



GLOBAL CONSUMER ACCESS

A GLANCE AT OUR TARGETING ABILITIES*

The creativity of our clients and their requests continues to drive expansion of capabilities across many consumer groups worldwide. Whether you need basic primary grocery shoppers, ethnic groups, low incidence consumers, or new moms EMI will deliver!

GENERAL

- Marital Status
- Children in Household
- Education Level
- Household Income
- Ethnicity
- Sexual Orientation
- Religion
- Politics

AUTOMOTIVE

- Car Make/Model/Year
- Fuel Types
- Insurance Carrier
- Own/Lease/Finance
- Purchase Intent
- SAT Radio, Nav, DVD
- Boat/RV/ATV Owner

HEALTH

- Exercise
- Diet/Healthy Eating
- Smoker
- Skin/Hair Product Use
- Fitness Equipment Owner
- Gym Membership

FINANCE

- Credit Cards
- Banks
- Credit Card Loyalty Program
- Investment Firms
- Tax Preparation
- Investible Assets

LEISURE

- Restaurant Visits
- Pet Ownership
- Alcohol Consumption
- Outdoor Enthusiast
- Shopping Habits
- Grocery Shopping
- Hobbies

TRAVEL

- Leisure/Business
- Car Rental
- Hotel Rewards
- Cruises
- Airlines
- Method of Booking

TECHNOLOGY

- Cable/Satellite TV
- Game Console
- HDTV/SmartTV Owners
- Smartphone Types
- Cellular Carriers
- Tablet Owners

SPECIALTY PANELS

- Teens/College Students
- Mothers/Pregnant
- Gamers
- High Net Worth
- Hispanics

**Targeting will vary from country to country. Please inquire for specific capabilities.*