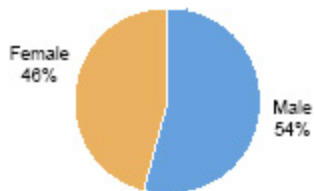


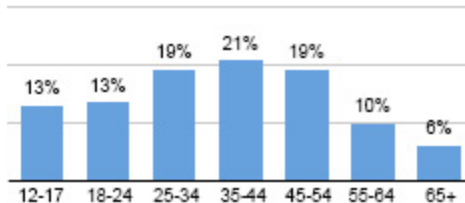
Monthly Digital Video Viewers Gas Station

Demographic Profile

Sex



Age

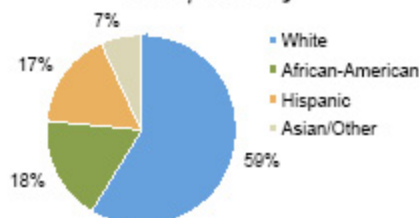


Household Income



Based on 73% of sample aged 18 or older who provided an income level.

Race/Ethnicity



Education

4-year College Degree or Higher **46%**

Based on respondents aged 18 or older.

Household Composition

Have Children Under Age 18 Living at Home **50%**

Based on respondents aged 18 or older.

National Average Index

Men	Women	Age 12-24	Age 18-49	Age 25-54	Income \$50K+	Income \$100K+	College Degree or Higher	Children in Household
110	90	120	120	117	121	155	114	144



Gas stations deliver a high concentration of:

- Affluent consumers
- People with children living in the household

The audience skews:

- Male
- Educated