USA –P21+ Local DMA past 12mo Users of 5 of the 4 "H-Brand" National CASINOS!

Complete Demographic & Media Use Profiles

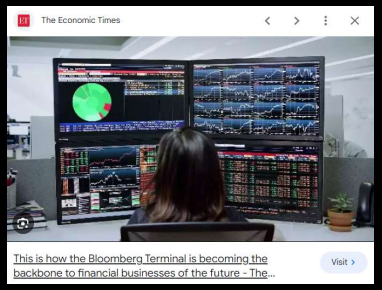
Hard Rock HOTEL & CASINO

Harrah's

HOLLYWOOD Casino

HORSESHOE. CASINO

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P18+ in 5 different DMAs who used a HARD ROCK, HARRAH'S, HOLLYWOOD, or HORSESHOE CASINO in the past 12mos as of April 2024!





Horseshoe Hammond (CHI)



Hard Rock Casino Northern IN (CHI)



Harrah's Joliet (CHI)



Hard Rock Casino (CIN)



Hollywood Casino Lawrenceburg, IN (CIN)

P21+

Casinos visited past 12 months (by name): Horseshoe Hammond
Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana
Casinos visited past 12 months (by name): Harrah's Joliet
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati
Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

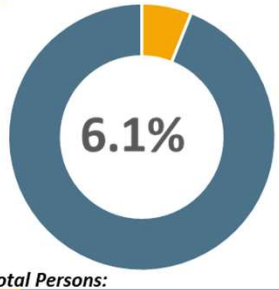
HUBBARD BROADCASTING INC. HB INC.



CHI

6.1% or 429,690 of CHICAGO DMA Adults 21 or older used the HORSESHOE CASINO past 12mos.
Typical Adults 21 or older who used the HORSESHOE CASINO past 12mos are 50.2 years old (.3% younger than average) and have a $89,628 (13.% lower than average) annual household income.

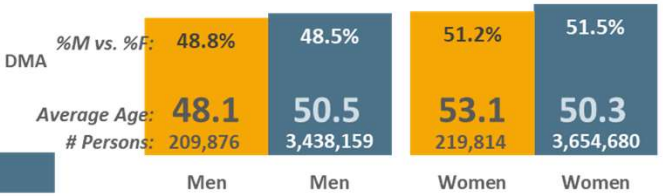
Percent of Market: Adults 21 or older



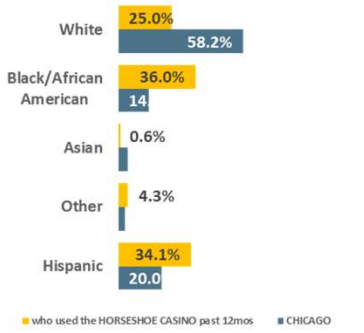
Total Persons:



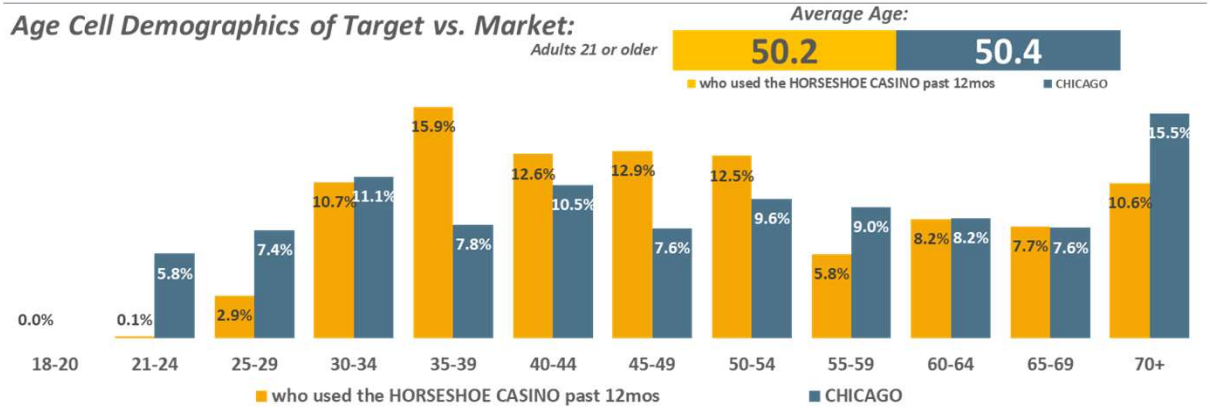
Gender of Target vs. Market: Adults 21 or older



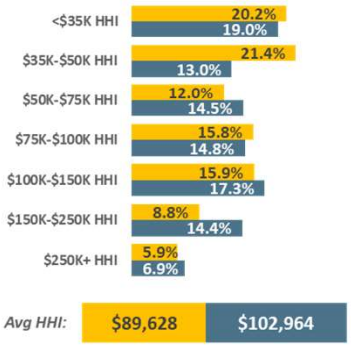
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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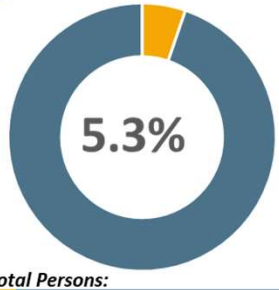
Casinos visited past 12 months (by name): Horseshoe Hammond



CHI

5.3% or 372,705 of CHICAGO DMA Adults 21 or older used the HARD ROCK CASINO past 12mos.
Typical Adults 21 or older who used the HARD ROCK CASINO past 12mos are 52.5 years old (4.3% older than average) and have a $89,946 (12.6% lower than average) annual household income.

Percent of Market: Adults 21 or older



- who used the HARD ROCK CASINO past 12mos
- Remainder of CHICAGO DMA

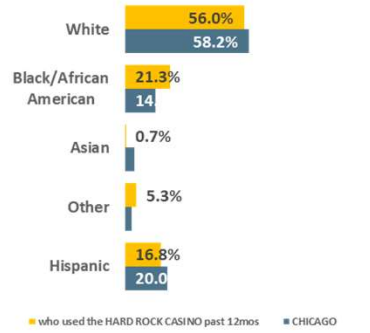
Total Persons:

372,705	6,720,134

Gender of Target vs. Market: Adults 21 or older

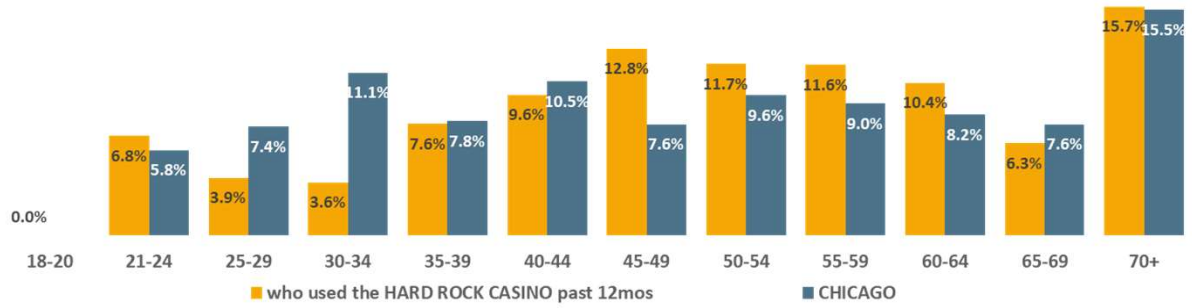
	Men	Men	Women	Women
%M vs. %F:	41.4%	48.5%	58.6%	51.5%
Average Age:	52.2	50.5	52.7	50.3
# Persons:	154,169	3,438,159	218,536	3,654,680

Ethnicity of Target vs. Market:

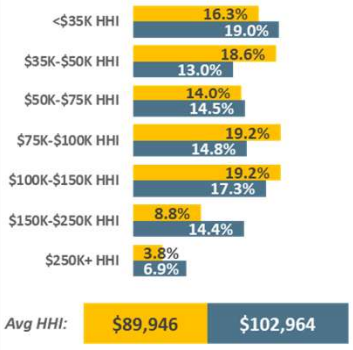


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 21 or older	52.5	50.4



HHI of Target vs. Market:



Avg HHI:	$89,946	$102,964

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

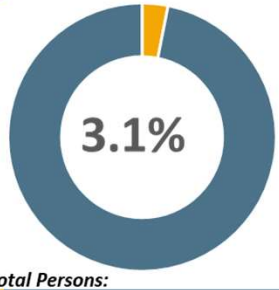
Harrah's



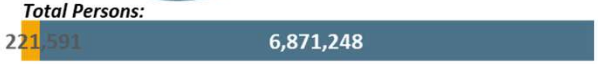
CHI

3.1% or 221,591 of CHICAGO DMA Adults 21 or older used the HARRAH'S CASINO past 12mos.
Typical Adults 21 or older who used the HARRAH'S CASINO past 12mos are 58.5 years old (16.1% older than average) and have a $118,300 (14.9% higher than average) annual household income.

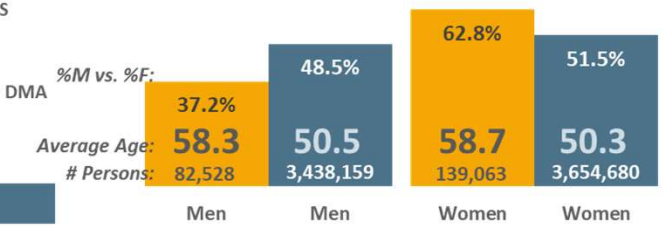
Percent of Market: Adults 21 or older



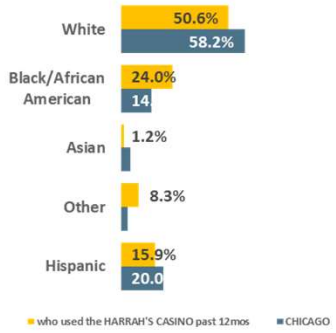
Total Persons:



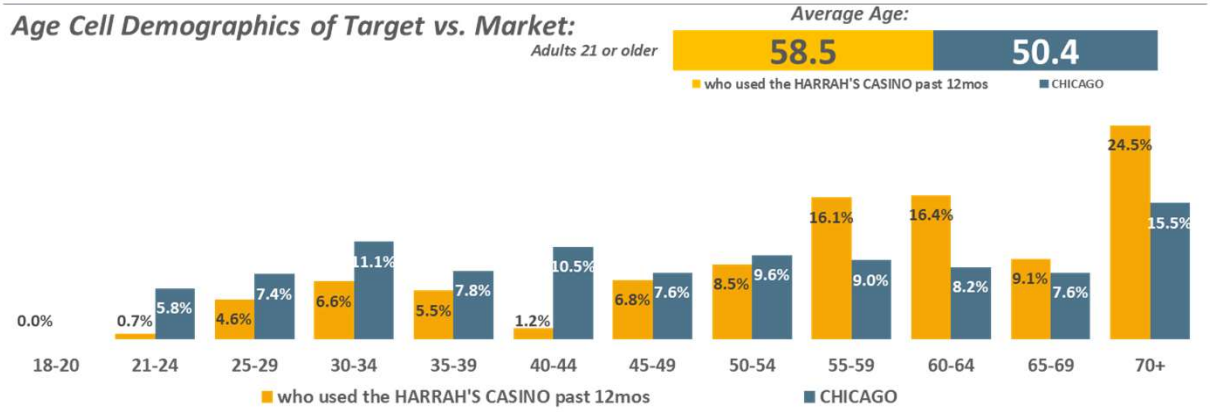
Gender of Target vs. Market: Adults 21 or older



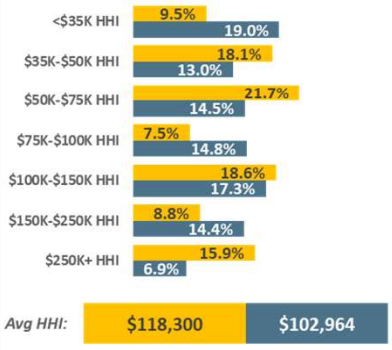
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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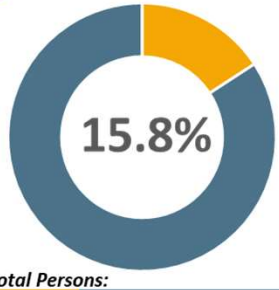
Casinos visited past 12 months (by name): Harrah's Joliet



CIN

15.8% or 288,756 of CINCINNATI DMA Adults 21 or older used the HARD ROCK CASINO past 12mos. Typical Adults 21 or older who used the HARD ROCK CASINO past 12mos are 45.9 years old (8.5% younger than average) and have a $94,888 (.5% higher than average) annual household income.

Percent of Market: Adults 21 or older



- who used the HARD ROCK CASINO past 12mos
- Remainder of CINCINNATI DMA

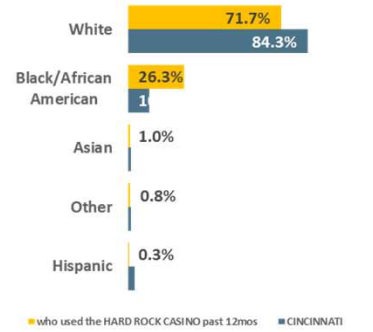
Total Persons:

288,756	1,536,737

Gender of Target vs. Market: Adults 21 or older

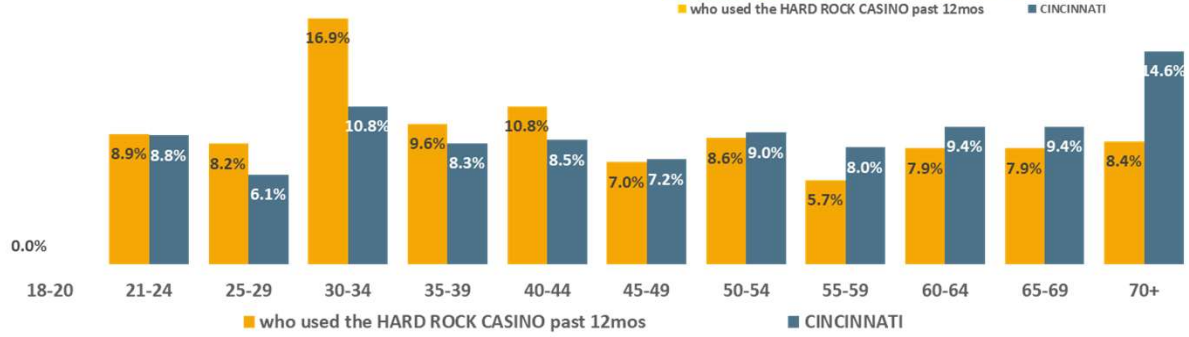
	Men	Men	Women	Women
%M vs. %F:	44.5%	48.0%	55.5%	52.0%
Average Age:	46.6	50.0	45.2	50.3
# Persons:	128,596	876,374	160,160	949,119

Ethnicity of Target vs. Market:

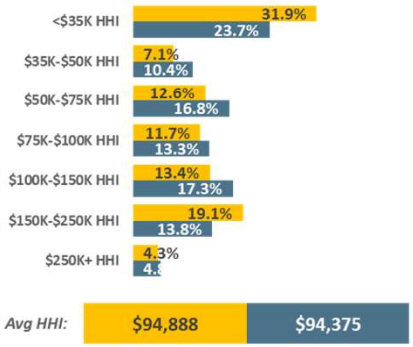


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 21 or older	45.9	50.1



HHI of Target vs. Market:



Avg HHI:	$94,888	$94,375

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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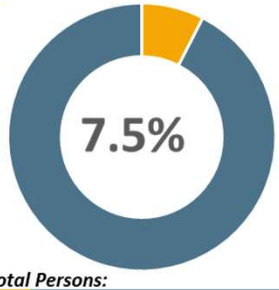
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



CIN

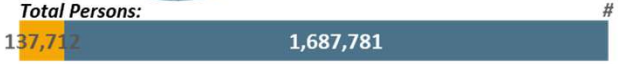
7.5% or 137,712 of CINCINNATI DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Typical Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 49.3 years old (1.7% younger than average) and have a $96,700 (2.5% higher than average) annual household income.

Percent of Market: Adults 21 or older



- who used the HOLLYWOOD CASINO past 12mos
- Remainder of CINCINNATI DMA

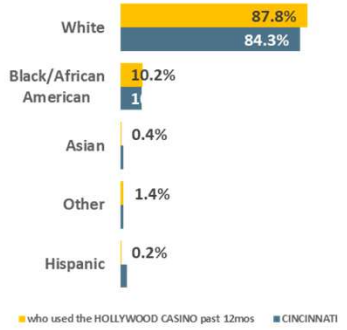
Total Persons:



Gender of Target vs. Market: Adults 21 or older

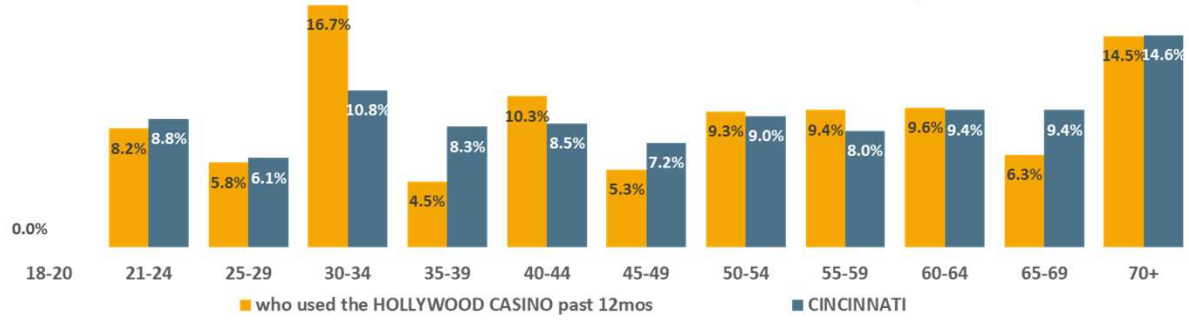
	Men	Men	Women	Women
%M vs. %F:	46.3%	48.0%	53.7%	52.0%
Average Age:	50.2	50.0	48.4	50.3
# Persons:	63,716	876,374	73,996	949,119

Ethnicity of Target vs. Market:

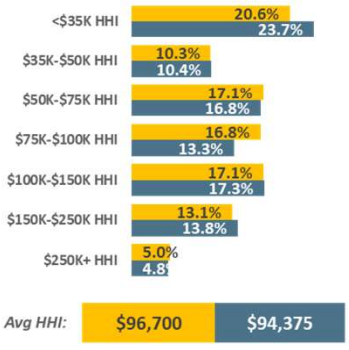


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 21 or older	49.3	50.1



HHI of Target vs. Market:



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

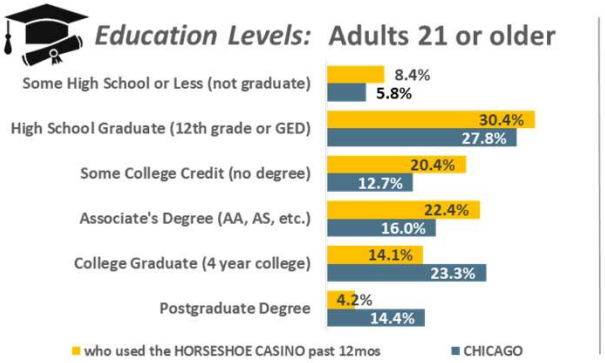
HORSESHOE CASINO



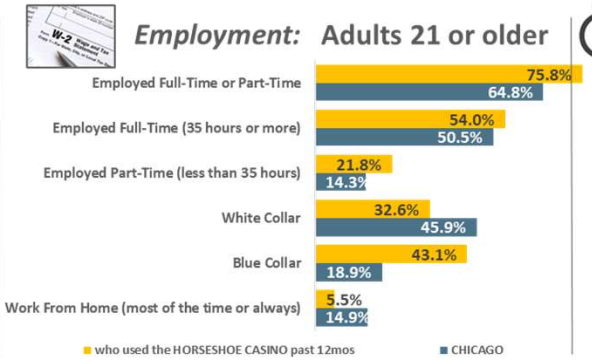
CHI

6.1% or 429,690 of CHICAGO DMA Adults 21 or older used the HORSESHOE CASINO past 12mos. Adults 21 or older who used the HORSESHOE CASINO past 12mos are 51.3% less likely to be a college graduate, 6.9% more likely to work full-time, 17.5% less likely to be married, 7.5% more likely to be a parent of 1 or more children under 18.

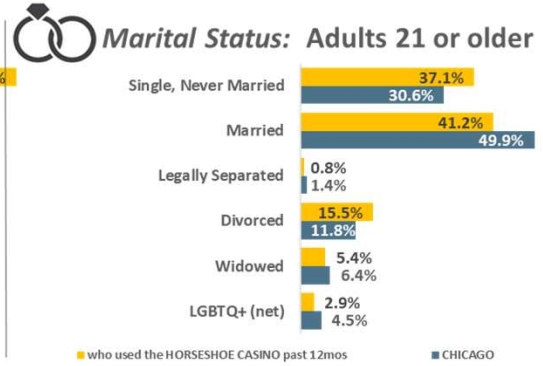
Education Levels: Adults 21 or older



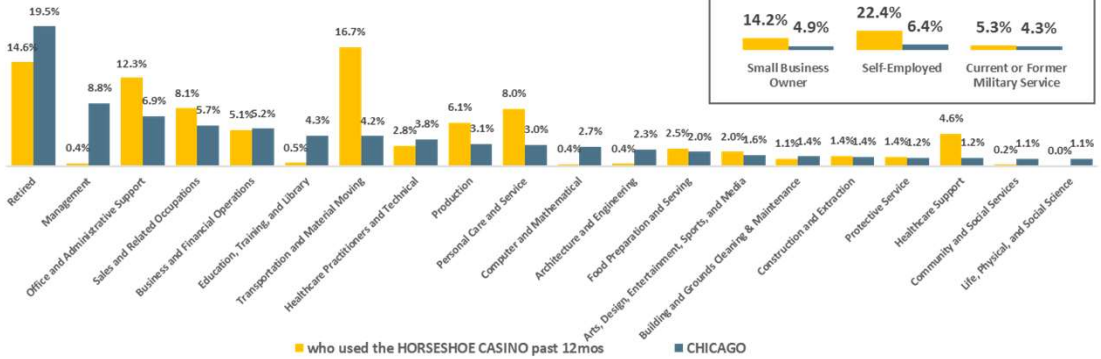
Employment: Adults 21 or older



Marital Status: Adults 21 or older

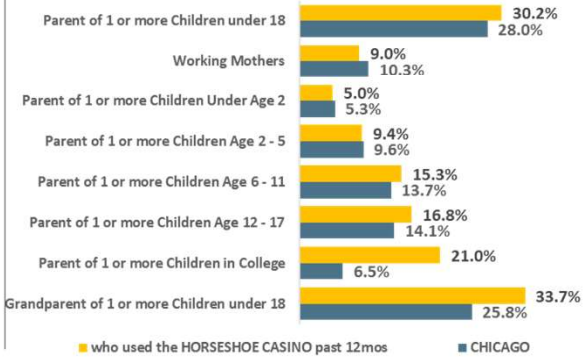


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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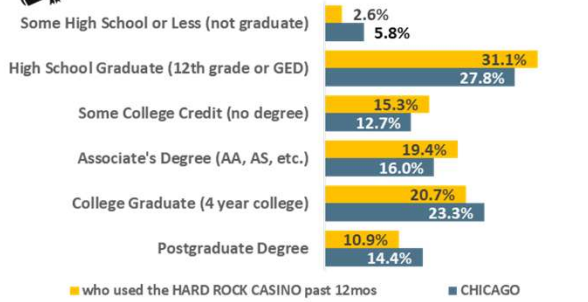
Casinos visited past 12 months (by name): Horseshoe Hammond



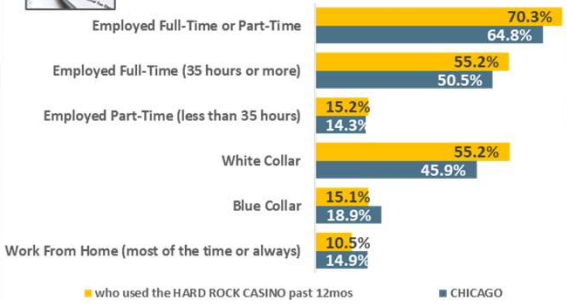
CHI

5.3% or 372,705 of CHICAGO DMA Adults 21 or older used the HARD ROCK CASINO past 12mos. Adults 21 or older who used the HARD ROCK CASINO past 12mos are 16.3% less likely to be a college graduate, 9.3% more likely to work full-time, .% less likely to be married, 6.7% less likely to be a parent of 1 or more children under 18.

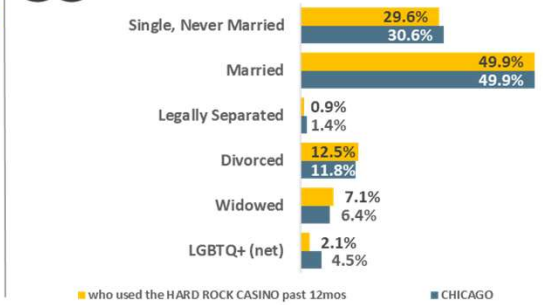
Education Levels: Adults 21 or older



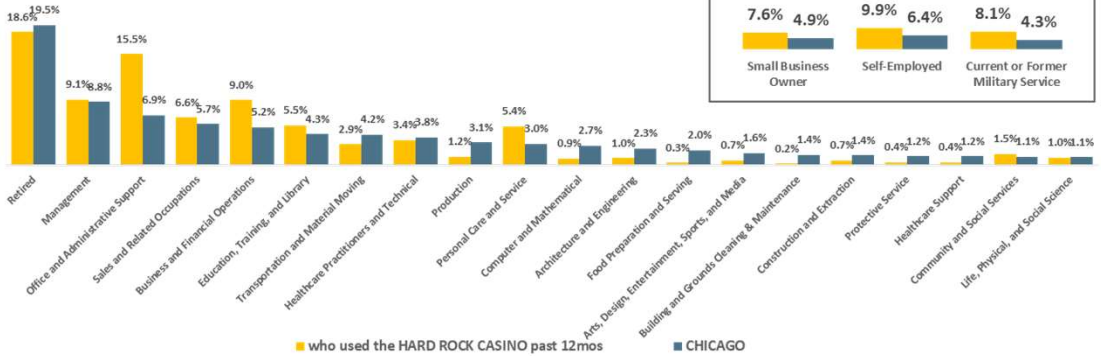
Employment: Adults 21 or older



Marital Status: Adults 21 or older

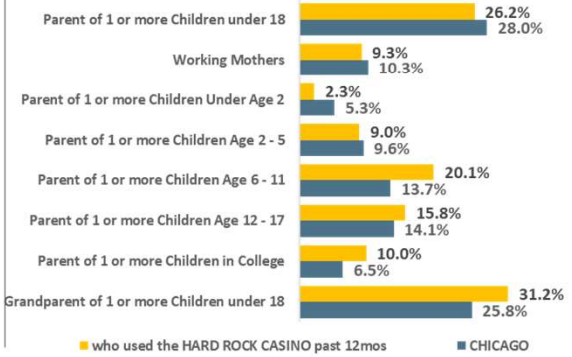


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

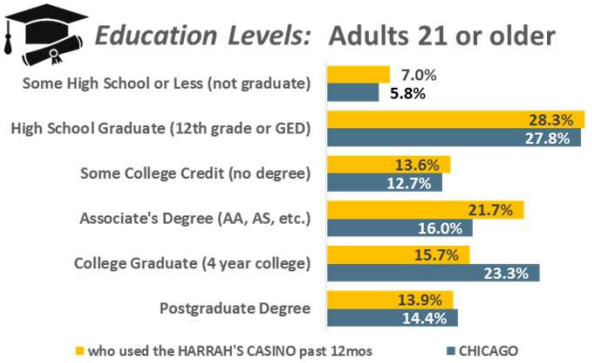
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

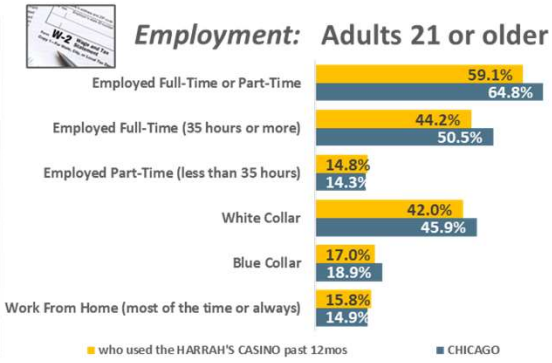
Harrah's  **CHI**

3.1% or 221,591 of CHICAGO DMA Adults 21 or older used the HARRAH'S CASINO past 12mos. Adults 21 or older who used the HARRAH'S CASINO past 12mos are 21.6% less likely to be a college graduate, 12.4% less likely to work full-time, 12.2% less likely to be married, 56.8% less likely to be a parent of 1 or more children under 18.

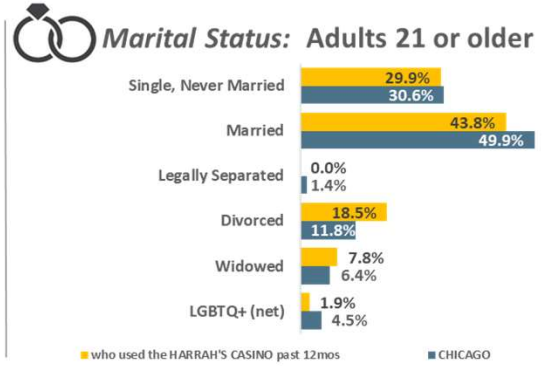
Education Levels: Adults 21 or older



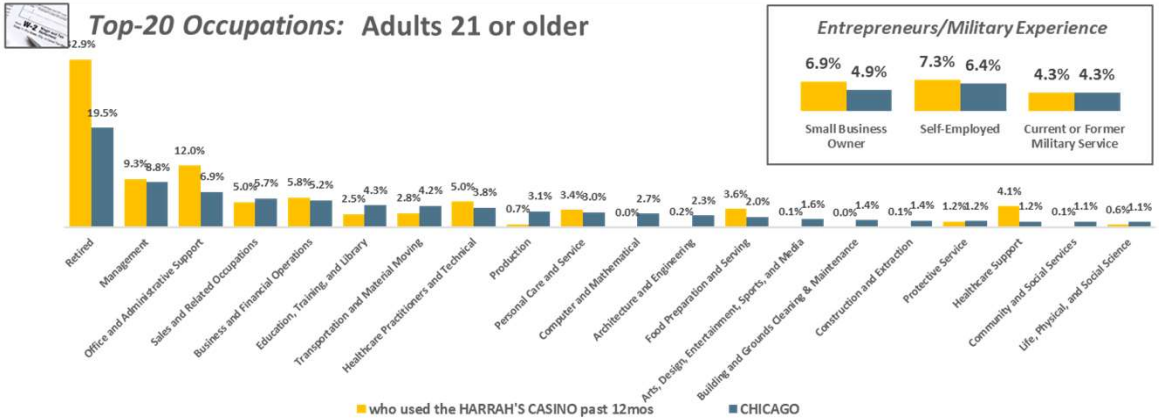
Employment: Adults 21 or older



Marital Status: Adults 21 or older

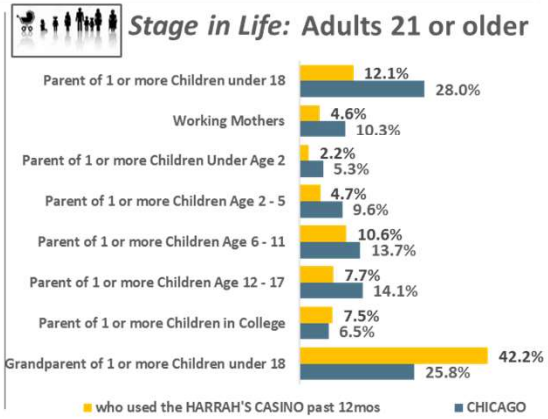


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

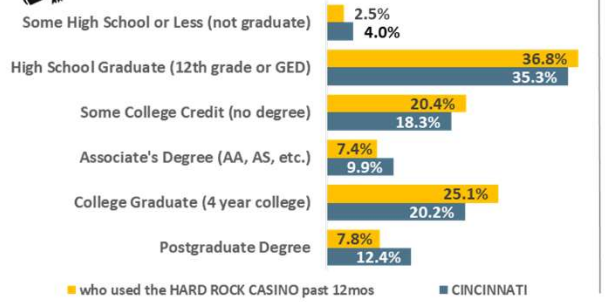
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Casinos visited past 12 months (by name): Harrah's Joliet

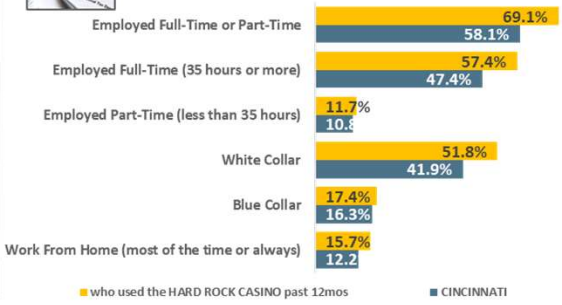


15.8% or 288,756 of CINCINNATI DMA Adults 21 or older used the HARD ROCK CASINO past 12mos. Adults 21 or older who used the HARD ROCK CASINO past 12mos are 1.% more likely to be a college graduate, 21.1% more likely to work full-time, 23.9% less likely to be married, 13.1% more likely to be a parent of 1 or more children under 18.

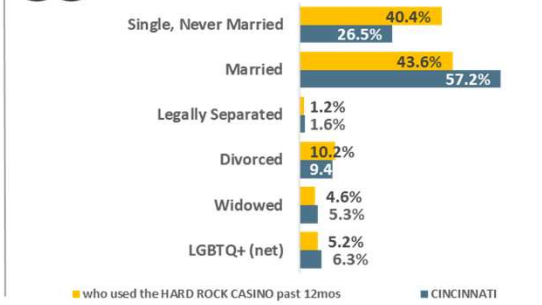
Education Levels: Adults 21 or older



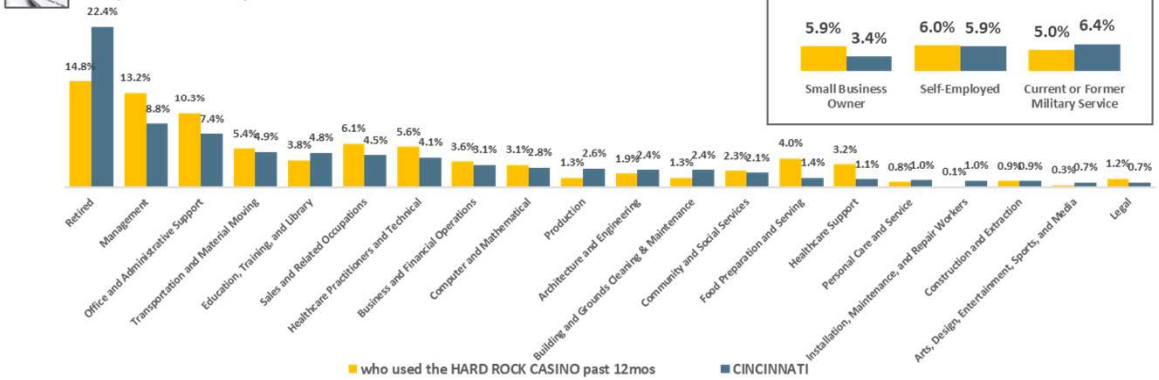
Employment: Adults 21 or older



Marital Status: Adults 21 or older

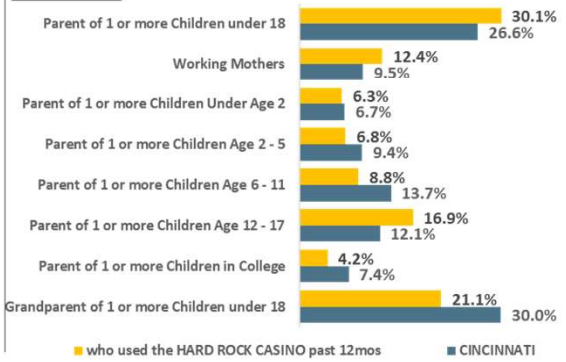


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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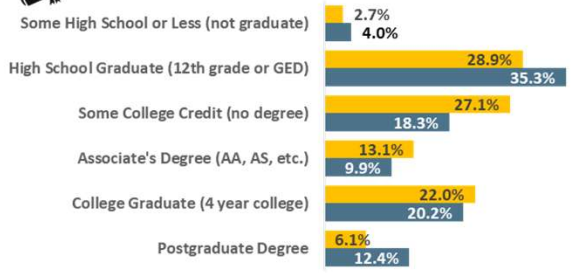
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



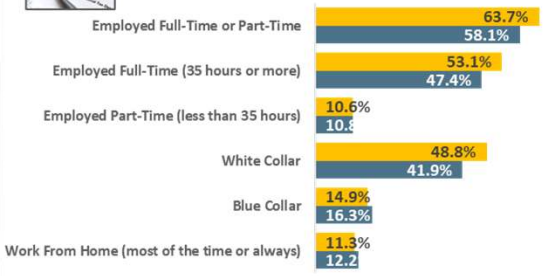
CIN

7.5% or 137,712 of CINCINNATI DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 13.8% less likely to be a college graduate, 12.% more likely to work full-time, 15.6% less likely to be married, 34.3% less likely to be a parent of 1 or more children under 18.

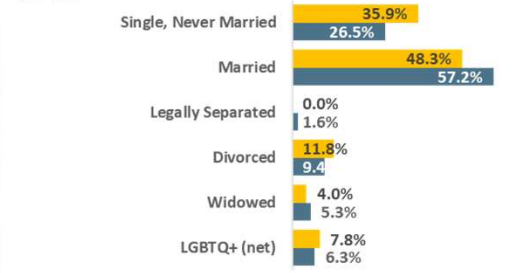
Education Levels: Adults 21 or older



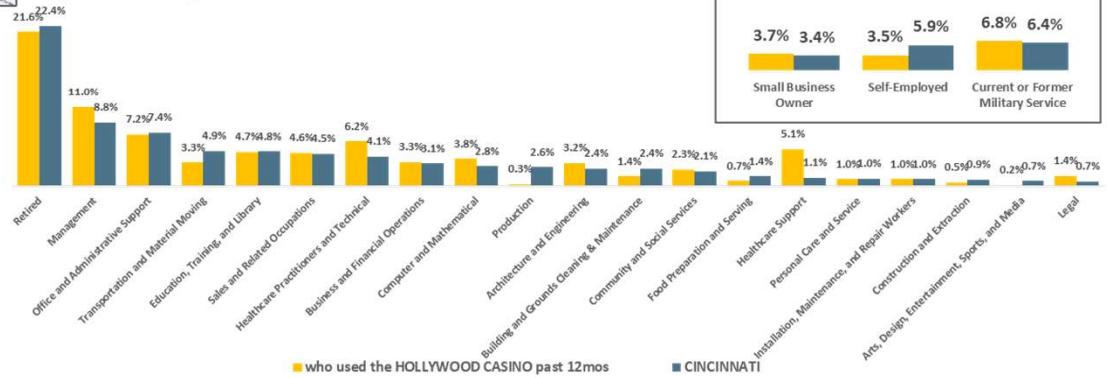
Employment: Adults 21 or older



Marital Status: Adults 21 or older

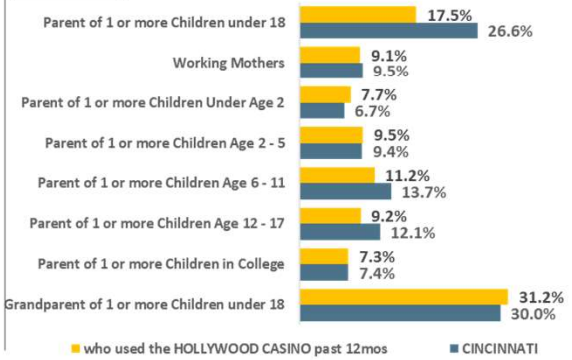


Top-20 Occupations: Adults 21 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

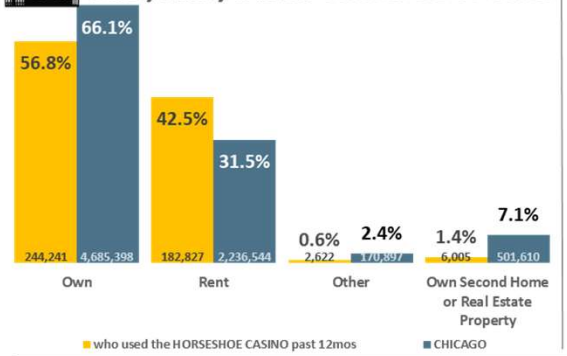
HORSESHOE CASINO



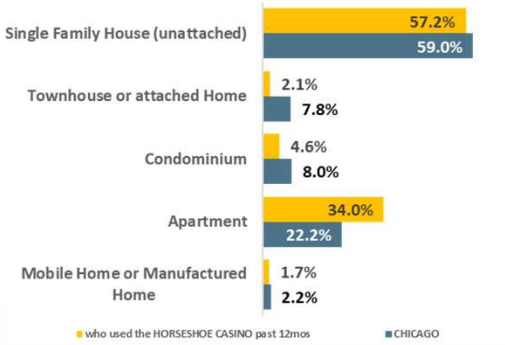
CHI

6.1% or 429,690 of CHICAGO DMA Adults 21 or older used the HORSESHOE CASINO past 12mos.
Adults 21 or older who used the HORSESHOE CASINO past 12mos are 14.% less likely to own their home, 17.1% more likely to own a lower valued home, 3.2% less likely to have a single-family home, 17.3% more likely to have a dog.

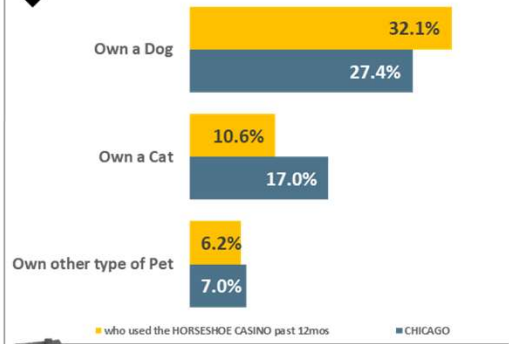
Own/Rent/Other: Adults 21 or older



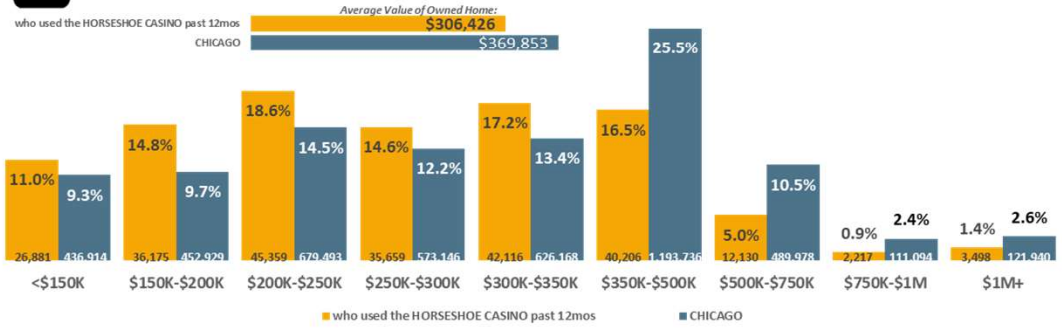
Type of Home: Adults 21 or older



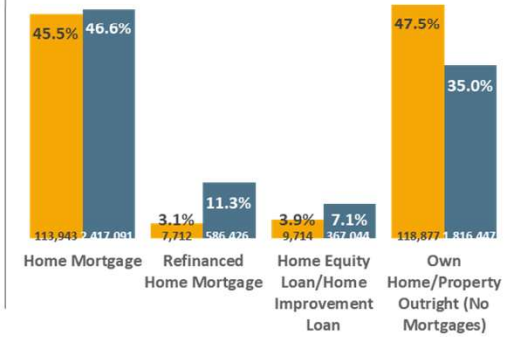
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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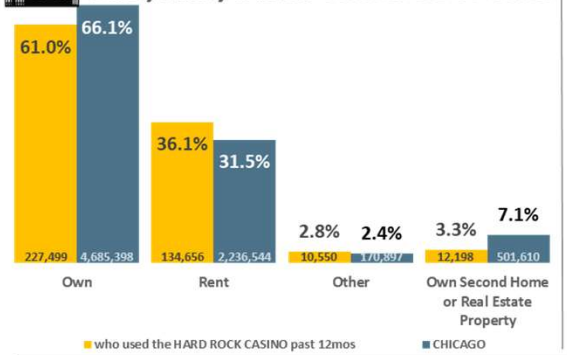
Casinos visited past 12 months (by name): Horseshoe Hammond



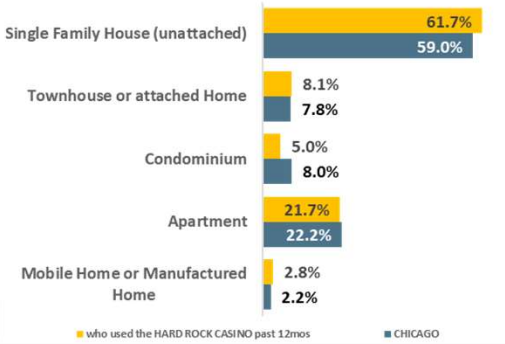
CHI

5.3% or 372,705 of CHICAGO DMA Adults 21 or older used the HARD ROCK CASINO past 12mos.
Adults 21 or older who used the HARD ROCK CASINO past 12mos are 7.6% less likely to own their home, 6.2% more likely to own a lower valued home, 4.4% more likely to have a single-family home, 7.1% more likely to have a dog.

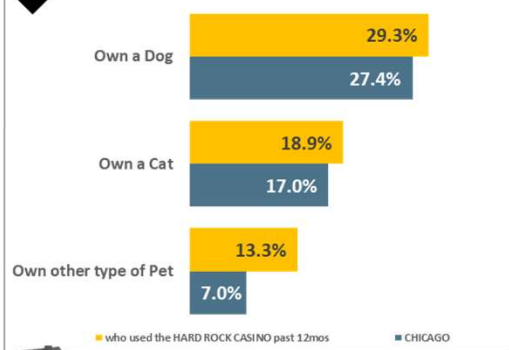
Own/Rent/Other: Adults 21 or older



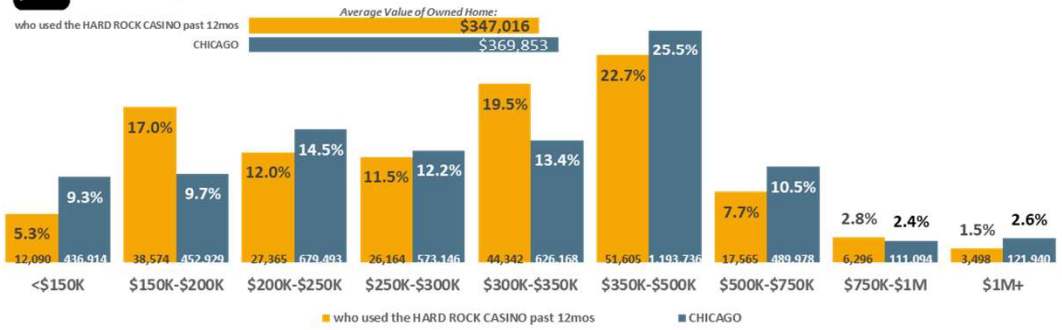
Type of Home: Adults 21 or older



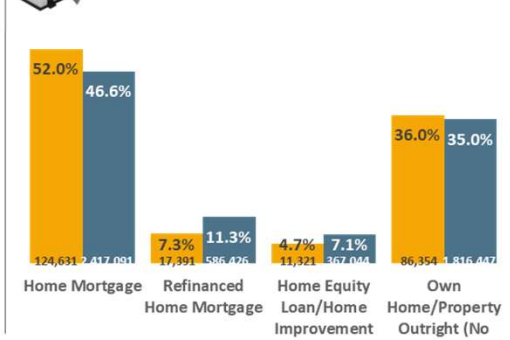
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

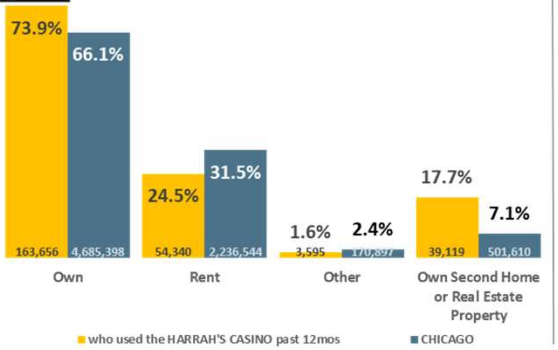
Harrah's



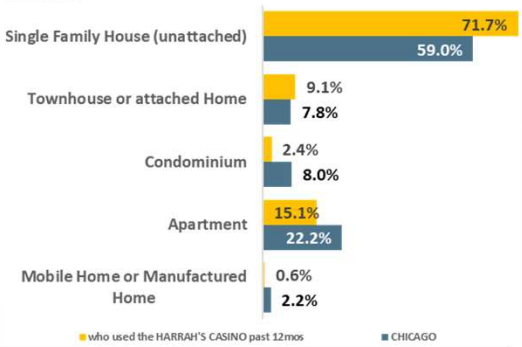
CHI

3.1% or 221,591 of CHICAGO DMA Adults 21 or older used the HARRAH'S CASINO past 12mos.
Adults 21 or older who used the HARRAH'S CASINO past 12mos are 11.8% more likely to own their home, 4.5% more likely to own a higher valued home, 21.5% more likely to have a single-family home, 3.6% more likely to have a dog.

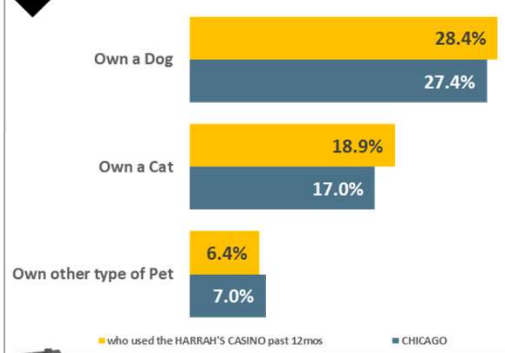
Own/Rent/Other: Adults 21 or older



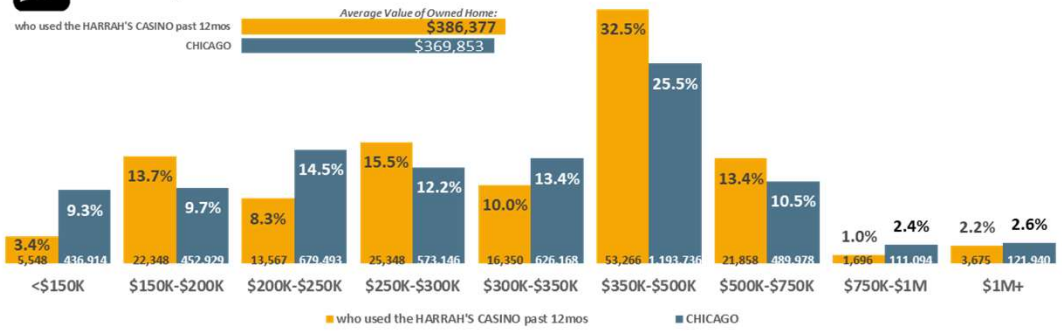
Type of Home: Adults 21 or older



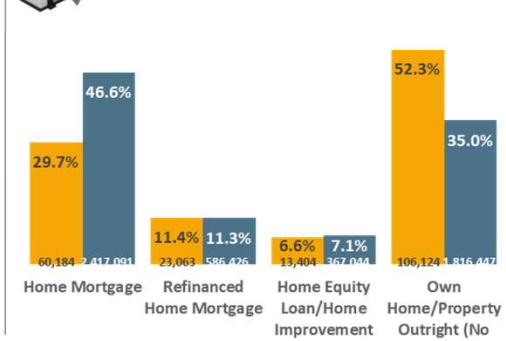
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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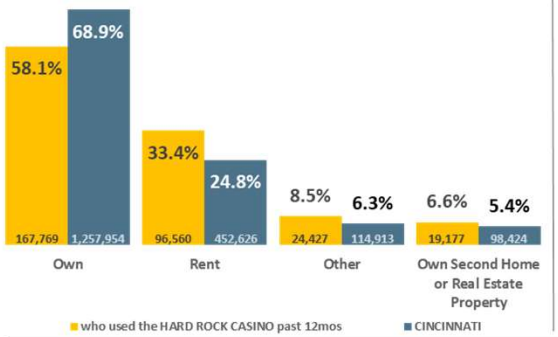
Casinos visited past 12 months (by name): Harrah's Joliet



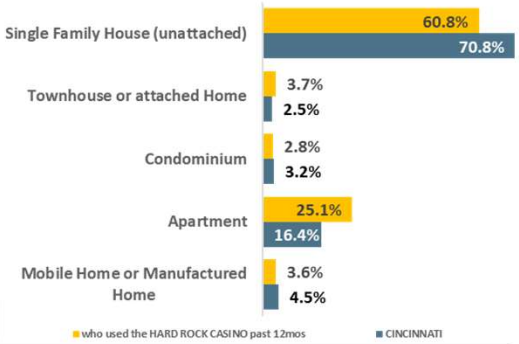
CIN

15.8% or 288,756 of CINCINNATI DMA Adults 21 or older used the HARD ROCK CASINO past 12mos. Adults 21 or older who used the HARD ROCK CASINO past 12mos are 15.7% less likely to own their home, 2.1% more likely to own a lower valued home, 14.1% less likely to have a single-family home, 2.2% more likely to have a dog.

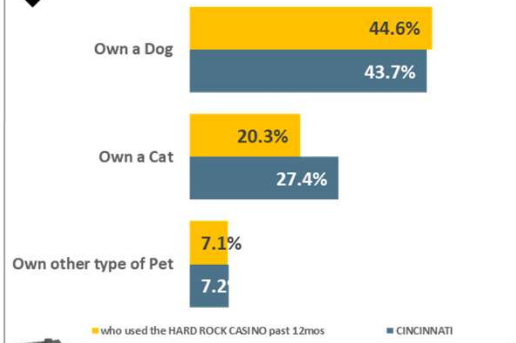
Own/Rent/Other: Adults 21 or older



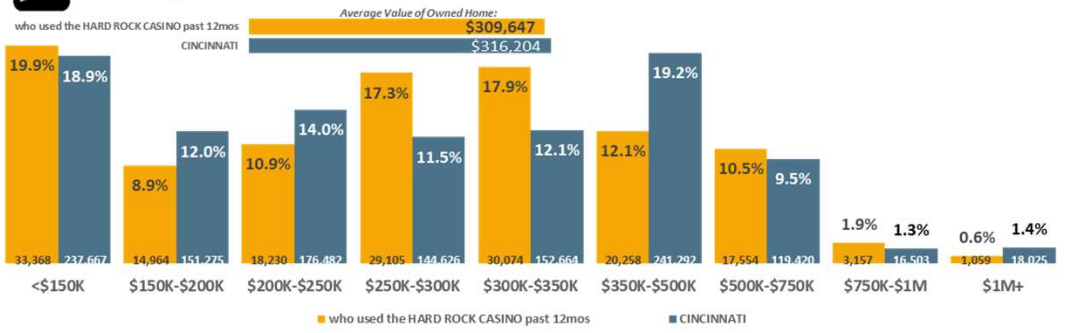
Type of Home: Adults 21 or older



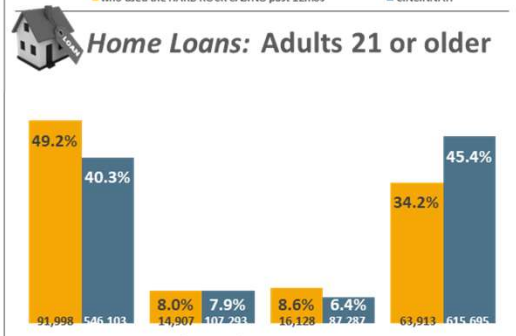
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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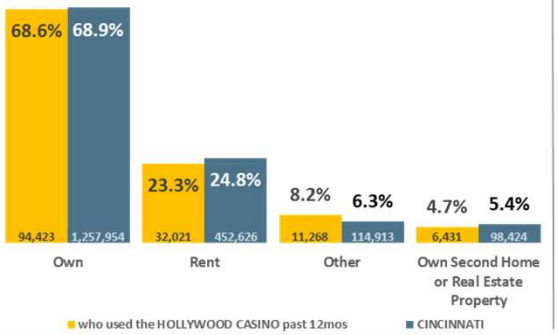
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



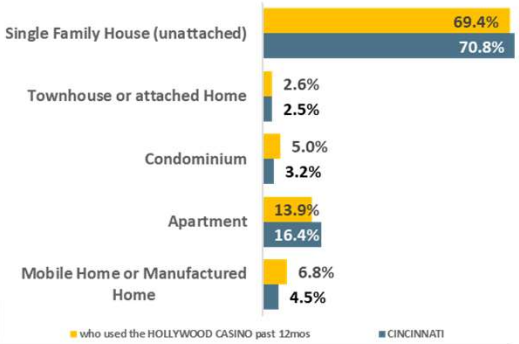
CIN

7.5% or 137,712 of CINCINNATI DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are .5% less likely to own their home, 12.6% more likely to own a lower valued home, 2.5% less likely to have a single-family home, 13.4% less likely to have a dog.

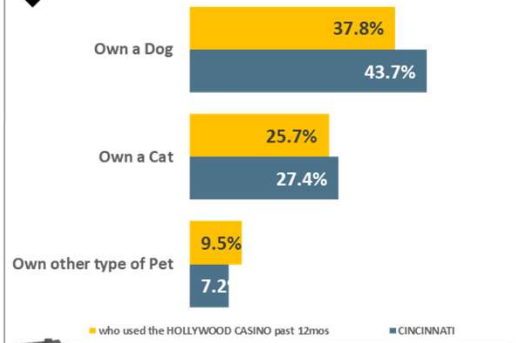
Own/Rent/Other: Adults 21 or older



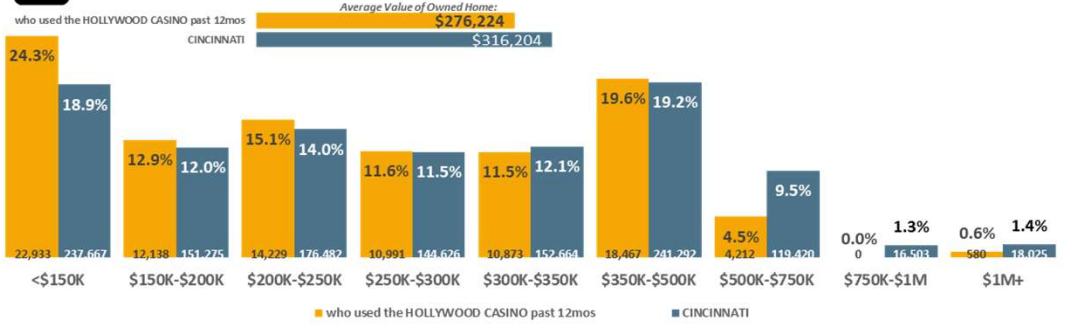
Type of Home: Adults 21 or older



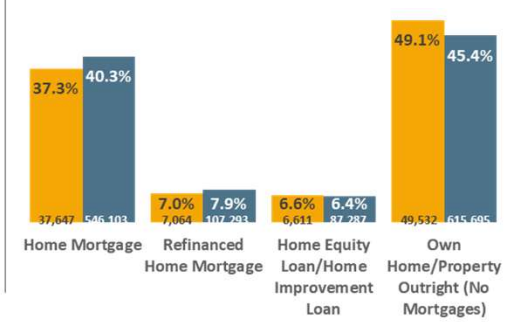
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

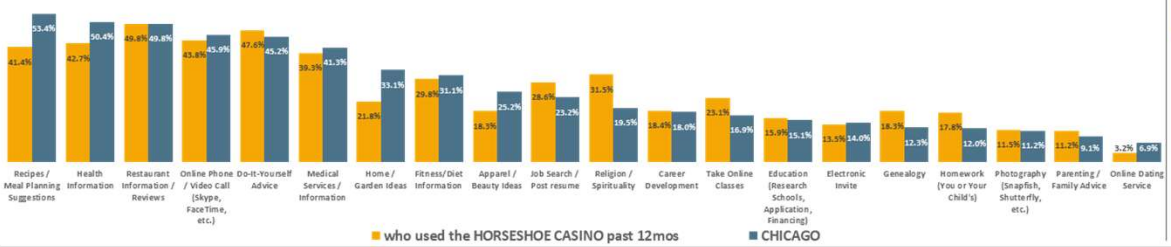
HORSESHOE CASINO



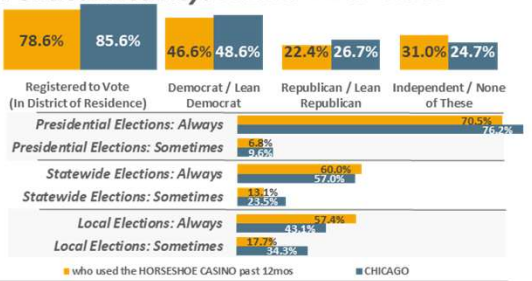
CHI

6.1% or 429,690 of CHICAGO DMA Adults 21 or older used the HORSESHOE CASINO past 12mos.
Adults 21 or older who used the HORSESHOE CASINO past 12mos are 5.2% more likely to look up D-I-Y advice online, 33.3% more likely to always vote in local elections, .8% more likely to belong to a gym, 13.1% more likely to fly domestic past yr.

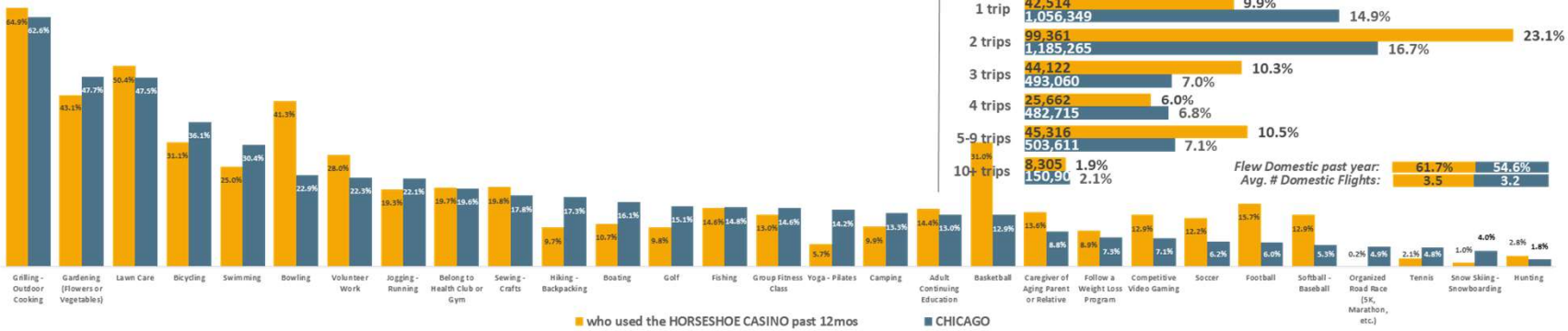
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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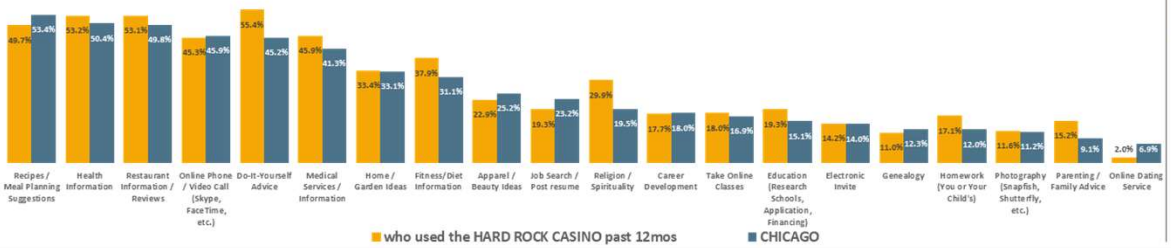
Casinos visited past 12 months (by name): Horseshoe Hammond



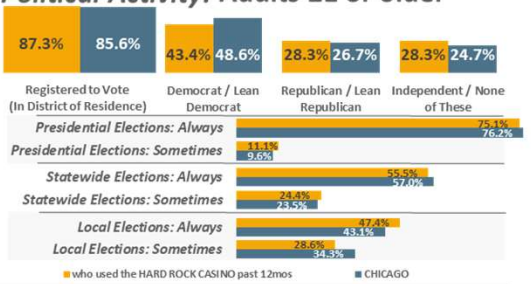
CHI

5.3% or 372,705 of CHICAGO DMA Adults 21 or older used the HARD ROCK CASINO past 12mos.
Adults 21 or older who used the HARD ROCK CASINO past 12mos are 22.5% more likely to look up D-I-Y advice online, 10.1% more likely to always vote in local elections, 25.% less likely to belong to a gym, 9.8% more likely to fly domestic past yr.

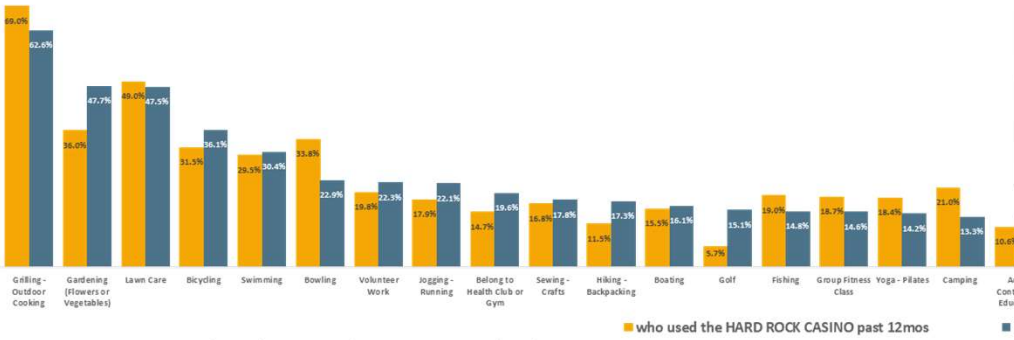
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



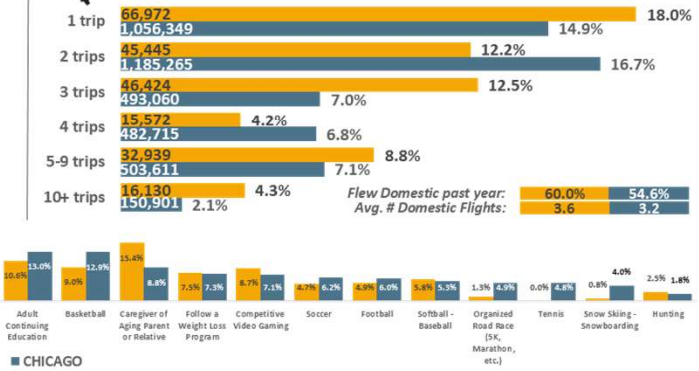
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

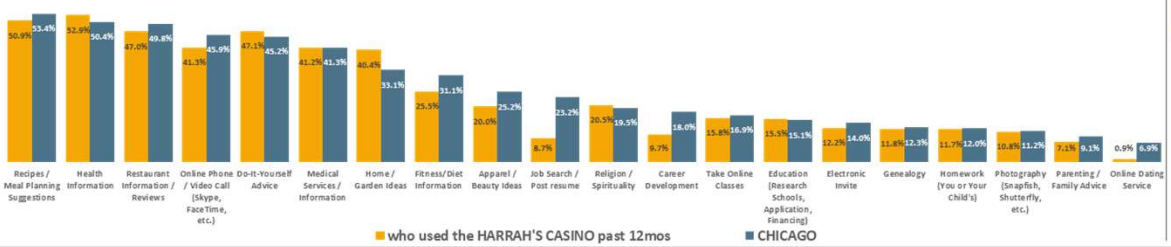
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

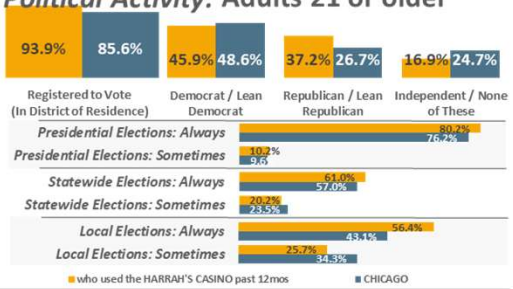


3.1% or 221,591 of CHICAGO DMA Adults 21 or older used the HARRAH'S CASINO past 12mos.
Adults 21 or older who used the HARRAH'S CASINO past 12mos are 4.3% more likely to look up D-I-Y advice online, 31.1% more likely to always vote in local elections, 66.% less likely to belong to a gym, 21.% more likely to fly domestic past yr.

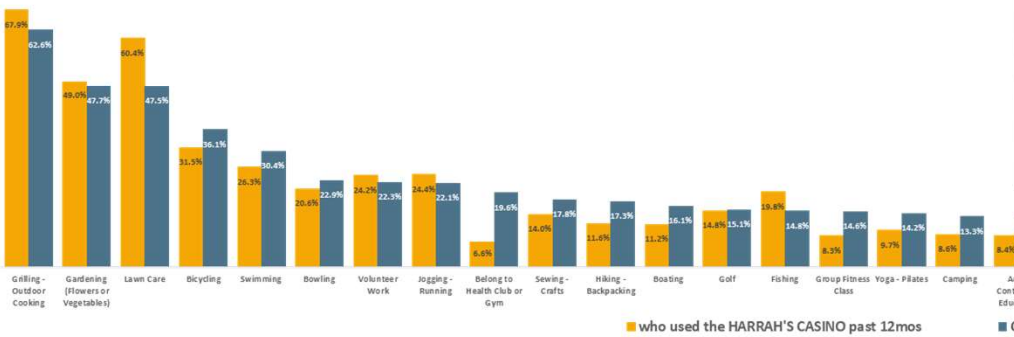
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



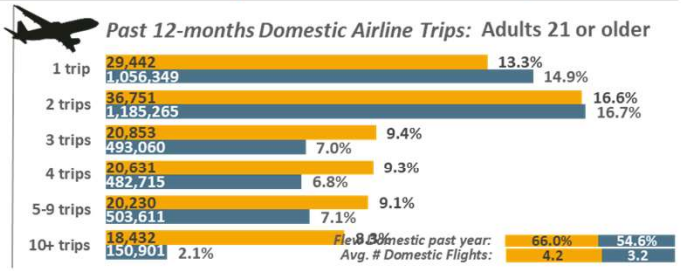
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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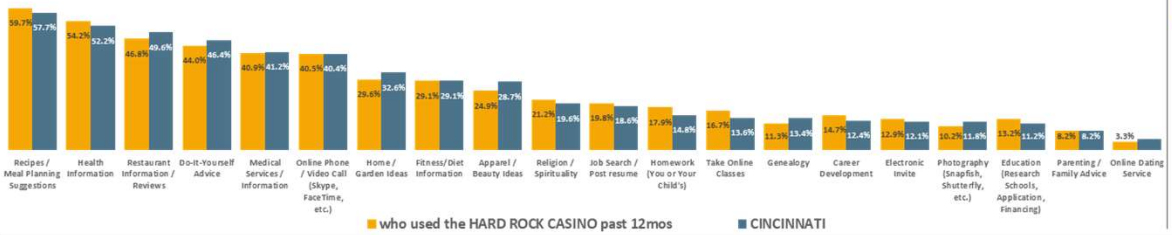
Casinos visited past 12 months (by name): Harrah's Joliet



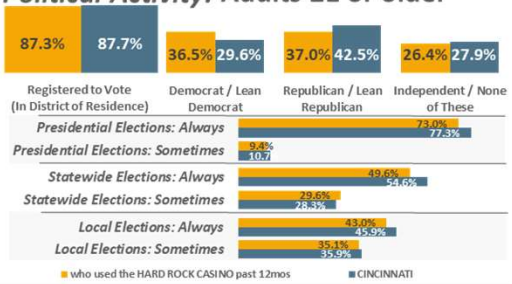
CIN

15.8% or 288,756 of CINCINNATI DMA Adults 21 or older used the HARD ROCK CASINO past 12mos. Adults 21 or older who used the HARD ROCK CASINO past 12mos are 5.2% less likely to look up D-I-Y advice online, 6.5% less likely to always vote in local elections, 19.1% more likely to belong to a gym, 27.4% more likely to fly domestic past yr.

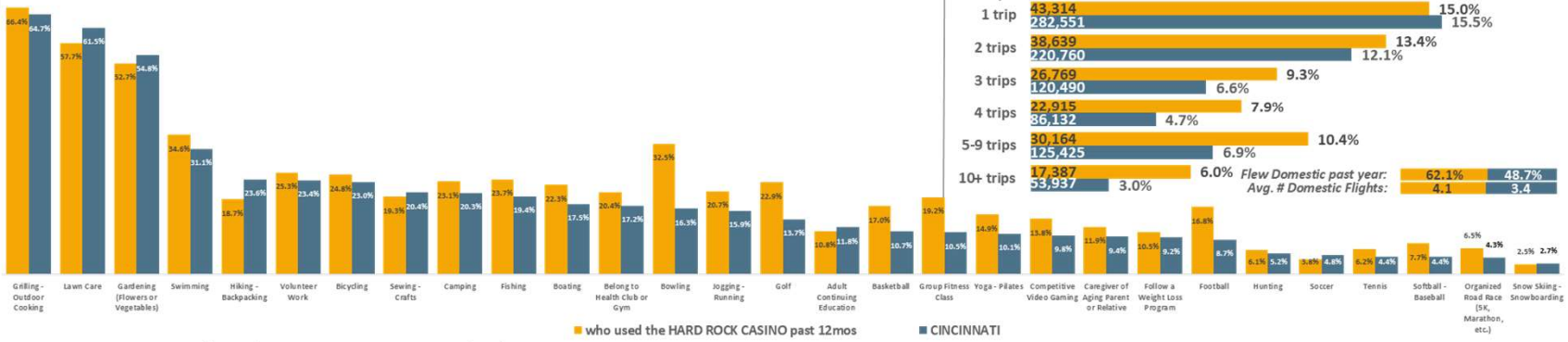
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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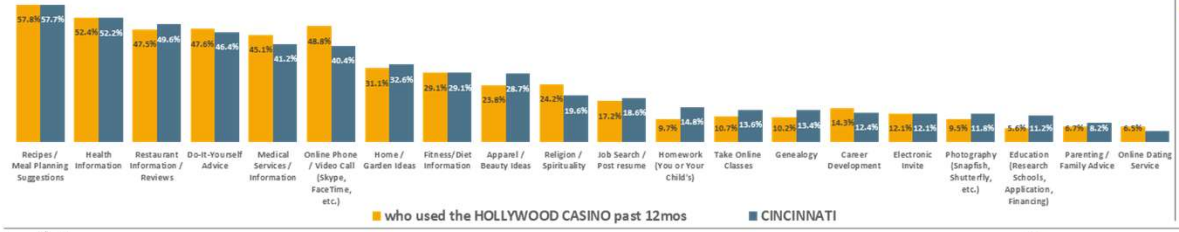
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



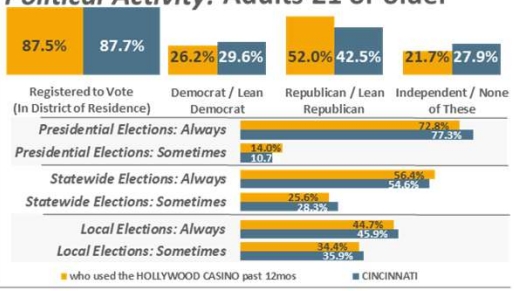
CIN

7.5% or 137,712 of CINCINNATI DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 2.7% more likely to look up D-I-Y advice online, 2.8% less likely to always vote in local elections, 36.2% more likely to belong to a gym, 22.9% more likely to fly domestic past yr.

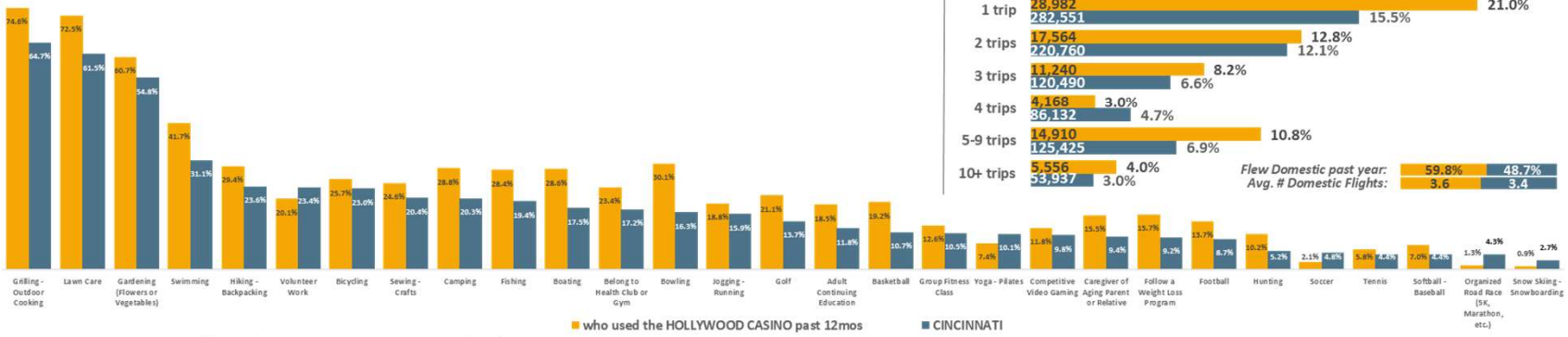
Top-20 past 30-days Online Lifestyle Activites: Adults 21 or older



Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

HORSESHOE CASINO



CHI

6.1% or 429,690 of CHICAGO DMA Adults 21 or older used the HORSESHOE CASINO past 12mos. Adults 21 or older who used the HORSESHOE CASINO past 12mos are 7.9% more likely to use QSRs past mo., 19.6% more likely to use Sit-Down Restaurants past mo., 282.2% more likely to use Casinos past yr., 64.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:

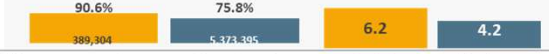


Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 21 or older

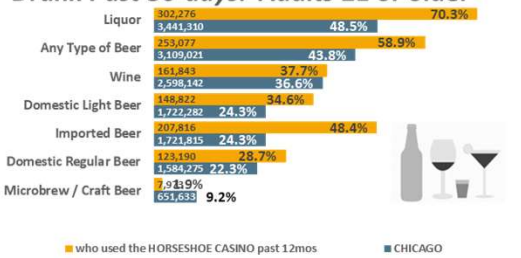
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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Casinos visited past 12 months (by name): Horseshoe Hammond



CHI

5.3% or 372,705 of CHICAGO DMA Adults 21 or older used the HARD ROCK CASINO past 12mos.
Adults 21 or older who used the HARD ROCK CASINO past 12mos are 6.2% more likely to use QSRs past mo., 17.3% more likely to use Sit-Down Restaurants past mo., 282.2% more likely to use Casinos past yr., 93.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:
96.6% 359,941
91.0% 6,451,966

Avg. Monthly QSR Meals:
7.8
7.0

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:
88.8% 331,102
75.8% 5,373,385

Avg. Monthly Sit-Down Restaurant Meals:
4.5
4.2

Top-10 Cuisines: Adults 21 or older

(Sit-Down Restaurants Used Past 30-days)



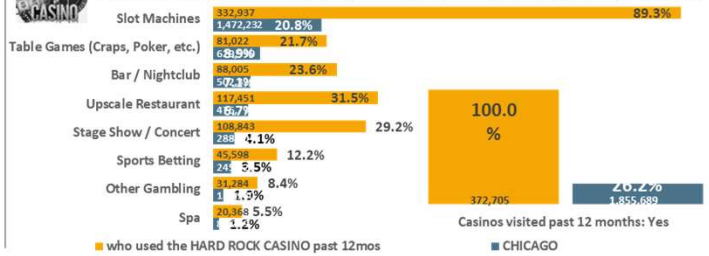
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who used the HARD ROCK CASINO past 12mos 76,846 20.6%
CHICAGO 1,407,161 19.8%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana



3.1% or 221,591 of CHICAGO DMA Adults 21 or older used the HARRAH'S CASINO past 12mos.
Adults 21 or older who used the HARRAH'S CASINO past 12mos are 6.4% more likely to use QSRs past mo., 10.8% more likely to use Sit-Down Restaurants past mo., 282.2% more likely to use Casinos past yr., 88.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 96.7% 214,377 | 91.0% 6,451,966

Avg. Monthly QSR Meals: 7.6 | 7.0

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users: 83.9% 185,988 | 75.8% 5,373,395

Avg. Monthly Sit-Down Restaurant Meals: 5.1 | 4.2

Top-10 Cuisines: Adults 21 or older

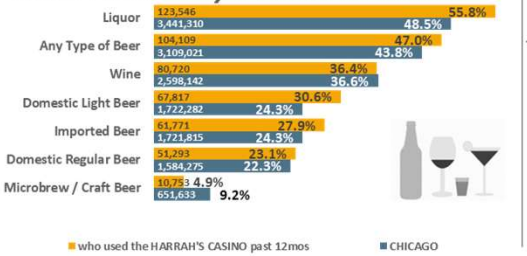
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

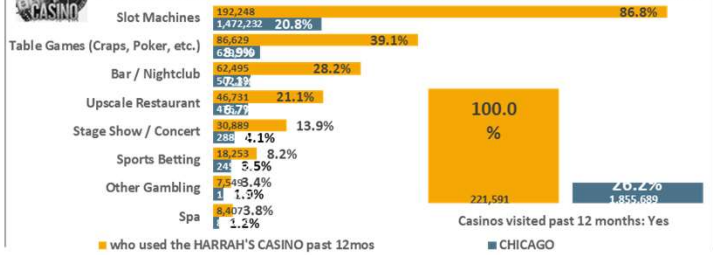
who used the HARRAH'S CASINO past 12mos	41,656	18.8%
CHICAGO	1,407,161	19.8%

Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older





Used Past 30-days: Adults 21 or older



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Casinos visited past 12 months (by name): Harrah's Joliet



CIN

15.8% or 288,756 of CINCINNATI DMA Adults 21 or older used the HARD ROCK CASINO past 12mos. Adults 21 or older who used the HARD ROCK CASINO past 12mos are .2% less likely to use QSRs past mo., 2.5% more likely to use Sit-Down Restaurants past mo., 181.1% more likely to use Casinos past yr., 29.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



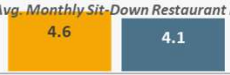
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

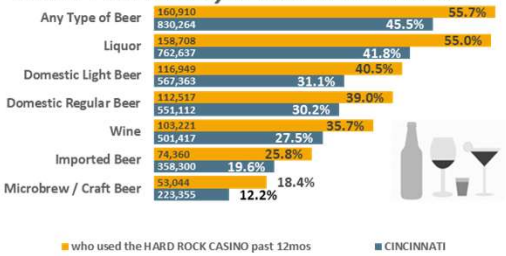
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



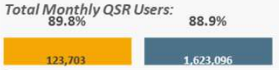
CIN

7.5% or 137,712 of CINCINNATI DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 1.% more likely to use QSRs past mo., 5.4% more likely to use Sit-Down Restaurants past mo., 181.1% more likely to use Casinos past yr., 29.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



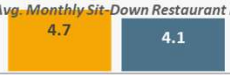
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 21 or older

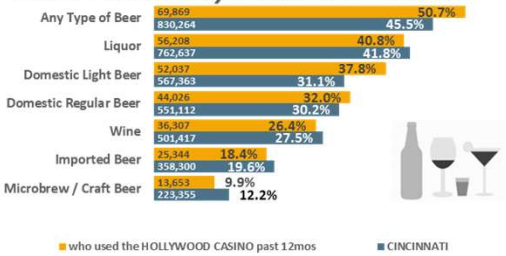
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

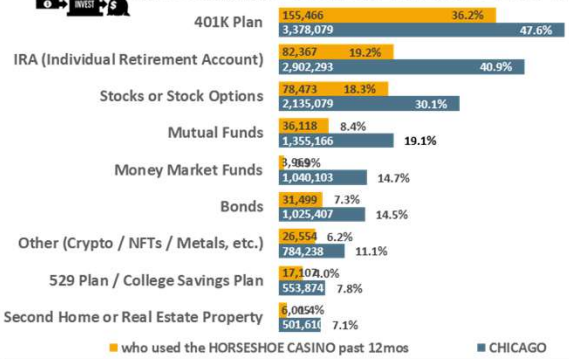
HORSESHOE CASINO



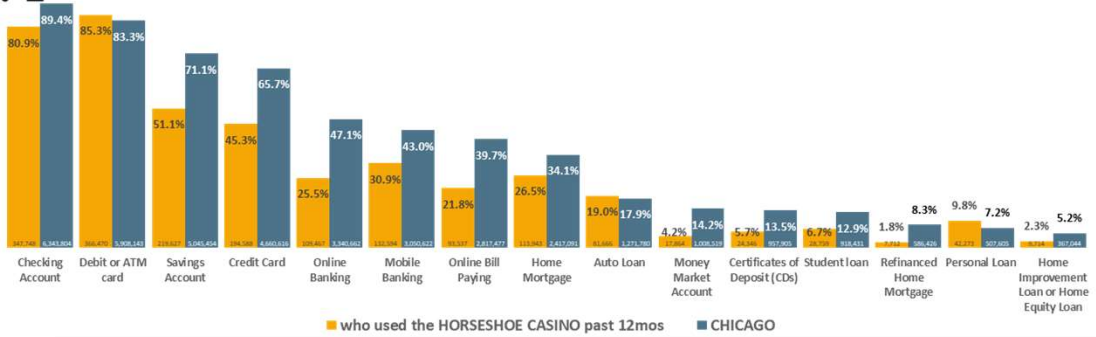
CHI

6.1% or 429,690 of CHICAGO DMA Adults 21 or older used the HORSESHOE CASINO past 12mos. Adults 21 or older who used the HORSESHOE CASINO past 12mos are 24.% less likely to have a 401K, 6.% more likely to have an Auto Loan, 9.6% more likely to Invest/Trade Stocks Online, 29.6% more likely to pay with their Debit Card.

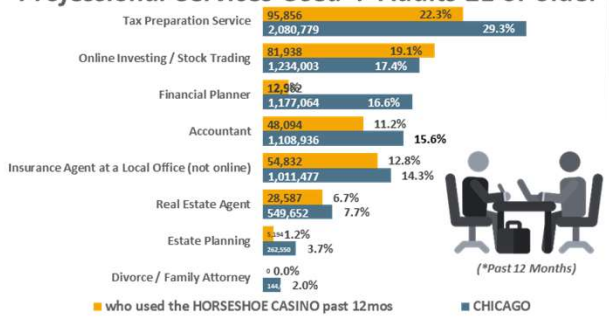
Investments Owned: Adults 21 or older



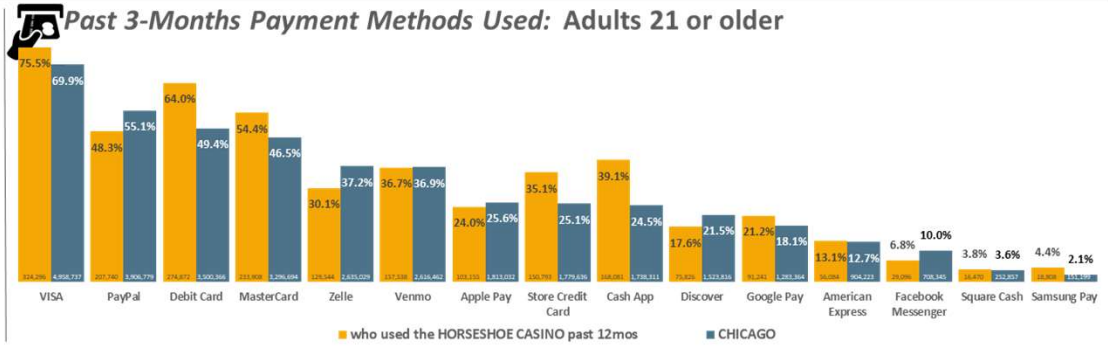
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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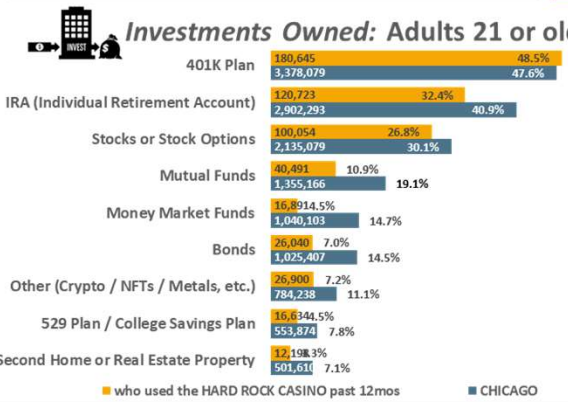
Casinos visited past 12 months (by name): Horseshoe Hammond



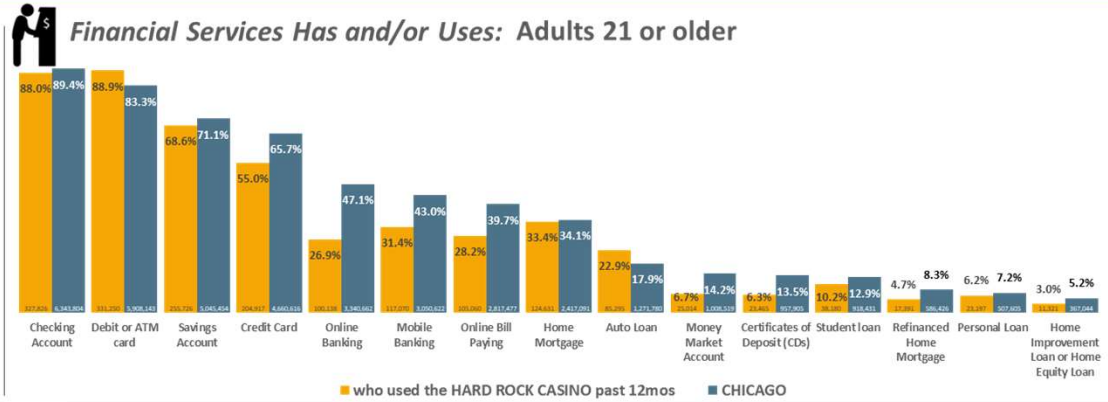
CHI

5.3% or 372,705 of CHICAGO DMA Adults 21 or older used the HARD ROCK CASINO past 12mos.
Adults 21 or older who used the HARD ROCK CASINO past 12mos are 1.8% more likely to have a 401K, 27.6% more likely to have an Auto Loan, 34.% less likely to Invest/Trade Stocks Online, 21.5% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

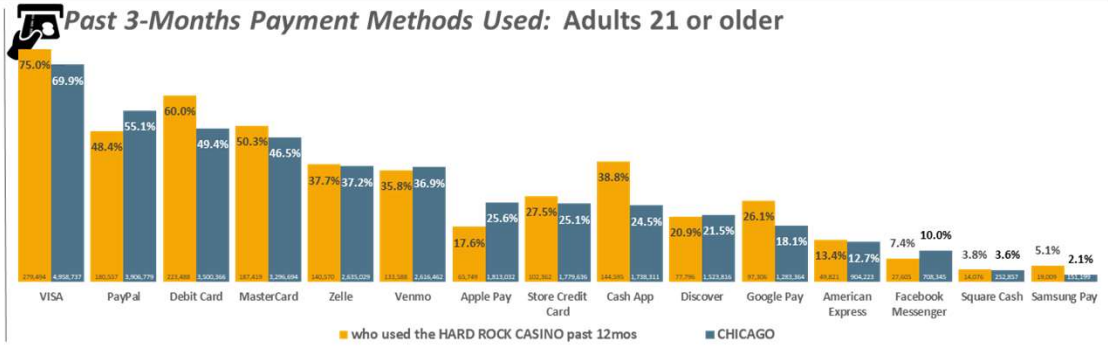


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

Harrah's



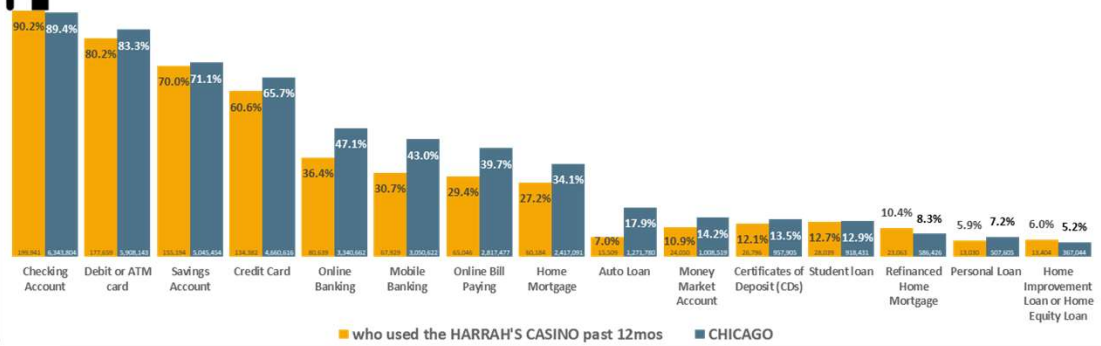
CHI

3.1% or 221,591 of CHICAGO DMA Adults 21 or older used the HARRAH'S CASINO past 12mos.
Adults 21 or older who used the HARRAH'S CASINO past 12mos are 9.8% more likely to have a 401K, 61.% less likely to have an Auto Loan, 18.5% less likely to Invest/Trade Stocks Online, 10.4% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



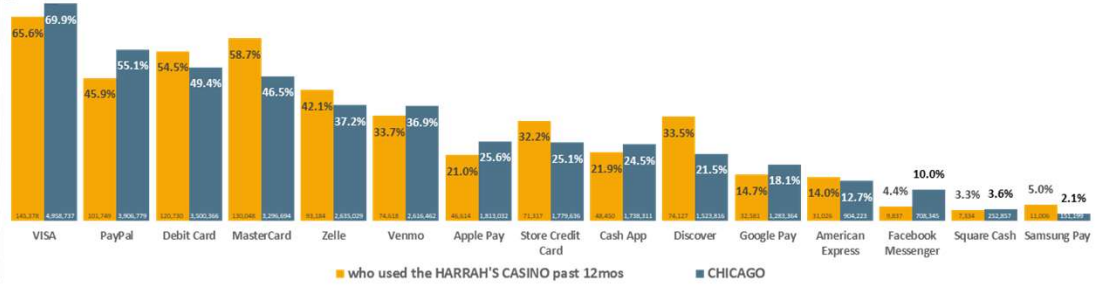
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used:* Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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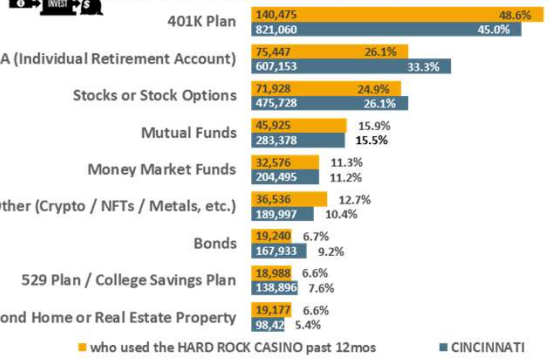
Casinos visited past 12 months (by name): Harrah's Joliet



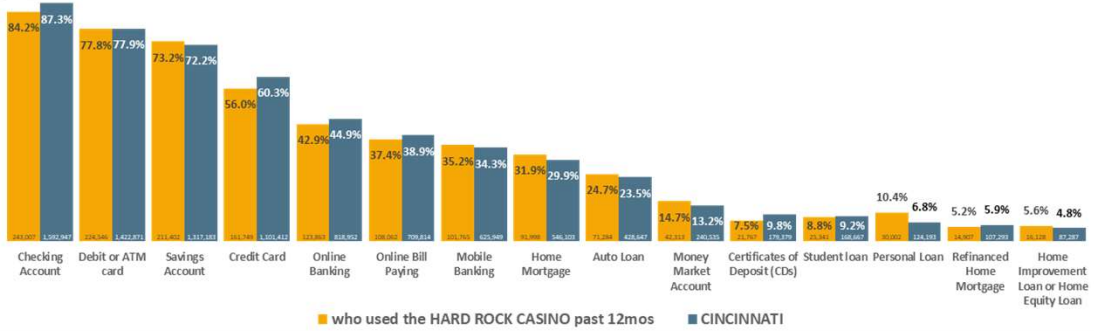
CIN

15.8% or 288,756 of CINCINNATI DMA Adults 21 or older used the HARD ROCK CASINO past 12mos. Adults 21 or older who used the HARD ROCK CASINO past 12mos are 8.2% more likely to have a 401K, 5.1% more likely to have an Auto Loan, 3.6% less likely to Invest/Trade Stocks Online, .3% less likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

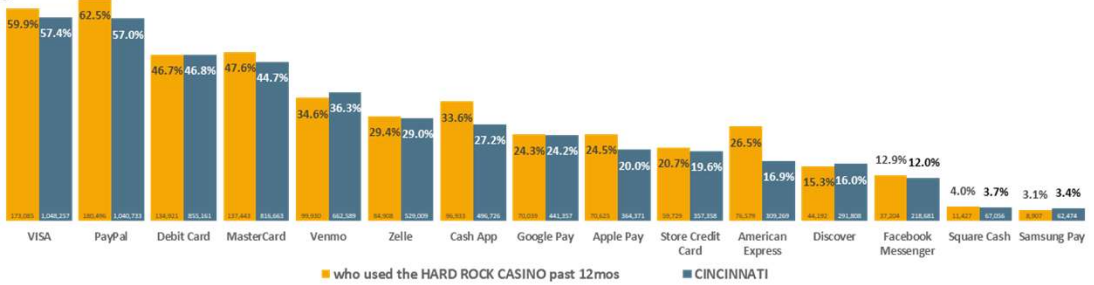


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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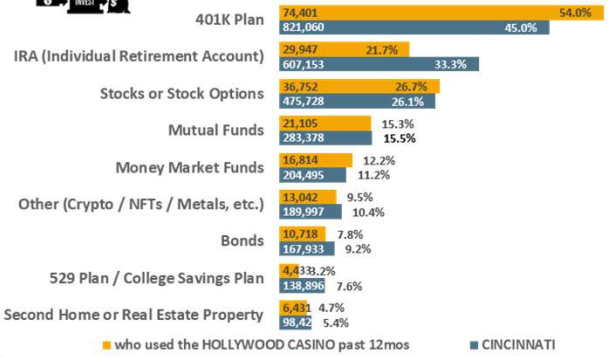
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



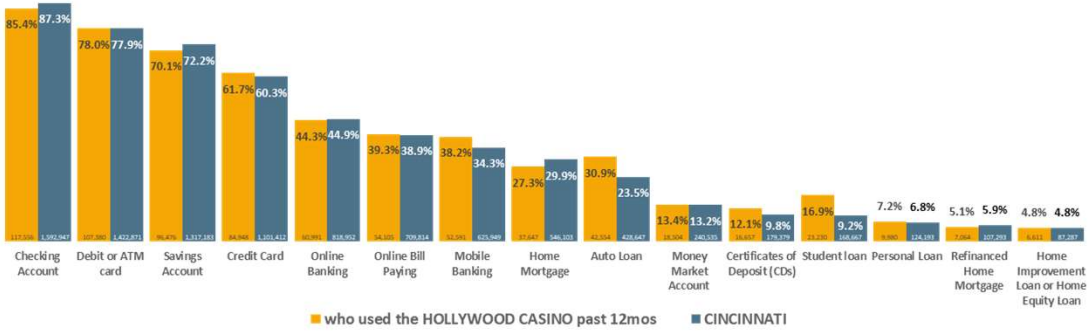
CIN

7.5% or 137,712 of CINCINNATI DMA Adults 21 or older used the HOLLYWOOD CASINO past 12mos. Adults 21 or older who used the HOLLYWOOD CASINO past 12mos are 20.1% more likely to have a 401K, 31.6% more likely to have an Auto Loan, 33.2% less likely to Invest/Trade Stocks Online, 10.7% more likely to pay with their Debit Card.

Investments Owned: Adults 21 or older



Financial Services Has and/or Uses: Adults 21 or older

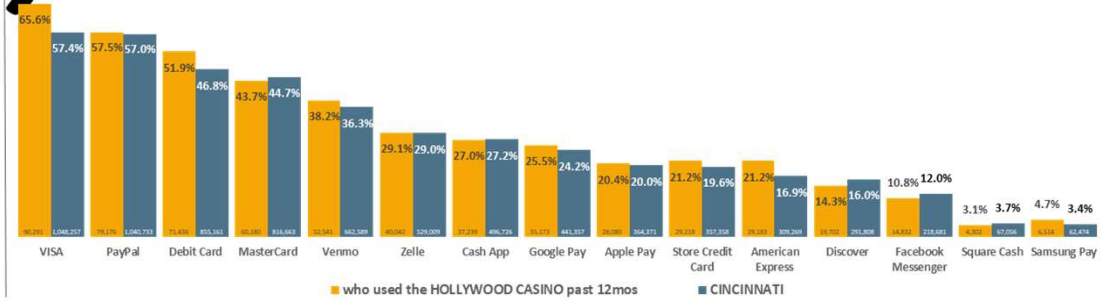


Professional Services Used:* Adults 21 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

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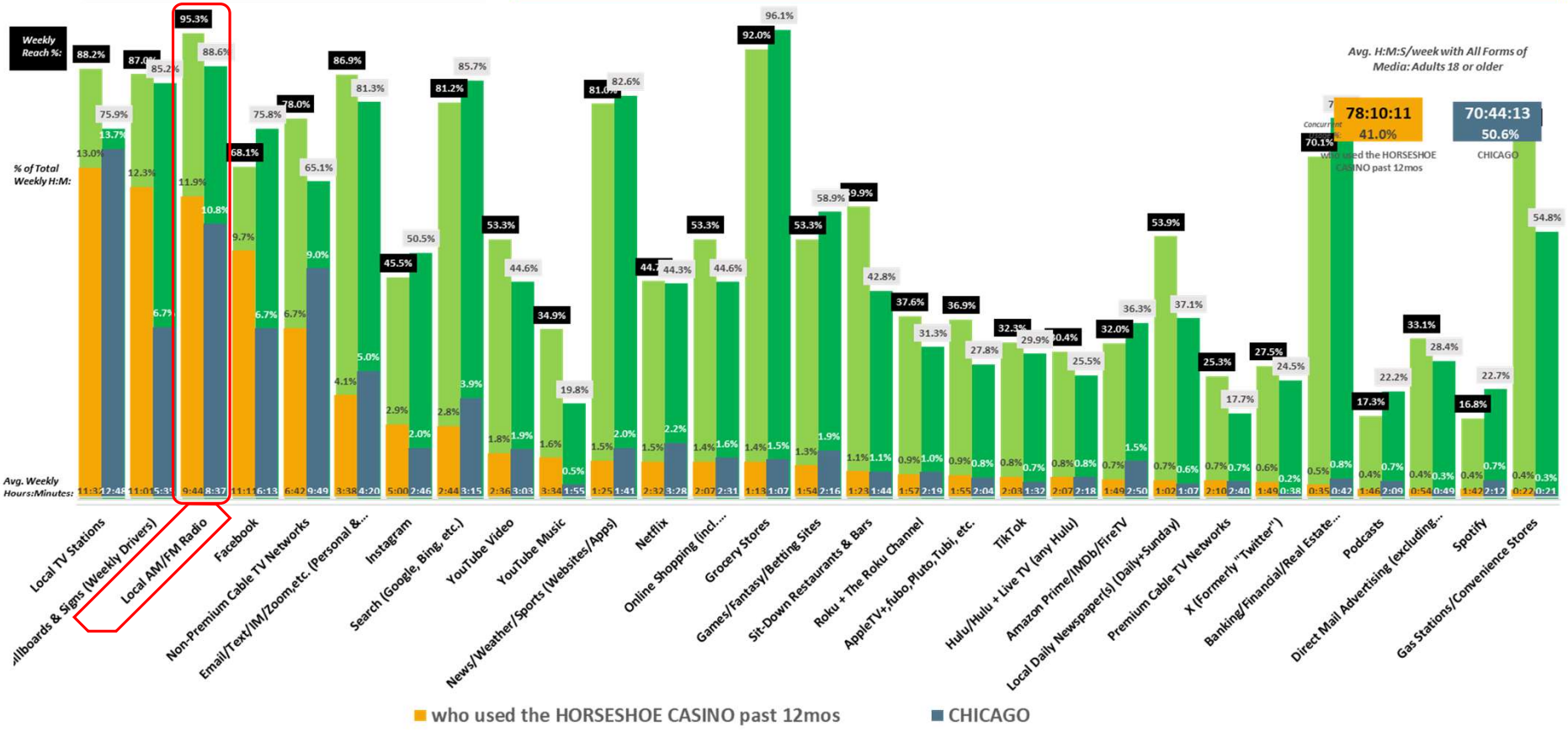
Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN



CHI

Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an average of 3 days, 6 hours, 10 minutes and 11 seconds each week with All Forms of Media.

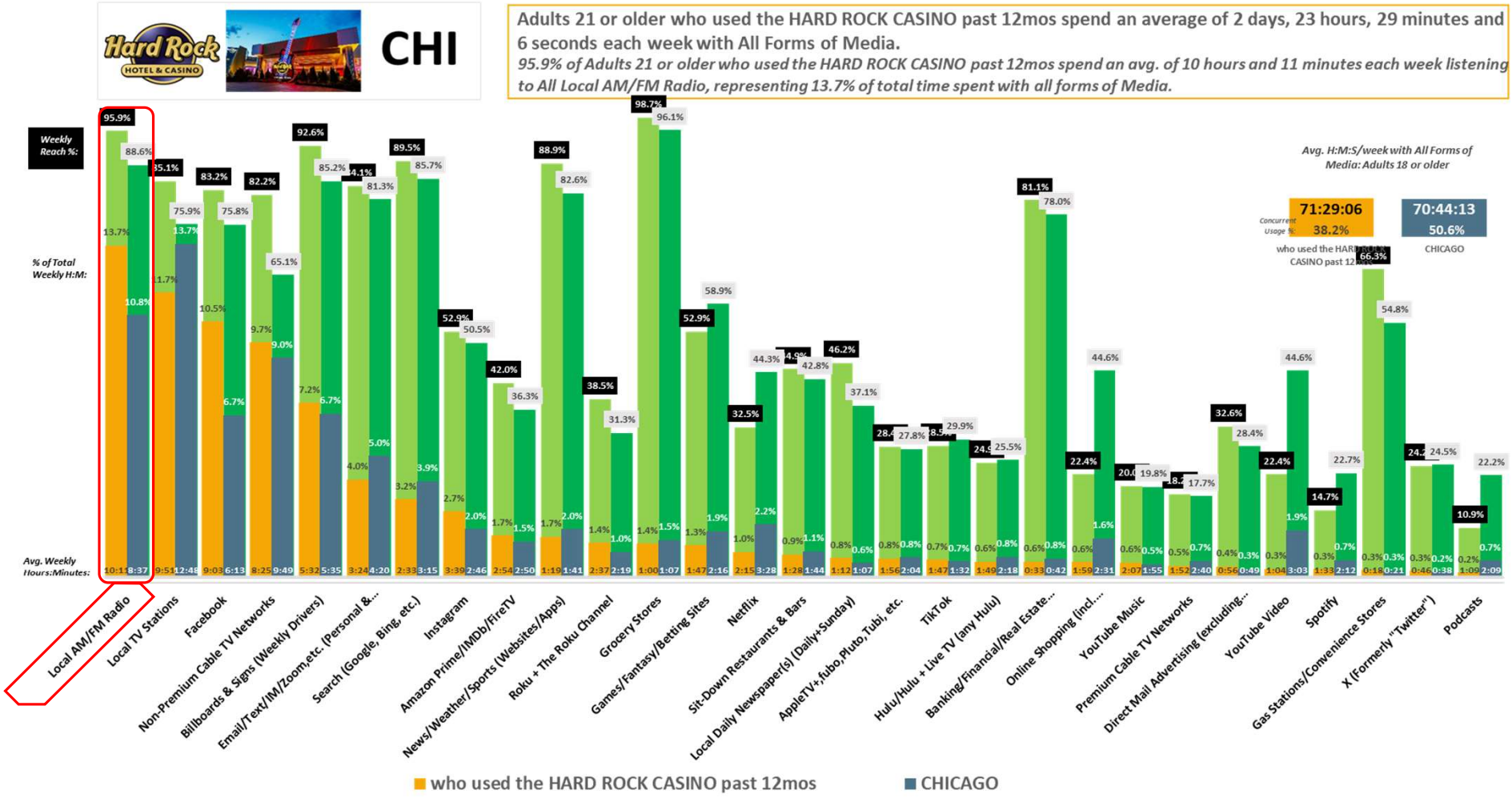
95.3% of Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an avg. of 9 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 11.9% of total time spent with all forms of Media.



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Casinos visited past 12 months (by name): Horseshoe Hammond



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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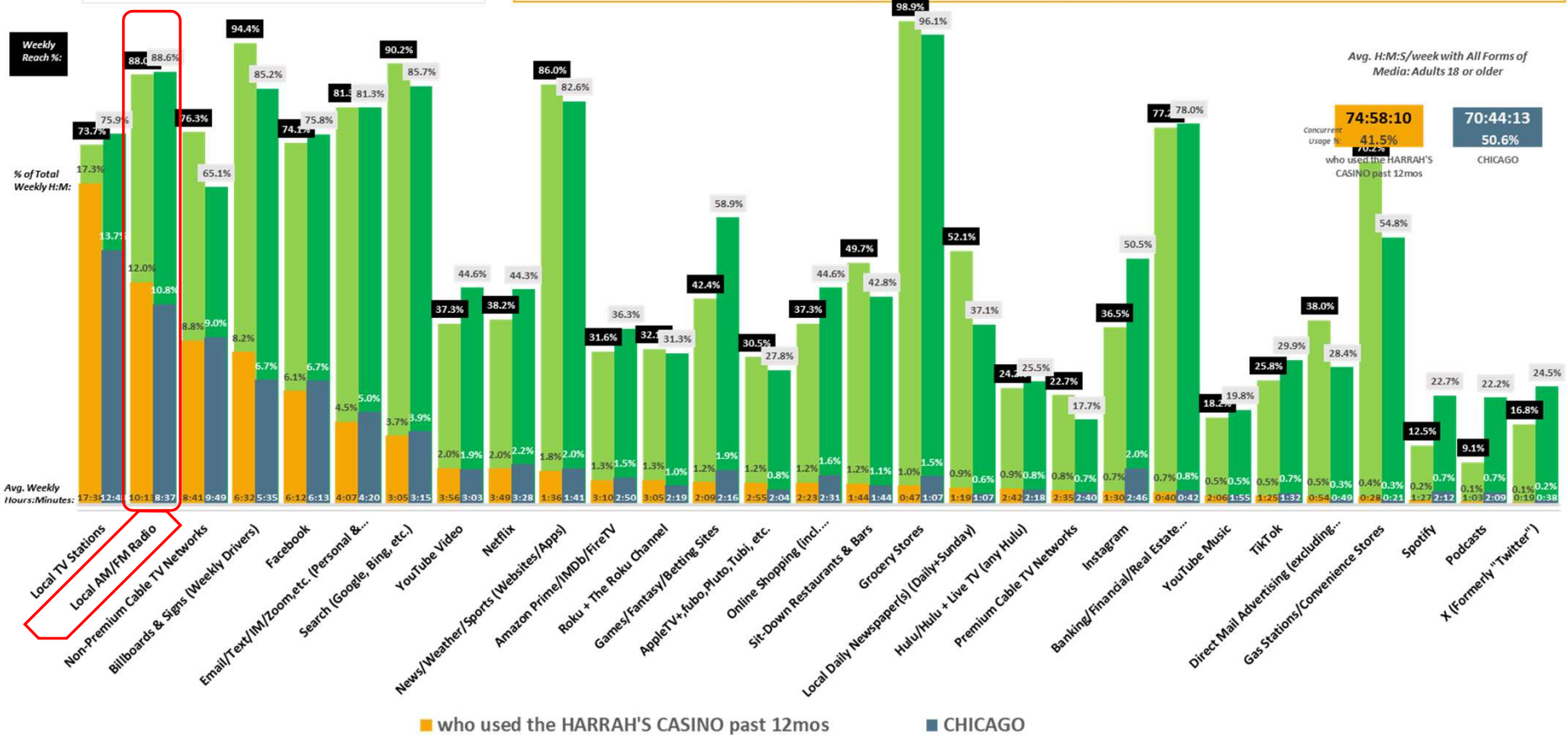
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

Harrah's CHI

Adults 21 or older who used the HARRAH'S CASINO past 12mos spend an average of 3 days, 2 hours, 58 minutes and 10 seconds each week with All Forms of Media.

88.% of Adults 21 or older who used the HARRAH'S CASINO past 12mos spend an avg. of 10 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 12.% of total time spent with all forms of Media.

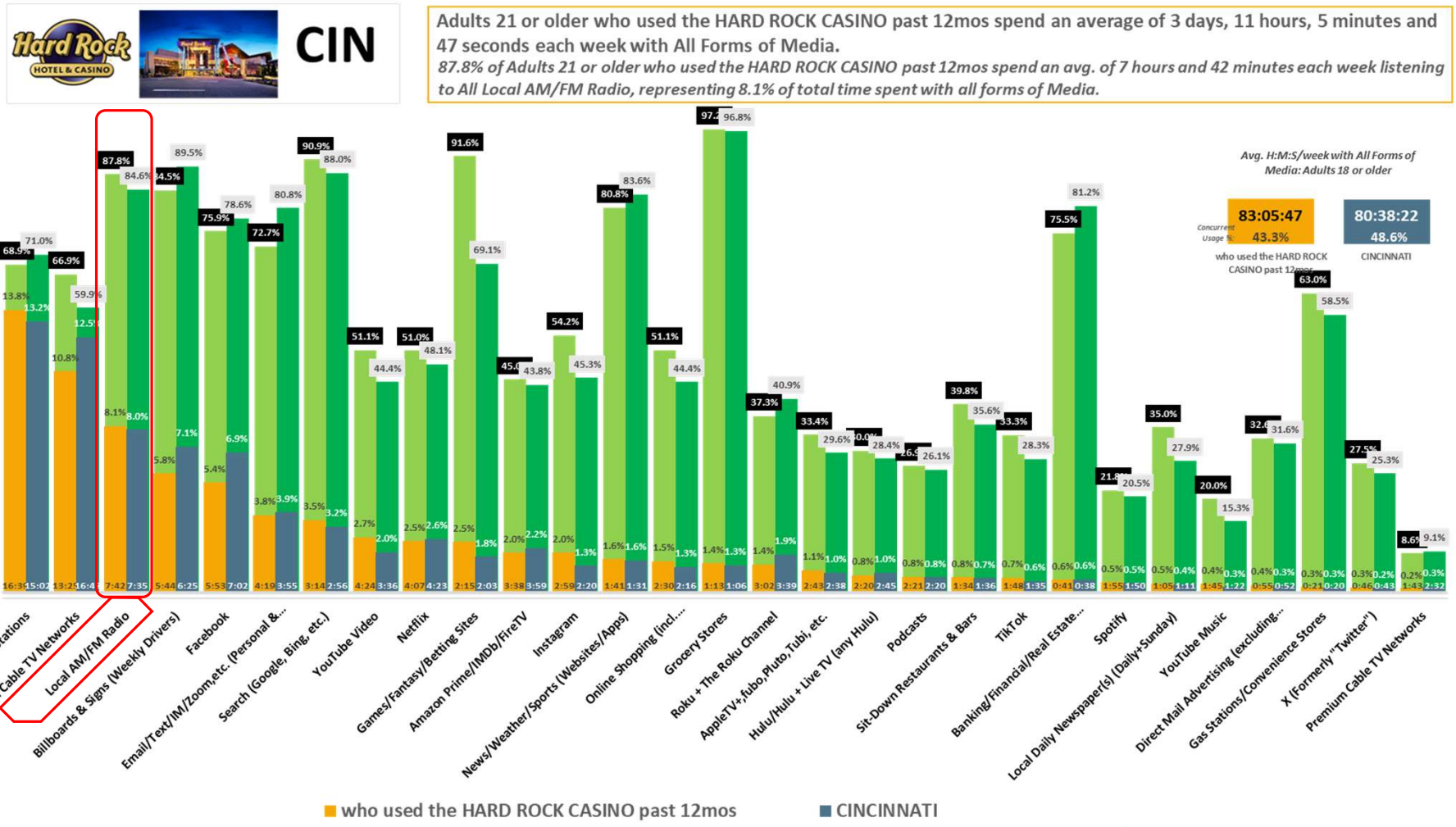


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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Casinos visited past 12 months (by name): Harrah's Joliet

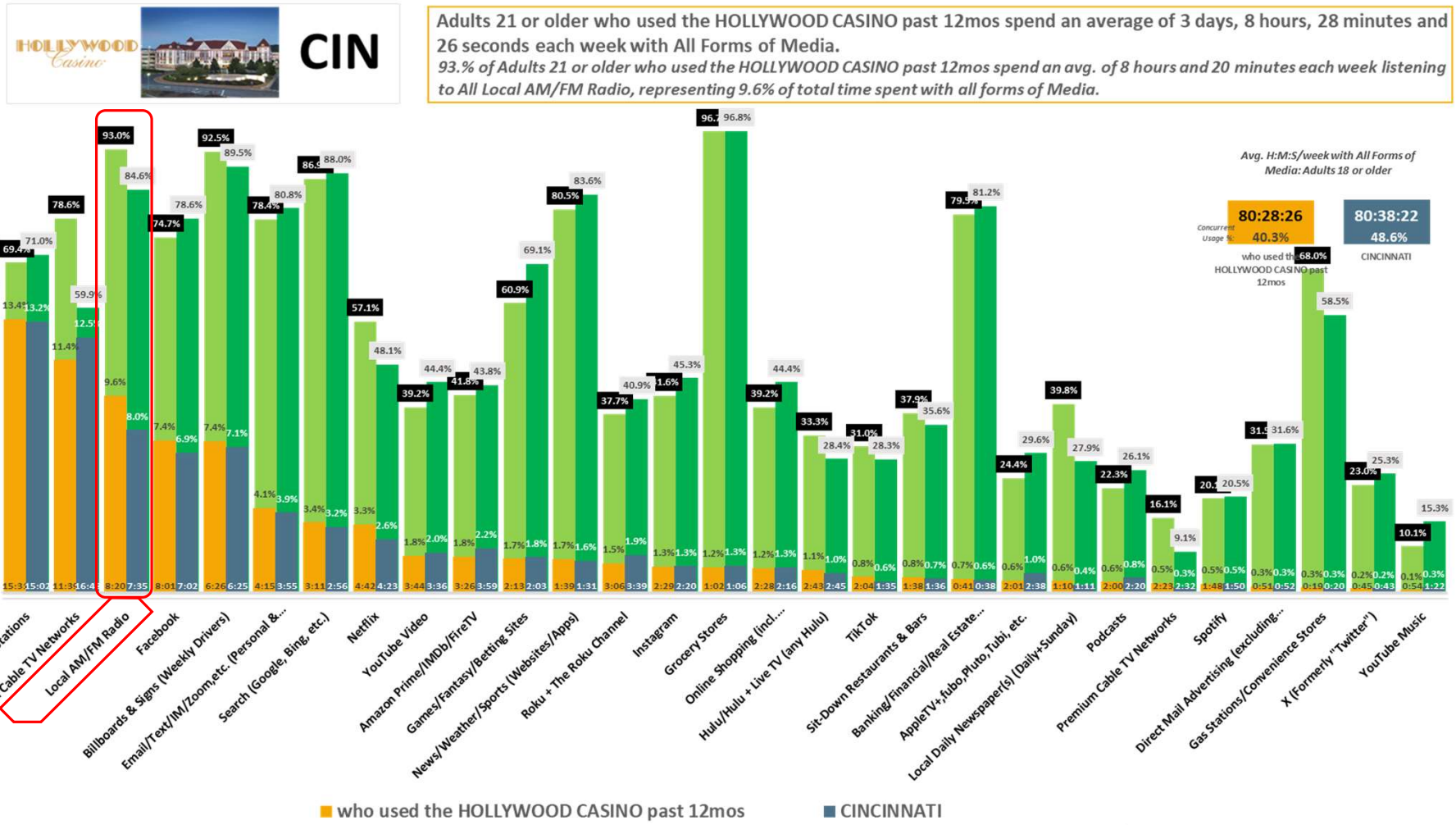


CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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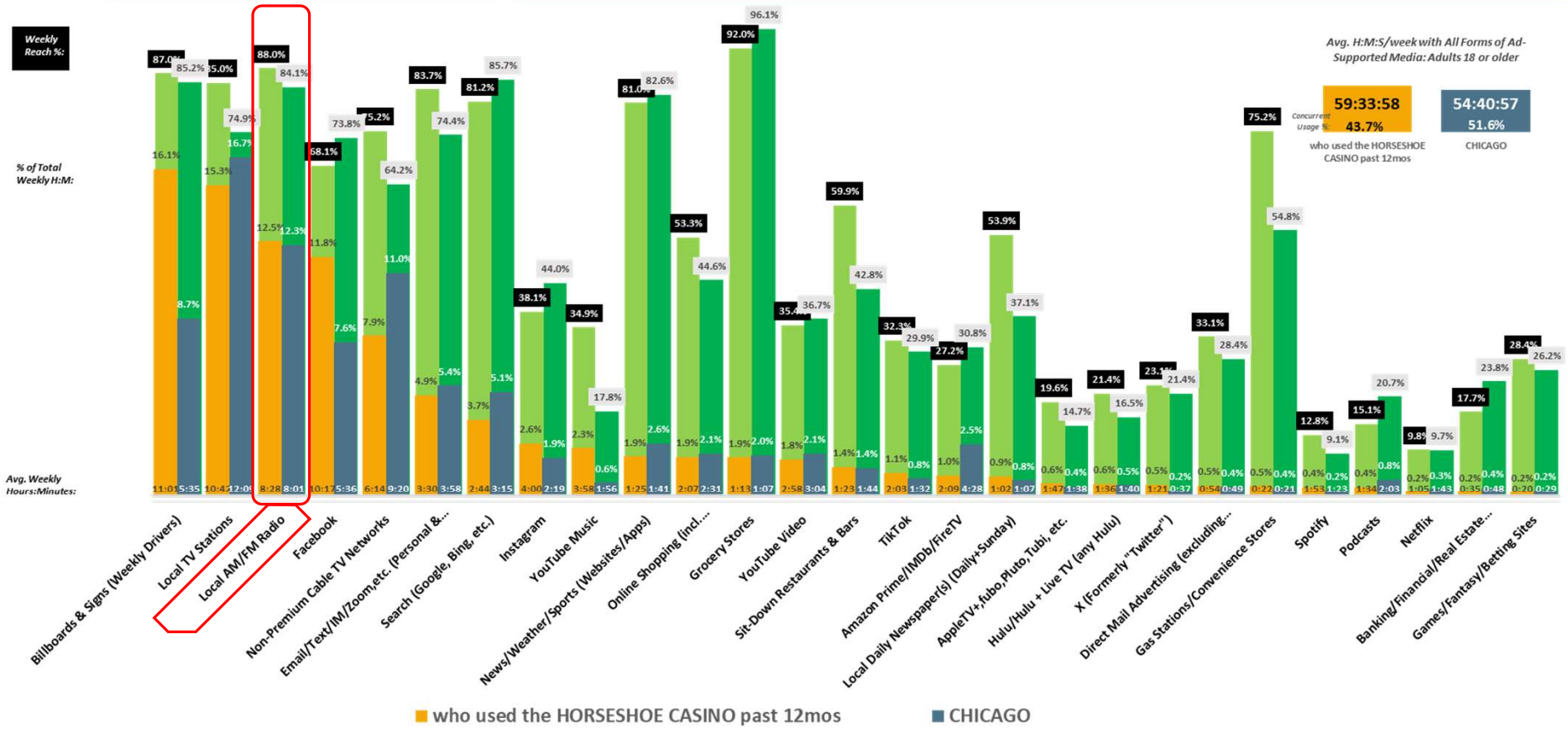
Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN



CHI

Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an average of 2 days, 11 hours, 33 minutes and 58 seconds each week with All Forms of Ad-Supported Media.

88.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an avg. of 8 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.

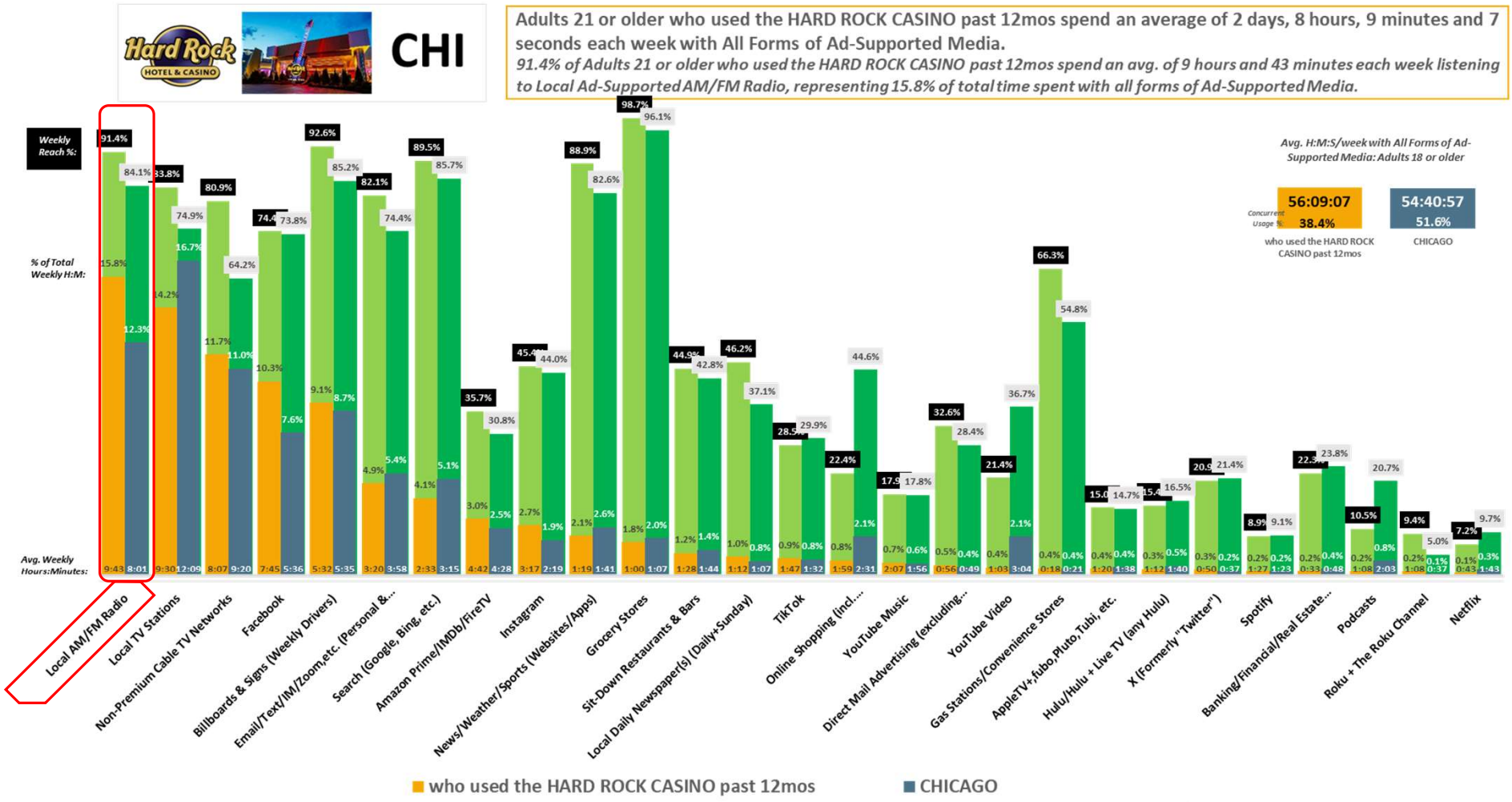


CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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Casinos visited past 12 months (by name): Horseshoe Hammond

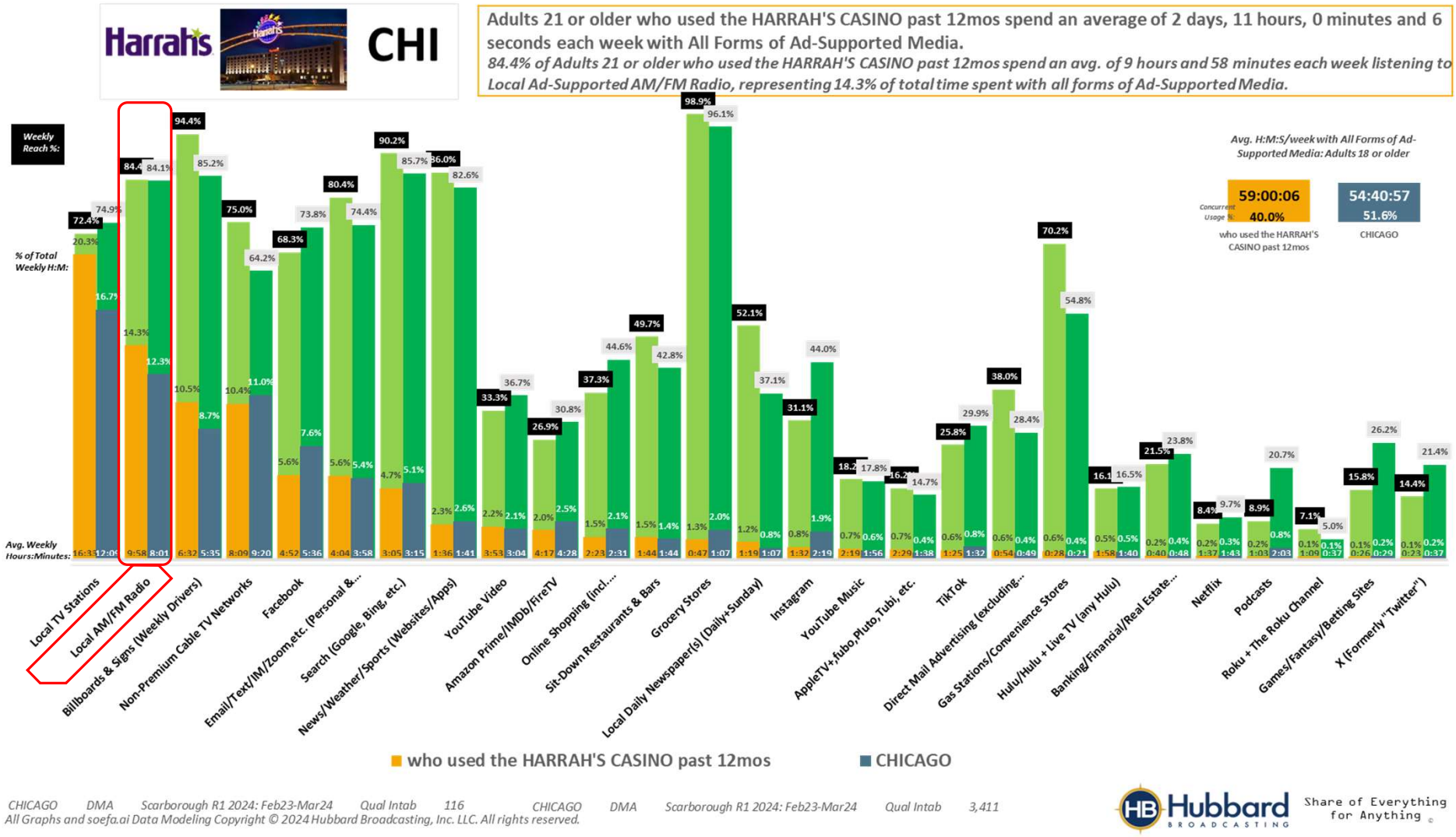


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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana



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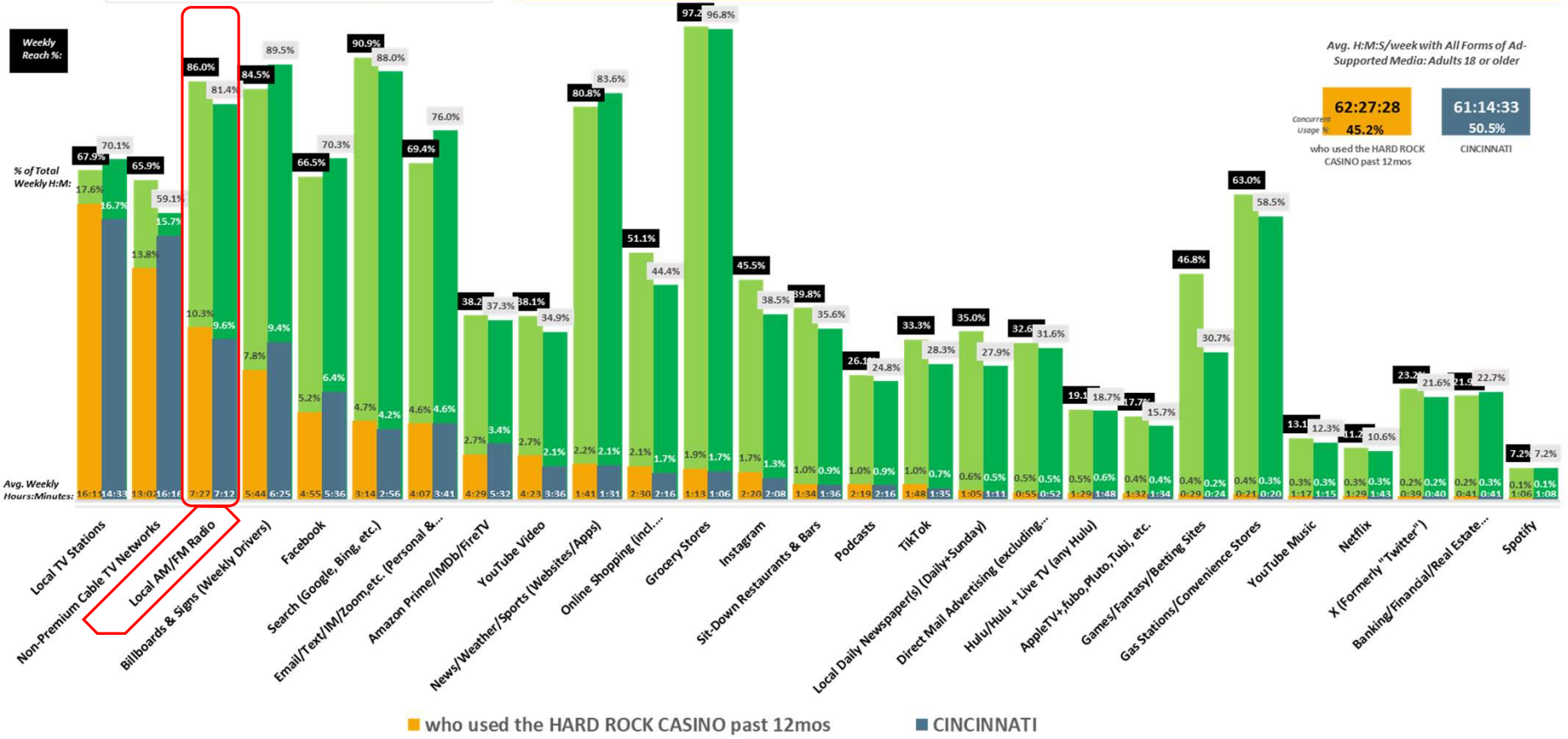
Casinos visited past 12 months (by name): Harrah's Joliet



CIN

Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an average of 2 days, 14 hours, 27 minutes and 28 seconds each week with All Forms of Ad-Supported Media.

86.% of Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.

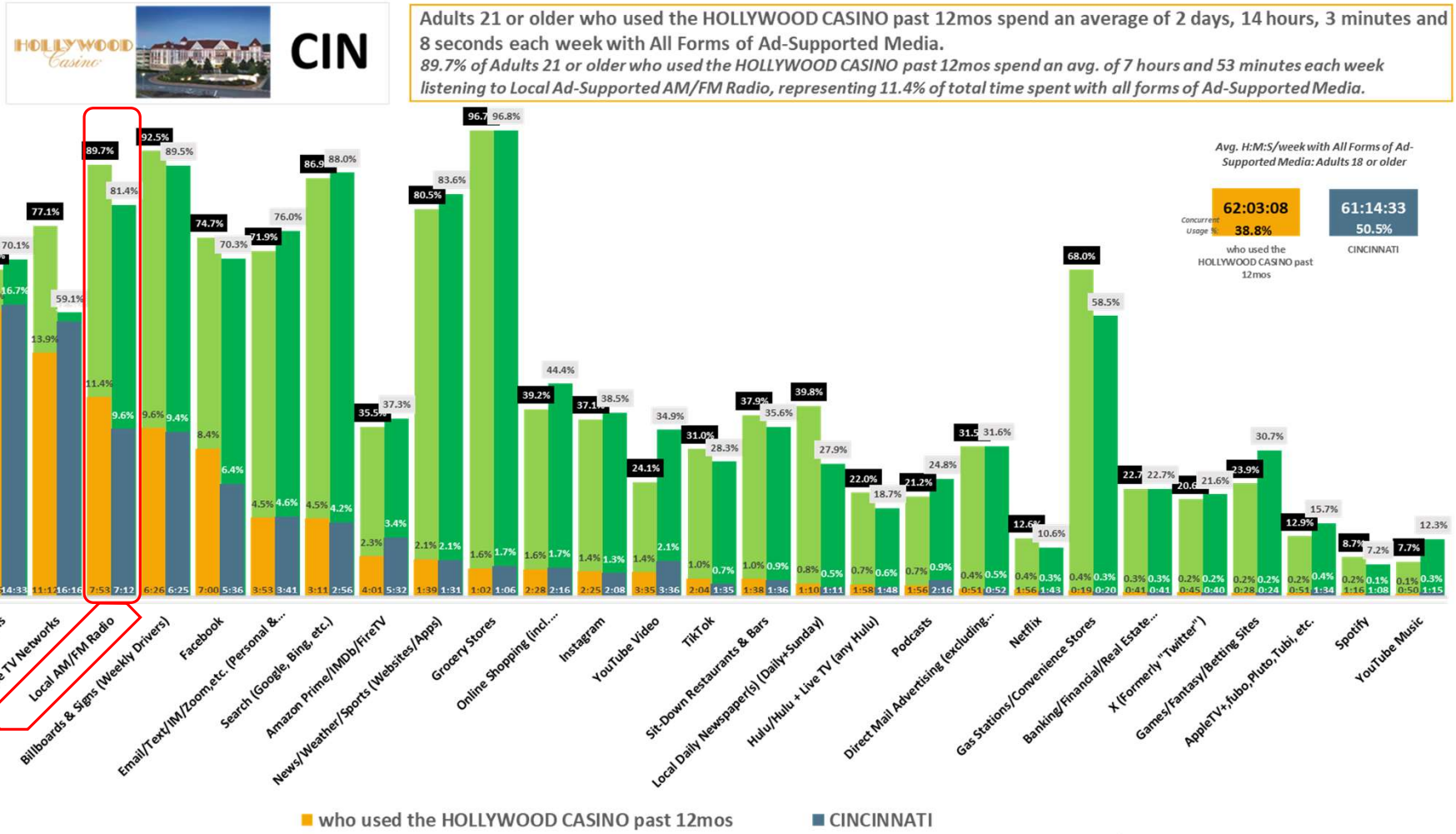


CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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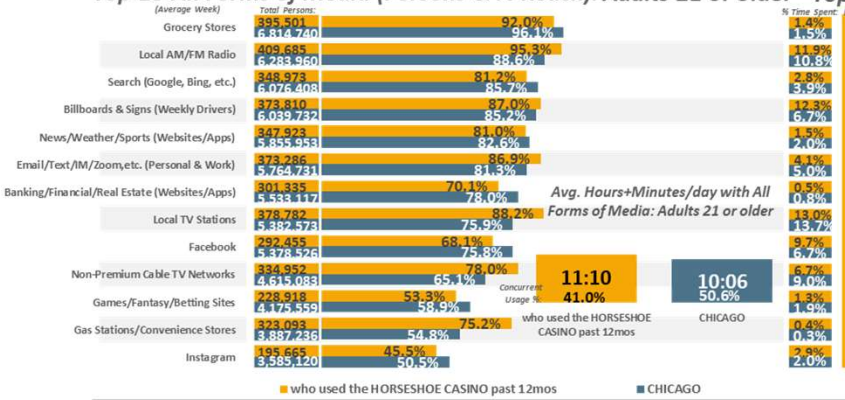
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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

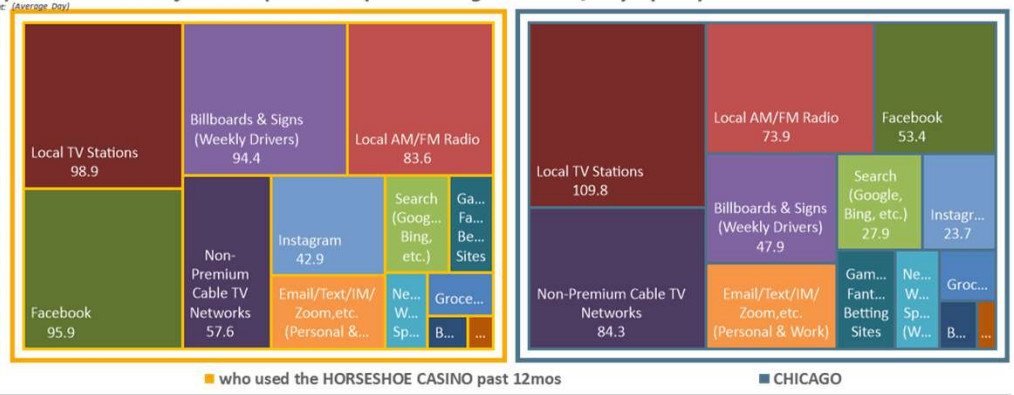


Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 88.% listen to Local AM/FM Radio for an avg. of 72.6 minutes/day. *(Local Radio delivers 12.5% of Time with Ad-Supported Media.)*

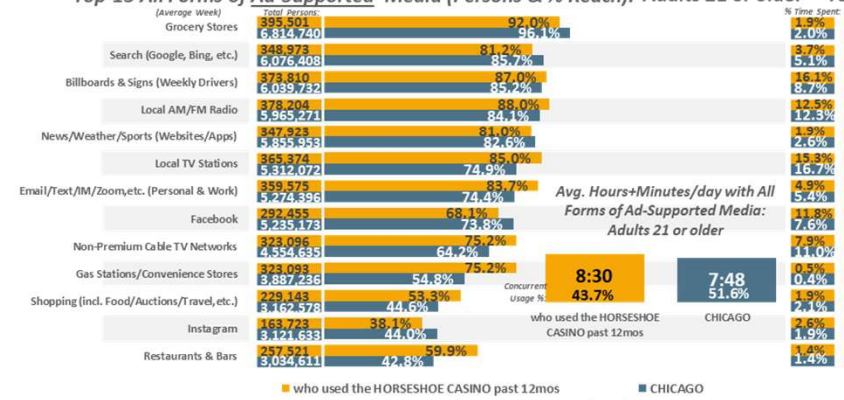
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



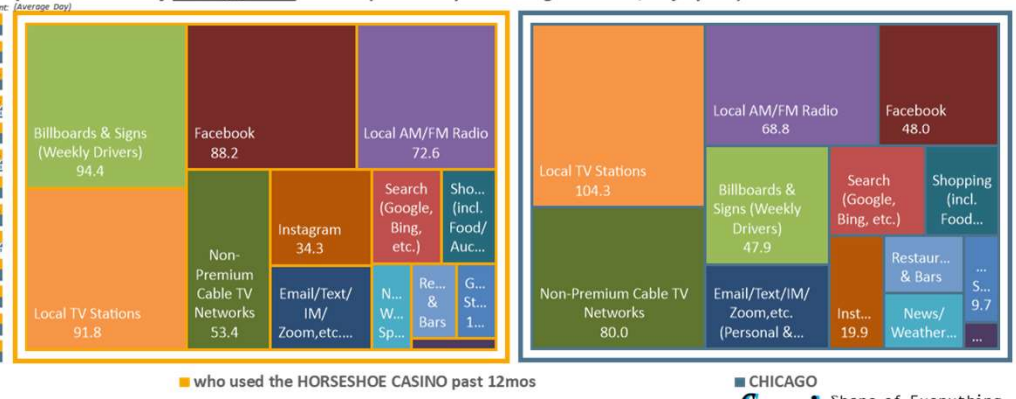
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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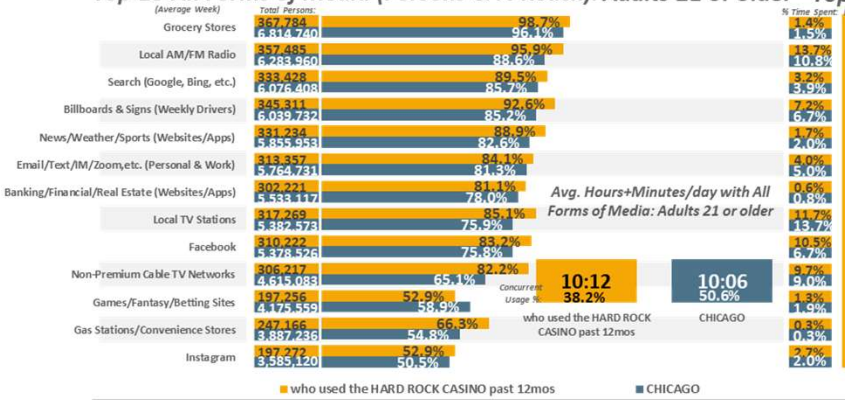
Casinos visited past 12 months (by name): Horseshoe Hammond



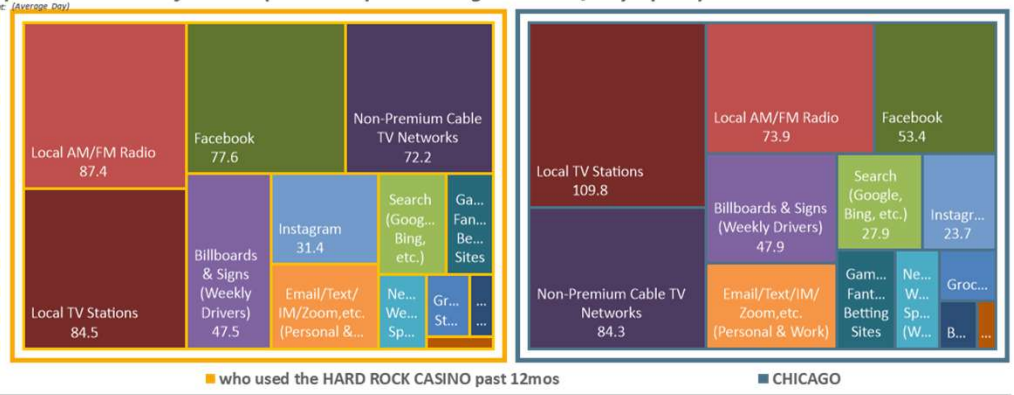
CHI

Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an average of 8 hours and 1 minutes each day with All Forms of Ad-Supported Media. 91.4% listen to Local AM/FM Radio for an avg. of 83.3 minutes/day. *(Local Radio delivers 15.8% of Time with Ad-Supported Media.)*

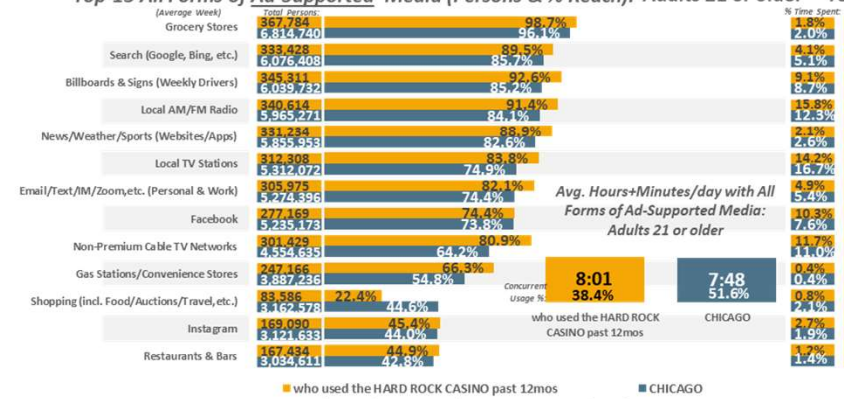
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



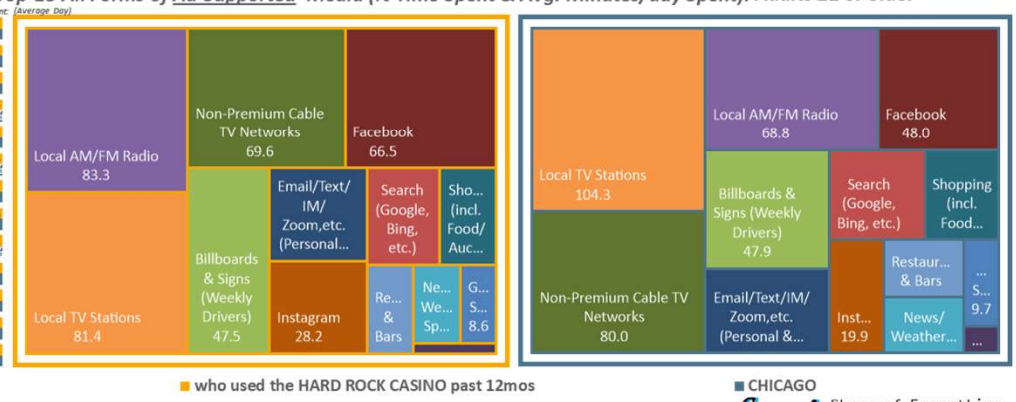
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

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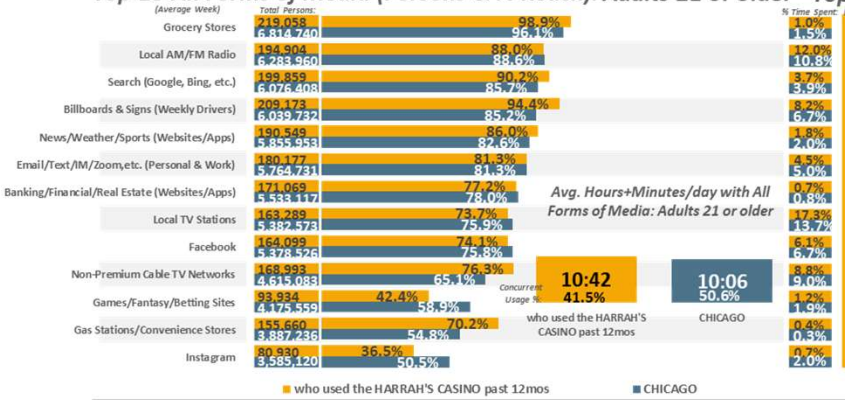
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

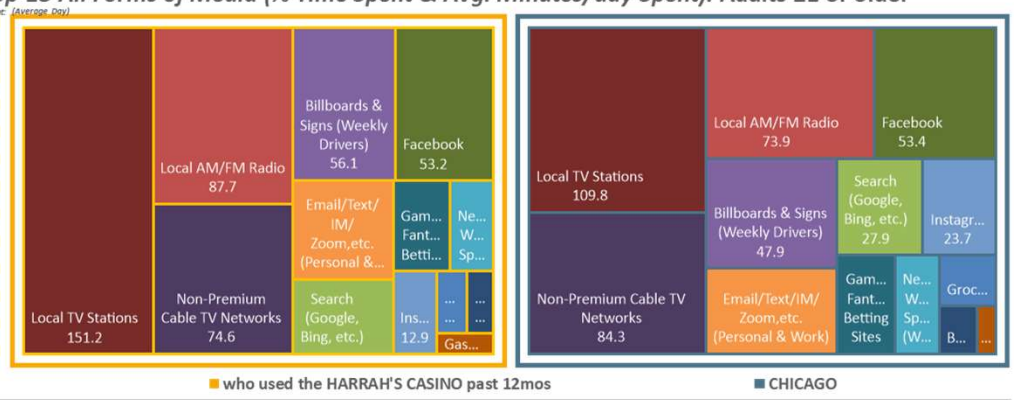
Harrah's CHI

Adults 21 or older who used the HARRAH'S CASINO past 12mos spend an average of 8 hours and 25 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 85.5 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

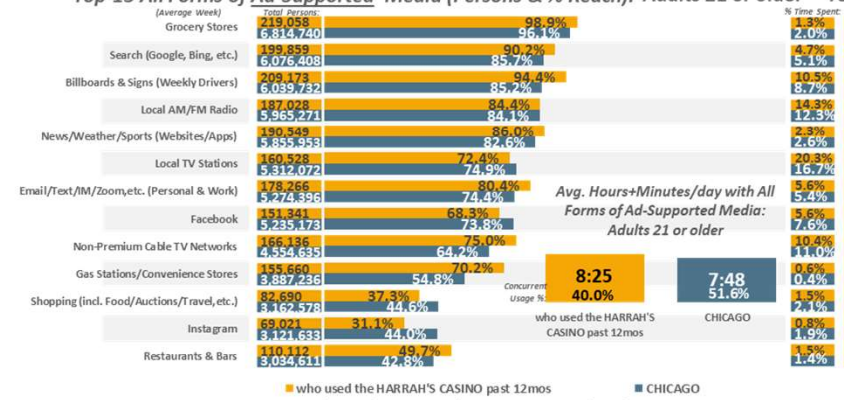
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



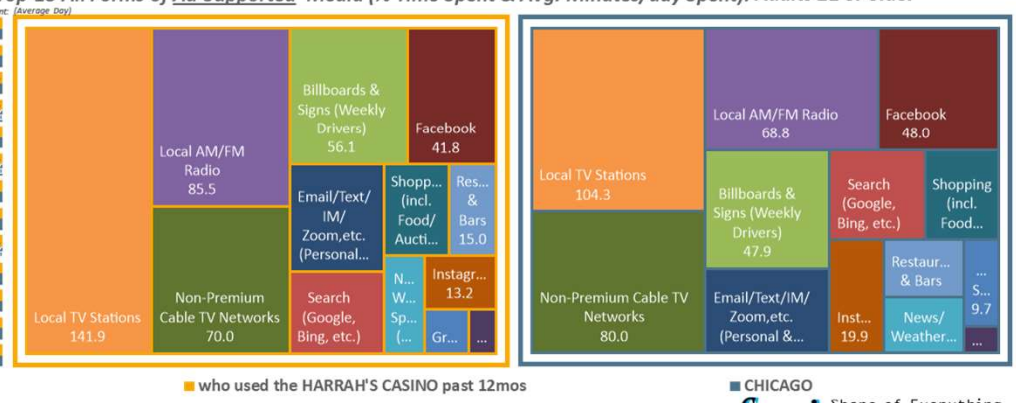
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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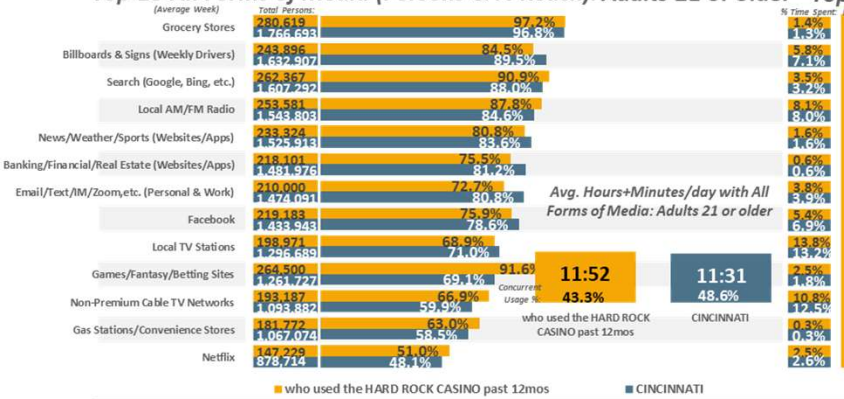
Casinos visited past 12 months (by name): Harrah's Joliet



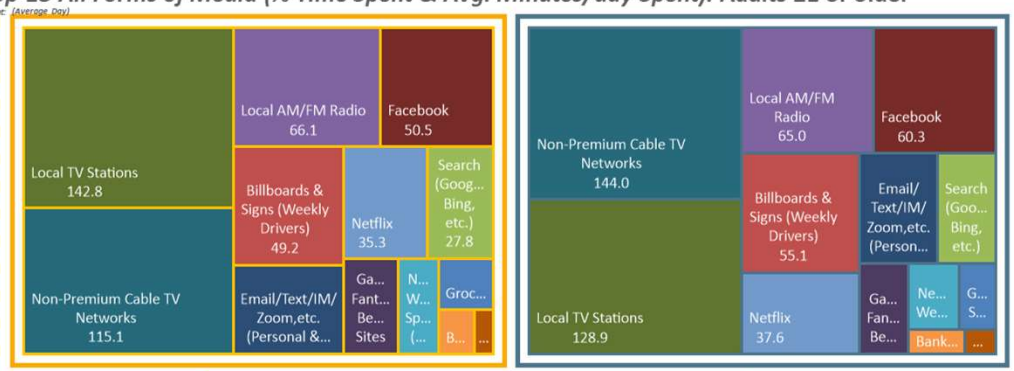
CIN

Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an average of 8 hours and 55 minutes each day with All Forms of Ad-Supported Media. 86.% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

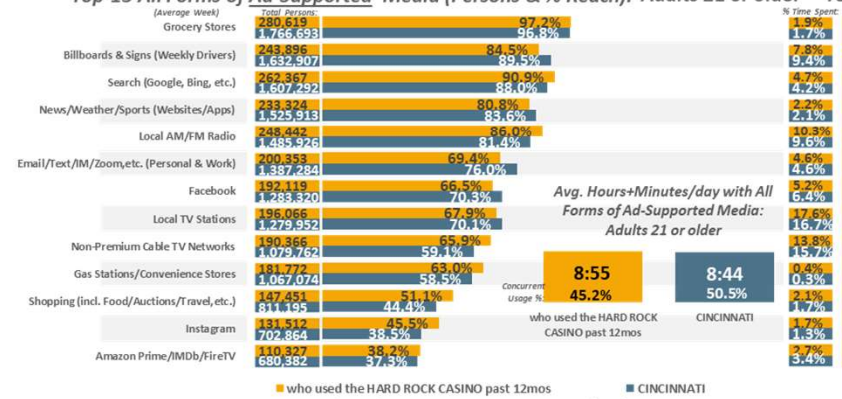
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



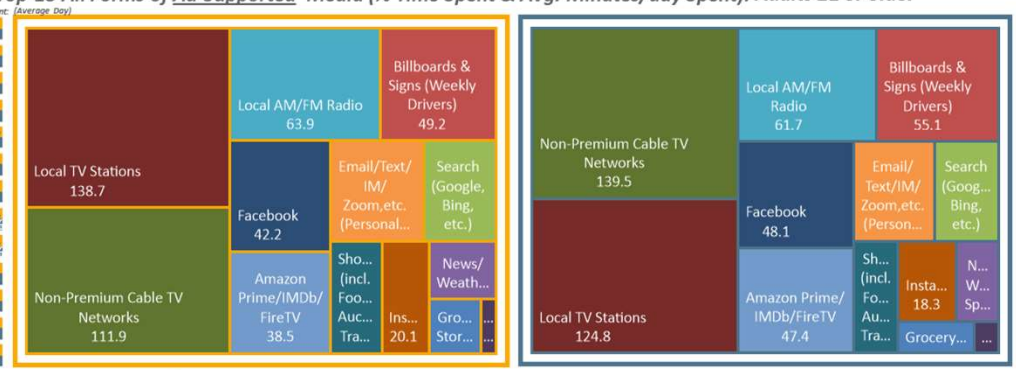
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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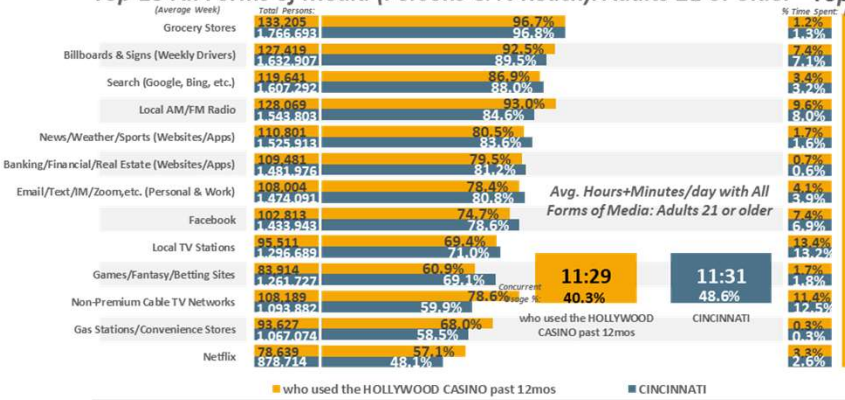
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



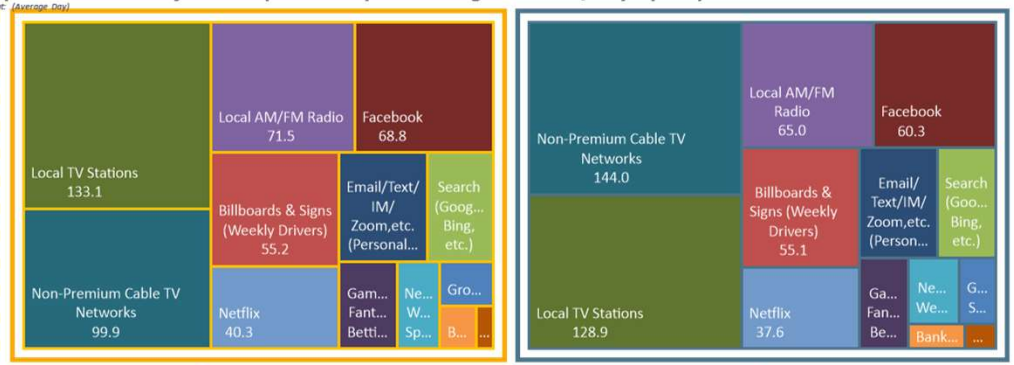
CIN

Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an average of 8 hours and 51 minutes each day with All Forms of Ad-Supported Media. 89.7% listen to Local AM/FM Radio for an avg. of 67.6 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

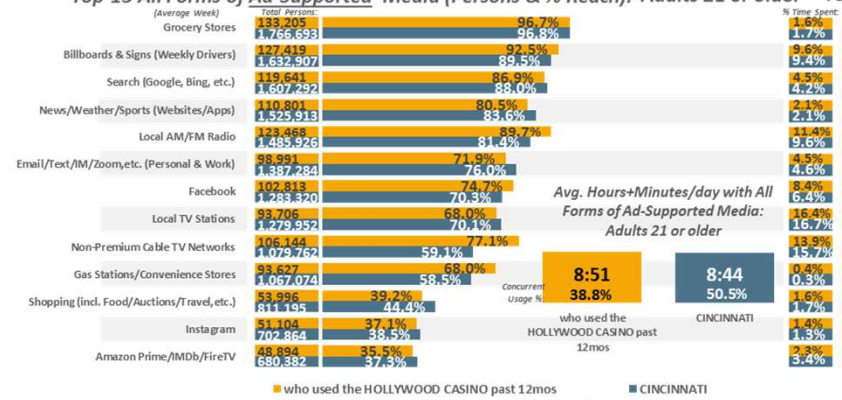
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older



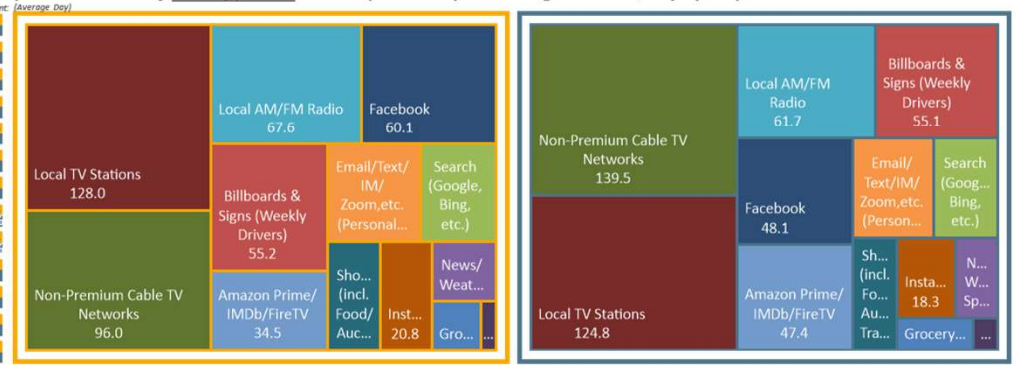
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

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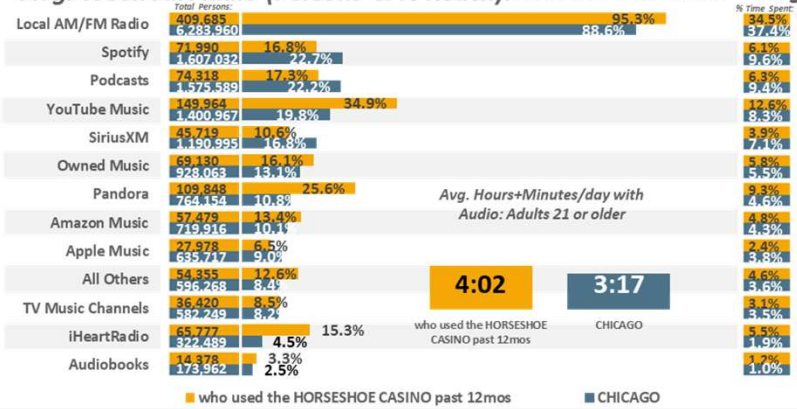
Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN



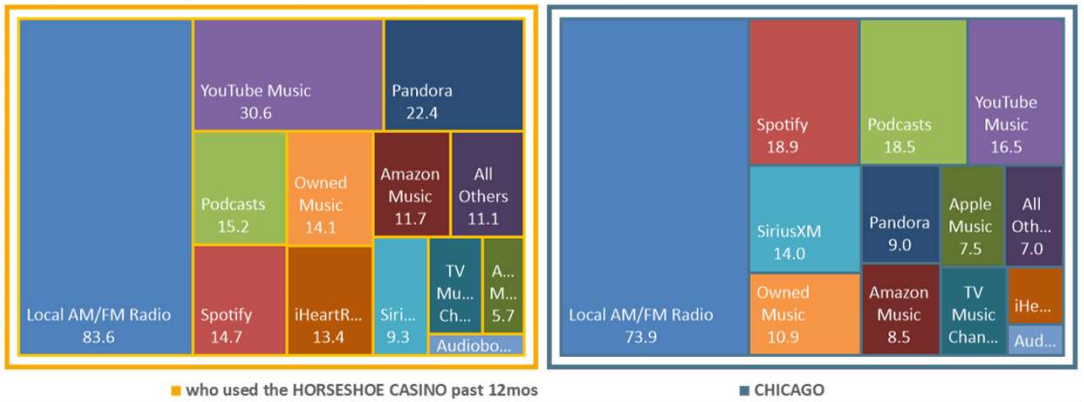
CHI

378,204 or 88.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 72.6 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.

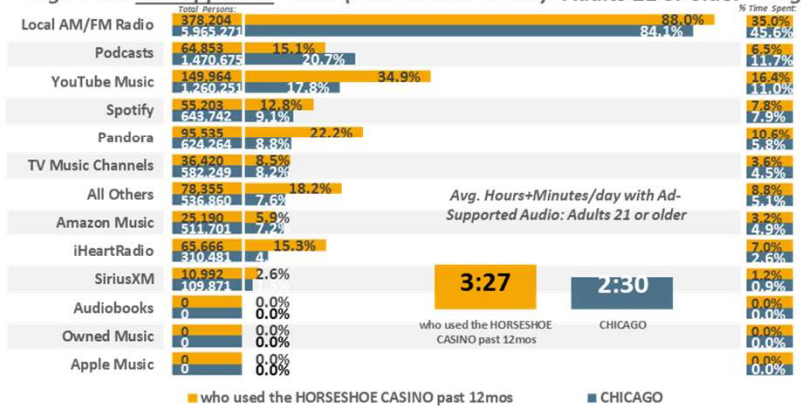
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



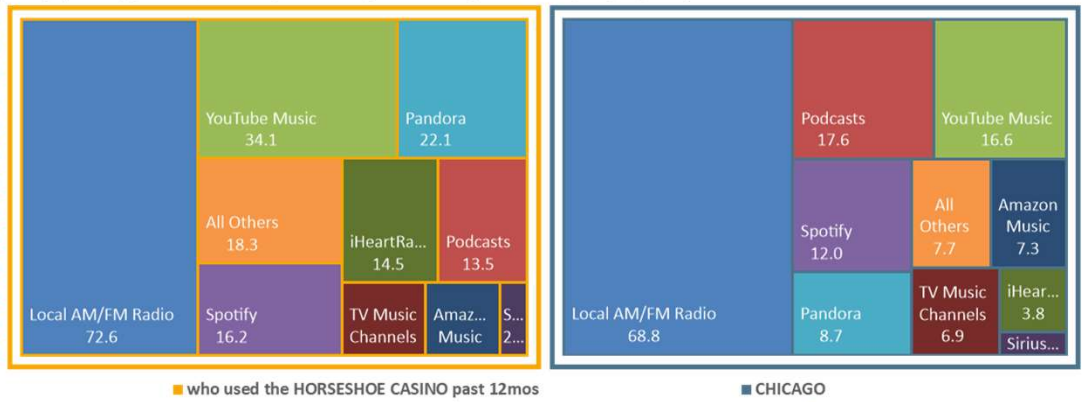
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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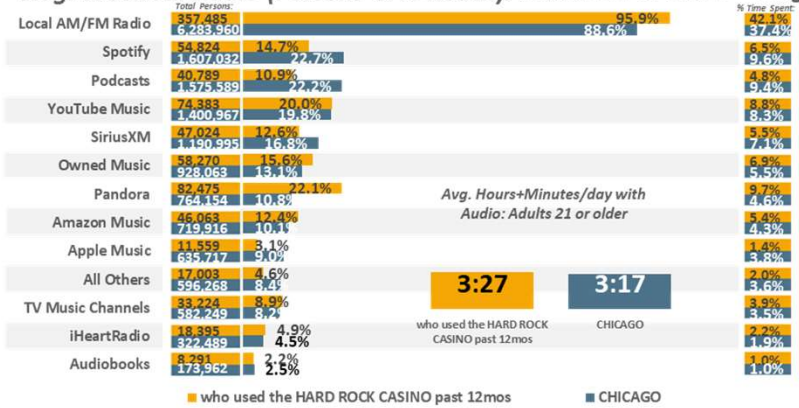
Casinos visited past 12 months (by name): Horseshoe Hammond



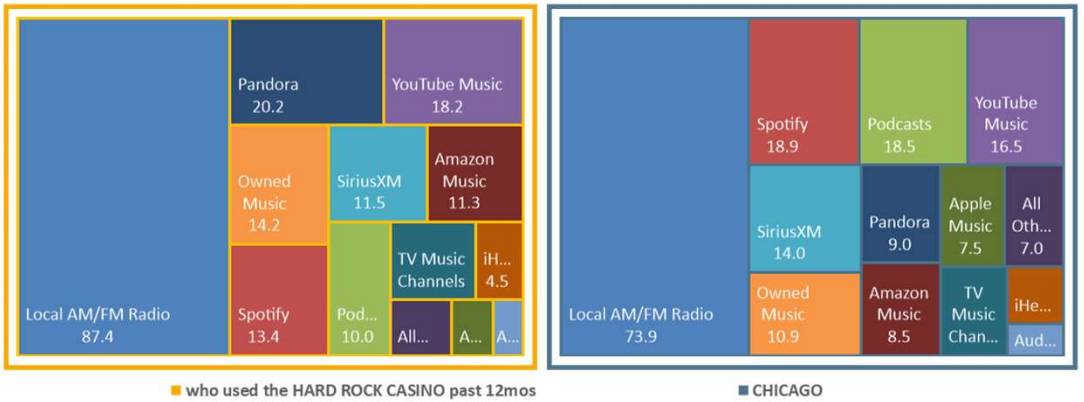
CHI

340,614 or 91.4% of Adults 21 or older who used the HARD ROCK CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 83.3 minutes every day representing 49.3% of all time spent daily with Ad-Supported Audio.

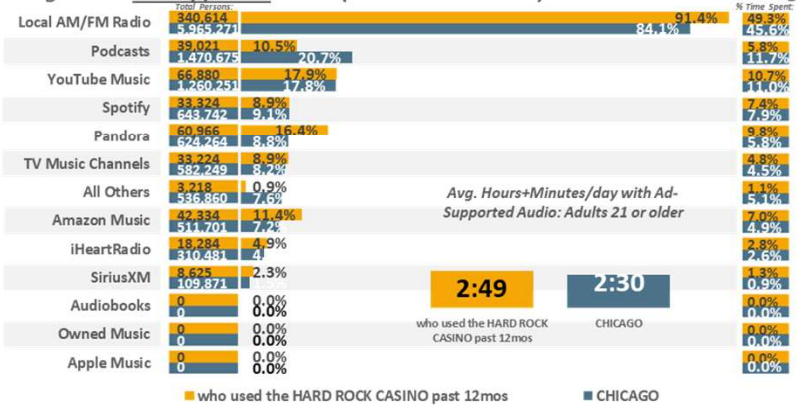
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



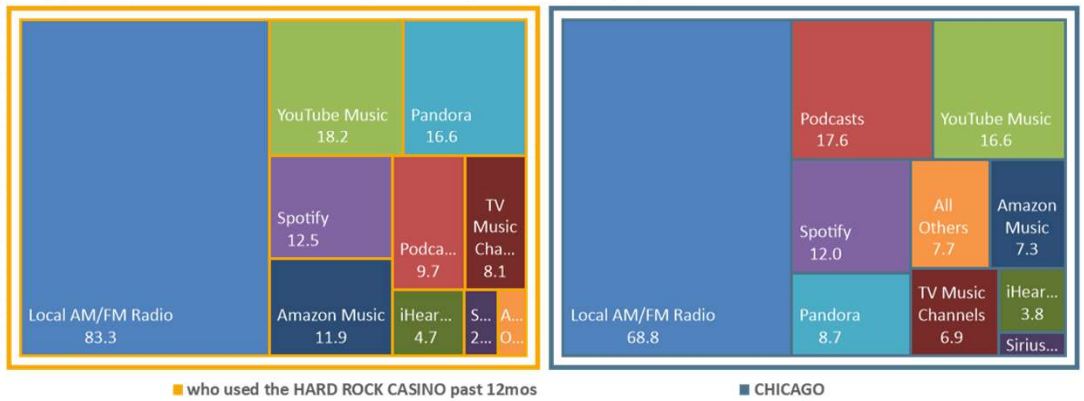
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

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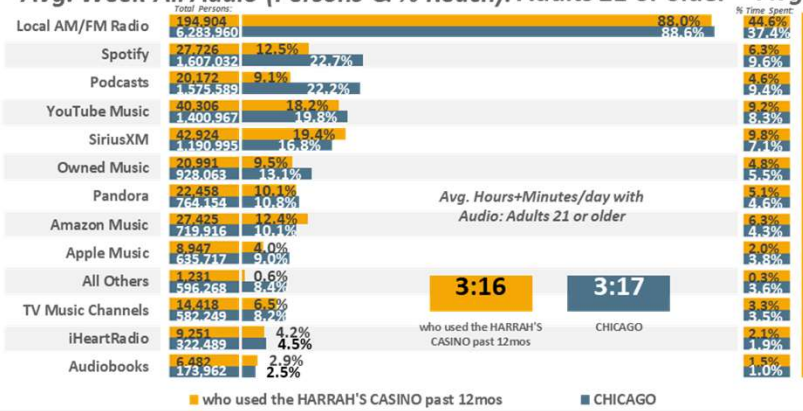
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

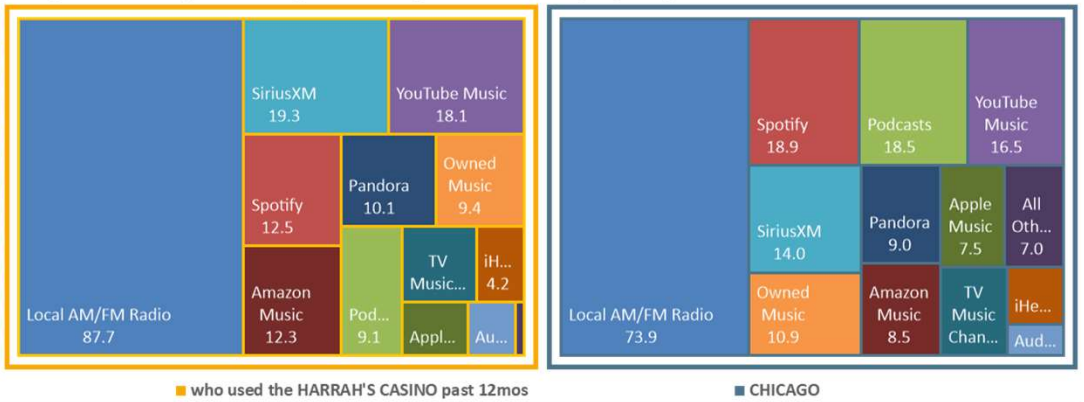


187,028 or 84.4% of Adults 21 or older who used the HARRAH'S CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 85.5 minutes every day representing 52.7% of all time spent daily with Ad-Supported Audio.

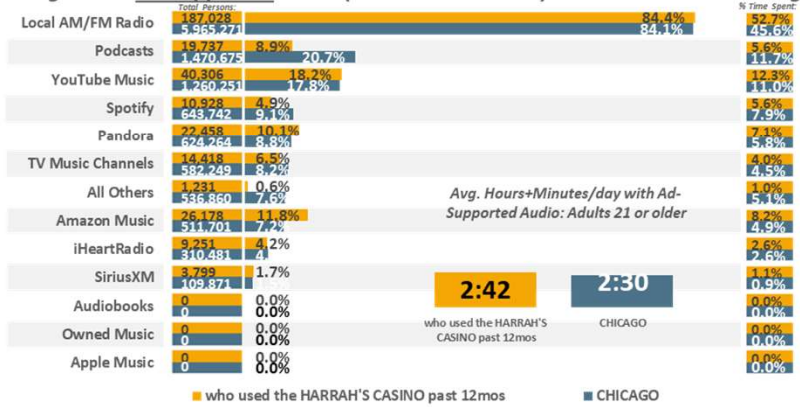
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



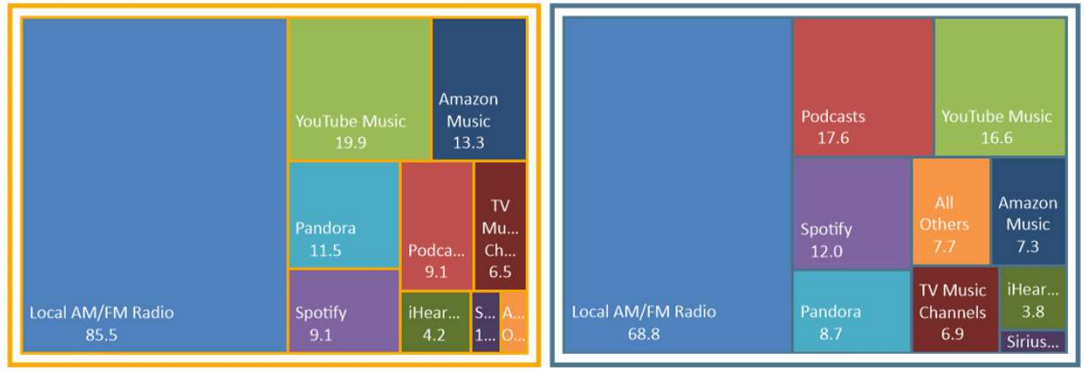
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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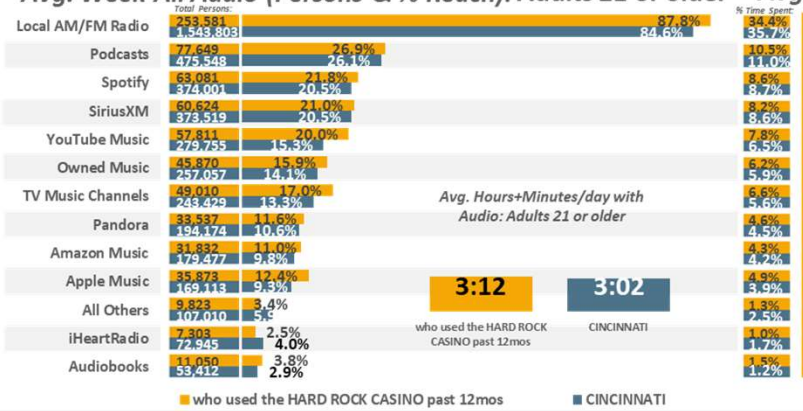
Casinos visited past 12 months (by name): Harrah's Joliet



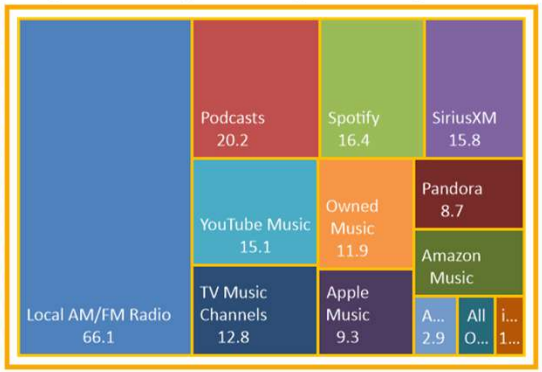
CIN

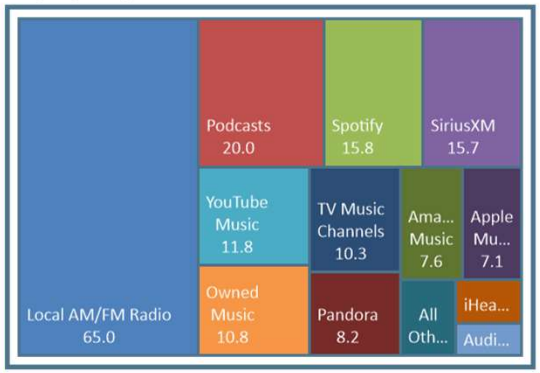
248,442 or 86.% of Adults 21 or older who used the HARD ROCK CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 21 or older

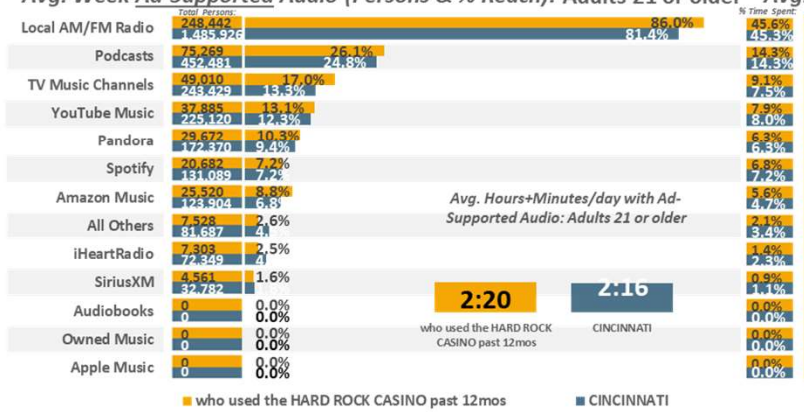


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

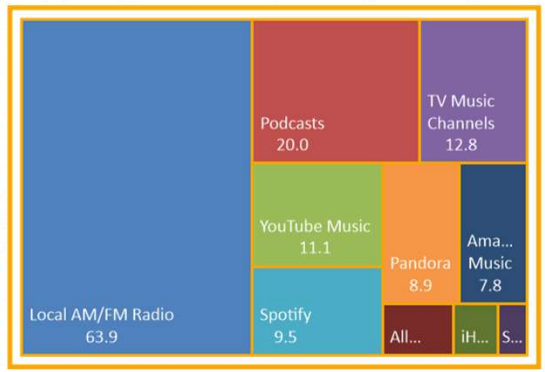


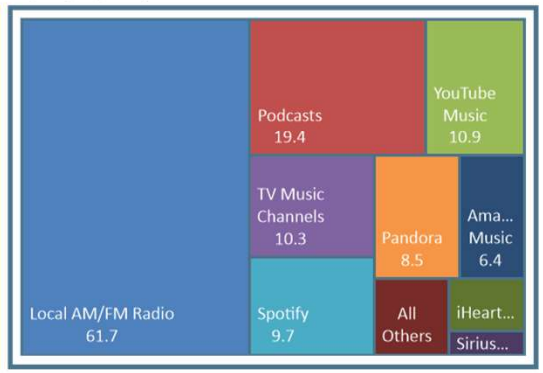


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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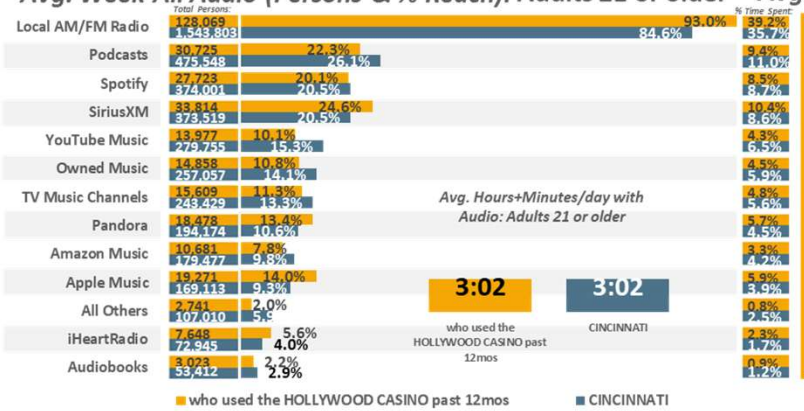
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



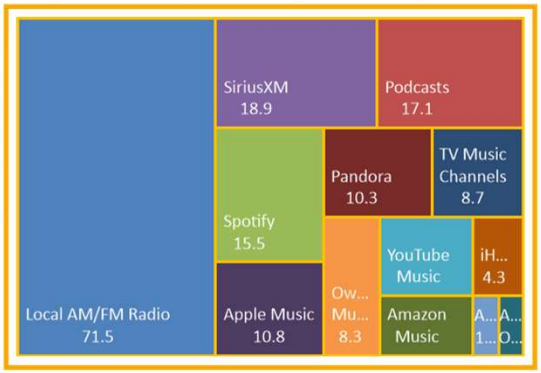
CIN

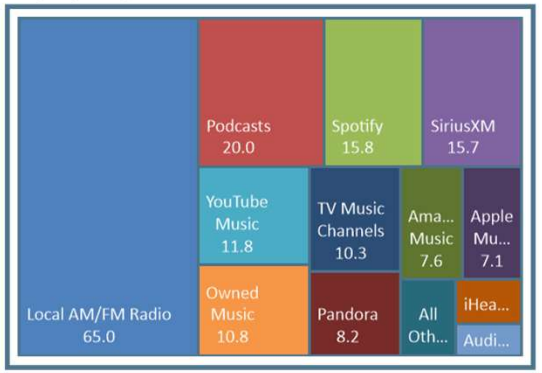
123,468 or 89.7% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 49.4% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 21 or older

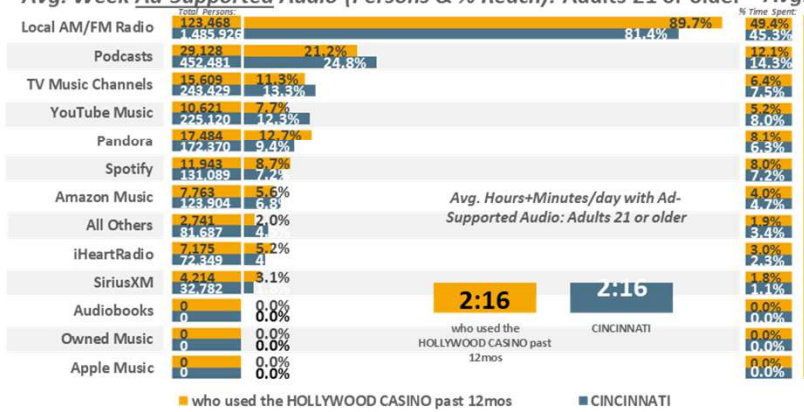


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

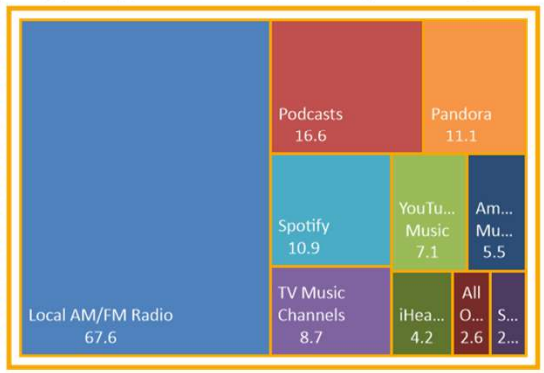


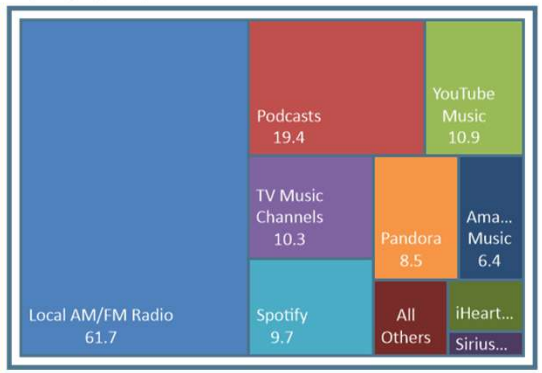


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

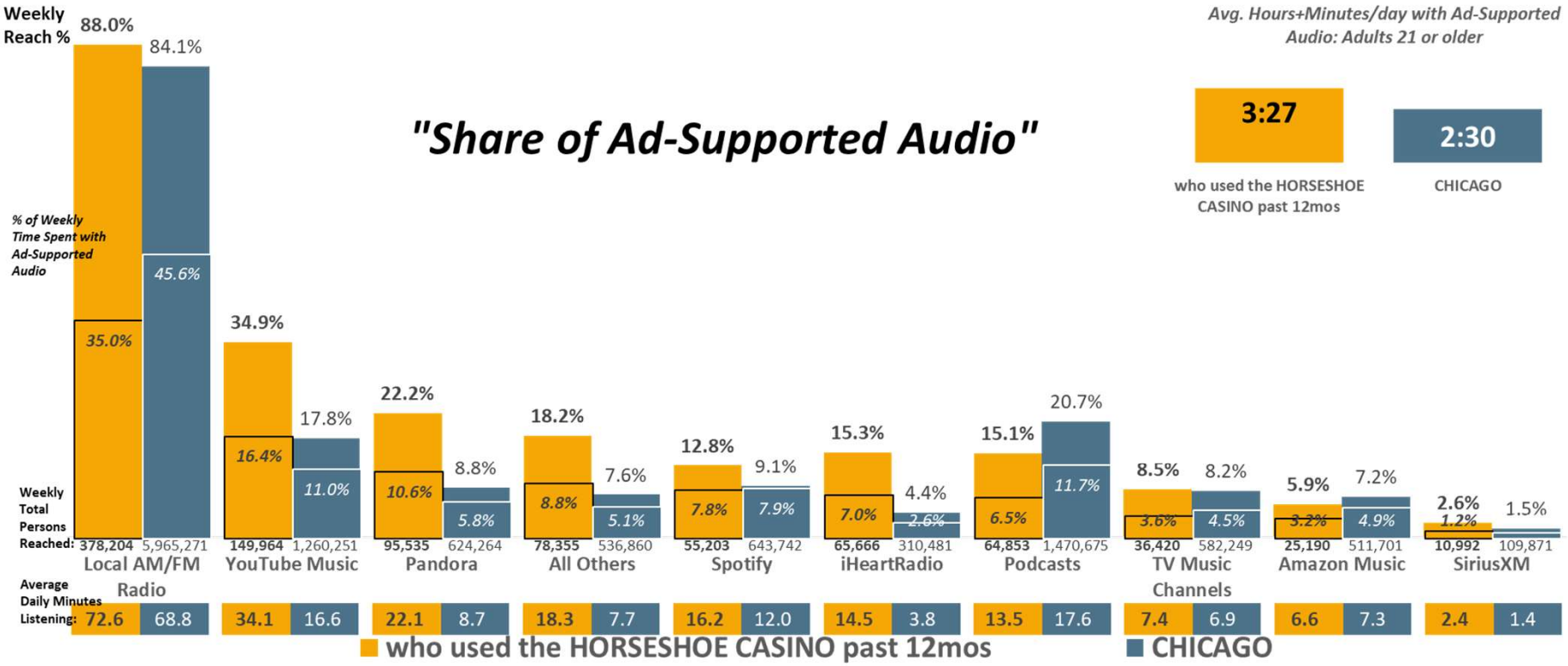
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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN



378,204 or 88.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 72.6 minutes every day representing 35.% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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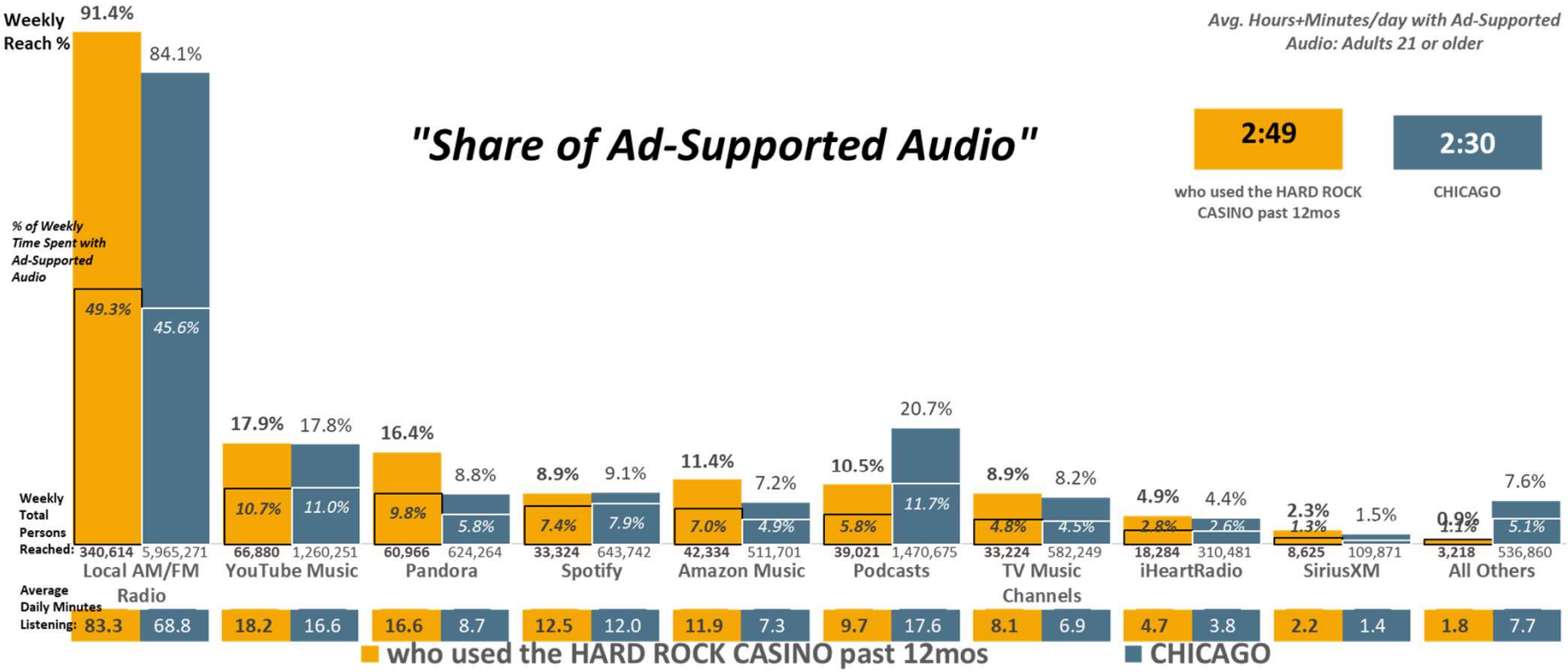
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Casinos visited past 12 months (by name): Horseshoe Hammond



CHI

340,614 or 91.4% of Adults 21 or older who used the HARD ROCK CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 83.3 minutes every day representing 49.3% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

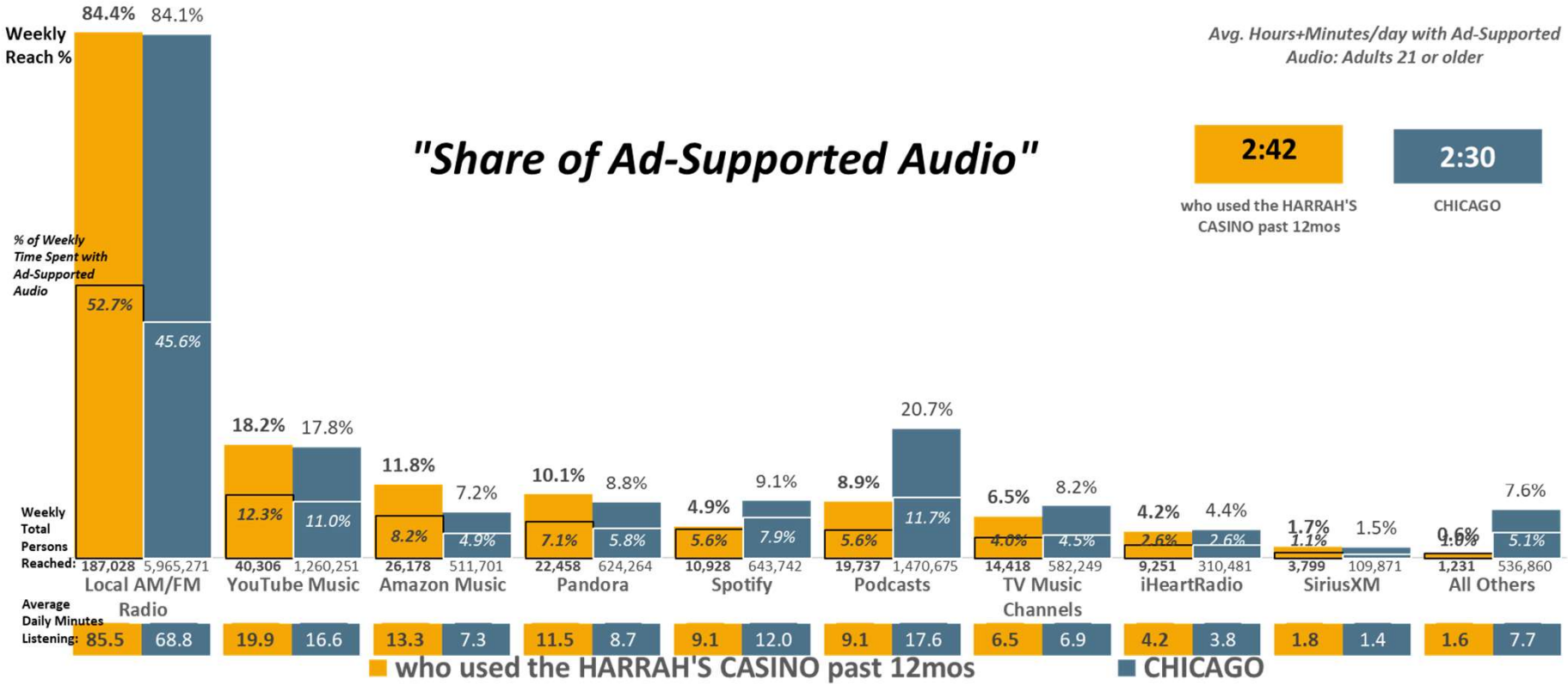
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana



187,028 or 84.4% of Adults 21 or older who used the HARRAH'S CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 85.5 minutes every day representing 52.7% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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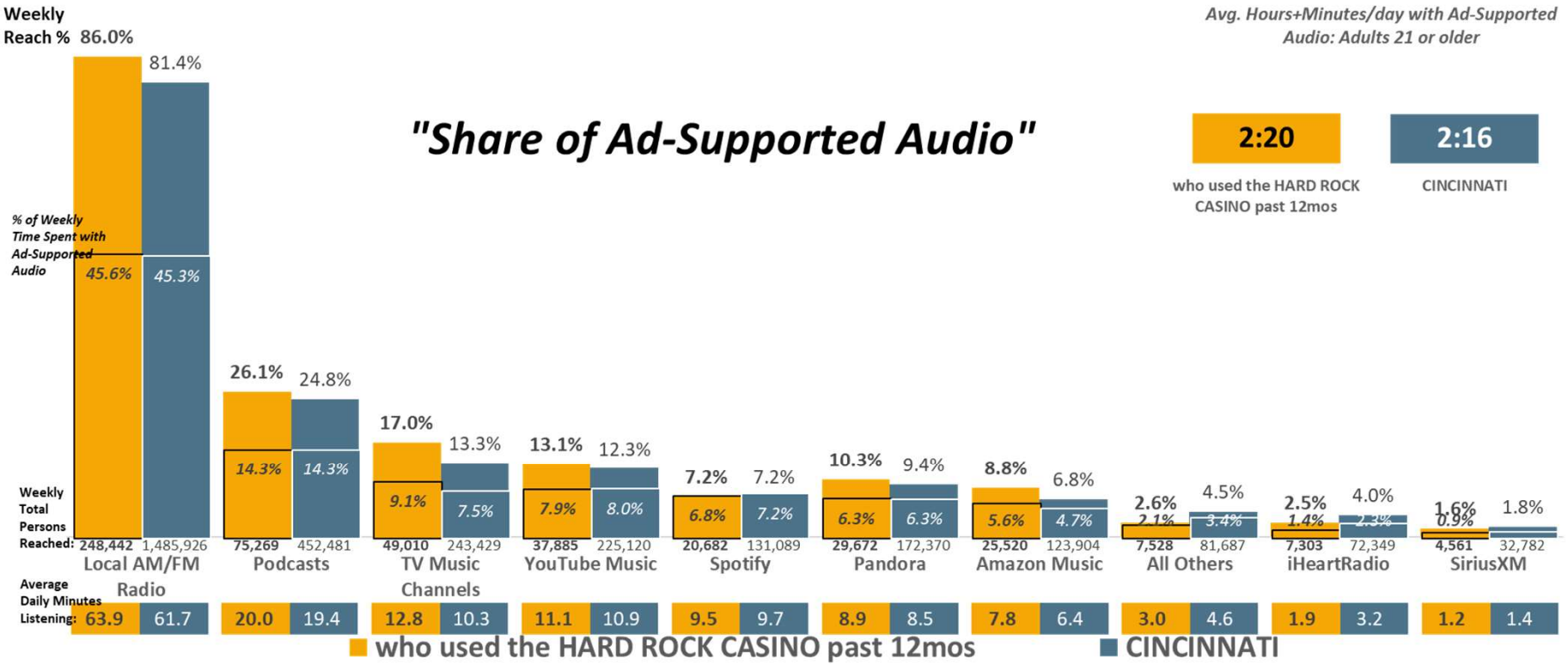
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Casinos visited past 12 months (by name): Harrah's Joliet



CIN

248,442 or 86.% of Adults 21 or older who used the HARD ROCK CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 45.6% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	YouTube Music	Spotify	Pandora	Amazon Music	All Others	iHeartRadio	SiriusXM
Weekly Reach %	86.0% / 81.4%	26.1% / 24.8%	17.0% / 13.3%	13.1% / 12.3%	7.2% / 7.2%	10.3% / 9.4%	8.8% / 6.8%	2.6% / 4.5%	2.5% / 4.0%	1.6% / 1.8%
% of Weekly Time Spent with Ad-Supported Audio	45.6% / 45.3%	14.3% / 14.3%	9.1% / 7.5%	7.9% / 8.0%	6.8% / 7.2%	6.3% / 6.3%	5.6% / 4.7%	2.1% / 3.4%	1.4% / 2.3%	0.9% /
Weekly Total Persons Reached:	248,442 / 1,485,926	75,269 / 452,481	49,010 / 243,429	37,885 / 225,120	20,682 / 131,089	29,672 / 172,370	25,520 / 123,904	7,528 / 81,687	7,303 / 72,349	4,561 / 32,782
Average Daily Minutes Listening:	63.9 / 61.7	20.0 / 19.4	12.8 / 10.3	11.1 / 10.9	9.5 / 9.7	8.9 / 8.5	7.8 / 6.4	3.0 / 4.6	1.9 / 3.2	1.2 / 1.4

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



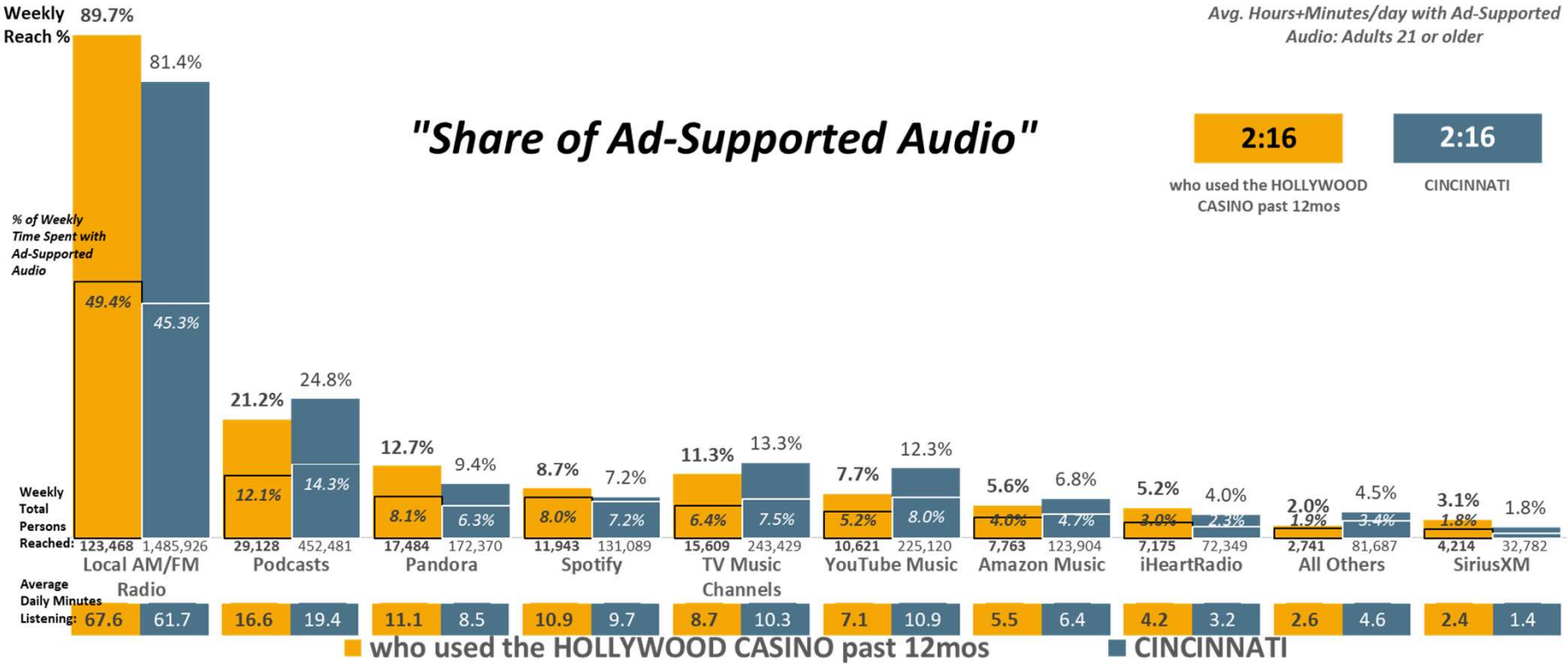
CIN

123,468 or 89.7% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 49.4% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 21 or older

2:16	2:16
who used the HOLLYWOOD CASINO past 12mos	CINCINNATI



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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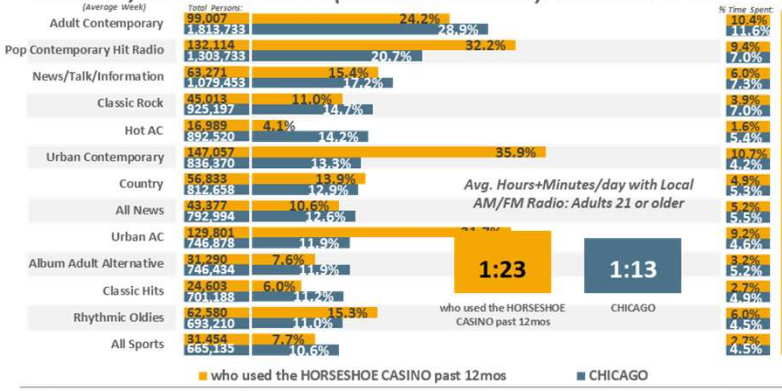
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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

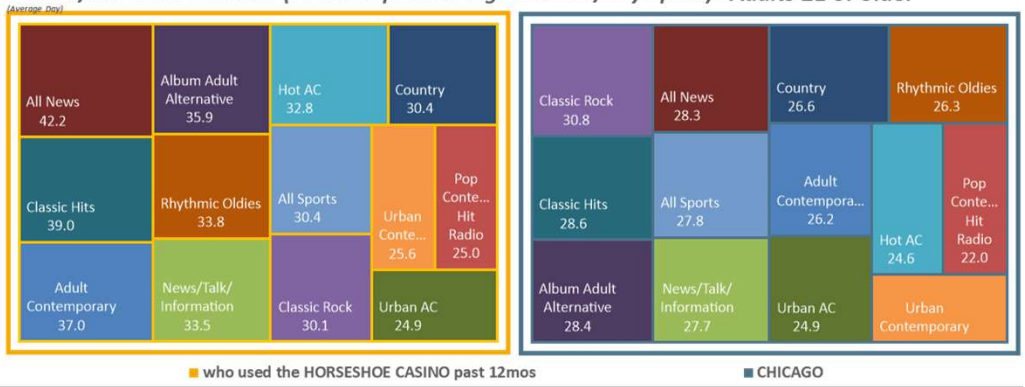


378,204 or 88.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban Contemporary, Pop Contemporary Hit Radio, Urban AC, Adult Contemporary, and Mexican Regional.

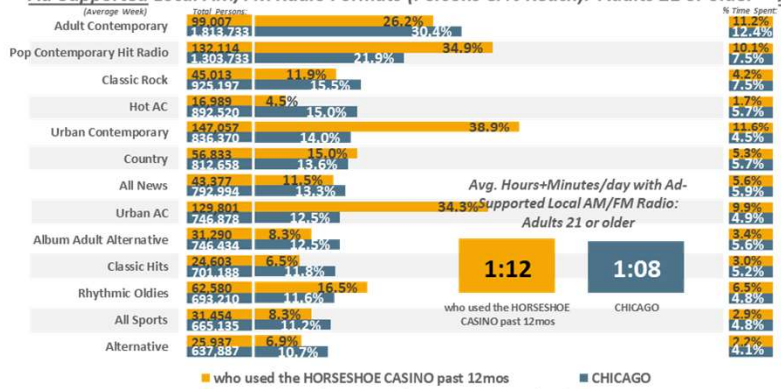
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



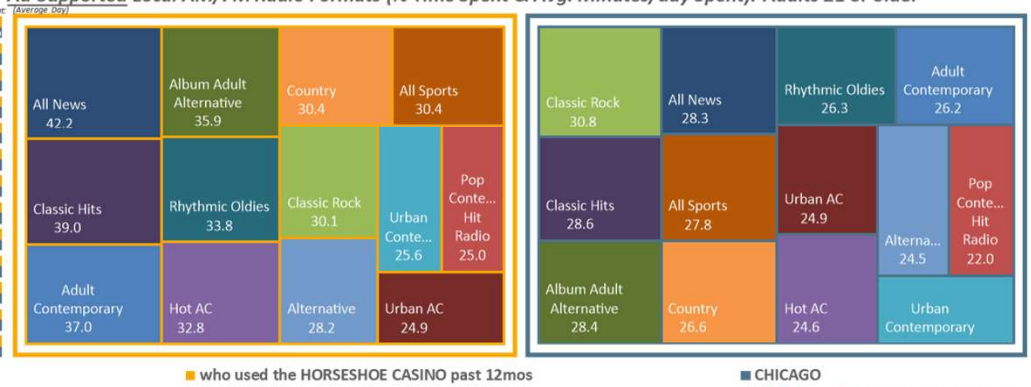
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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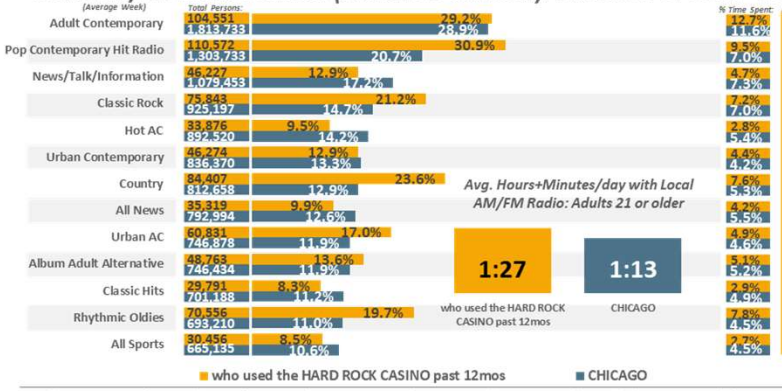
Casinos visited past 12 months (by name): Horseshoe Hammond



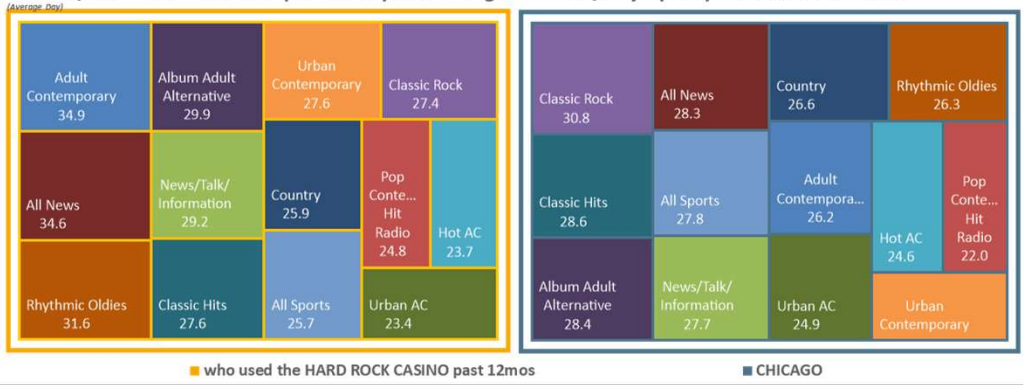
CHI

340,614 or 91.4% of Adults 21 or older who used the HARD ROCK CASINO past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Rock, and Rhythmic Oldies.

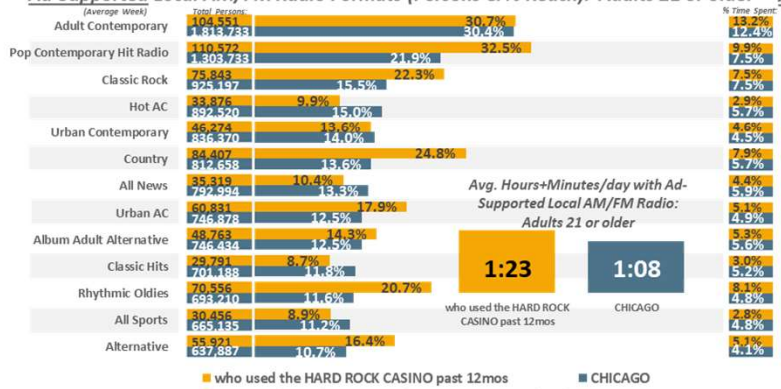
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



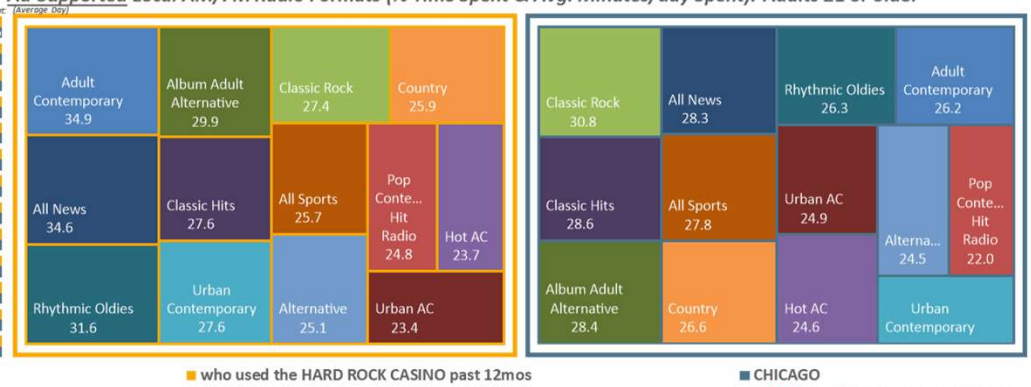
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

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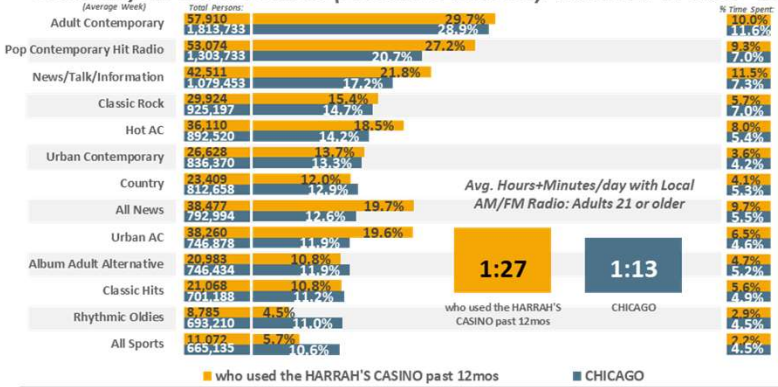
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

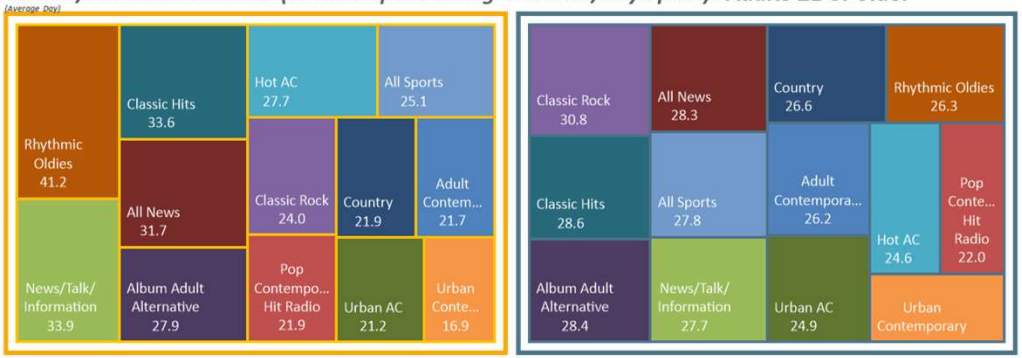
Harrah's CHI

187,028 or 84.4% of Adults 21 or older who used the HARRAH'S CASINO past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, All News, Urban AC, and News/Talk/Information.

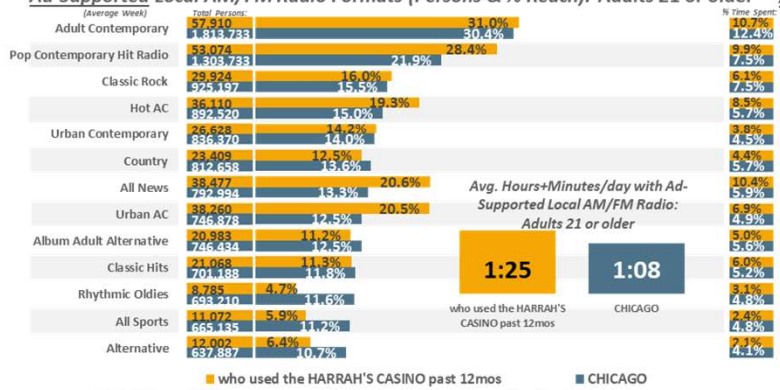
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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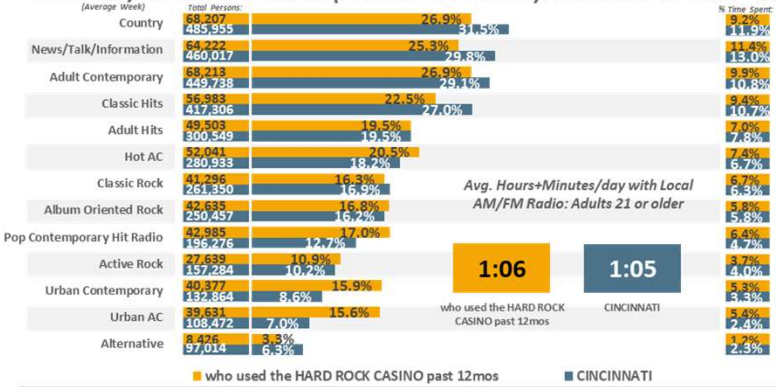
Casinos visited past 12 months (by name): Harrah's Joliet



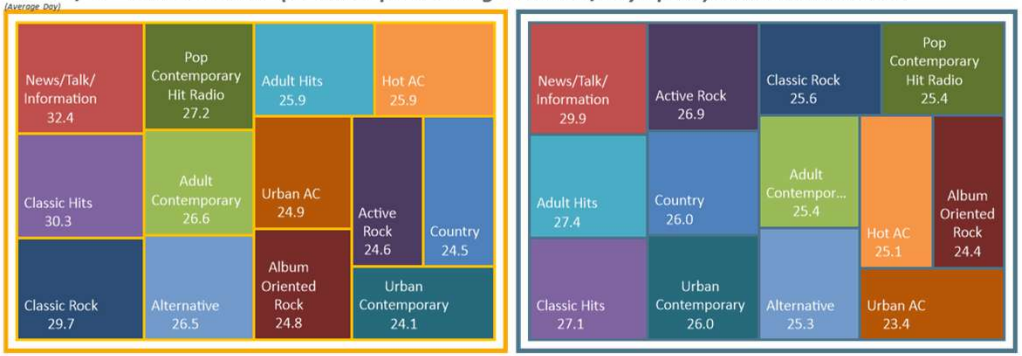
CIN

248,442 or 86.% of Adults 21 or older who used the HARD ROCK CASINO past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, News/Talk/Information, and Hot AC.

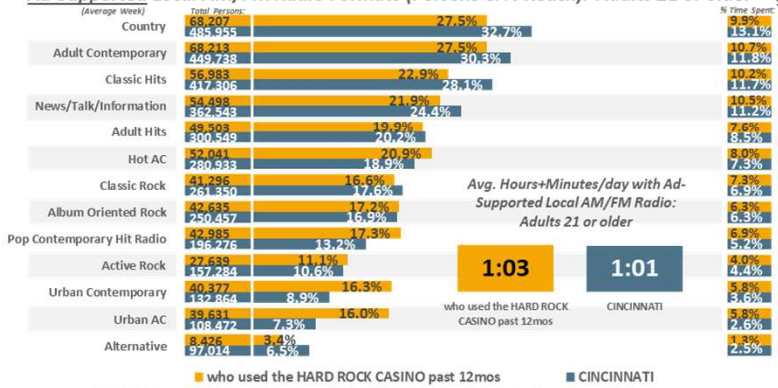
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



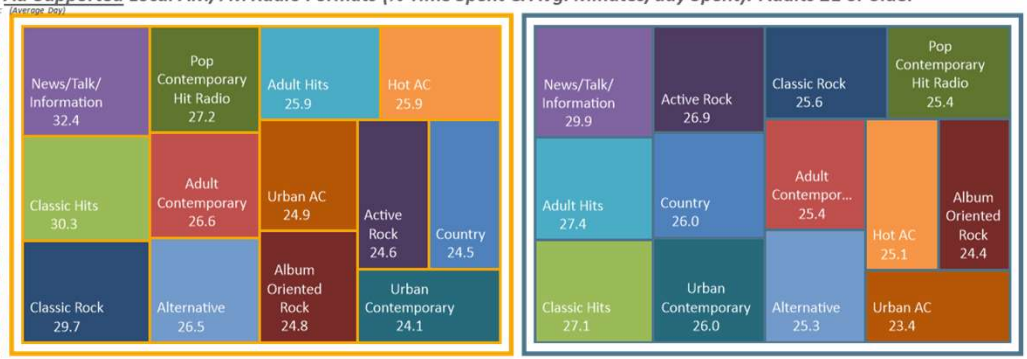
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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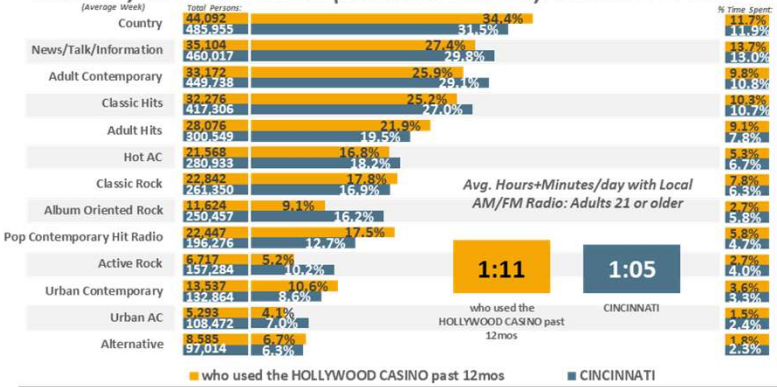
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



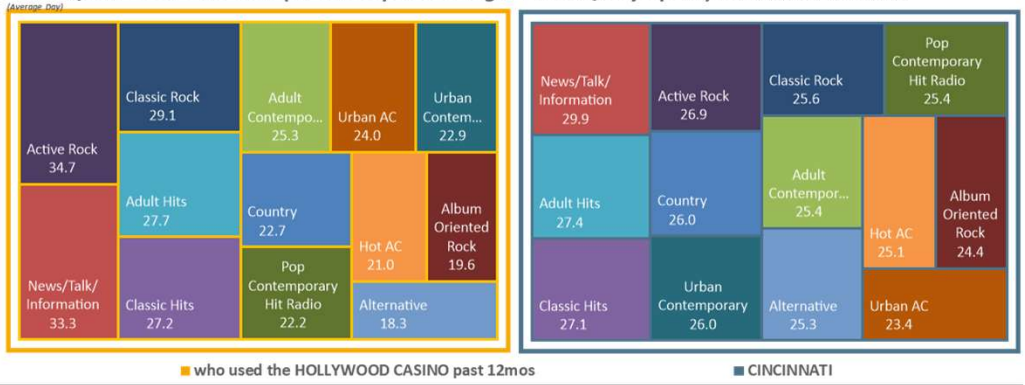
CIN

123,468 or 89.7% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Adult Hits, and News/Talk/Information.

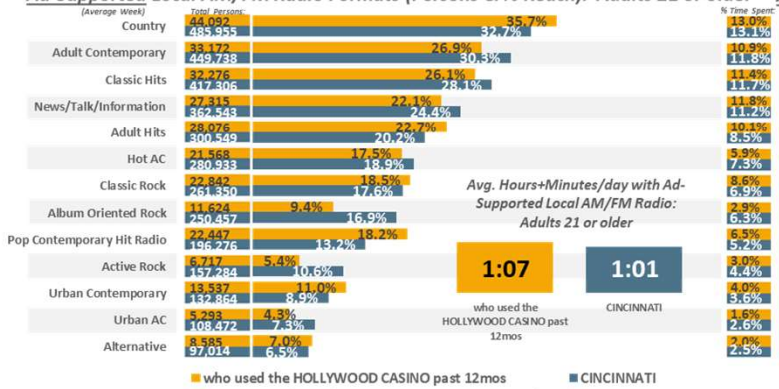
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



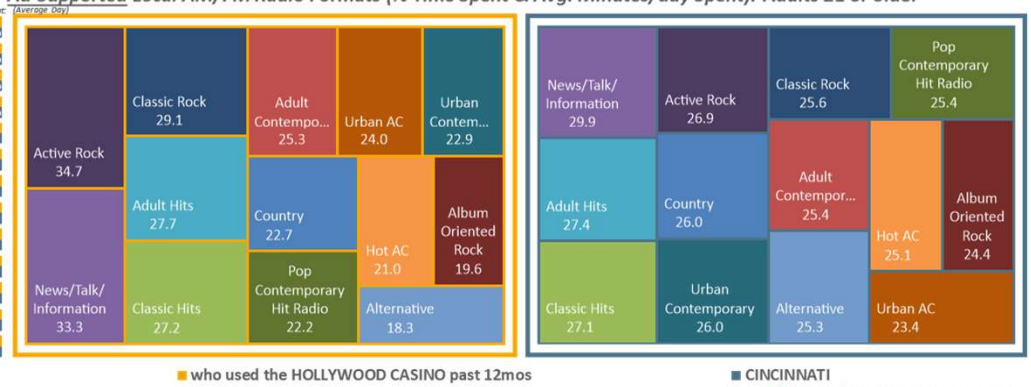
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

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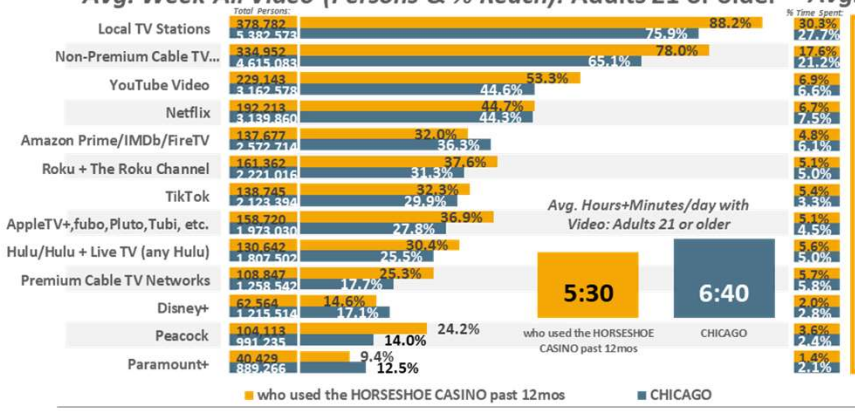
soefa.ai Share of Everything for Anything

Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

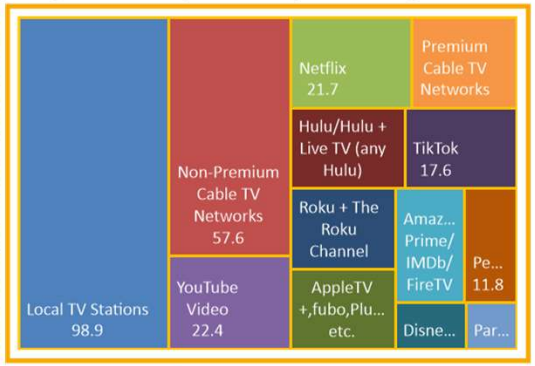


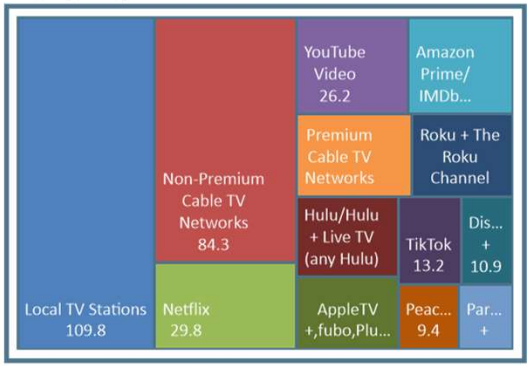
365,374 or 85.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 91.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

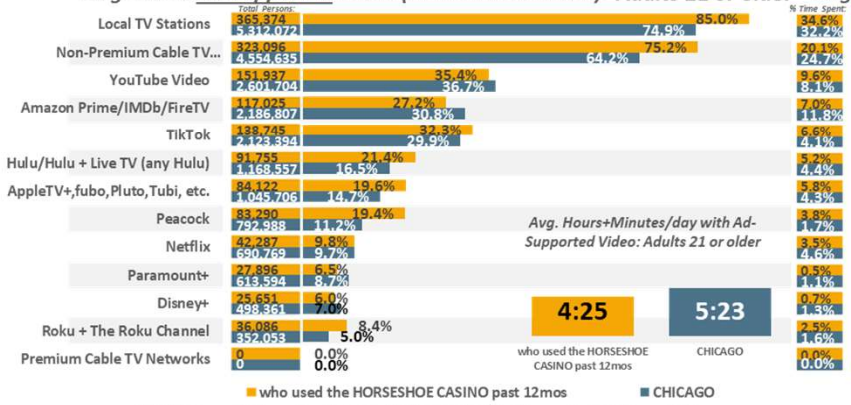


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

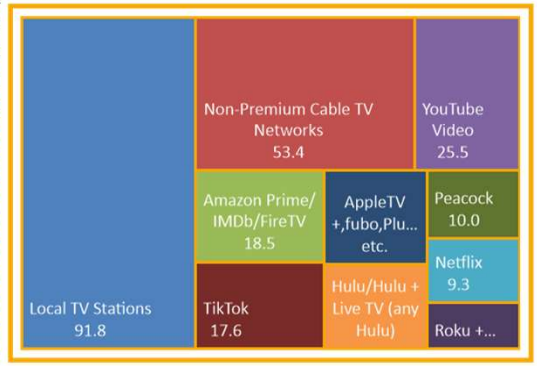


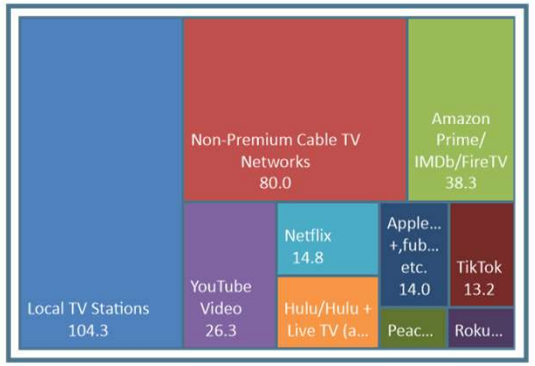


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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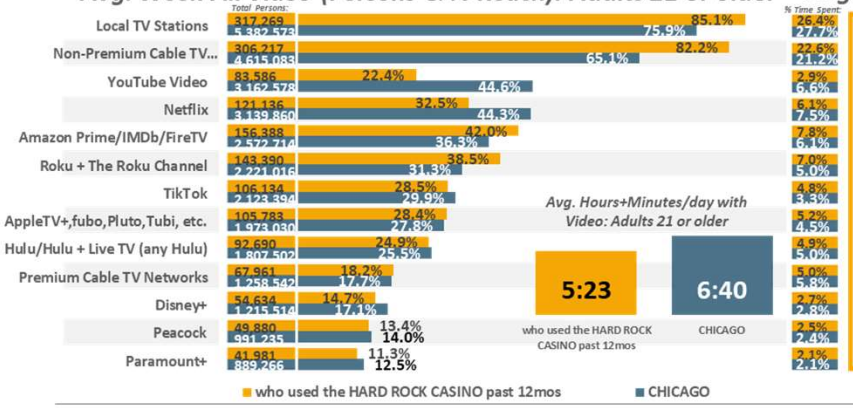
soefa.ai Share of Everything for Anything ©

Casinos visited past 12 months (by name): Horseshoe Hammond

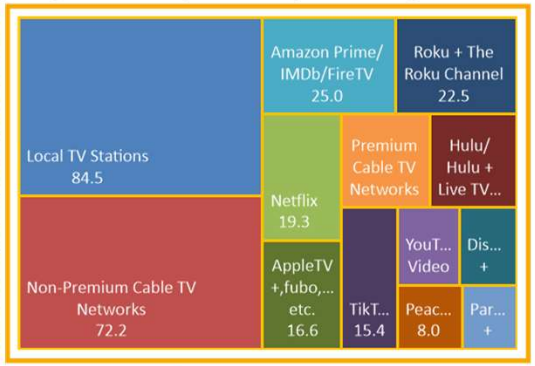


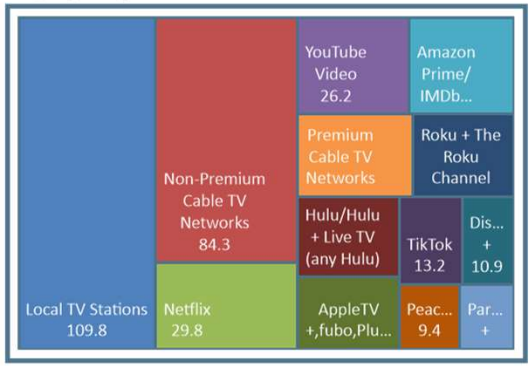
312,308 or 83.8% of Adults 21 or older who used the HARD ROCK CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 81.4 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 21 or older

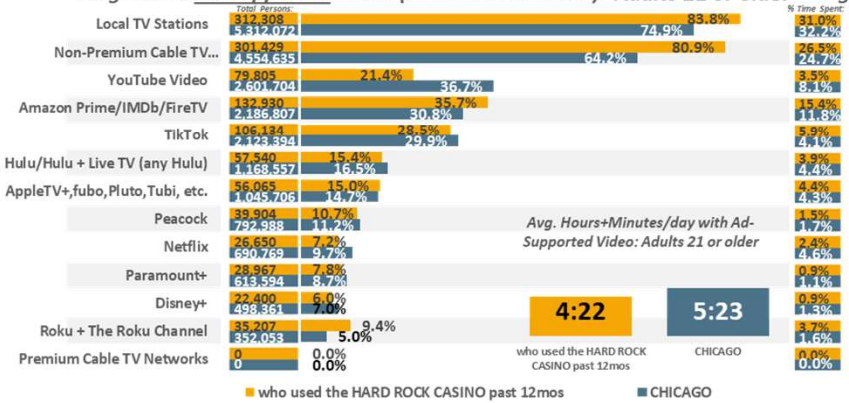


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

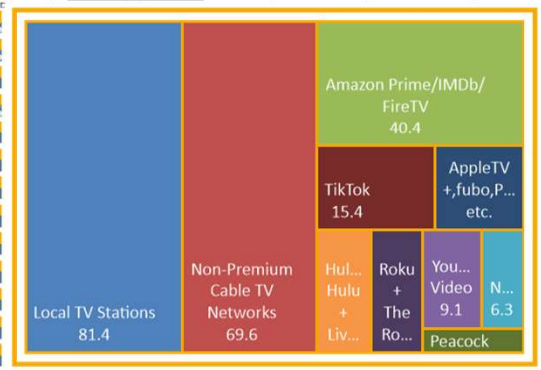


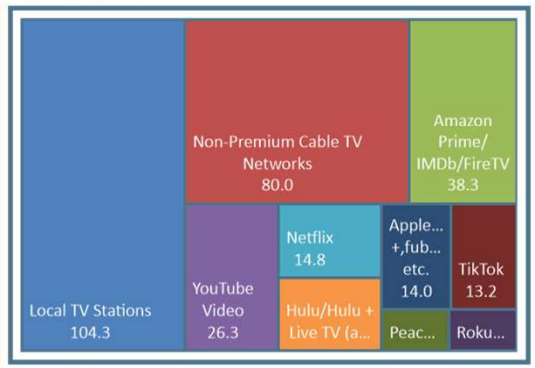


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

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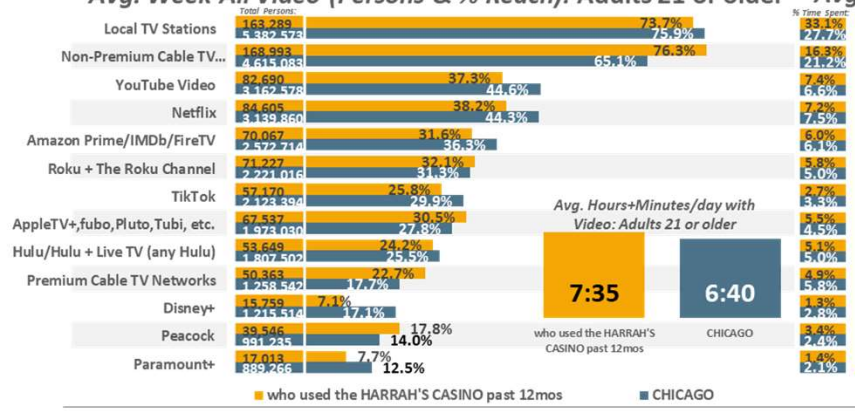
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

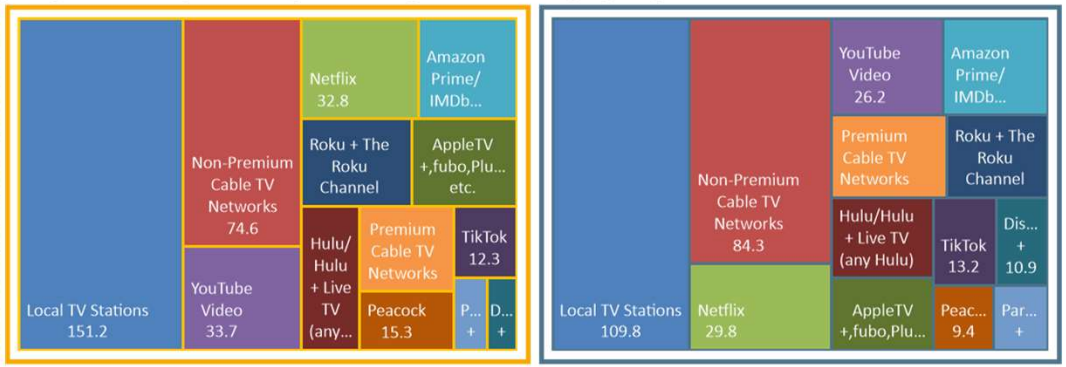
Harrah's CHI

160,528 or 72.4% of Adults 21 or older who used the HARRAH'S CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 141.9 minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.

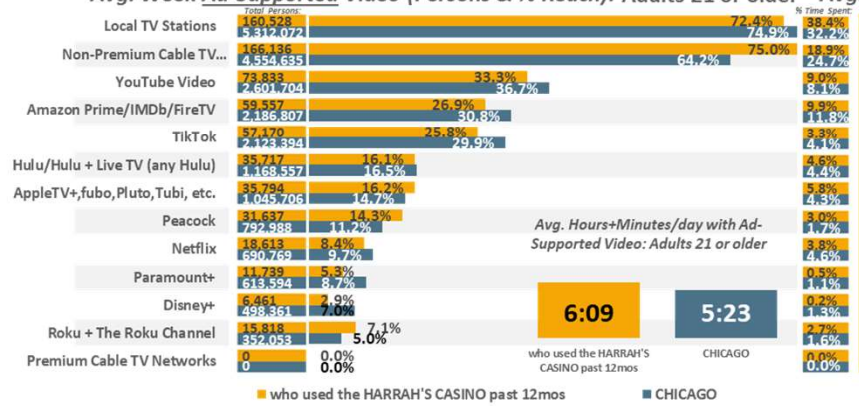
Avg. Week All Video (Persons & % Reach): Adults 21 or older



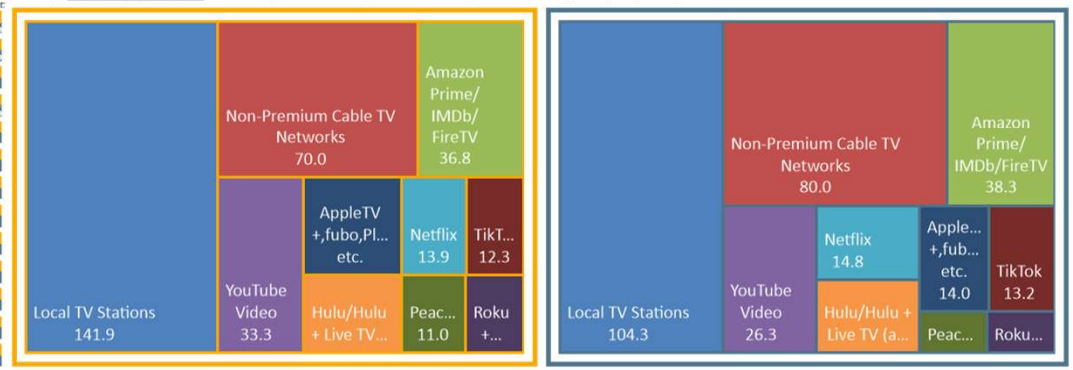
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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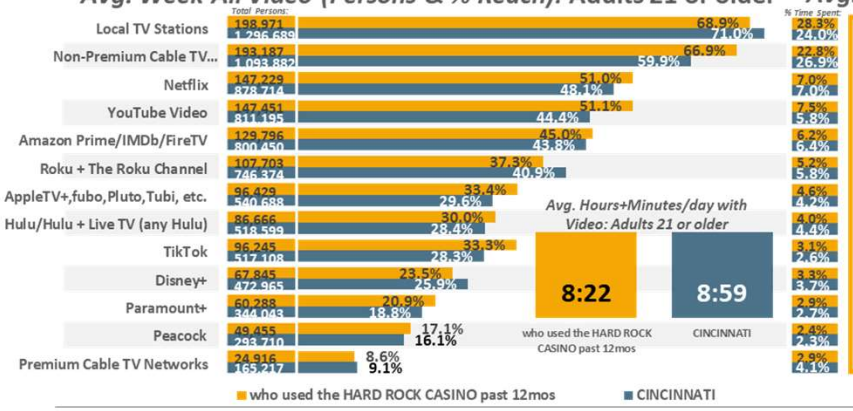
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Casinos visited past 12 months (by name): Harrah's Joliet

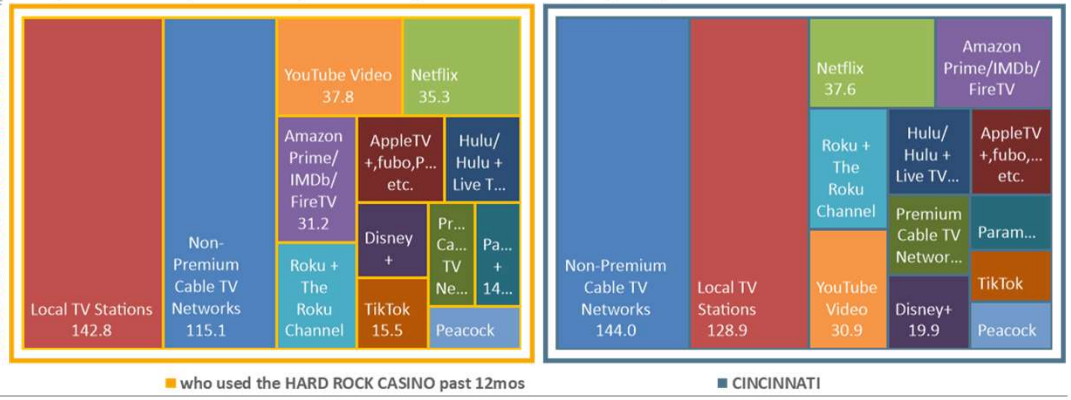


196,066 or 67.9% of Adults 21 or older who used the HARD ROCK CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 138.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.

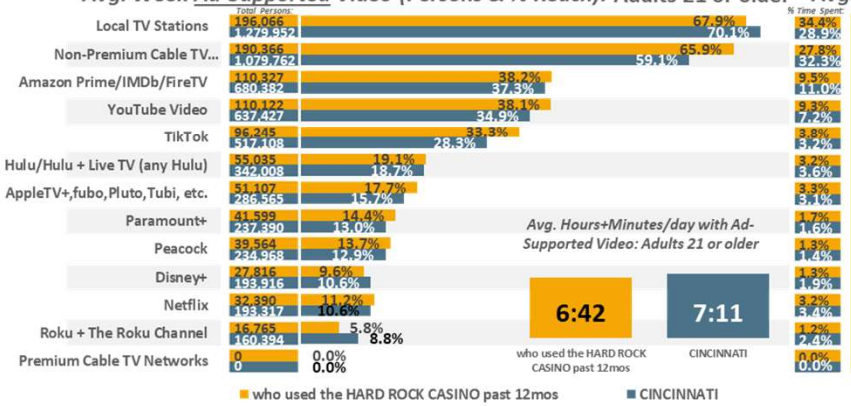
Avg. Week All Video (Persons & % Reach): Adults 21 or older



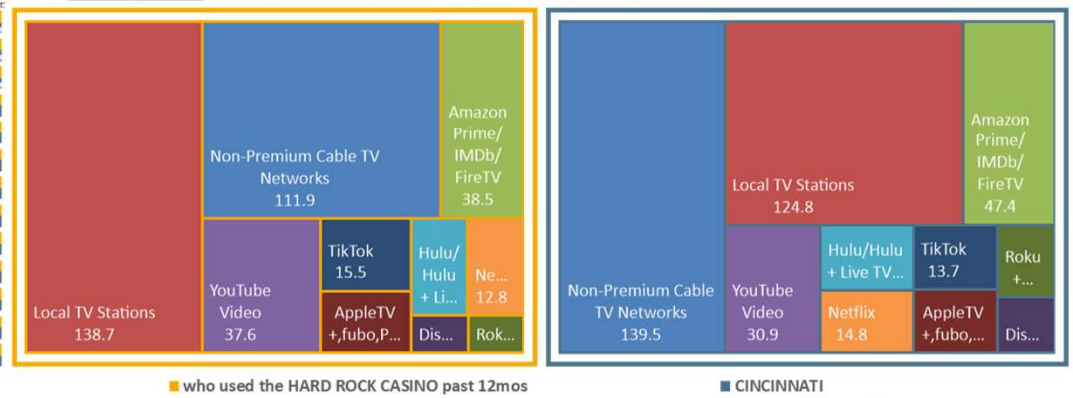
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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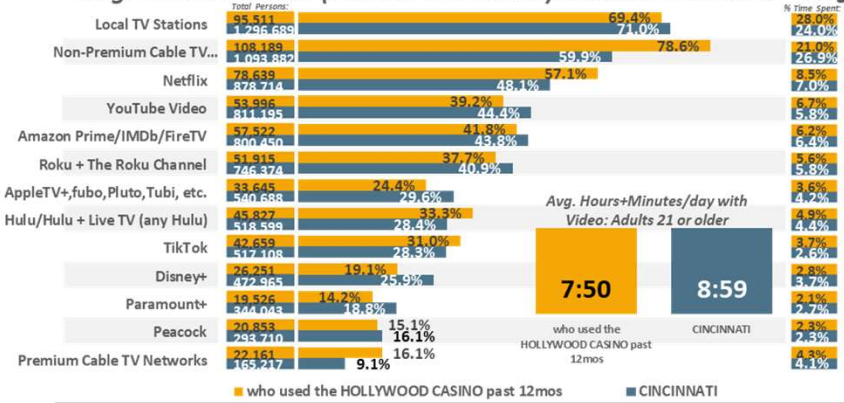
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Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati

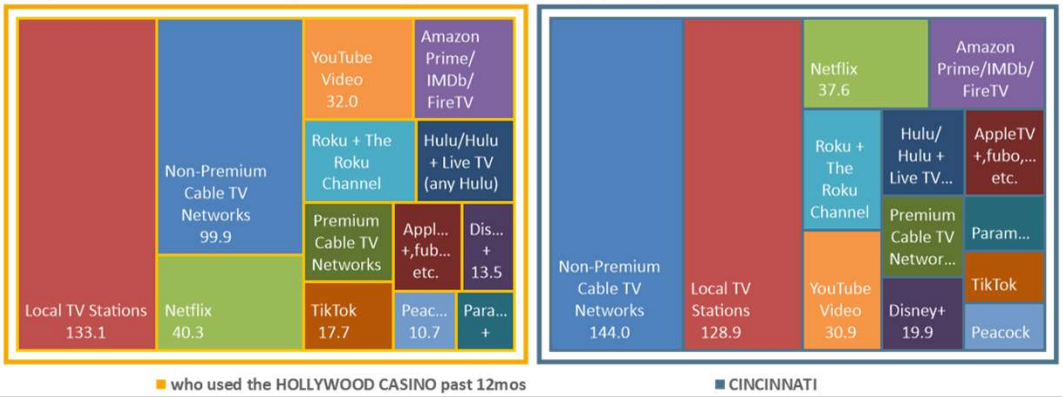


93,706 or 68.% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 128. minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

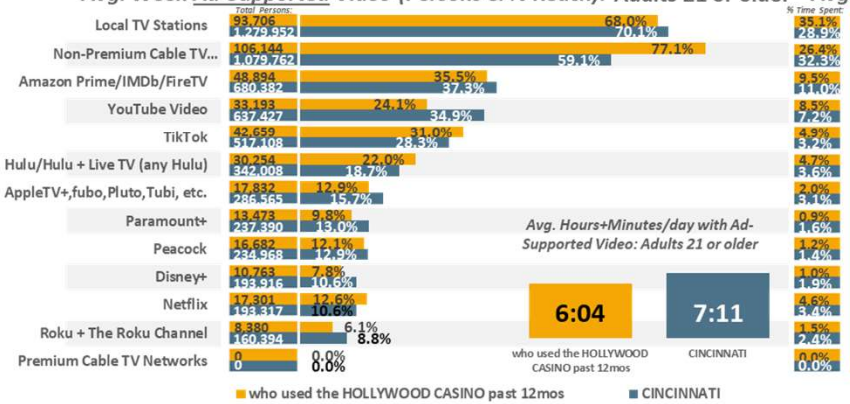
Avg. Week All Video (Persons & % Reach): Adults 21 or older



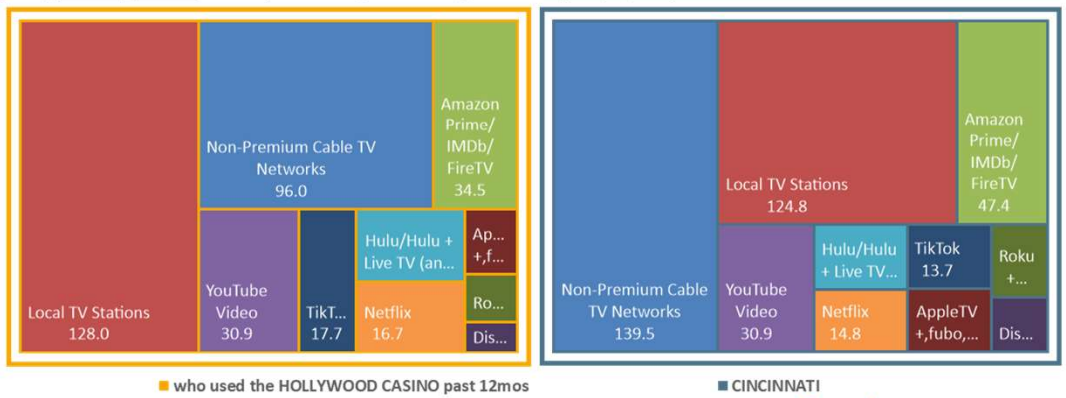
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

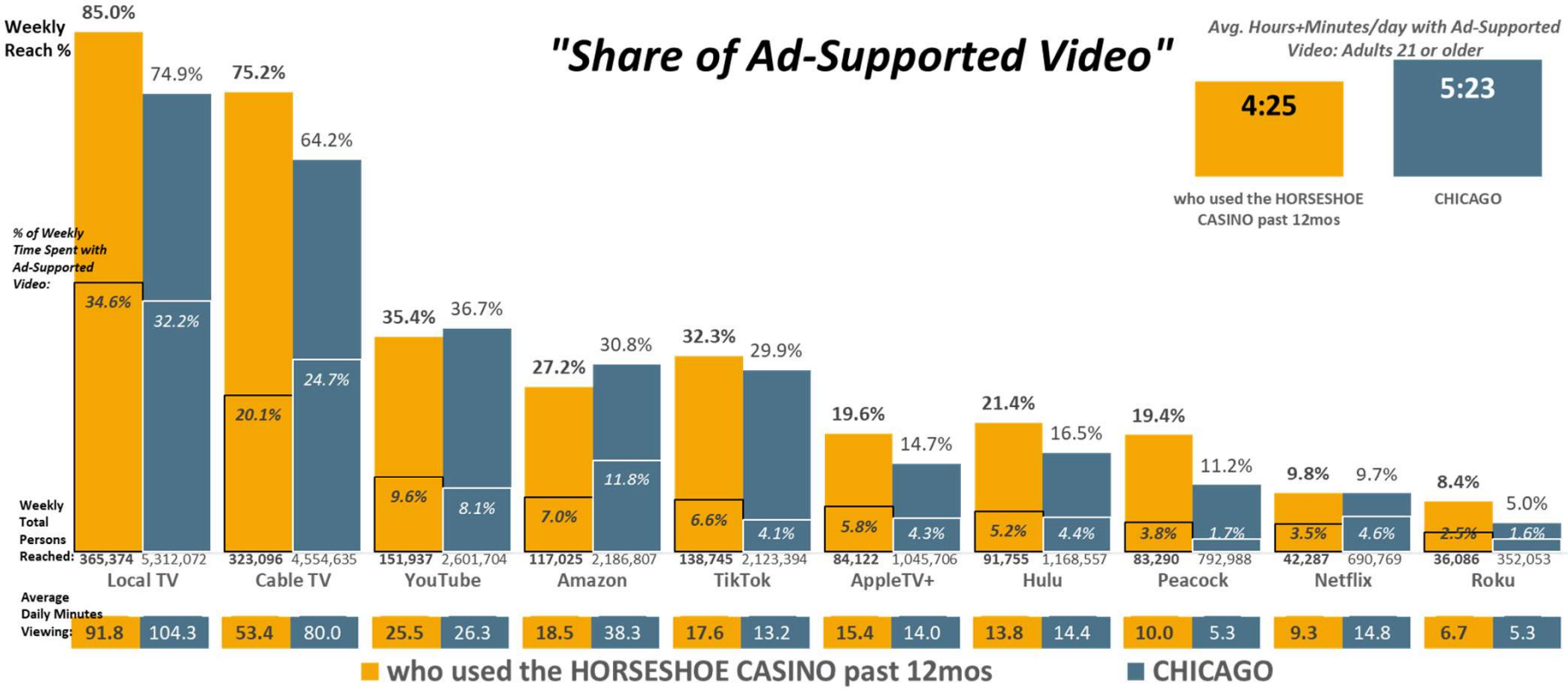
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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN



365,374 or 85.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 91.8 minutes every day representing 34.6% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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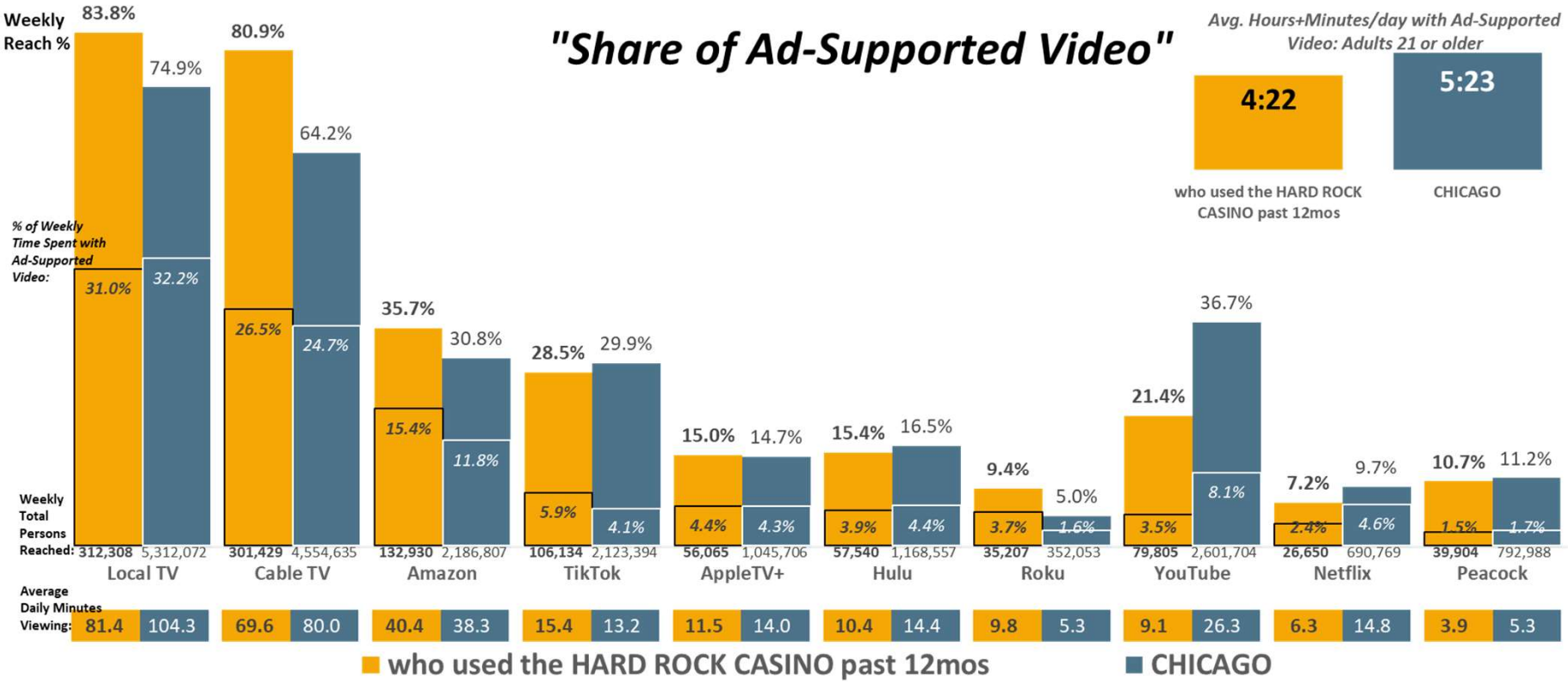
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Casinos visited past 12 months (by name): Horseshoe Hammond



CHI

312,308 or 83.8% of Adults 21 or older who used the HARD ROCK CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 81.4 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

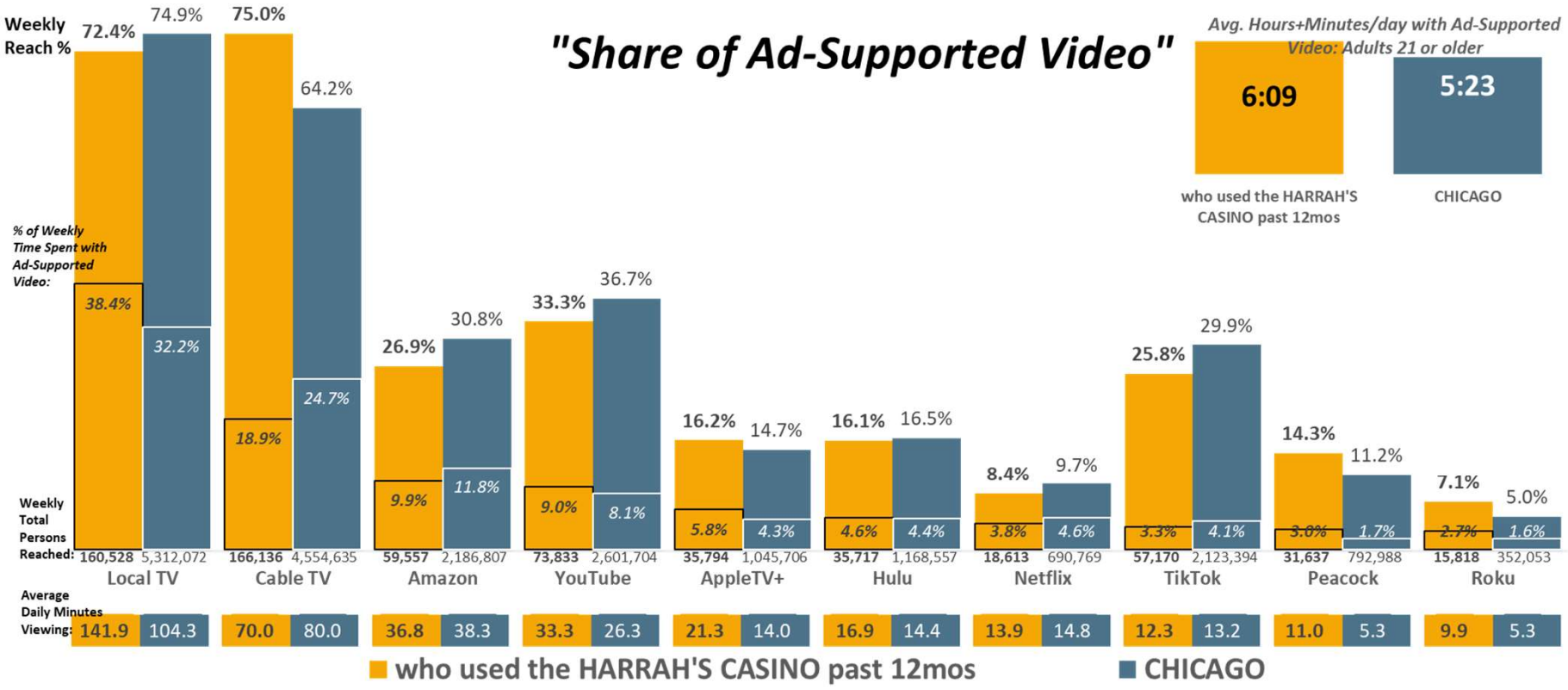
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

Harrah's CHI

160,528 or 72.4% of Adults 21 or older who used the HARRAH'S CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 141.9 minutes every day representing 38.4% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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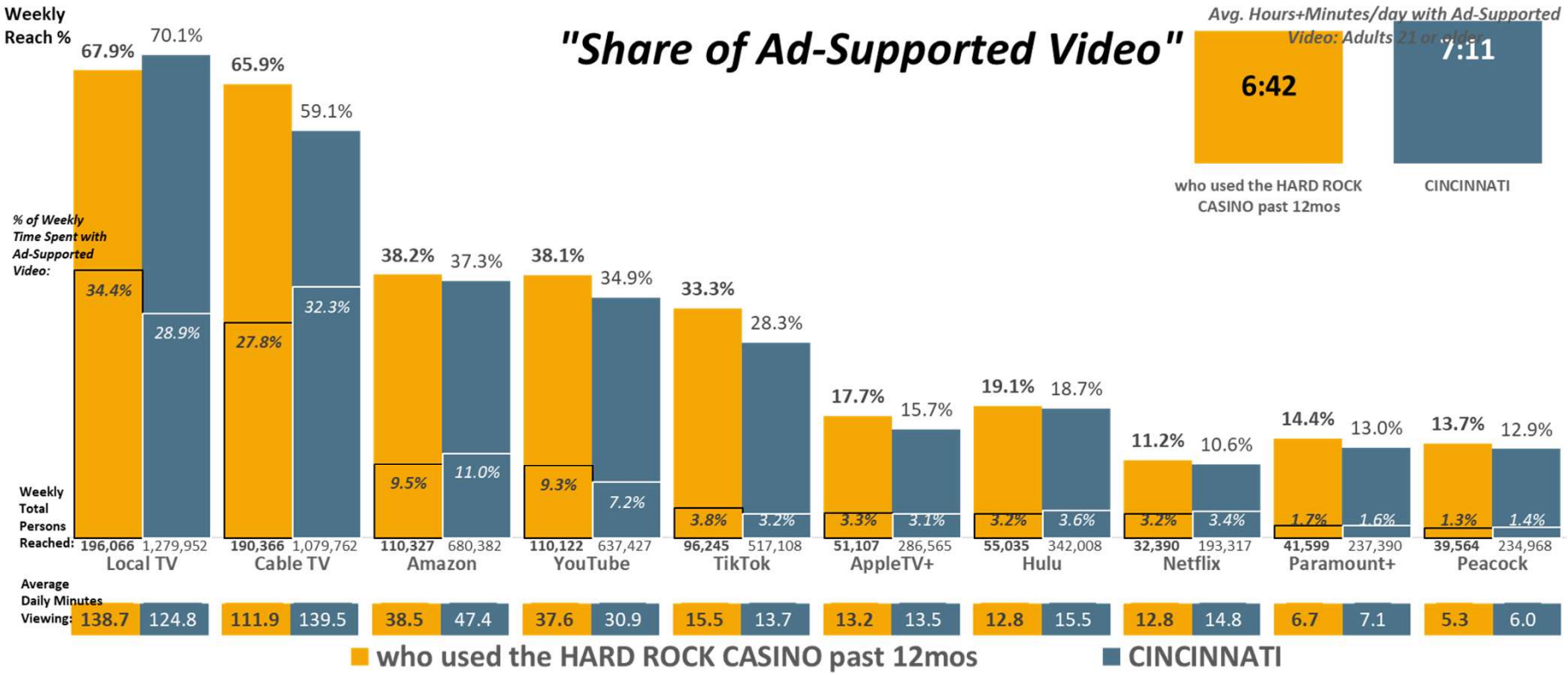
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Casinos visited past 12 months (by name): Harrah's Joliet



CIN

196,066 or 67.9% of Adults 21 or older who used the HARD ROCK CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 138.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Video.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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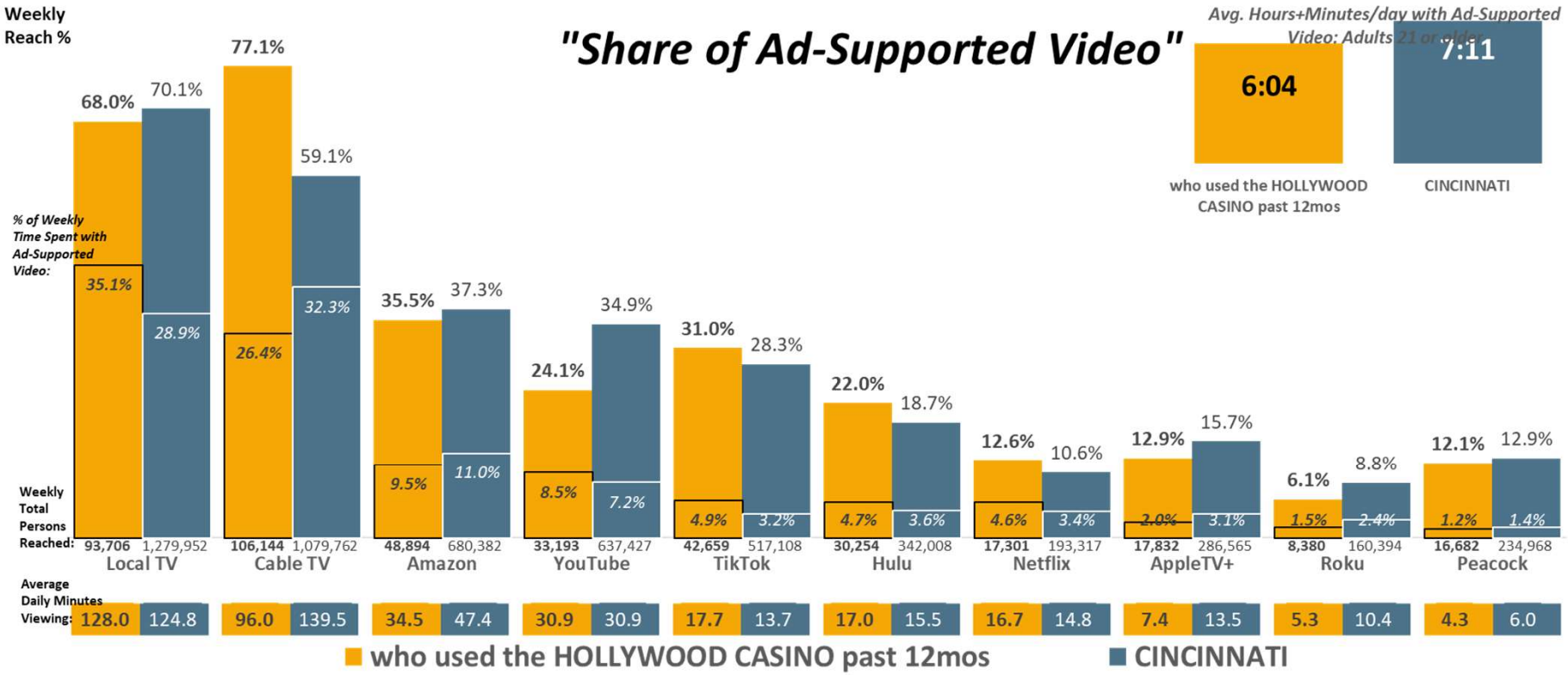
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Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



CIN

93,706 or 68.% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos watch Ad-Supported Local TV Stations for an average of 128. minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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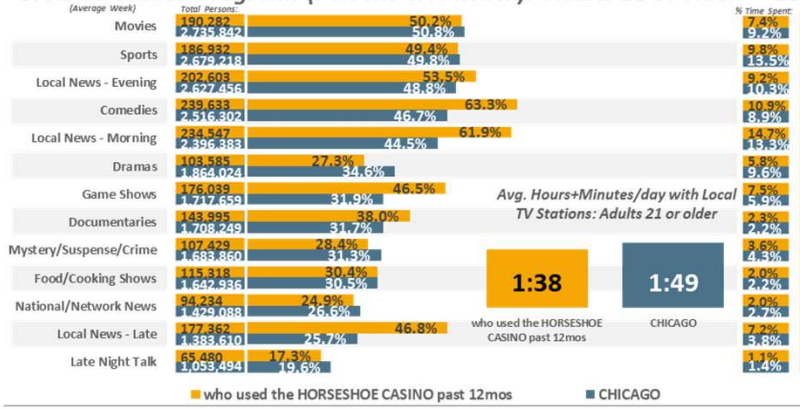
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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

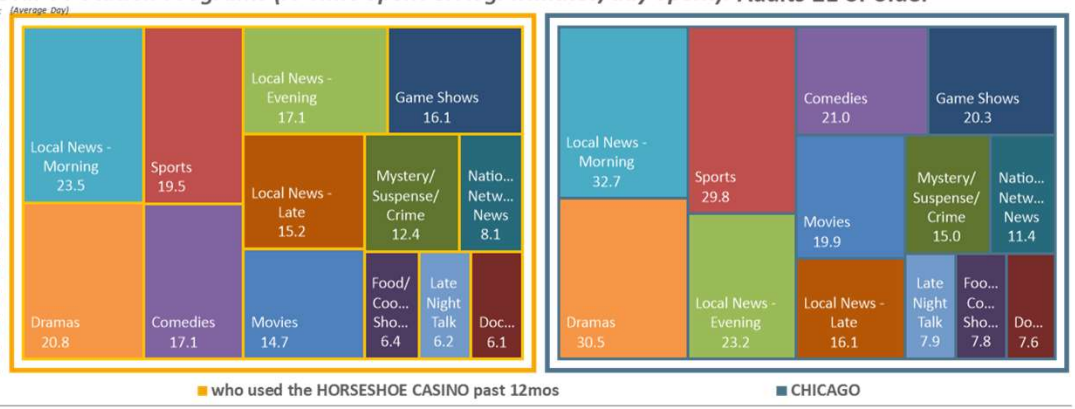


365,374 or 85.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Comedies, Local News - Evening, Sports, Movies, and Local News - Late.

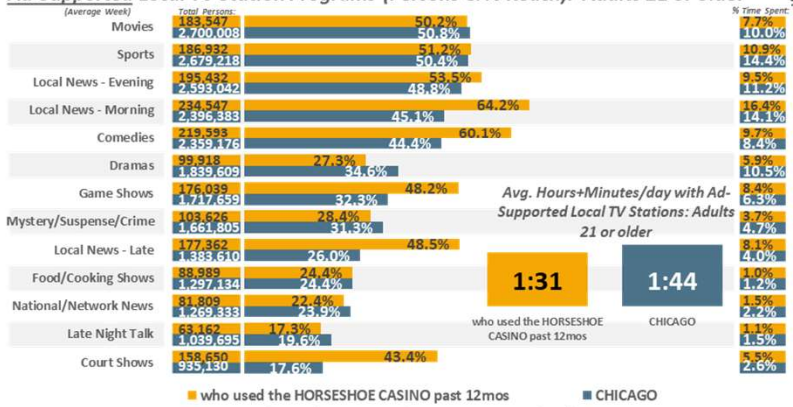
Local TV Station Programs (Persons & % Reach): Adults 21 or older



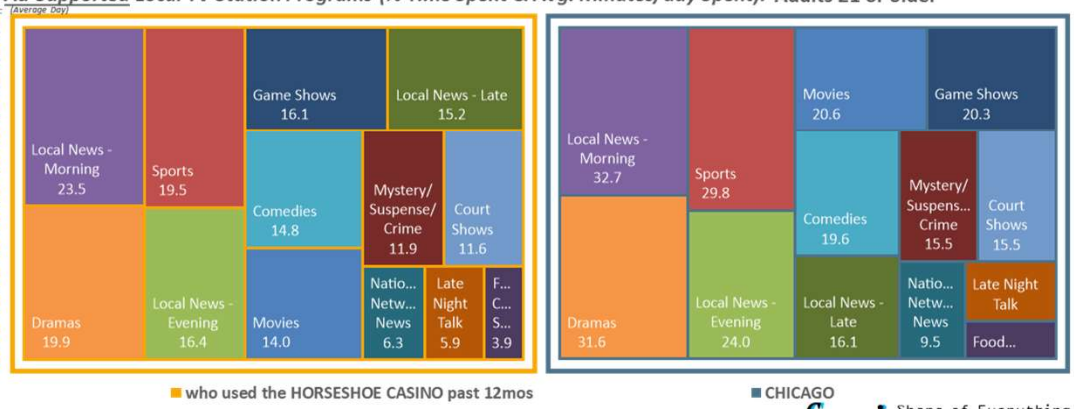
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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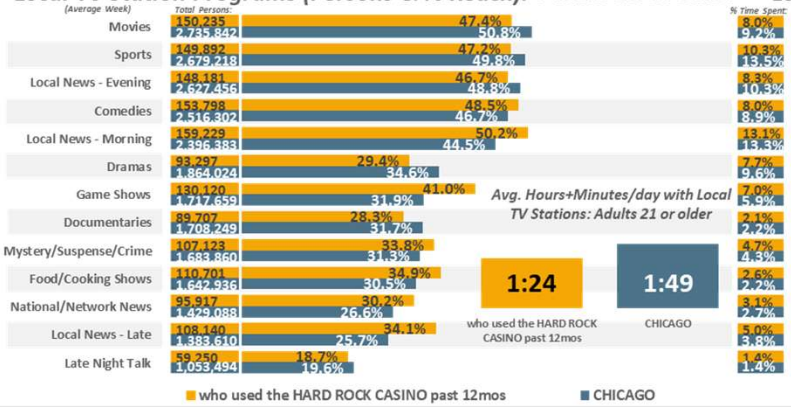
Casinos visited past 12 months (by name): Horseshoe Hammond



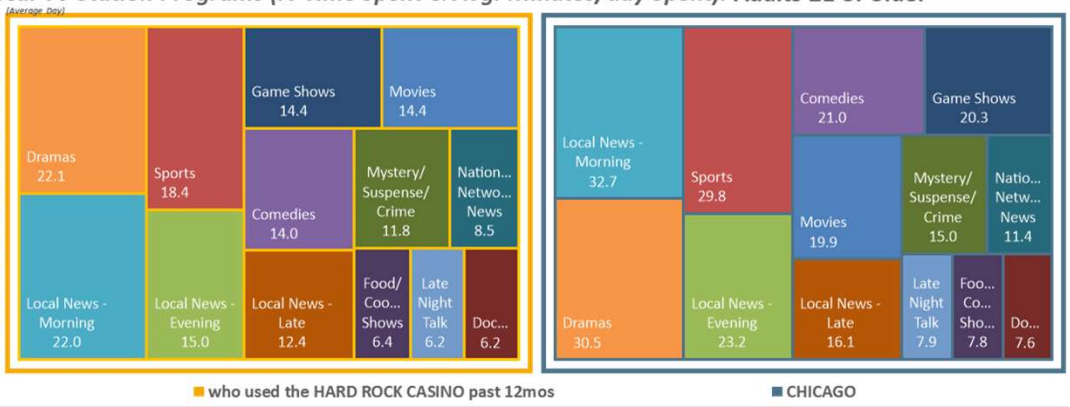
CHI

312,308 or 83.8% of Adults 21 or older who used the HARD ROCK CASINO past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Movies, Local News - Evening, Comedies, and Court Shows.

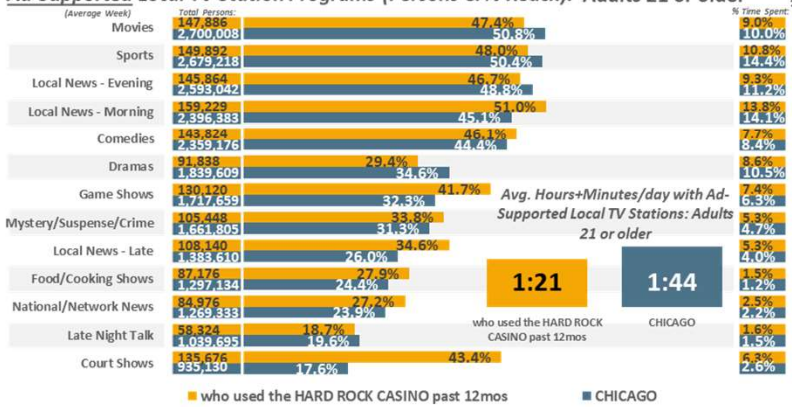
Local TV Station Programs (Persons & % Reach): Adults 21 or older



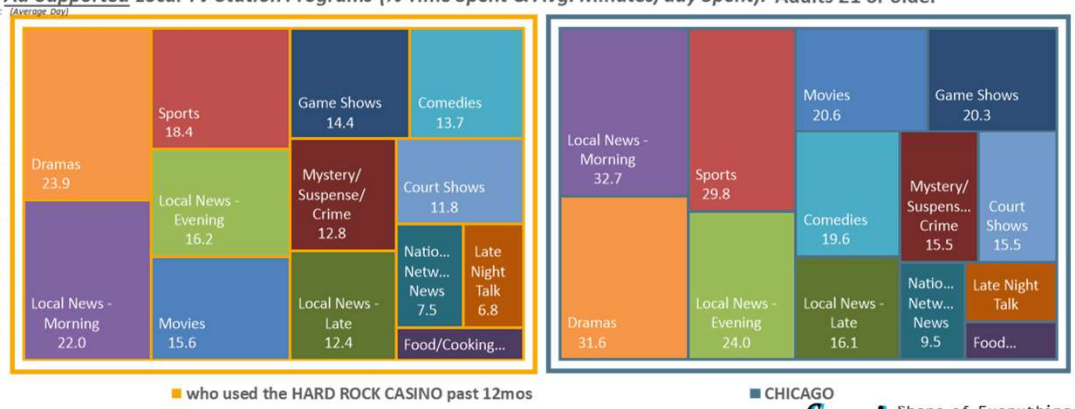
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

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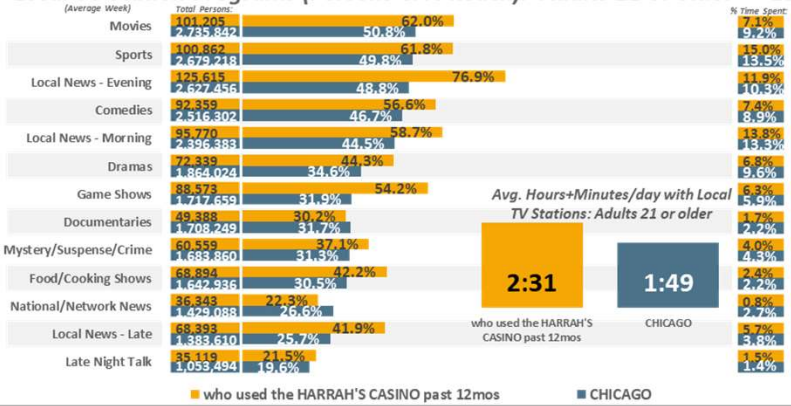
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

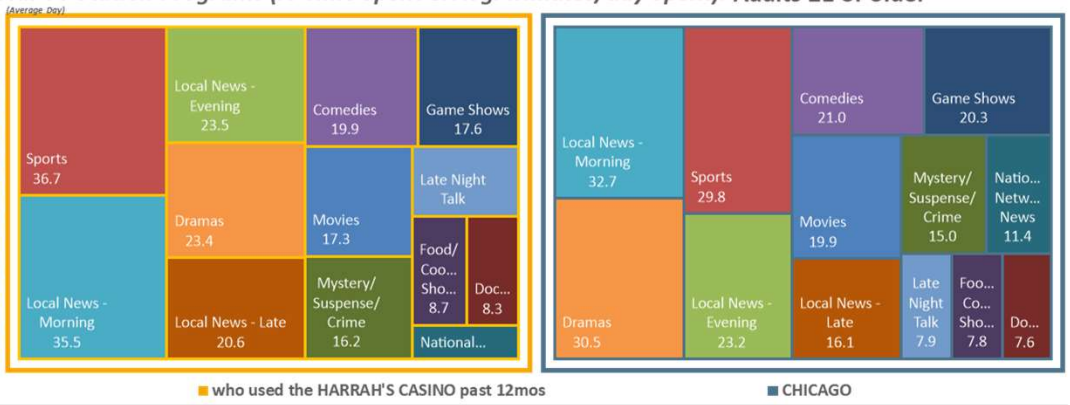
Harrah's CHI

160,528 or 72.4% of Adults 21 or older who used the HARRAH'S CASINO past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Game Shows, and Comedies.

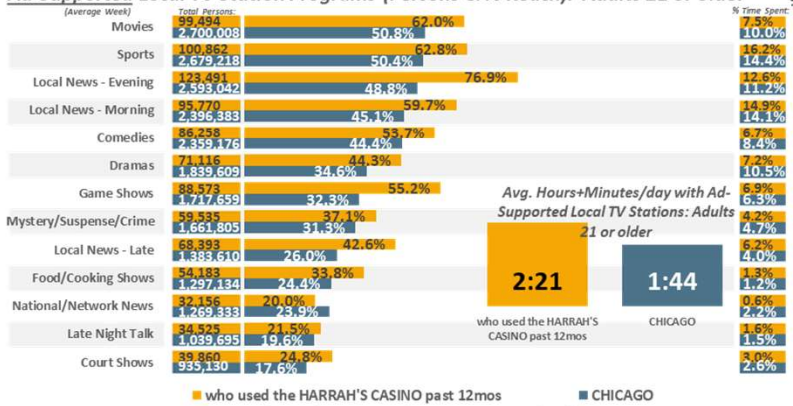
Local TV Station Programs (Persons & % Reach): Adults 21 or older



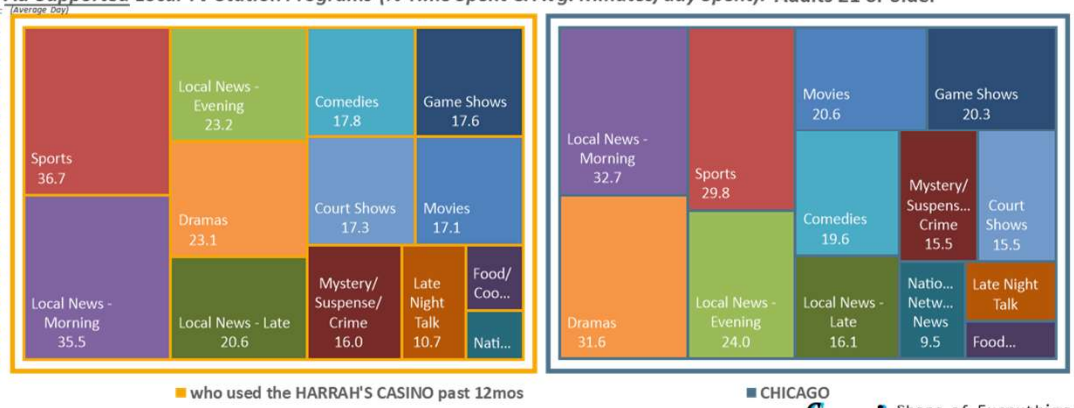
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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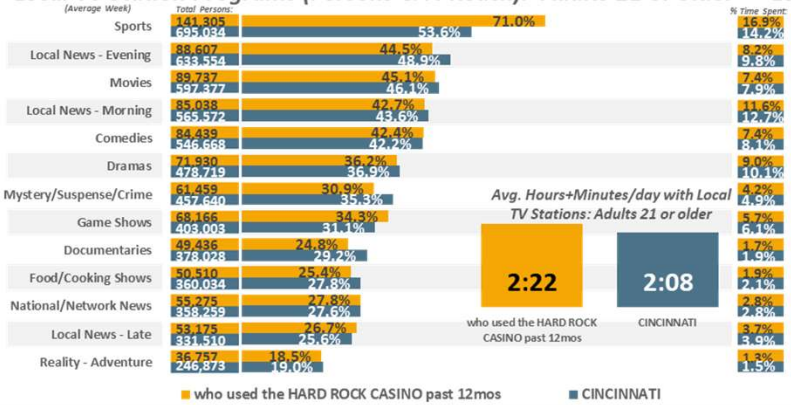
soefa.ai Share of Everything for Anything ©

Casinos visited past 12 months (by name): Harrah's Joliet

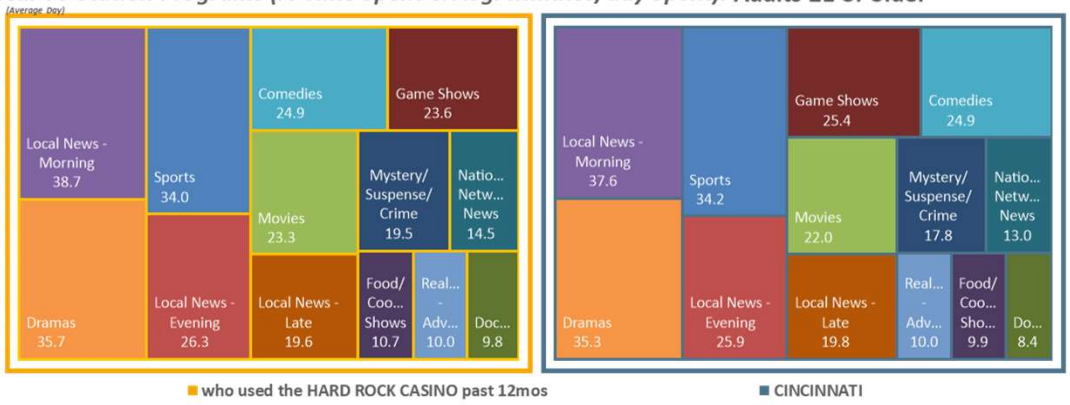


196,066 or 67.9% of Adults 21 or older who used the HARD ROCK CASINO past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Local News - Morning, Comedies, and Dramas.

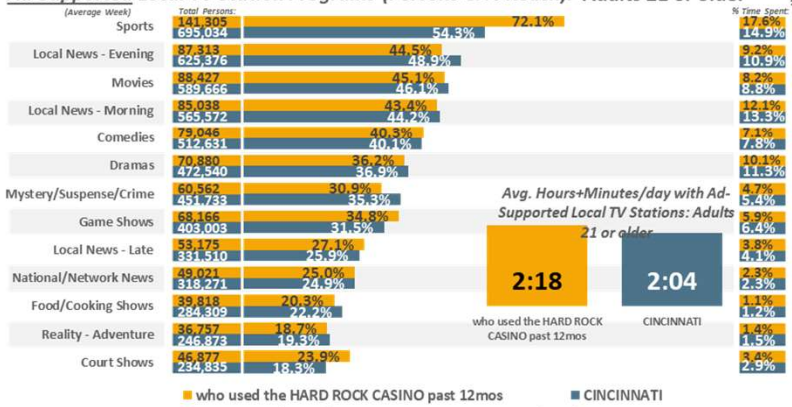
Local TV Station Programs (Persons & % Reach): Adults 21 or older



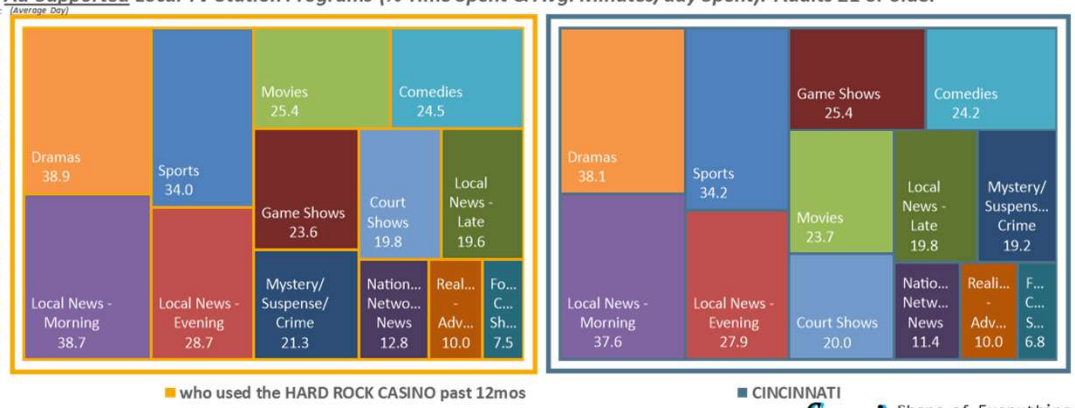
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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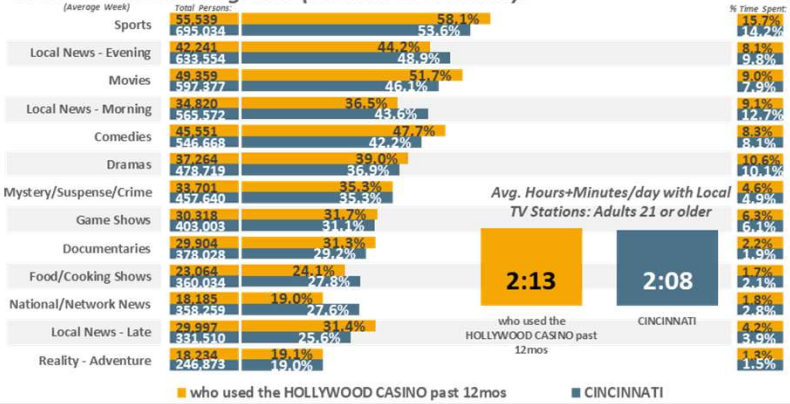
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



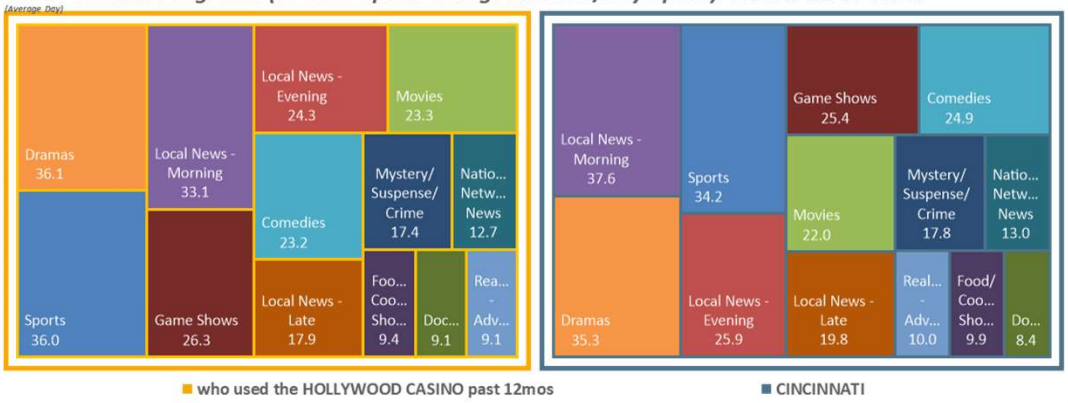
CIN

93,706 or 68.% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Dramas, and Local News - Morning.

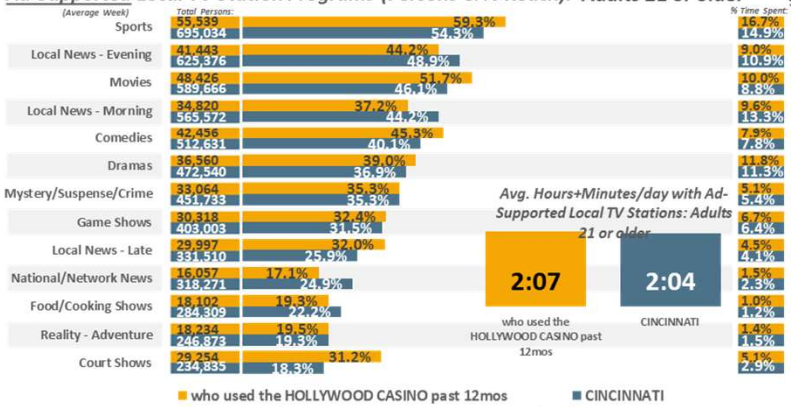
Local TV Station Programs (Persons & % Reach): Adults 21 or older



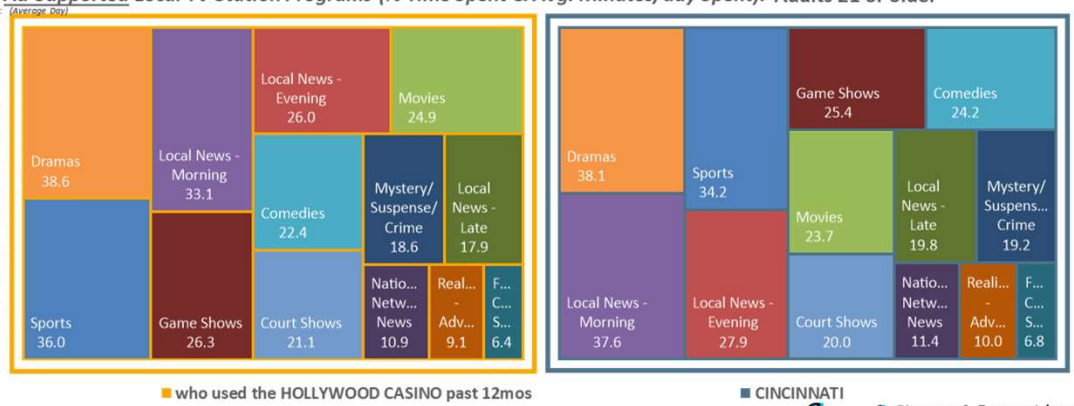
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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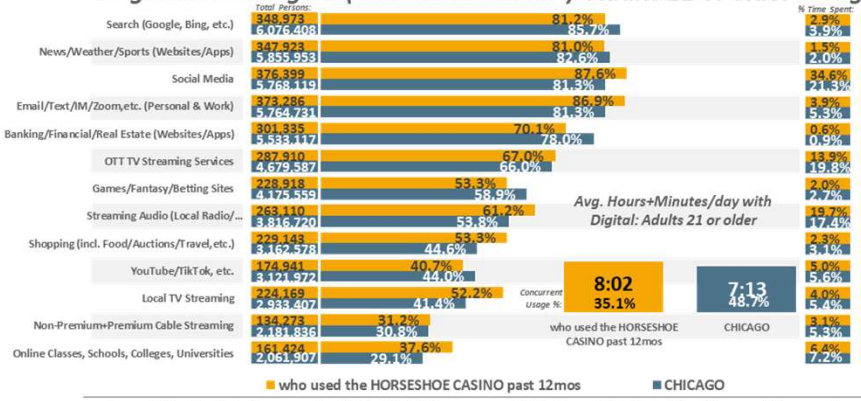
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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

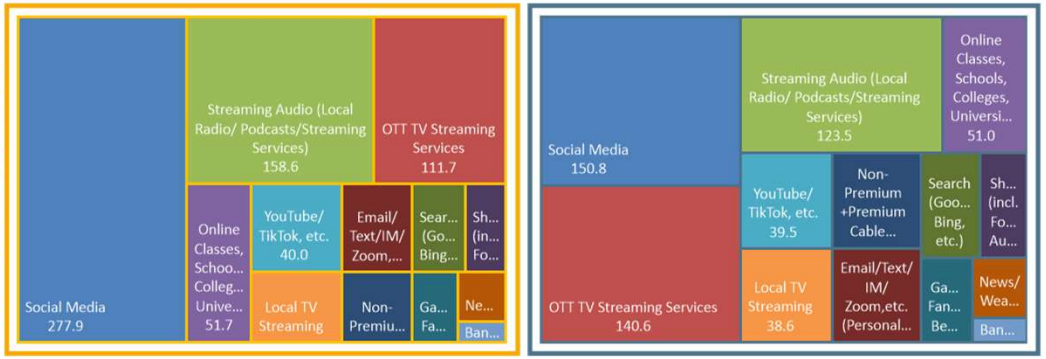


328,294 or 76.4% of Adults 21 or older who used the HORSESHOE CASINO past 12mos use Ad-Supported Social Media for an average of 242.4 minutes every day representing 37.5% of all time spent daily with Ad-Supported Digital Media.

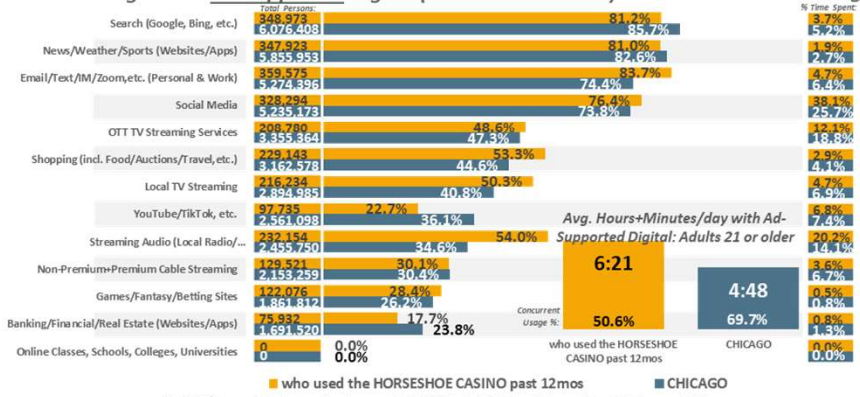
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



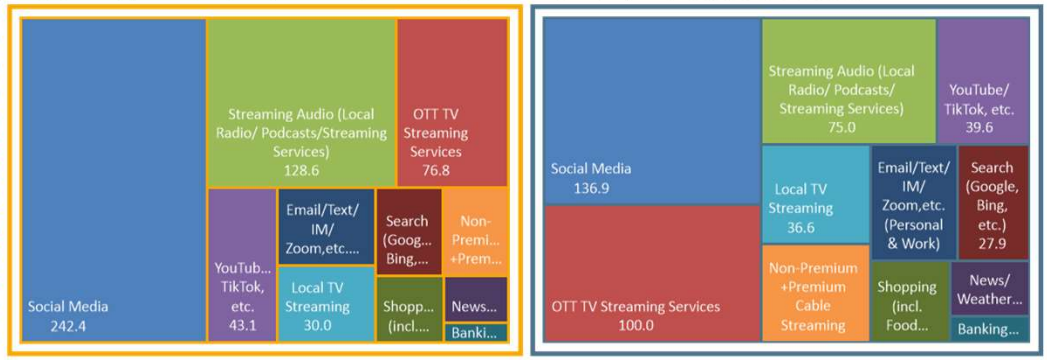
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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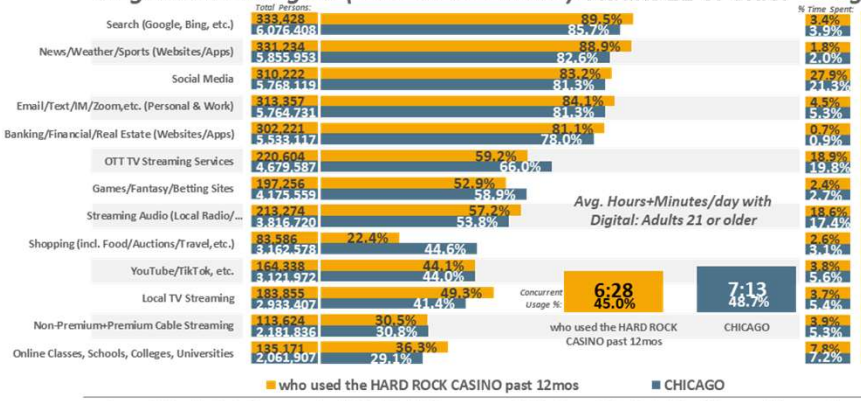
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Casinos visited past 12 months (by name): Horseshoe Hammond

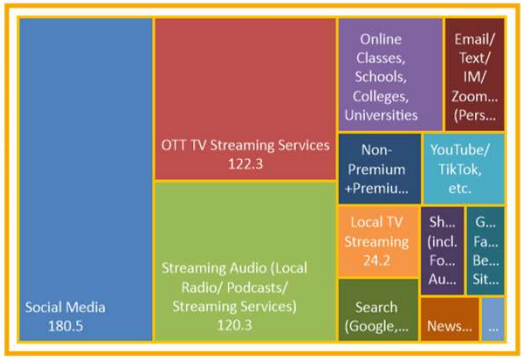


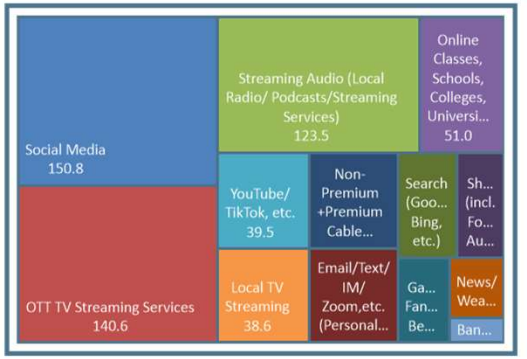
277,169 or 74.4% of Adults 21 or older who used the HARD ROCK CASINO past 12mos use Ad-Supported Social Media for an average of 161.3 minutes every day representing 33.2% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

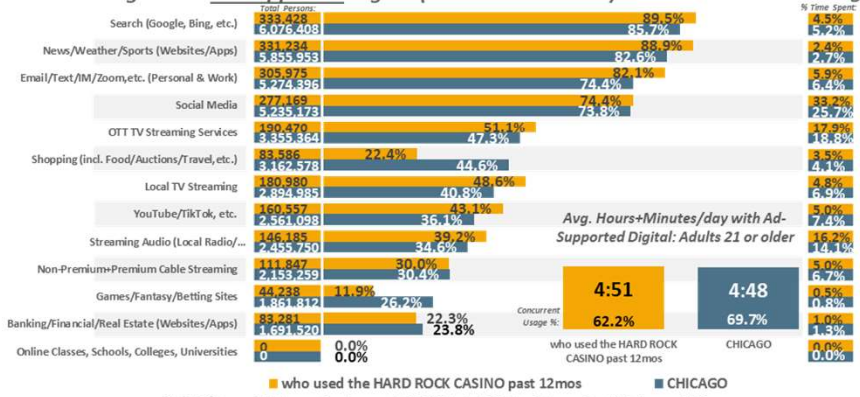


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

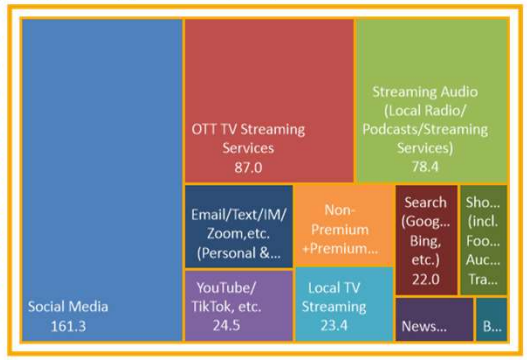


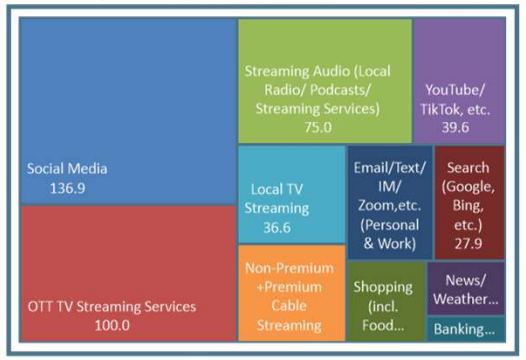


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

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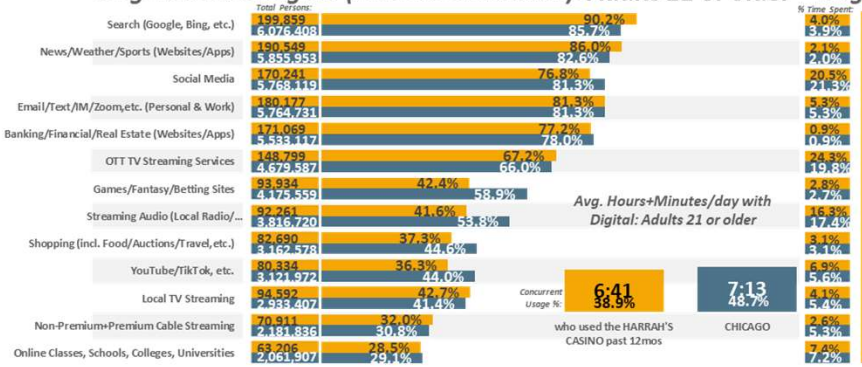
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

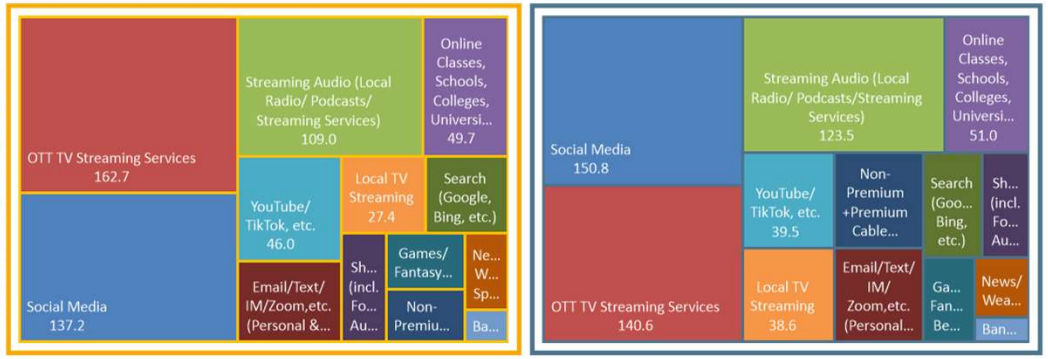
Harrah's CHI

151,341 or 68.3% of Adults 21 or older who used the HARRAH'S CASINO past 12mos use Ad-Supported Social Media for an average of 121.9 minutes every day representing 24.5% of all time spent daily with Ad-Supported Digital Media.

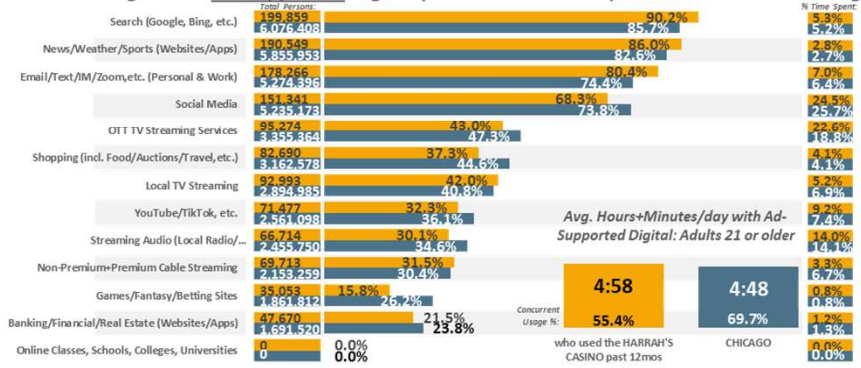
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



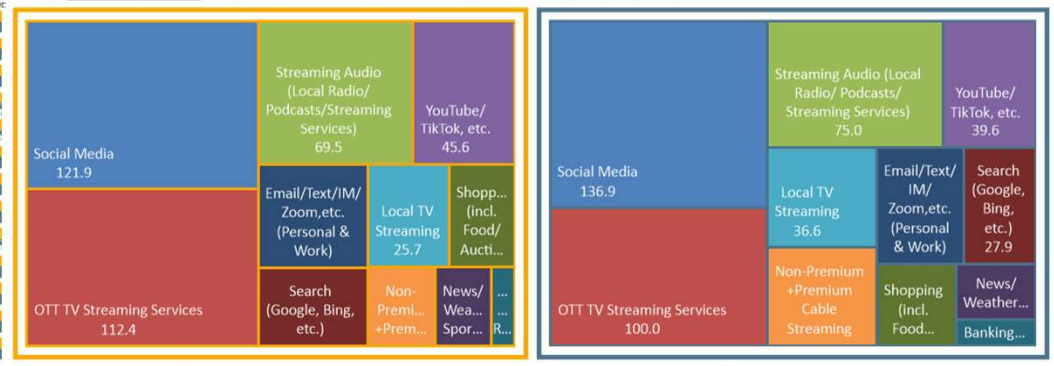
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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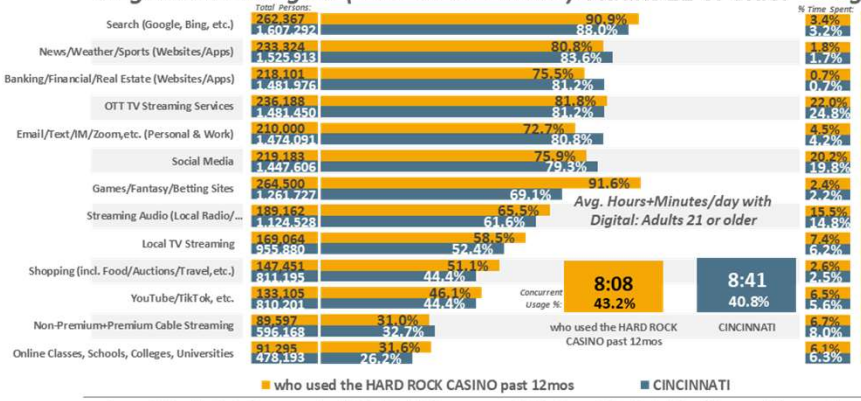
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Casinos visited past 12 months (by name): Harrah's Joliet

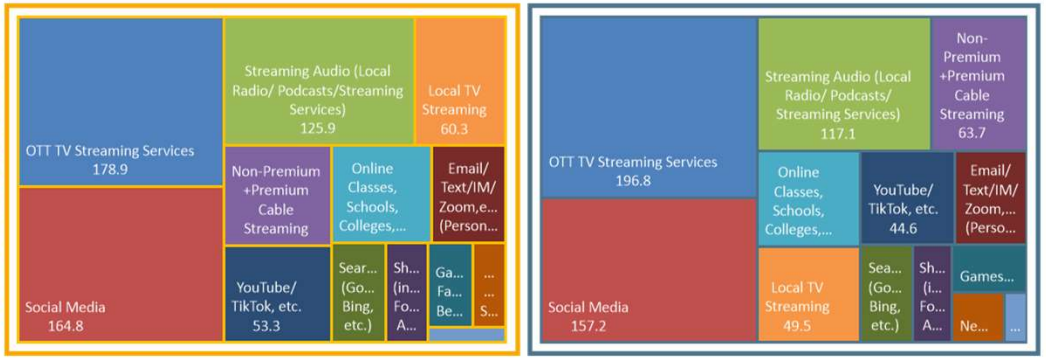


192,119 or 66.5% of Adults 21 or older who used the HARD ROCK CASINO past 12mos use Ad-Supported Social Media for an average of 144.5 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

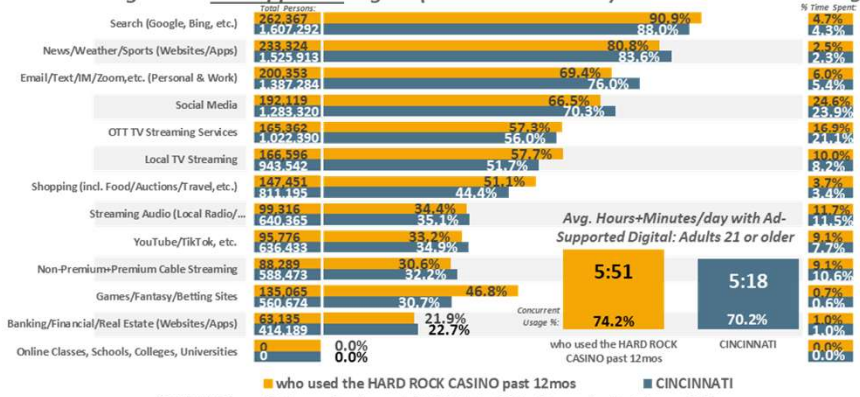
Avg. Week All Digital (Persons & % Reach): Adults 21 or older



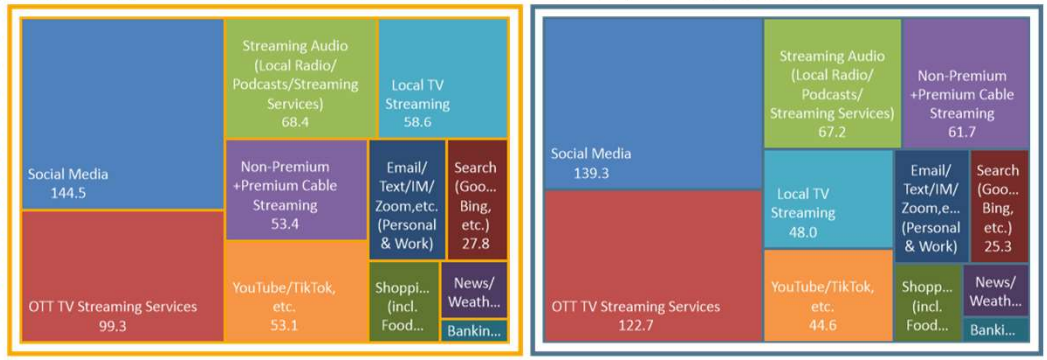
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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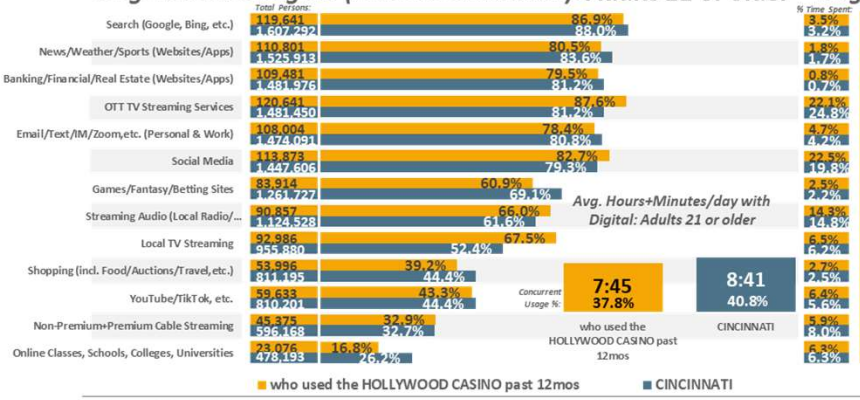
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



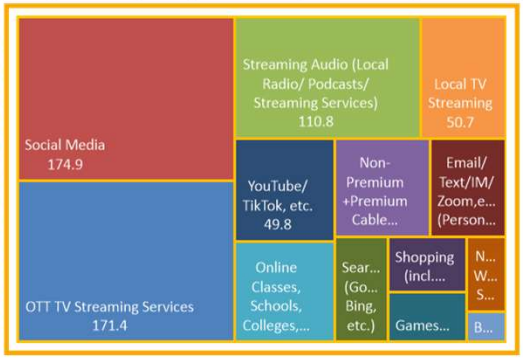
CIN

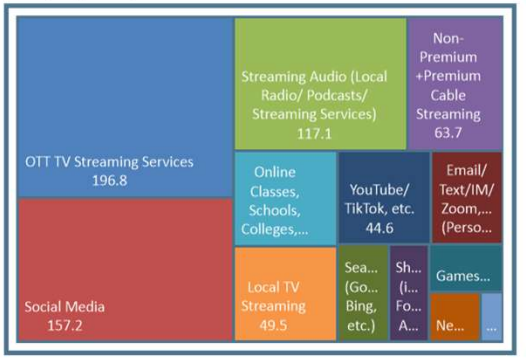
105,939 or 76.9% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos use Ad-Supported Social Media for an average of 162.7 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 21 or older

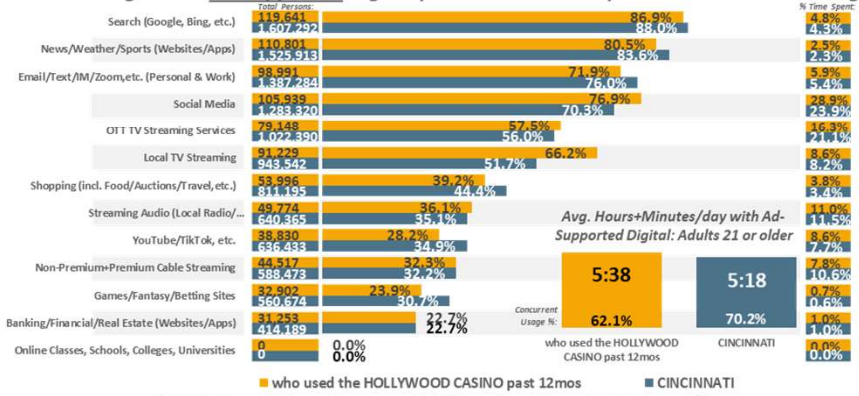


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

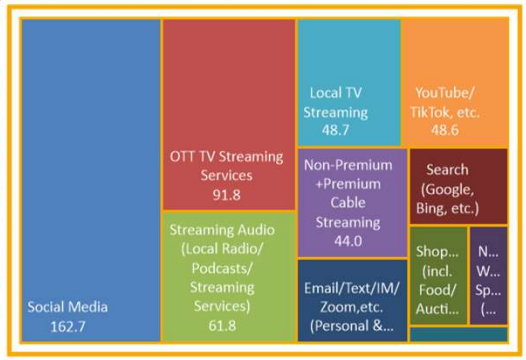


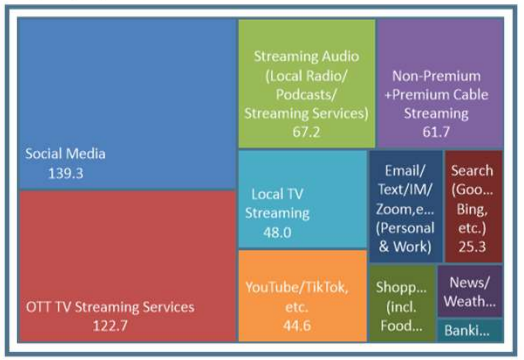


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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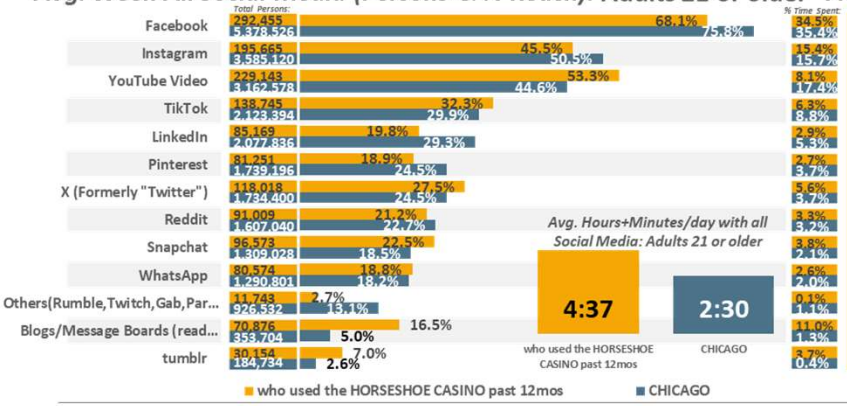
Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN



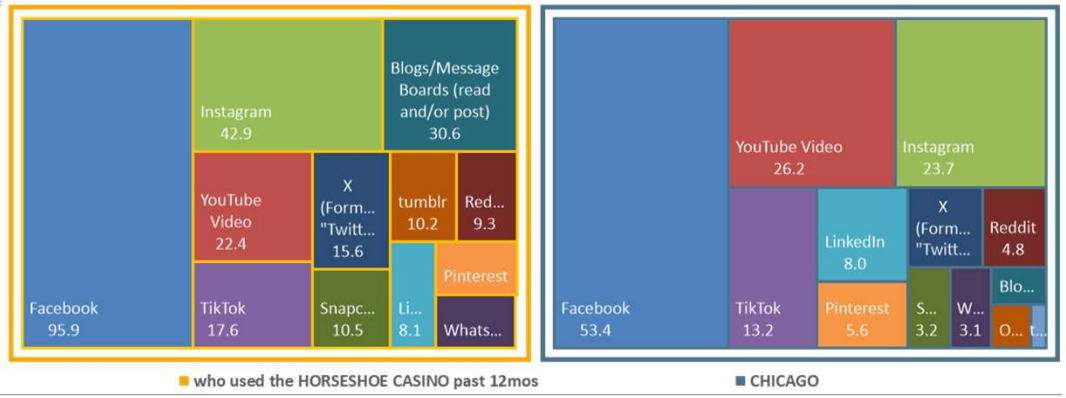
CHI

292,455 or 68.1% of Adults 21 or older who used the HORSESHOE CASINO past 12mos use Ad-Supported Facebook for an average of 88.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

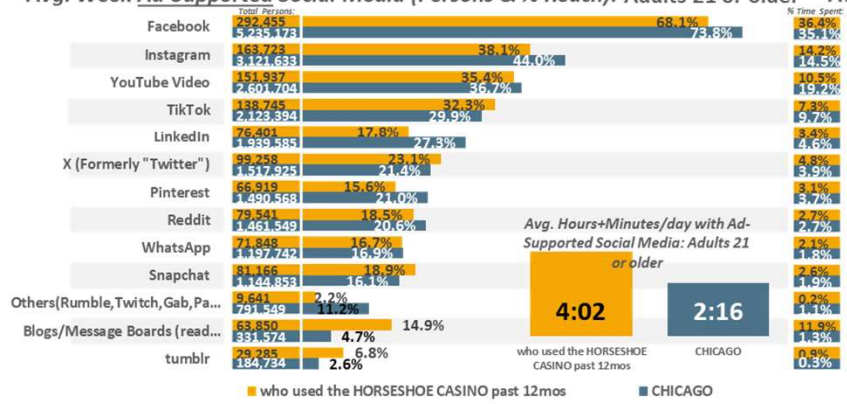
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



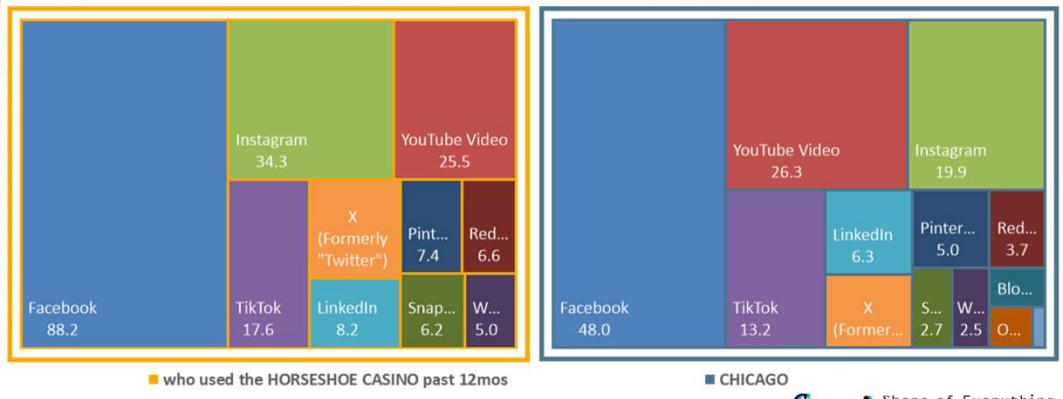
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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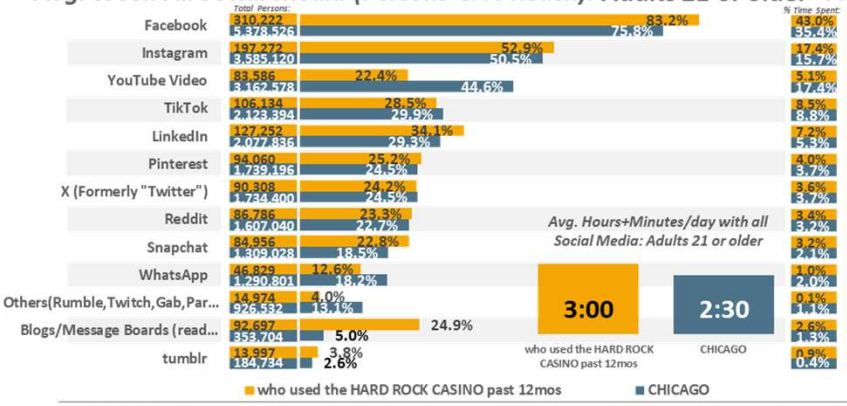
Casinos visited past 12 months (by name): Horseshoe Hammond



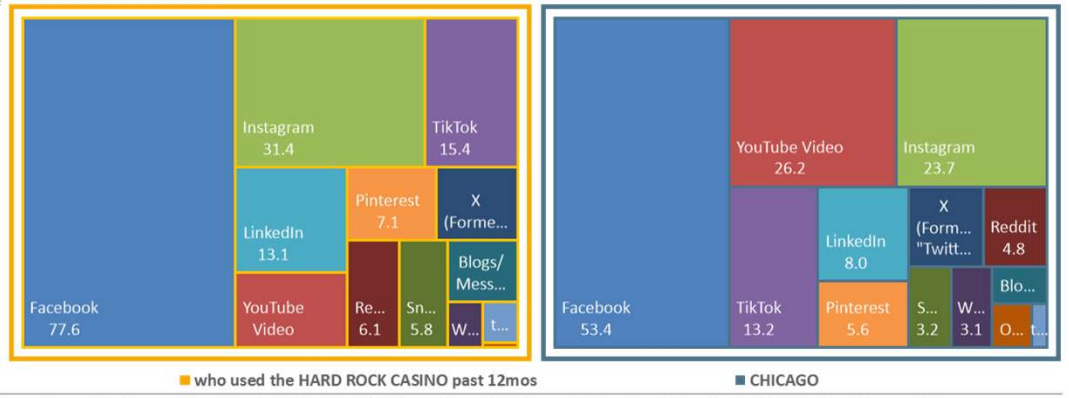
CHI

277,169 or 74.4% of Adults 21 or older who used the HARD ROCK CASINO past 12mos use Ad-Supported Facebook for an average of 66.5 minutes every day representing 41.2% of all time spent daily with Ad-Supported Social Media.

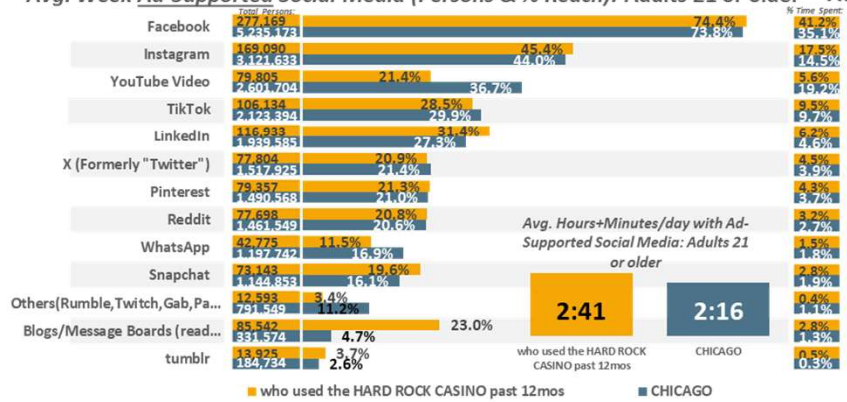
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



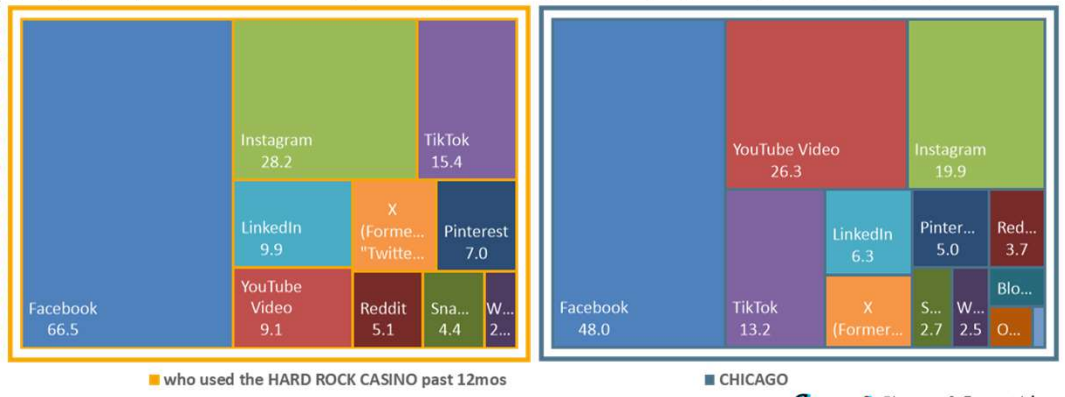
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 21 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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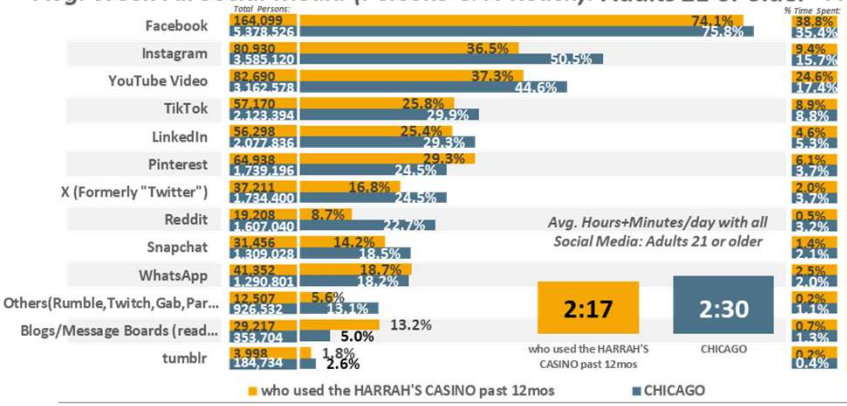
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

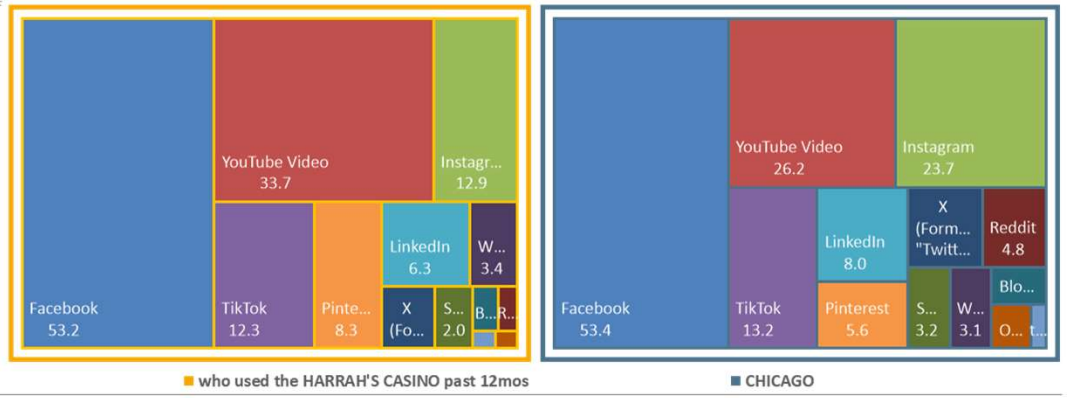
Harrah's CHI

151,341 or 68.3% of Adults 21 or older who used the HARRAH'S CASINO past 12mos use Ad-Supported Facebook for an average of 41.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

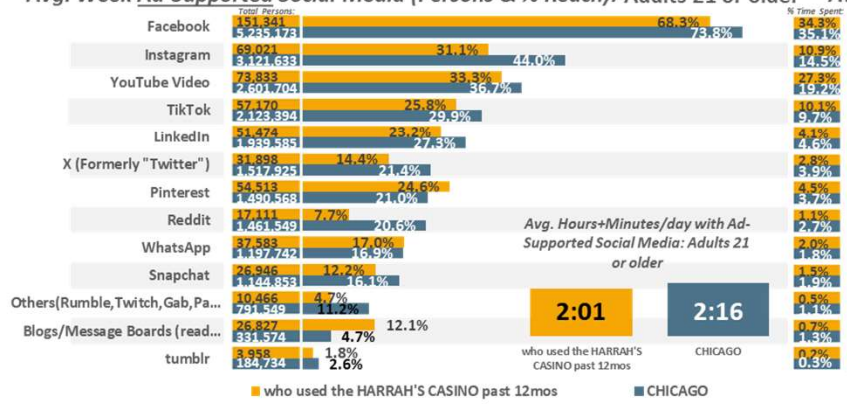
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



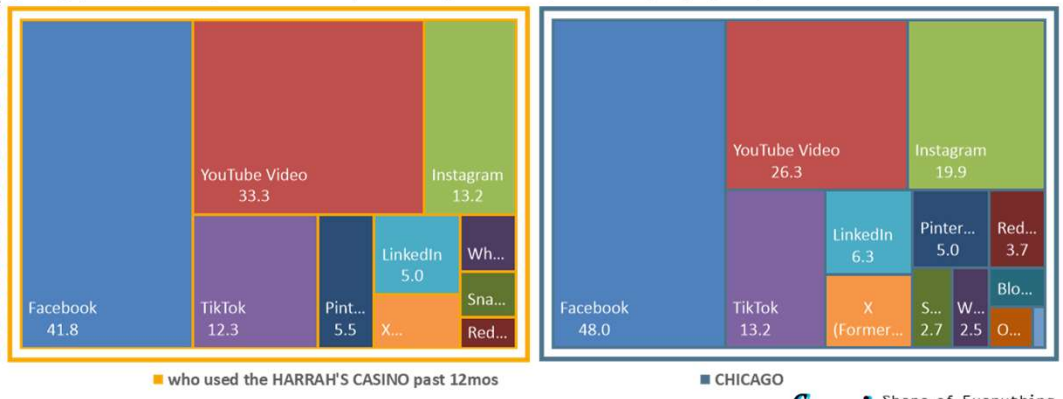
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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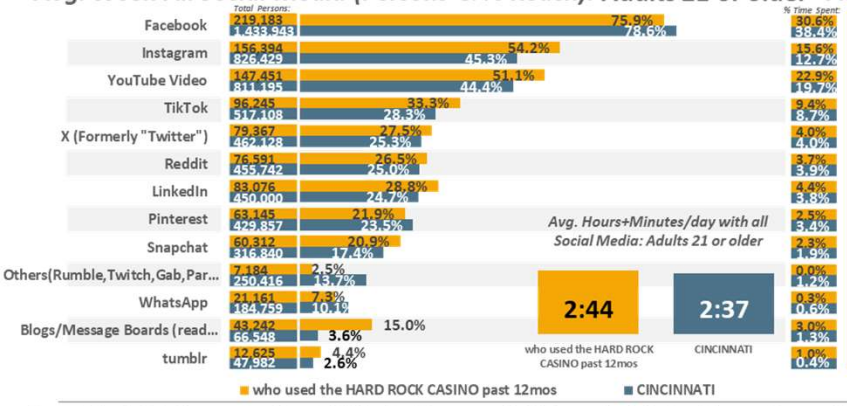
Casinos visited past 12 months (by name): Harrah's Joliet



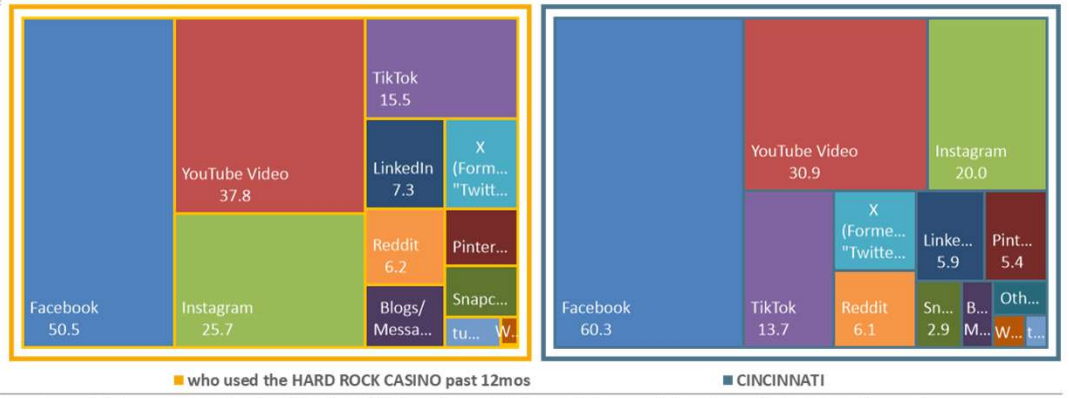
CIN

192,119 or 66.5% of Adults 21 or older who used the HARD ROCK CASINO past 12mos use Ad-Supported Facebook for an average of 42.2 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

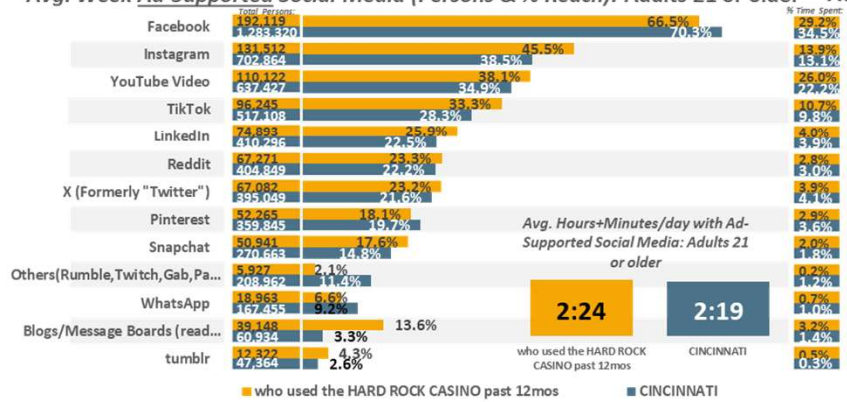
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



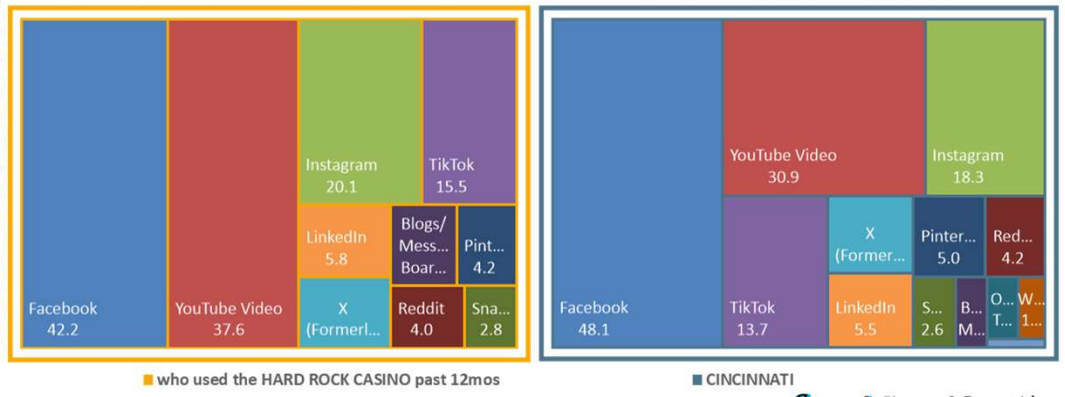
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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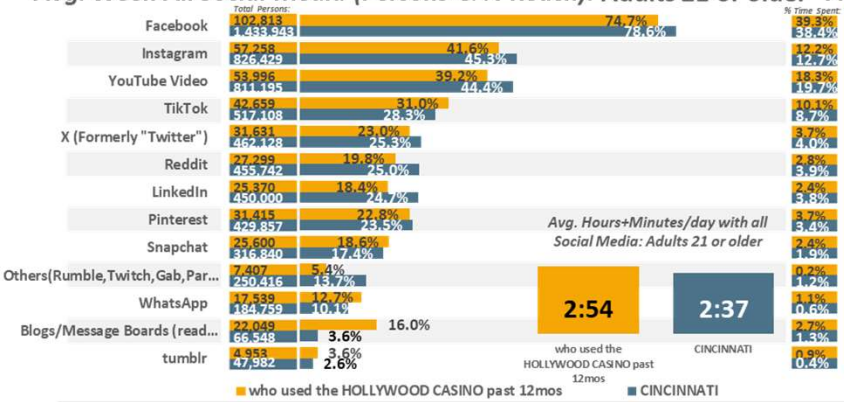
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



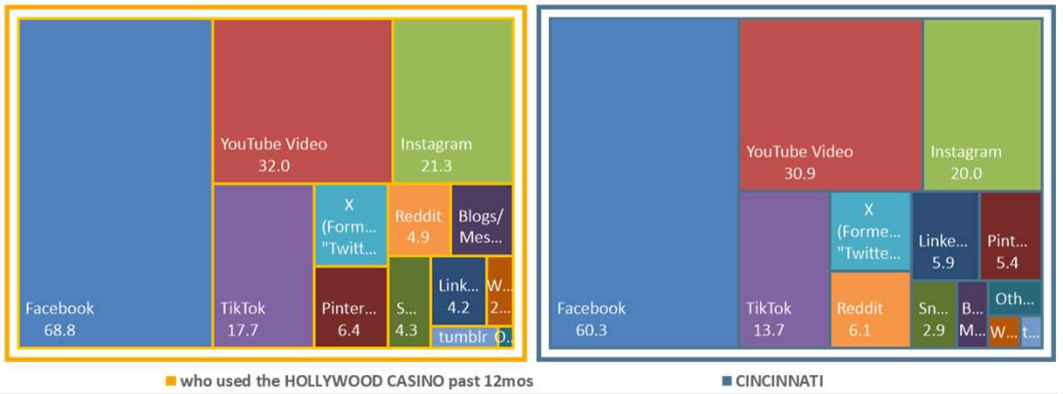
CIN

102,813 or 74.7% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos use Ad-Supported Facebook for an average of 60.1 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.

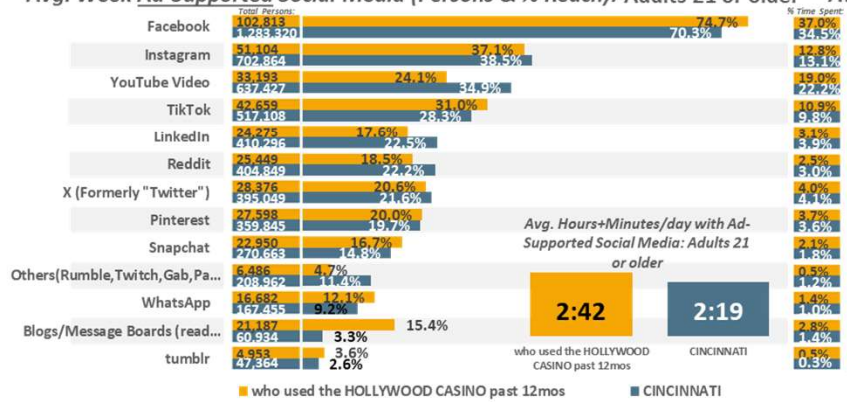
Avg. Week All Social Media (Persons & % Reach): Adults 21 or older



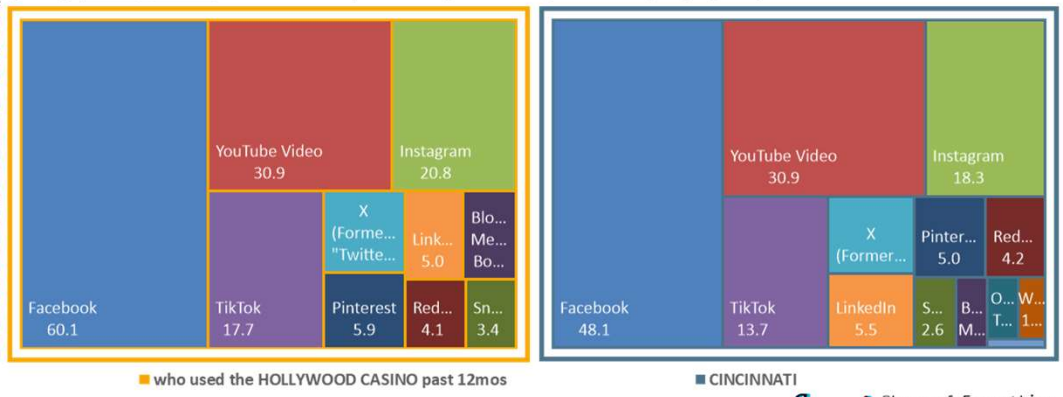
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

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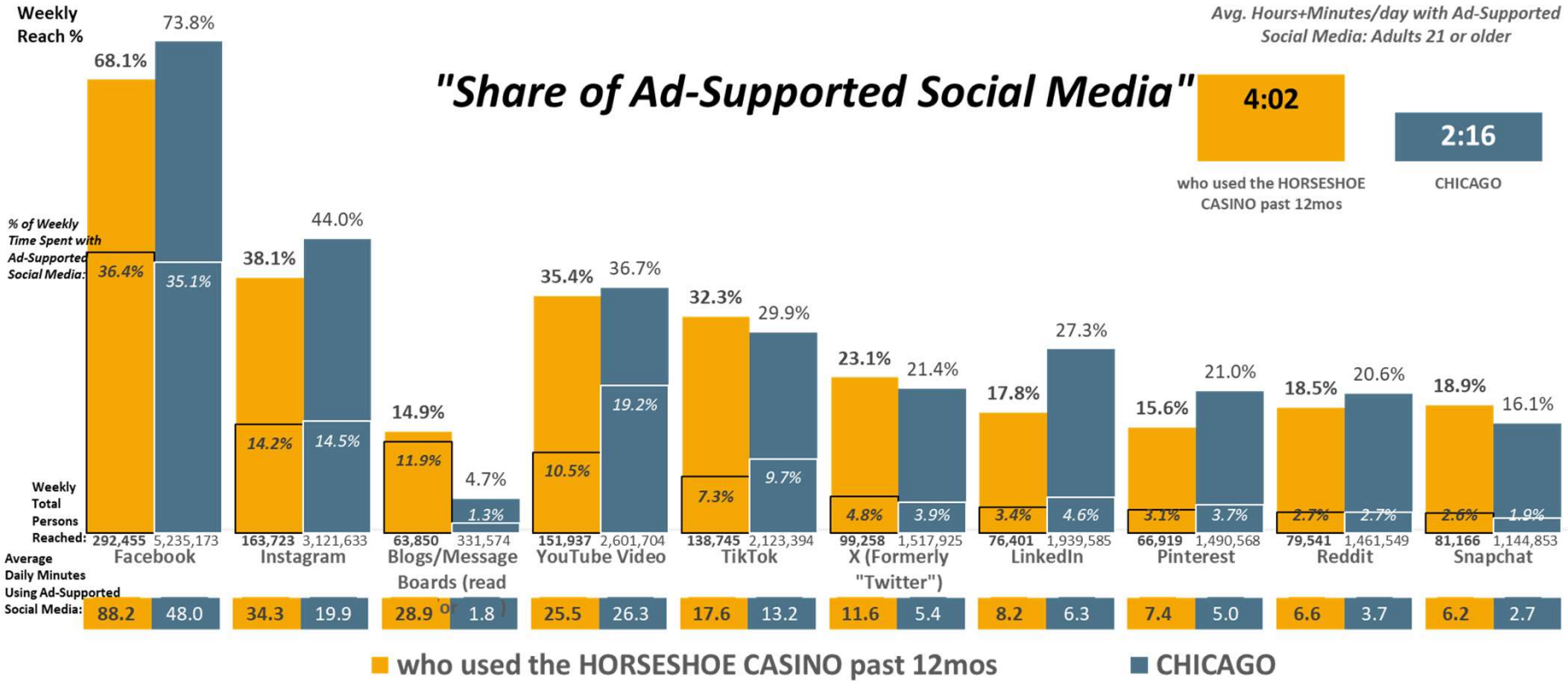
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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN



CHI

292,455 or 68.1% of Adults 21 or older who used the HORSESHOE CASINO past 12mos use Ad-Supported Facebook for an average of 88.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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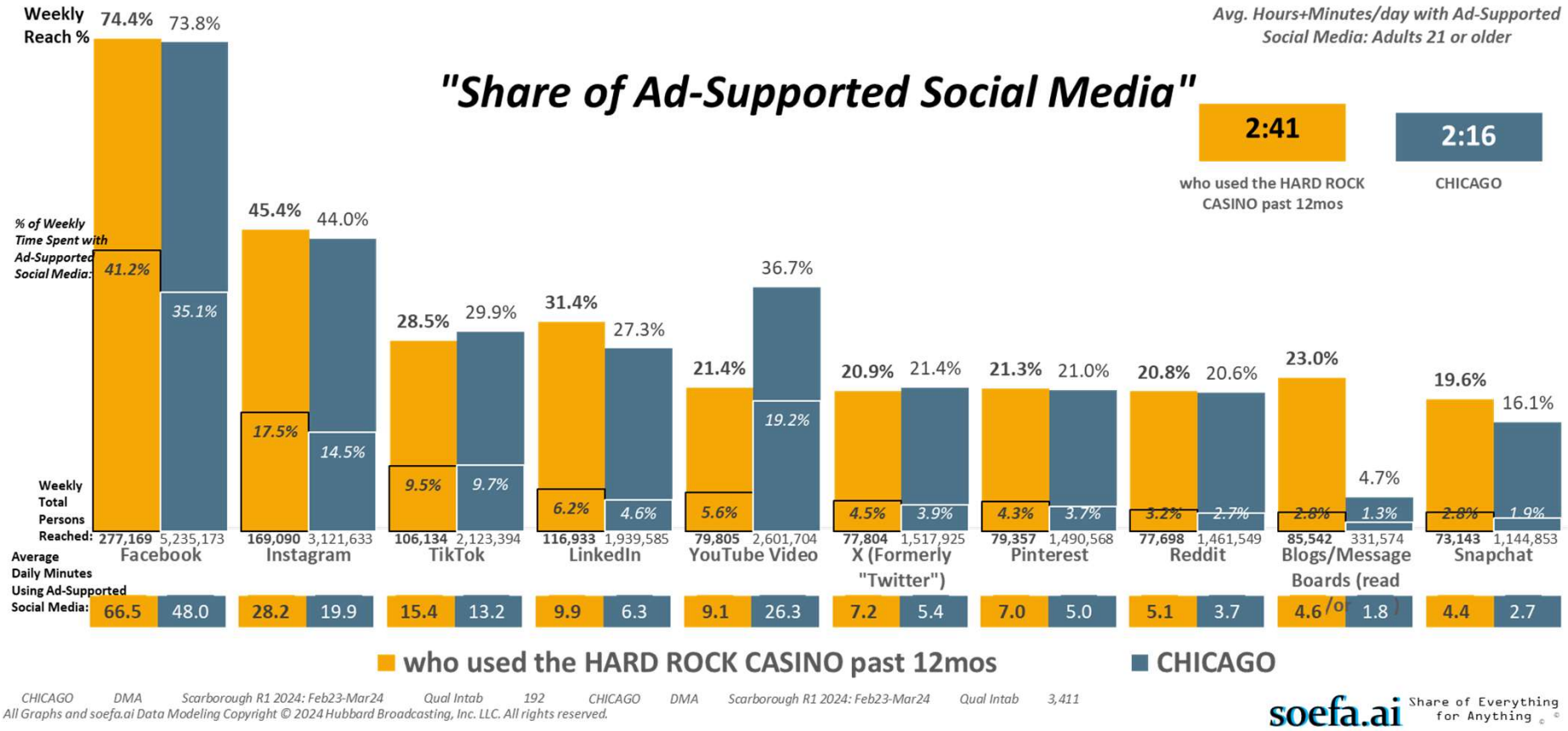
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Casinos visited past 12 months (by name): Horseshoe Hammond



CHI

277,169 or 74.4% of Adults 21 or older who used the HARD ROCK CASINO past 12mos use Ad-Supported Facebook for an average of 66.5 minutes every day representing 41.2% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

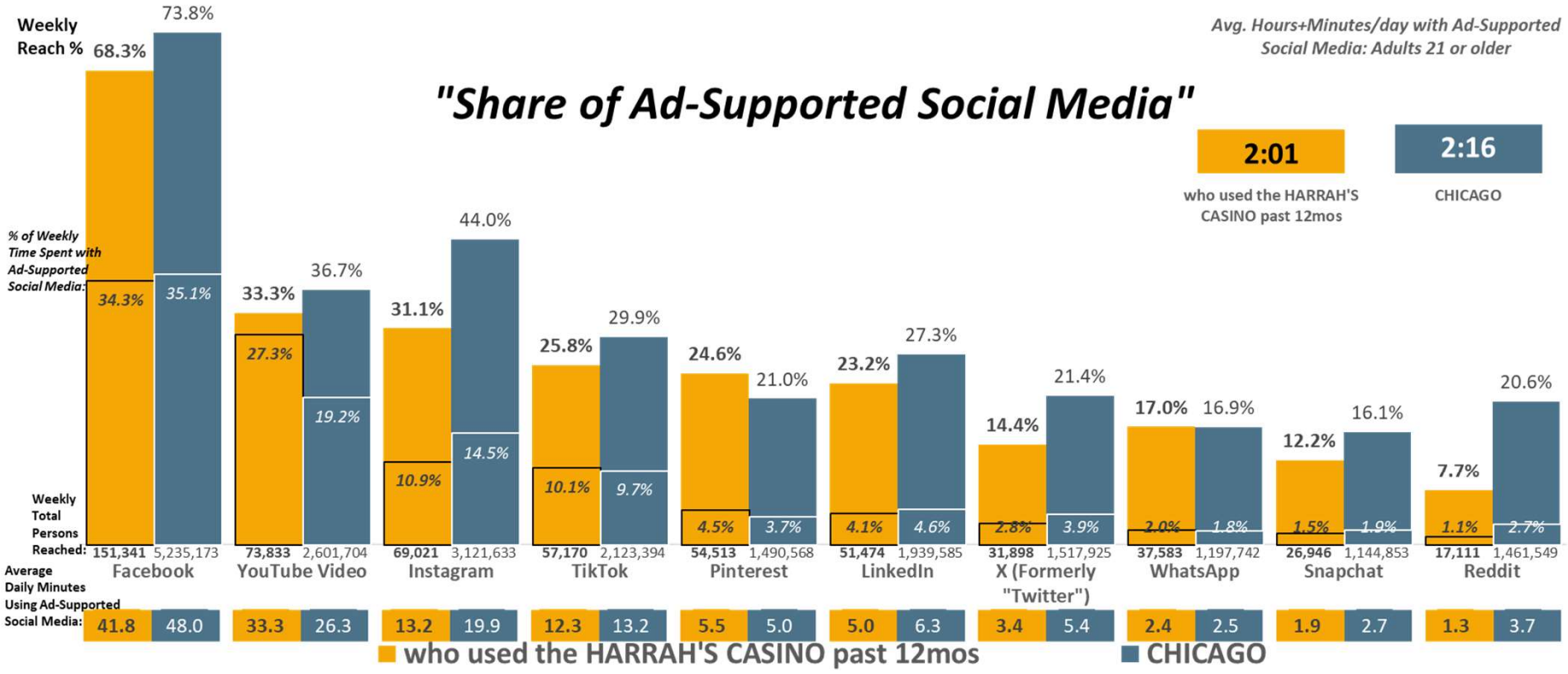
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

Harrah's CHI

151,341 or 68.3% of Adults 21 or older who used the HARRAH'S CASINO past 12mos use Ad-Supported Facebook for an average of 41.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,411

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Casinos visited past 12 months (by name): Harrah's Joliet



CIN

192,119 or 66.5% of Adults 21 or older who used the HARD ROCK CASINO past 12mos use Ad-Supported Facebook for an average of 42.2 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"

Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 21 or older

2:24 who used the HARD ROCK CASINO past 12mos

2:19 CINCINNATI

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	X (Formerly "Twitter")	Blogs/Message Boards (read	Pinterest	Reddit	Snapchat
Weekly Reach %	66.5% / 70.3%	38.1% / 34.9%	45.5% / 38.5%	33.3% / 28.3%	25.9% / 22.5%	23.2% / 21.6%	13.6% / 3.3%	18.1% / 19.7%	23.3% / 22.2%	17.6% / 14.8%
% of Weekly Time Spent with Ad-Supported Social Media:	29.2% / 34.5%	26.0% / 22.2%	13.9% / 13.1%	10.7% / 9.8%	4.0% / 3.9%	3.9% / 4.1%	3.2% / 1.4%	2.9% / 3.6%	2.8% / 3.0%	2.0% / 1.8%
Weekly Total Persons Reached:	192,119 / 1,283,320	110,122 / 637,427	131,512 / 702,864	96,245 / 517,108	74,893 / 410,296	67,082 / 395,049	39,148 / 60,934	52,265 / 359,845	67,271 / 404,849	50,941 / 270,663
Average Daily Minutes Using Ad-Supported Social Media:	42.2 / 48.1	37.6 / 30.9	20.1 / 18.3	15.5 / 13.7	5.8 / 5.5	5.7 / 5.7	4.6 / 1.9	4.2 / 5.0	4.0 / 4.2	2.8 / 2.6

■ who used the HARD ROCK CASINO past 12mos ■ CINCINNATI

CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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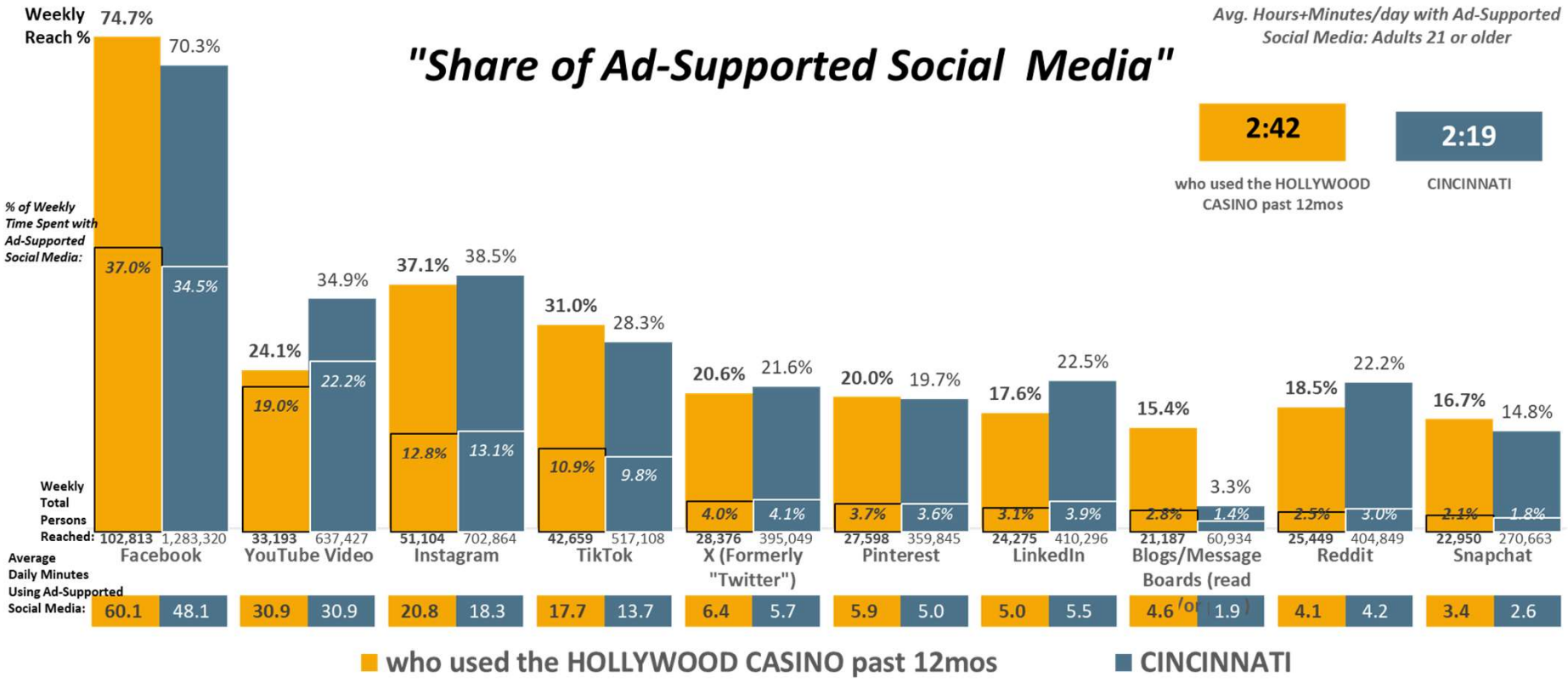
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Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



CIN

102,813 or 74.7% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos use Ad-Supported Facebook for an average of 60.1 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,886

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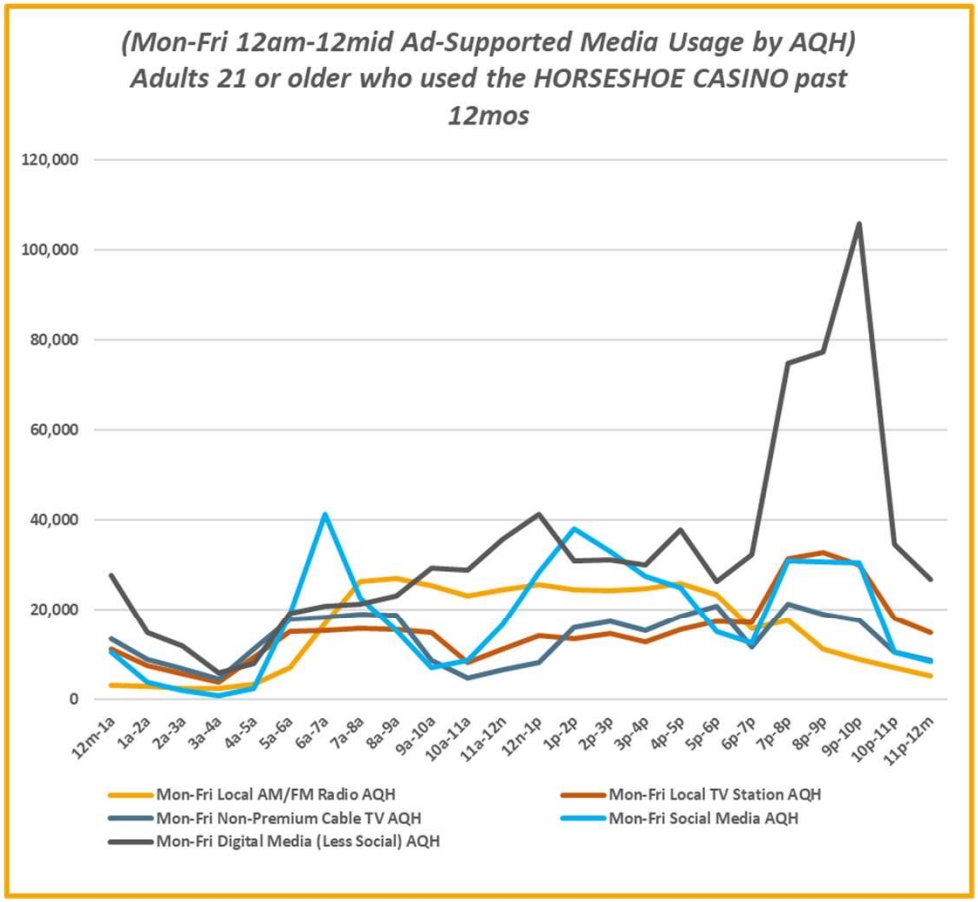
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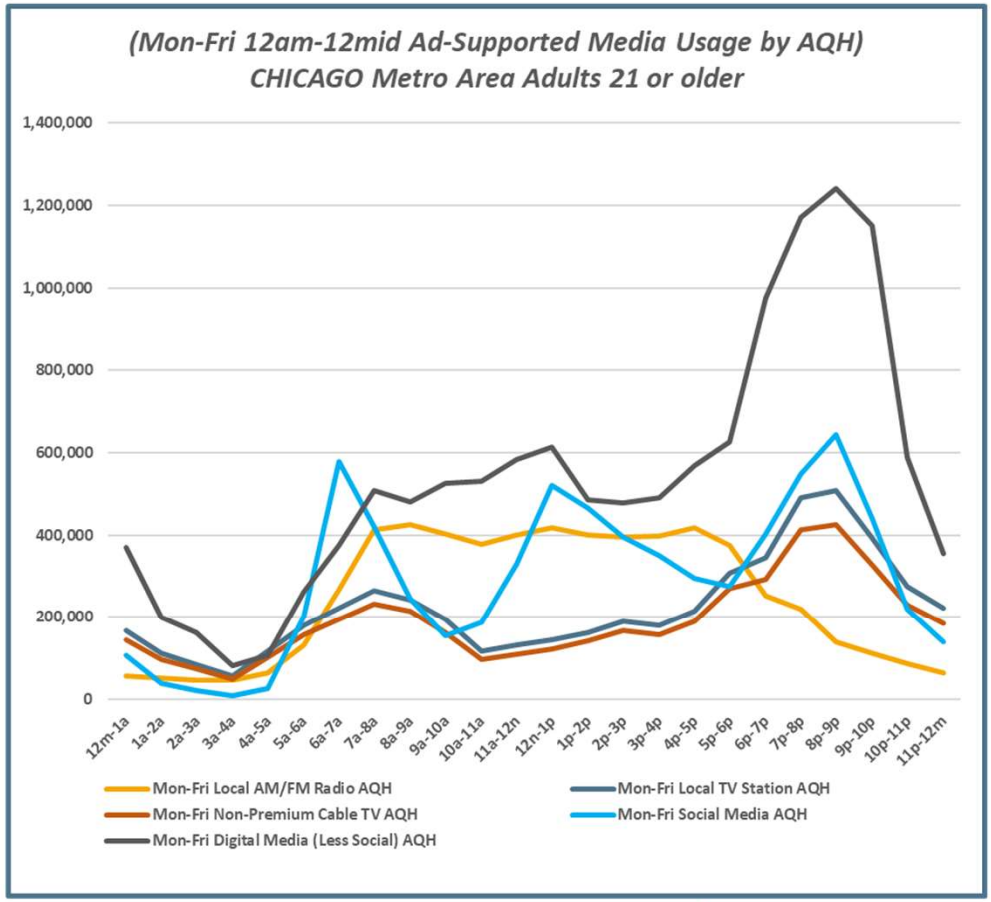
Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN



CHI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,921; Local Radio: 23,622; Social Media: 22,371; Local TV: 14,299; Non-Prem. Cable: 14,129 reaching Adults 21 or older who used the HORSESHOE CASINO past 12mos.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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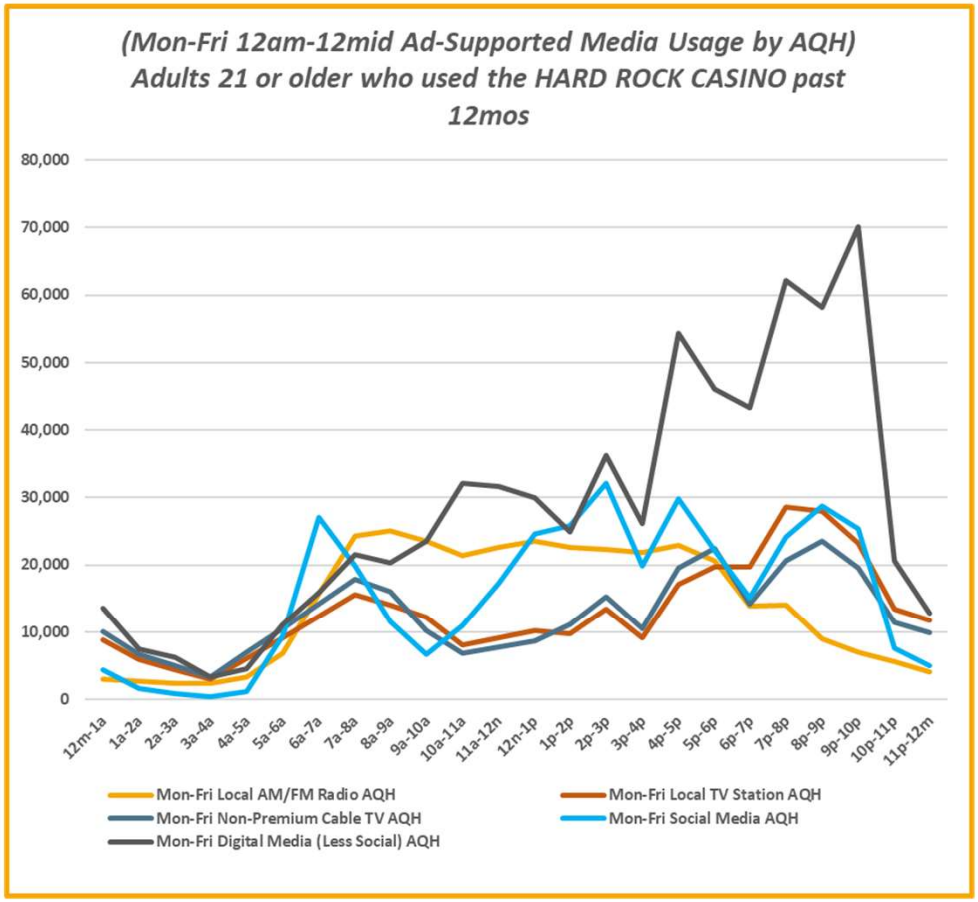
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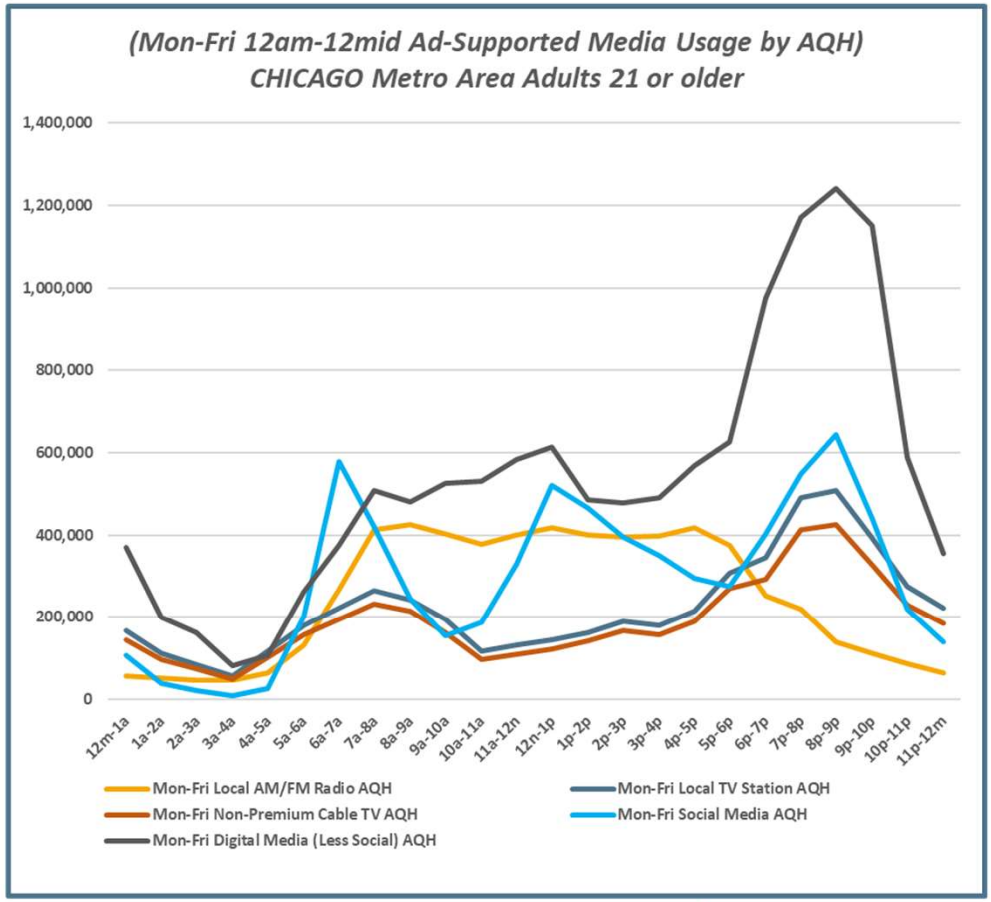
Casinos visited past 12 months (by name): Horseshoe Hammond



CHI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,218; Local Radio: 21,574; Social Media: 20,216; Non-Prem. Cable: 13,398; Local TV: 13,097 reaching Adults 21 or older who used the HARD ROCK CASINO past 12mos.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

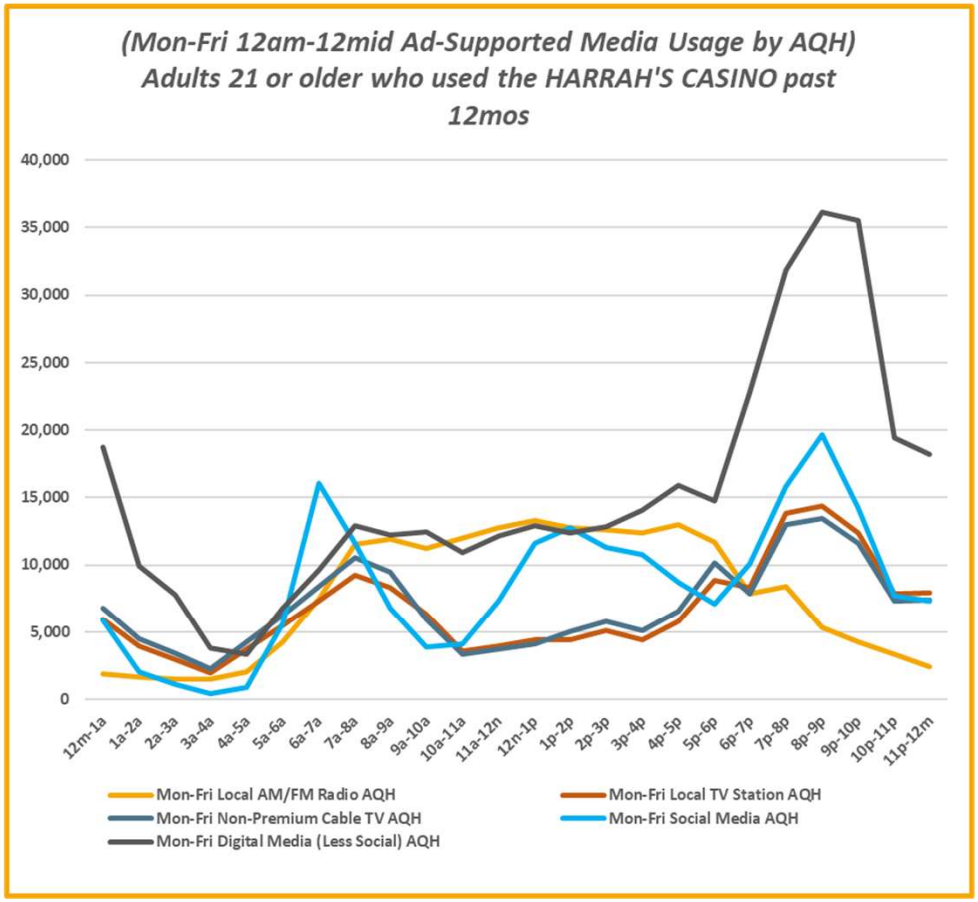
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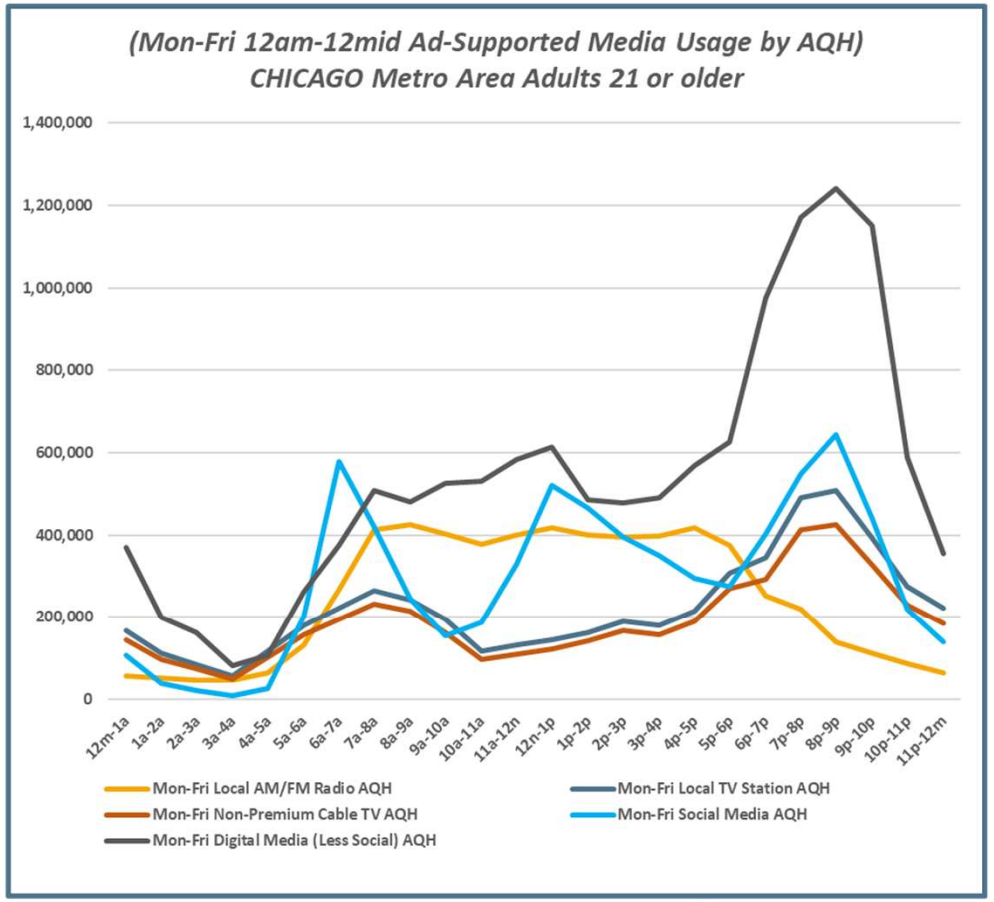
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

Harrah's  CHI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,524; Local Radio: 11,572; Social Media: 9,393; Non-Prem. Cable: 6,606; Local TV: 6,159 reaching Adults 21 or older who used the HARRAH'S CASINO past 12mos.





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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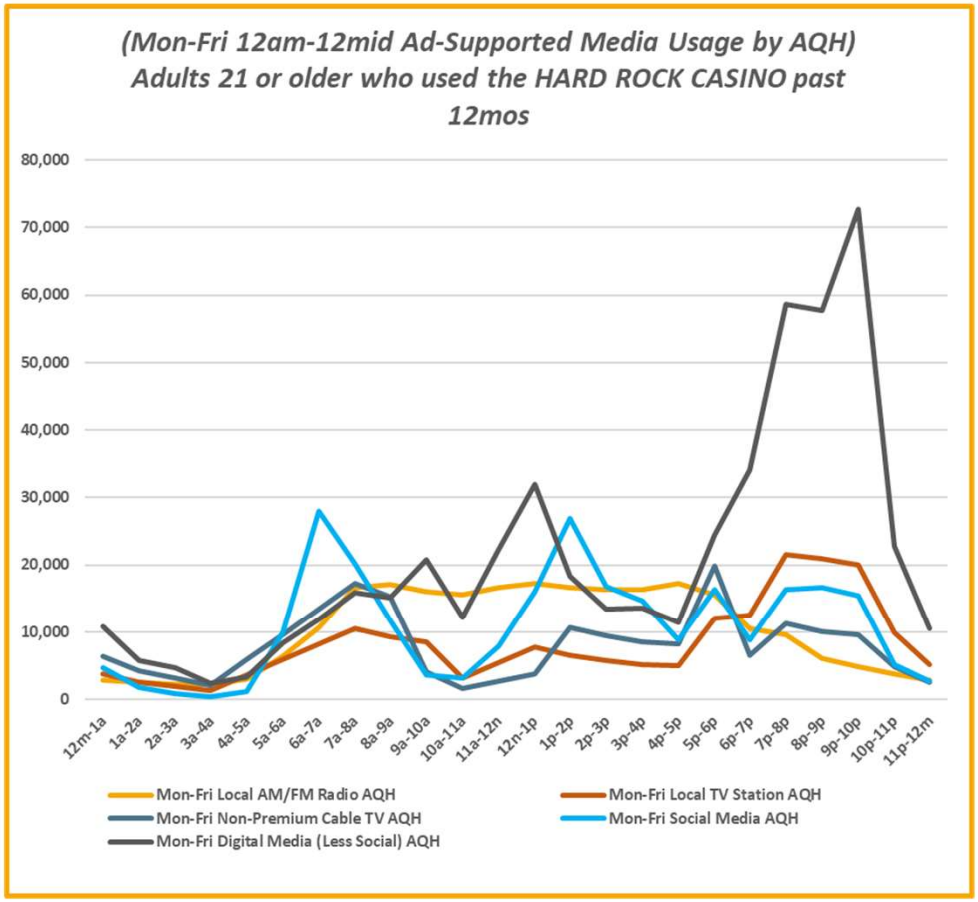
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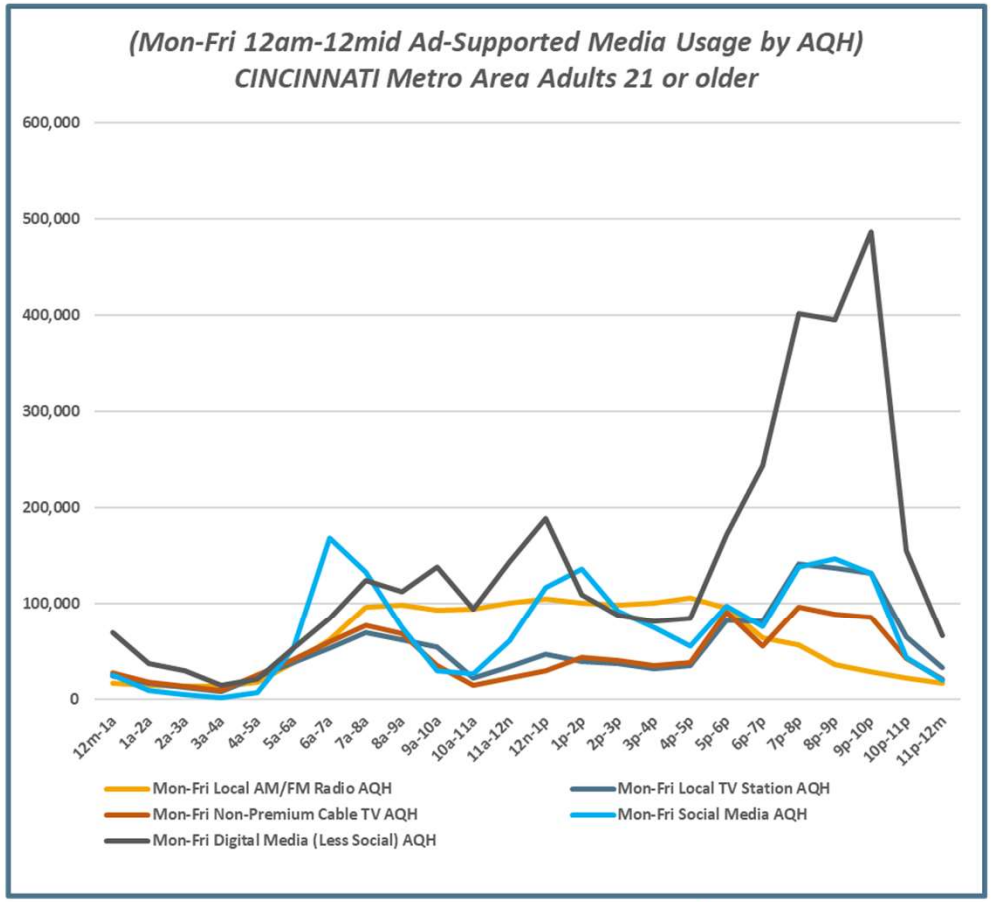
Casinos visited past 12 months (by name): Harrah's Joliet



CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,860; Local Radio: 15,561; Social Media: 14,054; Non-Prem. Cable: 9,307; Local TV: 7,664 reaching Adults 21 or older who used the HARD ROCK CASINO past 12mos.





CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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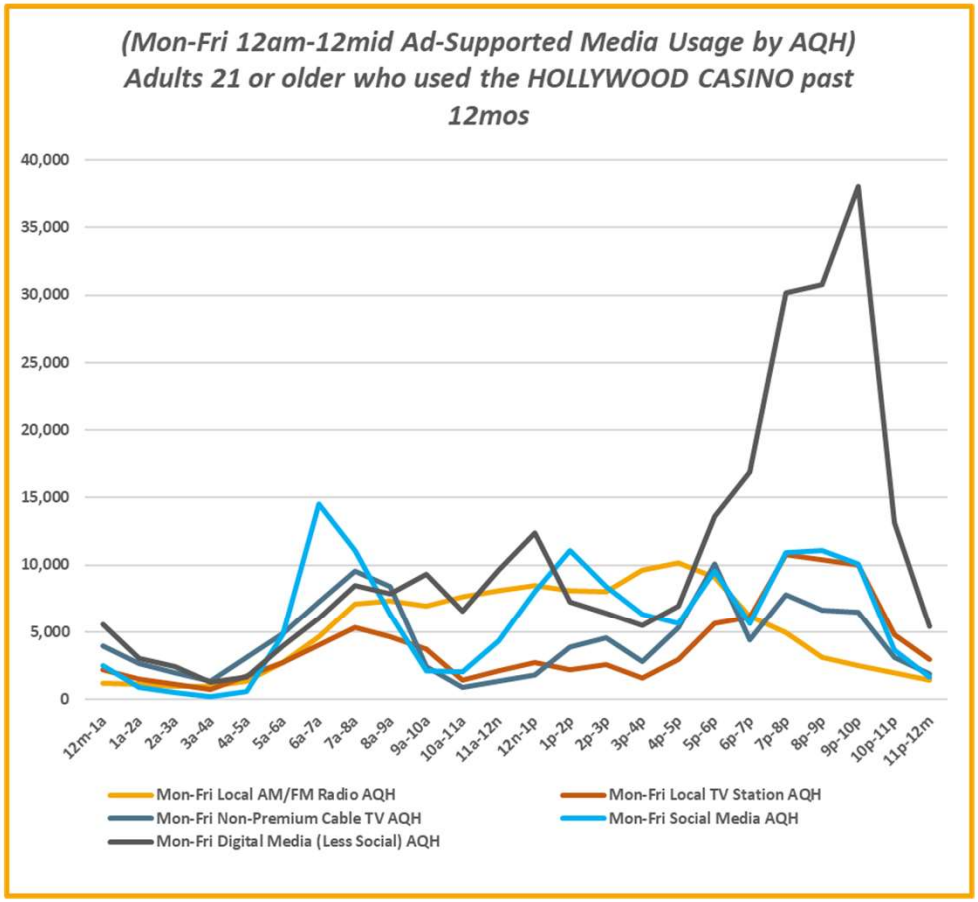
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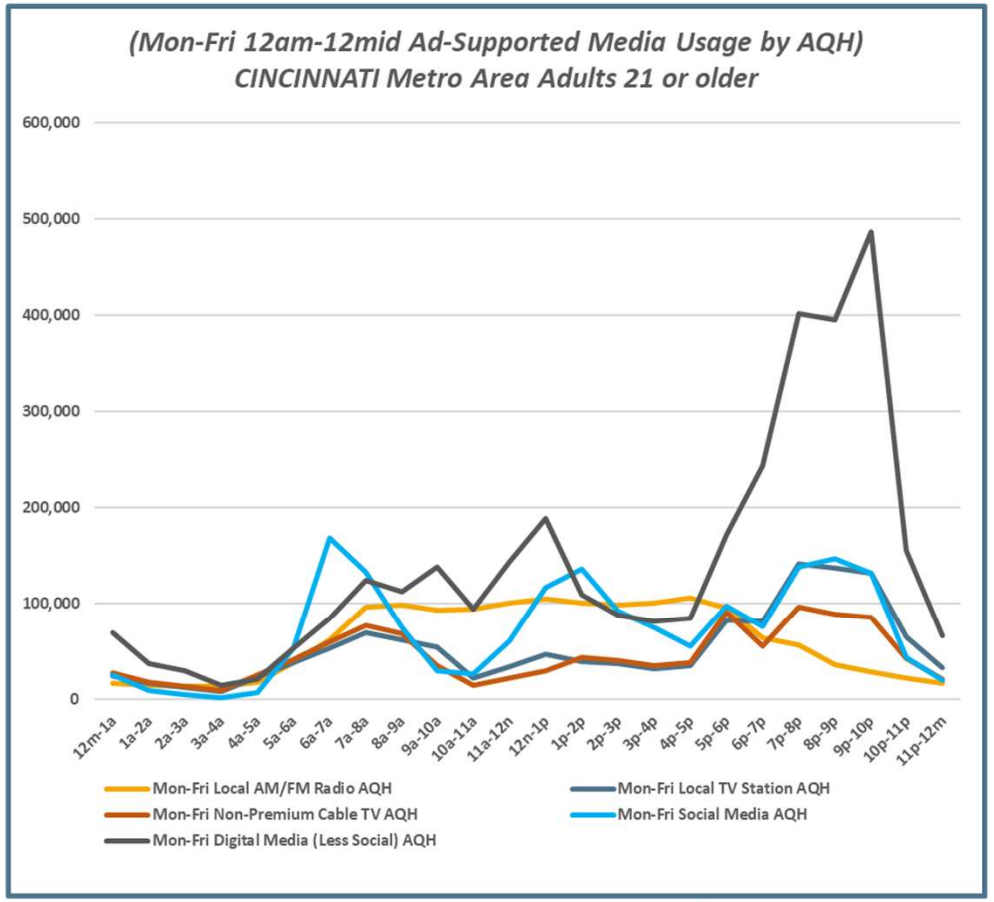
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,982; Local Radio: 7,791; Social Media: 7,309; Non-Prem. Cable: 4,811; Local TV: 3,455 reaching Adults 21 or older who used the HOLLYWOOD CASINO past 12mos.





CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

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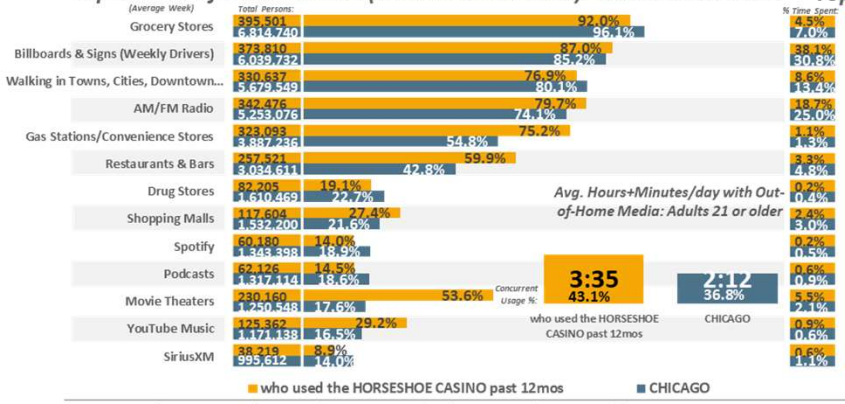
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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

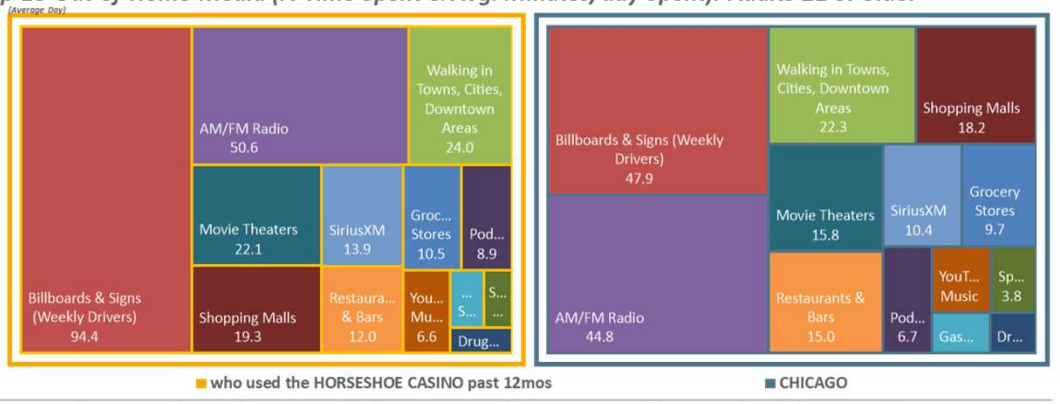


373,810 or 87.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an average of 94.4 minutes per day driving, seeing Billboards and Signs. 73.6% Listen to Local Radio Stations Out-of-Home for an average of 44. minutes/day.

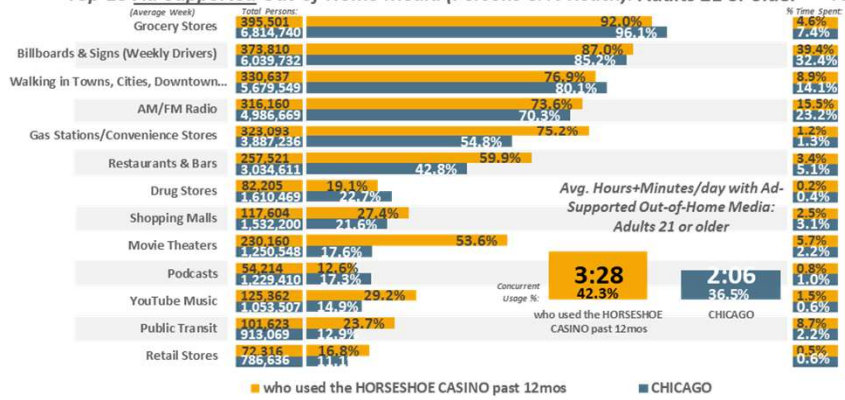
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



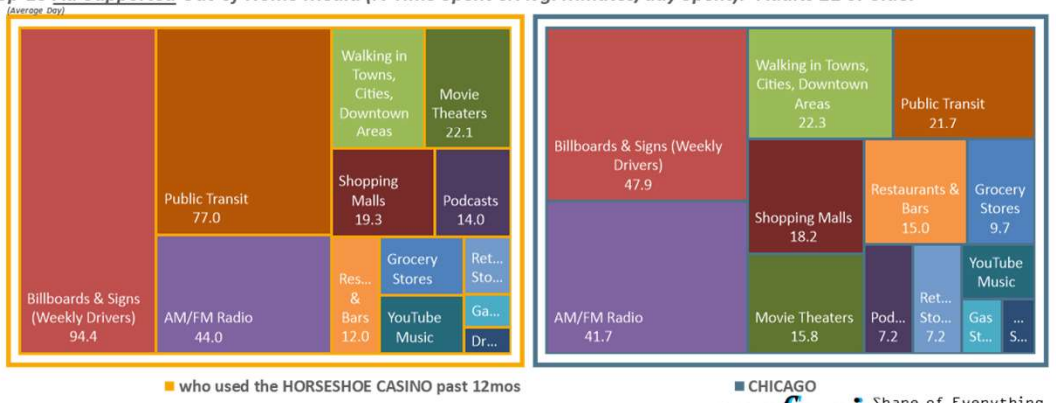
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 182

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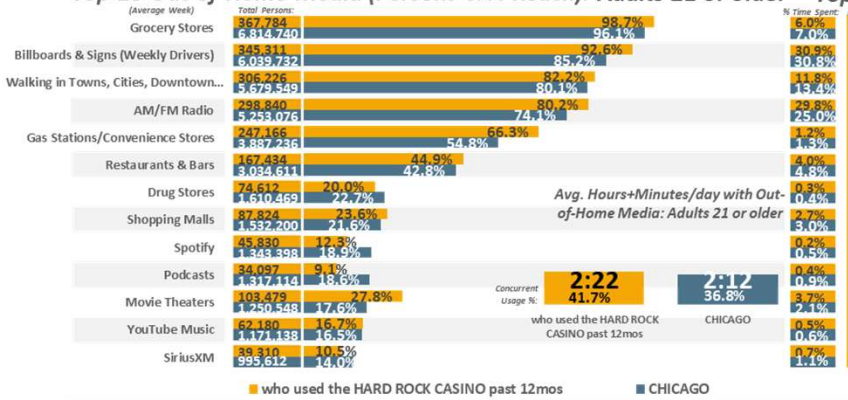
Casinos visited past 12 months (by name): Horseshoe Hammond



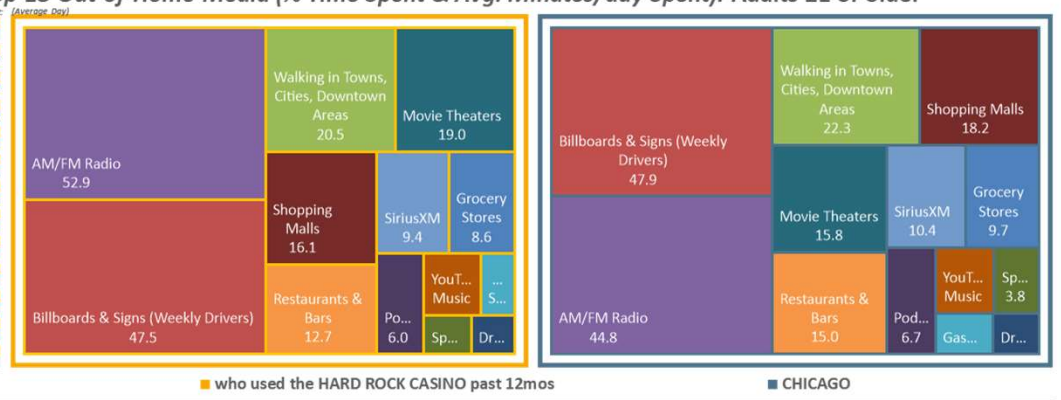
CHI

345,311 or 92.6% of Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an average of 47.5 minutes per day driving, seeing Billboards and Signs. 76.4% Listen to Local Radio Stations Out-of-Home for an average of 50.5 minutes/day.

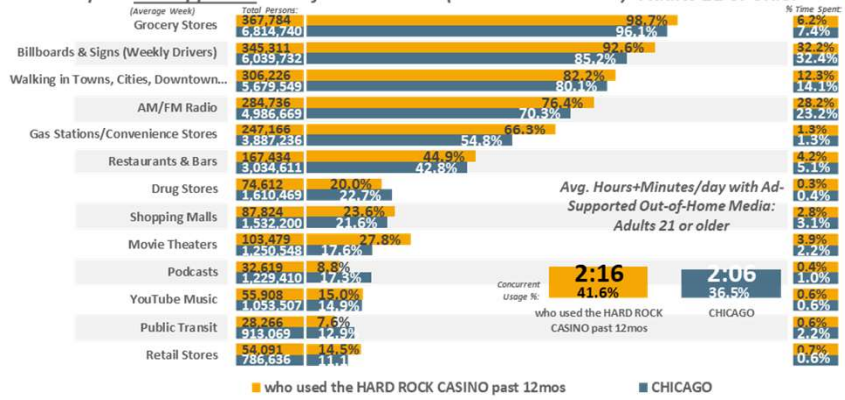
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



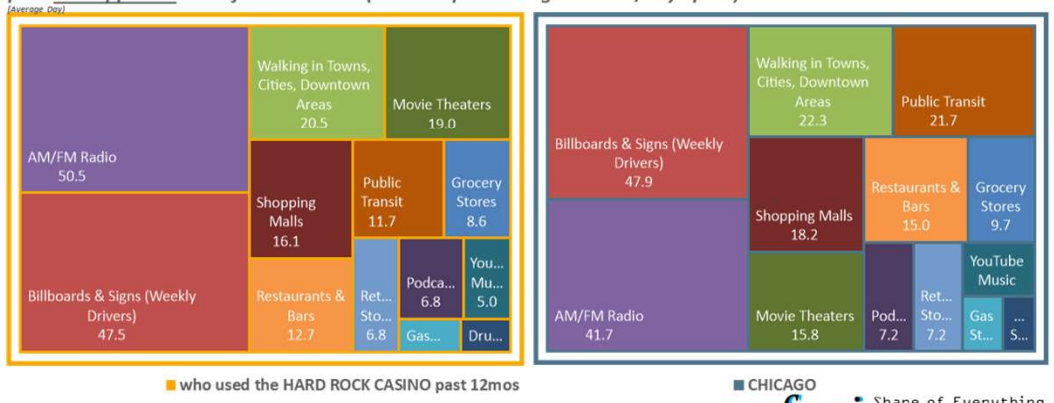
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

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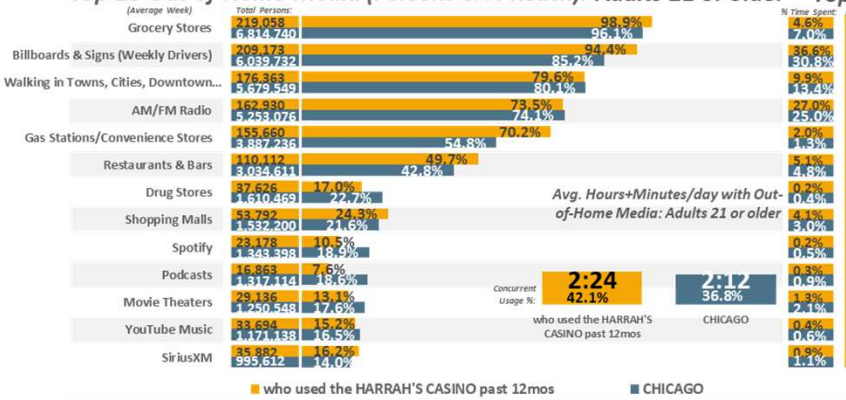
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

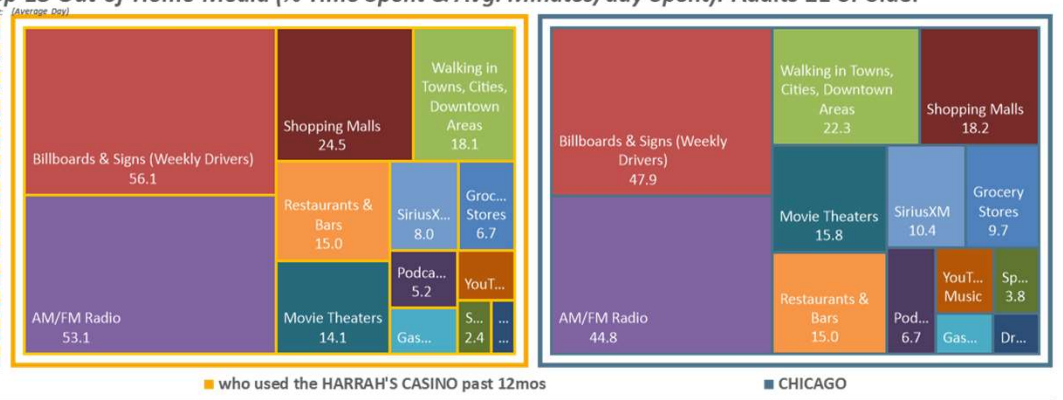


209,173 or 94.4% of Adults 21 or older who used the HARRAH'S CASINO past 12mos spend an average of 56.1 minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 51.8 minutes/day.

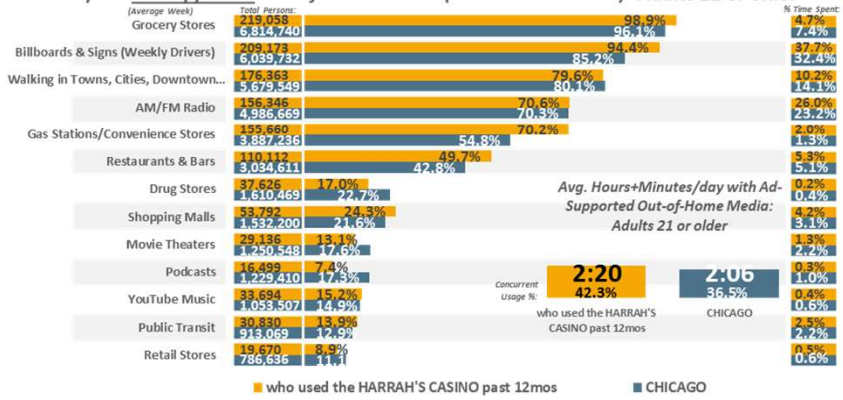
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



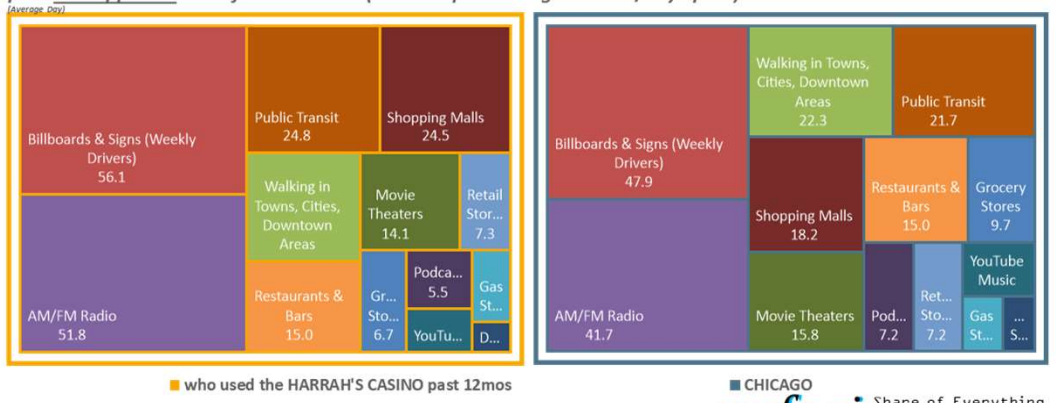
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 116

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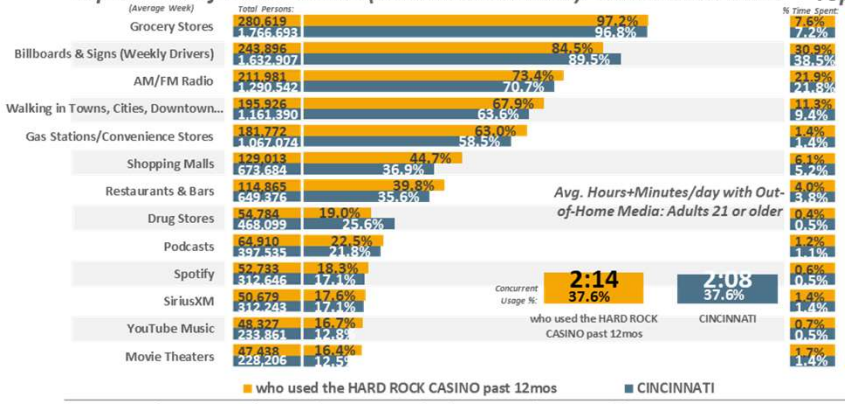
Casinos visited past 12 months (by name): Harrah's Joliet



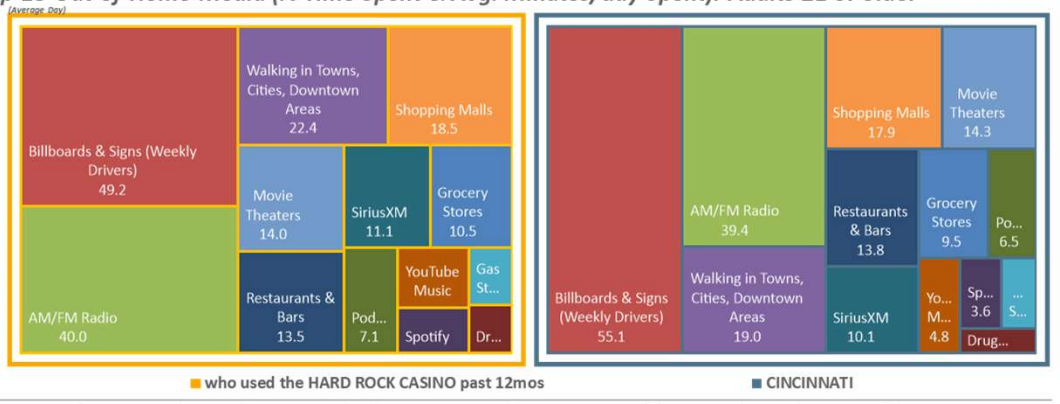
CIN

243,896 or 84.5% of Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an average of 49.2 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/day.

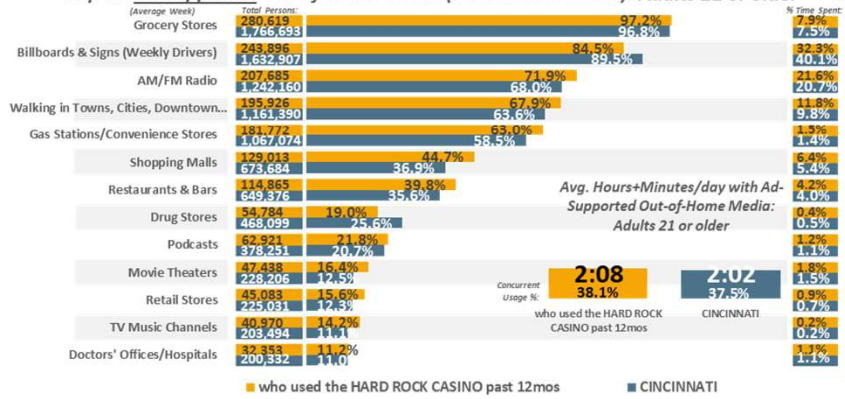
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



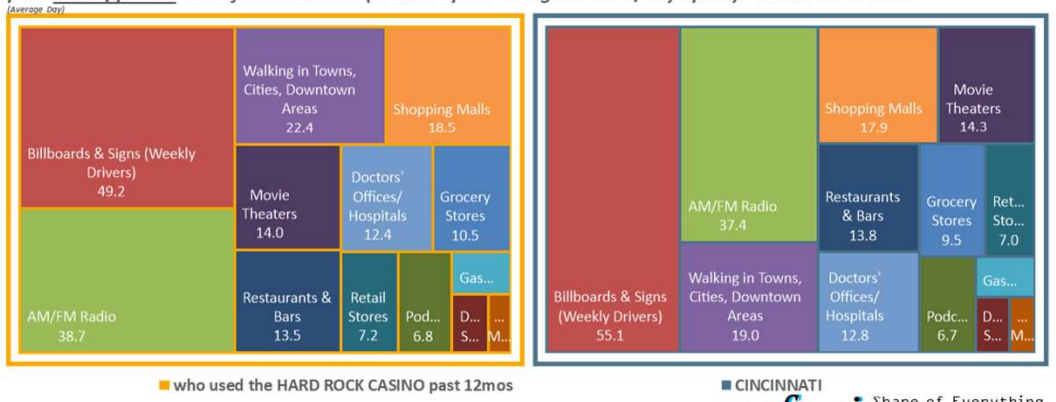
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 317

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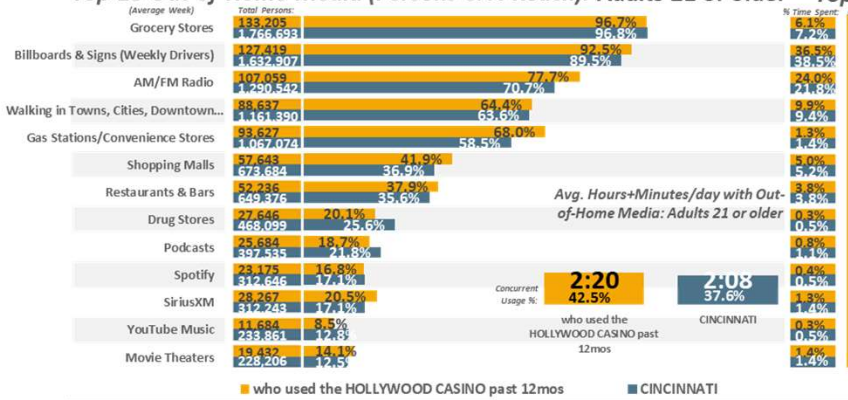
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



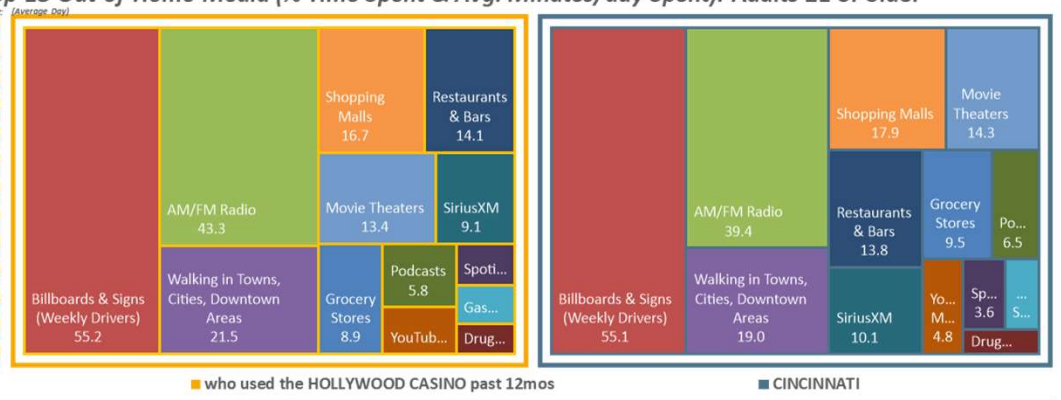
CIN

127,419 or 92.5% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an average of 55.2 minutes per day driving, seeing Billboards and Signs. 74.9% Listen to Local Radio Stations Out-of-Home for an average of 41. minutes/day.

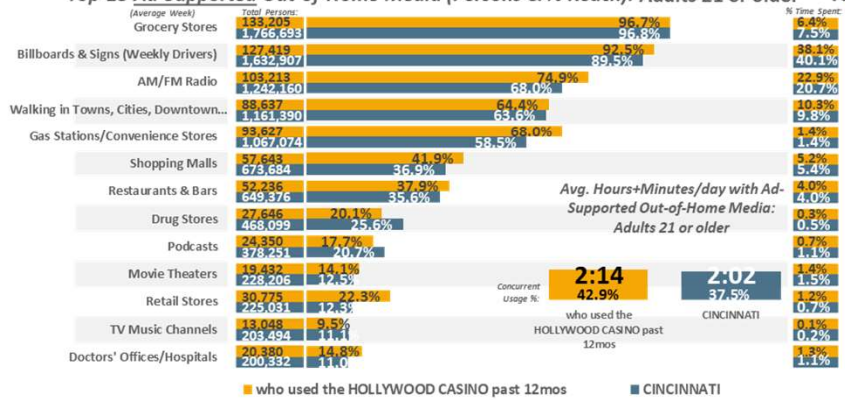
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 160

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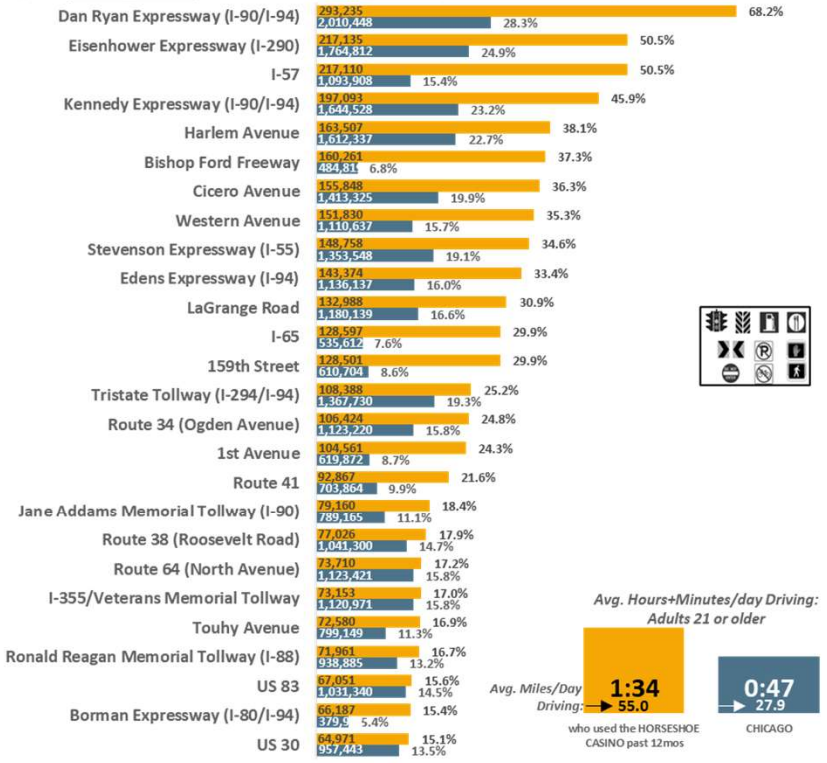
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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN



373,810 or 87.% of Adults 21 or older who used the HORSESHOE CASINO past 12mos spend an average of 94.4 minutes per day driving an average of 55. miles each day and are 445.6% more likely to use Bishop Ford Freeway than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

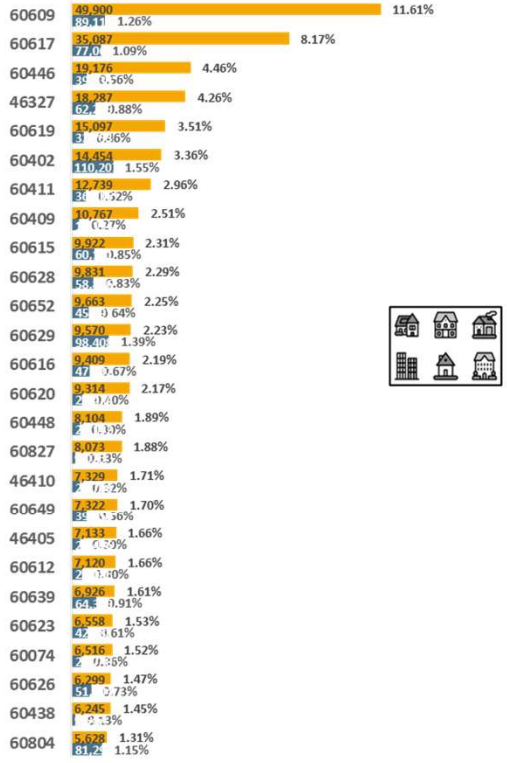


Avg. Hours+Minutes/day Driving: Adults 21 or older

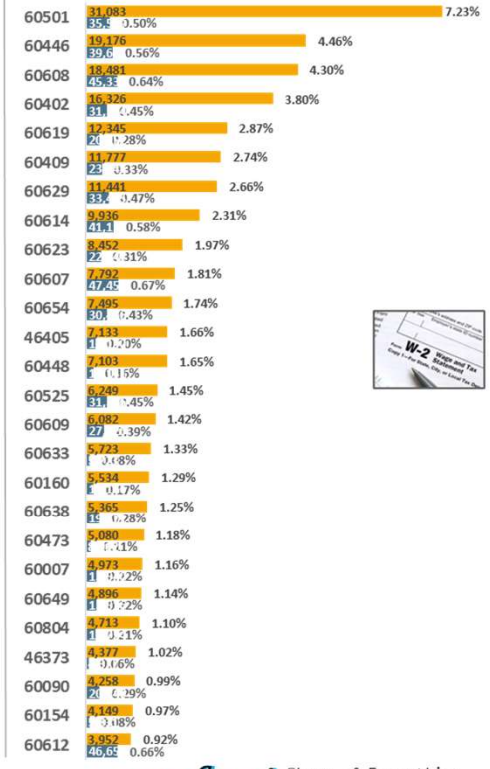
Avg. Miles/Day Driving: 1:34 → 55.0 (who used the HORSESHOE CASINO past 12mos)

0:47 → 27.9 (CHICAGO)

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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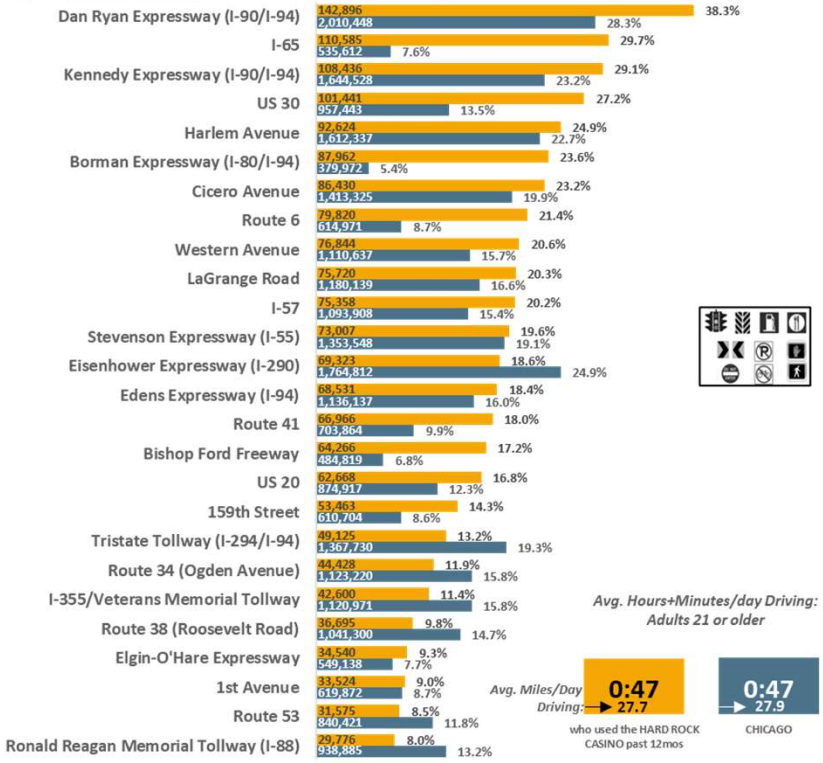
Casinos visited past 12 months (by name): Horseshoe Hammond



CHI

345,311 or 92.6% of Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an average of 47.5 minutes per day driving an average of 27.7 miles each day and are 340.6% more likely to use Borman Expressway (I-80/I-94) than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



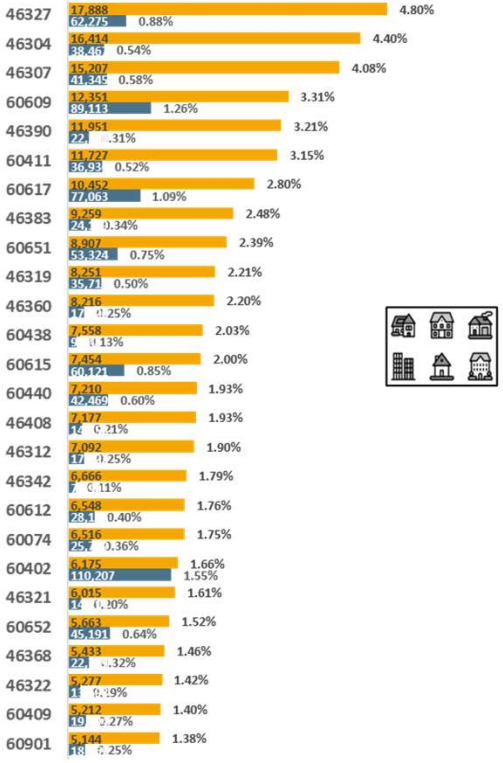
Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving: → 27.7

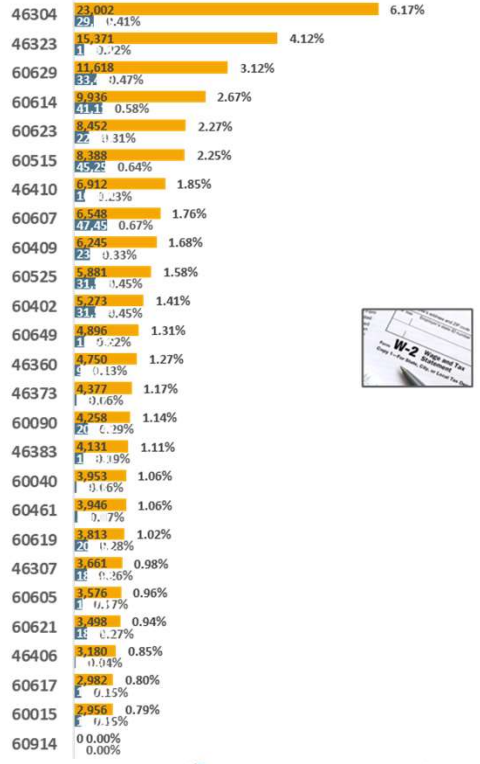
0:47 who used the HARD ROCK CASINO past 12mos

0:47 → 27.9 CHICAGO

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 192

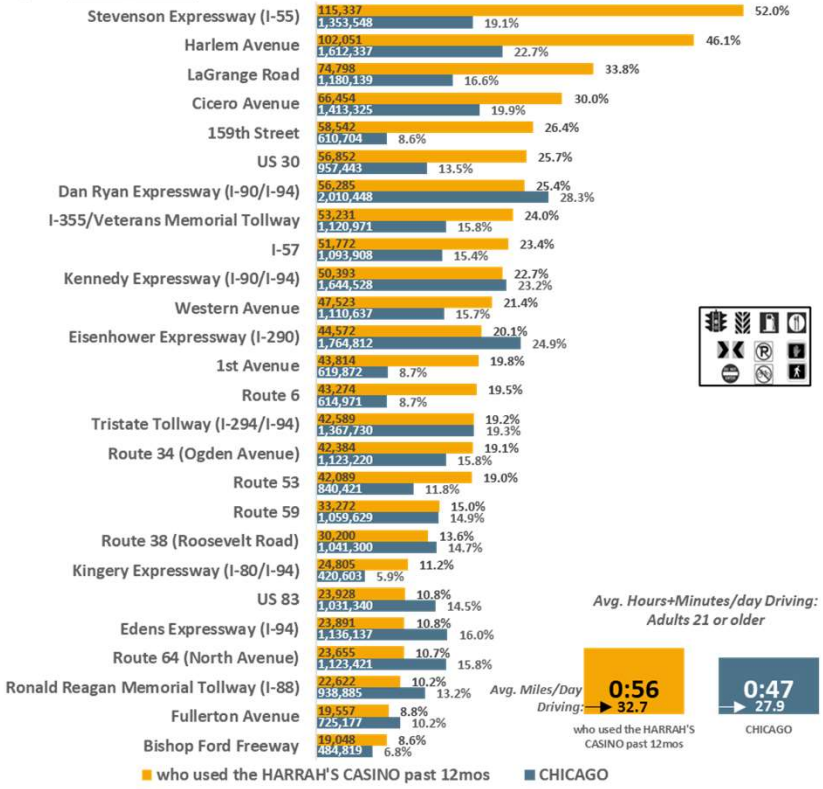
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

Harrah's CHI

209,173 or 94.4% of Adults 21 or older who used the HARRAH'S CASINO past 12mos spend an average of 56.1 minutes per day driving an average of 32.7 miles each day and are 206.8% more likely to use 159th Street than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



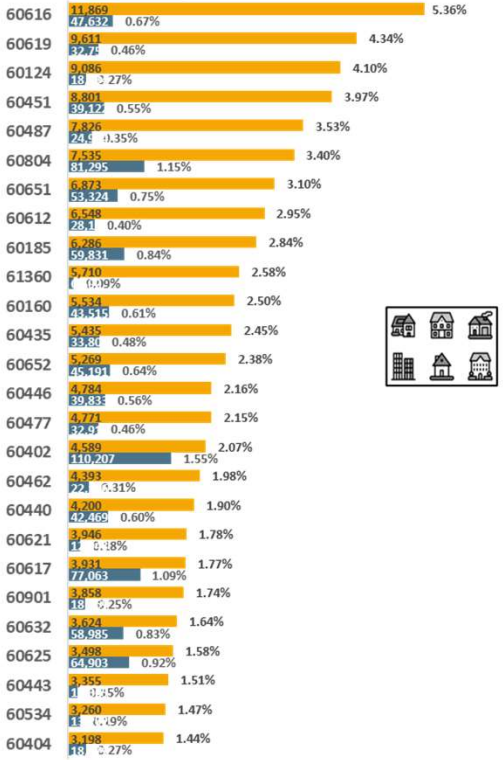
Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving: 32.7

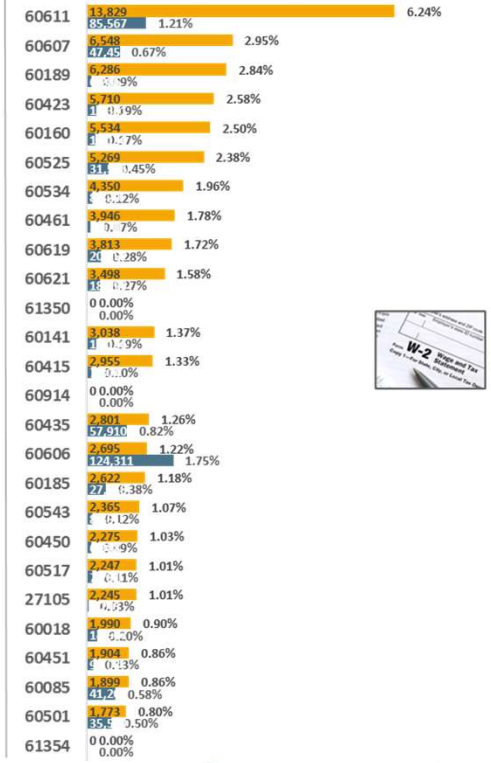
0:56 who used the HARRAH'S CASINO past 12mos

0:47 (27.9) CHICAGO

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



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Casinos visited past 12 months (by name): Harrah's Joliet



CIN

243,896 or 84.5% of Adults 21 or older who used the HARD ROCK CASINO past 12mos spend an average of 49.2 minutes per day driving an average of 28.6 miles each day and are 67.9% more likely to use Red Bank Road than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

	who used the HARD ROCK CASINO past 12mos		CINCINNATI	
I-75	181,854	63.0%	1,039,332	56.9%
I-71	160,585	55.6%	847,917	46.4%
I-275	153,161	53.0%	1,016,598	55.7%
I-471	82,727	28.6%	346,602	19.0%
I-74	64,675	22.4%	349,199	19.1%
Ronald Reagan Cross County Highway	56,291	19.5%	319,327	17.5%
US 22 (Montgomery Road)	50,553	17.5%	336,415	18.4%
US 50 (River Road)	50,176	17.4%	221,925	12.2%
Red Bank Road	48,254	16.7%	181,682	10.0%
Glenway Avenue	45,944	15.9%	197,263	10.8%
Winton Road	43,430	15.0%	178,157	9.8%
US 27 (Colerain Avenue)	41,879	14.5%	242,564	13.3%
Norwood Lateral Expressway	38,358	13.3%	164,165	9.0%
State Road 125 (Beechmont Avenue/Ohio Pike)	38,142	13.2%	198,652	10.9%
US 50 (Columbia Parkway)	36,923	12.8%	162,322	8.9%
Dixie Highway	36,416	12.6%	321,760	17.6%
US 127 (Hamilton Avenue)	35,603	12.3%	211,654	11.6%
Harrison Avenue	33,758	11.7%	205,084	11.2%
Route 32	32,050	11.1%	209,834	11.5%
Queen City Avenue	23,724	8.2%	91,765	5.0%
US 50 (Wooster Pike)	20,969	7.3%	123,697	6.8%
Bridgetown Road	20,889	7.2%	129,076	7.1%
Loveland - Madeira Road	19,834	6.9%	146,695	8.0%
Route 42	19,717	6.8%	182,970	10.0%
Route 747	15,264	5.3%	164,791	9.0%
State Road 747 (Princeton, Glendale Road)	14,427	5.0%	145,645	8.0%

Avg. Hours+Minutes/day Driving: Adults 21 or older

Avg. Miles/Day Driving: 28.6

0:49 who used the HARD ROCK CASINO past 12mos

0:55 (32.1) CINCINNATI

Top-26 Residential Zip Codes: Adults 21 or older

	who used the HARD ROCK CASINO past 12mos		CINCINNATI	
45238	17,520	6.07%	44,912	2.46%
41042	12,240	4.24%	54,140	2.97%
45224	11,000	3.81%	20,488	1.12%
45227	9,442	3.27%	14,626	0.80%
45239	8,624	2.99%	20,104	1.10%
45236	8,025	2.78%	26,493	1.45%
45230	7,494	2.60%	18,471	1.01%
45237	7,463	2.58%	23,648	1.30%
45207	6,964	2.41%	11,7[illegible]	0.65%
41017	6,594	2.28%	34,332	1.88%
45013	6,096	2.11%	51,720	2.83%
45014	5,860	2.03%	28,952	1.59%
45215	5,855	2.03%	16,691	0.91%
45205	5,522	1.91%	12,96[illegible]	0.71%
45036	5,339	1.85%	34,741	1.90%
41011	5,205	1.80%	15,966	0.87%
45244	4,626	1.60%	31,584	1.73%
45103	4,612	1.60%	30,084	1.65%
45209	4,607	1.60%	15,793	0.87%
45229	4,502	1.56%	11,5[illegible]	0.63%
45011	4,357	1.51%	54,216	2.97%
45211	4,303	1.49%	33,230	1.82%
45223	4,010	1.39%	10,1[illegible]	0.56%
45066	3,939	1.36%	30,447	1.67%
41071	3,695	1.28%	16,483	0.90%
45231	3,587	1.24%	24,540	1.34%

Top-26 Employment Zip Codes: Adults 21 or older

	who used the HARD ROCK CASINO past 12mos		CINCINNATI	
45238	10,211	3.54%	21,955	1.20%
45202	10,045	3.48%	31,278	1.71%
45239	7,858	2.72%	13,447	0.74%
45227	7,090	2.46%	13,405	0.73%
45219	6,807	2.36%	18,254	1.00%
45237	5,641	1.95%	12,932	0.71%
45069	5,493	1.90%	29,089	1.59%
41071	5,050	1.75%	12,443	0.68%
45036	4,938	1.71%	13,494	0.74%
45244	4,902	1.70%	18,327	1.00%
45205	4,591	1.59%	6,07[illegible]	0.33%
45231	4,573	1.58%	13,400	0.73%
45224	4,415	1.53%	11,081	0.61%
41011	4,124	1.43%	12,398	0.68%
45241	4,083	1.41%	17,498	0.96%
45229	4,055	1.40%	24,209	1.33%
45251	3,889	1.35%	14,071	0.77%
45014	3,748	1.30%	26,607	1.46%
45206	3,520	1.22%	7,672	0.42%
45066	3,397	1.18%	5,84[illegible]	0.32%
45040	3,314	1.15%	28,758	1.58%
41015	3,238	1.12%	8,274	0.45%
45247	3,089	1.07%	5,98[illegible]	0.33%
45211	3,049	1.06%	15,019	0.82%
41018	2,961	1.03%	18,645	1.02%
45236	2,926	1.01%	17,205	0.94%

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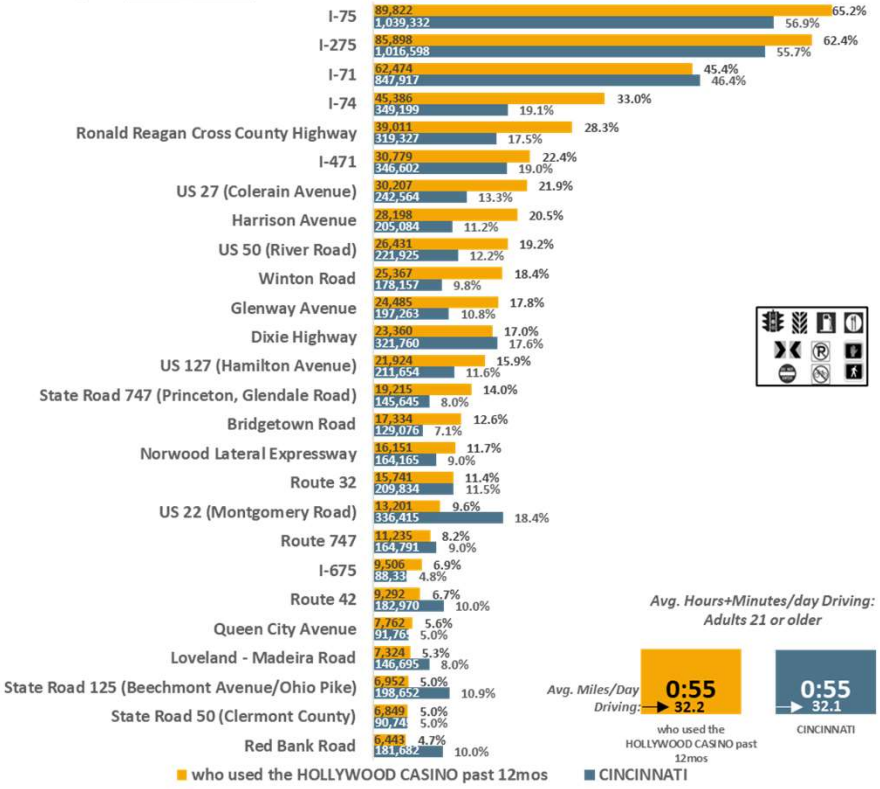
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



CIN

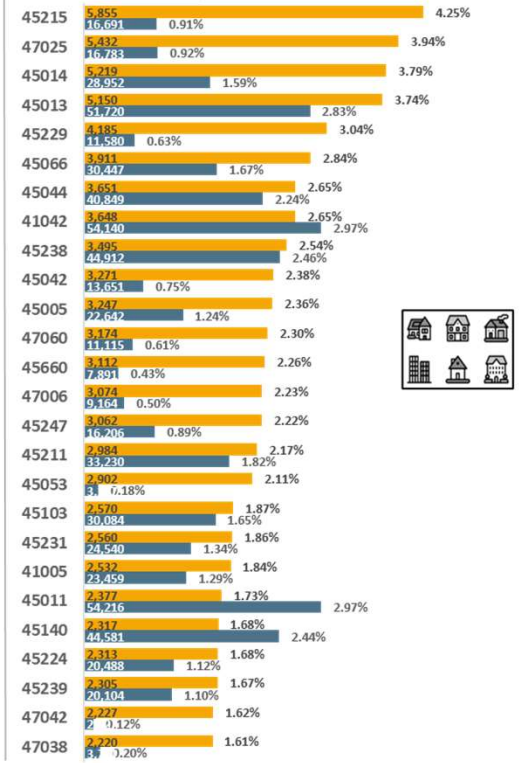
127,419 or 92.5% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos spend an average of 55.2 minutes per day driving an average of 32.2 miles each day and are 88.7% more likely to use Winton Road than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older

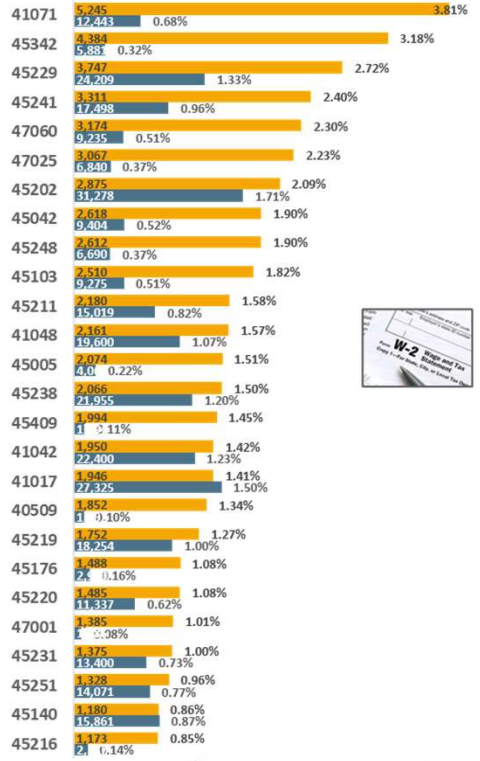


Avg. Hours+Minutes/day Driving: Adults 21 or older

Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older



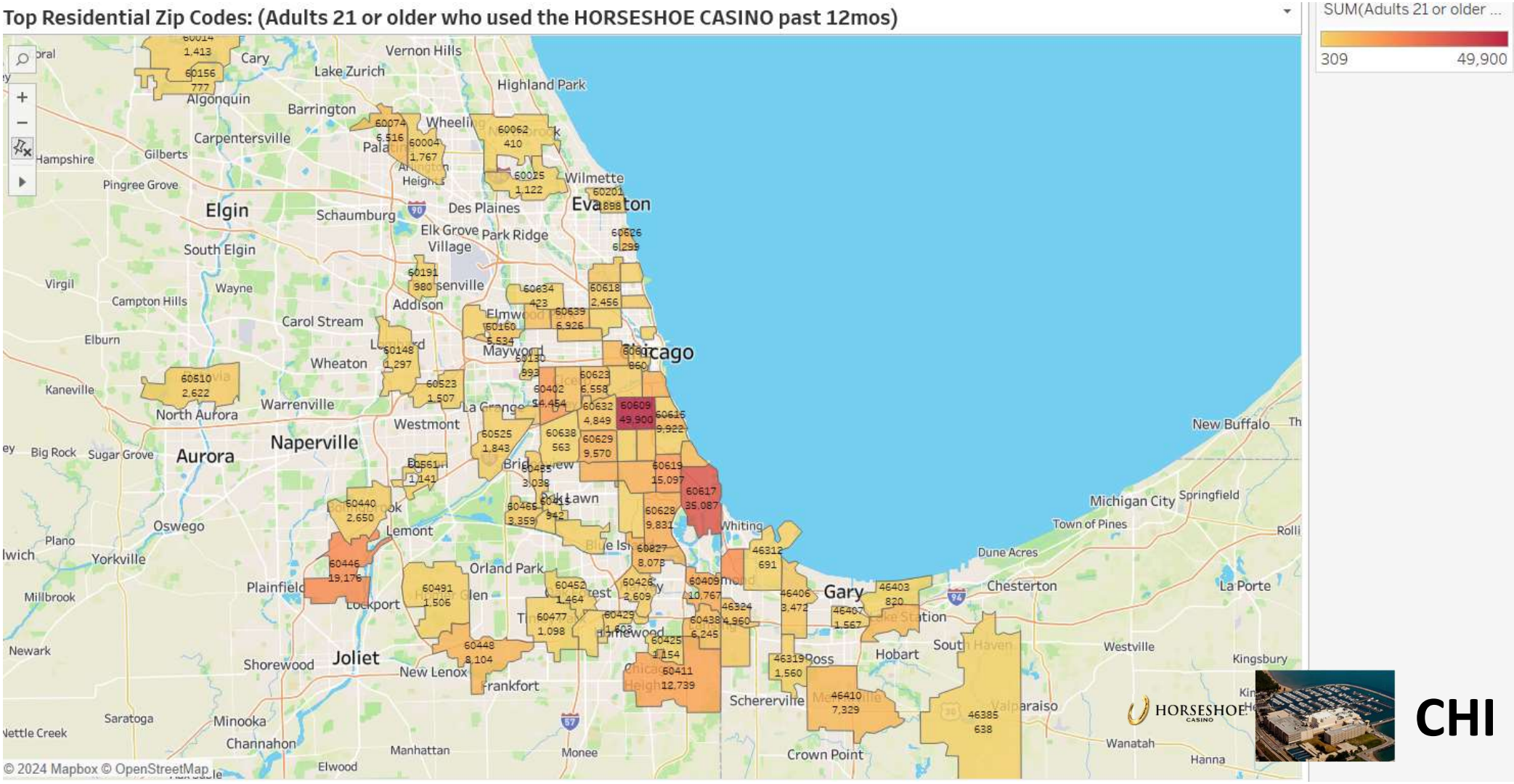
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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

Top Residential Zip Codes: (Adults 21 or older who used the HORSESHOE CASINO past 12mos)



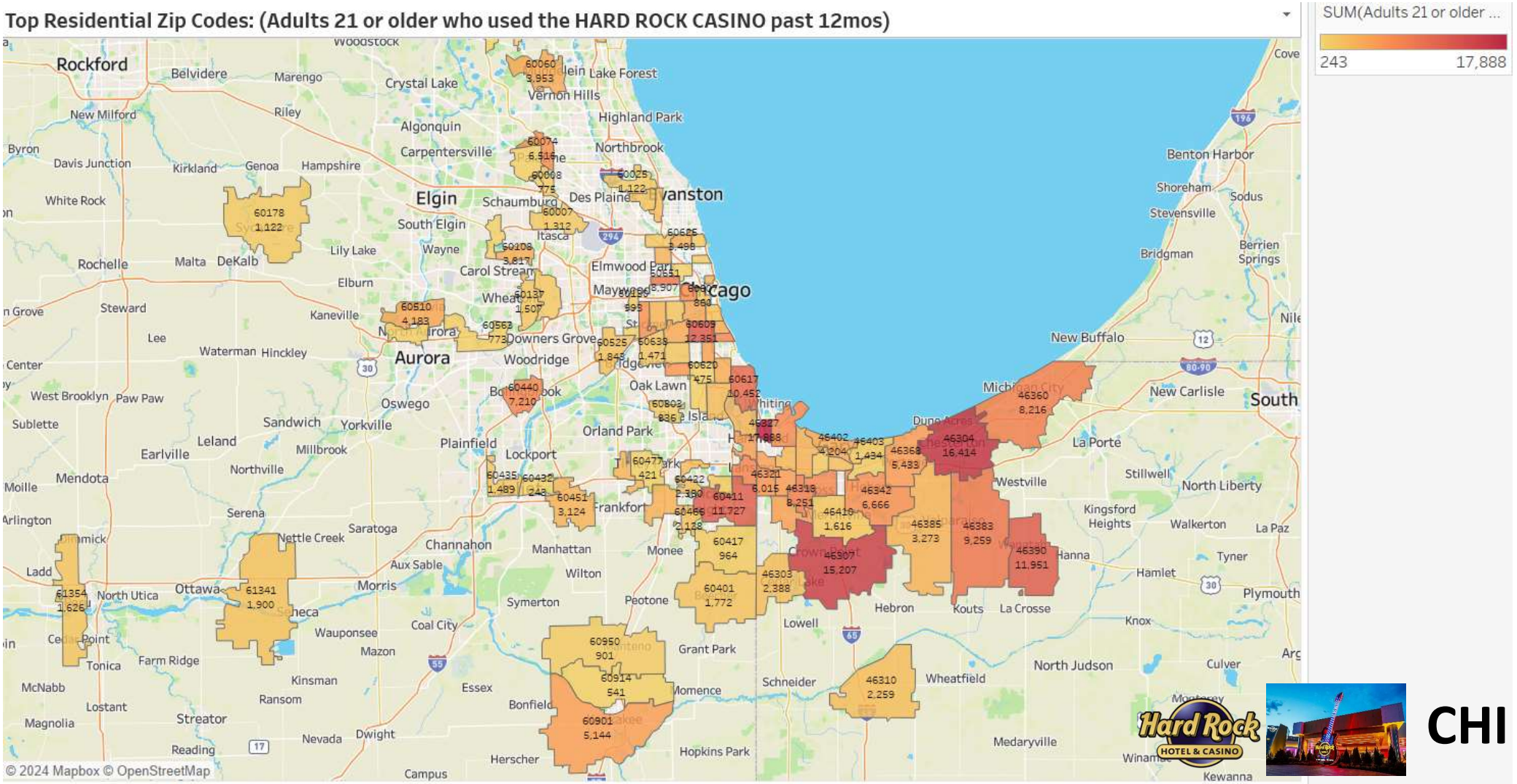
CHI

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Casinos visited past 12 months (by name): Horseshoe Hammond

Top Residential Zip Codes: (Adults 21 or older who used the HARD ROCK CASINO past 12mos)



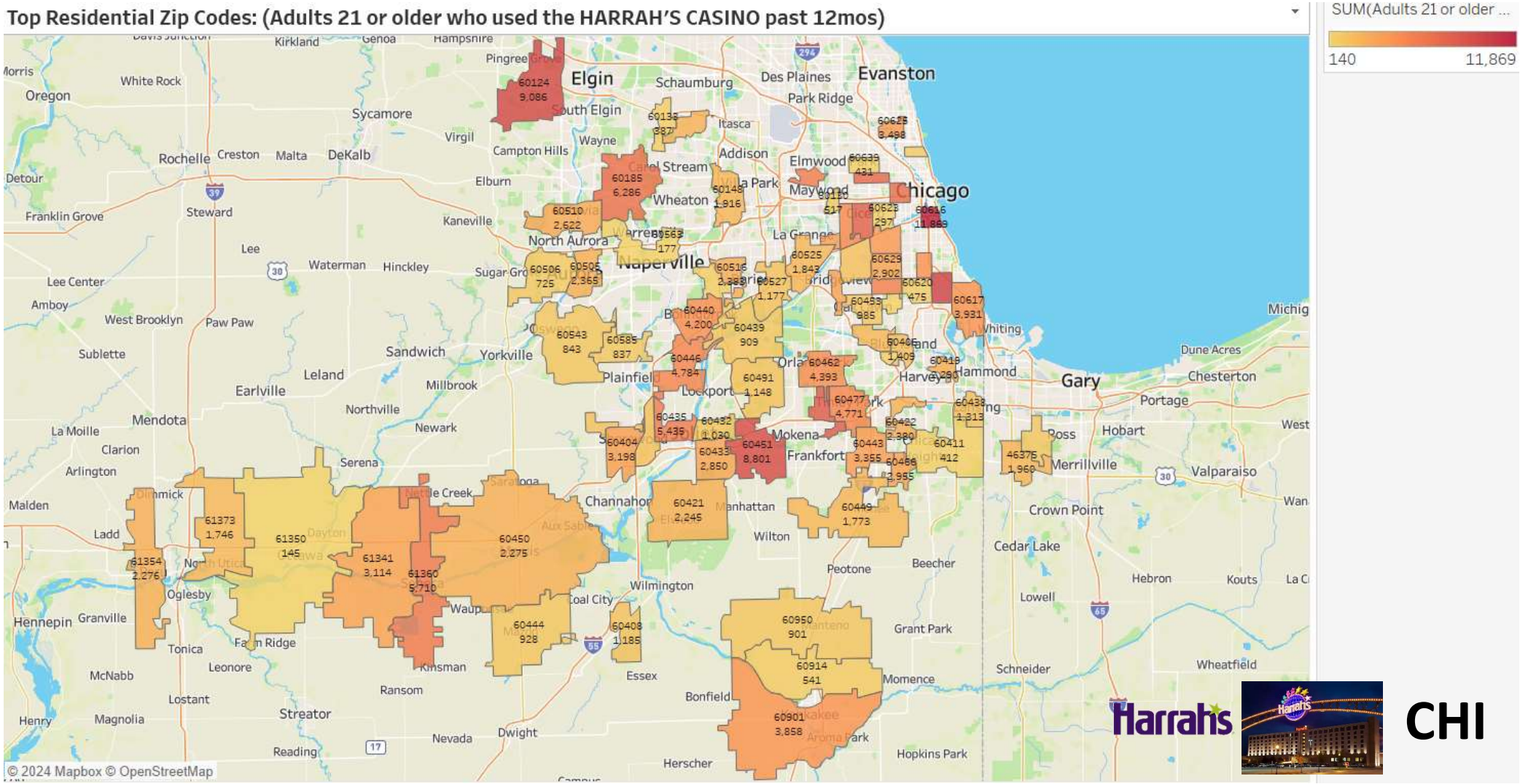
CHI

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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

Top Residential Zip Codes: (Adults 21 or older who used the HARRAH'S CASINO past 12mos)

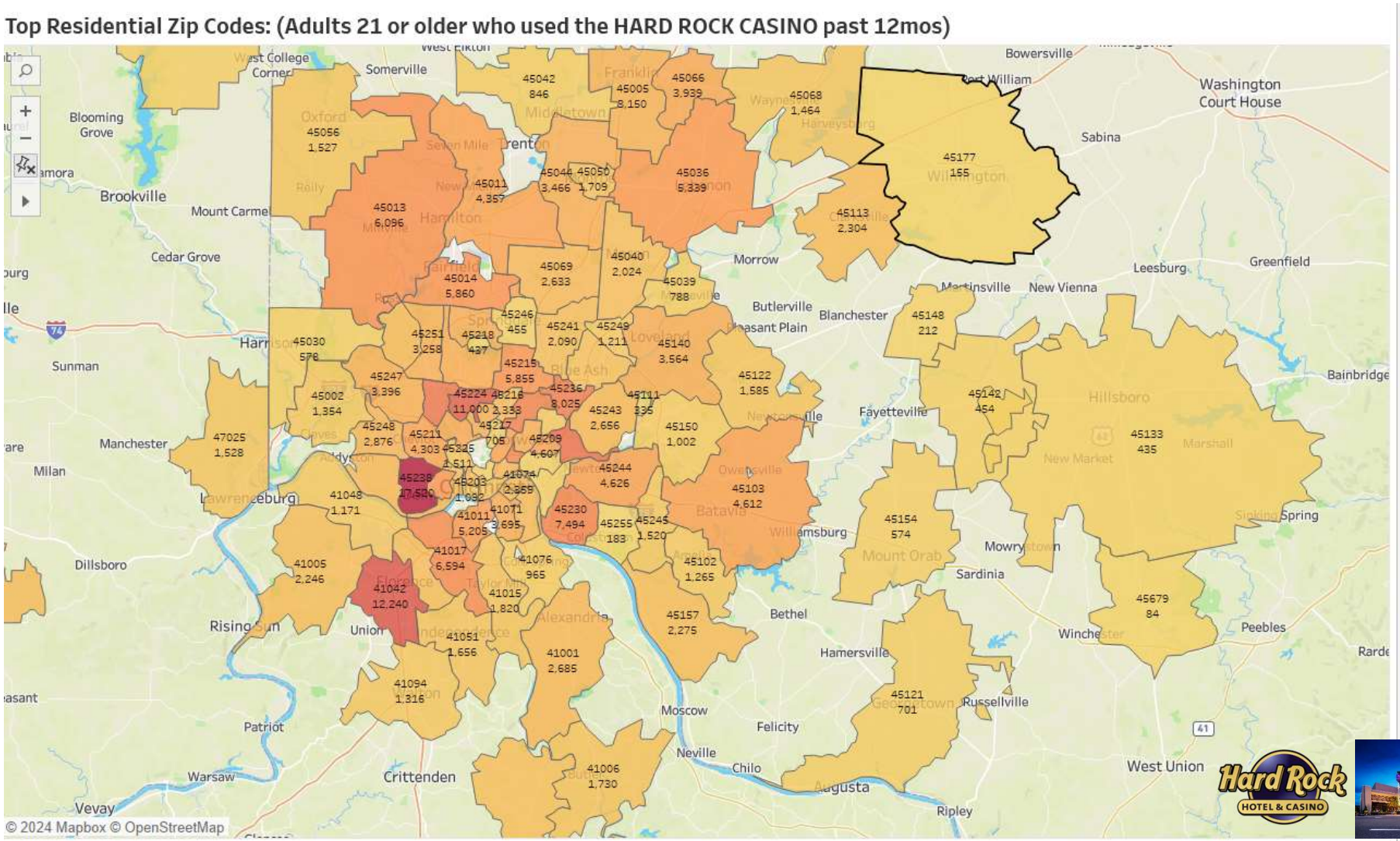


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Casinos visited past 12 months (by name): Harrah's Joliet

Top Residential Zip Codes: (Adults 21 or older who used the HARD ROCK CASINO past 12mos)



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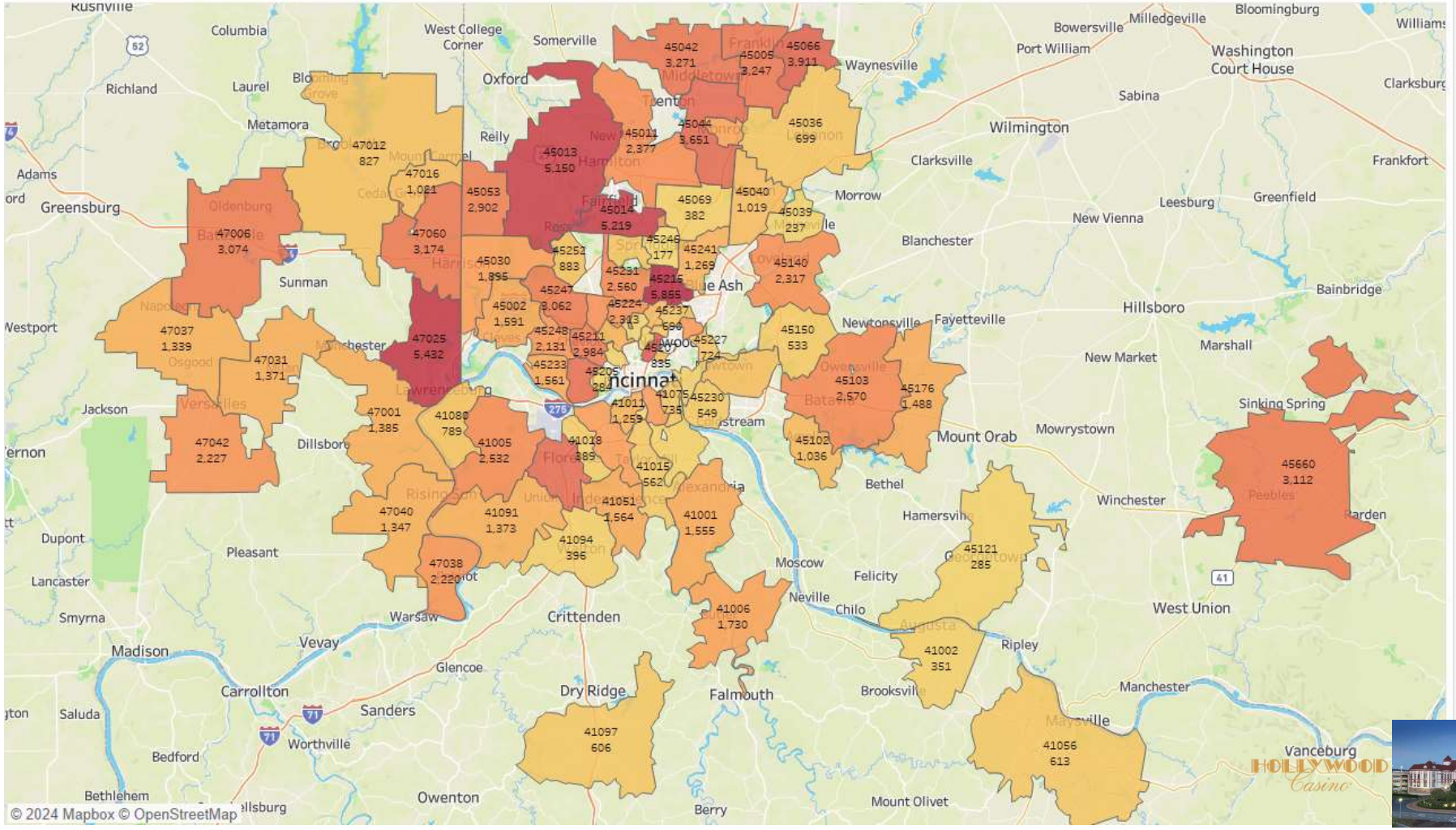
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CIN

Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati

Top Residential Zip Codes: (Adults 21 or older who used the HOLLYWOOD CASINO past 12mos)





CIN

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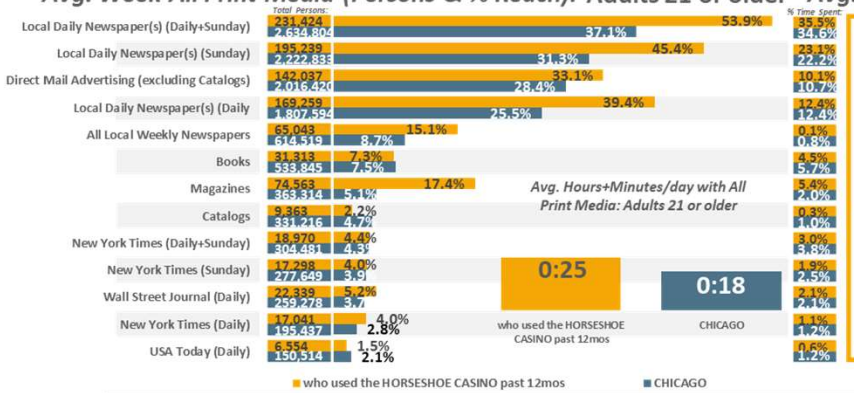
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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN

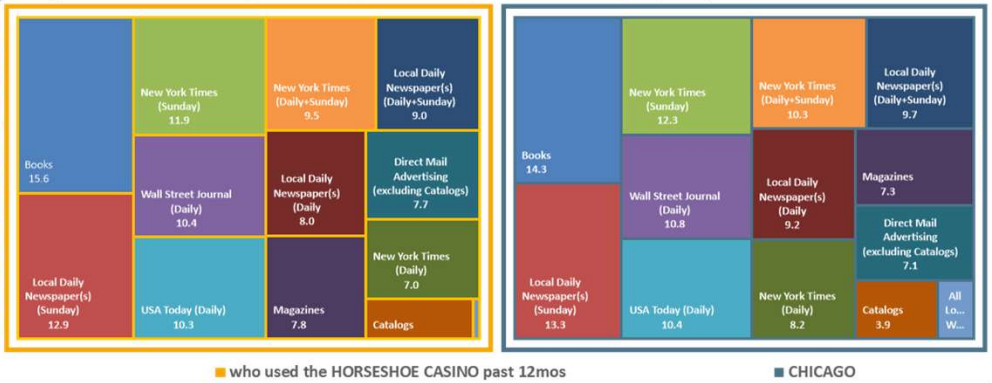


231,424 or 53.9% of Adults 21 or older who used the HORSESHOE CASINO past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 37.1% of all time spent daily with All forms of Print Media.

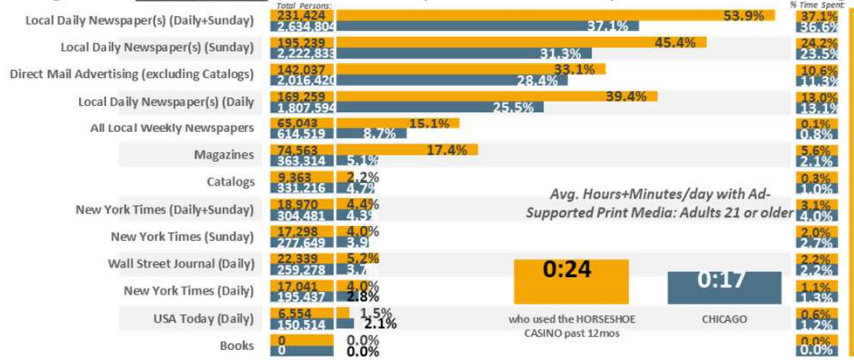
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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Casinos visited past 12 months (by name): Horseshoe Hammond



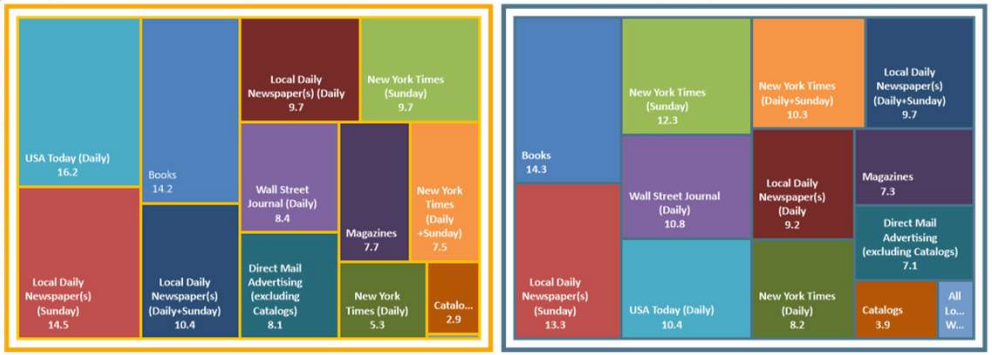
CHI

172,370 or 46.2% of Adults 21 or older who used the HARD ROCK CASINO past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 38.8% of all time spent daily with All forms of Print Media.

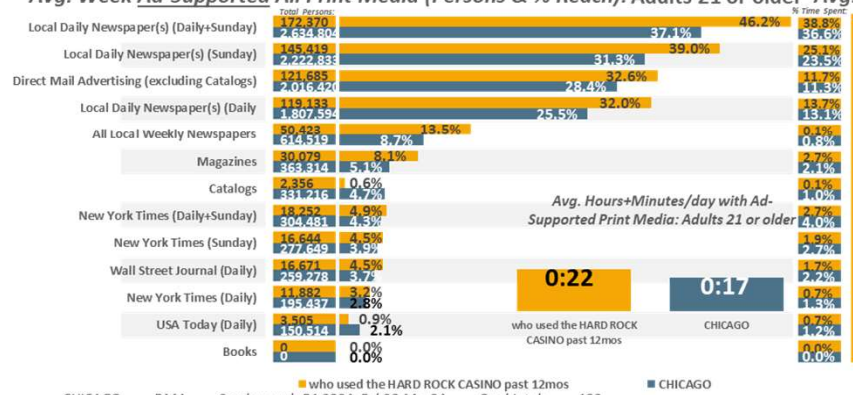
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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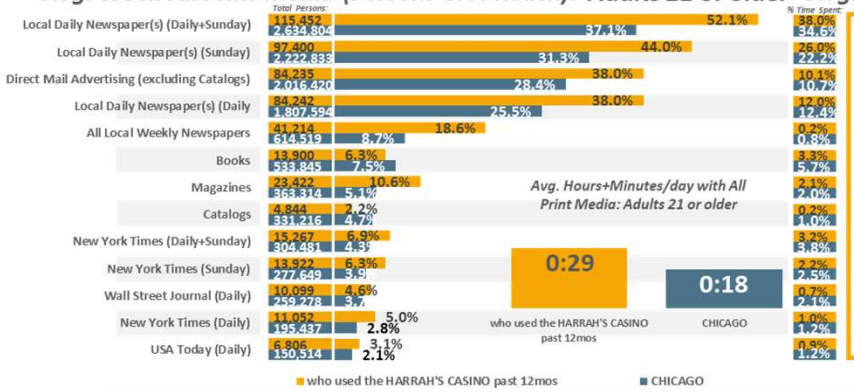
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Casinos visited past 12 months (by name): Hard Rock Casino Northern Indiana

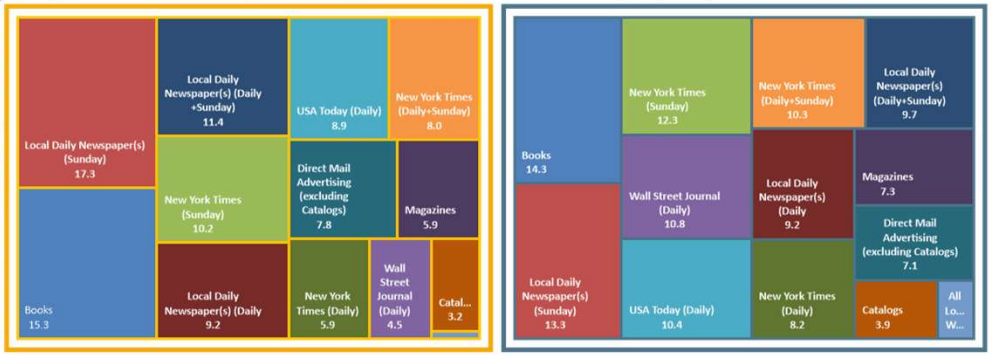
Harrah's CHI

115,452 or 52.1% of Adults 21 or older who used the HARRAH'S CASINO past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 39.3% of all time spent daily with All forms of Print Media.

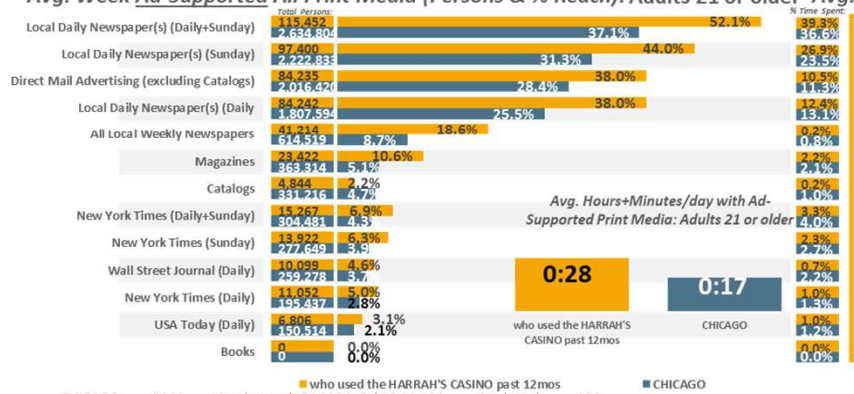
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



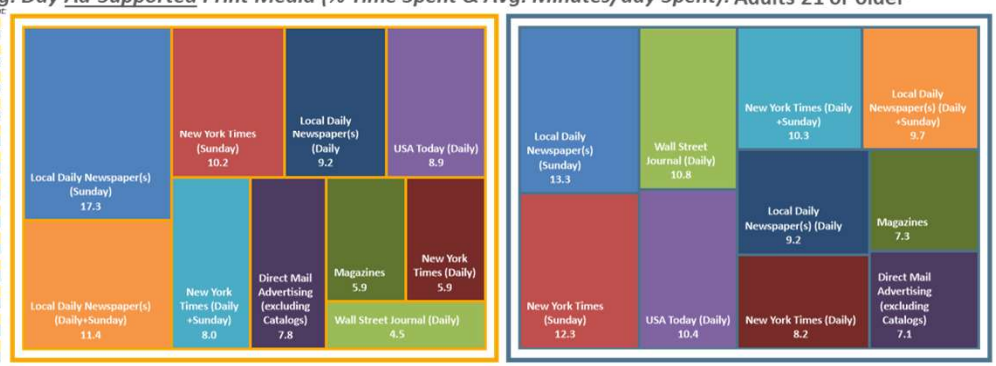
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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Casinos visited past 12 months (by name): Harrah's Joliet



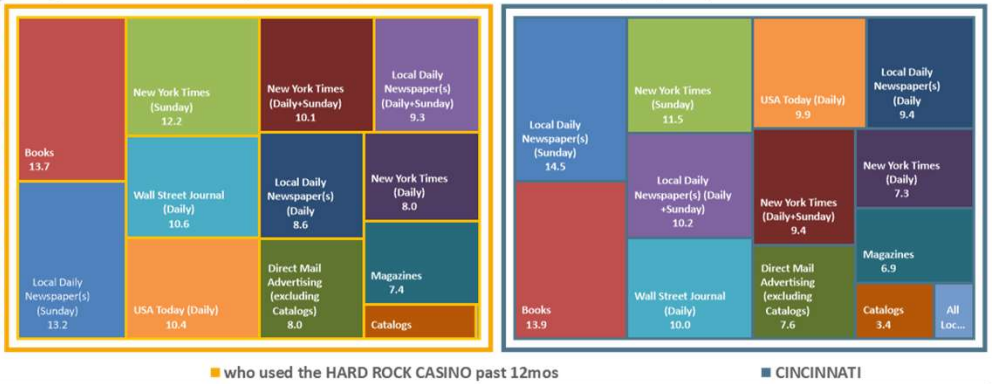
CIN

100,944 or 35.% of Adults 21 or older who used the HARD ROCK CASINO past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

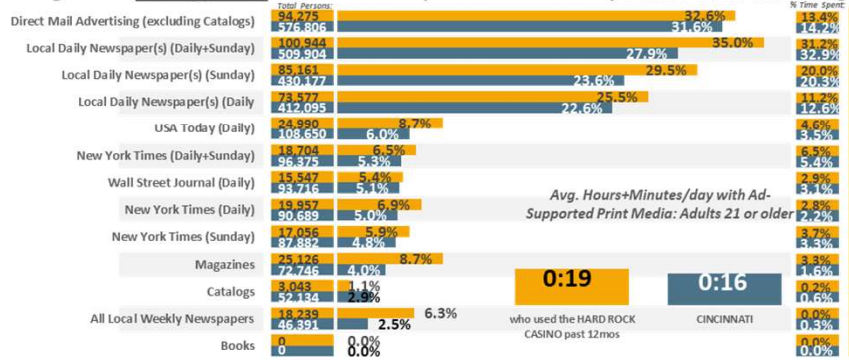
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



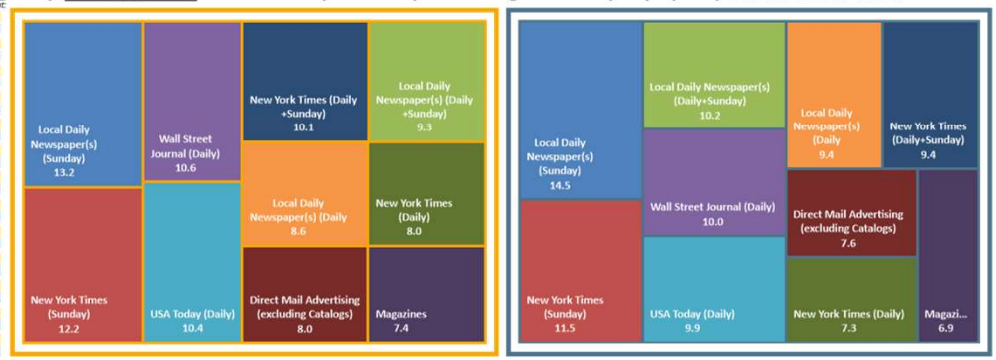
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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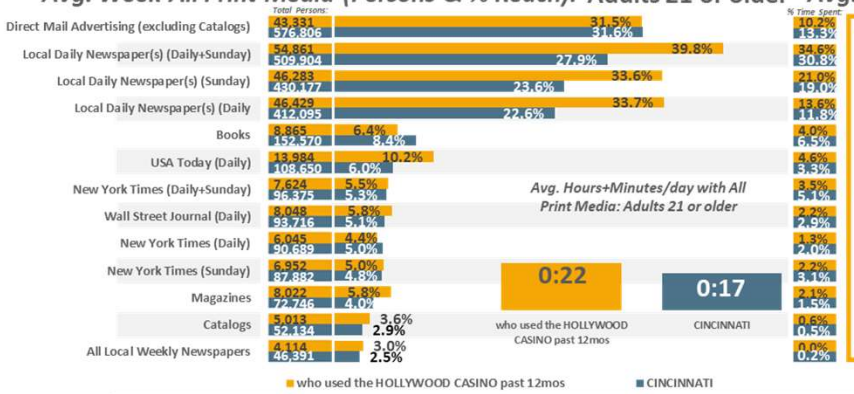
Casinos visited past 12 months (by name): Hard Rock Casino Cincinnati



CIN

54,861 or 39.8% of Adults 21 or older who used the HOLLYWOOD CASINO past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 36.1% of all time spent daily with All forms of Print Media.

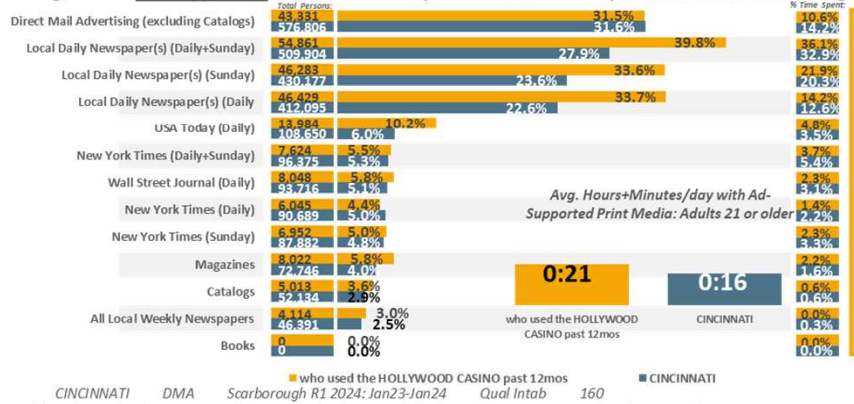
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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Casinos visited past 12 months (by name): Hollywood Casino Lawrenceburg, IN