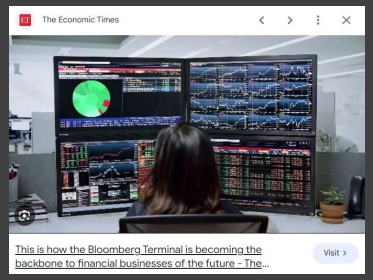
USA+4 More DMAs – P25-64 who Participated in Company Purchasing Decisions for OVERNIGHT DELIVERY SERVICES in the past 12 mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI** and **WEST PALM BEACH DMA** P18+ who **Participated in Company Purchasing Decisions for OVERNIGHT DELIVERY SERVICES in the past 12 months** as of March 31, 2025.















P25-64

Vanguard® BlackRock®

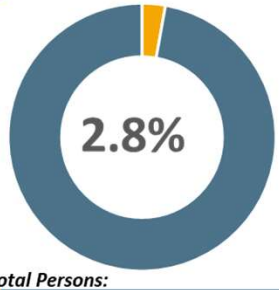
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

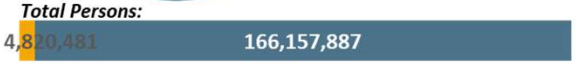
Company purchasing decisions participated in past 12 months: Overnight delivery services

2.8% or 4,820,481 of USA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Typical Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 45. years old (.2% older than average) and have a $127,669 (27.1% higher than average) annual household income.

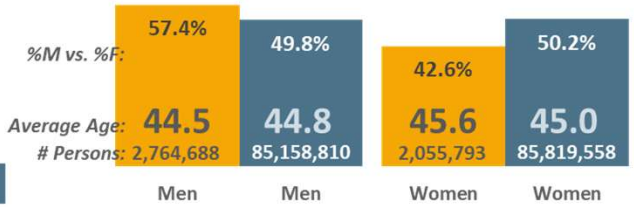
Percent of Market: Adults 25 - 64



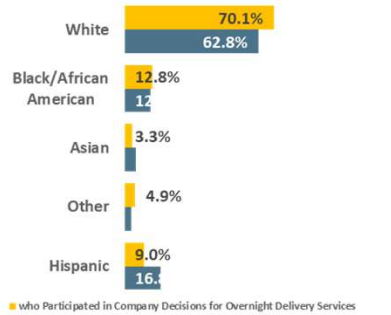
Total Persons:



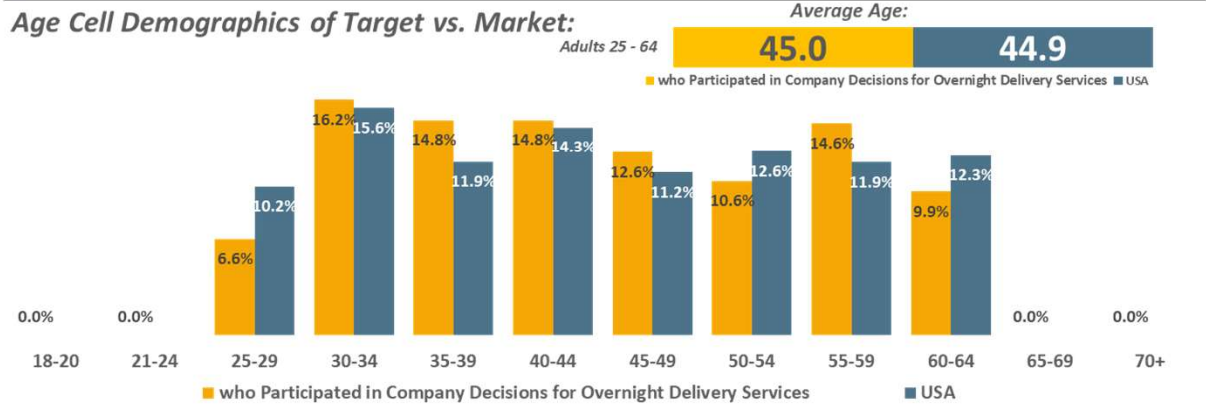
Gender of Target vs. Market: Adults 25 - 64



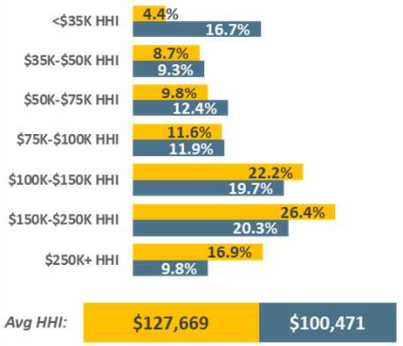
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

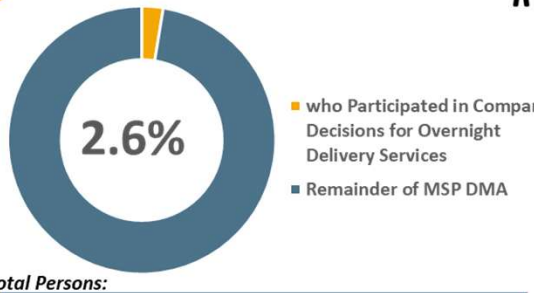
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

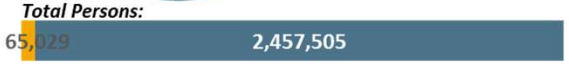
Company purchasing decisions participated in past 12 months: Overnight delivery services

2.6% or 65,029 of MSP DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Typical Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 47.5 years old (5.8% older than average) and have a $148,809 (26.3% higher than average) annual household income.

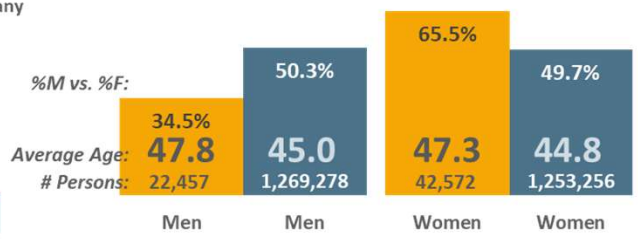
Percent of Market: Adults 25 - 64



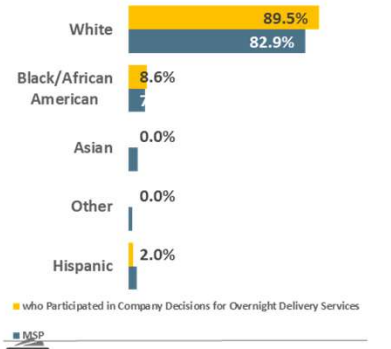
Total Persons:



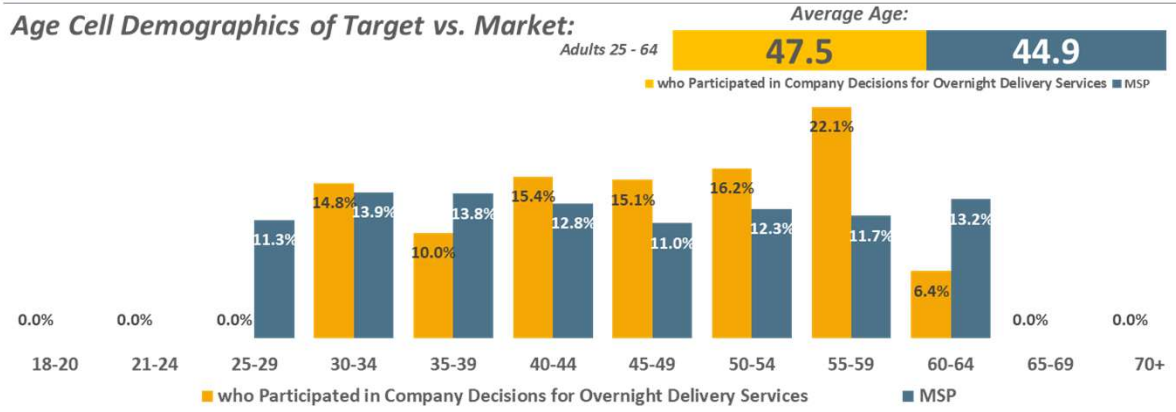
Gender of Target vs. Market: Adults 25 - 64



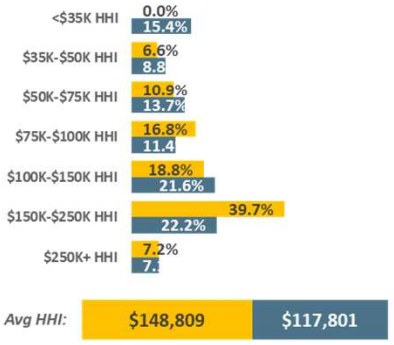
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

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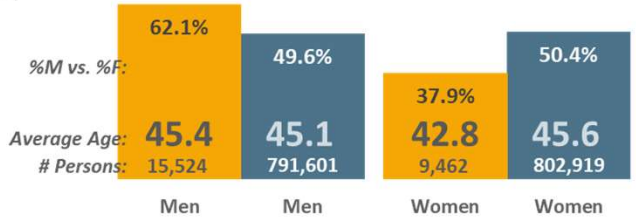
Company purchasing decisions participated in past 12 months: Overnight delivery services

1.6% or 24,986 of STL DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Typical Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 44.4 years old (2.1% younger than average) and have a $145,623 (39.9% higher than average) annual household…

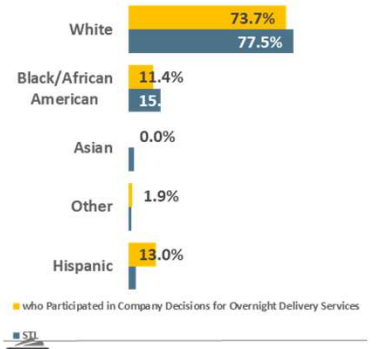
Percent of Market: Adults 25 - 64



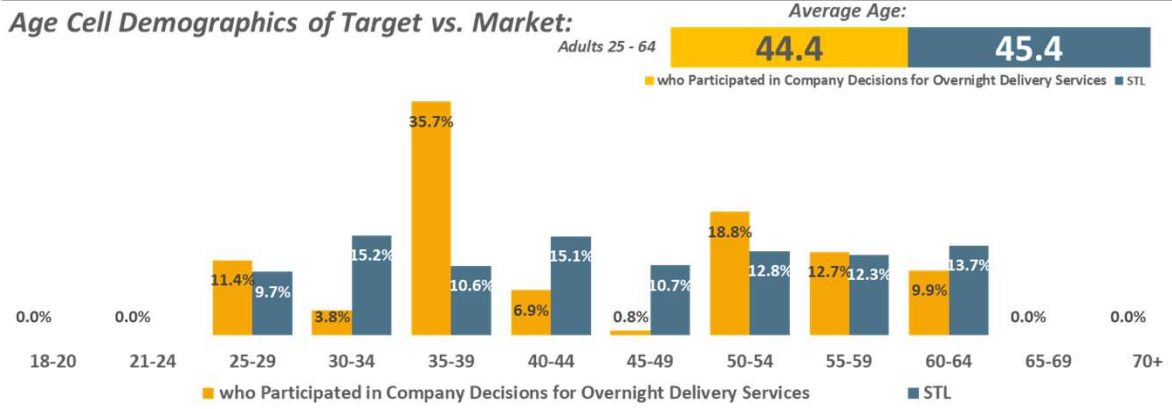
Gender of Target vs. Market: Adults 25 - 64



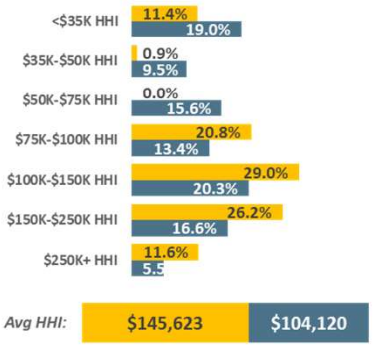
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

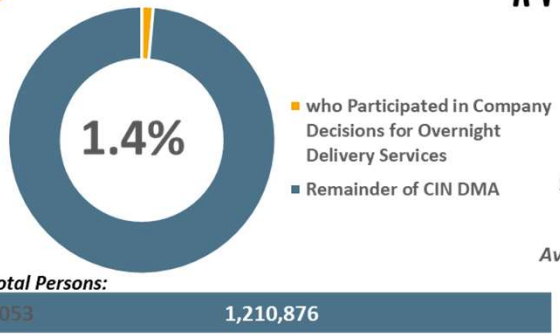
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Company purchasing decisions participated in past 12 months: Overnight delivery services

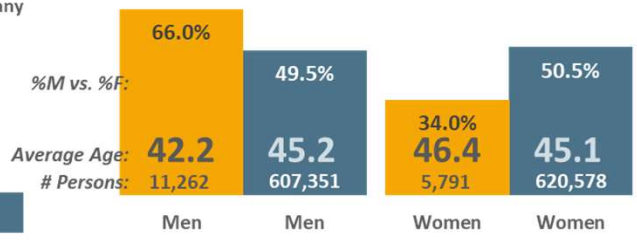


1.4% or 17,053 of CIN DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Typical Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 43.6 years old (3.3% younger than average) and have a $120,848 (14.7% higher than average) annual household…

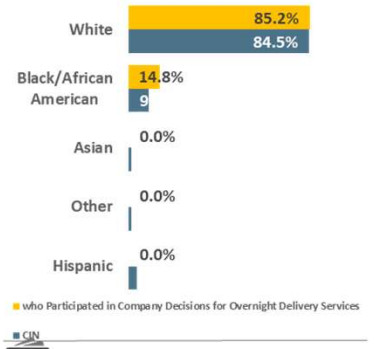
Percent of Market: Adults 25 - 64



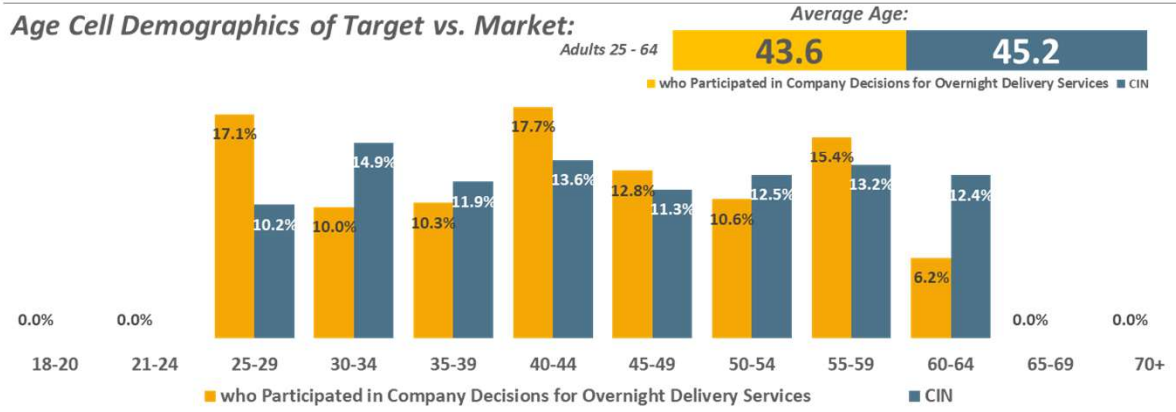
Gender of Target vs. Market: Adults 25 - 64



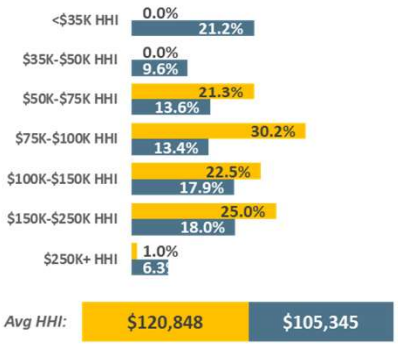
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



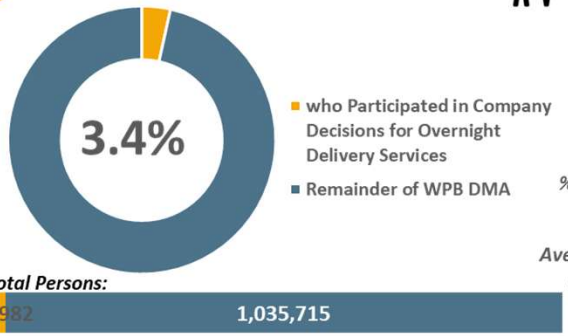
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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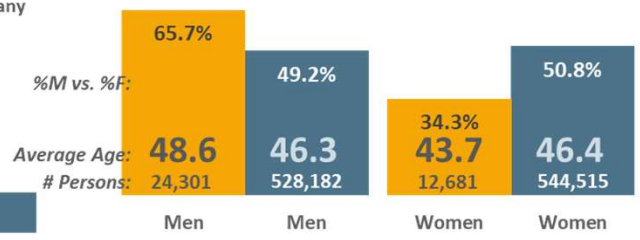
Company purchasing decisions participated in past 12 months: Overnight delivery services

3.4% or 36,982 of WPB DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Typical Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 46.9 years old (1.2% older than average) and have a $165,274 (55.1% higher than average) annual household income.

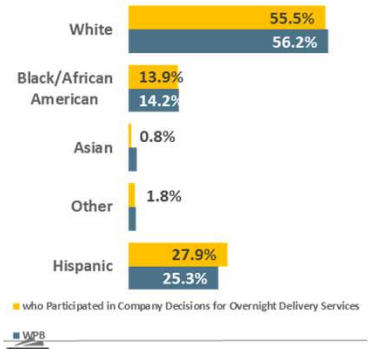
Percent of Market: Adults 25 - 64



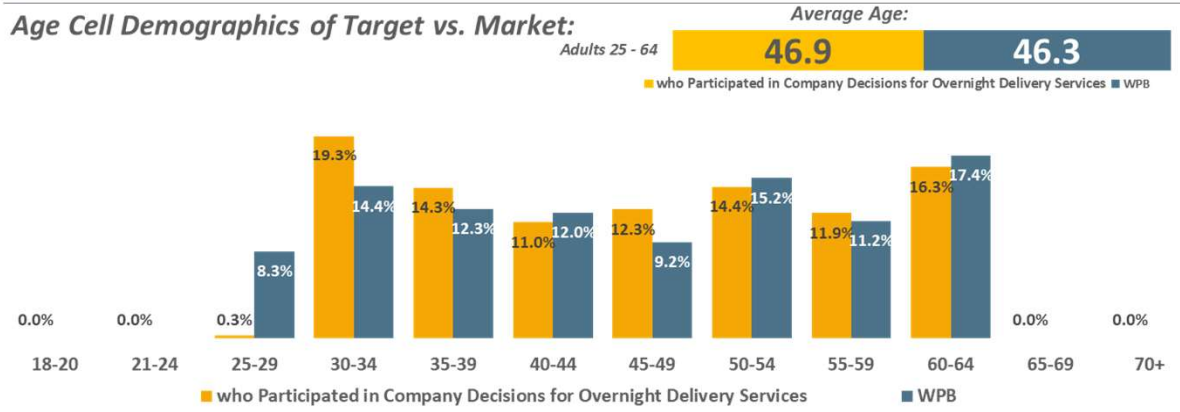
Gender of Target vs. Market: Adults 25 - 64



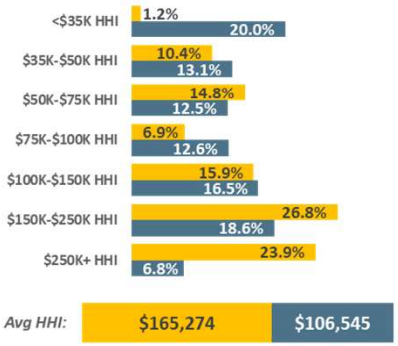
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

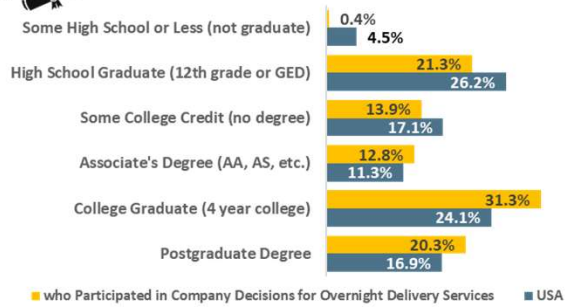
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Company purchasing decisions participated in past 12 months: Overnight delivery services

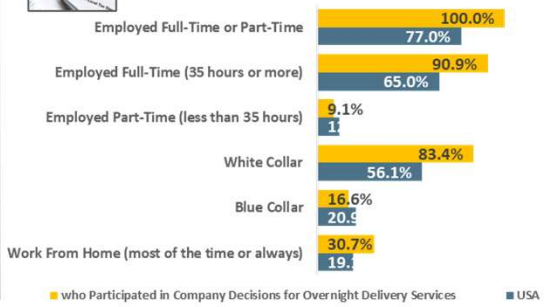


2.8% or 4,820,481 of USA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 25.9% more likely to be a college graduate, 39.9% more likely to work full-time, 6.2% more likely to be married, 9.8% less likely to be a parent of 1 or more children

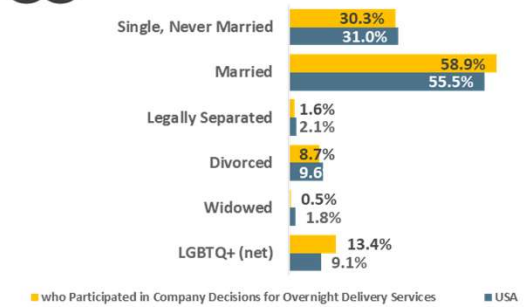
Education Levels: Adults 25 - 64



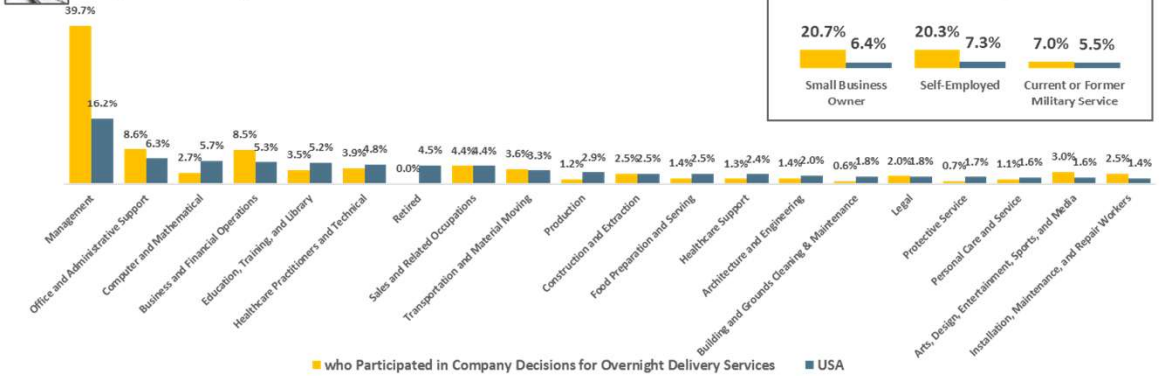
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

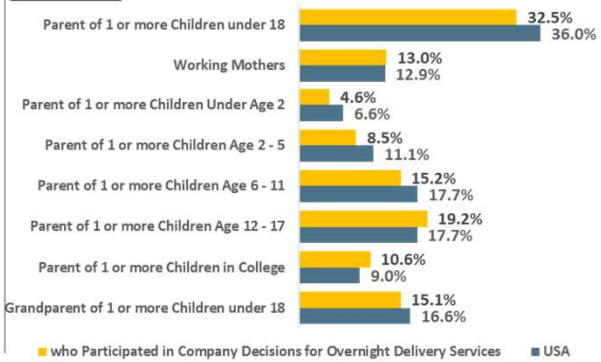


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

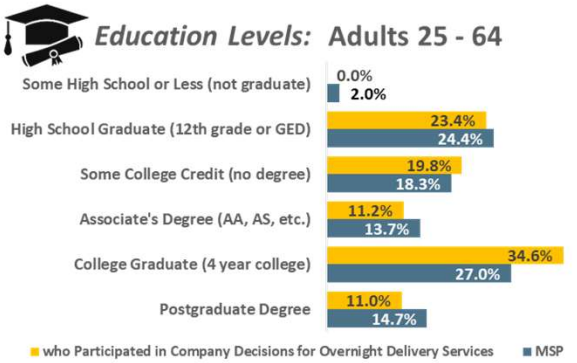
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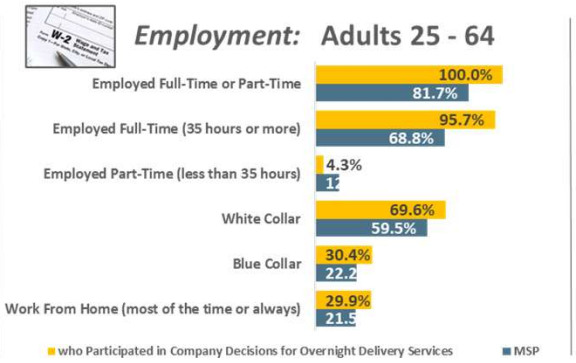
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

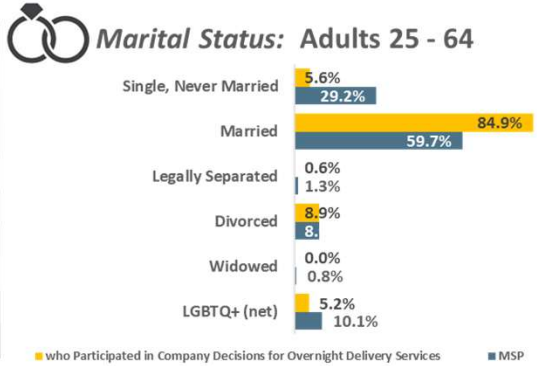
Company purchasing decisions participated in past 12 months: Overnight delivery services

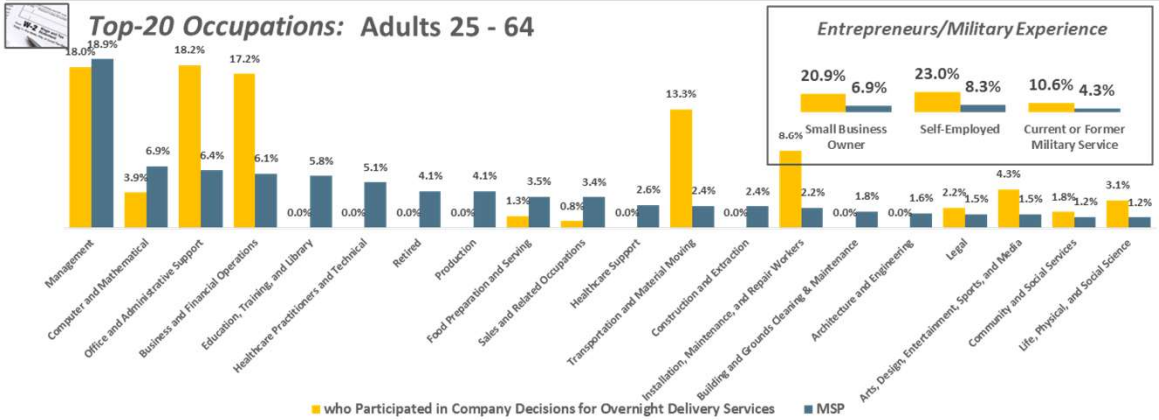


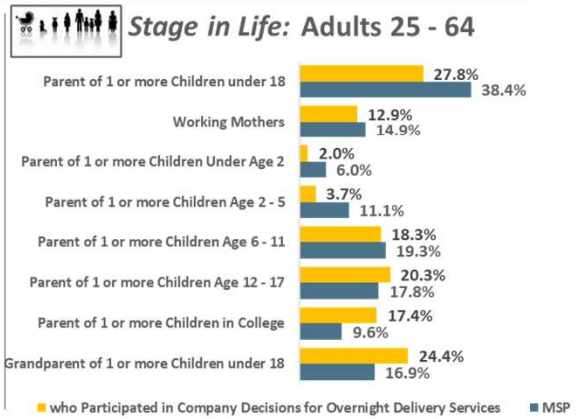
2.6% or 65,029 of MSP DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 9.5% more likely to be a college graduate, 39.1% more likely to work full-time, 42.1% more likely to be married, 27.6% less likely to be a parent of 1 or more childre











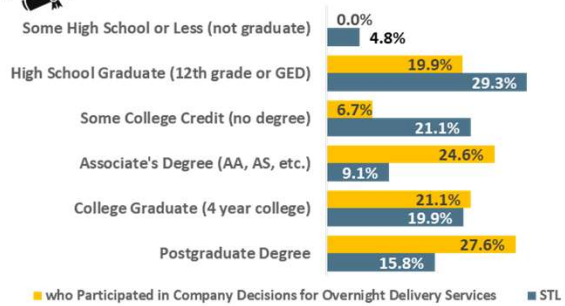
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

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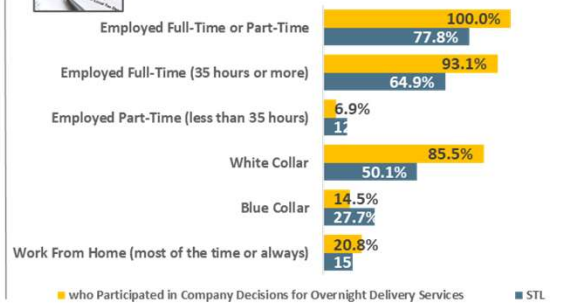
Company purchasing decisions participated in past 12 months: Overnight delivery services

1.6% or 24,986 of STL DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 36.4% more likely to be a college graduate, 43.4% more likely to work full-time, 3.9% more likely to be married, 23.6% less likely to be a parent of 1 or more childre

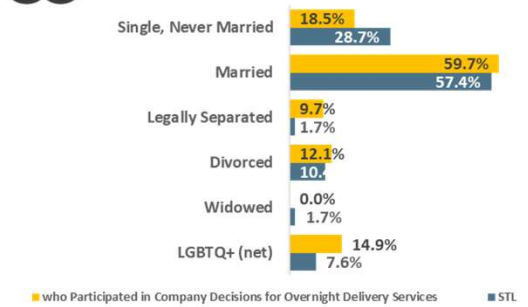
Education Levels: Adults 25 - 64



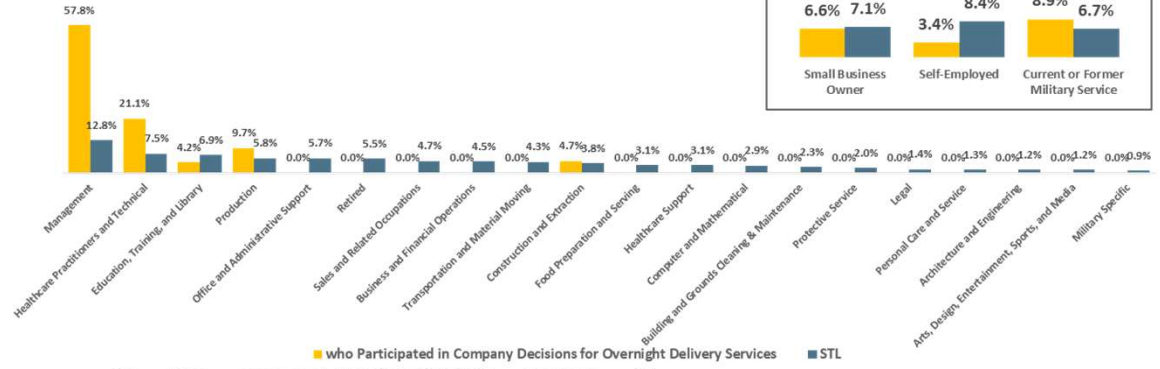
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

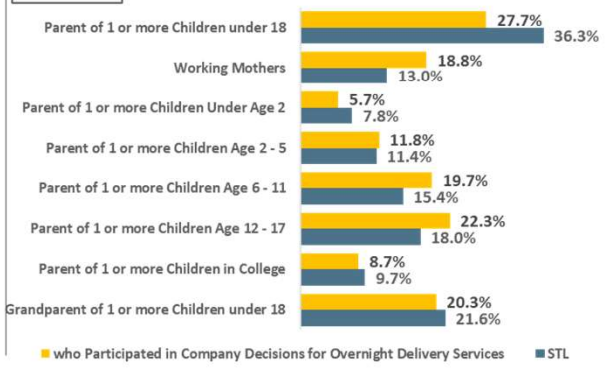


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

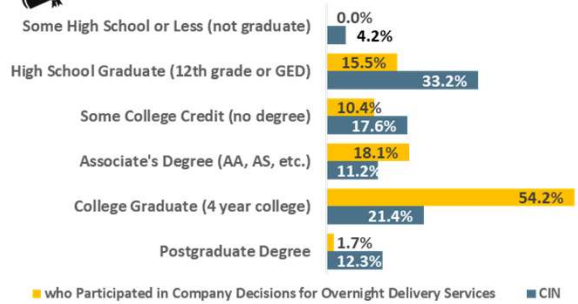
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Company purchasing decisions participated in past 12 months: Overnight delivery services

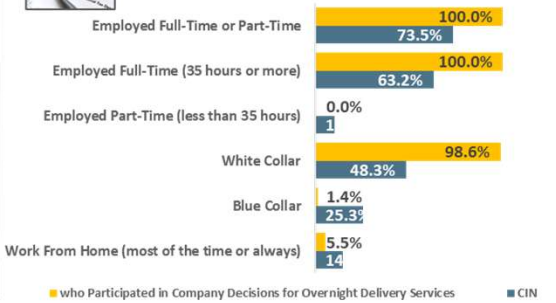


1.4% or 17,053 of CIN DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 65.9% more likely to be a college graduate, 58.2% more likely to work full-time, 4.3% less likely to be married, 40.3% more likely to be a parent of 1 or more childre

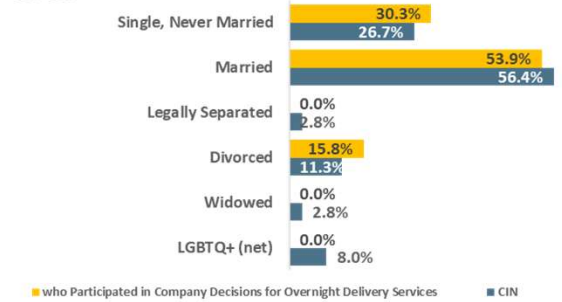
Education Levels: Adults 25 - 64



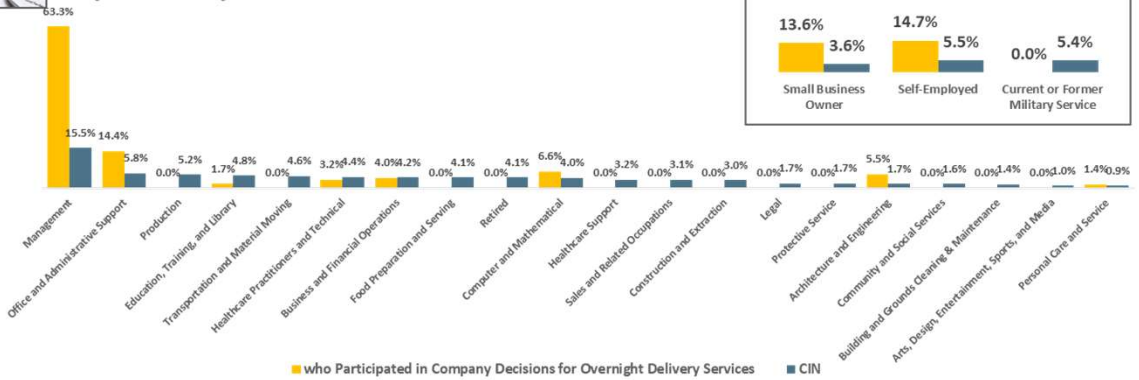
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

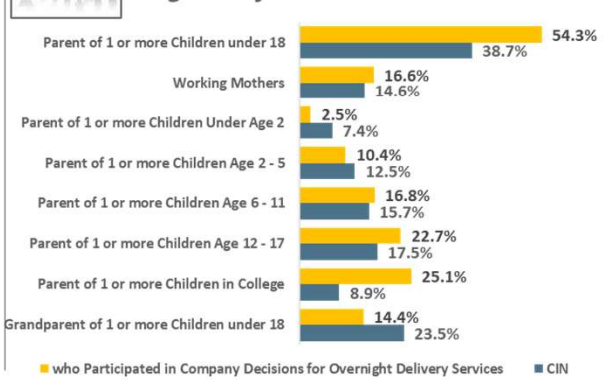


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

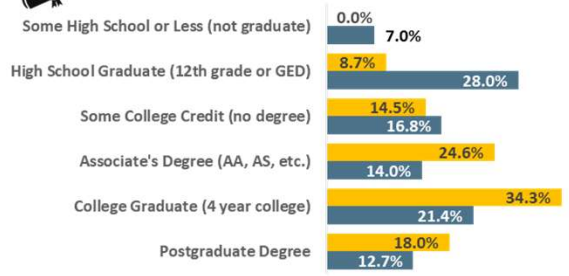
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Company purchasing decisions participated in past 12 months: Overnight delivery services

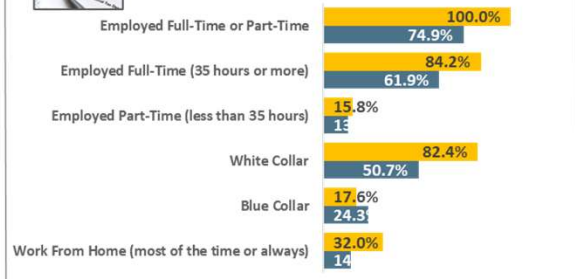


3.4% or 36,982 of WPB DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 53.2% more likely to be a college graduate, 36.1% more likely to work full-time, 16.9% more likely to be married, 13.4% less likely to be a parent of 1 or more childr

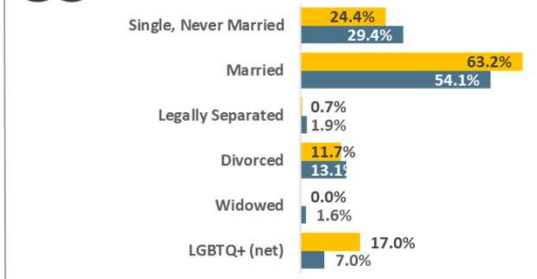
Education Levels: Adults 25 - 64



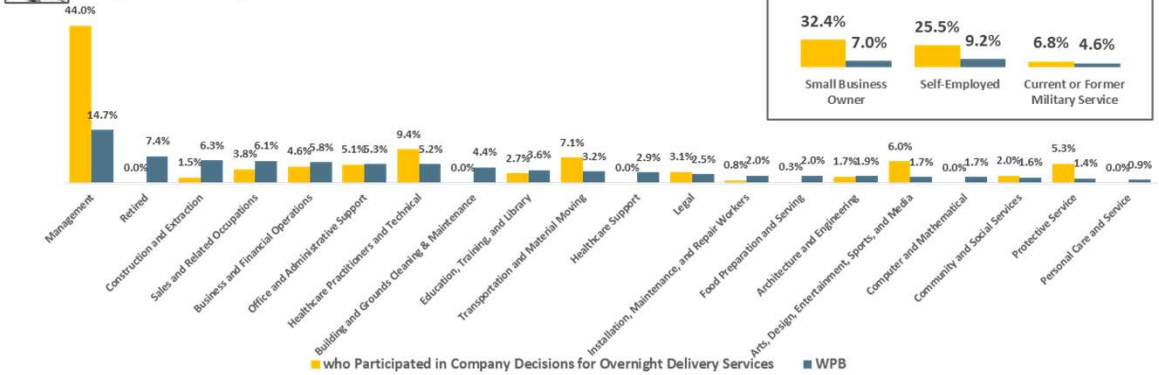
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

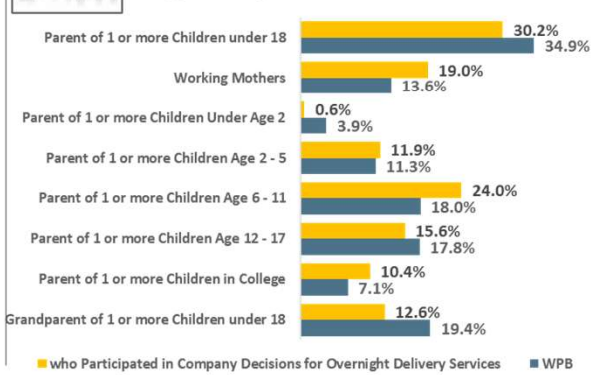


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

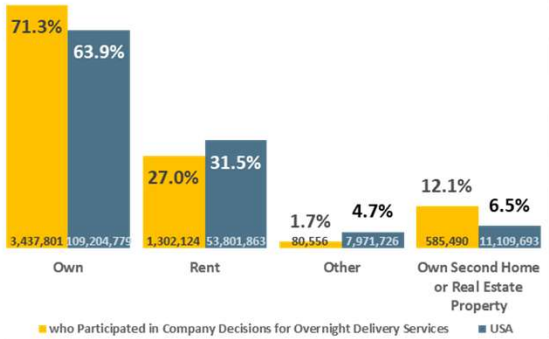
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Company purchasing decisions participated in past 12 months: Overnight delivery services

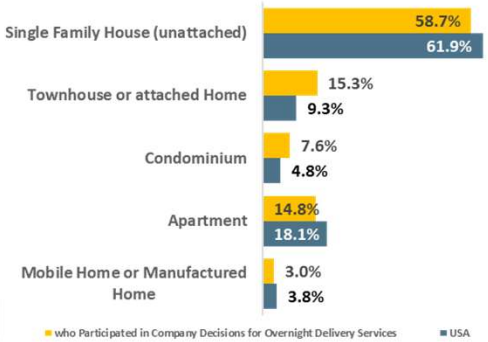


2.8% or 4,820,481 of USA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 11.7% more likely to own their home, 41.8% more likely to own a higher valued home, 5.2% less likely to have a single-family home, 21.% more likely to have a dog.

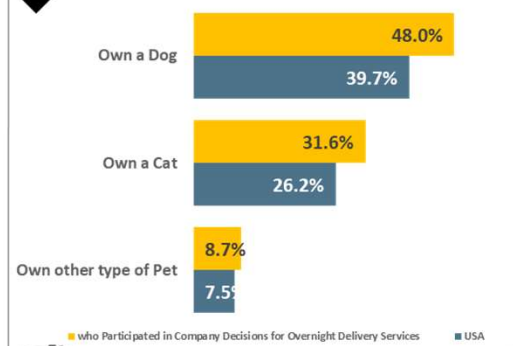
Own/Rent/Other: Adults 25 - 64



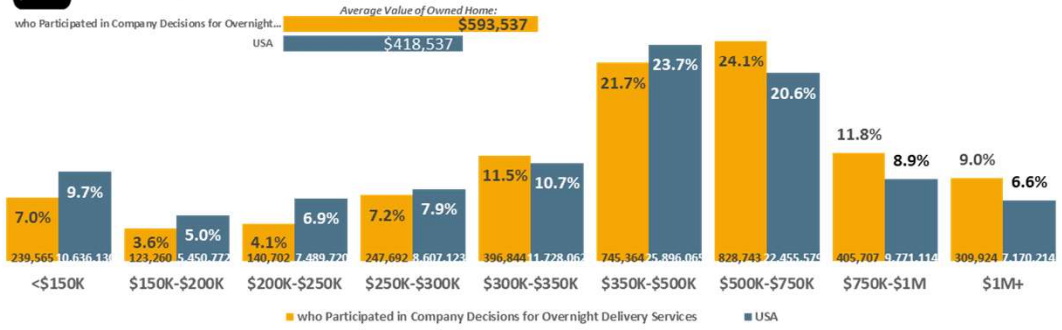
Type of Home: Adults 25 - 64



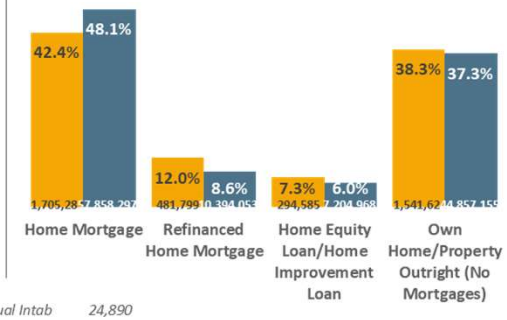
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *618*

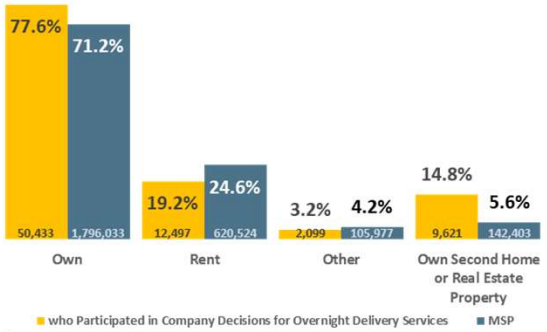
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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

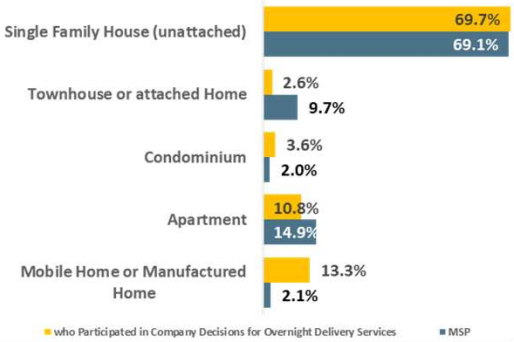
Company purchasing decisions participated in past 12 months: Overnight delivery services

2.6% or 65,029 of MSP DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 8.9% more likely to own their home, 10.9% more likely to own a lower valued home, .8% more likely to have a single-family home, 44.6% more likely to have a dog.

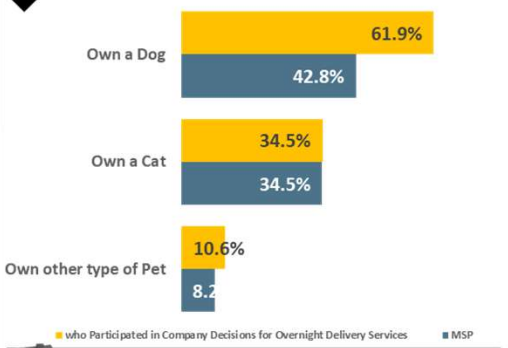
Own/Rent/Other: Adults 25 - 64



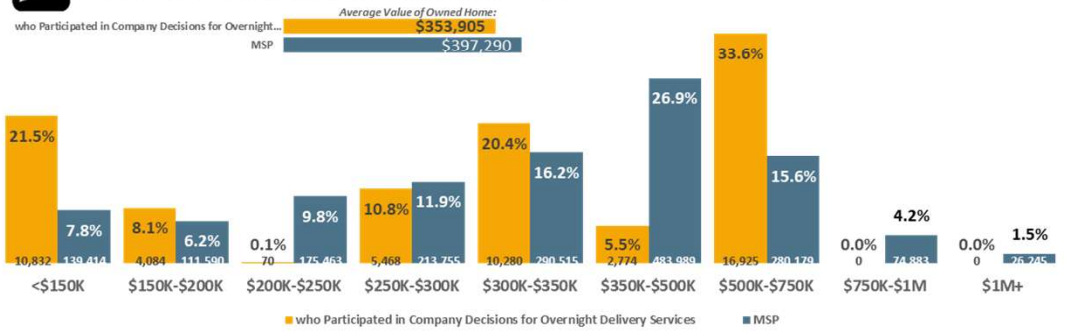
Type of Home: Adults 25 - 64



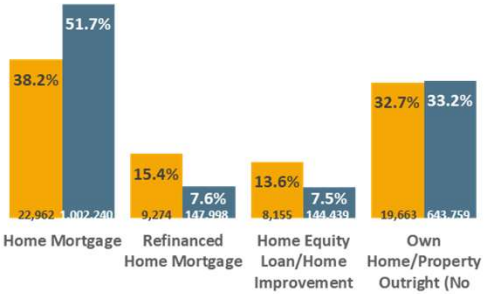
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

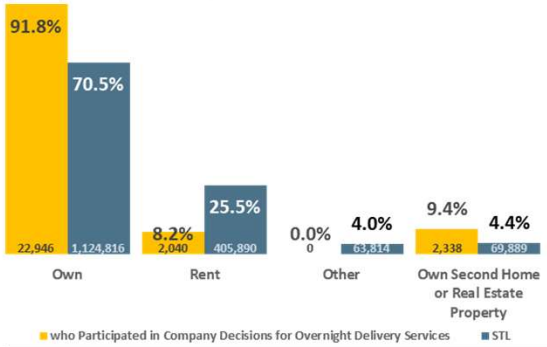
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Company purchasing decisions participated in past 12 months: Overnight delivery services

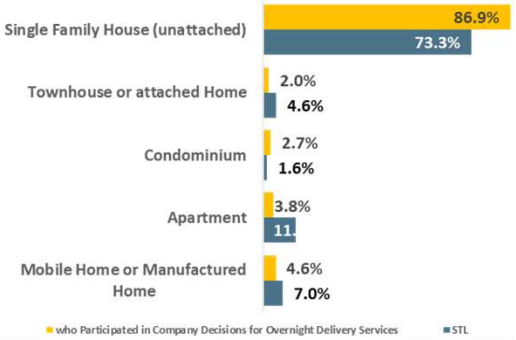


1.6% or 24,986 of STL DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 30.2% more likely to own their home, 43.6% more likely to own a higher valued home, 18.5% more likely to have a single-family home, 34.3% more likely to have a dog.

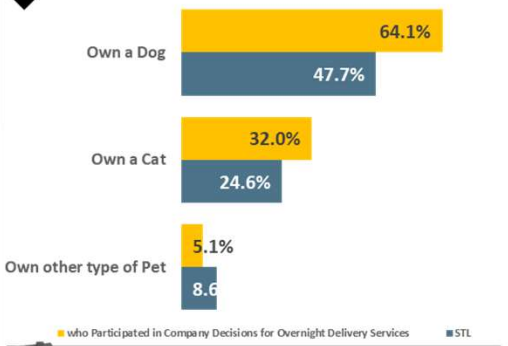
Own/Rent/Other: Adults 25 - 64



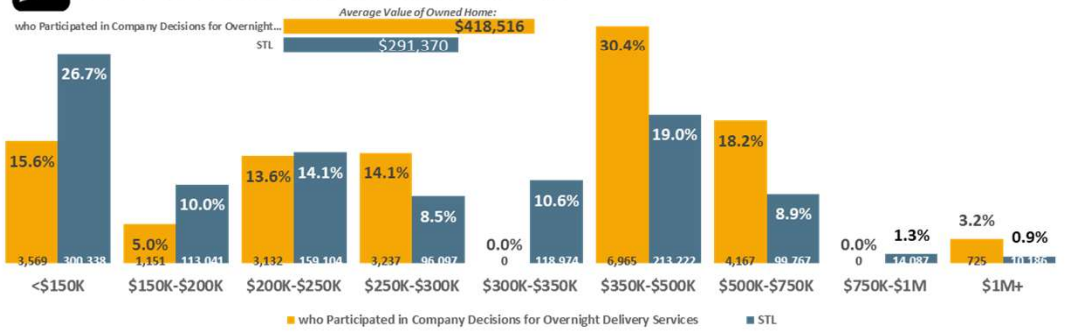
Type of Home: Adults 25 - 64



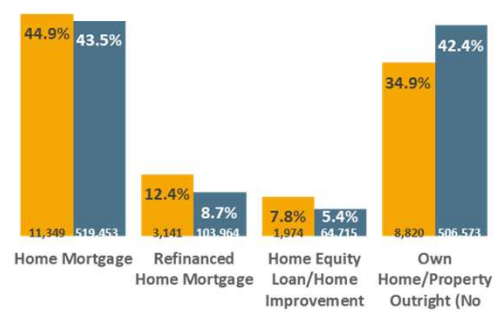
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

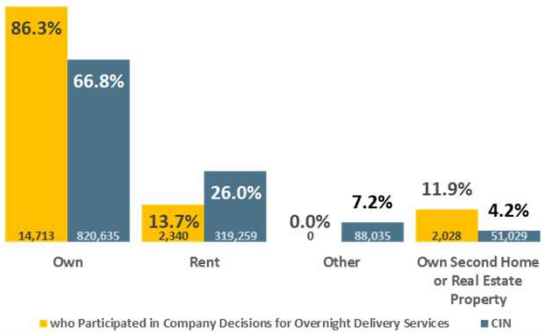
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Company purchasing decisions participated in past 12 months: Overnight delivery services

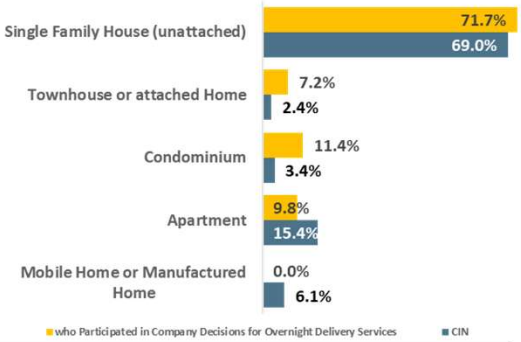


1.4% or 17,053 of CIN DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 29.1% more likely to own their home, 1.7% more likely to own a higher valued home, 3.9% more likely to have a single-family home, 46.5% more likely to have a dog.

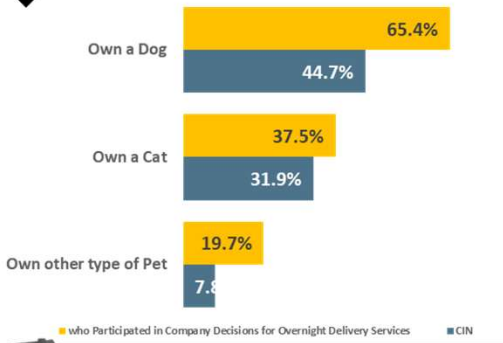
Own/Rent/Other: Adults 25 - 64



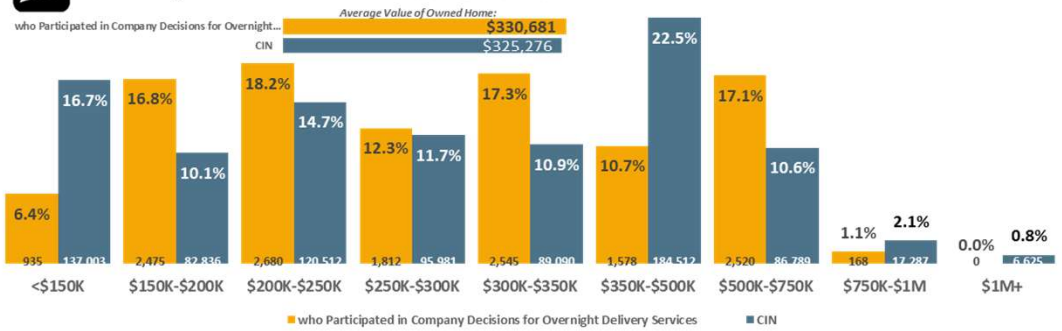
Type of Home: Adults 25 - 64



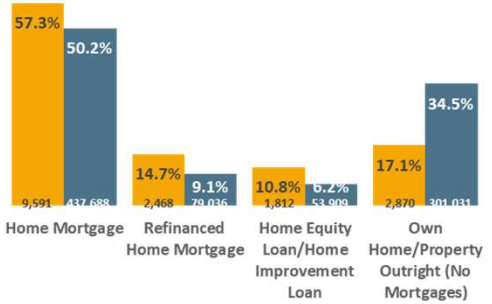
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

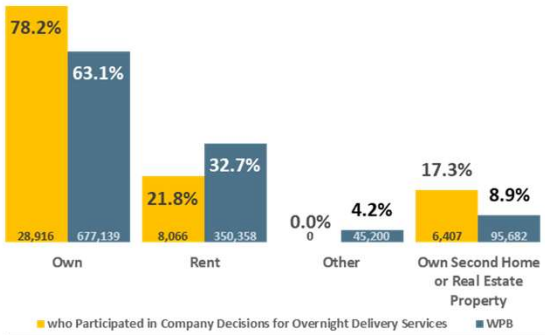
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Company purchasing decisions participated in past 12 months: Overnight delivery services

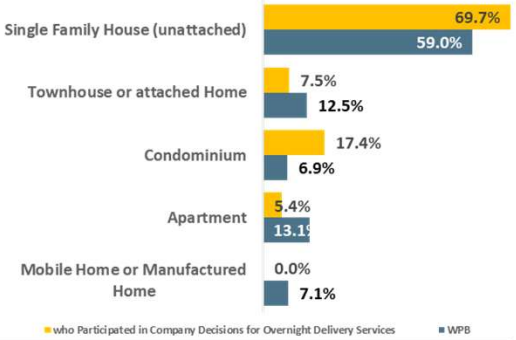


3.4% or 36,982 of WPB DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 23.9% more likely to own their home, 18.4% more likely to own a higher valued home, 18.2% more likely to have a single-family home, 13.% more likely to have a dog.

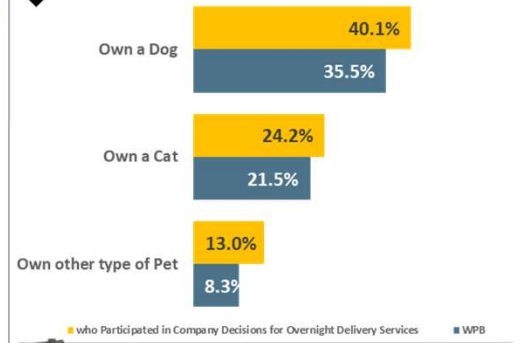
Own/Rent/Other: Adults 25 - 64



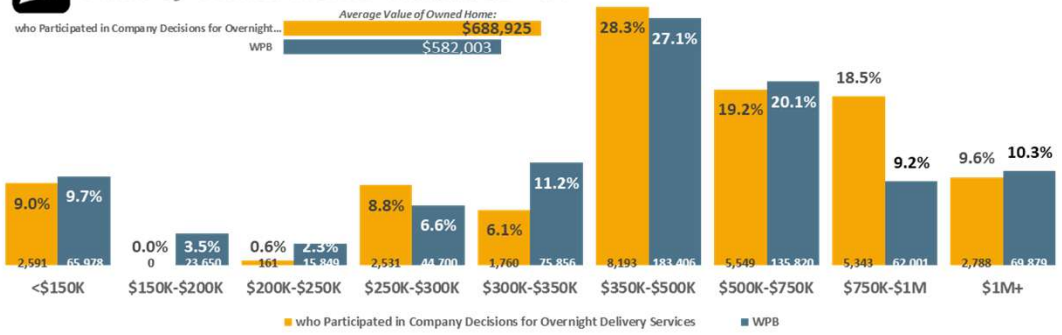
Type of Home: Adults 25 - 64



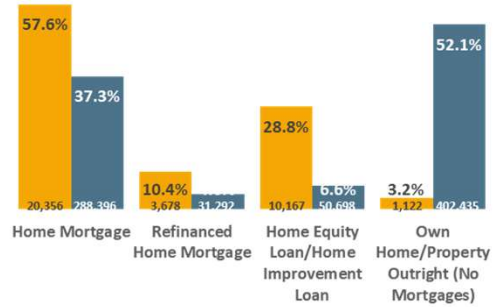
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

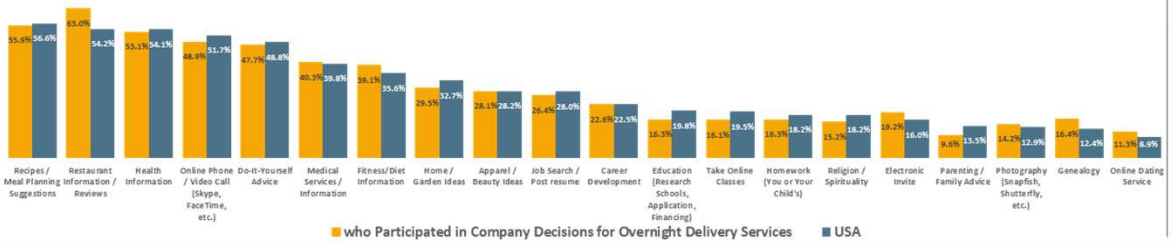
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Company purchasing decisions participated in past 12 months: Overnight delivery services

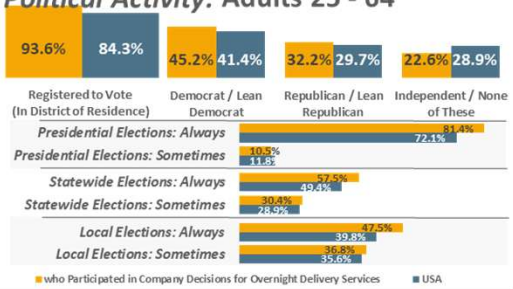


2.8% or 4,820,481 of USA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 2.3% less likely to look up D-I-Y advice online, 19.5% more likely to always vote in local elections, 36.% more likely to belong to a gym, 29.4% more likely to fly do

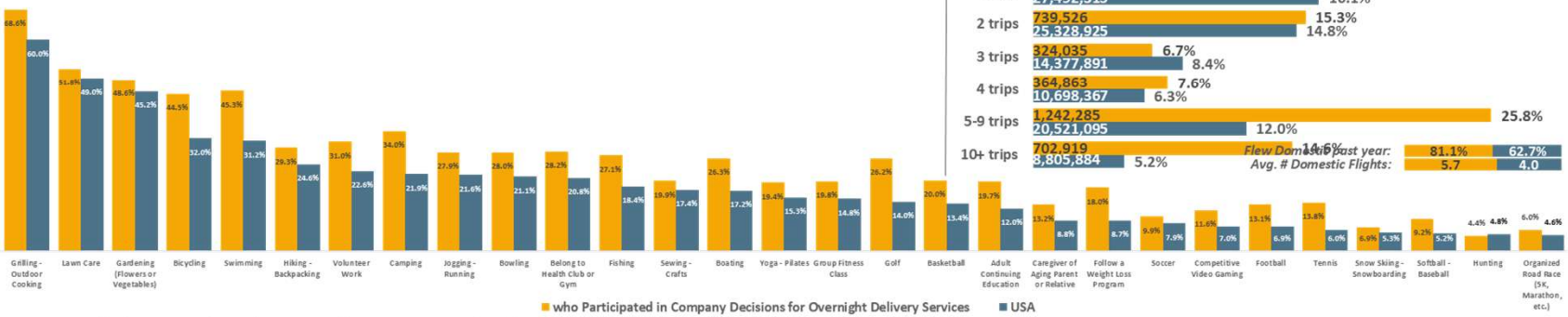
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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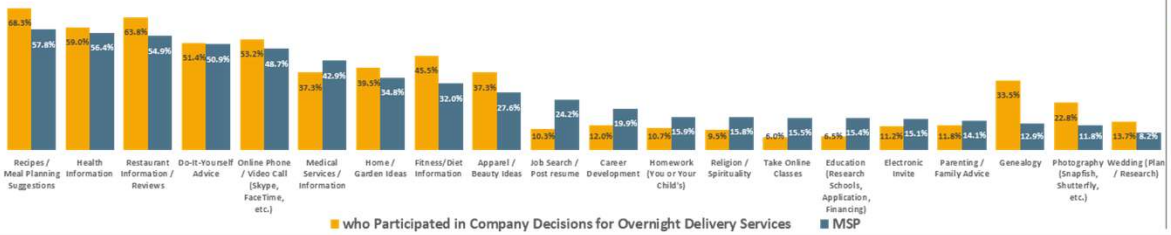
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

Company purchasing decisions participated in past 12 months: Overnight delivery services

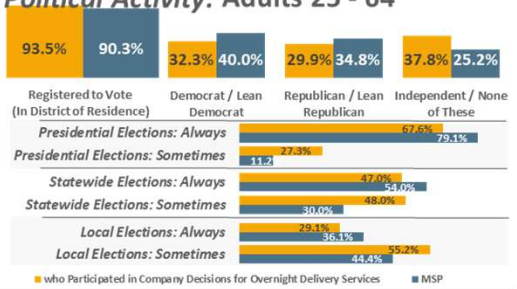


2.6% or 65,029 of MSP DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 1.% more likely to look up D-I-Y advice online, 19.3% less likely to always vote in local elections, 22.8% more likely to belong to a gym, 14.1% more likely to fly do

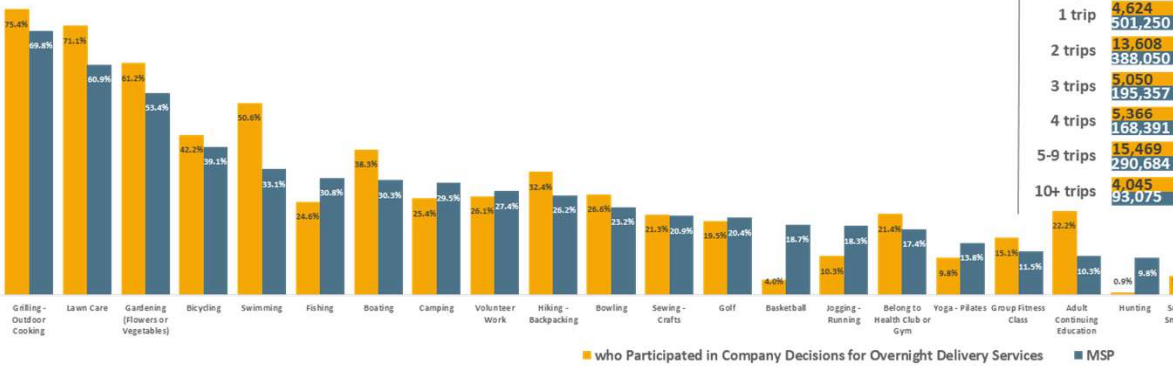
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



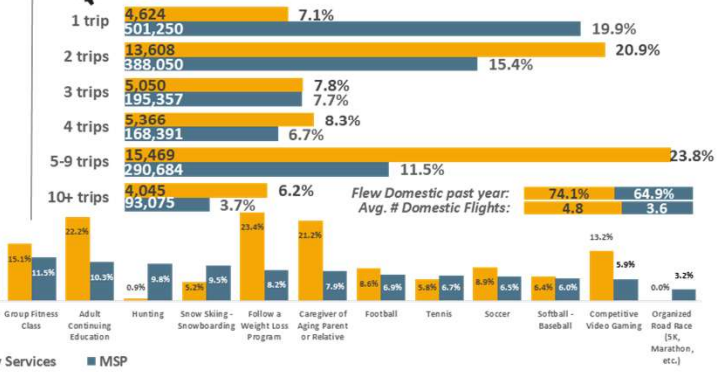
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



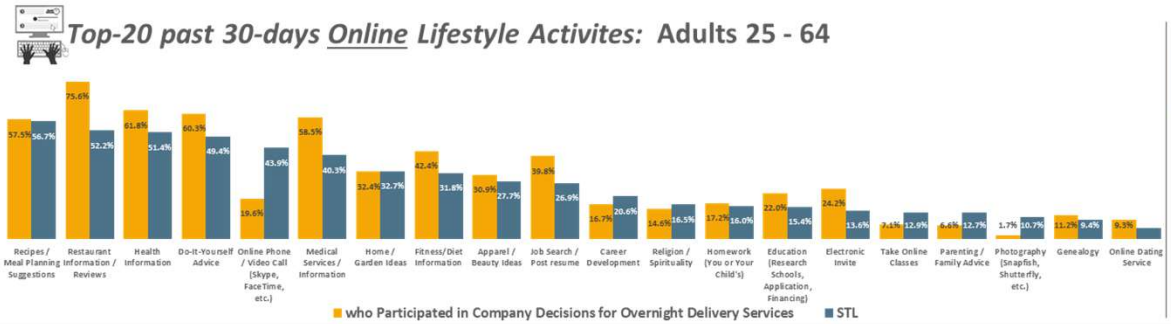
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

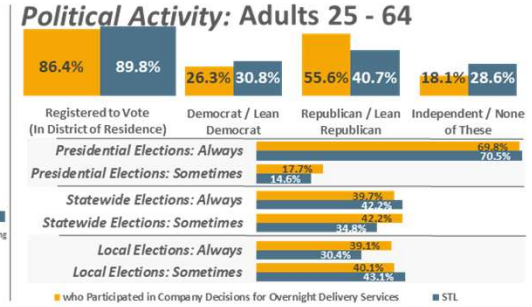
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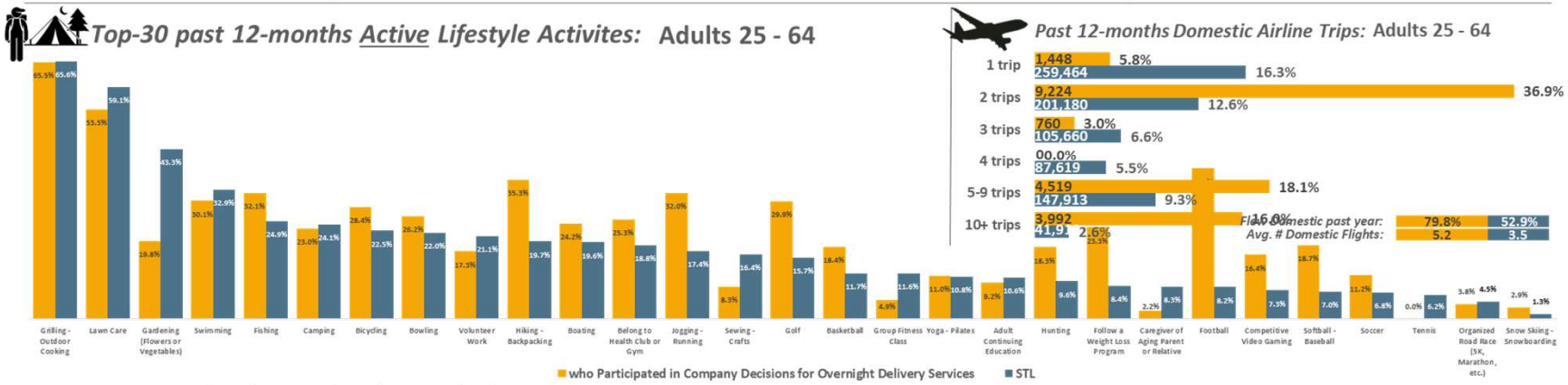
Company purchasing decisions participated in past 12 months: Overnight delivery services



1.6% or 24,986 of STL DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 22.% more likely to look up D-I-Y advice online, 28.5% more likely to always vote in local elections, 34.2% more likely to belong to a gym, 50.8% more likely to fly d







STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

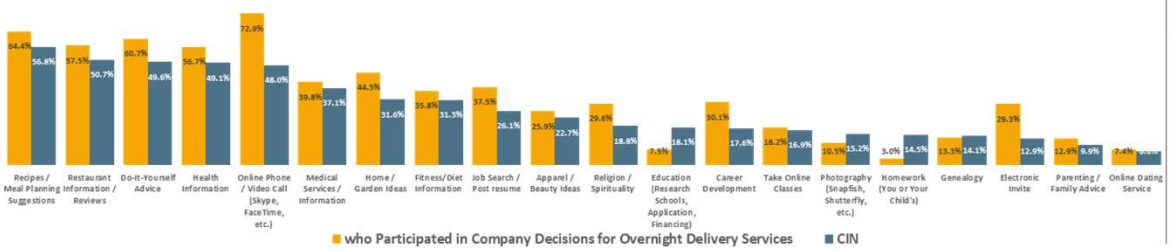
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Company purchasing decisions participated in past 12 months: Overnight delivery services

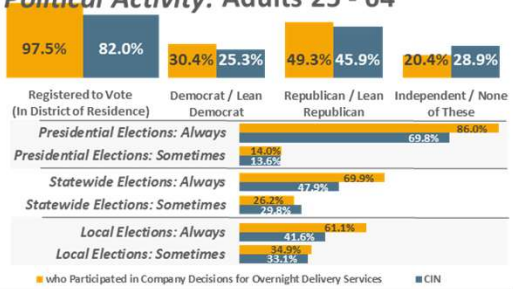


1.4% or 17,053 of CIN DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 22.2% more likely to look up D-I-Y advice online, 46.8% more likely to always vote in local elections, 202.% more likely to belong to a gym, 97.5% more likely to fly

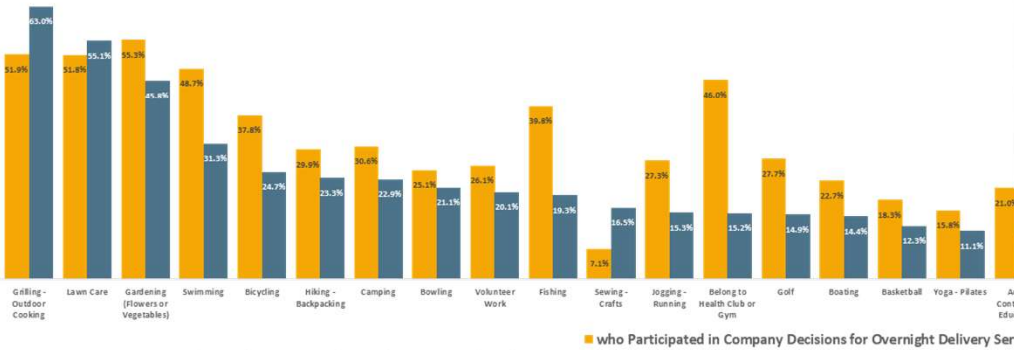
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



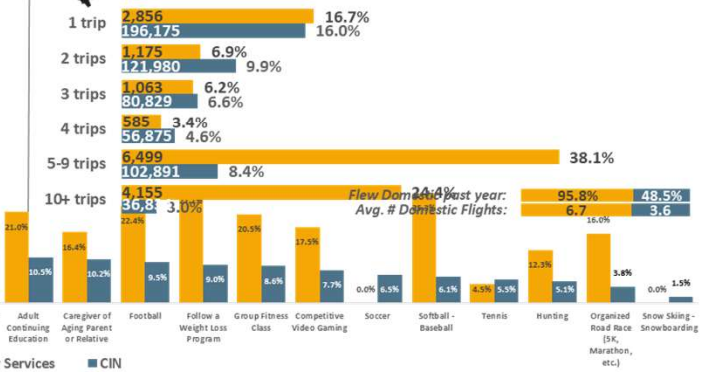
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



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CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

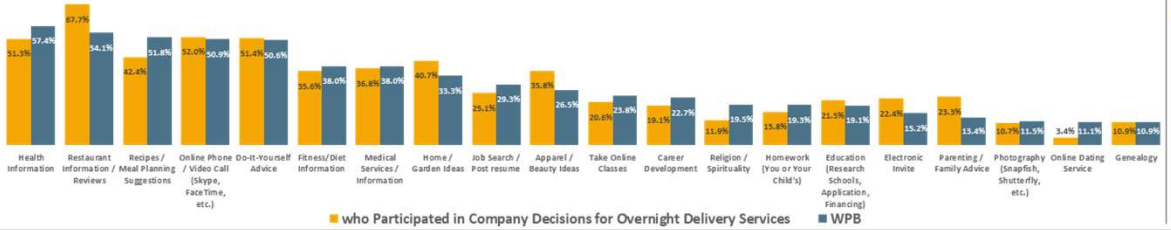
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Company purchasing decisions participated in past 12 months: Overnight delivery services

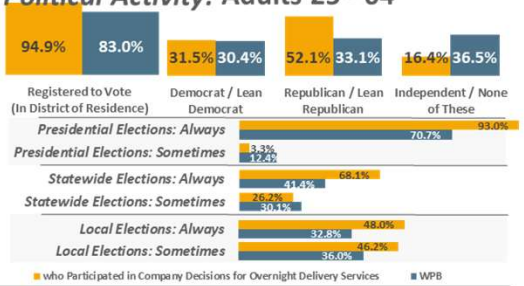


3.4% or 36,982 of WPB DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 1.6% more likely to look up D-I-Y advice online, 46.5% more likely to always vote in local elections, 142.4% more likely to belong to a gym, 26.% more likely to fly d

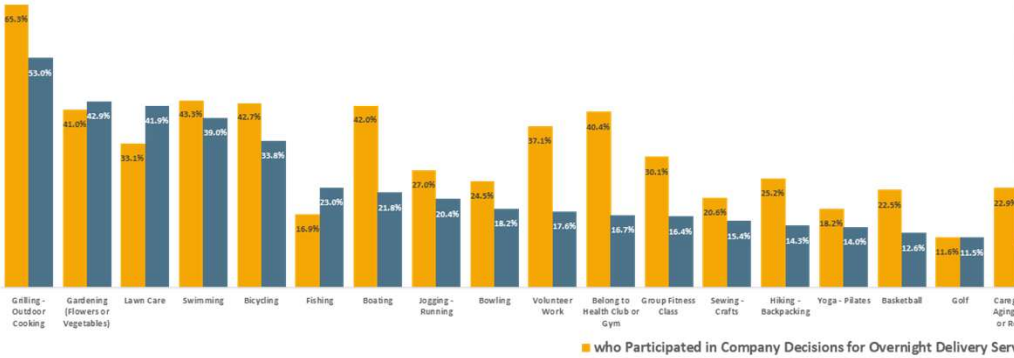
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



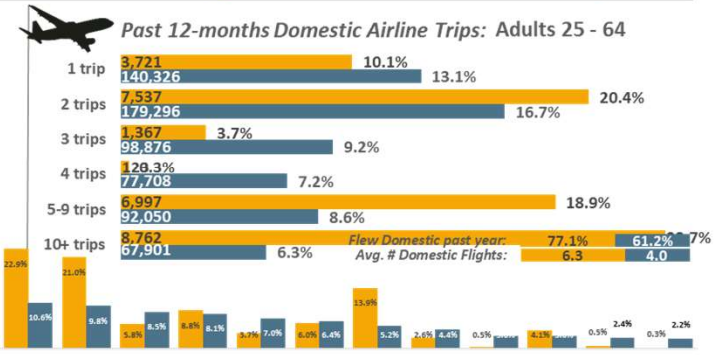
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

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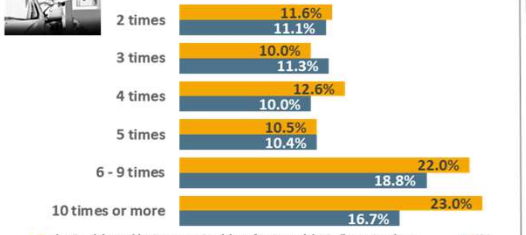
Company purchasing decisions participated in past 12 months: Overnight delivery services



2.8% or 4,820,481 of USA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 10.1% more likely to use QSRs past mo., 16.7% more likely to use Sit-Down Restaurants past mo., 38.% more likely to use Casinos past yr., 18.9% more likely to smoke c

Past 30-days QSR Users: Adults 25 - 64



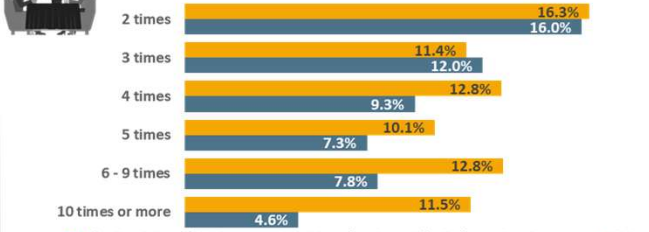


Total Monthly QSR Users: 95.6% 4,606,695 | 86.8% 55

Avg. Monthly QSR Meals: 7.0 | 6.3

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





Total Monthly Sit-Down Restaurant Users: 85.2% 4,108,618 | 73.1% 124,904,8 07

Avg. Monthly Sit-Down Restaurant Meals: 5.3 | 3.9

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who Participated in Company Decisions for Overnight... 1,882,155 39.0%

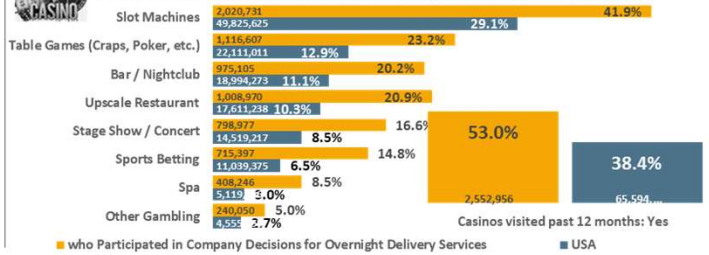
USA 22.7%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



USA *USA Projection* *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *618*

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USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *24,890*

Company purchasing decisions participated in past 12 months: Overnight delivery services



2.6% or 65,029 of MSP DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 1.2% less likely to use QSRs past mo., 13.7% less likely to use Sit-Down Restaurants past mo., 24.5% more likely to use Casinos past yr., 1.8% less likely to smoke ci

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 86.1% 87.1% — 55,966 — 2,197,579

Avg. Monthly QSR Meals: 5.3 5.7

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users: 63.8% 73.9% — 41,463 — 1,863,618

Avg. Monthly Sit-Down Restaurant Meals: 4.3 3.3

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who Participated in Company Decisions for Overnight... 15,438 23.7%

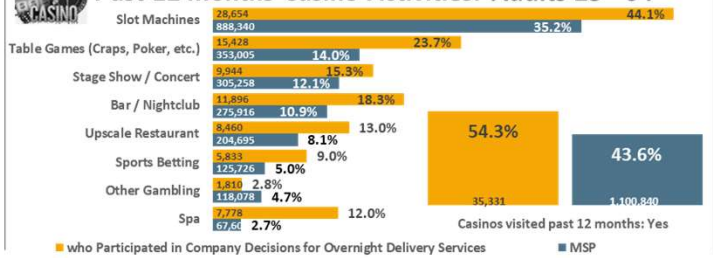
MSP 394,608 15.6%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Casinos visited past 12 months: Yes

54.3% — 35,331

43.6% — 1,100,840

Used Past 30-days: Adults 25 - 64



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Company purchasing decisions participated in past 12 months: Overnight delivery services



1.6% or 24,986 of STL DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 1.9% less likely to use QSRs past mo., 10.2% less likely to use Sit-Down Restaurants past mo., 73.6% more likely to use Casinos past yr., 24.8% less likely to smoke c

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



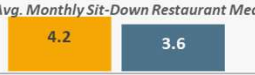
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

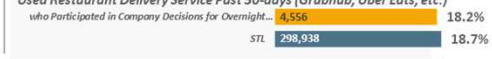


Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

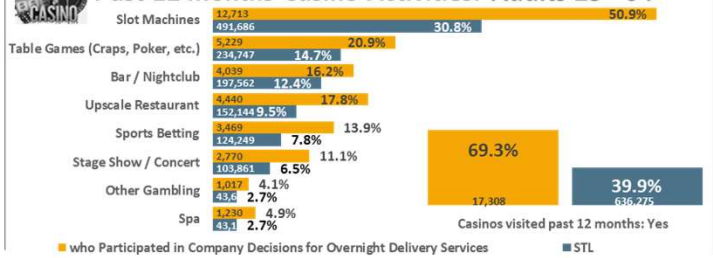


Drank Past 30-days: Adults 25 - 64

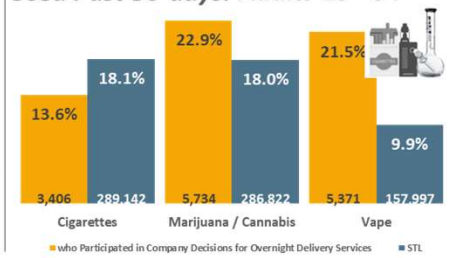


Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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Company purchasing decisions participated in past 12 months: Overnight delivery services



1.4% or 17,053 of CIN DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 16.2% more likely to use QSRs past mo., 29.4% more likely to use Sit-Down Restaurants past mo., 110.4% more likely to use Casinos past yr., 12.2% more likely to smoke

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 100.0% 17,053 | 86.1% 1,056,933

Avg. Monthly QSR Meals: 8.4 | 6.5

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users: 93.5% 15,937 | 72.2% 886,521

Avg. Monthly Sit-Down Restaurant Meals: 7.0 | 4.0

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who Participated in Company Decisions for Overnight... 4,512 26.5%

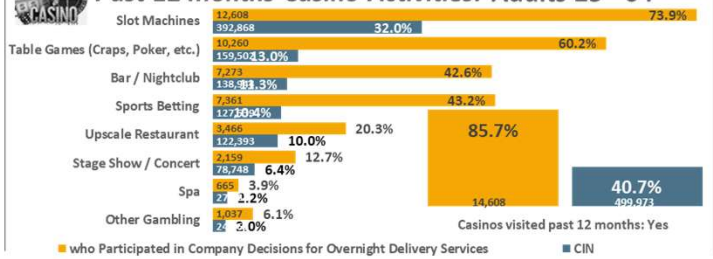
CIN 261,679 21.3%

Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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Company purchasing decisions participated in past 12 months: Overnight delivery services



3.4% or 36,982 of WPB DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 15.4% more likely to use QSRs past mo., 29.1% more likely to use Sit-Down Restaurants past mo., 65.1% more likely to use Casinos past yr., 81.1% less likely to smoke

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



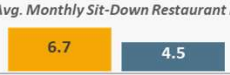
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

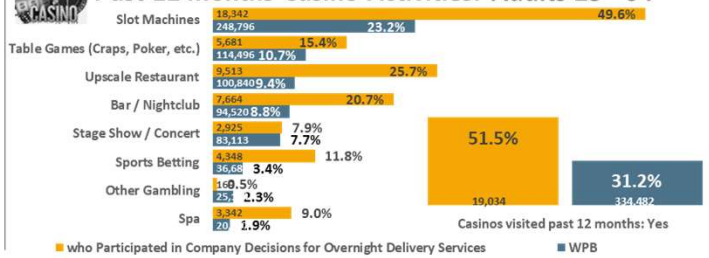


Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64



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Company purchasing decisions participated in past 12 months: Overnight delivery services

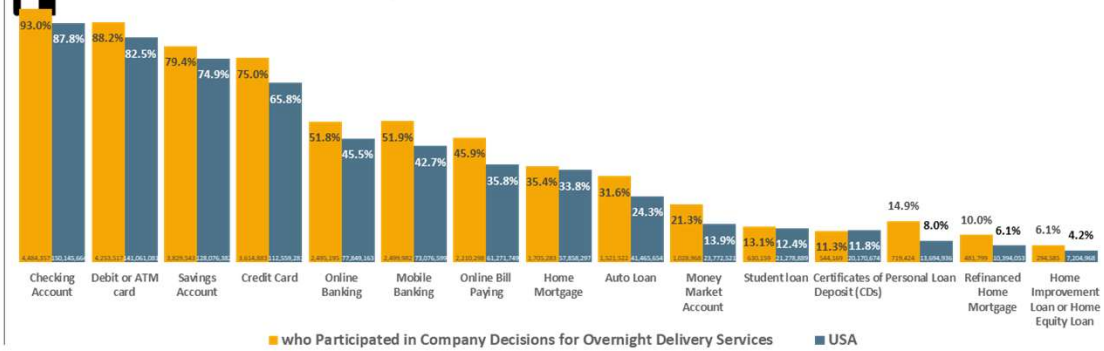


2.8% or 4,820,481 of USA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 4.7% more likely to have a 401K, 30.1% more likely to have an Auto Loan, 35.2% more likely to Invest/Trade Stocks Online, 26.8% more likely to pay with their Debit Ca

Investments Owned: Adults 25 - 64



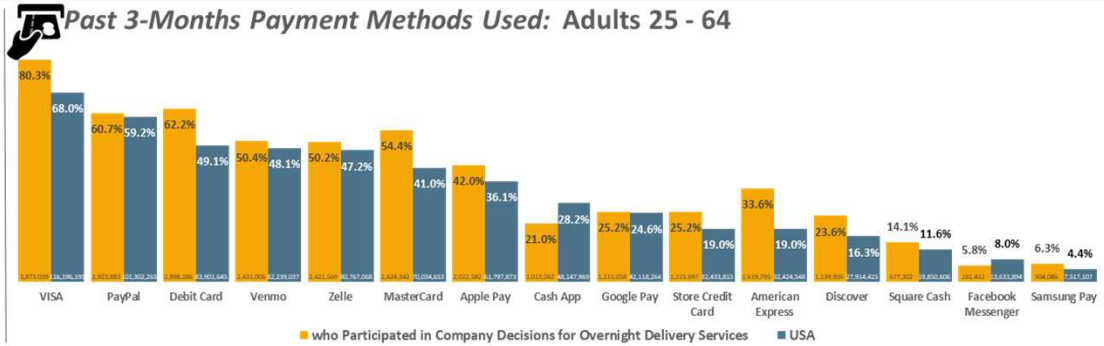
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

Company purchasing decisions participated in past 12 months: Overnight delivery services

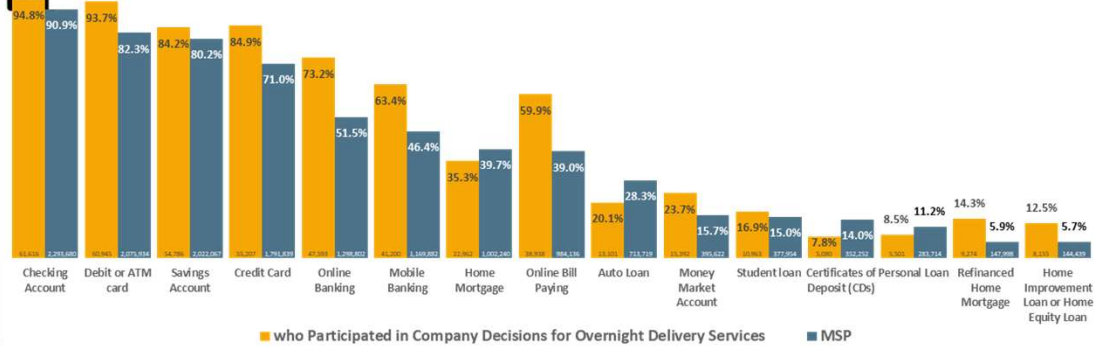


2.6% or 65,029 of MSP DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 10.8% less likely to have a 401K, 28.8% less likely to have an Auto Loan, 52.3% more likely to Invest/Trade Stocks Online, 48.2% more likely to pay with their Debit C

Investments Owned: Adults 25 - 64



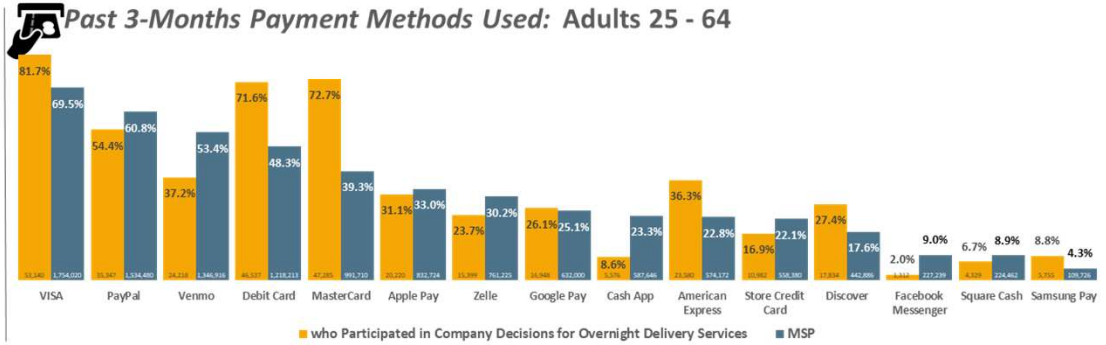
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



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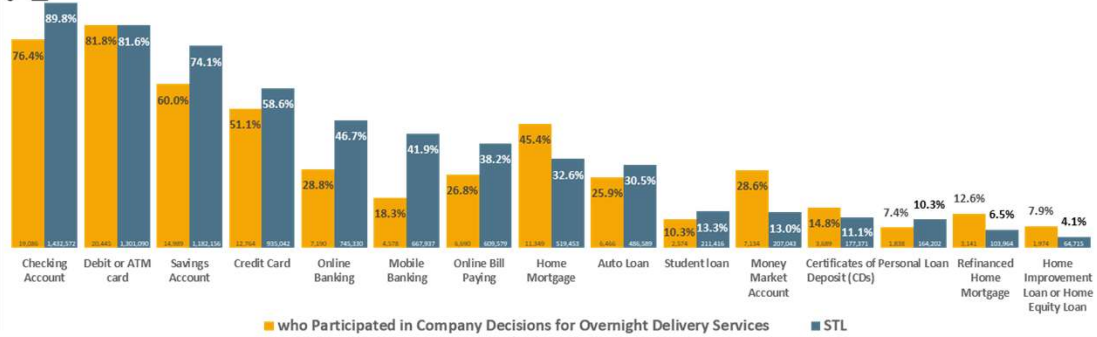
Company purchasing decisions participated in past 12 months: Overnight delivery services

1.6% or 24,986 of STL DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 26.3% more likely to have a 401K, 15.2% less likely to have an Auto Loan, 33.5% less likely to Invest/Trade Stocks Online, 6.6% less likely to pay with their Debit Ca

Investments Owned: Adults 25 - 64



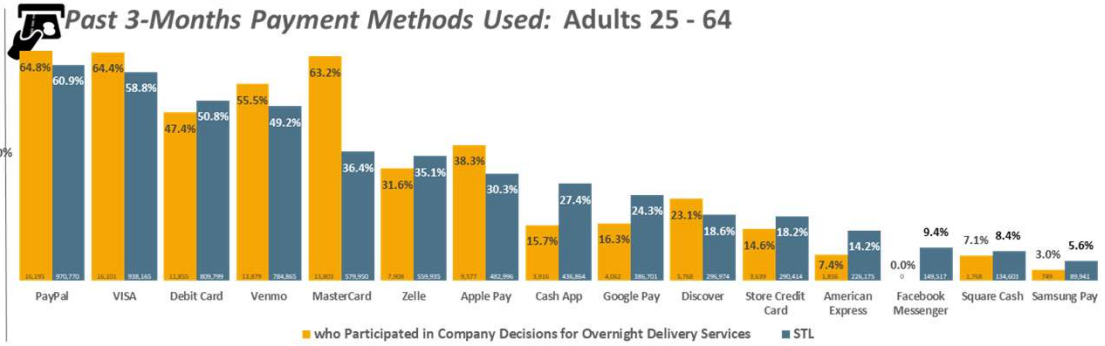
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



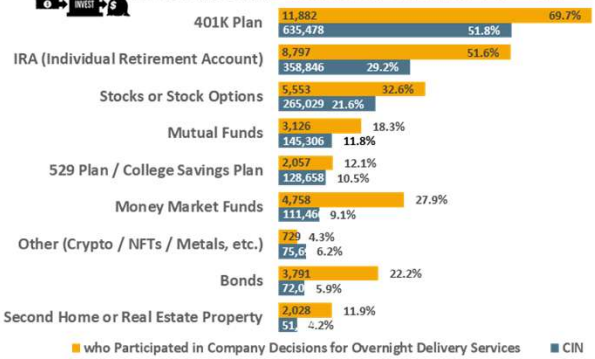
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Company purchasing decisions participated in past 12 months: Overnight delivery services

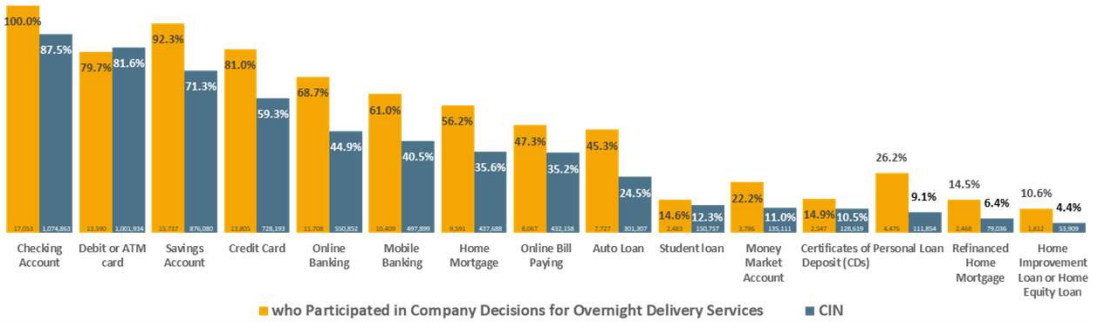


1.4% or 17,053 of CIN DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 34.6% more likely to have a 401K, 84.7% more likely to have an Auto Loan, 86.1% more likely to Invest/Trade Stocks Online, 13.% more likely to pay with their Debit Ca

Investments Owned: Adults 25 - 64



Financial Services Has and/or Uses: Adults 25 - 64

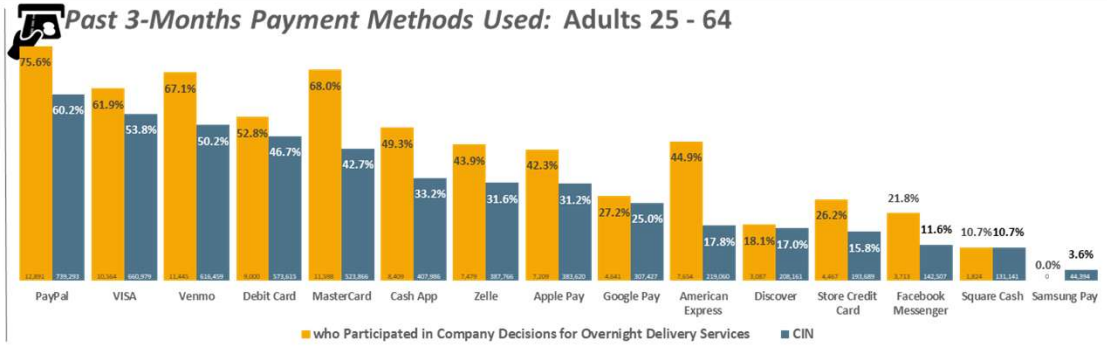


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 64



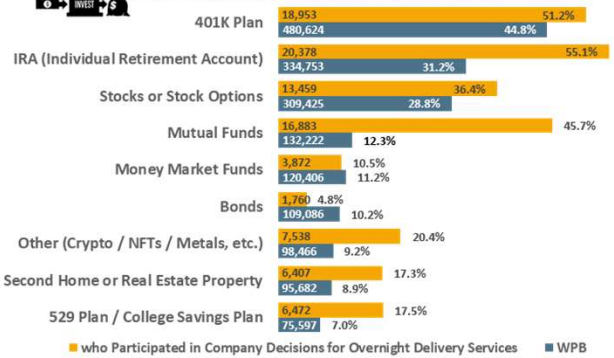
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Company purchasing decisions participated in past 12 months: Overnight delivery services

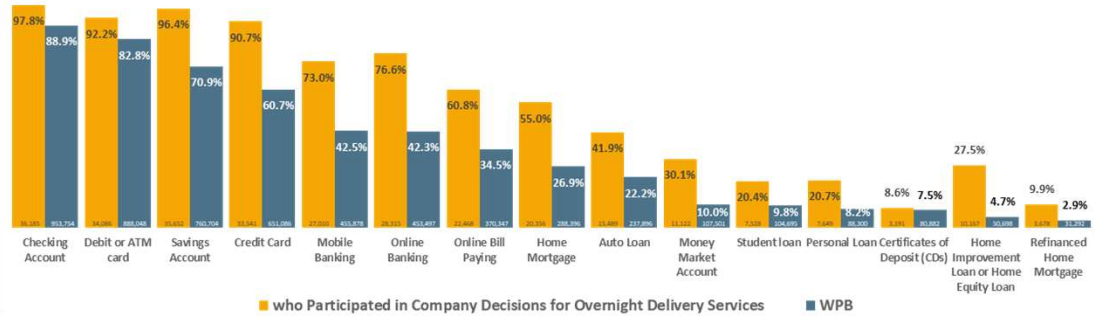


3.4% or 36,982 of WPB DMA Adults 25 - 64 Participated in Company Decisions for Overnight Delivery Services. Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services are 14.4% more likely to have a 401K, 88.9% more likely to have an Auto Loan, 74.% more likely to Invest/Trade Stocks Online, 19.1% more likely to pay with their Debit Ca

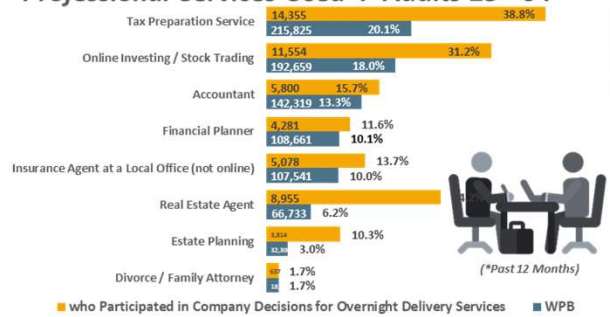
Investments Owned: Adults 25 - 64



Financial Services Has and/or Uses: Adults 25 - 64

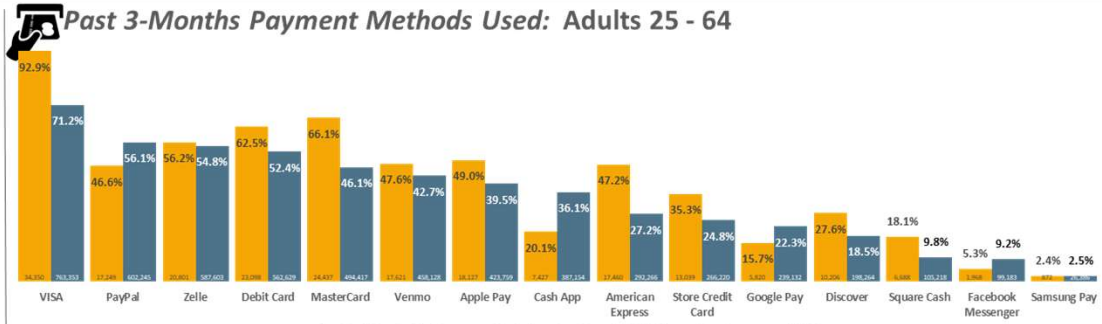


Professional Services Used:* Adults 25 - 64



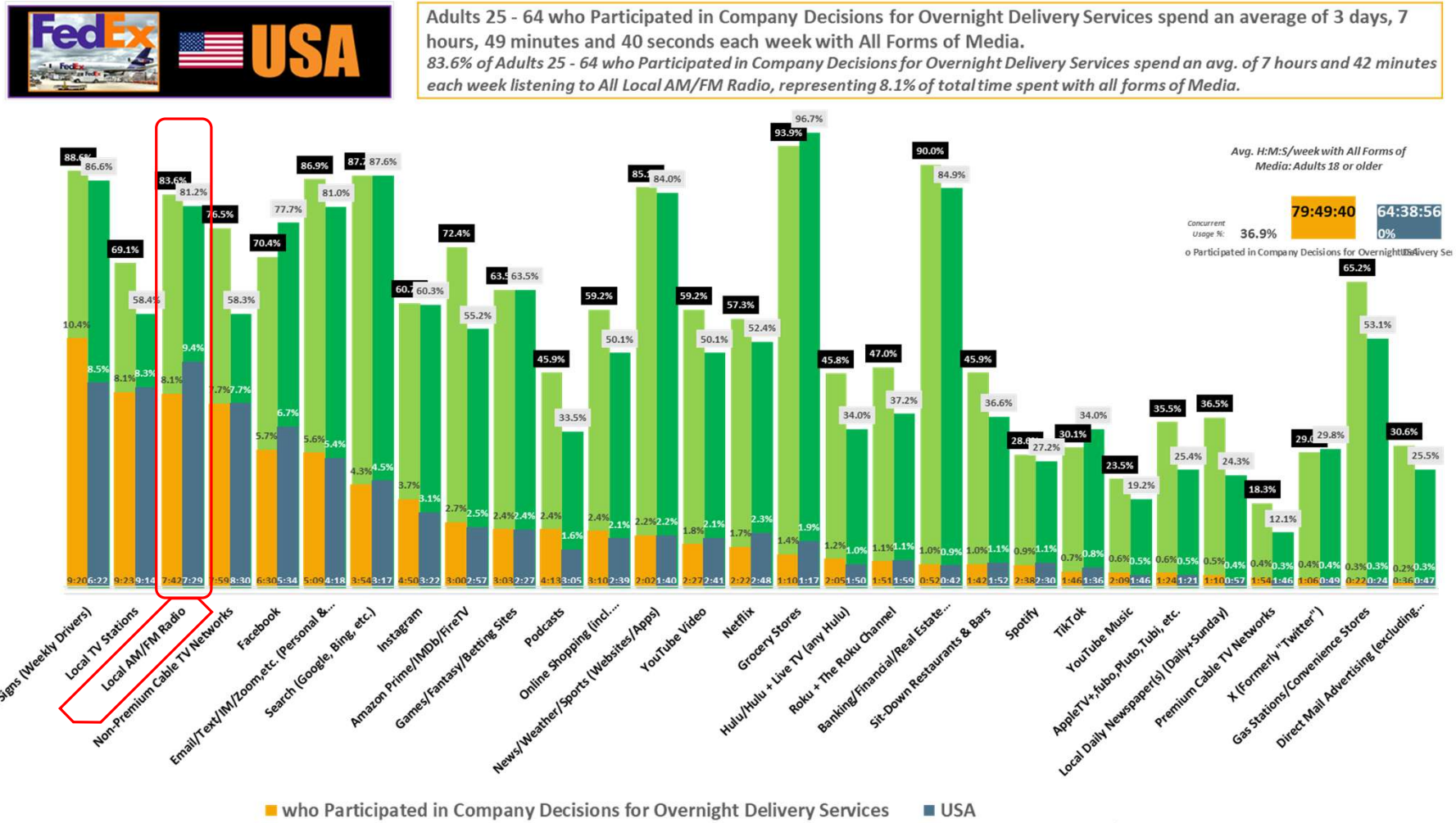
*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 64



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Company purchasing decisions participated in past 12 months: Overnight delivery services

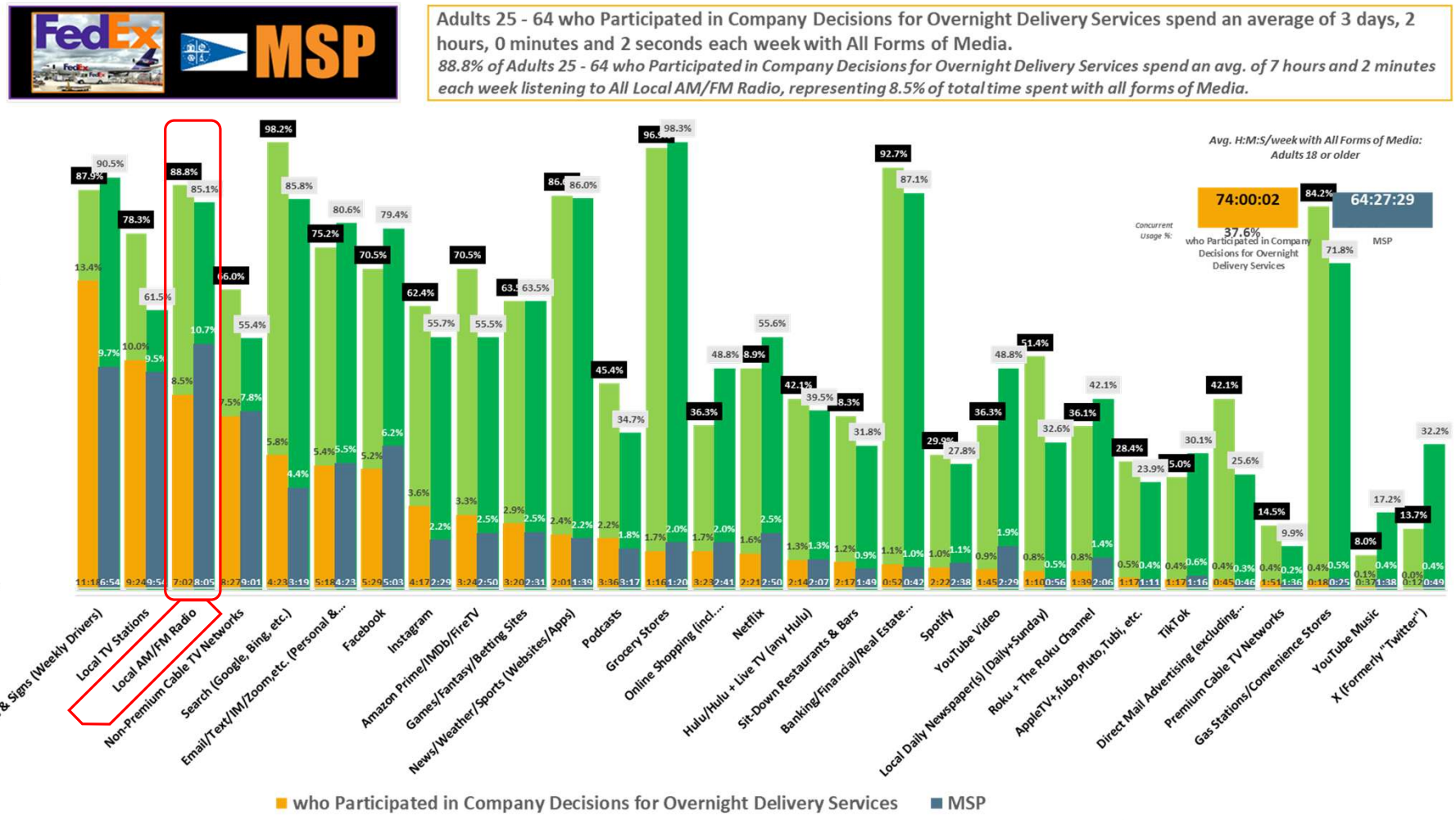


USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Company purchasing decisions participated in past 12 months: Overnight delivery services



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

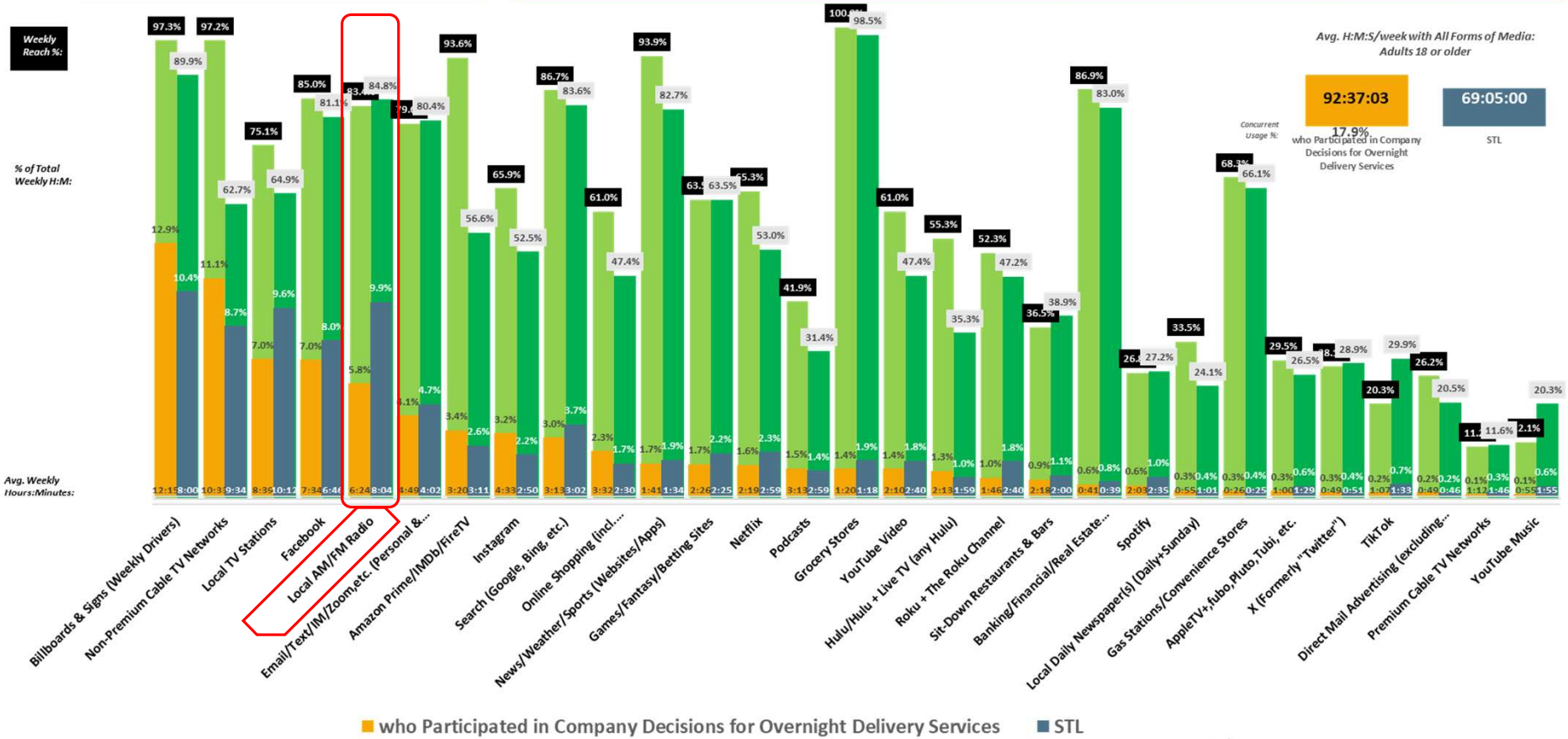
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Company purchasing decisions participated in past 12 months: Overnight delivery services

Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 3 days, 20 hours, 37 minutes and 3 seconds each week with All Forms of Media.

83.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an avg. of 6 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 5.8% of total time spent with all forms of Media.

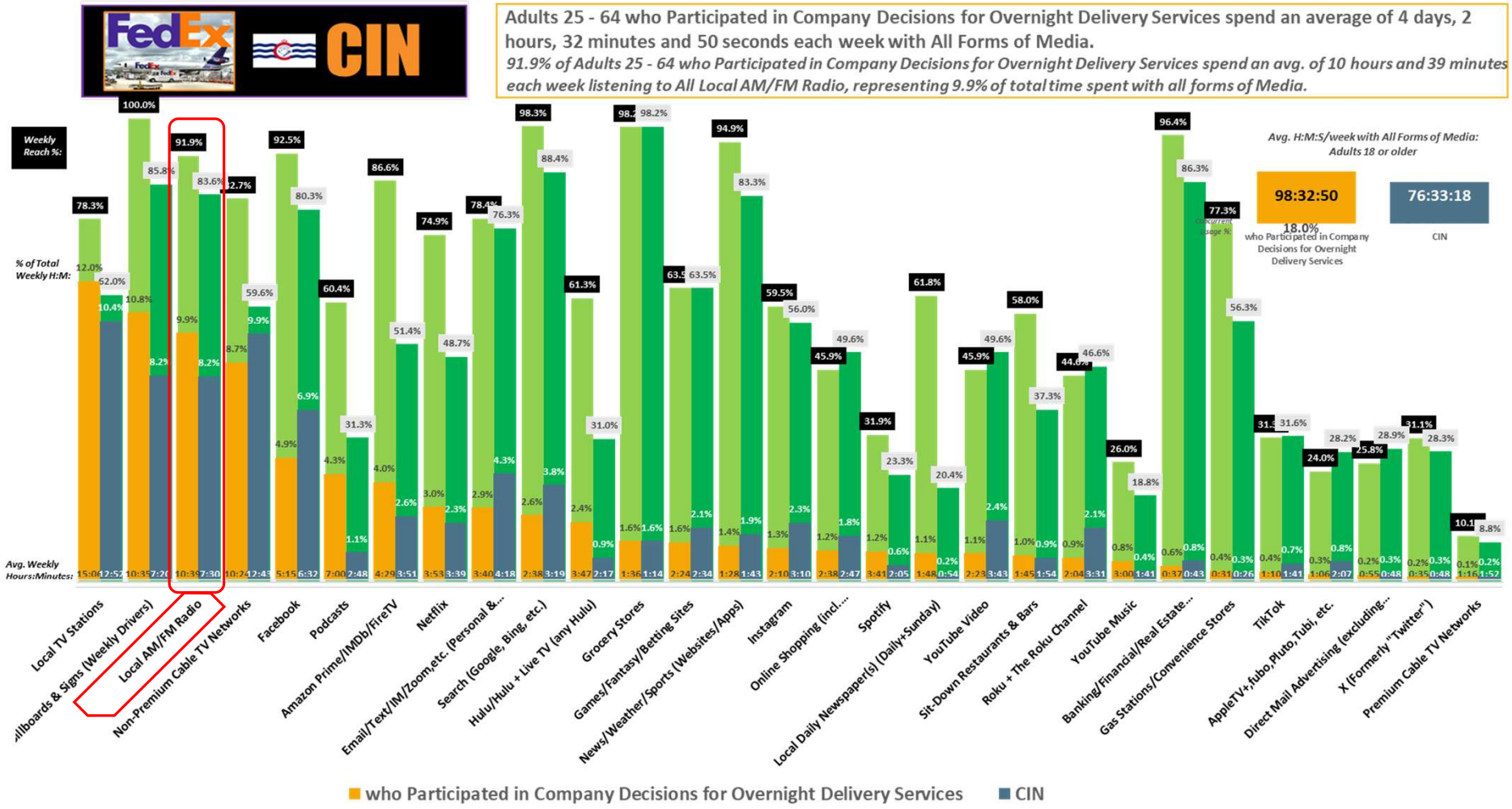


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Company purchasing decisions participated in past 12 months: Overnight delivery services

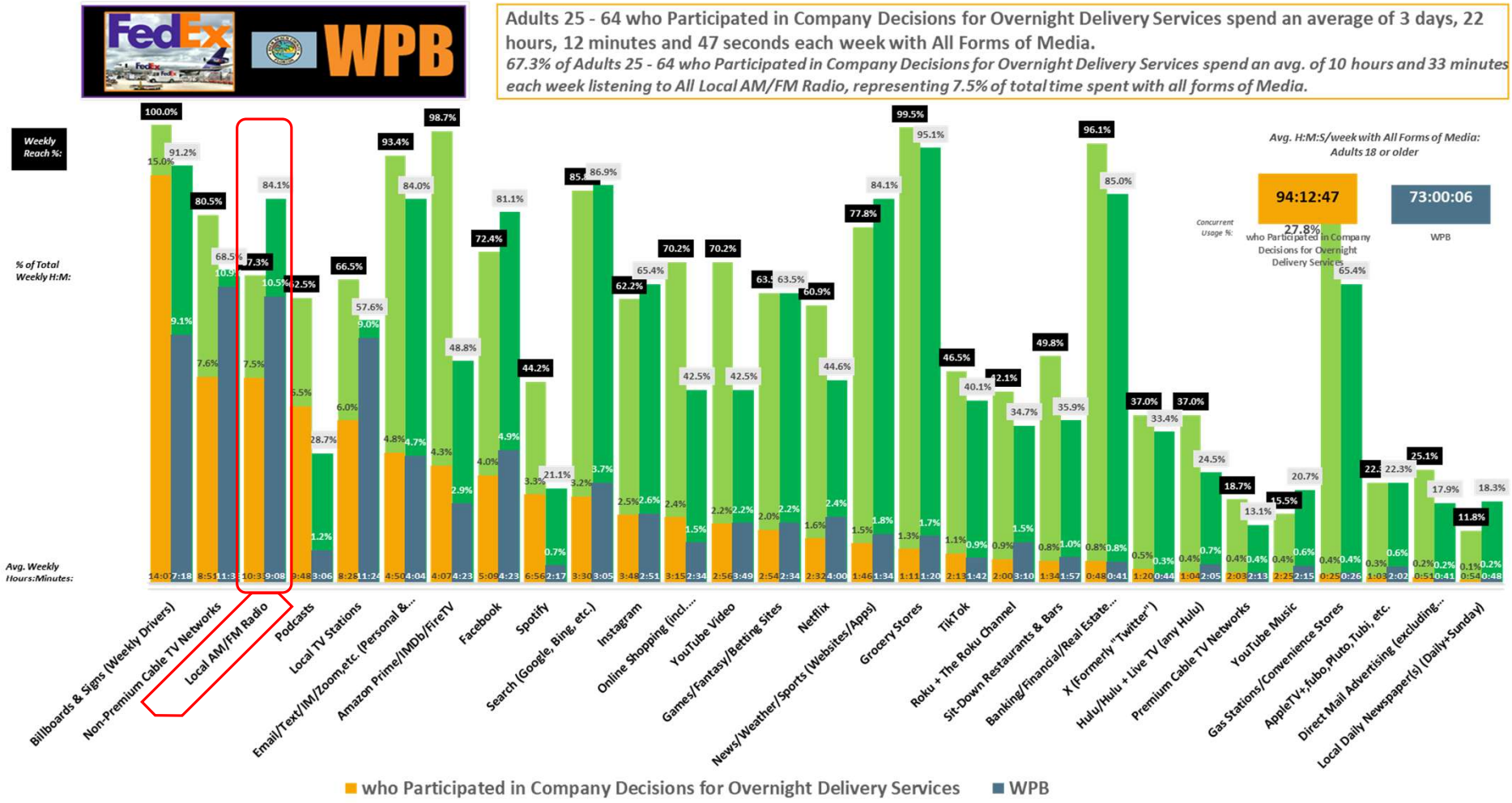


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Company purchasing decisions participated in past 12 months: Overnight delivery services



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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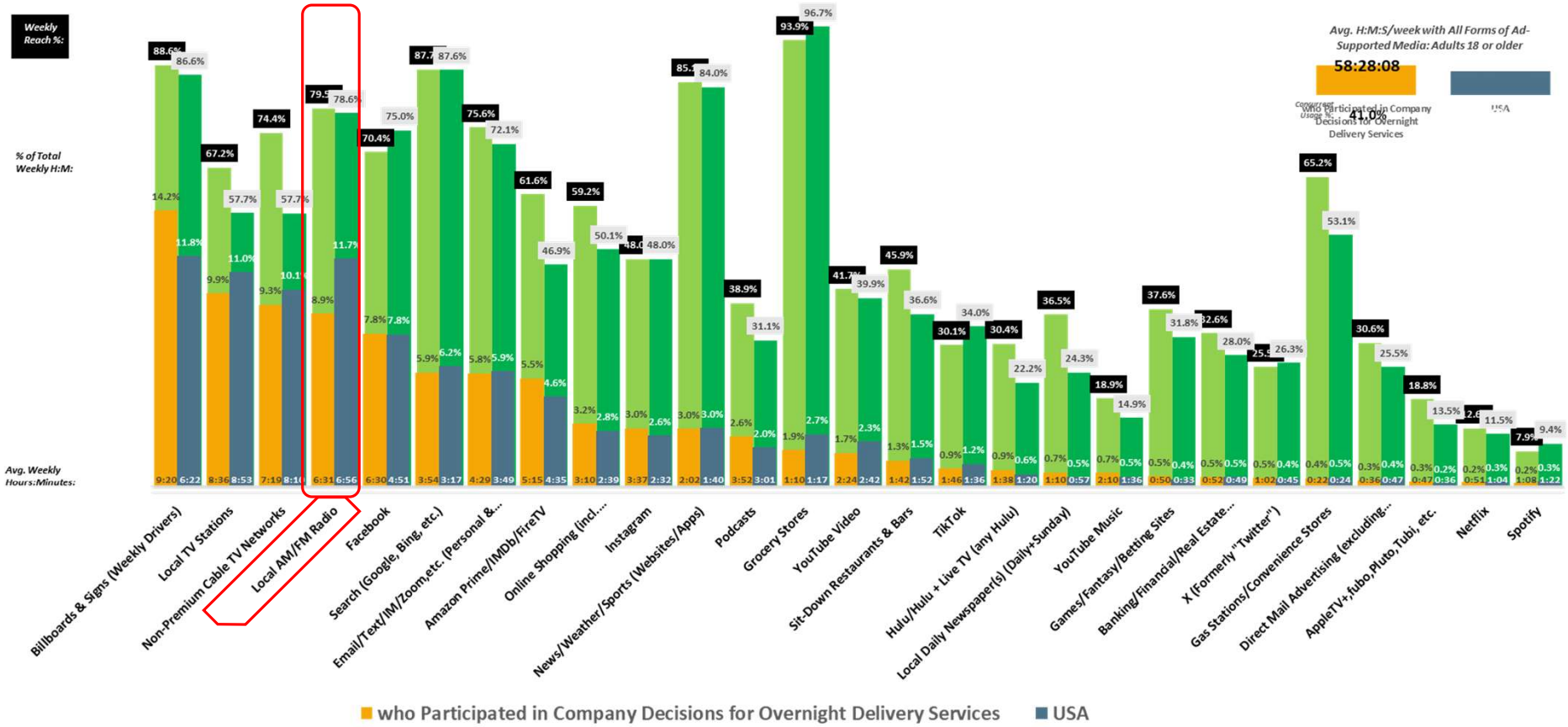
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Company purchasing decisions participated in past 12 months: Overnight delivery services



Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 2 days, 10 hours, 28 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

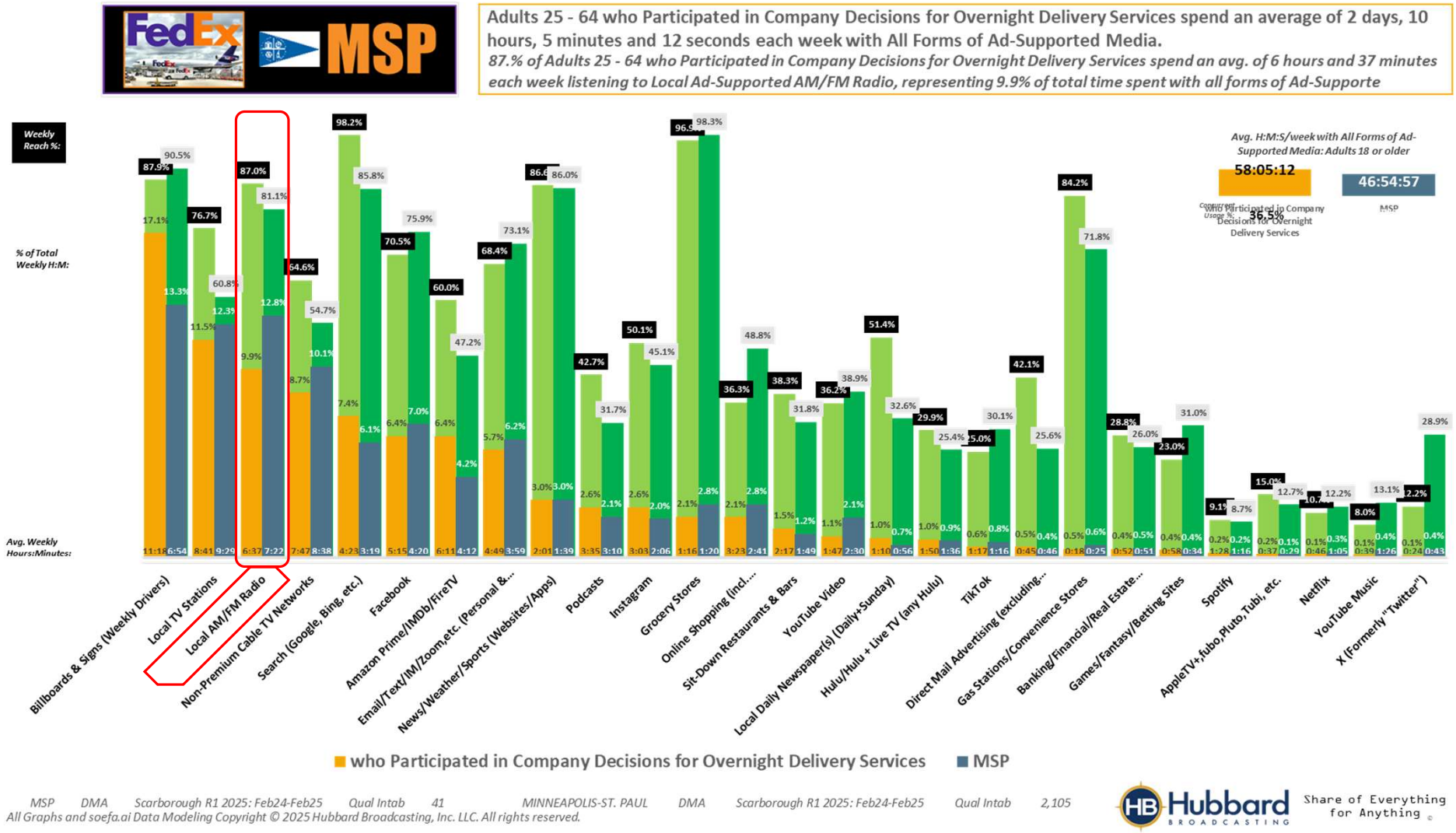
79.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an avg. of 6 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.9% of total time spent with all forms of Ad-Support



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Company purchasing decisions participated in past 12 months: Overnight delivery services

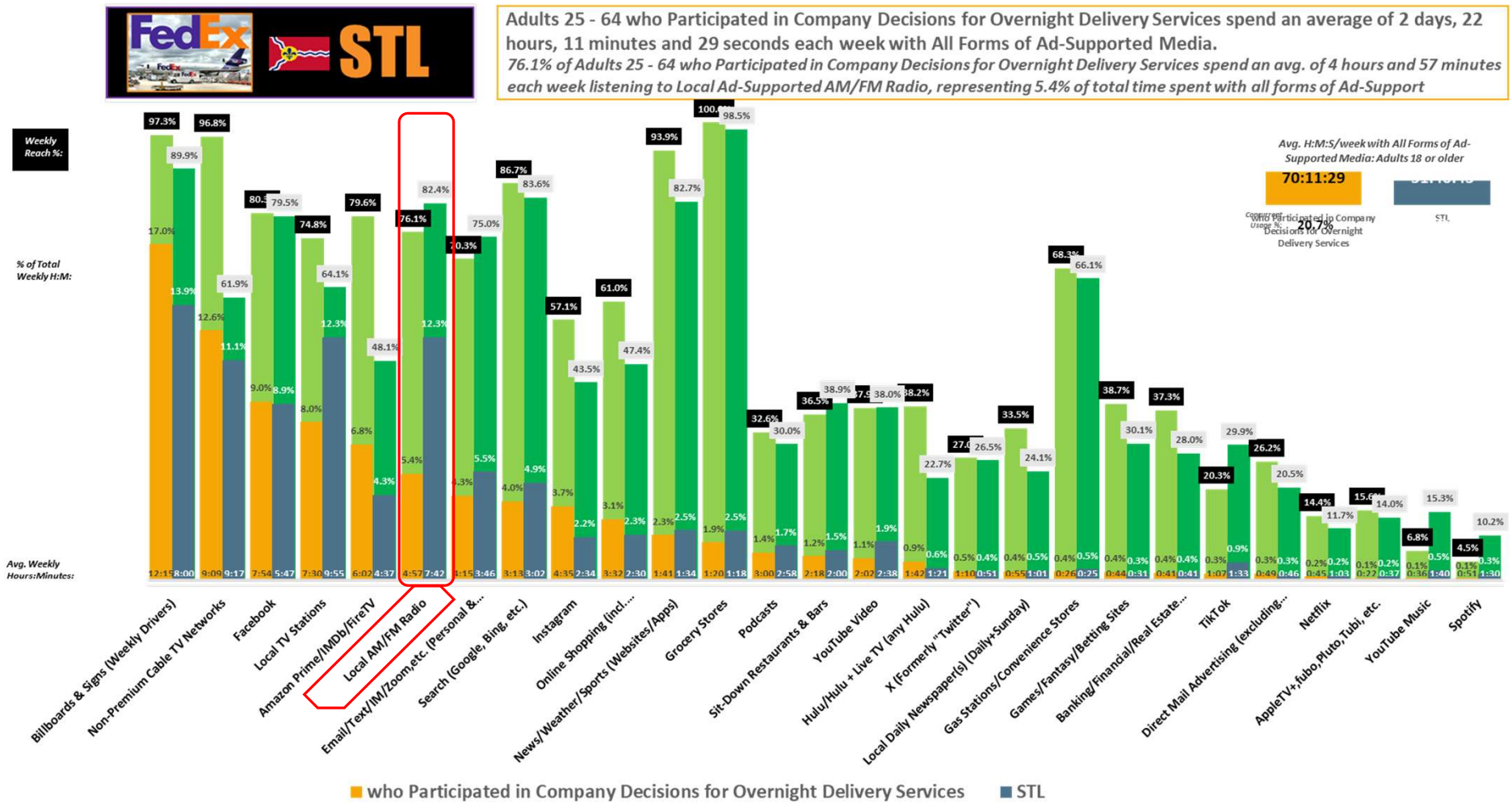


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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Company purchasing decisions participated in past 12 months: Overnight delivery services

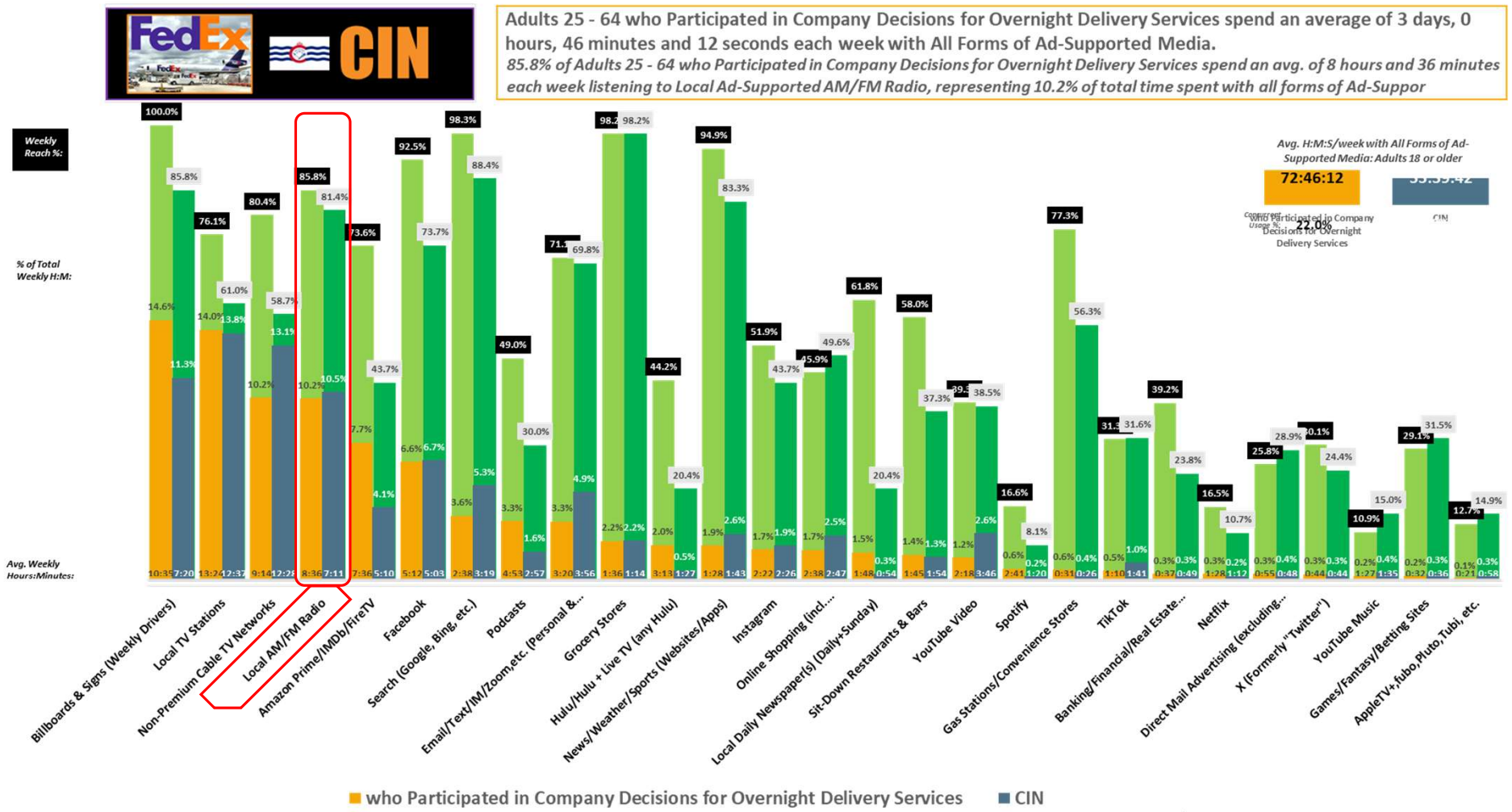


STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Company purchasing decisions participated in past 12 months: Overnight delivery services

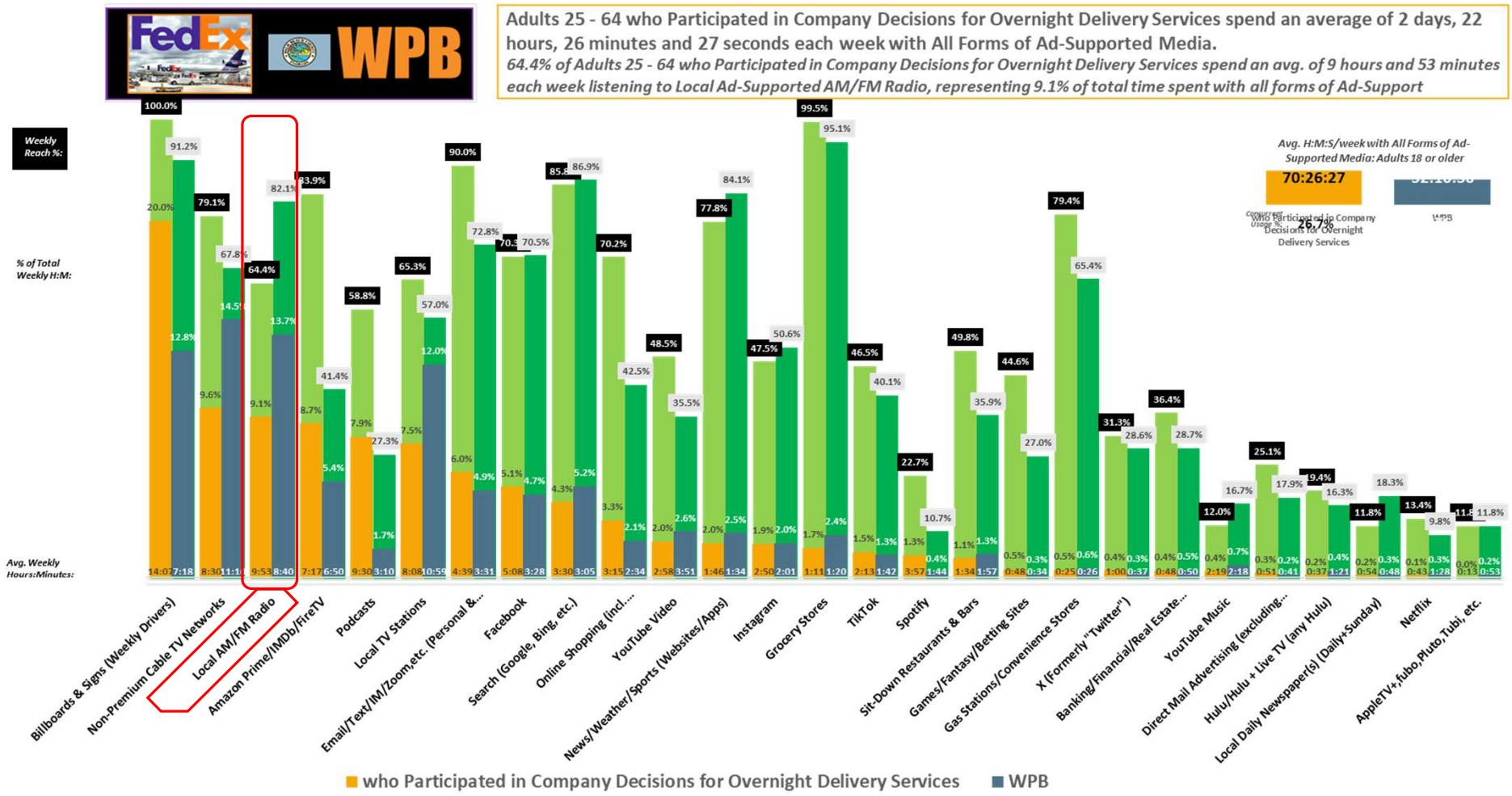


CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Company purchasing decisions participated in past 12 months: Overnight delivery services



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

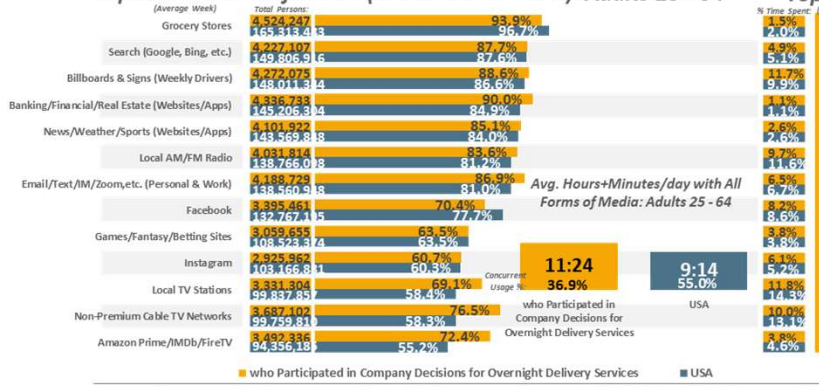
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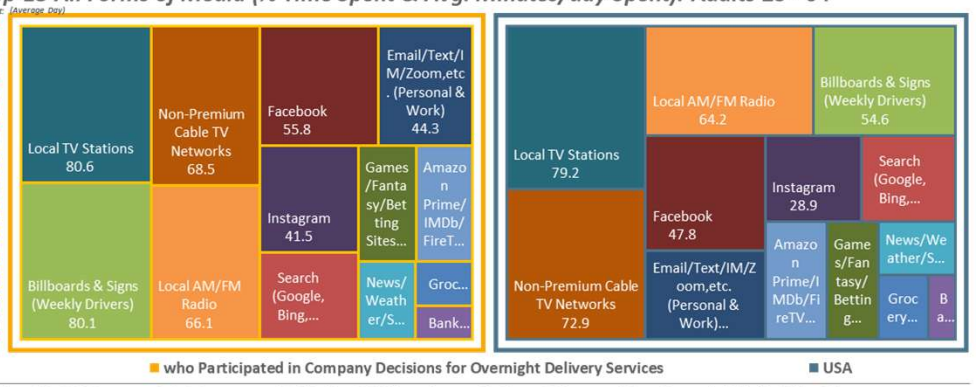
Company purchasing decisions participated in past 12 months: Overnight delivery services

Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 55.9 minutes/day. *(Local Radio delivers 8.9% of Time with Ad-Supported Media.)*

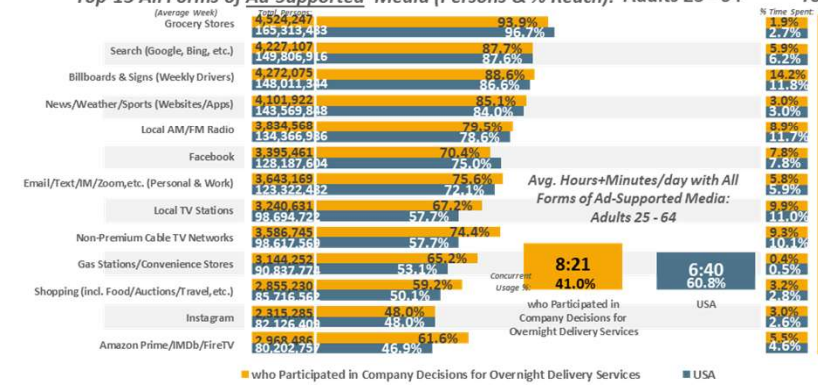
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



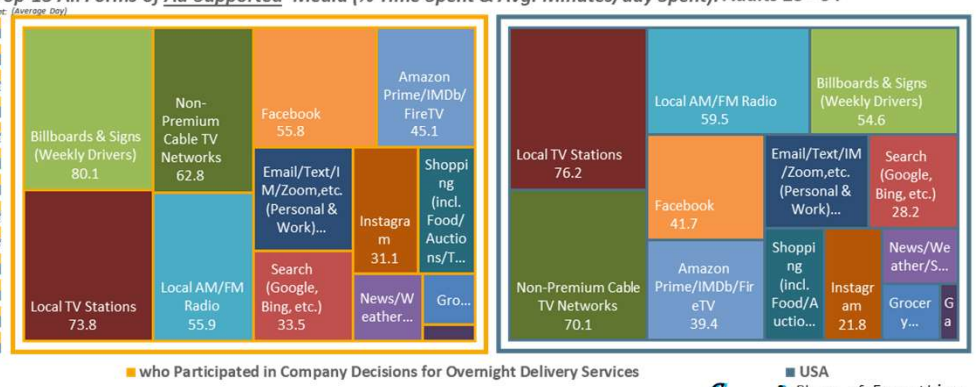
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

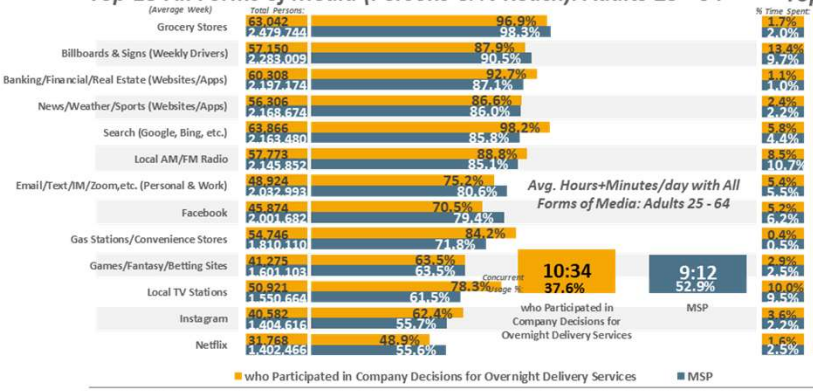
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Company purchasing decisions participated in past 12 months: Overnight delivery services

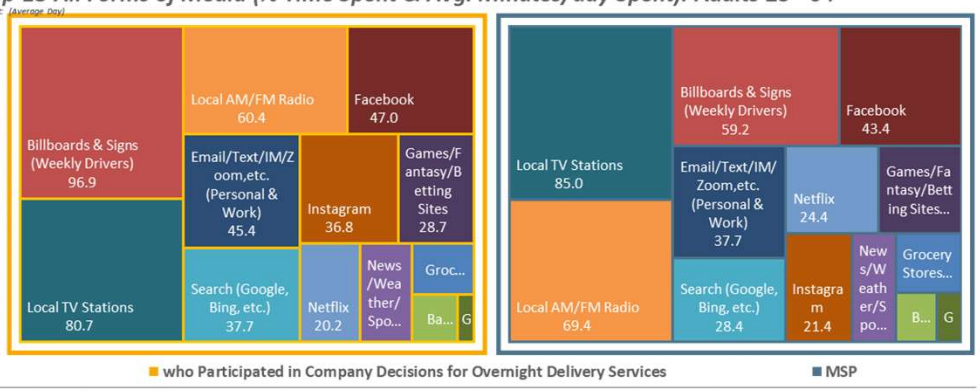


Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 8 hours and 17 minutes each day with All Forms of Ad-Supported Media. 87.% listen to Local AM/FM Radio for an avg. of 56.7 minutes/day. *(Local Radio delivers 9.9% of Time with Ad-Supported Media.)*

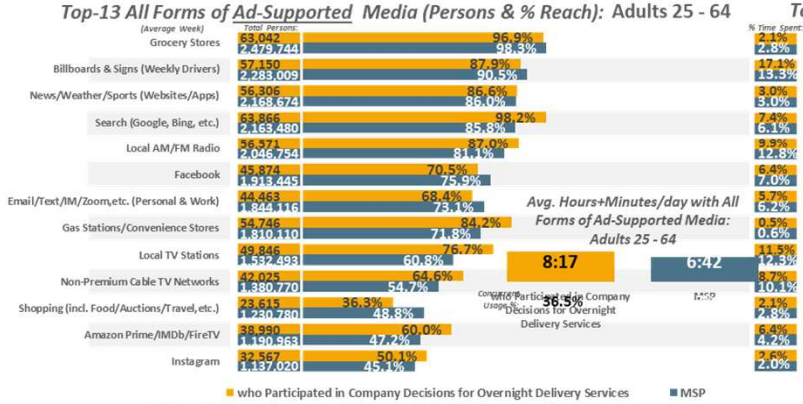
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



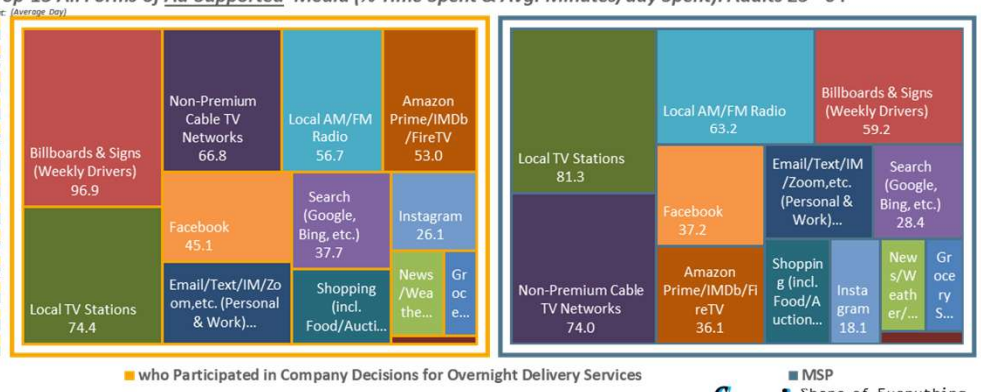
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

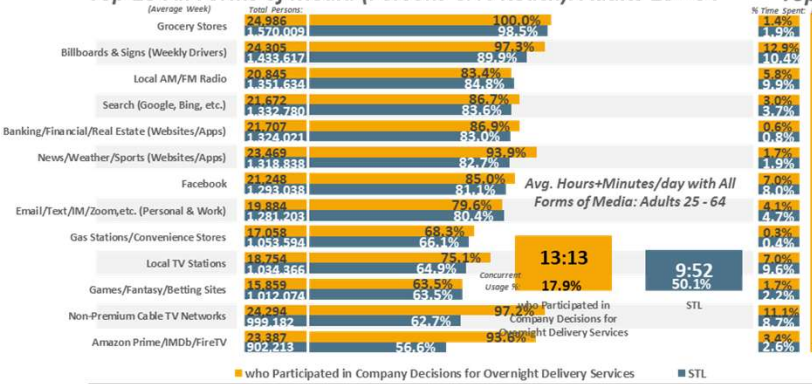
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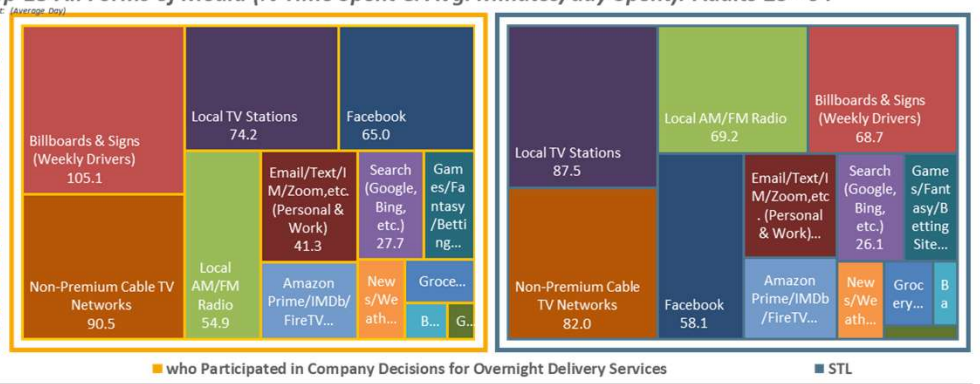
Company purchasing decisions participated in past 12 months: Overnight delivery services

Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 10 hours and 1 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 42.6 minutes/day.*(Local Radio delivers 5.4% of Time with Ad-Supported Media.)*

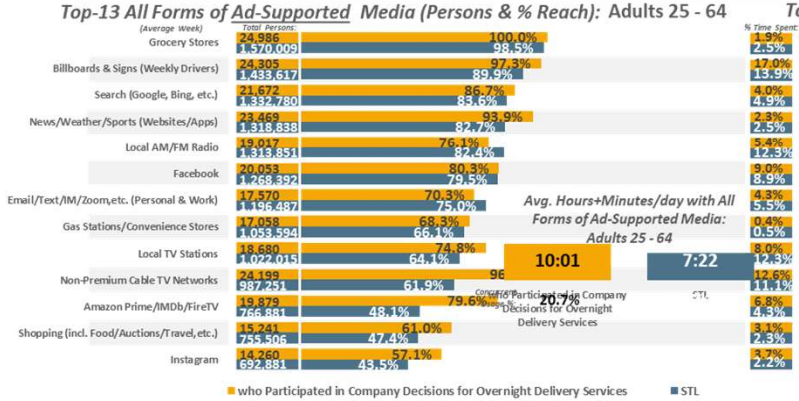
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



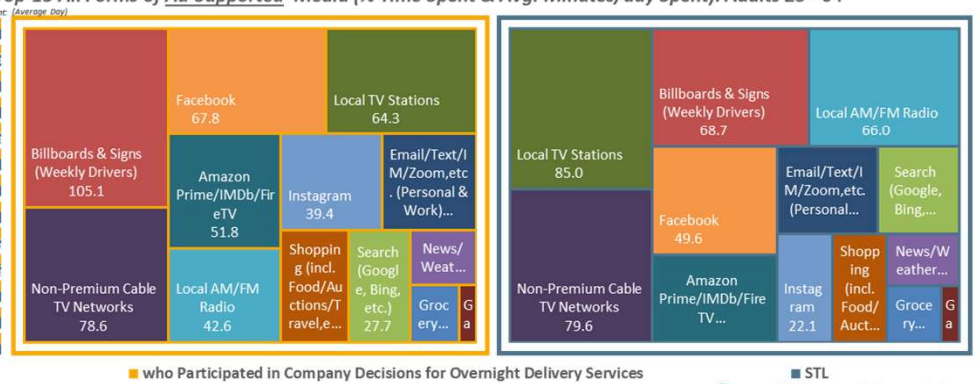
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

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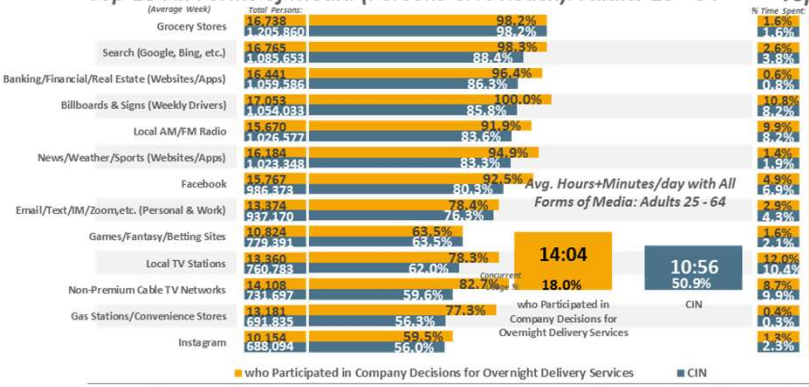
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Company purchasing decisions participated in past 12 months: Overnight delivery services

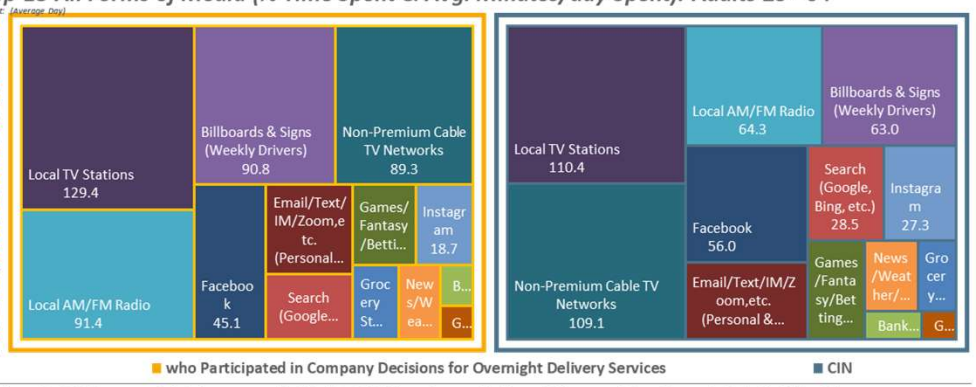


Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 10 hours and 23 minutes each day with All Forms of Ad-Supported Media. 85.8% listen to Local AM/FM Radio for an avg. of 73.9 minutes/day.*(Local Radio delivers 10.2% of Time with Ad-Supported Media.)*

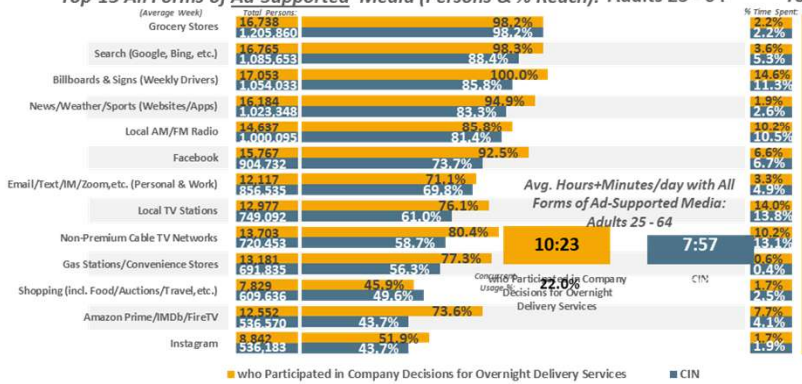
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



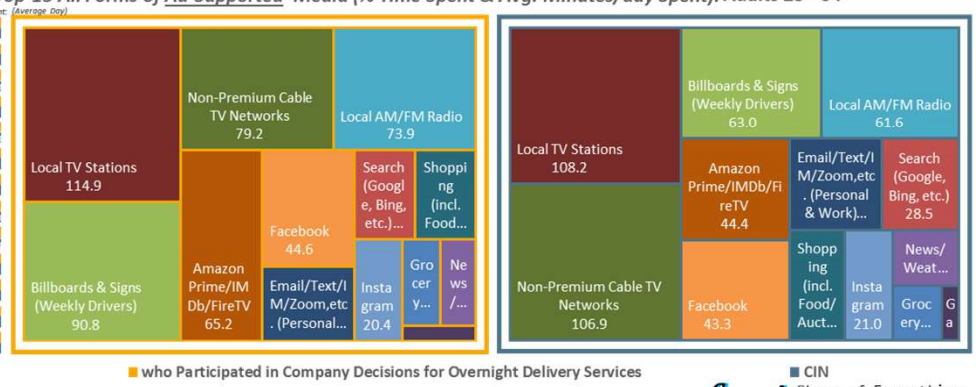
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

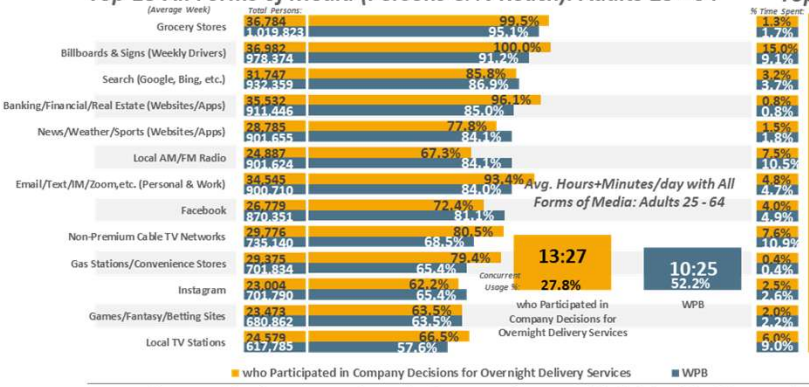
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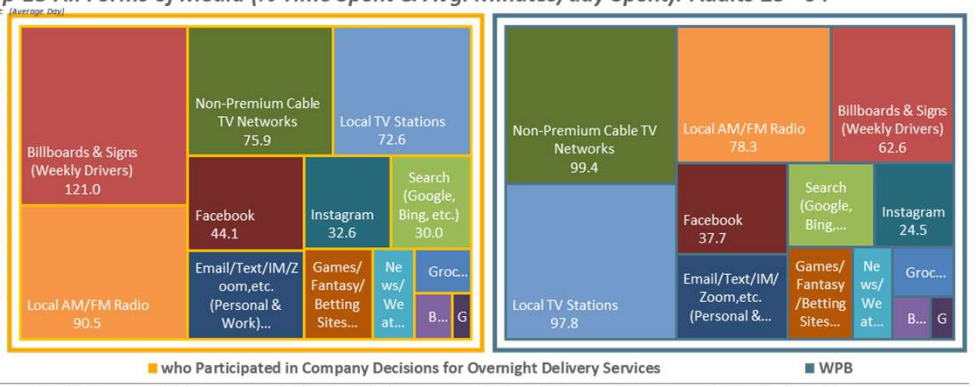
Company purchasing decisions participated in past 12 months: Overnight delivery services

Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 10 hours and 3 minutes each day with All Forms of Ad-Supported Media. 64.4% listen to Local AM/FM Radio for an avg. of 84.8 minutes/day. *(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

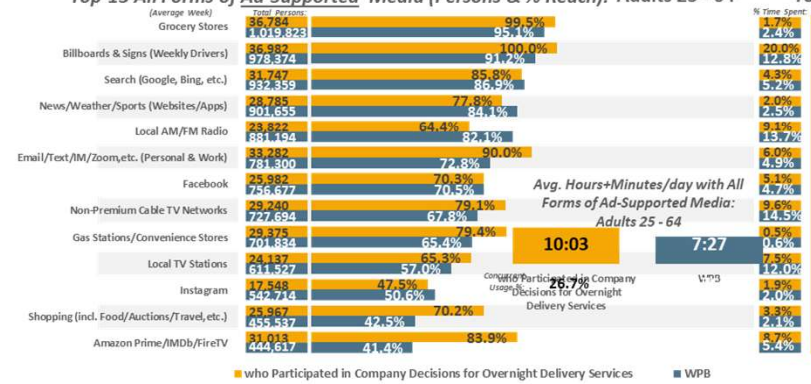
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



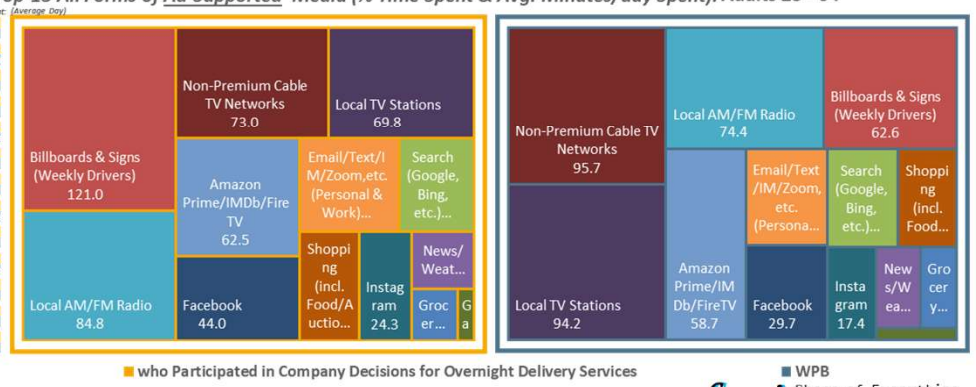
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

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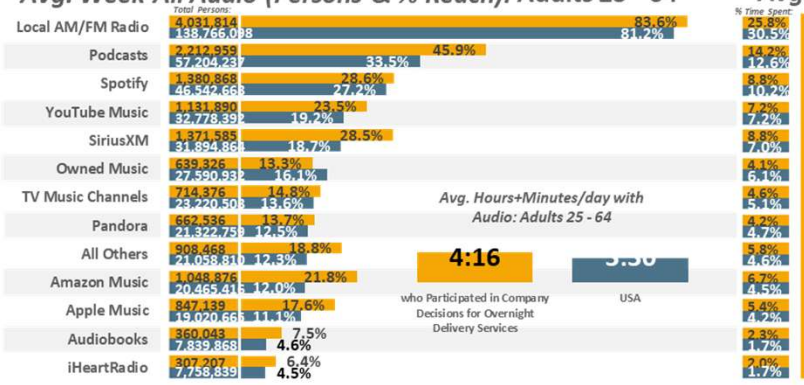
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Company purchasing decisions participated in past 12 months: Overnight delivery services

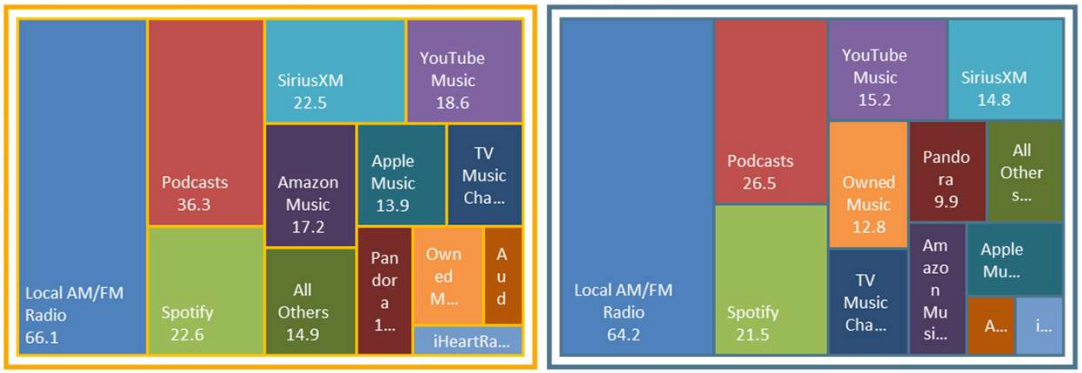


3,834,568 or 79.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 55.9 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio

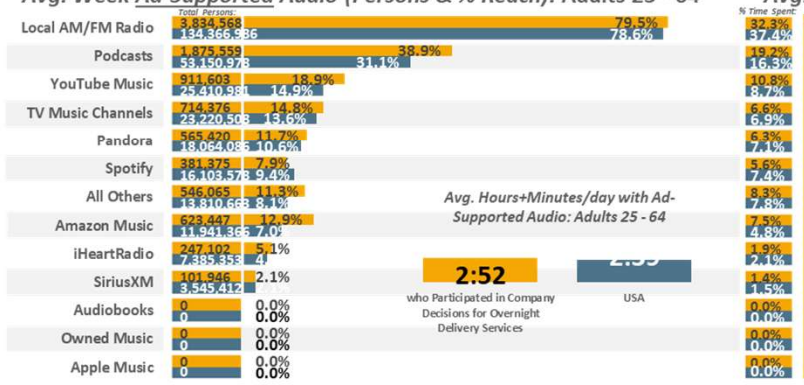
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



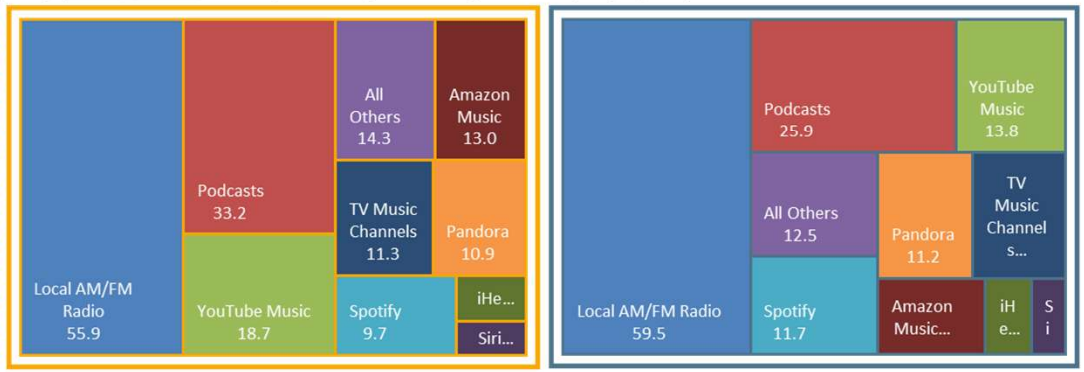
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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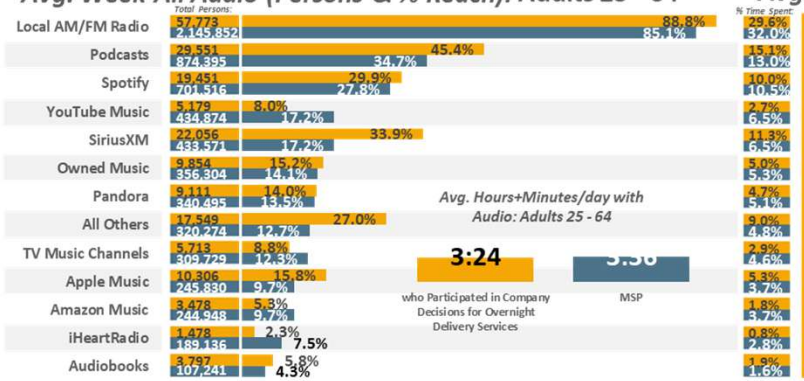
Scarborough R1 2025: Feb24-Mar25 USA Projection

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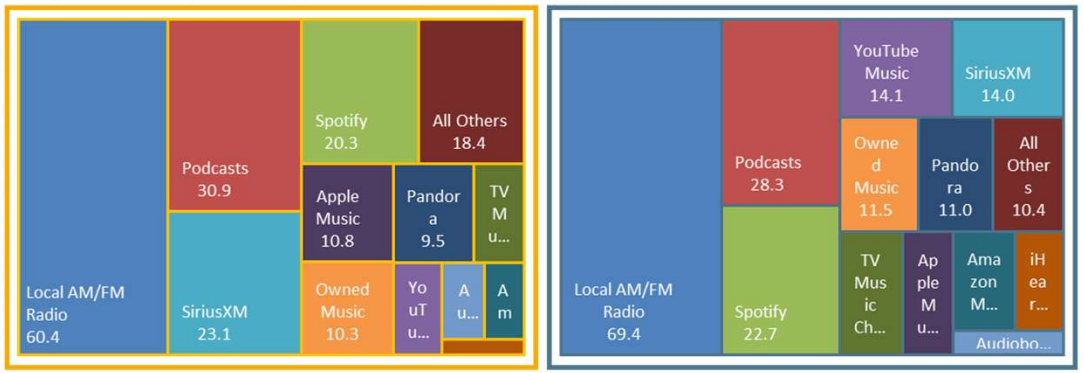
Company purchasing decisions participated in past 12 months: Overnight delivery services

56,571 or 87.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

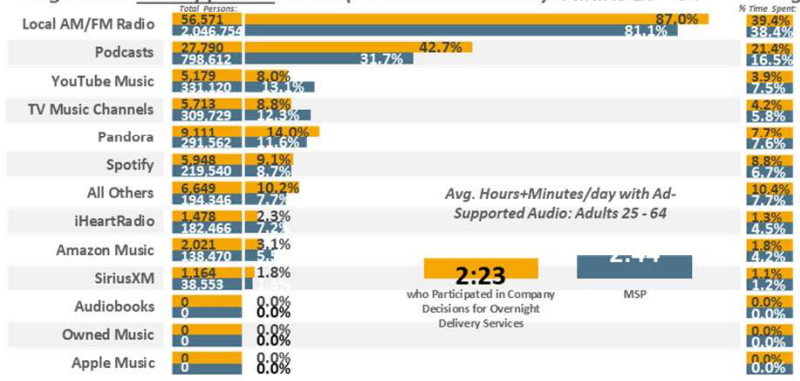
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



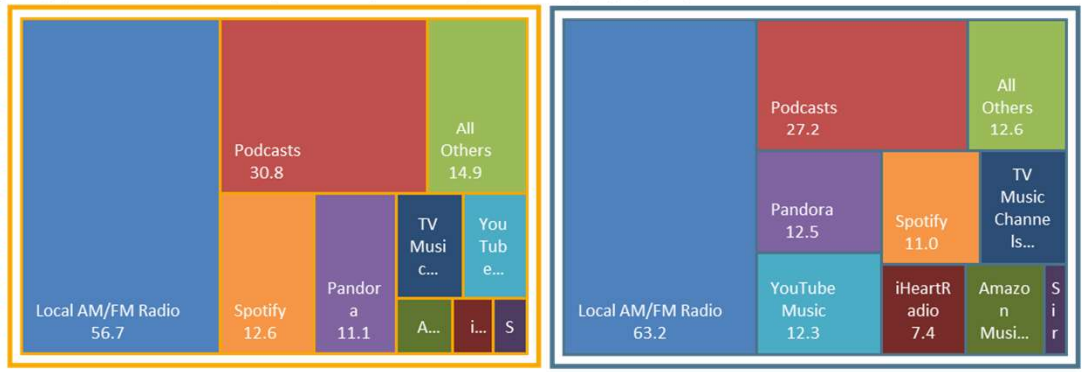
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

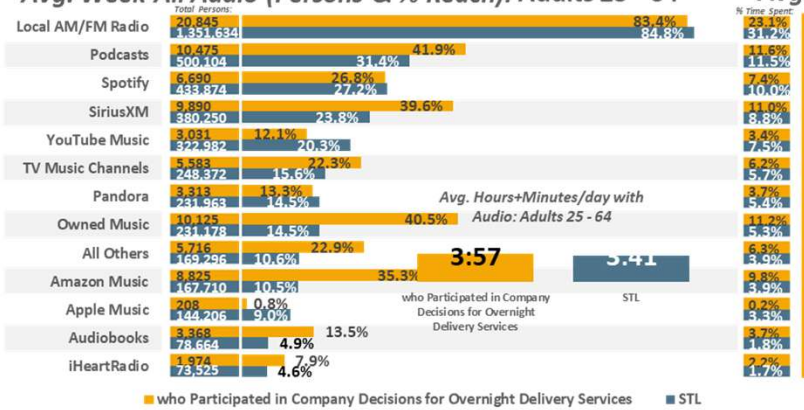
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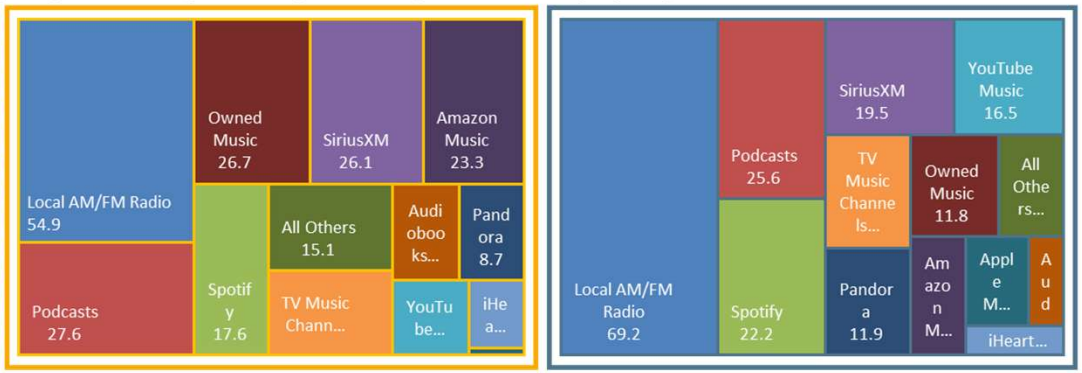
Company purchasing decisions participated in past 12 months: Overnight delivery services

19,017 or 76.1% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 42.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Audio.

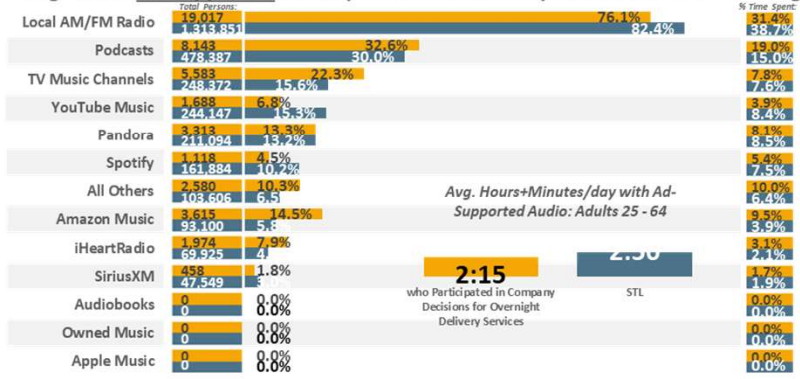
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

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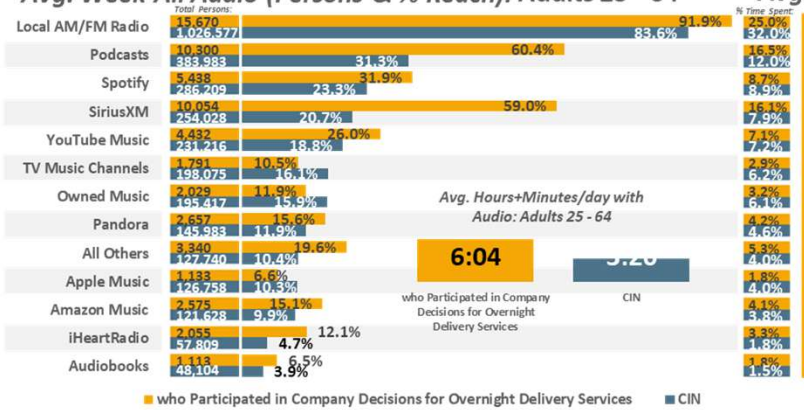
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Company purchasing decisions participated in past 12 months: Overnight delivery services

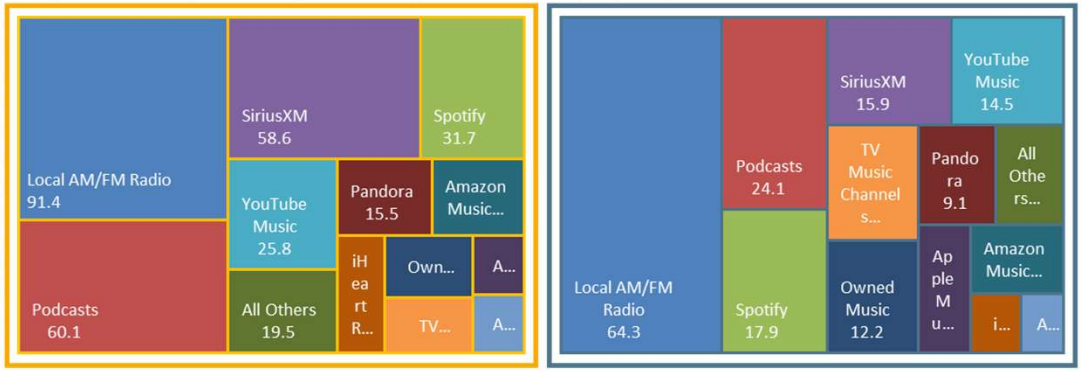
FedEx CIN

14,637 or 85.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.

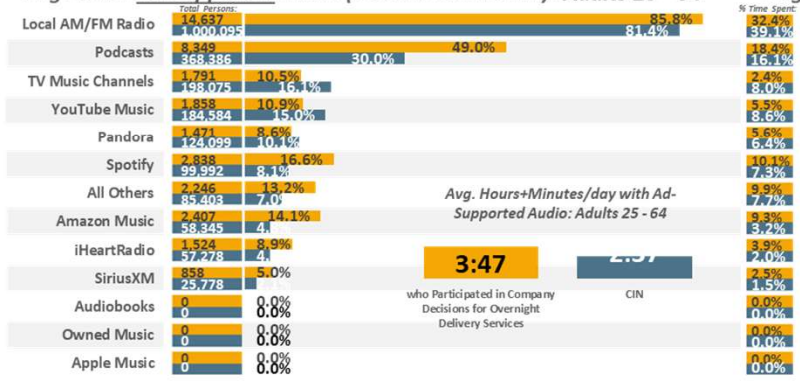
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



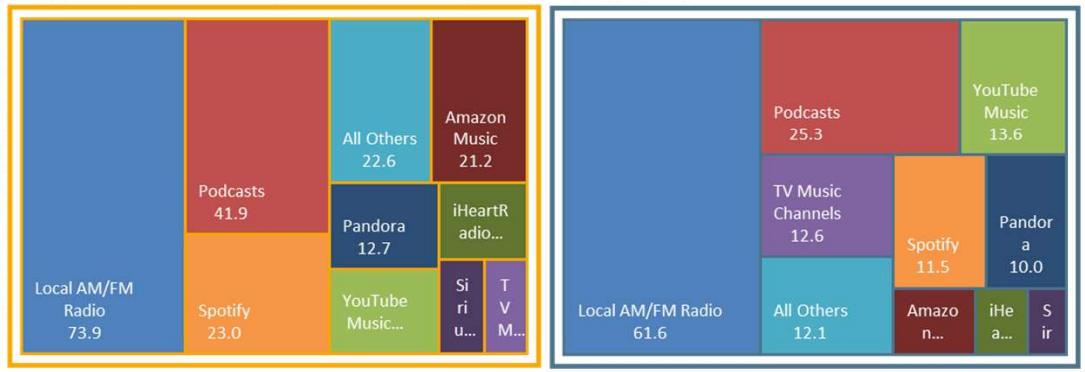
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

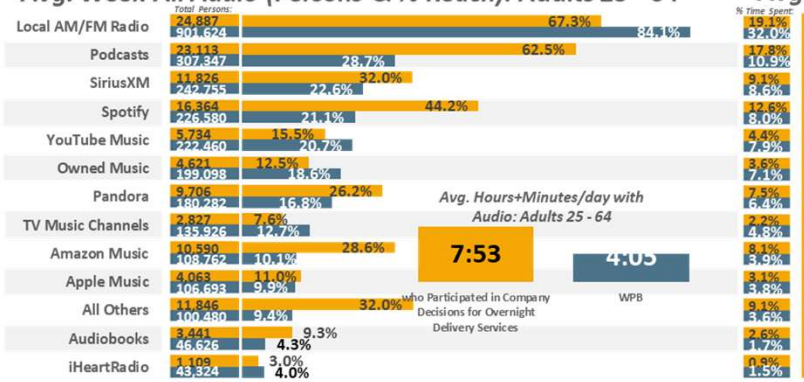
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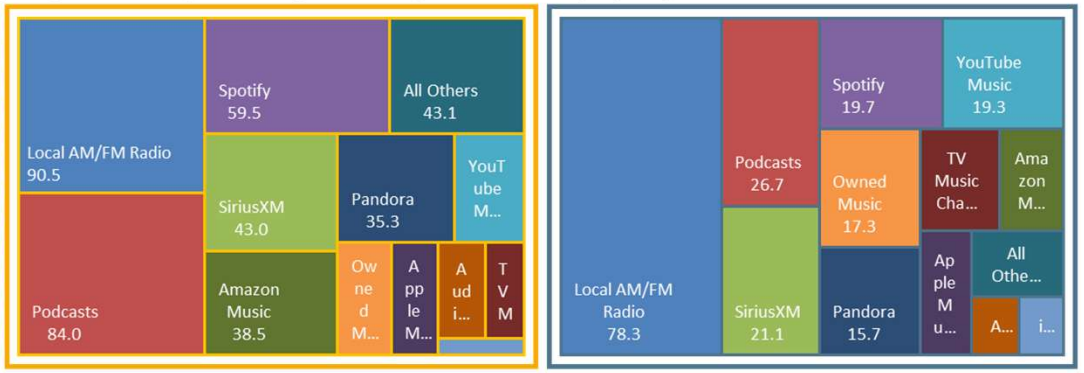
Company purchasing decisions participated in past 12 months: Overnight delivery services

23,822 or 64.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 84.8 minutes every day representing 25.1% of all time spent daily with Ad-Supported Audio.

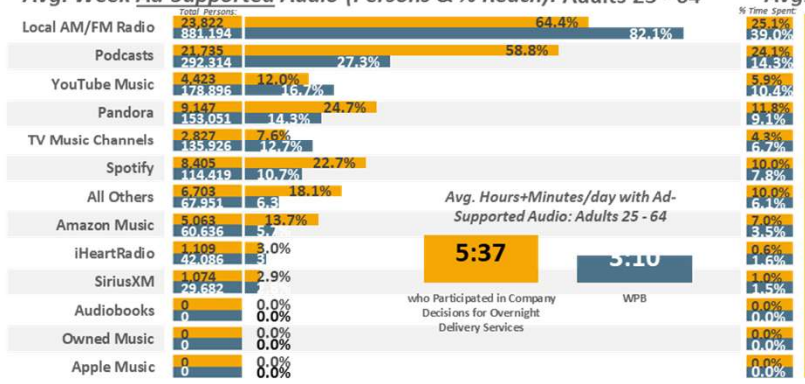
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



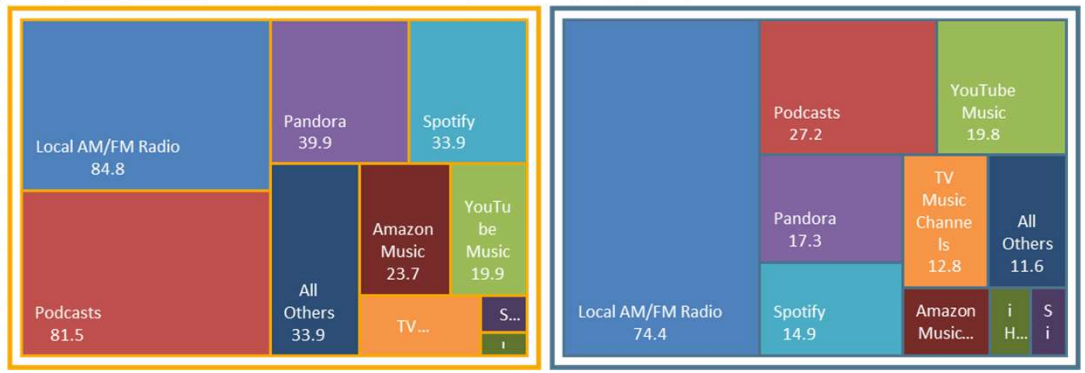
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

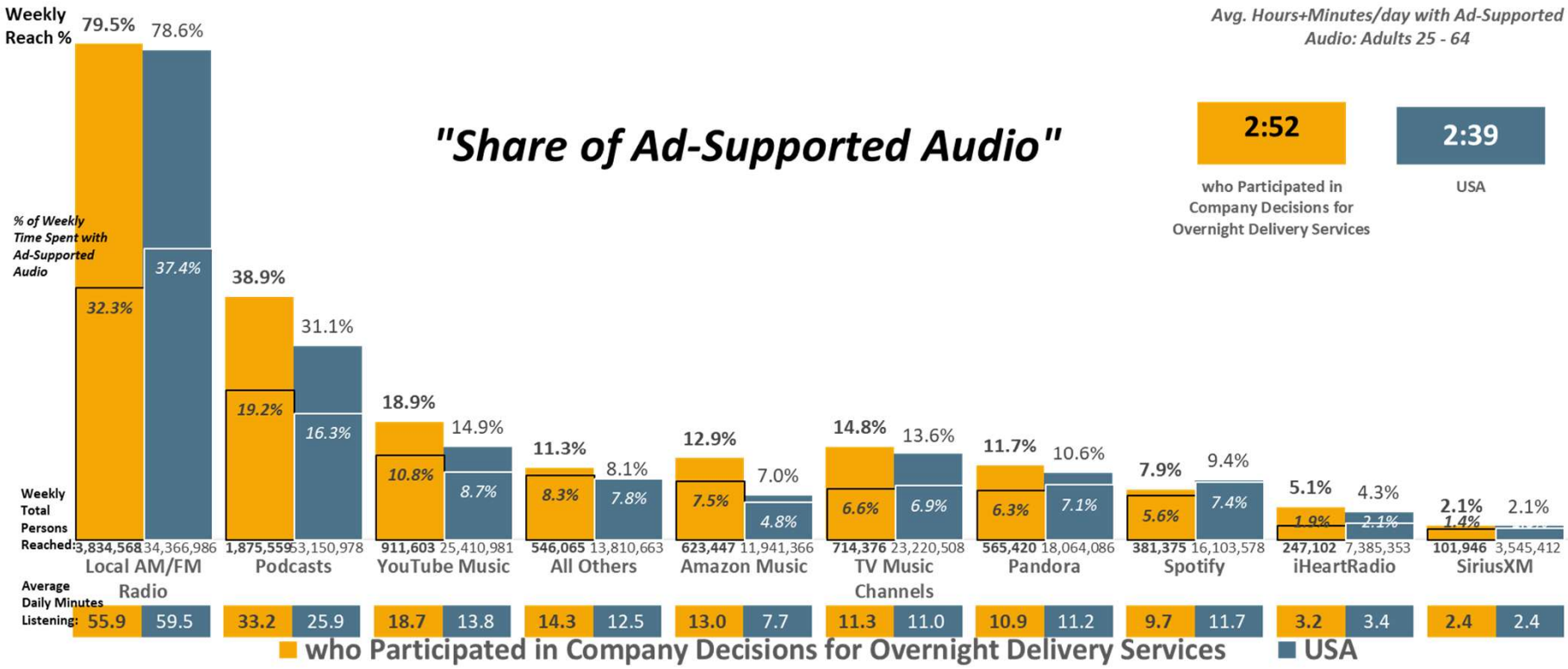
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Company purchasing decisions participated in past 12 months: Overnight delivery services

FedEx USA

3,834,568 or 79.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 55.9 minutes every day representing 32.3% of all time spent daily with Ad-Supported Audio



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

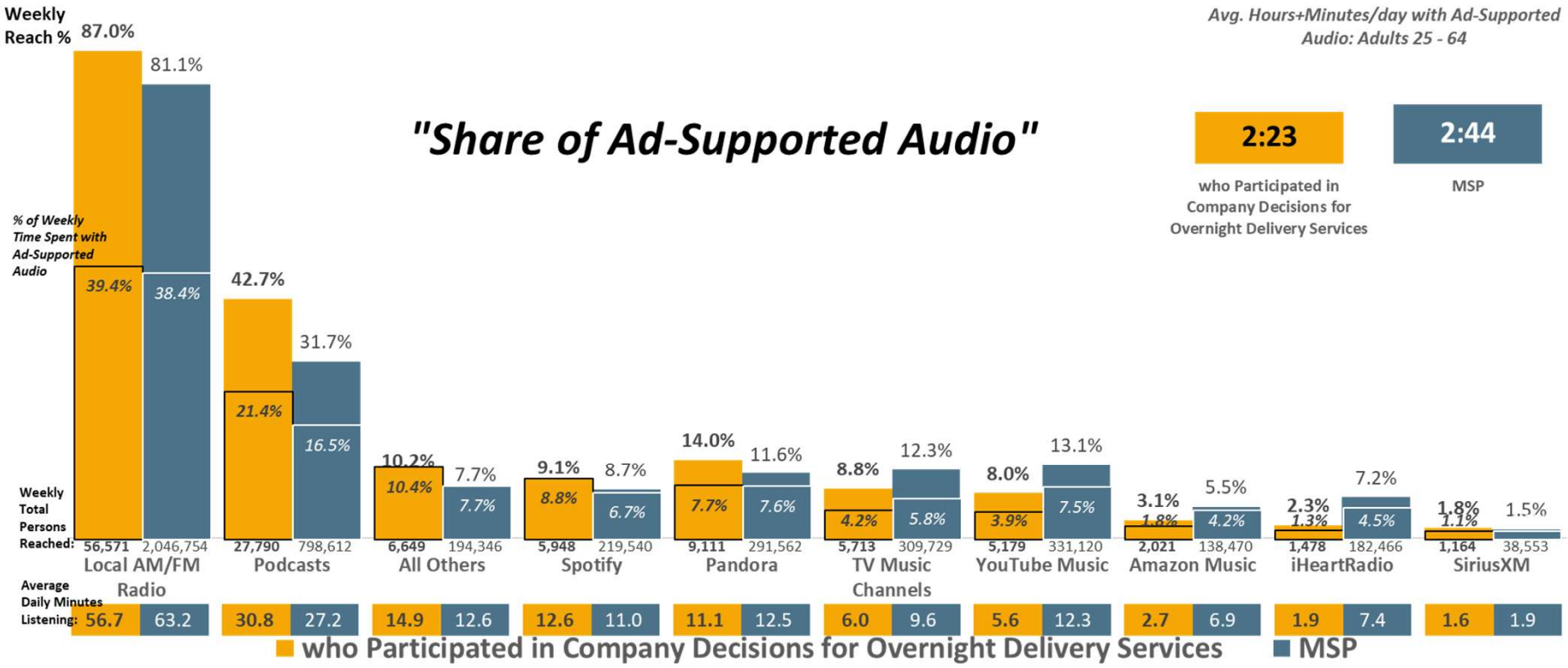
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Company purchasing decisions participated in past 12 months: Overnight delivery services

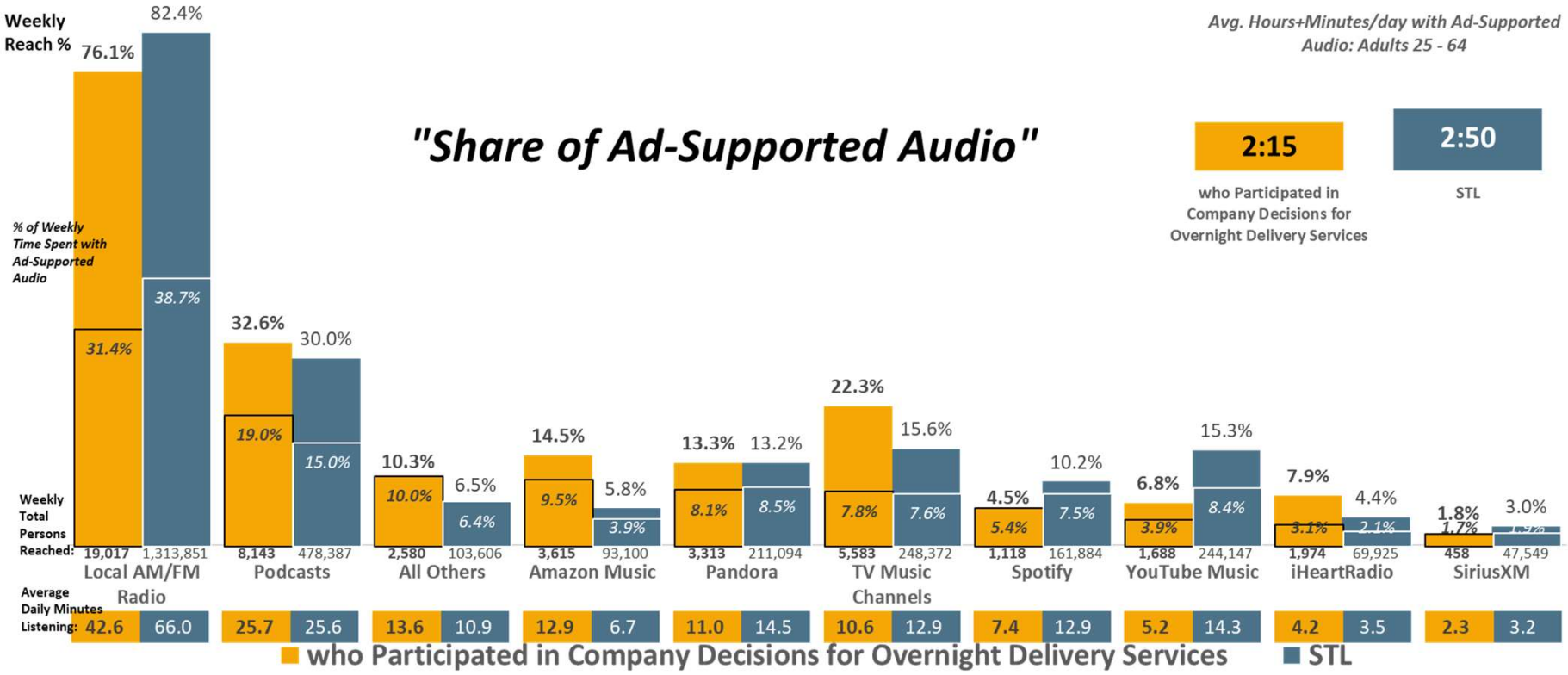
56,571 or 87.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105
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Company purchasing decisions participated in past 12 months: Overnight delivery services

19,017 or 76.1% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 42.6 minutes every day representing 31.4% of all time spent daily with Ad-Supported Audio.



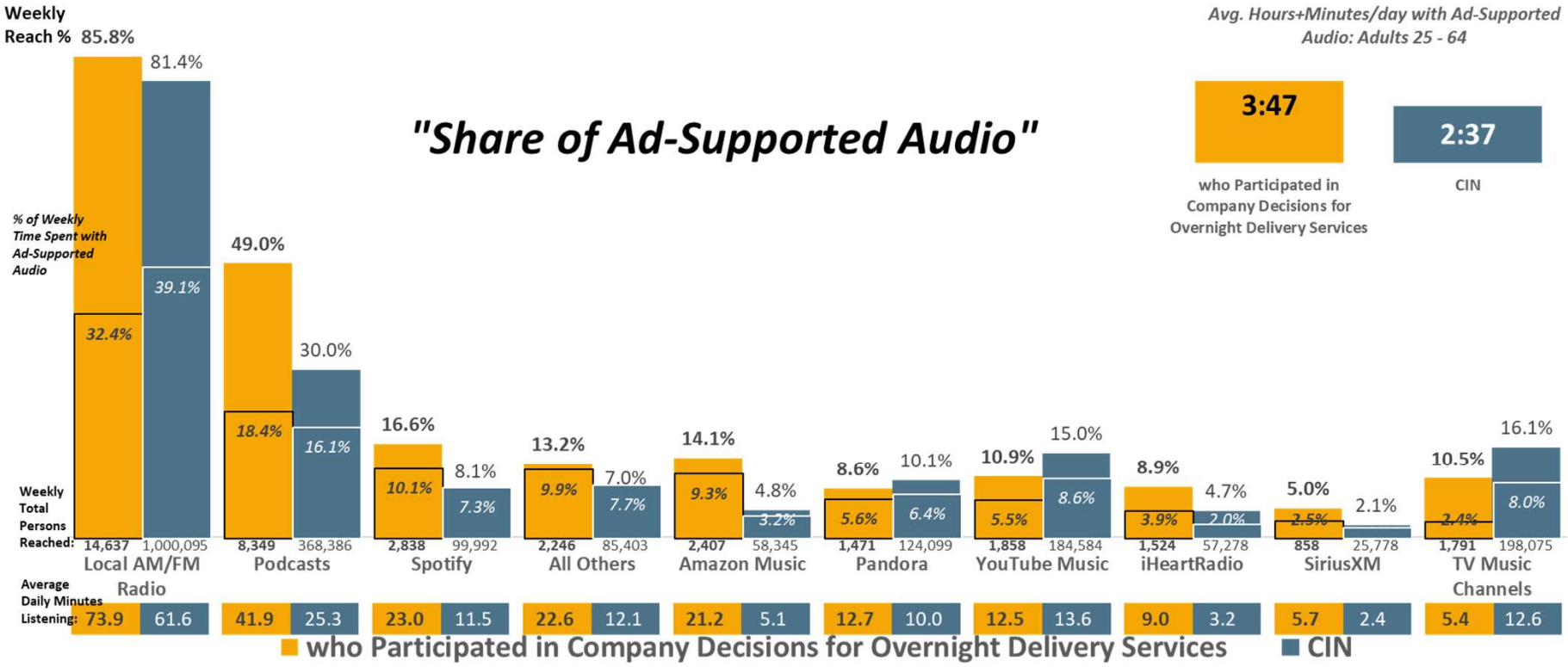
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Company purchasing decisions participated in past 12 months: Overnight delivery services

14,637 or 85.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.



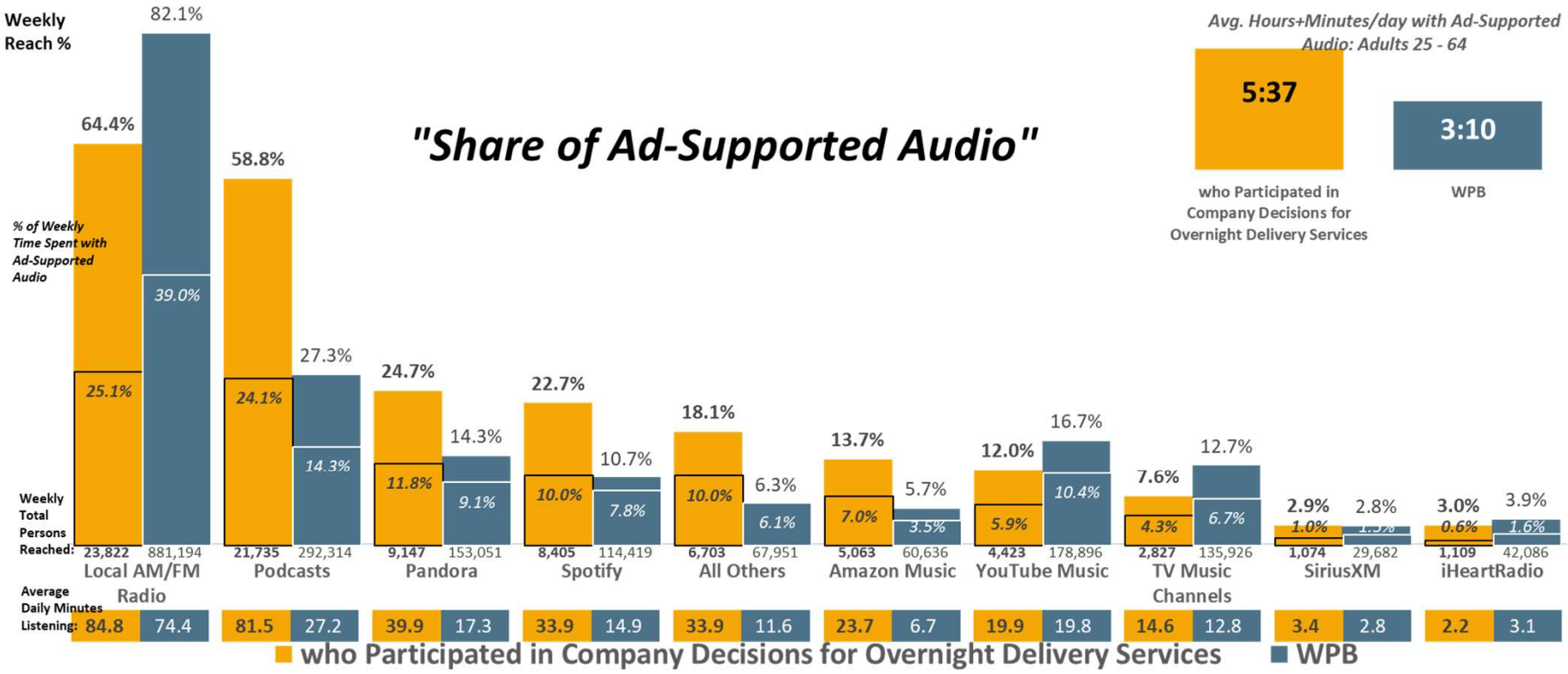
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Company purchasing decisions participated in past 12 months: Overnight delivery services

23,822 or 64.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio for an average of 84.8 minutes every day representing 25.1% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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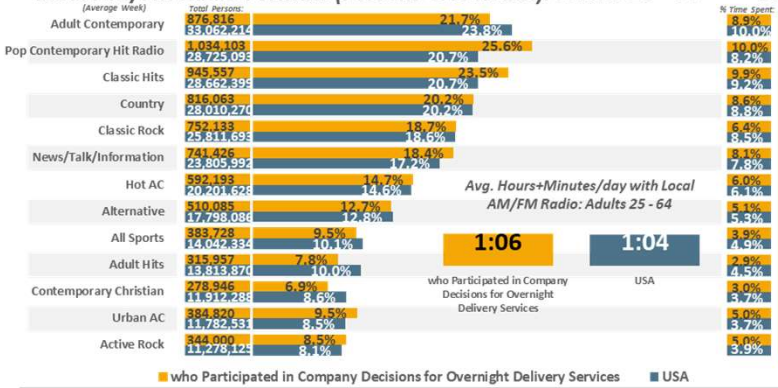
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Company purchasing decisions participated in past 12 months: Overnight delivery services

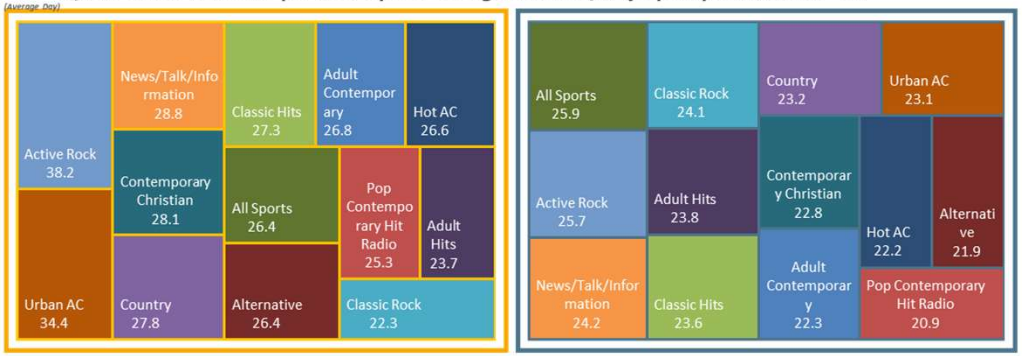


3,834,568 or 79.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Adult Contemporary, Country, and Classic R

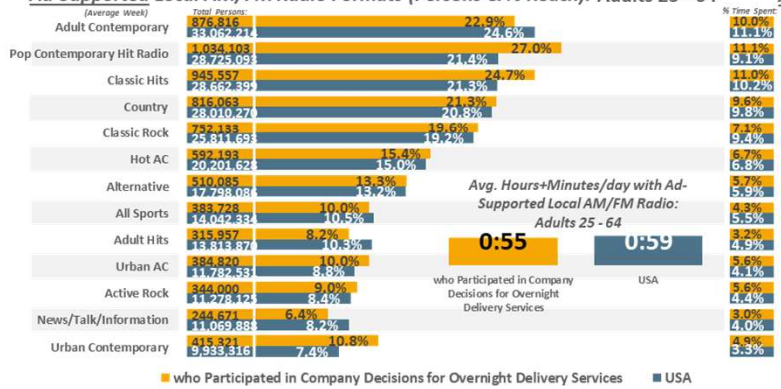
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



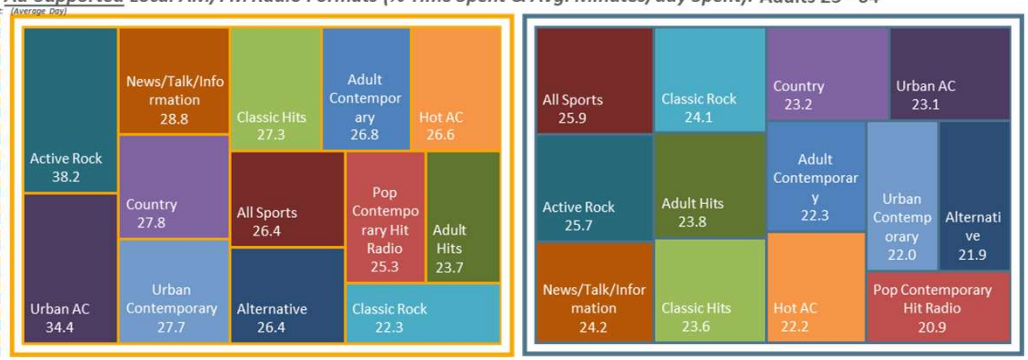
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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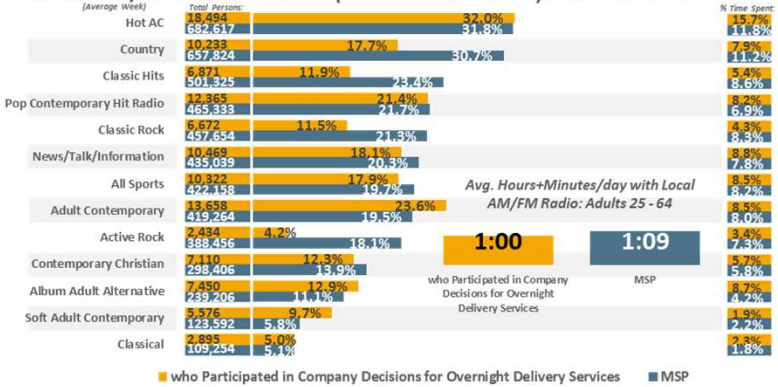
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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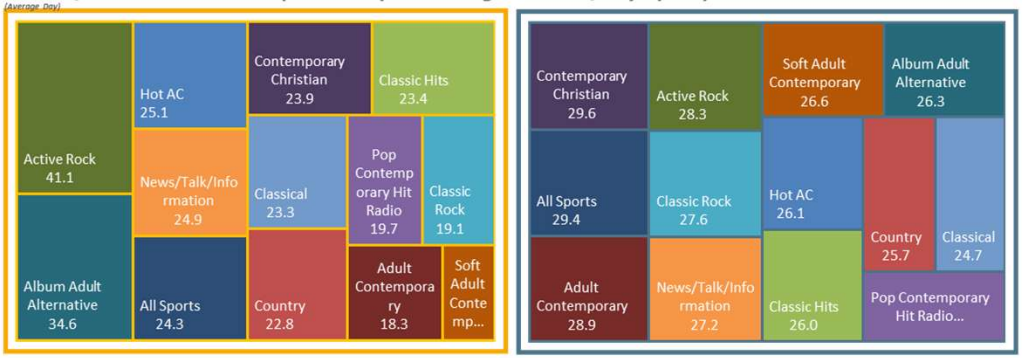
Company purchasing decisions participated in past 12 months: Overnight delivery services

56,571 or 87.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Pop Contemporary Hit Radio, All Sports, and Country.

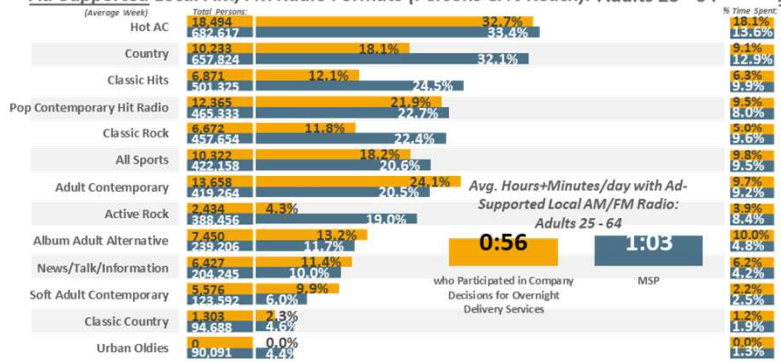
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



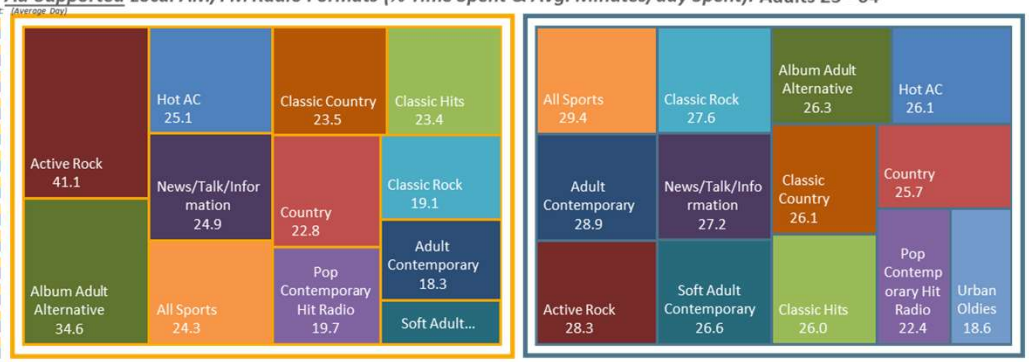
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

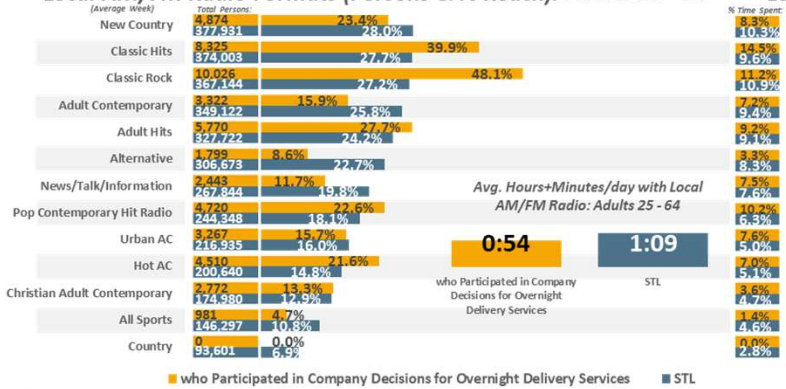
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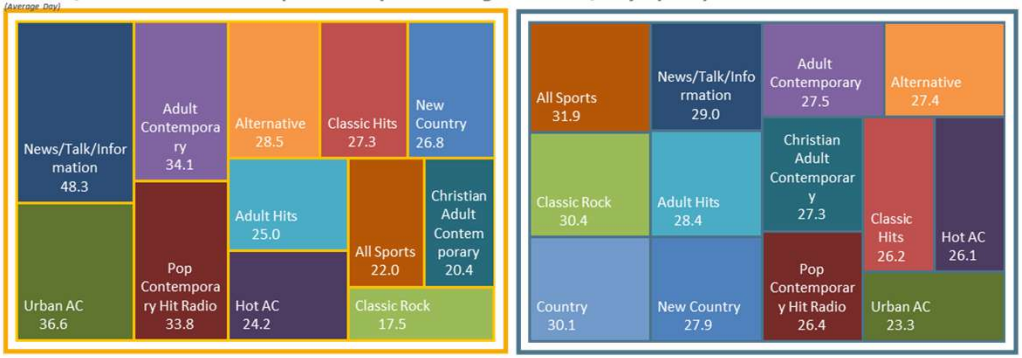
Company purchasing decisions participated in past 12 months: Overnight delivery services

19,017 or 76.1% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Adult Hits, New Country, and Pop Contemporary Hit Radio.

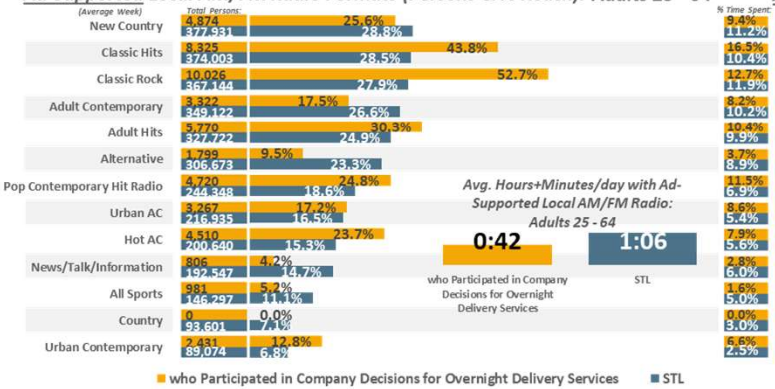
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



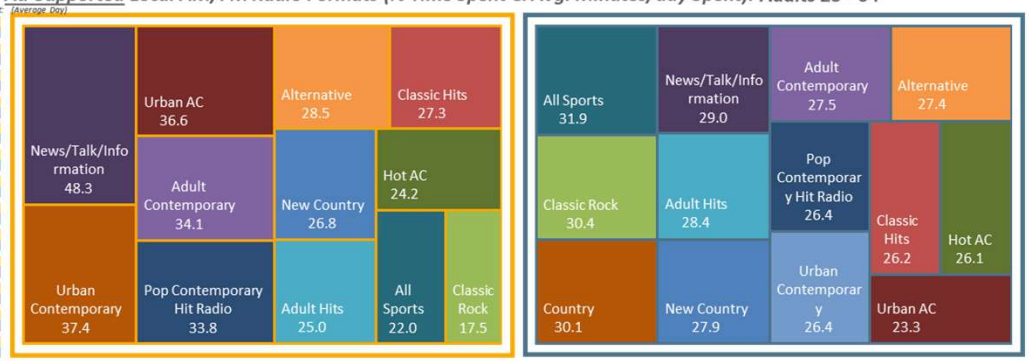
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

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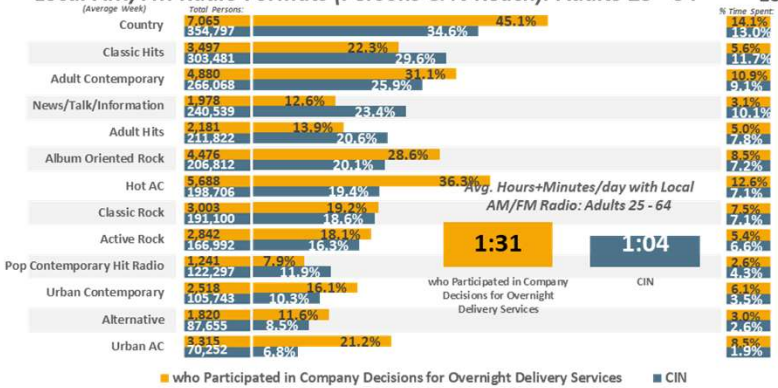
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Company purchasing decisions participated in past 12 months: Overnight delivery services

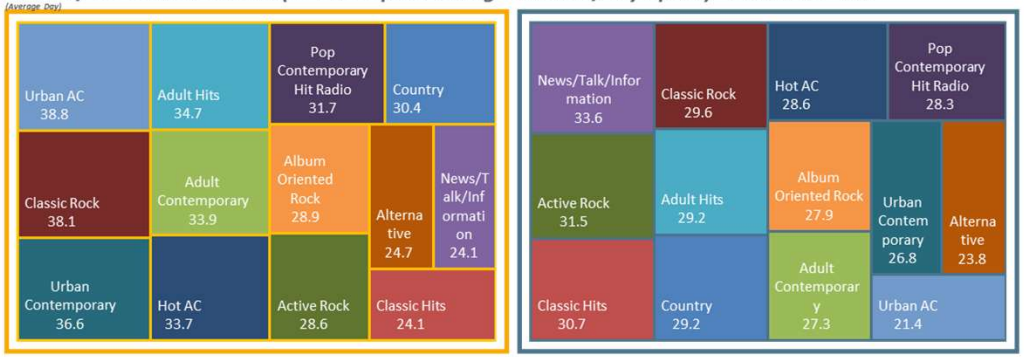


14,637 or 85.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Adult Contemporary, Album Oriented Rock, and Classic Hits.

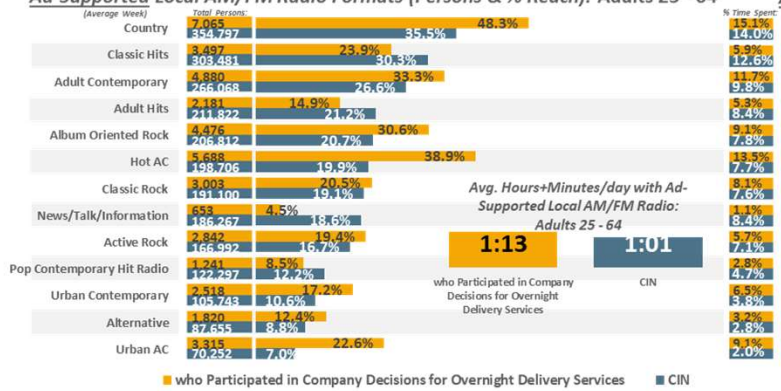
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



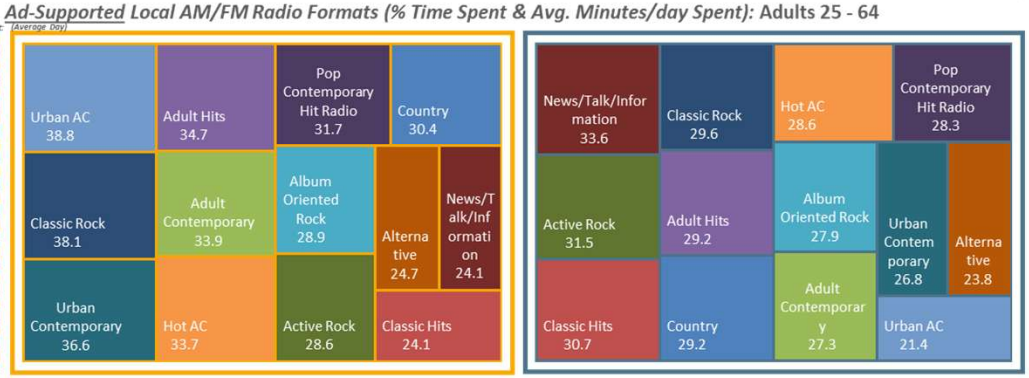
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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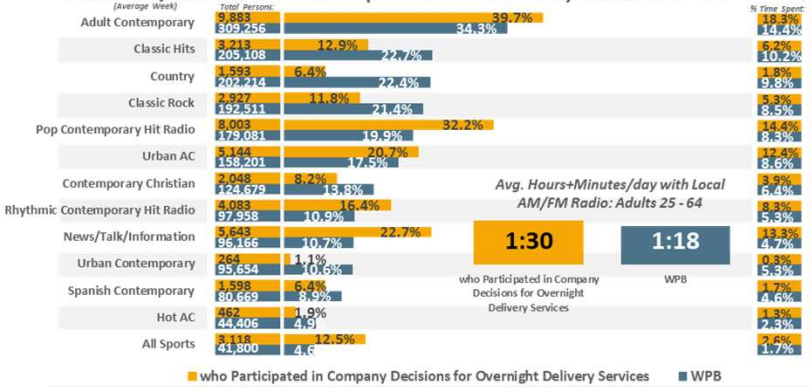
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Company purchasing decisions participated in past 12 months: Overnight delivery services

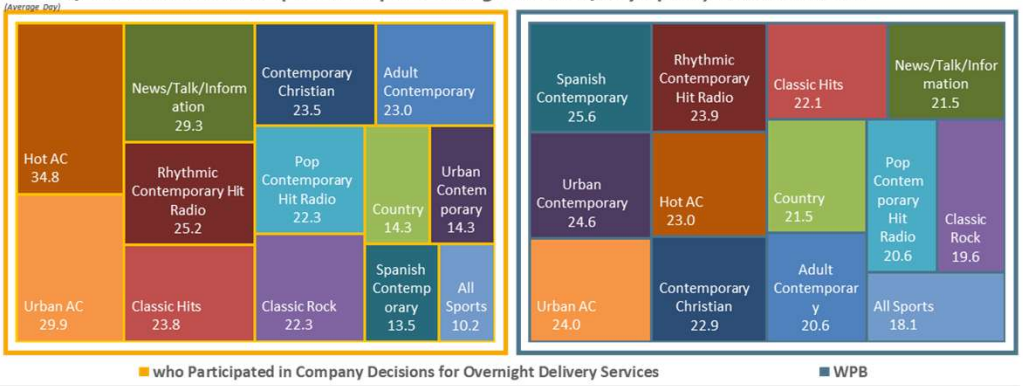


23,822 or 64.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban AC, Rhythmic Contemporary Hit Rad

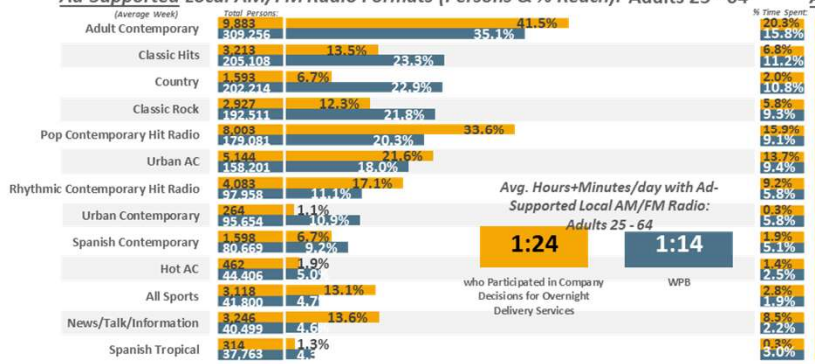
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



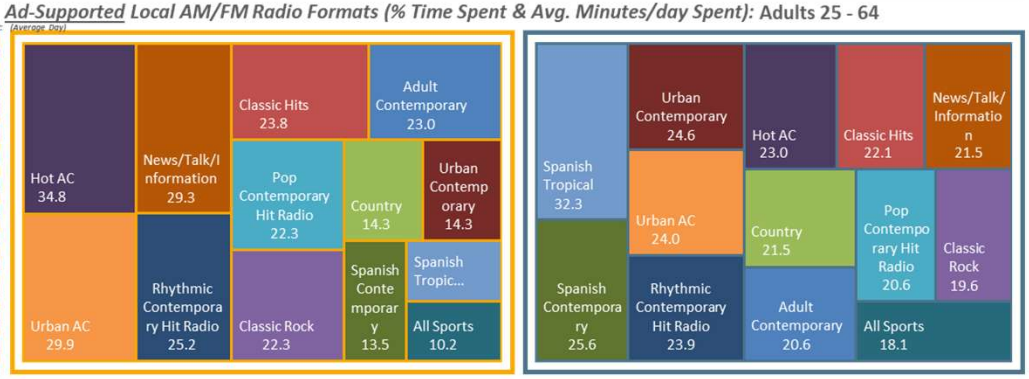
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

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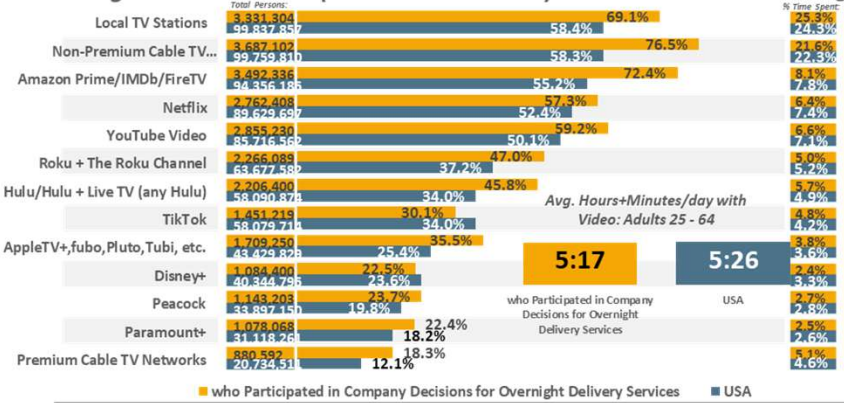
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Company purchasing decisions participated in past 12 months: Overnight delivery services

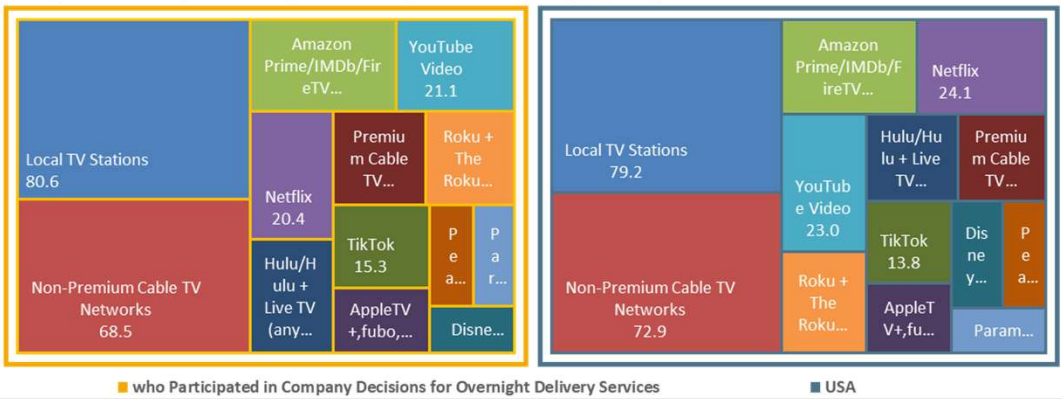


3,240,631 or 67.2% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 73.8 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

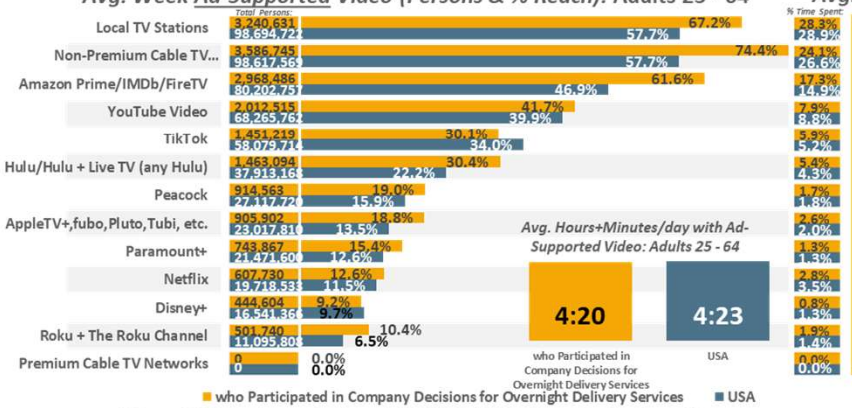
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



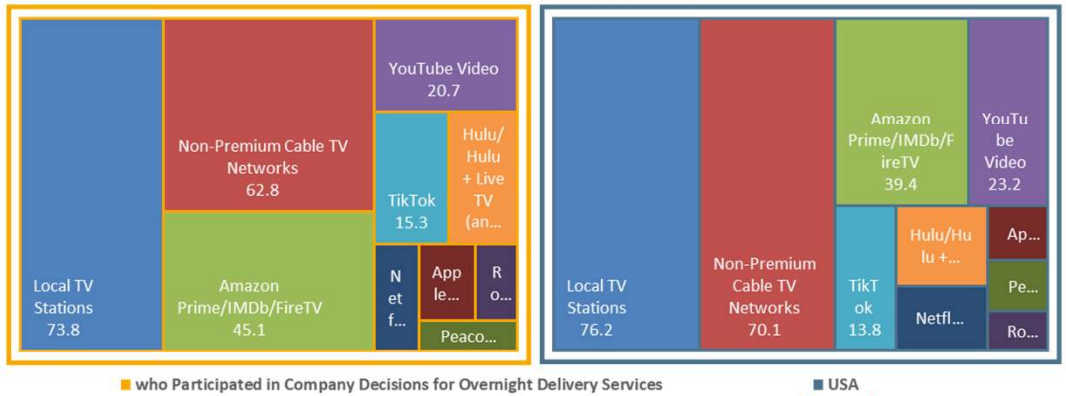
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

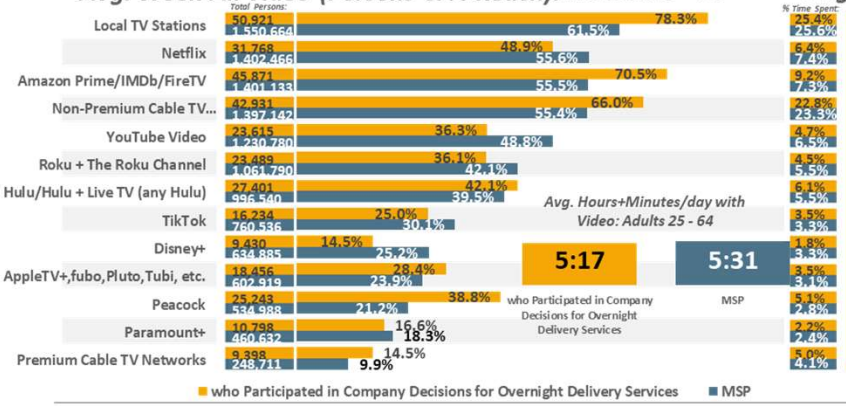
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Company purchasing decisions participated in past 12 months: Overnight delivery services

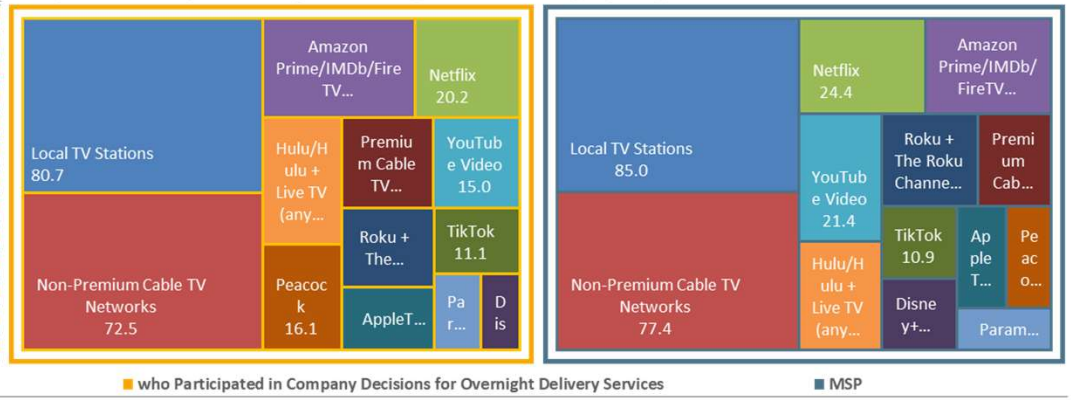


49,846 or 76.7% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 74.4 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

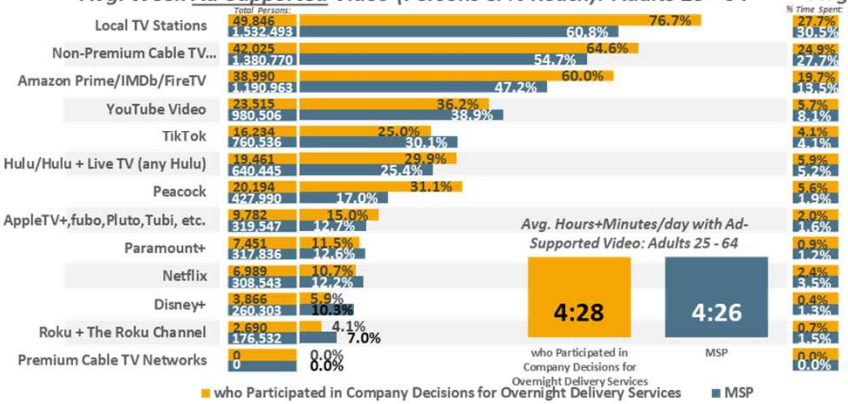
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



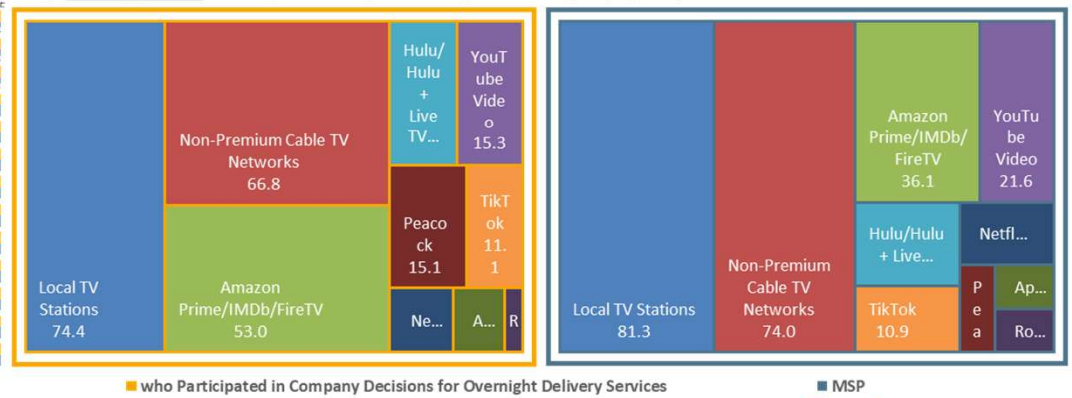
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

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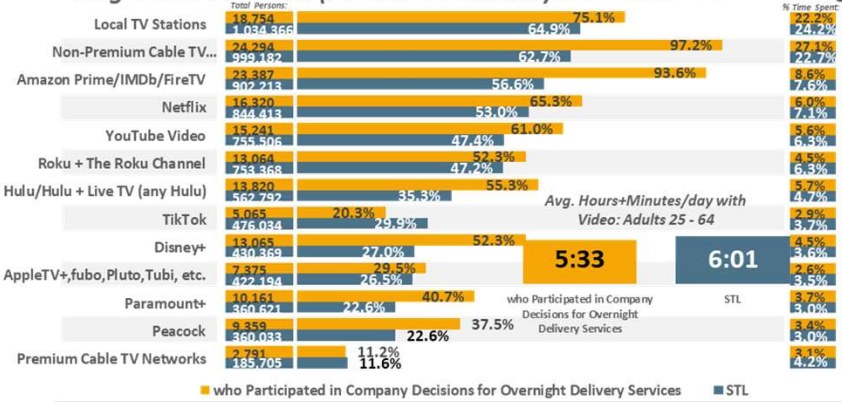
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Company purchasing decisions participated in past 12 months: Overnight delivery services

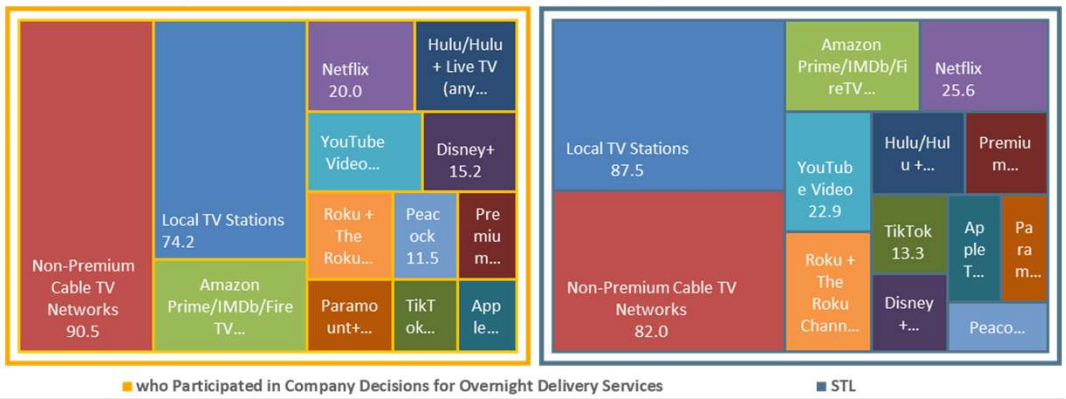


18,680 or 74.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 64.3 minutes every day representing 23.8% of all time spent daily with Ad-Supported Video.

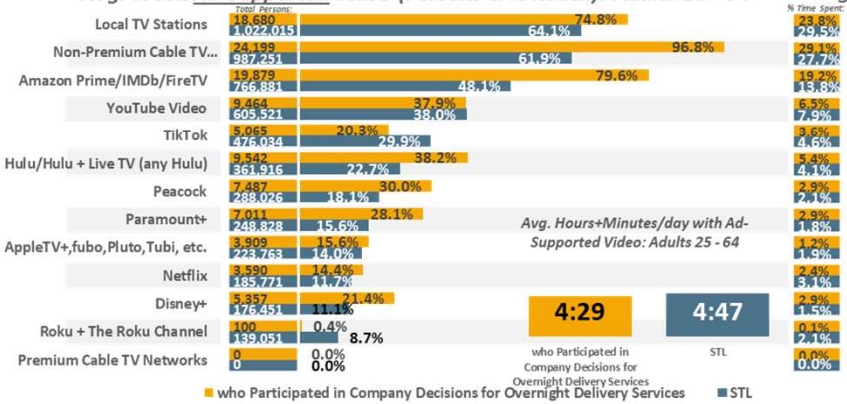
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



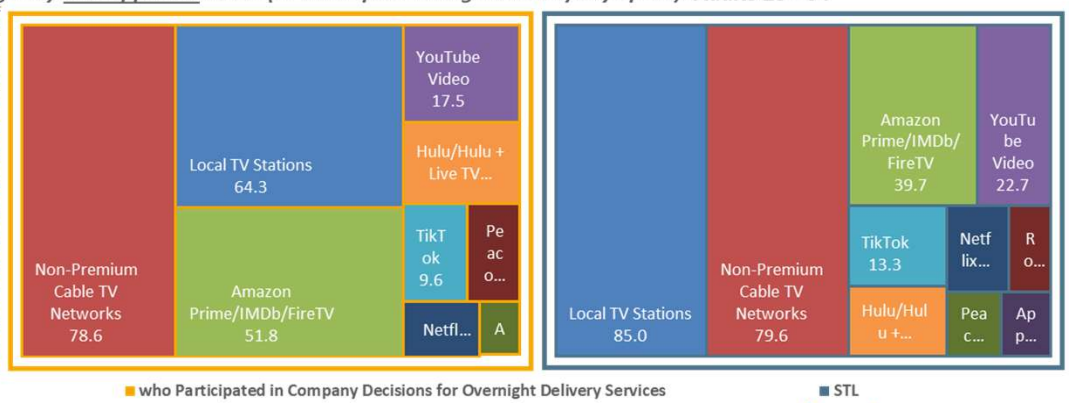
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

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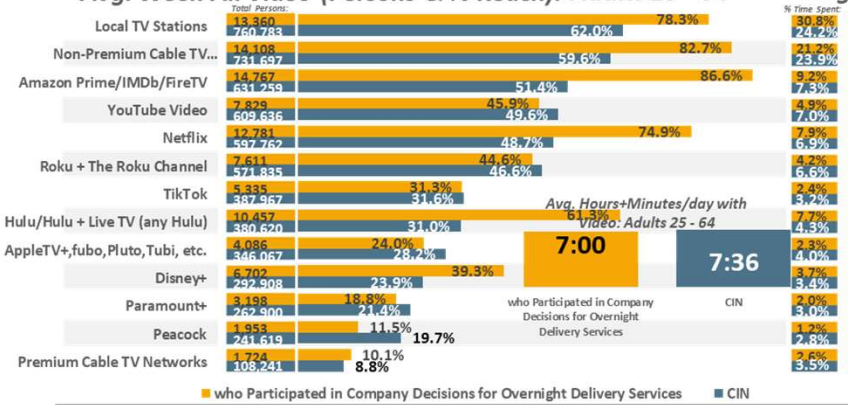
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Company purchasing decisions participated in past 12 months: Overnight delivery services

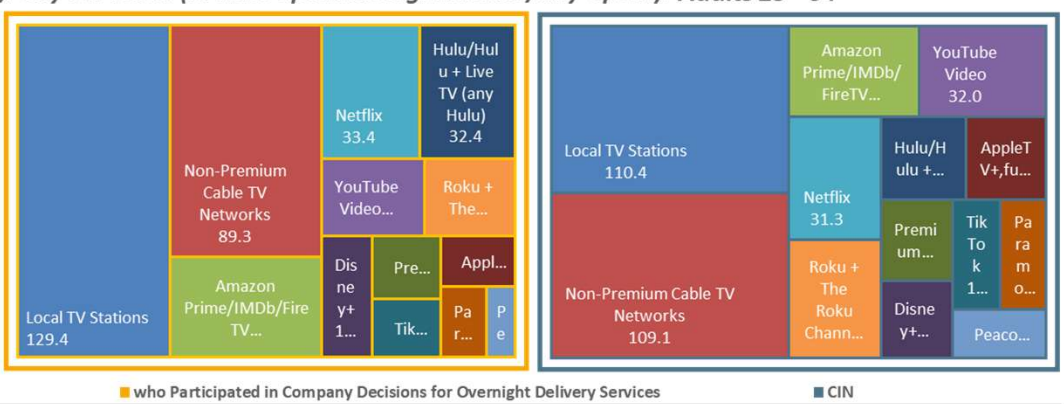


12,977 or 76.1% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 114.9 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.

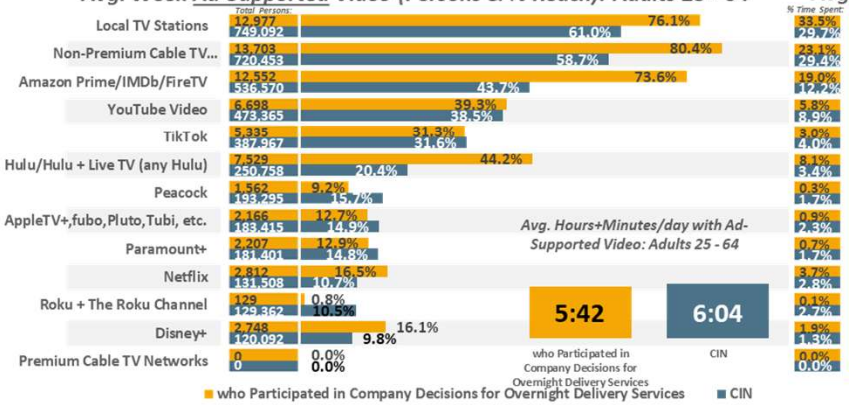
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



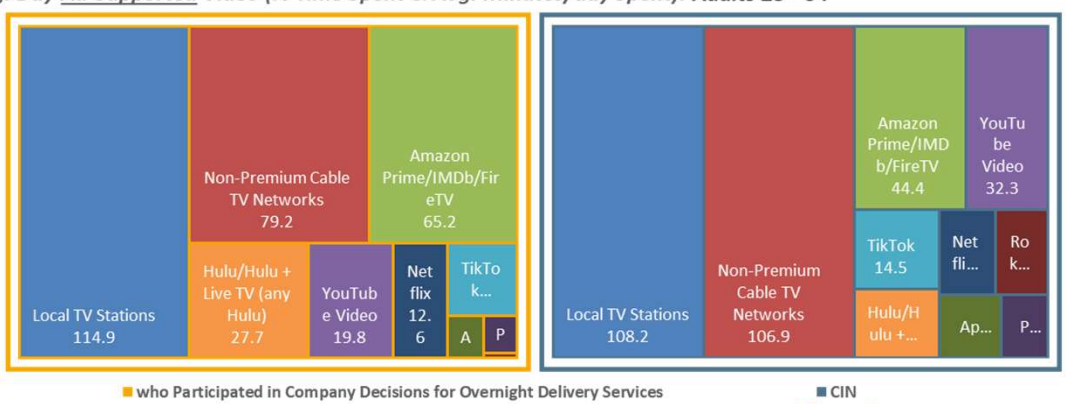
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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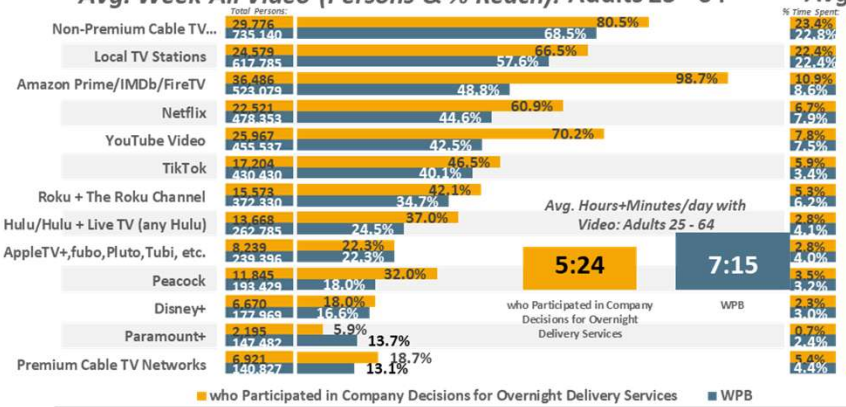
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Company purchasing decisions participated in past 12 months: Overnight delivery services

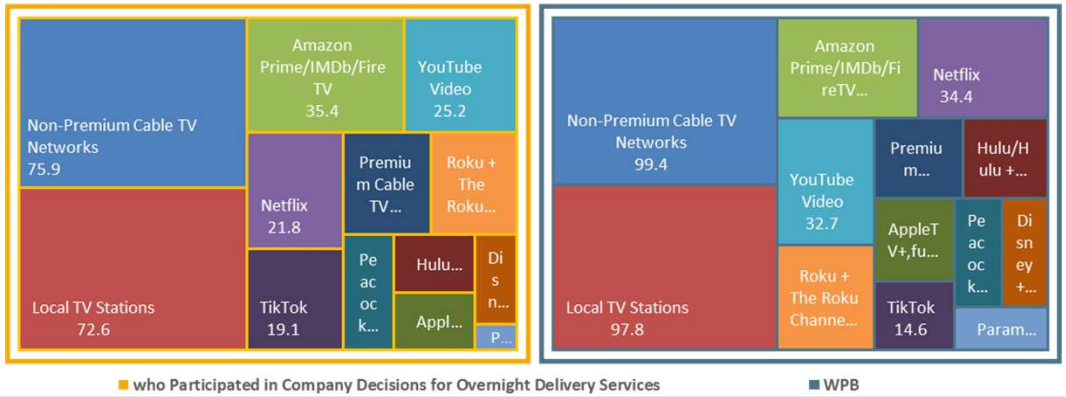


24,137 or 65.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 69.8 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

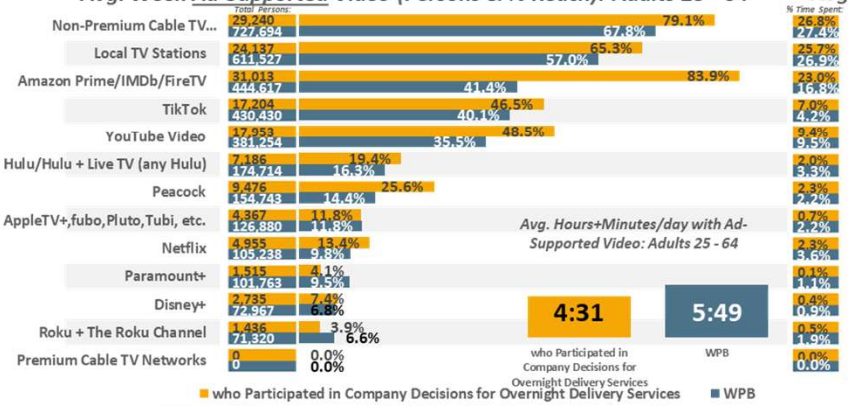
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



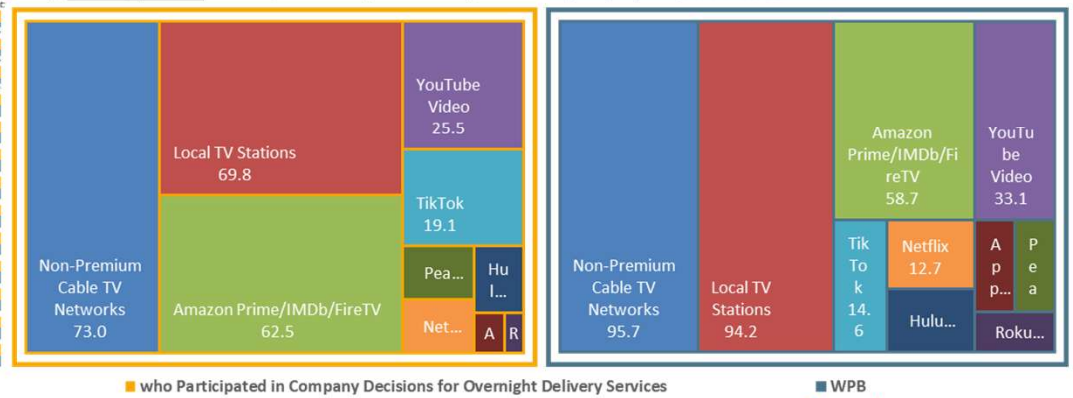
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

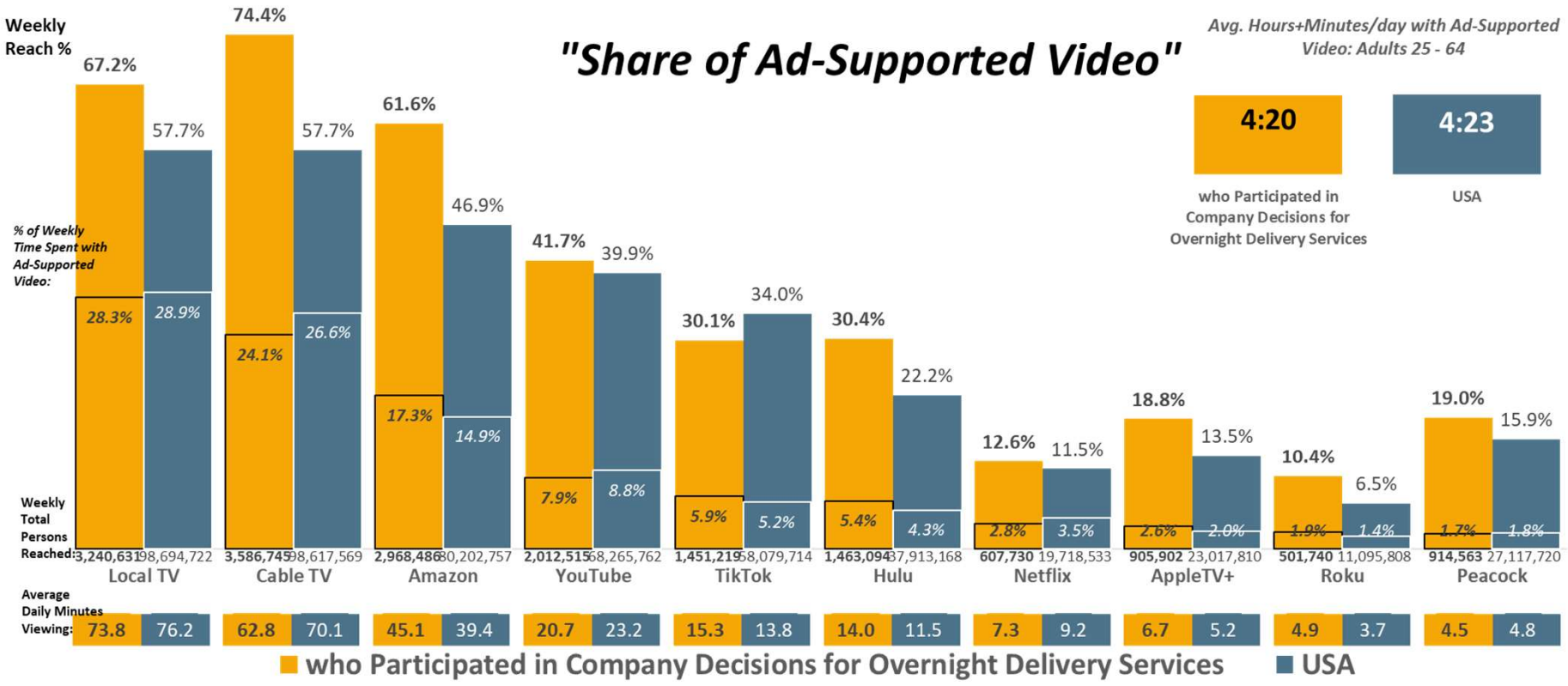
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Company purchasing decisions participated in past 12 months: Overnight delivery services

FedEx USA

3,240,631 or 67.2% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 73.8 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

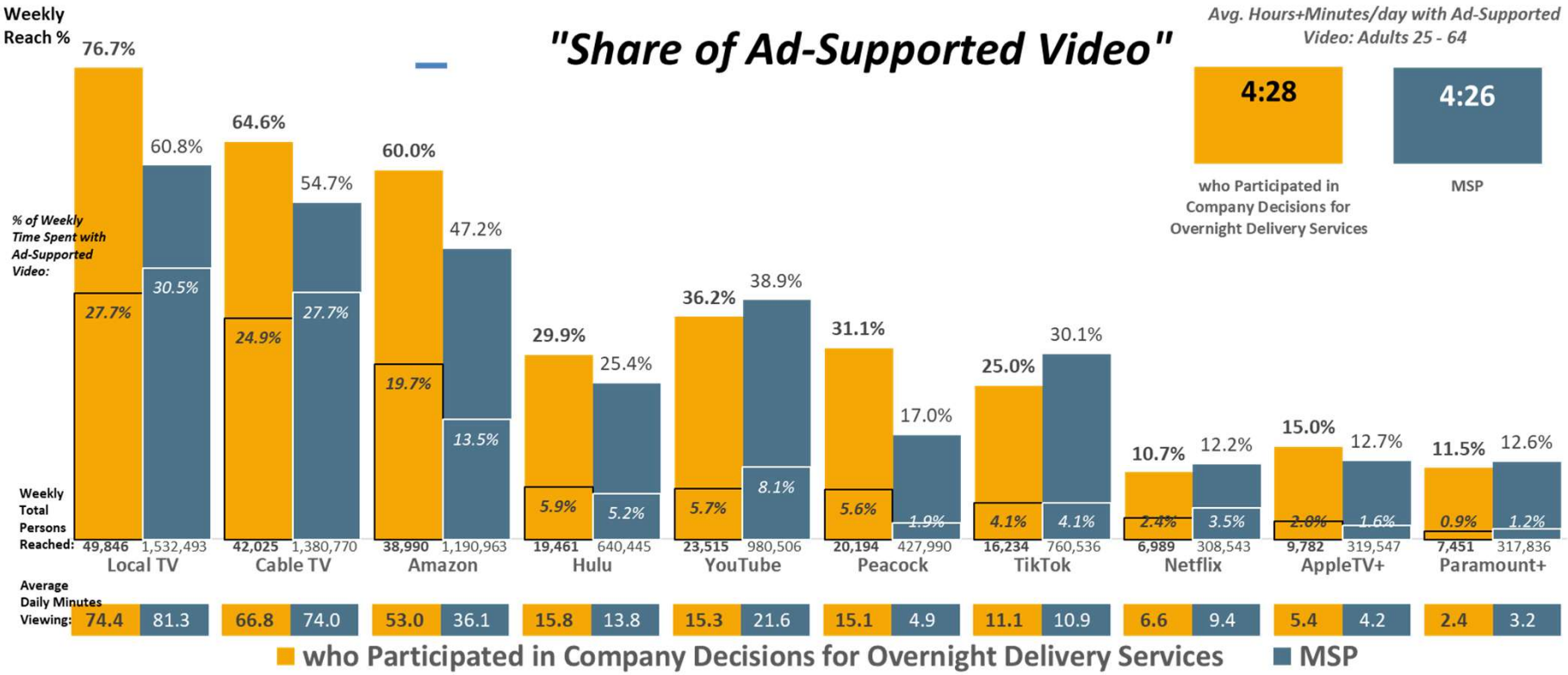
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Company purchasing decisions participated in past 12 months: Overnight delivery services

49,846 or 76.7% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 74.4 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

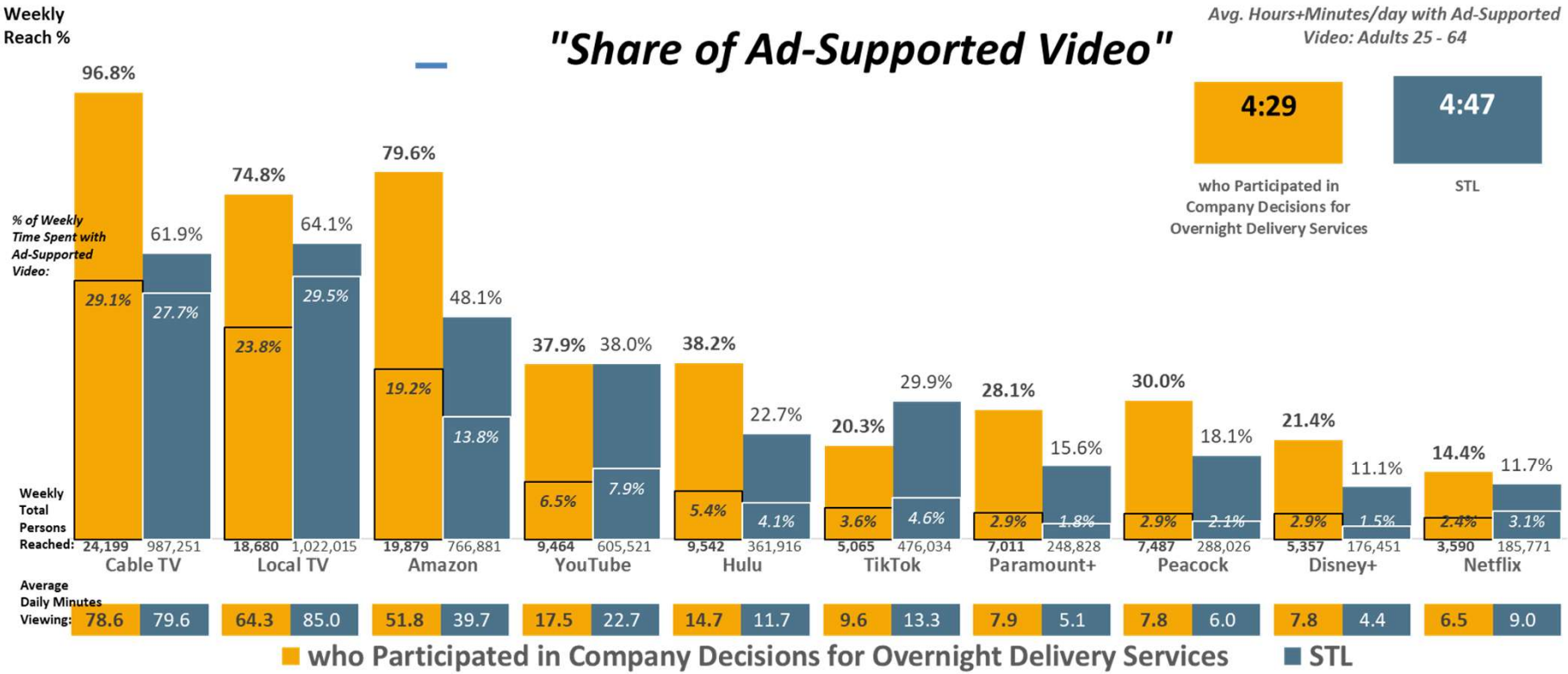
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Company purchasing decisions participated in past 12 months: Overnight delivery services



18,680 or 74.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 64.3 minutes every day representing 23.8% of all time spent daily with Ad-Supported Video.



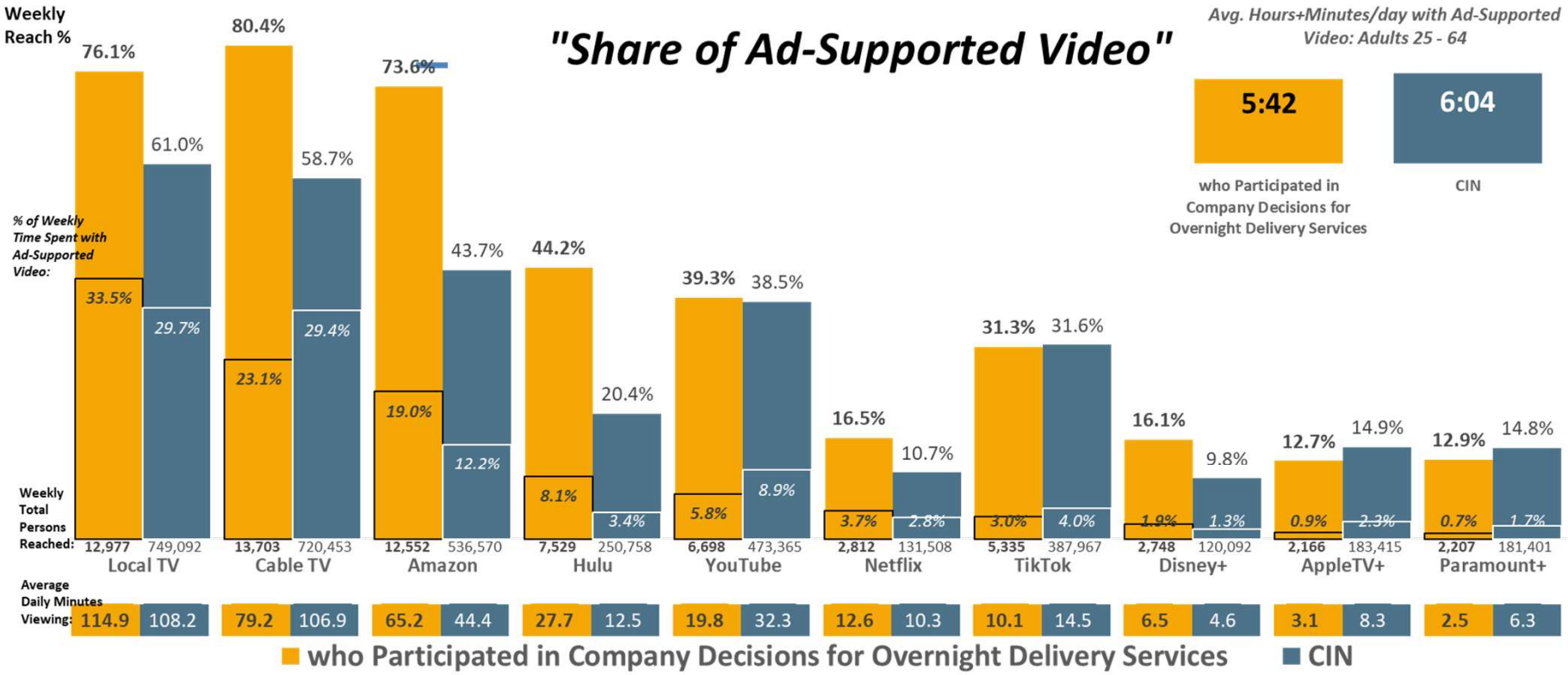
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Company purchasing decisions participated in past 12 months: Overnight delivery services

12,977 or 76.1% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 114.9 minutes every day representing 33.5% of all time spent daily with Ad-Supported Video.



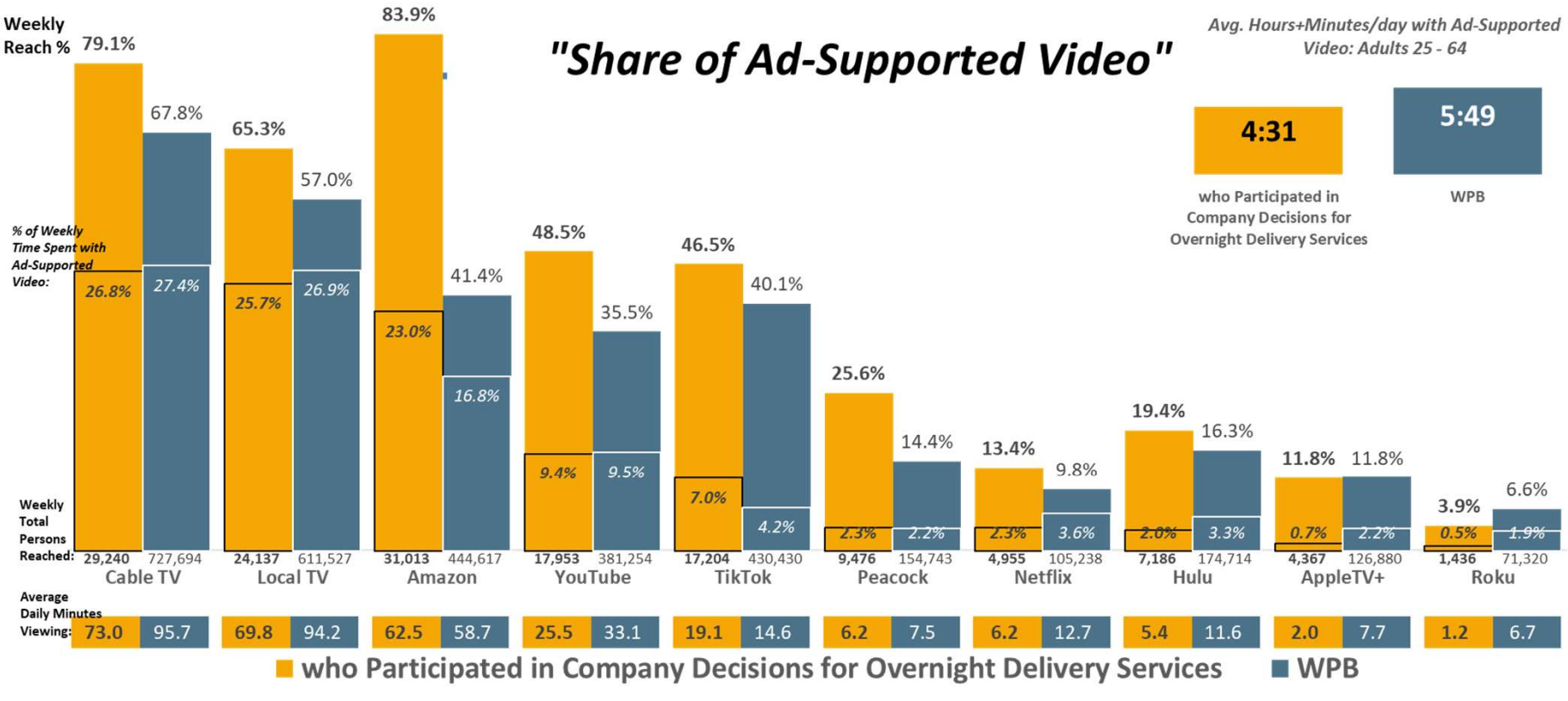
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Company purchasing decisions participated in past 12 months: Overnight delivery services

24,137 or 65.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations for an average of 69.8 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

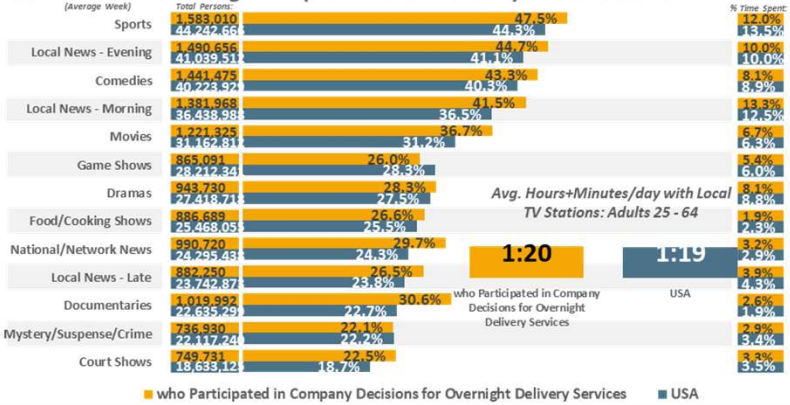
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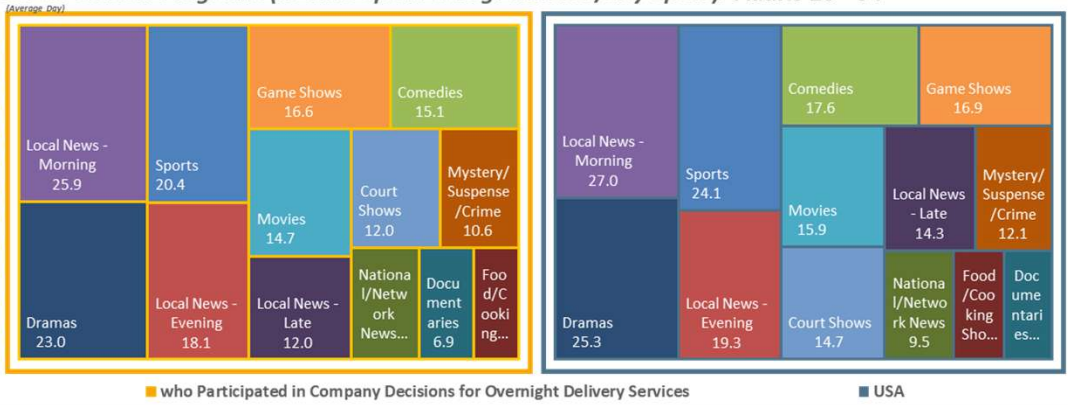
Company purchasing decisions participated in past 12 months: Overnight delivery services

3,240,631 or 67.2% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

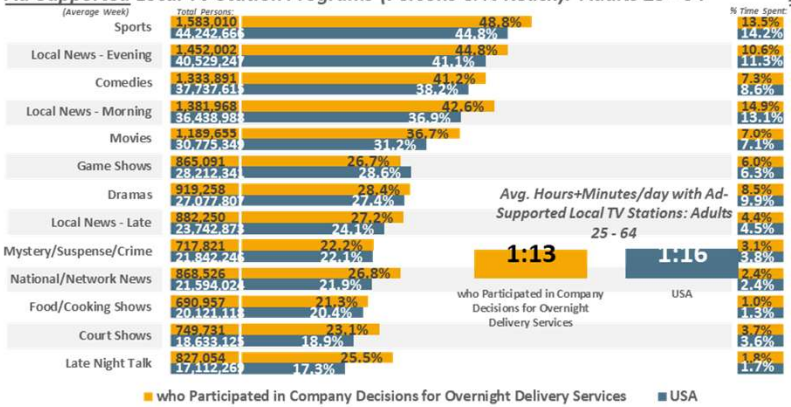
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



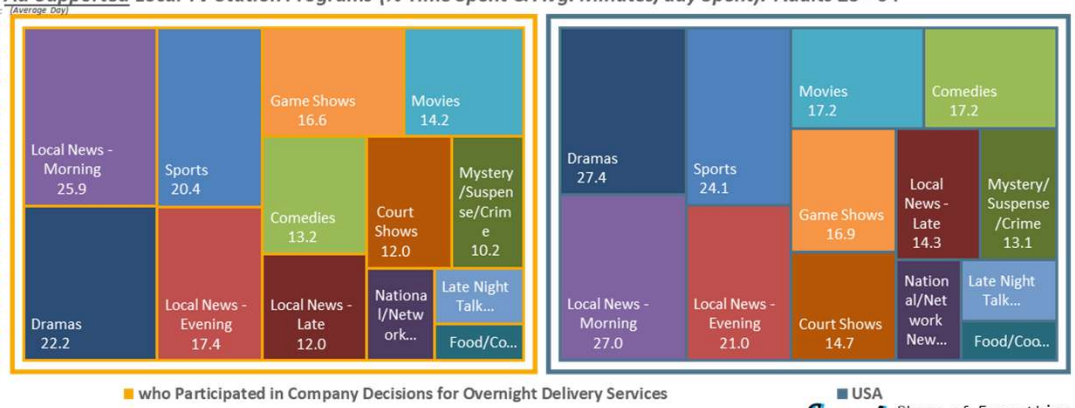
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

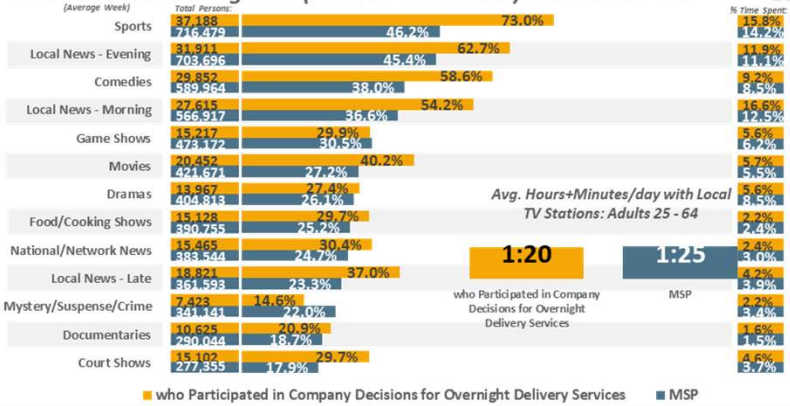
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Company purchasing decisions participated in past 12 months: Overnight delivery services

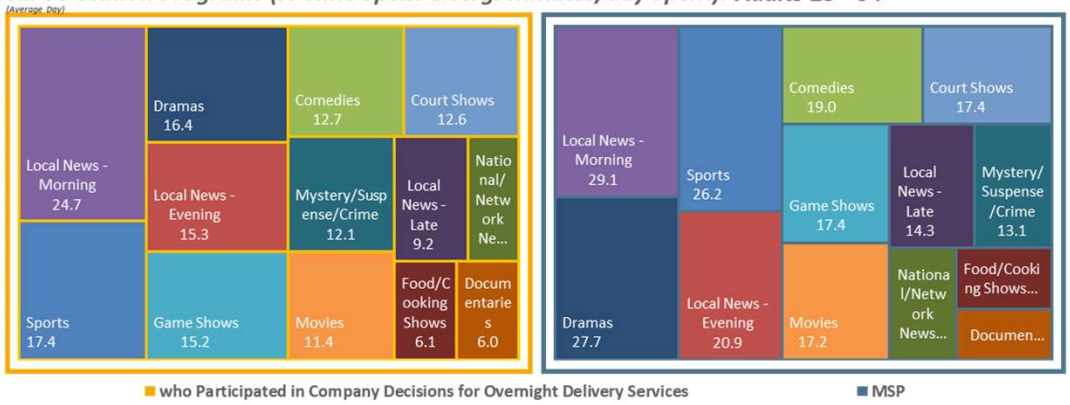


49,846 or 76.7% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Local News - Lat

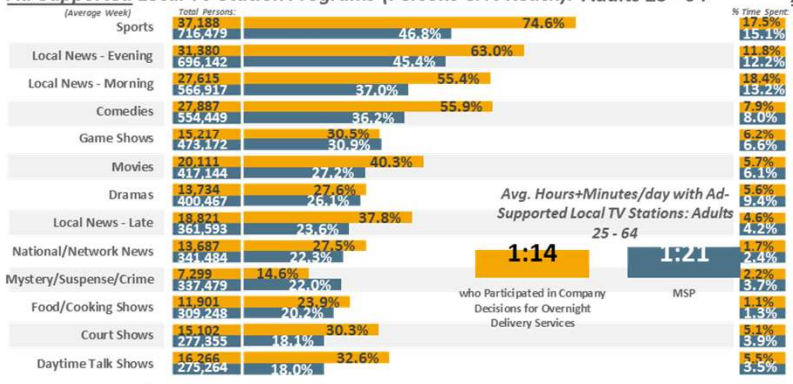
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



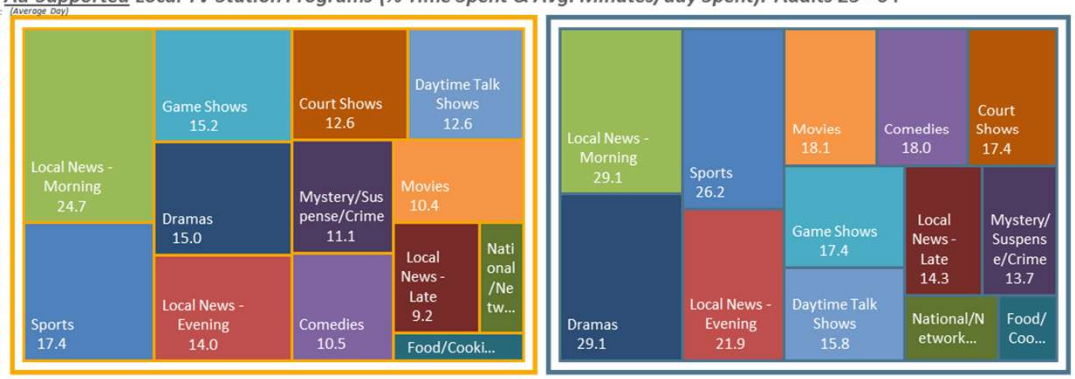
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

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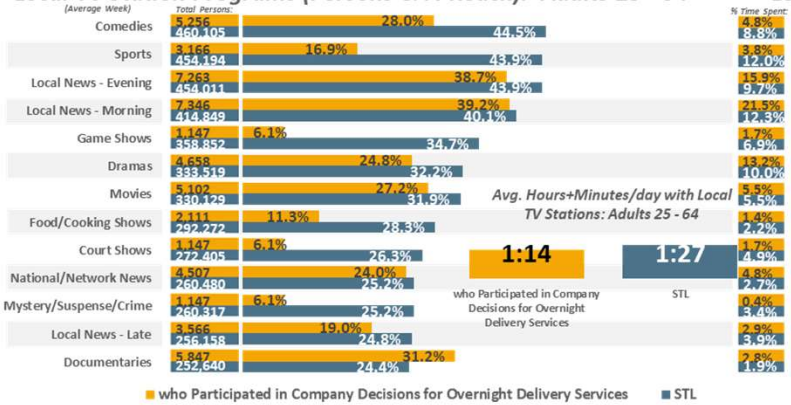
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Company purchasing decisions participated in past 12 months: Overnight delivery services

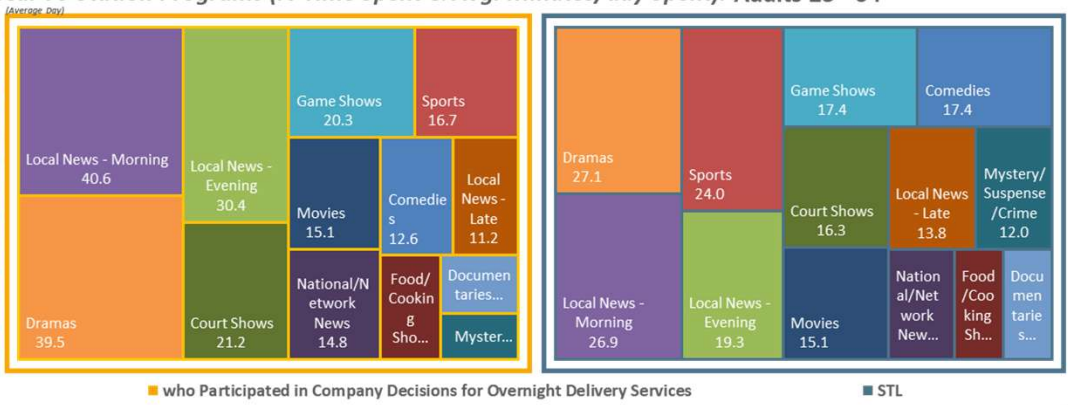


18,680 or 74.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Movies, Comedies, Daytime Talk Shows, and Dram

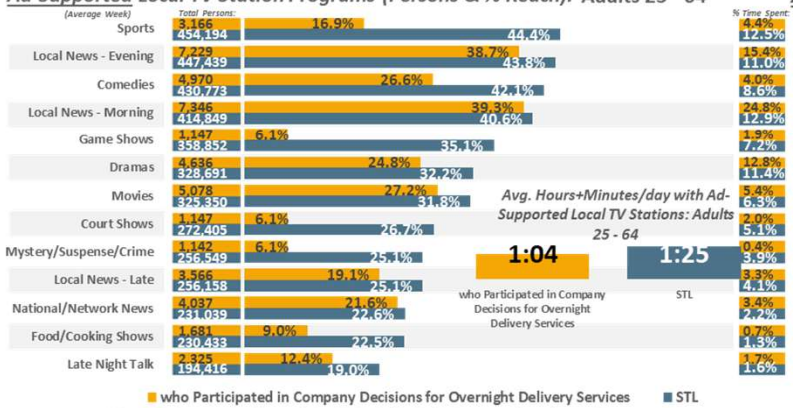
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



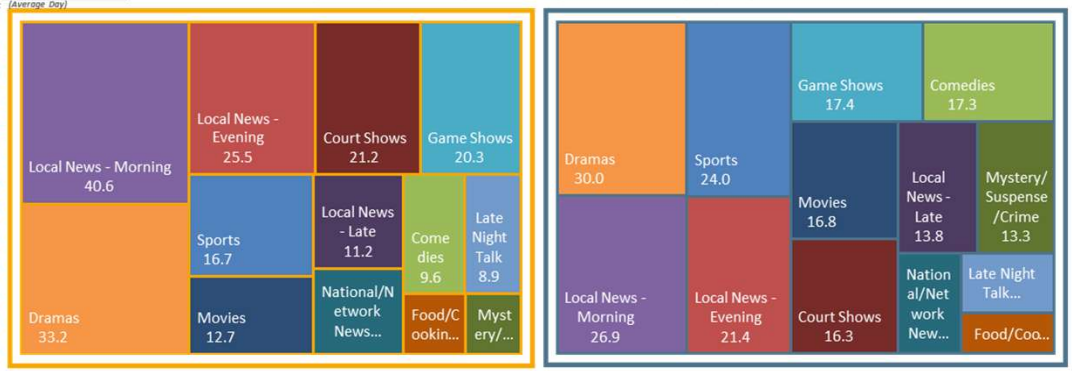
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

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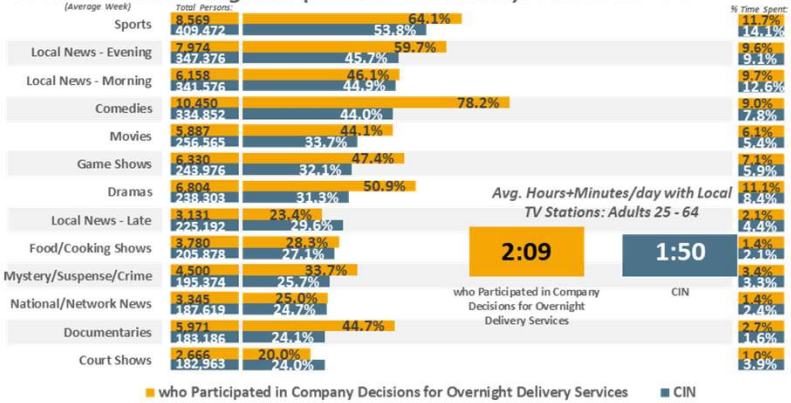
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Company purchasing decisions participated in past 12 months: Overnight delivery services

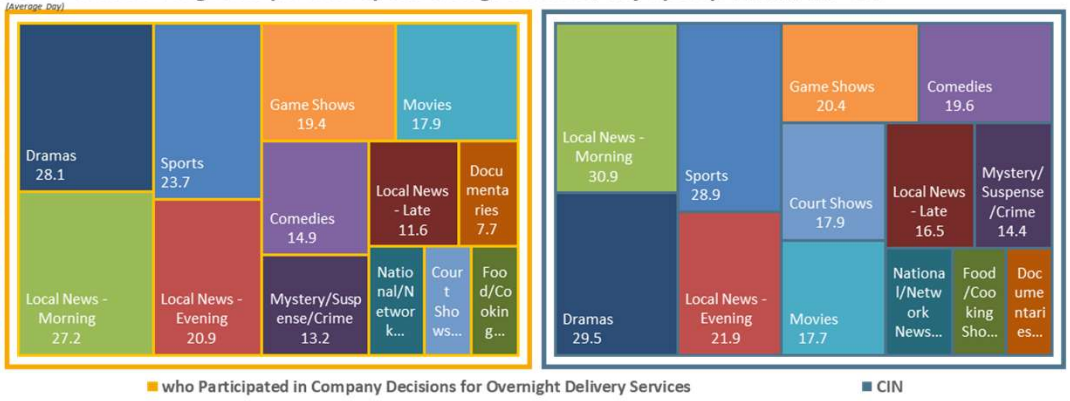


12,977 or 76.1% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Dramas, Game Shows, and Local News - Morning.

Local TV Station Programs (Persons & % Reach): Adults 25 - 64



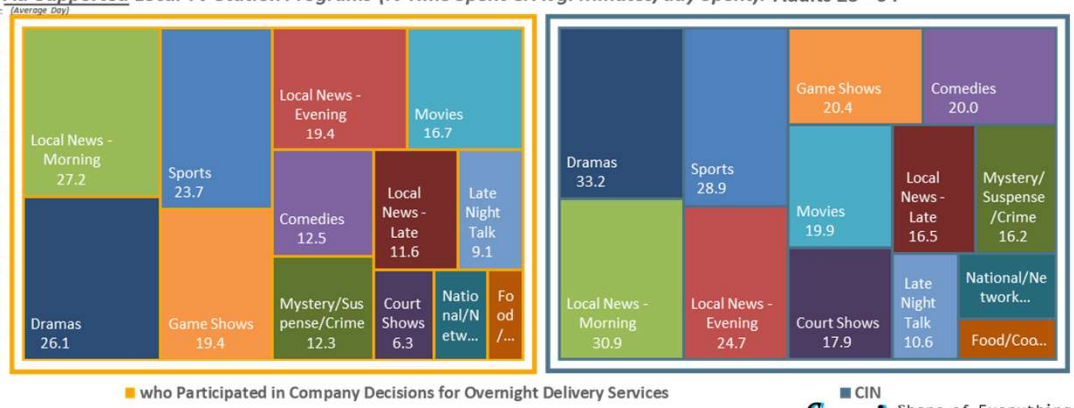
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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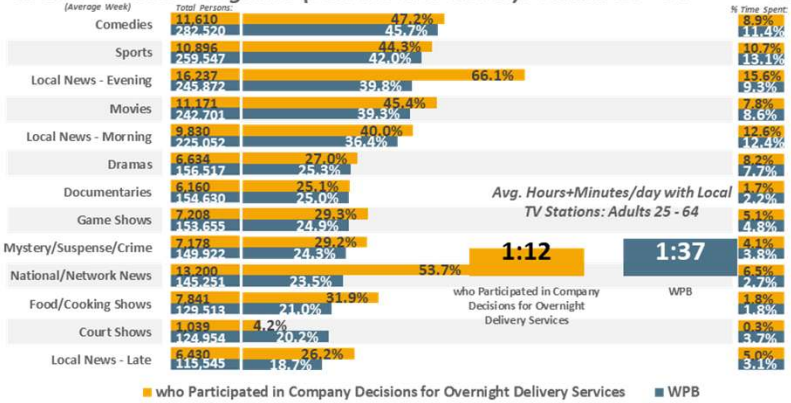
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Company purchasing decisions participated in past 12 months: Overnight delivery services

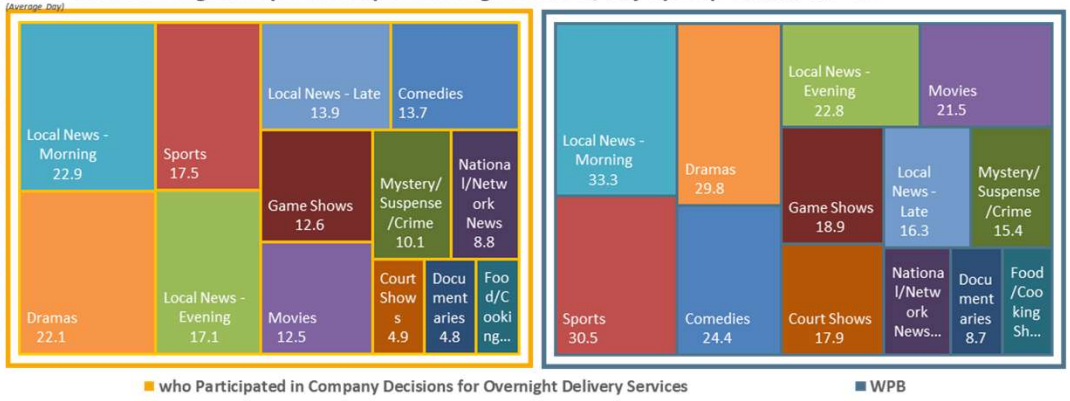


24,137 or 65.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, National/Network News, Movies, Sports, Comedies, and Local News - Mo

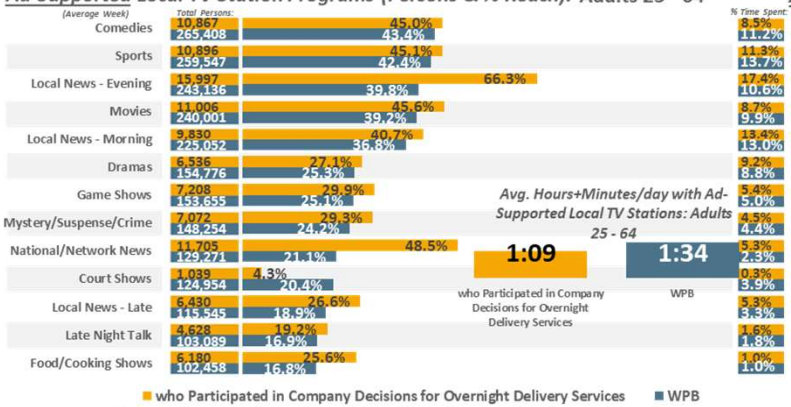
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



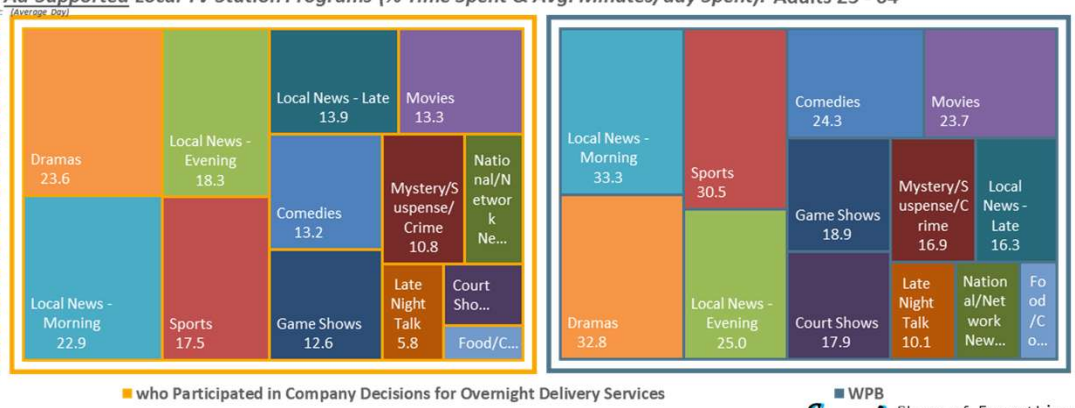
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

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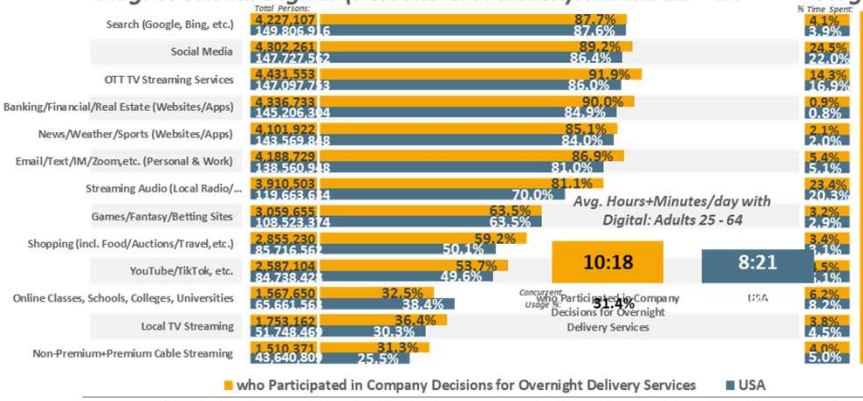
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Company purchasing decisions participated in past 12 months: Overnight delivery services

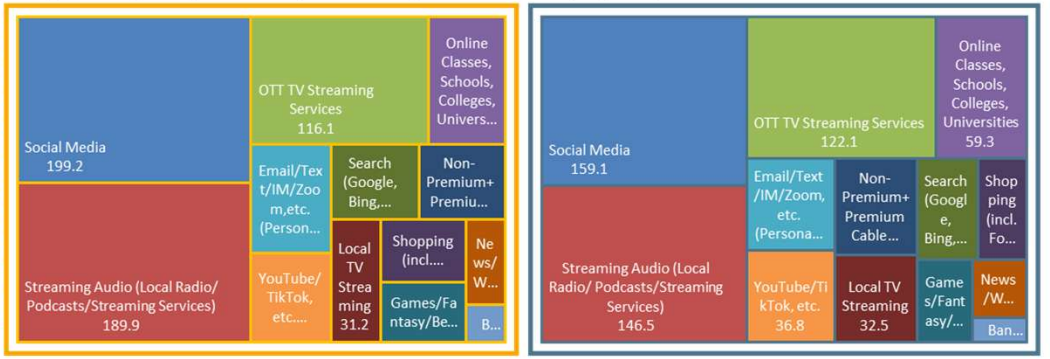


3,710,860 or 77.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Social Media for an average of 183.3 minutes every day representing 30.5% of all time spent daily with Ad-Supported Digital Media.

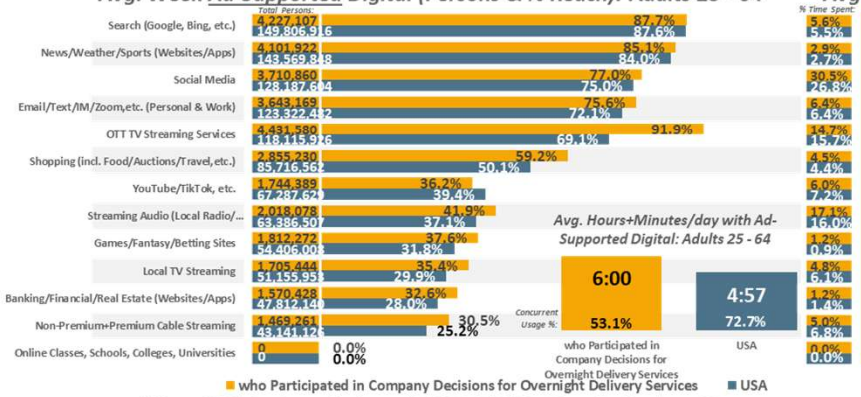
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



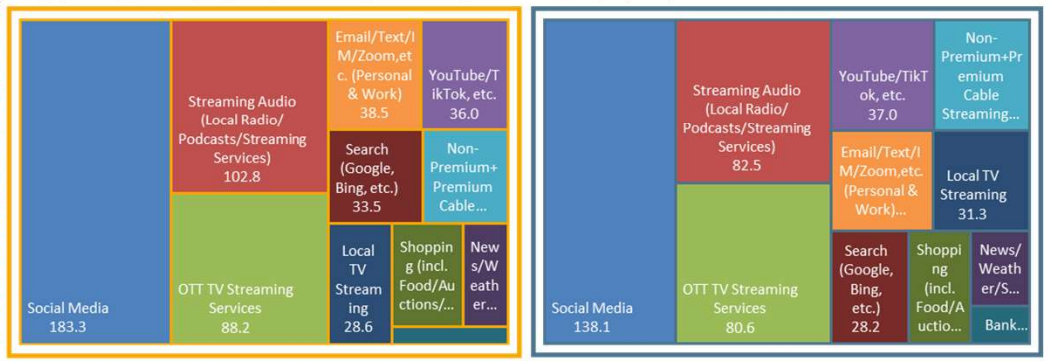
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week <u>Ad-Supported</u> Digital (Persons & % Reach): Adults 25 - 64



Avg. Day <u>Ad-Supported</u> Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

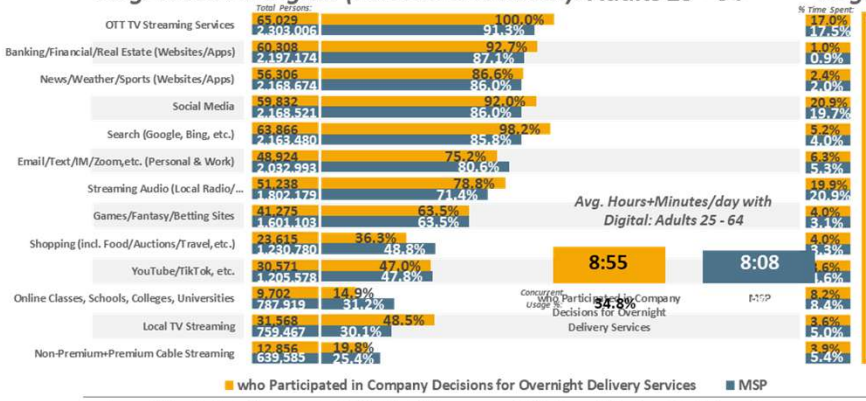
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Company purchasing decisions participated in past 12 months: Overnight delivery services

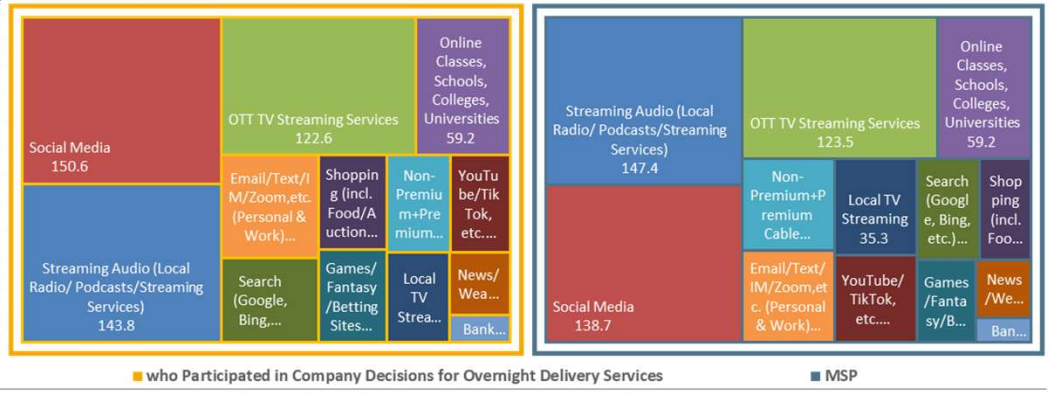


52,339 or 80.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Social Media for an average of 138.6 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

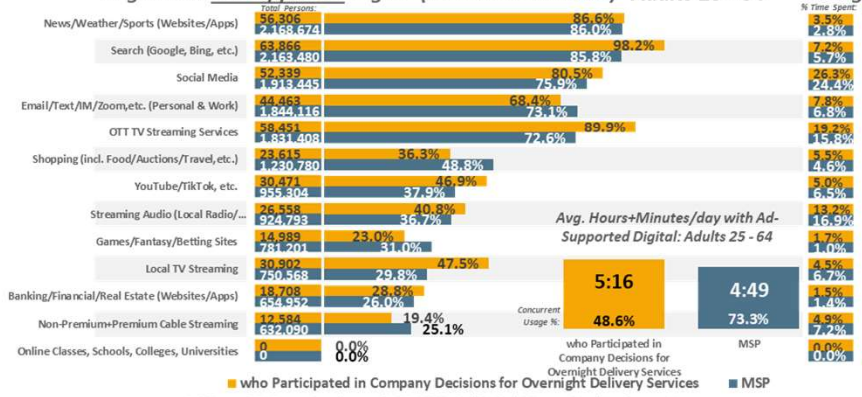
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



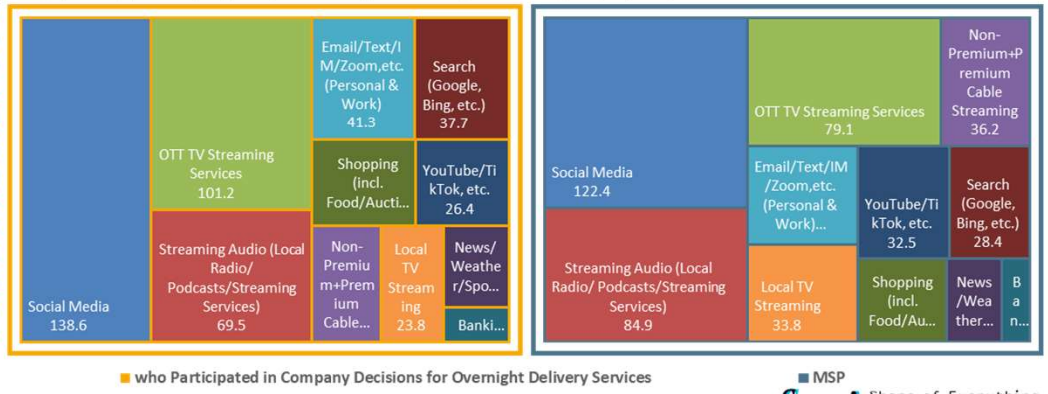
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

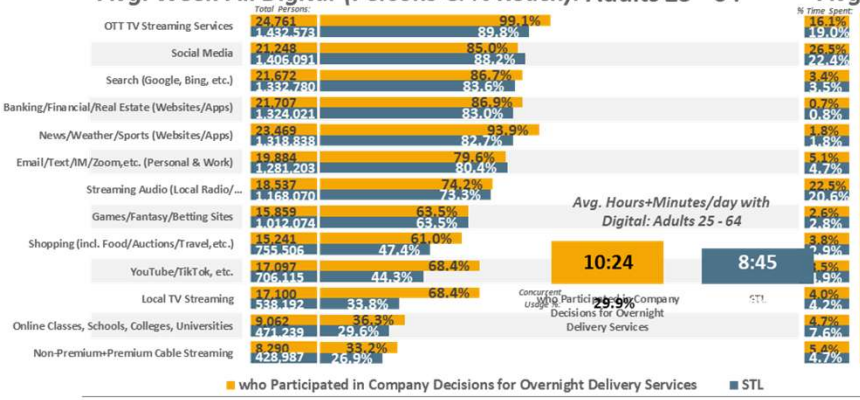
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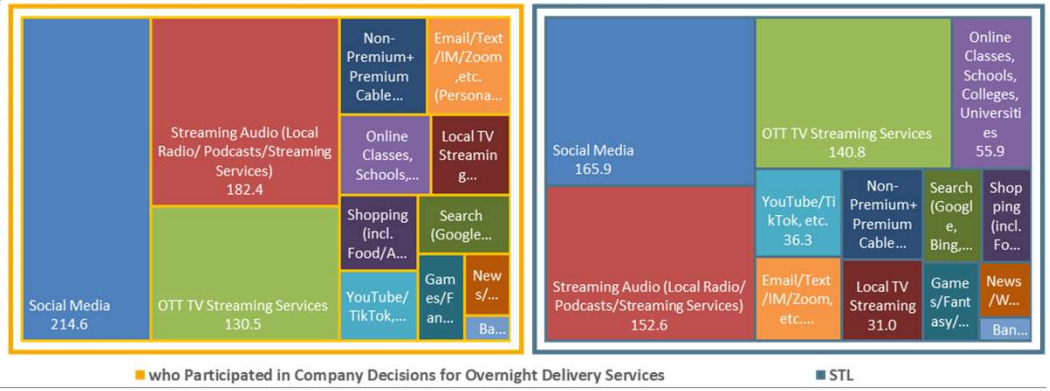
Company purchasing decisions participated in past 12 months: Overnight delivery services

20,053 or 80.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Social Media for an average of 197.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Digital Media.

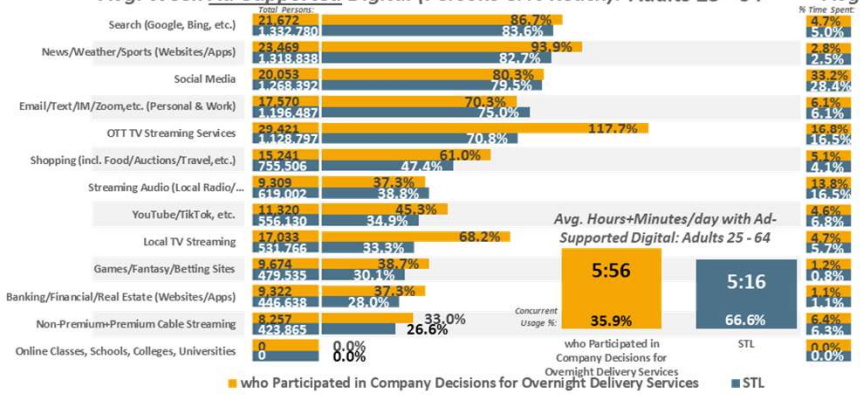
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



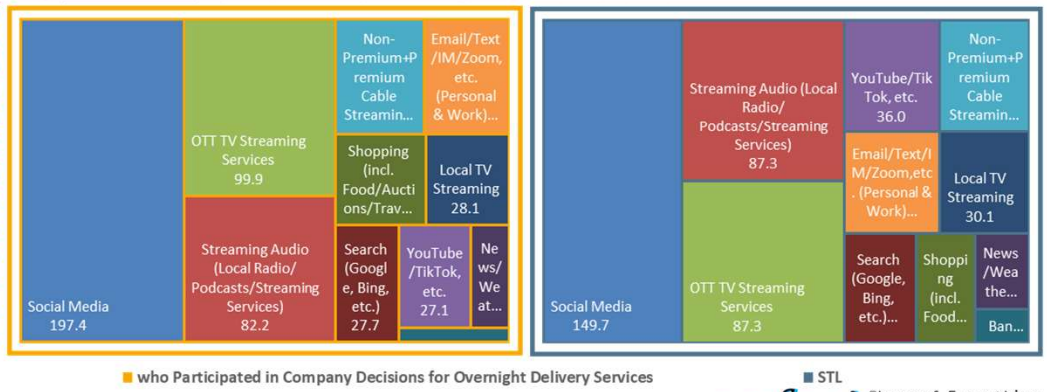
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

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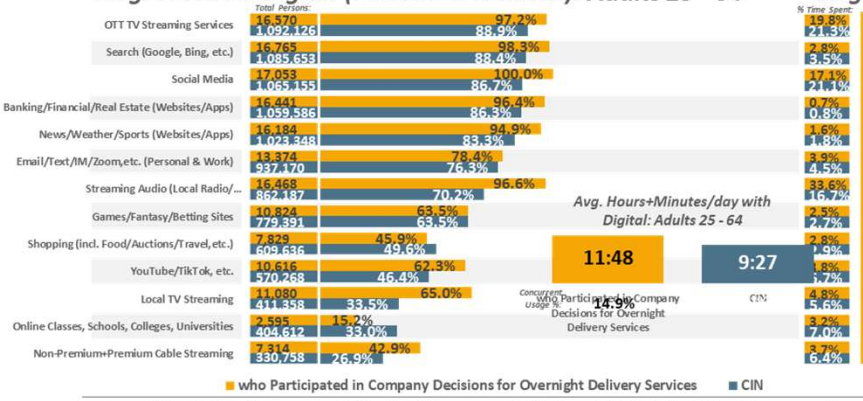
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Company purchasing decisions participated in past 12 months: Overnight delivery services

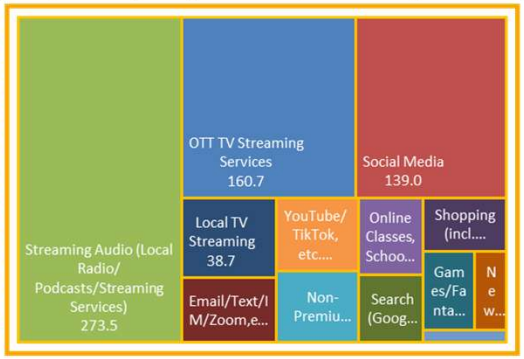


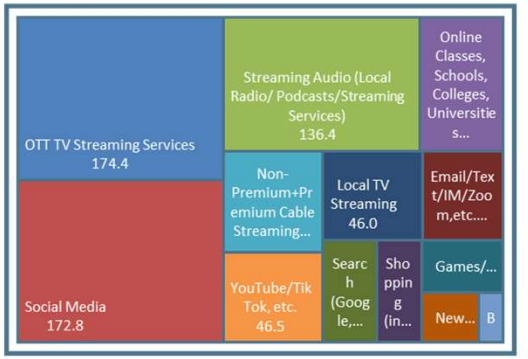
16,092 or 94.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Social Media for an average of 127.9 minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 64

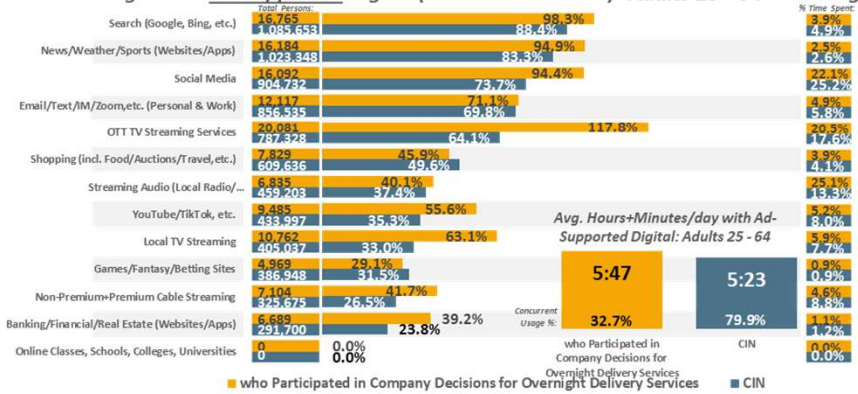


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



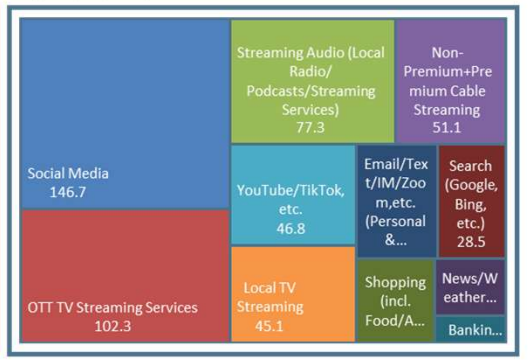


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

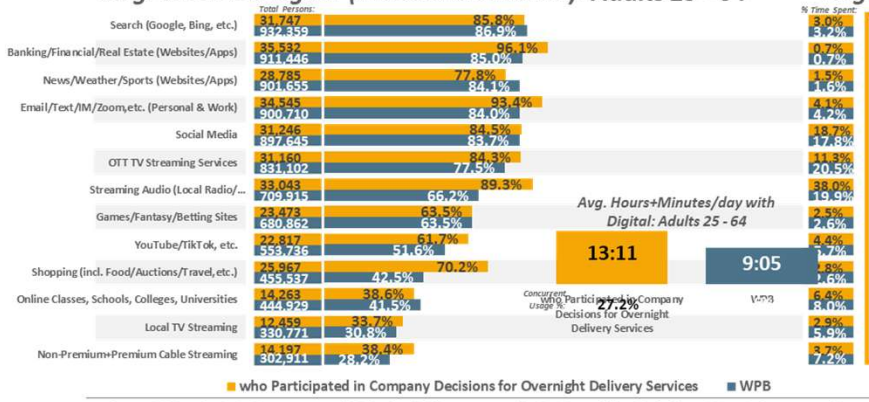
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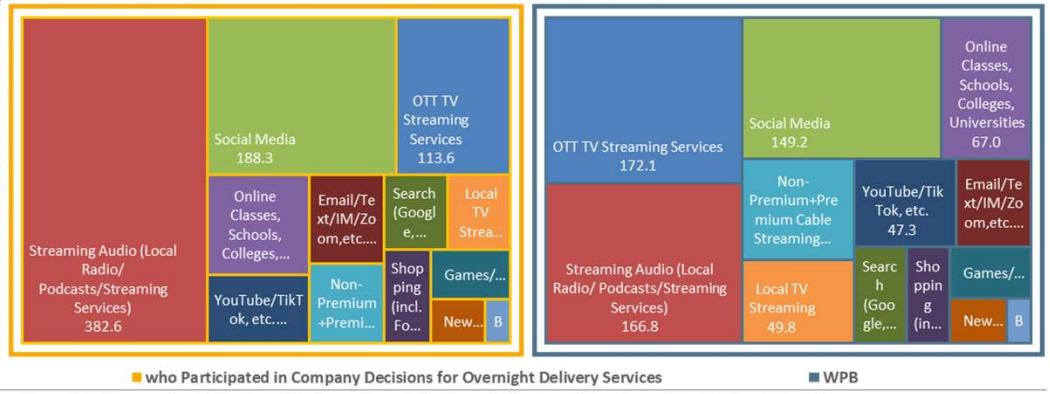
Company purchasing decisions participated in past 12 months: Overnight delivery services

25,982 or 70.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Social Media for an average of 173.3 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

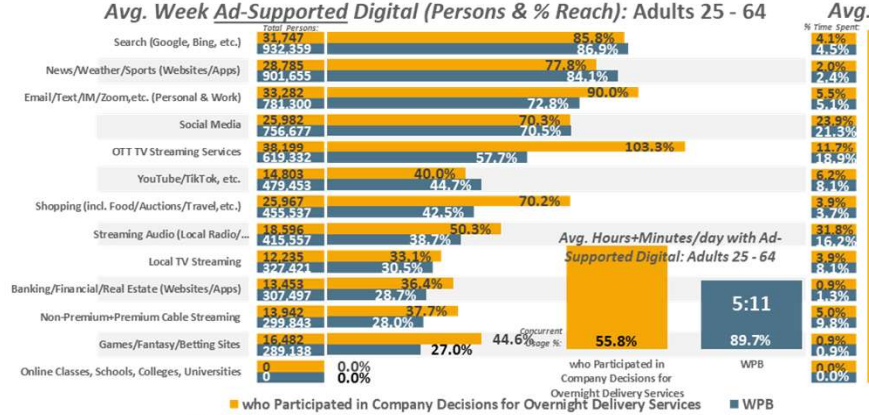
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



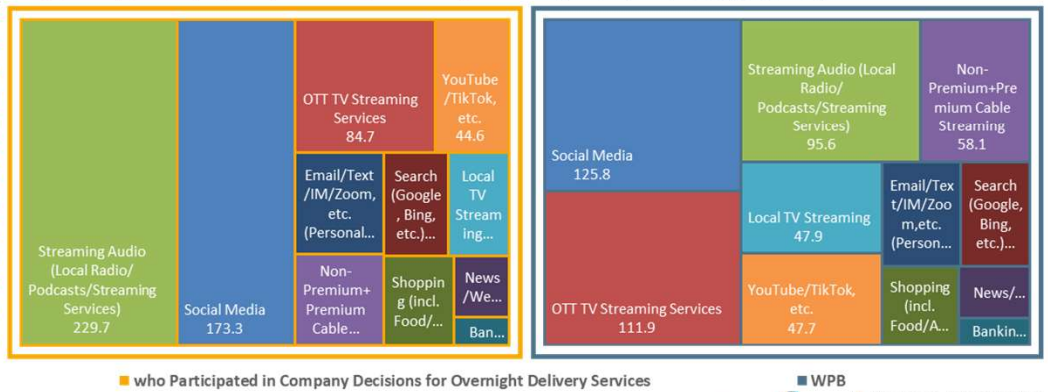
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

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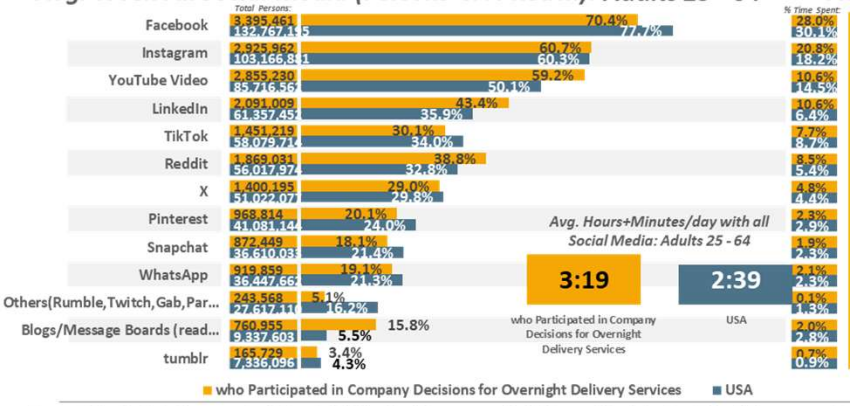
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Company purchasing decisions participated in past 12 months: Overnight delivery services

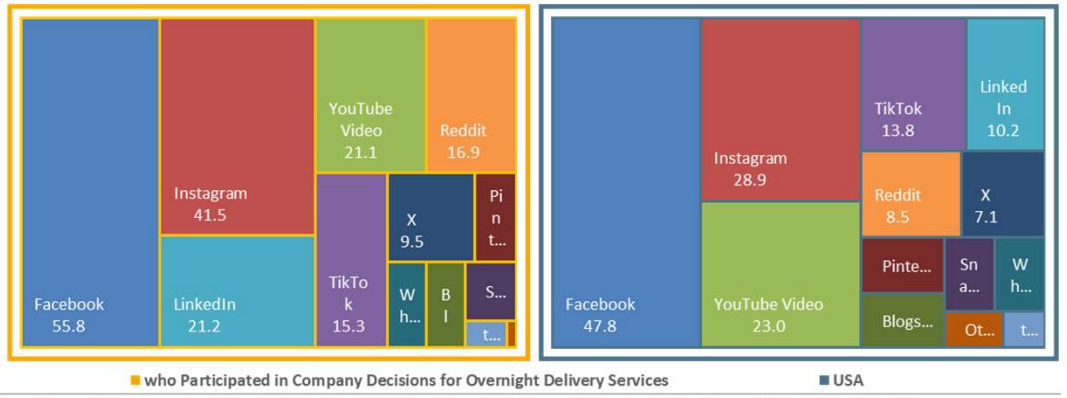


3,395,461 or 70.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 55.8 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

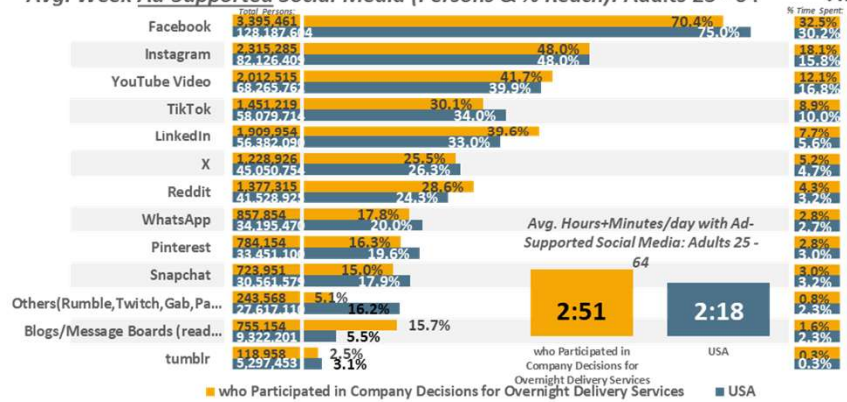
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



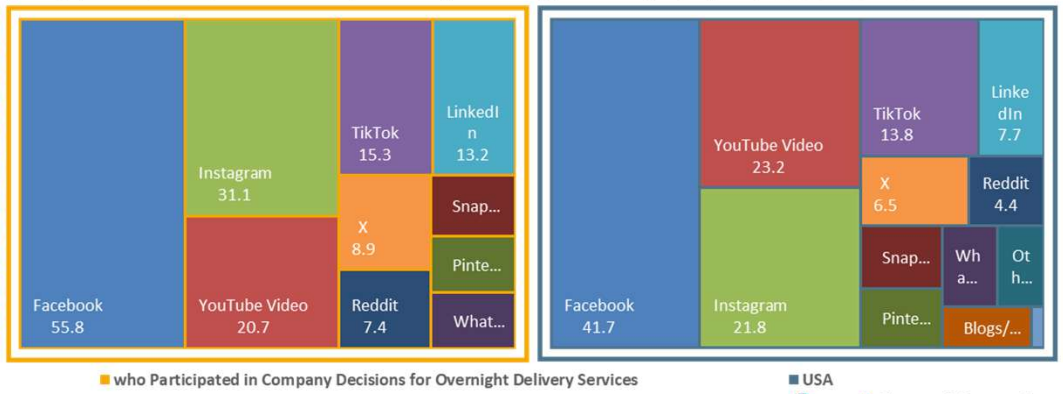
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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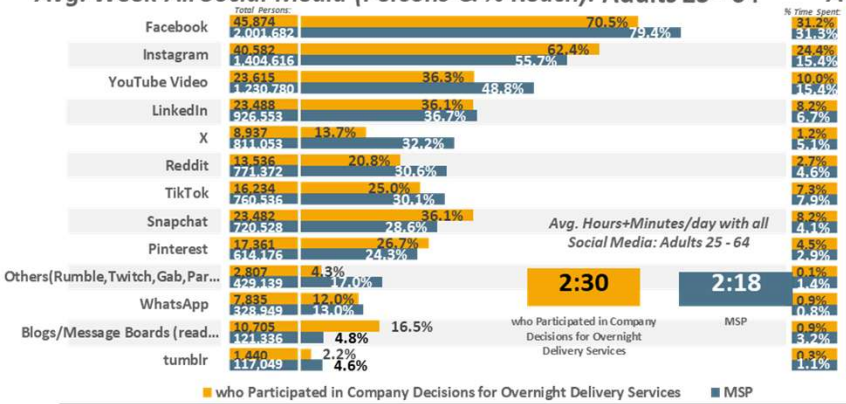
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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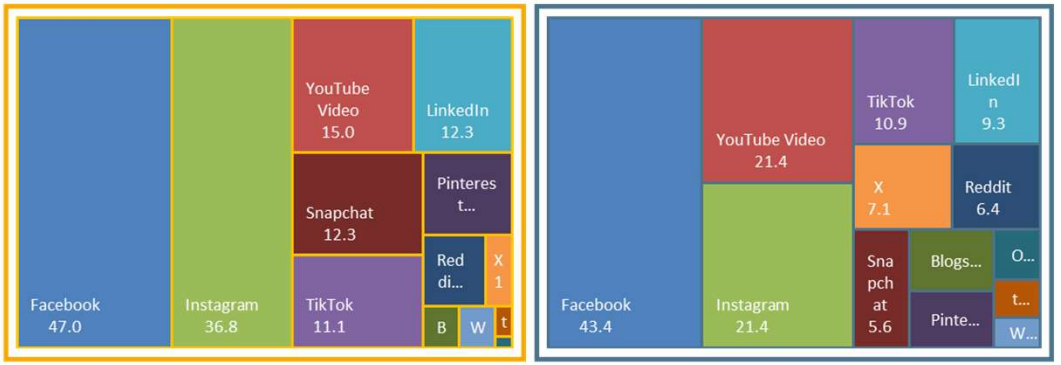
Company purchasing decisions participated in past 12 months: Overnight delivery services

45,874 or 70.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 45.1 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

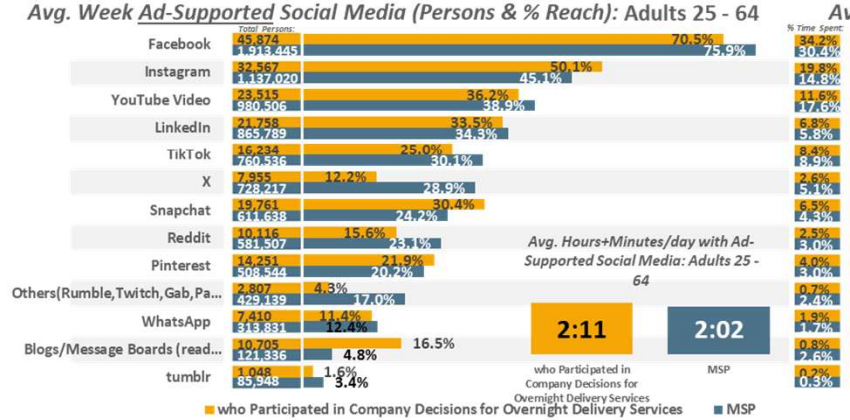
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



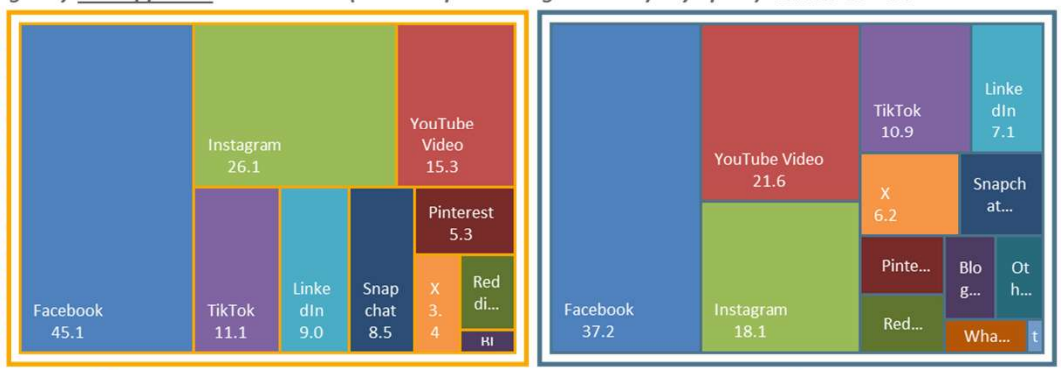
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

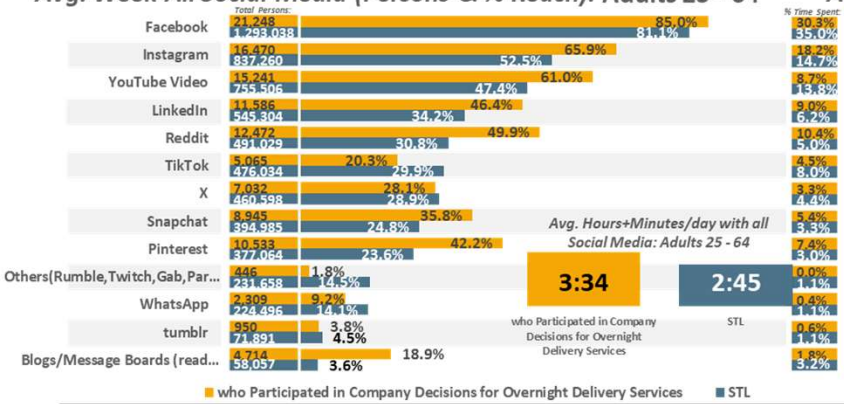
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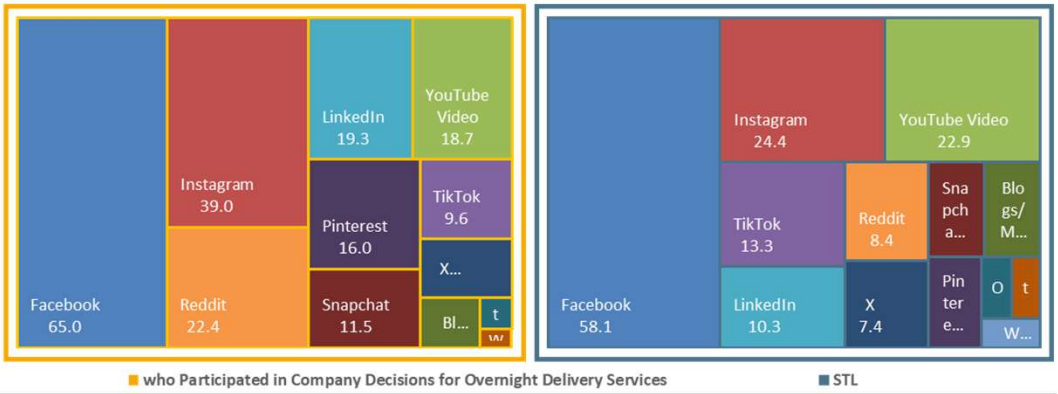
Company purchasing decisions participated in past 12 months: Overnight delivery services

20,053 or 80.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 67.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

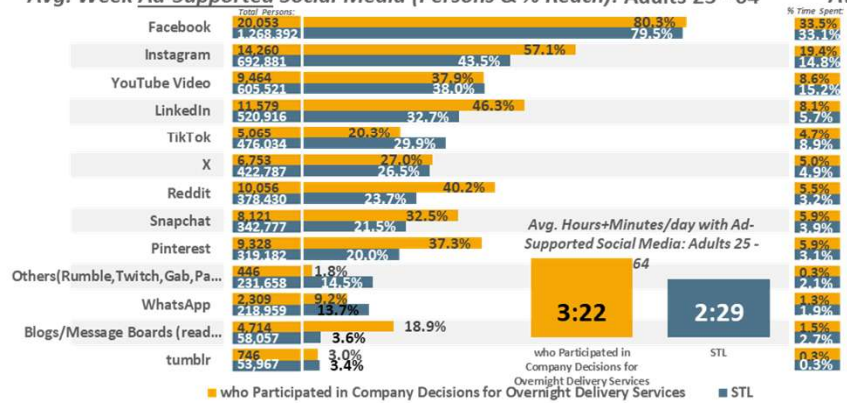
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



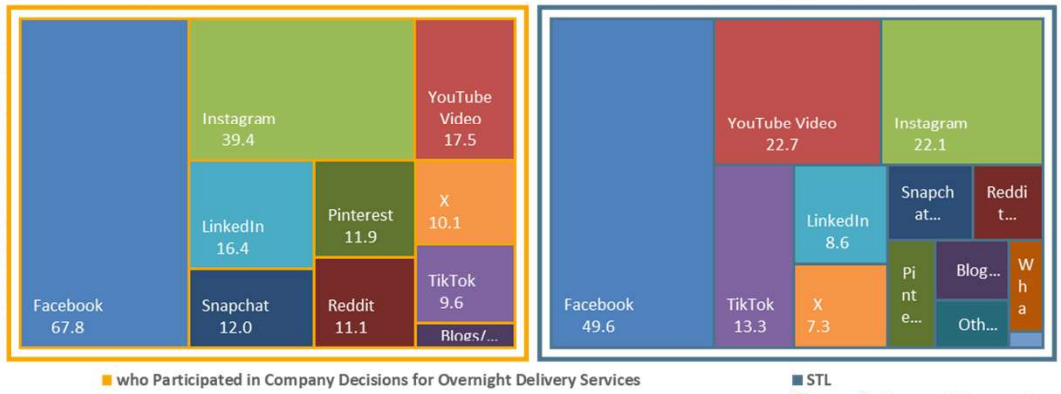
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

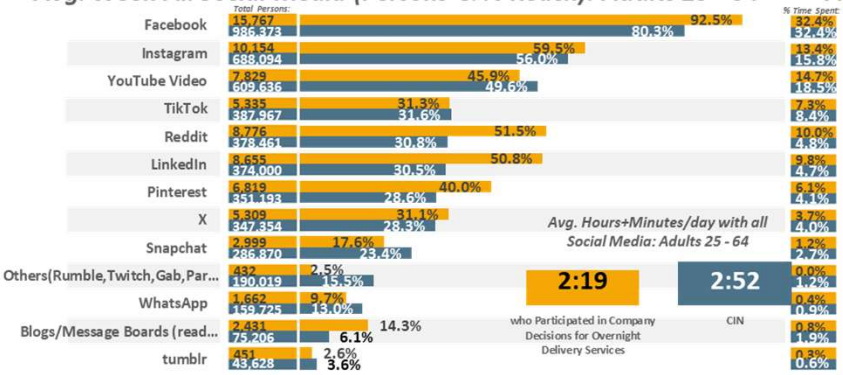
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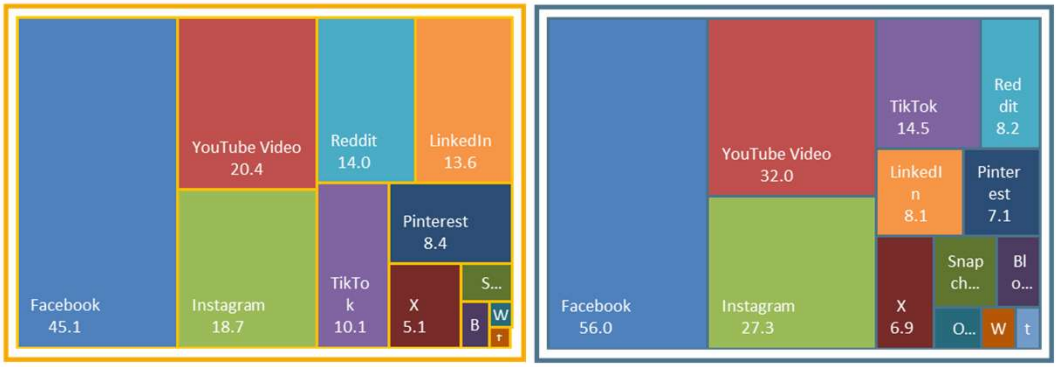
Company purchasing decisions participated in past 12 months: Overnight delivery services

15,767 or 92.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 44.6 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

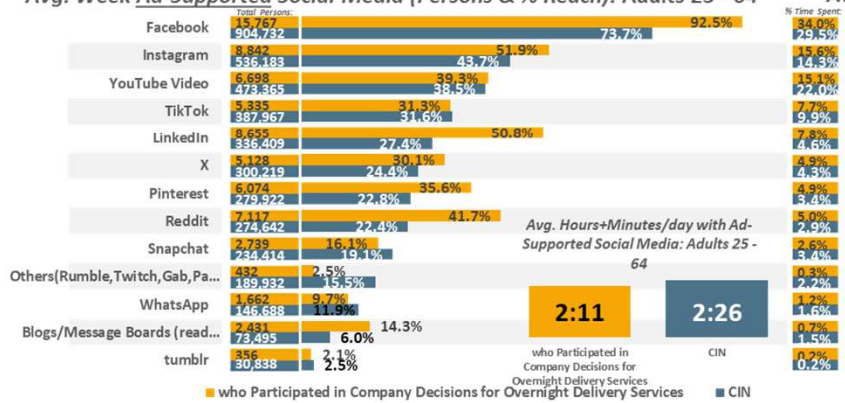
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



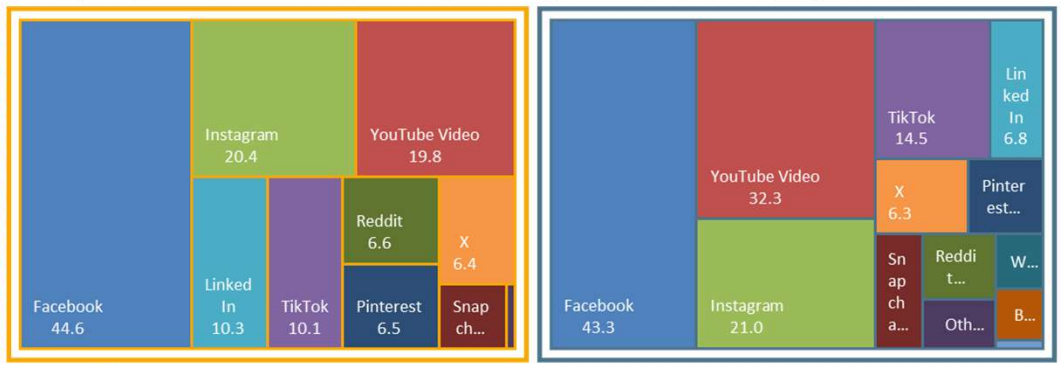
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

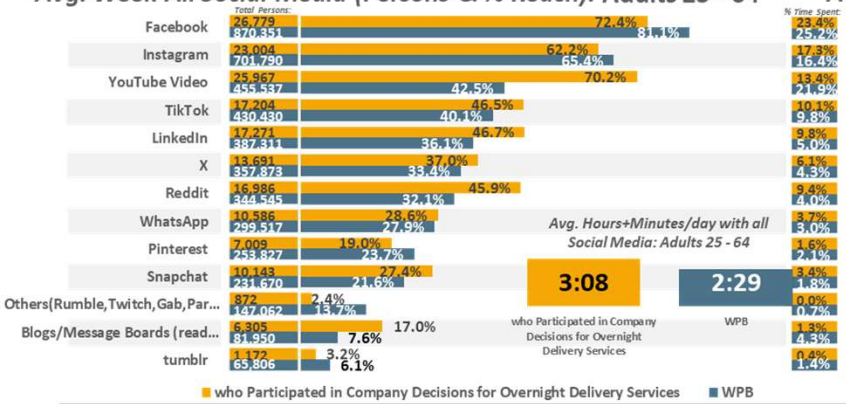
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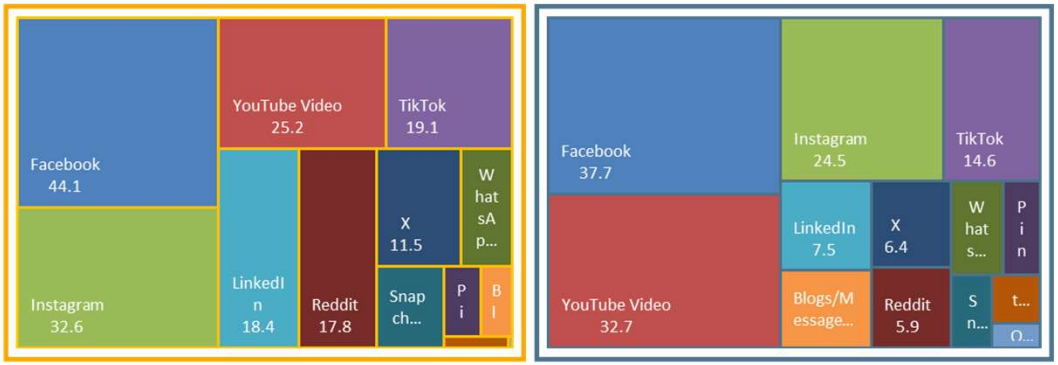
Company purchasing decisions participated in past 12 months: Overnight delivery services

25,982 or 70.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 44. minutes every day representing 28.1% of all time spent daily with Ad-Supported Social Media.

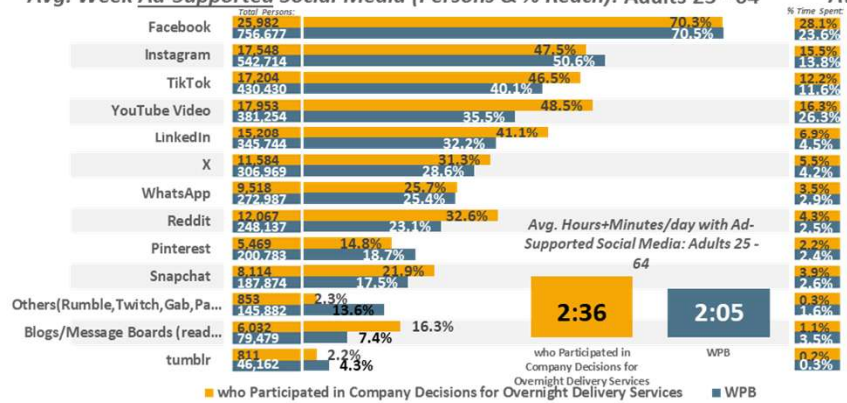
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



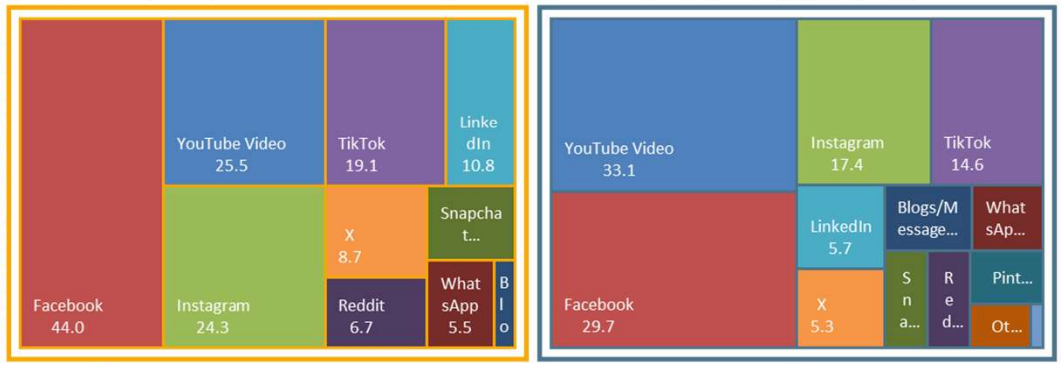
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

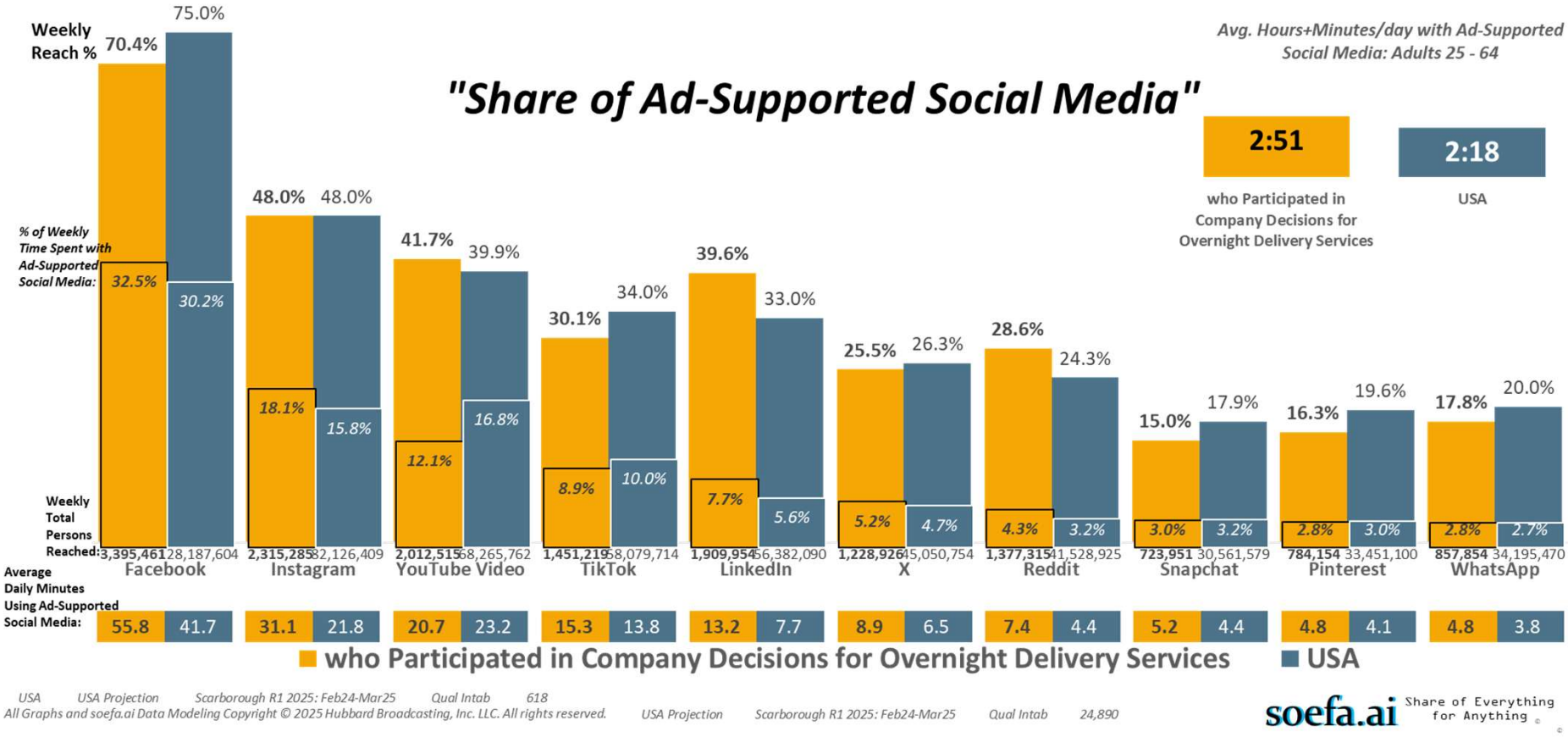
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Company purchasing decisions participated in past 12 months: Overnight delivery services



3,395,461 or 70.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 55.8 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

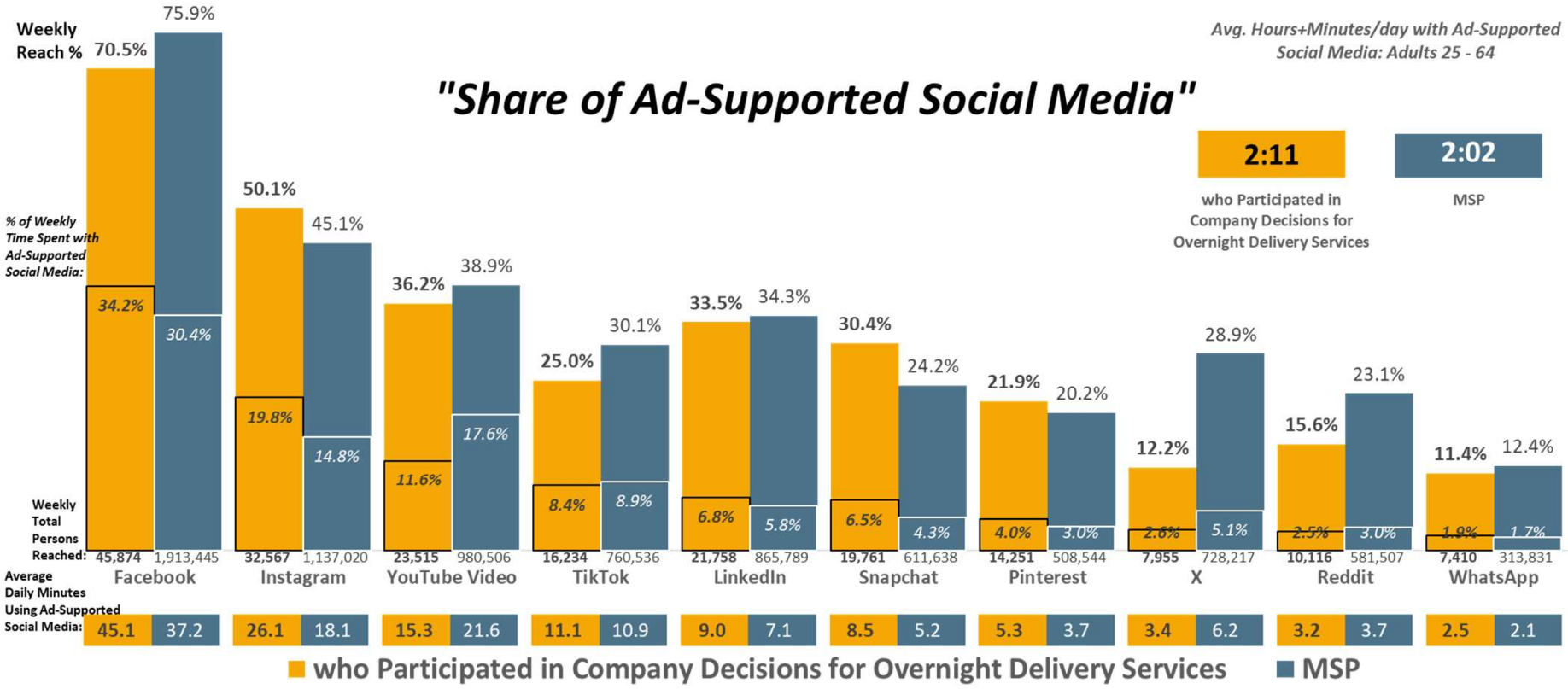
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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Company purchasing decisions participated in past 12 months: Overnight delivery services

45,874 or 70.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 45.1 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.



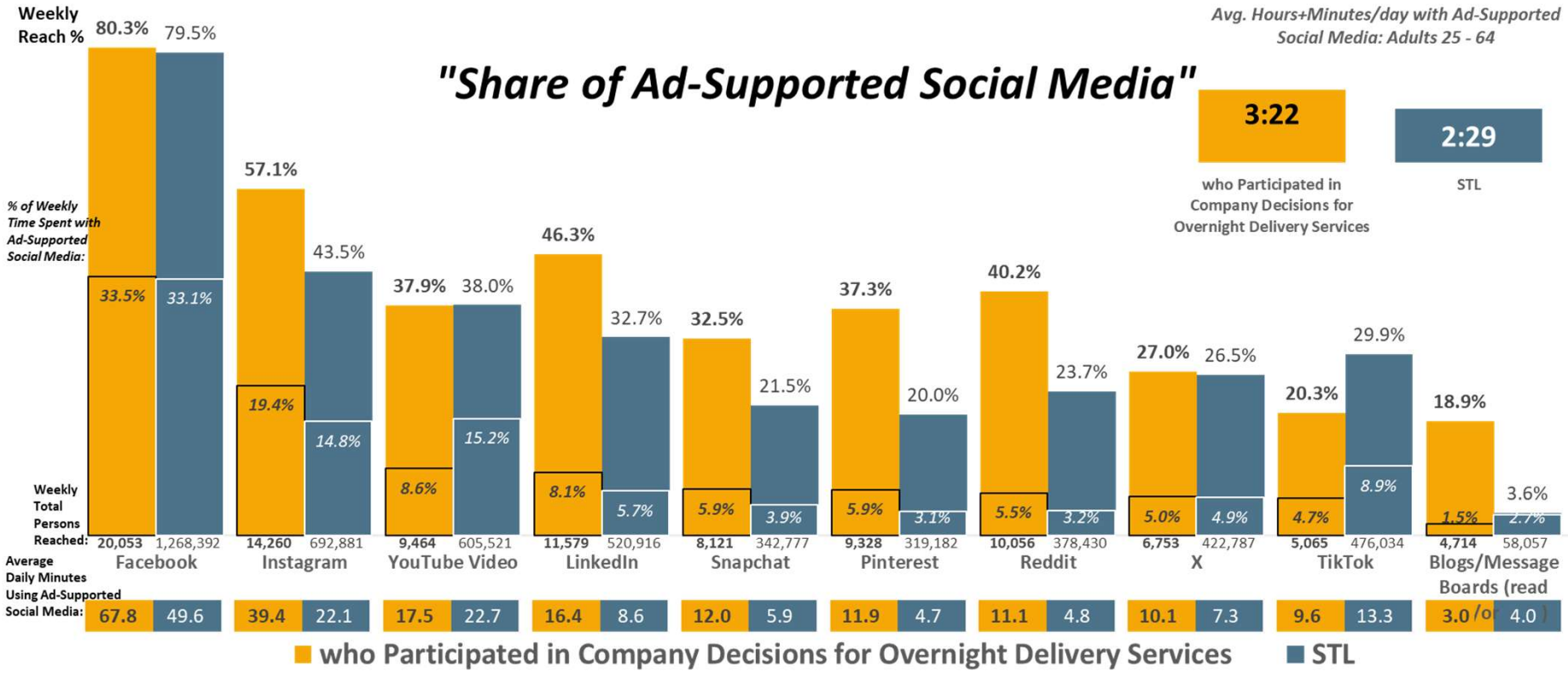
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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Company purchasing decisions participated in past 12 months: Overnight delivery services

20,053 or 80.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 67.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



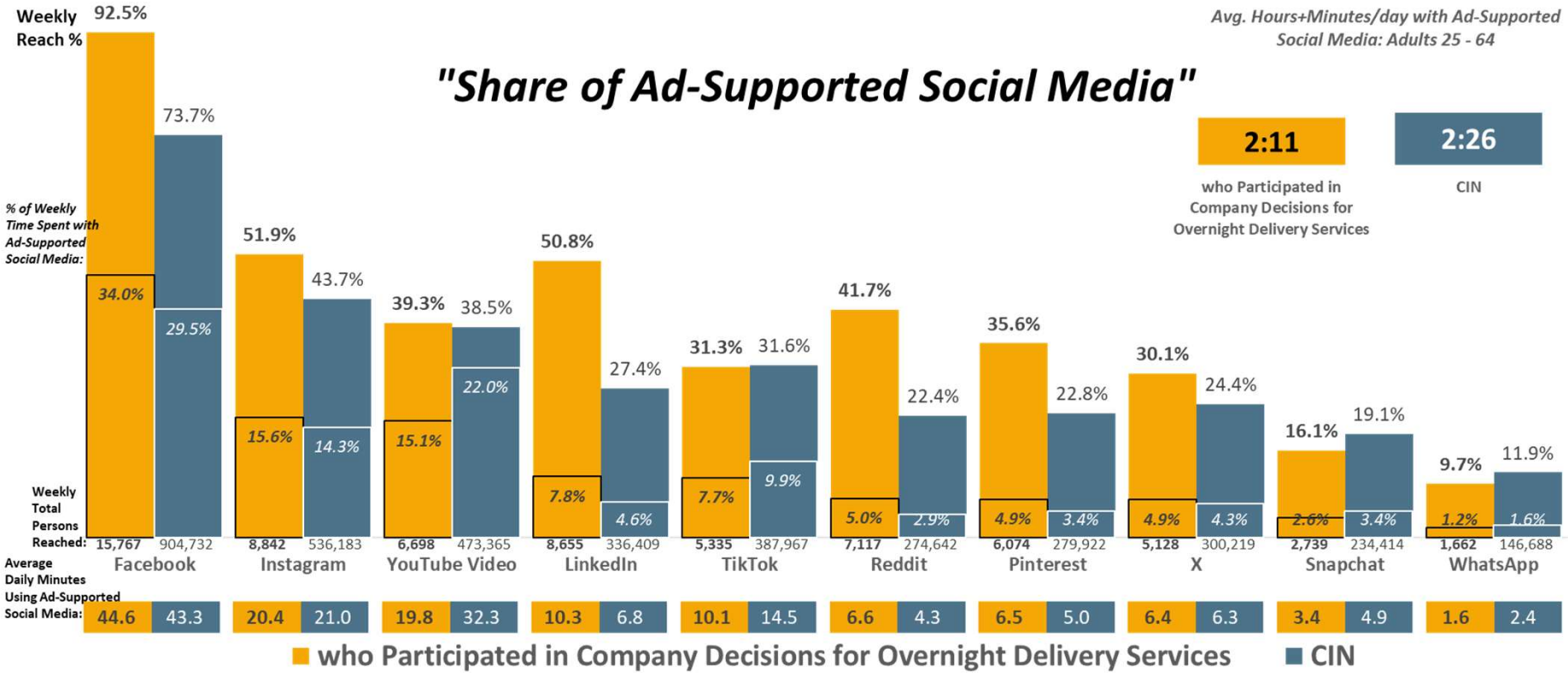
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075

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Company purchasing decisions participated in past 12 months: Overnight delivery services

15,767 or 92.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 44.6 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.



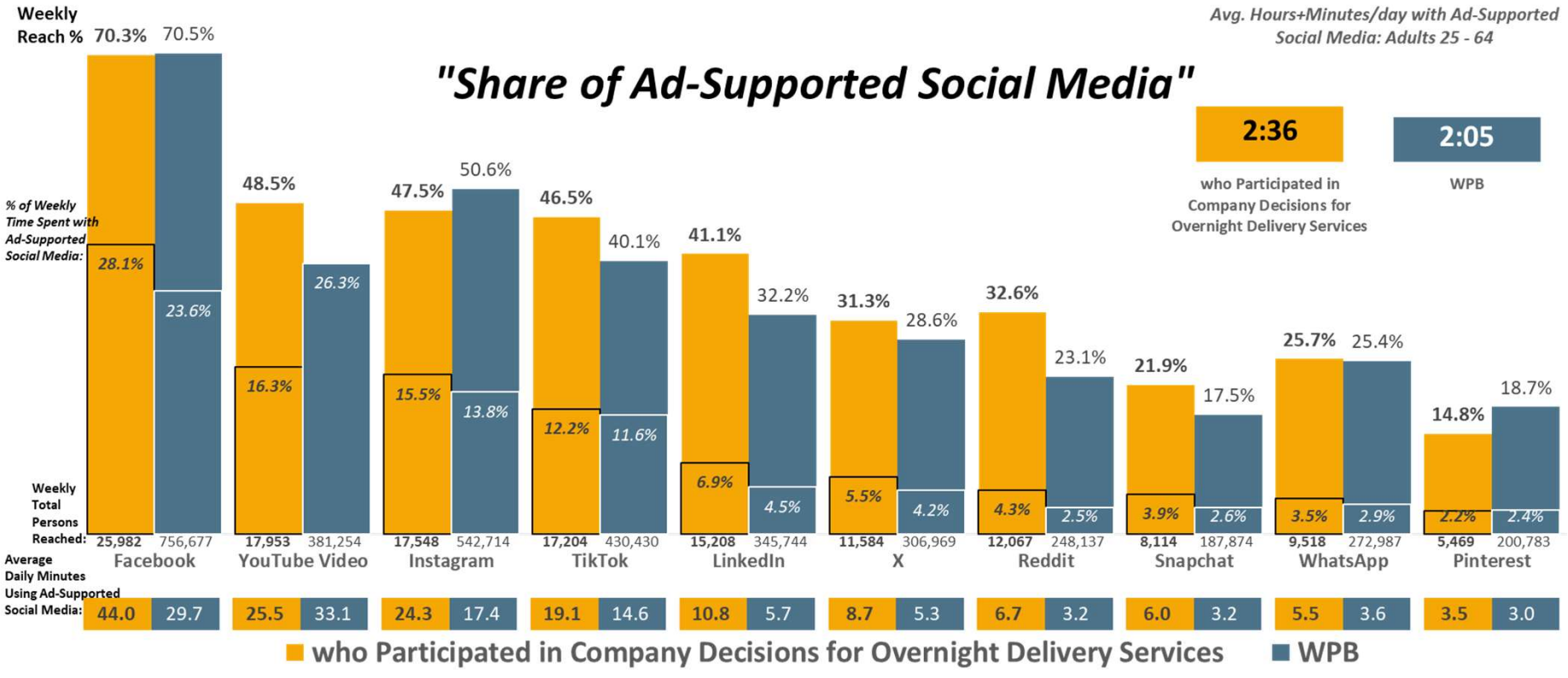
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

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Company purchasing decisions participated in past 12 months: Overnight delivery services

25,982 or 70.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services use Ad-Supported Facebook for an average of 44. minutes every day representing 28.1% of all time spent daily with Ad-Supported Social Media.



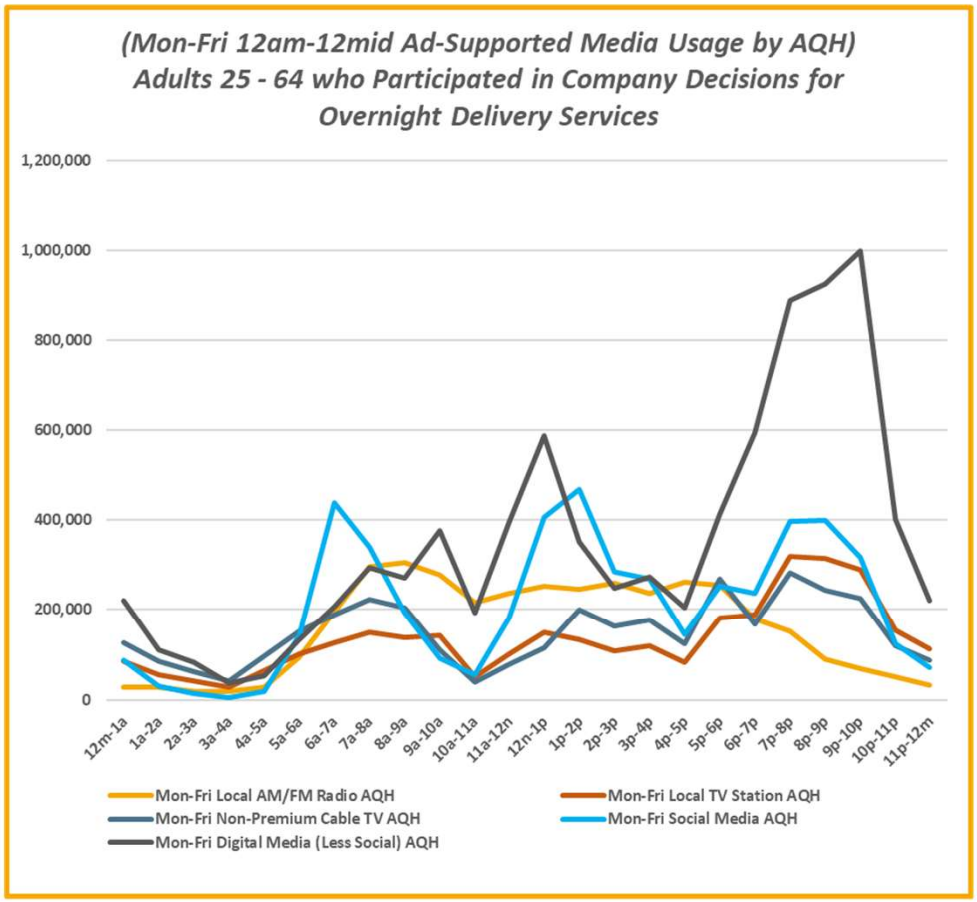
WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

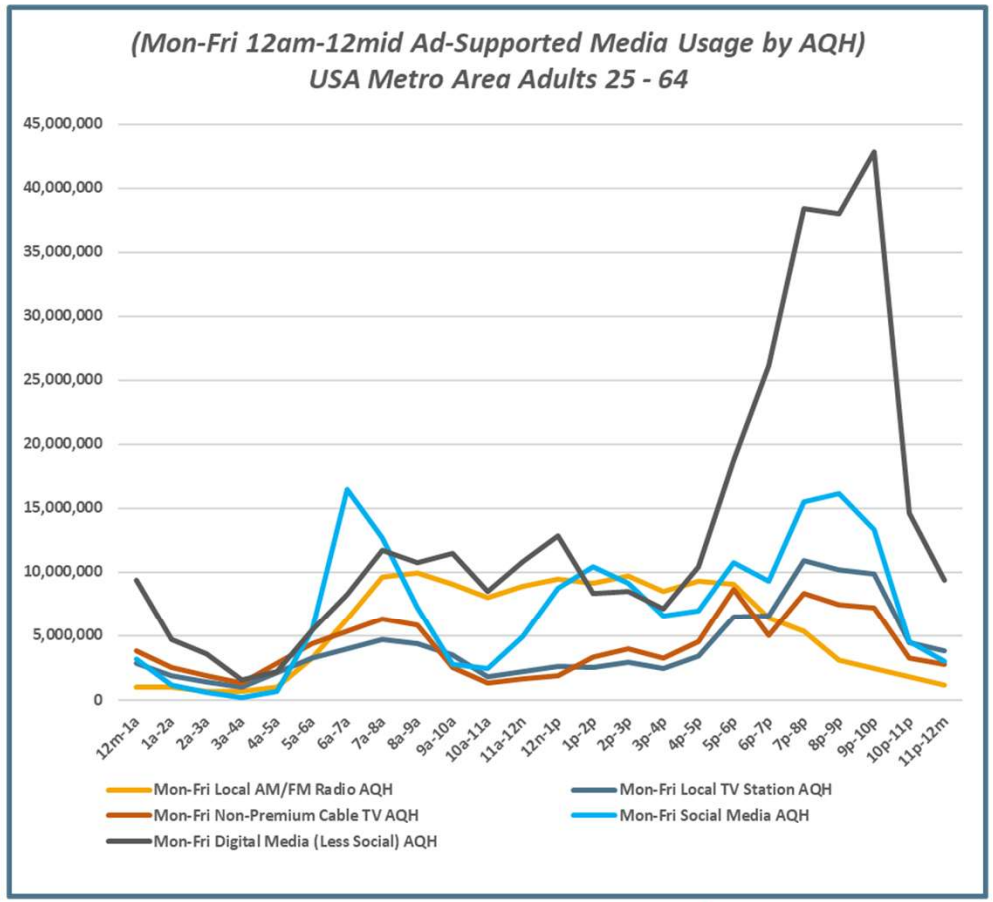
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Company purchasing decisions participated in past 12 months: Overnight delivery services

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 339,111; Social Media: 258,703; Local Radio: 247,780; Non-Prem. Cable: 158,636; Local TV: 128,645 reaching Adults 25 - 64 who Participated in Company Decisions for Overni





USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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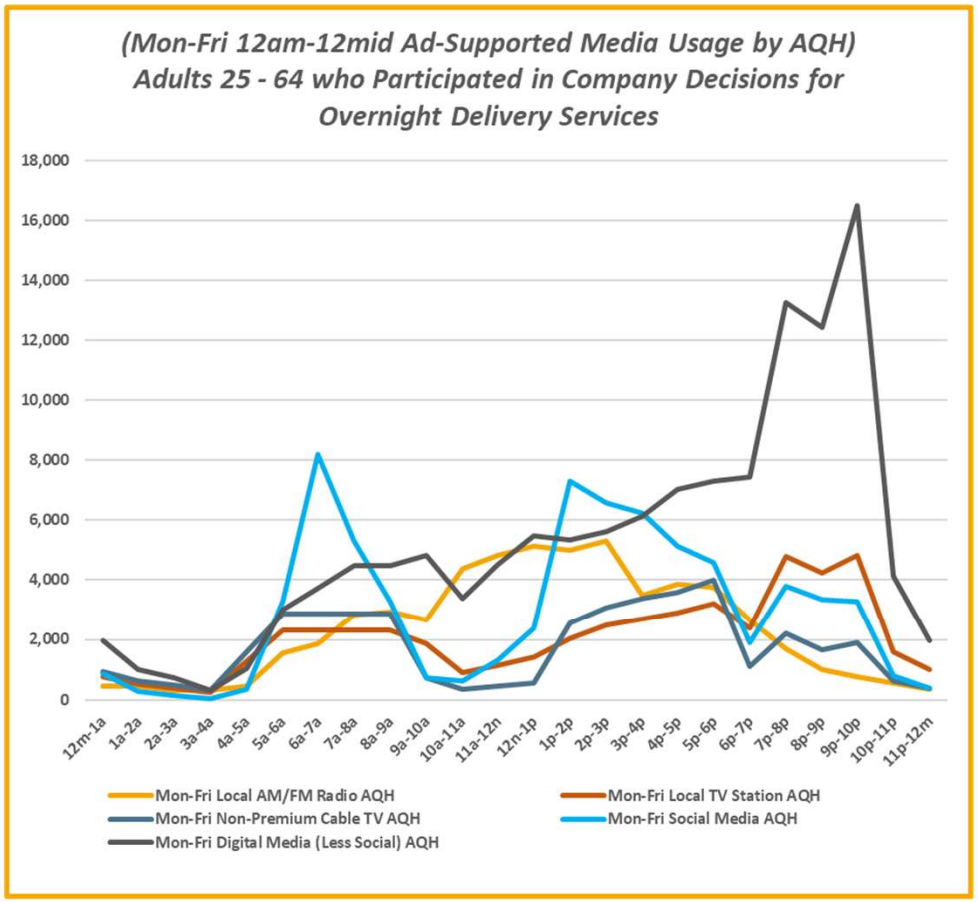
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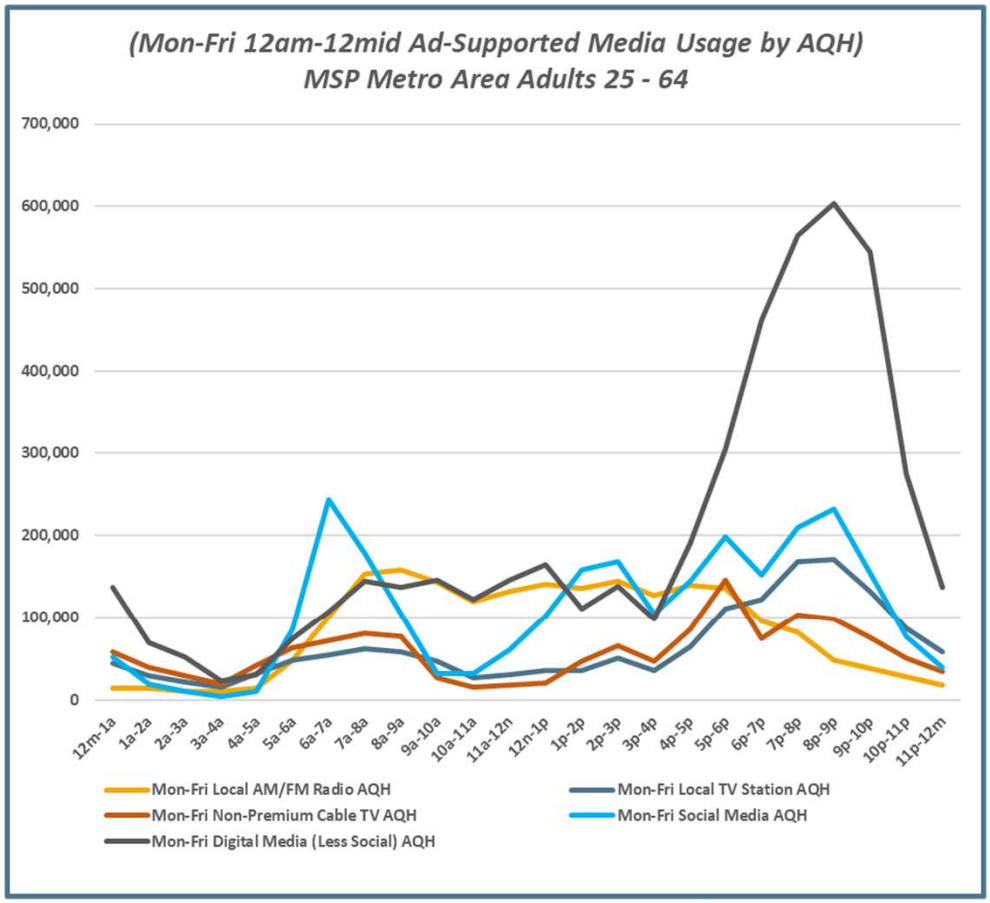
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Company purchasing decisions participated in past 12 months: Overnight delivery services



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,366; Social Media: 4,120; Local Radio: 3,740; Non-Prem. Cable: 2,184; Local TV: 2,147 reaching Adults 25 - 64 who Participated in Company Decisions for Overnight Delive



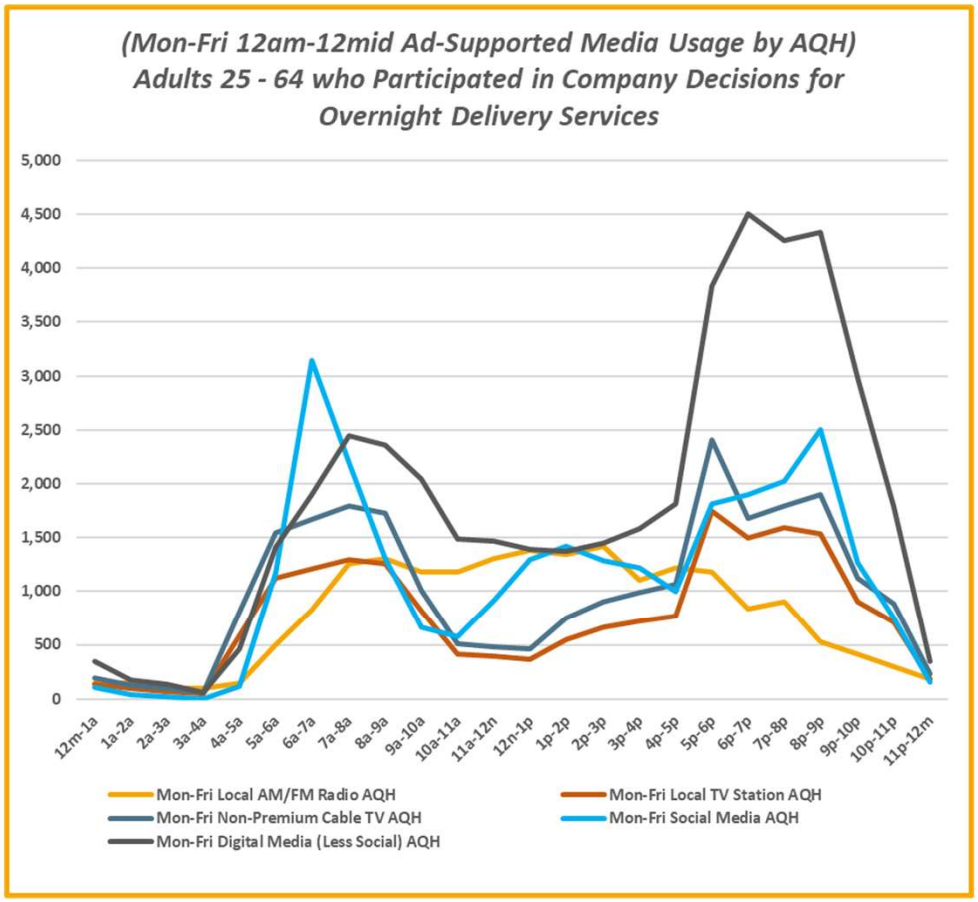


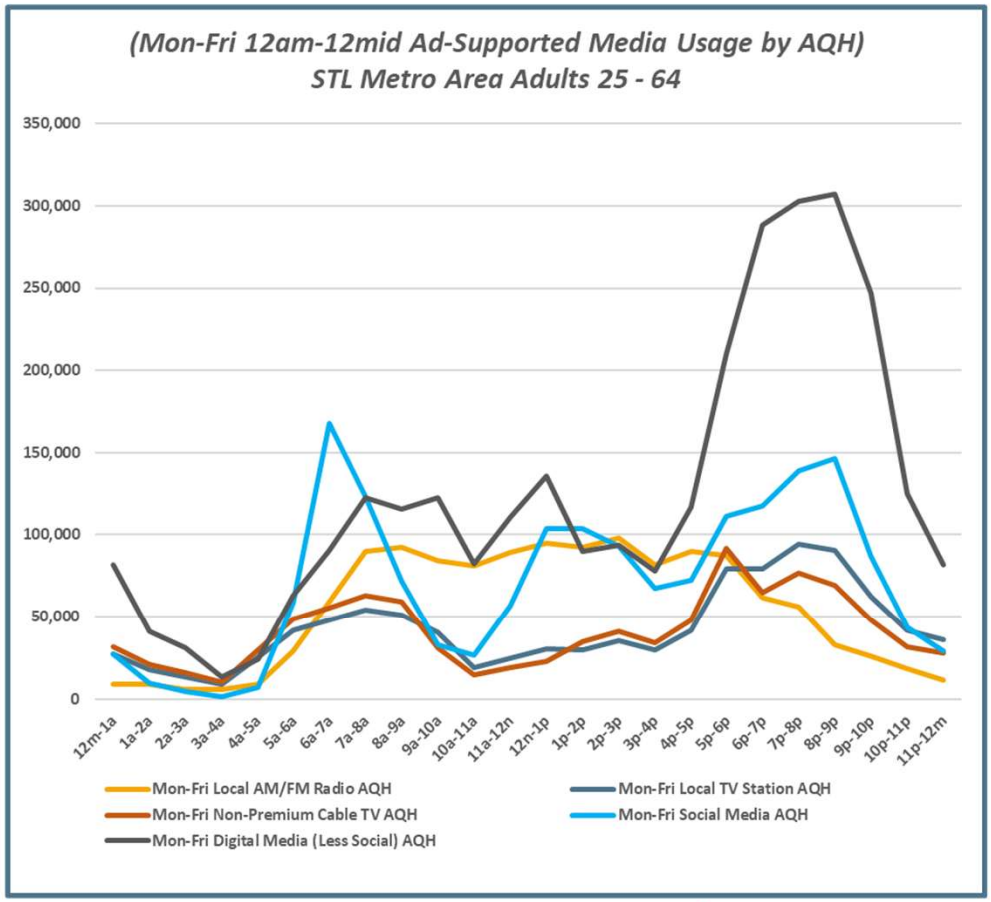
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Company purchasing decisions participated in past 12 months: Overnight delivery services

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,127; Social Media: 1,440; Local Radio: 1,196; Non-Prem. Cable: 1,188; Local TV: 899 reaching Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery



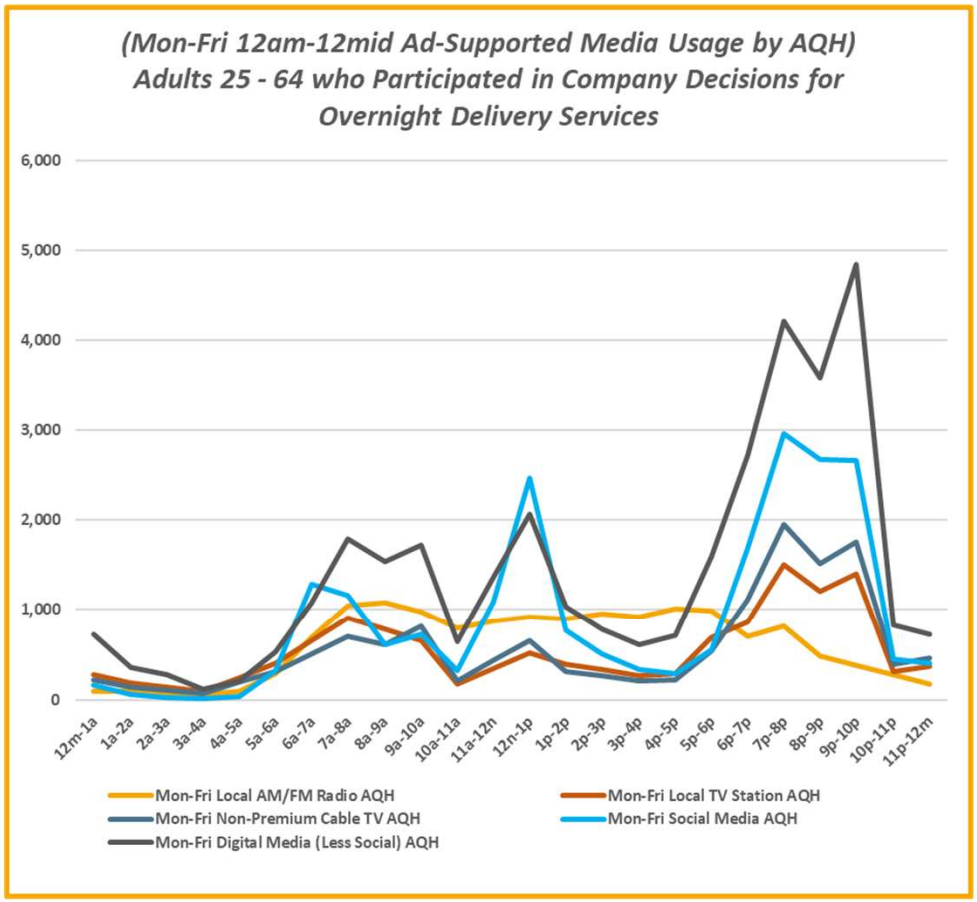


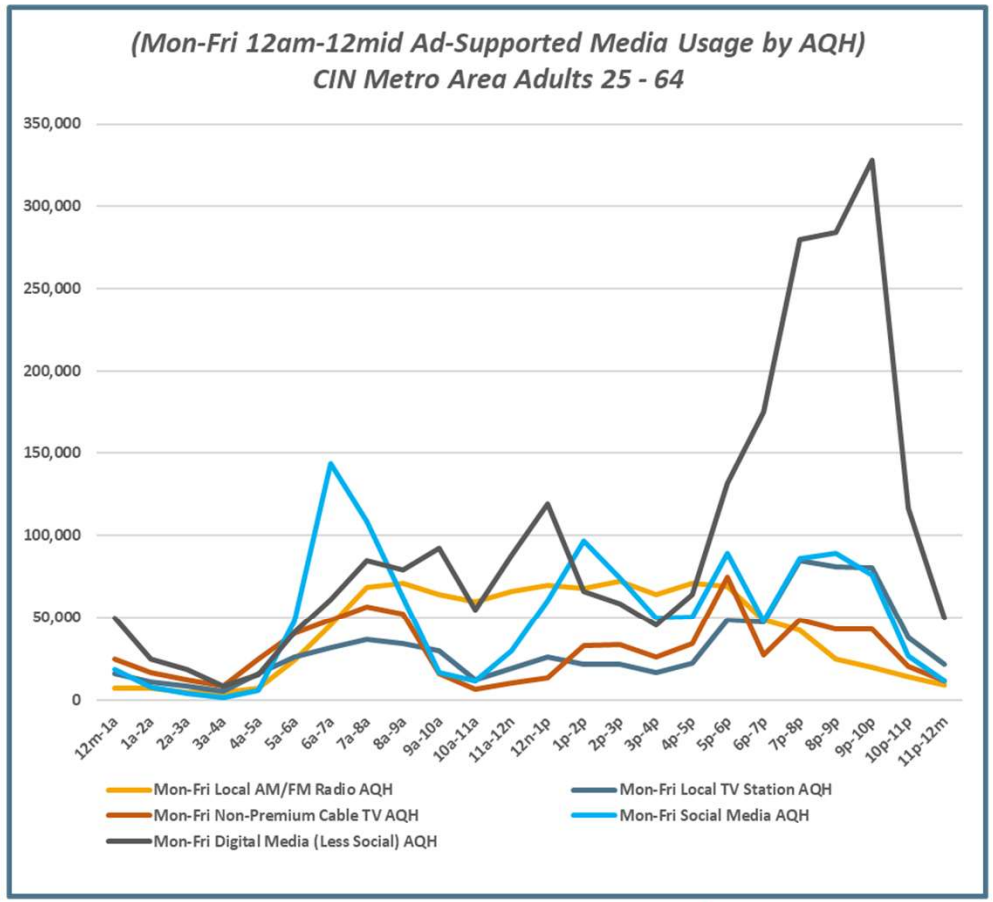
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Company purchasing decisions participated in past 12 months: Overnight delivery services

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,361; Local Radio: 911; Social Media: 909; Local TV: 528; Non-Prem. Cable: 507 reaching Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Servi



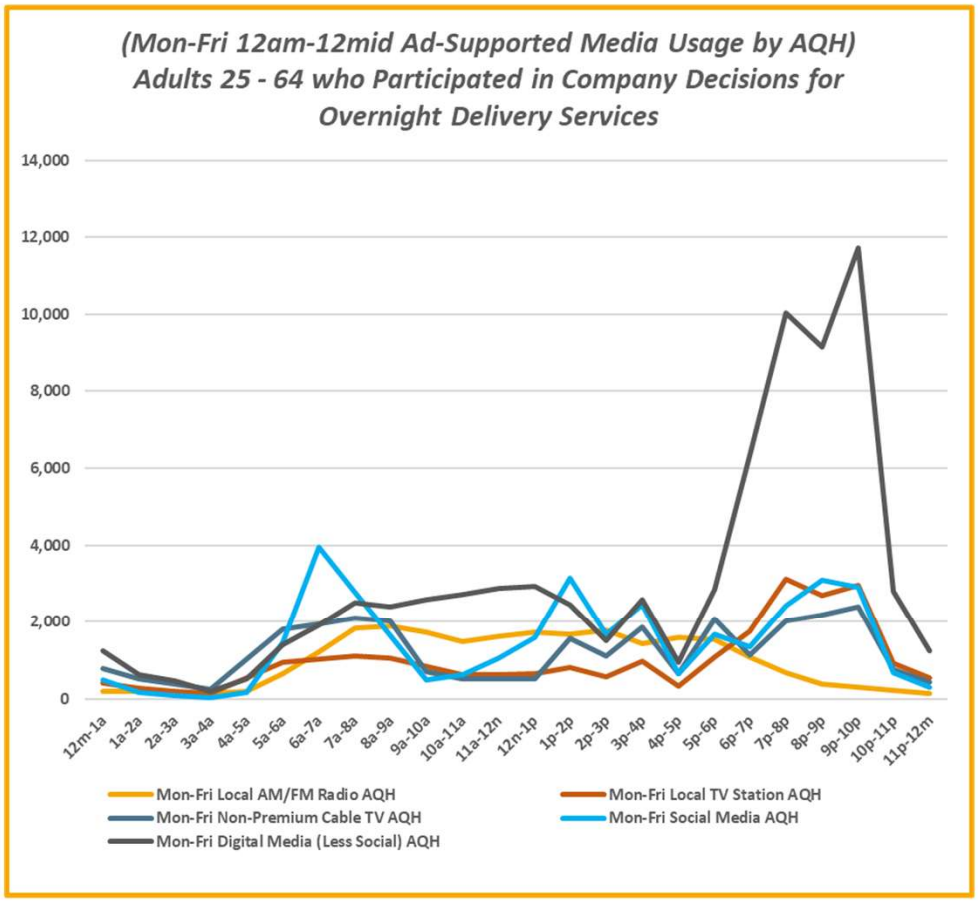


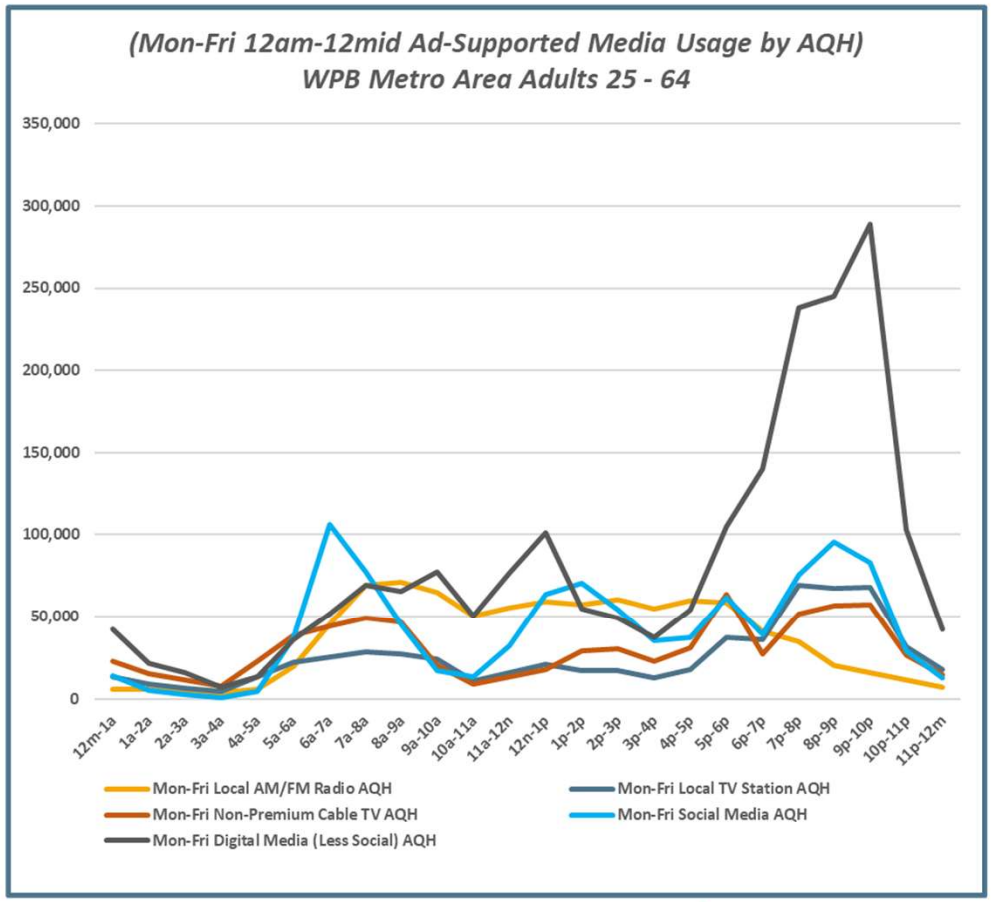
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Company purchasing decisions participated in past 12 months: Overnight delivery services

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,660; Social Media: 1,771; Local Radio: 1,584; Non-Prem. Cable: 1,283; Local TV: 879 reaching Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery





WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

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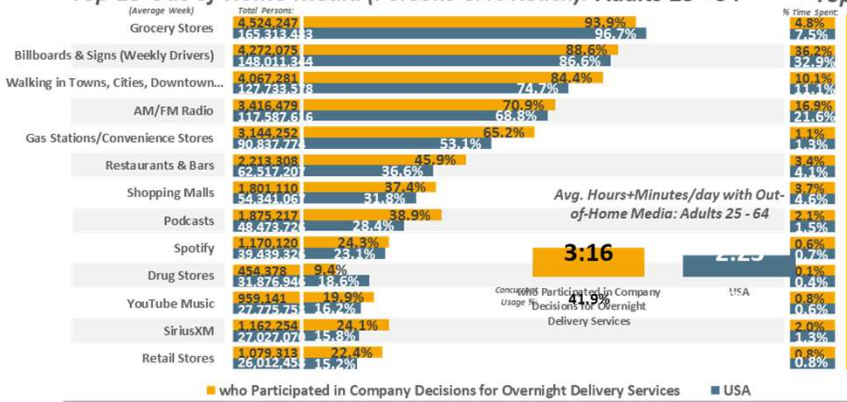
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Company purchasing decisions participated in past 12 months: Overnight delivery services

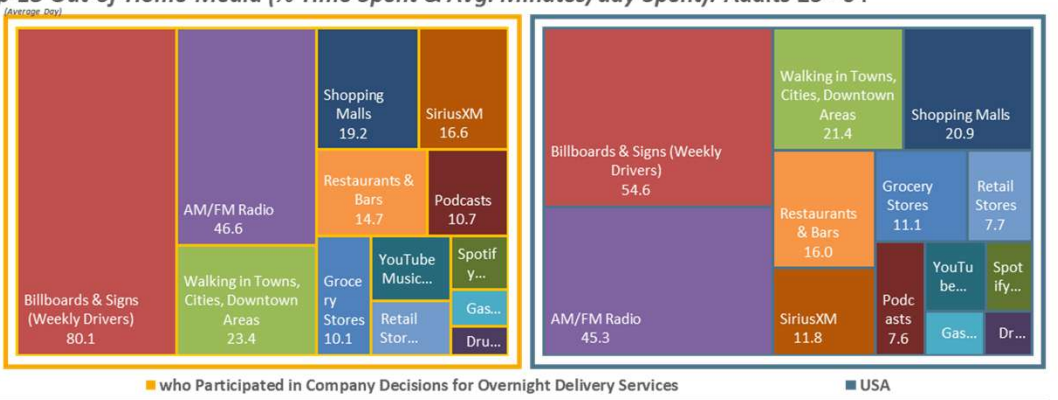


4,272,075 or 88.6% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 80.1 minutes per day driving, seeing Billboards and Signs. 67.4% Listen to Local Radio Stations Out-of-Home for an average of 39

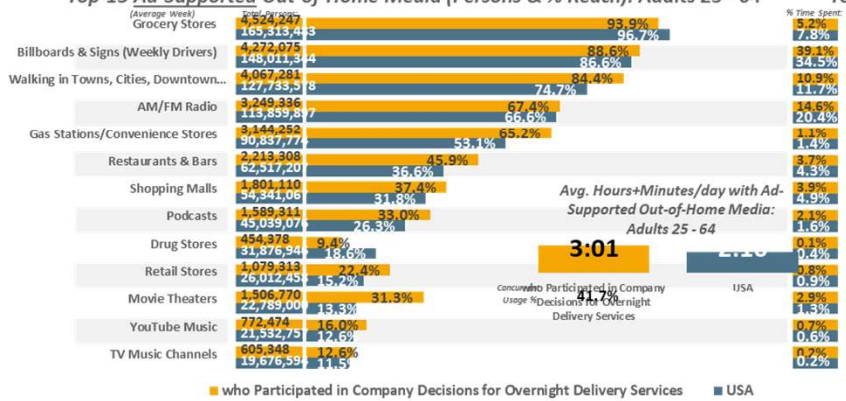
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



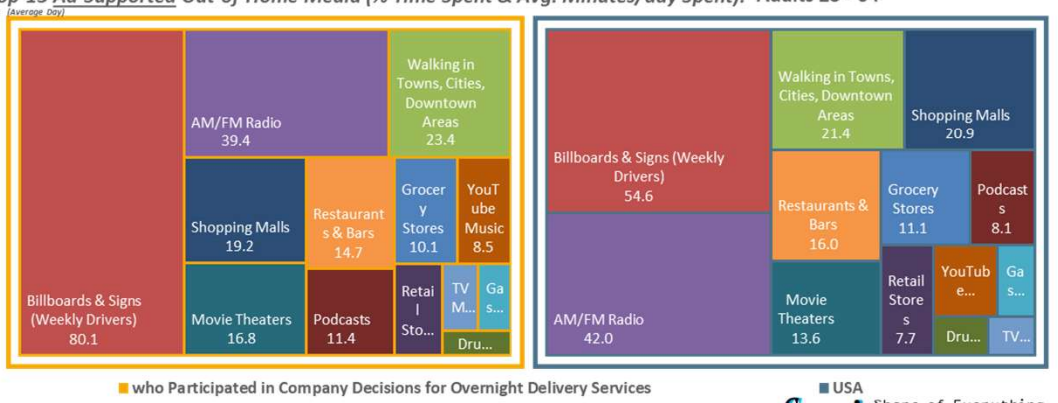
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

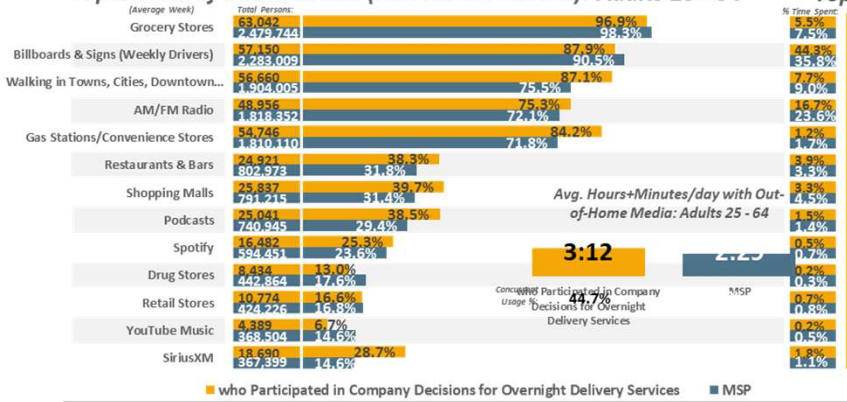
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Company purchasing decisions participated in past 12 months: Overnight delivery services

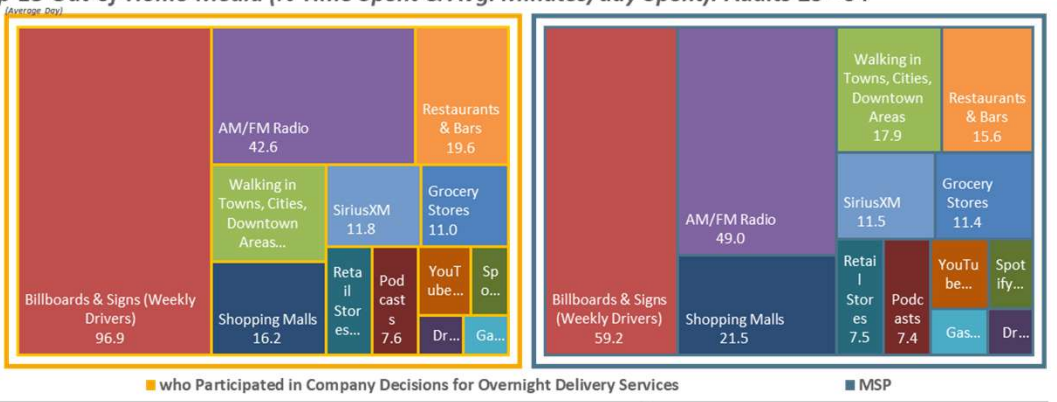
FedEx MSP

57,150 or 87.9% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 96.9 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 40. m

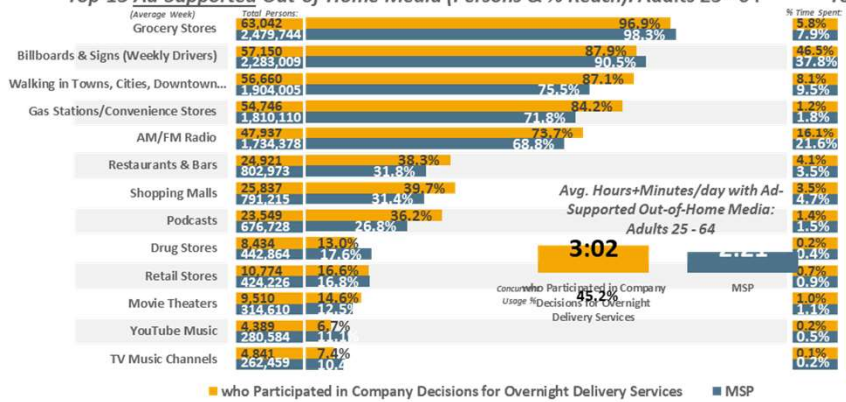
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



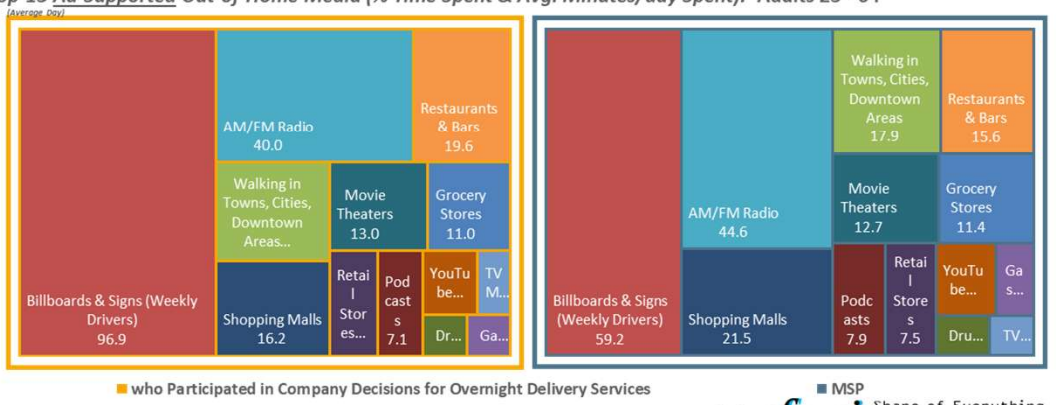
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

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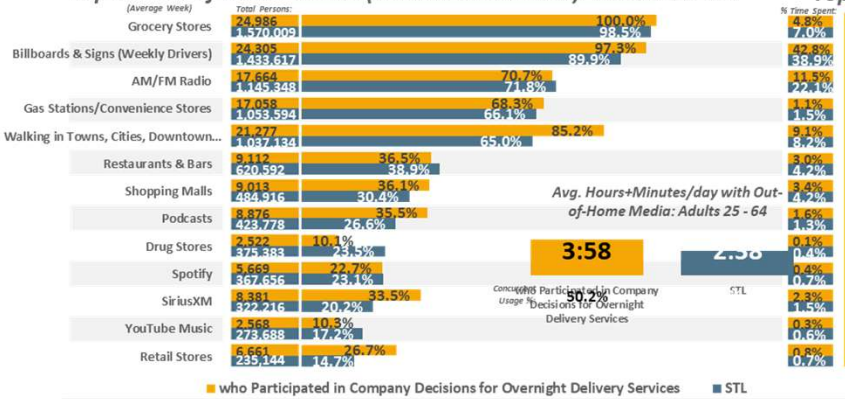
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Company purchasing decisions participated in past 12 months: Overnight delivery services

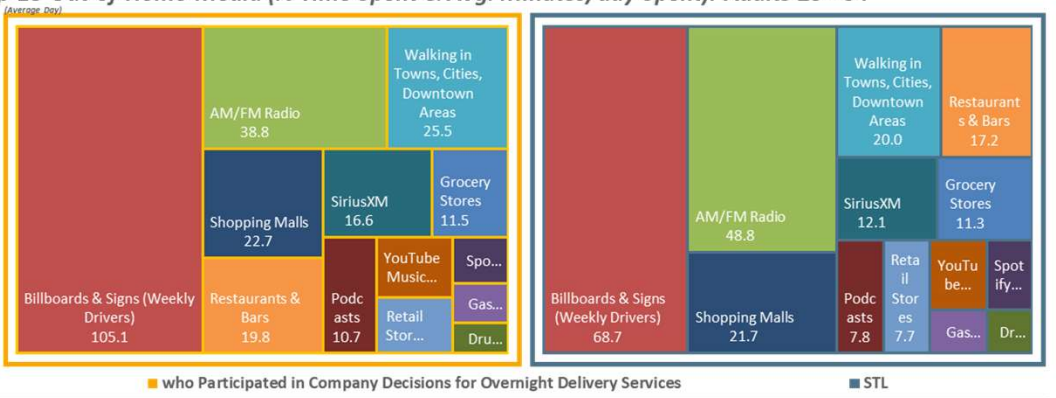


24,305 or 97.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 105.1 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 30.

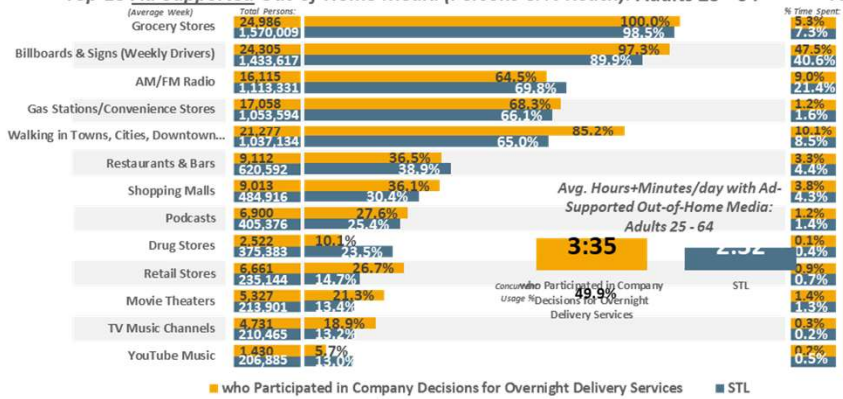
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



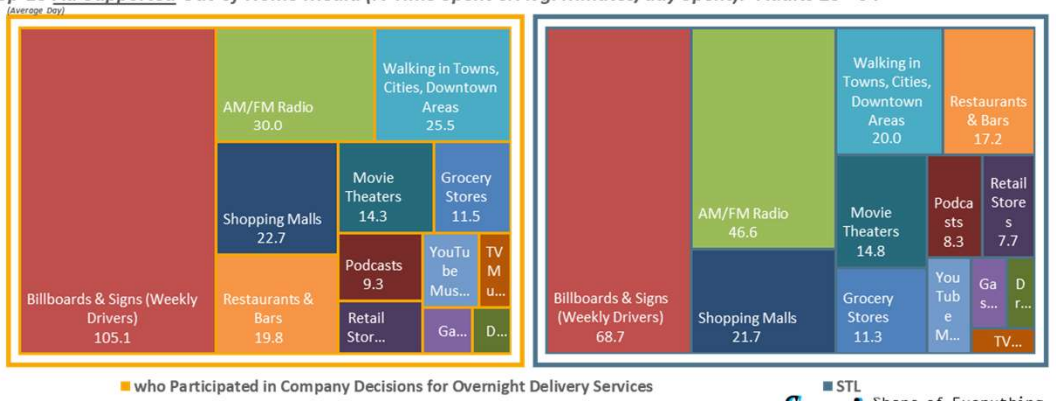
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

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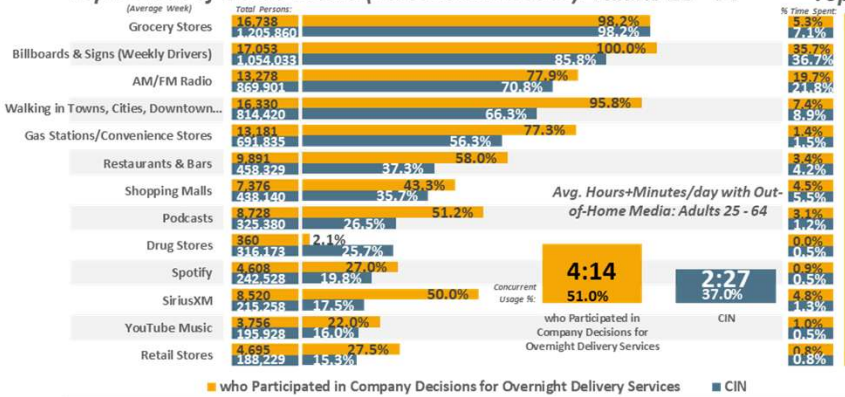
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Company purchasing decisions participated in past 12 months: Overnight delivery services

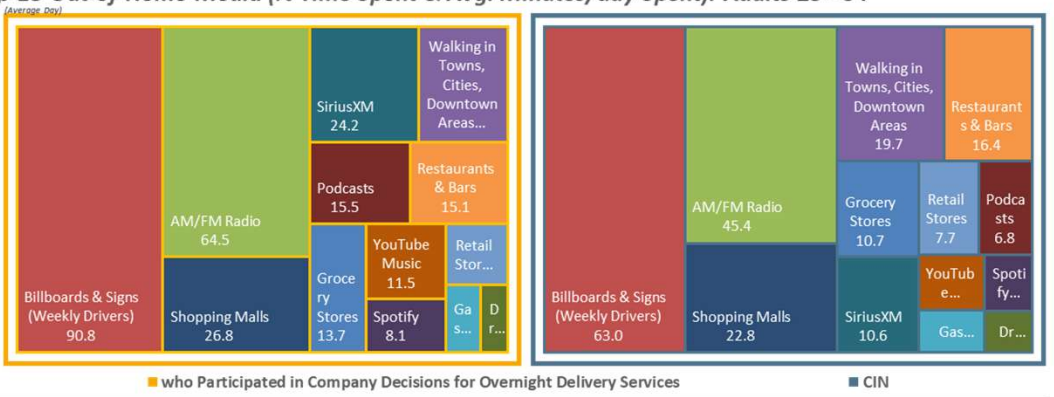


17,053 or 100.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 90.8 minutes per day driving, seeing Billboards and Signs. 72.7% Listen to Local Radio Stations Out-of-Home for an average of 52.1

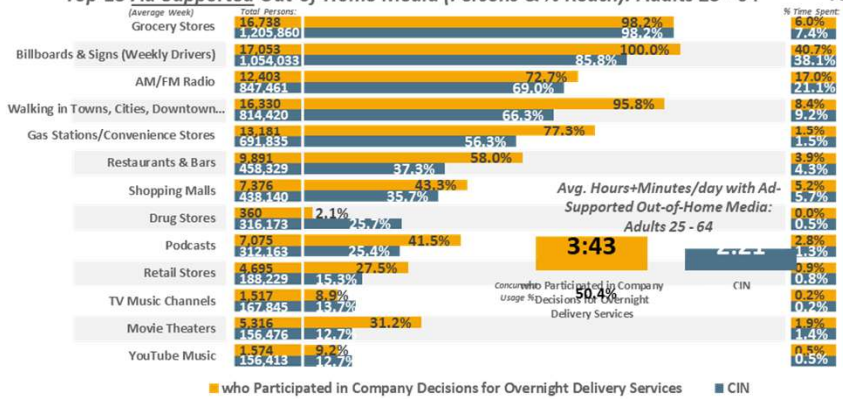
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



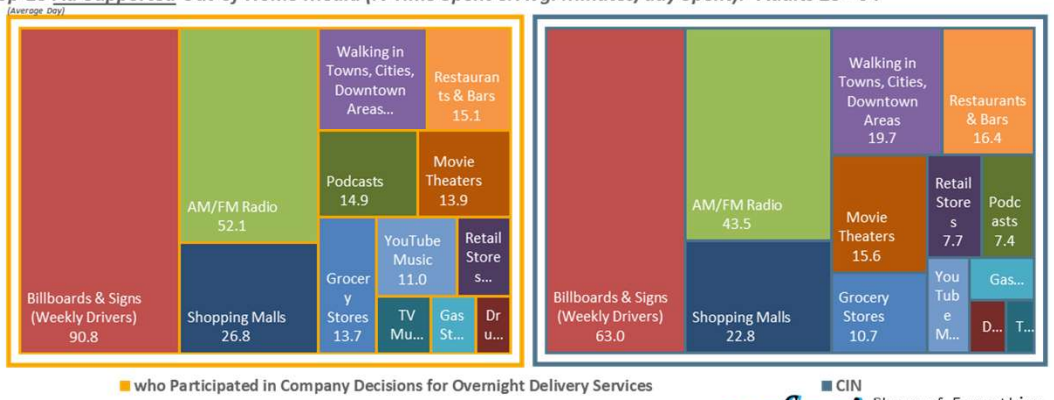
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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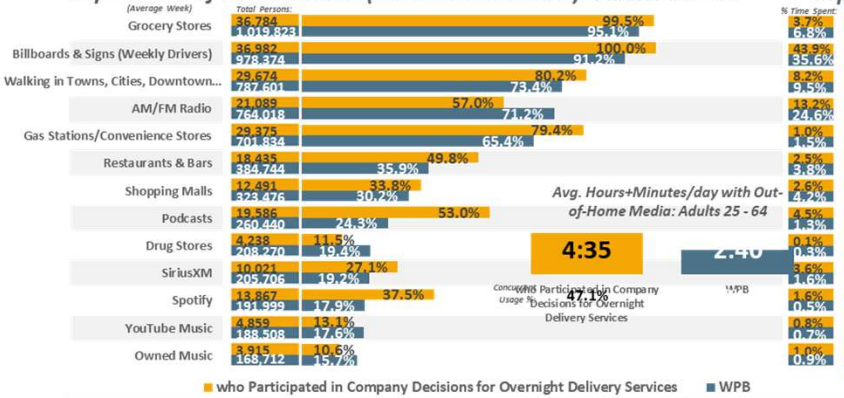
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Company purchasing decisions participated in past 12 months: Overnight delivery services

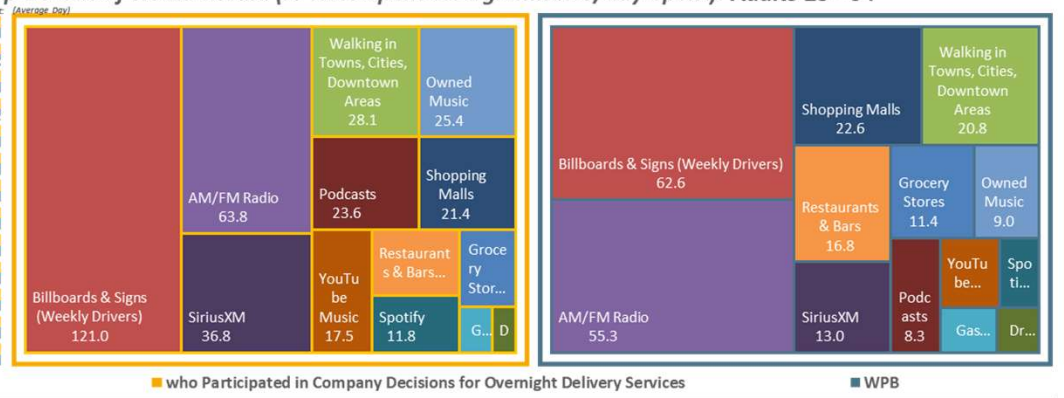


36,982 or 100.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 121. minutes per day driving, seeing Billboards and Signs. 54.6% Listen to Local Radio Stations Out-of-Home for an average of 59.9

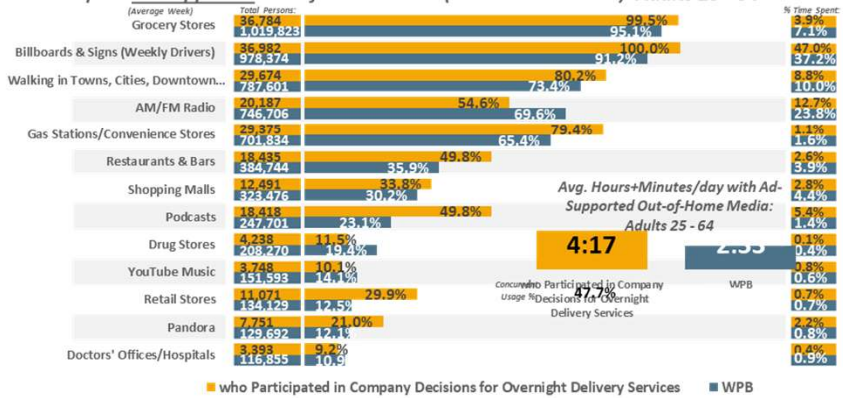
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



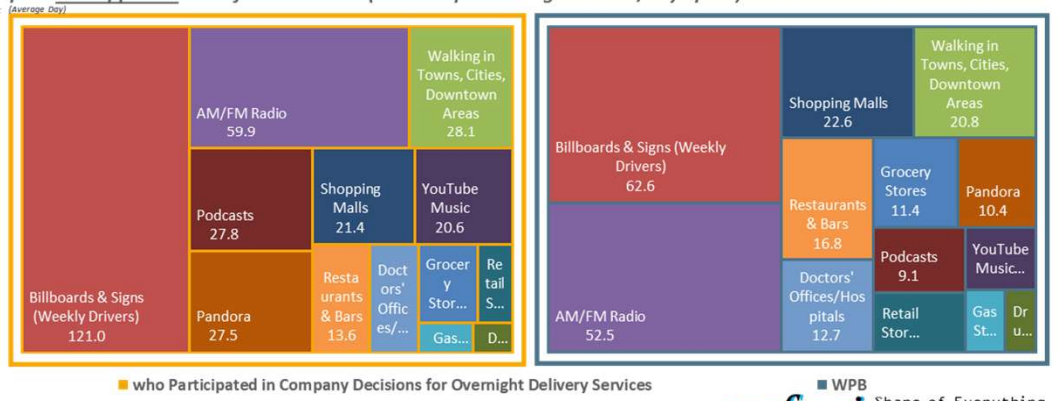
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

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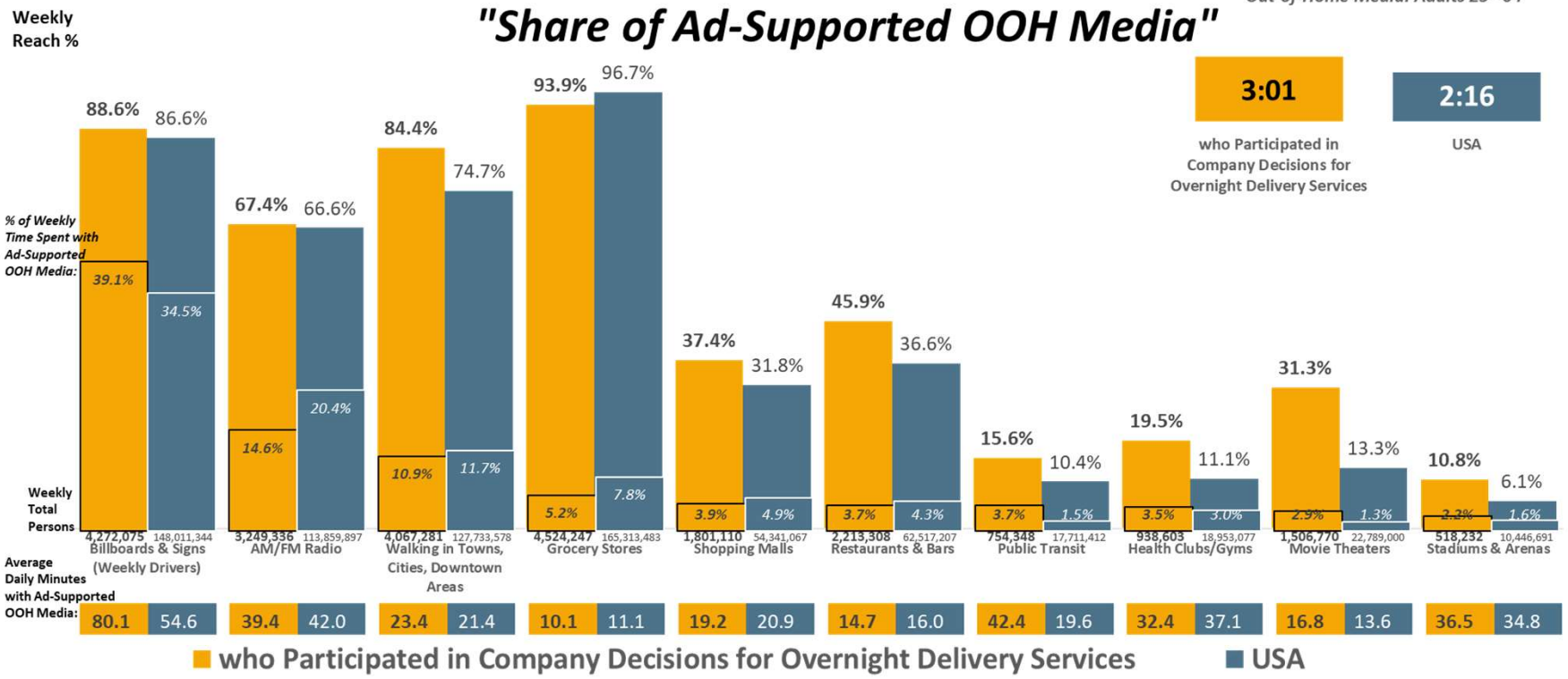
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Company purchasing decisions participated in past 12 months: Overnight delivery services



4,272,075 or 88.6% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 80.1 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Med

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

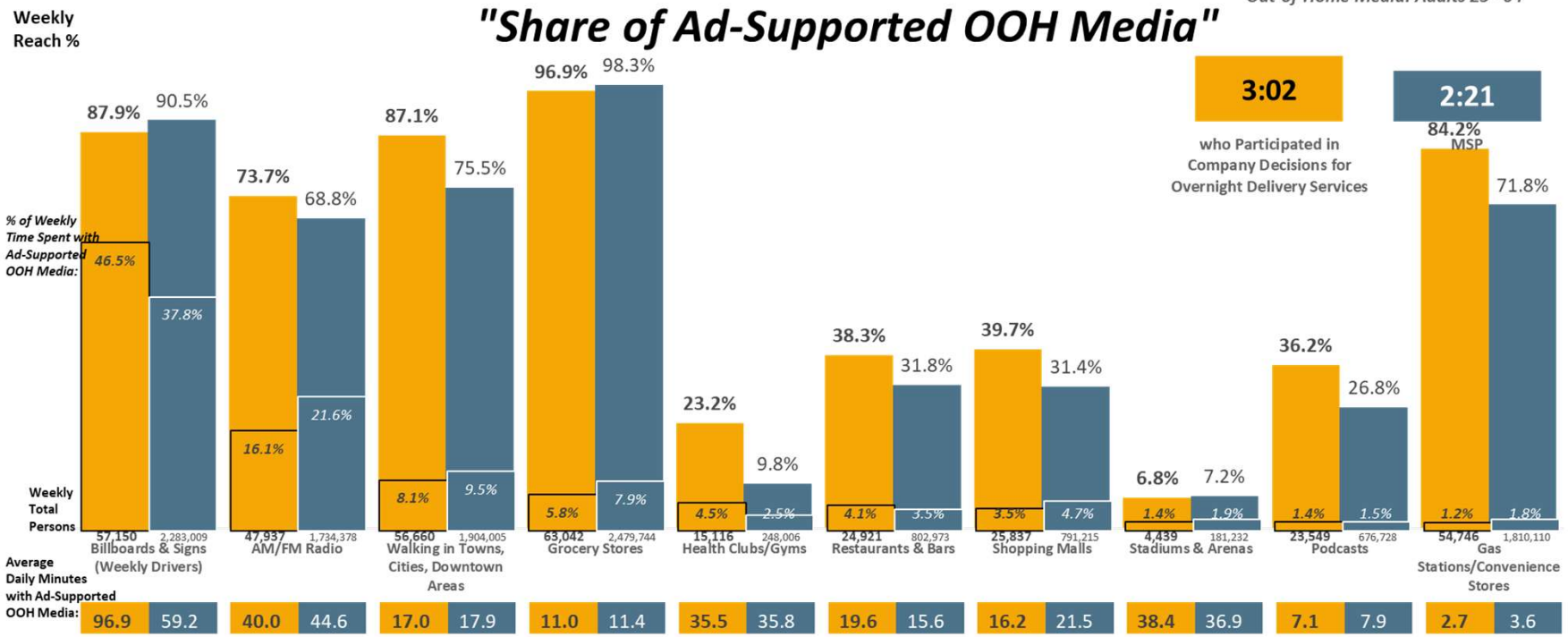
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Company purchasing decisions participated in past 12 months: Overnight delivery services

57,150 or 87.9% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 96.9 minutes per day driving, seeing Billboards and Signs representing 46.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

"Share of Ad-Supported OOH Media"



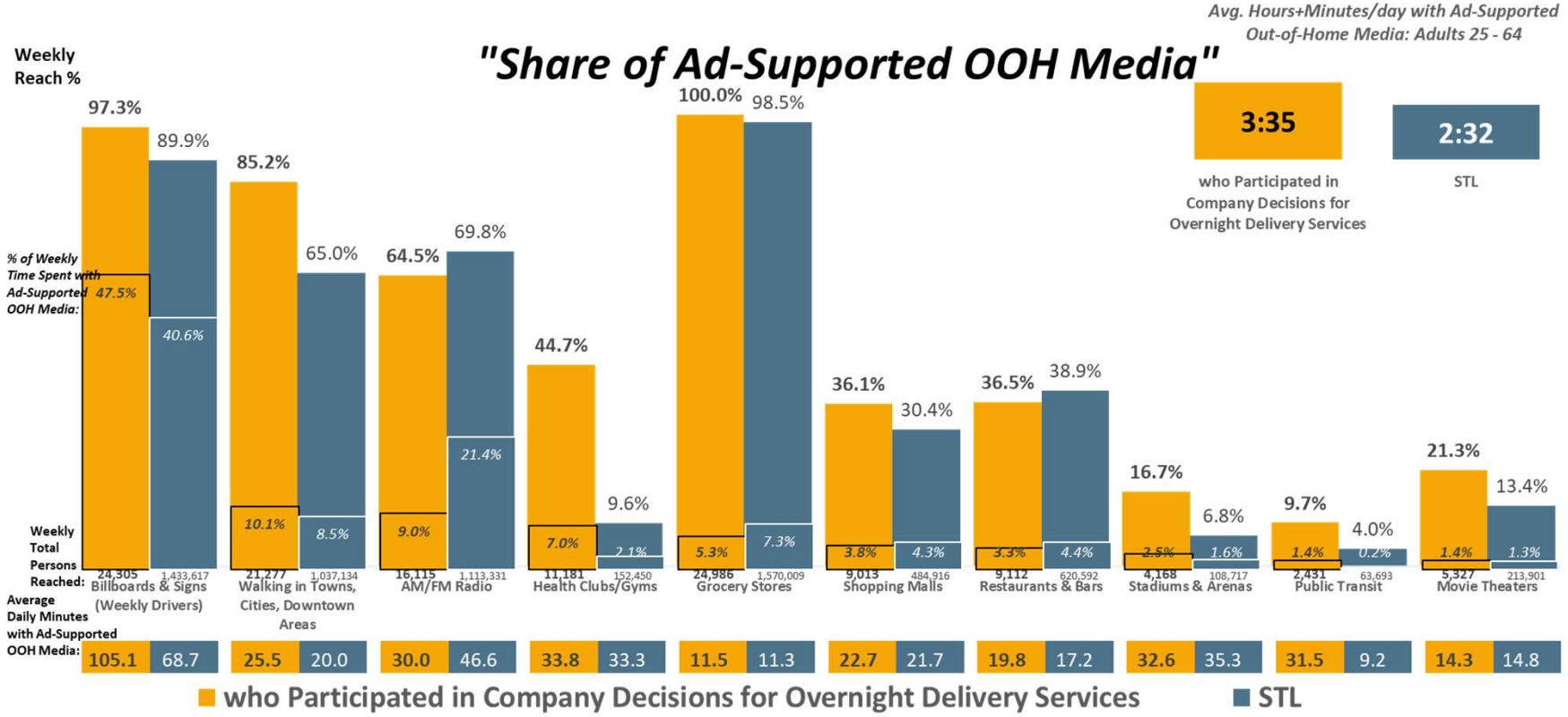
MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,105

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Company purchasing decisions participated in past 12 months: Overnight delivery services

24,305 or 97.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 105.1 minutes per day driving, seeing Billboards and Signs representing 47.5% of all Time Spent with Ad-Supported Out-of-Home Media



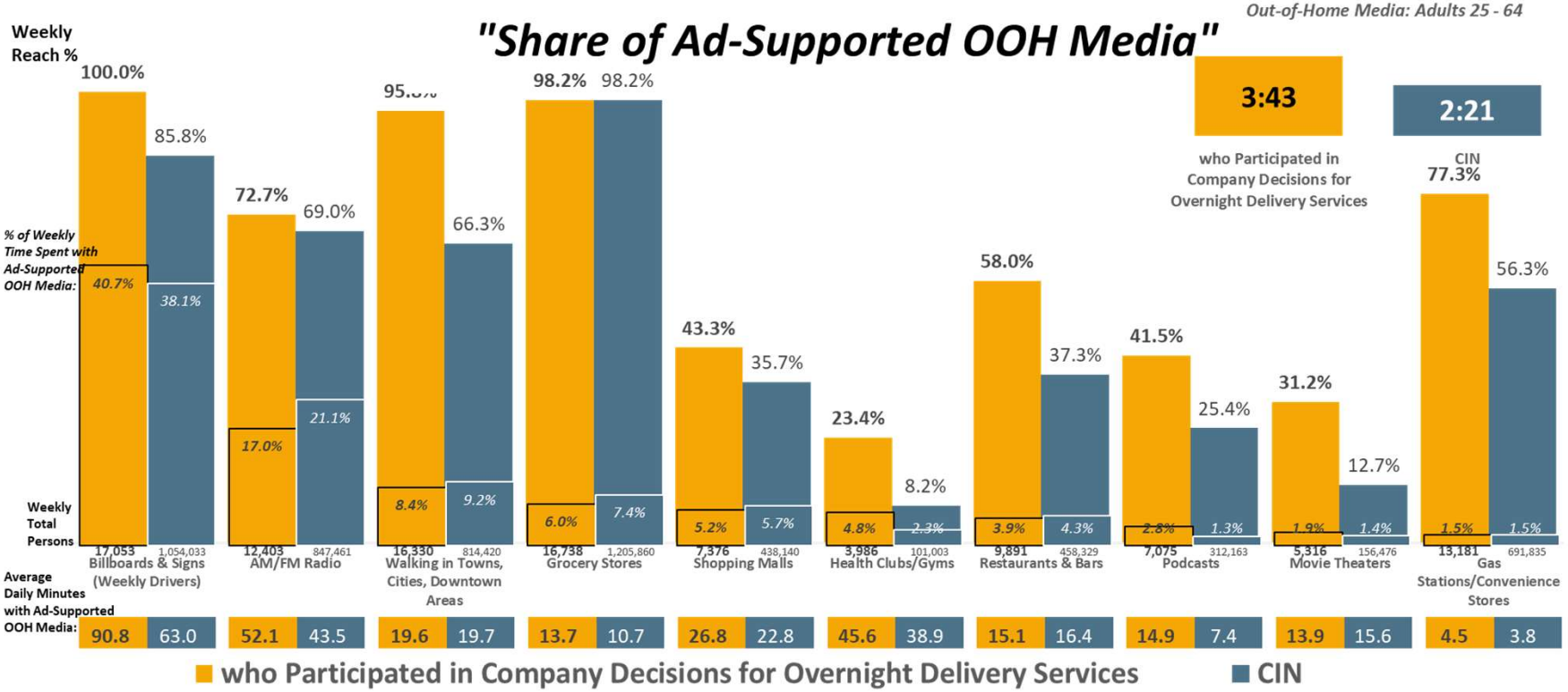
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,075
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Company purchasing decisions participated in past 12 months: Overnight delivery services



17,053 or 100.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 90.8 minutes per day driving, seeing Billboards and Signs representing 40.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,996

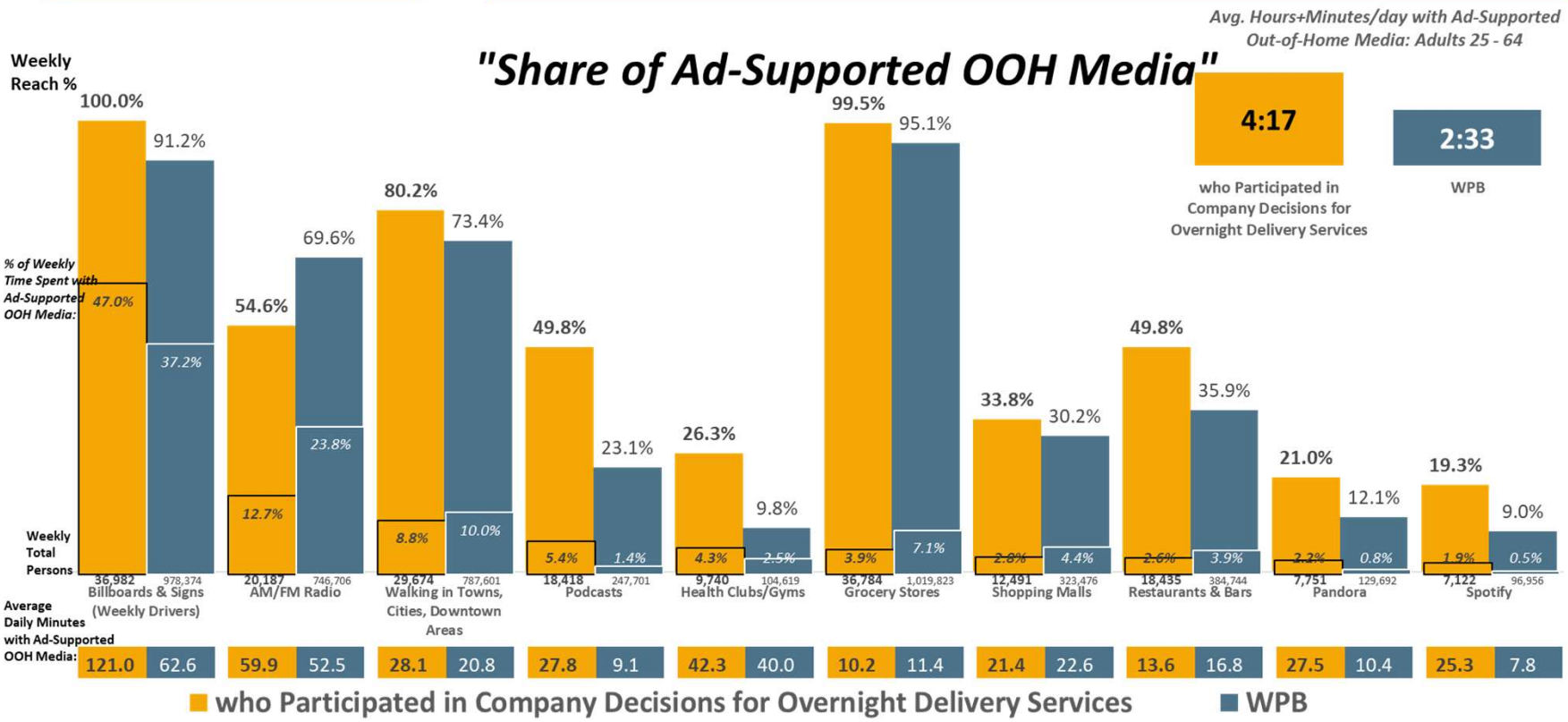
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Company purchasing decisions participated in past 12 months: Overnight delivery services



36,982 or 100.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 121. minutes per day driving, seeing Billboards and Signs representing 47.% of all Time Spent with Ad-Supported Out-of-Home Media.



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Aug24-Jan25 Qual Intab 2,630

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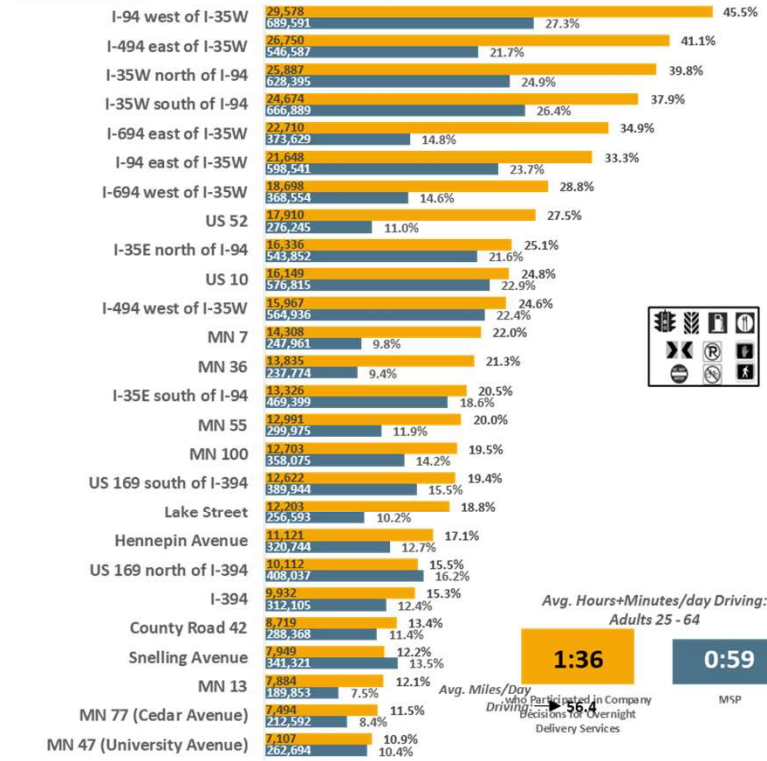
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Company purchasing decisions participated in past 12 months: Overnight delivery services



57,150 or 87.9% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 96.9 minutes per day driving an average of 56.4 miles each day and are 151.5% more likely to use US 52 than the Metro average.

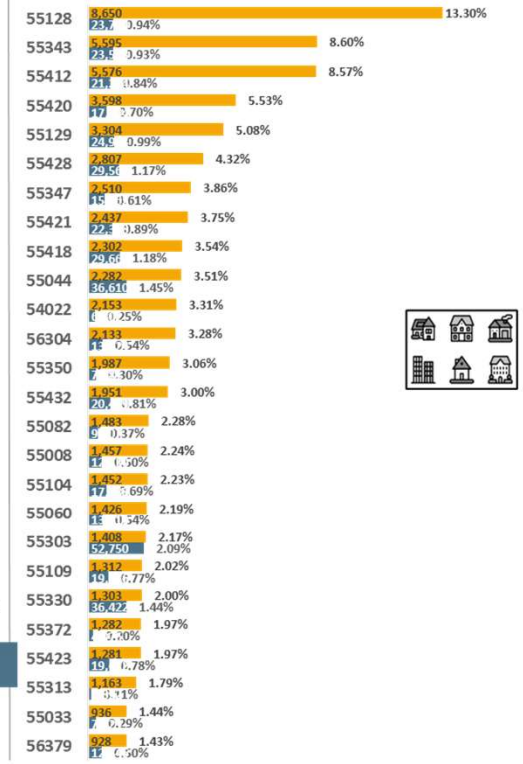
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



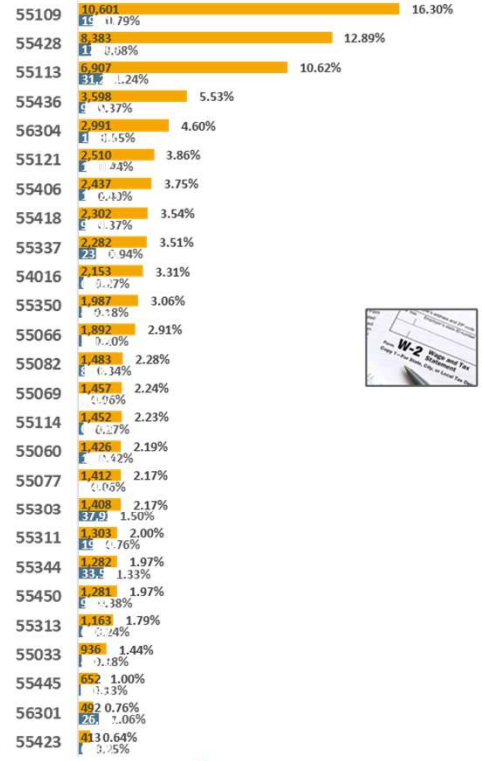
Avg. Hours+Minutes/day Driving: Adults 25 - 64

Avg. Miles/Day Driving: ▶ 56.4

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

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Company purchasing decisions participated in past 12 months: Overnight delivery services



24,305 or 97.3% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 105.1 minutes per day driving an average of 61.2 miles each day and are 275.2% more likely to use Poplar Street Bridge than the Met

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): **Adults 25 - 64**

	who Participated in Company Decisions for Overnight Delivery Services		STL	
I-270	16,974	67.9%	681,841	42.8%
I-70	16,077	64.3%	632,071	39.6%
I-64/Highway 40	15,684	62.8%	720,340	45.2%
I-44/Highway 44	15,247	61.0%	502,101	31.5%
I-55	13,141	52.6%	544,910	34.2%
I-170/Highway 170	9,173	36.7%	360,202	22.6%
I-255	8,841	35.4%	285,829	17.9%
Poplar Street Bridge	6,838	27.4%	116,299	7.3%
Lindbergh Blvd	4,876	19.5%	390,374	24.5%
Manchester Road/Highway 100	4,115	16.5%	298,112	18.7%
Highway 67/Highway 111	2,668	10.7%	179,196	11.2%
Green Mount Road	1,974	7.9%	157,779	9.9%
Page Avenue	1,359	5.4%	222,438	14.0%
Route 15	1,138	4.6%	89,61	5.6%
Highway K	948	3.8%	165,803	10.4%
Highway 94	897	3.6%	217,097	13.6%
Martin Luther King Bridge	644	2.6%	75,3	4.7%
Stan Musial Veterans Memorial Bridge	422	1.7%	85,84	5.4%
Highway 370	128	0.5%	168,260	10.6%
#VALUE!	0	0.0%		0.0%
#VALUE!	0	0.0%		0.0%
#VALUE!	0	0.0%		0.0%
#VALUE!	0	0.0%		0.0%
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#VALUE!	0	0.0%		0.0%
#VALUE!	0	0.0%		0.0%

Avg. Hours+Minutes/day Driving: Adults 25 - 64

Avg. Miles/Day Driving	who Participated in Company Decisions for Overnight Delivery Services	STL
▶ 61.2	1:45	1:08

Top-26 Residential Zip Codes: **Adults 25 - 64**

63376	2,836	11.35%	47,013	2.95%
62223	2,788	11.16%	8	0.51%
63137	2,431	9.73%	8	0.53%
62040	2,066	8.27%	14	0.92%
62249	1,984	7.94%	6	0.38%
63105	1,671	6.69%	10	0.68%
63028	1,298	5.19%	16,3	1.02%
62255	1,138	4.55%		0.67%
63052	1,118	4.47%	22,170	1.39%
63104	1,017	4.07%	10	0.68%
62281	836	3.35%	5	0.36%
63026	710	2.84%	12	0.77%
63366	681	2.73%	29,538	1.85%
62024	567	2.27%	4	0.28%
63020	505	2.02%	17,4	1.10%
62034	500	2.00%	8	0.24%
63303	490	1.96%	18,54	1.16%
63125	470	1.88%	19,95	1.25%
63136	422	1.69%	15,3	0.96%
63301	353	1.41%	23,783	1.49%
62002	353	1.41%	12	0.76%
63367	330	1.32%	12	0.78%
63119	222	0.89%	20,15	1.26%
62025	200	0.80%	21,04	1.32%
65565	0	0.00%		0.10%
65559	0	0.00%		0.06%

Top-26 Employment Zip Codes: **Adults 25 - 64**

63105	5,497	22.00%	21	1.33%
63110	3,867	15.48%	40,296	2.53%
63376	2,836	11.35%	28,0	1.76%
62040	2,066	8.27%	9	0.57%
63028	1,298	5.19%		0.22%
63128	1,138	4.55%	8	0.52%
63052	1,118	4.47%	1	0.13%
62002	1,067	4.27%	15	0.99%
63042	1,017	4.07%	16	1.03%
62281	836	3.35%		0.17%
61820	710	2.84%		0.04%
63366	681	2.73%	14	0.93%
63020	505	2.02%	7	0.45%
63125	470	1.88%		0.11%
63136	422	1.69%	15	0.96%
62095	353	1.41%	5	0.36%
63367	330	1.32%	9	0.60%
63124	225	0.90%		0.11%
63119	222	0.89%	1	0.14%
62062	200	0.80%		0.05%
63301	128	0.51%	29,4	1.85%
65565	0	0.00%		0.0%
65453	0	0.00%		0.17%
65401	0	0.00%	9	0.57%
65265	0	0.00%		0.03%
65066	0	0.00%	1	0.12%

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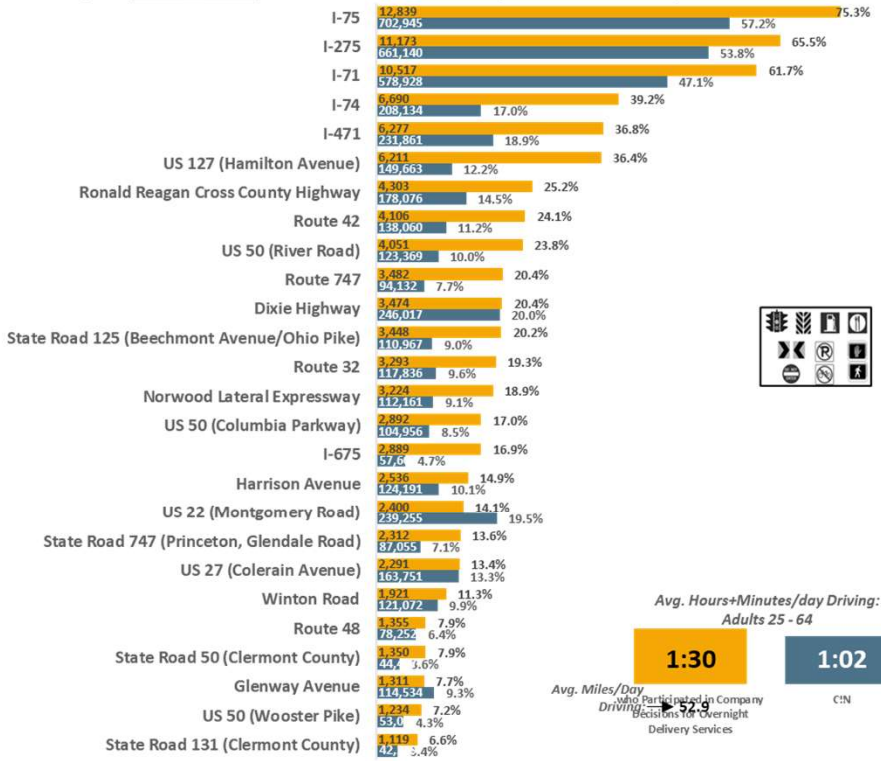
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Company purchasing decisions participated in past 12 months: Overnight delivery services



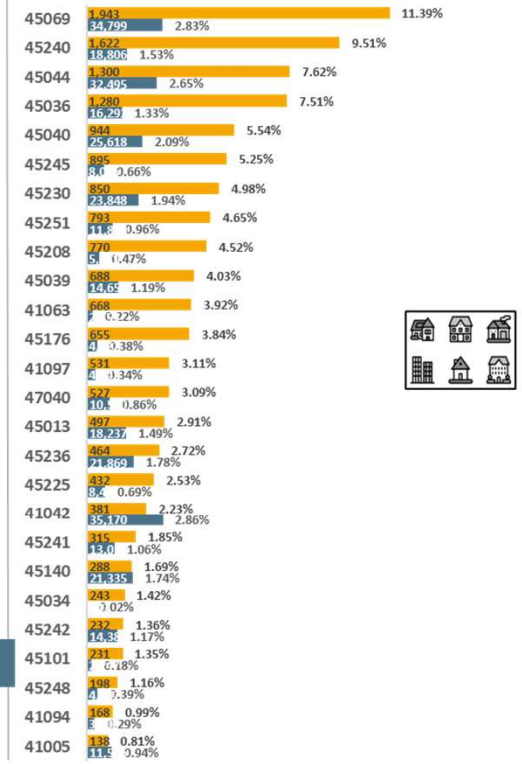
17,053 or 100.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 90.8 minutes per day driving an average of 52.9 miles each day and are 261.1% more likely to use I-675 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64

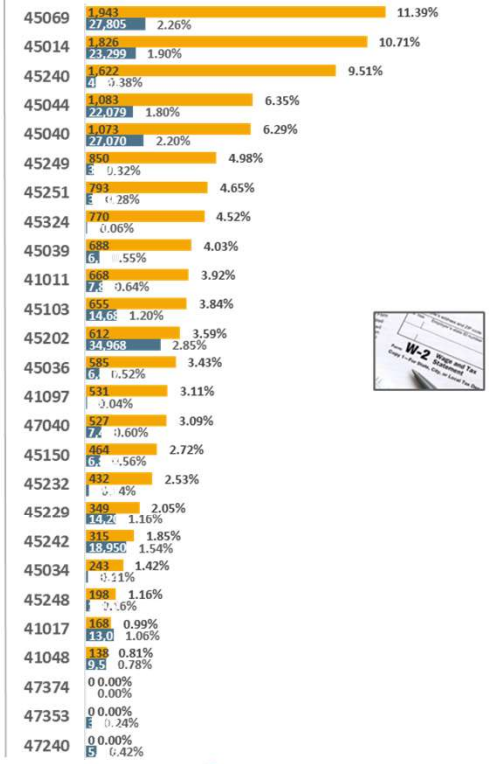


Avg. Hours+Minutes/day Driving: Adults 25 - 64

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



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CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

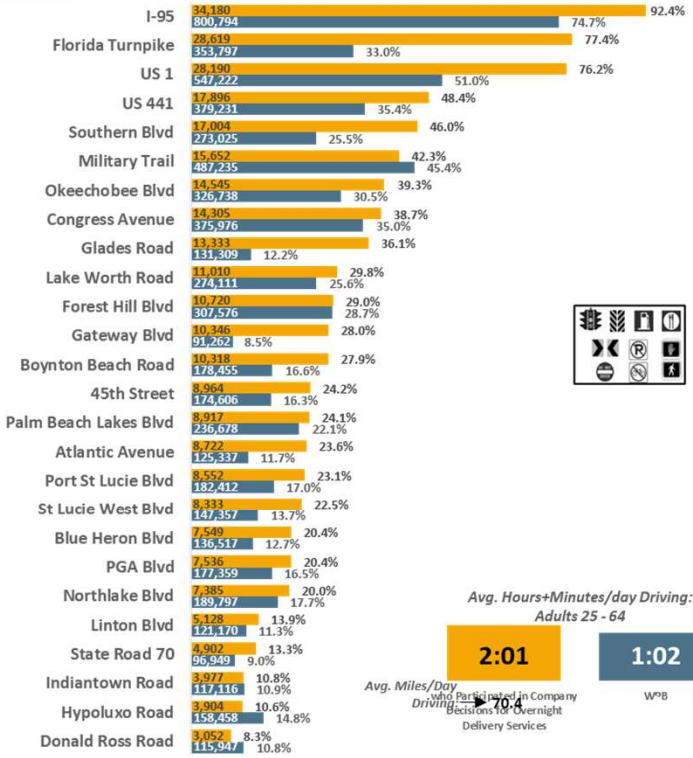
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Company purchasing decisions participated in past 12 months: Overnight delivery services



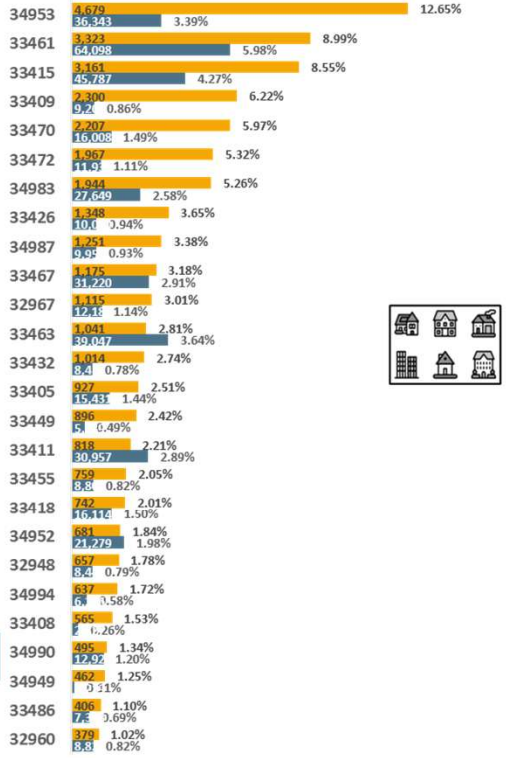
36,982 or 100.% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services spend an average of 121. minutes per day driving an average of 70.4 miles each day and are 228.8% more likely to use Gateway Blvd than the Metro averag

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64

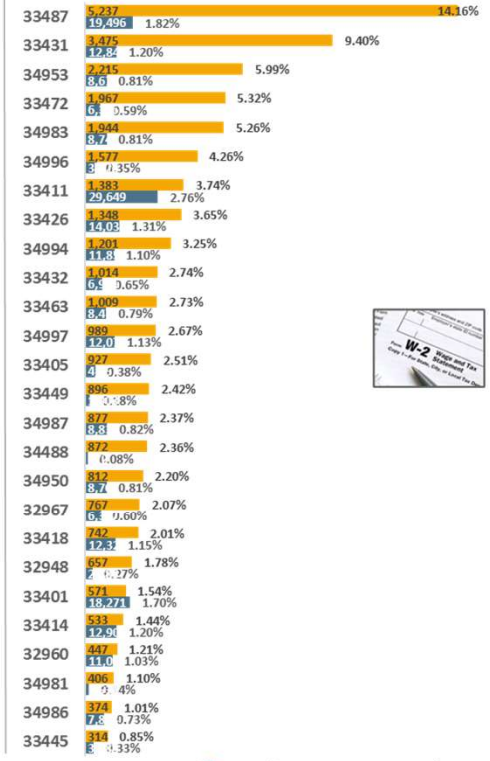


Avg. Hours+Minutes/day Driving: Adults 25 - 64

Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



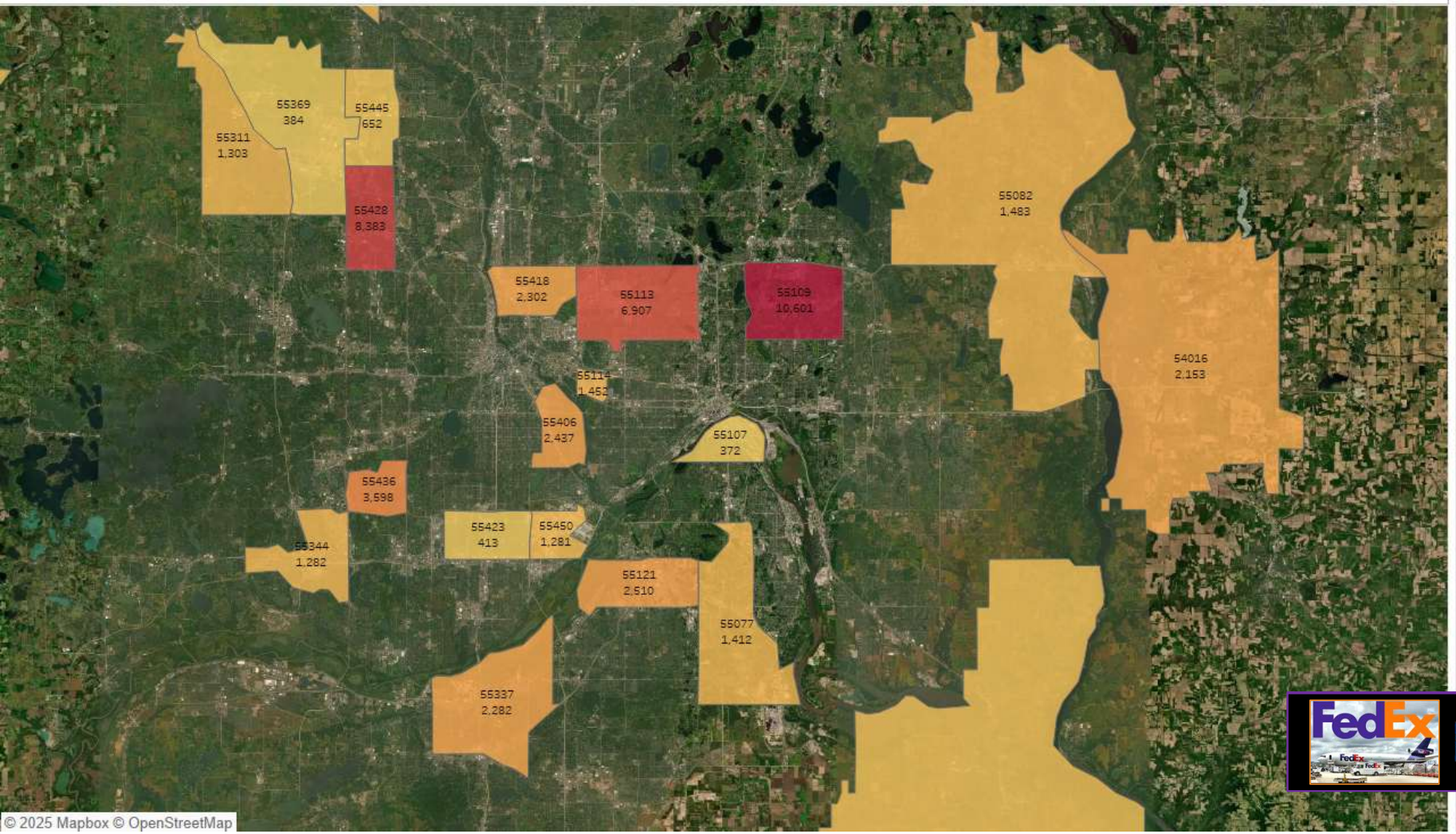
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WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

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Company purchasing decisions participated in past 12 months: Overnight delivery services

Top Workplace Zip Codes: (Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services)

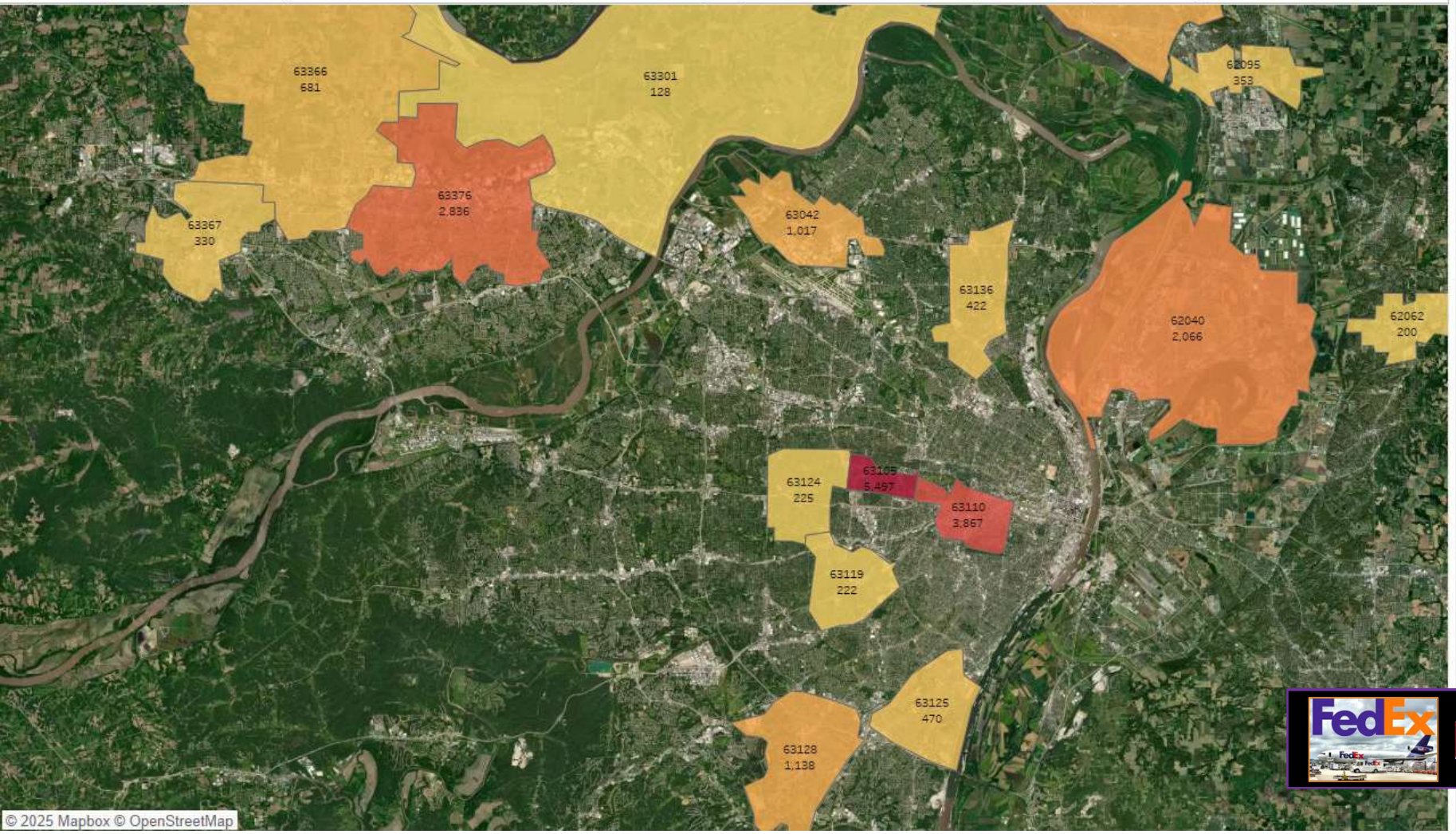


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Company purchasing decisions participated in past 12 months: Overnight delivery services

Top Workplace Zip Codes: (Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services)



SUM(Adults 25 - 64 wh...

128 5,497

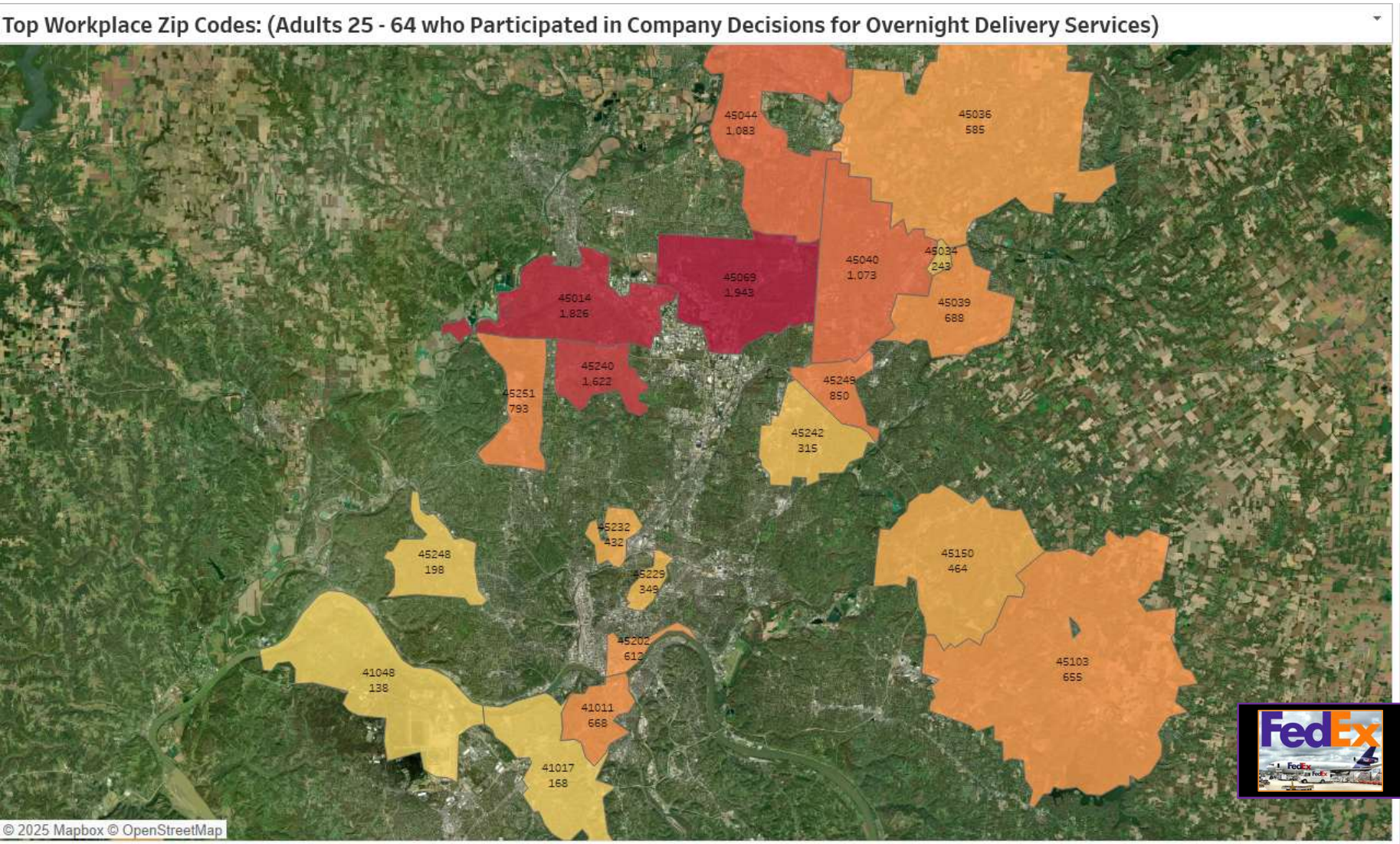
STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

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Company purchasing decisions participated in past 12 months: Overnight delivery services

Top Workplace Zip Codes: (Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services)



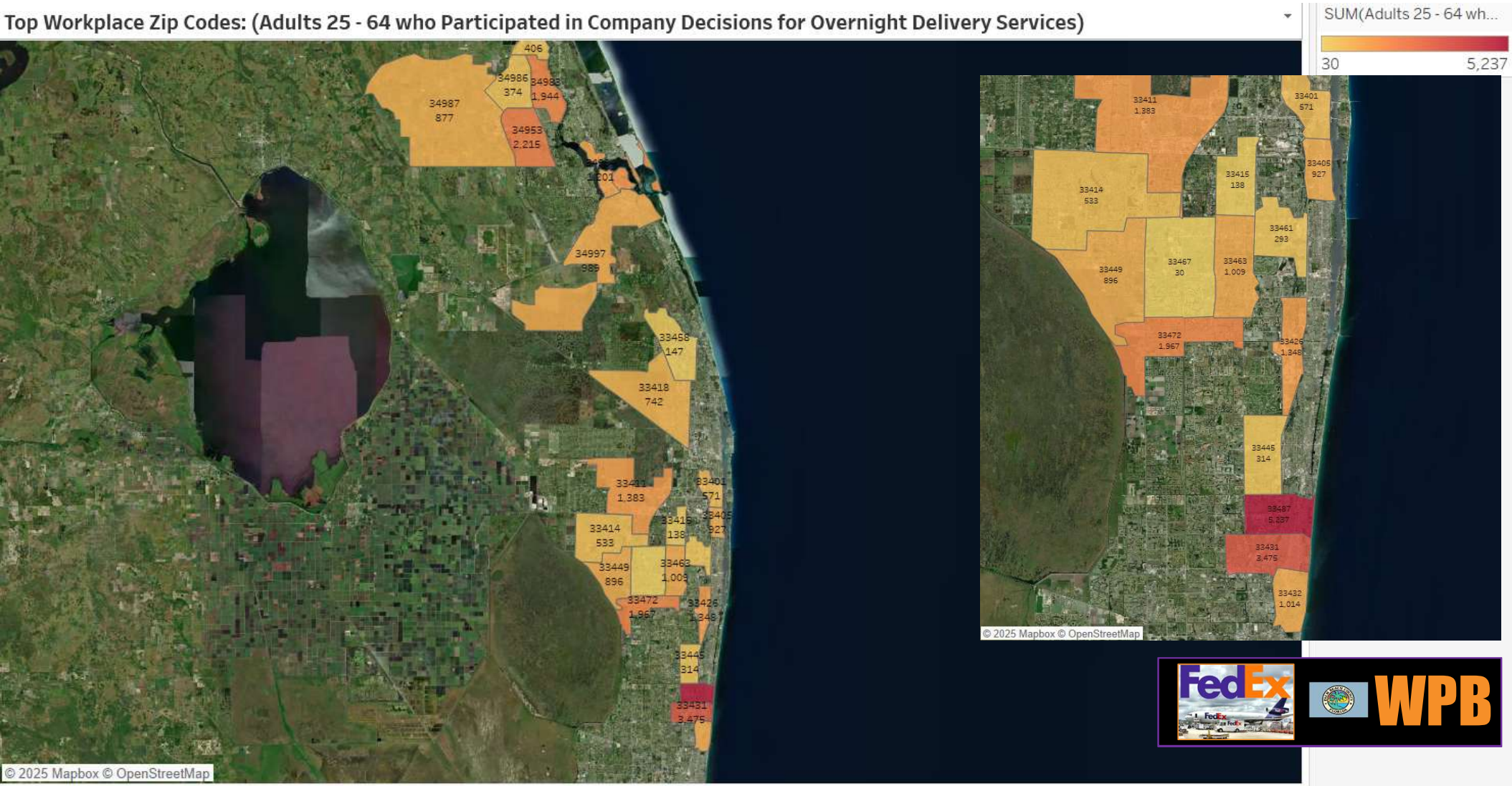
CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

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Company purchasing decisions participated in past 12 months: Overnight delivery services

Top Workplace Zip Codes: (Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services)



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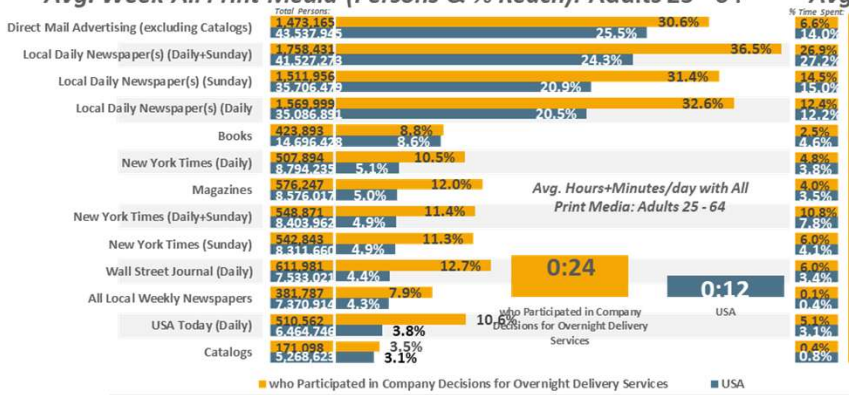
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Company purchasing decisions participated in past 12 months: Overnight delivery services



1,758,431 or 36.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 27.6% of all time spent daily with All forms of

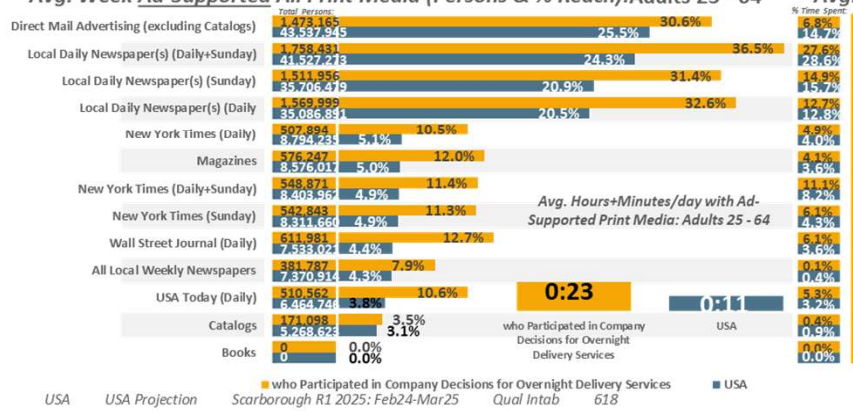
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



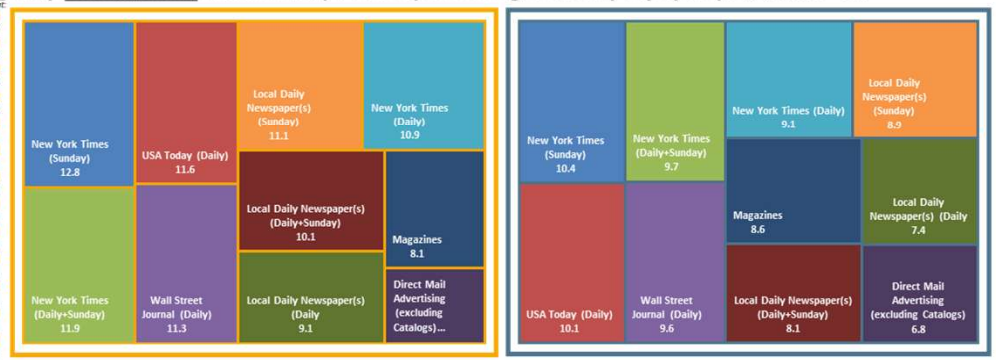
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 618

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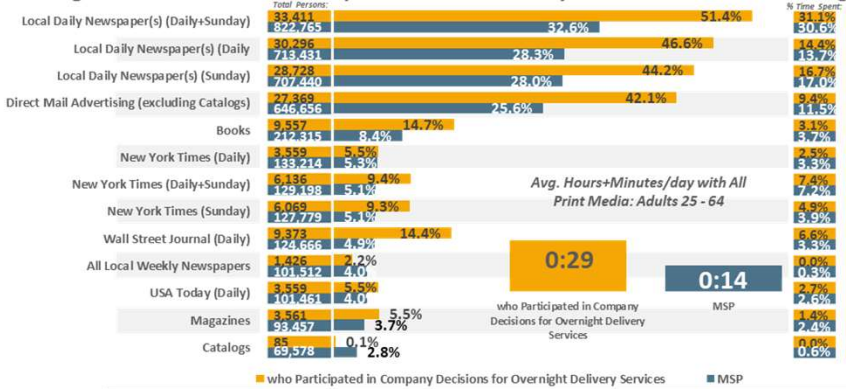
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 24,890

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Company purchasing decisions participated in past 12 months: Overnight delivery services

33,411 or 51.4% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 32.1% of all time spent daily with All forms of Prin

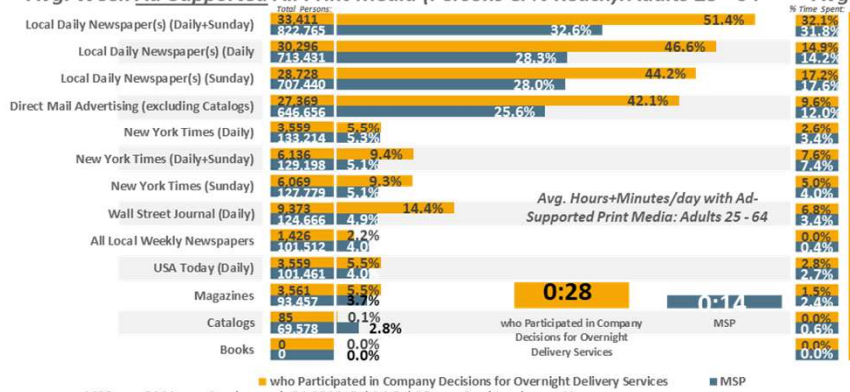
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 41

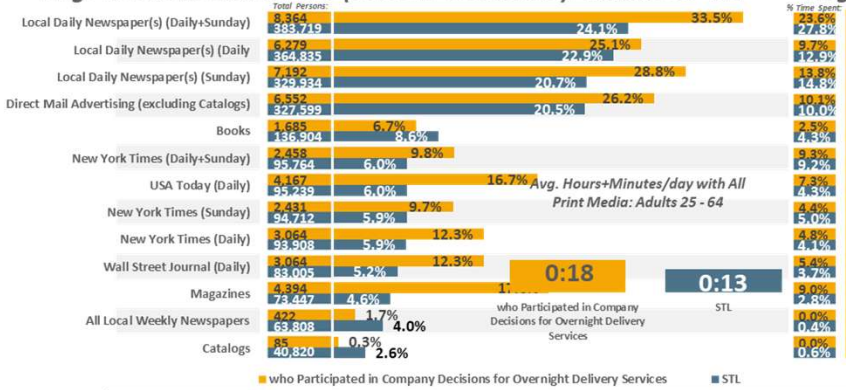
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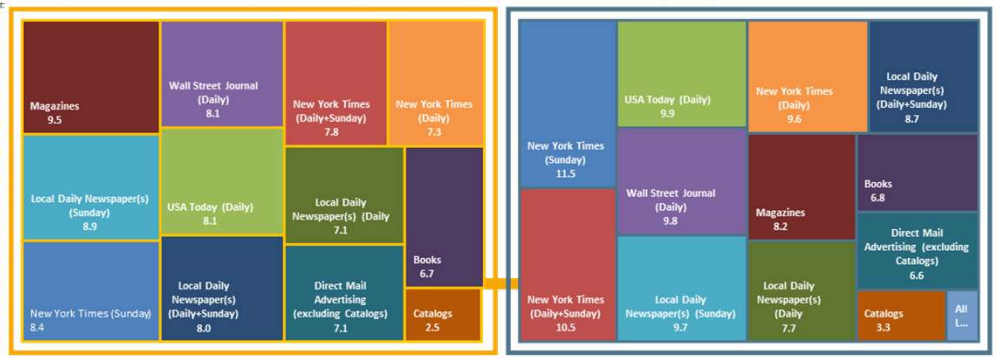
Company purchasing decisions participated in past 12 months: Overnight delivery services

8,364 or 33.5% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 24.2% of all time spent daily with All forms of Print

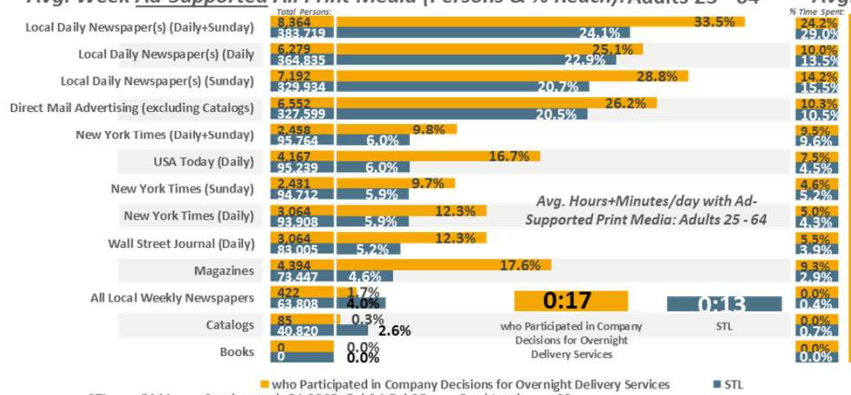
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 33

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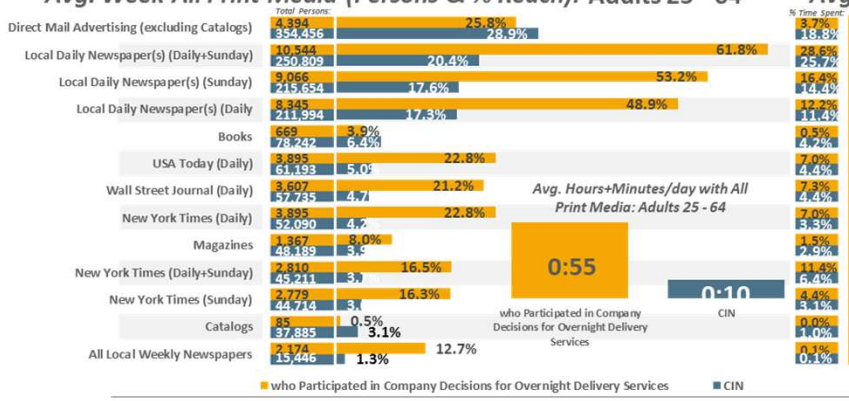
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Company purchasing decisions participated in past 12 months: Overnight delivery services

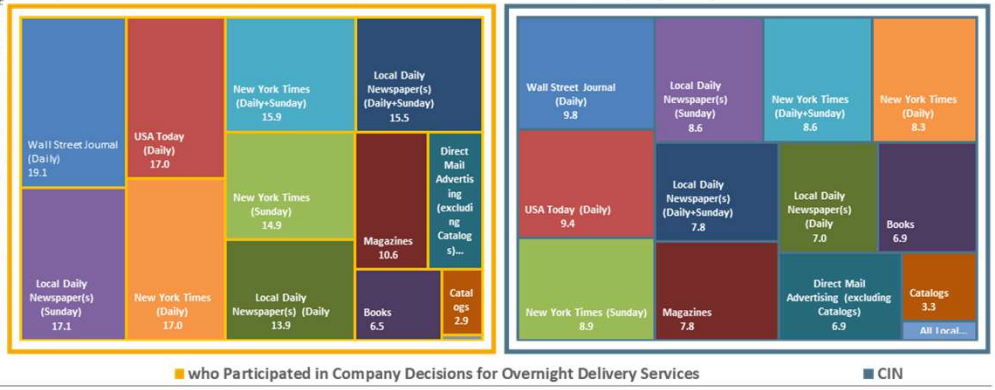


10,544 or 61.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.5 minutes every day representing 28.8% of all time spent daily with All forms of Pri

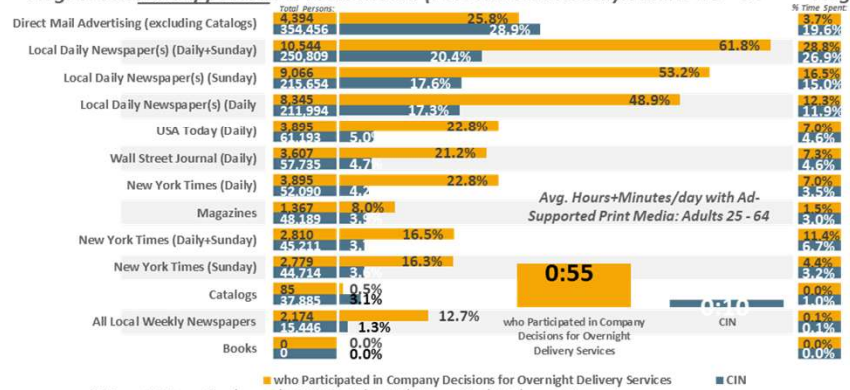
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 38

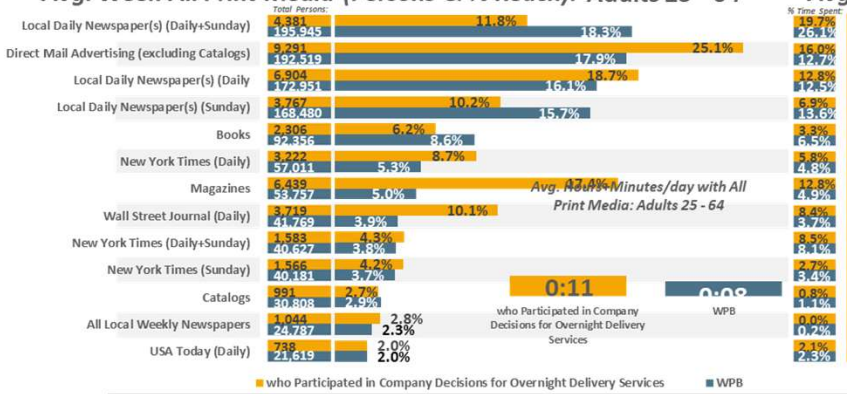
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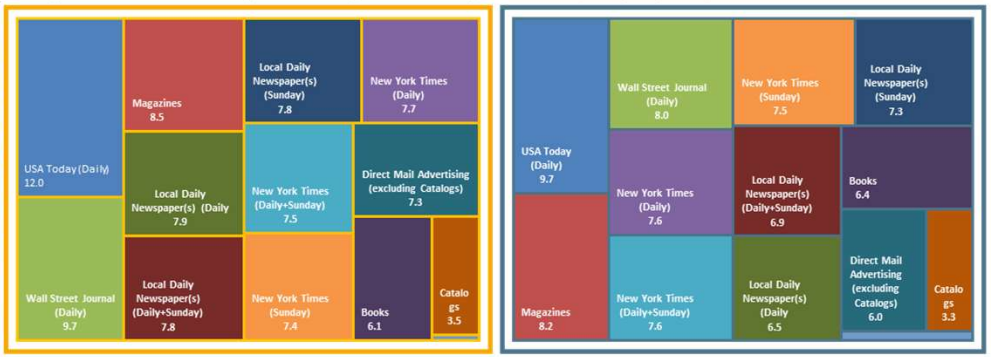
Company purchasing decisions participated in past 12 months: Overnight delivery services

4,381 or 11.8% of Adults 25 - 64 who Participated in Company Decisions for Overnight Delivery Services read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 20.4% of all time spent daily with All forms of Print

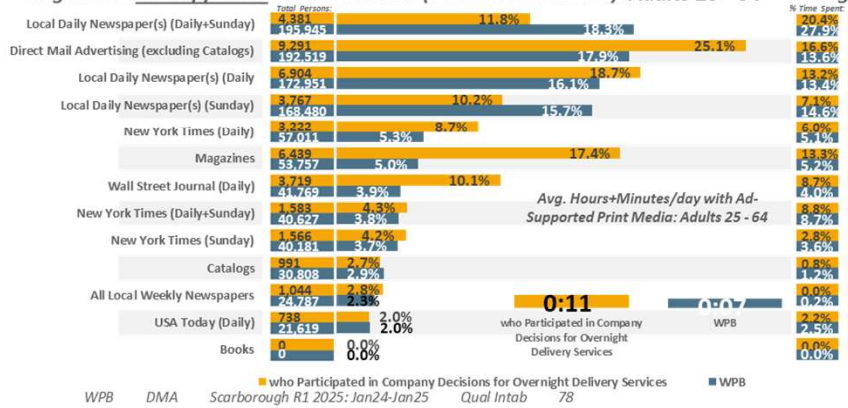
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab 78

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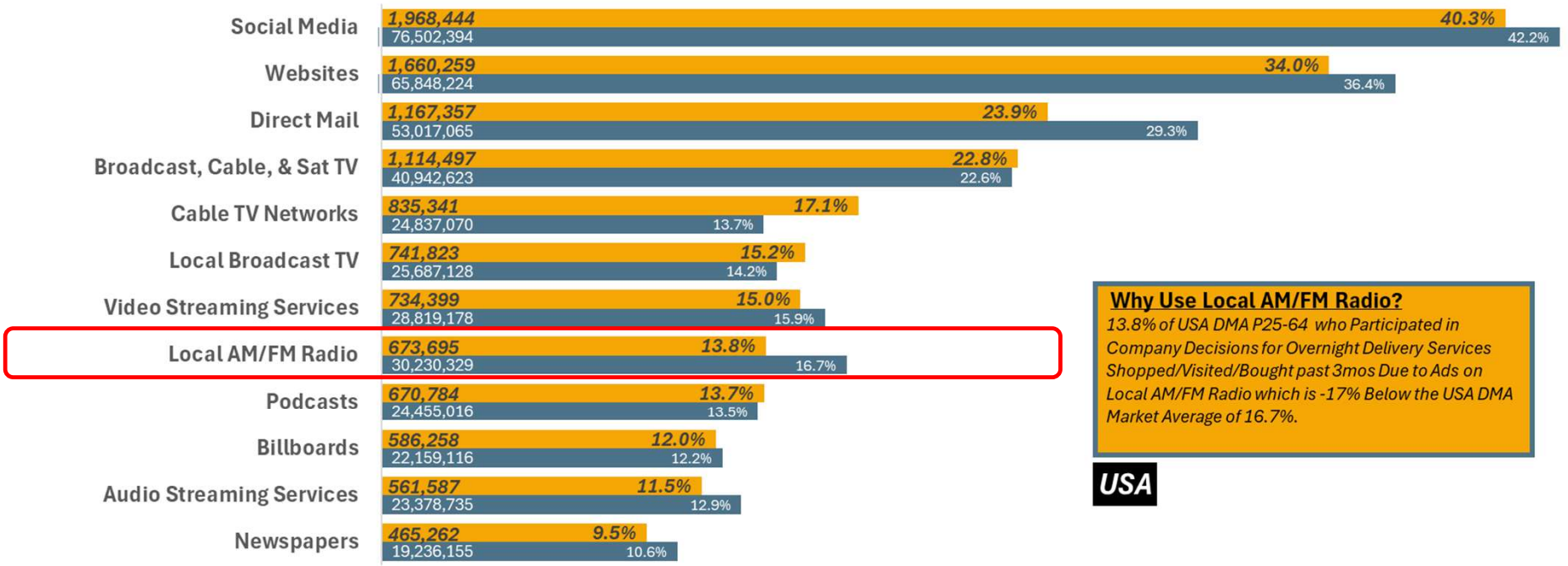
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Company purchasing decisions participated in past 12 months: Overnight delivery services

FedEx USA

"Advertising Actions"

P25-64 who Participated in Company Decisions for Overnight Delivery Services (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.8% of USA DMA P25-64 who Participated in Company Decisions for Overnight Delivery Services Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -17% Below the USA DMA Market Average of 16.7%.

USA

USA DMA Scarborough R1 2025: Feb24-Mar25 Qual Intab: 502

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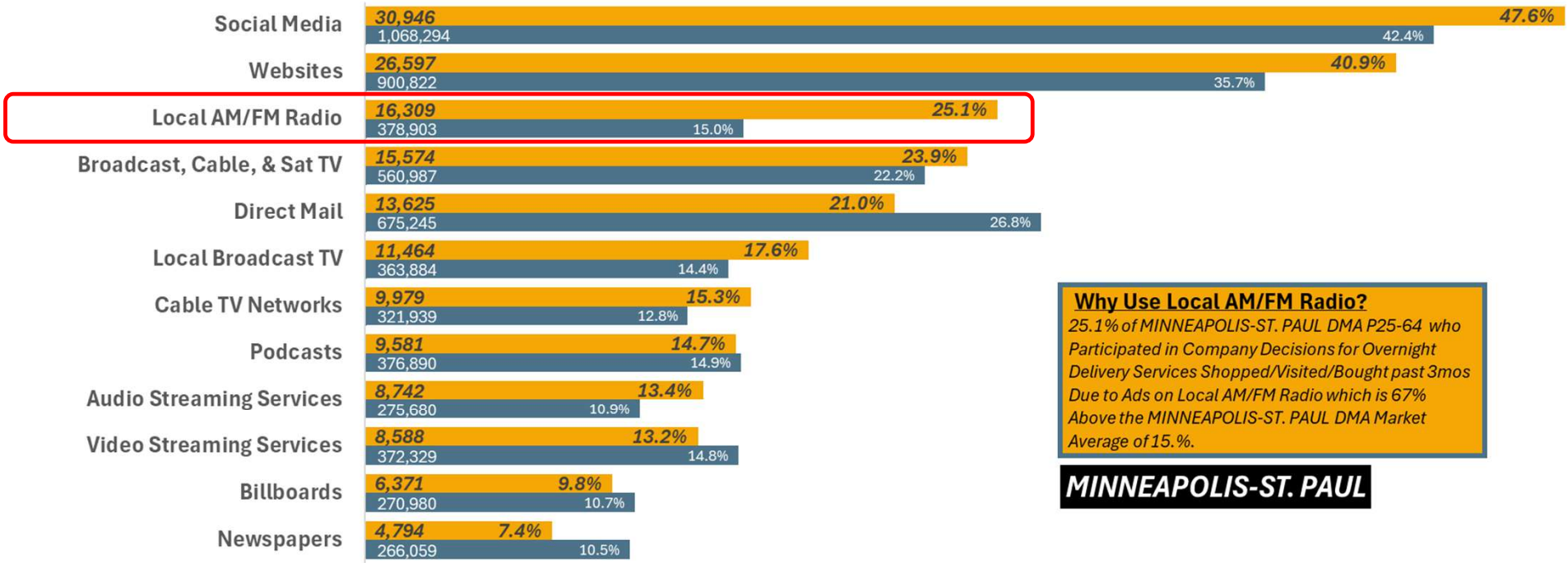
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Company purchasing decisions participated in past 12 months: Overnight delivery services

FedEx MSP

"Advertising Actions"

P25-64 who Participated in Company Decisions for Overnight Delivery Services (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

25.1% of MINNEAPOLIS-ST. PAUL DMA P25-64 who Participated in Company Decisions for Overnight Delivery Services Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 67% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 15.%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 34

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Company purchasing decisions participated in past 12 months: Overnight delivery services



"Advertising Actions"

P25-64 who Participated in Company Decisions for Overnight Delivery Services (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

2.3% of ST. LOUIS DMA P25-64 who Participated in Company Decisions for Overnight Delivery Services Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -84% Below the ST. LOUIS DMA Market Average of 14.5%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 30

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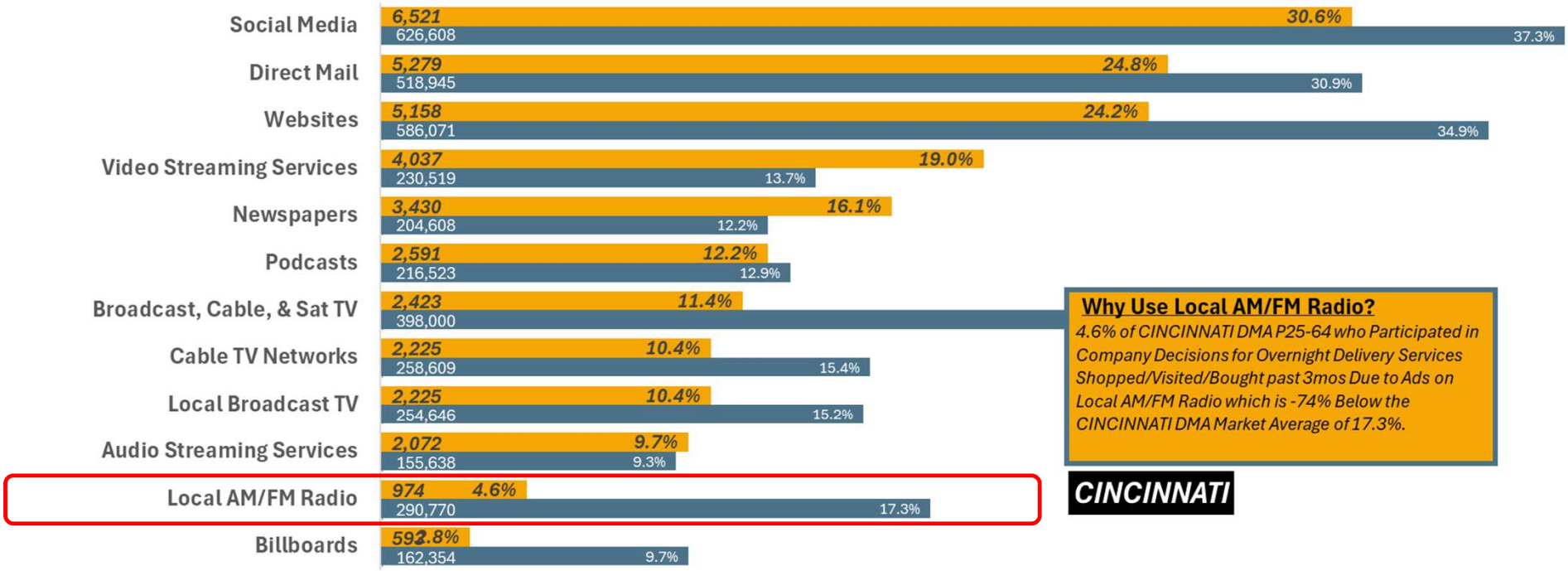
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Company purchasing decisions participated in past 12 months: Overnight delivery services

FedEx CIN

"Advertising Actions"

P25-64 who Participated in Company Decisions for Overnight Delivery Services (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

4.6% of CINCINNATI DMA P25-64 who Participated in Company Decisions for Overnight Delivery Services Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -74% Below the CINCINNATI DMA Market Average of 17.3%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 34

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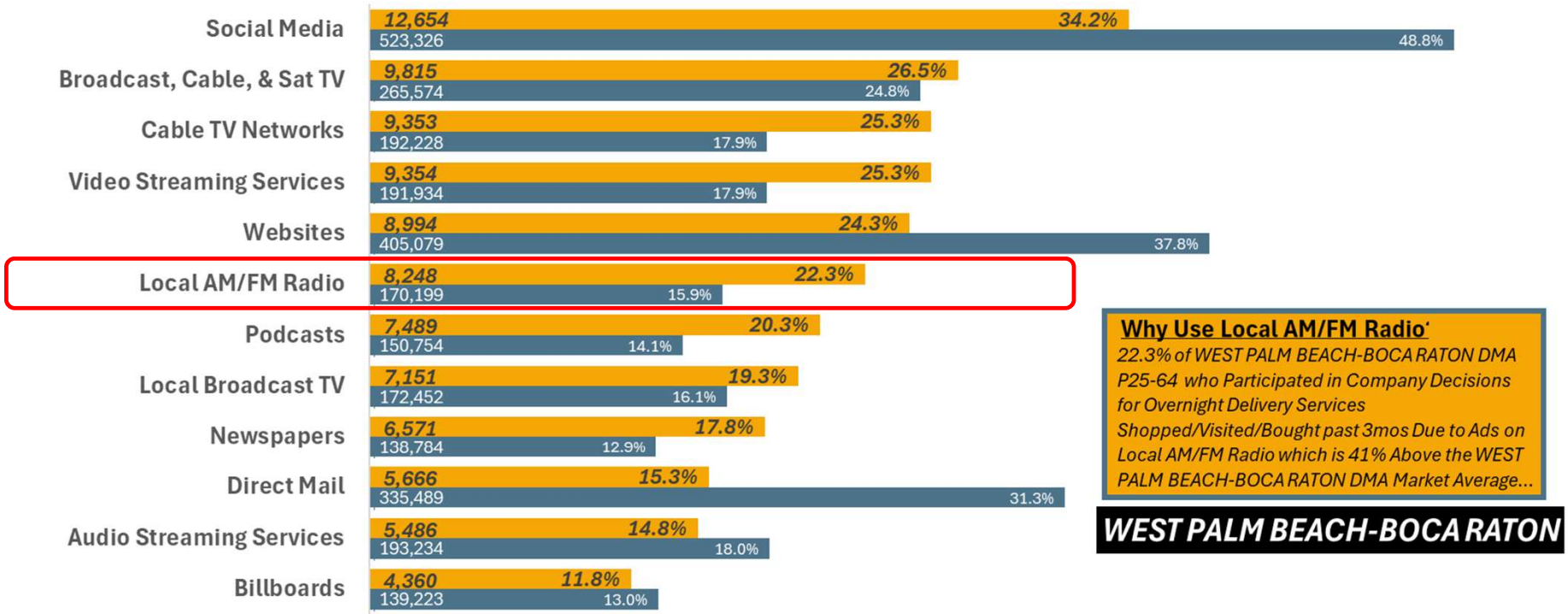
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Company purchasing decisions participated in past 12 months: Overnight delivery services



"Advertising Actions"

P25-64 who Participated in Company Decisions for Overnight Delivery Services (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

22.3% of WEST PALM BEACH-BOCA RATON DMA P25-64 who Participated in Company Decisions for Overnight Delivery Services Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 41% Above the WEST PALM BEACH-BOCA RATON DMA Market Average...

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2025: Jan24-Jan25 Qual Intab: 57

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Company purchasing decisions participated in past 12 months: Overnight delivery services