



<http://www.7online.com>

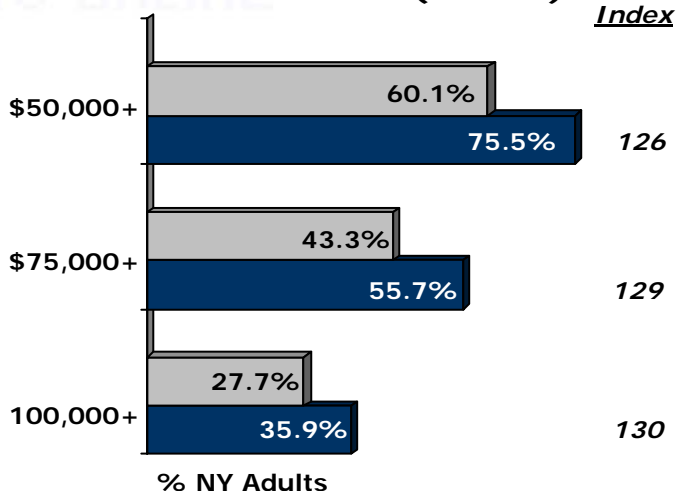
WABC-TV New York

AUDIENCE PROFILE

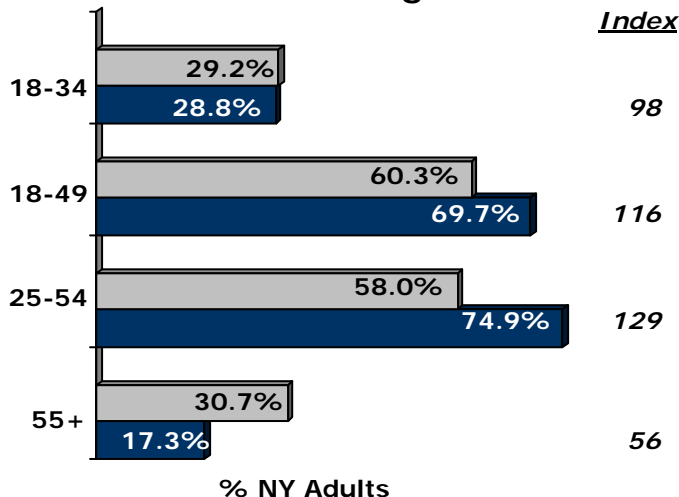
■ Total

■ Visited 7online.com in past month

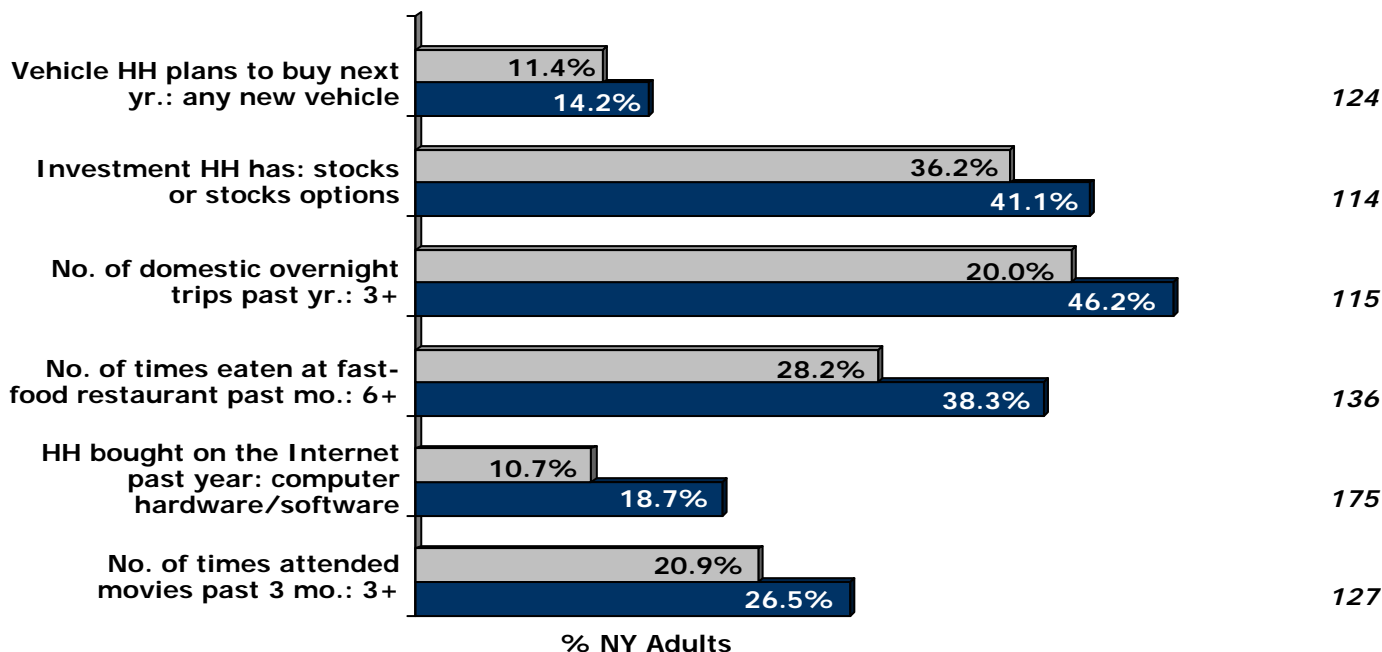
Household Income (annual)



Age



Delivers High Concentrations of Prospects for Key Categories



How to read: 11.4% of NY adults live in households that plan to buy a new vehicle next year. 14.2% of NY adults who visited 7online.com in the past month live in households that plan to buy a new vehicle next year. Therefore, NY adults that visited 7online.com in the past month are 24% more likely to live in households that plan to buy a new vehicle next year compared to the average NY adult.