



Audience	Category
Ability to Pay	
	Highest Ability To Pay
	Highest Ability To Pay - Top 20 Percent
	Moderate Ability To Pay
Auto	
	Domestic Luxury Vehicle Owners
	Domestic Vehicle Owners
	Eco-Friendly Vehicle Owners
	Family Vehicle Owners
	Import Luxury Vehicle Owners
	Import Vehicle Owners
	In Market For AutoLease
	Luxury Vehicle Owners
	Recently Purchased Automobile
Data, Video & Wireless	
	Video - DVR User
	Video - High Def Viewer
	Video - On Demand Viewer
	Video - Premium Channel Viewer
	Voice Video Data - High Speed Data-Video Customers
	Voice Video Data - Multi Service Customers
	Voice Video Data - Triple Play Customers
	Wireless - Average Revenue Customer
	Wireless - Family Wireless Plan Subscriber
	Wireless - High Revenue Customer
	Wireless - Individual Wireless Plan Subscriber
	Wireless - Prefers BlackBerry
	Wireless - Prefers Smartphone
	Wireless - Prefers iPhone
	Wireless - Prepaid Wireless Plan Subscriber
	Wireless Plan - Internet User
	Wireless Plan - Multi Feature User
Discretionary Spending	
	Discretionary Spending Range \$10,000-\$19,999
	Discretionary Spending Range \$100,000-\$200,000
	Discretionary Spending Range \$20,000-\$29,999
	Discretionary Spending Range \$200,000+
	Discretionary Spending Range \$30,000-\$39,999

	Discretionary Spending Range \$40,000-\$49,999
	Discretionary Spending Range \$50,000-\$74,999
	Discretionary Spending Range \$75,000-\$99,999
	Discretionary Spending Range < \$10,000
Economic Cohorts	
	B11 Credit Crunched City Families <50K Income Age Working Years 35-54
	B12 Credit Crunched City Singles <50K Income Age Working Years 35-54
	B7 Mid Life Strugglers Small Town Families <50K Income Age Working Years 35-54
	B8 Mid Life Strugglers Singles <50K Income Age Working Years 35-54
	C14 Burdened By Debt Small TownSingles <50K Income Age Pre Retirement 55-64
	C15 Sensible Spenders Families <50K Income Age Pre Retirement 55-64
	C16 Sensible Spenders Small Town Empty Nesters <50K Income Age Pre Retirement 55-64
	C17 Sensible Spenders Urban Pre Retirement Singles <50K Income Age Pre Retirement 55-64
	E23 Credit City Young Singles 50K-100K Income Age Young <35
	E24 Midscale Mainstream Small Town Families 50K-100K Income Age Young <35
	E25 Midscale Mainstream Small Town Singles & Couples 50K-100K Income Age Young <35
	E26 Getting Ahead Young City Families 50K-100K Income Age Young <35
	E27 Getting Ahead Young City Singles 50K-100K Income Age Young <35
	F28 Living Simply Small Town Families 50K-100K Income Age Working Years 35-54
	F29 Living Simply Small Town Singles & Couples 50K-100K Income Age Working Years 35-54
	F30 Credit Rules Urban Families 50K-100K Income Age Working Years 35-54
	F31 Credit Rules Urban Singles 50K-100K Income Age Working Years 35-54
	F32 Suburban Stability Families 50K-100K Income Age Working Years 35-54
	F33 Suburban Stability Singles & Couples 50K-100K Income Age Working Years 35-54

	G35 Striving For Balance Urban Pre Retirement Singles 50K-100K Income Age Pre Retirement 55-64
	G36 Conservative Consumers Small Town Empty Nesters 50K-100K Income Age Pre Retirement 55-64
	G37 Conservative Consumers Suburban Families 50K-100K Income Age Pre Retirement 55-64
	G38 Solid Foundation Suburban Empty Nesters 50K-100K Income Age Pre Retirement 55-64
	H40 Safety Net Seniors Small Town Retired Couples 50K-100K Income Age Retired 65+
	H41 Nest Egg Elders Older Retirees 50K-100K Income Age Retired 65+
	H42 Comfortable Retirement Suburban Singles & Couples 50K- 100K Income Age Retired 65+
	I46 Confident Futures Young City Singles & Couples 100-200K Income Age Young <35
	I48 Material World Urban Singles 100-200K Income Age Young <35
	J49 House Of Cards Suburban Families 100-200K Income Age Working Years 35-54
	J50 House Of Cards Suburban Singles & Couples 100-200K Income Age Working Years 35-54
	J51 Prudent Professionals Suburban Families 100-200K Income Age Working Years 35-54
	J52 Prudent Professionals Suburban Singles & Couples 100-200K Income Age Working Years 35-54
	J53 Suburban Success Upscale Families 100-200K Income Age Working Years 35-54
	J54 Suburban Success Upscale Singles & Couples 100-200K Income Age Working Years 35-54
	K55 Living For Today Singles & Couples 100-200K Income Age Pre Retirement 55-64
	K56 Planners & Savers Suburban Families 100-200K Income Age Pre Retirement 55-64
	K57 Planners & Savers Suburban Couples 100-200K Income Age Pre Retirement 55-64
	K58 Planners & Savers Urban Singles & Couples 100-200K Income Age Pre Retirement 55-64
	K59 Country Club Climbers Suburban Empty Nesters 100-200K Income Age Pre Retirement 55-64
	L60 Comfortable With Credit Upscale Retirees 100-200K Income Age Retired 65+

	L61 Rewarding Retirement Affluent Suburbanites 100-200K Income Age Retired 65+
	L62 Affluent Elders Older Upscale Suburbanites 100-200K Income Age Retired 65+
	L63 Established Wealth Suburban Retirees 100-200K Income Age Retired 65+
	N65 Careers First City Singles 200K+ Income Age Working Years 35-54
	N66 Executive Spenders Suburban Families 200K+ Income Age Working Years 35-54
	N67 Executive Spenders Suburban Couples 200K+ Income Age Working Years 35-54
	O69 Champagne Tastes Executive Empty Nesters 200K+ Income Age Pre Retirement 55-64
Economic Spectrum	
	Affluent Elite Spenders
	Affluent Power Spenders
	Downscale Light Spenders
	Downscale Sparing Spenders
	Downscale Thrift Spenders
	Emerging Affluent Big Spenders
	Emerging Affluent Moderate Spenders
	Emerging Affluent Power Spenders
	Mass Affluent Big Spenders
	Mass Affluent Light Spenders
	Mass Affluent Moderate Spenders
	Midscale Light Spenders
	Midscale Moderate Spenders
	Midscale Thrift Spenders
Income Range	
	Income Range \$100,000-\$124,999
	Income Range \$125,000-\$149,999
	Income Range \$150,000-\$249,999
	Income Range \$20,000-\$29,999
	Income Range \$250,000+
	Income Range \$30,000-\$39,999
	Income Range \$40,000-\$49,999
	Income Range \$50,000-\$59,999
	Income Range \$60,000-\$74,999
	Income Range \$75,000-\$99,999
	Income Range < \$20,000
Insurance	
	Auto Insurance Target

	High Lifetime Value Households
	High Premium Life Insurance Target
	Likely To Respond To Auto Insurance Offer
	Likely To Respond To Home Insurance Offer
	Multiple Policy Prospects
	Optimum Auto Insurance Target
	Optimum Insurance Target
Internet & Online	
	Internet Frequent Online Gamer
	Internet Heavy Internet User
	Internet Social Network User
Mortgages & Loans	
	Likely New Mortgage Customer
	Likely To Respond To Auto Loan Offer
	Optimum Auto Loan Target
	Optimum Mortgage Target
	Ready To Re Finance Conventional Loan
	Ready To Refinance Jumbo Loan
	Reliable Auto Loan Payers
	Reliable Mortgage Payers
Political	
	Affluent Conservatives
	Affluent Liberals
	Affluent Politically Active
Retail/Shopping	
	Apparel Shoppers
	Gift Buyers
	Jewelry Buyers
	Luxury Shoppers
	Mass Market Discount Store Shoppers
	Shopping For Children
	Upscale Shoppers
Travel & Hospitality	
	4 Star Resort Visitors
	Caribbean Resort Visitors
Cruise	
	Europe Travelers
	Exotic Destination Travelers
	International Family Travelers
	International Travelers
	Luxury Travelers
	Mexico - Latin America Travelers
	Resort Visitors

	Theme Park Visitors
	Travelers