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Prospect Database

eBase™, our multi-channel permission database is one of the largest, targeted prospect databases on the market today. Currently, the eBase™ prospect file consists of 85 million unique individuals available for use in prospecting campaigns. Each record contains over 280 demographic, lifestyle and behavioral selects. In addition, 100% of our prospects have full name, postal address, email address and phone numbers enabling true multi-channel direct marketing. The eBase™ file is available for use under a restrictive, annual license and is designed based on your specific requirements.



- Custom designed eBase file based on your "best customer" profile
- Unlimited use for a low flat fee.
- Enables cost-effective frequency marketing.
- Target prospect across all channels - email, direct mail & telemarketing.
- Seamless integration with [eBase Email Campaign Management](#).

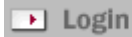
Click [here](#) to download our Consumer Email List and Database Rate Card. For questions, please call us toll-free at 1-877-970-7800 or click [here](#) to contact us.

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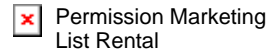





Permission Marketing List Rental

List rental is a fast and cost-effective way to market your product or service online. Unlike search and affiliate marketing, Email List Rental allows you to target and control the precision and volume of your online campaign without having to pay expensive per-click fees. Direct Mail and Telemarketing List Rental can also be effective marketing tools for increasing revenue and lowering acquisition costs. With over 85 million verified consumer records and more than 300 available selects, our marketing lists can be sure to reach your target audience.

Click on any of the Data Cards below to view pricing, counts and additional details.



Lifestyle Marketing Lists

[Astrology/Occult](#)

[Enthusiasts](#)

[Automotive Enthusiasts](#)

[Avid Book Readers](#)

[Baking Enthusiasts](#)

[Bible/Devotional](#)

[Enthusiasts](#)

[Bird Feeding Enthusiasts](#)

[Bird Watching Enthusiasts](#)

[Boating & Sailing](#)

[Enthusiasts](#)

[Fictional Book Readers](#)

[Non-fictional Book Readers](#)

[Bowling Enthusiasts](#)

[Pre-recorded Video Buyers](#)

[Camping & Backpacking](#)

[Enthusiasts](#)

[Career-Minded Professionals](#)

[Casino Gambling Enthusiasts](#)

[Charitable Volunteers](#)

[Collectibles Enthusiasts](#)

[Art & Antique Enthusiasts](#)

[Cooking Enthusiasts](#)

[Crafts Enthusiasts](#)

[Crossword Puzzle](#)

[Enthusiasts](#)

Mail Order Buyers

[Children's Products Buyer](#)

[Book Buyer](#)

[Men's Apparel Buyer](#)

[Women's Apparel Buyer](#)

[Audio Buyer](#)

[Crafts & Hobbies Buyer](#)

[Magazines Buyer](#)

[Electronics Buyer](#)

[Food & Sundries Buyer](#)

[Insurance Buyer](#)

[Housewares Buyer](#)

[Gardening Supplies Buyer](#)

[Jewelry & Cosmetics Buyer](#)

[Gifts Under \\$50 Buyer](#)

[Gifts Over \\$50 Buyer](#)

[Other Mail Order](#)

[Merchandise Buyer](#)

Responder Marketing Lists

[Direct Mail Responders](#)

[Upscale Product Responders](#)

[Male-oriented Product](#)

[Responders](#)

[Female-oriented Product](#)

[Responders](#)

Cultural & Arts Events Enthusiasts	Craft Product Responders
Current Affairs & Politics Enthusiasts	Garden & Related Product Responders
Cycling Enthusiasts	Books Responders
Dieting & Weight Control Enthusiasts	Collectibles Responders
Do-It-Yourself Enthusiasts	Gifts Responders
Domestic Travel Enthusiasts	General Merchandise Responders
Electronic Games Enthusiasts	Family-oriented Product Responders
Electronics Enthusiasts	Female Magazines Responders
Fashion Clothing Enthusiasts	Male Magazines Responders
Financial Investing Enthusiasts	Religious Magazines Responders
Fishing Enthusiasts	Gardening Magazines Responders
Foods & Cooking Enthusiasts	Food Magazines Responders
Foreign Travel Enthusiasts	Health Magazines Responders
Gardening Enthusiasts	Do-It-Yourself Product Responders
Golf Enthusiasts	News Magazines Responders
Gourmet Food & Cooking Enthusiasts	Photography Magazines Responders
Grandchildren Enthusiasts	Opportunity & Contests Responders
Health & Vitamins Enthusiasts	Religious Contributor Responders
Home Entertainment (TV/VCR) Enthusiasts	Political Contributor Responders
Home Furnishing and Decorating Enthusiasts	Health Contributor Responders
Home Improvement Enthusiasts	General Contributor Responders
Home Video Enthusiasts	Miscellaneous Responders
Horseback Riding Enthusiasts	Odds & Ends Responders
Hunting Enthusiasts	
Internet Usage Enthusiasts	
Money Making Enthusiasts	Automobile Owners by Auto Type
Motorcycle Enthusiasts	Budget Car Owners
Movie Going Enthusiasts	Small Car Owners
NASCAR Enthusiasts	Lower to Mid-range Car Owners
Nation's Heritage Enthusiasts	Mid-range Car Owners
Needlework Enthusiasts	Upper to Mid-range Car Owners
Personal Computers Enthusiasts	Near-luxury Car Owners
Photography Enthusiasts	Luxury Car Owners
Physical Fitness & Exercise Enthusiasts	Sports Car Owners
Quilting Enthusiasts	Specialty Car Owners
Racquetball Enthusiasts	Compact Pickup Truck Owners
Recipes Enthusiasts	Full-size Pickup Truck Owners
Records/Tapes/CD Enthusiasts	Mini-van Owners
Recreational Vehicle Enthusiasts	Full-size Van Owners
Running & Jogging Enthusiasts	Small Sports-Utility-Vehicle (SUV) Owners
	Compact Sports-Utility-

[Science & New Technology Enthusiasts](#)
[Self-Improvement Enthusiasts](#)
[Sewing Enthusiasts](#)
[Shop Via TV Enthusiasts](#)
[Snow Skiing Enthusiasts](#)
[Soccer Enthusiasts](#)
[Stamp & Coin Collecting Enthusiasts](#)
[Swimming Enthusiasts](#)
[Symphonies Enthusiasts](#)
[Tennis Enthusiasts](#)
[Travel Enthusiasts](#)
[Vacation Cruise Enthusiasts](#)
[Walking for Health Enthusiasts](#)
[Watch Cable TV Enthusiasts](#)
[Watching Sports on TV Enthusiasts](#)
[Wildlife & the Environment Enthusiasts](#)
[Wine Enthusiasts](#)
[Woodworking Enthusiasts](#)

[Vehicle \(SUV\) Owners](#)
[Full-size Sports-Utility-Vehicle \(SUV\) Owners](#)
[Specialty Truck](#)

[Donors by Cause](#)
[Contributors to Religious Organizations](#)
[Contributors to Political Organizations](#)
[Contributors to Cultural/Arts Organizations](#)
[Contributors to Animal Welfare Organizations](#)
[Contributors to Environmental Organizations](#)
[Contributors to Child Welfare Organizations](#)
[Contributors to Health Related Organizations](#)
[Contributors to Poverty Relief Organizations](#)
[Contributors to World Peace Organizations](#)
[Contributors to Educational Organization](#)
[Contributors to Public Issues Organizations](#)
[Do Not Contribute to Non-profit Organizations](#)

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Available Selects for Email, Direct Mail and Telemarketing Prospect Data Files

Select Name	Select Type	Cost per Thousand	Cost per Record
Block Group	Demographic	\$1.00	\$0.001
County Code	Demographic	\$1.00	\$0.001
County Name	Demographic	\$1.00	\$0.001
State Name	Demographic	\$1.00	\$0.001
Age 18	Demographic	\$1.00	\$0.001
Age 19	Demographic	\$1.00	\$0.001
Age 20	Demographic	\$1.00	\$0.001
Age 21	Demographic	\$1.00	\$0.001
Age 22-24	Demographic	\$1.00	\$0.001
Age 25-29	Demographic	\$1.00	\$0.001
Age 30-34	Demographic	\$1.00	\$0.001
Age 35-39	Demographic	\$1.00	\$0.001
Age 40-44	Demographic	\$1.00	\$0.001
Age 45-49	Demographic	\$1.00	\$0.001
Age 50-54	Demographic	\$1.00	\$0.001
Age 55-59	Demographic	\$1.00	\$0.001
Age 60-61	Demographic	\$1.00	\$0.001
Age 62-64	Demographic	\$1.00	\$0.001
Age 65-66	Demographic	\$1.00	\$0.001
Age 67-69	Demographic	\$1.00	\$0.001
Age 70-74	Demographic	\$1.00	\$0.001
Age 75-79	Demographic	\$1.00	\$0.001
Age 80-84	Demographic	\$1.00	\$0.001
Age 85+	Demographic	\$1.00	\$0.001
Male	Demographic	\$1.00	\$0.001
Female	Demographic	\$1.00	\$0.001
Race White Alone	Demographic	\$1.00	\$0.001
Race Black Alone	Demographic	\$1.00	\$0.001
Race American Indian and Alaska Native Alone	Demographic	\$1.00	\$0.001
Race Asian Alone	Demographic	\$1.00	\$0.001
Race Native Hawaiian and Other Pacific Islander Alone	Demographic	\$1.00	\$0.001
Race Some Other Race Alone	Demographic	\$1.00	\$0.001
Two or More Races	Demographic	\$1.00	\$0.001
Population, Hispanic or Latino	Demographic	\$1.00	\$0.001
Population, Not Hispanic or Latino	Demographic	\$1.00	\$0.001
Marital Status Age 15+: Never married	Demographic	\$1.00	\$0.001
Marital Status Age 15+: Married spouse present	Demographic	\$1.00	\$0.001
Marital Status Age 15+: Married spouse absent	Demographic	\$1.00	\$0.001
Marital Status Age 15+: Widowed	Demographic	\$1.00	\$0.001
Marital Status Age 15+: Divorced	Demographic	\$1.00	\$0.001
Family Households	Demographic	\$1.00	\$0.001
Married Couple Family	Demographic	\$1.00	\$0.001
Married Couple Family with Children under 18	Demographic	\$1.00	\$0.001
Married Couple Family with no own Children under 18	Demographic	\$1.00	\$0.001
Male Householder, no wife present	Demographic	\$1.00	\$0.001
Male Householder, no wife present with own children < 18	Demographic	\$1.00	\$0.001
Male Householder, no wife present with no own children < 18	Demographic	\$1.00	\$0.001
Female householder, no husband present	Demographic	\$1.00	\$0.001
Female Householder, no husband present with own children < 18	Demographic	\$1.00	\$0.001
Female Householder, no husband present with no own children < 18	Demographic	\$1.00	\$0.001
Non-Family Households	Demographic	\$1.00	\$0.001
Male Householder	Demographic	\$1.00	\$0.001
Female Householder	Demographic	\$1.00	\$0.001
Households with Children	Demographic	\$1.00	\$0.001
Median Householder Age: Family Households	Demographic	\$1.00	\$0.001
Median Householder Age: Non-Family Households	Demographic	\$1.00	\$0.001
Householder Age 15 to 24	Demographic	\$1.00	\$0.001
Householder Age 25 to 34	Demographic	\$1.00	\$0.001
Householder Age 35 to 44	Demographic	\$1.00	\$0.001
Householder Age 45 to 54	Demographic	\$1.00	\$0.001
Householder Age 55 to 64	Demographic	\$1.00	\$0.001
Householder Age 65 to 74	Demographic	\$1.00	\$0.001
Householder Age 75 to 84	Demographic	\$1.00	\$0.001
Householder Age 85+	Demographic	\$1.00	\$0.001
Median Household Income	Demographic	\$1.00	\$0.001
Household Income Less than \$10000	Demographic	\$1.00	\$0.001
Household Income \$10000 to \$14999	Demographic	\$1.00	\$0.001
Household Income \$15000 to \$19999	Demographic	\$1.00	\$0.001
Household Income \$20000 to \$24999	Demographic	\$1.00	\$0.001
Household Income \$25000 to \$29999	Demographic	\$1.00	\$0.001
Household Income \$30000 to \$34999	Demographic	\$1.00	\$0.001
Household Income \$35000 to \$39999	Demographic	\$1.00	\$0.001
Household Income \$40000 to \$44999	Demographic	\$1.00	\$0.001
Household Income \$45000 to \$49999	Demographic	\$1.00	\$0.001
Household Income \$50000 to \$59999	Demographic	\$1.00	\$0.001
Household Income \$60000 to \$74999	Demographic	\$1.00	\$0.001
Household Income \$75000 to \$99999	Demographic	\$1.00	\$0.001
Household Income \$100000 to \$124999	Demographic	\$1.00	\$0.001
Household Income \$125000 to \$149999	Demographic	\$1.00	\$0.001
Household Income \$150000 to \$199999	Demographic	\$1.00	\$0.001
Household Income \$200000 or more	Demographic	\$1.00	\$0.001
Occupation Management occupations except farmers and farm manage	Demographic	\$1.00	\$0.001
Occupation Farmers and farm managers	Demographic	\$1.00	\$0.001
Occupation Business operations specialists	Demographic	\$1.00	\$0.001
Occupation Financial specialists	Demographic	\$1.00	\$0.001
Occupation Computer and mathematical occupations	Demographic	\$1.00	\$0.001
Occupation Architects surveyors cartographers and engineers	Demographic	\$1.00	\$0.001
Occupation Drafters engineering and mapping technicians	Demographic	\$1.00	\$0.001
Occupation Life physical and social science occupations	Demographic	\$1.00	\$0.001
Occupation Community and social services occupations	Demographic	\$1.00	\$0.001
Occupation Legal occupations	Demographic	\$1.00	\$0.001
Occupation Education training and library occupations	Demographic	\$1.00	\$0.001

Occupation Arts design entertainment sports and media occupation	Demographic	\$1.00	\$0.001
Occupation Health diagnosing and treating practitioners & techni	Demographic	\$1.00	\$0.001
Occupation Health technologists and technicians	Demographic	\$1.00	\$0.001
Occupation Healthcare support occupations	Demographic	\$1.00	\$0.001
Occupation Fire fighting and law enforcement workers including s	Demographic	\$1.00	\$0.001
Occupation Other protective service workers including supervisor	Demographic	\$1.00	\$0.001
Occupation Food preparation and serving related occupations	Demographic	\$1.00	\$0.001
Occupation Building and grounds cleaning and maintenance occupat	Demographic	\$1.00	\$0.001
Occupation Personal care and service occupations	Demographic	\$1.00	\$0.001
Occupation Sales and related occupations	Demographic	\$1.00	\$0.001
Occupation Office and administrative support occupations	Demographic	\$1.00	\$0.001
Occupation Farming fishing and forestry occupations	Demographic	\$1.00	\$0.001
Occupation Supervisors construction and extraction workers	Demographic	\$1.00	\$0.001
Occupation Construction trades workers	Demographic	\$1.00	\$0.001
Occupation Extraction workers	Demographic	\$1.00	\$0.001
Occupation Installation maintenance and repair occupations	Demographic	\$1.00	\$0.001
Occupation Production occupations	Demographic	\$1.00	\$0.001
Occupation Supervisors transportation and material moving worker	Demographic	\$1.00	\$0.001
Occupation Aircraft and traffic control occupations	Demographic	\$1.00	\$0.001
Occupation Motor vehicle operators	Demographic	\$1.00	\$0.001
Occupation Rail water and other transportation occupations	Demographic	\$1.00	\$0.001
Occupation Material moving workers	Demographic	\$1.00	\$0.001
Occupation Operate a Home Business	Demographic	\$1.00	\$0.001
Industry Agriculture forestry fishing and hunting	Demographic	\$1.00	\$0.001
Industry Mining	Demographic	\$1.00	\$0.001
Industry Construction	Demographic	\$1.00	\$0.001
Industry Manufacturing	Demographic	\$1.00	\$0.001
Industry Wholesale trade	Demographic	\$1.00	\$0.001
Industry Retail trade	Demographic	\$1.00	\$0.001
Industry Transportation and warehousing	Demographic	\$1.00	\$0.001
Industry Utilities	Demographic	\$1.00	\$0.001
Industry Information	Demographic	\$1.00	\$0.001
Industry Finance and insurance	Demographic	\$1.00	\$0.001
Industry Real estate and rental and leasing	Demographic	\$1.00	\$0.001
Industry Professional scientific and technical services	Demographic	\$1.00	\$0.001
Industry Management of companies and enterprises	Demographic	\$1.00	\$0.001
Industry Administrative and support and waste management service	Demographic	\$1.00	\$0.001
Industry Educational services	Demographic	\$1.00	\$0.001
Industry Health care and social assistance	Demographic	\$1.00	\$0.001
Industry Arts entertainment and recreation	Demographic	\$1.00	\$0.001
Industry Accommodation and food services	Demographic	\$1.00	\$0.001
Industry Other services (except public administration)	Demographic	\$1.00	\$0.001
Industry Public administration	Demographic	\$1.00	\$0.001
Low Price Vehicles	Lifestyle	\$3.00	\$0.003
Mid Price Vehicles	Lifestyle	\$3.00	\$0.003
High Price Vehicles	Lifestyle	\$3.00	\$0.003
Luxury Price Vehicles	Lifestyle	\$3.00	\$0.003
Domestic Vehicles	Lifestyle	\$3.00	\$0.003
Japanese Vehicles	Lifestyle	\$3.00	\$0.003
German Vehicles	Lifestyle	\$3.00	\$0.003
Other Foreign Vehicles	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: budget car	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: small car	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: lower-mid range car	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: mid-range car	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: upper-mid range car	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: near-luxury car	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: luxury car	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: sports car	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: specialty car	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: compact pickup truck	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: full size pickup truck	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: mini-van	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: full size van	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: small SUV	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: compact SUV	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: full size SUV	Lifestyle	\$3.00	\$0.003
Auto Ownership Index: specialty truck	Lifestyle	\$3.00	\$0.003
Household Activity Index: Astrology/Occult	Lifestyle	\$3.00	\$0.003
Household Activity Index: Automotive Work	Lifestyle	\$3.00	\$0.003
Household Activity Index: Avid Book Reading	Lifestyle	\$3.00	\$0.003
Household Activity Index: Baking	Lifestyle	\$3.00	\$0.003
Household Activity Index: Bible/Devotional	Lifestyle	\$3.00	\$0.003
Household Activity Index: Bird Feeding	Lifestyle	\$3.00	\$0.003
Household Activity Index: Bird Watching	Lifestyle	\$3.00	\$0.003
Household Activity Index: Boating and Sailing	Lifestyle	\$3.00	\$0.003
Household Activity Index: Books (Fiction)	Lifestyle	\$3.00	\$0.003
Household Activity Index: Books (Non-Fiction)	Lifestyle	\$3.00	\$0.003
Household Activity Index: Bowling	Lifestyle	\$3.00	\$0.003
Household Activity Index: Buy Pre-Recorded Videos	Lifestyle	\$3.00	\$0.003
Household Activity Index: Camping and Backpacking	Lifestyle	\$3.00	\$0.003
Household Activity Index: Career Goals	Lifestyle	\$3.00	\$0.003
Household Activity Index: Casino Gambling	Lifestyle	\$3.00	\$0.003
Household Activity Index: Charities and Volunteer	Lifestyle	\$3.00	\$0.003
Household Activity Index: Collectibles	Lifestyle	\$3.00	\$0.003
Household Activity Index: Collecting Art and Antiques	Lifestyle	\$3.00	\$0.003
Household Activity Index: Cooking	Lifestyle	\$3.00	\$0.003
Household Activity Index: Crafts	Lifestyle	\$3.00	\$0.003
Household Activity Index: Crossword Puzzles	Lifestyle	\$3.00	\$0.003
Household Activity Index: Cultural and Arts Events	Lifestyle	\$3.00	\$0.003
Household Activity Index: Current Affairs and Politics	Lifestyle	\$3.00	\$0.003
Household Activity Index: Cycling	Lifestyle	\$3.00	\$0.003
Household Activity Index: Dieting and Weight Control	Lifestyle	\$3.00	\$0.003
Household Activity Index: Do-It-Yourself	Lifestyle	\$3.00	\$0.003
Household Activity Index: Domestic Travel	Lifestyle	\$3.00	\$0.003
Household Activity Index: Electronic Games	Lifestyle	\$3.00	\$0.003
Household Activity Index: Electronics	Lifestyle	\$3.00	\$0.003
Household Activity Index: Fashion Clothing	Lifestyle	\$3.00	\$0.003
Household Activity Index: Financial Investing	Lifestyle	\$3.00	\$0.003
Household Activity Index: Fishing	Lifestyle	\$3.00	\$0.003
Household Activity Index: Foods and Cooking	Lifestyle	\$3.00	\$0.003
Household Activity Index: Foreign Travel	Lifestyle	\$3.00	\$0.003
Household Activity Index: Gardening	Lifestyle	\$3.00	\$0.003
Household Activity Index: Golf	Lifestyle	\$3.00	\$0.003

Household Activity Index: Gourmet Food and Cooking	Lifestyle	\$3.00	\$0.003
Household Activity Index: Grandchildren	Lifestyle	\$3.00	\$0.003
Household Activity Index: Health and Vitamins	Lifestyle	\$3.00	\$0.003
Household Activity Index: Home Entertainment (TV/VCR)	Lifestyle	\$3.00	\$0.003
Household Activity Index: Home Furnishing and Decorating	Lifestyle	\$3.00	\$0.003
Household Activity Index: Home Improvement	Lifestyle	\$3.00	\$0.003
Household Activity Index: Home Video	Lifestyle	\$3.00	\$0.003
Household Activity Index: Horseback Riding	Lifestyle	\$3.00	\$0.003
Household Activity Index: Hunting	Lifestyle	\$3.00	\$0.003
Household Activity Index: Internet Usage	Lifestyle	\$3.00	\$0.003
Household Activity Index: Money Making	Lifestyle	\$3.00	\$0.003
Household Activity Index: Motorcycles	Lifestyle	\$3.00	\$0.003
Household Activity Index: Movie Going	Lifestyle	\$3.00	\$0.003
Household Activity Index: Nation's Heritage	Lifestyle	\$3.00	\$0.003
Household Activity Index: Needlework	Lifestyle	\$3.00	\$0.003
Household Activity Index: Personal Computers	Lifestyle	\$3.00	\$0.003
Household Activity Index: Photography	Lifestyle	\$3.00	\$0.003
Household Activity Index: Physical Fitness and Exercise	Lifestyle	\$3.00	\$0.003
Household Activity Index: Quilting	Lifestyle	\$3.00	\$0.003
Household Activity Index: Raquetball	Lifestyle	\$3.00	\$0.003
Household Activity Index: Recipes	Lifestyle	\$3.00	\$0.003
Household Activity Index: Records/Tapes/CD	Lifestyle	\$3.00	\$0.003
Household Activity Index: Recreational Vehicle	Lifestyle	\$3.00	\$0.003
Household Activity Index: Running and Jogging	Lifestyle	\$3.00	\$0.003
Household Activity Index: Science and New Technology	Lifestyle	\$3.00	\$0.003
Household Activity Index: Self-Improvement	Lifestyle	\$3.00	\$0.003
Household Activity Index: Sewing	Lifestyle	\$3.00	\$0.003
Household Activity Index: Shop Via TV	Lifestyle	\$3.00	\$0.003
Household Activity Index: Snow Skiing	Lifestyle	\$3.00	\$0.003
Household Activity Index: Soccer	Lifestyle	\$3.00	\$0.003
Household Activity Index: Stamp and Coin Collecting	Lifestyle	\$3.00	\$0.003
Household Activity Index: Swimming	Lifestyle	\$3.00	\$0.003
Household Activity Index: Symphonies	Lifestyle	\$3.00	\$0.003
Household Activity Index: Tennis	Lifestyle	\$3.00	\$0.003
Household Activity Index: Travel	Lifestyle	\$3.00	\$0.003
Household Activity Index: Vacation Cruises	Lifestyle	\$3.00	\$0.003
Household Activity Index: Walking for Health	Lifestyle	\$3.00	\$0.003
Household Activity Index: Watch Cable TV	Lifestyle	\$3.00	\$0.003
Household Activity Index: Watching Sports on TV	Lifestyle	\$3.00	\$0.003
Household Activity Index: Wildlife and the Environment	Lifestyle	\$3.00	\$0.003
Household Activity Index: Wines	Lifestyle	\$3.00	\$0.003
Household Activity Index: Woodworking	Lifestyle	\$3.00	\$0.003
NASCAR Enthusiast Index	Lifestyle	\$3.00	\$0.003
Contribute to Religious Organizations	Behavioral	\$5.00	\$0.005
Contribute to Political Organizations	Behavioral	\$5.00	\$0.005
Contribute to Cultural/Arts Organizations	Behavioral	\$5.00	\$0.005
Contribute to Animal Welfare Organizations	Behavioral	\$5.00	\$0.005
Contribute to Environmental Organizations	Behavioral	\$5.00	\$0.005
Contribute to Child Welfare Organizations	Behavioral	\$5.00	\$0.005
Contribute to Health Related Organizations	Behavioral	\$5.00	\$0.005
Do Not Contribute to Organizations	Behavioral	\$5.00	\$0.005
Contribute to Poverty Relief Organizations	Behavioral	\$5.00	\$0.005
Contribute to World Peace Organizations	Behavioral	\$5.00	\$0.005
Contribute to Educational Organizations	Behavioral	\$5.00	\$0.005
Contribute to Public Issues Organizations	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Upscale goods	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Male Oriented goods	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Female Oriented goods	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Crafts	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Garden and Related	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Books	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Collectibles	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Gifts	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: General Merchandise	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Family Oriented Goods	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Female Magazines	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Male Magazines	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Religious Magazines	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Gardening Magazines	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Food Magazines	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Health Magazines	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Do-It-Yourself	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: News Magazines	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Photography Magazines	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Opportunity & Contests	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Religious Contributor	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Political Contributor	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Health Contributor	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: General Contributor	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Miscellaneous	Behavioral	\$5.00	\$0.005
Direct Mail Responder Index: Odds and Ends	Behavioral	\$5.00	\$0.005
Mail Order Index: Children's Products	Behavioral	\$5.00	\$0.005
Mail Order Index: Books	Behavioral	\$5.00	\$0.005
Mail Order Index: Men's Apparel	Behavioral	\$5.00	\$0.005
Mail Order Index: Women's Apparel	Behavioral	\$5.00	\$0.005
Mail Order Index: Audio	Behavioral	\$5.00	\$0.005
Mail Order Index: Crafts and Hobbies	Behavioral	\$5.00	\$0.005
Mail Order Index: Magazines	Behavioral	\$5.00	\$0.005
Mail Order Index: Electronics	Behavioral	\$5.00	\$0.005
Mail Order Index: Food and Sundries	Behavioral	\$5.00	\$0.005
Mail Order Index: Insurance	Behavioral	\$5.00	\$0.005
Mail Order Index: Housewares	Behavioral	\$5.00	\$0.005
Mail Order Index: Gardening Supplies	Behavioral	\$5.00	\$0.005
Mail Order Index: Jewelry and Cosmetics	Behavioral	\$5.00	\$0.005
Mail Order Index: Gifts Under \$50	Behavioral	\$5.00	\$0.005
Mail Order Index: Gifts Over \$50	Behavioral	\$5.00	\$0.005
Mail Order Index: Other Merchandise	Behavioral	\$5.00	\$0.005



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Consumer Email List and Database Rate Card

INVENTORY

TOTAL: 72,792,257

One-Time Email List Rental

	Cost per Thousand	Cost per Message
Email List Rental	\$10.00	\$0.01

- Includes email deployment and campaign management
- Fees are calculated based on number of messages delivered.
- Additional volume discounts available upon request.
- Minimum order size is \$1000

Prospect Email Data Licensing – Annual Fee

	Cost per Thousand	Cost per Record
Email Data File	\$20.00	\$0.02

- Email Data File includes the following data elements: first name, last name, zipcode, email address, opt-in date, opt-in source, ip address (where available)
- Additional volume discounts available upon request
- Minimum order size is \$1000

Email Prospect Database – Data & Transmission

	Cost per Thousand	Cost per Record
Email Data File	\$20.00	\$0.02
Transmission Fee	\$2.00	\$0.002

- Email Prospect Database is a total marketing solution. It includes a custom-built prospect database, email campaign management software and email delivery services.
- Minimum order size is \$1000 for an annual license of the Email Data File.

PROFILE

The E360 Email Permission Network is one of the largest opt-in email files on the market today. Marketers can use this network for One-Time Email List Rental, Prospect Email Data Licensing and Email Prospect Database. Together, these products provide a total interactive marketing solution for leading online marketers. The Data from E360's Permission Network is a collection of web sites that have obtained permission from consumers to send third-party marketing messages. Currently, the Network contains registration data from more than 350 web sites. All members of this list have been provided with robust notice and choice and all are governed under the e360Insight privacy policy, which exceeds all guidelines from Truste, BBBOnline and the DMA.

Select Fees

	Cost per Thousand	Cost per Message
Demographic Selects	\$3.00	\$0.003
Lifestyle Selects	\$5.00	\$0.005
Behavioral Selects	\$7.50	\$0.0075
- Hotline 90-day Open/Click	\$10.00	\$0.010
- Hotline 180-day Open/Click	\$5.00	\$0.005

Partial List of Available Selects

Demographic (135 total)

- Age
- Income
- Occupation
- Zipcode, SCF or other geographic

Lifestyle (104 total)

- Wines
- Boating and Sailing
- Cycling
- Gardening
- Travel
- Auto Ownership

Behavioral (55 Total)

- Mail Order Index: Children's Products
- Mail Order Index: Insurance
- Mail Order Index: Motorcycles
- Contribute to Political Organizations
- Direct Mail Responder Index: Upscale Goods

- A full list of selects is available upon request

DELIVERY TIME: 1-2 BUSINESS DAYS

DATA LICENSING: Subject to mutual agreement to data licensing terms and conditions. Please ask for our data licensing agreement.

UPDATED: Daily

FOR MORE INFORMATION, PLEASE CONTACT US:

e360data, LLC

www.e360data.com

phone: 877.970.7800



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Astrology/Occult
Enthusiasts

Reach households that have
identified themselves as
interested in all things
Astrology/Occult related.

The e360data file is a
leading permission
marketing list for use in
multi-channel marketing
campaigns. Every record
contains permission email
address, postal address and
phone number. Each prospect
in the e360data file has
been enhanced with over 300
demographic, lifestyle and
behavioral data elements
allowing marketers to
uniquely identify their
target customer. The data
are available for single or
multi-channel use.

All prices are quoted in
(\$/M) which means price per
thousand records. An
additional email or ftp
data transfer fee of \$35
per file will apply to each
delivered file.

[Click here](#) to see all
lists.

For questions, please call us toll-free at 1-877-970-
7800 or click [here](#) to contact us.

Total file size 13,209,302

Postal List \$62.50/M
Price

Telemarketing \$72.50/M
List Price

Email List \$32.50/M
Price
(includes
transmission)

Additional Segments
Available:

Hotline \$15.00/M

Age \$5.00/M

Household Income \$5.00/M

Presence of
Children \$5.00/M

Ethnicity \$10.00/M

Automobile Type \$7.50/M

Donors by Cause \$7.50/M

Lifestyle \$7.50/M
Interests

Mail Order Buyers \$10.00/M

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Avid Book Readers

Reach households that have identified themselves as interested in all things avid book readers related.

The e360data file is a leading permission marketing list for use in multi-channel marketing campaigns. Every record contains permission email address, postal address and phone number. Each prospect in the e360data file has been enhanced with over 300 demographic, lifestyle and behavioral data elements allowing marketers to uniquely identify their target customer. The data are available for single or multi-channel use.

All prices are quoted in (\$/M) which means price per thousand records. An additional email or ftp data transfer fee of \$35 per file will apply to each delivered file.

[Click here](#) to see all lists.

For questions, please call us toll-free at 1-877-970-7800 or click [here](#) to contact us.

Total file size	132,025
Postal List Price	\$62.50/M
Telemarketing List Price	\$72.50/M
Email List Price (includes transmission)	\$32.50/M

Additional Segments Available:

Hotline	\$15.00/M
Age	\$5.00/M
Household Income	\$5.00/M
Presence of Children	\$5.00/M
Ethnicity	\$10.00/M
Automobile Type	\$7.50/M
Donors by Cause	\$7.50/M
Lifestyle Interests	\$7.50/M
Mail Order Buyers	\$10.00/M

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Camping & Backpacking
Enthusiasts

Reach households that have identified themselves as interested in all things camping & backpacking related.

The e360data file is a leading permission marketing list for use in multi-channel marketing campaigns. Every record contains permission email address, postal address and phone number. Each prospect in the e360data file has been enhanced with over 300 demographic, lifestyle and behavioral data elements allowing marketers to uniquely identify their target customer. The data are available for single or multi-channel use.

All prices are quoted in (\$/M) which means price per thousand records. An additional email or ftp data transfer fee of \$35 per file will apply to each delivered file.

[Click here](#) to see all lists.

For questions, please call us toll-free at 1-877-970-7800 or click [here](#) to contact us.

Total file size	7,117,140
Postal List Price	\$62.50/M
Telemarketing List Price	\$72.50/M
Email List Price	\$32.50/M

(includes transmission)

Additional Segments Available:

Hotline	\$15.00/M
Age	\$5.00/M
Household Income	\$5.00/M
Presence of Children	\$5.00/M
Ethnicity	\$10.00/M
Automobile Type	\$7.50/M
Donors by Cause	\$7.50/M
Lifestyle Interests	\$7.50/M
Mail Order Buyers	\$10.00/M

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Do Not Contribute to Non-profit Organizations

Reach households that have not contributed to non-profit organizations.

The e360data file is a leading permission marketing list for use in multi-channel marketing campaigns. Every record contains permission email address, postal address and phone number. Each prospect in the e360data file has been enhanced with over 300 demographic, lifestyle and behavioral data elements allowing marketers to uniquely identify their target customer. The data are available for single or multi-channel use.

All prices are quoted in (\$/M) which means price per thousand records. An additional email or ftp data transfer fee of \$35 per file will apply to each delivered file.

[Click here](#) to see all lists.

For questions, please call us toll-free at 1-877-970-7800 or click [here](#) to contact us.

Total file size	16,177,127
Postal List Price	\$62.50/M
Telemarketing List Price	\$72.50/M
Email List Price (includes transmission)	\$32.50/M

Additional Segments Available:

Hotline	\$15.00/M
Age	\$5.00/M
Household Income	\$5.00/M
Presence of Children	\$5.00/M
Ethnicity	\$10.00/M
Automobile Type	\$7.50/M
Donors by Cause	\$7.50/M
Lifestyle Interests	\$7.50/M
Mail Order Buyers	\$10.00/M

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Fashion Clothing
Enthusiasts

Reach households that have identified themselves as interested in all things fashion clothing related.

The e360data file is a leading permission marketing list for use in multi-channel marketing campaigns. Every record contains permission email address, postal address and phone number. Each prospect in the e360data file has been enhanced with over 300 demographic, lifestyle and behavioral data elements allowing marketers to uniquely identify their target customer. The data are available for single or multi-channel use.

All prices are quoted in (\$/M) which means price per thousand records. An additional email or ftp data transfer fee of \$35 per file will apply to each delivered file.

[Click here](#) to see all lists.

For questions, please call us toll-free at 1-877-970-7800 or click [here](#) to contact us.

Total file size	7,371,496
Postal List Price	\$62.50/M
Telemarketing List Price	\$72.50/M
Email List Price	\$32.50/M

(includes transmission)

Additional Segments Available:

Hotline	\$15.00/M
Age	\$5.00/M
Household Income	\$5.00/M
Presence of Children	\$5.00/M
Ethnicity	\$10.00/M
Automobile Type	\$7.50/M
Donors by Cause	\$7.50/M
Lifestyle Interests	\$7.50/M
Mail Order Buyers	\$10.00/M

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[Home](#)[Products](#)[Contact Us](#)[Privacy](#)**Golf Enthusiasts**

Reach households that have identified themselves as interested in all things golf related.

The e360data file is a leading permission marketing list for use in multi-channel marketing campaigns. Every record contains permission email address, postal address and phone number. Each prospect in the e360data file has been enhanced with over 300 demographic, lifestyle and behavioral data elements allowing marketers to uniquely identify their target customer. The data are available for single or multi-channel use.

All prices are quoted in (\$/M) which means price per thousand records. An additional email or ftp data transfer fee of \$35 per file will apply to each delivered file.

[Click here](#) to see all lists.

For questions, please call us toll-free at 1-877-970-7800 or click [here](#) to contact us.

Total file size 7,658,385

Postal List Price \$62.50/M

Telemarketing List Price \$72.50/M

Email List Price \$32.50/M

(includes transmission)

Additional Segments Available:

Hotline \$15.00/M

Age \$5.00/M

Household Income \$5.00/M

Presence of Children \$5.00/M

Ethnicity \$10.00/M

Automobile Type \$7.50/M

Donors by Cause \$7.50/M

Lifestyle Interests \$7.50/M

Mail Order Buyers \$10.00/M

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Health & Vitamins
Enthusiasts

Reach households that have identified themselves as interested in all things health & vitamin related.

The e360data file is a leading permission marketing list for use in multi-channel marketing campaigns. Every record contains permission email address, postal address and phone number. Each prospect in the e360data file has been enhanced with over 300 demographic, lifestyle and behavioral data elements allowing marketers to uniquely identify their target customer. The data are available for single or multi-channel use.

All prices are quoted in (\$/M) which means price per thousand records. An additional email or ftp data transfer fee of \$35 per file will apply to each delivered file.

[Click here](#) to see all lists.

For questions, please call us toll-free at 1-877-970-7800 or click [here](#) to contact us.

Total file size	2,269,370
Postal List Price	\$62.50/M
Telemarketing List Price	\$72.50/M
Email List Price	\$32.50/M

(includes transmission)

Additional Segments Available:

Hotline	\$15.00/M
Age	\$5.00/M
Household Income	\$5.00/M
Presence of Children	\$5.00/M
Ethnicity	\$10.00/M
Automobile Type	\$7.50/M
Donors by Cause	\$7.50/M
Lifestyle Interests	\$7.50/M
Mail Order Buyers	\$10.00/M

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NASCAR Enthusiasts

Reach households that have identified themselves as interested in all NASCAR related.

The e360data file is a leading permission marketing list for use in multi-channel marketing campaigns. Every record contains permission email address, postal address and phone number. Each prospect in the e360data file has been enhanced with over 300 demographic, lifestyle and behavioral data elements allowing marketers to uniquely identify their target customer. The data are available for single or multi-channel use.

All prices are quoted in (\$/M) which means price per thousand records. An additional email or ftp data transfer fee of \$35 per file will apply to each delivered file.

[Click here](#) to see all lists.

For questions, please call us toll-free at 1-877-970-7800 or click [here](#) to contact us.

Total file size 13,330,421

Postal List Price \$62.50/M

Telemarketing List Price \$72.50/M

Email List Price (includes transmission) \$32.50/M

Additional Segments Available:

Hotline \$15.00/M

Age \$5.00/M

Household Income \$5.00/M

Presence of Children \$5.00/M

Ethnicity \$10.00/M

Automobile Type \$7.50/M

Donors by Cause \$7.50/M

Lifestyle Interests \$7.50/M

Mail Order Buyers \$10.00/M

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Contributors to Religious Organizations

Reach households that have contributed in the past to religious organizations.

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All prices are quoted in (\$/M) which means price per thousand records. An additional email or ftp data transfer fee of \$35 per file will apply to each delivered file.

[Click here](#) to see all lists.

For questions, please call us toll-free at 1-877-970-7800 or click [here](#) to contact us.

Total file size	4,862,623
Postal List Price	\$62.50/M
Telemarketing List Price	\$72.50/M
Email List Price	\$32.50/M

(includes transmission)

Additional Segments Available:

Hotline	\$15.00/M
Age	\$5.00/M
Household Income	\$5.00/M
Presence of Children	\$5.00/M
Ethnicity	\$10.00/M
Automobile Type	\$7.50/M
Donors by Cause	\$7.50/M
Lifestyle Interests	\$7.50/M
Mail Order Buyers	\$10.00/M

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Travel Enthusiasts

Reach households that have identified themselves as interested in all things travel related.

The e360data file is a leading permission marketing list for use in multi-channel marketing campaigns. Every record contains permission email address, postal address and phone number. Each prospect in the e360data file has been enhanced with over 300 demographic, lifestyle and behavioral data elements allowing marketers to uniquely identify their target customer. The data are available for single or multi-channel use.

All prices are quoted in (\$/M) which means price per thousand records. An additional email or ftp data transfer fee of \$35 per file will apply to each delivered file.

[Click here](#) to see all lists.

For questions, please call us toll-free at 1-877-970-7800 or click [here](#) to contact us.

Total file size 6,197,445

Postal List Price \$62.50/M

Telemarketing List Price \$72.50/M

Email List Price \$32.50/M

(includes transmission)

Additional Segments Available:

Hotline \$15.00/M

Age \$5.00/M

Household Income \$5.00/M

Presence of Children \$5.00/M

Ethnicity \$10.00/M

Automobile Type \$7.50/M

Donors by Cause \$7.50/M

Lifestyle Interests \$7.50/M

Mail Order Buyers \$10.00/M

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Changing Behavior in Profitable Ways

Oct 13, 2004

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e360 Multichannel Data Cards

e360Insight is a consumer data company specializing in the compilation and distribution of multichannel lists, data and customer insights. The company's primary database, eBase?, is comprised of over 70 million consumers and accounts for over 50% of U.S. households. Each record in eBase? contains postal addresses, permission email addresses and telephone numbers. In addition, eBase? contains over 500 demographic, lifestyle and behavioral data elements, enabling marketers to develop highly targeted and efficient programs across multiple sales channels.

eBase Master File:

The E360 Master File is one of the most enhanced, multi-channel prospect files on the market today. Click below to download a MS Excel file with all the current selects available to define your list for email, direct mail and telemarketing campaigns.

[eBase Master File Rate Card \(72,940,123\)](#)

[eBase Master File Selects \(MS Excel format\)](#)

1) Responder Data:

- [Consumer Electronics Responders \(3,241,250\)](#)
- [Beauty Products Responders \(14,125,026\)](#)
- [Outdoor Apparel Responders \(12,282,632\)](#)
- [Health & Fitness Responders \(4,913,053\)](#)
- [Home D飯r Responders \(18,423,947\)](#)
- [Wireless / Cellular Responders \(9,211,974\)](#)
- [Book Responders \(10,440,237\)](#)
- [Collectibles Responders \(6,755,447\)](#)
- [Video Games & Accessories Responders \(5,527,184\)](#)
- [Family & Parenting Responders \(11,668,500\)](#)
- [Computer Software Responders \(15,353,289\)](#)
- [Online Responders \(24,565,263\)](#)

2) Buyer Data:

- [Upscale Merchandise Buyers \(877,144\)](#)
- [Male Merchandise Buyers \(789,430\)](#)
- [Female Merchandise Buyer \(868,373\)](#)
- [Crafts/Hobby Merchandise Buyer \(694,698\)](#)
- [Gardening Merchandise Buyer \(833,638\)](#)
- [Book Buyers \(1,083,729\)](#)
- [Collectibles & Special Food Buyers \(1,137,915\)](#)

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- [Gifts & Gadgets Buyers \(853,437\)](#)
- [General Merchandise Buyers \(691,284\)](#)

3) **Intender Data:**

- [Automotive Buyers \(980,982\)](#)

4) **Lifestyle Data:**

- [Homeowners \(28,594,434\)](#)
- [Families with Children \(13,211,410\)](#)
- [Religious Contributors \(5,236,243\)](#)
- [Political Contributors \(4,678,452\)](#)
- [Health Contributors \(6,533,672\)](#)
- [General Contributors \(5,424,524\)](#)

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Enhancement Data Variable Listing

Contact Us: www.e360insight.com, sales@e360insight.com or call 847-831-4954

Household Composition Data Variables - Match at 85.6% of all Addresses
Consumer Response Data Variables - Match at 35.0% of all Addresses

Standard Enhancement Minimum - \$1,500.00

<u>Workflow</u>	<u>Element</u>	<u>Description</u>	<u>Book Rate</u>	<u>Match Rate</u>
<u>Input/Processing Fees</u>				
14.01		INPUT to Process	\$ 1.80	100.00%
01.41		Splitting	\$ 0.60	100.00%
01.42		Assign	\$ 0.60	100.00%
01.43		Key-coding/Rekey	\$ 0.60	100.00%
01.44		Matchback	\$ 1.20	100.00%
01.45		Nth	\$ 0.60	100.00%
01.90		Custom Reformat	\$ 0.60	100.00%
<u>Individual/Household</u>				
14.10	100	Date of Birth	\$ 16.24	91.02%
19.56	100D	Full Date of Birth/Exact Age	\$ 16.24	85.63%
19.57	101E	Estimated Age	\$ 5.60	100.00%
14.13	103	Gender Code	\$ -	100.00%
19.59	104N	Experian Estimated HH Income	\$ 7.84	100.00%
19.89	104NE	Estimated Income - 1000S	\$ 7.84	100.00%
19.58	104S	Enhanced Estimated Income	\$ 7.84	100.00%
19.88	104SE	Enhanced Estimated Income - 1000S	\$ 7.84	100.00%
14.15	106	Given Name/First Initial	\$ 1.68	100.00%
14.17	107	Marital Status	\$ 2.80	52.33%
14.08	108	Ethnic Markets	\$ 13.44	100.00%
14.19	109	Recipient Reliability Code	\$ 5.60	100.00%
14.20	110	Ind. Hshld. Status Code	\$ 1.68	100.00%
14.21	111	Address Verification	\$ 1.12	100.00%
14.22	112	Deceased Indicator	\$ 22.40	1.36%
<u>Residence Data</u>				
95.55	110A	Household Composition Code	\$ 22.40	100.00%
14.23	113	Homeowner	\$ 5.60	70.97%
95.56	113A	Combined Homeowner	\$ 17.92	100.00%
95.57	113B	Homeowner/Renter Indicator	\$ 11.20	65.53%
14.24	114	Probable Homeowner	\$ 3.36	21.59%
39.58	114A	Homeowner Probability Score	\$ 3.36	100.00%
14.25	115	Renter	\$ 5.60	3.20%
14.26	116	Probable Renter	\$ 3.36	12.60%
14.27	117	Apartment number	\$ 3.36	14.18%
95.58	117A	Address Type	\$ 2.24	100.00%
14.28	118	Address Type	\$ 1.12	100.00%
14.29	119	Length of Residence	\$ 3.36	88.47%
14.30	120	Dwelling Unit Size Code	\$ 2.24	100.00%
95.59	120A	Dwelling Unit Size	\$ 2.24	100.00%
<u>Childrens Data</u>				
14.31	121	Children Presence	\$ 5.60	36.30%
14.32	122	# of Children (max 8)	\$ 5.60	31.32%
14.33	123	Children's Age Range/Gender	\$ 13.44	36.16%
15.12	171	Known & Inferred Presence of Children	\$ 5.60	100.00%
15.13	171A	Inferred Presence of Children - Score	\$ 5.60	100.00%
15.10	173	Known & Inferred Children's Age Ranges	\$ 13.44	100.00%
15.11	173A	Known & Inferred Children's Age Ranges - Score	\$ 13.44	100.00%
15.04	CHLD4	Exact Children's Age - NEED I.P. APPROVAL	\$ 16.80	20.00%
<u>Household Composition</u>				
14.34	124	Add'l HH Memb w/ name, age & gender (includes HOH Data)	\$ 20.16	83.60%
14.35	125	All HH Names/Gender/Relationship (includes HOH Data)	\$ 4.48	83.81%
14.36	126	HOH Name/Age/Gender	\$ 20.16	92.28%
14.37	127	Spouse Name/Age/Gender	\$ 20.16	53.82%
14.38	128	YA/Elderly/Othr Name/Age/Gender	\$ 20.16	37.89%
14.39	129	Number Adults in HH	\$ 1.12	100.00%
14.66	152	Young Adult Name/Age/Gender	\$ 20.16	6.40%
14.67	153	Elderly Parent Name/Age/Gender	\$ 20.16	9.11%
14.69	154	Other Adult in HH Name/Age/Gender	\$ 20.16	90.42%
14.64	155	Presence of Young Adult in HH	\$ 3.36	9.11%
14.65	156	Presence of Elderly Parent in HH	\$ 3.36	7.90%
<u>Aggregate Direct Response</u>				
14.40	130	DM Rspndr - Indvd Level	\$ 7.84	17.70%
14.41	131	DM Rspndr - HH Level	\$ 6.72	87.11%
14.43	133	Multibuyer - HH Level	\$ 7.84	73.57%
14.44	134	DMI Merch Buyer	\$ 13.44	73.94%
14.45	135	Magazine Buyers	\$ 13.44	61.14%
14.46	136	Contributors	\$ 13.44	35.50%
14.47	137	Sweepstakes/Contests	\$ 11.20	20.81%

14.48	138	Do-It-Yourself	\$ 11.20	16.90%
14.49	139	News & Financial	\$ 11.20	24.95%
14.50	140	Photography	\$ 11.20	6.40%
14.51	141	Mail Rspnd - Misc/Odds & Ends	\$ 11.20	61.94%
		Data Bundles		
		<i>(Consumer Response Bundles are listed within Consumer Response)</i>		
14.52	142	HH Profile Bundle (Experian Income)	\$ 31.36	100.00%
14.54	144	HH Profile with Phones (Experian Income)	\$ 38.08	100.00%
14.56	146	Buyer Profile Bundle (Experian Income)	\$ 31.36	100.00%
14.59	149	All HH Level Data Bundle (Experian Income)	\$ 95.20	100.00%
14.60	150	All HH Data with Phones (Experian Income)	\$ 103.04	100.00%
14.61	151	Advantage Bundle	\$ 50.40	100.00%
19.30	220T	Basic Financial Bundle	\$ 26.88	99.00%
19.31	221T	Expanded Financial Bundle	\$ 84.00	100.00%
31.74	279	Technology Enthusiast Bundle/11 Models (280 - 290)	\$ 112.00	100.00%
70.17	324	TrueTouch Contact Strategy Bundle	\$ 134.40	100.00%
70.18	325	All TrueTouch Data Bundle	\$ 117.60	100.00%
70.19	327	All TrueTouch Touchpoints Data Bundle	\$ 44.80	100.00%
22.66	340	All TrueTouch Channel Receptivity Data Bundle	\$ 44.80	100.00%
	40000	All Auto Market Statistics Bundle	\$ 28.00	100.00%
	40325	Vehicle Market Class Bundle	\$ 11.20	100.00%
	40330	Vehicle Value and Age Bundle	\$ 16.80	100.00%
	40335	Vehicle Make Bundle	\$ 22.40	100.00%
35.71	475	All Automotive Ownership Bundle (476 - 496)	\$ 112.00	85.00%
31.91	600	All Realty Bundle (601 - 619, 641)	\$ 112.00	70.00%
37.80	8100	All Z Indicator Bundle (8101-8174)	\$ 112.00	40.00%
37.81	8500	All Z Indicator with Propensities Bundle (8501-8540P)	\$ 168.00	100.00%
37.81	8500B	All Z Indicator without Propensities Bundle (8111, 8113, 8117, 8141-8174)	\$ 112.00	70.00%
14.86	A001	InSource Comprehensive Demo Data Bundle	\$ 224.00	100.00%
	A002	#A002 INSOURCE Comprehensive Data Bundle	\$ 218.40	100.00%
31.75	E006	Gift Planning Bundle	\$ 100.80	100.00%
94.01	G2000	All Census 2000 Data Bundle	\$ 11.20	100.00%
		Prime Data Elements		
14.04	181	Social Security Number	\$ 19.60	71.79%
19.24	183	Presence of Social Security Number - NEED IP APPROVAL	\$ 5.60	69.71%
19.08	195	Telephone Advantage Bundle	\$ 56.00	35.00%
	196	Maximum Telephone Matching	\$ -	3.00%
	197	Call Center Scheduler	\$ 33.60	100.00%
	198	Telephone Preference Indicator	\$ 2.24	73.91%
19.09	199	Area Code Fix	\$ 4.48	100.00%
19.10	200	Telephone Numbers	\$ 20.16	45.75%
19.11	201	Telephone Number Verification	\$ 4.48	100.00%
19.12	202	Time Zone (Included with Telephone #)	\$ -	100.00%
19.29	219	Industry Mail Preference Indicator	\$ 1.12	9.16%
19.32	222	Unlisted Phone Indicator	\$ 3.36	0.00%
		Property and Mortgage Data II		
19.21	211	Geographic Income %'s County	\$ 6.72	100.00%
19.22	212	Geographic Income %'s National	\$ 6.72	100.00%
19.54	350	State Estimated Income Index	\$ 6.72	100.00%
19.55	351	County Estimated Income Index	\$ 6.72	100.00%
		Segmentation Tools		
19.39	213E	Incoming Producing Assets(IPA)	\$ 58.80	100.00%
19.23	213P	P\$YCLE Financial Markets	\$ 78.40	100.00%
19.25	215	Smart Neighborhoods 5.0	\$ 33.60	100.00%
19.26	216	Experian Smart Targets 5.0	\$ 44.80	100.00%
19.27	217	Smart Household Clusters 5.0	\$ 56.00	100.00%
19.28	218	Microvision (Licensee)	\$ -	100.00%
19.28	218	Microvision (Non-Licensee)	\$ 67.20	100.00%
19.47	307	PRIZM (Licensee)	\$ -	100.00%
19.9	307NE	Prizm NE (Non Licensee)	\$ 50.40	100.00%
19.50	310	MOSAIC Code	\$ 33.60	100.00%
19.51	311	MOSAIC Group	\$ 33.60	100.00%
19.52	312	MOSAIC Global Group	\$ 33.60	100.00%
14.83	320	Cohorts	\$ 44.80	96.88%
		Financial Data		
19.34	224	Home Business Indicator	\$ 16.80	4.60%
19.35	225	Business Owner Indicator	\$ 16.80	3.03%
		Area Level Data		
19.42	302	Wealth Rating	\$ 2.24	100.00%
19.43	303	Current Census Median Family Income	\$ 2.24	100.00%
19.44	304	Income Index	\$ 2.24	100.00%
19.48	308	DMA Code	\$ 2.24	100.00%
19.49	309	DMA County Size Code	\$ 2.24	100.00%
19.40	GEO1	Geocodes	\$ 5.60	100.00%
95.61	GEO2	2000 Geo Latitude/Longitude	\$ 3.36	100.00%
95.60	GEO3	Metropolitan Statistical Area	\$ 2.24	100.00%
	GEO4	County Name	\$ 2.24	100.00%
		Consumer Response Data		
30.10	1000	Arts/Antiques	\$ 11.20	1.74%
30.11	1001	Astrology/Occult	\$ 11.20	1.09%
30.12	1002	Automotive Work	\$ 11.20	3.31%
30.13	1003	Avid Book Reader	\$ 11.20	5.55%
30.14	1004	Baking	\$ 11.20	2.11%
30.15	1005	Bible/Devotional	\$ 11.20	4.74%

30.16	1006	Camping/Hiking	\$ 11.20	5.53%
30.17	1007	Casino/Gambler	\$ 11.20	3.20%
30.18	1008	CDs/Tapes	\$ 11.20	27.47%
30.19	1009	Coin Collector	\$ 11.20	2.32%
30.20	1010	Doll Collector	\$ 11.20	1.60%
30.21	1011	Die Cast Car Collector	\$ 11.20	0.73%
30.22	1012	Plate Collector	\$ 11.20	1.34%
30.23	1013	Porcelain Collector	\$ 11.20	1.25%
30.24	1014	Sports Items Collector	\$ 11.20	1.31%
30.25	1015	Stamp Collector	\$ 11.20	1.03%
30.26	1016	All Collector Data	\$ 13.44	57.00%
30.27	1017	Animal Welfare	\$ 11.20	0.59%
30.28	1018	Children's Welfare	\$ 11.20	0.61%
30.29	1019	Cultural Activities	\$ 11.20	0.08%
30.30	1020	Environmental	\$ 11.20	0.30%
30.31	1021	Health Related	\$ 11.20	0.54%
30.32	1022	Political	\$ 11.20	0.19%
30.33	1023	Religious	\$ 11.20	0.89%
30.34	1024	Social Services	\$ 11.20	0.39%
30.35	1025	All Contributor Data (1017-1024)	\$ 13.44	1.00%
30.35	1026	Crafts	\$ 11.20	7.44%
30.37	1027	Cruises	\$ 11.20	2.94%
30.38	1028	Cultural/Art Event	\$ 11.20	2.77%
30.39	1029	Cycling	\$ 11.20	2.03%
30.40	1030	Discount club Member in Household	\$ 11.20	0.50%
30.41	1031	Do-It-Yourself	\$ 11.20	4.93%
30.42	1032	Family Music Pref. (Max of 2 Avail)	\$ 11.20	5.37%
30.43	1033	Family Book Read (Max of 2 Avail)	\$ 11.20	5.15%
30.44	1034	Fashion Clothing	\$ 11.20	2.12%
30.45	1035	Fav. Activities of Survey Resp (max 3)	\$ 11.20	12.45%
30.46	1036	Fav. Activities of Resp. Spse (max 3)	\$ 11.20	9.60%
30.47	1037	Financial/Investing	\$ 11.20	1.35%
30.48	1038	Fishing	\$ 11.20	6.33%
30.49	1039	Fitness/Exercise	\$ 11.20	11.19%
30.50	1040	Frequent Flyer in Household	\$ 11.20	1.93%
30.51	1041	Gardening	\$ 11.20	41.10%
30.52	1042	Golf Frequently	\$ 11.20	3.17%
30.43	1043	Gourmet Cooking	\$ 11.20	9.12%
30.54	1044	Health/Natural Foods	\$ 11.20	4.02%
30.55	1045	Home Decorating	\$ 11.20	2.58%
30.56	1046	Hunting/Shooting	\$ 11.20	4.37%
30.57	1047	General Editorial	\$ 11.20	1.53%
30.58	1048	News Editorials	\$ 11.20	1.12%
30.59	1049	Parenthood	\$ 11.20	0.43%
30.60	1050	Woman's	\$ 11.20	2.08%
30.61	1051	All Reader Categories (1047-1050)	\$ 13.44	0.00%
30.62	1052	Motorcycles	\$ 11.20	0.38%
30.63	1053	NASCAR Enthusiast in Household	\$ 11.20	0.50%
30.64	1054	Needlework	\$ 11.20	1.54%
30.65	1055	Photography	\$ 11.20	2.71%
30.66	1056	PC/PC Software	\$ 11.20	10.37%
30.67	1057	Quilting	\$ 11.20	0.47%
30.68	1058	Recipes	\$ 11.20	1.86%
30.69	1059	Self-Improvement	\$ 11.20	3.38%
30.70	1060	Sewing	\$ 11.20	1.77%
30.71	1061	Snow Skiing	\$ 11.20	1.52%
30.72	1062	Sports Watching on TV	\$ 11.20	2.81%
30.73	1063	Sweepstakes	\$ 11.20	4.50%
30.74	1064	Lotteries	\$ 11.20	3.46%
30.75	1065	None	\$ 11.20	2.36%
30.76	1066	All Sweepstakes	\$ 13.44	2.36%
30.77	1067	Tennis Frequently	\$ 11.20	0.75%
30.78	1068	Travelers, Domestic	\$ 11.20	6.14%
30.79	1069	Travelers, Foreign	\$ 11.20	3.03%
30.80	1070	Veteran in HH	\$ 11.20	5.08%
30.81	1071	Video Viewing	\$ 11.20	2.58%
30.82	1072	Volunteer Work	\$ 11.20	0.58%
30.83	1073	Wines	\$ 11.20	2.57%
30.84	1074	Woodwork	\$ 11.20	2.45%
30.85	1075	All Lifestyle Data	\$ 56.00	80.00%
30.86	1076	Diner's Club	\$ 13.44	0.00%
30.87	1077	Diner's Club/Cart Blanche	\$ 13.44	0.12%
30.88	1078	MasterCard/Visa	\$ 13.44	5.89%
30.89	1079	Gold MasterCard/Gold Visa	\$ 13.44	2.09%
30.90	1080	American Express	\$ 13.44	2.14%
30.91	1081	Gold American Express	\$ 13.44	0.59%
30.92	1082	Auto Related MasterCard/Visa	\$ 13.44	0.42%
30.93	1083	Airline Related MasterCard/Visa	\$ 13.44	0.32%
30.94	1084	AT&T Universal Card	\$ 13.44	0.12%
30.95	1085	Discover Card	\$ 13.44	2.12%
30.96	1086	Dept Store/Retail Card	\$ 13.44	2.58%
30.97	1087	Dept Store/Retail/Gas/Otr Card	\$ 13.44	1.20%
30.98	1088	Gas/Other Card	\$ 13.44	1.98%
30.99	1089	Other Card	\$ 13.44	0.30%

31.01	1090	None	\$ 13.44	1.45%
31.02	1091	All Credit Card Ownership Data Bundle	\$ 20.16	6.00%
31.10	2000	Audio	\$ 11.20	6.00%
31.11	2001	Automotive	\$ 11.20	4.75%
31.12	2002	Beeper/Pager	\$ 11.20	0.92%
31.13	2003	Cellular/Mobile Phone	\$ 11.20	1.92%
31.14	2004	Compact Disc Player	\$ 11.20	5.09%
31.15	2005	Contact Lens Wearer in Household	\$ 11.20	1.41%
31.16	2006	Cooking/Kitchen Appliances	\$ 11.20	5.29%
31.17	2007	Domestication's	\$ 11.20	7.08%
31.18	2008	Electronics	\$ 11.20	2.81%
31.19	2009	Exercise Equipment/Health Conscious	\$ 11.20	6.51%
31.20	2010	Fit and Active	\$ 11.20	4.19%
31.21	2011	Fax Machine	\$ 11.20	0.69%
31.22	2012	Great Outdoors	\$ 11.20	0.95%
31.23	2013	Home Appliances	\$ 11.20	8.23%
31.24	2014	Home Entertainment	\$ 11.20	8.41%
31.25	2015	Home Furnishings	\$ 11.20	2.11%
31.26	2016	Home Improvement	\$ 11.20	4.28%
31.27	2017	Houseware	\$ 11.20	16.56%
31.28	2018	Laser Disc Player	\$ 11.20	0.25%
31.29	2019	Long Distance Phone Carrier/Call Card	\$ 11.20	7.50%
31.30	2020	Outdoor Recreation Equipment	\$ 11.20	8.34%
31.31	2021	Personal Beauty Care	\$ 11.20	4.22%
31.32	2022	Power/Sailboat	\$ 11.20	0.98%
31.33	2023	Travel	\$ 11.20	8.26%
31.34	2024	Vacation Home	\$ 11.20	0.60%
31.35	2025	Video Camera	\$ 11.20	1.60%
31.36	2026	Affluence	\$ 16.80	39.00%
31.37	2027	All Prod. Ownership	\$ 33.60	87.00%
31.40	3000	Apple Computer	\$ 13.44	0.18%
31.41	3001	CD-ROM	\$ 13.44	2.64%
31.42	3002	Computer Modem	\$ 13.44	2.60%
31.43	3003	IBM or Compatible	\$ 13.44	1.57%
31.44	3004	386 or Less	\$ 13.44	0.46%
31.45	3005	486	\$ 13.44	0.52%
31.46	3006	Personal Computers	\$ 13.44	11.22%
31.47	3007	Laser Printer	\$ 13.44	1.19%
31.48	3008	Color Printer	\$ 13.44	2.75%
31.49	3009	Pentium	\$ 13.44	0.43%
31.50	3010	Desktop Computer	\$ 13.44	3.69%
31.51	3011	Laptop Computer	\$ 13.44	0.16%
31.52	3012	Laptop and Desktop Computer	\$ 13.44	0.65%
31.53	3013	Macintosh	\$ 13.44	0.42%
31.54	3014	Other	\$ 13.44	0.90%
31.55	3015	On-Line Service Provider	\$ 13.44	0.98%
31.56	3016	None	\$ 13.44	0.01%
31.57	3017	Apple/Macintosh	\$ 22.40	14.00%
31.58	3018	IBM/Compatible	\$ 22.40	15.00%
31.59	3019	All Computer Owners	\$ 28.00	25.00%
31.60	4000	Annuities	\$ 11.20	1.93%
31.61	4001	Bonds	\$ 11.20	2.43%
31.62	4002	CDs/Money Market Funds	\$ 11.20	3.93%
31.63	4003	Commodities	\$ 11.20	0.16%
31.64	4004	IRAs/Keogh's	\$ 11.20	1.55%
31.65	4005	Municipal Bonds	\$ 11.20	0.39%
31.66	4006	Mutual Bonds	\$ 11.20	4.15%
31.67	4007	Real Estate	\$ 11.20	1.31%
31.68	4008	Stocks	\$ 11.20	4.49%
31.69	4009	All Investor Data	\$ 20.16	100.00%
31.70	5000	Number of Birds	\$ 11.20	0.65%
31.71	5001	Number of Cats	\$ 11.20	5.45%
31.72	5002	Number of Dogs	\$ 11.20	6.87%
31.73	5003	All Pet Owners Data	\$ 11.20	35.00%
32.10	6000	Mail Order Club Type (Curr/Form M)	\$ 11.20	6.37%
32.11	6001	Book Club, Current	\$ 11.20	2.57%
32.12	6002	CD/Cassette/Rcld Club, Current	\$ 11.20	1.92%
32.13	6003	Recipe/Garden/Other Club, Current	\$ 11.20	0.97%
32.14	6004	Video Club, Current	\$ 11.20	1.21%
32.15	6005	Book Club, Former	\$ 11.20	2.83%
32.16	6006	CD/Cassette/Record Club, Former	\$ 11.20	2.23%
32.17	6007	Recipe/Garden/Other Club, Former	\$ 11.20	1.34%
32.18	6008	Video Club, Former	\$ 11.20	0.97%
32.19	6009	Clubs by Mail Order Bundle	\$ 11.20	14.00%
32.20	6010	Mail Order Shop Frequency/# of Times per Year	\$ 11.20	7.76%
32.21	6011	Athletic Equipment	\$ 11.20	0.75%
32.22	6012	Automotive Product	\$ 11.20	0.21%
32.23	6013	Books on Cassettes	\$ 11.20	0.50%
32.24	6014	Books/Magazines	\$ 11.20	7.28%
32.25	6015	Business Supplies	\$ 11.20	0.24%
32.26	6016	Checks (not from bank)	\$ 11.20	0.11%
32.27	6017	Children's Products	\$ 11.20	3.05%
32.28	6018	Clothing: Men's	\$ 11.20	0.64%
32.29	6019	Clothing: Women's	\$ 11.20	2.21%

32.30	6020	Computer Products	\$ 11.20	1.67%
32.31	6021	Cosmetics	\$ 11.20	0.59%
32.32	6022	Crafts/Hobbies	\$ 11.20	2.62%
32.33	6023	Financial Services	\$ 11.20	0.11%
32.34	6024	Food/Sundries	\$ 11.20	0.55%
32.35	6025	Gardening Supplies	\$ 11.20	1.80%
32.36	6026	Gifts	\$ 11.20	27.51%
32.37	6027	Home Furnishings	\$ 11.20	1.28%
32.38	6028	Housewares/Linens	\$ 11.20	1.25%
32.39	6029	Insurance	\$ 11.20	0.37%
32.40	6030	Jewelry	\$ 11.20	0.66%
32.41	6031	Music CDs	\$ 11.20	1.63%
32.42	6032	Music Cassettes	\$ 11.20	0.78%
32.43	6033	Shoes: Men's	\$ 11.20	0.18%
32.44	6034	Shoes: Women's	\$ 11.20	0.38%
32.45	6035	Stationery/Cards	\$ 11.20	0.70%
32.46	6036	""Stereos, TVs, Etc.""	\$ 11.20	0.12%
32.47	6037	Video Tapes	\$ 11.20	0.89%
32.48	6038	Vitamins/Health Products	\$ 11.20	0.78%
32.49	6039	All Mail Order Purchase	\$ 28.00	43.00%
32.50	6040	All Mail Order Data	\$ 33.60	46.00%
32.60	7000	All Education Bundle	\$ 22.40	30.00%
32.61	7001	Individual Level Education	\$ 16.80	20.53%
32.62	7002	Household Primary Male Education	\$ 11.20	39.02%
32.63	7003	Household Primary Female Education	\$ 11.20	41.80%
32.64	7100	All Occupation Data Bundle	\$ 33.60	51.00%
32.65	7190	Individual Level Occupation	\$ 11.20	16.29%
32.66	7191	Household Primary Male Occupation	\$ 11.20	23.01%
36.67	7192	Household Primary Female Occupation	\$ 11.20	24.58%
32.89	8000	All Consumer Data	\$ 112.00	97.00%
32.91	8001	Always in Touch	\$ 10.08	13.00%
32.92	8002	Athletic Enthusiasts	\$ 10.08	23.00%
32.93	8003	Car Enthusiasts	\$ 10.08	25.00%
32.94	8004	Home & Garden	\$ 16.80	64.00%
32.95	8005	Music Enthusiasts	\$ 16.80	40.00%
32.96	8006	Outdoor Adventurers	\$ 16.80	39.00%
32.97	8007	Reading Enthusiasts	\$ 13.44	44.00%
32.98	8008	Travelers	\$ 13.44	28.00%
32.99	8009	Upper Crust	\$ 22.40	53.00%
		Summarized Credit Statistic Data		
19.38	10000-1	Summarized Credit Statistics 1-15 variables	\$ 44.80	100.00%
19.38	10000-2	Summarized Credit Statistics 16-50 variables	\$ 50.40	100.00%
19.38	10000-3	Summarized Credit Statistics 51-100 variables	\$ 61.60	100.00%
19.38	10000-4	Summarized Credit Statistics 101 + variables	\$ 72.80	100.00%
36.08	10308	Median Risk Score	\$ 28.00	100.00%
36.09	10309	Median Equilavency Scores (MES)	\$ 28.00	100.00%
36.10	10310	Average Bankruptcy Score	\$ 28.00	100.00%
		Technology Enthusiast Data*		
35.01	280	PC at Home	\$ 13.44	100.00%
35.02	281	Online at Home	\$ 13.44	100.00%
35.03	282	Technology Optimist	\$ 13.44	100.00%
35.10	283	Buy Online Gifts	\$ 13.44	100.00%
35.07	284	Buy Online Clothing	\$ 13.44	100.00%
35.09	285	Buy Online Books	\$ 13.44	100.00%
35.08	286	Buy Online Music	\$ 13.44	100.00%
35.11	287	Buy Online Travel	\$ 13.44	100.00%
35.04	288	Trade Online	\$ 13.44	100.00%
35.05	289	Bank Online	\$ 13.44	100.00%
35.06	290	Financial Transaction Online	\$ 13.44	100.00%
		In the Market Model Data		
14.87	295	In The Market Model for Vehicle	\$ 22.40	100.00%
		Homescore Data*		
34.01	245	Electric Power Usage	\$ 13.44	0.70%
34.02	246	Natural Gas Usage	\$ 13.44	70.00%
34.03	247	Local Telephone Usage	\$ 13.44	70.00%
34.04	248	Long Dist Telephone Usage	\$ 13.44	70.00%
34.05	249	Satellite/Cable TV Usage	\$ 13.44	70.00%
34.06	250	Wireless Phone Usage	\$ 13.44	70.00%
34.07	251	Online Service Usage	\$ 13.44	70.00%
34.08	252	Where People Use Internet	\$ 13.44	70.00%
34.09	253	Has Multiple Phone Lines	\$ 13.44	70.00%
34.10	254	Reasons for Mult Phones	\$ 13.44	70.00%
34.11	255	Has Cellular Phone	\$ 13.44	70.00%
34.12	256	Primary Reason - Cell Phone	\$ 13.44	70.00%
34.13	257	Has Modem In Household	\$ 13.44	70.00%
34.14	258	Serv Alts for LD Phone	\$ 13.44	70.00%
34.15	259	Serv Alts for Electric	\$ 13.44	70.00%
34.16	260	Serv Alts for Cable TV	\$ 13.44	100.00%
34.17	261	Serv Alts for Local Phone	\$ 13.44	100.00%
34.18	262	Int in New Energy Rel	\$ 13.44	100.00%
34.19	263	Switching Intent - Energy	\$ 13.44	100.00%
34.20	264	Switching Intent - Phone	\$ 13.44	100.00%
34.21	265	Switching Intent - Long Distance	\$ 13.44	100.00%
34.22	266	Switching Intent - Cell Phone	\$ 13.44	100.00%

34.23	267	Combined Switching Intent - Clusters	\$ 13.44	100.00%
34.24	268	Home Internet Clusters	\$ 13.44	70.00%
34.25	269	Home Multi Line Clusters	\$ 13.44	70.00%
34.26	270	Home Cellular Clusters	\$ 13.44	70.00%
34.27	271	Home Scores Profile Report	\$ 560.00	70.00%
	TUS-1	Last Local Phone Usage	\$ 13.44	100.00%
	TUS-2	Last Long Distance Phone Usage	\$ 13.44	100.00%
	TUS-3	Last Cable TV Usage	\$ 13.44	100.00%
	TUS-4	Last Satellite TV Usage	\$ 13.44	100.00%
	TUS-5	Last Wireless Phone Usage	\$ 13.44	100.00%
	TUS-6	Last Online Service Usage	\$ 13.44	100.00%
	TUS-7	Total Monthly Communications Services Usage	\$ 13.44	100.00%
	EUS-1	Last Electric Bill Amount	\$ 13.44	100.00%
	EUS-2	Last Natural Gas Bill Amount	\$ 13.44	100.00%
	LDC-5	Long Distance Calling Behaviors	\$ 13.44	100.00%
	OLS-6	Internet Access	\$ 13.44	100.00%
	OLS-1	Internet Usage Location	\$ 13.44	100.00%
	OLS-5	Internet Usage Type	\$ 13.44	100.00%
	OLS-2	Internet Usage Intensity	\$ 13.44	100.00%
	OLS-3	Internet Usage Application	\$ 13.44	100.00%
	OLS-4	Internet Substitution	\$ 13.44	100.00%
	TWL-1	Multiple Phone Lines Housholds	\$ 13.44	100.00%
	TWL-3	Reasons for Multiple Phone Lines	\$ 13.44	70.00%
	TWL-6	Wireline Options	\$ 13.44	70.00%
	WLS-4	Wireless Ownership	\$ 13.44	70.00%
	WLS-5	Primary Reasons for Wireless Use	\$ 13.44	100.00%
	WLS-6	Wireless Options	\$ 13.44	100.00%
	TVS-2	Cable TV Service	\$ 13.44	100.00%
	TVS-3	Satellite TV Service	\$ 13.44	100.00%
	TVS-4	Pay-Per-View Event Service	\$ 13.44	100.00%
	TVS-5	WebTV Service	\$ 13.44	100.00%
	EQP-3	Personal Computer Ownership	\$ 13.44	100.00%
	EQP-5	Personal Computer Applications	\$ 13.44	100.00%
	EQP-4	Other Hardware	\$ 13.44	100.00%
	CSA-5	Local Telephone Service Alternatives	\$ 13.44	100.00%
	CSA-6	Long Distance Service Alternatives	\$ 13.44	100.00%
	CSA-7	Electric Power Service Alternatives	\$ 13.44	100.00%
	CSA-8	Cable TV Service Alternatives	\$ 13.44	100.00%
	CSA-9	Internet Service Alternatives	\$ 13.44	100.00%
	CSA-1	Alternative Telephone Services	\$ 13.44	100.00%
	ERO-1	Natural Gas Services	\$ 13.44	100.00%
	BBD-1	Broadband Products	\$ 13.44	100.00%
	BBD-2	Broadband Price Sensitivity	\$ 13.44	100.00%
	ESI-1	Electric Switching by Incentive Offered	\$ 13.44	100.00%
	PSI-1	Local Phone Switching by Incentive Offered	\$ 13.44	100.00%
	LSI-1	Long Distance Switching by Incentive Offered	\$ 13.44	100.00%
	WSI-1	Wireless Switching by Incentive Offered	\$ 13.44	100.00%
	TSI-1	Cable Switching by Incentive Offered	\$ 13.44	100.00%
	HS001	Homescores Match Rate Report	\$ 13.44	100.00%
		Behavior Bank Zindicator Data (Known)		
37.01	8101	Z Golfer - Interest in Golf	\$ 11.20	7.55%
37.02	8102	Z Donor- Contributes to Charities	\$ 11.20	25.70%
37.03	8103	Z Pets- Pet Enthusiast	\$ 11.20	17.91%
37.04	8104	Z Arts- Interest in Cultural Arts	\$ 11.20	17.91%
37.05	8105	Z Mail Order Buyer - Purchased Through the Mail	\$ 11.20	35.05%
37.06	8106	Z Fitness - Interest in Fitness	\$ 13.44	23.98%
37.07	8107	Z Outdoor - Interest in Outdoor	\$ 11.20	21.16%
37.08	8108	Z Travel - Interest in Travel	\$ 11.20	23.88%
37.09	8109	Z Investor - Investors	\$ 11.20	26.68%
37.10	8110	Z Auto Owner - Presence of an Automobile	\$ 11.20	6.05%
37.11	8111	Z Credit Card - Presence of a Credit card	\$ 13.44	22.43%
37.12	8112	Z Garden- Interest in Gardening	\$ 13.44	27.48%
37.13	8113	Z Crafts - Interest in Crafts	\$ 11.20	19.46%
37.14	8114	Z Collector - Collectors	\$ 11.20	17.15%
37.15	8115	Z Cruise - Cruise Enthusiasts	\$ 11.20	22.68%
37.16	8116	Z Sports - Interest in Sports	\$ 11.20	25.88%
37.17	8117	Z Gourmet - Interest in Gourmet Cooking	\$ 11.20	22.68%
37.18	8118	Z Sweepstakes - Sweepstakes/Gambling	\$ 11.20	15.55%
37.19	8119	Z Politics - Interest in Politics	\$ 11.20	5.78%
37.20	8120	Z Music - Interest in Music	\$ 11.20	34.09%
37.21	8121	Z Reader - Interest in Reading	\$ 11.20	26.04%
37.22	8122	Z Child Products - Children/Parenting Products	\$ 11.20	26.64%
37.23	8123	Z Do-It-Yourselfer - Do-It-Yourselfer	\$ 11.20	21.83%
37.24	8124	Z Self Improvement - Self Improvement	\$ 13.44	4.91%
37.25	8125	Z Religion - Interest in Religion	\$ 11.20	5.90%
37.26	8126	Z Grandparent - Grandparent	\$ 11.20	6.81%
37.27	8127	Z Clothing - Interest in Clothing	\$ 11.20	21.95%
37.28	8128	Z Environmental Donor - Donates to Environmental Causes	\$ 11.20	3.87%
37.29	8129	Z Mutual - Interest in Mutual Funds/Annuities	\$ 11.20	9.77%
37.30	8130	Z Weight Conscious - Weight Conscious	\$ 11.20	4.80%
37.31	8131	Z Buys by Phone - Purchase via Telephone	\$ 13.44	1.00%
37.32	8132	Z Buys by TV - Purchase via Television	\$ 11.20	0.84%
37.33	8133	Z Mail Order Multibuyer - Mail Order Multibuyer	\$ 11.20	26.87%
37.34	8134	Z Gold Credit - Presence of Gold Card	\$ 11.20	3.69%

37.35	8135	Z Platinum Direct - Presence of Platinum Card	\$ 11.20	1.46%
37.36	8136	Z Dogs - Dog Enthusiast	\$ 11.20	14.16%
37.37	8137	Z Cats - Cat Enthusiast	\$ 11.20	10.46%
37.38	8138	Z Health - Healthy Living	\$ 11.20	26.51%
37.39	8139	Z Auto - Interest in Automotive	\$ 11.20	9.35%
37.40	8140	Z Skiing - Interest in Skiing	\$ 11.20	3.08%
37.41	8141	Z Astrology - Astrology/Psychic Reading	\$ 11.20	1.06%
37.42	8142	Z Boats - Interest in Boats	\$ 11.20	3.63%
37.43	8143	Z Cell - Cellular Telephone	\$ 11.20	5.19%
37.44	8144	Z Communication - Communication/Connectivity	\$ 11.20	9.25%
37.45	8145	Z Computer - Computers & Peripherals	\$ 11.20	29.40%
37.46	8146	Z Donor by Mail - Donates by Mail	\$ 11.20	13.28%
37.47	8147	Z Donor by Phone - Donates by Telephone	\$ 11.20	11.03%
37.48	8148	Z Donor by Telethon - Donates by Telethon	\$ 11.20	0.72%
37.49	8149	Z Email - Presence of Email	\$ 11.20	3.06%
37.50	8150	Z Hi-Tech Owner - Hi-Tech Owner	\$ 11.20	19.84%
37.51	8151	Z Home Decor - Home Decorating/Furnishin	\$ 11.20	10.72%
37.52	8152	Z Home Entertainment - Home Entertainment/TV/Video	\$ 11.20	17.32%
37.53	8153	Z Kitchen Aids - Kitchen Aids/Small Appliances	\$ 11.20	6.33%
37.54	8154	Z MOB Music/Video - Mail Order Buyer of Music/Video	\$ 13.44	4.18%
37.55	8155	Z MOB Book - Mail Order Buyer - Books/Magazines	\$ 11.20	21.92%
37.56	8156	Z MOB Clothes/Shoes - Mail Order Buyer - Clothing/Shoes	\$ 11.20	13.42%
37.57	8157	Z MOB Insurance/Finance - Mail Order Buyer - Insurance/Finance	\$ 11.20	19.84%
37.58	8158	Z MOB Gifts - Mail Order Buyer - Gifts	\$ 11.20	17.20%
37.59	8159	Z MOB Gardening - Mail Order Buyer - Gardening	\$ 11.20	6.09%
37.60	8160	Z MOB Jewelry/Cosmetics - Mail Order Buyer - Jewelry/Cosmetics	\$ 13.44	9.09%
37.61	8161	Z MUSIC Classical/Opera/Big Band - Classical/Opera/Big Band Music	\$ 11.20	2.49%
37.62	8162	Z MUSIC Country - Country Music	\$ 11.20	4.30%
37.63	8163	Z MUSIC Christian - Christian Music	\$ 11.20	1.33%
37.64	8164	Z MUSIC Oldies - Oldies Music	\$ 11.20	1.53%
37.65	8165	Z MUSIC Rock - Rock Music	\$ 11.20	3.88%
37.66	8166	Z Internet Online Subscriber - Internet/Online Subscriber	\$ 11.20	4.12%
37.67	8167	Z Personal Care/Beauty - Personal Care/Beauty Care	\$ 11.20	11.69%
37.68	8168	Z Photography - Interest in Photography	\$ 11.20	3.07%
37.69	8169	Z Buy Online - Purchase via On-line	\$ 11.20	1.20%
37.70	8170	Z Spender - Interest in Affluent Lifestyle Activity	\$ 11.20	28.66%
37.71	8171	Z Tennis - Interest in Tennis	\$ 11.20	0.57%
37.72	8172	Z Travel Domestic - Interest in Domestic Travel	\$ 11.20	26.58%
37.73	8173	Z Travel Foreign - Interest in Foreign Travel	\$ 11.20	4.16%
37.74	8174	Z Volunteer - Interest in Volunteering	\$ 11.20	0.98%
37.82	8175	Z Business Owner	\$ 11.20	5.00%
37.84	8176	Z Lenses	\$ 11.20	4.22%
37.86	8177	Z RX Drugs	\$ 11.20	5.00%
37.88	8178	Z Spanish	\$ 11.20	0.70%
37.90	8179	Z Video	\$ 11.20	10.18%
	8180	Z Active Military	\$ 14.56	5.00%
	8181	Z Inactive Military	\$ 14.56	5.00%
		Behavior Bank Zindicator Data (Known & Inferred)		
38.01	8501	Z Golfer & Golfer Propensities	\$ 14.56	99.15%
38.02	8502	Z Donor & Donor Propensities	\$ 14.56	99.15%
38.03	8503	Z Pets & Pets Propensities	\$ 14.56	99.15%
38.04	8504	Z Arts & Arts Propensities	\$ 14.56	99.15%
38.05	8505	Z Mail Order Buyer & Mail Order Buyer Propensities	\$ 14.56	99.15%
38.06	8506	Z Fitness & Fitness Propensities	\$ 14.56	99.15%
38.07	8507	Z Outdoor & Outdoor Propensities	\$ 14.56	99.15%
38.08	8508	Z Travel & Travel Propensities	\$ 14.56	99.15%
38.09	8509	Z Investor & Investor Propensities	\$ 14.56	99.15%
38.10	8510	Z Auto Owner & Auto Owner Propensities	\$ 14.56	99.15%
38.11	8511	Z Credit Card & Credit Card Propensities	\$ 14.56	99.15%
38.12	8512	Z Garden & Garden Propensities	\$ 14.56	99.15%
38.13	8513	Z Crafts & Crafts Propensities	\$ 14.56	99.15%
38.14	8514	Z Collector & Collector Propensities	\$ 14.56	99.15%
38.15	8515	Z Cruise & Cruise Propensities	\$ 14.56	99.15%
38.16	8516	Z Sports & Sports Propensities	\$ 14.56	99.15%
38.18	8518	Z Sweepstakes & Sweepstakes Propensities	\$ 14.56	99.15%
38.19	8519	Z Politics & Politics Propensities	\$ 14.56	99.15%
38.20	8520	Z Music & Music Propensities	\$ 14.56	99.15%
38.21	8521	Z Reader & Reader Propensities	\$ 14.56	99.15%
38.22	8522	Z Child Products & Child Products Propensities	\$ 14.56	99.15%
38.23	8523	Z Do-It-Yourselfer & Do-It-Yourselfer Propensities	\$ 14.56	99.15%
38.24	8524	Z Self Improvement & Self Improvement Propensities	\$ 14.56	99.15%
38.25	8525	Z Religion & Religion Propensities	\$ 14.56	99.15%
38.26	8526	Z Grandparent & Grandparent Propensities	\$ 14.56	99.15%
38.27	8527	Z Clothing & Clothing Propensities	\$ 14.56	99.15%
38.28	8528	Z Environmental Donor & Environmental Donor Propensities	\$ 14.56	99.15%
38.29	8529	Z Mutual Funds & Mutual Funds Propensities	\$ 14.56	99.15%
38.30	8530	Z Weight Conscious & Weight Conscious Propensities	\$ 14.56	99.15%
38.31	8531	Z Buys by Phone & Buys By Phone Propensities	\$ 14.56	99.15%
38.32	8532	Z Buys by TV & Buys By TV Propensities	\$ 14.56	99.15%
38.33	8533	Z Mail Order Multibuyer & Mail Order Multibuyer Propensities	\$ 14.56	99.15%
38.34	8534	Z Gold Credit & Gold Credit Propensities	\$ 14.56	99.15%
38.35	8535	Z Platinum Credit & Platinum Credit Propensities	\$ 14.56	99.15%
38.36	8536	Z Dogs & Dogs Propensities	\$ 14.56	99.15%
38.37	8537	Z Cats & Cats Propensities	\$ 14.56	99.15%

38.38	8538	Z Health & Health Propensities	\$ 14.56	99.15%
38.39	8539	Z Automobile & Automobile Propensities	\$ 14.56	99.15%
38.40	8540	Z Skiing & Skiing Propensities	\$ 14.56	99.15%
38.41	8541	Z Astrology & Astrology Propensity	\$ 14.56	99.15%
38.42	8542	Z Boats & Boats Propensity	\$ 14.56	99.15%
38.43	8543	Z Cell Phone & Cell Phone Propensity	\$ 17.92	99.15%
38.44	8544	Z Communication & Communication Propensity	\$ 17.92	99.15%
38.45	8546	Z Donor by Mail & Donor by Mail Propensity	\$ 14.56	99.15%
38.46	8547	Z Donor by Telephone & Donor by Telephone Propensity	\$ 14.56	99.15%
38.47	8548	Z Donor by Telethon & Donor by Telethon Propensity	\$ 14.56	99.15%
38.48	8549	Z Email & Email Propensity	\$ 17.92	99.15%
38.51	8551	Z Home Décor & Home Décor Propensity	\$ 14.56	99.15%
38.52	8552	Z Home Entertainment & Home Entertainment Propensity	\$ 14.56	99.15%
38.53	8553	Z Kitchen Aids & Kitchen Aids Propensity	\$ 14.56	99.15%
38.54	8554	Z MOB Music Video & MOB Music Video Propensity	\$ 14.56	99.15%
38.55	8555	Z MOB Books Magazines & MOB Books Magazines Propensity	\$ 14.56	99.15%
38.56	8556	Z MOB Clothes Shoes & MOB Clothes Shoes Propensity	\$ 14.56	99.15%
38.57	8557	Z MOB Insurance/Financial & MOB Insurance/Financial Propensity	\$ 14.56	99.15%
38.58	8558	Z MOB Gifts & MOB Gifts Propensity	\$ 14.56	99.15%
38.59	8559	Z MOB Gardening & MOB Gardening Propensity	\$ 14.56	99.15%
38.60	8560	Z MOB Jewelry/Cosmetics & Jewelry/Cosmetics Propensity	\$ 14.56	99.15%
38.61	8561	Z Music Classical/Opera/Big Band & Music C/O/BB Propensity	\$ 14.56	99.15%
38.62	8562	Z Music Country & Music Country Propensity	\$ 14.56	99.15%
38.63	8563	Z Music Christian & Music Christian Propensity	\$ 14.56	99.15%
38.64	8564	Z Music Oldies & Music Oldies Propensity	\$ 14.56	99.15%
38.65	8565	Z Music Rock & Music Rock Propensity	\$ 14.56	99.15%
38.67	8567	Z Personal Beauty & Personal Beauty Propensity	\$ 14.56	99.15%
38.68	8568	Z Photography & Photography Propensity	\$ 14.56	99.15%
38.69	8569	Z Buy Online & Buy Online Propensity	\$ 17.92	99.15%
38.71	8571	Z Tennis & Tennis Propensity	\$ 14.56	99.15%
37.72	8572	Z Travel Domestic & Travel Domestic Propensity	\$ 14.56	99.15%
37.73	8573	Z Foreign Travel & Travel Foreign Propensity	\$ 14.56	99.15%
38.74	8574	Z Volunteer & Volunteer Propensity	\$ 14.56	99.15%
38.82	8575	Z Business Owner & Business Owner Propensity	\$ 14.56	99.15%
38.84	8576	Z Lenses & Lenses Propensity	\$ 14.56	99.15%
38.86	8577	Z RX Drugs & RD Drugs Propensity	\$ 14.56	99.15%
38.88	8578	Z Spanish & Spanish Propensity	\$ 14.56	99.15%
38.90	8579	Z Video & Video Propensity	\$ 14.56	99.15%
	8580	Z Active Military Propensity	\$ 14.56	99.15%
	8581	Z Inactive Military Propensity	\$ 14.56	99.15%
		Education & Occupation Data		
33.01	7101	Homemaker	\$ 8.96	7.42%
33.02	7102	Professional/Technical	\$ 8.96	3.07%
33.03	7103	Upper Management/Executive	\$ 8.96	7.56%
33.04	7104	Middle Management	\$ 8.96	4.81%
33.05	7105	Sales/Marketing	\$ 8.96	4.98%
33.06	7106	Clerical/Service Worker	\$ 8.96	2.41%
33.07	7107	Tradesman/Machine Operator/Laborer	\$ 8.96	6.44%
33.08	7108	Retired	\$ 8.96	6.99%
33.09	7109	Student	\$ 8.96	1.18%
33.10	7110	Executive/Administrator	\$ 8.96	1.04%
33.11	7111	Self-Employed	\$ 8.96	1.90%
33.12	7112	Professional Driver	\$ 8.96	0.14%
33.13	7113	Military	\$ 8.96	0.14%
33.14	7114	Civil Servant	\$ 8.96	0.66%
33.15	7115	Farming/Agriculture	\$ 8.96	0.13%
33.16	7116	Work From Home	\$ 8.96	0.12%
33.17	7117	Health Services	\$ 8.96	0.73%
33.18	7118	Financial Services	\$ 8.96	0.10%
33.19	7120	Business Owner	\$ 8.96	2.20%
33.20	7121	Teacher/Educator	\$ 8.96	2.59%
33.21	7123	Computer Professional	\$ 8.96	0.12%
33.30	7130	Beauty (Cosmetologist, Barber, Manicurist, Nail)	\$ 8.96	2.14%
33.32	7132	Architect	\$ 8.96	1.60%
33.33	7133	Interior Designer	\$ 8.96	0.33%
33.34	7134	Landscape Architect	\$ 8.96	0.07%
33.35	7135	Electrician	\$ 8.96	0.05%
33.36	7136	Engineer	\$ 8.96	1.67%
33.37	7137	Accountant	\$ 8.96	1.50%
33.38	7138	Attorney	\$ 8.96	0.38%
33.39	7139	Social Worker	\$ 8.96	0.50%
33.40	7140	Counselor	\$ 8.96	0.26%
33.41	7141	Occupational/Physical Therapist	\$ 8.96	0.58%
33.42	7142	Speech Pathologist/Audiologist	\$ 8.96	0.21%
33.43	7143	Psychologist	\$ 8.96	0.19%
33.44	7144	Pharmacist	\$ 8.96	0.84%
33.45	7145	Optician/Optomtrist	\$ 8.96	0.07%
33.46	7146	Veterinarian	\$ 8.96	0.14%
33.47	7147	Dentist/Dental Hygienist	\$ 8.96	0.57%
33.48	7148	Nurse	\$ 8.96	6.19%
33.49	7149	Doctor/Physician/Surgeon	\$ 8.96	1.96%
33.50	7150	Chiropractor	\$ 8.96	0.06%
33.51	7151	Surveyor	\$ 8.96	0.06%
33.85	7175	Working Woman	\$ 8.96	24.69%

33.31	7131	Real Estate Broker	\$ 8.96	14.00%
		Auto Ownership Propensity Data		
35.50	476	Luxury	\$ 22.40	100.00%
35.51	477	Near Luxury	\$ 22.40	100.00%
35.52	478	Sporty	\$ 22.40	100.00%
35.53	479	Upper Mid-Range Import	\$ 22.40	100.00%
35.54	480	Uper Mid-Range Domestic	\$ 22.40	100.00%
35.55	481	Mid-Range Import	\$ 22.40	100.00%
35.56	482	Mid-Range Domestic	\$ 22.40	100.00%
35.57	483	Mid-Range Sport Utility Import	\$ 22.40	100.00%
35.58	484	Mid-Range Sport Utility Domestic	\$ 22.40	100.00%
35.59	485	Large Sport Utility	\$ 22.40	100.00%
35.60	486	Small Sport Utility	\$ 22.40	100.00%
35.61	487	Large Pick-up	\$ 22.40	100.00%
35.62	488	Specialty	\$ 22.40	100.00%
35.63	489	Lower Mid-Range Import	\$ 22.40	100.00%
35.64	490	Lower Mid-Range Domestic	\$ 22.40	100.00%
35.65	491	Small	\$ 22.40	100.00%
35.66	492	Budget	\$ 22.40	100.00%
35.67	493	Small Pick-up	\$ 22.40	100.00%
35.68	494	Minivan	\$ 22.40	100.00%
35.69	495	Van	\$ 22.40	100.00%
35.70	496	Electric Hybrid/Electric Truck	\$ 22.40	100.00%
		Auto Market Statistics Data		
	40001	Number of Vehicles in Zip/Zip+4	\$ 2.24	100.00%
	40002	Number of HH's with a Vehicle	\$ 2.24	100.00%
	40003	Number of HH's without a Vehicle	\$ 2.24	100.00%
	40004	Average Number of Vehicles per HH	\$ 2.24	100.00%
	40005	Percent HH's with a Vehicle	\$ 2.24	100.00%
	40006	Percent HH's without a Vehicle	\$ 2.24	100.00%
	40007	Maximum Value of Vehicles in HH	\$ 2.24	100.00%
	40008	Average Aggregate Value Vehicles in HH	\$ 2.24	100.00%
	40009	Average Value of Vehicles in HH	\$ 2.24	100.00%
	40010	Number of Domestic less than 1 Year	\$ 2.24	100.00%
	40011	Percent of Domestic less than 1 Year	\$ 2.24	100.00%
	40012	Number of Import less than 1 Year	\$ 2.24	100.00%
	40013	Percent of Import less than 1 Year	\$ 2.24	100.00%
	40014	Number of Domestic 1 Year	\$ 2.24	100.00%
	40015	Percent of Domestic 1 Year	\$ 2.24	100.00%
	40016	Number of Import 1 Year	\$ 2.24	100.00%
	40017	Percent of Import 1 Year	\$ 2.24	100.00%
	40018	Number of Domestic 2 Year	\$ 2.24	100.00%
	40019	Percent of Domestic 2 Year	\$ 2.24	100.00%
	40020	Number of Import 2 Year	\$ 2.24	100.00%
	40021	Percent of Import 2 Year	\$ 2.24	100.00%
	40022	Number of Domestic 3 Year	\$ 2.24	100.00%
	40023	Percent of Domestic 3 Year	\$ 2.24	100.00%
	40024	Number of Import 3 Year	\$ 2.24	100.00%
	40025	Percent of Import 3 Year	\$ 2.24	100.00%
	40026	Number of Domestic 4 Year	\$ 2.24	100.00%
	40027	Percent of Domestic 4 Year	\$ 2.24	100.00%
	40028	Number of Import 4 Year	\$ 2.24	100.00%
	40029	Percent of Import 4 Year	\$ 2.24	100.00%
	40030	Number of Domestic 5-7 Year	\$ 2.24	100.00%
	40031	Percent of Domestic 5-7 Year	\$ 2.24	100.00%
	40032	Number of Import 5-7 Year	\$ 2.24	100.00%
	40033	Percent of Import 5-7 Year	\$ 2.24	100.00%
	40034	Number of Domestic 8-10 Year	\$ 2.24	100.00%
	40035	Percent of Domestic 8-10 Year	\$ 2.24	100.00%
	40036	Number of Import 8-10 Year	\$ 2.24	100.00%
	40037	Percent of Import 8-10 Year	\$ 2.24	100.00%
	40038	Number of Domestic 11-14 Year	\$ 2.24	100.00%
	40039	Percent of Domestic 11-14 Year	\$ 2.24	100.00%
	40040	Number of Import 11-14 Year	\$ 2.24	100.00%
	40041	Percent of Import 11-14 Year	\$ 2.24	100.00%
	40042	Number of Domestic 15+ Year	\$ 2.24	100.00%
	40043	Percent of Domestic 15+ Year	\$ 2.24	100.00%
	40044	Number of Import 15+ Year	\$ 2.24	100.00%
	40045	Percent of Import 15+ Year	\$ 2.24	100.00%
	40046	Number of Low Price Class	\$ 2.24	100.00%
	40047	Percent of Low Price Class	\$ 2.24	100.00%
	40048	Number of Medium Price Class	\$ 2.24	100.00%
	40049	Percent of Medium Price Class	\$ 2.24	100.00%
	40050	Number of High Price Class	\$ 2.24	100.00%
	40051	Percent of High Price Class	\$ 2.24	100.00%
	40052	Number of Luxury Price Class	\$ 2.24	100.00%
	40053	Percent of Luxury Price Class	\$ 2.24	100.00%
	40054	Number With Price Class	\$ 2.24	100.00%
	40055	Percent With Price Class	\$ 2.24	100.00%
	40056	Number Unknown Price Class	\$ 2.24	100.00%
	40057	Percent Unknown Price Class	\$ 2.24	100.00%
	40058	Number of American Origin	\$ 2.24	100.00%
	40059	Percent of American Origin	\$ 2.24	100.00%
	40060	Number of European Origin	\$ 2.24	100.00%

40061	Percent of European Origin	\$ 2.24	100.00%
40062	Number of Asian Origin	\$ 2.24	100.00%
40063	Percent of Asian Origin	\$ 2.24	100.00%
40064	Number of Other Manufacturer Origin	\$ 2.24	100.00%
40065	Percent of Other Manufacturer Origin	\$ 2.24	100.00%
40066	Number of Vehicles with Country of Origin	\$ 2.24	100.00%
40067	Percent of Vehicles with Country of Origin	\$ 2.24	100.00%
40068	Number of Male Owners	\$ 2.24	100.00%
40069	Percent of Male Owners	\$ 2.24	100.00%
40070	Number of Female Owners	\$ 2.24	100.00%
40071	Percent of Female Owners	\$ 2.24	100.00%
40072	Number of Unknown Owners	\$ 2.24	100.00%
40073	Percent of Unknown Owners	\$ 2.24	100.00%
40074	Number of New Vehicles	\$ 2.24	100.00%
40075	Percent of New Vehicles	\$ 2.24	100.00%
40076	Number of Used Vehicles	\$ 2.24	100.00%
40077	Percent of Used Vehicles	\$ 2.24	100.00%
40078	Number of New Cars	\$ 2.24	100.00%
40079	Percent of New Cars	\$ 2.24	100.00%
40080	Number of New Light Trucks	\$ 2.24	100.00%
40081	Percent of New Light Trucks	\$ 2.24	100.00%
40082	Number of Used Cars	\$ 2.24	100.00%
40083	Percent of Used Cars	\$ 2.24	100.00%
40084	Number of Used Light Trucks	\$ 2.24	100.00%
40085	Percent of Used Light Trucks	\$ 2.24	100.00%
40086	Number of Budget Cars	\$ 2.24	100.00%
40087	Percent of Budget Cars	\$ 2.24	100.00%
40088	Number of Small Cars	\$ 2.24	100.00%
40089	Percent of Small Cars	\$ 2.24	100.00%
40090	Number of Lower Mid-Range Cars	\$ 2.24	100.00%
40091	Percent of Lower Mid-Range Cars	\$ 2.24	100.00%
40092	Number of Mid-Range Cars	\$ 2.24	100.00%
40093	Percent of Mid-Range Cars	\$ 2.24	100.00%
40094	Number of Upper Mid-Range Cars	\$ 2.24	100.00%
40095	Percent of Upper Mid-Range Cars	\$ 2.24	100.00%
40096	Number of Near Luxury Cars	\$ 2.24	100.00%
40097	Percent of Near Luxury Cars	\$ 2.24	100.00%
40098	Number of Luxury Cars	\$ 2.24	100.00%
40099	Percent of Luxury Cars	\$ 2.24	100.00%
40100	Number of Sporty Cars	\$ 2.24	100.00%
40101	Percent of Sporty Cars	\$ 2.24	100.00%
40102	Number of Specialty Cars	\$ 2.24	100.00%
40103	Percent of Specialty Cars	\$ 2.24	100.00%
40104	Number of Electric/Hybrid Cars	\$ 2.24	100.00%
40105	Percent of Electric/Hybrid Cars	\$ 2.24	100.00%
40106	Number of Small Pickup Trucks	\$ 2.24	100.00%
40107	Percent of Small Pickup Trucks	\$ 2.24	100.00%
40108	Number of Large Pickup Trucks	\$ 2.24	100.00%
40109	Percent of Small Pickup Trucks	\$ 2.24	100.00%
40110	Number of Electric Trucks	\$ 2.24	100.00%
40111	Percent of Electric Trucks	\$ 2.24	100.00%
40112	Number of Minivan Vehicles	\$ 2.24	100.00%
40113	Percent of Minivan Vehicles	\$ 2.24	100.00%
40114	Number of Van Vehicles	\$ 2.24	100.00%
40115	Percent of Van Vehicles	\$ 2.24	100.00%
40116	Number of Small SUV	\$ 2.24	100.00%
40117	Percent of Small SUV	\$ 2.24	100.00%
40118	Number of Mid-Range SUV	\$ 2.24	100.00%
40119	Percent of Mid-Range SUV	\$ 2.24	100.00%
40120	Number of Large SUV	\$ 2.24	100.00%
40121	Percent of Large SUV	\$ 2.24	100.00%
40122	Number of Unknown Market Class	\$ 2.24	100.00%
40123	Percent of Unknown Market Class	\$ 2.24	100.00%
40124	Average MSRP	\$ 2.24	100.00%
40125	Median MSRP	\$ 2.24	100.00%
40126	Number of Vehicles with MSRP	\$ 2.24	100.00%
40127	Percent of Vehicles with MSRP	\$ 2.24	100.00%
40128	Number of Vehicles without MSRP	\$ 2.24	100.00%
40129	Percent of Vehicles without MSRP	\$ 2.24	100.00%
40130	Number with MSRP < \$10,000	\$ 2.24	100.00%
40131	Percent with MSRP < \$10,000	\$ 2.24	100.00%
40132	Number with MSRP \$10,000 - \$14,999	\$ 2.24	100.00%
40133	Percent with MSRP \$10,000 - \$14,999	\$ 2.24	100.00%
40134	Number with MSRP \$15,000 - \$19,999	\$ 2.24	100.00%
40135	Percent with MSRP \$15,000 - \$19,999	\$ 2.24	100.00%
40136	Number with MSRP \$20,000 - \$24,999	\$ 2.24	100.00%
40137	Percent with MSRP \$20,000 - \$24,999	\$ 2.24	100.00%
40138	Number with MSRP \$25,000 - \$34,999	\$ 2.24	100.00%
40139	Percent with MSRP \$25,000 - \$34,999	\$ 2.24	100.00%
40140	Number with MSRP \$35,000 - \$49,999	\$ 2.24	100.00%
40141	Percent with MSRP \$35,000 - \$49,999	\$ 2.24	100.00%
40142	Number with MSRP > \$50,000	\$ 2.24	100.00%
40143	Percent with MSRP > \$50,000	\$ 2.24	100.00%
40144	Average Retail Value	\$ 2.24	100.00%

40145	Number with Retail Value	\$ 2.24	100.00%
40146	Number without Retail Value	\$ 2.24	100.00%
40147	Number with Retail Value > \$5,000	\$ 2.24	100.00%
40148	Percent with Retail Value > \$5,000	\$ 2.24	100.00%
40149	Number with Retail Value \$5,000 - \$9,999	\$ 2.24	100.00%
40150	Percent with Retail Value \$5,000 - \$9,999	\$ 2.24	100.00%
40151	Number with Retail Value \$10,000 - \$14,999	\$ 2.24	100.00%
40152	Percent with Retail Value \$10,000 - \$14,999	\$ 2.24	100.00%
40153	Number with Retail Value \$15,000 - \$19,999	\$ 2.24	100.00%
40154	Percent with Retail Value \$15,000 - \$19,999	\$ 2.24	100.00%
40155	Number with Retail Value \$20,000 - \$24,999	\$ 2.24	100.00%
40156	Percent with Retail Value \$20,000 - \$24,999	\$ 2.24	100.00%
40157	Number with Retail Value \$25,000 - \$34,999	\$ 2.24	100.00%
40158	Percent with Retail Value \$25,000 - \$34,999	\$ 2.24	100.00%
40159	Number with Retail Value > \$35,000	\$ 2.24	100.00%
40160	Percent with Retail Value > \$35,000	\$ 2.24	100.00%
40161	Number of Acura Cars	\$ 2.24	100.00%
40162	Percent of Acura Cars	\$ 2.24	100.00%
40163	Number of Audi Cars	\$ 2.24	100.00%
40164	Percent of Audi Cars	\$ 2.24	100.00%
40165	Number of Buick Cars	\$ 2.24	100.00%
40166	Percent of Buick Cars	\$ 2.24	100.00%
40167	Number of BMW Cars	\$ 2.24	100.00%
40168	Percent of BMW Cars	\$ 2.24	100.00%
40169	Number of Cadillac Cars	\$ 2.24	100.00%
40170	Percent of Cadillac Cars	\$ 2.24	100.00%
40171	Number of Chevrolet/Geo Cars	\$ 2.24	100.00%
40172	Percent of Chevrolet/Geo Cars	\$ 2.24	100.00%
40173	Number of Chrysler Cars	\$ 2.24	100.00%
40174	Percent of Chrysler Cars	\$ 2.24	100.00%
40175	Number of Daewoo/Kia Cars	\$ 2.24	100.00%
40176	Percent of Daewoo/Kia Cars	\$ 2.24	100.00%
40177	Number of Dodge Cars	\$ 2.24	100.00%
40178	Percent of Dodge Cars	\$ 2.24	100.00%
40179	Number of Ford Cars	\$ 2.24	100.00%
40180	Percent of Ford Cars	\$ 2.24	100.00%
40181	Number of Honda Cars	\$ 2.24	100.00%
40182	Percent of Honda Cars	\$ 2.24	100.00%
40183	Number of Hyundai Cars	\$ 2.24	100.00%
40184	Percent of Hyundai Cars	\$ 2.24	100.00%
40185	Number of Infiniti Cars	\$ 2.24	100.00%
40186	Percent of Infiniti Cars	\$ 2.24	100.00%
40187	Number of Jaguar Cars	\$ 2.24	100.00%
40188	Percent of Jaguar Cars	\$ 2.24	100.00%
40189	Number of Lexus Cars	\$ 2.24	100.00%
40190	Percent of Lexus Cars	\$ 2.24	100.00%
40191	Number of Lincoln Cars	\$ 2.24	100.00%
40192	Percent of Lincoln Cars	\$ 2.24	100.00%
40193	Number of Mazda Cars	\$ 2.24	100.00%
40194	Percent of Mazda Cars	\$ 2.24	100.00%
40195	Number of Mercedes Cars	\$ 2.24	100.00%
40196	Percent of Mercedes Cars	\$ 2.24	100.00%
40197	Number of Mercury Cars	\$ 2.24	100.00%
40198	Percent of Mercury Cars	\$ 2.24	100.00%
40199	Number of Mitsubishi Cars	\$ 2.24	100.00%
40200	Percent of Mitsubishi Cars	\$ 2.24	100.00%
40201	Number of Nissan Cars	\$ 2.24	100.00%
40212	Percent of Nissan Cars	\$ 2.24	100.00%
40213	Number of Oldsmobile Cars	\$ 2.24	100.00%
40214	Percent of Oldsmobile Cars	\$ 2.24	100.00%
40215	Number of Plymouth Cars	\$ 2.24	100.00%
40216	Percent of Plymouth Cars	\$ 2.24	100.00%
40217	Number of Pontiac Cars	\$ 2.24	100.00%
40218	Percent of Pontiac Cars	\$ 2.24	100.00%
40219	Number of Porsche Cars	\$ 2.24	100.00%
40220	Percent of Porsche Cars	\$ 2.24	100.00%
40221	Number of Saab Cars	\$ 2.24	100.00%
40222	Percent of Saab Cars	\$ 2.24	100.00%
40223	Number of Saturn Cars	\$ 2.24	100.00%
40224	Percent of Saturn Cars	\$ 2.24	100.00%
40225	Number of Subaru Cars	\$ 2.24	100.00%
40226	Percent of Subaru Cars	\$ 2.24	100.00%
40227	Number of Suzuki Cars	\$ 2.24	100.00%
40228	Percent of Suzuki Cars	\$ 2.24	100.00%
40229	Number of Toyota Cars	\$ 2.24	100.00%
40230	Percent of Toyota Cars	\$ 2.24	100.00%
40231	Number of Volkswagen Cars	\$ 2.24	100.00%
40232	Percent of Volkswagen Cars	\$ 2.24	100.00%
40233	Number of Volvo Cars	\$ 2.24	100.00%
40234	Percent of Volvo Cars	\$ 2.24	100.00%
40235	Number of Luxury/Special Mix Cars	\$ 2.24	100.00%
40236	Percent of Luxury/Special Mix Cars	\$ 2.24	100.00%
40237	Number of Electric/Hybrid Cars	\$ 2.24	100.00%
40238	Percent of Electric/Hybrid Cars	\$ 2.24	100.00%

	40239	Number of Other Makes	\$ 2.24	100.00%
	40240	Percent of Other Makes	\$ 2.24	100.00%
	40241	Number of Sporty Car Mix	\$ 2.24	100.00%
	40242	Percent of Sporty Car Mix	\$ 2.24	100.00%
	40243	Number of Domestic Car Makes	\$ 2.24	100.00%
	40244	Percent of Domestic Car Makes	\$ 2.24	100.00%
	40245	Number of Import Car Makes	\$ 2.24	100.00%
	40246	Percent of Import Car Makes	\$ 2.24	100.00%
	40247	Number of Chevrolet Light Trucks	\$ 2.24	100.00%
	40248	Percent of Chevrolet Light Trucks	\$ 2.24	100.00%
	40249	Number of Chrysler/Plymouth Light Trucks	\$ 2.24	100.00%
	40250	Percent of Chrysler/Plymouth Light Trucks	\$ 2.24	100.00%
	40251	Number of Dodge Light Trucks	\$ 2.24	100.00%
	40252	Percent of Dodge Light Trucks	\$ 2.24	100.00%
	40253	Number of Ford Light Trucks	\$ 2.24	100.00%
	40254	Percent of Ford Light Trucks	\$ 2.24	100.00%
	40255	Number of GMC Light Trucks	\$ 2.24	100.00%
	40256	Percent of GMC Light Trucks	\$ 2.24	100.00%
	40257	Number of Isuzu Light Trucks	\$ 2.24	100.00%
	40258	Percent of Isuzu Light Trucks	\$ 2.24	100.00%
	40259	Number of Mazda Light Trucks	\$ 2.24	100.00%
	40260	Percent of Mazda Light Trucks	\$ 2.24	100.00%
	40261	Number of Mitsubishi Light Trucks	\$ 2.24	100.00%
	40262	Percent of Mitsubishi Light Trucks	\$ 2.24	100.00%
	40263	Number of Import Light Trucks	\$ 2.24	100.00%
	40264	Percent of Import Light Trucks	\$ 2.24	100.00%
	40265	Number of Chevrolet SUV's	\$ 2.24	100.00%
	40266	Percent of Chevrolet SUV's	\$ 2.24	100.00%
	40267	Number of Chrysler SUV's	\$ 2.24	100.00%
	40268	Percent of Chrysler SUV's	\$ 2.24	100.00%
	40269	Number of Dodge SUV's	\$ 2.24	100.00%
	40270	Percent of Dodge SUV's	\$ 2.24	100.00%
	40271	Number of Ford SUV's	\$ 2.24	100.00%
	40272	Percent of Ford SUV's	\$ 2.24	100.00%
	40273	Number of GMC SUV's	\$ 2.24	100.00%
	40274	Percent of GMC SUV's	\$ 2.24	100.00%
	40275	Number of Honda SUV's	\$ 2.24	100.00%
	40276	Percent of Honda SUV's	\$ 2.24	100.00%
	40277	Number of Isuzu SUV's	\$ 2.24	100.00%
	40278	Percent of Isuzu SUV's	\$ 2.24	100.00%
	40279	Number of Jeep SUV's	\$ 2.24	100.00%
	40280	Percent of Jeep SUV's	\$ 2.24	100.00%
	40281	Number of KIA SUV's	\$ 2.24	100.00%
	40282	Percent of KIA SUV's	\$ 2.24	100.00%
	40283	Number of Mitsubishi SUV's	\$ 2.24	100.00%
	40284	Percent of Mitsuburshi SUV's	\$ 2.24	100.00%
	40285	Number of Nissan SUV's	\$ 2.24	100.00%
	40286	Percent of Nissan SUV's	\$ 2.24	100.00%
	40287	Number of Oldsmobile SUV's	\$ 2.24	100.00%
	40288	Percent of Oldsmobile SUV's	\$ 2.24	100.00%
	40289	Number of Suzuki SUV's	\$ 2.24	100.00%
	40290	Percent of Suzuki SUV's	\$ 2.24	100.00%
	40291	Number of Toyota SUV's	\$ 2.24	100.00%
	40292	Percent of Toyota SUV's	\$ 2.24	100.00%
	40293	Number of Other SUV's	\$ 2.24	100.00%
	40294	Percent of Other SUV's	\$ 2.24	100.00%
	40295	Number of Luxury SUV Mix	\$ 2.24	100.00%
	40296	Percent of Luxury SUV Mix	\$ 2.24	100.00%
	40297	Number of Chevrolet Vans	\$ 2.24	100.00%
	40298	Percent of Chevrolet Vans	\$ 2.24	100.00%
	40299	Number of Chrysler Vans	\$ 2.24	100.00%
	40300	Percent of Chrysler Vans	\$ 2.24	100.00%
	40301	Number of Dodge Vans	\$ 2.24	100.00%
	40302	Percent of Dodge Vans	\$ 2.24	100.00%
	40303	Number of Ford Vans	\$ 2.24	100.00%
	40304	Percent of Ford Vans	\$ 2.24	100.00%
	40305	Number of GMC Vans	\$ 2.24	100.00%
	40306	Percent of GMC Vans	\$ 2.24	100.00%
	40307	Number of Honda Vans	\$ 2.24	100.00%
	40308	Percent of Honda Vans	\$ 2.24	100.00%
	40309	Number of Nissan Vans	\$ 2.24	100.00%
	40310	Percent of Nissan Vans	\$ 2.24	100.00%
	40311	Number of Oldsmobile Vans	\$ 2.24	100.00%
	40312	Percent of Oldsmobile Vans	\$ 2.24	100.00%
	40313	Number of Toyota Vans	\$ 2.24	100.00%
	40314	Percent of Toyota Vans	\$ 2.24	100.00%
	40315	Number of Volkswagen Vans	\$ 2.24	100.00%
	40316	Percent of Volkswagen Vans	\$ 2.24	100.00%
	40317	Number of Van Mix	\$ 2.24	100.00%
	40318	Percent of Van Mix	\$ 2.24	100.00%
	40319	Number of Unspecified Make Codes	\$ 2.24	100.00%
	40320	Percent of Unspecified Make Codes	\$ 2.24	100.00%
19.86	40321	% With Retail Value	\$ 2.24	100.00%
19.87	40322	% Without Retail Value	\$ 2.24	100.00%

Census Data Variables				
94.03	301	G2002 % Population Age 5-9	\$ 2.24	100.00%
94.04	301	G2003 % Population Age 10-13	\$ 2.24	100.00%
94.05	301	G2004 % Population Age 14-17	\$ 2.24	100.00%
94.06	301	G2005 % Population Age 18-20	\$ 2.24	100.00%
94.07	301	G2006 % Population Age 21-24	\$ 2.24	100.00%
94.08	301	G2007 % Population Age 25-29	\$ 2.24	100.00%
94.09	301	G2008 % Population Age 30-34	\$ 2.24	100.00%
94.10	301	G2009 % Population Age 35-39	\$ 2.24	100.00%
94.11	301	G2010 % Population Age 40-44	\$ 2.24	100.00%
94.12	301	G2011 % Population Age 45-49	\$ 2.24	100.00%
94.13	301	G2012 % Population Age 50-54	\$ 2.24	100.00%
94.14	301	G2013 % Population Age 55-59	\$ 2.24	100.00%
94.15	301	G2014 % Population Age 60-64	\$ 2.24	100.00%
94.16	301	G2015 % Population Age 65-69	\$ 2.24	100.00%
94.17	301	G2016 % Population Age 70-74	\$ 2.24	100.00%
94.18	301	G2017 % Population Age 75-79	\$ 2.24	100.00%
94.19	301	G2018 % Population Age 80-84	\$ 2.24	100.00%
94.20	301	G2019 % Population Age 85+	\$ 2.24	100.00%
94.21	301	G2020 % Population Age < 10	\$ 2.24	100.00%
94.22	301	G2021 % Population Age < 18	\$ 2.24	100.00%
94.23	301	G2022 % Population Age < 25	\$ 2.24	100.00%
94.24	301	G2023 % Population Age 25-34	\$ 2.24	100.00%
94.25	301	G2024 % Population Age 35-44	\$ 2.24	100.00%
94.26	301	G2025 % Population Age 45-54	\$ 2.24	100.00%
94.27	301	G2026 % Population Age 55-64	\$ 2.24	100.00%
94.28	301	G2027 % Population Age 65+	\$ 2.24	100.00%
94.29	301	G2028 % Population Age 75+	\$ 2.24	100.00%
94.30	301	G2029 % Population Age 18+	\$ 2.24	100.00%
94.31	301	G2030 % Population Age 18-65	\$ 2.24	100.00%
94.32	301	G2031 Median Age	\$ 2.24	100.00%
94.33	301	G2032 Median Age - Male	\$ 2.24	100.00%
94.34	301	G2033 Median Age - Female	\$ 2.24	100.00%
94.35	301	G2034 Median Age - Adults 18+	\$ 2.24	100.00%
94.36	301	G2035 Median Age - Adult Male 18+	\$ 2.24	100.00%
94.37	301	G2036 Median Age - Adult Female 18+	\$ 2.24	100.00%
94.38	301	G2037 % Male	\$ 2.24	100.00%
94.39	301	G2038 % Female	\$ 2.24	100.00%
94.40	301	G2039 % White Only	\$ 2.24	100.00%
94.41	301	G2040 % Black Only	\$ 2.24	100.00%
94.42	301	G2041 % American Indian Only	\$ 2.24	100.00%
94.43	301	G2042 % Asian Only	\$ 2.24	100.00%
94.44	301	G2043 % Hawaiian Only	\$ 2.24	100.00%
94.45	301	G2044 % Other Race Only	\$ 2.24	100.00%
94.46	301	G2045 % Multiple Race	\$ 2.24	100.00%
94.47	301	G2046 % Hispanic	\$ 2.24	100.00%
94.48	301	G2047 % Non-Hispanic	\$ 2.24	100.00%
94.49	301	G2048 % White Non-Hispanic	\$ 2.24	100.00%
94.50	301	G2049 % Black Non-Hispanic	\$ 2.24	100.00%
94.51	301	G2050 % American Indian Non-Hispanic	\$ 2.24	100.00%
94.52	301	G2051 % Asian Non-Hispanic	\$ 2.24	100.00%
94.53	301	G2052 % Hawaiian Non-Hispanic	\$ 2.24	100.00%
94.54	301	G2053 % Other Race Non-Hispanic	\$ 2.24	100.00%
94.55	301	G2054 % Multiple Race Non-Hispanic	\$ 2.24	100.00%
94.56	301	G2055 % White Hispanic	\$ 2.24	100.00%
94.57	301	G2056 % Black Hispanic	\$ 2.24	100.00%
94.58	301	G2057 % American Indian Hispanic	\$ 2.24	100.00%
94.59	301	G2058 % Asian Hispanic	\$ 2.24	100.00%
94.60	301	G2059 % Hawaiian Hispanic	\$ 2.24	100.00%
94.61	301	G2060 % Other Race Hispanic	\$ 2.24	100.00%
94.62	301	G2061 % Multiple Race Hispanic	\$ 2.24	100.00%
94.63	301	G2062 % Population in Family Households	\$ 2.24	100.00%
94.64	301	G2063 % Population Householders in Family HH	\$ 2.24	100.00%
94.65	301	G2064 % Population Male Householders in Family HH	\$ 2.24	100.00%
94.66	301	G2065 % Population Female Householders Family HH	\$ 2.24	100.00%
94.67	301	G2066 % Pop. Spouse in Family HH	\$ 2.24	100.00%
94.68	301	G2067 % Pop. Children in Family HH	\$ 2.24	100.00%
94.69	301	G2068 % Pop. Natural Born/Adopted Children Family HH	\$ 2.24	100.00%
94.70	301	G2069 % Pop. Step Children in Family HH	\$ 2.24	100.00%
94.71	301	G2070 % Pop. Grandchildren in Family HH	\$ 2.24	100.00%
94.72	301	G2071 % Pop. Sibling in Family HH	\$ 2.24	100.00%
94.73	301	G2072 % Pop. Parent in Family HH	\$ 2.24	100.00%
94.74	301	G2073 % Pop. Other Relatives in Family HH	\$ 2.24	100.00%
94.75	301	G2074 % Pop. Non Relatives in Family HH	\$ 2.24	100.00%
94.76	301	G2075 % Pop. In Non Family Households	\$ 2.24	100.00%
94.77	301	G2076 % Pop. Male Householders in Non-Family HH	\$ 2.24	100.00%
94.78	301	G2077 % Pop. Male Living Alone	\$ 2.24	100.00%
94.79	301	G2078 % Pop. Male Householder 2+ person Non-Family HH	\$ 2.24	100.00%
94.80	301	G2079 % Pop. Female Households in Non-Family HH	\$ 2.24	100.00%
94.81	301	G2080 % Pop. Female Living Alone	\$ 2.24	100.00%
94.82	301	G2081 % Pop. Female Householder 2+ Person Non-Family HH	\$ 2.24	100.00%
94.83	301	G2082 % Pop. Non-Relatives in Non-Family HH	\$ 2.24	100.00%
94.84	301	G2083 % Pop. In Group Quarters	\$ 2.24	100.00%
94.85	301	G2084 % Pop. In Institutions	\$ 2.24	100.00%

94.86	301	G2085 % Pop. In Correctional Institutions	\$ 2.24	100.00%
94.87	301	G2086 % Pop. In Nursing Homes	\$ 2.24	100.00%
94.88	301	G2087 % Pop. In Other Institutional Group Quarters	\$ 2.24	100.00%
94.89	301	G2088 % Pop. Non-Institutional Group Quarters	\$ 2.24	100.00%
94.90	301	G2089 % Pop. College Dormitories	\$ 2.24	100.00%
94.91	301	G2090 % Pop. Military Quarters	\$ 2.24	100.00%
94.92	301	G2091 % Pop. Other Non-Institutional Group Quarters	\$ 2.24	100.00%
94.93	301	G2092 % Households Non-Hispanic	\$ 2.24	100.00%
94.94	301	G2093 % Households Non-Hispanic White	\$ 2.24	100.00%
94.95	301	G2094 % Households Non-Hispanic Black	\$ 2.24	100.00%
94.96	301	G2095 % Households Non-Hispanic Native American	\$ 2.24	100.00%
94.97	301	G2096 % Households Non-Hispanic Asian	\$ 2.24	100.00%
94.98	301	G2097 % Households Non-Hispanic Hawaiian	\$ 2.24	100.00%
94.99	301	G2098 % Households Non-Hispanic Other Race	\$ 2.24	100.00%
95.01	301	G2099 % Households Non-Hispanic Multiple Race	\$ 2.24	100.00%
95.02	301	G2100 % Households Hispanic	\$ 2.24	100.00%
95.03	301	G2101 % Households Hispanic White	\$ 2.24	100.00%
95.04	301	G2102 % Households Hispanic Black	\$ 2.24	100.00%
95.05	301	G2103 % Households Hispanic Native American	\$ 2.24	100.00%
95.06	301	G2104 % Households Hispanic Asian	\$ 2.24	100.00%
95.07	301	G2105 % Households Hispanic Hawaiian	\$ 2.24	100.00%
95.08	301	G2106 % Households Hispanic Other Race	\$ 2.24	100.00%
95.09	301	G2107 % Households Hispanic Multiple Race	\$ 2.24	100.00%
95.10	301	G2108 % Households with Children	\$ 2.24	100.00%
95.11	301	G2109 % Households Family Household with Children	\$ 2.24	100.00%
95.12	301	G2110 % Households Married Couple Family with Children	\$ 2.24	100.00%
95.13	301	G2111 % Households Other Family Type with Children	\$ 2.24	100.00%
95.14	301	G2112 % Households Male Householder with Children	\$ 2.24	100.00%
95.15	301	G2113 % Households Female Householder with Children	\$ 2.24	100.00%
95.16	301	G2114 % Households Non-Family HH with Children	\$ 2.24	100.00%
95.17	301	G2115 % Households Non-Family Male HOH with Children	\$ 2.24	100.00%
95.18	301	G2116 % Households Non-Family Female HOH with Children	\$ 2.24	100.00%
95.19	301	G2117 % Households No Children	\$ 2.24	100.00%
95.20	301	G2118 % Family Households No Children	\$ 2.24	100.00%
95.21	301	G2119 % Family Households No Children Married Couple	\$ 2.24	100.00%
95.22	301	G2120 % Family Households No Children Other Household	\$ 2.24	100.00%
95.23	301	G2121 % Family Household No Children Male Householder	\$ 2.24	100.00%
95.24	301	G2122 % Family Household No Children Female Householder	\$ 2.24	100.00%
95.25	301	G2123 % Non-Family Households	\$ 2.24	100.00%
95.26	301	G2124 % Non-Family Household Male Householder	\$ 2.24	100.00%
95.27	301	G2125 % Non-Family Household Female Householder	\$ 2.24	100.00%
95.28	301	G2126 % Household Married Couple	\$ 2.24	100.00%
95.29	301	G2127 % Household Age 15-24	\$ 2.24	100.00%
95.30	301	G2128 % Household Age 25-34	\$ 2.24	100.00%
95.31	301	G2129 % Household Age 35-44	\$ 2.24	100.00%
95.32	301	G2130 % Household Age 45-54	\$ 2.24	100.00%
95.33	301	G2131 % Household Age 55-64	\$ 2.24	100.00%
95.34	301	G2132 % Household Age 65-74	\$ 2.24	100.00%
95.35	301	G2133 % Household Age 75-84	\$ 2.24	100.00%
95.36	301	G2134 % Household Age 85+	\$ 2.24	100.00%
95.37	301	G2135 % Dwelling Units Vacant	\$ 2.24	100.00%
95.38	301	G2136 % Dwelling Units Occupied	\$ 2.24	100.00%
95.39	301	G2137 % Dwelling Units Owner Occupied	\$ 2.24	100.00%
95.40	301	G2138 % Dwelling Units Renter Occupied	\$ 2.24	100.00%
95.41	301	G2139 % Vacant Units for Rent	\$ 2.24	100.00%
95.42	301	G2140 % Vacant Units for Sale	\$ 2.24	100.00%
95.43	301	G2141 % Vacant Units Sold & Not Yet Occupied	\$ 2.24	100.00%
95.44	301	G2142 % Vacant Units Seasonally Occupied	\$ 2.24	100.00%
95.45	301	G2143 % Vacant Units for Migrant Workers	\$ 2.24	100.00%
95.46	301	G2144 % Vacant Units Other Reason for Vacancy	\$ 2.24	100.00%
95.47	301	G2145 Average Household Size (2 implied decimal positions)	\$ 2.24	100.00%
95.48	301	G2146 % Households 1 Person	\$ 2.24	100.00%
95.49	301	G2147 % Households 2 Persons	\$ 2.24	100.00%
95.50	301	G2148 % Households 3 Persons	\$ 2.24	100.00%
95.51	301	G2149 % Households 4 Persons	\$ 2.24	100.00%
95.52	301	G2150 % Households 5 Persons	\$ 2.24	100.00%
95.53	301	G2151 % Households 6 Persons	\$ 2.24	100.00%
95.54	301	G2152 % Households 7+ Persons	\$ 2.24	100.00%
	301	GEO4 County Name	\$ 2.24	100.00%
95.78	301	G2175 Population	\$ 2.24	100.00%
95.79	301	G2176 Households	\$ 2.24	100.00%
95.80	301	G2177 Population Density	\$ 2.24	100.00%
95.81	301	G2201 Dwelling Units	\$ 2.24	100.00%
95.82	301	G2202 % Population: Urbanized Areas	\$ 2.24	100.00%
95.83	301	G2203 % Population: Urban Clusters	\$ 2.24	100.00%
95.84	301	G2204 % Population: Rural Farm	\$ 2.24	100.00%
95.85	301	G2205 % Population: Rural Non-Farm	\$ 2.24	100.00%
95.86	301	G2206 Population Age 15+	\$ 2.24	100.00%
95.87	301	G2207 % Marital Status Age 15+: Never Married	\$ 2.24	100.00%
95.88	301	G2208 % Marital Status Age 15+: Married Spouse Present	\$ 2.24	100.00%
95.89	301	G2209 % Marital Status Age 15+: Married Spouse Absent	\$ 2.24	100.00%
95.90	301	G2210 % Marital Status Age 15+: Widowed	\$ 2.24	100.00%
95.91	301	G2211 % Marital Status Age 15+: Divorced	\$ 2.24	100.00%
95.92	301	G2212 % Education (15+ years): less than 9th grade	\$ 2.24	100.00%

95.93	301	G2213 % Education (15+ years): 9th - 11th grade No Diploma	\$ 2.24	100.00%
95.94	301	G2214 % Education (15+ years): High School Graduate	\$ 2.24	100.00%
95.95	301	G2215 % Education (15+ years): Some College No Degree	\$ 2.24	100.00%
95.96	301	G2216 % Education (15+ years): Associate Degree	\$ 2.24	100.00%
95.97	301	G2217 % Education (15+ years): Bachelor's Degree	\$ 2.24	100.00%
95.98	301	G2218 % Education (15+ years): Graduate/Profession Degree	\$ 2.24	100.00%
95.99	301	G2219 Population Age 3+	\$ 2.24	100.00%
96.00	301	G2220 % Population Age 3+ School: Pre School	\$ 2.24	100.00%
96.01	301	G2221 % Population Age 3+ School: Kindergarten	\$ 2.24	100.00%
96.02	301	G2222 % Population Age 3+ School: Elementary (grade 1-8)	\$ 2.24	100.00%
96.03	301	G2223 % Population Age 3+ School: High School	\$ 2.24	100.00%
96.04	301	G2224 % Population Age 3+ School: University/College	\$ 2.24	100.00%
96.05	301	G2225 % Population Age 3+ School: Graduate/Professional	\$ 2.24	100.00%
96.06	301	G2226 % Population Age 3+ School: Not in School	\$ 2.24	100.00%
96.07	301	G2227 % Population Age 3+ School: Public	\$ 2.24	100.00%
96.08	301	G2228 % Population Age 3+ School: Private	\$ 2.24	100.00%
96.10	301	G2229 % Population Birth Place: Native Born Citizen	\$ 2.24	100.00%
96.1	301	G2230 % Population Birth Place: Foreign Born Naturalized Citizen	\$ 2.24	100.00%
96.11	301	G2231 % Population Birth Place: Foreign Born Non-Citizen	\$ 2.24	100.00%
96.12	301	G2232 % Households Income Less than \$10,000	\$ 2.24	100.00%
96.13	301	G2233 % Households Income \$10,000 - 14,999	\$ 2.24	100.00%
96.14	301	G2234 % Households Income \$15,000 - 19,999	\$ 2.24	100.00%
96.15	301	G2235 % Households Income \$20,000 - 24,999	\$ 2.24	100.00%
96.16	301	G2236 % Households Income \$25,000 - 29,999	\$ 2.24	100.00%
96.17	301	G2237 % Households Income \$30,000 - 34,999	\$ 2.24	100.00%
96.18	301	G2238 % Households Income \$35,000 - 39,999	\$ 2.24	100.00%
96.20	301	G2239 % Households Income \$40,000 - 44,999	\$ 2.24	100.00%
96.2	301	G2240 % Households Income \$45,000 - 49,999	\$ 2.24	100.00%
96.21	301	G2241 % Households Income \$50,000 - 59,999	\$ 2.24	100.00%
96.22	301	G2242 % Households Income \$60,000 - 74,999	\$ 2.24	100.00%
96.23	301	G2243 % Households Income \$75,000 - 99,999	\$ 2.24	100.00%
96.24	301	G2244 % Households Income \$100,000 - 124,999	\$ 2.24	100.00%
96.25	301	G2245 % Households Income \$125,000 - 149,999	\$ 2.24	100.00%
96.26	301	G2246 % Households Income \$150,000 - 199,999	\$ 2.24	100.00%
96.27	301	G2247 % Households Income \$200,000 or More	\$ 2.24	100.00%
96.28	301	G2248 Median Household Income	\$ 2.24	100.00%
96.30	301	G2249 Median Family Household Income	\$ 2.24	100.00%
96.3	301	G2250 Median Non-Family HH Income	\$ 2.24	100.00%
96.31	301	G2251 Per Capita Income	\$ 2.24	100.00%
96.32	301	G2252 % Households with Earnings	\$ 2.24	100.00%
96.33	301	G2253 % Households No Earnings	\$ 2.24	100.00%
96.34	301	G2254 % Households with Wage or Salary Income	\$ 2.24	100.00%
96.35	301	G2255 % Households No Wage or Salary Income	\$ 2.24	100.00%
96.36	301	G2256 % Households Self-employment Income	\$ 2.24	100.00%
96.37	301	G2257 % Households No Self-employment Income	\$ 2.24	100.00%
96.38	301	G2258 % Households with Interest Dividends/Net Rental Income	\$ 2.24	100.00%
96.40	301	G2259 % Households No Interest Dividends/Net Rental Income	\$ 2.24	100.00%
96.4	301	G2260 % Households Social Security Income	\$ 2.24	100.00%
96.41	301	G2261 % Households No Social Security Income	\$ 2.24	100.00%
96.42	301	G2262 % Households Supplemental Security Income (SSI)	\$ 2.24	100.00%
96.43	301	G2263 % Households No Supplemental Security Income (SSI)	\$ 2.24	100.00%
96.44	301	G2264 % Households Public Assistance Income	\$ 2.24	100.00%
96.45	301	G2265 % Households No Public Assistance Income	\$ 2.24	100.00%
96.46	301	G2266 % Households Retirement Income	\$ 2.24	100.00%
96.47	301	G2267 % Households No Retirement Income	\$ 2.24	100.00%
96.48	301	G2268 % Households Other Type of Income	\$ 2.24	100.00%
96.50	301	G2269 % Households No Other Type of Income	\$ 2.24	100.00%
96.5	301	G2270 Median Income: HHLd Age < 25	\$ 2.24	100.00%
96.51	301	G2271 Median Income: HHLd Age 25-34	\$ 2.24	100.00%
96.52	301	G2272 Median Income: HHLd Age 35-44	\$ 2.24	100.00%
96.53	301	G2273 Median Income: HHLd Age 45-54	\$ 2.24	100.00%
96.54	301	G2274 Median Income: HHLd Age 55-64	\$ 2.24	100.00%
96.55	301	G2275 Median Income: HHLd Age 65-74	\$ 2.24	100.00%
96.56	301	G2276 Median Income: HHLd Age 75+	\$ 2.24	100.00%
96.57	301	G2277 % White Population Below Poverty Level	\$ 2.24	100.00%
96.58	301	G2278 % White Population Above Poverty Level	\$ 2.24	100.00%
96.60	301	G2279 % Black Population Below Poverty Level	\$ 2.24	100.00%
96.6	301	G2280 % Black Population Above Poverty Level	\$ 2.24	100.00%
96.61	301	G2281 % Native Population Below Poverty Level	\$ 2.24	100.00%
96.62	301	G2282 % Native Population Above Poverty Level	\$ 2.24	100.00%
96.63	301	G2283 % Asian Population Below Poverty Level	\$ 2.24	100.00%
96.64	301	G2284 % Asian Population Above Poverty Level	\$ 2.24	100.00%
96.65	301	G2285 % Hawaiian Population Below Poverty Level	\$ 2.24	100.00%
96.66	301	G2286 % Hawaiian Population Above Poverty Level	\$ 2.24	100.00%
96.67	301	G2287 % Other Population Below Poverty Level	\$ 2.24	100.00%
96.68	301	G2288 % Other Population Above Poverty Level	\$ 2.24	100.00%
96.70	301	G2289 % Multiple Race Population Below Poverty Level	\$ 2.24	100.00%
96.7	301	G2290 % Multiple Race Population Above Poverty Level	\$ 2.24	100.00%
96.71	301	G2291 % Hispanic Population Below Poverty Level	\$ 2.24	100.00%
96.72	301	G2292 % Hispanic Population Above Poverty Level	\$ 2.24	100.00%
96.73	301	G2293 % White Non-Hispanic Population Below Poverty Level	\$ 2.24	100.00%
96.74	301	G2294 % White Non-Hispanic Population Above Poverty Level	\$ 2.24	100.00%
96.75	301	G2295 Total Labor Force	\$ 2.24	100.00%
96.76	301	G2296 % Employment Status: in Armed Forces	\$ 2.24	100.00%

96.77	301	G2297 % Employment Status: Employed	\$ 2.24	100.00%
96.78	301	G2298 % Employment Status: Unemployed	\$ 2.24	100.00%
96.80	301	G2299 % Employment Status: Not in Labor Force	\$ 2.24	100.00%
96.8	301	G2300 Female Labor Force Participation Rate	\$ 2.24	100.00%
96.81	301	G2301 % Industry Agriculture Forestry Fishing & Hunting	\$ 2.24	100.00%
96.82	301	G2302 % Industry Mining	\$ 2.24	100.00%
96.83	301	G2303 % Industry Construction	\$ 2.24	100.00%
96.84	301	G2304 % Industry Manufacturing	\$ 2.24	100.00%
96.85	301	G2305 % Industry Wholesale Trade	\$ 2.24	100.00%
96.86	301	G2306 % Industry Retail Trade	\$ 2.24	100.00%
96.87	301	G2307 % Industry Transportation & Warehousing	\$ 2.24	100.00%
96.88	301	G2308 % Industry Utilities	\$ 2.24	100.00%
96.90	301	G2309 % Industry Information	\$ 2.24	100.00%
96.9	301	G2310 % Industry Finance & Insurance	\$ 2.24	100.00%
96.91	301	G2311 % Industry Real Estate & Rental & Leasing	\$ 2.24	100.00%
96.92	301	G2312 % Industry Professional Scientific & Technical Services	\$ 2.24	100.00%
96.93	301	G2313 % Industry Management of Companies & Enterprises	\$ 2.24	100.00%
96.94	301	G2314 % Industry Administrative & support & Waste Management	\$ 2.24	100.00%
96.95	301	G2315 % Industry Educational Services	\$ 2.24	100.00%
96.96	301	G2316 % Industry Health Care & Social Assistance	\$ 2.24	100.00%
96.97	301	G2317 % Industry Arts Entertainment & Recreation	\$ 2.24	100.00%
96.98	301	G2318 % Industry Accommodation & Food Services	\$ 2.24	100.00%
97.00	301	G2319 % Industry Other Services (except Public Administration)	\$ 2.24	100.00%
97	301	G2320 % Industry Public Administration	\$ 2.24	100.00%
97.01	301	G2321 % Occupation Management (except farmers and farm mgt.)	\$ 2.24	100.00%
97.02	301	G2322 % Occupation Farmers & Farm Management	\$ 2.24	100.00%
97.03	301	G2323 % Occupation Business Operations Specialists	\$ 2.24	100.00%
97.04	301	G2324 % Occupation Financial Specialists	\$ 2.24	100.00%
97.05	301	G2325 % Occupation Computer & Mathematical Occupations	\$ 2.24	100.00%
97.06	301	G2326 % Occupation Architects Surveyors Cartographers Engineers	\$ 2.24	100.00%
97.07	301	G2327 % Occupation Drafters Engineering & Mapping Technicians	\$ 2.24	100.00%
97.08	301	G2328 % Occupation Life Physical & Social Science	\$ 2.24	100.00%
97.10	301	G2329 % Occupation Community & Social Services	\$ 2.24	100.00%
97.1	301	G2330 % Occupation Legal	\$ 2.24	100.00%
97.11	301	G2331 % Occupation Education Training & Library	\$ 2.24	100.00%
97.12	301	G2332 % Occupation Arts Design/Entertainment/Sports/Media	\$ 2.24	100.00%
97.13	301	G2333 % Occupation Health Diagnosing & Treating Practitioners	\$ 2.24	100.00%
97.14	301	G2334 % Occupation Health Technologists & Technicians	\$ 2.24	100.00%
97.15	301	G2335 % Occupation Healthcare Support	\$ 2.24	100.00%
97.16	301	G2336 % Occupation Fire Fighting Prevention & Law Enforcement	\$ 2.24	100.00%
97.17	301	G2337 % Occupation Other Protective Service Workers & Supervisors	\$ 2.24	100.00%
97.18	301	G2338 % Occupation Food Preparation & Serving Related	\$ 2.24	100.00%
97.20	301	G2339 % Occupation Building & Grounds Cleaning & Maintenance	\$ 2.24	100.00%
97.2	301	G2340 % Occupation Personal Care & Service	\$ 2.24	100.00%
97.21	301	G2341 % Occupation Sales & Related Occupations	\$ 2.24	100.00%
97.22	301	G2342 % Occupation Office & Administrative Support	\$ 2.24	100.00%
97.23	301	G2343 % Occupation Farming Fishing & Forestry	\$ 2.24	100.00%
97.24	301	G2344 % Occupation Supervisors Construction & Extraction workers	\$ 2.24	100.00%
97.25	301	G2345 % Occupation Construction Trades Workers	\$ 2.24	100.00%
97.26	301	G2346 % Occupation Extraction Workers	\$ 2.24	100.00%
97.27	301	G2347 % Occupation Installation Maintenance & Repair	\$ 2.24	100.00%
97.28	301	G2348 % Occupation Production	\$ 2.24	100.00%
97.30	301	G2349 % Occupation Supervisors Transportation & Material Moving	\$ 2.24	100.00%
97.3	301	G2350 % Occupation Aircraft & Traffic Control	\$ 2.24	100.00%
97.31	301	G2351 % Occupation Motor Vehicle Operators	\$ 2.24	100.00%
97.32	301	G2352 % Occupation Rail Water & Other Transportation	\$ 2.24	100.00%
97.33	301	G2353 % Occupation Material Moving Workers	\$ 2.24	100.00%
97.34	301	G2354 % Population Civilian Veterans Age 18+	\$ 2.24	100.00%
97.35	301	G2355 % Disability: Total Tallied	\$ 2.24	100.00%
97.36	301	G2356 Means of Transportation to Work: Age 16+	\$ 2.24	100.00%
97.37	301	G2357 % Means of Transportation to work: Drove Alone	\$ 2.24	100.00%
97.38	301	G2358 % Means of Transportation to work: Carpooled	\$ 2.24	100.00%
97.40	301	G2359 % Means of Transportation to work: Worked at Home	\$ 2.24	100.00%
97.4	301	G2360 Median Travel Time to Work	\$ 2.24	100.00%
97.41	301	G2361 Average Commute Time	\$ 2.24	100.00%
97.42	301	G2362 Travel Time to Work: 90 or more minutes	\$ 2.24	100.00%
97.43	301	G2363 Travel Time to Work: 60-89 minutes	\$ 2.24	100.00%
97.44	301	G2364 Workers in Family: None	\$ 2.24	100.00%
97.45	301	G2365 Workers in Family: 1	\$ 2.24	100.00%
97.46	301	G2366 Workers in Family: 2	\$ 2.24	100.00%
97.47	301	G2367 Workers in Family: 3	\$ 2.24	100.00%
97.48	301	G2368 Total Owner Occupied Housing Units	\$ 2.24	100.00%
97.50	301	G2369 Value of Owner-Occupied Housing Units: < \$10,000	\$ 2.24	100.00%
97.5	301	G2370 Value of Owner-Occupied Housing Units: \$10,000-14,999	\$ 2.24	100.00%
97.51	301	G2371 Value of Owner-Occupied Housing Units: \$15,000-19,999	\$ 2.24	100.00%
97.52	301	G2372 Value of Owner-Occupied Housing Units: \$20,000-24,999	\$ 2.24	100.00%
97.53	301	G2373 Value of Owner-Occupied Housing Units: \$25,000-29,999	\$ 2.24	100.00%
97.54	301	G2374 Value of Owner-Occupied Housing Units: \$30,000-34,999	\$ 2.24	100.00%
97.55	301	G2375 Value of Owner-Occupied Housing Units: \$35,000-39,999	\$ 2.24	100.00%
97.56	301	G2376 Value of Owner-Occupied Housing Units: \$40,000-49,999	\$ 2.24	100.00%
97.57	301	G2377 Value of Owner-Occupied Housing Units: \$50,000-59,999	\$ 2.24	100.00%
97.58	301	G2378 Value of Owner-Occupied Housing Units: \$60,000-69,999	\$ 2.24	100.00%
97.60	301	G2379 Value of Owner-Occupied Housing Units: \$70,000-79,999	\$ 2.24	100.00%
97.6	301	G2380 Value of Owner-Occupied Housing Units: \$80,000-89,999	\$ 2.24	100.00%

97.61	301	G2381 Value of Owner-Occupied Housing Units: \$90,000-99,999	\$ 2.24	100.00%
97.62	301	G2382 Value of Owner-Occupied Housing Units: \$100,000-114,999	\$ 2.24	100.00%
97.63	301	G2383 Value of Owner-Occupied Housing Units: \$115,000-149,999	\$ 2.24	100.00%
97.64	301	G2384 Value of Owner-Occupied Housing Units: \$150,000-174,999	\$ 2.24	100.00%
97.65	301	G2385 Value of Owner-Occupied Housing Units: \$175,000-199,999	\$ 2.24	100.00%
97.66	301	G2386 Value of Owner-Occupied Housing Units: \$200,000-249,999	\$ 2.24	100.00%
97.67	301	G2387 Value of Owner-Occupied Housing Units: \$250,000-299,999	\$ 2.24	100.00%
97.68	301	G2388 Value of Owner-Occupied Housing Units: \$300,000-399,999	\$ 2.24	100.00%
97.70	301	G2389 Value of Owner-Occupied Housing Units: \$400,000-499,999	\$ 2.24	100.00%
97.7	301	G2390 Value of Owner-Occupied Housing Units: \$500,000-749,999	\$ 2.24	100.00%
97.71	301	G2391 Value of Owner-Occupied Housing Units: \$750,000-999,999	\$ 2.24	100.00%
97.72	301	G2392 Value of Owner-Occupied Housing Units: \$1,000,000 or more	\$ 2.24	100.00%
97.73	301	G2393 Median Housing Value	\$ 2.24	100.00%
97.74	301	G2394 Housing Units w/Mortgage & Second Mortgage	\$ 2.24	100.00%
97.75	301	G2395 Housing Units w/Mortgage & Home Equity Load	\$ 2.24	100.00%
97.76	301	G2396 Housing Units w/Mortgage/Second Mortgage & Home Equity	\$ 2.24	100.00%
97.77	301	G2397 Housing Units w/First Mortgage only	\$ 2.24	100.00%
97.78	301	G2398 Housing Units without Mortgage	\$ 2.24	100.00%
97.80	301	G2399 Median Rent	\$ 2.24	100.00%
97.8	301	G2400 Cash Rent: Total Rental Housing Units	\$ 2.24	100.00%
97.81	301	G2401 Cash Rent: < \$100	\$ 2.24	100.00%
97.82	301	G2402 Cash Rent: \$100-149	\$ 2.24	100.00%
97.83	301	G2403 Cash Rent: \$150-199	\$ 2.24	100.00%
97.84	301	G2404 Cash Rent: \$200-249	\$ 2.24	100.00%
97.85	301	G2405 Cash Rent: \$250-299	\$ 2.24	100.00%
97.86	301	G2406 Cash Rent: \$300-349	\$ 2.24	100.00%
97.87	301	G2407 Cash Rent: \$350-399	\$ 2.24	100.00%
97.88	301	G2408 Cash Rent: \$400-449	\$ 2.24	100.00%
97.90	301	G2409 Cash Rent: \$450-499	\$ 2.24	100.00%
97.9	301	G2410 Cash Rent: \$500-549	\$ 2.24	100.00%
97.91	301	G2411 Cash Rent: \$550-599	\$ 2.24	100.00%
97.92	301	G2412 Cash Rent: \$600-649	\$ 2.24	100.00%
97.93	301	G2413 Cash Rent: \$650-699	\$ 2.24	100.00%
97.94	301	G2414 Cash Rent: \$700-749	\$ 2.24	100.00%
97.95	301	G2415 Cash Rent: \$750-799	\$ 2.24	100.00%
97.96	301	G2416 Cash Rent: \$800-899	\$ 2.24	100.00%
97.97	301	G2417 Cash Rent: \$900-999	\$ 2.24	100.00%
97.98	301	G2418 Cash Rent: \$1000-1249	\$ 2.24	100.00%
98.00	301	G2419 Cash Rent: \$1250-1499	\$ 2.24	100.00%
98	301	G2420 Cash Rent: \$1500-1999	\$ 2.24	100.00%
98.01	301	G2421 Cash Rent: \$2000 or more	\$ 2.24	100.00%
98.02	301	G2422 Cash Rent: No Cash Rent	\$ 2.24	100.00%
98.03	301	G2423 Aggregate Contract Rent	\$ 2.24	100.00%
98.04	301	G2424 Units in Structure: 1; Detached	\$ 2.24	100.00%
98.05	301	G2425 Units in Structure: 1; Attached	\$ 2.24	100.00%
98.06	301	G2426 Units in Structure: 2	\$ 2.24	100.00%
98.07	301	G2427 Units in Structure: 3 or 4	\$ 2.24	100.00%
98.08	301	G2428 Units in Structure: 5-9	\$ 2.24	100.00%
98.10	301	G2429 Units in Structure: 10-19	\$ 2.24	100.00%
98.1	301	G2430 Units in Structure: 20-49	\$ 2.24	100.00%
98.11	301	G2431 Units in Structure: 50 or more	\$ 2.24	100.00%
98.12	301	G2432 Units in Structure: Mobile Home	\$ 2.24	100.00%
98.13	301	G2433 Units In Structure: Boat/RV/Van/etc.	\$ 2.24	100.00%
98.14	301	G2434 % Year Structure Built: 1999 to March 2000	\$ 2.24	100.00%
98.15	301	G2435 % Year Structure Built: 1995 - 1998	\$ 2.24	100.00%
98.16	301	G2436 % Year Structure Built: 1990 - 1994	\$ 2.24	100.00%
98.17	301	G2437 % Year Structure Built: 1980 - 1989	\$ 2.24	100.00%
98.18	301	G2438 % Year Structure Built: 1970 - 1979	\$ 2.24	100.00%
98.20	301	G2439 % Year Structure Built: 1960 - 1969	\$ 2.24	100.00%
98.2	301	G2440 % Year Structure Built: 1950 - 1959	\$ 2.24	100.00%
98.21	301	G2441 % Year Structure Built: 1940 - 1949	\$ 2.24	100.00%
98.22	301	G2442 % Year Structure Built: 1939 or earlier	\$ 2.24	100.00%
98.23	301	G2443 Median Dwelling Age	\$ 2.24	100.00%
98.24	301	G2444 % Year Moved in 1999 to March 2000	\$ 2.24	100.00%
98.25	301	G2445 % Year Moved in 1995 - 1998	\$ 2.24	100.00%
98.26	301	G2446 % Year moved in 1990 - 1994	\$ 2.24	100.00%
98.27	301	G2447 % Year moved in 1980 - 1989	\$ 2.24	100.00%
98.20	301	G2448 % Year moved in 1970 - 1979	\$ 2.24	100.00%
98.29	301	G2449 % Year moved in 1969 or earlier	\$ 2.24	100.00%
98.3	301	G2450 Median Length of Residence	\$ 2.24	100.00%
98.31	301	G2451 % Telephone Service: Owner Occupied with	\$ 2.24	100.00%
98.32	301	G2452 % Telephone Service: Owner Occupied without	\$ 2.24	100.00%
98.33	301	G2453 % Telephone Service: Renter Occupied with	\$ 2.24	100.00%
98.34	301	G2454 % Telephone Service: Renter Occupied without	\$ 2.24	100.00%
98.35	301	G2455 % Kitchen Facilities: Complete Kitchen Facilities	\$ 2.24	100.00%
98.36	301	G2456 % Kitchen Facilities: Lacking Complete Kitchen Facilities	\$ 2.24	100.00%
98.37	301	G2457 % Home Heating Fuel: Utility Gas	\$ 2.24	100.00%
98.30	301	G2458 % Home Heating Fuel: Bottle Tank or LP Gas	\$ 2.24	100.00%
98.39	301	G2459 % Home Heating Fuel: Electricity	\$ 2.24	100.00%
98.4	301	G2460 % Home Heating Fuel: Fuel Oil Kerosene etc	\$ 2.24	100.00%
98.41	301	G2461 % Home Heating Fuel: Coal or Coke	\$ 2.24	100.00%
98.42	301	G2462 % Home Heating Fuel: Wood	\$ 2.24	100.00%
98.43	301	G2463 % Home Heating Fuel: Solar Energy	\$ 2.24	100.00%
98.44	301	G2464 % Home Heating Fuel: Other Fuel	\$ 2.24	100.00%

98.45	301	G2465 % Home Heating Fuel: No Fuel Used	\$ 2.24	100.00%
98.46	301	G2466 % Plumbing Facilities: Complete	\$ 2.24	100.00%
98.47	301	G2467 % Plumbing Facilities: Lacking Complete Plumbing Facilities	\$ 2.24	100.00%
98.40	301	G2468 Housing Stability (% same residence in 1985)	\$ 2.24	100.00%
98.49	301	G2469 Housing Turnover (% moved in during past year)	\$ 2.24	100.00%
98.50	301	G2470 % Households English Speaking	\$ 2.24	100.00%
98.51	301	G2471 % Households Spanish Speaking Linguistically Isolated	\$ 2.24	100.00%
98.52	301	G2472 % Households Spanish Speaking Not Linguistically Isolated	\$ 2.24	100.00%
98.77	301	Median Education Years Attained	\$ 2.24	100.00%
98.78	301	Travel Time to Work Less than 30 Minutes	\$ 2.24	100.00%
98.79	301	Means of Transportation to Work - Public Transportation	\$ 2.24	100.00%
98.80	301	2003 Estimated Median Household Income	\$ 2.24	100.00%
98.81	301	Estimated Median Family Household Income	\$ 2.24	100.00%
98.82	301	Index of Social Position for Small Areas	\$ 2.24	100.00%
98.83	301	ISPSA Deciles	\$ 2.24	100.00%
98.84	301	State Income Index	\$ 2.24	100.00%
98.85	301	State Income Deciles	\$ 2.24	100.00%
98.86	301	State Home Value Index	\$ 2.24	100.00%
98.87	301	Experian MSA	\$ 2.24	100.00%
98.88	301	Market MSA Income Index	\$ 2.24	100.00%
98.89	301	Market MSA Income Deciles	\$ 2.24	100.00%
98.90	301	Market MSA Home Deciles	\$ 2.24	100.00%
98.77	301	Median Education Years Attained	\$ 2.24	100.00%
98.78	301	% Travel Time to Work - Less than 30 Minutes	\$ 2.24	100.00%
98.79	301	% Means of Transportation to Work - Public Transportation	\$ 2.24	100.00%
98.80	301	2003 Estimated Median Household Income	\$ 2.24	100.00%
98.81	301	2003 Estimated Median Family Household Income	\$ 2.24	100.00%
98.82	301	Index of Social Position for Small Areas	\$ 2.24	100.00%
98.83	301	ISPSA Deciles	\$ 2.24	100.00%
98.84	301	State Income Index	\$ 2.24	100.00%
98.85	301	State Income Deciles	\$ 2.24	100.00%
98.86	301	State Home Value Index	\$ 2.24	100.00%
98.87	301	Experian MSA	\$ 2.24	100.00%
98.88	301	Market (MSA) Income Index	\$ 2.24	100.00%
98.89	301	Market (MSA) Income Deciles	\$ 2.24	100.00%
98.90	301	Market (MSA) Home Value Indicator	\$ 2.24	100.00%
		<u>Property and Mortgage Data I</u>		
14.76	601	Estimated Current Home Value	\$ 11.20	66.26%
39.86	602	County ECHV index	\$ 11.20	70.31%
39.87	603	County ECHV percentile	\$ 11.20	69.22%
14.77	604	Estimated Equity	\$ 11.20	51.31%
14.80	605	Estimated Loan to Value	\$ 11.20	66.89%
14.78	606	Estimated Monthly Mortgage Amount	\$ 11.20	35.46%
14.79	607	Estimated Mortgage Amount	\$ 11.20	69.63%
39.67	611	Date of Warranty Deed	\$ 11.20	53.68%
39.69	613	Type of Purchase	\$ 11.20	11.85%
39.70	615	Mortgage Amount Ranges	\$ 11.20	22.13%
39.10	616	Mortgage Lender Name (Requires IP Approval)	\$ 11.20	5.92%
39.11	617	Mortgage Rate Type	\$ 11.20	19.89%
39.12	618	Mortgage Term in Months	\$ 11.20	10.62%
39.68	612	Purchase Amount Ranges	\$ 11.20	44.41%
39.13	619	Mortgage Loan Type	\$ 11.20	25.00%
39.06	641	Year Built	\$ 11.20	57.23%
95.62	615A	Mortgage Amount in Thousands	\$ 11.20	26.72%
95.63	647A	Building Square Footage in Hundreds	\$ 11.20	35.00%
95.64	647	Building Square Footage Ranges	\$ 11.20	57.54%
95.65	643	Property Indicator	\$ 11.20	53.51%
95.66	650	Swimming Pool Indicator	\$ 11.20	3.87%
95.67	658A	Base Square Footage in Hundreds	\$ 11.20	12.46%
95.68	658	Base Square Footage Ranges	\$ 11.20	35.00%
95.69	671A	Total Value of the Property	\$ 11.20	50.78%
95.70	671	Total Value of the Property Ranges	\$ 11.20	61.95%
95.71	672A	Improvement Value in Thousands	\$ 11.20	35.00%
95.72	672	Improvement Value Ranges	\$ 11.20	35.00%
95.73	673A	Tax Value in Hundreds	\$ 11.20	35.00%
95.74	673	Tax Value Ranges	\$ 11.20	35.00%
95.75	674A	Land Value in Thousands	\$ 11.20	35.00%
95.76	674	Land Value Ranges	\$ 11.20	35.00%
NEW		Number of Bedrooms	\$ 11.20	35.00%
NEW		Number of Bathrooms	\$ 11.20	35.00%
NEW		Lot Size	\$ 11.20	35.00%
98.60	631	Deed Date of Refinance Loan	\$ 11.20	10.00%
98.58	645	Land Square footage ranges	\$ 11.20	10.00%
98.59	646	Land acres ranges	\$ 11.20	10.00%
		<u>True Touch Data</u>		
70.01	326	Impact	\$ 56.00	100.00%
70.02	328	Buy American	\$ 44.80	100.00%
70.03	329	Show Me the Money	\$ 44.80	100.00%
70.04	330	Go With the Flow	\$ 44.80	100.00%
70.05	331	No Time like the Present	\$ 44.80	100.00%
70.06	332	Never Show Up Empty Handed	\$ 44.80	100.00%
70.07	333	On the Road Again	\$ 44.80	100.00%
70.08	334	Look At Me Now	\$ 44.80	100.00%
70.09	335	Stop and Smell the Roses	\$ 44.80	100.00%

70.10	336	Work Hard, Play Hard	\$ 44.80	100.00%
70.11	337	A Penny saved, A Penny Earned	\$ 44.80	100.00%
70.12	338	It's All in the Name	\$ 44.80	100.00%
70.13	341	Telemarketing Receptive	\$ 44.80	100.00%
70.14	342	Email Receptive	\$ 44.80	100.00%
70.15	346	Timing	\$ 33.60	100.00%
70.16	347	Channel Dominance	\$ 44.80	100.00%



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Automotive Buyers

Automotive Buyers are individuals that have indicated they are planning to purchase a vehicle in the next five months.

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Total Count

980,982

Base Price

Postal	\$35.00/M
Email	\$25.00/M
Email & Postal	\$55.00/M
Telemarketing	\$45.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Beauty Products Responders

Beauty Products Responders are individuals that are known to respond to marketing offers for beauty products. Examples of beauty products include makeup, skin care, hair care and other products designed to make you look better and feel better about yourself. Responder data used to develop this list were collected from direct marketing campaigns from online and offline channels.

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Total Count

14,125,026

Base Price

Postal	\$55.00/M
Email	\$35.00/M
Email & Postal	\$75.00/M
Telemarketing	\$65.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Book Buyers

Book Buyers are households that have purchased fiction and non-fiction books within the past year. Buyer data used to develop this list were collected from transactional data from catalog and retail purchases.

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Total Count

10,440,237

Base Price

Postal	\$65.00/M
Email	\$45.00/M
Email & Postal	\$85.00/M
Telemarketing	\$75.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Book Responders

Book Responders are individuals that are known to respond to offers for fiction and non-fiction books. Responder data used to develop this list were collected from direct marketing campaigns from online and offline channels.

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Total Count

10,440,237

Base Price

Postal	\$55.00/M
Email	\$35.00/M
Email & Postal	\$75.00/M
Telemarketing	\$65.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Cellular & Wireless Responders

Cellular & Wireless Responders are individuals that are known to respond to offers for cellular or wireless communication and data products and services. Responder data used to develop this list were collected from direct marketing campaigns from online and offline channels.

e360Insight is a consumer data company specializing in the compilation and distribution of multichannel lists, data and customer insights. The company's primary database, eBase?, is comprised of over 70 million consumers and accounts for over 50% of U.S. households. Each record in eBase? contains postal addresses, permission email addresses and telephone numbers. In addition, eBase? contains over 500 demographic, lifestyle and behavioral data elements, enabling marketers to develop highly targeted and efficient programs across multiple sales channels.

Total Count

9,211,974

Base Price

Postal	\$55.00/M
Email	\$35.00/M
Email & Postal	\$75.00/M
Telemarketing	\$65.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Collectibles & Special Food Merchandise Buyers

Collectibles & Special Food Merchandise Buyers are households that are known to have purchased collectibles or special food merchandise within the past year. Buyer data used to develop this list were collected from transactional data from catalog and retail purchases.

e360Insight is a consumer data company specializing in the compilation and distribution of multichannel lists, data and customer insights. The company's primary database, eBase?, is comprised of over 70 million consumers and accounts for over 50% of U.S. households. Each record in eBase? contains postal addresses, permission email addresses and telephone numbers. In addition, eBase? contains over 500 demographic, lifestyle and behavioral data elements, enabling marketers to develop highly targeted and efficient programs across multiple sales channels.

Total Count

1,137,915

Base Price

Postal	\$65.00/M
Email	\$45.00/M
Email & Postal	\$85.00/M
Telemarketing	\$75.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Collectibles Responders

Collectibles Responders are individuals that are known to respond to offers for collectibles products.

Responder data used to develop this list were collected from direct marketing campaigns from online and offline channels.

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Total Count

6,755,447

Base Price

Postal	\$55.00/M
Email	\$35.00/M
Email & Postal	\$75.00/M
Telemarketing	\$65.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Computer Software Responders

Computer Software Responders are individuals that are known to respond to offers for computer software products. Responder data used to develop this list were collected from direct marketing campaigns from online and offline channels.

e360Insight is a consumer data company specializing in the compilation and distribution of multichannel lists, data and customer insights. The company's primary database, eBase?, is comprised of over 70 million consumers and accounts for over 50% of U.S. households. Each record in eBase? contains postal addresses, permission email addresses and telephone numbers. In addition, eBase? contains over 500 demographic, lifestyle and behavioral data elements, enabling marketers to develop highly targeted and efficient programs across multiple sales channels.

Total Count

15,353,289

Base Price

Postal	\$55.00/M
Email	\$35.00/M
Email & Postal	\$75.00/M
Telemarketing	\$65.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Consumer Electronic Responders

The Consumer Electronics Responders file contains individuals that are known to respond to marketing offers for consumer electronics products and services. Responder data used to develop this segment were collected from direct marketing campaigns in email, direct mail and telemarketing channels.

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Total Count

3,241,250

Base Price

Postal	\$55.00/M
Email	\$35.00/M
Email & Postal	\$75.00/M
Telemarketing	\$65.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Crafts/Hobby Merchandise Buyers

Crafts/Hobby Merchandise Buyers are households that have purchased craft and hobby merchandise within the past year. Buyer data used to develop this list were collected from transactional data from catalog and retail purchases.

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Total Count

694,698

Base Price

Postal	\$65.00/M
Email	\$45.00/M
Email & Postal	\$85.00/M
Telemarketing	\$75.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Families With Children

Families With Children are individuals with children present in the household. Children gender and age are also available to further refine your audience and marketing message. Email, postal and telemarketing lists are available for one-time or unlimited use.

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Total Count

13,211,410

Base Price

Postal	\$35.00/M
Email	\$25.00/M
Email & Postal	\$55.00/M
Telemarketing	\$45.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Family & Parenting Responders

Family & Parenting Responders are individuals that are known to respond to offers for family and parenting products and services. Responder data used to develop this list were collected from direct marketing campaigns from online and offline channels..

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Total Count

11,668,500

Base Price

Postal	\$55.00/M
Email	\$35.00/M
Email & Postal	\$75.00/M
Telemarketing	\$65.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Female Merchandise Buyers

Female Merchandise Buyers are households that have purchased female merchandise within the past year. Buyer data used to develop this list were collected from transactional data from catalog and retail purchases.

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Total Count

868,373

Base Price

Postal	\$65.00/M
Email	\$45.00/M
Email & Postal	\$85.00/M
Telemarketing	\$75.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Gardening Merchandise Buyers

Gardening Merchandise Buyers are households that have purchased gardening merchandise within the past year. Buyer data used to develop this list were collected from transactional data from catalog and retail purchases.

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Total Count

833,638

Base Price

Postal	\$65.00/M
Email	\$45.00/M
Email & Postal	\$85.00/M
Telemarketing	\$75.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Total Count

5,424,524

Base Price

Postal	\$35.00/M
Email	\$25.00/M
Email & Postal	\$55.00/M
Telemarketing	\$45.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

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Minimum Order Size

\$500

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General Merchandise Buyers

General Merchandise Buyers are households that are known to have purchased general merchandise within the past year. Typically, households that purchase merchandise tend to be a good target segment when compared to non-responsive households. Buyer data used to develop this list were collected from transactional data from catalog and retail purchases.

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Total Count

691,284

Base Price

Postal	\$65.00/M
Email	\$45.00/M
Email & Postal	\$85.00/M
Telemarketing	\$75.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Gifts & Gadgets Merchandise Buyers

Gifts & Gadgets Merchandise Buyers are households that have purchased gifts & gadgets within the past year. Buyer data used to develop this list were collected from transactional data from catalog and retail purchases.

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Total Count

853,437

Base Price

Postal	\$65.00/M
Email	\$45.00/M
Email & Postal	\$85.00/M
Telemarketing	\$75.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

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Minimum Order Size

\$500

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Health & Fitness Responders

Health & Fitness Responders are individuals that are known to respond to offers for health and fitness products and services. Responder data used to develop this list were collected from direct marketing campaigns from online and offline channels.

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Total Count

4,913,053

Base Price

Postal	\$55.00/M
Email	\$35.00/M
Email & Postal	\$75.00/M
Telemarketing	\$65.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Health Cause Contributors

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Total Count

6,533,672

Base Price

Postal	\$35.00/M
Email	\$25.00/M
Email & Postal	\$55.00/M
Telemarketing	\$45.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Home D飯r Responders

Home D飯r Responders are individuals that are known to respond to offers for home d飯r products.

Responder data used to develop this list were collected from direct marketing campaigns from online and offline channels.

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Total Count

18,423,947

Base Price

Postal	\$55.00/M
Email	\$35.00/M
Email & Postal	\$75.00/M
Telemarketing	\$65.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Total Count

28,594,434

Base Price

Postal	\$35.00/M
Email	\$25.00/M
Email & Postal	\$55.00/M
Telemarketing	\$45.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Male Merchandise Buyers

Male Merchandise Buyers are households that have purchased male merchandise within the past year.

Buyer data used to develop this list were collected from transactional data from catalog and retail purchases.

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Total Count

789,430

Base Price

Postal	\$65.00/M
Email	\$45.00/M
Email & Postal	\$85.00/M
Telemarketing	\$75.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

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\$500

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Online Marketing Responders

Online Marketing Responders are individuals that are known to respond to online marketing offers. Responder data used to develop this list were collected from direct marketing campaigns from online channels including web advertising and email marketing.

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Total Count

24,565,263

Base Price

Postal	\$55.00/M
Email	\$35.00/M
Email & Postal	\$75.00/M
Telemarketing	\$65.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Outdoor Apparel Responders

Outdoor Apparel Responders are individuals that are known to respond to marketing offers for outdoor apparel products. Responder data used to develop this list were collected from direct marketing campaigns from online and offline channels.

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Total Count

12,282,632

Base Price

Postal	\$55.00/M
Email	\$35.00/M
Email & Postal	\$75.00/M
Telemarketing	\$65.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Total Count

4,678,452

Base Price

Postal	\$35.00/M
Email	\$25.00/M
Email & Postal	\$55.00/M
Telemarketing	\$45.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Religious Contributors

Religious Contributors are individuals that have contributed to a religious organization. Email, postal and telemarketing lists are available for one-time or unlimited use.

e360Insight is a consumer data company specializing in the compilation and distribution of multichannel lists, data and customer insights. The company's primary database, eBase?, is comprised of over 70 million consumers and accounts for over 50% of U.S. households. Each record in eBase? contains postal addresses, permission email addresses and telephone numbers. In addition, eBase? contains over 500 demographic, lifestyle and behavioral data elements, enabling marketers to develop highly targeted and efficient programs across multiple sales channels.

Total Count

5,236,243

Base Price

Postal	\$35.00/M
Email	\$25.00/M
Email & Postal	\$55.00/M
Telemarketing	\$45.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Upscale Merchandise Buyers

Upscale Merchandise Buyers are households that have purchased upscale merchandise within the past year. Buyer data used to develop this list were collected from transactional data from catalog and retail purchases.

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Total Count

877,144

Base Price

Postal	\$65.00/M
Email	\$45.00/M
Email & Postal	\$85.00/M
Telemarketing	\$75.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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Video Game & Accessories Responders

Video Game & Accessories Responders are individuals that are known to respond to offers for video game and video game accessories. Responder data used to develop this list were collected from direct marketing campaigns from online and offline channels.

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Total Count

5,527,184

Base Price

Postal	\$55.00/M
Email	\$35.00/M
Email & Postal	\$75.00/M
Telemarketing	\$65.00/M

Selects

Age	\$15.00/M
Income	\$10.00/M
Gender	\$5.00/M
Presence of Children	\$15.00/M
Mosaic Cluster	\$20.00/M
Census Data	\$10.00/M
Geographic / SCF	\$5.00/M

Permission Level

Confirmed Opt-In

Minimum Order Size

\$500

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