

Big Village Taxonomy

original id	Deprecy segmented	Distribution segmented	Segment Name	PCH#	Audience Classification	Audience Category - Level 1	Sub-Category - Level 2	Sub-Category - Level 3	Sub-Category - Level 4	Sub-Category - Level 5	Audience Description	Audience Description
221	BVPH011331	BVPH11331	PCH App User	PCH0106	Supplemental	Consumer Profile	App Usage	PCH App User	PCH App User	PCH App User	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH App User > PCH App User	Users with PCH app plays or engagement events
222	BVPH011332	BVPH11332	Skill Based Games	PCH0062	Supplemental	Consumer Profile	App Usage	PCH Games	PCH Games	PCH Games	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Games > Skill Based Games	Users with PCH specific GAME plays or engagement events
223	BVPH011333	BVPH11333	Instant Win	PCH070	Supplemental	Consumer Profile	App Usage	PCH Games	PCH Games	PCH Games	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Games > Instant Win	Users with PCH specific GAME plays or engagement events
224	BVPH011336	BVPH11336	Lotto or Keno	PCH071	Supplemental	Consumer Profile	App Usage	PCH Games	PCH Games	PCH Games	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Games > Lotto or Keno	Users with PCH specific GAME plays or engagement events
225	BVPH011338	BVPH11338	Game	PCH073	Supplemental	Consumer Profile	App Usage	PCH Games	PCH Games	PCH Games	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Games > Game	Users with PCH specific GAME plays or engagement events
226	BVPH011339	BVPH11339	Slots	PCH074	Supplemental	Consumer Profile	App Usage	PCH Games	PCH Games	PCH Games	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Games > Slots	Users with PCH specific GAME plays or engagement events
231	BVPH011341	BVPH11341	Taken Redeemer	PCH076	Supplemental	Consumer Profile	App Usage	PCH Games	PCH Games	PCH Games	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Games > Taken Redeemer	Users with PCH specific GAME plays or engagement events
233	BVPH011343	BVPH11343	Mobile	PCH078	Supplemental	Consumer Profile	App Usage	PCH Online	PCH Online	PCH Online	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Online-Mobile	Users with PCH specific MOBILE device plays or engagement events
234	BVPH011344	BVPH11344	Non-Mobile	PCH079	Supplemental	Consumer Profile	App Usage	PCH Online	PCH Online	PCH Online	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Online-Non-Mobile	Users with PCH specific NON-MOBILE device plays or engagement events
235	BVPH011333	BVPH11333	Candyland Arcade	PCH008	Supplemental	Consumer Profile	App Usage	PCH Skill Based Games	PCH Skill Based Games	PCH Skill Based Games	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Skill Based Games-Candyland Arcade	Users with PCH specific GAME plays or engagement events
234	BVPH011334	BVPH11334	Cards and Solitaire	PCH009	Supplemental	Consumer Profile	App Usage	PCH Skill Based Games	PCH Skill Based Games	PCH Skill Based Games	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Skill Based Games-Cards and Solitaire	Users with PCH specific GAME plays or engagement events
227	BVPH011337	BVPH11337	Matching Making	PCH072	Supplemental	Consumer Profile	App Usage	PCH Skill Based Games	PCH Skill Based Games	PCH Skill Based Games	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Skill Based Games-Matching Making	Users with PCH specific GAME plays or engagement events
230	BVPH011340	BVPH11340	PCH Skill Based Games- Strategy	PCH075	Supplemental	Consumer Profile	App Usage	PCH Skill Based Games	PCH Skill Based Games	PCH Skill Based Games	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Skill Based Games- PCH Skill Based Games- Strategy	Users with PCH specific GAME plays or engagement events
332	BVPH11342	BVPH11342	Word	PCH077	Supplemental	Consumer Profile	App Usage	PCH Skill Based Games	PCH Skill Based Games	PCH Skill Based Games	BV Village > Publishers Clearing House > Consumer Profile > App Usage > PCH Skill Based Games-Word	Users with PCH specific GAME plays or engagement events
156	BVPH011266	BVPH11266	Gourmet Food Enthusiast	PCH001	Supplemental	Consumer Profile	Behavior & Lifestyle	Food and Beverage	Food and Beverage	Food and Beverage	BV Village > Publishers Clearing House > Consumer Profile > Behavior & Lifestyle > Food and Beverage-Gourmet Food Enthusiast	Gourmet Food Enthusiast determined through user first party signals (surveys, purchasing, product or service conversions, etc)
279	BVPH011289	BVPH11289	Restaurant / Dining Out Enthusiast	PCH034	Supplemental	Consumer Profile	Behavior & Lifestyle	Restaurant / Dining Out Enthusiast	Restaurant / Dining Out Enthusiast	Restaurant / Dining Out Enthusiast	BV Village > Publishers Clearing House > Consumer Profile > Behavior & Lifestyle > Restaurant / Dining Out Enthusiast	Restaurant / Dining Out Enthusiast determined through user first party signals (surveys, purchasing, product or service conversions, etc)
320	BVPH011430	BVPH11430	Truck Owner	PCH035	Supplemental	Consumer Profile	Behavior & Lifestyle	Auto	Truck Owner	Truck Owner	BV Village > Publishers Clearing House > Consumer Profile > Behavior & Lifestyle > Auto-Truck Owner	Truck Ownership determined through user first party signals (surveys, purchasing, product or service conversions, etc)
174	BVPH011284	BVPH11284	Home Owner	PCH019	Supplemental	Consumer Profile	Demographics	Living Status	Living Status	Living Status	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Living Status-Home Owner	Home Status obtained through user survey responses
175	BVPH011285	BVPH11285	Home Renter	PCH020	Supplemental	Consumer Profile	Demographics	Living Status	Living Status	Living Status	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Living Status-Home Renter	Home Status obtained through user survey responses
213	BVPH011323	BVPH11323	Active	PCH058	Supplemental	Consumer Profile	Demographics	Military	Military	Military	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Military-Active	Active Military determined through user first party signals (surveys, purchasing, product or service conversions, etc)
214	BVPH011324	BVPH11324	Inactive / Veteran	PCH059	Supplemental	Consumer Profile	Demographics	Military	Military	Military	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Military-Inactive / Veteran	Inactive / Veteran Military determined through user first party signals (surveys, purchasing, product or service conversions, etc)
92	BVPH011202	BVPH11202	18-20	PCH002	Supplemental	Consumer Profile	Demographics	Age	Age	Age	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Age-18-20	Age buckets based on users self reported DOB supplied during online registration
93	BVPH011203	BVPH11203	21-24	PCH003	Supplemental	Consumer Profile	Demographics	Age	Age	Age	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Age-21-24	Age buckets based on users self reported DOB supplied during online registration
94	BVPH011204	BVPH11204	25-29	PCH004	Supplemental	Consumer Profile	Demographics	Age	Age	Age	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Age-25-29	Age buckets based on users self reported DOB supplied during online registration
95	BVPH011205	BVPH11205	30-34	PCH005	Supplemental	Consumer Profile	Demographics	Age	Age	Age	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Age-30-34	Age buckets based on users self reported DOB supplied during online registration
96	BVPH011206	BVPH11206	35-39	PCH006	Supplemental	Consumer Profile	Demographics	Age	Age	Age	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Age-35-39	Age buckets based on users self reported DOB supplied during online registration
97	BVPH011207	BVPH11207	40-44	PCH007	Supplemental	Consumer Profile	Demographics	Age	Age	Age	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Age-40-44	Age buckets based on users self reported DOB supplied during online registration
98	BVPH011208	BVPH11208	45-49	PCH008	Supplemental	Consumer Profile	Demographics	Age	Age	Age	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Age-45-49	Age buckets based on users self reported DOB supplied during online registration
99	BVPH011209	BVPH11209	50-64	PCH009	Supplemental	Consumer Profile	Demographics	Age	Age	Age	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Age-50-64	Age buckets based on users self reported DOB supplied during online registration
100	BVPH011210	BVPH11210	65+	PCH010	Supplemental	Consumer Profile	Demographics	Age	Age	Age	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Age-65+	Age buckets based on users self reported DOB supplied during online registration
108	BVPH011218	BVPH11218	College Degree or Higher	PCH053	Supplemental	Consumer Profile	Demographics	Education	Education	Education	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Education-College Degree or Higher	Education level based on user survey responses
109	BVPH011219	BVPH11219	High School Graduate	PCH054	Supplemental	Consumer Profile	Demographics	Education	Education	Education	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Education-High School Graduate	Education level based on user survey responses
110	BVPH011220	BVPH11220	Less Than High School	PCH055	Supplemental	Consumer Profile	Demographics	Education	Education	Education	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Education-Less Than High School	Education level based on user survey responses
111	BVPH011221	BVPH11221	Post High School Grad with No College Degree	PCH056	Supplemental	Consumer Profile	Demographics	Education	Education	Education	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Education-Post High School Grad with No College Degree	Education level based on user survey responses
112	BVPH011222	BVPH11222	Associate College Degree	PCH057	Supplemental	Consumer Profile	Demographics	Education	Education	Education	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Education-Associate College Degree	Education level based on user survey responses
130	BVPH011240	BVPH11240	Junior Level	PCH175	Supplemental	Consumer Profile	Demographics	Employment	not	not	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment -Junior Level	Employment Job Level obtained through user survey responses
131	BVPH011241	BVPH11241	Midlevel Management	PCH176	Supplemental	Consumer Profile	Demographics	Employment	not	not	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment -Midlevel Management	Employment Job Level obtained through user survey responses
132	BVPH011242	BVPH11242	Senior Level	PCH177	Supplemental	Consumer Profile	Demographics	Employment	not	not	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment -Senior Level	Employment Job Level obtained through user survey responses
300	BVPH011410	BVPH11410	Employed	PCH045	Supplemental	Consumer Profile	Demographics	Employment	Survey	Survey	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Survey	Employment status obtained through user survey responses
113	BVPH011223	BVPH11223	Business Type - For Profit	PCH158	Supplemental	Consumer Profile	Demographics	Employment	Business Type - For Profit	Business Type - For Profit	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Business Type - For Profit	Employment-Business Type obtained through user survey responses
114	BVPH011224	BVPH11224	Business Type - Large Enterprise	PCH159	Supplemental	Consumer Profile	Demographics	Employment	Business Type - Large Enterprise	Business Type - Large Enterprise	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Business Type - Large Enterprise	Employment-Business Type obtained through user survey responses
115	BVPH011225	BVPH11225	Business Type - Medium Sml	PCH160	Supplemental	Consumer Profile	Demographics	Employment	Business Type - Medium Sml	Business Type - Medium Sml	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Business Type - Medium Sml	Employment-Business Type obtained through user survey responses
116	BVPH011226	BVPH11226	Business Type - Small Business	PCH161	Supplemental	Consumer Profile	Demographics	Employment	Business Type - Small Business	Business Type - Small Business	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Business Type - Small Business	Employment-Business Type obtained through user survey responses
117	BVPH011227	BVPH11227	Dept / Role - Human Resources	PCH162	Supplemental	Consumer Profile	Demographics	Employment	Dept / Role - Human Resources	Dept / Role - Human Resources	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Dept / Role - Human Resources	Employment-Dept or Role obtained through user survey responses
118	BVPH011228	BVPH11228	Dept / Role - IT	PCH163	Supplemental	Consumer Profile	Demographics	Employment	Dept / Role - IT	Dept / Role - IT	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Dept / Role - IT	Employment-Dept or Role obtained through user survey responses
119	BVPH011229	BVPH11229	Employed	PCH164	Supplemental	Consumer Profile	Demographics	Employment	Employed	Employed	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Employed	Employment status obtained through user survey responses
120	BVPH011230	BVPH11230	Full Time	PCH165	Supplemental	Consumer Profile	Demographics	Employment	Full Time	Full Time	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Full Time	Employment status obtained through user survey responses
121	BVPH011231	BVPH11231	Home Maker	PCH166	Supplemental	Consumer Profile	Demographics	Employment	Home Maker	Home Maker	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Home Maker	Employment status obtained through user survey responses
122	BVPH011232	BVPH11232	Part Time	PCH167	Supplemental	Consumer Profile	Demographics	Employment	Part Time	Part Time	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Part Time	Employment status obtained through user survey responses
123	BVPH011233	BVPH11233	Retired	PCH168	Supplemental	Consumer Profile	Demographics	Employment	Retired	Retired	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Retired	Employment status obtained through user survey responses
124	BVPH011234	BVPH11234	Teacher	PCH169	Supplemental	Consumer Profile	Demographics	Employment	Teacher	Teacher	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Teacher	Employment status obtained through user survey responses
133	BVPH011243	BVPH11243	Job Seeker	PCH178	Supplemental	Consumer Profile	Demographics	Employment	Job Seeker	Job Seeker	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Job Seeker	Employment status obtained through user survey responses
134	BVPH011244	BVPH11244	Unemployed	PCH179	Supplemental	Consumer Profile	Demographics	Employment	Unemployed	Unemployed	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Employment-Unemployed	Employment status obtained through user survey responses
101	BVPH011211	BVPH11211	Gender Female	PCH001	Supplemental	Consumer Profile	Demographics	Gender	Gender	Gender	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Gender-Gender Female	Gender based on users self reported online registration response
102	BVPH011212	BVPH11212	Gender Male	PCH002	Supplemental	Consumer Profile	Demographics	Gender	Gender	Gender	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Gender-Gender Male	Gender based on users self reported online registration response
179	BVPH011289	BVPH11289	\$100,000 - \$124,999	PCH024	Supplemental	Consumer Profile	Demographics	HI Income	HI Income	HI Income	BV Village > Publishers Clearing House > Consumer Profile > Demographics > HI Income-\$100,000 - \$124,999	Household income obtained through user survey responses
180	BVPH011290	BVPH11290	\$125,000 - \$149,999	PCH025	Supplemental	Consumer Profile	Demographics	HI Income	HI Income	HI Income	BV Village > Publishers Clearing House > Consumer Profile > Demographics > HI Income-\$125,000 - \$149,999	Household income obtained through user survey responses
181	BVPH011291	BVPH11291	\$150,000 - \$174,999	PCH026	Supplemental	Consumer Profile	Demographics	HI Income	HI Income	HI Income	BV Village > Publishers Clearing House > Consumer Profile > Demographics > HI Income-\$150,000 - \$174,999	Household income obtained through user survey responses
182	BVPH011292	BVPH11292	\$175,000 - \$199,999	PCH027	Supplemental	Consumer Profile	Demographics	HI Income	HI Income	HI Income	BV Village > Publishers Clearing House > Consumer Profile > Demographics > HI Income-\$175,000 - \$199,999	Household income obtained through user survey responses
183	BVPH011293	BVPH11293	\$200,000 - \$249,999	PCH028	Supplemental	Consumer Profile	Demographics	HI Income	HI Income	HI Income	BV Village > Publishers Clearing House > Consumer Profile > Demographics > HI Income-\$200,000 - \$249,999	Household income obtained through user survey responses
184	BVPH011294	BVPH11294	\$250,000 - \$249,999	PCH029	Supplemental	Consumer Profile	Demographics	HI Income	HI Income	HI Income	BV Village > Publishers Clearing House > Consumer Profile > Demographics > HI Income-\$250,000 - \$249,999	Household income obtained through user survey responses
185	BVPH011295	BVPH11295	\$25,000 - \$49,999	PCH030	Supplemental	Consumer Profile	Demographics	HI Income	HI Income	HI Income	BV Village > Publishers Clearing House > Consumer Profile > Demographics > HI Income-\$25,000 - \$49,999	Household income obtained through user survey responses
186	BVPH011296	BVPH11296	\$50,000 - \$74,999	PCH031	Supplemental	Consumer Profile	Demographics	HI Income	HI Income	HI Income	BV Village > Publishers Clearing House > Consumer Profile > Demographics > HI Income-\$50,000 - \$74,999	Household income obtained through user survey responses
187	BVPH011297	BVPH11297	\$75,000 - \$99,999	PCH032	Supplemental	Consumer Profile	Demographics	HI Income	HI Income	HI Income	BV Village > Publishers Clearing House > Consumer Profile > Demographics > HI Income-\$75,000 - \$99,999	Household income obtained through user survey responses
188	BVPH011298	BVPH11298	> \$250,000	PCH033	Supplemental	Consumer Profile	Demographics	HI Income	HI Income	HI Income	BV Village > Publishers Clearing House > Consumer Profile > Demographics > HI Income-> \$250,000	Household income obtained through user survey responses
189	BVPH011299	BVPH11299	> \$250,000	PCH034	Supplemental	Consumer Profile	Demographics	HI Income	HI Income	HI Income	BV Village > Publishers Clearing House > Consumer Profile > Demographics > HI Income-> \$250,000	Household income obtained through user survey responses
301	BVPH011411	BVPH11411	Finance	PCH046	Supplemental	Consumer Profile	Demographics	Industry	Survey	Survey	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Industry-Survey Finance	Employment Industry obtained through user survey responses
302	BVPH011412	BVPH11412	Health Care	PCH047	Supplemental	Consumer Profile	Demographics	Industry	Survey	Survey	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Industry-Survey Health Care	Employment Industry obtained through user survey responses
125	BVPH011235	BVPH11235	Construction	PCH170	Supplemental	Consumer Profile	Demographics	Industry	Construction	Construction	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Industry-Construction	Employment Industry obtained through user survey responses
126	BVPH011236	BVPH11236	Education	PCH171	Supplemental	Consumer Profile	Demographics	Industry	Education	Education	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Industry-Education	Employment Industry obtained through user survey responses
127	BVPH011237	BVPH11237	Finance	PCH172	Supplemental	Consumer Profile	Demographics	Industry	Finance	Finance	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Industry-Finance	Employment Industry obtained through user survey responses
128	BVPH011238	BVPH11238	Health Care	PCH173	Supplemental	Consumer Profile	Demographics	Industry	Health Care	Health Care	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Industry-Health Care	Employment Industry obtained through user survey responses
129	BVPH011239	BVPH11239	Marketing	PCH174	Supplemental	Consumer Profile	Demographics	Industry	Marketing	Marketing	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Industry-Marketing	Employment Industry obtained through user survey responses
208	BVPH011318	BVPH11318	Domestic Partnership	PCH053	Supplemental	Consumer Profile	Demographics	Marital Status	Domestic Partnership	Domestic Partnership	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Marital Status-Domestic Partnership	Marital Status obtained through user survey responses
209	BVPH011319	BVPH11319	Separated/Divorced/ Widowed	PCH054	Supplemental	Consumer Profile	Demographics	Marital Status	Separated/Divorced/ Widowed	Separated/Divorced/ Widowed	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Marital Status-Separated/Divorced/ Widowed	Marital Status obtained through user survey responses
210	BVPH011320	BVPH11320	Married	PCH055	Supplemental	Consumer Profile	Demographics	Marital Status	Married	Married	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Marital Status-Married	Marital Status obtained through user survey responses
211	BVPH011321	BVPH11321	Single	PCH056	Supplemental	Consumer Profile	Demographics	Marital Status	Single	Single	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Marital Status-Single	Marital Status obtained through user survey responses
245	BVPH011355	BVPH11355	Presence of Automobile	PCH030	Supplemental	Consumer Profile	Demographics	Presence of Children	Presence of Automobile	Presence of Automobile	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Presence of Children-Presence of Automobile	Automobile present determined through user first party signals (surveys, purchasing, product or service conversions, etc)
246	BVPH011356	BVPH11356	Presence of Children	PCH031	Supplemental	Consumer Profile	Demographics	Presence of Children	Presence of Children	Presence of Children	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Presence of Children-Presence of Children	Presence of children in household determined through user first party signals (surveys, purchasing, product or service conversions, etc)
247	BVPH011357	BVPH11357	Age 0-3	PCH032	Supplemental	Consumer Profile	Demographics	Presence of Children	Age 0-3	Age 0-3	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Presence of Children-Age 0-3	Presence of children in household obtained through user first party signals (surveys, purchasing, product or service conversions, etc)
248	BVPH011358	BVPH11358	Age 10-12	PCH033	Supplemental	Consumer Profile	Demographics	Presence of Children	Age 10-12	Age 10-12	BV Village > Publishers Clearing House > Consumer Profile > Demographics > Presence of Children-Age 10-12	Presence of children in household obtained through user first party signals (surveys, purchasing, product or service conversions, etc)
249	BVPH011359	BVPH11359	Age									

[illegible]

274	BVPCHE11384	BVPCHE11384	Household Shopping	PCH0119	Supplemental	Consumer Profile	Redemption				Bq Village > Publisher's Clearing House > Consumer Profile > Redemption>Household Shopping	Specific Redemption events for this product or services Gift Cards via PCH redemption center
275	BVPCHE11385	BVPCHE11385	Redemption- Interested in Winning Cars / Truck	PCH0120	Supplemental	Consumer Profile	Redemption				Bq Village > Publisher's Clearing House > Consumer Profile > Redemption> Redemption- Interested in Winning Cars / Truck	Specific Redemption events for this product or services Gift Cards via PCH redemption center
276	BVPCHE11386	BVPCHE11386	Interested in Winning Cash Awards	PCH0121	Supplemental	Consumer Profile	Redemption				Bq Village > Publisher's Clearing House > Consumer Profile > Redemption> Interested in Winning Cash Awards	Specific Redemption events for this product or services Gift Cards via PCH redemption center
277	BVPCHE11387	BVPCHE11387	McDonald's	PCH0122	Supplemental	Consumer Profile	Redemption				Bq Village > Publisher's Clearing House > Consumer Profile > Redemption> McDonald's	Specific Redemption events for this product or services Gift Cards via PCH redemption center
278	BVPCHE11388	BVPCHE11388	Outdoors	PCH0123	Supplemental	Consumer Profile	Redemption				Bq Village > Publisher's Clearing House > Consumer Profile > Redemption> Outdoors	Specific Redemption events for this product or services Gift Cards via PCH redemption center