Publisher Audience Insights Report

A Sample of Report Data Delivered to Publisher Partners
2014

About CivicScience's Publisher Reporting
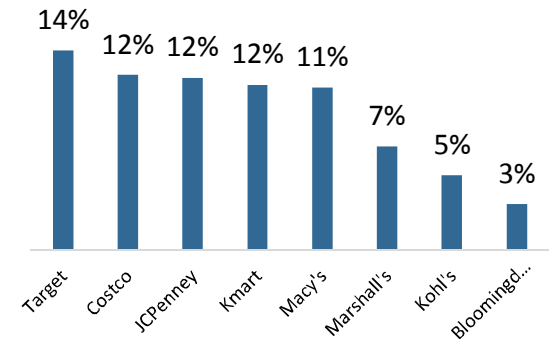
˝ A Typical Publisher Audience Insight Report includes:

. Brand indexes for: Automotive Brands, Retailers, Celebrities (Male & Female), Music Celebrities, TV Celebrities, and Top Issues

˝ Compared to national average

. Response Rates for Questions

˝ Compared to average of publisher's competitive set

˝ Data Review reports include:

. Poll data statistics & comparative performance

. Audience profile attributes / characteristics on: Demographics, Media Consumption, Tech Usage, Shopping Behaviors, and more

˝ The following slides show samples of the types of data we provide to publishers in our recurring reporting.

Your Audience: Retailer Brand Index

Publisher	Total US
Target	Target
Costco	JCPenney
JCPenney	Kohl's
Kohl's	Sears
Macy's	Walmart
Kmart	Costco
Sears	Macy's
Walmart	Kmart
Marshall's	Marshall's
Ross	Ross

Retailer	Month / Year		Pr Month / Yr		vs LM	vs LY	vs Total US (Current Period)
	Publisher	Total US	Publisher	Total US			
Target	64%	50%	50%	54%	14%	5%	14%
Costco	56%	44%	46%	45%	11%	13%	12%
JCPenney	48%	36%	30%	38%	18%	11%	12%
Kohl's	46%	41%	42%	42%	5%	3%	5%
Macy's	46%	34%	46%	37%	0%	1%	11%
Kmart	43%	31%	36%	33%	7%	0%	12%
Sears	38%	40%	50%	41%	-13%	-5%	-3%
Walmart	33%	40%	35%	52%	-2%	-10%	-7%
Marshall's	31%	24%	26%	27%	5%	6%	7%
Ross	18%	22%	12%	16%	6%	2%	-4%
Banana Republic	17%	17%	11%	13%	7%	9%	1%
Bloomingdale's	15%	12%	9%	12%	6%	1%	3%
J. Crew	12%	10%	12%	9%	0%	0%	2%
Nordstrom Rack	12%	15%	9%	13%	2%	2%	-4%
Urban Outfitters	8%	9%	7%	8%	1%	3%	-1%
The Limited	6%	8%	5%	9%	1%	-3%	-2%
H&M	6%	7%	4%	4%	2%	0%	-1%
Express	5%	8%	4%	6%	2%	0%	-3%
Aeropostale	5%	9%	3%	5%	2%	-1%	-5%
American Apparel	2%	6%	1%	4%	0%	-2%	-5%
Hollister	0%	6%	1%	3%	-1%	-4%	-6%

Retailer Brand Index, Publisher vs. National (Month - Year)

Target	Costco	JCPenney	Kmart	Macy's	Marshall's	Kohl's	Bloomingd...
14%	12%	12%	12%	11%	7%	5%	3%

Target is the leading retailer among (this publisher) respondents in (recent month & year), followed by **Costco**. The biggest movers since last month are **Costco** and **JCPenney**. The biggest movers since last year are **Costco** and **Banana Republic**.

The biggest ad sales opportunities are possibly among those retailers who have larger positive differences relative to the national average, such as **Target**, **Costco** and **JCPenney**.

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Your Audience: Top Issues Ranking

Publisher	Total US
Public education	Terrorism / national security
Healthcare	Healthcare
Economy / jobs	Economy / jobs
Terrorism / national security	Public education
Consumer privacy	Consumer privacy
Federal deficit	Gas / energy prices
Gas / energy prices	Taxes / regulation
Taxes / regulation	Veterans' affairs
Climate change / Environment	Climate change / Environment
Veterans' affairs	Bullying

Issue	Month / Year		Pr Month / Year		vs LM	vs LY	vs Total US (Current Period)
	Publisher	Total US	Publisher	Total US			
Public education	65%	68%	68%	68%	-4%	3%	-3%
Healthcare	64%	69%	66%	71%	-2%	0%	-5%
Economy / jobs	60%	70%	62%	74%	-2%	2%	-11%
Terorism / national security	56%	68%	59%	70%	-3%	-2%	-12%
Consumer privacy	53%	66%	57%	68%	-4%	-9%	-13%
Veterans' affairs	50%	59%	49%	59%	1%	9%	-9%
Gas / energy prices	50%	64%	53%	69%	-4%	-9%	-15%
Taxes / regulation	49%	60%	48%	63%	2%	-1%	-11%
Climate change / Environment	44%	56%	44%	57%	0%	-6%	-13%
Federal deficit	41%	43%	41%	45%	0%	0%	-2%
Bullying	41%	48%	35%	47%	6%	-8%	-8%
Iraq / Afghanistan	33%	42%	31%	42%	2%	1%	-9%
Government spending	30%	40%	32%	43%	-2%	-5%	-10%
Income inequality	27%	23%	26%	25%	1%	-1%	4%

Public education, healthcare and **economy / jobs** are the leading areas of concern among the (publisher) audience. The biggest mover since last month is **bullying** and the biggest mover since last year is **federal deficit**. The issue which the (publisher) audience is more concerned about than the national average is **federal deficit**.
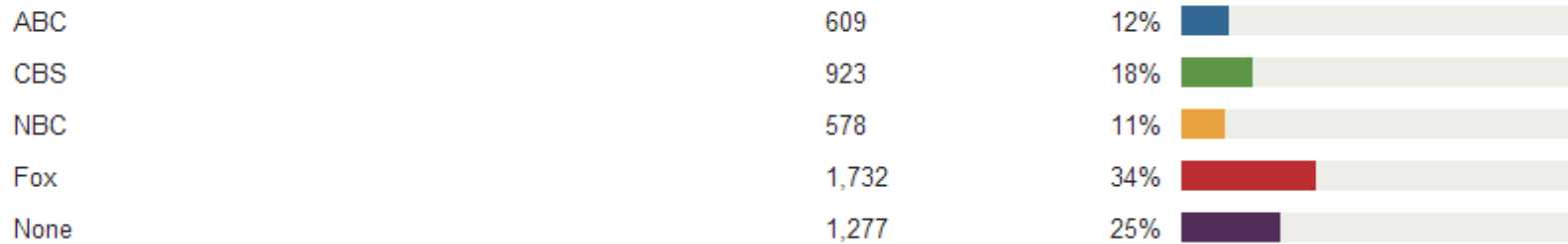
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Your Audience: Top Issues Ranking

The response rate on the (publisher) site is highly influenced by a steady stream of editorially written engagement questions. Local content, specifically sports questions, perform very well on this publisher's site.
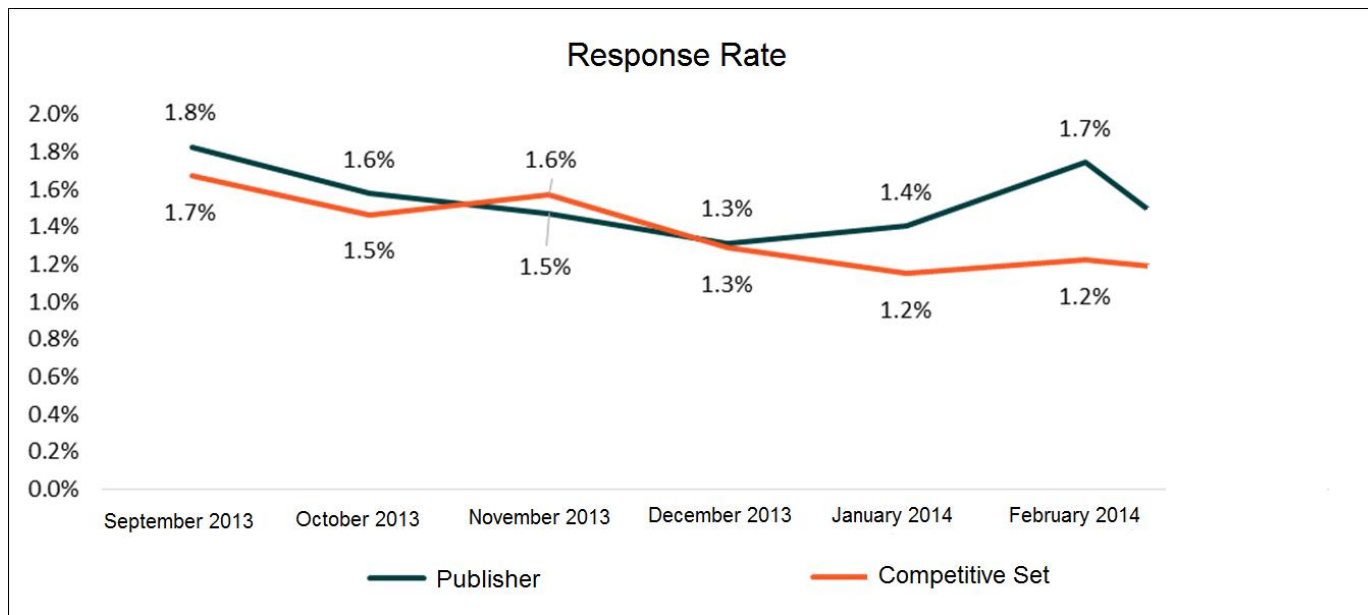
Your Audience: Media Consumption

Which major television network do you watch the most?

ABC	609	12%	
CBS	923	18%	
NBC	578	11%	
Fox	1,732	34%	
None	1,277	25%	

Which cable news network do you watch the most for national news?

CNN	888	19%	
Fox News	1,941	42%	
MSNBC	538	12%	
Other	545	12%	
None, do not watch TV news	670	15%	

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