

All metrics that come with each “OneUpLead”

Identification

- Gender
- Generation
- Marital Status

Financial Information

- Household Income
- Median Household Income
- Household Net Worth
- Median Household Net Worth
- Discretionary Income
- Credit Score Median
- Credit Score Range

Occupation:

- Occupation Category
- Occupation Type
- Occupation Detail

Miscellaneous

- Voter
- Urbanicity

Contact Information

- Phone1
- Phone2
- Phone 3
- Tax Bill Mailing Information

Household Information

- Number of Adults in Household
- Number of Children in Household
- Number of People in Household
- Children Aged 0-3 in Household
- Children Aged 4-6 in Household
- Children Aged 7-9 in Household
- Children Aged 10-12 in Household
- Children Aged 13-18 in Household
- Children in Household

Marketing Indicators

- Magazine Subscriber
- Charity Interest
- Likely Charitable Donor

House and Real Estate

- Dwelling Type
- Home Owner
- Home Owner Ordinal
- Length of Residence
- Home Price
- Home Value
- Median Home Value
- Living Sqft
- Year Built Original
- Year Built Range
- Lot Number
- Legal Description
- Land Sqft
- Garage Sqft
- Subdivision
- Zoning Code

Interests and Affinities

- Cooking
- Gardening
- Music
- DIY
- Books
- Travel Vacation
- Health Beauty Products
- Pet Owner
- Photography
- Fitness
- Epicurean

Location and Census Data

- Cbsa
- Census Block
- Census Block Group
- Census Tract