



CONSUMERVISION CATEGORY LEVELS

LEVEL 1

DWELLING/NEIGHBORHOOD

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

ETHNICITY

Ethnic Code

LEVEL 3

AUTOMOBILE

Peer Interest Example:
Used Cars & Automobiles
Product Registration Examples:
Motorcycling
NASCAR

BUYING BEHAVIOR

Peer Interest Examples:
Coupons
Online Shopper
Product Registration Examples:
Fashion Clothing
Fine Arts
Money Making Opps

DONOR

Peer Interest Examples:
Donor General
Political
Volunteering

ETHNICITY

Country of Origin
Language Preference
Premium Ethnic Code
Religion

GENERAL INTERESTS

Online Interest Examples:
Adult Dating Services
Education
Real Estate
Shopping
Product Registration Examples:
Care for Elderly
Military Veteran
Reading
Video Games

HOUSEHOLD CHARACTERISTICS

Estimated Income / Median Income
Household Composition
Household Type
Marital Status
Median Years in School
Oldest Age at Address

WEALTH & FINANCIAL

Net Worth Indicator

HEALTH & FITNESS

Online Interest Example:
Health & Fitness
Peer Interest Examples:
Bowling
Diet Products
Sporting Goods
Product Registration Examples:
Improving Health
Natural Foods
Running & Jogging
Sport Participant
Weight Control

HOME & GARDEN

Online Interest Example:
Home Improvement
Peer Interest Examples:
Do It Yourself
Gardening
Home Furnishing
Tools

INDIVIDUAL

Date of Birth
Month of Birth

INTERESTS & HOBBIES

Online Interest Example:
News
Peer Interest Examples:
Antiques & Collectibles
Children's Activities
Cooking
Green / Recycling
Movies

MARKET MODELS

Nielsen County Code
Peer Group

LEVEL 2

HOUSEHOLD CHARACTERISTICS

Number of Children
Occupation Type
Presence of Children

INDIVIDUAL

Exact Age

OUTDOOR ACTIVITIES

Peer Interest Example:
Camping
Product Registration Examples:
Boating & Sailing
Camping & Hiking
Fishing
Hunting

PETS & ANIMAL INTERESTS

Product Registration Examples:
Horseback Riding
Own a Cat/Dog

TECHNOLOGY

Online Interest Examples:
Computer Products
Social Networking
Peer Interest Examples:
Cellular Phone
Electronics
Home Audio
New Technology

TRAVEL

Online Interest Example:
Travel
Peer Interest Examples:
Timeshares
Travel Domestic
Travel for Business

WEALTH & FINANCIAL

Online Interest Examples:
Insurance
Investor
Product Registration Examples:
Mutual Funds
Own Real Estate
Stock & Bonds



CONSUMERVISION CATEGORY LEVELS

LEVEL 4

CREDIT BEHAVIOR

Credit Card: Bank
Credit Card: Gas
Credit Card: High End
Credit Card: Miscellaneous
Credit Card: Retail

Credit Card: Travel
Credit Card: Upscale Retail

BUYING BEHAVIOR

Mail Order Buyer: General
Mail Order Responder: General

DONOR

Mail Order Donor: General

LEVEL 5

AUTOMOTIVE

Buyer Examples:
Automobiles & Trucks
Cars & Auto Racing
Motorcycles & ATVs

BUYING BEHAVIOR

Consumer Product Goods
Online Purchasing
Subscribers: Magazine / Mail Order

CREDIT BEHAVIOR

Buyer: Using Credit Card
Income Producing Assets
Revolving Bankcard Debt
Subscriber: Credit Card User
Summarized Credit Score

DONOR

Buyer Examples:
Charitable Donor
Gift Giver
Subscriber: Contributor / Donor

ETHNICITY

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

GENERAL INTERESTS

Buyer Examples:
Adult Interests
Current Events
Wildlife & Environment
Subscriber Examples:
Books or Magazines
Holiday Activities

HEALTH & FITNESS

Buyer Examples:
Fitness & Exercise Products
Health Foods
Sports & Recreational Products
Magazine Subscriber Examples:
Adult & Child Health
Beauty & Fashion
Fitness & Exercise

HOME & GARDEN

Buyer Examples:
Do it Yourself Products
Gardening & Flowers
Home Decorating
Magazine Subscriber Examples:
Decorating
Gardening
Home Improvement

INTERESTS & HOBBIES

Buyer Examples:
American History Products
Crafts / Quilting
Games / Video Games
Gourmet Foods & Cooking
Products for Family
TV / Movies / Video
Magazine Subscriber Examples:
Cooking
Crafts
Empty Nesters
Music & Videos
Gourmet Fine Foods
Woodworking

OUTDOOR ACTIVITIES

Buyer Examples:
Boating & Sailing Products
Camping & Hiking Products
Rural Farming

PETS & ANIMAL INTERESTS

Buyer Examples:
Birds & Pet Products
Cats & Cat Products
Dogs & Dog Products
Pets & Pet Products General

TECHNOLOGY

Buyer Examples:
Computer Products
Electronic Products
Internet Products
Subscriber Examples:
Computers
High Tech Electronics
Home Electronics

TRAVEL

Buyer Examples:
Cruise Vacations
Ocean Beaches Vacation
Travel General
Recreational Vehicle
Magazine Subscriber Example:
Travel

WEALTH & FINANCIAL

Magazine Subscriber Example:
Finance
Subscriber Example:
Investors