

CONSUMER DATA FILTERS

GEOGRAPHICS

Carrier Route
City
County
DMA
SCF
State
Zip Code
Zip Code +4
Zip Radius

DEMOGRAPHICS

Age/DOB
Blue Chip Household
Current Home Value
Dwelling Type
Elderly Parent in HH
Ethnicity/Race
Family Position
Financial
Banking
Installment
Insurance
Gender
High Credit Ratings
Home Equity Loans
Home Ownership
Home Price
Home Purchase Date
Household Income
Language
Length of Residence
Marital Status
Median HH Income
Mortgage
Loan Type
Lender Name
Mortgage Amount
Mortgage Term
Mortgage Rate Type
Refinance Amount
Refinance Loan Type
Refinance Lender
Refinance Rate Type
Refinance Term
of Adults in HH
of Children in HH
of Persons in HH
Presence of Children
Age Range of Children
Religious Affiliation
Veteran in HH
Wealth Rating

HOME SERVICES

Air Conditioning
Home Fire Places
Home Heat Indicator
Own Swimming Pool

INTERESTS

Arts/Crafts
Athletic
Boating
Career Minded
Cars
Charity
Collectibles
Coins
Dolls
Figurines
Fine Arts
Plates
Sports Memorabilia
Stamps
Cultural
Diet Concerns
Do-It-Yourself
Entertainment
Fitness
Food/Wine
Gambling/Casino
Gardening
Golf
Good Life
Hi Tech Leader
Hobbies
Arts/Crafts
Bird Watching
Cigars
Food & Wine
Home Study
Knitting
Photography
Quilting
Self-Improvement
Sewing
Wines
Woodworking
Home Décor
Home Improvement
Music
Christian/Gospel
Classical
Country
Jazz
Rhythm/Blues
Rock/Roll
Easy Listening
Opportunity Seeker
Outdoors
Boating/Sailing
Camping/Hiking
Fishing
Hunting
Walking
Pets
Toys
Reading
Astrology
Fiction
Bible/Devotional
Books on Tape
Children's
Computer/IT
Cooking/Culinary
Country Lifestyle
Fashion
History
Interior Decorating
Medical/Health
Military
Mystery
Health Remedies
Entertainment
Romance

Science Fiction
Science/Technology
Sports
World News/Politics
Self-Improvement
Sewing
Sports
Baseball
Basketball
Boating/Sailing
Football
Golf
Hockey
NASCAR Racing
Running
Scuba Diving
Snow Skiing
Tennis
Walking
Weight Lifting
Theatre Arts
Travel
Business
Cruises
Personal
Vacation

LIFESTYLE

Education Level
Home Business
Motorcycle Owners
Occupation
Accountants
Architects
Attorneys
Beauty Professionals
Business Owner
Chiropractor
Civil Servant
Clerical/Service Worker
Computer Professional
Counselors
Dentist/Dental Hygienist
Doctors
Electricians
Engineer
Executive/Administrator
Farming/Agriculture
Financial Services
Health Services
Homemaker
Interior Designers
Landscape Architects
Middle Management
Military
Nurses
Optician/Optommetrist
Physical Therapist
Pharmacists
Professional Driver
Professional/Technical
Psychologists
Real Estate
Professionals
Retail Sales
Retired
Sales/Marketing
Self Employed
Social Workers
Speech Pathologist
Student
Surveyor
Teacher/Educator
Tradesman/Laborer
Veterinarian

Work From Home
Pet Owner – Cat
Pet Owner – Dog
RV Owners
Truck Owners
Voter
Active Voters
Contribute Conservative
Contribute Liberal
Contribute Political Cause
Contribute Social Cause
Party Affiliation

BEHAVIORAL

Bank Card User
Credit Card Holder
of Credit Cards
of Credit Card Transactions
of Department Store Cards
Gold/Platinum Card Holder
Book Buyer
Contributor to Charity/Donors
Animal
Arts/Cultural
Children's
Environment
Health
Political (see voters)
Religious
Veterans
Catalog Responder
Email Responder by Category
Gas Card User
Internet Buyer
Magazine Subscriber
Mail Order Buyer/Responder
Online Access
Purchases by Category
Mutual Funds
Real Estate
Stocks/Bonds
Books/Magazines
Children's Products
Clothing
Cosmetics
DVDs
Gifts
Home Décor
Home Furnishings
Home Improvement
Investments
Jewelry
Life Insurance
Plus Sized Clothing
Questionnaire Responder
Retail Buyer
Retail Card User/Upscale
Value Hunter
Warehouse Club Member

Note: Data sources are very fluid; all filters are not available all of the time.



BUSINESS DATA FILTERS

GEOGRAPHY BY:

- State
- City
- County
- Radius around a point/zip code
- DMA (Designated Market Area)
- MSA (Metropolitan Statistical Area)

COMPANY BY:

- Number of employees
- Revenue
- SIC or NAICS industry codes
- Name of the business
- Domain used in business' email addresses

PERSON'S POSITION WITHIN THE COMPANY BY:

- Title
- Level
- Department

EMPLOYEE'S PERSONAL DATA BY:

- Gender
- Race
- Religion
- Language spoken
- Ancestry/Ethnicity