



Registered Vote Universe: Over 215 Million
Landline & Mobile Universe: Over 400 Million
Email Address Universe: Over 600 Million

KLS DIRECT MARKETING REGISTERED VOTER DATABASE is the most uniquely enriched and comprehensive registered voter database in the industry. It is a highly valued resource which is compiled from over 4,000 boards of elections, county clerks and registrars offices across 50 states and D.C. The data is enhanced with over 1,000 demographics and political models. The data is geographically selectable with enhanced political boundaries from congressional districts to school boards for precise geographical targeting. The Registered Voter Database is the perfect data solution for direct mail, robo calls, polling, walk lists, emailing, voter matching, and digital applications.

DEMOGRAPHIC SELECTIONS

PHONE/EMAIL

Email
 Mobile Number - Prepaid indicator
 Mobile Phone Cord Cutter Indicator
 Mobile Phone Confidence Code
 Mobile Phone Connectivity Code
 Mobile Phone Number
 Mobile Phone Provider Name
 Mobile Phone Verification Code
 Mobile Valid Flag
 Phone Connectivity Code
 Phone Number
 Phone Source
 Phone Validity Flag
 Robo Phone Type

GEOGRAPHICS

Address House Number
 Carrier Route
 CBSA
 Census Block Census
 Block Group Census
 Designated Place Census
 Place Code Census Place
 Name Census State
 Census Tract
 Census - Percent Asian
 Census - Percent African American
 Census - Percent Hispanic
 Census - Percent Indian
 Census - Percent Other
 Census - Percent Pacific Islander
 Census - Percent Caucasian

City District
 Congressional District
 County
 County Code
 Country Commission
 County Name
 County Number
 County State
 County FIPS USPS
 County Name USPS
 Designated Market Area Code
 Designated Market Area Name
 DMA/Media Markets
 House Number
 Mail Address Type
 Mail Address
 Mail Apartment Name
 Mail Apartment Number
 Municipality
 Odd Even Residence Address
 Indicator
 Precinct/Ward
 School District
 State Lower House District
 State Senate District
 Time Zone

POLITICAL

2nd Amendment Supporters
 Active Military
 Absentee Activity Status
 Animal Rights Supporters
 Conservative Probability
 Current Affairs/Politics
 Democrat Probability

Environmentalists
 Evangelical
 Federal Donor Model Decile
 Federal Donor Model Percentile
 Green Probability
 Gun Control Supporters
 Healthcare Professionals
 Healthcare Reform
 Hillary Clinton Supporters
 Household Party Mix
 Interest in Border Security
 Interest in Education Issues
 Interest in Immigration Reform
 Independent Probability
 Liberal Probability
 Federal Donor Model Donation Amount
 LGBT Supporters/Donors
 Libertarian Probability
 Likely Bernie Sanders Supporters
 Marijuana Policy Reform Supporter
 Marriage Equality
 Military Supporters
 Modeled Conservative Party Modeled Decile
 Score Modeled Percentile Score - Conservative
 Party Modeled Probability Score - Conservative
 Party Modeled Decile Score - Democrat Party
 Modeled Percentile Score - Democrat Party
 Modeled Probability Score - Democrat Party
 Modeled Decile Score - Green Party
 Modeled Percentile Score - Green Party
 Modeled Probability Score - Green Party
 Modeled Decile Score - Independent Party
 Modeled Percentile Score - Independent Party
 Modeled Probability Score - Independent Party

POLITICAL CONT.

Modeled Decile Score - Libertarian Party
Modeled Percentile Score - Libertarian Party
Modeled Probability Score - Libertarian Party
Modeled Decile Score - Liberal Party
Modeled Percentile Score - Liberal Party
Modeled Probability Score - Liberal Party
Modeled Decile Score - Republican Party
Modeled Percentile Score - Republican Party
Modeled Probability Score - Republican Party
Obama Supporter
Organized Labor Supporters
Party Code
Persuadable/Swing Voter
Previous Party Registration
Political Ideology
Pro Life/Choice
Republican Probability
Taxes
Trailer Voter Count
Profiled Voters - Likely Tea Party Supporters or Donors
Profiled Voters - Likely Trump Supporter
Profiled Voters - Veterans
State Donation likely amount decile
State Donation likely amount percentile
State Donation likely amount prediction
State Donation likely amount rank
State Donor likelihood decile
State Donor likelihood percentile
State Donor likelihood probability
State Donor likelihood rank
State Donor Model Percentile
State Donor Model Decile
State Donor Model Donation Amount
Turnout Probability - Presidential Primary
Turnout Probability - Midterm General
Turnout Probability - Midterm Primary
Turnout Probability - Presidential General
Turnout Decile Score - Midterm General
Turnout Percentile Score - Midterm General
Turnout Probability - Midterm General
Turnout Ranking - Midterm General
Turnout Decile Score - Midterm Primary
Turnout Percentile Score - Midterm Primary
Turnout Probability - Midterm Primary
Turnout Ranking - Midterm Primary
Turnout Decile Score - Presidential General
Turnout Percentile Score - Presidential General
Turnout Probability - Presidential General
Turnout Ranking - Presidential General
Turnout Decile Score - Presidential Primary
Turnout Percentile Score - Presidential Primary
Turnout Probability - Presidential Primary
Turnout Ranking - Presidential Primary

State Contributor Flag

A - Active
I - Inactive
S - Suspense
F - Felon
D - Deceased
C - unknown Cancellation

Voting Method Preference
Voter ID
Voter Propensity - General Elections
Voter Propensity - Other Elections
Voter Propensity - Presidential Primary Elections
Voter Propensity - Primary Elections
Voter Registration Date
Voter Status
Voter Trailer

VOTE HISTORY

Federal Donation Amount
General Vote History
Likely to vote absentee
Likely to vote early
Likely to vote in person
Method of voting is not known
Other Vote History
Primary Vote History
Presidential Vote History
State Donation Amount
Turnout Data Differential Gubernatorial
Turnout Data Differential Senatorial
Turnout Data Gubernatorial
Turnout Data Presidential
Turnout Data Presidential
Turnout Data Senatorial
Voter Propensity General
Voter Propensity Other
Voter Propensity Presidential Primary
Voter Propensity Primary
Voting Registration Date
Voter Status

DONOR

Arts/Culture Charitable Donor
Animal Welfare Charitable Donor
Charitable Donor Decile
Charitable Donor Percentile
Charitable Donor Probability
Charitable Donation
Children's Charitable Donor
Community/Charities
Contributor to political organizations
Donor/Charitable Giver
Environmental Issues Charitable Donor
Environment or Wildlife Charitable Donor

Federal Election Contributor

FEC Contributor 2017 - 2018
FEC Contributor 2015 - 2016
FEC Contributor 2013 - 2014
FEC Contributor 2011 - 2012
FEC Contributor 2009 - 2010
FEC Contributor 2007 - 2008
FEC Contributor 2005 - 2006
FEC Contributor 2003 - 2004
FEC Contributor 2001 - 2002
FEC Contributor 1999 - 2000
FEC Contributor 1997 - 1998
FEC Contributor 1995 - 1996
FEC Contributor 1993 - 1994
FEC Contributor 1991 - 1992
FEC Contributor 1989 - 1990
FEC Contributor 1987 - 1988
FEC Contributor 1985 - 1986

Health Charitable Donor
International Aid Charitable Donor
Mail Order Donor
Other Types of Charitable Donor
Politically Conservative Charitable Donor
Political Charitable Donation
Politically Liberal Charitable Donor
Religious Charitable Donor
Veteran's Charitable Donor Contributor
Veteran's Charitable Donor

INDIVIDUAL

Age Indicator
Age Range
Age Indicator Range
Age Source
Adult Female 18-24
Adult Male 18-24
Adult 18-24
Adult Female 25-34
Adult Male 25-34
Adult 25-34
Adult Female 35-44
Adult Male 35-44
Adult 35-44
Adult Female 45-54
Adult Male 45-54
Adult 45-54
Adult Female 55-64
Adult Male 55-64
Adult 55-64
Adult Female 65-74
Adult Male 65-74
Adult 65-74
Adult Female 75 +
Adult Male 75 +
Adult 75+
Birth Date
Birthdate (YYYYMMDD)
Blue Collar Worker

Business Owner
Business Owner Accountant
Business Owner Contractor
Business Owner Funeral Director
Business Owner-Owner
Business Owner Partner
Business Owner Self-Employed
Civil Servant
Dealer/Retailer/Storekeeper
Distributor/Wholesaler
Education Level
Executive
Gender

Generation Category

Traditionalists
Baby Boomer
Generation X
Millennial
Generation Z

Home Based Business
Home Business
Management Occupation
Marital Status
Medical Profession
Military/ Police
Office Workers
Occupation
Online Education
Teaching Professions
Technology Sciences
Single Parent
Student/Volunteer/Retiree
White Collar Workers
Working Woman

Occupation Detail

T999 - Professional
T998 - Architect
T997 - Chemist
T996 - Curator
T995 - Engineer
T994 - Engineer/Aerospace
T993 - Engineer/Chemical
T992 - Engineer/Civil
T991 - Engineer/Electrical/Electronic
T990 - Engineer/Field **T989** - Engineer/Industrial **T988** - Engineer/Mechanical **T987** - Geologist
T986 - Home Economist
T985 - Legal/Attorney/Lawyer
T984 - Librarian/Archivist
T983 - Medical Doctor/Physician
T982 - Pastor
T981 - Pilot
T980 - Scientist
T979 - Statistician/Actuary

Occupation Detail Cont.

T978 - Veterinarian
T899 - Computer
T898 - Computer Operator **T897** -
Computer Programmer **T896** -
Computer/Systems Analyst
E799 - Executive/Upper Management
E798 - CEO/CFO/Chairman/Corp Officer
E797 - Comptroller
E796 - Politician/Legislator/Diplomat
E795 - President
E794 - Treasurer
E793 - Vice President
M699 - Middle Management
M698 - Account Executive
M697 - Director/Art Director
M696 - Director/Executive Director
M695 - Editor
M694 - Manager
M693 - Manager/Assistant Manager
M692 - Manager/Branch Manager
M691 - Manager/Credit Manager
M690 - Manager/District Manager
M689 - Manager/Division Manager
M688 - Manger/General Manager
M687 - Manager/Marketing Manager
M686 - Manager/Office Manager
M685 - Manager/Plant Manager
M684 - Manager/Product Manager
M683 - Manager/Project Manager
M682 - Manager/Property Manager
M681 - Manager/Regional Manager
M680 - Manager/Sales Manager
M679 - Manager/Store Manager
M678 - Manager/Traffic Manager
M677 - Manager/Warehouse Manager
M676 - Planner
M675 - Principal/Dean/Educator
M674 - Superintendent
M673 - Supervisor
W599 - White Collar Worker
W598 - Accounting/Biller/Billing clerk
W597 - Actor/Entertainer/Announcer
W596 - Adjuster
W595 - Administration/Management
W594 - Advertising
W593 - Agent
W592 - Aide/Assistant
W591 - Aide/Assistant/Executive
W590 - Aide/Assistant/Office
W589 - Aide/Assistant/School
W588 - Aide/Assistant/Staff
W587 - Aide/Assistant/Technical
W586 - Analyst
W585 - Appraiser
W584 - Artist
W583 - Auctioneer
W582 - Auditor
W581 - Banker
W580 - Banker/Loan Office
W579 - Banker/Loan Processor
W578 - Bookkeeper
W577 - Broker
W576 - Broker/Stock/Trader
W575 - Buyer
W574 - Cashier
W573 - Caterer
W572 - Checker
W571 - Claims Examiner/Rep/Adjudicator
W570 - Clerk
W569 - Clerk/File
W568 - Collector
W567 - Communications
W566 - Conservation/Environment
W565 - Consultant/Advisor
W564 - Coordinator
W563 - Customer Service/Representative
W562 - Designer
W561 - Detective/Investigator
W560 - Dispatcher
W559 - Draftsman
W558 - Estimator
W557 - Expeditor
W556 - Finance
W555 - Flight Attendant/Steward
W554 - Florist
W553 - Graphic Designer/Commercial Artist
W552 - Hostess/Host/Usher
W551 - Insurance/Agent
W550 - Insurance/Underwriter
W549 - Interior Designer
W548 - Jeweler
W547 - Marketing
W546 - Merchandiser
W545 - Model
W544 - Musician/Music/Dance
W543 - Personnel/Recruiter/Interviewer
W542 - Photography
W541 - Public Relations
W540 - Publishing
W539 - Purchasing **W538** -
Quality Control **W537** -
Real Estate/Realtor **W536** -
Receptionist
W535 - Reporter
W534 - Researcher
W533 - Sales
W532 - Sales Clerk/Counterman
W531 - Security
W530 - Surveyor
W529 - Technician
W528 - Telemarketer/Telephone/Operator
W527 - Teller/Bank Teller
W526 - Tester
W525 - Transcriber/Translator
W524 - Travel Agent
W523 - Union Member/Rep.
W522 - Ward Clerk

Occupation Detail Cont.**W521** - Water Treatment**W520** - Writer**L499** - Blue Collar Worker**L498** - Animal Technician/Groomer**L497** - Apprentice**L496** - Assembler**L495** - Athlete/Professional**L494** - Attendant**L493** - Auto Mechanic**L492** - Baker**L491** - Barber/Hairstylist/Beautician**L490** - Bartender**L489** - Binder**L488** - Bodyman**L487** - Brakeman**L486** - Brewer**L485** - Butcher/Meat Cutter**L484** - Carpenter/Furniture/Woodworking**L483** - Chef/Butler**L482** - Child Care/Day Care/Babysitter**L481** - Cleaner/Laundry**L480** - Clerk/Deli**L479** - Clerk/Produce**L478** - Clerk/Stock**L477** - Conductor**L476** - Construction**L475** - Cook**L474** - Cosmetologist**L473** - Courier/Delivery/Messenger**L472** - Crewman**L471** - Custodian**L470** - Cutter**L469** - Dock Worker**L468** - Driver**L467** - Driver/Bus Driver**L466** - Driver/Truck Driver**L465** - Electrician**L464** - Fabricator**L463** - Factory Workman**L462** - Farmer/Dairyman**L461** - Finisher**L460** - Fisherman/Seaman**L459** - Fitter**L458** - Food Service**L457** - Foreman/Crew leader**L456** - Foreman/Shop Foreman**L455** - Forestry**L454** - Foundry Worker**L453** - Furrier**L452** - Gardener/Landscaper**L451** - Glazier**L450** - Grinder**L449** - Grocer**L448** - Helper**L447** - Housekeeper/Maid**L446** - Inspector**L445** - Installer**L444** - Ironworker**L443** - Janitor**L442** - Journeyman**L441** - Laborer**L440** - Lineman**L439** - Lithographer**L438** - Loader **L437**- Locksmith **L436** -Machinist **L435** -

Maintenance

L434 - Maintenance/Supervisor**L433** - Mason/Brick/Etc.**L432** - Material Handler**L431** - Mechanic**L430** - Meter Reader**L429** - Mill worker**L428** - Millwright**L427** - Miner**L426** - Mold Maker/Molder/Injection Mold**L425** - Oil Industry/Driller**L424** - Operator**L423** - Operator/Boilermaker **L422**- Operator/Crane Operator **L421** -Operator/Forklift Operator **L420** -Operator/Machine Operator **L419** -

Packer

L418 - Painter**L417** - Parts (Auto Etc.)**L416** - Pipe fitter**L415** - Plumber**L414** - Polisher**L413** - Porter**L412** - Press Operator**L411** - Presser**L410** - Printer**L409** - Production**L408** - Repairman**L407** - Roofer**L406** - Sanitation/Exterminator**L405** - Seamstress/Tailor/Handicraft**L404** - Setup man**L403** - Sheet Metal Worker/Steel Worker**L402** - Shipping/Import/Export/Custom**L401** - Sorter**L400** - Toolmaker**L399** - Transportation**L398** - Typesetter**L397** - Upholstery**L396** - Utility**L395** - Waiter/Waitress**L394** - Welder**H349** - Health Services**H348** - Chiropractor**H347** - Dental Assistant**H346** - Dental Hygienist**H345** - Dentist**H344** - Dietician**H343** - Health Care**H342** - Medical Assistant**H341** - Medical Secretary

Occupation Detail Cont.

H340 - Medical Technician
H339 - Medical/Paramedic
H338 - Nurses Aide/Orderly
H337 - Optician
H336 - Optometrist
H335 - Pharmacist/Pharmacy
H334 - Psychologist
H333 - Technician/Lab
H332 - Technician/X-ray
H331 - Therapist
H330 - Therapists/Physical
H329 - Nurse
H328 - Nurse (Registered)
H327 - Nurse/LPN
H326 - Social Worker/Case Worker
S299 - Legal/Paralegal/Assistant
S298 - Legal Secretary
S297 - Secretary
S296 - Typist
S295 - Data Entry/Key Punch
P249 - Homemaker
P248 - Retired
P247 - Retired/Pensioner
P246 - Part Time
P245 - Student
P244 - Volunteer
A199 - Armed Forces
A198 - Army Credit Union Trades
A197 - Navy Credit Union Trades
A196 - Air Force
A195 - National Guard
A194 - Coast Guard
A193 - Marines
I149 - Coach
I148 - Counselor
I147 - Instructor
I146 - Lecturer
I145 - Professor
I144 - Teacher
I143 - Trainer
C129 - Civil Service
C128 - Air Traffic Control
C127 - Civil Service/Government
C126 - Corrections/Probation/Parole
C125 - Court Reporter
C124 - Firefighter **C123** -
 Judge/Referee **C122** -
 Mail Carrier/Postal **C121** -
 Mail/Postmaster **C120** -
 Police/Trooper

HOUSEHOLD

Address Type
 Broader Living
 Children in Household Age
 Census Median Household Income
 Common Living
 Cultural/Artistic Living

Do It Yourself Living
 Education Level
 Estimated Household Income
 Gender Household Mix
 Grandchildren
 Has a Grandchild(ren)
 High Brow Household
 High Tech Living
 Home Living
 Home Office
 Household Contains a Senior
 Household Gender Mix
 Household Marital Status
 Household Number
 Household Size
 Number of Adults
 Number of Children in Household
 Number of Generations in the Household
 Number of Persons in Household
 Number of People in the Household
 Presence of Children
 Professional Living
 Single Parent Up
 Scale Living
 Veteran Household
 Young Adult in the Household

Ethnic Confidence Code

A - 95% + African American
B - 85% + African American
C - 75% + African American
D - 65% + African American

Ethnic Group

F - All African American Ethnic Groups
O - Far Eastern
A - Southeast Asian
C - Central & Southwest Asian
M - Mediterranean
N - Native American
S - Scandinavian
P - Polynesian
I - Middle Eastern
J - Jewish
W - Western European
E - Eastern European
U - Miscellaneous Other
Z - Uncoded (No Group)
Y - Hispanic
T - Other

CHILDREN

Child Age 00-02 Female
 Child Age 00-02 Male
 Child Age 00-02 Unknown Gender
 Child Age 03-05 Female
 Child Age 03-05 Male
 Child Age 03-05 Unknown Gender
 Child Age 06-10 Female

CHILDREN CONT.

Child Age 06-10 Male
 Child Age 06-10 Unknown Gender
 Child Age 11-15 Female
 Child Age 11-15 Male
 Child Age 11-15 Unknown Gender
 Child Age 16-17 Female
 Child Age 16-17 Male
 Child Age 16-17 Unknown Gender
 Age 00-02 Female
 Age 00-02 Male
 Age 00-02 Unknown Gender
 Age 03-05 Female
 Age 03-05 Male
 Age 03-05 Unknown Gender
 Age 06-10 Female
 Age 06-10 Male
 Age 06-10 Unknown Gender
 Age 11-15 Female
 Age 11-15 Male
 Age 11-15 Unknown Gender
 Age 16-17 Female
 Age 16-17 Male
 Age 16-17 Unknown Gender
 Children's Products - Baby Care
 Children's Products - General
 Children's Interests
 Children's Products - Back to School
 Children's Learning and Activity Toys
 Number of Children
 Parenting
 Presence of Children

ETHNICITY:

African American Professionals
 Assimilation Level
 Census Ethnicity Percentage
 Country of Origin
 Hispanic Country Code
 Inferred Ethnicity
 Language

Country of Origin

C1 - Afghani
C2 - Bangladesh
C3 - Indian
C4 - Pakistani
C5 - Sri Lankan
C6 - Nepal
C7 - Telugan
D0 - Algerian
D1 - Arab
D2 - Bahrain
D3 - Egyptian
D4 - Greek
D5 - Iraqi
D6 - Kurdish
D7 - Jewish
D8 - Kuwaiti

D9 - Libyan
DE - Macedonian
DF - Moroccan
DG - Qatar
DH - Persian
DJ - Saudi
DK - Syrian
DL - Tunisian
DM - Turkish
DN - Yemeni
DS - Maltese
HA - Argentina
HB - Bolivia
HC - Cuba
HD - Dominican Republic
HE - El Salvador
HG - Guatemala
HH - Honduras
HJ - Colombia
HK - Panama
HL - Ecuador
HM - Mexico
HN - Nicaragua
HP - Puerto Rico
HQ - Chile
HR - Costa Rica
HS - Spain
HU - Uruguay
HV - Venezuela
HX - Peru
HY - Paraguay
HZ - Brazil
KS - Native American
M0 - African American 1
M1 - Angolan
M2 = Ashanti
M3 - Basotho
M4 - Benin
M5 - Bhutanese
M6 - Burkina Faso
M7 - Burundi
M8 - Cameroon
M9 - Cent Afric Rep
MA - Chad
MB - Comoros
MC - Congo
MD - Equat Guinea
ME - Ethiopian
MF - Gabon
MG - Gambia
MH - Ghana
MJ - Guinea-Bissea
MK - Guyana
ML - Ivory Coast
MM - Kenya
MN - Lesotho
MO - Liberian
MP - Madagascar
MQ - Malawi

MR - Mali
MS - Namibian
MT - Nigerian
MU - Mozambique
MV - Papua New Guinea
MW - Ruandan
MX - Senegalese
MY - Siere Leone
MZ - Somalia
N1 - Danish
N2 - Dutch
N3 - Finnish
N4 - Icelandic
N5 - Norwegian
N6 - Scotch
N7 - Swedish
N8 - Welsh
R1 - Aleut
R2 - Myanmar
R3 - Chinese
R4 - Fiji
R5 - Hawaiian
R6 - Indonesian
R7 - Japanese
R8 - Khmer
R9 - Korean
RA - Laotian
RB - Malay
RC - Mongolian
RD - Other Asian
RE - Filipino
RF - Thai
RG - Tibetan
RH - Vietnamese
RJ - Maldivian
RK - Nauruan
RM - New Zealand
RP - Australian
RQ - Vanuatuan
RS - Pili
T1 - Belgian
T2 - Basque
T3 - English
T4 - French
T5 - German
T6 - Irish
T7 - Italian
T8 - Portuguese
T9 - Hispanic
TE - Liechtenstein
TF - Luxembourgian
TH - Swiss
TJ - Manx
U0 - Albanian
U1 - Armenian
U2 - Austrian
U3 - Azerb
U4 - Bosnian
U5 - Bulgarian

Country of Origin Cont.

U6 - Byelorussian
U7 - Chechnian
U8 - Croatian
U9 - Czech **UA**
- Estonian **UB** -
Georgian **UC** -
Hungarian **UD** -
Kazakh
UE - Kirghiz
UF - Kyrgyzstani
UG - Latvian
UH - Lithuanian
UI - Moldavian
UJ - Polish
UK - Romanian
UL - Russian
UM - Serbian
UN - Slovakian
UP - Slovenian
UQ - Tajikistan
UR - Tajik
UT - Turkmenistan
UV - Ukrainian **UW**
- Uzbekistani **W0** -
South African **W1** -
Surinam
W2 - Sudanese
W3 - Swaziland
W4 - Tanzanian
W5 - Togo
W6 - Tonga
W7 - Ugandan
W8 - Xhosa
W9 - Zaire
WA - Zambian
WB - Zimbabwe
WC - Zulu
WE - Djibouti
WF - Guinean
WG - Mauritania
WH - Niger
WJ - Seychelles
WK - Western Samoa
WL - African American 2
WM - Botswanian
WN - Hausa
WP - Caribbean African American
WS - Swahili
XX - Multi-Ethnic

RELIGION

Christian Family
Religion
Religious Magazines
Religion or Spirituality
Religion/Spirituality
Religious or Spiritual Literature

HOME AND MORTGAGE

Apartment Name
Apartment Number
Census Median Home Value (Numeric Income Value)
Dwelling Type
Has Air Conditioning
Has a Fireplace
Home Fuel Type
Home Sale Transaction Type Code
Homeowner
Home Market Value
Length of Residence
Loan to Value
Mortgage 2nd Most Recent Lender Code
Mortgage 2nd Most Recent Lender Name
Most Recent Lender Code
Mortgage 2nd Most Recent Mortgage Amount
Mortgage 2nd Most Recent Mortgage Load Type Code
Mortgage 2nd Most Recent Mortgage Date
Mortgage 2nd Most Recent Mortgage Interest Rate
Mortgage 2nd Most Recent Mortgage Interest Rate Type
Most Recent Mortgage Amount
Most Recent Mortgage Date
Most Recent Lender Name
Most Recent Mortgage Interest Rate
Most Recent Mortgage Interest Rate Type
Purchase 1st Mortgage Amount Purchase
1st Mortgage Loan Type Code Purchase
1st Mortgage Interest Rate Purchase 1st
Mortgage Interest Rate Type Purchase
2nd Mortgage Amount
Purchase 2nd Mortgage Loan Type Code
Purchase Lender Code
Purchase Lender Name
Purchase Mortgage Date
Purchase Date
Purchase Price
Swimming Pool

Sales Transaction Code

R - Resale
N - Subdivision/new Construction
C - Construction Loan
S - Seller Carryback

Home Septic System Type

1 - Sewer - Commercial
2 - Sewer - Private
3 - Sewer - Public
4 - Sewer - Septic

Home Water Source

1 - Water - Commercial
2 - Water - Private
3 - Water - Public
4 - Water - Well

Home - Year Built

SUBSCRIBER AND BUYING BEHAVIOR

Books, Magazines and Music - Audio Books
Books, Magazines and Music - Books
Books, Magazines and Music - Magazines
Mail Order Purchaser
Mail Order Responder
of Family Magazine purchases
of Female Magazine Purchases
of Male Magazine purchases
of Gardening Magazine purchases
of Culinary Magazine purchases
of Health Magazine purchases
of Do It Yourself Magazine purchases
of Financial Magazine purchases
of Photography Magazine purchases#
of Opportunity Magazine purchases
of Book Merchandise purchases
of Craft Merchandise purchases
of Female Merchandise purchases
of Food Merchandise purchases
of Garden Merchandise purchases
of General Merchandise purchases
of Gift Merchandise purchases
of Male Merchandise purchases
of Upscale Merchandise purchases
Online Purchasing Indicator
Purchases Books
Purchases Children's Apparel
Purchases Cooking Magazines
Purchases Crafts
Purchases Do It Yourself Magazines
Purchases Family Magazines
Purchases Female Oriented Products
Purchases Financial Magazines
Purchases Food Products
Purchases Garden Products
Purchases Gardening Magazines
Purchases General Merchandise
Purchases Gift Products
Purchases Health Magazines
Purchases Infants & Toddler's Apparel
Purchases Magazines
Purchases Male oriented Magazines
Purchases Male Oriented Products
Purchases Men's Apparel
Purchases Men's Big/Tall Apparel
Purchases Opportunity Magazines
Purchases Photography Magazines
Purchases Upscale Products
Purchases via Mail Order
Purchases Women's Apparel
Purchases Women's Petite Apparel
Purchases Women's Plus Apparel
Purchases Young Men's Apparel
Purchases Young Women's
Apparel Value Priced General
Merchandise

CREDIT CARDS

American Express Gold/Premium Card
American Express Regular Card
Bank Card Holder
Bank Card - Presence in Household
Credit Card - Premium
Credit Card - Unknown Type
Credit Card User
Discover Gold/Premium Card
Discover Regular Card
Retail/Gas Premium Card
Retail/Gas Regular Card
Mastercard Gold/Premium Card
Mastercard Regular Card
Range of New Credit
Has Credit Card
Upscale Department Store Cardholder
Gas/Retail/Department Store Card Holder
Has a Gold Card
Number of Lines of Credit
Gold/Premium Visa Cardholder
Regular Visa Cardholder

ARTS, ANTIQUES AND COLLECTIBLES

Antiques Purchaser
Art Purchaser Arts
Interest Collectibles -
Antiques Collectibles -
Art Collector - Avid
Collectibles - Coins
Collectibles - General
Collectibles and Antiques Interest Group
Collector - Movies
Collector - Sports Memorabilia
Collector - Stamps
Crafts

ARTS, ANTIQUES AND COLLECTIBLES CONT.

Interest in Decorating
Interest in Collectibles
Interest in Hobbies
Photography
Photography and Video Equipment
Theater and the Performing Arts
Woodworking

MUSIC AND READING

Music - Avid Listener
Music - Collector
Music -Interest in Home Stereos
Music - Interest in Musical Instruments
Music - Interest in Music Players
Movies/Music Interest Group
Reader
Reading - Financial Newsletter Subscribers
Reading - General
Reading Interest Group
Reading - Religious / Inspirational

MUSIC AND READING CONT.

Reading - Science Fiction
Reading - Magazines
Reading - Audio Books

AUTOMOTIVE

Auto Buff
Automotive, Auto Parts and Accessories
Auto/Motorcycle Racing Spectator
Auto Work
Aviation
Interest in NASCAR
Motorcycling

BEAUTY AND FASHION:

Beauty and Cosmetics
Health and Beauty
Health and Medical
Jewelry

ELECTRONICS AND TECHNOLOGY

Computer Owner
Computing/Home Office - General
Computers
Consumer Electronics
DVDS/videos
Electronics/Computers Interest Group
Electronics, Computing, Home Office
Electronics, TV, Video, Movie Watcher
Telecommunications
Cable TV
Satellite Dish TV

FINANCIAL

Active Investor
Credit Rating
Estimated Investment Properties Owned
Foreign Investments
Investor
Investing and Finance Group
Networth
Personal Investments
Real Estate Investor
Stocks and Bonds Investor
Wealth

FITNESS AND EXERCISE

Dieting/Weight Loss
Exercise
Exercise - Aerobic
Exercise/ Health Groups
Exercise Running/Jogging
Exercise - Walking

GAMING

Gaming
Games - Board Games and Puzzles
Gaming - Casino
Games - Computers
Games - Video
Sweepstakes and Contests

SPORTS

Baseball Spectator
Basketball Spectator
Football Spectator
Golfer
Ice Hockey Spectator
Soccer Spectator
Sports
Sports and Leisure
Sports Interest Group
Sporty Living
Tennis
TV Sports Spectator

OUTDOOR ENTHUSIASTS

Big Game Hunter
Boating/Sailing
Camping/Hiking
Fisherman
Fishing
Hunter
Hunting
Hunting/Shooting
Scuba Diving
Snow Skier
Turkey Hunter
Water Fowl Hunter

HOME AND GARDEN

Cook
Cooking - General
Cooking - Gourmet
Cooking/Food Groups
Food and Wine
Gardener
Gardner
Gardening
High End Appliances
Home and Garden
Home Furnishings/Decorating
Home Heating Type
Home Improvement
Home Improvement - DIY
Home Improvements Interest Group
Home Sequence Number
Houseplants
Natural Foods
Sewing/Knitting/Needlework

MILITARY SCIENCE AND HISTORY

History/Military
Military Memorabilia and Weaponry
Science/Space

PETS

Cat Owner
Dog Owner
Equestrian
Other Pet Owner
Pets

SELF IMPROVEMENT

Career
Career Improvement
Self Improvement

LIFESTYLE

Club Memberships
Money Seekers
Smoker

TRAVEL

Domestic Traveler
Interest in Travel
International Traveler
Luggage
Travel and Entertainment Credit
card Holder
Traveler
Travel Cruise Vacations
Travel Interest Group