**Basis** Technologies    **AnalyticsIQ**

# New Digital Audiences

## Fuel personalized experiences for your customers with the newest digital audiences from AnalyticsIQ

**AnalyticsIQ > Channel > Likely Online Newspaper Subscribers**
This segment contains individuals who are likely to subscribe and read online newspapers.

**AnalyticsIQ > Demographics > Household Composition > New Grandparents**
This segment contains individuals who are likely to be new grandparents in the last 1 to 2 years.

**AnalyticsIQ > Demographics > Household Composition > Parents > New Parents**
This segment contains individuals who are likely to be new parents in the last 1 to 2 years.

**AnalyticsIQ > Demographics > Housing Attributes > Length of Residence > New, Recent Movers**
This segment contains individuals who are likely to have moved recently in the last 3 to 6 months.

**AnalyticsIQ > Demographics > LGBTQ Lifestyle Allies**
This segment contains individuals who are likely to be lifestyle allies of the LGBTQ community.

**AnalyticsIQ > Health & Wellness > Alcohol Consumption > Generation Z Alcohol Consumer**
This segment contains members of Generation Z (born 1996-2017) who are likely to consume alcohol.

**AnalyticsIQ > Health & Wellness > Alcohol Consumption > Generation Z Non-Alcohol Consumer**
This segment contains members of Generation Z (born 1996-2017) who are not likely to consume alcohol.

**AnalyticsIQ > Health & Wellness > Alcohol Consumption > High Alcohol Consumer**
This segment contains individuals who are likely to have a high alcohol consumption.

**AnalyticsIQ > Health & Wellness > Alcohol Consumption > Millennial Alcohol Consumer**
This segment contains Millennials (born 1977-1995) who are likely to consume alcohol.

**AnalyticsIQ > Health & Wellness > Alcohol Consumption > Millennial Non-Alcohol Consumer**
This segment contains Millennials (born 1977-1995) who are not likely to consume alcohol.

**AnalyticsIQ > Health & Wellness > Alcohol Consumption > Moderate Alcohol Consumer**
This segment contains individuals who are likely to have a moderate alcohol consumption.

**AnalyticsIQ > Health & Wellness > Alcohol Consumption > Non-Alcohol Consumer**
This segment contains individuals who are not likely to consume alcohol.

**AnalyticsIQ > Health & Wellness > Diet > Likely to Have a Healthy Diet**

This segment contains individuals who are likely to adhere to and maintain a well-balanced diet.

**AnalyticsIQ > Health & Wellness > Health Lifestyle > Likely to Have Multiple Health Concerns**

This segment contains individuals who are likely to have multiple health concerns.

**AnalyticsIQ > In Market > Annual Discretionary Spending > Alcohol > Big Spenders**

This segment contains individuals who have annual discretionary spending on alcohol greater than or equal to $987. These consumers make up approximately the top 10% of spenders in this category.

**AnalyticsIQ > In Market > Annual Discretionary Spending > Alcohol > Moderate Spenders**

This segment contains individuals who have annual discretionary spending on alcohol between $770 and $987. These consumers make up approximately the top 10%-20% of spenders in this category.

**AnalyticsIQ > In Market > Likely to Make Purchases Based on Brand Social Awareness**

This segment contains individuals who are likely to choose to purchase products from brands and companies based on their social awareness and engagement.

**AnalyticsIQ > In Market > Likely to Make Purchases Based on Product Quality**

This segment contains individuals who are likely to choose to purchase products from brands and companies with a reputation for high product quality.

**AnalyticsIQ > In Market > Likely to Purchase CBD For Pets**

This segment contains individuals who are likely to purchase CBD products for their pet or pets.

**AnalyticsIQ > In Market > Subscription Boxes > Beer Subscription Box Lovers**

This segment contains individuals who are likely to enjoy and subscribe to beer subscription box services such as Tavour, Craft Beer Kings, or Beer Drop.

**AnalyticsIQ > In Market > Subscription Boxes > Wine Subscription Box Lovers**

This segment contains individuals who are likely to enjoy and subscribe to wine subscription box services such as Bright Cellars, Winc, or Firstleaf.

**AnalyticsIQ > Finance > Investing > Number of Residential Investment Properties > Likely to Have Multiple Investment Properties**

This segment contains individuals who are likely to have 2 or more residential investment properties.

**AnalyticsIQ > Political > Social Views > LGBTQ Political Allies**

This segment contains individuals who are likely to be political allies of the LGBTQ community.



**AnalyticsIQ > Political > Voting > Likely To Be Committed Voters**

This segment contains individuals who are likely to vote in local and off-year elections.

**AnalyticsIQ > Political > Voting > Likely To Be Political Enthusiasts**

This segment contains individuals who are likely to be heavily involved in the political process and take part in 6 or more related activities.

**AnalyticsIQ > Political > Voting > Likely to Have Switched Political Opinions**

This segment contains individuals who are likely to have switched their opinion on political parties, candidates, and/or issues in the last 5-years.

**AnalyticsIQ > Television (TV) Viewership > Streaming Services > Likely Amazon Prime Video Subscribers**

This segment contains individuals who are likely to subscribe to Amazon Prime Video.

**AnalyticsIQ > Television (TV) Viewership > Streaming Services > Likely Apple TV+ Subscribers**

This segment contains individuals who are likely to subscribe to Apple TV+.

**AnalyticsIQ > Television (TV) Viewership > Streaming Services > Likely Disney+ Subscribers**

This segment contains individuals who are likely to subscribe to Disney+.

**AnalyticsIQ > Television (TV) Viewership > Streaming Services > Likely HBO Subscribers**

This segment contains individuals who are likely to subscribe to HBO.

**AnalyticsIQ > Television (TV) Viewership > Streaming Services > Likely Hulu Subscribers**

This segment contains individuals who are likely to subscribe to Hulu.

**AnalyticsIQ > Television (TV) Viewership > Streaming Services > Likely Netflix Subscribers**

This segment contains individuals who are likely to subscribe to Netflix.

**AnalyticsIQ > Television (TV) Viewership > Streaming Services > Likely Other Service Subscribers**

This segment contains individuals who are likely to subscribe to streaming services other than Amazon Prime Video, Apple TV+, Disney+, HBO, Hulu, Netflix, Paramount Plus, Peacock, and YouTube TV.

**AnalyticsIQ > Television (TV) Viewership > Streaming Services > Likely Paramount Plus Subscribers**

This segment contains individuals who are likely to subscribe to Paramount Plus.

**AnalyticsIQ > Television (TV) Viewership > Streaming Services > Likely Peacock Subscribers**

This segment contains individuals who are likely to subscribe to Peacock.

**AnalyticsIQ > Television (TV) Viewership > Streaming Services > Likely To Switch Streaming Services**

This segment contains individuals who are likely to switch streaming services in the next 12-months.

**AnalyticsIQ > Television (TV) Viewership > Streaming Services > Likely YouTube TV Subscribers**

This segment contains individuals who are likely to subscribe to YouTube TV.

**AnalyticsIQ > Travel Intenders > International Travel**

This segment contains consumer that are likely to take a international vacation in the next 12 months.

**AnalyticsIQ > Travel Intenders > Region > Likely to Travel to Midwest US**

This segment contains individuals who are likely to travel to the Midwestern United States in the next 12-months.

**AnalyticsIQ > Travel Intenders > Region > Likely to Travel to Northeast US**

This segment contains individuals who are likely to travel to the Northeastern United States in the next 12-months.

**AnalyticsIQ > Travel Intenders > Region > Likely to Travel to Southeast US**

This segment contains individuals who are likely to travel to the Southeastern United States in the next 12-months.

**AnalyticsIQ > Travel Intenders > Region > Likely to Travel to Southwest US**

This segment contains individuals who are likely to travel to the Southwestern United States in the next 12-months.

**AnalyticsIQ > Travel Intenders > Region > Likely to Travel to West Coast US**

This segment contains individuals who are likely to travel to the West Coast in the United States in the next 12-months.

**AnalyticsIQ > Travel Intenders > Traveler Types > Likely Frequent Personal Travelers**

This segment contains individuals who are likely to take frequent personal trips or vacations

**AnalyticsIQ > Travel Intenders > Traveler Types > Likely to Drive or Travel By Car**

This segment contains individuals who are likely to drive or travel by car when traveling.

**AnalyticsIQ > Travel Intenders > Traveler Types > Likely to Fly or Travel By Plane**

This segment contains individuals who are likely to fly or travel by plane when traveling.

**AnalyticsIQ > Travel Intenders > Traveler Types > Likely to Rent a Vehicle When Traveling**

This segment contains individuals who are likely to rent a truck or a car when traveling.

**AnalyticsIQ > Travel Intenders > Traveler Types > Likely to Travel for Business**

This segment contains professionals who are likely to travel for business in the next 12-months.

## We speak geek!

Are you ready to start using sophisticated data to grow your business? Our flexible approach makes it easy. Whether you are looking to test, build custom models, understand lifetime value, or target prospects across channels, AnalyticsIQ can be your partner.

Contact us today at **sales@analytics-iq.com.**