

Type of Bundle	Field	Description	Possible Values
Demographic	Age	Age Range	18-20; 21-24; 25-34; 35-44; 45-54; 55-64; 65+
	Gender	Gender	Male; Female
	Zip Code Location	Location-based data by zip code	i.e.: 94105
	Education	Indicates the highest known level of education the person has completed.	Completed High School; Attended College; Completed College; Completed Graduate School; Attended Vocational/Technical
	Net Worth	Indicates the net worth of the household.	0-5k, 5k-10k, 10k-25k, 25k-50k, 50k-100k, 100k-250k, 250k-500k, 500k-750k, 750k-1mm, 1mm+
Household	Home Market Value	Market value of person's home. In ranges of \$25K and \$50K increments.	1k-25k; 25k-50k; 50k-75k; 75k-100k; 100k-150k; 150k-200k; 200k-250k; 250k-300k; 300k-350k; 350k-500k; 500k-1mm; 1mm+
	Home Owner Status	Whether the person owns or rents their home.	Own; Rent
	Household Income	Income of household by range	0-15k; 15k-25k; 25k-35k; 35k-50k; 50k-75k; 75k-100k; 100k-125k; 125k-150k; 150k-175k; 175k-200k; 200k-250k; 250k+
	Length of Residence	Number of years spent in the current residence. Reported as number; not range.	Less than 1 year; 1 year; 2 years; 3 years; 4 years; 5 years; 6 years; 7 years; 8 years; 9 years; 10 years; 11-15 years; 16 -19 years; 20+ years
	Marital Status	Marital status	Single; Married
	Occupation	Occupation	Blue Collar Worker; Business Owner; Civil Service; Technology; Executive/Upper Management; Health Services; Homemaker; Middle Management; Military Personnel; Nurse; Part Time; Professional; Retired; Secretary; Student; Teacher; White Collar Worker
	Presence of Children	Indicates whether there are 1 or more children in the household.	Yes; No

Type of Bundle	Field	Description	Possible Values
<b>Interest</b>	Arts & Crafts	Purchases arts & crafts related products	true; (blank)
	Blogging	Interest in blogging	true; (blank)
	Books	Purchases books; Interest in reading books	true; (blank)
	Business	Interest in business	true; (blank)
	Health & Wellness	Interest in healthy lifestyle; purchases healthy lifestyle products	true; (blank)
	News & Current Events	Purchases subscriptions for news & current events.	true; (blank)
<b>Purchase</b>	Automotive	Purchases automotive goods	true; (blank)
	Baby Product Buyer	Has bought a baby product in the past 18 months	true; (blank)
	Beauty	Purchases beauty products	true; (blank)
	Charitable Donor	Indicates likelihood of being a charitable donor	true; (blank)
	Cooking	Purchases cooking magazines; interest in cooking	true; (blank)
	Discount Shopper	Purchase behavior: Interest in discounts.	true; (blank)
	High End Brand Buyer	Has bought a premium CPG brand in the past 18 months	true; (blank)
	Home & Garden	Purchases home & garden products	true; (blank)
	Home Improvement	Purchases home improvement goods	true; (blank)
	Luxury Goods & Jewelry	Purchases luxury items	true; (blank)
	Magazine Buyer	Purchases magazines subscriptions	true; (blank)
	Outdoor & Adventure	Purchases outdoor & adventure products	true; (blank)
	Pets	Purchases pet related products	true; (blank)
	Sports	Purchases sporting goods/Sports related products	true; (blank)
	Technology	Purchases technology	true; (blank)
Travel	Purchases travel related goods; Interest in travel	true; (blank)	