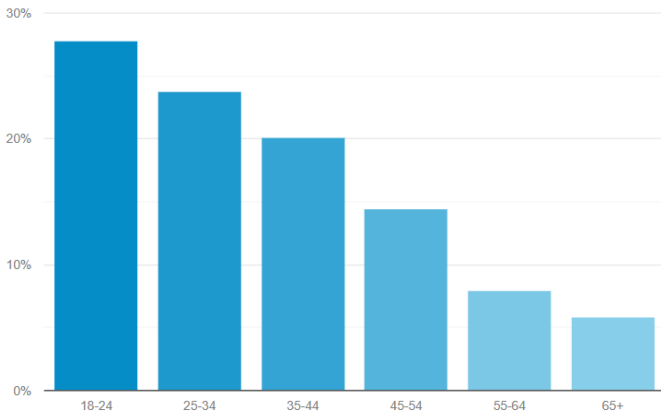
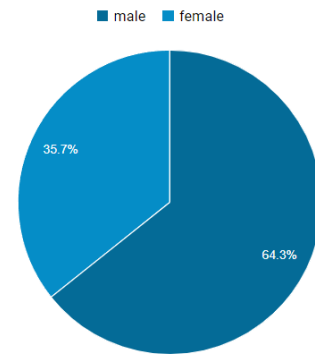


# DEMOGRAPHICS

Age 21.39% of total users



Gender 23.81% of total users



Affinity Category (reach) 24.76% of total users

3.84%	Technology/Technophiles
3.58%	Shoppers/Value Shoppers
3.08%	Media & Entertainment/Music Lovers
2.96%	Home & Garden/Do-It-Yourselfers
2.84%	Food & Dining/Fast Food Cravers
2.80%	Shoppers/Luxury Shoppers
2.79%	Food & Dining/Cooking Enthusiasts/30 Minute Chefs
2.68%	Lifestyles & Hobbies/Pet Lovers
2.64%	Lifestyles & Hobbies/Shutterbugs
2.61%	Media & Entertainment/Movie Lovers

In-Market Segment 19.41% of total users

3.01%	Gifts & Occasions/Gift Baskets
3.01%	Home & Garden/Home Decor
2.83%	Financial Services/Banking Services
2.19%	Employment
2.03%	Business Services/Payment Processing & Merchant Services
1.85%	Consumer Electronics/Mobile Phones
1.84%	Telecom/Mobile Phone Service Providers
1.76%	Business Services/Advertising & Marketing Services
1.75%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
1.75%	Software/Business & Productivity Software

Other Category 21.80% of total users

6.00%	Arts & Entertainment/TV & Video/Online Video
3.46%	Arts & Entertainment/Celebrities & Entertainment News
3.18%	Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones
2.53%	News/Weather
2.27%	News/Sports News
2.20%	Internet & Telecom/Email & Messaging/Email
2.17%	Online Communities/Social Networks
1.71%	Finance/Investing/Currencies & Foreign Exchange/Digital Currencies
1.65%	Food & Drink/Cooking & Recipes
1.60%	Reference/General Reference/How-To, DIY & Expert Content

## Customer Survey

We asked 500 customers....

*"What is the biggest problem you need pcTattletale to solve?"*

