



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 **(R)**
Assimilation Code
Ethnic Group Code
- 12-004 Religion Code **(R)**
- 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+
- 12-009 Presence of Children unknown gender
- 12-010 Presence of Children Age 00-17
- 12-015 Number of Persons
- 12-016 Number of Children
- 12-017 Family Composition
- 12-018 Marital Status
- 12-020 Enhanced Income Code
- 12-022 Household Age Indicator
- 12-023 Household Age Code
- 12-031 Number of Adults
- 12-032 Est. Household Income Predictor
- 12-033 Narrow Income Predictor
- 12-034 Speak Spanish at Home (Self-Reported)
- 12-035 SOHO Indicator

INDIVIDUAL DEMOGRAPHIC DATA

- Select the Number of Individuals for Append (1-5)
(All individuals will have the same data variable 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 (YYYY/MM) **(R)**
 - 13-008 Vision/Corrective Lens **(R)**
 - 13-009 Age in 2-year Ranges
 - 13-010 Height **(R)** / Weight **(R)**
 - 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 Variable Number of People (1-5)
(Data returned: 13-014 Given Name, 13-004 Gender, 13-006 Marital Status, 13-009 Age in 2 yr. Band and 13-011 Household Member Code)

CHILDREN'S DATA (RESTRICTIONS APPLY)

- 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	Purchase Year
15-005	Home Market Value Range
15-006	Dwelling/Property Type
15-008	Living Area Square Footage Range
15-009	Presence of Pool Indicator
15-010	Construction Year Range
15-011	Deed Closing Date (YYYYMM)
15-012	Deed Recorded Date (YYYYMM)
15-013	Mortgage Amount
15-014	Purchase Price
15-015	Calculated Equity at Time of Purchase
15-016	Home Sale Price Code Range
15-017	Purchase Amount Range
15-018	Assessed Value Range
15-019	Available Equity Range
15-020	Lot Size

HOUSEHOLD AUTOMOTIVE DATA

16-001	Current Market Value - All Vehicles
16-002	Current Market Value - All Cars
16-003	Number of Cars Currently Registered
16-004	Number Cars Owned
16-005	Number of Cars Currently Leased
16-006	Number 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 RV's Owned
16-019	Number RV's Bought New
16-020	Number 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
16-037	Latest Vehicle Transaction Date
16-040	Make/Mix Code for Trucks

S/R = Self Reported

AUTOMOTIVE DATA (VEHICLE SPECIFIC)

	Select the Number of Vehicles for Append (1-10) (All vehicles selected will have the same data variable appended)
17-001	Generic Vehicle Matchcode
17-002	Year
17-003	Registration Status
17-004	Purchase/Lease Indicator
17-005	Purchase Date
17-007	Primary Name
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 also select 17-001 & 17-002)

AUTOMOTIVE CLUSTERING SYSTEMS

18-001	Polk's Automotive Purchase Predictor In the Market Rank Entry/Economy Size Midsize Large Size Sporty 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 (R)
18-004	Do-It-Yourself Rank (R)
18-005	Polk Focal Points™ Loyalty Cluster Code

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	Affluence Net Worth (R)
19-045	Income Producing Assets (R)

TELEPHONE

20-001	Telephone/Area code 0 -50,000 50,000 - 100,000 100,000 - 500,000 500,000 - 1MM 1MM - 5MM 5MM+
20-003	Telephone Verification Date
20-100	Reverse Phone Append (Contracted Format) 6 Digit Phone Select 10 Digit Reverse Phone Append
20-100	Reverse Phone Append (Fixed-Field Format) 6 Digit Phone Select 10 Digit Reverse Phone Append
20-200	Phone Verification

MAIL ORDER BUYER

21-001	Mail Order Buyer
21-005	High Tech Buyer
21-007	Catalog Buyer
21-009	General Merchandise buyer
21-011	Women's Apparel buyer
21-013	Crafts/Sewing Buyer
21-015	Stamps, Coins, Collectibles
21-017	Children's Reading
21-019	Health and Fitness
21-021	Entertainment
21-023	Books/Music
21-025	Magazines
21-027	Investment
21-029	Bargain Seekers
21-031	Other Mail order Purchase
21-042	Misc. Electronic Purchase
21-043	Personal Computer Product Buyer
21-044	Photographic Equipment Buyer
21-049	Men's Apparel
21-050	Pre-Teen Apparel
21-051	Beauty Products
21-052	Intimate Apparel
21-053	Clothing
21-054	Home

MAIL ORDER RESPONDER

21-003	Mail Order Responder
21-004	High Tech
21-006	Catalog
21-008	General Merchandise
21-010	Women's Apparel
21-012	Crafts/Sewing
21-014	Stamps, Coins, Collectibles
21-016	Children's Reading
21-018	Health/Fitness/Exercise
21-020	Entertainment
21-022	Books/Music
21-024	Magazines
21-026	Investments
21-028	Bargain Seekers
21-030	Other Mail Order Responder
21-032	Religious
21-036	Health Cause

21-040	Sweepstakes
21-045	CB Owner Responder
21-046	Veteran Responder
21-047	Other Responder
21-055	Men's Apparel
21-056	Pre-Teen Apparel
21-057	Beauty Products
21-058	Intimate Apparel
21-059	Clothing
21-060	Home

MAIL ORDER DONOR

21-002	Mail Order Donor
21-033	Religious
21-035	Environmental/humanitarian
21-037	Health Causes
21-039	Political
21-048	Other Donor

THE OUTDOOR DATABASE - BOAT 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

THE OUTDOOR DATABASE - RECREATIONAL

24-004	Presence of Hunting
24-006	Presence of Fishing

CLUSTER SYSTEMS

24-050	PSYTE Code (R)
24-100	NICHES™
24-200	PRIZM (Licensee Verification) (R)
24-300	MicroVision (Licensee Verification)(R)
24-500	P\$YCLE (R)
24-525	LifeP\$YCLE (R)
24-600	TeleClusters

VEHICLE TRAILER DATA

25-001	Transaction Date
25-002	Number of Trailers Owned
25-003	Year Model/Trailer Type
25-004	Trailer Owner

RECORD VERIFICATION

26-001	Verification Date
26-002	Number of Active Sources

THE LIFESTYLE SELECTOR

LIFESTYLE SELECTS

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

AUDIO OR VIDEO LEISURE TIME

- 52-002 CD Player Owners
- 52-003 Pre-Recorded Video Buyers
- 52-004 Home Video Games
- 52-005 Home Video Recording
- 52-006 Stereo/Records/Tapes/CDs
- 52-007 VCR Owners
- 52-008 Cable TV Viewing
- 52-009 Sports TV Viewers
- 52-010 Cable TV Subscribers
- 52-012 Have a Video Laser Disk Player

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

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 Support 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
- 56-009 Home Cooking

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

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 Team Sport Enthusiast
- 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
- 59-009 Houseplants
- 59-010 Gourmet Cooking
- 59-011 Microwave Oven Owners
- 59-012 Home Furnishing/Decorating
- 59-013 Household Pets

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	Recreational Vehicles
61-011	Running/Jogging
61-012	Scuba Diving
61-013	Horseback Riding
61-014	Own a Sailboat
61-015	Waterskiing
61-016	Birdwatching
61-017	Power Boating
61-018	Sailing

HUNTING LICENSE INTERESTS

61-100	Hunting License Interest
61-101	Hunting License Holder
61-102	Mult-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 – Whitewing 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 mos)
61-123	Favorite Interest – Hunting (13-24 mos)
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

61-200	Fishing License Interest
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 mos)
61-214	Favorite Interest – Fishing (13-24 mos)
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

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

COMPOSITES

66-001	Club Sports
66-002	Traditionalist
66-003	Professional
66-004	Investor
66-005	Audio/Visual
66-006	Campground
66-007	Intelligentia
66-008	Mechanic
66-009	Reader
66-010	Chiphead
66-011	Home & Garden
66-012	Triathlete
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
67-100	Mail Order
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

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 On-line Service
70-011	All Versions of Windows
70-012	Surf the Net

COMPUTER

71-001	Personal/Home Computer Enthusiasts
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
72-005	Scanner
72-006	Own a Recordable CD-ROM
72-007	Color Printer
72-008	Own a 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	Direct Mail Software Purchaser
74-010	Multiple Direct Mail Software Purchaser
74-011	Purchase Hardware By Mail
74-012	Print Creativity
74-013	Utilities

ON-LINE SUBSCRIBERS

75-001	Subscribe to On-line Service
75-002	America Online
75-003	Prodigy
75-004	CompuServe
75-005	Microsoft Network
75-006	Other Internet Provider

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

ONLINE PURCHASE ACTIVITY

77-001	Travel Arrangements
77-002	Buy Books & Music
77-003	Trade Stock
77-004	Buy Computer Items
77-005	Buy Clothes
77-006	Any On-line Purchase
77-007	Shop for Vehicles
77-008	Shop for Insurance
77-009	Shop for Mortgage/Loans
77-010	Pay Bills On-line

TELECOMMUNICATION ELEMENTS

TELECOMMUNICATION

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

CHANGE LONG DISTANCE

80-401 Not in Two+ Years
80-402 Once Within the 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

Small Area Characteristics (SMACS) Address Standardization Must Be Selected

81-001 Census Tract Information
81-003 County Name
81-010 Age

81-020 Ancestry
81-030 Car
81-040 Ethnic
81-050 Ethnic/Age
81-060 Family
81-070 General
81-080 Housing
81-090 Income
81-100 Language
81-110 Military
81-120 Mobility
81-130 Occupation
81-140 School

Carrier Route Marketing Information (CRMI)

Address Standardization Must Be Selected

82-001 CRMI Record Level
82-020 Household
82-050 Geographic

Zip Neighborhood Selector (ZNS)

Address Standardization Must Be Selected

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

The Neighborhood Selector (TNS)

Address Standardization Must Be Selected

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

Market Codes

85-001 Sales Management Marketing Area (SMMA)
85-002 Designated Marketing Area (DMA)
85-003 Metropolitan Statistical Area (MSA)
85-100 Latitude/Longitude at the Zip Level

Aggregated Auto Data (AAD)

Address Standardization Must be Selected

86-100 AAD 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 class)