
Games - Computer Games

TELECOMMUNICATIONS
ARTS AND ANTIQUES - ANTIQUES
ARTS AND ANTIQUES - ART
THEATER / PERFORMING ARTS
ARTS
MUSICAL INSTRUMENTS
COLLECTIBLES - GENERAL
COLLECTIBLES - STAMPS
COLLECTIBLES - COINS
COLLECTIBLES - ARTS
COLLECTIBLES - ANTIQUES
COLLECTOR - AVID
COLLECTIBLES AND ANTIQUES GROUPING
COLLECTIBLES - SPORTS MEMORABILIA
MILITARY MEMORABILIA/WEAPONRY
LIFESTYLES, INTERESTS AND PASSIONS COLLECTIBLES
HOME IMPROVEMENT - DO-IT-YOURSELFERS

AUTO WORK

SEWING / KNITTING / NEEDLEWORK

WOODWORKING

PHOTOGRAPHY

AVIATION

HOUSE PLANTS

CRAFTS

HOME AND GARDEN

GARDENING

GARDENING

HOME IMPROVEMENT GROUPING

Any one of the following interests must be populated for the Home Improve

Home Furnishings / Decorating

Home Improvement

Home Improvement - Do-It-Yourselfers

DIY Living

LIFESTYLES, INTERESTS AND PASSIONS RAFTS/HOBBIES

PHOTOGRAPHY AND VIDEO EQUIPMENT

SMOKING / TOBACCO

HOME FURNISHINGS / DECORATING

HOME IMPROVEMENT

INTEND TO PURCHASE - HOME IMPROVEMENT

FOOD - WINES

COOKING - GENERAL

COOKING - GOURMET

FOODS - NATURAL

COOKING / FOOD GROUPING

GAMES - BOARD GAMES / PUZZLES

GAMING - CASINO

SWEEPSTAKES / CONTESTS

TRAVEL GROUPING

Any one of the following interests must be populated for the Travel Groupin

Travel - U.S.

Travel - International

RV

Travel - Family Vacations

Travel - Cruise Vacations

TRAVEL

TRAVEL - DOMESTIC

TRAVEL - INTERNATIONAL

TRAVEL - CRUISE VACATIONS

HOME LIVING

DIY LIVING

SPORTY LIVING

UPSCALE LIVING
CULTURAL/ARTISTIC LIVING
HIGHBROW
HIGH-TECH LIVING
COMMON LIVING
PROFESSIONAL LIVING
BROADER LIVING
EXERCISE / HEALTH GROUPING
EXERCISE - RUNNING / JOGGING
EXERCISE - WALKING
EXERCISE - AEROBIC
SPECTATOR SPORTS - AUTO / MOTORCYCLE RACING
SPECTATOR SPORTS - TV SPORTS
SPECTATOR SPORTS - FOOTBALL
SPECTATOR SPORTS - BASEBALL
SPECTATOR SPORTS - BASKETBALL
SPECTATOR SPORTS - HOCKEY
SPECTATOR SPORTS - SOCCER
TENNIS
GOLF
SNOW SKIING
MOTORCYCLING
NASCAR
BOATING / SAILING
SCUBA DIVING
SPORTS AND LEISURE
HUNTING
FISHING
CAMPING / HIKING
HUNTING / SHOOTING
SPORTS GROUPING

Any one of the following interests must be populated for the Sports Grouping to

Spectator Sports - Auto / Motorcycle Racing
Spectator Sports - Football
Spectator Sports - Baseball
Spectator Sports - Basketball
Spectator Sports - Hockey
Spectator Sports - Soccer
Spectator Sports - Tennis
Tennis
Golf
Motorcycling
NASCAR
Exercise - Sporty Living
Power Boating

OUTDOORS GROUPING

Any one of the following interests must be populated for the Outdoors Grot

Fishing
Camping / Hiking
Hunting / Shooting
Boating / Sailing
Water Sports
Scuba Diving
Biking / Mountain Biking
Snow Skiing
Equestrian

HEALTH/MEDICAL

DIETING / WEIGHT LOSS

SELF IMPROVEMENT

AUTOMOTIVE, AUTO PARTS AND ACCESSORIES

MORTGAGE DATA

PASS PROSPECTOR VALUE- Home Value- Mortgage File

PURCHASE DATE (CCYYMMDD)

PURCHASE PRICE

SALES TRANSACTION CODE

R = Resale

N = SUBDIVISION/NEW CONSTRUCTION

C = CONSTRUCTION LOAN

S = SELLER CARRYBACK

MOST RECENT MORTGAGE AMOUNT

2ND MOST RECENT MORTGAGE AMOUNT

PURCHASE 1st MORTGAGE AMOUNT

PURCHASE 2ND MORTGAGE AMOUNT

MOST RECENT MORTGAGE DATE

2ND MOST RECENT MORTGAGE DATE

PURCHASE MORTGAGE DATE

MOST RECENT MORTGAGE LOAN TYPE CODE

5 = COMMUNITY DEVELOPMENT AUTHORITY

C = CONVENTIONAL

F = FHA

P = PRIVATE PARTY LENDER

S = SMALL BUSINESS ADMINISTRATION

V = VA

W = WRAP-AROUND MORTGAGE

2ND MOST RECENT MORTGAGE LOAN TYPE CODE

Same decode as Most Recent Mortgage Loan Type

PURCHASE 1ST MORTGAGE LOAN TYPE CODE

Same decode as Most Recent Mortgage Loan Type

PURCHASE 2ND MORTGAGE LOAN TYPE CODE

Same decode as Most Recent Mortgage Loan Type

MOST RECENT LENDER CODE - See Appendix

2ND MOST RECENT LENDER CODE - See Appendix

PURCHASE LENDER CODE -- See Appendix

MOST RECENT LENDER NAME

2ND MOST RECENT LENDER NAME

PURCHASE LENDER NAME

MOST RECENT MORTGAGE INTEREST RATE TYPE

A = Adjustable

B = BALLOON

F = FIXED

2ND MOST RECENT MORTGAGE INTEREST RATE TYPE

Same decode as Most Recent Mortgage Interest Rate Type

PURCHASE 1ST MORTGAGE INTEREST RATE TYPE

Same decode as Most Recent Mortgage Interest Rate Type

PURCHASE 2ND MORTGAGE INTEREST RATE TYPE

Same decode as Most Recent Mortgage Interest Rate Type

MOST RECENT MORTGAGE INTEREST RATE (note inferred decimal NNDDDD)

2ND MOST RECENT MORTGAGE INTEREST RATE (note inferred decimal NNDDDD)

PURCHASE 1ST MORTGAGE INTEREST RATE (note inferred decimal NNDDDD)

PURCHASE 2ND MORTGAGE INTEREST RATE (note inferred decimal NNDDDD)

YEAR BUILT

AIR CONDITIONING

A = AC.CENTRAL

B = AC.CENTRAL & UNIT

C = AC.DUAL UNIT

D = AC.EVAPORATIVE

E = AC.HEAT PUMP

F = AC.REFRIGERATION

G = AC.PACKAGE

H = AC.SEPARATE SYSTEM

I = AC.SPLIT SYSTEM

J = AC.WALL UNIT

K = AC.WINDOW UNIT

L = AC.WALL/WINDOW UNIT

POOL

Y = Yes

N = No

FUEL

E = ELECTRIC

G = GAS

P = GAS PUBLIC/PIPED

O = OIL

SEWER

1 = SEWER - COMMERCIAL

2 = SEWER - PRIVATE

3 = SEWER - PUBLIC

4 = SEWER - SEPTIC

WATER

1 = WATER - COMMERCIAL

2 = WATER - PRIVATE

3 = WATER - PUBLIC

4 = WATER - WELL

LOAN TO VALUE (NNN)

ETHNIC CODE

ETHNIC-CONFIDENCE

ETHNIC-GROUP

LANGUAGE

RELIGION

HISPANIC COUNTRY-CODE

ASSIMILATION CODES

CREDIT RATING

A = 800+

B = 750 - 799

C = 700 - 749

D = 650 - 699

E = 600 - 649

F = 550 - 599

G = 500-549

H = under 499

DO NOT CALL FLAG

PERM INDIVIDUAL ID

Primary_

Pre_

Street_

Post_

Suffix_

Abrev_

Secy_

PROPERTY TYPE

A = Single Family Dwelling Unit

B = Condo

C = Cooperative

D = 2-4 Unit (Duplex, Triplex, Quad)

E = Miscellaneous Residence (Combo Store/Flat)

G = Apartment (5+ Units)

M = Mobile Home

T = Timeshare

Default is Blank(s)

ance Grouping to be turned on:

ing to be turned on:

Computers Grouping to be turned on:

ment Grouping to be turned on:

ig to be turned on:

o be turned on:

ping to be turned on:

