



**LOCALiQ**

# **DATABASE CATALOG**

## **TARGETED EMAIL**

Connect with your target audience through each major life stage and every lifestyle preference.

We collect 100% self-reported, HIPAA-compliant ailment and health care information. Navigate B2B Marketing with the most comprehensive business data available.

WE FEATURE THE CLEANEST,

**MOST EXTENSIVE AND UNIQUE**

**DATA IN THE INDUSTRY.**

**CONSUMER SELECTIONS**

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**BUSINESS SELECTIONS**

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## GEOGRAPHY

ZIP Code  
SCF  
CBSA  
Cities  
Counties  
DMA  
State  
Nationwide

## BUYING ACTIVITY

### Credit Card Indicator

Presence of Card Holder  
Travel and Entertainment Holder  
Bank Card Holder  
Premium Bank Card Holder  
Retail Card Holder  
Gas Card Holder  
Specialty Retail Card Holder  
Upscale Retail Card Holder  
Finance Card Holder

### Credit Card User

### Shopping Habits

Impulse Buyer  
Bargain Seeker  
Coupon Clippers  
Frozen Dinner Buyers  
Wholesale Club Member  
Fast Food  
Shopaholic  
High End Electronics Buyer  
High Ticket Items  
Household Goods Buyers / Shoppers  
Grocery Shopper / Buyer

## CHILDREN

### Presence of Children

### Age of Children

0 - 3  
4 - 7  
8 - 12  
13 - 17

### Gender of Children

### Number of Children

### Parents of High School Students

## ETHNICITY & RELIGION

### Country of Origin (Hispanic Only)

### Ethnicity

### Ethnic Group

South Asian  
African American  
Central & Southwest Asian  
Eastern European  
Far Eastern  
Hispanic  
Middle Eastern  
Jewish  
Mediterranean  
Native American  
Pacific Islander  
Scandinavian  
Western European

### Language

### Language Assimilation

Assimilated - English Primary  
Bilingual English - English Speaking  
Bilingual Native - Native Language Primary  
Unassimilated - Native Language Only

### Religion

Buddhist  
Catholic  
Eastern Orthodox  
Greek Orthodox  
Hindu  
Islamic  
Jewish  
Lutheran  
Mormon  
Protestant  
Sikh  
Shinto

## HEALTH

### Ailments

Allergies  
Alzheimer's  
Angina/Heart Disease  
Asthma  
Arthritis/Rheumatism  
Bladder Control Difficulties  
Diabetes  
Emphysema  
Frequent Headaches  
Hearing Difficulties  
High Blood Pressure  
High Cholesterol  
Migraines  
Osteoporosis  
Physical Handicap

### Glasses/Contact users

## HIGH TECH

### Cell Phone User

### Computers

### Electronics

### E-reader

### Internet Activity

Bill Payments  
Blogging  
Gaming  
Music  
Online Purchases  
Social media  
Tax Preparation  
Travel Planning  
TV & Movies  
Voice Communication

### Satellite TV

### Wi-Fi Access

## HOMEOWNER

Homeowner / Renter  
*Homeowner*  
*Renter*

## Property Type

Single Family Dwelling  
Multi-Family Dwelling  
Nursing Home  
Retirement Home  
Trailer Court

## Mortgage Present

### Mortgage Amount

Under \$25,000  
\$25,000 - \$49,999  
\$50,000 - \$74,999  
\$75,000 - \$99,999  
\$100,000 - \$149,999  
\$150,000 - \$199,999  
\$200,000 - \$249,999  
\$250,000 - \$499,999  
\$500,000 - \$999,999  
\$1,000,000+

## Mortgage Interest Rate

### Mortgage Loan Type

Stand Alone Second  
Assumption  
Cash  
Building/Construction Loan  
Credit Line/Equity  
FHA  
New Conventional  
Private Party  
Refinance  
Seller Take Back  
Unavailable  
VA  
Finance Type  
*Adjustable*  
*Fixed rate*  
*Variable*

## Home Value

Under \$25,000  
\$25,000 - \$49,999  
\$50,000 - \$74,999  
\$75,000 - \$99,999



\$100,000 - \$124,999  
\$125,000 - \$149,999  
\$150,000 - \$174,999  
\$175,000 - \$199,999  
\$200,000 - \$249,999  
\$250,000 - \$299,999  
\$300,000 - \$349,999  
\$350,000 - \$399,999  
\$400,000 - \$449,999  
\$450,000 - \$499,999  
\$500,000 - \$599,999  
\$600,000 - \$699,999  
\$700,000 - \$799,999  
\$800,000 - \$899,999  
\$900,000 - \$999,999  
\$1,000,000+

#### Home Equity Estimate

Loan to Value

0%  
1% - 9%  
10% - 19%  
20% - 29%  
30% - 39%  
40% - 49%  
50% - 59%  
60% - 69%  
70% - 79%  
80% - 89%  
90% - 99%  
100% - 109%  
110% - 119%  
120% - 129%  
130% - 139%  
140% - 149%  
150% +

Home Equity Estimate

\$0 - \$9,999  
\$10,000 - \$19,999  
\$20,000 - \$29,999  
\$30,000 - \$39,999

\$40,000 - \$49,999  
\$50,000 - \$59,999  
\$60,000 - \$69,999  
\$70,000 - \$79,999  
\$80,000 - \$89,999  
\$90,000 - \$99,999  
\$100,000 - \$149,999  
\$150,000 - \$199,999  
\$200,000 - \$399,999  
\$300,000 - \$499,999  
\$500,000 +

#### Home Structure

#### Pool Owner

#### Sale Date

#### Year Built

#### First Time Homeowner

#### Home Intenders

#### HOUSEHOLD

#### Grandparents in Household

#### Length of Residence

#### Household Likelihood

Attending Adult Education Classes  
Country Club Member  
Current Events  
Has Health Insurance  
Has Life Insurance  
Uses a CPA or Tax Preparation Service for Taxes  
Green Living  
Heavy Pay Per View Movie Usage  
Heavy Pay Per View Sports Usage  
Heavy Family Restaurant Visitor

#### Number of Adults

#### Veteran in Household

#### INCOME & WEALTH

#### Income

Under \$20,000  
\$20,000 - \$29,999  
\$30,000 - \$39,999  
\$40,000 - \$49,999

\$50,000 - \$59,999  
\$60,000 - \$69,999  
\$70,000 - \$79,999  
\$80,000 - \$89,999  
\$90,000 - \$99,999  
\$100,000 - \$124,999  
\$125,000 - \$149,999  
\$150,000 - \$174,999  
\$175,000 - \$199,999  
\$200,000 - \$249,999  
\$250,000 - \$299,999  
\$300,000 - \$399,999  
\$400,000 - \$499,999  
\$500,000 Plus

#### Donor

Donor Ever  
Health  
Political  
Religious  
Environment  
Wildlife  
Charitable Donor  
Non-Religious  
PBS

#### Net Worth

\$1,800,000+  
\$1,200,000-1,799,999  
\$900,000-1,199,999  
\$800,000-899,999  
\$700,000-799,999  
\$500,000-699,999  
\$400,000-499,999  
\$300,000-399,999  
\$200,000-299,999  
\$180,000-199,999  
\$160,000-179,999  
\$140,000-159,999  
\$120,000-139,999  
\$100,000-119,999  
\$80,000-99,999

\$60,000-79,999  
\$30,000-59,999  
\$20,000-29,999  
\$10,000-19,999  
\$2,000-9,999

#### Modeled Credit

Credit Excellent  
Credit Good  
Credit Fair  
Credit Poor

#### Trade Lines

#### Finance Interest

#### Modeled Debt

#### Investable Assets

#### INDIVIDUAL

#### Age

#### Gender

Male  
Female

#### Education

College Degree  
College Students  
Continuing Education Interest  
High School Diploma/GED

#### Marital Status

Married  
Single  
Divorced

#### Political Party

Liberal  
Conservative  
Democrat  
Green  
Independent  
Libertarian  
Reform  
Non-declared (no party affiliation)  
Independence  
Republican  
Registered voter (party unknown)

## INTEREST

### Active Lifestyle

### Arts/ Crafts

Crocheting  
Knitting  
Needle Point  
Quilting  
Sewing

### Entertainment

Music & Concerts  
Concert Goers  
Music

### TV/ Movies

TV & Movies (General)  
Movie Goers  
Theater/Performing Arts  
Theme Parks

### Aviation

### Beauty/Cosmetics

### Boat Owner

### Collectibles

Coins & Stamps  
Collectibles (General)

### Current Events

### Dieting/Weight Loss

### Equestrian

### Ethnic Products

African American products  
Asian Products  
Hispanic Products

### Fashion/Apparel

Accessories  
Kids  
Mens  
Womens

### Gaming

Casino/Gambling  
Lottery  
Vide Games

### Gardening

### Golf

### Gun Owners

### Health/Fitness

Fitness  
Biking/Cycling  
Running/Jogging  
Health  
Alternative Medicine Interest  
Vitamin User  
Pilates/Yoga

### History

### Hobbies (not craft or collectibles)

### Home Furnishings/Decorating

### Home improvement

Do-It-Yourself  
Remodeling

### Finance/Investments

Annuities  
Real Estate Investor  
Securities  
Stocks/Bonds

### Motor Vehicles

ATV Owners  
Cars  
Motorcycles  
Trucks

### Music

### Nature and Outdoors

Adventure Seekers  
Bird Watching  
Boating/Sailing  
Camping/Hiking  
Canoe/Kayak

### Hunting and Fishing

Fishing Only  
*Freshwater*  
*Saltwater*  
Hunting Only

### Personalized Products

### Pets

Cats

Dogs

**Philanthropy**

**Photography**

**Reading**

E-Reader

Magazine

Non-Fiction

Science Fiction

Science/Physics

**Science/Physics**

**Smoking/Tobacco**

**Specialty Foods and Cooking**

Alcohol Drinkers

Cooking

Cooking (Generally)

Healthy Cooking

Dining Out Interest

Fine Dining

Food and Wine Enthusiasts

Food Enthusiasts & Foodies

Wine Enthusiasts

**Sports**

Auto Racing/ Nascar

Auto Racing (General)

Nascar

Baseball

Basketball

College Basketball

Professional Basketball

Football

College Football

Fantasy Football

Professional Football

Golf

Hockey

Skiing/Snowboarding

Soccer

Tennis

Wrestling

**Sporty Living**

**Technology Interest / "Techies"**

**Travel**

Business Travelers

Cruise Vacations

Domestic

Family Vacations

Frequently Flyer

International

RV Travel

Time Share

**OCCUPATION**

**Occupations**

Account Executive

Administration/Management

Architect

Barber/Hairstylist/Beautician

Blue Collar/ Skilled Tradesman

Assembler

Auto Mechanic

Carpenter/Furniture/Woodworking

Construction

Electrician

Farmer/Dairyman

Foreman/Crew leader

Gardener/Landscaper

Laborer

Maintenance

Maintenance/Supervisor

Mechanic

Operator/Machine Operator

Painter

Plumber

Repairman

Roofer

Sanitation/Exterminator

Toolmaker

Cashier

Child Care/Day Care/Babysitter

Civil Service/Government

Cosmetologist

Customer Service/Representative

Education



*Aide/Assistant/School  
Principal/Dean/Educator  
Professor  
Teacher*

Engineer  
Engineer/Civil  
Engineer/Electrical/Electronic  
Engineer/Mechanical

#### **Executive/ Upper Management**

Business Owner  
CEO/CFO/Chairman/Corp Officer  
Director/Executive Director  
President  
Vice President

#### **Firefighter**

#### **Food/Beverage**

Bartender  
Chef  
Cook  
Waiter/Waitress

#### **Financial**

Accounting/Biller/Billing clerk  
Bank Teller  
Banker  
Bookkeeper  
Broker/Stock/Trader  
Finance

#### **Health Services**

Chiropractor  
Dental Assistant  
Dental Hygienist  
Dentist  
Dietician  
Nurse  
Nurse (Registered)  
Nurse/LPN  
Nurses Aide/Orderly  
Therapist  
Therapists/Physical  
Optician  
Optometrist

Pharmacist/Pharmacy  
Psychologist  
Medical Assistant  
Medical Doctor/Physician  
Medical/Paramedic

#### **Homemaker**

#### **Housekeeper/Maid**

#### **Insurance/Agent**

#### **Interior Designer**

#### **IT Professional**

Computer Programmer  
Computer/Systems Analyst

#### **Legal**

Attorney/Lawyer  
Legal Secretary  
Paralegal/Legal Assistant

#### **Manager**

Assistant Manager  
General Manager  
Marketing Manager  
Office Manager  
Plant Manager  
Project Manager  
Sales Manager  
Store Manager

#### **Middle Management**

#### **Military**

Armed Forces

#### **Pastor**

#### **Pilot**

#### **Police/Trooper**

#### **Professional or Technical**

#### **Real Estate/Realtor**

#### **Retired**

#### **Sales/ Marketing**

Marketing  
Sales  
Advertising

#### **Secretary/ Clerical/ Administrative**

#### **Security**

#### **Self Employed/Entrepreneurs**

**Shipping/Import/Export/Custom**

**Social Worker/Case Worker**

**Student**

**Transportation**

Bus Driver

Courier/Delivery/Messenger

Driver

Truck Driver

**Veterinarian**

**White Collar**

Job Seeker

SOHO/In-home Business

Employed

Career Change Interest

**AUTO INFORMATION**

**Auto Intenders**

**InMarket**

InMarket for a New Automobile

InMarket for a Used Automobile

InMarket for AutoFinancing

InMarket for Auto Insurance

InMarket for Auto Parts and Service

**Auto Owners**

**Make and Model**

ACURA

ALFA ROMEO

AM GENERAL

AMC

ASTON MARTIN

AUDI

BENTLEY

BMW

BUGATTI

BUICK

CADILLAC

CHEVROLET

CHRYSLER

DAEWOO

DAIHATSU

DATSUN

DODGE

EAGLE

FERRARI

FIAT

FISKER

FORD

GEO

GMC

HONDA

HUMMER

HYUNDAI

INFINITI

ISUZU

JAGUAR

JEEP

KIA

LAMBORGHINI

LAND ROVER

LEXUS

LINCOLN

LOTUS

MASERATI

MAYBACH

MAZDA

MCLAREN

MERCEDES-BENZ

MERCURY

MERKUR

MINI

MITSUBISHI

NISSAN

OLDSMOBILE

PLYMOUTH

PONTIAC

PORSCHE

RAM

ROLLS-ROYCE

SAAB

SATURN

SCION

SMART

SUBARU

SUZUKI	<b>Mileage</b>
TESLA	0-10000
TOYOTA	10001-20000
VOLKSWAGEN	20001-30000
VOLVO	30001-40000
<b>Type and Body</b>	40001-50000
Car	50001-60000
<i>Convertible</i>	60001-70000
<i>Coupe</i>	70001-80000
<i>Hatchback</i>	80001-90000
<i>Sedan</i>	90001-100000
<i>Wagon</i>	100001-110000
<i>Crossover</i>	110001-120000
<i>FULL SIZE CAR</i>	120001-130000
<i>MID SIZE CAR</i>	130001-140000
<i>SMALL CAR</i>	140001-150000
SUV	150001-160000
<i>FULL SIZE SUV</i>	160001-170000
<i>MID SIZE SUV</i>	170001-180000
<i>SMALL SUV</i>	180001-190000
Truck/Pickup	190001-200000
<i>FULL SIZE TRUCK</i>	200001-210000
<i>MID SIZE TRUCK</i>	210001-220000
<i>SMALL TRUCK</i>	220001-230000
Van/Mini-Van	230001-240000
<i>FULL SIZE VAN</i>	240001-250000
<i>MINIVAN</i>	250000+
<b>Auto Year</b>	<b>Vehicle Fuel</b>
<b>Hybrid Car</b>	Biodiesel
<b>Luxury Auto Owner</b>	Diesel
	Flex-Fuel
	Gasoline
	Plug-In Electric
	Electric/Gas
	Hybrid
	<b>Number of Vehicles per Household</b>
	<b>Antique</b>

BUSINESS SELECTIONS

**AGE**

18-29  
30-39  
40-49  
50-59  
60-64  
65 and Older

**EDUCATION**

High School Diploma  
College Degree

**EMPLOYEE SIZE**

Small (1-20 Employees)  
Small-Medium (21-100 Employees)  
Medium (101-500 Employees)  
Medium-Large (501-1000 Employees)  
Large (More than 1000 Employees)

**FORTUNE COMPANY**

Fortune 500  
Fortune 1000

**GENDER**

Male  
Female

**INDUSTRY**

**Industry Groups**

Agriculture  
Apparel  
Automotive  
Business Services  
Advertising and Marketing  
Construction and Engineering  
Consumer Services  
Education  
Higher Education  
Energy and Utilities  
Financials and Banking  
Investment Banking and Securities  
Food and Beverages  
Government, Public Sector

Healthcare Industry  
Healthcare – Hospitals and Clinics  
Healthcare – Insurance  
Hospitality and Hotels  
Information Technology  
Insurance Industry  
Legal  
Manufacturing  
Media  
Media and Internet  
Mining  
Non-Profit, Non-Governmental  
Organizations, and Charity  
Oil and Gas  
Pharmaceutical  
Real Estate  
Real Estate – Residential  
Religious Services  
Retail and Shopping  
Software Industry  
Software Security Industry  
Sports and Rec  
Telecommunications and Telephony  
Transportation  
Travel  
Waste Services  
Wholesalers

**SIC Codes**

See Attached Document for Codes. Example:

■ ☐ 73 - Business Services  
    ■ ☐ 7311 - Advertising Agencies  
        ■ ☐ 731100 - Advertising Agencies  
            ☐ 73110000 - Advertising Agencies

**NAICS Codes**

See Attached Document for Codes. Example:

■ ☐ 31-33 - Manufacturing  
    ■ ☐ 3111 - Animal Food Manufacturing  
        ☐ 311111 - Dog and Cat Food Manufacturing  
        ☐ 311119 - Other Animal Food Manufacturing

**SALES VOLUME**

Under \$1 Million  
\$1 Million – 9.99 Million  
\$10 Million – 49.99 Million

\$50 Million – 99.99 Million  
\$100 Million – 999.99 Million  
\$1 Billion Plus

## SPANISH SPEAKER

### Spanish Speaker

## TITLE/DEPARTMENT

### Admin

Administrator  
Assistant  
Office Manager  
Secretary  
Typist

### Consultant

### Decision Maker

Business Decision Maker  
Engineering Decision Maker  
Finance Decision Maker  
Healthcare Decision Maker  
HR Decision Maker  
Marketing Decision Maker  
Operations Decision Maker  
R & D Decision Maker  
Sales Decision Maker  
Supply Chain Decision Maker  
Technology Decision Maker

### Education

Admission  
Librarian  
Professor  
Teacher

### Engineering

Engineering Biomedical  
Engineering Chemical  
Engineering Civil  
Engineering Electrical  
Engineering Electronics  
Engineering Industrial  
Engineering Mechanical

### Finance

Accounting

Analyst  
Audit  
Banking  
CFP  
Compliance Specialist  
Corporate Finance  
CPA  
Economist  
Investment Banking  
Mortgage Specialist  
Risk Management  
Statistician  
Tax Specialist  
Treasurer  
Wealth Management

### General Management

Board Member  
CEO  
CFO  
CIO  
CMO  
COO  
CTO  
Director  
Executive VP  
Founder  
Manager/Supervisor  
Owner  
Partner  
President  
Senior Board Member  
VP

### Government

Government  
Government Elected Officials

### Healthcare

Chiropractor  
Dental Assistant  
Dental Hygienist  
Dentist  
Dietitian  
Healthcare Professional  
Nurse



Opticians  
Optometrist  
Paramedic  
Pharmaceuticals  
Pharmacist  
Physical Therapist  
Physician/Doctor  
Physician Assistant  
Psychologist  
Therapist

#### Human Resources

Human Resources Benefits and Compensation  
Human Resources Employee Development  
Human Resources Payroll Specialist  
Human Resources Recruiting

#### Law Enforcement

Correctional Worker  
Parole Officer  
Police

#### Legal

Judge  
Lawyer  
Paralegal  
Prosecutor

#### Marketing

Advertising  
Creative  
Events  
Marketing Communications

#### Military

Air Force  
Army  
Coast Guard  
Marines  
Navy

#### Operations

Operations Environmental  
Operations Facility Maintenance  
Operations Food and Beverage  
Operations Manufacturing  
Operations Quality Assurance  
Operations Records Management

Operations safety  
Operations Training

#### Photographer

#### Real Estate

Architect  
Builder  
Contractor  
Developer  
Mortgage Specialist  
Real Estate Agent

#### Religious Leader

#### Research and Development

R & D Product Development  
R & D Project Management  
R & D Research

#### Sales

Account Management  
Business Development  
Community Development  
Customer Service

#### Science

Chemist  
Geologist  
Scientists

#### Supply Chain

Supply Chain Logistics  
Supply Chain Procurement  
Supply Chain Sourcing

#### Technology

Computing  
Data Management  
DBA  
Information Security  
Information Technology  
MIS  
Network Administration  
Quality Assurance  
Software  
Systems Admin  
Technical Support  
Telecom  
Web Development

#### Writer