

Target Categories

Following is a list of the current target categories.

Category	Description
Ailments	Those who suffer or care for someone who suffers a particular ailment
Automotive	Automotive owners or purchasers
BDM	Business Decision Makers
Beverages	Beverage purchasers or consumers
Business Traveler	Business travelers
C Level Executives	C Level Executives
Cell Phone Owners	Cell Phone Owners
Developers	Software developers
Dining	Dining
Financial / Banking	Financial / Banking
General Employment/Other	General Employment/Other
General Employment/Other	General Employment/Other
General Population	General Population
HR Decision Makers	Human Resources decision makers
Hobbyists	Hobbyists
Hobbys / Sports	Hobbys / Sports
Home Improvement / DIY	Home Improvement / DIY
I-Workers	I-Workers
IT Implementers	IT Implementers
IT Influencers	IT Influencers
IT Professionals	IT Professionals
ITDMs	IT decision makers
Leisure Traveler	Leisure Traveler
Magazine	Subscriber to or reader of magazines
Medical/Mental Health Professionals	Medical/Mental Health Professionals
Movies	Moviegoers
Office Managers/ Administrators	Office Managers/ Administrators
Other Consumer Electronics	Other Consumer Electronics
Parents / Expectant Mothers / Tweens	Parents / Expectant Mothers / Tweens
Pet Owner	Pet Owner
Recontact	Recontact from a previous study
SBOs	Small Business Owners
Shopping	Primary Shoppers
Students	Students
Teachers	Teachers

Telecomm DMs	Telecomm decision makers
Tobacco Users	Tobacco Users
VARs / System Integrators	Value Add Resellers or System Integrators
Video Gamers	Video Gamers