



Geopulse Audiences Guidebook





Table Of Contents

Geopulse Audience: Your Solution for Quality Audience Targeting.....	5
Build Your Own Custom Geopulse Audiences	6
Select from Ready-to-Use Geopulse Audiences	8
Geopulse Audiences: Categories & Subcategories	10
Geopulse Audiences: Use Cases & Sample Segments by Vertical	
Retail	12
QSR.....	16
Auto.....	20
Factual: How We Build Quality Audiences.....	24
Geopulse Audiences: List of All Segments by Category	
Place Category Visitors.....	26
Behavioral	34
Brand Shoppers	38
Demographic	46
Political	47





The way people behave in the real world can be the most powerful signal for understanding who they are and what they want.

YOUR SOLUTION FOR QUALITY AUDIENCE TARGETING



Factual's Geopulse Audience® lets you target based on people's real world behavior using Factual's best-in-class location data — so you reach the right consumers with the right message, every time.

Design Your Own Highly-Customized Audiences

Build your own audiences based on nuanced behaviors, including recency, frequency, and patterns (*like drives to work*) using Factual's self-service Geopulse Audience Designer. Or reach out to our Location Strategy Team for assistance at no additional cost.

or

Select From Ready-To-Use Geopulse Audiences

Select from Factual's Geopulse Audiences — a collection of over 1,000 audiences designed by our location experts—available in your favorite DSP, DMP, or ad buying platform.

GEOPULSE CUSTOM AUDIENCES

Use Factual's self-service Geopulse Audience Designer to create your own highly-customized audiences based on mobile users' real world behavior.

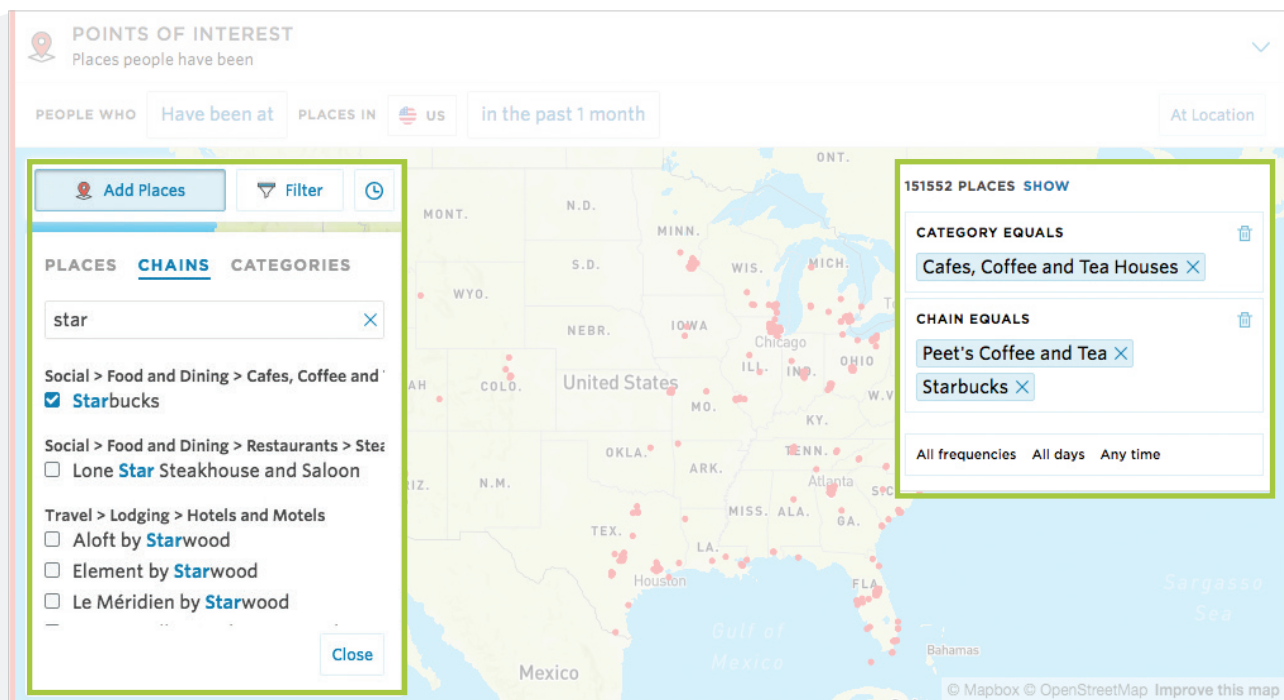
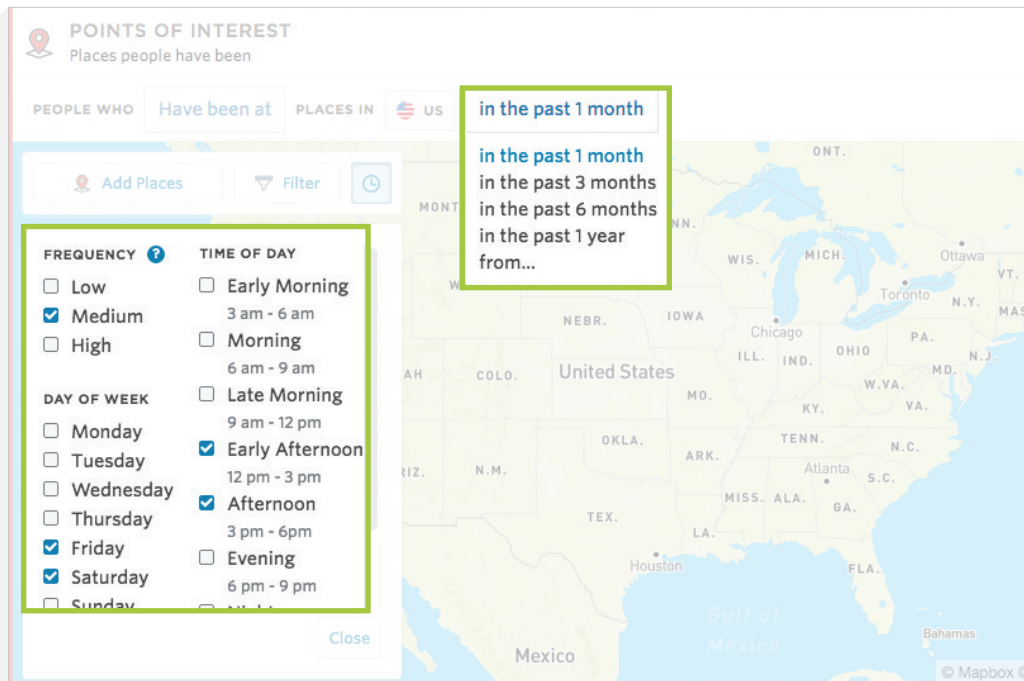
GEOPULSE AUDIENCE DESIGNER

The screenshot displays the Geopulse Audience Designer interface. At the top, there are fields for 'DESIGN NAME' (My Audience Design), 'TARGETING CODE' (targeting_code), and 'DATA SOURCE' (Factual). A 'Build' button is visible in the top right corner. The main area features a map of the United States with various states and cities labeled. Above the map, there are filters for 'PEOPLE WHO' (Have been at), 'PLACES IN' (US), and 'in the past 1 month'. Below the map, there are buttons for 'Add Places', 'Filter', and 'Upload'. To the right of the map, there is a section for 'People who...' and an 'AUDIENCE ESTIMATE' section showing 'Factual' and '411MM'. Below the map, there are three expandable sections: 'GEOGRAPHY' (Where people live or have visited), 'DEMOGRAPHICS' (Age, gender, income, etc.), and 'BEHAVIOR PROFILE' (Frequent Traveler, Electronics Shopper, etc.).



LET OUR LOCATION EXPERTS HELP

Factual's Location Strategy Team helps with planning, targeting recommendations, and custom segment creation at no additional cost. Reach out to strategy@factual.com any time.



Factual's Geopulse Audience Designer allows you to customize your own mobile-first audiences with ease:

- Build nuanced audiences with Factual's demographic attributes and pre-built Behavior Profiles.
- Smart search for over 130 million places, chains and points of interest across 475 categories.
- Refine your audience by frequency, day-of-week and time-of-day, or specific date range.
- Target consumers based on the chains they visit, places they travel, and where they live.
- And so much more...

READY-TO-USE GEOPULSE AUDIENCES

Factual's Geopulse Audiences are a collection of over 1,000 ready-to-use audiences designed by our location experts and available in your preferred DSP, DMP, or ad buying platform.

Target users based on *what they do* and the specific places they visit, or select segments that describe *who they are* based on their demographics, geography, and behavioral patterns over time.

WHAT THEY DO:

Geopulse Audiences: Top-Level Categories

Brand Shoppers

Brand Shopper segments describe mobile device users based on real-world visits to specific, branded locations.



Place Category Visitors

Place Category Visitor segments describe mobile device users based on the types of places they visit. These segments describe users' real-world visits to categories of businesses and points of interest.



WHO THEY ARE:

Geopulse Audiences: Top-Level Categories

Behavioral Segments

Behavioral segments describe mobile device users based on their real-world behavioral patterns.



Demographic Segments

Demographic segments describe mobile device users based on their age, gender, parental status, and household income.



Political Segments

Political segments reach known residents in all US congressional districts based on Factual's unique understanding of their home location.



GEOPULSE AUDIENCES

Factual's Geopulse Audiences are organized into five top-level categories and multiple subcategories.

WHAT THEY DO:

Brand Shoppers

Includes over 270 branded chains, such as:

Adidas
Amazon
AMC Theatres
Bank of America
Barnes & Noble
Bloomingdales
Calvin Klein
Charles Schwab
CVS Pharmacy
Domino's Pizza
Dunkin' Donuts
Foot Locker
H&M
H&R Block
IKEA
L'Oreal
Lexus Dealer
Marriott Hotels & Resorts
PetSMART
Pottery Barn
Red Lobster
Sephora
Shell
Starbucks
Subway
Target
The Home Depot
Whole Foods

Place Category Visitors

Automotive

e.g., Car Dealers And Leasing

Businesses & Services

e.g., Beauty Salons And Barbers

Community & Government

e.g., Libraries

Landmarks

e.g., Urban Parks

Retail

e.g., Department Stores

Social

e.g., Sports Bars

Sports & Recreation

e.g., Yoga And Pilates

Transportation

e.g., Gas Stations

Travel

e.g., Bed And Breakfasts

WHO THEY ARE:

Behavioral Segments

Auto

e.g., *In-Market Auto Intenders - Eco-Friendly Cars*

In-Market Auto Intenders - Luxury Cars

Food & Beverage

e.g., *Coffee And Tea Enthusiasts*

Fast Casual Diners

Retail

e.g., *Fast Fashion Shoppers*

Luxury Fashion Shoppers

Lifestyle & Lifestage

e.g., *Millennials*

New Home Owners

Travel & Transportation

e.g., *Public Transportation Commuters*

Business Travelers

Seasonal

e.g., *Spring Breakers*

Holiday Entertainers

Demographic Segments

Age

e.g., *Age 18-24*

Age 35-44

Age 55-64

Gender

e.g., *Female*

Male

Parenting (Children in HH)

e.g., *Mom*

Dad

HH Income

e.g., *\$25-50K*

\$75K-100K

\$200-225K

Political Segments

US Congressional Districts
e.g., *California 39th Congressional District (CA-39)*

Pennsylvania 5th Congressional District (PA-05)

Florida 27th Congressional District (FL-27)

Colorado 1st Congressional District (CO-01)

Ohio 10th Congressional District (OH-10)

Texas 35th Congressional District (TX-35)

RETAIL: EXAMPLE USE CASE



SCENARIO:

A big box electronics retailer is planning an upcoming holiday campaign promoting phones for moms on the go.

TARGET AUDIENCE:

The retailer wants to reach Moms and Dads ages 35-44 that are likely interested in purchasing a new mobile phone during the busy holiday shopping season.

SAMPLE SEGMENTS:

WHAT THEY DO:

Brand Shoppers

Brand

Factual > Geopulse Audience >

Brand Shoppers >

Best Buy

Consumers that have recently been to Best Buy.

Factual > Geopulse Audience > Brand Shoppers >

AT&T Store

Consumers that have recently been to an AT&T Store.

Factual > Geopulse Audience > Brand Shoppers >

Target

Consumers that have recently been to a Target location.

Place Category Visitors

Retail

Factual > Geopulse Audience >

Place Category Visitors > Retail >

Computers and Electronics

Consumers that have recently visited a place in the Computers and Electronics category.

Factual > Geopulse Audience > Place Category

Visitors > Retail > Computers and Electronics >

Mobile Phones

Consumers that have recently visited a place in the Mobile Phones category.



SAMPLE SEGMENTS:

WHO THEY ARE:

Behavioral Segments

Retail

Factual > Geopulse Audience > Behavioral > Retail >

Electronics Shoppers (Electronics Buyer)

Consumers that frequently shop for products such as video games, mobile phones, connected televisions, and other electronics and tech products.

Factual > Geopulse Audience > Behavioral > Retail >

Holiday Shoppers

Consumers that are seen shopping during the holidays.

Demographic Segments

Parenting

Factual > Geopulse Audience > Demographic > Parenting - Mom

Factual > Geopulse Audience > Demographic > Parenting - Dad

Age

Factual > Geopulse Audience > Demographic > Age 35-44

RETAIL: SAMPLE SEGMENTS

Factual's Geopulse Audiences include over 1,000 ready-to-use audience segments. Here's a small sample of segments that are likely relevant to retail campaigns.

WHAT THEY DO:

Brand Shoppers

Brand

Factual > Geopulse Audience > Brand Shoppers >

Ace Hardware	GameStop
American Eagle Outfitters	Jo-Ann Fabric and Craft Stores
Autozone	Kmart
Barnes & Noble	Kohl's
Bass Pro Shops	Lane Bryant
Bed Bath & Beyond	Lowe's
Best Buy	Lululemon Athletica
Big Lots	Macy's
Bloomingdale's	Marshalls
Buy Buy Baby	Michaels
Club Monaco	Nordstrom
Costco	Office Depot
Crate + Barrel	Old Navy
Dick's Sporting Goods	PetSmart
Family Dollar Store	REI
Famous Footwear	Sears
Foot Locker	Sephora
Forever 21	The Home Depot

Place Category Visitors

Retail

Factual > Geopulse Audience > Place Category Visitors > Retail >

Antiques	Dance and Music
Arts and Crafts	Department Stores
Beauty Products	Discount Stores
Bicycles	Fashion
Bookstores	Food & Beverage
Children	Party Supplies
Computers and Electronics	Pets
Costumes	Shopping Centers and Malls

Sports and Recreation

Factual > Geopulse Audience > Place Category Visitors > Sports and Recreation >

Golf
Water Sports > Boating
Yoga and Pilates

WHO THEY ARE:

Behavioral Segments

Retail

**Factual > Geopulse Audience >
Behavioral > Retail >**

Activewear Shoppers
Big Box Shoppers
Eco-Friendly Shoppers (Green Shopper)
Electronics Shoppers (Electronics Buyer)
Fast Fashion Shoppers
Holiday Shoppers
Home Improvement Shoppers
Luxury Fashion Shoppers
Luxury Goods Shoppers (Affluent Consumer)
Mobile Phone Shoppers
Pet Owners and Pet Store Shoppers
Pharmacy Shoppers
Value Conscious Shoppers
Video Game Shoppers

Behavioral Segments

Lifestyle and Lifestage

**Factual > Geopulse Audience >
Behavioral > Lifestyle and Lifestage >**

College Students	Luxury Lifestyle
Disney Enthusiasts	Men's Lifestyle
Expecting Parents	Millennials
Family Fun Lifestyle (Family Fun Activities)	New Home Owners
Golfers	Newlyweds
Gym and Fitness Lifestyle	Young Professionals

Seasonal

**Factual > Geopulse Audience >
Behavioral > Seasonal >**

Black Friday and Cyber Monday Shoppers
Holiday Deal Seekers
Mother's Day Shoppers
Winter Activity Enthusiasts

QSR: EXAMPLE USE CASE



SCENARIO:

A leading fast-food chain is planning an upcoming holiday campaign promoting late night meal deals.

TARGET AUDIENCE:

The chain wants to reach male college students that frequent fast-food chains and are likely to be interested in late night dining discounts.

SAMPLE SEGMENTS:

WHAT THEY DO:

Brand Shoppers

Brand

Factual > Geopulse Audience > Brand Shoppers > Jack-In-The-Box

Consumers that have recently visited a Jack-In-The-Box.

Factual > Geopulse Audience > Brand Shoppers > Burger King

Consumers that have recently visited a Burger King location.

Factual > Geopulse Audience > Brand Shoppers > McDonald's

Consumers that have recently visited a McDonald's location.

Factual > Geopulse Audience > Brand Shoppers > Taco Bell

Consumers that have recently visited a Taco Bell location.

Place Category Visitors

Social

Factual > Geopulse Audience > Place Category Visitors > Social > Food and Dining > Restaurants > Burgers

Consumers that have recently visited a place in the Burger Restaurants category.

Factual > Geopulse Audience > Place Category Visitors > Social > Food and Dining > Restaurants > Fast Food

Consumers that have recently visited a place in the Fast Food category.

Factual > Geopulse Audience > Place Category Visitors > Social > Bars > Sports Bars

Consumers that have recently visited a place in the Sports Bars category.



SAMPLE SEGMENTS:

WHO THEY ARE:

Behavioral Segments

Food and Beverage

Factual > Geopulse Audience > Behavioral > Food and Beverage >

Fast Food and QSR Diners

(Quick Serve Restaurant Diner)

Consumers with location history patterns that include frequent visits to quick serve restaurants.

Lifestyle and Lifestage

Factual > Geopulse Audience > Behavioral > Lifestyle and Lifestage >

College Students

College or graduate students that spend time on campus.

Demographic Segments

Age

Factual > Geopulse Audience > Demographic > Age 18-24

Gender

Factual > Geopulse Audience > Demographic > Gender - Male

QSR: SAMPLE SEGMENTS

Factual’s Geopulse Audiences include over 1,000 ready-to-use audience segments. Here’s a small sample of segments that are likely relevant to QSR campaigns.

WHAT THEY DO:

Brand Shoppers

Brand

Factual > Geopulse Audience > Brand Shoppers >

Applebee’s	KFC
Arby’s	Little Caesars Pizza
Baskin Robbins	Longhorn Steakhouse
Buffalo Wild Wings	Moe’s Southwest Grill
Burger King	Olive Garden
Caribou Coffee	Outback Steakhouse
Carl’s Jr.	Panera Bread
The Cheesecake Factory	Papa John’s Pizza
Chick-Fil-A	Peet’s Coffee and Tea
Chipotle Mexican Grill	Pizza Hut
Dairy Queen	Popeyes Louisiana Kitchen
Domino’s Pizza	Red Lobster
Dunkin’ Donuts	Red Robin Gourmet Burgers
Firehouse Subs	Sonic Drive-In
IHOP	Starbucks
Jack In The Box	Steak ‘n Shake
Jamba Juice	Whitecastle
Jimmy John’s	

Place Category Visitors

Social

Factual > Geopulse Audience > Place Category Visitors > Social > Food and Dining >

Bagels and Donuts	Dessert
Bakeries	Ice Cream Parlors
Breweries	Juice Bars and Smoothies
Cafes, Coffee and Tea Houses	

Social

Factual > Geopulse Audience > Place Category Visitors > Social > Food and Dining > Restaurants >

American	Fast Food
Barbecue	Food Trucks
Buffets	Italian
Burgers	Korean
Chinese	Pizza
Delis	Sushi
Diners	Vegan and Vegetarian

WHO THEY ARE:

Behavioral Segments

Food and Beverage

Factual > Geopulse Audience > Behavioral > Food and Beverage >

Candy and Sweets Enthusiasts

Coffee and Tea Enthusiasts

Fast Casual Diners

Fast Food and QSR Diners
(Quick Serve Restaurant Diner)

Travel and Transportation

Factual > Geopulse Audience > Behavioral > Travel and Transportation >

Car Commuters (Daily Commuters)

Public Transportation Commuters (Daily Commuter)

Business Travelers

Behavioral Segments

Lifestyle and Lifestage

Factual > Geopulse Audience > Behavioral > Lifestyle and Lifestage >

College Students

Dating Lifestyle (Date Nighter)

Family Fun Lifestyle (Family Fun Activities)

Gym and Fitness Lifestyle

Luxury Lifestyle

Live Music Fans and Concert-goers

Live Sports Fans

Men's Lifestyle

Millennials

Moviegoers

Young Professionals

Seasonal

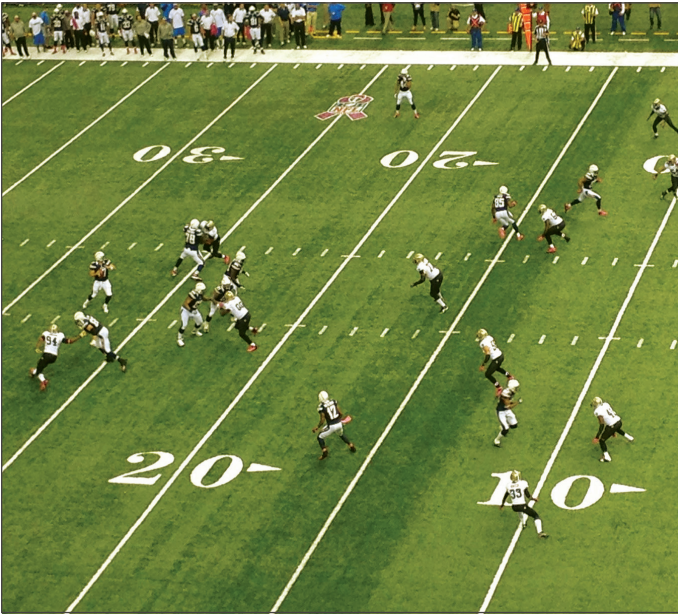
Factual > Geopulse Audience > Behavioral > Seasonal >

March Madness Viewers

Holiday Party Planners

Spring Breakers

AUTO: EXAMPLE USE CASE



SCENARIO:

A tier one auto brand is launching a new campaign promoting a SUV model that features low gas mileage. The brand has a large NFL sponsorship and would like to reinforce this across all channels.

TARGET AUDIENCE:

The brand wants to reach male working professionals that are in-market for a new vehicle, commute during the work week, enjoy golfing and outdoor activities on weekends, and watch NFL.

SAMPLE SEGMENTS:

WHAT THEY DO:

Brand Shoppers

Brand

Factual > Geopulse Audience > Brand Shoppers > Jeep Dealer

Consumers that have recently been to a Jeep Dealer.

Factual > Geopulse Audience > Brand Shoppers > Ford Dealer

Consumers that have recently been to a Ford Dealer.

Factual > Geopulse Audience > Brand Shoppers > Chevrolet Dealer

Consumers that have recently been to a Chevrolet Dealer.

Factual > Geopulse Audience > Brand Shoppers > Subaru Dealer

Consumers that have recently been to a Subaru Dealer.

Place Category Visitors

Automotive

Factual > Geopulse Audience > Place Category Visitors > Automotive >

Car Dealers and Leasing

Consumers that have recently visited a place in the Car Dealers and Leasing category.

Sports and Recreation

Factual > Geopulse Audience > Place Category Visitors > Sports and Recreation >

Golf

Consumers that have recently visited a place in the Golf category.



SAMPLE SEGMENTS:

WHO THEY ARE:

Behavioral Segments

Auto

Factual > Geopulse Audience > Behavioral > Auto > In-Market Auto Intenders - SUVs and Crossovers
Consumers that are likely to be interested in purchasing or leasing an SUV or Crossover.

Lifestyle and Lifestage

Factual > Geopulse Audience > Behavioral > Lifestyle and Lifestage > Young Professionals
Consumers between the ages of 18-34 who are frequently seen at offices and business districts during the workweek.

NFL Enthusiasts (Pro Football Fan)
Consumers who attend live NFL football games and shop for NFL merchandise.

Demographic Segments

Income

Factual > Geopulse Audience > Demographic > Income \$75-100k

Income \$100-125k

Income \$125-150k

Gender

Factual > Geopulse Audience > Demographic > Gender - Male

AUTO: SAMPLE SEGMENTS

Factual’s Geopulse Audiences include over 1,000 ready-to-use audience segments. Here’s a small sample of segments that are likely relevant to automotive campaigns.

WHAT THEY DO:

Brand Shoppers

Brand

Factual > Geopulse Audience > Brand Shoppers >

Acura Dealer	Lands’ End
Advance Auto Parts	Land Rover Dealer
ARCO Gas Stations	Lexus Dealer
Autozone	Mazda Dealer
Avis Rent A Car	Mercedes Dealer
BMW Dealer	MINI Dealer
Chevrolet Dealer	Mitsubishi Dealer
Dodge Dealer	NAPA Auto Parts
Fiat Dealer	Nissan Dealer
Ford Dealer	O’Reilly Auto Parts
Hertz Rent A Car	Pep Boys
Honda Dealer	Sears Auto Center
Hyundai Dealer	Subaru Dealer
Infiniti Dealer	Toyota Dealer
Jaguar Dealer	Volkswagen Dealer
Jeep Dealer	Valvoline Instant Oil Change
Jiffy Lube	Volvo Dealer
Kia Dealer	76 Gas Stations

Place Category Visitors

Automotive

Factual > Geopulse Audience > Place Category Visitors > Automotive >

Car Dealers and Leasing	Maintenance and Repair > Transmissions
Car Dealers and Leasing > Used Cars	Motorcycles, Mopeds and Scooters
Car Parts and Accessories	Motorcycles, Mopeds and Scooters > Repair
Car Wash and Detail	Motorcycles, Mopeds and Scooters > Sales
Maintenance and Repair	RVs and Motor Homes
Maintenance and Repair > Oil and Lube	Towing
Maintenance and Repair > Tires	

Transportation

Factual > Geopulse Audience > Place Category Visitors > Transportation >

Gas Stations	Taxi and Car Services
Public Transportation Services	Taxi and Car Services > Car and Truck Rentals

WHO THEY ARE:

Behavioral Segments

Auto

Factual > Geopulse Audience > Behavioral > Auto >

In-Market Auto Intenders - All Cars
In-Market Auto Intenders - Eco-Friendly Cars
In-Market Auto Intenders - Luxury Cars
In-Market Auto Intenders - SUVs and Crossovers
In-Market Auto Intenders - Trucks
Recent Auto Repair Customers

Travel and Transportation

Factual > Geopulse Audience > Behavioral > Travel and Transportation >

Business Travelers
Car Commuters (Daily Commuter)
Car Renters
Family Travelers
Leisure Travelers
Public Transportation Commuters (Daily Commuter)

Behavioral Segments

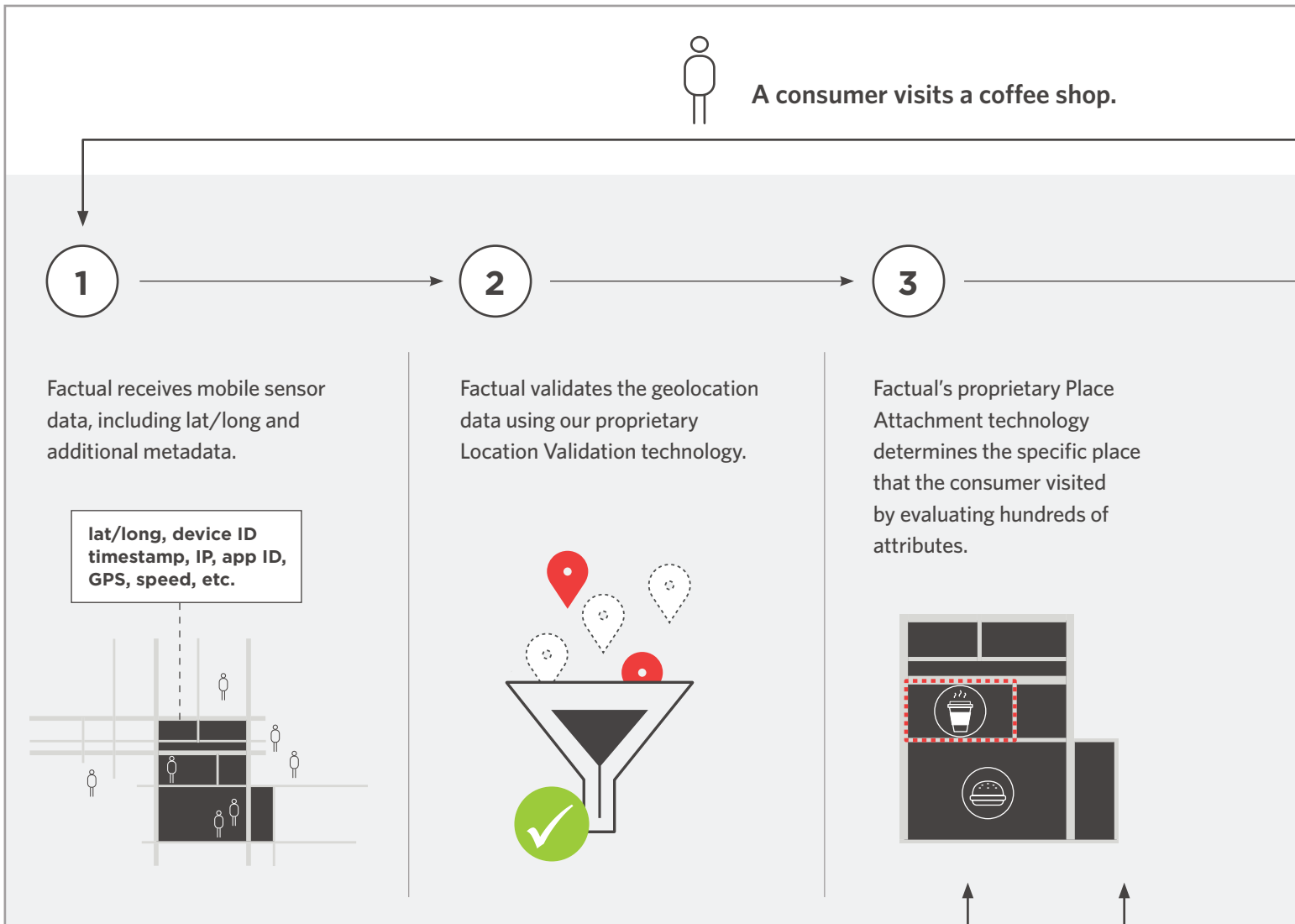
Lifestyle and Lifestage

Factual > Geopulse Audience > Behavioral > Lifestyle and Lifestage >

Adventure Seekers (Thrill Seeker)
College-Bound Students
College Students
Expecting Parents
Family Fun Lifestyle (Family Fun Activities)
Live Sports Fans
Luxury Lifestyle
Men's Lifestyle
Millennials
New Home Owners
Newlyweds
NFL Enthusiasts (Pro Football Fan)
Outdoor Enthusiasts
Teens and High School Students
Young Professionals

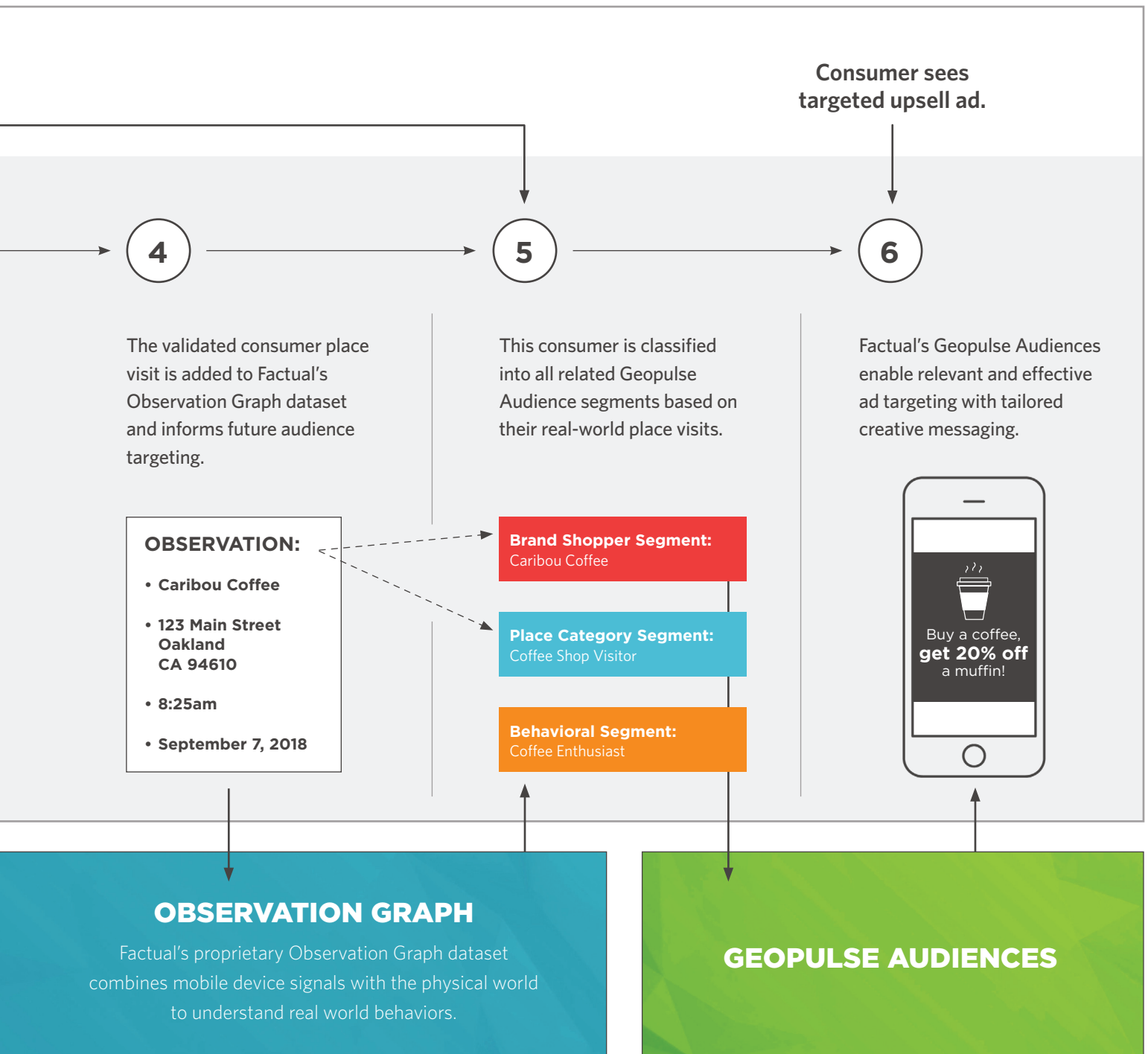
HOW WE BUILD QUALITY AUDIENCES

Geopulse Audience is powered by Factual's proprietary data assets and technology.



GLOBAL PLACES

Factual's Global Places proprietary data asset covering 130M+ places across 52 countries. It is continually updated to maintain accuracy and freshness.



GEOPULSE AUDIENCES:

PLACE CATEGORY VISITORS

CATEGORY	SUBCATEGORY	SEGMENT	
Place Category Visitors	Automotive	Car Dealers and Leasing	
Place Category Visitors	Automotive	Car Dealers and Leasing	Used Cars
Place Category Visitors	Automotive	Car Parts and Accessories	
Place Category Visitors	Automotive	Car Wash and Detail	
Place Category Visitors	Automotive	Maintenance and Repair	
Place Category Visitors	Automotive	Maintenance and Repair	Oil and Lube
Place Category Visitors	Automotive	Maintenance and Repair	Tires
Place Category Visitors	Automotive	Maintenance and Repair	Transmissions
Place Category Visitors	Automotive	Motorcycles, Mopeds and Scooters	
Place Category Visitors	Automotive	Motorcycles, Mopeds and Scooters	Repair
Place Category Visitors	Automotive	Motorcycles, Mopeds and Scooters	Sales
Place Category Visitors	Automotive	RVs and Motor Homes	
Place Category Visitors	Automotive	Towing	
Place Category Visitors	Businesses and Services	Advertising and Marketing	
Place Category Visitors	Businesses and Services	Advertising and Marketing	Advertising Agencies and Media Buyers
Place Category Visitors	Businesses and Services	Advertising and Marketing	Creative Services
Place Category Visitors	Businesses and Services	Advertising and Marketing	Market Research and Consulting
Place Category Visitors	Businesses and Services	Advertising and Marketing	Online Advertising
Place Category Visitors	Businesses and Services	Advertising and Marketing	Print, TV, Radio and Outdoor Advertising
Place Category Visitors	Businesses and Services	Advertising and Marketing	Promotional Items
Place Category Visitors	Businesses and Services	Advertising and Marketing	Public Relations
Place Category Visitors	Businesses and Services	Agriculture and Forestry	
Place Category Visitors	Businesses and Services	Audiovisual	
Place Category Visitors	Businesses and Services	Business and Strategy Consulting	
Place Category Visitors	Businesses and Services	Chemicals and Gasses	
Place Category Visitors	Businesses and Services	Computers	
Place Category Visitors	Businesses and Services	Construction	
Place Category Visitors	Businesses and Services	Electrical Equipment	
Place Category Visitors	Businesses and Services	Employment Agencies	
Place Category Visitors	Businesses and Services	Engineering	
Place Category Visitors	Businesses and Services	Entertainment	
Place Category Visitors	Businesses and Services	Entertainment	Media
Place Category Visitors	Businesses and Services	Equipment Rental	
Place Category Visitors	Businesses and Services	Events and Event Planning	
Place Category Visitors	Businesses and Services	Events and Event Planning	Convention Centers
Place Category Visitors	Businesses and Services	Financial	
Place Category Visitors	Businesses and Services	Financial	Accounting and Bookkeeping

CATEGORY	SUBCATEGORY	SEGMENT		
Place Category Visitors	Businesses and Services	Financial	Banking and Finance	
Place Category Visitors	Businesses and Services	Financial	Business Brokers and Franchises	
Place Category Visitors	Businesses and Services	Financial	Financial Planning and Investments	
Place Category Visitors	Businesses and Services	Financial	Loans and Mortgages	
Place Category Visitors	Businesses and Services	Financial	Stock Brokers	
Place Category Visitors	Businesses and Services	Food and Beverage		
Place Category Visitors	Businesses and Services	Food and Beverage	Catering	
Place Category Visitors	Businesses and Services	Funeral Services		
Place Category Visitors	Businesses and Services	Home Improvement		
Place Category Visitors	Businesses and Services	Home Improvement	Architects	
Place Category Visitors	Businesses and Services	Home Improvement	Carpenters	
Place Category Visitors	Businesses and Services	Home Improvement	Carpet and Flooring	
Place Category Visitors	Businesses and Services	Home Improvement	Contractors	
Place Category Visitors	Businesses and Services	Home Improvement	Contractors	Deck and Patio
Place Category Visitors	Businesses and Services	Home Improvement	Contractors	Sewer
Place Category Visitors	Businesses and Services	Home Improvement	Doors and Windows	
Place Category Visitors	Businesses and Services	Home Improvement	Electricians	
Place Category Visitors	Businesses and Services	Home Improvement	Fences, Fireplaces and Garage Doors	
Place Category Visitors	Businesses and Services	Home Improvement	Hardware and Services	
Place Category Visitors	Businesses and Services	Home Improvement	Heating, Ventilating and Air Conditioning	
Place Category Visitors	Businesses and Services	Home Improvement	Home Inspection Services	
Place Category Visitors	Businesses and Services	Home Improvement	Interior Design	
Place Category Visitors	Businesses and Services	Home Improvement	Kitchens	
Place Category Visitors	Businesses and Services	Home Improvement	Landscaping and Gardeners	
Place Category Visitors	Businesses and Services	Home Improvement	Lighting Fixtures	
Place Category Visitors	Businesses and Services	Home Improvement	Movers	
Place Category Visitors	Businesses and Services	Home Improvement	Painting	
Place Category Visitors	Businesses and Services	Home Improvement	Pest Control	
Place Category Visitors	Businesses and Services	Home Improvement	Plumbing	
Place Category Visitors	Businesses and Services	Home Improvement	Pools and Spas	
Place Category Visitors	Businesses and Services	Home Improvement	Roofers	
Place Category Visitors	Businesses and Services	Home Improvement	Swimming Pool Maintenance and Services	
Place Category Visitors	Businesses and Services	Home Improvement	Tree Service	
Place Category Visitors	Businesses and Services	Home Improvement	Upholstery	
Place Category Visitors	Businesses and Services	Import and Export		

GEOPULSE AUDIENCES:

PLACE CATEGORY VISITORS

CATEGORY	SUBCATEGORY	SEGMENT	
Place Category Visitors	Businesses and Services	Industrial Machinery and Vehicles	
Place Category Visitors	Businesses and Services	Insurance	
Place Category Visitors	Businesses and Services	Legal	
Place Category Visitors	Businesses and Services	Legal	Notary
Place Category Visitors	Businesses and Services	Machine Shops	
Place Category Visitors	Businesses and Services	Management	
Place Category Visitors	Businesses and Services	Manufacturing	
Place Category Visitors	Businesses and Services	Metals	
Place Category Visitors	Businesses and Services	Packaging	
Place Category Visitors	Businesses and Services	Personal Care	
Place Category Visitors	Businesses and Services	Personal Care	Beauty Salons and Barbers
Place Category Visitors	Businesses and Services	Personal Care	Dry Cleaning, Ironing and Laundry
Place Category Visitors	Businesses and Services	Personal Care	Hair Removal
Place Category Visitors	Businesses and Services	Personal Care	Manicures and Pedicures
Place Category Visitors	Businesses and Services	Personal Care	Massage Clinics and Therapists
Place Category Visitors	Businesses and Services	Personal Care	Skin Care
Place Category Visitors	Businesses and Services	Personal Care	Spas
Place Category Visitors	Businesses and Services	Personal Care	Tanning Salons
Place Category Visitors	Businesses and Services	Personal Care	Tattooing
Place Category Visitors	Businesses and Services	Petroleum	
Place Category Visitors	Businesses and Services	Photography	
Place Category Visitors	Businesses and Services	Plastics	
Place Category Visitors	Businesses and Services	Printing, Copying and Signage	
Place Category Visitors	Businesses and Services	Professional Cleaning	
Place Category Visitors	Businesses and Services	Publishing	
Place Category Visitors	Businesses and Services	Real Estate	
Place Category Visitors	Businesses and Services	Real Estate	Apartments, Condos, and Houses
Place Category Visitors	Businesses and Services	Real Estate	Building and Land Surveyors
Place Category Visitors	Businesses and Services	Real Estate	Commercial Real Estate
Place Category Visitors	Businesses and Services	Real Estate	Mobile Homes
Place Category Visitors	Businesses and Services	Real Estate	Property Management
Place Category Visitors	Businesses and Services	Real Estate	Real Estate Agents
Place Category Visitors	Businesses and Services	Real Estate	Real Estate Appraiser
Place Category Visitors	Businesses and Services	Real Estate	Real Estate Development and Title Companies
Place Category Visitors	Businesses and Services	Repair Services	
Place Category Visitors	Businesses and Services	Scientific	

CATEGORY	SUBCATEGORY	SEGMENT	
Place Category Visitors	Businesses and Services	Security and Safety	
Place Category Visitors	Businesses and Services	Shipping, Freight, and Material Transportation	
Place Category Visitors	Businesses and Services	Storage	
Place Category Visitors	Businesses and Services	Tailors	
Place Category Visitors	Businesses and Services	Technology	
Place Category Visitors	Businesses and Services	Technology	Mobile
Place Category Visitors	Businesses and Services	Technology	Web Design and Development
Place Category Visitors	Businesses and Services	Telecommunication Services	
Place Category Visitors	Businesses and Services	Textiles	
Place Category Visitors	Businesses and Services	Veterinarians	
Place Category Visitors	Businesses and Services	Water and Waste Management	
Place Category Visitors	Businesses and Services	Wholesale	
Place Category Visitors	Community and Government	Animal Shelters and Humane Societies	
Place Category Visitors	Community and Government	Education	
Place Category Visitors	Community and Government	Education	Art Lessons and Schools
Place Category Visitors	Community and Government	Education	Colleges and Universities
Place Category Visitors	Community and Government	Education	Driving Schools
Place Category Visitors	Community and Government	Education	Vocational Schools
Place Category Visitors	Community and Government	Government Departments and Agencies	
Place Category Visitors	Community and Government	Post Offices	
Place Category Visitors	Community and Government	Utility Companies	
Place Category Visitors	Landmarks	Buildings and Structures	
Place Category Visitors	Landmarks	Historic and Protected Sites	
Place Category Visitors	Landmarks	Monuments and Memorials	
Place Category Visitors	Landmarks	Natural	Beaches
Place Category Visitors	Landmarks	Parks	
Place Category Visitors	Retail	Antiques	
Place Category Visitors	Retail	Arts and Crafts	
Place Category Visitors	Retail	Auctions	
Place Category Visitors	Retail	Beauty Products	
Place Category Visitors	Retail	Bicycles	
Place Category Visitors	Retail	Bookstores	
Place Category Visitors	Retail	Cards and Stationery	
Place Category Visitors	Retail	Children	
Place Category Visitors	Retail	Computers and Electronics	
Place Category Visitors	Retail	Computers and Electronics	Mobile Phones
Place Category Visitors	Retail	Computers and Electronics	Video Games

GEOPULSE AUDIENCES:

PLACE CATEGORY VISITORS

CATEGORY	SUBCATEGORY	SEGMENT	
Place Category Visitors	Retail	Construction Supplies	
Place Category Visitors	Retail	Convenience Stores	
Place Category Visitors	Retail	Costumes	
Place Category Visitors	Retail	Dance and Music	
Place Category Visitors	Retail	Department Stores	
Place Category Visitors	Retail	Discount Stores	
Place Category Visitors	Retail	Fashion	
Place Category Visitors	Retail	Fashion	Clothing and Accessories
Place Category Visitors	Retail	Fashion	Jewelry and Watches
Place Category Visitors	Retail	Fashion	Shoes
Place Category Visitors	Retail	Flea Markets	
Place Category Visitors	Retail	Florists	
Place Category Visitors	Retail	Food and Beverage	
Place Category Visitors	Retail	Food and Beverage	Beer, Wine and Spirits
Place Category Visitors	Retail	Food and Beverage	Candy Stores
Place Category Visitors	Retail	Food and Beverage	Farmers' Markets
Place Category Visitors	Retail	Food and Beverage	Health and Diet Food
Place Category Visitors	Retail	Food and Beverage	Meat and Seafood
Place Category Visitors	Retail	Furniture and Decor	
Place Category Visitors	Retail	Gift and Novelty	
Place Category Visitors	Retail	Glasses	
Place Category Visitors	Retail	Hobby and Collectibles	
Place Category Visitors	Retail	Home Appliances	
Place Category Visitors	Retail	Music, Video and DVD	
Place Category Visitors	Retail	Nurseries and Garden Centers	
Place Category Visitors	Retail	Office Supplies	
Place Category Visitors	Retail	Outlet	
Place Category Visitors	Retail	Party Supplies	
Place Category Visitors	Retail	Pawn Shops	
Place Category Visitors	Retail	Pets	
Place Category Visitors	Retail	Photos and Frames	
Place Category Visitors	Retail	Shopping Centers and Malls	
Place Category Visitors	Retail	Sporting Goods	
Place Category Visitors	Retail	Supermarkets and Groceries	
Place Category Visitors	Retail	Tobacco	
Place Category Visitors	Retail	Toys	
Place Category Visitors	Retail	Vintage and Thrift	

CATEGORY	SUBCATEGORY	SEGMENT		
Place Category Visitors	Retail	Warehouses and Wholesale Stores		
Place Category Visitors	Retail	Wedding and Bridal		
Place Category Visitors	Social	Arts		
Place Category Visitors	Social	Arts	Art Dealers and Galleries	
Place Category Visitors	Social	Arts	Museums	
Place Category Visitors	Social	Bars		
Place Category Visitors	Social	Bars	Hotel Lounges	
Place Category Visitors	Social	Bars	Sports Bars	
Place Category Visitors	Social	Bars	Wine Bars	
Place Category Visitors	Social	Country Clubs		
Place Category Visitors	Social	Entertainment		
Place Category Visitors	Social	Entertainment	Amusement Parks	
Place Category Visitors	Social	Entertainment	Arcades	
Place Category Visitors	Social	Entertainment	Billiard and Pool	
Place Category Visitors	Social	Entertainment	Bowling	
Place Category Visitors	Social	Entertainment	Karaoke	
Place Category Visitors	Social	Entertainment	Movie Theatres	
Place Category Visitors	Social	Entertainment	Music and Show Venues	
Place Category Visitors	Social	Entertainment	Night Clubs	
Place Category Visitors	Social	Entertainment	Psychics and Astrologers	
Place Category Visitors	Social	Entertainment	Ticket Sales	
Place Category Visitors	Social	Food and Dining		
Place Category Visitors	Social	Food and Dining	Bagels and Donuts	
Place Category Visitors	Social	Food and Dining	Bakeries	
Place Category Visitors	Social	Food and Dining	Breweries	
Place Category Visitors	Social	Food and Dining	Cafes, Coffee and Tea Houses	
Place Category Visitors	Social	Food and Dining	Dessert	
Place Category Visitors	Social	Food and Dining	Ice Cream Parlors	
Place Category Visitors	Social	Food and Dining	Juice Bars and Smoothies	
Place Category Visitors	Social	Food and Dining	Restaurants	
Place Category Visitors	Social	Food and Dining	Restaurants	American
Place Category Visitors	Social	Food and Dining	Restaurants	Asian
Place Category Visitors	Social	Food and Dining	Restaurants	Barbecue
Place Category Visitors	Social	Food and Dining	Restaurants	Buffets
Place Category Visitors	Social	Food and Dining	Restaurants	Burgers
Place Category Visitors	Social	Food and Dining	Restaurants	Chinese
Place Category Visitors	Social	Food and Dining	Restaurants	Fast Food

GEOPULSE AUDIENCES:

PLACE CATEGORY VISITORS

CATEGORY	SUBCATEGORY	SEGMENT		
Place Category Visitors	Social	Food and Dining	Restaurants	Delis
Place Category Visitors	Social	Food and Dining	Restaurants	Diners
Place Category Visitors	Social	Food and Dining	Restaurants	Food Trucks
Place Category Visitors	Social	Food and Dining	Restaurants	French
Place Category Visitors	Social	Food and Dining	Restaurants	Indian
Place Category Visitors	Social	Food and Dining	Restaurants	International
Place Category Visitors	Social	Food and Dining	Restaurants	Italian
Place Category Visitors	Social	Food and Dining	Restaurants	Japanese
Place Category Visitors	Social	Food and Dining	Restaurants	Korean
Place Category Visitors	Social	Food and Dining	Restaurants	Mexican
Place Category Visitors	Social	Food and Dining	Restaurants	Middle Eastern
Place Category Visitors	Social	Food and Dining	Restaurants	Pizza
Place Category Visitors	Social	Food and Dining	Restaurants	Seafood
Place Category Visitors	Social	Food and Dining	Restaurants	Steakhouses
Place Category Visitors	Social	Food and Dining	Restaurants	Sushi
Place Category Visitors	Social	Food and Dining	Restaurants	Thai
Place Category Visitors	Social	Food and Dining	Restaurants	Vegan and Vegetarian
Place Category Visitors	Sports and Recreation	Athletic Fields		
Place Category Visitors	Sports and Recreation	Baseball		
Place Category Visitors	Sports and Recreation	Combat Sports		
Place Category Visitors	Sports and Recreation	Dance		
Place Category Visitors	Sports and Recreation	Golf		
Place Category Visitors	Sports and Recreation	Golf	Golf Courses	
Place Category Visitors	Sports and Recreation	Gun Ranges		
Place Category Visitors	Sports and Recreation	Gymnastics		
Place Category Visitors	Sports and Recreation	Gyms and Fitness Centers		
Place Category Visitors	Sports and Recreation	Outdoors		
Place Category Visitors	Sports and Recreation	Outdoors	Campgrounds and RV Parks	
Place Category Visitors	Sports and Recreation	Outdoors	Hunting and Fishing	
Place Category Visitors	Sports and Recreation	Personal Trainers		
Place Category Visitors	Sports and Recreation	Recreation Centers		
Place Category Visitors	Sports and Recreation	Skating		
Place Category Visitors	Sports and Recreation	Soccer		
Place Category Visitors	Sports and Recreation	Stadiums and Arenas		
Place Category Visitors	Sports and Recreation	Swimming Pools		
Place Category Visitors	Sports and Recreation	Water Sports	Boating	
Place Category Visitors	Sports and Recreation	Yoga and Pilates		

CATEGORY	SUBCATEGORY	SEGMENT	
Place Category Visitors	Transportation	Airlines and Aviation Services	
Place Category Visitors	Transportation	Gas Stations	
Place Category Visitors	Transportation	Parking	
Place Category Visitors	Transportation	Public Transportation Services	
Place Category Visitors	Transportation	Taxi and Car Services	
Place Category Visitors	Transportation	Taxi and Car Services	Car and Truck Rentals
Place Category Visitors	Transportation	Taxi and Car Services	Charter Buses
Place Category Visitors	Transportation	Taxi and Car Services	Limos and Chauffeurs
Place Category Visitors	Transportation	Transport Hubs	
Place Category Visitors	Transportation	Transport Hubs	Airports
Place Category Visitors	Transportation	Transport Hubs	Bus Stations
Place Category Visitors	Transportation	Transport Hubs	Rail Stations
Place Category Visitors	Travel	Lodging	
Place Category Visitors	Travel	Lodging	Bed and Breakfasts
Place Category Visitors	Travel	Lodging	Hotels and Motels
Place Category Visitors	Travel	Lodging	Lodges and Vacation Rentals
Place Category Visitors	Travel	Lodging	Resorts
Place Category Visitors	Travel	Tourist Information and Services	
Place Category Visitors	Travel	Travel Agents and Tour Operators	

GEOPULSE AUDIENCES:

BEHAVIORAL

CATEGORY	SUBCATEGORY	SEGMENT
Behavioral	Auto	In-Market Auto Intenders - All Cars (In Market Auto Buyer)
Behavioral	Auto	In-Market Auto Intenders - Eco-Friendly Cars (Green Cars)
Behavioral	Auto	In-Market Auto Intenders - Luxury Cars
Behavioral	Auto	In-Market Auto Intenders - SUVs and Crossovers
Behavioral	Auto	In-Market Auto Intenders - Trucks
Behavioral	Auto	Recent Auto Repair Customers
Behavioral	Food and Beverage	Candy and Sweets Enthusiasts
Behavioral	Food and Beverage	Coffee and Tea Enthusiasts
Behavioral	Food and Beverage	Fast Casual Diners
Behavioral	Food and Beverage	Fast Food and QSR Diners (Quick Serve Restaurant Diner)
Behavioral	Retail	Activewear Shoppers
Behavioral	Retail	Big Box Shoppers
Behavioral	Retail	Eco-Friendly Shoppers (Green Shopper)
Behavioral	Retail	Electronics Shoppers (Electronics Buyer)
Behavioral	Retail	Fast Fashion Shoppers
Behavioral	Retail	Financial Services Customers
Behavioral	Retail	Health Food Shoppers
Behavioral	Retail	Holiday Shoppers
Behavioral	Retail	Home Improvement Shoppers
Behavioral	Retail	Luxury Fashion Shoppers
Behavioral	Retail	Luxury Goods Shoppers (Affluent Consumer)
Behavioral	Retail	Mobile Phone Shoppers
Behavioral	Retail	Video Game Shoppers
Behavioral	Lifestyle and Lifestage	Adventure Seekers (Thrill Seeker)
Behavioral	Lifestyle and Lifestage	College Students
Behavioral	Lifestyle and Lifestage	Dating Lifestyle (Date Nighter)
Behavioral	Lifestyle and Lifestage	Disney Enthusiasts
Behavioral	Lifestyle and Lifestage	Baby Goods Shoppers
Behavioral	Lifestyle and Lifestage	Family Fun Lifestyle (Family Fun Activities)
Behavioral	Lifestyle and Lifestage	Golfers
Behavioral	Lifestyle and Lifestage	Gym and Fitness Lifestyle
Behavioral	Lifestyle and Lifestage	Live Music Fans and Concert-goers
Behavioral	Lifestyle and Lifestage	Live Sports Fans
Behavioral	Lifestyle and Lifestage	Luxury Lifestyle
Behavioral	Lifestyle and Lifestage	Men's Lifestyle
Behavioral	Lifestyle and Lifestage	Millennials
Behavioral	Lifestyle and Lifestage	Moviegoers
Behavioral	Lifestyle and Lifestage	New Home Owners

SEGMENT DESCRIPTION	
	People recently seen at new and used US car dealerships
	People recently seen at US auto dealerships that sell eco-friendly vehicles
	People recently seen at luxury US auto dealerships like BMW, Mercedes, Audi, Lexus, Jaguar, Cadillac, Acura, Porsche, and Infiniti
	People recently seen at US auto dealerships like Land Rover, Subaru, and Jeep
	People recently seen at US auto dealerships like Dodge Chevy, Ford, RAM, and GMC
	People recently seen at Automotive Maintenance and Repair locations
	People recently seen at bakeries, candy shops, chocolate shops and dessert locations
	People frequently seen at Cafes, Coffee shops, and Tea Houses
	People recently seen at fast casual locations like Chiptotle, Panera, and Shake Shack
	People recently seen at fast food restaurants like Burger King, Dunkin Donuts, and Pizza Hut
	People recently seen at activewear retailers like Adidas, Nike, Lululemon, Athleta, and Under Armour
	People recently seen at big box retailers like Target, Walmart, and Costco
	People recently seen at Farmers Markets, Recycling Centers, Juice Bars, Vegan and Vegetarian restaurants, and health food stores
	People recently seen at computer and electronics retailers like Best Buy and the Apple Store
	People recently seen at retailers like H&M, Forever21, and Uniqlo
	People frequently seen at Banks, Credit Unions, and other similar locations
	People recently seen at places like Health and Diet Food stores and Farmers' Markets
	People seen shopping during holiday shopping events like Black Friday, Memorial Day, and Labor day
	People seen in the last three months at home improvement stores like Home Depot, Lowe's, and Ace Hardware
	People recently seen at luxury fashion locations like Burberry, Gucci, and Hermès
	People recently seen frequenting locations like Classic and Antique Car sellers, jewelry stores, and Financial Planning and Investment offices
	People recently seen at wireless carrier locations like Verizon, AT&T, Sprint, and T-Mobile stores
	People recently seen at locations that sell video games
	People recently seen at locations like climbing gyms, ski resorts, hiking trails, and skydiving locations
	People recently seen frequenting college campuses
	People frequently seen on Friday and Saturday evenings at locations like wine bars, movie theaters, and restaurants
	People recently seen at Disney hotels, resorts, parks, and stores
	People recently seen at Buy Buy Baby and other baby-related retail chains
	People recently seen at locations like amusement parks, circuses, bowling alleys, and zoos
	People recently seen frequenting golf courses
	People recently seen frequenting gyms and fitness centers
	People recently seen at concert and live music venues
	People recently seen at sports stadiums and arenas
	People recently seen at locations like country clubs and golf courses
	People identified as males, recently seen at locations like J Crew, Banana Republic, and The Art of Shaving
	People identified as 18-34 year olds
	People recently seen at movie theaters
	People frequently seen at the offices of real estate agents

GEOPULSE AUDIENCES: BEHAVIORAL

CATEGORY	SUBCATEGORY	SEGMENT
Behavioral	Lifestyle and Lifestage	Newlyweds
Behavioral	Lifestyle and Lifestage	NFL Enthusiasts (Pro Football Fan)
Behavioral	Lifestyle and Lifestage	Nightlife and Entertainment Enthusiasts
Behavioral	Lifestyle and Lifestage	Outdoor Enthusiasts
Behavioral	Lifestyle and Lifestage	Young Professionals
Behavioral	Lifestyle and Lifestage	IT Decision Makers
Behavioral	Lifestyle and Lifestage	College-Bound Students
Behavioral	Lifestyle and Lifestage	Teens & High School Students
Behavioral	Seasonal	Holiday Travelers
Behavioral	Seasonal	Black Friday & Cyber Monday Shoppers
Behavioral	Seasonal	Halloween Celebrators
Behavioral	Seasonal	Holiday Entertainers (Holiday Party Planners)
Behavioral	Seasonal	Winter Activity Enthusiasts (Skiers and Snowboarders)
Behavioral	Seasonal	Holiday Deal Seeker Shoppers
Behavioral	Seasonal	New Year's Celebrators
Behavioral	Seasonal	Holiday Celebrators
Behavioral	Seasonal	Mother's Day Shoppers
Behavioral	Seasonal	World Cup Watchers
Behavioral	Seasonal	Father's Day Shoppers
Behavioral	Seasonal	Summer Traveler
Behavioral	Seasonal	Cold and Flu Shoppers
Behavioral	Seasonal	NBA Finals Viewers
Behavioral	Seasonal	Spring Cleaners
Behavioral	Seasonal	March Madness Viewers (College Basketball Enthusiasts)
Behavioral	Seasonal	Technology Conference Attenders
Behavioral	Seasonal	Prom Goers
Behavioral	Seasonal	Spring Breakers
Behavioral	Travel and Transportation	Business Travelers
Behavioral	Travel and Transportation	Car Commuters (Daily Commuter)
Behavioral	Travel and Transportation	Car Renters
Behavioral	Travel and Transportation	Family Travelers
Behavioral	Travel and Transportation	Frequent Travelers
Behavioral	Travel and Transportation	Leisure Travelers
Behavioral	Travel and Transportation	Luxury Hotel Loyalists
Behavioral	Travel and Transportation	Public Transportation Commuters (Daily Commuter)
Behavioral	Travel and Transportation	Value Conscious Hotel Loyalists

	SEGMENT DESCRIPTION
	People recently seen at Wedding and bridal-related locations
	People recently seen at NFL stadiums
	People frequently seen at locations like bars, bowling alleys, and miniature golf courses
	People recently seen at locations like beaches, hiking trails, ski resorts, and outdoor retail stores
	People identified as 18-34 year olds that are seen at offices for tech companies, advertising and creative agencies, financial service companies, etc.
	People recently seen at leading technology conferences with high household incomes
	People recently seen visiting places like SAT/ACT test prep centers and college prep centers
	People seen spending time at high schools and visiting places that indicate they fall into the teenage age group
	People observed traveling in November or December
	People observed over Black Friday weekend at locations like malls, shopping outlets, and electronics stores
	People observed in October at costume stores, haunted houses, and other Halloween-related locations
	People seen at party supply stores, houseware stores, and other party-related locations
	People seen at ski-resorts, sporting goods stores, and other winter-activity related locations during the ski/snowboarding season
	People seen at discount stores, outlet stores, and other shopping locations
	People seen at bars, nightclubs, and other locations over New Year's eve
	People seen at places like Christmas markets and holiday festivals, in November and December
	People seen shopping for Mother's Day Gifts at locations such as jewelry stores and florists
	People seen at soccer stadiums across the country
	People seen shopping for Father's Day gifts
	People seen at airports and hotels during summer 2017 that are likely planning to travel again this year
	People seen visiting a pharmacy during cold & flu season in highly impacted areas
	People seen at NBA stadiums across the country
	People recently seen at stores that sell storage and organization products such as The Container Store, Storables, IKEA, and office supply stores
	People seen at NCAA basketball stadiums across the country
	People seen attending large scale technology events and conferences such as CES, SXSW, IBM InterConnect, Google Next, Microsoft WPC, Code/Media, IT Expo, Adobe Summit, and Dreamforce
	People seen on a high school campus and seen at a formal/prom dress shop, suit shop, or tux shop
	People seen at airports and hotels during spring break 2017 that are likely planning to travel again this year
	People recently seen frequenting airports
	People seen in a moving vehicle during weekday morning and evening commute hours
	People recently seen at car rental locations
	People frequently seen at locations like amusement parks, vacation rentals, and national landmarks
	People frequently seen at airports in the last three months
	People recently seen at airports
	People seen at hotels like the Four Seasons and The Ritz Carlton
	People seen at bus stops and train stations during weekday commuting hours
	People seen at hotels chains like Super 8 Motel, Hampton Inn, La Quinta Inn, and Holiday Inn Express

GEOPULSE AUDIENCES: BRAND SHOPPERS

CATEGORY	SEGMENT
Brand Shoppers	7-Eleven
Brand Shoppers	76 Gas Stations
Brand Shoppers	99 Cents Only Stores
Brand Shoppers	AAMCO Transmissions and Total Car Care
Brand Shoppers	Aaron's
Brand Shoppers	Abercrombie & Fitch
Brand Shoppers	Ace Hardware
Brand Shoppers	Acura Dealer
Brand Shoppers	Adidas
Brand Shoppers	Advance Auto Parts
Brand Shoppers	Aldo
Brand Shoppers	Allstate Insurance
Brand Shoppers	AMC Theatres
Brand Shoppers	American Eagle Outfitters
Brand Shoppers	American Family Insurance
Brand Shoppers	Ann Taylor
Brand Shoppers	Anthropologie
Brand Shoppers	Anytime Fitness
Brand Shoppers	Apple Store
Brand Shoppers	Applebee's
Brand Shoppers	Arby's
Brand Shoppers	ARCO Gas Stations
Brand Shoppers	Ashley Furniture HomeStore
Brand Shoppers	AT&T Store
Brand Shoppers	Athleta
Brand Shoppers	Autozone
Brand Shoppers	Avis Rent A Car
Brand Shoppers	Babies"R"Us
Brand Shoppers	Banana Republic
Brand Shoppers	Bank of America
Brand Shoppers	Barnes & Noble
Brand Shoppers	Baskin-Robbins
Brand Shoppers	Bass Pro Shops
Brand Shoppers	Bath & Body Works
Brand Shoppers	Bed Bath & Beyond
Brand Shoppers	Best Buy
Brand Shoppers	BevMo!

CATEGORY	SEGMENT
Brand Shoppers	Big Lots
Brand Shoppers	Bloomingdale's
Brand Shoppers	BMW Dealer
Brand Shoppers	BP
Brand Shoppers	Budget Rent A Car
Brand Shoppers	Buffalo Wild Wings
Brand Shoppers	Burger King
Brand Shoppers	Burlington Coat Factory
Brand Shoppers	Buy Buy Baby
Brand Shoppers	California Pizza Kitchen
Brand Shoppers	Calvin Klein
Brand Shoppers	Caribou Coffee
Brand Shoppers	Carl's Jr.
Brand Shoppers	Century 21
Brand Shoppers	Champs Sports
Brand Shoppers	Charles Schwab
Brand Shoppers	Chase Bank
Brand Shoppers	Chevrolet Dealer
Brand Shoppers	Chevron
Brand Shoppers	Chick-Fil-A
Brand Shoppers	Chili's Grill & Bar
Brand Shoppers	Chipotle Mexican Grill
Brand Shoppers	Circle K
Brand Shoppers	CITGO
Brand Shoppers	Citibank
Brand Shoppers	Claire's
Brand Shoppers	Club Monaco
Brand Shoppers	Cost Plus World Market
Brand Shoppers	Costco
Brand Shoppers	Crate & Barrel
Brand Shoppers	CVS Pharmacy
Brand Shoppers	Dairy Queen
Brand Shoppers	Days Inn
Brand Shoppers	Denny's
Brand Shoppers	Destination Maternity
Brand Shoppers	Dick's Sporting Goods
Brand Shoppers	Dillard's

GEOPULSE AUDIENCES: BRAND SHOPPERS

CATEGORY	SEGMENT
Brand Shoppers	Dodge Dealer
Brand Shoppers	Dollar General
Brand Shoppers	Dollar Tree
Brand Shoppers	Domino's Pizza
Brand Shoppers	DSW Designer Shoe Warehouse
Brand Shoppers	Duane Reade
Brand Shoppers	Dunkin' Donuts
Brand Shoppers	Edward Jones
Brand Shoppers	Enterprise Rent-A-Car
Brand Shoppers	Express
Brand Shoppers	Exxon
Brand Shoppers	Fairfield Inn by Marriott
Brand Shoppers	Family Dollar Store
Brand Shoppers	Famous Footwear
Brand Shoppers	FedEx Office Print & Ship Center
Brand Shoppers	Fiat Dealer
Brand Shoppers	Fidelity Investments
Brand Shoppers	Firehouse Subs
Brand Shoppers	Foot Locker
Brand Shoppers	Ford Dealer
Brand Shoppers	Forever 21
Brand Shoppers	GameStop
Brand Shoppers	Gap
Brand Shoppers	Giant Eagle
Brand Shoppers	GNC
Brand Shoppers	Gymboree
Brand Shoppers	Hardee's
Brand Shoppers	H&M
Brand Shoppers	H&R Block
Brand Shoppers	Helzberg Diamonds
Brand Shoppers	Hertz Rent A Car
Brand Shoppers	Hilton
Brand Shoppers	Holiday Inn
Brand Shoppers	Holiday Inn Express
Brand Shoppers	HomeGoods
Brand Shoppers	Honda Dealer
Brand Shoppers	Hyundai Dealer

CATEGORY	SEGMENT
Brand Shoppers	IHOP
Brand Shoppers	IKEA
Brand Shoppers	Infiniti Dealer
Brand Shoppers	J.Crew
Brand Shoppers	Jack In The Box
Brand Shoppers	Jackson Hewitt Tax Service
Brand Shoppers	Jaguar Dealer
Brand Shoppers	Jamba Juice
Brand Shoppers	JCPenney
Brand Shoppers	Jeep Dealer
Brand Shoppers	Jenny Craig Weight Loss Center
Brand Shoppers	Jiffy Lube
Brand Shoppers	Jimmy John's
Brand Shoppers	Jo-Ann Fabric and Craft Stores
Brand Shoppers	JW Marriott
Brand Shoppers	Kay Jewelers
Brand Shoppers	KFC
Brand Shoppers	Kia Dealer
Brand Shoppers	Kmart
Brand Shoppers	Kohl's
Brand Shoppers	Kroger
Brand Shoppers	La Quinta Inn & Suites
Brand Shoppers	La-Z-Boy
Brand Shoppers	Land Rover Dealer
Brand Shoppers	Lands' End
Brand Shoppers	Lane Bryant
Brand Shoppers	LensCrafters
Brand Shoppers	Les Schwab Tire Centers
Brand Shoppers	Lexus Dealer
Brand Shoppers	Little Caesars Pizza
Brand Shoppers	LOFT
Brand Shoppers	Longhorn Steakhouse
Brand Shoppers	Lowe's
Brand Shoppers	Lululemon Athletica
Brand Shoppers	Macy's
Brand Shoppers	Madewell
Brand Shoppers	Marathon

GEOPULSE AUDIENCES: BRAND SHOPPERS

CATEGORY	SEGMENT
Brand Shoppers	Marriott Hotels & Resorts
Brand Shoppers	Marshalls
Brand Shoppers	Mazda Dealer
Brand Shoppers	McDonald's
Brand Shoppers	Meijer
Brand Shoppers	Men's Wearhouse
Brand Shoppers	Mercedes Dealer
Brand Shoppers	Metro PCS
Brand Shoppers	Michaels
Brand Shoppers	Microsoft Store
Brand Shoppers	Midas
Brand Shoppers	MINI Dealer
Brand Shoppers	Mitsubishi Dealer
Brand Shoppers	Mobil
Brand Shoppers	Moe's Southwest Grill
Brand Shoppers	NAPA Auto Parts
Brand Shoppers	Neiman Marcus
Brand Shoppers	Nike Store
Brand Shoppers	Nissan Dealer
Brand Shoppers	Nordstrom
Brand Shoppers	Nordstrom Rack
Brand Shoppers	O'Reilly Auto Parts
Brand Shoppers	Office Depot
Brand Shoppers	Old Navy
Brand Shoppers	Olive Garden
Brand Shoppers	Outback Steakhouse
Brand Shoppers	P.F. Chang's China Bistro
Brand Shoppers	PacSun
Brand Shoppers	Panda Express
Brand Shoppers	Pandora Jewelry
Brand Shoppers	Panera Bread
Brand Shoppers	Papa John's Pizza
Brand Shoppers	Party City
Brand Shoppers	Payless Shoe Source
Brand Shoppers	Peet's Coffee and Tea
Brand Shoppers	Pep Boys
Brand Shoppers	Petco

CATEGORY	SEGMENT
Brand Shoppers	PetSmart
Brand Shoppers	Pier 1 Imports
Brand Shoppers	Pizza Hut
Brand Shoppers	PNC Bank
Brand Shoppers	Popeyes Louisiana Kitchen
Brand Shoppers	Pottery Barn
Brand Shoppers	Publix
Brand Shoppers	Qdoba Mexican Eats
Brand Shoppers	Quiktrip
Brand Shoppers	Ralph Lauren
Brand Shoppers	Ralphs
Brand Shoppers	Raymond James
Brand Shoppers	Red Lobster
Brand Shoppers	Red Robin Gourmet Burgers
Brand Shoppers	Regal Entertainment Group
Brand Shoppers	REI
Brand Shoppers	Residence Inn by Marriott
Brand Shoppers	Rite Aid
Brand Shoppers	Ruby Tuesday
Brand Shoppers	rue21
Brand Shoppers	Saks Fifth Avenue
Brand Shoppers	Saks OFF 5TH
Brand Shoppers	Sally Beauty Supply
Brand Shoppers	Sam's Club
Brand Shoppers	Scottrade
Brand Shoppers	Sears
Brand Shoppers	Sears Auto Center
Brand Shoppers	Sephora
Brand Shoppers	Shell
Brand Shoppers	Sheraton
Brand Shoppers	Sherwin-Williams
Brand Shoppers	Sleep Number
Brand Shoppers	Sleepy's Mattress
Brand Shoppers	Sonic Drive-In
Brand Shoppers	SpringHill Suites by Marriott
Brand Shoppers	Sprint
Brand Shoppers	Staples

GEOPULSE AUDIENCES: BRAND SHOPPERS

CATEGORY	SEGMENT
Brand Shoppers	Starbucks
Brand Shoppers	State Farm Insurance
Brand Shoppers	Steak 'n Shake
Brand Shoppers	Subaru Dealer
Brand Shoppers	Subway
Brand Shoppers	Sunglass Hut
Brand Shoppers	Sunoco
Brand Shoppers	Suntrust Bank
Brand Shoppers	Super 8 Motel
Brand Shoppers	Supercuts
Brand Shoppers	T-Mobile
Brand Shoppers	T.J.Maxx
Brand Shoppers	Taco Bell
Brand Shoppers	Target
Brand Shoppers	Texaco
Brand Shoppers	TGI Fridays
Brand Shoppers	The Cheesecake Factory
Brand Shoppers	The Children's Place
Brand Shoppers	The Coffee Bean and Tea Leaf
Brand Shoppers	The Home Depot
Brand Shoppers	The Ritz-Carlton
Brand Shoppers	The UPS Store
Brand Shoppers	Toyota Dealer
Brand Shoppers	Toys"R"Us
Brand Shoppers	Trader Joe's
Brand Shoppers	True Value
Brand Shoppers	U-Haul
Brand Shoppers	ULTA Beauty
Brand Shoppers	US Bank
Brand Shoppers	US Post Office
Brand Shoppers	Valero
Brand Shoppers	Valvoline Instant Oil Change
Brand Shoppers	Verizon Wireless
Brand Shoppers	Victoria's Secret
Brand Shoppers	Volkswagen Dealer
Brand Shoppers	Volvo Dealer
Brand Shoppers	Vons

CATEGORY	SEGMENT
Brand Shoppers	Walgreens
Brand Shoppers	Walmart
Brand Shoppers	Weight Watchers
Brand Shoppers	Wells Fargo Bank
Brand Shoppers	Wendy's
Brand Shoppers	Western Union
Brand Shoppers	White Castle
Brand Shoppers	Whole Foods
Brand Shoppers	Williams-Sonoma
Brand Shoppers	Wingstop
Brand Shoppers	Zara

GEOPULSE AUDIENCES: DEMOGRAPHIC

CATEGORY	SEGMENT
Demographic	Age 18-24
Demographic	Age 25-34
Demographic	Age 35-44
Demographic	Age 45-54
Demographic	Age 55-64
Demographic	Age 65+
Demographic	Gender - Male
Demographic	Gender - Female
Demographic	Parenting - Mom
Demographic	Parenting - Dad
Demographic	Income \$0-25k
Demographic	Income \$25-50k
Demographic	Income \$50-75k
Demographic	Income \$75-100k
Demographic	Income \$100-125k
Demographic	Income \$125-150k
Demographic	Income \$150-175k
Demographic	Income \$175-200k
Demographic	Income \$200-225k

GEOPULSE AUDIENCES:

POLITICAL

CATEGORY	SUBCATEGORY	SEGMENT	
Political	US Congressional Districts	Alaska	Alaska At-large Congressional District (AK-00)
Political	US Congressional Districts	Alabama	Alabama 1st Congressional District (AL-01)
Political	US Congressional Districts	Alabama	Alabama 2nd Congressional District (AL-02)
Political	US Congressional Districts	Alabama	Alabama 3rd Congressional District (AL-03)
Political	US Congressional Districts	Alabama	Alabama 4th Congressional District (AL-04)
Political	US Congressional Districts	Alabama	Alabama 5th Congressional District (AL-05)
Political	US Congressional Districts	Alabama	Alabama 6th Congressional District (AL-06)
Political	US Congressional Districts	Alabama	Alabama 7th Congressional District (AL-07)
Political	US Congressional Districts	Arkansas	Arkansas 1st Congressional District (AR-01)
Political	US Congressional Districts	Arkansas	Arkansas 2nd Congressional District (AR-02)
Political	US Congressional Districts	Arkansas	Arkansas 3rd Congressional District (AR-03)
Political	US Congressional Districts	Arkansas	Arkansas 4th Congressional District (AR-04)
Political	US Congressional Districts	Arizona	Arizona 1st Congressional District (AZ-01)
Political	US Congressional Districts	Arizona	Arizona 2nd Congressional District (AZ-02)
Political	US Congressional Districts	Arizona	Arizona 3rd Congressional District (AZ-03)
Political	US Congressional Districts	Arizona	Arizona 4th Congressional District (AZ-04)
Political	US Congressional Districts	Arizona	Arizona 5th Congressional District (AZ-05)
Political	US Congressional Districts	Arizona	Arizona 6th Congressional District (AZ-06)
Political	US Congressional Districts	Arizona	Arizona 7th Congressional District (AZ-07)
Political	US Congressional Districts	Arizona	Arizona 8th Congressional District (AZ-08)
Political	US Congressional Districts	Arizona	Arizona 9th Congressional District (AZ-09)
Political	US Congressional Districts	California	California 1st Congressional District (CA-01)
Political	US Congressional Districts	California	California 2nd Congressional District (CA-02)
Political	US Congressional Districts	California	California 3rd Congressional District (CA-03)
Political	US Congressional Districts	California	California 4th Congressional District (CA-04)
Political	US Congressional Districts	California	California 5th Congressional District (CA-05)
Political	US Congressional Districts	California	California 6th Congressional District (CA-06)
Political	US Congressional Districts	California	California 7th Congressional District (CA-07)
Political	US Congressional Districts	California	California 8th Congressional District (CA-08)
Political	US Congressional Districts	California	California 9th Congressional District (CA-09)
Political	US Congressional Districts	California	California 10th Congressional District (CA-10)
Political	US Congressional Districts	California	California 11th Congressional District (CA-11)
Political	US Congressional Districts	California	California 12th Congressional District (CA-12)
Political	US Congressional Districts	California	California 13th Congressional District (CA-13)
Political	US Congressional Districts	California	California 14th Congressional District (CA-14)
Political	US Congressional Districts	California	California 15th Congressional District (CA-15)
Political	US Congressional Districts	California	California 16th Congressional District (CA-16)

CATEGORY	SUBCATEGORY	SEGMENT	
Political	US Congressional Districts	Colorado	Colorado 1st Congressional District (CO-01)
Political	US Congressional Districts	Colorado	Colorado 2nd Congressional District (CO-02)
Political	US Congressional Districts	Colorado	Colorado 3rd Congressional District (CO-03)
Political	US Congressional Districts	Colorado	Colorado 4th Congressional District (CO-04)
Political	US Congressional Districts	Colorado	Colorado 5th Congressional District (CO-05)
Political	US Congressional Districts	Colorado	Colorado 6th Congressional District (CO-06)
Political	US Congressional Districts	Colorado	Colorado 7th Congressional District (CO-07)
Political	US Congressional Districts	Connecticut	Connecticut 1st Congressional District (CT-01)
Political	US Congressional Districts	Connecticut	Connecticut 2nd Congressional District (CT-02)
Political	US Congressional Districts	Connecticut	Connecticut 3rd Congressional District (CT-03)
Political	US Congressional Districts	Connecticut	Connecticut 4th Congressional District (CT-04)
Political	US Congressional Districts	Connecticut	Connecticut 5th Congressional District (CT-05)
Political	US Congressional Districts	Delaware	Delaware At-large Congressional District (DE-00)
Political	US Congressional Districts	Florida	Florida 1st Congressional District (FL-01)
Political	US Congressional Districts	Florida	Florida 2nd Congressional District (FL-02)
Political	US Congressional Districts	Florida	Florida 3rd Congressional District (FL-03)
Political	US Congressional Districts	Florida	Florida 4th Congressional District (FL-04)
Political	US Congressional Districts	Florida	Florida 5th Congressional District (FL-05)
Political	US Congressional Districts	Florida	Florida 6th Congressional District (FL-06)
Political	US Congressional Districts	Florida	Florida 7th Congressional District (FL-07)
Political	US Congressional Districts	Florida	Florida 8th Congressional District (FL-08)
Political	US Congressional Districts	Florida	Florida 9th Congressional District (FL-09)
Political	US Congressional Districts	Florida	Florida 10th Congressional District (FL-10)
Political	US Congressional Districts	Florida	Florida 11th Congressional District (FL-11)
Political	US Congressional Districts	Florida	Florida 12th Congressional District (FL-12)
Political	US Congressional Districts	Florida	Florida 13th Congressional District (FL-13)
Political	US Congressional Districts	Florida	Florida 14th Congressional District (FL-14)
Political	US Congressional Districts	Florida	Florida 15th Congressional District (FL-15)
Political	US Congressional Districts	Florida	Florida 16th Congressional District (FL-16)
Political	US Congressional Districts	Florida	Florida 17th Congressional District (FL-17)
Political	US Congressional Districts	Florida	Florida 18th Congressional District (FL-18)
Political	US Congressional Districts	Florida	Florida 19th Congressional District (FL-19)
Political	US Congressional Districts	Florida	Florida 20th Congressional District (FL-20)
Political	US Congressional Districts	Florida	Florida 21st Congressional District (FL-21)
Political	US Congressional Districts	Florida	Florida 22nd Congressional District (FL-22)
Political	US Congressional Districts	Florida	Florida 23rd Congressional District (FL-23)
Political	US Congressional Districts	Florida	Florida 24th Congressional District (FL-24)

GEOPULSE AUDIENCES:

POLITICAL

CATEGORY	SUBCATEGORY	SEGMENT	
Political	US Congressional Districts	Florida	Florida 25th Congressional District (FL-25)
Political	US Congressional Districts	Florida	Florida 26th Congressional District (FL-26)
Political	US Congressional Districts	Florida	Florida 27th Congressional District (FL-27)
Political	US Congressional Districts	Georgia	Georgia 1st Congressional District (GA-01)
Political	US Congressional Districts	Georgia	Georgia 2nd Congressional District (GA-02)
Political	US Congressional Districts	Georgia	Georgia 3rd Congressional District (GA-03)
Political	US Congressional Districts	Georgia	Georgia 4th Congressional District (GA-04)
Political	US Congressional Districts	Georgia	Georgia 5th Congressional District (GA-05)
Political	US Congressional Districts	Georgia	Georgia 6th Congressional District (GA-06)
Political	US Congressional Districts	Georgia	Georgia 7th Congressional District (GA-07)
Political	US Congressional Districts	Georgia	Georgia 8th Congressional District (GA-08)
Political	US Congressional Districts	Georgia	Georgia 9th Congressional District (GA-09)
Political	US Congressional Districts	Georgia	Georgia 10th Congressional District (GA-10)
Political	US Congressional Districts	Georgia	Georgia 11th Congressional District (GA-11)
Political	US Congressional Districts	Georgia	Georgia 12th Congressional District (GA-12)
Political	US Congressional Districts	Georgia	Georgia 13th Congressional District (GA-13)
Political	US Congressional Districts	Georgia	Georgia 14th Congressional District (GA-14)
Political	US Congressional Districts	Hawaii	Hawaii 1st Congressional District (HI-01)
Political	US Congressional Districts	Hawaii	Hawaii 2nd Congressional District (HI-02)
Political	US Congressional Districts	Iowa	Iowa 1st Congressional District (IA-01)
Political	US Congressional Districts	Iowa	Iowa 2nd Congressional District (IA-02)
Political	US Congressional Districts	Iowa	Iowa 3rd Congressional District (IA-03)
Political	US Congressional Districts	Iowa	Iowa 4th Congressional District (IA-04)
Political	US Congressional Districts	Idaho	Idaho 1st Congressional District (ID-01)
Political	US Congressional Districts	Idaho	Idaho 2nd Congressional District (ID-02)
Political	US Congressional Districts	Illinois	Illinois 1st Congressional District (IL-01)
Political	US Congressional Districts	Illinois	Illinois 2nd Congressional District (IL-02)
Political	US Congressional Districts	Illinois	Illinois 3rd Congressional District (IL-03)
Political	US Congressional Districts	Illinois	Illinois 4th Congressional District (IL-04)
Political	US Congressional Districts	Illinois	Illinois 5th Congressional District (IL-05)
Political	US Congressional Districts	Illinois	Illinois 6th Congressional District (IL-06)
Political	US Congressional Districts	Illinois	Illinois 7th Congressional District (IL-07)
Political	US Congressional Districts	Illinois	Illinois 8th Congressional District (IL-08)
Political	US Congressional Districts	Illinois	Illinois 9th Congressional District (IL-09)
Political	US Congressional Districts	Illinois	Illinois 10th Congressional District (IL-10)
Political	US Congressional Districts	Illinois	Illinois 11th Congressional District (IL-11)
Political	US Congressional Districts	Illinois	Illinois 12th Congressional District (IL-12)

CATEGORY	SUBCATEGORY	SEGMENT	
Political	US Congressional Districts	Illinois	Illinois 13th Congressional District (IL-13)
Political	US Congressional Districts	Illinois	Illinois 14th Congressional District (IL-14)
Political	US Congressional Districts	Illinois	Illinois 15th Congressional District (IL-15)
Political	US Congressional Districts	Illinois	Illinois 16th Congressional District (IL-16)
Political	US Congressional Districts	Illinois	Illinois 17th Congressional District (IL-17)
Political	US Congressional Districts	Illinois	Illinois 18th Congressional District (IL-18)
Political	US Congressional Districts	Indiana	Indiana 1st Congressional District (IN-01)
Political	US Congressional Districts	Indiana	Indiana 2nd Congressional District (IN-02)
Political	US Congressional Districts	Indiana	Indiana 3rd Congressional District (IN-03)
Political	US Congressional Districts	Indiana	Indiana 4th Congressional District (IN-04)
Political	US Congressional Districts	Indiana	Indiana 5th Congressional District (IN-05)
Political	US Congressional Districts	Indiana	Indiana 6th Congressional District (IN-06)
Political	US Congressional Districts	Indiana	Indiana 7th Congressional District (IN-07)
Political	US Congressional Districts	Indiana	Indiana 8th Congressional District (IN-08)
Political	US Congressional Districts	Indiana	Indiana 9th Congressional District (IN-09)
Political	US Congressional Districts	Kansas	Kansas 1st Congressional District (KS-01)
Political	US Congressional Districts	Kansas	Kansas 2nd Congressional District (KS-02)
Political	US Congressional Districts	Kansas	Kansas 3rd Congressional District (KS-03)
Political	US Congressional Districts	Kansas	Kansas 4th Congressional District (KS-04)
Political	US Congressional Districts	Kentucky	Kentucky 1st Congressional District (KY-01)
Political	US Congressional Districts	Kentucky	Kentucky 2nd Congressional District (KY-02)
Political	US Congressional Districts	Kentucky	Kentucky 3rd Congressional District (KY-03)
Political	US Congressional Districts	Kentucky	Kentucky 4th Congressional District (KY-04)
Political	US Congressional Districts	Kentucky	Kentucky 5th Congressional District (KY-05)
Political	US Congressional Districts	Kentucky	Kentucky 6th Congressional District (KY-06)
Political	US Congressional Districts	Louisiana	Louisiana 1st Congressional District (LA-01)
Political	US Congressional Districts	Louisiana	Louisiana 2nd Congressional District (LA-02)
Political	US Congressional Districts	Louisiana	Louisiana 3rd Congressional District (LA-03)
Political	US Congressional Districts	Louisiana	Louisiana 4th Congressional District (LA-04)
Political	US Congressional Districts	Louisiana	Louisiana 5th Congressional District (LA-05)
Political	US Congressional Districts	Louisiana	Louisiana 6th Congressional District (LA-06)
Political	US Congressional Districts	Massachusetts	Massachusetts 1st Congressional District (MA-01)
Political	US Congressional Districts	Massachusetts	Massachusetts 2nd Congressional District (MA-02)
Political	US Congressional Districts	Massachusetts	Massachusetts 3rd Congressional District (MA-03)
Political	US Congressional Districts	Massachusetts	Massachusetts 4th Congressional District (MA-04)
Political	US Congressional Districts	Massachusetts	Massachusetts 5th Congressional District (MA-05)
Political	US Congressional Districts	Massachusetts	Massachusetts 6th Congressional District (MA-06)

GEOPULSE AUDIENCES:

POLITICAL

CATEGORY	SUBCATEGORY	SEGMENT	
Political	US Congressional Districts	Massachusetts	Massachusetts 7th Congressional District (MA-07)
Political	US Congressional Districts	Massachusetts	Massachusetts 8th Congressional District (MA-08)
Political	US Congressional Districts	Massachusetts	Massachusetts 9th Congressional District (MA-09)
Political	US Congressional Districts	Maryland	Maryland 1st Congressional District (MD-01)
Political	US Congressional Districts	Maryland	Maryland 2nd Congressional District (MD-02)
Political	US Congressional Districts	Maryland	Maryland 3rd Congressional District (MD-03)
Political	US Congressional Districts	Maryland	Maryland 4th Congressional District (MD-04)
Political	US Congressional Districts	Maryland	Maryland 5th Congressional District (MD-05)
Political	US Congressional Districts	Maryland	Maryland 6th Congressional District (MD-06)
Political	US Congressional Districts	Maryland	Maryland 7th Congressional District (MD-07)
Political	US Congressional Districts	Maryland	Maryland 8th Congressional District (MD-08)
Political	US Congressional Districts	Maine	Maine 1st Congressional District (ME-01)
Political	US Congressional Districts	Maine	Maine 2nd Congressional District (ME-02)
Political	US Congressional Districts	Michigan	Michigan 1st Congressional District (MI-01)
Political	US Congressional Districts	Michigan	Michigan 2nd Congressional District (MI-02)
Political	US Congressional Districts	Michigan	Michigan 3rd Congressional District (MI-03)
Political	US Congressional Districts	Michigan	Michigan 4th Congressional District (MI-04)
Political	US Congressional Districts	Michigan	Michigan 5th Congressional District (MI-05)
Political	US Congressional Districts	Michigan	Michigan 6th Congressional District (MI-06)
Political	US Congressional Districts	Michigan	Michigan 7th Congressional District (MI-07)
Political	US Congressional Districts	Michigan	Michigan 8th Congressional District (MI-08)
Political	US Congressional Districts	Michigan	Michigan 9th Congressional District (MI-09)
Political	US Congressional Districts	Michigan	Michigan 10th Congressional District (MI-10)
Political	US Congressional Districts	Michigan	Michigan 11th Congressional District (MI-11)
Political	US Congressional Districts	Michigan	Michigan 12th Congressional District (MI-12)
Political	US Congressional Districts	Michigan	Michigan 13th Congressional District (MI-13)
Political	US Congressional Districts	Michigan	Michigan 14th Congressional District (MI-14)
Political	US Congressional Districts	Minnesota	Minnesota 1st Congressional District (MN-01)
Political	US Congressional Districts	Minnesota	Minnesota 2nd Congressional District (MN-02)
Political	US Congressional Districts	Minnesota	Minnesota 3rd Congressional District (MN-03)
Political	US Congressional Districts	Minnesota	Minnesota 4th Congressional District (MN-04)
Political	US Congressional Districts	Minnesota	Minnesota 5th Congressional District (MN-05)
Political	US Congressional Districts	Minnesota	Minnesota 6th Congressional District (MN-06)
Political	US Congressional Districts	Minnesota	Minnesota 7th Congressional District (MN-07)
Political	US Congressional Districts	Minnesota	Minnesota 8th Congressional District (MN-08)
Political	US Congressional Districts	Missouri	Missouri 1st Congressional District (MO-01)
Political	US Congressional Districts	Missouri	Missouri 2nd Congressional District (MO-02)

CATEGORY	SUBCATEGORY	SEGMENT	
Political	US Congressional Districts	Missouri	Missouri 3rd Congressional District (MO-03)
Political	US Congressional Districts	Missouri	Missouri 4th Congressional District (MO-04)
Political	US Congressional Districts	Missouri	Missouri 5th Congressional District (MO-05)
Political	US Congressional Districts	Missouri	Missouri 6th Congressional District (MO-06)
Political	US Congressional Districts	Missouri	Missouri 7th Congressional District (MO-07)
Political	US Congressional Districts	Missouri	Missouri 8th Congressional District (MO-08)
Political	US Congressional Districts	Mississippi	Mississippi 1st Congressional District (MS-01)
Political	US Congressional Districts	Mississippi	Mississippi 2nd Congressional District (MS-02)
Political	US Congressional Districts	Mississippi	Mississippi 3rd Congressional District (MS-03)
Political	US Congressional Districts	Mississippi	Mississippi 4th Congressional District (MS-04)
Political	US Congressional Districts	Montana	Montana At-large Congressional District (MT-00)
Political	US Congressional Districts	North Carolina	North Carolina 1st Congressional District (NC-01)
Political	US Congressional Districts	North Carolina	North Carolina 2nd Congressional District (NC-02)
Political	US Congressional Districts	North Carolina	North Carolina 3rd Congressional District (NC-03)
Political	US Congressional Districts	North Carolina	North Carolina 4th Congressional District (NC-04)
Political	US Congressional Districts	North Carolina	North Carolina 5th Congressional District (NC-05)
Political	US Congressional Districts	North Carolina	North Carolina 6th Congressional District (NC-06)
Political	US Congressional Districts	North Carolina	North Carolina 7th Congressional District (NC-07)
Political	US Congressional Districts	North Carolina	North Carolina 8th Congressional District (NC-08)
Political	US Congressional Districts	North Carolina	North Carolina 9th Congressional District (NC-09)
Political	US Congressional Districts	North Carolina	North Carolina 10th Congressional District (NC-10)
Political	US Congressional Districts	North Carolina	North Carolina 11th Congressional District (NC-11)
Political	US Congressional Districts	North Carolina	North Carolina 12th Congressional District (NC-12)
Political	US Congressional Districts	North Carolina	North Carolina 13th Congressional District (NC-13)
Political	US Congressional Districts	North Dakota	North Dakota At-large Congressional District (ND-00)
Political	US Congressional Districts	Nebraska	Nebraska 1st Congressional District (NE-01)
Political	US Congressional Districts	Nebraska	Nebraska 2nd Congressional District (NE-02)
Political	US Congressional Districts	Nebraska	Nebraska 3rd Congressional District (NE-03)
Political	US Congressional Districts	New Hampshire	New Hampshire 1st Congressional District (NH-01)
Political	US Congressional Districts	New Hampshire	New Hampshire 2nd Congressional District (NH-02)
Political	US Congressional Districts	New Jersey	New Jersey 1st Congressional District (NJ-01)
Political	US Congressional Districts	New Jersey	New Jersey 2nd Congressional District (NJ-02)
Political	US Congressional Districts	New Jersey	New Jersey 3rd Congressional District (NJ-03)
Political	US Congressional Districts	New Jersey	New Jersey 4th Congressional District (NJ-04)
Political	US Congressional Districts	New Jersey	New Jersey 5th Congressional District (NJ-05)
Political	US Congressional Districts	New Jersey	New Jersey 6th Congressional District (NJ-06)
Political	US Congressional Districts	New Jersey	New Jersey 7th Congressional District (NJ-07)

GEOPULSE AUDIENCES:

POLITICAL

CATEGORY	SUBCATEGORY	SEGMENT	
Political	US Congressional Districts	New Jersey	New Jersey 8th Congressional District (NJ-08)
Political	US Congressional Districts	New Jersey	New Jersey 9th Congressional District (NJ-09)
Political	US Congressional Districts	New Jersey	New Jersey 10th Congressional District (NJ-10)
Political	US Congressional Districts	New Jersey	New Jersey 11th Congressional District (NJ-11)
Political	US Congressional Districts	New Jersey	New Jersey 12th Congressional District (NJ-12)
Political	US Congressional Districts	New Mexico	New Mexico 1st Congressional District (NM-01)
Political	US Congressional Districts	New Mexico	New Mexico 2nd Congressional District (NM-02)
Political	US Congressional Districts	New Mexico	New Mexico 3rd Congressional District (NM-03)
Political	US Congressional Districts	Nevada	Nevada 1st Congressional District (NV-01)
Political	US Congressional Districts	Nevada	Nevada 2nd Congressional District (NV-02)
Political	US Congressional Districts	Nevada	Nevada 3rd Congressional District (NV-03)
Political	US Congressional Districts	Nevada	Nevada 4th Congressional District (NV-04)
Political	US Congressional Districts	New York	New York 1st Congressional District (NY-01)
Political	US Congressional Districts	New York	New York 2nd Congressional District (NY-02)
Political	US Congressional Districts	New York	New York 3rd Congressional District (NY-03)
Political	US Congressional Districts	New York	New York 4th Congressional District (NY-04)
Political	US Congressional Districts	New York	New York 5th Congressional District (NY-05)
Political	US Congressional Districts	New York	New York 6th Congressional District (NY-06)
Political	US Congressional Districts	New York	New York 7th Congressional District (NY-07)
Political	US Congressional Districts	New York	New York 8th Congressional District (NY-08)
Political	US Congressional Districts	New York	New York 9th Congressional District (NY-09)
Political	US Congressional Districts	New York	New York 10th Congressional District (NY-10)
Political	US Congressional Districts	New York	New York 11th Congressional District (NY-11)
Political	US Congressional Districts	New York	New York 12th Congressional District (NY-12)
Political	US Congressional Districts	New York	New York 13th Congressional District (NY-13)
Political	US Congressional Districts	New York	New York 14th Congressional District (NY-14)
Political	US Congressional Districts	New York	New York 15th Congressional District (NY-15)
Political	US Congressional Districts	New York	New York 16th Congressional District (NY-16)
Political	US Congressional Districts	New York	New York 17th Congressional District (NY-17)
Political	US Congressional Districts	New York	New York 18th Congressional District (NY-18)
Political	US Congressional Districts	New York	New York 19th Congressional District (NY-19)
Political	US Congressional Districts	New York	New York 20th Congressional District (NY-20)
Political	US Congressional Districts	New York	New York 21st Congressional District (NY-21)
Political	US Congressional Districts	New York	New York 22nd Congressional District (NY-22)
Political	US Congressional Districts	New York	New York 23rd Congressional District (NY-23)
Political	US Congressional Districts	New York	New York 24th Congressional District (NY-24)
Political	US Congressional Districts	New York	New York 25th Congressional District (NY-25)

CATEGORY	SUBCATEGORY	SEGMENT	
Political	US Congressional Districts	New York	New York 26th Congressional District (NY-26)
Political	US Congressional Districts	New York	New York 27th Congressional District (NY-27)
Political	US Congressional Districts	Ohio	Ohio 1st Congressional District (OH-01)
Political	US Congressional Districts	Ohio	Ohio 2nd Congressional District (OH-02)
Political	US Congressional Districts	Ohio	Ohio 3rd Congressional District (OH-03)
Political	US Congressional Districts	Ohio	Ohio 4th Congressional District (OH-04)
Political	US Congressional Districts	Ohio	Ohio 5th Congressional District (OH-05)
Political	US Congressional Districts	Ohio	Ohio 6th Congressional District (OH-06)
Political	US Congressional Districts	Ohio	Ohio 7th Congressional District (OH-07)
Political	US Congressional Districts	Ohio	Ohio 8th Congressional District (OH-08)
Political	US Congressional Districts	Ohio	Ohio 9th Congressional District (OH-09)
Political	US Congressional Districts	Ohio	Ohio 10th Congressional District (OH-10)
Political	US Congressional Districts	Ohio	Ohio 11th Congressional District (OH-11)
Political	US Congressional Districts	Ohio	Ohio 12th Congressional District (OH-12)
Political	US Congressional Districts	Ohio	Ohio 13th Congressional District (OH-13)
Political	US Congressional Districts	Ohio	Ohio 14th Congressional District (OH-14)
Political	US Congressional Districts	Ohio	Ohio 15th Congressional District (OH-15)
Political	US Congressional Districts	Ohio	Ohio 16th Congressional District (OH-16)
Political	US Congressional Districts	Oklahoma	Oklahoma 1st Congressional District (OK-01)
Political	US Congressional Districts	Oklahoma	Oklahoma 2nd Congressional District (OK-02)
Political	US Congressional Districts	Oklahoma	Oklahoma 3rd Congressional District (OK-03)
Political	US Congressional Districts	Oklahoma	Oklahoma 4th Congressional District (OK-04)
Political	US Congressional Districts	Oklahoma	Oklahoma 5th Congressional District (OK-05)
Political	US Congressional Districts	Oregon	Oregon 1st Congressional District (OR-01)
Political	US Congressional Districts	Oregon	Oregon 2nd Congressional District (OR-02)
Political	US Congressional Districts	Oregon	Oregon 3rd Congressional District (OR-03)
Political	US Congressional Districts	Oregon	Oregon 4th Congressional District (OR-04)
Political	US Congressional Districts	Oregon	Oregon 5th Congressional District (OR-05)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 1st Congressional District (PA-01)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 2nd Congressional District (PA-02)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 3rd Congressional District (PA-03)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 4th Congressional District (PA-04)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 5th Congressional District (PA-05)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 6th Congressional District (PA-06)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 7th Congressional District (PA-07)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 8th Congressional District (PA-08)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 9th Congressional District (PA-09)

GEOPULSE AUDIENCES:

POLITICAL

CATEGORY	SUBCATEGORY	SEGMENT	
Political	US Congressional Districts	Pennsylvania	Pennsylvania 10th Congressional District (PA-10)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 11th Congressional District (PA-11)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 12th Congressional District (PA-12)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 13th Congressional District (PA-13)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 14th Congressional District (PA-14)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 15th Congressional District (PA-15)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 16th Congressional District (PA-16)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 17th Congressional District (PA-17)
Political	US Congressional Districts	Pennsylvania	Pennsylvania 18th Congressional District (PA-18)
Political	US Congressional Districts	Rhode Island	Rhode Island 1st Congressional District (RI-01)
Political	US Congressional Districts	Rhode Island	Rhode Island 2nd Congressional District (RI-02)
Political	US Congressional Districts	South Carolina	South Carolina 1st Congressional District (SC-01)
Political	US Congressional Districts	South Carolina	South Carolina 2nd Congressional District (SC-02)
Political	US Congressional Districts	South Carolina	South Carolina 3rd Congressional District (SC-03)
Political	US Congressional Districts	South Carolina	South Carolina 4th Congressional District (SC-04)
Political	US Congressional Districts	South Carolina	South Carolina 5th Congressional District (SC-05)
Political	US Congressional Districts	South Carolina	South Carolina 6th Congressional District (SC-06)
Political	US Congressional Districts	South Carolina	South Carolina 7th Congressional District (SC-07)
Political	US Congressional Districts	South Dakota	South Dakota At-large Congressional District (SD-00)
Political	US Congressional Districts	Tennessee	Tennessee 1st Congressional District (TN-01)
Political	US Congressional Districts	Tennessee	Tennessee 2nd Congressional District (TN-02)
Political	US Congressional Districts	Tennessee	Tennessee 3rd Congressional District (TN-03)
Political	US Congressional Districts	Tennessee	Tennessee 4th Congressional District (TN-04)
Political	US Congressional Districts	Tennessee	Tennessee 5th Congressional District (TN-05)
Political	US Congressional Districts	Tennessee	Tennessee 6th Congressional District (TN-06)
Political	US Congressional Districts	Tennessee	Tennessee 7th Congressional District (TN-07)
Political	US Congressional Districts	Tennessee	Tennessee 8th Congressional District (TN-08)
Political	US Congressional Districts	Tennessee	Tennessee 9th Congressional District (TN-09)
Political	US Congressional Districts	Texas	Texas 1st Congressional District (TX-01)
Political	US Congressional Districts	Texas	Texas 2nd Congressional District (TX-02)
Political	US Congressional Districts	Texas	Texas 3rd Congressional District (TX-03)
Political	US Congressional Districts	Texas	Texas 4th Congressional District (TX-04)
Political	US Congressional Districts	Texas	Texas 5th Congressional District (TX-05)
Political	US Congressional Districts	Texas	Texas 6th Congressional District (TX-06)
Political	US Congressional Districts	Texas	Texas 7th Congressional District (TX-07)
Political	US Congressional Districts	Texas	Texas 8th Congressional District (TX-08)
Political	US Congressional Districts	Texas	Texas 9th Congressional District (TX-09)

CATEGORY	SUBCATEGORY	SEGMENT	
Political	US Congressional Districts	Texas	Texas 10th Congressional District (TX-10)
Political	US Congressional Districts	Texas	Texas 11th Congressional District (TX-11)
Political	US Congressional Districts	Texas	Texas 12th Congressional District (TX-12)
Political	US Congressional Districts	Texas	Texas 13th Congressional District (TX-13)
Political	US Congressional Districts	Texas	Texas 14th Congressional District (TX-14)
Political	US Congressional Districts	Texas	Texas 15th Congressional District (TX-15)
Political	US Congressional Districts	Texas	Texas 16th Congressional District (TX-16)
Political	US Congressional Districts	Texas	Texas 17th Congressional District (TX-17)
Political	US Congressional Districts	Texas	Texas 18th Congressional District (TX-18)
Political	US Congressional Districts	Texas	Texas 19th Congressional District (TX-19)
Political	US Congressional Districts	Texas	Texas 20th Congressional District (TX-20)
Political	US Congressional Districts	Texas	Texas 21st Congressional District (TX-21)
Political	US Congressional Districts	Texas	Texas 22nd Congressional District (TX-22)
Political	US Congressional Districts	Texas	Texas 23rd Congressional District (TX-23)
Political	US Congressional Districts	Texas	Texas 24th Congressional District (TX-24)
Political	US Congressional Districts	Texas	Texas 25th Congressional District (TX-25)
Political	US Congressional Districts	Texas	Texas 26th Congressional District (TX-26)
Political	US Congressional Districts	Texas	Texas 27th Congressional District (TX-27)
Political	US Congressional Districts	Texas	Texas 28th Congressional District (TX-28)
Political	US Congressional Districts	Texas	Texas 29th Congressional District (TX-29)
Political	US Congressional Districts	Texas	Texas 30th Congressional District (TX-30)
Political	US Congressional Districts	Texas	Texas 31st Congressional District (TX-31)
Political	US Congressional Districts	Texas	Texas 32nd Congressional District (TX-32)
Political	US Congressional Districts	Texas	Texas 33rd Congressional District (TX-33)
Political	US Congressional Districts	Texas	Texas 34th Congressional District (TX-34)
Political	US Congressional Districts	Texas	Texas 35th Congressional District (TX-35)
Political	US Congressional Districts	Texas	Texas 36th Congressional District (TX-36)
Political	US Congressional Districts	Utah	Utah 1st Congressional District (UT-01)
Political	US Congressional Districts	Utah	Utah 2nd Congressional District (UT-02)
Political	US Congressional Districts	Utah	Utah 3rd Congressional District (UT-03)
Political	US Congressional Districts	Utah	Utah 4th Congressional District (UT-04)
Political	US Congressional Districts	Virginia	Virginia 1st Congressional District (VA-01)
Political	US Congressional Districts	Virginia	Virginia 2nd Congressional District (VA-02)
Political	US Congressional Districts	Virginia	Virginia 3rd Congressional District (VA-03)
Political	US Congressional Districts	Virginia	Virginia 4th Congressional District (VA-04)
Political	US Congressional Districts	Virginia	Virginia 5th Congressional District (VA-05)
Political	US Congressional Districts	Virginia	Virginia 6th Congressional District (VA-06)

GEOPULSE AUDIENCES:

POLITICAL

CATEGORY	SUBCATEGORY	SEGMENT	
Political	US Congressional Districts	Virginia	Virginia 7th Congressional District (VA-07)
Political	US Congressional Districts	Virginia	Virginia 8th Congressional District (VA-08)
Political	US Congressional Districts	Virginia	Virginia 9th Congressional District (VA-09)
Political	US Congressional Districts	Virginia	Virginia 10th Congressional District (VA-10)
Political	US Congressional Districts	Virginia	Virginia 11th Congressional District (VA-11)
Political	US Congressional Districts	Vermont	Vermont At-large Congressional District (VT-00)
Political	US Congressional Districts	Washington	Washington 1st Congressional District (WA-01)
Political	US Congressional Districts	Washington	Washington 2nd Congressional District (WA-02)
Political	US Congressional Districts	Washington	Washington 3rd Congressional District (WA-03)
Political	US Congressional Districts	Washington	Washington 4th Congressional District (WA-04)
Political	US Congressional Districts	Washington	Washington 5th Congressional District (WA-05)
Political	US Congressional Districts	Washington	Washington 6th Congressional District (WA-06)
Political	US Congressional Districts	Washington	Washington 7th Congressional District (WA-07)
Political	US Congressional Districts	Washington	Washington 8th Congressional District (WA-08)
Political	US Congressional Districts	Washington	Washington 9th Congressional District (WA-09)
Political	US Congressional Districts	Washington	Washington 10th Congressional District (WA-10)
Political	US Congressional Districts	Wisconsin	Wisconsin 1st Congressional District (WI-01)
Political	US Congressional Districts	Wisconsin	Wisconsin 2nd Congressional District (WI-02)
Political	US Congressional Districts	Wisconsin	Wisconsin 3rd Congressional District (WI-03)
Political	US Congressional Districts	Wisconsin	Wisconsin 4th Congressional District (WI-04)
Political	US Congressional Districts	Wisconsin	Wisconsin 5th Congressional District (WI-05)
Political	US Congressional Districts	Wisconsin	Wisconsin 6th Congressional District (WI-06)
Political	US Congressional Districts	Wisconsin	Wisconsin 7th Congressional District (WI-07)
Political	US Congressional Districts	Wisconsin	Wisconsin 8th Congressional District (WI-08)
Political	US Congressional Districts	West Virginia	West Virginia 1st Congressional District (WV-01)
Political	US Congressional Districts	West Virginia	West Virginia 2nd Congressional District (WV-02)
Political	US Congressional Districts	West Virginia	West Virginia 3rd Congressional District (WV-03)
Political	US Congressional Districts	Wyoming	Wyoming At-large Congressional District (WY-00)



Have questions? We have answers.

Email us at **strategy@factual.com**

