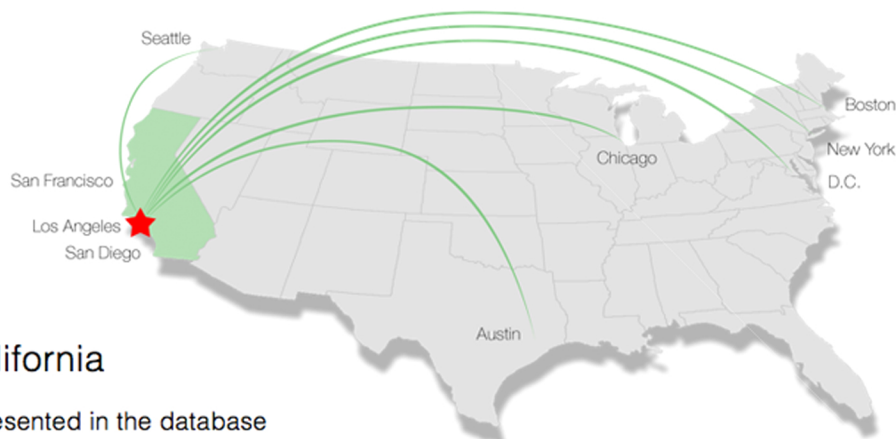
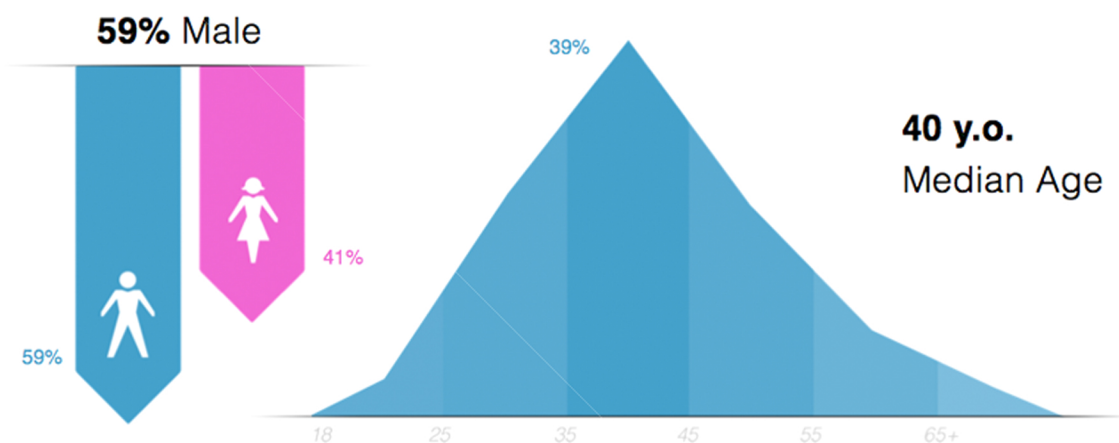


# Audience Insights

Prepared by AccessFuel (Demo)

[www.accessfuel.com](http://www.accessfuel.com)



## 59.7% from California

- ✓ All 50 states represented in the database
- ✓ Over 100 foreign states/provinces, including those in Canada, Australia, India, etc

## TOP 10 States

- |                  |               |
|------------------|---------------|
| 1. California    | 6. New Jersey |
| 2. New York      | 7. Illinois   |
| 3. Texas         | 8. Florida    |
| 4. Massachusetts | 9. Oregon     |
| 5. Washington    | 10. Colorado  |

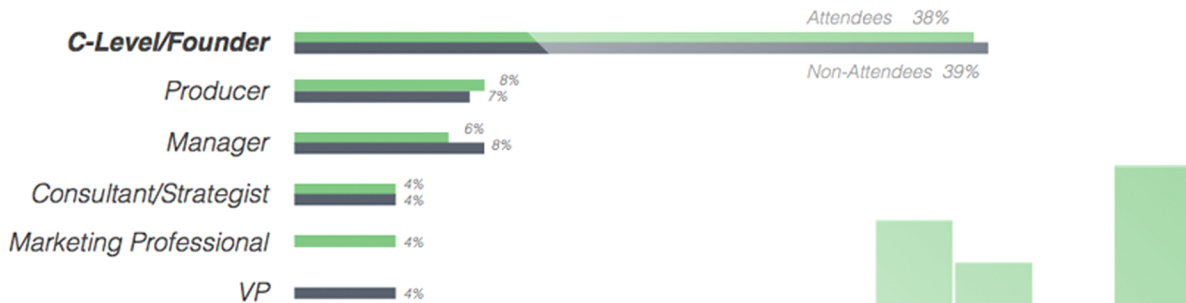
## TOP 10 Foreign Cities

- |               |              |
|---------------|--------------|
| 1. London     | 6. Amsterdam |
| 2. Toronto    | 7. Melbourne |
| 3. Vancouver  | 8. Prague    |
| 4. Bratislava | 9. Paris     |
| 5. Sydney     | 10. Norwich  |



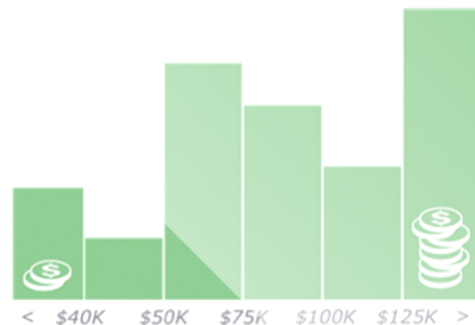
## Occupation: 1 of 3 is C-level executive or Founder

(both among attendees and subscribers)



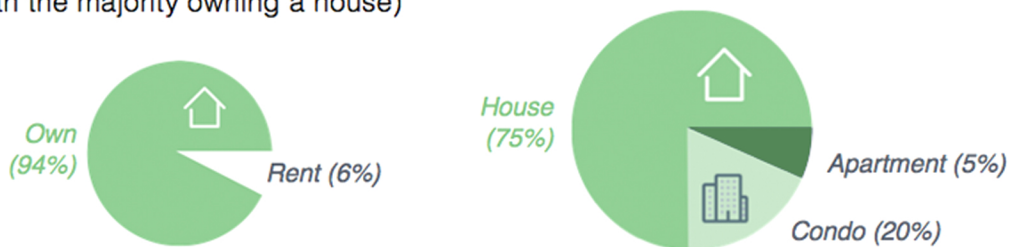
## Income:

1 of 3 earns more than \$100K



## Home: Estimated 94% of attendees own their home

(with the majority owning a house)



## Cars: Most attendees have 1 vehicle.

(most popular are luxury vehicles and SUVs)

