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KABC-TV Los Angeles

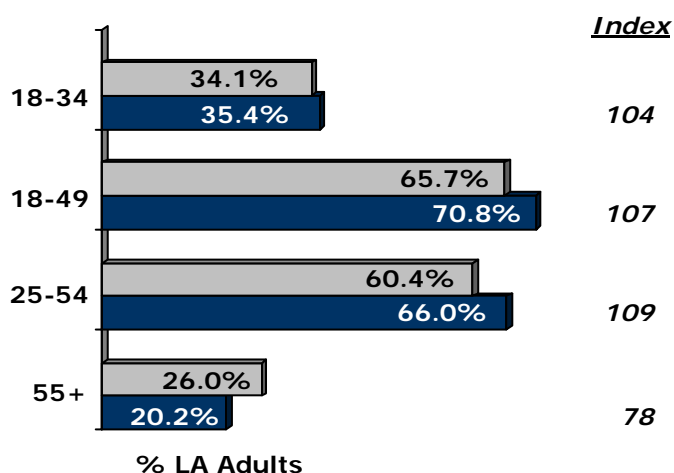
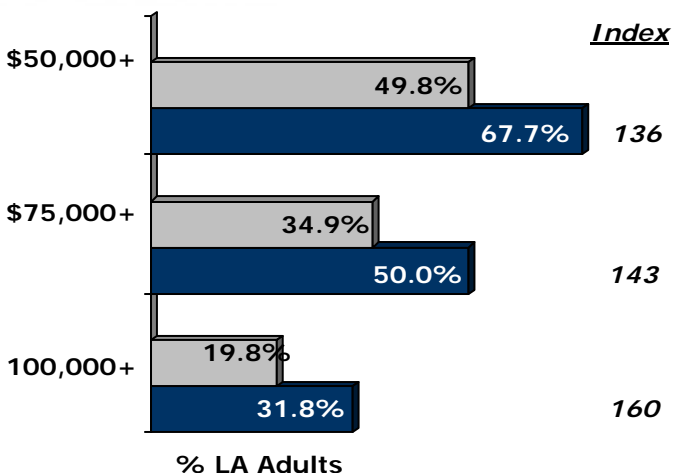
AUDIENCE PROFILE

■ Total

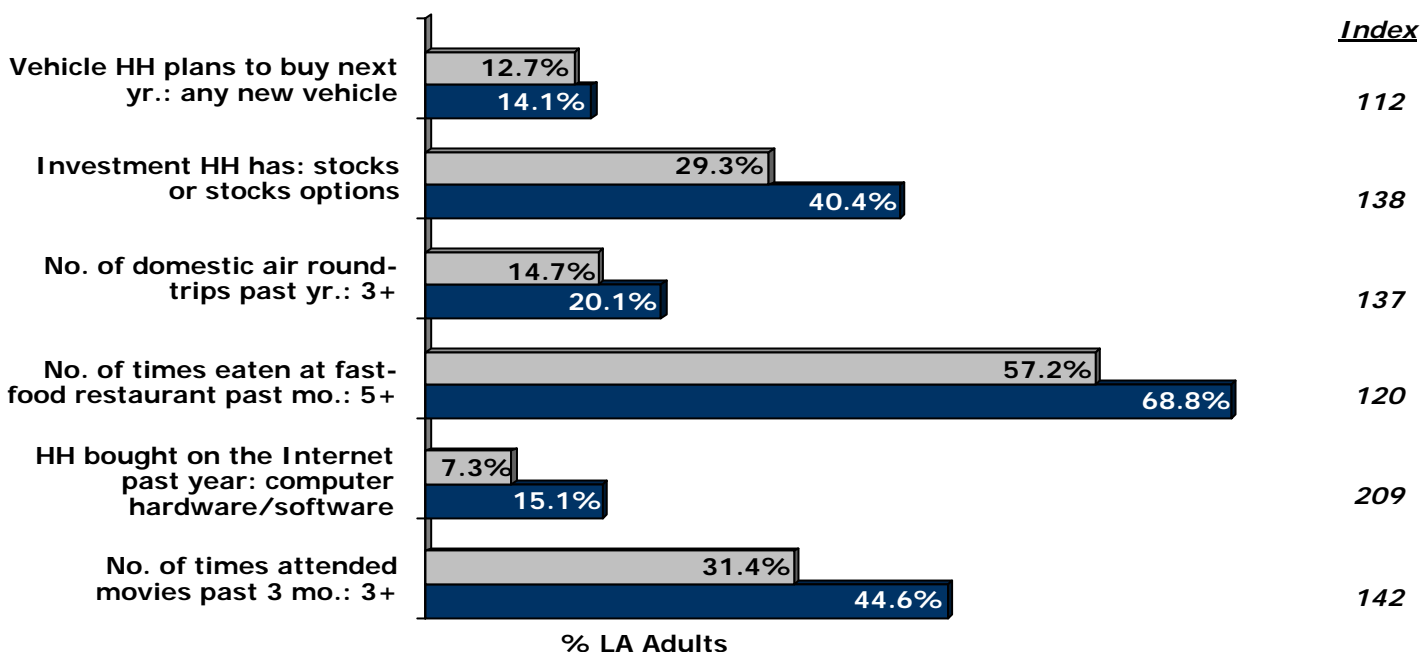
■ Visited abc7.com in past month

Household Income (annual)

Age



Delivers High Concentrations of Prospects for Key Categories



How to read: 12.7% of LA adults live in households that plan to buy a new vehicle next year. 14.1% of LA adults who visited abc7.com in the past month live in households that plan to buy a new vehicle next year. Therefore, LA adults that visited abc7.com in the past month are 12% more likely to live in households that plan to buy a new vehicle next year compared to the average LA adult.