

AVAILABLE DATA POINTS

Consumer and business information from 250+ data sources



CONSUMER

DEMOGRAPHIC SELECTS

Age
Gender
Location
Marital Status
Ethnicity
Religion
Country of Origin
Languages
Education Level
Occupation
Political Party

HOUSEHOLD SELECTS

Head of Household Age
Presence of Children
Age of Children
Number of Children
School Grade Levels
Number of Generations
Presence of Grandparents
Presence of Veterans

LIFESTAGE SELECTS

Off to College
Brides to Be
Newlyweds
Expecting Parents
New Parents
Divorced
Empty Nesters
New Grandparents
Retired

AUTO

AUTOMOTIVE SELECTS

Automobile Owners
Likely Auto Shoppers
Vehicle Make
Vehicle Model
Vehicle Year
Vehicle Type
Number of Vehicles Owned
Motorcycle Owners
Truck Owners
Teen Driver in House

BUSINESS

DEMOGRAPHIC SELECTS

Job Titles
Industry (SIC)
Annual Revenue
Employee Size
Years in Business
Legal Status

FACILITY SELECTS

Headquarter Location
Additional Locations
Branch/Headquarter Designation
Number of Contacts Per Site
Square Footage
Franchises

ADDITIONAL SELECTS

New Businesses
Small Businesses
Women-Owned Businesses
Minority-Owned Businesses
Commercial Property Owners

FINANCIAL

WEALTH INDICATOR SELECTS

Estimated Household Income
Modeled Credit
New Credit Card Holders
Number of Credit Lines Types
of Credit Cards Active
Investors Investment Types
Estimated Net Worth

TRANSACTIONAL SELECTS

Purchasing Behavior
Transaction Date Product
Categories Brand Preferences
Store Preferences Mail Order
Buyers Online Shoppers

GIVING SELECTS

Donors
Charitable Donors Political
Contributors
Religious Donors

HOMEOWNER

WEALTH INDICATOR SELECTS

Property Owners
Unit Dwelling Type
Property Type
Sale Date
Estimated Home Value Square
Footage Length of Residence
Year Built
Number of Rooms
Lot Size
Presence of Pool

MORTGAGE SELECTS

Mortgage Amount
Monthly Payment Loan Type
Down Payment Loan-to-Value
Ratio Available Equity Interest
Rate at Sale Fixed vs. Variable
Rate 30-60-90 Day Lates
Foreclosures Pre-Foreclosures

ADDITIONAL SELECTS

Apartment Dwellers
Prospective Home Buyers New
Homeowners
Pre-Movers
New Movers
Absentee Homeowners
Refinancing and Loan Mod
Candidates
Commercial Property Owners

INTEREST

LIFESTYLES SELECTS

Theatre / Performing Arts
Boating / Sailing Frequent
Travelers Ailments and
Illnesses Timeshare Owners
Outdoor Enthusiasts Green
Households
Pet Owners
Clubs / Memberships
Magazine / Newspaper
Subscribers
Aircraft Owners Smokers
Jewelry Buyers

HOBBY SELECTS

Arts / Crafts
Golf
Biking
Skiing / Snowboarding
Motorcycle
Nascar
Reading Preferences
Health / Fitness
Music Preferences Sports
Online Gambling
Gardening
Home Improvement
Photography
Self Improvement

ADDITIONAL SELECTS

Wine Enthusiast
Fine Dining / Gourmet
Artistic Living