



## 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 / Do It Yourselfers	New Movers
Home Market Value	Pre-Movers
Property Type	Presence of Pool
	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 - Live Game	Fishing
Spectator Sports - TV	Golf
Sports Enthusiast	Horse Racing
Baseball Fan	Soccer Fan
Basketball Fan	Tennis
Bicycling	NASCAR
Hockey Fan	Skiing & Snowboarding
Football Fan	Adventure Sports
Fantasy Football	Running
	Track

**Travel:**

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