

ECHO PIXEL PLUS – LIST OF ATTRIBUTES COLLECTED

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FIRST NAME	GASOLINE OR RETAIL CARD GOLD/PREMIUM
LAST NAME	GASOLINE OR RETAIL CARD REGULAR
ADDRESS	MASTERCARD GOLD/PREMIUM
CITY	MASTERCARD REGULAR
STATE	VISA GOLD/PREMIUM
ZIP CODE	VISA REGULAR
PLUS_4	BANK CARD HOLDER
COUNTY	GAS/DEPARTMENT/RETAIL CARD HOLDER
MSA	TRAVEL AND ENTERTAINMENT CARD HOLDER
LATITUDE	CREDIT CARD HOLDER - UNKNOWN TYPE
LONGITUDE	PREMIUM CARD HOLDER
GENDER	UPSCALE (DEPARTMENT STORE) CARD HOLDER
AGE RANGE	CREDIT CARD USER
AGE	CREDIT CARD - NEW ISSUE
DOB	BANK CARD - PRESENCE IN HOUSEHOLD
MARITAL STATUS IN THE HHLD	DEBT CONS
ETHNIC	PAYDAYAPP
ETHNIC GROUP	EDUCATION
HISPANIC COUNTRY OF ORIGIN	COLLEGE STUDENT
ASSIMILATION	EDUCATION ONLINE
ETHNIC-CONFIDENCE	OCCUPATION
LANGUAGE	BUSINESS OWNER
LANG_PREF	HOME OWNER / RENTER
RELIGION	NUMBER OF YEARS IN RESIDENCE
CHRISTIAN FAMILIES	REASON FOR LOAN
PHONE	PASS PROSPECTOR VALUE- HOME VALUE- MORTGAGE FILE
CELL	PURCHASE DATE (CCYYMMDD)
CELL CARRIER	CURRENT AGE OF MORTGAGE
NPANXX	PURCHASE PRICE
DWELLING TYPE	SALES TRANSACTION CODE
YEARS SINCE HOME WAS BUILT	MOST RECENT MORTGAGE AMOUNT
ESTIMATED HOME VALUE	2ND MOST RECENT MORTGAGE AMOUNT
ESTIMATED INCOME	PURCHASE 1ST MORTGAGE AMOUNT
ESTIMATED INCOME RANGE	PURCHASE 2ND MORTGAGE AMOUNT
NET WORTH	MOST RECENT MORTGAGE DATE
INF_CREDIT	2ND MOST RECENT MORTGAGE DATE
NUMBER OF LINES OF CREDIT (TRADE COUNTER)	PURCHASE MORTGAGE DATE
CREDIT - RANGE OF NEW CREDIT	ADJUSTABLE OR FIXED RATE
MEMBERSHIP CLUBS	MOST RECENT MORTGAGE LOAN TYPE CODE
AMERICAN EXPRESS GOLD/PREMIUM	2ND MOST RECENT MORTGAGE LOAN TYPE CODE
AMERICAN EXPRESS REGULAR	PURCHASE 1ST MORTGAGE LOAN TYPE CODE
DISCOVER GOLD/PREMIUM	PURCHASE 2ND MORTGAGE LOAN TYPE CODE
DISCOVER REGULAR	MOST RECENT LENDER CODE - SEE APPENDIX

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2ND MOST RECENT LENDER CODE	YOUNG WOMEN'S APPAREL
PURCHASE LENDER CODE	APPAREL - MEN'S
MOST RECENT LENDER NAME	APPAREL - MEN'S - BIG AND TALL
2ND MOST RECENT LENDER NAME	YOUNG MEN'S APPAREL
PURCHASE LENDER NAME	APPAREL CHILDREN'S
LOAN TO VALUE RATIO	HEALTH AND BEAUTY
MOST RECENT MORTGAGE INTEREST RATE TYPE	BEAUTY/COSMETICS
2ND MOST RECENT MORTGAGE INTEREST RATE TYPE	JEWELRY
PURCHASE 1ST MORTGAGE INTEREST RATE TYPE	LUGGAGE
PURCHASE 2ND MORTGAGE INTEREST RATE TYPE	CHILDREN'S APPAREL - INFANTS AND TODDLERS
MOST RECENT MORTGAGE INTEREST RATE	CHILDREN'S LEARNING AND ACTIVITY TOYS
2ND MOST RECENT MORTGAGE INTEREST RATE	CHILDREN'S PRODUCTS - GENERAL - BABY CARE
PURCHASE 1ST MORTGAGE INTEREST RATE	CHILDREN'S PRODUCTS - GENERAL - BACK-TO-SCHOOL
PURCHASE 2ND MORTGAGE INTEREST RATE	CHILDREN'S PRODUCTS - GENERAL
AIR CONDITIONING	CHILDREN'S INTERESTS
POOL	COLLECTIBLES - GENERAL
FUEL	COLLECTIBLES - STAMPS
SEWER	COLLECTIBLES - COINS
WATER	COLLECTIBLES - ARTS
PETS	COLLECTIBLES - ANTIQUES
CAT OWNER	COLLECTOR - AVID
DOG OWNER	COLLECTIBLES - SPORTS MEMORABILIA
ANY DONOR	MILITARY MEMORABILIA/WEAPONRY
DONATION/CONTRIBUTION	LIFESTYLES, INTERESTS AND PASSIONS COLLECTIBLES
MAIL ORDER DONOR	HIGH TICKET MERCHANDISE
CHARITABLE DONATION	CONSUMER ELECTRONICS
ANIMAL WELFARE CHARITABLE DONATION	COMPUTING/HOME OFFICE - GENERAL
ARTS OR CULTURAL CHARITABLE DONATION	DVDS/VIDEOS
CHILDREN'S CHARITABLE DONATION	ELECTRONICS AND COMPUTING - TV/VIDEO/MOVIE WATCHER
ENVIRONMENT OR WILDLIFE CHARITABLE DONATION	ELECTRONICS, COMPUTING AND HOME OFFICE
ENVIRONMENTAL ISSUES CHARITABLE DONATION	HIGH END APPLIANCES
HEALTH CHARITABLE DONATION	INTEND TO PURCHASE - HDTV/SATELLITE DISH
INTERNATIONAL AID CHARITABLE DONATION	MUSIC - HOME STEREO
POLITICAL CHARITABLE DONATION	MUSIC PLAYER
POLITICAL - CONSERVATIVE CHARITABLE DONATION	MUSIC COLLECTOR
POLITICAL - LIBERAL CHARITABLE DONATION	MUSIC - AVID LISTENER
RELIGIOUS CHARITABLE DONATION	MOVIE COLLECTOR
VETERAN'S CHARITABLE DONATION	TV - CABLE
OTHER TYPES OF CHARITABLE DONATIONS	TV - SATELLITE DISH
COMMUNITY / CHARITIES	GAMING
APPAREL - WOMEN'S	GAMES - VIDEO GAMES
APPAREL - WOMEN'S - PETITE	COMPUTERS
APPAREL - WOMEN'S - PLUS SIZES	GAMES - COMPUTER GAMES

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GAMES - BOARD GAMES / PUZZLES	HEALTH/MEDICAL
PHOTOGRAPHY AND VIDEO EQUIPMENT	DIETING / WEIGHT LOSS
BOOKS AND MAGAZINES - MAGAZINES	SELF IMPROVEMENT
BOOKS AND MUSIC - BOOKS	CAREER IMPROVEMENT
BOOKS AND MUSIC - BOOKS - AUDIO	AILMENT
READING - GENERAL	COMP_OWN
READING - RELIGIOUS / INSPIRATIONAL	BIZOP
READING - SCIENCE FICTION	HOME BASED BUSINESS
READING - MAGAZINES	GAMBLERS
READING - FINANCIAL NEWSLETTER SUBSCRIBERS	GAMING - CASINO
READING - AUDIO BOOKS	OUTDOORSMEN
ARTS AND ANTIQUES - ANTIQUES	HUNTING
ARTS AND ANTIQUES - ART	FISHING
THEATER / PERFORMING ARTS	CAMPING / HIKING
ARTS	HUNTING / SHOOTING
MUSICAL INSTRUMENTS	EQUESTRIAN
SEWING / KNITTING / NEEDLEWORK	MAG SUBSCRIBER
WOODWORKING	HISTORY / MILITARY
PHOTOGRAPHY	CURRENT AFFAIRS / POLITICS
AVIATION	RELIGIOUS / INSPIRATIONAL
HOUSE PLANTS	SCIENCE / SPACE
CRAFTS	HOME LIVING
LIFESTYLES, INTERESTS AND PASSIONS RAFTS/HOBBIES	SPORTY LIVING
FOOD - WINES	UPSCALE LIVING
COOKING - GENERAL	CULTURAL/ARTISTIC LIVING
COOKING - GOURMET	HIGHBROW
FOODS - NATURAL	HIGH-TECH LIVING
SWEEPSTAKES / CONTESTS	COMMON LIVING
INVESTOR	PROFESSIONAL LIVING
INVESTMENTS - PERSONAL	BROADER LIVING
INVESTMENTS - REAL ESTATE	DIY_HOME
INVESTMENTS - STOCKS / BONDS	HOME FURNISHINGS / DECORATING
INVESTMENTS - FOREIGN	GARDENING
INVESTMENT - ESTIMATED RESIDENTIAL PROPERTIES NED	DIY_AUTO
TRAVEL	AUTOMOTIVE, AUTO PARTS AND ACCESSORIES
TRAVEL - DOMESTIC	SINGLE PARENT
TRAVEL - INTERNATIONAL	GRANDCHILDREN
TRAVEL - CRUISE VACATIONS	NUMBER OF CHILDREN
MONEY SEEKERS	PRESENCE_OF_CHILDREN
HEALTH ENTHUSIAST	AGE 00 - 02 MALE
EXERCISE - RUNNING / JOGGING	AGE 00 - 02 FEMALE
EXERCISE - WALKING	AGE 00 - 02 UNKNOWN GENDER
EXERCISE - AEROBIC	AGE 03 - 05 MALE

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AGE 03 - 05 FEMALE	SCUBA DIVING
AGE 03 - 05 UNKNOWN GENDER	SPORTS AND LEISURE
AGE 06 - 10 MALE	TOBACCO_USER
AGE 06 - 10 FEMALE	ALCOHOL_USER
AGE 06 - 10 UNKNOWN GENDER	VISION_IMPAIRED
AGE 11 - 15 MALE	INSURANCE_PURCHASER_FLAG
AGE 11 - 15 FEMALE	VEHICLE_MAINTENANCE
AGE 11 - 15 UNKNOWN GENDER	ONLINE_TICKET_PURCHASER
AGE 16 - 17 MALE	MOVIE_TICKET_PURCHASER
AGE 16 - 17 FEMALE	TECHNOLOGY_RANK
AGE 16 - 17 UNKNOWN GENDER	ONLINE PURCHASING INDICATOR
SPECTATOR SPORTS - AUTO / MOTORCYCLE RACING	VALUE-PRICED GENERAL MERCHANDISE
SPECTATOR SPORTS - TV SPORTS	HH_EXP_TOTAL
SPECTATOR SPORTS - FOOTBALL	HH_EXP_UTILITIES
SPECTATOR SPORTS - BASEBALL	HH_EXP_FOOD
SPECTATOR SPORTS - BASKETBALL	HH_EXP_ALCOHOL
SPECTATOR SPORTS - HOCKEY	HH_EXP_APPAREL
SPECTATOR SPORTS - SOCCER	HH_EXP_TRANSPORTATION
TENNIS	HH_EXP_HEALTH_CARE
GOLF	HH_EXP_RETAIL
SNOW SKIING	HH_EXP_NON_RETAIL
MOTORCYCLING	HH_EXP_GIFTS
NASCAR	HH_EXP_MISC
BOATING / SAILING	