

DC Source - Consumers with Hobbies or Interests

Count: 195,853,715

85% Male 99% Zip + 4 51% Phones

The DC Source - Consumers with Hobbies or Interests file is your best source for high-quality, up to date consumers that actively participate in specific activities.

These consumers have been identified as having particular hobbies and interests. Reach these consumers for offers on seminars, subscriptions, books, recruitment targeted to their specific hobby or interest for increasing response rates.

Some other popular consumer selects are: income, age, gender, credit data, occupation, marital status, pet ownership, ethnicity, education level, ailments and illnesses, political affiliation.

The DC Source - Consumers with Hobbies or Interests file is NCOA'd quarterly.

Selections by Type of Hobby or Interest

Collectibles	95,024,180	Food/Cooking	131,409,050
Antiques	38,526,222	General Cooking	103,552,972
Arts	5,693,667	Gourmet Cooking	9,223,425
Avid Collector	19,377,733	Natural Foods	33,797,251
Coins	23,203,531	Wine Tasting	23,690,030
General	73,160,366		
Sports Memorabilia	13,308,880	Home	149,211,876
Stamps	12,352,210	Do-It-Yourself (DIY)	
		Home Improvement	29,216,595
Electronics/Gaming	166,171,599	Home Improvement	618,981,063
Board Games/Puzzles	8,512,476	Home Living	35,575,914
Casino Gaming	17,030,320	House Plants	9,259,596
Computer Games	9,313,001		
Computers	146,049,239	Lifestyles/Interests	154,484,870
Consumer Electronics	119,120,997	Common Living	24,153,779
Video Games	7,467,124	Crafting	102,735,809
		Cultural/Artistic Living	1,709,941
Exercise and Health	127,243,727	Current Affairs/Politics	39,558,543
Aerobics	14,790,047	Dieting/Weight Loss	52,304,918
Households that support Health and Medical Causes	41,044,522	Do-It-Yourself (DIY) Living	10,853,205
Households with an Interest in Health or Medical Field	52,865,837	Education Online	23,877,363
Running/Jogging	13,188,930	Fashion	72,126,762
Walking	40,734,818	Gardening	117,466,386
		Green Living	57,898,071
Family/Religious	129,597,935	High Tech Living	36,434,161
Children's Interests	73,991,236	Highbrow/Intellectual/Elite Living	19,711,972
Christian Families	19,206,879	History/Military	65,371,940
Grandchildren	21,515,283	Nascar	22,124,223
Parenting	86,972,284	Photography	27,304,999
Religious	256,728,070	Professional Living	15,369,342
		Science/Space/Astronomy	10,214,488
		Self Improvement	25,938,178
		Sewing/Knitting/Needlework	31,969,708
		Smoking/Tobacco Users	8,286,606
		Sweepstakes/Contests	58,833,217
		Woodworking	33,463,441



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Selections by Type of Hobby or Interest - (Continued)

Money and Investments	97,927,613	Sports	121,963,931
Real Estate Investing	23,118,786	Baseball	27,182,815
Foreign Investing	3,990,157	Basketball	25,095,808
Money Seekers	17,408,854	Equestrian	3,658,731
Personal Investing	79,648,917	Football	36,167,069
Stocks/Bonds Investing	32,955,225	Golf	47,254,894
		Hockey	9,565,028
Music and Movies	107,671,925	Motorcycling	9,783,637
Home Stereo Music Listener	1,623,436	Racing	16,861,547
Movie Collector	31,145,114	Skiing	10,705,407
Music Collector	10,008,961	Soccer	456,772
Music Listener	58,040,379	Tennis	5,860,970
Music Player	51,786,043	TV Sports	20,233,405
Theater/Performing Arts	17,119,651		
		Travel	119,281,274
Pets	70,173,327	Cruises	30,973,908
Dog Owner	49,744,088	Domestic Travel	62,615,864
Other Pet Owner	54,895,160	International Travel	18,513,020
		RV Travel	41,099,368
Reading	160,317,005		
Audio Books	4,564,213		
Financial Newsletters	43,482,523		
General Reading	144,736,899		
Magazine Reading	142,582,337		
Religious Inspirational	31,226,871		
Science Fiction	9,582,140		

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Key Code	\$ 3/M	Zip + 4	No Charge		

Contact

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