



TAP INTO CABLE SERVICE SURGE:

REACH YOUR

TARGET AUDIENCE

We surveyed our panel and asked if they intend to purchase cable or video streaming services in the next three months and looked at their location data to give us a better understanding of where these consumers are shopping.

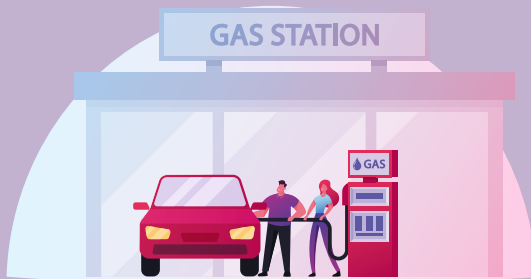


24%

of consumers intending to purchase cable service in the next 3 months shop at CVS.



21%  
of consumers intending to purchase cable service in the next 3 months shop at 7-Eleven.



21%

of those who intend to purchase cable service in the next 3 months visit Shell.



18%  
of those who intend to purchase cable service in the next 3 months visited a Chick-fil-A location.



## NEED RESEARCH?

Contact us now: [solutions@mfour.com](mailto:solutions@mfour.com) or call 714.754.1234.

Data witnessed April 2023

LEARN MORE

