

CONSUMERVISION CATEGORY LEVELS

LEVEL 1

DWELLING/NEIGHBORHOOD

Address Type
Dwelling Type
Estimated Home Value
Homeowner Type
Latitude
Length of Residence
Longitude
Median Home Value
Property Type

ETHNICITY

Ethnic Code
Percent Black
Percent Hispanic

Median Years in School
Oldest Age at Address

INDIVIDUAL

Estimated Age
Gender
Title

HOUSEHOLD CHARACTERISTICS

Estimated Income
Household Composition
Household Type
Marital Status
Median Income

WEALTH & FINANCIAL

Net Worth Indicator

LEVEL 2

HOUSEHOLD CHARACTERISTICS

Child 0-2 Female
Child 0-2 Male
Child 0-2 Unknown Gender
Child 11-15 Female
Child 11-15 Male
Child 11-15 Unknown Gender
Child 16-17 Female

Child 16-17 Male
Child 16-17 Unknown Gender
Child 3-5 Female
Child 3-5 Male
Child 3-5 Unknown Gender
Child 6-10 Female
Child 6-10 Male
Child 6-10 Unknown Gender

Number of Children
Occupation Type
Presence of Children

INDIVIDUAL

Exact Age

LEVEL 3

AUTOMOBILE

Online Interests - Cars & Automobiles
*Product Registration - Automotive Work
*Product Registration - Motorcycling
*Product Registration - NASCAR
*Product Registration - RV / Motorhomes

BUYING BEHAVIOR

Online Interests - Online Auctions
*Product Registration - Fashion Clothing
*Product Registration - Fine Art & Antiques
*Product Registration - Money Making Opps
*Product Registration - Shop By Catalog
*Product Registration - Shop By Internet
*Product Registration - Video & DVD Buyer
Online Interests - Debt Consolidation Svc

DONOR

Peer Interests - Donor General
Peer Interests - Political Donors

Peer Interests - Volunteering
Peer Interests - Wildlife Donors
*Product Registration - Charities General
*Product Registration - Community Donor
*Product Registration - Democratic Donor
*Product Registration - Environmental
*Product Registration - Health Charities
*Product Registration - Nations Heritage
*Product Registration - Political Donor
*Product Registration - Republican Donor
*Product Registration - Veteran Charities

ETHNICITY

Country of Origin
Language Preference
Premium Ethnic Code
Religion

GENERAL INTERESTS

Online Interests - Adult Dating Services

Online Interests - Apparel & Fashion
Online Interests - College & Higher Education
Online Interests - Membership Clubs
Online Interests - Opportunity Seeker

GENERAL INTERESTS

Online Interests - Surveys & Sweepstakes
*Product Registration - Astrology
*Product Registration - Bible Reading
*Product Registration - Book Reading
*Product Registration - Care For Elderly
*Product Registration - Career Oriented
*Product Registration - Casino Gambling
*Product Registration - Grandchildren
*Product Registration - Home Schooling
*Product Registration - Military Veteran
*Product Registration - Sweepstakes
*Product Registration - Video Games
*Product Registration - Video Recording



CONSUMERVISION CATEGORY LEVELS

LEVEL 3 CONTINUED

HEALTH & FITNESS

- Multi-Buyer - Athletic Lifestyle
- Multi-Buyer - Fitness Lifestyle
- Online Interests - Health & Fitness
- Online Interests - Weight Loss
- *Product Registration - Bicycling
- *Product Registration - Exercise Fitness
- *Product Registration - Extreme Sports
- *Product Registration - Golf
- *Product Registration - Improving Health
- *Product Registration - Low Fat Cooking
- *Product Registration - Mountain Biking
- *Product Registration - Natural Foods
- *Product Registration - Rollerblades
- *Product Registration - Running / Jogging
- *Product Registration - Self Improvement
- *Product Registration - Skateboarding
- *Product Registration - Snow Boarding
- *Product Registration - Snow Skiing
- *Product Registration - Sport Participant
- *Product Registration - Tennis
- *Product Registration - Walk For Health
- *Product Registration - Weight Control

HOME & GARDEN

- Multi-Buyer - Do It Yourself Lifestyle
- Online Interests - Home Improvement
- *Product Registration - Home Decorating
- *Product Registration - Home Improvement
- *Product Registration - Plants & Gardening
- *Product Registration - Swimming Pool
- *Product Registration - Workshop Tools

HOUSEHOLD CHARACTERISTICS

Occupation

INDIVIDUAL

Date of Birth
Month of Birth

INTERESTS & HOBBIES

Multi-Buyer - Cultural Lifestyle
Multi-Buyer - Domestic Lifestyle

- Multi-Buyer - Good Life Lifestyle
- Online Interests - Military
- *Product Registration - Antique Collector
- *Product Registration - Christian Music
- *Product Registration - Classical Music
- *Product Registration - Coin Collector
- *Product Registration - Collectibles
- *Product Registration - Cooking at Home
- *Product Registration - Country Music
- *Product Registration - Crafts
- *Product Registration - Cultural/Art Events
- *Product Registration - Easy Listen Music
- *Product Registration - Gospel Music
- *Product Registration - Gourmet Cooking
- *Product Registration - Jazz Music
- *Product Registration - Needlework & Knitting
- *Product Registration - Photography
- *Product Registration - Quilting
- *Product Registration - R&B Music
- *Product Registration - Rap Music
- *Product Registration - Rock Music
- *Product Registration - Science Fiction
- *Product Registration - Sewing
- *Product Registration - Watch Sports
- *Product Registration - Wines

MARKET MODELS

Nielsen County Code
Peer Groups

OUTDOOR ACTIVITIES

- Multi-Buyer - Outdoors Lifestyle
- Peer Interests - Camping
- *Product Registration - Boating & Sailing
- *Product Registration - Camping & Hiking
- *Product Registration - Fishing
- *Product Registration - Gardening
- *Product Registration - Gardening Veggies
- *Product Registration - Hunting
- *Product Registration - Power Boating
- *Product Registration - Sailing

PETS & ANIMAL INTERESTS

- *Product Registration - Horseback Riding
- *Product Registration - Own a Cat
- *Product Registration - Own a Dog

TECHNOLOGY

- Internet User
- Multi-Buyer - Technology Lifestyle
- Online Interests - Cable Internet Services
- Online Interests - Computer Products
- Online Interests - Telephone Services
- *Product Registration - AT&T Service
- *Product Registration - Cable TV Viewing
- *Product Registration - Computer Savvy
- *Product Registration - Electronics
- *Product Registration - Internet Expert
- *Product Registration - iPod / MP3 Owner
- *Product Registration - MCI Service
- *Product Registration - New Technology
- *Product Registration - Recorded Music
- *Product Registration - Sprint Service

TRAVEL

- Online Interests - Travel
- *Product Registration - Cruise Ship Travel
- *Product Registration - Foreign Travel
- *Product Registration - Frequent Flyer
- *Product Registration - Travel for Business
- *Product Registration - Travel for Pleasure
- *Product Registration - Travel in USA

WEALTH & FINANCIAL

- Multi-Buyer - Blue Chip Lifestyle
- Online Interests - Insurance
- Online Interests - Investor
- *Product Registration - Mutual Funds
- *Product Registration - Own Real Estate
- *Product Registration - Stocks & Bonds
- *Product Registration - Vacation Home



CONSUMERVISION CATEGORY LEVELS

LEVEL 4

CREDIT BEHAVIOR

Credit Card - Bank
Credit Card - Company Card
Credit Card - Gas
Credit Card - High End
Credit Card - Miscellaneous

Credit Card - Retail
Credit Card - Specialty
Credit Card - Travel
Credit Card - Upscale Retail

BUYING BEHAVIOR

Mail Order Buyer - General
Mail Order Responder - General

DONOR

Mail Order Donor - General

LEVEL 5

AUTOMOBILE

Buyer - Automobiles & Trucks
Buyer - Cars & Auto Racing
Buyer - General Automotive
Buyer - Motorcycles & ATVs

BUYING BEHAVIOR

Buyer - Accessories & Apparel
Buyer - Bargain Hunters
Buyer - Beauty Products
Buyer - Books General
Buyer - Business Purchases
Buyer - Childrens Apparel
Buyer - Continuity Buyer
Buyer - Dollars Spent Recently
Buyer - General Apparel
Buyer - Home Office Products
Buyer - Magazine & Books
Buyer - Magazine Subscriber
Buyer - Mens Apparel General
Buyer - Mens Apparel High End
Buyer - Online Catalog Buyer
Buyer - Online Purchasing
Buyer - Opportunity Seekers
Buyer - Personal Finances
Buyer - Personalized Items
Buyer - Sweepstakes Buyer
Buyer - Total Dollars Spent
Buyer - Total Number Of Orders
Buyer - Women's Apparel
Buyer - Women's Fashion
Magazine Subscriber - Book Buyers
Magazine Subscriber - General Subscriber
Magazine Subscriber - Mail Order Buyers
Magazine Subscriber - Multiple Publications
Subscriber - Mail Order Buyer L,M,H
Subscriber - Mail Order Fashion L,M,H
Subscriber - Total Order Buyer L,M,H

CREDIT BEHAVIOR

Buyer - Using Credit Card
Collectibility Credit Score
Income Producing Assets
Revolving Bankcard Debt
Subscriber - Credit Card User L,M,H
Summarized Credit Score

DONOR

Buyer - Charitable Donor
Buyer - Gift Giver
Subscriber - Contributor / Donor L,M,H

ETHNICITY

Buyer - African American
Buyer - Asian
Buyer - Hispanic
Magazine Subscriber - Spanish Speaking

GENERAL INTERESTS

Buyer - Adult Interests
Buyer - Books Devotional / Religious
Buyer - Current Events
Buyer - Gambling & Casinos
Buyer - Gay & Lesbian Interests
Buyer - Politically Conservative
Buyer - Politically Liberal
Buyer - Tobacco Products
Buyer - Wildlife & Environment
Subscriber - Avid Book Reader L,M,H
Subscriber - Books or Magazines L,M,H
Subscriber - Holiday Activities L,M,H
Subscriber - Sweepstakes L,M,H

HEALTH & FITNESS

Buyer - Baseball Products
Buyer - Basketball Products
Buyer - Biking Products

Buyer - Fitness & Exercise Products
Buyer - Football Products
Buyer - Golf Products
Buyer - Health & Diet Products
Buyer - HealthFoods
Buyer - Hockey Products
Buyer - Running Products
Buyer - Ski & Snowboarding Products
Buyer - Soccer Products
Buyer - Sports & Recreational Products
Buyer - Sports General Products
Buyer - Swimming Products
Buyer - Tennis Products
Magazine Subscriber - Active Families
Magazine Subscriber - Adult Health
Magazine Subscriber - Beauty & Fashion
Magazine Subscriber - Children Health
Magazine Subscriber - Fitness & Exercise
Magazine Subscriber - Health Ailments
Magazine Subscriber - Nutrition or Diet
Subscriber - Fitness L,M,H
Subscriber - Golfing L,M,H
Subscriber - Health & Fitness L,M,H
Subscriber - Healthy Cooking L,M,H
Subscriber - Sports L,M,H

HOME & GARDEN

Buyer - Do it Yourself Products
Buyer - Gardening & Flowers
Buyer - Home Decorating
Buyer - Home Living Products
Magazine Subscriber - Decorating
Magazine Subscriber - Gardening
Magazine Subscriber - Home Improvement
Subscriber - Decorating & Design L,M,H
Subscriber - Do It Yourself L,M,H
Subscriber - Garden & Landscaping L,M,H



LEVEL 5 CONTINUED

INTERESTS & HOBBIES

Buyer - American History Products
Buyer - Aviation Interest
Buyer - Books Fiction
Buyer - Books History
Buyer - Books Humor & Comics
Buyer - Books Inspirational
Buyer - Books Non-Fiction
Buyer - Books Science Fiction
Buyer - Collectibles
Buyer - Cooking Products
Buyer - Crafts - Crochet
Buyer - Crafts - General
Buyer - Crafts - Knitting
Buyer - Crafts - Needlepoint
Buyer - Crafts - Quilting
Buyer - Crafts - Sewing
Buyer - Culture / Arts
Buyer - Games / Video Games
Buyer - Gourmet Foods & Cooking
Buyer - Hobbies
Buyer - Music Interests
Buyer - Photography
Buyer - Products for Children
Buyer - Products for College
Buyer - Products for Family
Buyer - Products for Seniors
Buyer - Products for Teens
Buyer - Products for Women
Buyer - Products Grandparents
Buyer - Science
Buyer - Stationery Products
Buyer - TV / Movies / Video
Magazine Subscriber - Cooking
Magazine Subscriber - Crafts
Magazine Subscriber - Empty Nesters

Magazine Subscriber - Gourmet Foods
Magazine Subscriber - Sewing & Knitting
Magazine Subscriber - Woodworking
Subscriber - Collectibles L,M,H
Subscriber - Crafts L,M,H
Subscriber - Gourmet Cooking L,M,H
Subscriber - Music & Videos L,M,H
Subscriber - Needlework L,M,H
Subscriber - Quilting L,M,H
Subscriber - Sewing L,M,H
Subscriber - Woodworking L,M,H

MARKET MODELS

Super Niches

OUTDOOR ACTIVITIES

Buyer - Boating & Sailing Products
Buyer - Camping & Hiking Products
Buyer - Fishing Products
Buyer - Hunting or Fishing Products
Buyer - Hunting Products
Buyer - Rural Farming
Subscriber - Outdoors L,M,H

PETS & ANIMAL INTERESTS

Buyer - Birds & Pet Products
Buyer - Cats & Cat Products
Buyer - Dogs & Dog Products
Buyer - Horses & Related Products
Buyer - Pets & Pet Products General
Subscriber - Cats L,M,H
Subscriber - Dogs L,M,H

TECHNOLOGY

Buyer - Computer Products
Buyer - Electronic Products

Buyer - High Tech Products
Buyer - Internet Products
Buyer - Internet Service Providers
Magazine Subscriber - Computer Products
Subscriber - Computers L,M,H
Subscriber - High Tech Electronics L,M,H
Subscriber - Home Electronics L,M,H

TRAVEL

Buyer - Cruise Vacations
Buyer - Ocean Beaches Vacations
Buyer - Travel - General
Buyer - Travel - Recreational Vehicle
Buyer - Travel in USA
Magazine Subscriber - Travel
Subscriber - Travel L,M,H

WEALTH & FINANCIAL

Magazine Subscriber - Finance
Subscriber - Investors L,M,H