

Age
Gender
Education
Employment

Purchases

Political views

Religion

Loans
Income
Net worth
Vehicles owned
Properties owned

Search history

Type of home
Size of home
Number of bedrooms



Relationship status
Number of children
Likelihood of:
- planning to have a baby
- planning to adopt

Alcohol and tobacco interests

Gaming and lottery interests

Residential history
History of name changes

Health interests:
- Arthritis
- Cardiac health
- Diabetes
- Disabilities

Likelihood of:
- being a social influencer
- being socially influenced