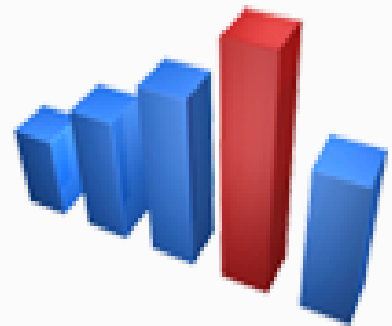


The Media Audit



HUNDREDS OF DATA TARGETS

www.themediaaudit.com

832-521-1000

OVERVIEW OF THE MEDIA AUDIT

The Media Audit

The Media Audit is a syndicated, local media, marketing research and software service in major and mid-sized markets. The research is used to increase knowledge, business effectiveness and revenues by:

- **MARKETERS** – to better define their market, consumers, competition, etc.
- **AD AGENCIES** – to enhance planning and buying media
- **MEDIA** – to understand and sell their strengths in delivering consumers

Ten media are measured including radio (traditional & web), television channels, television newscasts, cable networks, daily newspapers, alternative newspapers, city regional magazines, business publications and other local and regional print publications. Measurement of exposure to other media includes: outdoor billboards, direct mail, and local market Internet websites. In addition to media exposure information, The Media Audit covers demographics, socioeconomic, and lifestyle and consumer shopping information. This consumer information is used for the planning, buying, and selling of media. Advertisers and ad agencies use the information to define their market and their competitive position. Media companies use the information to sell their strength relative to key target markets.

Data Collection Methodology

The Media Audit gathers research through online interviews. Periodic cell phone and landline interviews are used in some market surveys. The sample is collected from eight or more “opt-in” panels, as well as web-based intercept surveys. Respondents reflect the population of a market. New panel members are recruited continuously. Data is single-sourced, which means respondents must complete the entire interview via one method. Incomplete interviews are not accepted as part of the sample.

Survey Area

The Media Audit surveys include the MSA (Metropolitan Statistical Area) and the GMA (Greater Metropolitan Area) that aligns with Nielsen’s DMA. Annual sample sizes vary by market, from 500 to 4,000 depending on the size of the market.

Sample Proportionality

All surveys are completed among adults that are 18 years of age or older. The sample is pulled from a cross-section of opt-in panels and uses nested quota targeting to ensure accurate representation geographically of genders, age groups, ethnicities, and income.

Time Frame

Interviewing is conducted over a 2-4 week interval for each survey period in all markets surveyed. The full report is published 4-6 weeks after the close of fieldwork.

Data Access

The Media Audit data is available in The Media Audit quick and easy proprietary software and through third party software suppliers such as: Strata Marketing, Tapscan, Telmar, IMS, Marketron, Immediate and Survive. The Media Audit has an open format policy and will provide its data base to all third party software companies.

Cross-Media Analysis

The Media Audit enables users of the data to make cross-media analyses between all surveyed media: Radio, Broadcast TV, Cable Television, Daily Newspapers, Alternative Newsweeklies, City/Regional Publications, Out-Of-Home-Media and Local Media Websites

MEDIA MEASURED

Radio

Broadcast Radio Stations Listened To Past Week
Digital Radio Stations Listened To Past Week
Radio Station Listened To Most Past Week

Broadcast Television

Television Stations Viewed Past Week
Television Stations Viewed Yesterday
Television Newscasts Viewed Past Week/Yesterday
Morning News / Noon News /Early Evening News
Prime News / Late News (By Station)
Viewed Any TV Newscast Past Week

Broadcast Television Dayparts

Viewed Past Week and Viewed Yesterday
5:00AM to 7:00AM (Time-Zone Adjusted)
7:00AM to 9:00AM (Time-Zone Adjusted)
9:00AM to 10:00AM (Time-Zone Adjusted)
10:00AM to 11:00AM (Time-Zone Adjusted)
11:00AM to 12:00PM (Time-Zone Adjusted)
12:00PM to 1:00PM (Time-Zone Adjusted)
1:00PM to 2:00PM (Time-Zone Adjusted)
2:00PM to 3:00PM (Time-Zone Adjusted)
3:00PM to 4:00PM (Time-Zone Adjusted)
4:00PM to 5:00PM (Time-Zone Adjusted)
5:00PM to 6:00PM (Time-Zone Adjusted)
6:00PM to 7:00PM (Time-Zone Adjusted)
7:00PM to 7:30PM (Time-Zone Adjusted)
7:30PM to 8:00PM (Time-Zone Adjusted)
8:00PM to 11:00PM (Eastern/Pacific)
7:00PM to 10:00PM (Central/Mountain)
10:00PM to 11:00PM (Time-Zone Adjusted)
11:00PM to 11:30PM (Time-Zone Adjusted)
11:30PM to 1:00AM (Time-Zone Adjusted)

Cable Television

Cable Networks Viewed Past Week
Cable Networks Viewed Yesterday
Have Cable and/or Satellite TV
Have Cable Only
Have Satellite Only
Do Not Have Cable or Satellite TV
Cable/Satellite Provider

Daily Newspapers

Newspapers Read Past 5 Weekdays
Newspapers Read Last Weekday
Newspapers Read Past 4 Saturdays
Newspapers Read Last Saturday
Newspapers Read Past 4 Sundays
Newspapers Read Last Sunday
Newspapers Read Past Week (Monday-Sunday)

Newspapers (Print or Digital) Read Past Week
Newspapers (Print or Digital) Read Past Month

National Newspapers

USA TODAY – Read Weekdays/Sunday Past Week
USA TODAY – Read Weekdays/Sunday Last Issue
NEW YORK TIMES – Read Weekdays/Sat/Sun Past Week
NEW YORK TIMES – Read Weekdays/Sat/Sun Last Issue
WALL STREET JOURNAL – Read Weekdays/Sat Past Week
WALL STREET JOURNAL – Read Weekdays/Sat Last Issue

Regular Readers Of Newspaper Sections Or Pages (Print or Digital)

Main News/Front Page
International/National News
Business/Finance/Stocks
Sports News
Local/State News Section, Community Events
Art/Music/Book Reviews
Automotive
Classified Advertising
Celebrities and Social
Comics
Coupons/Circulars/Inserts/Flyers
Editorial/Opinion, Letters To Editor
Engagement/Marriage/Anniversary Announcements
Entertainment/Lifestyle
Fashion
Food/Cooking
Health/Well-Being
Home and Garden
Movie Listings/Reviews, TV Listings/Reviews
Obituaries
Real Estate
Science and Technology
Sunday Magazine
Travel Section
Weather

MEDIA MEASURED

Other Print Media

Alternative Newsweeklies
Other Weekly Publications
Regional Publications
Shopper Publications
Business Publications
Community Newspapers
City Regional Magazines
Business Publications
LGBTQ Publications
Local Publications

Websites Visited

Radio Sites Visited
Local Television Sites
Local Newspaper Sites
National Newspapers
Magazine websites
Alternative Newsweekly Sites
Other Local websites

Amazon
Bing
Google
Groupon
YouTube
Yahoo

Social Media

Facebook
Instagram
LinkedIn
LivingSocial
Pinterest
Snapchat
Twitter

Vertical Websites

Automotive

- AutoTrader
- Cars
- Carmax
- Craigslist Auto
- Facebook Auto
- KellyBlueBook

Recruitment

- Indeed
- LinkedIn
- Monster
- Snagajob
- Local Sites

Real Estate

- Apartments
- Craigslist Real Estate
- Realtor
- Trulia
- Zillow

Times Listen To Radio Average Weekday

5:00AM to 7:00AM
5:00AM to 10:00AM
5:00AM to 12:00PM
10:00AM to 3:00PM
3:00PM to 7:00PM
7:00PM to 12:00AM
12:00AM to 5:00AM
Did Not Listen To Radio

Video Streaming Media

ABC Live	Netflix
Acorn TV	Playstation Vue
Amazon Prime/Amazon Instant	Showbox
AT&T U-verse	Sling TV
CBS All Access	Spectrum TV
Cox Contour	Twitch
Cruncyroll	Verizon FIOS Mobile
Direct TV Now	Vudu
FeelN	WWE
Fox LiveTV	Network
HBO Go/HBO Now	Xfinity Stream
Hulu	Youtube Premium/Red
iTunes	Other
NBC Live	

Audio Streaming Media

Accuradio	Sticher
Amazon Prime Music	SiriusXM
Apple Music	Slacker
Google Play Music	Soundcloud
IHeartRadio	Spotify
iTunes	Tunein
Jango	Youtube Music
NextRadio	Other

Internet Radio Paid Subscriptions

Google Play Music All Access
iHeartRadio Plus
iHeartRadio All Access
Pandora
Slacker Radio Plus
Slacker Radio Premium
Spotify Premium
Youtube Music Premium

Podcasts

Listened To Podcast Past Month (Any)
Listened To Podcast Past Month (By Individual Podcast)

MEDIA MEASURED

Radio Exposure Average Day

Heavy (180 Minutes or More)
Medium (60-179 Minutes)
Light (1-59 Minutes)
None (0 Minutes)

Television Exposure Average Day

Heavy (300 Minutes or More)
Medium (180-299 Minutes or More)
Light (1-179 Minutes)
None (0 Minutes)

Newspaper Exposure Average Day

Heavy (60 Minutes or More)
Medium (30-59 Minutes)
Light (1-29 Minutes)
None (0 Minutes)

Average Time Exposed To Media

Radio (Average Minutes)
Television (Average Minutes)
Newspaper (Average Minutes)
Billboards (Average Minutes)
Email (Average Minutes)
Internet (Average Minutes)

Not Exposed To This Media

Weekday Newspaper
Saturday Newspaper
Sunday Newspaper
Radio – Average Weekday
TV – Average Weekday
Internet – Average Weekday
Direct Mail – Past Week

Exposure Opportunity To Outdoor

Heavy (200+ Miles Average Week)
Medium (100-199 Miles Average Week)
Light (1-99 Miles Average Week)
None (0 Miles Average Week)

High Mileage Drivers (350+ Miles Per Week)

Internet Exposure Average Day

Heavy (180 Minutes or More)
Medium (60-179 Minutes)
Light (1-59 Minutes)
None (0 Minutes)

Social Media

Heavy (180 Minutes or More)
Medium (60-179 Minutes)
Light (1-59 Minutes)
None (0 Minutes)

Direct Mail Weekly Readership

75% or More Read Weekly
25%-74% Read Weekly
1% to 24% Read Weekly
0% Read Weekly

DEMOGRAPHIC TARGETS

Gender

Male
Female

Age (Adults, Males, Females)

18-20
21-24
25-34
35-44
45-49
50-54
55-64
65-74
75+

18-24
18-34
18-44
18-49
18-54
21-34
21-49
21-54
25-44
25-49
25-54
25-64
35-49
35-54
35-64
45-54
45-64

18+
21+
25+
35+
45+
50+
65+

MEDIAN AGE AND AVERAGE AGE

Education

Some High School Or Less
High School Graduate
Some College
College Graduate (One Degree)
Advanced College Degree
Single and/or Advanced College Degree

Family Size

1 Person, 2 Persons
3-4 Persons, 5+ Persons

Household Income

Under \$15,000
Under \$25,000
Under \$50,000
\$15,000 - \$24,999
\$25,000 - \$34,999
\$35,000 - \$49,999
\$50,000 - \$74,999
\$75,000 - \$99,999
\$100,000 - \$149,999
\$150,000 - \$199,999
\$200,000 - \$299,999
\$25,000+, \$35,000+
\$50,000+, \$75,000+
\$100,000+, \$150,000+
\$200,000+, \$300,000+
\$500,000+, \$1,000,000+
AVERAGE ANNUAL HOUSEHOLD INCOME
MEDIAN ANNUAL HOUSEHOLD INCOME

Employment Status (Adults, Males, Females)

Full-Time
Part Time
Unemployed
Retired
Homemaker
Student
Looking For Work
Looking For New or Second Job

Occupation

Professional, Technical
Proprietors, Managers
Clerical/Sales Worker
White Collar Workers
Blue Collar Workers
Business Owner/Partner/Corp. Officer
Professional*
Proprietors, Managers*
Clerical*
Sales*
Craftsmen, Foremen*
Operatives, Semi-Skilled*
Service Workers*
Total Employed*
Student*
Skilled Workers--Plumbers, Electricians*
Science/Engineer/Architect/Physician/Etc.*
White Collar--Manager/Supervisor*
Blue Collar-Manager/Supervisor/Foreman*
Call Center/Market Research Interviewer*

DEMOGRAPHIC & LIFESTYLE TARGETS

Ethnicity

White (Not Hispanic)
Black (Not Hispanic)
Hispanic Descent
Asian
Other

Language

Spanish Spoken Weekly At Home
Spanish Spoken Weekly At Work/Away From Home

Marital Status

Married
Separated
Widowed
Divorced
Never Married
Never Married/Divorced/Separated/Widowed
Engaged/Getting Married

Stage In Life Cycle

Single Under 35 No Children
Married Under 35 No Children
Children At Home, Any Age
Children – Any Under 6
Children – Any Age 6 Plus
Children – Any Age 6-12
Children – Any Age 13 Plus
Children – Any Age 13-17
Children – Any Age 18 Plus
Married, 35+, No Child At Home
Single, 35+, No Child At Home

Child Care – Kids Under 6 And Dual Income Parents
Child Care – Kids Under 6 And Single Parent

Affluent Working Women – Family Income \$75,000+
Affluent Blue Collar Worker – Family Income \$75000+

Generations

Millennials (1982-2004)
Gen Xers (1965-1981)
Baby Boomers (1946-1964)
Baby Boomer 2 (1956-1964)
Silent Generation (1925-1945)

Military Household Member

Total
Active
Formerly Served
Retired

Lifestyles

Yuppies (Age 21-34/College Grad/Tech-Prof-Mgr Job)
Maturing Yuppies (Age 25-44/College Grad/Tech-Prof-Mgr/Kids At Home)
Affluent Empty-Nesters(\$50,000+ Income/No Kids At Home/Age 45+)
Financial Optimists (Better Off 6 Months From Now)
Two-Income Families
Dual-Income/No Children
Affluent Full Nesters-\$75K +/Kids At Home
Affluent Working Women – Family Income \$75,000+
Affluent Blue Collar Worker – Family Income \$75000+
Graying Affluents – Age 50+/Family Income \$50,000+
Affluent Boomers – \$250K+ Stocks/M-Fund/Save/CD Etc.
Affluent White Collar Worker – Family Income \$100K+
Young With Money – Age 18-34/\$100,000+ Income
Working Women
Working Women – Age Group – 18-34
Working Women – Age Group – 35 Plus
Working Mothers
Single Parents
Buy “Green-Good For Environment” Regularly
Buy “Green-Good For Environment” Regularly/Occasionally
Attend Any Religious Services Regularly
Attend Any Religious Services Regularly/Occasionally

Identify as LGBTQ
Opinion leaders

Business Decision Makers

Business Owner/Corporate Officer
B2B
Influence Business Service – Accounting
Influence Business Service – Banking
Influence Business Service – Company Phone/Internet
Influence Business Service – Construction
Influence Business Service – Corporate Financing
Influence Business Service – Energy
Influence Business Service – Event Planning/Locations
Influence Business Service – Health Care/Insurance
Influence Business Service – Individual Employee
Mobile/Cellular
Influence Business Service – IT (Information Technology)
Influence Business Service – Legal
Influence Business Service – Office Equipment
Influence Business Service – Office Furniture
Influence Business Service – Office Space
Influence Business Service – Recruitment/Employment
Influence Business Service – Travel Services/Corporate Travel
Influence Business Service – Vehicle Leasing
Influence Business Service – Work Force Education

RESIDENTIAL, ACTIVITY, AND RETAIL TARGETS

Geographical Area Of Residence

Greater Metropolitan Area
Metropolitan Area
Non Metropolitan Area
County

Residential Information

Years Lived In City – 1 or less
Years Lived In City – 5 Years or less
Years Lived In City – 10 Years or less
Years Lived In City – 10 Years or more
Years Lived In City – 20 Years or more
Years Lived At Present Address – 1 or less
Years Lived At Present Address – 5 Years or less
Years Lived At Present Address – 10 Years or less
Years Lived At Present Address – 10 Years or more
Years Lived At Present Address – 20 Years or more
Dwelling Unit – Owned
Dwelling Unit – Rented

Participated In Past 12 Months

Lawn/Gardening
Hunting/Fishing
Snow Skiing/Boarding
Played Golf 3+ Times
One+ Visits To Gambling Casino
Hotel/Motel 10+ Nights
Bars/Night Clubs (Past 4 Weeks)
Attended 3+ College/Professional Sports Events
Attended Country Music Concert
Attended Rock Or Popular Music Concert
Attended Opera/Symphony/Theatre
Attended Major Theme Park
Diet For Four Weeks Or More
Exercised At Health Club 12+ Times
Take an Ocean Cruise (Next Year)
Placed Bets On Professional/College Sports
Potential Spa Users (Female 25-54/HHI \$75,000+)
Art Patrons (Advanced Degree/HHI \$100,000+/
Attend Opera/Symphony/Theatre)

Products/Services Purchased Past Month

Auto-Parts Stores
Hardware/Lumber/Building Supply Stores
Sporting Goods Stores
Discount Stores
Jewelry Stores
Drug Stores
Movie Theater Attendance
Restaurant Diner 4+ Times Past 2 Weeks
Clothing – Men's
Clothing – Women's
Clothing – Children's
Lottery Tickets Past Month /Hard Cider

Pets In The Home

Dog
Cat

Household Currently Owns

RV/Motor Home
Power Or Motorboat
Sailboat
Motorcycle
Pickup Truck

Alcohol Consumption (Beer/Hard Cider, Wine, Liquor)

1+ Past Week
1 Past Week
2-4 Past Week
5-9 Past Week
10-15 Past Week
15+ Past Week

Beer/Hard Cider or Wine Past Week
Beer/Hard Cider or Liquor Past Week
Wine or Liquor Past Week
Beer and Wine Past Week
Beer and Liquor Past Week
Wine and Liquor Past Week
Beer, Wine or Liquor Past Week

AUTO, ELECTRONICS, AND PLAN-TO-BUY

Automotive Ownership (Now Own)

1 Vehicle
2 Vehicles
1+ Vehicles
3+ Vehicles
Buick
Cadillac
Chevrolet
Chrysler
Dodge
Ford
Geo
GMC
Hummer
Jeep
Lincoln/Mercury
Oldsmobile
Pontiac
Ram Trucks
Saturn
Acura
Audi
BMW
Daewoo
Fiat
Honda
Hyundai
Isuzu
Infiniti
Jaguar
Kia
Land Rover
Lexus
Mazda
Mercedes
Mini Cooper
Mitsubishi
Nissan
Porsche
Saab
Scion
Smart
Subaru
Suzuki
Toyota
Volkswagen
Volvo
Japanese/Asian Auto
European Auto
Any Domestic
Any Foreign
Luxury Domestic Car Owners
Luxury Foreign Car Owners

Automotive Plan To Buy Market Next 12 Months

Vehicle
New Vehicle
Used Vehicle
Foreign Vehicle
Domestic Vehicle
Car
Van/Truck/SUV
Will Pay \$20,000 Plus
Will Pay \$30,000 Plus

Telephone Access In-Home

Landline Only
Cellphone Only
Landline and Cellphone
Landline (May Also Have Cellphone)
Cellphone (May Also Have Landline)

Cellular Phone/Digital

Own Cellular Phone
Own Smartphone
Cellphone Carrier Used (Individual Cell Phone Carriers)
Now Have Digital Recording Device
Smart Speakers Currently Own/Use – Amazon Echo (Alexa)
Smart Speakers Currently Own/Use – Google Home
Smart Speakers Currently Own/Use – Apple Homepod
Smart Speakers Currently Own/Use – Microsoft Cortona
Smart Speakers Currently Own/Use – Amazon and Google
Now Own A Smart Speaker (By How Many)
Use 2nd/3rd Screen While Watching TV Past Week
Use Ad-Blocking Software (Smartphone/PC/Laptop/Tablet)

Retail Market Next 12 Months Plan To Buy

New Furniture
Bedding – Bed/Mattress, etc.
Personal Computer or Additional Equipment
Glasses/Contact Lens
Lasik Eye Surgery
Cosmetic Surgery or Procedure
Major Household Appliances
New Television Set
College Courses (All, A18-34, A35+)
Tablet
Personal Home Electronics
Smart Speakers (By How Many)

REAL ESTATE, HOME IMPROVEMENT, PURCHASES, TRAVEL

Plan To Buy/Sell Home Next 2 Years

All Adults Planning To Buy Home
Renters Who Plan To Buy Home
Home Owners Who Plan To Buy Home
\$50K+ Income Who Plan To Buy Home
All Adults Planning To Sell Home

Home Ownership

Total Home Owners
Home Owner – Income Under \$50,000
Home Owner – Income \$50,000 To \$74,999
Home Owner – Income \$75,000 To \$99,999
Home Owner – Income \$100,000 or more

Market Value Of Home

Under \$100,000
\$100,000 - \$199,999
\$200,000 - \$299,999
\$300,000 - \$399,999
\$400,000 - \$499,999
\$500,000 - \$999,999
\$200,000+, \$300,000+
\$400,000+, \$500,000+, \$1,000,000+
Average Home Value
Median Home Value

Home Improvement

Home Improvements Done Past 12 Months
Plan Home Improvement Next 12 Months
Amount Spent Under \$500
Amount Spent Between \$500 to \$4,999
Amount Spent \$5,000 or more
(CATEGORIES AVAILABLE)

Remodel Bathroom
Remodel Kitchen
Other Remodeling
Any Addition
Installed Pool, Hot Tub, Spa
Landscaping
Interior Paint or Wallpaper
Exterior Paint
Siding
Carpeting or Floor Covering
Heating or Air Conditioning
Replace or Repair Roof
Replace Windows
Plumbing
Electrical
Alarm/Security Service
Pest Control Service
Other Home Improvements
Any Home Improvements
Home Repairs-In Home 20+ Years And Have
Home Equity Loan

Drugstore Shoppers

Drug Stores Shopped Past 4 Weeks
(INDIVIDUAL STORES SHOPPED)

Supermarket Expenditures

Average Weekly Expenditure - \$100 Plus
Average Weekly Expenditure - \$150 Plus
Used Coupons or Grocery Store Flyer (past month)

Supermarkets Shopped Past 7-Days

(INDIVIDUAL LOCAL SUPER MARKETS SHOPPED)

Domestic Air Travel Past 12 Months

3+ Round Trips
6+ Round Trips
Primary Business Air Travelers

Foreign Air Travel Past 2 Years

1+ Round Trips
2+ Round Trips

Fast Food Restaurants Number of Purchases Past 7 Days

3+ Purchases
5+ Purchases
Fast Food Restaurants Eaten in During Past 4-Weeks
(INDIVIDUAL FAST FOOD RESTAURANTS)
Sit-Down Restaurants Eaten in During Past 90 Days
(INDIVIDUAL SIT-DOWN RESTAURANTS)

Soft Drink Consumption Number of Times Past 7 Days

5+ Times
10+ Times

Cigarettes/Cigars/Tobacco/Cannabis Used or Bought Past Month

Cigarettes
E-Cigarettes/Vape Pens/Vape Supplies
Cigars
Chewing Tobacco/Snuff/Dip
Pipe Tobacco
Heat-Not-Burn Cigarettes/Supplies
Marijuana/Cannabis (past month and past year)

POLITICS, HEALTH, SERVICES, RETAIL

Political Views/Voting

Voted Local, State, National Election

Political Party Affiliation

- Democrat
- Independent
- Republican
- Libertarian
- Green Party
- Tea Party

Political Affiliation

Liberal, Independent, Conservative

Past Year Voted As

- Democrat
- Independent
- Republican
- Libertarian
- Green Party
- Tea Party

Liberal

Independent

Conservative

Neither Liberal Nor Conservative

Health Care Market

Have Health Insurance Company

Have Some Type Of Health Insurance

Have Medicare

Have Medicaid

Have Other Medical Insurance Coverage

Plan Hospital Stay Next Year and Have Medical Insurance

Local Hospital Visited Past Year As Patient

(INDIVIDUAL LOCAL HOSPITALS BY NAME)

Health Group Patient Past 2 Years

(INDIVIDUAL HEALTH GROUP BY NAME)

Household Has/Uses Hearing Aid

Type Of Doctor Visited in The Past Two Years

General Practitioner/Internist

Pediatrician

Dermatologist

Orthopedist/ Sports Medicine Doctor

Gynecologist

Oncologist/Cancer Doctor

Cardiologist

Podiatrist/Foot Doctor

Ophthalmologist/ Eye Surgeon

Physical Therapist

Chiropractor

Dentist

Urologist

Family Members Who Have

Visited ER, Urgent Care, Or Were Hospitalized Past 2 Years

Family Members Who Are

Considering Assisted Living Facility For Family Member

Considering Moving to a Retirement Community next 5 yrs.

Legal Services

Used An Attorney Past Two Years

Used Attorney To Collect Damages

Financial Services

Market Have IRA/Keogh Account

Have CDs/Savings Certificates

Have 401K Account

Investors-Have CD's/IRA/401K (Adults 18+,18-34,35-64,55+)

Have Car Loan

Have Home Equity Loan

Traded Stocks/Bonds Past Week

Liquid Assets – \$100,000 or more

Liquid Assets – \$250,000 or more

Customers Of Financial Institutions

(INDIVIDUAL BANKS/CREDIT UNIONS USED BY NAME)

Department/Specialty Stores Shopped Past 6-Months

(INDIVIDUAL STORES SHOPPED BY NAME)

Shopping Malls/Centers Shopped Frequently

(LOCAL SHOPPING CENTERS BY NAME)

Stores Shopped Most Often For Electronics/Appliances

(LOCAL STORES SHOPPED BY NAME)

Stores Shopped Most Often For Furniture Or Bedding

(LOCAL STORES SHOPPED BY NAME)

Online Purchases

1+ Purchases Past Week

3+ Purchases Past Week

5+ Purchases Past Week

No Purchases Past Week

Made Any Purchases Past Month (ALL)

Made Any Purchases Past Month (BY ONLINE RETAILER)

SPORTS TARGETS

Local Sports Insights

Sports Fan Of (Total And By Local Team)

MLB
MLS
NBA
NFL
NHL
College Basketball
College Football
Golf
NASCAR / Indy Car / Auto Racing
Summer and Winter Olympics
Super Bowl
Wrestling

Sports Attended Past 12 Months (Total And By Local Team)

MLB
MLS
NBA
NFL
NHL
College Basketball
College Football
Golf
NASCAR / Indy Car / Auto Racing
Summer and Winter Olympics
Super Bowl
Wrestling

Sports Watched On TV Past 12 Months (Total And By Local Team)

MLB
MLS
NBA
NFL
NHL
College Basketball
College Football
Golf
NASCAR / Indy Car / Auto Racing
Summer and Winter Olympics
Super Bowl
Wrestling

Sports Listened On Radio Past 12 Months (Total And By Local Team)

MLB
MLS
NBA
NFL
NHL
College Basketball
College Football
Golf
NASCAR / Indy Car / Auto Racing
Summer and Winter Olympics
Super Bowl
Wrestling

Sports Watched/Listened Live Stream Past 12 Months (Total And By Local Team)

MLB
MLS
NBA
NFL
NHL
College Basketball
College Football
Golf
NASCAR / Indy Car / Auto Racing
Summer and Winter Olympics
Super Bowl
Wrestling

Sports Websites Visited Past 12 Months (Total And By Local Team)

MLB
MLS
NBA
NFL
NHL
College Basketball
College Football
Golf
NASCAR / Indy Car / Auto Racing
Summer and Winter Olympics
Super Bowl
Wrestling

High School Sports

Follow High School Baseball
Follow High School Basketball
Follow High School Football
Follow High School Soccer