

CONSUMER DATA ATTRIBUTES

Our *National Consumer Database* comprises essentially every adult in America. This individually compiled, deterministically matched, database carries 873 total selects organized into fifteen (15) categories: Geographic, Demographic, Household Composition, Financial, Real Estate, Automotive, Interests, Transactional, Consumer Interest Index, Donor Behavior, Behavioral, Reading, Political, Occupation and Self-Reported Lifestyle.

Geographic

Address
Carrier Route
Census Block
Census Block Group
Census Tract
City
Congressional District
County
DMA
DPV (2 Digit Code)
Latitude
Longitude
MSA
Parcel
SCF
State
Urbanicity Code
Zip Code
Zip Code +4

Demographics

Age
Education Level
Ethnicity
Gender
Hispanic Country of Origin
Language Spoken
Marital Status
Month/Year of Birth
Personality
Religious Affiliation

Household Composition

of Adults in HH
of Children in HH
of Generations in HH
of Persons in HH
Presence of Children
Age Range of Children
• 4 to 6
• 7 to 9
• 10 to 12
• 13 to 18
Gender of Children
Veteran in HH

Financial

Credit Card Holder
• # of Credit Lines
• Amex Card Holder
• Amex Premium Card Holder
• Bank Card User
• Gas Card User
• Premium Card Holder
• Range of New Credit Offered
Credit Ranges
Disposable Spending Index (DSI)
Investments
• Owns Investments
• Owns Stocks and Bonds
• Owns Mutual Funds
Investment Type
Net Worth



CONSUMER DATA ATTRIBUTES

Real Estate

Air Conditioning
Dwelling Type
Home Fire Places
Home Heat Indicator
Home Ownership
Income
• Household Income
• Median Income
• Premium Income
Home Price
Home Value
Length of Residence
Median Home Value
Mortgage
• Loan Type
• Loan to Value
• Mortgage Amount
• Mortgage Term
• Mortgage Rate
• Refinance Amount
• Refinance Rate
• Refinance Term
Own Swimming Pool
Year Structure Was Built

Automotive

Auto Make
Auto Year
Auto Class
Auto Type
Auto Style
Fuel Type
Purchase Date
of Vehicles

Interests

Arts/Crafts
Boating
Cars
Charity
Cigar Smoking
Collectibles
• Antiques
• Coins
• Dolls
• Figurines
• Fine Arts
• Plates
• Sports Memorabilia
• Stamps
Dieting/Weight Loss
Do-It-Yourself Entertainment
Fitness
Epicurean (Food/Wine)
Gardening
Golf
Healthy Living
Hobbies
• Bird Watching
• Cigars
• Cooking
• Home Study
• Knit/Quilt/Sew
• Photography
• Self Improvement
• Woodworking
Home Décor
Home Improvement
Hunter
Motorcycle Enthusiast
Movies
Music
• Christian Gospel
• Classical

- Country
- Jazz
- Rhythm/Blues
- Rock n Roll
- Easy Listening

Outdoors

- Boat/Sailing
- Camping/Hiking
- Fishing
- Hunting
- Walking
- Photography

Sports

- Aerobics
- Auto/Motorcycle Racing
- Baseball
- Basketball
- Football
- Golf
- Hockey
- Soccer
- NASCAR
- Running
- Scuba Diving
- Snow Skiing
- Tennis
- Walking
- Weightlifting

CONSUMER DATA ATTRIBUTES

Transactional

Purchase by Category

- Auto Parts
- Books
- Children's Products
- Cosmetics
- Gifts
- Health/Beauty
- Home Décor
- Home Furnishing
- Home Improvements
- Investments
- Jewelry
- Musical Instruments
- Plus Sized Clothing

Catalog Purchase

- # of Unique Catalogs Ordered From
- Months Since Initial Order
- Months Since Last Order
- Total Catalog Orders
- Total Items Purchased
- Total Dollars Spent
- Average Dollars Spent per Order

Continuity Purchases

- # of Unique Companies Ordered From
- Months Since Initial Order
- Months Since Last Order
- Total Continuity Orders
- Total Dollars Spent
- Average Dollars Spent per Order

Product Category Purchases Apparel

- Months Since Initial Order

- Months Since Last Order
- Total Orders
- Total Items Purchased
- Total Dollars Spent
- Average Dollars Spent per Order
- # of Unique Companies Ordered From for Men's Apparel
- # of Unique Companies Ordered From for Men's Apparel
- # of Unique Companies Ordered From for Women's Apparel

Biblical/Devotional

- Months Since Initial Order
- Months Since Last Order
- Total Orders
- Total Items Purchased
- Total Dollars Spent
- Average Dollars Spent per Order
- # of Unique Companies Ordered From

Family—Includes purchasing of products designed for families with children.

- Months Since Initial Order
- Months Since Last Order
- Total Orders
- Total Items Purchased
- Total Dollars Spent
- Average Dollars Spent per Order

- # of Unique Companies Ordered From
- # of Unique Publishers for Family Related

- Publishing Purchases
- # of Unique Companies for Family Related Catalog Purchases

Health/Fitness

- Months Since Initial Order
- Months Since Last Order
- Total Orders
- Total Items Purchased
- Total Dollars Spent
- Average Dollars Spent per Order
- # of Unique Companies Ordered From for Health Related Purchases

- # of Unique Companies Ordered From for Fitness

Home Goods

- Months Since Initial Order
- Months Since Last Order
- Total Orders
- Total Items Purchased
- Total Dollars Spent
- Average Dollars Spent per Order
- # of Unique Companies Ordered From
- Home Decorating: # of Unique Catalogs Purchased From
- Home Decorating: # of Unique Publishers Purchased From
- Home Living: # of Unique Catalogs Purchased From
- Home Living: # of Unique Publishers Purchased From

- Cooking: # of Unique Catalogs Purchased From
- Cooking: # of Unique Publishers Purchased From

- Gardening: # of Unique Catalogs Purchased From
- Gardening: # of Unique Publishers Purchased From

- Housewares: # of Unique Catalogs Purchased From
- Housewares: # of Unique Publishers Purchased From

Outdoors—Boating/Sailing, Camping, Fishing and Hunting

- Months Since Initial Order
- Months Since Last Order
- Total Orders
- Total Items Purchased
- Total Dollars Spent
- Average Dollars Spent per Order
- # of Unique Catalogs Ordered From for Purchases Outdoor Related
- # of Unique Companies Ordered From Outdoor Related Purchases
- # of Unique Publishers Ordered From for Outdoor Related Titles
- # of Unique Companies Ordered From for Boating/Sailing Purchases
- # of Unique Companies Ordered From for Camping or Hiking Related Purchases



CONSUMER DATA ATTRIBUTES

Transactional (continued)

- # of Unique Companies Ordered From for Fishing Related Purchases
- # of Unique Companies Ordered From for Hunting Related Purchases

Publishing

- # of Publishing Companies Ordered From
- # Of Distinct Magazine Titles Ordered
- # of Currently Active Mag Titles
- # of Expired Mag Titles
- # of Mag Titles on Auto Renewal
- Total Publishing Titles Ordered
- Total Dollars Spent on Publishing

Women's Fashion

- Order
- Months Since Last Order
- Total Orders
- Total Dollars Spent
- Average Dollars Spent per Order
- # of Unique Companies Ordered - Women's Fashion Related

Other Categories—# of Unique Companies the Individual Ordered From

- Men's Fashion
- Audio Equipment
- Cosmetics/Beauty Products
- Automotive
- Aviation
- Bargain Seekers

- Business Products and Publishing
- Collectibles
- Computers
- Crafts
- Culture and/or Arts
- DIY
- Equestrian
- Electronics
- Fiction
- Games
- General Merchandise
- Gifts
- Gourmet
- Humor
- History
- Holiday
- Inspiration
- Money Making/ Opportunity Seeker
- Motorcycles
- Music
- Pets
- Personal Finance
- Photography
- Rural/Farming
- Science
- Sports
- Travel
- Television and Movies
- Wildlife and Environment
- Women - Generic

Donor Behavior

- # of Different Charities a Donation Was Made
- Months Since First Donation
- Months Since Last Donation
- Total Number of Donations
- Total Dollars Donated
- Average Dollars Donated per Donation
- Propensity to be a Donor (Index)
- Category Donation Made
 - Animal
 - Arts/Cultural
 - Children's
 - Environmental
 - Health
 - Political
 - Political—Conservative Causes
 - Political—Liberal Causes
 - Political General Causes
 - Political—Social Causes
 - Religious
 - Veterans

Behavioral

- Boat Owner
- Healthy Living
- Luxury Lifestyle
- Operates a SOHO Business
- Pet Owner
 - Cat
 - Dog
- Responder
 - Catalog Responder
 - Mail Order Buyer
 - Internet Buyer
 - Questionnaire Responder
 - Book Buyer
 - Magazine Subscriber
- RV Owner
- Travel
 - For Business
 - For Personal
 - Cruises
 - Vacation
- Truck Owner
- Warehouse Club Member



CONSUMER DATA ATTRIBUTES

Reading

Avid Reader
Astrology
Fiction
Biblical/Devotional
Book's on Tape
Children's
Computer/IT
Cooking/Culinary
Country Lifestyle
Entertainment
Fashion
Finance
Health Remedies
History
Interior Decorating
Lifestyle
Medical/Health
Military
Mystery Books
Romance
Science Fiction
Science/Technology
Sports

Consumer Interest Index— Category Level

Adult Product Index
African American Index
Apparel Index
Apparel Accessory Index
Apparel—Kid's Index
Apparel—Men's Index
Apparel—Men's Fashion Index
Apparel—Women's Index
Apparel—Women's Fashion Index
Asian Index
Auto Index
Auto Racing Index
Auto Trucks Index
Aviation Index
Bargain Hunter Index
Beauty Index
Biblical Index
Birds Index
Business Index
Catalog Index
Collectibles Index
College Index
Computers Index
Cooking Index
Continuity Programs Index
Crafts Index

- Crafts—Crochet Index
- Crafts—Knit Index
- Crafts—Needlepoint Index
- Crafts—Quilt Index
- Crafts—Sewing Index

Credit Repair Index
Culture and Arts Index
Do-It-Yourself Index

Donor Index
Education Seeker Index
Equestrian Index
Family Index
Family—Teen Index
Family—Young Child Index
Gambling Index
Games Index
Gardening Index
Gay Index
Gourmet Index
Grand Parents Index
Health Index
Health Diet Index
Health and Fitness Index
High Tech Index
Hispanic Index
History Index
History—American History Index
Home Living Index—Women's
Home Office Index
Home Decorating Index
Humor Index
Inspirational Index
Insurance—Health Index
Monday Making Index
Motorcycles Index
Ocean Index
Outdoors Index

- Outdoor—Booking/Sailing Index
- Outdoor—Camping/Hiking/Climbing Index
- Outdoors—Fishing Index
- Outdoor—Hunting Index

Personal Finance Index
Pets Index

- Pets—Cat Index
- Pets—Dogs Index

Photography Index
Rural American Index
Science Index
Sports Index

- Sports—Baseball Index
- Sports—Basketball Index
- Sports—Football Index
- Sports—Golf Index
- Sports—Hockey Index
- Sports—Snow Skiing Index
- Sports—Soccer Index
- Sports—Tennis Index

Sweepstakes Index
Tobacco Index

- Travel —Cruise Index
- Travel—RV Index
- Travel U.S. Index

TV and Movies Index
Wildlife Index

CONSUMER DATA ATTRIBUTES

Self-Reported Lifestyle

Fine Art/Antiques
Automotive Work
Bicycling
Boating
Cable TV Viewing
Camping/Hiking
Casino Gambling
Collectibles/Collections
Community/Civic Activities
Current Affairs/Politics
Dieting/Weight Control
Electronics
Fashion Clothing
Fishing
Foreign Travel
Gardening
Golf
Gourmet Cooking
Grandchildren
Health/Natural Foods
Personal Computer
Home Decorating
Home Video Games
Home Video Recording
Home Workshop
House Plants
Household Pets
Hunting/Shooting
Military Veteran
Money Making Opportunities
Motorcycling
Needlework/Knitting
Our Nations Heritage
Own a Cat
Own a Dog
Photography
Physical Fitness/Exercise
Power Boating

Real Estate Investing
RV's
Running
Sailing
Science Fiction
New Technology
Self-Improvement
Sewing
Snow Skiing
Stamp or Coin Collecting
Stock/Bond Investing
Sweepstakes or Contests
Tennis
Travel in the U.S
Walking for Health
Watching Sports on TV
Wildlife or Environmental
Issues
Wines
Cruise Ship Vacationing
Improving Your Health
Volunteering

Political

Active Voter
Party Affiliation
Contribute Political Causes
Contribute Conservative
Causes
Contribute Liberal Causes
Contribute Social Causes



CONSUMER DATA ATTRIBUTES

Occupation

Accountant	Brakeman	Contractor	Engineer/Field
Accounting/Biller/Billing Clerk	Brewer	Cook	Engineer/Mechanical
Account Executive	Broker	Coordinator	Estimator
Actor/Entertainer/Announcer	Broker/Stock/Trader	Corrections/Probation/Parole	Expeditor
Adjuster	Builder	Cosmetologist	Fabricator
Advertising	Butcher/Meat Cutter	Counselor	Factory Worker
Agent	Buyer	Courier/Delivery/Messenger	Farmer/Dairyman
Aide/Assistant	Carpenter/Woodworking	Court Reporter	Finance
Aide/Assistant/Executive	Cashier	Crewman	Finisher
Aide/Assistant/Office	Caterer	Curator	Firefighter
Aide/Assistant/School	CEO/CFO/Chairman/Corp	Custodian	Fisherman/Seaman
Aide/Assistant/Staff	Officer	Customer Service Representative	Fitter
Aide/Assistant/Technical	Checker	Cutter	Flight Attendant/Steward
Air Force	Chef/Butler	Data Entry	Florist
Air Traffic Control	Chemist	Dealer/Retailer/Storekeeper	Food Services
Analyst	Child Care/Day Care	Dental Assistant	Foreman/Crew Leader
Animal Technician/Groomer	Chiropractor	Dental Hygienist	Foreman/Shop Foreman
Appraiser	Civil Services/Govt	Dentist	Forestry
Apprentice	Claims Examiner/Rep	Designer	Foundry Worker
Architect	Adjudicator	Detective/Investigator	Funeral Director
Armed Forces	Cleaner/Laundry	Dietician	Furrier
Army Credit Union Trades	Clerk	Director/Art Director	Gardner/Landscaper
Artist	Clerk/Deli	Director/Executive Director	Geologist
Assembler	Clerk/File	Disabled	Glazier
Athlete/Professional	Clerk/Produce	Dispatcher	Graphic Designer/Artist
Attendant	Clerk/Stock	Distributor/Wholesaler	Grinder
Auctioneer	Coach	Dock Worker	Grocer
Auditor	Coast Guard	Draftsman	Health Care
Auto Mechanic	Collector	Driver	Helper
Baker	Communications	Driver/Bus Driver	Homemaker
Banker	Comptroller	Editor	Hostess/Host/Usher
Banker/Loan Officer	Computer Operator	Electrician	Housekeeper/Maid
Banker/Loan Processor	Computer Programmer	Engineer	Inspector
Barber/Hairstylist/Beautician	Computer/System Analyst	Engineer/Aerospace	Installer
Bartender	Conductor	Engineer/Chemical	Instructor
Binder	Conservation/Environment	Engineer/Civil	Insurance/Agent
Body Man	Construction	Engineer/Electrical/Electronic	Insurance/Underwriter
Bookkeeper	Consultant/Advisor		Interior Designer



CONSUMER DATA ATTRIBUTES

Occupation (continued)

Ironworker	Manager	Parts (Auto Etc.)	Security
Janitor	Marines	Pastor	Self Employed
Jeweler	Marketing	Personnel/Recruiter	Setup Man
Journeyman	Mason/Brick/Etc.	Pharmacist/Pharmacy	Sheet Metal /Steel Worker
Judge/Referee	Material Handler	Photography	Shipping/Import/Export
Laborer	Mechanic	Pilot	Social Worker/Case Worker
Lecturer	Medical Assistant	Pipefitter	Sorter
Legal/Attorney/Lawyer	Medical Doctor/Physician	Planner	Statistician/Actuary
Legal/Paralegal/Assistant	Medical Secretary	Plumber	Student
Legal/Secretary	Medical Technician	Police/Topper	Superintendent
Librarian/Archivist	Medical/Paramedic	Polisher	Supervisor
Lineman	Merchandiser	Politician/Legislator/Diplomat	Surveyor
Lithographer	Meter Reading	Porter	Teacher
Loader	Millworker	President	Technician
Locksmith	Millwright	Press Operator	Technician/Lab
Machinist	Miner	Presser	Technician/X-ray
Mail/Postmaster	Model	Principal/Dean/Educator	Teleservices Operator
Mail Carrier/Postal	Mold Maker/Injection Molder	Printer	Teller/Bank Teller
Maintenance	Musician/Music/Dance	Production	Tester
Maintenance Supervisor	National Guard	Professor	Therapist
Maker/Manufacturer Mgr	Navy Credit Union Trades	Psychologist	Therapist/Physical
Manager/Assistant	Nurse	Public Relations	Toolmaker
Manager/Branch Manager	Nurse (Registered)	Publishing	Trainer
Manager/Credit Manager	Nurse/LPN	Purchasing	Transportation
Manager/District Manager	Nurses Aide/Elderly	Quality Control	Travel Agent
Manager/Division Manger	Oil Industry/Driller	Real Estate/Realtor	Treasurer
Manager/General Manager	Operator	Receptionist	Typesetter
Manager/Marketing Manager	Operator/Boilermaker	Repairman	Typist
Manager/Office Manager	Operator/Crane Operator	Reporter	Union Member/Rep
Manager/Plant Manager	Operator/Forklift Operator	Researcher	Upholstery
Manager/Product Manager	Operator/Machine Operator	Retired/Pensioner	Utility
Manager/Project Manager	Optician	Roofer	Veterinarian
Manager/Property Manager	Optometrist	Sales	Vice President
Manager/Regional Manager	Owner	Sales Clerk/Counterterm	Volunteer
Manager/Sales Manager	Packer	Sanitation/Exterminator	Waiter/Waitress
Manager/Store Manager	Painter	Scientist	Ward Treatment
Manager/Traffic Manager	Part Time	Seamstress/Tailor/Handicraft	Welder
Manager/Warehouse	Partner	Secretary	