

DATAMASTERS CONSUMER DATA SELECTIONS

Description
Address Link
Address Parsed
Address Type Indicator
Adult Age (2-year Increments)
Adult Age Ranges in HH
Adult Exact Age 1-year Increments
Advertised Medicine Inquirers Propensity
African American Professionals
Age HH (Age Head of Household)
Age Head Of HH - Premier Complete
Apparel - Children's
Apparel - Men's
Apparel - Men's Big & Tall
Apparel - Women's
Apparel - Women's - Petite
Apparel - Women's - Plus Sizes
Arts
Arts & Antiques - Antiques
Arts & Antiques - Art
Auto Work
Automotive, Auto Parts & Accessories
Available Home Equity (Premier)
Available Home Equity (RPA)
Aviation
Bank Card - Household
Bankcard Utilization Precsn Indctr
Bankcard Utilization Rate
Beauty And Cosmetics
Biking / Mountain Biking
Boat Owner
Boating / Sailing
Books & Magazines - Magazines
Books & Music - Books
Books & Music - Books - Audio
Brand Name Medicine Propensity
Broader Living
Business Owner
Business Owners@ Home Indicator - Semcasting
Business Travel - Domestic - Have Taken
Business Travel - Domestic - Would Enjoy
Buying Activity Categories
CC Indicator - Bank Card Holder
CC Indicator - Gas/Dept./Retail Card Holder
CC Indicator - Premium GoldCard Holder
CC Indicator - T/E Card Holder

CC Indicator - Upscale (Dept. Stores)
Camping / Hiking
Career
Career Improvement
Casino Gambling Propensity
Cat Owner
Celebrities
Census Block Code
Census Block Id
Census Median Home Value (hundreds)
Census Median Income (hundreds)
Channel Preference Propensity - Internet
Channel Preference Propensity - Mail
Channel Preference Propensity - Phone
Charitable Giving Score - Semcasting
Children's Apparel - Infants & Toddlers
Children's Interests
Children's Learning & Activity Toys
Children's Products - General
Children's Products - General - Baby Care
Children's Products - General - Back-To-School
Children's Age Range (1 year)
Christian Families
Collectibles - Antiques
Collectibles - Arts
Collectibles - Coins
Collectibles - General
Collectibles - Sports Memorabilia
Collectibles - Stamps
Collectibles And Antiques Grouping
Collector Avid
College Graduate
Common Living
Community / Charities
Community Involvement - Financial Support
Community Reinvestment Act Code
Computers
Computing/Home Office - General
Confidence / Use Code
Congressional District
Consumer Electronics
Consumer Prominence Indicator
Contributor Owner Bytes
Cooking - General
Cooking - Gourmet
Cooking - Low Fat
Cooking / Food Grouping

Crafts

Credit Card - New Issue

Credit Card Buyer - Unknown Type

Credit Card Use - Issuer - American Express - Gold/Premium

Credit Card Use - Issuer - American Express - Regular

Credit Card Use - Issuer - Discover - Gold/Premium

Credit Card Use - Issuer - Discover - Regular

Credit Card Use - Issuer - Gasoline or Retail Card - Gold/Pr

Credit Card Use - Issuer - Gasoline or Retail Card - Regular

Credit Card Use - Issuer - Mastercard - Gold/Premium

Credit Card Use - Issuer - Mastercard - Regular

Credit Card Use - Issuer - Visa - Gold/Premium

Credit Card Use - Issuer - Visa - Regular

Credit Card Users

Cruise Vacation Propensity Model

Cultural / Artistic Living

Current Affairs / Politics

DIY Living

DNC Restricted Phones

DOB (Select Year only)

DOB Flag (For Insurance Purposes)

DSF Delivery Score

DVDs/Videos

Date of Birth

Date of Birth (Month)

Delivery Drop Point Indicator

Dieting / Weight Loss

Discretionary Income Index - Semcasting

Discretionary Income Score - Semcasting

Dog Owner

Donation/Contribution

Dwelling Unit Size

Education Online

Education of Selected Record

Electronics & Computing - TV/Video/Movie Watcher

Electronics / Computers Grouping

Electronics, Computing & Home Office

Empty Nester

Environmental Issues

Equestrian

Estimated Income

Estimated Income - Narrow Ranges

Estimated Income - Premier Complete

Estimated Residential Properties Owned

Ethnic Code

Ethnic Country Code

Ethnic Group Code - Etech
Ethnic Language Preference Codes
Ethnic Religion Code
Exercise - Aerobic
Exercise - Running / Jogging
Exercise - Walking
Exercise / Health Grouping
Expectant Parent
Expiration Date 1 (Loan Month)
Expiration Date 2 (Purchase Month)
FIPsCensus
Fashion
File date
Fishing
Food - Vegetarian
Food - Wines
Foods - Natural
Games - Board Games / Puzzles
Games - Computer Games
Games - Video Games
Gaming
Gaming - Casino
Gaming - Lottery
Gardening - Buying Activity Grouping
Gardening - Interest Grouping
Gender (Individual)
Generations In Household
Geo Match Level Code
Golf
Grandchildren
Green Living
HH Education Precision Indicator
Head HH Education
Head HH Education - Premier Complete
Head HH Occupation
Health
Health & Beauty
Health - Allergy Related
Health - Arthritis/Mobility
Health - Cholesterol Focus
Health - Diabetic
Health - Disabled
Health - Homeopathic
Health - Organic Focus
Health - Orthopedic
Health - Senior Needs
Health / Medical

Heavy Transactor
High End Appliances
High Tech Living
Highbrow
Hispanic Assimilation Index - Etech
Hispanic Country of Origin
Historical Children's Age Range
Historical Children's Age Range (1 Year)
Historical Number of Children
Historical Presence of Children
History / Military
Home & Garden
Home Furnishings / Decorating
Home Improvement
Home Improvement Grouping
Home Improvement – Do-It-Yourselfers
Home Living
Home Market Value
Home Market Value Model - Semcasting
Home Market Value Quality Indicator (W/8642)
Home Purchase Date
Home Purchase Year
Homeowner/Renter
Homeowner/Renter - Premier Complete
Homeowner/Renter Flag - Premier Complete
House Plants
Household Key
Household Size
Household Status Indicator
Hunting
Hunting / Shooting
ITA Index
ITA Precision Indicator
ITA Score
Income Deciles
Income High Ranges
Income Range Broad - Semcasting
Income Range Premium - Semcasting
InfoBase Investor Model - Highly Likely Investors
InfoBase Investor Model - Likely Investors
InfoTrend Cellular User Model
InfoTrend International Long Distance User Model
InfoTrend Internet User Model
InfoTrend Long Distance User Model
InfoTrend Optional Calling Services User Model
Infobase Match Indicator
Insurance Renews In April

Insurance Renews In August
Insurance Renews In December
Insurance Renews In February
Insurance Renews In January
Insurance Renews In July
Insurance Renews In June
Insurance Renews In March
Insurance Renews In May
Insurance Renews In November
Insurance Renews In October
Insurance Renews In September
Intend To Purchase - Hdtv/Satellite Dish
Intend To Purchase – Home Improvement
Interest
Interests & Passions - Collectibles
Interests & Passions - Crafts/Hobbies
Interests - Chiphead
Interests - TV Guide
Internet Connection Type
Investing / Finance Grouping
Investments - Active
Investments - Personal
Investments - Real Estate
Investments - Stocks/Bonds
Investments – Foreign
Jewelry
Keycode
Latitude/longitude
Length Of Residence - 100%
Length Of Residence - 100% - Indicator
Length of Residence
Life Event - Child Nearing High School Graduation
Life Event - New Parent
Life Event - Recent Home Buyer
Life Event - Recent Mortgage Borrower
Life Insurance Policy Owner
Life Insurance Purchase Propensity - Semcasting
Line of Travel
Loan Date 1st
Luggage
Magazines
Mail Order Buyer
Mail Order Donor
Mail Order Prescription Propensity
Mail Responders
Marital Status
Marital Status - Premier Complete

Market Decile
Media Channel Usage - Cell Phone
Media Channel Usage - Daytime TV
Media Channel Usage - Internet
Media Channel Usage - Magazine
Media Channel Usage - Newspaper
Media Channel Usage - Outdoor
Media Channel Usage - Primetime TV
Media Channel Usage - Radio
Media Channel Usage - Yellow Pages
Membership Clubs
Military Memorabilia/Weaponry
Military Veteran
Modeling
Money Seekers
Motorcycle Owner
Motorcycling
Movie / Music Grouping
Movie Collector
Movies At Home
Music - Avid Listener
Music - Home Stereo
Music Collector
Musical Instruments
NASCAR
NCOA Match Code
NetWorth
NetWorth Gold
New Household Key
New Record to File
New/Used Ind - 1st Vehicle
New/Used Ind - 2nd Vehicle
Newest Auto Loan Precision Indcr
Newest Auto Loan Recency
Newlyweds
Nielsen IPA
Nielsen P\$ycle
Nielsen P\$ycle - Indicator
Nielsen Prizm Household
Nielsen Prizm Household - Indicator
Nielsen Prizm Zip
Nielsen Prizm Zip - Indicator
Number Of Children - 100%
Number Of Children - 100% - Indicator
Number Of Credit Lines
Number of Address Lines Present
Number of Sources - Name & Address

Number of Vehicles
Occupation - Detail (Individual)
Occupation of Selected Record
Off-Road Recreational Vehicles
Online Purchasing
Only Records with ZIP+4
Open Auto Loans Precision Indctr
Open Auto Loans Range
Other Pet Owner
Outdoors Grouping
Own a CD Player
PC DSL/High Speed User
PC Operating System
Parenting
Personicx Classic - Refresh
Personicx Finan Ind
Personicx Financial
Personicx Financial Groups - Refresh
Personicx Financial Refresh Precision Indicator
Personicx Hispanic
Personicx Hispanic Indicator
Personicx Indicator
Personicx Insur Ind
Personicx Insurance
Personicx Insurance Groups - Refresh
Personicx Insurance Refresh Precision Indicator
Personicx Life Stage Clusters
Personicx Lifestage Group
Personicx Lifestage Groups - Refresh
Personicx Lifestage Refresh Precision Indicator
Personicx Refresh Precision Indicator
Pets
Phones Where available
Photography
Photography & Video Equipment
Political Party - (Individual)
Political Party - Head of Household
Prem New Car Buyer
Prem Number of Children
Prem Senior Adult
Prem Young Adult
Premier Children Age Ranges
Premier Number of Adults
Premier PC Owner
Premier Purchase Date of Home
Premier Retail Activity - Date Of Last Activity
Presence Of Children - 100%

Presence Of Children - Indicator - 100%
Presence of Children
Presence of Pool
Presence of phone
Probable Teen Driver
Professional Living
Psyte Cluster Code
Psyte Group Code
RFM - Dollars Spent - April
RFM - Dollars Spent - August
RFM - Dollars Spent - December
RFM - Dollars Spent - February
RFM - Dollars Spent - January
RFM - Dollars Spent - July
RFM - Dollars Spent - June
RFM - Dollars Spent - March
RFM - Dollars Spent - May
RFM - Dollars Spent - November
RFM - Dollars Spent - October
RFM - Dollars Spent - September
RFM - Last Offline Order Date (YYYYMM)
RFM - Last Online Order Date (YYYYMM)
RFM - Method Of Payment Total - Cash
RFM - Method Of Payment Total - Credit Card
RFM - Method Of Payment Total - Retail Card
RFM - Number Of Orders - Low Scale Catalogs
RFM - Number Of Orders - Mid Scale Catalogs
RFM - Number Of Orders - Upscale Catalogs
RFM - Offline Average Dollars Per Order
RFM - Offline Dollars Spent
RFM - Offline Number Of Orders
RFM - Offline Orders Quantity \$1,000+
RFM - Offline Orders Quantity \$100 - \$249.99
RFM - Offline Orders Quantity \$250 - \$499.99
RFM - Offline Orders Quantity \$50 - \$99.99
RFM - Offline Orders Quantity \$500 - \$999.99
RFM - Offline Orders Quantity Under \$50
RFM - Offline Weeks Since Last Order
RFM - Online Average Dollars Per Order
RFM - Online Dollars Spent
RFM - Online Number Of Orders
RFM - Online Orders Quantity \$1,000+
RFM - Online Orders Quantity \$100 - \$249.99
RFM - Online Orders Quantity \$250 - \$499.99
RFM - Online Orders Quantity \$50 - \$99.99
RFM - Online Orders Quantity \$500 - \$999.99
RFM - Online Orders Quantity Under \$50

RFM - Online Weeks Since Last Order
RFM - Weeks Since Last Order
RV
RV Owner
RX - Online Search Propensity
Radius Distance
Radius Distance
Range of New Credit
Ranking Invitation to Apply Approvals
Reading - Audio Books
Reading - Best Sellers
Reading - Financial Newsletter Subscribers
Reading - General
Reading - Magazines
Reading - Religious / Inspirational
Reading - Science Fiction
Reading Grouping
Real Property Detail (Specific Property Type)
Real Property Lender Type 1st
Real Property Loan Amount 1st
Real Property Loan-To-Value Range
Real Property Property Type
Real Property Purchase Amount
Real Property Real Estate Investor
Real Property Year Built
Real Property Year Built Ranges
Recent Divorced
Record Score (Internal - Consolidation)
Religious / Inspirational
Retail Purchases - Most Frequent Category
Revolving Bank Card Index
Revolving Bank Card Range
Revolving Bank Precision Indicator
Science / Space
Scuba Diving
Self Improvement
Sewing / Knitting / Needlework
Single Parent
Small Office-Home Office
Smoking / Tobacco
Snow Skiing
Social Networker - # Of Sites Individual Uses
Software Buyer
Soundex
Source Rank
Spectator - TV Sports
Spectator Sports - Auto / Motorcycle Racing

Spectator Sports - Baseball
Spectator Sports - Basketball
Spectator Sports - Football
Spectator Sports - Hockey
Spectator Sports - Soccer
Spectator Sports - Tennis
Sports & Leisure
Sports Grouping
Sporty Living
Strange And Un
Sub-Types of Retail Activity
Supports Animal Welfare Causes
Supports Art and Cultural Causes
Supports Charitable Causes
Supports Charitable Causes - Undefined
Supports Children's Causes
Supports Environment or Wildlife Causes
Supports Health Causes
Supports International Aid Causes
Supports Political Causes
Supports Political Conservative Causes
Supports Political Liberal Causes
Supports Religious Causes
Supports Veteran's Causes
Sweepstakes / Contests
TV - Cable
TV - HDTV/Satellite Dish
TV - Satellite Dish
Tapestry Cluster
Telecommunications
Tennis
Theater / Performing Arts
Time Zone
Title Slug
Travel
Travel - Airline
Travel - Cruise Vacations
Travel - Domestic
Travel - Family Vacations
Travel - International
Travel Grouping
Truck Owner
Truck/Motorcycle/RV
Underbanked / Cash Transactor
Unique Sequence Number / Record ID
Upscale Living
VEHICLE INSURANCE RENEWAL MONTH

VEHICLE TYPE SCAN FIELD

VEHICLE VERIFICATION DATE - SCAN FIELD

Vacant Address Flag

Vacation Property Ownership Propensity - Semcasting

Vacation Travel - International - Have Taken

Vacation Travel - International - Would Enjoy

Vacation Travel - RV

Vacation Travel - United States - Have Taken

Vacation Travel - United States - Would Enjoy

Value-Priced General Merchandise

Vehicle - Dominant Lifestyle

Vehicle - Intend To Purchase

Vehicle 1 - Year (1988 - Present)

Vehicle 1 Make

Vehicle 1 Model

Vehicle 2 - Year (1988 - Present)

Vehicle 2 Make

Vehicle 2 Model

Vehicle Propensity - Compact - Semcasting

Vehicle Propensity - Coupe - Semcasting

Vehicle Propensity - Cross Over - Semcasting

Vehicle Propensity - Domestic Sedan - Semcasting

Vehicle Propensity - Exotic - Semcasting

Vehicle Propensity - Foreign Sedan - Semcasting

Vehicle Propensity - Luxury Cross Over - Semcasting

Vehicle Propensity - Luxury SUV - Semcasting

Vehicle Propensity - Luxury Sedan - Semcasting

Vehicle Propensity - Pickup Truck - Semcasting

Vehicle Propensity - SUV - Semcasting

Vehicle Type - 1St Vehicle

Vehicle Type - 2Nd Vehicle

Vehicle Value Index - Semcasting

Vehicle Verification Date - 1St Vehicle - Month

Vehicle Verification Date - 1St Vehicle - YYYYMM

Vehicle Verification Date - 1St Vehicle - Year

Vehicle Verification Date - 2Nd Vehicle - Month

Vehicle Verification Date - 2Nd Vehicle - YYYYMM

Vehicle Verification Date - 2Nd Vehicle - Year

Water Sports

Wireless - Cellular Phone Owner

Wireless - Product Buyer

Woodworking

Working Woman Indicator

Young Men's Apparel

Young Women's Apparel

ZIP4 Record Type