



Natimark

www.natimark.com

Category	Field	Select	Count
Top 12 Selects			
	Age Range of HH	Ages 18 - 24 Years	6,801,361
		Ages 25 - 34 Years	23,339,204
		Ages 35 - 44 Years	31,414,141
		Ages 45 - 54 Years	37,276,218
		Ages 55 - 64 Years	30,765,604
		Ages 65 - 74 Years	18,514,008
		Ages 75+ Years	16,119,360
	Estimated HH Income	< \$10,000	5,914,923
		\$10,000 - \$14,999	5,488,637
		\$15,000 - \$19,999	6,324,217
		\$20,000 - \$24,999	3,776,029
		\$25,000 - \$29,999	7,594,552
		\$30,000 - \$34,999	8,135,002
		\$35,000 - \$39,999	6,610,694
		\$40,000 - \$44,999	9,506,238
		\$45,000 - \$49,999	7,138,594
		\$50,000 - \$54,999	10,381,830
		\$55,000 - \$59,999	6,747,984
		\$60,000 - \$64,999	9,281,503
		\$65,000 - \$74,999	13,137,508
		\$75,000 - \$99,999	26,800,508
		\$100,000 - \$149,999	18,701,178
		\$150,000 - \$174,999	4,035,853
		\$175,000 - \$199,999	1,941,441
\$200,000 - \$249,999	3,617,220		
>= \$250,000	4,989,414		
	Home Market Value Range	< \$25,000	8,463,379
		\$25,000 - \$49,999	7,828,307
		\$50,000 - \$74,999	13,704,842
		\$75,000 - \$99,999	16,764,959
		\$100,000 - \$124,999	13,935,061
		\$125,000 - \$149,999	12,919,858
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		\$400,000 - \$499,999	8,375,728
		\$500,000 - \$749,999	9,483,711
		\$750,000 - \$999,999	3,007,969

	\$1,000,000+	2,321,017
Home Owner / Renter	Home Owner	141,946,142
	Renter	8,122,928
Marital Status in HH	Inferred Married	10,400,114
	Inferred Single	3,870,167
	Married	100,405,523
Gender Code	Single	42,643,739
	Female	73,194,780
	Male	68,366,148
Presence of Kids in HH	Unknown	32,018,255
	No Kids in HH	229,131
	Kids in HH	105,946,497
Telephone Present Flag	No Phone Available	74,052,198
	Restricted Phone	65,087,315
	Unpublished Phone	9,008,243
	Available Phone	23,535,291
Length of Residence	< 1 Year	14,975,597
	1 - 2 Years	26,113,528
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	11 - 14 Years	21,107,130
	15+ Years	46,030,440
Dwelling Type	Multiple Family Dwelling Unit	17,840,626
	Single Family Dwelling Unit	152,514,066
Education	Completed High School	52,324,725
	Completed College	38,518,412
	Completed Graduate School	13,935,605
	Attended Vocational/Tech	666,870
Net Worth	< \$1	3,709,198
	\$1 - \$4,999	6,848,439
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	>= \$500,000	10,074,400

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Demographics			
	Home Owner Source Flag	Highly Likely Home Owner	40,417,740
		Probable Home Owner	12,357,279
		Verified Home Owner	89,004,811
	Adults in HH Range	1 Adult in HH	35,215,315
		2 Adults in HH	64,603,139
		3 Adults in HH	32,555,548
		4+ Adults in HH	38,807,939
	Kids in HH Range	No Children in HH	229,131
		1 Child in HH	67,720,930
		2 Children in HH	17,474,560
		3 Children in HH	6,790,574
	HH Size Range	4+ Children in HH	5,052,969
		1 Person in HH	27,445,953
		2 People in HH	43,686,207
		3 People in HH	39,682,202
		4 People in HH	28,841,806
		5 People in HH	16,975,874
	HH Characteristics	6+ People in HH	14,563,487
		Senior Adult in HH	47,372,526
		Single Parent	7,587,292
		Veteran in HH	11,601,026
		Young Adult in HH	24,828,820
		African Amer Professional in HH	2,120,557
		Working Woman in HH	80,953,637
		SOHO Indicator	33,165,800
New this Build	12,461,709		

Category	Field	Select	Count
Credit / Credit Card			
	Active Credit Lines Range	1 Line of Credit	44,426,050
		2 Lines of Credit	19,343,003
		3 Lines of Credit	13,017,908
		4 Lines of Credit	9,239,910
		5 Lines of Credit	5,636,780
		6+ Lines of Credit	6,671,362
	Credit Rating	800+	19,949,457
		750 - 799	50,312,357
		700 - 749	29,674,897
		650 - 699	27,090,966
		600 - 649	17,255,942
		550 - 599	8,290,601
		500 - 549	8,347,719
		< 500	1,213,910
	Credit Card	AMEX Gold/Premium	3,727,719
		AMEX Regular	16,746,313
		Discover Gold/Premium	6,222,368
		Discover Regular	13,725,489
		Mastercard Gold/Premium	21,373,144
		Mastercard Regular	37,492,861
		Visa Gold/Premium	21,373,144
		Visa Regular	53,315,466
		Gas/Retail Card Holder	117,293,799
		Gas/Retail Gold/Premium	13,039,860
		Gas/Retail Regular	2,841,089
		Premium Card Holder	40,931,239
		T & E Card Holder	16,382,569
		Upscale Retail Card Holder	67,523,741
		New Card Issued within 12 months	22,400,580
		Bank Card - Presence in HH	75,727,467
		Bank Card Holder	138,396,848
		Credit Card Holder - Unknown Type	134,610,287
		Credit Card User	148,234,860

Category	Field	Select	Count
Ethnicity			
	Ethnic Group	Southeast Asian	1,098,879
		Central & Southwest Asian	240,643
		Eastern European	5,534,968
		African American	8,640,870
		Middle Eastern	1,149,094
		Jewish	4,673,155
		Mediterranean	7,667,629
		Native American	199,192
		Far Eastern	3,946,407
		Polynesian	521,435
		Scandinavian	3,897,169
		Western European	108,400,828
		Hispanic	15,922,482
	Assimilation Codes	Assimilated - English Speaking	8,190,353
		Bilingual - English Primary	6,791,372
		Bilingual - Native Language Primary	2,851,995
		Unassimilated - Native Language	4,352,203
	Hispanic Country of Origin	Cuba	593,443
		Dominican Republic	96,912
		El Salvador	104,459
		Colombia	51,717
		Mexico	8,490,785
		Puerto Rico	1,635,088
		Brazil	59,322
	Language	Arabic	242,093
		Chinese	623,546
		English	149,013,719
		German	165,838
		Hebrew	132,669
		Hindi	388,951
		Italian	418,575
		Japanese	173,223
		Korean	337,557
		Polish	184,278
		Portuguese	387,442
		Russian	122,753
		Spanish	8,467,947
		Vietnamese	497,018
	Religion	Buddhist	2,713,054
		Catholic	45,263,342
		Greek Orthodox	524,960
		Hindu	971,209
		Islamic	1,429,131
		Jewish	4,673,155
		Mormon	796,291

Eastern Orthodox	1,602,325
Protestant	102,803,665
Shinto	654,256

Category	Field	Select	Count
Property			
	Air Conditioning Type	Central	27,497,878
		Central & Unit	220,930
		Dual Unit	328,522
		Evaporative	598,563
		Heat Pump	78,570
		Refrigeration	1,740,050
		Package	314,886
		Separate System	428,398
		Split System	2,273,326
		Wall Unit	170,978
		Window Unit	240,789
		Wall/Window Unit	106,920
	Fuel Type	Electric	3,870,188
		Gas	11,967,707
		Gas Public/Piped	3,066,877
		Oil	1,518,316
	Presence of Pool	No	906,682
		Yes	6,118,225
	Sewer Type	Commercial	1,652,505
		Private	2,856,369
		Public	12,087,955
		Septic	2,688,104
	Water Type	Commercial	2,120,684
		Private	1,748,908
		Public	13,417,485
		Well	1,693,236

Category	Field	Select	Count
Mortgage			
	Mortgage Interest Rate Type	Adjustable	10,668,746
		Balloon	19,465
		Fixed	16,093,229
	Mortgage Loan Type Code	Conventional	50,695,479
		FHA	3,487,868
		Private Party Lender	664,278
		Small Business Administration	39,429
		VA	797,490
	Mortgage Amt Range	< \$25,000	2,174,294
		\$25,000 - \$49,999	3,356,477
		\$50,000 - \$74,999	3,804,891
		\$75,000 - \$99,999	3,126,258
		\$100,000 - \$124,999	3,612,188
		\$125,000 - \$149,999	2,603,004
		\$150,000 - \$199,999	4,086,887
		\$200,000 - \$249,999	2,702,714
		\$250,000 - \$299,999	1,825,408
		\$300,000 - \$399,999	1,931,980
		\$400,000 - \$499,999	901,834
		\$500,000 - \$749,999	655,243
		\$750,000 - \$999,999	130,744
		\$1,000,000+	92,896
			Mortgage Loan-to-Value Range
25 - 49%	4,491,123		
50 - 74%	6,299,785		
75 - 99%	8,288,746		
100 - 124%	5,404,062		
>= 125%	2,498,101		

Category	Field	Select	Count
Interests			
Collectibles	Antiques		29,483,580
	Arts		5,687,549
	Avid		14,614,403
	Coins		14,925,359
	Military Memorabilia/Weaponry		613,403
	Sports Memorabilia		10,627,407
	Stamps		4,890,580
Hobbies	Auto Work		52,515,396
	Aviation		1,966,274
	Crafts		75,309,318
	Games - Board Games / Puzzles		1,149,410
	Gardening		93,569,669
	Home Improvement		44,759,497
	Home Improvement - DIY		5,639,321
	Photography		20,732,238
	Sewing / Knitting / Needlework		21,513,001
	Sweepstakes / Contests		41,476,727
	Woodworking		15,022,806
Travel	Gaming - Casino		8,036,987
	Cruise Vacations		26,948,350
	Domestic		46,868,185
	General		11,122,742
	International		8,500,886
Sports	Boating/Sailing		13,546,471
	Camping / Hiking		21,934,177
	Fishing		25,970,983
	Golf		35,298,312
	Hunting / Shooting		46,901,587
	Motorcycling		7,783,787
	NASCAR		17,477,729
	Scuba Diving		944,628
	Snow Skiing		4,681,150
	Spectator Sports - Auto Racing		14,139,763
	Spectator Sports - Baseball		22,197,291
	Spectator Sports - Basketball		20,173,794
	Spectator Sports - Football		29,004,787
	Spectator Sports - Hockey		7,786,454
	Spectator Sports - Soccer		304,272
	Spectator Sports - TV Sports		16,589,510
Tennis		1,799,474	
Fitness	Aerobic		3,315,039
	Dieting / Weight Loss		44,318,877
	Health/Medical		43,709,016
	Running/Jogging		4,150,736
	Self Improvement		12,409,640

	Walking	23,522,652
Other	Arts	30,236,282
	Career	36,436,149
	Career Improvement	1,303,909
	Children's Interests	58,790,745
	Christian Families	18,761,375
	Cooking - General	72,294,576
	Cooking - Gourmet	72,144,366
	Cooking - Natural Foods	23,006,640
	Cooking - Wines	8,940,358
	Equestrian	3,265,057
	Grandchildren	9,229,692
	Parenting	4,045,863
	Pets - Cat Owner	22,322,802
	Pets - Dog Owner	34,441,210
	Pets - Other Pet Owner	32,095,722
	Smoking / Tobacco	7,322,660

Category	Field	Select	Count
Behaviors			
	Lifestyles	Broader Living	39,716,249
		Common Living	18,502,486
		Cultural/Artistic Living	1,752,815
		DIY Living	8,306,033
		Highbrow	19,556,621
		High-Tech Living	36,033,389
		Home Living	35,548,595
		Professional Living	4,172,942
		Sporty Living	10,103,521
		Upscale Living	17,400,417
	Buying Habits	Mail Order Buyer	137,964,611
		Mail Order Responder	138,064,952
		Online Purchasing Indicator	42,293,694
		Apparel - Kids'	5,379,746
		Apparel - Men's	20,032,349
		Apparel - Men's - Big & Tall	3,741,934
		Apparel - Women's	57,276,897
		Apparel - Women's - Petite	2,742,164
		Apparel - Women's - Plus Sizes	17,967,823
		Apparel - Young Men's	55,219
		Apparel - Young Women's	3,691,070
		Arts & Antiques - Antiques	18,742
		Arts & Antiques - Art	24,569,496
		Auto Parts & Accessories	20,987,065
		Beauty/Cosmetics	43,889,945
		Books & Magazines - Magazines	11,096,390
		Books & Music - Books	15,229,723
		Books & Music - Books - Audio	417,242
		Collectibles	16,442,670
		Crafts	12,314,811
		Gardening	33,581,593
		Health & Beauty	37,829,203
		Home & Garden	27,144,070
		Home Furnishings / Decorating	111,544,363
		Hunting	2,457,204
		Jewelry	12,160,144
		Kids' - Baby Care	2,496,024
		Kids' - Genl	34,255,788
		Kids' - Learning & Activity Toys	4,179,427
		Luggage	4,218,378
		Membership Clubs	8,209,831
		Pets	14,099,584
		Photography & Video Equipment	848,406
		Religious / Inspirational	24,548,028
		Sports & Leisure	30,654,132

	Value-Priced General Merchandise	24,099,118
Reading Habits	Audio Books	425,517
	Avid Reader	105,353,306
	Current Affairs / Politics	29,233,191
	History / Military	6,844,195
	Magazines	115,940,430
	Religious / Inspirational	15,977,367
	Science / Space	4,062,415
	Science Fiction	7,596,653
Financial Behaviors	Active Investor	5,832,560
	Foreign Investing	3,929,811
	Money Seekers	12,025,303
	Personal Investing	68,714,315
	Real Estate Investing	11,223,837
	Stocks / Bonds Investing	18,086,214
	Subscribe to Financial Newsletter	12,983,189
Entertainment Behaviors	Computers	112,984,834
	Consumer Electronics	104,156,718
	DVDs/Videos	4,900,011
	Education Online	12,516,702
	Games - Computer Games	1,952,186
	Games - Video Games	2,694,201
	Gaming	2,678,320
	High End Appliances	232,398
	Movie Collector	19,748,431
	Music - Avid Listener	40,015,165
	Music - Home Stereo	1,158,689
	Music Collector	6,959,391
	Music Player	29,206,368
	Musical Instruments	3,677,489
	Theater / Performing Arts	17,652,233
	TV - Satellite Dish	8,234,988
	TV/Video/Movie Watcher	447,651
Donation Behaviors	Donates to Animal Welfare	12,315,320
	Donates to Arts / Cultural	1,230,824
	Donates to Children's	15,570,056
	Donates to Community / Charities	55,292,264
	Donates to Environment / Wildlife	16,170,242
	Donates to Health	32,197,152
	Donates to Other	12,176,786
	Donates to Political	74,301,793
	Donates to Political - Conservative	3,577,695
	Donates to Political - Liberal	1,751,645
	Donates to Religious	20,635,587
	Donates to Veteran's	11,766,312
	Mail Order Donor	6,010,697

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Geography			
	State	Alaska	335,500
		Alabama	2,778,899
		Arkansas	1,622,054
		Arizona	3,061,468
		California	17,978,087
		Colorado	2,865,456
		Connecticut	2,196,378
		District of Columbia	258,775
		Delaware	612,395
		Florida	10,831,407
		Georgia	5,138,573
		Hawaii	565,974
		Iowa	1,883,261
		Idaho	822,064
		Illinois	7,143,511
		Indiana	3,719,984
		Kansas	1,582,410
		Kentucky	2,449,647
		Louisiana	2,528,177
		Massachusetts	3,966,633
		Maryland	3,415,193
		Maine	813,939
		Michigan	6,329,746
		Minnesota	3,233,312
		Missouri	3,610,887
		Mississippi	1,560,189
		Montana	569,776
		North Carolina	5,517,036
		North Dakota	383,958
		Nebraska	1,023,181
		New Hampshire	808,614
		New Jersey	5,056,161
		New Mexico	952,585
		Nevada	1,320,367
		New York	11,817,016
		Ohio	7,365,338
		Oklahoma	2,033,427
		Oregon	2,208,755
		Pennsylvania	7,815,335
		Rhode Island	631,416
		South Carolina	2,669,657
		South Dakota	461,354
		Tennessee	3,850,082
		Texas	12,665,349
		Utah	1,421,036

Virginia	4,642,100
Vermont	377,015
Washington	3,691,106
Wisconsin	3,630,006
West Virginia	1,058,547
Wyoming	303,609

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Top 12 Selects			
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	Working Woman in HH	80,953,637
	SOHO Indicator	33,165,800
New this Build	12,461,709	

Credit / Credit Card

Active Credit Lines Range	1 Line of Credit	44,426,050
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	6+ Lines of Credit	6,671,362
Credit Rating	800+	19,949,457
	750 - 799	50,312,357
	700 - 749	29,674,897
	650 - 699	27,090,966
	600 - 649	17,255,942
	550 - 599	8,290,601
	500 - 549	8,347,719
	< 500	1,213,910
Credit Card	AMEX Gold/Premium	3,727,719
	AMEX Regular	16,746,313
	Discover Gold/Premium	6,222,368
	Discover Regular	13,725,489
	Mastercard Gold/Premium	21,373,144
	Mastercard Regular	37,492,861
	Visa Gold/Premium	21,373,144
	Visa Regular	53,315,466
	Gas/Retail Card Holder	117,293,799
	Gas/Retail Gold/Premium	13,039,860
	Gas/Retail Regular	2,841,089
	Premium Card Holder	40,931,239
	T & E Card Holder	16,382,569
	Upscale Retail Card Holder	67,523,741
	New Card Issued within 12 months	22,400,580
	Bank Card - Presence in HH	75,727,467
	Bank Card Holder	138,396,848
Credit Card Holder - Unknown Type	134,610,287	
Credit Card User	148,234,860	

Ethnicity

Ethnic Group	Southeast Asian	1,098,879
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	Central & Southwest Asian	240,643
	Eastern European	5,534,968
	African American	8,640,870
	Middle Eastern	1,149,094
	Jewish	4,673,155
	Mediterranean	7,667,629
	Native American	199,192
	Far Eastern	3,946,407
	Polynesian	521,435
	Scandinavian	3,897,169
	Western European	108,400,828
	Hispanic	15,922,482
Assimilation Codes	Assimilated - English Speaking	8,190,353
	Bilingual - English Primary	6,791,372
	Bilingual - Native Language Primary	2,851,995
	Unassimilated - Native Language	4,352,203
Hispanic Country of Origin	Cuba	593,443
	Dominican Republic	96,912
	El Salvador	104,459
	Colombia	51,717
	Mexico	8,490,785
	Puerto Rico	1,635,088
	Brazil	59,322
Language	Arabic	242,093
	Chinese	623,546
	English	149,013,719
	German	165,838
	Hebrew	132,669
	Hindi	388,951
	Italian	418,575
	Japanese	173,223
	Korean	337,557
	Polish	184,278
	Portuguese	387,442
	Russian	122,753
	Spanish	8,467,947
	Vietnamese	497,018
Religion	Buddhist	2,713,054
	Catholic	45,263,342
	Greek Orthodox	524,960
	Hindu	971,209
	Islamic	1,429,131
	Jewish	4,673,155
	Mormon	796,291
	Eastern Orthodox	1,602,325
	Protestant	102,803,665
	Shinto	654,256

Property		
Air Conditioning Type	Central	27,497,878
	Central & Unit	220,930
	Dual Unit	328,522
	Evaporative	598,563
	Heat Pump	78,570
	Refrigeration	1,740,050
	Package	314,886
	Separate System	428,398
	Split System	2,273,326
	Wall Unit	170,978
	Window Unit	240,789
	Wall/Window Unit	106,920
	Fuel Type	Electric
Gas		11,967,707
Gas Public/Piped		3,066,877
Oil		1,518,316
Presence of Pool	No	906,682
	Yes	6,118,225
Sewer Type	Commercial	1,652,505
	Private	2,856,369
	Public	12,087,955
	Septic	2,688,104
Water Type	Commercial	2,120,684
	Private	1,748,908
	Public	13,417,485
	Well	1,693,236
Mortgage		
Mortgage Interest Rate Type	Adjustable	10,668,746
	Balloon	19,465
	Fixed	16,093,229
Mortgage Loan Type Code	Conventional	50,695,479
	FHA	3,487,868
	Private Party Lender	664,278
	Small Business Administration	39,429
	VA	797,490
Mortgage Amt Range	< \$25,000	2,174,294
	\$25,000 - \$49,999	3,356,477
	\$50,000 - \$74,999	3,804,891
	\$75,000 - \$99,999	3,126,258
	\$100,000 - \$124,999	3,612,188
	\$125,000 - \$149,999	2,603,004
	\$150,000 - \$199,999	4,086,887
	\$200,000 - \$249,999	2,702,714
	\$250,000 - \$299,999	1,825,408
	\$300,000 - \$399,999	1,931,980
	\$400,000 - \$499,999	901,834

	\$500,000 - \$749,999	655,243
	\$750,000 - \$999,999	130,744
	\$1,000,000+	92,896
Mortgage Loan-to-Value Range	< 25%	2,072,511
	25 - 49%	4,491,123
	50 - 74%	6,299,785
	75 - 99%	8,288,746
	100 - 124%	5,404,062
	>= 125%	2,498,101

Interests

Collectibles	Antiques	29,483,580
	Arts	5,687,549
	Avid	14,614,403
	Coins	14,925,359
	Military Memorabilia/Weaponry	613,403
	Sports Memorabilia	10,627,407
	Stamps	4,890,580
Hobbies	Auto Work	52,515,396
	Aviation	1,966,274
	Crafts	75,309,318
	Games - Board Games / Puzzles	1,149,410
	Gardening	93,569,669
	Home Improvement	44,759,497
	Home Improvement - DIY	5,639,321
	Photography	20,732,238
	Sewing / Knitting / Needlework	21,513,001
	Sweepstakes / Contests	41,476,727
	Woodworking	15,022,806
Travel	Gaming - Casino	8,036,987
	Cruise Vacations	26,948,350
	Domestic	46,868,185
	General	11,122,742
	International	8,500,886
Sports	Boating/Sailing	13,546,471
	Camping / Hiking	21,934,177
	Fishing	25,970,983
	Golf	35,298,312
	Hunting / Shooting	46,901,587
	Motorcycling	7,783,787
	NASCAR	17,477,729
	Scuba Diving	944,628
	Snow Skiing	4,681,150
	Spectator Sports - Auto Racing	14,139,763
	Spectator Sports - Baseball	22,197,291
	Spectator Sports - Basketball	20,173,794
	Spectator Sports - Football	29,004,787
Spectator Sports - Hockey	7,786,454	

	Spectator Sports - Soccer	304,272
	Spectator Sports - TV Sports	16,589,510
	Tennis	1,799,474
Fitness	Aerobic	3,315,039
	Dieting / Weight Loss	44,318,877
	Health/Medical	43,709,016
	Running/Jogging	4,150,736
	Self Improvement	12,409,640
	Walking	23,522,652
Other	Arts	30,236,282
	Career	36,436,149
	Career Improvement	1,303,909
	Children's Interests	58,790,745
	Christian Families	18,761,375
	Cooking - General	72,294,576
	Cooking - Gourmet	72,144,366
	Cooking - Natural Foods	23,006,640
	Cooking - Wines	8,940,358
	Equestrian	3,265,057
	Grandchildren	9,229,692
	Parenting	4,045,863
	Pets - Cat Owner	22,322,802
	Pets - Dog Owner	34,441,210
	Pets - Other Pet Owner	32,095,722
	Smoking / Tobacco	7,322,660

Behaviors

Lifestyles	Broader Living	39,716,249
	Common Living	18,502,486
	Cultural/Artistic Living	1,752,815
	DIY Living	8,306,033
	Highbrow	19,556,621
	High-Tech Living	36,033,389
	Home Living	35,548,595
	Professional Living	4,172,942
	Sporty Living	10,103,521
	Upscale Living	17,400,417
Buying Habits	Mail Order Buyer	137,964,611
	Mail Order Responder	138,064,952
	Online Purchasing Indicator	42,293,694
	Apparel - Kids'	5,379,746
	Apparel - Men's	20,032,349
	Apparel - Men's - Big & Tall	3,741,934
	Apparel - Women's	57,276,897
	Apparel - Women's - Petite	2,742,164
	Apparel - Women's - Plus Sizes	17,967,823
	Apparel - Young Men's	55,219
	Apparel - Young Women's	3,691,070

	Arts & Antiques - Antiques	18,742
	Arts & Antiques - Art	24,569,496
	Auto Parts & Accessories	20,987,065
	Beauty/Cosmetics	43,889,945
	Books & Magazines - Magazines	11,096,390
	Books & Music - Books	15,229,723
	Books & Music - Books - Audio	417,242
	Collectibles	16,442,670
	Crafts	12,314,811
	Gardening	33,581,593
	Health & Beauty	37,829,203
	Home & Garden	27,144,070
	Home Furnishings / Decorating	111,544,363
	Hunting	2,457,204
	Jewelry	12,160,144
	Kids' - Baby Care	2,496,024
	Kids' - Genl	34,255,788
	Kids' - Learning & Activity Toys	4,179,427
	Luggage	4,218,378
	Membership Clubs	8,209,831
	Pets	14,099,584
	Photography & Video Equipment	848,406
	Religious / Inspirational	24,548,028
	Sports & Leisure	30,654,132
	Value-Priced General Merchandise	24,099,118
Reading Habits	Audio Books	425,517
	Avid Reader	105,353,306
	Current Affairs / Politics	29,233,191
	History / Military	6,844,195
	Magazines	115,940,430
	Religious / Inspirational	15,977,367
	Science / Space	4,062,415
	Science Fiction	7,596,653
Financial Behaviors	Active Investor	5,832,560
	Foreign Investing	3,929,811
	Money Seekers	12,025,303
	Personal Investing	68,714,315
	Real Estate Investing	11,223,837
	Stocks / Bonds Investing	18,086,214
	Subscribe to Financial Newsletter	12,983,189
Entertainment Behaviors	Computers	112,984,834
	Consumer Electronics	104,156,718
	DVDs/Videos	4,900,011
	Education Online	12,516,702
	Games - Computer Games	1,952,186
	Games - Video Games	2,694,201
	Gaming	2,678,320

	High End Appliances	232,398
	Movie Collector	19,748,431
	Music - Avid Listener	40,015,165
	Music - Home Stereo	1,158,689
	Music Collector	6,959,391
	Music Player	29,206,368
	Musical Instruments	3,677,489
	Theater / Performing Arts	17,652,233
	TV - Satellite Dish	8,234,988
	TV/Video/Movie Watcher	447,651
Donation Behaviors	Donates to Animal Welfare	12,315,320
	Donates to Arts / Cultural	1,230,824
	Donates to Children's	15,570,056
	Donates to Community / Charities	55,292,264
	Donates to Environment / Wildlife	16,170,242
	Donates to Health	32,197,152
	Donates to Other	12,176,786
	Donates to Political	74,301,793
	Donates to Political - Conservative	3,577,695
	Donates to Political - Liberal	1,751,645
	Donates to Religious	20,635,587
	Donates to Veteran's	11,766,312
	Mail Order Donor	6,010,697

Geography

State	Alaska	335,500
	Alabama	2,778,899
	Arkansas	1,622,054
	Arizona	3,061,468
	California	17,978,087
	Colorado	2,865,456
	Connecticut	2,196,378
	District of Columbia	258,775
	Delaware	612,395
	Florida	10,831,407
	Georgia	5,138,573
	Hawaii	565,974
	Iowa	1,883,261
	Idaho	822,064
	Illinois	7,143,511
	Indiana	3,719,984
	Kansas	1,582,410
	Kentucky	2,449,647
	Louisiana	2,528,177
	Massachusetts	3,966,633
	Maryland	3,415,193
	Maine	813,939
	Michigan	6,329,746

Minnesota	3,233,312
Missouri	3,610,887
Mississippi	1,560,189
Montana	569,776
North Carolina	5,517,036
North Dakota	383,958
Nebraska	1,023,181
New Hampshire	808,614
New Jersey	5,056,161
New Mexico	952,585
Nevada	1,320,367
New York	11,817,016
Ohio	7,365,338
Oklahoma	2,033,427
Oregon	2,208,755
Pennsylvania	7,815,335
Rhode Island	631,416
South Carolina	2,669,657
South Dakota	461,354
Tennessee	3,850,082
Texas	12,665,349
Utah	1,421,036
Virginia	4,642,100
Vermont	377,015
Washington	3,691,106
Wisconsin	3,630,006
West Virginia	1,058,547
Wyoming	303,609