data
axle

Digital Taxonomy

Access thousands of Data Axle audiences
within digital marketplaces and data exchanges

TABLE OF CONTENTS

19M
VERIFIED BUSINESSES

275M
CONSUMERS

100M
CONTACTS

175M
FAMILIES

Consumer Audiences

Our audiences are compiled from over 100 sources that include data from real estate, tax assessments, voter registrations, utility connections, bill processors, and more. Over 300 attributes are available and used to create the segments.
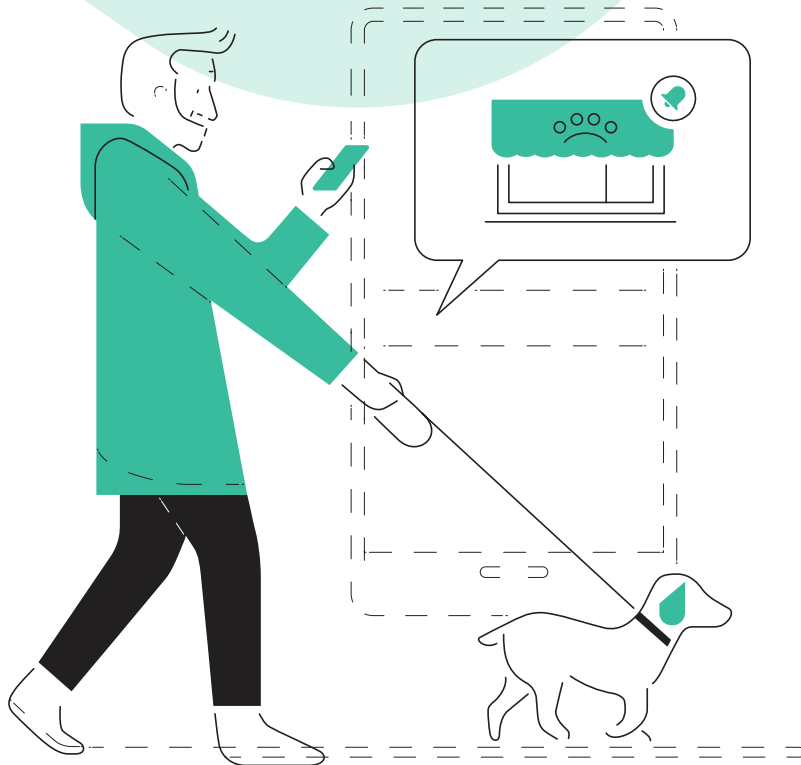
(click a topic to view more)

Autos

Behaviors

Consumer Personas

Demographics

Interests

New Residents

U.S. Politics

AI Knowledge Base

Autos

Audiences are comprised of current owners of domestic and imported passenger cars, light trucks, vans, and SUVs from model year 1980 to the current model year and is one of the largest, most accurate, current, and compliant sources of automotive data available. Sources include oil change shops, service centers, dealerships, and other self reported sources. Interest data reflects a reported interest in the type noted.

Interest

ATV All Terrain Vehicles
Auto Club/Enthusiast
Auto Insurance
Auto Intenders
Autos/Automobiles/Cars/Trucks
Luxury Vehicles
Motorcycle Enthusiasts
Motorcycle Owners
Motorcycle Racing
Motorcycles
RV Recreational Vehicle
SUV Sport Utility Vehicles
Truck

Ownership

Brand

Acura
Audi
BMW
Buick
Cadillac
Chevrolet
Chrysler

Dodge
Ford
Honda Pilot
Honda
Hyundai
Infiniti
Isuzu
Jaguar
Jeep Grand Cherokee
Jeep
Kia
Land Rover
Lexus
Lincoln
Mazda
Mercedes-Benz
Mercury
Mini
Mitsubishi
Nissan
Oldsmobile
Plymouth
Pontiac
Porsche

Ram
Range Rover
Saab
Smart
Subaru
Suzuki
Tesla
Toyota Rav4
Toyota
Volkswagen
Volvo

Vehicle Age

1 year
2 years
3 years
4 years
5 years
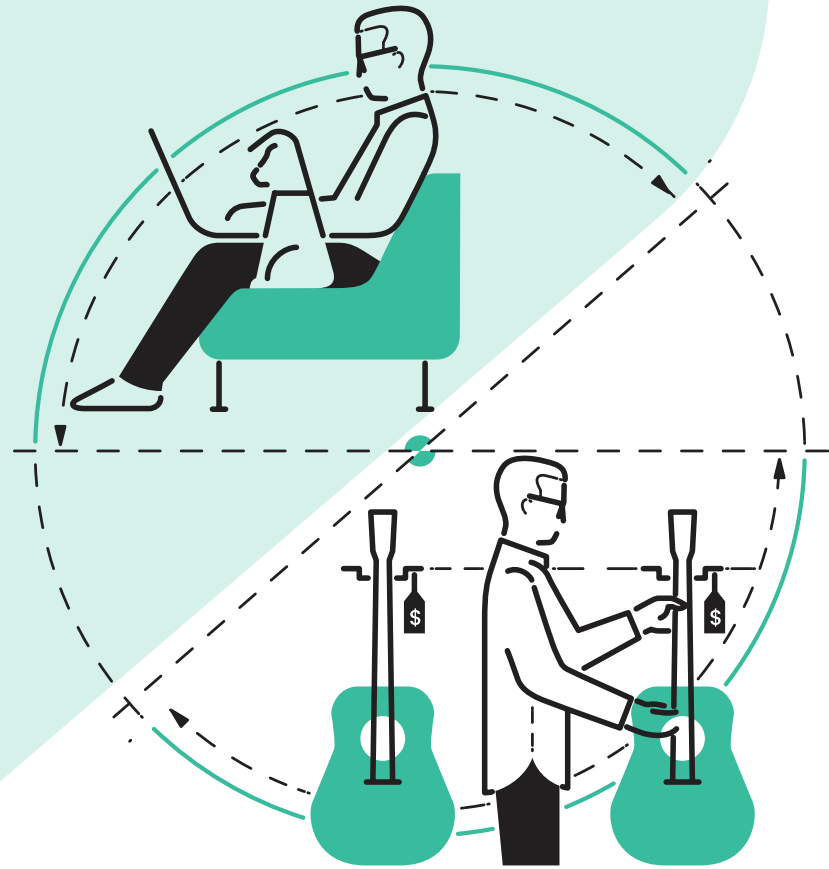6 to 10 years
11 to 15 years
15+ years

See More Under the AI Section

Behaviors

Data Axle's proprietary behavioral audiences leverage panel data and other insights to predict a household's likelihood of having certain behaviors or interests. Scores are matched to household records on our consumer database to create the following audiences.

(click a topic to view more)

Animals

Arts & Entertainment

Automotive

Business & Finance

Cooking, Food & Beverage

Donors

Education

Electronics & Computer

Health & Fitness

Home & Garden

Insurance

Lifestyles
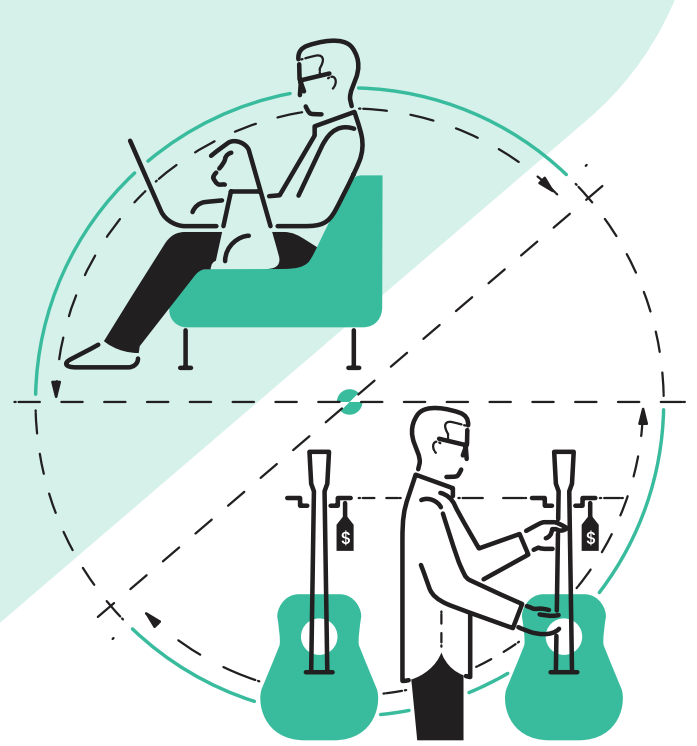
Online Activities

Politics

Shopping

Sports & Outdoor Activities

Travel

CONSUMER AUDIENCES
Behaviors

Animals
Cat Products
Dog Produces

Arts & Entertainment
Avid Theme Park Visitor
Classical Music Concerts
Country Music Concerts
E-Reader
Frequent Book Buyer
Live Theater
Online Gaming
Online TV Download
Pay-per-view Movies & Sports
Rock Music Concerts
Satellite TV
Video Games

Automotive
Auto Club
Auto Loan
DIY Auto Maintenance
Hybrid Cars
Luxury Cars
Minivan Buyer
New Vehicle Buyer
Rental Cars
SUV Buyers

Business & Finance
Annuities
Business Banking
Financial Planning
High Risk/High Return Investors
High Value Securities Investor
High Value Stock Investor
High-Freq. Investment Traders
Home Office
Online Investment Trading
On-site Tax Prep
Professional Tax Prep
Real Estate Investment
Low Risk/Low Return Investors

Cooking, Food & Beverage
Cook For Fun
Organic Food
Specialty Organic Food Store
Cook From Scratch

Donors
Gift Giving
Non-Religious Donor
PBS/NPR Donors
Religious Donors

Education
Adult Education
Education Loans
Higher Education

Electronics & Computer
Avid Cell Phone User
Avid Smart Phone Users
High-end Electronics

Health & Fitness
Diet Products
Heavy Vitamin &
    Dietary Supplement
Physical Fitness Clubs
Pilates/Yoga

Home & Garden
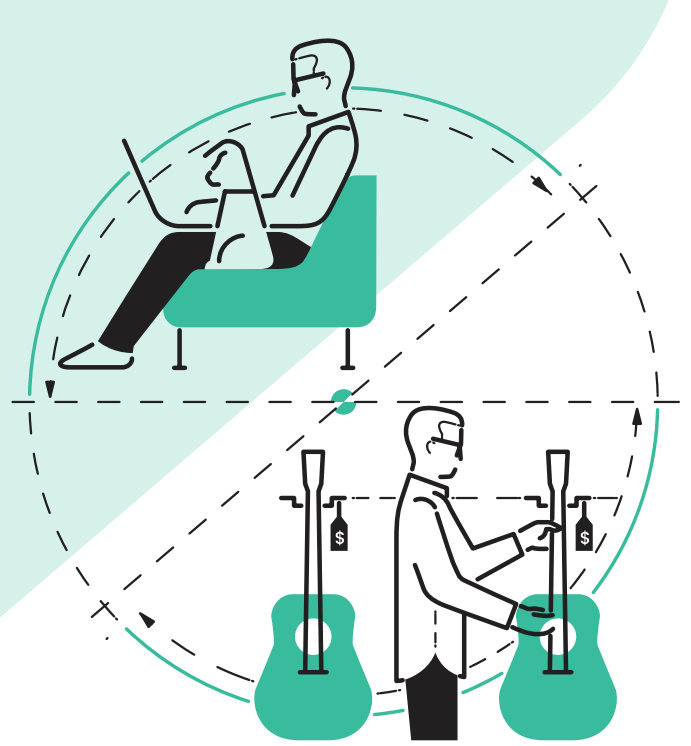Garden Maintenance
Home Improvement
Major Home Remodeling

Insurance
Auto Insurance
Health Insurance (personal)
Health Insurance (through work)
Life Insurance
Safety & Security Conscious
Small Business Insurance

Behaviors

(continued)

Lifestyles

Alternative Medicine
Baby Products
Cell Phone Only
Country Club Members
Credit Card Rewards
Fast Food
Frequent Family Restaurant
Visitor
Frozen Dinners
Green
International Long Distance
Snack Eaters
Super Size Me
Wine Lovers

Online Activities

Bill Payment
Blog Writing
Mobile Internet Access
Music Downloads
Social Media Network
Voice Over Internet
Wi-Fi in Home
Wi-Fi Outside of Home

Politics

Active Voice
Conservative
Leaning Conservative
Leaning Liberal
Liberal

Shopping

Catalog Buyers
Frequent Online Buyer
High-end Apparel
High-Frequency Coupon Users
Impulse Buyers
Online Business Purchase
Personal Purchase
Shopaholics
Wholesale Club

Sports & Outdoor Activities

Adventure Seekers
All-Terrain-Vehicle
Camping
College Basketball Fans
College Football Fans
Fantasy Sports
Freshwater Fishing
Golf Fans
High-End Sporting Equipment

Hockey Fans
Hunting
Low-end Sporting Equipment
NASCAR Fans
Outdoor Activities
Power Boating
Professional Baseball Sports Fan
Professional Basketball Fan
Professional Football Fan
Professional Wrestling Fan
Saltwater Fishing
Soccer Sports Fan
Sports Fanatics
Tennis Fans

Travel

Cruises
Domestic Travel
Foreign Travel
Frequent Business Travelers
Frequent Flyer (Personal)
Luxury Hotels
Moderate/Economy Hotels
Online Travel Planning
Timeshare Owners

Consumer Personas

Personas embody fictional yet highly accurate representations of your target audience, combining their diverse behaviors, preferences, and demographics into vivid profiles. These audiences represent 42 unique Data Axle modeled consumer segments. Each cluster reveals vital household information, such as median household income, predominant characteristics such as head of household age range, life stage, education level, owner/renter status, gender, and standout behavioral psychographics.

(click a topic to view more)

Consumer Personas

Cluster 1: Creme de la Creme
Median Income: $372,000

These households bring home the largest paychecks. They are highly-educated homeowners, most often married with children living at home. A relatively large number of these people are self-employed.

Age:	Middle of Life
Life Stage:	Married & Children (established families with older children)
Own/Rent:	Own
HOH Education:	Professional, Master's, or Bachelor's degree
Behaviors:	Timeshare Owner, Home Improvement, Online Investment, Trading Foreign Travel, Golf Fan, Tennis Fan, New Vehicle Buyer, Domestic Travel, Heavy Online, Buyer Frequent, Flyers SUV Buyer

Cluster 2: Country Club Conservatives
Median Income: $222,000

While these households are not quite as high-earning as the previous Segment, they still earn hefty incomes. Households often consist of individuals with advanced degrees, most of whom are married with older children. Homeowners who work at home remain a significant group.

Age:	Middle of Life
Life Stage:	Married & Children (established families with older children)
Own/Rent:	Own
HOH Education:	Professional, Master's, or Bachelor's degree
Behaviors:	Conservative-Leaning, Timeshare Owner, Online Investment, Trading High-Value Stock,Investor Foreign Travel, Country Club, Member New, Vehicle Buyer, Heavy Online Buyer, Domestic Travel Frequent Flyers

Cluster 3: World View
Median Income: $169,000

This Segment is heavily populated by married, highly-educated, high-earners, but trends slightly younger, generally without children.

Age:	Middle of Life
Life Stage:	Married
Own/Rent:	Own
HOH Education:	Professional, Master's, or Bachelor's degree

Behaviors:	Frequent Business, Travelers, Frequent Flyers, Online Investment, Trading Foreign Travel, E-Readers, Heavy Online, Buyer Voice Over, Internet

Consumer Personas
(continued)

Cluster 4: Coupon Club
Median Income: $144,000

College-educated older married couples with children who are either living at home while attending school or else soon-to-move out. Homeowners often work at home.

Age:	Middle of Life
Life Stage:	Married & Children (established families with older children)
Own/Rent:	Own
HOH Education:	Master's or Bachelor's degree
Behaviors:	Conservative-Leaning, Timeshare Owner Wholesale Club, Heavy Coupon Users, Country Club, Member New Vehicle, Buyer Religious, Donor, Safety & Security Conscious, Non-Religious Donor

Cluster 5: Portfolios & Passports
Median Income: $143,000

College-educated older married couples without children (or else just empty-nesters).

Age:	Middle of Life
Life Stage:	Married (empty nesters)
Own/Rent:	Own
HOH Education:	Master's or Bachelor's degree
Behaviors:	Timeshare Owner, Home Improvement, Online Investment, Trading High-Value Stock, Investor Foreign Travel, Rental Cars, Heavy Online, Buyer Religious, Donor New Vehicle, Buyer, Heavy Investment Trader

Cluster 6: Adopters & Prosumers
Median Income: $137,000

College-educated married couples with children. This Segment contains many heads-of-households aged 40+.

Age:	Middle of Life
Life Stage:	Married & Children
Own/Rent:	Own
HOH Education:	Master's or Bachelor's degree
Behaviors:	Conservative-Leaning, Timeshare Owner Wholesale Club, Heavy Coupon Users, Country Club, Member New Vehicle, Buyer Religious, Donor, Safety & Security Conscious, Non-Religious Donor

Consumer Personas
(continued)

Cluster 7: Gluten-Free Yuppies
Median Income: $119,000

Single, young, highly-educated professionals renting apartments in larger cities, many of whom are located on the East Coast.

Age:	Early in Life
Life Stage:	Singles (young professionals)
Own/Rent:	Rent
HOH Education:	Professional, Master's, or Bachelor's degree
Behaviors:	Frequent Flyers, Rock Concerts, Pro Football Fan, Liberal-Leaning, Specialty Organic Shopping, Adult Education, E-Readers, Heavy Online, Buyer Liberal

Cluster 8: Connected Couples
Median Income: $95,000

This segment represents young, married couples without kids yet.

Age:	Early in Life
Life Stage:	Married (younger couples, no kids yet)
Own/Rent:	Own
HOH Education:	Bachelor's degree
Behaviors:	Pay-per-view, Movies, Avid Gamers, College Football Fan, College Basketball Fan, Country Music Concerts, Online Bill Payment, Fantasy Sports, Avid Smartphone Users, Mobile Internet Access

Cluster 9: Actively Retired
Median Income: $89,000

Many of these homeowners are retired, but some are still working. This segment contains married couples, dominated by empty-nesters.

Age:	Late in Life	**Behaviors:**	Safety & Security Conscious, Diet Products, Vitamin & Dietary Supplements, Cook from Scratch, Religious Donor, New Vehicle, Buyer
Life Stage:	Married (Empty-nesters of all ages)		
Own/Rent:	Own		
HOH Education:	Bachelor's degree		

Consumer Personas
(continued)

Cluster 10: Safety Patrol
Median Income: $85,000

This segment contains married empty-nesters, but not likely to be retired yet as they are slightly younger.

Age:	Middle of Life
Life Stage:	Married (empty-nesters, not yet retired)
Own/Rent:	Own
HOH Education:	Some College
Behaviors:	Safety & Security Conscious, Diet Products, Life Insurance, Time-Share, Owners Religious, Donors NASCAR, All-Terrain Vehicles, Garden Maintenance

Cluster 11: Coasting Through Life
Median Income: $74,000

Relatively high concentration of households along the North and South Atlantic coast. Middle-aged homeowners,most married, most without children.

Age:	Middle of Life
Life Stage:	Married (middle-aged)
Own/Rent:	Own
HOH Education:	Bachelor's degree
Behaviors:	High-end Sporting Eqpt., Home Improvement, Rental Cars, Saltwater Fishing, Golf Fan, Religious Donor, Credit Card Rewards, Heavy Investment, Trader

Cluster 12: Left Turns & Straightaways
Median Income: $70,000

This has varied levels of education. Residences are usually occupied by married homeowners with children.

Age:	Middle of Life
Life Stage:	Married & Children (older children)
Own/Rent:	Own
HOH Education:	Some College
Behaviors:	Dog Products, Pay-per-view, Movies, Freshwater Fishing, NASCAR Fan, Minivan Buyer, Avid Gamers, High-Volume Snack Eaters

Consumer Personas

(continued)

Cluster 13: Fishing with Fido

Median Income: $67,000

This segment has a higher percentage of retired or soon-to-be-retired empty nesters.

Age:	Late in Life	**Behaviors:**	Dog Products, Cat Products, Vitamin & Dietary Supplements, Conservative, Heavy Coupon Users, Freshwater Fishing, Religious Donor, Diet Products
Life Stage:	Married (empty-nesters)		
Own/Rent:	Own		
HOH Education:	Some College		

Cluster 14: Settling Down
Median Income: $63,000

This has varied levels of education. Residences are usually occupied by married homeowners with children.

Age:	Early in Life
Life Stage:	Married & Single (no children)
Own/Rent:	Own
HOH Education:	Some College
Behaviors:	Baby Products, Online TV download, Avid Smartphone Users, Blog Writing, Do-It-Yourself Auto Maintenance, Avid Gamers, Online Bill Payment Wi-Fi at Home

Cluster 15: Enjoying the View
Median Income: $62,000

Older, married empty-nesters; these homeowners who are not retired may be working from home in some capacity

Age:	Late in Life
Life Stage:	Married (empty-nesters)
Own/Rent:	Own
HOH Education:	Some College
Behaviors:	High-end Sporting Eqpt., Home Life Insurance, Professional Tax Prep, All-Terrain Vehicle, Conservative, Satellite TV, Religious Donor, Comprehensive Auto, Insurance Annuities

CONSUMER AUDIENCES

Demographics

Audiences are comprised of data from Data Axle's premium consumer database compiled from 100+ reputable sources. Primary Sources include Real Estate (Tax Assessor and Register of Deeds), Magazine Subscribers, Active Credit Card Holders, Directory Assistance Phone Records, State/Local Government Records (Voter Registration, Boat Registrations, Hunting/Fishing Licenses, Date of Birth Records), Warranty Card Registrations.

(click a topic to view more)

Age	**Location**
Education	**Marital Status**
Ethnicity	**Month of Birth**
Family	**Parenting**
Financial	**Political Party**
Gender	**Population**
Housing	**Religion**
Income	**Socioeconomic Status**
Language	**Wealth**
Life Events	

Demographics

Age

18 to 19 Declared
18 to 24
20 to 24
20 to 29
25 to 29
25 to 34 Declared
30 to 34
30 to 39
35 to 39
35 to 44 Declared
40 to 44
40 to 49
45 to 49
45 to 54 Declared
50 to 54
54
55 to 59
55 to 64 Declared
60 to 64
64
65+
65 to 69
65 to 74
70 to 74
80+
All individuals with a declared age

Education

Bachelors Degree
College Graduate
Graduate Degree
High School
High School Graduate
No High School
Some College
Vocation or Technical

Ethnicity

African
African American
Central & Southwest Asian
Eastern European
Far Eastern
Hispanic
Jewish
Mediterranean,
Middle Eastern
Native American
Pacific Islander
Scandinavian
South Asian
Western European

Family

Number of Children

1 child
2 children
1+ children
3+ children
Children Present

Age Range of Children

0 to 3
4 to 7
8 to 12

13 to 17
Tweens/Teenagers

Household Size

1 person
2 people
3 people
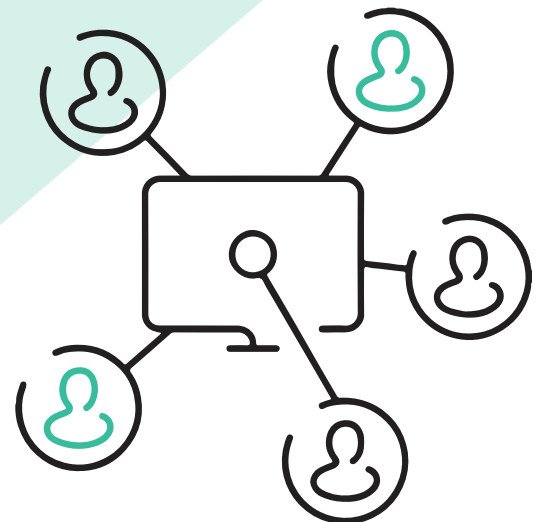4+ people

Head of Household

Veterans

Wealth

Affluent
Pay Check to Pay Check
Retirement

Financial

Credit Cards
Investors
Potential Investors

Gender

Demographics

(continued)

Housing

Home Owners

Age of Home
Pre 1950
1950 to 1959
1960 to 1969
1970 to 1979
1980 to 1989
1990 to 1999
2000 to 2009
2010 to 2019

Length of Residence
New Homeowner
1 to 5 years
6 to 10 years
11 to 15 years
16 to 20 years
21+ years

Home Equity
$0 to $29,999
$30,000 to $59,999
$60,000 to $79,999
$80,000 to $99,999
$100,000 to $199,999
$200,000 to $499,999
$500,000+

Home Value
 < $100k
$100k to $199k
$200k to $299k
$300k to $399k
$400k to $499k
$500k to $599k
$600k to $699k
$700k to $799k
$800k to $899k
$900k to $999k
$1M+

Mortgage
Mortgage Present
Mortgage Type

Mortgage Interest Rate
 < 3%
3 to 4%
5 to 6%
7%+

Multi-family Dwelling

Single-family Dwelling

Owns or Rents

Income

< $25,000
$25,000 to $59,999
$60,000 to $74,999
$75,000 to $99,999
$100,000 to $124,999
$125,000 to $149,999
$150,000 to $199,999
$200,000 to $249,999
$250,000 to $499,999
$100,000+
$150,000+
$500,000 +

Language

Chinese
Hindi
Korean
Spanish
Vietnamese

Life Events

Recent High School Graduate

Recently Single
0 to 6 Months
7 to 12 Months
13 Months or More

Demographics
(continued)

Engaged
0 to 6 Months
7 to 12 Months
13 Months or More

Recently Married
0 to 3 Months
4 to 6 Months
7 to 12 Months

Expecting Moms
0 to 3 Months
4 to 6 Months
7 to 9 Months

New Parents
0 to 3 Months
4 to 6 Months
7 to 12 Months

Location

Marital Status

Month of Birth

Parenting

Personas
Affluent Executives
Young Executives

Political Party
Democrat
Republican
Independent

Population*
Blank (<10k)
Micro (10k to 50k)
Metro (50k+)

Premovers
0 to 3 Months
4 to 6 Months
7 to 12 Months

Religion
Buddhist
Catholic
Eastern Orthodox
Greek Orthodox
Hindu
Islamic
Jewish
Lutheran
Protestant
Shinto

Socio Economic Status Indicator Score
0 to 9
10 to 19
20 to 29
30 to 39
40 to 49
50 to 59
60 to 69
70 to 79
80 to 89
90 to 99

Wealth
$0 to $9,999
$10,000 to $49,999
$50,000 to $99,999
$100,000 to $199,999
$200,000 to $499,999
$500,000 to $999,999
$1,000,000+

*   *"Core-Based Statistical Areas" (as defined by the Office of Management and Budget). Blank areas would have a population center smaller than 10,000. Micro areas would have an urban core of between 10,000 and 50,000 population. Metro areas would have an urban core of at least 50,000 or more population.*

Interests

Audiences represent individuals with confirmed interests based on data from purchases, memberships, magazine subscriptions, and survey responses. Data Axle Interest data includes more than 1 billion actual lifestyle indicators at an individual level describing the preferences and behaviors of 70% of all consumer households in the U.S.

(click a topic to view more)

Animals	**Home & Garden**
Arts & Entertainment	**Internet & Online Activities**
Business & Finance	**Lifestyles**
Computers & Technology	**News & Current Events**
Cooking, Food & Beverage	**Politics & Society**
Education	**Political Party**
Health, Beauty & Personal Care	**Shopping**
Hobbies & Collecting	**Sports & Outdoor Activities**
Holidays	**Travel**

Interests

Animals
Pets
Cats
Dogs
Animals, Pets & Wildlife

Arts & Entertainment
General Interest
Music
Movies
Film & Television

Reading
Comics
Interior Decorating
Medical/Health
Current Events/Business News
Current Events/General News
Science/Technology

Auto
Hybrid
Minivan

Business & Finance
Finance & Investing
General Finance & Investing
Business & Finance
Active Investors
Retirement Planning

Securities &
 Commodities Trading
Low Risk/Return Investing
Real Estate Investment
Personal Savings & Investment

Small Business
Small Business
Home Office
Home Office Products

Computers & Technology
Audio & Music
Cameras
IT Decision Makers
Tech Enthusiasts

Cooking, Food & Beverage
General Cooking
Cooking From Scratch
Gourmet Cooking
Nutritional Foods

Education
Adult Education
Career Improvement

Colleges & College Living
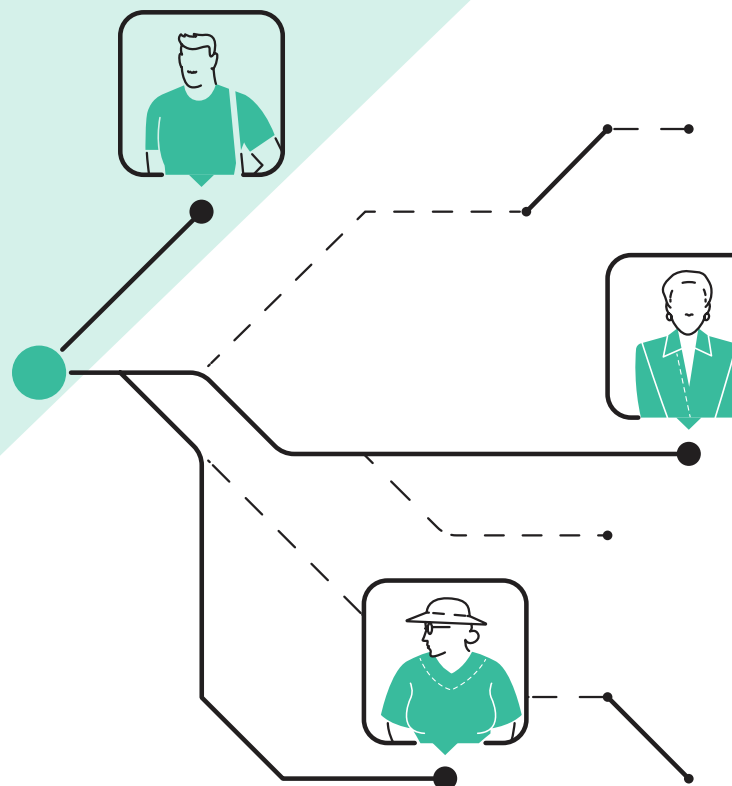Colleges & Universities

Health, Beauty & Personal Care
Skin Care
Health & Fitness
Dieting & Weight Loss
Weight Management
Fitness
Health
Physical Fitness Clubs

Hobbies & Collecting
Crafts
Arts & Handicrafts
Photography

Interests

(continued)

Holidays

Holiday Focused Parents

Home & Garden

Gardening & Patio
Interior Decor & Design
Home Improvement
Lawn & Garden

Internet & Online Activities

**Fantasy Sports
& Gaming**
Baseball
Basketball
Football

Social Networking

Lifestyles

Charity Philanthropy
Do It Yourselfers (DIY)
Environmentally Conscious
Healthy Living
Music Enthusiasts
Parenting & Family
Pet Owner Enthusiasts
Rural Farming
Sports Enthusiasts
Video Game Enthusiasts

News & Current Events

Politics & Society

Likely Voters
General Interest

Shopping

Apparel & Accessories
Bargain Hunter
Children's Apparel
Fashion
Men's Apparel
Online Shoppers

Sports & Outdoor Activities

Equestrian

Fishing

Golf

Hiking

Hunting

Motor Sports

Tennis

Team Sports
Baseball
Basketball

MLB
NBA
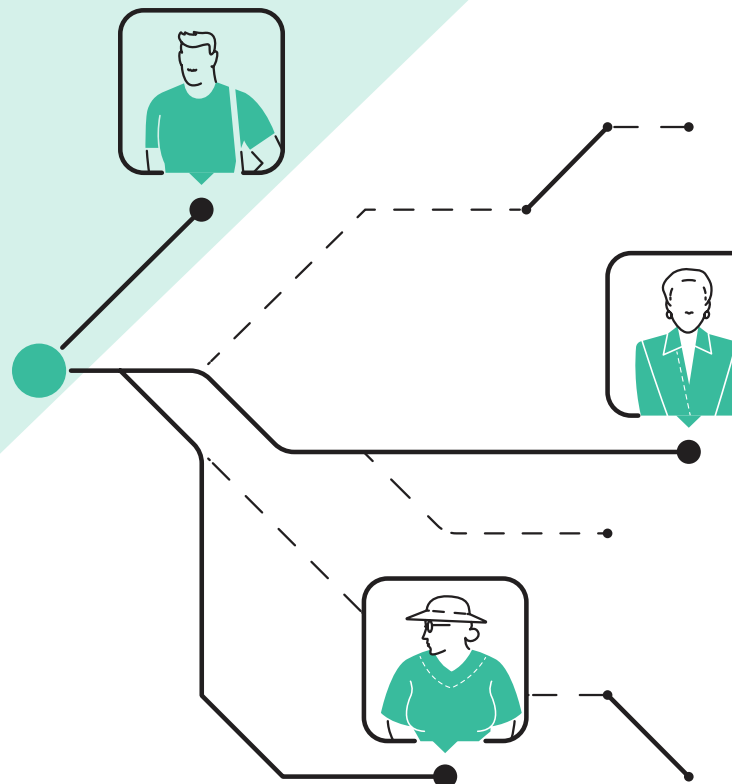Football
Hockey
Soccer

Water Sports
Boats & Watercraft

Winter Sports
Skiing

Travel

Business Travel
Business Travelers *(25 to 34)*
Cruises & Charters
International Travelers
Luxury Travel
Personal Travel

New Residents

These audiences represent a spectrum of individuals categorized based on their recent relocation history and housing intentions. Ranging from those who have recently moved within different time frames to those exhibiting an interest or intent in a change in residence.

New Movers

0 to 3 Months
0 to 6 Months
0 to 12 Months

New Homeowners

0 to 3 Months (Confirmed)
4 to 6 Months (Confirmed)
7 to 12 Months (Confirmed)
0 to 3 Months (Probable)
4 to 6 Months (Probable)
7 to 12 Months (Probable)

New Renters

0 to 3 Months
4 to 6 Months
7 to 12 Months

Purchases

Audiences reflect individuals with purchase history from sources that include more than 2,000 direct-to-consumer companies for incredibly accurate insights into spending habits, lifestyle, and interests.

Bargain Goods

Continuing Education

Diet & Weight Loss Products

DVDs

Garden Equipment & Supplies

Green Products

Health & Fitness Products

Home Improvement Supplies

Investments

Music

Organic Products

Outdoor Products
Boating
Camping
Fishing
Hunting
Sailing

Pet Products
Dog
Cat

Religious Products

Science Products

Security Products

Technology

Tickets
Baseball
Concerts
Football
Live Theater
Nascar
Theme Parks
Tools

Travel
Cruise
International

Video Games

Vitamins

U.S. Politics

Audiences represent individuals who have expressed affinity to a particular political party, have a specified voting history, or expressed likelihood to vote or behave a certain way in support or against the noted topic. Data used to build segments is captured from voter registration data from the 18 states that allow the data to be used for commercial purposes, as well as other sources of data from Data Axle's consumer database.

(click a topic to view more)

Activism	**Political Party**
Candidates	**Partisanship**
Consumer Values	**Trump**
Charity	**Turnout**
Donors History	**Voters**
Economy	**Voter Activity**
Education	**Voter Behavior**
Environment	
Firearms	
Government Policy	
Government Role	
Health	
Military	
Media	

220M
REGISTERED VOTERS

15M+
POLITICAL DONATING HOUSEHOLDS

U.S. Politics

Activism

Activist
Black Lives Matter BLM Oppose
Black Lives Matter BLM Support
Congress StockTrade Huge Problem
Congress StockTrade Not Concerned
Critical Race Theory Books Ban
Critical Race Theory Books No Ban
Drug Price Limit Oppose
Drug Price Limit Support
Gay Marriage Oppose
Gay Marriage Support
Jan 6th Non-Issue
Jan 6th Prosecute
Jan 6th Unity
Trans Health Illegal
Trans Health Legal
Trust Science Always
Trust Science Rarely
Violent Crime Not Worried
Violent Crime Very Worried

Candidates (Approve/Disapprove)

Bernie
Biden
Desantis
Desantis GOP
Haley
Haley GOP
Pence
Trump
VP Harris

VP Newsom
Female Preference Y/N
Minority Preference Y/N

Candidates (Favor)

Favor Trump
Favor Desantis
GOP Favor Trump
GOP Favor Desantis

Consumer Values

Electric Vehicle Buyer Likely
Electric Vehicle Buyer Not Likely
Environment
Longterm Cost Saving
Low Cost

Charity

Veteran Cause
Environment Cause
Medical Cause

Donors History

Average Donation $50 or less
Average Donation $51 to $100
Average Donation $101 to $500
Average Donation $501+
Total Donation $500 or less
Total Donation $501 to $1000
Total Donation $1001 to $5000
Total Donation $5001+
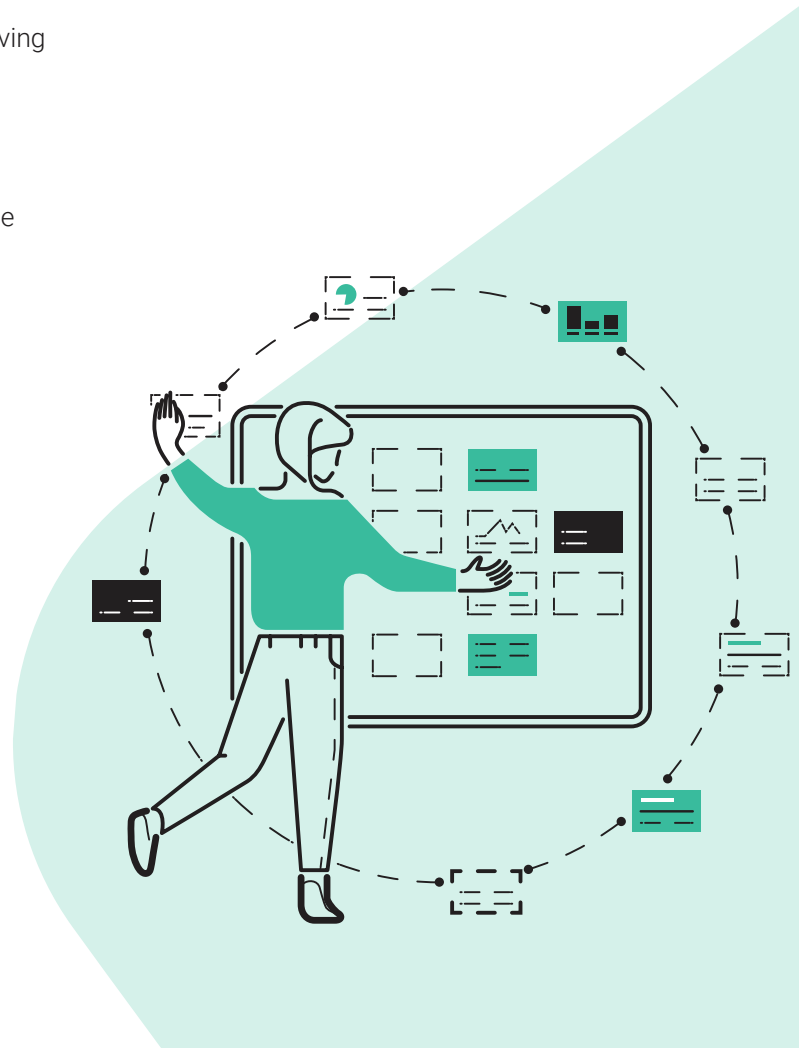
U.S. Politics

(continued)

Economy

Aff. Housing Market Forces Alone
Aff. Housing Gov. Plays A Role
Unions Harmful/Beneficial
Cancel Student Debt All/None
Capitalism Flawed/Sound
Economy Worried/Not Worried
Gig Worker Likely/Unlikely
Income Inequality Not Problem
Income Inequality Serious
Problem
Infrastructure Enough Spent
Infrastructure Fund More
Inflation Fault Corporate
Inflation Fault External Events
Inflation Fault Biden

Economy (Oppose/Support)

Base Income
Gentrification
Gig Work Benefits Keep
Contractors
Gig Work Benefits Make
Employees
Jobs Guarantee
Min Wage Increase 15
Social Security Tax Increase
Tax Cut
Tobacco Tax

Education (Oppose/Support)

Charter Schools
Common Core
School Choice
School Funding More/Less
Teachers Union Harmful
Teachers Union Positive

Environment

Climate Change Believer
Climate Change Nonbeliever
Gas Tax Oppose
Gas Tax Support
Green New Deal Oppose
Green New Deal Support
Pipeline Fracking Oppose
Pipeline Fracking Support

Firearms

Gun Owner
Gun Owner - Concealed Permit

Government Policy

Biden Foreign Policy Disapprove
Biden Foreign Policy Approve
China Foreign Policy Work With
China Foreign Policy Adversarial
Military Family Relationship Y/N
Defense Spending Reduce
Defense Spending Increase
Immigration ICE Oppose
Immigration ICE Support
Immigration ICE Reform

Illegal Immigration Process
Illegal Immigration Undesirable
Mexican Border Wall Support
Mexican Border Wall Oppose
Ukraine Escalate
Ukraine Continue
Ukraine Not Our Fight

Government Role

Civil Liberties Oppose
Civil Liberties Support
Gun Control Oppose
Gun Control Support
Casinos Oppose
Casinos Support
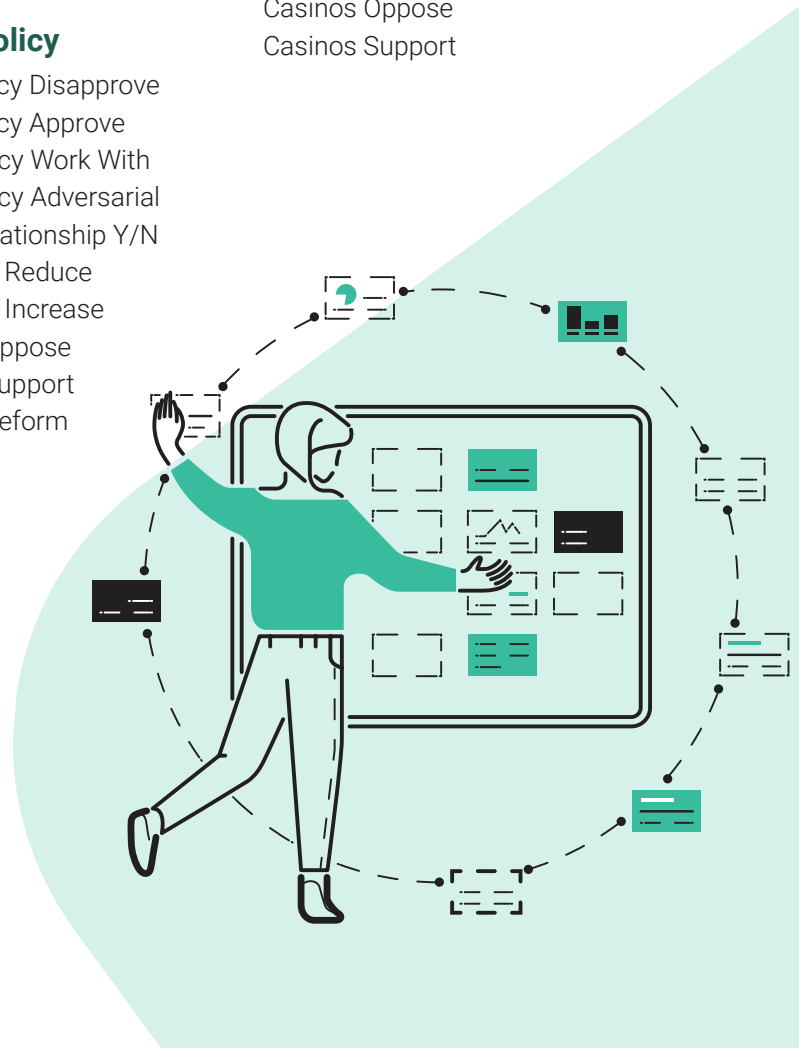
U.S. Politics
(continued)

Death Penalty Oppose
Death Penalty Support
Marijuana Legal Support
Marijuana Legal Oppose
Marijuana Legal Medical Only
Online Gambling Less Legal
Online Gambling More Legal
Public Transit Support
Public Transit Oppose
Vaping Regulation Keep Same

Health Support (Oppose/Support)

Affordable Care Act Expand
Affordable Care Act Repeal
COVID Telemedicine
Family Medical Leave
Medicaid Expansion
Medicare For All
Opioid Crisis Enforce Laws
Opioid Crisis Treatment
Pro Choice
Pro Life

Military

Veteran

Media

Most Trusted News CNN
Most Trusted News FOX
Most Trusted News MSNBC
Social Media Ensure Truth
Social Media Free Speech
Social Media Non User
Social Media User
Stream Only
Watch Live

Political Party

Democrat
Independent
Republican

Partisanship

Conservative
Conservative (Fiscal)
Conservative (Social)
Dem Primary Voter Yes
Democrat
Democrat (Strong)
Democrat (Weak)
GOP Primary Voter Yes
Independent
Liberal
Liberal (Fiscal)
Liberal (Social)
Moderate
Moderate (Fiscal)
Moderate (Social)
Moderate Third Party Oppose
Moderate Third Party Support

Republican
Republican (Strong)
Republican (Weak)
Tribalism Democrats Better
Tribalism Republicans Better
Tribalism Same

Trump

Voter Fraud Cost/Didn't Cost
Favor Trump
Favor Biden

Turnout

Likely Early Voter Y/N
Likely Vote by Mail Y/N

U.S. Politics
(continued)

Turnout
(Likely Presidential Voter)

Likely Early Voter
Likely Presidential Voter Y/N
Unlikely Early Voter
Unlikely Vote by Mail
Vote by Mail

Turnout
(Unlikely Presidential Voter)

Vote by Mail

Voters

Active
Changed Parties in past year
Changed Parties 1 to 2 years ago
Changed Parties 2 to 4 years ago
Absentee
Military
Conservative

Voter Activity (FEC)

2001 - Any Election
2002 - General/Primary/Other
2003 - Any Election
2004 - General/Primary/Other
2005 - Any Election
2006 - General/Primary/Other
2007 - Any Election
2008 - General/Primary/Other
2009 - Any Election
2010 - General/Primary/Other
2011 - Any Election
2012 - General/Primary/Other
2013 - Any Election
2014 - General/Primary/Other
2015 - Any Election

2016 - General/Primary/Other
2017 - Any Election
2018 - General/Primary/Other
2019 - Any Election
2020 - General/Primary/Other
Voted Democrat in years '20 to '22
Voted Republican years '20 to '22
Voted Other years '20 to '22

Voter Behavior

Church Attends Frequently
Early Vote Likely
Early Vote Unlikely
Felon Voting Oppose
Felon Voting Support
Rank Choice Voting Oppose
Rank Choice Voting Support
Redistrict Indep. Commission
Redistrict State Legislatures
Religion Extremely Important
Religion Moderately Important
Religion Not Important

Splits Ticket Never
Splits Ticket Often
Supreme Court Most Important
Supreme Court Not Important
Universal Voting Oppose
Universal Voting Support
Vote Entire Ballot
Vote Top Races Only
Voting Fraud Concern
Voting Oppression Concern

See More
Under the
AI Section
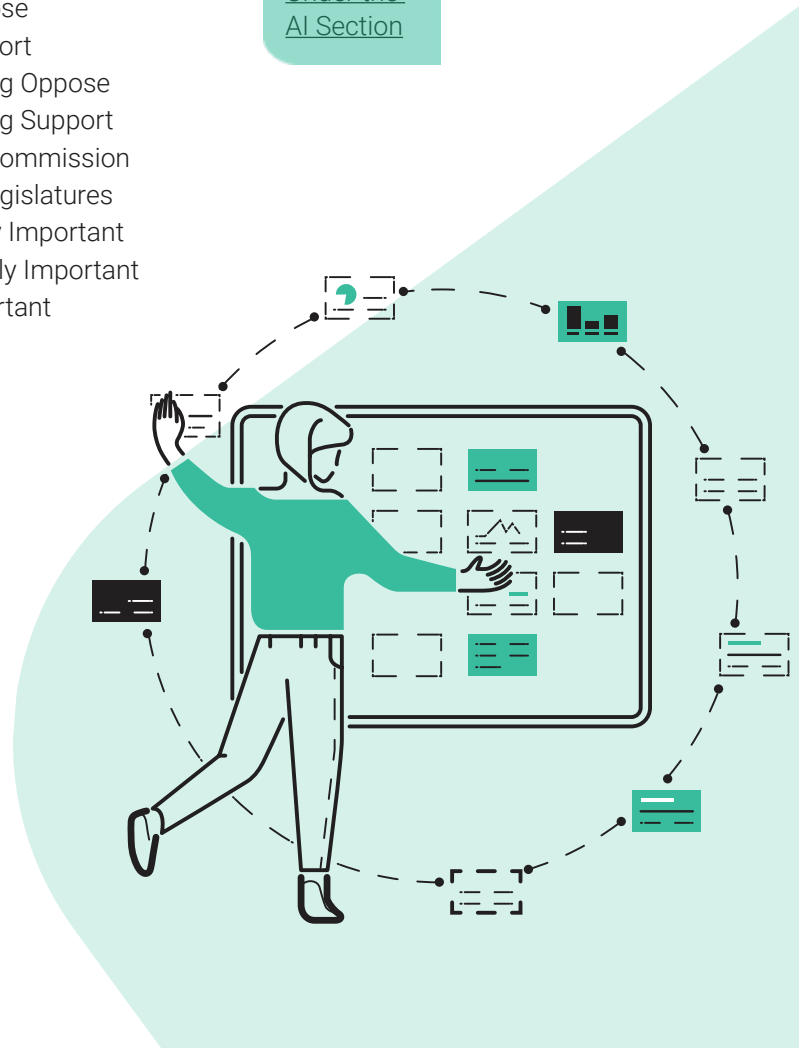
AI Knowledge Base

Leveraging Data Axle's AI technology, these segments are interpreted from thousands of bits of data discerning behavioral, attitudinal, and purchase patterns to redefine age-based categorization. As a result, you'll engage with audiences that reflect deeper insights, reaching beyond demographics to connect with consumers based on their true behaviors and interests.

(click a topic to view more)

Automotive

Activities

Interests

Demographics

Health

Political

AI Knowledge Base

Automotive

Likely Own or in Market for EV/PHEV

Asian
Chrysler Mfg
Convertible
Coupe
Domestic
European
Ford Mfg
Fuel Type
GM Mfg
Hatchback
Honda Mfg
Import
Nissan Mfg
Pickup
Sedan
SUV
Toyota Mfg
Van
Volkswagen Mfg
Wagon

Have or are likely in Market For

Asian
Chrysler Brand (Loyal)
Convertible
Coupe
Domestic
European
Exotic Luxury Car
Exotic Sports Car

Ford Brand (Loyal)
Ford-Pickup
GM Brand (Loyal)
Hatchback
Honda (Loyal)
Import
Import Pickup Trucks
Luxury Pickup
Luxury SUV
New (any, frequent buyer)
Nissan Brand (Loyal)
Sedan
SUV
Toyota Brand (Loyal)
Truck (any)
Truck (domestic)
Van
Volkswagen Brand (Loyal)
Wagon

Switched to or at Risk of Switching From

Chevrolet
Chevy
Chrysler
Diesel
Dodge
Domestic
Electric Flex Fuel
Electric Hybrid
European (at risk)
Ferrari
Fiat

Ford
Ford-Pickup (at risk)
Gasoline
Genesis
GMC
GMC Pickup
Honda
Hummer
Hydrogen Fuel Cell
Hyundai
Import
Infiniti
Jaguar
Jeep
Kia
Lamborghini
Land Rover
Lexus
Lincoln

AI Knowledge Base
(continued)

Maserati
Mazda
Mercedes Benz
Mercury
Mini
Mitsubishi
Natural Gas
Nissan
Nissan Pickup
Plug In Hybrid
Polestar
Porsche
Ram
Rivian
Subaru
Tesla
Toyota
Toyota Pickup
Volkswagen
Volvo

Switched from (Winback)
Asian
Domestic
European
Import

Activities
Adventure traveler
African American Ethnic Products
Apparel Mens Fashions
Apparel Womens Fashions
Asian Ethnic Products
Boat Owner
Boating Sailing
Business Items

Current Events
Family Oriented Likely Cruiser
Flies a lot - Business
Flies a lot - Personal
Hispanic Ethnic Products
In Need of Remodel (Cash)
In Need of Remodel (DIY)
In Need of Remodel (Loan)
Investments Finance
Likely Crypto Investor
Likely Crypto Spender
Likely interested in Crypto
Money Making
Personal Finance
Thrill Seeker
Travel Cruises/RV/US
World traveler

Interests
African American Ethnic Products
Apparel Mens Fashions
Apparel Womens Fashions
Asian Ethnic Products
Boating Sailing
Business Items
Current Events
Hispanic Ethnic Products
Money Making
Personal Finance
Travel Cruises
Travel RV
Travel U.S.
Crypto
Automotive
Trucks

Demographics
Acts Like
Boomer Generation
Conservative
Freedom Caucus Supporter
Gen-X
Gen-Z
Greatest Generation
Independent Voter
Liberal
Millennial Generation
Silent Generation
Swing Voter
Third Party
Woke Social Justice Warrior
Bachelors Degree
High School
Postgraduate Degree
Trade School

AI Knowledge Base
(continued)

Income
Paycheck to Paycheck
Getting By
Comfortable
Very Comfortable
The 1%

Living Situation
Likely married
Living Alone (F), No Kids
Living Alone (M) w/Kids
Living Alone (M), No Kids
Living Alone w/Kids
Living Together w/Kids
Living Together, No Kids
Previously Married w/Kids
Previously Married, no Kids

Health

At Risk For
Allergies
Alzheimers
Arthritis Rheumatism
Asthma
Bladder Control Difficulty
Diabetes
Emphysema
Frequent Headaches
Hearing Difficulty
Heart Disease Angina
High Blood Pressure
High Cholesterol
Migraines
Osteoporosis

Political

Likely Voters
Animal Rights Activists
Anti-corruption Activists
Anti-woke Free Speech
Democrats
Asian Lives Matter Activists
Babies and Toddlers
BLM Activists
Climate Change
Cut School Budget
Cybercrime
Defund War Demilitarize Police
Activists
Democrat
Democrat (Baby-Boomers)
Democrat (Gen-X)
Democrat (Gen-Z)
Democrat (Millennial)
Democrat (Silent Generation)
Disenfranchised American Dream
Domestic Terrorism
Donate Political
Donate to Democrats
Donate to Republicans
Economy and Business
Sustainability
Economy and Trade
Family Issues
Freedom Caucus

Gambling Legalization Activists
Global Health
Global Women Issues
Great Unwashed Middle -
    Political Party Switchers
Green Energy
Gun Control Activists
Gun Control Activists with
Children
Gun Control Activists without
Children
Gun Rights Activists
Healthcare Reform Activists
Human Rights Activists
Human Trafficking Concern
Immigration Policy
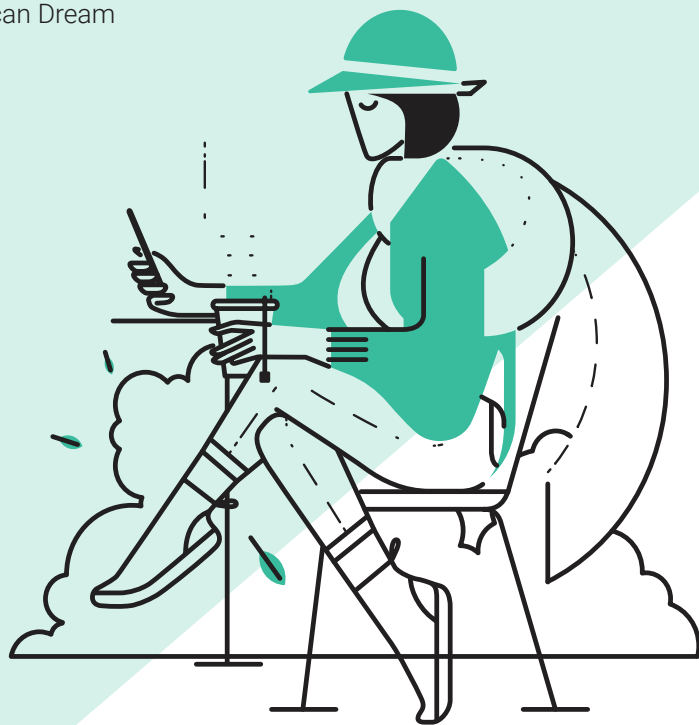
AI Knowledge Base
(continued)

Independent (Baby-Boomers)
Independent (GenX)
Independent (Gen-Z)
Independent (Millennial)
Independent (Silent Generation)
LGBTQIA Activists
Living Alone with Children
Living Together with Children
Low Capital Gains Tax Likely Voters
Making Money
Mexican Border Crisis
Military
Music and Arts in School
NASA
Occupy Wall Street Movement
Opioid Crisis
Oppose Socialized Medicine
Oppose Supreme Court Stacking
Parental Rights > School Choice
Parents with Many Children
Personal Finance Likely Voters
Poverty and Social Safety Net Activists
Private and Religious School

Private School Tuition Reimbursement
Public Funding for Private & Religious School
Public Pre-K School
Q-Anon
Refugee and Humanitarian Assistance
Reproductive Justice Activists
Republican
Republican (Baby-Boomers)
Republican (Gen-X)
Republican (Gen-Z)
Republican (Millennial)
Republican (Silent Generation)
Right to Life Activists
Rural Farming Activists
Science Education Activists
Singles Leaning Right
Small Business Owner Activists
Student Loan Relief
Supreme Court Stacking Advocates
Swing
Swing (Baby-Boomers)

Swing (Gen-X)
Swing (Gen-Z)
Swing (Millennial)
Swing (Silent Generation)
Terrorism
Third Party
Third Party (Baby-Boomers)
Third Party (Gen-X)
Third Party (Gen-Z)
Third Party (Millennial)
Third Party (Silent Generation)
Traditional Energy Activists
Tuition Free College
UFO Conspiracy
Woke Social Justice Warriors
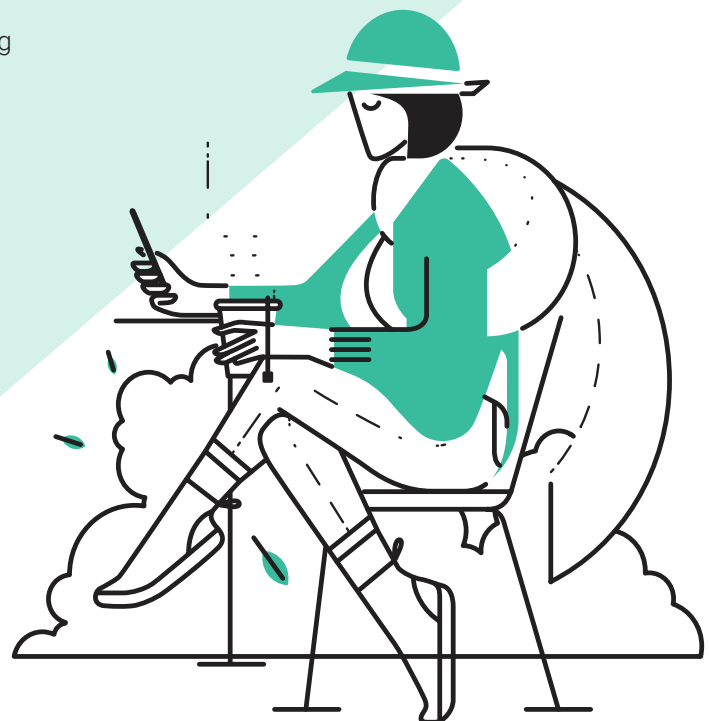
Business Audiences

Data Axle has been a pioneer in business data compilation since 1972, providing comprehensive data on more than 80M businesses in the U.S. and Canada, plus 10.5M+ professionally licensed individuals, compiled from 4000+ sources. Recognized for its exceptional quality and extensive coverage, particularly in reaching hard-to-find SMB (Small and Medium-sized Business) audiences. Validation methods include 25M+ calls made to businesses every year, crowdsourced data directly from business owners, along with other Human and automated methods of verification. Our data is trusted by leading technology firms, government agencies, and thousands of agencies and organizations.

(click a topic to view more)

Companies

Decision Makers
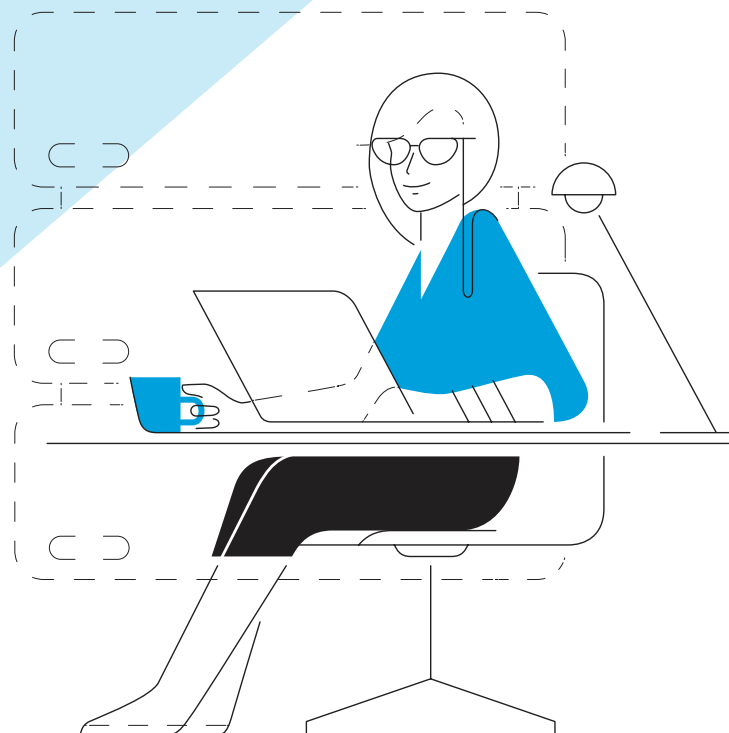
Demographics

Firmographics

Functional Areas

Industries

Job Roles

Job Titles

Occupations

Professional Groups

Seniority

Onsite Technology

Companies

With over 400 data attributes, our database offers a complete view of almost every business in the United States and Canada – from the Fortune 500 down to mom-and-pop shops and work-from-home freelancers.

(click a topic to view more)

Business Expense

Business Type

Company Growth

Credit Rating

Employee Size

Ownership

Business Indicators

Revenue

Specialty

Square Footage

Companies

Business Expense

Accounting
Advertising
Insurance
Legal
Office Equipment & Supplies
Packaging & Container
Payroll
Printing
Professional Services
Rent & Leasing
Technology
Telecommunications
Temporary Labor
Utilities

Business Type

Female Owned Businesses
Franchise
New Business
Non-Profit Organizations
Private Company
Public Company

Small Business

Start Ups
Small Office / Home Office
1 to 9 employees
10 to 50 employees
51 to 100 employees
101 to 250 employees

High Employee Growth*

Credit Rating

Excellent (A)
Excellent (A+)
Very Good (B)
Very Good (B+)
Good (C)
Good (C+)
Institution
Unknown

Employee Size

X-Large (5,001+)
Large (2,501 to 5,000)

Large (1000+)
Medium-Large (1,001 to 2,500)
Medium (501 to 1,000)
Medium (100 to 499)
Small-Medium (101 to 500)
Small (51 to 100)
Small (10 to 49)
Small (1 to 49)
Micro+ (21 to 50)
Micro (1 to 20)
Micro (1 to 9)
IT Staff of 25+
IT Staff of 1 to 24

Ownership

Franchise
Private
Public

Individuals who work in companies that have an average employee growth of 10% or more.

Companies
(continued)

Business Indicators

ACL
Individuals who work for a religious organization

AMI
Individuals who work for a medical organization or in the medical field

Email
Individuals with an email address

New Business
Individuals who work for a companies that have been in business for less than one year

Phone
Individuals who work at a business with a phone number

Postal
Individuals who work at a business with a physical location or a store front

Website
Individuals who work at a business with a website

Revenue

Over $1 Billion
$500 Million to $1 Billion
$100 to $500 Million
$50 to 100 Million
$20 to 50 Million
$10 to 20 Million
$5 to 10 Million
$1 to 5 Million
$500k to $1 Million
Less than $500k

Specialty

Fortune1,000 Companies
Fortune 500 Companies
Small Business
In Business Five Years or Less
In Business More Than Five Years

Square Footage

40,000+ sq. ft.
10,000 to 39,999 sq. ft.
2,500 to 9,999 sq. ft.
1 to 2,499 sq. ft.

Decision Makers

Audiences encompass discernible decision makers sourced from various methods, including leveraging Data Axle's teleresearch and supplemented with crowdsourced information directly obtained from business owners, and other sources.

Accounting	Food Service	Operations
Administration	Government	Personnel Staffing
Art Design & Media	Healthcare	Private Company
Banking & Investments	Hospitality	Public Company
Decision Makers by Industry	Human Resources	Purchasing
C-Level Decision Makers	Insurance	Religious
Construction	IT	Repair Services
Data Processing & Systems	Large Enterprise	Research & Development
Education	Legal	Retail
Energy	Maintenance	Sales
Engineering	Male Decision Makers	Sales & Marketing
Entertainment	Manufacturing	Small Business
Execs at Home	Marketing	Technology Decision Makers
Female Decision Makers	Medical & Health Services	Transportation
Finance	Medium Business	Very Small Business Decision Makers
	Mining, Oil & Gas Extraction	

Demographics

Essential demographics for business contacts obtained from public sources and enhanced leveraging Data Axle's proprietary business and consumer data linkage for insight into contacts connected to their consumer profiles.

Ethnicity

African
African American
Central & Southwest Asian
Eastern European
Far Eastern
Hispanic
Jewish
Mediterranean
Middle Eastern
Native American
Pacific Islander
Scandinavian
South Asian
Western European

Gender

Location

Branch
Franchise
Headquarters
Single Location
States
Subsidiaries

Population*

Blank (<10k)

Micro (10k to 50k)

Metro (50k+)

Zip Code**

10.5M
BUSINESSES WITH ONLINE PRESENCE

* *"Core-Based Statistical Areas" (as defined by the Office of Management and Budget). Blank areas would have a population center smaller than 10,000. Micro areas would have an urban core of between 10,000 and 50,000 population. Metro areas would have an urban core of at least 50,000 or more population.*

** *Individuals who work for a business which is located in a zip code within a population range.*

Firmographics

Audience are created from data collected through Data Axle's 4000+ sources, including directly from businesses themselves.

Finance & Insurance

Brokers (non-Independent)
Financial Advisory Firms
Mortgage Brokers
Portfolio Management Firms
Securities Brokerage

Healthcare

Chiropractor Offices
Dentist Offices
Hospitals
Medical Laboratories
Nursing Care Facilities
Optometrists Offices
Pharmacy & Drug Stores
Physician Offices
Urgent Care

Retail

Delivery Companies

Retailers

Beer, Wine, & Liquor
Clothing Stores

Convenience Stores
Cosmetics, Beauty Supplies, & Perfume Stores
Hobby, Toy, & Game Stores
Hotels
Jewelry
Office Supplies Stores
Restaurants
Schools
Sporting Goods
Supermarkets & Grocery Stores
Warehouse Clubs & Supercenters

Wholesalers

Beer, Wine, & Liquor
Clothing
Food & Beverage
Jewelry & Watches
Office Supplies
Sports & Recreational Goods
Toy & Hobby Goods

19M
VERIFIED BUSINESSES

Functional Areas

Audiences represent a diverse spectrum of professionals across various industries and disciplines. This includes individuals with specialized roles, such as healthcare practitioners, educators, engineers, sales managers, legal experts, and finance professionals.
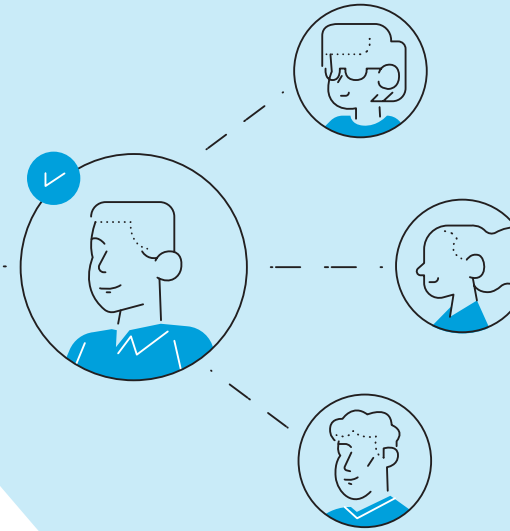
Banking

Investment Banking
Wealth Management

C-Level

CEOs, Founders & Presidents

Construction

Consultants

Education

Management & Administration
Professors & Teachers

Engineering

Engineers
(Chemical Engineer, Geotechnical Engineer, Civil Engineer, Electrical Engineer, etc.)

Civil Engineers
(Civil Engineers, Environmental Engineers, Geotechnical Engineers, Soils Engineers, etc.)

Industrial & Mechanical
(Mechanical Engineers, Structural Engineers, Industrial Engineers, Lead Mechanical Engineer, etc.)

Finance

Accounting
Finance & Accounting
Financial Advisors
Investment Banking

Government

Elected Officials
Employees

Human Resources

Benefits
Generalists
Recruiting

Human Resources

Benefits
Generalists
Recruiting

Information Technology

Database & DP
Hardware, Network & Systems
Operations & Support
Software
Systems & Business Analysts

Legal

Marketing & Communications

Product & Research

Medical & Health Services

Health Professional
Medical Practitioner
Doctors Physicians & Surgeons
Dental
Nurse
Pediatricians
Pharmacists
Physicians

Operations & Manufacturing

Manufacturing
Operations
Customer Relations
Logistics
Purchasing & Procurement

Ownership & Board

Board of Directors
Partners, Principals & Owners

Religion

Research & Development

Sales & Business Development

Account Management

Science

Industries

Audience spans across an array of industries and roles.

Accounting

Agriculture

CEOs, Founders & Presidents

Banking & Finance

Banking
Investment Banking
Management, Investment & Advisory
Portfolio Management & Financial Advice
Venture Investment & Private Equity Firms

Business Service

Commercial Art & Graphic Design
Management & General Consulting
Marketing, Advertising & Sales

Construction

Architecture, Engineering & Survey
Builders
Contractors & Trade
Special Trade Contractors

Education

Energy, Natural Resources & Utilities
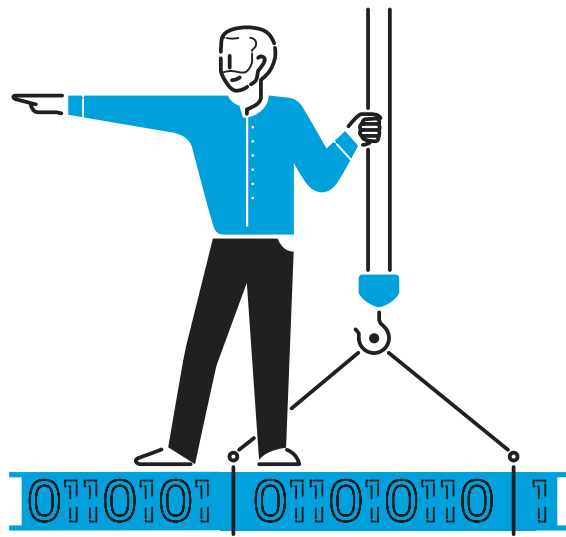
Energy
Oil & Gas

Engineering

Finance

Food Service

Government, Social Services & Non-Profits

Non-Profits & Charities

Public Safety
Social Services

Healthcare

Dentistry & Dental
Hospitals & Specialty Clinics
Medical Offices & Clinics
Nursing & Special Care Facilities
Offices & Clinics
Pharmaceuticals

Human Resources

Information Technology

Insurance

Agency & Brokerages

Legal

Maintenance

Manufacturing

General
Aviation
Industrial Machinery & Equipment

Marketing

Media, Entertainment & Publishing

Mining, Oil & Gas Extraction
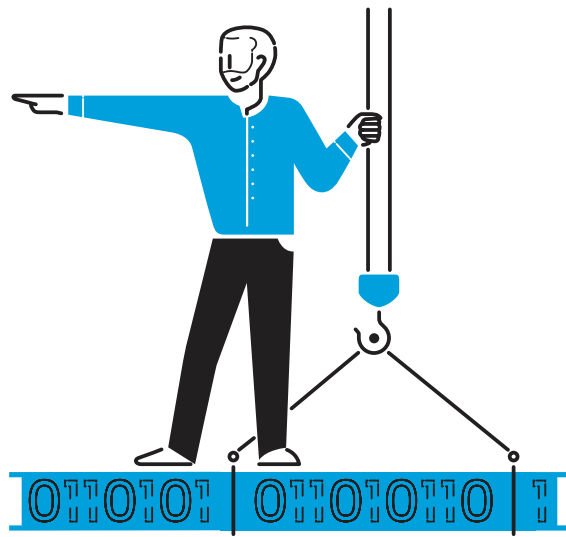
Real Estate

Commercial
Residential

Religion

Industries

(continued)

Repair Services

Research & Development

Restaurant & Hospitality

Restaurants & Bars

Retail

Camera, Hobby & Specialty
eCommerce & Mail Order

**Software, Technology
& Information Services**

Data & Information Management
Database & Data Systems
Enterprise Resource Management

Finance, HR & Legal
Outsourcing & Custom Development
Security

Technology

Telecommunications

Transportation

USPS United States Postal Service

Transportation & Travel

Trucking & Logistics

Wholesale

Individuals Who Work For Business In the Noted SIC Code

01	Agricultural Production (Crops)	20	Food & Kindred Products
02	Agricultural Production (Livestock & Animal Specialties)	21	Tobacco Products
		22	Textile Mill Products
07	Agricultural Services	23	Apparel and other finished products made from fabrics and other finished materials
08	Forestry		
09	Fishing, Hunting, & Trapping	24	Lumber & Wood products (except furniture)
10	Metal Mining	25	Furniture & Fixtures
12	Coal Mining	26	Paper & Allied Products
13	Oil & Gas Extraction	27	Printing, Publishing, & Allied Industries
14	Mining & Quarrying of Non-metallic minerals (except fuels)	28	Chemicals & Allied Products
		29	Petroleum Refining & Related Industries
15	Building Construction (general contractors & operative builders)	30	Rubber & Miscellaneous Plastic Products
		31	Leather and Leather Products
16	Heavy Construction (other than building construction contractors)	32	Stone, Clay, Glass, & Concrete Products
		33	Primary Metal Industries
17	Construction (Special Trade Contractors)		

Industries

(continued)
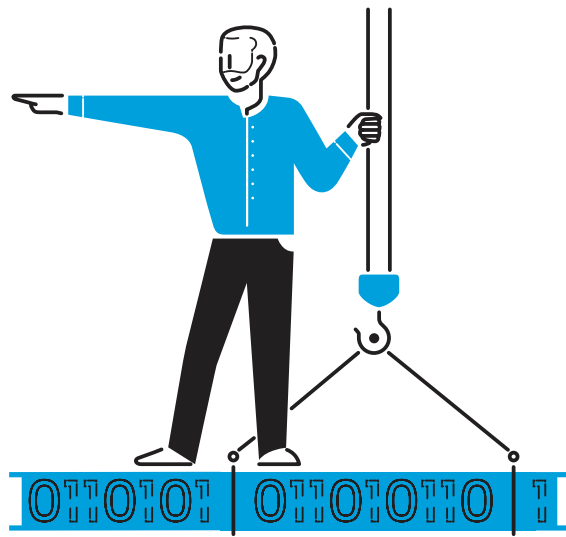
34 Fabricated Metal Products (except machinery and transportation equipment)

35 Industrial and Commercial Machinery & Computer Equipment

36 Electronic and other Electrical Equipment & Components (except computer equipment)

37 Transportation Equipment

38 Measuring, Analyzing, and Controlling Instruments; Photographic, Medical, and Optical Goods; Watches and Clocks

39 Miscellaneous Manufacturing Industries

40 Railroad Transportation

41 Local and Suburban Transit, and Inter-Urban Highway Passenger Transportation

42 Motor Freight Transportation & Warehousing

43 United States Postal Service

44 Water Transportation

45 Air Transportation

46 Pipelines (except Natural Gas)

47 Transportation Services

48 Communications

49 Electric, Gas, & Sanitary Services

50 Wholesale Trade (Durable Goods)

51 Wholesale Trade (Non-durable Goods)

52 Building Materials, Hardware, Garden Supply & Mobile Home Dealers

53 General Merchandise Stores

54 Food Stores

55 Automotive Dealers & Gasoline Service Stations

56 Apparel & Accessory Stores

57 Home Furniture, Furnishings, and Equipment Stores

58 Eating & Drinking Places

59 Miscellaneous Retail

60 Depository Institutions

61 Non-depository Credit Institutions

62 Security and Commodity Brokers, Dealers, Exchanges, and Services

63 Insurance Carriers

64 Insurance Agents, Brokers, and Service

65 Real Estate

67 Holding & Other Investment Offices

70 Hotels, Rooming Houses, Camps, and other Lodging Places

72 Personal Services

73 Business Services

75 Automotive Repair, Services, and Parking

76 Miscellaneous Repair Services

78 Motion Pictures

79 Amusement & Recreation Services

80 Health Services

81 Legal Services

82 Educational Services

83 Social Services

84 Museums, Art Galleries, Botanical, and Zoological Gardens

86 Membership Organizations

87 Engineering, Accounting, Research, Management, and Related Services

89 Miscellaneous Services

91 Executive, Legislative, and General Government (except Finance)

92 Justice, Public Order, and Safety

93 Public Finance, Taxation, and Monetary Policy

94 Administration of Human Resource Programs

95 Administration of Environmental Quality & Housing Programs

96 Administration of Economic Programs

97 National Security & International Affairs

99 Non-classifiable Establishments

Job Roles

This audience represents professionals spanning diverse sectors such as finance, education, manufacturing, engineering, human resources, IT, sales, transportation, and more. This wide-ranging group encompasses various managerial, advisory, operational, and specialized roles within their respective industries.

Banking
Executives

Banking, Finance & Accounting
Consultants

Building Maintenance
Management

Civil Engineering
Management

Construction
Executives

Education (K-12)
Administration
Teachers

Education (Post Secondary)
Teacher

Electrical Engineering
Management

Engineering
Management

Environmental Engineering
Consultants
Management

Finance Operations
Executives

Financial Accounting
Executives

Food Management
Management

Healthcare
Administration

Human Resources
Management
Specialists

Information Technology
Network Security
Management

Software Development
Management

Manufacturing & Production
Management

Marketing & Sales
Business Development
Management

Public Relations
Management
Specialists

Sales Promotions
Management
Specialists

Operations
Management

Procurement & Purchasing
Management

Transportation & Logistics
Management

Job Titles

Audience spectrum includes diverse executive leaders, C-level executives, VPs, and decision-makers from various sectors and departments. This wide-ranging group encompasses various managerial, advisory, operational, and specialized roles within their respective industries.

Board of Directors

C-Level Executives

Administration

By Industry
Automotive
Banking
Construction
Energy
Finance
Healthcare
Insurance
Manufacturing
Retail
Telecommunications
Transportation
Utilities

Finance

Information Technology (IT)

Marketing

Operations

Manager & Director
Administration
Finance
Human Resources (HR)
Information Technology (IT)
Manufacturing & Production
Marketing
Operations
Sales

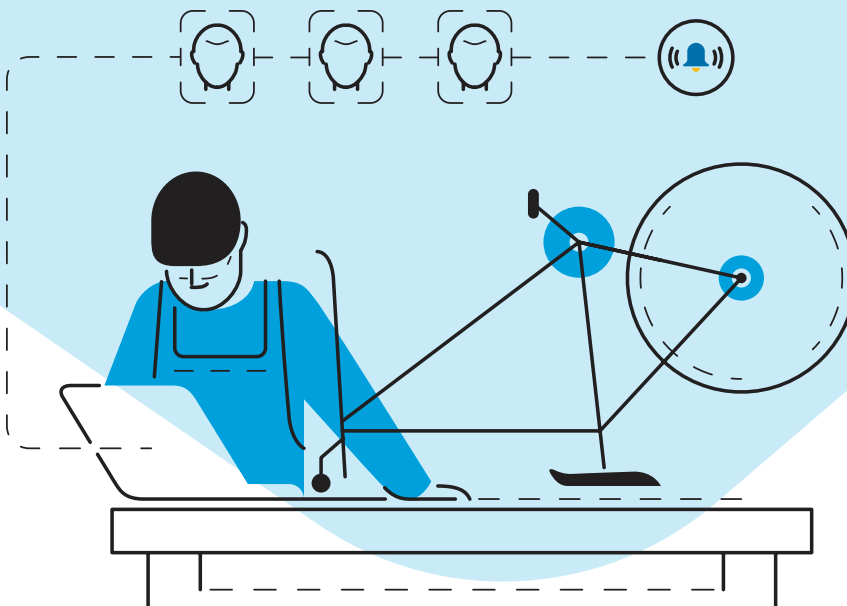## Owner/Partner

President

Vice Presidents: VP, SVP & EVP

Administration
Finance
Human Resources (HR)
Information Technology (IT)
Manufacturing & Production
Marketing
Operations
Sales

Occupations

Includes individuals with an occupation in a particular specialty and individuals who are registered with state agencies for a particular occupation.

Currently Employed

Architect

Company Size
> 1 to 4 Employees
 > 5 to 49 Employees

Employment Level
C-Level Executive Employee Level

Farmer

Accounting & Finance

Human Resources

IT Professionals

Manufacturing & Production

Military & Government

Education, Training & Library

Programmer

Real Estate Broker

Professional License

Agent
Certified Nurse Midwife
Certified Nurse Practitioner
Certified Public Accountant
Doctor of Chiropractic Medicine
Doctor of Dental Medicine
Doctor of Dental Surgery
Doctor of Medicine

Doctor of Optometry
Doctor of Osteopathic Medicine
Doctor of Philosophy (PhD)
Doctor of Physical Therapy
Doctor of Podiatry
Doctor of Veterinary Medicine
Licensed Practical Nurse
Naturopathic Doctor
Nurse Practitioner
Occupational Therapy
Physical Therapist
Physician Assistant
Professional Engineer
Registered Nurse

Professional Groups

Includes professionals including business owners, partners in small-sized businesses, individuals in Information Technology, Engineering, Sales, Marketing, Finance, and Accounting domains. This audience also encompasses high-income individuals in leadership roles, with purchasing authority spanning communication equipment, construction materials, technology devices, software, and more.

Business Professionals
Small Business Owners
Small Business Professionals

Buying Authority
Communication Equipment & Services

Construction Equipment & Materials

Information Technology
Laptops, Desktops & Tablets
Servers & Storage
Software

Manufacturing Equipment

Medical Equipment & Services

Safety Equipment & Services

Training Programs & Services

Finance & Accounting Professionals

High Income Professionals
Future high income earners

IT & Engineering Professionals

Sales & Marketing Professionals

Seniority

Audiences encompass a broad spectrum of professionals, ranging from executive leadership to middle management, This diverse group also includes individuals specializing specific functions, such Sales, Marketing, Finance, Accounting, HR, Operations, Manufacturing, Information Technology, Engineering, and those overseeing staff and executive-level roles in organizations. Additionally, it includes professionals in tech startup leadership roles and those involved in organizing and operating businesses or organizations.

Board Level

CAO Chief Administrative Officer

CCO Chief Compliance Officer

CDO Chief Data Officer

CEO Chief Executive Officer

CFO Chief Financial Officer

Chairman

CIO Chief Information Officer

C-Level Executives

CMO Chief Marketing Officer

COO Chief Operating Officer

CSO Chief Security Officer

CTO Chief Technology Officer

Director

Entrepreneurs

EVP Executive Vice President

Executive Director

Executives

Finance & Accounting

HR & Administration

Information Technology Manager

Manager

Middle Management

Office Manager

Operations & Manufacturing

Owner

Ownership

Partner

Sales & Marketing

Senior Executive

Staff

SVP Senior Vice President

Tech Startup C-Suite

Vice President

Onsite Technology

Audience includes professionals employed in organizations equipped with diverse on-site technologies and substantial data management solutions.

Hardware

Apache Server

DAS (Direct Attached Storage)

Data Management

Digital Whiteboard

NAS (Network Attached Storage)

Number of PCs
> 100+
25 to 100
10 to 19
1 to 9

Number of Printers
25+
1 to 24

Number of Servers
25+
1 to 24

Number of Tablets
10 to 24
1 to 9

SAN Storage Area Networks

Storage 1 Tb+