

PRIMARY HEADER

FIRSTNAME

MI

LASTNAME

ADDRESS

CITY

STATE

ZIP

PLUS4

COUNTY

ADDRESS_TYPE

AUTO_YEAR

VIN

FUEL_TYPE

MAKE

MODEL

CLASS

BODY STYLE

RECORD_UPDATE

DOB

PHONE

CELL PHONE

GENDER

EMAIL

PURCHASE INTENT

AUTOMAKEID

ISDNC

EXTENDED HEADER

MARITAL STATUS

HOME OWNER / RENTER

LENGTH OF RESIDENCE (NUMERIC UP TO 15; 15=15+)

DWELLING TYPE

NUMBER OF ADULTS (NUMERIC 1 - 6; 6 = 6+)

HOME MARKET VALUE

VETERAN IN HOUSEHOLD

PREMIUM CARD HOLDER

GASOLINE CARD HOLDER

TRAVEL/ENTERTAIN CARD HOLDER

ACTIVE INVESTOR

MODELLED CREDIT RATING

MAIL ORDER DONOR

ANIMAL WELFARE CHARITABLE DONATION

ARTS OR CULTURAL CHARITABLE DONATION

CHILDREN'S CHARITABLE DONATION

ENVIRONMENT OR WILDLIFE CHARITABLE DONATION

ENVIRONMENTAL ISSUES CHARITABLE DONATION

HEALTH CHARITABLE DONATION
INTERNATIONAL AID CHARITABLE DONATION
POLITICAL CHARITABLE DONATION
POLITICAL - CONSERVATIVE CHARITABLE DONATION
POLITICAL - LIBERAL CHARITABLE DONATION
RELIGIOUS CHARITABLE DONATION
VETERAN'S CHARITABLE DONATION
OTHER TYPES OF CHARITABLE DONATIONS
SINGLE PARENT
YOUNG ADULT IN HOUSEHOLD
SENIOR ADULT IN HOUSEHOLD
PETS
CAT OWNER
DOG OWNER
OTHER PET OWNER
CAREER IMPROVEMENT
WORKING WOMAN
AFRICAN AMERICAN PROFESSIONALS
SOHO INDICATOR
CAREER
HISTORY / MILITARY
CURRENT AFFAIRS / POLITICS
RELIGIOUS / INSPIRATIONAL
SCIENCE / SPACE
MAGAZINES
EDUCATION ONLINE
GAMING
COMPUTING/HOME OFFICE - GENERAL
DVDS/VIDEOS
ELECTRONICS AND COMPUTING - TV/VIDEO/MOVIE WATCHER
ELECTRONICS, COMPUTING AND HOME OFFICE
HIGH END APPLIANCES
INTEND TO PURCHASE - HDTV/SATELLITE DISH
MUSIC - HOME STEREO
MUSIC PLAYER
MUSIC COLLECTOR
MUSIC - AVID LISTENER
MOVIE COLLECTOR
TV - CABLE
GAMES - VIDEO GAMES
TV - SATELLITE DISH
COMPUTERS
GAMES - COMPUTER GAMES
CONSUMER ELECTRONICS
MOVIE / MUSIC GROUPING
ELECTRONICS / COMPUTERS GROUPING
TELECOMMUNICATIONS

ARTS AND ANTIQUES - ANTIQUES
ARTS AND ANTIQUES - ART
THEATER / PERFORMING ARTS
ARTS
MUSICAL INSTRUMENTS
COLLECTIBLES - GENERAL
COLLECTIBLES - STAMPS
COLLECTIBLES - COINS
COLLECTIBLES - ARTS
COLLECTIBLES - ANTIQUES
COLLECTOR - AVID
COLLECTIBLES AND ANTIQUES GROUPING
COLLECTIBLES - SPORTS MEMORABILIA
MILITARY MEMORABILIA/WEAPONRY
LIFESTYLES, INTERESTS AND PASSIONS COLLECTIBLES
HOME IMPROVEMENT - DO-IT-YOURSELFERS
AUTO WORK
SEWING / KNITTING / NEEDLEWORK
WOODWORKING
PHOTOGRAPHY
AVIATION
HOUSE PLANTS
CRAFTS
HOME AND GARDEN
GARDENING
GARDENING
HOME IMPROVEMENT GROUPING
LIFESTYLES, INTERESTS AND PASSIONS RAFTS/HOBBIES
PHOTOGRAPHY AND VIDEO EQUIPMENT
SMOKING / TOBACCO
HOME FURNISHINGS / DECORATING
HOME IMPROVEMENT
INTEND TO PURCHASE - HOME IMPROVEMENT
FOOD - WINES
COOKING - GENERAL
COOKING - GOURMET
FOODS - NATURAL
COOKING / FOOD GROUPING
GAMES - BOARD GAMES / PUZZLES
GAMING - CASINO
SWEEPSTAKES / CONTESTS
TRAVEL GROUPING
TRAVEL
TRAVEL - DOMESTIC
TRAVEL - INTERNATIONAL
TRAVEL - CRUISE VACATIONS
HOME LIVING

DIY LIVING
SPORTY LIVING
UPSCALE LIVING
CULTURAL/ARTISTIC LIVING
HIGHBROW
HIGH-TECH LIVING
COMMON LIVING
PROFESSIONAL LIVING
BROADER LIVING
EXERCISE / HEALTH GROUPING
EXERCISE - RUNNING / JOGGING
EXERCISE - WALKING
EXERCISE - AEROBIC
SPECTATOR SPORTS - AUTO / MOTORCYCLE RACING
SPECTATOR SPORTS - TV SPORTS
SPECTATOR SPORTS - FOOTBALL
SPECTATOR SPORTS - BASEBALL
SPECTATOR SPORTS - BASKETBALL
SPECTATOR SPORTS - HOCKEY
SPECTATOR SPORTS - SOCCER
TENNIS
GOLF
SNOW SKIING
MOTORCYCLING
NASCAR
BOATING / SAILING
SCUBA DIVING
SPORTS AND LEISURE
HUNTING
FISHING
CAMPING / HIKING
HUNTING / SHOOTING
SPORTS GROUPING
OUTDOORS GROUPING
HEALTH/MEDICAL
DIETING / WEIGHT LOSS
SELF IMPROVEMENT
AUTOMOTIVE, AUTO PARTS AND ACCESSORIES
ETHNIC GROUP
RELIGION