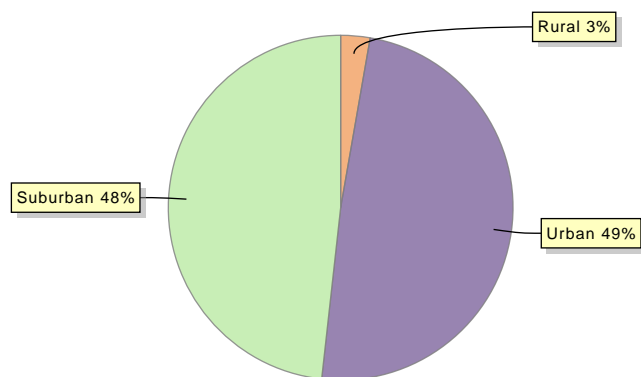


Activate Segment Summary

Total Households	16,573	Total Household Network IP's	33,146
Total People	40,438	Total Household Wifi IP's	11,807
Total Household Devices	23,738	Total Phones	7,706
Total Top Household Devices	0	Total Emails	53,889

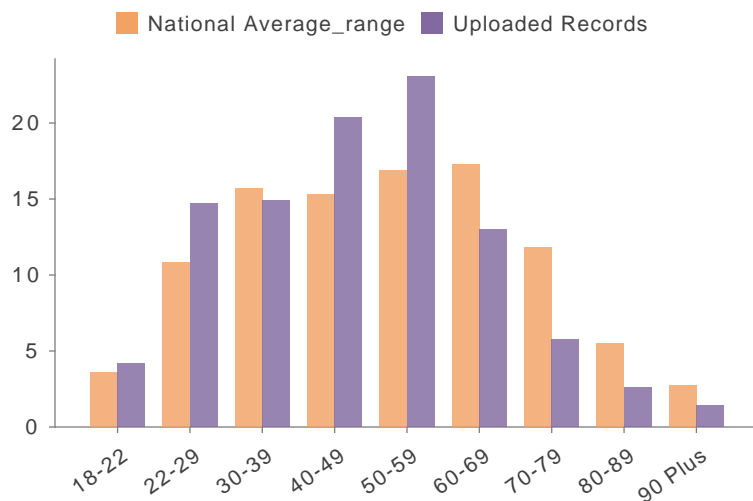
Location

Value	Match %	People
Urban	49.0%	19,724
Suburban	48.2%	19,412
Rural	2.7%	1,104



Age

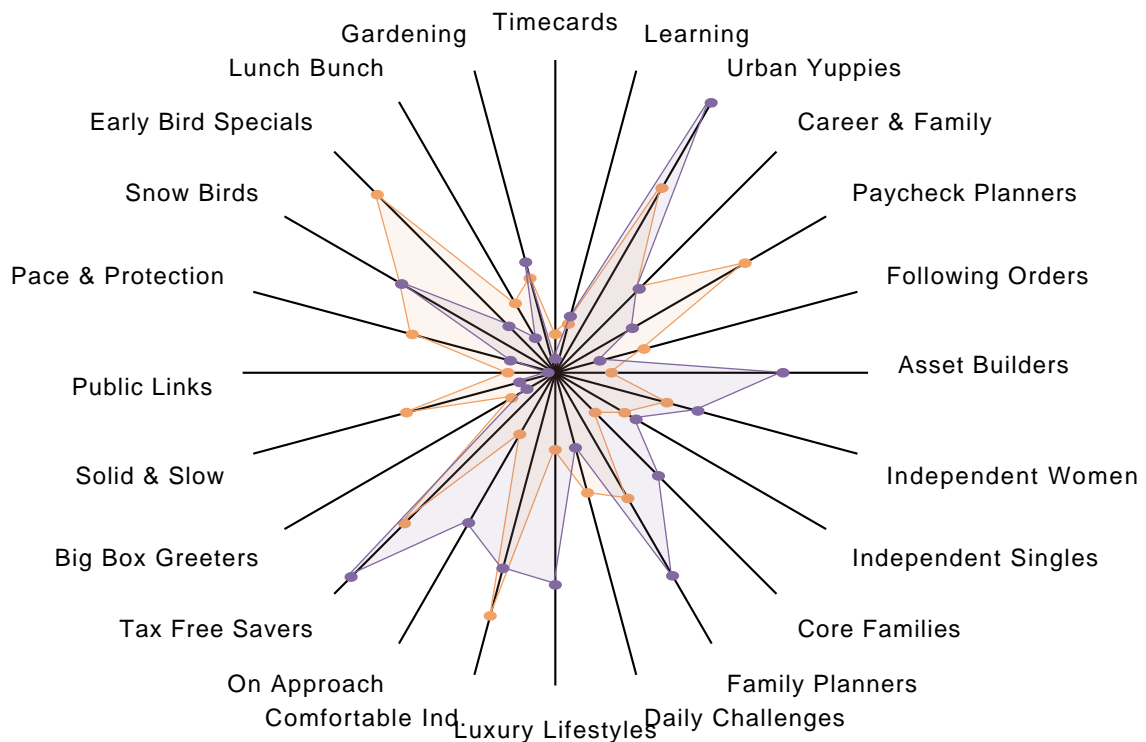
Value	Match %	+/- Avg	People
18-22	4.2%	0.6%	1,672
22-29	14.7%	3.9%	5,928
30-39	14.9%	-0.8%	6,000
40-49	20.3%	5.0%	8,186
50-59	23.1%	6.2%	9,279
60-69	13.0%	-4.3%	5,226
70-79	5.8%	-6.0%	2,317
80-89	2.6%	-2.9%	1,054
90 Plus	1.4%	-1.3%	573



Social Matrix

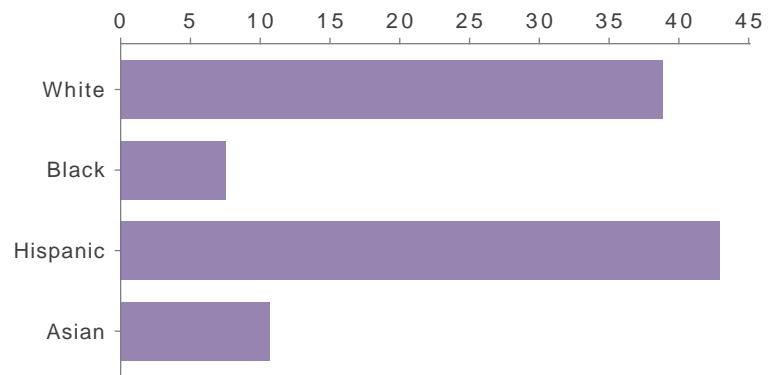
Value	Match %	+/- Avg	People	Value	Match %	+/- Avg	People
Timecards	0.5%	-0.8%	189	Luxury Lifestyles	7.2%	4.6%	2,882
Learning	2.0%	0.3%	791	Comfortable Ind.	6.8%	-1.7%	2,750
Urban Yuppies	10.5%	3.3%	4,234	On Approach	5.9%	3.5%	2,355
Career & Family	4.0%	0.0%	1,612	Tax Free Savers	9.8%	2.6%	3,923
Paycheck Planners	3.0%	-4.4%	1,209	Big Box Greeters	1.1%	-0.6%	444
Following Orders	1.6%	-1.5%	626	Solid & Slow	1.2%	-4.0%	502
Asset Builders	7.7%	5.8%	3,093	Public Links	0.2%	-1.4%	99
Independent Women	5.0%	1.1%	2,005	Pace & Protection	1.6%	-3.4%	631
Independent Singles	3.1%	0.4%	1,267	Snow Birds	6.0%	-0.0%	2,408
Core Families	4.9%	3.0%	1,981	Early Bird Specials	2.2%	-6.3%	891
Family Planners	7.9%	3.0%	3,185	Lunch Bunch	1.3%	-1.4%	541
Daily Challenges	2.6%	-1.6%	1,056	Gardening	3.9%	0.6%	1,553

● Uploaded Records ● National Average



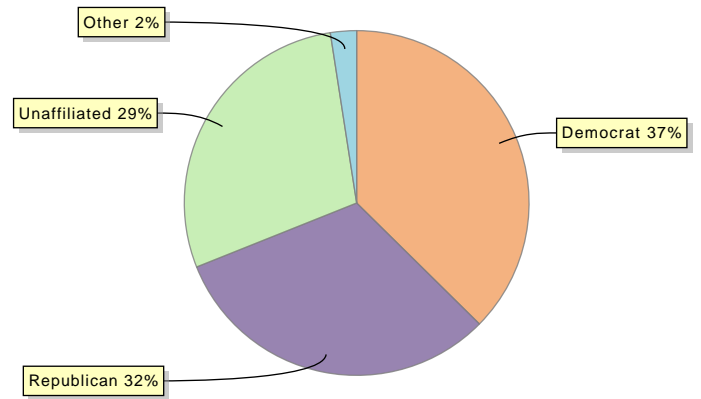
Ethnicity

Value	Match %	People
White	38.8%	15,624
Black	7.6%	3,039
Hispanic	43.0%	17,283
Asian	10.7%	4,292



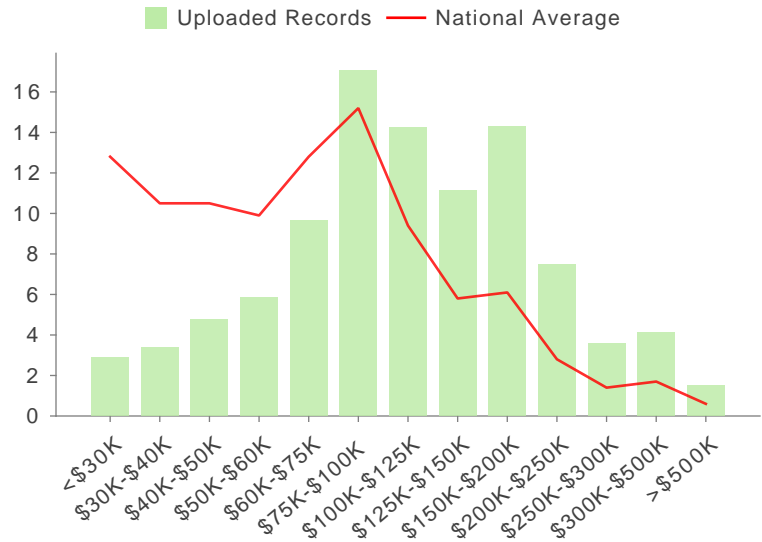
Political Party

Value	Match %	People
Democrat	37.4%	15,043
Republican	31.6%	12,701
Unaffiliated	28.6%	11,509
Other	2.4%	985



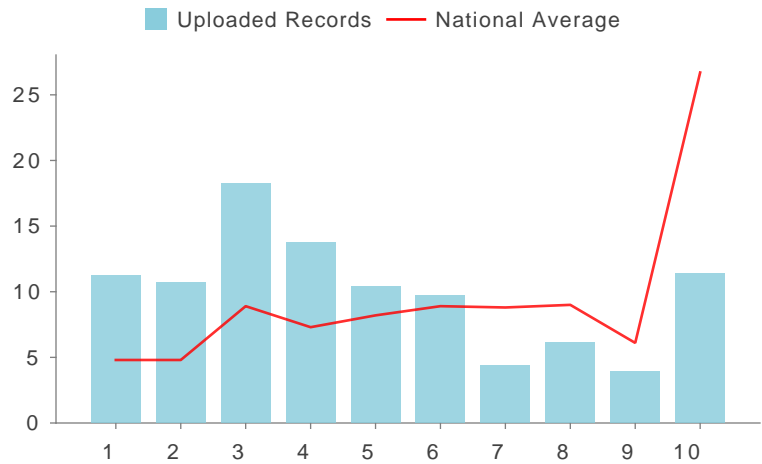
Income Range

Value	Match %	+/- Avg	People
<\$30K	2.9%	-9.9%	1,160
\$30K-\$40K	3.4%	-7.1%	1,359
\$40K-\$50K	4.8%	-5.7%	1,925
\$50K-\$60K	5.8%	-4.1%	2,345
\$60K-\$75K	9.7%	-3.1%	3,892
\$75K-\$100K	17.1%	1.9%	6,861
\$100K-\$125K	14.3%	4.9%	5,739
\$125K-\$150K	11.1%	5.3%	4,484
\$150K-\$200K	14.3%	8.2%	5,752
\$200K-\$250K	7.5%	4.7%	3,001
\$250K-\$300K	3.6%	2.2%	1,447
\$300K-\$500K	4.1%	2.4%	1,663
>\$500K	1.5%	0.9%	607



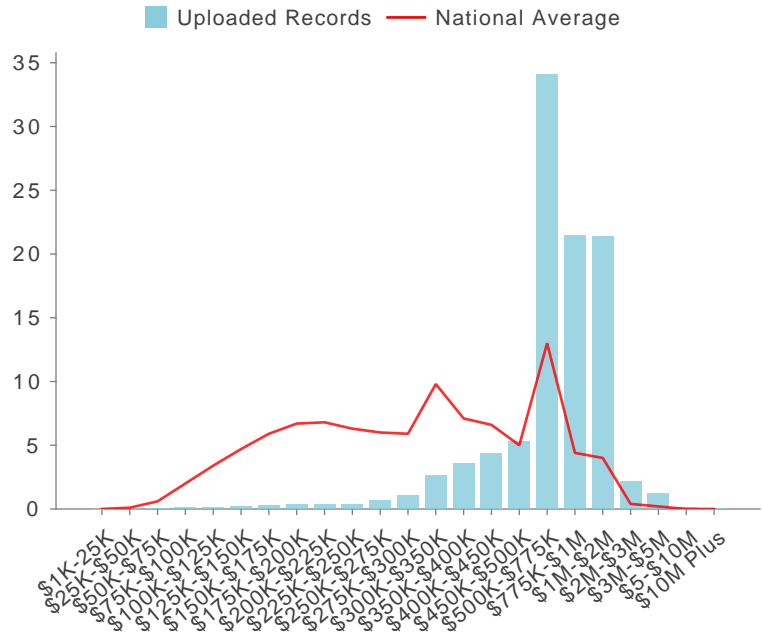
Charitable Contributions Decile

Value	Match %	+/- Avg	People
1	11.3%	6.5%	4,531
2	10.7%	5.9%	4,292
3	18.2%	9.3%	7,338
4	13.7%	6.4%	5,530
5	10.4%	2.2%	4,193
6	9.7%	0.8%	3,920
7	4.4%	-4.4%	1,761
8	6.2%	-2.8%	2,482
9	4.0%	-2.1%	1,590
10	11.4%	-15.3%	4,597



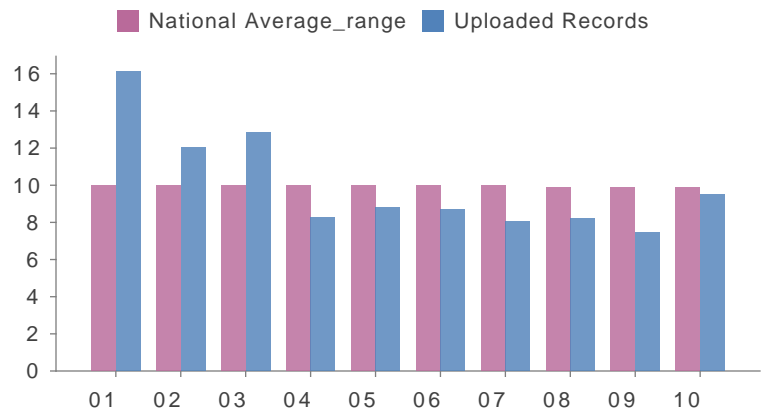
Home Value

Value	Match %	+/- Avg	People
\$1K-25K	0.0%	0.0%	0
\$25K-\$50K	0.0%	-0.1%	2
\$50K-\$75K	0.0%	-0.6%	16
\$75K-\$100K	0.1%	-1.9%	33
\$100K-\$125K	0.2%	-3.2%	63
\$125K-\$150K	0.2%	-4.5%	84
\$150K-\$175K	0.3%	-5.6%	114
\$175K-\$200K	0.4%	-6.3%	150
\$200K-\$225K	0.4%	-6.4%	148
\$225K-\$250K	0.4%	-5.9%	148
\$250K-\$275K	0.7%	-5.3%	269
\$275K-\$300K	1.1%	-4.8%	441
\$300K-\$350K	2.7%	-7.1%	1,073
\$350K-\$400K	3.6%	-3.5%	1,442
\$400K-\$450K	4.4%	-2.2%	1,750
\$450K-\$500K	5.3%	0.3%	2,115
\$500K-\$775K	34.1%	21.1%	13,706
\$775K-\$1M	21.5%	17.1%	8,633
\$1M-\$2M	21.4%	17.4%	8,591
\$2M-\$3M	2.2%	1.8%	881
\$3M-\$5M	1.3%	1.1%	505
\$5-\$10M	0.1%	0.1%	50
\$10M Plus	0.0%	0.0%	14



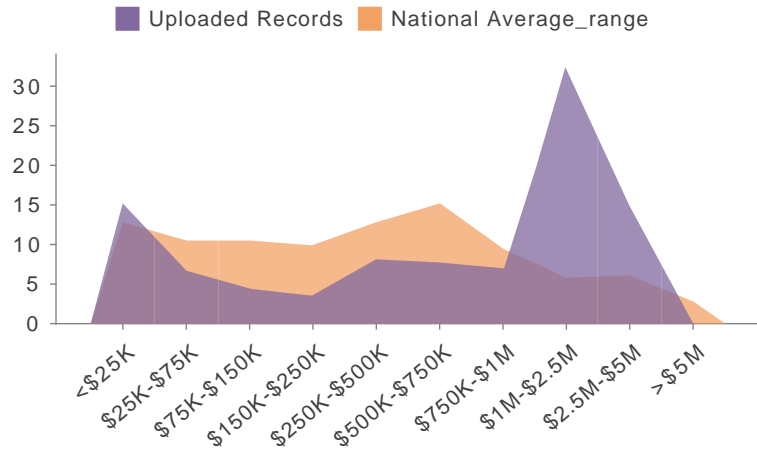
Discretionary Income Decile

Value	Match %	+/- Avg	People
01	16.1%	6.1%	6,491
02	12.0%	2.0%	4,833
03	12.8%	2.8%	5,166
04	8.3%	-1.7%	3,332
05	8.8%	-1.2%	3,547
06	8.7%	-1.3%	3,502
07	8.1%	-1.9%	3,244
08	8.2%	-1.7%	3,308
09	7.4%	-2.5%	2,995
10	9.5%	-0.4%	3,817



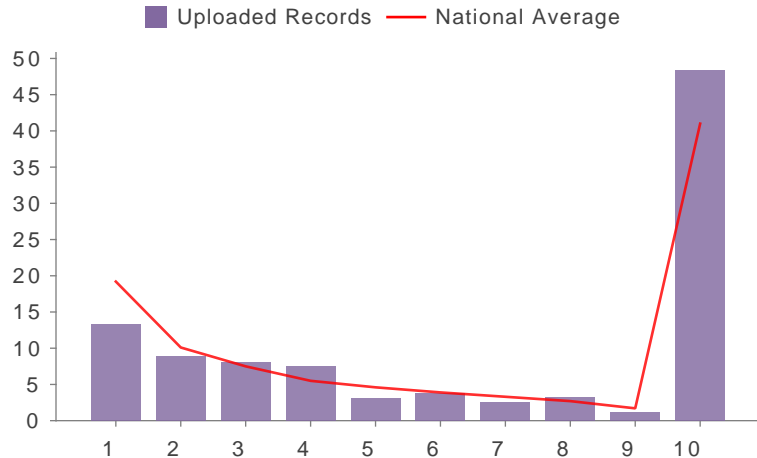
Net Worth

Value	Match %	+/- Avg	People
<\$25K	15.2%	2.4%	6,114
\$25K-\$75K	6.7%	-3.8%	2,684
\$75K-\$150K	4.4%	-6.1%	1,774
\$150K-\$250K	3.5%	-6.4%	1,427
\$250K-\$500K	8.1%	-4.7%	3,271
\$500K-\$750K	7.7%	-7.5%	3,109
\$750K-\$1M	7.0%	-2.4%	2,812
\$1M-\$2.5M	32.4%	26.6%	13,039
\$2.5M-\$5M	14.9%	8.8%	6,006
>\$5M	0.0%	-2.8%	0



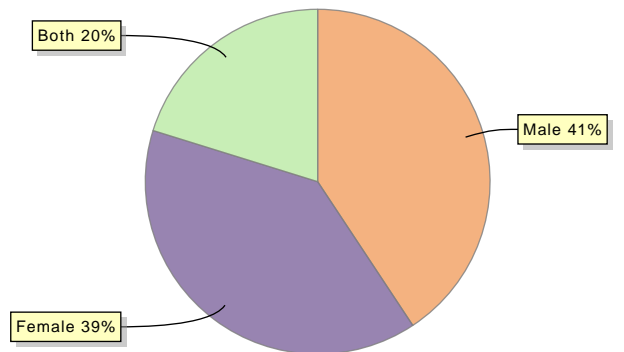
Invested Assets Decile

Value	Match %	+/- Avg	People
1	13.3%	-5.9%	5,356
2	8.8%	-1.3%	3,560
3	8.0%	0.5%	3,239
4	7.5%	2.0%	3,004
5	3.1%	-1.5%	1,261
6	3.9%	-0.0%	1,550
7	2.6%	-0.7%	1,026
8	3.3%	0.6%	1,314
9	1.1%	-0.6%	459
10	48.4%	7.4%	19,467



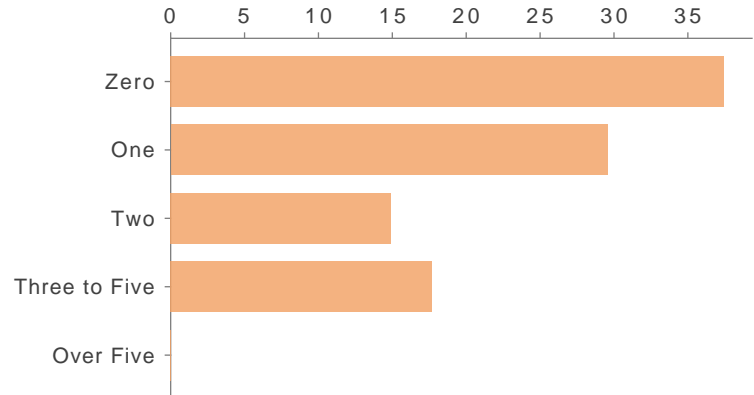
Genders Present

Value	Match %	People
Male	40.7%	16,375
Female	39.1%	15,733
Both	20.2%	8,130



Number of Children

Value	Match %	People
Zero	37.5%	15,076
One	29.6%	11,895
Two	14.9%	5,998
Three to Five	17.7%	7,124
Over Five	0.0%	0



Top Contextual Samples

Rank	Sites	People	Places	Organizations	Categories
1	heraldweekly.com	Trump	Hollywood	CNN	News and Politics-Elections
2	cnn.com	Donald Trump	New York	Senate	Sports-American Football
3	foxnews.com	Musk	Los Angeles	White House	Pop Culture-Celebrity Deaths
4	nypost.com	Tic Tac	Arizona	Disney	Shopping-Lotteries and Scratchcards
5	people.com	Tom Brady	United States	NFL	Personal Finance-Stocks and Bonds
6	the-sun.com	Rei Kawakubo	Russia	Congress	News and Politics-Politics
7	newsweek.com	Dave	England	Amazon	News and Politics-Weather
8	dailydot.com	Shutterstock	Georgia	NBC	Music and Audio-Music and Audio
9	si.com	Locklear	China	Dodgers	Movies-Movies
10	nytimes.com	Heisser	Nevada	Reuters	News and Politics-Crime