



Congressional District Reporting

FOR LOCAL STATIONS

Take your Political Insights to a New Level.
The Local Level.

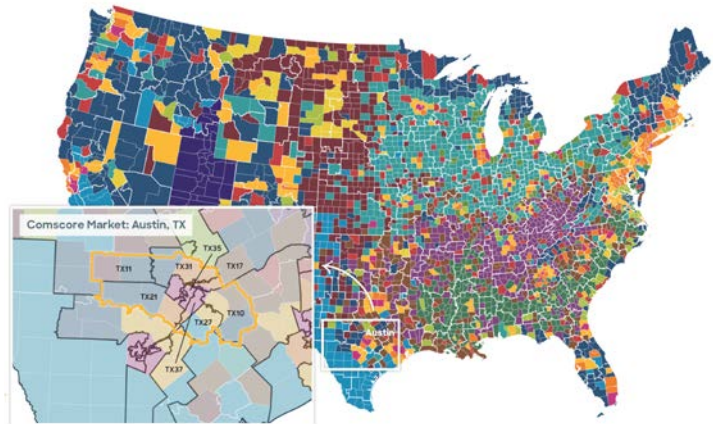


- **Demonstrate the value and relevance** of your television audience to political agencies, campaigns or advocacy groups by identifying audiences your local market may reach that fall into key congressional districts.
- **Capitalize on trends in the political landscape** and stay informed on audience insights across districts to make programming changes as needed.
- **Optimize sales strategies and positioning** by better understanding how your programming performs across congressional districts.

Comscore Congressional District Reporting is a geography-based report that provides valuable viewership insights about the local viewing audiences located within U.S. congressional district boundaries. Built from the ZIP-code level up using Comscore's massive-scale TV measurement footprint of more than 30 million households, it's an easy-to-understand and intuitive marketing tool to attract advertising targeted to specific congressional districts.

When combined with Comscore's other available tools, like our interactive **Comscore Markets® Map** (comscore.com/map), your station can easily demonstrate its value to advertisers during every key political season.

With the **Congressional District Report** and **Congressional Markets Map**, get the most granular and complete view of your audience.



CONGRESSIONAL DISTRICT REPORTING FOR STATIONS IN THE AUSTIN COMSCORE MARKET

39 MARKET RANK	258K+ REPORTING HOUSEHOLDS
698K+ MARKET HH UE	MEASURING 1 OF EVERY 3 HOUSEHOLDS

T V STATION	6P NEWS RATING	6PM NEWS AVERAGE AUDIENCE	TX CD 27 6PM NEWS RATING	TX CD 27 6PM NEWS AVERAGE AUDIENCE	TX CD 27 6PM NEWS INDEX
KAAA	11.2	78,470	13.5	18,410	120
KBBB	8.9	62,400	11.6	15,745	123
KCCC	6.1	42,375	5.4	7,310	89

Sample data. Actual data will derive from ZIP codes of Texas Congressional Districts that fall within the Austin Comscore Market.

To take your insights to a new level this political season, contact your Comscore representative or email David Kovach at dkovach@comscore.com.

