

Demographics

Education

Education Level

- Associate degree
- College grad
- Doctorate degree
- High school grad
- In college
- In grad school
- In high school
- Master's degree
- Professional degree
- Some college
- Some grad school
- Some high school
- Unspecified

Fields of Study

Schools

Undergrad Years

Financial

Income

- Household income: top 10% of ZIP codes (US)
- Household income: top 10%-25% of ZIP codes (US)
- Household income: top 25%-50% of ZIP codes (US)
- Household income: top 5% of ZIP codes (US)

Life Events

Anniversary

- Anniversary within 30 days
- Anniversary within 31-60 Days

Away from family

Away from hometown

Birthday

Birthday Month

- Birthday in January
- Birthday in February
- Birthday in March
- Birthday in April
- Birthday in May
- Birthday in June
- Birthday in July
- Birthday in August
- Birthday in September
- Birthday in October
- Birthday in November
- Birthday in December

Upcoming birthday

Friends of

- Close Friends of Men with a Birthday in 0-7 days
- Close Friends of Men with a Birthday in 7-30 days
- Close Friends of Women with a Birthday in 0-7 days
- Close Friends of Women with a Birthday in 7-30 days

- Close friends of people with birthdays in a month
- Close friends of people with birthdays in a week
- Friends of Recently Moved
- Friends of newly engaged people
- Friends of newlyweds

- Long-distance relationship

- New job

- New relationship

- Newly engaged (1 year)

- Newly engaged (3 months)

- Newly-engaged (6 months)

- Newlywed (1 year)

- Newlywed (3 months)

- Newlywed (6 months)

- Recently moved

Parents

- All Parents

- New Parents (0-12 months)

- Parents (All)

- Parents with adult children (18-26 years)

- Parents with early school-age children (06-08 years)

- Parents with preschoolers (03-05 years)

- Parents with preteens (09-12 years)

- Parents with teenagers (13-17 years)

- Parents with toddlers (01-02 years)

Relationship

- Relationship Status

- Civil Union

- Complicated

- Divorced

- Domestic Partnership

- Engaged

- In a relationship

- Married

- Open Relationship

- Separated

- Single

- Unspecified

- Widowed

Work

- Employers

- Industries

- Administrative Services

- Architecture and Engineering

- Arts, Entertainment, Sports and Media

- Business and Finance

- Cleaning and Maintenance Services

- Community and Social Services

- Computation and Mathematics

- Construction and Extraction

- Education and Libraries

- Farming, Fishing and Forestry
- Food and Restaurants
- Government Employees (Global)
- Healthcare and Medical Services
- IT and Technical Services
- Installation and Repair Services
- Legal Services
- Life, Physical and Social Sciences
- Management
- Military (Global)
- Production
- Protective Services
- Sales
- Transportation and Moving
- Veterans (US)

Job Titles

Interests

Business and industry

- Advertising
- Agriculture
- Architecture
- Aviation
- Banking
 - Investment banking
 - Online banking
 - Retail banking
- Business
- Construction
- Design
 - Fashion design
 - Graphic design
 - Interior design

- Economics
- Engineering
- Entrepreneurship
- Health care
- Higher education
- Management
- Marketing
- Nursing
- Online
 - Digital marketing
 - Display advertising
 - Email marketing
 - Online advertising
 - Search engine optimization
 - Social media
 - Social media marketing
 - Web design
 - Web development
 - Web hosting

- Personal finance
 - Credit cards
 - Insurance
 - Investment
 - Mortgage loans

- Real estate

- Retail

- Sales

- Science

- Small business

- Entertainment

- Games

- Action games
- Board games
- Browser games
- Card games
- Casino games
- First-person shooter games
- Gambling
- Massively multiplayer online games
- Massively multiplayer online role-playing games
- Online games
- Online poker
- Puzzle video games
- Racing games
- Role-playing games
- Simulation games
- Sports games
- Strategy games
- Video games
- Word games

- Live events

- Movies

- Music

- Reading

- TV

- Movies

- Action movies
- Animated movies
- Anime movies
- Bollywood movies
- Comedy movies
- Documentary movies
- Drama movies
- Fantasy movies
- Horror movies
- Musical theatre
- Science fiction movies
- Thriller movies

- Music

- Blues music

- Classical music
- Country music
- Dance music
- Electronic music
- Gospel music
- Heavy metal music
- Hip hop music
- Jazz music
- Music videos
- Pop music
- Rhythm and blues music
- Rock music
- Soul music

Reading

- Books
- Comics
- E-books
- Fiction books
- Literature
- Magazines
- Manga
- Mystery fiction
- Newspapers
- Non-fiction books
- Romance novels

TV

- TV comedies
- TV game shows
- TV reality shows
- TV talkshows

Family and relationships

- Dating
- Family
- Fatherhood
- Friendship
- Marriage
- Motherhood
- Parenting
- Weddings

Fitness and wellness

- Bodybuilding
- Meditation
- Physical exercise
- Physical fitness
- Running
- Weight training
- Yoga

Food and drink

- Alcoholic beverages
 - Beer
 - Distilled beverage

- Wine
- Beverages
 - Coffee
 - Energy drinks
 - Juice
 - Soft drinks
 - Tea
- Cooking
 - Baking
 - Recipes
- Cuisine
 - Chinese cuisine
 - French cuisine
 - German cuisine
 - Greek cuisine
 - Indian cuisine
 - Italian cuisine
 - Japanese cuisine
 - Korean cuisine
 - Latin American cuisine
 - Mexican cuisine
 - Middle Eastern cuisine
 - Spanish cuisine
 - Thai cuisine
 - Vietnamese cuisine
- Food
 - Barbecue
 - Chocolate
 - Desserts
 - Fast food
 - Organic food
 - Pizza
 - Seafood
 - Veganism
 - Vegetarianism
- Restaurants
 - Coffeehouses
 - Diners
 - Fast casual restaurants
 - Fast food restaurants
- Hobbies and activities
 - Arts and music
 - Acting
 - Crafts
 - Dance
 - Drawing
 - Drums
 - Fine art
 - Guitar
 - Painting
 - Performing arts

- Photography
- Sculpture
- Singing
- Writing
- Current events
- Home and garden
 - Do it yourself (DIY)
 - Furniture
 - Gardening
 - Home Appliances
 - Home improvement
- Pets
 - Birds
 - Cats
 - Dogs
 - Fish
 - Horses
 - Pet food
 - Rabbits
 - Reptiles
- Politics and social issues
 - Charity and causes
 - Community issues
 - Environmentalism
 - Law
 - Politics
 - Religion
 - Sustainability
 - Veterans
 - Volunteering
- Travel
 - Adventure travel
 - Air travel
 - Beaches
 - Car rentals
 - Cruises
 - Ecotourism
 - Hotels
 - Lakes
 - Mountains
 - Nature
 - Theme parks
 - Tourism
 - Vacations
- Vehicles
 - Automobiles
 - Boats
 - Electric vehicle
 - Hybrids
 - Minivans
 - Motorcycles

- RVs
- SUVs
- Scooters
- Trucks

Shopping and fashion

Beauty

- Beauty salons
- Cosmetics
- Fragrances
- Hair products
- Spas
- Tattoos

Clothing

- Children's clothing
- Men's clothing
- Shoes
- Women's clothing

Fashion accessories

- Dresses
- Handbags
- Jewelry
- Sunglasses

Shopping

- Boutiques
- Coupons
- Discount stores
- Luxury goods
- Online shopping
- Shopping malls

Toys

Sports and outdoors

Outdoor recreation

- Boating
- Camping
- Fishing
- Horseback riding
- Hunting
- Mountain biking
- Surfing

Sports

- American football
- Association football (Soccer)
- Auto racing
- Baseball
- Basketball
- College football
- Golf
- Marathons
- Skiing
- Snowboarding
- Swimming

- Tennis
- Triathlons
- Volleyball

Technology

- Computers

- Computer memory
- Computer monitors
- Computer processors
- Computer servers
- Desktop computers
- Free software
- Hard drives
- Network storage
- Software
- Tablet computers

- Consumer electronics

- Audio equipment
- Camcorders
- Cameras
- E-book readers
- GPS devices
- Game consoles
- Mobile phones
- Portable media players
- Projectors
- Smartphones
- Televisions

Behaviors

- Anniversary

- Anniversary (within 61-90 days)

- Consumer Classification

- Argentina

- People who prefer high-value goods in Argentina
- People who prefer mid and high-value goods in Argentina

- Brazil

- People in Brazil who prefer mid and high-value goods
- People who prefer high-value goods in Brazil

- Chile

- People who prefer high-value goods in Chile
- People who prefer mid and high-value goods in Chile

- India

- People who prefer high-value goods in India
- People who prefer mid and high-value goods in India

- Indonesia

- People in Indonesia who prefer mid and high-value goods
- People who prefer high-value goods in Indonesia

- Kingdom of Saudi Arabia

- People who prefer high-value goods in Kingdom of Saudi Arabia
- People who prefer mid and high-value goods in Kingdom of Saudi Arabi

- Malaysia

- People who prefer high-value goods in Malaysia

- People who prefer mid and high-value goods in Malaysia
- Mexico
 - People who prefer high-value goods in Mexico
 - People who prefer mid and high-value goods in Mexico
- Pakistan
 - People who prefer high-value goods in Pakistan
 - People who prefer mid and high-value goods in Pakistan
- Philippines
 - People who prefer high-value goods in Philippines
 - People who prefer mid and high-value goods in Philippines
- South Africa
 - People who prefer high-value goods in South Africa
 - People who prefer mid and high-value goods in South Africa
- Turkey
 - People who prefer high-value goods in Turkey
 - People who prefer mid and high-value goods in Turkey
- UAE
 - People who prefer high-value goods in UAE
 - People who prefer mid and high-value goods in UAE
- Digital activities
 - Operating System Used
 - Facebook access (OS): Windows 10
 - Canvas Gaming
 - Played Canvas games (last 14 days)
 - Played Canvas games (last 3 days)
 - Played Canvas games (last 7 days)
 - Played Canvas games (yesterday)
 - Console gamers
 - Facebook Payments users (30 days)
 - Facebook Payments users (90 days)
 - Facebook Payments users (higher than average spend)
 - Facebook access: older devices and OS
 - Facebook page admins
 - Business page admins
 - Community & Club page admins
 - Facebook Page admins
 - Food & Restaurant page admins
 - Health & Beauty page admins
 - Retail page admins
 - Sports page admins
 - Travel & Tourism page admins
 - Internet Browser Used
 - Facebook access (browser): Chrome
 - Facebook access (browser): Firefox
 - Facebook access (browser): Internet Explorer
 - Facebook access (browser): Microsoft Edge
 - Facebook access (browser): Opera
 - Facebook access (browser): Safari
 - Operating System Used
 - Facebook access (OS): Mac OS X
 - Facebook access (OS): Mac Sierra

- Facebook access (OS): Windows 7
- Facebook access (OS): Windows 8
- Facebook access (OS): Windows Vista
- Facebook access (OS): Windows XP

- Primary email domain
 - AOL email users
 - Apple email users
 - Gmail users
 - Hotmail users
 - MSN.com email users
 - Yahoo email users

- Small business owners
- Technology early adopters

Expats

- Lived in Brazil (Formerly Expats - Brazil)
- Close friends of those who live abroad
- Family of those who live abroad
- Lived in Algeria (Formerly Expats - Algeria)
- Lived in Argentina (Formerly Expats - Argentina)
- Lived in Australia (Formerly Expats - Australia)
- Lived in Austria (Formerly Expats - Austria)
- Lived in Bangladesh (Formerly Expats - Bangladesh)
- Lived in Belgium (Formerly Expats - Belgium)
- Lived in Cameroon (Formerly Expats - Cameroon)
- Lived in Canada (Formerly Expats - Canada)
- Lived in Chile (Formerly Expats - Chile)
- Lived in China (Formerly Expats - China)
- Lived in Colombia (Formerly Expats - Colombia)
- Lived in Congo DRC (Formerly Expats - Congo DRC)
- Lived in Cuba (Formerly Expats - Cuba)
- Lived in Cyprus (Formerly Expats - Cyprus)
- Lived in Czech Republic (Formerly Expats - Czech Republic)
- Lived in Denmark (Formerly Expats - Denmark)
- Lived in Dominican Republic (Formerly Expats - Dominican Republic)
- Lived in El Salvador (Formerly Expats - El Salvador)
- Lived in Estonia (Formerly Expats - Estonia)
- Lived in Ethiopia (Formerly Expats - Ethiopia)
- Lived in Finland (Formerly Expats - Finland)
- Lived in France (Formerly Expats - France)
- Lived in Germany (Formerly Expats - Germany)
- Lived in Ghana (Formerly Expats - Ghana)
- Lived in Greece (Formerly Expats - Greece)
- Lived in Guatemala (Formerly Expats - Guatemala)
- Lived in Haiti (Formerly Expats - Haiti)
- Lived in Honduras (Formerly Expats - Honduras)
- Lived in Hong Kong (Formerly Expats - Hong Kong)
- Lived in Hungary (Formerly Expats - Hungary)
- Lived in India (Formerly Expats - India)
- Lived in Indonesia (Formerly Expats - Indonesia)
- Lived in Ireland (Formerly Expats - Ireland)
- Lived in Israel (Formerly Expats - Israel)

Lived in Italy (Formerly Expats - Italy)
Lived in Ivory Coast (Formerly Expats - Ivory Coast)
Lived in Jamaica (Formerly Expats - Jamaica)
Lived in Japan (Formerly Expats - Japan)
Lived in Jordan (Formerly Expats - Jordan)
Lived in Kenya (Formerly Expats - Kenya)
Lived in Kuwait (Formerly Expats - Kuwait)
Lived in Latvia (Formerly Expats - Latvia)
Lived in Lebanon (Formerly Expats - Lebanon)
Lived in Lithuania (Formerly Expats - Lithuania)
Lived in Luxembourg (Formerly Expats - Luxembourg)
Lived in Malaysia (Formerly Expats - Malaysia)
Lived in Malta (Formerly Expats - Malta)
Lived in Mexico (Formerly Expats - Mexico)
Lived in Monaco (Formerly Expats - Monaco)
Lived in Morocco (Formerly Expats - Morocco)
Lived in Nepal (Formerly Expats - Nepal)
Lived in Netherlands (Formerly Expats - Netherlands)
Lived in New Zealand (Formerly Expats - New Zealand)
Lived in Nicaragua (Formerly Expats - Nicaragua)
Lived in Nigeria (Formerly Expats - Nigeria)
Lived in Norway (Formerly Expats - Norway)
Lived in Peru (Formerly Expats - Peru)
Lived in Philippines (Formerly Expats - Philippines)
Lived in Poland (Formerly Expats - Poland)
Lived in Portugal (Formerly Expats - Portugal)
Lived in Puerto Rico (Formerly Expats - Puerto Rico)
Lived in Qatar (Formerly Expats - Qatar)
Lived in Romania (Formerly Expats - Romania)
Lived in Russia (Formerly Expats - Russia)
Lived in Rwanda (Formerly Expats - Rwanda)
Lived in Saudi Arabia (Formerly Expats - Saudi Arabia)
Lived in Senegal (Formerly Expats - Senegal)
Lived in Serbia (Formerly Expats - Serbia)
Lived in Sierra Leone (Formerly Expats - Sierra Leone)
Lived in Singapore (Formerly Expats - Singapore)
Lived in Slovakia (Formerly Expats - Slovakia)
Lived in Slovenia (Formerly Expats - Slovenia)
Lived in South Africa (Formerly Expats - South Africa)
Lived in South Korea (Formerly Expats - South Korea)
Lived in Spain (Formerly Expats - Spain)
Lived in Sri Lanka (Formerly Expats - Sri Lanka)
Lived in Sweden (Formerly Expats - Sweden)
Lived in Switzerland (Formerly Expats - Switzerland)
Lived in Tanzania (Formerly Expats - Tanzania)
Lived in Thailand (Formerly Expats - Thailand)
Lived in UAE (Formerly Expats - UAE)
Lived in UK (Formerly Expats - UK)
Lived in Uganda (Formerly Expats - Uganda)
Lived in United States (Formerly Expats - United States)
Lived in Venezuela (Formerly Expats - Venezuela)

Lived in Vietnam (Formerly Expats - Vietnam)
Lived in Zambia (Formerly Expats - Zambia)
Lived in Zimbabwe (Formerly Expats - Zimbabwe)
Lives abroad

Mobile Device User

All Mobile Devices by Brand

Amazon

Owens: Kindle Fire

Apple

Facebook access (mobile): iPad 1
Facebook access (mobile): iPad 2
Facebook access (mobile): iPad 3
Facebook access (mobile): iPhone 4
Facebook access (mobile): iPhone 4S
Facebook access (mobile): iPhone 5
Facebook access (mobile): iPhone 5C
Facebook access (mobile): iPhone 5S
Facebook access (mobile): iPhone 8
Facebook access (mobile): iPhone 8 Plus
Facebook access (mobile): iPhone X
Facebook access (mobile): iPhone XR
Facebook access (mobile): iPhone XS
Facebook access (mobile): iPhone XS Max
Facebook access (mobile): iPod Touch
Owens: iPad 4
Owens: iPad Air
Owens: iPad Air 2
Owens: iPad Mini 1
Owens: iPad Mini 2
Owens: iPad Mini 3
Owens: iPhone 6
Owens: iPhone 6 Plus
Owens: iPhone 6S
Owens: iPhone 6S Plus
Owens: iPhone 7
Owens: iPhone 7 Plus
Owens: iPhone SE

BlackBerry

Curve 9220

Facebook access (mobile): HTC Android mobile devices
Facebook access (mobile): Motorola Android mobile devices
Facebook access (mobile): Samsung Android mobile devices
Facebook access (mobile): Sony Android mobile devices
Facebook access(mobile): LG Android mobile devices

Google

Owens: Google Pixel
Owens: Nexus 5

HTC

Owens: HTC One

LG

Owens: LG G2 devices

Owns: LG G3

Owns: LG V10

Owns: Alcatel

Owns: Cherry Mobile

Owns: Gionee

Owns: Huawei

Owns: Karbonn

Owns: Micromax

Owns: Oppo

Owns: Tecno

Owns: VIVO devices

Owns: Xiaomi

Owns: ZTE

Samsung

Galaxy Note II

Galaxy Tab

Owns: Galaxy Grand

Owns: Galaxy Grand 2

Owns: Galaxy Note 3

Owns: Galaxy Note 4

Owns: Galaxy Note 5

Owns: Galaxy Note 7

Owns: Galaxy Note 8

Owns: Galaxy S 4 Mini

Owns: Galaxy S III Mini

Owns: Galaxy S III devices

Owns: Galaxy S4

Owns: Galaxy S5

Owns: Galaxy S6

Owns: Galaxy S7

Owns: Galaxy S7 Edge

Owns: Galaxy S8

Owns: Galaxy S8+

Owns: Galaxy S9

Owns: Galaxy S9+

Owns: Galaxy Tab 2

Owns: Galaxy Tab 3

Owns: Galaxy Tab 4

Owns: Galaxy Tab Pro

Owns: Galaxy Tab S

Owns: Galaxy Y devices

Sony

Owns: Xperia M

Owns: Xperia SL

Owns: Xperia Z

Owns: Xperia Z Ultra

Owns: Xperia Z3

Xperia T

All Mobile Devices by Operating System

Facebook access (mobile): Android devices

Facebook access (mobile): Apple (iOS)devices

- Facebook access (mobile): Windows phones
- Android: 360 degree media not supported
- Android: 360 degree media supported
- Facebook access (mobile): all mobile devices
- Facebook access (mobile): feature phones
- Facebook access (mobile): smartphones and tablets
- Facebook access (mobile): tablets
- Network Connection
 - Facebook access (network type): 2G
 - Facebook access (network type): 3G
 - Facebook access (network type): 4G
 - Facebook access (network type): WiFi
- New smartphone and tablet users
- Owns: OnePlus
- Mobile Device User/Device Use Time
 - Uses a mobile device (1-3 months)
 - Uses a mobile device (10-12 months)
 - Uses a mobile device (13-18 months)
 - Uses a mobile device (19-24 months)
 - Uses a mobile device (25 months+)
 - Uses a mobile device (4-6 months)
 - Uses a mobile device (7-9 months)
 - Uses a mobile device (less than 1 month)
- More Categories
 - Interested in Upcoming Events
 - Marketing API developers (last 90 days)
- Multicultural Affinity
 - African American (US)
 - Asian American (US)
 - Hispanic (US - All)
 - Hispanic (US - Bilingual)
 - Hispanic (US - English dominant)
 - Hispanic (US - Spanish dominant)
- Politics (US)
 - Likely engagement with US political content (conservative)
 - Likely engagement with US political content (liberal)
 - Likely engagement with US political content (moderate)
- Purchase behaviour
 - Engaged Shoppers
- Ramadan (Month)
 - Close friends of people engaged with Ramadan content
 - Ramadan month (high content engagement)
 - Ramadan month (medium content engagement)
- Soccer
 - Friends of Soccer fans
 - Soccer fans (high content engagement)
 - Soccer fans (moderate content engagement)
- Travel
 - Commuters
 - Frequent Travelers
 - Frequent international travelers

Returned from travels 1 week ago
Returned from travels 2 weeks ago