

## GEOGRAPHY

- State
- DMA
- CBSA
- County
- SCF
- City
- Zip Code

## CHILDREN

- Presence of Children
- Gender
- Age Ranges
- Number of Children

## MARTIAL STATUS

- Married
- Single

## AGE

Age Ranges in  
Household - Adults

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

## HOME

- Homeowner
- Home Value
- Dwelling Type
- Year Built
- Mortgage Amount
- Mortgage Loan Type
- Home Structure
- Length of Residence
- Number in HH
- Renters

## NET WORTH

- \$0 - \$9,999
- \$10,000 - \$24,999
- \$25,000 - \$49,999
- \$50,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$249,999
- \$250,000 - \$399,999
- \$400,000 - \$999,999
- \$1,000,000 - \$1,499,999
- \$1,500,000 - \$1,999,999
- \$2,000,000 - \$2,999,999
- \$3,000,000+

## LOAN TO VALUE

- 0%
- 1% - 19%
- 20% - 39%
- 40% - 59%
- 60% - 79%
- 80% - 99%
- 100% - 119%
- 120% - 139%
- 140%+

## HOME EQUITY ESTIMATE

- \$0 - \$29,999
- \$30,000 - \$59,999
- \$60,000 - \$89,999
- \$90,000 - \$119,000
- \$120,000 - \$199,000
- \$200,000 - \$399,000
- \$400,000+

## SHOPPING ACTIVITIES

- Bargain Seeker
- Coupon Clippers
- Frozen Dinner Buyers
- Wholesale Club Member
- Fast Food
- Shopaholic
- High End Electronics Buyer
- High Ticket Items
- Luxury Car Buyer

## HOUSEHOLD INCOME

- Under \$20,000
- \$21,000 - \$39,999
- \$40,000 - \$79,999
- \$80,000 - \$119,999
- \$120,000 - \$159,999
- \$160,000 - \$199,999
- \$200,000 - \$249,999
- \$250,000 - \$299,999
- \$300,000 - \$399,999
- \$400,000 - \$499,999
- \$500,000+

## HOUSEHOLD

- College Degree
- Attending Adult Education
- Country Club Member
- Has Health Insurance
- Has Life Insurance
- Green Living
- Pay Per View Movie User
- Pay Per View Sports User
- Family Restaurant Visitor
- Veteran
- Grandparents

## CARD

- Credit Card User
- Travel and Entertainment
- Bank Card Holder
- Premium Bank Card Holder
- Retail Card Holder
- Gas Card Holder
- Specialty Retail Card Holder
- Upscale Retail Card Holder
- Finance Card Holder

## OCCUPATION

- Business Owner
- Blue Collar/ Skilled Tradesman
- Executive/ Upper Management
- Health Services
- Homemaker
- In-Home Business
- Middle Management
- Military
- Professional or Technical
- Nurse
- Retired
- Sales/ Marketing
- Secretary/Clerical/Administrative
- Teacher

## RELIGION

- Buddhist
- Catholic
- Eastern Orthodox
- Greek Orthodox
- Hindu
- Islamic
- Jewish
- Lutheran
- Mormon
- Protestant
- Sikh
- Shinto

## AUTO

- Auto Owner
- Auto Make
- Auto Year
- Auto Model
- Auto Shoppers
- Auto Intenders
- Auto Type/ Body
- Number of Doors
- Engine/ Transmission
- MSRP

## AILMENTS

- Allergies
- Alzheimer's
- Angina/ Heart Problems
- Asthma
- Arthritis/ Rheumatism
- Bladder Control Difficulties
- Diabetes
- Emphysema
- Frequent Headaches
- Hearing Difficulties
- High Blood Pressure
- High Cholesterol
- Migraines
- Osteoporosis
- Physical Handicap

## HIGH TECH

- Cell Phone User
- Computer Owner
- Electronics
- E-Reader
- Bill Payments Online
- Blogging
- Gaming
- Music Online
- Online Purchases
- Social Media
- Travel Planning Online
- TV & Movies Online
- Voice Communication Users
- Satellite TV Users
- Wi-Fi Access

## DONOR

- Health Donor
- Political Donor
- Religious Donor
- Environment Donor
- Wildlife Donor
- Charitable Donor
- Non-Religious Donor
- PBS/ NPR Donor

## POLITICAL PARTY

- Democratic
- Republican
- Independent
- Party Unknown
- Liberal
- Conservative
- Libertarian
- Green
- Reform

## BUSINESS SELECTS

- Industry Type
- Job Title
- Number of Employees
- Sales Volume
- SIC Code
- Years in Business

## COMPANY TYPES

- Small Business
- Female Owned
- Franchise
- Hispanic Owned
- Minority Owned
- New Businesses

## BUSINESS OCCUPATIONS

- Accounting Professionals
- Business Owners
- C-Level Executives
- Human Resource Executives
- IT Professionals
- Lawyers
- Medical Professionals
- Real Estate Agents
- Sales & Marketing



# EMAIL & POSTAL SELECTS



## INTERESTS

### ARTS & CRAFTS

- Crocheting
- Knitting
- Needle Point
- Quilting
- Sewing

### ARTS & ENTERTAINMENT

- Movies
- Music
- Theater
- Theme Parks

### MOTOR VEHICLES

- Cars
- Motorcycles
- Trucks

### AVIATION

### BEAUTY & COSMETICS

### BOAT OWNER

### COLLECTIBLES

- Coins & Stamps

### CURRENT EVENTS

### FASHION & APPAREL

- Accessories
- Kids
- Men
- Women

### DIETING / WEIGHT LOSS

### EQUESTRIAN

### ETHNIC PRODUCTS

- African American Products
- Asian Products
- Hispanic Products

### GAMING

- Casino
- Lottery
- Video Games

### GARDENING

### GOLF

### HEALTH & FITNESS • Fitness •

- Health
- Yoga

### HISTORY

### HOBBIES

### HOME DECORATING

### HOME IMPROVEMENT

### INVESTMENTS

- Annuities
- Securities
- Stocks/Bonds

### NATURE AND OUTDOORS

- Adventure Seekers
- Boating & Sailing
- Bird Watching
- Camping & Hiking

### HUNTING AND FISHING

- Hunting
- Fishing
- Freshwater Fishing
- Saltwater Fishing

### PETS

- Cats
- Dogs

### PERSONALIZED PRODUCTS

### PHOTOGRAPHY

### READING

- E-Reader
- Non-Fiction
- Science Fiction
- Magazine

### SCIENCE/PHYSICS

### SPORTS FAN

- Auto Racing
- Basketball
- Professional Football
- College Football
- Golf
- Hockey
- Skiing
- Soccer
- Tennis
- Wrestling
- Sporty Living

### TRAVEL

- Cruise Vacations
- Domestic
- Family Vacations
- Frequently Flyer
- International
- Timeshare

## LANGUAGE

- Albanian
- Amharic
- Arabic
- Armenian
- Bulgarian
- Burmese
- Chinese
- Czech
- Danish
- Dutch
- English
- Farsi (Persian)
- Finnish
- French
- Ga
- Georgian
- German
- Greek
- Hebrew
- Hindi
- Hungarian
- Icelandic
- Indonesian
- Italian
- Japanese
- Kazakh
- Khmer
- Korean
- Kurdish
- Kirghiz
- Laotian (Lao)
- Latvian (Lettish)
- Lithuanian
- Macedonian
- Malagasy
- Malay
- Moldavian
- Mongolian
- Nepali
- Norwegian
- Polish
- Portuguese
- Romanian
- Russian
- Serbo-Croatian

- Slovak
- Slovenian
- Spanish
- Somali
- Swahili
- Swedish
- Tagalog
- Thai
- Tswana
- Turkish
- Twi (Ashanti)
- Urdu
- Vietnamese

## ETHNICITY

- Afghan
- African (other)
- Albanian
- Algerian
- Angolan
- Armenian
- Arab
- Ashanti (Asante)
- Australian
- Austrian
- Azerb (Azerbaijani)
- Bangladesh
- Bahraini
- Basque
- Belgian
- Beninese
- Bhutanese
- Bosnian
- Botswanan
- Bulgarian
- Burkina Faso
- Burundian
- Byelorussian
- Cameroonian
- Chad
- Chechnian
- Chinese
- Comoros

- Congo
- Croatian
- Czech
- Danish
- Djiboutian
- Dutch
- Egyptian
- English
- Equatorial Guinea
- Estonian
- Ethiopian
- Filipino
- Finnish
- French
- Gabonese
- Gambian
- Georgian
- German
- Ghanaian
- Guinean
- Greek
- Guinea-Bissau
- Guyana
- Hawaiian
- Hispanic
- Hungarian
- Icelandic
- Indonesian
- Indian
- Iraqi
- Irish
- Italian
- Ivory Coast
- Japanese
- Jewish
- Kazakh
- Kenyan
- Khmer
- Kirghiz

- Korean
- Kurdish
- Kuwaiti
- Laotian
- Latvian
- Liberian
- Lesotho
- Libyan
- Lithuanian
- Luxembourgian
- Macedonian
- Madagascar
- Malawian
- Malay
- Maldivian
- Malian
- Maltese
- Manx
- Mauritanian
- Moldavian
- Mongolian
- Moroccan
- Mozambique
- Myanmar
- Namibian
- Native American
- Pakistani
- Papua New
- Polish
- Portuguese
- Polish
- Portuguese
- Qatari
- Romanian
- Ruandan
- Russian
- Saudi
- Scottish
- Senegalese
- Serbian
- Seychelles

- Slovakian
- Slovenian
- Somalian
- South African
- Sri Lankan
- Sudanese
- Swedish
- Swiss
- Surinamese
- Swaziland
- Syrian
- Tajik
- Tanzanian
- Thai
- Tibetan
- Togo
- Tongan
- Tunisian
- Turkish
- Turkmenistan
- Ugandan
- Ukrainian
- Uzbekistani

## ETHNIC GROUP

- South Asian
- African American
- Central & Southwest Asian
- Eastern European
- Far Eastern
- Hispanic
- Middle Eastern
- Jewish
- Mediterranean
- Native American
- Pacific Islander
- Scandinavian
- Western European