

CONSUMER SELECTS

Common Consumer Selects and Qualifiers



Our comprehensive consumer file offers an unmatched range of demographic, geographic and lifestyle selectivity to help you zero in on the right prospects with precision. Please inquire about any selection criteria not listed below as the listed selects constitute common qualifiers and may not represent all selects offered as we are continually updating our database.

Demographic Selects:

Age
Career Interest / Job Seekers
Education
Ethnicity
Gender
Homeowner
Income / HHI
Language Preference
Marital Status
Net Worth
Occupation
Presence and Age of Children
Religion
Voter

Geographic Selects:

City
County
DMA
Radius
SCF
State
Zip Code

Lifestyle Selects:

Arts & Entertainment
Art / Galleries
Arts & Crafts
Ballet
Beauty & Cosmetics
Boating
Casual Dining
Charities / Donors
Clubs
Collectible / Antiques
Concerts
Dance & Jazz
Electronics
Environmental
Family / Kids Events
Festivals & Special Events
Fine Dining
Gaming
Gardening
Golf
Health & Fitness
High Tech Households
Home Entertainment
Home Décor
Hunting
Investing
Luxury Goods / Services
Movies
Museums
Music
Musical Instruction
Musical Instruments
NASCAR
Online Entertainment Users
Painting & Sculpture
Performing Arts
Pets
Politics / Party Affiliation
Reading / Literature
Spa Treatments
Skiing & Snow Sports
Sporting Events [Selects by Type of Sport]
Theater / Performances
Vegetarians
Water Sports & Scuba Diving
Wine

CONSUMER SELECTS 2

Common Consumer Selects & Qualifiers

Apparel / Buyer Selects:

| | |
|-----------------------------|---------------------|
| Accessories | Luxury Brand Buyers |
| Beauty Products | Men's Apparel |
| Children's Apparel | Shoes |
| Discount / Wholesale Buyers | Sports Apparel |
| Fashion Buyers | Women's Apparel |

Auto Selects:

| | |
|------------------------|-------------|
| Auto Owner by Make | Exotic Cars |
| Auto Interest by Make | Foreign |
| In-Market by Make | Hybrid |
| Auto Shows | Luxury |
| Prospective Car Buyers | Minivans |
| Car / Sedan | Motorcycles |
| Car Repair / DIY | RVs |
| Classic Cars | Sports Cars |
| Crossovers / SUVs | Trucks |
| Domestic | |

Buyer Selects:

| | |
|-------------------|---------------------------------------|
| Catalog Buyers | Online Buyers |
| Mail Order Buyers | Home Shopping Enthusiasts (HSN / QVC) |

Chocolate Buyers:

| | |
|-----------------------------|----------------------------|
| Boutique Chocolate Buyer | European Chocolate Buyer |
| Candy Bar Lover | Mail Order Chocolate Buyer |
| Chocolate Gift Basket Buyer | Online Chocolate Buyer |
| Chocolate Gift Buyer | |

Coffee Buyers:

| | |
|-------------------------|----------------------|
| Coffee Gift Card Buyers | Online Coffee Buyers |
|-------------------------|----------------------|

Donors / Charities:

| | |
|-------------------------|-----------------------|
| Animal Rights / Welfare | Health / Medical |
| Arts | Homeless |
| Cultural | Political |
| Children's | Spiritual / Religious |
| Environmental | Veterans |

Education:

Education Responders
Current Students: College Students,
Grad Students, Parents of High School Students
Online Education & Continuing Education

Food / Wine Selects:

| | |
|---------------------------|--------------------|
| Casual Dining | Family Dining |
| Cooking | Coffee Lovers |
| Fine Dining | Wine Enthusiasts |
| Gourmet / Specialty Foods | Online Wine Buyers |

"Green" Sector

Natural Product Interest
Environmental Issues Interest

Health / Weight

Weight Loss
Nutrition
Healthy Cooking
Diet Supplements
Vitamins

CONSUMER SELECTS 3

Common Consumer Selects & Qualifiers

Homeowners:

| | |
|--------------------------------------|------------------|
| Homeowner | New Movers |
| Home Improvement / Do It Yourselfers | Pre-Movers |
| Home Market Value | Presence of Pool |
| Property Type | Year Built |
| Number of Properties | |

Medical:

Ailments & Health Conditions [Please inquire about specific health conditions on a case by case basis]
Cosmetic Surgery Interest
Pain Management [Back Pain, Neck Pain, Migraines]

Military:

Active Military
Retired Military
Veteran

Online Buyer Selects:

| | |
|--------------------------------|--------------------------------|
| Apparel Buyer | Jewelry Buyer |
| Book Buyer | Music & Movies Buyer |
| Cosmetics Buyer | Organic Lifestyle & |
| Electronics / Technology Buyer | Natural Product Buyers |
| Fragrance Buyer | Food & Wine Basket Buyers |
| Gift Buyer | Online Wine & Cheese Buyers |
| Gift Card Buyer | Wine & Cheese Gift Card Buyers |
| Home Furnishings Buyer | Wine & Cheese Shop Regulars |

Personal Finance:

Credit Cards
Insurance
Investment Products

Sports:

| | |
|------------------------------|-----------------------|
| Spectator Sports - Live Game | Golf |
| Spectator Sports - TV | Horse Racing |
| Sports Enthusiast | Soccer Fan |
| Baseball Fan | Tennis |
| Basketball Fan | NASCAR |
| Bicycling | Skiing & Snowboarding |
| Hockey Fan | Adventure Sports |
| Football Fan | Hunting & Fishing |
| Fantasy Football | Running |
| | Track |

Travel:

| | |
|----------------------|------------------|
| Avid Travelers | Adventure Travel |
| Family Travel | Outdoor Interest |
| Luxury Travel | Casino Resorts |
| Domestic Travel | Golf Travel |
| International Travel | Spa Travel |
| Air Travel | |