

DataCard B2C

Demographics

Age
Education
Gender
Ethnicity
Marital Status
Income
Occupation
Children
Credit
Renter, Owner

Interests

Antiques
Auctions
Camping
Cigars
Collectibles
Gardening
Guns
Hiking
Hobbies
Outdoor
Adventure
Hunting
Pets
Photography
Politics
Religion
Travel

Geographic location

Zip
City
State
County

Home
Decoration / Design
Home Improvement
Vacation Homes

Music

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

Arts

Arts & Crafts
Dance
Performing Arts
Models/ Actors
Music
Painting
Sculpting

Income bracket

0-\$25K
\$25K - \$50K
\$50,00 - \$75K
\$75K - \$100K
\$100K - \$150K
\$150K - \$200K
\$200K - \$250K
\$250K+

Health & medical

Alternative Medicine
Contact Lens/ Eyeglass wear
Disabilities
Exercise Equipment
Fitness
Herbal Remedies
Nutritional Supplements
Weight Loss

Vehicles

Airline Travel
Automobiles
Bicycles
Boats
Motorcycles
Planes
Recreation
Vehicles
Trucks

Personal biz

Annuities
Automotive Insurance
Business Services
College Savings
Commodities
Debt Reduction
Entrepreneurs
Financial Planning
Home Based Business
Insurance
Life Insurance
Mortgage Refinancing
Mutual Funds
Office Equipment
Office Supplies
Opportunity Seekers
Personal Finance & Investment
Property & Casualty Insurance
Real Estate Investment
Retirement Planning
Stocks, Bonds & Estate Planning

Consumer goods & interests

Audio/Visual
Books & Information
Cell Phones & Pagers
Clothing (mens, women, children)
Clubs
Cosmetics
Colognes
Computer Hardware & Software
Dining/ Restaurants
Electronics
Foods
Furniture
Internet
Merchandise
Jewelry
Music CD's
Online Buyers
Party Supplies
Recipes
Service Organizations
Singles
Teens
Toddlers

Toys
Entertainment Clubs
Concerts
Events
Online Entertainment
Users

Travel

Family Vacations
Business Travel
Car rentals
Cruises
Discounted Airfares
Guide Tours
International Adventure
Lodging/ Resorts
Outdoor Adventure
Romantic Vacations
Special Needs
Train
Rentals/
Timeshares
Alternative Lifestyles

Personal interests

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

Sports

Baseball
Basketball
Boating or Sailing
Camping or Hiking
Collectible Sports Items
Equipment
Events
Fishing
Fitness
Football
Golf

Hockey
Hunting
Car race
Professional Sports Fan
Snow Skiing
Soccer
Sports (General)
Sports Apparel
Sports Equipment
Sporting Goods
Running
Water Skiing
Weight Lifting
Yoga
Pilates
Women's Sports

Quick quote!