



data  
axle

# Digital Taxonomy

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



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AI  
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# Business Audiences

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**19M**  
VERIFIED BUSINESSES

**100M**  
CONTACTS

**275M**  
CONSUMERS

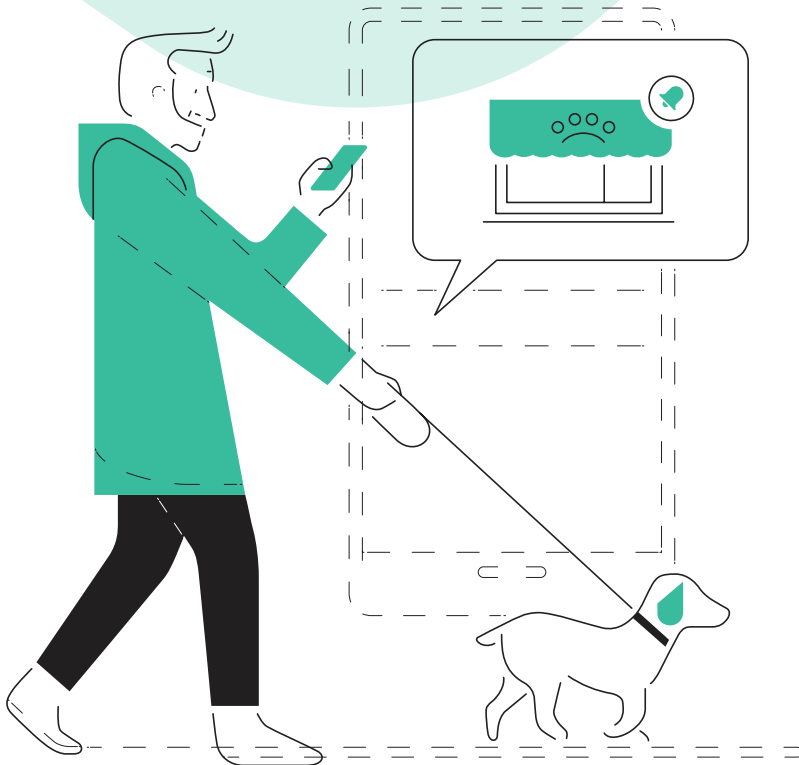
**175M**  
FAMILIES



## SECTION ONE

# 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**

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**U.S. Politics**

**AI  
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## CONSUMER AUDIENCES

# 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

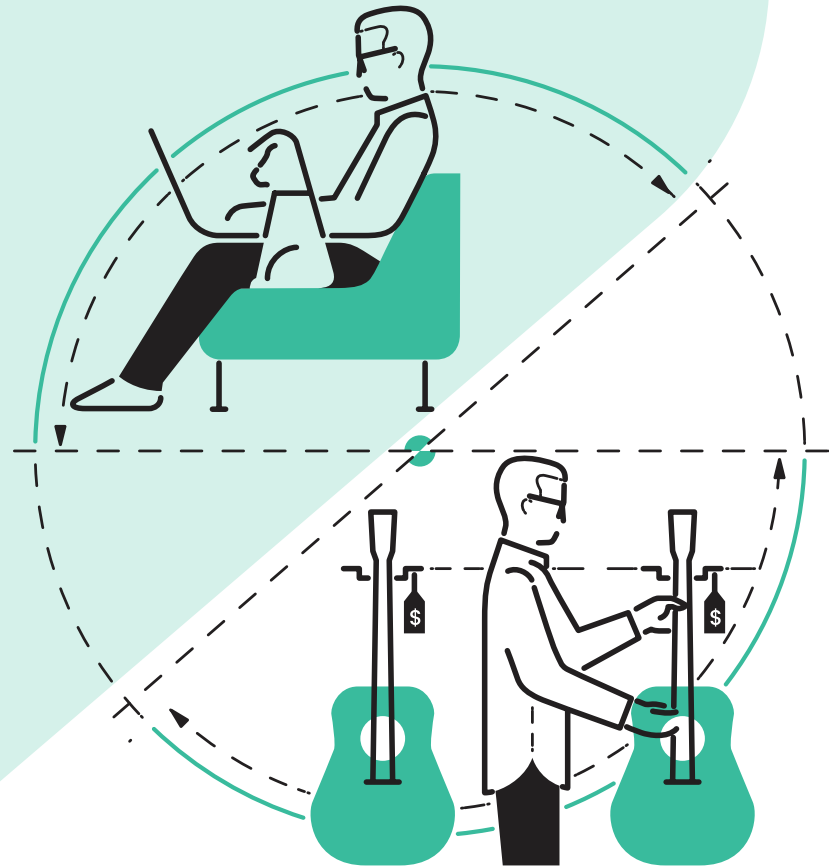
[See More Under the AI Section](#)



## CONSUMER AUDIENCES

# 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**

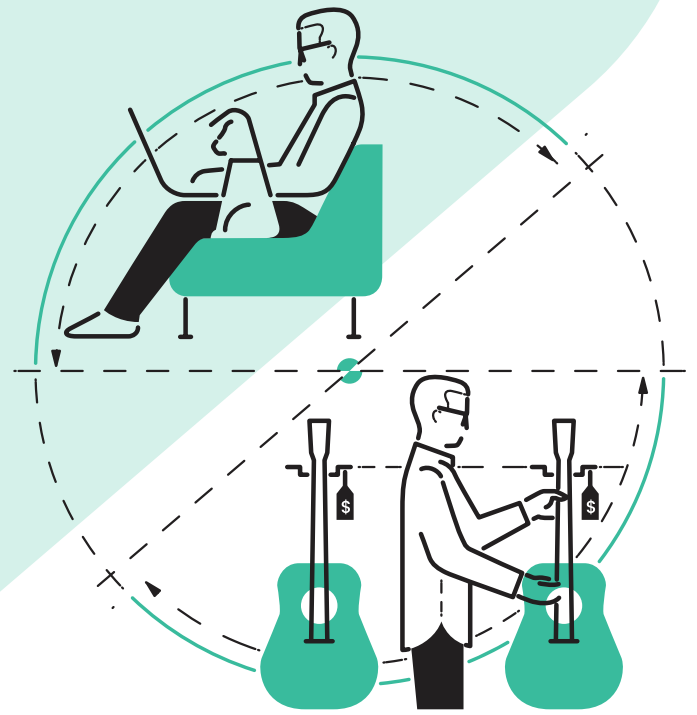
**Sports &  
Outdoor Activities**

**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

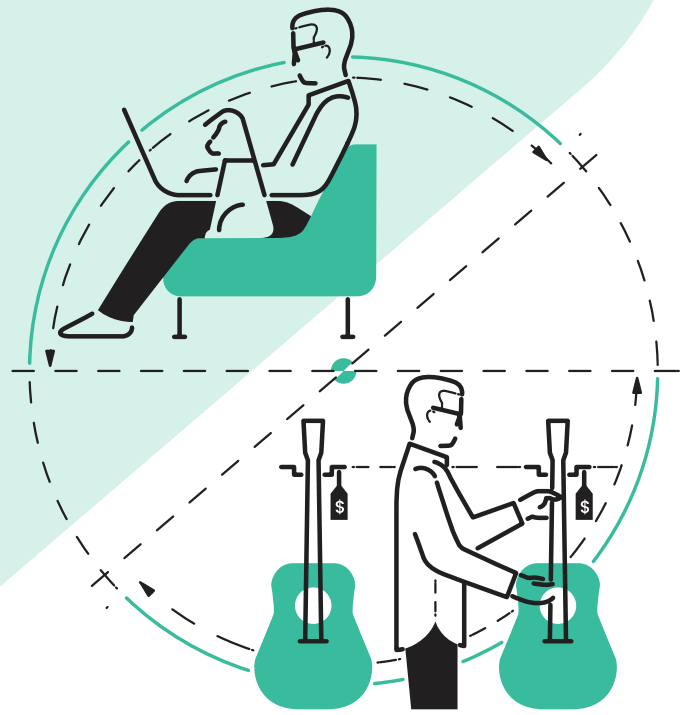




## CONSUMER AUDIENCES

# 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 AUDIENCES

# 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)*

**Cluster 1:**  
**Creme de la Creme**

**Cluster 2:**  
**Country Club  
Conservatives**

**Cluster 3:**  
**World View**

**Cluster 4:**  
**Coupon Club**

**Cluster 5:**  
**Portfolios & Passports**

**Cluster 6:**  
**Adopters & Prosumers**

**Cluster 7:**  
**Gluten-Free Yuppies**

**Cluster 8:**  
**Connected Couples**

**Cluster 9:**  
**Actively Retired**

**Cluster 10:**  
**Safety Patrol**

**Cluster 11:**  
**Coasting Through Life**

**Cluster 12:**  
**Left Turns &  
Straightaways**

**Cluster 13:**  
**Fishing with Fido**

**Cluster 14:**  
**Settling Down**

**Cluster 15:**  
**Enjoying the View**





## CONSUMER AUDIENCES

# 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:** Professional, Master's, or
- Education:** 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:** Professional, Master's, or
- Education:** 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:** Professional, Master's,
- Education:** or Bachelor's degree
- Behaviors:** Frequent Business, Travelers, Frequent Flyers, Online Investment, Trading Foreign Travel, E-Readers, Heavy Online, Buyer Voice Over, Internet



## CONSUMER AUDIENCES

# 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 AUDIENCES

# 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

**Life Stage:** Married  
(Empty-nesters of all ages)

**Own/Rent:** Own

**HOH Education:** Bachelor's degree

**Behaviors:** Safety & Security Conscious, Diet Products, Vitamin & Dietary Supplements, Cook from Scratch, Religious Donor, New Vehicle, Buyer



## CONSUMER AUDIENCES

# 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 AUDIENCES

# 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  
**Life Stage:** Married (empty-nesters)  
**Own/Rent:** Own  
**HOH Education:** Some College

**Behaviors:** Dog Products, Cat Products, Vitamin & Dietary Supplements, Conservative, Heavy Coupon Users, Freshwater Fishing, Religious Donor, Diet Products

### 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







## CONSUMER AUDIENCES

# 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





## CONSUMER AUDIENCES

# 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





## CONSUMER AUDIENCES

# 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.



## CONSUMER AUDIENCES

# 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

Arts & Entertainment

Business & Finance

Computers & Technology

Cooking, Food & Beverage

Education

Health, Beauty & Personal Care

Hobbies & Collecting

Holidays

Home & Garden

Internet & Online Activities

Lifestyles

News & Current Events

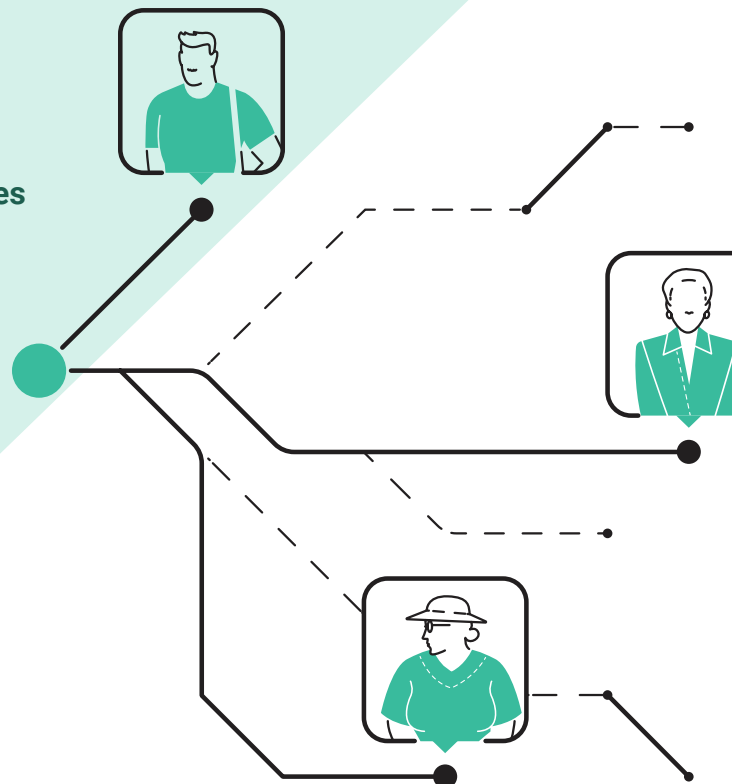
Politics & Society

Political Party

Shopping

Sports & Outdoor Activities

Travel





## CONSUMER AUDIENCES

# 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

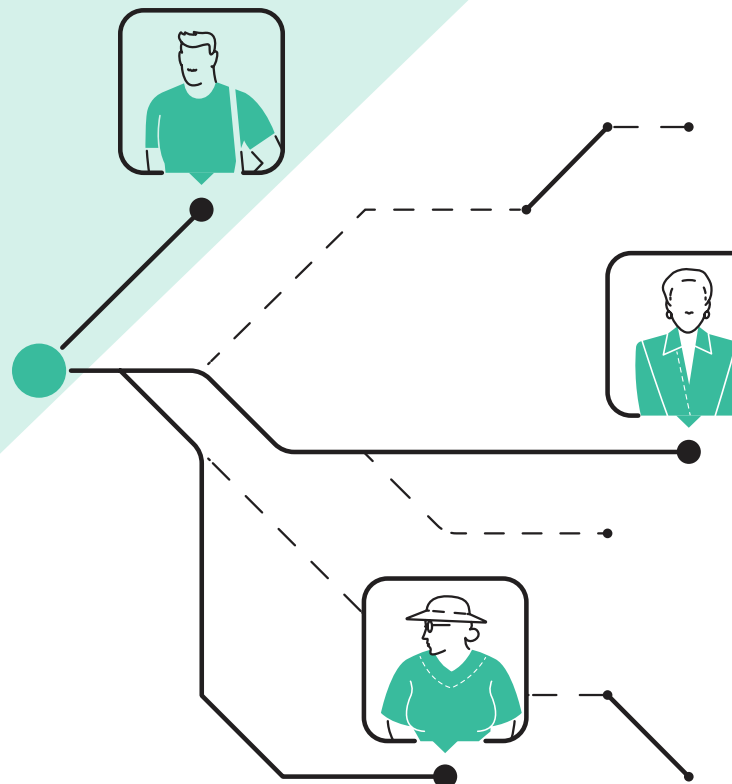
#### Skin Care

#### Health & Fitness

Dieting & Weight Loss  
Weight Management  
Fitness  
Health  
Physical Fitness Clubs

### Hobbies & Collecting

Crafts  
Arts & Handicrafts  
Photography





## CONSUMER AUDIENCES

# 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

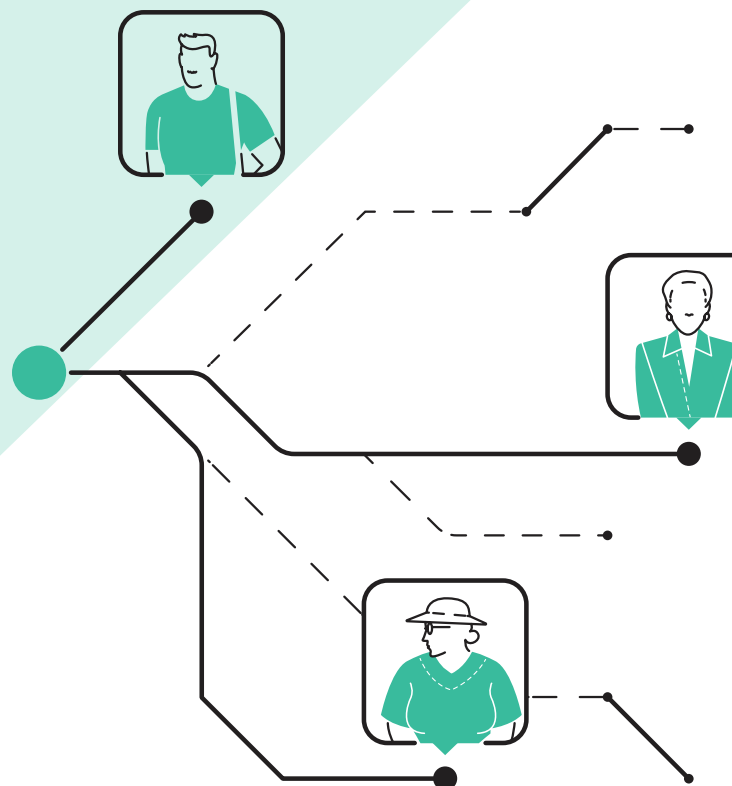
Business Travelers (25 to 34)

Cruises & Charters

International Travelers

Luxury Travel

Personal Travel







## CONSUMER AUDIENCES

# 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





## CONSUMER AUDIENCES

# 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**

**Candidates**

**Consumer Values**

**Charity**

**Donors History**

**Economy**

**Education**

**Environment**

**Firearms**

**Government Policy**

**Government Role**

**Health**

**Military**

**Media**

**Political Party**

**Partisanship**

**Trump**

**Turnout**

**Voters**

**Voter Activity**

**Voter Behavior**

**220M**  
REGISTERED VOTERS

**15M+**  
POLITICAL DONATING HOUSEHOLDS



## CONSUMER AUDIENCES

# 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

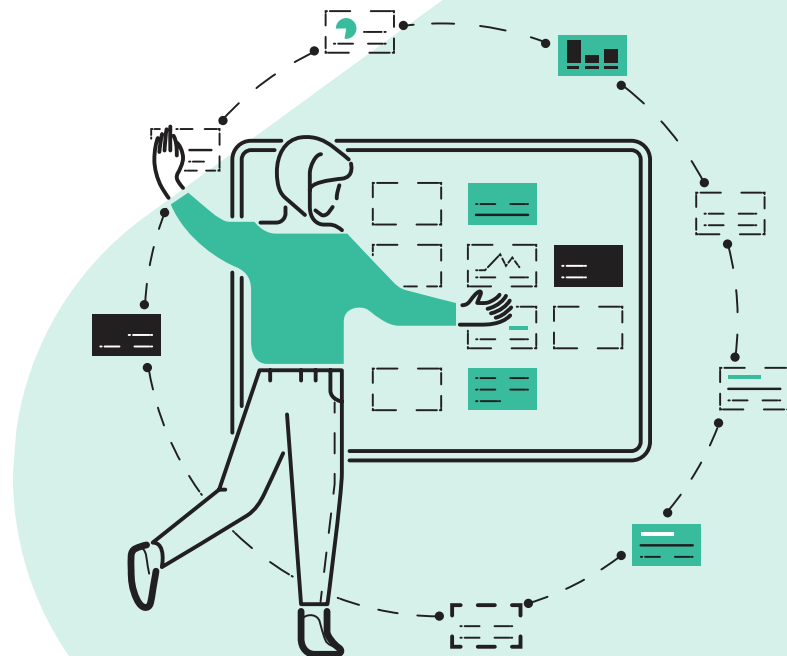
Electric Vehicle Buyer Likely  
Electric Vehicle Buyer Not Likely  
Environment  
Longterm Cost Saving  
Low Cost

### 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+





## CONSUMER AUDIENCES

# 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

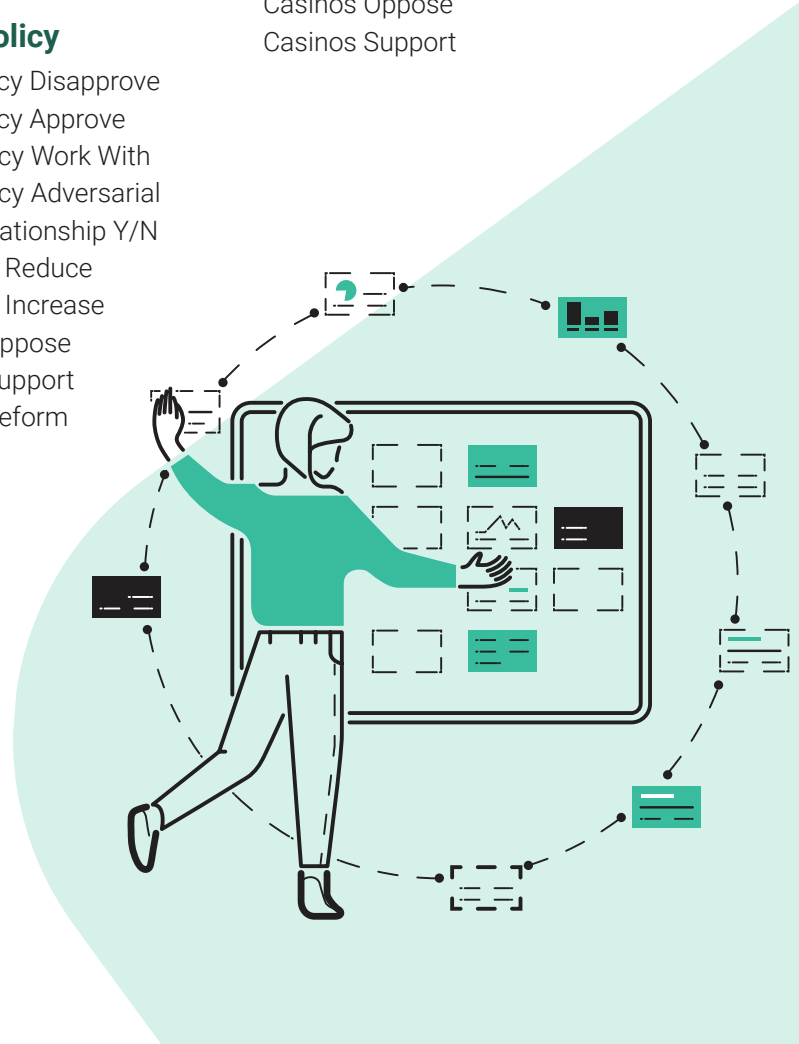
### Government Policy

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





## CONSUMER AUDIENCES

# 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

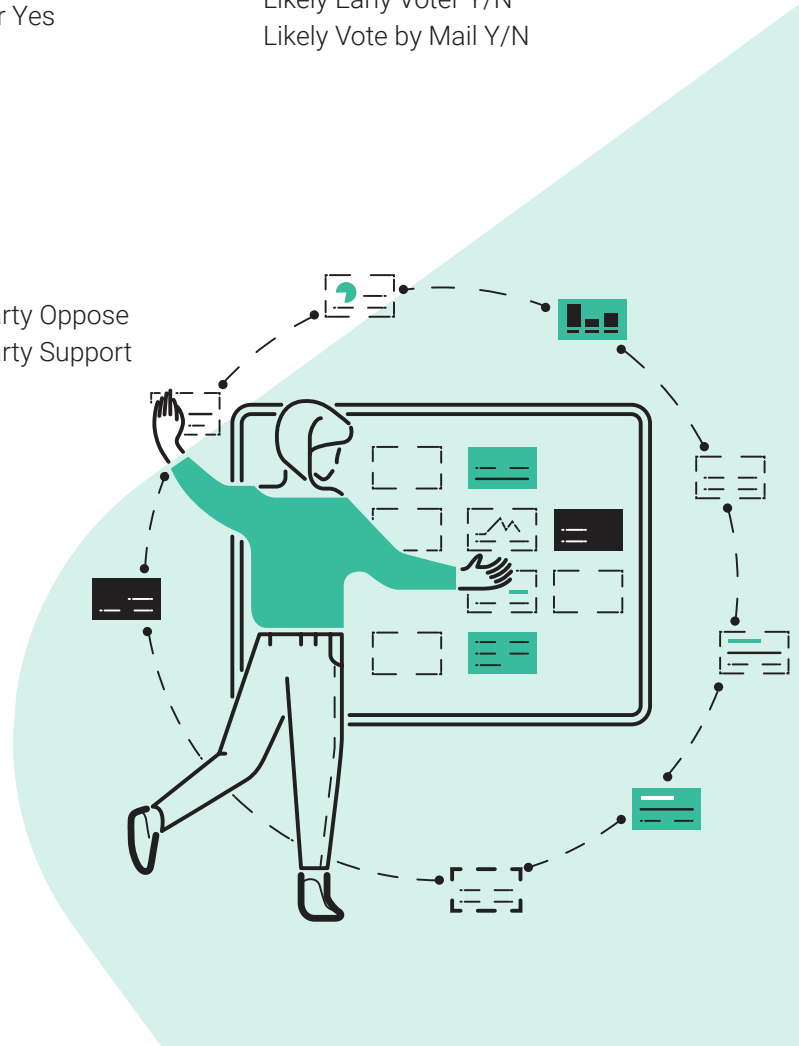
Republican  
Republican (Strong)  
Republican (Weak)  
Tribalism Democrats Better  
Tribalism Republicans Better  
Tribalism Same

### Trump

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

### Turnout

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





## CONSUMER AUDIENCES

# 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

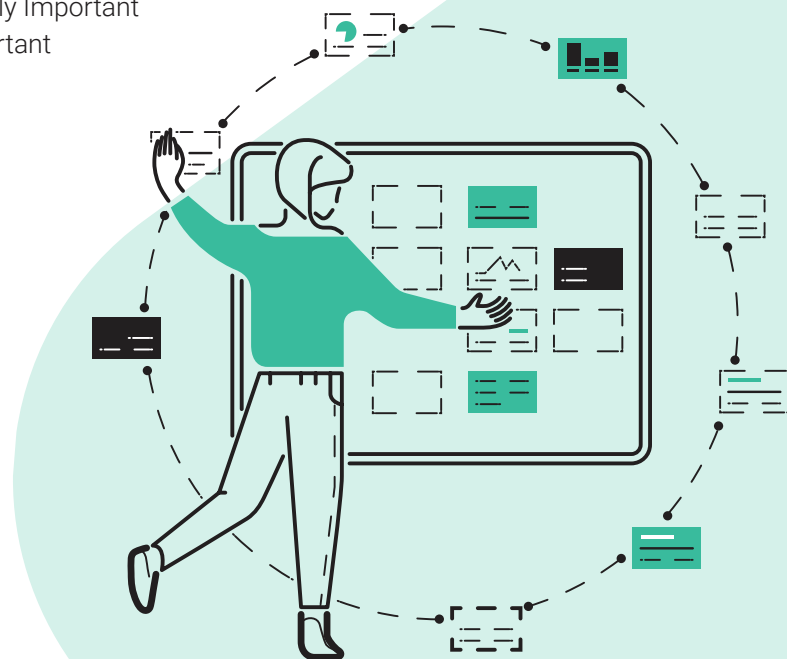
2016 - General/Primary/Other  
2017 - Any Election  
2018 - General/Primary/Other  
2019 - Any Election  
2020 - General/Primary/Other  
Voted Democrat in years '20 to '22  
Voted Republican years '20 to '22  
Voted Other years '20 to '22

### 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](#)







## CONSUMER AUDIENCES

# 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**

**CPG**

**Demographics**

**Health**

**Insurance**

**Media**

**Political**

**Psychographics**

**Travel**





## CONSUMER AUDIENCES

# 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  
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)





## CONSUMER AUDIENCES

# AI Knowledge Base

(continued)

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  
Vitamin & Dietary Supplements  
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

### CPG

#### Likely to use/buy

Books (hard/soft cover)  
Cellular/Mobile/Smartphones (by brand)  
Gaming Systems (by brand)  
Gaming (Steam)  
Gaming (login by network)  
Gaming (use audio or video Chat)  
Games - Card/Board Games  
Personal computers (by brand)

Smart Speakers (by brand)  
Smart Speakers (buy through)  
Smart Speakers (Set timer or alarm)  
Television Sets (by brand)

### Video

Action/Adventure  
Arcade/Puzzle  
Educational  
Exercise/Fitness  
Fantasy  
Music/Dance  
Racing  
Role-Playing  
Shooter  
Strategy  
Simulation  
Other Game Types, Niche  
Online Gaming Services  
Multiplayer games (Game System)  
Multiplayer Games (Computer)

### 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

### Environmentally Conscious

Central Air (HVAC) Home Owners  
Smart Technology Recommender  
Smarthome Hub Buyer (Discount Shoppers)  
Smarthub buyer within 12 Months  
Smarthub Owners  
Techies

### Home Improvement

DIY Home Remodeler (High Spenders)

### 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





## CONSUMER AUDIENCES

# AI Knowledge Base

(continued)

### 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

### Insurance

#### Auto

Customer Loyalty Program (likely enrolled)  
Most # of vehicles covered  
Most Motorcycles, ATVs, RVs, and Marine Covered  
Prioritize Reputation over Rates

#### Homeowners

Coverage \$500,000+  
Prioritize Reputation over Rates

#### Life Insurance - Likely to have

\$100,000+ coverage  
\$500,000+ coverage  
3+ Policies  
Customer Loyalty Program  
Prioritize Reputation over Rates

#### Medical

Customer Loyalty Program  
Likely to Change  
Prioritize Reputation over Rates

### Brand Loyalty

AAA  
AARO From The Hartford  
Allstate  
American Family  
Amica  
Country Financial  
Encompass  
Esurance  
Farm Bureau  
Farmers Insurance Group  
Foremost  
Geico  
Liberty Mutual  
Mercury  
Metlife  
Nationwide  
Progressive  
Safeauto  
Safeco  
State Farm  
The General  
The Hartford  
Travelers  
USAA

### Policy Types Likely

Accidental D&D  
Boat Owners  
Combination Term/Whole Life  
Delta Dental  
Disability/Loss Of Income (Medical)  
Identity Theft  
Long Term Care  
Medicare  
Medicaid  
Mortgage  
Other Dental  
Personal Liability (Not Auto Or Homeowners)  
Prescription Drugs  
Separate Term  
Separate Whole Life

Small Business

Travel

Universal Life

Variable Life

Vision Care

### Policy switch in last 12 mo (LIFE)

Any Company

AAA

AARP From New York Life

Aetna

Aflac

AIG American General

Allstate

American Family

Brighthouse Financial

Cigna

Colonial Penn

Equitable

Farm Bureau

Farmers Insurance

Gerber Life

Guardian

John Hancock

Lincoln Financial Group

Mass Mutual

Metlife

Mutual Of Omaha

Nationwide

New York Life

Northwestern Mutual

Other

Pacific Life

Principal

Prudential

State Farm

The Hartford

TIAA





## CONSUMER AUDIENCES

# AI Knowledge Base

(continued)

Transamerica  
Unum Group  
USAA  
Veterans Group Life  
(Vgli)  
Voya

### Media

#### Likely to use/be

Ad Clicker  
Digital Books  
Facebook  
Gamer  
Google Photos  
Heavy Social Media  
Instagram  
Light, Daily Social  
LinkedIn  
Pinterest  
Rates/reviews products  
Reddit  
Send Gifts  
Shutterfly  
Snapchat  
Twitch  
Twitter  
Videos  
Yelp  
YouTube

### Streaming

Watch Television Channels Or  
Networks  
Apple TV+  
Disney+  
Hulu  
Netflix  
Prime Video  
Sling  
Play Game w/Smart Speakers  
Listen to Podcast w/Smart  
Speakers

### Television

Award Shows (by type)  
Basketball (NBA)  
BBC  
Blue Bloods  
Boxing  
Chicago Fire  
Chicago Med  
Chicago PD  
College Sports  
Dateline  
FBI  
Figure Skating  
FOX  
Golf  
Grey's Anatomy  
Gymnastics  
Horse Racing  
Men's NCAA Basketball  
Tournament & Final Four  
MLB Baseball  
NASCAR, Auto Racing  
NBA Finals, NBA Playoffs, Pro  
Basketball  
NCAA - Men's College Basketball  
on any channel  
NCAA College Basketball (by  
network)  
NCAA College Football  
NCIS  
News (Early Evening Weekday)  
News (Early Evening Weekday, by  
network)  
News (Early Morning Weekday)  
News (Early Morning Weekday, by  
network)  
News (Evening)  
News (Morning)  
NFL Football  
NHL Hockey  
NYC Marathon  
Olympics and X-Games  
PBS

PGA Golf Specials  
Senior PGA Golf Tournaments  
Skiing  
Soccer  
Summer Olympics  
Swimming  
Tennis  
The Good Doctor  
Tour de France, Cycling  
Track & Field  
TV 60 Minutes  
TV Channels/Networks (by  
network)  
Weekend News  
Winter Olympics, Winter Sports  
Young Sheldon

### 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)





## CONSUMER AUDIENCES

# AI Knowledge Base

(continued)

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  
Independent (Baby-Boomers)  
Independent (GenX)  
Independent (Gen-Z)  
Independent (Millennial)  
Independent (Silent Generation)  
Israel Persuadable Voters  
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

## Psychographics

### Social Media

Play Games on  
Rate/Review Product/Svc on

### Travel

#### Cruise Ships

Travel Frequently on







## SECTION TWO

# 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](#)

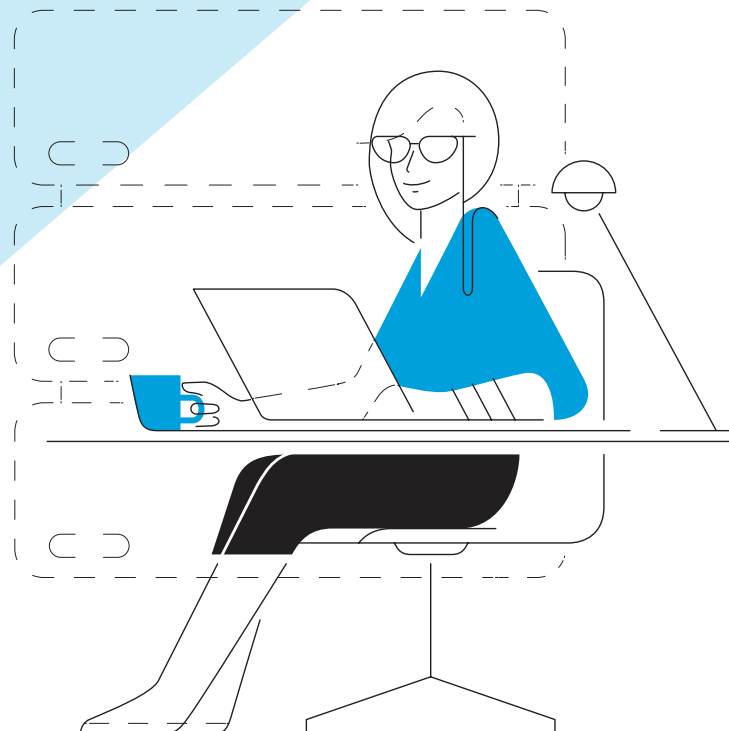
[Job Titles](#)

[Occupations](#)

[Professional Groups](#)

[Seniority](#)

[Onsite Technology](#)





## BUSINESS AUDIENCES

# 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](#)





## BUSINESS AUDIENCES

# 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.



## BUSINESS AUDIENCES

# 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

Fortune 1,000 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.





## BUSINESS AUDIENCES

# 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

Administration

Art Design & Media

Banking & Investments

Decision Makers by Industry

C-Level Decision Makers

Construction

Data Processing & Systems

Education

Energy

Engineering

Entertainment

Execs at Home

Female Decision Makers

Finance

Food Service

Government

Healthcare

Hospitality

Human Resources

Insurance

IT

Large Enterprise

Legal

Maintenance

Male Decision Makers

Manufacturing

Marketing

Medical & Health Services

Medium Business

Mining, Oil & Gas Extraction

Operations

Personnel Staffing

Private Company

Public Company

Purchasing

Religious

Repair Services

Research & Development

Retail

Sales

Sales & Marketing

Small Business

Technology Decision Makers

Transportation

Very Small Business Decision Makers



## BUSINESS AUDIENCES

# 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.



## BUSINESS AUDIENCES

# 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



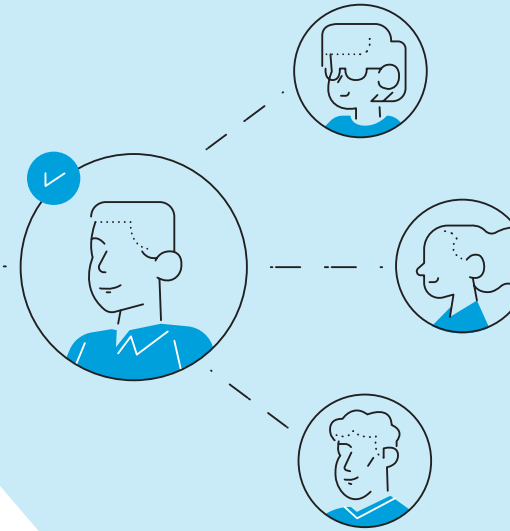
**19M**  
VERIFIED BUSINESSES



## BUSINESS AUDIENCES

# 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





## BUSINESS AUDIENCES

# 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

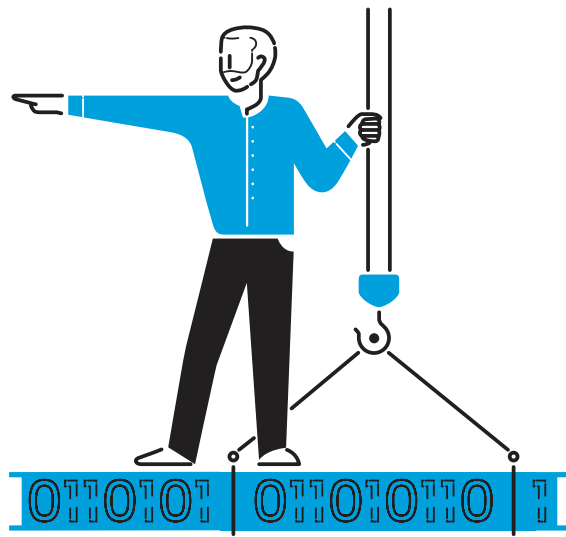
### Engineering

### 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



## BUSINESS AUDIENCES

# Industries

(continued)

### Repair Services

### Research & Development

### Restaurant & Hospitality

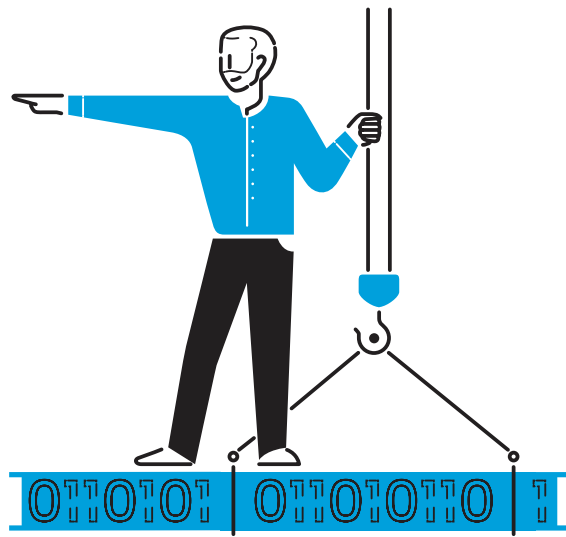
Restaurants & Bars

### 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

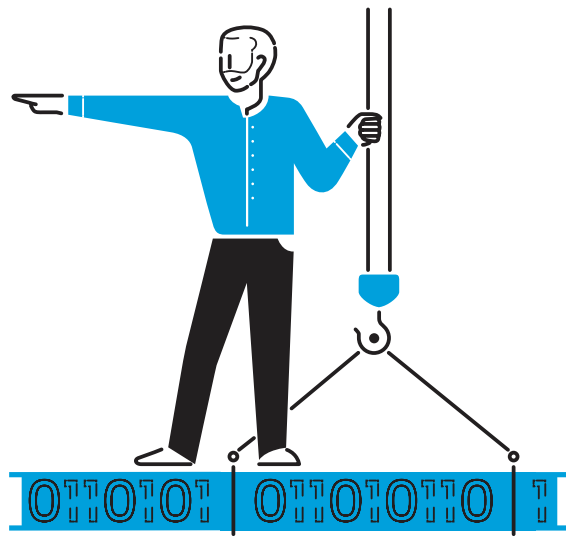
- |  |   |
|--|---|
| 01 Agricultural Production (Crops)                                   | 20 Food & Kindred Products  |
| 02 Agricultural Production (Livestock & Animal Specialties)          | 21 Tobacco Products   |
| 07 Agricultural Services   | 22 Textile Mill Products  |
| 08 Forestry  | 23 Apparel and other finished products made from fabrics and other finished materials |
| 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  |
| 15 Building Construction (general contractors & operative builders)  | 29 Petroleum Refining & Related Industries  |
| 16 Heavy Construction (other than building construction contractors) | 30 Rubber & Miscellaneous Plastic Products  |
| 17 Construction (Special Trade Contractors)                          | 31 Leather and Leather Products   |
|  | 32 Stone, Clay, Glass, & Concrete Products  |
|  | 33 Primary Metal Industries   |



## BUSINESS AUDIENCES

# 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



## BUSINESS AUDIENCES

# 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



## BUSINESS AUDIENCES

# 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

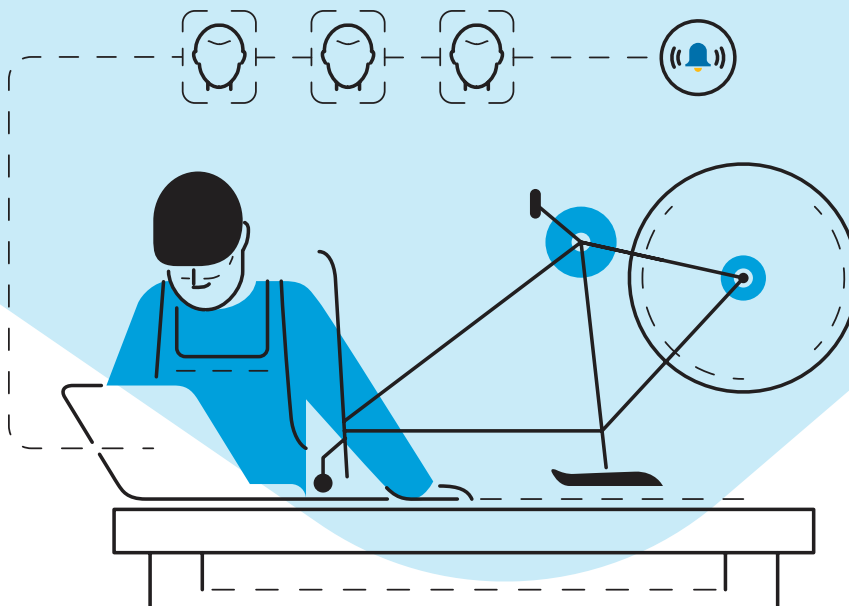
Administration  
Finance  
Human Resources (HR)  
Information Technology (IT)  
Manufacturing & Production  
Marketing  
Operations  
Sales



## BUSINESS AUDIENCES

# 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



## BUSINESS AUDIENCES

# 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



## BUSINESS AUDIENCES

# 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





## BUSINESS AUDIENCES

# 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+

