



EXAMPLE DEMOGRAPHICS: WE ARE READY TO TARGET

Adult

Age

Gender

Female

Male

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

Marital Status

Married

Single

Divorced/ Separated

Widowed

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

EXAMPLE DEMOGRAPHICS CONTINUED...

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

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

Ethnic
African American
Asian American
Hispanics

Cooking/Dining
Gourmet Cooking
Home Cooking
Pleasure Cooking
Wines

Gardening
Flower Gardening
Houseplants
Outdoor Gardening
Vegetable Gardening

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

AND MORE...

EXAMPLE DEMOGRAPHICS CONTINUED...

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

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

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