



GROUP MEDIA

*Leading With Data*

## 2025 Audience Segments



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Segment Name	Segment Description
<b>Community &amp; Language</b>	
Arabic Speakers	People that speak Arabic
Chinese Speakers	People that speak Chinese
French Speakers	People that speak French
German Speakers	People that speak German
Hebrew Speakers	People that speak Hebrew
Hindu Speakers	People that speak Hindu
Italian Speakers	People that speak Italian
Japanese Speakers	People that speak Japanese
Korean Speakers	People that speak Korean
Pashtu Speakers	People that speak Pashtu
Polish Speakers	People that speak Polish
Portuguese Speakers	People that speak Portuguese
Russian Speakers	People that speak Russian
Spanish Speakers	People that speak Spanish
Vietnamese Speakers	People that speak Vietnamese
<b>Education</b>	
Education 1-High School Graduate	People known to be or describes themselves as a high school graduate
Education 2-Some College	People known to or describe themselves as having attended some college
Education 3-College Graduate	People known to be or describe themselves as a college graduate
Education 4-Graduate School	People known to or describe themselves as having attended graduate school
<b>Ethnicity</b>	
Asian	People known to be or describe themselves as Asian
African American	People known to be or describe themselves as African American
Arabic	People known to be or describe themselves as Arab
Hispanic	People known to be or describe themselves as Hispanic
American Indian	People known to be or describe themselves as American Indian
Caucasian	People known to be or describe themselves as Caucasian
<b>Family Position</b>	
Female Head Of Household	People known to be or describe themselves as female head of household
Grandmother	People known to be or describe themselves as a grandmother
Husband	People known to be a or describe themselves as a husband
Male Head Of Household	People known to be or describe themselves as male head of household
Grandfather	People known to be or describe themselves as a grandfather
Wife	People known to be or describe themselves as a wife
<b>Gender</b>	
Gender F-Female	People known to be female via various self reported data feeds
Gender M-Male	People known to be male via various self reported data feeds
<b>Age Range</b>	
Age Range > 18 - 24	People with personally identifiable age information in the age range of 18 - 24
Age Range > 25 - 29	People with personally identifiable age information in the age range of 25 - 29
Age Range > 30 - 34	People with personally identifiable age information in the age range of 30 - 34
Age Range > 35 - 39	People with personally identifiable age information in the age range of 35 - 39
Age Range > 40 - 44	People with personally identifiable age information in the age range of 40 - 44
Age Range > 45 - 49	People with personally identifiable age information in the age range of 45 - 49

Segment Name	Segment Description
Age Range > 50 - 54	People with personally identifiable age information in the age range of 50 - 54
Age Range > 55 - 59	People with personally identifiable age information in the age range of 55 - 59
Age Range > 60 - 64	People with personally identifiable age information in the age range of 60 - 64
Age Range > 65 - 69	People with personally identifiable age information in the age range of 65 - 69
Age Range > 70 - 74	People with personally identifiable age information in the age range of 70 - 74
Age Range > 75 - 79	People with personally identifiable age information in the age range of 75 - 79
Age Range > 80 +	People with personally identifiable age information in the age range of age 80 +
Age Range > 21-24	People with personally identifiable age information in the age range of 21 - 24
Age 21 Plus > 1	US Consumers age 21 or over
<b>Lfe Stage</b>	
Elders (80+)	People whose generation is identified as an elder age 80+
Silent Generation (64-79)	People whose generation is identified as the Silent Generation age 64-79
Baby Boomers (55-63)	People whose generation is identified as a Baby Boomer age 55-63
Jonsers (43-54)	People whose generation is identified as a Baby Boomer - Jonser age 43-54
Gen X (27-42)	People whose generation is identified as Generation X age 27-42
Gen Y/Millennial (18-26)	People whose generation is identified as Generation Y - millennial age 18-26
<b>Marital Status</b>	
Married	Marital status is known to be Married
Single	Marital status is known to be Single
<b>Credit Card</b>	
Debit Card Holder	Has at least one bank card (debit card)
Credit Card Holder	Person has at least one credit card
Retail Card Holder	Person has at least one retail card (branded credit card)
Owns Premium American Express Card	Households known to own a Premium American Express Card
Owns Premium Discover Card	Households known to own a Premium Discover Card
Owns Premium Store Or Retail Card	Households known to own a store or retail card
Owns Premium Visa Or MasterCard Card	Households known to own a premium Visa or MasterCard Card
Owns A Regular Amex Card	Households known to own a Amex card
Owns Regular Discover Credit Card	Households known to own a regular Discover credit card
Owns Standard Retail Credit Card	Households known to own a standard retail credit card
<b>Income</b>	
Income Range <\$30K	Household income of <\$30k
Income Range \$30K-\$60K	Households with known income range of \$30k-\$60k
Income Range \$61K-\$100K	Households with known income range of \$61k-\$100k
Income Range >\$100K	Households with known income range of >\$100k
<b>Investments/Retirement Plans</b>	
Investments/Retirement Plans	Individuals with income-producing investments and savings assets
Owns Mutual Funds	Households known to own a mutual fund
Owns Stocks And Bonds	Households known to own stocks and bonds
<b>Net Worth</b>	
Net Worth Ranges > 5K - 9,999K	Based on home value, age of head of household, dwelling size, and census level data
Net Worth Ranges > 10K - 24,999K	Based on home value, age of head of household, dwelling size, and census level data
Net Worth Ranges > 25K - 49,999K	Based on home value, age of head of household, dwelling size, and census level data
Net Worth Ranges > 50K - 99,999K	Based on home value, age of head of household, dwelling size, and census level data

Segment Name	Segment Description
Net Worth Ranges > 100K - 249,999K	Based on home value, age of head of household, dwelling size, and census level data
Net Worth Ranges > 250K - 499,999K	Based on home value, age of head of household, dwelling size, and census level data
Net Worth Ranges > Greater Than 500K	Based on home value, age of head of household, dwelling size, and census level data

Wealth Decile	
Wealth 0- Lowest Decile	Bottom 10% wealth bracket with home values under \$49,999, incomes below \$34, and net worth under \$20k
Wealth 1- 9th Decile	Wealthiest 81-90% with home values of \$50,000-\$99,999, incomes of \$35-\$49k, and net worth of \$20-\$59k
Wealth 2- 8th Decile	Wealthiest 71-80% with home values of \$100,000-\$149,999, incomes of \$50-\$59k, and net worth of \$60-\$99k
Wealth 3- 7th Decile	Wealthiest 61-70% with home values of \$150,000-\$199,999, incomes of \$60-\$74k, and net worth of \$100-\$139k
Wealth 4- 6th Decile	Wealthiest 51-60% with home values of \$200,000-\$299,999, incomes of \$75-\$89k, and net worth of \$140-\$179k
Wealth 5- 5th Decile	Wealthiest 41-50% with home values of \$300,000-\$399,999, incomes of \$90-\$124k, and net worth of \$180-\$299k
Wealth 6- 4th Decile	Wealthiest 31-40% with home values of \$400,000-\$499,999, incomes of \$125-\$149k, and net worth of \$300-\$499k
Wealth 7- 3rd Decile	Wealthiest 21-30% with home values of \$500,000-\$699,999, incomes of \$150-\$174k, and net worth of \$500-\$799k
Wealth 8- 2nd Decile	Wealthiest 11-20% with home values of \$700,000-\$899,999, incomes of \$175-\$249k, and net worth of \$800k-\$12M
Wealth 9- Top Decile	Wealthiest 10% with home values of \$900,000+, incomes of \$250k+, and net worth of \$12M+

Home Finance	
Home Finance > < 75K	Indicates the amount of most recent finance mortgage for the home
Home Finance > 76K-125K	Indicates the amount of most recent finance mortgage for the home
Home Finance > 126K-175K	Indicates the amount of most recent finance mortgage for the home
Home Finance > 176K-250K	Indicates the amount of most recent finance mortgage for the home
Home Finance > 251K-325K	Indicates the amount of most recent finance mortgage for the home
Home Finance > 326K-425K	Indicates the amount of most recent finance mortgage for the home
Home Finance > 426K-550K	Indicates the amount of most recent finance mortgage for the home
Home Finance > 551K-750K	Indicates the amount of most recent finance mortgage for the home
Home Finance > 751K-999K	Indicates the amount of most recent finance mortgage for the home
Home Finance > 1MM	Indicates the amount of most recent finance mortgage for the home

Home Value	
Current Home Value > 0-100k	Estimated home market value of the house
Current Home Value > 101k-200k	Estimated home market value of the house
Current Home Value > 201k-300k	Estimated home market value of the house
Current Home Value > 301k-400k	Estimated home market value of the house
Current Home Value > 401k-500k	Estimated home market value of the house
Current Home Value > 501k-750k	Estimated home market value of the house
Current Home Value > 750k-up	Estimated home market value of the house

Home Ownership	
Probable Home Owner	People projected to be the probable home owner based on home being classed as owner occupied
Renter	People known to be a confirmed renter based upon available sups information
Home Owner	People confirmed as a home owner based upon compiled county recorder information

Segment Name	Segment Description
<b>Home Purchase Price</b>	
Home Purchase Price > 0-100k	The original purchase amount of the house in ranges
Home Purchase Price > 101k-200k	The original purchase amount of the house in ranges
Home Purchase Price > 201k-300k	The original purchase amount of the house in ranges
Home Purchase Price > 301k-400k	The original purchase amount of the house in ranges
Home Purchase Price > 401k-500k	The original purchase amount of the house in ranges
Home Purchase Price > 501k-750k	The original purchase amount of the house in ranges
Home Purchase Price > 750k-up	The original purchase amount of the house in ranges
<b>Mortgage Amount</b>	
Mortgage Amount > < 75k	Amount of the 1st mortgage for the purchase of a home
Mortgage Amount > 76k-125k	Amount of the 1st mortgage for the purchase of a home
Mortgage Amount > 126k-175k	Amount of the 1st mortgage for the purchase of a home
Mortgage Amount > 176k-250k	Amount of the 1st mortgage for the purchase of a home
Mortgage Amount > 251k-325k	Amount of the 1st mortgage for the purchase of a home
Mortgage Amount > 326k-425k	Amount of the 1st mortgage for the purchase of a home
Mortgage Amount > 426k-550k	Amount of the 1st mortgage for the purchase of a home
Mortgage Amount > 551k-750k	Amount of the 1st mortgage for the purchase of a home
Mortgage Amount > 751k-999k	Amount of the 1st mortgage for the purchase of a home
Mortgage Amount > 1MM+	Amount of the 1st mortgage for the purchase of a home
<b>Mortgage Interest Rate</b>	
Adjustable Mortgage Interest Rate	Households known to own an adjusted mortgage interest rate
Balloon Mortgage Interest Rate	Households known to own a balloon mortgage interest rate
Fixed Mortgage Interest Rate	Households known to own a fixed mortgage interest rate
<b>Length Of Residence</b>	
Length Of Residence > < 3 Years-	People with a length of residence < 3 years- based upon compiled county recorder information
Length Of Residence > 3 - 5 Years-	People with a length of residence 3 - 5 years- based upon compiled county recorder information
Length Of Residence > 6-9 Years-	People with a length of residence 6-9 years- based upon compiled county recorder information
Length Of Residence > 10 - 14 Years-	People with a length of residence 10 - 14 years- based upon compiled county recorder information
Length Of Residence > 15+	People with a length of residence 15+ based upon compiled county recorder information
<b>Median Home Value</b>	
Median Home Value 0-100K	Households with a known median home value 0-100k
Median Home Value 101K-200K	Households with a known median home value 101k-200k
Median Home Value 201K-300K	Households with a known median home value 201k-300k
Median Home Value 301K-400K	Households with a known median home value 301k-400k
Median Home Value 401K-500K	Households with a known median home value 401k-500k
Median Home Value 501K-750K	Households with a known median home value 501k-750k
Median Home Value 750K-Up	Households with a known median home value 750k-up
<b>Generations</b>	
Generations in Household > 1 Generation - Adult	Indicated the number of family generated in a household
Generations in Household > 2 Generation2 - Adult	Indicated the number of family generated in a household
Generations in Household > 3 Generations - Adult	Indicated the number of family generated in a household
<b>Household</b>	
Number Of Adults In Household > 1-1	Households known to have or has reported 1 adult present
Number Of Adults In Household > 2-2	Households known to have or has reported 2 adults present

Segment Name	Segment Description
Number Of Adults In Household > 3-3	Households known to have or has reported 3 or more adults present
Number Of Children In Household > 0-No Child	Households known to have or has reported no children present
Number Of Children In Household > 1-1	Households known to have or has reported 1 child is present
Number Of Children In Household > 2-2	Households known to have or has reported 2 children present in household
Number Of Children In Household > 3-3	Households known to have or has reported 3 or more children present
Total Number In Household > 1-1 Person	Households known to have or has reported 1 person is present
Total Number In Household > 2-2 Persons	Households known to have or has reported 2 people present
Total Number In Household > 3-3 Persons +	Households known to have or has reported 3 or more people present

Children in Household	
Children In Household Age 0_3	Households known to have or reports that a child is present in the home age 0-3
Children In Household Age 4_6	Households known to have or reports that a child is present in home age 4-6
Children In Household Age 7_9	Households known to have or reports that a child is present in home age 7-9
Children In Household Age 10_12	Households known to have or reports that a child is present in home age 10-12
Children In Household Age 13_18	Households known to have or reports that a child is present in home age 13-18
Children/Presence In Household	Households known to have a at least one child is present in the home
Presence Of Grandchildren < 12 Years Old	Households known to have grandchildren present that are under 13 years old

Year Home Built	
Year Home was Built > < 1900	Indicated the year that home was constructed
Year Home was Built > 1900-1949	Indicated the year that home was constructed
Year Home was Built > 1950-1974	Indicated the year that home was constructed
Year Home was Built > 1975-1999	Indicated the year that home was constructed
Year Home was Built > 2000+	Indicated the year that home was constructed

Income Range	
< \$10K	Households with known income < \$10k
\$10K-\$199K	Households with known income \$10k-\$199k
\$20K-\$299K	Households with known income \$20k-\$299k
\$30K-\$399K	Households with known income \$30k-\$399k
\$40K-\$499K	Households with known income \$40k-\$499k
\$50K-\$599K	Households with known income \$50k-\$599k
\$60K-\$699K	Households with known income \$60k-\$699k
\$70K-\$799K	Households with known income \$70k-\$799k
\$80K-\$899K	Households with known income \$80k-\$899k
\$90K-\$999K	Households with known income \$90k-\$999k
\$100K-\$1499K	Households with known income \$100k-\$1499k
\$150K - \$1749K	Households with known income \$150k - \$1749k
\$175K-\$1999K	Households with known income \$175k-\$1999k
\$200K-\$2499K	Households with known income \$200k-\$2499k
Income Range > 0-\$250K+	Households with known income \$250k+

Urbanicity	
Urbanicity > Rural area	In the household, the way of life is rural
Urbanicity > Suburban area	In the household, the way of life is suburban
Urbanicity > Urban area	In the household, the way of life is urban

Dwelling Type	
Dwelling Type Multi-Family Dwelling	Multi-family dwelling based upon both sups information and county recorder data
Dwelling Type Single Family Dwelling	Single family dwelling based upon both sups information and county recorder data

Segment Name	Segment Description
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**Occupation**

White Collar	Occupation is white collar such as executive, medical, professionals, etc
Accountant	Accountant - people with an occupation that keep or inspect financial accounts
Armed Forces	Armed Forces - occupation in the country's military forces, especially army, navy and air force
Army / Navy Credit Union Trades	Army and/or Navy Credit Union Trades
Attorney / Lawyer	Attorney / Lawyer - acting for another in legal or business matters, or who practice law
Broker / Stock Trader	Broker / Stock Trader - occupation that buys and sells stocks and other securities
Construction	Construction - skilled in the building of offices or dwellings, etc
Cosmetologist	Cosmetologist - expert in the use and application of cosmetics
Dental Assistant / Hygienist	Dental Assistant / Hygienist - specializing in scaling and polishing teeth
Dentist	Dentist - qualified to treat the diseases and conditions that affect the teeth and gums
Engineer	Engineer -designing, building or maintaining engines, machines, public works, etc
Health Care	Health Care - helping in identifying, identifying, preventing, or treating illness or disability
Homemaker	Homemaker -managing and maintaining a home
Insurance Agent	Insurance Agent - acts as an agent who sells insurance
Laborer	Laborer - engaging in physical work, especially of an unskilled kind
Manager / Marketing Manager	Managers or Marketing Managers who focus on applying business and marketing techniques
Mechanic	Mechanic - repairing and maintaining machinery
Medical Assistant	Medical Assistant - trained to assist medical professionals
Medical Doctor / Physician	Medical Doctor / Physician - qualified to practice medicine
Nurse (RN / LPN)	Nurse (RN / LPN) - trained to care for the sick
Nurses Aide/Orderly	Nurses Aide / Orderly - assisting professional nurses in a hospital or other medical facility
Occupation - Blue Collar	Occupation that is blue collar such as laborer, driver, construction, etc
Occupation - Health Services	Occupation in health services such as doctor, nurse, dentist, hygienists, etc
Occupation - Management	Occupation in management such as manger, director, executive, etc
Occupation - Retired	Retired
Occupation - Sales/Marketing	Occupation in sales / marketing
Occupation - Self-Employed	Self-employed
Occupation - Technical	Occupation in a technical field such as pc technical, database administrator, etc
Occupation - Work From Home	Work from home
Pharmacist / Pharmacy	Pharmacist / Pharmacy - professionally qualified to prepare and dispense medical drugs
Pilot	Pilot - qualified at operating an aircraft
Plumber	Plumber - fitting and repairing pipes and other apparatuses of water supply
Professional Driver / Truck Driver	Professional Driver / Truck Driver - driving a motor vehicle (bus, coach, truck, etc) as an occupation
Real Estate Agent / Realtor	Real Estate Agent / Realtor - one that acts as an agent for the sale of land
Retired / Pensioner	Retired or a Pensioner - retired from full-time work
Sales	Sales - sellers of a good or service
Teacher	Teacher - one who teaches, especially in a school
Therapist - Physical / Occupational	Physical or Occupational Therapist - health professionals
President	President - hold the title of president and make major business decisions

**Interests**

Book Buyer	Book buyers who are voracious readers that have recently purchased books via catalogs, clubs, websites and retail outlets
Collect special Foods Buyer	Buyer and or Collector of Special foods
Comcast Internet Users	Comcast Internet Users
Computer Game Buyers	Buyers of computer games and accessories who are interested in the latest games, gadgets, and innovations



Segment Name	Segment Description
Consumer Electronics Buyers	Known buyers of consumer electronics These consumers are interested in purchasing the latest gadgets and innovations
Diet & Weight Loss Buyers	Known buyers of diet and weight loss products interested in diet, weight loss and wellness products, programs and services
Female Apparel Shopper	Individuals who have purchased female specific merchandise such as women's apparel, shoes and accessories
Food Buyer	Individuals who are interested in food or cooking as well as types of foods, food preparations, and new products
Health & Beauty Products Buyers	Known buyers of health and beauty products interested in purchasing the latest trends in health, cosmetics and personal grooming
Home Decor Buyer	Recently purchased home furnishings, appliances, or accessories and are interested in decorating, organizing, green living, etc
Buyers > Music Instruments	Known buyers of musical instruments
Home Furnishings Buyers	Known buyers of home furnishings interested in seeing the latest products, reviews and trends related to home furnishings
Home Improvement Buyer	Households passionate about home improvement, DIY tips, design ideas, construction advice, and landscaping or gardening plans
Internet Buyer	Households known to make purchases online (eg retail, cataloger and wholesale websites, etc)
Jewelry Buyers	Known buyers of jewelry interested in seeing, learning and purchasing an assortment of jewelry products
Male Apparel Buyer	Purchased male specific merchandise such as men's apparel, shoes and accessories
Magazine Buyer	Magazine readers who enjoy magazine reading and have an active interest in entertainment, culture, and current events
Owns A Warehouse Membership	Owns a warehouse membership
Pet Buyer	Owners of cats, dogs, horses, and other pets and have pet interests, lifestyles, and likely donate to animal causes
Plus Size Clothing Buyers	Known buyers of Plus Size apparel interested in purchasing apparel from the comfort and privacy of their home
Satellite TV Owners	Individuals who are known Satellite TV owners and who access shows, movies, music and more via their satellites
Opportunity Seeker/Self Improvement Enthusiasts	Individuals purchasing financial products like self-improvement programs and success strategies to better their lives
Sweepstakes/Contest	Individual in the household has made a purchase via a sweepstakes or contest
Value Hunter	a Value Hunters and who search online to find the best value before making a purchase
Video Game Buyers	Known buyers of video games and gaming consoles interested in purchasing the latest games, gadgets and innovations
<b>Mail Order</b>	
Mail Order Buyers	Households known to make purchases through the mail (eg retail catalogers, magazine subscriptions, etc)
Mail Order Children's Product Buyer	Households that purchase children's products through mail-order sources such as retail catalogs and magazine subscriptions
Mail Order Clothing Buyer	Households that purchase clothing and apparel products through mail-order sources like retail catalogs and magazines
Mail Order Cosmetics Buyer	Households that purchase cosmetics and related products through mail-order sources like retail catalogs and magazines
<b>Charities</b>	
Contribute/Charitable Donation - Animal	Individuals known to have make charitable donations to entities associated with animal causes and organizations
Contribute/Charitable Donation - Children's	Individuals known to have make charitable donations to entities associated with children's causes and organizations
Contribute/Charitable Donation - Environment	Individuals known to have make charitable donations to various environmental cause and non-profit organizations

Segment Name	Segment Description
Contribute/Charitable Donation - Health	Individuals known to have make charitable donations associated with various health related causes and non-profit organizations
Contribute/Charitable Donation - Political	Individuals known to have make charitable donations associated with various political causes and action committee organizations
Contribute/Charitable Donation - Religious	Individuals known to have make charitable donations to entities associated with various religious or faith based organizations
Contribute/Charitable Donation - Veterans	People known to have contributed to causes associated with veterans causes and veterans non-profit organizations
Contribute/Charitable Donations	Individuals known to have make charitable donations to entities associated with various non-profit organizations

Pets	
Owns A Cat	People who own a cat
Owns A Dog	People who own a dog

Political Affiliation	
Political Affiliation - Democrat	People known to be or describe themselves as a democrat
Political Affiliation - Independent	People known to be or describe themselves as a independent
Political Affiliation - Republican	People known to be or describe themselves as a republican

Voter	
Absentee Voter	Users who have been an Absentee voter in the past
Active Voter	Users who identify as an Active Voter
Early Voter Status	Users who have been an Early Voter in the past
Inactive Voter	Users who identify as an Inactive Voter

Presence Of Elderly Parent	People known to have the presence of an elderly parent in the home
Veteran In Household	People known to have the presence of a veteran in the home
Voter Indicator	Known individuals who cast their votes

Contributor	
Contributors > Very Likely	Very high likelihood individual is a charitable donor and has a propensity to donate to charitable causes
Contributors > 80% Likely	80% likelihood the individual is a charitable donor and has a propensity to donate to charitable causes
Contributors > 70% Likely	70% likelihood the individual is a charitable donor and has a propensity to donate to charitable causes
Contributors > Not Likely	Very low likelihood individual is a charitable donor or has a propensity to donate to charitable causes

Lifestyle	
Luxury Life	Multiple leisure interests involving gourmet cooking/, health & natural foods, wines, fashion clothing
Green Eco Living (broad)	People known to have contributed to Environmental causes, enjoy hiking/camping and organic products
Cultural Artistic Living	Lifestyle segment based on demographics and behavioral attributes
Highbrow	Lifestyle segment based on demographics and behavioral attributes
High Tech Living	Lifestyle segment based on demographics and behavioral attributes
Professional Living	Lifestyle segment based on demographics and behavioral attributes
Sporty Living	Lifestyle segment based on demographics and behavioral attributes
Upscale Living	Lifestyle segment based on demographics and behavioral attributes
New Vehicle Buyer	Lifestyle segment based on demographics and behavioral attributes
Working Woman	Lifestyle segment based on demographics and behavioral attributes

Collectors	
Collects Antiques	Someone in the household has an interest in collecting antiques

Segment Name	Segment Description
Collects Coins	Someone in the household has an interest in collecting coins
Collects Figurines	Someone in the household has an interest in collecting figurines
Collects Fine Arts	Someone in the household has an interest in collecting fine arts
Collects Music	Someone in the household has indicated they have an interest in collecting music
Collects Sports Memorabilia	Consumers who have chosen to receive information on their sports memorabilia collecting interests
Collects Stamps	Someone in the household has an interest in collecting stamps

**Interests**

Arts & Craft	Households passionate about arts and crafts, including needlepoint, knitting, scrapbooking, painting, and more.
Avid Readers	Avid readers who enjoy fiction and non-fiction books and subscribe to magazines, local and national newspapers.
Collectors	Known collectors, these individuals are passionate about artwork, antiques, sports cards, stamps, coins, and other valuable items
Entertainment Enthusiasts	Entertainment enthusiasts who enjoy activities including attending live performances, gambling, visiting theme parks, and more
Music	Music lovers who expand their libraries and purchase CDs, MP3s, DVDs, and music accessories from their favorite artists
Auto Work	Someone in the household has an interest in working on vehicles and mechanics
Board Games	Someone in the household has an interest in board games/puzzles
Interest in Cooking	Foodies who enjoy cooking as a hobby, staying inspired by trends and ideas from shows, magazines, websites, and more
Computer Games	Someone in the household has an interest in computer games
Gourmet Cooking	Someone in the household has an interest in gourmet cooking
Knitting / Needlework	Someone in the household has an interest in sewing/knitting/needlework
Movies	Someone in the household has indicated they are interested in watching movies
Music Players (ie iPod, MP3)	Someone in the household has indicated they have an interest in music players (MP3s)
Interest in Photography	People that have more than a passing interest in photography and video equipment and supplies
Science / Space	Someone in the household has an interest in the field of science and/or space
Sewing	Someone in the household has an interest in sewing/knitting/needlework
Toys	Someone in the household has an interest in toys
Video Games	Someone in the household as an interest in video games
Watching Sports On TV	Interest in all sports on television including at least 3 of the following: Football, Baseball, Basketball, Hockey and/or Soccer
Interest in Wine Appreciation	Interested in wine and learning the latest about trends, products and reviews of wine, wineries and associated products
Woodworking	Someone in the household with an interest in woodworking

**Reading**

Reader of News / Finance Periodicals	Someone in the household has an interest in reading finance and/or News periodicals and books
Reader of Astrology	Someone in the household has an interest in reading astrology periodicals and books
Reader of Best Selling Fiction	Someone in the household has an interest in reading best selling fiction books
Reader of Bible or Devotional	Someone in the household has an interest in reading Bible or devotional periodicals and books
Reader of Books on Tape	Someone in the household has an interest in listening to books on tape
Reader of Children's Books	Someone in the household has an interest in reading childrens books
Reader of Computer Periodicals	Someone in the household has an interest in reading computer periodicals and books
Read Cooking /Culinary	Epicureans who enjoy fine dining and subscribe to periodicals on foods, preparation, and new products
Reader of Country Lifestyle Periodicals	Someone in the household has an interest in reading country lifestyle periodicals and books
Read Fashion	Fashion enthusiasts who subscribe to fashion magazines and staying up-to-date on styles and accessories

Segment Name	Segment Description
Read Interior Decorating	Avid readers of interior decorating and design periodicals, subscribing to trusted magazines that promote an upscale lifestyle
Read Medical/Health	Readers of medical and health periodicals, subscribing to wellness magazines focused on fitness, nutrition, and healthy lifestyles
Reader of Military Books	Someone in the household has an interest in reading military periodicals and books
Reader of Mystery Books	Someone in the household has an interest in reading mystery periodicals and books
Read Natural Health	Individuals who prefer a natural and organic lifestyle and subscribe to periodicals focused on foods, supplements, and fitness
Read People/Entertainment	Readers of people and entertainment magazines who love pop culture and often subscribe to top entertainment publications
Reader of Romance	Someone in the household has an interest in reading romance periodicals and books
Reader of Science Fiction	Someone in the household has an interest in reading science periodicals and books
Reader of Technology	Someone in the household has an interest in reading technology periodicals and books
Read Sports	Avid sports fans who read and subscribe to top sports books and magazines for in-depth knowledge on teams and players
Read World News/Politics	Readers of world news and political magazines who stay informed on events and policies through top publications

Sports	
Auto / Motorcycle Racing	Someone in the household has an interest in riding motorcycles, and has an interest in watching auto/motorcycle racing
Sporting Interest	Individuals who have multiple interests in a variety of sports such as basketball, skiing running, etc
Aerobics	Someone in the household has an interest in aerobic exercise
Baseball	Individuals who love baseball including fans of college baseball, the minor leagues and Major League Baseball
Basketball	Individuals who love basketball including fans of college hoops and the NBA
Interest In Fishing	Individuals who have indicated their interest in fishing
Football	Individuals who love football including fans of college football the NFL and participants of fantasy football
Snow Skiing	Interest in skiing and who spend on the sport, subscribe to ski related publications and travel to skiing destinations
Golf	Interest in golf and who spend on their sport, subscribe to golf related publications and travel to golfing destinations
Great Outdoors	Outdoors enthusiasts including hunting/shooting, sailing/boating, fishing, motorcycling, camping/hiking, recreational vehicles, etc
Healthy Living	Multiple health related pursuits including bicycling, running/jogging, self-improvement, health/natural foods, etc
Hockey	Individuals who have indicated their interest in hockey
Nascar	Interest in Nascar such as drivers, posters, pictures, die cast cars, window decals, race apparel and tickets
Running	Individuals who enjoy running, including casual/occasional joggers, marathoners, road, trail and treadmill runners
Scuba Diving	Individual interested in scuba diving and who spend on their sport, subscribe to diving publications and travel to diving destinations
Soccer	Someone in the household has an interest in watching soccer
Tennis	Individuals who have indicated their interest in tennis
Walking	Someone in the household has an interest in walking for exercise
Weight Lifting	Someone in the household has an interest in weight lifting
Camping / Hiking	Someone in the household has an interest in camping/hiking
Likes Boating / Sailing	This segment identifies individuals who like boating/sailing
Likes Hunting	This segment identifies individuals who like hunting

Segment Name	Segment Description
<b>Travel</b>	
Leisure Travel	Active travel enthusiasts who enjoy leisure activities, use high-end travel sites for discounts, and compare prices
Travel Business	Business travelers who track frequent flyer miles, car rental, and hotel points
Travel Cruises	Strong interest in cruises, often booking through high-end travel sites and comparing prices, amenities, and itineraries online
High End Travel	Upscale travelers who avoid economy flights, prefer luxury hotels, and book online to leverage elite status benefits
Travel Rewards Card Holder	Individuals with at least one credit card earning travel points and rewards from various transactions
International Traveler	Frequent international travelers who use rewards programs and book online for priority benefits
<b>Interests</b>	
Children Interests	Household has purchased children's items (clothes, books, toys, etc) showing they have an interest in children
Do It Yourselfer	Do-it-yourselfer with interests including: motorcycling, technology, gadgets, recreational vehicle, woodworking, sewing, etc
Family Interests/Activities	Focused on family activities and interests in family-oriented magazines, travel, food, crafts, holidays, games, and related products
Gardening	Avid gardeners who purchase plants, seeds, with interests in garden tools, seed supplies, greenhouses, and organic fertilizers
Hobbyists	Purchase items like arts and crafts, building models, quilting, ceramics, woodworking, and painting through catalogs and websites
Hobby Self Improvement	Interests in career, self-improvement, personal investments and online education products, services and information
Home Study Courses	People that have an active interest in educating themselves or their family through Home Study
Online Education	People who actively are seeking to engage in online education either for a degree, certificate or for continuing education
<b>Life Events</b>	
Child near High School Graduation	Indicates there is a child near high school graduation in the household, aged 165 - 18 years
College Graduate	Household indicated that it contains a recent college graduate
New Teen Driver	Predicts the household has a teenager who will start driving within months or has just started driving
Single Parent	Indicates that a single parent exists in the household
<b>Vistas</b>	
Rustic Families	Gen-X and Boomer parents - rural homeowners spend less on housing & greater disposable income
Thriving Suburbanites	Gen-X homeowners with higher incomes and children living at home
Autumn Years	Mature homeowners near retirement age, lower discretionary spending habits, and no children living at home
Young City Parents	Millennial and Gen-Z urban homeowners, spending is greater than expected considering their income and expenses
Prosperous with Property	Well-off suburbanite homeowners, typically with no children
Singles in the City	Younger urbanites with frugal spending habits
Booming with Confidence	Suburban empty-nesters with a comfortable standard of living
Rustic Homeowners	Rural adults with a more frugal standard of living
City Boomers	Urban adults with a comfortable standard of living
Upscale City Families	Urban Gen-X parents with high discretionary spending power
Middle Income Suburban Dwellers	Suburban/metro adults with high-end purchasing behavior
Thrifty Consumers	Gen-X and younger with lower discretionary purchasing habits

Segment Name	Segment Description
Mature & Practical Shoppers	Gen-X and Boomers with children in the home, tend to be renters, live in suburban/rural areas, and lower discretionary purchasing
Renters on the Rise	Gen-Z suburban/metro renters with moderate incomes but high-end spending habits
Mature Rustic Homeowners	Older adults with a lower disposable income, who favor value purchases
Millennial Suburban Homeowners	Gen-Z homeowners with no children and a varied range of incomes
Strapped for Cash	Mostly urban adults with lower income and purchasing power
Privacy Matters	Mostly urban adults with limited known demographics, but tend to have comfortable lifestyles
Privacy Matters Homeowners	Mostly homeowners with unknown incomes and spending habits
Affluent City Boomers	High Income Boomer home-owners living in the urban areas without children
Thrifty Boomers	Income-challenged urban renters with lower discretionary spending power
40 Plus Home lovers	Gen-X and Baby Boomer home owners who reside in a rural area & less likely to have children at home
Type > Healthy And Wealthy	Higher income, college educated, drive luxury SUVs, high credit rating
Type > At Home And In Bulk	Home-centered, lower home values, interest in autos, motorcycles, camping
Type > Luxe And Levered	Higher income, higher debt, young families
Type > Thrifty Shoppers	Lower income, high school education, more likely to rent
Type > Up For Grabs	Middle income, more likely to rent, lack of key interests

In Market Indicator	
Furniture Buyers	Households with a strong propensity to shop at furniture stores in the last 60 days
BJs Wholesale Shoppers	Expected to shop at BJ's Wholesale in the next 90 days
Costco Shoppers	Expected to shop at Costco in the next 90 days
Dollar General Shoppers	Expected to shop at Dollar General in the next 90 days
Dollar Tree Shoppers	Expected to shop at Dollar Tree in the next 90 days
Family Dollar Shoppers	Expected to shop at Family Dollar in the next 90 days
Farmers Market Shoppers	Expected to shop at Farmers Market in the next 90 days
Food Lion Shoppers	Expected to shop at Food Lion in the next 90 days
Fred Meyer Shoppers	Expected to shop at Fred Meyer in the next 90 days
Giant Eagle Shoppers	Expected to shop at Giant Eagle in the next 90 days
HEB Shoppers	Expected to shop at HEB in the next 90 days
Hyvee Shoppers	Expected to shop at Hyvee in the next 90 days
Kroger Shoppers	Expected to shop at Kroger in the next 90 days
Meijer Shoppers	Expected to shop at Meijer in the next 90 days
Publix Shoppers	Expected to shop at Publix in the next 90 days
Safeway Shoppers	Expected to shop at Safeway in the next 90 days
Sams Club Shoppers	Expected to shop at Sams Club in the next 90 days
Shoprite Shoppers	Expected to shop at Shoprite in the next 90 days
Stop Shop Shoppers	Expected to shop at Stop Shop in the next 90 days
Target Shoppers	Expected to shop at Target in the next 90 days
Trader Joes Shoppers	Expected to shop at Trader Joes in the next 90 days
Walmart Shoppers	Expected to shop at Walmart in the next 90 days
Wegmans Shoppers	Expected to shop at Wegmans in the next 90 days
Whole Foods Shoppers	Expected to shop at Whole Foods in the next 90 days
Aldi Shoppers	Expected to shop at Aldi in the next 90 days
Frequent Baskin Robbins Customer	Expected to visit Baskin Robbins frequently in the next 90 days
Frequent Burgers Customer	Expected to dine frequently at burger restaurants in the next 90 days
Frequent Chicken Customer	Expected to dine frequently at chicken restaurants in the next 90 days
Frequent Chick-fil-A Customer	Expected to visit Chick-fil-A frequently in the next 90 days
Frequent Coffee Customer	Expected to dine frequently at coffee shops in the next 90 days
Frequent Cracker Barrel Customer	Expected to visit Cracker Barrel frequently in the next 90 days
Frequent Dairy Queen Customer	Expected to visit Dairy Queen frequently in the next 90 days

Segment Name	Segment Description
Frequent Dominos Customer	Expected to visit Dominos frequently in the next 90 days
Frequent Dunkin Donuts Customer	Expected to visit Dunkin Donuts frequently in the next 90 days
Frequent Fast Casual Customer	Expected to dine frequently at fast casual restaurants in the next 90 days
Frequent Fast Food Customer	Expected to dine frequently at fast food restaurants in the next 90 days
Frequent Fine Dining Customer	Expected to dine frequently at fine dining restaurants in the next 90 days
Frequent In-N-Out Customer	Expected to visit In-N-Out frequently in the next 90 days
Frequent KFC Customer	Expected to visit KFC frequently in the next 90 days
Frequent Krispy Kreme Customer	Expected to visit Krispy Kreme frequently in the next 90 days
Frequent McDonalds Customer	Expected to visit McDonalds frequently in the next 90 days
Frequent Pizza Customer	Expected to dine frequently at pizza restaurants in the next 90 days
Frequent Pizza Hut Customer	Expected to visit Pizza Hut frequently in the next 90 days
Frequent Ruth Chris Customer	Expected to visit Ruth Chris frequently in the next 90 days
Frequent Sonic Customer	Expected to visit Sonic frequently in the next 90 days
Frequent Starbucks Customer	Expected to visit Starbucks frequently in the next 90 days
Frequent Sub Sandwich Customer	Expected to dine frequently at sub sandwich shops in the next 90 days
Frequent Subway Customer	Expected to visit Subway frequently in the next 90 days
Frequent Tex Mex Customer	Expected to dine frequently at Tex Mex restaurants in the next 90 days
Frequent Waffle House Customer	Expected to visit Waffle House frequently in the next 90 days
Frequent Whataburger Customer	Consumers expected to visit Whataburger frequently in the next 90 days

Holidays	
Holiday > Healthy Resolutions	Health-conscious buyers of diet and weight loss products who enjoy activities like biking and jogging, organic lifestyles, and more
Holiday Shoppers- Toys	This segment denotes someone in household has purchased toys and has children who are present in the household
Gift Givers- Children > 1	Household has purchased children's items (clothes, books, toys, etc) showing they have an interest in children
Holiday Shoppers- Retail	Individual has at least one retail card (branded store credit card) which has been identified via retail transactions
Gift Givers > 1	People who enjoy lavishing loved ones with big gifts and may over-do-it with generosity
Back2School 1	Households with children 3-18
Halloween Candy Buyers	People who have shopped and purchased candy
Holiday Cooks	People who enjoy cooking as a hobby and reads cooking/culinary magazines and blogs
NFL Football Fans	This segment is made up of Football fans and people who are known to watch sports on TV

CPG	
Air Fresheners	Households that are heavy buyers of air fresheners
All Purpose Cleaner	Households that are heavy buyers of all purpose cleaner
Baby Formula	Households that are heavy buyers of baby formula
Baby Kids Beverages	Households that are heavy buyers of baby and kid's beverages
Baby Feeding Equipment	Households that are heavy buyers of baby feeding equipment
Baby Food	Households that are heavy buyers of baby foods
Bacon Sausages	Households that are heavy buyers of bacon and sausages
Baking Cooking	Households that are heavy buyers of baking and cooking products
Bath Body	Households that are heavy buyers of bath and body products
Bathroom Cleaner	Households that are heavy buyers of bathroom cleaner
Beef	Households that are heavy buyers of beef products
Beer	Households that are heavy buyers of beer
Boxed Meals	Households that are heavy buyers of boxed meals
Bread	Households that are heavy buyers of bread

Segment Name	Segment Description
Breakfast Bars	Households that are heavy buyers of breakfast bars
Butter	Households that are heavy buyers of butter
Candles	Households that are heavy buyers of candles
Canned Jarred Packaged	Households that are heavy buyers of canned and jarred packaged products
Carpet Upholstery Floor Cleaner	Households that are heavy buyers of carpet, upholstery & floor cleaner
Cats	Households that are heavy buyers of cat supplies
Cereal	Households that are heavy buyers of breakfast cereals
Cheese	Households that are heavy buyers of cheese
Chip Bagged Popcorn	Households that are heavy buyers of chips and bagged popcorn
Chocolate	Households that are heavy buyers of chocolate
Chutneys Relishes	Households that are heavy buyers of chutney and relish
Cocktail Mixes	Households that are heavy buyers of cocktail mixes
Coffee Tea Cocoa	Households that are heavy buyers of coffee, tea and cocoa
Cookies	Households that are heavy buyers of cookies
Crackers	Households that are heavy buyers of crackers
Cream	Households that are heavy buyers of cream
Deli	Households that are heavy buyers of deli
Desserts	Households that are heavy buyers of desserts
Diapering Care	Households that are heavy buyers of diapering and care products
Diet Nutrition	Households that are heavy buyers of diet and nutrition food and beverage products
Dips Spreads	Households that are heavy buyers of dips and spreads
Dogs	Households that are heavy buyers of dog supplies
Dual Snacks	Households that are heavy buyers of dual snacks
Egg Substitute	Households that are heavy buyers of egg substitute
Eggs	Households that are heavy buyers of eggs
Facial Care	Households that are heavy buyers of facial care products
First Aid	Households that are heavy buyers of first aid products
Food Gifts Flowers	Households that are heavy buyers of food gifts and flowers
Foot Care	Households that are heavy buyers of foot care products
Fresh Foods	Households that are heavy buyers of fresh fruits, vegetables, beans, seeds, and nuts
Frozen Foods	Households that are heavy buyers of frozen foods
Frozen Meat	Households that are heavy buyers of frozen meat products
Fruit Snacks	Households that are heavy buyers of fruit snacks
Fruits	Households that are heavy buyers of fresh fruits
Furniture Wood Cleaner	Households that are heavy buyers of furniture & wood cleaner
Granola Bars	Households that are heavy buyers of granola bars
Green	Heavy buyers of green products/services leading an environmentally friendly lifestyle
Hair Care	Households that are heavy buyers of hair care products
Hair Removal	Households that are heavy buyers of hair removal products
Herbs	Households that are heavy buyers of herbs
Home Batteries	Households that are heavy buyers of batteries
Home Improvement	Heavy buyers of building materials, hand tools, hardware, heating, cooling and air quality products
Honey	Households that are heavy buyers of honey
Hot Dogs	Households that are heavy buyers of hot dogs
Jam Jelly Preserves	Households that are heavy buyers of jam, jelly and preserves
Jerky	Households that are heavy buyers of jerky
Juice	Households that are heavy buyers of juice products
Ketchup	Households that are heavy buyers of ketchup
Kitchen	Households that are heavy buyers of products for their kitchens
Kitchen Surface Cleaner	Households that are heavy buyers of kitchen surface cleaner



Segment Name	Segment Description
Lamb	Households that are heavy buyers of lamb products
Laundry	Households that are heavy buyers of laundry products
Light Bulbs	Households that are heavy buyers of light bulbs
Mayonnaise	Households that are heavy buyers of mayonnaise
Meat Alternatives	Households that are heavy buyers of meat alternatives
Meat Seafood Poultry	Households that are heavy buyers of meat, seafood and poultry
Medicine	Households that are heavy buyers of medicine
Milk	Households that are heavy buyers of milk
Mustard	Households that are heavy buyers of mustard
Nails	Households that are heavy buyers of nail products
Non Chocolate	Households that are heavy buyers of non-chocolate candy
Nut Spread Butter	Households that are heavy buyers of nut spread and butters
Oatmeal	Households that are heavy buyers of oatmeal for breakfast
Office Supplies	Households that are heavy buyers of office supplies
Olives	Households that are heavy buyers of olives
Oral Care	Households that are heavy buyers of oral care products
Paper Goods	Households that are heavy buyers of paper goods
Party Supplies	Households that are heavy buyers of party supplies
Pasta Grains	Households that are heavy buyers of pasta and grains
Pest Control	Households that are heavy buyers of pest control products
Pickles	Households that are heavy buyers of pickles
Plastic Goods	Heavy buyers of plastic goods including storage boxes, organizers, bins, wrap, cups and cutlery
Popcorn	Households that are heavy buyers of popcorn
Pork	Households that are heavy buyers of pork products
Poultry	Households that are heavy buyers of poultry products
Powdered Drinks Mixes	Households that are heavy buyers of powdered drinks and mixes
Pretzels	Households that are heavy buyers of pretzels
Pudding Gelatin	Households that are heavy buyers of pudding and gelatin
Refrigerated	Households that are heavy buyers of refrigerated snacks
Rice Cakes	Households that are heavy buyers of rice cakes
Salad Dressings	Households that are heavy buyers of salad dressings
Salt	Households that are heavy buyers of salt
Sauces	Households that are heavy buyers of sauces
School Supplies	Households that are heavy buyers of school supplies
Seafood	Households that are heavy buyers of poultry products
Seasoning	Households that are heavy buyers of seasoning
Smart home Connected living	Heavy buyers of outlets, thermostats, lighting control, home security and sprinkler systems
Snack Bars	Households that are heavy buyers of snack bars
Snack Cakes	Households that are heavy buyers of snack cakes
Soda	Households that are heavy buyers of soda beverages
Spirits	Households that are heavy buyers of spirits
Sport Energy	Households that are heavy buyers of sport and energy beverages
Sunscreen Tanning	Households that are heavy buyers of sunscreen and tanning products
Syrups Sweeteners	Households that are heavy buyers of syrup and sweeteners
Trail Mixes	Households that are heavy buyers of trail mix
Travel Supplies	Households that are heavy buyers of travel supplies
Vegetables	Households that are heavy buyers of fresh vegetables
Vinegar	Households that are heavy buyers of vinegar
Vitamins Oils	Households that are heavy buyers of vitamins and oils
Water	Households that are heavy buyers of water

Segment Name	Segment Description
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Wine	Households that are heavy buyers of wine
Yogurt	Households that are heavy buyers of yogurt

DMA
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Atlanta	Persons who reside in the greater Atlanta DMA 524
Baltimore	Persons who reside in the greater Baltimore
Boston/Manchester	Persons who reside in the greater Boston (Manchester)
Charlotte	Persons who reside in the greater Charlotte
Chicago	Persons who reside in the greater Chicago
Cleveland/Akron (Canton)	Persons who reside in the greater Cleveland Akron (Canton)
Dallas/Ft Worth	Persons who reside in the greater Dallas Ft Worth
Denver	Persons who reside in the greater Denver
Detroit	Persons who reside in the greater Detroit
Houston	Persons who reside in the greater Houston
Los Angeles	Persons who reside in the greater Los Angeles
Miami/Ft Lauderdale	Persons who reside in the greater Miami Ft Lauderdale
Minneapolis/St Paul	Persons who reside in the greater Minneapolis St Paul
New York	Persons who reside in the greater New York
Orlando/Daytona Beach/ Melbrn	Persons who reside in the greater Orlando Daytona Bch Melbrn
Philadelphia	Persons who reside in the greater Philadelphia
Phoenix (Prescott)	Persons who reside in the greater Phoenix (Prescott)
Pittsburgh	Persons who reside in the greater Pittsburgh
Portland, OR	Persons who reside in the greater Portland, OR
Raleigh/Durham (Fayetteville)	Persons who reside in the greater Raleigh Durham (Fayetteville)
Sacramnto /Stktn/Modesto	Persons who reside in the greater Sacramnto Stktn Modesto
San Francisco/Oak/San Jose	Persons who reside in the greater San Francisco Oak San Jose
Seattle/Tacoma	Persons who reside in the greater Seattle Tacoma
St Louis	Persons who reside in the greater St Louis
Tampa/St Pete (Sarasota)	Persons who reside in the greater Tampa St Pete (Sarasota)
Washington, DC	Persons who reside in the greater Washington, DC (Hagrstwn)

State of Residency
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Alabama	People who reside in Alabama
Alaska	People who reside in Alaska
Arizona	People who reside in Arizona
Arkansas	People who reside in Arkansas
California	People who reside in California
Colorado	People who reside in Colorado
Connecticut	People who reside in Connecticut
Delaware	People who reside in Delaware
District of Columbia	People who reside in District Of Columbia
Florida	People who reside in Florida
Georgia	People who reside in Georgia
Hawaii	People who reside in Hawaii
Idaho	People who reside in Idaho
Illinois	People who reside in Illinois
Indiana	People who reside in Indiana
Iowa	People who reside in Iowa
Kansas	People who reside in Kansas
Kentucky	People who reside in Kentucky

Segment Name	Segment Description
Louisiana	People who reside in Louisiana
Maine	People who reside in Maine
Maryland	People who reside in Maryland
Massachusetts	People who reside in Massachusetts
Michigan	People who reside in Michigan
Minnesota	People who reside in Minnesota
Mississippi	People who reside in Mississippi
Missouri	People who reside in Missouri
Montana	People who reside in Montana
Nebraska	People who reside in Nebraska
Nevada	People who reside in Nevada
New Hampshire	People who reside in New Hampshire
New Jersey	People who reside in New Jersey
New Mexico	People who reside in New Mexico
New York	People who reside in New York
North Carolina	People who reside in North Carolina
North Dakota	People who reside in North Dakota
Ohio	People who reside in Ohio
Oklahoma	People who reside in Oklahoma
Oregon	People who reside in Oregon
Pennsylvania	People who reside in Pennsylvania
Puerto Rico	People who reside in Puerto Rico
Rhode Island	People who reside in Rhode Island
South Carolina	People who reside in South Carolina
South Dakota	People who reside in South Dakota
Tennessee	People who reside in Tennessee
Texas	People who reside in Texas
Utah	People who reside in Utah
Vermont	People who reside in Vermont
Virginia	People who reside in Virginia
Washington	People who reside in Washington
West Virginia	People who reside in West Virginia
Wisconsin	People who reside in Wisconsin
Wyoming	People who reside in Wyoming

Segment Name	Segment Description
<b>In-Market</b>	
Auto Shopper	Households that have a high propensity to shop for, and purchase, a vehicle.
Used Vehicle	Households that have a high propensity to shop for, and purchase, a USED vehicle
Chevrolet	Strong propensity to shop for and purchase a vehicle AND have a preference for the Chevrolet brand
Dodge	Strong propensity to shop for and purchase a vehicle AND have a preference for the Dodge brand
Ford	Strong propensity to shop for and purchase a vehicle AND have a preference for the Ford brand
Honda	Strong propensity to shop for and purchase a vehicle AND have a preference for the Honda brand
Jeep	Strong propensity to shop for and purchase a vehicle AND have a preference for the Jeep brand
Nissan	Strong propensity to shop for and purchase a vehicle AND have a preference for the Nissan brand
Toyota	Strong propensity to shop for and purchase a vehicle AND have a preference for the Toyota brand
Luxury Auto	Households likely to shop for and purchase luxury vehicles.
Non Luxury Auto	Households likely to shop for and purchase non-luxury vehicles.
<b>In-Market Predictor</b>	
In-Market Predictor > Full Size Car	May be in market for a Full Size Car
In-Market Predictor > Full Size SUV	May be in market for a Full Size SUV
In-Market Predictor > Full Size Truck	May be in market for a Full Size Truck
In-Market Predictor > Full Size Van	May be in market for a Full Size Van
In-Market Predictor > Luxury	May be in market for a Luxury Vehicle
In-Market Predictor > Mid Size Car	May be in market for a Mid Size Car
In-Market Predictor > Mid Size Truck	May be in market for a Mid Size Truck
In-Market Predictor > Minivan	May be in market for a Minivan
In-Market Predictor > Small Car	May be in market for a Small Car
In-Market Predictor > Small SUV	May be in market for a Small SUV
In-Market Predictor > Small Truck	May be in market for a Small Truck
<b>Auto Budget</b>	
Auto Budget < \$20k	Estimated Auto Budget Of < \$20k
Auto Budget > \$20k - \$29k	Estimated Auto Budget Of \$20k - \$29k
Auto Budget > \$30k - \$39k	Estimated Auto Budget Of \$30k - \$39k
Auto Budget > \$40k - \$49k	Estimated Auto Budget Of \$40k - \$49k
Auto Budget > \$50k - \$74k	Estimated Auto Budget Of \$50k - \$74k
Auto Budget > \$75k +	Estimated Auto Budget Of \$75k +
<b>Auto Aftermarket</b>	
Auto Aftermarket Buyers	Known Do-it-yourselfers When It Comes To Auto Aftermarket Work And Accessories
Auto Aftermarket > Auto Service and Parts	Strong propensity to need repair service and/or replacement parts for their vehicles
Auto Aftermarket > Retail	Strong propensity to shop auto aftermarket retailers in the last 90 days
Auto Aftermarket > Service	Strong propensity to shop at auto aftermarket service centers in the last 90 days
Auto Aftermarket> Advance Auto	Strong propensity to shop at Advance Auto stores in the last 90 days
Auto Aftermarket > Autozone	Strong propensity to shop at Autozone in the last 90 days
Auto Auto Aftermarket > Bridgestone	Strong propensity to shop at Bridgestone in the last 90 days
Auto Aftermarket > Firestone	Strong propensity to shop at Firestone in the last 90 days
Auto Aftermarket > Goodyear	Strong propensity to shop at Goodyear in the last 90 days
Auto Aftermarket > Grease Monkey	Strong propensity to shop at Grease Monkey in the last 90 days
Auto Aftermarket > Jiffy Lube	Strong propensity to shop at Jiffy Lube in the last 90 days
Auto Aftermarket>Discount Tire	Strong propensity to shop at Discount Tire in the last 90 days

Segment Name	Segment Description
Car Enthusiast	Car enthusiasts interested in all things about cars including new models, aftermarket, and products
Motorcycle Enthusiast	Avid about motorcycles and the thrill of the open road as experienced on their motorcycles
RV Owner	Known RV owners who have purchased a recreation vehicle as a secondary leisure vehicle
Truck Owner	Truck owners who value their vehicles for work, leisure, utility, and DIY opportunities
Auto Enthusiasts	Known auto after-market buyers and those interested in classic vehicles

Lease Expiration	
Lease Expiration 0-12 Months > 1	This segment has a vehicle lease expiring in 12 months.
Lease Expiration 0-3 Months > 1	This segment has a vehicle lease expiring in 3 months.
Lease Expiration 0-6 Months > 1	This segment has a vehicle lease expiring in 6 months.

Make	
Acura	Owns Acura
Audi	Owns Audi
BMW	Owns BMW
Buick	Owns Buick
Cadillac	Owns Cadillac
Chevrolet	Owns Chevrolet
Chevrolet Truck/ SUV	Owns Chevrolet Truck/ SUV
Chrysler	Owns Chrysler
Dodge	Owns Dodge
Dodge Truck/SUV	Owns Dodge Truck/SUV
Ford	Owns Ford
Ford Truck /SUV	Owns Ford Truck /SUV
GMC	Owns GMC
Honda	Owns Honda
Hummer	Owns Hummer
Hyundai	Owns Hyundai
Infiniti	Owns Infiniti
Isuzu	Owns Isuzu
Jaguar	Owns Jaguar
Jeep	Owns Jeep
Kia	Owns Kia
Land Rover	Owns Land Rover
Lexus	Owns Lexus
Lincoln	Owns Lincoln
Mazda	Owns Mazda
Mercedes Benz	Owns Mercedes Benz
Mercury	Owns Mercury
Mini	Owns Mini
Mitsubishi	Owns Mitsubishi
Nissan	Owns Nissan
Oldsmobile	Owns Oldsmobile
Plymouth	Owns Plymouth
Pontiac	Owns Pontiac
Porsche	Owns Porsche
Saab	Owns Saab
Saturn	Owns Saturn
Subaru	Owns Subaru

Segment Name	Segment Description
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Suzuki	Owns Suzuki
Toyota	Owns Toyota
Volkswagen	Owns Volkswagen
Volvo	Owns Volvo

Model	
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Acura - Cl	Owns this Acura model
Acura - Integra	Owns this Acura model
Acura - Legend	Owns this Acura model
Acura - Mdx	Owns this Acura model
Acura - Rdx	Owns this Acura model
Acura - Rl	Owns this Acura model
Acura - Rsx	Owns this Acura model
Acura - Tl	Owns this Acura model
Acura - Tsx	Owns this Acura model
Audi - A4	Owns this Audi model
Audi - A6	Owns this Audi model
Audi - Q Class	Owns this Audi model
Audi R / S /T Class	Owns this Audi model
BMW - 5 Series	Owns this BMW model
BMW - 7 Series	Owns this BMW model
BMW - M Series	Owns this BMW model
BMW - X3	Owns this BMW model
BMW - X5	Owns this BMW model
BMW - X6	Owns this BMW model
BMW - Z Series	Owns this BMW model
BMW- 3 Series	Owns this BMW model
Buick - Century	Owns this Buick model
Buick - Electra	Owns this Buick model
Buick - Enclave	Owns this Buick model
Buick - Lacrosse	Owns this Buick model
Buick - Lesabre	Owns this Buick model
Buick - Lucerne	Owns this Buick model
Buick - Park Avenue	Owns this Buick model
Buick - Rainier	Owns this Buick model
Buick - Regal	Owns this Buick model
Buick - Rendezvous	Owns this Buick model
Buick - Riviera	Owns this Buick model
Buick - Roadmaster	Owns this Buick model
Buick - Skylark	Owns this Buick model
Cadillac - Brougham	Owns this Cadillac model
Cadillac - Catera	Owns this Cadillac model
Cadillac - Cts	Owns this Cadillac model
Cadillac - Deville	Owns this Cadillac model
Cadillac - Dts	Owns this Cadillac model
Cadillac - Eldorado	Owns this Cadillac model
Cadillac - Escalade	Owns this Cadillac model
Cadillac - Fleetwood	Owns this Cadillac model
Cadillac - Seville	Owns this Cadillac model

Segment Name	Segment Description
Cadillac - Srx	Owns this Cadillac model
Cadillac - Sts	Owns this Cadillac model
Chevrolet - Astro Van	Owns this Chevrolet model
Chevrolet - Avalanche	Owns this Chevrolet model
Chevrolet - Aveo	Owns this Chevrolet model
Chevrolet - Beretta	Owns this Chevrolet model
Chevrolet - C Class	Owns this Chevrolet model
Chevrolet - Camaro	Owns this Chevrolet model
Chevrolet - Caprice	Owns this Chevrolet model
Chevrolet - Cavalier	Owns this Chevrolet model
Chevrolet - Celebrity	Owns this Chevrolet model
Chevrolet - Classic	Owns this Chevrolet model
Chevrolet - Cobalt	Owns this Chevrolet model
Chevrolet - Colorado	Owns this Chevrolet model
Chevrolet - Corsica	Owns this Chevrolet model
Chevrolet - Corvette	Owns this Chevrolet model
Chevrolet - Cruze	Owns this Chevrolet model
Chevrolet - El Camino	Owns this Chevrolet model
Chevrolet - Equinox	Owns this Chevrolet model
Chevrolet - Express Van	Owns this Chevrolet model
Chevrolet - G Series Van	Owns this Chevrolet model
Chevrolet - Hhr	Owns this Chevrolet model
Chevrolet - Impala	Owns this Chevrolet model
Chevrolet - Lumina	Owns this Chevrolet model
Chevrolet - Malibu	Owns this Chevrolet model
Chevrolet - Metro	Owns this Chevrolet model
Chevrolet - Monte Carlo	Owns this Chevrolet model
Chevrolet - Nova	Owns this Chevrolet model
Chevrolet - Prizm	Owns this Chevrolet model
Chevrolet - S10	Owns this Chevrolet model
Chevrolet - Silverado Series	Owns this Chevrolet model
Chevrolet - Tahoe	Owns this Chevrolet model
Chevrolet - Tracker	Owns this Chevrolet model
Chevrolet - Traverse	Owns this Chevrolet model
Chevrolet - Uplander	Owns this Chevrolet model
Chevrolet - Venture	Owns this Chevrolet model
Chevrolet / GMC - Suburban	Owns this Chevrolet model
Chevrolet/ GMC - Balzer / Trailblazer	Owns this Chevrolet model
Chrysler - 300s	Owns this Chrysler model
Chrysler - Aspen	Owns this Chrysler model
Chrysler - Cirrus	Owns this Chrysler model
Chrysler - Lebaron	Owns this Chrysler model
Chrysler - Lhs	Owns this Chrysler model
Chrysler - New Yorker	Owns this Chrysler model
Chrysler - Pacifica	Owns this Chrysler model
Chrysler - Pt Cruiser	Owns this Chrysler model
Chrysler - Sebring	Owns this Chrysler model
Chrysler - TOWN And Country	Owns this Chrysler model
Chrysler - Voyager	Owns this Chrysler model

Segment Name	Segment Description
Dodge - Aries	Owns this Dodge model
Dodge - Avenger	Owns this Dodge model
Dodge - Caliber	Owns this Dodge model
Dodge - Caravan	Owns this Dodge model
Dodge - Challenger	Owns this Dodge model
Dodge - Charger	Owns this Dodge model
Dodge - Colt	Owns this Dodge model
Dodge - Dakota	Owns this Dodge model
Dodge - Daytona	Owns this Dodge model
Dodge - Durango	Owns this Dodge model
Dodge - Dynasty	Owns this Dodge model
Dodge - Intrepid	Owns this Dodge model
Dodge - Journey	Owns this Dodge model
Dodge - Magnum	Owns this Dodge model
Dodge - Neon	Owns this Dodge model
Dodge - Nitro	Owns this Dodge model
Dodge - Omni	Owns this Dodge model
Dodge - Ram Series	Owns this model
Dodge - Ram Van	Owns this model
Dodge - Ram Wagon	Owns this model
Dodge - Ramcharger	Owns this model
Dodge - Shadow	Owns this model
Dodge - Spirit	Owns this model
Dodge - Stratus	Owns this model
Ford - Aerostar	Owns this model
Ford - Aspire	Owns this model
Ford - Bronco	Owns this model
Ford - Contour	Owns this model
Ford - Crown Victoria	Owns this model
Ford - Econolines	Owns this model
Ford - Edge	Owns this model
Ford - Escape	Owns this model
Ford - Escort	Owns this model
Ford - Excursion	Owns this model
Ford - Expedition	Owns this model
Ford - Explorer	Owns this model
Ford - F Series	Owns this model
Ford - Festiva	Owns this model
Ford - Five Hundred	Owns this model
Ford - Flex	Owns this model
Ford - Focus	Owns this model
Ford - Freestar	Owns this model
Ford - Freestyle	Owns this model
Ford - Fusion	Owns this model
Ford - Ltd	Owns this model
Ford - Mustang	Owns this model
Ford - Probe	Owns this model
Ford - Ranger	Owns this model
Ford - Taurus	Owns this model



Segment Name	Segment Description
Ford - Tempo	Owns this model
Ford - Thunderbird	Owns this model
Ford - Windstar	Owns this model
Gmc - Acadia	Owns this model
Gmc - Canyon	Owns this model
Gmc - Denali	Owns this model
Gmc - S15	Owns this model
Gmc - Safari	Owns this model
Gmc - Savana	Owns this model
Gmc - Sierra	Owns this model
Gmc - Sonoma	Owns this model
Gmc - Terrain	Owns this model
Gmc - Yukon	Owns this model
Honda - Accord	Owns this model
Honda - Civic	Owns this model
Honda - Cr-v	Owns this model
Honda - Element	Owns this model
Honda - Fit	Owns this model
Honda - Odyssey	Owns this model
Honda - Passport	Owns this model
Honda - Pilot	Owns this model
Honda - Prelude	Owns this model
Honda - Ridgeline	Owns this model
Hyundai - Accent	Owns this model
Hyundai - Azera	Owns this model
Hyundai - Elantra	Owns this model
Hyundai - Excel	Owns this model
Hyundai - Santa Fe	Owns this model
Hyundai - Sonata	Owns this model
Hyundai - Tiburon	Owns this model
Hyundai - Tucson	Owns this model
Hyundai - Xg Class	Owns this model
Infiniti - Fx Class	Owns this model
Infiniti - G Class	Owns this model
Infiniti - I Class	Owns this model
Infiniti - J Class	Owns this model
Infiniti - M Class	Owns this model
Infiniti - Q Class	Owns this model
Jaguar - S Type	Owns this model
Jaguar - X Type	Owns this model
Jeep - Cherokee	Owns this model
Jeep - Commander	Owns this model
Jeep - Compass	Owns this model
Jeep - Grand Cherokee	Owns this model
Jeep - Liberty	Owns this model
Jeep - Patriot	Owns this model
Jeep - Wrangler	Owns this model
Kia - Forte	Owns this model
Kia - Optima	Owns this model

Segment Name	Segment Description
Kia - Rio	Owns this model
Kia - Sedona	Owns this model
Kia - Sephia	Owns this model
Kia - Sorento	Owns this model
Kia - Soul	Owns this model
Kia - Spectra	Owns this model
Kia - Sportage	Owns this model
Land Rover - Discovery	Owns this model
Land Rover - Lr Class	Owns this model
Land Rover - Range Rover	Owns this model
Lexus - Es Class	Owns this model
Lexus - Gs Class	Owns this model
Lexus - Gx Class	Owns this model
Lexus - Is Class	Owns this model
Lexus - Lx 450	Owns this model
Lexus - Rx Class	Owns this model
Lexus - Sc Class	Owns this model
Lincoln - Aviator	Owns this model
Lincoln - Continental	Owns this model
Lincoln - Ls	Owns this model
Lincoln - Mark Series	Owns this model
Lincoln - Mk Class	Owns this model
Lincoln - Navigator	Owns this model
Lincoln - Town Car	Owns this model
Mazda - 3	Owns this model
Mazda - 323	Owns this model
Mazda - 5	Owns this model
Mazda - 6 Series	Owns this model
Mazda - B Series	Owns this model
Mazda - Cx-7	Owns this model
Mazda - Cx-9	Owns this model
Mazda - Millenia	Owns this model
Mazda - Mpv	Owns this model
Mazda - Mx-5 Miata	Owns this model
Mazda - Mx-6	Owns this model
Mazda - Protege	Owns this model
Mazda - Rx7	Owns this model
Mazda - Rx8	Owns this model
Mazda - Tribute	Owns this model
Mercedes Benz - 190	Owns this model
Mercedes Benz - 300 Class	Owns this model
Mercedes Benz - 400/500 Class	Owns this model
Mercedes Benz - C Class	Owns this model
Mercedes Benz - E Class	Owns this model
Mercedes Benz - G Class	Owns this model
Mercedes Benz - MI Class	Owns this model
Mercedes Benz - S Class	Owns this model
Mercury - Cougar	Owns this model
Mercury - Mariner	Owns this model

Segment Name	Segment Description
Mercury - Marquis	Owns this model
Mercury - Milan	Owns this model
Mercury - Montego	Owns this model
Mercury - Mountaineer	Owns this model
Mercury - Mystique	Owns this model
Mercury - Sable	Owns this model
Mercury - Topaz	Owns this model
Mercury - Tracer	Owns this model
Mercury - Villager	Owns this model
Mini - Cooper	Owns this model
Mitsubishi - Diamante	Owns this model
Mitsubishi - Eclipse	Owns this model
Mitsubishi - Endeavor	Owns this model
Mitsubishi - Galant	Owns this model
Mitsubishi - Lancer	Owns this model
Mitsubishi - Mighty Max	Owns this model
Mitsubishi - Mirage	Owns this model
Mitsubishi - Montero	Owns this model
Mitsubishi - Outlander	Owns this model
Nissan - 200 Class	Owns this model
Nissan - 300 Class	Owns this model
Nissan - Altima	Owns this model
Nissan - Armada	Owns this model
Nissan - Frontier	Owns this model
Nissan - Maxima	Owns this model
Nissan - Murano	Owns this model
Nissan - Pathfinder	Owns this model
Nissan - Quest	Owns this model
Nissan - Rogue	Owns this model
Nissan - Sentra	Owns this model
Nissan - Stanza	Owns this model
Nissan - Titan	Owns this model
Nissan - Versa	Owns this model
Nissan - Xterra	Owns this model
Oldsmobile - 88	Owns this model
Oldsmobile - 98	Owns this model
Oldsmobile - Achieva	Owns this model
Oldsmobile - Alero	Owns this model
Oldsmobile - Aurora	Owns this model
Oldsmobile - Bravada	Owns this model
Oldsmobile - Ciera	Owns this model
Oldsmobile - Cutlass	Owns this model
Oldsmobile - Delta 88	Owns this model
Oldsmobile - Intrigue	Owns this model
Oldsmobile - Silhouette	Owns this model
Plymouth - Acclaim	Owns this model
Plymouth - Breeze	Owns this model
Plymouth - Colt	Owns this model
Plymouth - Horizon	Owns this model

Segment Name	Segment Description
Plymouth - Neon	Owns this model
Plymouth - Reliant	Owns this model
Plymouth - Sundance	Owns this model
Plymouth - Voyager	Owns this model
Pontiac - 6000	Owns this model
Pontiac - Aztek	Owns this model
Pontiac - Bonneville	Owns this model
Pontiac - Fiero	Owns this model
Pontiac - Firebird	Owns this model
Pontiac - G	Owns this model
Pontiac - Grand Am	Owns this model
Pontiac - Grand Prix	Owns this model
Pontiac - Montana	Owns this model
Pontiac - Solstice	Owns this model
Pontiac - Sunbird	Owns this model
Pontiac - Sunfire	Owns this model
Pontiac - Torrent	Owns this model
Pontiac - Trans Sport	Owns this model
Pontiac - Vibe	Owns this model
Porsche - 911	Owns this model
Porsche - Boxster	Owns this model
Saab - 900	Owns this model
Saturn - Aura	Owns this model
Saturn - Ion	Owns this model
Saturn - L Series	Owns this model
Saturn - Outlook	Owns this model
Saturn - S Series	Owns this model
Saturn - Vue	Owns this model
Scion - Tc	Owns this model
Scion - Xa	Owns this model
Scion - Xb	Owns this model
Subaru - Forester	Owns this model
Subaru - Gl	Owns this model
Subaru - Impreza	Owns this model
Subaru - Legacy	Owns this model
Subaru - Outback	Owns this model
Suzuki - Forenza	Owns this model
Suzuki - Grand Vitara	Owns this model
Suzuki - Samurai	Owns this model
Suzuki - Sidekick	Owns this model
Suzuki - Xl7	Owns this model
Toyota - 4 Runner	Owns this model
Toyota - Avalon	Owns this model
Toyota - Camry	Owns this model
Toyota - Celica	Owns this model
Toyota - Corolla	Owns this model
Toyota - Cressida	Owns this model
Toyota - Echo	Owns this model
Toyota - Fj Cruiser	Owns this model

Segment Name	Segment Description
Toyota - Highlander	Owns this model
Toyota - Landcruiser	Owns this model
Toyota - Matrix	Owns this model
Toyota - Mr2	Owns this model
Toyota - Previa	Owns this model
Toyota - Prius	Owns this model
Toyota - Rav4	Owns this model
Toyota - Sequoia	Owns this model
Toyota - Sienna	Owns this model
Toyota - Supra	Owns this model
Toyota - T100	Owns this model
Toyota - Tacoma	Owns this model
Toyota - Tercel	Owns this model
Toyota - Tundra	Owns this model
Toyota - Venza	Owns this model
Toyota - Yaris	Owns this model
Volkswagen - Beetle	Owns this model
Volkswagen - Cabrio	Owns this model
Volkswagen - Golf	Owns this model
Volkswagen - Gti	Owns this model
Volkswagen - Jetta	Owns this model
Volkswagen - Passat	Owns this model
Volkswagen - Rabbit	Owns this model
Volkswagen - Touareg	Owns this model
Volvo - 2 Series	Owns this model
Volvo - 7 Series	Owns this model
Volvo - 850	Owns this model
Volvo - 9 Series	Owns this model
Volvo - S Series	Owns this model
Volvo - V Series	Owns this model
Volvo - Xc Series	Owns this model

Vehicle Year	
Vehicle Year > 1986	Year vehicle was manufactured = 1986
Vehicle Year > 1987	Year vehicle was manufactured = 1987
Vehicle Year > 1988	Year vehicle was manufactured = 1988
Vehicle Year > 1989	Year vehicle was manufactured = 1989
Vehicle Year > 1990	Year vehicle was manufactured = 1990
Vehicle Year > 1991	Year vehicle was manufactured = 1991
Vehicle Year > 1992	Year vehicle was manufactured = 1992
Vehicle Year > 1993	Year vehicle was manufactured = 1993
Vehicle Year > 1994	Year vehicle was manufactured = 1994
Vehicle Year > 1995	Year vehicle was manufactured = 1995
Vehicle Year > 1996	Year vehicle was manufactured = 1996
Vehicle Year > 1997	Year vehicle was manufactured = 1997
Vehicle Year > 1998	Year vehicle was manufactured = 1998
Vehicle Year > 1999	Year vehicle was manufactured = 1999
Vehicle Year > 2000	Year vehicle was manufactured = 2000
Vehicle Year > 2001	Year vehicle was manufactured = 2001

Segment Name	Segment Description
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Vehicle Year > 2002	Year vehicle was manufactured = 2002
Vehicle Year > 2003	Year vehicle was manufactured = 2003
Vehicle Year > 2004	Year vehicle was manufactured = 2004
Vehicle Year > 2005	Year vehicle was manufactured = 2005
Vehicle Year > 2006	Year vehicle was manufactured = 2006
Vehicle Year > 2007	Year vehicle was manufactured = 2007
Vehicle Year > 2008	Year vehicle was manufactured = 2008
Vehicle Year > 2009	Year vehicle was manufactured = 2009
Vehicle Year > 2010	Year vehicle was manufactured = 2010
Vehicle Year > 2011	Year vehicle was manufactured = 2011
Vehicle Year > 2012	Year vehicle was manufactured = 2012
Vehicle Year > 2013	Year vehicle was manufactured = 2013
Vehicle Year > 2014	Year vehicle was manufactured = 2014
Vehicle Year > 2015	Year vehicle was manufactured = 2015
Vehicle Year > 2016	Year vehicle was manufactured = 2016
Vehicle Year > 2017	Year vehicle was manufactured = 2017
Vehicle Year > 2018	Year vehicle was manufactured = 2018

### Vehicle Age

VEHICLE AGE > 0 - 3 Years Old	Owns a Vehicle 0 - 3 Years Old
VEHICLE AGE > 4 - 5 Years Old	Owns a Vehicle 4 - 5 Years Old
VEHICLE AGE > 6+ Years Old	Owns a Vehicle 6+ Years Old

### Class

CLASS > Crossover Owners	Owns a Crossover
CLASS > Full Size Car Owners	Owns a Full Size Car
CLASS > Full Size SUV Owners	Owns a Full Size SUV
CLASS > Full Size Truck Owners	Owns a Full Size Truck
CLASS > Full Size Van Owners	Owns a Full Size Van
CLASS > Hybrid Vehicle Owners	Owns a Hybrid Vehicle
CLASS > Luxury Vehicle Owners	Owns a Luxury Vehicle
CLASS > Mid Size Car Owners	Owns a Mid Size Car
CLASS > Mid Size Truck Owners	Owns a Mid Size Truck
CLASS > Minivan Owners	Owns a Minivan
CLASS > Small Car Owners	Owns a Small Car
CLASS > Small SUV Owners	Owns a Small SUV
CLASS > Small Truck Owners	Owns a Small Truck

### Auto type

Auto Type > Coupe	The auto type is classified as a coupe.
Auto Type > Hatch	The auto type is classified as a hatchback.
Auto Type > Minivan	The auto type is classified as a minivan.
Auto Type > Sedan	The auto type is classified as a sedan.
Auto Type > SUV	The auto type is classified as an SUV.
Auto Type > Truck	The auto type is classified as a truck

### Fuel Type

Fuel Type > Hybrid Engine	Vehicle has an identified fuel type as a hybrid engine.
Fuel Type > Diesel	Vehicle has an identified fuel type as a diesel engine.

Segment Name	Segment Description
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Fuel Type > Flexible Fuel	Vehicle has an identified fuel type as a flexible fuel engine.
Fuel Type > Gas Engine	Vehicle has an identified fuel type as a gas engine.

**Manufacturer**

Manufacturer > BMW Group	Vehicle is identified as being manufactured by BMW Group.
Manufacturer > Chrysler	Vehicle is identified as being manufactured by Chrysler.
Manufacturer > Daimler	Vehicle is identified as being manufactured by Daimler.
Manufacturer > Ford Motor	Vehicle is identified as being manufactured by Ford Motor.
Manufacturer > General Motors	Vehicle is identified as being manufactured by General Motors.
Manufacturer > Honda Motor	Vehicle is identified as being manufactured by Honda Motor.
Manufacturer > Hyundai - Kia	Vehicle is identified as being manufactured by Hyundai-Kia.
Manufacturer > Mazda	Vehicle is identified as being manufactured by Mazda.
Manufacturer > Mitsubishi	Vehicle is identified as being manufactured by Mitsubishi.
Manufacturer > Nissan Motor	Vehicle is identified as being manufactured by Nissan Motor.
Manufacturer > Subaru	Vehicle is identified as being manufactured by Subaru.
Manufacturer > Toyota Motor	Vehicle is identified as being manufactured by Toyota Motor.
Manufacturer > VW Auto Group	Vehicle is identified as being manufactured by VW Auto Group.

**Manufacturer Region**

American Automotive Manufacturer	Vehicle is based from an American Automotive Manufacturer.
Asian Auto Manufacturer	Vehicle is based from an Asian Automotive Manufacturer.
European Automotive Manufacturer	Vehicle is based from an European Automotive Manufacturer.

Segment Name	Segment Description
<b>Premovers</b>	
Premover > Home listed for Sale	Listed their home for sale within the past 6 months.
Premovers > Under Contract	Home under contract within the past 6 months.
All Premovers	home under contract.
<b>Move Timeframe</b>	
Moved > 1-30 Days Ago	Moved 1-30 Days Ago
Moved > 31-60 Days Ago	Moved 31-60 Days Ago
Moved > 61-90 Days Ago	Moved 61-90 Days Ago
Moved > 91-120 Days Ago	Moved 91-120 Days Ago
Moved > 121-180 Days Ago	Moved 121-180 Days Ago
Moved > 180+ Days Ago	Moved 180+ Days Ago
New Movers>12months	Moved to a new address in the last 12 months
<b>New Mover Age</b>	
Age > 18-20	Modeled against 5 sources to confirm it is a new move.
Age > 21-25	Modeled against 5 sources to confirm it is a new move.
Age > 26-30	Modeled against 5 sources to confirm it is a new move.
Age > 31-35	Modeled against 5 sources to confirm it is a new move.
Age > 36-40	Modeled against 5 sources to confirm it is a new move.
Age > 41-45	Modeled against 5 sources to confirm it is a new move.
Age > 46-50	Modeled against 5 sources to confirm it is a new move.
Age > 51-55	Modeled against 5 sources to confirm it is a new move.
Age > 56-60	Modeled against 5 sources to confirm it is a new move.
Age > 61-65	Modeled against 5 sources to confirm it is a new move.
Age > 66-70	Modeled against 5 sources to confirm it is a new move.
Age > 71-75	Modeled against 5 sources to confirm it is a new move.
Age > 76+	Modeled against 5 sources to confirm it is a new move.
<b>Current Residence</b>	
Current Residence > Alabama	New movers from Alabama
Current Residence > Alaska	New movers from Alaska
Current Residence > Arizona	New movers from Arizona
Current Residence > Arkansas	New movers from Arizona
Current Residence > California	New movers from California
Current Residence > Colorado	New movers from Colorado
Current Residence > Connecticut	New movers from Connecticut
Current Residence > Delaware	New movers from Delaware
Current Residence > District of Columbia	New movers from District of Columbia
Current Residence > Florida	New movers from Florida
Current Residence > Georgia	New movers from Georgia
Current Residence > Hawaii	New movers from Hawaii
Current Residence > Idaho	New movers from Idaho
Current Residence > Illinois	New movers from Illinois
Current Residence > Indiana	New movers from Indiana
Current Residence > Iowa	New movers from Iowa
Current Residence > Kansas	New movers from Kansas
Current Residence > Kentucky	New movers from Kentucky
Current Residence > Louisiana	New movers from Louisiana
Current Residence > Maine	New movers from Maine



Segment Name	Segment Description
Current Residence > Maryland	New movers from Maryland
Current Residence > Massachusetts	New movers from Massachusetts
Current Residence > Michigan	New movers from Michigan
Current Residence > Minnesota	New movers from Minnesota
Current Residence > Mississippi	New movers from Mississippi
Current Residence > Missouri	New movers from Missouri
Current Residence > Montana	New movers from Montana
Current Residence > Nebraska	New movers from Nebraska
Current Residence > Nevada	New movers from Nevada
Current Residence > New Hampshire	New movers from New Hampshire
Current Residence > New Jersey	New movers from New Jersey
Current Residence > New Mexico	New movers from New Mexico
Current Residence > New York	New movers from New York
Current Residence > North Carolina	New movers from North Carolina
Current Residence > North Dakota	New movers from North Dakota
Current Residence > Ohio	New movers from Ohio
Current Residence > Oklahoma	New movers from Oklahoma
Current Residence > Oregon	New movers from Oregon
Current Residence > Pennsylvania	New movers from Pennsylvania
Current Residence > Puerfrom Rico	New movers from Puerfrom Rico
Current Residence > Rhode Island	New movers from Rhode Island
Current Residence > South Carolina	New movers from South Carolina
Current Residence > South Dakota	New movers from South Dakota
Current Residence > Tennessee	New movers from Tennessee
Current Residence > Texas	New movers from Texas
Current Residence > Utah	New movers from Utah
Current Residence > Vermont	New movers from Vermont
Current Residence > Virginia	New movers from Virginia
Current Residence > Washington	New movers from Washington
Current Residence > West Virginia	New movers from West Virginia
Current Residence > Wisconsin	New movers to Wisconsin
Current Residence > Wyoming	New movers from Wyoming

**New Movers Gender**

Gender > Female	New movers who gender is female
Gender > Male	New movers who gender is male

**New Movers Home Value**

Home Value > \$1,000-\$19,000	Home Value > \$1,000-\$19,000
Home Value > \$20,000-\$49,000	Home Value > \$20,000-\$49,000
Home Value > \$50,000-\$74,000	Home Value > \$50,000-\$74,000
Home Value > \$75,000-\$124,000	Home Value > \$75,000-\$124,000
Home Value > \$125,000-\$149,000	Home Value > \$125,000-\$149,000
Home Value > \$150,000-\$174,000	Home Value > \$150,000-\$174,000
Home Value > \$175,000-\$199,000	Home Value > \$175,000-\$199,000
Home Value > \$200,000-\$249,000	Home Value > \$200,000-\$249,000
Home Value > \$250,000-\$299,000	Home Value > \$250,000-\$299,000
Home Value > \$300,000-\$399,000	Home Value > \$300,000-\$399,000
Home Value > \$400,000-\$499,000	Home Value > \$400,000-\$499,000
Home Value > \$500,000-\$749,000	Home Value > \$500,000-\$749,000

Segment Name	Segment Description
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Home Value > \$750,000-\$999,000	Home Value > \$750,000-\$999,000
Home Value > \$1,000,000+	Home Value > \$1,000,000+

Median Household Income
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Median Household Income > \$1,000-\$14,000	Median household income is \$1,000-\$14,000
Median Household Income > \$15,000-\$19,000	Median household income is \$15,000-\$19,000
Median Household Income > \$20,000-\$29,000	Median household income is \$20,000-\$29,000
Median Household Income > \$30,000-\$39,000	Median household income is \$30,000-\$39,000
Median Household Income > \$40,000-\$49,000	Median household income is \$40,000-\$49,000
Median Household Income > \$50,000-\$59,000	Median household income is \$50,000-\$59,000
Median Household Income > \$60,000-\$74,000	Median household income is \$60,000-\$74,000
Median Household Income > \$75,000-\$99,000	Median household income is \$75,000-\$99,000
Median Household Income > \$100,000-\$124,000	Median household income is \$100,000-\$124,000
Median Household Income > \$125,000-\$149,000	Median household income is \$125,000-\$149,000
Median Household Income > \$150,000-\$199,000	Median household income is \$150,000-\$199,000
Median Household Income > \$200,000-\$249,000	Median household income is \$200,000-\$249,000
Median Household Income > \$250,000-\$399,000	Median household income is \$250,000-\$399,000

New Movers Previous Residence
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Previous Residence > Alabama	New Movers to Alabama
Previous Residence > Alaska	New Movers to Alaska
Previous Residence > Arizona	New Movers to Arizona
Previous Residence > Arkansas	New Movers to Arkansas
Previous Residence > California	New Movers to California
Previous Residence > Colorado	New Movers to Colorado
Previous Residence > Connecticut	New Movers to Connecticut
Previous Residence > Delaware	New Movers to Delaware
Previous Residence > District of Columbia	New Movers to District of Columbia
Previous Residence > Florida	New Movers to Florida
Previous Residence > Georgia	New Movers to Georgia
Previous Residence > Hawaii	New Movers to Hawaii
Previous Residence > Idaho	New Movers to Idaho
Previous Residence > Illinois	New Movers to Illinois
Previous Residence > Indiana	New Movers to Indiana
Previous Residence > Iowa	New Movers to Iowa
Previous Residence > Kansas	New Movers to Kansas
Previous Residence > Kentucky	New Movers to Kentucky
Previous Residence > Louisiana	New Movers to Louisiana
Previous Residence > Maine	New Movers to Maine
Previous Residence > Maryland	New Movers to Maryland
Previous Residence > Massachusetts	New Movers to Massachusetts
Previous Residence > Michigan	New Movers to Michigan
Previous Residence > Minnesota	New Movers to Minnesota
Previous Residence > Mississippi	New Movers to Mississippi
Previous Residence > Missouri	New Movers to Missouri
Previous Residence > Montana	New Movers to Montana
Previous Residence > Nebraska	New Movers to Nebraska
Previous Residence > Nevada	New Movers to Nevada
Previous Residence > New Hampshire	New Movers to New Hampshire
Previous Residence > New Jersey	New Movers to New Jersey

Segment Name	Segment Description
Previous Residence > New Mexico	New Movers to New Mexico
Previous Residence > New York	New Movers to New York
Previous Residence > North Carolina	New Movers to North Carolina
Previous Residence > North Dakota	New Movers to North Dakota
Previous Residence > Ohio	New Movers to Ohio
Previous Residence > Oklahoma	New Movers to Oklahoma
Previous Residence > Oregon	New Movers to Oregon
Previous Residence > Pennsylvania	New Movers to Pennsylvania
Previous Residence > Puerto Rico	New Movers to Puerto Rico
Previous Residence > Rhode Island	New Movers to Rhode Island
Previous Residence > South Carolina	New Movers to South Carolina
Previous Residence > South Dakota	New Movers to South Dakota
Previous Residence > Tennessee	New Movers to Tennessee
Previous Residence > Texas	New Movers to Texas
Previous Residence > Utah	New Movers to Utah
Previous Residence > Vermont	New Movers to Vermont
Previous Residence > Virgin Islands	New Movers to Virgin Islands
Previous Residence > Virginia	New Movers to Virginia
Previous Residence > Washington	New Movers to Washington
Previous Residence > West Virginia	New Movers to West Virginia
Previous Residence > Wisconsin	New Movers to Wisconsin
Previous Residence > Wyoming	New Movers to Wyoming
Previous Residence > Armed Forces	New Movers to
Previous Residence > Guam	New Movers to Guam
<b>Telephone</b>	
No Phone Present	Telephone > No Phone Present
Phone Not On DNC	Telephone > No Phone Present
Phone On DNC	Telephone > No Phone Present
New Movers Phone > 1	US Consumers who have moved in the last 12 months and started new phone service

Segment Name	Segment Description
<b>Employee Size</b>	
Employees = 1 To 4	Companies With 1 To 4 Employees
Employees = 5 To 9	Companies With 5 To 9 Employees
Employees = 10 To 19	Companies With 10 To 19 Employees
Employees = 20 To 49	Companies With 20 To 49 Employees
Employees = 50 To 99	Companies With 50 To 99 Employees
Employees = 100 To 249	Companies With 100 To 249 Employees
Employees = 250 To 499	Companies With 250 To 499 Employees
Employees = 500 To 999	Companies With 500 To 999 Employees
Employees = 1000 To 4999	Companies With 1000 To 4999 Employees
Employees = 5000 To 9999	Companies With 5000 To 9999 Employees
Employees = Over 10000	Companies With Over 10000 Employees
<b>Sales</b>	
Sales = Less Than \$500000	Companies With Sales Less Than \$500,000 Dollars
Sales = \$500000 To 1 Million	Companies With Sales From \$500,000 To \$1 Million Dollars.
Sales = \$1 To 2.5 Million	Companies With Sales From \$1 To 2.5 Million
Sales = \$2.5 To 5 Million	Companies With Sales From \$2.5 To 5 Million
Sales = \$5 To 10 Million	Companies With Sales From \$5 To 10 Million
Sales = \$10 To 20 Million	Companies With Sales From \$10 To 20 Million
Sales = \$20 To 50 Million	Companies With Sales From \$20 To 50 Million
Sales = \$50 To 100 Million	Companies With Sales From \$50 To 100 Million
Sales = \$100 To 500 Million	Companies With Sales From \$100 To 500 Million
Sales = \$500 Million To \$1 Billion	Companies With Sales From \$500 Million To \$1 Billion
Sales = Over \$1 Billion	Companies With Sales From Over \$1 Billion
<b>Seniority/Rank</b>	
Rank = Corporate Executive	Employees With The Rank Of Corporate Executive
Rank = Junior Executive	Employees With The Rank Of Junior Executive
Rank = Middle Executive	Employees With The Rank Of Middle Executive
Rank = Specialist	Employees With The Rank Of Specialist
Rank = Senior Executive	Employees With The Rank Of Senior Executive
<b>2-Digit SIC</b>	
Sic2 Industry = Agricultural Production - Crops	Primary line of business is Agricultural Production - Crops
Sic2 Industry = Agricultural Production - Livestock / Animal Specialties	Primary line of business is Agricultural Production - Livestock / Animal Specialties
Sic2 Industry = Agricultural Services	Primary line of business is Agricultural Services
Sic2 Industry = Forestry	Primary line of business is Forestry
Sic2 Industry = Fishing, Hunting & Trapping	Primary line of business is Fishing, Hunting & Trapping
Sic2 Industry = Metal Mining	Primary line of business is Metal Mining
Sic2 Industry = Coal Mining	Primary line of business is Coal Mining
Sic2 Industry = Oil & Gas Extraction	Primary line of business is Oil & Gas Extraction
Sic2 Industry = Mining & Quarrying Of Nonmetallic Minerals	Primary line of business is Mining & Quarrying Of Nonmetallic Minerals
Sic2 Industry = Construction - General Contractors & Operative Builders	Primary line of business is Construction - General Contractors & Operative Builders
Sic2 Industry = Heavy Construction, Except Buildings	Primary line of business is Heavy Construction, Except Buildings
Sic2 Industry = Construction - Special Trade Contractors	Primary line of business is Construction - Special Trade Contractors
Sic2 Industry = Food & Kindred Products	Primary line of business is Food & Kindred Products
Sic2 Industry = Tobacco Products	Primary line of business is Tobacco Products
Sic2 Industry = Textile Mill Products	Primary line of business is Textile Mill Products
Sic2 Industry = Apparel, Finished Products From Fabrics & Similar Products	Primary line of business is Apparel, Finished Products From Fabrics & Similar
Sic2 Industry = Lumber & Wood Products, Except Furniture	Primary line of business is Lumber & Wood Products, Except Furniture

Segment Name	Segment Description
<b>2-Digit SIC</b>	
Sic2 Industry = Furniture & Fixtures	Primary line of business is Furniture & Fixtures
Sic2 Industry = Paper & Allied Products	Primary line of business is Paper & Allied Products
Sic2 Industry = Printing, Publishing & Allied Industries	Primary line of business is Printing, Publishing & Allied Industries
Sic2 Industry = Chemicals & Allied Products	Primary line of business is Chemicals & Allied Products
Sic2 Industry = Petroleum Refining & Related Industries	Primary line of business is Petroleum Refining & Related Industries
Sic2 Industry = Rubber & Miscellaneous Plastic Products	Primary line of business is Rubber & Miscellaneous Plastic Products
Sic2 Industry = Leather & Leather Products	Primary line of business is Leather & Leather Products
Sic2 Industry = Stone, Clay, Glass, & Concrete Products	Primary line of business is Stone, Clay, Glass, & Concrete Products
Sic2 Industry = Primary Metal Industries	Primary line of business is Primary Metal Industries
Sic2 Industry = Fabricated Metal Products	Primary line of business is Fabricated Metal Products
Sic2 Industry = Industrial & Commercial Machinery & Computer	Primary line of business is Industrial & Commercial Machinery & Computer Equipment
Sic2 Industry = Electronic & Other Electrical Equipment & Comp	Primary line of business is Electronic & Other Electrical Equipment & Components
Sic2 Industry = Transportation Equipment	Primary line of business is Transportation Equipment
Sic2 Industry = Measuring, Photographic, Medical, Optical Good	Primary line of business is Measuring, Photographic, Medical, Optical Goods, Clocks
Sic2 Industry = Miscellaneous Manufacturing Industries	Primary line of business is Miscellaneous Manufacturing Industries
Sic2 Industry = Railroad Transportation	Primary line of business is Railroad Transportation
Sic2 Industry = Local & Suburban Transit & Highway Transporta	Primary line of business is Local & Suburban Transit & Highway Transportation
Sic2 Industry = Motor Freight Transportation	Primary line of business is Motor Freight Transportation
Sic2 Industry = United States Postal Service	Primary line of business is United States Postal Service
Sic2 Industry = Water Transportation	Primary line of business is Water Transportation
Sic2 Industry = Transportation By Air	Primary line of business is Transportation By Air
Sic2 Industry = Pipelines, Except Natural Gas	Primary line of business is Pipelines, Except Natural Gas
Sic2 Industry = Transportation Services	Primary line of business is Transportation Services
Sic2 Industry = Communications	Primary line of business is Communications
Sic2 Industry = Electric, Gas & Sanitary Services	Primary line of business is Electric, Gas & Sanitary Services
Sic2 Industry = Wholesale Trade - Durable Goods	Primary line of business is Wholesale Trade - Durable Goods
Sic2 Industry = Wholesale Trade - Nondurable Goods	Primary line of business is Wholesale Trade - Nondurable Goods
Sic2 Industry = Building, Hardware, Garden Supplies & Mobile H	Primary line of business is Building, Hardware, Garden Supplies & Mobile Homes
Sic2 Industry = General Merchandise Stores	Primary line of business is General Merchandise Stores
Sic2 Industry = Food Stores	Primary line of business is Food Stores
Sic2 Industry = Automotive Dealers & Gasoline Service Stations	Primary line of business is Automotive Dealers & Gasoline Service Stations
Sic2 Industry = Apparel & Accessory Stores	Primary line of business is Apparel & Accessory Stores
Sic2 Industry = Home Furniture, Furnishings & Equipment Store	Primary line of business is Home Furniture, Furnishings & Equipment Stores
Sic2 Industry = Eating & Drinking Places	Primary line of business is Eating & Drinking Places
Sic2 Industry = Miscellaneous Retail	Primary line of business is Miscellaneous Retail
Sic2 Industry = Depository Institutions	Primary line of business is Depository Institutions
Sic2 Industry = Nondepository Credit Institutions	Primary line of business is Nondepository Credit Institutions
Sic2 Industry = Security/commodity Brokers, Dealers, Exchange	Primary line of business is Security/commodity Brokers, Dealers, Exchanges & Services
Sic2 Industry = Insurance Carriers	Primary line of business is Insurance Carriers
Sic2 Industry = Insurance Agents, Brokers & Service	Primary line of business is Insurance Agents, Brokers & Service
Sic2 Industry = Real Estate	Primary line of business is Real Estate
Sic2 Industry = Holding & Other Investment Offices	Primary line of business is Holding & Other Investment Offices
Sic2 Industry = Hotels, Rooming Houses, Camps, & Other Lodgir	Primary line of business is Hotels, Rooming Houses, Camps, & Other Lodging Places
Sic2 Industry = Personal Services	Primary line of business is Personal Services
Sic2 Industry = Business Services	Primary line of business is Business Services
Sic2 Industry = Automotive Repair, Services & Parking	Primary line of business is Automotive Repair, Services & Parking
Sic2 Industry = Miscellaneous Repair Services	Primary line of business is Miscellaneous Repair Services
Sic2 Industry = Motion Pictures	Primary line of business is Motion Pictures
Sic2 Industry = Amusement & Recreation Services	Primary line of business is Amusement & Recreation Services
Sic2 Industry = Health Services	Primary line of business is Health Services

Segment Name	Segment Description
<b>2-Digit SIC</b>	
Sic2 Industry = Legal Services	Primary line of business is Legal Services
Sic2 Industry = Educational Services	Primary line of business is Educational Services
Sic2 Industry = Social Services	Primary line of business is Social Services
Sic2 Industry = Museums, Art Galleries & Botanical & Zoological	Primary line of business is Museums, Art Galleries & Botanical & Zoological Gardens
Sic2 Industry = Membership Organizations	Primary line of business is Membership Organizations
Sic2 Industry = Engineering, Accounting, Research, & Managem	Primary line of business is Engineering, Accounting, Research, & Management Services
Sic2 Industry = Services, Not Elsewhere Classified	Primary line of business is Services, Not Elsewhere Classified
Sic2 Industry = Executive, Legislative & General Government, Ex	Primary line of business is Executive, Legislative & General Government, Except Finance
Sic2 Industry = Justice, Public Order & Safety	Primary line of business is Justice, Public Order & Safety
Sic2 Industry = Public Finance, Taxation & Monetary Policy	Primary line of business is Public Finance, Taxation & Monetary Policy
Sic2 Industry = Administration Of Human Resource Programs	Primary line of business is Administration Of Human Resource Programs
Sic2 Industry = Administration Of Environmental Quality & Hou	Primary line of business is Administration Of Environmental Quality & Housing Programs
Sic2 Industry = Administration Of Economic Programs	Primary line of business is Administration Of Economic Programs
Sic2 Industry = National Security & International Affairs	Primary line of business is National Security & International Affairs
Sic2 Industry = Nonclassifiable Establishments	Primary line of business is Nonclassifiable Establishments
<b>4-Digit SIC</b>	
Sic4-industry = Elementary And Secondary Schools	More specific primary line of business is Elementary And Secondary Schools
Sic4-industry = Colleges And Universities	More specific primary line of business is Colleges And Universities
Sic4-industry = Real Estate Agents And Managers	More specific primary line of business is Real Estate Agents And Managers
Sic4-industry = Eating Places	More specific primary line of business is Eating Places
Sic4-industry = Offices And Clinics Of Medical Doctors	More specific primary line of business is Offices And Clinics Of Medical Doctors
Sic4-industry = Legal Services	More specific primary line of business is Legal Services
Sic4-industry = Religious Organizations	More specific primary line of business is Religious Organizations
Sic4-industry = Business Services, Nec	More specific primary line of business is Business Services, Nec
Sic4-industry = General Medical And Surgical Hospitals	More specific primary line of business is General Medical And Surgical Hospitals
Sic4-industry = Insurance Agents, Brokers, And Service	More specific primary line of business is Insurance Agents, Brokers, And Service
Sic4-industry = Management Consulting Services	More specific primary line of business is Management Consulting Services
Sic4-industry = Accounting, Auditing, And Bookkeeping	More specific primary line of business is Accounting, Auditing, And Bookkeeping
Sic4-industry = Individual And Family Services	More specific primary line of business is Individual And Family Services
Sic4-industry = National Commercial Banks	More specific primary line of business is National Commercial Banks
Sic4-industry = Business Consulting, Nec	More specific primary line of business is Business Consulting, Nec
Sic4-industry = Custom Computer Programming Services	More specific primary line of business is Custom Computer Programming Services
Sic4-industry = Executive Offices	More specific primary line of business is Executive Offices
Sic4-industry = Beauty Shops	More specific primary line of business is Beauty Shops
Sic4-industry = Engineering Services	More specific primary line of business is Engineering Services
Sic4-industry = Grocery Stores	More specific primary line of business is Grocery Stores
Sic4-industry = Civic And Social Associations	More specific primary line of business is Civic And Social Associations
Sic4-industry = Hotels And Motels	More specific primary line of business is Hotels And Motels
Sic4-industry = Single-family Housing Construction	More specific primary line of business is Single-family Housing Construction
Sic4-industry = Junior Colleges	More specific primary line of business is Junior Colleges
Sic4-industry = Security Brokers And Dealers	More specific primary line of business is Security Brokers And Dealers
Sic4-industry = Telephone Communication, Except Radio	More specific primary line of business is Telephone Communication, Except Radio
Sic4-industry = Membership Organizations, Nec	More specific primary line of business is Membership Organizations, Nec
Sic4-industry = New And Used Car Dealers	More specific primary line of business is New And Used Car Dealers
Sic4-industry = Miscellaneous Retail Stores, Nec	More specific primary line of business is Miscellaneous Retail Stores, Nec
Sic4-industry = Business Associations	More specific primary line of business is Business Associations
Sic4-industry = Prepackaged Software	More specific primary line of business is Prepackaged Software
Sic4-industry = Management Services	More specific primary line of business is Management Services
Sic4-industry = Plumbing, Heating, Air-conditioning	More specific primary line of business is Plumbing, Heating, Air-conditioning

Segment Name	Segment Description
Employee Size	
Sic4-industry = Services, Nec	More specific primary line of business is Services, Nec
Sic4-industry = Computer Related Services, Nec	More specific primary line of business is Computer Related Services, Nec
Sic4-industry = Pharmaceutical Preparations	More specific primary line of business is Pharmaceutical Preparations
Sic4-industry = State Commercial Banks	More specific primary line of business is State Commercial Banks
Sic4-industry = Schools And Educational Services	More specific primary line of business is Schools And Educational Services
Sic4-industry = Child Day Care Services	More specific primary line of business is Child Day Care Services
Sic4-industry = Newspapers	More specific primary line of business is Newspapers
Sic4-industry = Apartment Building Operators	More specific primary line of business is Apartment Building Operators
Sic4-industry = Social Services, Nec	More specific primary line of business is Social Services, Nec
Sic4-industry = Electrical Work	More specific primary line of business is Electrical Work
Sic4-industry = Investment Advice	More specific primary line of business is Investment Advice
Sic4-industry = Offices And Clinics Of Dentists	More specific primary line of business is Offices And Clinics Of Dentists
Sic4-industry = Professional Organizations	More specific primary line of business is Professional Organizations
Sic4-industry = Computer Integrated Systems Design	More specific primary line of business is Computer Integrated Systems Design
Sic4-industry = General Automotive Repair Shops	More specific primary line of business is General Automotive Repair Shops
Sic4-industry = Data Processing And Preparation	More specific primary line of business is Data Processing And Preparation
Sic4-industry = Repair Services, Nec	More specific primary line of business is Repair Services, Nec
Sic4-industry = Administration Of Public Health Programs	More specific primary line of business is Administration Of Public Health Programs
Sic4-industry = Advertising Agencies	More specific primary line of business is Advertising Agencies
Sic4-industry = Commercial Physical Research	More specific primary line of business is Commercial Physical Research
Sic4-industry = Industrial Machinery And Equipment	More specific primary line of business is Industrial Machinery And Equipment
Sic4-industry = Nonresidential Construction, Nec	More specific primary line of business is Nonresidential Construction, Nec
Sic4-industry = Amusement And Recreation, Nec	More specific primary line of business is Amusement And Recreation, Nec
Sic4-industry = Employment Agencies	More specific primary line of business is Employment Agencies
Sic4-industry = Mortgage Bankers And Correspondents	More specific primary line of business is Mortgage Bankers And Correspondents
Sic4-industry = Libraries	More specific primary line of business is Libraries
Sic4-industry = Health And Allied Services, Nec	More specific primary line of business is Health And Allied Services, Nec
Sic4-industry = Drug Stores And Proprietary Stores	More specific primary line of business is Drug Stores And Proprietary Stores
Sic4-industry = Architectural Services	More specific primary line of business is Architectural Services
Sic4-industry = Electric Services	More specific primary line of business is Electric Services
Sic4-industry = Auto And Home Supply Stores	More specific primary line of business is Auto And Home Supply Stores
Sic4-industry = Gift, Novelty, And Souvenir Shop	More specific primary line of business is Gift, Novelty, And Souvenir Shop
Sic4-industry = Nonresidential Building Operators	More specific primary line of business is Nonresidential Building Operators
Sic4-industry = Offices Of Health Practitioner	More specific primary line of business is Offices Of Health Practitioner
Sic4-industry = Legislative Bodies	More specific primary line of business is Legislative Bodies
Sic4-industry = Computer And Software Stores	More specific primary line of business is Computer And Software Stores
Sic4-industry = Noncommercial Research Organizations	More specific primary line of business is Noncommercial Research Organizations
Sic4-industry = Semiconductors And Related Devices	More specific primary line of business is Semiconductors And Related Devices
Sic4-industry = Gasoline Service Stations	More specific primary line of business is Gasoline Service Stations
Sic4-industry = Electronic Computers	More specific primary line of business is Electronic Computers
Sic4-industry = Fire, Marine, And Casualty Insurance	More specific primary line of business is Fire, Marine, And Casualty Insurance
Sic4-industry = Computers, Peripherals, And Software	More specific primary line of business is Computers, Peripherals, And Software
Sic4-industry = Miscellaneous Personal Services	More specific primary line of business is Miscellaneous Personal Services
Sic4-industry = Commercial Nonphysical Research	More specific primary line of business is Commercial Nonphysical Research
Sic4-industry = Skilled Nursing Care Facilities	More specific primary line of business is Skilled Nursing Care Facilities
Sic4-industry = Lawn And Garden Services	More specific primary line of business is Lawn And Garden Services
Sic4-industry = Lumber And Other Building Materials	More specific primary line of business is Lumber And Other Building Materials
Sic4-industry = Trucking, Except Local	More specific primary line of business is Trucking, Except Local
Sic4-industry = Special Trade Contractors, Nec	More specific primary line of business is Special Trade Contractors, Nec
Sic4-industry = Museums And Art Galleries	More specific primary line of business is Museums And Art Galleries

Segment Name	Segment Description
<b>Employee Size</b>	
Sic4-industry = Electronic Parts And Equipment, Nec	More specific primary line of business is Electronic Parts And Equipment, Nec
Sic4-industry = Electrical Apparatus And Equipment	More specific primary line of business is Electrical Apparatus And Equipment
Sic4-industry = Life Insurance	More specific primary line of business is Life Insurance
Sic4-industry = Periodicals	More specific primary line of business is Periodicals
Sic4-industry = Commercial Printing, Lithographic	More specific primary line of business is Commercial Printing, Lithographic
Sic4-industry = Regulation Of Agricultural Marketing	More specific primary line of business is Regulation Of Agricultural Marketing
Sic4-industry = Department Stores	More specific primary line of business is Department Stores
Sic4-industry = Membership Sports And Recreation Clubs	More specific primary line of business is Membership Sports And Recreation Clubs
Sic4-industry = Police Protection	More specific primary line of business is Police Protection
Sic4-industry = Residential Care	More specific primary line of business is Residential Care
Sic4-industry = Cable And Other Pay Television Services	More specific primary line of business is Cable And Other Pay Television Services
Sic4-industry = Surgical And Medical Instruments	More specific primary line of business is Surgical And Medical Instruments
Sic4-industry = Home Health Care Services	More specific primary line of business is Home Health Care Services
Sic4-industry = Industrial Machinery, Nec	More specific primary line of business is Industrial Machinery, Nec
Sic4-industry = Local Trucking, Without Storage	More specific primary line of business is Local Trucking, Without Storage
Sic4-industry = General Warehousing And Storage	More specific primary line of business is General Warehousing And Storage
Sic4-industry = Building Maintenance Services, Nec	More specific primary line of business is Building Maintenance Services, Nec
Sic4-industry = Administration Of Social And Manpower Programs	More specific primary line of business is Administration Of Social And Manpower Programs
Sic4-industry = Hospital And Medical Service Plans	More specific primary line of business is Hospital And Medical Service Plans
Sic4-industry = Computer Peripheral Equipment, Nec	More specific primary line of business is Computer Peripheral Equipment, Nec
Sic4-industry = Federal Credit Unions	More specific primary line of business is Federal Credit Unions
Sic4-industry = Equipment Rental And Leasing, Nec	More specific primary line of business is Equipment Rental And Leasing, Nec
Sic4-industry = Help Supply Services	More specific primary line of business is Help Supply Services
Sic4-industry = Investors, Nec	More specific primary line of business is Investors, Nec
Sic4-industry = General Government, Nec	More specific primary line of business is General Government, Nec
Sic4-industry = Specialty Outpatient Clinics, Nec	More specific primary line of business is Specialty Outpatient Clinics, Nec
Sic4-industry = Fire Protection	More specific primary line of business is Fire Protection
Sic4-industry = Furniture Stores	More specific primary line of business is Furniture Stores
Sic4-industry = Top And Body Repair And Paint Shops	More specific primary line of business is Top And Body Repair And Paint Shops
Sic4-industry = Plastics Products, Nec	More specific primary line of business is Plastics Products, Nec
Sic4-industry = Industrial Supplies	More specific primary line of business is Industrial Supplies
Sic4-industry = Durable Goods, Nec	More specific primary line of business is Durable Goods, Nec
Sic4-industry = Freight Transportation Arrangement	More specific primary line of business is Freight Transportation Arrangement
Sic4-industry = Travel Agencies	More specific primary line of business is Travel Agencies
Sic4-industry = Sporting Goods And Bicycle Shops	More specific primary line of business is Sporting Goods And Bicycle Shops
Sic4-industry = Used Merchandise Stores	More specific primary line of business is Used Merchandise Stores
Sic4-industry = Regulation, Administration Of Transportation	More specific primary line of business is Regulation, Administration Of Transportation
Sic4-industry = Women's Clothing Stores	More specific primary line of business is Women's Clothing Stores
Sic4-industry = Motion Picture And Video Production	More specific primary line of business is Motion Picture And Video Production
Sic4-industry = Book Stores	More specific primary line of business is Book Stores
Sic4-industry = Specialty Hospitals, Except Psychiatric	More specific primary line of business is Specialty Hospitals, Except Psychiatric
Sic4-industry = Accident And Health Insurance	More specific primary line of business is Accident And Health Insurance
Sic4-industry = Drinking Places	More specific primary line of business is Drinking Places
Sic4-industry = Medical And Hospital Equipment	More specific primary line of business is Medical And Hospital Equipment
Sic4-industry = Subdividers And Developers, Nec	More specific primary line of business is Subdividers And Developers, Nec
Sic4-industry = Information Retrieval Services	More specific primary line of business is Information Retrieval Services
Sic4-industry = Nondurable Goods, Nec	More specific primary line of business is Nondurable Goods, Nec
Sic4-industry = Painting And Paper Hanging	More specific primary line of business is Painting And Paper Hanging
Sic4-industry = Roofing, Siding, And Sheetmetal Work	More specific primary line of business is Roofing, Siding, And Sheetmetal Work
Sic4-industry = Physical Fitness Facilities	More specific primary line of business is Physical Fitness Facilities



Segment Name	Segment Description
Employee Size	
Sic4-industry = Public Relations Services	More specific primary line of business is Public Relations Services
Sic4-industry = Radio Broadcasting Stations	More specific primary line of business is Radio Broadcasting Stations
Sic4-industry = Radiotelephone Communication	More specific primary line of business is Radiotelephone Communication
Sic4-industry = Television Broadcasting Stations	More specific primary line of business is Television Broadcasting Stations
Sic4-industry = Book Publishing	More specific primary line of business is Book Publishing
Sic4-industry = Veterinary Services, Specialties	More specific primary line of business is Veterinary Services, Specialties
Sic4-industry = Personal Credit Institutions	More specific primary line of business is Personal Credit Institutions
Sic4-industry = Miscellaneous Publishing	More specific primary line of business is Miscellaneous Publishing
Sic4-industry = Offices And Clinics Of Chiropractors	More specific primary line of business is Offices And Clinics Of Chiropractors
Sic4-industry = Management Investment, Open-ended	More specific primary line of business is Management Investment, Open-ended
Sic4-industry = Commercial Art And Graphic Design	More specific primary line of business is Commercial Art And Graphic Design
Sic4-industry = Federal Savings Institutions	More specific primary line of business is Federal Savings Institutions
Sic4-industry = Theatrical Producers And Services	More specific primary line of business is Theatrical Producers And Services
Sic4-industry = Medical Laboratories	More specific primary line of business is Medical Laboratories
Sic4-industry = Radio And T.v. Communications Equipment	More specific primary line of business is Radio And T.v. Communications Equipment
Sic4-industry = Search And Navigation Equipment	More specific primary line of business is Search And Navigation Equipment
Sic4-industry = Vocational Schools, Nec	More specific primary line of business is Vocational Schools, Nec
Sic4-industry = Testing Laboratories	More specific primary line of business is Testing Laboratories
Sic4-industry = Motor Vehicle Parts And Accessories	More specific primary line of business is Motor Vehicle Parts And Accessories
Sic4-industry = Jewelry Stores	More specific primary line of business is Jewelry Stores
Sic4-industry = Loan Brokers	More specific primary line of business is Loan Brokers
Sic4-industry = Used Car Dealers	More specific primary line of business is Used Car Dealers
Sic4-industry = Radio, Television, And Electronic Stores	More specific primary line of business is Radio, Television, And Electronic Stores
Sic4-industry = Catalog And Mail-order Houses	More specific primary line of business is Catalog And Mail-order Houses
Sic4-industry = Commercial Printing, Nec	More specific primary line of business is Commercial Printing, Nec
Sic4-industry = Highway And Street Construction	More specific primary line of business is Highway And Street Construction
Sic4-industry = Drugs, Proprietaries, And Sundries	More specific primary line of business is Drugs, Proprietaries, And Sundries
Sic4-industry = Communication Services, Nec	More specific primary line of business is Communication Services, Nec
Sic4-industry = National Security	More specific primary line of business is National Security
Sic4-industry = Motor Vehicle Supplies And New Parts	More specific primary line of business is Motor Vehicle Supplies And New Parts
Sic4-industry = Tax Return Preparation Services	More specific primary line of business is Tax Return Preparation Services
Sic4-industry = Commercial Banks, Nec	More specific primary line of business is Commercial Banks, Nec
Sic4-industry = Liquor Stores	More specific primary line of business is Liquor Stores
Sic4-industry = U.s. Postal Service	More specific primary line of business is U.s. Postal Service
Sic4-industry = Job Training And Related Services	More specific primary line of business is Job Training And Related Services
Sic4-industry = State Credit Unions	More specific primary line of business is State Credit Unions
Sic4-industry = Shoe Stores	More specific primary line of business is Shoe Stores
Sic4-industry = Animal Specialty Services	More specific primary line of business is Animal Specialty Services
Sic4-industry = Automotive Services, Nec	More specific primary line of business is Automotive Services, Nec
Sic4-industry = Labor Organizations	More specific primary line of business is Labor Organizations
Sic4-industry = Refuse Systems	More specific primary line of business is Refuse Systems
Sic4-industry = Florists	More specific primary line of business is Florists
Sic4-industry = Motor Vehicles And Car Bodies	More specific primary line of business is Motor Vehicles And Car Bodies
Sic4-industry = Finance, Taxation, And Monetary Policy	More specific primary line of business is Finance, Taxation, And Monetary Policy
Sic4-industry = Groceries And Related Products, Nec	More specific primary line of business is Groceries And Related Products, Nec
Sic4-industry = Aircraft	More specific primary line of business is Aircraft
Sic4-industry = Retail Bakeries	More specific primary line of business is Retail Bakeries
Sic4-industry = Miscellaneous Business Credit	More specific primary line of business is Miscellaneous Business Credit
Sic4-industry = Entertainers And Entertainment Groups	More specific primary line of business is Entertainers And Entertainment Groups
Sic4-industry = Variety Stores	More specific primary line of business is Variety Stores

Segment Name	Segment Description
<b>Employee Size</b>	
Sic4-industry = Nursing And Personal Care, Nec	More specific primary line of business is Nursing And Personal Care, Nec
Sic4-industry = Signs And Advertising Specialties	More specific primary line of business is Signs And Advertising Specialties
Sic4-industry = Chemicals And Allied Products, Nec	More specific primary line of business is Chemicals And Allied Products, Nec
Sic4-industry = Miscellaneous General Merchandise	More specific primary line of business is Miscellaneous General Merchandise
Sic4-industry = Concrete Work	More specific primary line of business is Concrete Work
Sic4-industry = General Farms, Primarily Crop	More specific primary line of business is General Farms, Primarily Crop
Sic4-industry = Miscellaneous Food Stores	More specific primary line of business is Miscellaneous Food Stores
Sic4-industry = Funeral Service And Crematories	More specific primary line of business is Funeral Service And Crematories
Sic4-industry = Administration Of General Economic Programs	More specific primary line of business is Administration Of General Economic Programs
Sic4-industry = Trusts > Educational, Religious, Etc.	More specific primary line of business is Trusts: Educational, Religious, Etc.
Sic4-industry = Excavation Work	More specific primary line of business is Excavation Work
Sic4-industry = Surgical Appliances And Supplies	More specific primary line of business is Surgical Appliances And Supplies
Sic4-industry = Landscape Counseling And Planning	More specific primary line of business is Landscape Counseling And Planning
Sic4-industry = Electronic Components, Nec	More specific primary line of business is Electronic Components, Nec
Sic4-industry = Metals Service Centers And Offices	More specific primary line of business is Metals Service Centers And Offices
Sic4-industry = Holding Companies, Nec	More specific primary line of business is Holding Companies, Nec
Sic4-industry = Detective And Armored Car Services	More specific primary line of business is Detective And Armored Car Services
Sic4-industry = Air, Water, And Solid Waste Management	More specific primary line of business is Air, Water, And Solid Waste Management
Sic4-industry = Land, Mineral, And Wildlife Conservation	More specific primary line of business is Land, Mineral, And Wildlife Conservation
Sic4-industry = Groceries, General Line	More specific primary line of business is Groceries, General Line
Sic4-industry = Automotive Repair Shops, Nec	More specific primary line of business is Automotive Repair Shops, Nec
Sic4-industry = Miscellaneous Apparel And Accessories	More specific primary line of business is Miscellaneous Apparel And Accessories
Sic4-industry = Carpentry Work	More specific primary line of business is Carpentry Work
Sic4-industry = Lumber, Plywood, And Millwork	More specific primary line of business is Lumber, Plywood, And Millwork
Sic4-industry = Family Clothing Stores	More specific primary line of business is Family Clothing Stores
Sic4-industry = Functions Related To Depository Banking	More specific primary line of business is Functions Related To Depository Banking
Sic4-industry = Residential Construction, Nec	More specific primary line of business is Residential Construction, Nec
Sic4-industry = Manufacturing Industries, Nec	More specific primary line of business is Manufacturing Industries, Nec
Sic4-industry = Photographic Studios, Portrait	More specific primary line of business is Photographic Studios, Portrait
Sic4-industry = Barber Shops	More specific primary line of business is Barber Shops
Sic4-industry = Service Establishment Equipment	More specific primary line of business is Service Establishment Equipment
Sic4-industry = Local Passenger Transportation, Nec	More specific primary line of business is Local Passenger Transportation, Nec
Sic4-industry = Office Equipment	More specific primary line of business is Office Equipment
Sic4-industry = Administration Of Educational Programs	More specific primary line of business is Administration Of Educational Programs
Sic4-industry = Transportation Services, Nec	More specific primary line of business is Transportation Services, Nec
Sic4-industry = Retail Nurseries And Garden Stores	More specific primary line of business is Retail Nurseries And Garden Stores
Sic4-industry = Trusts, Nec	More specific primary line of business is Trusts, Nec
Sic4-industry = Farm Supplies	More specific primary line of business is Farm Supplies
Sic4-industry = Industrial Buildings And Warehouses	More specific primary line of business is Industrial Buildings And Warehouses
Sic4-industry = Plumbing And Hydronic Heating Supplies	More specific primary line of business is Plumbing And Hydronic Heating Supplies
Sic4-industry = Floor Covering Stores	More specific primary line of business is Floor Covering Stores
Sic4-industry = Courts	More specific primary line of business is Courts
Sic4-industry = Water Supply	More specific primary line of business is Water Supply
Sic4-industry = Passenger Car Rental	More specific primary line of business is Passenger Car Rental
Sic4-industry = Computer Storage Devices	More specific primary line of business is Computer Storage Devices
Sic4-industry = Title Insurance	More specific primary line of business is Title Insurance
Sic4-industry = Crude Petroleum And Natural Gas	More specific primary line of business is Crude Petroleum And Natural Gas
Sic4-industry = Petroleum Products, Nec	More specific primary line of business is Petroleum Products, Nec
Sic4-industry = Hardware Stores	More specific primary line of business is Hardware Stores
Sic4-industry = Real Estate Investment Trusts	More specific primary line of business is Real Estate Investment Trusts

Segment Name	Segment Description
Employee Size	
Sic4-industry = Plastering, Drywall, And Insulation	More specific primary line of business is Plastering, Drywall, And Insulation
Sic4-industry = Miscellaneous Homefurnishings	More specific primary line of business is Miscellaneous Homefurnishings
Sic4-industry = Paint, Glass, And Wallpaper Stores	More specific primary line of business is Paint, Glass, And Wallpaper Stores
Sic4-industry = Airports, Flying Fields, And Services	More specific primary line of business is Airports, Flying Fields, And Services
Sic4-industry = Hobby, Toy, And Game Shops	More specific primary line of business is Hobby, Toy, And Game Shops
Sic4-industry = Plastics Materials And Resins	More specific primary line of business is Plastics Materials And Resins
Sic4-industry = Direct Mail Advertising Services	More specific primary line of business is Direct Mail Advertising Services
Sic4-industry = Telephone And Telegraph Apparatus	More specific primary line of business is Telephone And Telegraph Apparatus
Sic4-industry = Water, Sewer, And Utility Lines	More specific primary line of business is Water, Sewer, And Utility Lines
Sic4-industry = Disinfecting And Pest Control Services	More specific primary line of business is Disinfecting And Pest Control Services
Sic4-industry = Security Systems Services	More specific primary line of business is Security Systems Services
Sic4-industry = Sports Clubs, Managers, And Promoters	More specific primary line of business is Sports Clubs, Managers, And Promoters
Sic4-industry = Drycleaning Plants, Except Rugs	More specific primary line of business is Drycleaning Plants, Except Rugs
Sic4-industry = Heavy Construction, Nec	More specific primary line of business is Heavy Construction, Nec
Sic4-industry = Construction And Mining Machinery	More specific primary line of business is Construction And Mining Machinery
Sic4-industry = Real Property Lessors, Nec	More specific primary line of business is Real Property Lessors, Nec
Sic4-industry = Advertising, Nec	More specific primary line of business is Advertising, Nec
Sic4-industry = Optical Goods Stores	More specific primary line of business is Optical Goods Stores
Sic4-industry = Offices And Clinics Of Optometrists	More specific primary line of business is Offices And Clinics Of Optometrists
Sic4-industry = Electrical Repair Shops	More specific primary line of business is Electrical Repair Shops
Sic4-industry = Computer Maintenance And Repair	More specific primary line of business is Computer Maintenance And Repair
Sic4-industry = Men's And Boys' Clothing Stores	More specific primary line of business is Men's And Boys' Clothing Stores
Sic4-industry = Oil And Gas Field Services, Nec	More specific primary line of business is Oil And Gas Field Services, Nec
Sic4-industry = Toilet Preparations	More specific primary line of business is Toilet Preparations
Sic4-industry = Household Appliance Stores	More specific primary line of business is Household Appliance Stores
Sic4-industry = Title Abstract Offices	More specific primary line of business is Title Abstract Offices
Sic4-industry = Sheet Metalwork	More specific primary line of business is Sheet Metalwork
Sic4-industry = Aircraft Parts And Equipment, Nec	More specific primary line of business is Aircraft Parts And Equipment, Nec
Sic4-industry = Chemical Preparations, Nec	More specific primary line of business is Chemical Preparations, Nec
Sic4-industry = Air Courier Services	More specific primary line of business is Air Courier Services
Sic4-industry = Automobiles And Other Motor Vehicles	More specific primary line of business is Automobiles And Other Motor Vehicles
Sic4-industry = Direct Selling Establishments	More specific primary line of business is Direct Selling Establishments
Sic4-industry = Analytical Instruments	More specific primary line of business is Analytical Instruments
Sic4-industry = Homefurnishings	More specific primary line of business is Homefurnishings
Sic4-industry = Photographic Equipment And Supplies	More specific primary line of business is Photographic Equipment And Supplies
Sic4-industry = Biological Products, Except Diagnostic	More specific primary line of business is Biological Products, Except Diagnostic



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