

CLIENT AUDIENCE VALIDATION

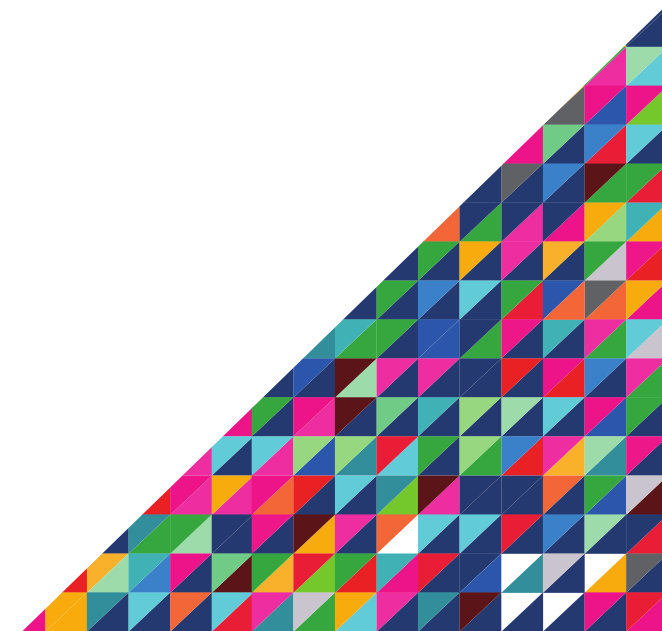
Audience Sizing

Client All: 1,949,350

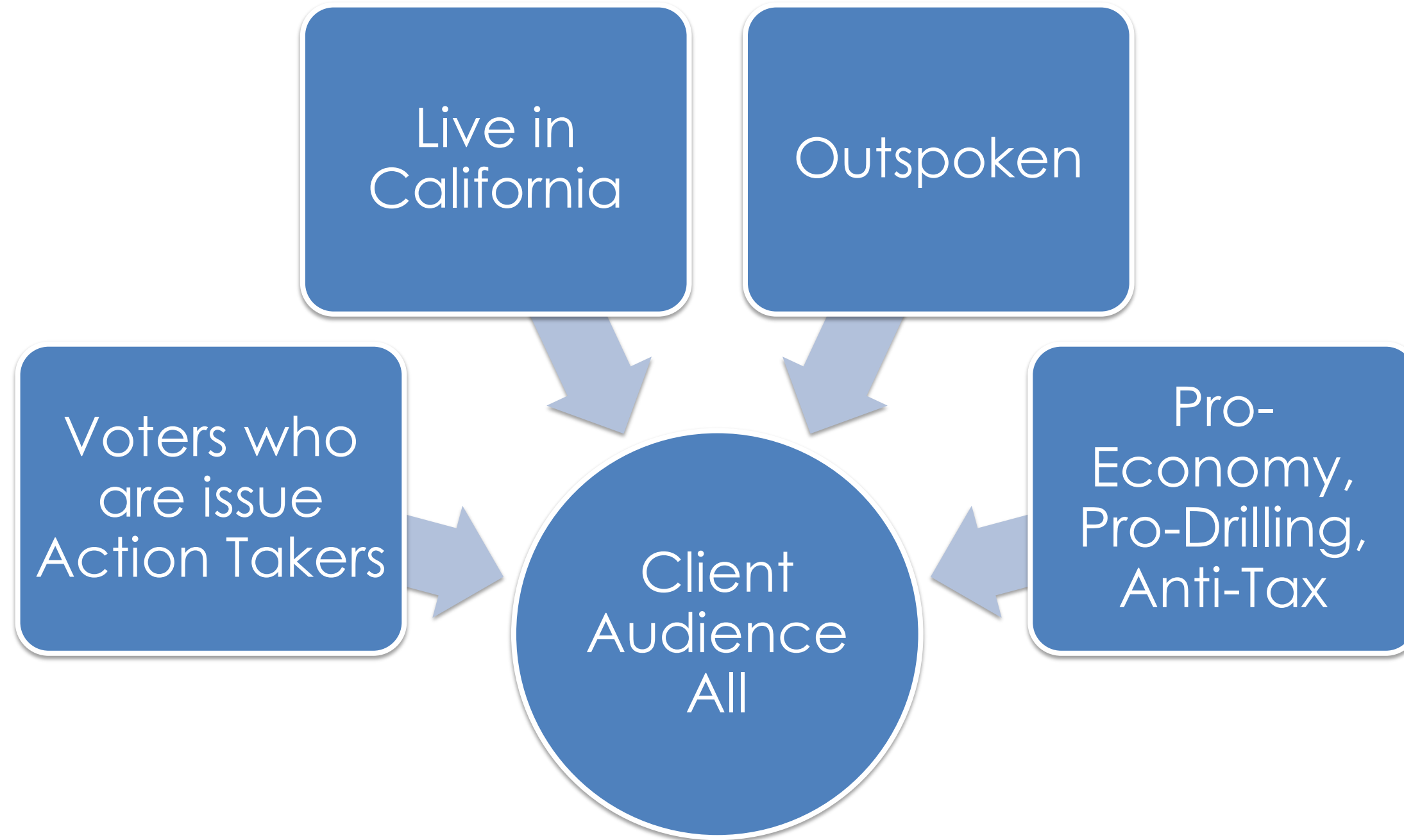
Liberal: 776,307

Conservative: 569,070

DTS: 692,455



Client Audience – All



Audience Size: 1,949,350

Above average Adult segments living in California that are scaled to be outspoken, supportive of Client issues and civically active

Client Audience – ALL

Validation Insights: Advocacy

Measure	Index
WROTE OR E-MAILED A PUBLIC OFFICIAL DURING PAST YEAR	368
POTENTIAL TO BE PUBLICALLY OR CIVICALLY INFLUENTIAL	408
WRITTEN OR CALLED ANY POLITICIAN AT THE STATE, LOCAL, OR NATIONAL LEVEL	404
TOOK AN ACTIVE ROLE IN A CIVIL, SOCIAL, OR POLITICAL ISSUE DURING PAST YEAR	431
ATTENDED A POLITICAL RALLY, SPEECH, OR ORGANIZED PROTEST OF ANY KIND	389

Example: *These Adults are 268% more likely than average adult in California to write or email a public official during the past year,*

Client Audience – ALL

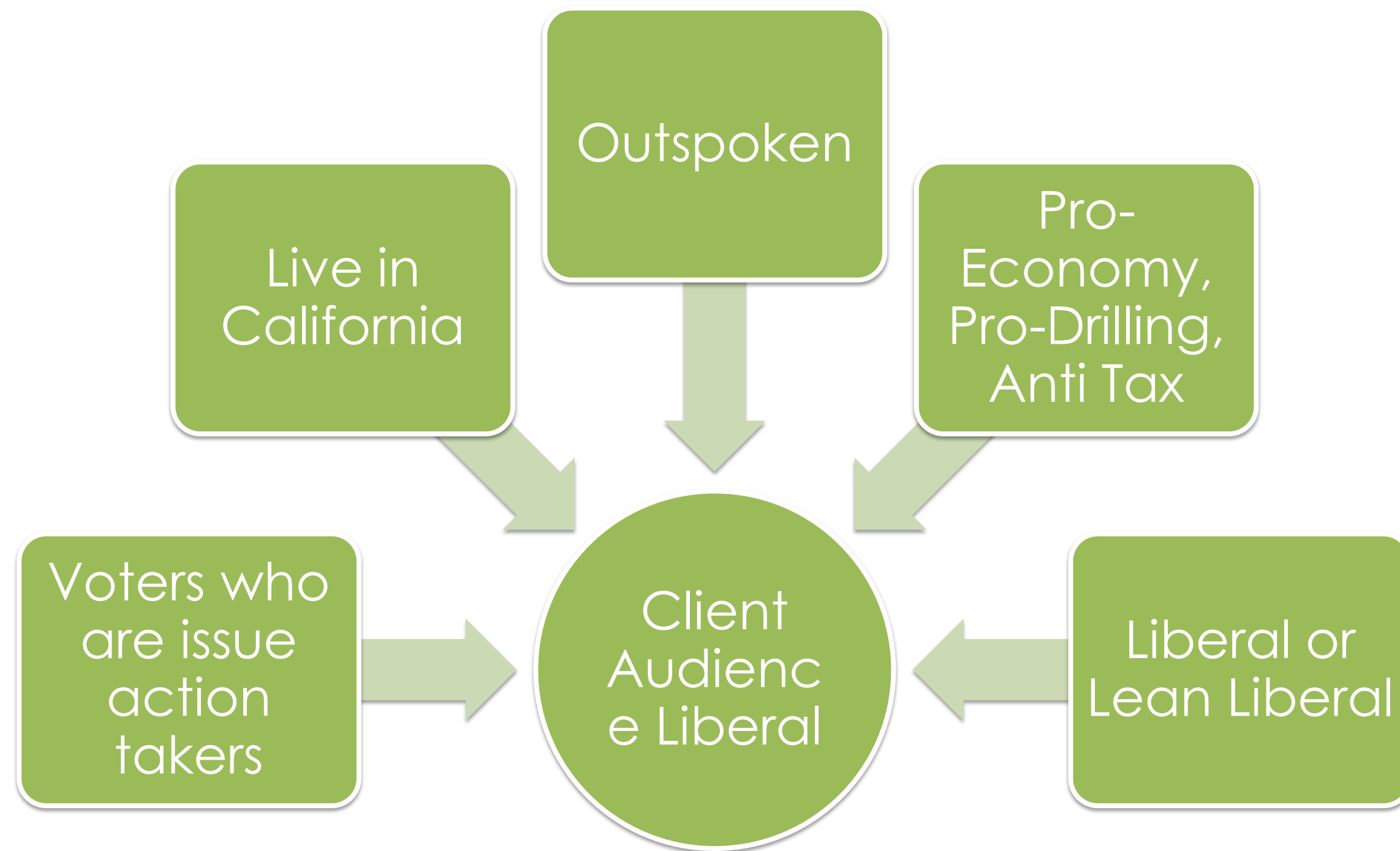
Validation Insights: Personality

Measure	Index
IT IS MORE IMPORTANT TO DO YOUR DUTY THAN LIVE FOR YOUR OWN ENJOYMENT	139
I ENJOY ENTERTAINING PEOPLE IN MY HOME	133
HOW I SPEND MY TIME IS MUCH MORE IMPORTANT THAN HOW MUCH MONEY I MAKE	132
CONSIDER THEMSELVES AMICABLE, AMIABLE, AFFABLE AND BENEVOLENT	148

Example: *These Adults are 39% more likely than average adult in California to believe that it is more important to do their duty than to live for their own enjoyment.*



Client Audience - Liberal



Audience Size: 776,307

Above average Adult segments living in California that are scaled to be outspoken, civically active and lean liberal

Client Audience – Liberal

Validation Insights: Advocacy

Measure	Index
HAVE BEEN AN ACTIVE MEMBER OF ANY GROUP THAT TRIES TO INFLUENCE PUBLIC POLICY OR GOVERNMENT	534
ATTENDED A POLITICAL RALLY, SPEECH, OR ORGANIZED PROTEST OF ANY KIND	519
GAVE A SPEECH OR ADDRESSED A PUBLIC MEETING DURING PAST YEAR	338
PARTICIPATED IN ENVIRONMENTAL GROUPS OR CAUSES	527
SIGNED A PUBLIC OR CIVIC PETITION	541

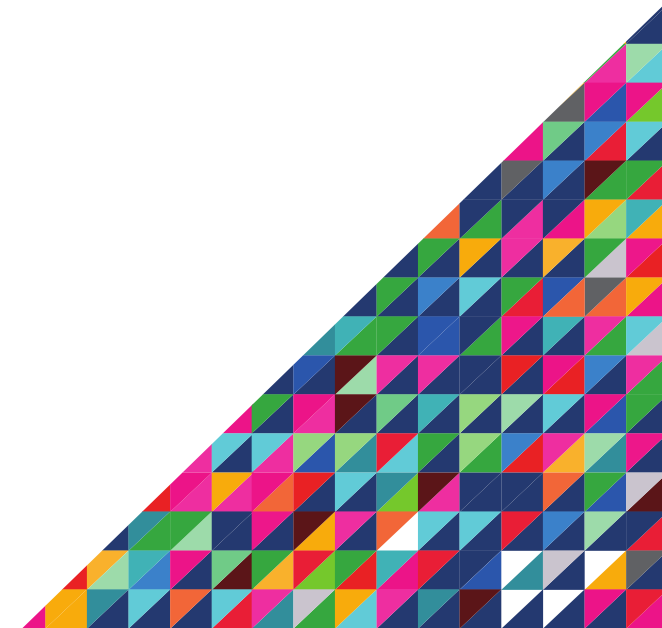
Example: *These Adults are 419% more likely than average adult in California to attend a political rally, speech or organized protest.*

Client Audience – Liberal

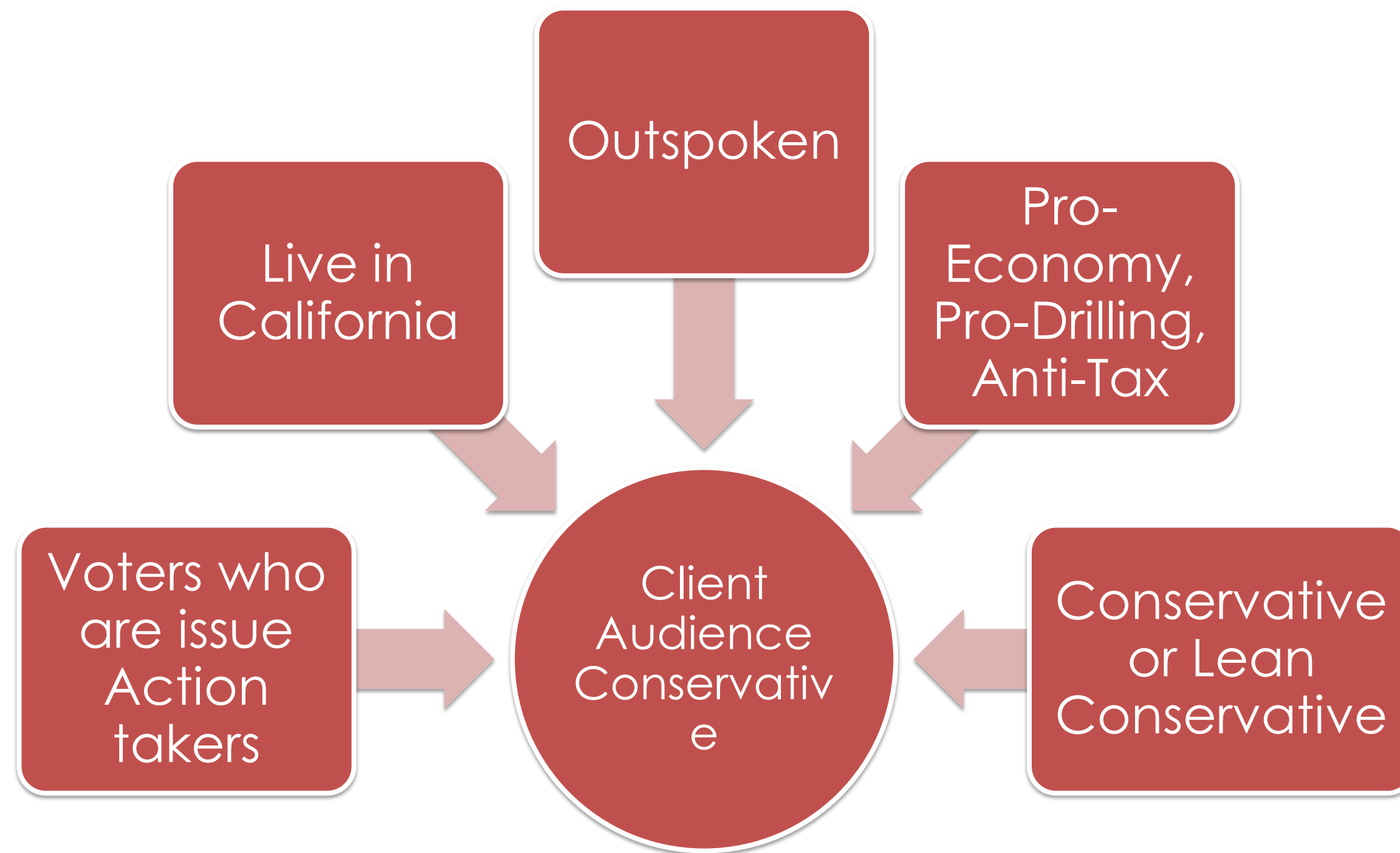
Validation Insights: Personality

Measure	Index
I AM WILLING TO VOLUNTEER MY TIME	135
BROAD MINDED, OPEN MINDED, LIBERAL, TOLERANT	228
INTELLIGENT SMART, BRIGHT, WELL-INFORMED	159

Example: *These Adults are 128% more likely than average adult in California to feel they are broad minded, open minded, liberal and tolerant.*



Client Audience - Conservative



Audience Size: 569,070

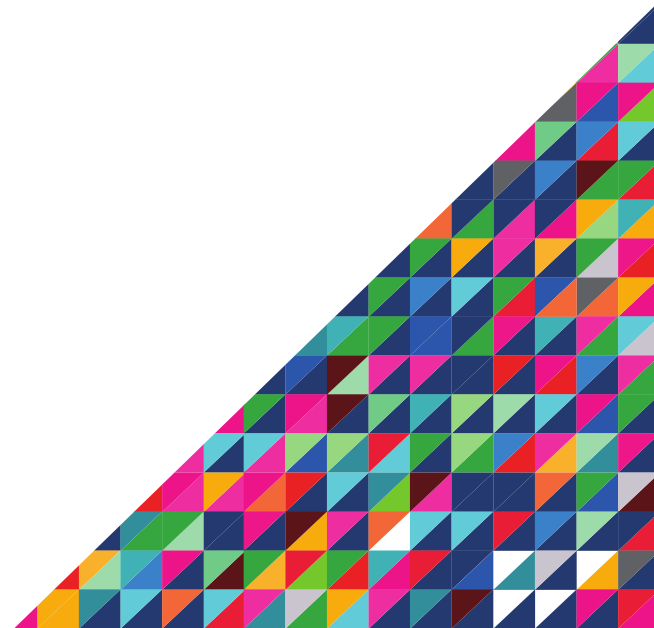
Above average Adult segments living in California that are scaled to be outspoken, civically active and lean conservative

Client Audience – Conservative

Validation Insights: Advocacy

Measure	Index
WROTE OR E-MAILED A NECLIENTPER OR MAGAZINE DURING PAST YEAR	417
HAVE BEEN AN ACTIVE MEMBER OF ANY GROUP THAT TRIES TO INFLUENCE PUBLIC POLICY OR GOVERNMENT	323
ACTIVELY WORKED FOR A POLITICAL PARTY OR CANDIDATE DURING PAST YEAR	447
VERY INTERESTED IN CURRENT AFFAIRS AND POLITICS	443
ATTENDED A POLITICAL RALLY, SPEECH, OR ORGANIZED PROTEST OF ANY KIND	322

Example: *These Adults are 317% more likely than average adult in California to write or email a neClientper or magazine in the past year.*

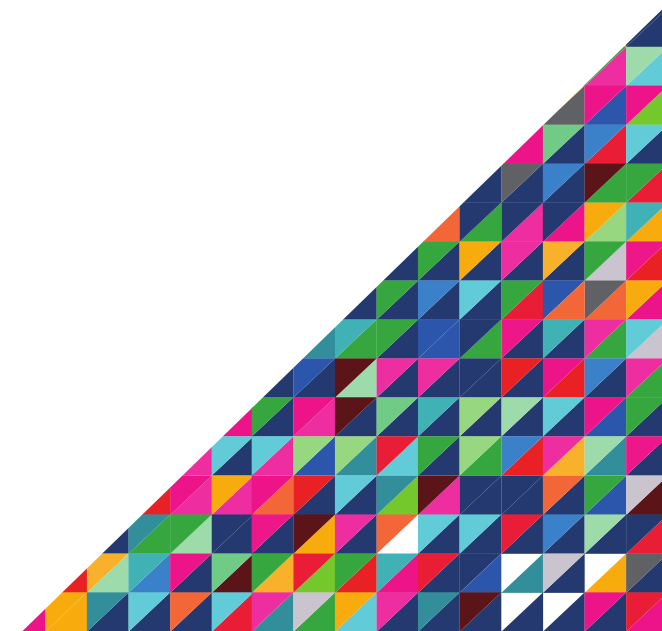


Client Audience – Conservative

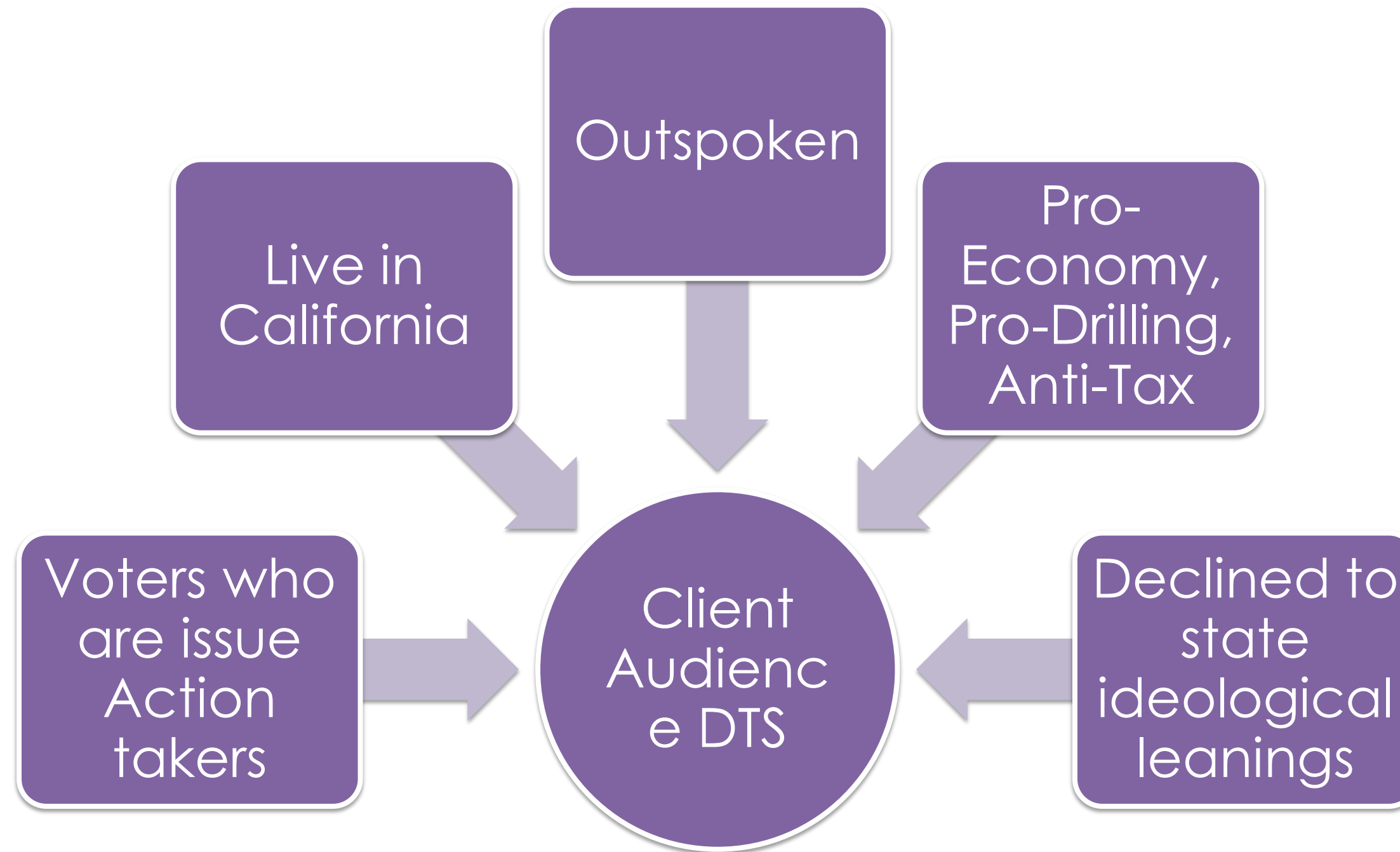
Validation Insights: Personality

Measure	Index
TRUSTWORTHY, COMPETENT AND RELIABLE	148
I AM AN OPTIMIST	128
I AM A PERFECTIONIST	134
IT IS MORE IMPORTANT TO DO YOUR DUTY THAN LIVE FOR YOUR OWN ENJOYMENT	174

Example: *These Adults are 48% more likely than average adult in California to believe that they are trustworthy, competent and reliable.*



Client Audience - DTS



Audience Size: 692,455

Above average Adult segments living in California that are scaled to be outspoken, civically active and do not wish to identify ideological leanings



Client Audience – DTS

Validation Insights: Advocacy

Measure	Index
WROTE OR E-MAILED A NEWSLETTER OR MAGAZINE DURING PAST YEAR	315
HAVE BEEN AN ACTIVE MEMBER OF ANY GROUP THAT TRIES TO INFLUENCE PUBLIC POLICY OR GOVERNMENT	352
ATTENDED A POLITICAL RALLY, SPEECH, OR ORGANIZED PROTEST OF ANY KIND	347
WRITTEN OR CALLED ANY POLITICIAN AT THE STATE, LOCAL, OR NATIONAL LEVEL	357
SIGNED A PUBLIC OR CIVIC PETITION	343

Example: *These Adults are 257% more likely than average adult in California to write or call any politician at the state, local or national level.*

Client Audience – DTS

Validation Insights: Personality

Measure	Index
LIKE TO PURSUE A LIFE OF CHALLENGE, NOVELTY AND CHANGE	131
AFFECTIONATE, PASSIONATE, LOVING AND ROMANTIC	118
I AM A PERFECTIONIST	121
I AM INTERESTED IN INTERNATIONAL EVENTS	133

Example: These Adults are 31% more likely than average adult in California to aspire to pursue a life of challenge, novelty and change.

