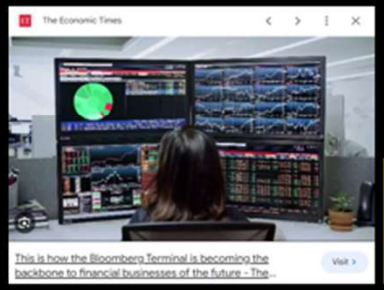
USA+4 DMAs - P18+ Viewers of Dick Clark's NEW YEAR'S ROCKIN' EVE with Ryan Seacrest!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ "Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest" as of April 2024!





P18+

CHICAGO | WASHINGTON, DC | SEATTLE-TACOMA | PHOENIX

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

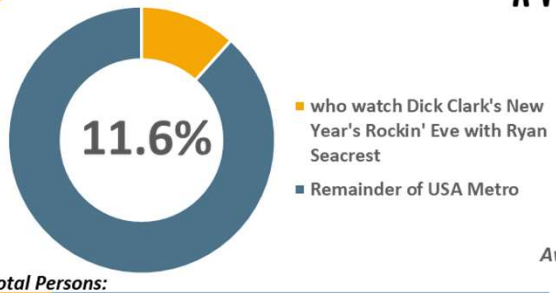
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

HUBBARD BROADCASTING INC. HB INC.

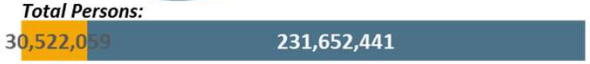


11.6% or 30,522,059 of USA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Typical Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 53.9 years old (10.2% older than average) and have a $95,348 (6.3% higher than average) annual household income.

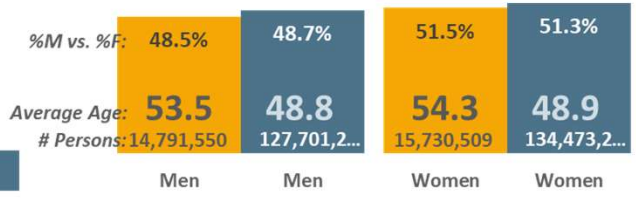
Percent of Market: Adults 18 or older



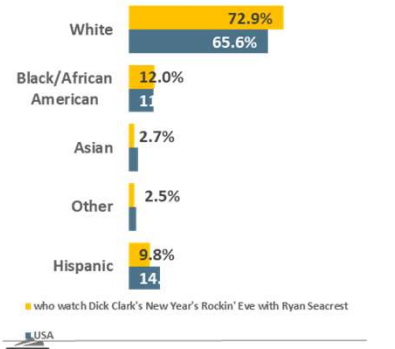
Total Persons:



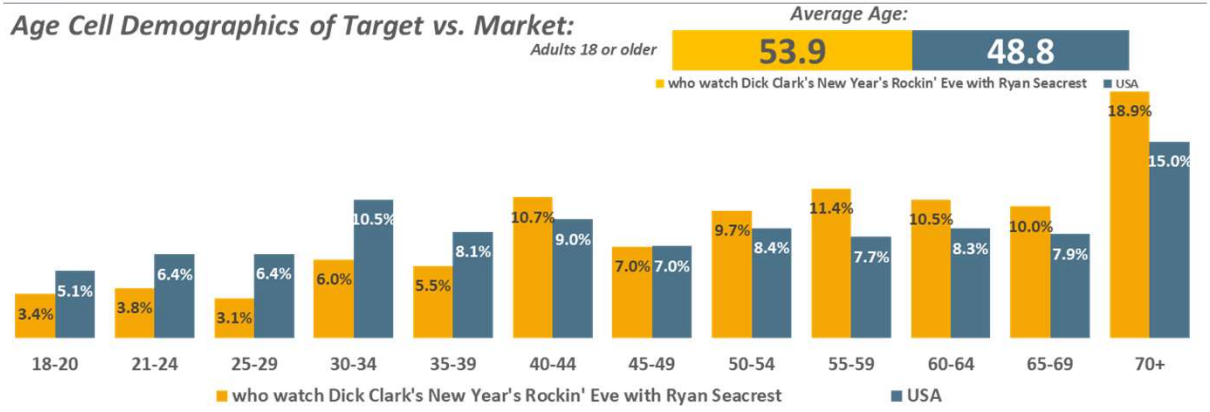
Gender of Target vs. Market: Adults 18 or older



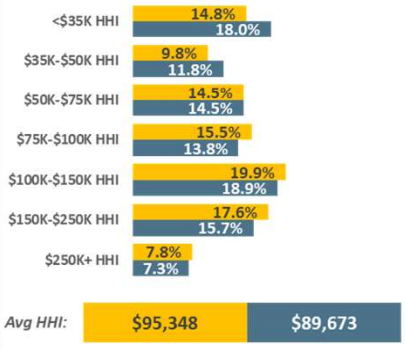
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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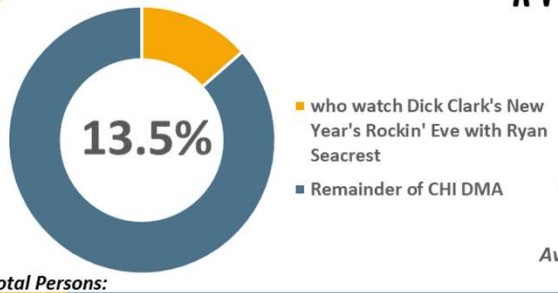
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



13.5% or 1,022,986 of CHI DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Typical Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 54.8 years old (13.2% older than average) and have a $99,687 (2.7% lower than average) annual household income.

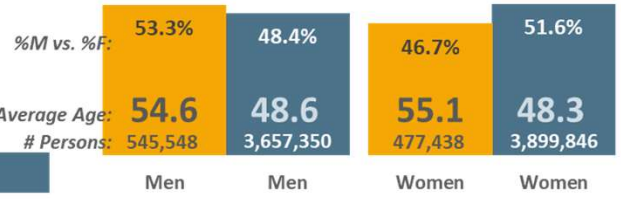
Percent of Market: Adults 18 or older



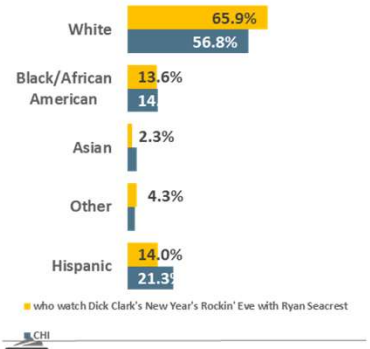
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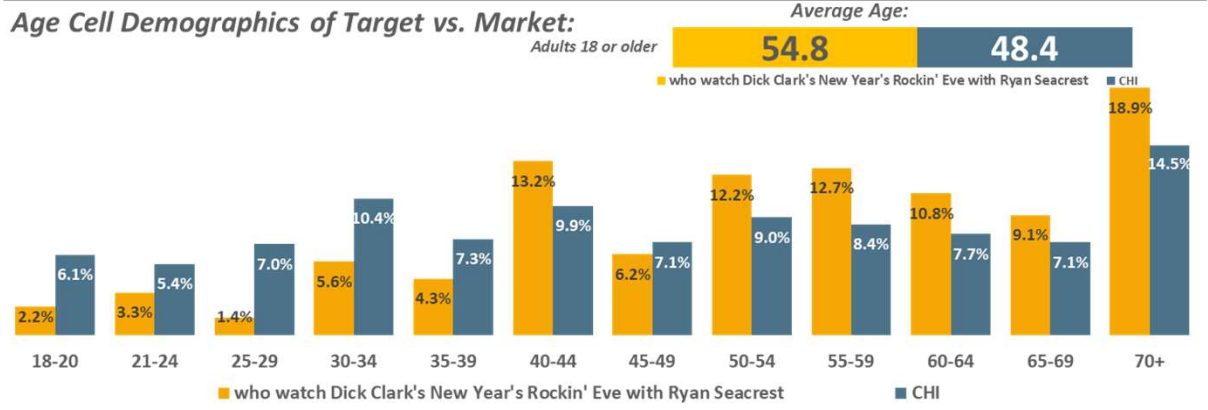
Gender of Target vs. Market: Adults 18 or older



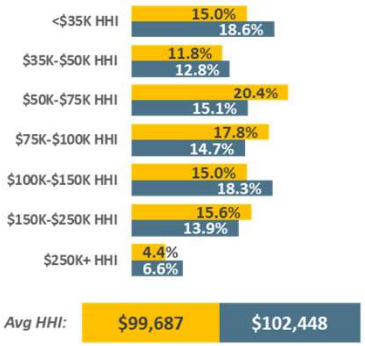
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $99,687 | $102,448

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

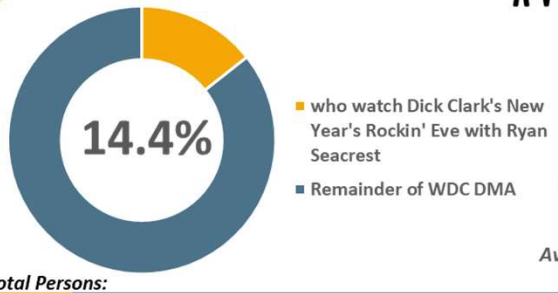
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



14.4% or 812,535 of WDC DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Typical Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 51.8 years old (8.2% older than average) and have a $133,049 (3.7% higher than average) annual household income.

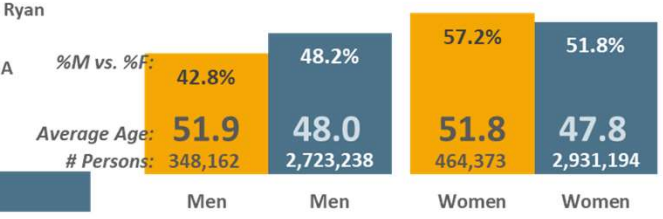
Percent of Market: Adults 18 or older



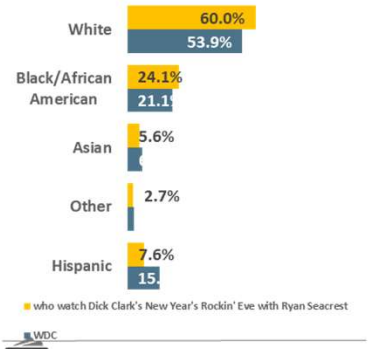
Total Persons:



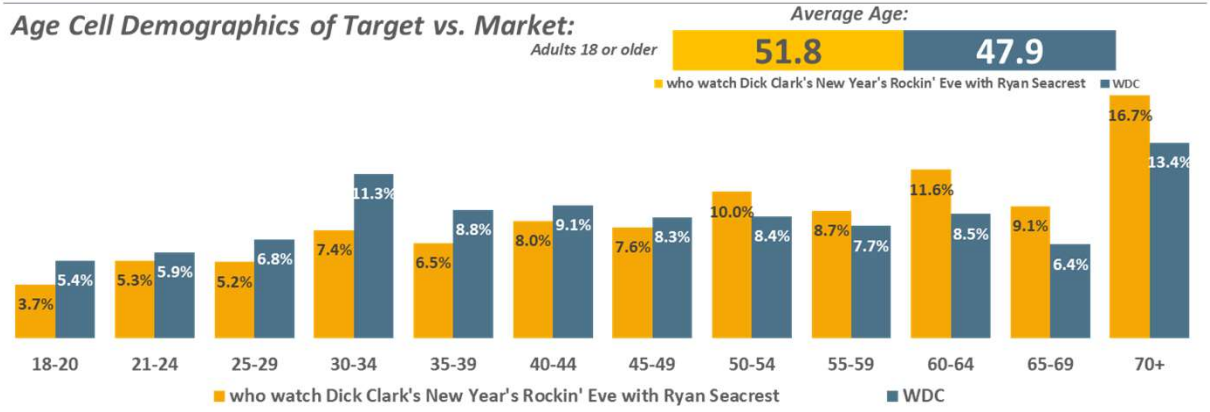
Gender of Target vs. Market: Adults 18 or older



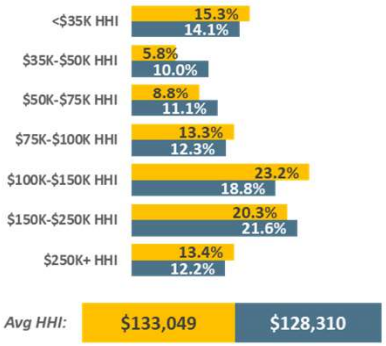
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

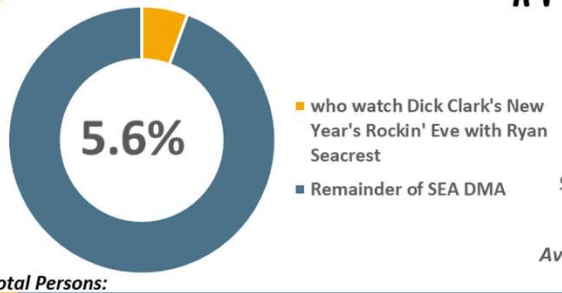
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



5.6% or 250,521 of SEA DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Typical Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 55. years old (14.1% older than average) and have a $136,955 (15.5% higher than average) annual household income.

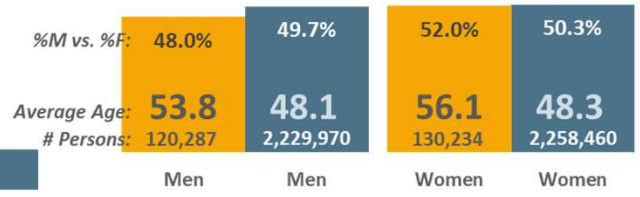
Percent of Market: Adults 18 or older



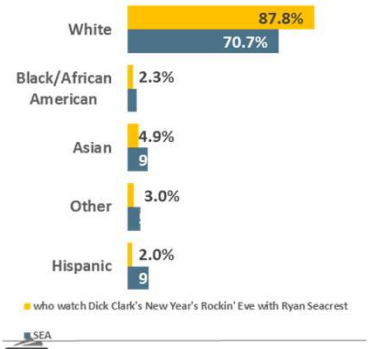
Total Persons:



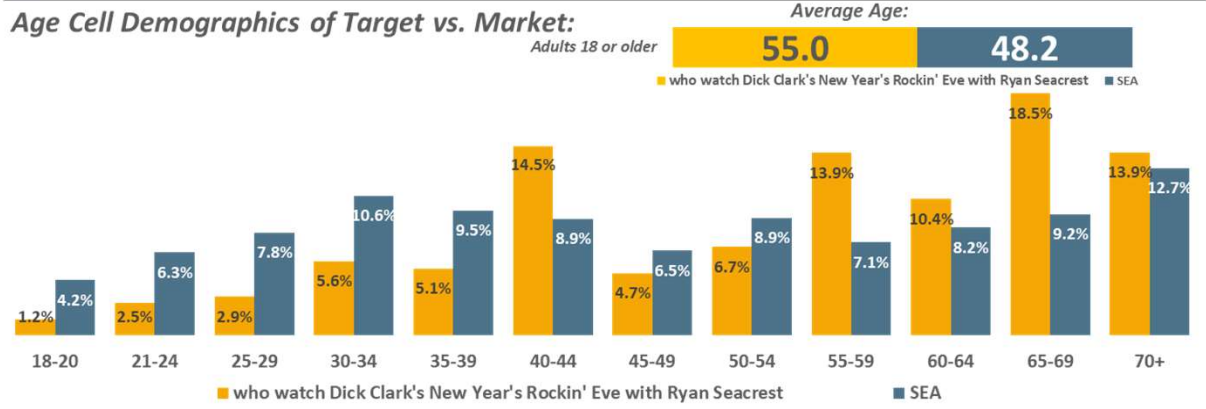
Gender of Target vs. Market: Adults 18 or older



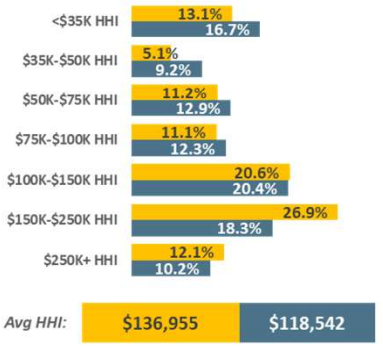
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

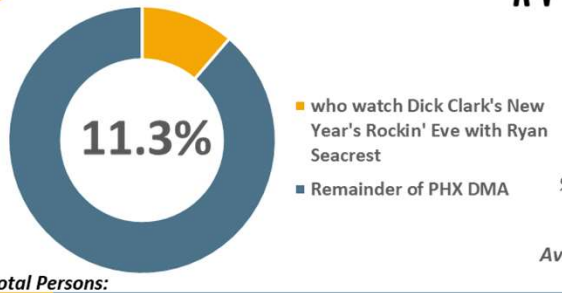
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



11.3% or 521,944 of PHX DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Typical Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 55.8 years old (13.8% older than average) and have a $103,207 (11.% higher than average) annual household income.

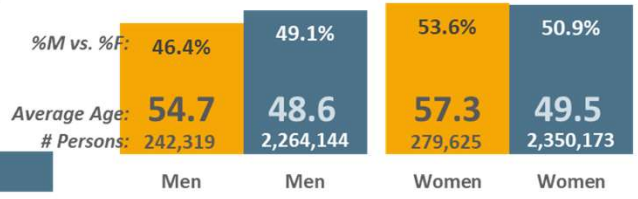
Percent of Market: Adults 18 or older



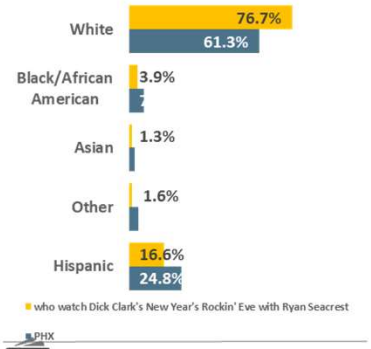
Total Persons:



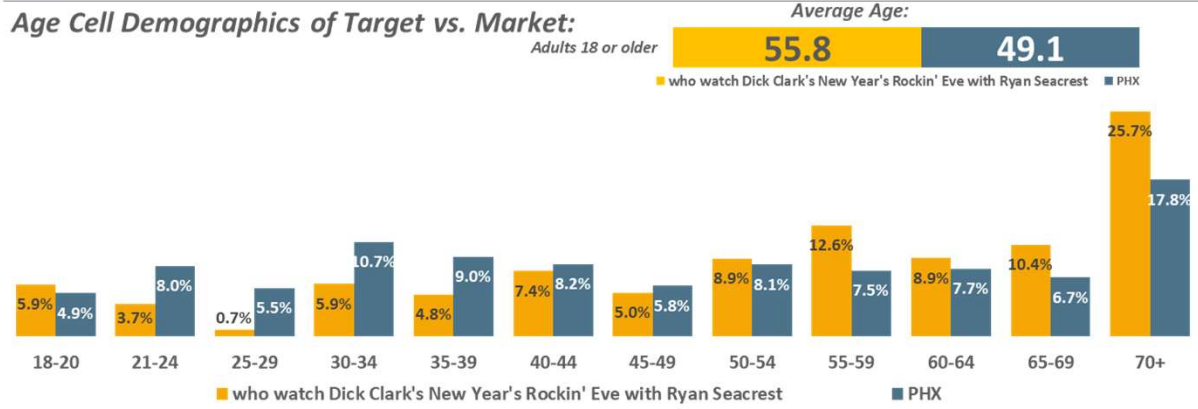
Gender of Target vs. Market: Adults 18 or older



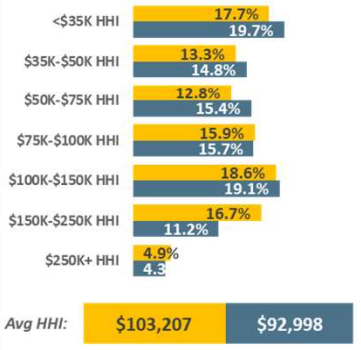
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

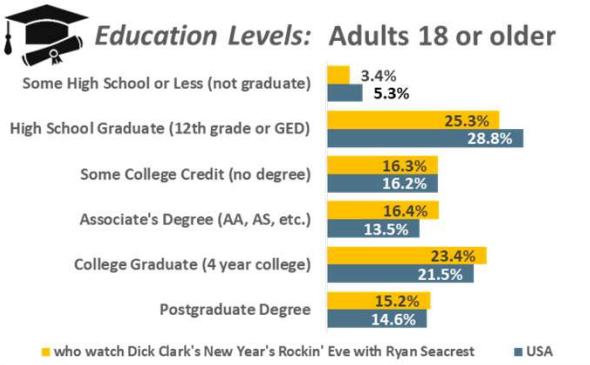
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

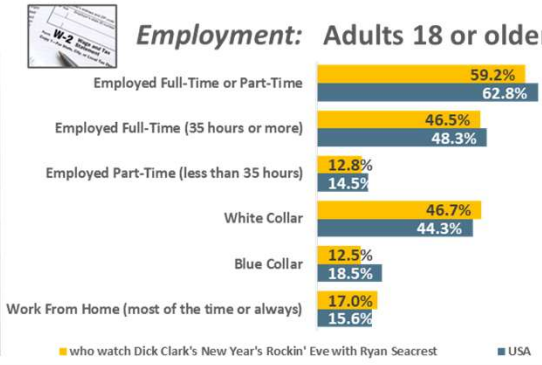


11.6% or 30,522,059 of USA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 6.9% more likely to be a college graduate, 3.8% less likely to work full-time, 13.1% more likely to be married, 11.5% less likely to be a parent of 1 or more children

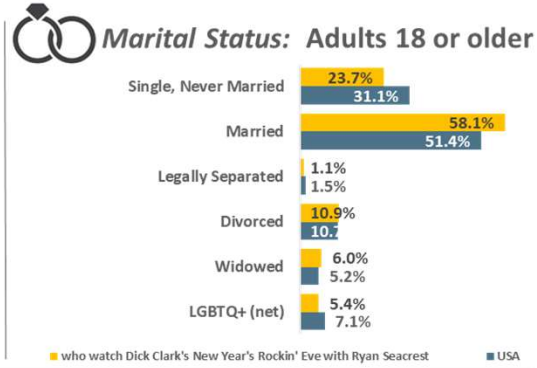
Education Levels: Adults 18 or older



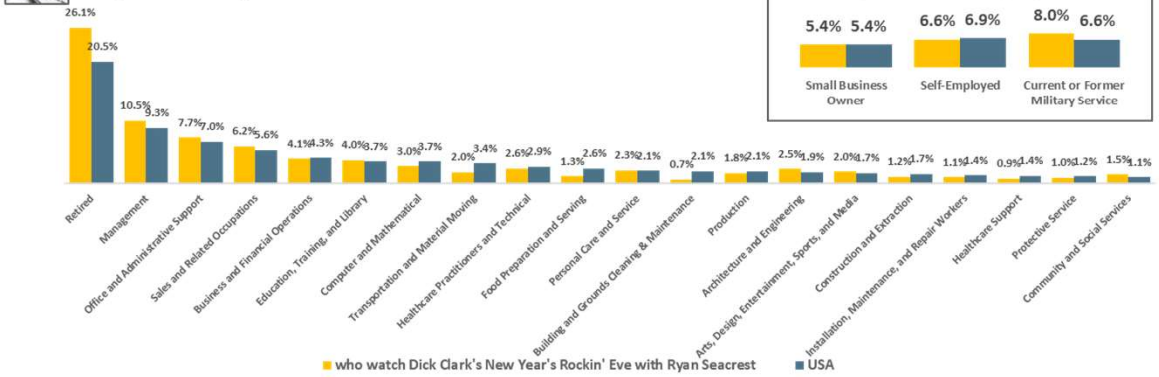
Employment: Adults 18 or older



Marital Status: Adults 18 or older

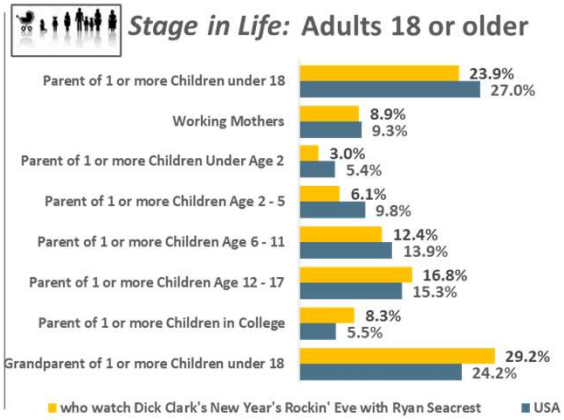


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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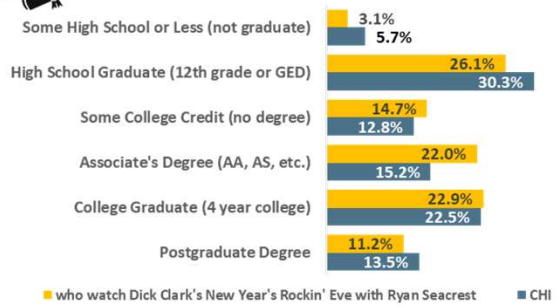
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

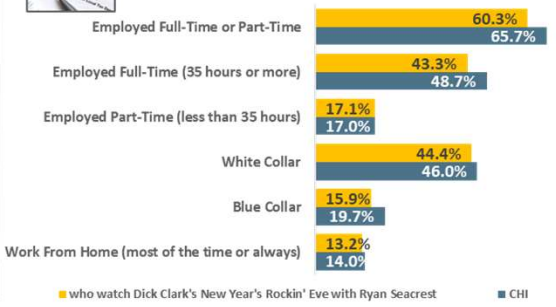


13.5% or 1,022,986 of CHI DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 5.3% less likely to be a college graduate, 11.2% less likely to work full-time, 17.2% more likely to be married, 2.% less likely to be a parent of 1 or more children u

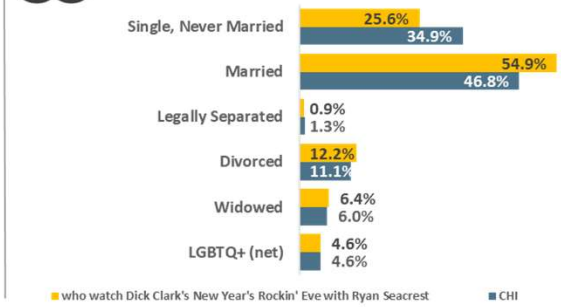
Education Levels: Adults 18 or older



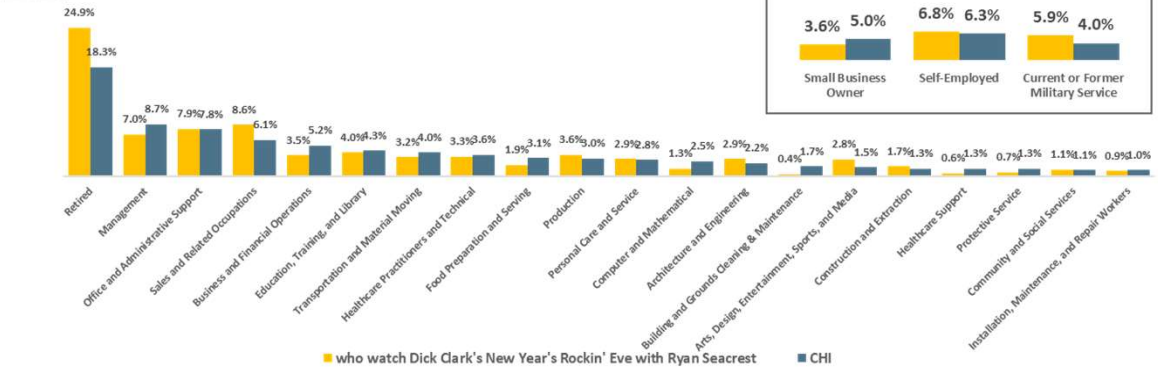
Employment: Adults 18 or older



Marital Status: Adults 18 or older

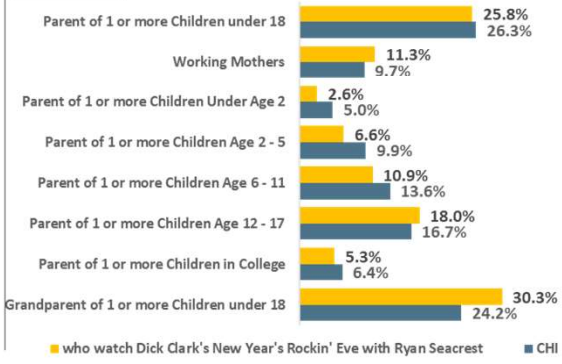


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

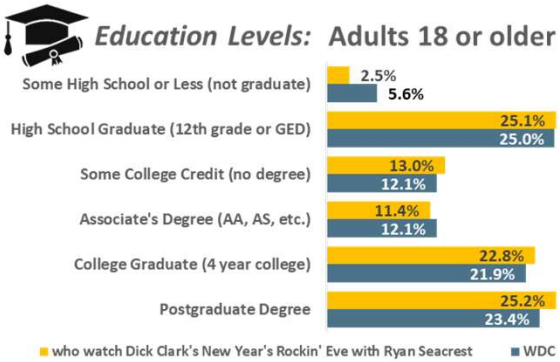
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

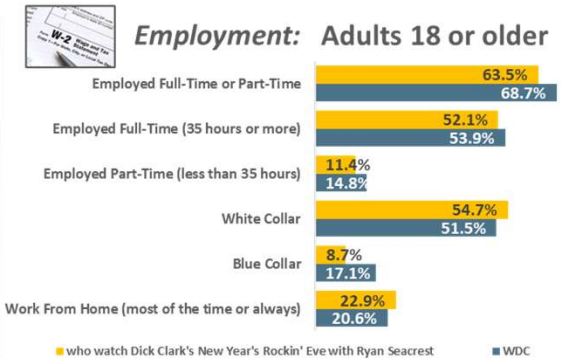


14.4% or 812,535 of WDC DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 6.1% more likely to be a college graduate, 3.4% less likely to work full-time, 12.% more likely to be married, 21.5% less likely to be a parent of 1 or more children u

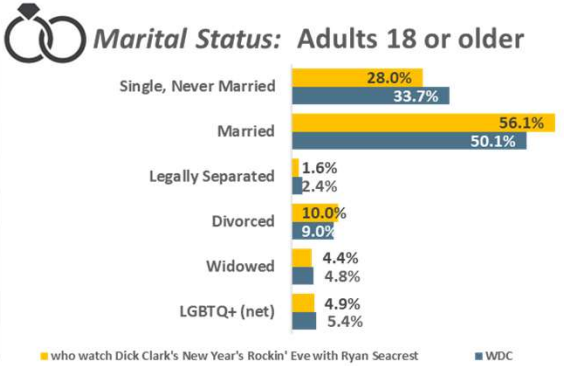
Education Levels: Adults 18 or older



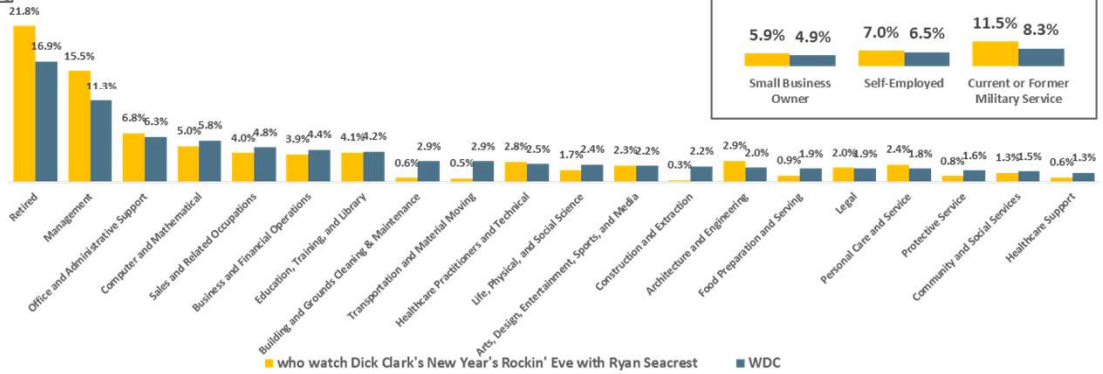
Employment: Adults 18 or older



Marital Status: Adults 18 or older

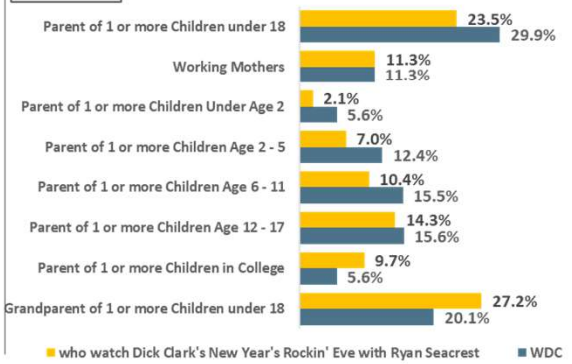


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

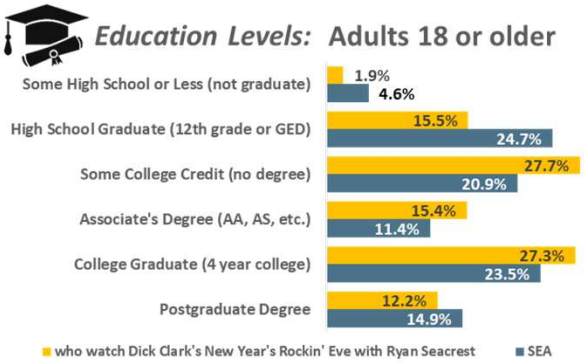
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

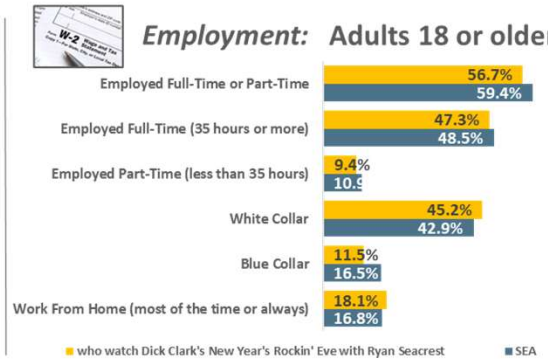


5.6% or 250,521 of SEA DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 2.9% more likely to be a college graduate, 2.4% less likely to work full-time, 8.9% more likely to be married, 13.3% less likely to be a parent of 1 or more children u

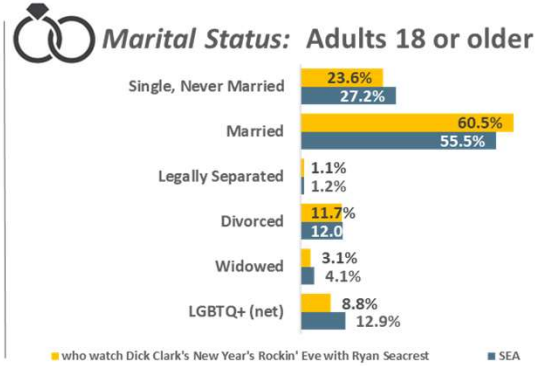
Education Levels: Adults 18 or older



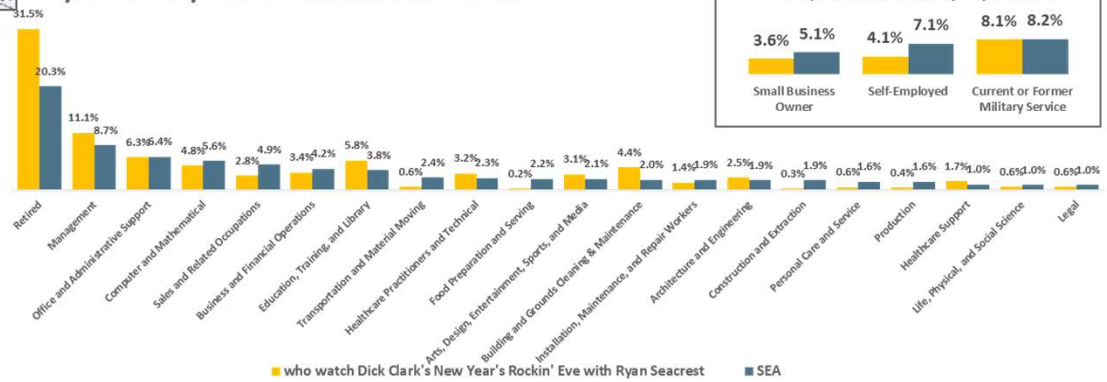
Employment: Adults 18 or older



Marital Status: Adults 18 or older

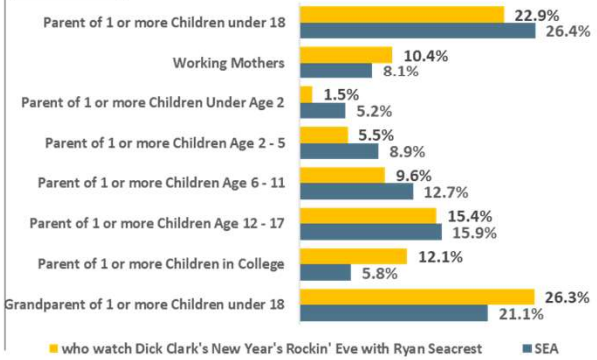


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

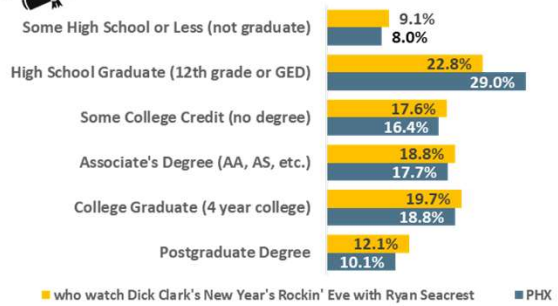
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

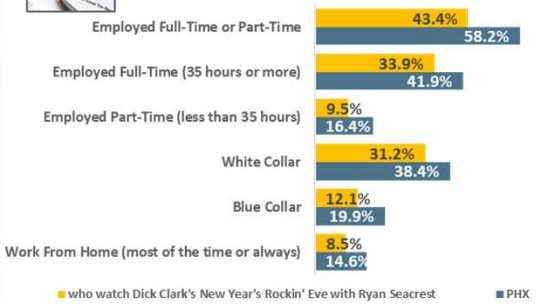


11.3% or 521,944 of PHX DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 10.1% more likely to be a college graduate, 19.1% less likely to work full-time, 5.4% more likely to be married, 22.9% less likely to be a parent of 1 or more children

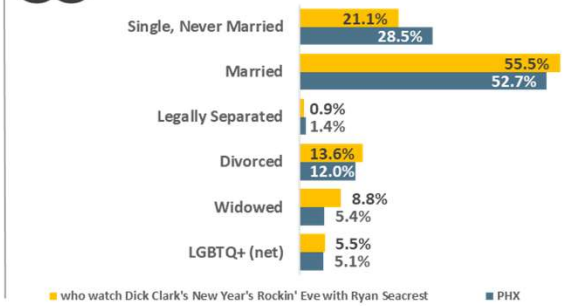
Education Levels: Adults 18 or older



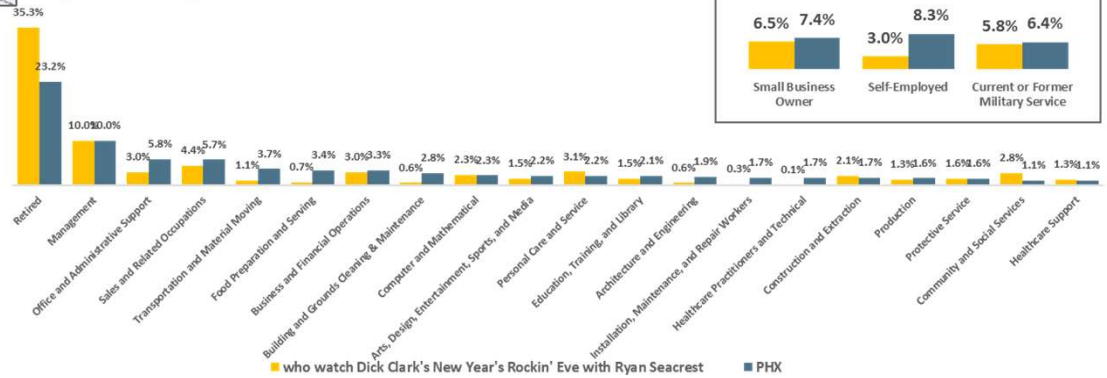
Employment: Adults 18 or older



Marital Status: Adults 18 or older

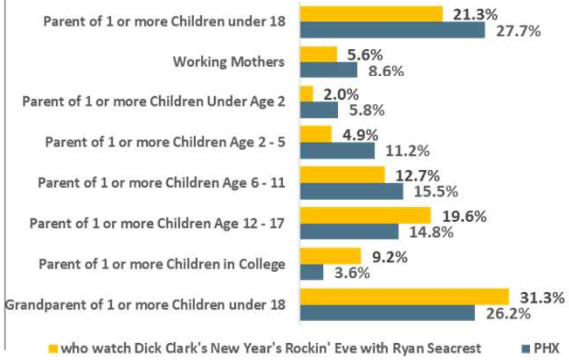


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

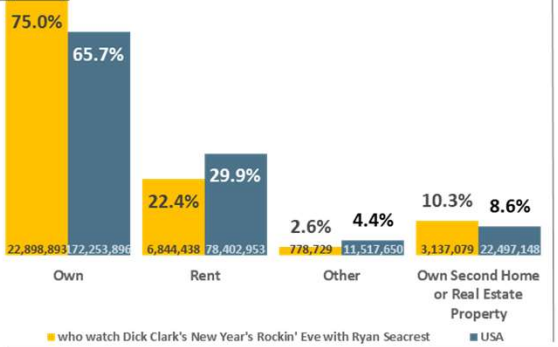
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

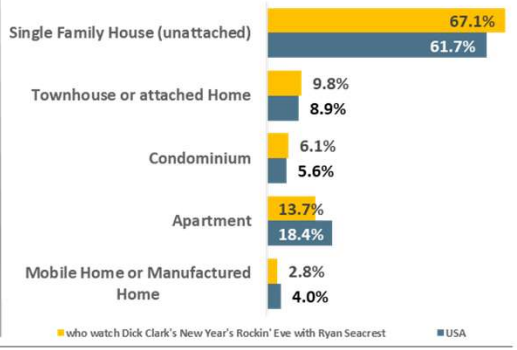


11.6% or 30,522,059 of USA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 14.2% more likely to own their home, 22.% more likely to own a higher valued home, 8.8% more likely to have a single-family home, .2% more likely to have a dog.

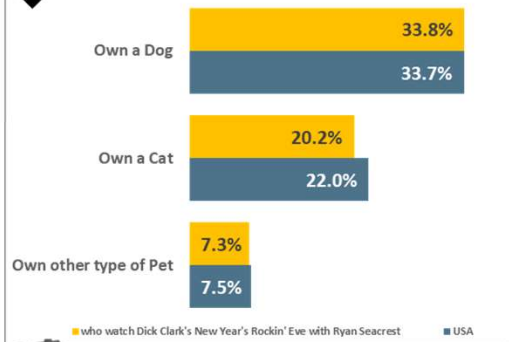
Own/Rent/Other: Adults 18 or older



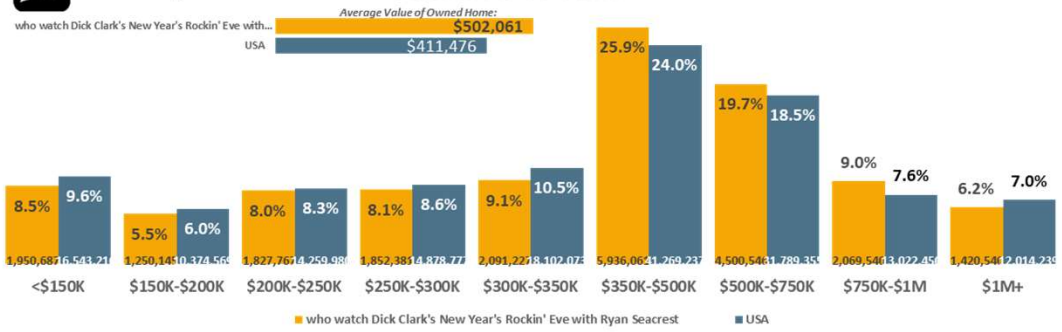
Type of Home: Adults 18 or older



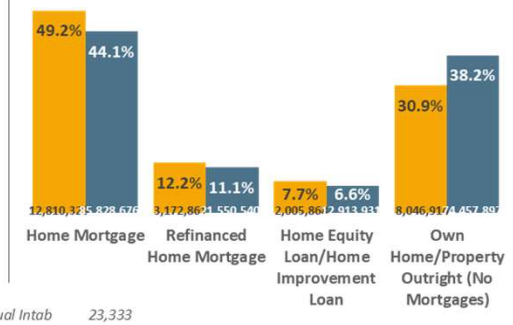
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,940*

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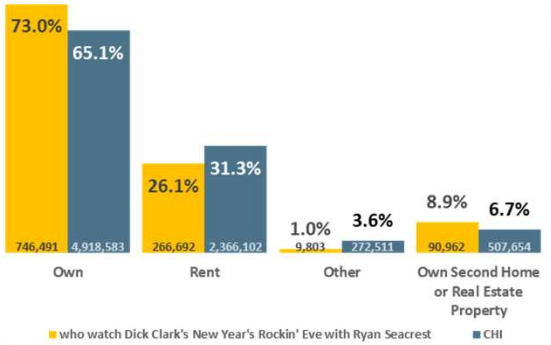
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

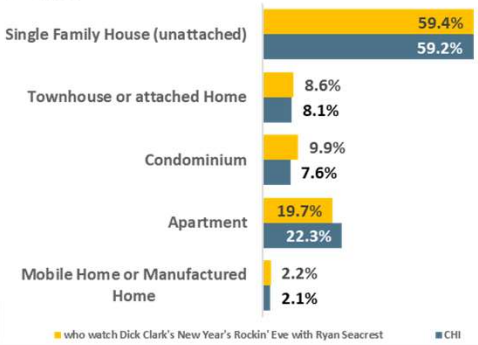


13.5% or 1,022,986 of CHI DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 12.1% more likely to own their home, 3.1% more likely to own a lower valued home, .3% more likely to have a single-family home, 15.9% more likely to have a dog.

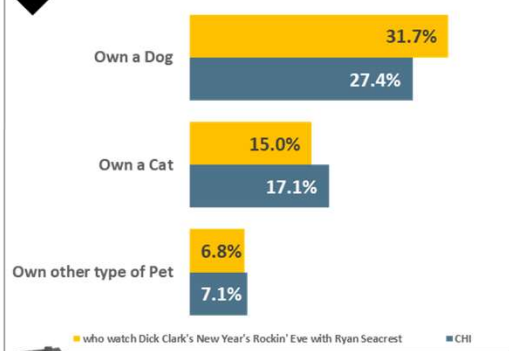
Own/Rent/Other: Adults 18 or older



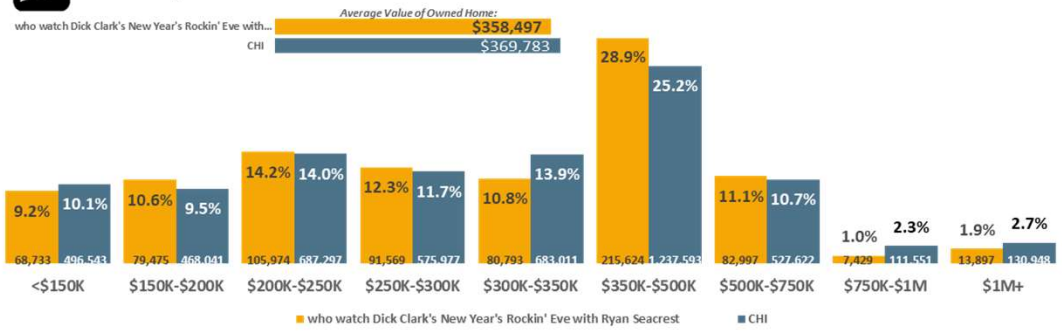
Type of Home: Adults 18 or older



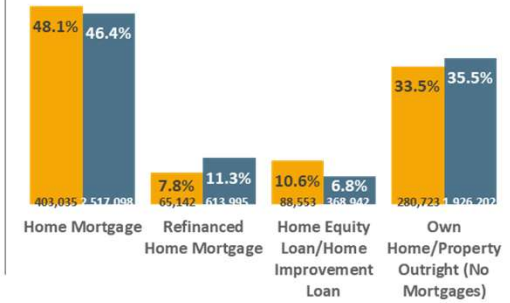
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

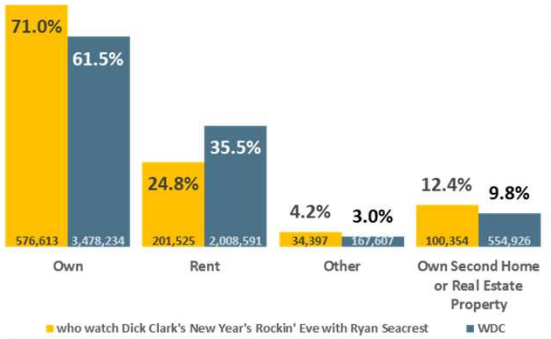
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

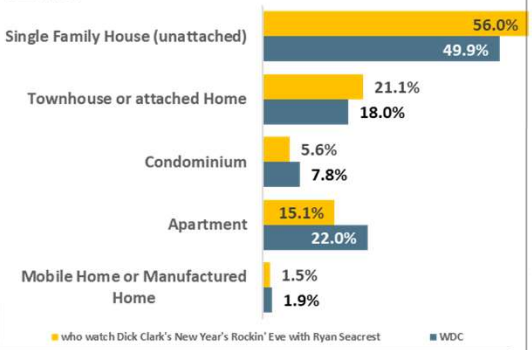


14.4% or 812,535 of WDC DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 15.4% more likely to own their home, 4.2% more likely to own a higher valued home, 12.3% more likely to have a single-family home, 10.5% more likely to have a dog.

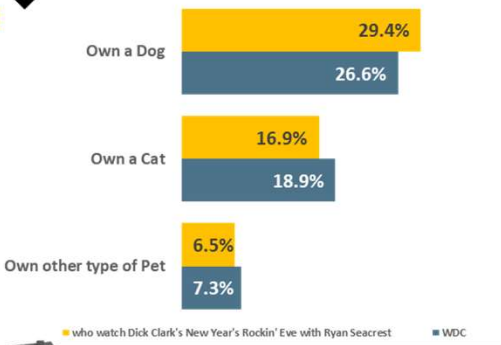
Own/Rent/Other: Adults 18 or older



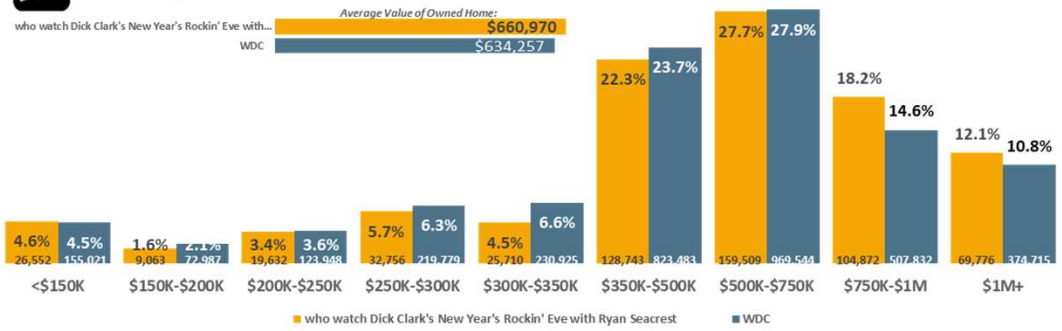
Type of Home: Adults 18 or older



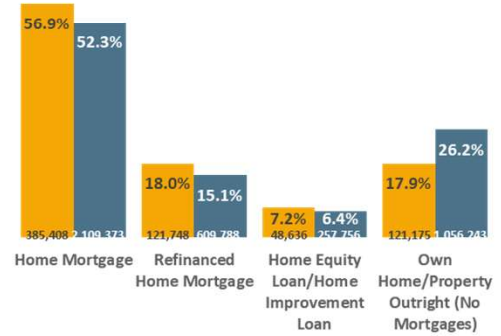
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

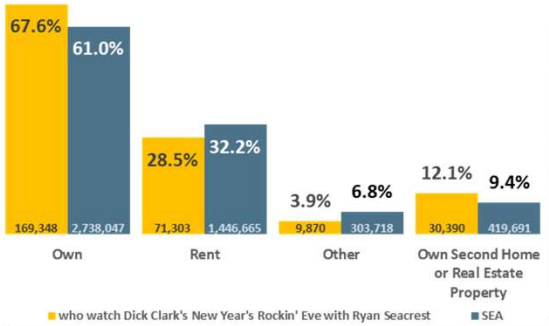
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

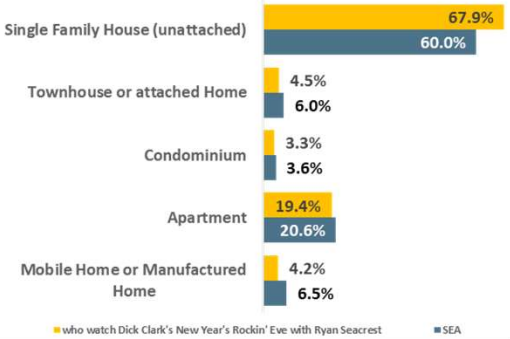


5.6% or 250,521 of SEA DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 10.8% more likely to own their home, 10.7% more likely to own a higher valued home, 13.1% more likely to have a single-family home, 20.8% more likely to have a dog.

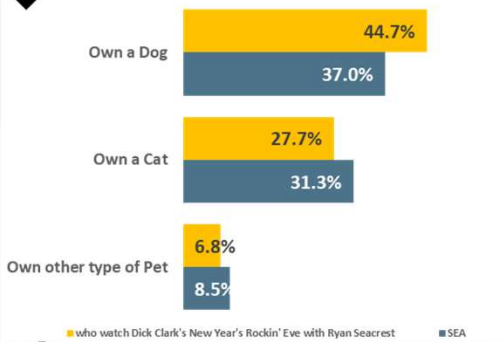
Own/Rent/Other: Adults 18 or older



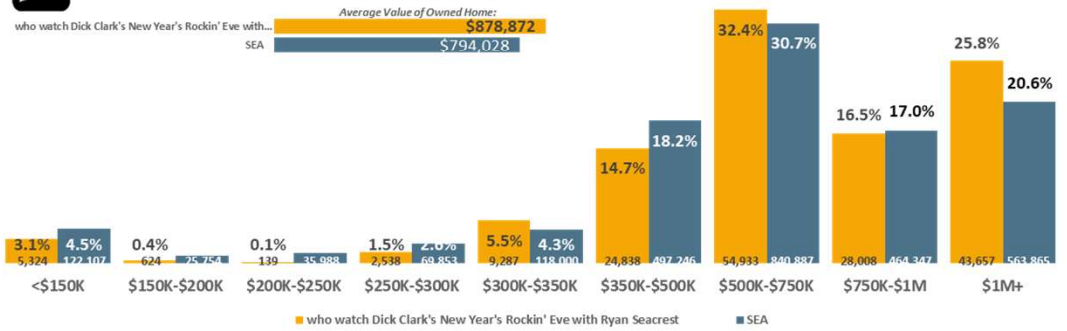
Type of Home: Adults 18 or older



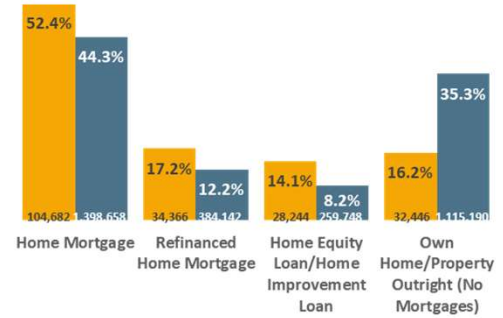
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

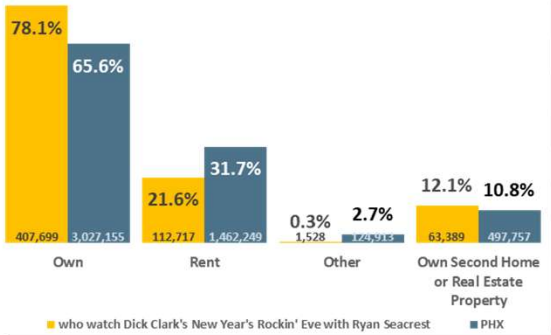
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

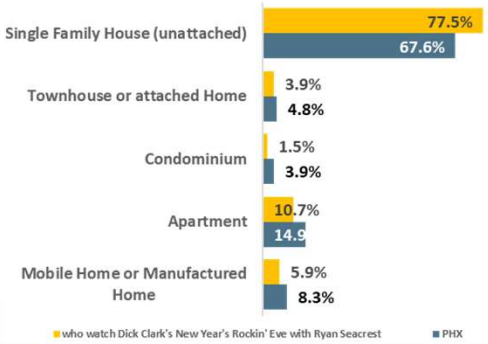


11.3% or 521,944 of PHX DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 19.1% more likely to own their home, 8.2% more likely to own a higher valued home, 14.5% more likely to have a single-family home, 9.6% less likely to have a dog.

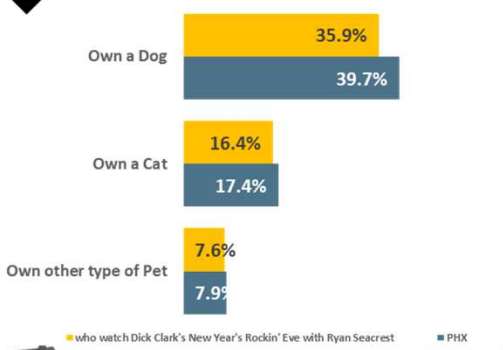
Own/Rent/Other: Adults 18 or older



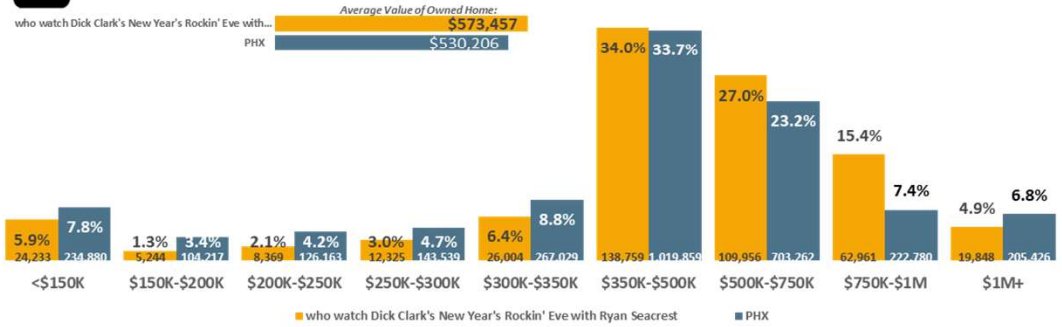
Type of Home: Adults 18 or older



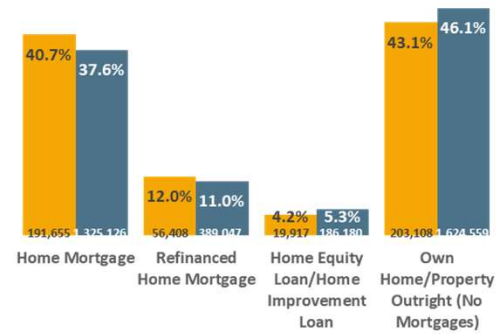
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

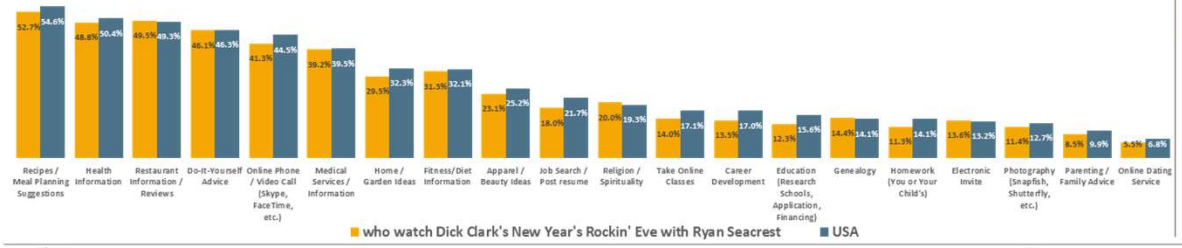
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

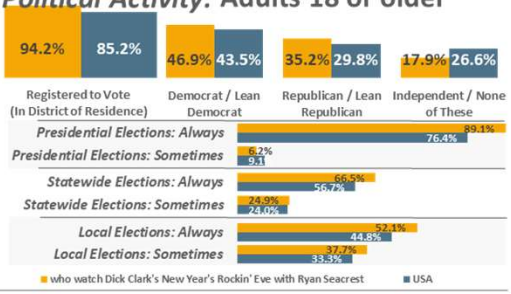


11.6% or 30,522,059 of USA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are .5% less likely to look up D-I-Y advice online, 16.1% more likely to always vote in local elections, 12.1% more likely to belong to a gym, 7.% more likely to fly domes

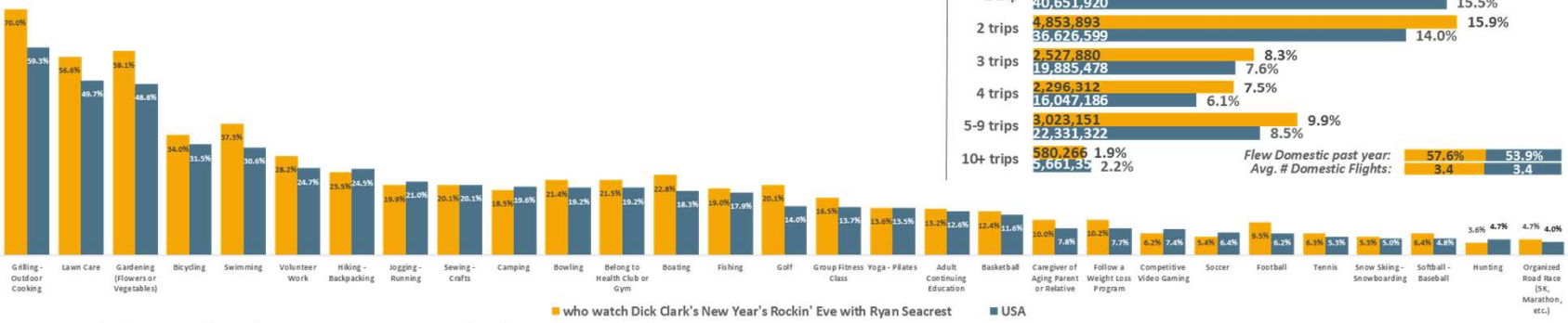
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,940*

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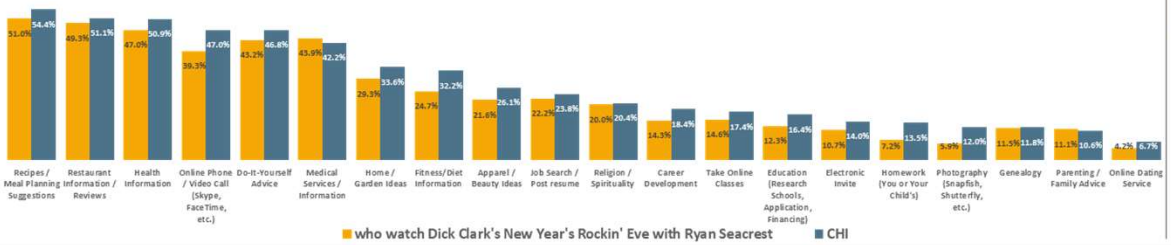
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

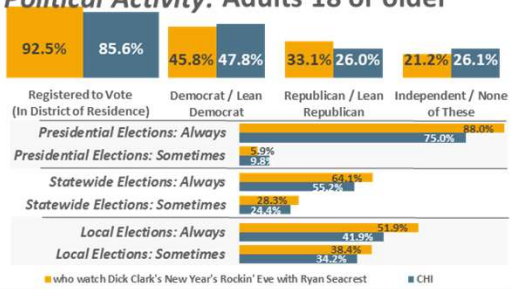


13.5% or 1,022,986 of CHI DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan… Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 7.8% less likely to look up D-I-Y advice online, 23.7% more likely to always vote in local elections, 7.1% less likely to belong to a gym, 2.8% more likely to fly dome

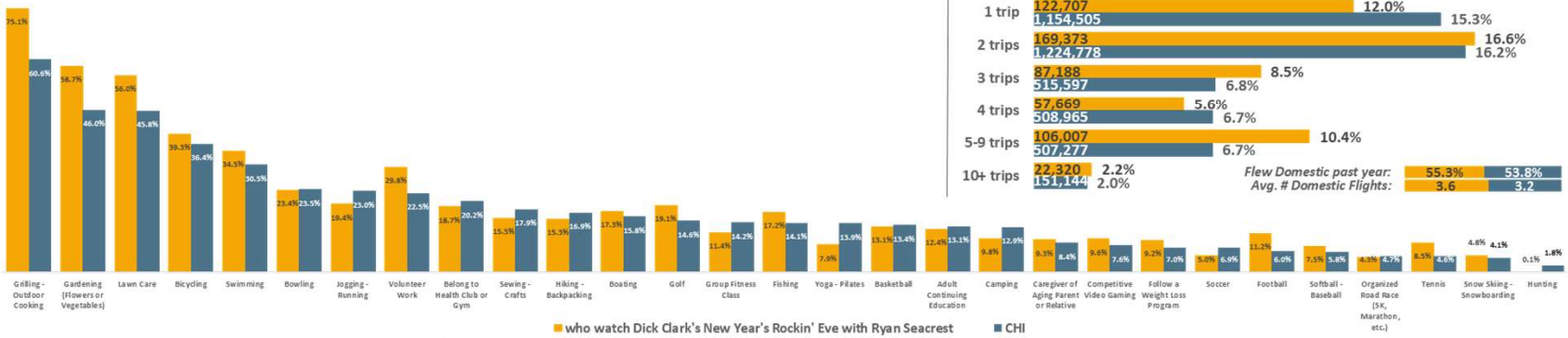
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

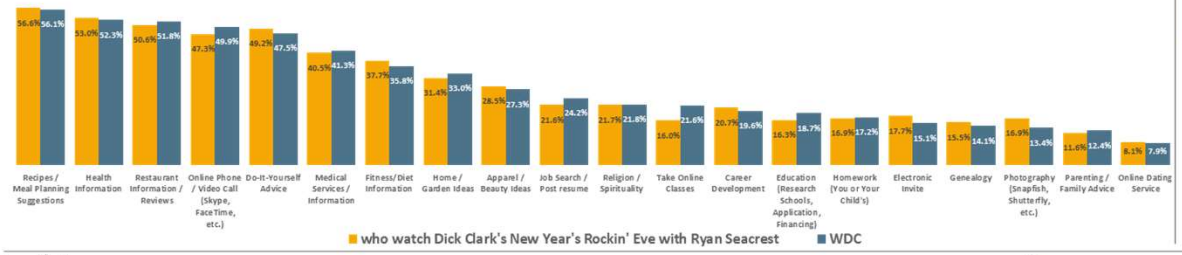
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

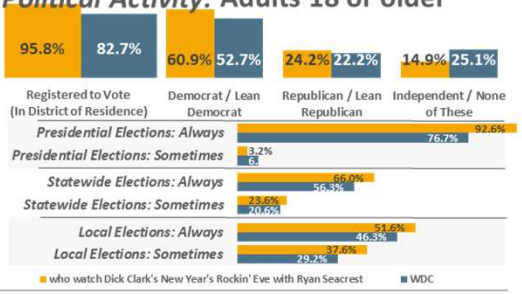


14.4% or 812,535 of WDC DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan… Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 3.5% more likely to look up D-I-Y advice online, 11.4% more likely to always vote in local elections, 14.2% more likely to belong to a gym, 10.8% more likely to fly do

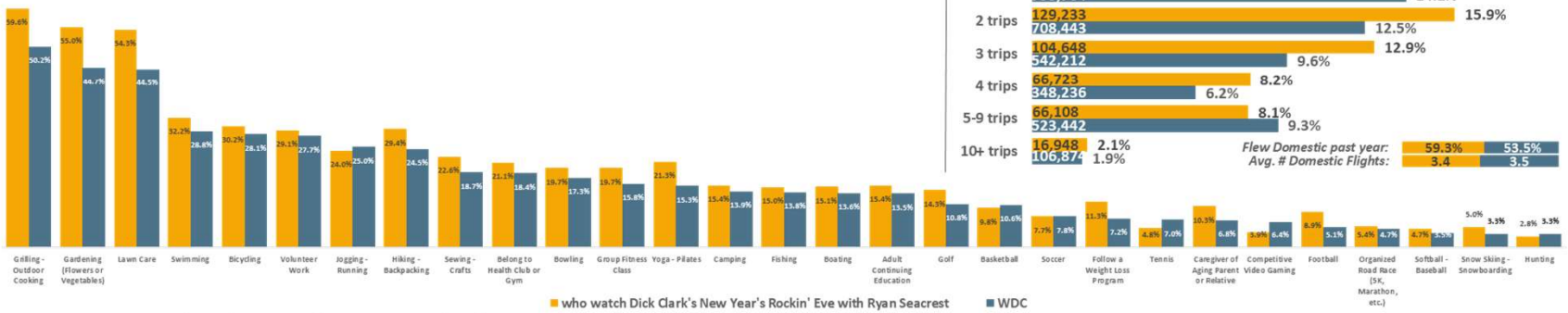
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

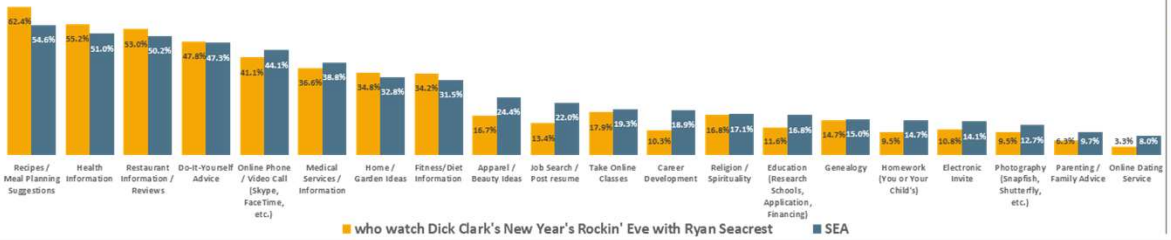
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

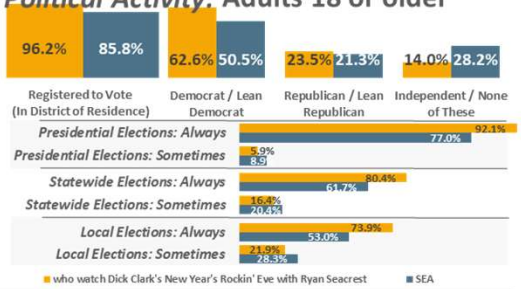


5.6% or 250,521 of SEA DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 1.1% more likely to look up D-I-Y advice online, 39.6% more likely to always vote in local elections, 23.7% more likely to belong to a gym, 13.1% more likely to fly do

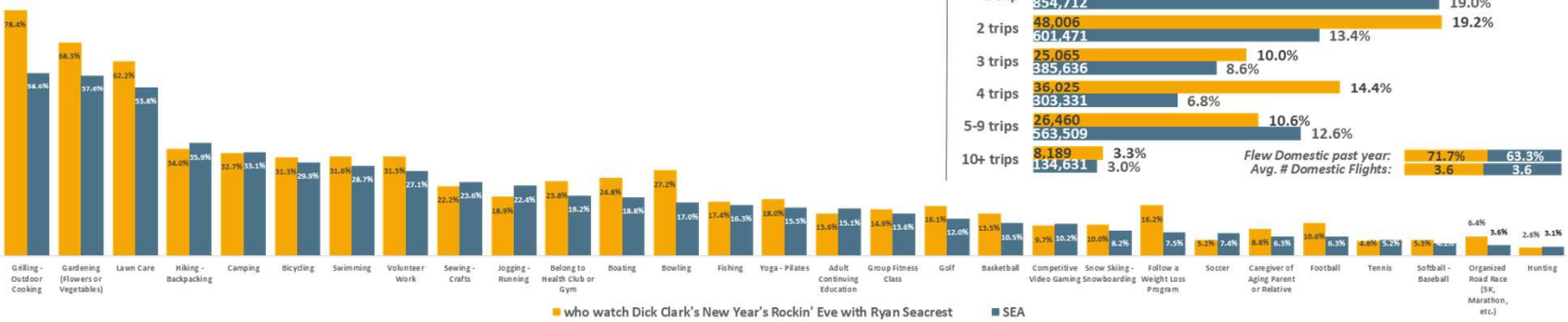
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

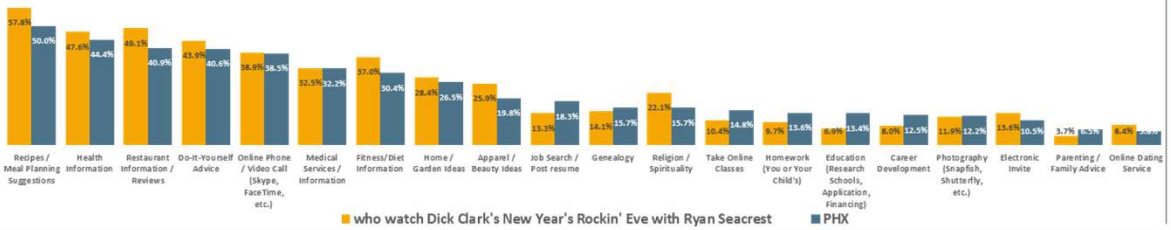
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

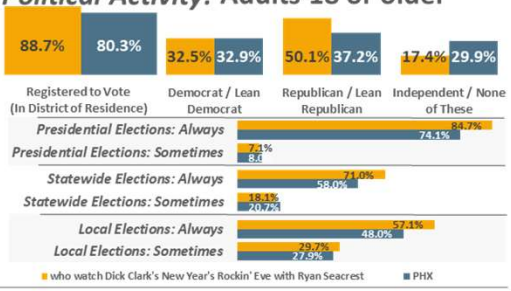


11.3% or 521,944 of PHX DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 8.1% more likely to look up D-I-Y advice online, 18.8% more likely to always vote in local elections, 11.9% more likely to belong to a gym, 6.2% more likely to fly dom

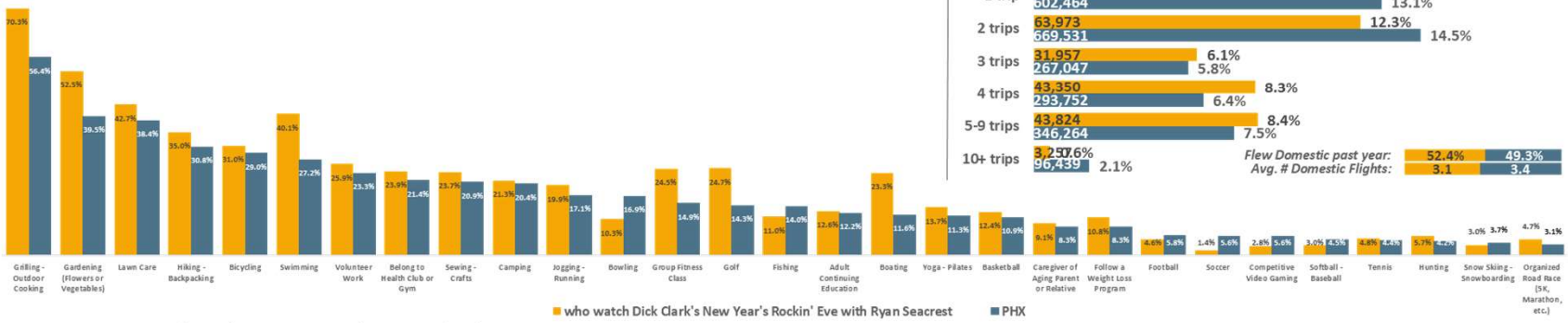
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

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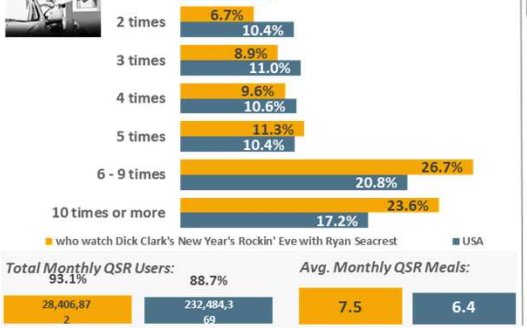
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



11.6% or 30,522,059 of USA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 5.% more likely to use QSRs past mo., 9.3% more likely to use Sit-Down Restaurants past mo., 19.% more likely to use Casinos past yr., 14.3% more likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



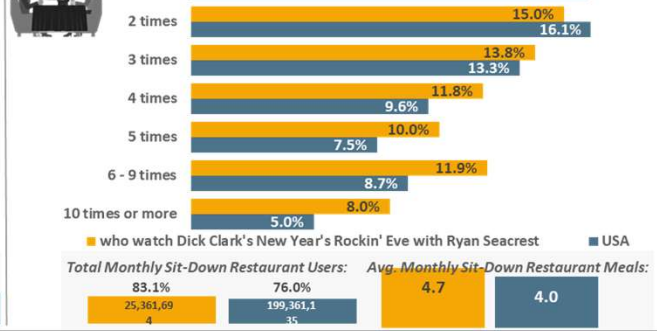


Total Monthly QSR Users: 93.1% 28,406,872 | 88.7% 232,484,369

Avg. Monthly QSR Meals: 7.5 | 6.4

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





Total Monthly Sit-Down Restaurant Users: 83.1% 25,361,694 | 76.0% 199,361,135

Avg. Monthly Sit-Down Restaurant Meals: 4.7 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who watch Dick Clark's New Year's Rockin' Eve with... 5,542,613 18.2%

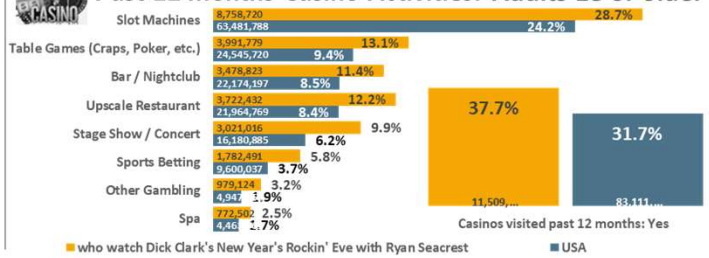
USA 17.4%

Drank Past 30-days: Adults 18 or older



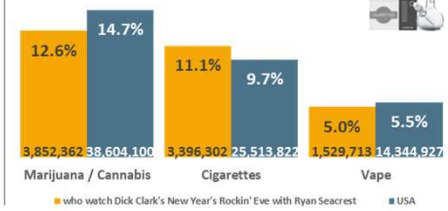
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *2,940*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



13.5% or 1,022,986 of CHI DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 6.2% more likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 22.8% more likely to use Casinos past yr., 68.4% more likely to smoke cig

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 96.5% 986,848 | 90.9% 6,865,933

Avg. Monthly QSR Meals: 7.9 | 7.0

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



Total Monthly Sit-Down Restaurant Users: 79.2% 809,978 | 75.7% 5,724,044

Avg. Monthly Sit-Down Restaurant Meals: 5.1 | 4.1

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who watch Dick Clark's New Year's Rockin' Eve with... 190,265 18.6%

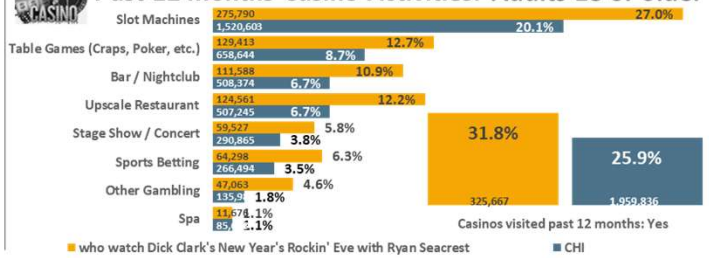
CHI 1,511,418 20.0%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



14.4% or 812,535 of WDC DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 4.5% more likely to use QSRs past mo., 7.8% more likely to use Sit-Down Restaurants past mo., 29.6% more likely to use Casinos past yr., 9.1% less likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older

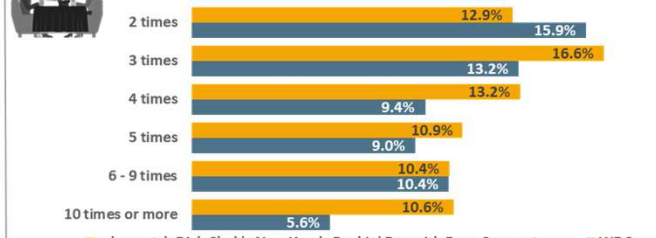


Total Monthly QSR Users: 93.5% 760,126 | 89.5% 5,059,794

Avg. Monthly QSR Meals: 7.7 | 6.8

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





Total Monthly Sit-Down Restaurant Users: 82.0% 666,633 | 76.1% 4,303,414

Avg. Monthly Sit-Down Restaurant Meals: 5.2 | 4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who watch Dick Clark's New Year's Rockin' Eve with... 252,094 31.0%

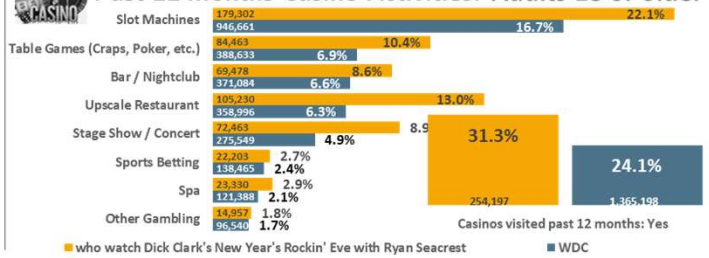
WDC 1,438,719 25.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



5.6% or 250,521 of SEA DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 10.2% more likely to use QSRs past mo., 10.9% more likely to use Sit-Down Restaurants past mo., 19.3% more likely to use Casinos past yr., 60.2% less likely to smoke c

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



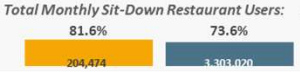
Avg. Monthly QSR Meals:



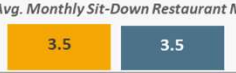
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

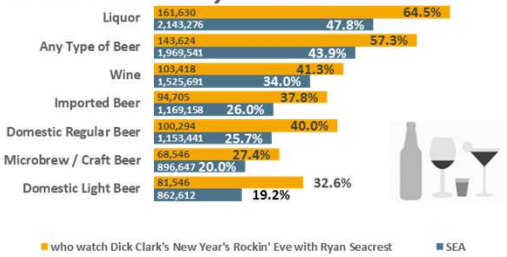
(Sit-Down Restaurants Used Past 30-days)



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

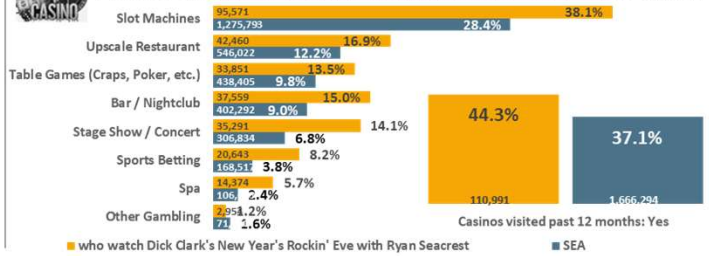


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

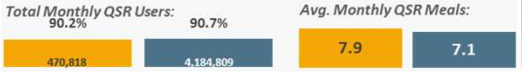


11.3% or 521,944 of PHX DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are .5% less likely to use QSRs past mo., 10.4% more likely to use Sit-Down Restaurants past mo., 6.8% more likely to use Casinos past yr., 21.7% more likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

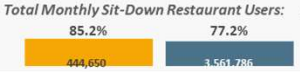


Avg. Monthly QSR Meals:

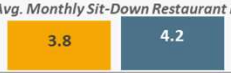
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

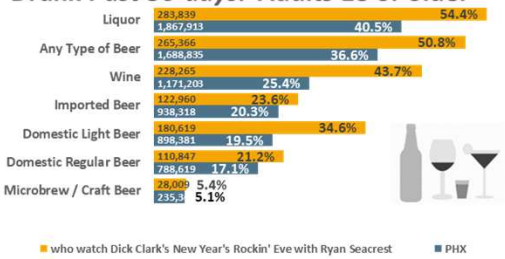
(Sit-Down Restaurants Used Past 30-days)



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

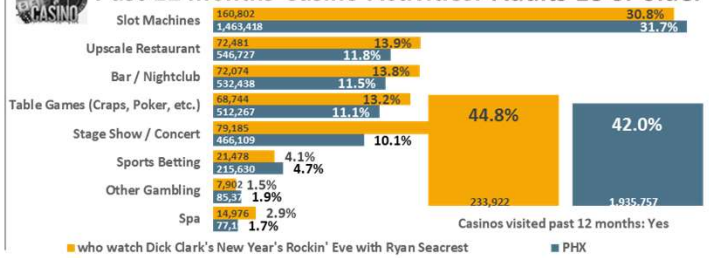


Drank Past 30-days: Adults 18 or older



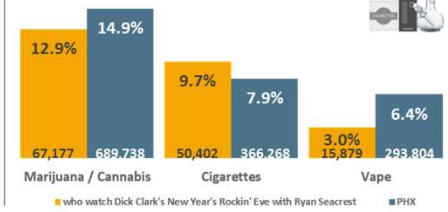
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

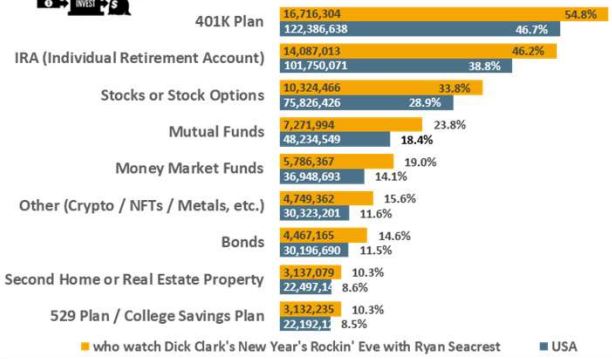
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

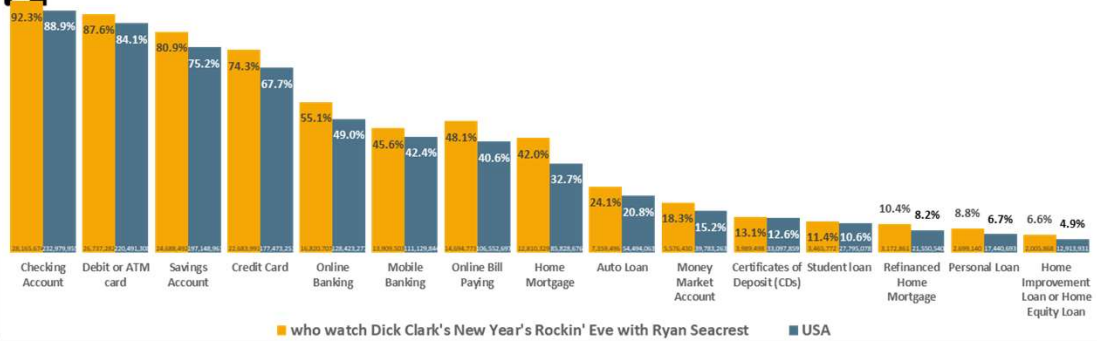


11.6% or 30,522,059 of USA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 17.3% more likely to have a 401K, 16.% more likely to have an Auto Loan, 12.6% more likely to Invest/Trade Stocks Online, 7.8% more likely to pay with their Debit Card

Investments Owned: Adults 18 or older



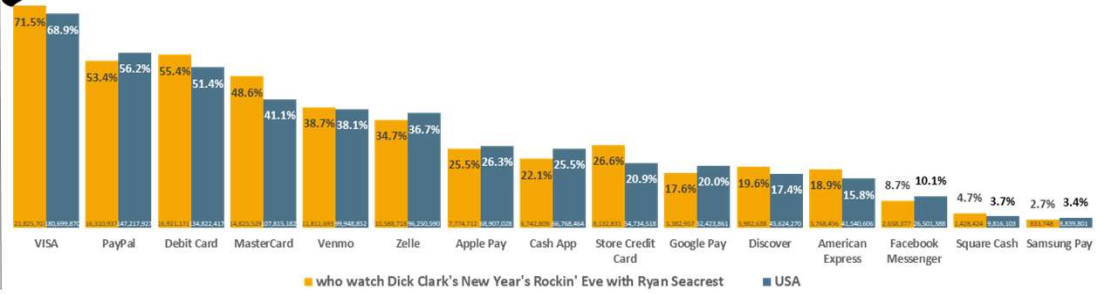
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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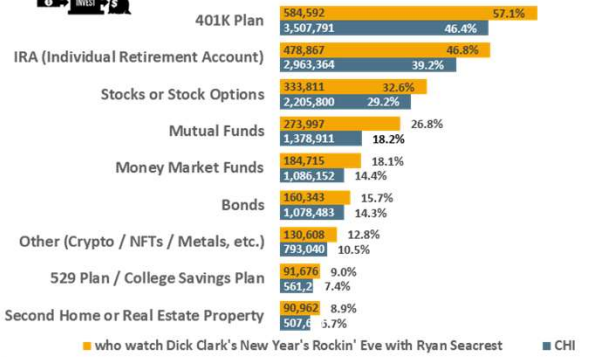
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

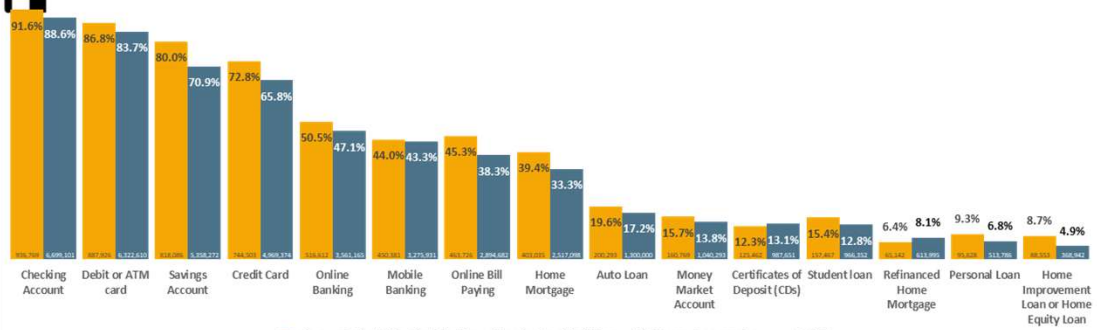


13.5% or 1,022,986 of CHI DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan… Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 23.1% more likely to have a 401K, 13.8% more likely to have an Auto Loan, 1.1% more likely to Invest/Trade Stocks Online, 7.5% more likely to pay with their Debit Card

Investments Owned: Adults 18 or older



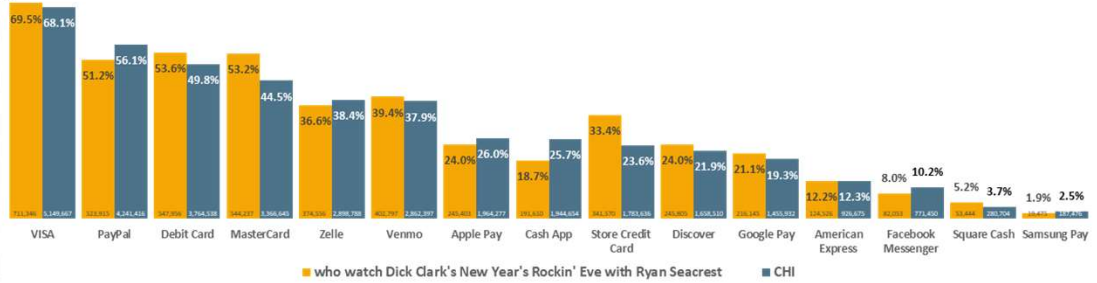
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

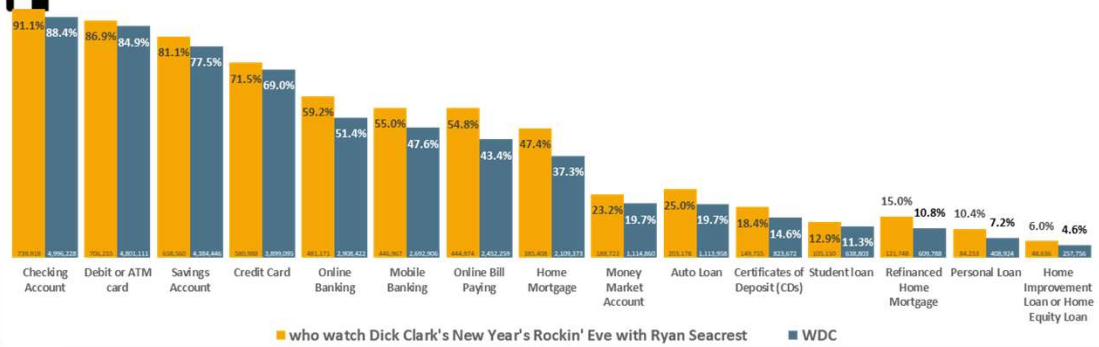


14.4% or 812,535 of WDC DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan... Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 12.5% more likely to have a 401K, 26.9% more likely to have an Auto Loan, 14.1% more likely to Invest/Trade Stocks Online, 16.1% more likely to pay with their Debit Ca

Investments Owned: Adults 18 or older



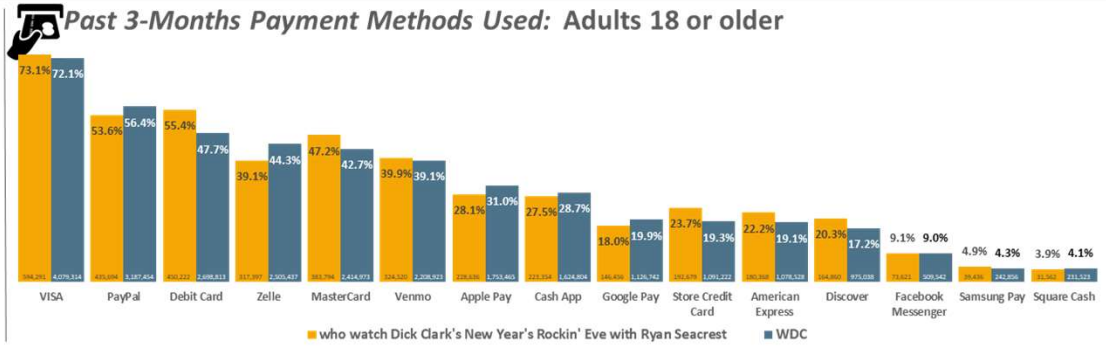
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

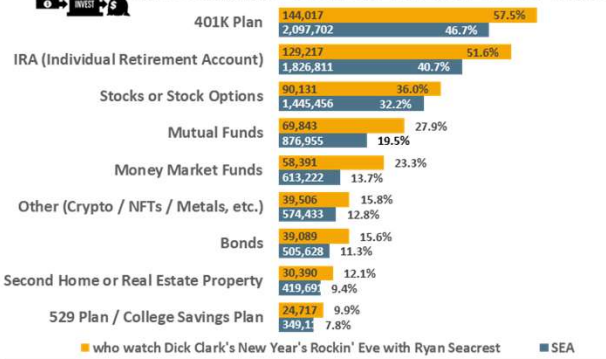
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

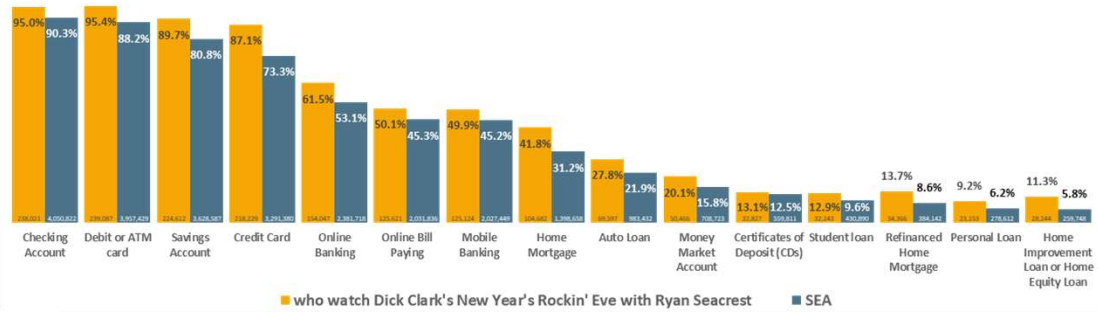


5.6% or 250,521 of SEA DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 23.% more likely to have a 401K, 26.8% more likely to have an Auto Loan, 2.3% less likely to Invest/Trade Stocks Online, 9.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



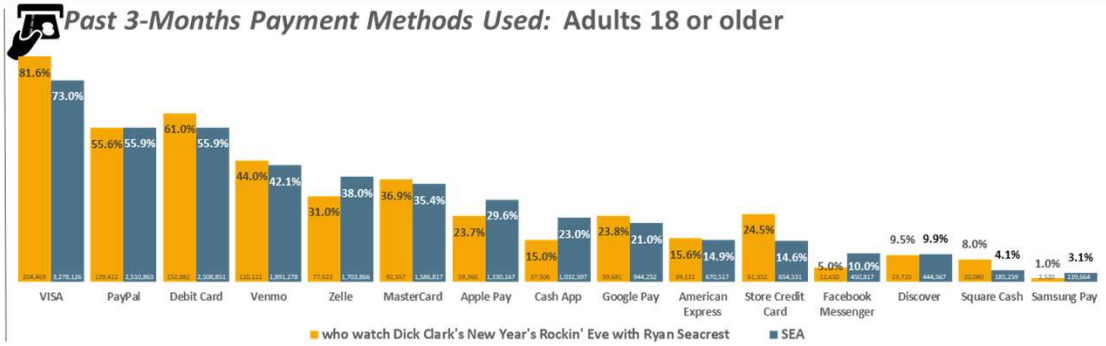
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

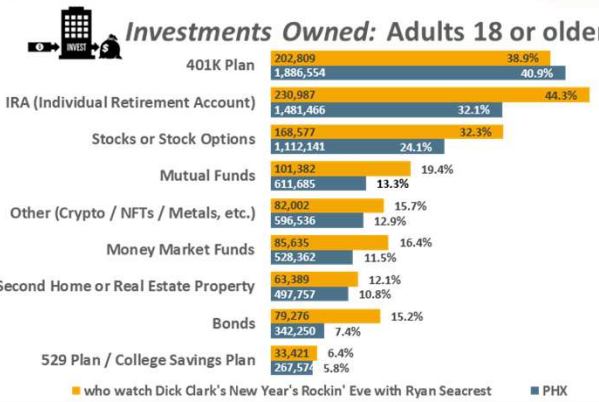
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

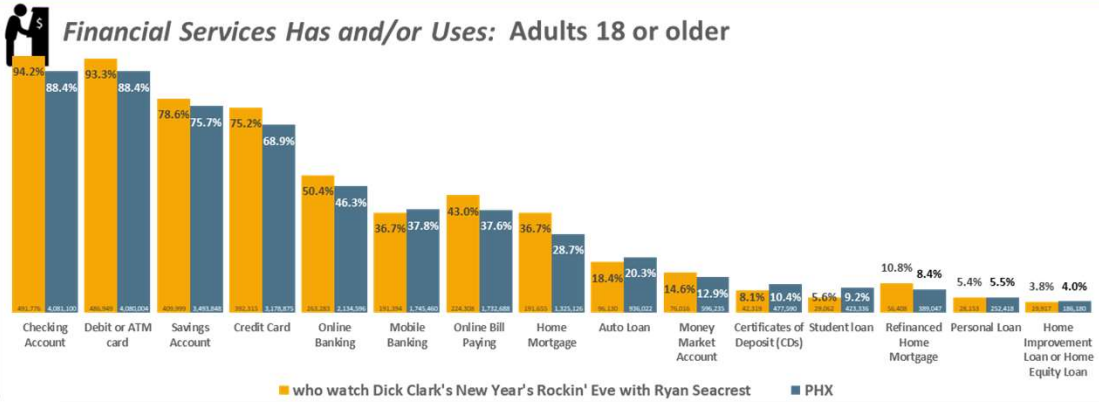


11.3% or 521,944 of PHX DMA Adults 18 or older watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest. Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest are 5.% less likely to have a 401K, 9.2% less likely to have an Auto Loan, 5.3% more likely to Invest/Trade Stocks Online, 1.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



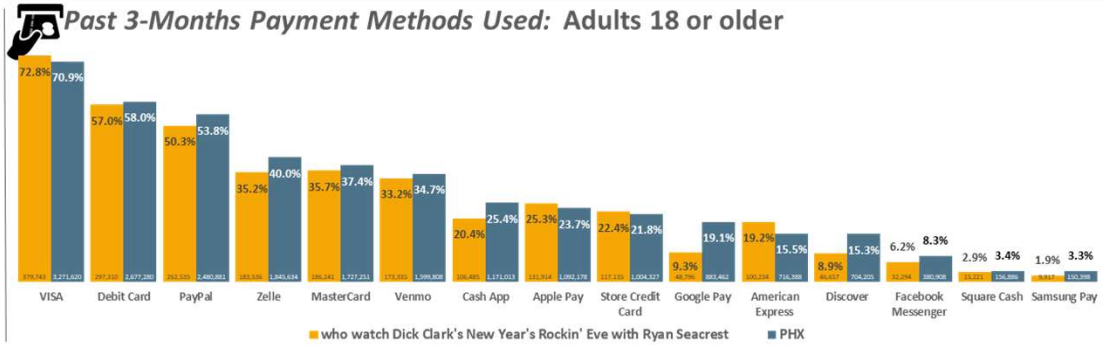
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

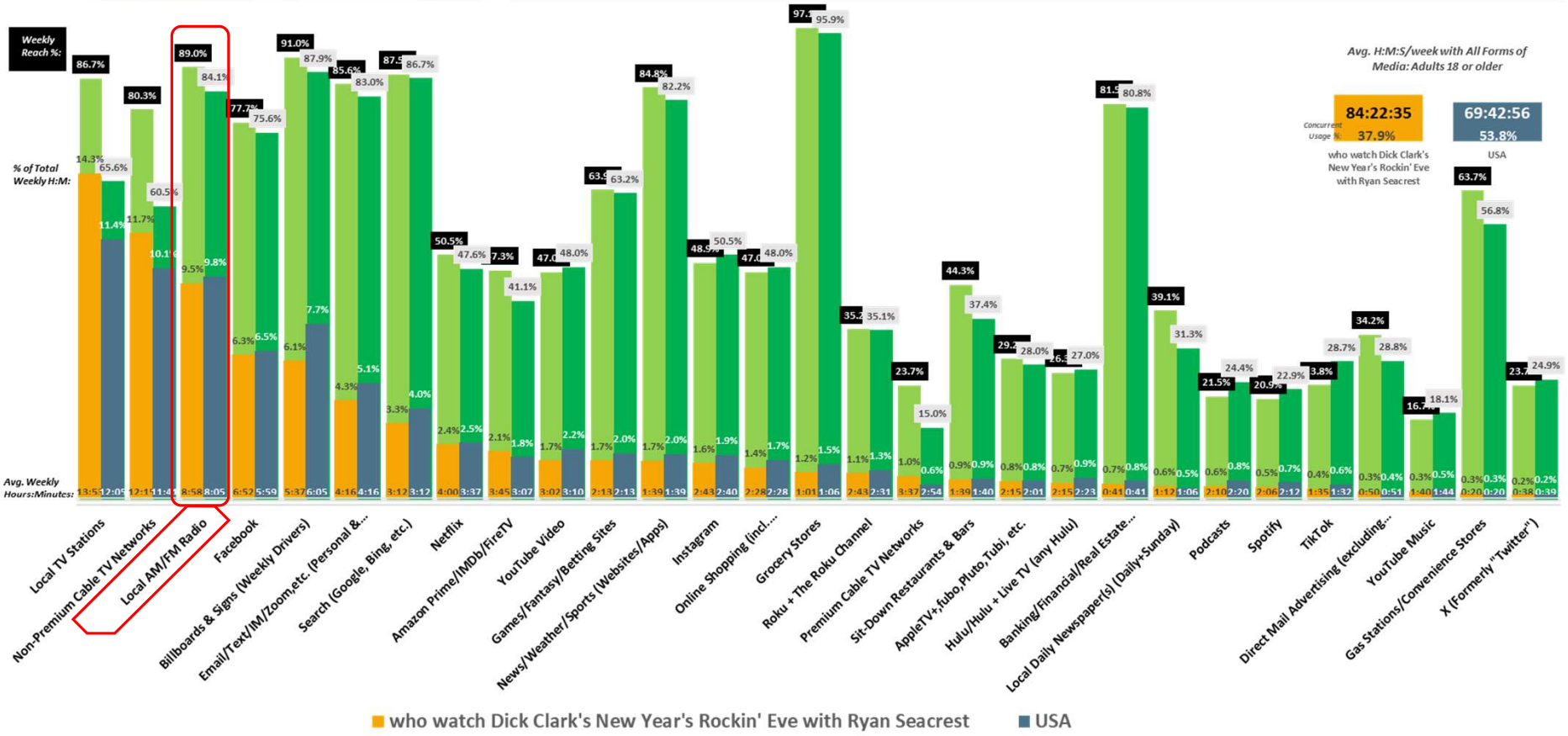
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 3 days, 12 hours, 22 minutes and 35 seconds each week with All Forms of Media.

89.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 8 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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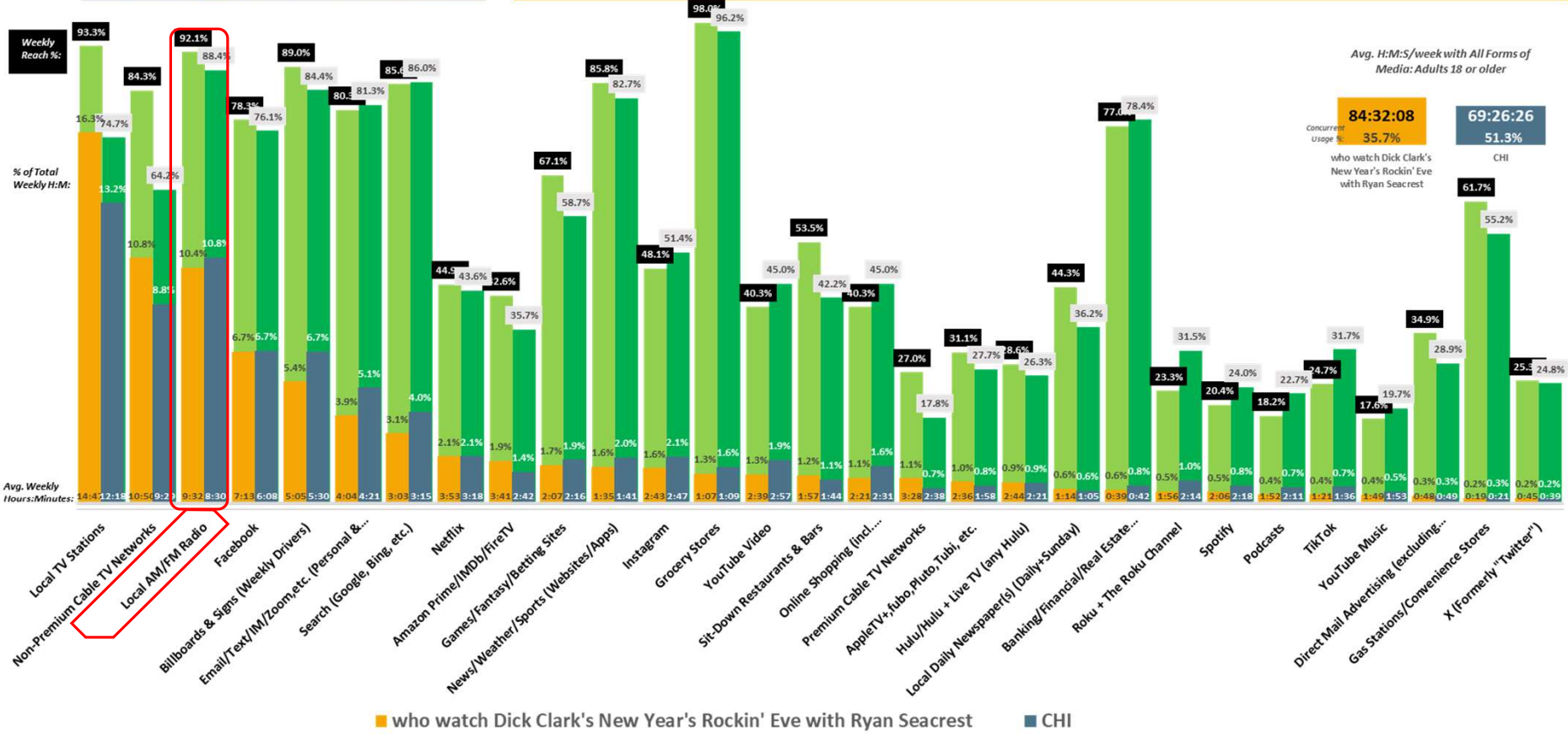
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 3 days, 12 hours, 32 minutes and 8 seconds each week with All Forms of Media.

92.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 9 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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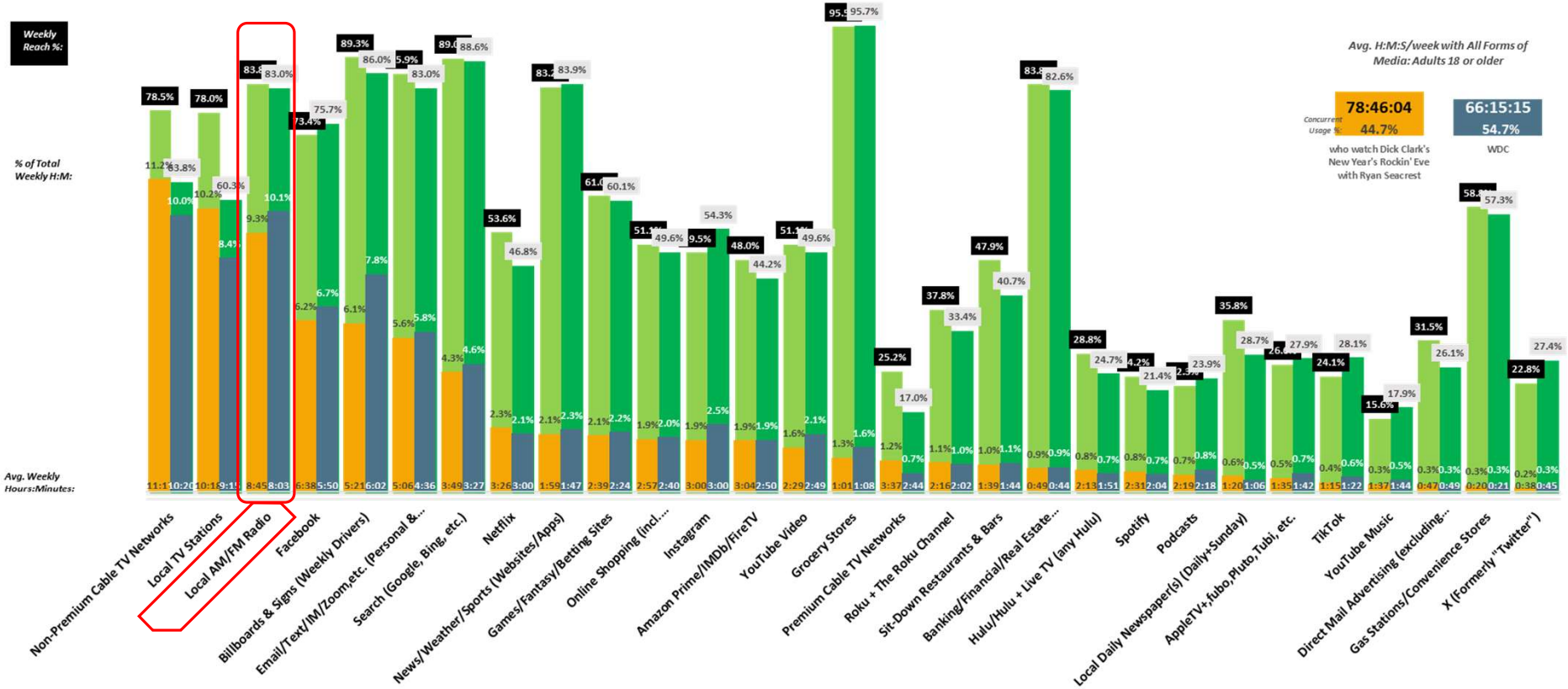
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 3 days, 6 hours, 46 minutes and 4 seconds each week with All Forms of Media.

83.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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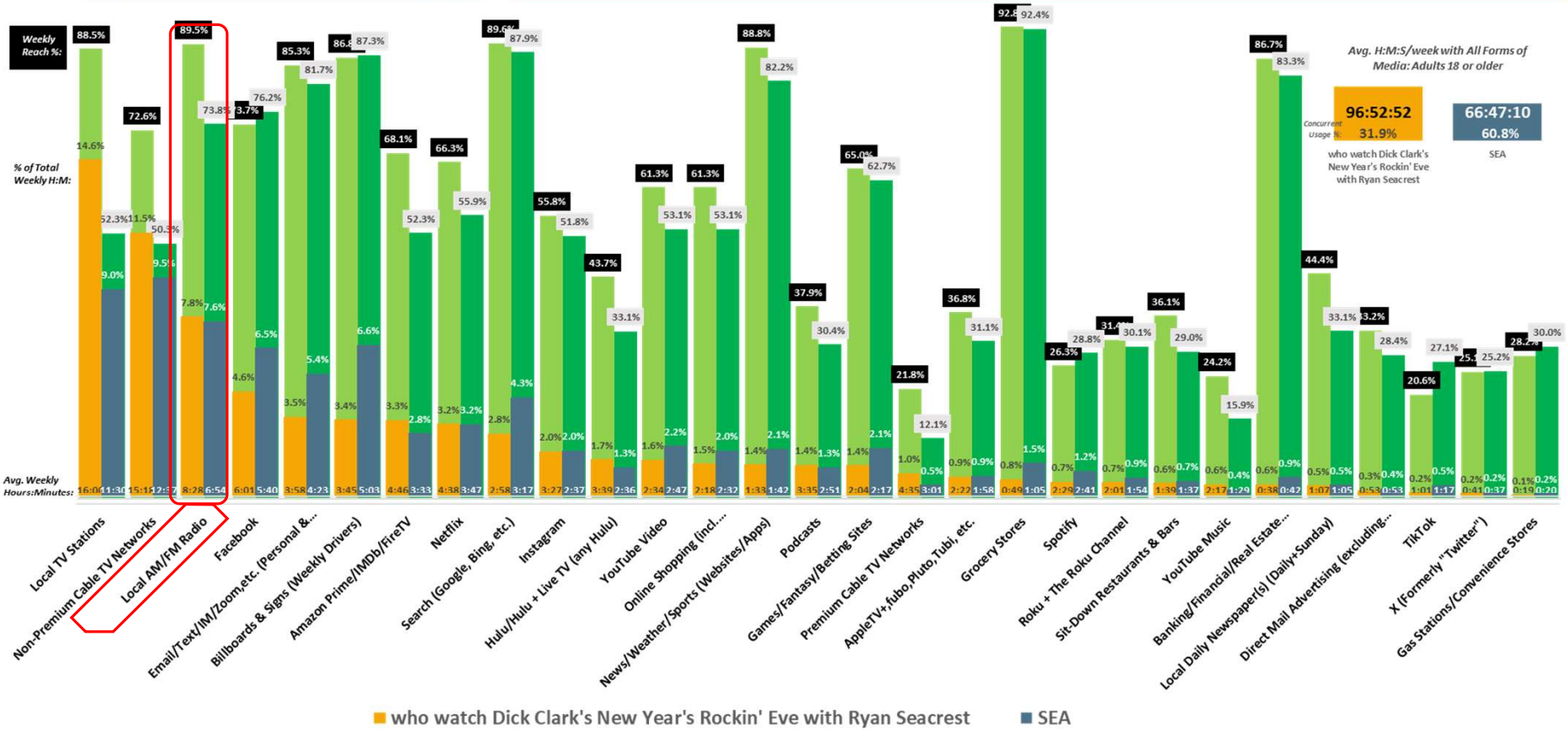
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 4 days, 0 hours, 52 minutes and 52 seconds each week with All Forms of Media.

89.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 7.8% of total time spent with all forms of Media.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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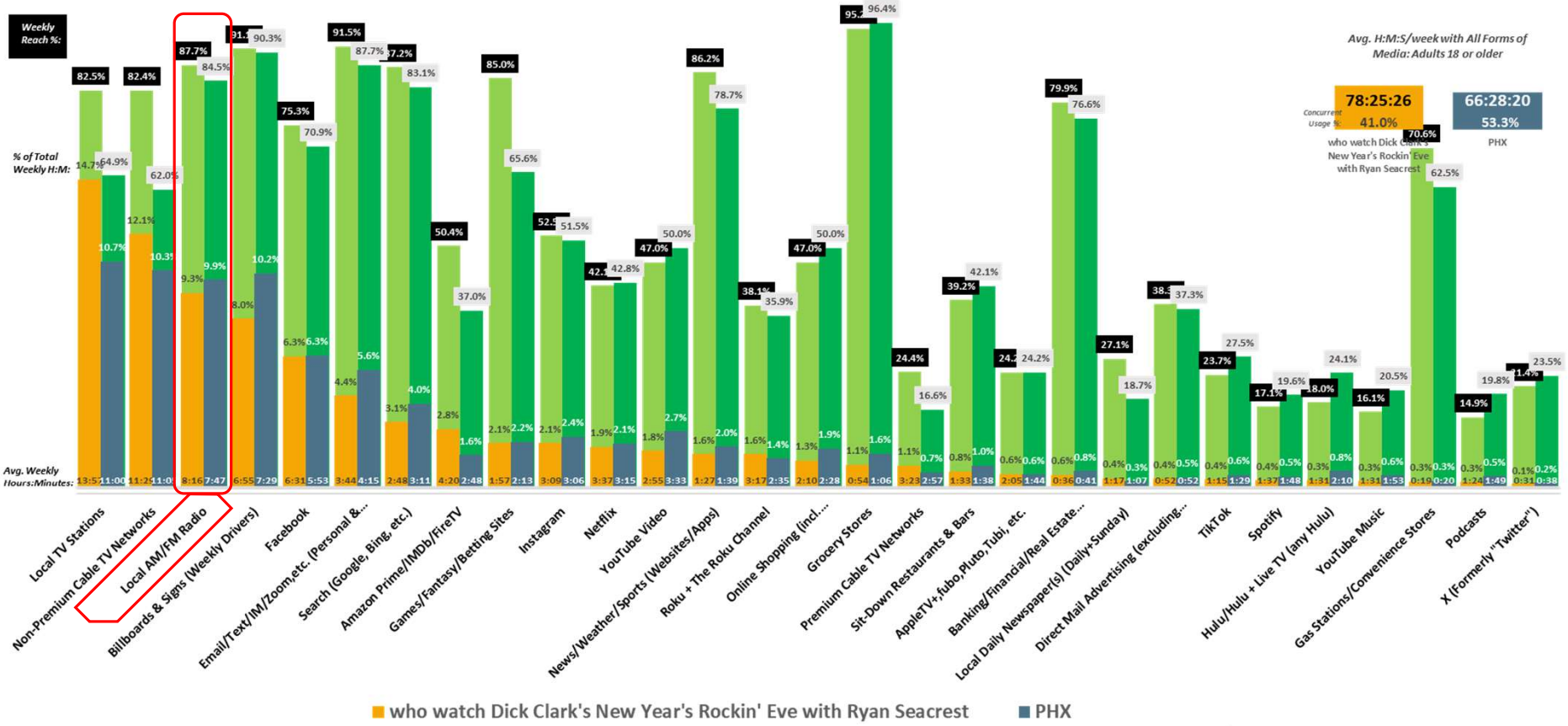
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 3 days, 6 hours, 25 minutes and 26 seconds each week with All Forms of Media.

87.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 8 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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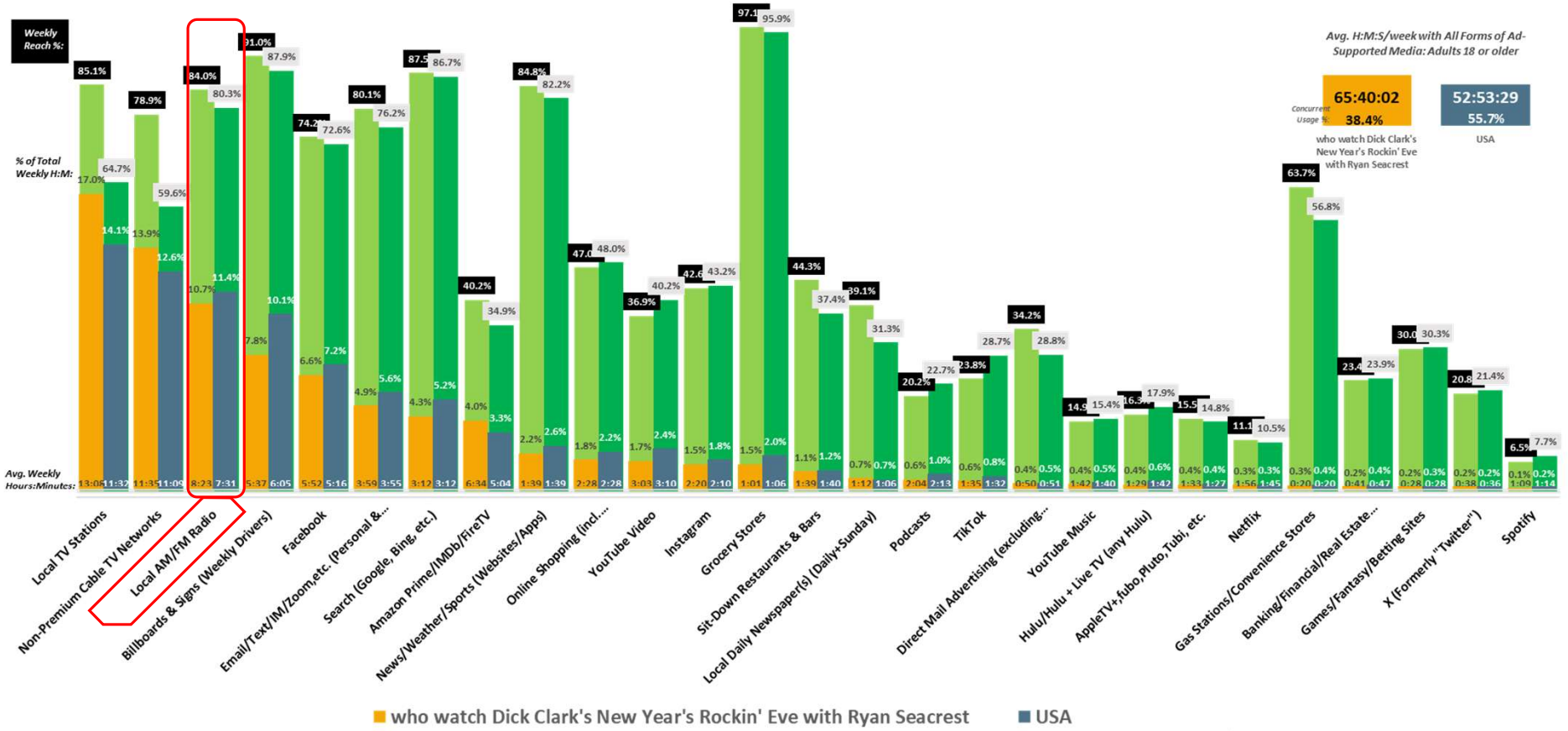
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 2 days, 17 hours, 40 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

84.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 8 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supporte



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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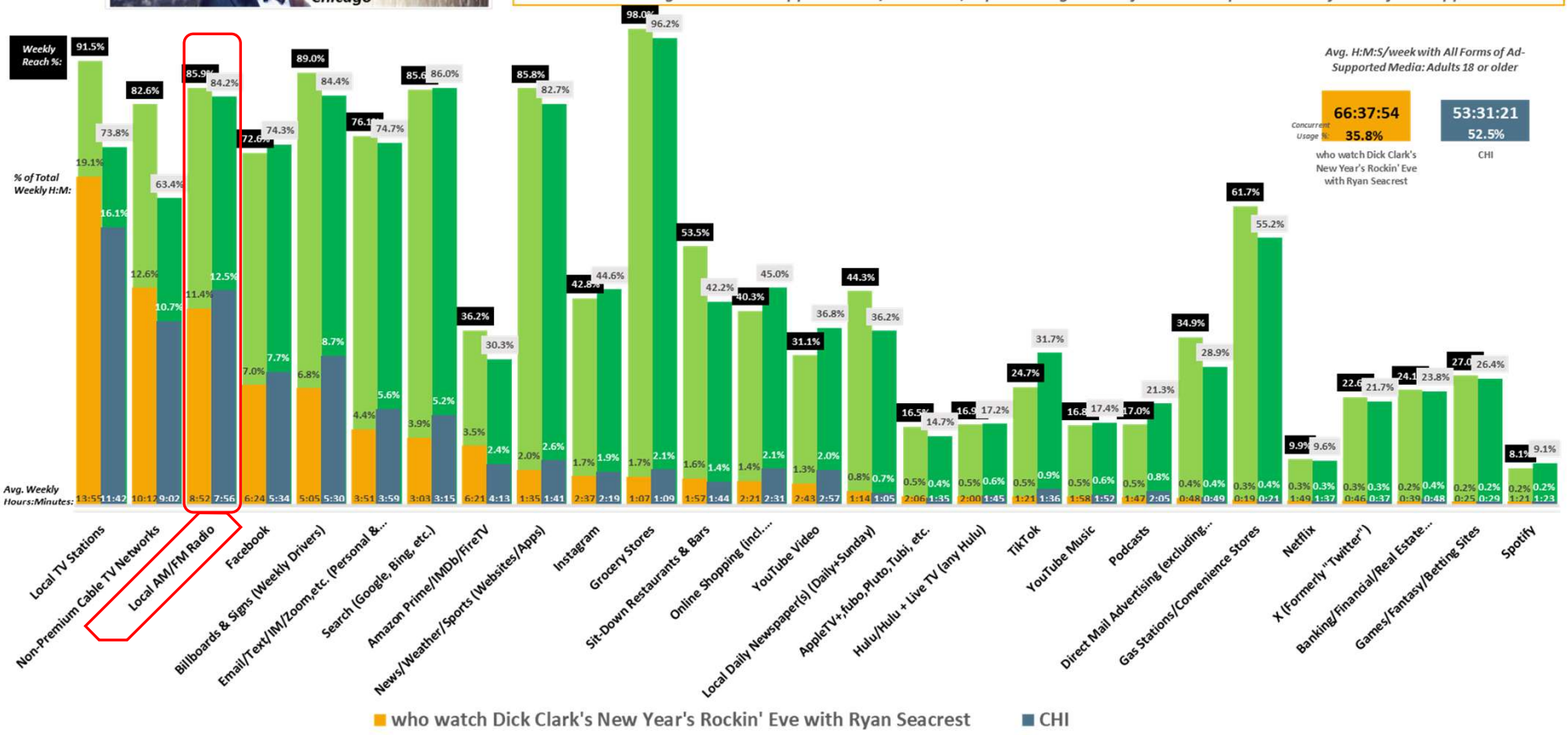
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 2 days, 18 hours, 37 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

85.9% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 8 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Support



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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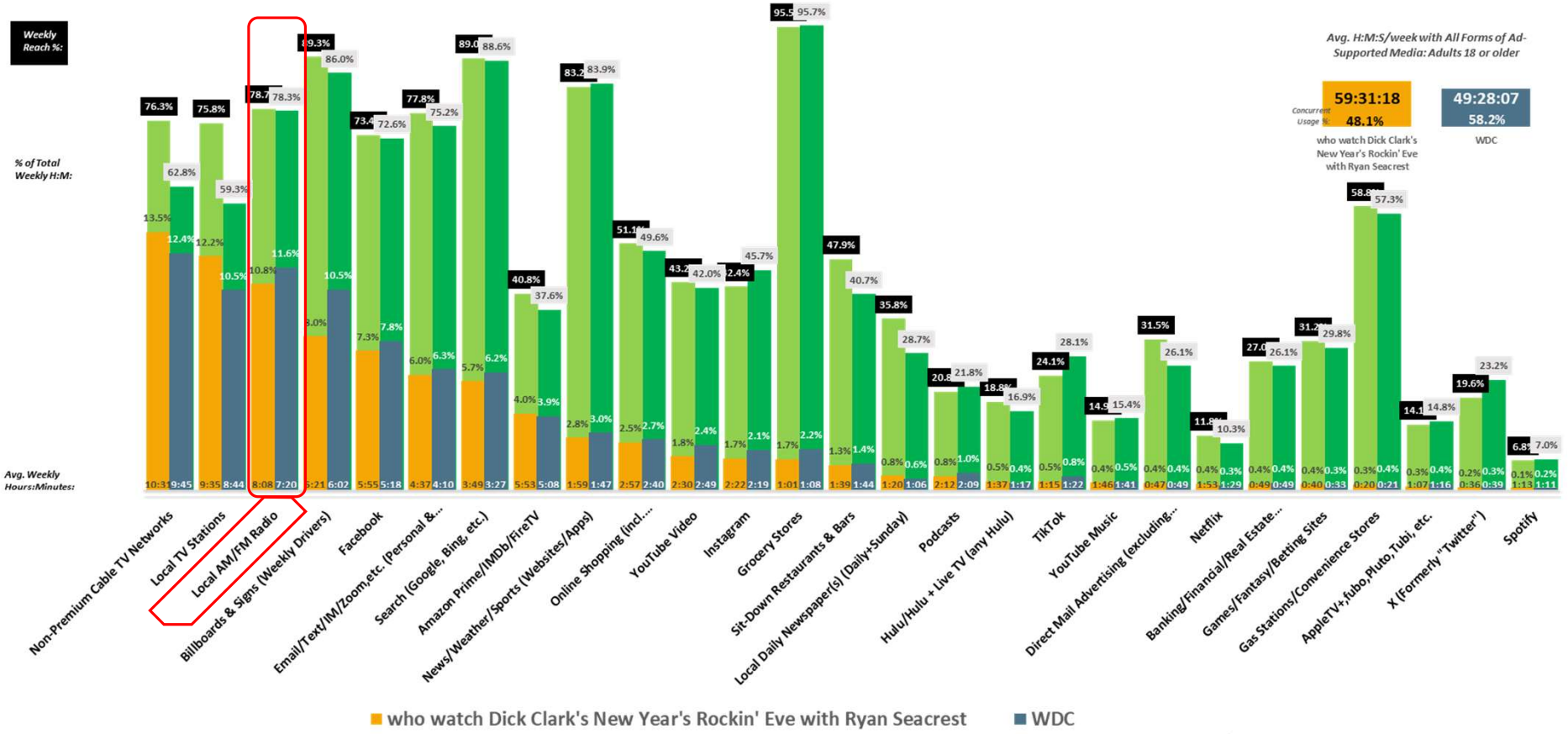
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 2 days, 11 hours, 31 minutes and 18 seconds each week with All Forms of Ad-Supported Media.

78.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 8 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supporte



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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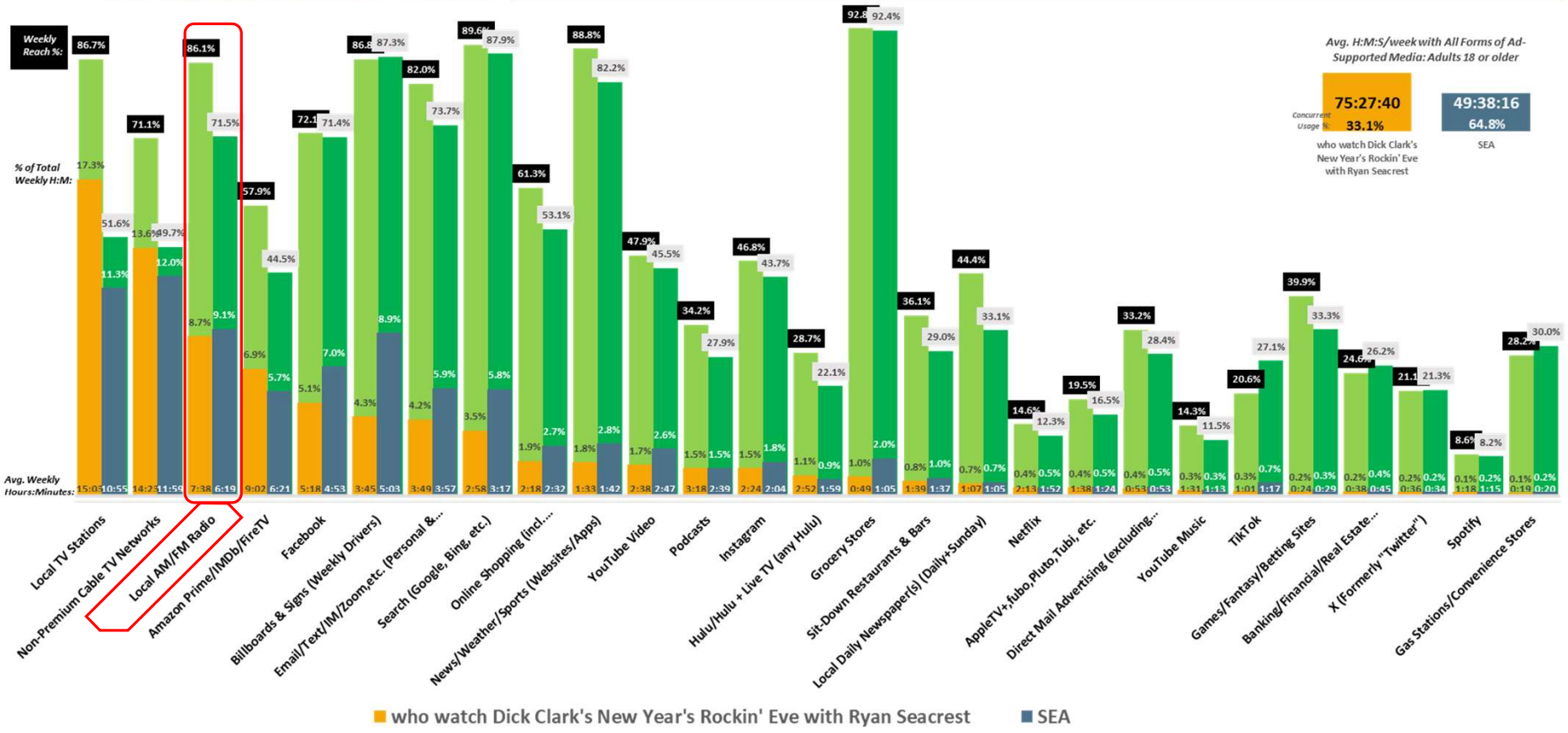
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 3 days, 3 hours, 27 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

86.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 7 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supporte



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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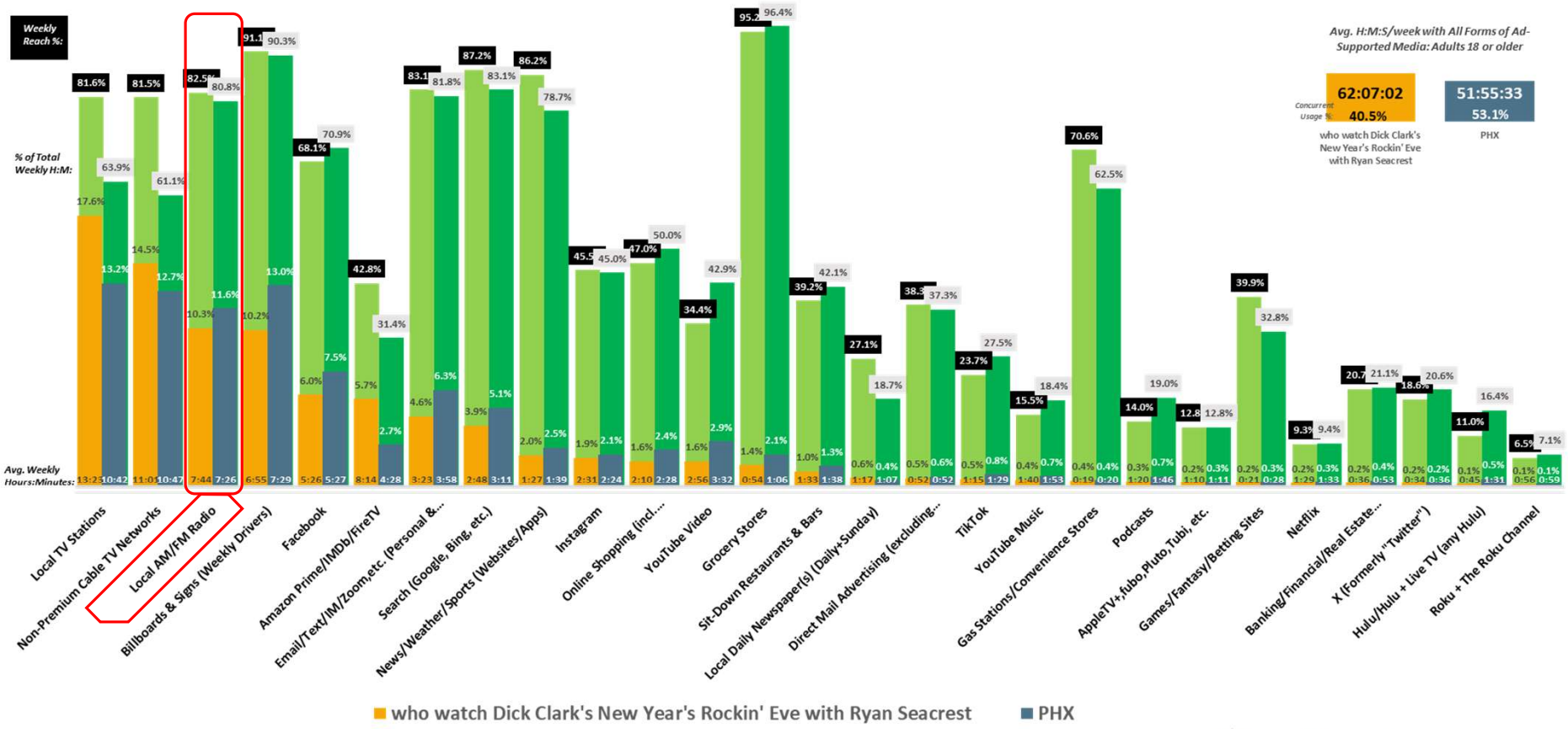
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 2 days, 14 hours, 7 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

82.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an avg. of 7 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Support



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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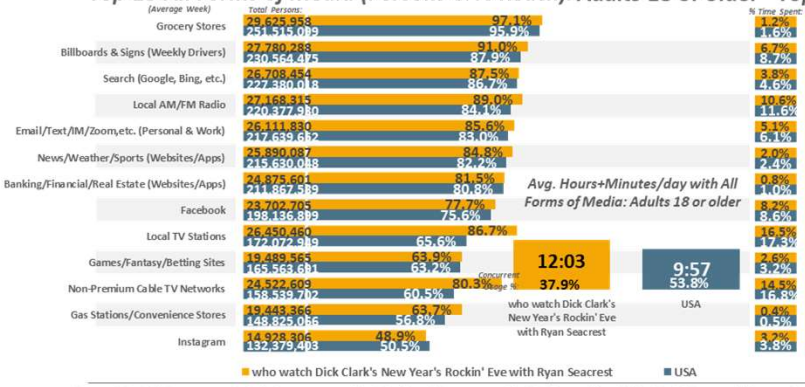
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

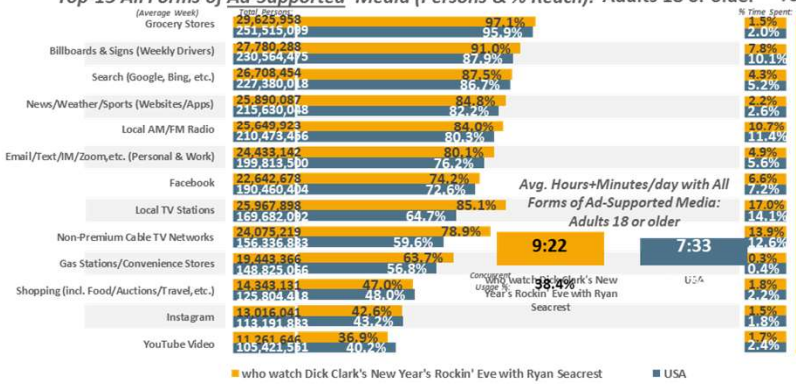


Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 9 hours and 22 minutes each day with All Forms of Ad-Supported Media. 84.% listen to Local AM/FM Radio for an avg. of 71.9 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

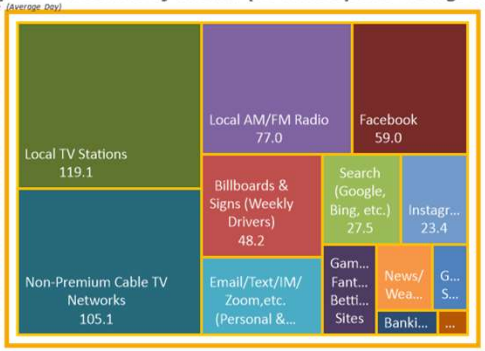
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

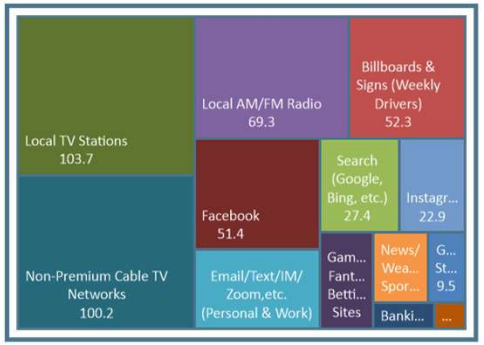


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older

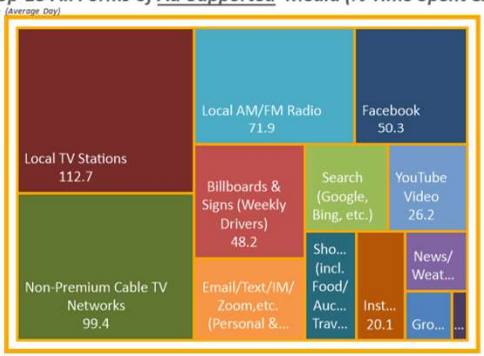


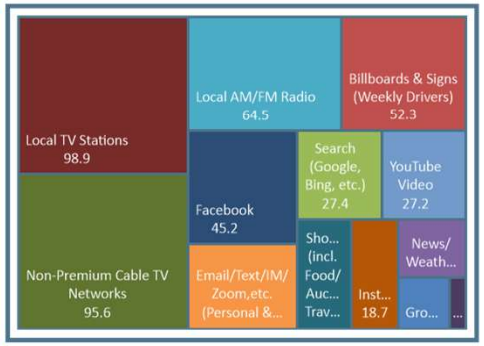
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

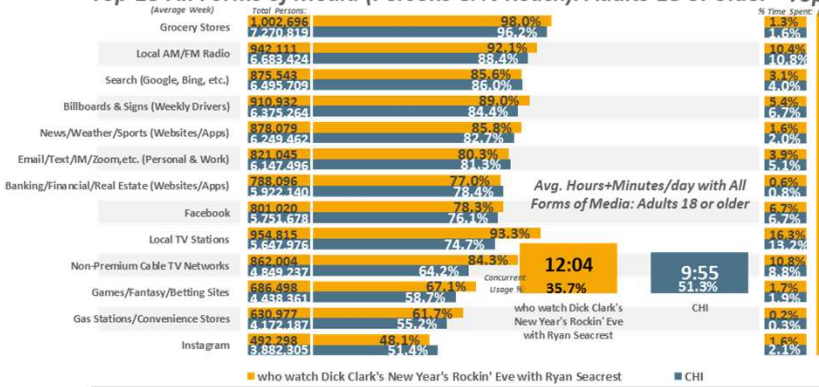
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

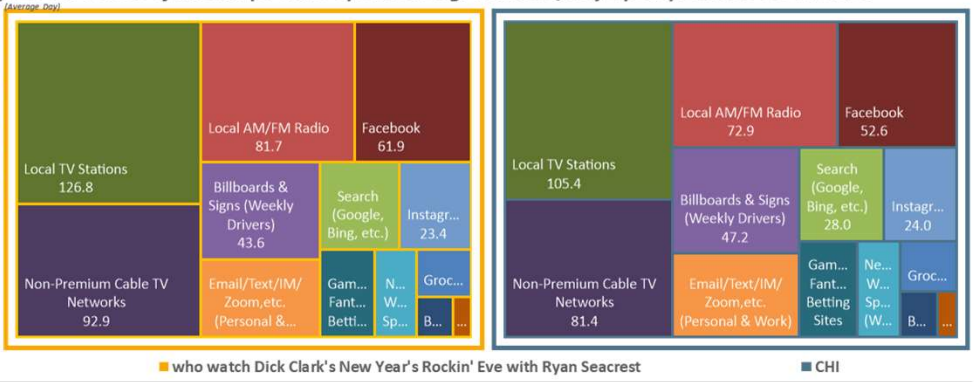


Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 9 hours and 31 minutes each day with All Forms of Ad-Supported Media. 85.9% listen to Local AM/FM Radio for an avg. of 76. minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

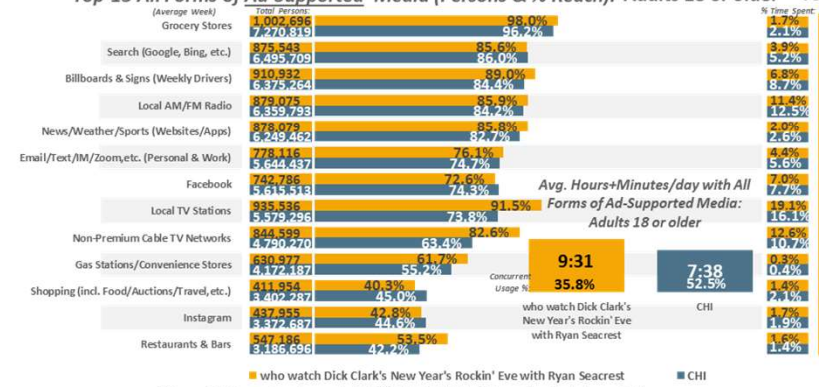
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



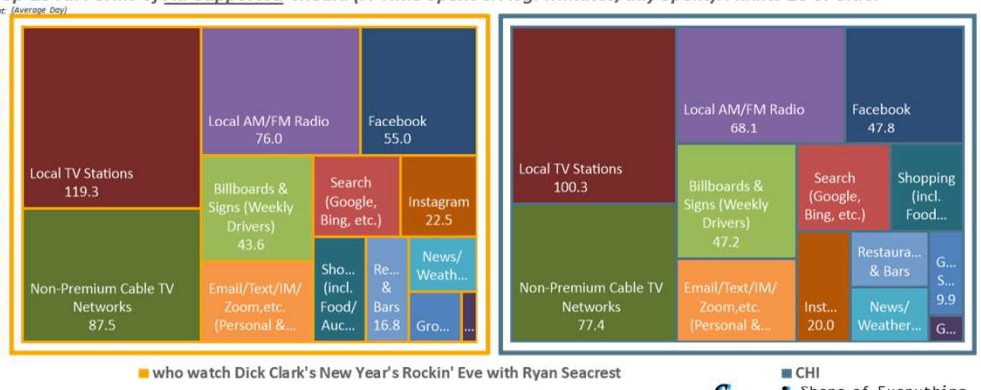
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

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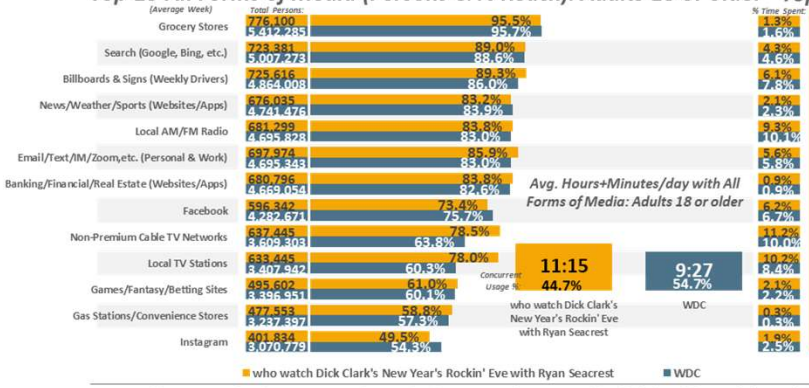
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

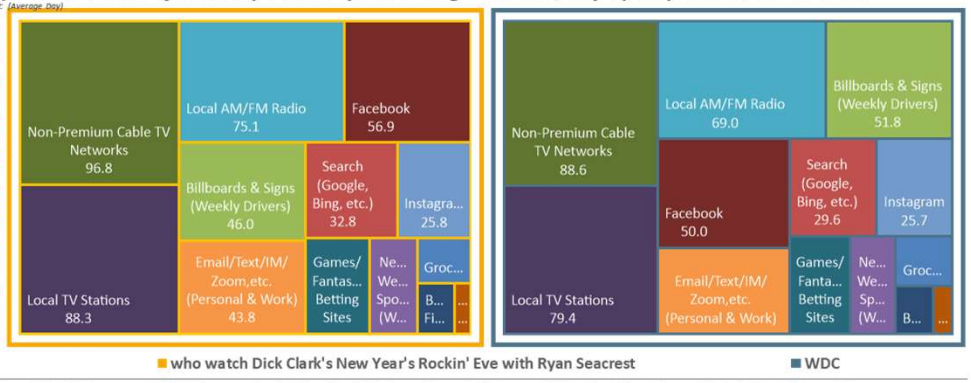


Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 69.8 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

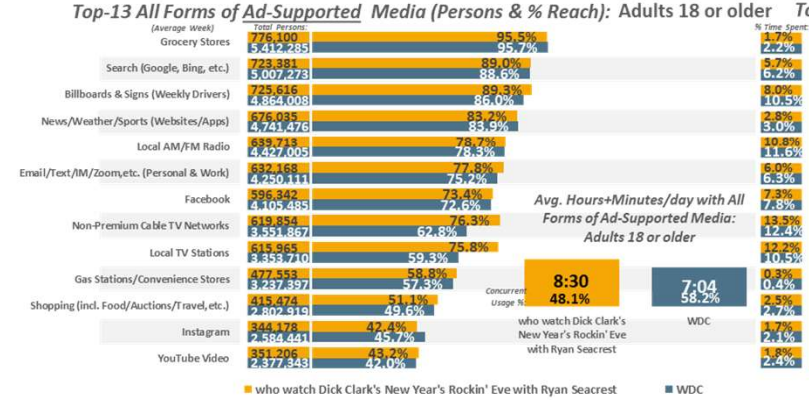
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



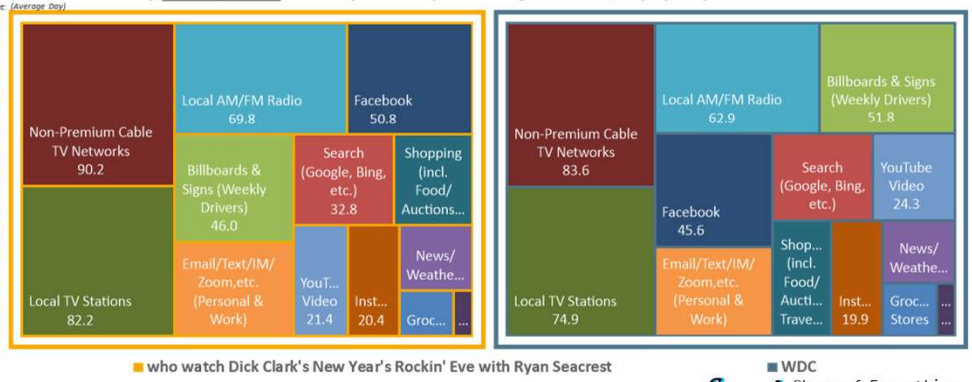
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

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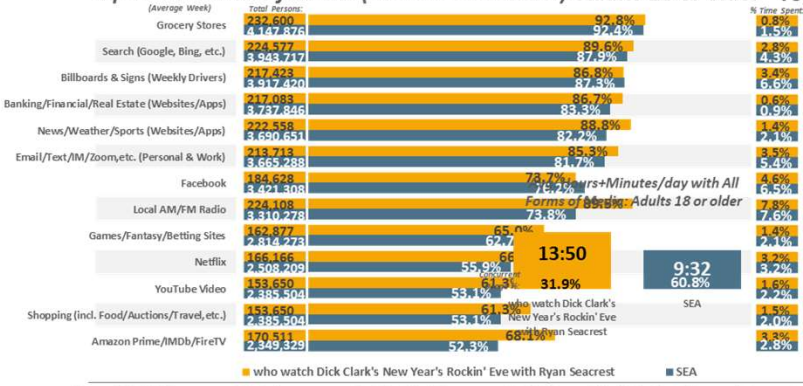
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

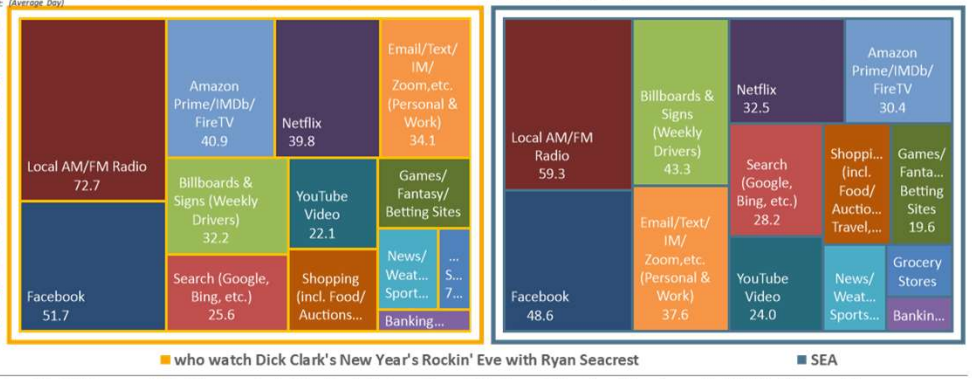


Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 10 hours and 46 minutes each day with All Forms of Ad-Supported Media. 86.1% listen to Local AM/FM Radio for an avg. of 65.4 minutes/day. *(Local Radio delivers 8.7% of Time with Ad-Supported Media.)*

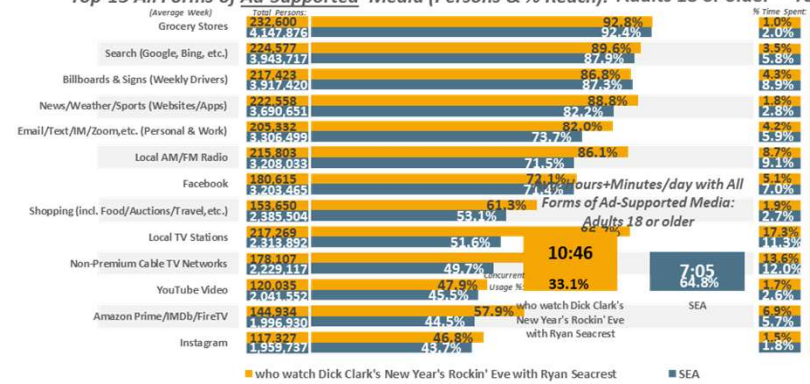
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



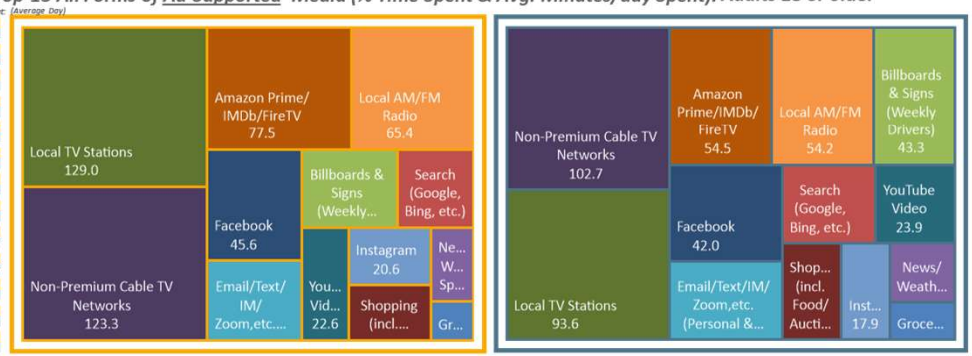
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

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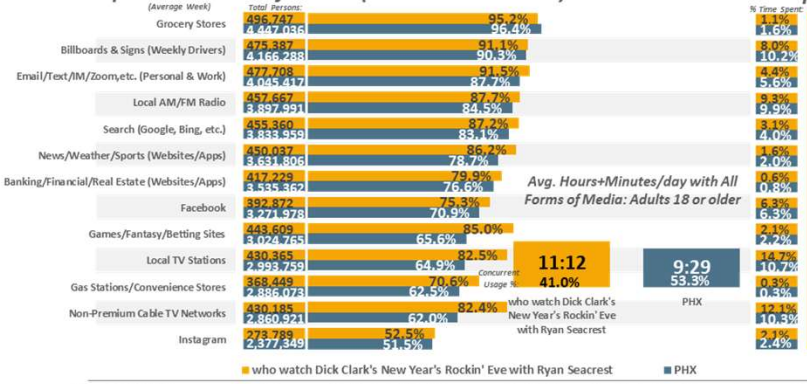
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

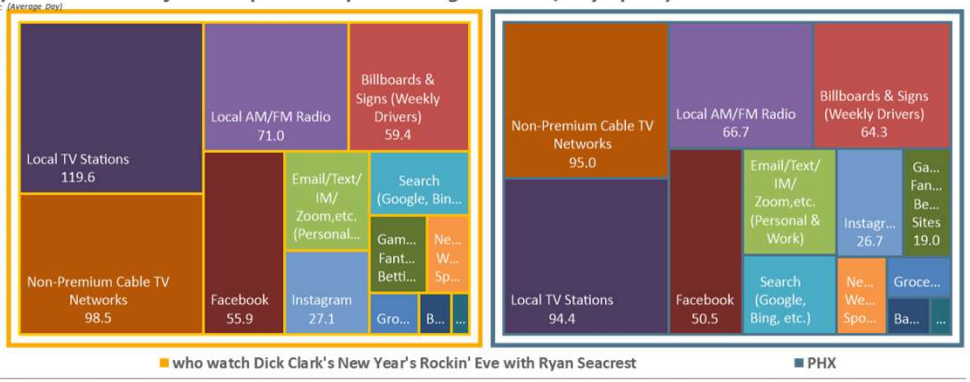


Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 8 hours and 52 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 66.3 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

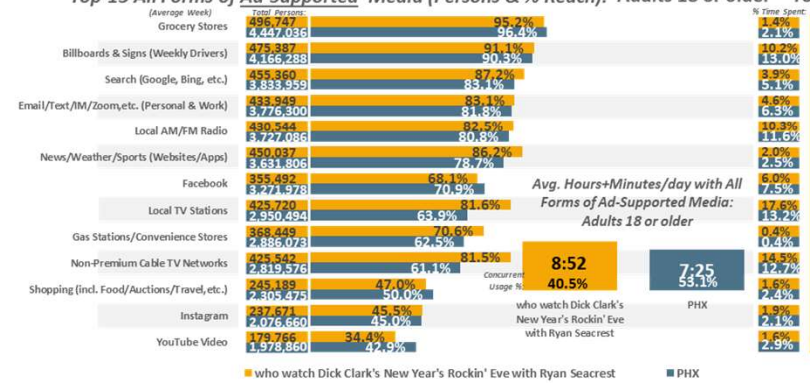
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



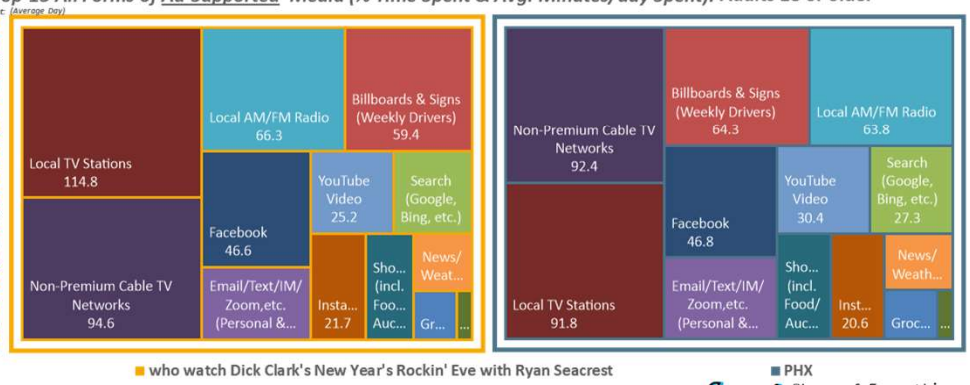
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

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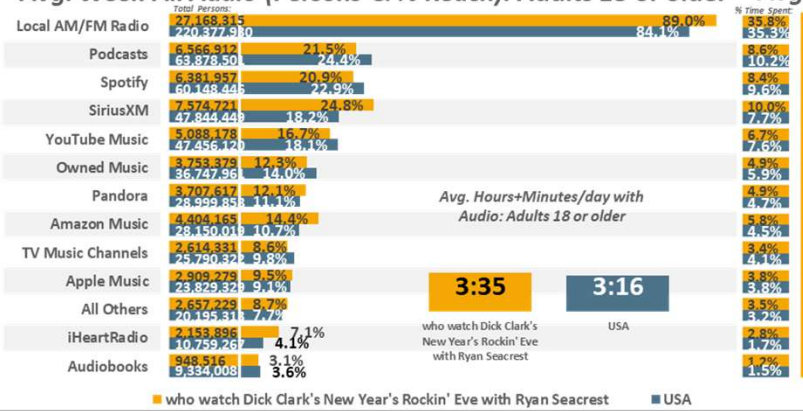
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

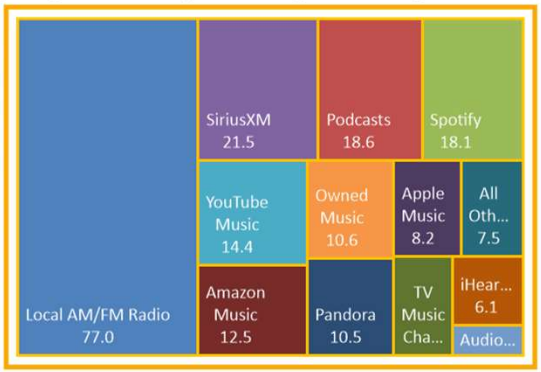


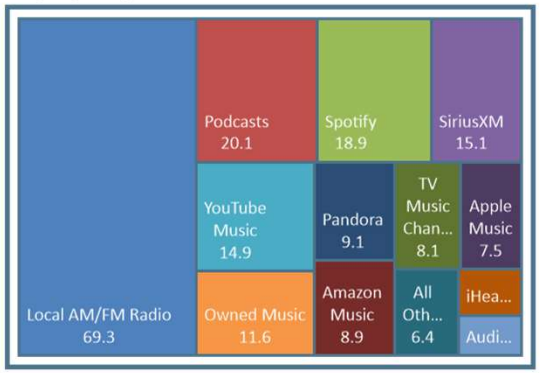
25,649,923 or 84.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

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

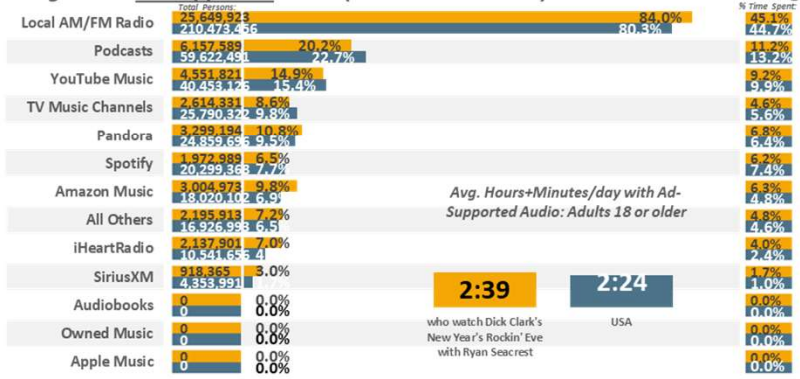


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

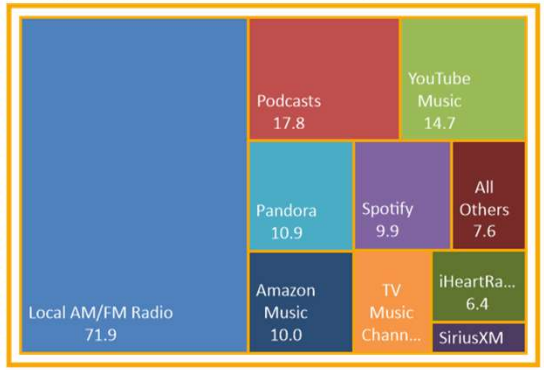


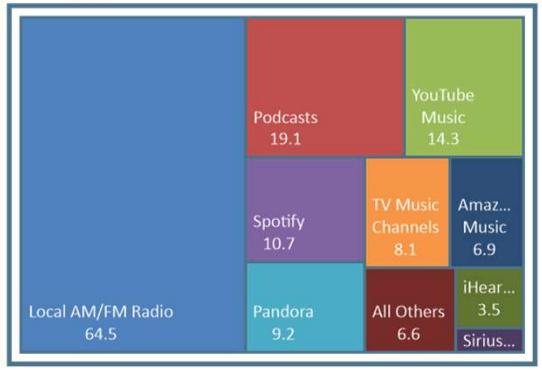


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

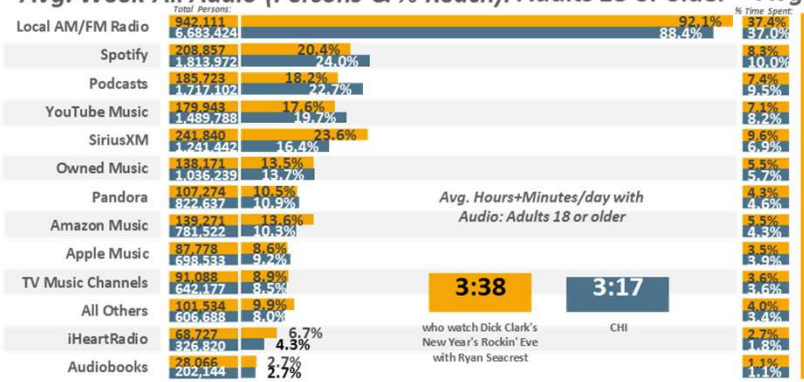
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

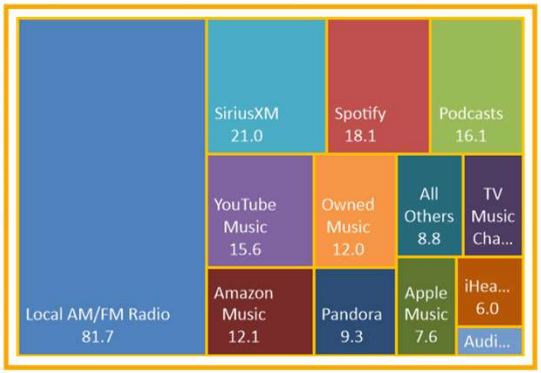


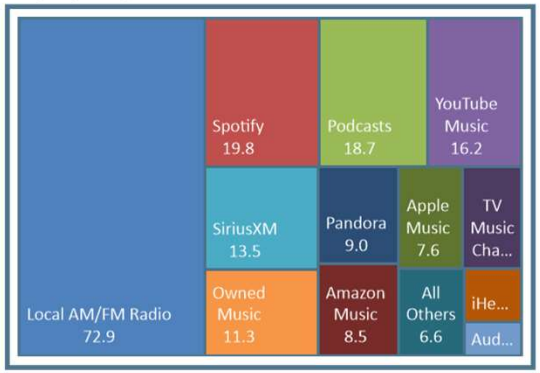
879,075 or 85.9% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.

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

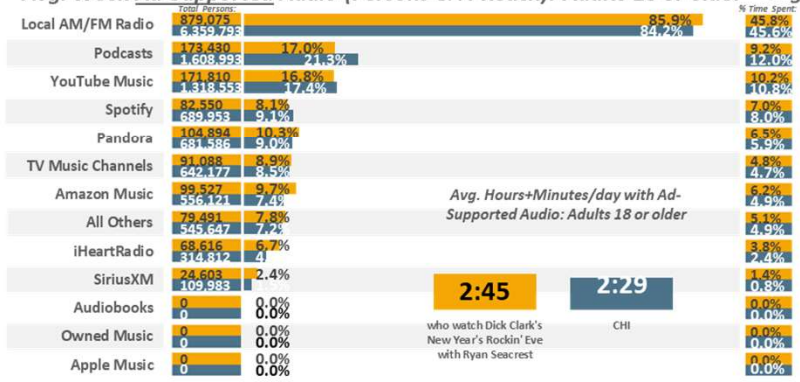


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

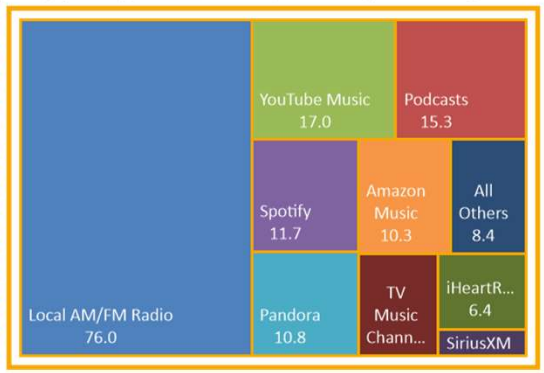


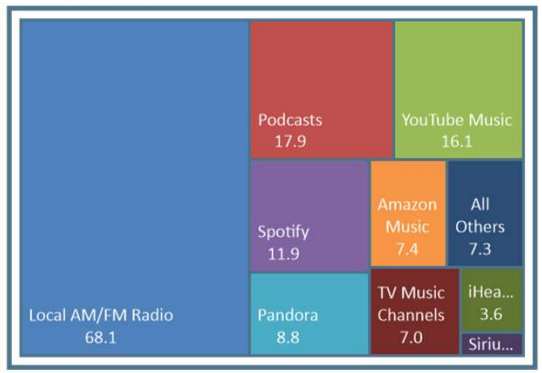


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

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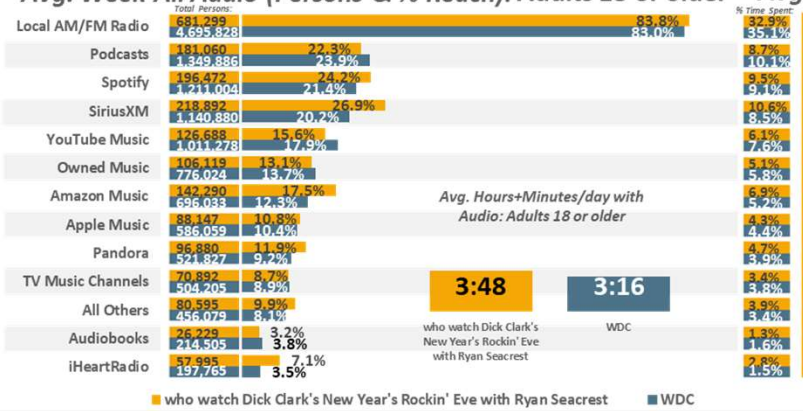
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

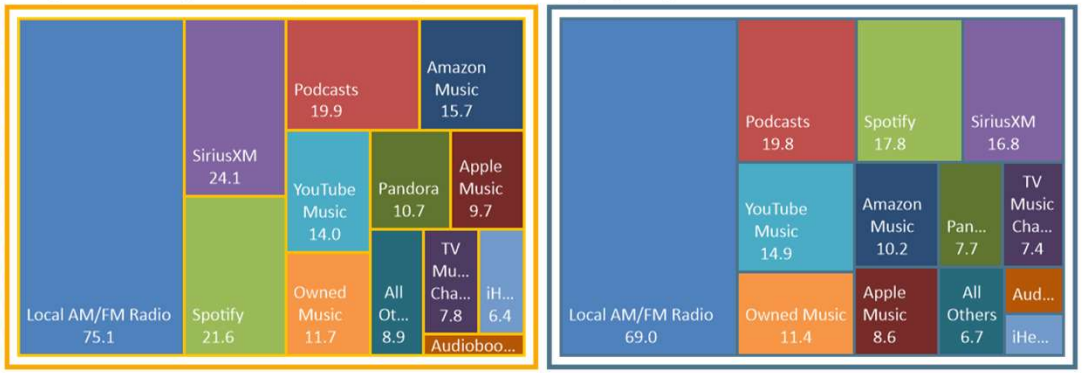


639,713 or 78.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 69.8 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

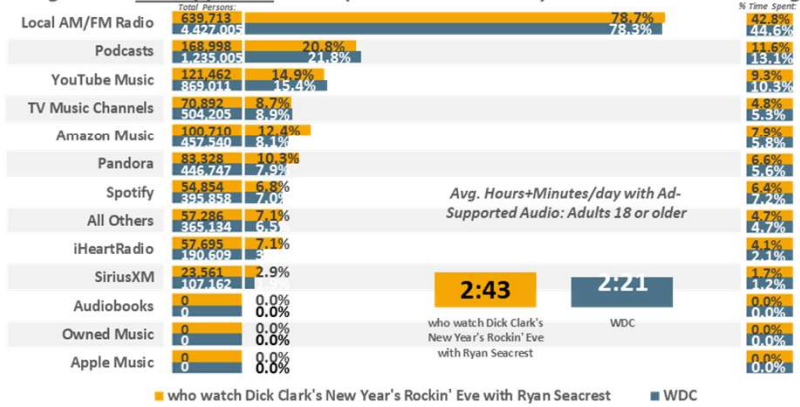
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



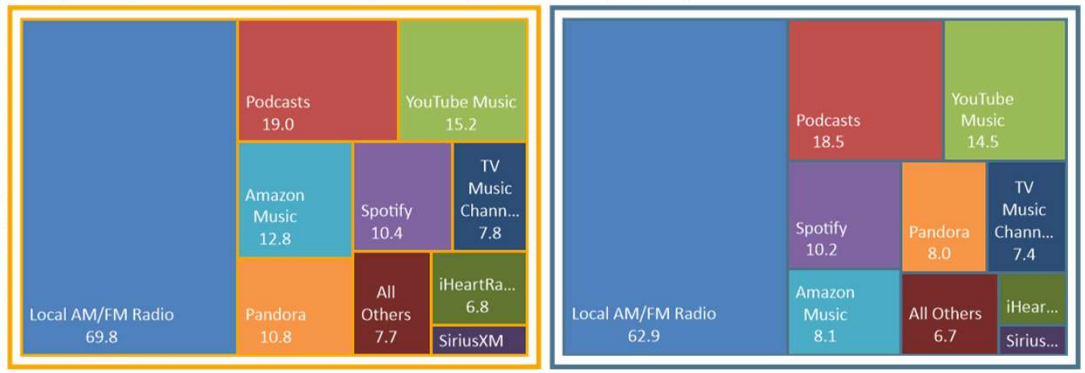
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

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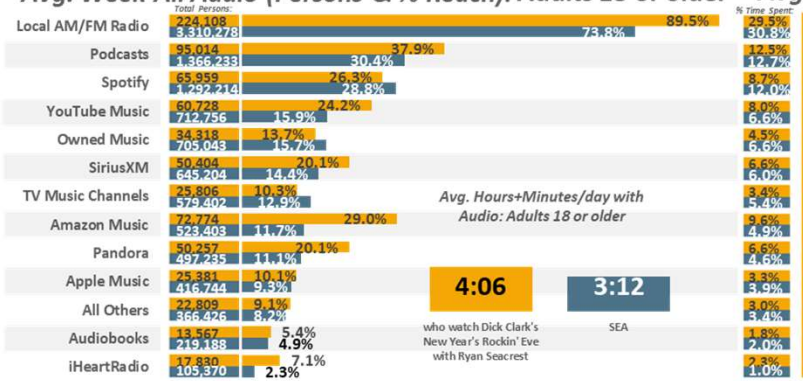
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

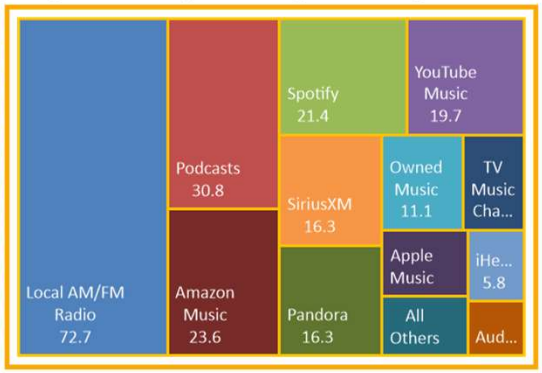


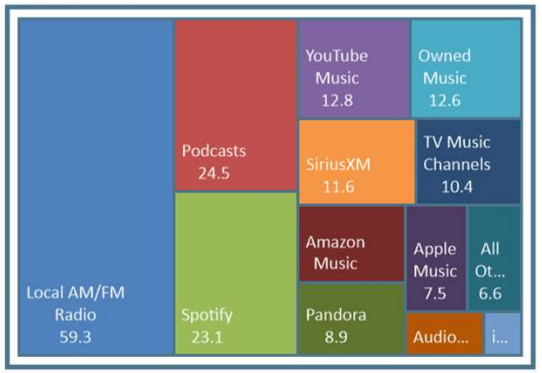
215,803 or 86.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

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

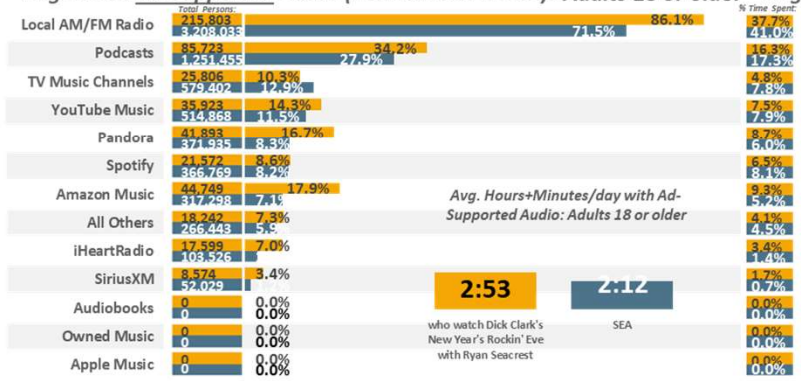


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

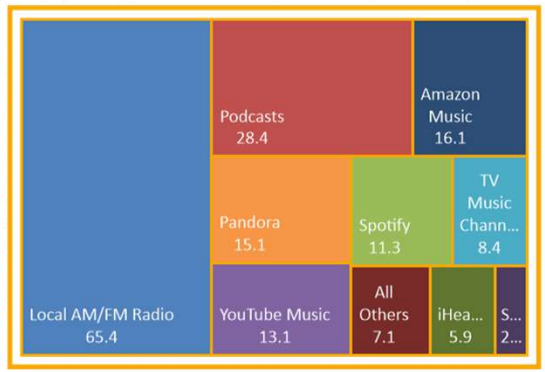


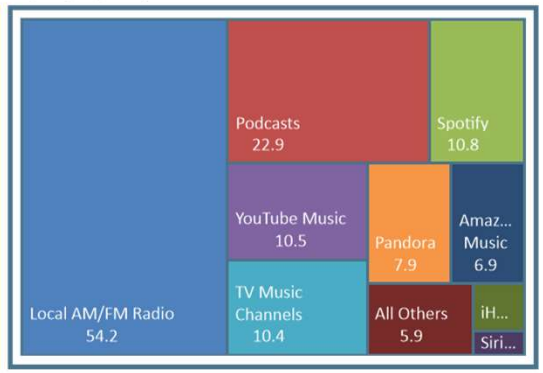


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

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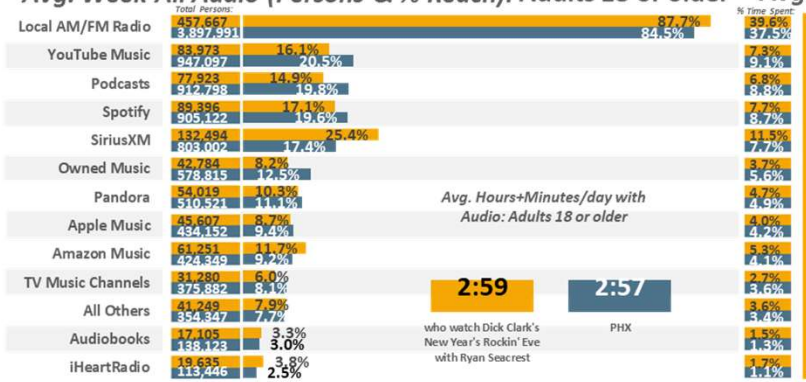
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

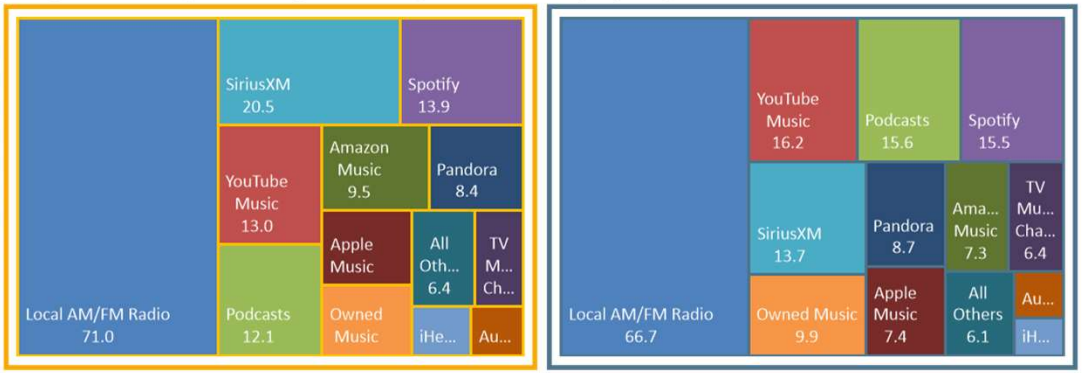


430,544 or 82.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 50.6% of all time spent daily with Ad-Supported Audio.

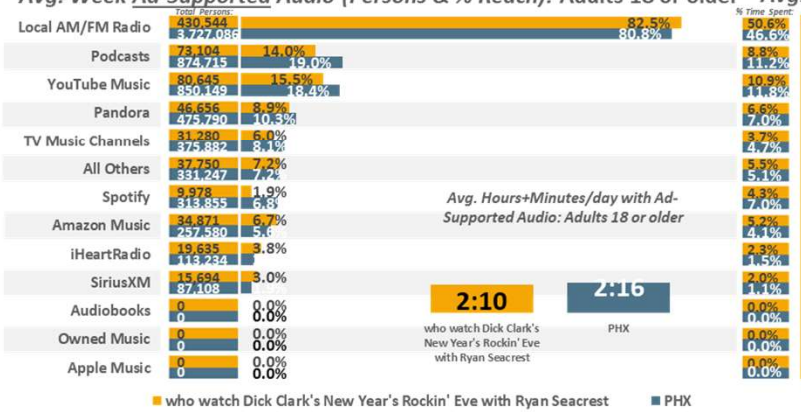
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



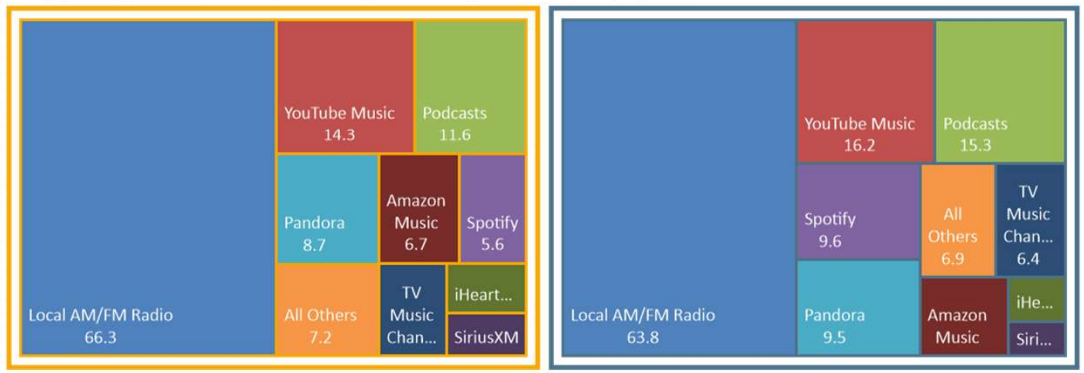
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

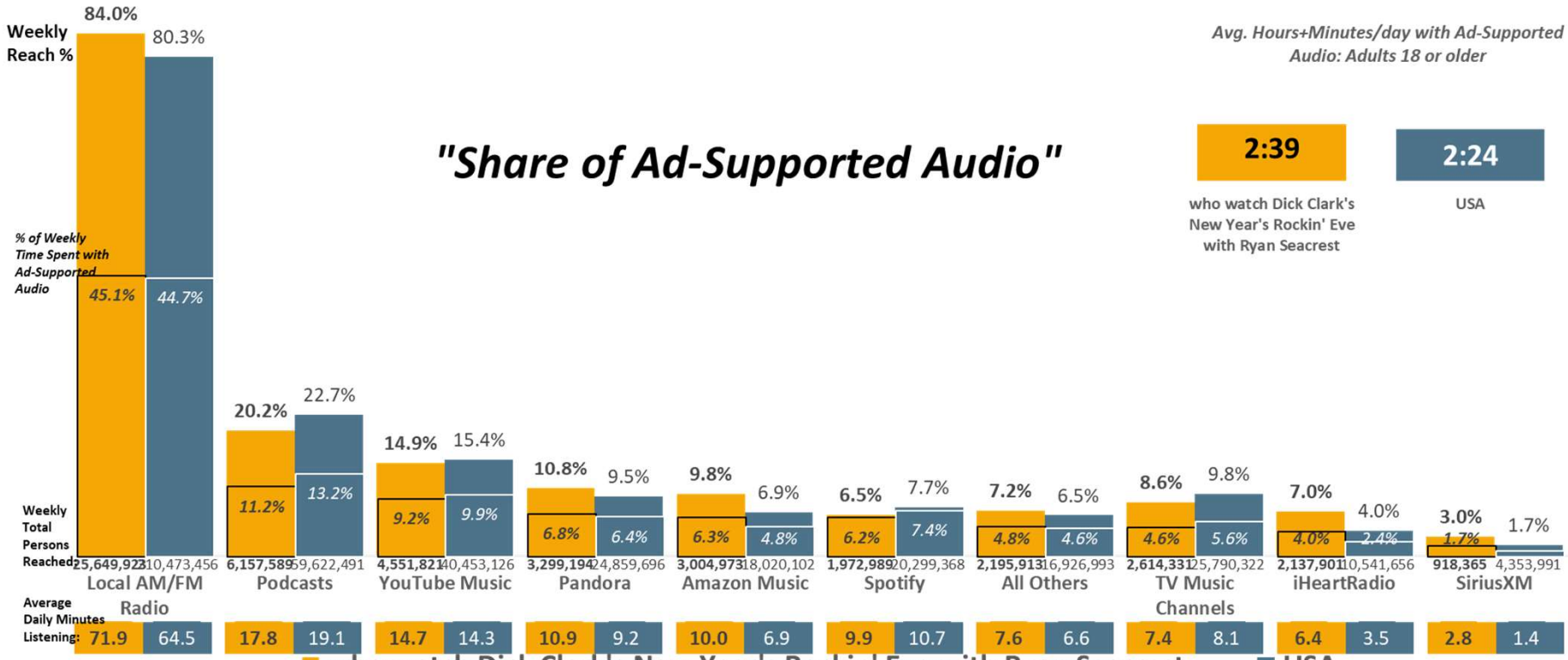
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



25,649,923 or 84.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 71.9 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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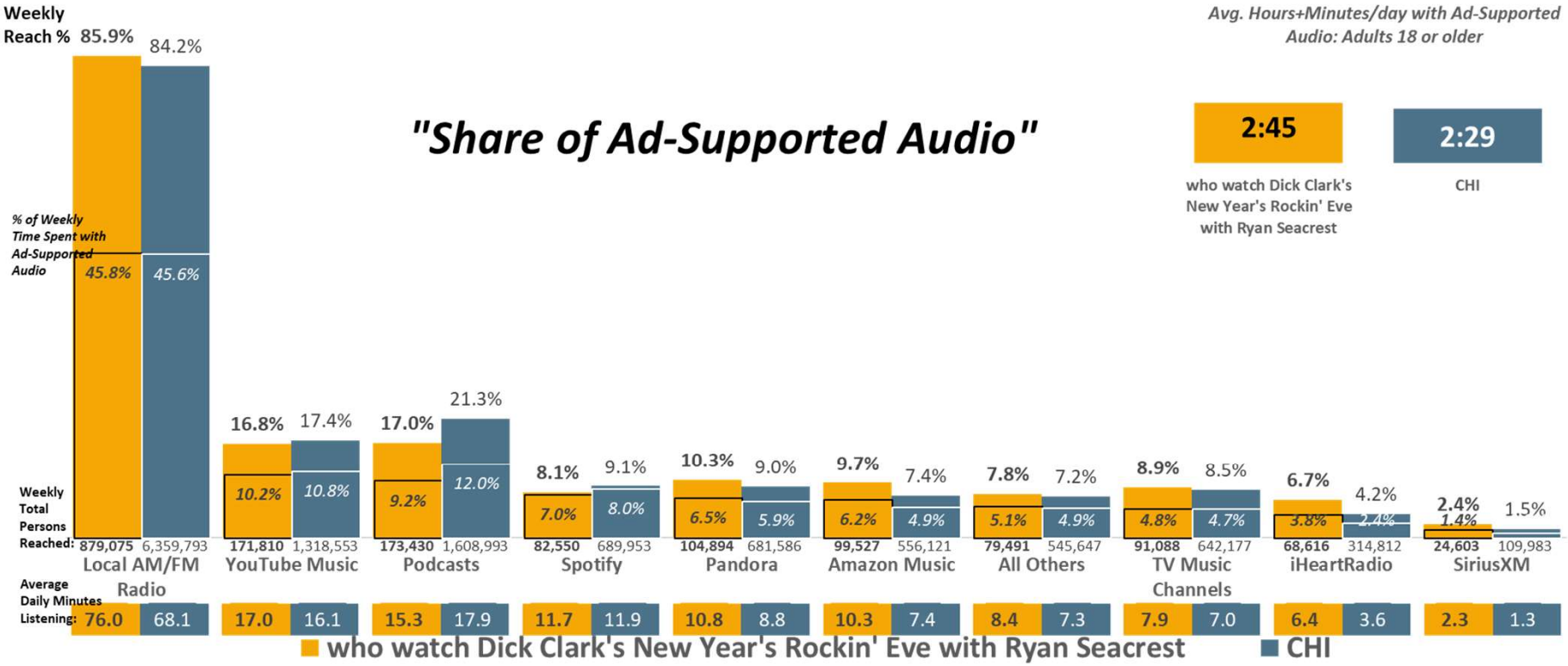
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



879,075 or 85.9% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 76. minutes every day representing 45.8% of all time spent daily with Ad-Supported Audio.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

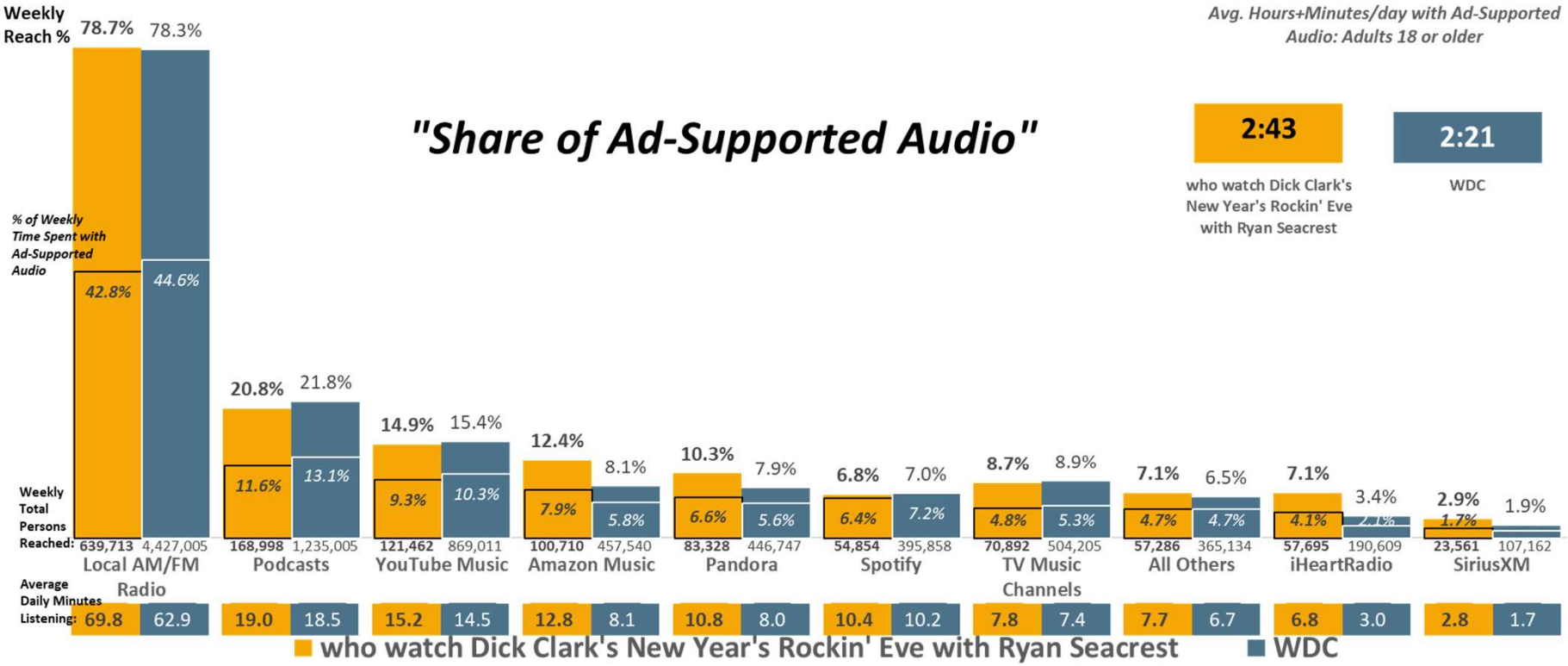
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



639,713 or 78.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 69.8 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

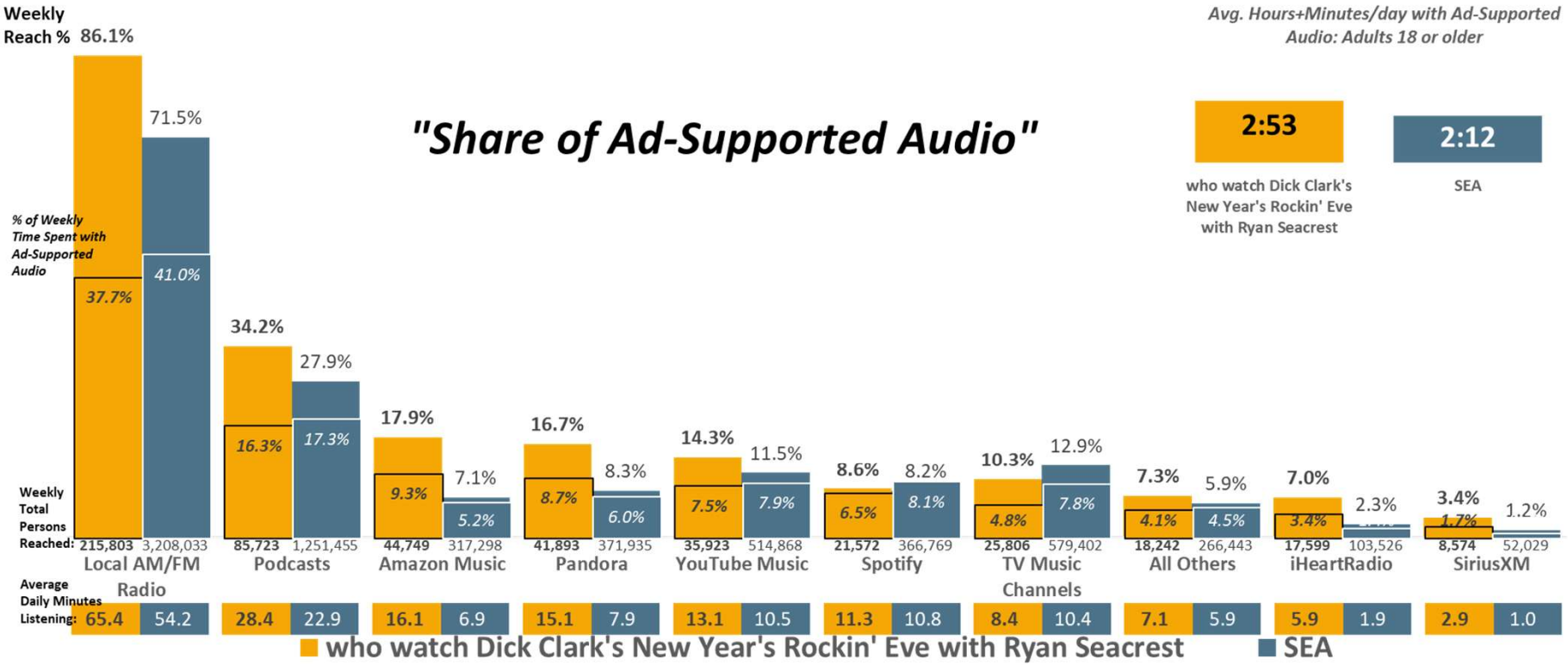
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



215,803 or 86.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

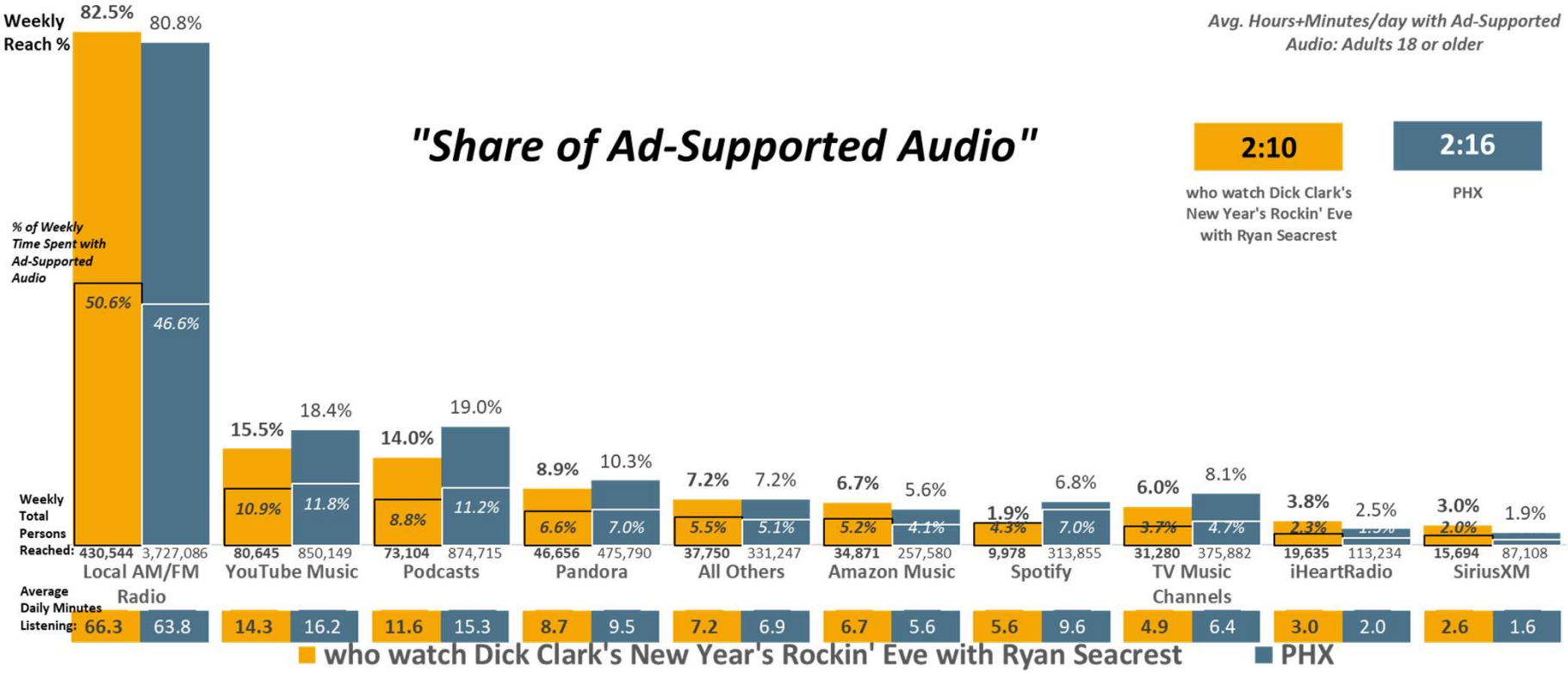
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



430,544 or 82.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 50.6% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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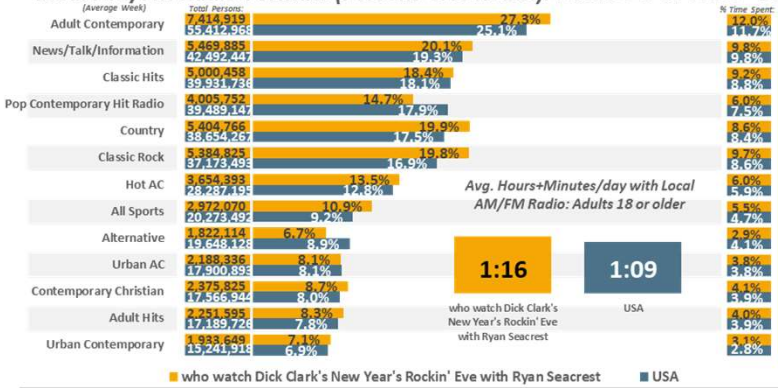
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

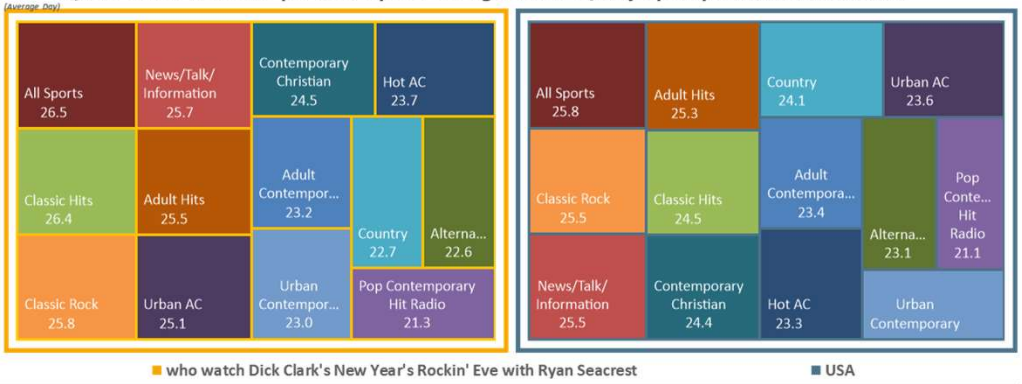


25,649,923 or 84.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Classic Hits, and Pop Contemporary Hit Rad

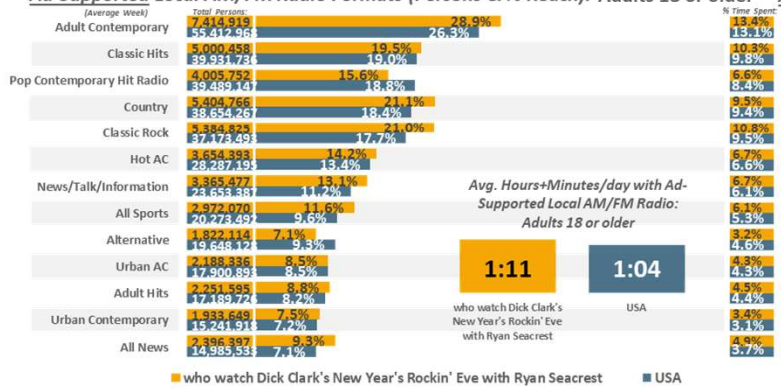
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



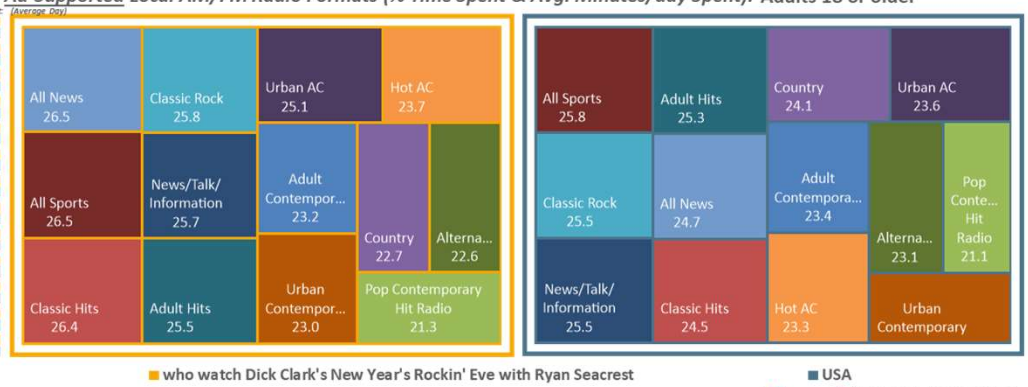
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

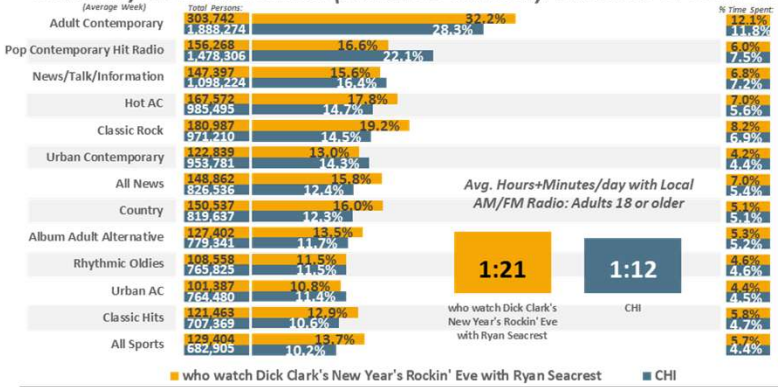
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

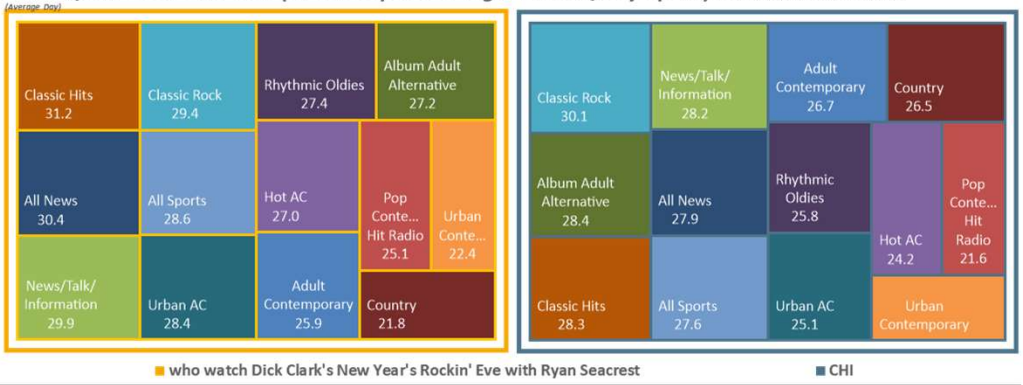


879,075 or 85.9% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Hot AC, Pop Contemporary Hit Radio, and Country.

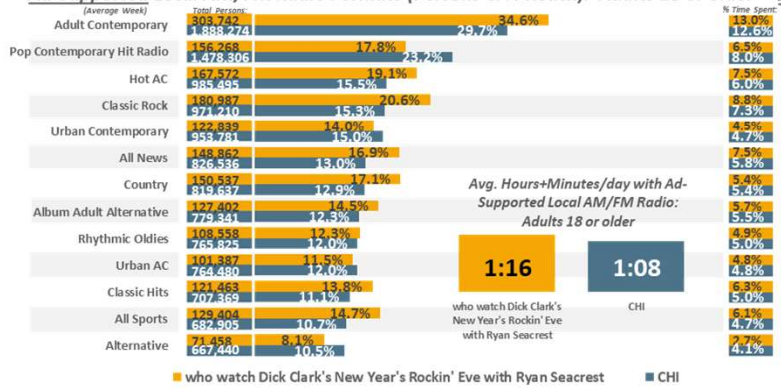
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



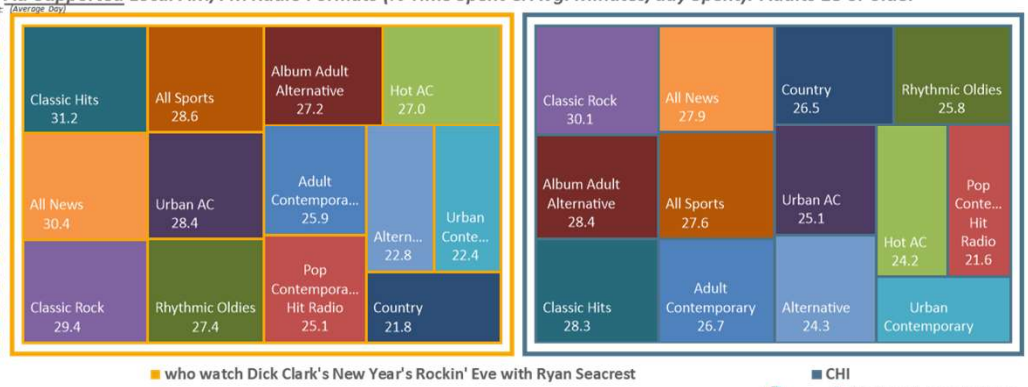
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

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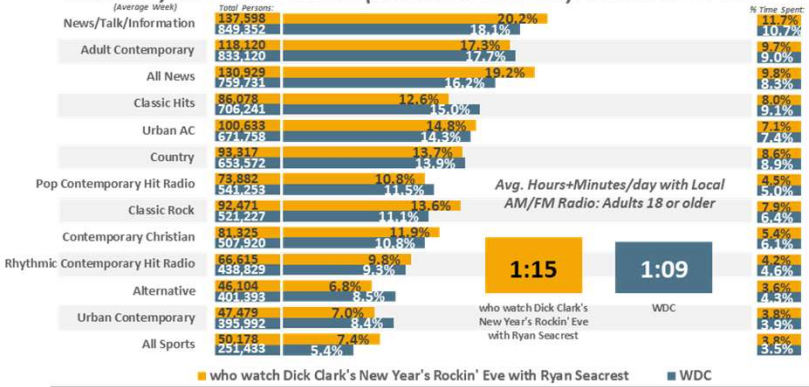
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

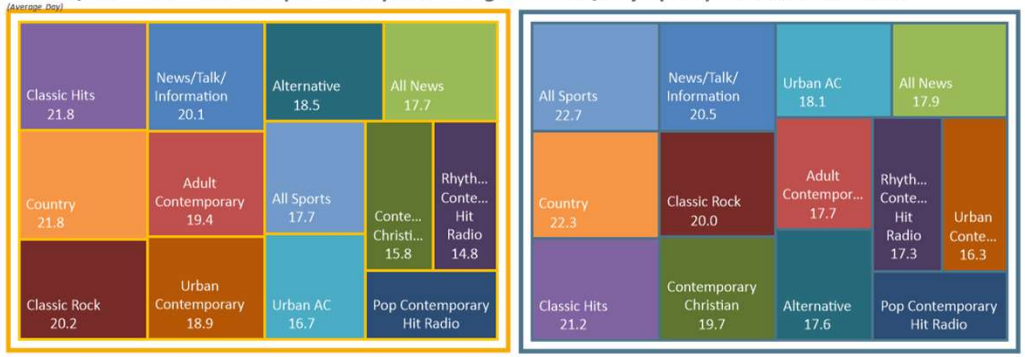


639,713 or 78.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Adult Contemporary, Urban AC, Country, and Classic Rock.

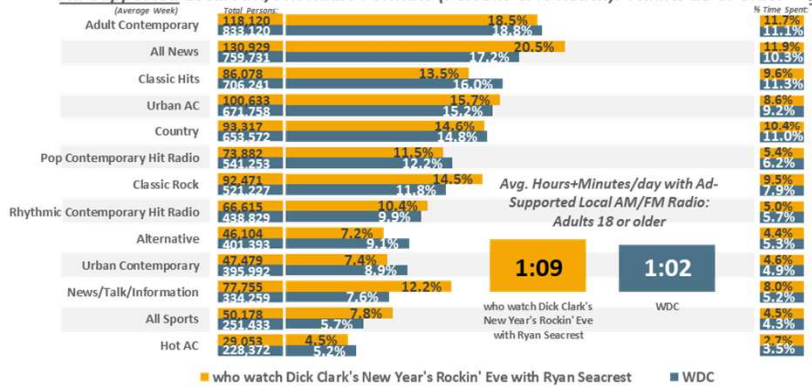
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



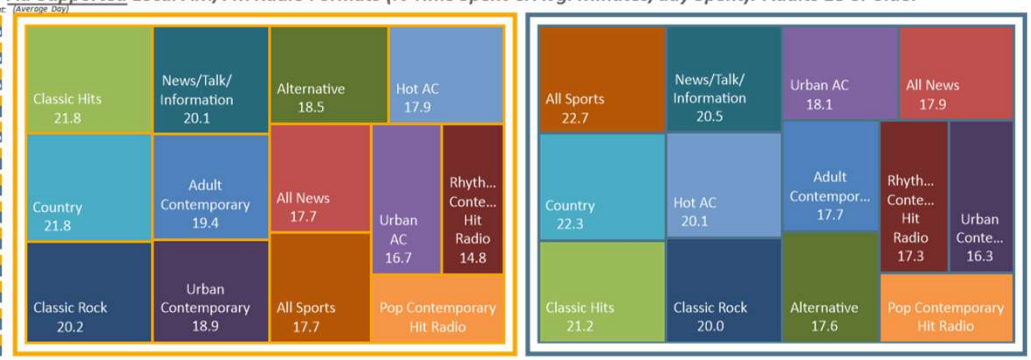
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

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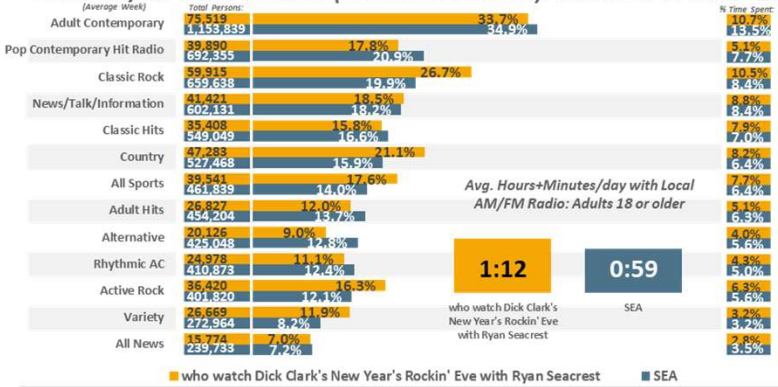
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

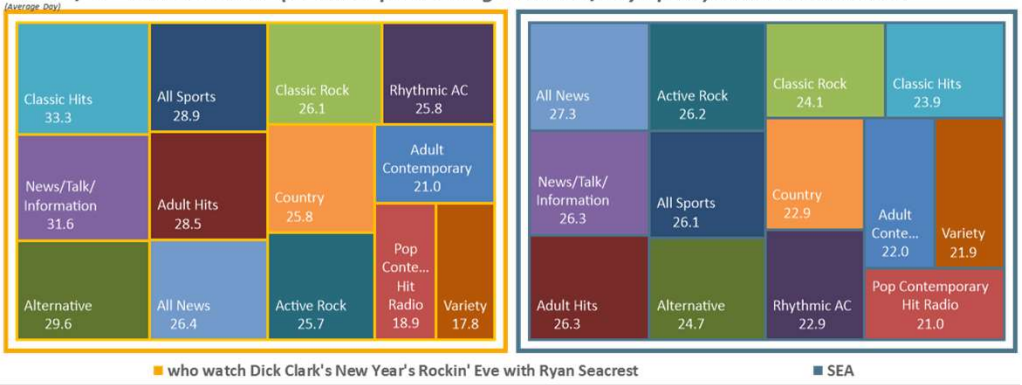


215,803 or 86.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Country, Pop Contemporary Hit Radio, and All Sports.

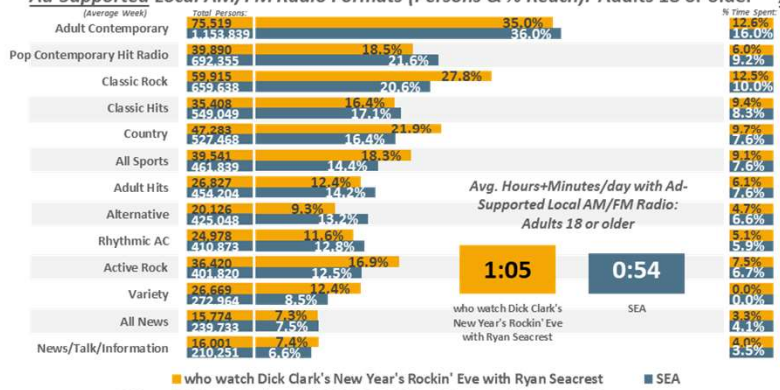
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



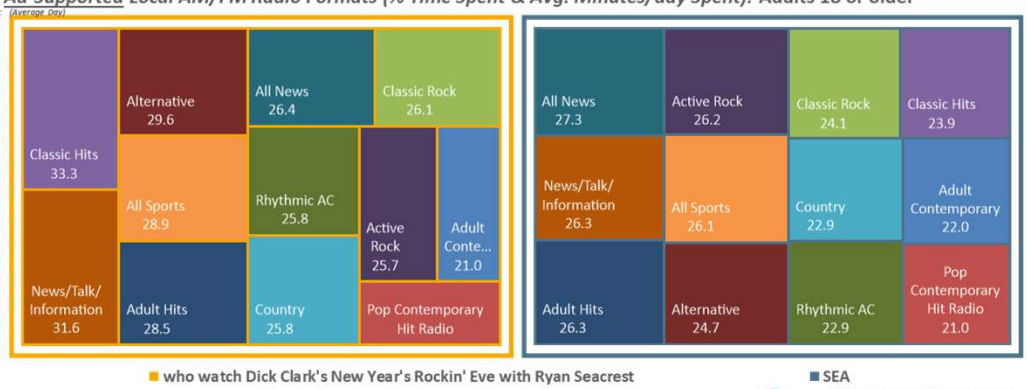
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

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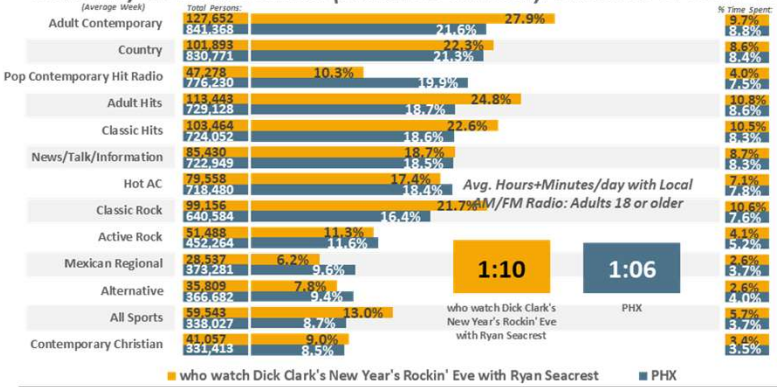
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

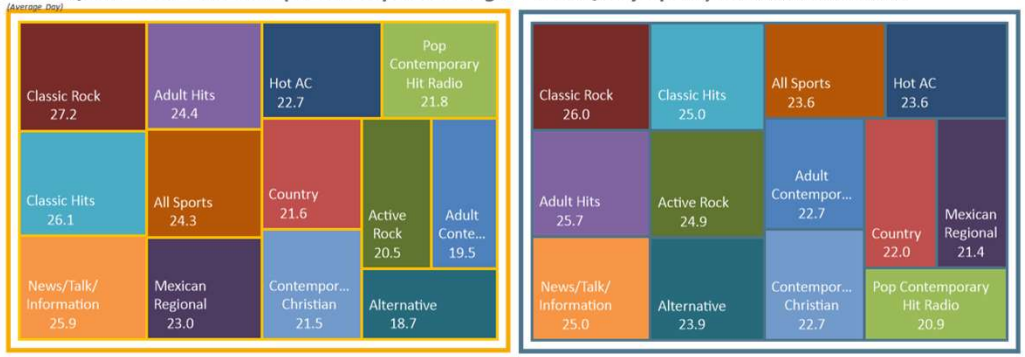


430,544 or 82.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Adult Hits, Classic Hits, Country, and Classic Rock.

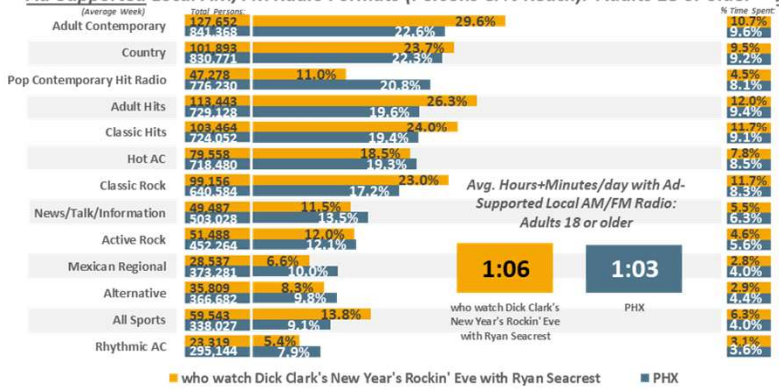
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



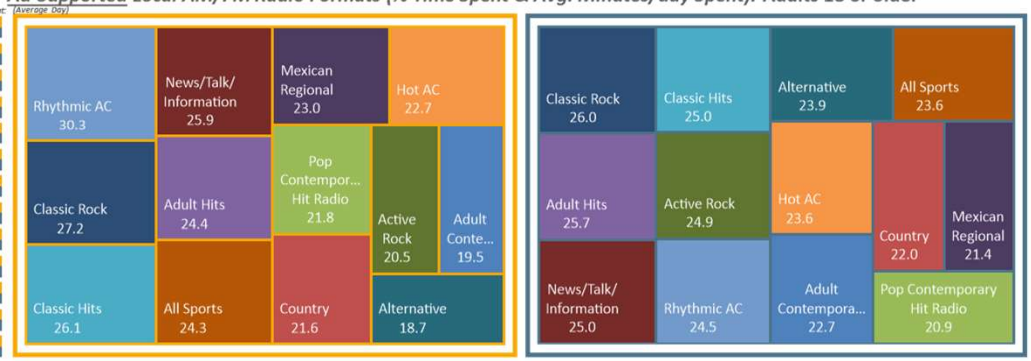
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

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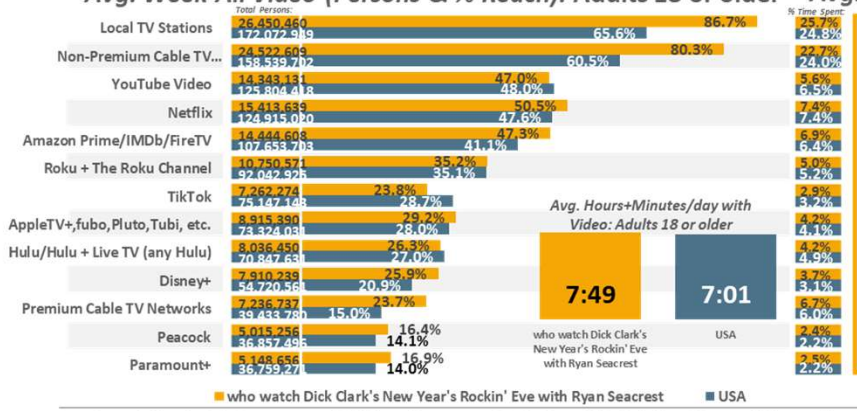
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

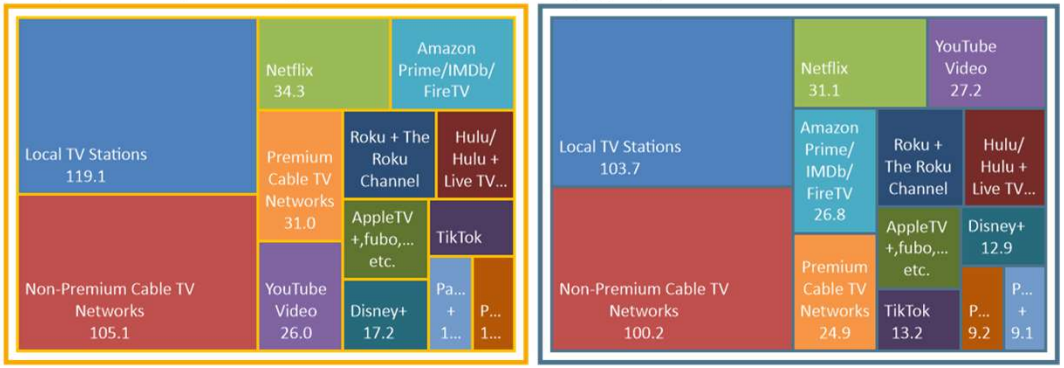


25,967,898 or 85.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 112.7 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

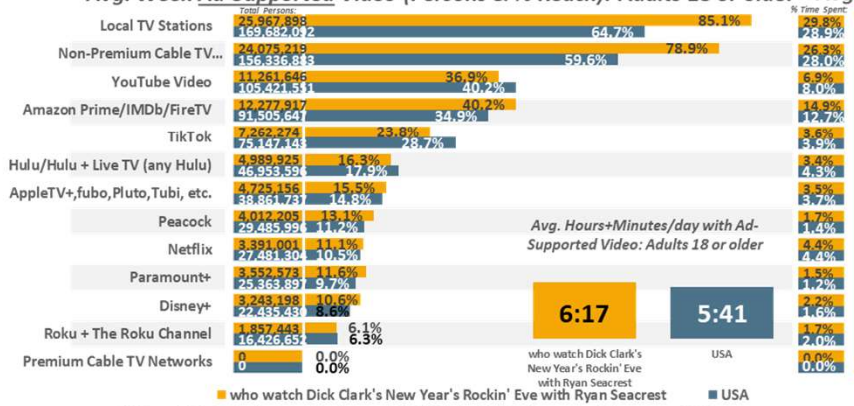
Avg. Week All Video (Persons & % Reach): Adults 18 or older



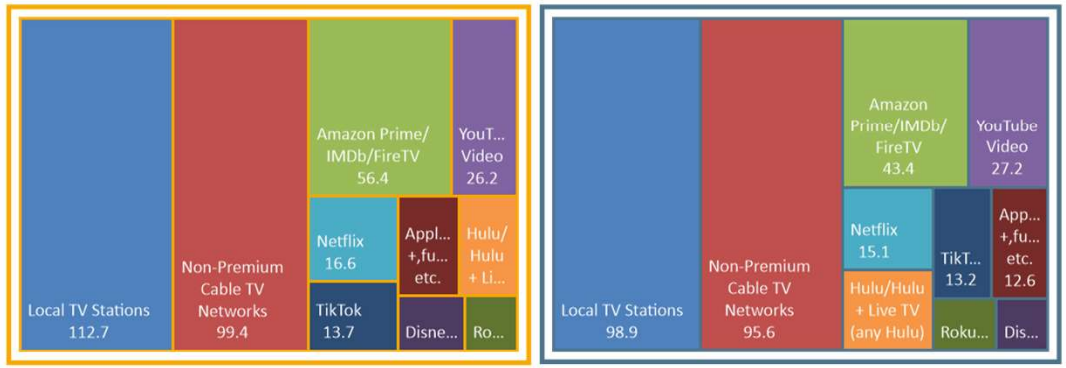
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

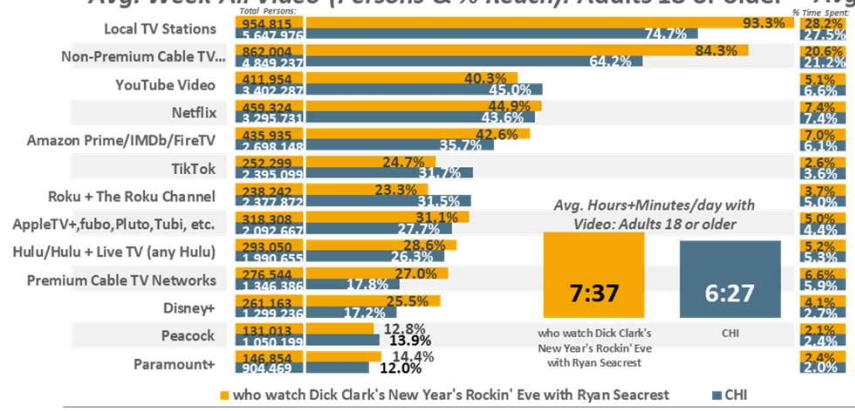
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

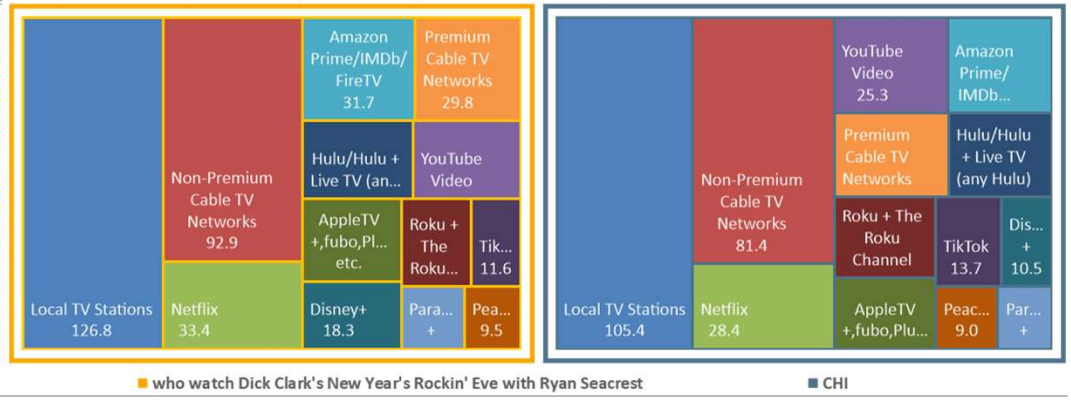


935,536 or 91.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 119.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

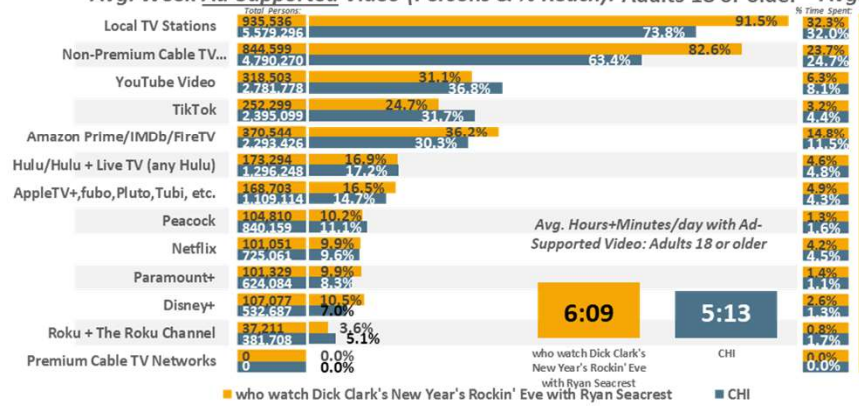
Avg. Week All Video (Persons & % Reach): Adults 18 or older



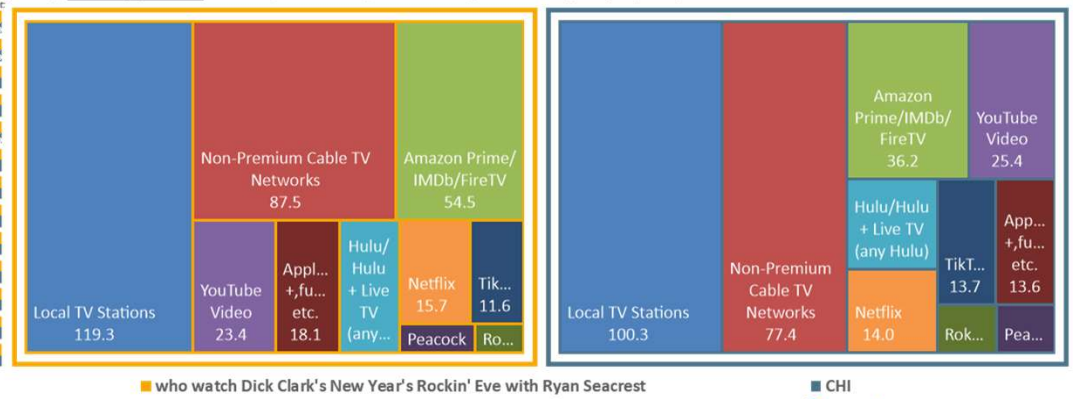
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

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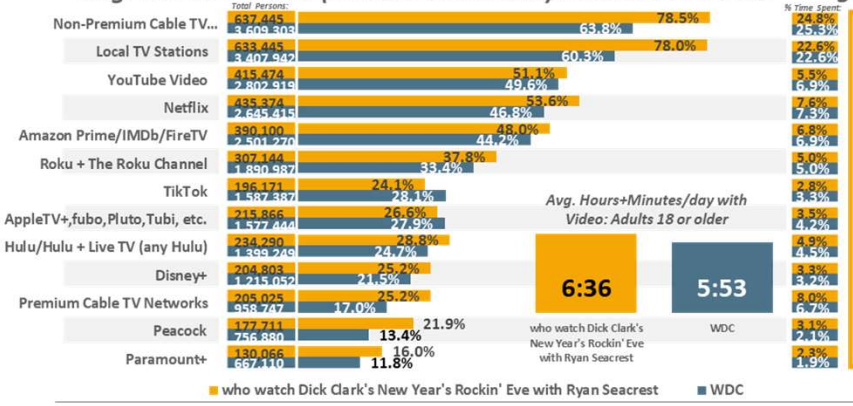
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

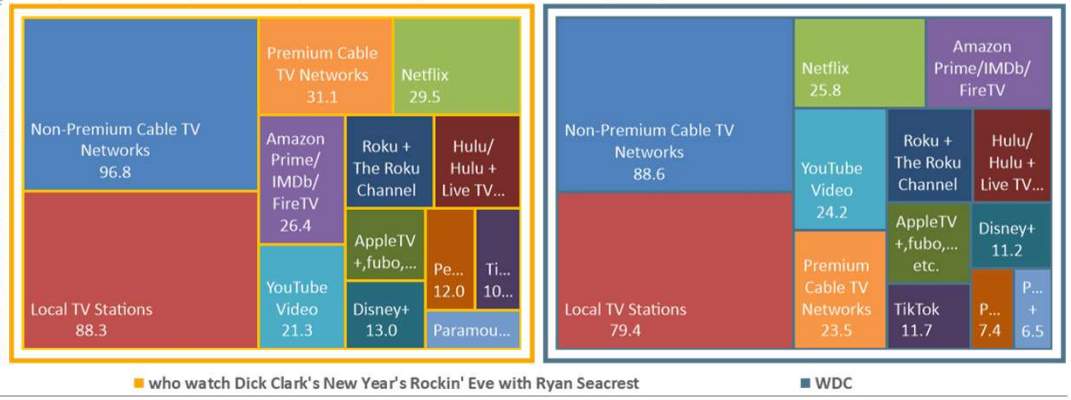


615,965 or 75.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 82.2 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.

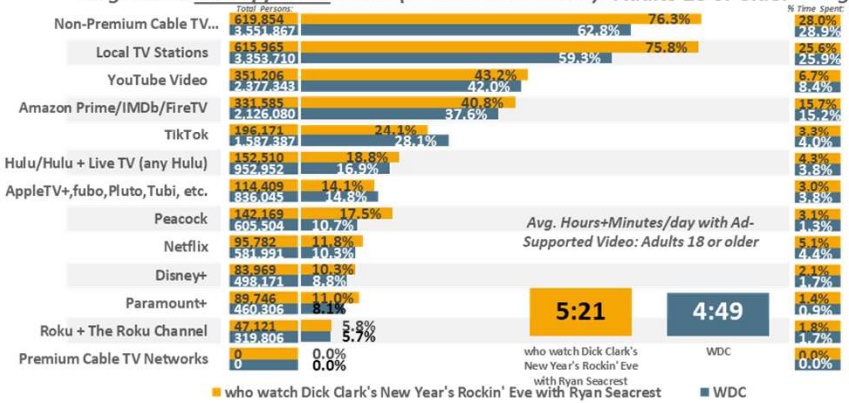
Avg. Week All Video (Persons & % Reach): Adults 18 or older



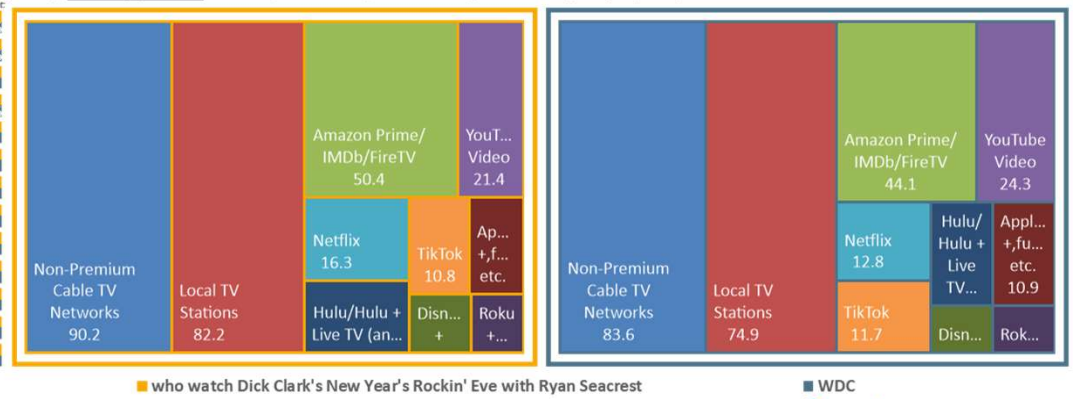
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

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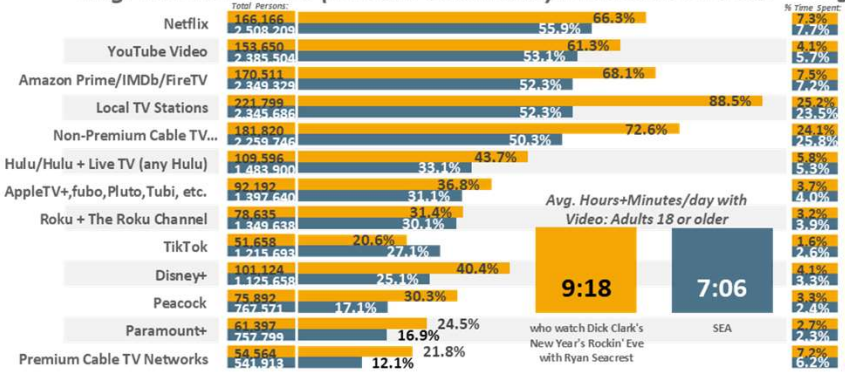
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

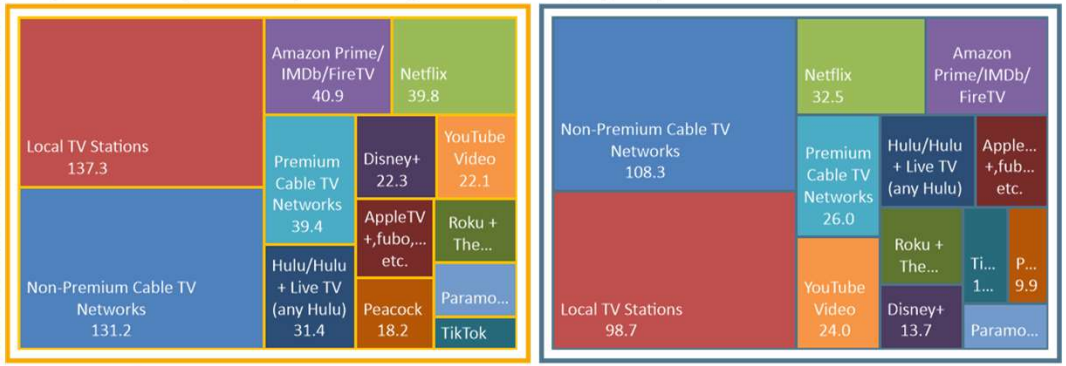


217,269 or 86.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 129. minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

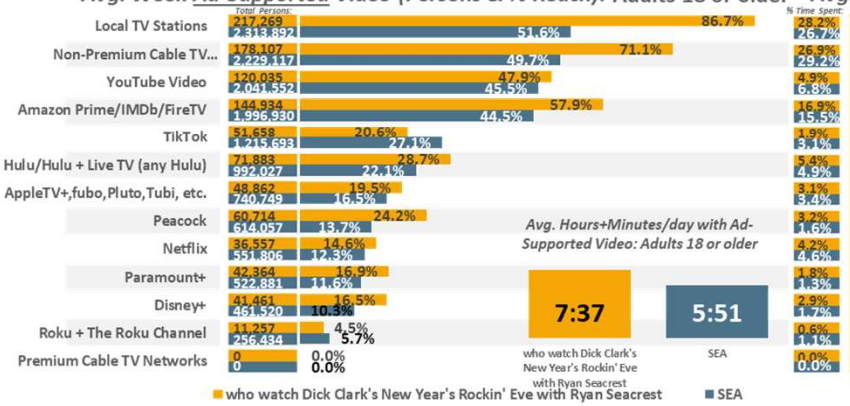
Avg. Week All Video (Persons & % Reach): Adults 18 or older



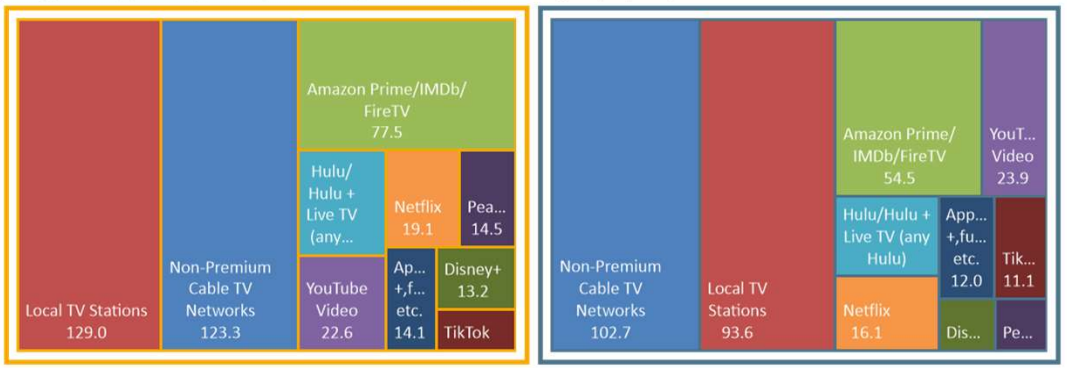
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

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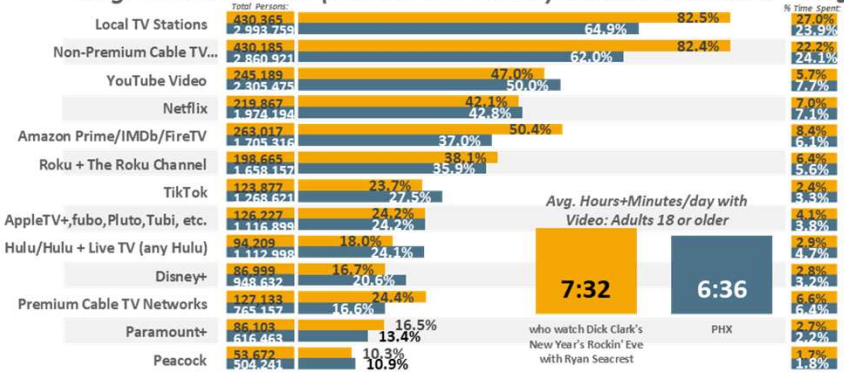
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

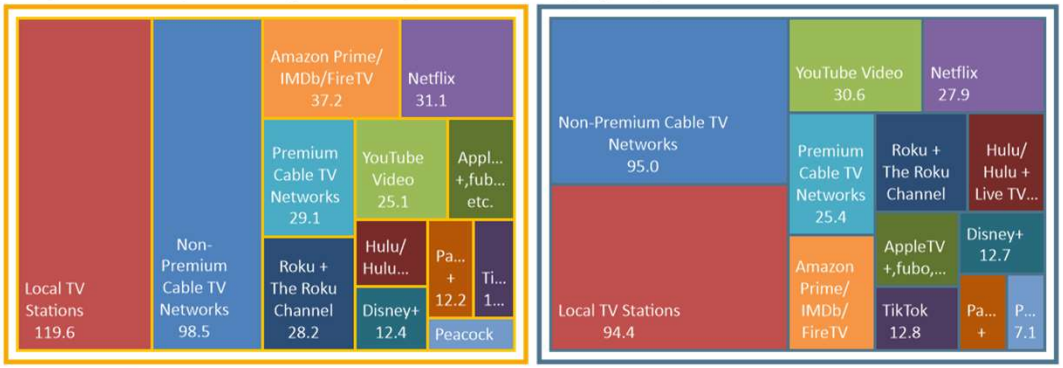


425,720 or 81.6% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 114.8 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

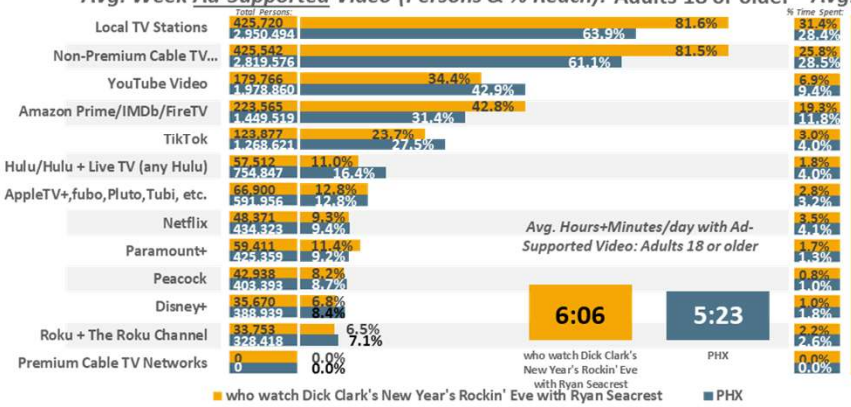
Avg. Week All Video (Persons & % Reach): Adults 18 or older



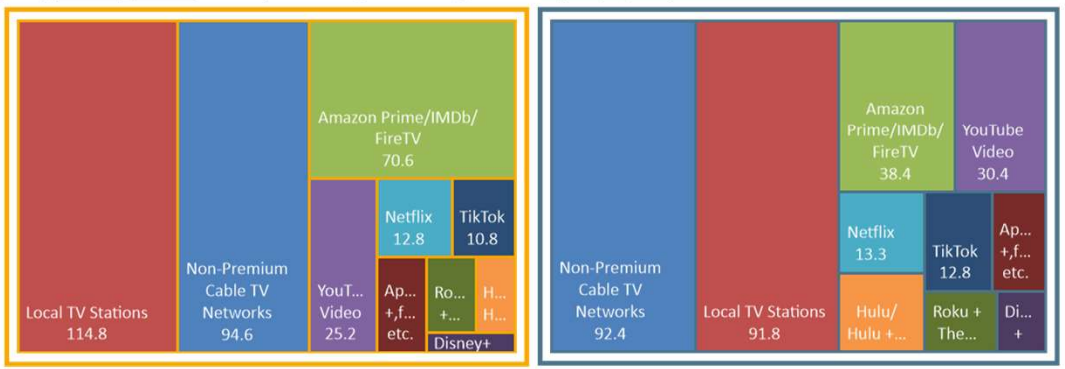
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

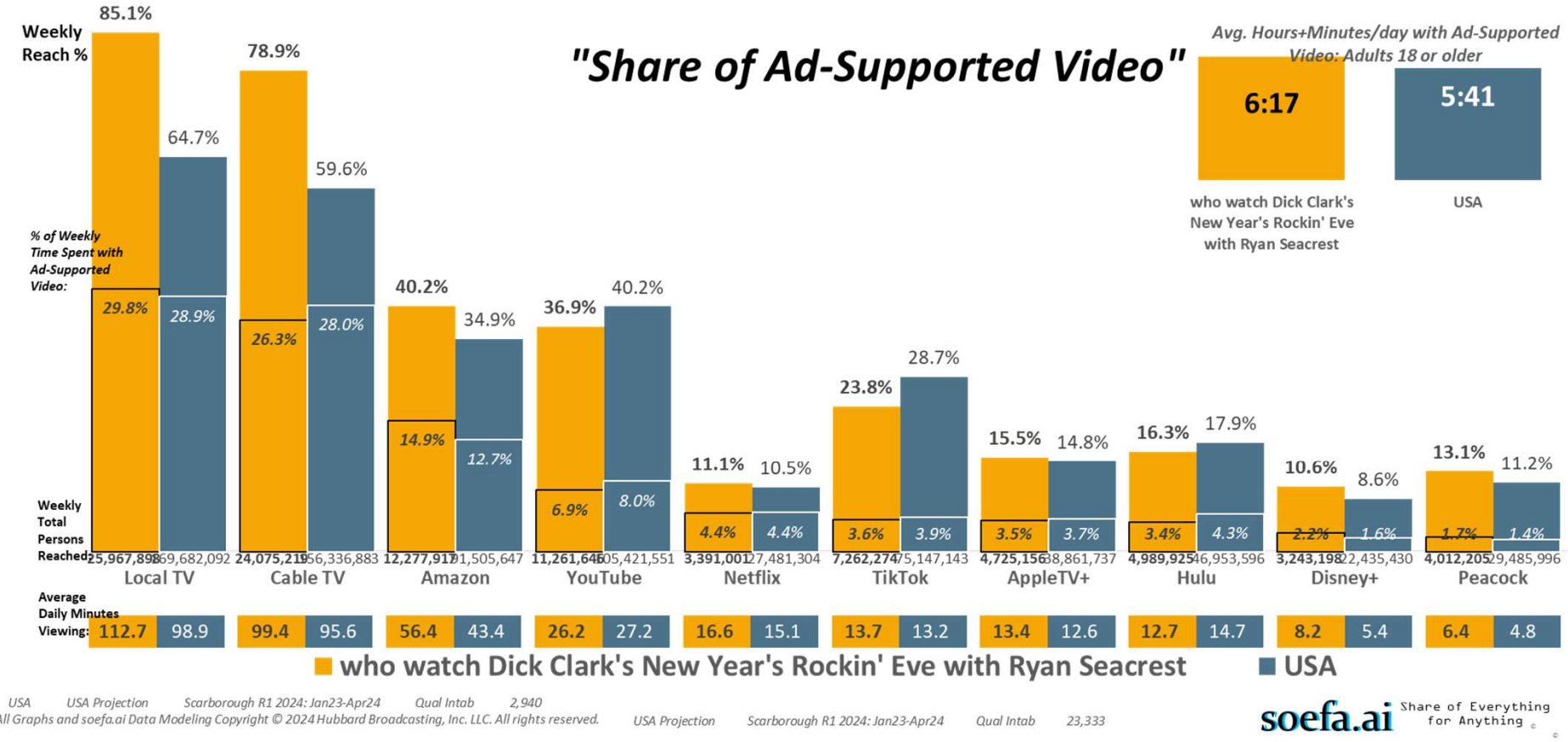
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



25,967,898 or 85.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 112.7 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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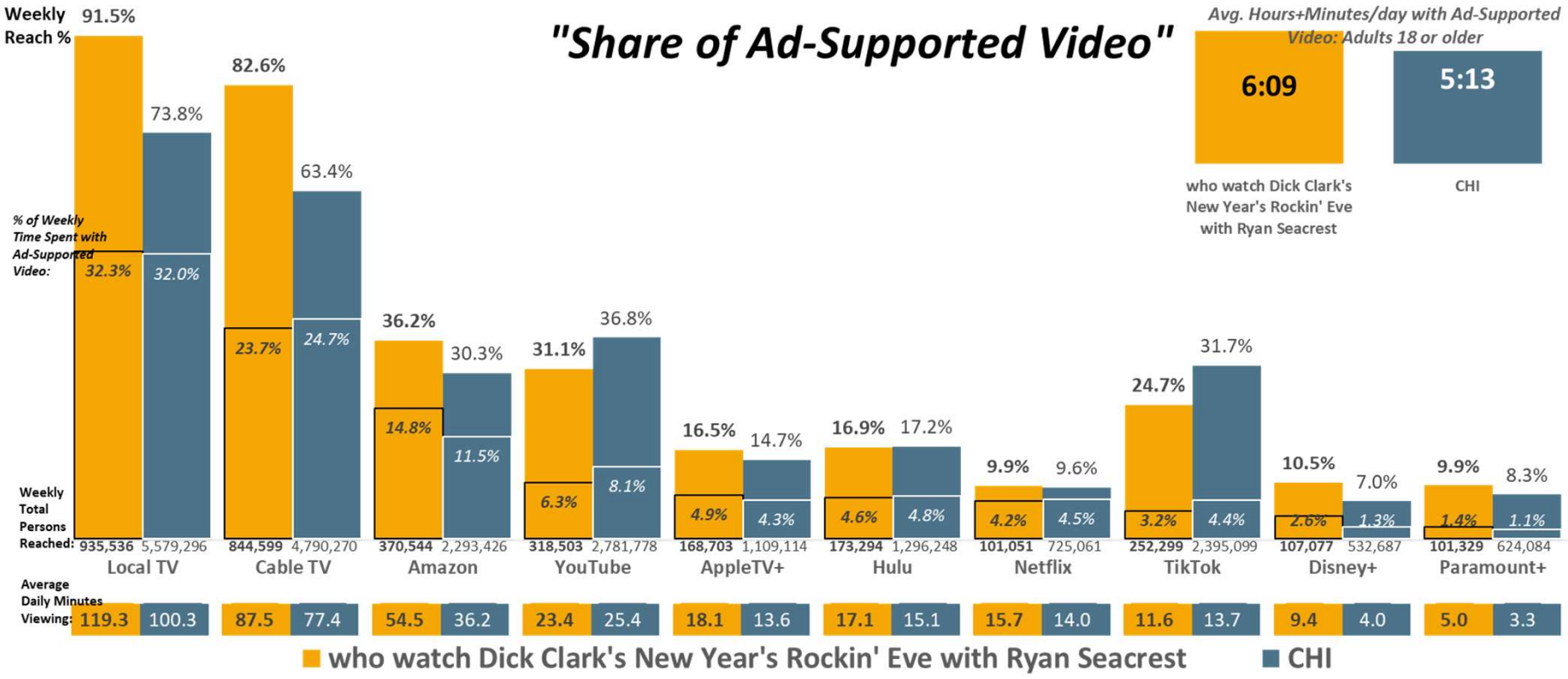
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



935,536 or 91.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 119.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

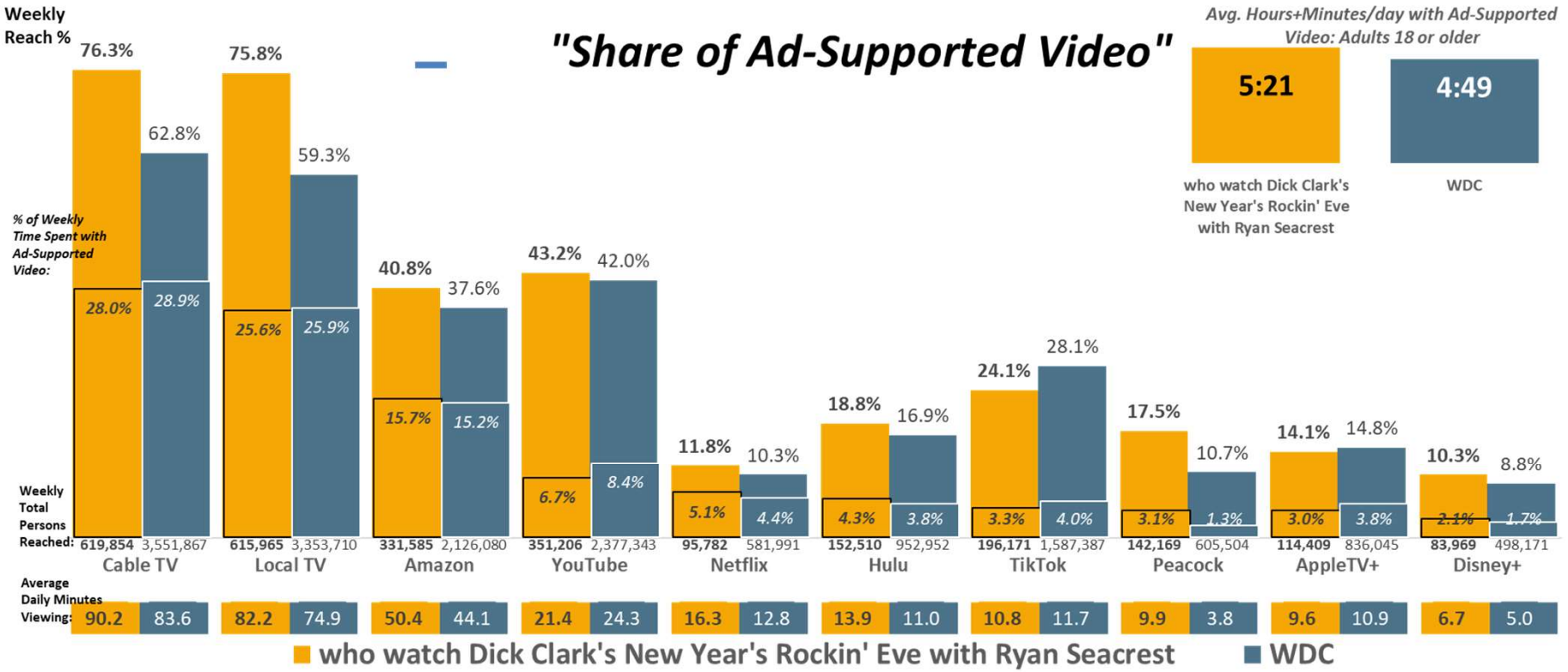
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



615,965 or 75.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 82.2 minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

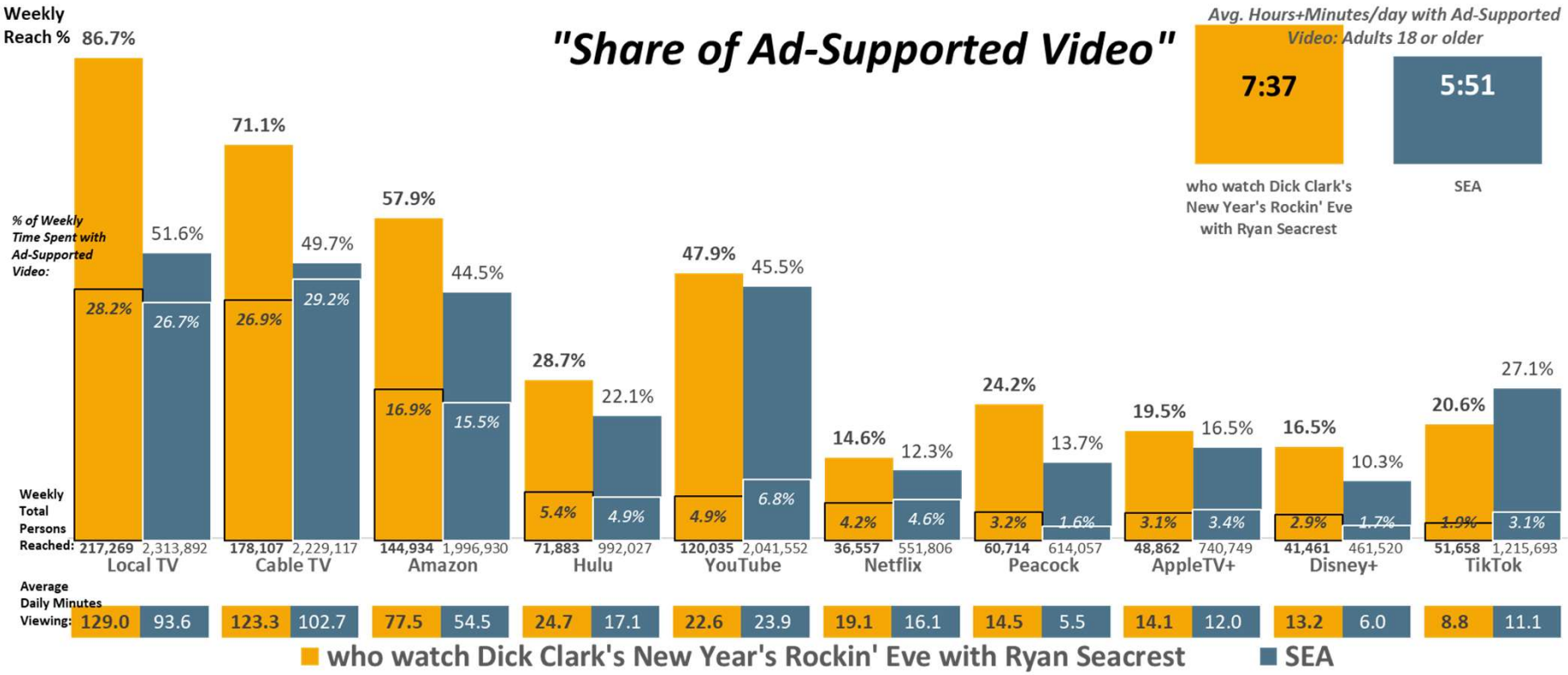
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



217,269 or 86.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 129. minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

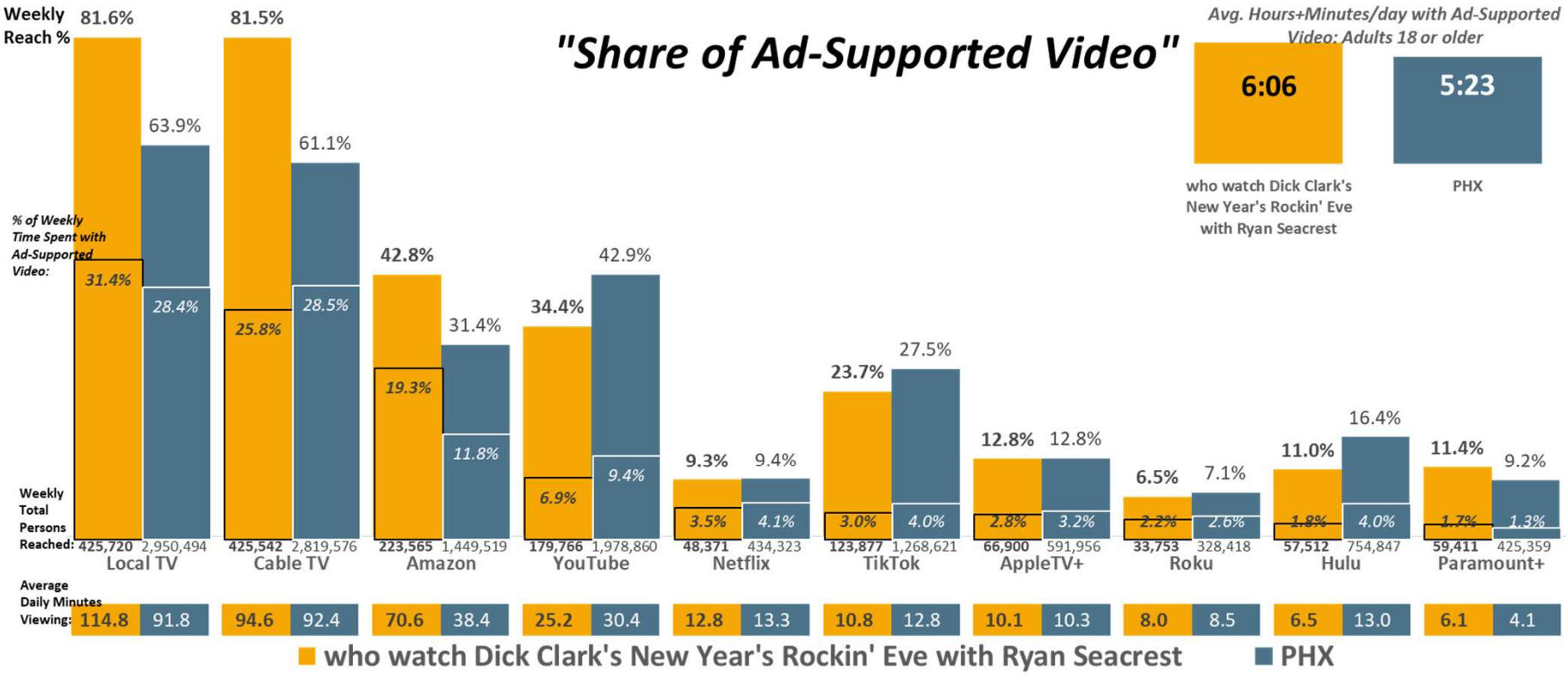
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



425,720 or 81.6% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations for an average of 114.8 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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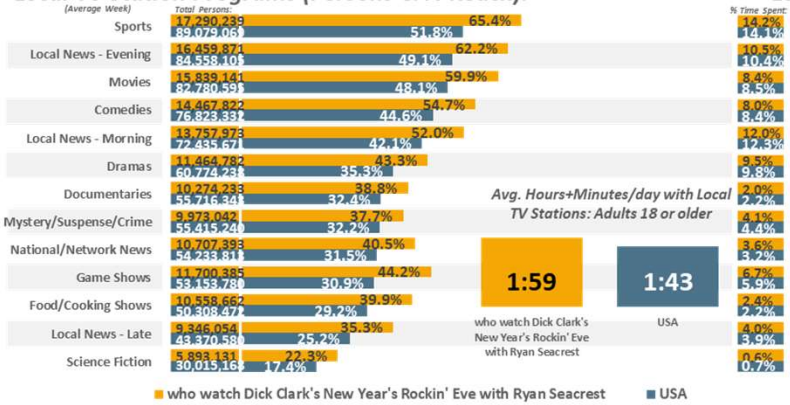
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

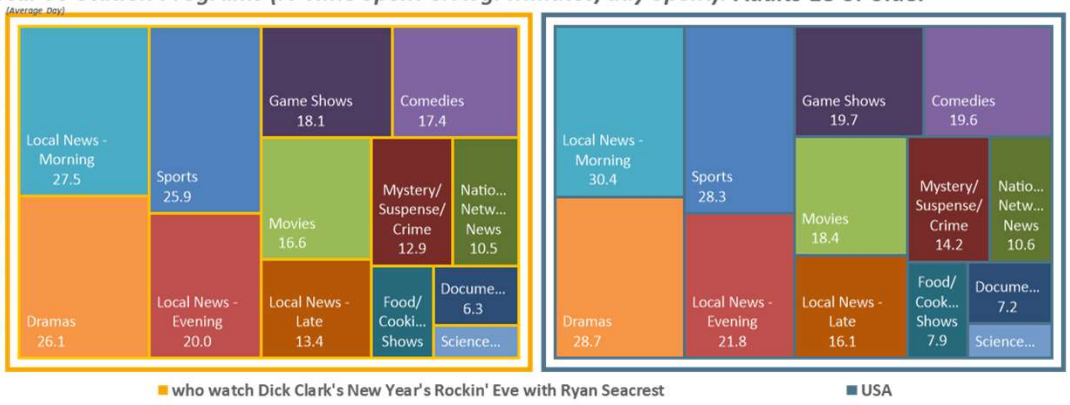


25,967,898 or 85.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

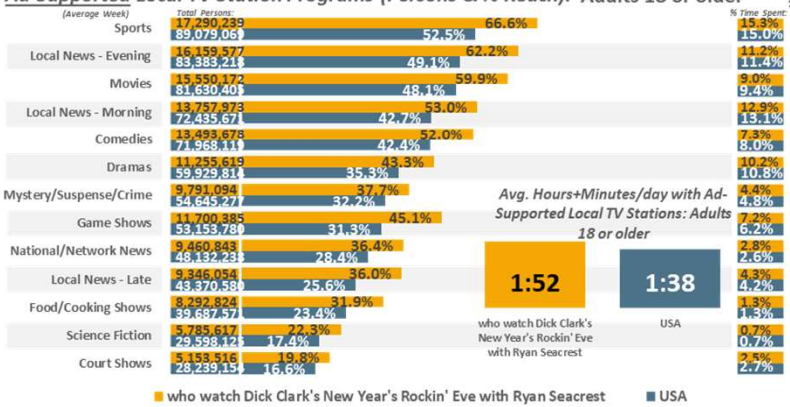
Local TV Station Programs (Persons & % Reach): Adults 18 or older



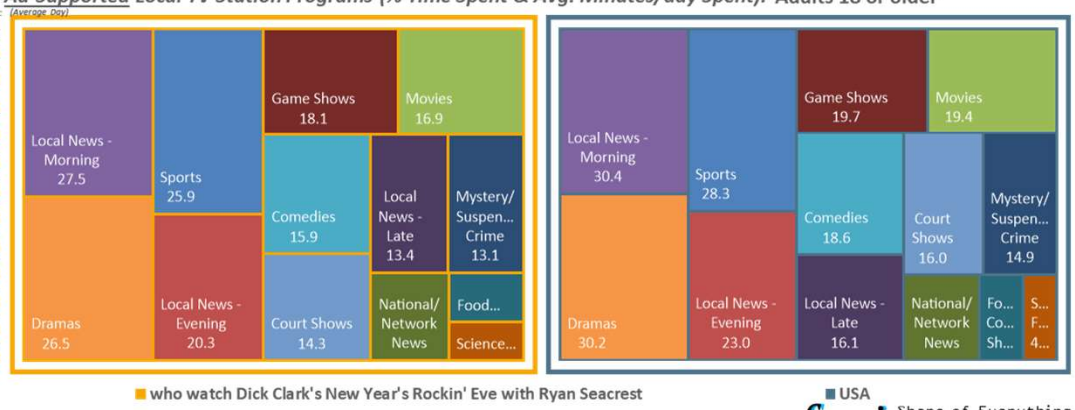
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

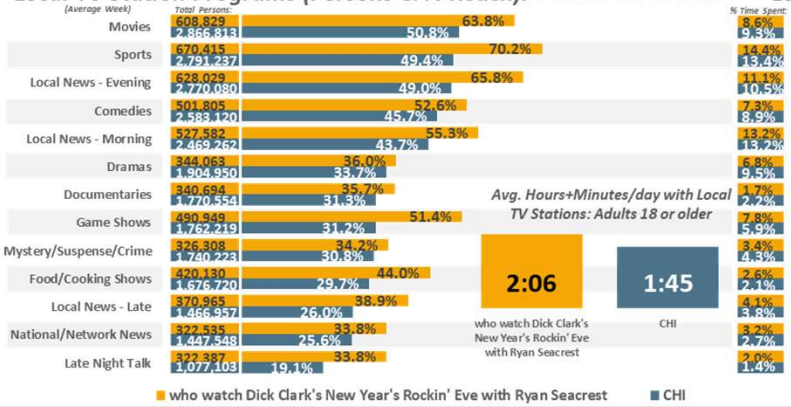
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

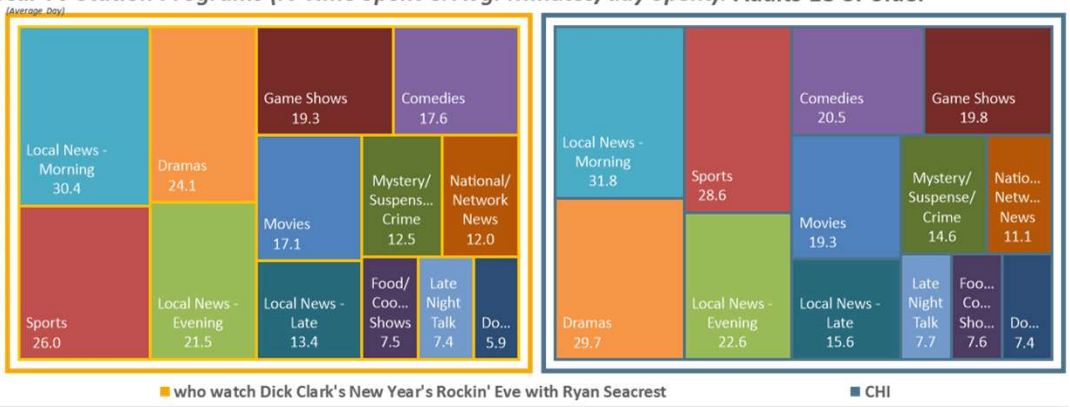


935,536 or 91.5% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Game Shows, and Comedies.

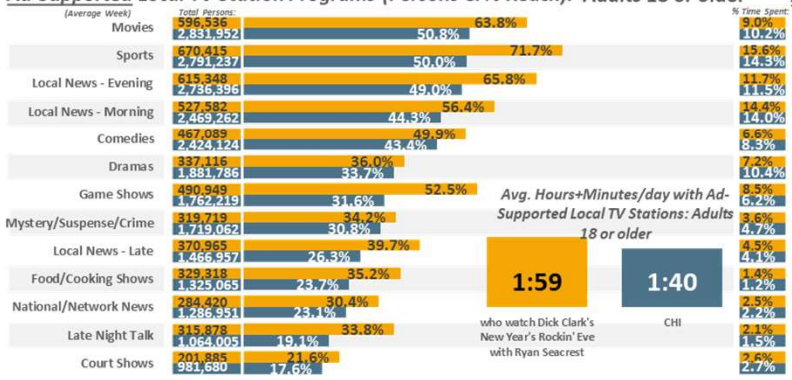
Local TV Station Programs (Persons & % Reach): Adults 18 or older



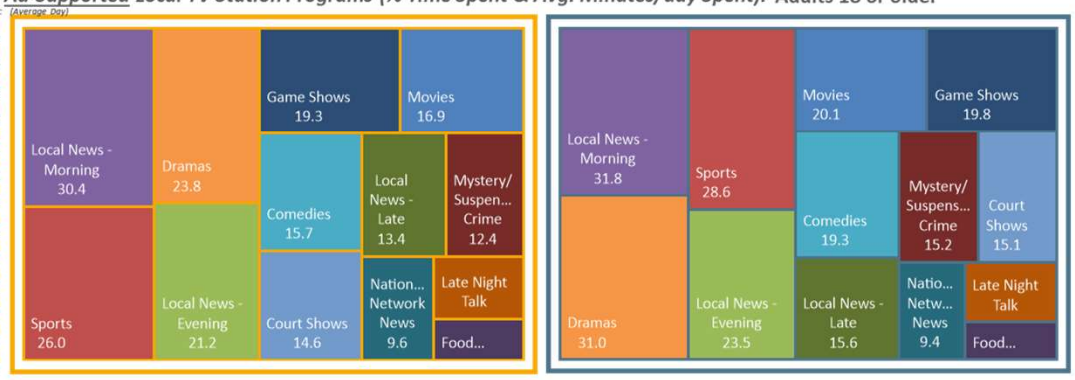
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

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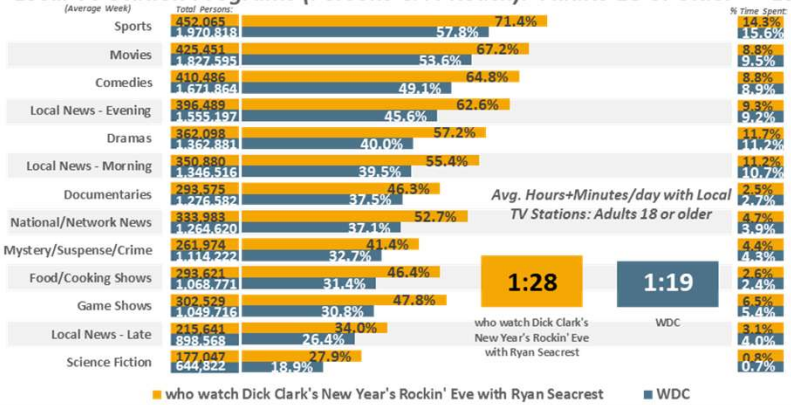
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

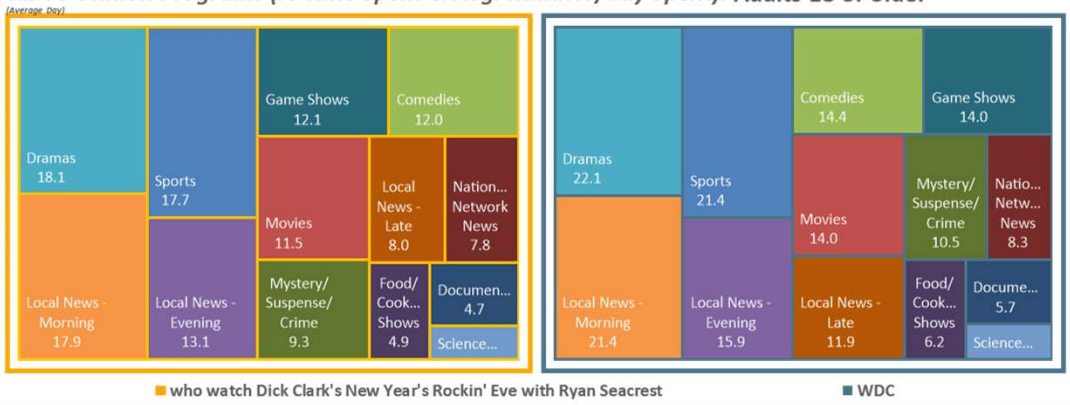


615,965 or 75.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Dramas, and Local News - Morning.

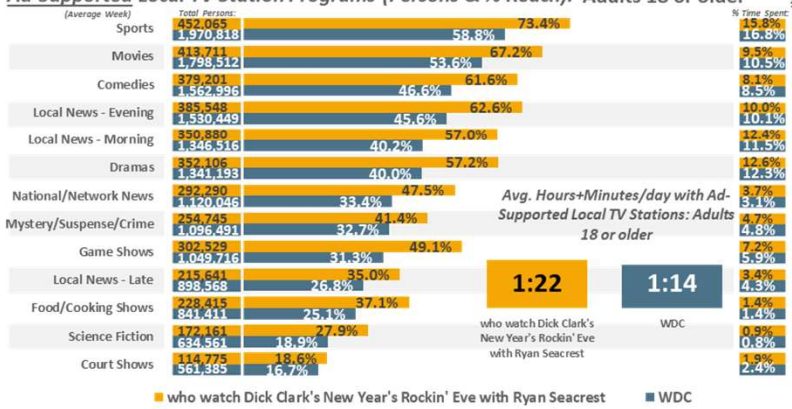
Local TV Station Programs (Persons & % Reach): Adults 18 or older



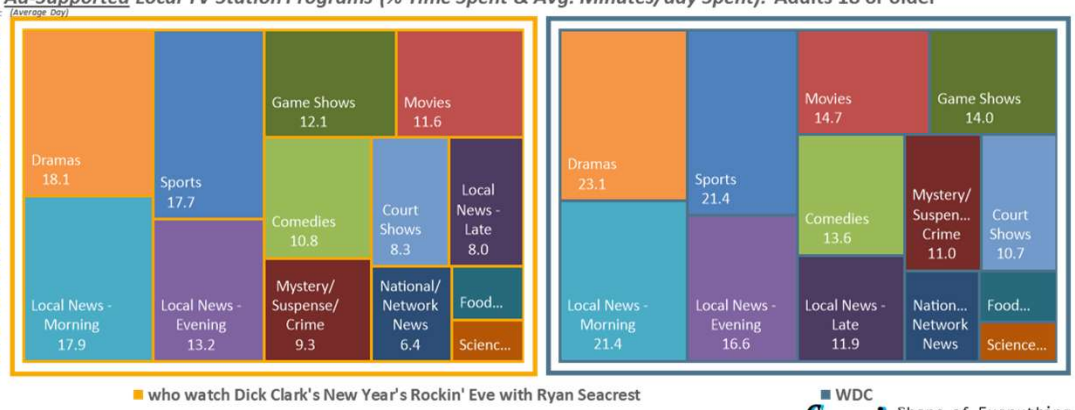
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

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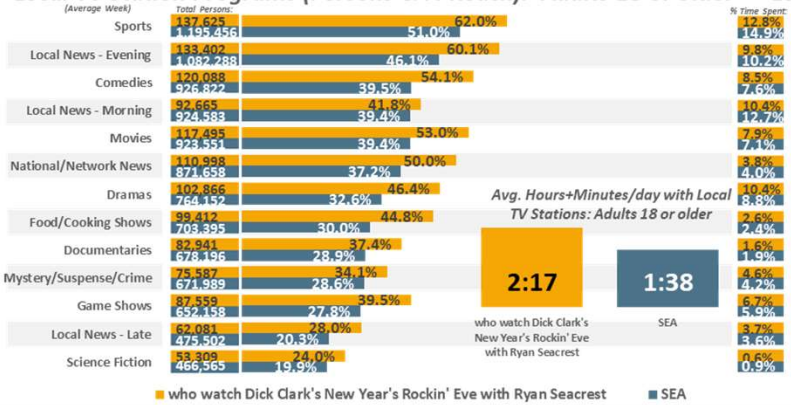
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

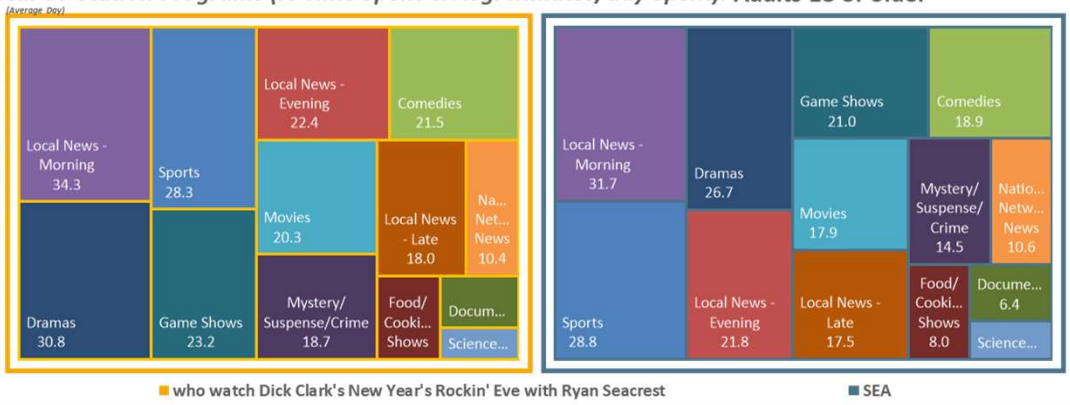


217,269 or 86.7% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Dramas, and National/Network News.

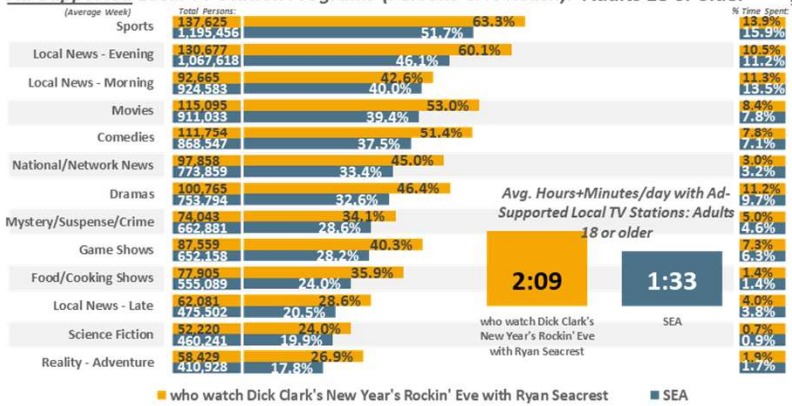
Local TV Station Programs (Persons & % Reach): Adults 18 or older



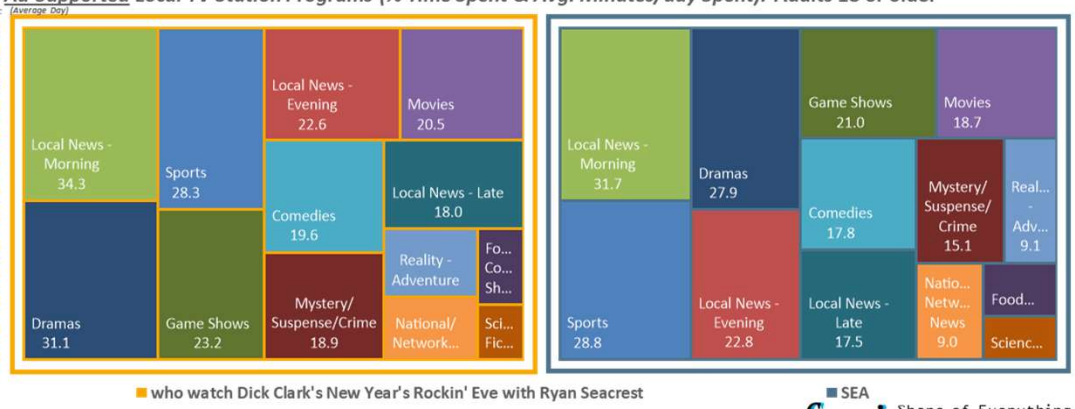
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

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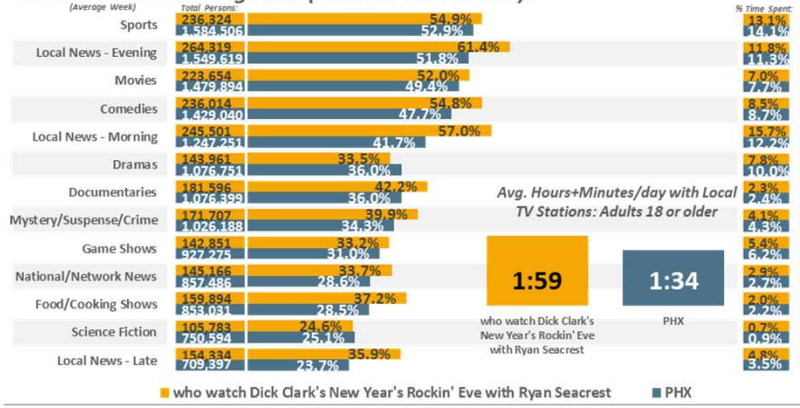
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

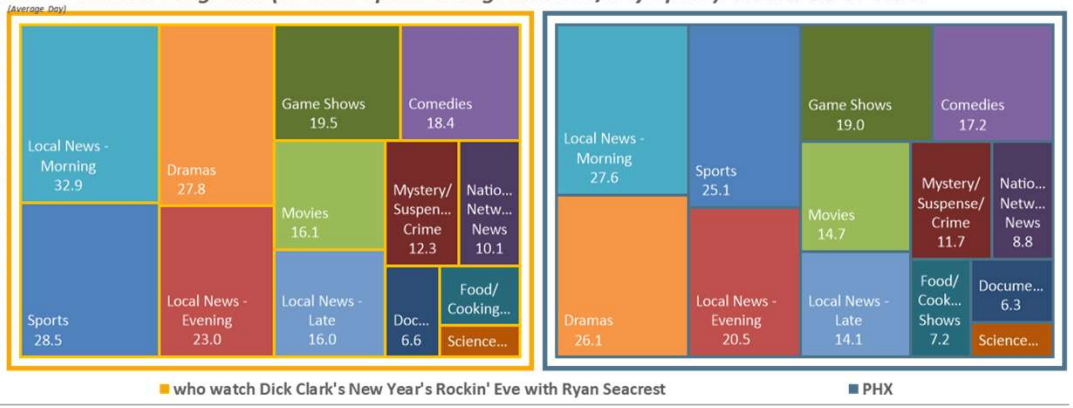


425,720 or 81.6% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Movies, and Mystery/Suspense

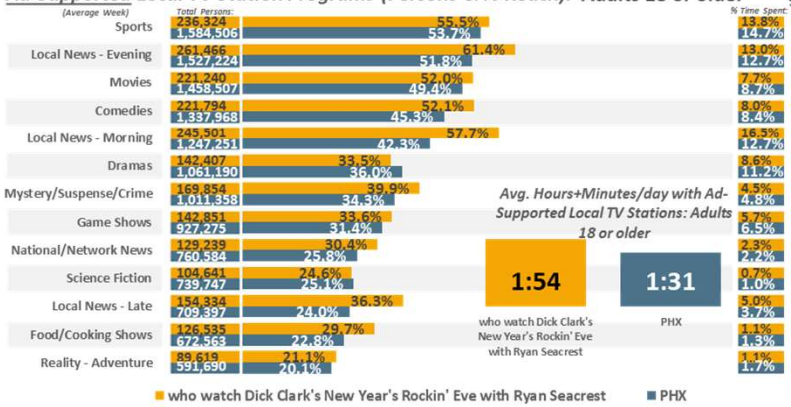
Local TV Station Programs (Persons & % Reach): Adults 18 or older



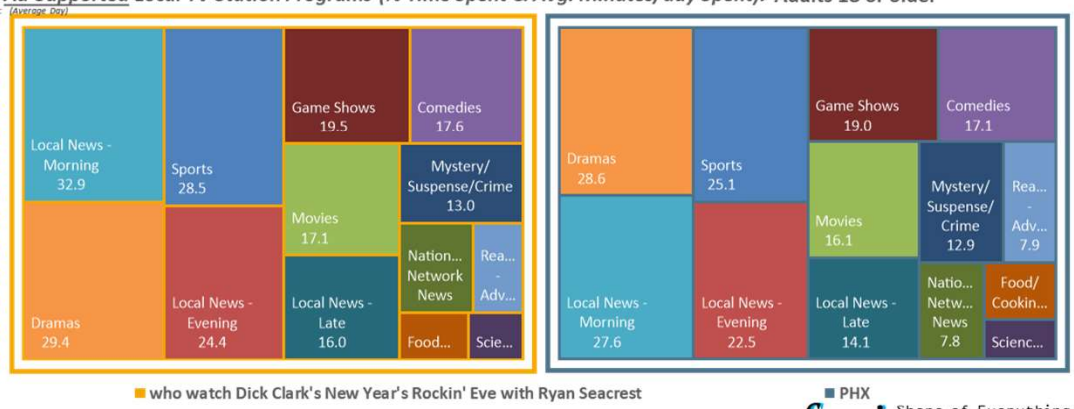
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

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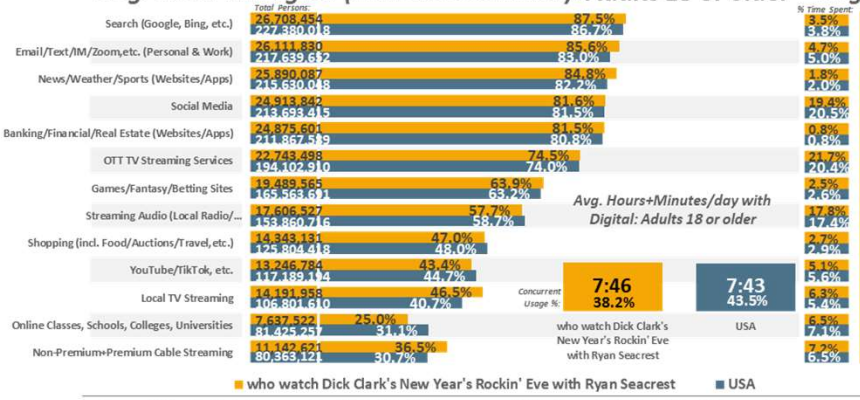
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

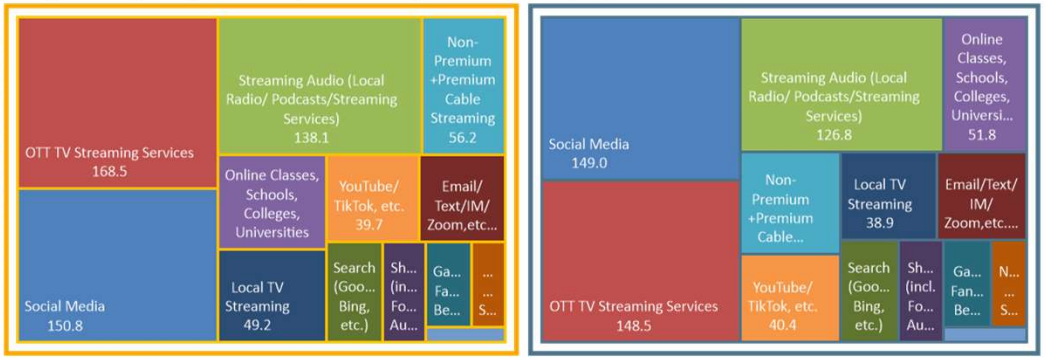


22,642,678 or 74.2% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Social Media for an average of 137.1 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

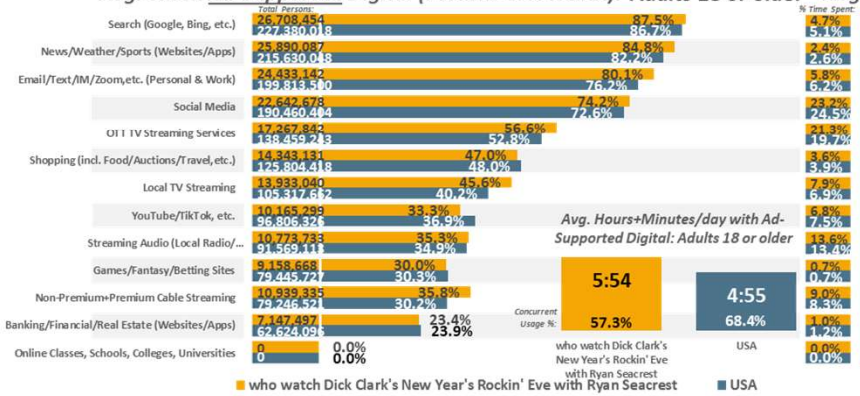
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



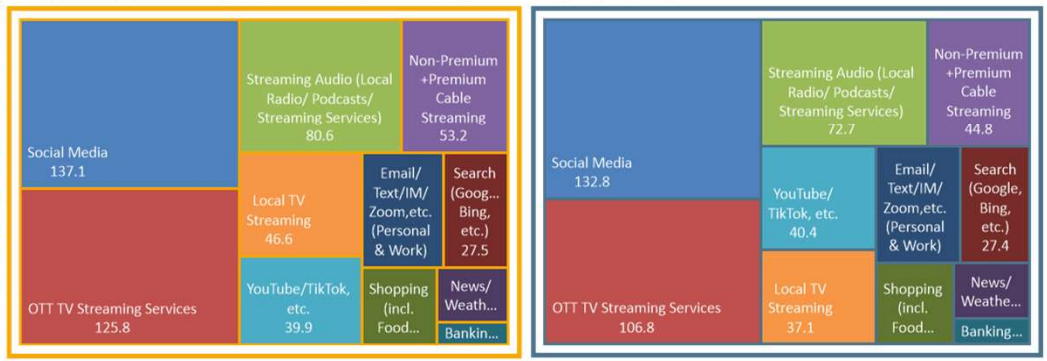
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

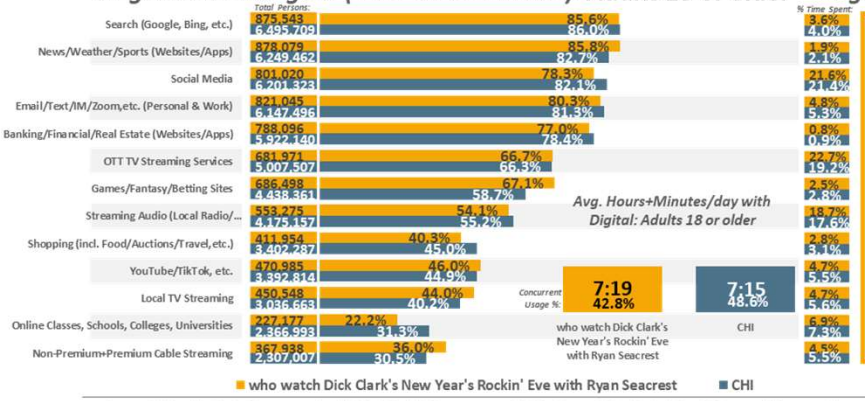
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

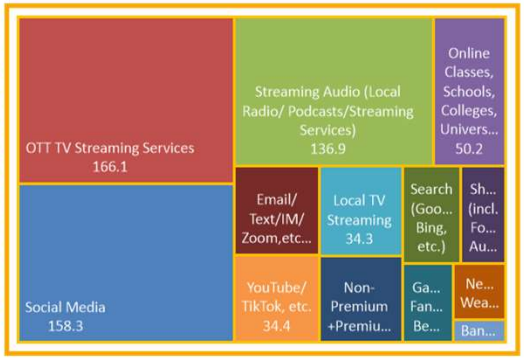


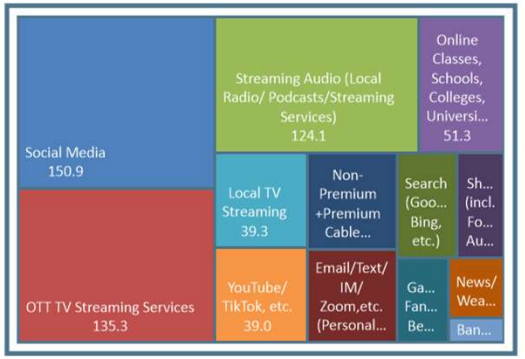
742,786 or 72.6% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Social Media for an average of 146.8 minutes every day representing 26.3% of all time spent daily with Ad-Supported Digital Media.

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



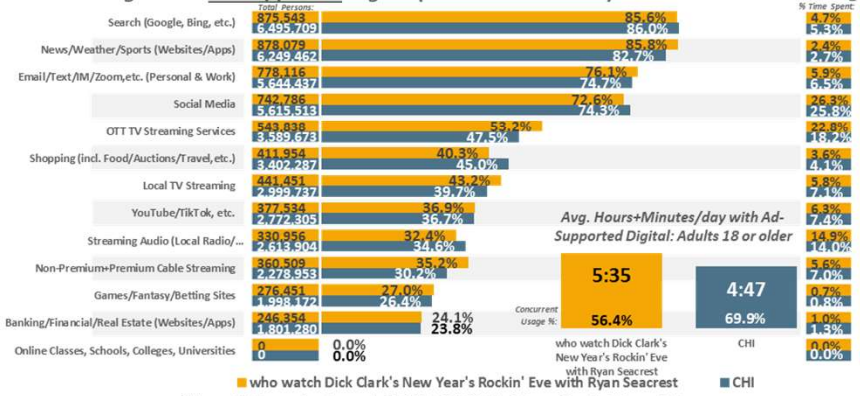
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



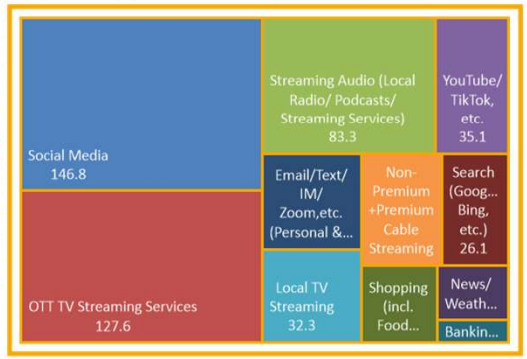


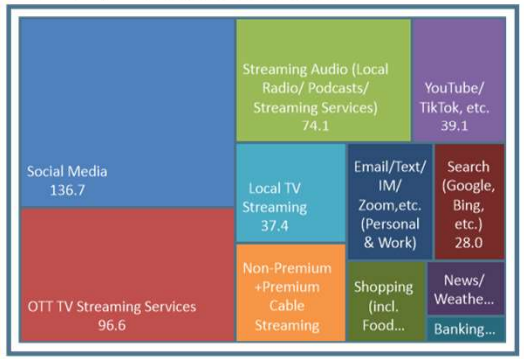
■ who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest ■ CHI

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



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





■ who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest ■ CHI

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

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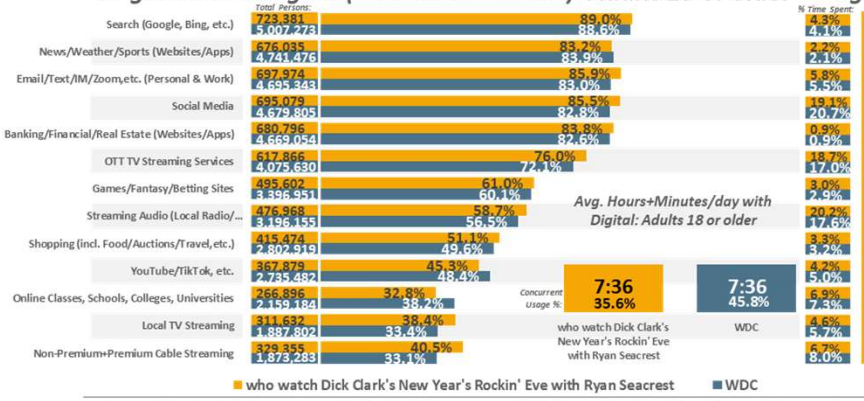
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

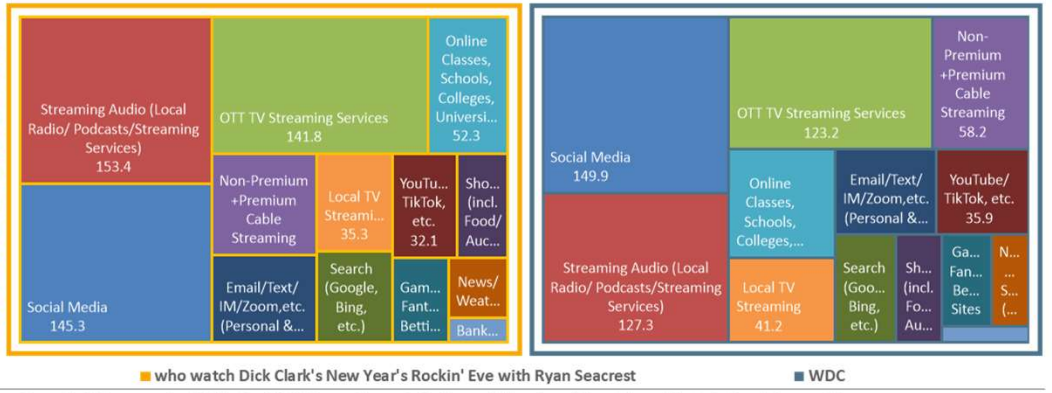


620,567 or 76.4% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Social Media for an average of 129.7 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

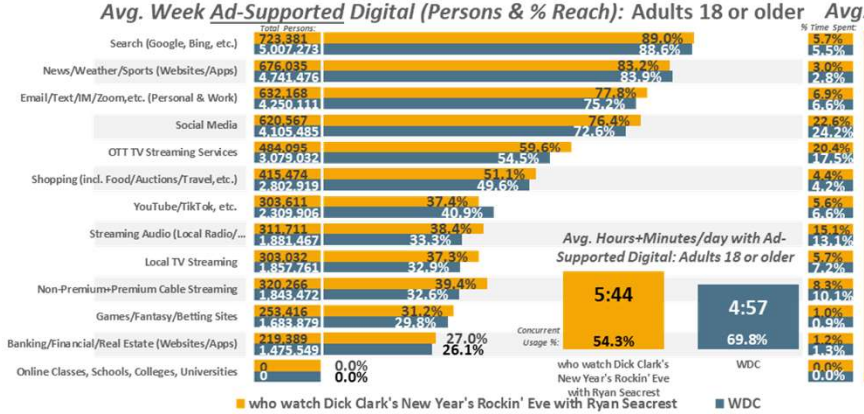
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



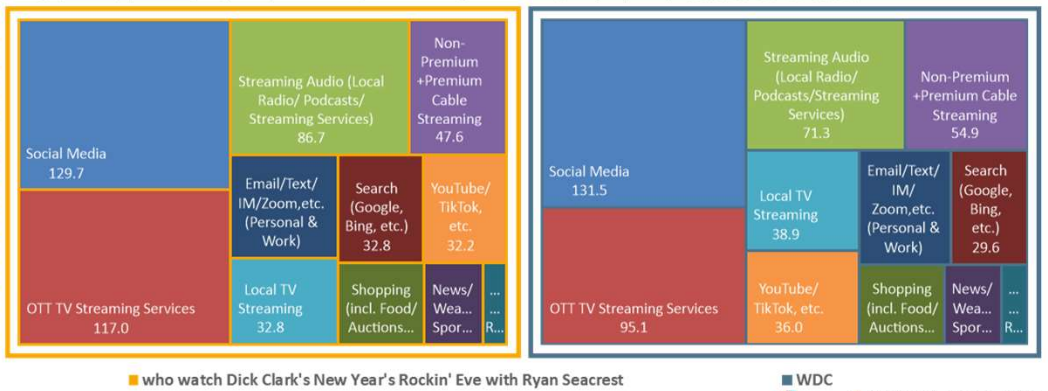
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

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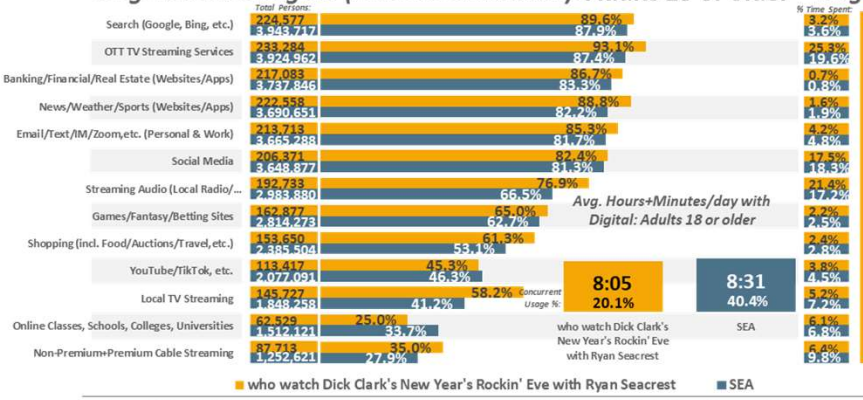
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

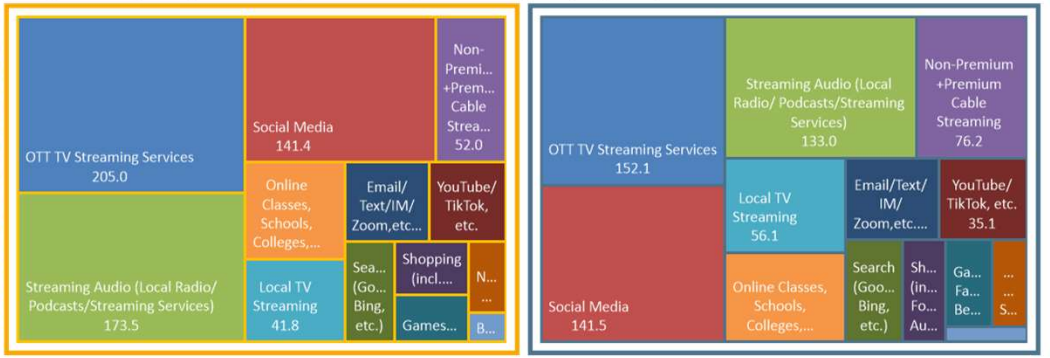


180,615 or 72.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Social Media for an average of 123.7 minutes every day representing 20.% of all time spent daily with Ad-Supported Digital Media.

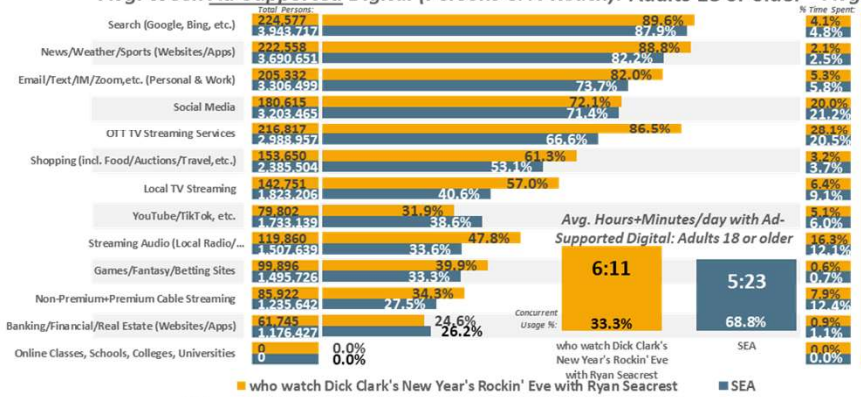
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



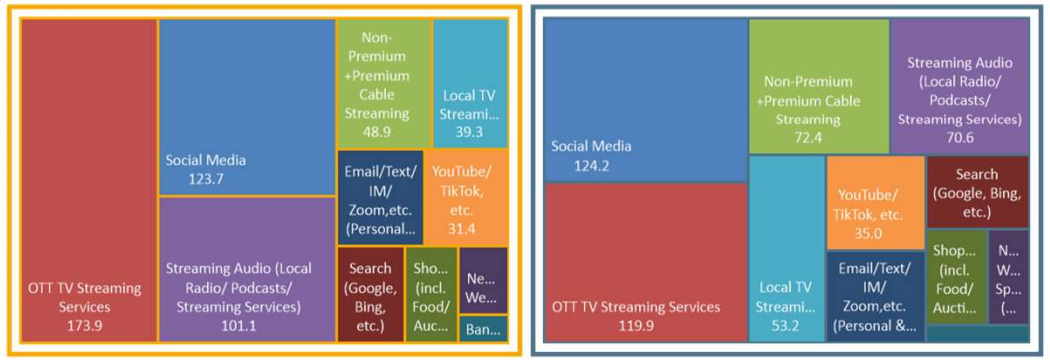
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

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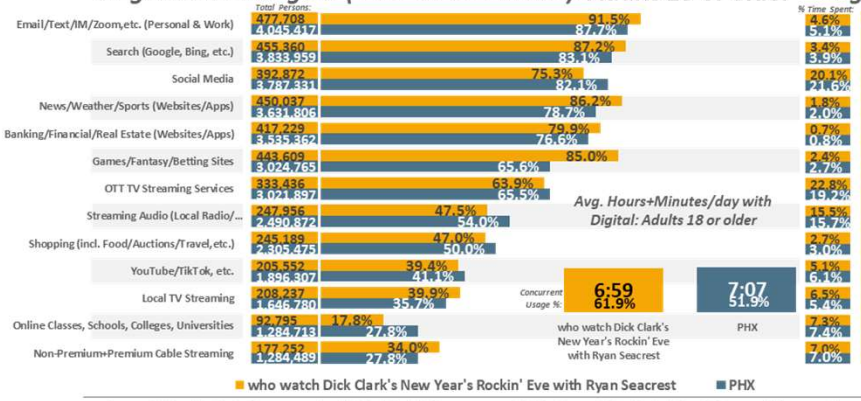
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

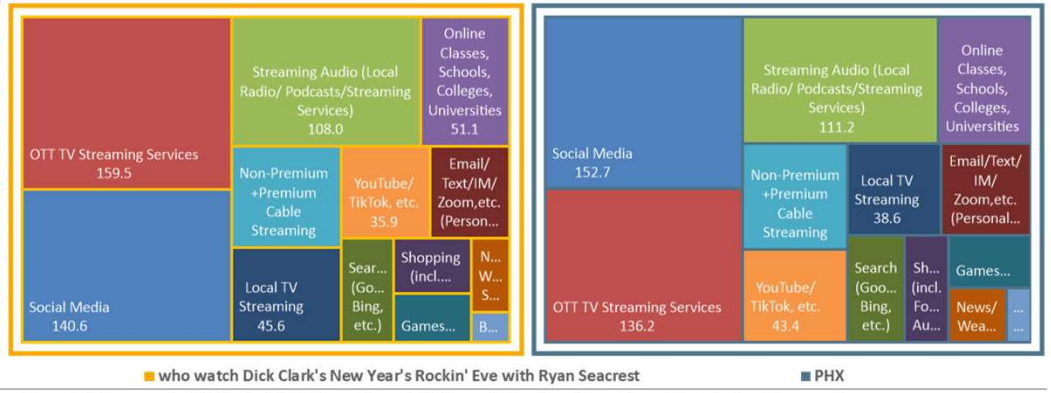


355,492 or 68.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Social Media for an average of 127.2 minutes every day representing 24.2% of all time spent daily with Ad-Supported Digital Media.

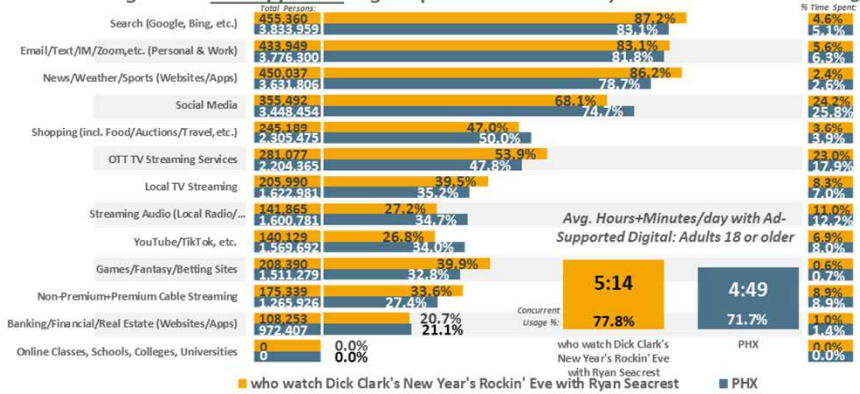
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



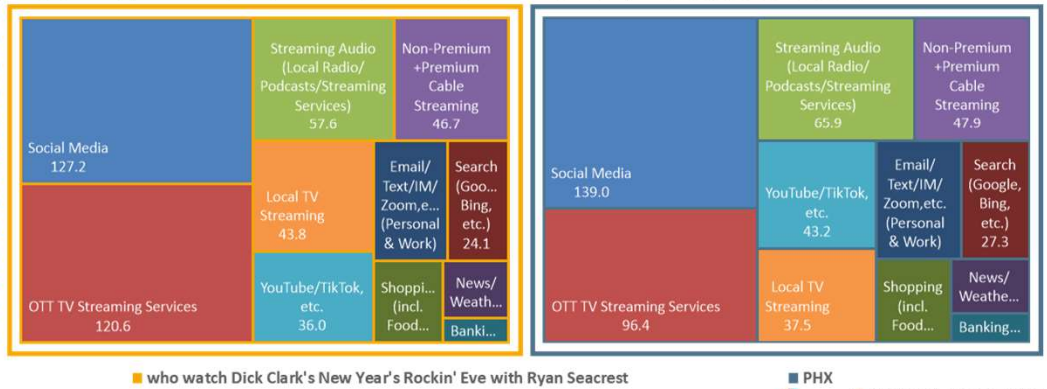
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

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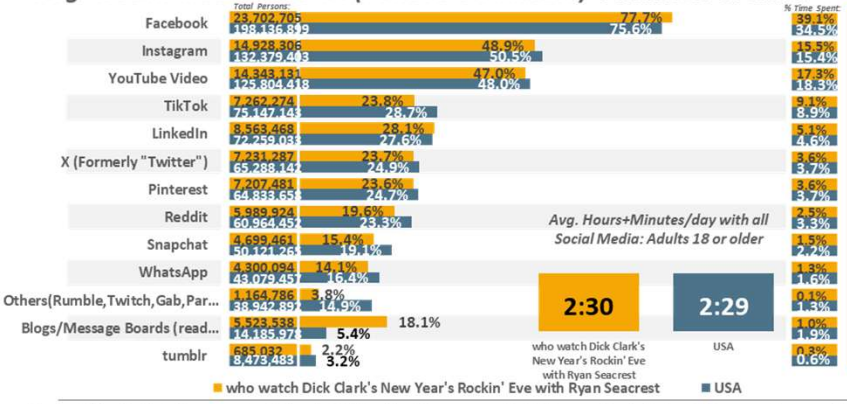
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

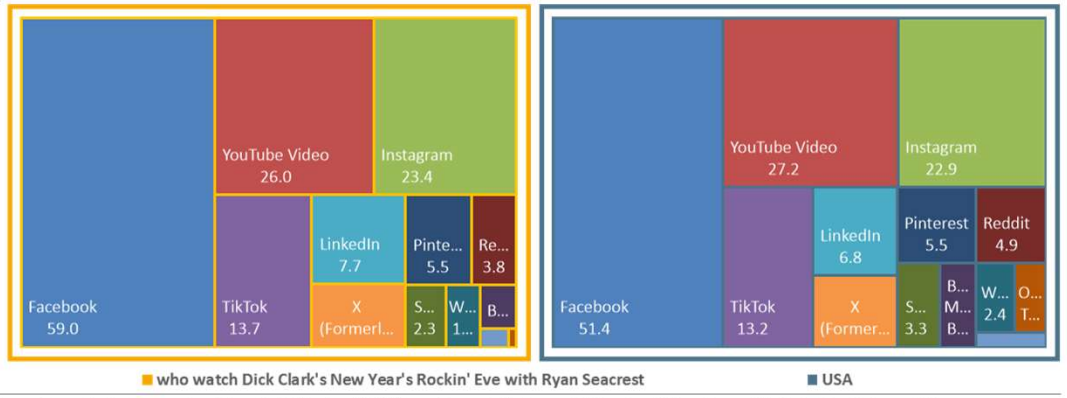


22,642,678 or 74.2% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Facebook for an average of 50.3 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

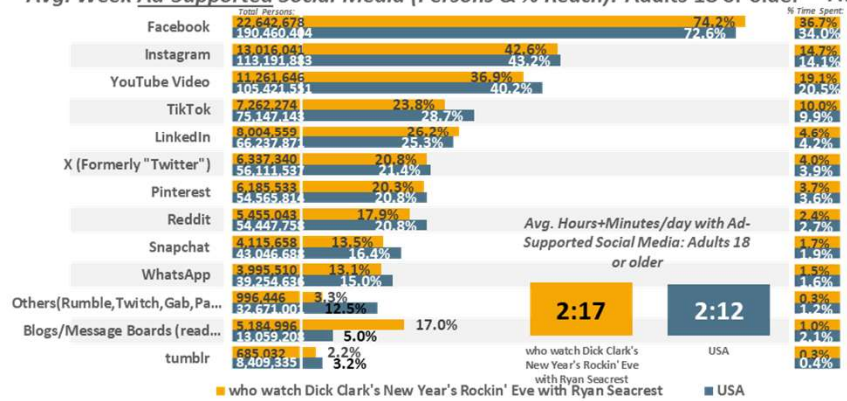
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



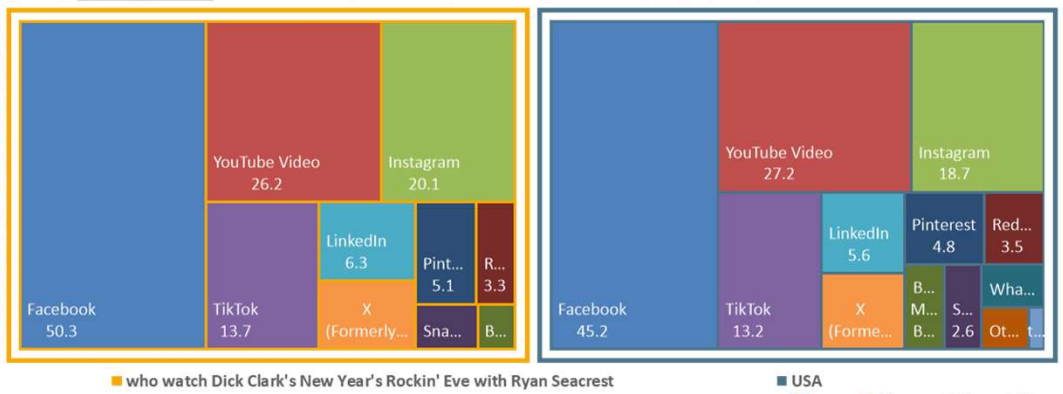
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

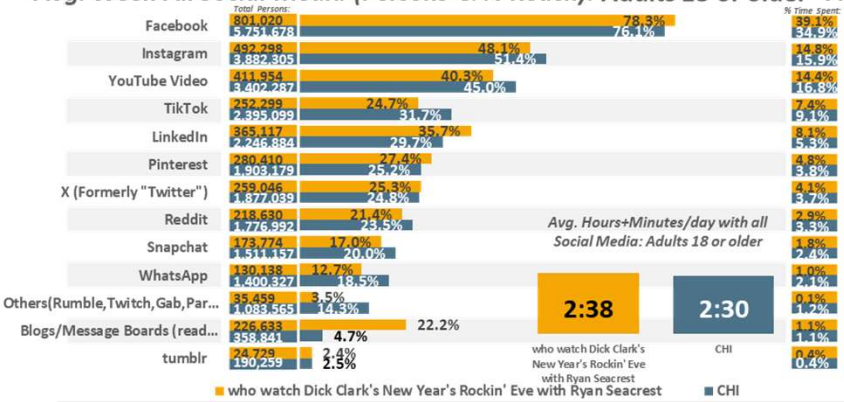
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

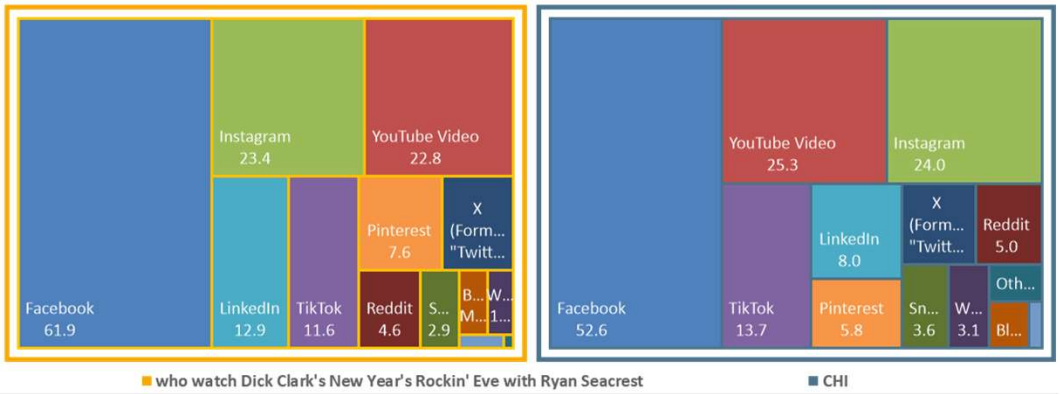


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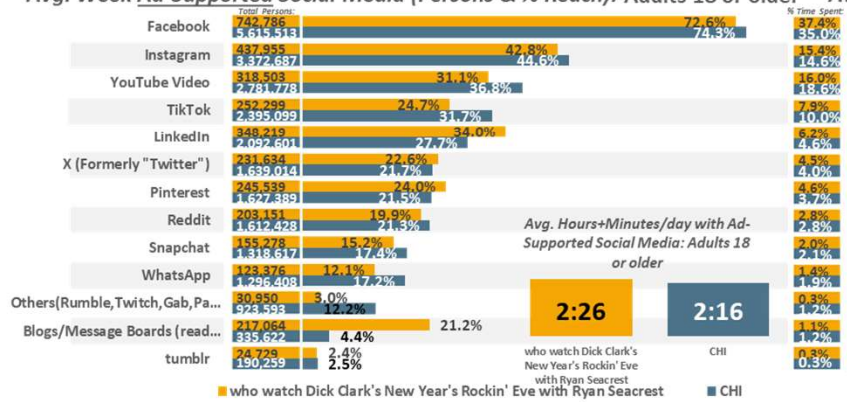
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



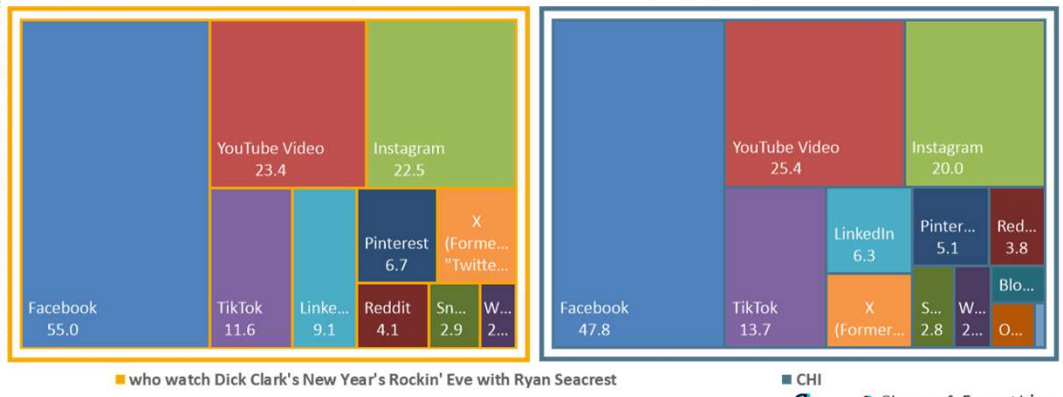
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

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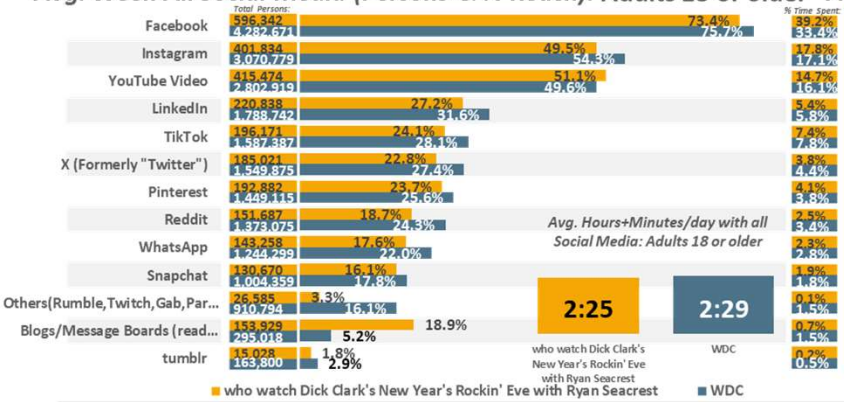
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

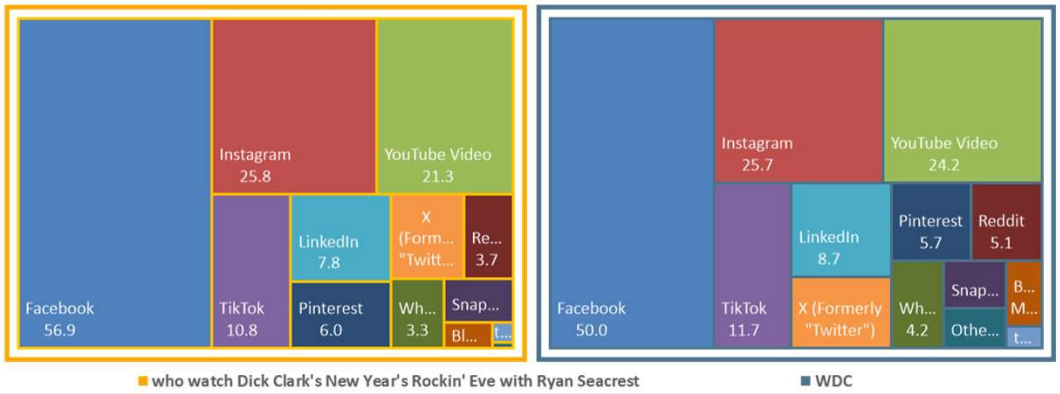


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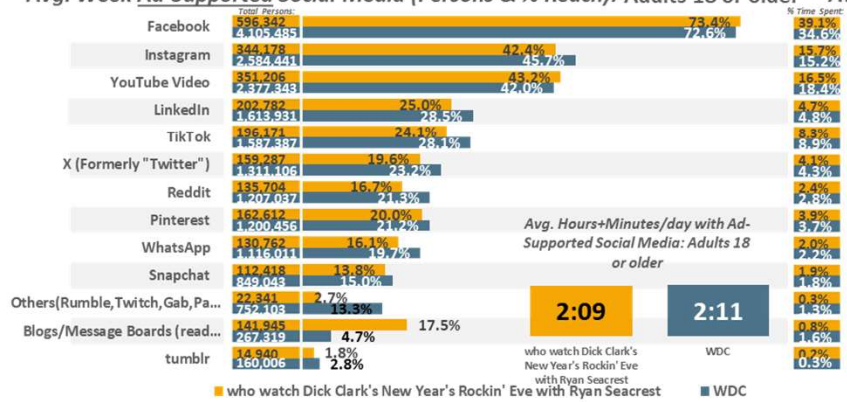
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



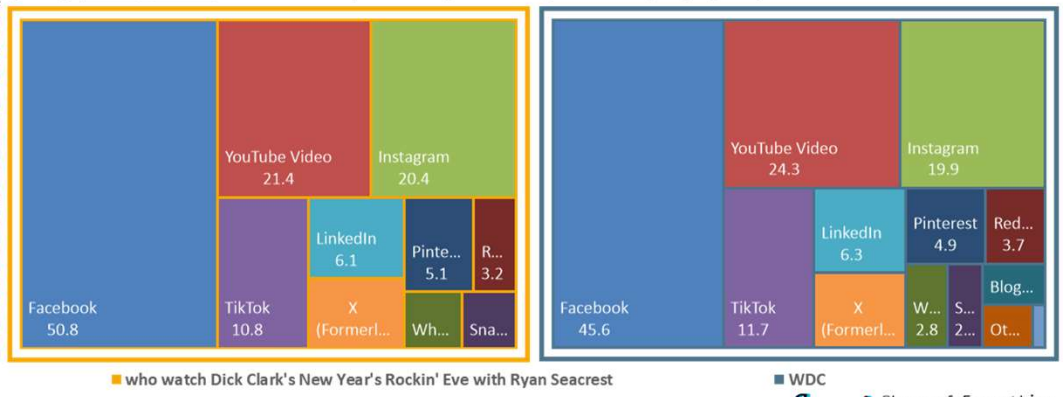
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

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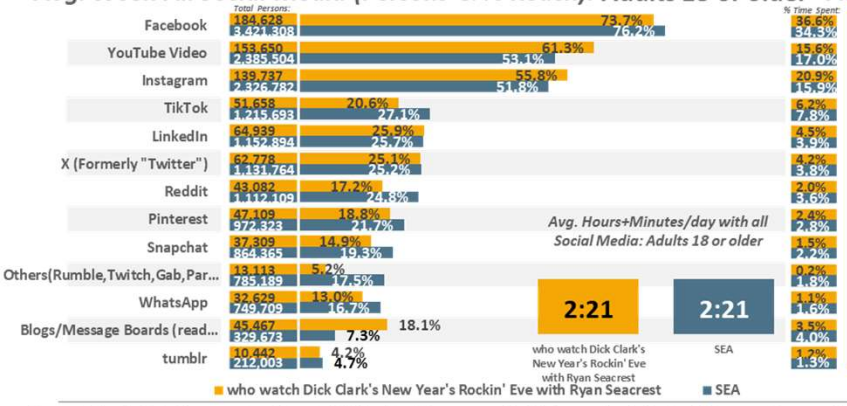
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

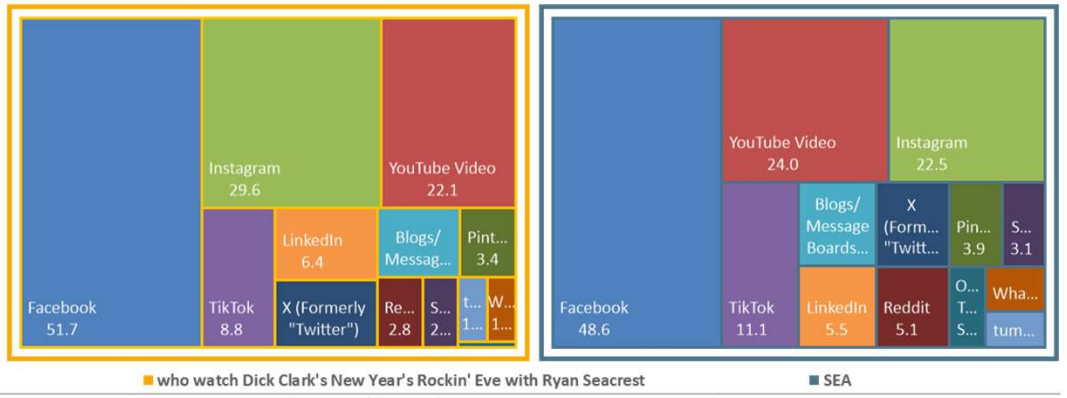


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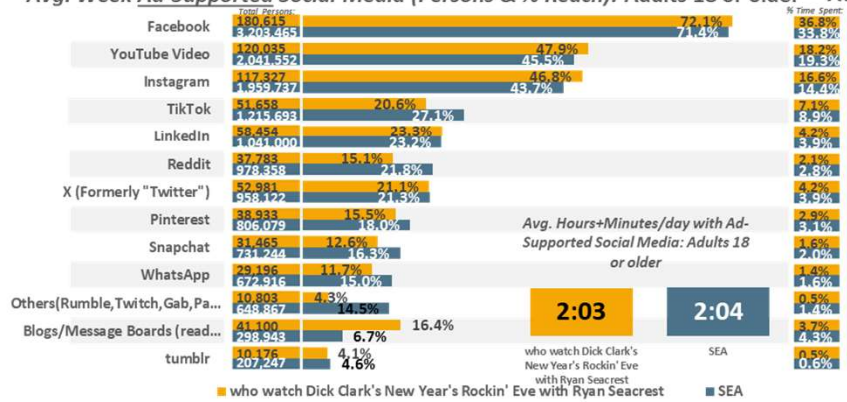
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



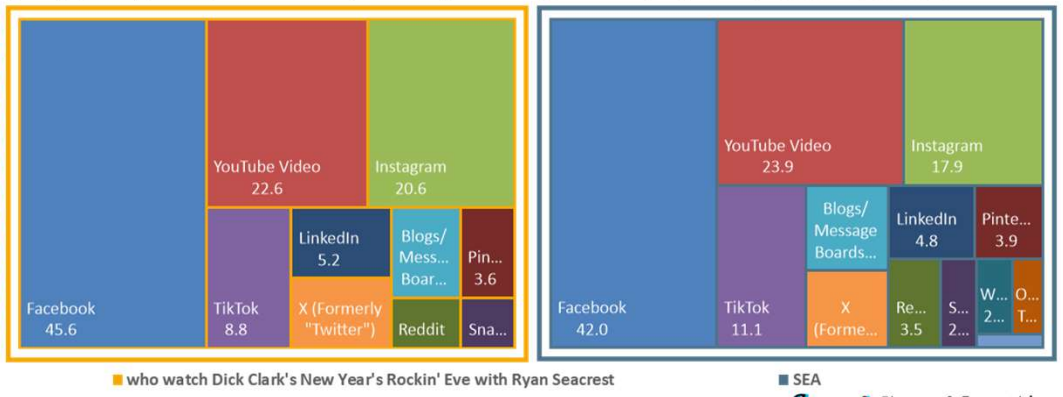
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

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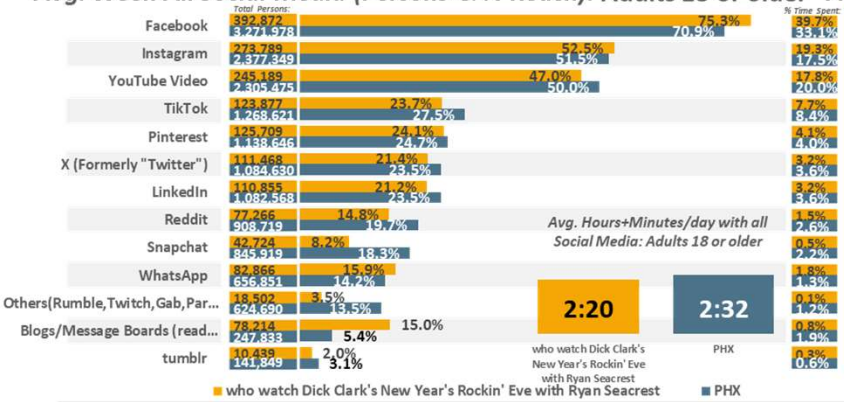
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

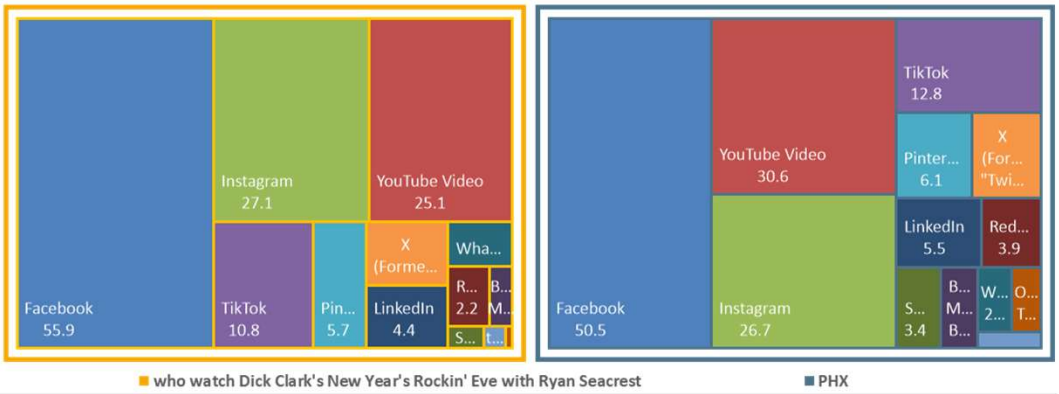


355,492 or 68.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest use Ad-Supported Facebook for an average of 46.6 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

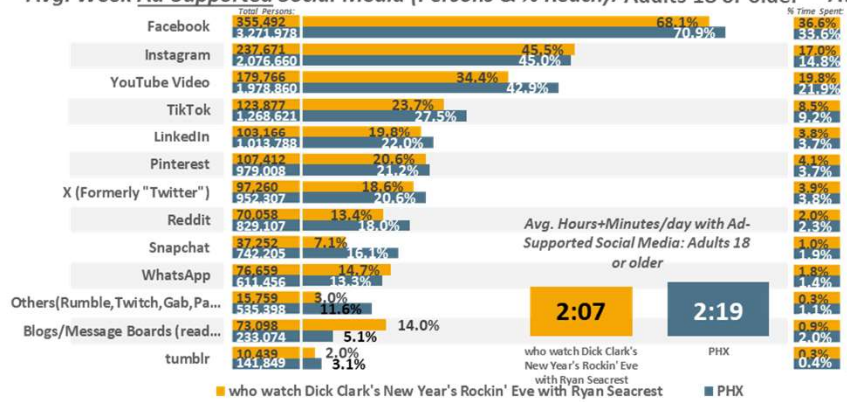
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



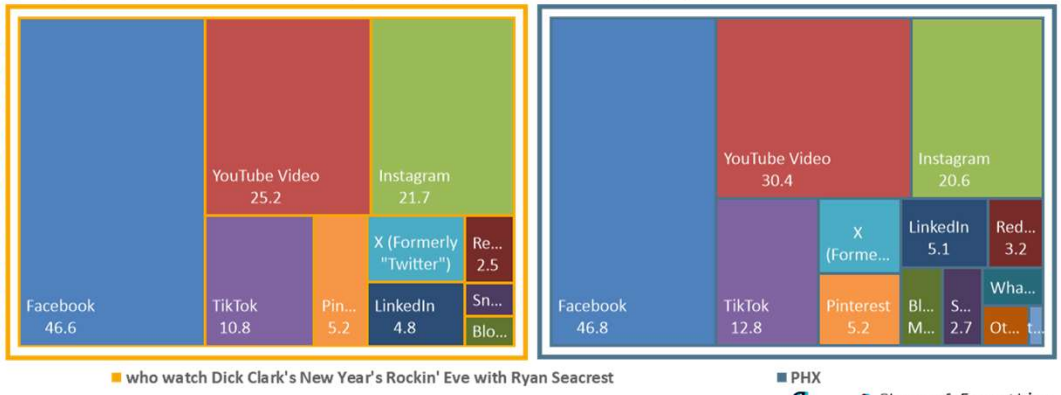
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

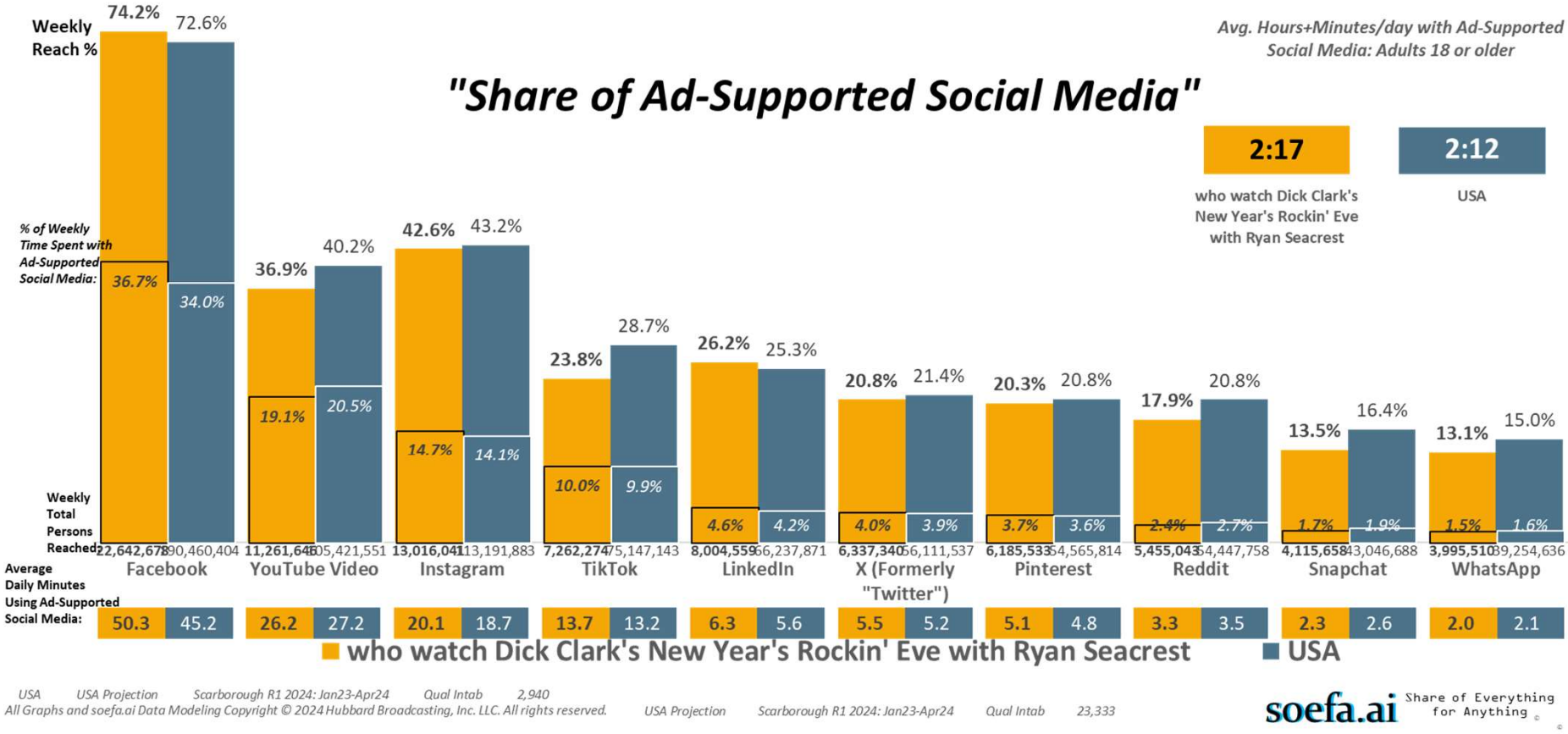
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



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USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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

"Share of Ad-Supported Social Media"

	who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest	CHI
	2:26	**2:16**

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	Pinterest	X (Formerly "Twitter")	Reddit	Snapchat	WhatsApp
Weekly Reach %	72.6% / 74.3%	31.1% / 36.8%	42.8% / 44.6%	24.7% / 31.7%	34.0% / 27.7%	24.0% / 21.5%	22.6% / 21.7%	19.9% / 21.3%	15.2% / 17.4%	12.1% / 17.2%
% of Weekly Time Spent with Ad-Supported Social Media:	37.4% / 35.0%	16.0% / 18.6%	15.4% / 14.6%	7.9% / 10.0%	6.2% / 4.6%	4.6% / 3.7%	4.5% / 4.0%	2.8% / 2.8%	2.0% / 2.1%	1.4% / 1.9%
Weekly Total Persons Reached:	742,786 / 5,615,513	318,503 / 2,781,778	437,955 / 3,372,687	252,299 / 2,395,099	348,219 / 2,092,601	245,539 / 1,627,389	231,634 / 1,639,014	203,151 / 1,612,428	155,278 / 1,318,617	123,376 / 1,296,408
Average Daily Minutes Using Ad-Supported Social Media:	55.0 / 47.8	23.4 / 25.4	22.5 / 20.0	11.6 / 13.7	9.1 / 6.3	6.7 / 5.1	6.6 / 5.4	4.1 / 3.8	2.9 / 2.8	2.1 / 2.5

who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest ■ CHI

CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



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

"Share of Ad-Supported Social Media"

	who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest	WDC
	2:09	2:11

	Facebook	YouTube Video	Instagram	TikTok	LinkedIn	X (Formerly "Twitter")	Pinterest	Reddit	WhatsApp	Snapchat
Weekly Reach %	73.4% / 72.6%	43.2% / 42.0%	42.4% / 45.7%	24.1% / 28.1%	25.0% / 28.5%	19.6% / 23.2%	20.0% / 21.2%	16.7% / 21.3%	16.1% / 19.7%	13.8% / 15.0%
% of Weekly Time Spent with Ad-Supported Social Media:	39.1% / 34.6%	16.5% / 18.4%	15.7% / 15.2%	8.3% / 8.9%	4.7% / 4.8%	4.1% / 4.3%	3.9% / 3.7%	2.4% / 2.8%	2.0% / 2.2%	1.9% / 1.8%
Weekly Total Persons Reached:	596,342 / 4,105,485	351,206 / 2,377,343	344,178 / 2,584,441	196,171 / 1,587,387	202,782 / 1,613,931	159,287 / 1,311,106	162,612 / 1,200,456	135,704 / 1,207,037	130,762 / 1,116,011	112,418 / 849,043
Average Daily Minutes Using Ad-Supported Social Media:	50.8 / 45.6	21.4 / 24.3	20.4 / 19.9	10.8 / 11.7	6.1 / 6.3	5.3 / 5.6	5.1 / 4.9	3.2 / 3.7	2.6 / 2.8	2.4 / 2.4

■ who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest ■ WDC

WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

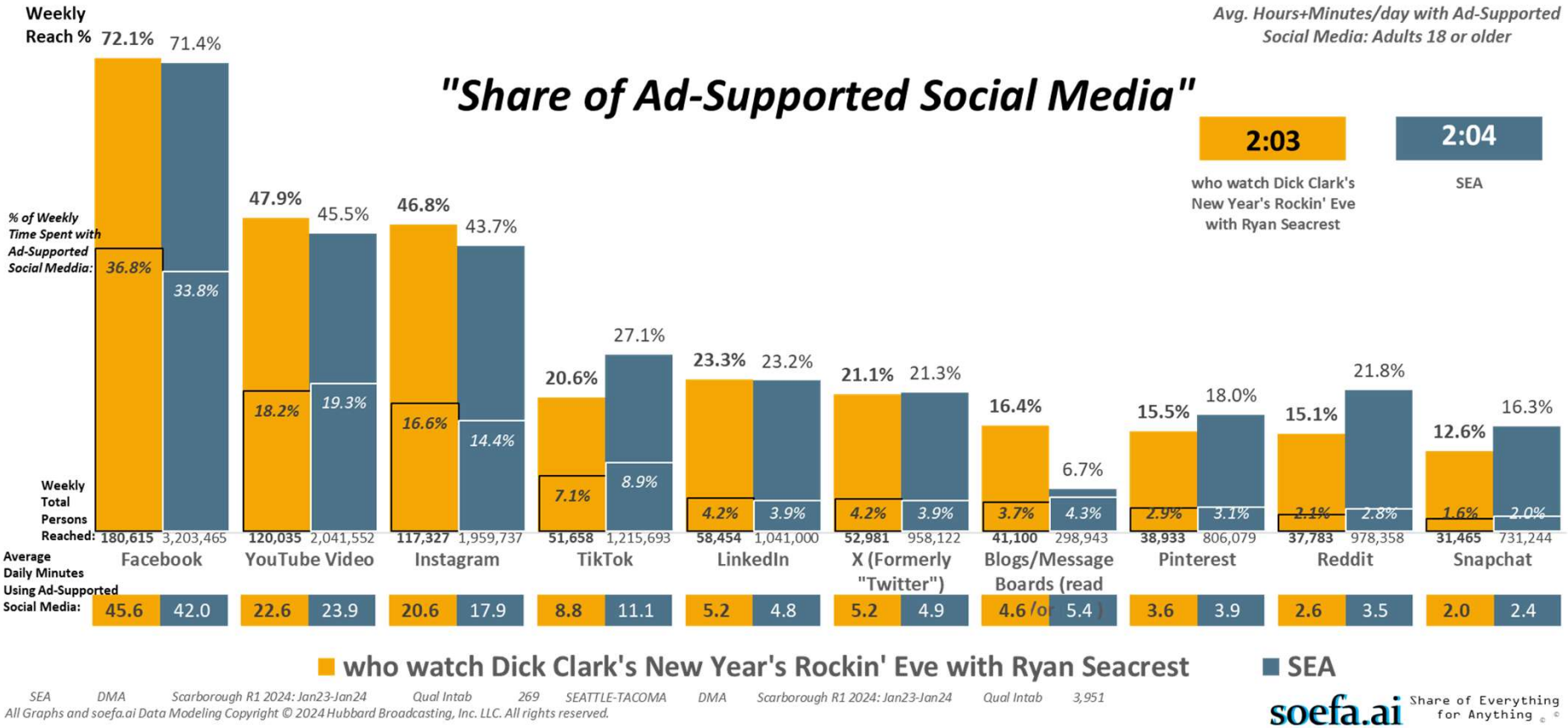
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



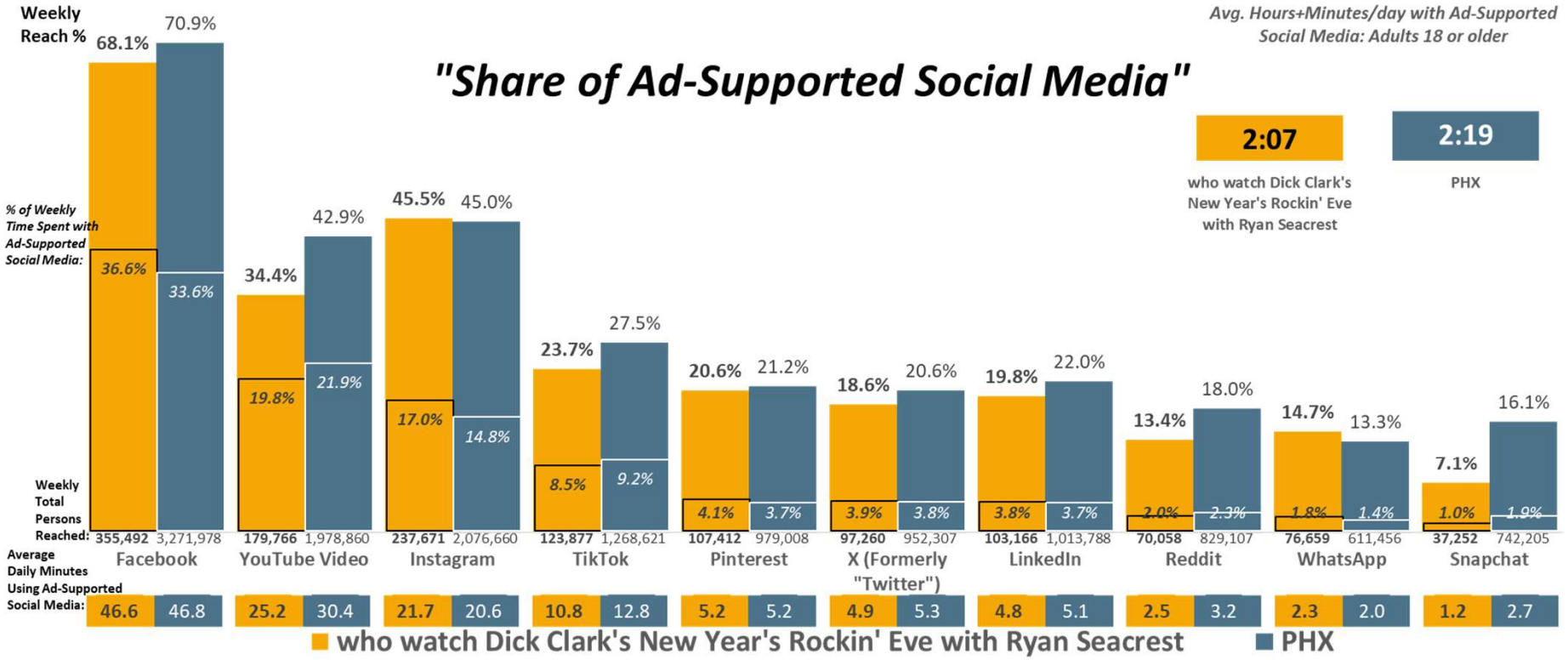
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

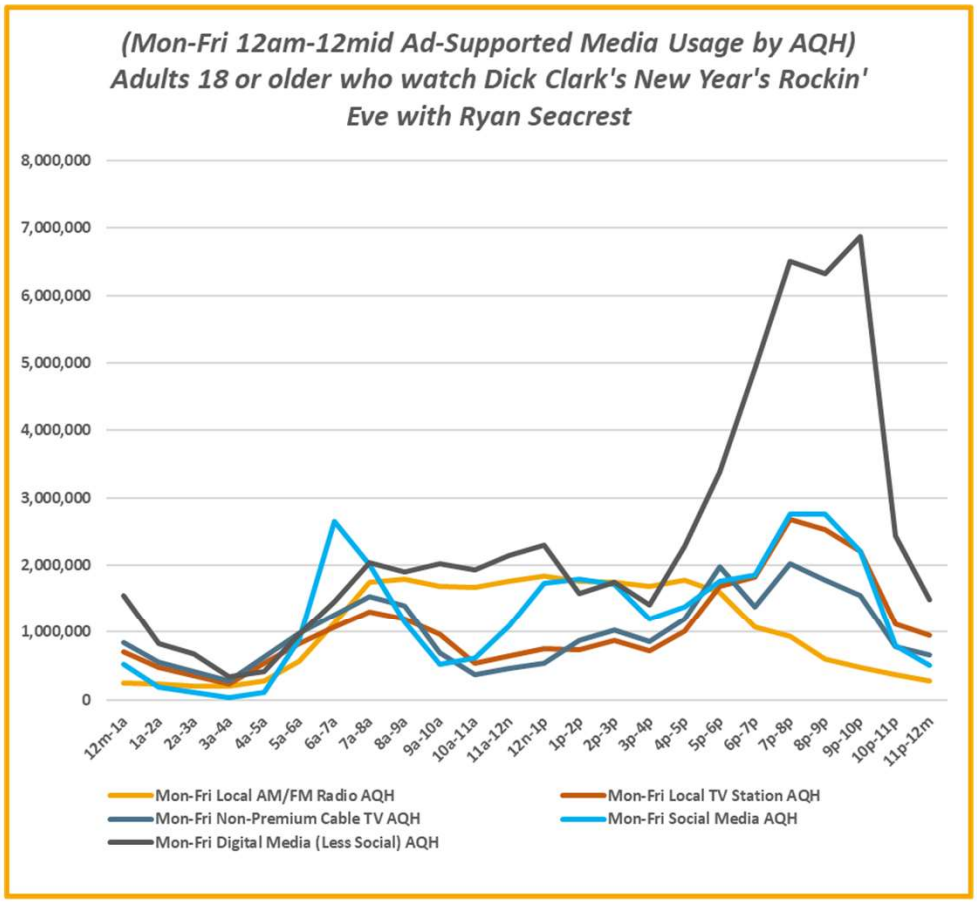
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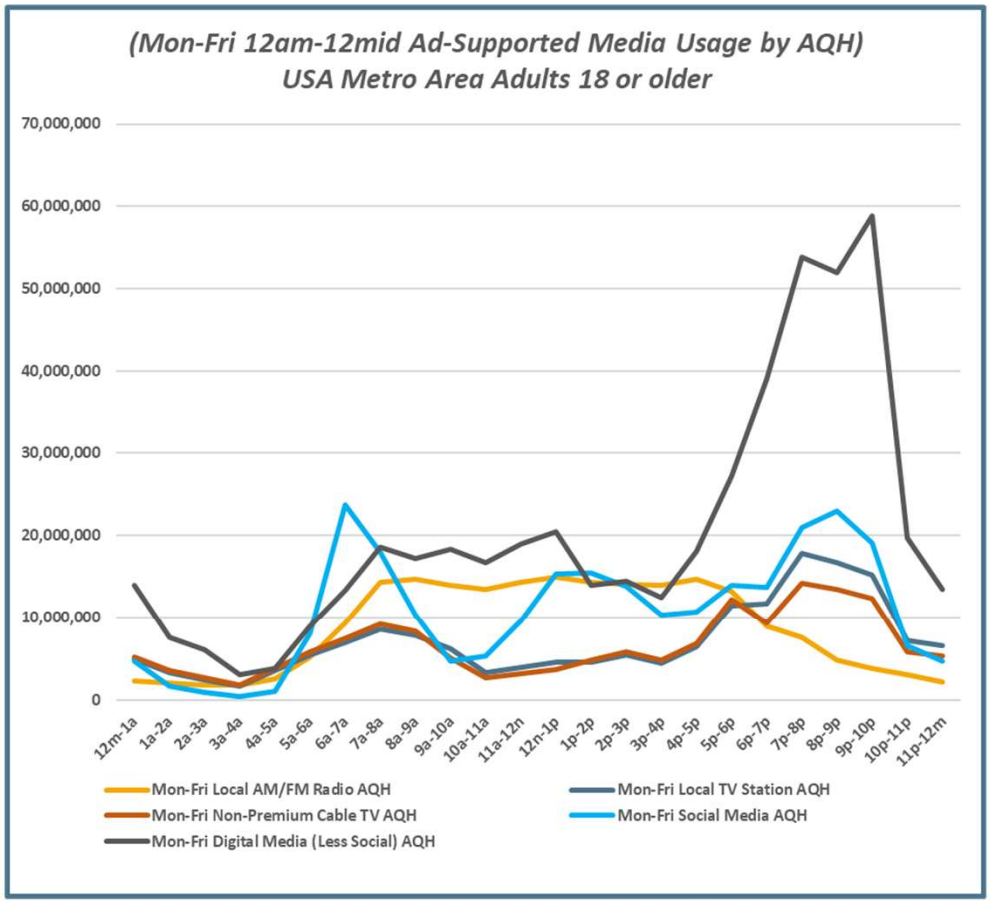
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,238,266; Local Radio: 1,637,083; Social Media: 1,497,406; Non-Prem. Cable: 1,043,212; Local TV: 1,025,822 reaching Adults 18 or older who watch Dick Clark's New Year's





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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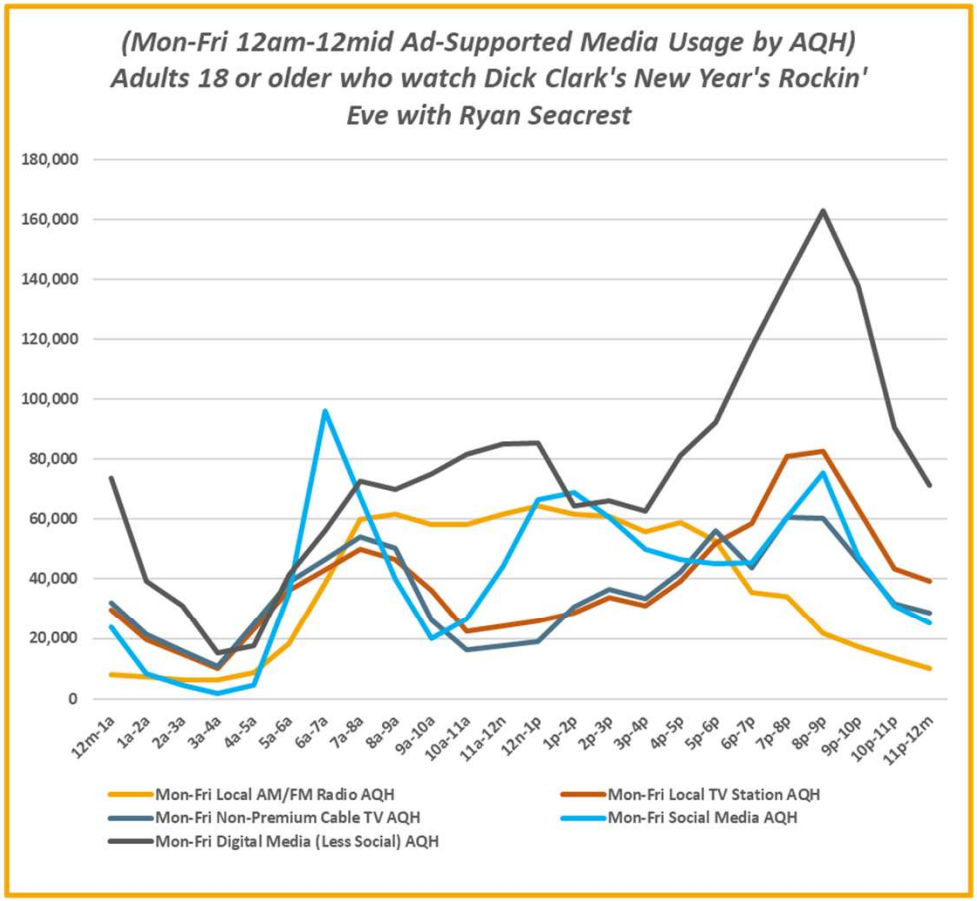
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

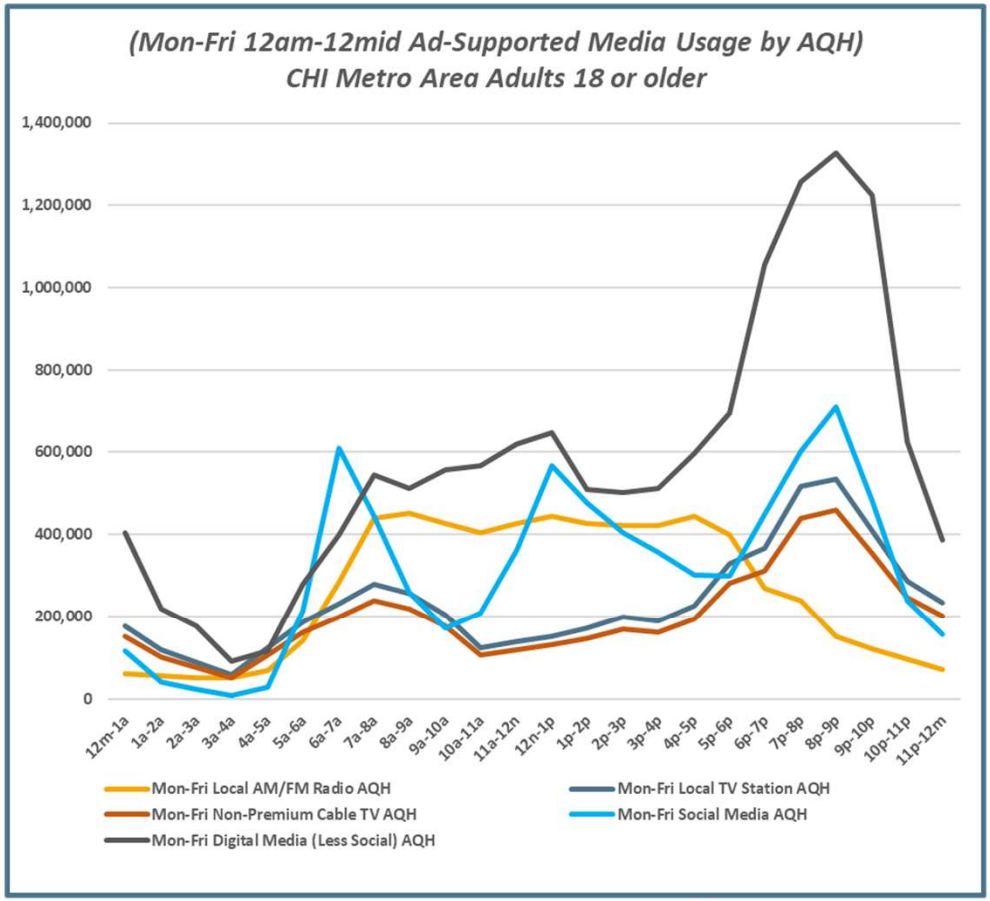
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 77,693; Local Radio: 56,032; Social Media: 52,103; Local TV: 37,860; Non-Prem. Cable: 36,430 reaching Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve wit





CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

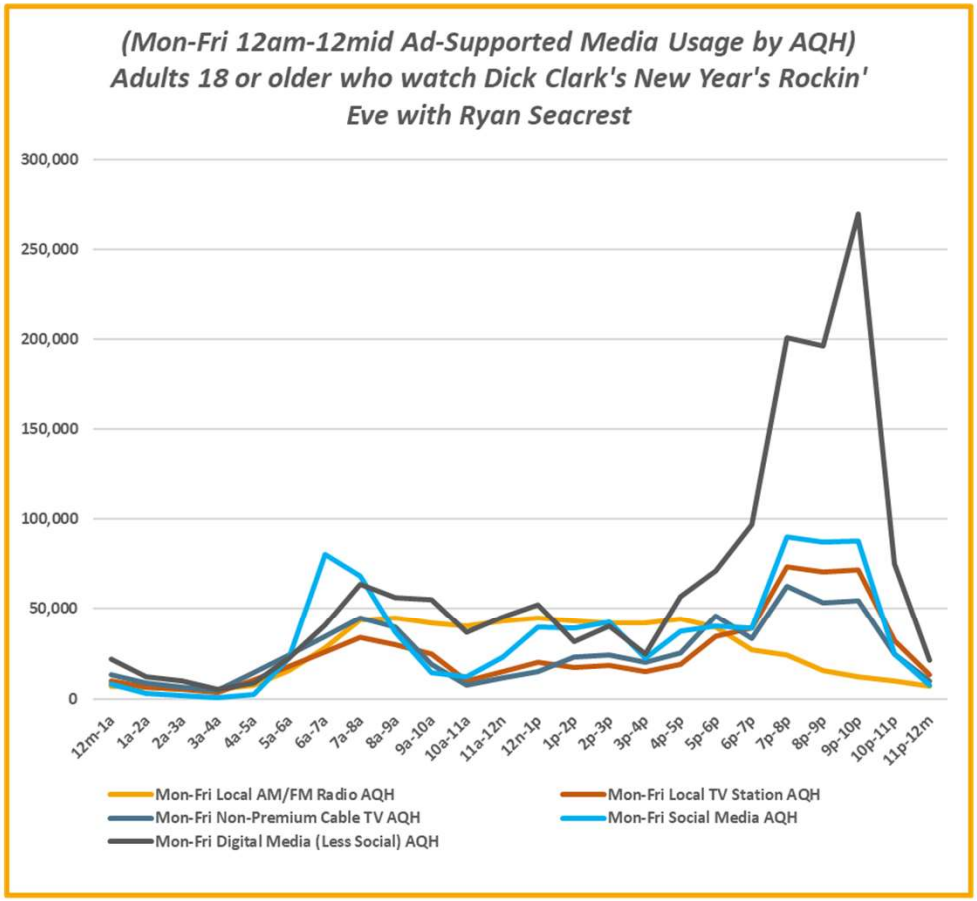
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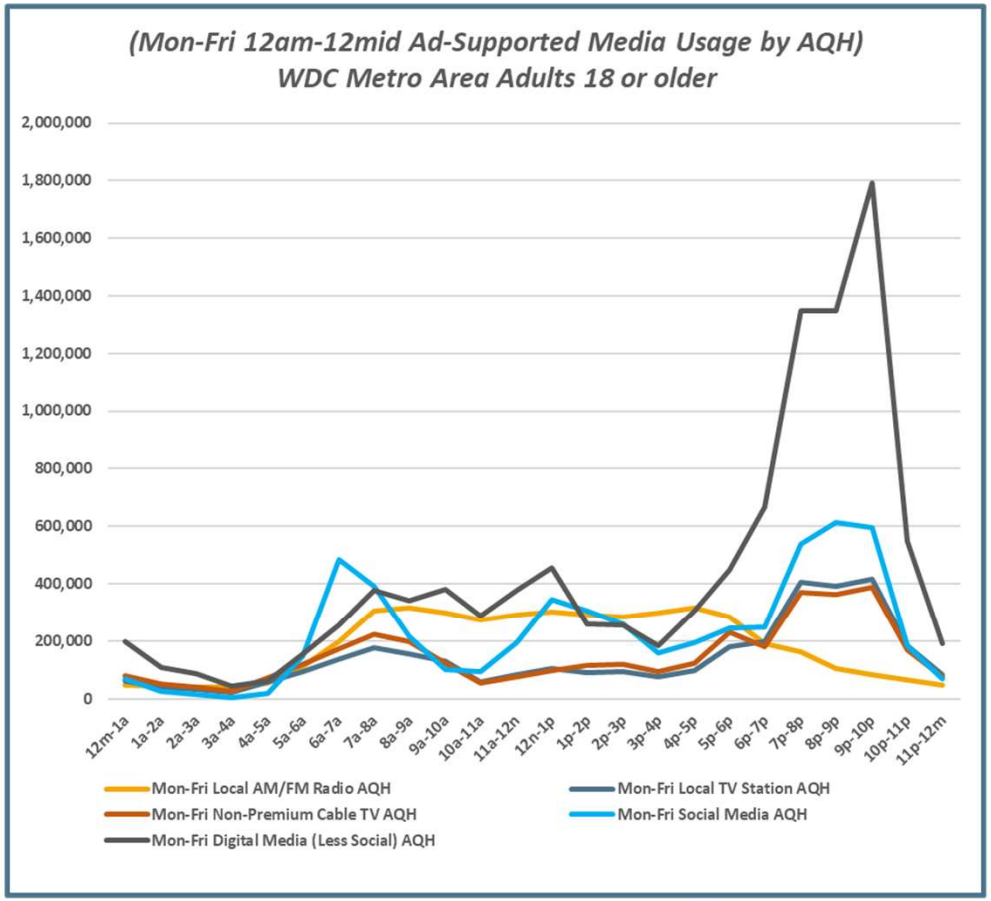
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,757; Local Radio: 40,367; Social Media: 38,088; Non-Prem. Cable: 26,404; Local TV: 23,187 reaching Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve wit





WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

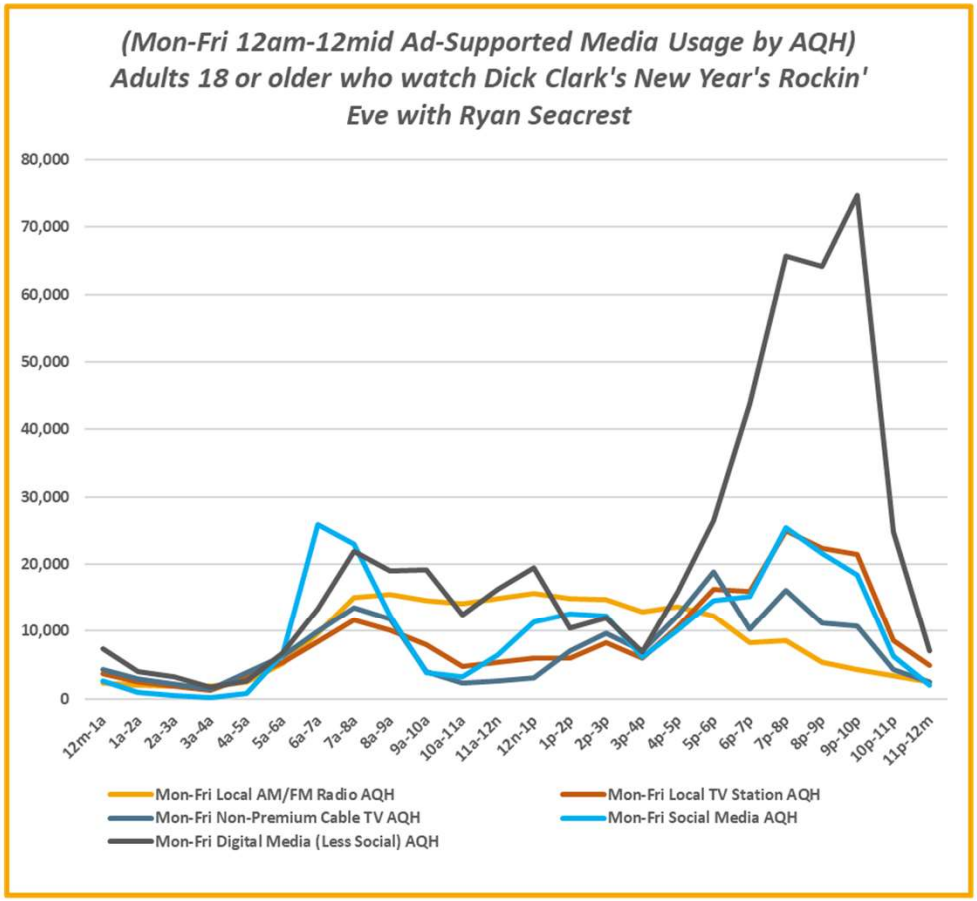
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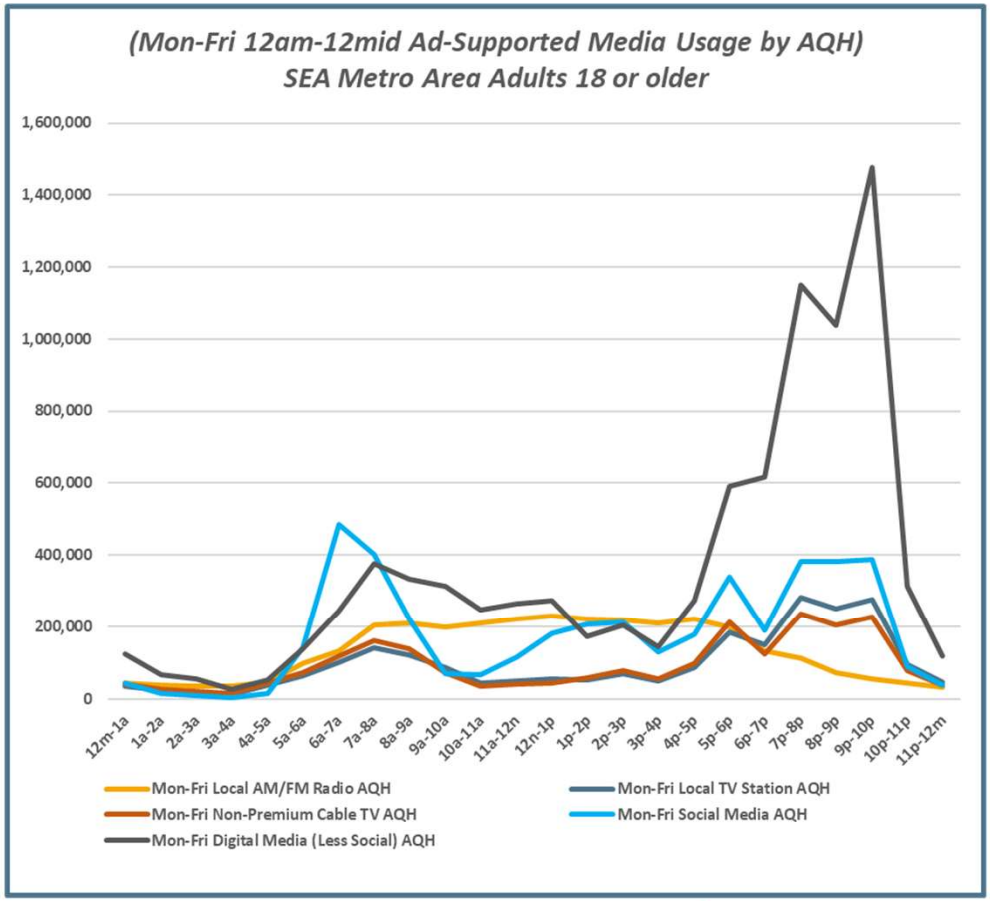
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,219; Local Radio: 13,532; Social Media: 12,056; Local TV: 9,012; Non-Prem. Cable: 8,644 reaching Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with





SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

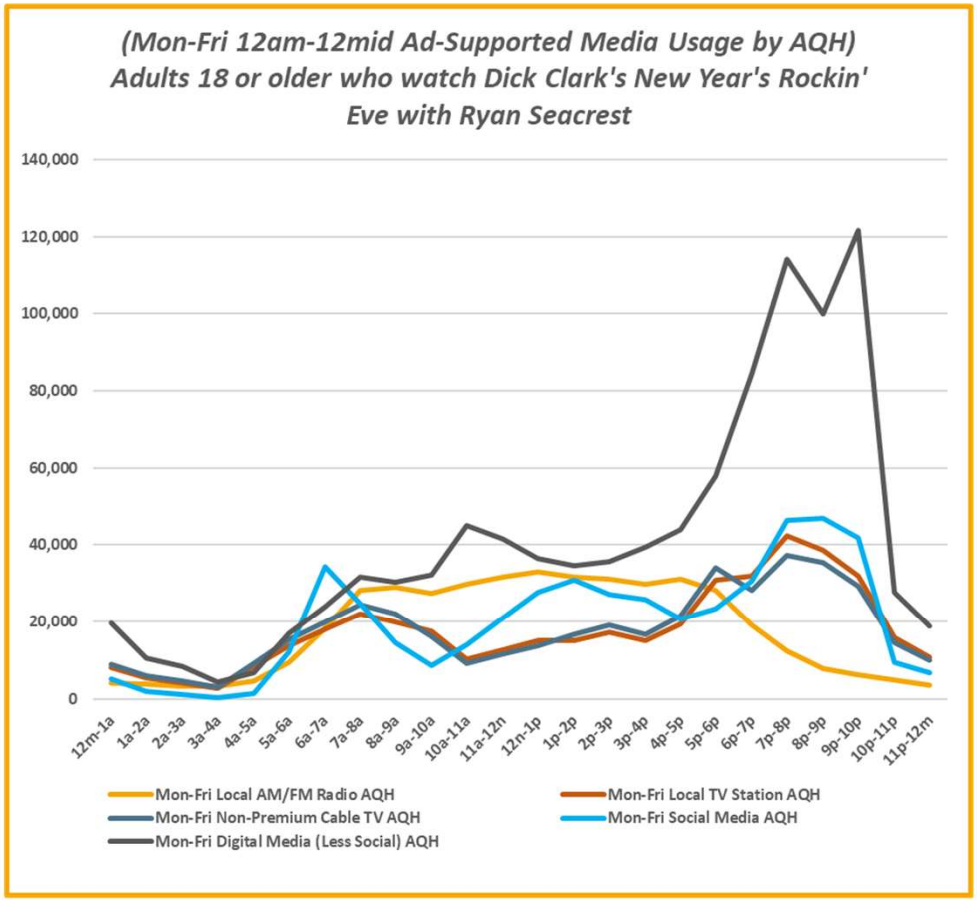
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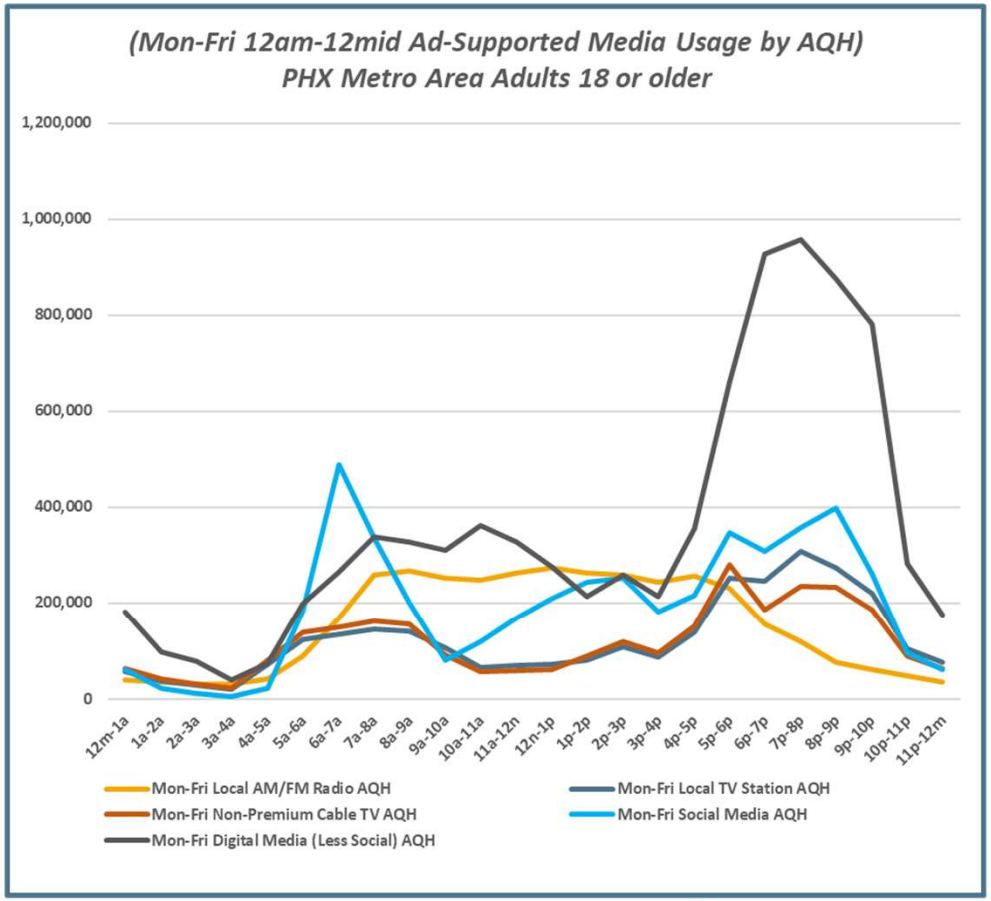
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 41,332; Local Radio: 28,232; Social Media: 23,298; Non-Prem. Cable: 19,423; Local TV: 18,785 reaching Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve wit





PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

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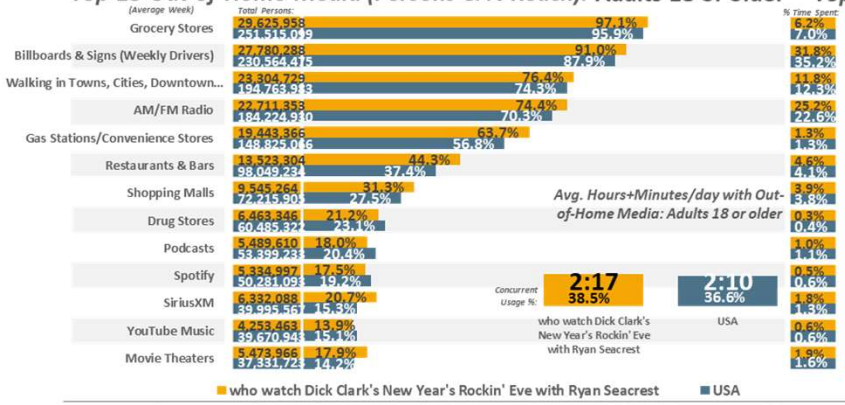
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

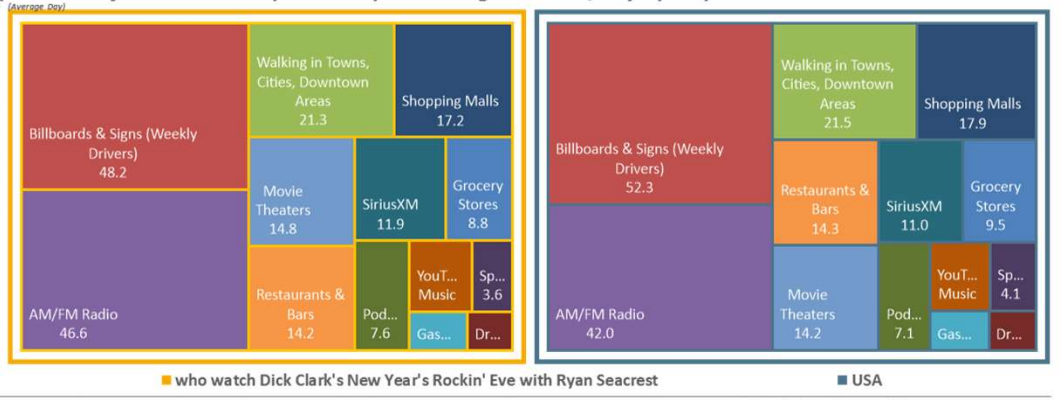


27,780,288 or 91.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 43.

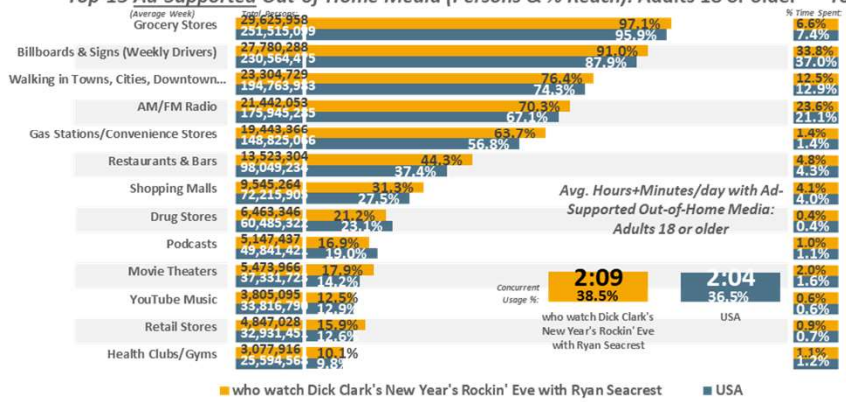
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



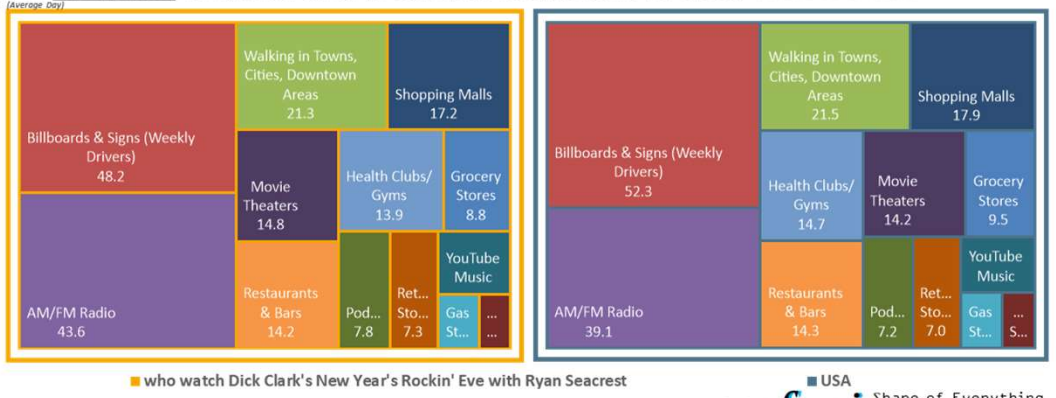
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

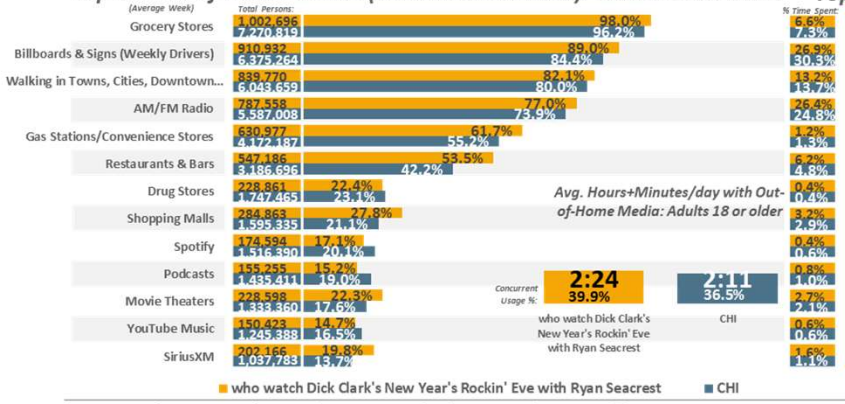
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

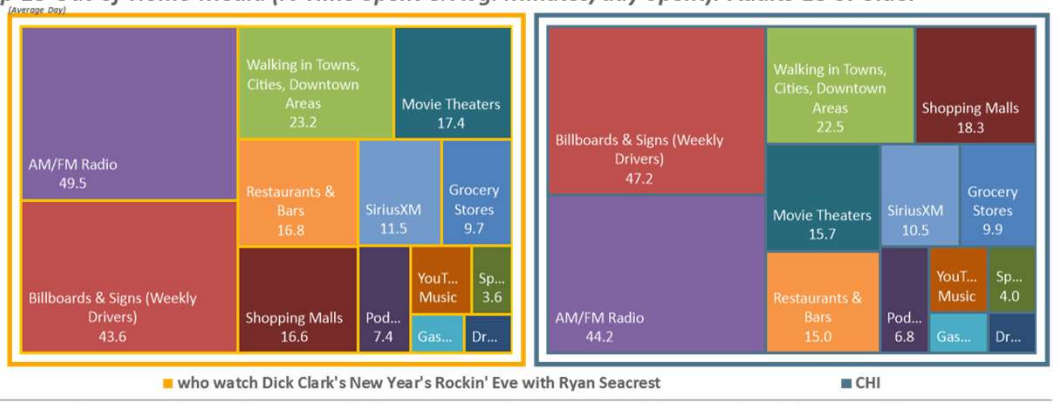


910,932 or 89.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 43.6 minutes per day driving, seeing Billboards and Signs. 71.8% Listen to Local Radio Stations Out-of-Home for an average of 46.1 m

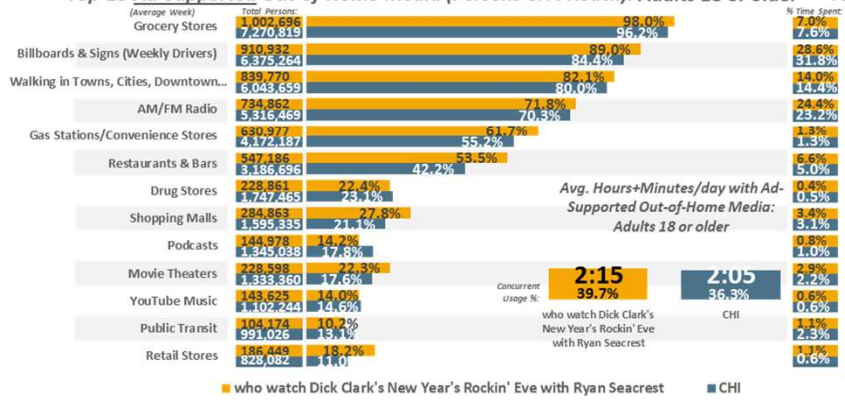
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



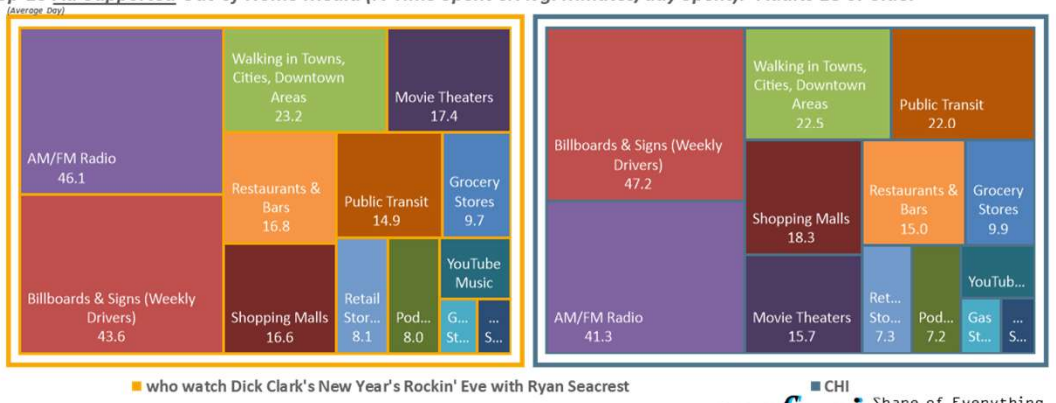
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

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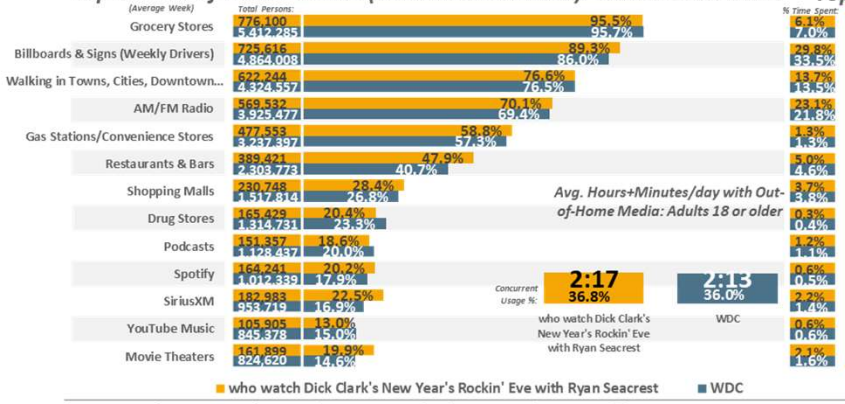
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

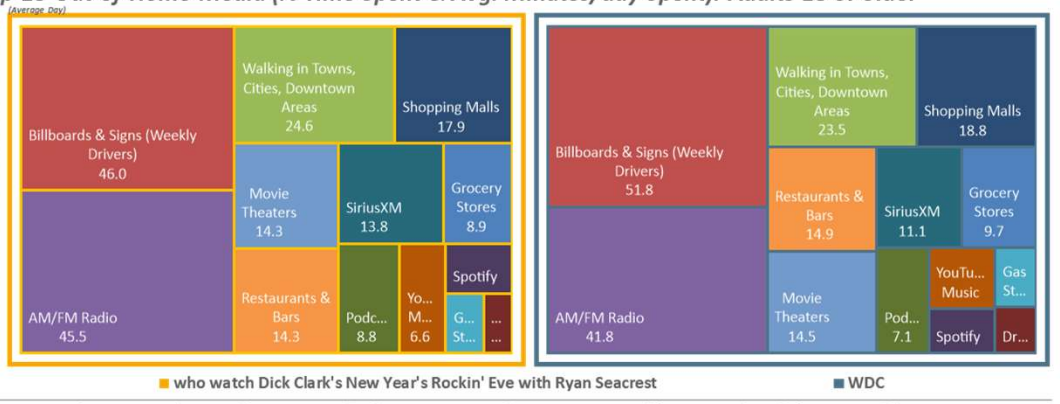


725,616 or 89.3% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 46. minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 42.3 m

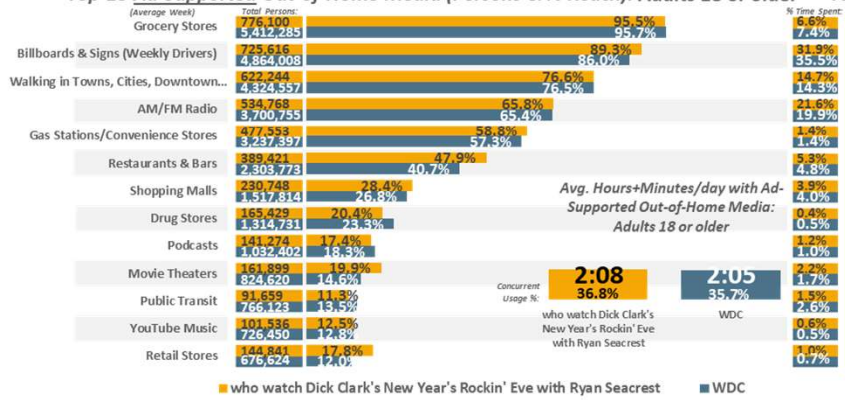
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



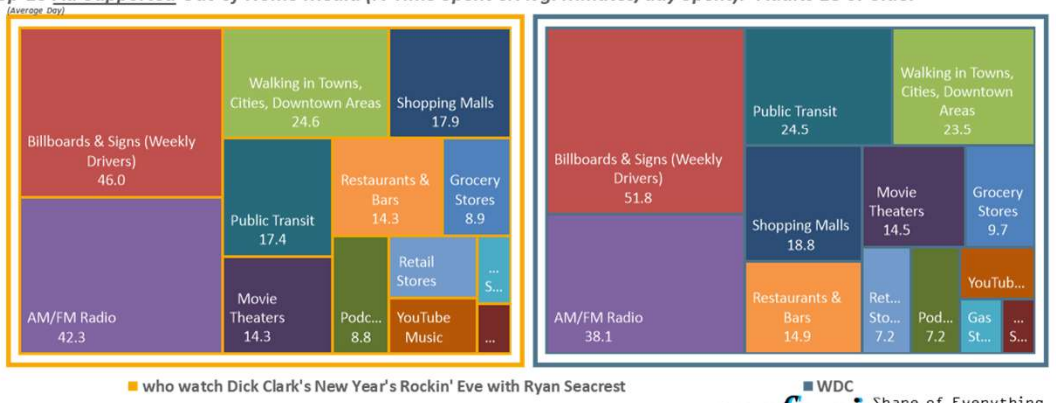
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

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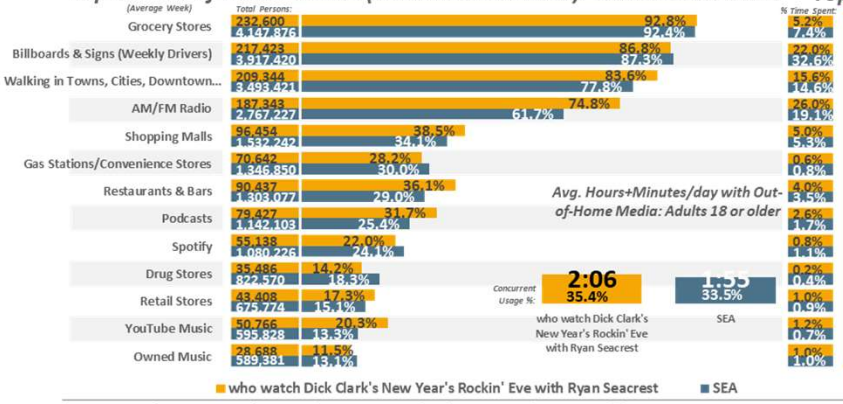
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

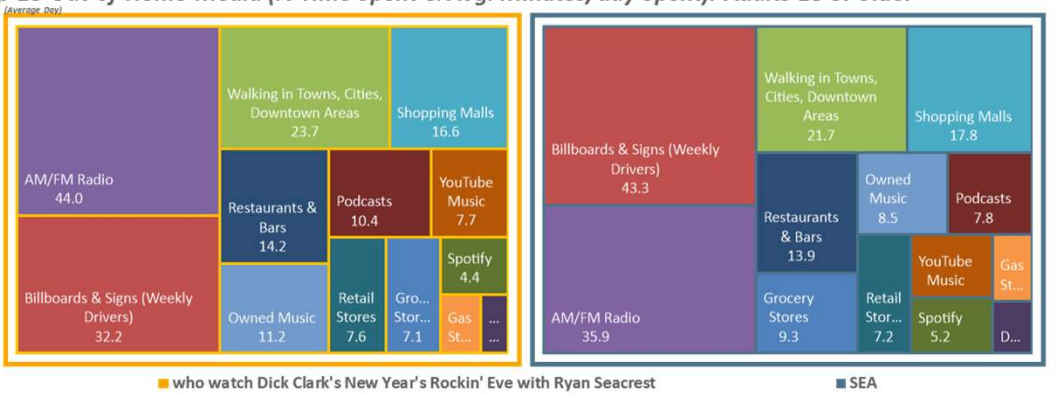


217,423 or 86.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 32.2 minutes per day driving, seeing Billboards and Signs. 72.% Listen to Local Radio Stations Out-of-Home for an average of 39.7 m

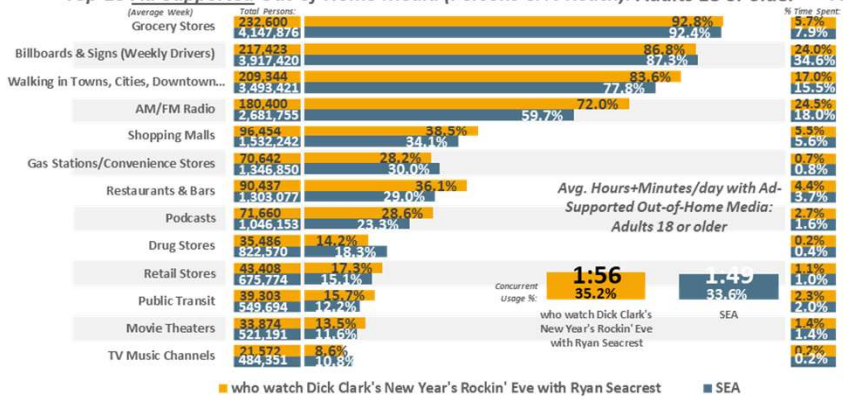
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



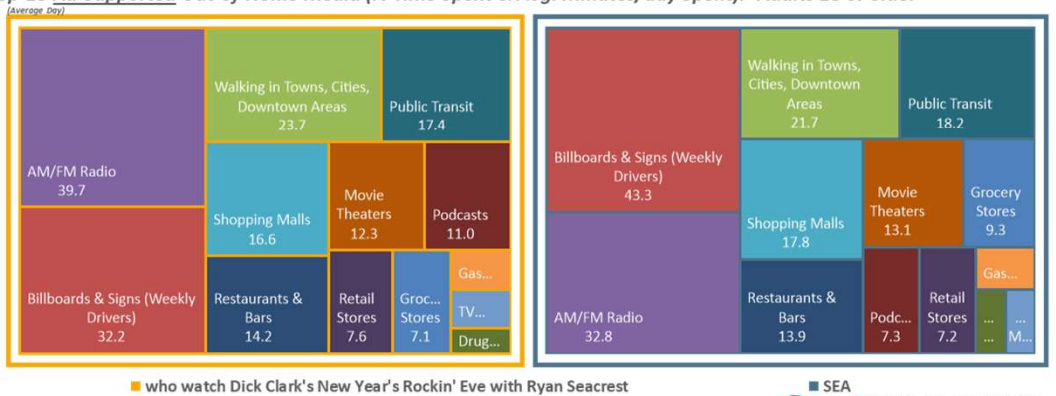
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

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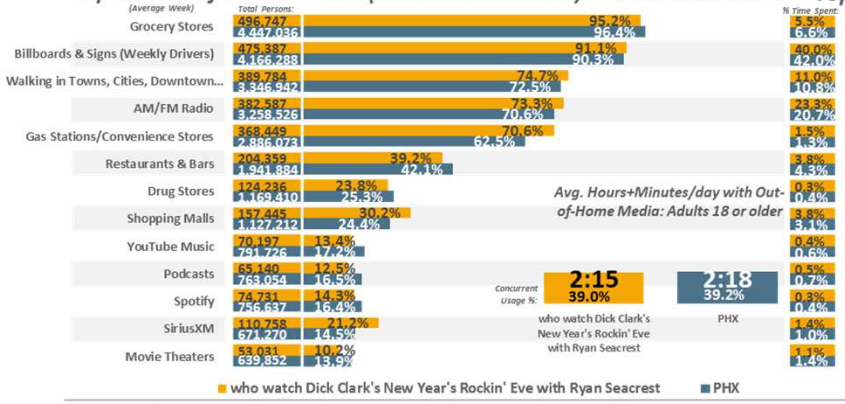
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

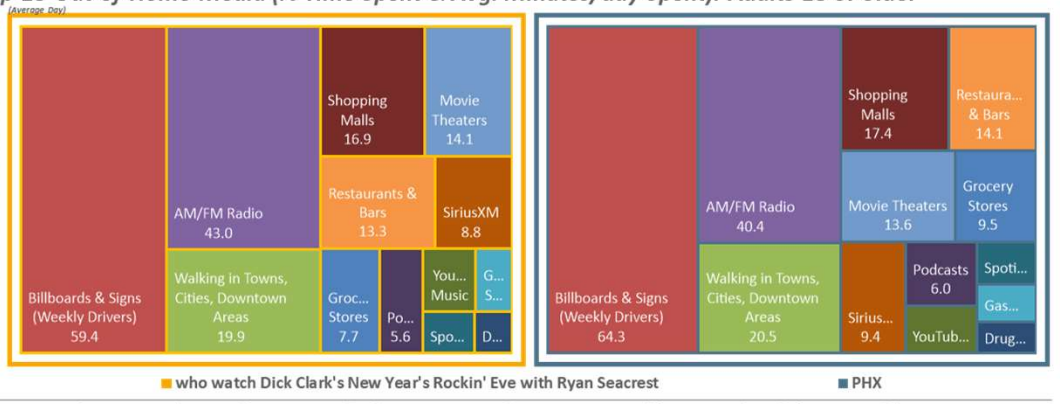


475,387 or 91.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 59.4 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 40.2 m

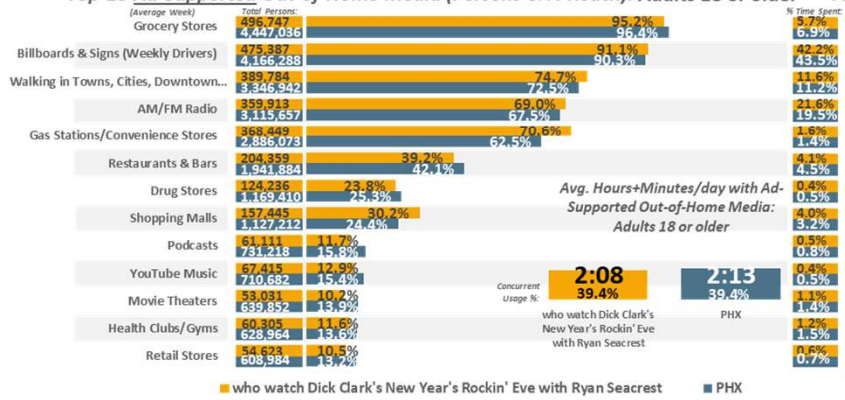
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



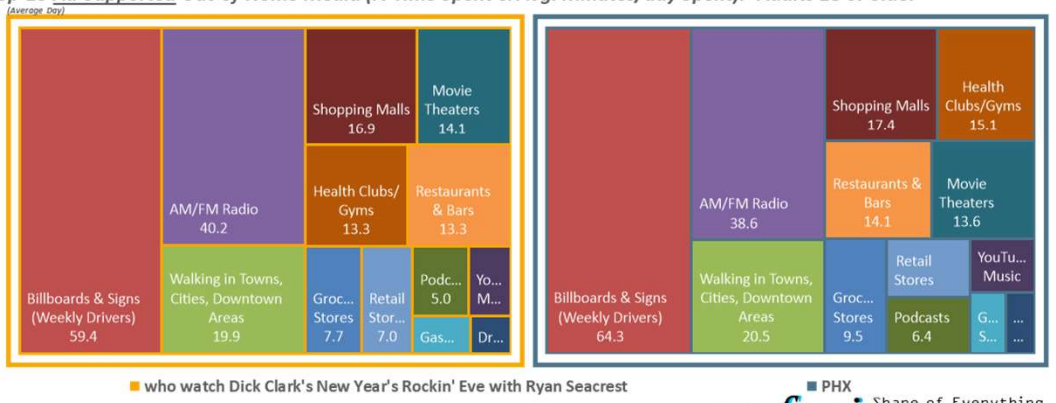
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

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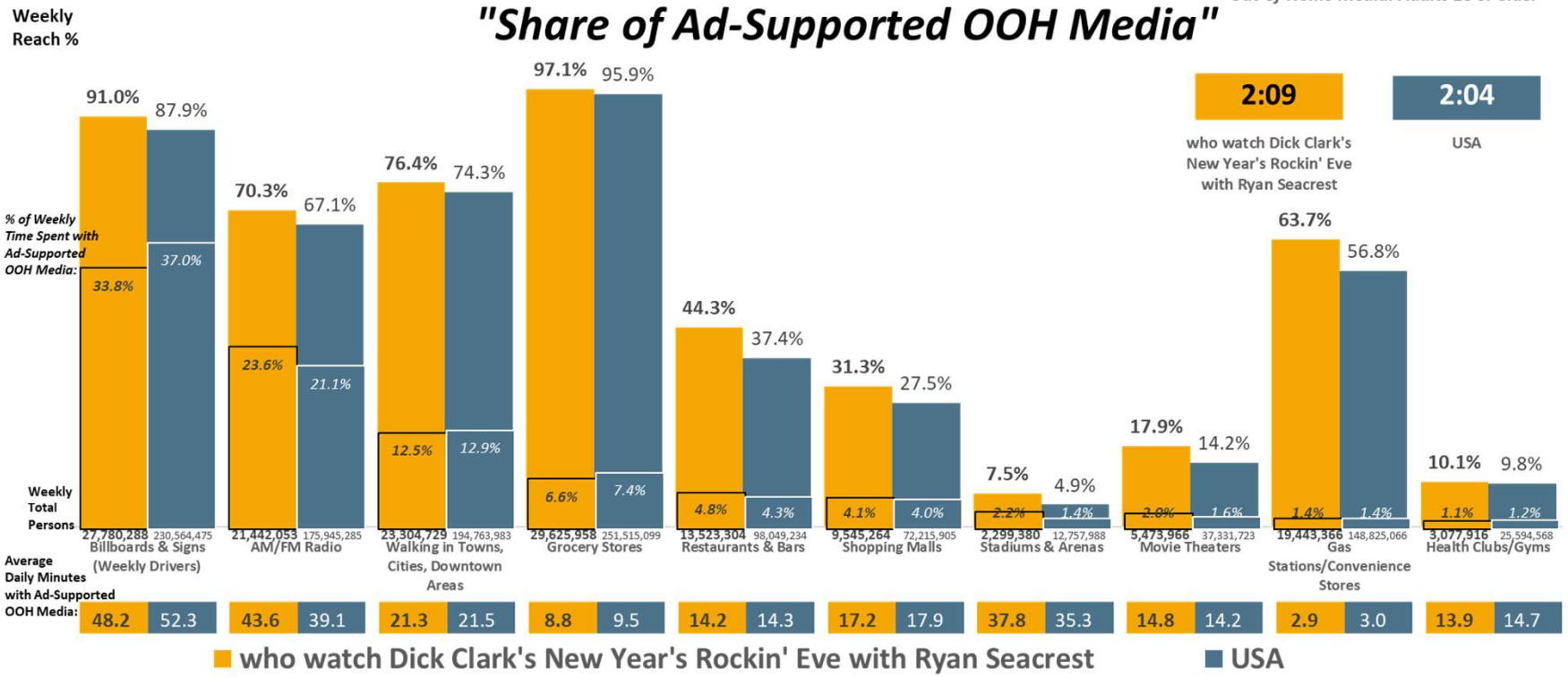
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



27,780,288 or 91.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 48.2 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Medi

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 2,940

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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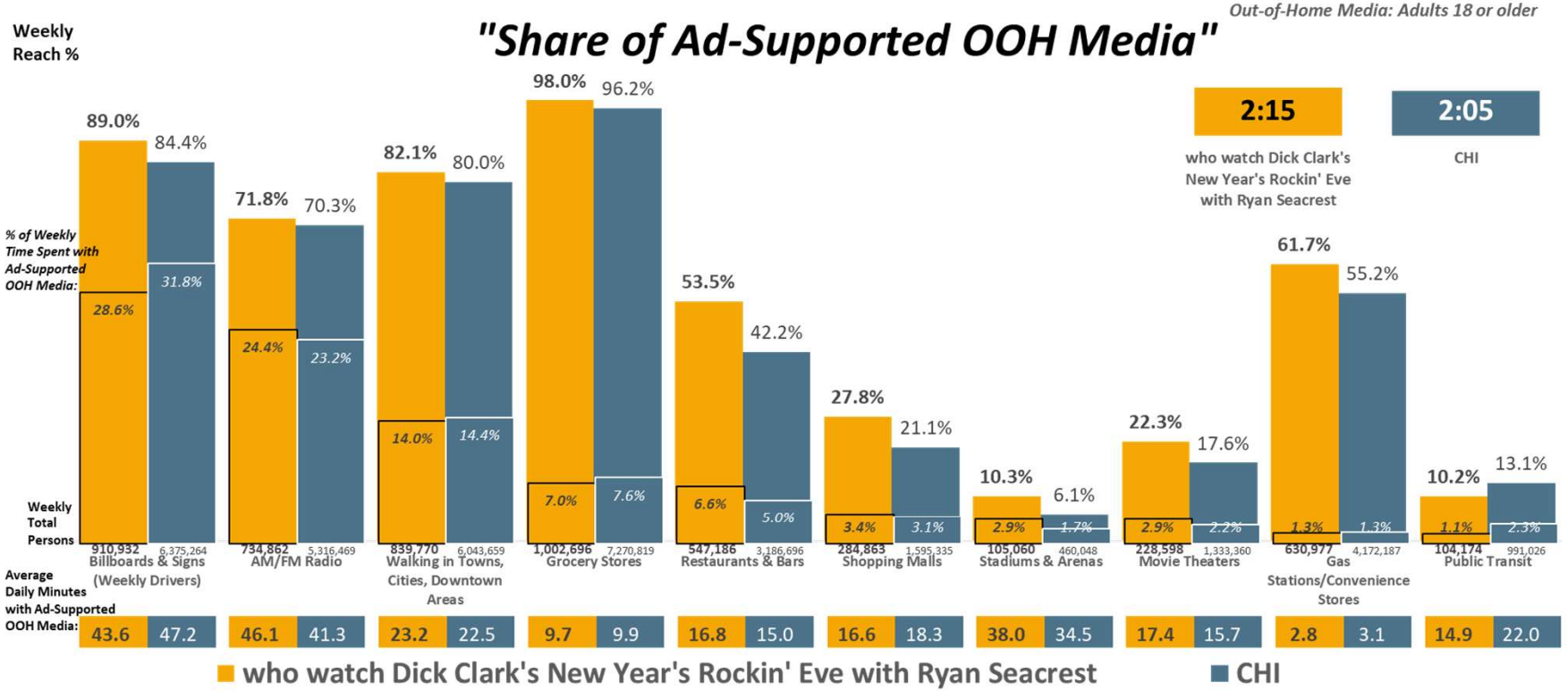
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



910,932 or 89.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 43.6 minutes per day driving, seeing Billboards and Signs representing 28.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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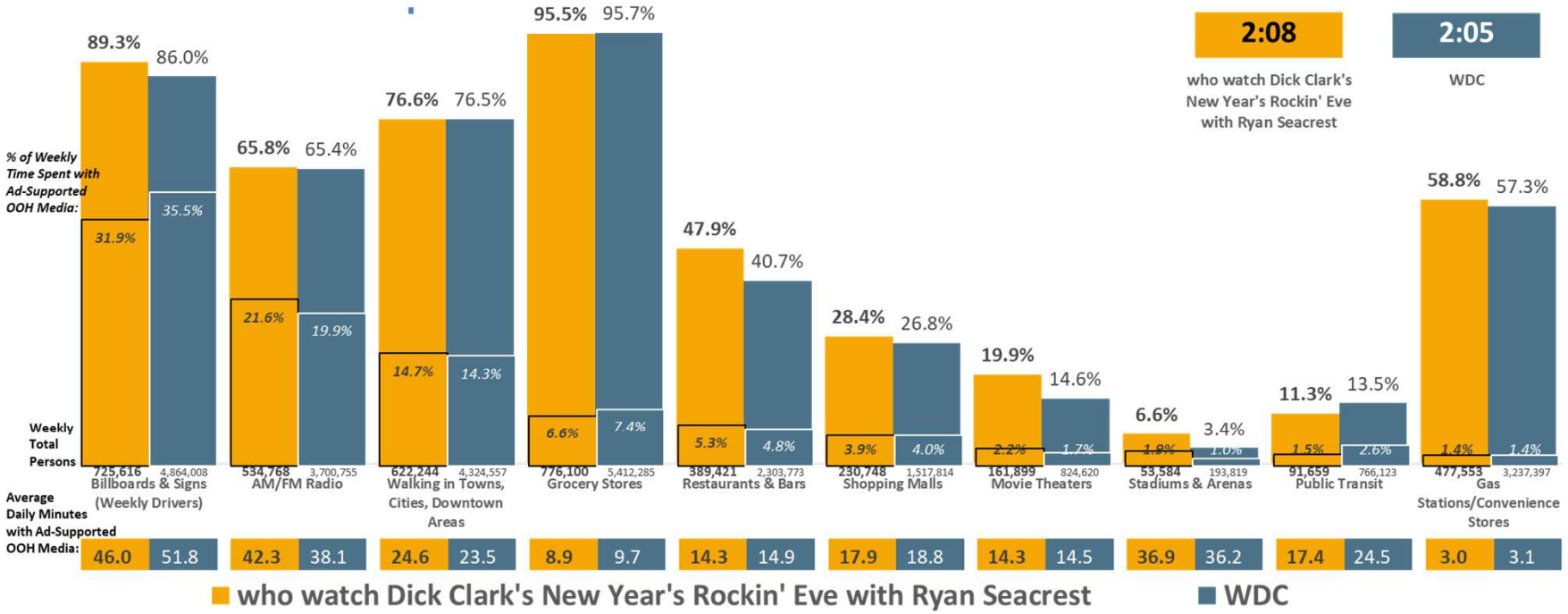
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



725,616 or 89.3% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 46. minutes per day driving, seeing Billboards and Signs representing 31.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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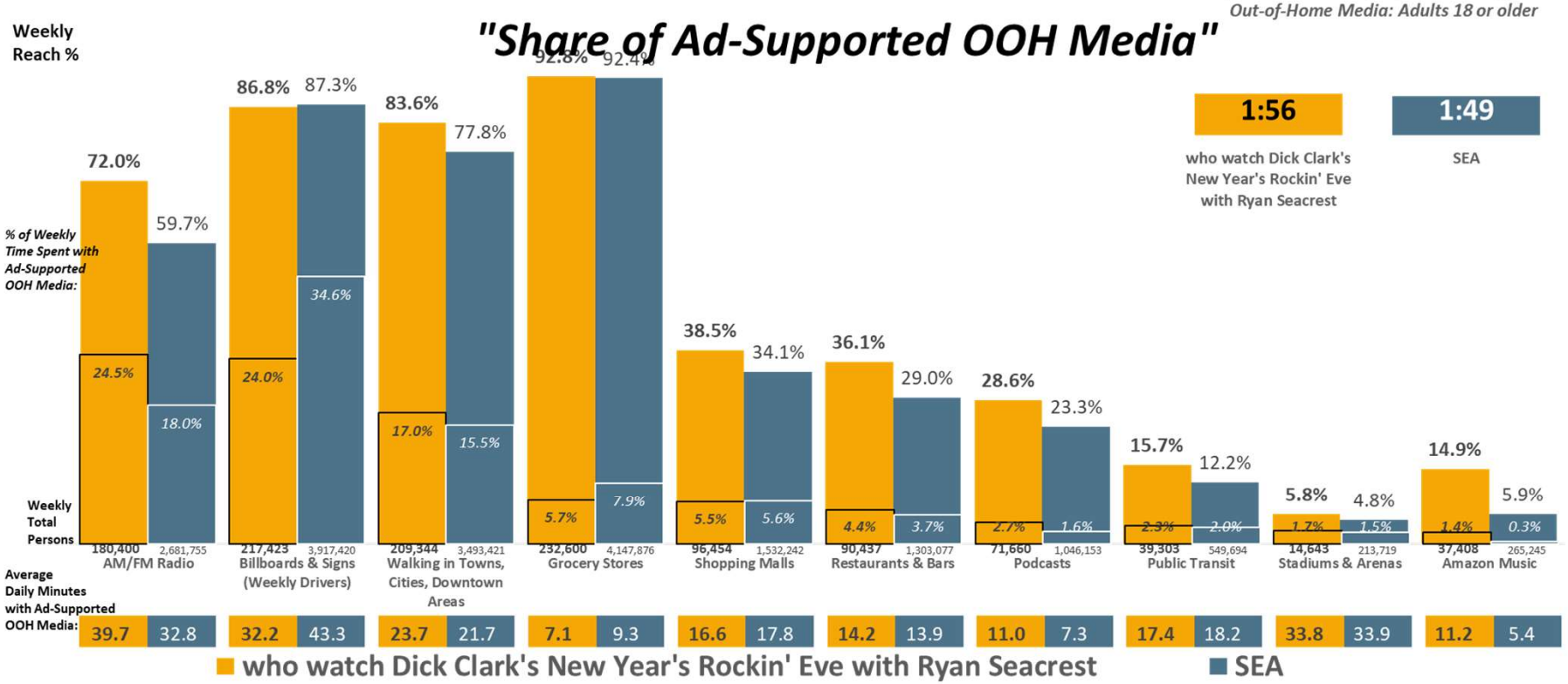
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



217,423 or 86.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 32.2 minutes per day driving, seeing Billboards and Signs representing 24.% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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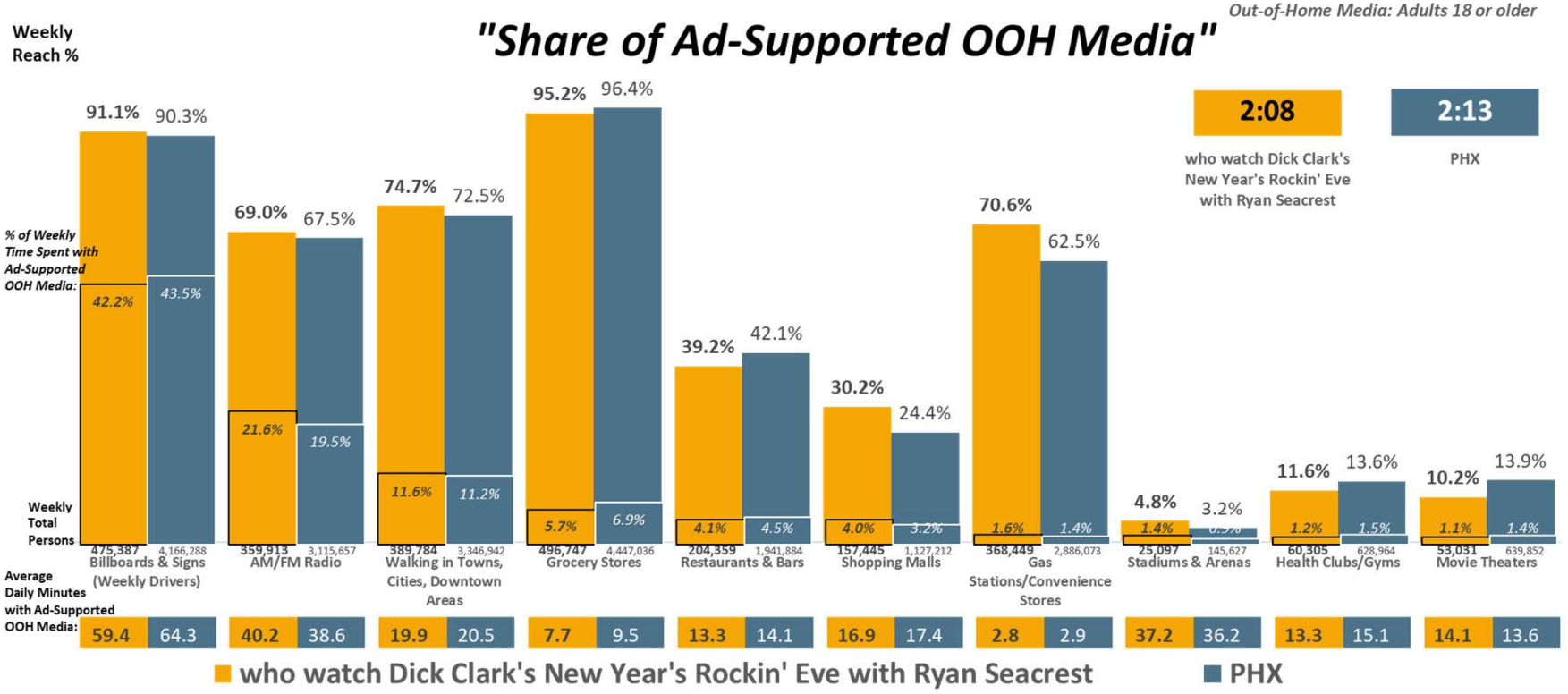
Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



475,387 or 91.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 59.4 minutes per day driving, seeing Billboards and Signs representing 42.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318 PHOENIX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,265

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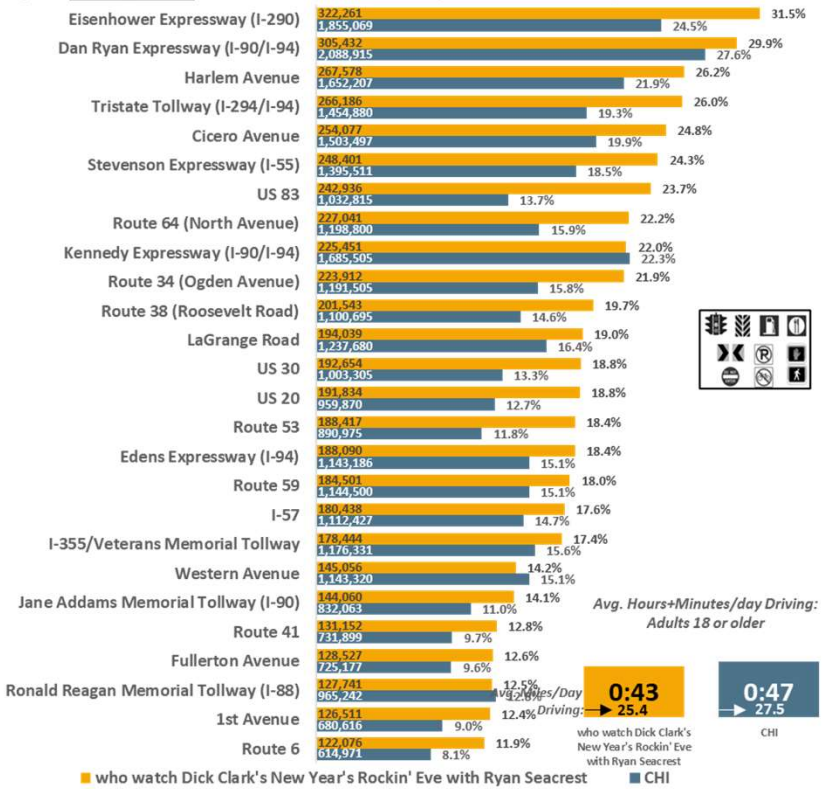
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



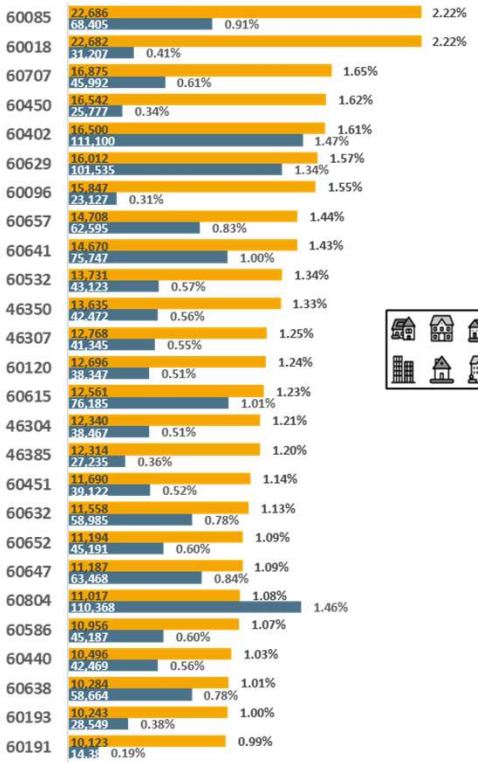
910,932 or 89.% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 43.6 minutes per day driving an average of 25.4 miles each day and are 73.8% more likely to use US 83 than the Metro average.

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

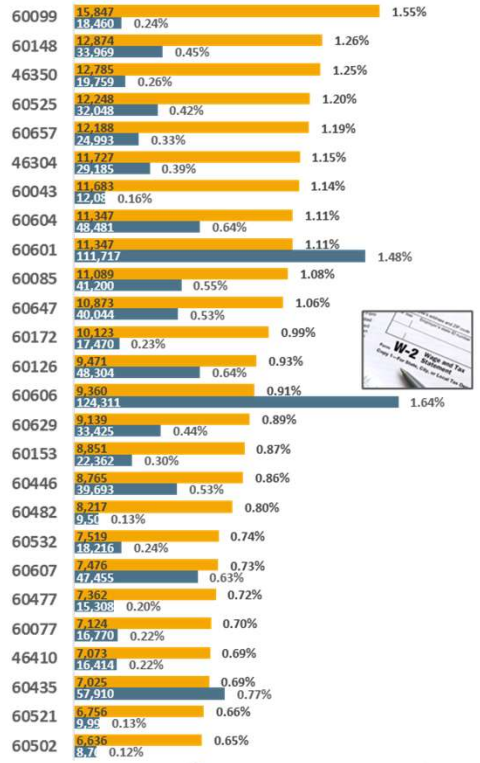


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CHI DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 514

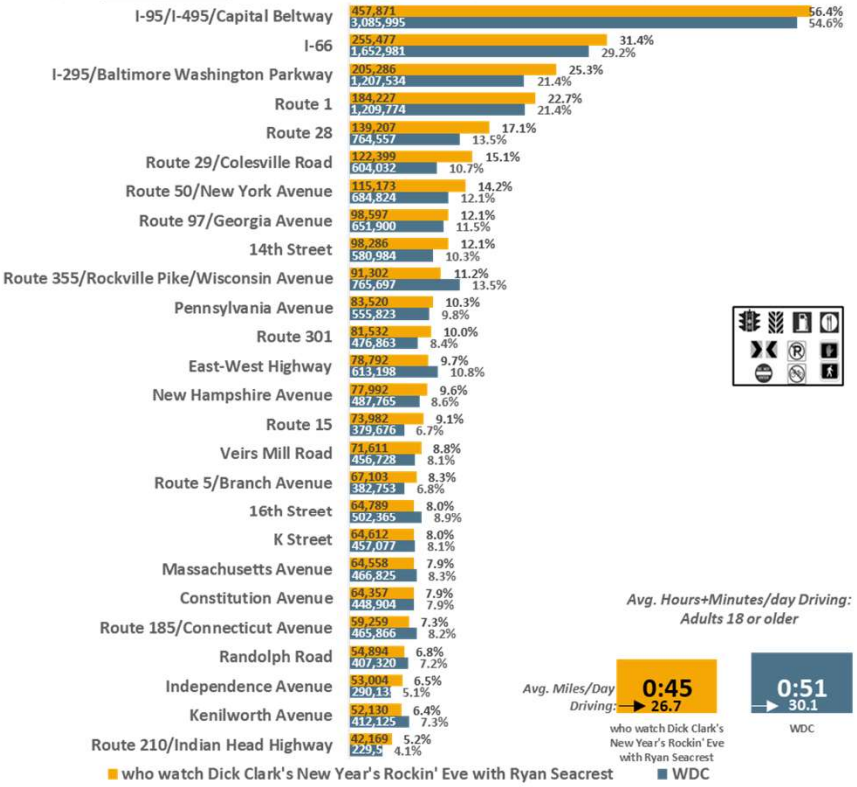
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



725,616 or 89.3% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 46. minutes per day driving an average of 26.7 miles each day and are 41.% more likely to use Route 29/Colesville Road than the Met

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



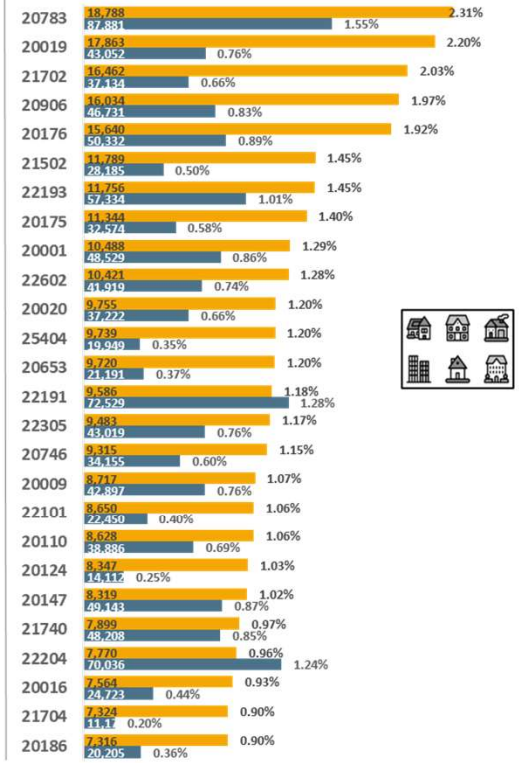
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 26.7

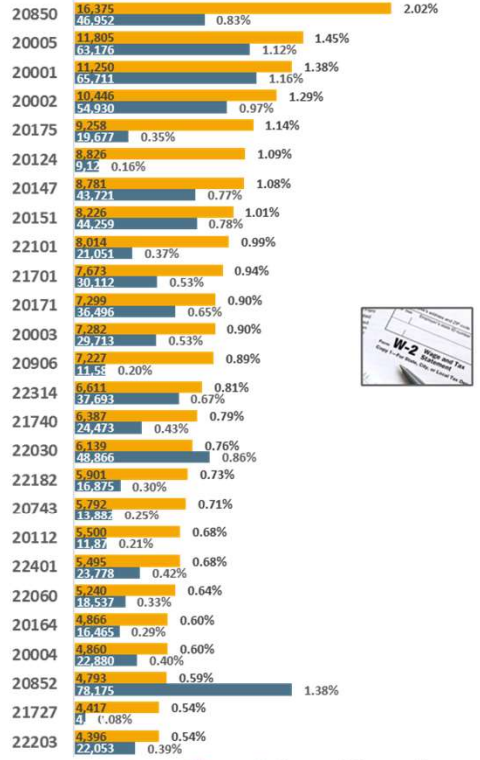
0:45 who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

0:51 → 30.1 WDC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

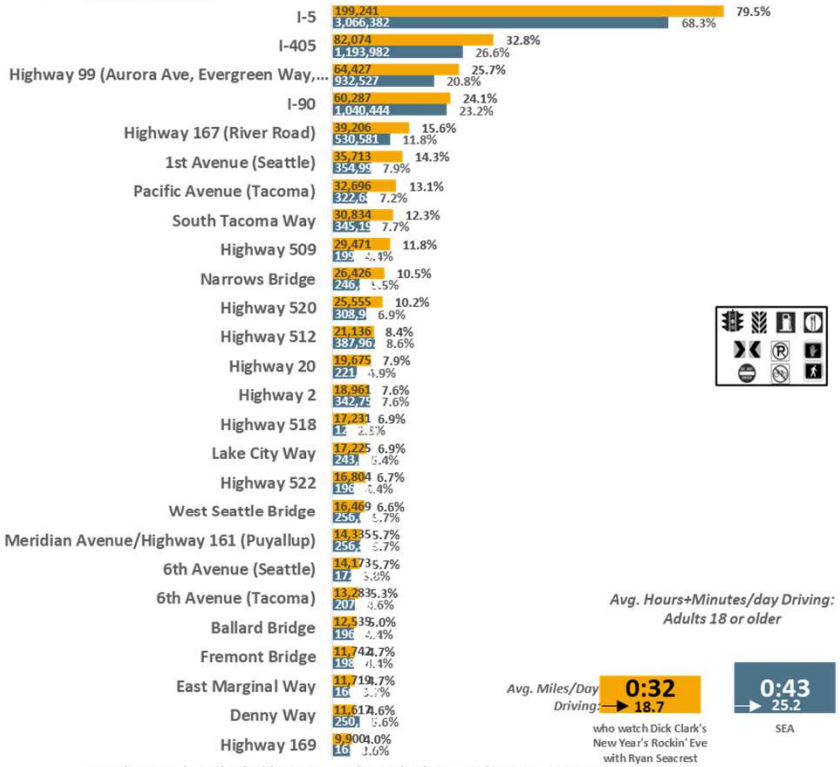
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



217,423 or 86.8% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 32.2 minutes per day driving an average of 18.7 miles each day and are 165.1% more likely to use Highway 509 than the Metro average

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

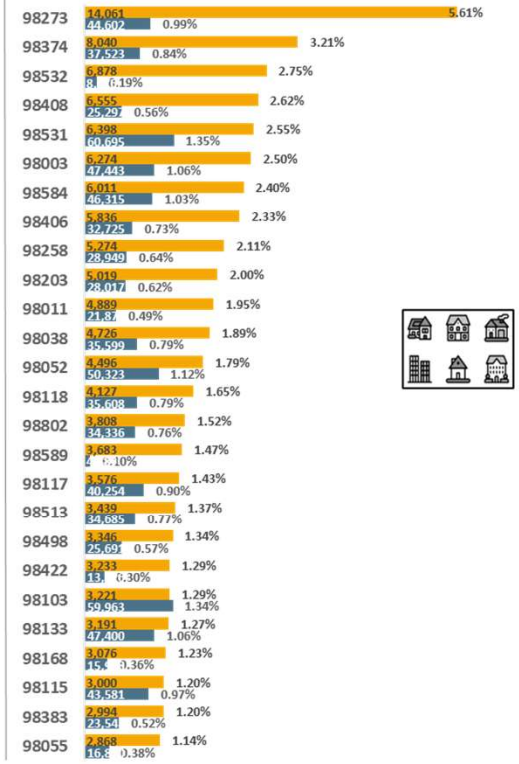


Avg. Hours+Minutes/day Driving: Adults 18 or older

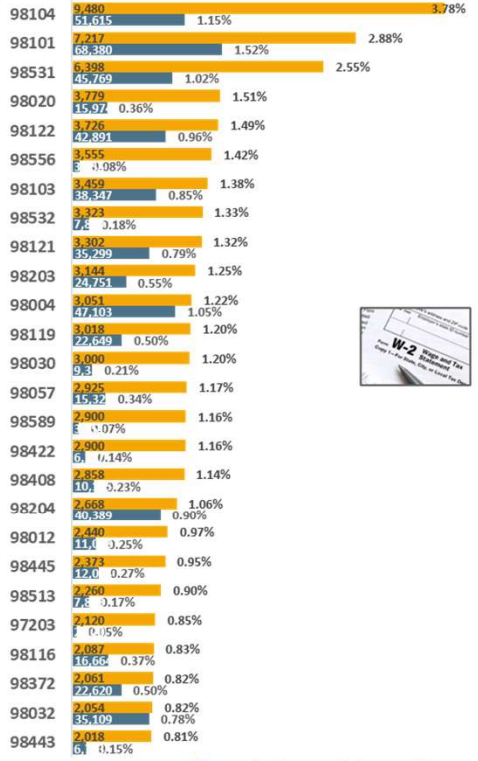
Avg. Miles/Day Driving: 0:32 → 18.7 who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

0:43 → 25.2 SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269

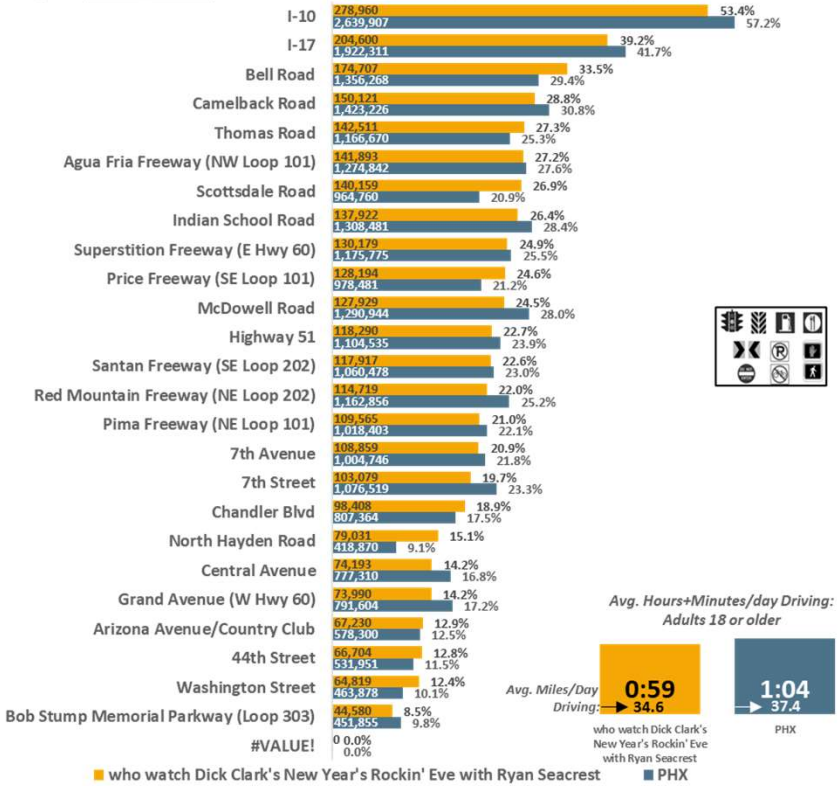
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest



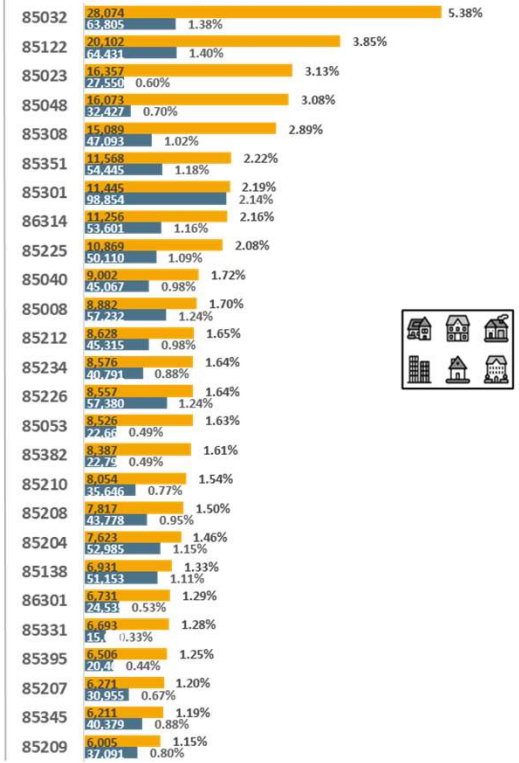
475,387 or 91.1% of Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest spend an average of 59.4 minutes per day driving an average of 34.6 miles each day and are 66.8% more likely to use North Hayden Road than the Metro av

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

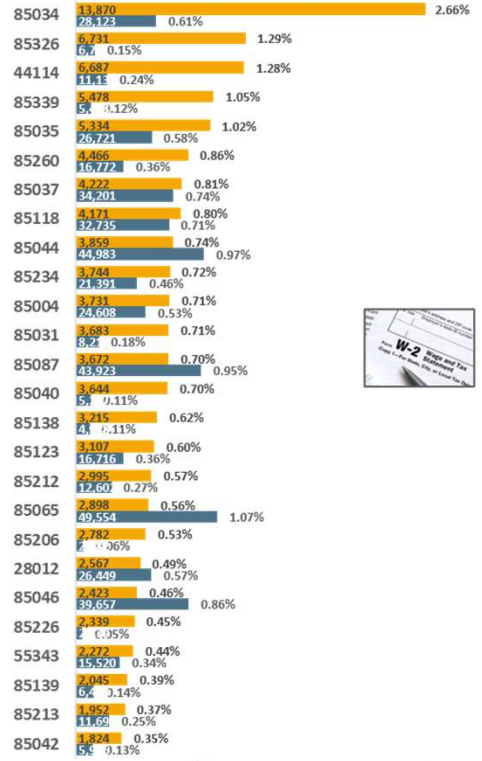


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



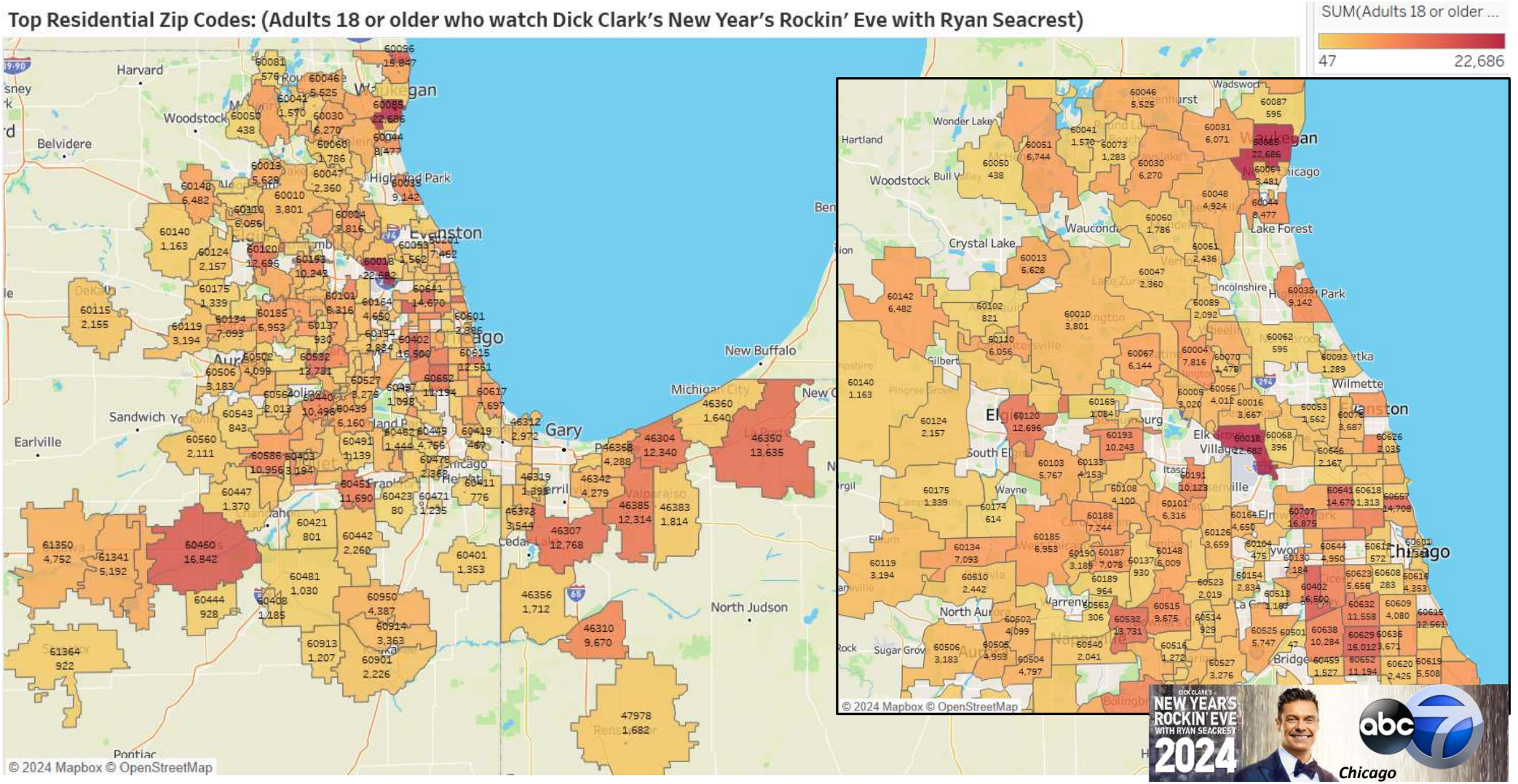
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PHX DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 318

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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

Top Residential Zip Codes: (Adults 18 or older who watch Dick Clark's New Year's Rockin' Eve with Ryan Seacrest)

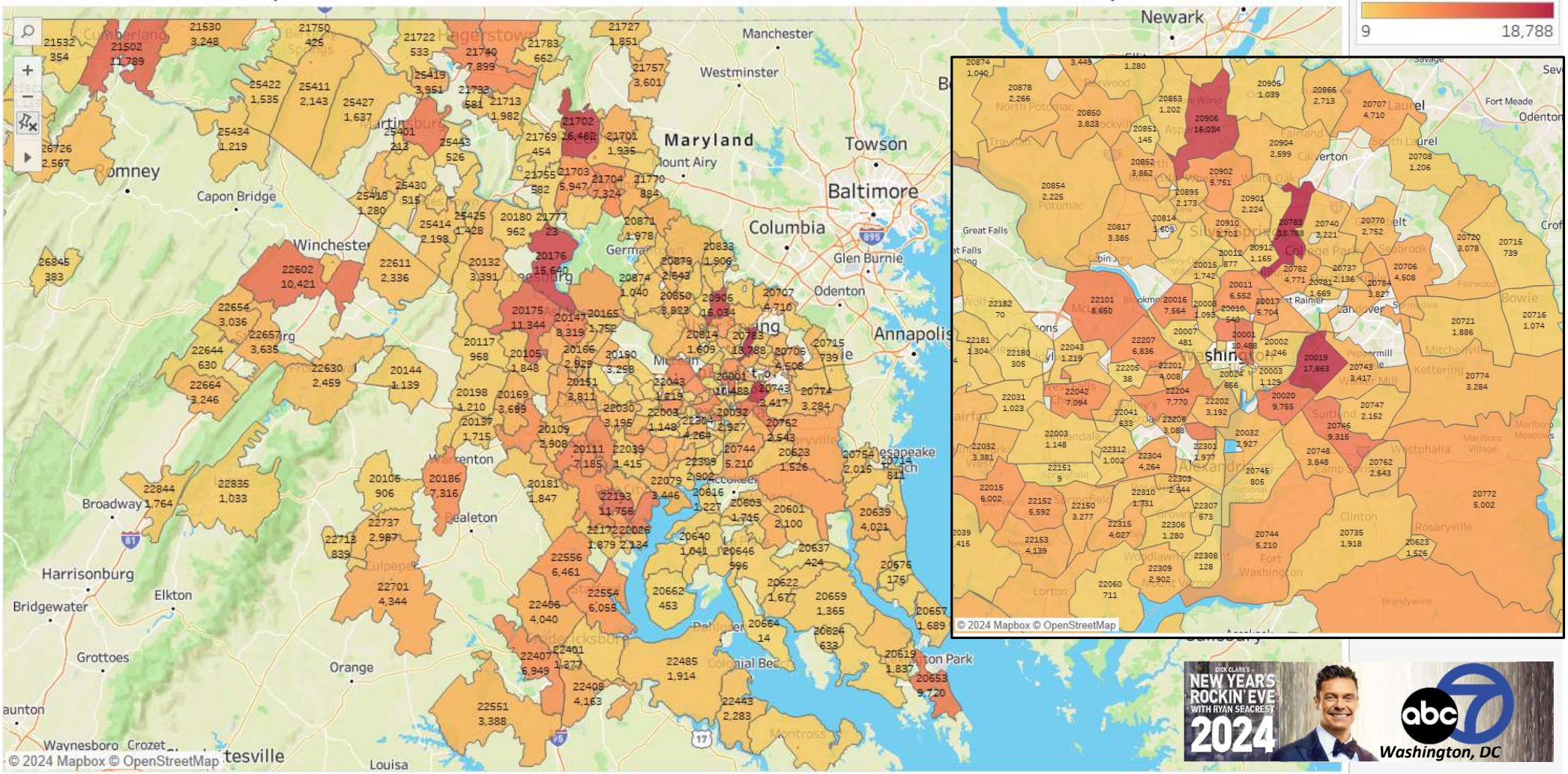


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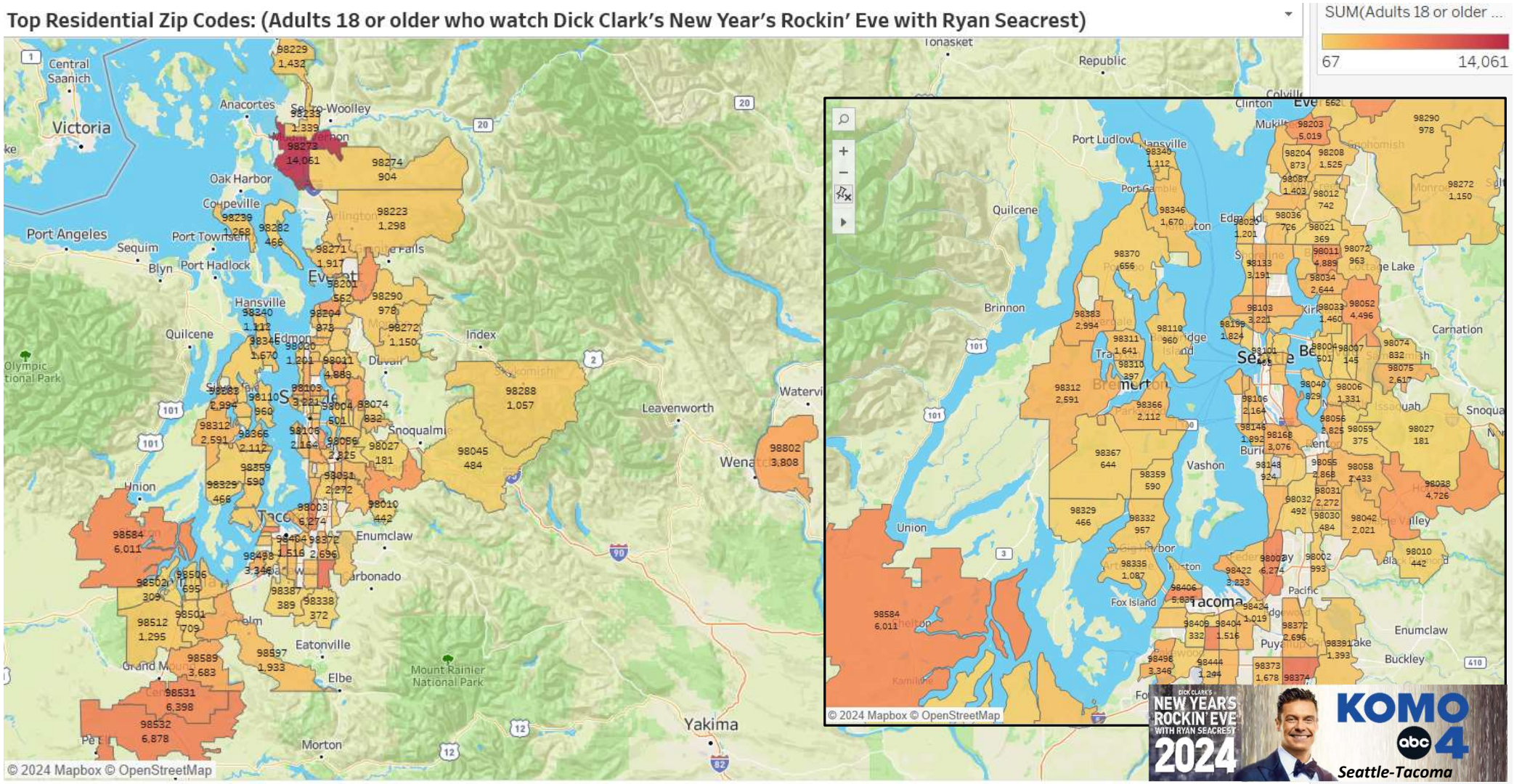
WDC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 800

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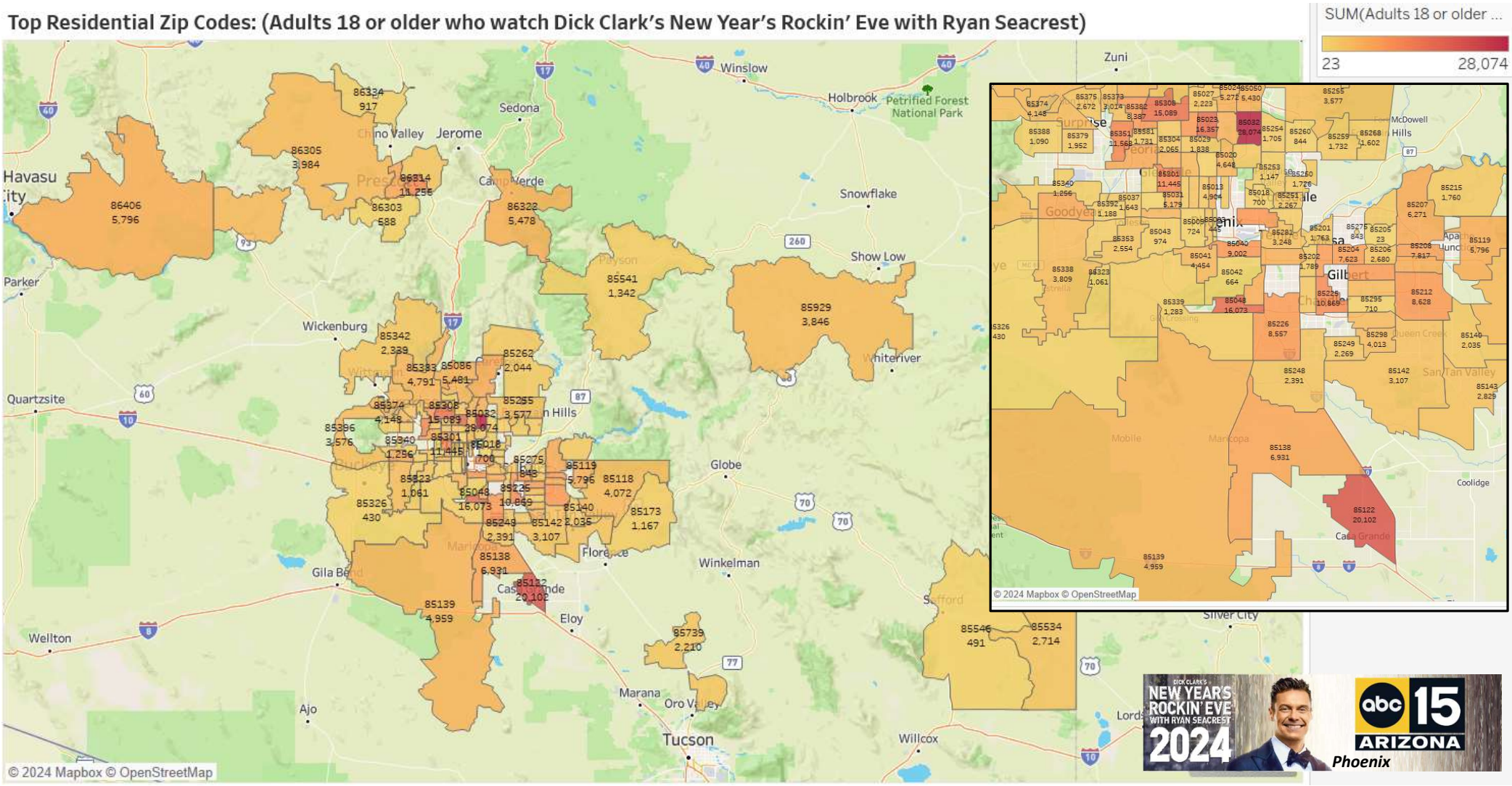


SEA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 269
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Special TV programs watched past 12 months: Dick Clark's New Year's Rockin' Eve with Ryan Seacrest

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