

CONSUMER ELEMENTS

Adult Criteria

Adult Age
 Birth Month
 Birth Day
 Year/Month of Birth
 Male/Female/Unknown
 # of Adults in Household

Aircraft Criteria

Aircraft Year of Manufacturing
 Pilot License Type
 Aircraft Type

Ailment Criteria

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

Family Composition Criteria

Number of Surnames Address
 Gender
 Married
 Couples Living Together
 Female Head of Household
 Single

Home Reality Criteria

Home Value
 Home Sale Price
 Home Equity Estimate
 Years at Residence
 Home Age
 Mortgage/Sale
 Built Year
 SFDU
 MFDU
 Mobile Home Owner
 Presence of Pool
 Residence Ownership
 Home Size (1-30k acres)
 Lot Size (0-32 acres)
 Apartment
 Renter

Education

Completed High School
 Completed College
 Completed Grad School
 Completed Tech School

Child Criteria

Presence of Child
 Age Range
 Gender Select
 Birth Month
 Number of Children in Household

Ethnicity Criteria

Ethnicity
 Ethnic Group
 Language
 Religion
 Country of Origin

Household Criteria

Number of Members in Home
 Sub-Household Indicator
 Household Arrival Date

Donor Criteria

Environmental
 Health
 Religious
 Political
 Misc
 Any Donor

Area

Zip Code
 Radius
 Carrier Route

Census Criteria

Education

Credit Card Criteria

Credit Card Type
 Number of Trade Lines

Income Criteria

Household Income
 Expendable Income

Lifestyle Hobbies

Multiple Categories

Nielsen Criteria

Nielsen Rank

Marriage Criteria

Marital Status
 Marriage Date Range
 Models/Clusters
 Wealth finder
 Purchasing Power Indicator
 Potential Investor Score
 Buyer Behavior Cluster Codes
 Prizm Codes

Name/Title Criteria

First Name
 Last Name
 Salutation

Voter Criteria

Registered Voter
 Political Party
 Political Contributions
 Number of Contributions
 Last Contribution Date

Mortgage Criteria

Mortgage Amount
 Mortgage Loan Interest Rate
 Mortgage Finance Type
 Loan-to-Value Percentage
 Mortgage Loan Type

Segment Files

Affluent Baby Boomers
 Affluent Households
 Grandparents
 Homeowners
 Investors
 Kids USA
 Teen Score
 Upscale Seniors

Occupational Criteria

Unknown
 Business Owner
 Professional or Technical
 Executive/Upper Management
 Middle Management
 White-Collar
 Blue-Collar/Skilled Tradesperson
 Health Services
 Clerical/Administrative
 Homemaker
 Retired
 Military
 Teacher
 Nurse
 In-Home Business
 Sales/Marketing
 Student
 Lawyers-Judges
 Doctor
 Supervisor
 Farm
 Foreman
 Operatives
 Service Workers
 Management
 Proprietors

Vehicle

of Cars
 New Vehicle Purchase
 Model of 1st Car
 # of Cars owned bought new
 Market Value of Owned Cars

Vehicle Type

Sub-Compact
 Standard
 Luxury

Passenger Utility
 Personal Luxury
 Economy Import
 Intermediate
 Standard Size Import
 Sporty Import
 Compact
 Luxury Import
 Truck
 Motorcycle
 Recreational Vehicle
 Entry Level (car)
 Dump Truck
 Flat Bed
 Lower Middle (car)
 Upper Middle (car)
 Motor home
 Traditional Large (car)
 Sporty
 Prestige Sporty (car)
 Basic Luxury (car)
 Mid Luxury (car)
 Prestige Luxury (car)
 Minivan
 Van
 Sport Utility
 Recreational Camper Trailer
 Compact Pickup
 Recreational Mobile Home
 Midsize Pickup
 Recreational Travel Trailer
 Full-size Pickup
 Full-size Van (cargo)
 Camper
 Bus

LIFESTYLE CATEGORIES

Apparel/Fashion/Beauty

Apparel-Accessories
 Apparel-Children's
 Apparel-General
 Apparel-Men
 Apparel-Stylish Men's
 Apparel-Women
 Apparel-Stylish Women's
 Beauty/Cosmetics

Personal Finance/Self-Help

Finance/Investments
 Motivation Seminars
 Moneymaking Opportunities

Charitable Donor

Charitable Donor
 Wildlife/Environment

Motor Vehicles/Motorsport

Auto Racing Enthusiast
 Automotive Enthusiast
 Motorcycle Enthusiast
 Truck Enthusiast

Ethnic Products

African American Products
 Asian Products
 Hispanic Products

Arts/History/Science

Culture/Arts
 History
 History-American
 Science

Gambling/Games/Sweepstakes

Gambling
 Gambling-Casino
 Games
 Sweepstakes

Purchasing

Bargain Seekers
 Catalog Shopper
 Children/Family Products
 Credit Card User
 Gift Giver
 Home Office Products
 Internet Buyer
 Office Supplies & Equipment
 Personalized Products/Monograms
 Rural/Farming Products
 Senior Oriented Products
 Tobacco User

Home Improvement Décor

Do-It-Yourselfers
 Home Decorating/Furnishings

Technology/Entertainment

Technology-Audio and Music
 Technology-Computers
 Technology-Electronics
 Technology-High Tech Enthusiast
 Technology- Internet
 Technology-TV/Movies/Video
 Technology-Cable TV Viewing

Single

Mail Responder
 Multiple Mail Responder

Health/Diet/Fitness

Dieting/Weight Loss
 Health/Fitness
 Exercising

Collectibles

Collectibles-Other
 Sports-Cards/Collectible
 Stamps/Coins

Pets/Animals

Horses
 Pet Owners
 Pets-Cats
 Pets-Dogs

Travel

Aviation
 Ocean/Beaches
 Travel-Cruises
 Travel-Foreign
 Travel-General
 Travel-RV
 Travel-US

Crafts/Sewing

Crafts-Crochet
 Crafts-Knitting
 Crafts-Needlepoint
 Crafts-Quilting
 Crafts-Sewing
 Hobbies
 Stationery

Books/Magazine/Music

Book Buyers
Books, Music & Magazines
Books-Nonfiction
Books-Science Fiction
Comic Book Readers
Magazine Subscribers

Outdoor Recreation

Boating/Sailing
Camping/Hiking
Fishing
Gardening
Hunting
Outdoor/Recreational
Wild Birds
Bicycling
Recreational Vehicles

Cooking/Wine

Cooking
Gourmet Food and Wine
College

Sports-Soccer
Sports-Tennis
Sports-Watching Sports TV

Photography

Photography
Photo Processing

Politics/Religion/News

Bible/Devotional
Current Events
Politically Conservative
Politically Liberal

Sports

Sports-Baseball
Sports-Basketball
Sports-Football
Sports-General
Sports-Golf
Sports-Hockey
Sports-Snow Skiing