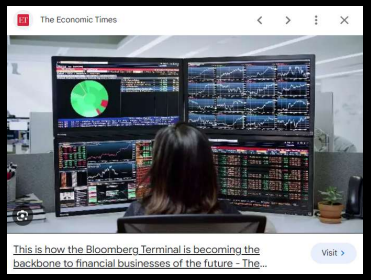
USA+4 More DMAs – P18+ who use MEDICAID Low-Cost or Free Health Coverage!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLISST. PAUL, ST. LOUIS, CINCINNATI,** and **WEST PALM BEACH DMA** P18+ who use **MEDICAID** as of July 31, 2025.



DEPARTMENT OF HEALTH & HUMAN SERVICES · USA

Medicaid

Medicaid USA

Medicaid MSP

Medicaid STL

Medicaid CIN

Medicaid WPB

P18+

CMS CENTERS FOR MEDICARE & MEDICAID SERVICES

chip

CENTENE Corporation

Vanguard

BlackRock

HUBBARD BROADCASTING INC. HB INC.

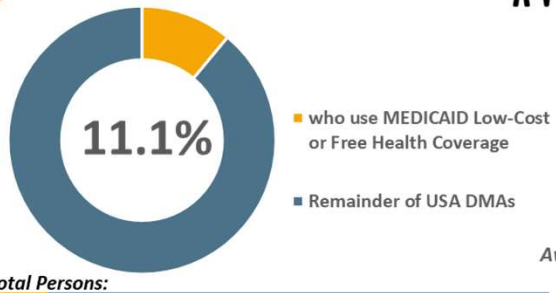
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Type of health insurance: Medicaid

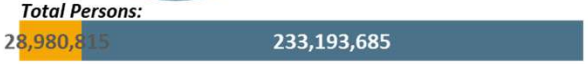
Medicaid USA

11.1% or 28,980,815 of USA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage.
Typical Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 43.4 years old (10.9% younger than average) and have a $42,294 (55.3% lower than average) annual household income.

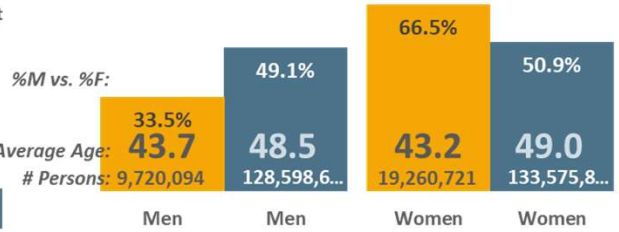
Percent of Market: Adults 18 or older



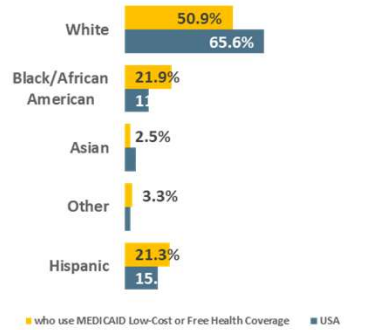
Total Persons:



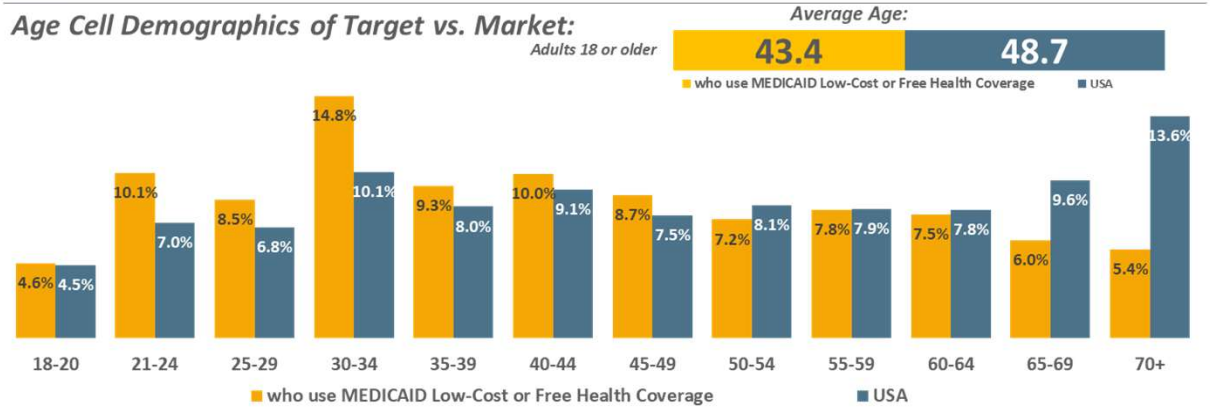
Gender of Target vs. Market: Adults 18 or older



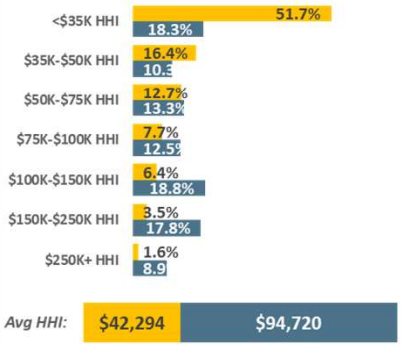
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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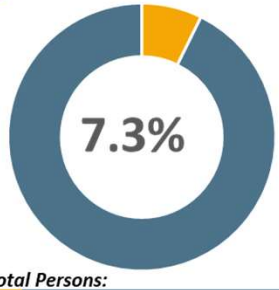
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

Type of health insurance: Medicaid

Medicaid MSP

7.3% or 283,850 of MINNEAPOLIS DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Typical Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 44.5 years old (8.8% younger than average) and have a $56,458 (48.8% lower than average) annual household income.

Percent of Market: Adults 18 or older

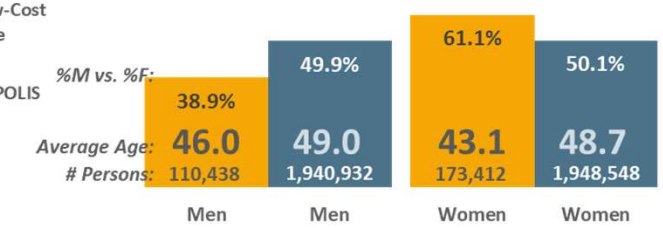


- who use MEDICAID Low-Cost or Free Health Coverage
- Remainder of MINNEAPOLIS DMA

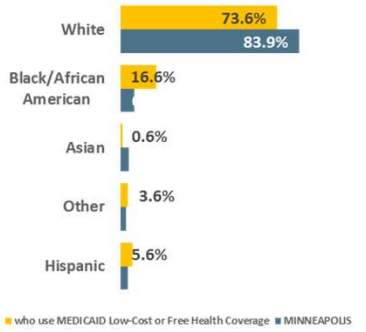
Total Persons:



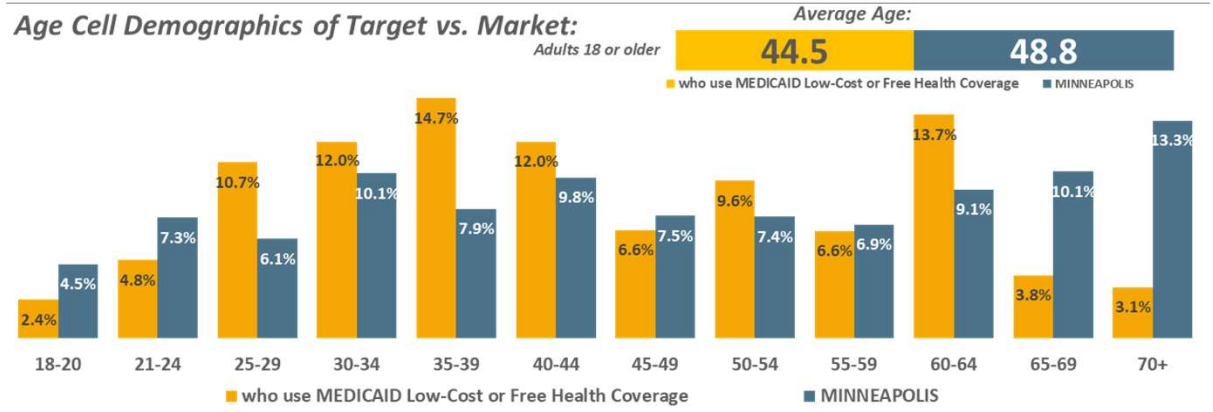
Gender of Target vs. Market: Adults 18 or older



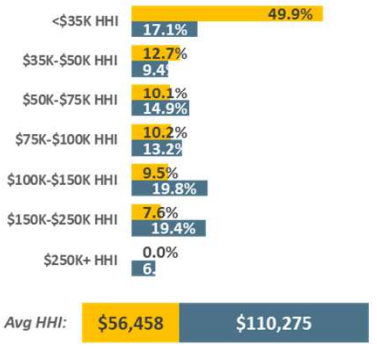
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



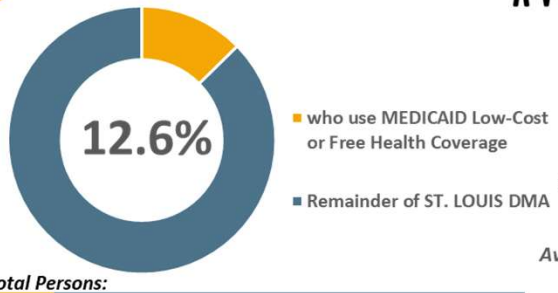
MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

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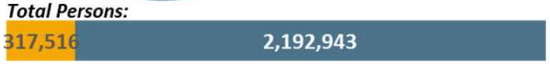
Type of health insurance: Medicaid

12.6% or 317,516 of ST. LOUIS DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Typical Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 43.6 years old (11.6% younger than average) and have a $43,804 (56.4% lower than average) annual household income.

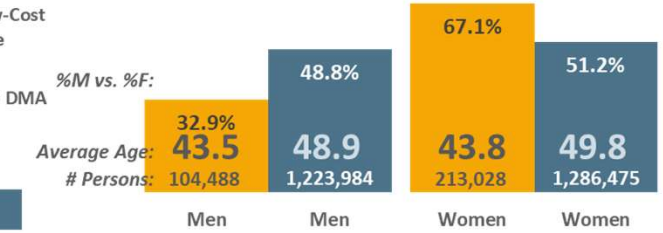
Percent of Market: Adults 18 or older



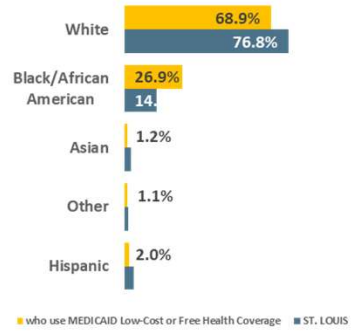
Total Persons:



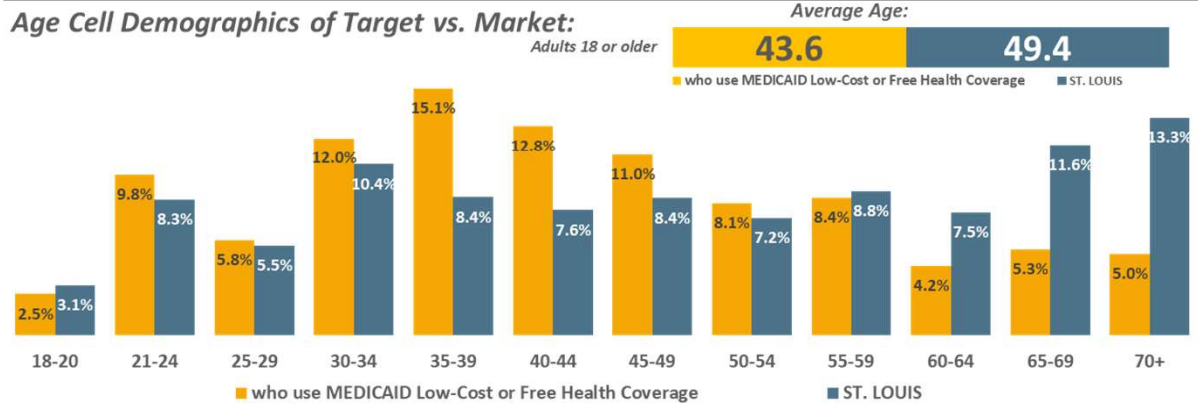
Gender of Target vs. Market: Adults 18 or older



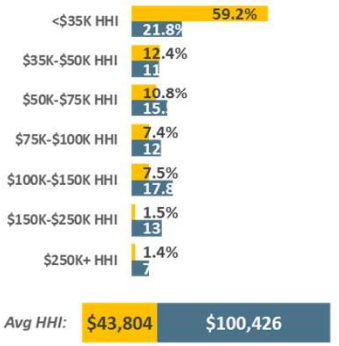
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $43,804 | $100,426

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

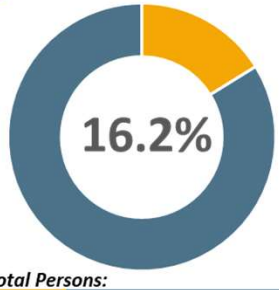
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Type of health insurance: Medicaid

Medicaid CIN

16.2% or 312,868 of CINCINNATI DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Typical Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 39.9 years old (18.1% younger than average) and have a $41,678 (58.5% lower than average) annual household income.

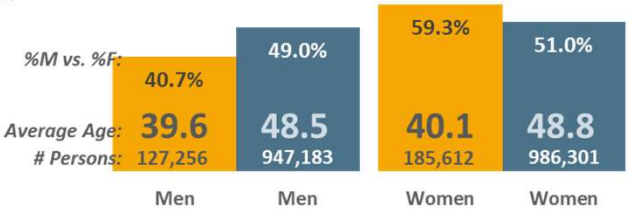
Percent of Market: Adults 18 or older



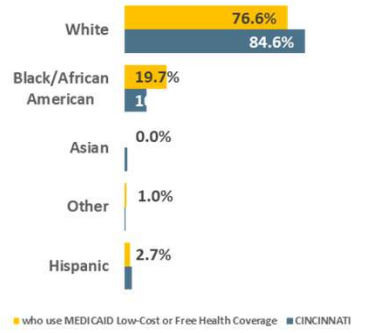
Total Persons:

312,868	1,620,616

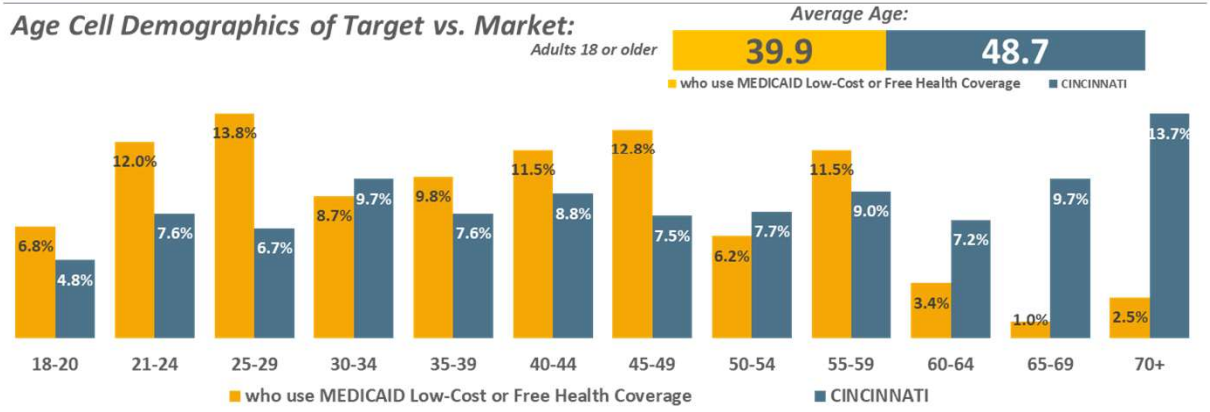
Gender of Target vs. Market: Adults 18 or older



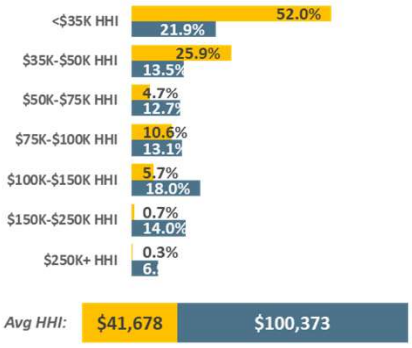
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

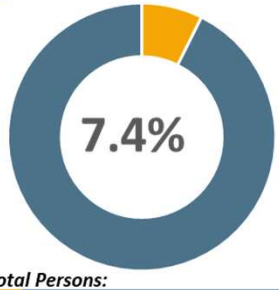
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Type of health insurance: Medicaid

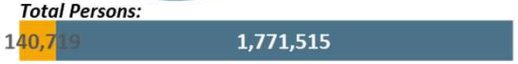


7.4% or 140,719 of WEST PALM BEACH DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Typical Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 43.6 years old (17.8% younger than average) and have a $47,470 (53.3% lower than average) annual household income.

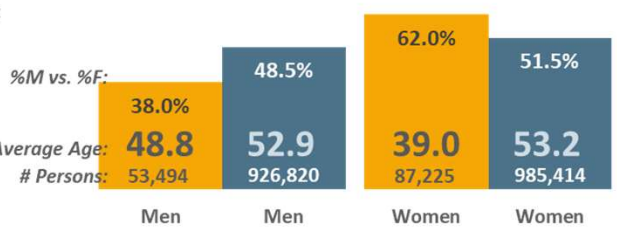
Percent of Market: Adults 18 or older



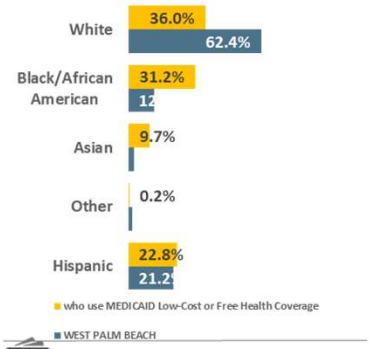
Total Persons:



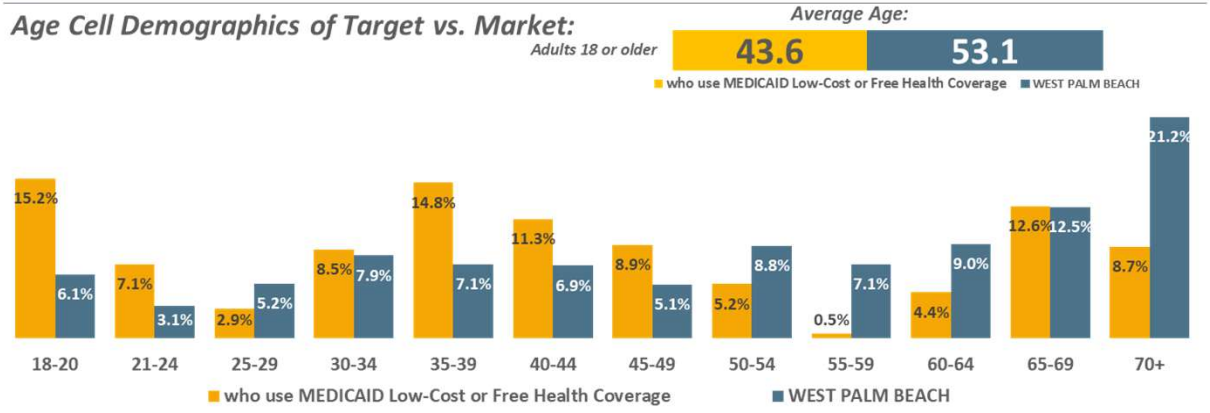
Gender of Target vs. Market: Adults 18 or older



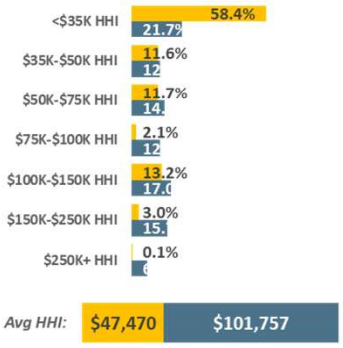
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

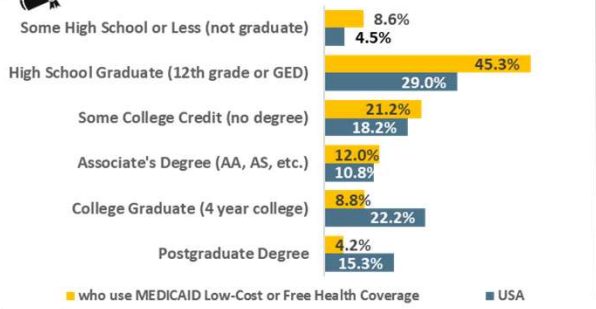
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Type of health insurance: Medicaid

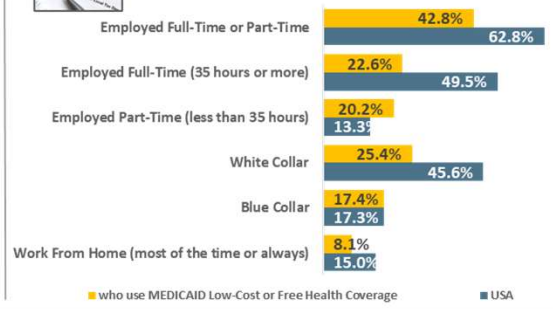
USA

11.1% or 28,980,815 of USA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 65.3% less likely to be a college graduate, 54.4% less likely to work full-time, 55.5% less likely to be married, 33.5% more likely to be a parent of 1 or more children under 18.

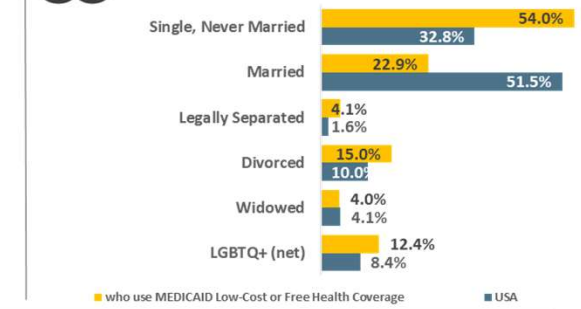
Education Levels: Adults 18 or older



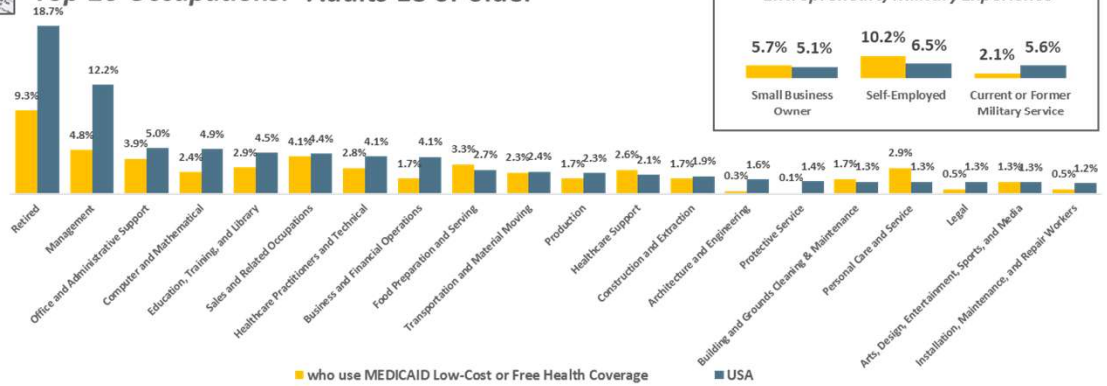
Employment: Adults 18 or older



Marital Status: Adults 18 or older

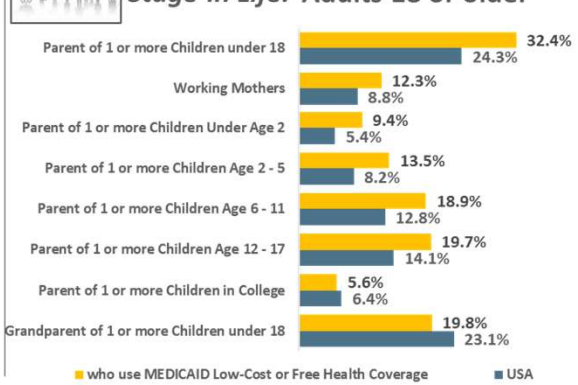


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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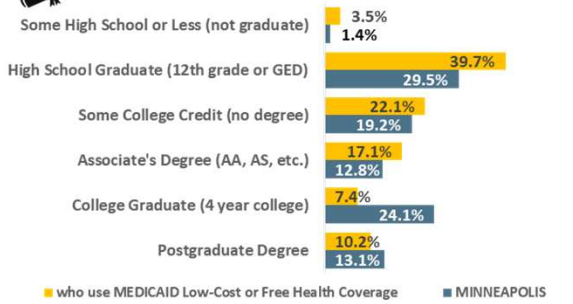
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

Type of health insurance: Medicaid

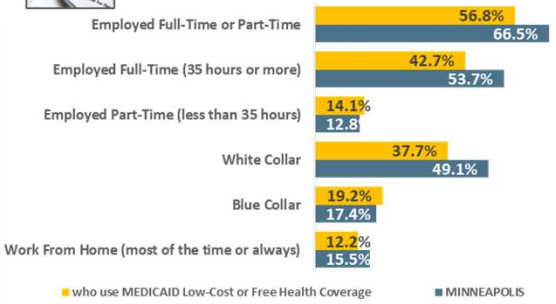
Medicaid MSP

7.3% or 283,850 of MINNEAPOLIS DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 52.7% less likely to be a college graduate, 20.4% less likely to work full-time, 55.1% less likely to be married, 34.5% more likely to be a parent of 1 or more children under 18.

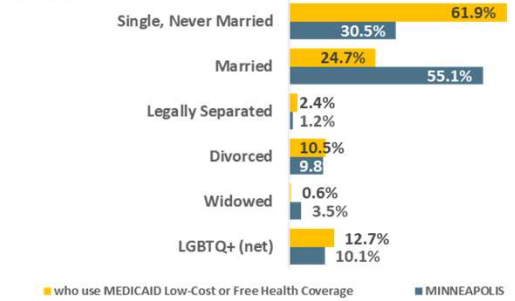
Education Levels: Adults 18 or older



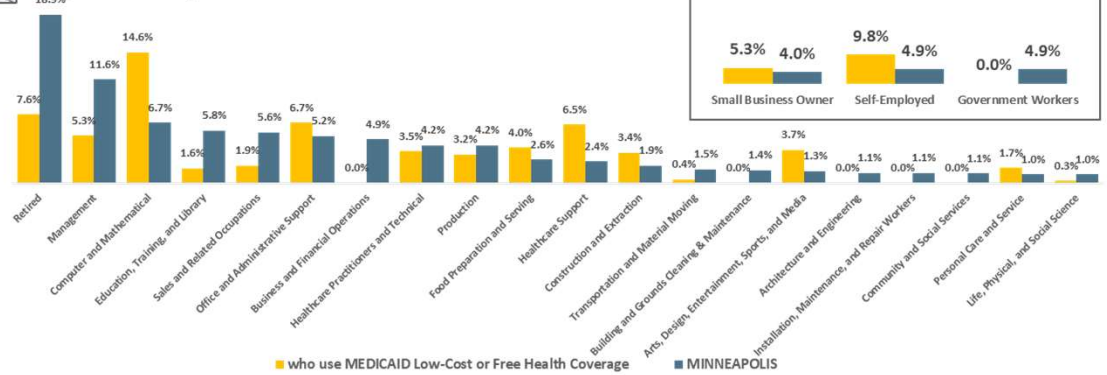
Employment: Adults 18 or older



Marital Status: Adults 18 or older

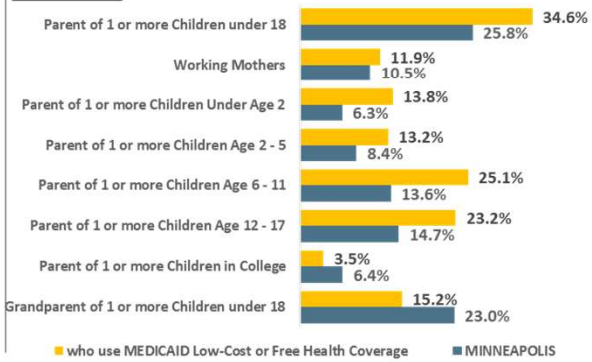


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

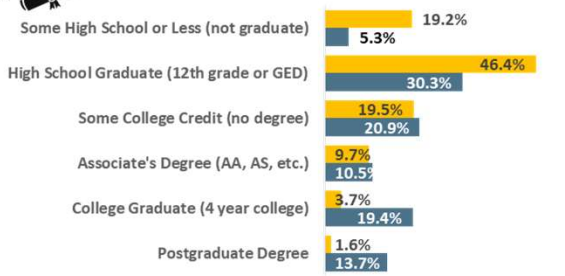
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Type of health insurance: Medicaid

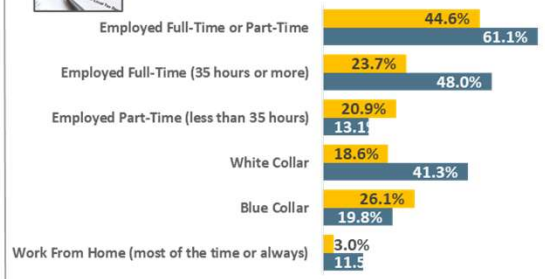
Medicaid STL

12.6% or 317,516 of ST. LOUIS DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 84.2% less likely to be a college graduate, 50.6% less likely to work full-time, 54.5% less likely to be married, 62.7% more likely to be a parent of 1 or more children under 18.

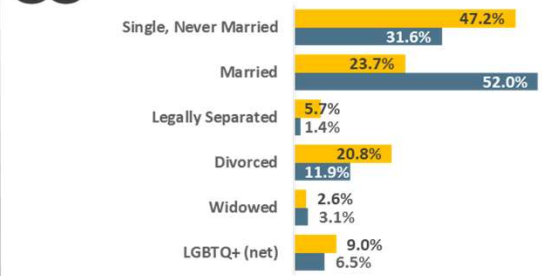
Education Levels: Adults 18 or older



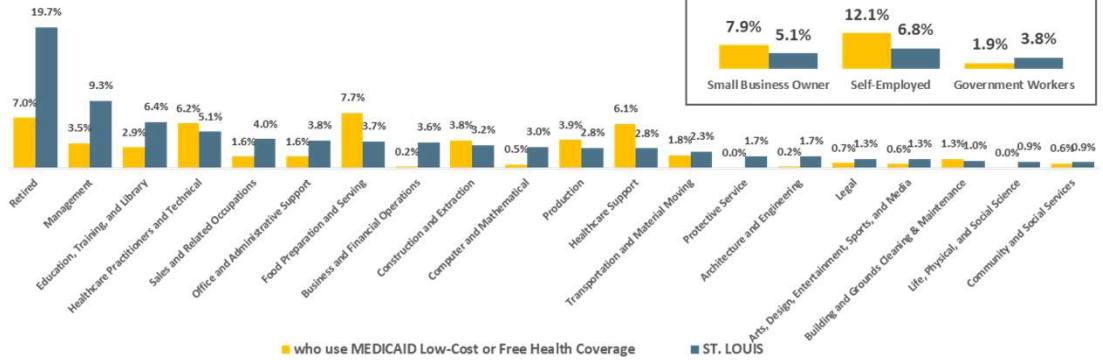
Employment: Adults 18 or older



Marital Status: Adults 18 or older

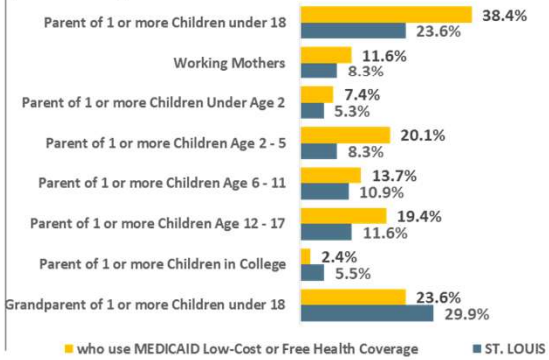


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

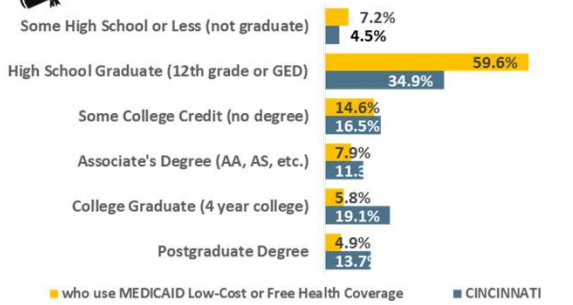
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Type of health insurance: Medicaid

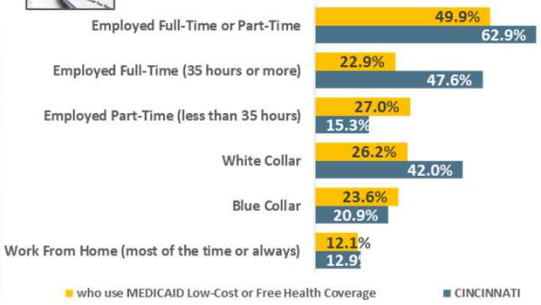
Medicaid CIN

16.2% or 312,868 of CINCINNATI DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 67.3% less likely to be a college graduate, 52.% less likely to work full-time, 61.9% less likely to be married, 21.7% more likely to be a parent of 1 or more children under 18.

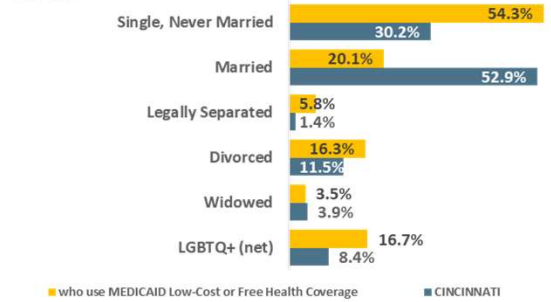
Education Levels: Adults 18 or older



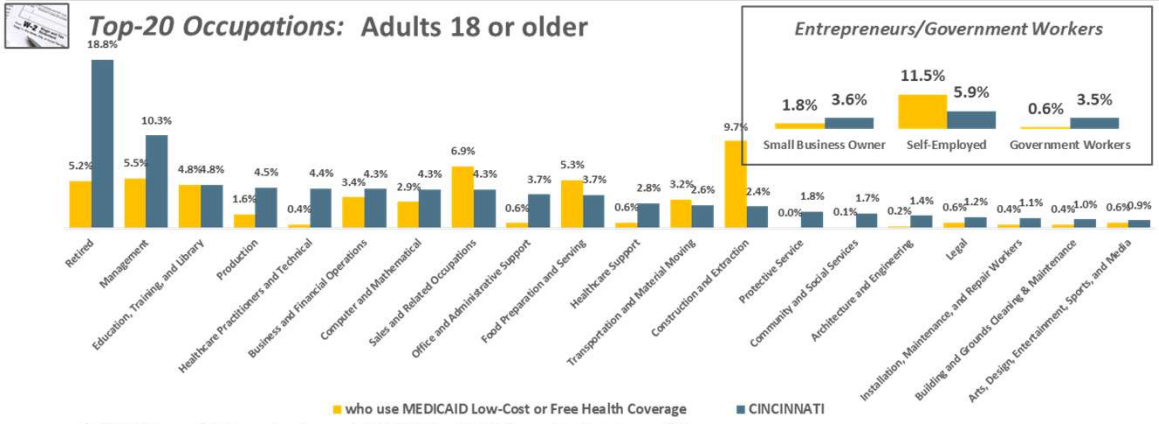
Employment: Adults 18 or older



Marital Status: Adults 18 or older

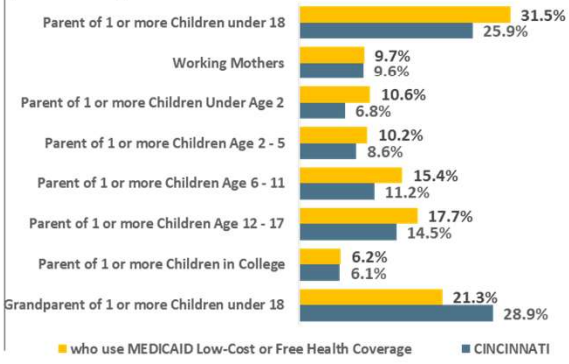


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

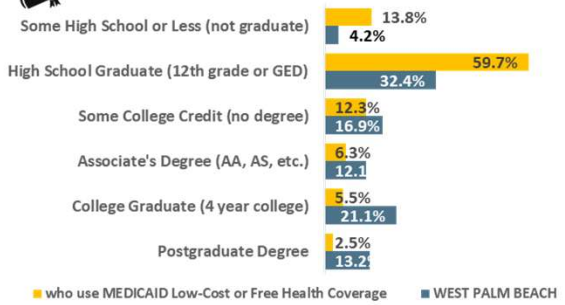
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Type of health insurance: Medicaid

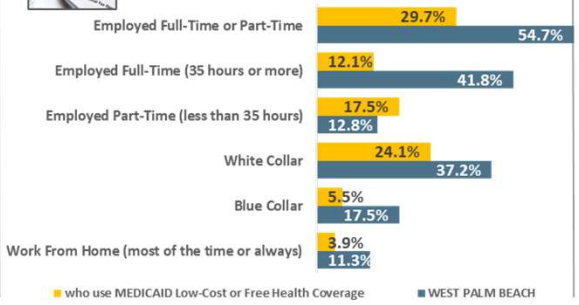
Medicaid WPB

7.4% or 140,719 of WEST PALM BEACH DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 76.6% less likely to be a college graduate, 71.% less likely to work full-time, 62.5% less likely to be married, 146.% more likely to be a parent of 1 or more children under 18.

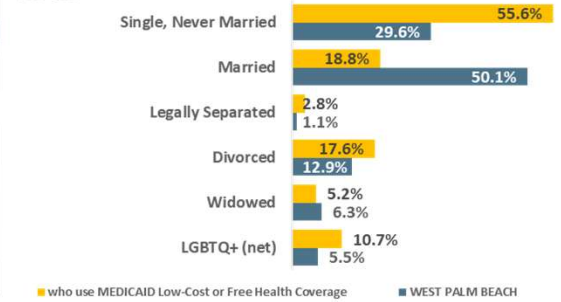
Education Levels: Adults 18 or older



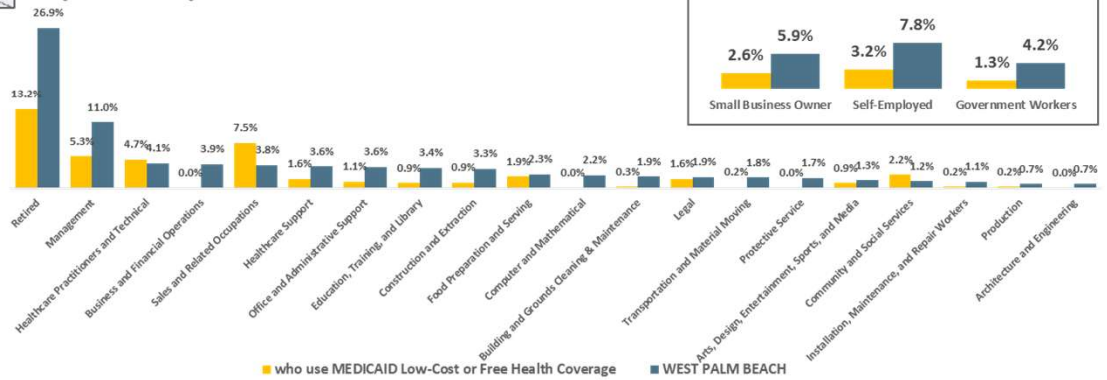
Employment: Adults 18 or older



Marital Status: Adults 18 or older

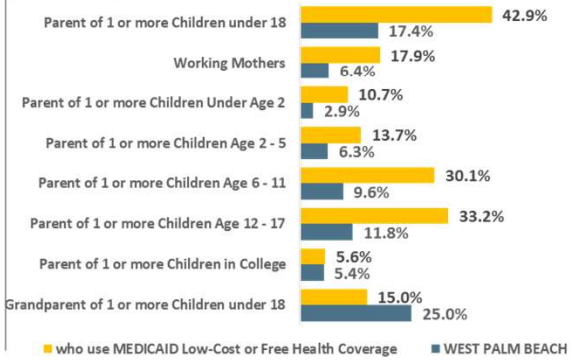


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

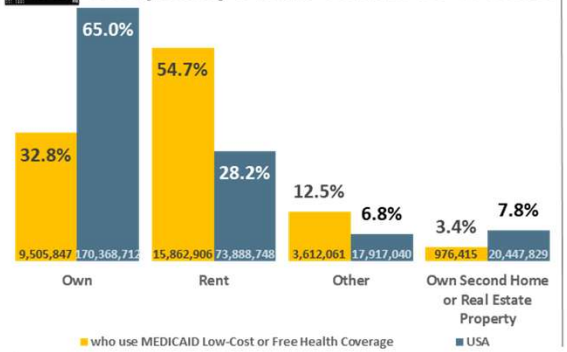
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Type of health insurance: Medicaid

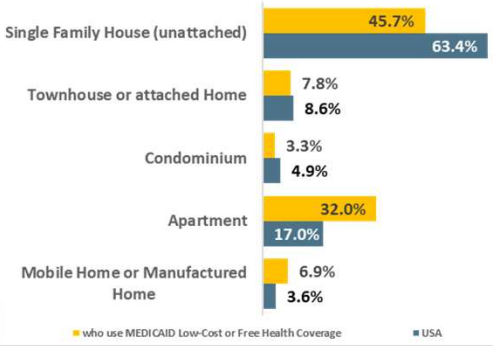
Medicaid USA

11.1% or 28,980,815 of USA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage.
Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 49.5% less likely to own their home, 19.8% more likely to own a lower valued home, 27.8% less likely to have a single-family home, 7.7% less likely to have a dog.

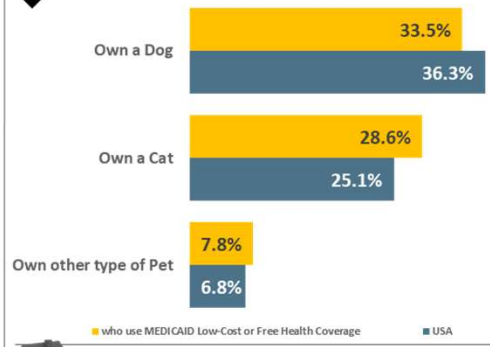
Own/Rent/Other: Adults 18 or older



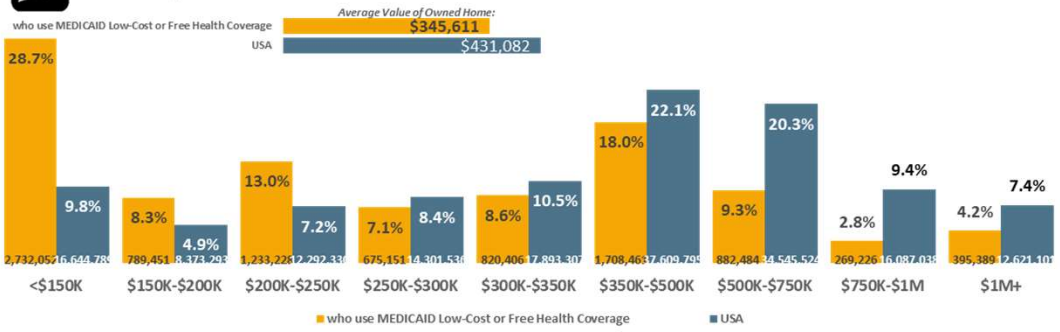
Type of Home: Adults 18 or older



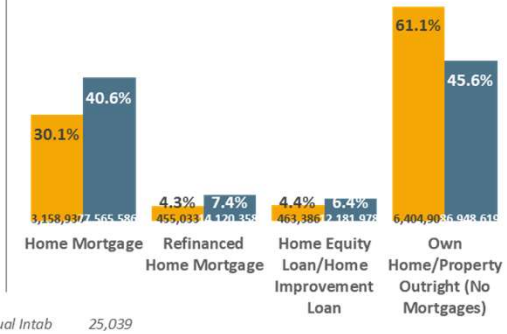
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *2,525*

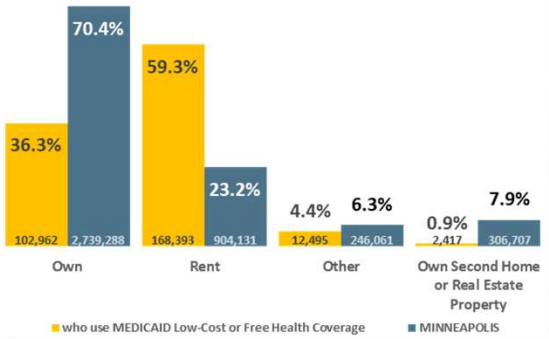
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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *25,039*

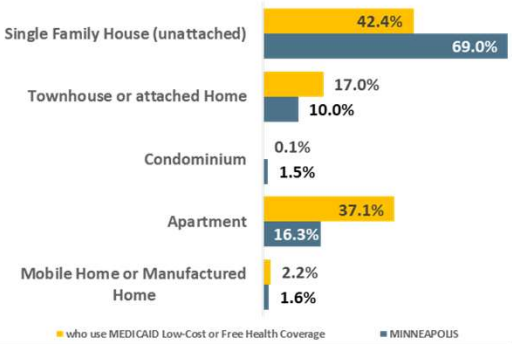
Type of health insurance: Medicaid

7.3% or 283,850 of MINNEAPOLIS DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 48.5% less likely to own their home, 16.1% more likely to own a higher valued home, 38.5% less likely to have a single-family home, 21.6% less likely to have a dog.

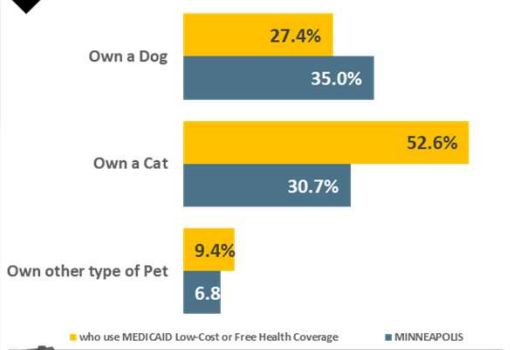
Own/Rent/Other: Adults 18 or older



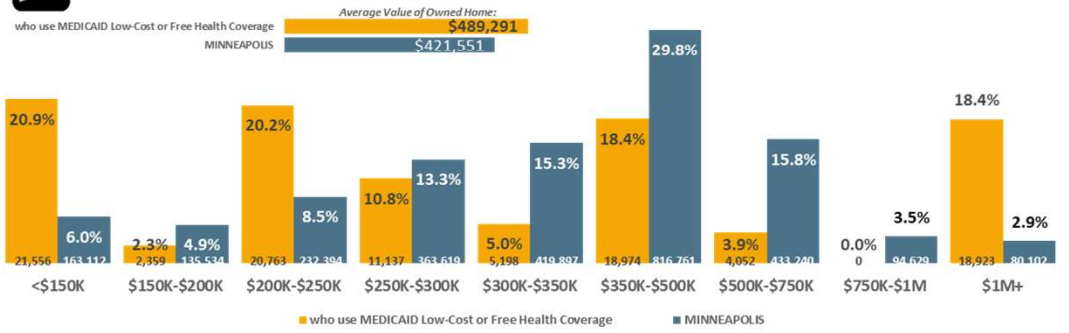
Type of Home: Adults 18 or older



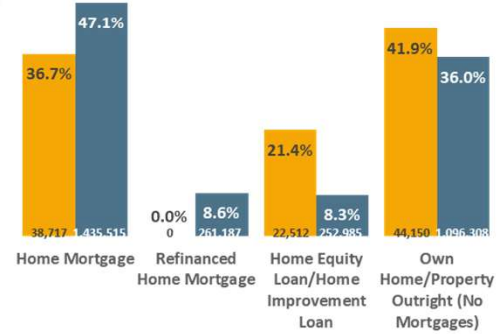
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



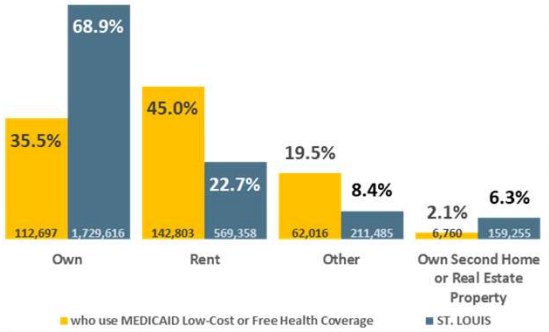
MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

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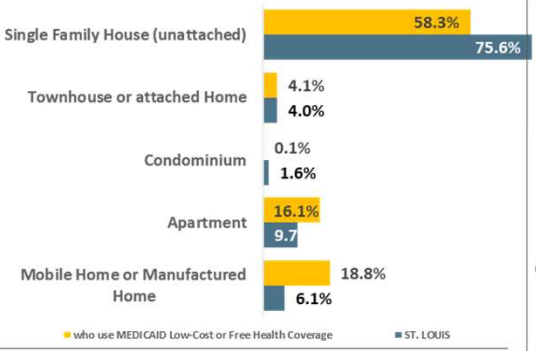
Type of health insurance: Medicaid

12.6% or 317,516 of ST. LOUIS DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 48.5% less likely to own their home, 54.8% more likely to own a lower valued home, 22.8% less likely to have a single-family home, 4.4% less likely to have a dog.

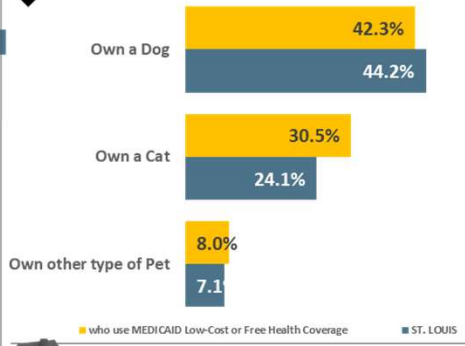
Own/Rent/Other: Adults 18 or older



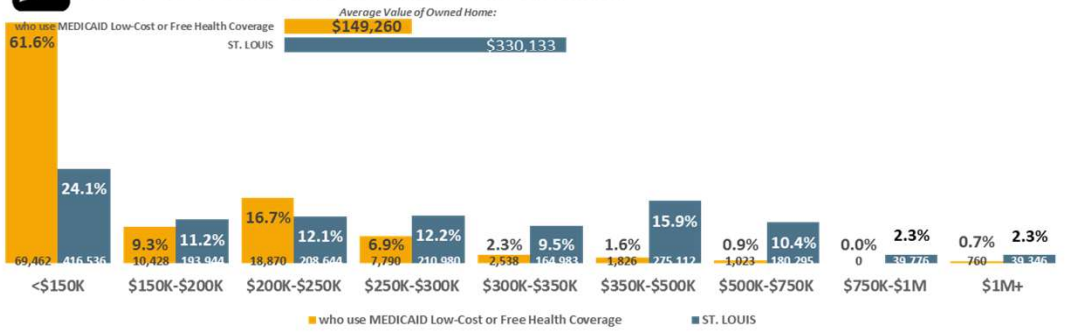
Type of Home: Adults 18 or older



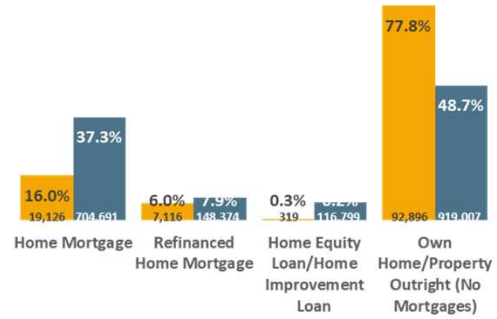
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



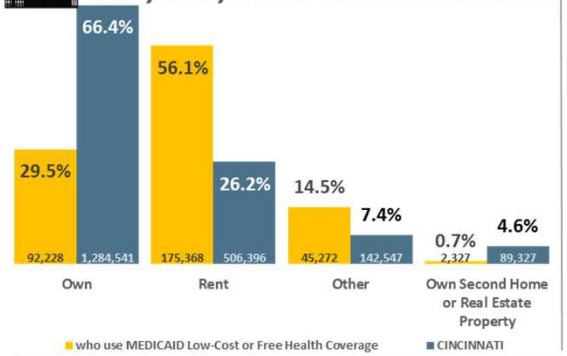
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

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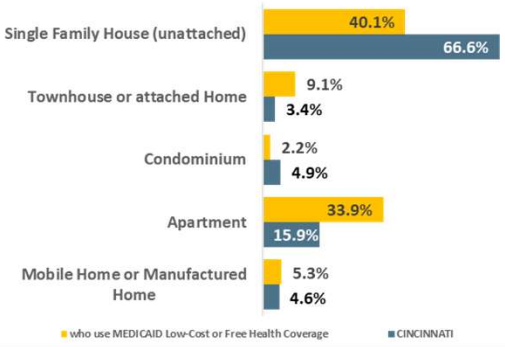
Type of health insurance: Medicaid

16.2% or 312,868 of CINCINNATI DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 55.6% less likely to own their home, 45.3% more likely to own a lower valued home, 39.8% less likely to have a single-family home, 29.2% less likely to have a dog.

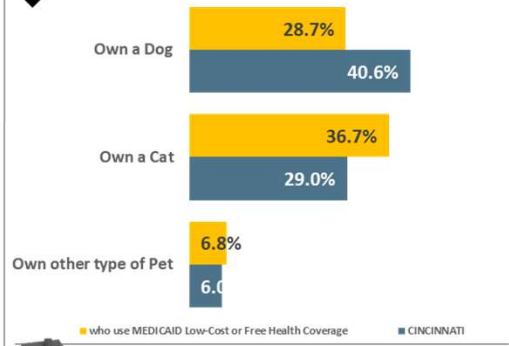
Own/Rent/Other: Adults 18 or older



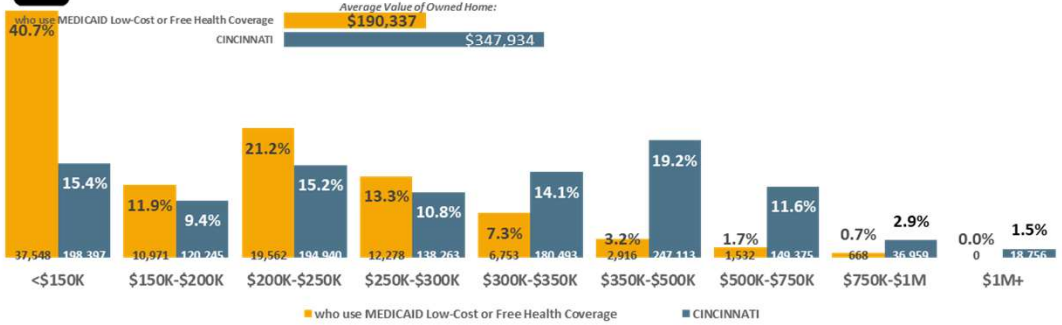
Type of Home: Adults 18 or older



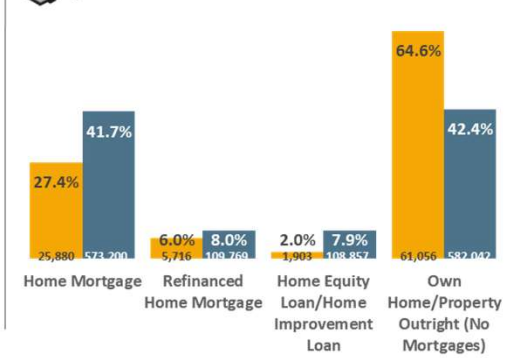
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

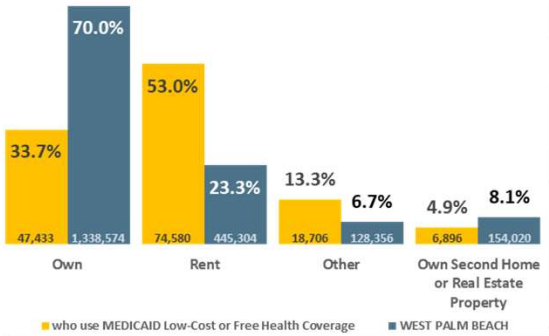
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Type of health insurance: Medicaid

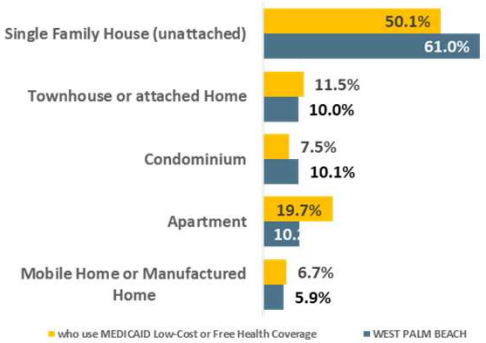
Medicaid WPB

7.4% or 140,719 of WEST PALM BEACH DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 51.8% less likely to own their home, 13.5% more likely to own a lower valued home, 18.% less likely to have a single-family home, 43.2% less likely to have a dog.

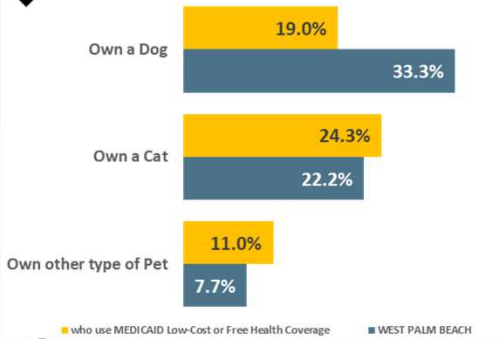
Own/Rent/Other: Adults 18 or older



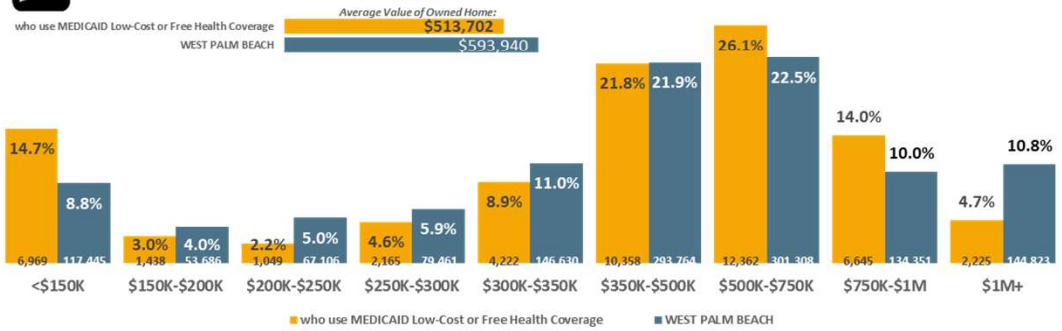
Type of Home: Adults 18 or older



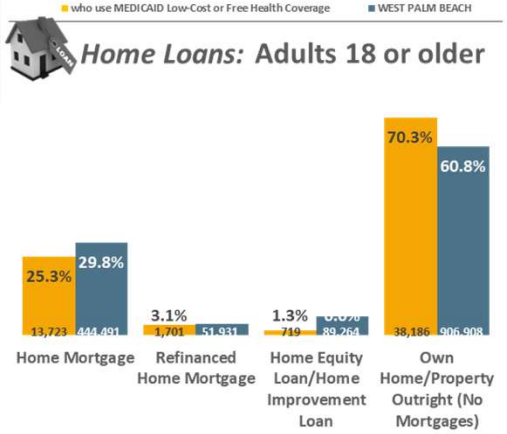
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

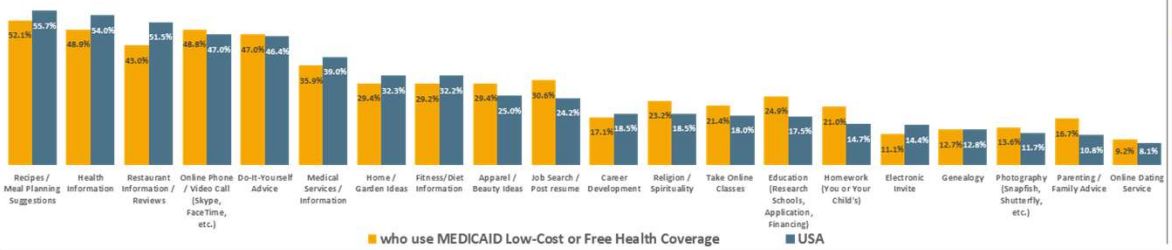
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Type of health insurance: Medicaid

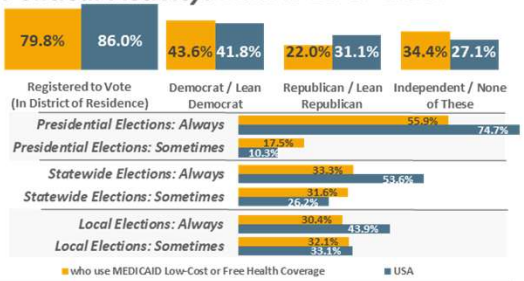


11.1% or 28,980,815 of USA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage.
Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 1.2% more likely to look up D-I-Y advice online, 30.8% less likely to always vote in local elections, 46.2% less likely to belong to a gym, 26.6% less likely to fly domestic past yr.

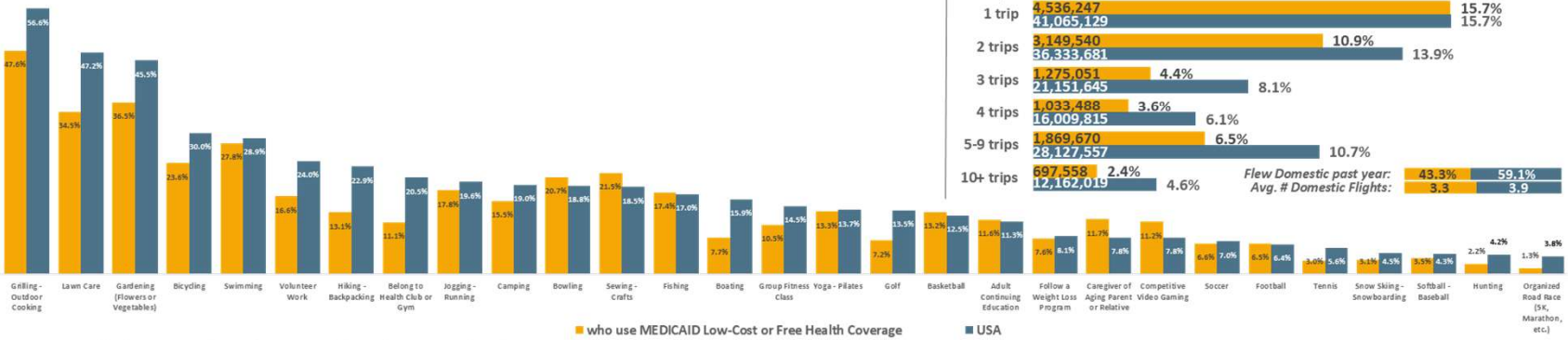
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

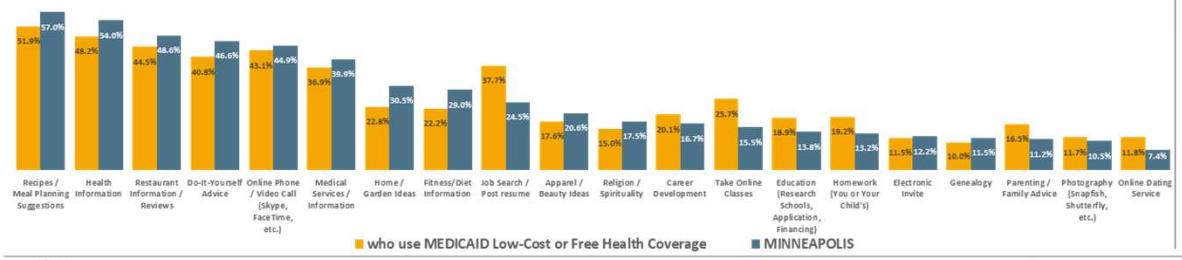
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

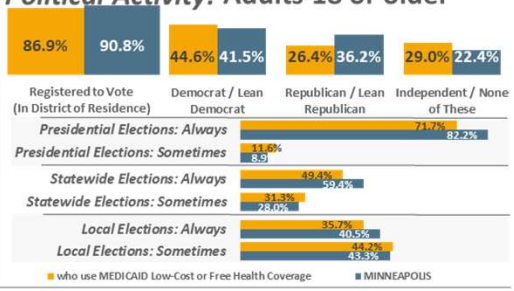
Type of health insurance: Medicaid

7.3% or 283,850 of MINNEAPOLIS DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 12.4% less likely to look up D-I-Y advice online, 11.8% less likely to always vote in local elections, 16.3% less likely to belong to a gym, 19.6% less likely to fly domestic past yr

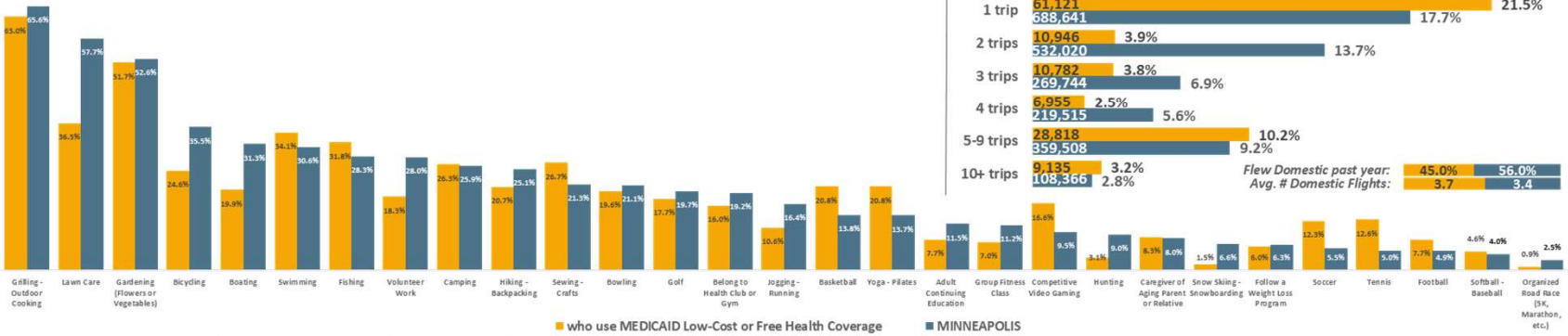
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



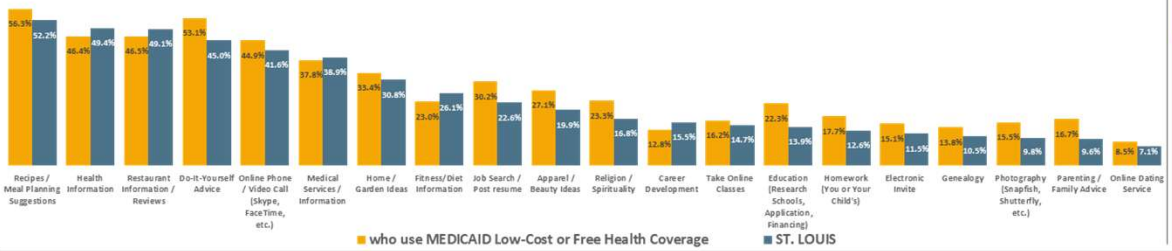
Past 12-months Domestic Airline Trips: Adults 18 or older

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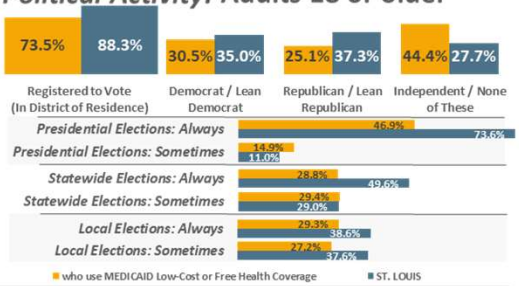
Type of health insurance: Medicaid

12.6% or 317,516 of ST. LOUIS DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 17.9% more likely to look up D-I-Y advice online, 24.1% less likely to always vote in local elections, 55.2% less likely to belong to a gym, 48.6% less likely to fly domestic past yr

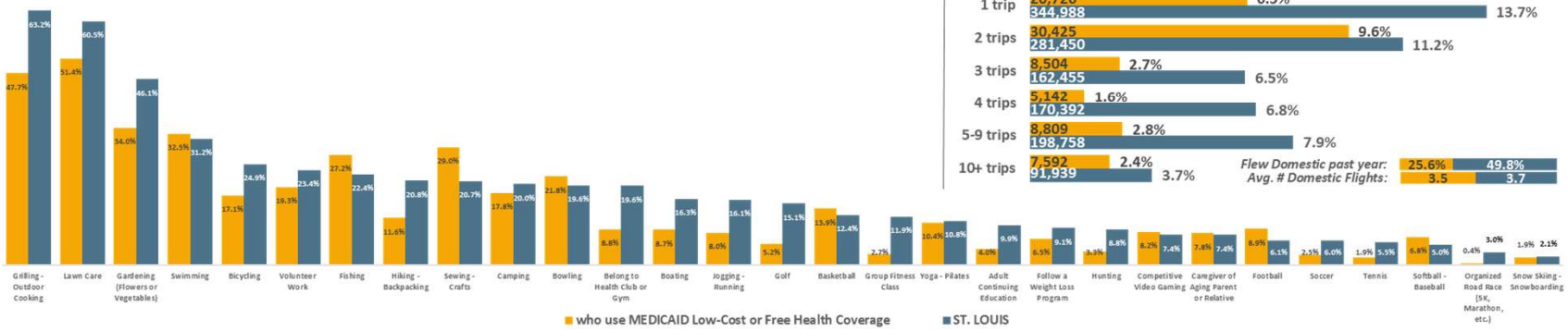
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

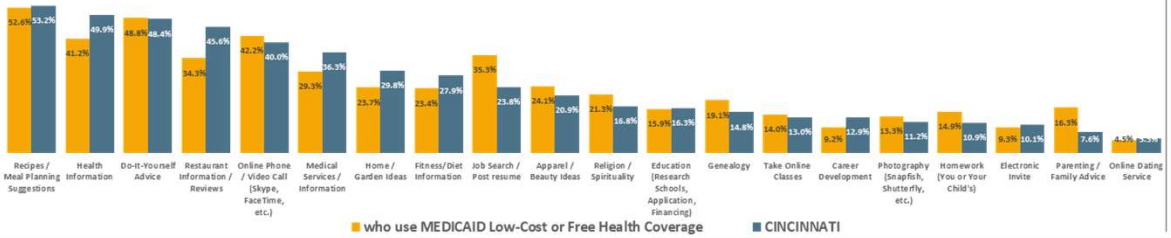
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

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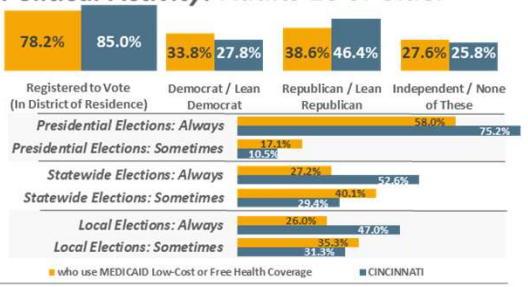
Type of health insurance: Medicaid

16.2% or 312,868 of CINCINNATI DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are .7% more likely to look up D-I-Y advice online, 44.8% less likely to always vote in local elections, 62.8% less likely to belong to a gym, 22.1% less likely to fly domestic past yr.

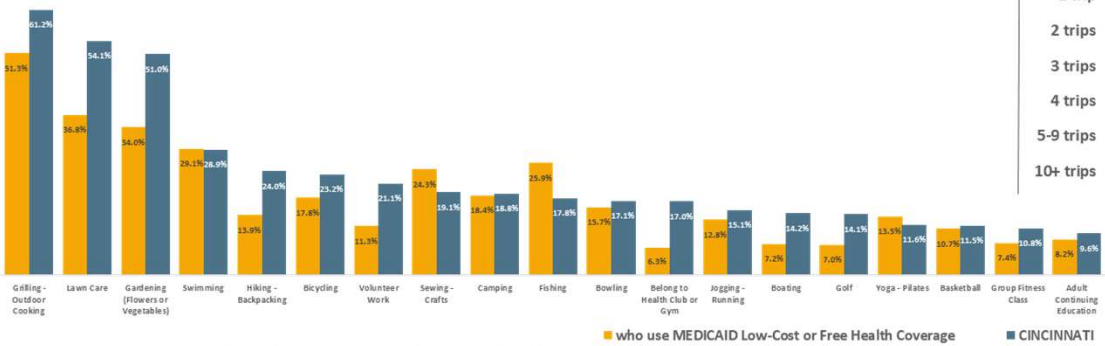
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



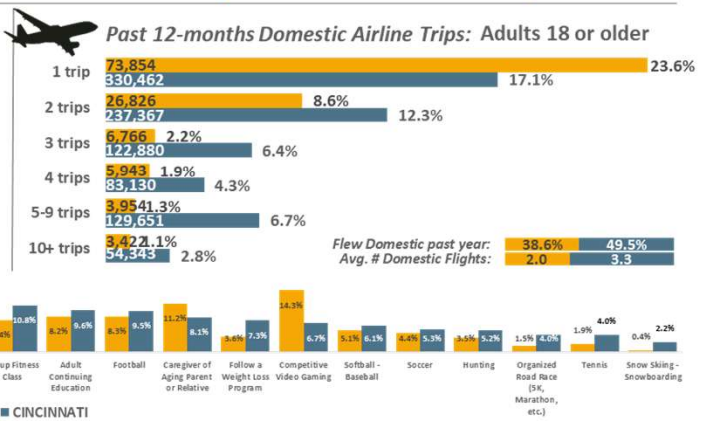
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



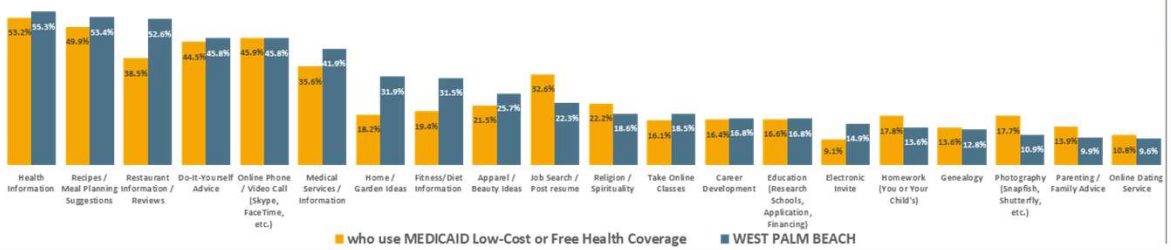
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

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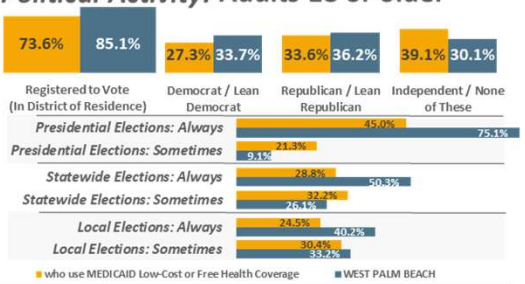
Type of health insurance: Medicaid

7.4% or 140,719 of WEST PALM BEACH DMA Adults 18 or older use MEDICAID Low-Cost or Free Health… Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 2.9% less likely to look up D-I-Y advice online, 39.2% less likely to always vote in local elections, 49.4% less likely to belong to a gym, 16.6% less likely to fly domestic past yr.

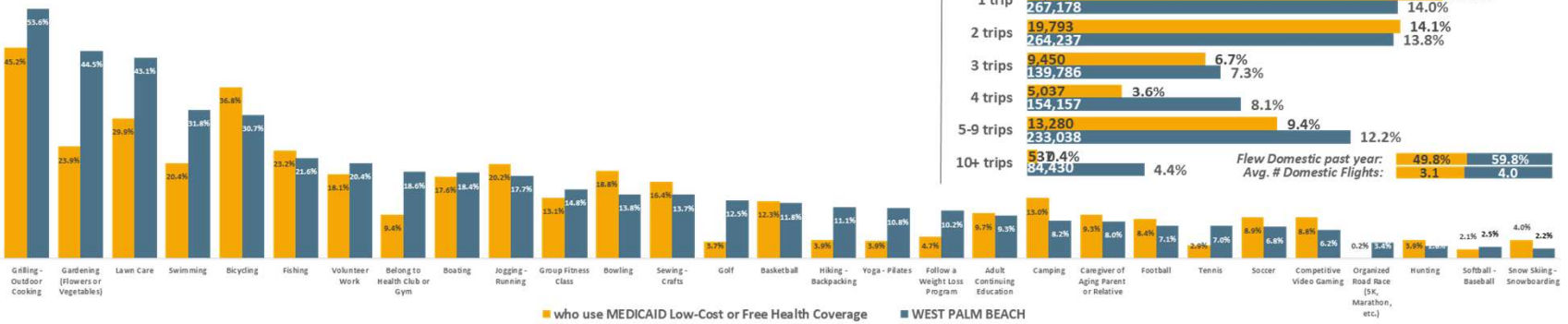
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

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Type of health insurance: Medicaid

Medicaid USA

11.1% or 28,980,815 of USA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 1.1% more likely to use QSRs past mo., 20.% less likely to use Sit-Down Restaurants past mo., 6.1% more likely to use Casinos past yr., 129.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 85.3% 24,720,918 | 84.4% 221,201,340

Avg. Monthly QSR Meals: 6.7 | 6.0

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 57.9% 16,783,105 | 72.4% 189,722,485

Avg. Monthly Sit-Down Restaurant Meals: 4.0 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who use MEDICAID Low-Cost or Free Health Coverage 7,330,045 25.3%

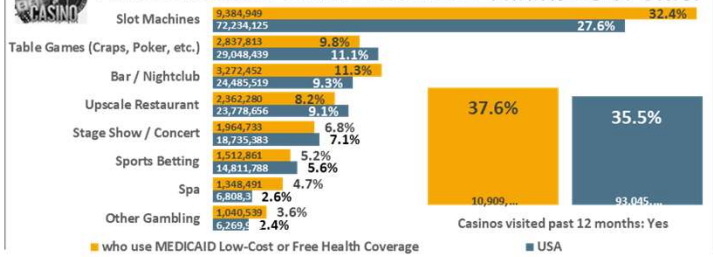
USA 19.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *2,525*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *25,039*

Type of health insurance: Medicaid

Medicaid MSP

7.3% or 283,850 of MINNEAPOLIS DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 1.1% less likely to use QSRs past mo., 16.3% less likely to use Sit-Down Restaurants past mo., 22.% more likely to use Casinos past yr., 181.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
85.3% 86.2%
242,081 3,354,586

Avg. Monthly QSR Meals:
7.5 5.6

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:
63.0% 75.3%
178,872 2,928,056

Avg. Monthly Sit-Down Restaurant Meals:
3.6 3.2

Top-10 Cuisines: Adults 18 or older

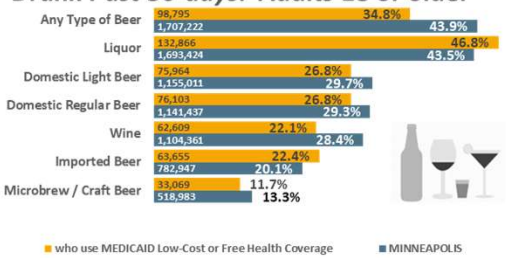
(Sit-Down Restaurants Used Past 30-days)



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

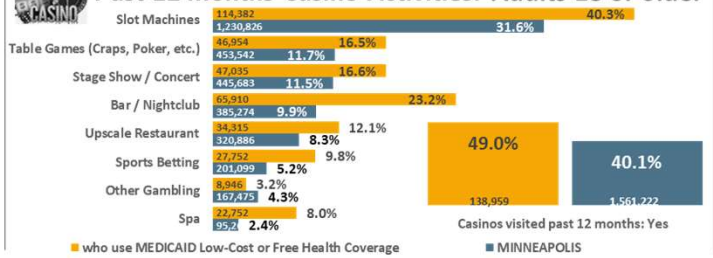
who use MEDICAID Low-Cost or Free Health Coverage	78,830	27.8%
MINNEAPOLIS	486,328	12.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





49.0% 138,959
40.1% 1,561,222
Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

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Type of health insurance: Medicaid

Medicaid STL

12.6% or 317,516 of ST. LOUIS DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are .2% less likely to use QSRs past mo., 37.6% less likely to use Sit-Down Restaurants past mo., 21.4% more likely to use Casinos past yr., 155.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



	who use MEDICAID Low-Cost or Free Health Coverage	ST. LOUIS
1 time	7.3%	7.6%
2 times	5.6%	11.4%
3 times	9.8%	10.8%
4 times	8.8%	11.1%
5 times	11.3%	10.4%
6 - 9 times	16.7%	17.3%
10 times or more	26.2%	17.3%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
85.7%	85.8%	7.7	6.4
272,050	2,155,074		

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



	who use MEDICAID Low-Cost or Free Health Coverage	ST. LOUIS
1 time	10.8%	16.9%
2 times	10.2%	16.6%
3 times	8.8%	10.9%
4 times	2.8%	7.4%
5 times	4.4%	8.0%
6 - 9 times	2.3%	7.2%
10 times or more	5.1%	4.3%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
44.5%	71.2%	4.2	3.8
141,226	1,788,583		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



who use MEDICAID Low-Cost or Free Health Coverage ■ ST. LOUIS

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

who use MEDICAID Low-Cost or Free Health Coverage	50,363	15.9%
ST. LOUIS	451,148	18.0%

Drank Past 30-days: Adults 18 or older

	who use MEDICAID Low-Cost or Free Health Coverage	ST. LOUIS
Liquor	86,324 27.2%	1,043,903 41.6%
Any Type of Beer	72,534 22.8%	1,033,056 41.2%
Domestic Light Beer	57,197 18.0%	805,044 32.1%
Domestic Regular Beer	52,451 16.5%	737,630 29.4%
Wine	41,825 13.2%	658,897 26.2%
Imported Beer	24,759 7.8%	453,969 18.1%
Microbrew / Craft Beer	3,050 1.0%	215,998 8.6%



Past 12 months Casino Activities: Adults 18 or older

	who use MEDICAID Low-Cost or Free Health Coverage	ST. LOUIS
Slot Machines	127,978 40.3%	713,371 28.4%
Table Games (Craps, Poker, etc.)	29,819 9.4%	313,450 12.5%
Bar / Nightclub	24,529 7.7%	207,338 8.3%
Upscale Restaurant	36,369 11.5%	178,738 7.1%
Sports Betting	18,225 5.7%	148,283 5.9%
Stage Show / Concert	18,091 5.7%	114,063 4.5%
Spa	11,562 3.6%	49,[illegible] 2.0%
Other Gambling	13,974 4.4%	43,[illegible] 1.7%

Casinos visited past 12 months: Yes		
	42.9%	35.4%
	136,316	887,605

who use MEDICAID Low-Cost or Free Health Coverage ■ ST. LOUIS

Used Past 30-days: Adults 18 or older



who use MEDICAID Low-Cost or Free Health Coverage ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

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Type of health insurance: Medicaid

Medicaid CIN

16.2% or 312,868 of CINCINNATI DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are .2% more likely to use QSRs past mo., 18.4% less likely to use Sit-Down Restaurants past mo., 8.7% more likely to use Casinos past yr., 133.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

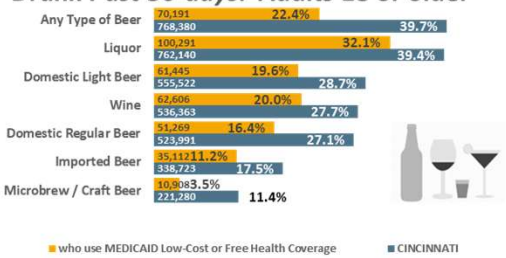
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



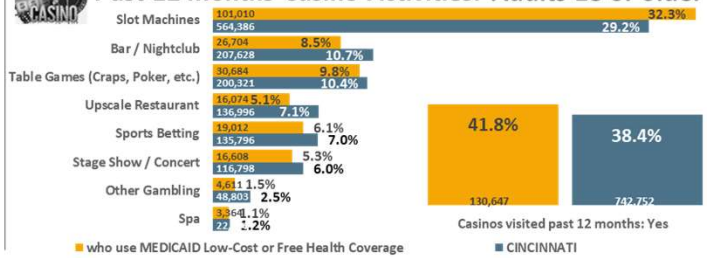
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

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Type of health insurance: Medicaid

Medicaid WPB

7.4% or 140,719 of WEST PALM BEACH DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 7.8% more likely to use QSRs past mo., 28.8% less likely to use Sit-Down Restaurants past mo., 22.8% less likely to use Casinos past yr., 92.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



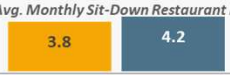
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

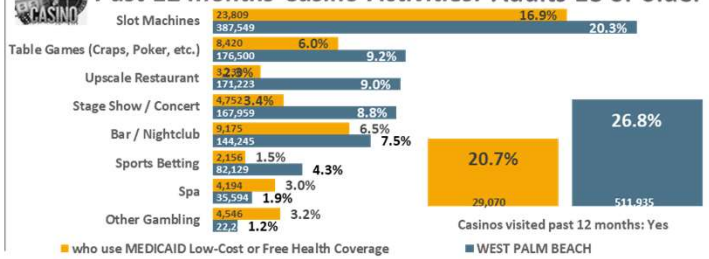


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

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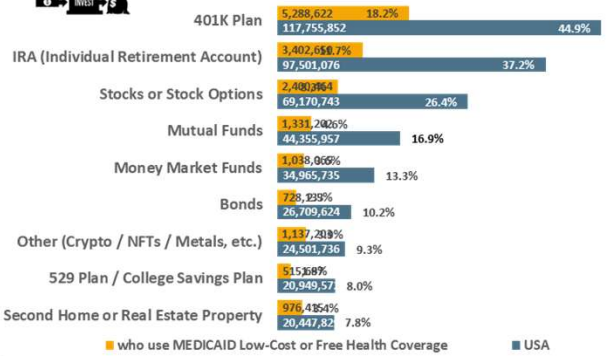
Type of health insurance: Medicaid

Medicaid

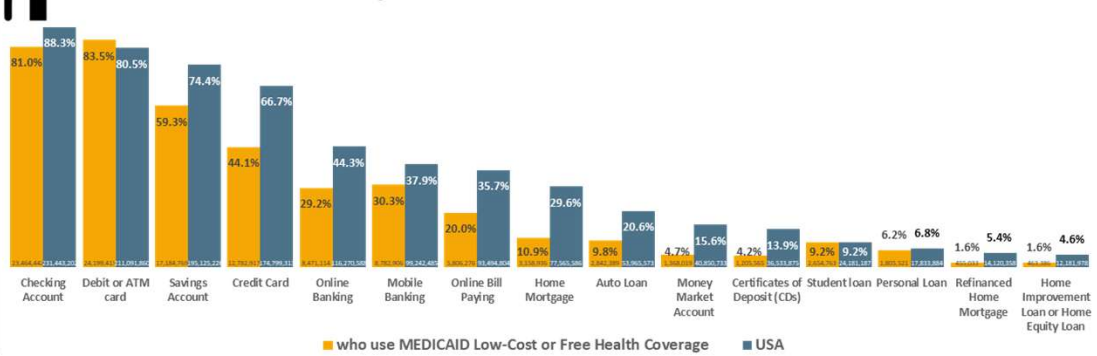
USA

11.1% or 28,980,815 of USA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage.
Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 59.4% less likely to have a 401K, 52.4% less likely to have an Auto Loan, 56.9% less likely to Invest/Trade Stocks Online, 34.3% more likely to pay with their Debit Card.

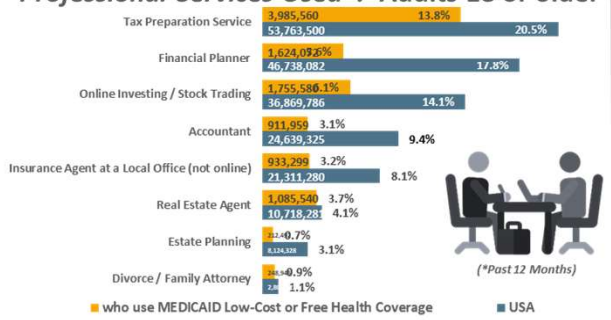
Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

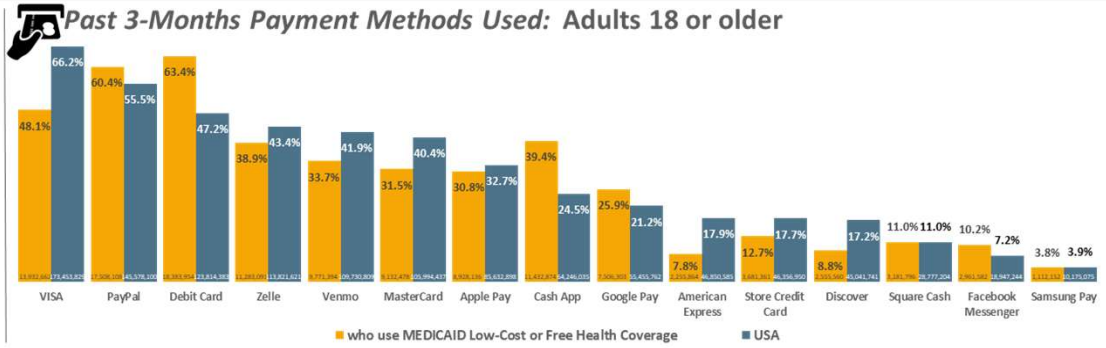


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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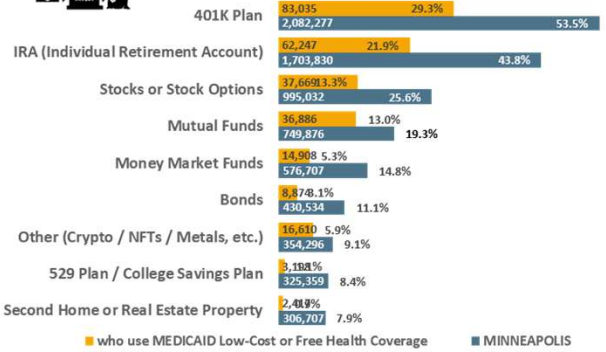
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

Type of health insurance: Medicaid

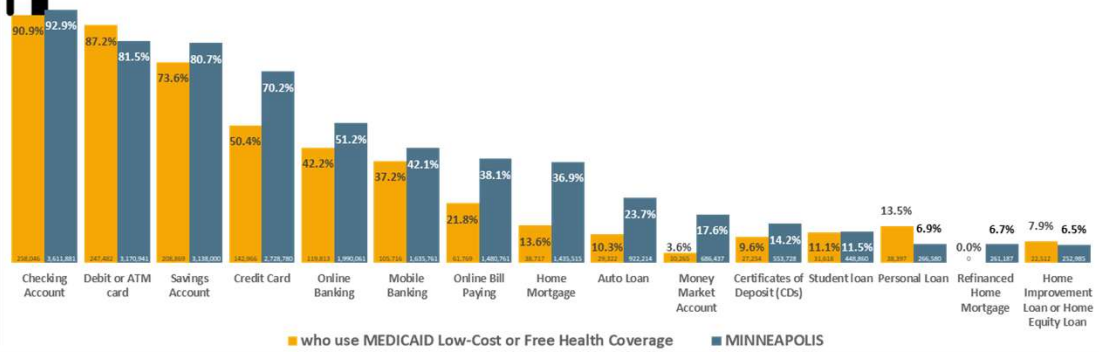
Medicaid MSP

7.3% or 283,850 of MINNEAPOLIS DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 45.4% less likely to have a 401K, 56.4% less likely to have an Auto Loan, 8.2% more likely to Invest/Trade Stocks Online, 63.9% more likely to pay with their Debit Card.

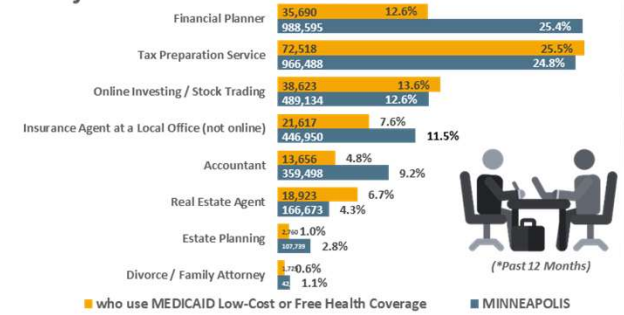
Investments Owned: Adults 18 or older



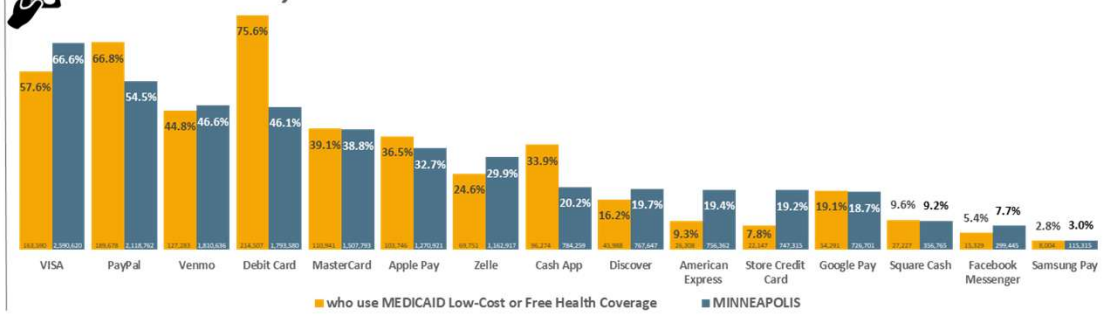
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



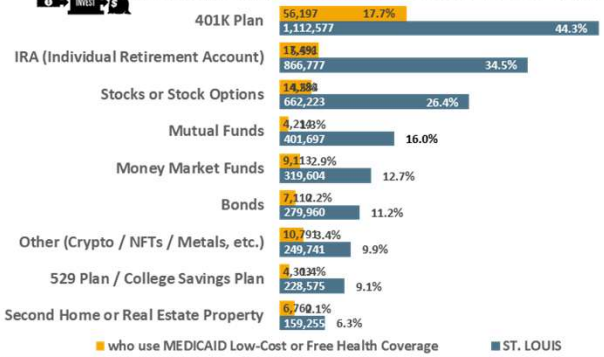
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Type of health insurance: Medicaid

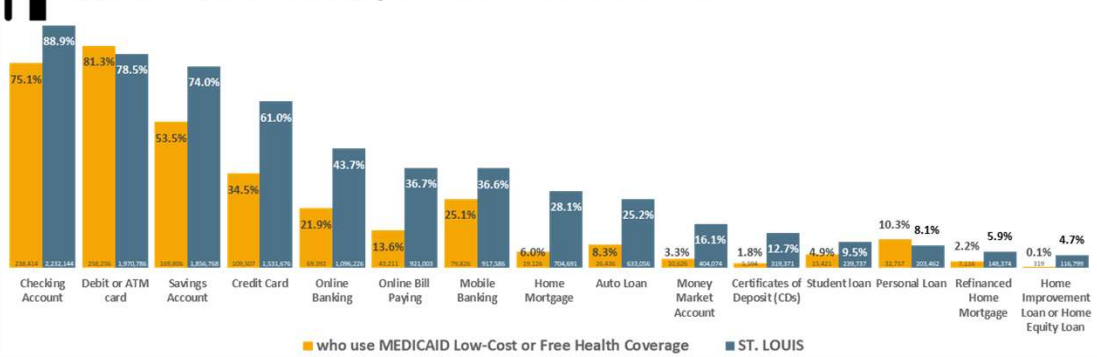
Medicaid STL

12.6% or 317,516 of ST. LOUIS DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 60.1% less likely to have a 401K, 67.7% less likely to have an Auto Loan, 75.4% less likely to Invest/Trade Stocks Online, 23.2% more likely to pay with their Debit Card.

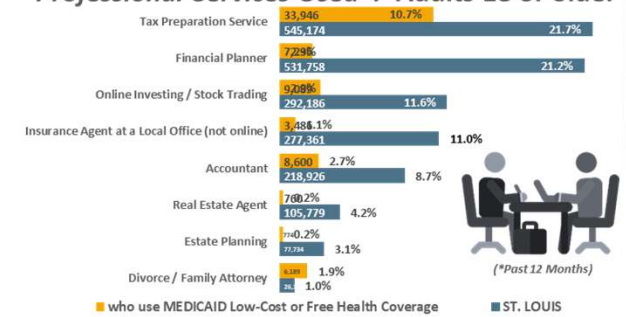
Investments Owned: Adults 18 or older



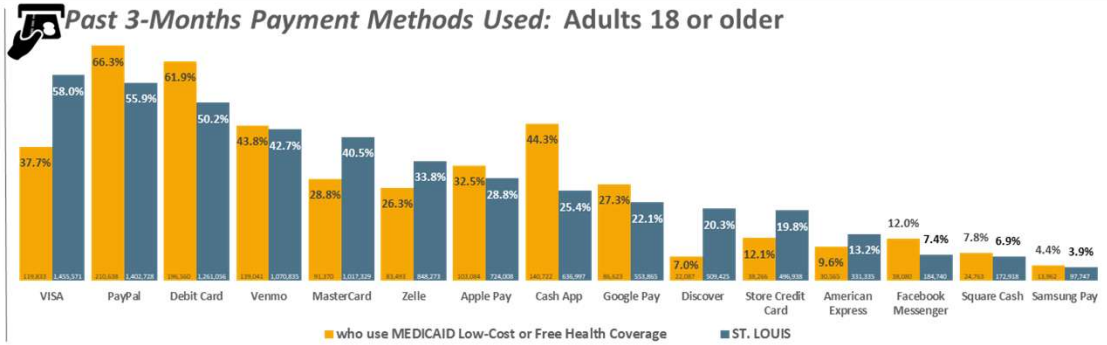
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

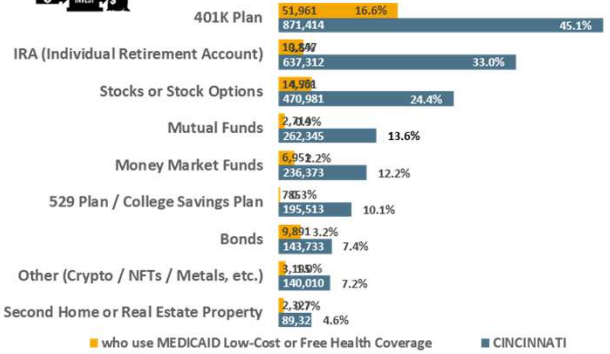
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Type of health insurance: Medicaid

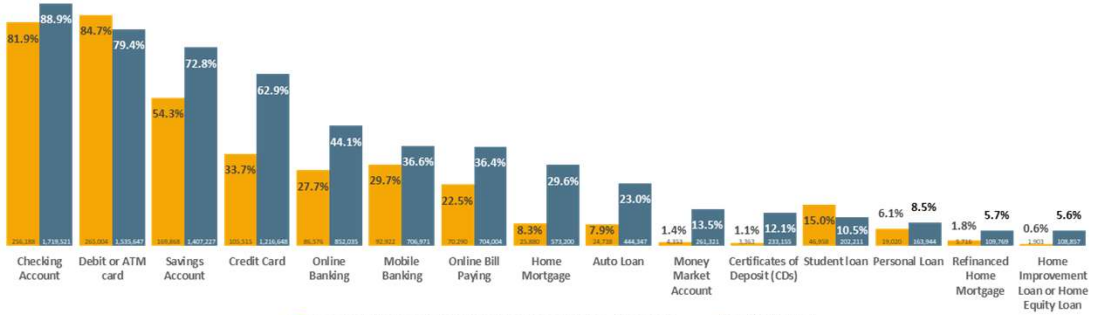
Medicaid CIN

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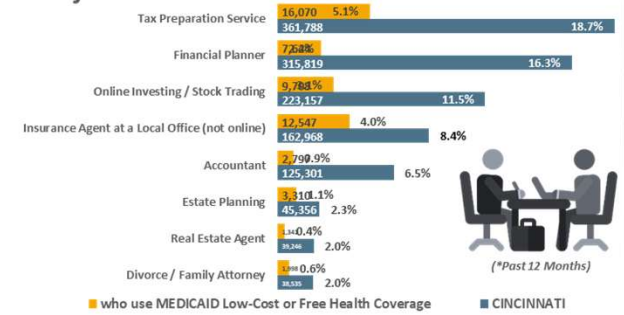
Investments Owned: Adults 18 or older



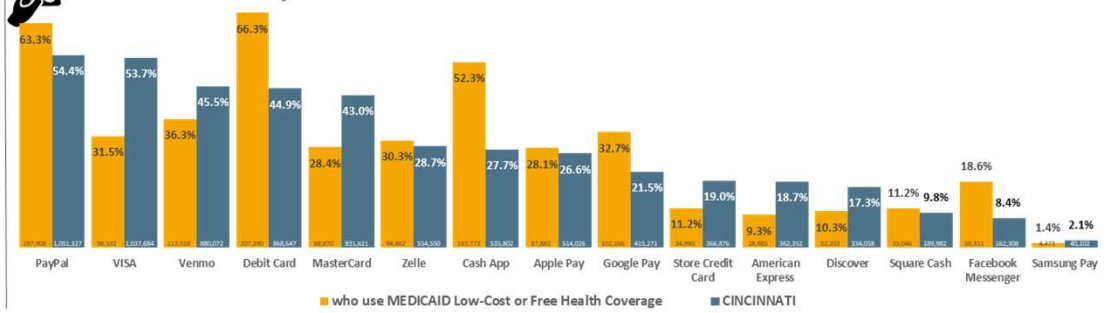
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

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Type of health insurance: Medicaid

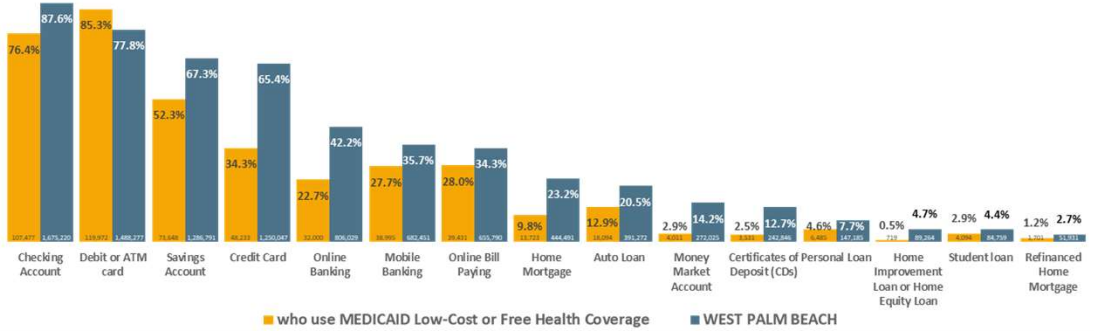
Medicaid WPB

7.4% or 140,719 of WEST PALM BEACH DMA Adults 18 or older use MEDICAID Low-Cost or Free Health... Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 71.3% less likely to have a 401K, 37.2% less likely to have an Auto Loan, 40.3% less likely to Invest/Trade Stocks Online, 46.7% more likely to pay with their Debit Card.

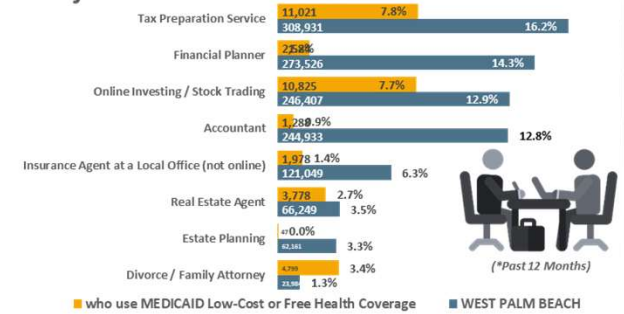
Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

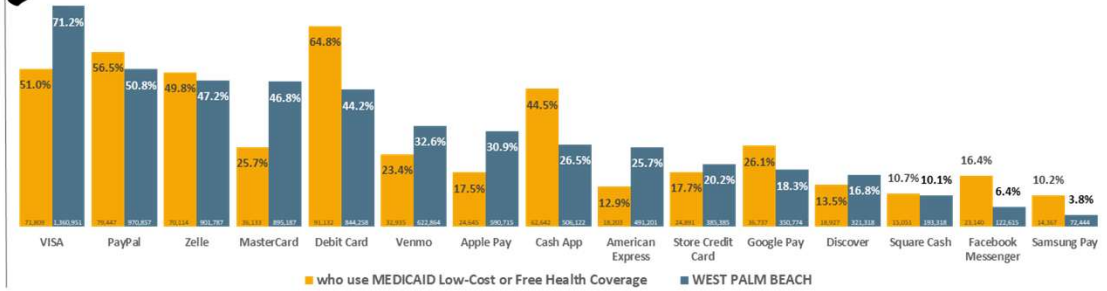


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



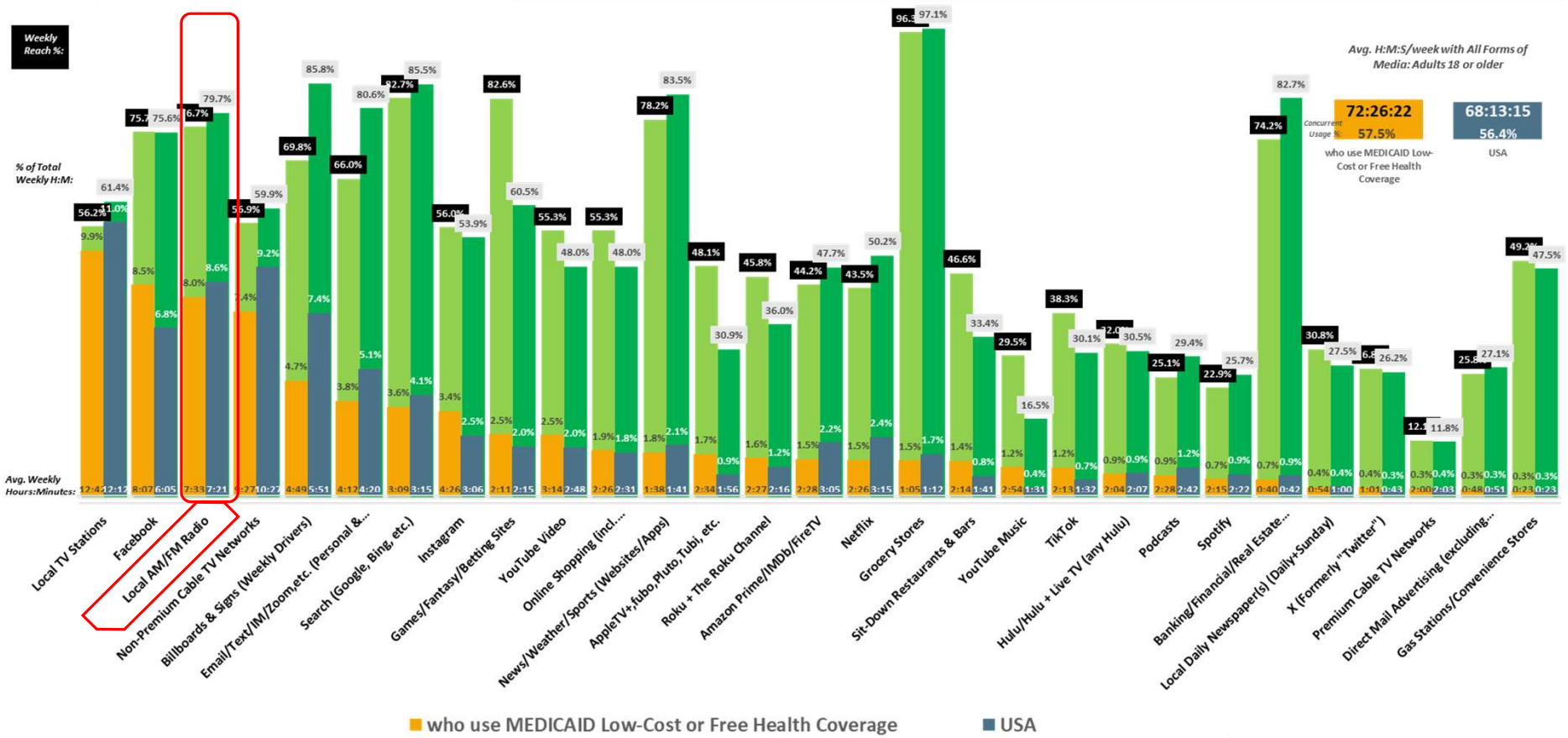
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Type of health insurance: Medicaid

Medicaid USA

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 3 days, 0 hours, 26 minutes and 22 seconds each week with All Forms of Media.

76.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 7 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

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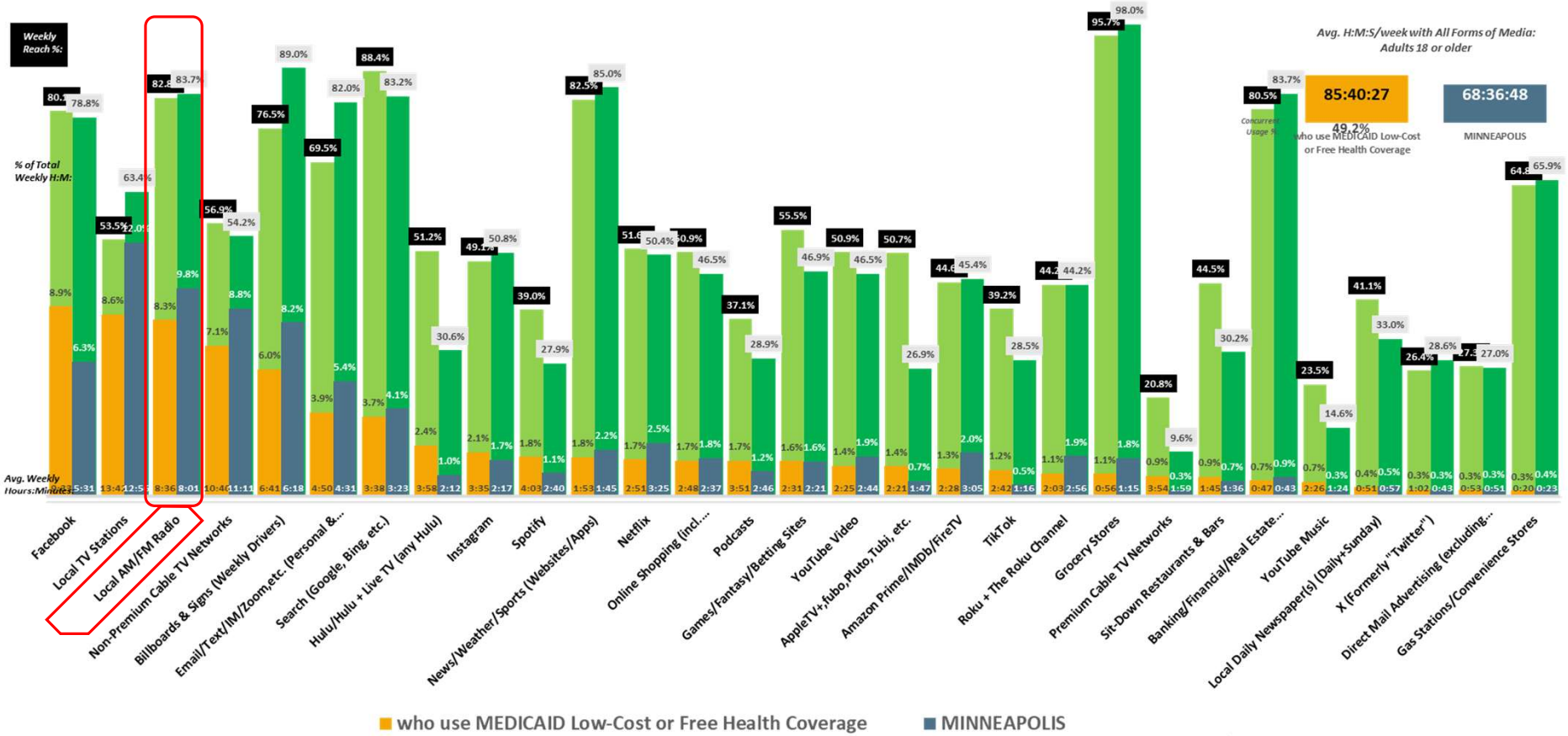
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Type of health insurance: Medicaid

Medicaid MSP

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 3 days, 13 hours, 40 minutes and 27 seconds each week with All Forms of Media.

82.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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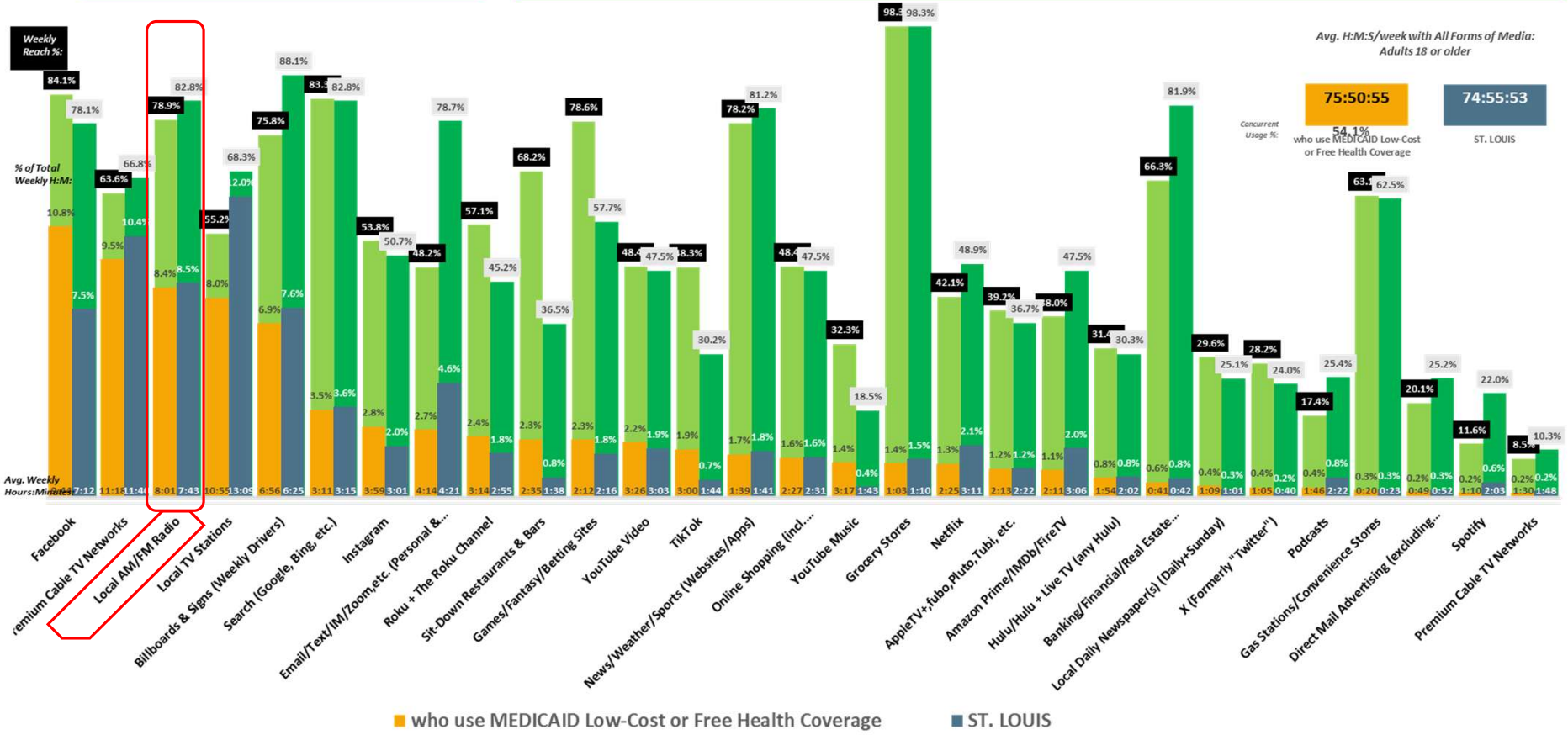
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Type of health insurance: Medicaid

Medicaid STL

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 3 days, 3 hours, 50 minutes and 55 seconds each week with All Forms of Media.

78.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.

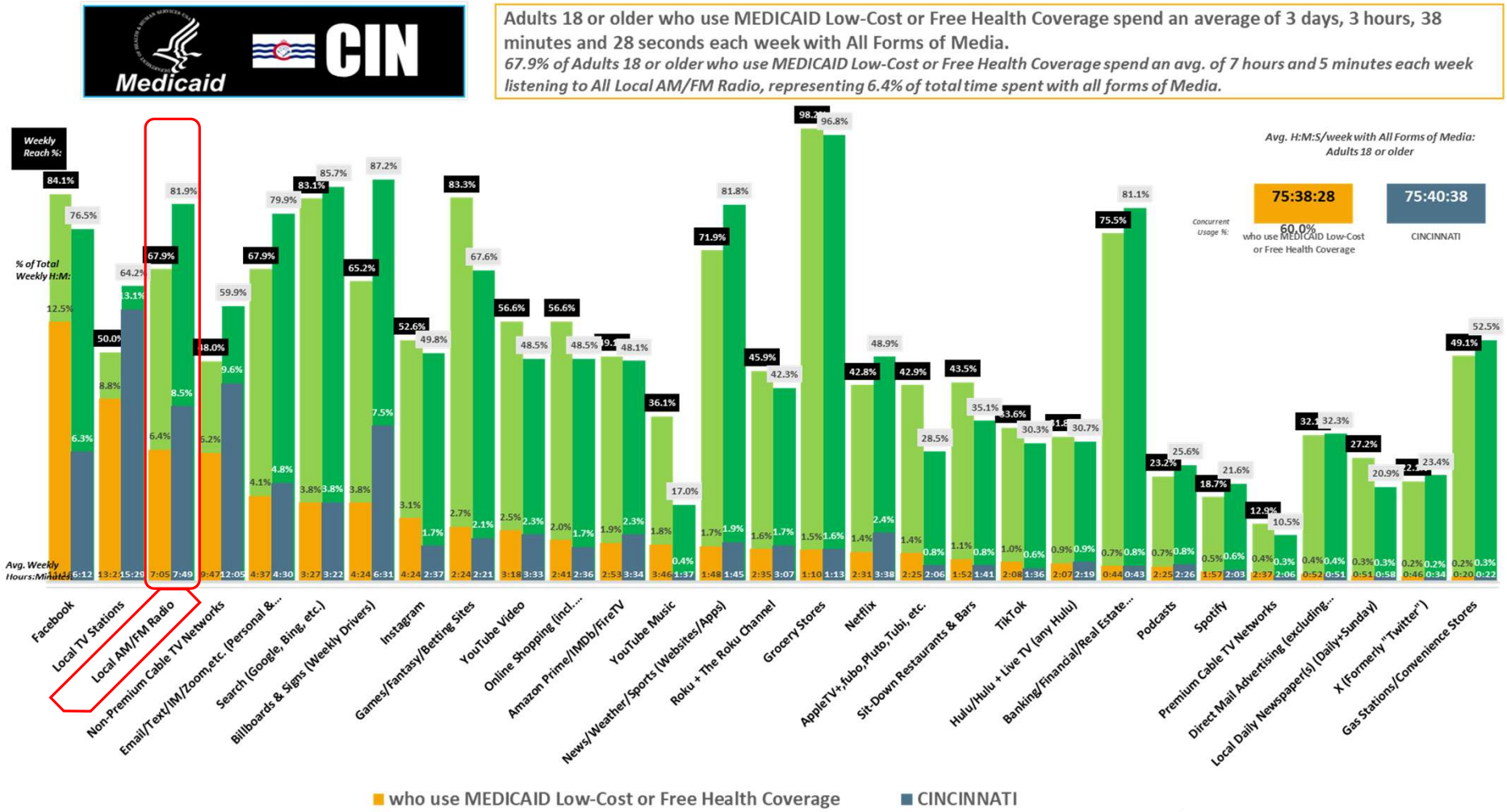


ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Type of health insurance: Medicaid



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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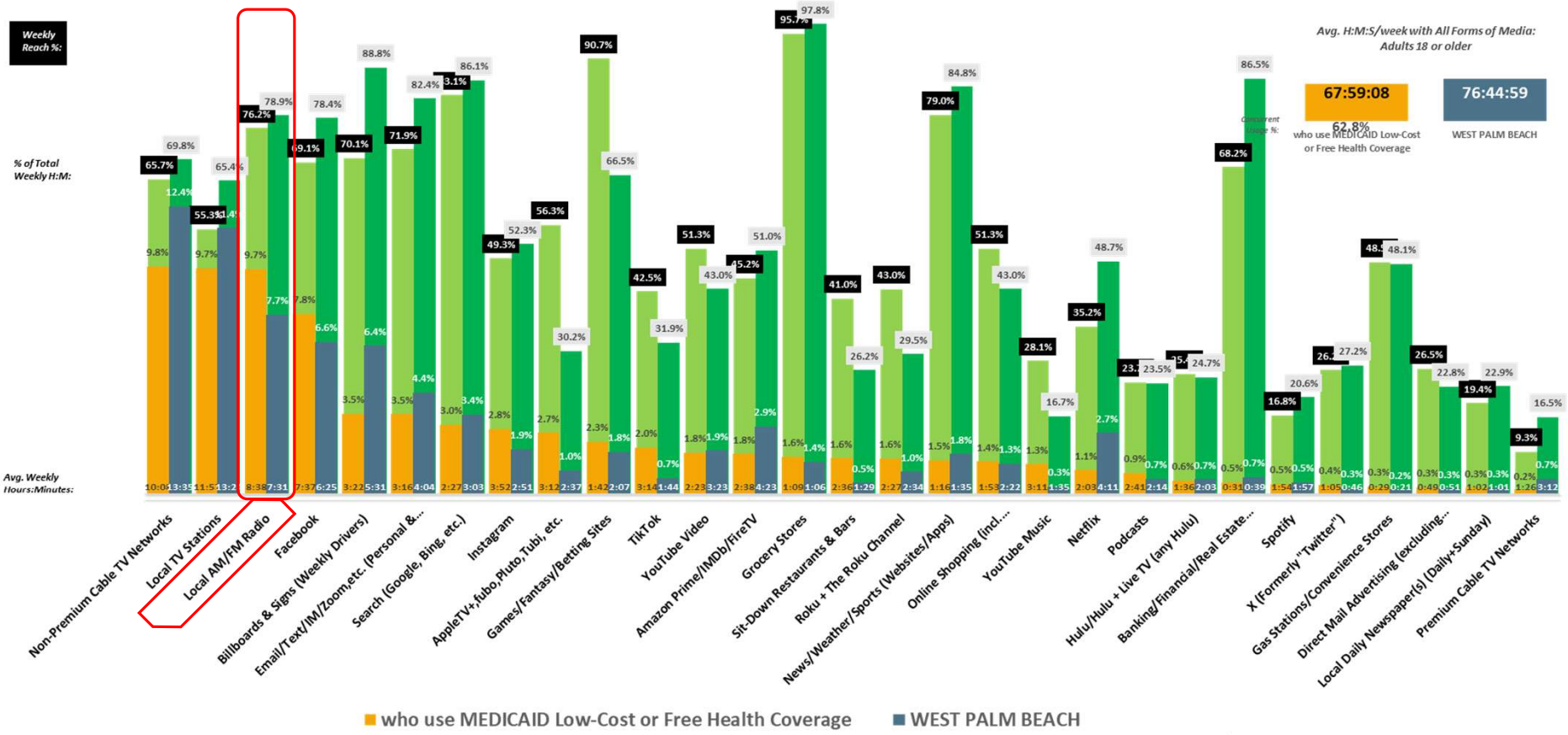
Hubbard BROADCASTING Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid WPB

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 2 days, 19 hours, 59 minutes and 8 seconds each week with All Forms of Media.

76.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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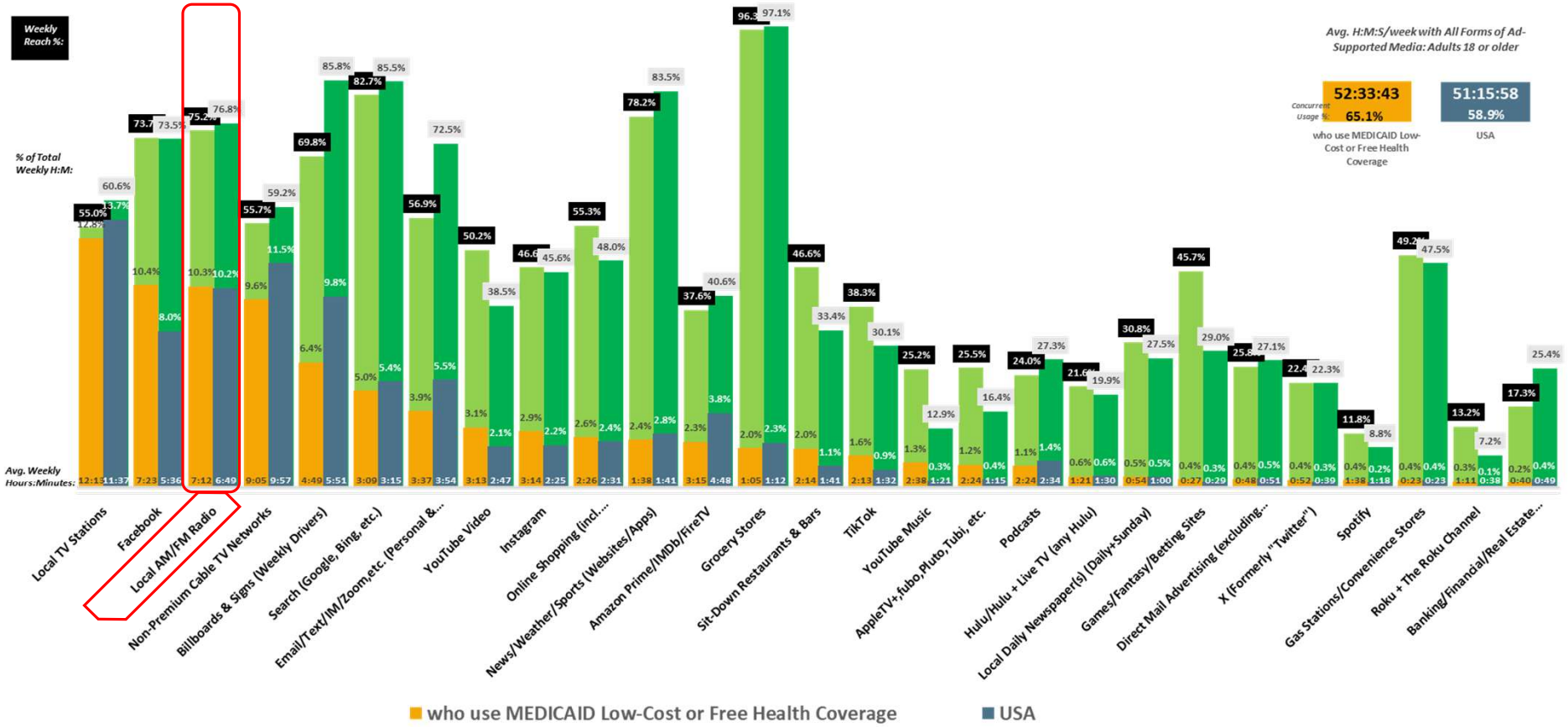
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Type of health insurance: Medicaid

Medicaid USA

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 2 days, 4 hours, 33 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

75.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 7 hours and 12 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.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

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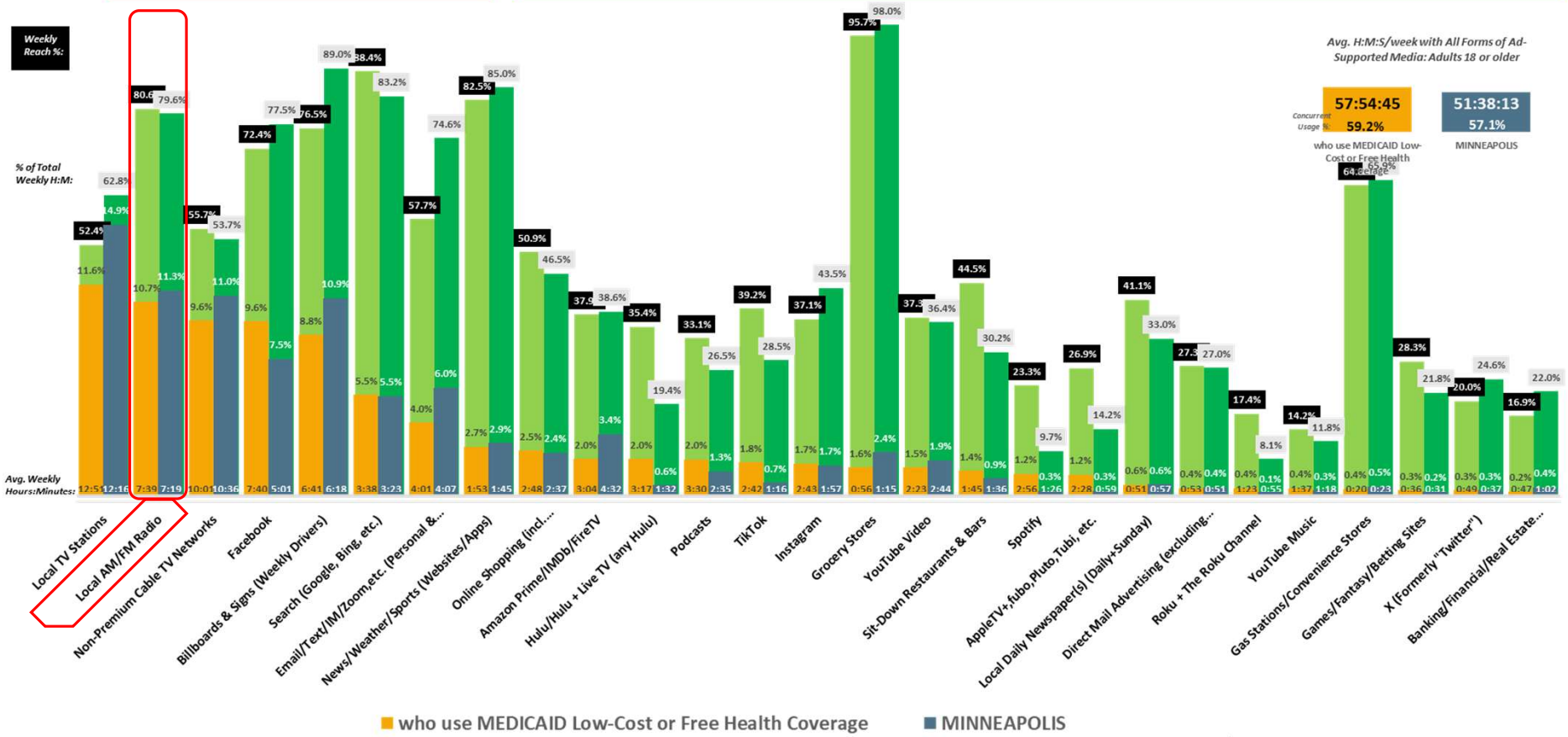
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Type of health insurance: Medicaid

Medicaid MSP

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 2 days, 9 hours, 54 minutes and 45 seconds each week with All Forms of Ad-Supported Media.

80.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 7 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.

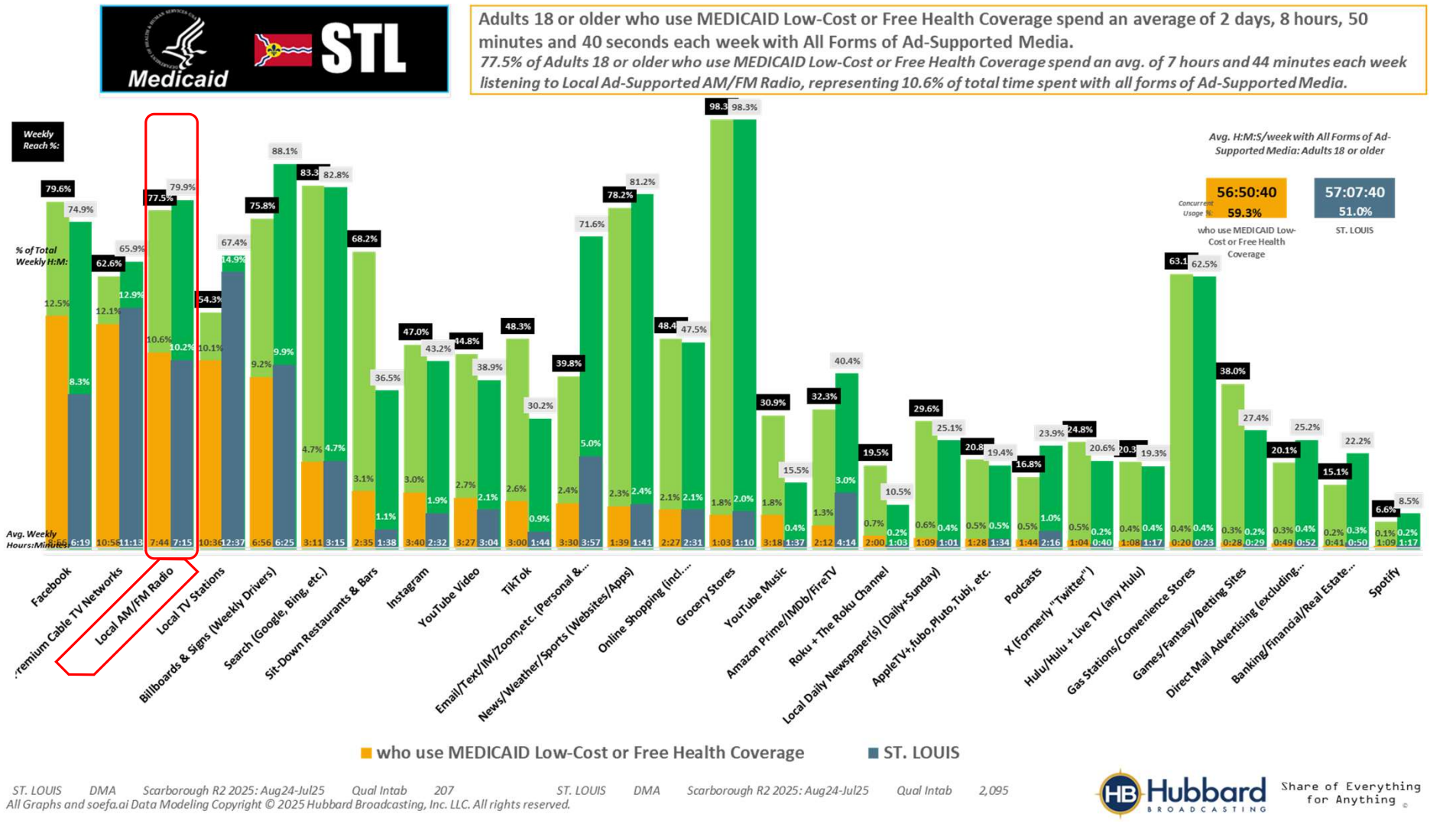


MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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Type of health insurance: Medicaid

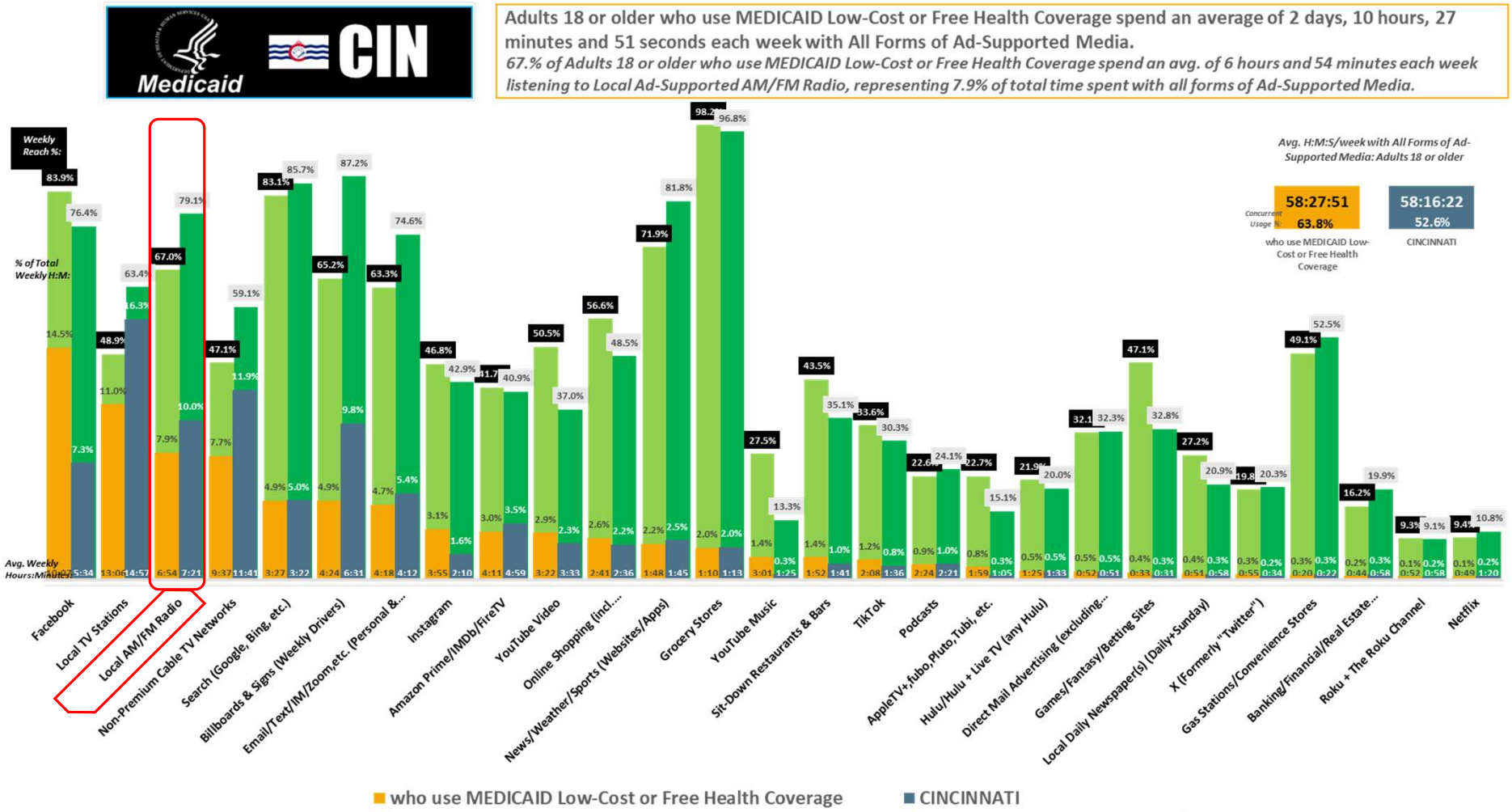


ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Type of health insurance: Medicaid



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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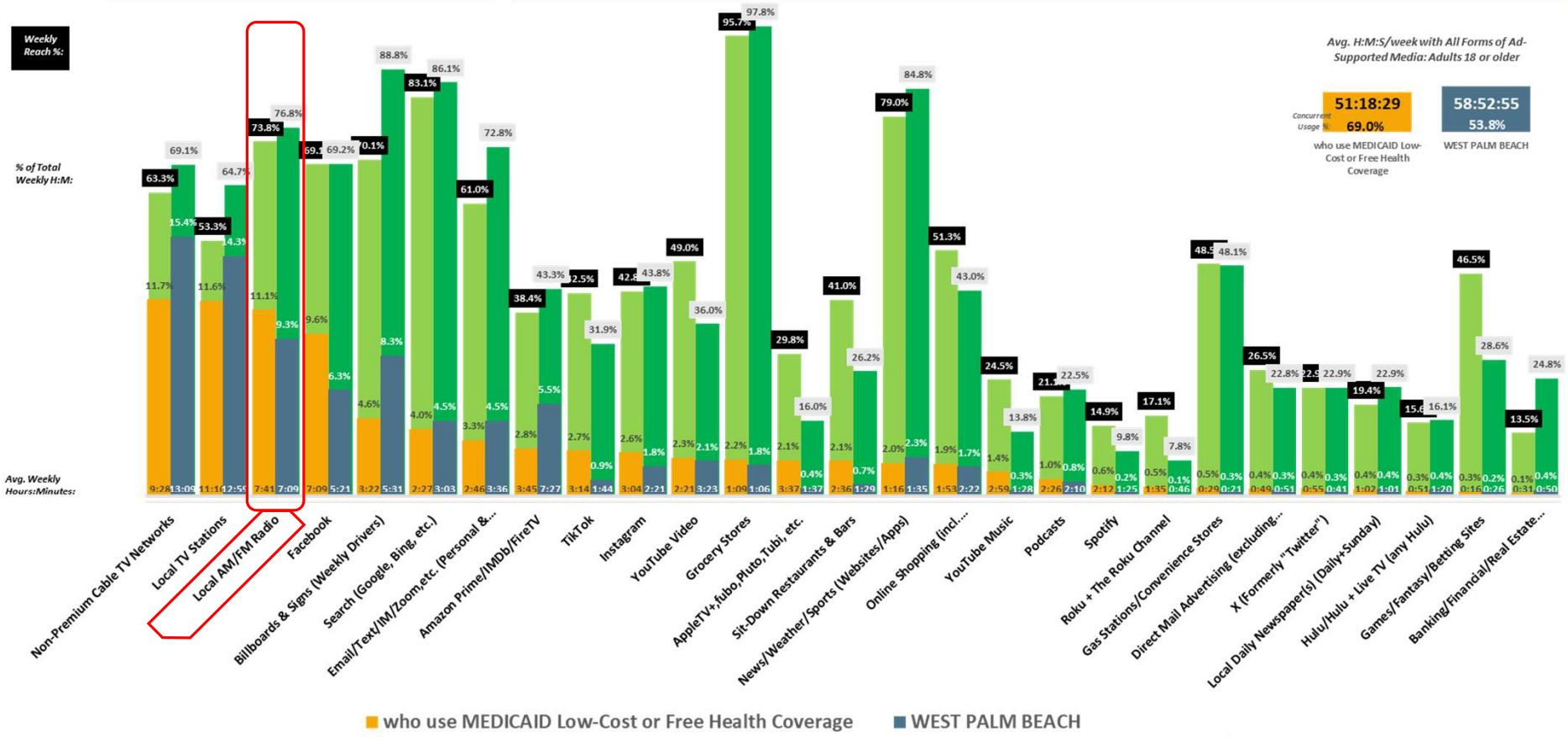
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Type of health insurance: Medicaid

Medicaid WPB

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 2 days, 3 hours, 18 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

73.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 7 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

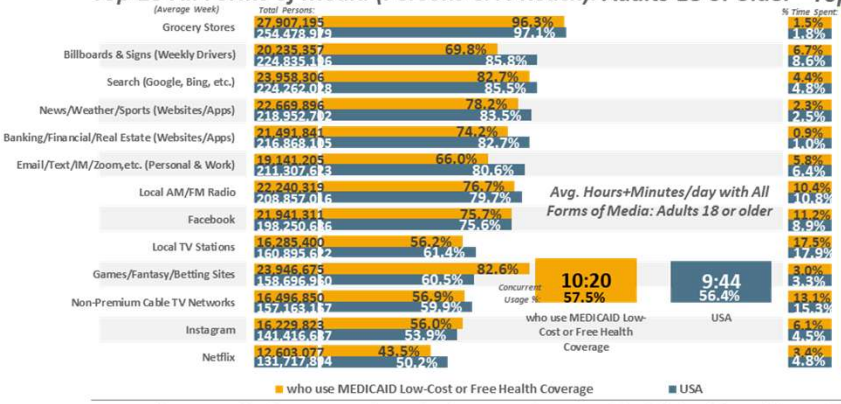
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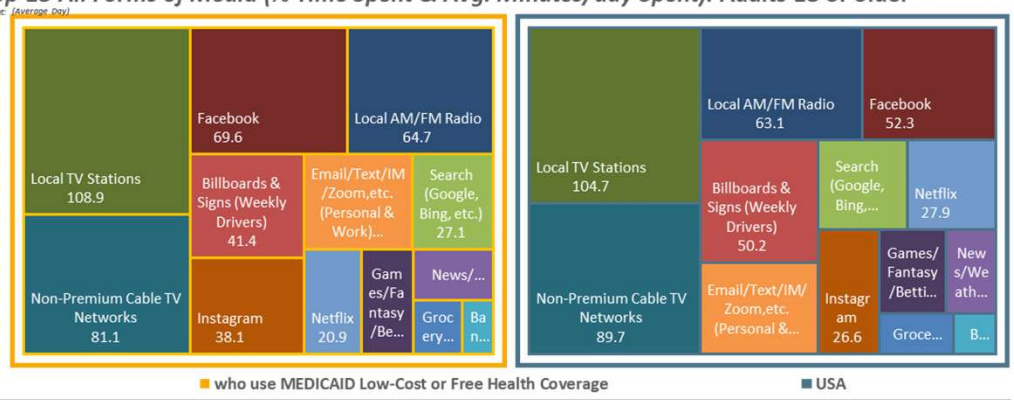
Type of health insurance: Medicaid

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 75.2% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

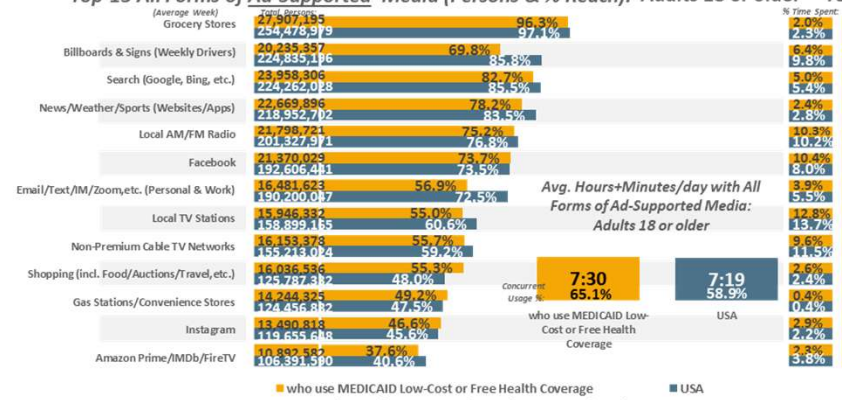
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



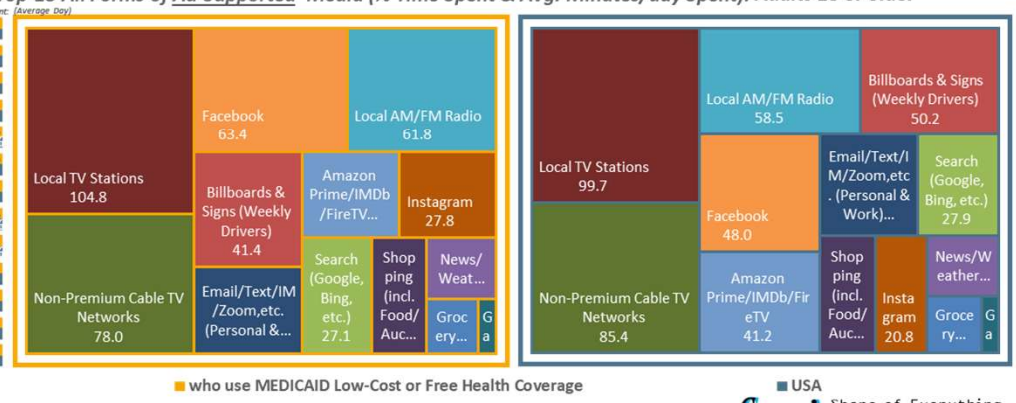
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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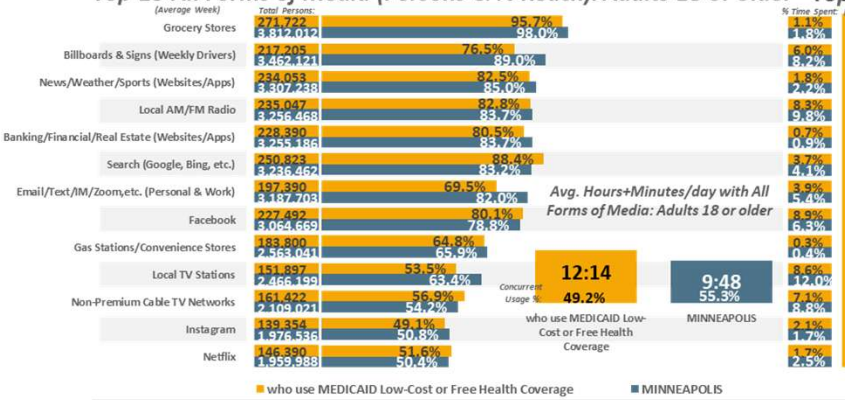
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

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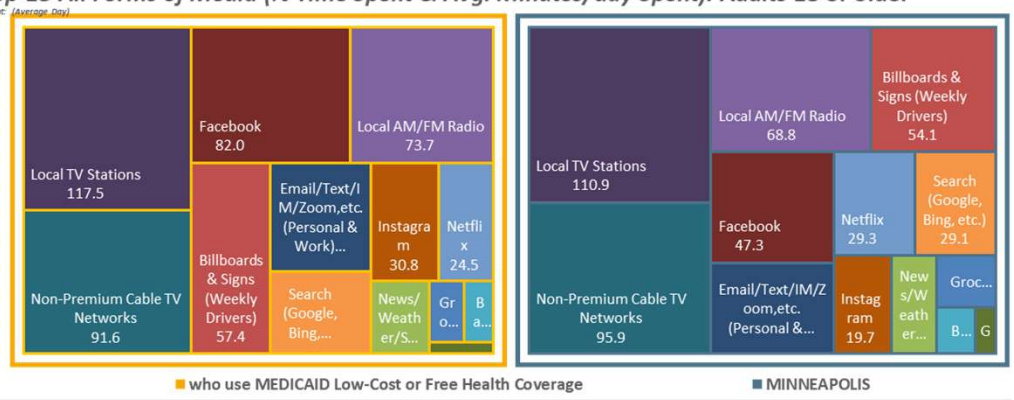
Type of health insurance: Medicaid

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 8 hours and 16 minutes each day with All Forms of Ad-Supported Media. 80.6% listen to Local AM/FM Radio for an avg. of 65.7 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

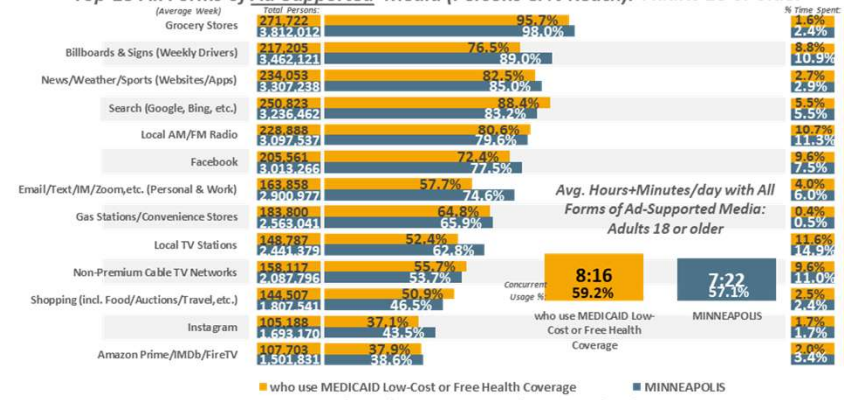
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



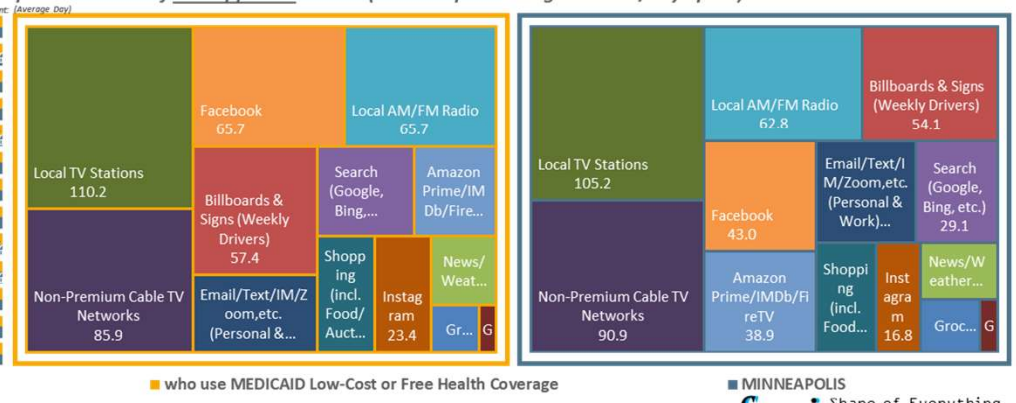
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

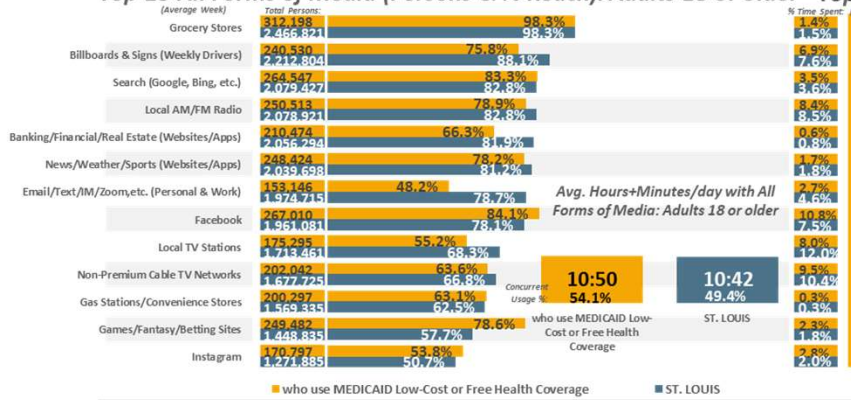
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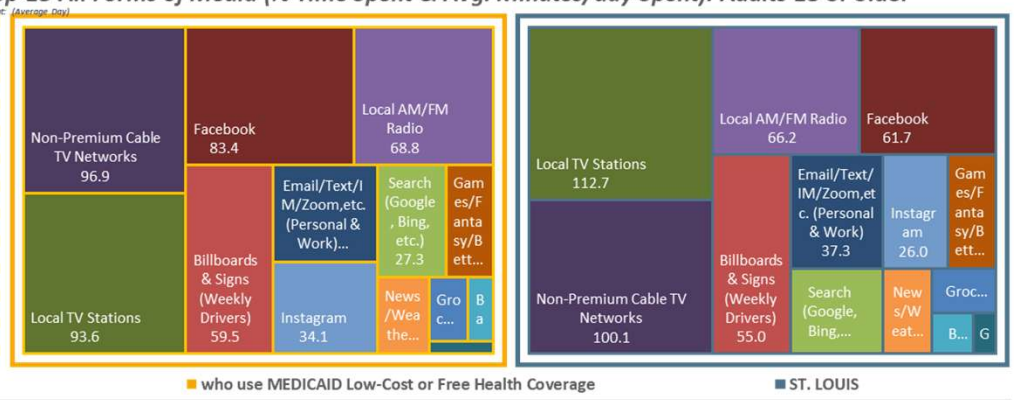
Type of health insurance: Medicaid

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 8 hours and 7 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

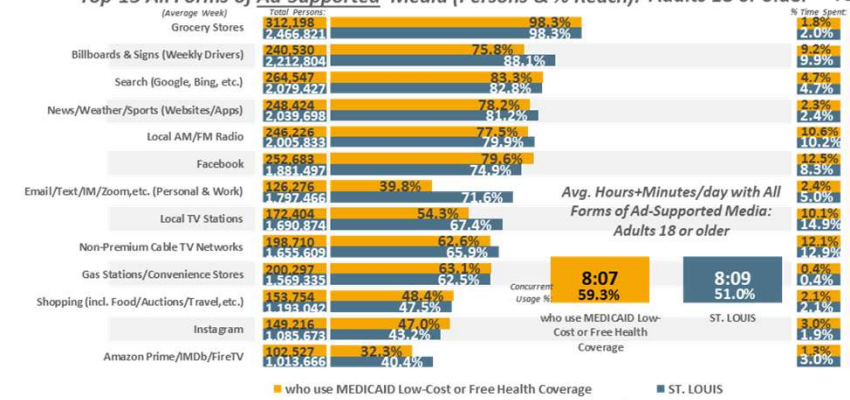
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



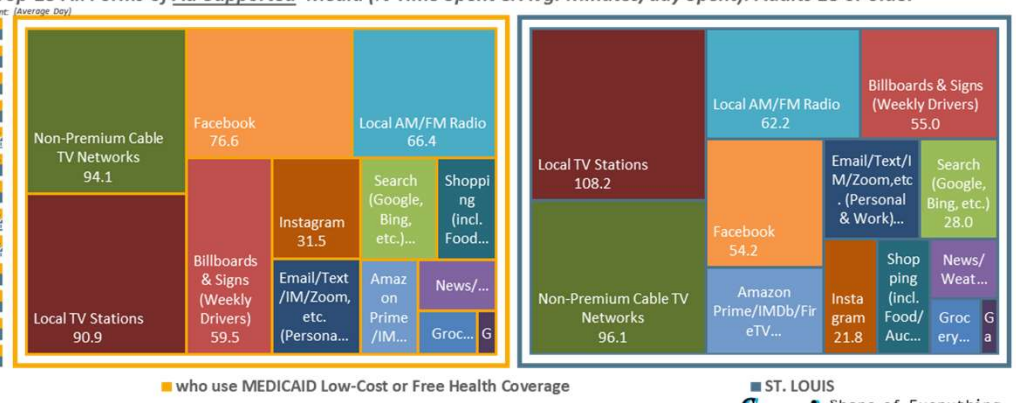
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

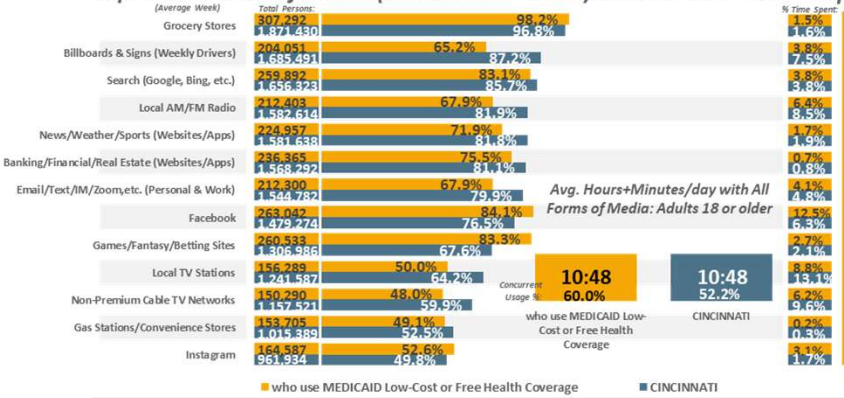
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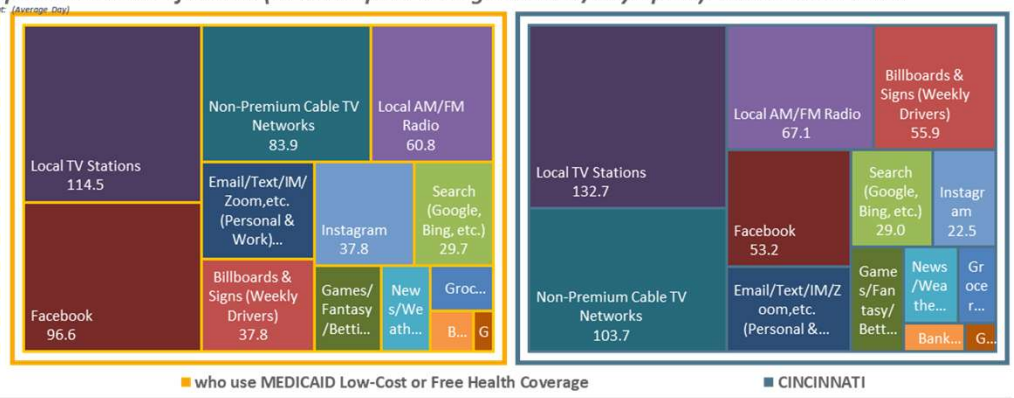
Type of health insurance: Medicaid

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 67.% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. *(Local Radio delivers 7.9% of Time with Ad-Supported Media.)*

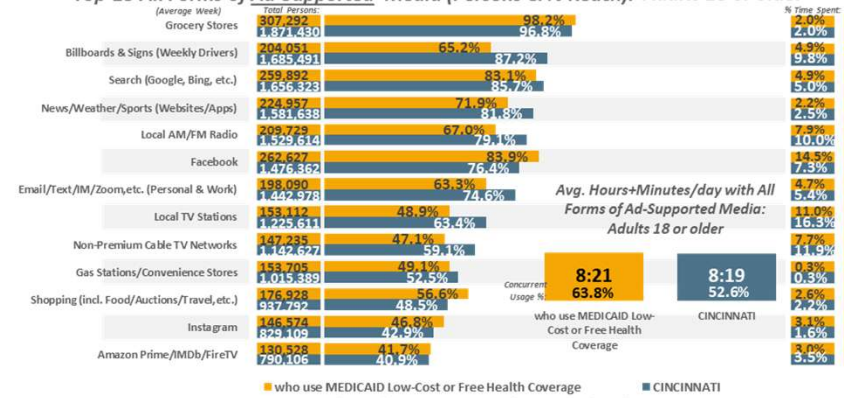
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



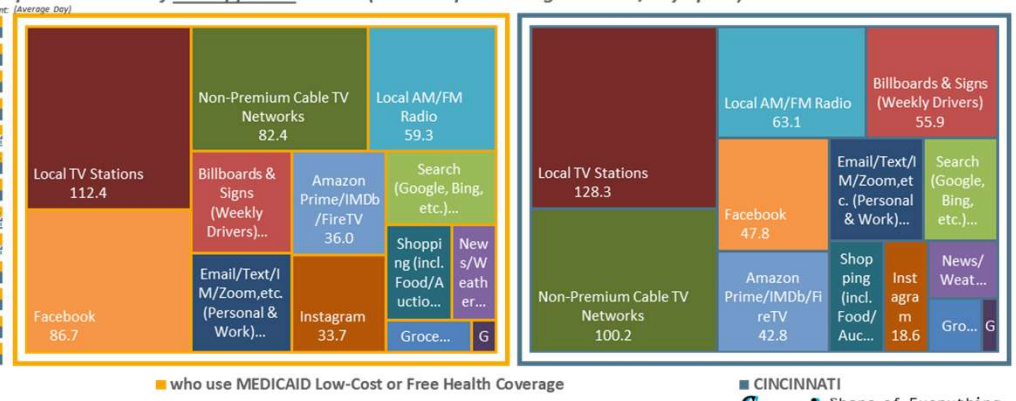
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

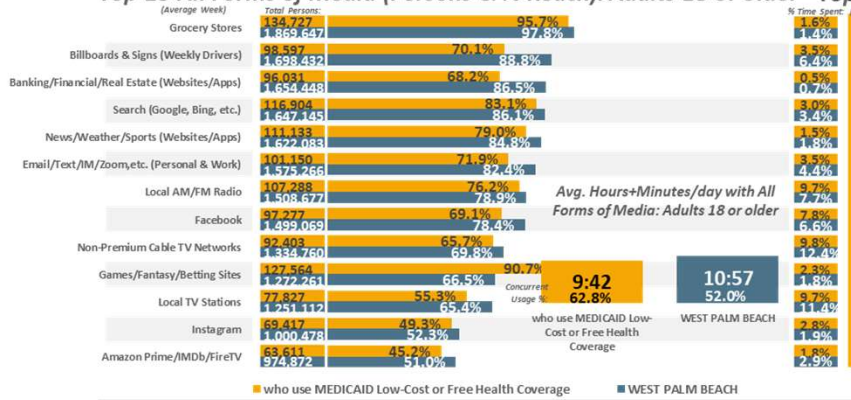
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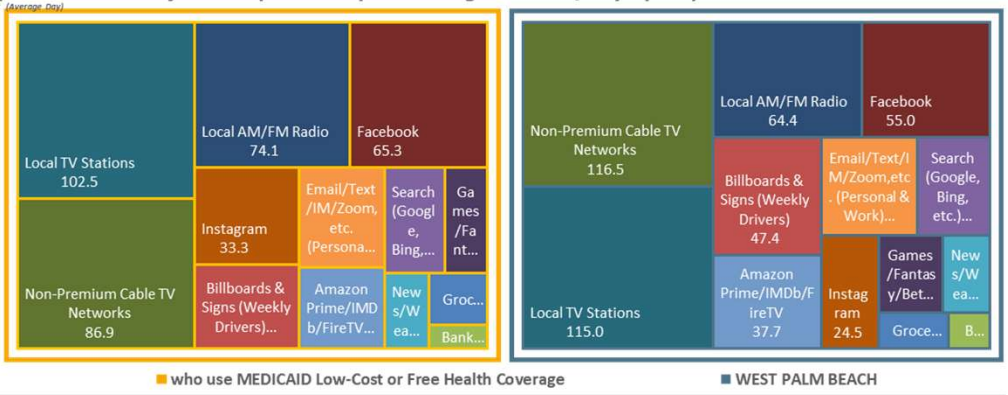
Type of health insurance: Medicaid

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

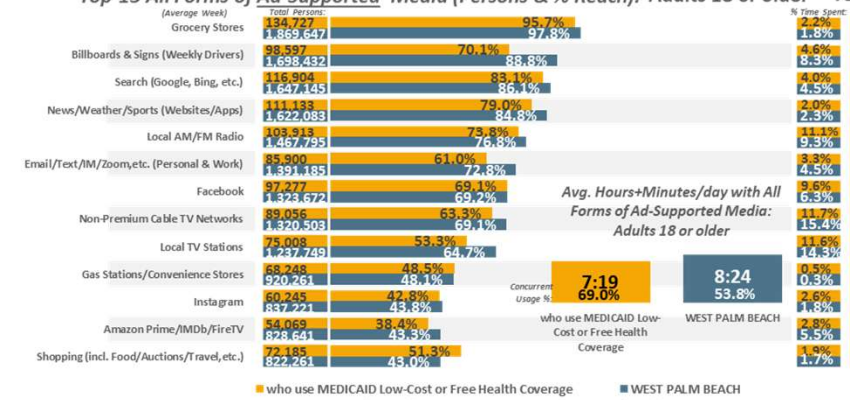
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



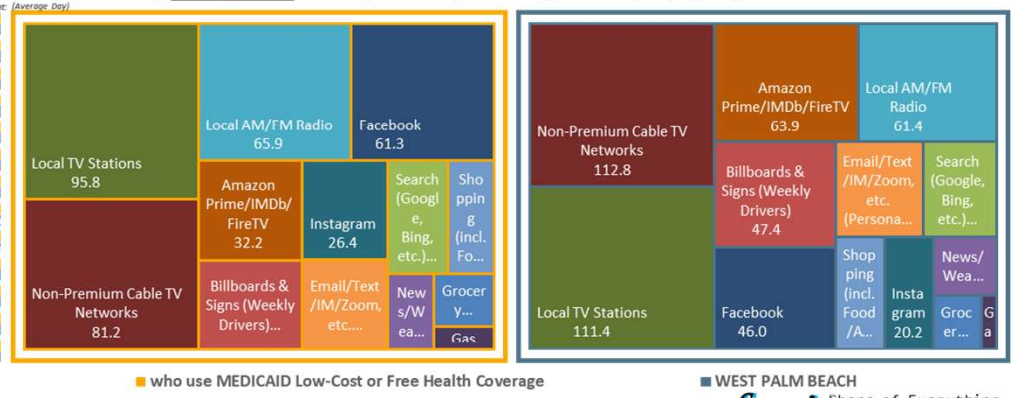
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

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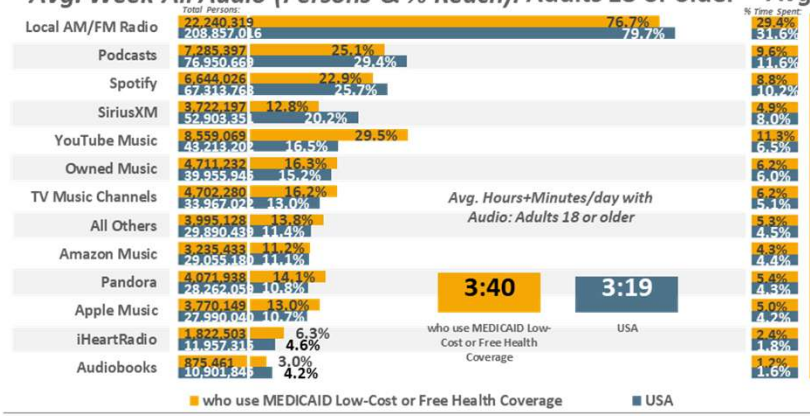
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Type of health insurance: Medicaid

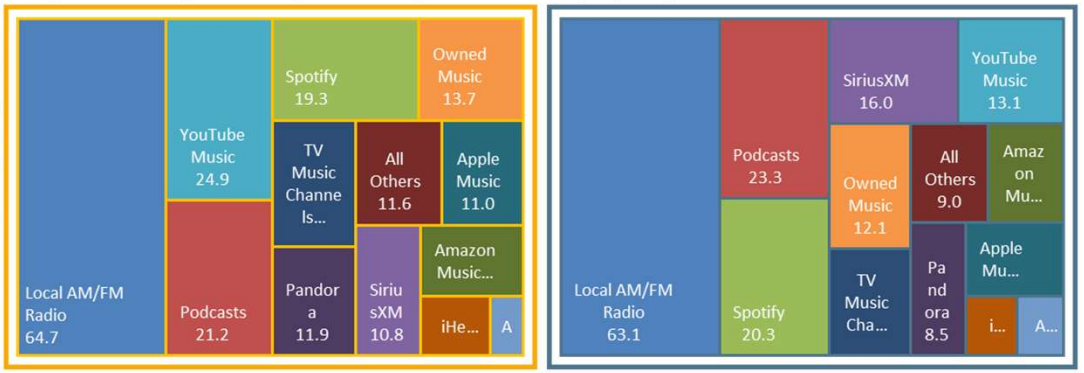
Medicaid USA

21,798,721 or 75.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

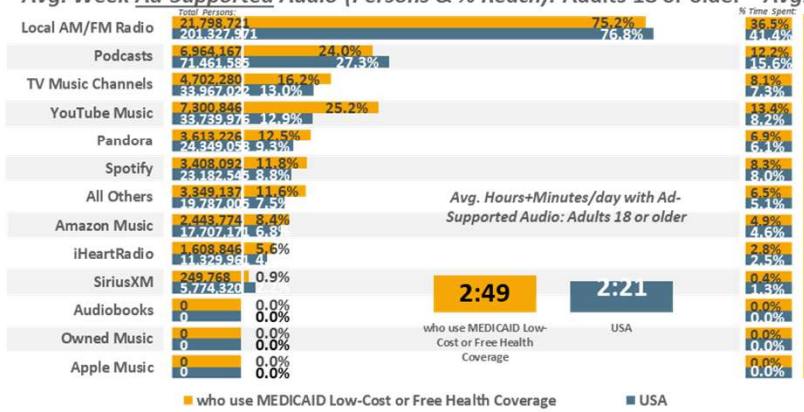
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



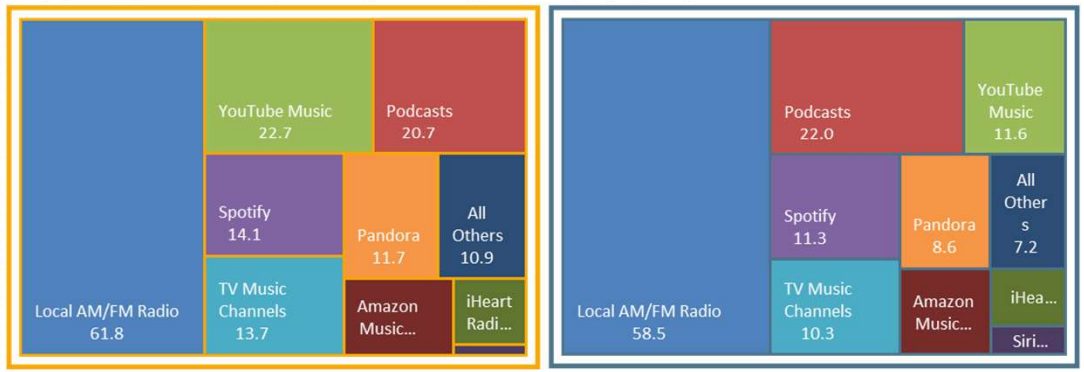
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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Scarborough R2 2025: Feb24-Jul25 USA Projection

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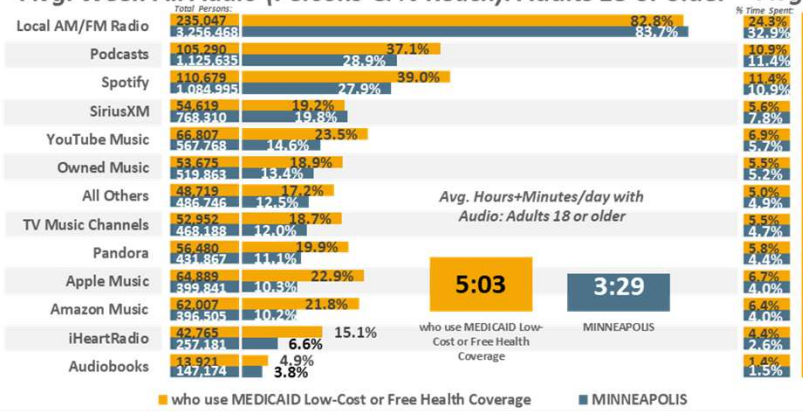
Type of health insurance: Medicaid

MSP

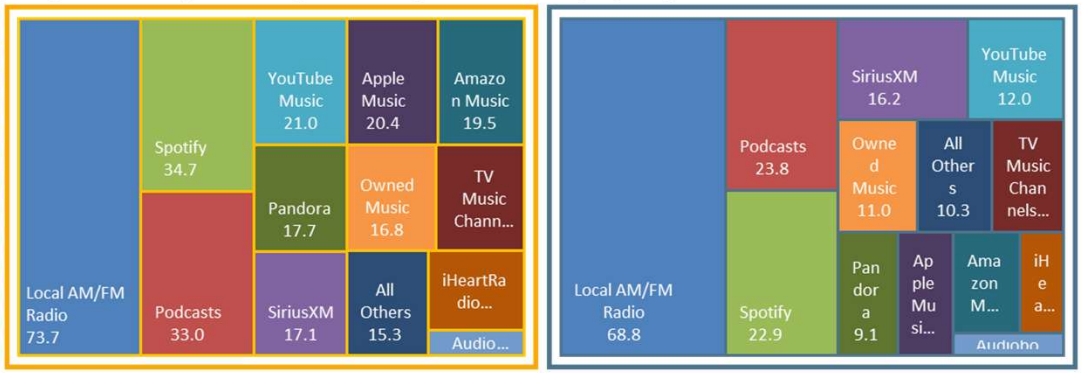
Medicaid

228,888 or 80.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio.

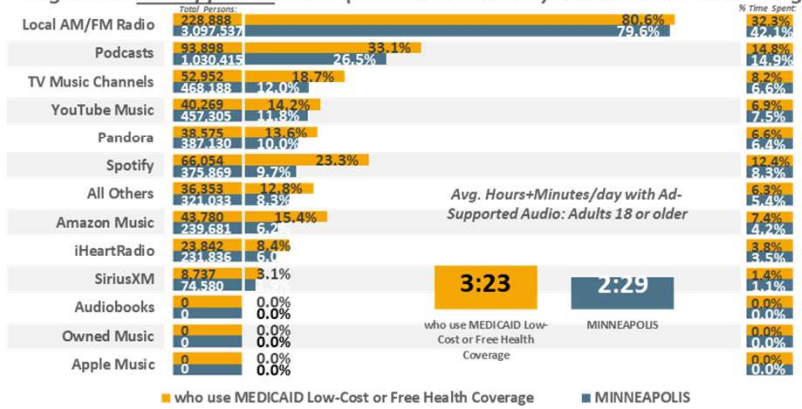
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



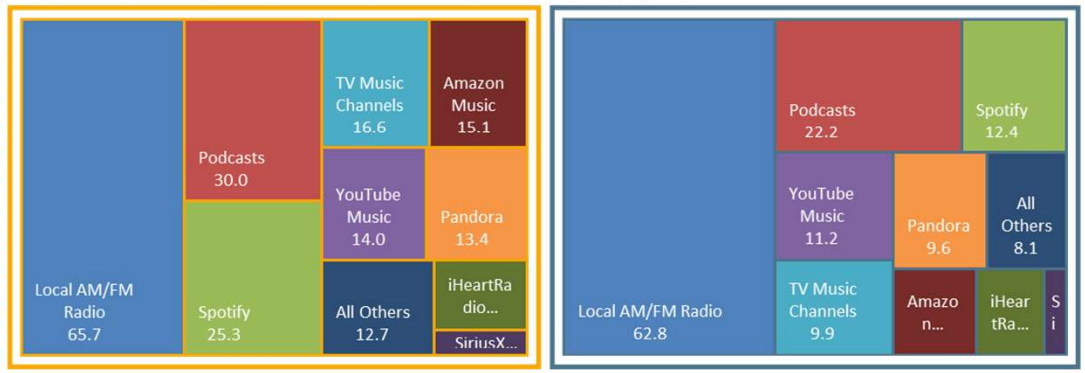
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

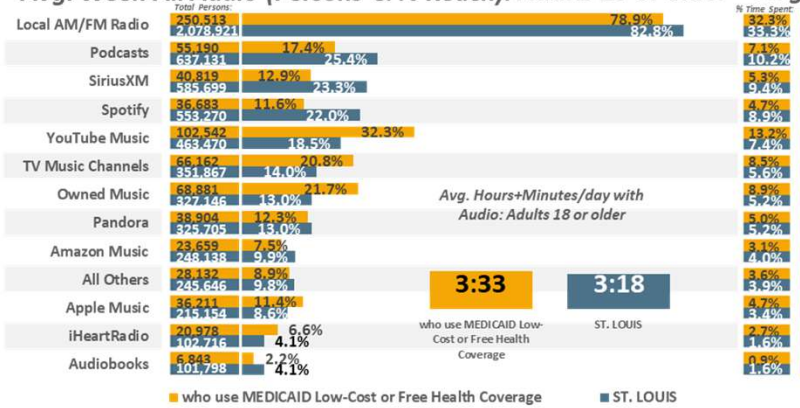
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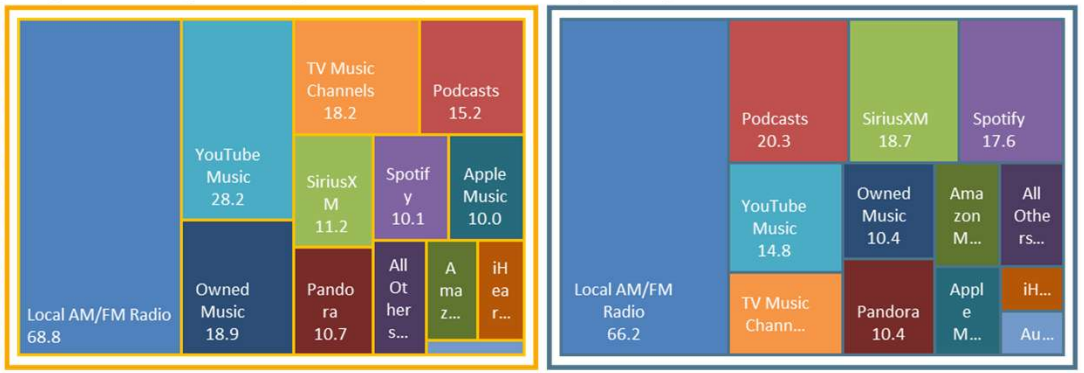
Type of health insurance: Medicaid

246,226 or 77.5% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.

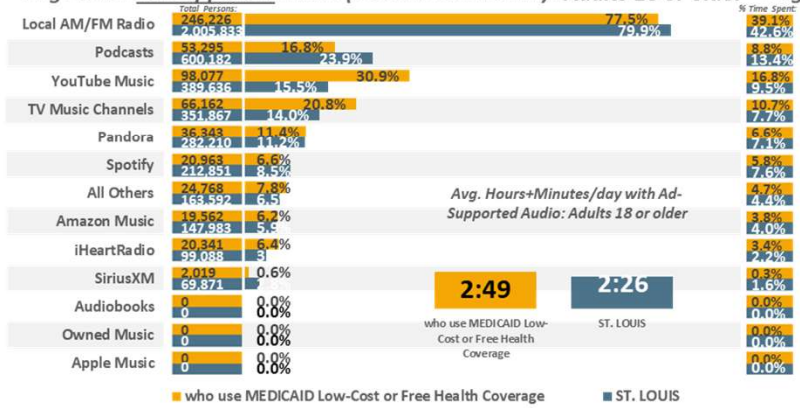
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



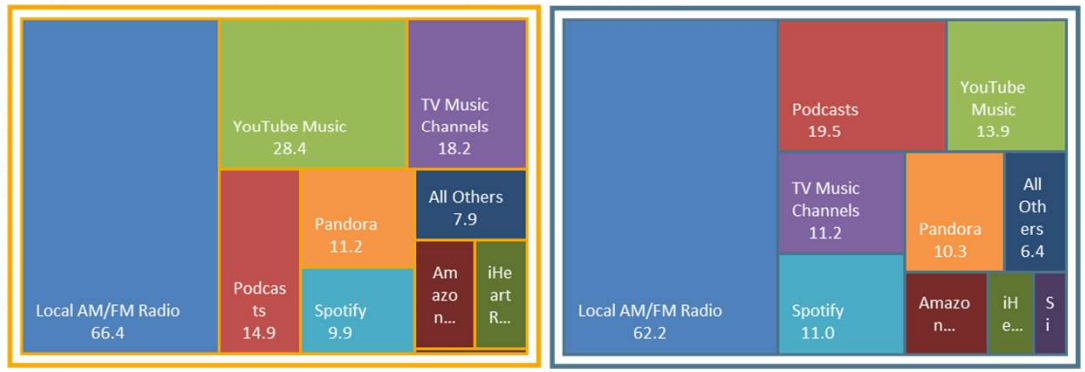
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

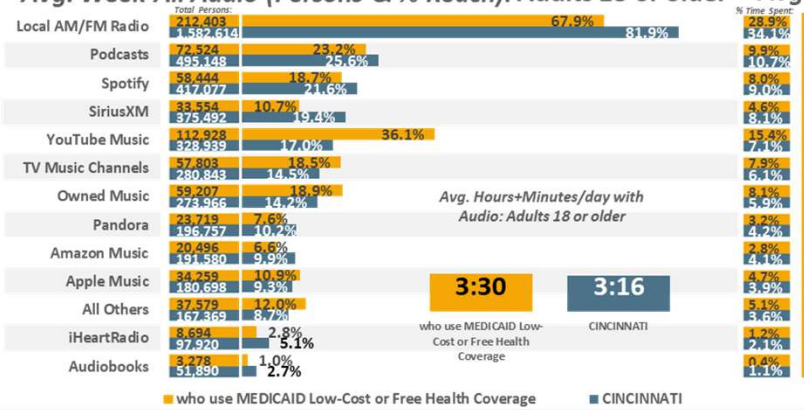
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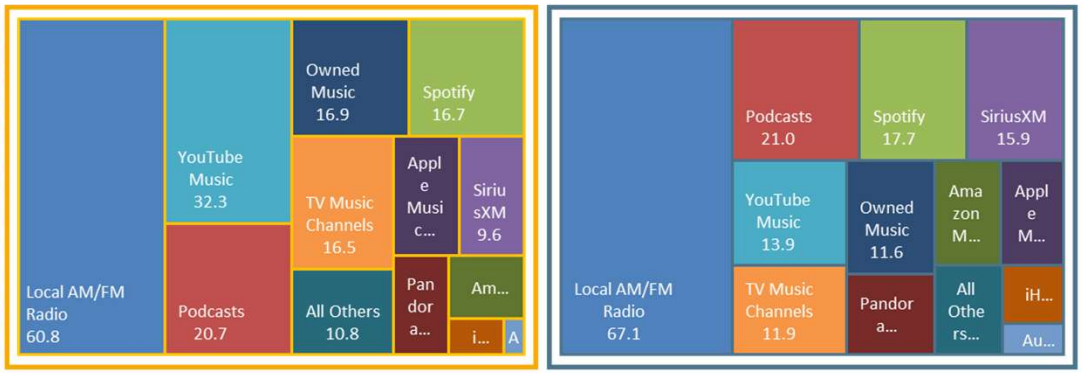
Type of health insurance: Medicaid

209,729 or 67.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.

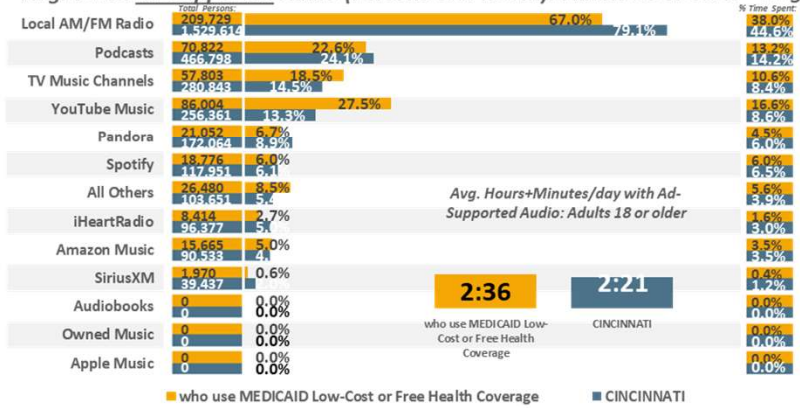
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



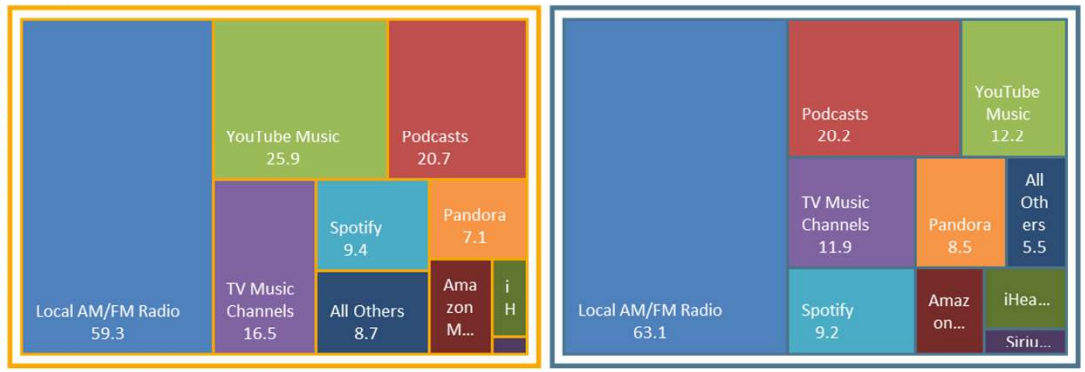
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

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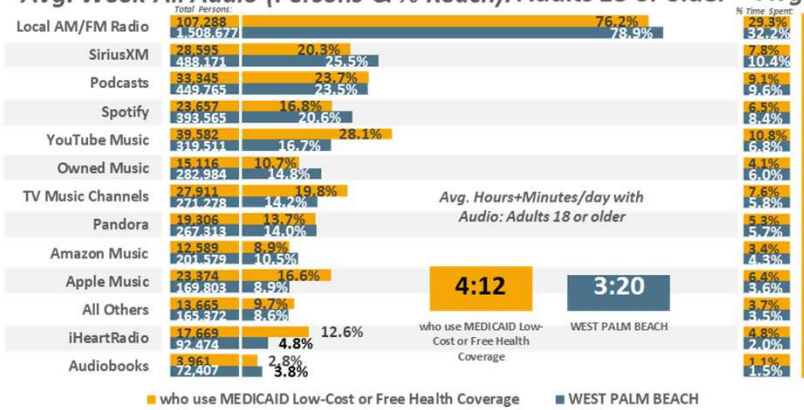
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Type of health insurance: Medicaid

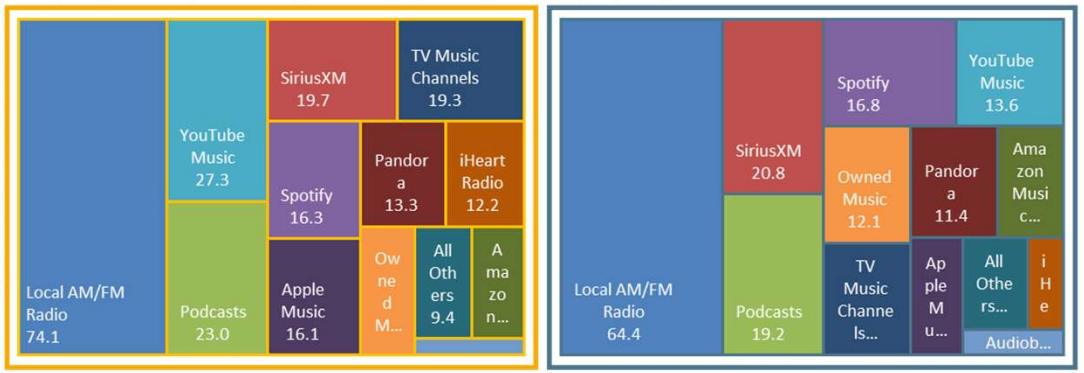
WPB

103,913 or 73.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.

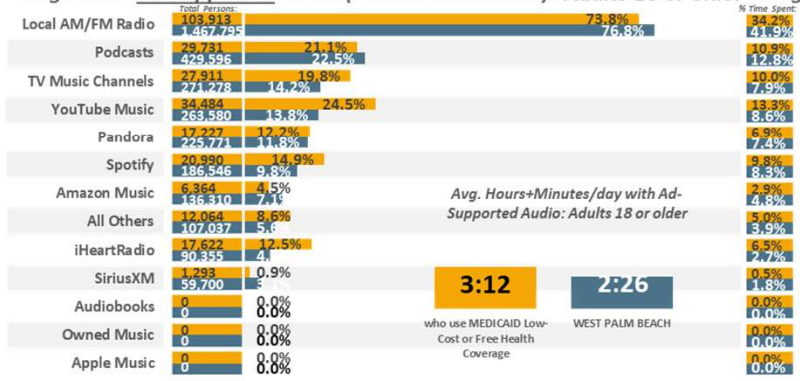
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



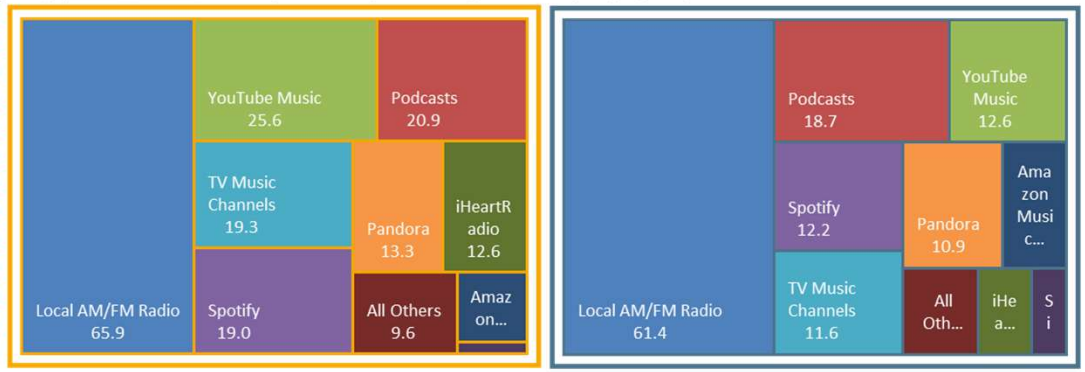
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

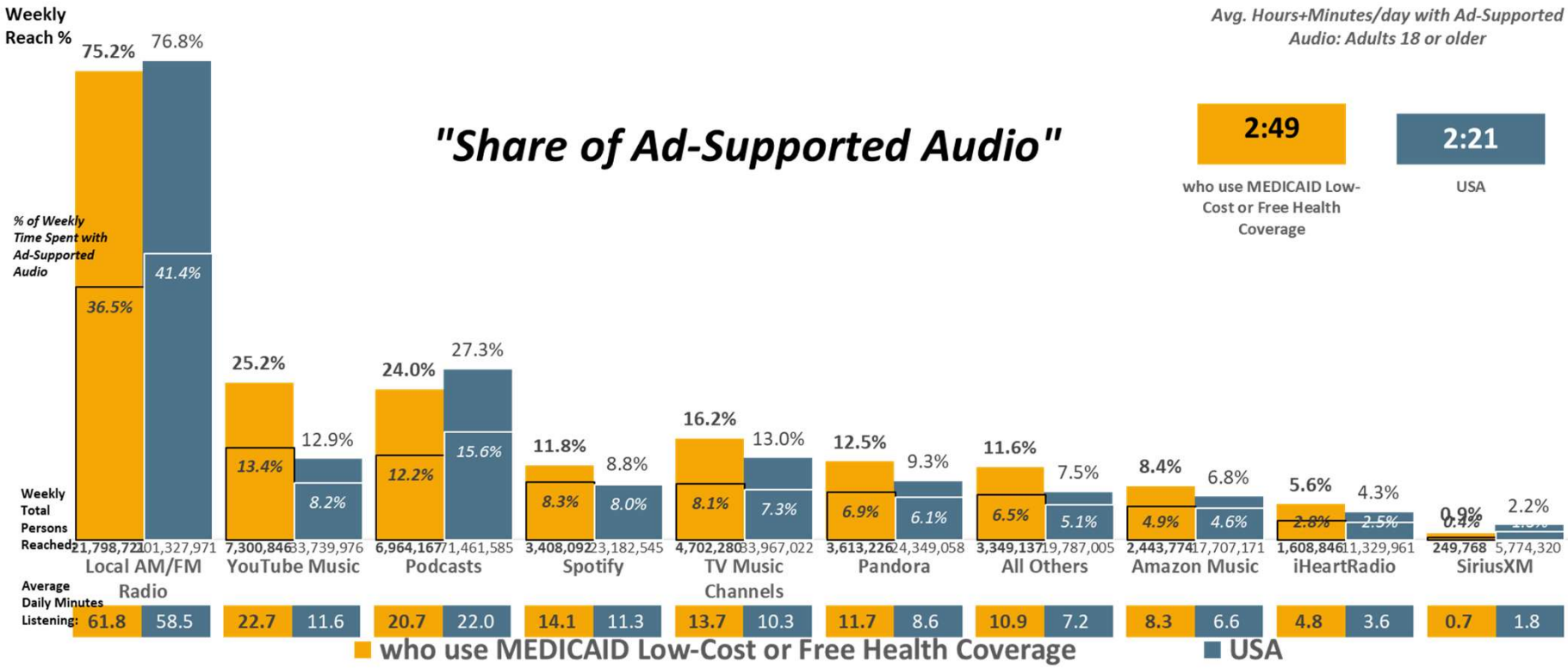
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Type of health insurance: Medicaid

Medicaid USA

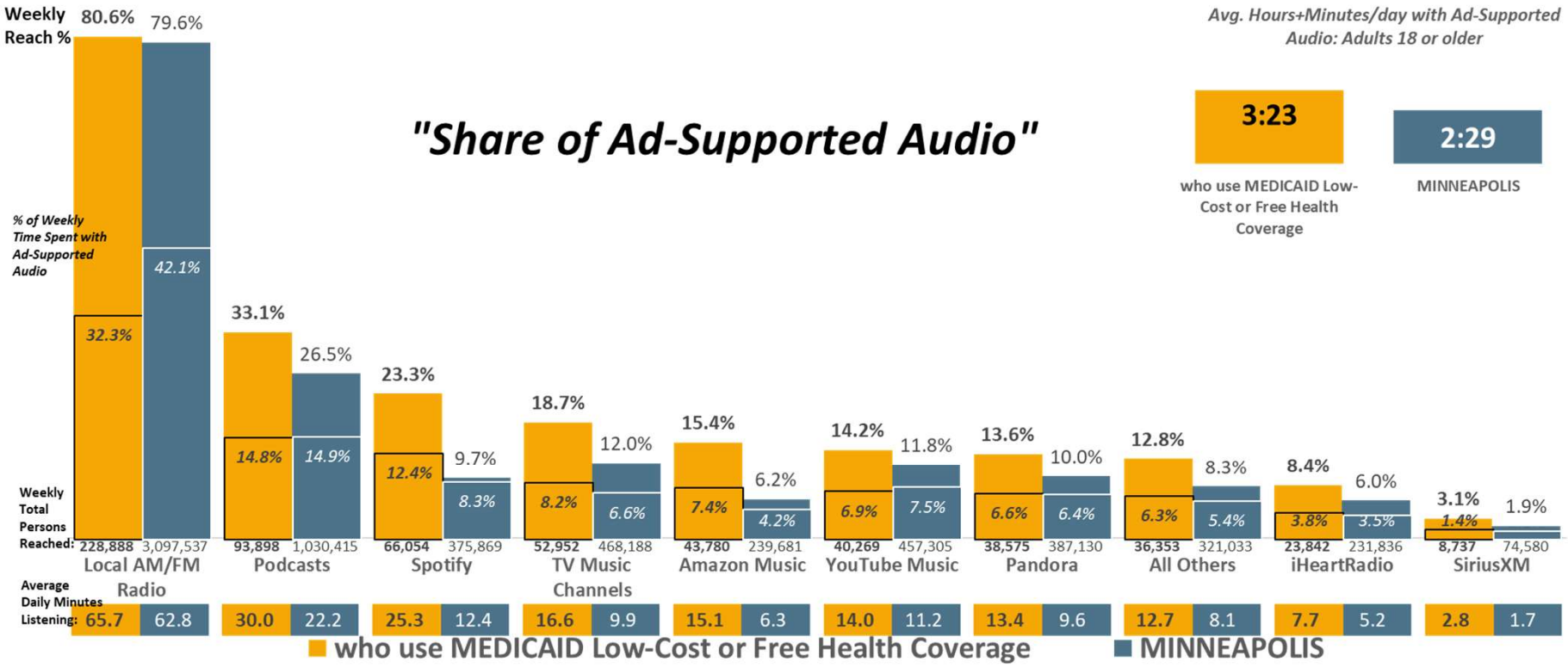
21,798,721 or 75.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525
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Type of health insurance: Medicaid

228,888 or 80.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 65.7 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio.



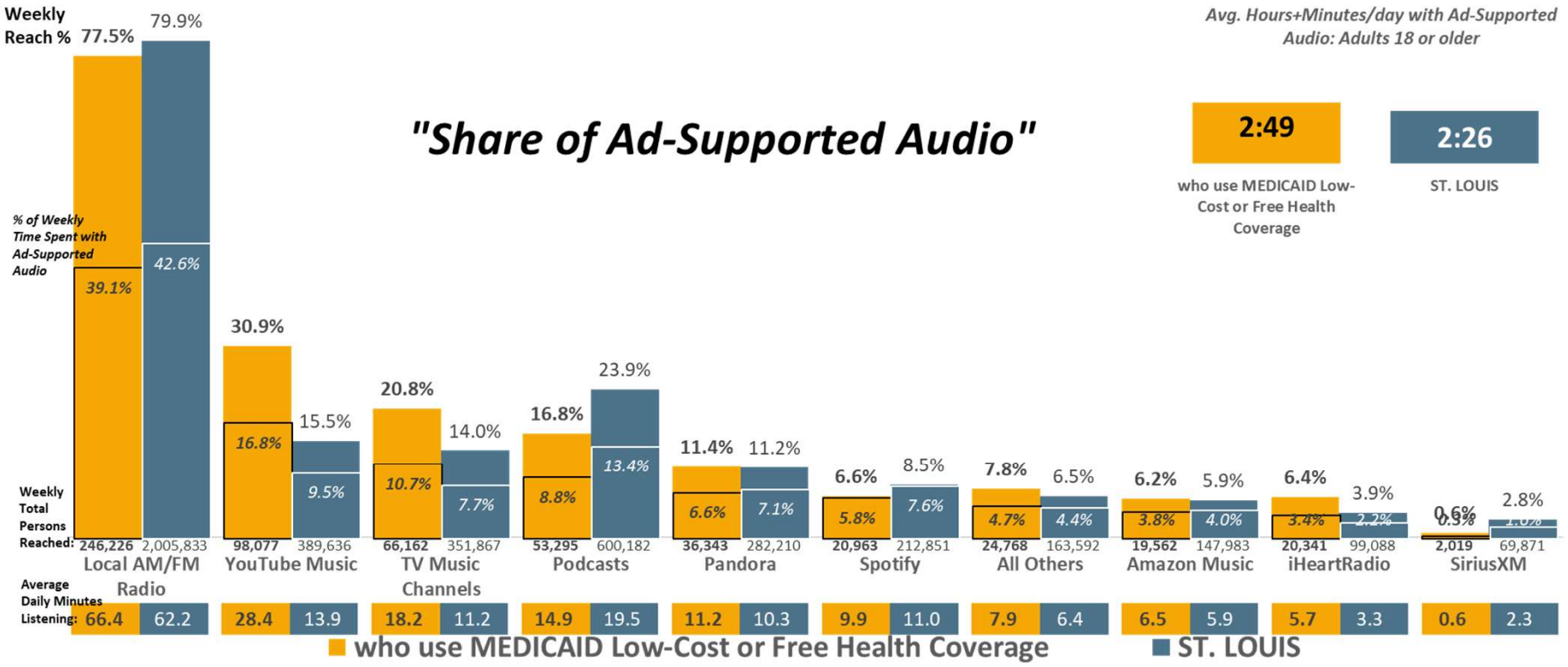
MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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Type of health insurance: Medicaid

246,226 or 77.5% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 39.1% of all time spent daily with Ad-Supported Audio.



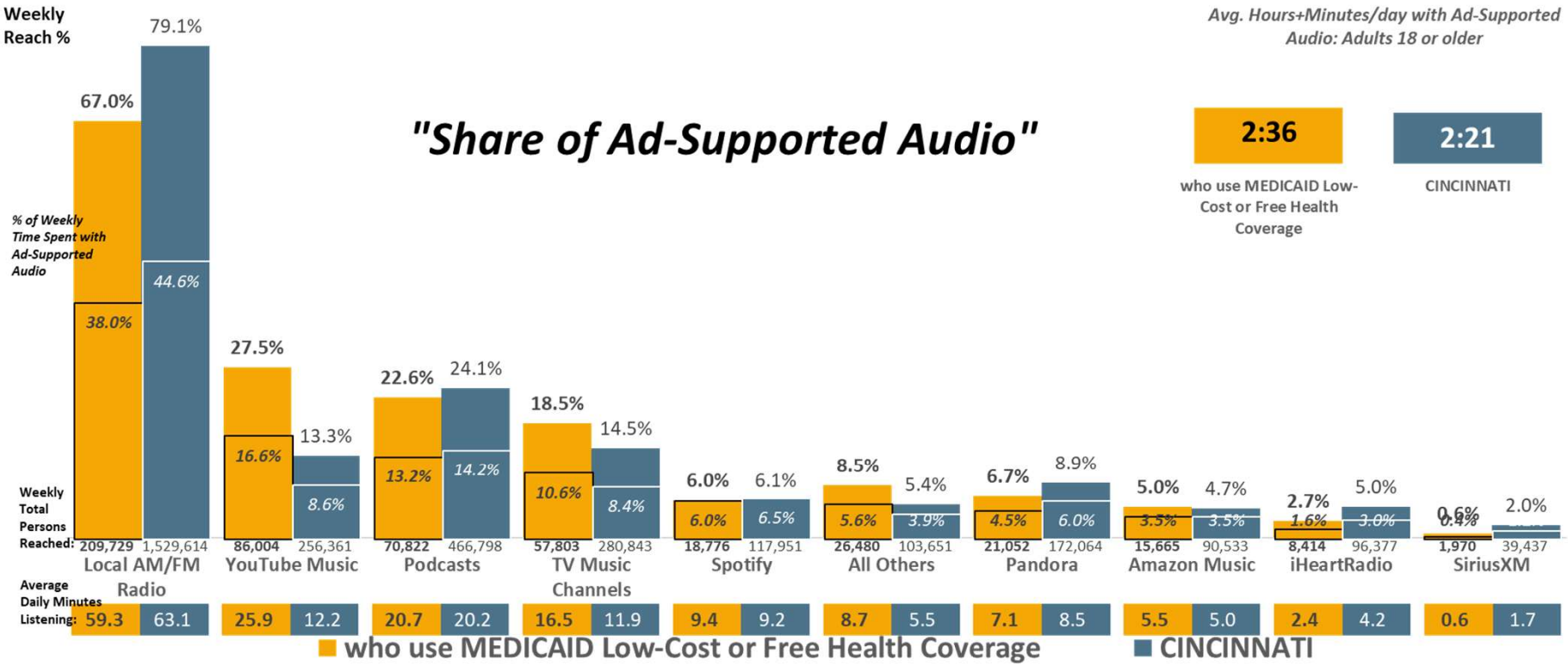
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Type of health insurance: Medicaid

209,729 or 67.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 38.% of all time spent daily with Ad-Supported Audio.



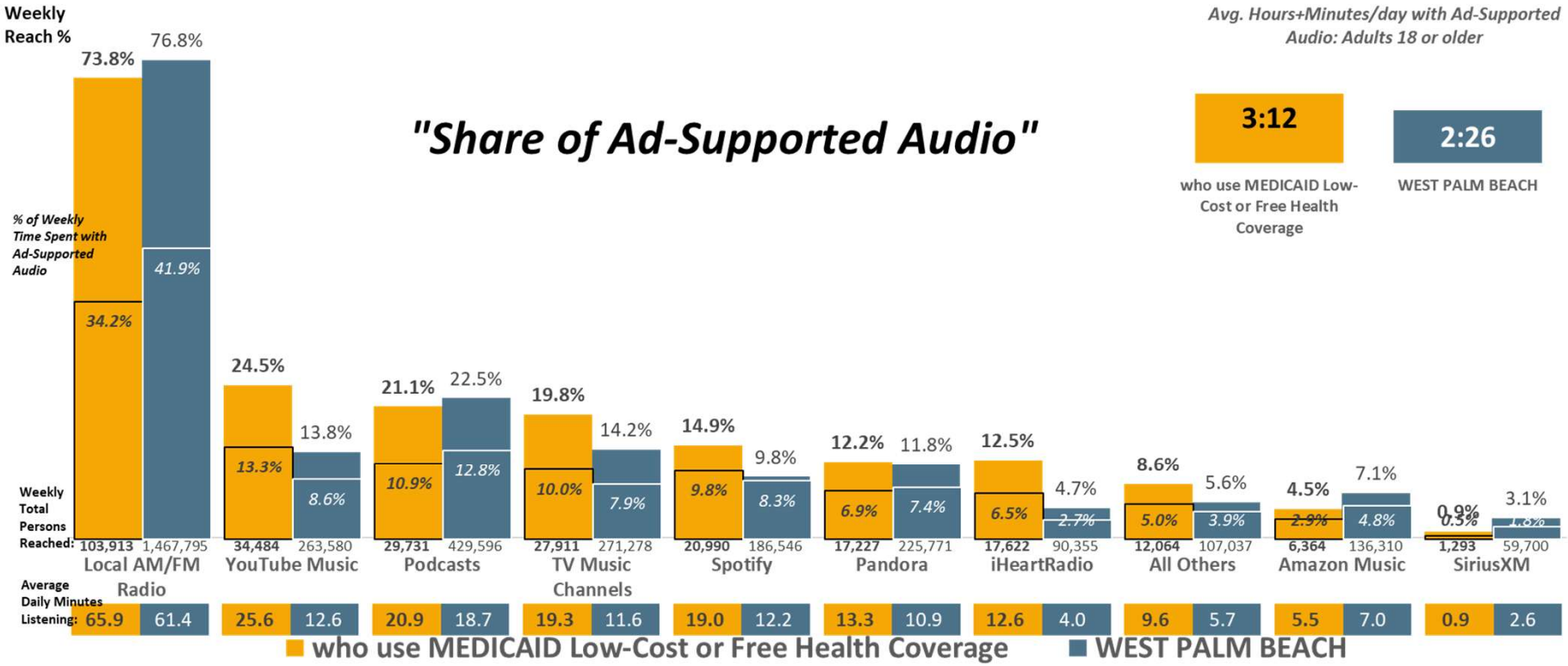
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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Type of health insurance: Medicaid

103,913 or 73.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 34.2% of all time spent daily with Ad-Supported Audio.



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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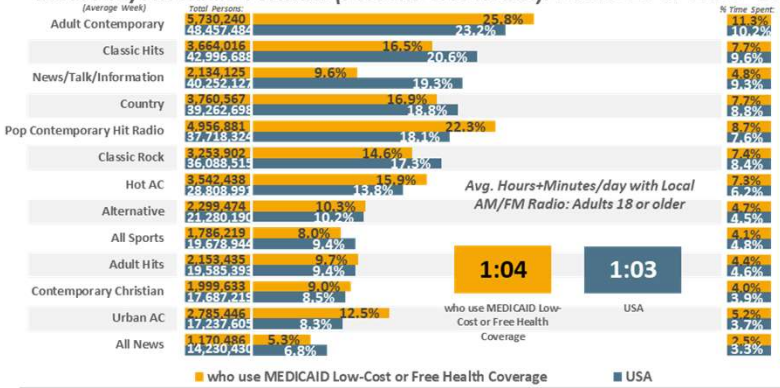
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Type of health insurance: Medicaid

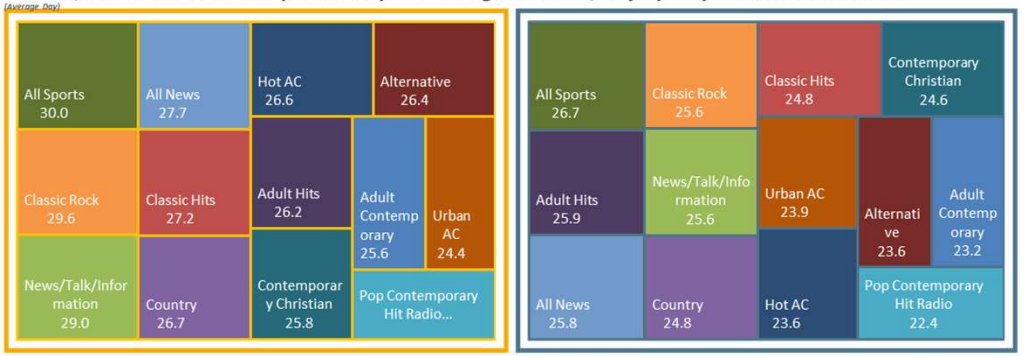
Medicaid USA

21,798,721 or 75.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Hot AC.

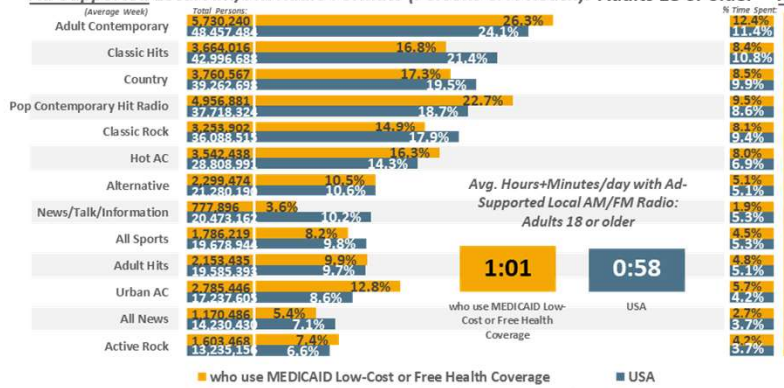
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



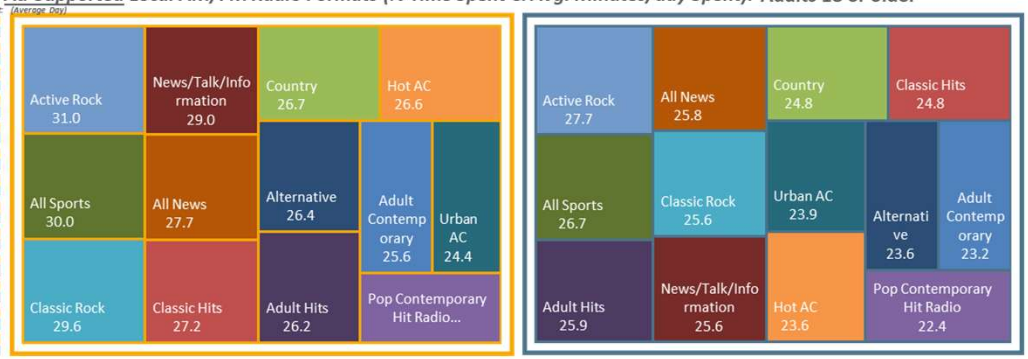
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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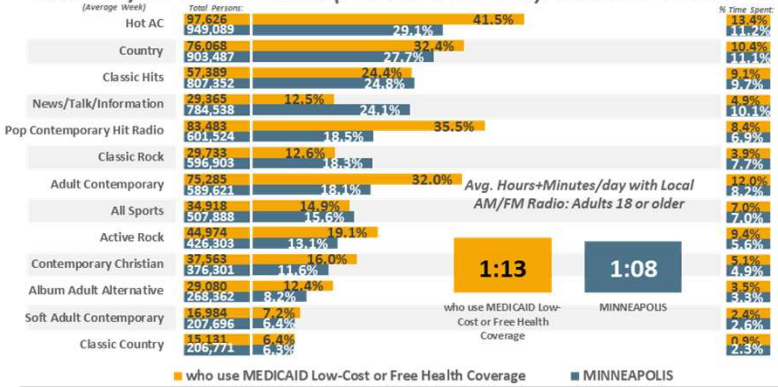
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

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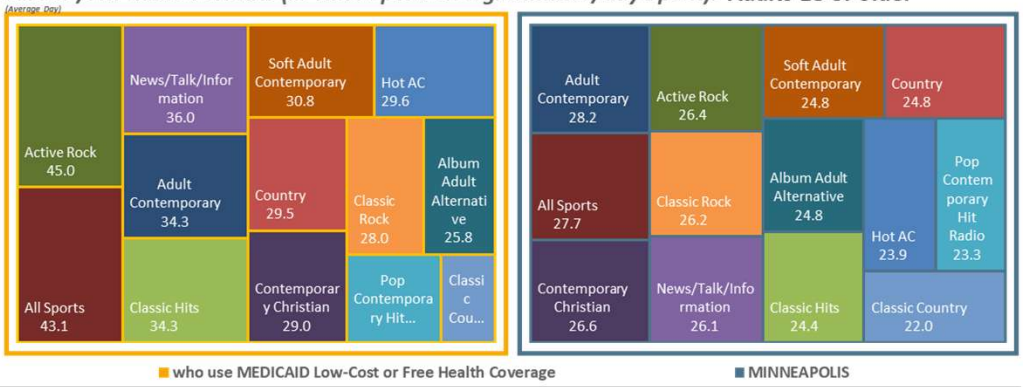
Type of health insurance: Medicaid

228,888 or 80.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Country, Adult Contemporary, and Classic Hits.

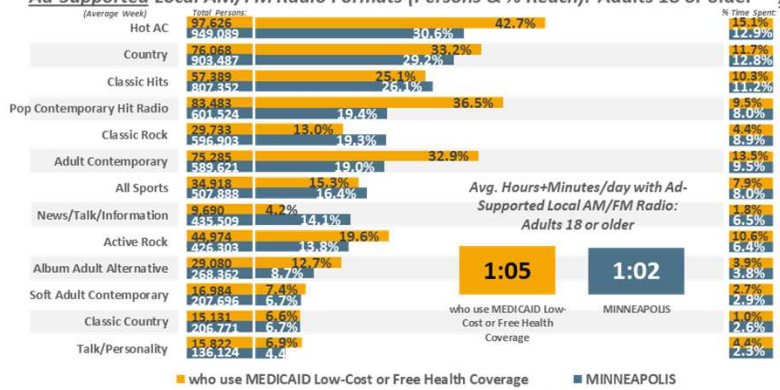
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



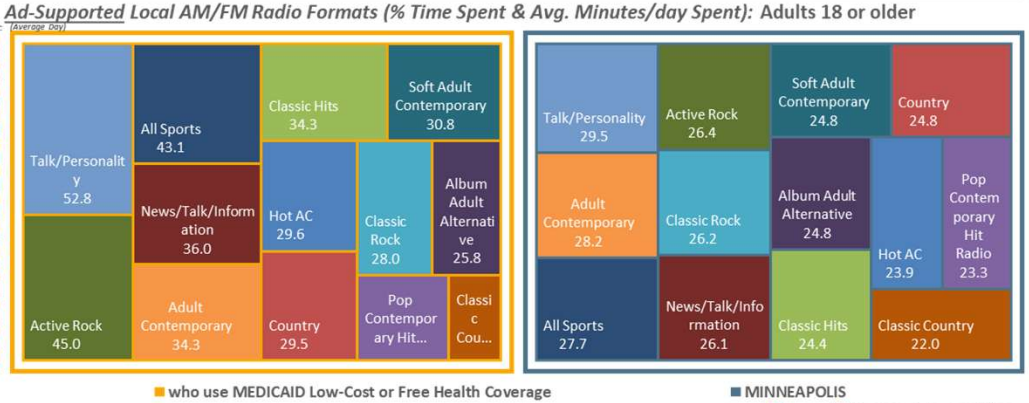
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

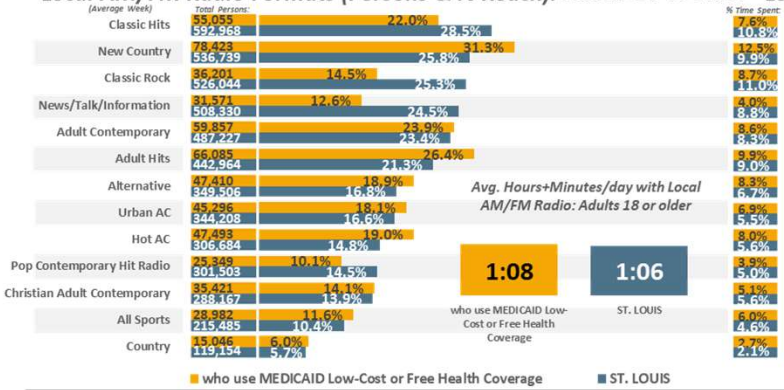
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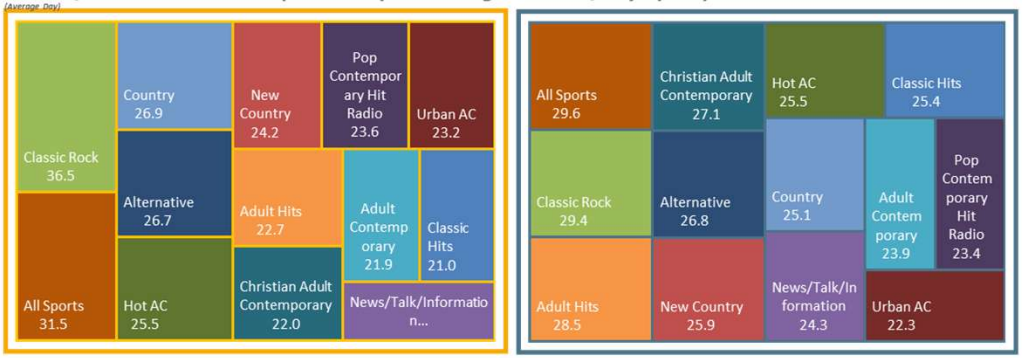
Type of health insurance: Medicaid

246,226 or 77.5% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Adult Hits, Adult Contemporary, Classic Hits, and Hot AC.

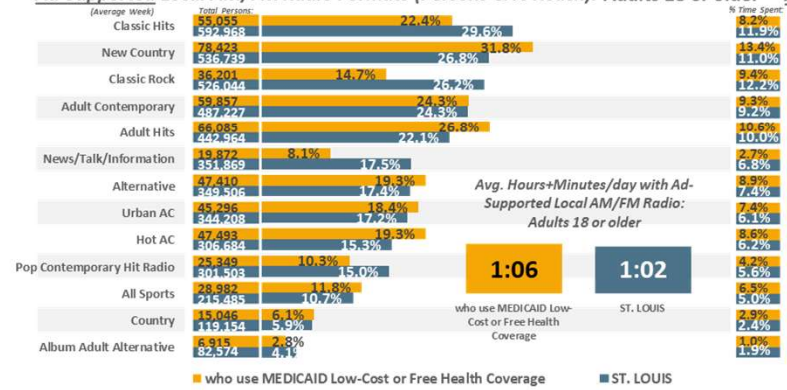
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



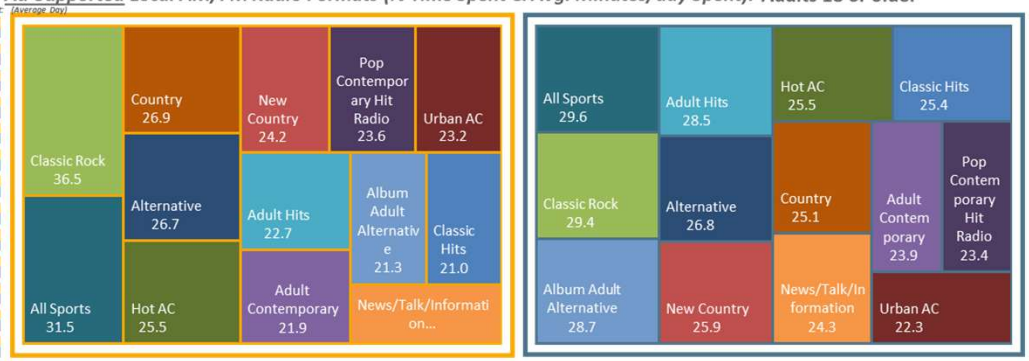
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

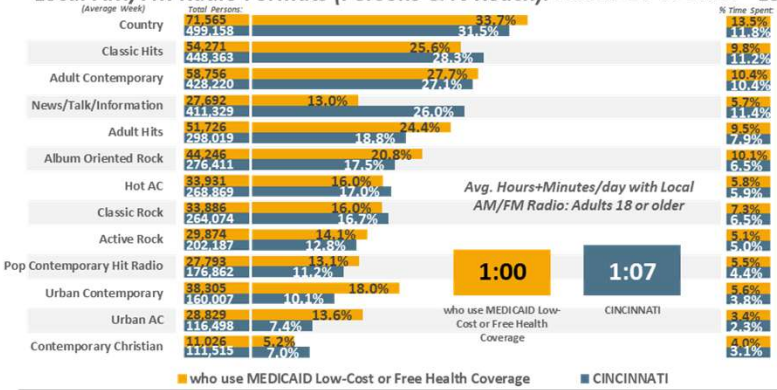
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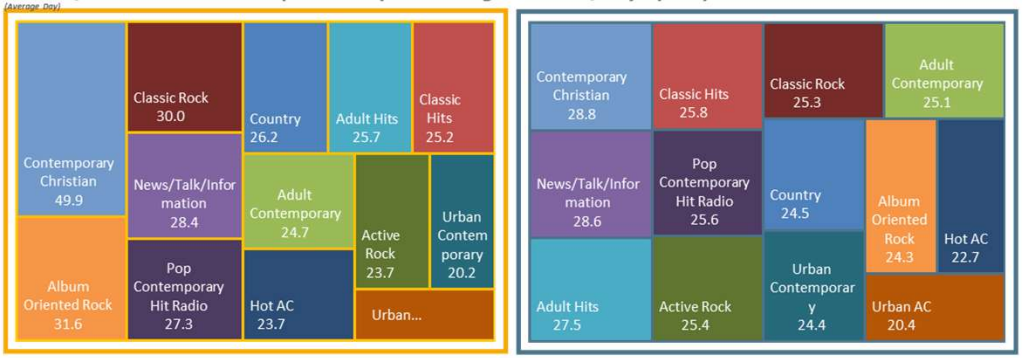
Type of health insurance: Medicaid

209,729 or 67.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Adult Hits, and Album Oriented Rock.

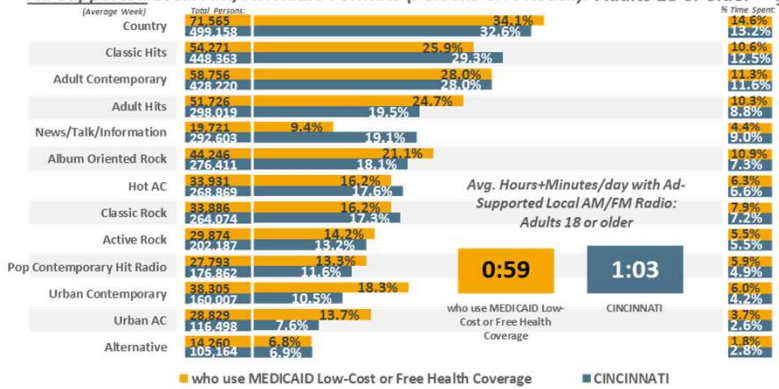
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



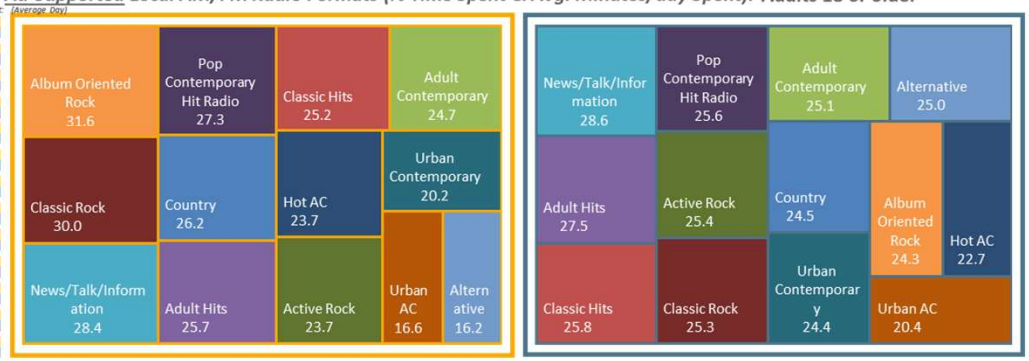
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

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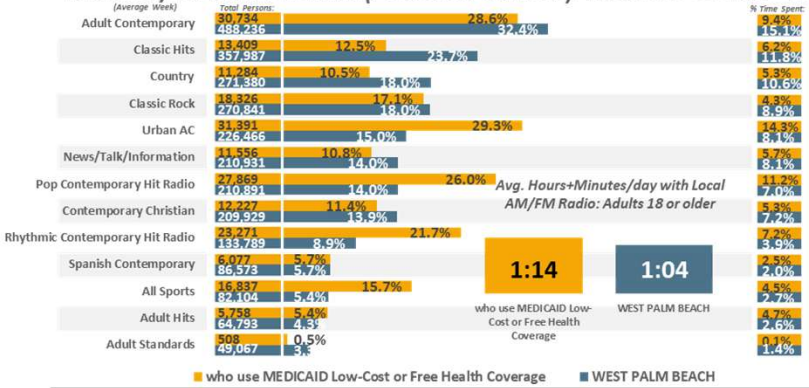
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Type of health insurance: Medicaid

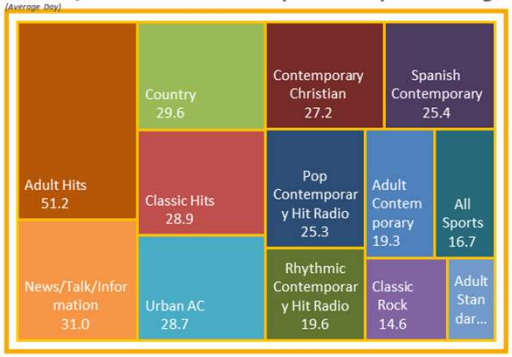
Medicaid WPB

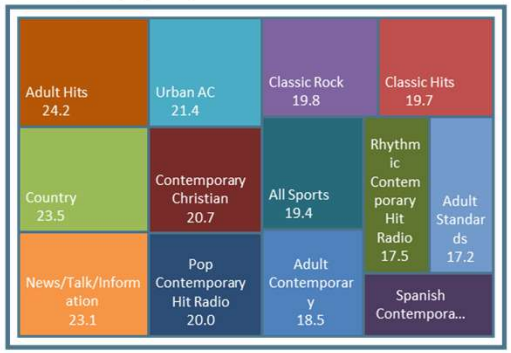
103,913 or 73.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, Pop Contemporary Hit Radio, Rhythmic Contemporary Hit Radio, and Classic

Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

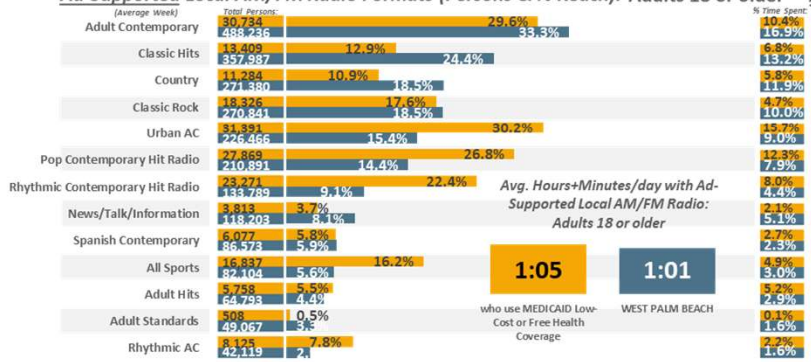


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

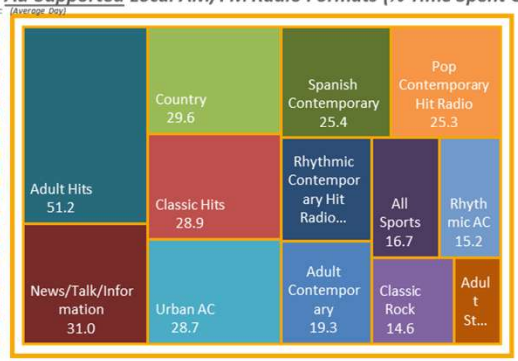


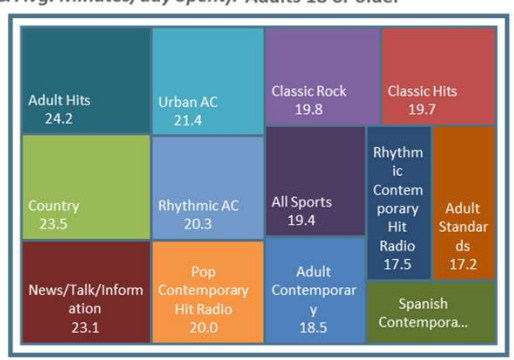


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

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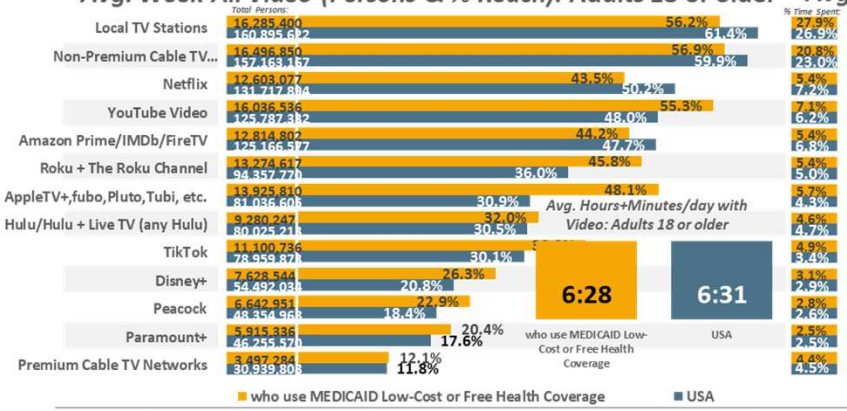
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

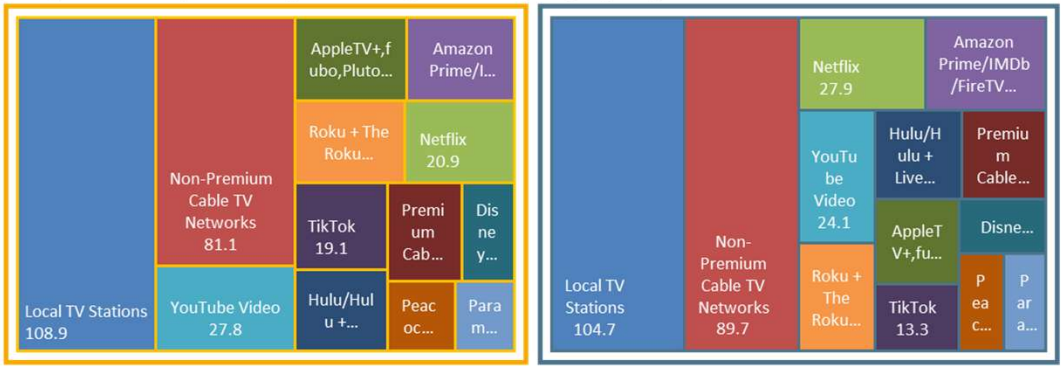
Medicaid USA

15,946,332 or 55.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 104.8 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

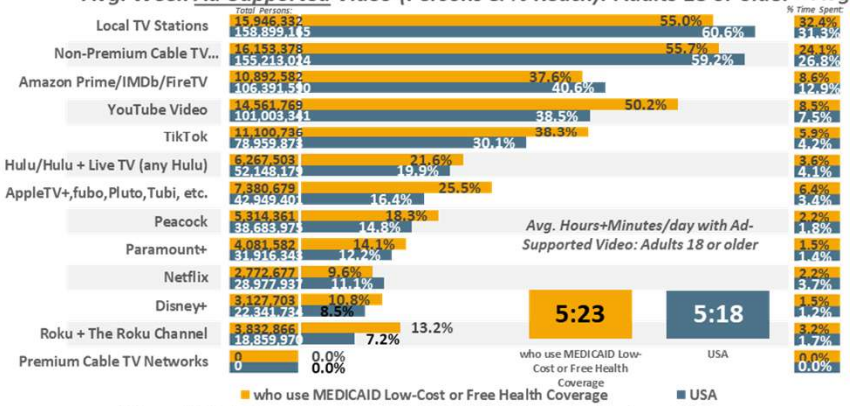


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

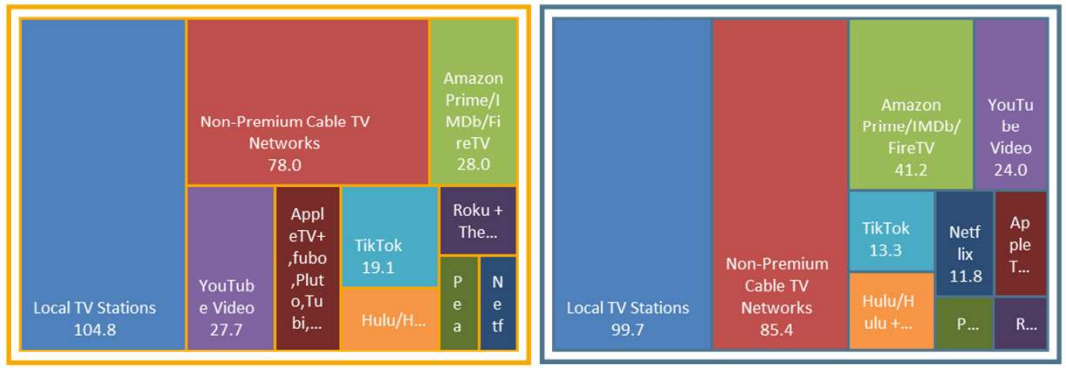


who use MEDICAID Low-Cost or Free Health Coverage ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who use MEDICAID Low-Cost or Free Health Coverage ■ USA

USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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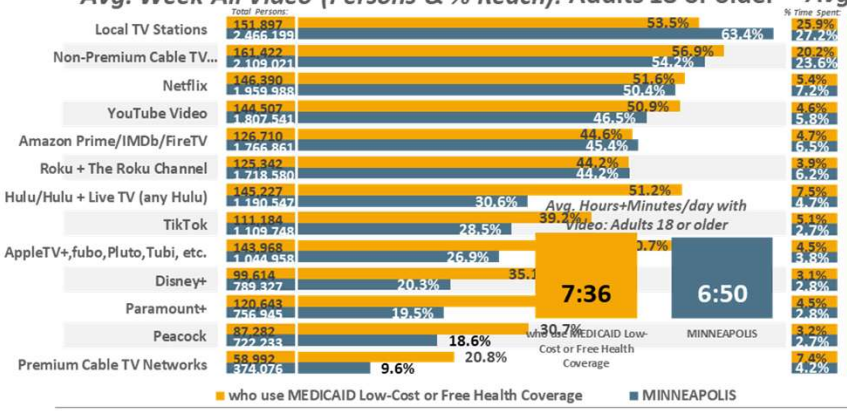
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

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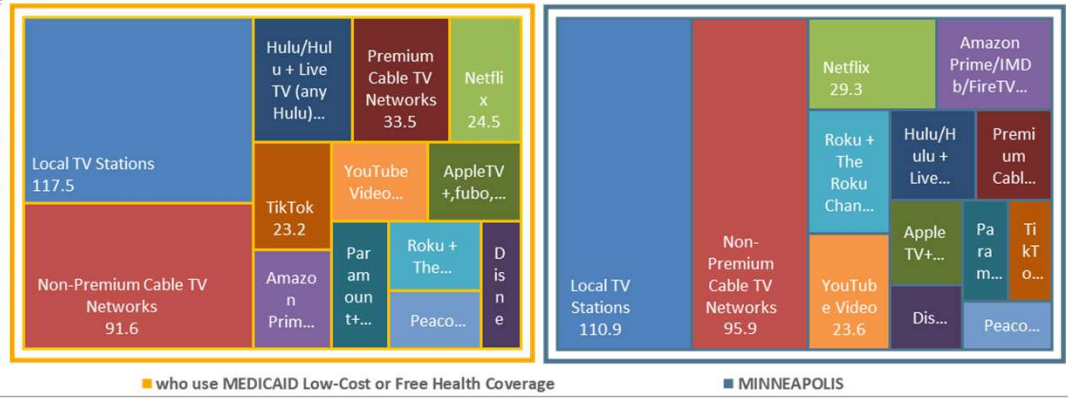
Type of health insurance: Medicaid

148,787 or 52.4% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

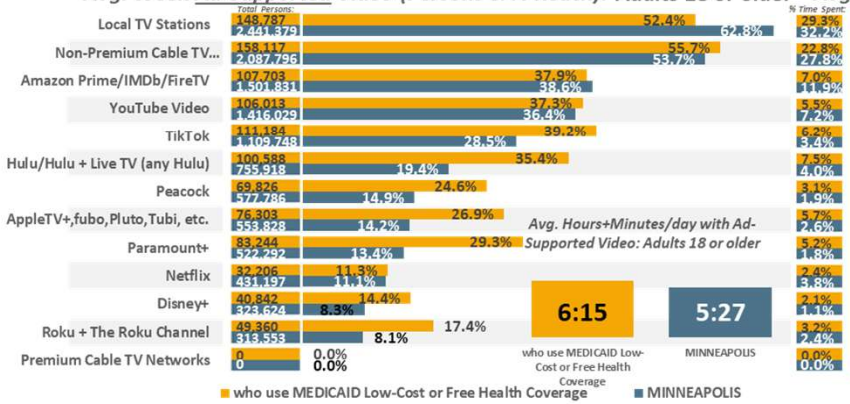
Avg. Week All Video (Persons & % Reach): Adults 18 or older



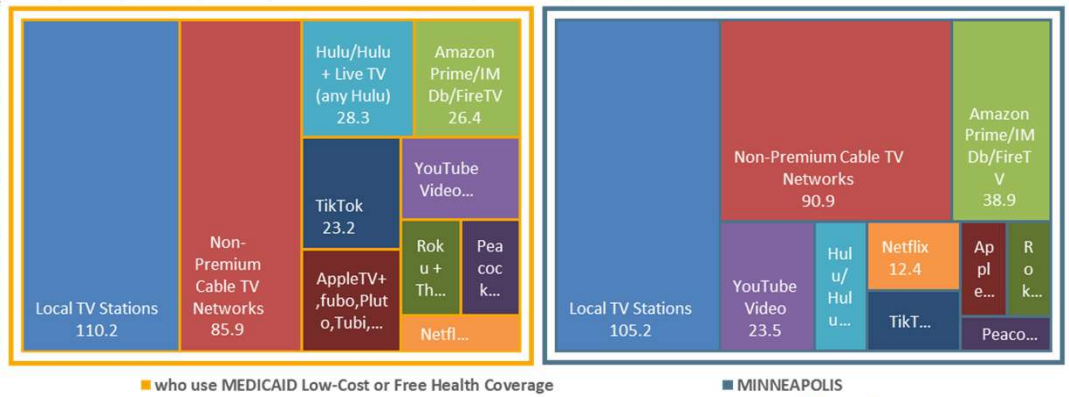
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

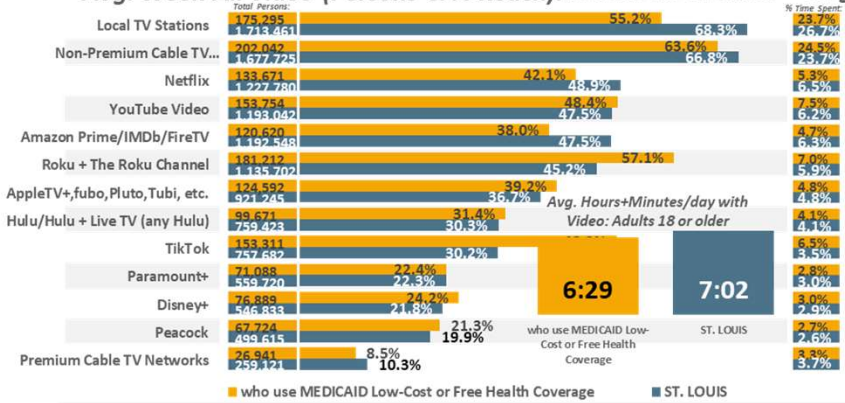
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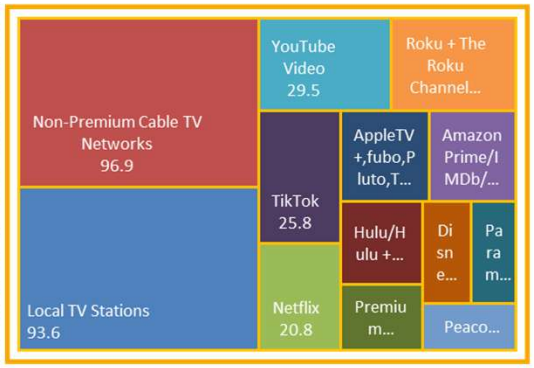
Type of health insurance: Medicaid

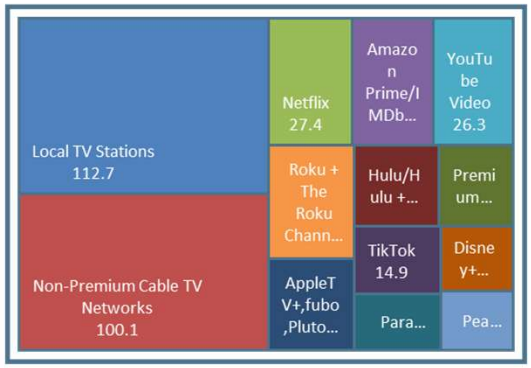
172,404 or 54.3% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 90.9 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older



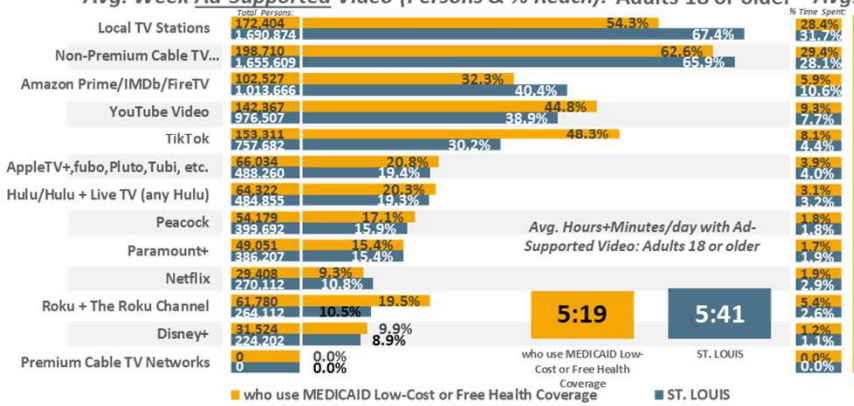
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



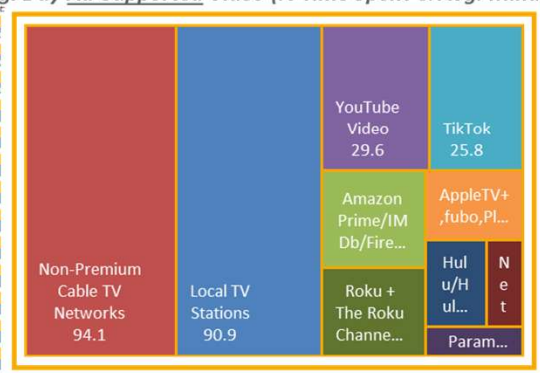


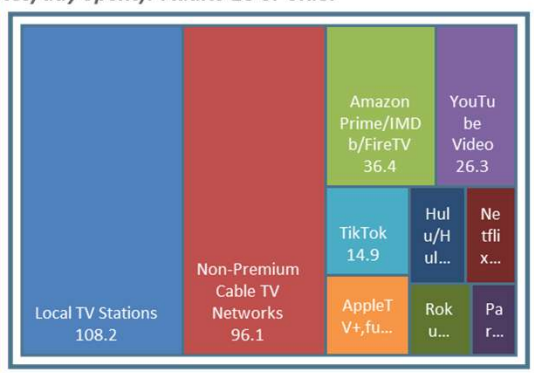
who use MEDICAID Low-Cost or Free Health Coverage ■ ST. LOUIS

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who use MEDICAID Low-Cost or Free Health Coverage ■ ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

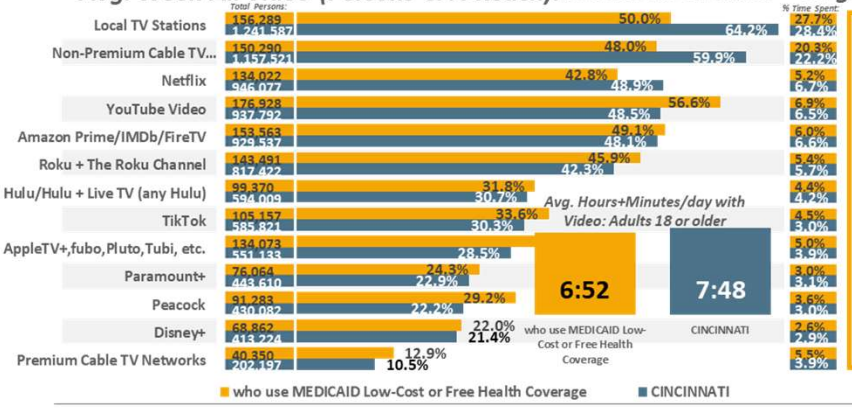
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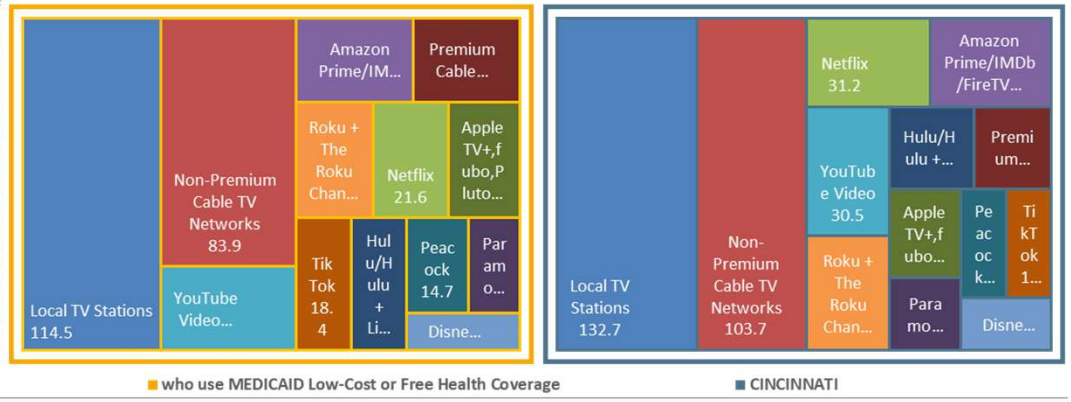
Type of health insurance: Medicaid

153,112 or 48.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 112.4 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

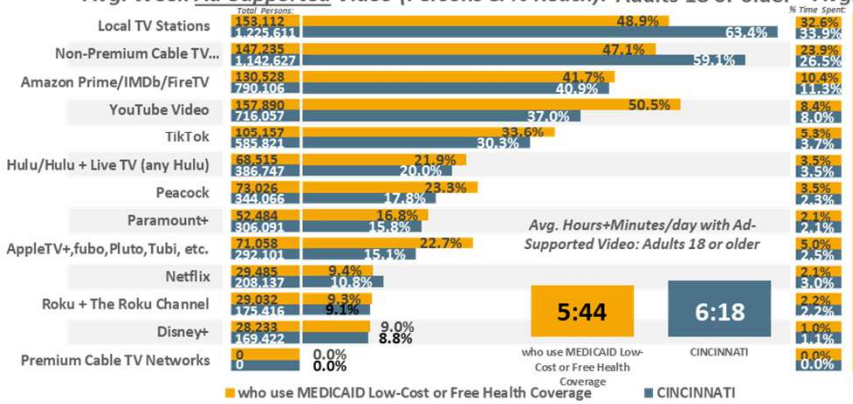
Avg. Week All Video (Persons & % Reach): Adults 18 or older



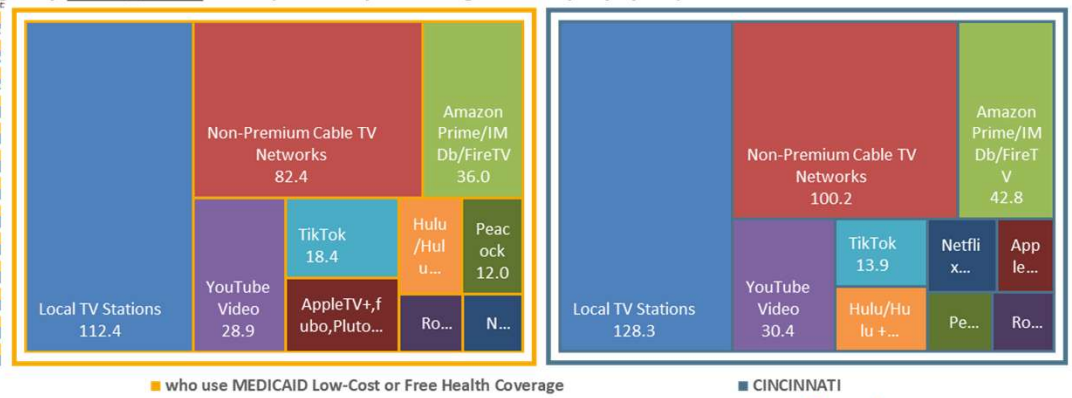
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

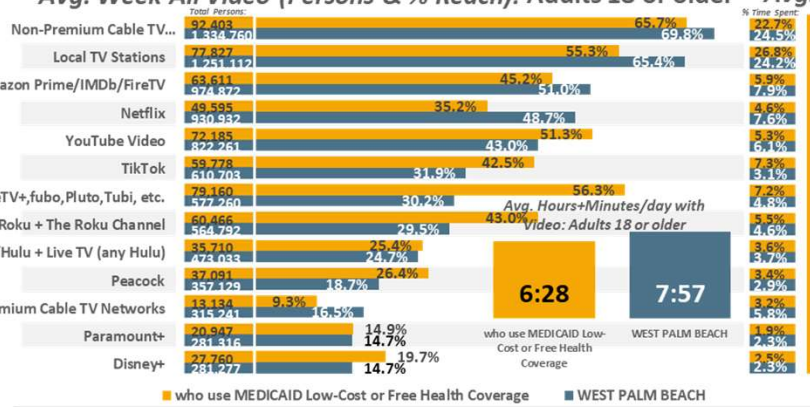
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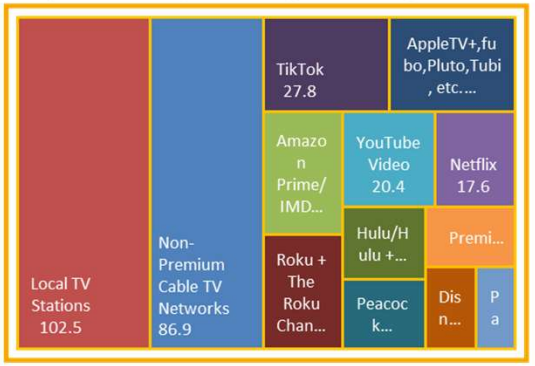
Type of health insurance: Medicaid

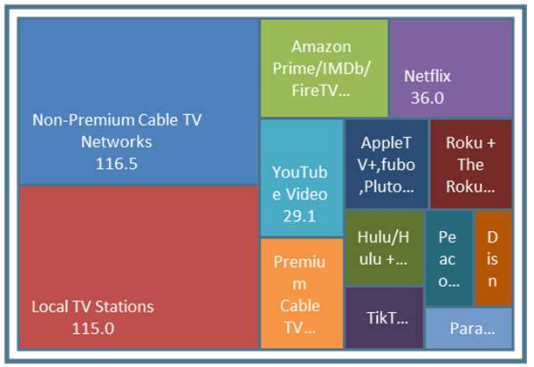
75,008 or 53.3% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 95.8 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older



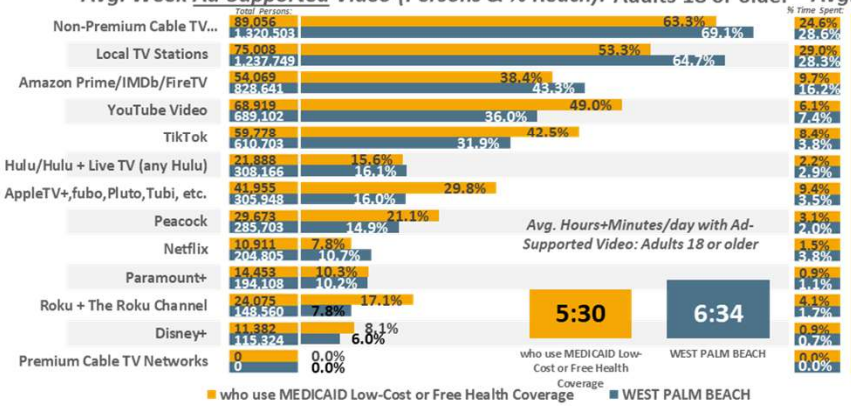
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



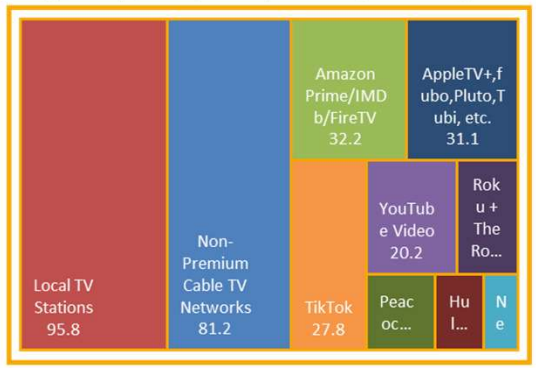


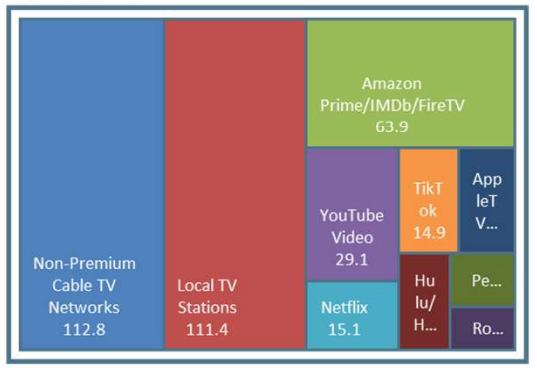
who use MEDICAID Low-Cost or Free Health Coverage ■ WEST PALM BEACH

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who use MEDICAID Low-Cost or Free Health Coverage ■ WEST PALM BEACH

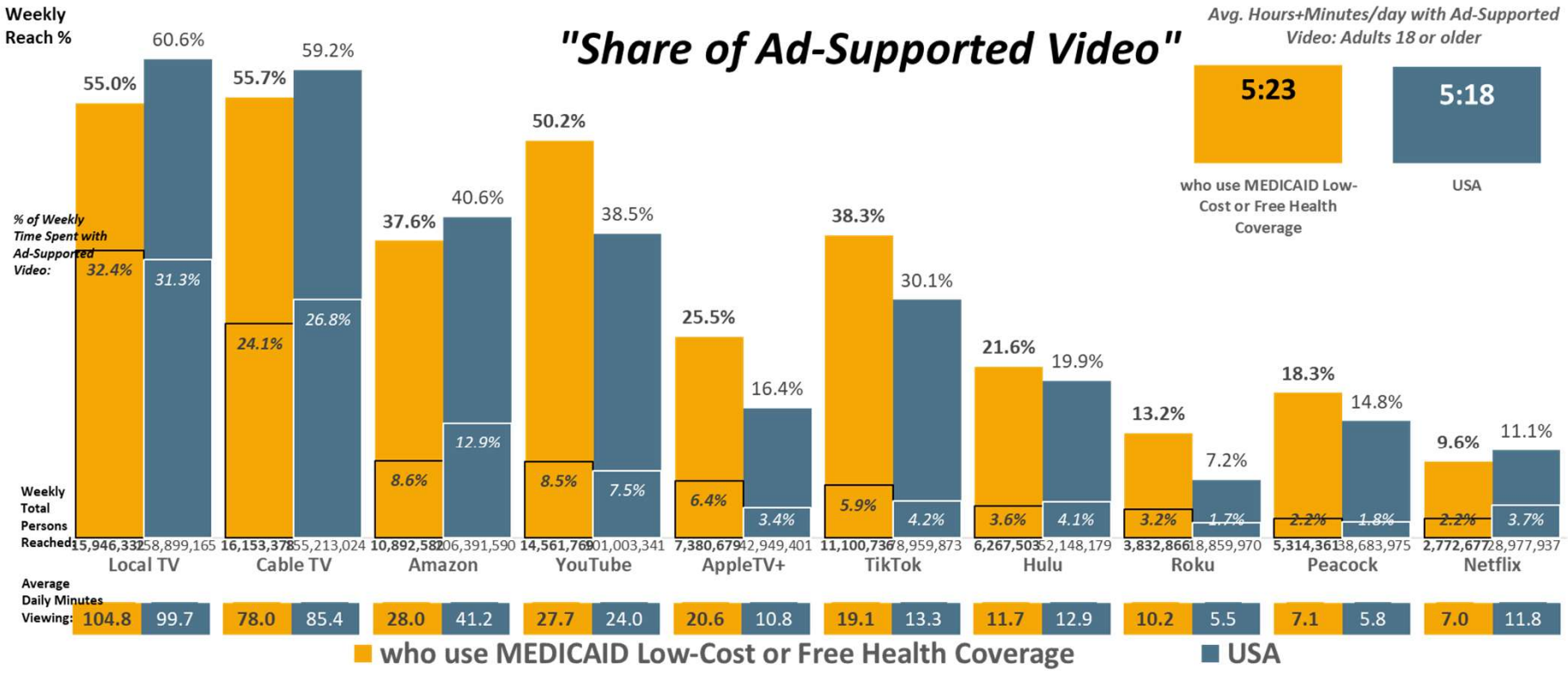
WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

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Type of health insurance: Medicaid

15,946,332 or 55.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 104.8 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

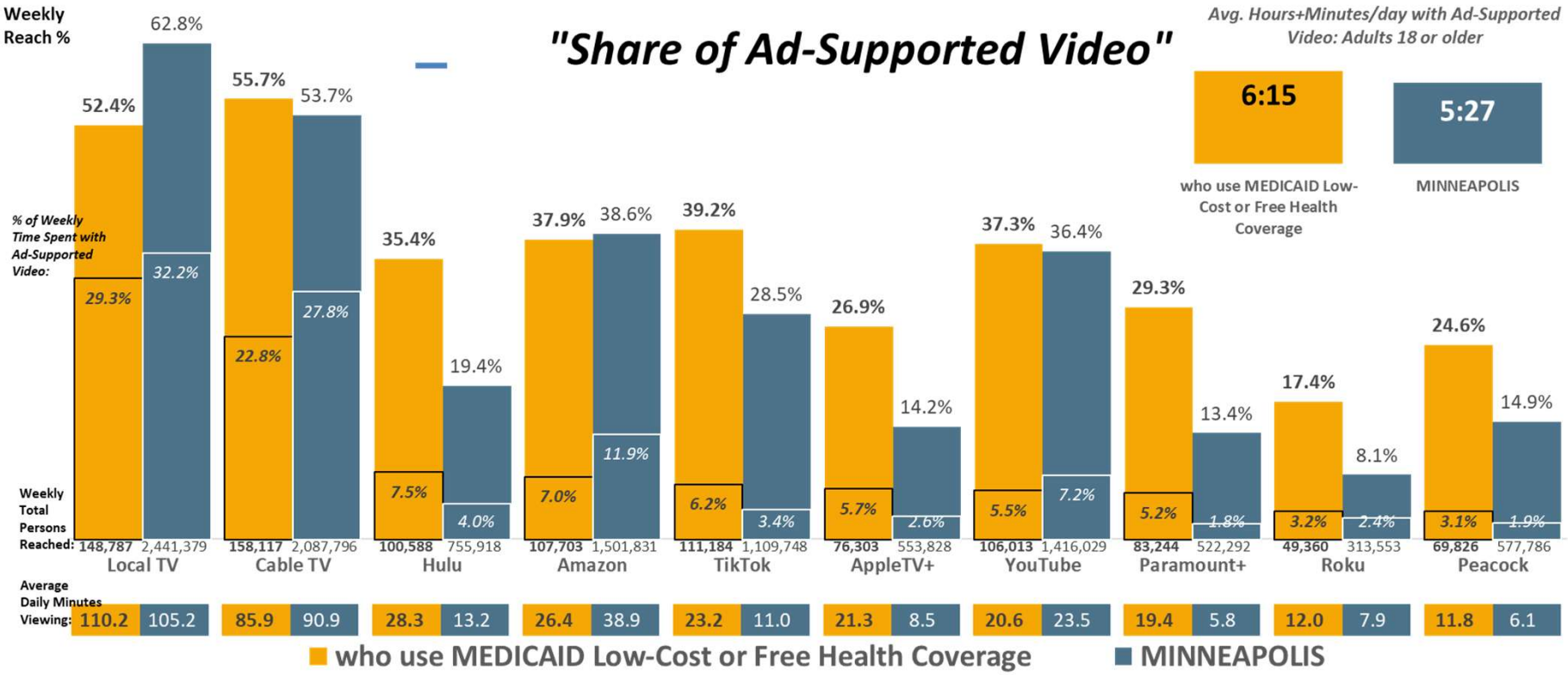
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

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Type of health insurance: Medicaid

148,787 or 52.4% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.



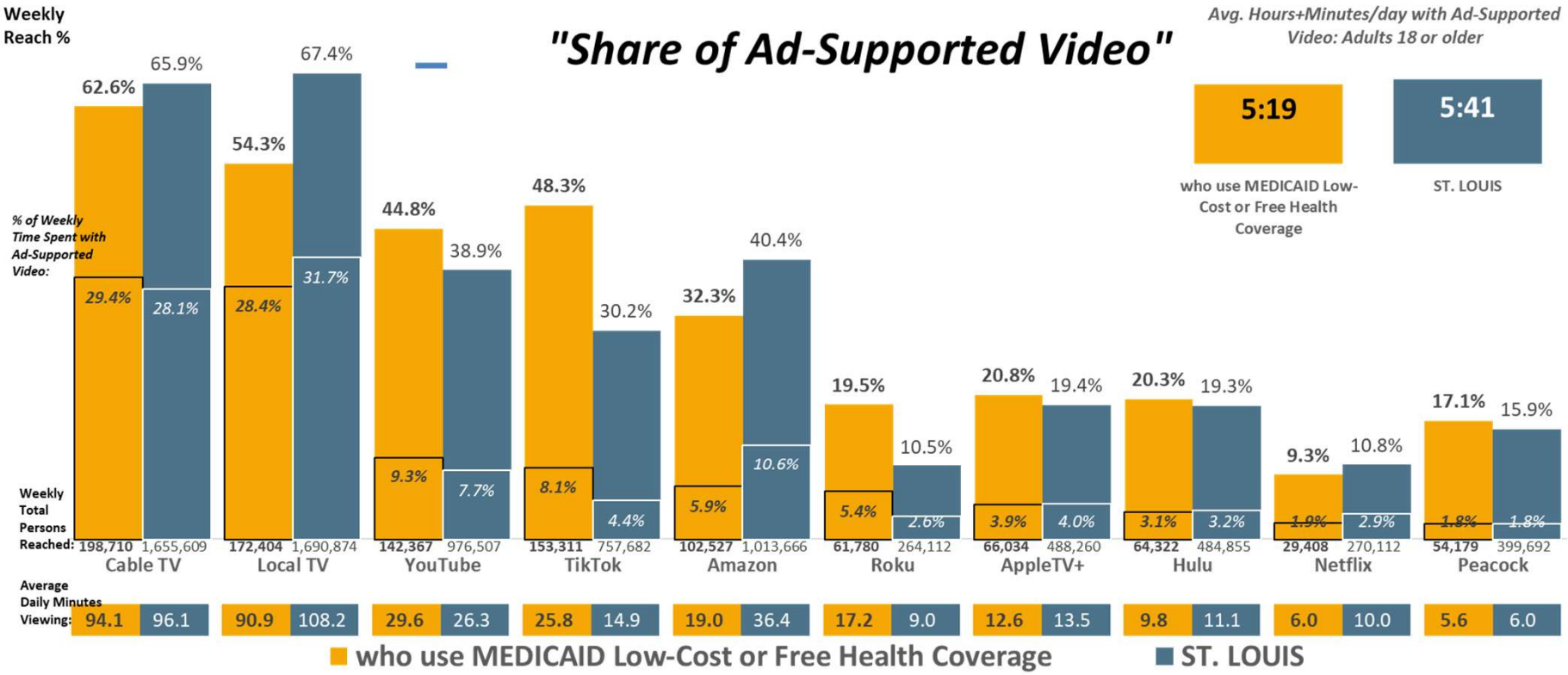
MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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Type of health insurance: Medicaid

172,404 or 54.3% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 90.9 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.



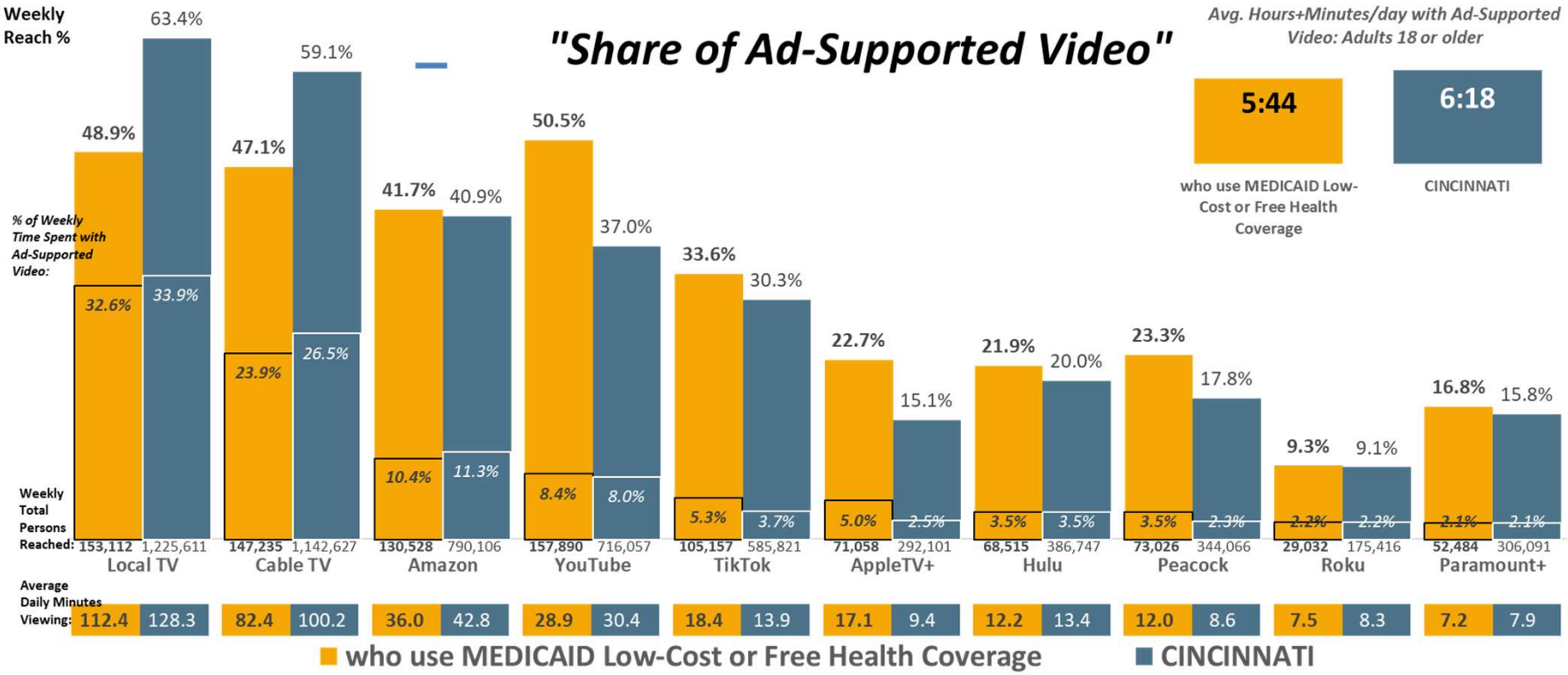
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Type of health insurance: Medicaid

153,112 or 48.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 112.4 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.



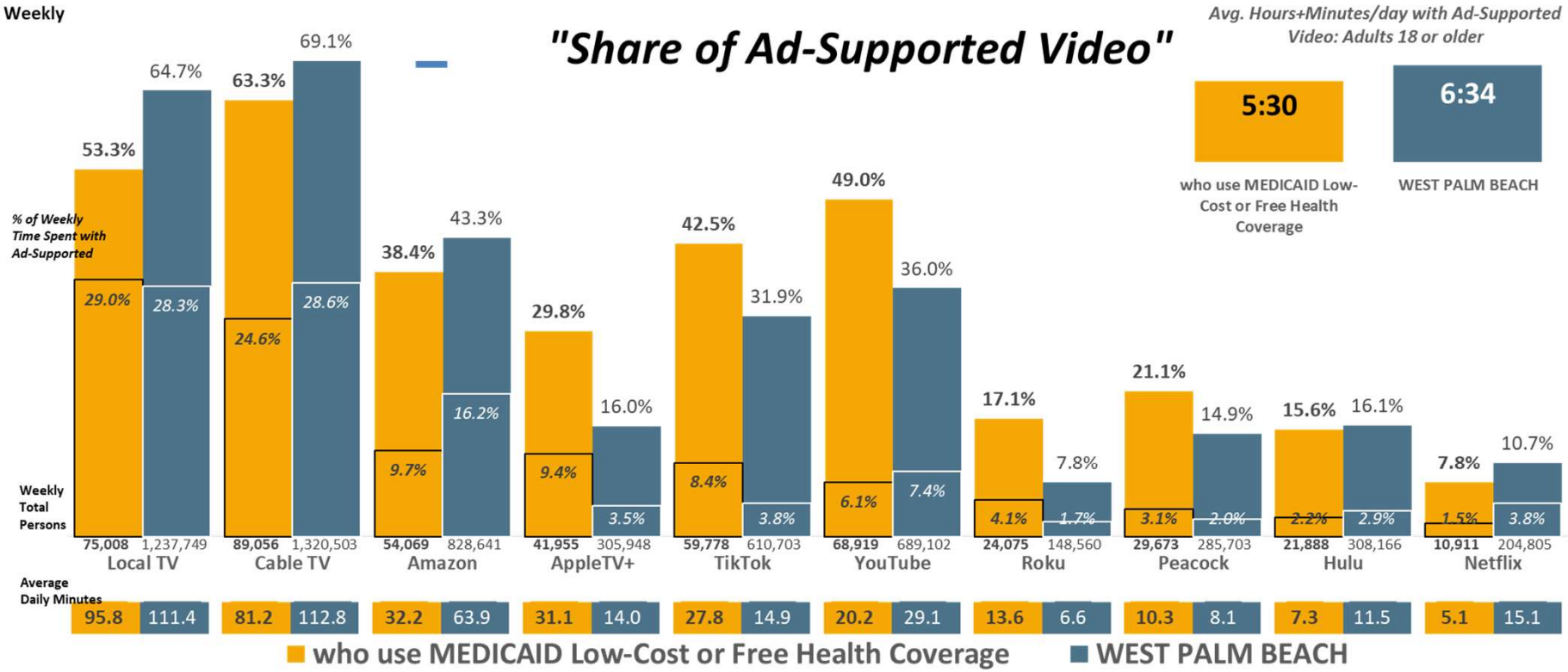
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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Type of health insurance: Medicaid

75,008 or 53.3% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 95.8 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

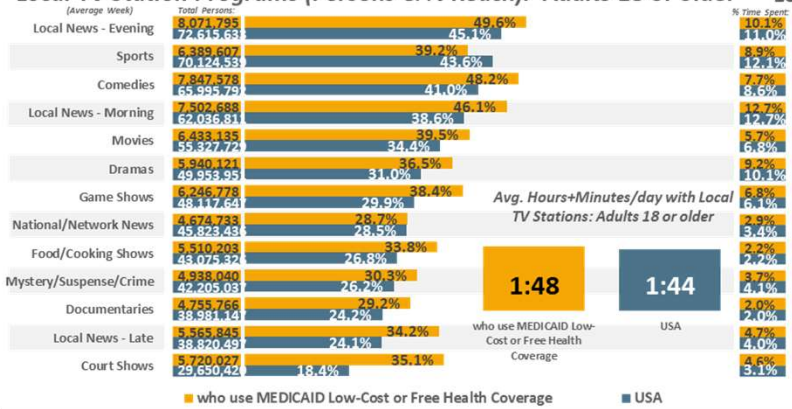
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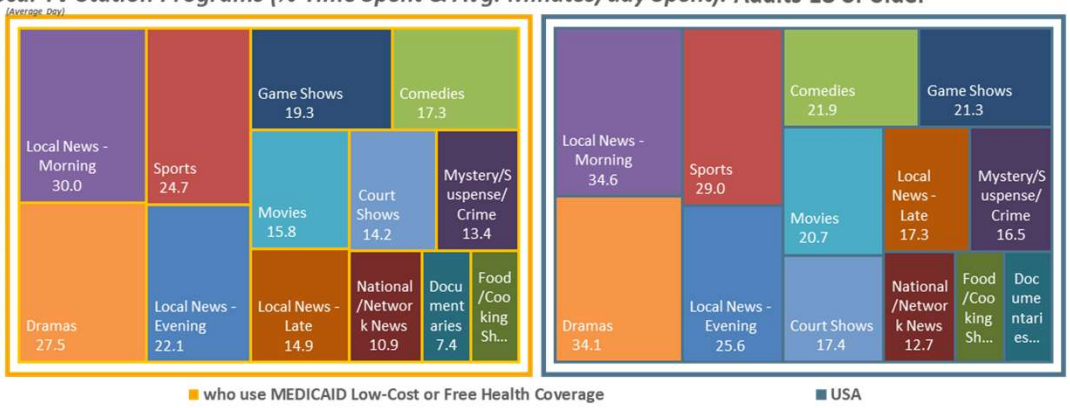
Type of health insurance: Medicaid

15,946,332 or 55.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Sports, Movies, and Game Shows.

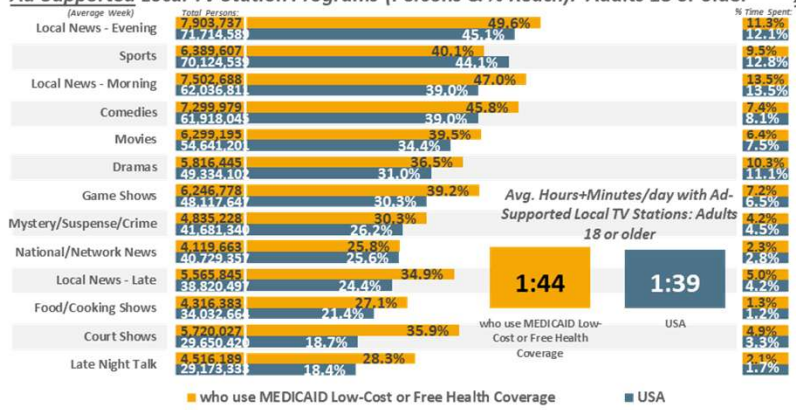
Local TV Station Programs (Persons & % Reach): Adults 18 or older



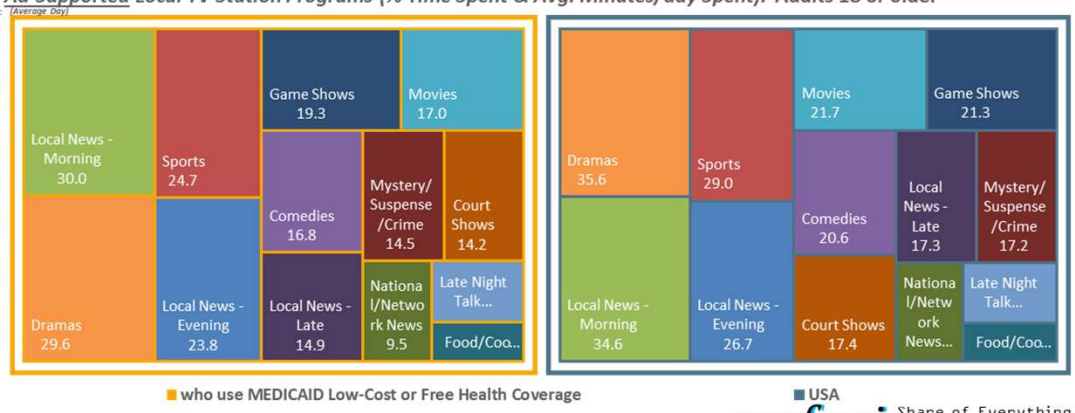
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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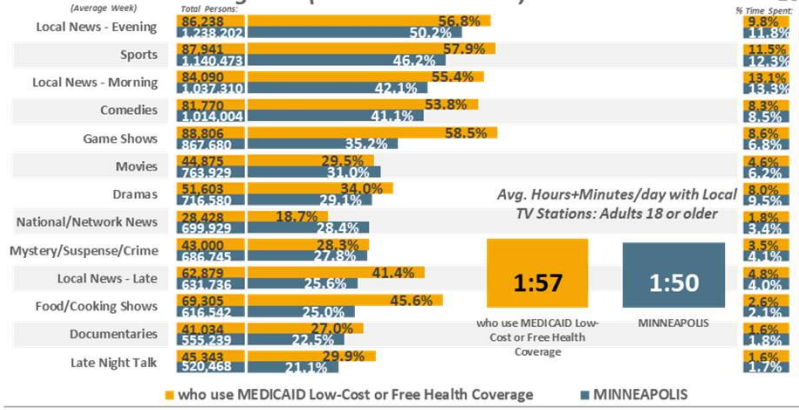
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

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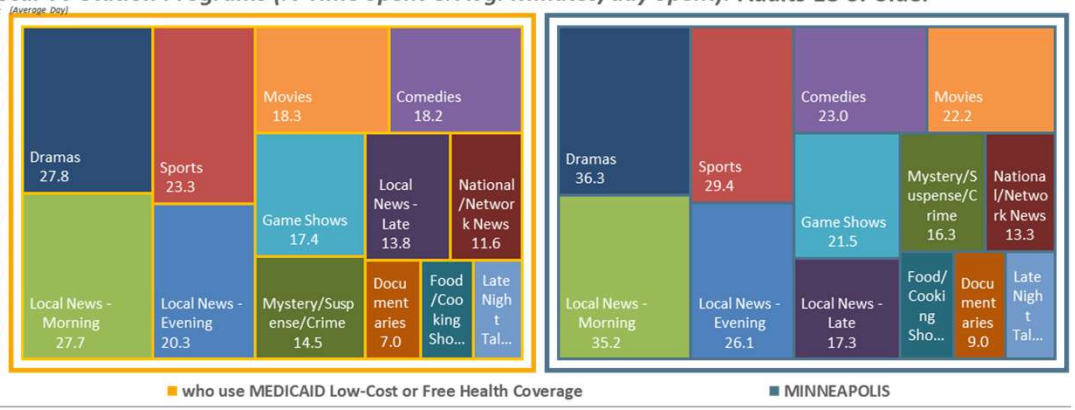
Type of health insurance: Medicaid

148,787 or 52.4% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations. The Top 6-Programs are Game Shows, Sports, Local News - Evening, Local News - Morning, Comedies, and Local News - Late.

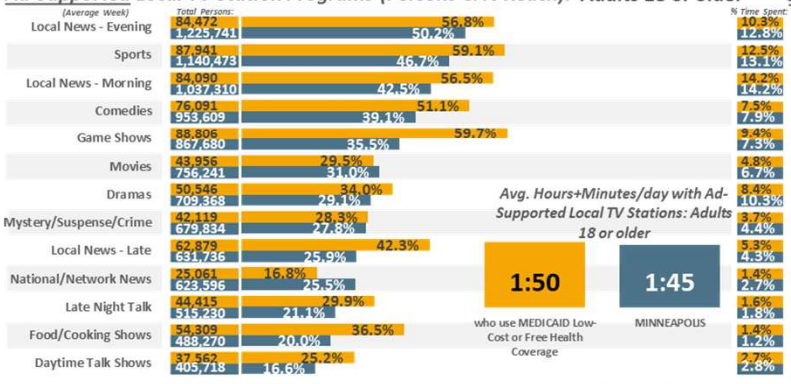
Local TV Station Programs (Persons & % Reach): Adults 18 or older



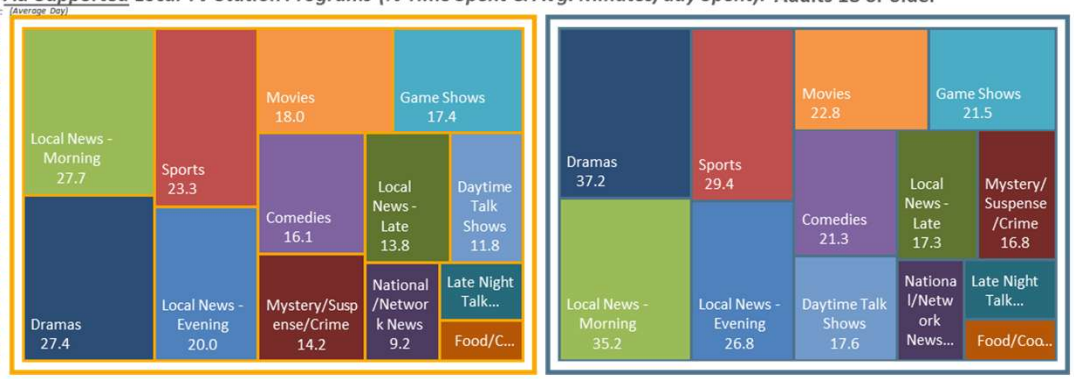
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

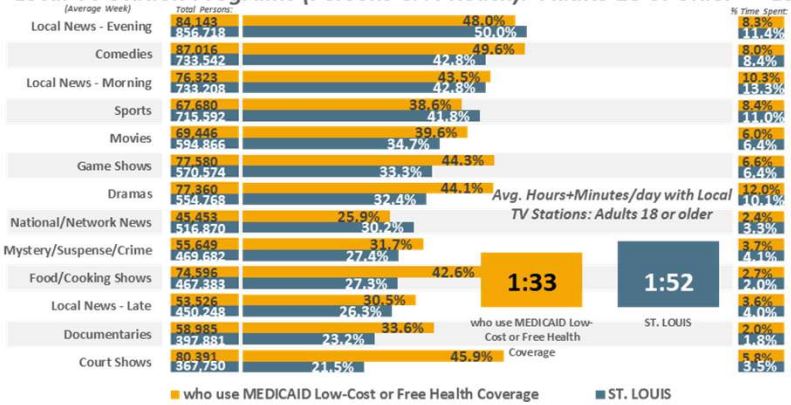
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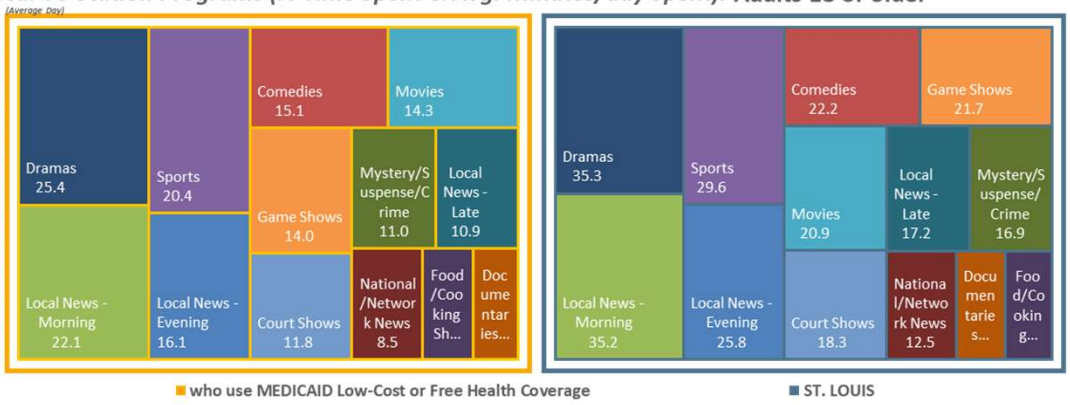
Type of health insurance: Medicaid

172,404 or 54.3% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Court Shows, Game Shows, Local News - Morning, and Dramas.

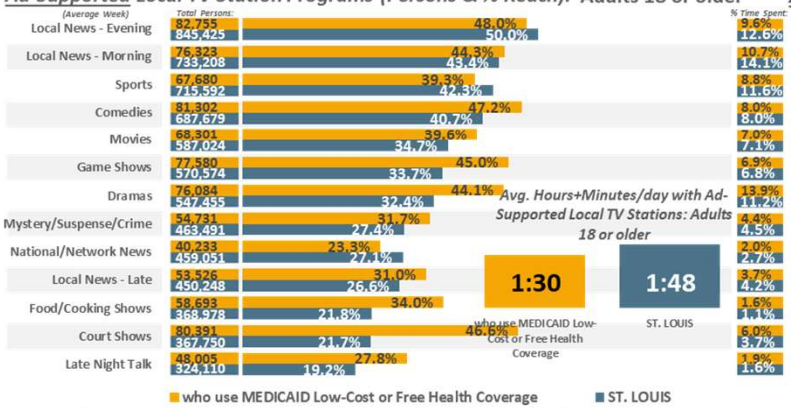
Local TV Station Programs (Persons & % Reach): Adults 18 or older



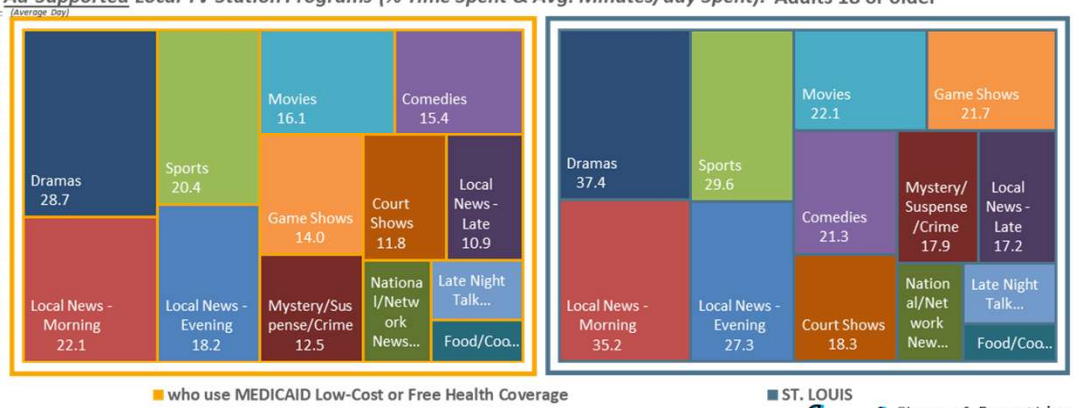
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

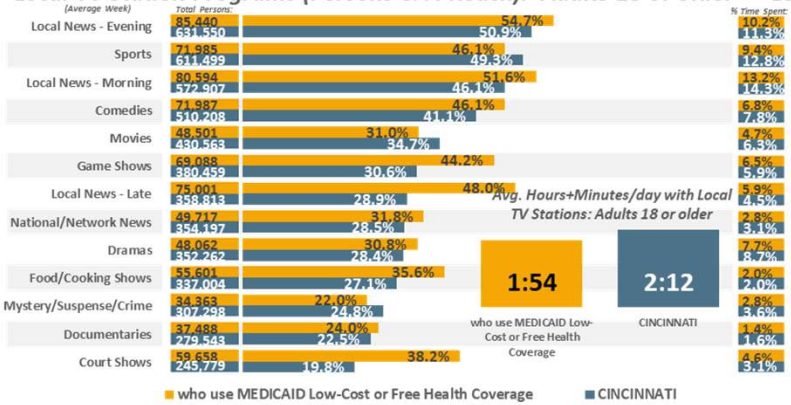
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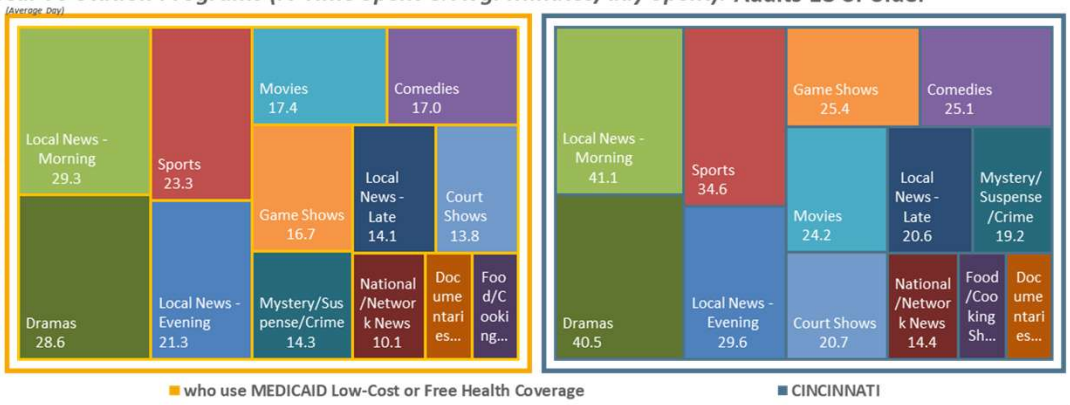
Type of health insurance: Medicaid

153,112 or 48.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Local News - Late, Sports, Game Shows, and Comedies.

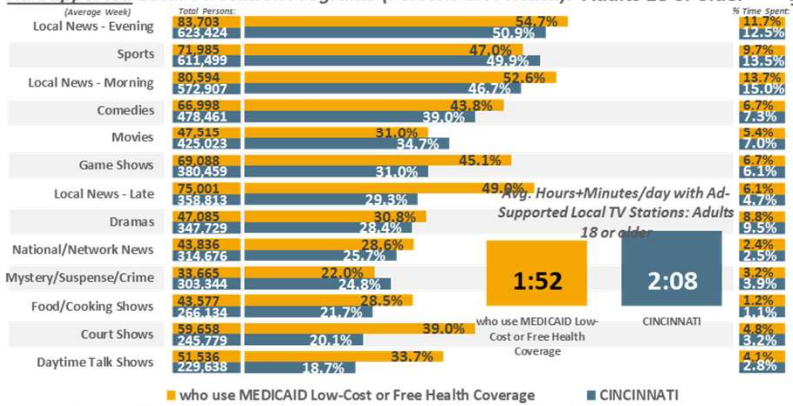
Local TV Station Programs (Persons & % Reach): Adults 18 or older



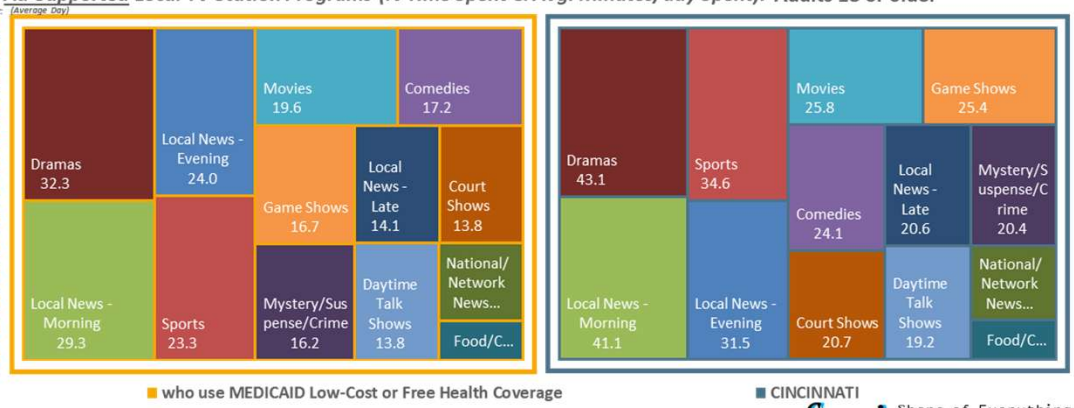
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

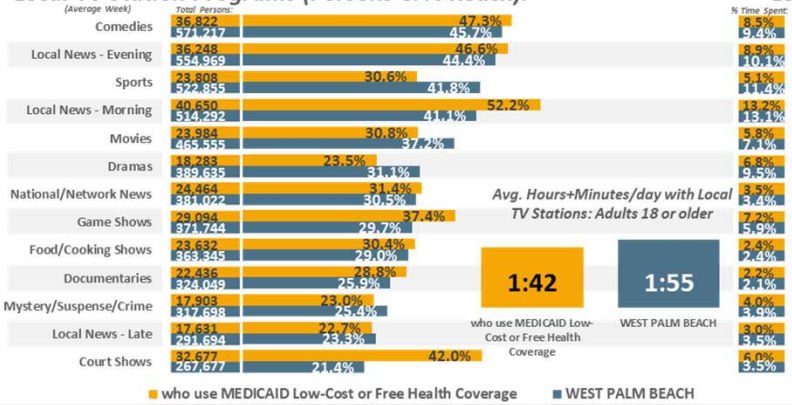
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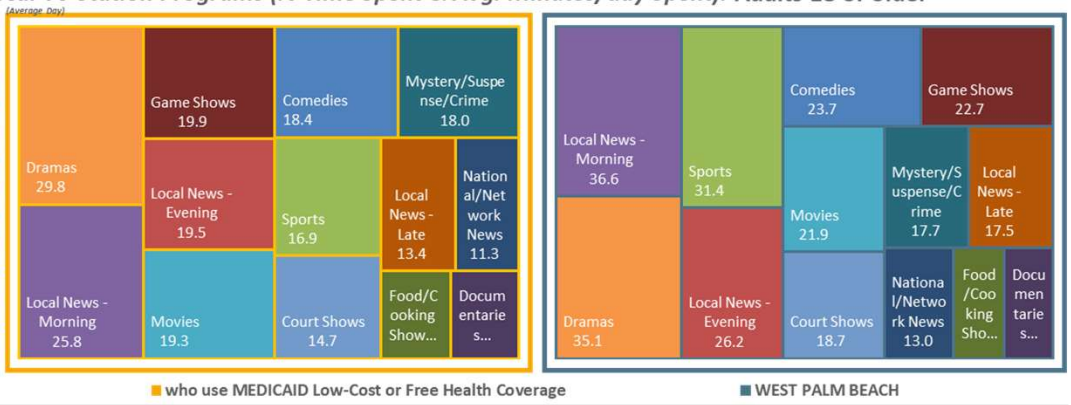
Type of health insurance: Medicaid

75,008 or 53.3% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Comedies, Court Shows, Game Shows, and Daytime Talk Shows.

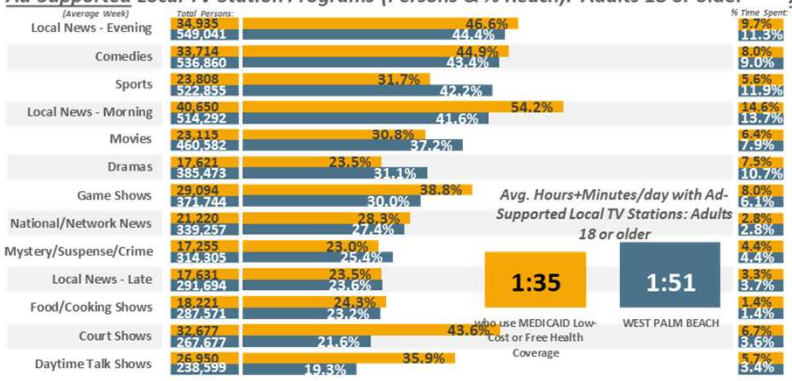
Local TV Station Programs (Persons & % Reach): Adults 18 or older



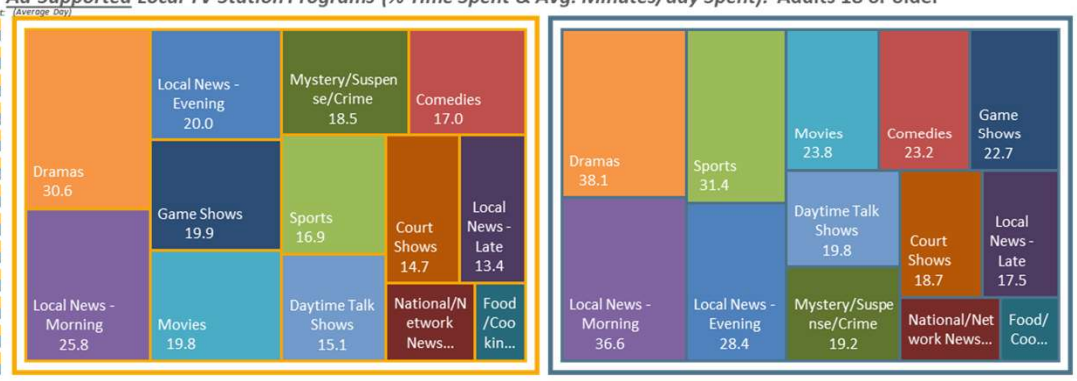
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

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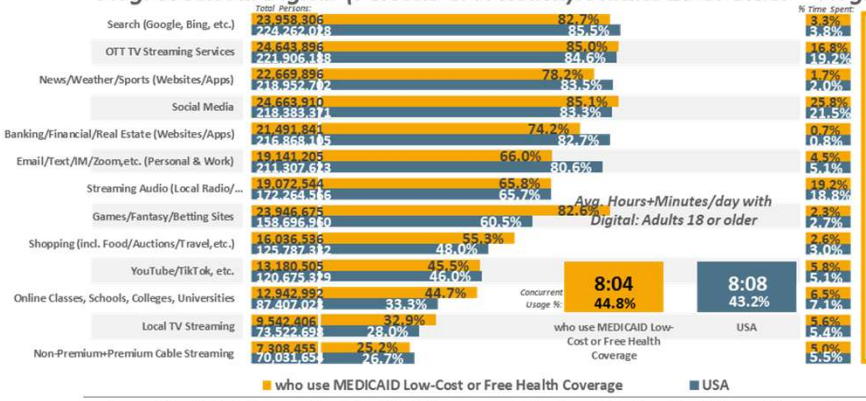
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Type of health insurance: Medicaid

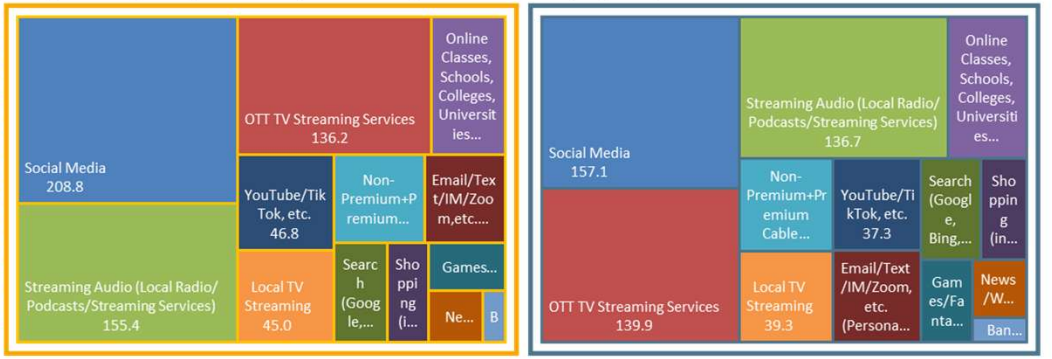


21,370,029 or 73.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Social Media for an average of 180.9 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

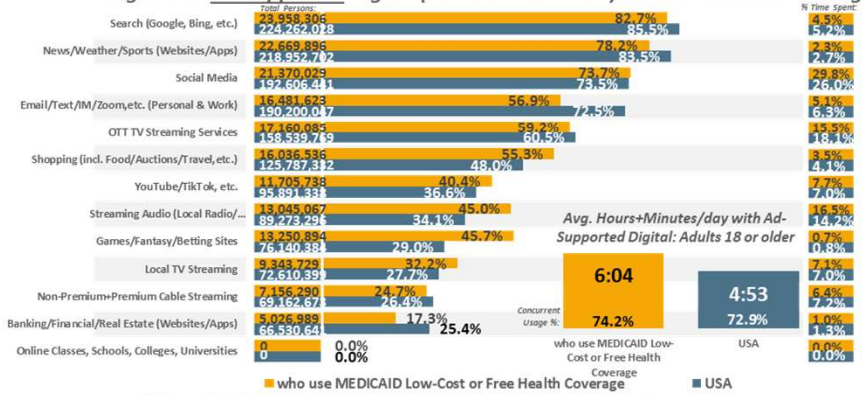
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



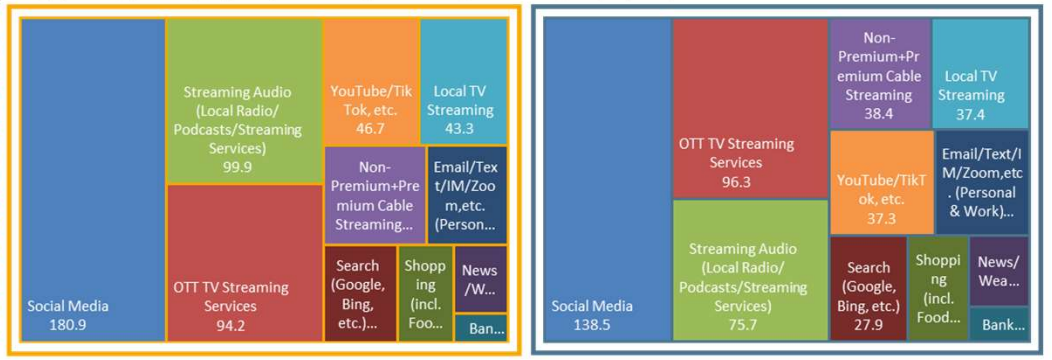
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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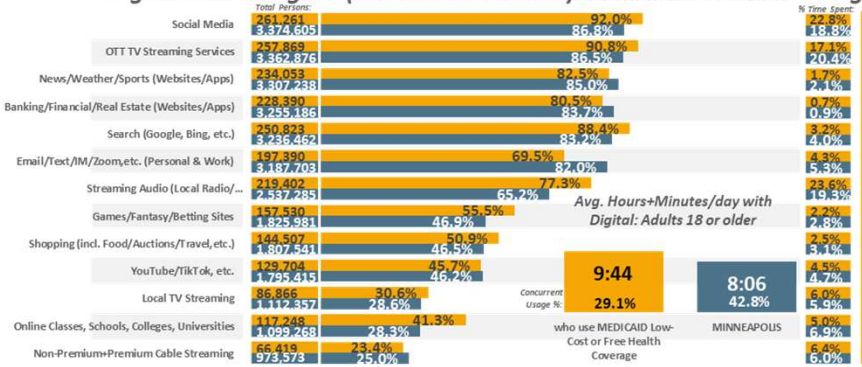
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

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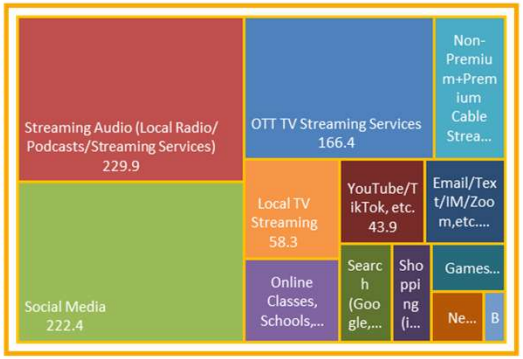
Type of health insurance: Medicaid

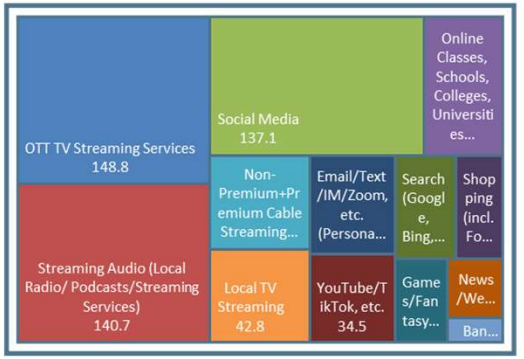
205,561 or 72.4% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Social Media for an average of 175. minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

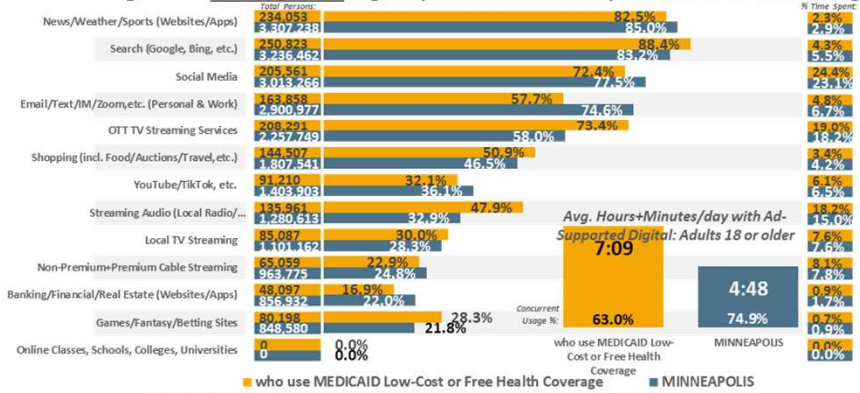


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

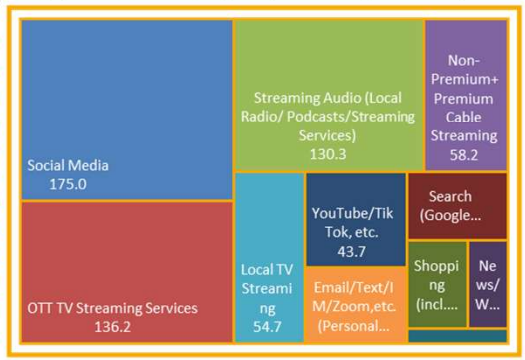


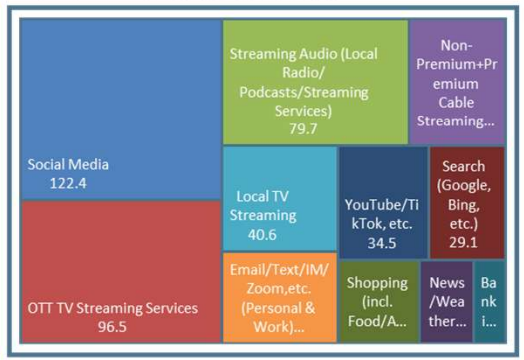


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

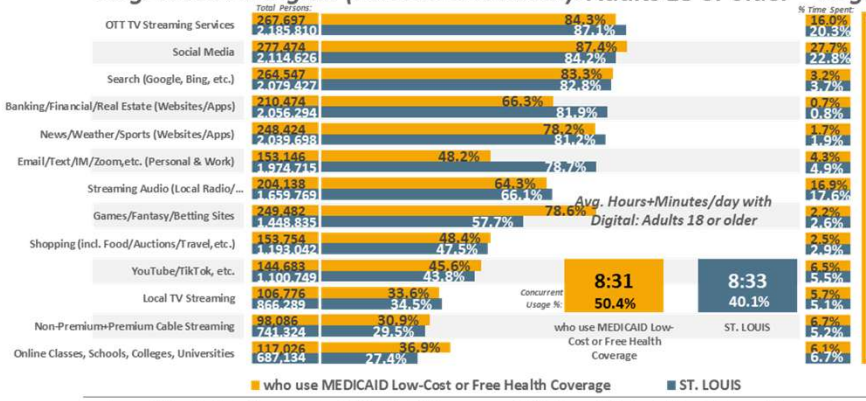
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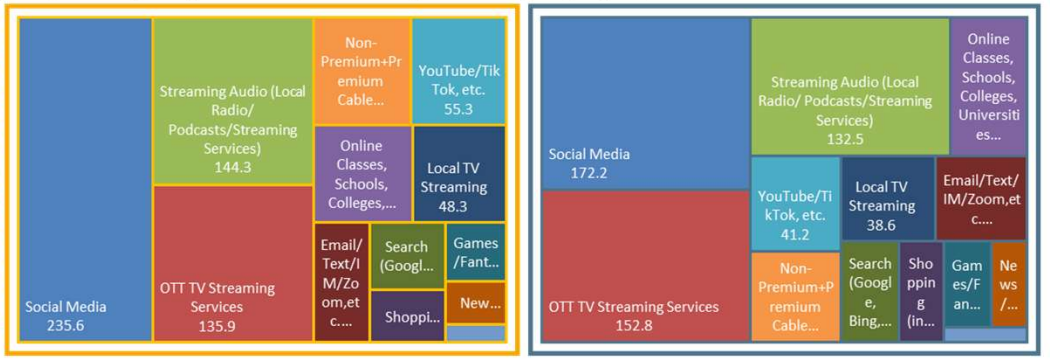
Type of health insurance: Medicaid

252,683 or 79.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Social Media for an average of 214.6 minutes every day representing 33.% of all time spent daily with Ad-Supported Digital Media.

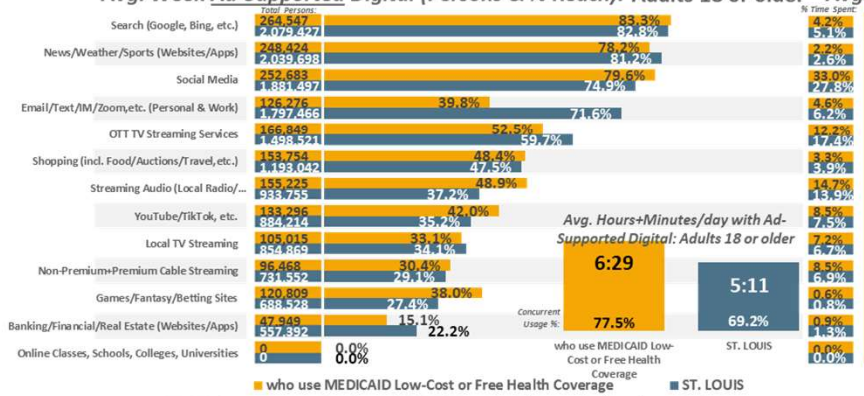
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



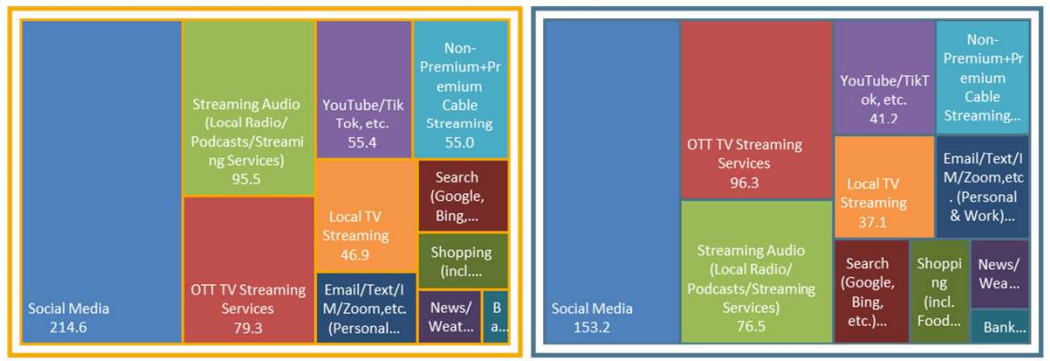
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

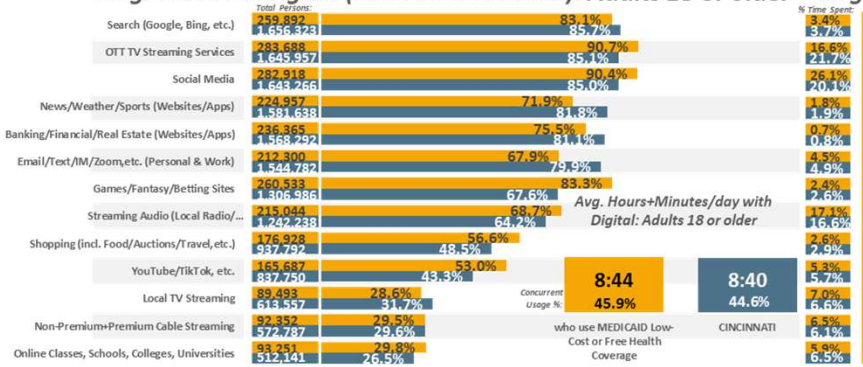
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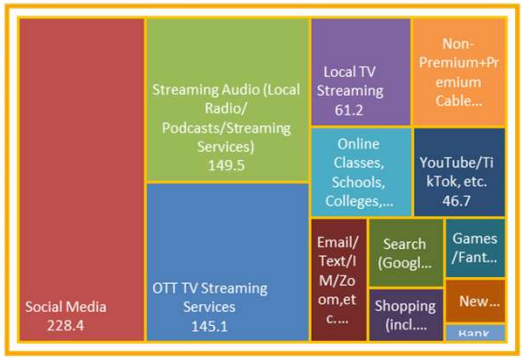
Type of health insurance: Medicaid

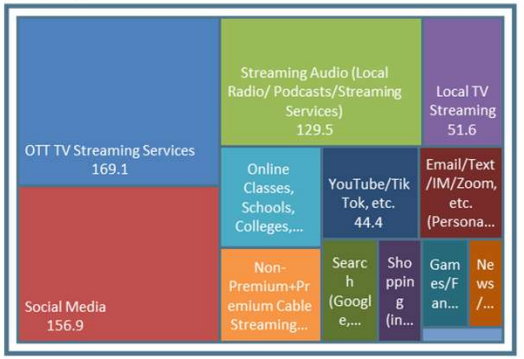
262,627 or 83.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Social Media for an average of 212. minutes every day representing 31.% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

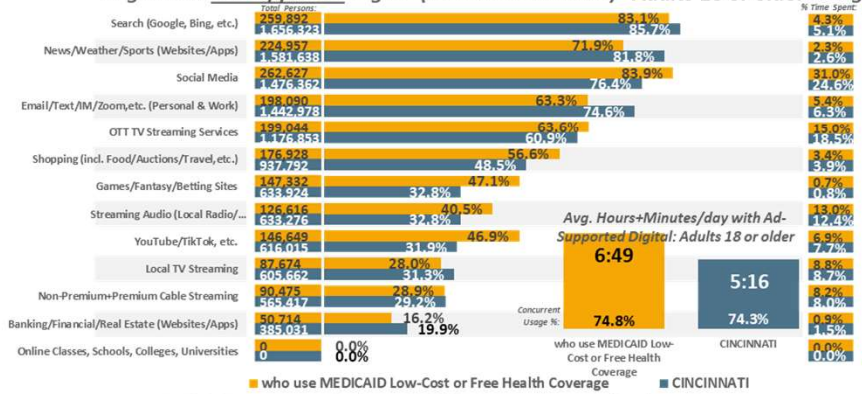


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

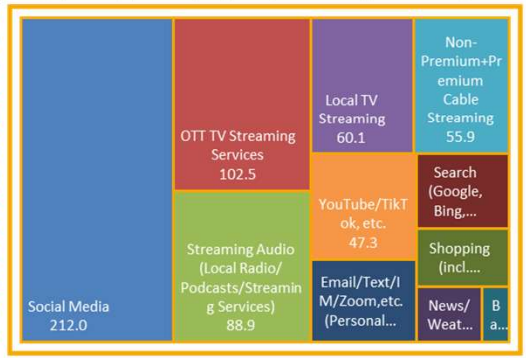


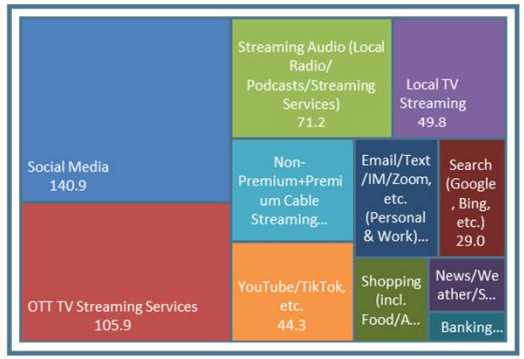


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

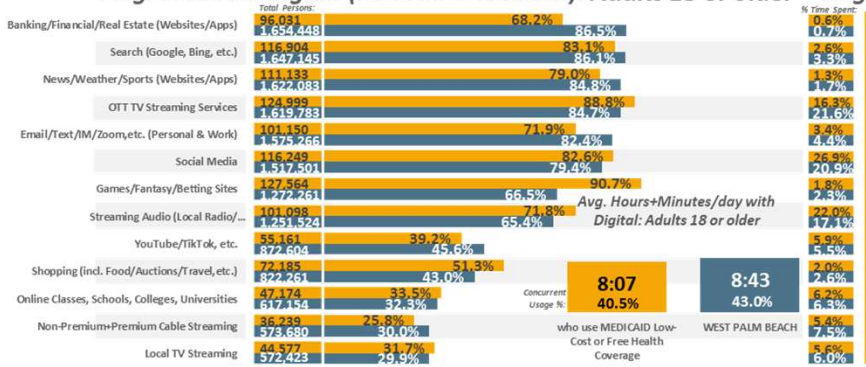
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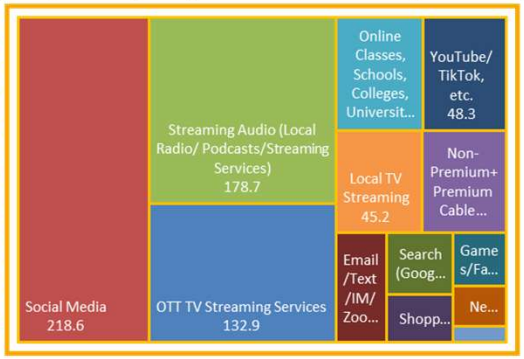
Type of health insurance: Medicaid

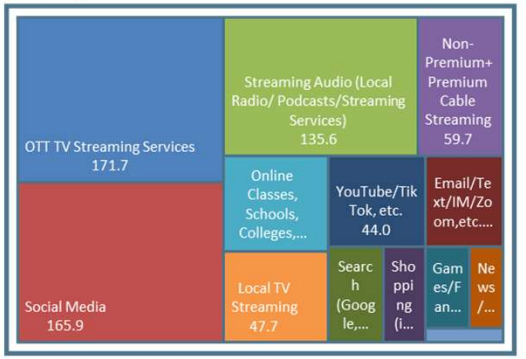
105,163 or 74.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Social Media for an average of 197.8 minutes every day representing 31.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older



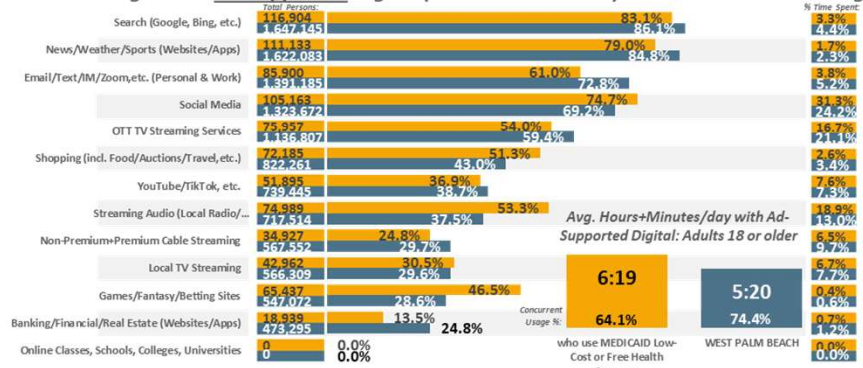
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



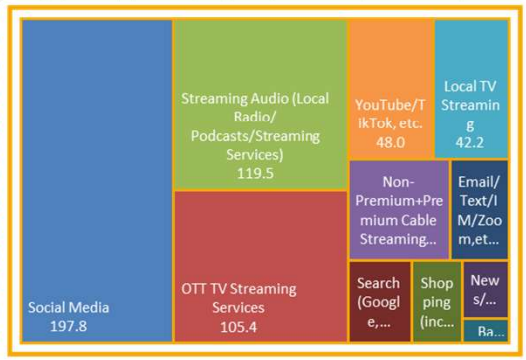


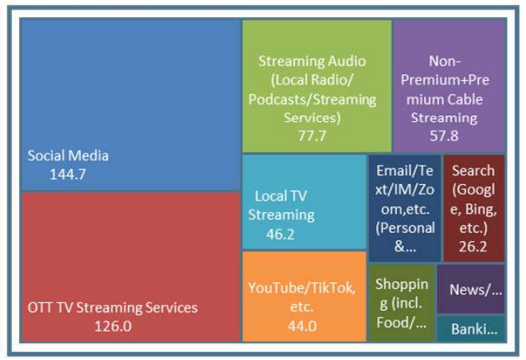
■ who use MEDICAID Low-Cost or Free Health Coverage ■ WEST PALM BEACH

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





■ who use MEDICAID Low-Cost or Free Health Coverage ■ WEST PALM BEACH

WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

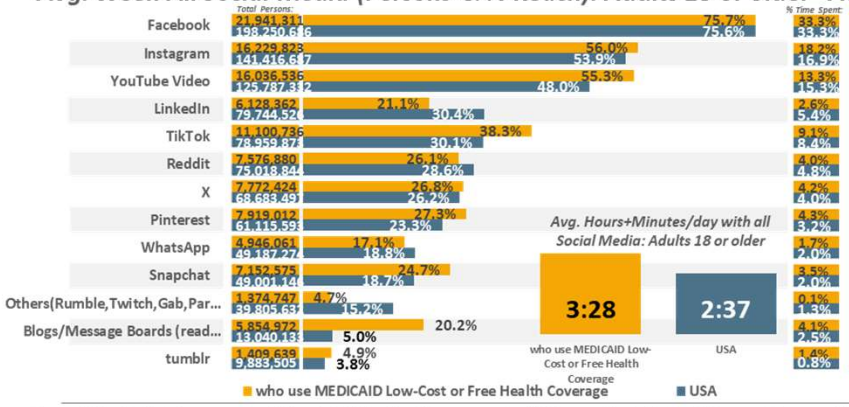
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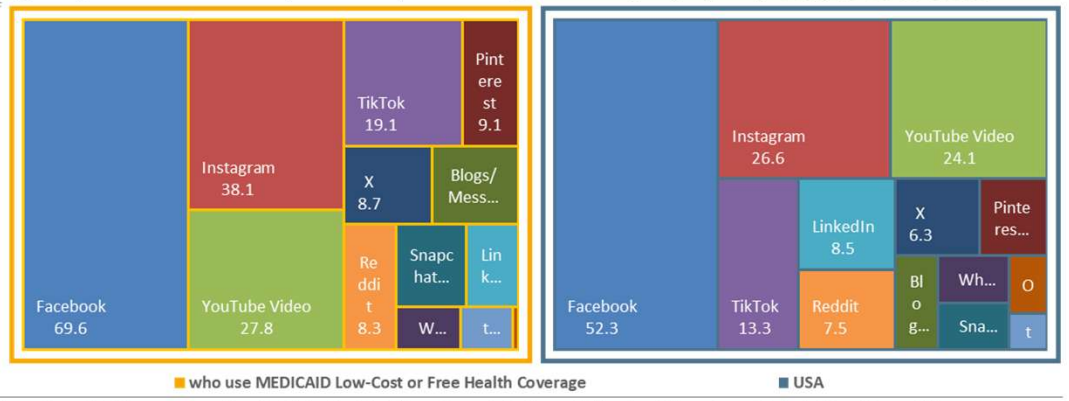
Type of health insurance: Medicaid

21,370,029 or 73.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 63.4 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

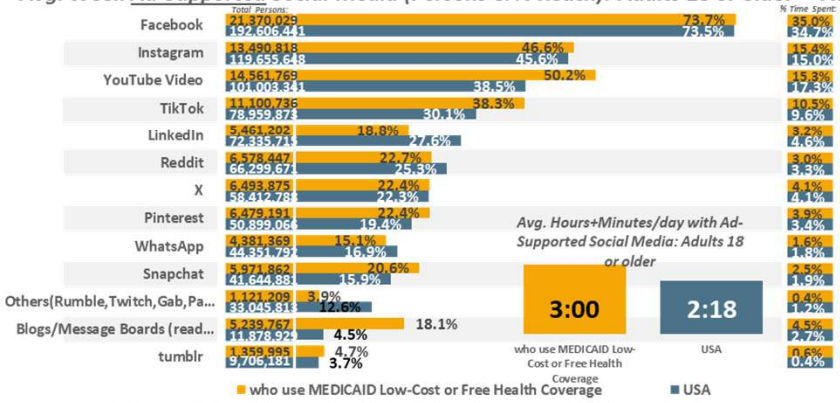
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



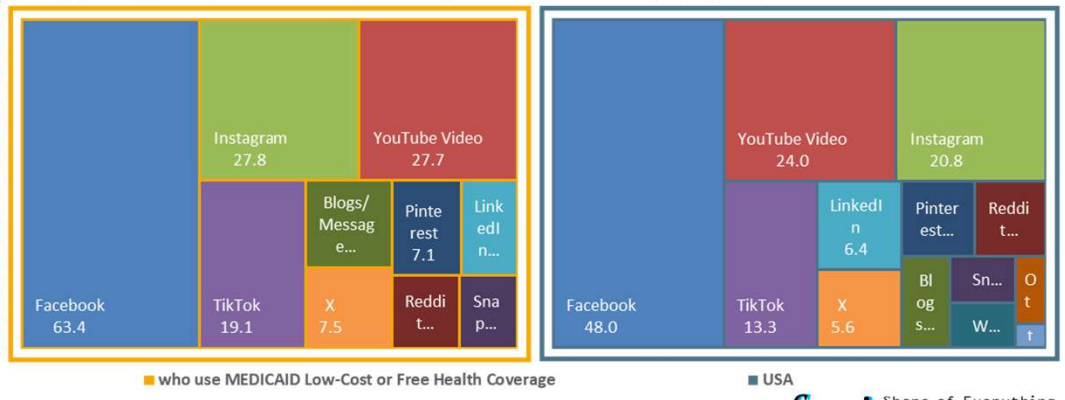
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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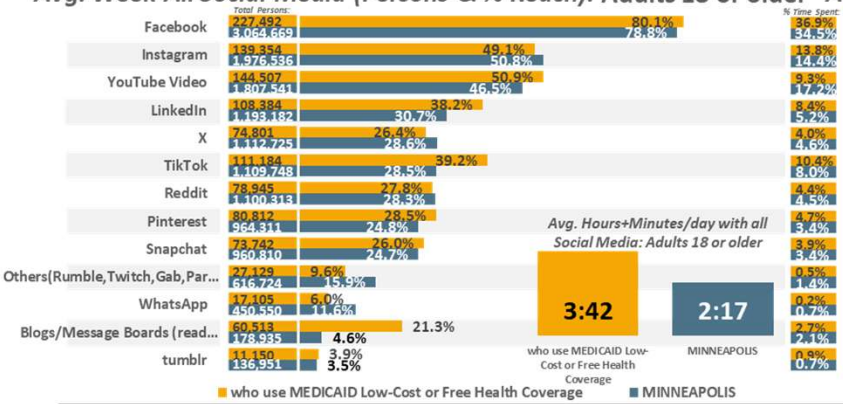
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

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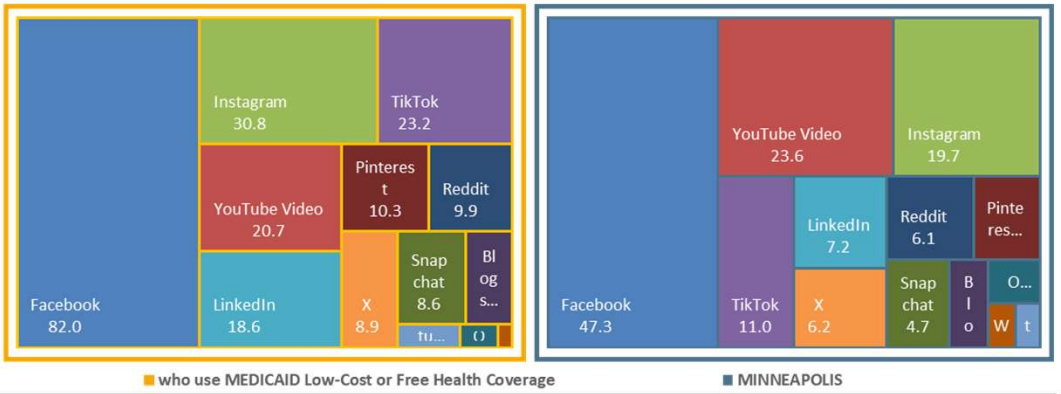
Type of health insurance: Medicaid

205,561 or 72.4% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 65.7 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

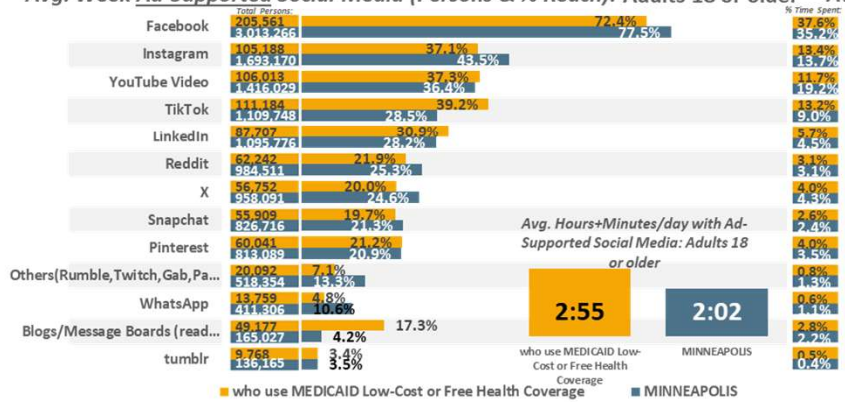
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



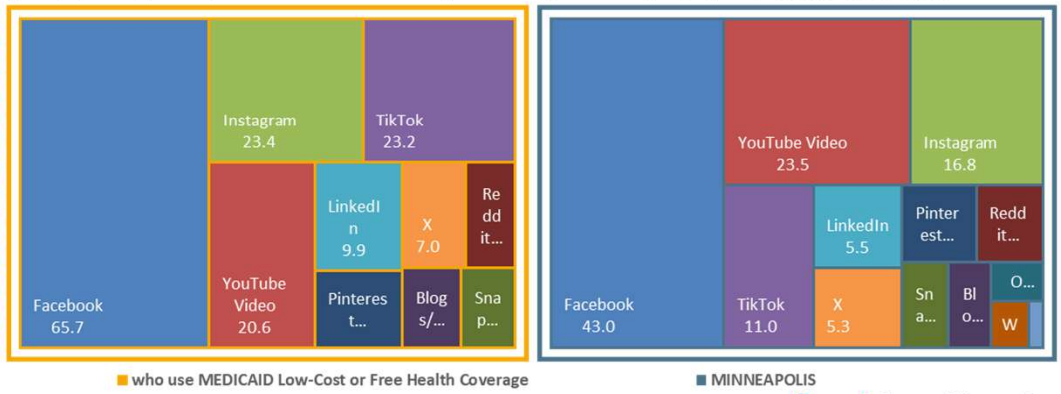
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 18 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

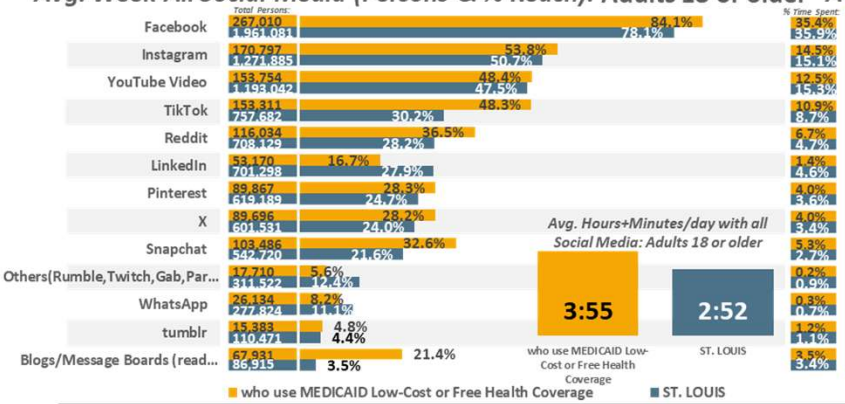
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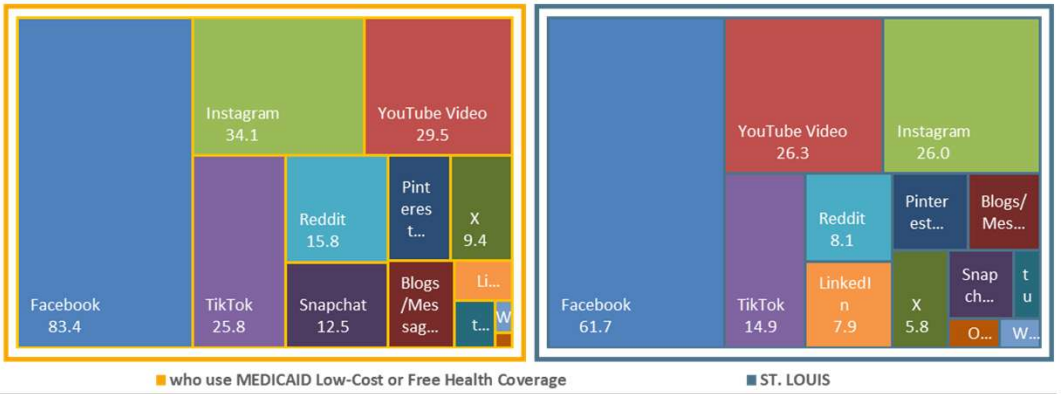
Type of health insurance: Medicaid

252,683 or 79.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 76.6 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

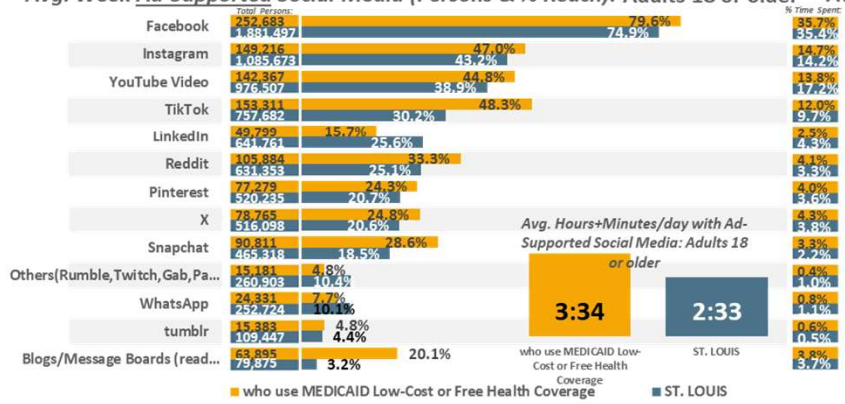
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



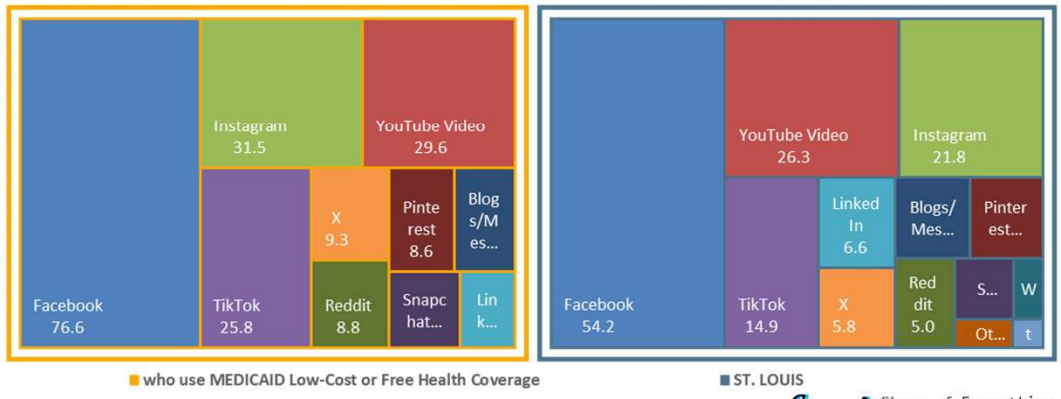
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

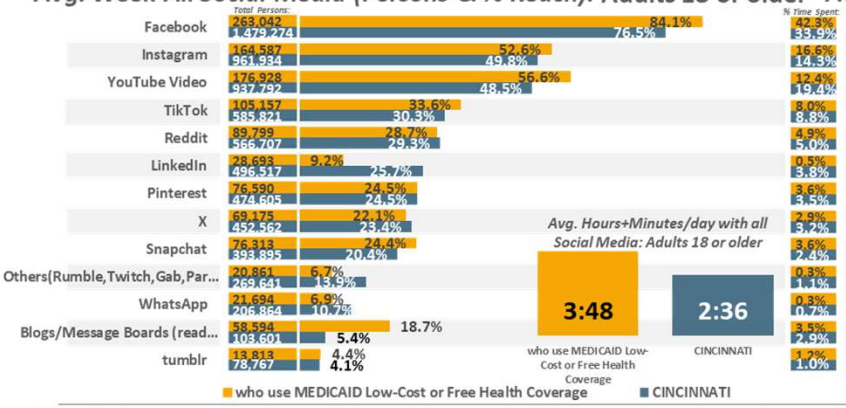
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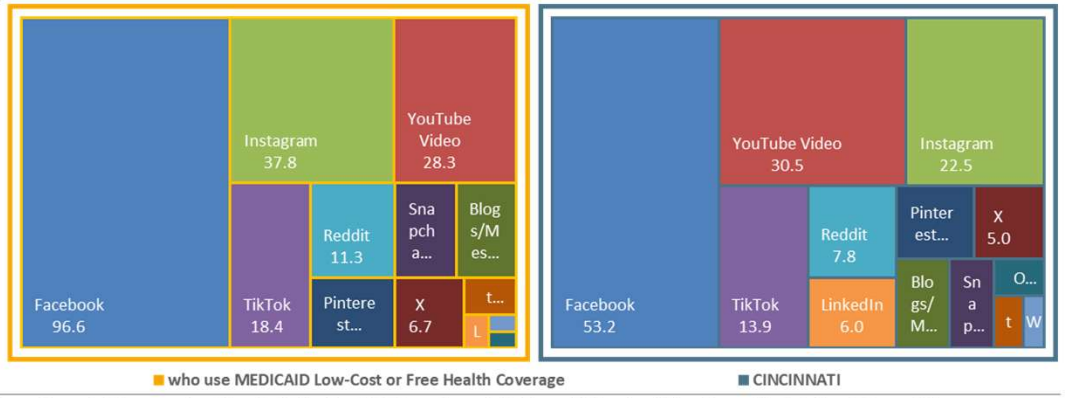
Type of health insurance: Medicaid

262,627 or 83.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 86.7 minutes every day representing 40.9% of all time spent daily with Ad-Supported Social Media.

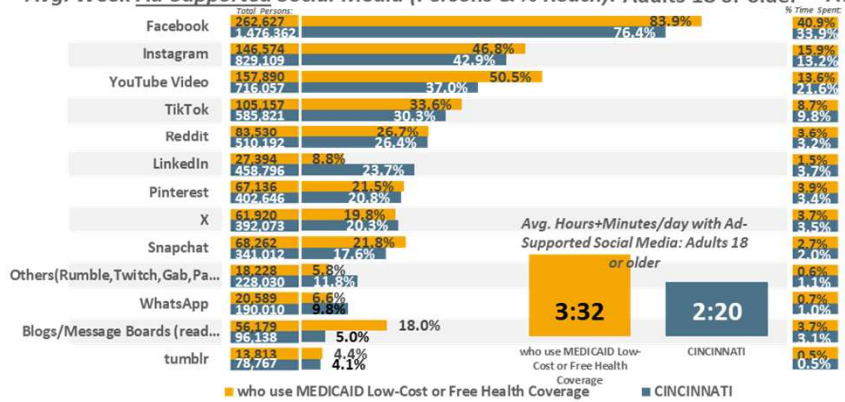
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



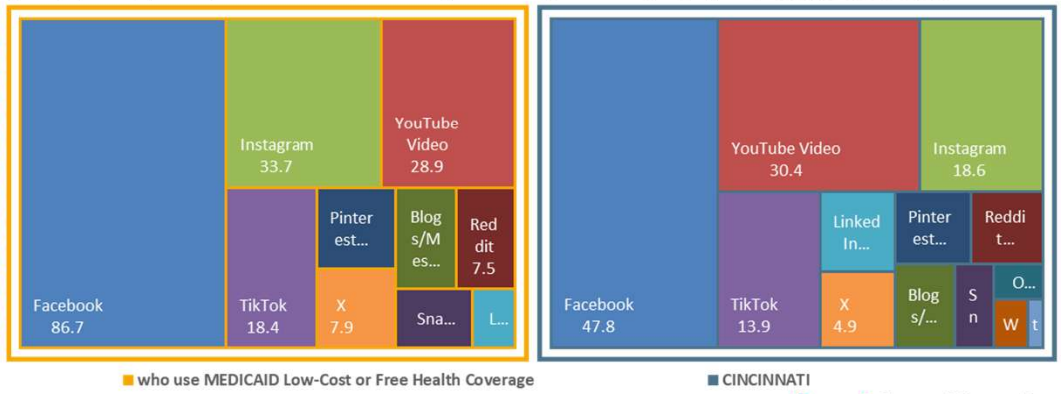
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

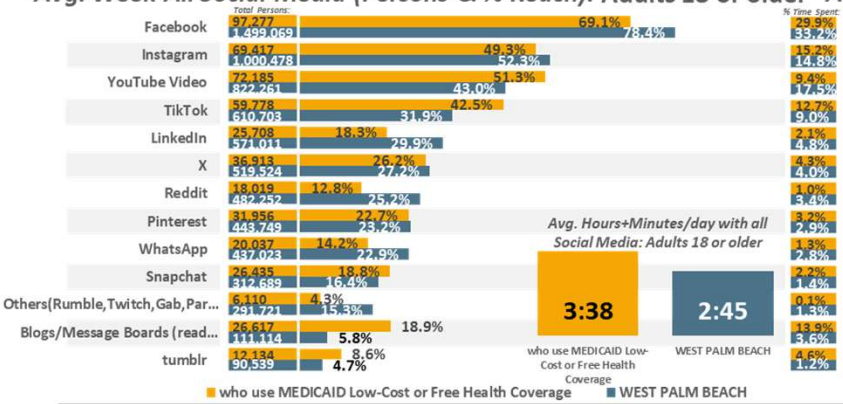
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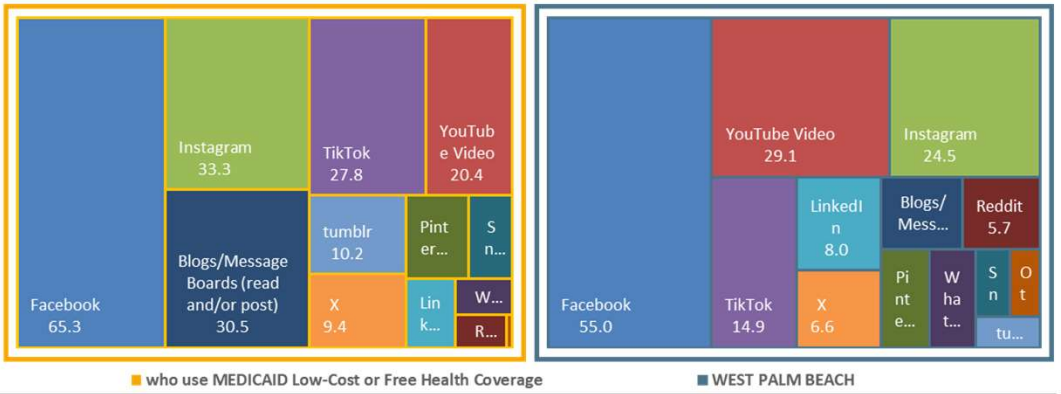
Type of health insurance: Medicaid

97,277 or 69.1% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 61.3 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.

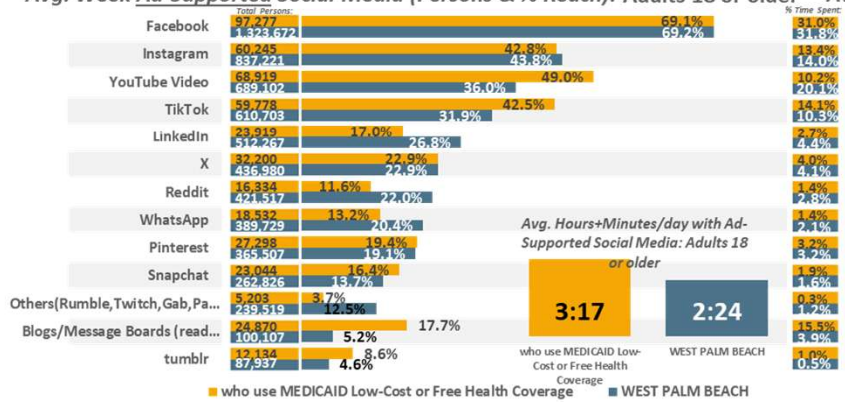
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



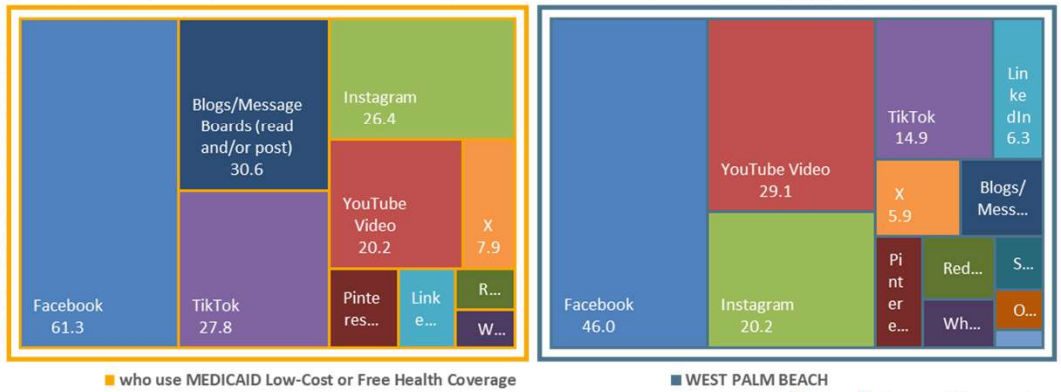
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

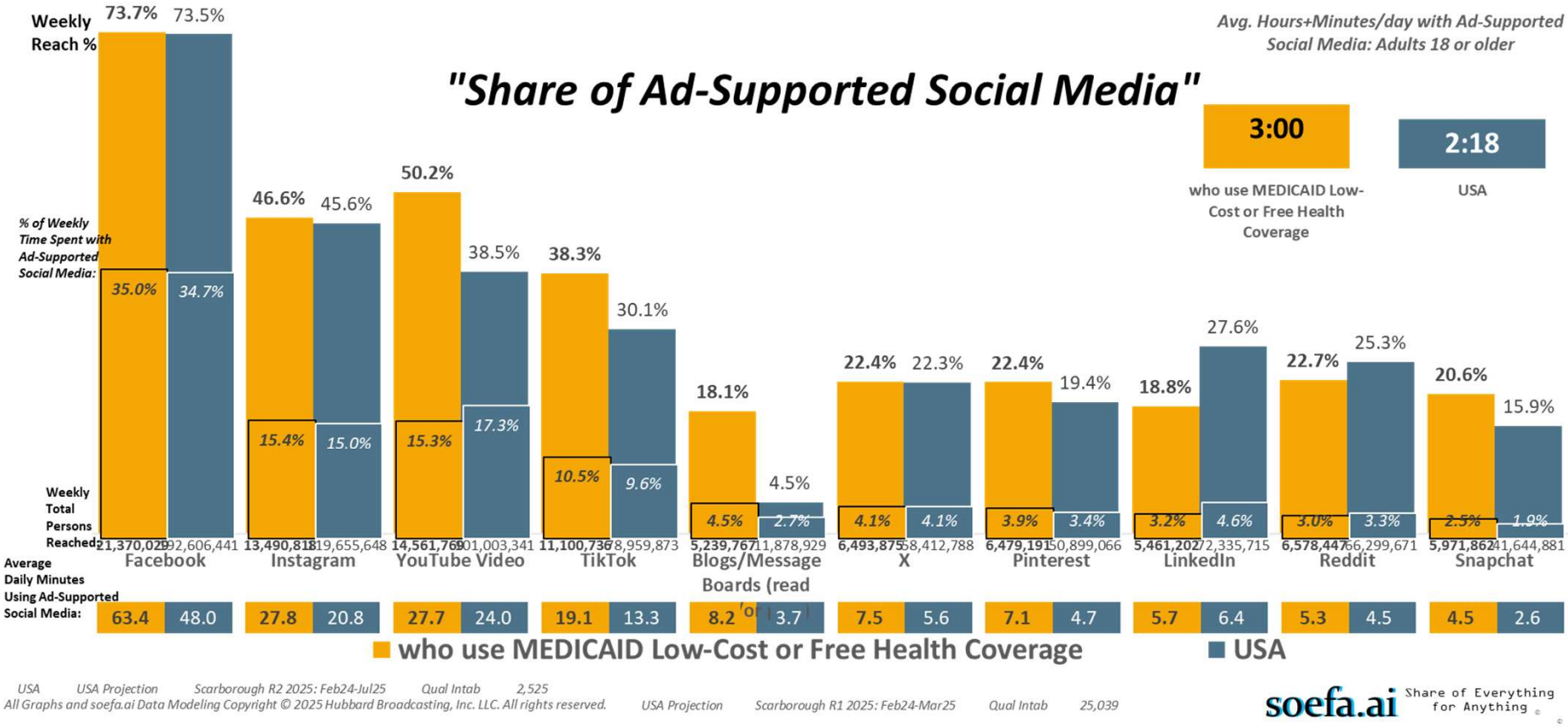
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Type of health insurance: Medicaid



21,370,029 or 73.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 63.4 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

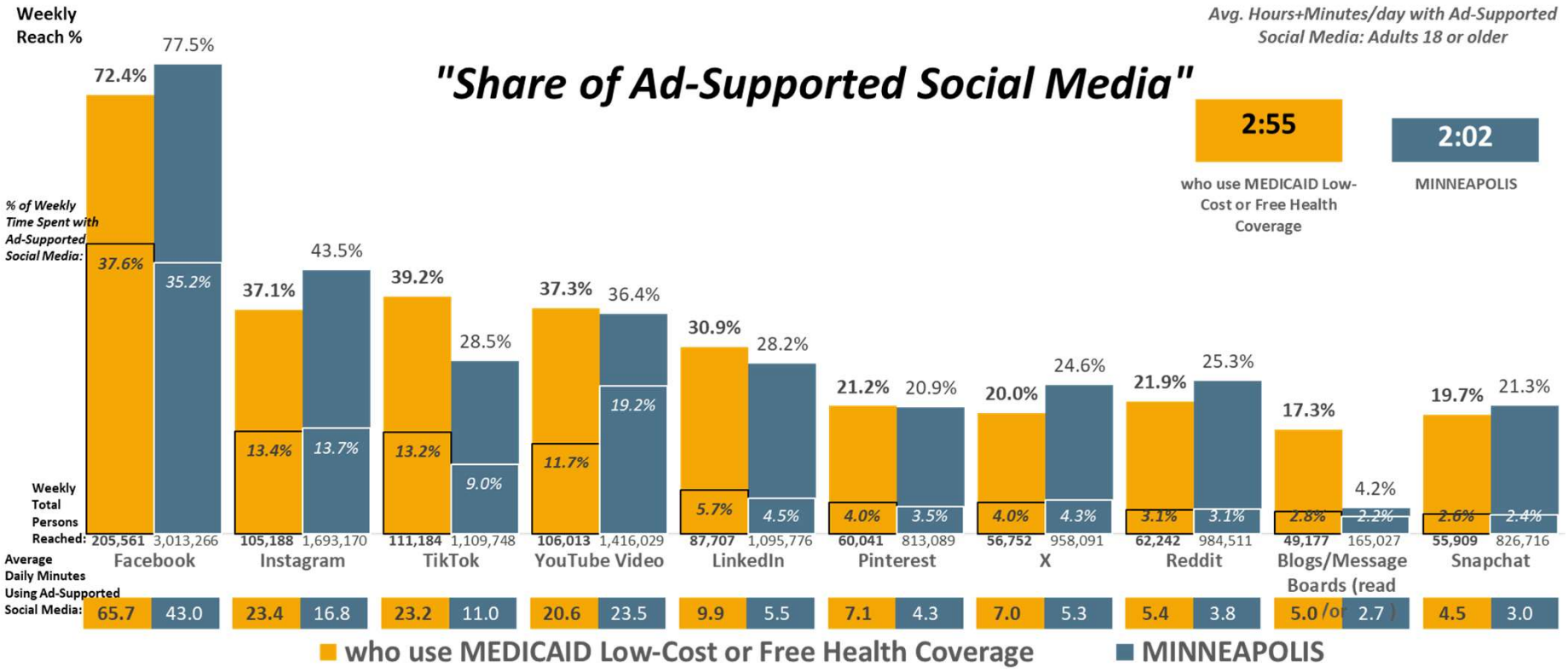
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

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Type of health insurance: Medicaid

205,561 or 72.4% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 65.7 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.



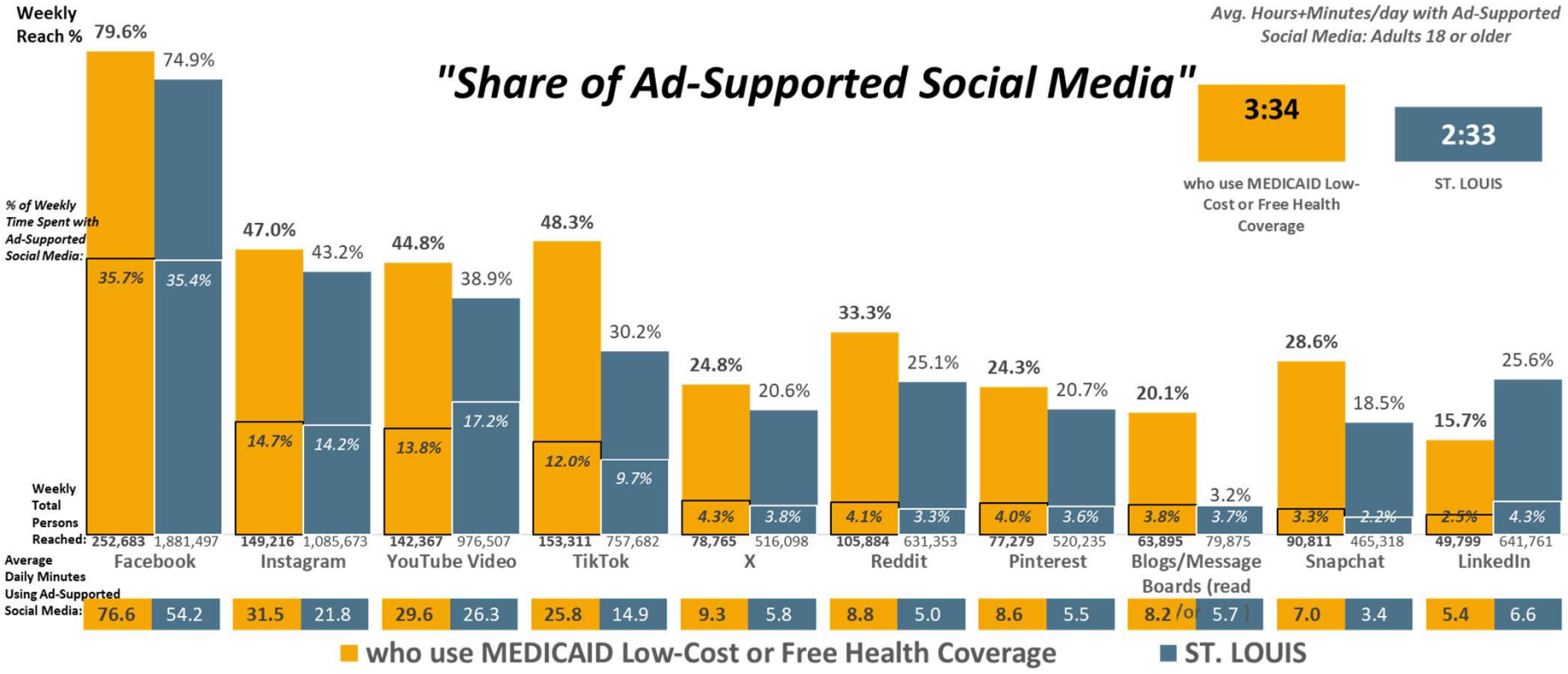
MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

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Type of health insurance: Medicaid

252,683 or 79.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 76.6 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

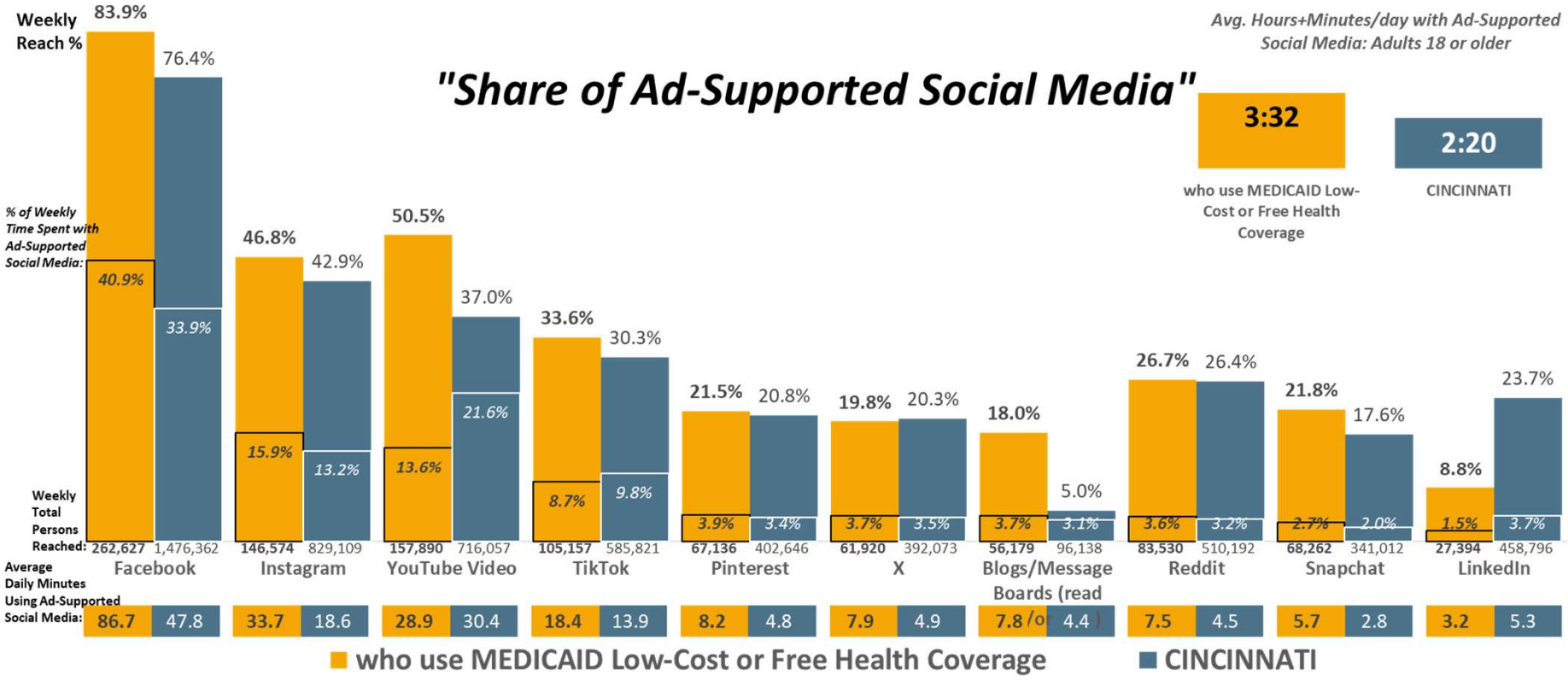
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Type of health insurance: Medicaid

Medicaid CIN

262,627 or 83.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 86.7 minutes every day representing 40.9% of all time spent daily with Ad-Supported Social Media.



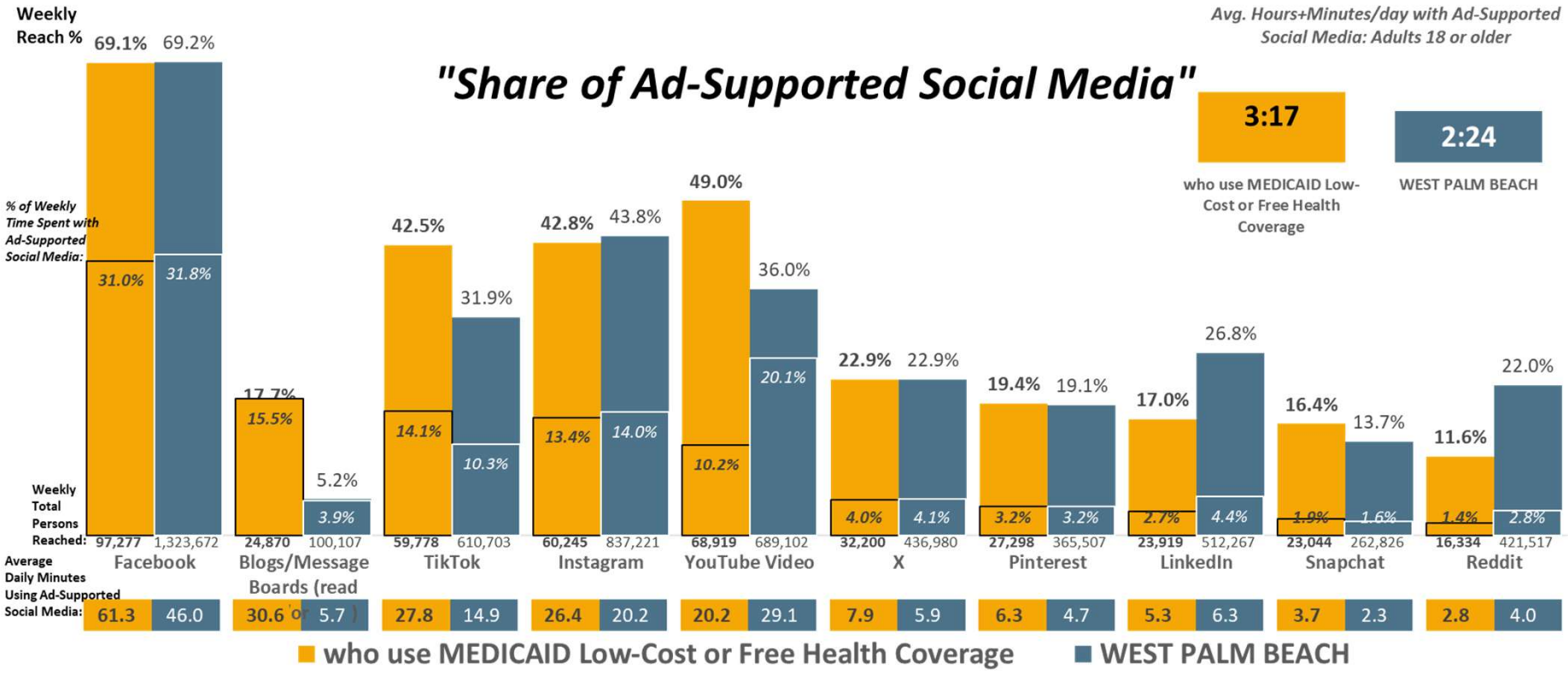
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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Type of health insurance: Medicaid

97,277 or 69.1% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 61.3 minutes every day representing 31.% of all time spent daily with Ad-Supported Social Media.



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

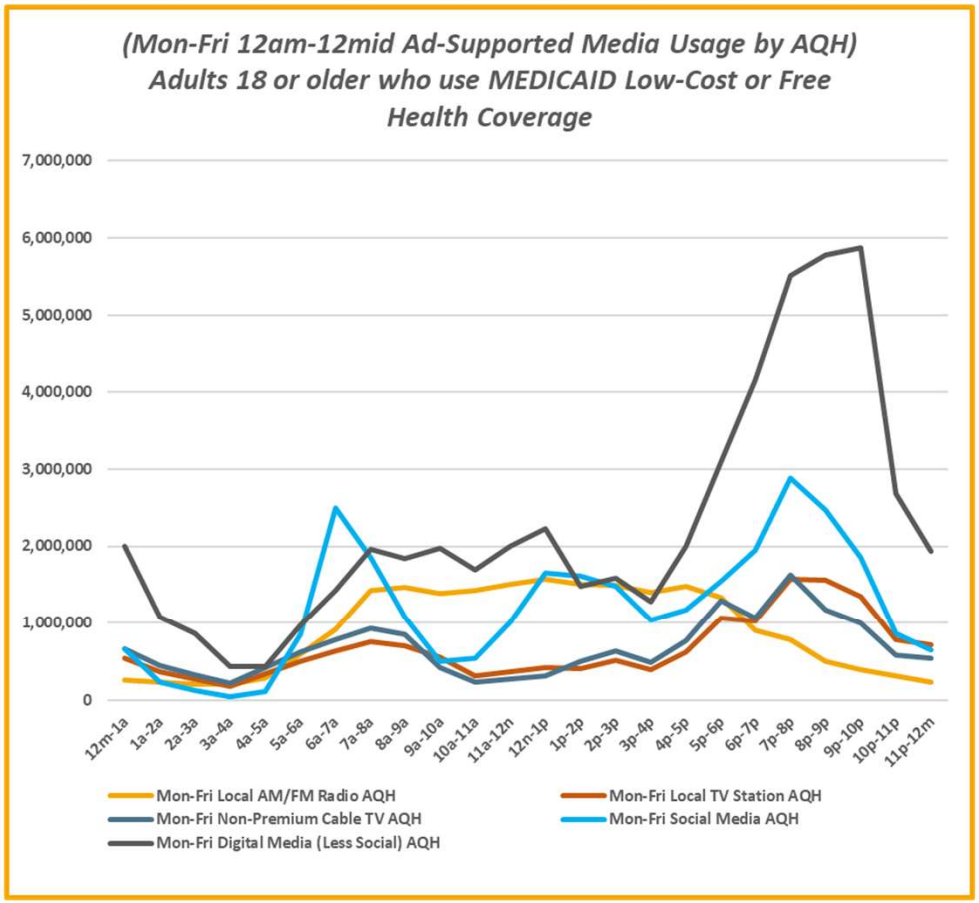
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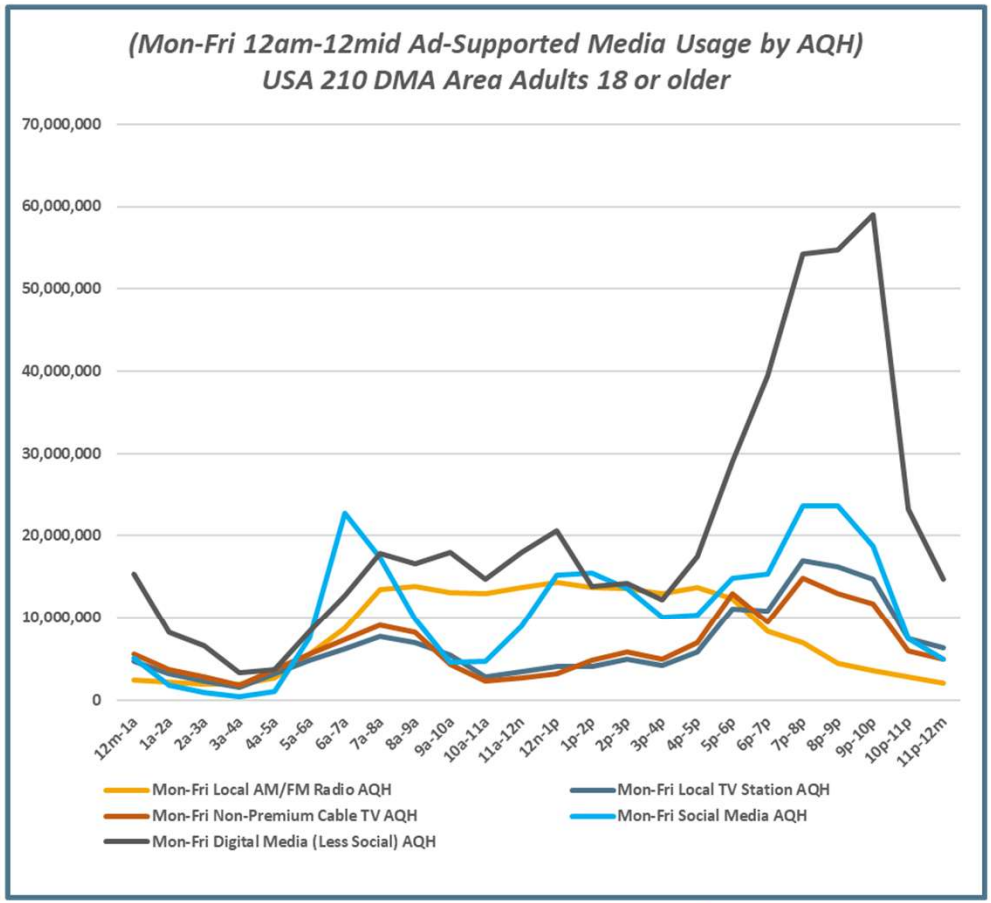
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Type of health insurance: Medicaid

Medicaid USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,054,156; Social Media: 1,376,738; Local Radio: 1,367,829; Non-Prem. Cable: 657,443; Local TV: 597,992 reaching Adults 18 or older who use MEDICAID Low-Cost or Free Heal





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

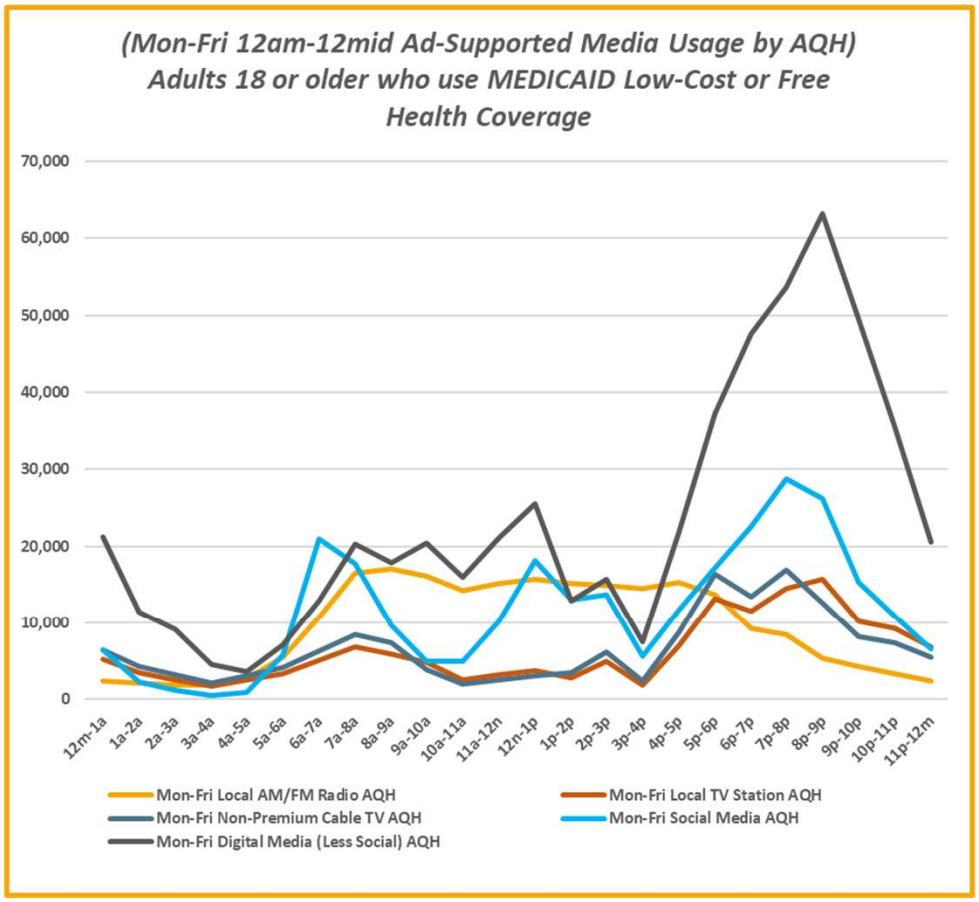
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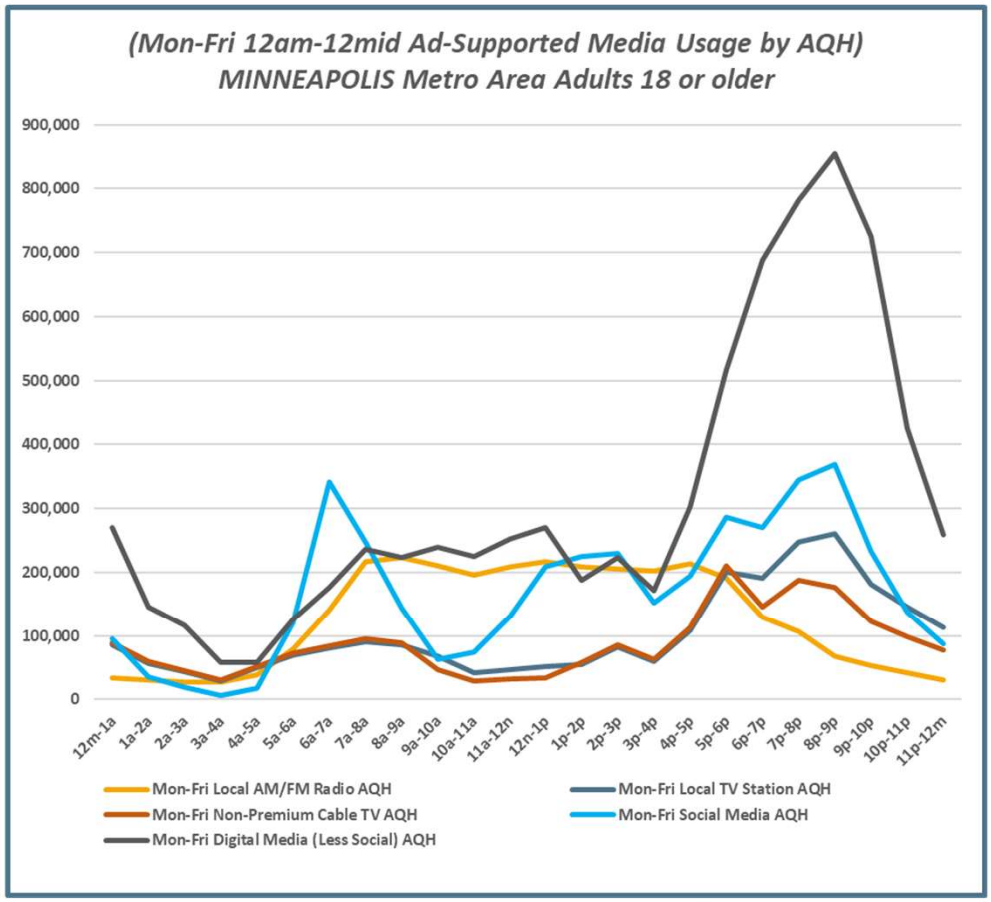
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

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Type of health insurance: Medicaid

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,316; Local Radio: 14,501; Social Media: 13,119; Non-Prem. Cable: 6,476; Local TV: 5,653 reaching Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage.





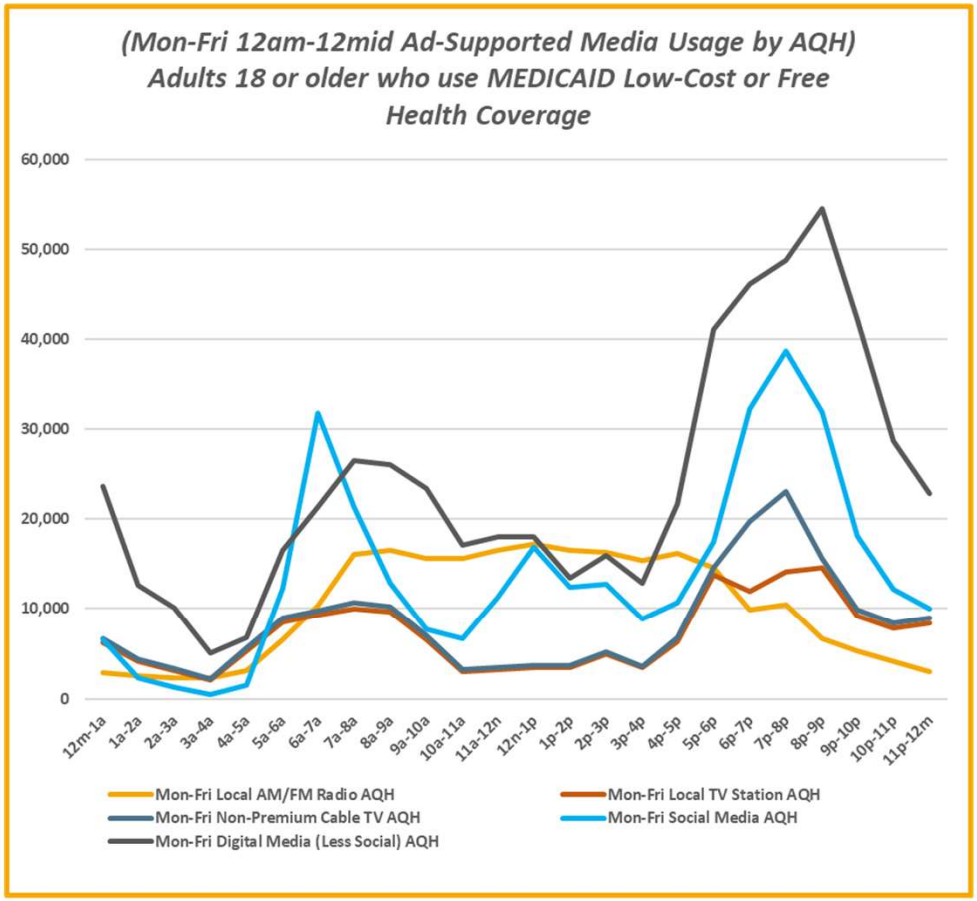
MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

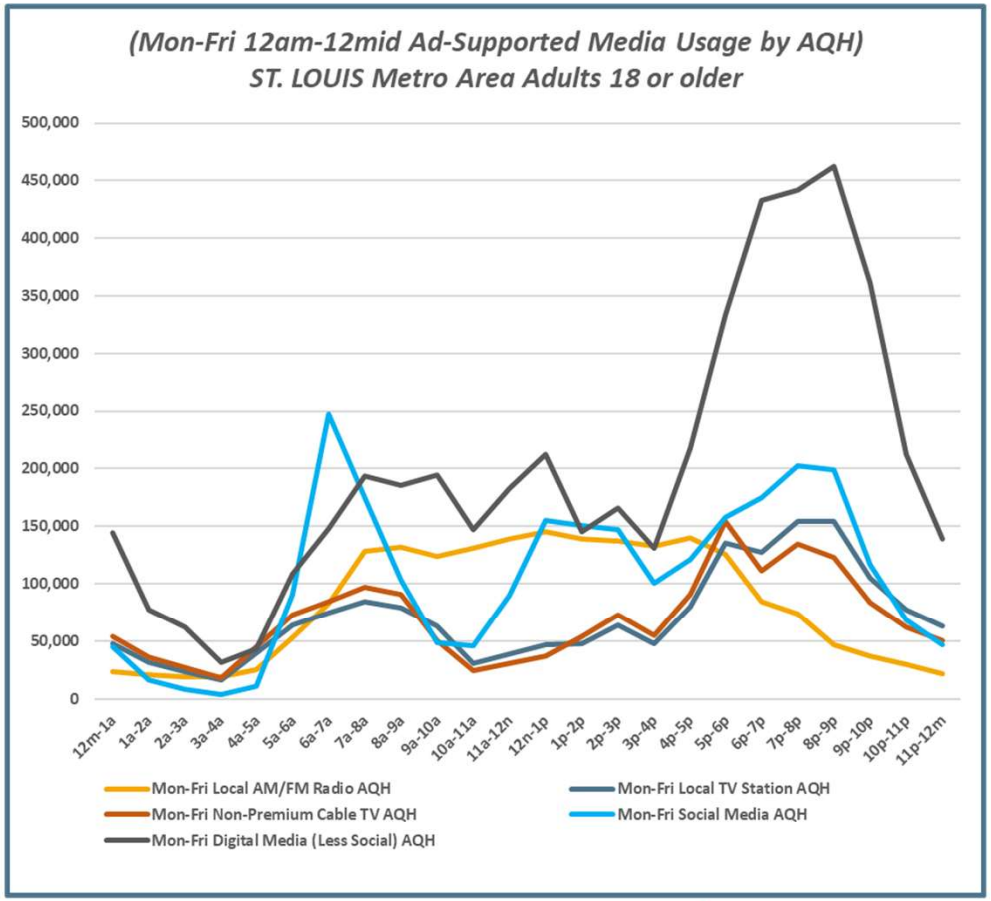
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Type of health insurance: Medicaid

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 23,230; Social Media: 15,625; Local Radio: 15,146; Non-Prem. Cable: 7,815; Local TV: 6,852 reaching Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage.





ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

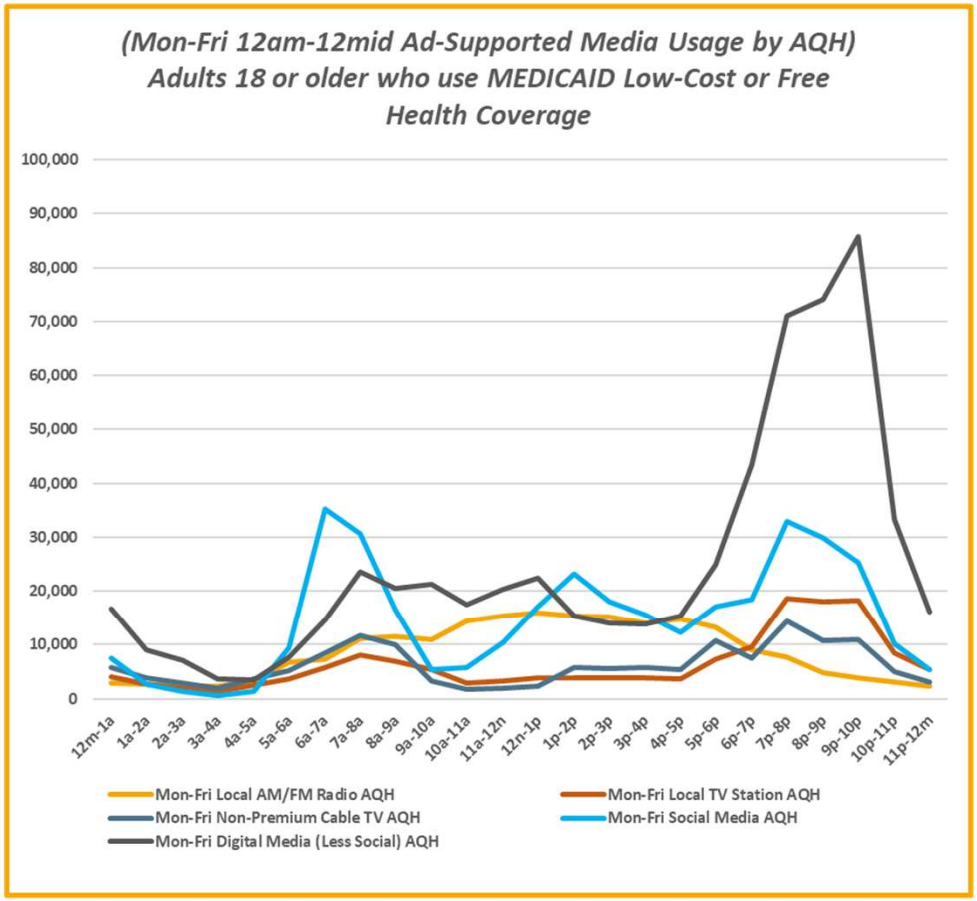
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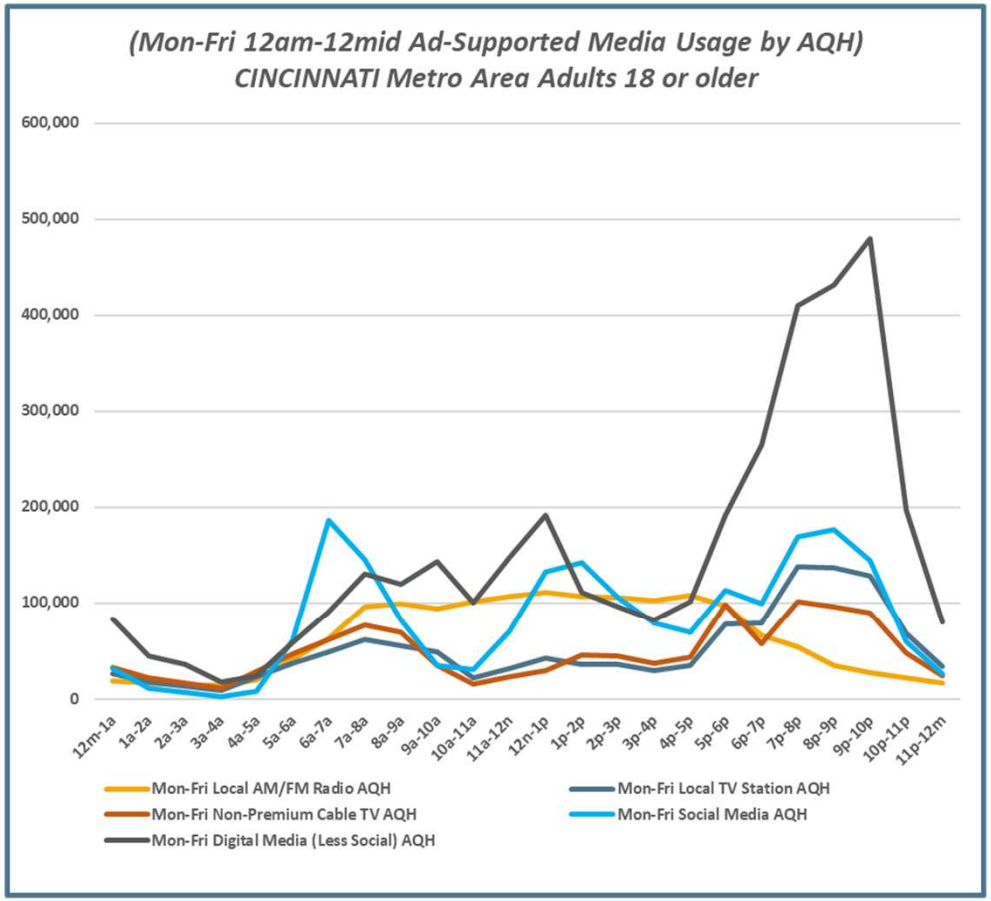
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Type of health insurance: Medicaid

Medicaid CIN

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 20,529; Social Media: 17,333; Local Radio: 12,902; Non-Prem. Cable: 6,143; Local TV: 5,274 reaching Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage.





CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

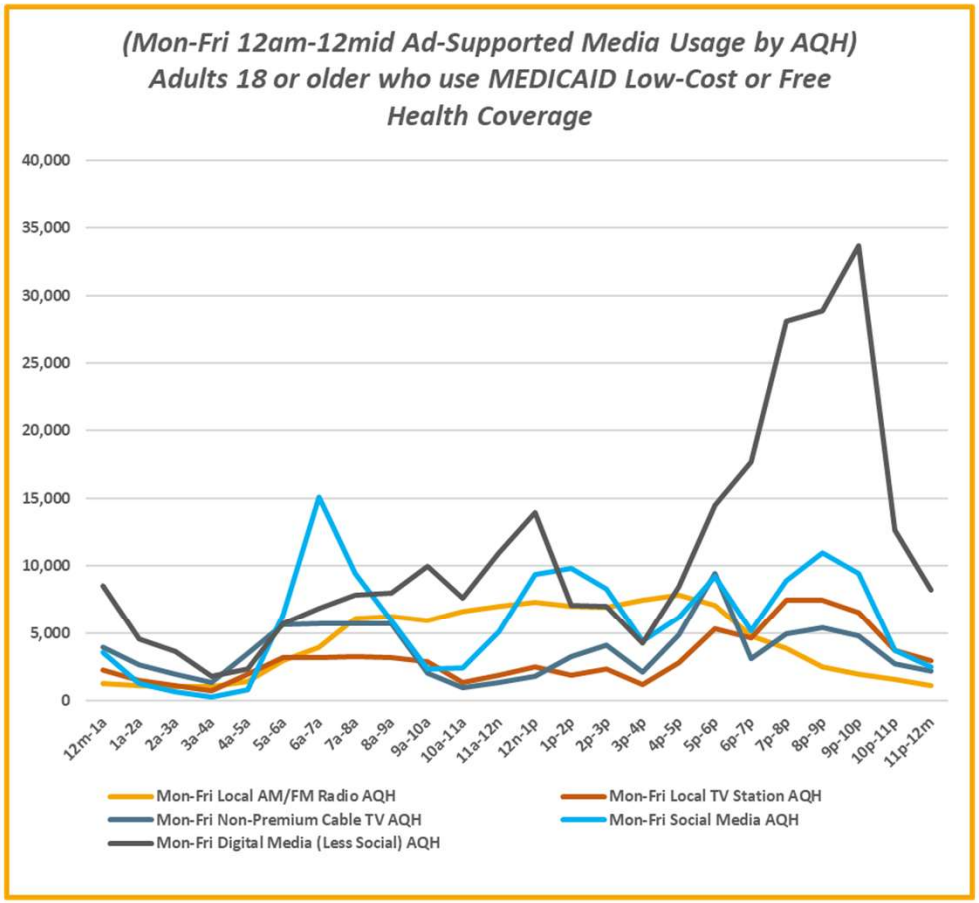
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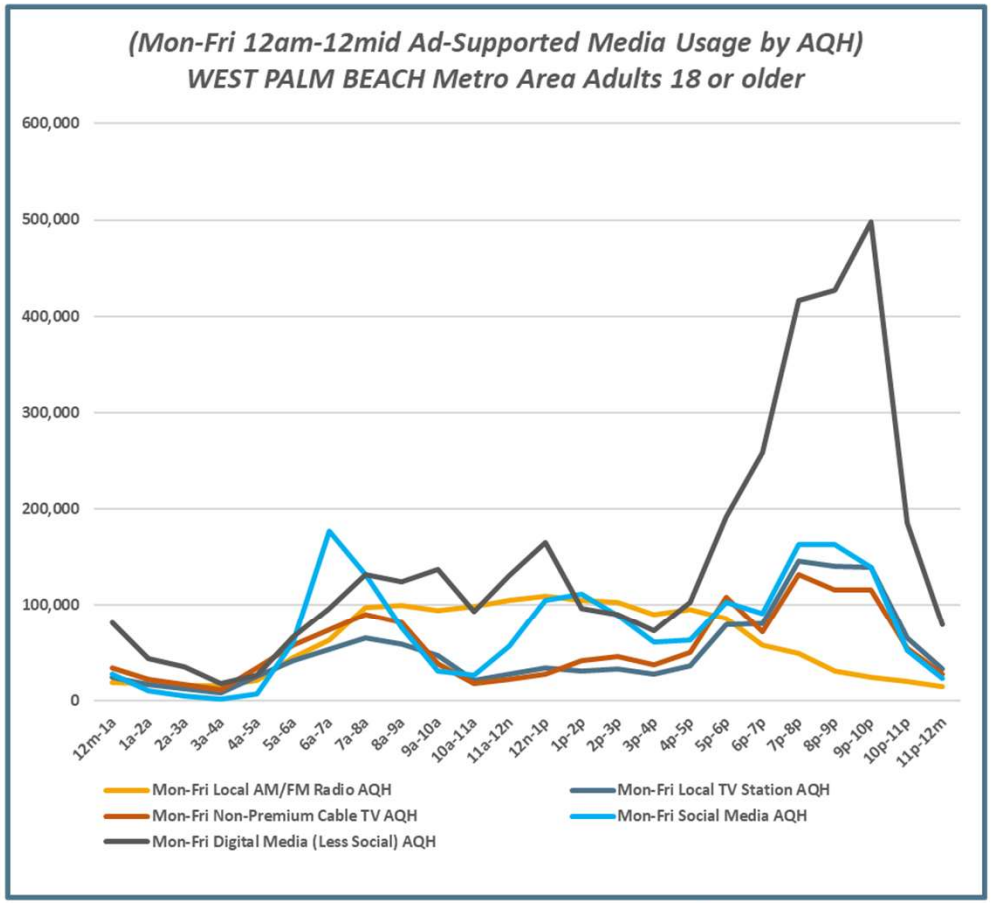
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Type of health insurance: Medicaid

Medicaid WPB

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,542; Social Media: 7,127; Local Radio: 6,474; Non-Prem. Cable: 3,856; Local TV: 2,783 reaching Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage.





WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

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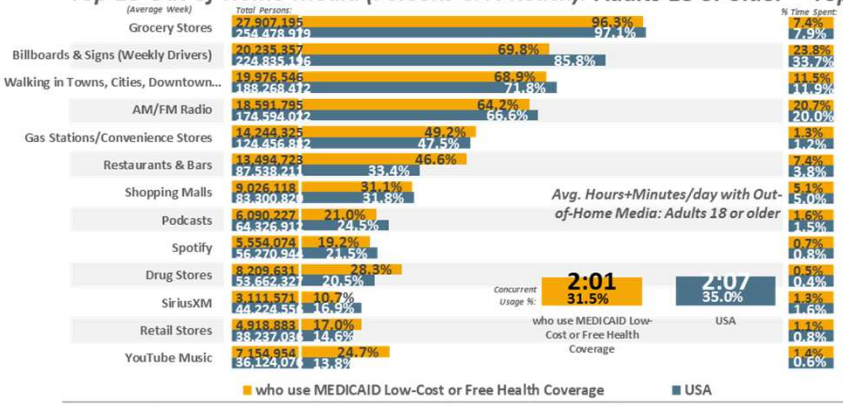
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Type of health insurance: Medicaid

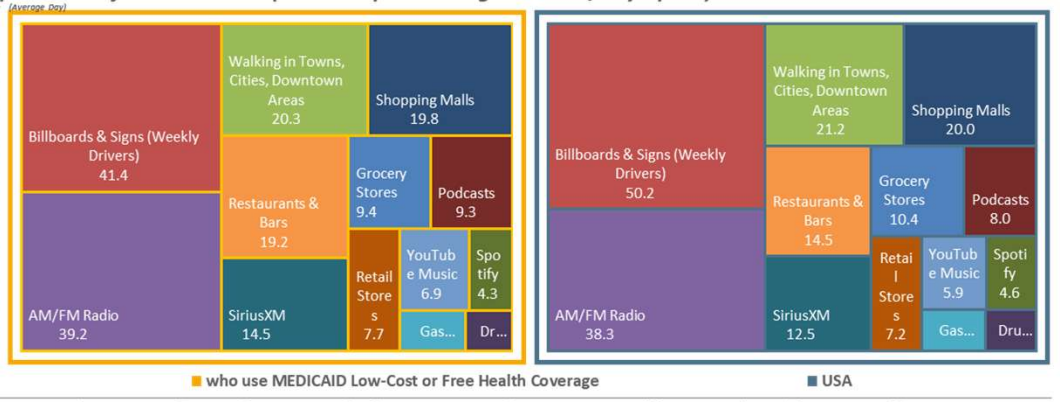
Medicaid USA

20,235,357 or 69.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 41.4 minutes per day driving, seeing Billboards and Signs. 62.9% Listen to Local Radio Stations Out-of-Home for an average of 37.4 minutes/day.

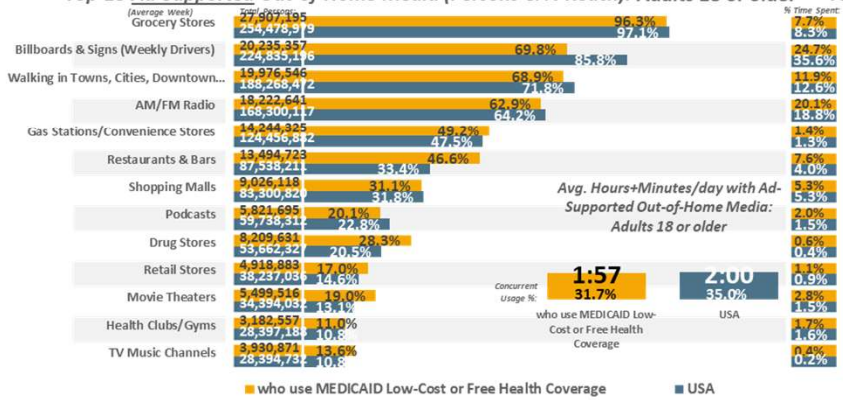
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



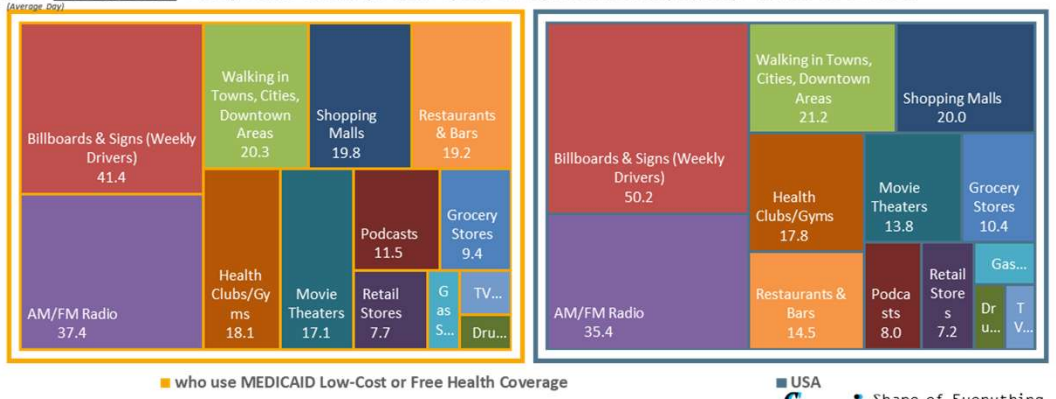
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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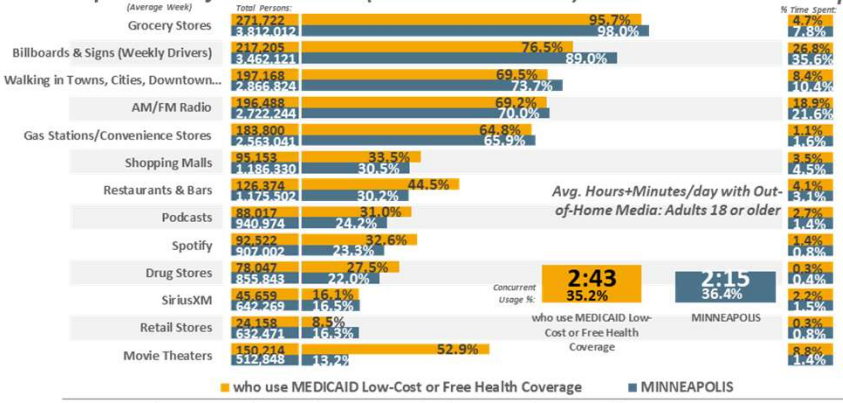
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

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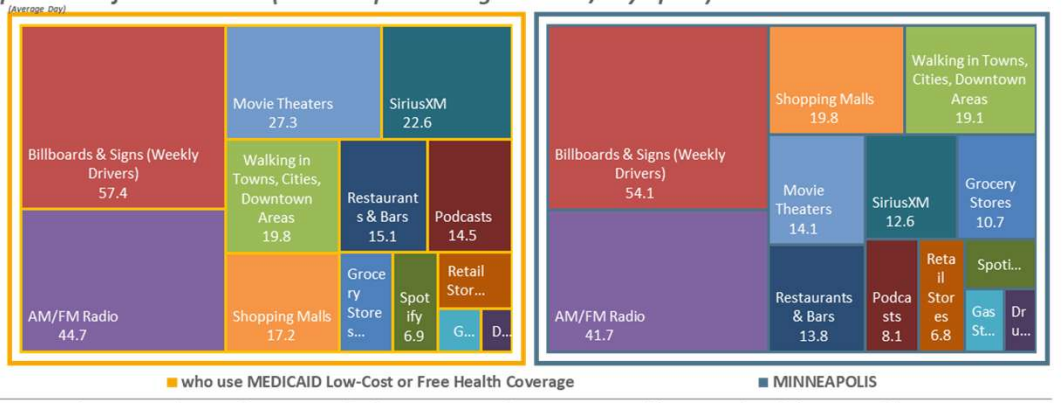
Type of health insurance: Medicaid

217,205 or 76.5% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 39.8 minutes/day.

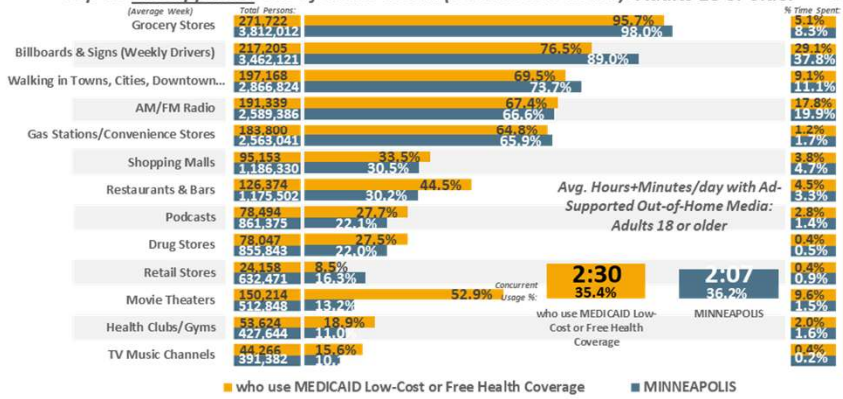
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



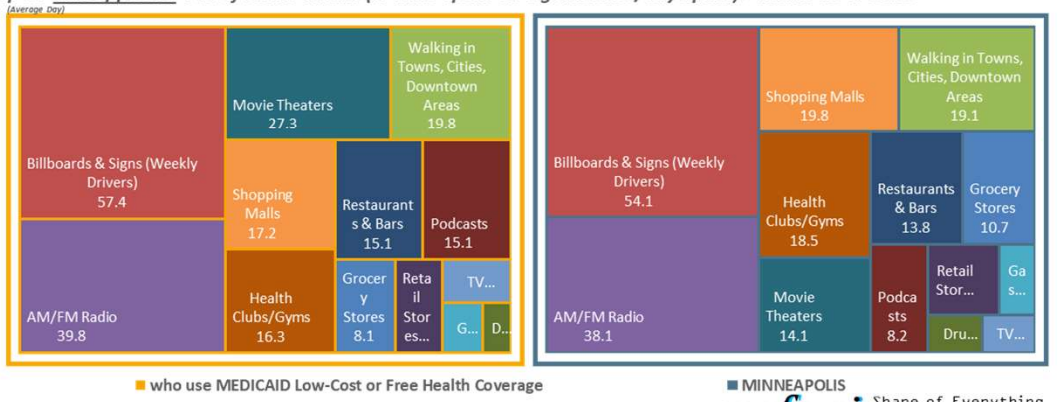
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

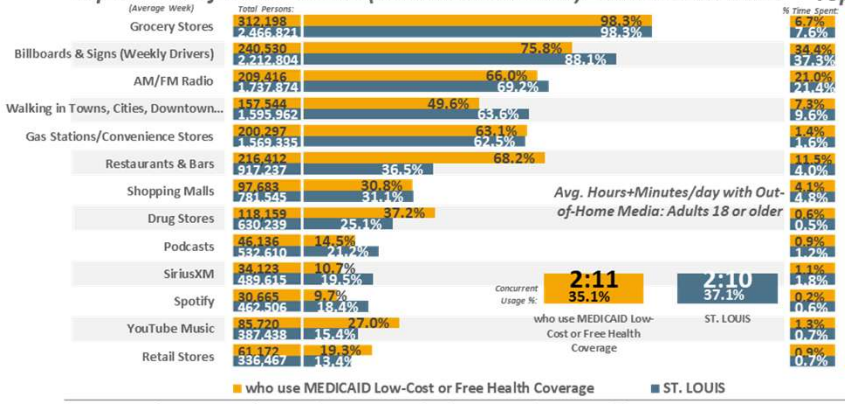
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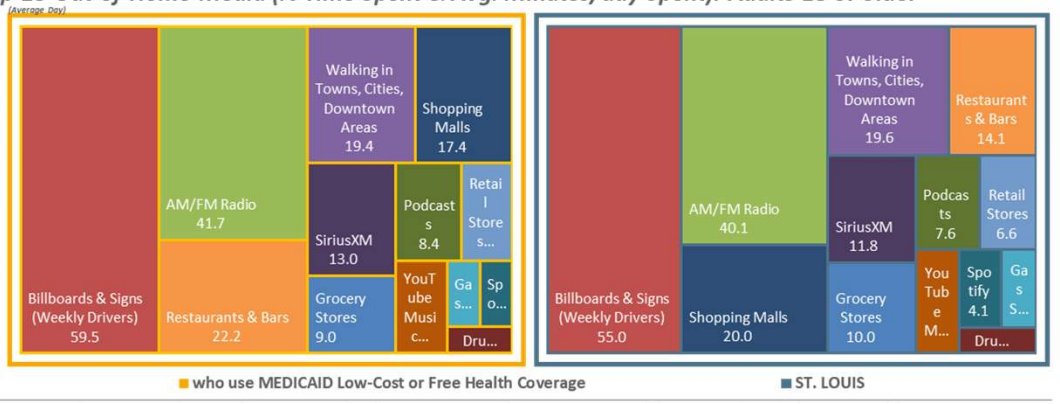
Type of health insurance: Medicaid

240,530 or 75.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 59.5 minutes per day driving, seeing Billboards and Signs. 64.8% Listen to Local Radio Stations Out-of-Home for an average of 40.2 minutes/day.

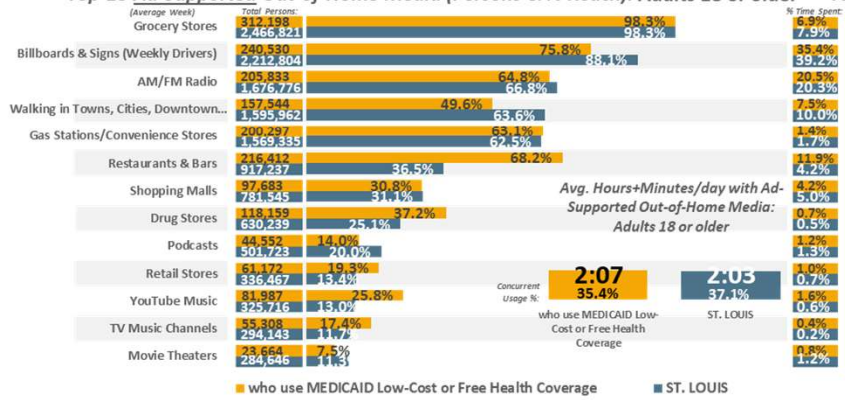
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



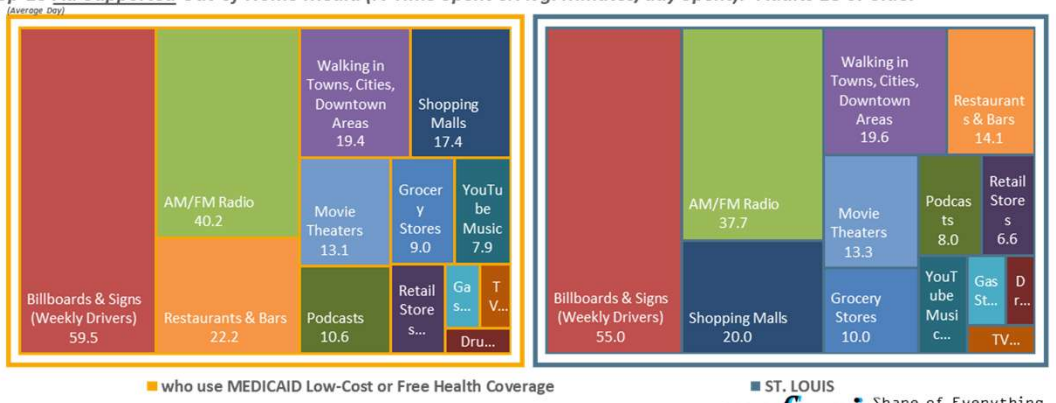
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

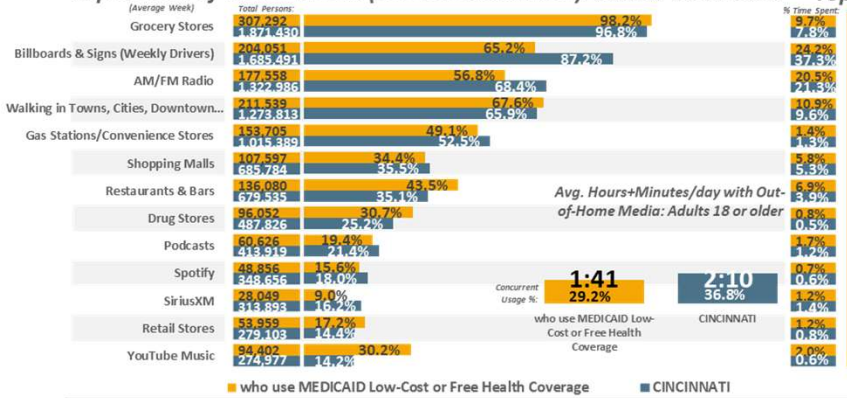
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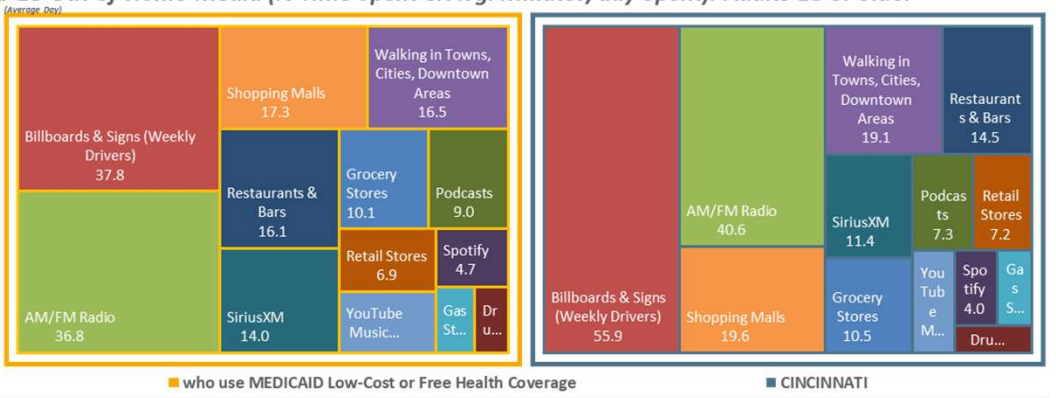
Type of health insurance: Medicaid

204,051 or 65.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 37.8 minutes per day driving, seeing Billboards and Signs. 56.% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minutes/day.

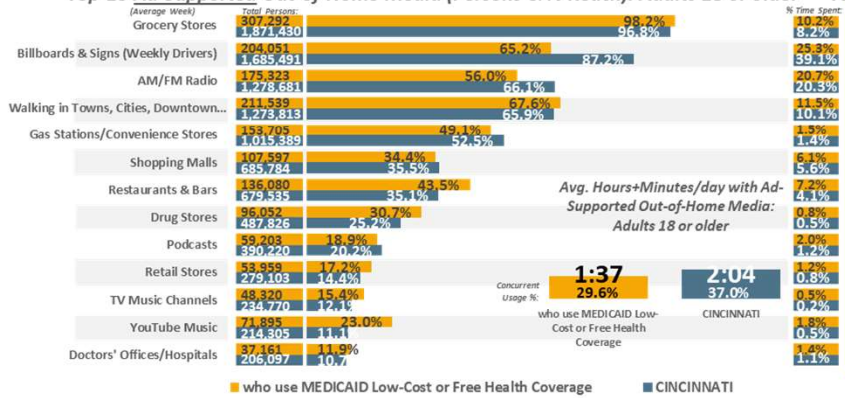
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



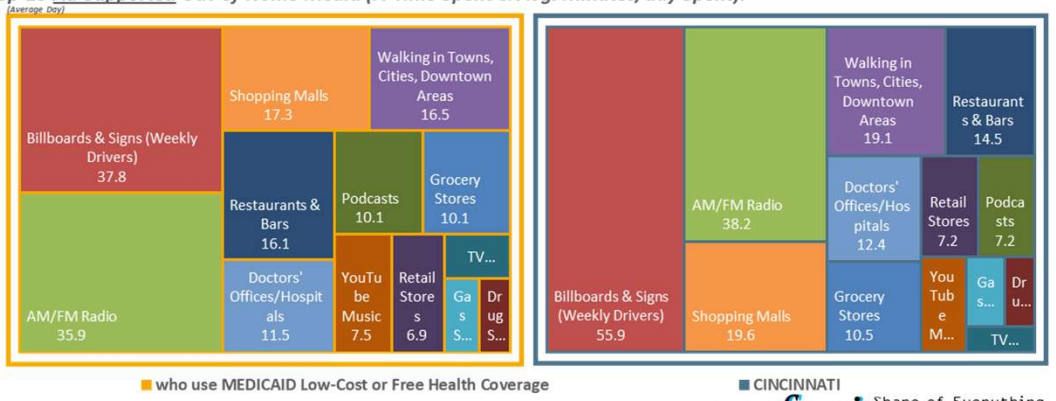
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

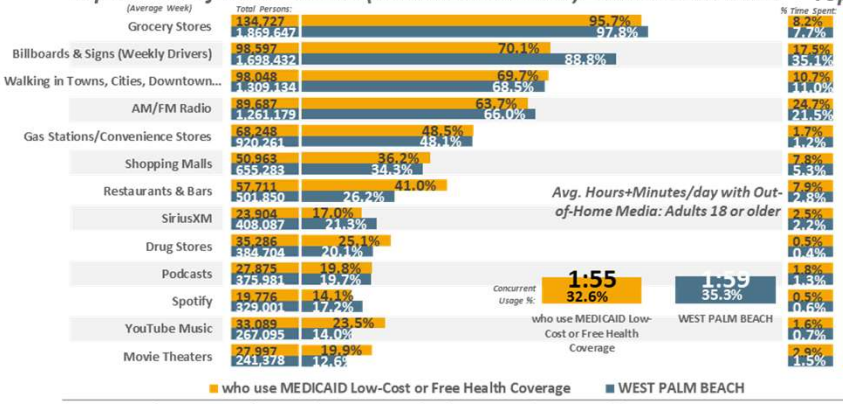
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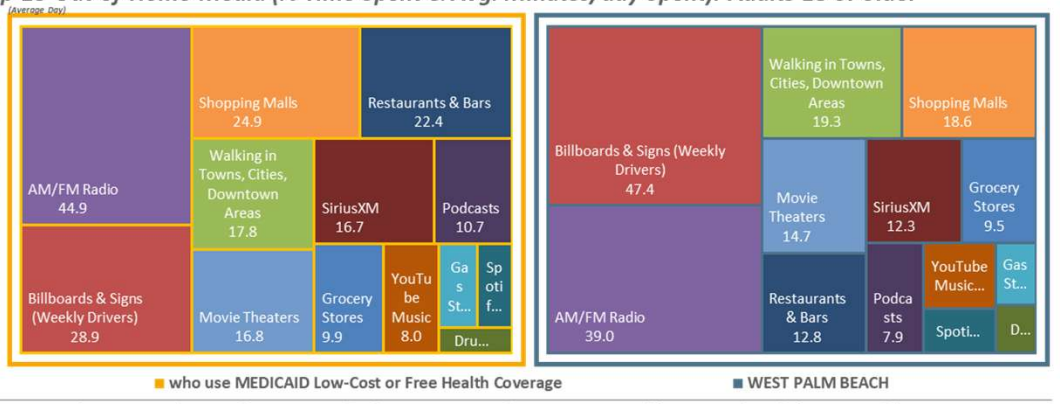
Type of health insurance: Medicaid

98,597 or 70.1% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 28.9 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 40. minutes/day.

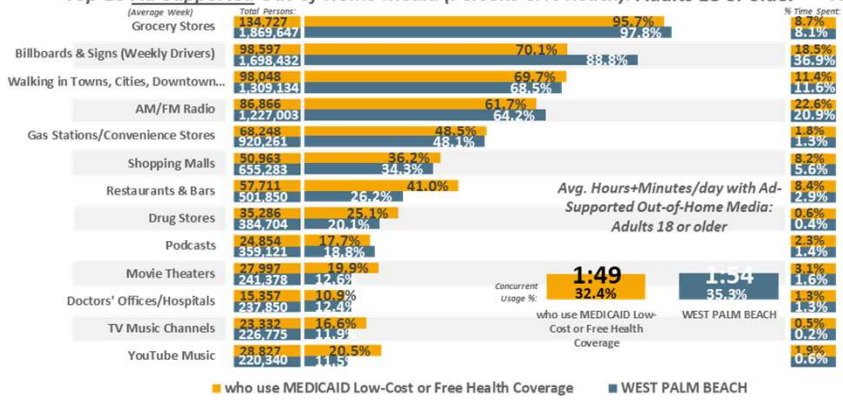
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



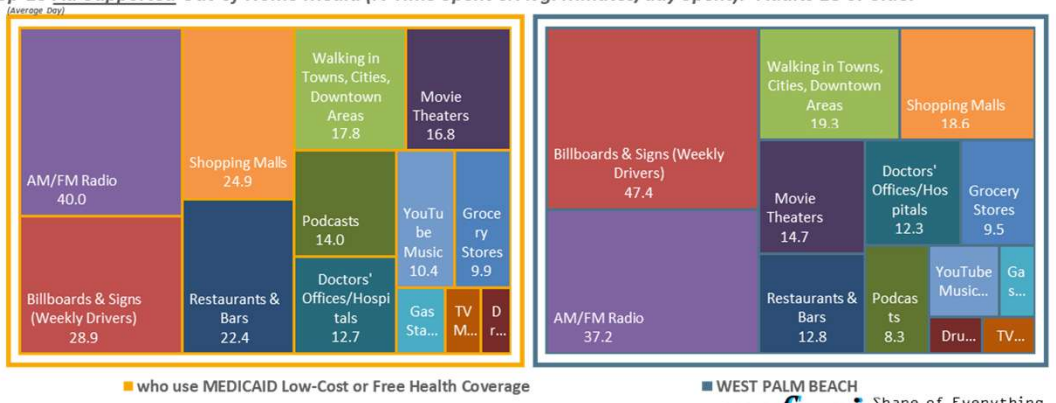
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



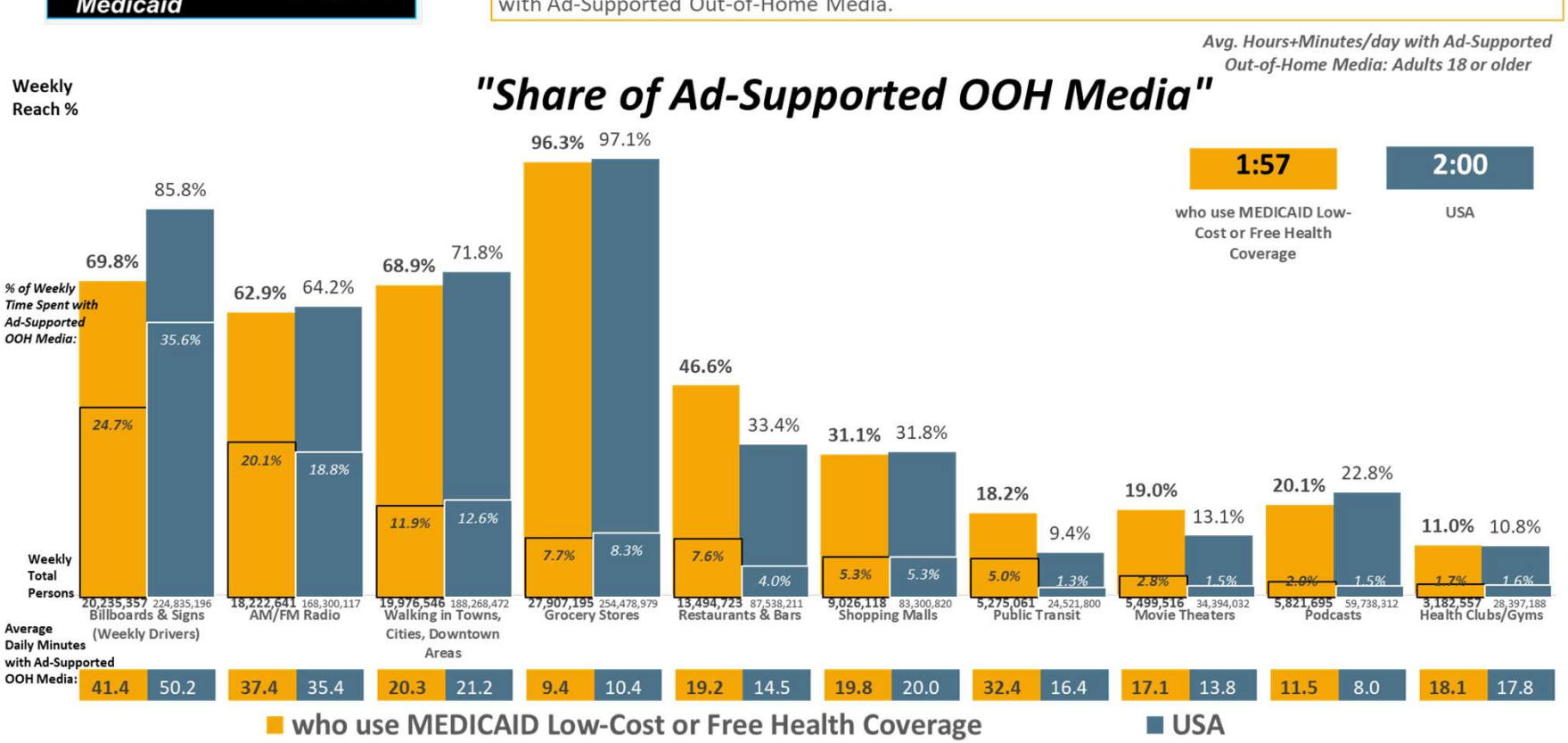
WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

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Type of health insurance: Medicaid

20,235,357 or 69.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 41.4 minutes per day driving, seeing Billboards and Signs representing 24.7% of all Time Spent with Ad-Supported Out-of-Home Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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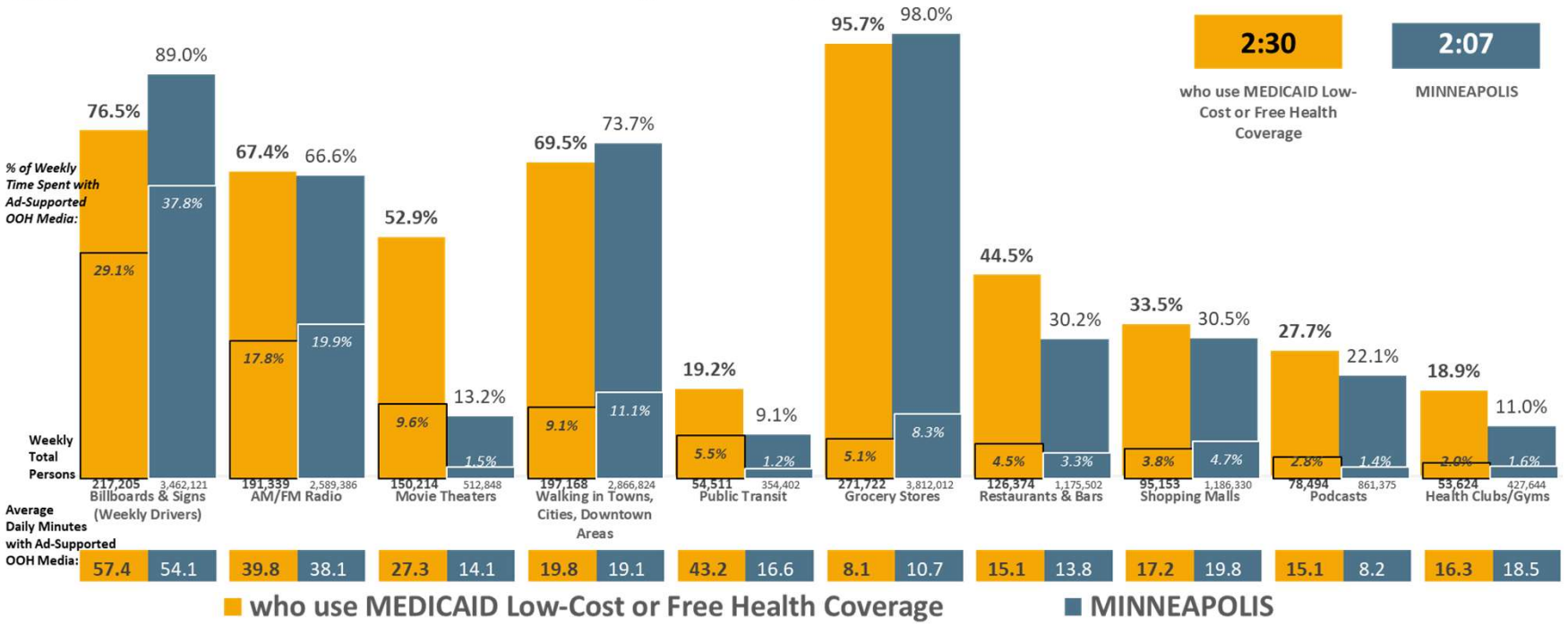
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Type of health insurance: Medicaid

217,205 or 76.5% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 57.4 minutes per day driving, seeing Billboards and Signs representing 29.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081

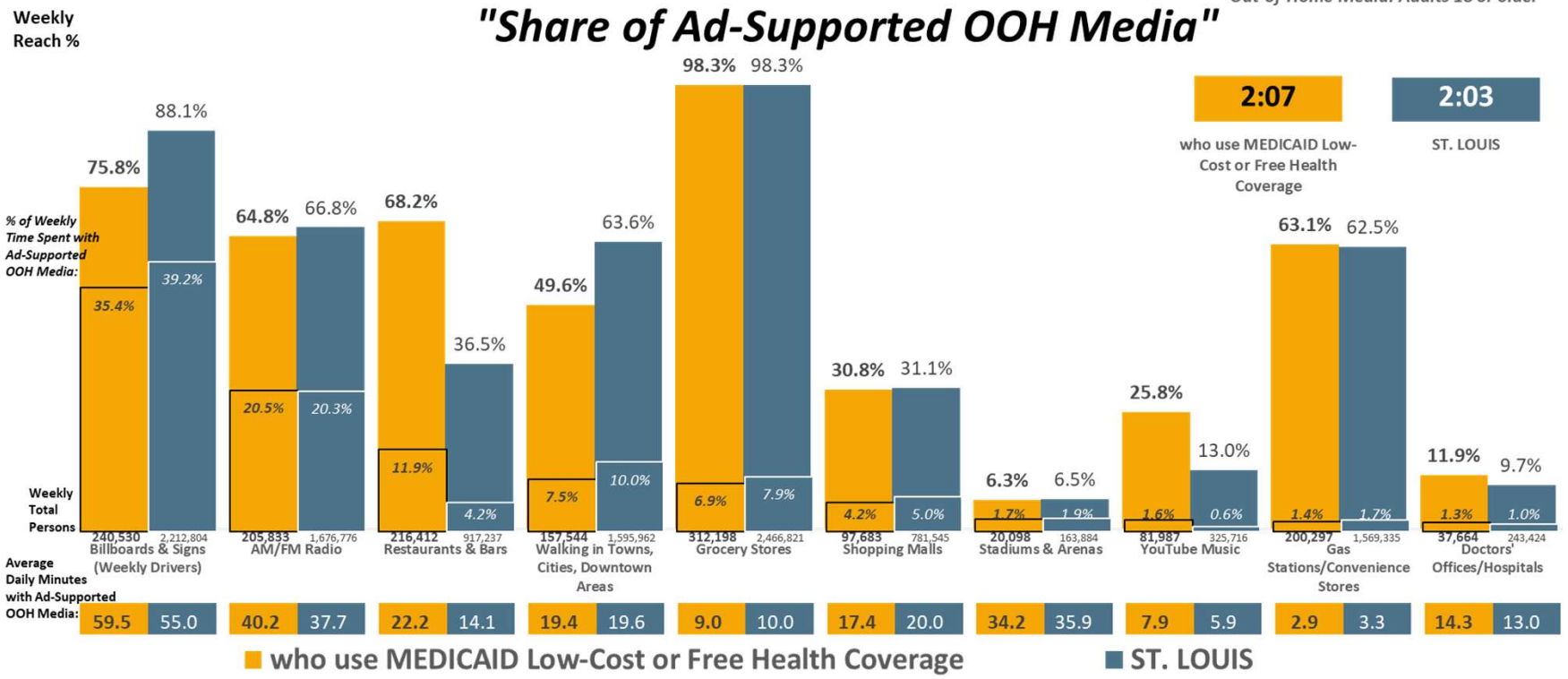
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Type of health insurance: Medicaid

240,530 or 75.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 59.5 minutes per day driving, seeing Billboards and Signs representing 35.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

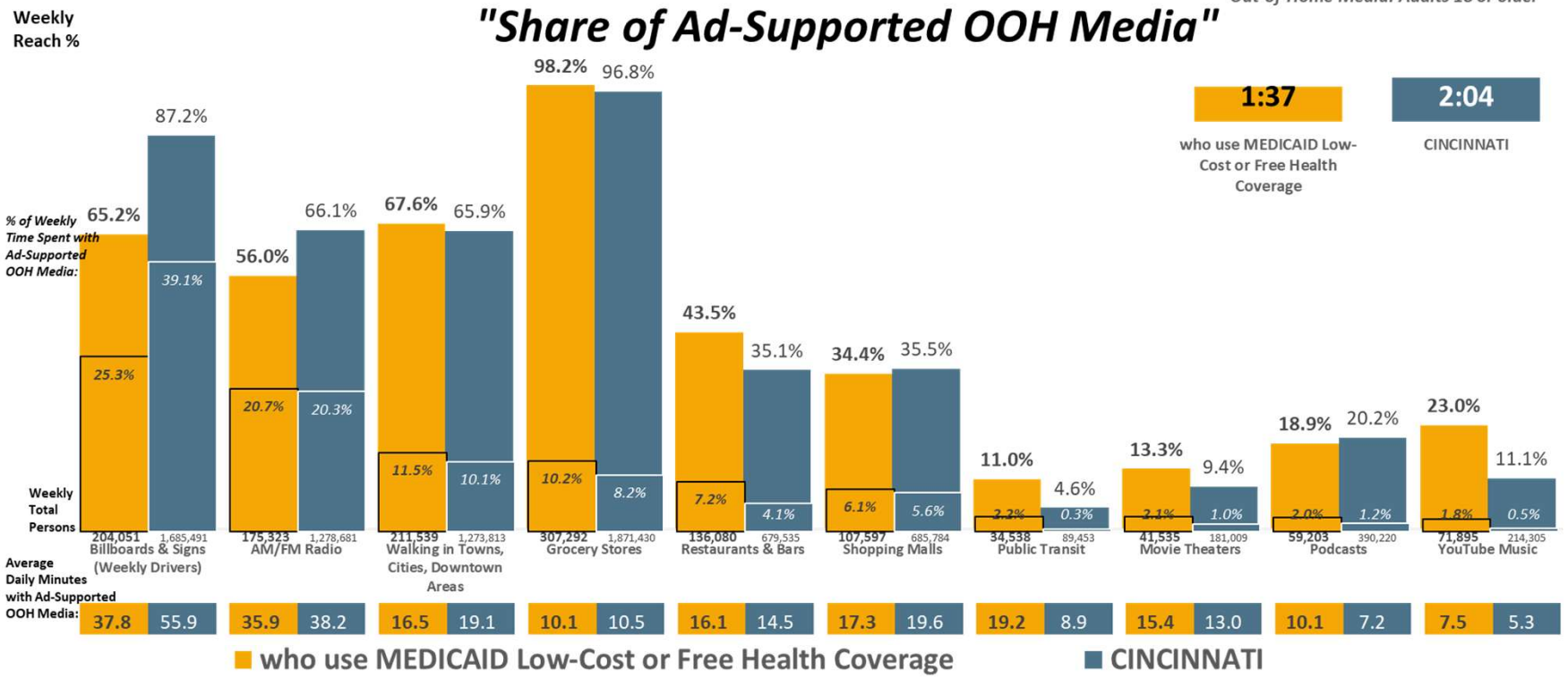
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Type of health insurance: Medicaid

204,051 or 65.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 37.8 minutes per day driving, seeing Billboards and Signs representing 25.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

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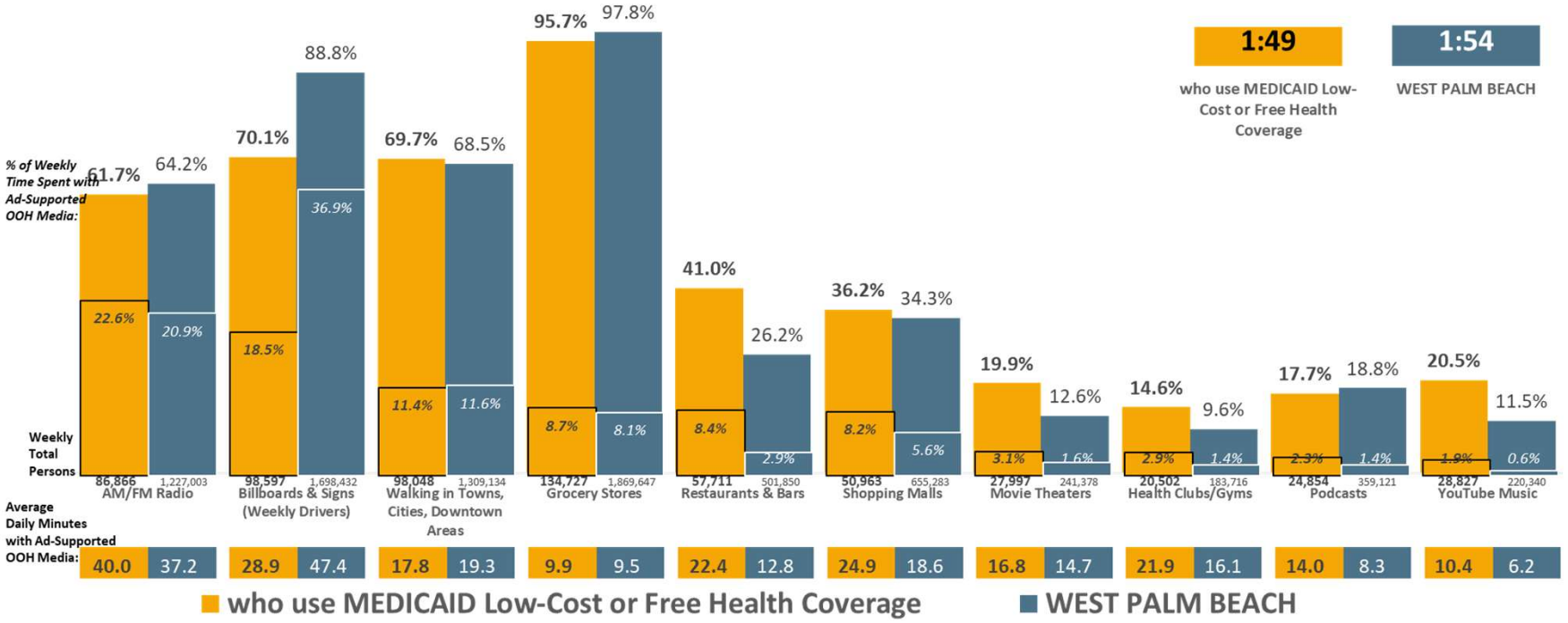
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Type of health insurance: Medicaid

98,597 or 70.1% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 28.9 minutes per day driving, seeing Billboards and Signs representing 18.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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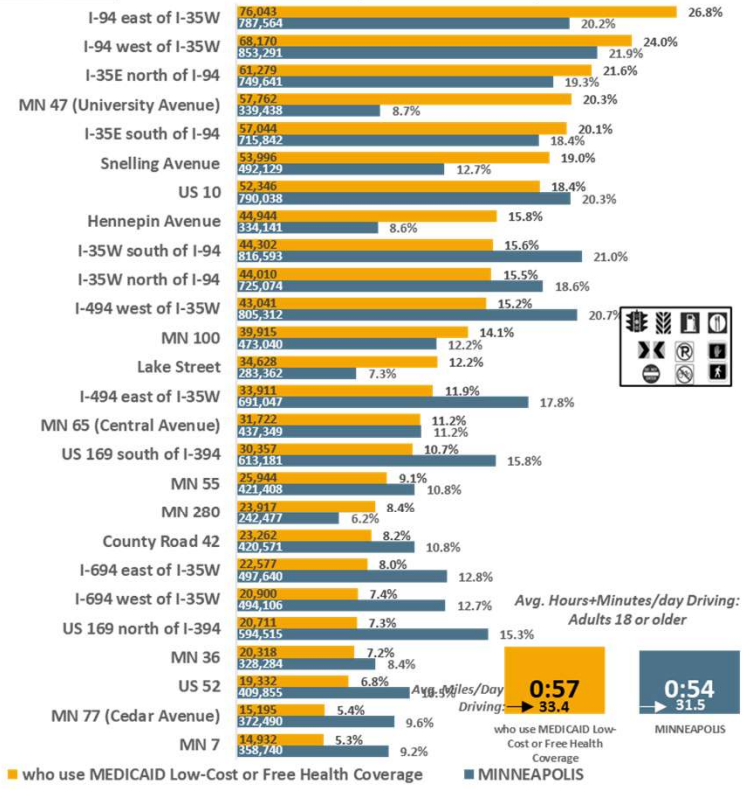
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Type of health insurance: Medicaid

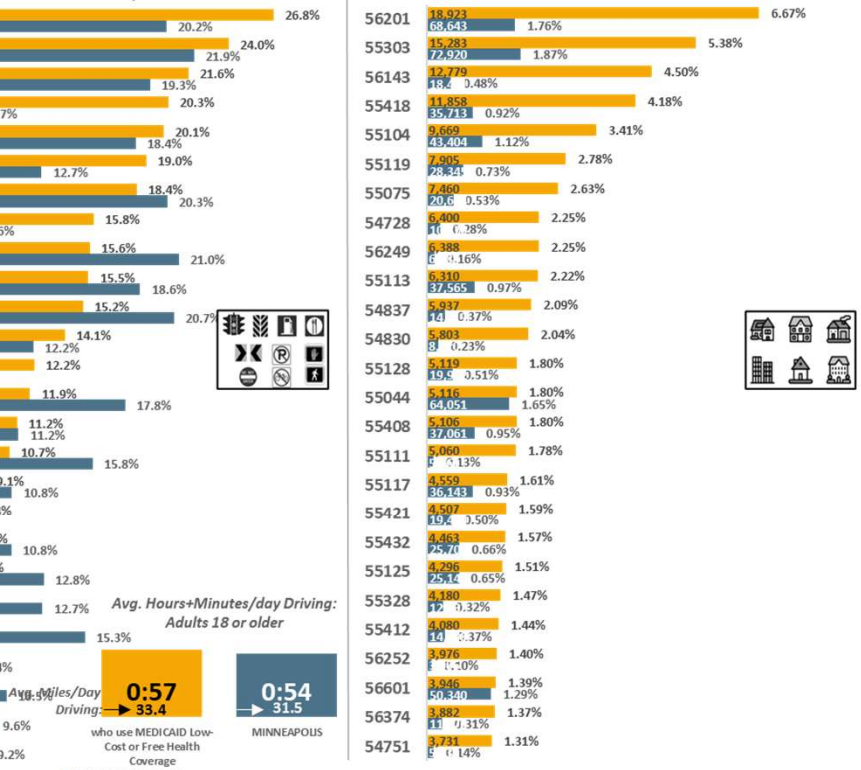


217,205 or 76.5% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 57.4 minutes per day driving an average of 33.4 miles each day and are 133.2% more likely to use MN 47 (University Avenue) than the Metro average.

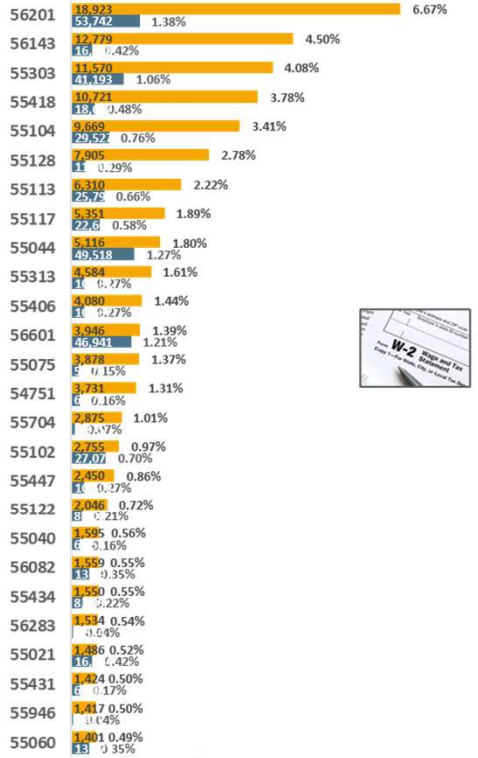
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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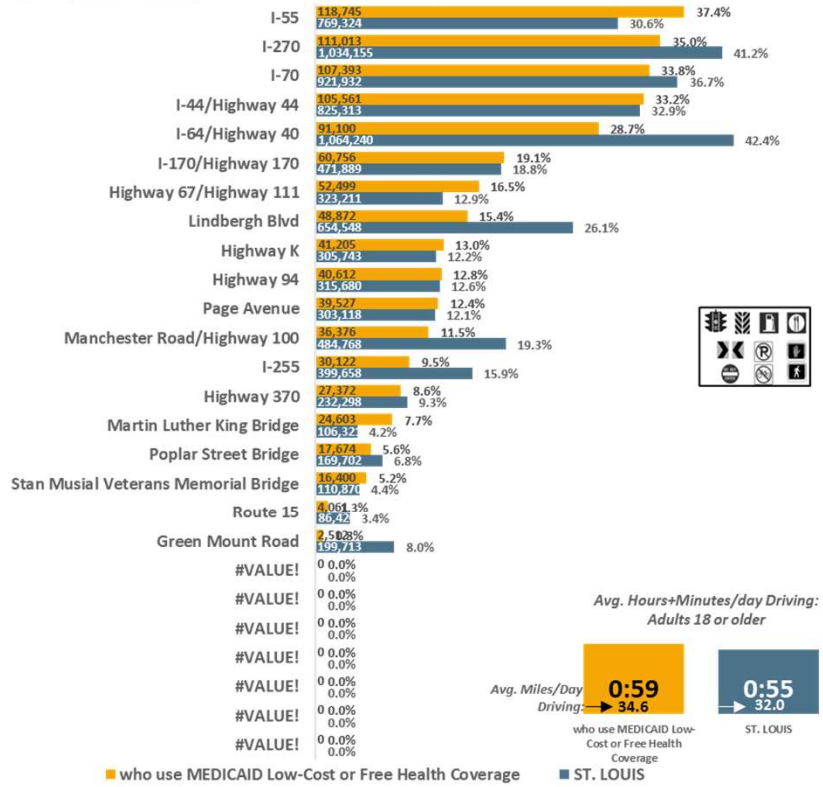
MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

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Type of health insurance: Medicaid

240,530 or 75.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 59.5 minutes per day driving an average of 34.6 miles each day and are 83.% more likely to use Martin Luther King Bridge than the Metro average.

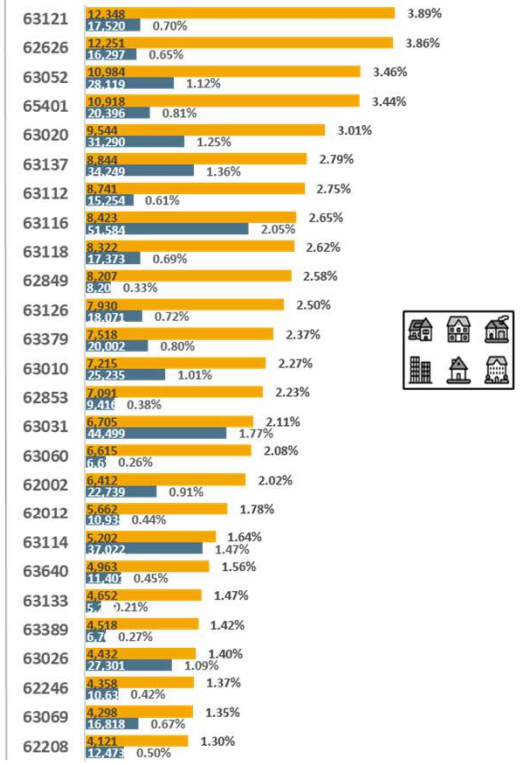
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



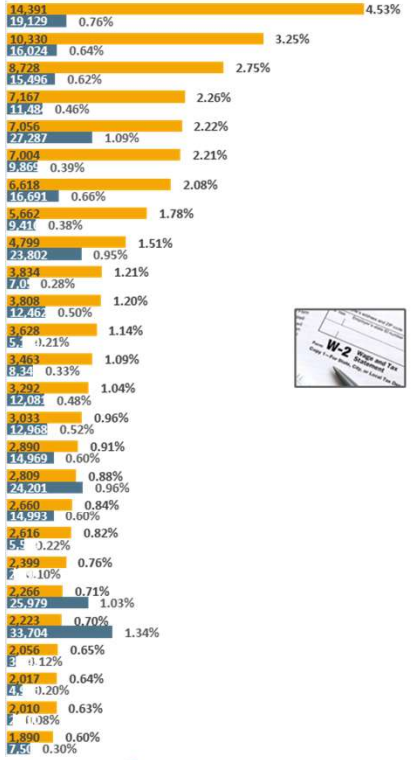
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 34.6

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

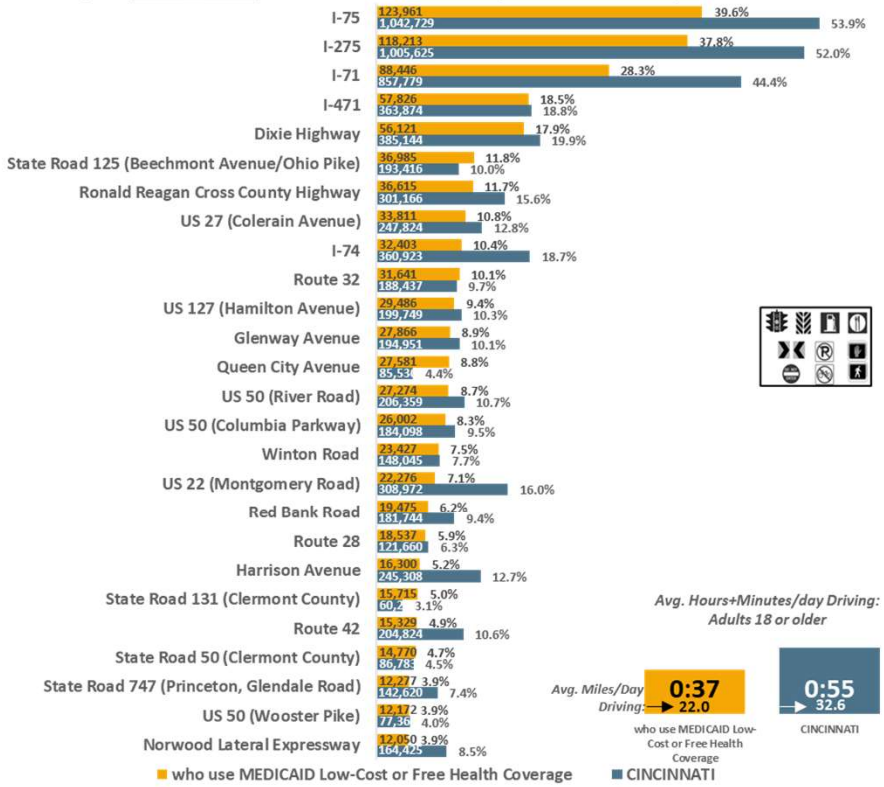
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Type of health insurance: Medicaid



204,051 or 65.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 37.8 minutes per day driving an average of 22. miles each day and are 99.3% more likely to use Queen City Avenue than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

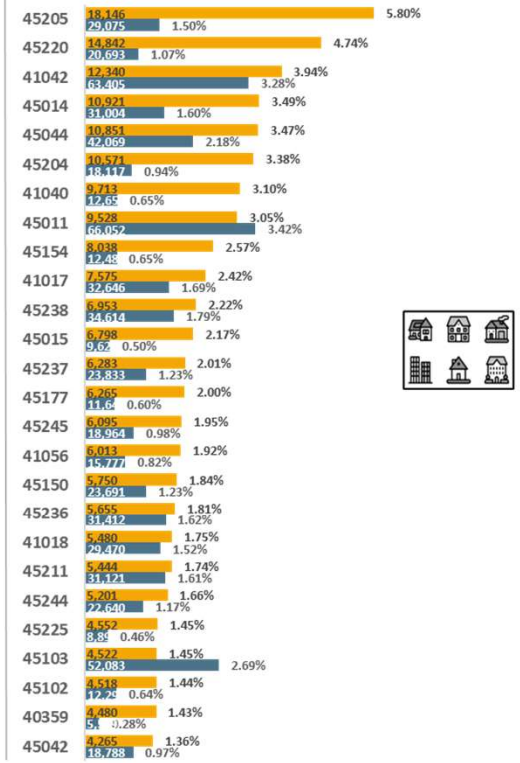


Avg. Hours+Minutes/day Driving: Adults 18 or older

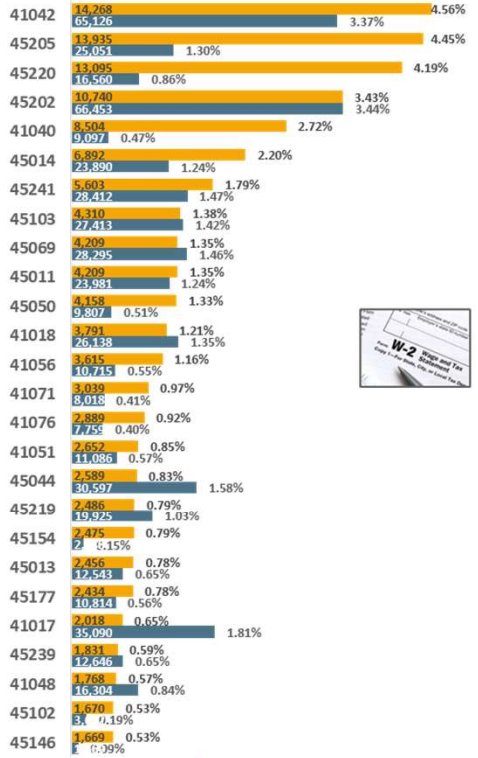
Avg. Miles/Day Driving: 0:37 → 22.0 who use MEDICAID Low-Cost or Free Health Coverage

0:55 → 32.6 CINCINNATI

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

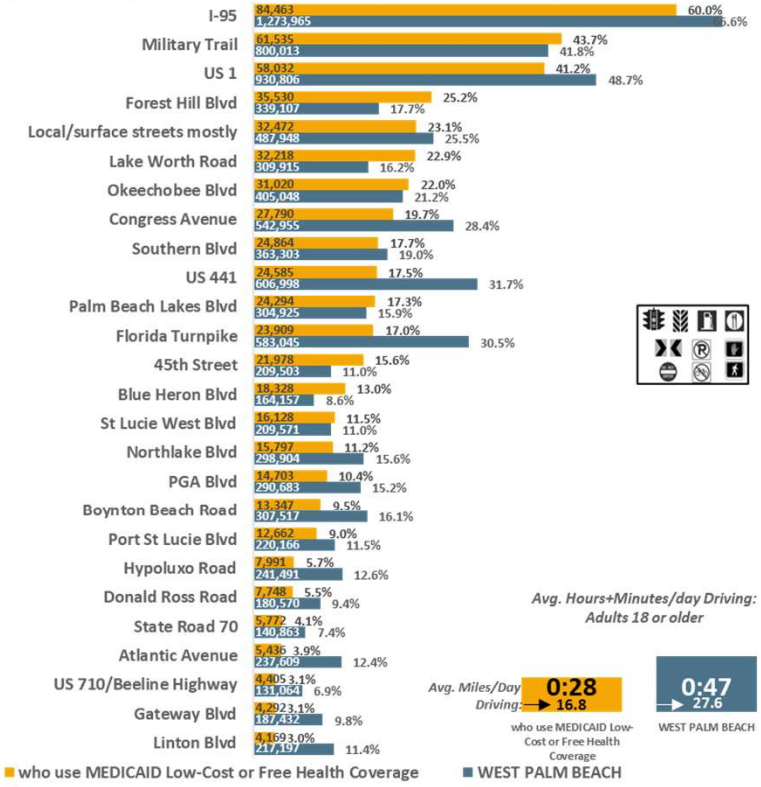
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Type of health insurance: Medicaid

Medicaid WPB

98,597 or 70.1% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 28.9 minutes per day driving an average of 16.8 miles each day and are 51.7% more likely to use Blue Heron Blvd than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

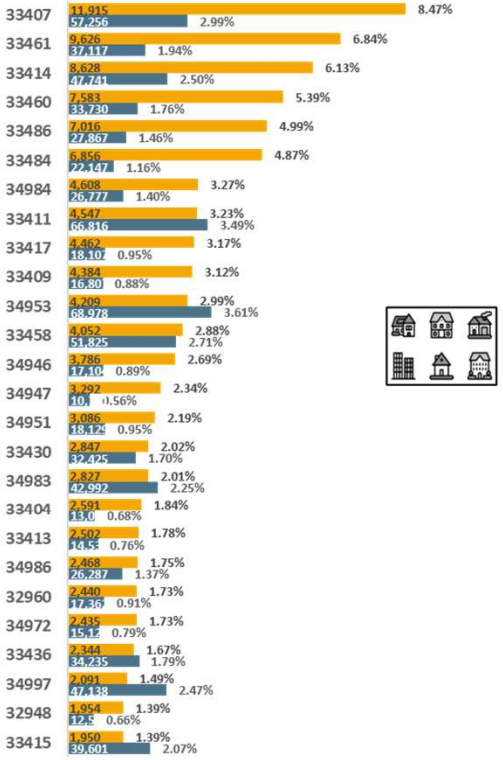


Avg. Hours+Minutes/day Driving: Adults 18 or older

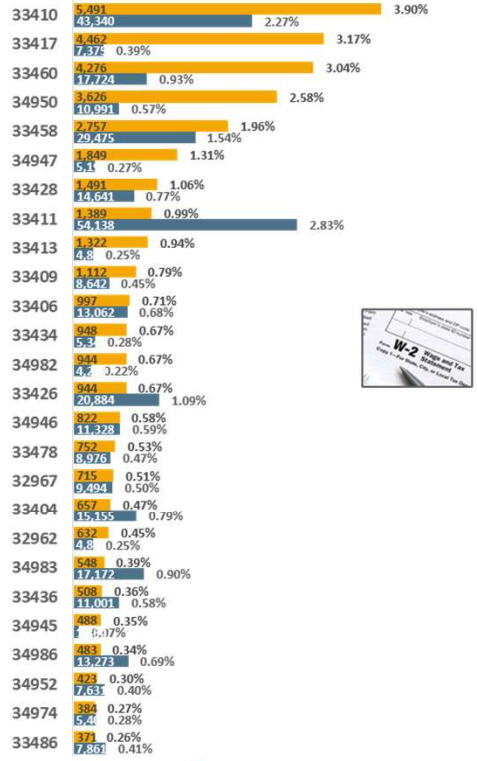
Avg. Miles/Day Driving: 16.8 — who use MEDICAID Low-Cost or Free Health Coverage: 0:28

WEST PALM BEACH: 0:47 — 27.6

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



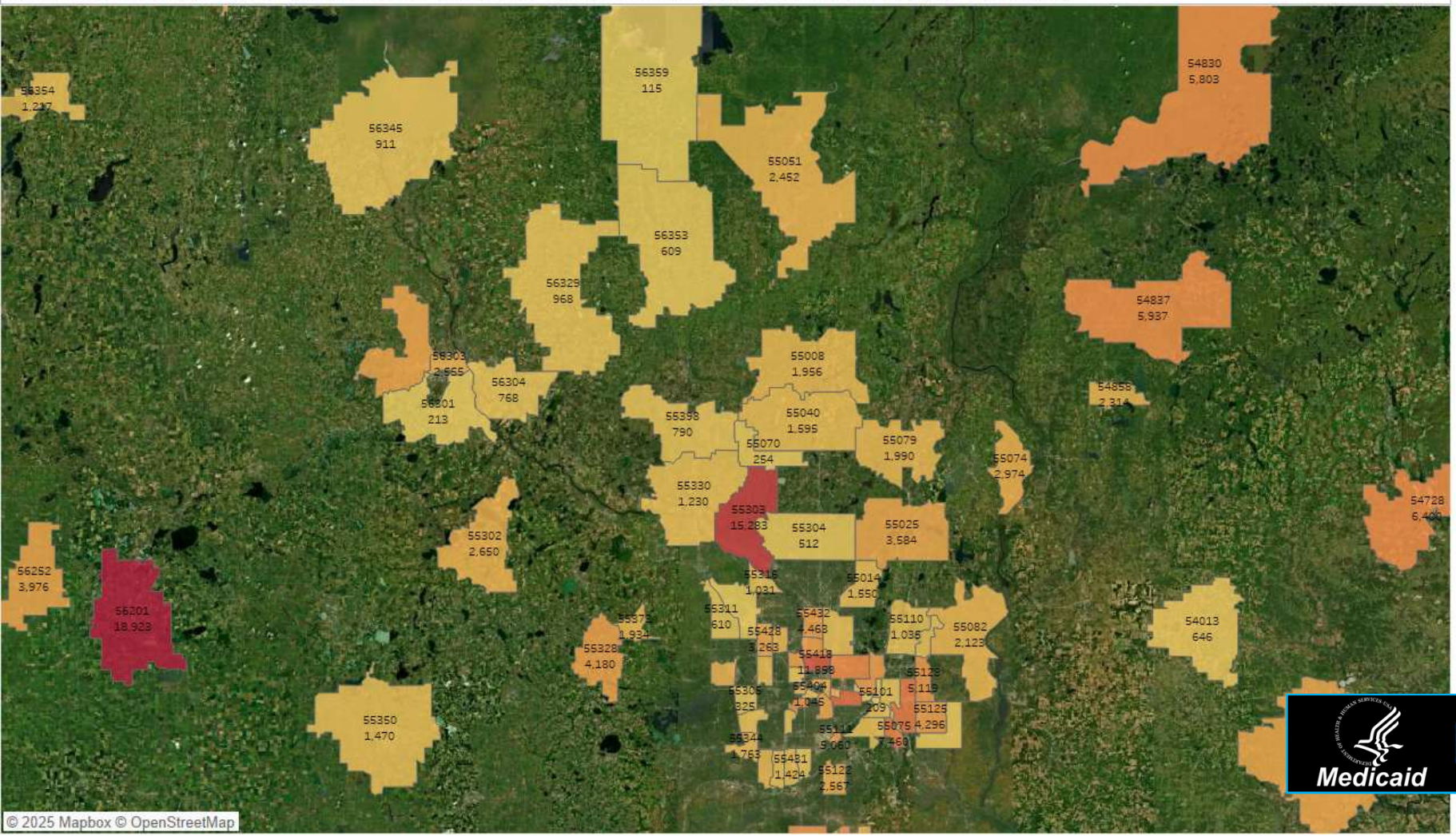
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WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

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Type of health insurance: Medicaid

Top Residential Zip Codes: (Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage)



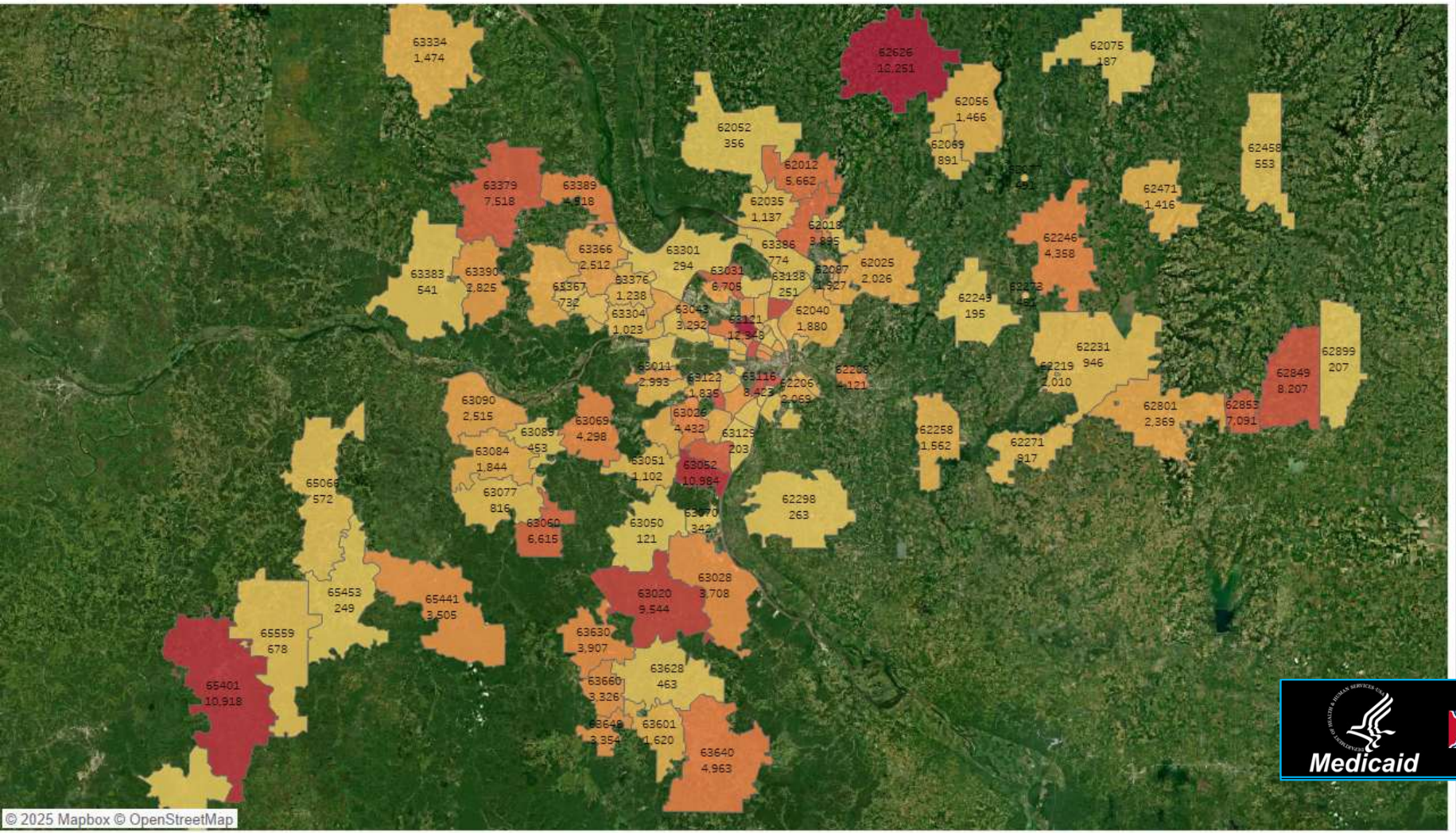
Medicaid MSP

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Type of health insurance: Medicaid

Top Residential Zip Codes: (Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage)

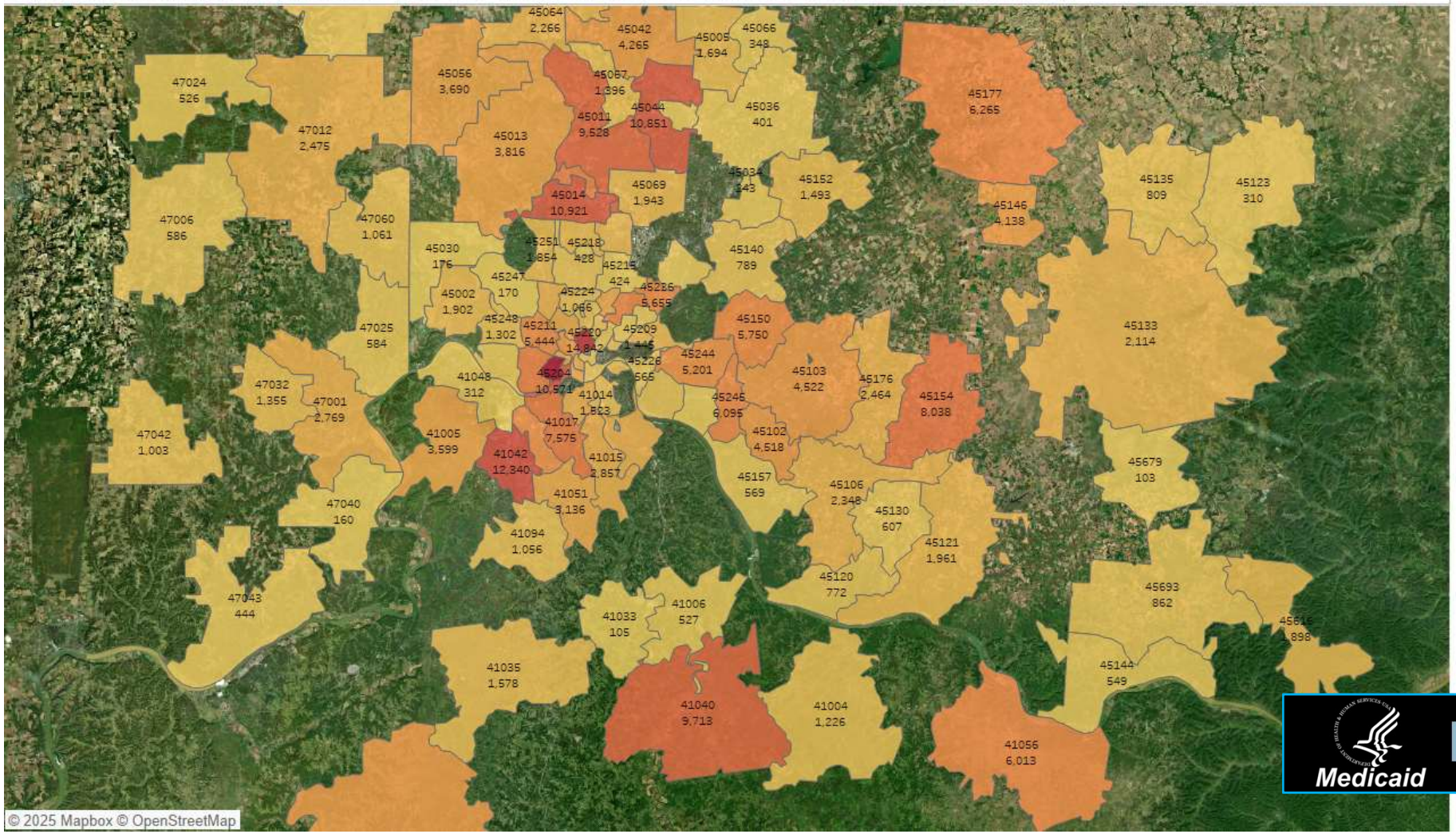


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Type of health insurance: Medicaid

Top Residential Zip Codes: (Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage)



SUM(Adults 18 or older ...

103 18,146

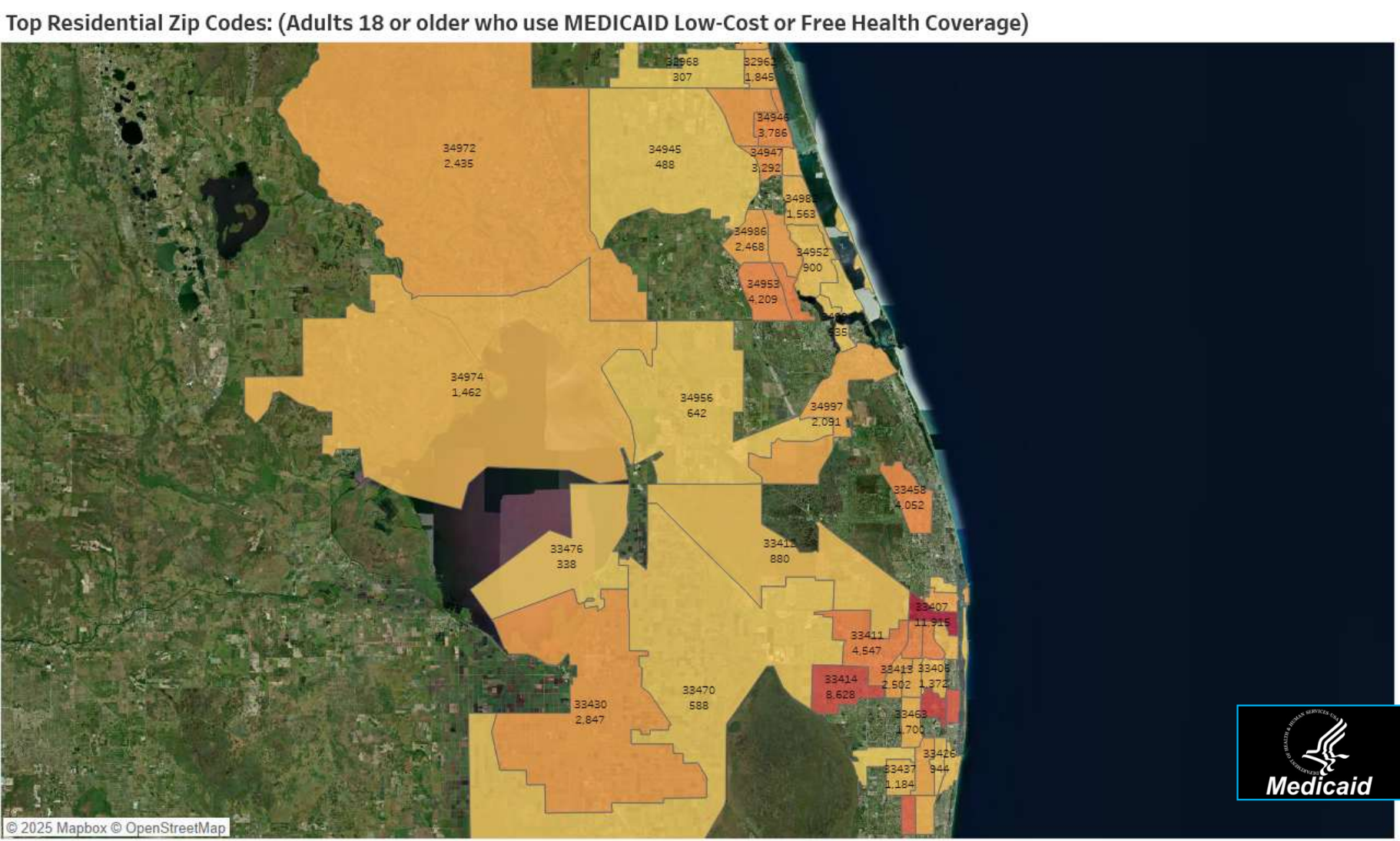
Medicaid WPB

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Type of health insurance: Medicaid

Top Residential Zip Codes: (Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage)



SUM(Adults 18 or older ...
66 11,915

Medicaid CHI

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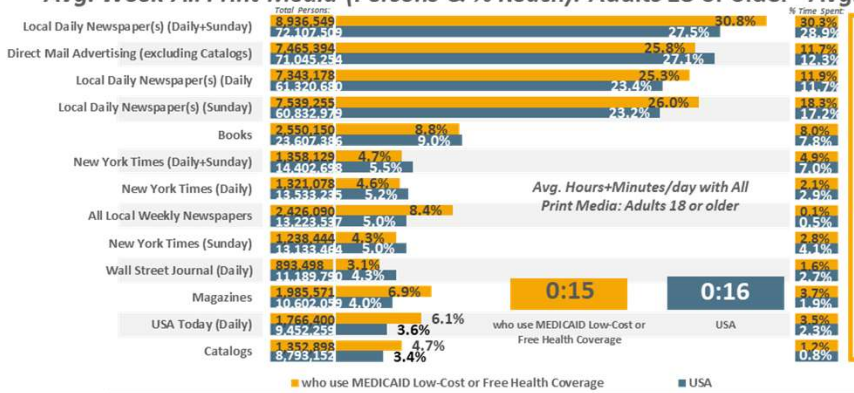
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Type of health insurance: Medicaid

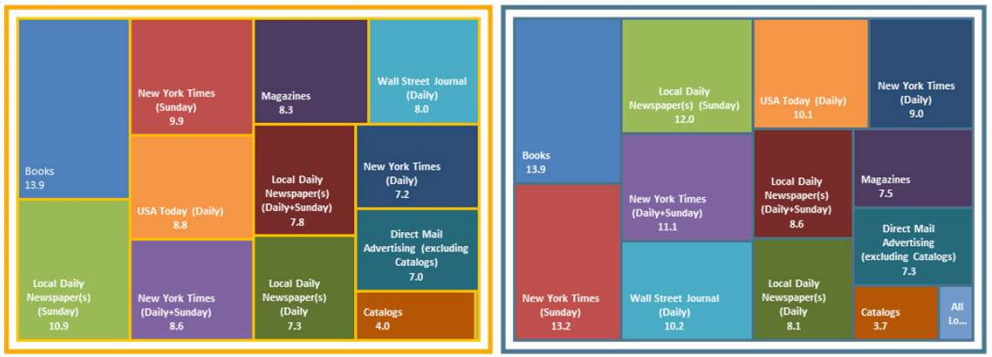


8,936,549 or 30.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

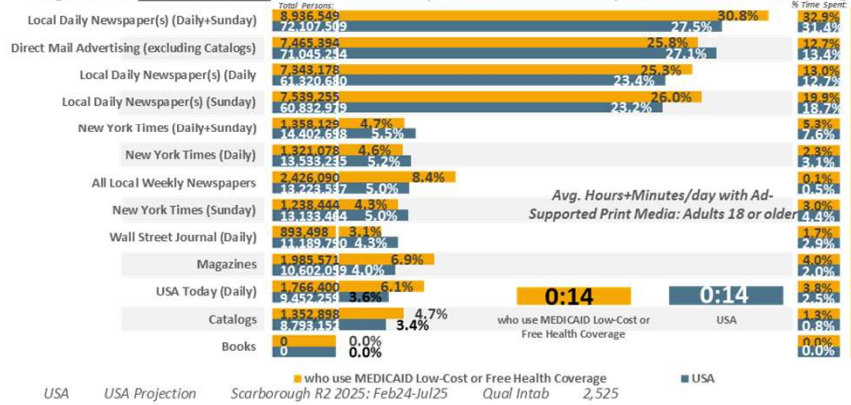
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



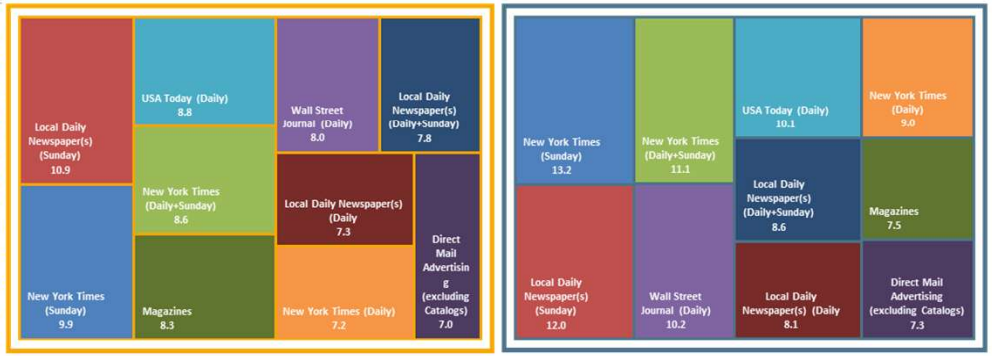
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

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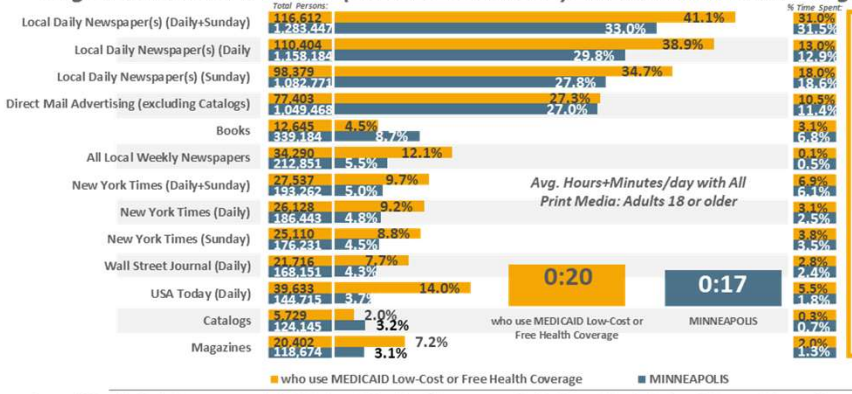
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

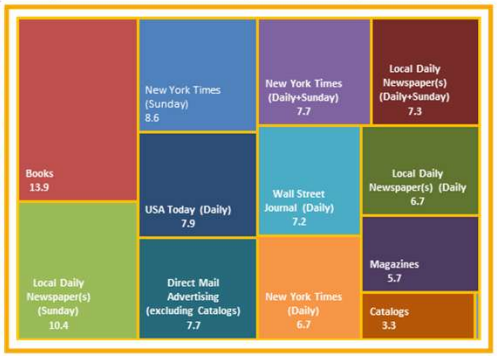
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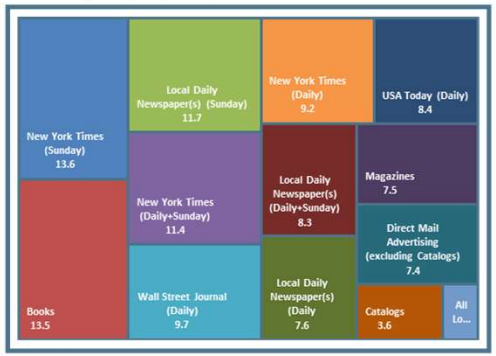
Type of health insurance: Medicaid

116,612 or 41.1% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.3 minutes every day representing 32.% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



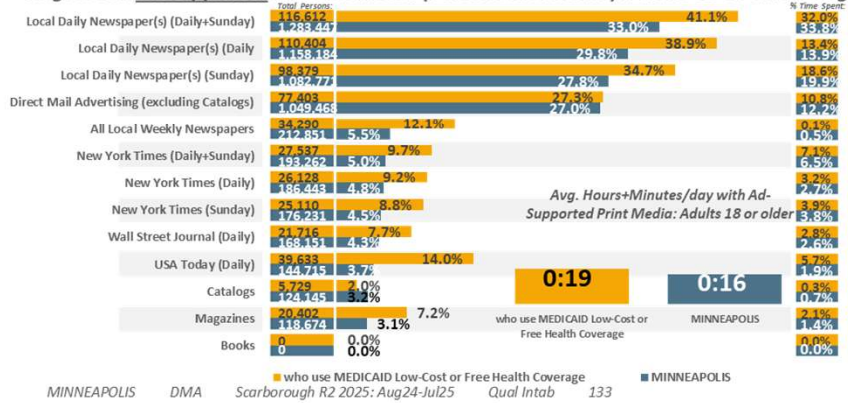


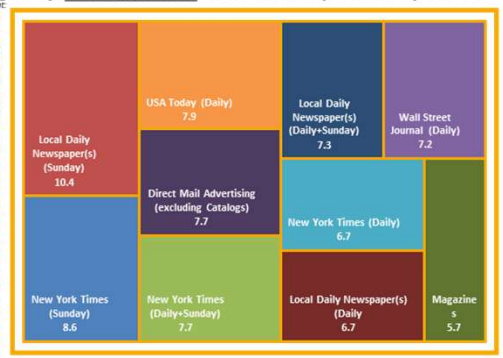


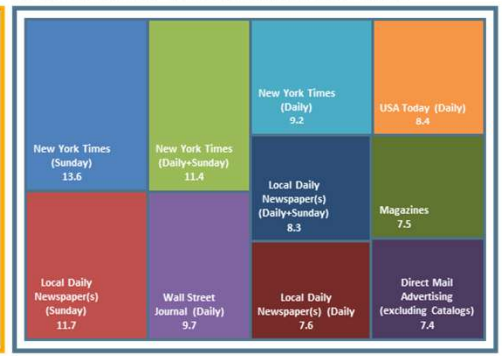
who use MEDICAID Low-Cost or Free Health Coverage ■ MINNEAPOLIS

who use MEDICAID Low-Cost or Free Health Coverage ■ MINNEAPOLIS

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older *Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older







who use MEDICAID Low-Cost or Free Health Coverage ■ MINNEAPOLIS

MINNEAPOLIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 133

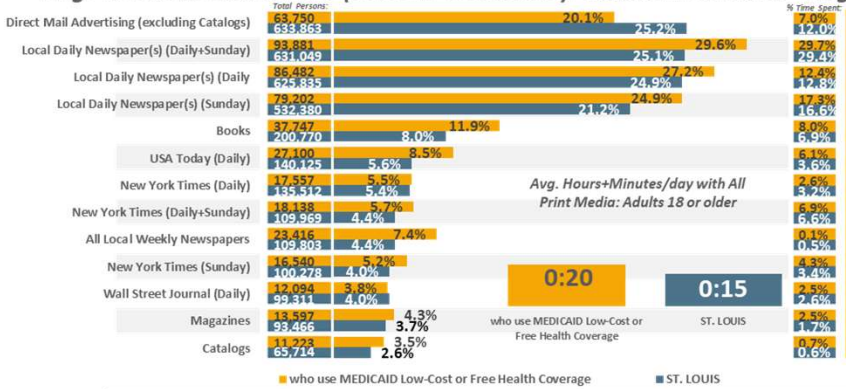
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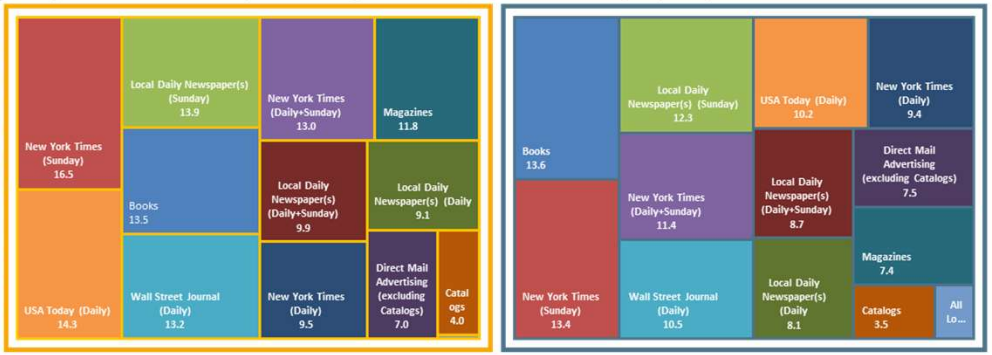
Type of health insurance: Medicaid

93,881 or 29.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

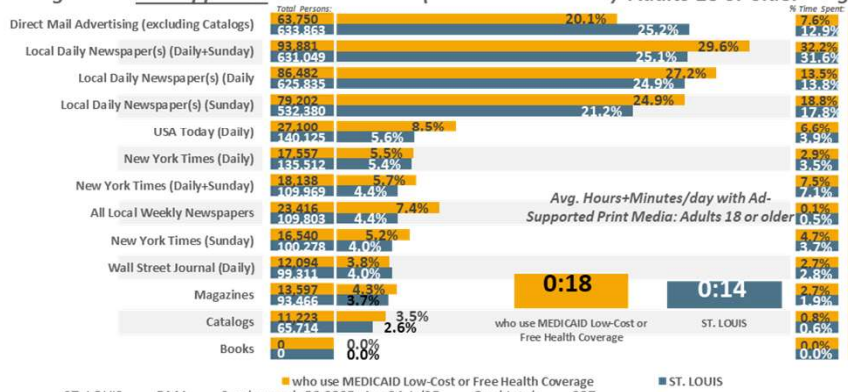
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



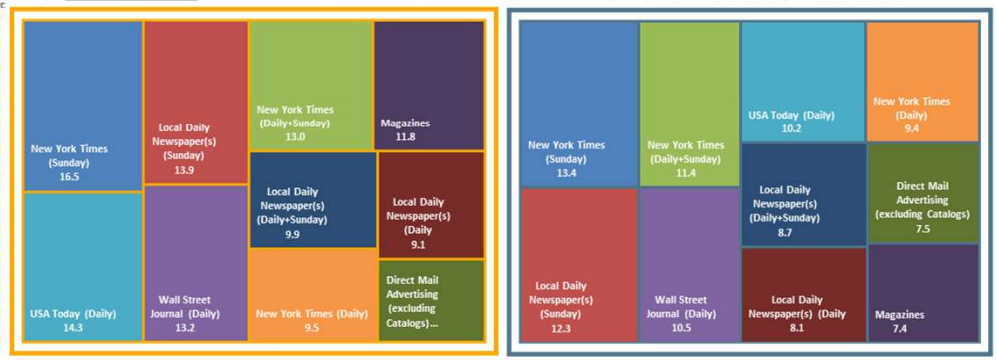
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 207

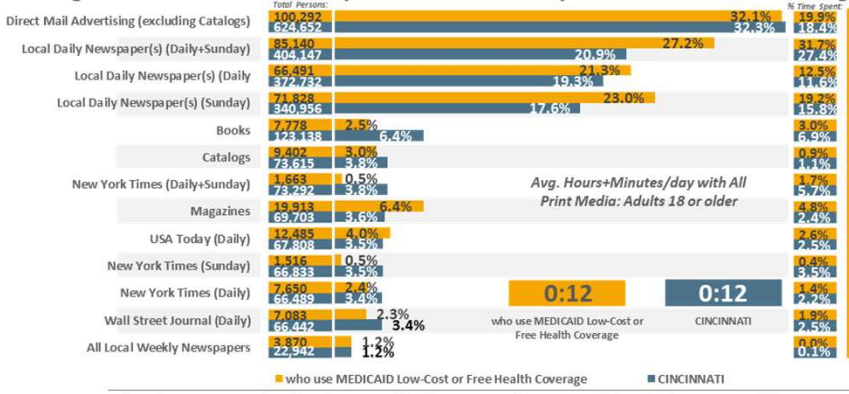
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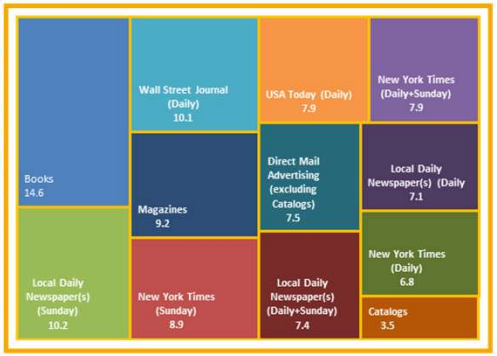
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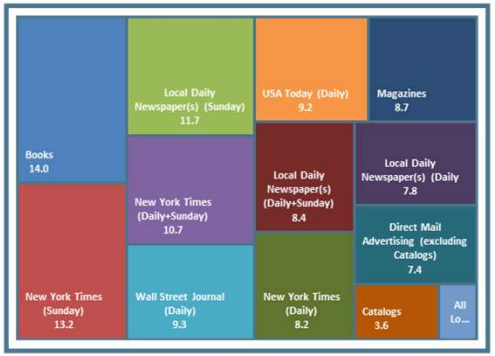
Type of health insurance: Medicaid

85,140 or 27.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 32.7% of all time spent daily with All forms of Print Media.

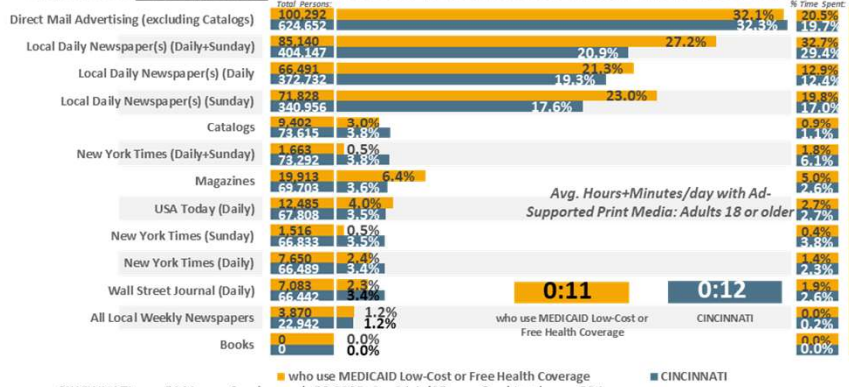
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

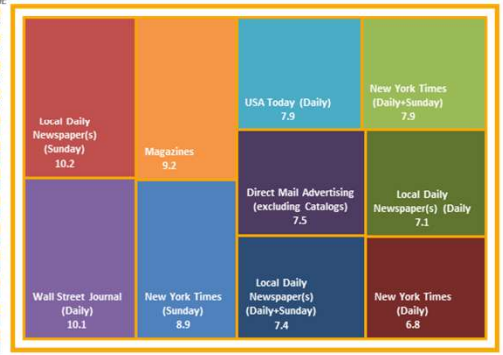






Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older







CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 304

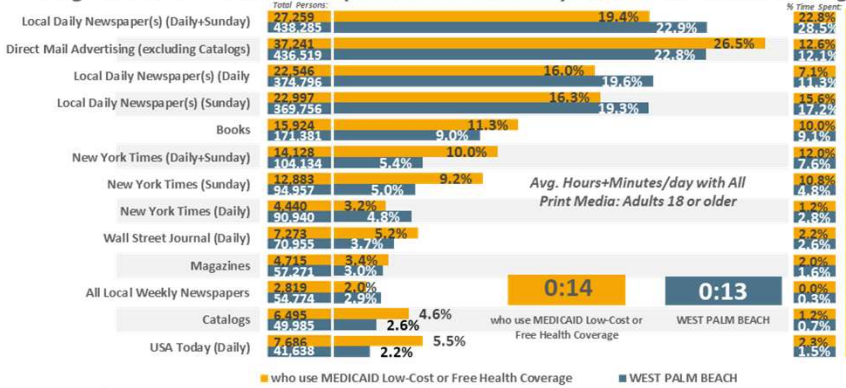
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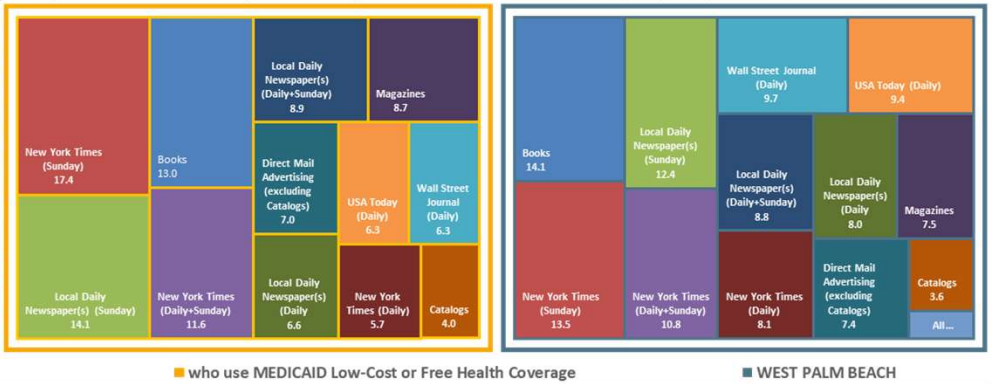
Type of health insurance: Medicaid

27,259 or 19.4% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 25.3% of all time spent daily with All forms of Print Media.

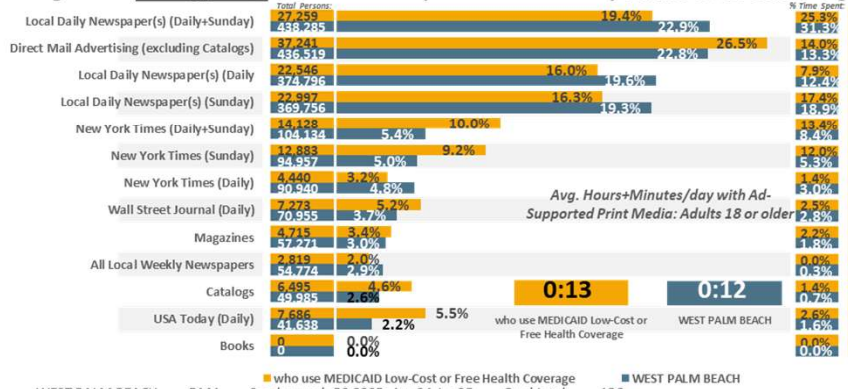
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



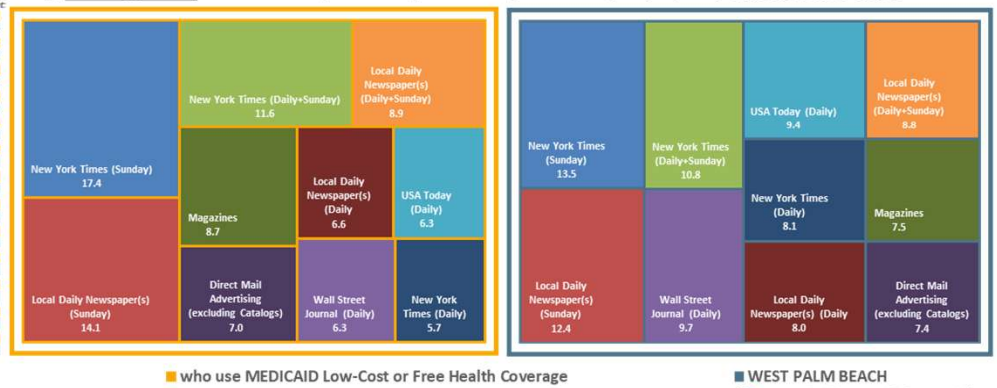
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WEST PALM BEACH DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 186

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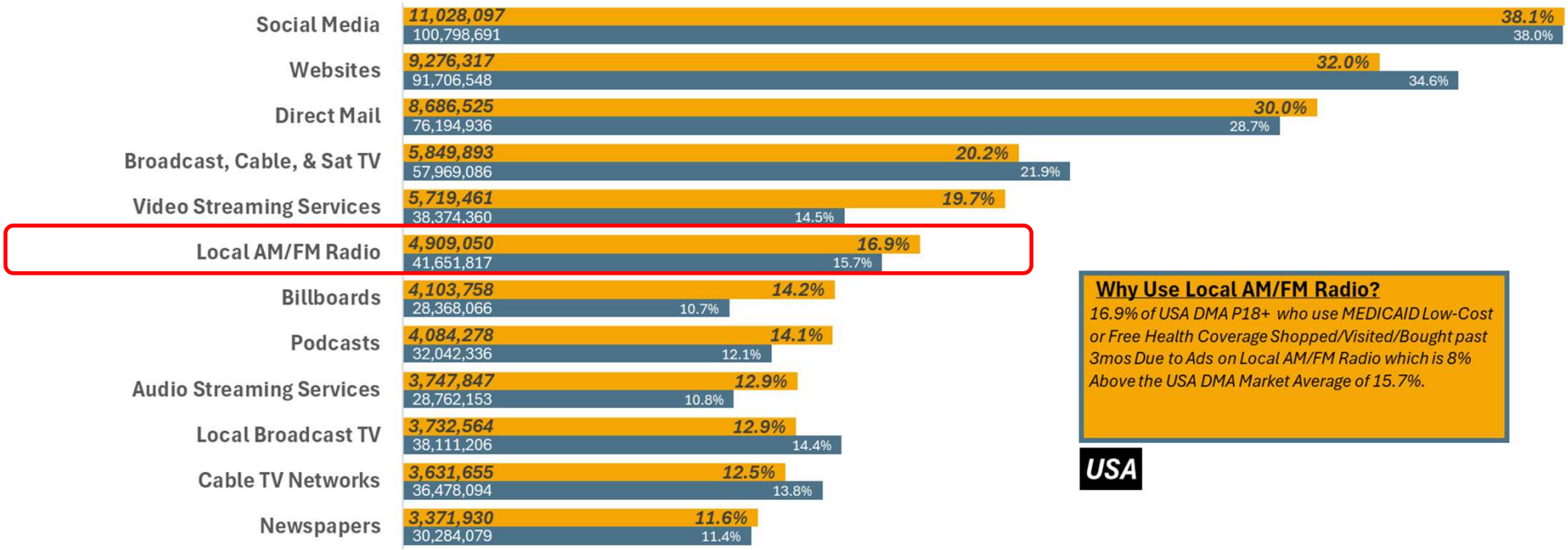
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Type of health insurance: Medicaid

Medicaid USA

"Advertising Actions"

P18+ who use MEDICAID Low-Cost or Free Health Coverage (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.9% of USA DMA P18+ who use MEDICAID Low-Cost or Free Health Coverage Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2025: Feb24-Jul25 Qual Intab: 2525

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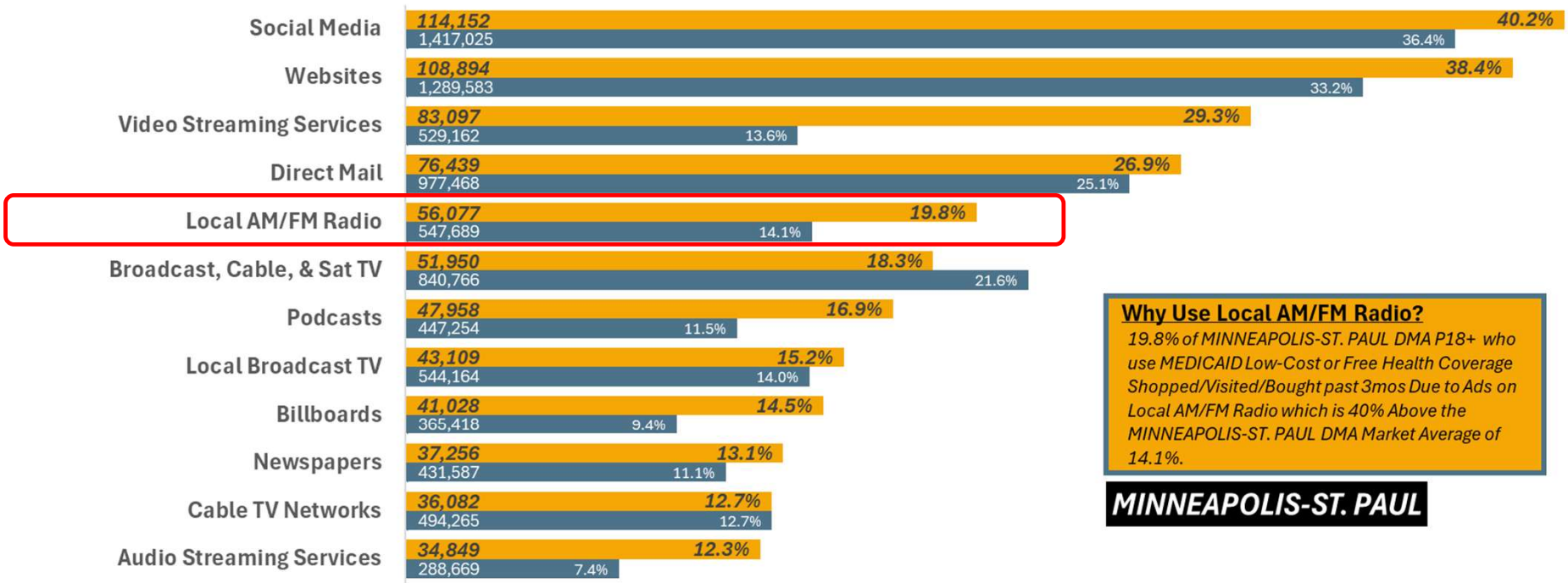
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Type of health insurance: Medicaid

Medicaid MSP

"Advertising Actions"

P18+ who use MEDICAID Low-Cost or Free Health Coverage (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.8% of MINNEAPOLIS-ST. PAUL DMA P18+ who use MEDICAID Low-Cost or Free Health Coverage Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 40% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 133

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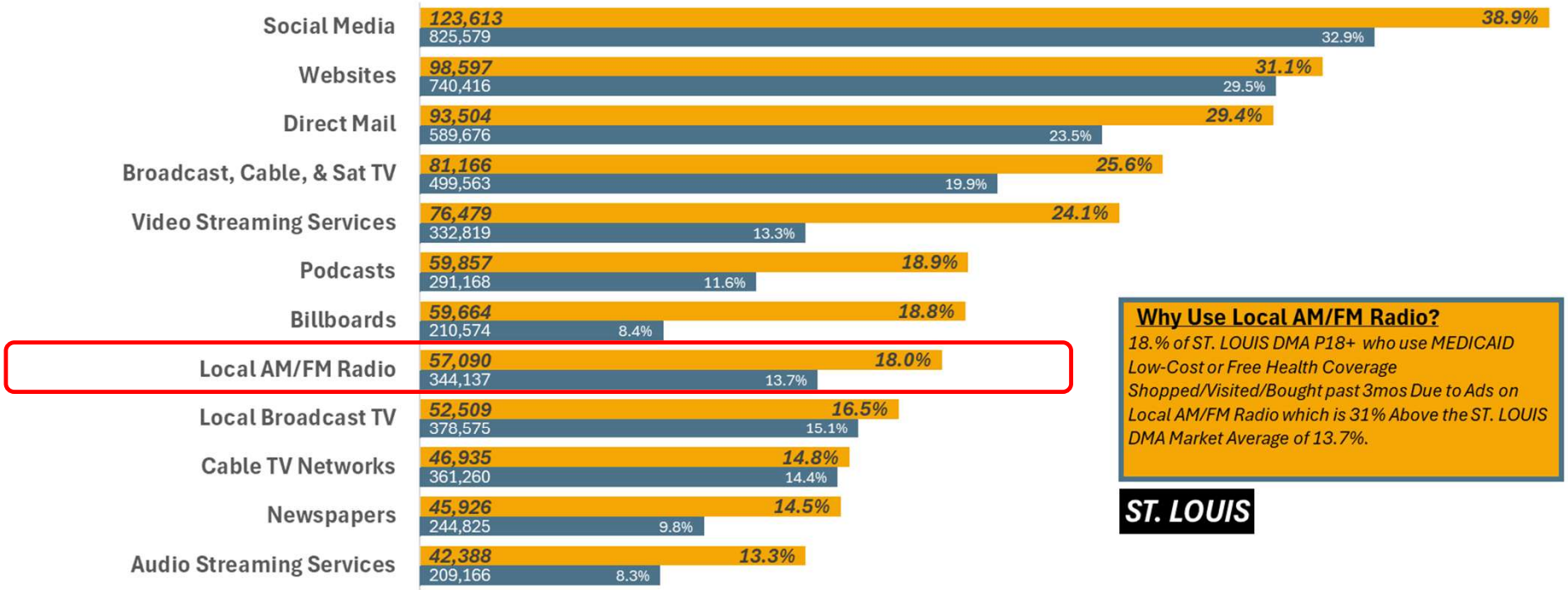
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Type of health insurance: Medicaid

Medicaid STL

"Advertising Actions"

P18+ who use MEDICAID Low-Cost or Free Health Coverage (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.% of ST. LOUIS DMA P18+ who use MEDICAID Low-Cost or Free Health Coverage Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 31% Above the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 207

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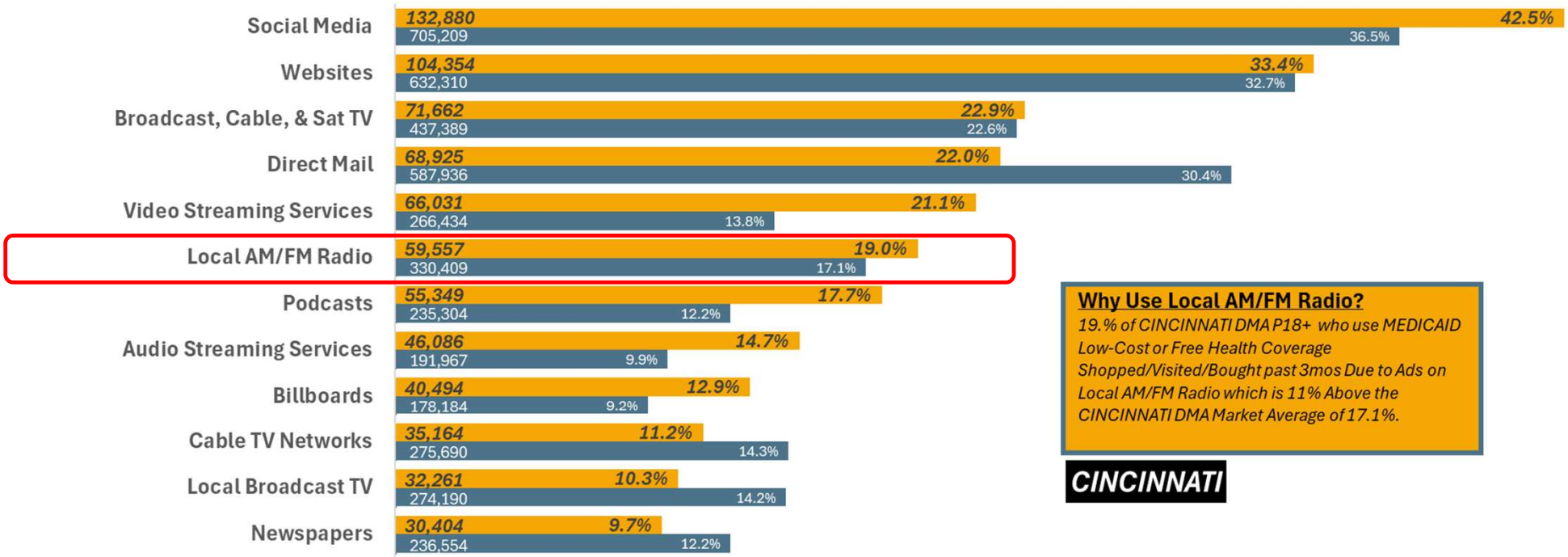
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Type of health insurance: Medicaid

Medicaid CIN

"Advertising Actions"

P18+ who use MEDICAID Low-Cost or Free Health Coverage (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.% of CINCINNATI DMA P18+ who use MEDICAID Low-Cost or Free Health Coverage Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 304

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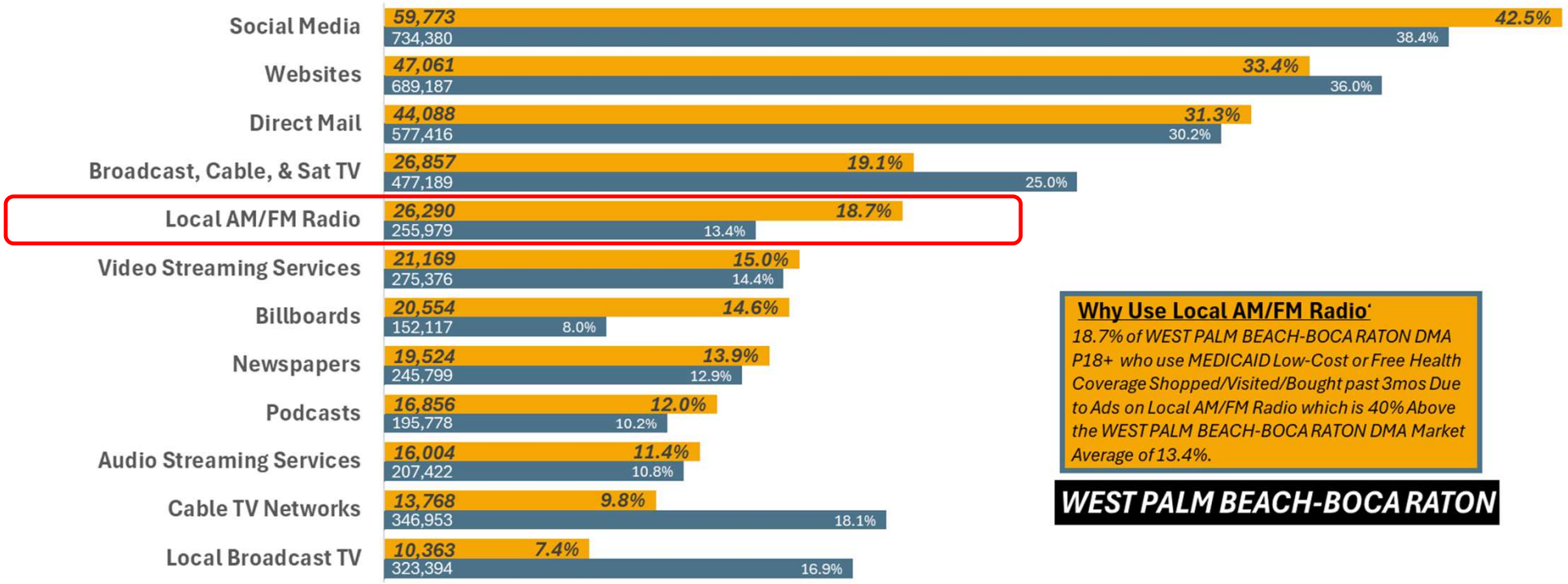
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Type of health insurance: Medicaid

Medicaid WPB

"Advertising Actions"

P18+ who use MEDICAID Low-Cost or Free Health Coverage (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

18.7% of WEST PALM BEACH-BOCA RATON DMA P18+ who use MEDICAID Low-Cost or Free Health Coverage Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 40% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 186

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Type of health insurance: Medicaid