

## List Categories

### Affluent

### African American

### Asian American

### Auto

- Owners by Make, Model, Year
- X Date
- Loan Seekers

### Blue Collar

### Boomers & Seniors

- Credit Havers & Seekers
- Donors
- Grandparents
- Insurance & Healthcare Buyers
- Shoppers - Online, Retail & Catalog

### Business & Professional

- Business Owners
- Job Seekers
- Occupations by Category

### Canadian

- Auto Owners
- Businesses
- Consumers
- Donors by Category
- New Movers
- Travelers

### Children

- Prenatal & New Parents
- Infants & Toddlers
- Single Parents
- Tweens & Teens

### Consumer Loans

- Cash Advance
- Debt Consolidation
- Finance Loans

### Credit Card Holders & Prospects

### Donors

- Animal Related
- Child Related
- Environmental
- Health Related
- Multi-Donors
- Online Donors
- Political
- Religious

### Economic Triggers

- Government Assistance
- Health Insurance
  - Seekers and Turndowns
- Job Seekers
- Unemployed

### Entertainment

### Environmental/Green Aware

### Farmers & Ranchers

### Health & Beauty

- Cosmetics
- Dieters
- Exercise
- Health & Natural Foods
- Play Sports

### Healthcare Professionals

### Hispanic Americans

### Hobbies

### Home Equity & Mortgage

### Home & Garden

### Impulse Buyers

### Insurance

- Auto
- Health
- Home
- Life

### Investors

### Intend to...

### Life Events

- College Graduates
- New Movers
- Newlyweds
- New Parents
- Retirees

### Low-End

- Low-End Retail
- Sweepstakes

### Military

- Active
- Veterans

### New Movers

### Opportunity Seekers

### Physicians

### Political

- Donors
- Registered Voters

### Readers & Subscribers

### Religious

### Self Improvement

### Shoppers

- Catalog
- Infomercial
- Online
- Retail

### Sports & The Outdoors

### Travel

- Cruise
- Domestic
- Foreign
- Frequent Flyers