

OVERVIEW HIGH-LEVEL DATABASE SELECTS

✓ **Auto Information**

- Auto Owner
- Auto Intenders
- Make and Model
- Hybrid to Luxury Auto Owner
- Auto Year, Type & Body
- Purchase Type

✓ **Buying Activity**

- Credit Card Indicator
- Credit Card User
- Lifestyle
- Shopping Habits

✓ **Ethnicity & Religion**

- Country of Origin {Hispanic}
- Ethnicity, Ethnic Group
- Language, Language Assimilation
- Religion

✓ **Geography**

- ZIP Code, SCF or Cities
- Counties, DMA, State or National

✓ **Health**

- Ailments
- Glasses/Contacts users
- Health Insurance
- Life Insurance

✓ **High Tech**

- Cell Phone User,
- eReader
- Computers,
- Internet Activity
- Satellite TV
- Wi-Fi Access

✓ **Homeowner**

- Homeowner, Renter, Intender
- Property Type, Year Built,
- Loan Type, Amount, Rate
- Home Value, Equity Estimate
- Home Structure, Sale Date
- First Time Homeowner
- Pool Owner

✓ **Household**

- Number of Adults
- Length of Residence
- Veteran, Children, H.S. Students
Grandparents in Household
- Age/Gender of Children
- Household Likelihood

✓ **Income & Wealth**

- Net Worth/ Income
- Investable Assets
- Finance Interest
- Modeled Credit or Modeled Debt
- Donor
- Trade Lines

✓ **Individual**

- Age, Gender, Education
- Marital Status
- Political Party

✓ **Interests**

- Arts & Crafts
- Beauty & Cosmetics
- Boating
- Cooking, Dining, Food
- Entertainment
- Fashion & Apparel
- Fitness, Dieting, Health
- Nature, Outdoors, Boating
- Pets
- Photography
- Sports
- Travel
- Wine

✓ **Occupation**

- Employed
- Job Seeker
- Occupations
- SOHO

AUTO SELECTS

- ✓ **Auto Intenders**
 - Luxury/Non-Luxury Autos
 - Domestic/Import Autos
 - Convertible/Coupe
 - Hybrid/Electric
 - Sedan
 - SUV/Pickup
 - Mini-Van
- ✓ **Auto Owner**
 - Select Only
- ✓ **Make and Model**
 - All Makes and Models
- ✓ **Hybrid Car**
 - Select Only
- ✓ **Auto Year**
 - 1981 to 2019
- ✓ **Type & Body Car**
 - Convertible
 - Coupe
 - Hatchback
 - Sedan
 - Wagon
 - Crossover
- ✓ **SUV**
 - Truck/Pickup
 - Van/Mini-Van
- ✓ **Purchase Type**
 - Purchased Used
 - Purchased New

BUYER SELECTS

- ✓ **Credit Card Indicator**
 - Presence of Card Holder
 - Travel and Entertainment Holder
 - Bank Card Holder
 - Premium Bank Card Holder
 - Retail Card Holder
 - Gas Card Holder
 - Specialty Retail Card Holder
 - Upscale Retail Card Holder
 - Finance Card Holder
- ✓ **Credit Card User**
 - Select Only
- ✓ **Lifestyle**
 - Country Club Member
 - Green Living
 - Heavy PPV Movie/Sports
 - Heavy Restaurant Visitor
- ✓ **Buying Habits**
 - Impulse Buyer
 - Bargain Seeker
 - Coupon Clippers
 - Frozen Dinner Buyers
 - Wholesale Club Member
 - Fast Food
 - Shopaholic
 - High End Electronics Buyer
 - High Ticket Items
 - Household Goods Buyers
 - Household Goods Shoppers
 - Grocery Shopper/Buyer

ETHNIC AND RELIGIOUS SELECTIONS

✓ **Ethnic Group**

- African American
- Central & Southwest Asian
- Eastern European
- Far Eastern
- Hispanic
- Jewish
- Mediterranean
- Middle Eastern
- Native American
- Pacific Islander
- Scandinavian
- South Asian
- Western European

✓ **Hispanic Origin Country**

- Argentina
- Bolivia
- Brazil
- Chile
- Colombia
- Costa Rica
- Cuba
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panama

- Paraguay
- Peru
- Portugal
- Puerto Rico
- Spain
- Uruguay
- Venezuela

✓ **Language Assimilation**

- Assimilated: English Main
- Bilingual: Speaks English
- Bilingual: Native Primary
- Unassimilated: Native Only

✓ **Religion**

- Buddhist
- Catholic
- Eastern Orthodox
- Greek Orthodox
- Hindu
- Islamic
- Jewish
- Lutheran
- Mormon
- Protestant
- Sikh
- Shinto

HEALTH SELECTS

✓ **Ailments**

- Allergies
- Alzheimer's
- Angina
- Heart Disease
- Asthma
- Arthritis
- Rheumatism
- Bladder Control Difficulties
- Diabetes
- Emphysema
- Frequent Headaches
- Hearing Difficulties
- High Blood Pressure
- Hypertension
- High Cholesterol
- Migraines
- Osteoporosis
- Physical Handicap

✓ **Glasses/Contacts users**

- Select Only

✓ **Has Insurance**

- Health
- Life

HIGH-TECH SELECTS

✓ **Activity**

- Bill Payments Online
- Blogging
- Gaming
- Music
- Online Purchases
- Social media
- Tax Preparation
- Travel Planning
- TV & Movies
- Voice Communication

✓ **Cell Phone User**

- Select Only

✓ **Computers**

- Present

✓ **Electronics**

- Present

✓ **Ereader**

- Present

✓ **Satellite TV**

- Satellite TV Present

✓ **Wi-Fi Access**

- Select Only

HOMEOWNER SELECTIONS

Homeowner / Renter

- Homeowner
- Renter

✓ **Property Type**

- Multi-Family Dwelling
- Nursing Home
- Retirement Home
- Single Family Dwelling
- Trailer Court

✓ **Year Built** (Min – Max)

- Range from 1700 to present

✓ **Mortgage Present**

- Select Only

✓ **Loan Type**

- Stand Alone Second
- Assumption
- Cash
- Building/Construction
- Credit Line/Equity
- FHA
- New Conventional
- Private Party
- Refinance
- Seller Take Back
- VA

✓ **Mortgage Interest Rate**

- Rates from “0.00” to “20.0”

✓ **Finance Type:**

- Adjustable
- Fixed Rate
- Variable

✓ **Home Structure**

- Rooms:
- Bathroom Count
- Home Has Pool
- Home Has Garage

✓ **Pool Owner**

- Select Only

✓ **Sale Date** (From – To)

- Range 1/1/1900 to present

✓ **First Time Homeowner**

- Select Only

✓ **Home Intenders**

- Select Only

✓ **Mortgage Amount**

- Under \$25,000
- \$25,000 - \$49,999
- \$50,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$249,999
- \$250,000 - \$499,999
- \$500,000 - \$999,999
- \$1,000,000+

✓ **Home Value**

- Under \$25,000
- \$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 - \$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 - \$899,999
- \$900,000 - \$999,999
- \$1,000,000+

✓ **Home Equity Estimate:**

- \$0 - \$9,999
- \$10,000 - \$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 - \$149,999
- \$150,000 - \$199,999
- \$200,000 - \$399,999
- \$300,000 - \$499,999
- \$500,000+

✓ **Home Equity to Value:**

- 0%
- 1% - 9%
- 10% - 19%
- 20% - 29%
- 30% - 39%
- 40% - 49%
- 50% - 59%
- 60% - 69%
- 70% - 79%
- 80% - 89%
- 90% - 99%
- 100% - 109%
- 110% - 119%
- 120% - 129%
- 130% - 139%
- 140% - 149%
- 150%+

HOUSEHOLD SELECTIONS

- ✓ **Number of Adults**
 - Select (One to Eight)
- ✓ **Length of Residence**
 - Range: 0 to 59 years
- ✓ **Presence of Children**
 - Presence of Children
 - Absence of Children
- ✓ **Number of Children**
 - Choose from 0 to 7
- ✓ **Age of Children**
 - 0 to 3
 - 4 to 7
 - 8 to 12
 - 13 to 17
- ✓ **High School Students**
 - Select Only
- ✓ **Gender of Children**
 - Male
 - Female
- ✓ **Grandparents Present**
 - Not in Household
 - In Household
- ✓ **Veteran in Household**
 - Presence of Veteran
 - Absence of Veteran
- ✓ **Household Likelihood**
 - Attend Adult Education
 - Country Club Member
 - Current Events
 - Has Health Insurance
 - Has Life Insurance
 - Uses CPA or Tax Service for Taxes
 - Green Living
 - Heavy PPV Movie Usage
 - Heavy PPV Sports Usage
 - Heavy Family Restaurant Visitor

INCOME & WEALTH SELECTIONS

✓ **Net Worth**

- \$1,800,000+
- \$1,200,000-1,799,999
- \$900,000-1,199,999
- \$800,000-899,999
- \$700,000-799,999
- \$500,000-699,999
- \$400,000-499,999
- \$300,000-399,999
- \$200,000-299,999
- \$180,000-199,999
- \$160,000-179,999
- \$140,000-159,999
- \$120,000-139,999
- \$100,000-119,999
- \$80,000-99,999
- \$60,000-79,999
- \$30,000-59,999
- \$20,000-29,999
- \$10,000-19,999
- \$2,000-9,999

✓ **Investable Assets**

- Select Only

✓ **Finance Interest**

- Select Only

✓ **Income**

- Under \$20,000
- \$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
- \$150,000 - \$174,999
- \$175,000 - \$199,999
- \$200,000 - \$249,999
- \$250,000 - \$299,999
- \$300,000 - \$399,999
- \$400,000 - \$499,999
- \$500,000 Plus

✓ **Modeled Credit**

- Credit Excellent
- Credit Good
- Credit Fair
- Credit Poor

✓ **Modeled Debt**

- Select Only

✓ **Donor**

- Donor Ever
- Health
- Political
- Religious
- Environment
- Wildlife
- Charitable Donor
- Non-Religious
- PBS

INTEREST & HOBBY SELECTIONS

- ✓ **Active Lifestyle**
- ✓ **Alcohol Drinkers**
- ✓ **Arts & Crafts**
 - Crocheting
 - Knitting
 - Needle Point
 - Quilting
 - Sewing
- ✓ **Aviation**
- ✓ **Beauty & Cosmetics**
- ✓ **Boat Owner**
- ✓ **Collectibles**
 - Coins & Stamps
 - Collectibles (General)
- ✓ **Cooking**
 - Cooking (Generally)
 - Healthy Cooking
- ✓ **Current Events**
- ✓ **Dieting / Weight Loss**
- ✓ **Dining Out**
 - Fine Dining
- ✓ **Entertainment**
 - Music
 - Concert Goers
 - TV & Movies
 - Movie Goers
 - Theater/Performing Arts
 - Theme Parks
- ✓ **Equestrian**
- ✓ **Ethnic Products**
 - African American products
 - Asian Products
 - Hispanic Products
- ✓ **Fashion & Apparel**
 - Accessories
 - Kids
 - Mens
 - Womens
- ✓ **Finance/Investments**
 - Annuities
 - Real Estate Investor
 - Securities
 - Stocks/Bonds
- ✓ **Fitness**
 - Biking/Cycling
 - Running/Jogging
 - Pilates & Yoga
- ✓ **Food Enthusiasts & Foodies**
- ✓ **Gaming**
 - Casino / Gambling
 - Lottery
 - Video Games
- ✓ **Gardening**
- ✓ **Golf**
- ✓ **Gun Owners**
- ✓ **Health**
 - Alternative Medicine
 - Vitamin User
 - Ailments

- ✓ **Home Furnishings**
 - Decorating
- ✓ **Home improvement**
 - Do-It-Yourself
 - Remodeling
- ✓ **Motor Vehicles**
 - ATV Owners
 - Cars
 - Motorcycles
 - Trucks
- ✓ **Music**
- ✓ **Nature and Outdoors**
 - Adventure Seekers
 - Bird Watching
 - Boating & Sailing
 - Camping & Hiking
 - Canoe/Kayak
 - Fishing
 - Freshwater
 - Saltwater
 - Hunting Only
- ✓ **Personalized Products**
- ✓ **Pets**
 - Cats
 - Dogs
- ✓ **Photography**
- ✓ **Reading**
 - E-Reader
 - Magazine
- Non-Fiction
- Science Fiction
- ✓ **Science/Physics**
- ✓ **Smoking/Tobacco**
- ✓ **Specialty Foods and Cooking**
- ✓ **Sports**
 - Auto Racing (General)
 - NASCAR
 - Baseball
 - Basketball
 - College Basketball
 - Professional Basketball
 - Football
 - College Football
 - Fantasy Football
 - Professional Football
 - Hockey
 - Skiing / Snowboard
 - Soccer
 - Tennis
 - Wrestling
- ✓ **Sporty Living**
- ✓ **"Techies"**
- ✓ **Travel**
 - Business/Frequently Flyers
 - Cruise Vacations
 - Domestic/International
 - Family Vacations
 - Time Share
- ✓ **Wine Enthusiasts**

INDIVIDUAL & OCCUPATION SELECTIONS

✓ **Age**

- 18 to 99 (Select Min-Max)

✓ **Gender**

- Male
- Female

✓ **Marital Status**

- Married
- Single
- Divorced

✓ **Education**

- College Degree
- College Students
- Continuing Edu Interest
- High School/GED

✓ **Political Party**

- Democrat Party
- Democrat
- Liberal
- Green
- Independent
- Libertarian
- Reform
- Non-declared
- Other
- Independence
- Republican Party
- Republican
- Conservative
- Registered voter
- (party unknown)

Career Change Interest

- Select Only

✓ **Occupations**

- Business Owner
- Blue Collar/ Skilled Trades
- Executive/ Upper Mgmt.
- Health Services
- Homemaker
- Self Employed
- Entrepreneurs
- Middle Management
- Military
- Professional or Technical
- Nurse
- Retired
- Sales/ Marketing
- Secretary/Clerical/Admin.
- Student
- Teacher
- White Collar
- IT Professional

✓ **Employed**

- Select Only

✓ **Job Seeker**

- Select Only

✓ **SOHO**

- In-Home Business