



Source	Audience	Category	Sub-Category
Experian			
	Auto		
		All Auto Intenders Roster	
		Auto Intenders - Compact	
		Auto Intenders - Crossover	
		Auto Intenders - Hybrid	
		Auto Intenders - Luxury	
		Auto Intenders - Luxury Domestic	
		Auto Intenders - Luxury European	
		Auto Intenders - Luxury Import	
		Auto Intenders - SUV/CUV	
		Auto Intenders -Minivan/Van	
		Auto Intenders - Pickup	
		Auto Intenders - Pickup	
		Auto Intenders - SUV	
		Auto Intenders - Sedan	
		Auto Intenders - Sports Car	
	Finance		
		Experian Credit Card Prospects	
		Heavy Credit Card Users	
		Experian Wealth Investors	
	Mosaic		
		Aging in Place	
		Aging Aquarius	
		American Royalty	
		Asian Achievers	
		Babies and Bliss	
		Birkenstocks and Beemers	
		Blue Collar Comfort	
		Bohemian Groove	
		Bommers and Bommerangs	
		Booming and Consuming	
		Ciudad Strivers	
		Colleges and Cafes	
		Countrified Pragmatics	
		Couples with Clout	

		Cul de Sac Diversity	
		Dare to Dream	
		Destination Recreation	
		Diapers and Debit Cards	
		Digital Dependents	
		Enduring Hardships	
		Everyday Hardships	
		Everyday Moderates	
		Experian, Red, White and Bluegrass	
		Experian Work Hard, Pray Hard	
		Families Matter Most	
		Family Funa-tastic	
		Family Troopers	
		Fast Track Couples	
		Footloose and Family Free	
		Fragile Families	
		Full Pockets, Empty Nests	
		Full Steam Ahead	
		Generational Soup	
		Golf Carts and Gourmets	
		Gospel and Grits	
		Gotham Blend	
		Hard Times	
		Hispanic Harmony	
		Hommade Happiness	
		Hope for Tomorrow	
		Humble Beginnings	
		Jest Set Urbanities	
		Kids and Cabernet	
		Latin Flair	
		Meagers Metro Means	
		Metro Fusion	
		No Place Like Home	
		Nuevo Horizons	
		Picture Perfect Families	
		Platinum Prosperity	
		Progressive Potpourri	
		Reaping Rewards	
		Rolling the Dice	
		Rooted Flower Power	
		Rural Escape	

		Senior Discounts	
		Settled and Sensible	
		Settle in Suburbia	
		Silver Sophisticates	
		Small Town Shallow Pockets	
		Sould Survivors	
		Soulful Spenders	
		Sports Utilitiy Families	
		Stutus Seeking Singles	
		Stockcars and State Parks	
		Striving Single Scene	
		Town Elders	
		True Grit Americans	
		Unspoiled Splendor	
		Urban Ambition	
		Urban Edge	
		Wired for Success	
	Political		
		Democrats - Known and Inferred	
		Independents - Known and Inferred	
		Non -Registered Voters Inferred	
		Republicans - Known and Inferred	
	Shoppers		
		Hi gh Frequency Shoppers-Standard Centers	
		High Frequency Shoppers - Super Centers	
		WalMart Shopper	
	Telco		
		Heavy Telco Users	