

- Acxiom Hispanic Language Preference
- Acxiom Race Code
- Address Type Indicator
- Adult Age (2-year Increments)
- Adult Age Ranges in HH
- Adult Exact Age 1-year Increments
- Advertised Medicine Inquirers Propensity
- African American Professionals
- Age Head Of HH - Premier Complete
- Age HH (Age Head of Household)
- Available Home Equity (Premier)
- Available Home Equity (RPA)
- Bank Card - Household
- Bankcard Utilization Rate
- Brand Name Medicine Propensity
- Business Owner
- Business Owners@ Home Indicator - Semcasting
- Buying Activity Categories
- Casino Gambling Propensity
- Census Median Home Value (hundreds)
- Census Median Income (hundreds)
- Channel Preference Propensity - Internet
- Channel Preference Propensity - Mail
- Channel Preference Propensity - Phone

- Charitable Giving Score - Semcasting
- Children Age Ranges
- Children's Age Range (1 year)
- College Graduate
- Community Involvement - Financial Support
- Community Reinvestment Act Code
- Confidence / Use Code
- Confidence Code Update Flag
- Consumer Prominence Indicator
- Credit Card - New Issue
- Credit Card Indicator
- Credit Card Issuer
- Credit Card Users
- Cruise Vacation Propensity Model
- Date of Birth
- Date of Birth (Month Only)
- Date of Birth Use
- Deliverability Score
- Delivery Drop Point Indicator
- Discretionary Income Index - Semcasting
- Discretionary Income Score - Semcasting
- DOB (Select Year only)
- Dominant Vehicle Lifestyle Indicator
- Dwelling Unit Size

- Education of Selected Record
- eMail Prospect Flag
- Estimated Income
- Estimated Income - Narrow Ranges
- Estimated Income - Premier Complete
- Estimated Residential Properties Owned
- Ethnic Code
- Ethnic Country Code
- Ethnic Group Code - Etech
- Ethnic Language Preference Codes
- Ethnic Religion Code
- Expectant Parent
- Expiration Date 1 (Loan Month)
- Expiration Date 2 (Purchase Month)
- File date
- First Name Intial only Flag
- Full-Service Investor
- Gender (Individual)
- Generations In Household
- Geo Match Level Code
- Green Living
- Head HH Education
- Head HH Education - Premier Complete
- Head HH Occupation

- Head of HH only
- Health
- Heavy Transactor
- Hispanic Assimilation Index - Etech
- Hispanic Country of Origin
- Home Market Value
- Home Market Value Model - Semcasting
- Home Purchase Date (Month)
- Home Purchase Date (Month) RP
- Home Purchase Date (Premier)
- Home Purchase Date (RPA)
- Home Purchase Year
- Homeowner/Renter
- Homeowner/Renter - Premier Complete
- Household Size
- Household Status Indicator
- Income High Ranges
- Income Narrow Ranges - Est HH - 100%
- Income Range Broad - Semcasting
- Income Range Premium - Semcasting
- InfoBase Investor Model - Highly Likely Investors
- InfoBase Investor Model - Likely Investors
- InfoBase-X Affordability
- Interest

- Internet Connection Type
- Investments - Active
- ITA Index
- ITA Score
- Length of Residence
- Length of Residence - 100%
- Life Event - Child Nearing High School Graduation
- Life Event - New Parent
- Life Event - Recent Home Buyer
- Life Event - Recent Mortgage Borrower
- Life Insurance Policy Owner
- Life Insurance Purchase Propensity - Semcasting
- Loan Date 1st
- Mail Order Buyer
- Mail Order Donor
- Mail Order Prescription Propensity
- Mail Responders
- Marital Status
- Marital Status - Premier Complete
- Market Decile
- Media Channel Usage - Cell Phone
- Media Channel Usage - Daytime TV
- Media Channel Usage - Internet
- Media Channel Usage - Magazine

- Media Channel Usage - Newspaper
- Media Channel Usage - Outdoor
- Media Channel Usage - Primetime TV
- Media Channel Usage - Radio
- Media Channel Usage - Yellow Pages
- Nielsen Codes
- NetWorth
- NetWorth Gold
- New Record to File
- Newest Auto Loan Recency
- Newlyweds
- Nielsen IPA
- Nielsen P\$ycle
- Nielsen Prizm Household
- Nielsen Prizm Zip
- Number of Address Lines Present
- Number of Adults
- Number of Children - 100%
- Number Of Credit Lines
- Number of Sources - Demographic Data
- Number of Sources - Name & Address
- Number of Vehicles
- Occupation of Selected Record
- One Per/All Per Household or Address

- Online Purchase Indicator
- Only records with ZIP+4
- Open Auto Loans Range
- PC DSL/High Speed User
- PC Operating System
- PC Owner
- Personix Classic - Refresh
- Personix Digital
- Personix Digital Groups
- Personix Financial Groups - Refresh
- Personix Hispanic
- Personix Insurance Groups - Refresh
- Personix Lifestage Groups - Refresh
- Political Party - (Individual)
- Political Party - Head of Household
- Population Density
- Population Density Indicator
- Prefix Title
- Prem New Car Buyer
- Prem Number of Children
- Prem Retail Activity - Date of Last Activity
- Prem Senior Adult
- Prem Young Adult
- Presence of Children

- Presence of Children - 100%
- Presence of Pool
- Probable Teen Driver
- Range of New Credit
- Ranking Invitation to Apply Approvals
- Real Property Detail (Specific Property Type)
- Real Property Lender Type 1st
- Real Property Loan Amount Range 1st
- Real Property Loan-To-Value Range
- Real Property Type
- Real Property Purchase Amount
- Real Property Real Estate Investor
- Real Property Year Built
- Real Property Year Built - Uncoded
- Real Property Year Built Ranges
- Recent Divorced
- Retail - In Store Only Buyer
- Retail Purchases - Most Frequent Category
- Revolving Bank Card Index
- Revolving Bank Card Range
- RFM - Dollars Spent - April
- RFM - Dollars Spent - August
- RFM - Dollars Spent - December
- RFM - Dollars Spent - February

- RFM - Dollars Spent - January
- RFM - Dollars Spent - July
- RFM - Dollars Spent - June
- RFM - Dollars Spent - March
- RFM - Dollars Spent - May
- RFM - Dollars Spent - November
- RFM - Dollars Spent - October
- RFM - Dollars Spent - September
- RFM - Last Offline Order Date (Month Only)
- RFM - Last Offline Order Date (Year Only)
- RFM - Last Offline Order Date (YYYYMM)
- RFM - Last Offline Order Date (YYYYMMDD)
- RFM - Last Online Order Date (Month Only)
- RFM - Last Online Order Date (Year Only)
- RFM - Last Online Order Date (YYYYMM)
- RFM - Last Online Order Date (YYYYMMDD)
- RFM - Method Of Payment Total - Cash
- RFM - Method Of Payment Total - Credit Card
- RFM - Method Of Payment Total - Retail Card
- RFM - Number Of Orders - Low Scale Catalogs
- RFM - Number Of Orders - Mid Scale Catalogs
- RFM - Number Of Orders - Upscale Catalogs
- RFM - Offline Average Dollars Per Order
- RFM - Offline Dollars Spent

- RFM - Offline Number Of Orders
- RFM - Offline Orders Quantity \$1,000+
- RFM - Offline Orders Quantity \$100 - \$249.99
- RFM - Offline Orders Quantity \$250 - \$499.99
- RFM - Offline Orders Quantity \$50 - \$99.99
- RFM - Offline Orders Quantity \$500 - \$999.99
- RFM - Offline Orders Quantity Under \$50
- RFM - Offline Weeks Since Last Order
- RFM - Online Average Dollars Per Order
- RFM - Online Dollars Spent
- RFM - Online Number Of Orders
- RFM - Online Orders Quantity \$1,000+
- RFM - Online Orders Quantity \$100 - \$249.99
- RFM - Online Orders Quantity \$250 - \$499.99
- RFM - Online Orders Quantity \$50 - \$99.99
- RFM - Online Orders Quantity \$500 - \$999.99
- RFM - Online Orders Quantity Under \$50
- RFM - Online Weeks Since Last Order
- RFM - Weeks Since Last Order
- RFM Catalog Buyer Frequency - Input Individual
- RFM Catalog Buyer Recency - Input Individual
- RX - Online Search Propensity
- Self-Service Investor
- Single Parent

- Small Office-Home Office
- Software Buyer
- Sub-Types Of Retail Activity
- Technology Adoption Propensity Score
- Telco Cord cutter Propensity
- Telephone Number (Phone Flag)
- Time Zone
- Travel (Business) - Domestic - Have Taken
- Travel (Business) - Domestic - Would Enjoy
- Travel - Airline
- Travel - Intl Vacation - Have Taken
- Travel - Intl Vacation - Would Enjoy
- Travel - RV Vacation
- Travel - US Vacation - Have Taken
- Travel - US Vacation - Would Enjoy
- Truck/Motorcycle/RV Owner
- Underbanked / Cash Transactor
- Vacant Address Flag
- Vacation Property Ownership Propensity - Semcasting
- Vehicle - Intend to Purchase
- Vehicle 1 - Make
- Vehicle 1 - Year (1988 - Present)
- Vehicle 2 - Make
- Vehicle 2 - Year (1988 - Present)

- Vehicle Insurance Renewal Month
- Vehicle Type - 1st Vehicle
- Vehicle Type - 2nd Vehicle
- Vehicle Type Scan Field
- Vehicle Verification Date - 1st Vehicle - Month Only
- Vehicle Verification Date - 1st Vehicle - Year Only
- Vehicle Verification Date - 1st Vehicle - YYYYMM
- Vehicle Verification Date - 2nd Vehicle - Month Only
- Vehicle Verification Date - 2nd Vehicle - Year Only
- Vehicle Verification Date - 2nd Vehicle - YYYYMM
- Vehicle Verification Date - Scan Field
- Veteran
- Wireless - Product Buyer
- Working Woman Indicator
- ZIP4 Record Type