



eTargetMedia Common Consumer Selects and Qualifiers

Our comprehensive consumer file offers an unmatched range of demographic, geographic and lifestyle selectivity to help you zero in on the right prospects with precision. Please inquire about any selection criteria not listed below as the listed selects constitute common qualifiers and may not represent all selects offered as we are continually updating our database.

Demographic Selects:

Age
Career Interest / Job Seekers
Education
Ethnicity
Gender
Homeowner
Income / HHI
Language Preference
Marital Status
Net Worth
Occupation
Presence and Age of Children
Religion
Voter

Geographic Selects:

City
County
DMA
Radius
SCF
State
Zip Code

Lifestyle Selects:

Arts & Entertainment
Art / Galleries
Arts & Crafts
Beauty & Cosmetics
Boating
Casual Dining
Charities / Donors
Collectible / Antiques
Concerts
Dance & Jazz
Electronics
Entertainment Subscriptions
Environmental
Family / Kids Events
Festivals & Special Events
Fine Dining
Gaming
Gardening
Golf
Health & Fitness
High Tech Households
Home Entertainment
Home Décor
Investing
Luxury Goods / Services
Movies
Museums
Music
Musical Instruction
Musical Instruments
NASCAR
Nightlife
Online Entertainment Users
Painting & Sculpture
Performing Arts
Pets
Politics / Party Affiliation
Reading / Literature
Spa Treatments
Skiing & Snow Sports
Sporting Events [Selects by Sport]
Theater / Performances
Vegan and Specialty Diets
Vegetarians
Water Sports & Scuba Diving
Wine

Apparel / Accessories / Jewelry Selects:

Accessories	High End Fashion
Beauty Products	Holiday Jewelry Buyers
Brand Name Jewelry Buyers	Jewelry Buyers
Casual Jewelry Buyers	Jewelry Gift Buyers
Children's Apparel	Luxury Brand Buyers
Discount/Wholesale Buyers	Men's Apparel
Fashion Buyers	Shoes
Fashion Site Buyers	Sports Apparel
Fashion Trend Early Buyers	Thrift Store Buyers
Fine Jewelry Buyers	Women's Apparel

Donors / Charities:

Animal Rights / Welfare	Health / Medical
Arts	Homeless
Cultural	Political
Children's	Spiritual / Religious
Environmental	Veterans

Education:

College Students
Education Responders
Grad Students
Online Education & Continuing Education
Parents of High School Students

Auto Selects:

Auto Owner by Make	Exotic Cars
Auto Interest by Make	Foreign
In-Market by Make	Hybrid
Auto Shows	Luxury
Prospective Car Buyers	Minivans
Car / Sedan	Motorcycles
Car Repair / DIY	RVs
Classic Cars	Sports Cars
Crossovers / SUVs	Trucks
Domestic	

Food / Wine Selects:

Casual Dining	Family Dining
Cooking	Coffee Lovers
Fine Dining	Wine Enthusiasts
Gourmet/Specialty Foods	

Buyer Selects:

Catalog Buyers	Online Buyers
Mail Order Buyers	Home Shopping Enthusiasts

"Green" Sector:

Natural Product Interest
Environmental Issues Interest

Chocolate Buyers:

Boutique Chocolate Buyer	European Chocolate Buyer
Candy Bar Lover	Mail Order Chocolate Buyer
Chocolate Gift Basket Buyer	Online Chocolate Buyer
Chocolate Gift Buyer	

Grocery:

Primary Grocery Shoppers
Grocery Shoppers with Children in Household
Grocery Coupon Clippers
Gourmet Grocery Buyers
Healthy Grocery Buyers
Grocery Shoppers for Entertaining

Coffee Buyers:

Coffee Gift Card Buyers	Online Coffee Buyers
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Health / Weight:

Weight Loss
Nutrition
Healthy Cooking
Diet Supplements
Vitamins

Home Improvement:

Active Home Improvement	Home Furnishings
Children's Furnishings	Redecorating
Home Décor	Remodeling

Homeowners:

Homeowner	Number of Properties
Home Improvement /	New Movers
Do It Yourselfers	Pre-Movers
Home Market Value	Presence of Pool
Property Type	Year Built

Medical:

Ailments & Conditions	Diabetes
Allergies	Homeopathic Medicine
Arthritis	Orthopedic
Cholesterol	Senior Health Needs
Cosmetic Surgery Interest	

Military:

Active Military
Retired Military
Veteran

Luxury/Affluent:

Gourmet Food & Dining	Luxury Homebuyers
High End Fashion	Luxury Vacations
Luxury Auto Buyers	Upscale Living
Luxury Home Décor	Wine Aficionados

Social Media and Technology:

Active Facebook Enthusiasts
Active Twitter Enthusiasts
Active LinkedIn Enthusiasts
Early Adopters of New Technology Products
Multiple Computer Households
Smartphone Owners
Tablet Owners

Personal Finance:

Banking	Investment Products
College Savings	Mortgages
Insurance	Retirement Planning

Sports:

Spectator Sports -	Fishing
Live Game	Golf
Spectator Sports -	Horse Racing
TV	Soccer Fan
Sports Enthusiast	Tennis
Baseball Fan	NASCAR
Basketball Fan	Skiing &
Bicycling	Snowboarding
Hockey Fan	Adventure Sports
Football Fan	Running
Fantasy Football	Track

Travel:

Adventure Travel	Family Travel
Air Travel	Golf Travel
Amusement Park	International Cruisers
Enthusiasts	International Travel
Avid Travelers	Luxury Travel
Beach Travel	Millennial Travelers
Casino Resorts	Outdoor Interest
Cruise Enthusiasts	Senior Travelers
Culinary Travelers	Spa Travel
Cultural Experience Travelers	
Domestic Travel	