



## Lifestyle Details

**Base Price \$70.00 Per Thousand (M)**

Includes Name, Address, City, State, Zip

Phones: \$20.00/M

**Minimum Order: \$350.00**

LifeStyle Details: Target households in Lifestyle Details by selecting self reported activities and interests. These households have purchased sporting licenses and have made mail order and online purchases. Compilation Sources include government licensing for sporting activities, self-reported interests, government voting records, occupational licenses, registrations, and purchase activity. Test this list for gardening, hobby, leisure, decorating, subscriptions, travel, credit card, gifts, organic products and more.

### Selects

**\$5.00/M**

Address Type  
Estimated Age  
Estimated Income  
Estimated Wealth  
Gender  
Homeowner Type  
Household Composition  
Length of Residence  
Marital Status  
Median Home Value  
Median Income  
Median Years in School  
Oldest Age at Address  
Percent Black  
Percent Hispanic  
Property Type  
Title

### Selects

**\$10.00/M**

Size of Family Dwelling  
Exact Age  
Dwelling Type  
Presence of Children  
Number of Children  
Child Age

### Selects

**\$15.00/M**

Date of Birth  
Month & Year of Birth

### Interest Selects

**\$15.00/M**

Hunting  
Fishing/Anglers  
Boating  
Avid 2+ Sports

### Interest Selects

**\$15.00/M**

Bicycling  
Fitness  
Running  
Walking  
Golf  
Tennis  
Horseback Riding  
Trekker  
(Camp/Hike)  
NASCAR  
Snow Sports  
Snow Skiing/  
Boarding  
Own a Snowmobile  
Sports Memorabilia  
Collector  
Water Sports  
Water Skiing  
Scuba Diving  
Own a Boat  
Own a Personal  
Water  
Craft  
Power Boats  
Love to Boat or Sail  
Sailing  
Avid Reader  
Bird Watching  
Cooking  
Gourmet Cooking  
Home Style Cooking  
Crafts  
Knitting  
Sewing  
Crosswords  
Fine Arts Collector  
Gardening  
Flower Gardening  
Vegetable Gardening  
Home Decor

### Interest Selects

**\$15.00/M**

Home Improvement (DIY)  
Cars/Car Repair  
Interior Design  
Photography  
Wine Connoisseur  
Domestic Travel  
International Travel  
Business Travel  
Frequent Flyer  
Frequent Traveler  
RV Travel  
Bank Card  
Gas Card  
Retail Card  
Travel/Entertainment Card  
Upscale Retail Credit Card  
Upscale Specialty Credit  
Card  
Men's Clothing Buyers  
Women's Clothing  
Dogs  
Cats  
Farm & Ranch Details  
Hunters  
Most Affluent Americans  
Club Sports  
Home & Garden Interest  
Credit Card Holder  
Do-It-Yourself  
Apparel Buyers  
Gardeners  
Donors  
Hobbies  
Cooking  
Crafters  
Travelers  
Outdoorsman  
Outdoor Lovers  
Outdoor Sports

### Interest Selects

**\$15.00/M**

Pet Owners  
Affluent Lifestyle  
Fitness  
Snow Sports  
Sportsman  
Sports Enthusiast  
Interest Centered on Children  
Water Sports

### Interest Selects

**\$20.00/M**

Mail Order Responder  
Environmentalists/Donors  
Humanitarian Issues  
Political Donors  
Religious Donors  
Animal Issue Donors  
Charity Donors  
Health Donors  
Veteran Issues  
Performing Arts Patron