Prospect List Rental
Standard Consumer Selections

Age
Age assigned in 2---year increments for each individual under 18 to 100+ as described below:
Sources: Household Census, Questionnaires, Drivers' Licenses, Credit Bureau Records, Birth, High School and College Records, Warranty Registrations, Insurance Records.

Income
Estimated incomes with more granularity for top end ranges. Estimated total household income in ranges as sourced from warranty registrations, household census, questionnaires, and vehicle registration.

Gender
Level: **Individual**

Marital Status
Indicates if anyone in the household is married.

- **Inferred Married** - The marital status of Married or Single cannot be determined from a source and there are 2 names in the household with gender of Male and Female, within a certain age range of each other, then marital status is set to A "Inferred Married".

- **Inferred Single** - The marital status of Married or Single cannot be determined from a source and there is only one name in the household, then the marital status is set to B "Inferred Single".

- **Married** - A married couple is defined as a male, age 26 - 60, with a female age 20 - 70, where the couples are not more than 10 years apart. A married couple could be a male, age 60+, with a female of any age, where the couples are not more than 10 years apart.

If the 1st individual and the 2nd individual have the same gender, then the marital status is defaulted.
Level: **Household**
Sources: Public Data, Buying Activity, Self---Reported Data

Households with Children

Indicates the known presence/absence of children age 0 - 17 in the household.
Level: **Model**
Sources: Modeled

Age & Gender of Children

Indicates households with children broken by gender and age range as sourced from high school & college records, mail response files, warranty registrations, insurance records, household census, birth records, etc.

Households with Seniors

Indicates that there is a senior adult in the household where another adult is identified as the 1st individual. (Senior adult is age 55+.)
Level: **Household**
Sources: Public Data, Buying Activity, Self-‐-Reported Data

Homeowner / Renter

Indicates whether someone is a known Homeowner or Renter.

- **Homeowner Flag** is a confidence flag based on the sourcing of home ownership data. Verified Homeowners are records where at least one source was real property data. Highly likely Homeowners come from multiple sources though none were real property sources. Probable Homeowners come from a single source.

- **Premier Complete Precision Indicator** enables customers who seek higher counts to expand the selection with inferred/modeled data. Premier=multi-‐-sourced data. Premier Plus=modeled/ inferred at the household level. Premier Complete Zip+4=modeled/inferred at the zip+4 level. Premier Complete Zip=modeled/inferred at the zip level.

Home Value

Indicates the home market value of the house.
This variable provides the value of a home based on historical appreciation rates at the census tract level or grossed up assessed values validated by recent sales of like properties. This method depends on the area because in some states (CA) assessed and market value have no correlation. This data can also be presented as a decile code, which represents home value as compared to all homes in the same county. This data can be used in conjunction with other data as indication of a household's economic position. Home Ownership by itself is indicative of stability and by adding the value can provide insight as to financial strength.
Level: **Address**

Year Home Built
Year ranges in which home was built. Sourced from city and county real estate property records.

Length of Residence
Indicates the total time a household has lived at their current address in ranges.
Level: **Household**
Sources: Public data

Education
Indicates the education of the 1st individual in the household.
Level: **Household**
Sources: Survey data

Occupation
Indicates the occupation of the 1st individual in the household.
Level: **Household**
Sources: Public Data, Buying Activity, Self---Reported & Modeled