

Enhanced List Rental Category Levels

May 2010

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 Three/Price Level Three (3)

Date of Birth**

Month & Year of Birth**

Presence of Email Address
Country of Origin
Language Preference
Religion Code
Premium Ethnic Code
Estimated Home Value
Blue Chip Lifestyle Dimension
Do It Yourself Lifestyle Dimension
Technology Lifestyle Dimension
Athletic Lifestyle Dimension
Fitness Lifestyle Dimension
Outdoors Lifestyle Dimension
Domestic Lifestyle Dimension
Good Life Lifestyle Dimension
Cultural Lifestyle Dimension
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
Occupation
Occupation Type
Travel Interests
Home Improvement Interests
Apparel Interests
Weight Loss Interests
Cable Internet Service Users
Military
Adult Dating Service Interests
Online Auction Interests

Mortgage Elements

**Home Sale Amount
**Mortgage Loan Type
**Mortgage Loan Amount
**Adjustable Interest Rate
**Term of Mortgage
**Mortgage Loan to Value
**Subprime
**Lender /Name Present
**Mortgage Credit Line Information
**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

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
*Collectibles (All Types)
*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



Enhanced List Rental Category Levels (cont'd)

Category Three/Price Level Three (3)

Hobbies & Other

- *Astrology
- *Automotive Work
- *Avid Book Reading
- *Bible / Devotional Reading
- *Cable TV Viewing
- *Casino/Gambling
- *Contest/Sweepstakes
- *Crafts
- *Cultural/Arts Events
- *Fashion Clothing
- *House Plant Interest
- *Needlework/Knitting
- *Photography
- *Quilting
- *Science Fiction
- *Sewing/Needlework

Travel & Dining

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

Sports & Recreation

- *Bicycling
- *Boating / Sailing
- *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
- *Snowboarding
- *Snow Skiing
- *Soccer
- *Tennis
- *Watching Sports on TV

Money & Technology

- *Buy Pre-Recorded Videos/DVDs
- *Electronics
- *Home Furnishing/Decorating
- *Home Study Courses
- *Home Video Recording
- *Home Workshop
- *Home Improvement Projects
- *Home Personal Computers
- *Money Making Opportunities
- *Recreation Vehicles
- *Own A Vacation Home
- *Real Estate Investments
- *Science/New Technology
- *Stereo/Records/Tapes/CDs
- *Stock/Bond Investments
- *Surf the Internet
- *Videogames

Category Four/Price Level Four (4)

- Mail Order Responder
- Mail Order Buyer
- Mail Order Donor

- 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

- **Mortgage Data Elements are Priced Separately
- *Lifestyle Survey Responders are Priced Separately.