

CONSUMER VISION DATA ELEMENTS

Organization of This Information

Each section of this document is arranged in alphabetical order under the name of the applicable Turbo List category.

Household Characteristics	Page 2
Dwelling/Neighborhood	Page 6
Ethnicity/Behavior	Page 9
Ages of Children.....	Page 12
Mail Order Response	Page 14
Automotive	Page 15
Credit Card – Bank	Page 16
Lifestyle Dimensions	Page 17
Online Interests.....	Page 19
Quality Settings	Page 22

Attribute Fields — show a True/False or Yes/No answer to a query.

Code Fields — show a number, a letter, or some other character to represent a value or a range of values.

Data Fields — contain actual data, such as *the* date sought or reported.

CAUTION: A number of demographics are for individuals rather than households:

- Estimated Age
- Exact age
- Date of Birth
- Gender
- Marital Status
- Education
- Ethnic Code
- Occupation
- Title.

Household Characteristics

Household Characteristics may be used for selection/omission and output.

DATE OF BIRTH **DATA FIELD** **D002**
TO APPEND use **DOB**

The century, year, and month of birth. [CCYYMM]

Price Level: 3

ESTIMATED AGE **CODE** **C002**

Estimated Individual Age consists of age range information on the individual on the record. This includes any available exact age information.

A = 19-24	C = 35-44	E = 55-64
B = 25-34	D = 45-54	F = 65-74
		G = 75+

Price Level: 1

ESTIMATED INCOME **CODE** **C003**

Estimated Household Income Code provides an estimate of total income by thousands for a living unit developed through a statistical model that incorporates census demographics, individual demographic data, and summarized credit statistics.

A = Up to \$14,999	E = \$50,000-\$74,999	I = \$150,000-\$174,999
B = \$15,000-\$24,999	F = \$75,000-\$99,999	J = \$175,000-\$199,999
C = \$25,000-\$34,999	G = \$100,000-\$124,999	K = \$200,000-\$249,999
D = \$35,000-\$49,999	H = \$125,000-\$149,999	L = \$250,000+

Price Level: 1

ESTIMATED WEALTH **CODE** **C070**

This is an estimation based on age, income, and home value.

A = under 25K	F = 100-124K	K = 325-499K
B = 25-34K	G = 125-149K	L = 500-749K
C = 35-49K	H = 150-199K	M = 750-999K
D = 50-74K	I = 200 - 249K	N = 1 Million +
E = 75 - 99K	J = 250-324K	

Price Level: 1

Household Characteristics

EXACT AGE **CODE** **C001**

An individual characteristic whereby the actual age of a household member is known. In some cases, both month and year of birth are known. The year (and month, if present) translate into the code for the age or range of ages into which the computation falls.

) = 18-19	I = 46-47	W = 74-75
% = 20-21	J = 48-49	X = 76-77
> = 22-23	K = 50-51	Y = 78-79
? = 24-25	L = 52-53	Z = 80-81
# = 26-27	M = 54-55	1 = 82-83
@ = 28-29	N = 56-57	2 = 84-85
A = 30-31	O = 58-59	3 = 86-87
B = 32-33	P = 60-61	4 = 88-89
C = 34-35	Q = 62-63	5 = 90-91
D = 36-37	R = 64-65	6 = 92-93
E = 38-39	S = 66-67	7 = 94-95
F = 40-41	T = 68-69	8 = 96-97
G = 42-43	U = 70-71	9 = 98+
H = 44-45	V = 72-73	

Price Level: 2

GENDER **CODE** **C030**
TO APPEND = GENDER

Gender is either provided from the data source or by comparing the first name to a gender table. This code gives the gender of the record *matched to*, not the gender of the person on the input file.

M = Male F = Female

Price Level: 1

HOUSEHOLD COMPOSITION **CODE** **C014**

A code that looks at a combination of age, number of adults, gender, and presence of children (*e.g.*, household with two adults and children present).

A = One female	H = One adult and children
B = One male	I = One male and one other adult
C = One female and one male	J = One male, one other adult and children
D = One male, one female and children	K = One female and one other adult
E = One female and children	L = One female, one other adult and children
F = One male and children	M = Two adults
G = One adult	N = Two adults and children

Price Level: 1

INTERNET USER **ATTRIBUTE** **A043**

Indicates there is evidence of internet usage within the household.

Price Level: 3

Household Characteristics

MARITAL STATUS	CODE	C013
-----------------------	-------------	-------------

A code which indicates whether the individual is married or single.

A = Married B = Single

Price Level: 1

MEDIAN INCOME	CODE	C004
----------------------	-------------	-------------

Estimated Current Median Family Income: Family income is the total money income received by all family members 15 years old and over. Median indicates that half of all families in the bracket have incomes larger than that value and half have less. It is based on updated census information.

A = Up to \$14,999	H = \$45,000–\$49,999	O = \$125,000–\$149,999
B = \$15,000–\$19,999	I = \$50,000–\$54,999	P = \$150,000–\$174,999
C = \$20,000–\$24,999	J = \$55,000–\$59,999	Q = \$175,000–\$199,999
D = \$25,000–\$29,999	K = \$60,000–\$69,999	R = \$200,000+
E = \$30,000–\$34,999	L = \$70,000–\$74,999	
F = \$35,000–\$39,999	M = \$75,000–\$99,999	
G = \$40,000–\$44,999	N = \$100,000–\$124,999	

Price Level: 1

MEDIAN YEARS IN SCHOOL	CODE	C023
-------------------------------	-------------	-------------

Median years of schooling for those 25 years and older.

A = less than 12 years	C = 13–15 years	E = more than 16 years
B = 12 years	D = 16 years	

Price Level: 1

MONTH OF BIRTH	CODE	C039
-----------------------	-------------	-------------

Provides the month of birth for the person of record.

A = January	D = April	G = July	J = October
B = February	E = May	H = August	K = November
C = March	F = June	I = September	L = December

Price Level: 3

NUMBER OF CHILDREN	CODE	C036
---------------------------	-------------	-------------

The number of children ages 0–18 indicated to be in the household.

1 = 01 child	4 = 04 children	7 = 07+ children
2 = 02 children	5 = 05 children	
3 = 03 children	6 = 06 children	

Price Level: 2

OLDEST AGE AT ADDRESS	CODE	C059
------------------------------	-------------	-------------

This gives the code for the range into which the oldest person at the address would fit.

A = 19–24	D = 45–54	F = 65–74
B = 25–34	E = 55–64	G = 75+
C = 35–44		

Price Level: 1

Household Characteristics

PRESENCE OF CHILDREN	ATTRIBUTE	A026
Indicates one or more children, 0–18 years of age, in the household. <i>Price Level:</i> 2		
REVOLVING DEBT	CODE	C079
Denotes varying levels of outstanding balances reported on bank cards. A = Extremely low debt D = Moderately high debt B = Moderately low debt E = High debt C = moderate debt F = Extremely high debt <i>Price Level:</i> 5		
SUMMARIZED CREDIT SCORE	DATA	D008
This provides a FICO-like industry credit scores for non-pre-approved offers of credit. Allows targeting households within credit ranges 0–850. Enter the desired range for any offers that do not require FCRA compliance. <i>Price Level:</i> 5		
TITLE	CODE	C019
The honorific by which the individual may be addressed to more accurately identify an individual's marital status, occupation, or military status. A = MS or MISS D = DR B = MR E = REV C = MRS <i>Price Level:</i> 1		
VALUE SCORE	CODE	C029
This was developed from demographic and lifestyle profiles to help identify credit marketing prospects, but it cannot be used in firm offers of credit. A = A1 Best Profit Potential G = D1 Below Profit Potential B = A2 Best Profit Potential H = D2 Below Profit Potential C = B1 Above Average Profit Potential I = D3 Below Profit Potential D = B2 Above Average Profit Potential J = E1 Poor Profit Potential E = C1 Average Profit Potential K = E2 Poor Profit Potential F = C2 Average Profit Potential L = E3 Poor Profit Potential <i>Price Level:</i> 5		

Dwelling/Neighborhood

Dwelling place and neighborhood characteristics may be used for selection/omission and output.

ADDRESS TYPE **CODE** **C006**

A code that infers dwelling type, based on the number of surnames/phone numbers at the address and, also, whether there is a secondary number such as a route number, lot number, or box number.

A = General Delivery C = Rural Route
Price Level: 1

DWELLING TYPE **CODE** **C007**

A code to infer dwelling unit size based on the highest number of unique surname/phone number combinations that have been listed at this address.

A = SFDU C = MFDU 5-9 units
B = MFDU 2-4 units D = MFDU 10+ units
Price Level: 1

ESTIMATED HOME VALUE **CODE** **C011**

Estimated Current Home Value uses county state, and national trends in home sale prices and assessed home values to determine property appreciation rates and current home values. These rates are then applied to the most recent home-selling price or, in the absence of exact data, to the block group median to determine the current home value. (*Median Home Value* can be used to supplement coverage.)

A = under \$25,000 E = \$100,000-\$149,999 I = \$300,000-\$349,999
B = \$25,000-\$49,999 F = \$150,000-\$199,999 J = \$350,000-\$499,999
C = \$50,000-\$74,999 G = \$200,000-\$249,999 K = \$500,000-\$999,999
D = \$75,000-\$99,999 H = \$250,000-\$299,999 L = MILLION +
Price Level: 3

HOMEOWNER TYPE **CODE** **C008**

Indicates whether homeowner or renter.

A = Homeowner C = Probable Renter
B = Renter D = Probable Owner
Price Level: 1

LATITUDE **DATA FIELD**

The geographic coordinate of a point measured in degrees north or south of the equator. [-xxx.xxxxxx]

Price Level: 1

LENGTH OF RESIDENCE

CODE

C005

The code for the number of years a name has been present at a particular address. This is determined by the year the name first appeared at that address in the telephone source or, in the case of confirmed homeowners, the sale date.

- | | | | |
|--------------|--------------|-----------------|-----------------|
| A = 00 years | E = 04 years | I = 08 years | M = 16–19 years |
| B = 01 year | F = 05 years | J = 09 years | N = 20+ years |
| C = 02 years | G = 06 years | K = 10 years | |
| D = 03 years | H = 07 years | L = 11–15 years | |

Price Level: 1

LONGITUDE

DATA FIELD

The geographic coordinate of a point measured in degrees east or west of the the Greenwich meridian. [–xxx.xxxxxx]

Price Level: 1

MEDIAN HOME VALUE

CODE

C012

Home value determined by the census at the block group level, and updated each year with a proprietary algorithm. Median indicates half of the homes in the bracket are valued above that value and half are lower.

- | | | |
|-----------------------|-------------------------|-------------------------|
| A = under \$25,000 | E = \$100,000–\$149,999 | I = \$300,000–\$349,999 |
| B = \$25,000–\$49,999 | F = \$150,000–\$199,999 | J = \$350,000–\$499,999 |
| C = \$50,000–\$74,999 | G = \$200,000–\$249,999 | K = \$500,000–\$999,999 |
| D = \$75,000–\$99,999 | H = \$250,000–\$299,999 | |

Price Level: 1

NIELSEN COUNTY CODE

CODE

C061

A geographic selection that ranks an area A–D based on size of population in the 2000 census. Code A is the largest population count, with D being the least. Each ranking is divided so that "A" counties account for 40%, "B" for 30%, "C" for 15%, and "D" for 15% of the U.S. total households. Areas ranked are metropolitan areas or individual non-metropolitan counties.

- | | |
|--------------------------|----------------------|
| A = Highly Urbanized | C = Relatively Rural |
| B = Relatively Urbanized | D = Very Rural |

Price Level: 2

PERCENT BLACK

CODE

C041

Census percent of Blacks in a neighborhood. That is a percent probability based on census block group data.

- | | | | |
|------------|------------|------------|-------------|
| A = 51–55% | D = 66–70% | G = 81–85% | J = 96–100% |
| B = 56–60% | E = 71–75% | H = 86–90% | |
| C = 61–65% | F = 76–80% | I = 91–95% | |

Price Level: 1

PERCENT HISPANIC

CODE

C042

Census percent of Hispanics in a neighborhood. That is a percent probability based on census block group data.

A = 51-55% D = 66-70% G = 81-85% J = 96-100%
B = 56-60% E = 71-75% H = 86-90%
C = 61-65% F = 76-80% I = 91-95%

Price Level: 1

PROPERTY TYPE

CODE

C009

The type of residential or commercial property:

A = Residential C = Suite Number G = Mobile Home
B = Condominium D = Apartment

Price Level: 1

Ethnicity/Behavior

Ethnicity and behavior may be used for selection/omission and output.

COUNTRY OF ORIGIN CODE C064

Homeland of the individual.

N = Argentina	I = El Salvador	S = Paraguay
Q = Bolivia	H = Guatemala	P = Peru
V = Brazil	G = Honduras	U = Portugal
O = Chile	Y = Israel	C = Puerto Rico
F = Colombia	X = Mainland China	T = Spain
J = Costa Rica	A = Mexico	W = Taiwan
B = Cuba	D = Nicaragua	R = Uruguay
E = Dominican Republic	K = Panama	M = Venezuela
L = Ecuador		

Price Level: 3

ETHNIC CODE CODE C017

A code based on 272,000 ethnic and religious surnames.

(= Algerian	C = Hindu	N = Pakistani
+ = Azerbaijani	U = Hispanic	O = Polish
& = Bosnian	D = Hungarian	P = Portuguese
\$ = Bulgarian	E = Indian	Q = Philippine
- = Cambodian	8 = Indonesian	R = Russian
* = Chinese	F = Irish	6 = Scandinavian
) = Czech	G = Italian	S = Scottish
/ = Danish	H = Japanese	T = South African
% = Dutch	B = Jewish	V = Swedish
? = English	9 = Kazakhstan	W = Swiss
# = Estonian	I = Korean	X = Thai
7 = Ethiopian	5 = Laotian	Y = Turkish
@ = Finnish	J = Latvian	Z = Ukrainian
= = French	K = Lithuanian	2 = Vietnamese
4 = German	L = Mid-Eastern	0 = Welsh
A = Greek	M = Norwegian	1 = Yugoslavian

Price Level: 1

LANGUAGE PREFERENCE CODE C063

The individual speaks in the language of a given ethnicity.

C = Arabic	Q = Greek	? = Polish
G = Chinese	S = Hindi) = Russian
K = English	Z = Italian	T = Spanish
O = French	1 = Japanese	! = Vietnamese
P = German	2 = Korean	

Price Level: 3

Ethnicity/Behavior

OCCUPATION **CODE** **C018**

A code which identifies the job function of an individual in the household by category.

A = Administrator/Executive	J = Professional
5 = Armed Forces; Military	B = Proprietor, Business owner
I = Clerical/Office	K = Retired
W = Craftsman	Z = Sales/Marketing
T = Doctor	2 = Service Worker
- = Farmer	0 = Student
X = Foreman	G = Supervisor
E = Homemaker	L = Teacher/Librarian
V = Lawyer, Judicial	Y = Unskilled
1 = Operative	D = Upper management

Price Level: 2

OCCUPATION TYPE **CODE** **C040**

A grouping of the occupations by type of work done as indicated below.

A = Homemaker/Retired/Student (E,K,0)
 B = Blue Collar (X,Y,W,2)
 C = White Collar (A,B,D,G,L,Z)
 D = Professional (J,T,V)

Price Level: 2

PREMIUM ETHNIC CODE **CODE** **C066**

Indicates the ethnicity of the individual, based on surnames and, in some cases, first names.

B = African American	P = German	6 = Manx
A = Albanian	Q = Greek	7 = Norwegian
C = Arabian	S = Hindu	8 = Other Asian
D = Armenian	T = Hispanic	9 = Pakistani
% = Austrian	U = Hungarian	? = Polish
E = Bangladesh	V = Icelandic	(= Portuguese
F = Bulgarian	W = Indian) = Russian
G = Chinese	X = Indonesian	< = Scottish
H = Czech	Y = Irish	> = Sri Lankan
I = Danish	Z = Italian	@ = Swedish
J = Dutch	1 = Japanese	& = Swiss
K = English	R = Jewish	# = Thai
L = Eastern European	2 = Korean	\$ = Turkish
M = Ethiopian	3 = Laotian	* = Ukrainian
N = Finnish	4 = Latvian	! = Vietnamese
O = French	5 = Lithuanian	+ = Welsh

Price Level: 3

RELIGION CODE **CODE** **C062**

Primary religion of the individual.

- | | | |
|----------------------|--------------|----------------|
| B = Buddhist | H = Hindu | M = Mormon |
| C = Catholic | I = Islamic | P = Protestant |
| O = Eastern Orthodox | J = Jewish | S = Shinto |
| G = Greek Orthodox | L = Lutheran | K = Sikh |

Price Level: 3

SUPER NICHES **DATA** **D013**

Super Niches help target marketing message, choose premiums to fit customers, and identify cross-sell possibilities by identifying stages of life. There are 26 Niches, A–Z, ranging from the young and wealthy "Already Affluent" Niche to the least prosperous "Zero Mobility" Niche. These 26 Niches are divided into 108 "Super Niches" which cluster information at a household level. Contact your Account Manager for more precise descriptions.

- | | |
|-------------------------------|--------------------------------|
| A01–A02 = Already Affluent | N01–N03 = Nomadic Grandparents |
| B01–B02 = Big Spender Parents | O01–O05 = Oodles of Offspring |
| C01–C05 = Cash-To-Carry | P01–P04 = Parentus Singularis |
| D01–D04 = Diamonds-To-Go | Q01–Q06 = Quiet Homebodies |
| E01–E02 = Easy Street | R01–R04 = Rocky Road |
| F01–F08 = Feathering the Nest | S01–S05 = Still Going Strong |
| G01–G03 = Go-Go- Families | T01–T02 = Totebaggers |
| H01–H12 = Home Hoppers | U01–U02 = Under the Car |
| I01–I03 = IRA Spenders | V01–V03 = Very Spartan |
| J01–J05 = Just Sailing Along | W01–W05 = Working Hard |
| K01–K06 = Kiddie Kastles | X01–X03 = X-tra Needy |
| L01–L02 = Loose Change | Y01–Y03 = Young at Heart |
| M01–M04 = Mid-Life Munchkins | Z01–Z03 = Zero Mobility |

Price Level: 4

Ages of Children

Ages of Children may be used for selection/omission and output.

CHILD 0-2 UNKNOWN GENDER **ATTRIBUTE** **A051**

Indicates if children within the age group 0 – 2 are present in the living unit.
Price Level: 2

CHILD 11-15 UNKNOWN GENDER **ATTRIBUTE** **A054**

Indicates if children within the age group 11 – 15 are present in the living unit.
Price Level: 2

CHILD 16-17 UNKNOWN GENDER **ATTRIBUTE** **A055**

Indicates if children within the age group 16 – 17 are present in the living unit.
Price Level: 2

CHILD 3-5 UNKNOWN GENDER **ATTRIBUTE** **A052**

Indicates if children within the age group 3 – 5 are present in the living unit.
Price Level: 2

CHILD 6-10 UNKNOWN GENDER **ATTRIBUTE** **A053**

Indicates if children within the age group 6 – 10 are present in the living unit.
Price Level: 2

CHILD FEMALE 0-2 **ATTRIBUTE** **A028**

Indicates if female children within the age group 0 – 2 are present in the living unit.
Price Level: 2

CHILD FEMALE 11-15 **ATTRIBUTE** **A034**

Indicates if female children within the age group 11 – 15 are present in the living unit.
Price Level: 2

CHILD FEMALE 16-17 **ATTRIBUTE** **A036**

Indicates if female children within the age group 16 – 17 are present in the living unit.
Price Level: 2

CHILD FEMALE 3-5 **ATTRIBUTE** **A030**

Indicates if female children within the age group 3 – 5 are present in the living unit.
Price Level: 2

Ages of Children

CHILD FEMALE 6-10	ATTRIBUTE	A032
Indicates if female children within the age group 6 – 10 are present in the living unit. <i>Price Level: 2</i>		
CHILD MALE 0-2	ATTRIBUTE	A027
Indicates if male children within the age group 0 – 2 are present in the living unit. <i>Price Level: 2</i>		
CHILD MALE 11-15	ATTRIBUTE	A033
Indicates if male children within the age group 11 – 15 are present in the living unit. <i>Price Level: 2</i>		
CHILD MALE 16-17	ATTRIBUTE	A035
Indicates if male children within the age group 16 – 17 are present in the living unit. <i>Price Level: 2</i>		
CHILD MALE 3-5	ATTRIBUTE	A029
Indicates if male children within the age group 3 – 5 are present in the living unit. <i>Price Level: 2</i>		
CHILD MALE 6-10	ATTRIBUTE	A031
Indicates if male children within the age group 6 – 10 are present in the living unit. <i>Price Level: 2</i>		

Mail Order Response

Mail Order Response may be used for selection/omission and output.

MAIL ORDER BUYER **ATTRIBUTE** **A364**

Shows that one or more of the mail order buyer criteria are present.

Price Level: 4

MAIL ORDER DONOR **ATTRIBUTE** **A366**

Shows that one or more of the mail order donor criteria are present.

Price Level: 4

MAIL ORDER RESPONDER **ATTRIBUTE** **A367**

Shows that one or more of the mail order responder criteria are present.

Price Level: 4

Automotive

Automotive may be used for selection/omission and output.

COMBINED VEHICLE MARKET VALUE CODE C067

Total value of all cars and trucks owned by the household.

A = less than \$1,000	G = \$50,000–\$59,999	M = \$125,000–\$149,999
B = \$1,000–\$9,999	H = \$60,000–\$69,999	N = \$150,000–\$174,999
C = \$10,000–\$19,999	I = \$70,000–79,999	O = \$175,000–\$199,999
D = \$20,000–\$29,999	J = \$80,000–\$89,999	P = \$200,000–\$299,999
E = \$30,000–\$39,999	K = \$90,000–\$99,999	Q = \$300,000–\$399,999
F = \$40,000–\$49,999	L = \$100,000–\$124,999	R = \$400,000–\$499,999
		S = \$500,000–\$999,900

Price Level: 3

MOTORCYCLE OWNER ATTRIBUTE A152

Members of the household own one or more motorcycles.

Price Level: 3

NEW VEHICLE PURCHASER ATTRIBUTE A151

Indicates whether a vehicle was purchased new within the household. This vehicle is not necessarily currently owned.

Price Level: 3

NUMBER OF CARS REGISTERED CODE C068

Indicates the number of vehicles recorded as owned by the household.

A = 1 Car	C = 3 Cars	E = 5 Cars	G = 7 Cars
B = 2 Cars	D = 4 Cars	F = 6 Cars	H = 8 Cars
			I = 9+ Cars

Price Level: 3

RECREATIONAL VEHICLE OWNER ATTRIBUTE A153

Indicates the household owns a recreational vehicle.

Price Level: 3

TRUCK OWNER ATTRIBUTE A150

Indicates the household owns a truck.

Price Level: 3

Credit Card – Bank

Credit Card usage demographics indicate whether a household uses one or more of various types of credit cards. These demographics may be used for selection/omission and output on Turbo List.

BANK CREDIT CARD	ATTRIBUTE	A039
Has one or more credit cards issued by a bank. <i>Price Level:</i> 4		
FINANCE COMPANY CREDIT CARD	ATTRIBUTE	A159
Indicates the household has a credit card from a Finance Company. <i>Price Level:</i> 4		
GAS CREDIT CARD	ATTRIBUTE	A041
Has one or more credit cards issued by a gasoline company. <i>Price Level:</i> 4		
MISCELLANEOUS CREDIT CARD	ATTRIBUTE	A155
Indicates the household has a credit card. <i>Price Level:</i> 4		
RETAIL CREDIT CARD	ATTRIBUTE	A038
Has one or more credit cards issued by a retailer. <i>Price Level:</i> 4		
STANDARD SPECIALTY CREDIT CARD	ATTRIBUTE	A156
Indicates the household has a Standard Specialty credit card. <i>Price Level:</i> 4		
TRAVEL CREDIT CARD	ATTRIBUTE	A040
Has one or more credit cards issued by a travel and entertainment purveyor. <i>Price Level:</i> 4		
UPSCALE RETAIL CREDIT CARD	ATTRIBUTE	A157
Indicates the household has an Upscale Retail credit card. <i>Price Level:</i> 4		
UPSCALE SPECIALTY CREDIT CARD	ATTRIBUTE	A158
Indicates the household has an Upscale Specialty credit card. <i>Price Level:</i> 4		

Lifestyle Dimensions

Lifestyle demographics indicate interests of individuals within a household. These demographics may be used for selection/omission and output on Turbo List.

ATHLETIC LIFESTYLE DIMENSION **ATTRIBUTE** **A108**

Indicates an interest in two or more of: Tennis, Bicycling, Golf, Running/Jogging, Snow Skiing.

Price Level: 3

BLUE CHIP LIFESTYLE DIMENSION **ATTRIBUTE** **A113**

Indicates an interest in two or more of: Stock/Bond Investments, Community/Civic Activities, Real Estate Investments, Self-Improvement.

Price Level: 3

CULTURAL LIFESTYLE DIMENSION **ATTRIBUTE** **A112**

Indicates an interest in two or more of: Art/Antique Collecting, Collectibles/Collections, Cultural/Arts Events, Crafts, Foreign Travel.

Price Level: 3

DO-IT-YOURSELF LIFESTYLE DIMENSION **ATTRIBUTE** **A114**

Indicates an interest in two or more of: Automotive Work, CB Radio, Home Workshop, Motorcycling, Electronics, Recreational Vehicle.

Price Level: 3

DOMESTIC LIFESTYLE DIMENSION **ATTRIBUTE** **A110**

Indicates an interest in three or more of: Sewing, Gardening, Needlework/Knitting, Home Workshop, Houseplants, Gourmet Cooking/Fine Foods, Book Reading, Crafts.

Price Level: 3

FITNESS LIFESTYLE DIMENSION **ATTRIBUTE** **A109**

Indicates an interest in two or more of: Physical Fitness/Exercise, Bicycling, Running/Jogging, Self-Improvement, Health/Natural Foods.

Price Level: 3

GOOD LIFE LIFESTYLE DIMENSION **ATTRIBUTE** **A111**

Indicates an interest in three or more of: Gourmet Cooking/Fine Foods, Health/Natural Foods, Wines, Fashion Clothing, Home Furnishing/Decorating, Foreign Travel, Cultural/Arts Events.

Price Level: 3

Lifestyle Dimensions

OUTDOORS LIFESTYLE DIMENSION

ATTRIBUTE

A107

Indicates an interest in three or more of: Hunting/Shooting, Sailing/Boating, Fishing, Motorcycling, Camping/Hiding, CB Radio, Recreational Vehicles.

Price Level: 3

TECHNOLOGY LIFESTYLE DIMENSION

ATTRIBUTE

A115

Indicates an interest in three or more of: Stereo/Records/Tapes/CDs, Photography, Home Video Recording, Electronics, Home Video Games, Science/New Technology, Home/Personal Computers.

Price Level: 3

Online Interests

Online Interests may be used for selection/omission and output.

ADULT DATING SERVICES **ATTRIBUTE** **A161**

Indicates someone in the household has shown an interest in finding a date online.

Price Level: 3

APPAREL INTEREST **ATTRIBUTE** **A162**

Indicates someone in the household has shown an interest in clothing online.

Price Level: 3

AUTO INTEREST **ATTRIBUTE** **A163**

Indicates someone in the household has shown an interest in automobiles online.

Price Level: 3

CABLE INTERNET SERVICES **ATTRIBUTE** **A164**

Indicates someone in the household has shown an interest in cable internet services online.

Price Level: 3

COLLEGE & HIGHER EDUCATION **ATTRIBUTE** **A165**

Indicates someone in the household has shown an interest in clothing online.

Price Level: 3

COMPUTER PRODUCTS **ATTRIBUTE** **A166**

Indicates someone in the household has shown an interest in products related to computers online.

Price Level: 3

DEBT CONSOLIDATION **ATTRIBUTE** **A167**

Indicates someone in the household has shown an interest in consolidating debts online.

Price Level: 3

HEALTH & FITNESS **ATTRIBUTE** **A168**

Indicates someone in the household has shown an interest in health and fitness online.

Price Level: 3

Online Interests

HOME IMPROVEMENT	ATTRIBUTE	A169
Indicates someone in the household has shown an interest in home improvements online. <i>Price Level:</i> 3		
INSURANCE	ATTRIBUTE	A170
Indicates someone in the household has shown an interest in insurance online. <i>Price Level:</i> 3		
INVESTOR	ATTRIBUTE	A171
Indicates someone in the household has shown an interest in investments online. <i>Price Level:</i> 3		
MEMBERSHIP CLUBS	ATTRIBUTE	A172
Indicates someone in the household has shown an interest in membership clubs online. <i>Price Level:</i> 3		
MILITARY	ATTRIBUTE	A173
Indicates someone in the household has shown an interest in things related to the military online. <i>Price Level:</i> 3		
ONLINE AUCTION	ATTRIBUTE	A174
Indicates someone in the household has shown an interest in auctions online. <i>Price Level:</i> 3		
OPPORTUNITY SEEKER	ATTRIBUTE	A175
Indicates someone in the household has shown an interest in insurance online. <i>Price Level:</i> 3		
SURVEYS & SWEEPSTAKES	ATTRIBUTE	A176
Indicates someone in the household has shown an interest in surveys and sweepstakes online. <i>Price Level:</i> 3		
TELECOMMUNICATIONS	ATTRIBUTE	A177
Indicates someone in the household has shown an interest in telecommunications online. <i>Price Level:</i> 3		
TRAVEL	ATTRIBUTE	A178
Indicates someone in the household has shown an interest in travel online. <i>Price Level:</i> 3		

WEIGHT LOSS

ATTRIBUTE

A179

Indicates someone in the household has shown an interest in weight loss schemes online.

Price Level: 3

Quality Settings

The Quality Settings provide a list of criteria for selection or omission to further qualify the data being requested.

DO NOT MAIL LEADS **ATTRIBUTE** **A015**

The Direct Marketing Association (DMA) maintains a file of individuals who do not want to receive advertising mail or catalogues. Individuals on that file may be omitted.

Price Level: 0

DSF/DPV SETTINGS **CODE** **C032**

Delivery Sequence File / Delivery Point Validation: Provides only addresses that have matched the US Postal Service DSF/DPV addresses. This allows selection of:

A = Exact Address B = Missing/Invalid Apartment Number

Price Level: 0

MFDU ADDRESSES **ATTRIBUTE** **A363**

Reports records that are multi-family dwelling units of any type or size.

Price Level: 0

MFDU ADDRESSES (MISSING/INVALID APT #S) **ATTRIBUTE** **A012**

Reports records that are multi-family dwelling units of any type or size which have missing or invalid apartment numbers.

Price Level: 0

NAMES NOT RECENTLY VALIDATED (15 MONTHS) **ATTRIBUTE** **A352**

The names have not been verified at the listed address within the past 15 months.

Price Level: 0

NON-DELIVERABLE LEADS **ATTRIBUTE** **A002**

The address is not deliverable. The individuals may be listed in phone directories without addresses. The address may have information for only two of the standard lines of address; it may be suspended; or it may not be in the USPS delivery area.

Price Level: 0

PHONES ON ANY STATE DO-NOT-CALL LIST **ATTRIBUTE** **A082**

The flag that indicates the phone number was found on the Do Not Call list maintained by some state government.

Price Level: 0

PHONES ON DMA OR PRIVATE DNC LIST **ATTRIBUTE** **A083**

The flag that indicates the phone number was found on the Do Not Call list managed by a non-governmental organization.

Price Level: 0

PHONES ON FTC DO-NOT-CALL LIST **ATTRIBUTE** **A081**

The flag that indicates the phone number was found on the FTC Do Not Call list.

Price Level: 0

PHONE NUMBER **ATTRIBUTE** **A005**

Identifies records that include phone numbers.

Price Level: 0

PO BOX ADDRESSES **ATTRIBUTE** **A003**

The record has a post office box for an address. While the mail is deliverable, there is less reliability of names associated with box numbers because of the purpose P.O. Boxes fulfill.

Price Level: 0

PO BOX ADDRESSES WITHOUT PHONES **ATTRIBUTE** **A014**

The record has a post office box for an address but no phone number. While the mail is deliverable, there is less reliability of names associated with box numbers because of the purpose P.O. Boxes fulfill.

Price Level: 0

SINGLE SOURCED (NO PHONE) LEADS **ATTRIBUTE** **A024**

Records appearing on only one of the multiple sources.

Price Level: 0

ZIP+4 ADDRESSED LEADS **ATTRIBUTE** **A004**

ZIP+4 code is known for the record address. Records with a USPS ZIP+4 code assigned are more deliverable than those without.

Price Level: 0
