

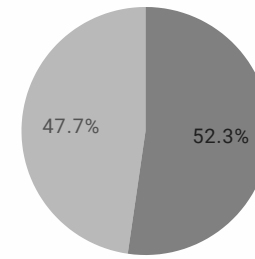
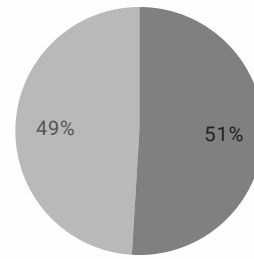
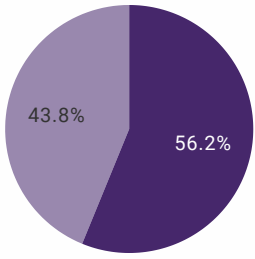
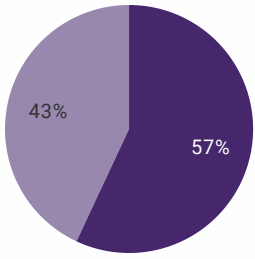
**General Demographics**

**Gender**

**Marital Status**

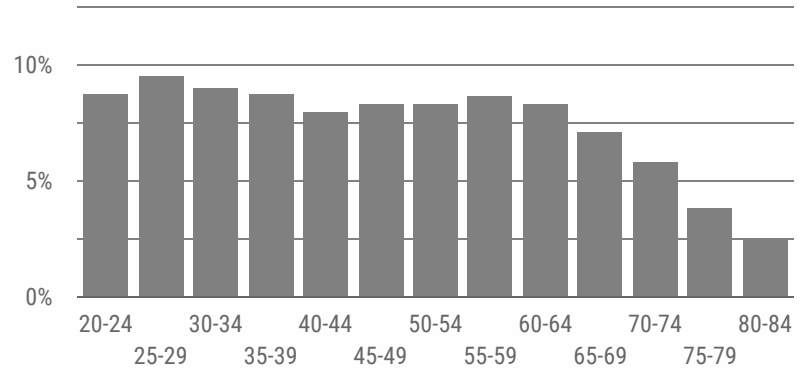
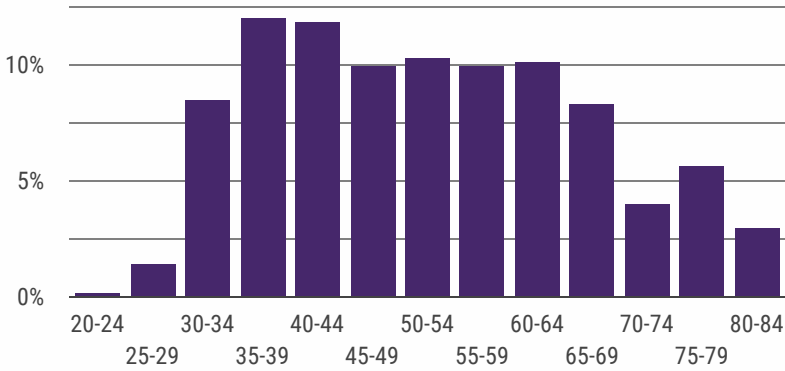
**Gender**

**Marital Status**



**Age Distribution**

**Age Distribution**

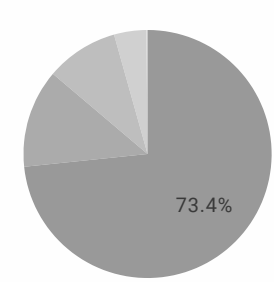
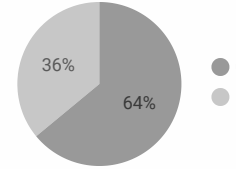
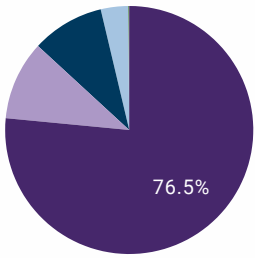
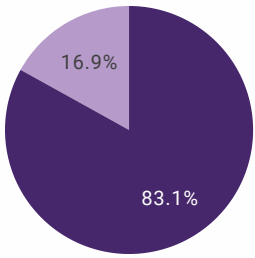


**Homeownership**

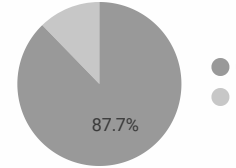
**Education**

**Homeownership, U.S. Census**

**Education**



**Homeownership, Data Index**



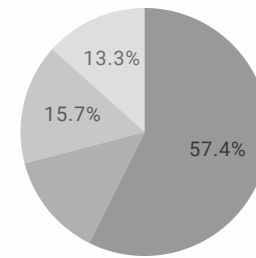
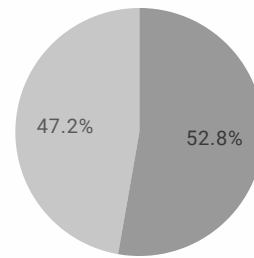
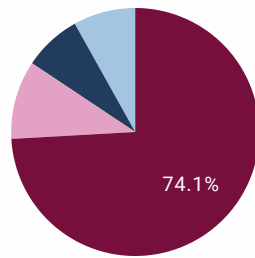
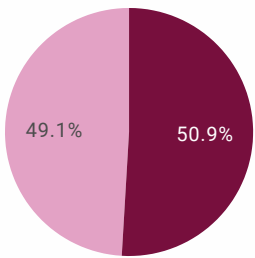
**Household Makeup**

**Presence of Children**

**Age of Children**

**Presence of Children**

**Age of Children**



**Number of Children**

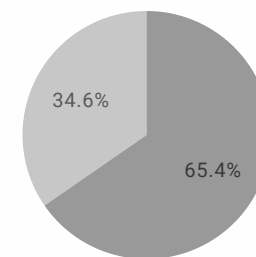
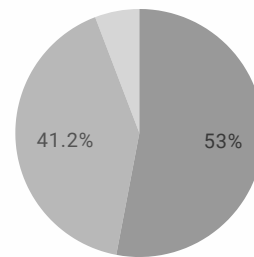
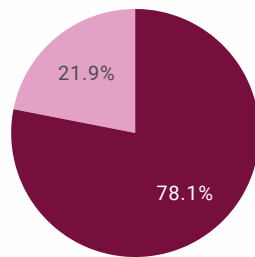
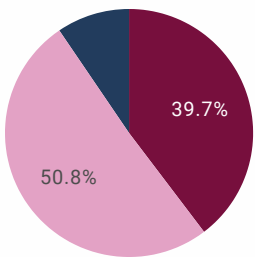
Estimated Single Parents  
**3.29%**

**Senior Citizen in Household**

**Number of Children**

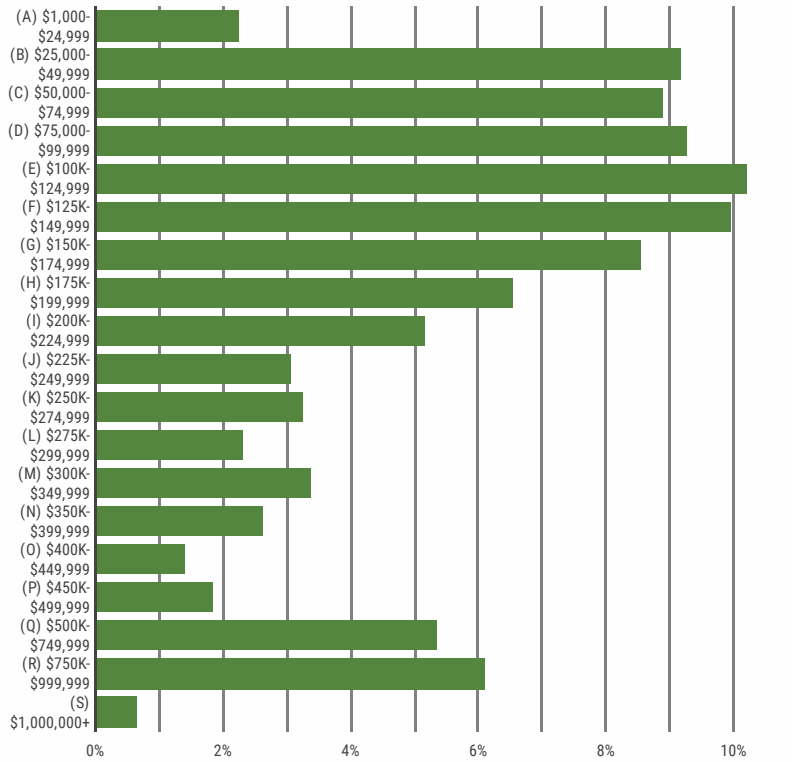
Estimated Single Parents  
**3.10%**

**Senior Citizen in Household**

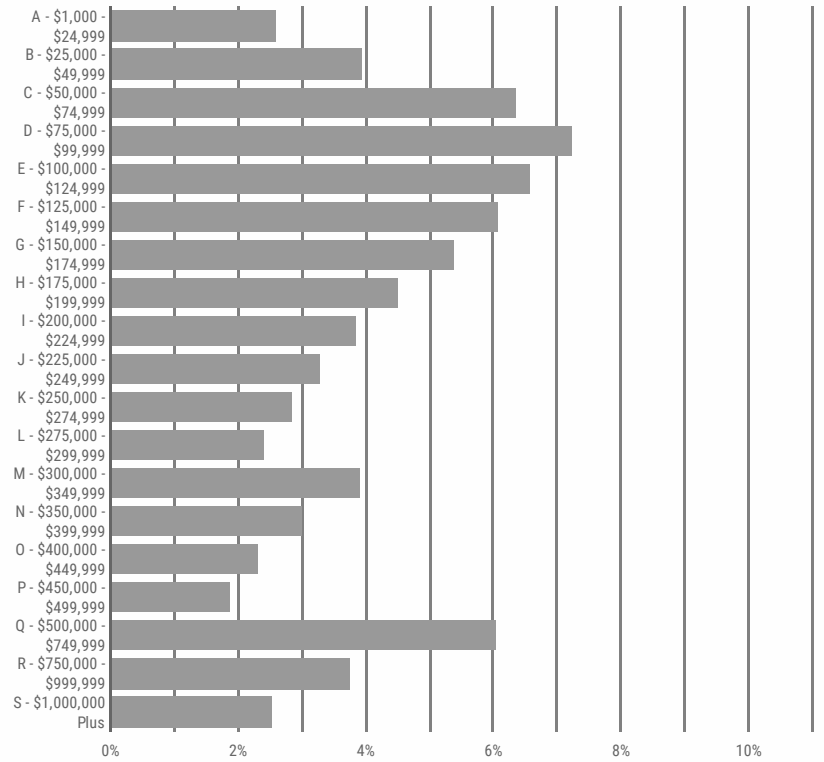


**Financial Demographics**

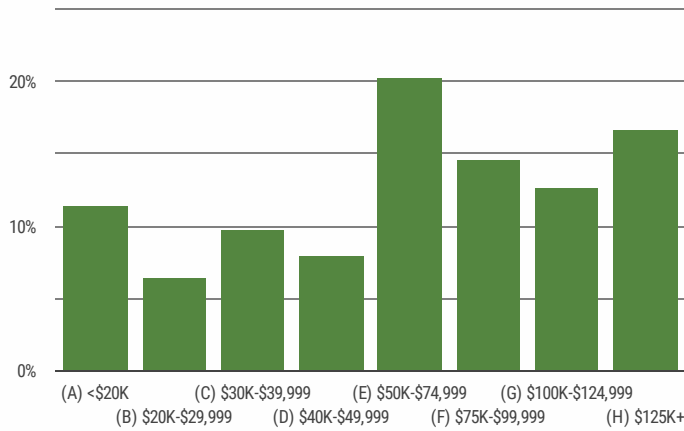
**Estimated Home Value**



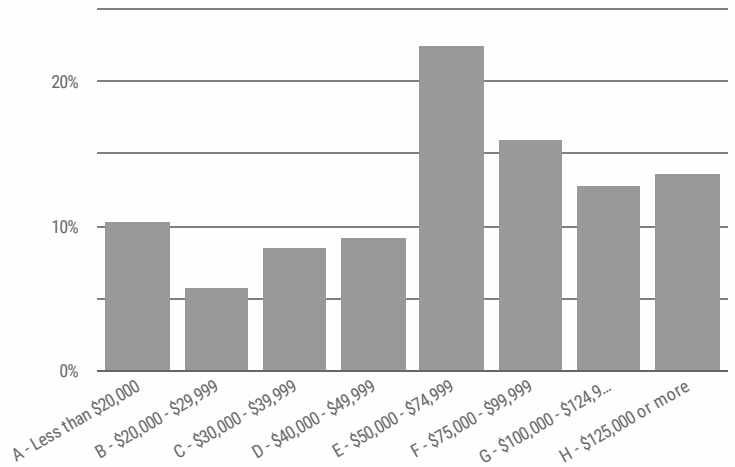
**Estimated Home Value**



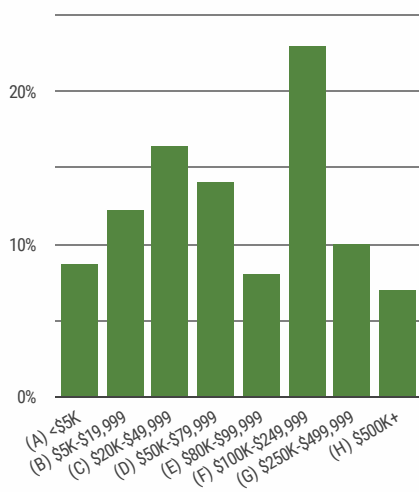
**Estimated Household Income**



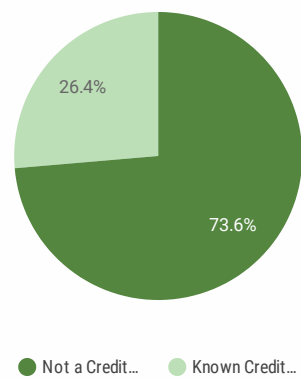
**Estimated Household Income**



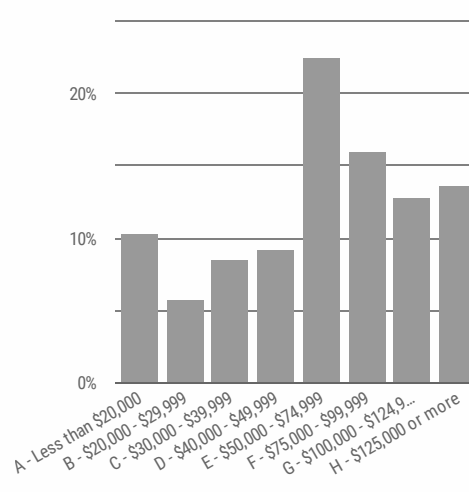
**Estimated Wealth**



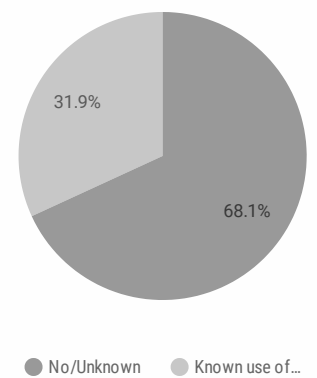
**Known Credit Card Use**



**Estimated Wealth**

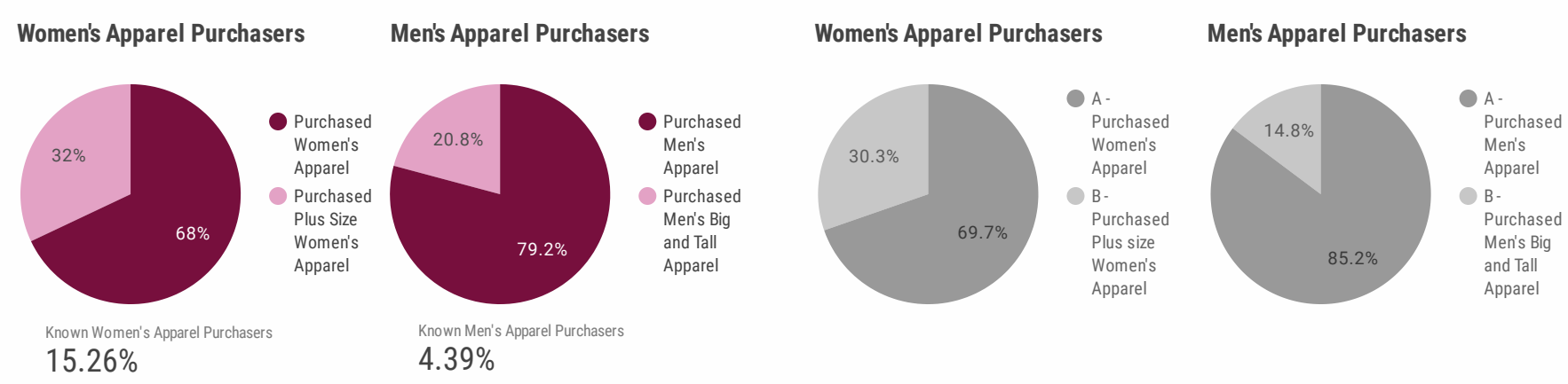


**Known Credit Card Use**

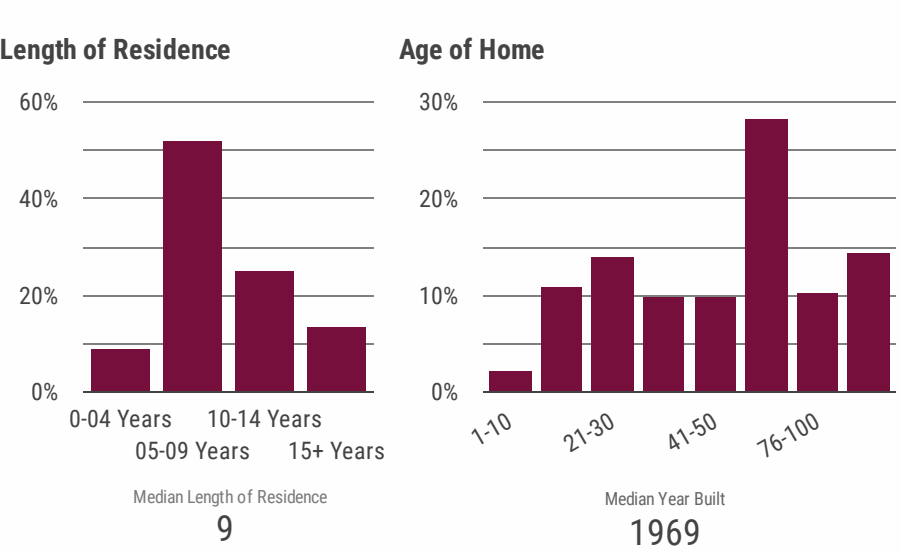


**Lifestyle, Interests, and Purchasing Details**

Donators to Charity or Causes <b>21.70%</b>	Known Parenting/Children Interest Buyers <b>12.61%</b>	Donators to Charity or Causes <b>24.45%</b>	Known Parenting/Children Interest Buyers <b>15.89%</b>
Known Avid Investors <b>16.90%</b>	Hi-Tech Enthusiasts <b>25.08%</b>	Known Avid Investors <b>19.88%</b>	Hi-Tech Enthusiasts <b>29.47%</b>
Known Book Buyers <b>5.89%</b>	Known Book Readers <b>23.34%</b>	Known Book Buyers <b>7.15%</b>	Known Book Readers <b>28.47%</b>
Known Avid Interest in Boating <b>4.39%</b>	Known Avid Interest in Motorcycling <b>2.28%</b>	Known Avid Interest in Boating <b>5.10%</b>	Known Avid Interest in Motorcycling <b>2.23%</b>
Known Automotive DIY-ers <b>13.66%</b>	Fireplace in Home <b>33.39%</b>	Known Automotive DIY-ers <b>14.62%</b>	Fireplace in Home <b>27.33%</b>



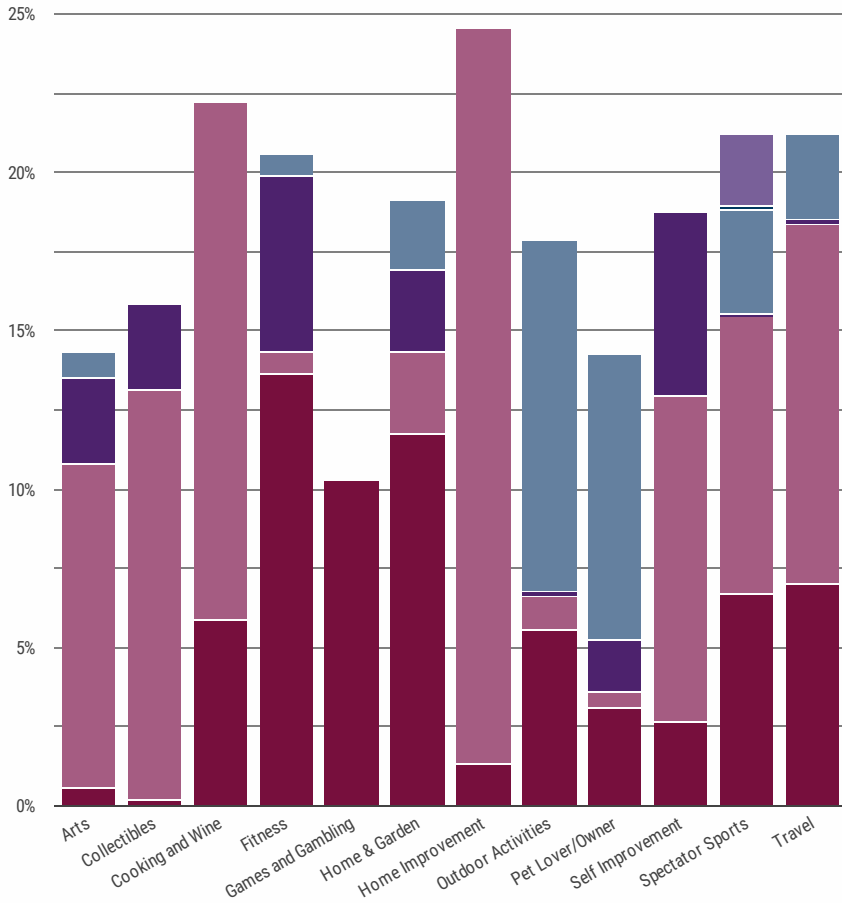
Known SUV Owners <b>19.28%</b>	Known Pickup Truck Owners <b>9.96%</b>	Known SUV Owners <b>16.18%</b>	Known Pickup Truck Owners <b>13.42%</b>
Known Luxury Vehicle Owners <b>2.42%</b>		Known Luxury Vehicle Owners <b>1.84%</b>	



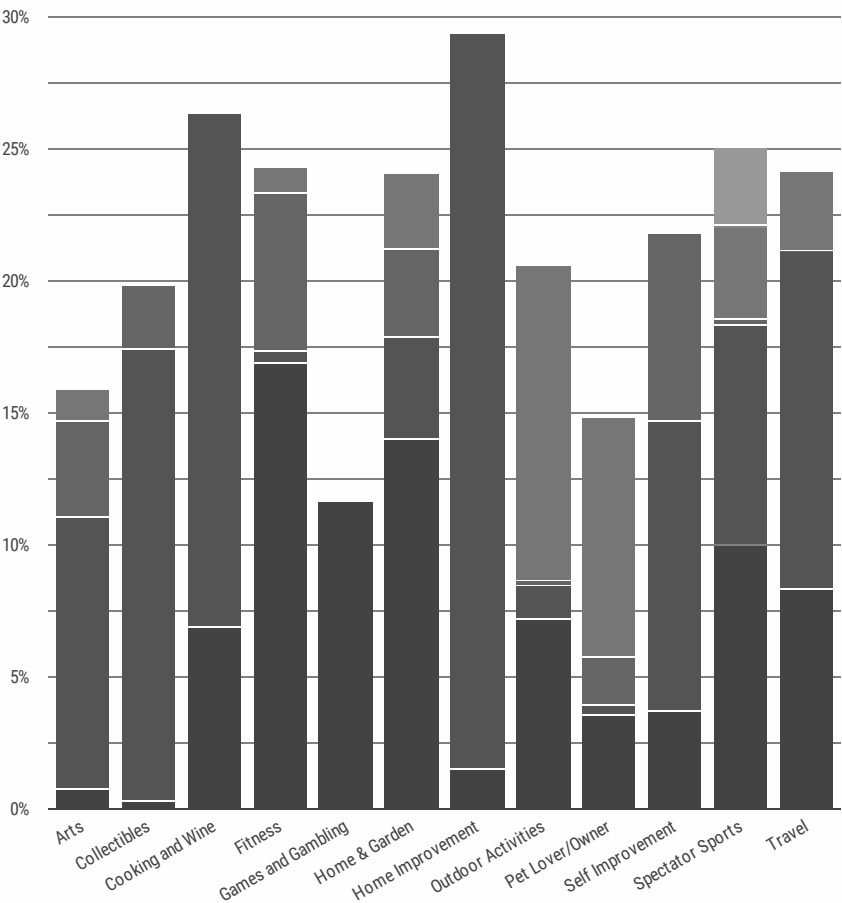
*No Index or Census data for comparison*

**Interests and Hobbies by Category**

**Audience Interests and Hobbies by Category**



**Comparison Index Interests and Hobbies by Category**



Note: Categorical results are exclusive, meaning, a record can only have one interest type per group. For example, a record can not return values indicating the person enjoys Golf and Baseball. Only the most significant result will be returned.

Bundle	Label	Interest	Results	Index
Arts	A	Interest in Arts	0.59%	0.73%
Arts	B	Avid Music Listener	10.19%	10.31%
Arts	C	Interest in Antiques	2.70%	3.62%
Arts	D	Interest in Performing Arts	0.87%	1.22%
Collectibles	A	General Interest in Collectibles	0.18%	0.30%
Collectibles	B	Interest in Antique Collectibl...	12.97%	17.15%
Collectibles	C	Interest in Sports Collectibles	2.70%	2.37%
Cooking and Wine	A	Gourmet Food and Wine	5.85%	6.91%
Cooking and Wine	B	Cooking	16.35%	19.48%
Cooking and Wine	C	Natural Foods	0.00%	+0.00%
Fitness	A	Interest in Health Exercise	13.61%	16.91%
Fitness	B	Running	0.73%	0.47%
Fitness	C	Walking	5.57%	5.98%
Fitness	D	Aerobics	0.69%	0.96%
Games and Gambling	A	Interest in Sweepstakes and ...	10.28%	11.70%
Home & Garden	A	Interest in Sewing and Knitting	11.74%	14.03%
Home & Garden	B	Interest in Woodworking	2.60%	3.87%
Home & Garden	C	Interest in Photography	2.60%	3.29%
Home & Garden	D	Home and Garden	2.19%	2.91%
Home Improvement	A	Home Improvement Interest	1.32%	1.50%
Home Improvement	B	Home Improvement DIY	23.21%	27.90%
Outdoor Activities	A	Interest in Outdoor, General	5.53%	7.20%
Outdoor Activities	B	Interest in Snow Sports	1.10%	1.28%
Outdoor Activities	C	interest in Water Sports	0.14%	0.16%
Outdoor Activities	D	Interst in Hunting and Fishing	11.10%	11.95%
Pet Lover/Owner	A	Has Pets	3.11%	3.52%
Pet Lover/Owner	B	Equestrian	0.50%	0.43%
Pet Lover/Owner	C	Cat owner	1.64%	1.81%
Pet Lover/Owner	D	Dog owner	9.00%	9.07%
Self Improvement	A	Health & Medical	2.65%	3.73%
Self Improvement	B	Dieting Weight loss	10.32%	10.96%
Self Improvement	C	Self Improvement	5.76%	7.11%
Spectator Sports	A	General	6.72%	10.04%
Spectator Sports	B	Footbal	8.73%	8.27%
Spectator Sports	C	Baseball	0.05%	0.22%
Spectator Sports	D	Golf	3.29%	3.48%
Spectator Sports	E	Tennis	0.14%	0.09%
Spectator Sports	F	Auto and Motorcycle Racing	2.28%	2.98%
Travel	A	Travel	6.99%	8.35%
Travel	B	Domestic	11.38%	12.77%
Travel	C	International	0.14%	+0.00%
Travel	D	Cruise	2.70%	3.01%