





|  |  | 85-94\% Confidence | 1,640,774 |
| :---: | :---: | :---: | :---: |
|  |  | 95\% + Confidence | 3,142,119 |
|  | Assimilation Codes | Assimilated - English Speaking | 8,795,000 |
|  |  | Bilingual - English Primary | 7,386,142 |
|  |  | Bilingual - Native Language Primary | 3,075,337 |
|  |  | Unassimilated - Native Language Only | 4,693,210 |
|  | Language | Hungarian | 59,866 |
|  |  | Greek | 63,041 |
|  |  | French | 88,555 |
|  |  | Farsi | 89,432 |
|  |  | Russian | 134,432 |
|  |  | Hebrew | 143,711 |
|  |  | German | 166,174 |
|  |  | J apanese | 181,594 |
|  |  | Polish | 193,632 |
|  |  | Arabic | 267,196 |
|  |  | Korean | 366,247 |
|  |  | Portuguese | 421,104 |
|  |  | Hindi | 422,358 |
|  |  | Italian | 428,022 |
|  |  | Vietnamese | 535,144 |
|  |  | Chinese | 690,922 |
|  |  | Spanish | 9,174,636 |
|  |  | English | 153,999,043 |
|  | Religion | Buddhist | 2,960,439 |
|  |  | Catholic | 47,225,057 |
|  |  | Greek Orthodox | 538,973 |
|  |  | Hindu | 1,061,185 |
|  |  | Islamic | 1,563,913 |
|  |  | J ewish | 4,759,114 |
|  |  | Siku | 52,543 |
|  |  | Lutheran | 88,377 |
|  |  | Mormon | 857,312 |
|  |  | Eastern Orthodox | 1,672,632 |
|  |  | Protestant | 106,088,377 |
|  |  | Shinto | 681,660 |
| HH Type | Number of Adults | One | 39,109,476 |
|  |  | Two | 63,737,120 |
|  |  | Three | 33,530,130 |
|  |  | Four+ | 39,434,567 |
|  | Number of Children | No Kids | 46,501,903 |
|  |  | 1 Kid | 59,180,814 |
|  |  | 2 Kids | 13,569,771 |
|  |  | 3 Kids | 4,467,433 |
|  |  | 4+Kids | 1,980,994 |
|  | Total HH Size | One | 31,105,745 |
|  |  | Two | 42,021,595 |
|  |  | Three | 39,014,741 |
|  |  | Four | 28,739,570 |
|  |  | Five | 17,970,783 |
|  |  | Six+ | 16,973,230 |
|  | Generations In HH | 1 Generation - Adult | 55,630,187 |
|  |  | 2 Generations - Adult/Child | 78,540,115 |
|  |  | 3 Generations - Adults/Child/P arent | 25,411,195 |
|  | Senior Adult In HH | Yes | 39,987,947 |
|  | Veteran In HH | Yes | 11,118,712 |
|  | Young Adult in HH | Yes | 21,555,242 |
| Occupation | African American Professionals | Yes | 331,388 |
|  | Home Office - Electronics | Yes | 38,646,775 |
|  | Home Office - General | Yes | 6,030,226 |
|  | SOHO Indicator | Yes | 29,807,491 |

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|  | Entertainment | Computers | Yes | 112,697,532 |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Consumer Electronics | Yes | 101,747,961 |
|  |  | DVDs/Videos | Yes | 6,414,335 |
|  |  | Education Online | Yes | 11,115,563 |
|  |  | TV/Video/Movie | Yes | 1,122,081 |
|  |  | Gaming | Yes | 829,415 |
|  |  | Gaming - Computer Games | Yes | 1,950,634 |
|  |  | Gaming - Video Games | Yes | 2,987,134 |
|  |  | High End Appliances | Yes | 236,101 |
|  |  | Movie Collector | Yes | 19,279,794 |
|  |  | Music - Avid Listener | Yes | 38,371,406 |
|  |  | Music - Home Stereo | Yes | 1,432,976 |
|  |  | Music Collector | Yes | 7,558,698 |
|  |  | Music Player | Yes | 27,154,871 |
|  |  | Musical Instruments | Yes | 3,150,684 |
|  |  | Theater / Performing Arts | Yes | 16,374,983 |
|  |  | TV - Cable | Yes | 102,562 |
|  |  | TV - Satellite Dish | Yes | 7,993,917 |
|  | Finance | Active Investor | Yes | 11,080,917 |
|  |  | Investments - Foreign | Yes | 3,789,464 |
|  |  | Investments - Personal | Yes | 67,385,272 |
|  |  | Investments - Real Estate | Yes | 11,672,594 |
|  |  | Investments - Stocks / Bonds | Yes | 18,254,718 |
|  |  | Money Seekers | Yes | 12,275,518 |
|  |  | Financial Newsletter | Yes | 10,817,349 |
|  |  | Invest Prop Owned Range | 1-4 Properties | 8,716,614 |
|  |  |  | 5-9 Properties | 235,698 |
|  |  |  | 10-14 Properties | 33,560 |
|  |  |  | 15-24 Properties | 14,252 |
|  |  |  | 25-49 Properties | 4,598 |
|  |  |  | 50+ Properties | 923 |
|  | Lifestyles | Arts \& Broadway | Yes | 1,669,030 |
|  |  | Cosmopolitan | Yes | 40,373,357 |
|  |  | Fast Trackers | Yes | 4,596,755 |
|  |  | Handymen | Yes | 8,258,426 |
|  |  | Home \& Garden | Yes | 19,165,124 |
|  |  | Homebodies | Yes | 33,830,514 |
|  |  | Mo' Money | Yes | 18,917,445 |
|  |  | Tech Gurus | Yes | 34,533,465 |
|  |  | The Good Life | Yes | 20,517,150 |
|  |  | Weekend Warriors | Yes | 10,482,899 |
|  | Reading | Audio Books | Yes | 452,918 |
|  |  | Current Affairs / Politics | Yes | 30,458,512 |
|  |  | General | Yes | 115,594,646 |
|  |  | History / Military | Yes | 6,376,846 |
|  |  | Magazines | Yes | 120,734,478 |
|  |  | Religious / Inspirational | Yes | 16,443,422 |
|  |  | Religious / Inspirational | Yes | 29,293,733 |
|  |  | Science / Space | Yes | 4,090,354 |
|  |  | Science Fiction | Yes | 7,701,628 |
| Category | Sub-Category | Field | Description | Count |
| Interests | Collectors | Antiques | Yes | 28,162,777 |
|  |  | Arts | Yes | 5,458,849 |
|  |  | Avid Collector | Yes | 14,724,056 |
|  |  | Coins | Yes | 15,183,562 |
|  |  | General Collector | Yes | 48,512,584 |
|  |  | Military Memorabilia | Yes | 1,308,455 |
|  |  | Sports Memorabilia | Yes | 9,248,554 |
|  |  | Stamps | Yes | 5,052,710 |
|  | Cooking | General Cooking | Yes | 63,661,068 |
|  |  | Gourmet Cooking | Yes | 73,767,809 |

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|  |  | Natural Foods | Yes | 21,949,103 |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Wines | Yes | 9,447,112 |
|  | Fitness | Aerobic | Yes | 5,444,476 |
|  |  | Dieting / Weight Loss | Yes | 42,623,170 |
|  |  | Health/Medical | Yes | 44,720,410 |
|  |  | Running / J ogging | Yes | 4,572,652 |
|  |  | Self Improvement | Yes | 13,108,561 |
|  |  | Walking | Yes | 24,216,105 |
|  | Hobbies | Auto Work | Yes | 51,300,737 |
|  |  | Aviation | Yes | 1,916,951 |
|  |  | Crafts | Yes | 76,886,738 |
|  |  | Games - Board Games/Puzzles | Yes | 1,064,862 |
|  |  | Gardening | Yes | 95,863,776 |
|  |  | Home Improvement | Yes | 46,407,767 |
|  |  | Home Improvement - DIY | Yes | 5,475,289 |
|  |  | House Plants | Yes | 3,150 |
|  |  | Needle Crafts | Yes | 21,424,165 |
|  |  | Photography | Yes | 15,892,696 |
|  |  | Sweepstakes / Contests | Yes | 40,863,401 |
|  |  | Woodworking | Yes | 15,136,158 |
|  | Pets | Cat Owner | Yes | 22,228,825 |
|  |  | Dog Owner | Yes | 34,405,325 |
|  |  | Equestrian | Yes | 3,118,756 |
|  |  | Other Pet Owner | Yes | 32,089,473 |
|  | Sports | Boating / Sailing | Yes | 15,739,265 |
|  |  | Camping / Hiking | Yes | 22,787,966 |
|  |  | Fishing | Yes | 26,993,997 |
|  |  | Golf | Yes | 25,899,260 |
|  |  | Hunting / Shooting | Yes | 28,828,314 |
|  |  | Motorcycling | Yes | 7,657,158 |
|  |  | NASCAR | Yes | 17,788,126 |
|  |  | Scuba Diving | Yes | 897,957 |
|  |  | Snow Skiing | Yes | 4,530,605 |
|  |  | Tennis | Yes | 1,708,469 |
|  |  | Spectator - Auto/Cycle Racing | Yes | 15,258,189 |
|  |  | Spectator-Baseball | Yes | 22,747,735 |
|  |  | Spectator - Basketball | Yes | 20,791,994 |
|  |  | Spectator - Football | Yes | 30,033,001 |
|  |  | Spectator - Hockey | Yes | 7,974,878 |
|  |  | Spectator-Soccer | Yes | 291,117 |
|  |  | Spectator - TV | Yes | 17,017,323 |
|  | Travel | Cruise Vacations | Yes | 26,430,990 |
|  |  | Domestic Travel | Yes | 45,828,480 |
|  |  | Gaming - Casino | Yes | 7,585,657 |
|  |  | General Travel | Yes | 12,388,917 |
|  |  | International Travel | Yes | 8,001,003 |
|  | Other | Arts | Yes | 29,128,509 |
|  |  | Career | Yes | 24,907,655 |
|  |  | Career Improvement | Yes | 1,422,320 |
|  |  | Children's Interests | Yes | 59,249,757 |
|  |  | Christian Families | Yes | 18,161,632 |
|  |  | Grandchildren | Yes | 8,721,581 |
|  |  | Parenting | Yes | 4,067,363 |
|  |  | Single Parent | Yes | 17,597,909 |
|  |  | Smoking / Tobacco | Yes | 7,146,790 |
| Category | Sub-Category | Field | Description | Count |
| Buying | Purchase Habits | Mail Order Buyer | Yes | 136,872,758 |
|  |  | Mail Order Responder | Yes | 136,926,213 |
|  |  | Membership Clubs | Yes | 7,976,903 |
|  |  | Online Purchasing Indicator | Yes | 44,096,611 |
|  |  | Value-Priced Genl Merchandise | Yes | 26,400,233 |


|  | Women's | Apparel - Women's | Yes | 62,177,145 |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Apparel - Women's - Petite | Yes | 2,837,721 |
|  |  | Apparel - Women's - Plus Sizes | Yes | 21,606,698 |
|  |  | Young Women's Apparel | Yes | 3,863,799 |
|  | Men's | Apparel - Men's | Yes | 22,704,594 |
|  |  | Apparel - Men's - Big \& Tall | Yes | 3,612,784 |
|  |  | Young Men's Apparel | Yes | 277,694 |
|  | Kids' | Apparel - Children's | Yes | 6,681,566 |
|  |  | Apparel - Infants \& Toddler | Yes | 3,495,224 |
|  |  | Learning \& Activity Toys | Yes | 5,552,041 |
|  |  | General | Yes | 39,524,365 |
|  |  | Baby Care | Yes | 2,432,097 |
|  |  | Back-To-School | Yes | 774,621 |
|  | Other Purchases | Antiques | Yes | 35,504 |
|  |  | Art | Yes | 23,668,275 |
|  |  | Auto Parts \& Accessories | Yes | 21,907,040 |
|  |  | Beauty/Cosmetics | Yes | 44,352,261 |
|  |  | Books | Yes | 27,198,101 |
|  |  | Books - Audio | Yes | 440,980 |
|  |  | Collectibles | Yes | 16,836,103 |
|  |  | Crafts | Yes | 15,222,393 |
|  |  | Gardening | Yes | 35,797,505 |
|  |  | Health \& Beauty | Yes | 38,594,434 |
|  |  | Home \& Garden | Yes | 29,398,657 |
|  |  | Home Furnishings / Decorating | Yes | 113,591,559 |
|  |  | Hunting | Yes | 2,209,220 |
|  |  | J ewelry | Yes | 13,572,891 |
|  |  | Luggage | Yes | 4,128,744 |
|  |  | Magazines | Yes | 42,891,570 |
|  |  | Pets | Yes | 14,921,202 |
|  |  | Photography \& Video Equip | Yes | 1,093,643 |
|  |  | Sports \& Leisure | Yes | 35,326,978 |
|  |  | Telecommunications | Yes | 155,675 |
| Category | Sub-Category | Field | Description | Count |
| Mortgage | Mortgage | Pass Prospector Home Value | <\$25,000 | 1,496,466 |
|  |  |  | \$25,000-\$49,999 | 2,456,366 |
|  |  |  | \$50,000-\$74,999 | 6,996,937 |
|  |  |  | \$75,000-\$99,999 | 9,285,600 |
|  |  |  | \$100,000-\$124,999 | 9,966,901 |
|  |  |  | \$125,000-\$149,999 | 9,599,123 |
|  |  |  | \$150,000-\$199,999 | 15,440,702 |
|  |  |  | \$200,000-\$249,999 | 10,716,683 |
|  |  |  | \$250,000-\$299,999 | 7,448,220 |
|  |  |  | \$300,000-\$399,999 | 9,157,401 |
|  |  |  | \$400,000-\$499,999 | 4,852,666 |
|  |  |  | \$500,000-\$749,999 | 4,964,158 |
|  |  |  | \$750,000+ | 1,468,479 |
|  |  | Sales Transaction Code | Construction Loan | 363,641 |
|  |  |  | Subdivision/New Construction | 6,609,020 |
|  |  |  | Resale | 54,588,170 |
|  |  |  | Seller Carryback | 320,613 |
|  |  | Purchase Amt Range | < \$25,000 | 2,198,692 |
|  |  |  | \$25,000-\$49,999 | 3,414,662 |
|  |  |  | \$50,000-\$74,999 | 4,410,841 |
|  |  |  | \$75,000-\$99,999 | 5,046,938 |
|  |  |  | \$100,000-\$124,999 | 4,527,779 |
|  |  |  | \$125,000-\$149,999 | 4,956,255 |
|  |  |  | \$150,000-\$199,999 | 7,876,593 |
|  |  |  | \$200,000-\$249,999 | 5,048,902 |
|  |  |  | \$250,000-\$299,999 | 3,551,834 |
|  |  |  | \$300,000-\$399,999 | 4,136,495 |


| Property |  | \$400,000-\$499,999 | 2,097,824 |
| :---: | :---: | :---: | :---: |
|  |  | \$500,000-\$749,999 | 2,087,560 |
|  |  | \$750,000-\$999,999 | 628,470 |
|  |  | \$1,000,000+ | 455,782 |
|  | Total Mortgage Amt Range | < \$25,000 | 1,305,649 |
|  |  | \$25,000-\$49,999 | 2,472,477 |
|  |  | \$50,000-\$74,999 | 3,646,504 |
|  |  | \$75,000-\$99,999 | 3,614,439 |
|  |  | \$100,000-\$124,999 | 4,293,521 |
|  |  | \$125,000-\$149,999 | 3,529,063 |
|  |  | \$150,000-\$199,999 | 5,799,201 |
|  |  | \$200,000-\$249,999 | 4,025,915 |
|  |  | \$250,000-\$299,999 | 2,752,908 |
|  |  | \$300,000-\$399,999 | 3,199,735 |
|  |  | \$400,000-\$499,999 | 1,611,184 |
|  |  | \$500,000-\$749,999 | 1,341,183 |
|  |  | \$750,000-\$999,999 | 313,435 |
|  |  | \$1,000,000+ | 232,008 |
|  | Loan-to-Value Range | <= 10\% | 694,080 |
|  |  | 11-20\% | 1,815,172 |
|  |  | 21-30\% | 2,363,383 |
|  |  | 31-40\% | 2,913,934 |
|  |  | 41-50\% | 3,387,465 |
|  |  | 51-60\% | 3,829,118 |
|  |  | 61-70\% | 4,293,137 |
|  |  | 71-75\% | 2,402,921 |
|  |  | 76-80\% | 2,699,695 |
|  |  | 81-85\% | 2,920,050 |
|  |  | 86-90\% | 2,819,965 |
|  |  | 91-95\% | 2,792,033 |
|  |  | 96-100\% | 2,879,593 |
|  |  | 101-120\% | 8,108,221 |
|  |  | >= 121\% | 6,024,648 |
|  | Air Conditioning | Central | 29,929,715 |
|  |  | Central \& Unit | 232,667 |
|  |  | Dual Unit | 324,680 |
|  |  | Evaporative | 629,645 |
|  |  | Heat Pump | 169,083 |
|  |  | Refrigeration | 1,724,899 |
|  |  | Package | 332,289 |
|  |  | Separate System | 452,260 |
|  |  | Split System | 2,279,054 |
|  |  | W all Unit | 186,269 |
|  |  | W indow Unit | 270,982 |
|  |  | Wall/W indow Unit | 131,009 |
|  | Fuel | Electric | 3,648,096 |
|  |  | Gas | 12,984,069 |
|  |  | Gas Public/Piped | 3,067,369 |
|  |  | Oil | 1,532,947 |
|  | Sewer | Commercial | 1,649,372 |
|  |  | Private | 2,913,920 |
|  |  | Public | 12,792,328 |
|  |  | Septic | 2,847,237 |
|  | Swimming Pool | Yes | 6,217,847 |
|  | Water | Commercial | 2,125,428 |
|  |  | Private | 1,718,192 |
|  |  | Public | 14,484,493 |
|  |  | Well | 1,833,011 |
| Category | Field | Description | Count |
| Geography | State | Alaska | 390,881 |
|  |  | Alabama | 3,111,750 |


| Arkansas | 1,828,677 |
| :---: | :---: |
| Arizona | 3,159,936 |
| California | 18,685,412 |
| Colorado | 2,899,199 |
| Connecticut | 2,452,925 |
| District of Columbia | 327,539 |
| Delaware | 629,063 |
| Florida | 10,933,207 |
| Georgia | 5,279,022 |
| Hawaii | 600,668 |
| Iowa | 1,889,844 |
| Idaho | 809,343 |
| Illinois | 7,198,816 |
| Indiana | 3,755,342 |
| Kansas | 1,584,591 |
| Kentucky | 2,469,774 |
| Louisiana | 2,851,471 |
| Massachusetts | 4,052,326 |
| Maryland | 3,482,869 |
| Maine | 841,231 |
| Michigan | 7,091,282 |
| Minnesota | 3,241,273 |
| Missouri | 3,616,901 |
| Mississippi | 1,618,689 |
| Montana | 570,449 |
| North Carolina | 6,262,835 |
| North Dakota | 386,618 |
| Nebraska | 1,031,824 |
| New Hampshire | 818,902 |
| New J ersey | 5,178,106 |
| New Mexico | 988,919 |
| Nevada | 1,448,096 |
| New York | 12,076,328 |
| Ohio | 8,114,871 |
| Oklahoma | 2,251,410 |
| Oregon | 2,222,041 |
| Pennsylvania | 7,836,759 |
| R hode Island | 703,879 |
| South Carolina | 2,713,447 |
| South Dakota | 464,931 |
| Tennessee | 3,888,661 |
| Texas | 13,088,812 |
| Utah | 1,536,826 |
| Virginia | 4,720,697 |
| Vermont | 386,396 |
| Washington | 3,809,802 |
| W isconsin | 3,593,956 |
| West Virginia | 1,085,150 |
| W yoming | 310,296 |

