



**Overview of Demographic and Lifestyle Selections Available**

<b>Demographics: +\$5/M</b> <i>(except where noted)</i>	<b>Lifestyles: +\$10/M</b> <i>(except where noted)</i>	
<p>Age Birth Month / Date \$15/M Gender Marital Status HH Income Education Occupation Political Party \$10/M Ethnic Group \$15/M Language Spoken \$15/M Religion \$15/M Veteran \$10/M</p> <p><b>Geography +2/M</b> Zip/SCF/County/State Zip Radius MSA / CBSA County Size Code</p> <p><b>Family</b> Presence of Children # of Children # of Adults Children by Age Children by Gender Generations in HH Senior Adult in HH Single Parent \$10/M</p> <p><b>Property</b> Homeowner/Renter Dwelling Type Length of Residence \$10/M Home Value \$10/M Home Loan Amount \$15/M Home Swimming Pool \$10/M Home Sq. Ft. \$10/M Home Year Built \$10/M Vacation Home \$10/M</p> <p><b>Characteristics</b> Green Living \$10/M Self Employed \$20/M Home Office \$20/M</p>	<p><b>Buyer Activity</b> Avg \$/Order Online/Offline Dollars Spent Online/Offline Last Order Date Online/Offline # of Orders Online/Offline Mail Order/Catalog Buyer Catalog Type Buyer Mail Responder Method of Payment Purchases by Month Retail Purchase Category</p> <p><b>Buyer Product Category</b> Mens/Womens Apparel High End Appliances Arts &amp; Antiques Automotive Books Childrens Club Memberships Collectibles Crafts &amp; Hobbies Discount Merchandise Fishing Food &amp; Beverage Gardening Health &amp; Beauty Home Furnishings Home Office Hunting Jewelry Military Memorabilia Musical Instruments Pets Photography/Video Sports &amp; Leisure Travel Packages &amp; Products Video &amp; DVDs</p> <p><b>Financial</b> Personal Investments Foreign Investments Stocks &amp; Bonds Investments Active Investor \$20/M Property Investor \$20/M Net Worth \$20/M</p> <p><b>Sports Interest</b> NASCAR / Auto Racing Skiing Baseball / Basketball / Football Hockey / Soccer / Tennis Memorabilia</p>	<p><b>Donor</b> Recent Donation Mail Order Donor Animal Welfare Causes Arts &amp; Cultural Causes Childrens Causes Environment/Wildlife Causes Health Causes Political Causes Religious Causes Veterans Causes</p> <p><b>Lifestyle &amp; Hobbies</b> Antiques Apple/Mac Owner/User Arts Automotive Work Aviation Beauty &amp; Cosmetics Boat Owner Camping/Hiking Career Improvement Childrens' Interests Civic Activities/Charities Collectibles Cooking Current Affairs/Politics Equestrian Games – Board/Computer/Video Gardening Grandchildren History/Military/Veteran Home Improvement Avid Music Listener Pets – Cat/Dog Reading Science/Space Tobacco Smoker</p> <p><b>Health Interest</b> Bicycling Dieting/Weight Loss Health/Natural Food Physical/Aerobic Exercise Running/Jogging Exercise Walking for Exercise</p> <p><b>Travel Interest</b> Cruise Vacations Domestic Travel International Travel RV Travel</p>