

**Demographic**

Age  
Credit Score  
Date of Birth  
Educational Level  
Ethnicity  
Gender  
HH Income  
Homeowner/Renter  
Home Value  
Income  
Marital Status  
Occupation  
Presence of Children  
Presence of Credit

**Geographic Location**

State  
County  
DMA  
City  
SCF  
Zip code  
Radius around Zip Code  
Latitude  
Longitude

**Automotive**

Make  
Model  
Model Year  
Vehicle Class  
Body (Style)  
Manufacturer  
Lessee/Owner  
Transaction Date  
Share of Garage  
Number of Vehicles Owned  
Used Vehicle Owners  
Intenders (0-3, 4-6, 7-9, 10-12)

**Entertainment**

Clubs  
Concerts  
Events  
Online Entertainment Users

**Health & Fitness**

Gym Members  
Runners  
Bikers  
Fitness Enthusiasts  
Workout from Home  
Nutritional Supplements  
Weight Loss  
Yoga  
Pilates  
Weight Lifting

**Home**

Decoration / Design  
Home Improvement  
Vacation Homes

**Military**

Active  
Retired/Veteran  
First Responder

**Music**

Alternative Rock  
Big Band  
Classical  
Country  
Easy Listening  
Jazz  
Opera  
Rap  
World/Ethnic

**Personal Interests**

Arts  
Collecting  
Cooking  
Do-It Yourself  
Fine Dining  
Gambling  
Homemaking  
Performing Arts  
Photography  
Reading  
TV  
Wine Tasting

**Outdoor Enthusiasts**

Hiking  
Biking  
Surfing  
Skateboarding  
Mountain Climbing  
Mountain Biking  
Water Skiing  
Hunting  
Fishing  
Camping  
Boating  
Sailing  
Snow Skiing

**Sports**

Baseball  
Basketball  
College Sports Fan  
Football  
Golf  
Hockey  
NASCAR  
Professional Sports Fan  
Soccer  
Sports (General)  
Sports Apparel  
Sports Equipment  
Sporting Goods  
Women's Sports

**Travel**

Family Vacations  
Business Travel  
Cruises  
International Adventure  
International Travel  
Lodging and Resorts  
Romantic Vacations  
Train travel  
Travel and Vacations (General)  
Vacation Rentals and Timeshares