



# CONSUMERVISION

US CONSUMER MARKETING MASTERFILE

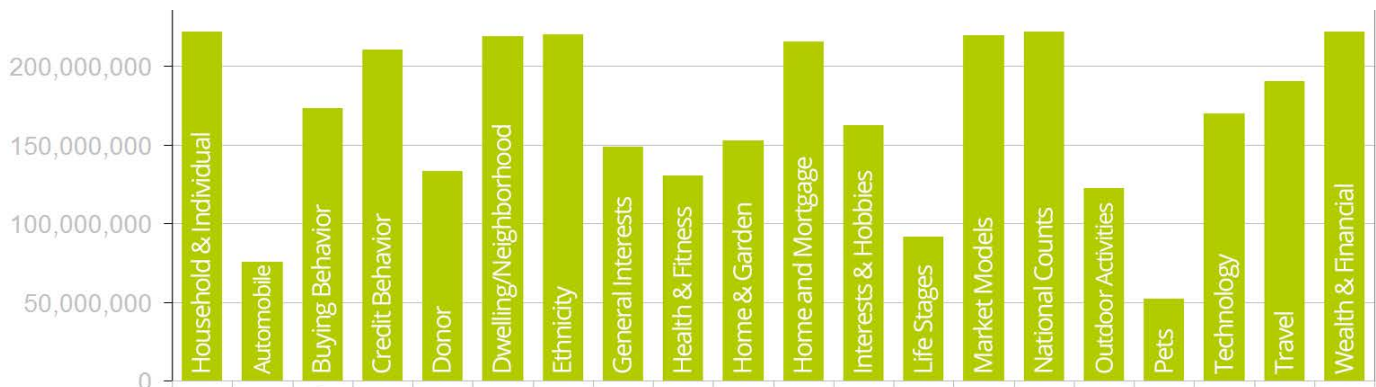
# CONSUMERVISION

## US CONSUMER MARKETING MASTERFILE

Our premier multi-sourced US consumer database contains information on nearly 110 million households and 220 million individuals. ConsumerVision is the most accurate and comprehensive marketing database in the industry.

An amazing 500+ demographic and lifestyle characteristics are available on the file. Elements include estimated income, home value, estimated age, marital status, special interests, mail order buying characteristics... and many more.

Use it for direct mail, email acquisition, data processing, data hygiene, demographic append, telephone append, and many other applications.





# CONSUMERVISION

## US CONSUMER MARKETING MASTERFILE



## DEMOGRAPHICS

LEVEL	CATEGORY	DESCRIPTION	US QUANTITY
1	National	Total US Individuals	222,115,602
1	National	Total US Households	125,701,163
1	Quality Settings	FTC State or Private Do Not Call Phone	161,583,046
1	Quality Settings	Wireless Cellular Phone Available	29,284,406
1	Individual	Estimated Age	183,504,960
1	Individual	Title	141,543,394
1	Individual	Gender	195,474,637
2	Individual	Exact Age	183,502,526
3	Individual	Single Parent	21,680,234
3	Individual	Birth Month	163,099,759
1	Household Characteristics	Estimated Income	206,250,734
1	Household Characteristics	Median Income	222,115,031
1	Household Characteristics	Marital Status	172,512,280
1	Household Characteristics	Household Composition	222,115,602
1	Household Characteristics	Household Type	222,115,602
1	Household Characteristics	Median Years In School	217,837,016
1	Household Characteristics	Oldest Age at Address	213,694,900
2	Household Characteristics	Presence of Children	91,713,251
2	Household Characteristics	Child Gender	130,781,234
2	Household Characteristics	Child Age	130,781,234
2	Household Characteristics	Number Of Children	91,713,000
2	Household Characteristics	Number of Adults	209,602,000
2	Household Characteristics	Education Level	161,355,000
2	Household Characteristics	Occupation Type	93,007,867
3	Household Characteristics	Occupation	145,969,140



# DEMOGRAPHICS

LEVEL	CATEGORY	DESCRIPTION	US QUANTITY
5	Automobile	Automobiles & Trucks	4,659,221
3	Automobile	Automotive Work	75,317,235
5	Automobile	Cars & Auto Racing	2,199,919
3	Automobile	Cars & Automobiles	1,897,271
5	Automobile	General Automotive	10,597,707
5	Automobile	Motorcycles & ATV	1,639,045
3	Automobile	Motorcycling	10,489,093
3	Automobile	Nascar	22,902,381
3	Automobile	RV / Motor Homes	43,833,711
5	Buying Behavior	Accessories & Apparel	1,863,604
5	Buying Behavior	Bargain Hunters	4,616,803
5	Buying Behavior	Beauty Products	19,534,162
5	Buying Behavior	Book Buyers	5,305,572
5	Buying Behavior	Books General	15,856,460
5	Buying Behavior	Business Purchases	5,448,359
5	Buying Behavior	Children's Apparel	657,928
5	Buying Behavior	Continuity Buyer	11,559,752
5	Buying Behavior	Dollars Spent Recently	43,849,204
3	Buying Behavior	Fashion Clothing	79,918,433
3	Buying Behavior	Fine Art	6,285,525
5	Buying Behavior	General Apparel	18,344,038
5	Buying Behavior	General Subscriber	70,459,717
5	Buying Behavior	Home Office Products	3,341,091
5	Buying Behavior	Magazine & Books	35,136,936
5	Buying Behavior	Magazine Subscriber	30,681,868
5	Buying Behavior	Mail Order Buyer Propensity	70,327,099
5	Buying Behavior	Mail Order Buyers	46,673,603
5	Buying Behavior	Mail Order Fashion Propensity	52,832,815
4	Buying Behavior	Mail Order General	172,803,886
4	Buying Behavior	Mail Order Responder - General	173,236,710
5	Buying Behavior	Men's Apparel General	880,766
5	Buying Behavior	Men's Apparel High End	788,636
3	Buying Behavior	Money Making Opportunities	20,124,547
5	Buying Behavior	Most Recent Activity	52,459,295
5	Buying Behavior	Most Recent Purchase	35,473,844
5	Buying Behavior	Multiple Pubs	41,628,181
3	Buying Behavior	Online Auctions	209,244
5	Buying Behavior	Online Catalog Buyer	19,805,206





# DEMOGRAPHICS

LEVEL	CATEGORY	DESCRIPTION	US QUANTITY
5	Buying Behavior	Online Purchasing	15,745,945
5	Buying Behavior	Opportunity Seekers	7,593,058
5	Buying Behavior	Personal Finances	4,141,325
5	Buying Behavior	Personalized Items	433,051
3	Buying Behavior	Shop By Catalog	14,220,754
3	Buying Behavior	Shop By Internet	61,295,286
5	Buying Behavior	Sweepstakes Buyer	9,055,632
5	Buying Behavior	Total Dollars Spent	48,132,830
5	Buying Behavior	Total Number Of Orders	50,331,357
5	Buying Behavior	Total Order Buyer Propensity	72,695,682
3	Buying Behavior	Video & DVD Buyer	9,856,848
5	Buying Behavior	Women's Apparel	9,694,258
5	Buying Behavior	Women's Fashion	17,492,253
4	Credit Behavior	Credit Card - High End	52,189,534
4	Credit Behavior	Credit Card - Miscellaneous	171,037,761
4	Credit Behavior	Credit Card - Upscale Retail	80,325,333
4	Credit Behavior	Credit Card by Type	177,821,213
5	Credit Behavior	Credit Card User Propensity	61,930,179
3	Credit Behavior	Debt Consolidation	5,020,707
5	Credit Behavior	Income Producing Asset	210,272,489
5	Credit Behavior	Revolving Debt	5,332,390
5	Credit Behavior	Using Credit Card	25,307,880
3	Donor	Animal Welfare	19,601,354
3	Donor	Arts Donor	1,965,205
5	Donor	Charitable Donor	12,464,202
3	Donor	Charities General	127,961,146
3	Donor	Child Welfare	21,358,286
3	Donor	Community Donor	129,141,600
3	Donor	Conservative Donor	4,753,889
5	Donor	Contributor / Donor Propensity	48,527,212
3	Donor	Environmental	21,408,389
5	Donor	Gift Giver	12,654,140
3	Donor	Global Charities	2,547,172
3	Donor	Health Charities	43,764,975
3	Donor	Liberal Donor	2,176,805
4	Donor	Mail Order Donor - General	5,014,951
3	Donor	Political Donor	88,388,521
3	Donor	Political Party	133,184,114





# DEMOGRAPHICS

LEVEL	CATEGORY	DESCRIPTION	US QUANTITY
3	Donor	Religious Donor	28,557,120
3	Donor	Veteran Charities	16,225,364
1	Dwelling/Neighborhood	Address Type	76,378,811
1	Dwelling/Neighborhood	Dwelling Type	202,758,959
1	Dwelling/Neighborhood	Estimated Home Value	218,896,963
1	Dwelling/Neighborhood	Homeowner Type	184,414,276
1	Dwelling/Neighborhood	Length Of Residence	203,129,557
1	Dwelling/Neighborhood	Median Home Value	215,800,292
1	Dwelling/Neighborhood	Multiple Surnames Without Apt#	39,547,561
1	Dwelling/Neighborhood	Property Type	207,524,946
1	Dwelling/Neighborhood	Sales Amount	61,022,527
5	Ethnicity	African American	372,363
5	Ethnicity	Asian	67,476
3	Ethnicity	Country Of Origin	25,107,380
1	Ethnicity	Ethnic Code Premium	181,909,712
5	Ethnicity	Hispanic	343,093
3	Ethnicity	Language Preference	220,505,804
1	Ethnicity	Percent Black	6,654,244
1	Ethnicity	Percent Hispanic	5,639,121
3	Ethnicity	Premium Ethnic Code	204,290,468
3	Ethnicity	Religion	213,155,170
5	Ethnicity	Spanish Speaking	1,202,736
3	General Interests	Adult Dating Services	1,138,889
5	General Interests	Adult Interests	315,212
3	General Interests	Apparel & Fashion	1,496,816
5	General Interests	Avid Book Reader Propensity	64,748,916
5	General Interests	Books Devotional / Religious	6,406,717
5	General Interests	Books or Magazines Propensity	72,667,634
3	General Interests	Care for Elderly	1,354,839
3	General Interests	Career Oriented	15,985,276
3	General Interests	Casino Gambling	17,872,717
4	General Interests	Children's Interests	77,531,888
3	General Interests	College & Higher Ed	3,142,092
5	General Interests	Current Events	5,232,875
5	General Interests	Gambling & Casinos	1,908,195
5	General Interests	Gay & Lesbian Interests	106,191
3	General Interests	Grandchildren	23,719,812
5	General Interests	Holiday Activities Propensity	9,516,867





# DEMOGRAPHICS

LEVEL	CATEGORY	DESCRIPTION	US QUANTITY
3	General Interests	Membership Clubs	4,754,172
3	General Interests	Military Veteran	19,136,426
4	General Interests	Movies & Music	111,274,651
3	General Interests	Online Education	26,399,044
3	General Interests	Opportunity Seeker	3,858,640
4	General Interests	Parenting Interests	90,755,081
5	General Interests	Politically Conservative	1,291,072
5	General Interests	Politically Liberal	836,567
3	General Interests	Reading	148,579,174
3	General Interests	Religious Reading	32,950,223
4	General Interests	Smoking / Tobacco	8,594,842
4	General Interests	SOHO Indicator	27,414,306
3	General Interests	Surveys & Sweepstakes	4,498,839
3	General Interests	Sweepstakes	63,963,064
5	General Interests	Sweepstakes Propensity	44,700,368
5	General Interests	Tobacco Products	1,192,309
3	General Interests	Video Games	8,081,480
3	General Interests	Video Recording	21,066,803
5	General Interests	Wildlife & Environment	4,278,619
5	Health & Fitness	Active Families	30,961,670
5	Health & Fitness	Adult Health	27,962,153
3	Health & Fitness	Athletic Interests	12,282,209
5	Health & Fitness	Baseball Products	3,833,727
5	Health & Fitness	Basketball Products	3,415,886
5	Health & Fitness	Beauty & Fashion	31,905,962
5	Health & Fitness	Biking Products	675,411
5	Health & Fitness	Children Health	21,432,395
3	Health & Fitness	Exercise Fitness	130,507,118
5	Health & Fitness	Fitness & Exercise	17,494,698
5	Health & Fitness	Fitness & Exercise Products	7,876,145
3	Health & Fitness	Fitness Interests	17,494,698
4	Health & Fitness	Fitness Lifestyle	130,507,118
5	Health & Fitness	Fitness Propensity	62,756,686
5	Health & Fitness	Football Products	4,797,345
3	Health & Fitness	Golf	50,666,278
5	Health & Fitness	Golf Products	3,601,433
5	Health & Fitness	Golfing Propensity	24,811,705
5	Health & Fitness	Health & Diet Products	7,619,194





# DEMOGRAPHICS

LEVEL	CATEGORY	DESCRIPTION	US QUANTITY
3	Health & Fitness	Health & Fitness	4,250,257
5	Health & Fitness	Health & Fitness Propensity	63,214,400
5	Health & Fitness	Health Ailments	25,631,162
5	Health & Fitness	Health Foods	21,074,496
5	Health & Fitness	Healthy Cooking Propensity	46,124,344
5	Health & Fitness	Hockey Products	1,382,505
3	Health & Fitness	Improving Health	59,199,127
5	Health & Fitness	Medical - Allergies	3,513,106
5	Health & Fitness	Medical - Arthritis	1,520,498
5	Health & Fitness	Medical - Diabetic	13,863,761
5	Health & Fitness	Medical - Disabled	614,672
5	Health & Fitness	Medical - Orthopedic	4,834,032
5	Health & Fitness	Medical - Senior Needs	1,354,839
3	Health & Fitness	Natural Foods	37,297,198
5	Health & Fitness	Nutrition or Diet	22,417,886
3	Health & Fitness	Running / Jogging	14,246,604
5	Health & Fitness	Running Products	2,901,537
3	Health & Fitness	Self Improvement	27,298,494
3	Health & Fitness	Skateboarding	5,812
5	Health & Fitness	Ski & Snowboarding Products	1,250,428
3	Health & Fitness	Snow Boarding	5,560
3	Health & Fitness	Snow Skiing	11,468,268
5	Health & Fitness	Soccer Products	107,635
3	Health & Fitness	Sport Participant	53,782,083
5	Health & Fitness	Sports & Recreational Products	7,846,675
5	Health & Fitness	Sports General Products	12,280,897
4	Health & Fitness	Sports Lifestyle	125,821,334
5	Health & Fitness	Sports Propensity	39,057,427
5	Health & Fitness	Swimming Products	367,206
3	Health & Fitness	Tennis	6,450,291
5	Health & Fitness	Tennis Products	385,766
3	Health & Fitness	Walk for Health	43,108,685
3	Health & Fitness	Weight Control	55,427,007
3	Health & Fitness	Weight Loss	1,515,686
5	Home & Garden	Decorating	51,852,145
5	Home & Garden	Decorating & Design Propensity	60,427,273
3	Home & Garden	Do It Yourself Interests	12,267,863
5	Home & Garden	Do It Yourself Products	6,692,063



# DEMOGRAPHICS

LEVEL	CATEGORY	DESCRIPTION	US QUANTITY
5	Home & Garden	Do It Yourself Propensity	30,172,070
5	Home & Garden	Garden & Landscaping Propensity	54,096,053
5	Home & Garden	Gardening	44,302,149
5	Home & Garden	Gardening & Flowers	19,133,737
4	Home & Garden	Green Living	61,928,071
3	Home & Garden	Home Decorating	141,416,813
5	Home & Garden	Home Decorating	23,179,993
3	Home & Garden	Home Improvement	141,416,813
5	Home & Garden	Home Improvement	6,268,744
3	Home & Garden	Home Improvement	2,252,149
4	Home & Garden	Home Improvement	152,531,963
5	Home & Garden	Home Living Products	35,728,472
3	Home & Garden	Plants & Gardening	10,366,887
3	Home & Garden	Workshop Tools	35,556,307
<b>3 Home and Mortgage * MORTGAGEBASE</b>			
3	Home and Mortgage *	Construction Loan	804,128
3	Home and Mortgage *	Estimated Home Equity	37,452,655
3	Home and Mortgage *	Estimated Loan Balance	50,613,346
3	Home and Mortgage *	Estimated Loan Payment	50,612,085
3	Home and Mortgage *	Fireplace Present	38,060,284
3	Home and Mortgage *	First Mortgage Only	22,930,277
3	Home and Mortgage *	Fixed Interest Rate	59,181,557
3	Home and Mortgage *	Home Assessed Value	137,087,363
3	Home and Mortgage *	Home Base Sq Ft	122,442,250
3	Home and Mortgage *	Home Baths	83,423,159
3	Home and Mortgage *	Home Bedrooms	68,132,487
3	Home and Mortgage *	Home Equity Credit Line Amount	17,391,781
3	Home and Mortgage *	Home Equity Line of Credit	17,399,776
3	Home and Mortgage *	Home Equity Loan	34,412,378
3	Home and Mortgage *	Home Equity Loan Amount	33,742,292
3	Home and Mortgage *	Home Improvement Value	75,213,525
3	Home and Mortgage *	Home Land Value	71,788,473
3	Home and Mortgage *	Home Purchase Month	77,490,865
3	Home and Mortgage *	Home Rooms	46,926,121
3	Home and Mortgage *	Home Stories	81,172,197
3	Home and Mortgage *	Interest Rate	49,107,309
3	Home and Mortgage *	Land Sq Ft	115,147,018

\* Home and Mortgage available separately on MortgageBase







# DEMOGRAPHICS

LEVEL	CATEGORY	DESCRIPTION	US QUANTITY
3	Home and Mortgage *	Lender Name Present	58,943,812
3	Home and Mortgage *	Lender Type	61,460,062
3	Home and Mortgage *	Loan Amount	58,970,478
3	Home and Mortgage *	Loan to Value	76,991,717
3	Home and Mortgage *	Loan Type	111,270,186
3	Home and Mortgage *	Newly Built Home	294,507
3	Home and Mortgage *	Political Party : Democrat	66,106,078
3	Home and Mortgage *	Political Party : Independent	639,385
3	Home and Mortgage *	Political Party : Republican	34,132,073
3	Home and Mortgage *	Political Party : Voter - No Party	32,306,578
3	Home and Mortgage *	Refinance	42,847,790
3	Home and Mortgage *	Swimming Pool	22,370,946
3	Home and Mortgage *	Variable Interest Rate	21,451,103
3	Home and Mortgage *	Year Home Built	167,311,977
5	Interests & Hobbies	American History Products	1,609,083
3	Interests & Hobbies	Antique Collector	41,349,062
5	Interests & Hobbies	Aviation Interest	253,464
3	Interests & Hobbies	Big Band/ Swing	400,341
5	Interests & Hobbies	Books Fiction	3,214,328
5	Interests & Hobbies	Books History	2,158,028
5	Interests & Hobbies	Books Humor & Comics	919,193
5	Interests & Hobbies	Books Inspirational	2,198,930
5	Interests & Hobbies	Books Non-Fiction	269,657
5	Interests & Hobbies	Books Science Fiction	321,701
3	Interests & Hobbies	Christian Music	681,374
3	Interests & Hobbies	Classical Music	40,169
3	Interests & Hobbies	Coin Collector	24,256,396
4	Interests & Hobbies	Collectables	98,459,925
3	Interests & Hobbies	Collectibles	75,865,135
5	Interests & Hobbies	Collectibles	7,125,050
5	Interests & Hobbies	Collectibles Propensity	45,986,106
5	Interests & Hobbies	Cooking	54,580,586
3	Interests & Hobbies	Cooking At Home	108,928,748
4	Interests & Hobbies	Cooking Lifestyle	135,032,386
5	Interests & Hobbies	Cooking Products	27,596,913
3	Interests & Hobbies	Country Music	858,348
3	Interests & Hobbies	Crafts	107,358,878
5	Interests & Hobbies	Crafts	15,297,127

\* Home and Mortgage available separately on MortgageBase





# DEMOGRAPHICS

LEVEL	CATEGORY	DESCRIPTION	US QUANTITY
5	Interests & Hobbies	Crafts - Crochet	35,593
5	Interests & Hobbies	Crafts - General	17,810,601
5	Interests & Hobbies	Crafts - Knitting	2,109,797
5	Interests & Hobbies	Crafts - Needlepoint	45,926
5	Interests & Hobbies	Crafts - Quilting	1,350,810
5	Interests & Hobbies	Crafts - Sewing	1,237,569
5	Interests & Hobbies	Crafts Propensity	48,929,478
3	Interests & Hobbies	Cultural Events	1,926,672
3	Interests & Hobbies	Cultural Interests	4,563,983
5	Interests & Hobbies	Culture / Arts	4,563,983
3	Interests & Hobbies	Domestic Interests	17,810,601
5	Interests & Hobbies	Empty Nesters	36,879,046
5	Interests & Hobbies	Games / Video Games	2,953,486
3	Interests & Hobbies	Good Life Interests	21,724,912
3	Interests & Hobbies	Gourmet Cooking	103,175,319
5	Interests & Hobbies	Gourmet Cooking Propensity	59,589,674
5	Interests & Hobbies	Gourmet Fine Foods	51,145,102
5	Interests & Hobbies	Gourmet Foods & Cooking	11,433,525
5	Interests & Hobbies	Hobbies	6,999,479
3	Interests & Hobbies	Jazz Music	18,647
3	Interests & Hobbies	Military	1,256,855
5	Interests & Hobbies	Music & Videos Propensity	47,180,760
5	Interests & Hobbies	Music Interests	9,783,953
3	Interests & Hobbies	Needlework & KNIT	75,317,235
5	Interests & Hobbies	Needlework Propensity	8,583,615
3	Interests & Hobbies	New Age Music	44,558
3	Interests & Hobbies	Photography	2,105,433
5	Interests & Hobbies	Photography	2,710,770
5	Interests & Hobbies	Products for Children	1,708,896
5	Interests & Hobbies	Products for College	19,068
5	Interests & Hobbies	Products for Family	19,101,381
5	Interests & Hobbies	Products for Seniors	2,738,118
5	Interests & Hobbies	Products for Teens	268,501
5	Interests & Hobbies	Products for Women	18,860,397
5	Interests & Hobbies	Products Grandparents	2,730,696
3	Interests & Hobbies	Quilting	805,045
5	Interests & Hobbies	Quilting Propensity	4,814,658
3	Interests & Hobbies	R&B Music	38,200





# DEMOGRAPHICS

LEVEL	CATEGORY	DESCRIPTION	US QUANTITY
4	Interests & Hobbies	Reading	162,273,031
3	Interests & Hobbies	Rock Music	101,474
5	Interests & Hobbies	Science	2,672,589
3	Interests & Hobbies	Science Fiction	9,723,771
3	Interests & Hobbies	Sewing	1,926,643
5	Interests & Hobbies	Sewing & Knitting	1,881,653
5	Interests & Hobbies	Sewing Propensity	2,409,954
3	Interests & Hobbies	Soft Rock/ Pop	480,398
5	Interests & Hobbies	Stationery Products	58,409
5	Interests & Hobbies	TV / Movies / Video	5,167,906
3	Interests & Hobbies	Watch Sports	21,152,044
3	Interests & Hobbies	Wines	25,368,218
5	Interests & Hobbies	Woodworking	3,416,631
5	Interests & Hobbies	Woodworking Propensity	21,130,850
5	Life Stages	Child Near High Sch Graduation	6,743,095
5	Life Stages	College Graduate	34,745,955
5	Life Stages	Empty Nester	50,419,686
5	Life Stages	Expectant Parent	38,221
5	Life Stages	New Parent	4,717,637
5	Life Stages	Vehicle - Intend To Purchase	32,285,257
5	Life Stages	Working Woman	91,801,550
3	Market Models	Nielsen County Code	219,402,514
3	Market Models	Peer Group	217,837,016
3	Outdoor Activities	Boat Owner	15,330,955
3	Outdoor Activities	Boating & Sailing	32,550,540
5	Outdoor Activities	Boating & Sailing Products	2,047,833
3	Outdoor Activities	Camping & Hiking	41,510,163
5	Outdoor Activities	Camping & Hiking Products	3,379,594
3	Outdoor Activities	Fishing	43,685,554
5	Outdoor Activities	Fishing Products	3,819,566
3	Outdoor Activities	Gardening	122,301,253
3	Outdoor Activities	Gardening Veggies	965,642
3	Outdoor Activities	Hunting	61,251,592
5	Outdoor Activities	Hunting or Fishing Products	1,192,055
5	Outdoor Activities	Hunting Products	2,563,638
3	Outdoor Activities	Outdoors Interests	8,685,335
4	Outdoor Activities	Outdoors Lifestyle	113,410,039
5	Outdoor Activities	Outdoors Propensity	46,971,271





# DEMOGRAPHICS

LEVEL	CATEGORY	DESCRIPTION	US QUANTITY
5	Outdoor Activities	Rural Farming	4,022,368
5	Pets & Animal Interests	Birds & Pet Products	1,753,674
5	Pets & Animal Interests	Cats & Cat Products	3,217,724
5	Pets & Animal Interests	Cats Propensity	20,288,155
5	Pets & Animal Interests	Dogs & Dog Products	4,565,119
5	Pets & Animal Interests	Dogs Propensity	28,845,496
3	Pets & Animal Interests	Horseback Riding	3,888,574
5	Pets & Animal Interests	Horses & Related Products	196,946
3	Pets & Animal Interests	Own A Cat	34,938,540
3	Pets & Animal Interests	Own A Dog	52,225,993
5	Pets & Animal Interests	Pets & Pet Products General	8,295,440
3	Technology	Cable Internet Svc	1,424,824
3	Technology	Cable TV Viewing	22,784,764
5	Technology	Computer Products	26,515,823
3	Technology	Computer Products	4,216,226
5	Technology	Computer Products	9,317,919
3	Technology	Computer Savvy	150,680,085
5	Technology	Computers Propensity	70,332,584
5	Technology	Electronic Products	3,126,086
3	Technology	Electronics	125,683,442
3	Technology	Email Address Domain	86,054,000
5	Technology	High Tech Products	2,458,999
5	Technology	Home Electronics Propensity	67,206,795
3	Technology	Internet Expert	61,094,661
5	Technology	Internet Products	28,014,412
5	Technology	Internet Service Providers	20,427,735
3	Technology	iPod / Mp3 Owner	55,991,403
3	Technology	New Technology	11,338,348
5	Technology	Propensity Tech Electronics Propensity	65,301,881
3	Technology	Recorded Music	12,157,482
4	Technology	Technology	169,649,558
3	Technology	Technology Interests	13,070,520
3	Technology	Telephone Services	3,051,820
3	Technology	Internet User	92,281,943
3	Travel	Business Travel	15,970,297
3	Travel	Cruise Ship Travel	32,226,517
5	Travel	Cruise Vacations	4,662,012
3	Travel	Foreign Travel	190,761,914





# DEMOGRAPHICS

LEVEL	CATEGORY	DESCRIPTION	US QUANTITY
5	Travel	Ocean Beaches Vacations	859,286
5	Travel	Travel	10,038,332
3	Travel	Travel	1,268,061
4	Travel	Travel	125,122,460
5	Travel	Travel - General	15,248,411
5	Travel	Travel - Recreational Vehicle	3,212,239
3	Travel	Travel In USA	67,584,565
5	Travel	Travel In USA	7,523,181
5	Travel	Travel Propensity	50,577,099
3	Travel	Vacation Home	70,074,860
3	Wealth & Financial	Blue Chip Interests	7,970,965
5	Wealth & Financial	Finance	47,415,586
3	Wealth & Financial	Insurance	2,776,386
4	Wealth & Financial	Investing	104,373,907
3	Wealth & Financial	Investments	84,587,493
3	Wealth & Financial	Investor	5,396,222
5	Wealth & Financial	Investors Propensity	47,421,105
1	Wealth & Financial	Net Worth Indicator	222,115,602
3	Wealth & Financial	Own Real Estate	27,656,887
3	Wealth & Financial	Stocks & Bonds	35,556,633

