### Demographics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index</td>
<td>120</td>
<td>81</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>13-17</th>
<th>18-24</th>
<th>25-34</th>
<th>35-44</th>
<th>45-54</th>
<th>55-64</th>
<th>65+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index</td>
<td>89</td>
<td>80</td>
<td>91</td>
<td>107</td>
<td>110</td>
<td>116</td>
<td>114</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children in Household</th>
<th>No Kids</th>
<th>Has Kids</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index</td>
<td>94</td>
<td>106</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Household Income Level</th>
<th>$0-50k</th>
<th>$50-100k</th>
<th>$100-150k</th>
<th>$150k+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index</td>
<td>84</td>
<td>106</td>
<td>125</td>
<td>137</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education Level</th>
<th>No College</th>
<th>College</th>
<th>Grad School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index</td>
<td>78</td>
<td>107</td>
<td>150</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Caucasian</th>
<th>African American</th>
<th>Asian</th>
<th>Hispanic</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Index</td>
<td>96</td>
<td>97</td>
<td>203</td>
<td>87</td>
<td>111</td>
</tr>
</tbody>
</table>
### 30 Day

<table>
<thead>
<tr>
<th>Category</th>
<th>Unique Visitors</th>
<th>Visits</th>
<th>Visits Per Unique Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passers-by</td>
<td>22.3M (75.1%)</td>
<td>22.3M (48.2%)</td>
<td>1</td>
</tr>
<tr>
<td>Regulars</td>
<td>7.3M (24.6%)</td>
<td>20.2M (43.6%)</td>
<td>2.8</td>
</tr>
<tr>
<td>Fanatics</td>
<td>84.8K (0.3%)</td>
<td>3.8M (8.2%)</td>
<td>44.7</td>
</tr>
<tr>
<td>United States Total</td>
<td>29.7M (100.0%)</td>
<td>46.3M (100.0%)</td>
<td>1.6</td>
</tr>
</tbody>
</table>

### Shopping Interests

#### Owned Make

1. **Lexus**
   - Affinity: 3.22x
2. **BMW**
   - Affinity: 3.10x
3. **Lincoln**
   - Affinity: 3.03x
4. **Acura**
   - Affinity: 2.89x
5. **Volkswagen**
   - Affinity: 2.76x

#### In Market Make & Model

1. **Dodge Car**
   - Affinity: 2.64x
2. **Audi**
   - Affinity: 2.60x
3. **Mercedes-Benz**
   - Affinity: 2.42x
4. **Cadillac**
   - Affinity: 2.29x
5. **Ford Car**
   - Affinity: 2.11x

#### High Spenders

1. **Dealer Service**
   - Affinity: 1.33x
2. **Auto Service and Repair Shops**
   - Affinity: 0.94x
3. **Auto Insurance**
   - Affinity: 0.94x
4. **Car Washes**
   - Affinity: 0.84x

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Download links are shown in the image.
### Media Interests

#### GENRES & CATEGORIES

1. Sunday News/Political Talk
2. Science Programs
3. Late Night
4. Late Late Night

#### NETWORKS

1. Fox News
2. CNBC
3. CNN
4. HSN
5. ABC

#### SHOWS

1. Bering Sea Gold (Discovery Channel)
2. The Messy Truth with Van Jones (CNN)
3. The Good Fight (CBS)
4. Talking Dead (AMC)
5. The Curse of Oak Island (History Channel)

Powered by the Quantcast Audience Grid.
## Company Attributes

### Industry
1. Large ($100MM-$200MM)
2. XXLarge ($1B+)
3. Medium-Small ($10MM-$50MM)
4. XLarge ($200MM-$1B)
5. Small ($1MM-$10MM)

### Occupation

### Seniority

## Company Revenue

### Affinity
1. Large ($100MM-$200MM) - 1.18x
2. XXLarge ($1B+) - 1.02x
3. Medium-Small ($10MM-$50MM) - 1.01x
4. XLarge ($200MM-$1B) - 1.00x
5. Small ($1MM-$10MM) - 0.98x

## Company Size

### Affinity
1. XXLarge (10,000+ Employees) - 1.02x
2. Small (10 - 49 Employees) - 1.02x
3. Medium-Small (50 - 199 Employees) - 1.01x
4. Medium-Large (500 - 999 Employees) - 0.99x
5. Medium (200 - 499 Employees) - 0.98x

## INSTALL DATA

### Affinity
1. Hardware (Basic) - 1.68x
2. Vertical Markets - 1.60x
3. Communications Technologies - 1.59x
4. Enterprise Content - 1.12x
5. Customer Relationship Management - 1.03x

Powered by the Quantcast Audience Grid.
## Political Interests

<table>
<thead>
<tr>
<th>Political Affiliation</th>
<th>Index</th>
<th>Political Engagement</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Republican</td>
<td>88</td>
<td>Inactive</td>
<td>92</td>
</tr>
<tr>
<td>Democrat</td>
<td>117</td>
<td>Somewhat Active</td>
<td>104</td>
</tr>
<tr>
<td>Independent</td>
<td>95</td>
<td>Active</td>
<td>101</td>
</tr>
</tbody>
</table>

*US Average*