

# CAS - CONSUMER/MORTGAGE CATEGORY LEVELS

*The pricing for use of the Demographic criteria is determined by the Price Level of the item, regardless if the purpose for usage is for output, selection or omission. Phones numbers are priced separately.*

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## CATEGORY ONE/PRICE LEVEL ONE (1)

|                   |                       |                            |
|-------------------|-----------------------|----------------------------|
| Address Type      | Homeowner Type        | Median Years in School     |
| Title             | Household Composition | Nielsen County Code        |
| Basic Ethnic Code | Length of Residence   | Oldest Age at Address      |
| Dwelling Type     | Latitude              | Percent Black              |
| Estimated Age     | Longitude             | Percent Hispanic           |
| Estimated Income  | Marital Status        | Property Type              |
| Estimated Wealth  | Median Home Value     | Multi-Family Dwelling Unit |
| Gender            | Median Income         |                            |

## CATEGORY TWO/PRICE LEVEL TWO (2)

|                      |                  |                    |
|----------------------|------------------|--------------------|
| Exact Age            | Child Male 0-2   | Child Female 6-10  |
| Presence of Children | Child Female 0-2 | Child Male 11-15   |
| Number of Children   | Child Male 3-5   | Child Female 11-15 |
|                      | Child Female 3-5 | Child Male 16-17   |
|                      | Child Male 6-10  | Child Female 16-17 |

## CATEGORY TWO/PRICE LEVEL THREE (3)

Date of Birth  
Month of Birth  
Presence of Email Address  
Country of Origin  
Language Preference  
Religion Code  
Premium Ethnic Code  
Combined Vehicle Market Value  
Motorcycle Owner  
New Vehicle Purchaser  
Number of Cars Registered  
Recreational Vehicle Owner  
Truck Owner  
Estimated Home Value  
Blue Chip Lifestyle  
Do It Yourself Lifestyle  
Technology Lifestyle  
Athletic Lifestyle  
Fitness Lifestyle  
Outdoors Lifestyle  
Domestic Lifestyle  
Good Life Lifestyle  
Cultural Lifestyle  
Membership Club Interests  
Computer Product Interests  
Investor Interests  
Debt Consolidation Interests  
Telecommunications Svc Interests  
College & Higher Education Interests  
Insurance Interests  
Health & Fitness Interests  
Survey & Sweepstakes Interests  
Opportunity Seekers  
Automobile Interest  
Travel Interests  
Home Improvement Interests  
Apparel Interests  
Weight Loss Interests  
Cable Internet Service Users  
Military  
Adult Dating Service Interests  
Online Auction Interests  
Internet User  
Occupation  
Occupation Type

### Mortgage Ele-

#### ments

- \*Home Sale Amount
- \*Mortgage Loan Type
- \*Mortgage Loan Amount
- \*Adjustable Interest Rate
- \*Mortgage Interest Rate
- \*Term of Mortgage
- \*Mortgage Loan to Value
- \*Subprime
- \*Lender /Name Present
- \*Mortgage Credit Line Information
- \*Mortgage Estimated Equity
- \*Mortgage Estimated Monthly Payment
- \*Refinance
- \*First Mortgage Only
- \*Second Mortgage
- \*Construction Loan
- \*Lender Type
- \*Estimated Loan Balance
- \*Year Home Built Code
- \*Year Home Built
- \*Purchase Date
- \*Refinance Date
- \*2nd Mortgage Date
- \*Credit Line Date
- \*Swimming Pool
- \*Home Land Value
- \*Land Square Feet
- \*Home Square Feet
- \*Home Stories
- \*Home Rooms
- \*Home Bedrooms
- \*Home Baths
- \*Home Assed Value

#### Healthy Choices

- \*Diet/Weight Control
- \*Health/Natural Food
- \*Healthy/Low-Fat Cooking
- \*Improving Your Health
- \*Physical Fitness/Exercise
- \*Self Improvement
- \*Walk for Health

### Buying Behavior

- \*Shop by Catalog
- \*Shop by Internet

### Collectibles

- \*Art/Antique Collecting
- \*Stamp/Coin Collecting

### Contributions

- \*Community/Civic Activities
- \*Current Affairs/Politics
- \*Democratic Contributors
- \*Donate to Charities
- \*Health Charities
- \*Our Nations Heritage
- \*Republican Contributors
- \*Veterans Charities
- \*Wildlife/Environmental Issues

### Interests

- \*Care for Elderly
- \*Grandchildren
- \*Military Veteran

### Current Long Distance Carrier

- \*AT&T
- \*MCI
- \*Sprint

### Music Preferences

- \*Classical
- \*Contemporary Christian
- \*Country
- \*Easy Listening/Light Sounds
- \*Gospel
- \*Jazz
- \*R&B
- \*Rap
- \*Rock (hard & soft)

### Pets

- \*Own a Cat
- \*Own a Dog

# CAS - CONSUMER/MORTGAGE CATEGORY LEVELS (cont'd)

## CATEGORY THREE/PRICE LEVEL THREE (3)

### Hobbies & Other

- \*Astrology
- \*Automotive Work
- \*Bible Reading
- \*Book Reading
- \*Cable TV Viewing
- \*Collectibles/Collections
- \*Crafts
- \*Cultural/Arts Events
- \*Fashion Clothing
- \*Fine Art/Antiques
- \*House Plants
- \*Needlework/Knitting
- \*Photography
- \*Quilting
- \*Science Fiction
- \*Sewing
- \*Sweepstakes/Contests

### Travel & Dining

- \*Airline Club/Frequent Flier
- \*Casino Gambling
- \*Cruise Ship
- \*Dining/Home Cooking
- \*Foreign Travel
- \*Gourmet Cooking/Fine Foods
- \*Travel for Business
- \*Travel for Pleasure/Vacation
- \*Travel in USA
- \*Wines

### Sports & Recreation

- \*Bicycling
- \*Camping/Hiking
- \*Extreme Sports
- \*Fishing
- \*Flower Gardening
- \*Golf
- \*Horseback Riding
- \*Hunting/Shooting
- \*Motorcycling
- \*Mountain Biking
- \*NASCAR Enthusiast
- \*Participate in Team Sports
- \*Power Boating
- \*Roller Blading
- \*Running/Jogging
- \*Sailing
- \*Skateboarding
- \*Snow Skiing
- \*Snowboarding
- \*Tennis
- \*Vegetable Gardening
- \*Watching Sports on TV
- \*Boating/Sailing

### Money & Technology

- \*Buy Pre-Recorded Videos/DVDs
- \*Career Oriented Activities
- \*Electronics
- \*Having a Swimming Pool
- \*Home Furnishing/Decorating
- \*Home Improvement Projects
- \*Home Study Courses
- \*Home Video Games
- \*Home Video Recording
- \*Home Workshop
- \*Home Personal Computers
- \*Money Making Opportunities
- \*Mutual Funds
- \*Own a CD Player
- \*Own A Vacation Home
- \*Real Estate Investments
- \*Recreation Vehicles
- \*Science/New Technology
- \*Stereo/Records/Tapes/CDs
- \*Stock/Bond Investments
- \*Surf the Net

## CATEGORY FOUR/PRICE LEVEL FOUR (4)

Mail Order Responder  
Mail Order Buyer  
Mail Order Donor  
Niches & Super Niches  
(Lifestyle Clusters)

Retail Credit Card  
Bank Credit Card  
Travel Credit Card  
Gas Credit Card  
Finance Company Credit Card

Misc. Credit Card  
Standard Specialty Credit Card  
Upscale Retail Credit Card  
Upscale Specialty Credit Card

## CATEGORY FIVE/PRICE LEVEL FIVE (5)

Summarized Credit Scores  
Value Score  
Revolving Debt  
**Responder Interest for:**  
Books/Magazines  
Cats  
Contributors  
Collectibles  
Computers  
Cooking  
Crafts  
Credit Cards  
Decorating  
Dogs  
Do-It-Yourself  
Finance  
Gardening  
Golf  
Health & Fitness  
Holiday  
Home Electronics

Mail Order Buyers  
Mail Order Fashion  
Music Videos  
Needlework  
Outdoors  
Quilting  
Reading Books  
Sewing  
Sports  
Total Mail Order Buyers  
Sweepstakes  
Travel  
Woodworking  
Health Cooking & Nutrition  
Fitness  
High Tech Electronics  
**Magazines for:**  
Active Families  
Adult Health  
Beauty & Fashion  
Book Buyers

**Magazines for:**  
Children's Health  
Computer/Internet  
Cooking  
Crafts  
Decorating  
Do-It-Yourself or Home Improvement  
Empty Nesters  
Fitness or Exercise  
Gardening  
Gourmet/Fine Foods  
Health Ailments  
Mail Order Buyers  
Multi-subscriber  
Nutrition or Diet  
Sewing, Knitting, Needlework  
Spanish Speaking  
Subscriber  
Travel  
Woodworking