

## CONSUMER (A) DATABASE

Base Record and Phone	Available Values
Base Record	Name and Address
Phone Number Where Available	Phone Where Available
Phone Number Present (lower count)	Phone Present
Most Popular Demographics	Available Values
Adult Age (2-year)	18 - 19; 54 - 55, 100+ (many options)
Income Range (Estimated Household)	Under \$15,000; \$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; \$150,000 or More
Gender	Male; Female
Marital Status	Single; Married; Inferred Single; Inferred Married; Unknown
Presence of Children	Family Present; Family Not Present
Homeowner/Renter	Homeowner; Renter
Dwelling Type / Unit Size	Single Family; Multi Family
Length of Residence	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; 15+ years
Other Popular Elements	Available Values
Property Type Detail	Single Family Dwelling (All values for 1 - 4 units); Condo; 2-4 Unit (Duplex, Triplex, Quad); Misc. Resd. (Condo Store/Flat); Apartment (5+Units); Mobile Home; Timeshare
Home Market Value	\$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; \$775,000 - \$999,999; \$1,000,000+
Market Decile	Top 10 Percent, Next 10 Percent, etc. (10 options)
First Mortgage Loan Amount	\$1 - \$4,999; 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
Lifestyle Interests, 1st	Arts/Antiques Collect; Auto Work; Bible Reading; Bicycling; Boating/Sailing; Book Reading; Buy Pre-Recorded Video; Cable TV Viewing; Camping/Hiking; Career Oriented Activity; Casino Gambling; Collectibles/Collect; Community/Civic Activity; Crafts; Cultural/Art Events; Current Affair/Politics; Diet/Weight Control; Donate to Charities; Electronics; Fashion Clothing; Fishing; Foreign Travel; Gardening; Golf; Gourmet Cooking/Food; Grandchildren; Health/Natural Foods; Home Furn/Decorating; Home Computer; Home Video Games; Home Video Recording; Home Workshop; Household Pets; House Plants; Hunting/Shooting; Mail Order; Military Veteran; Money-Making Opportunity; Motorcycling; Our Nation's Heritage; Needlework/Knitting; Own Cat; Own CD Player; Own Dog; Photography; Phys Fitness/Exercise; Power Boating; Real Estate Investment; Recreational Vehicles; Running/Jogging; Sailing; Science Fiction; Science/New Technology; Self Improvement; Sewing; Snow Skiing; Stamp/Coin Collecting; Stereo/Tapes/CD; Stocks/Bonds; Sweepstakes/Contests; Tennis; Travel in USA; Walking for Health; Watching Sports on TV; Wildlife/Environment; Wines
Lifestyle Interests, 2nd+	Arts/Antiques Collect to Wines (80 options, same as above)
Mail Order Buyer	Mail Order Buyer
Credit Card User	Credit Card User
InfoBase Network	\$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+
Personix LifeStage Clusters	Established Elite; Tots and Toys (70 options)
Automotive Selects	Available Values
Aggregate Vehicle Value	\$00,000 - \$10,000; \$10,100 - \$20,000; \$20,100 - \$30,000; \$30,100 - \$40,000; \$40,100 - \$50,000; \$50,100 - \$70,000; \$70,100 - \$90,000; \$90,100 - \$120,000; \$120,100 - \$150,000; \$150,100 - \$170,000; \$170,100 - \$999,900
Vehicle Lifestyle Indicator	Luxury/Upper Sporty Classification; Truck; Sport Utility Vehicle; Mini-van; Regular (Mid-size/small); Upper (Mid-size/small); Basic Sporty Classification; Unknown/uncoded
Vehicle Body Style / New Car Size	Standard, Luxury; Sporty Import
Number of Vehicles	1, 2, or 3+ Vehicles
New Car Buyer	New Car Buyer
Truck/Motorcycle/RV Owner	Truck Owner, Motorcycle Owner, RV Owner

<b>Behavior Selects</b>	<b>Available Values</b>
Credit Card Holder (By Type)	Bank Card; Gas/Dept./Retail Card; T/E Card; Upscale (Dept. Store) Card; Premium Gold Card; Unknown
Credit Card User	Credit Card User
Mail Order Buyer	Mail Order Buyer
Mail Order Donor	Mail Order Donor
Mail Responders	Mail Responders
New Bank Card Issued	New Bank Card Issued
Retail Activity Sub-types	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; Main Street Retail; Specialty Apparel; Specialty; Sporting Goods; Standard Retail; Travel/Personal Services; TV/Mail Order Purchases; High End Retail Buyers-Upscale Retail
<b>Homeowner Selects</b>	<b>Available Values</b>
Available Home Equity (Reported)	\$75,000 - \$99,999; \$2,000,000+ (15 options)
Available Home Equity (Calculated)	\$75,000 - \$99,999; \$2,000,000+ (18 options)
Homeowner Ins X-Date (Loan Month)	January; February, etc. (12 options)
Homeowner Ins X-Date (Purchase Month)	January; February, etc. (12 options)
Home Market Value	\$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; \$775,000 - \$999,999; \$1,000,000+
Homeowner/Renter	Homeowner; Renter
First Mortgage Loan Date	CCYYMM (many options)
Market Decile	Top 10 Percent, Next 10 Percent, etc. (10 options)
Property Type Detail	Single Family Dwelling (All values for 1 - 4 units); Condo; 2-4 Unit (Duplex, Triplex, Quad); Misc. Resd. (Condo Store/Flat); Apartment (5+Units); Mobile Home; Timeshare
First Mortgage Lender Type	Bank; Credit Union; Developer; Finance; Government; Hard money lender; Insurance company; Mortgage; Mortgage banker; Other; Proxy; Saving & Loan; Time share; Individual; Uncoded/Null
Second Mortgage Lender Type	Bank; Credit Union; Developer; Finance; Government; Hard money lender; Insurance company; Mortgage; Mortgage banker; Other; Proxy; Saving & Loan; Time share; Individual; Uncoded/Null
First Mortgage Loan Amount	\$1 - \$4,999; 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
Loan to Value	0% (No Loans); 1 - 49%; 50 - 59%; 60 - 69%; 70 - 74%; 75 - 79%; 80 - 84%; 85 - 89%; 90 - 94%; 95 - 99%; 100% - 999%; Uncoded/Null
Property Type	Apartments/Multi-family (5+ Units); Single Family Residence (All values for 1-4 units, Condo, 2-4 Unit Duplex/Triplex/Quad & Misc. Resd/Condo Store/Flat); Mobile Home; Timeshare
Home 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
Home Purchase Date	mmyyyy~mmyyyy (month year range)
Year Home Built	CCYY (many options)
Dwelling Type / Unit Size	Single Family; Multi Family
<b>Additional Household Demographics</b>	<b>Available Values</b>
Children's Age Range	0 - 2; 3 - 5; 6 - 10; 11- 15; 16 - 17 (also available with male, female, unknown gender)
Education of Head of Household	Completed High School; Completed College; Completed Graduate School; Attended Vocational/Tech
Occupation of Head of Household	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
Small Office / Home Office (SOHO)	Individual Works out of Home
Income Range (Estimated Household)	Under \$15,000; \$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; \$150,000 or More
Length of Residence	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; 15+ years
Number of Adults	1 adult; 2; 3; 4; 5; 6+ adults
Number of Children	No children; 1 child; 2; 3; 4; 5; 6; 7; 8+ children
Presence of Children	Family Present; Family Not Present

Working Woman	Working Woman Present
<b>Individual Demographic Selects</b>	<b>Available Values</b>
Adult Age (2-year)	18 - 19; 54 - 55, 100+ (many options)
Gender (Individual)	Male; Female
Marital Status	Single; Married; Inferred Single; Inferred Married; Unknown
Ethnic Assimilation (Language Preference) Code	English-DEFAULT; French; Italian; Hebrew; (82 options)
Ethnic Code	Asian / Non-oriental; Southern European; French; German; Hispanic; Italian; Jewish; Miscellaneous; Northern European; Asian; Polynesian; Arabic; Scottish / Irish; Uncodable; Uncoded; African American
Ethnic Religion Code	Buddhist; Catholic; Greek Orthodox; Hindu; Islamic; Jewish; Eastern Orthodox; Protestant; Shinto; Not known
Ethnic Country Code	Austrian; Czech; Chinese; Greek; India (175 Options)
Household Status Indicator	1st individual; 2nd; 3rd; 4th; 5th; 6th; 7th; 8th; 9th
<b>Market Segmentation &amp; Lifestyle</b>	<b>Available Values</b>
Personix LifeStage Clusters	Established Elite; Tots and Toys (70 options)
Prizm Code	Blue Blood Estates; Boomers and Babies (62 options)
<b>Hi-Tech</b>	<b>Available Values</b>
PC Operating System	DOS; Windows; Macintosh/Apple; OS2; Other; Unknown/Uncoded
PC Owner	PC Owner
Software Buyer	Software Buyer
Software Used	Children's Education; Database; Education; Entertainment/Games; Other; Personal Finance/Organization; Print/Creativity; Reference/SOHO; Special Interest/Lifestyle; Technical; Utilities
TeleTrend Cellular User Model	Most to Least Likely (10 options)
TeleTrend High Dollar Long Distance User	Most to Least Likely (10 options)
TeleTrend Internet User Model	Most to Least Likely (10 options)
<b>Lifestyle Data</b>	<b>Available Values</b>
Lifestyle Dimensions, First Element	Athletics; Blue Chip; Culture; Do-It-Yourself; Domestic; Fitness; Good Life; Outdoors; Technology
Lifestyle Dimensions, 2nd+ Elements	Athletics; Blue Chip; Culture; Do-It-Yourself; Domestic; Fitness; Good Life; Outdoors; Technology
Lifestyle Interests, First Element	Arts/Antiques Collect to Wines (80 options, same as above)
Lifestyle Interests, 2nd+ Elements	Arts/Antiques Collect to Wines (80 options, same as above)
<b>Wealth Indicators</b>	<b>Available Values</b>
Claritas Income Producing Assets	< \$25,000; \$25,000 - \$50,000; \$50,000 - \$75,000; \$75,000 - \$100,000; \$100,000 - \$250,000; \$250,000 - \$500,000; \$500,000 - \$750,000; \$1,000,000 - \$2,000,000; \$2,000,000+; Uncoded/Null
Infobase Investor Model - Highly Likely Investors	Highly Likely Investor
Infobase Investor Model - Likely Investors	Likely Investor
InfoBase Network	\$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+
Real Estate Investor	Real Estate Investor

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