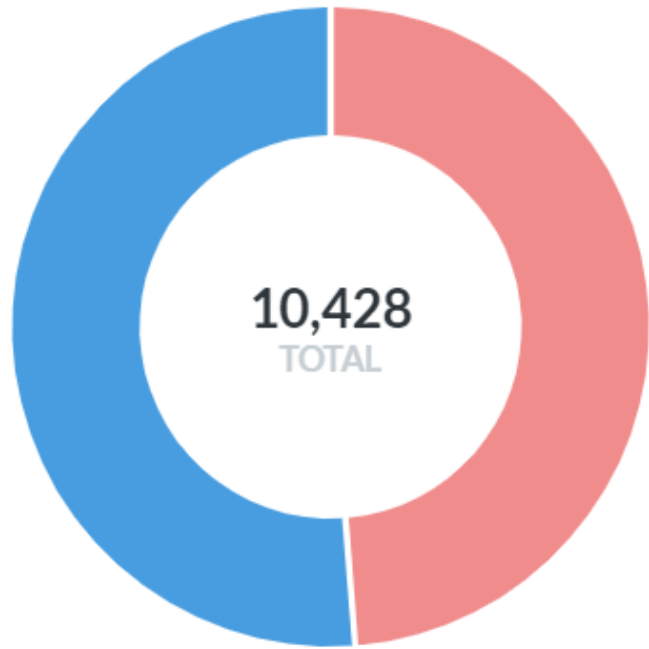
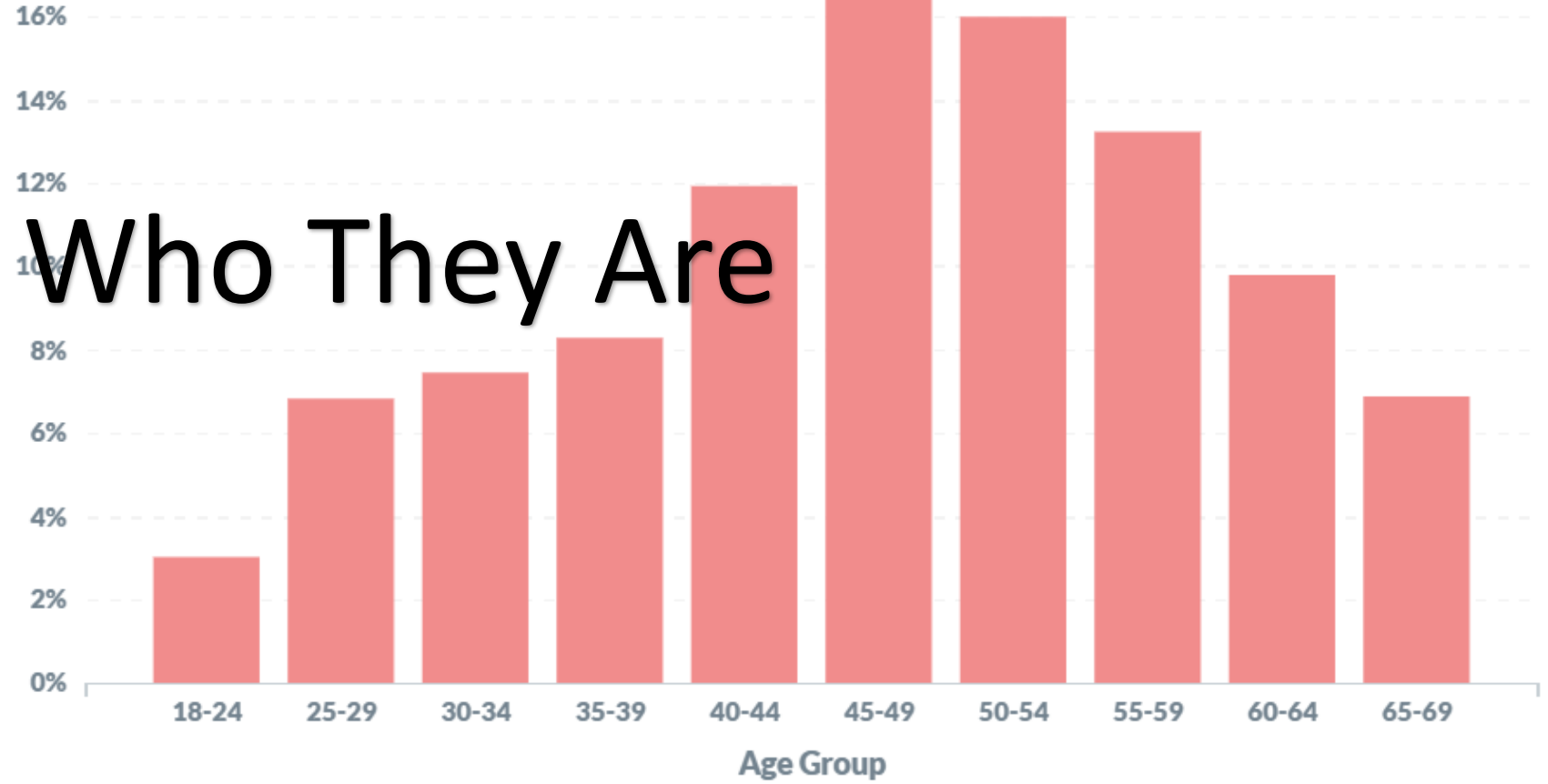


Gender



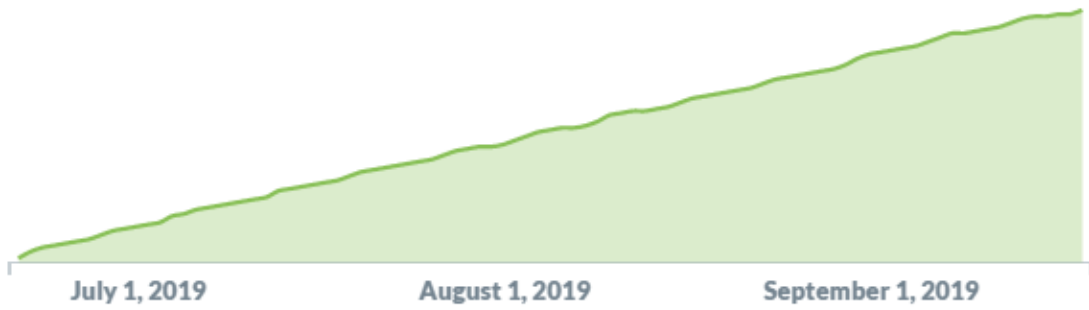
● Female ● Male

Age



# Who They Are

Cumulative Visits by Day



**6,548**

Unique Devices

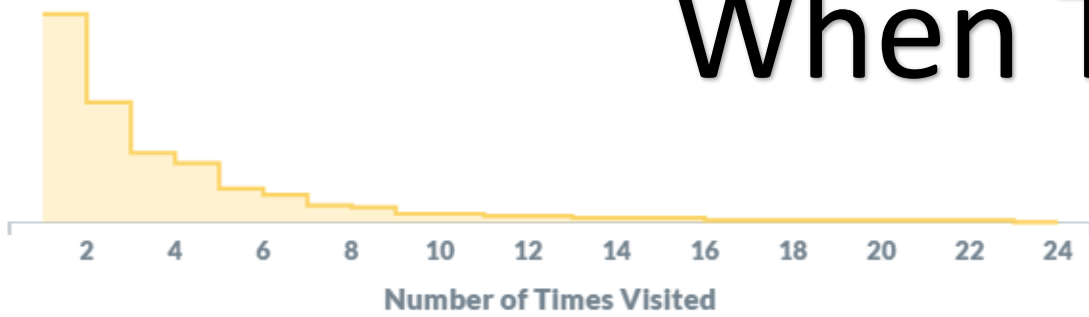
**11,043**

Total Visits

**1**

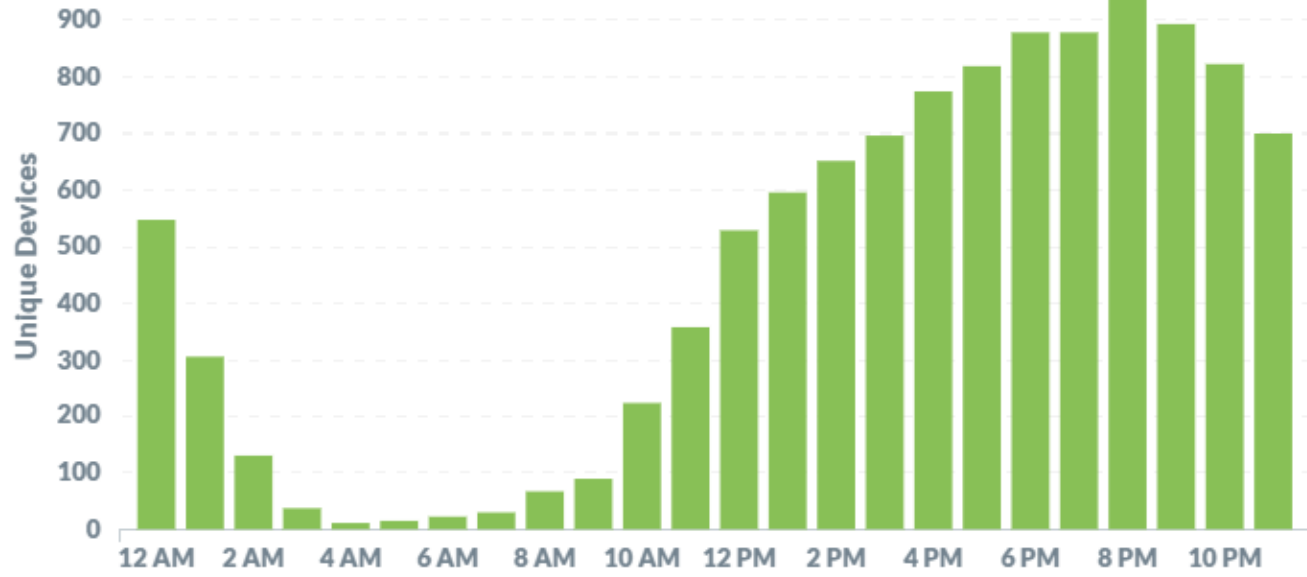
Locations

Visitor Frequency

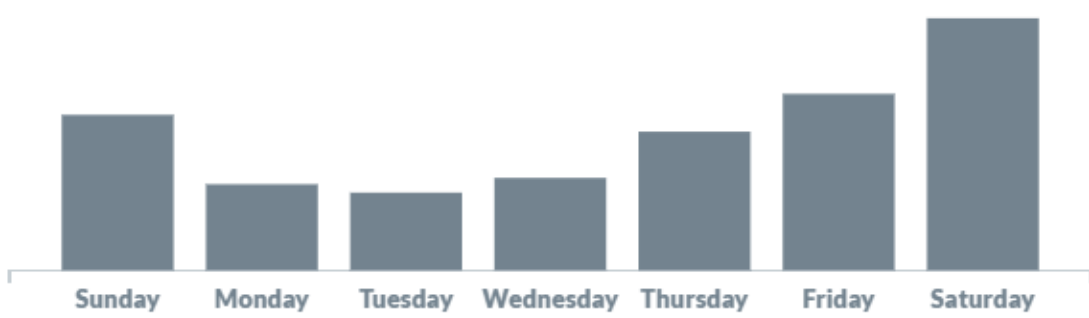


# When They Visited

Visits by Hour of Day



Visits by Weekday

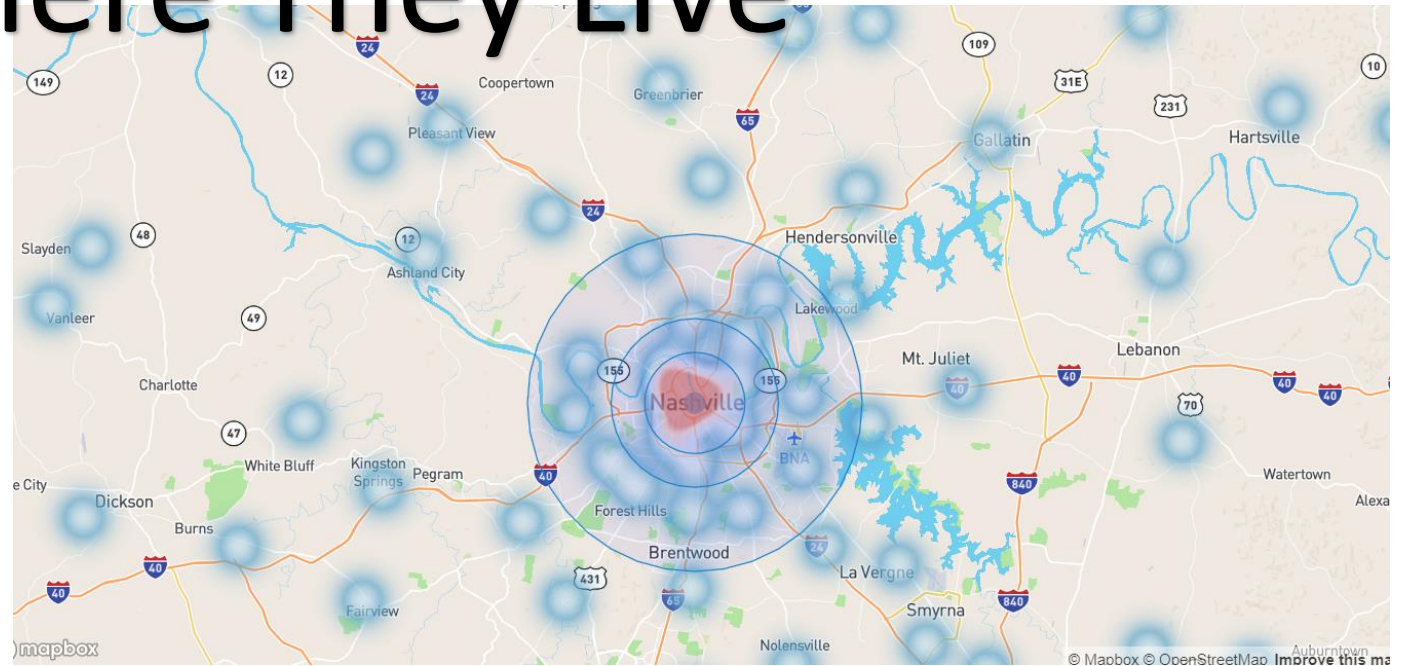
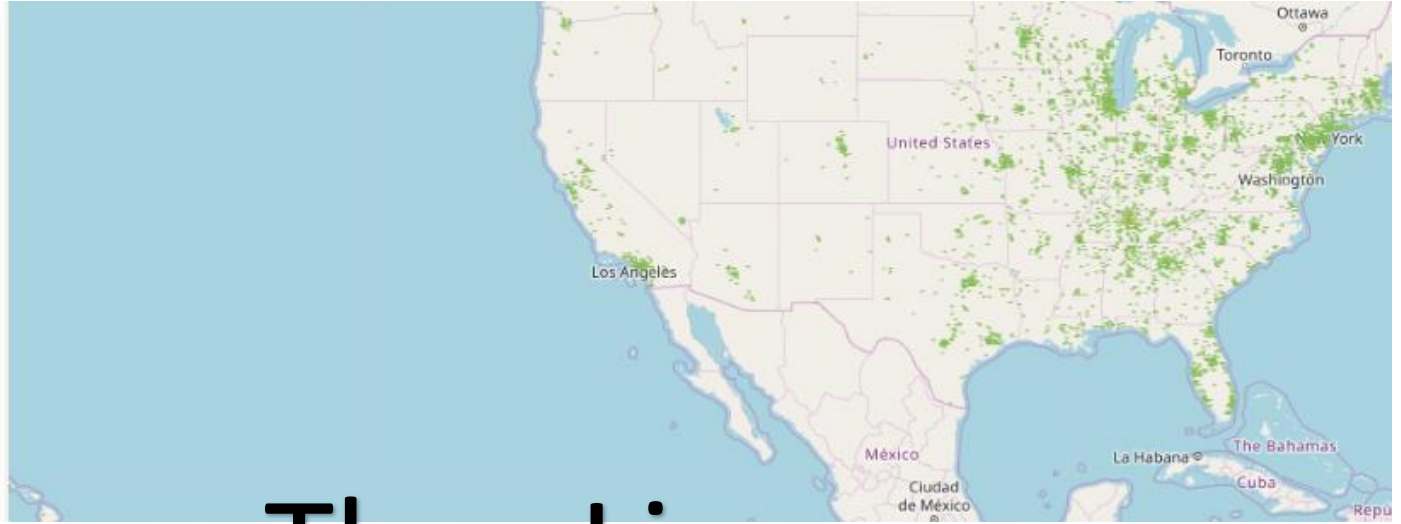


Visits by State of Residence

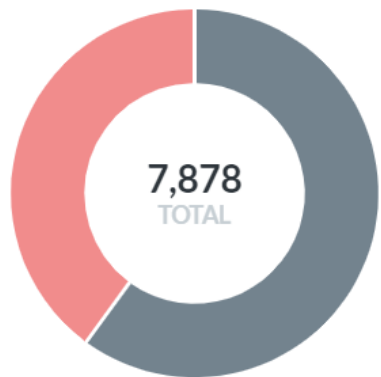


# Where They Live

Zip Code



Marital Status



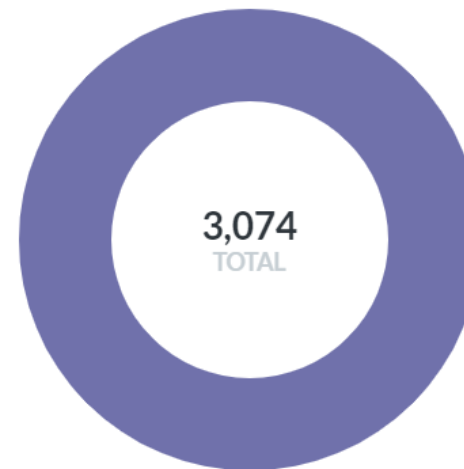
● Not married ● Married

**919**  
Seniors Present in Household

**261**  
Veterans Present in Household

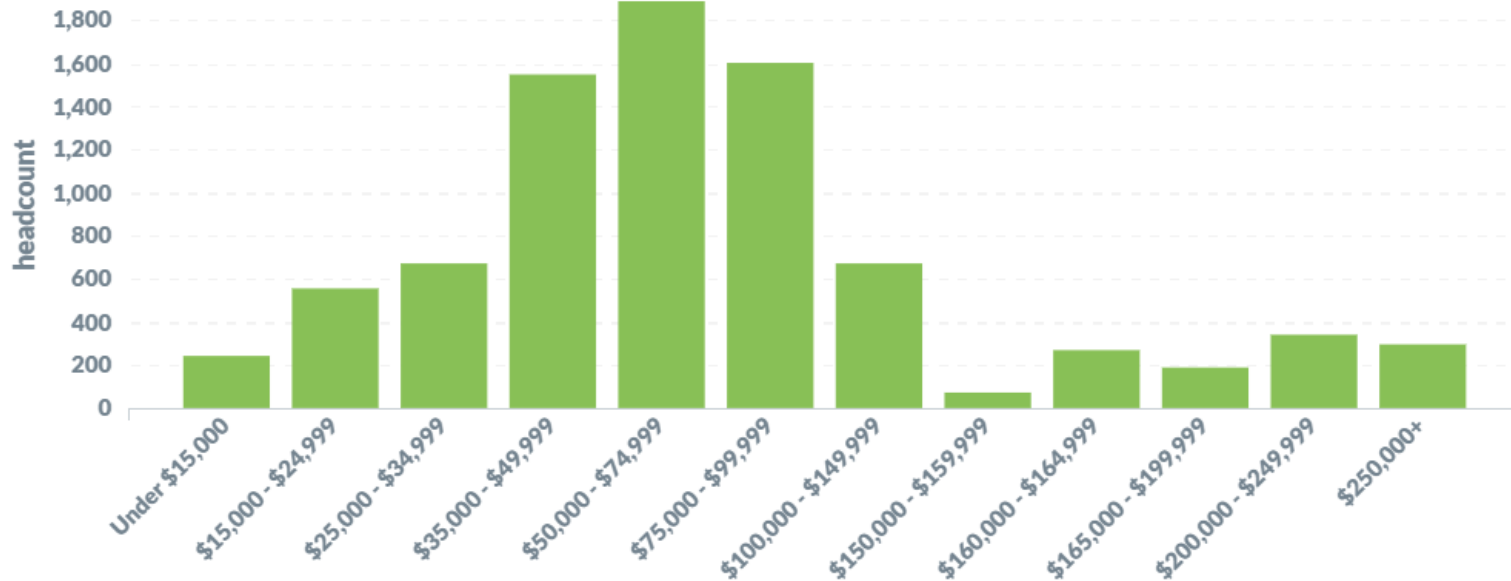
Presence of Children

● One or more child... 100%

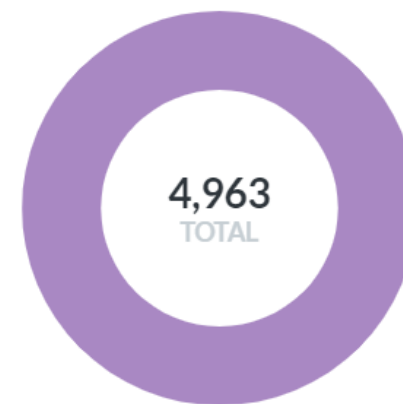


# Their Household

Household Income



Home Ownership



● Home owner

# Lifestyle

Interests			Media Usage		
Category	headcount		Category	headcount	
Children Interests	3,835		Computers	3,921	
Travel	3,829		Avid Music Listener	2,404	
Home Furnishings And Decor	3,098		Music Home Stereo	1,850	
Home Improvement Grouping	3,035		Music Player	1,748	
Auto Work	2,942		Movie Collector	1,563	
Crafts	2,700		Music Collector	1,418	
Cooking Gourmet	2,669		TV/Cable	1,416	
Cooking General	2,665		Gaming	1,403	
Working Women	2,554		Dvds	1,348	
Domestic Travel	2,535		Videos Games	1,345	
Collectibles Sports And Memorabilia	2,477		Theater Performing Arts	616	
Dog Owner	2,395		TV/Movies Watcher	132	
Sweepstakes/Contests	2,355		Computer Games	78	

What They Like