



Minority Report

Hispanic

4.0%

Asian American

4.0%

African American

4.0%

Other

75.0%

Over / Under Index

Hispanic

-25

Asian American

-60

African American

-10

Other

25

Education

Education

Some High Sch.

0.01

In High School

0.01

High School G.

0.25

Some College

0.05

In College

0.01

College Grad.

0.45

Some Grad St.

0.01

In Grad School

0.01

Master Degree

0.01

Professional...

0.01

Doctorate De...

0.01

Over / Under Index

Some High Sch.

-10

In High School

-10

High School G.

0

Some College

25

In College

25

College Grad.

0

Some Grad St.

-10

In Grad School

-10

Master Degree

-10

Professional...

-25

Doctorate De...

-25

Relationships

Relationships

Single

0.35

In a Relationship

0.25

Married

0.45

Engaged

0.05

In a Civil Union

0.01

In a Domestic...

0.01

In an Open R...

0.01

Separated

0.01

Divorced

0.01

Widowed

0.01

Over / Under Index

Single

-10

In a Relationship

10

Married

25

Engaged

10

In a Civil Union

10

In a Domestic...

25

In an Open R...

-25

Separated

40

Divorced

40

Widowed

0

Sexuality

Sexuality

Straight Men

0.45

Straight Women

0.45

Gay Men

0.01

Gay Women

0.01

Bisexual Men

0.01

Bisexual Women

0.01

Over / Under Index

Straight Men

-10

Straight Women

10

Gay Men

20

Gay Women

10

Bisexual Men

-10

Bisexual Women

80

Home Ownership

Renters

32.5%

Homeowners

67.5%

Over / Under Index

Renters

-20

Homeowners

-10

Parents

Parents

Parents

0.3

Not Parents

0.7

Over / Under Index

Parents

-40

Not Parents

-10

Politics

Politics

Very Liberal

0.1

Liberal

0.25

Moderate

0.35

Conservative

0.2

Very Conserv...

0.05

Over / Under Index

Very Liberal

-10

Liberal

0

Moderate

25

Conservative

-10

Very Conserv...

-50

OS

iOS

38.3%

Android

61.7%

Over / Under Index

iOS

-20

Android

20

Buyer Profiles

Buyer Profiles

Coupon Users

0.24

Office

0.18

Fashionistas

0.05

Gamers

0.05

Healthy and Fit

0.15

Foodies

0.15

Outdoor enthu...

0.18

Gadget enthu...

0.05

Trendy home...

0.05

Sportsmen

0.18

Green living

0.18

Over / Under Index

Coupon Users

5

Office

5

Fashionistas

-40

Gamers

5

Healthy and Fit

5

Foodies

5

Outdoor enthu...

10

Gadget enthu...

10

Trendy home...

-40

Sportsmen

15

Green living

10

Store Type

Store Type

Low-end depa...

0.05

High-end retail

0.15

Department st.

0.15

Luxury Store

0.45

Grocery and fl...

0.05

Gift shops

0.05

Over / Under Index

Low-end depa...

5

High-end retail

5

Department st.

10

Luxury Store

30

Grocery and fl...

-10

Gift shops

-10

Travel Profiles

Travel Profiles

Frequent trav...

0.3

Frequent flyers

0.01

Business tra...

0.01

Commuters

0.15

International T...

0.05

Domestic Travel

0.15

Cruises

0.15

Family vacatio...

0.05

Timeshares

0.01

Leisure travel...

0.15

Over / Under Index

Frequent trav...

-15

Frequent flyers

-10

Business tra...

-10

Commuters

25

International T...

0

Domestic Travel

10

Cruises

10

Family vacatio...

10

Timeshares

0

Leisure travel...

35

Entertainment Profiles

Entertainment Profiles

Video Games

0.15

Live events

0.15

Movies

0.18

Music

0.18

Reading

0.18

TV

0.15

Over / Under Index

Video Games

10

Live events

20

Movies

0

Music

-10

Reading

-10

TV

10

Fitness Profiles

Fitness Profiles

Bodybuilding

0.15

Dieting

0.15

Meditation

0.18

Exercise

0.25

Running

0.15

Yoga

0.18

Over / Under Index

Bodybuilding

10

Dieting

-10

Meditation

25

Exercise

-10

Running

-10

Yoga

0

Food & Drink Profiles

Food & Drink Profiles

Beer

0.18

Distilled Spirits

0.15

Wine

0.15

Coffee

0.18

Cooking

0.18

Vegetarian

0.05

Vegan

0.15

Fast Food

0.15

Organic Food

0.15

Over / Under Index

Beer

10

Distilled Spirits

25

Wine

0

Coffee

10

Cooking

-10

Vegetarian

0

Vegan

25

Fast Food

10

Organic Food

0

Sports Profiles

Sports Profiles

Football

0.2

Soccer

0.18

Baseball

0.15

Basketball

0.15

Golf

0.05

Skating

0.05

Swimming

0.05

Mixed Martial...

0.05

Auto Racing

0.15

Over / Under Index

Football

-5

Soccer

-5

Baseball

-5

Basketball

-5

Golf

10

Skating

10

Swimming

10

Mixed Martial...

60

Auto Racing

10