

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  Everydau Hardships  Everydau Hardships  Everyday Moderates  Experian, Red, White and Bluegrass  Experian Work Hard, Pray Hard  Familes 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  Gosham 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	г	Cul de Coe Diversity
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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		Hope for Tomorrow
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		Humble Beginnings
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		Jest Set Urbanities
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		Kids and Cabernet
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Picture Perfect Families  Platinum Prosperity  Progressive Potpourri  Reaping Rewards  Rolling the Dice  Rooted Flower Power		No Place Like Home
Platinum Prosperity Progressive Potpourri Reaping Rewards Rolling the Dice Rooted Flower Power		Nuevo Horizons
Progressive Potpourri Reaping Rewards Rolling the Dice Rooted Flower Power		Picture Perfect Families
Progressive Potpourri Reaping Rewards Rolling the Dice Rooted Flower Power		Platinum Prosperity
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	Senior Discounts	<u> </u>
	Settled and Sensible	
	Settle in Suburbia	
	Silver Sophisicates	
	Small Town Shallow Pockets	
	Sould Survivors	
	Soulful Spenders	
	Sports Utlitiy 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	