

Automotive Ownership (90)

Households

- With Vehicles
- Without Vehicles
- Vehicles Per Household

Vehicles Bought

- New
- Used
- New Car
- New Truck
- Used Car
- Used Truck

Vehicle Age

- Less than 1 year
- 1 Year
- Years
- 3 Years
- 4 Years
- 5-7 Years
- 8-10 Years
- 11-14 Years
- 15+ Years

Vehicles Owned

- Less than 2 years
- 3-4 Years
- 5-7 Years
- 8 or more years
- Average Vehicle Ownership Years

Vehicles by Price

- Low Price Vehicles
- Mid Price Vehicles
- High Price Vehicles
- Luxury Price Vehicles

Vehicles by Origin

- Domestic Vehicles
- Japanese Vehicles
- German Vehicles
- Other Foreign Vehicles

Vehicles by Class

- Budget car
- Small car
- Lower-mid range car
- Mid-range car
- Upper-mid range car
- Near-luxury car
- Luxury car
- Sports car
- Specialty car
- Compact pickup truck
- Full size pickup truck
- Mini-van
- Full size van
- Small SUV
- Compact SUV
- Full size SUV
- Specialty truck

Vehicles by Registered Owner

- One Owner
- Two or More Owners
- Household Registers Multiple Vehicles
- Male
- Female
- Jointly to Male and Female

Vehicles by MSRP

- Less than \$10,000
- \$10,000 to \$15,000
- \$15,000 to \$20,000
- \$20,000 to \$25,000
- \$25,000 to \$35,000
- \$35,000 to \$50,000
- \$50,000
- Average Vehicle MSRP Index

Vehicles by Retail Value

- Less than \$5,000
- \$5,000 - \$10,000
- \$10,000 - \$15,000
- \$15,000 - \$20,000

- \$20,000 to \$25,000
- \$25,000 to \$35,000
- Greater than \$35,000
- Average Current Retail Value Index

Vehicles by Make

- Buick
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Ford
- GMC
- Honda
- Jeep
- Lincoln
- Mazda
- Mercury
- Mitsubishi
- Nissan
- Oldsmobile
- Plymouth
- Pontiac
- Subaru
- Toyota
- Volkswagen
- Another Make

Contributions (33)

Contributions

- Religious Organizations
- Political Organizations
- Cultural/Arts Organizations
- Animal Welfare Organizations
- Environmental Organizations
- Child Welfare Organizations
- Health Related Organizations
- Do Not Contribute to Organizations
- Poverty Relief Organizations
- World Peace Organizations
- Educational Organizations
- Public Issues Organizations

Telephone Contributions

- Religious Organizations
- Political Organizations
- Cultural/Arts Organizations
- Animal Welfare Organizations
- Environmental Organizations
- Child Welfare Organizations
- Health Related Organizations

Mail Contributions

- Religious Organizations
- Political Organizations
- Cultural/Arts Organizations
- Animal Welfare Organizations
- Environmental Organizations
- Child Welfare Organizations
- Health Related Organizations

Telethon Contributions

- Religious Organizations
- Political Organizations
- Cultural/Arts Organizations
- Animal Welfare Organizations
- Environmental Organizations
- Child Welfare Organizations
- Health Related Organizations

Direct Marketing Responsiveness (32)

Direct Marketing Responsiveness

- Direct Mail Responder Index
- Upscale goods
- Male Oriented goods
- Female Oriented goods
- Crafts
- Garden and Related
- Books
- Collectibles
- Gifts
- General Merchandise

- Family Oriented Goods
- Female Magazines
- Male Magazines
- Religious Magazines
- Gardening Magazines
- Food Magazines
- Health Magazines
- Do-It-Yourself
- News Magazines
- Photography Magazines
- Opportunity & Contests
- Religious Contributor
- Political Contributor
- Health Contributor
- General Contributor
- Miscellaneous
- Odds and Ends

Direct Marketing Purchase Type

- Via Telemarketing Call
- Via TV Shopping Channel
- Via Catalog Ad
- Via On-Line Computer Ad
- Via TV Infomercial

Household Characteristics (8)

Household Includes

- Any Veteran
- Current Military Personnel
- Enlisted Veteran
- Expectant Mother
- Government Worker
- Grandparent
- Officer Veteran
- Vegetarian

Lifestyle (80)

Operate a home business

Household Activity

- Astrology/Occult
- Automotive Work
- Avid Book Reading
- Baking
- Bible/Devotional
- Bird Feeding
- Bird Watching
- Boating and Sailing
- Books (Fiction)
- Books (Non-Fiction)

- Bowling
- Buy Pre-Recorded Videos
- Camping and Backpacking
- Career Goals
- Casino Gambling
- Charities and Volunteer
- Collectibles
- Collecting Art and Antiques
- Cooking
- Crafts
- Crossword Puzzles
- Cultural and Arts Events
- Current Affairs and Politics

- Cycling
- Dieting and Weight Control
- Do-It-Yourself
- Domestic Travel
- Electronic Games
- Electronics
- Fashion Clothing
- Financial Investing

- Fishing
- Foods and Cooking
- Foreign Travel
- Gardening
- Golf
- Gourmet Food and Cooking
- Grandchildren



Health and Vitamins
Home Entertainment (TV/VCR)
Home Furnishing and Decorating
Home Improvement
Home Video
Horseback Riding

Hunting
Internet Usage
Money Making
Motorcycles
Movie Going
Nation's Heritage
Needlework
Personal Computers
Photography
Physical Fitness and Exercise

Quilting
Racquetball
Recipes
Records/Tapes/CD
Recreational Vehicle
Running and Jogging
Science and New Technology
Self-Improvement
Sewing
Shop Via TV

Snow Skiing
Soccer
Stamp and Coin Collecting
Swimming
Symphonies
Tennis
Travel
Vacation Cruises
Walking for Health
Watch Cable TV

Watching Sports on TV
Wildlife and the Environment
Wines
Woodworking

NASCAR Enthusiast Index

Mail Order, Membership, Music (37)

Mail Order Purchases

Children's Products
Books
Men's Apparel
Women's Apparel
Audio
Crafts and Hobbies
Magazines
Electronics
Food and Sundries
Insurance
Housewares
Gardening Supplies
Jewelry and Cosmetics
Gifts Under \$50
Gifts Over \$50
Other Merchandise

Membership

Auto Rental Club
Credit Union
Discount Club
Frequent Flyer Club
Hotel Club
Labor Union
Weight Watchers

Music Preferences

Buy 40's and 50's Nostalgia
Buy 50's and 60's Hits
Buy 70's and 80's Hits
Buy Alternative Rock
Buy Big Band
Buy Classic Rock
Buy Classical
Buy Country

Buy Hard Rock
Buy Inspirational
Buy Jazz
Buy Rhythm & Blues
Buy Soft Rock
Buy Vocal Pop

Upscale Products, Technology, Telephone (20)

Household Ownership of Upscale Items

Sailboat
Vacation Home
Cellular Phone
Fax Machine
Air Purifier
Color Printer
Large Screen TV
Swimming Pool
Water Filter/Softener
Auto Security System
Navigation System

Technology

Internet User Index
Personal Computer Owner Index
Early Technology Adopter Index

Telephone Usage

No Calls
1-5 Calls/Month
6-15 Calls/Month
16-24 Calls/Month
25-60 Calls/Month
> 60 Calls/Mont