

# Purchase intent attributes

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The purchase intent attributes are as follows:

Category	Attributes
Entertainment	<ul style="list-style-type: none"><li>• Pays to watch entertainment content via website subscriptions</li><li>• Frequently goes to movies, sporting events, live music, or comedy events</li></ul>
Automotive	<ul style="list-style-type: none"><li>• Likely to buy or lease a car in the next 90 days</li></ul>
Finance or Insurance	<ul style="list-style-type: none"><li>• Likely to purchase a home in the next year</li><li>• Likely to switch insurance companies, get a personal loan, or switch banks in the next 6 months</li></ul>
Home and Garden	<ul style="list-style-type: none"><li>• Follows trends in home design and improvements</li><li>• Planning to make eco-friendly improvements to residence</li><li>• Planning to purchase furniture in the next 6 months</li></ul>
Travel	<ul style="list-style-type: none"><li>• Planning some kind of travel in the next month (camping, cruise, airplane, car trip, outdoor activities)</li></ul>

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