

Marital Status

Married
 Single /Engaged
 Divorced/ Separated
 Widowed

Education

Completed Graduate School
 Completed College
 Completed High School
 Some Graduate School
 Some College
 Some High School or Less
 Vocational/ Technical School

Income Range

Under \$15,000
 \$15,000-\$19,999
 \$20,000-\$29,999
 \$30,000-\$39,999
 \$40,000-\$49,000
 \$50,000-\$59,999
 \$60,000-\$74,999
 \$75,000-\$99,999
 \$100,000-\$124,999
 \$125,000-\$149,999
 \$150,000 +

Dual Income Families

Presence of Children

Age 0-18
 Inquire about specific age (s)
 Grandchildren
 Empty Nesters

Single Moms

Occupation

Administrative
 Clerical or Service
 Craftsman
 Doctor
 Farm Worker
 Foreman
 Home Office
 Homemaker
 Lawyer
 Management
 Middle Management
 Military
 Operative
 Professional
 Proprietor
 Retired Military
 Retired
 Sales/Service

Buying Behavior

Subscribe To Cable TV
 High Speed Internet Access
 Luxury Car Buyers

Contributors

Charities/Volunteer Activates
 Community/Civic Activates
 Current Affairs/Politics
 Democratic Contributor
 Donate To Charitable Causes
 Environmental Issues
 Our Nation's Heritage
 Republican Contributor
 Support Health Charities
 Wildlife/Environmental Issues

Collectibles

Crafts
 Crocheting
 Cross-Stitching
 Needlework/Knitting
 Sewing
 Scrap-Booking
 Quilting

Outdoor Sports & Recreation

Bicycling
 Bird Watching
 Boating/Sailing
 Bowling
 Camping/Hiking
 Fishing
 Golf
 Horseback Riding
 Hunting/Shooting
 Motorcycling
 NASCAR Enthusiast
 Participate In Team Sports
 Power boating
 Running/Jogging
 Sailing
 Scuba Diving
 Snow Skiing
 Soccer
 Tennis
 Watching Sports on TV
 Water-Skiing/Water Sports

Pets

Household Pets (non specific)
 Own a Cat
 Own a Dog

Healthy Choices**Music Preferences**

Alternative Music
 Classical
 Country
 Easy Listening/Light Sounds
 Gospel
 Jazz
 Latin
 Metal
 Pop/Dance
 R&B
 Rap
 Rock (hard & soft)

Leisure Activates & Hobbies

Automotive Work
 Books
 Collectibles/Memorabilia
 Crafts/Needlecrafts
 Cultural/Art Events
 Fine Arts Antiques
 Gambling
 Photography
 Sweepstakes
 Watching Sports
 Wine

Travel

Cruises
 Foreign Travel
 Recreation Vehicles
 US Travel
 International Travel
 Vacation Packages

Hi-Tech/Entertainment

Audio/Video Equipment
 Cable TV
 Cellular Phone/Pager
 Computer/Electronic Games
 Computer Hardware
 Computer Software
 DVD's
 Internet
 Long-Distance Telephone
 Satellite Dish
 CD's

Home & Family

Home Decorations/Furnishing
 Do It Yourself Projects

Online Activates

Pay Bills
 Shop for Insurance
 Shop for Mortgage/Loans

Service Worker
Student
Teacher
Unskilled
High Paid Blue Collar
Retirees (65+)

Ethnic

African American
Asian American
Hispanics

Religion

Buddhist
Greek Orthodox
Islamic
Lutheran
Protestant
Catholic
Hindu
Jewish
Eastern Orthodox
Shinto

Automotive

Type
Year
Make
Lease
Own

Dieting/Weight Control
Healthy/Low Fat Cooking
Health/Natural Foods
Physical Fitness Exercise
Self Improvement
Vegetarian

Gardening

Flower Gardening
Houseplants
Outdoor Gardening
Vegetable Gardening

Cooking/Dining

Gourmet Cooking
Home Cooking
Pleasure Cooking
Wines

Health

Ailments
Prescriptions

Shop for Vehicles
Surf the Net
Purchase Books or Music
Purchase Clothes
Purchase Hardware/Software
Make Travel Arrangements
Trade Stocks/Bonds
Job Searching

Home

Own Home
Rent Home/Apartment
Live With Parents
Equity Homeowners
Recent Movers

Length of Residence

Under 1 Year
1-5 Years
6 Years and Longer