



DATA SELECT OPTIONS

BASIC CONSUMER SELECTS

- Buying Activity
- Age
- Gender
- Income
- Presence of Children
- Children's Ages
- Occupation Detail
- Homeowner Information (Home Market Value, Purchase Amount, Purchase Date, Year Built, Loan to Value, Property Type, Length of Residence, etc.)
- Ethnicity
- Interests
- Auto Information (Vehicle, Make, Year, Model, etc.)
- Marital Status
- Religion
- Political Affiliation
- New Parents
- Recently Divorced
- Newlyweds
- Travel
- Education
- Pet Owners

ADDITIONAL SELECTS*

- Net Worth
- Propensities
- Health
- Credit Score Modeling

INDUSTRIES

- **Agriculture**
 - Animals & Livestock
 - Crops
- **Business Services**
 - Accounting & Accounting Services
 - Advertising & Marketing
 - Commercial Printing
 - Consulting
 - Debt Collection
 - Engineering
 - Facilities Management & Commercial Cleaning
 - Human Resources & Staffing
 - Information & Document Management
 - Law Firms & Legal Services
 - Management Consulting
 - Multimedia & Graphic Design
 - Other
 - Research
 - Security Products & Services
 - Training
- **Construction & Real Estate**
 - Aggregates, Concrete & Cement
 - Architecture, Engineering & Design
 - Commercial & Residential Construction
 - Miscellaneous Building Materials
 - Plumbing & HVAC Equipment
 - Real Estate
- **Education**



DATA SELECT OPTIONS

INDUSTRIES (CONT'D)

- **Energy, Raw Materials & Utilities**
 - Aggregates, Concrete & Cement
 - Chemicals
 - Electricity, Oil & Gas
 - Glass & Clay
 - Lumber & Wood Production
 - Metals & Minerals
 - Mining
 - Petrochemicals
 - Waste Treatment, Environmental & Recycling
 - Water & Water Treatment
- **Finance**
 - Banking
 - Brokerage
 - Credit Cards & Transaction Processing
 - Insurance
 - Mutual Funds & Investment Managers
- **Government**
- **Healthcare**
 - Biotechnology
 - Hospitals & Clinics
 - Medical Devices & Equipment
 - Medical Testing & Clinical Laboratories
 - Pharmaceuticals
 - Public Health
- **Leisure & Hospitality**
 - Amusement Parks & Attractions
 - Fitness & Dance Facilities
 - Gambling & Gaming
 - Lodging & Resorts
 - Museums & Art Galleries
- Restaurants
- Sports Teams & Leagues
- Theaters
- Zoos & National Parks
- **Libraries**
- **Manufacturing**
 - Aerospace & Defense
 - Aggregates, Concrete & Cement
 - Automobiles
 - Batteries, Power Storage & Generators
 - Boats & Submarines
 - Chemicals
 - Cleaning Products
 - Computer Networking Equipment
 - Computer Storage Equipment
 - Consumer Appliances
 - Consumer Electronics
 - Cosmetics & Personal Care Products
 - Electronic Components
 - Food & Beverages
 - Furniture
 - Gases
 - Glass & Clay
 - Household Goods
 - Industrial Machinery & Equipment
 - Jewelry & Watches
 - Lumber & Wood Production
 - Miscellaneous Building Materials
 - Personal Computers & Peripherals
 - Pet Products
 - Petrochemicals
 - Photographic & Optical Equipment



DATA SELECT OPTIONS

- Plastic, Packaging & Containers
- Plumbing & HVAC Equipment
- Power Conversion & Protection Equipment
- Pulp & Paper
- Semiconductor & Equipment
- Sporting Goods
- Telecommunication Equipment
- Test & Measurement Equipment
- Textiles & Apparel
- Tire & Rubber
- Tobacco
- Toys & Games
- Wineries & Breweries
- Wire & Cable
- **Media & Internet**
 - Film/Video Production & Services
 - Information Collection & Delivery
 - Music & Music Related Services
 - Newspapers & News Services
 - Publishing
 - Radio Stations
 - Television Stations
- **Non-Profit & Professional Orgs.**
- **Retail**
 - Apparel & Accessories
 - Automobile Parts Stores
 - Automotive Service & Collision Repair
 - Car & Truck Rental
 - Consumer Electronics & Computers
 - Department Stores & Superstores
 - Drug Stores & Pharmacies
 - Flowers, Gifts & Specialty
 - Funeral Homes & Funeral-Related Services
 - Furniture
 - Gas Stations, Convenience & Liquor Stores
 - Grocery
 - Hair Salons
 - Home Improvement & Hardware
 - Jewelry & Watches
 - Laundry & Dry-Cleaning Services
 - Motor Vehicle Dealers
 - Office Products
 - Other
 - Photography Studios
 - Records, Videos & Books
 - Rental - Other
 - Rental - Video & DVD
 - Sporting & Recreational Equipment
 - Toys & Games
 - Travel Services & Agencies
- **Software**
 - Custom Software & Consulting
 - Packaged Software
- **Telecommunications**
 - Cable & Satellite
 - Telephony & Wireless
- **Transportation**
 - Airlines, Airports & Air Services
 - Freight & Logistics Services
 - Marine Shipping & Transportation
 - Rail, Bus & Taxi
 - Trucking, Moving & Storage

JOB FUNCTIONS

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DATA SELECT OPTIONS

JOB FUNCTIONS

- **Computing & IT**
 - Data Management
 - Database Administration & Design
 - Information Security
 - Information Technology
 - Network Administration & Engineering
 - Software Engineering
 - Support
 - Systems Administration & Engineering
 - Web Development & Management
- **Educator**
- **Finance**
 - Accounting
 - Admin
 - Audit
 - Compliance & Governance
 - Corporate Finance and M&A
 - Economist
 - Financial Analyst
 - General Finance
 - Investor Relations
 - Payroll
 - Procurement
 - Risk Management
 - Tax Specialists
 - Treasurer
- **General Management**
 - CEO
 - CFO
 - CIO
 - CMO
 - COO
 - CTO
- **Other Senior Management**
 - President
- **HR**
 - Benefits and Comp
 - Employee Development
 - General HR
 - Recruiting
- **Legal**
- **Marketing**
 - Advertising
 - Creative
 - Events
 - General Marketing
 - Lobbyists
 - Marcomm
 - Product/Market Management
- **Operations**
 - Environmental
 - Food & Beverage
 - General Operations
 - Logistics
 - Maintenance
 - Production
 - Quality Assurance
 - Real Estate
 - Records Management
 - Safety
 - Technical Support
- **Other**
 - Administrative
 - Advisor
 - Analyst
 - Associate
 - Consultant
 - General Business
 - Other
 - Planner
 - Public Service
 - Unspecified Management



DATA SELECT OPTIONS

- Writer/Editor
- **Research & Development**
 - Engineering
 - General R&D
 - Project Management
 - Research
- **Sales**
 - Community Development
 - Customer Service
 - Sales Executives
 - Sales Support



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