

# Device ID Demographic Selector Targeting Options

Use the Device ID Demographic Selector to **advertise to devices based on specific demographics, interests, ethnicities, charitable donors, and more.** With this tool, we will target the devices available within your target market based on location. Monthly **Foot Traffic Attribution reports** will be shared to reflect the success of the campaign.

Utilize demographic and behavioral targeting listed in this document based on geography (state, MSA, or zip code).

## DEMOGRAPHICS

Male/Female  
Age 18-24/25-29/30-34/35-39/40-44/45-49/50-54/55-59/60-64/65-69  
One or more children in household  
No children in household  
Presence of single adult in household of individual  
Presence of senior adult in individual's household  
Presence of a veteran in individual's household  
Homeowner/Not a homeowner  
Married/Not married  
Multifamily dwelling  
Single-family household  
Completed High School  
Some College  
Completed College  
Completed Graduate School  
Attended Vocational/Technical  
Household Size 1,2,3,4,5,6+

## OCCUPATION

Accountant  
Business Owner  
Contractor  
Doctor  
Farming/Agriculture  
Financial Services  
Middle Management  
Office Clerical  
Professional/Technical  
Retired  
Sales/Marketing  
Self-Employed  
Skilled Trade  
Student  
Teacher/Educator



## INTERESTS - ANIMALS

- Cats
- Dogs
- Equestrian
- Pets - General

## INTERESTS - ARTS AND CRAFTS

- Arts
- Crafts
- Photography
- Woodworking

## INTERESTS - CHILDREN

- Board Games
- Children
- Education
- Grandchildren
- Parenting

## INTERESTS - COLLECTABLES

- Art
- Arts & Antiques
- Coins
- Collectibles - General
- Stamps

## INTERESTS - FOOD AND DRINK

- Cooking
- Food and Wine
- Gourmet Cooking
- Natural Foods

## INTERESTS - HOME IMPROVEMENT

- Home Furnishings
- Home Gardening
- Home Improvement

## INTERESTS - TRAVEL

- Cruises
- Domestic Travel
- International Travel
- Travel General

## INTERESTS - SPORTS & ENTERTAINMENT

- Aerobic
- Baseball
- Basketball
- Camping
- Fishing
- Football
- Gambling
- Golf
- Hockey
- Hunting
- Motorcycling
- Music
- Musical Instruments
- Nascar
- Running
- Sailing
- Scuba Diving
- Snow Skiing
- Soccer
- Sports - General
- Tennis
- Theater
- Walking

## INTERESTS - READING

- Audiobooks
- Current affairs
- Financial News
- History
- Magazines
- Reading - General
- Religious
- Science/Space
- Science fiction
- Religious Material

## INTERESTS - other

- Automobiles
- Diet
- Health & Medical
- Military
- Self Improvement

# Device ID Demographic Selector Targeting Options

## CREDIT CARD

Yes  
No

## CREDIT CARD TYPE

Gas  
High Limit  
Standard  
Rewards

## HOME VALUE

Under \$50,000  
\$50,000 - \$99,999  
\$100,000 - \$149,999  
\$150,000 - \$199,999  
\$200,000 - \$249,999  
\$250,000 - \$299,999  
\$300,000 - \$349,999  
\$350,000 - \$399,999  
\$400,000 - \$449,999  
\$450,000 - \$499,999  
\$500,000 - \$749,999  
\$750,000 - \$999,999  
\$1 Million+

## MORTGAGE TYPE

Community Development Authority  
Conventional  
FHA  
Private Party Leader  
Small Business Administration  
VA  
Wrap-Around Mortgage

## CHARITIES

Animal Charities  
Arts or culture  
Charitable Donation - General  
Children Charities  
Community charities  
Environmental Charities  
Health  
International Aid  
Religious Charities  
Veteran Charities

## FINANCIAL (NET WORTH)

Less than \$50,000  
\$50,000 - \$99,999  
\$100,000 - \$249,999  
\$250,000 - \$499,999  
\$500,000+

## FINANCIAL (HOUSEHOLD INCOME)

Under \$15,000  
\$15,000 - \$24,999  
\$25,000 - \$34,999  
\$35,000 - \$49,999  
\$50,000 - \$74,999  
\$75,000 - \$99,999  
\$100,000 - \$149,999  
\$150,000 - \$159,999  
\$160,000 - \$164,999  
\$165,000 - \$199,999  
\$200,000 - \$249,999  
\$250,000+

## PURCHASE INTENDERS

Children's Products  
Audiobooks & and Music  
Automotive  
Books & Magazines  
Gardening Products  
Hunting and Shooting  
Photography  
Sports  
Cosmetics  
Health & Beauty Products  
Jewelry  
Big and Tall Men's Apparel  
Men's Apparel  
Petite Woman's Apparel  
Plus Size Woman's Apparel  
Woman's Apparel  
Young Woman's Apparel

## ETHNICITIES - AFRICAN

Black African  
Botswanian  
Burkina Faso  
Cameroonian  
Central African Republic  
Chadian  
Congolesse  
Gabon  
Gambian  
Ghanaian  
Guinean  
Ivorian  
Kenyan  
Liberian  
Libyan  
Madagascan  
Mozambican  
Moroccan  
Nigerian  
Rwandan  
Senegalese  
Sierra Leone  
Somalian  
Sundanese  
Swaziland  
Ugandan  
Zairean  
Zambian  
Zimbabwean  
Zulu

## ETHNICITIES - AFRICAN AMERICAN

African American  
Caribbean African American

## ETHNICITIES - AMERICAN INDIAN

American Indian

## ETHNICITIES - HISPANIC

Hispanic

## ETHNICITIES - ASIAN

Bangladesh  
Chinese  
Korean  
Japanese  
Myanmar (Burmese)  
Pakistani  
Philippine  
Thai  
Tibetan  
Vietnamese  
Other Asian

## ETHNICITIES - EUROPEAN

Austrian  
Basque  
Belgian  
Bulgarian  
Croatian  
Czech  
Danish  
Dutch  
Estonian  
Finnish  
French  
Georgian  
German  
Greek  
Hungarian  
Italian  
Latvian  
Lithuanian  
Luxembourgian  
Polish  
Portuguese  
Romanian  
Swedish  
Swiss  
Maltese

## ETHNICITIES - RELIGION

Bosnian Muslim  
Hindu  
Jewish

## ETHNICITIES - EUROPEAN ENGLISH SPEAKING

English  
Irish  
Welsh  
Scottish

## ETHNICITIES - SOUTH PACIFIC

Australian  
Hawaiian  
Maldivian Tongan  
New Zealand  
Papua New Guinean  
Seychelles  
Sinhalese Sri Lankan  
Western Samoan

## ETHNICITIES - MIDDLE EASTERN

Arabic  
Afghan  
Azerbaijani  
Egyptian  
Iraqi  
Kazakhstan  
Kurdish  
Kuwaiti  
Persian  
Qatari  
Saudi  
Turkish