



Data Enhancement Element Listing

TotalSource XL™ Data Elements

(RA) = Royalty Data

Reverse Address Match

Returns given name and surname of first person in residence.

Address Elements

- 11-001 Apartment Number
- 11-002 Address Type

Household Demographic Selects

- 12-001 Match Level Indicator
- 12-002 Length Of Residence
- 12-003 Ethnic Code (RA)
 - Assimilation Code
 - Ethnic Group Code
- 12-004 Religion Code (RA)
- 12-006 Home Owner/Renter Code
- 12-007 Household Occupation Code
- 12-008 Presence Of Adults By Age Range
 - 18-24, 25-34, 35-44, 45-54, 55-64, 65+

Restriction on use apply - Direct Marketing communications cannot imply or reference knowledge of a child's birth date or gender

- 12-009 Presence Of Children, Unknown Gender
- 12-010 Presence Of Children By Age
 - 00-02, 03-05, 06-10, 11-15, 16-17
- 12-015 Number Of Persons
- 12-016 Number Of Children
- 12-017 Family Composition
- 12-018 Marital Status
- 12-021 File Match Indicator
- 12-022 Household Age Indicator
- 12-023 Household Age Code
- 12-031 Number Of Adults
- 12-034 Speak Spanish At Home (Self-Reported)
- 12-035 SOHO Indicator
- 12-036 Household Income Identifier
- 12-037 Narrow Income Identifier
- 12-039 Number of Generations in Household
- 12-040 Equifax ValueScore (RA)
- 12-041 Household Income Index
- 12-042 Equifax ValueScore for Bank Card Marketers (RA)
- 12-043 Equifax ValueScore for Retail Card Marketers (RA)
- 12-044 Equifax ValueScore for Automotive Finance Marketers (RA)

This data can not be appended to Reseller files for the purposes of Enhanced List Rental.

- 12-045 Equifax TotalSource XL Emerging Market

Individual Demographic Data

Select the Number of Individuals for Append (1-5)

(All individuals will have the same data variable(s) appended)

- 13-002 Middle Initial
- 13-003 Suffix Code
- 13-004 Gender
- 13-005 Title Code
- 13-006 Marital Status
- 13-007 Birth Date Of Person (YYYYMM) (RA)
- 13-008 Vision/Corrective Lens (RA)
- 13-009 Age In Two-Year Ranges
- 13-010 Height (RA) / Weight (RA)
- 13-011 Household Member Code
- 13-012 Occupation Code
- 13-013 Verification Date of Person
- 13-014 Given Name
- 13-017 Education Code
- 13-018 Occupation Code Of Spouse
- 13-019 Education Code Of Spouse
- 13-020 Gender Of Spouse
- 13-100 Expand Given Initial
 - (Must select 13-014 Given Name and 13-004 Gender)
- 13-200 Append Second Person Of Opposite Gender
 - (Must select 13-014 Given Name and 13-004 Gender)
 - Append More than One Person

Children's Data

Restriction on use apply - Direct Marketing communications cannot imply or reference knowledge of a child's birth date or gender

- 14-101 Birth Date YYYYMM 1st Child
- 14-102 Gender Code 1st Child
- 14-201 Birth Date YYYYMM 2nd Child
- 14-202 Gender Code 2nd Child
- 14-301 Birth Date YYYYMM 3rd Child
- 14-302 Gender Code 3rd Child
- 14-401 Birth Date YYYYMM 4th Child
- 14-402 Gender Code 4th Child



Housing / Property Data

- 15-001 Number Of Families In Residence
- 15-002 Dwelling Type
- 15-003 Structure Year
- 15-004 Home Sale Date - year Only
- 15-005 Home Market Value - Range
- 15-006 Residential Property Type
- 15-008 Living Area Square Footage Range
- 15-009 Type of Pool
- 15-012 Deed Recording Date
- 15-013 Total Mortgage Amt in 1000s
- 15-014 Home Sale Price in 1000s
- 15-017 Home Sale Price - Range
- 15-018 Assessed Home Value - Range
- 15-019 Available Home Equity - Range
- 15-020 Property Lot Size in Acres
- 15-021 Assessed Home Value in 1000's
- 15-022 Available Home Equity in 1000s
- 15-023 Home Market Value in 1000s
- 15-024 Home Sale Date
- 15-026 Property Flags
- 15-027 First Mortgage Amt in 1000s
- 15-028 Second Mortgage Amt in 1000s
- 15-029 Mortgage Date
- 15-030 Mortgage Loan Type
- 15-031 Mortgage Interest Rate Type
- 15-032 Mortgage Interest Rate
- 15-033 Mortgage Expiration Date
- 15-034 Home Equity Loan Amt in 1000s
- 15-035 Home Equity Loan Date
- 15-036 Year of Home Improvement
- 15-037 Exterior Wall Type
- 15-038 Roof Cover Type
- 15-039 Presence of Fireplace
- 15-040 Extended Pool Type
- 15-041 Type of Fuel
- 15-042 Type of Sewer
- 15-043 Type of Water
- 15-044 Automated Valuation Model (AVM) (RA)
- 15-045 Home Market Value Index (AVMHPI) (RA)
- 15-046 Year Home Built
- 15-047 Home Market Value Model

Household Automotive Data

(S-R) = Self-Reported

- 16-001 Current Market Value - All Vehicles
- 16-002 Current Market Value - All Cars
- 16-003 Number Of Cars Currently Registered
- 16-004 Number Of Cars Owned
- 16-005 Number Of Cars Currently Leased
- 16-006 Number Of Cars Bought New
- 16-007 Number Of Cars Purchased Used
- 16-008 Number Of Cars Registered/Bought New
- 16-009 Household Leasing Code - Cars
- 16-010 Current Market Value - All Trucks
- 16-011 Number Of Trucks Registered
- 16-012 Number Of Trucks Purchased New
- 16-013 Number Of Trucks Registered and Bought New
- 16-018 Number Of RVs Owned
- 16-019 Number Of RVs Bought New
- 16-020 Number Of Motorcycles Owned

- 16-022 Total - Cars Current (S-R)
- 16-023 Total - Cars Current & Bought New (S-R)
- 16-024 Total - Cars Current & Bought Used (S-R)
- 16-025 Total - Cars Current & Leased (S-R)
- 16-026 Total - Trucks Current (S-R)
- 16-027 Total - Trucks Current & Bought New (S-R)
- 16-028 Total - Trucks Current & Bought Used (S-R)
- 16-029 Total - Trucks Current & Leased (S-R)
- 16-030 Total - Cars Bought New (S-R)
- 16-031 Total - Cars Bought Used (S-R)
- 16-032 Total - Cars Leased (S-R)
- 16-033 Total - Trucks Bought New (S-R)
- 16-034 Total - Trucks Bought Used (S-R)
- 16-035 Total - Trucks Leased (S-R)
- 16-036 New Vehicle Code
- 16-040 Make/Mix Code For Trucks
- 16-041 Presence of Camping/Touring Vehicles

Automotive Data - Vehicle Specific

All vehicle specific data is frozen as of June 2000 and cannot be sold into the automotive industry.

Select the Number of Vehicles for Append (1-10)

(All vehicles selected will have the same data variable(s) appended)

- 17-002 Year
- 17-003 Registration Status
- 17-004 Purchase/Lease Indicator
- 17-005 Purchase Date
- 17-007 Primary Owner
- 17-008 Current Market Value
- 17-009 License Plate Type
- 17-010 Corporate Manufacturer/Division
- 17-012 Vehicle Group Code (Size Class)
- 17-013 Vehicle Sub Group
- 17-014 Vehicle Series
- 17-016 Engine Size
- 17-017 Fuel Type
- 17-018 Drive Type
- 17-019 Gross Vehicle Weight Code For Vehicle
- 17-024 Load Capacity
- 17-025 Registration Date
- 17-100 Vehicle Year/Make Full Spelling
(Must select 17-002 Year)

Automotive Clustering Systems

- 18-001 Automotive Purchase Predictor
 - In The Market Rank
 - Entry/Economy Size
 - Midsized
 - Large Size
 - Sport Vehicle
 - Luxury Vehicle
 - Minivan
 - Sport Utility
 - Pickup
 - New Buyer Rank
 - Used Buyer Rank
- 18-002 Vehicle Lifestyle Indicator
- 18-003 Do-It-For-Me Rank (RA)
- 18-004 Do-It-Yourself Rank (RA)



Financial Data

19-007	Average Home Market Value
19-008	Average Home Mortgage Credit Extended
19-009	Issue Date Of Newest Bankcard
19-042	Household Credit Card Usage Categories
19-043	Net Worth (RA)
19-045	Income Producing Assets (RA)
19-046	Presence of Credit Card in Household
19-047	Household Purchase Medium
19-048	Household Purchase Method
19-051	Household Purchase Medium Plus

Telephone

20-001	Phone Append (Telephone/Area Code) (SAN and/or Waiver Required)
20-003	Telephone Verification Date
20-100	Reverse Phone Append (Contracted or Parsed Format) 6-Digit Phone Select 10-Digit Reverse Phone Append
20-200	Phone Verification (Must select 20-001 Phone Append and 20-003 Telephone Verification Date)
20-210	Cell Phone Flag
20-220	DNC Flag (SAN Required)

Mail Order Buyer, Responder and Donor Data

21-001	Mail Order Buyer
21-002	Mail Order Donor
21-003	Mail Order Responder

Product Buyer Categories

This data can not be appended to Reseller files for the purposes of Enhanced List Rental.

21-101	Apparel General
21-102	Apparel Men's Big & Tall
21-103	Apparel Children
21-104	Apparel Teenagers
21-105	Apparel Men
21-106	Apparel – Women's Petite
21-107	Apparel Women's Plus Sizes
21-108	Apparel Women
21-109	Apparel Non-Gender Specified
21-110	Arts & Antiques
21-111	Collectibles
21-112	Novelty
21-113	Automotive
21-114	Books
21-115	Children's Products
21-116	Computing Home Office
21-117	Crafts/Hobbies
21-118	Food/Beverages
21-119	General Merchandise
21-120	Gift
21-121	Specialty Food
21-122	Holiday Items
21-123	Specialty Gifts
21-124	Stationary
21-125	Beauty
21-126	Health
21-127	Personal Care
21-128	Electronics
21-129	Home Furnishings
21-130	Furniture
21-131	Housewares
21-132	Linens
21-133	Home Care
21-134	Garden
21-135	Jewelry
21-136	Music
21-137	Other Merch/Service
21-138	Pets
21-139	Photo & Video Equipment
21-140	Sports & Leisure
21-141	Travel
21-142	Videos/DVDs
21-143	Magazine
21-144	Club Merchandise
21-145	Club / Community
21-146	Hispanic
21-147	Animal
21-148	Do It Yourself / Hints
21-149	History
21-150	Men's Interest
21-151	Religious
21-152	Romance
21-153	Science Fiction / Fantasy
21-154	Woman / Fashion



Purchase Behavior

This data can not be appended to Reseller files for the purposes of Enhanced List Rental.

21-171	Product Purchase Recency in HH
21-172	Online Product Purchase Recency in HH
21-173	Offline Product Purchase Recency in HH
21-174	Number of Product Orders in HH
21-175	Number of Online Product Orders in HH
21-176	Number of Offline Product Orders in HH
21-177	Average Days Between Product Orders in HH
21-178	Average Days Between Online Product Orders in HH
21-179	Average Days Between Offline Product Orders in HH
21-180	Dollars Spent on Products in HH
21-181	Online Dollars Spent on Products in HH
21-182	Offline Dollars Spent on Products in HH
21-183	Average Dollar Amount per Order in HH
21-184	Average Dollar Amount per Online Order in HH
21-185	Average Dollar Amount per Offline Order in HH
21-186	Number of Product Sources in HH
21-187	# of Low Scale Orders by Catalog Type in HHL
21-188	# of Low/Mid Scale Orders by Catalog Types in HHL
21-189	# of Mid Scale Orders by Catalog Types in HHL
21-190	# of Mid/High Scale Orders by Catalog Types in HHL
21-191	# of High Scale Orders by Catalog Types in HHL
21-192	# of Unknown Scale Orders by Catalog Types in HHL
21-193	Number of One-Shot Orders in HHL
21-194	Number of Payments in HHL
21-195	Number of Payments in Last Year in HHL
21-196	Number of Returns in HHL
21-197	Number of Returns in the Last Year in HHL
21-198	Number of Dollars on Returns in HHL

Outdoor Data

23-001	Year Model
23-003	State Of Boat Registration
23-006	Boat Type
23-007	Fishing Boat Type
23-008	Boat Length
23-009	Propulsion
23-010	Hull Type
23-012	Motor Type
23-015	Manufacturer
23-016	Number Of Boats Owned
24-004	Presence Of Hunting License
24-006	Presence Of Fishing License

Cluster Systems

Requires Address Standardization at no additional charge

24-100	NICHES™
24-101	NICHES 2.0™
24-271	SmartScores: Insurance - Claims (RA)
24-272	SmartScores: Insurance - Deductibles (RA)
24-273	SmartScores: Fixed Wireless Service (RA)
24-274	SmartScores: Home Computer Networks (RA)
24-275	SmartScores: HDTV (RA)
24-276	SmartScores: Broadband Internet (RA)
24-277	SmartScores: Heavy Internet Usage (RA)
24-278	SmartScores: Early Tech Adaptors (RA)
24-250	PRIZM® NE Z4 (RA)
24-260	PRIZM® NE HH (RA)
24-350	ConneXions® (RA)
24-360	ConneXions® NE (RA)
24-540	P\$YCLE® NE (RA)
24-600	TeleClusters

Record Verification

26-001	Verification Date
26-002	Number Of Active Sources
26-003	Months Since Last Verification

Email Solutions

27-001
A copy of Equifax Email Append™ accompany any order for email append services.

Technology

27-101	Broadband Connection
27-102	Type of Internet Connection
27-103	Free Email Address

**Equifax DataSuites™**

28-001 Avid Collectors
28-002 Financial Investors
28-003 Health & Fitness Buffs
28-004 High-Tech Consumers
28-005 Home Life - Crafts & Gardening
28-006 Informed Contributors
28-007 Political Supporters
28-008 Travel & Arts Aficionados
28-009 Active Mail Order Buyers
28-010 Baby Boomers
28-011 Broadband Internet Users
28-012 Credit-Active Consumers
28-013 DINKS - Dual Income No Kids
28-014 Family Ties
28-015 Generation X
28-016 Homeowners
28-017 Magazine and Book Club Subscribers
28-018 Outdoor Enthusiasts
28-019 Seasonal Residence / Vacation Homeowners
28-020 Senior Spenders
28-021 Single Parents
28-022 Urban Wealth
28-023 Working Woman
29-025 Lease a Vehicle Trigger
29-026 Pre-Mover Indicator

TargetPoint In-Market™ (RA)

29-001 Income Trigger
29-002 Credit Card Trigger
29-003 Home Market Value Trigger
29-004 Number of Cars and Trucks Trigger
29-005 New First Child 0-2 Years Old Trigger
29-007 New Adult to File Trigger
29-008 New Young Adult to File Trigger
29-009 Newly Married Trigger
29-010 Newly Single Trigger
29-011 Retired Trigger
29-012 College Graduate Trigger
29-013 Empty Nester Trigger
29-014 New/Pre Driver Trigger
29-015 ValueScore Trigger
29-016 Mortgage Expiration Trigger
29-017 Buy a House Trigger
29-018 Move Residence Trigger
29-019 Home Loan Trigger
29-020 Buy a Cell Phone Trigger
29-021 Subscribe to High Speed Internet Trigger
29-022 Buy a Satellite Dish Trigger
29-023 Buy/Lease a Luxury Vehicle Trigger
29-024 Buy/Lease a Non-Luxury Vehicle Trigger



The Lifestyle Selector®

Active Travelers

51-001	Travel In The USA
51-002	Foreign Travel
51-003	Pleasure/Vacation Travel
51-004	Business Travel
51-005	Cruise Ship Vacations
51-006	Frequent Flyers
51-007	Passport
51-008	Timeshare

Audio Or Video Leisure Time

52-002	CD Player Owners
52-003	Pre-Recorded Video Buyers
52-004	Home Videogames
52-005	Home Video Recording
52-006	Stereo/Records/Tapes/CDs
52-007	VCR Owners
52-008	Cable TV Viewing
52-009	Watch Sports on TV
52-010	Cable TV Subscribers
52-012	Own A Video Laser Disk Player
56-009	Home Cooking

Capital Investors

53-001	Real Estate Investments
53-002	Moneymaking Opportunities
53-003	Career-Oriented Activities
53-004	Mutual Funds
53-005	Bond Investments
53-006	Stock/Bond Investments
53-007	Stock Investments

Insurance

53-101	Auto
53-102	Disability
53-103	Health
53-104	Life
53-105	Life Age 25-49
53-106	Life Age 50-74
53-107	Life Child / Grandchild Age 0-12
53-108	Auto Insurance Renewals – January
53-109	Auto Insurance Renewals - February
53-110	Auto Insurance Renewals - March
53-111	Auto Insurance Renewals - April
53-112	Auto Insurance Renewals - May
53-113	Auto Insurance Renewals - June
53-114	Auto Insurance Renewals - July
53-115	Auto Insurance Renewals - August
53-116	Auto Insurance Renewals - September
53-117	Auto Insurance Renewals - October
53-118	Auto Insurance Renewals - November
53-119	Auto Insurance Renewals - December

Community & Environment Contributors

54-001	Community/Civic Activities
54-002	Current Affairs/Politics

54-003	Charities/Volunteer Activities
54-004	Our Nation's Heritage
54-005	Wildlife/Environmental Issues
54-006	Wildlife/Animal Protection
54-007	Donate To Charitable Causes
54-008	Donate to Health Charities
54-009	Environmental Issues
54-010	Democratic Contributor
54-011	Republican Contributor

Electronics & Technology

55-001	Electronics
55-002	Science/New Technology
55-003	Camcorder Owners
55-004	Shop Via TV

Fine Living

56-003	Cultural Arts/Events
56-004	Cooking For Pleasure
56-005	Wines
56-006	Vacation Home/Property Owners
56-008	Fine Arts/Antiques

Credit Card Rewards

56-101	Airline Miles
56-102	Cash Back
56-103	Donations to a Cause
56-104	Retail Shopper Rewards
56-105	Reward Points

Healthy Choices

57-001	Dieting/Weight Control
57-002	Physical Fitness/Exercise
57-003	Health/Natural Foods
57-004	Self-Improvement
57-005	Walking For Health
57-006	Improving Your Health
57-007	Healthy/Low Fat Cooking
57-008	Vegetarian

Hobby Activities

58-001	Bowling
58-002	Photography
58-004	Crafts
58-006	Collectibles/Collection
58-007	Needlework/Knitting
58-008	Sewing
58-010	Coin/Stamp Collecting
58-011	NASCAR Enthusiast
58-012	Participate in Team Sports
58-013	Attend Sporting Events



Home, Garden & Garage

59-001	Vegetable
59-002	Flower
59-003	Home Workshop/Do-It-Yourself
59-004	Gardening
59-005	Automotive Work
59-006	Dog Owner
59-007	Cat Owner
59-008	Outdoor Gardening
59-009	Houseplants
59-010	Gourmet Cooking
59-011	Microwave Oven Owners
59-012	Home Furnishing/Decorating
59-013	Household Pets
59-014	House Improvement Projects

Other Highly Selected Lifestyles

60-001	Casino Gambling
60-002	Grandchildren
60-003	Sweepstakes/Contests
60-004	Fashion Clothing
60-005	Home Office

Outdoor Sports & Recreation

61-001	Tennis
61-002	Golf
61-003	Snow Skiing
61-004	Camping/Hiking
61-005	Hunting/Shooting
61-006	Fishing
61-007	Bicycling
61-008	Boating/Sailing
61-009	Motorcycling
61-010	Recreation Vehicles (RVs)
61-011	Running/Jogging
61-012	Scuba Diving
61-013	Horseback Riding
61-014	Own A Sailboat
61-015	Waterskiing
61-016	Bird Watching
61-017	Power Boating
61-018	Sailing
61-019	Presence of ATV
61-020	Presence of Snowmobile
61-021	Presence of Personal Watercraft
61-022	Presence of State Conservation Magazine
61-023	Presence of Boat
61-024	Soccer

Hunting License Interests

61-101	Hunting License Holder
61-102	Multi-License Holder
61-103	Hunt License State
61-104	Hunt License Date
61-105	Hunting License – Non-Specific
61-106	Hunting License – Deer
61-107	Hunting License – Deer-Doe
61-108	Hunting License – Bear
61-109	Hunting License – Turkey
61-110	Hunting License – Moose
61-111	Hunting License – Goose

61-112	Hunting License – Waterfowl
61-113	Hunting License – White Wing Dove
61-114	Hunting License – Bow/Archer
61-115	Hunting License – Muzzleloader
61-116	Hunting License – Trapper
61-117	Hunting License – Lifetime Sportsman
61-118	Hunting License – Antelope
61-119	Hunting License – Elk
61-120	Hunting License – Bighorn Sheep
61-121	Hunting/Shooting Interest
61-122	Favorite Interest – Hunting (0-12 Months)
61-123	Favorite Interest – Hunting (13-24 Months)
61-124	Deer Hunting Interest
61-125	Waterfowl Hunting Interest
61-126	Bow Hunting Interest
61-127	Other Hunting Interest
61-128	Out Of State Hunting Interest

Fishing License Interests

61-201	Fishing License Holder
61-202	Multi-Fishing Licenses
61-203	Fish License State
61-204	Fish License Date
61-205	Fishing License – Non-Specific
61-206	Fishing License – Saltwater
61-207	Fishing License – Freshwater
61-208	Fishing License – Lobster/Shellfish
61-209	Fishing License – Offshore Non-Shellfish
61-210	Fishing License – Salmon
61-211	Fishing License – Combo
61-212	Fishing Interest
61-213	Favorite Interest – Fishing (0-12 Months)
61-214	Favorite Interest – Fishing (13-24 Months)
61-215	Bass Fishing Interest
61-216	Fly Fishing Interest
61-217	Saltwater Fishing Interest
61-218	Other Fishing Interest
61-219	Out Of State Fishing Interest

Music Interest

62-001	Classical
62-002	Pop/Dance
62-003	Latin
62-004	Gospel
62-005	Jazz
62-006	Alternative
62-007	Rhythm & Blues
62-008	Heavy Metal
62-009	Rock
62-010	Country
62-011	Easy Listening
62-012	Contemporary Christian
62-013	Rap

Readers

63-002	Bible/Devotional Reading
63-003	Avid Book Reading
63-004	Science Fiction
63-006	Crossword Puzzles
63-007	Children's Books
63-008	Mystery Books



Dimensions

65-001	Athletic
65-002	Blue Chip
65-003	Cultural
65-004	Domestic
65-005	Fitness
65-006	Good Life
65-007	Technology
65-008	Outdoors
65-009	Do-It-Yourself
67-100	Mail Order

Composites

66-001	Club Sports
66-002	Traditionalist
66-003	Professional
66-004	Investor
66-005	Audio/Visual
66-006	Campgrounder
66-007	Intelligentsia
66-008	Mechanic
66-009	Reader
66-010	Chiphead
66-011	Home & Garden
66-012	Tri-athlete
66-013	Connoisseur
66-014	Ecologist
66-015	TV Guide
66-016	Collector
66-017	Handicrafts
66-018	Field & Stream

Lifestyle Macros

67-010	Art/Antique Collecting
67-020	Boating/Sailing
67-030	Cable TV Viewing
67-040	Community/Civic Activities
67-050	Gardening
67-060	Gourmet Cooking/Fine Foods
67-080	Home Video Recording
67-090	Household Pets
67-110	Military Veteran
67-120	Needlework/Knitting
67-130	Sewing
67-140	Stamp/Coin Collecting
67-150	Sweepstakes/Contests
67-160	Wildlife/Environmental Issues

Favorite Interests

68-001	Responder Favorite Interest #1
68-002	Responder Favorite Interest #2
68-003	Responder Favorite Interest #3
68-004	Spouse Favorite Interest #1
68-005	Spouse Favorite Interest #2
68-006	Spouse Favorite Interest #3



RX Selector (RA)

Restrictions on use apply – Direct Marketing communications cannot imply or reference knowledge of a known ailment within a household. This data can not be appended to Reseller files for the purposes of Enhanced List Rental.

ADHD/ADD

69-001	ADHD/ADD – Ailment
69-002	ADHD/ADD Meds – Rx
69-003	Concerta – Rx
69-004	Ritalin LA – Rx
69-005	Ritalin – Rx
69-006	Adderall – Rx
69-007	Adderall XR – Rx

Allergies/Asthma

69-011	Allegra – Rx
69-012	Allergy Meds – Rx
69-013	Asthma - Ailment
69-014	Asthma Meds – Rx
69-015	Beconase – Rx
69-016	Claritin/Claritin D – Rx
69-017	Flonase – Rx
69-018	Nasacort – Rx
69-019	Nasal Allergies – Ailment
69-020	Nasal crom – Rx
69-021	Nasonex – Rx
69-022	Rhinocort – Rx
69-023	Rhinocort Aqua – Rx
69-024	Vancenase – Rx
69-025	Zyrtec – Rx

Arthritis

69-031	Arthritis – Ailment
69-032	Arthritis Meds – Rx
69-033	Celebrex – Rx
69-034	Osteoarthritis – Ailment
69-035	Rheumatism – Ailment
69-036	Vioxx – Rx

Bone/Nerve Concerns

69-041	Back Pain – Ailment
69-042	Multiple Sclerosis – Ailment
69-043	Osteoporosis – Ailment
69-044	Spinal Injury – Ailment

Cancer

69-051	Breast Cancer – Ailment
69-052	Cancer – Ailment
69-053	Colon Cancer – Ailment
69-054	Prostate Cancer – Ailment

Cardiovascular/Pulmonary Health

69-061	COPD – Ailment
69-062	Emphysema – Ailment
69-063	Heart Disease/Attack - Ailment
69-064	High Blood Pressure - Ailment
69-065	High Cholesterol – Ailment
69-066	Lipitor – Rx

Depression/Anxiety/Mental Health

69-071	Anxiety – Ailment
69-072	Depression – Ailment
69-073	Insomnia - Ailment
69-074	Paxil – Rx
69-075	Anti-depressant – Rx
69-076	Prozac – Rx
69-077	Zoloft – Rx

Diabetes

69-081	Diabetes – Ailment
69-082	Diabetes Type 1 – Ailment
69-083	Diabetes Type 2 – Ailment
69-084	Glucophage – Rx
69-085	Oral Injectable – Insulin Rx

Gastrointestinal Health

69-091	Heartburn/Acid Indigestion – Ailment
69-092	Chrons Disease – Ailment
69-093	GERD/Acid Reflux – Ailment
69-094	Heartburn Meds – Rx
69-095	IBS – Ailment
69-096	OTC Heartburn Meds – Rx
69-097	Ulcerative Colitis – Ailment

Gender Specific Concerns

69-101	Impotence – Ailment
69-102	Menopause – Ailment
69-103	Premarin – Rx
69-104	Viagra – Rx

Medical Devices

69-111	Hearing Aid – Rx
69-112	Wheelchair – Rx

Migraines/Headaches

69-121	Imitrex – Rx
69-122	Migraines/Headaches – Ailment



RX Selector (RA) (Continued)

Restrictions on use apply – Direct Marketing communications cannot imply or reference knowledge of a known ailment within a household. This data can not be appended to Reseller files.

Other

69-131	Alzheimer's – Ailment
69-132	Bladder Control – Ailment
69-133	Bronchitis/Chronic Bronchitis – Ailment
69-134	Detrol – Rx
69-135	Sinusitis – Ailment
69-136	Snoring – Ailment

Skin Concerns

69-141	Acne – Ailment
69-142	Eczema – Ailment
69-143	Nail Fungus – Ailment
69-144	Nail Fungus Meds – Rx
69-145	Psoriasis – Ailment
69-146	Scar Treatment – Rx

Tobacco Products

69-151	Chewing Tobacco
69-152	Smoker
69-153	Snuff

Vision

69-161	Contacts – Rx
69-162	Eyeglasses – Rx
69-163	Laser Vision Correction – Rx

Weight Control

69-171	Obesity - Ailment
69-172	Obesity – Rx
69-173	Weight Problems - Ailment



High-Tech Connect™

High-Tech Macros

70-001	Personal Computer Owners And Users
70-002	IBM Compatible PC Owners And Users
70-003	Apple/Mac Owners And Users
70-004	PC Users
70-005	PC Owners
70-006	IBM Compatible PC Owner
70-007	Apple/Mac Owner
70-008	Laptop PC Owner
70-009	Software Buyers
70-010	Subscribe To Any Online Service
70-011	All Versions Of Windows
70-012	Surf The Net

Computer

71-001	Personal/Home Computer Enthusiast
71-002	PC Ownership
71-003	IBM PC/Compatible User
71-004	Apple/Mac User
71-005	IBM PC/Compatible Owner
71-006	Apple/Mac Owner
71-007	Laptop Owner
71-008	IBM Laptop Owner
71-009	Mac Laptop Owner
71-010	Own A Dell PC
71-011	Own A Compaq PC
71-012	Own A Gateway
71-013	Own A Packard Bell
71-014	Own A HP
71-015	Own A Sony
71-016	Own A Desktop

Computer Accessories

72-001	CD-ROM Owner
72-002	Modem Owner
72-003	Fax/Modem Owner
72-004	Fax Owner
72-005	Scanner Owner
72-006	Own a Recordable CD-ROM
72-007	Color Printer
72-008	Own an External Storage Device
72-009	Cable Modem
72-010	DVD-ROM Drive

Operating System

73-002	Windows
73-003	Windows 95
73-004	Windows 98

PC Software Used

74-002	Word Processing
74-003	Spreadsheet
74-004	Database
74-005	Personal/Financial Organizer
74-006	Reference & Education
74-007	Games/Entertainment
74-009	Purchase Software 1-2 Times
74-010	Purchase Software 3+ Times
74-011	Purchase Hardware By Mail
74-012	Print Creativity
74-013	Utilities

Online Subscribers

75-001	Subscribe To Online Service
75-002	America Online
75-003	Prodigy
75-004	CompuServe
75-005	Microsoft Network
75-006	Other Internet Provider
75-007	Broadband Cable
75-008	Wireless Internet Connection

Other High-Tech

76-001	Satellite Dish Owner
76-002	Pager Owner
76-003	Cell Phone Owner
76-004	DVD Player
76-005	Digital Camera
76-006	High Definition TV
76-007	Own A Personal Digital Assistant
76-008	Own A Game System
76-009	Digital Cable
76-010	Premium Channels
76-011	Wireless Email Device
76-012	GPS Locator
76-013	MP3 Player
76-014	Plasma TV
76-015	Home Theater
76-016	Digital Video Recording
76-017	Satellite Radio

Online Purchase Activity

77-001	Travel Arrangements
77-002	Buy Books & Music
77-003	Trade Stocks
77-004	Hardware/Software
77-005	Buy Clothes
77-006	Any Online Purchase
77-007	Shop For Vehicles
77-008	Shop For Insurance
77-009	Shop For Mortgage/Loans
77-010	Pay Bills Online
77-011	Shop Via Internet



Telecommunications

80-101 Own A Second Line
80-102 Have Call Features
80-103 Personal 800 Number
80-104 Voice Mail
80-105 Phone Card
80-106 Answering Machine
80-107 Wireless Phone
80-108 DSL Line

Second Phone Line Main Use

80-201 Business
80-202 Fax
80-203 Internet/Email
80-204 Additional Personal Line

Long-Distance Carrier

80-301 AT&T
80-302 MCI
80-303 Sprint
80-304 Other

Changed Long-Distance Carrier

80-401 Not In Two+ Years
80-402 Once Within Last Two Years
80-403 Two Or More Times In The Last Two Years

Long-Distance Expenditure

80-501 Average \$0 - \$5
80-502 Average \$6 - \$19
80-503 Average \$20 - \$49
80-504 Average \$50 - \$99
80-505 Average \$100+

International Phone Calls

80-601 Canada
80-602 Europe
80-603 Asia
80-604 Russia
80-605 Middle East
80-606 India/Pakistan
80-607 Other Non-US
80-608 Mexico
80-609 Germany
80-610 France
80-611 United Kingdom
80-612 Other Europe
80-613 Japan
80-614 South Korea
80-615 Other Asia
80-616 Dominican Republic
80-617 South America

Telecommunication Macros

80-901 Long-Distance Switcher
80-902 High Long-Distance Spender
80-903 Makes International Phone Calls



Area-Level Data

Prices based on input.

2000 Small Area Characteristics™ (SMACS)

Requires Address Standardization at no additional charge

81-001	Census Tract Information
81-003	County Name
81-010	Population/Urban/Rural
81-020	Race/Ethnic
81-030	Adult Age/Gender
81-040	Children Age
81-050	Persons in Household
81-060	Housing
81-070	Household Relationship
81-080	Race by Age
81-090	Marital Status
81-100	Language
81-110	Mobility
81-120	Education
81-130	Military/Veteran Status
81-140	Age w/Disability
81-150	Labor Force
81-160	Occupation
81-170	Income - Household
81-180	Income - Family
81-190	Ancestry
81-200	Housing Unit
81-210	Renter
81-220	Homeowner
81-230	Vehicle
81-240	Home Value
81-250	Latitude/Longitude at ZIP level

Carrier Route Marketing Information™ (CRMI)

Requires Address Standardization at no additional charge

82-001	Carrier Route Marketing Index Record Level
82-020	Household
82-050	Geographic

ZIP Neighborhood Selector™ (ZNS)

Requires Address Standardization at no additional charge

83-010	ZIP Composition
83-020	State Indices
83-030	National Indices
83-040	State Ranking
83-050	National Ranking

The Neighborhood Selector® (TNS)

Requires Address Standardization at no additional charge

84-010	Carrier Route Percent Composition
84-020	State Indices
84-030	National Indices
84-040	State Ranking
84-050	National Ranking

Market Codes

Requires Address Standardization at no additional charge

85-002	Designated Marketing Area (DMA)
85-003	Metropolitan Statistical Area (MSA)
85-004	Core Business Statistical Area (CBSA)
85-100	Latitude/Longitude at the Zip Level
85-200	Lat/Long at the Rooftop Level

Aggregated Auto Data (AAD)

Requires Address Standardization at no additional charge

86-100	Aggregated Auto Data In Record Level
86-110	Vehicle Class (Registered - Old Class)
86-120	Vehicle Recency
86-130	Automotive Counts
86-140	Vehicle Value
86-150	General Vehicle
86-160	Vehicle Class (Owned)
86-170	Vehicle Manufacturer
86-180	Vehicle Class (New Classification)



Aggregated Consumer Economics (RA)

Prices based on input.

Please See Chart on Last Page For Rates.

Data Use Agreement Required (data can only be used for modeling, and cannot be used for marketing or determining the employability or credit worthiness of an individual.

94-999	Number of inquires within the last 6 months, except promotional and evaluation	96-049	Age of oldest department store accounts
95-001	Number of months since most recent inquiry, except promotional and evaluation	96-051	Time since last activity on bank revolving accounts
95-002	Number of personal finance inquiries for promotional and evaluation purposes in the last 24 months	96-052	Time since last activity on department store accounts
95-003	Number of inquiries for promotional and evaluation purposes in last 6 months	96-053	Time since last activity on sales finance accounts
95-004	Number of bank inquiries for promotional and evaluation purposes in last 6 months	96-054	Number of bank revolving accounts currently past due
95-006	Number of inquiries for promotional purposes only in last 6 months	96-055	Number of department store accounts currently past due
95-007	Number of bank inquiries for promotional purposes only in last 6 months	96-057	Balance currently past due for bank revolving accounts
96-003	Age of oldest account (months)	96-058	Balance currently past due for department store type
96-004	Age of newest account (months)	96-059	Balance currently past due for sales finance type
96-005	Number of accounts opened in the last 3 months	96-060	Worst current rating for bank revolving accounts
96-006	Number of accounts opened in the last 6 months	96-061	Worst current rating for department store accounts
96-007	Number of accounts opened in the last 12 months	96-062	Worst current rating for sales finance accounts
96-008	Number of accounts opened in the last 24 months	96-063	Number of bank revolving accounts currently rated satisfactory
96-009	Number of accounts	96-064	Number of department store accounts currently rated satisfactory
96-010	Number of active accounts	96-070	Number of department store accounts currently 60 days
96-011	Total balance for active accounts	96-072	Number of bank revolving accounts currently 90-120 days
96-012	Total credit limit for active accounts	96-075	Number of bank revolving accounts currently rated bad debt
96-014	Number of accounts currently past due	96-078	Number of bank revolving accounts ever rated satisfactory
96-015	Balance currently past due	96-081	Number of bank revolving accounts ever 30 days past due
96-016	Worst current rating	96-082	Number of department store accounts ever 30 days past due
96-017	Number of accounts currently rated satisfactory	96-084	Number of bank revolving accounts ever 60 days past due
96-018	Number of accounts currently 30 days	96-085	Number of department store accounts ever 60 days past due
96-019	Number of accounts currently 60 days	96-087	Number of bank revolving accounts ever 90-120 days past due
96-020	Number of accounts currently 90-120 days	96-088	Number of department store accounts ever 90-120 days past due
96-021	Number of accounts currently bad debt	96-090	Number of bank revolving accounts ever rated bad debt
96-022	Number of accounts ever satisfactory	96-091	Number of department store accounts ever rated bad debt
96-023	Number of accounts ever 30 days	96-093	Number of bank revolving accounts rated satisfactory in the last 24 months
96-024	Number of accounts ever 60 days	96-094	Number of department store accounts rated satisfactory in the last 24 months
96-025	Number of accounts ever 90-120 days	96-096	Number of bank revolving accounts 30 days past due in last 24 months
96-026	Number of accounts ever bad debt	96-097	Number of department store accounts 30 days past due in last 24 months
96-027	Number of accounts satisfactory in the last 24 months	96-099	Number of bank revolving accounts 60 days past due in last 24 months
96-028	Number of accounts 30 days in the last 24 months	96-100	Number of department store accounts 60 days past due in the last 24 months
96-029	Number of accounts 60 days in the last 24 months	96-102	Number of bank revolving accounts 90-120 days past due in the last 24 months
96-030	Number of accounts 90-120 days in the last 24 months	96-105	Number of bank revolving accounts rated bad debt in the last 24 months
96-031	Number of accounts bad debt in the last 24 months	96-106	Number of department store accounts rated bad debt in the last 24 months
96-032	Number of accounts with a balance > 0	96-108	Number of bank revolving accounts with a balance > 0
96-033	Average number of months opened	96-109	Number of department store accounts with a balance > 0
96-034	Number of active accounts with balance >= 75% credit limit	96-111	Average number of months opened for bank revolving accounts
96-035	Number of active accounts with balance >= 50% credit limit	96-114	Number of active bank revolving accounts with balance >= 75% credit limit
96-036	Number of bank revolving accounts	96-115	Number of active department store accounts with balance >= 75% of credit limit
96-037	Number of department store accounts	96-116	Number of active sales finance accounts with balance >= 75% of credit limit
96-038	Number of sales finance accounts	96-117	Number of active bank revolving accounts with balance >= 50% credit limit
96-039	Number of active bank revolving accounts	96-118	Number of active department store accounts with balance >= 50% of credit limit
96-040	Number of active department store accounts excluding closed narratives		
96-041	Number of active sales finance accounts		
96-042	Total balance for active bank revolving accounts		
96-043	Total balance for active department store accounts		
96-044	Total balance for active sales finance accounts		
96-045	Total credit limit for active bank revolving accounts		
96-046	Total credit limit for active department store accounts		
96-047	Total credit limit for sales finance accounts		
96-048	Age of oldest bank revolving accounts		



Aggregated Consumer Economics (RA) (Continued)

Prices based on input.

Please See Chart on Last Page For Rates.

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96-119	Number of active sales finance accounts with balance \geq 50% of credit limit	96-255	Number of bank revolving accounts 60 days or more past due in the last 24 months
96-120	Number of total bank installment accounts	96-258	Number of accounts currently rated satisfactory with a balance $>$ 0
96-121	Number of total other retail accounts	96-260	Number of department store accounts currently rated satisfactory with balance $>$ 0
96-123	Number of total automotive finance accounts	96-262	Number of months open for all accounts
96-124	Number of total credit union accounts	96-263	Number of months open for bank revolving accounts
96-125	Number of total personal finance accounts	96-264	Number of months open for department store accounts
96-128	Number of active bank installment accounts	96-265	Number of months open for sales finance type
96-129	Number of active other retail accounts	96-266	Number of active accounts, last 12 months
96-130	Number of active automotive accounts	96-267	Number of active bank revolving accounts, last 12 months
96-131	Number of active automotive finance accounts	96-268	Number of active department store accounts, last 12 months
96-132	Number of active credit union accounts	96-270	Number of accounts currently 30 or 60 days past due
96-133	Number of active personal finance accounts	96-274	Number of accounts currently 60 days or more past due
96-144	Number of bank installment accounts ever rated satisfactory	96-278	Number of accounts currently 90 days or more past due
96-148	Number of credit union accounts ever rated satisfactory	96-279	Number of bank revolving accounts currently 90 days or more past due
96-156	Number of credit union accounts ever 30 days past due	96-282	Percent of active bank revolving accounts to total active accounts
96-164	Number of credit union accounts ever 60 days past due	96-283	Percent of active department store accounts to total active accounts
96-172	Number of credit union accounts ever 90-120 days past due	96-289	Percent of active credit union accounts to total active accounts
96-176	Number of bank installment accounts ever rated bad debt	96-293	Percent of accounts opened in the last 24 months to total active accounts
96-180	Number of credit union accounts ever rated bad debt	96-294	Percent of accounts opened in the last 12 months to total active accounts
96-196	Percent of balance to credit limit for active accounts	96-295	Percent of accounts opened in the last 6 months to total active accounts
96-197	Percent of balance to credit limit for active bank revolving accounts	96-296	Percent of accounts opened in the last 3 months to total active accounts
96-198	Percent of balance to credit limit for active department store accounts	96-999	Number of derogatory public records
96-200	Percent of satisfactory accounts in the last 24 months to total accounts	97-001	Number of months since the most recent derogatory action
96-201	Percent of satisfactory bank revolving accounts in the last 24 months to total bank revolving accounts	97-006	Number of derogatory actions in the last 24 months
96-202	Percent of satisfactory department store accounts in the last 24 months to total department store accounts	97-999	Number of collections
96-205	Number of accounts 90 days past due or worse in the last 24 months	98-001	Presence of a bankruptcy
96-206	Number of bank revolving accounts 90 days past due or worse in last 24 months	98-002	Number of months since most recent activity
96-209	Number of accounts ever 60 days past due or worse	98-004	Number of 90-120 days or bad debt or derogatory actions in the last 24 months
96-221	Number of accounts ever 90 days past due or worse	98-005	Number accounts rated bad debt plus number of derogatory actions in the last 24 months
96-233	Percentage of active accounts to total accounts	98-006	Number of accounts 60 days past due or worse plus number derogatory actions in the last 24 months
96-234	Percentage of active bank revolving to total bank revolving accounts	99-900	Number of active mortgage accounts
96-235	Percentage of active department store to total department store accounts	99-901	Balance for active mortgage accounts
96-246	Number of accounts ever 30 days past due or worse	99-902	High credit for active mortgage accounts
96-248	Number of department store accounts ever 30 days past due		
96-250	Number of accounts 30 days or more past due in the last 24 months		
96-251	Number of bank revolving accounts 30 days or more past due in the last 24 months		
96-252	Number of department store accounts 30 days or more past due in the last 24 months		
96-254	Number of accounts 60 days or more past due in the last 24 months		