

# *Brian according to Acxiom*

Gender		<b>Male</b>
Ethnicity Based on Surname		<b>American</b>
Education		<b>Completed Graduate School</b>
Marital Status		<b>Married</b>
Presence of Children		<b>Children Present</b>
Number of Children		<b>1 Child</b>
Children's Age		<b>11 Years old</b>
Children's Gender by Age		<b>Unknown Gender 11 - 15</b>
Political Party		<b>Voter - Democratic</b>

# Brian according to Acxiom

1	f		
Estimated Household Income Ranges			<b>\$200,000 - \$249,999</b>
2	f		
Active Investing			<b>True</b>
Presence of Credit Card	f		<b>Bank Card Holder,Credit Card Holder - Unknown Type</b>
Presence of Bank Card			<b>Presence of a Bank Card</b>
Number of Lines of Credit	f		<b>1 Line of Credit</b>
Amount of New Credit	f		<b>\$5,001 - \$9,999</b>
Frequency of Purchase 24+ Months	f		<b>1 Purchase</b>
Credit Card Use-VISA	f		<b>Regular</b>
Number of Purchases - Credit Card			<b>1</b>

# Brian according to Review

Element	Details
Total Dollars Spent	1591
Total Number of Purchases	6
Average Dollars Spent Per Offline Purchase	11
Total Offline Dollars Spent	11
Mail Order Purchase Categories	Apparel - Male Apparel ,Art & Crafts,Beauty,Electronic ,Gift ,Health ,Merchandise - High Ticket Merchandise ,Outdoor / Gardening
Retail Purchases Categories	Standard Retail, Standard Retail,Finance Company, Financial Services - Install Credit
Crafts/Hobbies Products	True
Travel	
Art	True