USA+4 More DMAs - P18+ Viewers of MACY'S THANKSGIVING DAY PARADE!

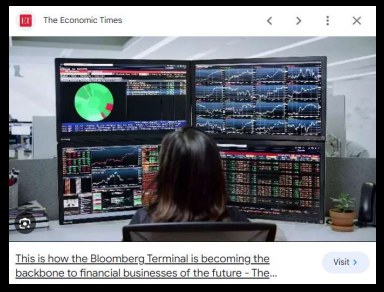
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ "Special TV programs watched past 12 months: MACY'S THANKSGIVING DAY PARADE" as of April 2024!



NBC



KARE 11 Minneapolis | 5 ON YOUR SIDE ST. LOUIS | WLWT5 CINCINNATI | 6 WPTV WEST PALM BEACH

P18+

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

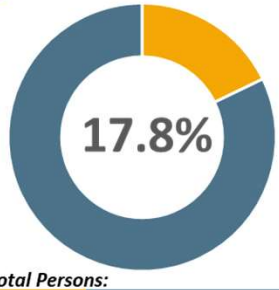
HUBBARD BROADCASTING INC. HB INC.

Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

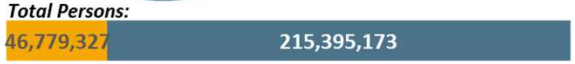


17.8% or 46,779,327 of USA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Typical Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 54.6 years old (11.7% older than average) and have a $94,586 (5.5% higher than average) annual household income.

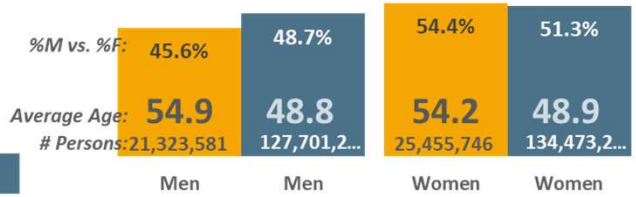
Percent of Market: Adults 18 or older



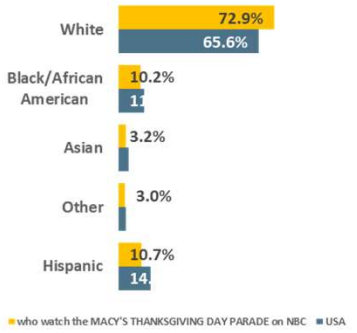
Total Persons:



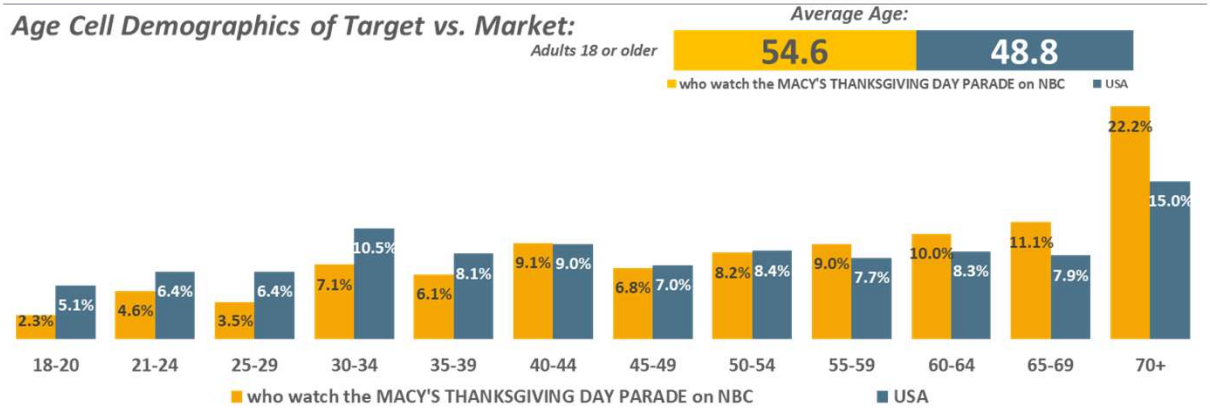
Gender of Target vs. Market: Adults 18 or older



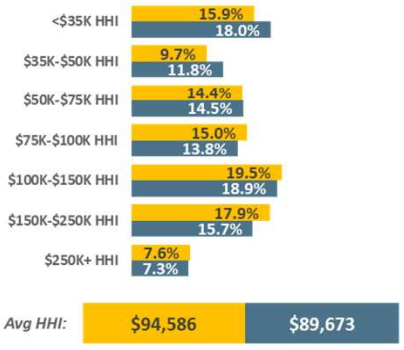
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *4,670*

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

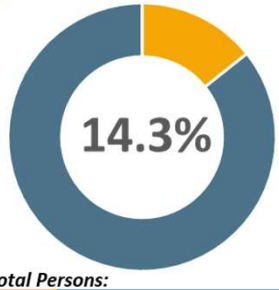
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



KARE 11 Minneapolis

14.3% or 549,834 of MSP DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Typical Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 51.1 years old (4.7% older than average) and have a $122,535 (15.% higher than average) annual household income.

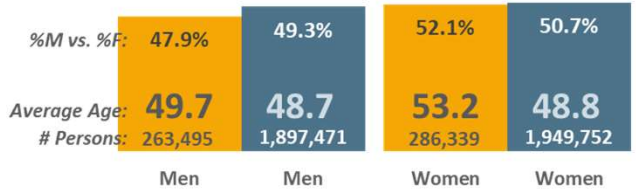
Percent of Market: Adults 18 or older



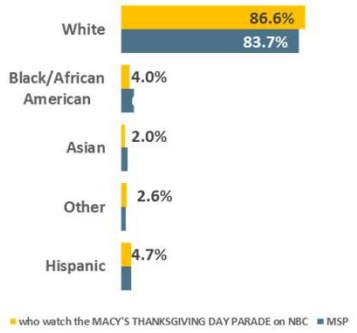
Total Persons:

549,834 | 3,297,389

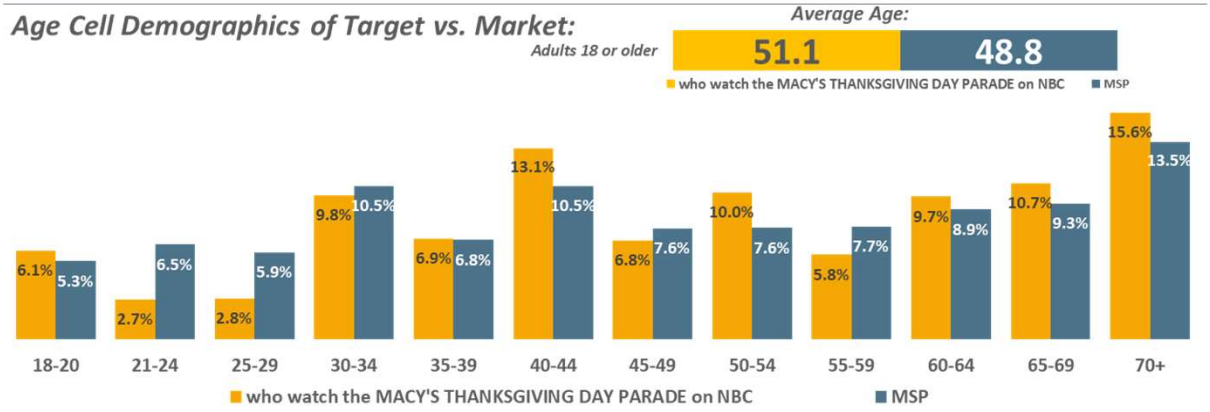
Gender of Target vs. Market: Adults 18 or older



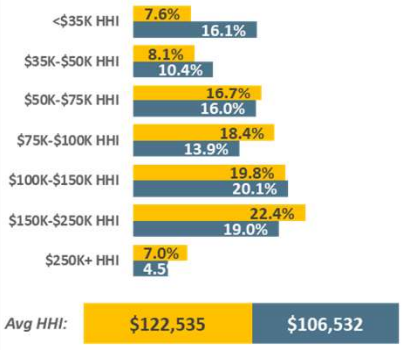
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $122,535 | $106,532

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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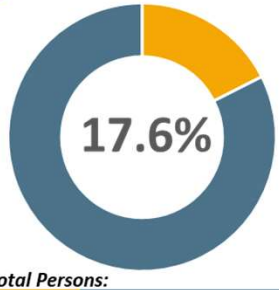
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



ST. LOUIS ON YOUR SIDE

17.6% or 439,837 of STL DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Typical Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 55.6 years old (12.2% older than average) and have a $115,081 (21.6% higher than average) annual household income.

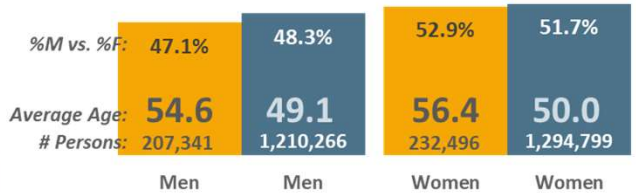
Percent of Market: Adults 18 or older



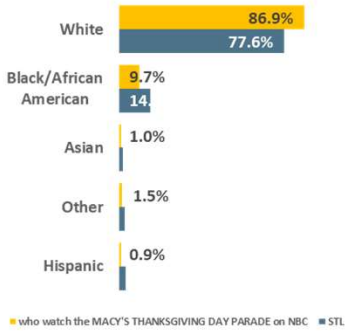
Total Persons:

439,837	2,065,228

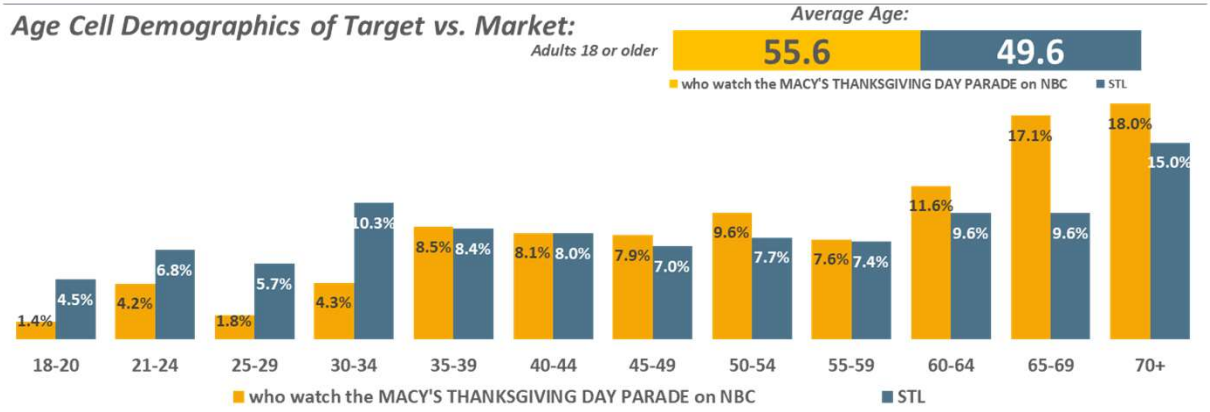
Gender of Target vs. Market: Adults 18 or older



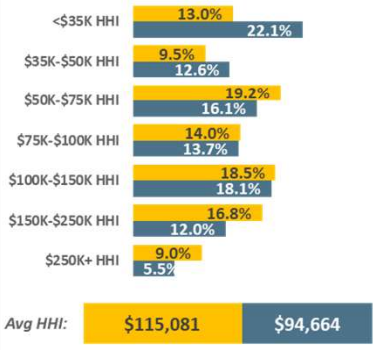
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$115,081	$94,664

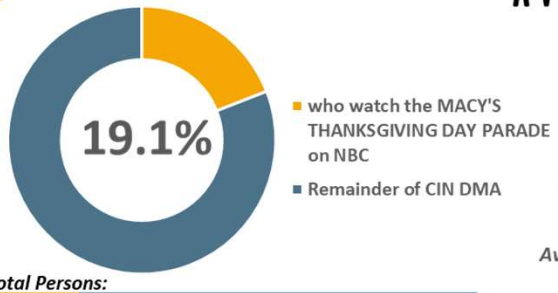
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

19.1% or 363,455 of CIN DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Typical Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 53.8 years old (10.1% older than average) and have a $103,034 (8.8% higher than average) annual household income.

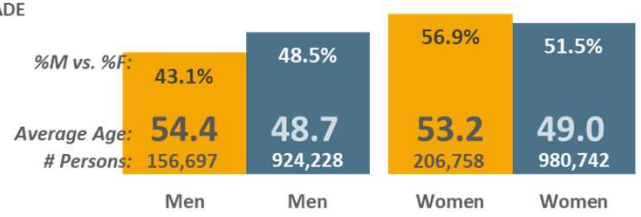
Percent of Market: Adults 18 or older



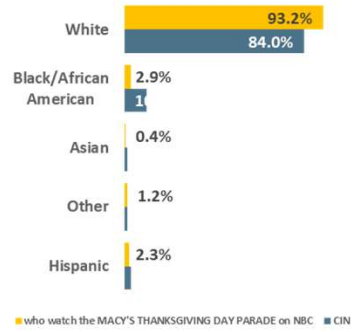
Total Persons:

363,455	1,541,515

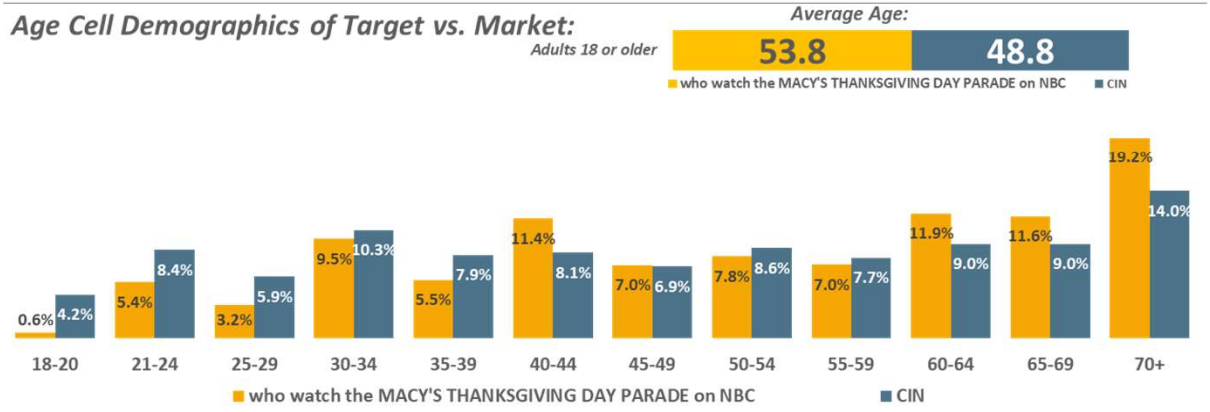
Gender of Target vs. Market: Adults 18 or older



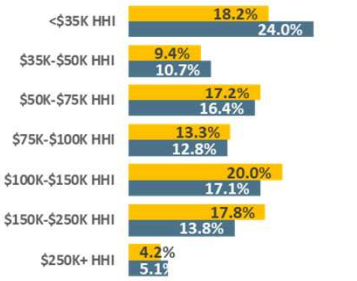
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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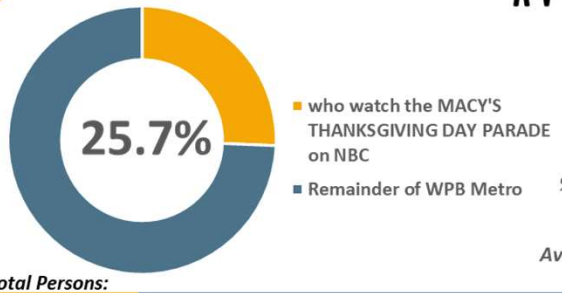
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



WPTV WEST PALM BEACH

25.7% or 474,653 of WPB DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Typical Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 60.3 years old (12.6% older than average) and have a $98,308 (1.9% higher than average) annual household income.

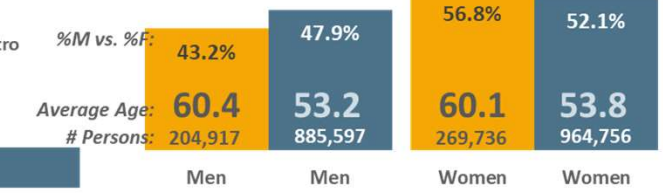
Percent of Market: Adults 18 or older



Total Persons:

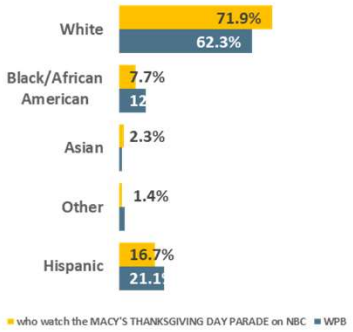
who watch the MACY'S THANKSGIVING DAY PARADE on NBC	Remainder of WPB Metro
474,653	1,375,700

Gender of Target vs. Market: Adults 18 or older

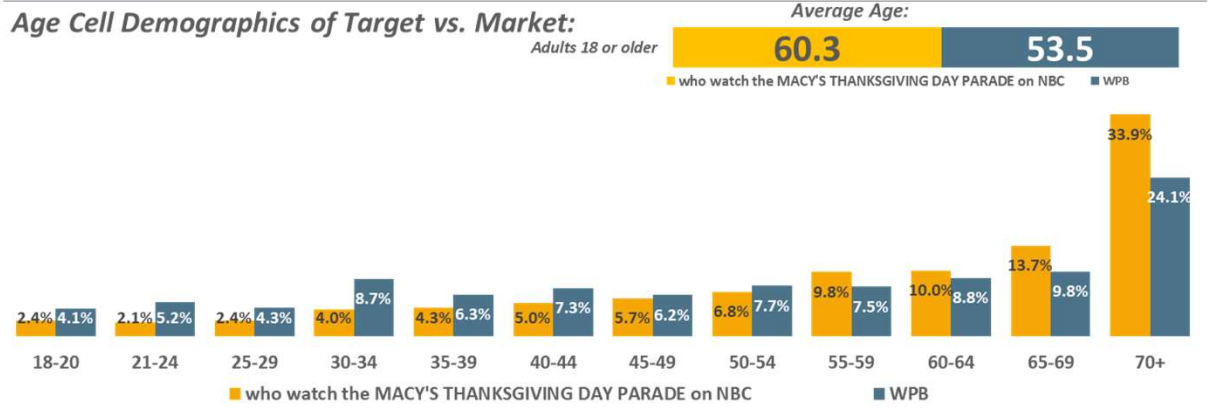


	Men	Men	Women	Women
%M vs. %F:	43.2%	47.9%	56.8%	52.1%
Average Age:	60.4	53.2	60.1	53.8
# Persons:	204,917	885,597	269,736	964,756

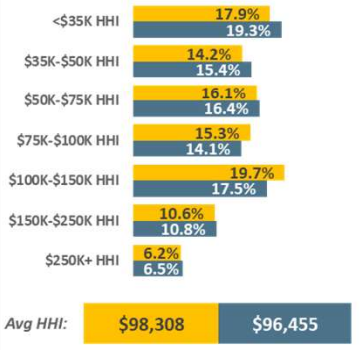
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$98,308	$96,455

WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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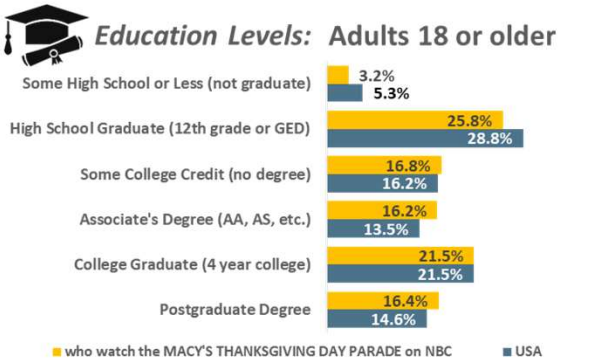
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



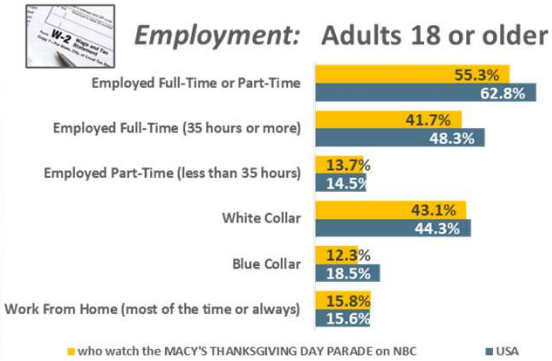
NBC USA

17.8% or 46,779,327 of USA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 5.% more likely to be a college graduate, 13.7% less likely to work full-time, 16.4% more likely to be married, 10.8% less likely to be a parent of 1 or more children under 18.

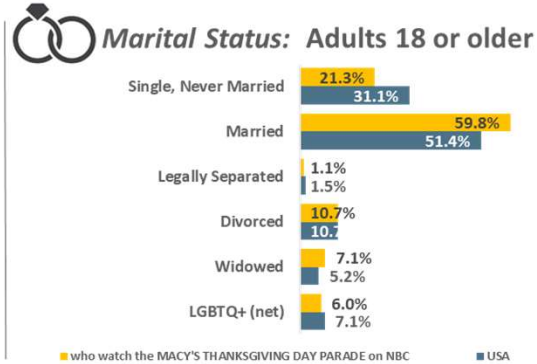
Education Levels: Adults 18 or older



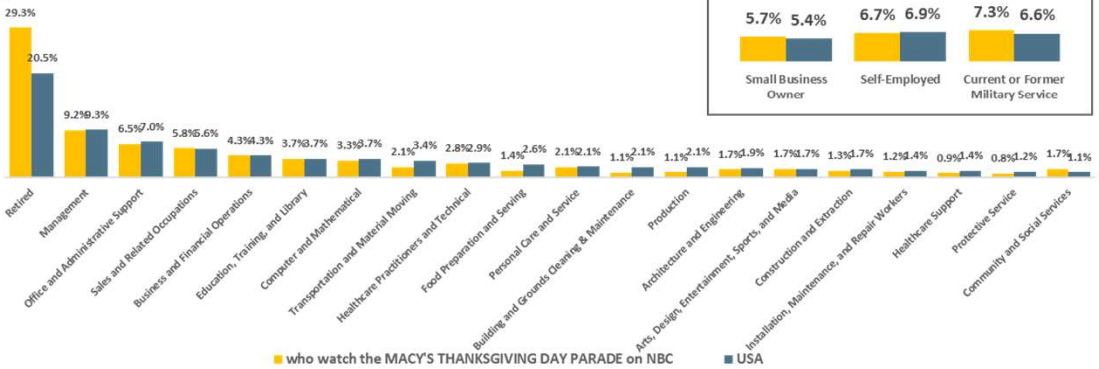
Employment: Adults 18 or older



Marital Status: Adults 18 or older

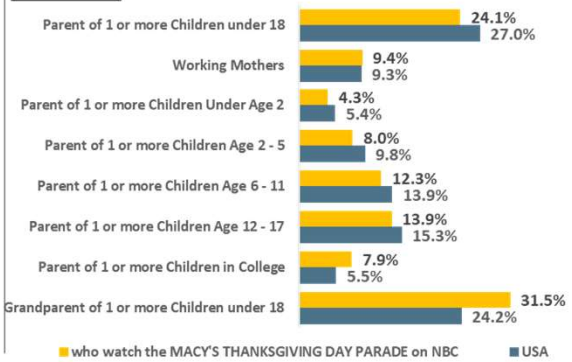


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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

Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

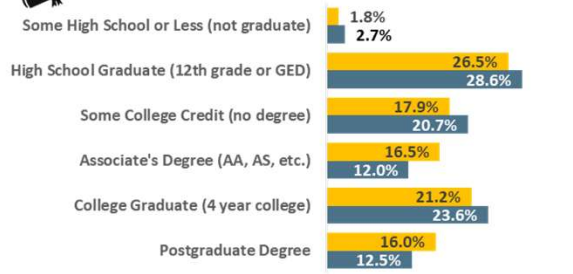


KARE 11 Minneapolis

14.3% or 549,834 of MSP DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 3.2% more likely to be a college graduate, 2.1% more likely to work full-time, 12.3% more likely to be married, 3.% more likely to be a parent of 1 or more children under 18.

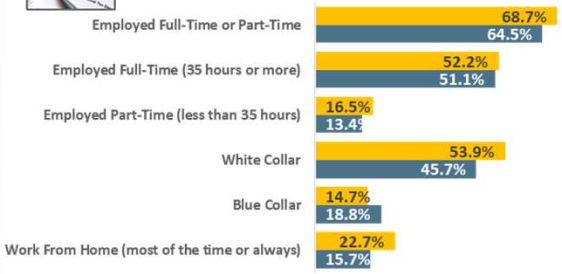
Education Levels: Adults 18 or older





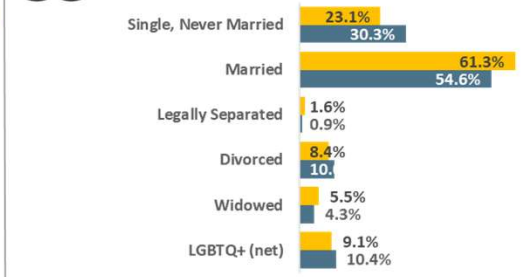
Employment: Adults 18 or older





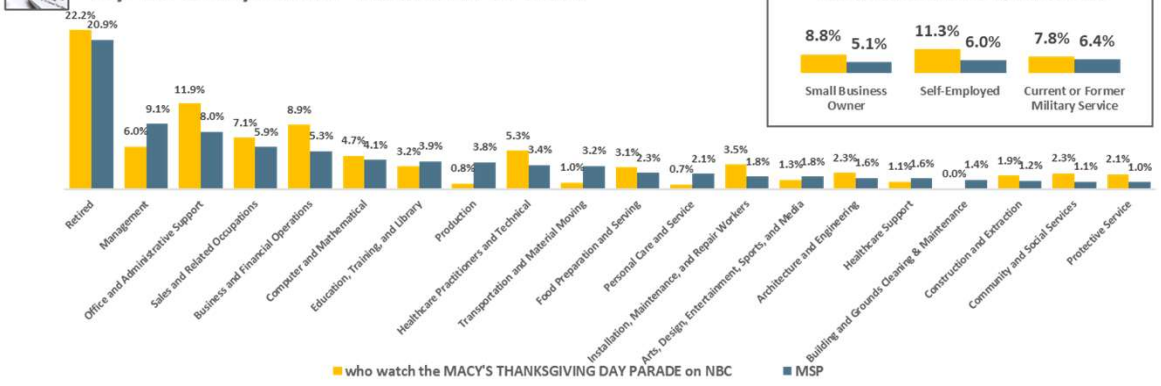
Marital Status: Adults 18 or older





Top-20 Occupations: Adults 18 or older

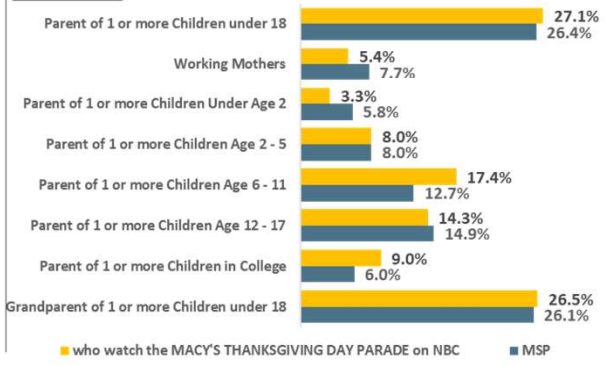




Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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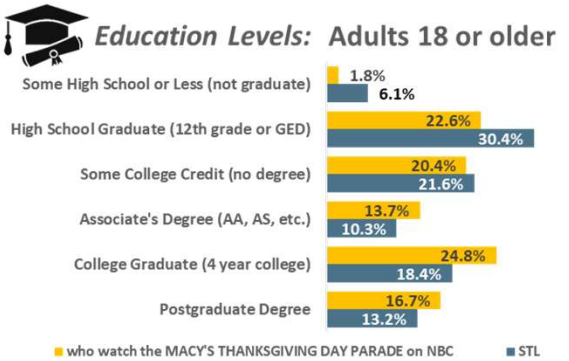
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



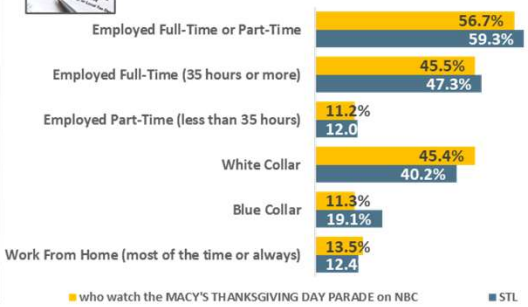
ST. LOUIS 5 ON YOUR SIDE

17.6% or 439,837 of STL DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 31.2% more likely to be a college graduate, 3.9% less likely to work full-time, 31.8% more likely to be married, 13.% less likely to be a parent of 1 or more children under 18.

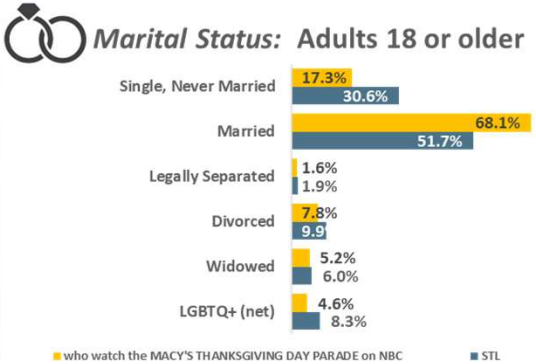
Education Levels: Adults 18 or older



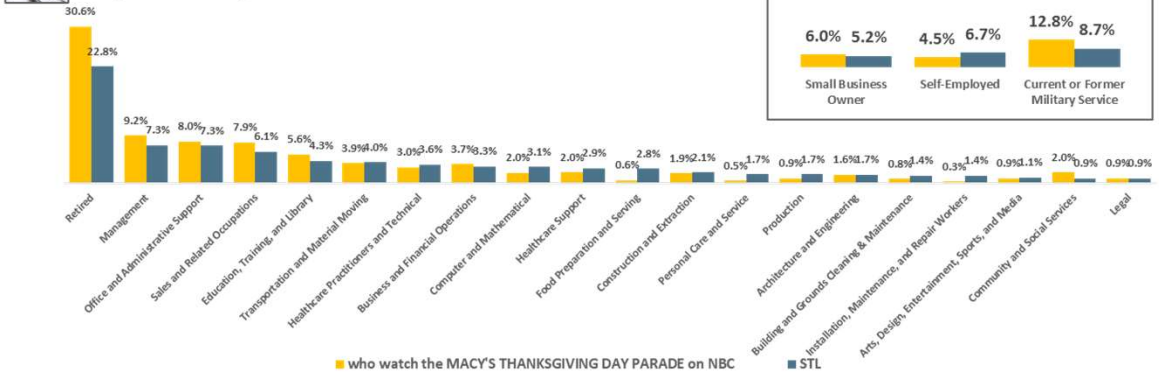
Employment: Adults 18 or older



Marital Status: Adults 18 or older

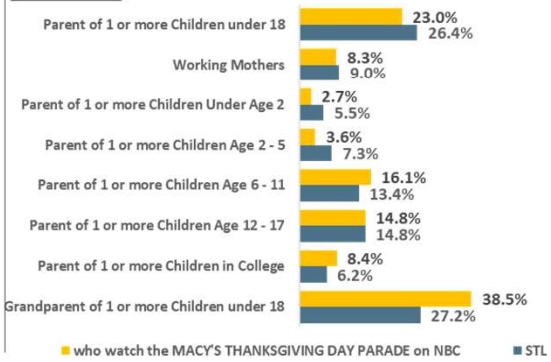


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

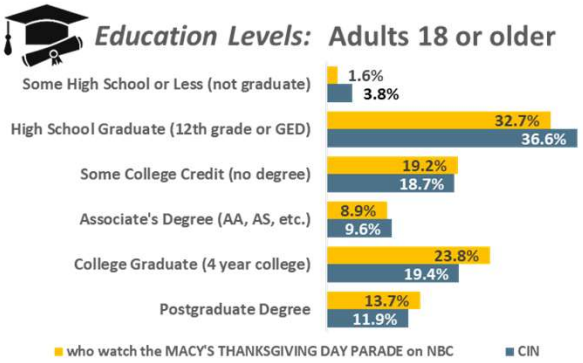
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

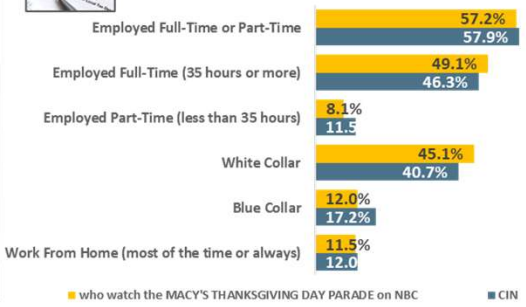


19.1% or 363,455 of CIN DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 19.9% more likely to be a college graduate, 5.9% more likely to work full-time, 27.9% more likely to be married, 6.% more likely to be a parent of 1 or more children under 18.

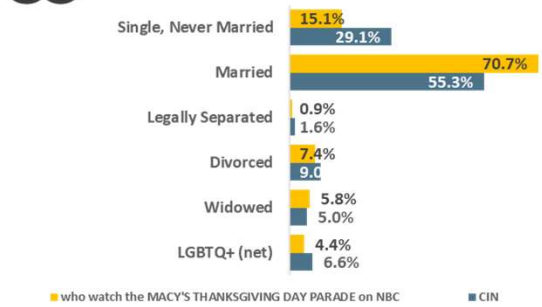
Education Levels: Adults 18 or older



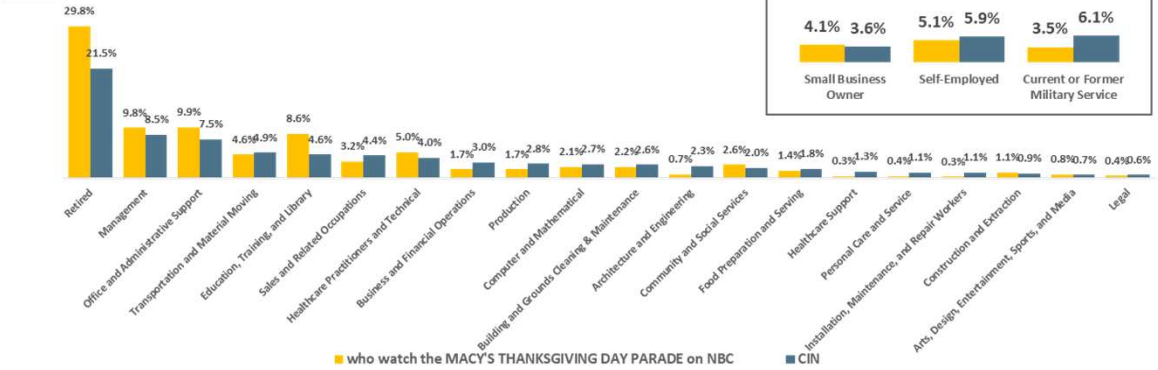
Employment: Adults 18 or older



Marital Status: Adults 18 or older

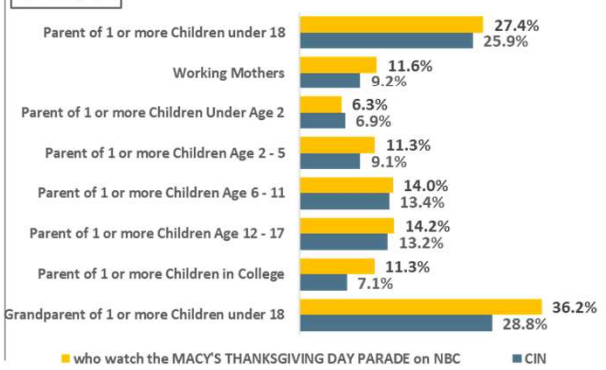


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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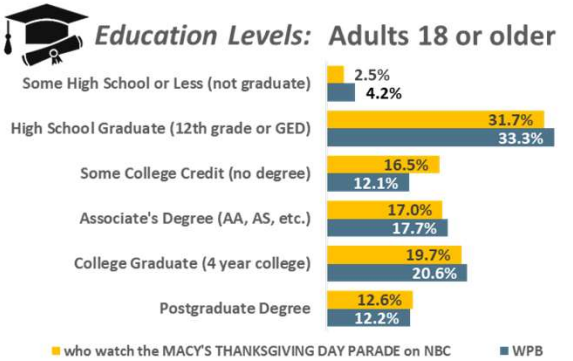
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



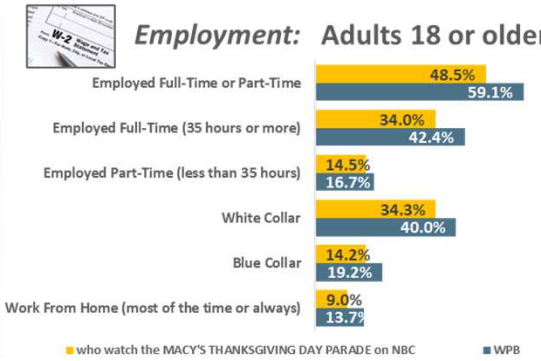
WPTV WEST PALM BEACH

25.7% or 474,653 of WPB DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 1.4% less likely to be a college graduate, 19.7% less likely to work full-time, 18.3% more likely to be married, 26.9% less likely to be a parent of 1 or more children under 18.

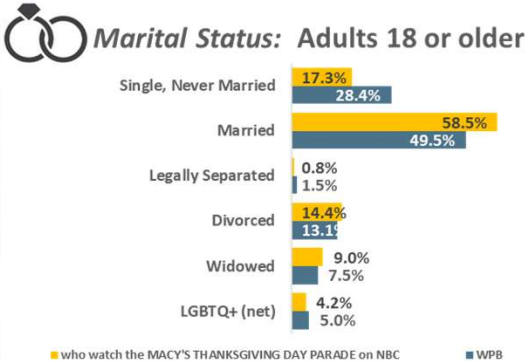
Education Levels: Adults 18 or older



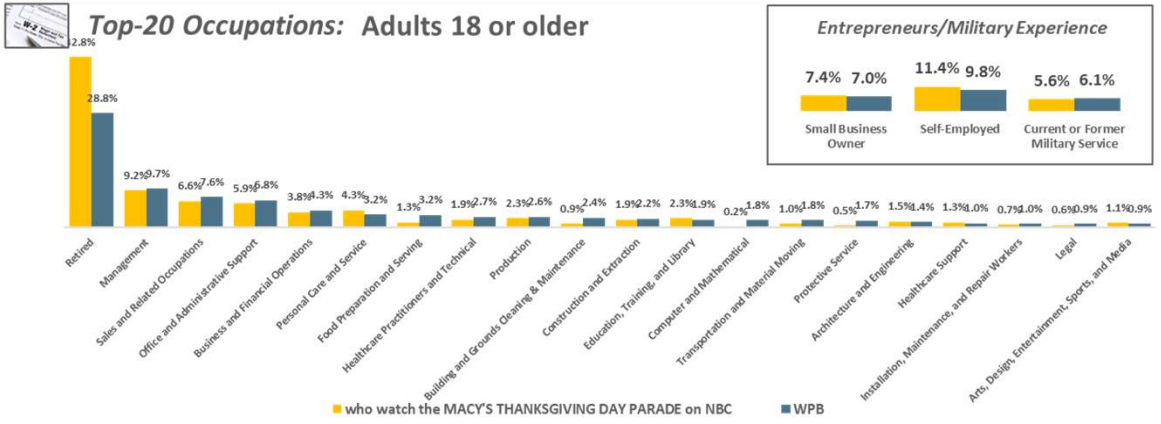
Employment: Adults 18 or older



Marital Status: Adults 18 or older

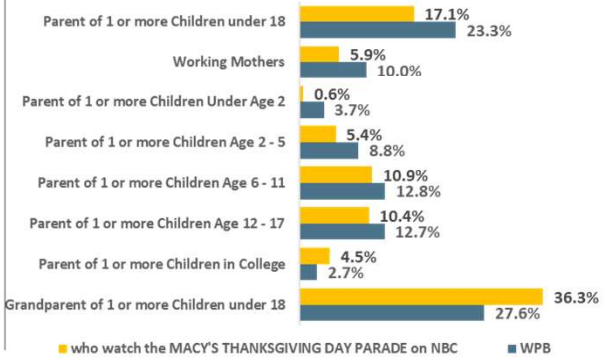


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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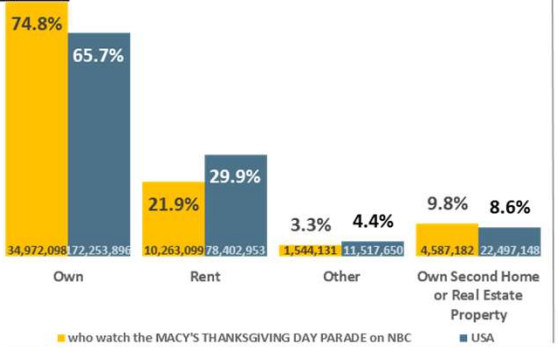
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



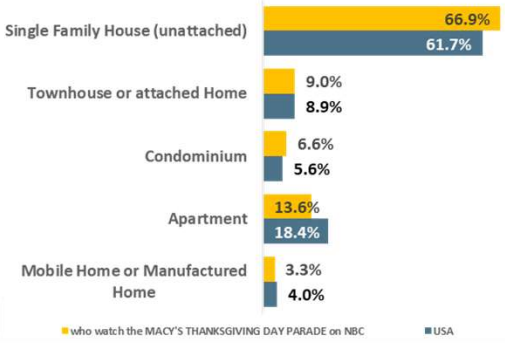
NBC USA

17.8% or 46,779,327 of USA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 13.8% more likely to own their home, 20.1% more likely to own a higher valued home, 8.4% more likely to have a single-family home, 3.4% more likely to have a dog.

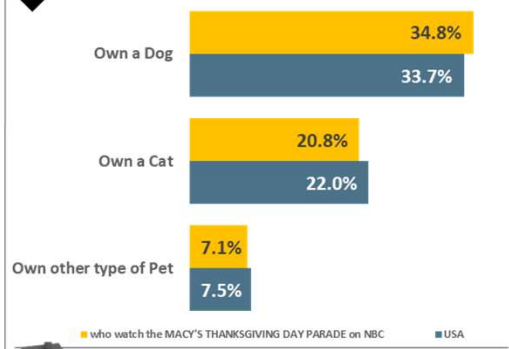
Own/Rent/Other: Adults 18 or older



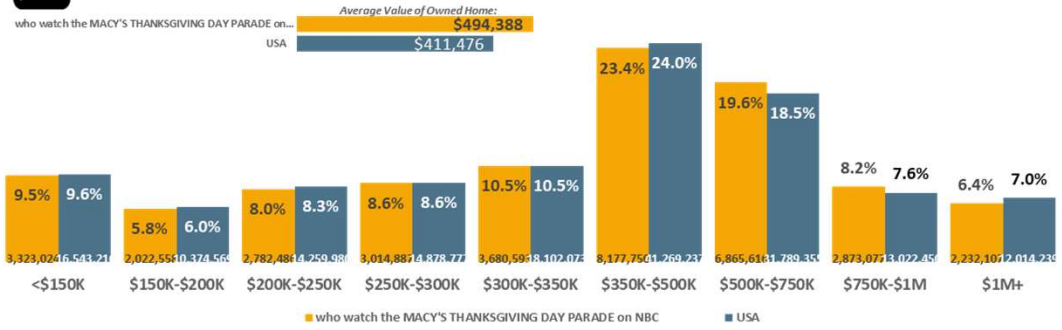
Type of Home: Adults 18 or older



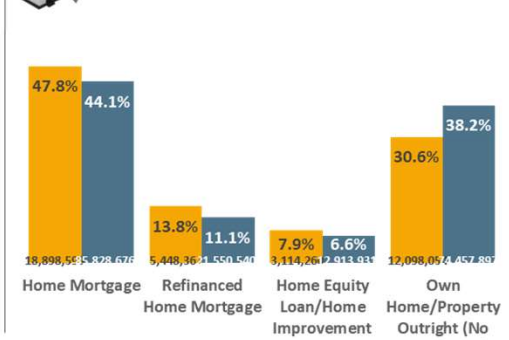
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *4,670*

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

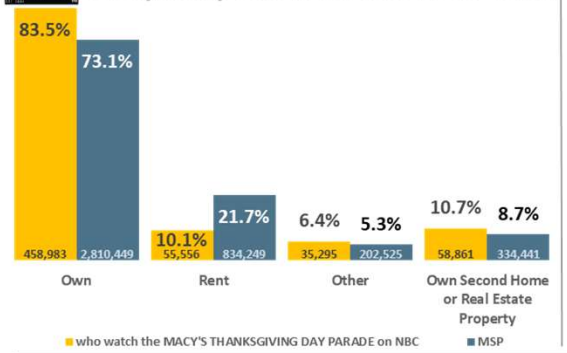
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



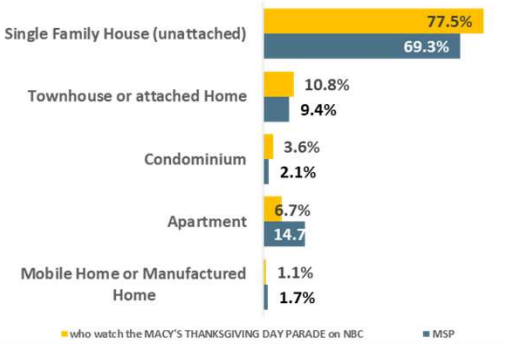
KARE 11 Minneapolis

14.3% or 549,834 of MSP DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 14.3% more likely to own their home, 5.5% more likely to own a higher valued home, 11.8% more likely to have a single-family home, 8.8% less likely to have a dog.

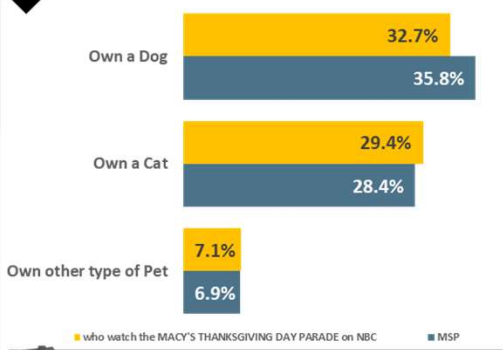
Own/Rent/Other: Adults 18 or older



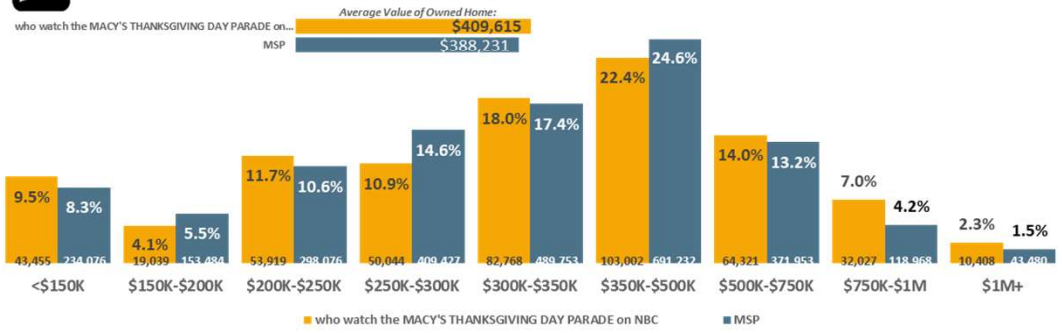
Type of Home: Adults 18 or older



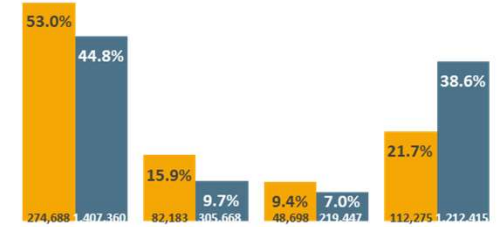
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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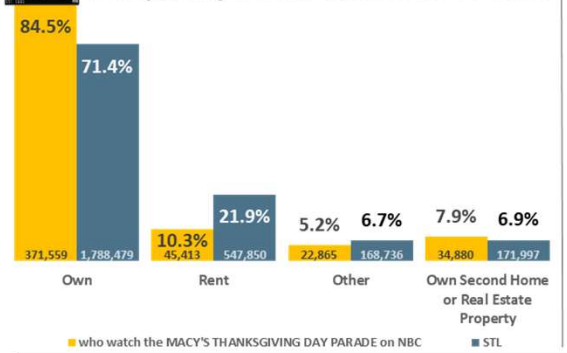
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



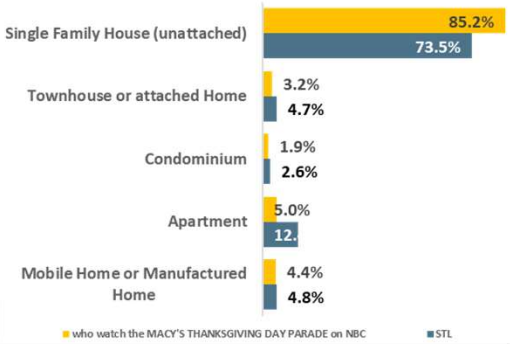
ST. LOUIS 5 ON YOUR SIDE

17.6% or 439,837 of STL DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 18.3% more likely to own their home, 3.9% more likely to own a higher valued home, 16.% more likely to have a single-family home, 23.% more likely to have a dog.

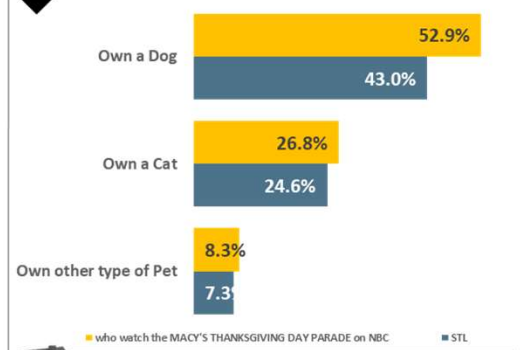
Own/Rent/Other: Adults 18 or older



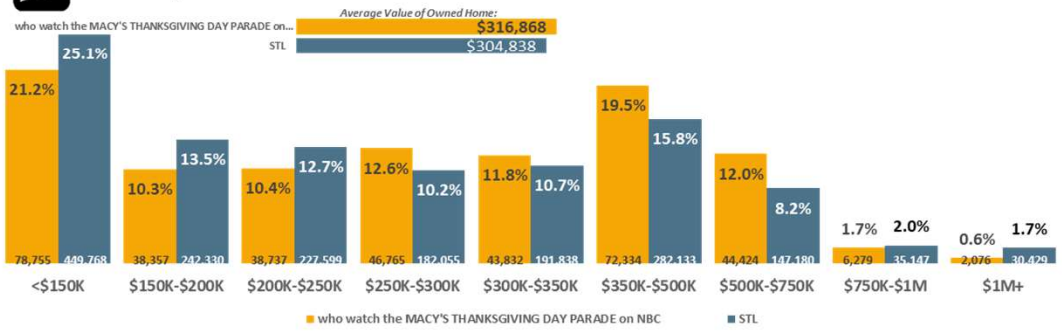
Type of Home: Adults 18 or older



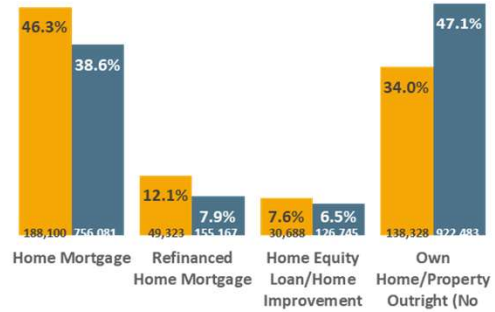
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

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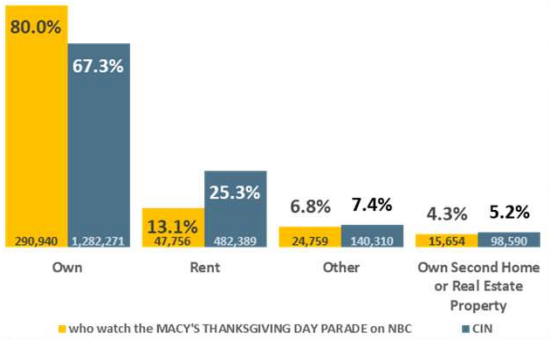
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



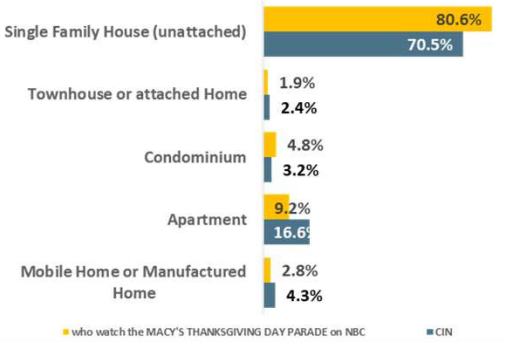
WLWT5 CINCINNATI

19.1% or 363,455 of CIN DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 18.9% more likely to own their home, 8.4% more likely to own a higher valued home, 14.4% more likely to have a single-family home, 13.2% more likely to have a dog.

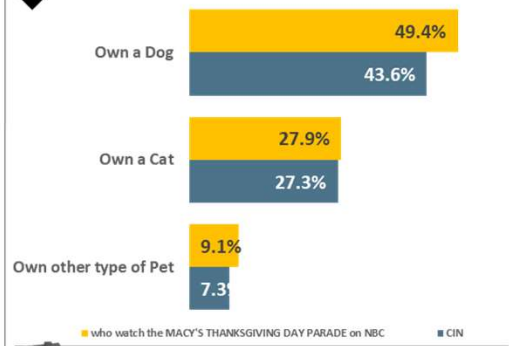
Own/Rent/Other: Adults 18 or older



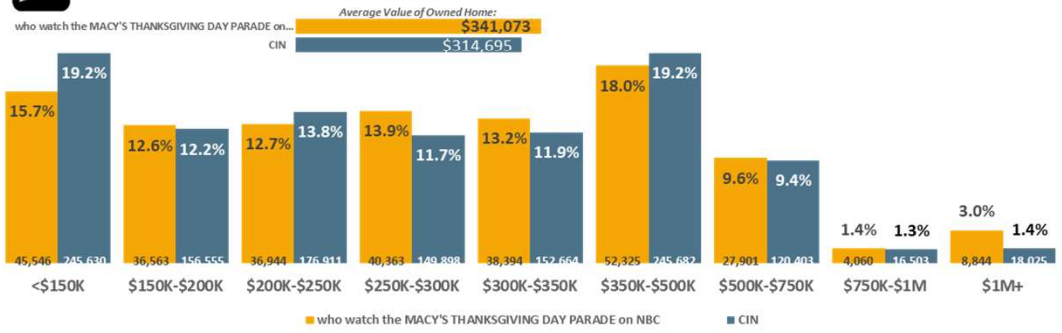
Type of Home: Adults 18 or older



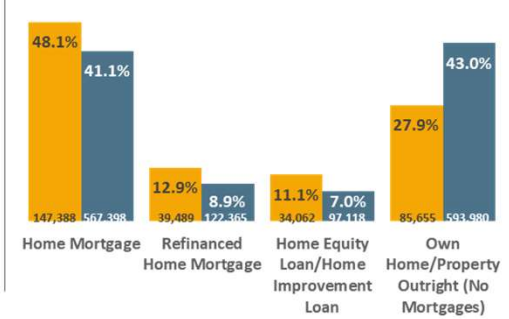
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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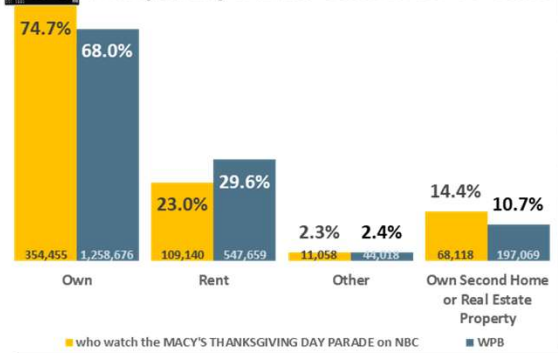
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



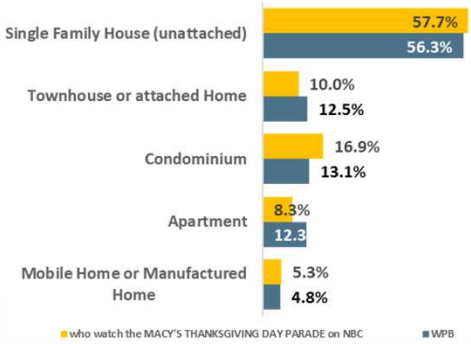
WPTV WEST PALM BEACH

25.7% or 474,653 of WPB DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 9.8% more likely to own their home, .6% more likely to own a lower valued home, 2.6% more likely to have a single-family home, 12.6% less likely to have a dog.

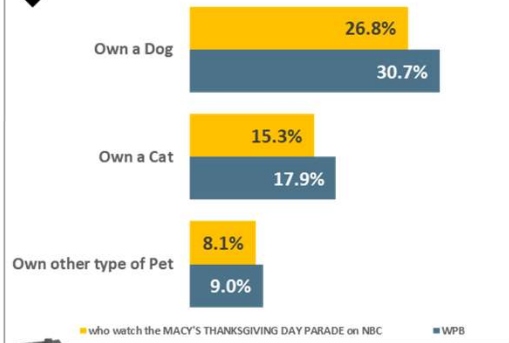
Own/Rent/Other: Adults 18 or older



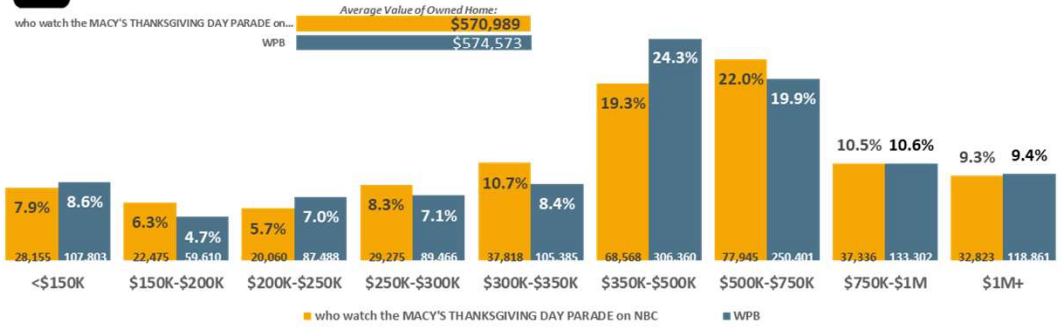
Type of Home: Adults 18 or older



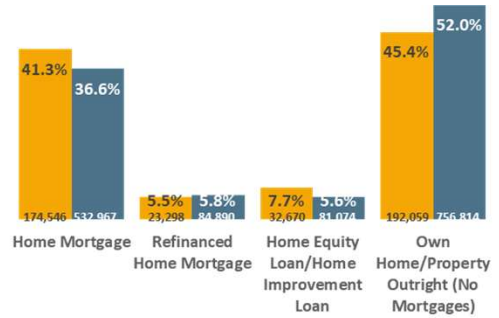
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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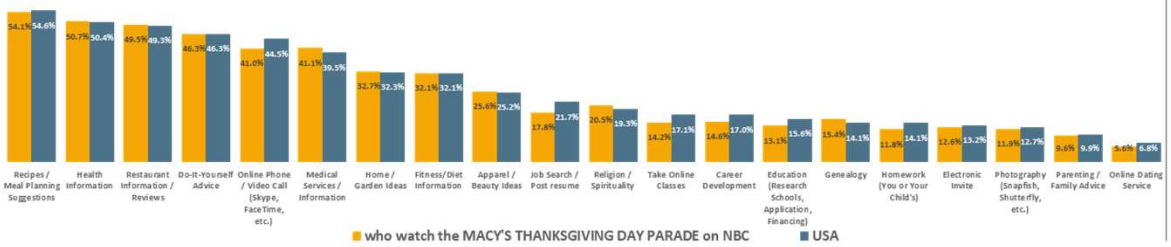
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



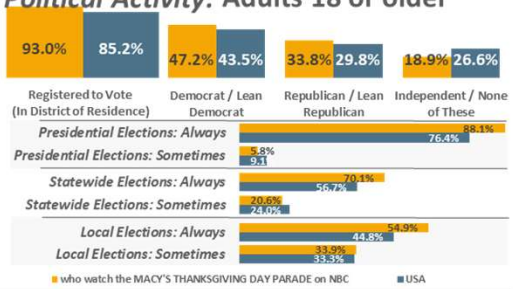
NBC USA

17.8% or 46,779,327 of USA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are .1% less likely to look up D-I-Y advice online, 22.4% more likely to always vote in local elections, 6.1% more likely to belong to a gym, 4.9% more likely to fly domestic past yr.

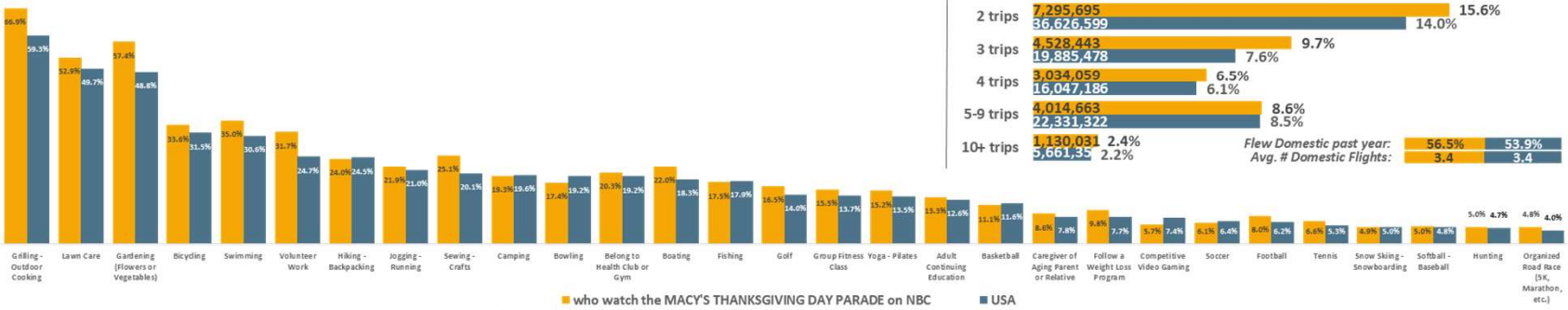
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *4,670*

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

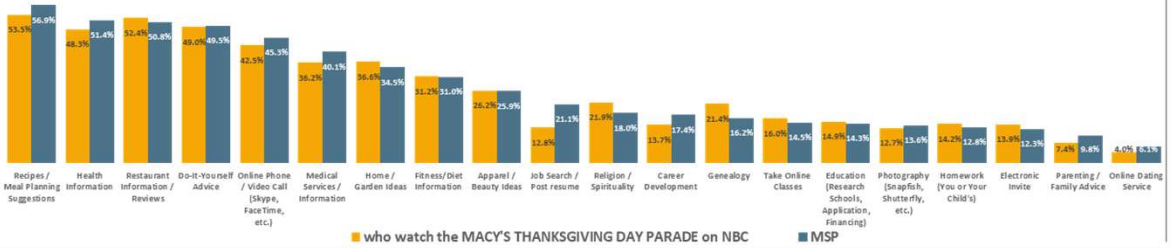
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



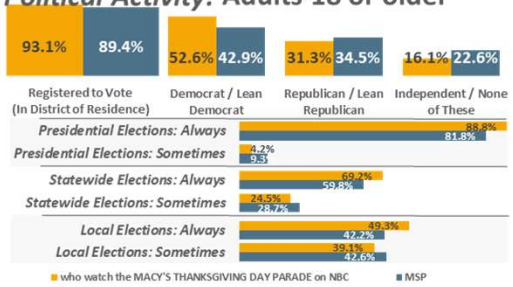
KARE 11 Minneapolis

14.3% or 549,834 of MSP DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are .9% less likely to look up D-I-Y advice online, 16.9% more likely to always vote in local elections, 26.2% more likely to belong to a gym, 12.8% more likely to fly domestic past yr

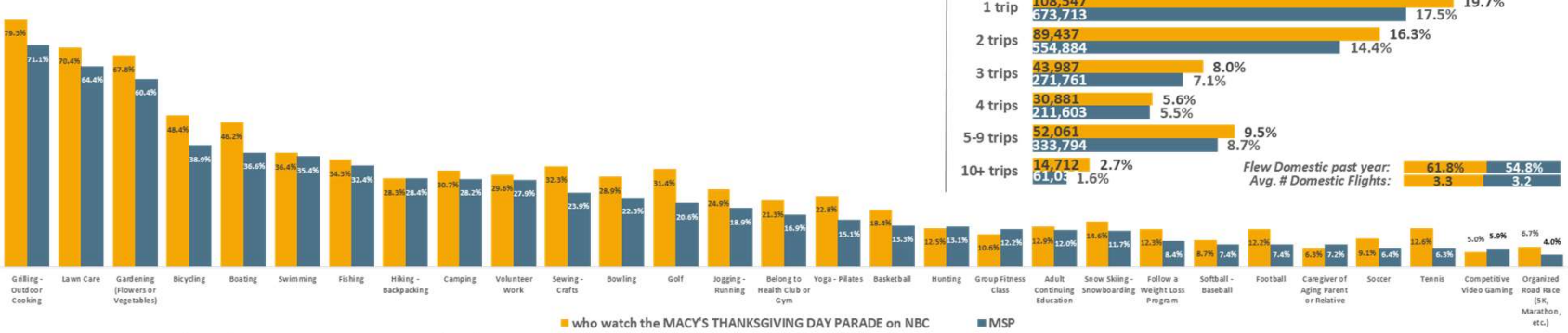
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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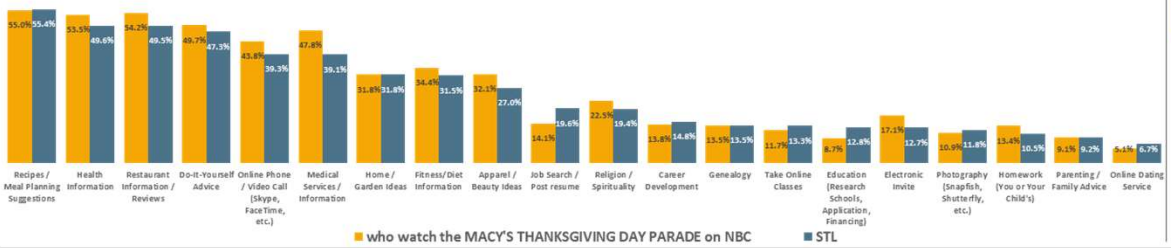
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



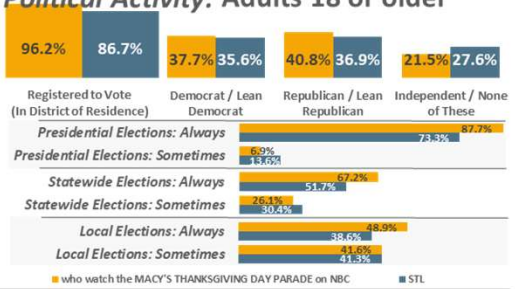
ST. LOUIS ON YOUR SIDE

17.6% or 439,837 of STL DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 4.9% more likely to look up D-I-Y advice online, 26.7% more likely to always vote in local elections, 26.2% more likely to belong to a gym, 10.2% more likely to fly domestic past y

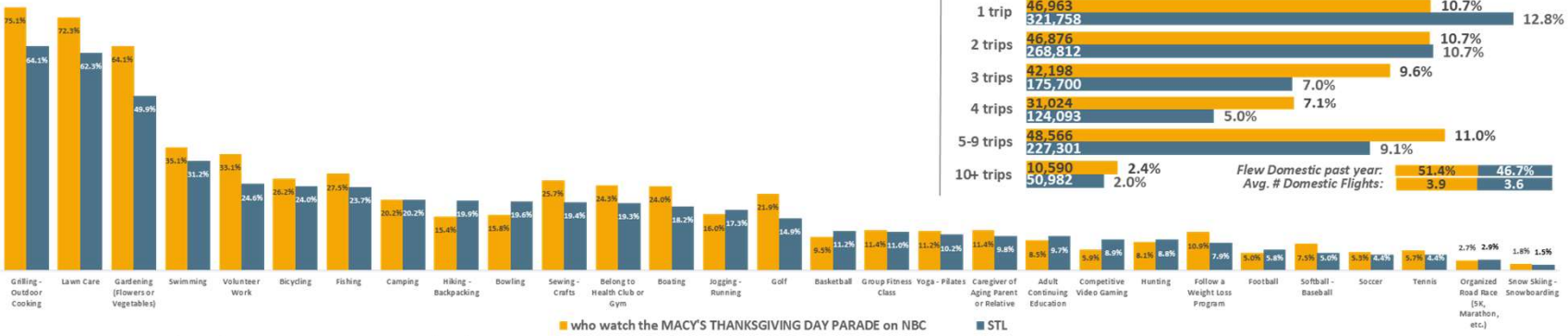
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

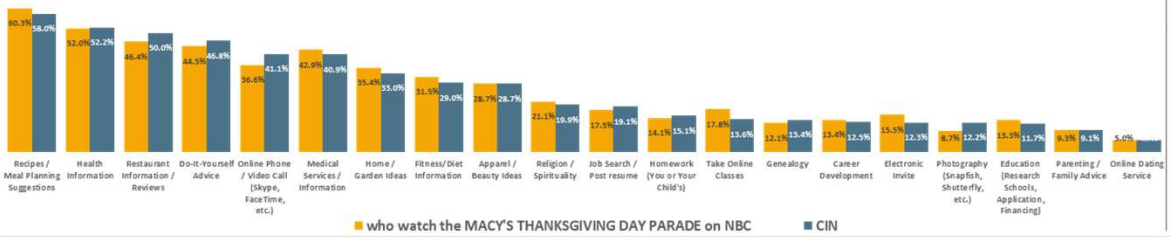
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

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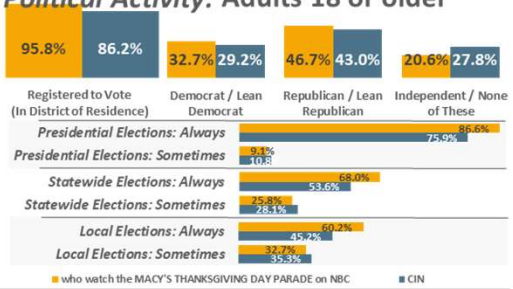
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

19.1% or 363,455 of CIN DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 4.9% less likely to look up D-I-Y advice online, 33.3% more likely to always vote in local elections, 4.8% more likely to belong to a gym, 23.% more likely to fly domestic past yr.

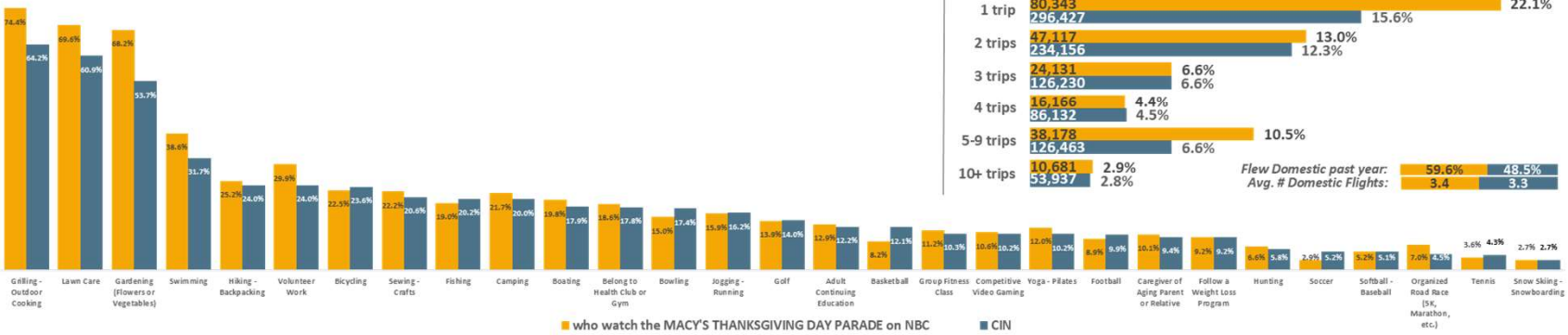
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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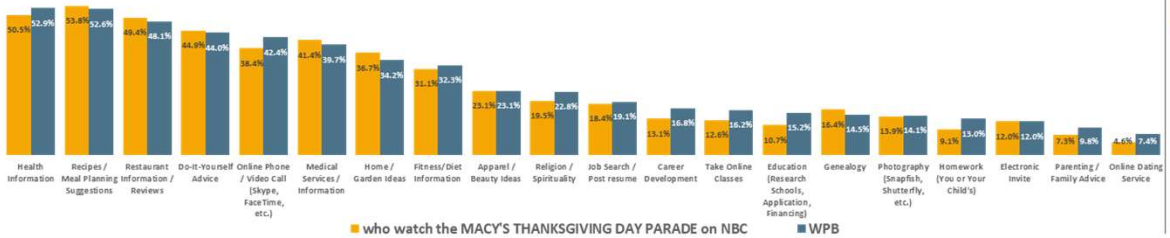
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



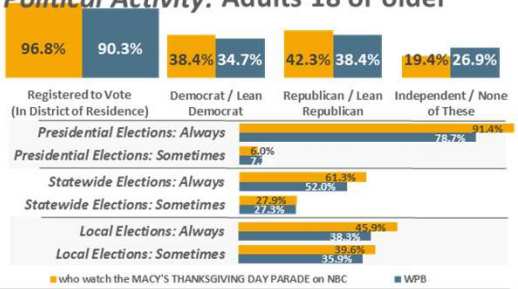
WPTV
WEST PALM BEACH

25.7% or 474,653 of WPB DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 2.1% more likely to look up D-I-Y advice online, 19.9% more likely to always vote in local elections, 8.3% more likely to belong to a gym, 3.1% more likely to fly domestic past yr.

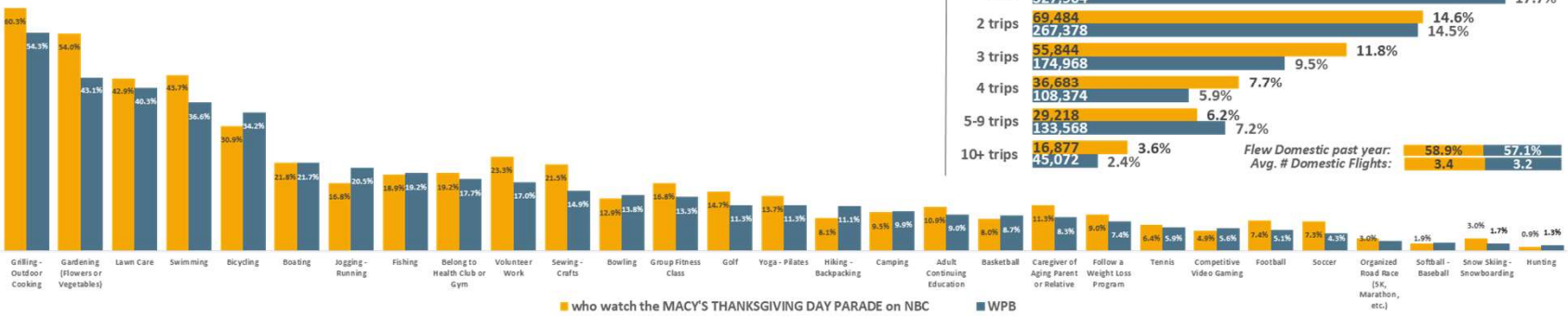
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

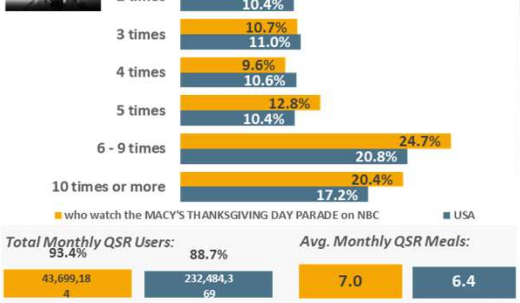


NBC USA

17.8% or 46,779,327 of USA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 5.3% more likely to use QSRs past mo., 10.5% more likely to use Sit-Down Restaurants past mo., 12.4% more likely to use Casinos past yr., 8.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



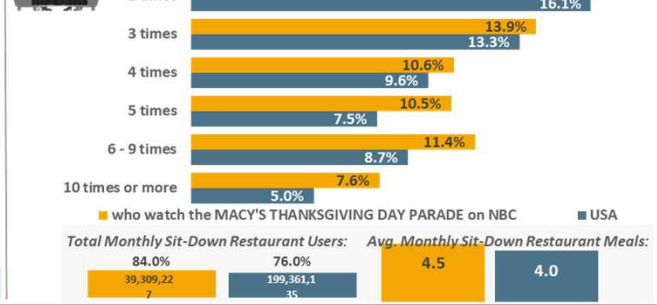


Total Monthly QSR Users:
93.4%
43,699,184
88.7%
232,484,369

Avg. Monthly QSR Meals:
7.0
6.4

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





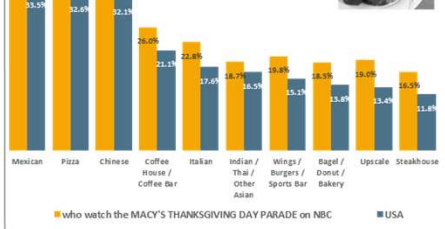
Total Monthly Sit-Down Restaurant Users:
84.0%
39,309,227
76.0%
199,361,135

Avg. Monthly Sit-Down Restaurant Meals:
4.5
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.)

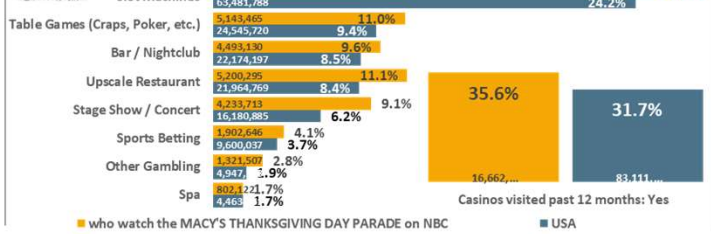
who watch the MACY'S THANKSGIVING DAY PARADE...	8,148,761	17.4%
USA	[illegible]	17.4%

Drank Past 30-days: Adults 18 or older



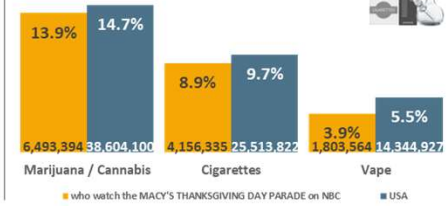
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *4,670*

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

Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



KARE 11 Minneapolis

14.3% or 549,834 of MSP DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 3.5% more likely to use QSRs past mo., 17.8% more likely to use Sit-Down Restaurants past mo., 1.% more likely to use Casinos past yr., 1.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



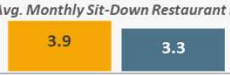
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

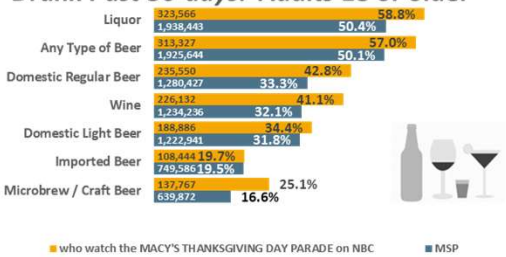
(Sit-Down Restaurants Used Past 30-days)



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

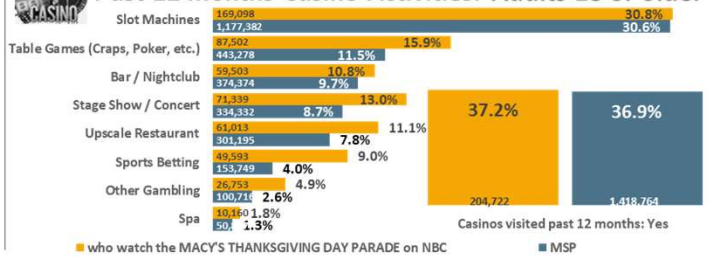


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



ST. LOUIS ON YOUR SIDE

17.6% or 439,837 of STL DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 8.7% more likely to use QSRs past mo., 18.1% more likely to use Sit-Down Restaurants past mo., 10.1% less likely to use Casinos past yr., 31.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 97.2% 427,556 | 89.4% 2,239,916

Avg. Monthly QSR Meals: 7.0 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 89.6% 394,071 | 75.8% 1,899,922

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 3.9

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 the MACY'S THANKSGIVING DAY PARADE... 48,357 11.0%

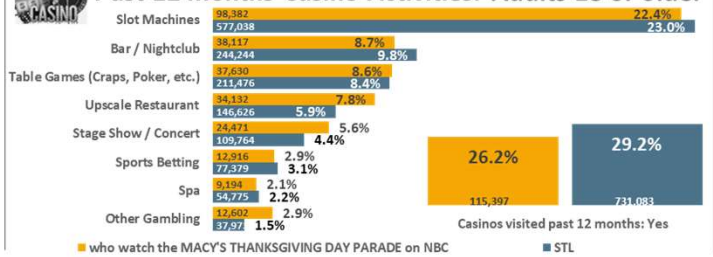
STL 314,187 12.5%

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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

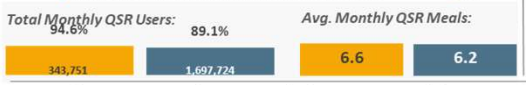
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

19.1% or 363,455 of CIN DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 6.1% more likely to use QSRs past mo., 11.3% more likely to use Sit-Down Restaurants past mo., 22.9% more likely to use Casinos past yr., 11.7% less likely to smoke cigarettes.

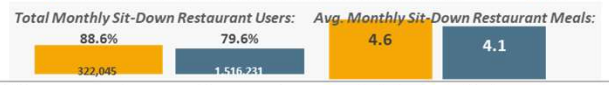
Past 30-days QSR Users: Adults 18 or older





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





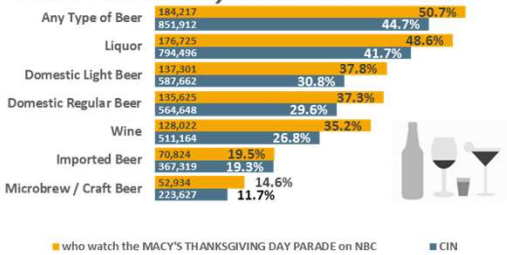
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



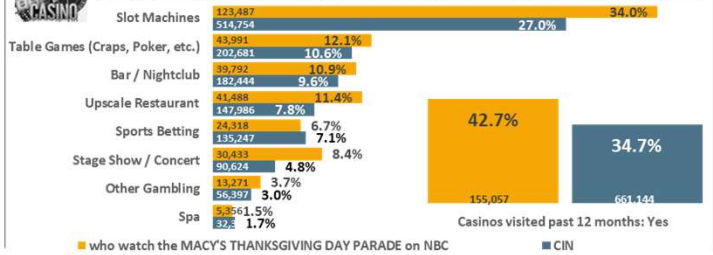


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



WPTV
WEST PALM BEACH

25.7% or 474,653 of WPB DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 3.9% more likely to use QSRs past mo., 4.3% more likely to use Sit-Down Restaurants past mo., 22.6% more likely to use Casinos past yr., 9.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:
86.8% 83.5%
411,901 1,545,244

Avg. Monthly QSR Meals:
6.4 5.9

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



Total Monthly Sit-Down Restaurant Users:
81.9% 78.5%
388,769 1,452,762

Avg. Monthly Sit-Down Restaurant Meals:
5.5 4.7

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.)

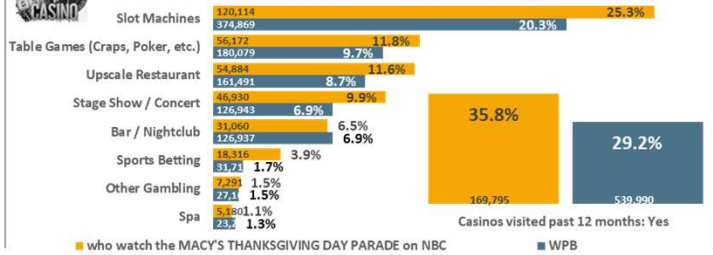
who watch the MACY'S THANKSGIVING DAY PARADE...	75,285	15.9%
WPB	316,072	17.1%

Drank Past 30-days: Adults 18 or older



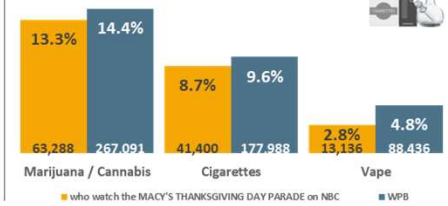
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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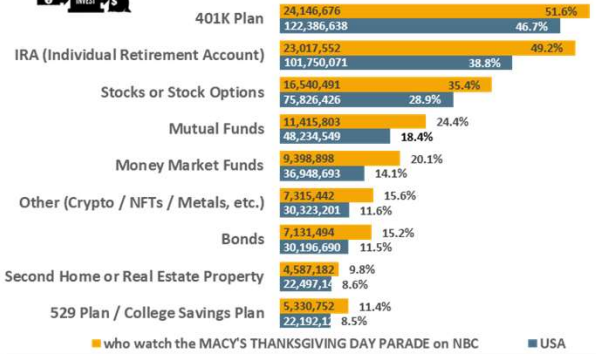
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



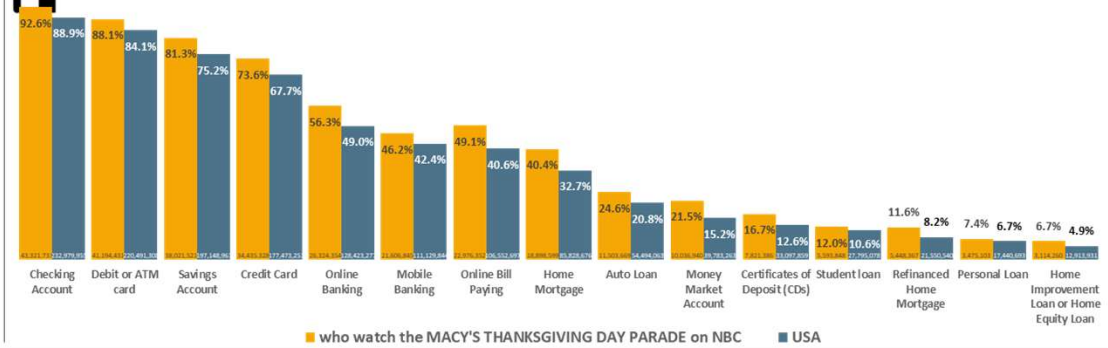
NBC USA

17.8% or 46,779,327 of USA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 10.6% more likely to have a 401K, 18.3% more likely to have an Auto Loan, 20.7% more likely to Invest/Trade Stocks Online, 7.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



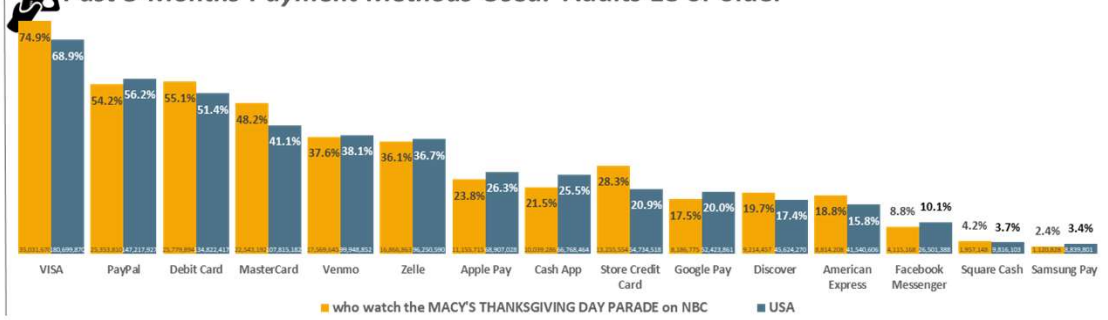
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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

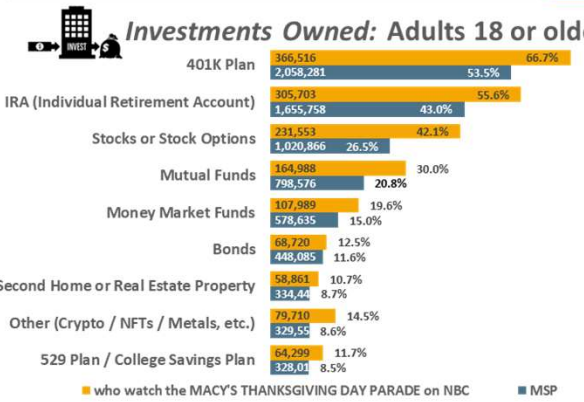
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



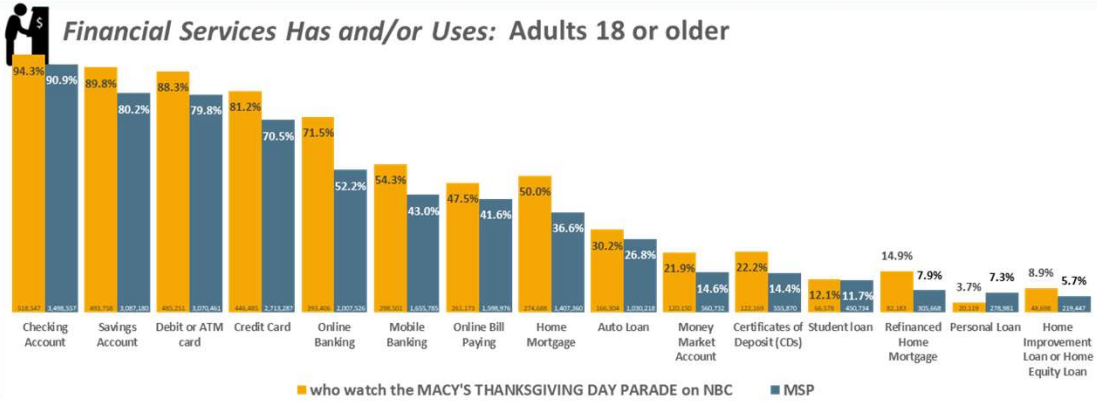
KARE 11 Minneapolis

14.3% or 549,834 of MSP DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 24.6% more likely to have a 401K, 13.% more likely to have an Auto Loan, 30.9% more likely to Invest/Trade Stocks Online, 14.1% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



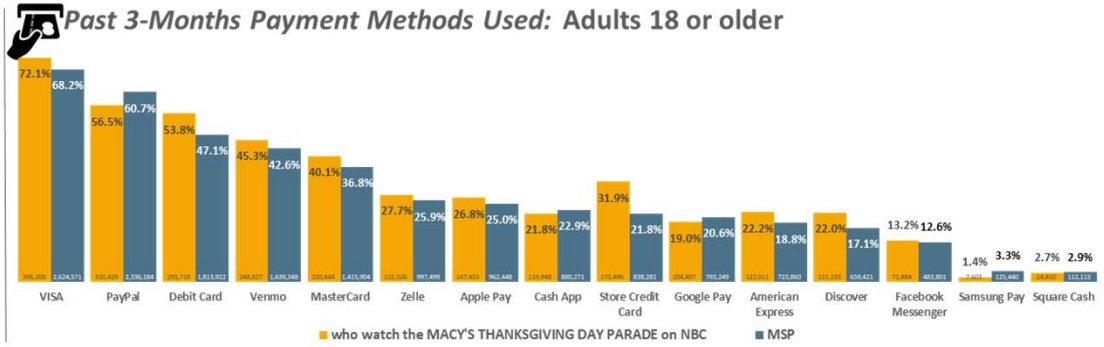
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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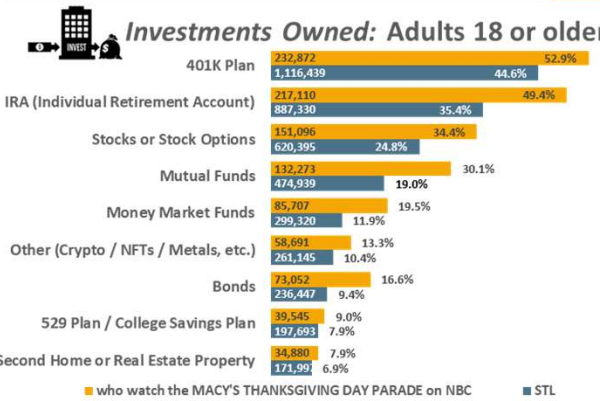
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



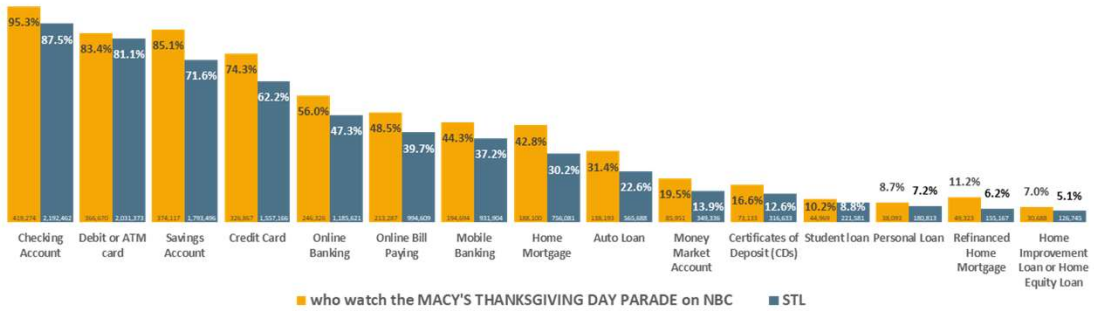
ST. LOUIS ON YOUR SIDE

17.6% or 439,837 of STL DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 18.8% more likely to have a 401K, 39.1% more likely to have an Auto Loan, 34.% more likely to Invest/Trade Stocks Online, 8.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

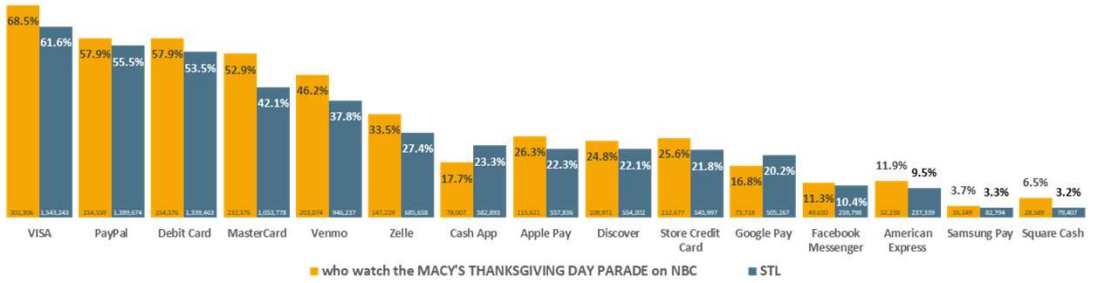


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

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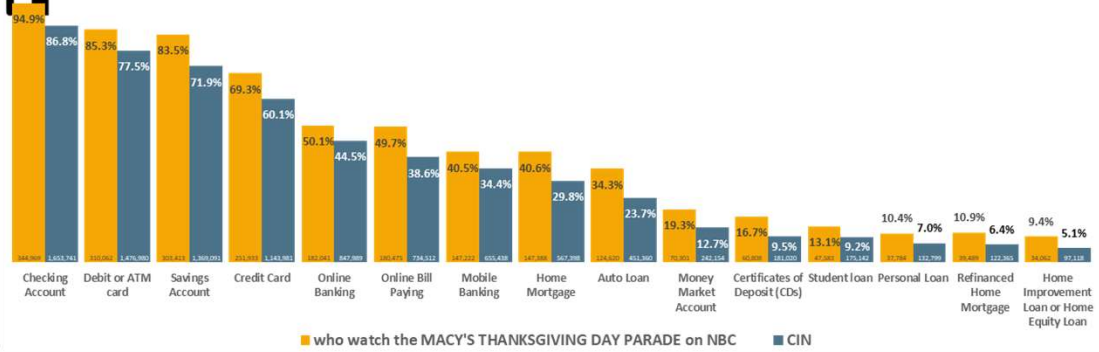
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

19.1% or 363,455 of CIN DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 23.4% more likely to have a 401K, 44.7% more likely to have an Auto Loan, 10.7% more likely to Invest/Trade Stocks Online, 1.2% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



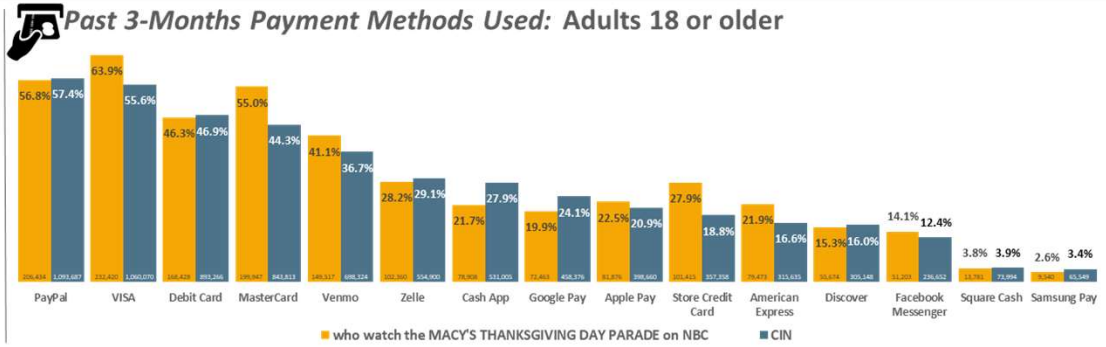
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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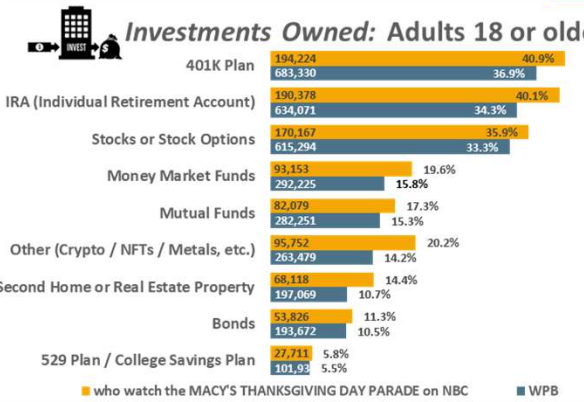
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



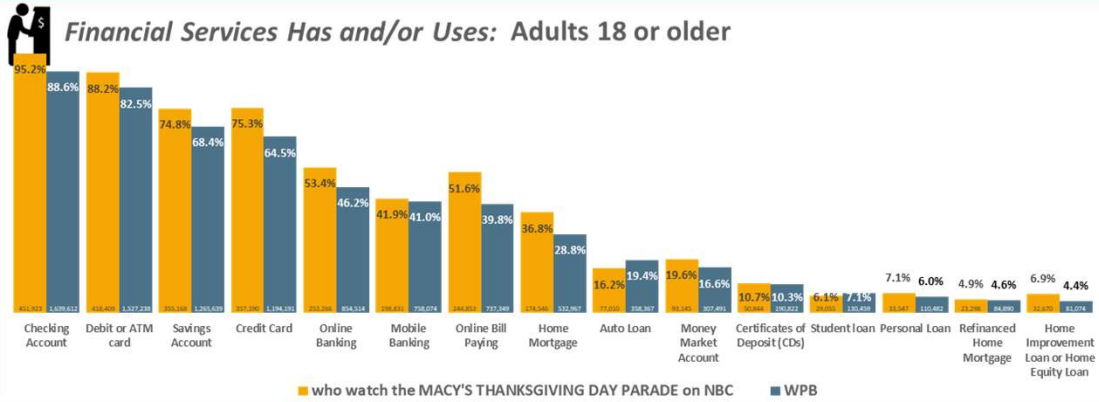
WPTV
WEST PALM BEACH

25.7% or 474,653 of WPB DMA Adults 18 or older watch the MACY'S THANKSGIVING DAY PARADE on NBC. Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC are 10.8% more likely to have a 401K, 16.2% less likely to have an Auto Loan, 21.3% more likely to Invest/Trade Stocks Online, 21.3% more likely to pay with their Debit Card.

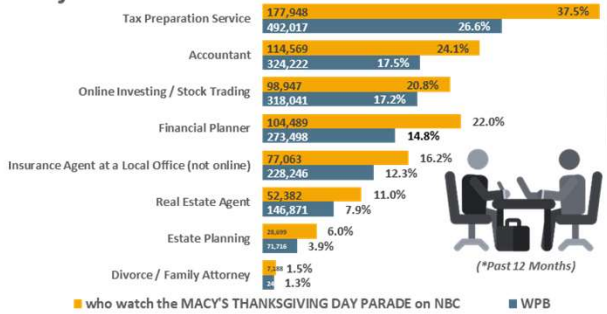
Investments Owned: Adults 18 or older



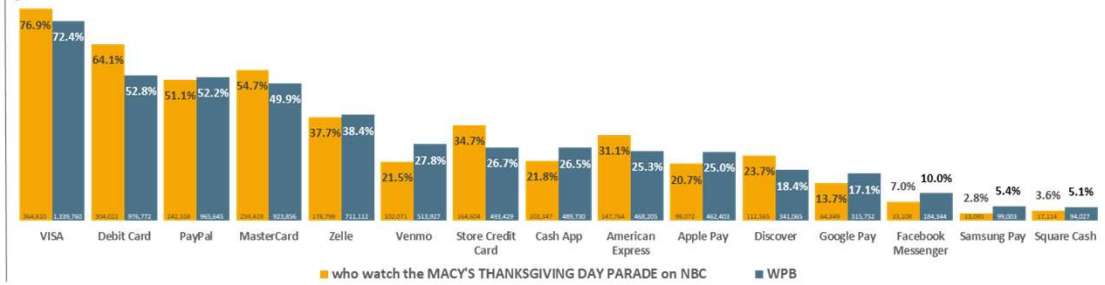
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



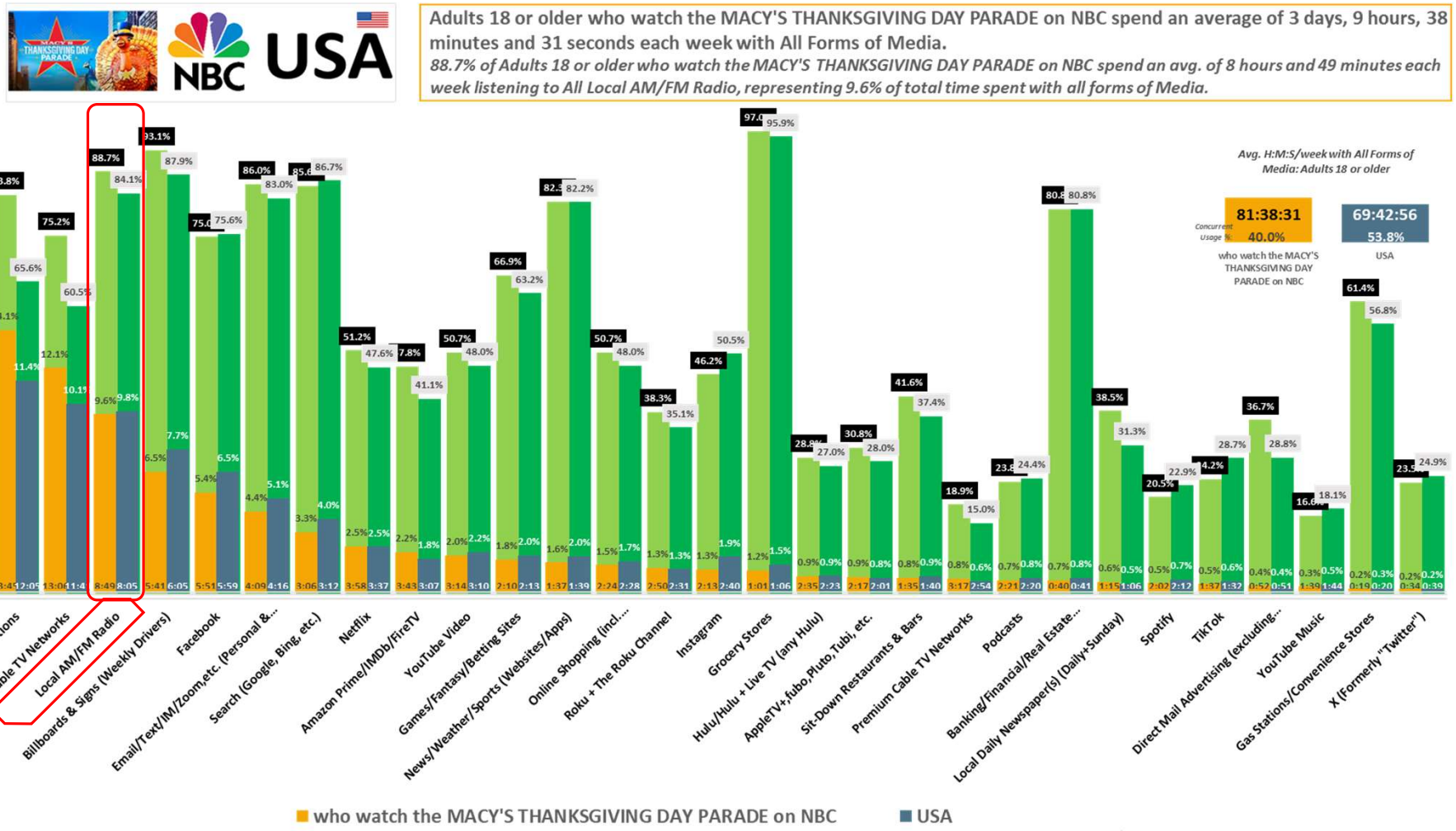
Past 3-Months Payment Methods Used: Adults 18 or older



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

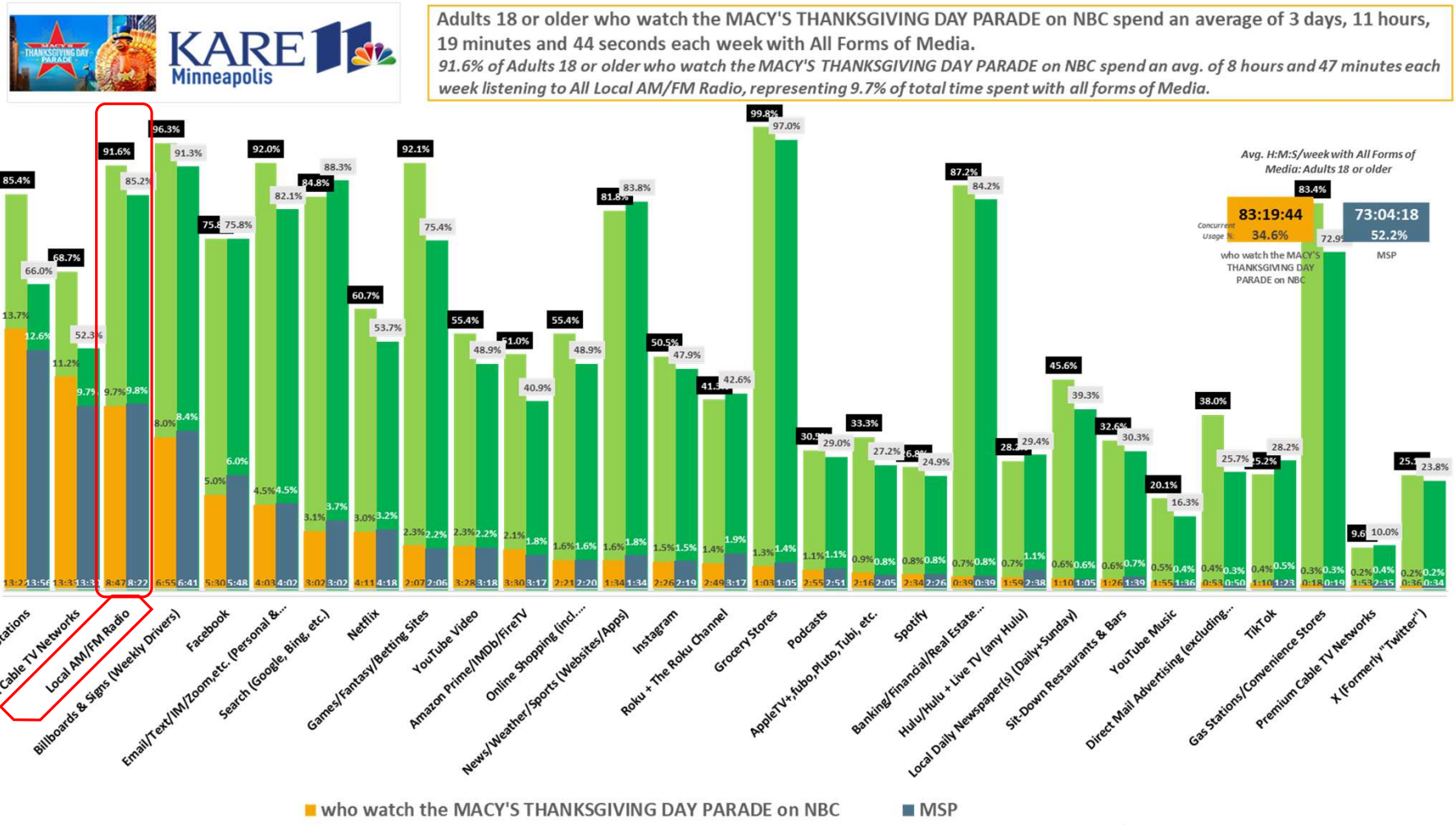


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

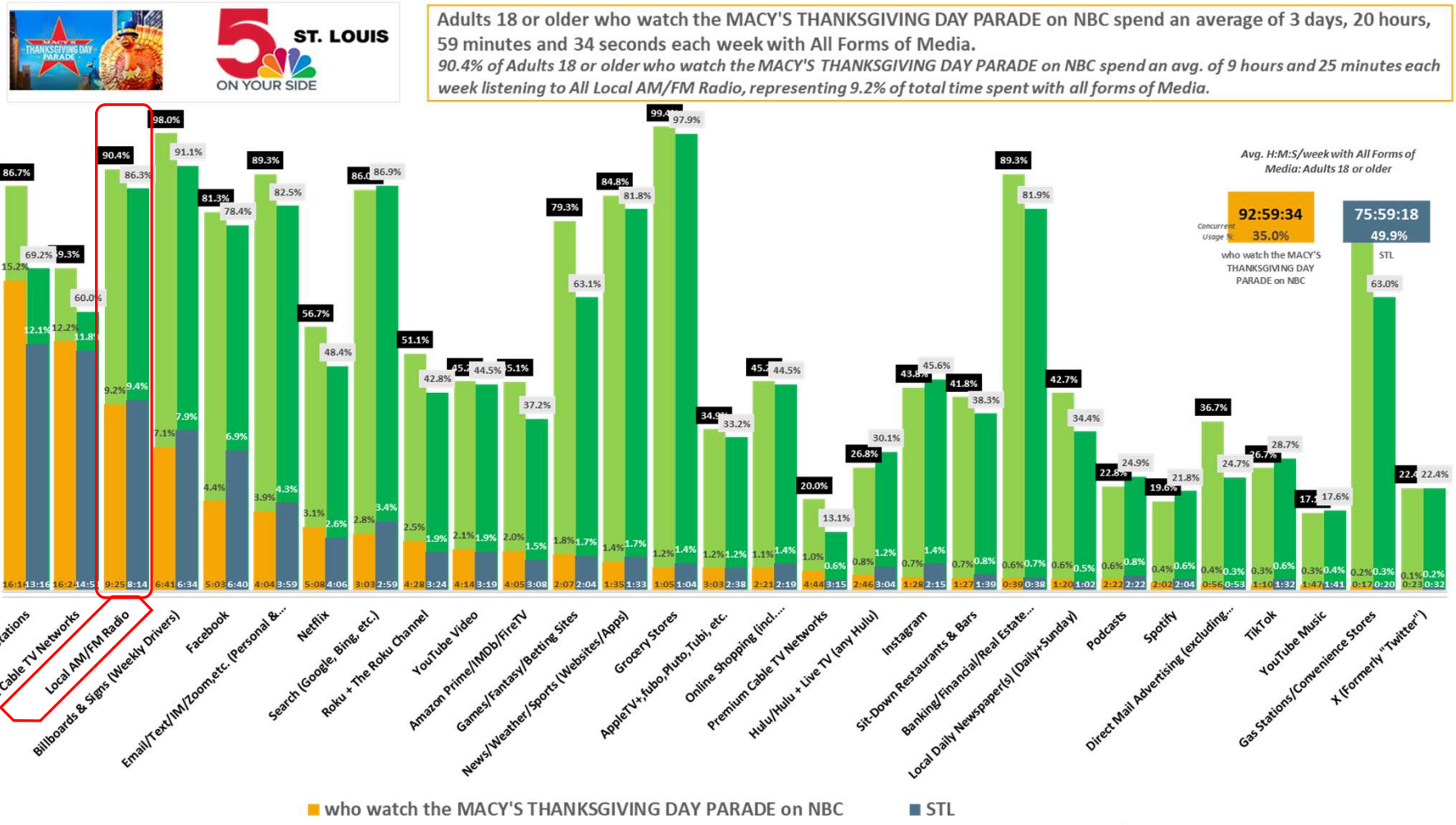


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

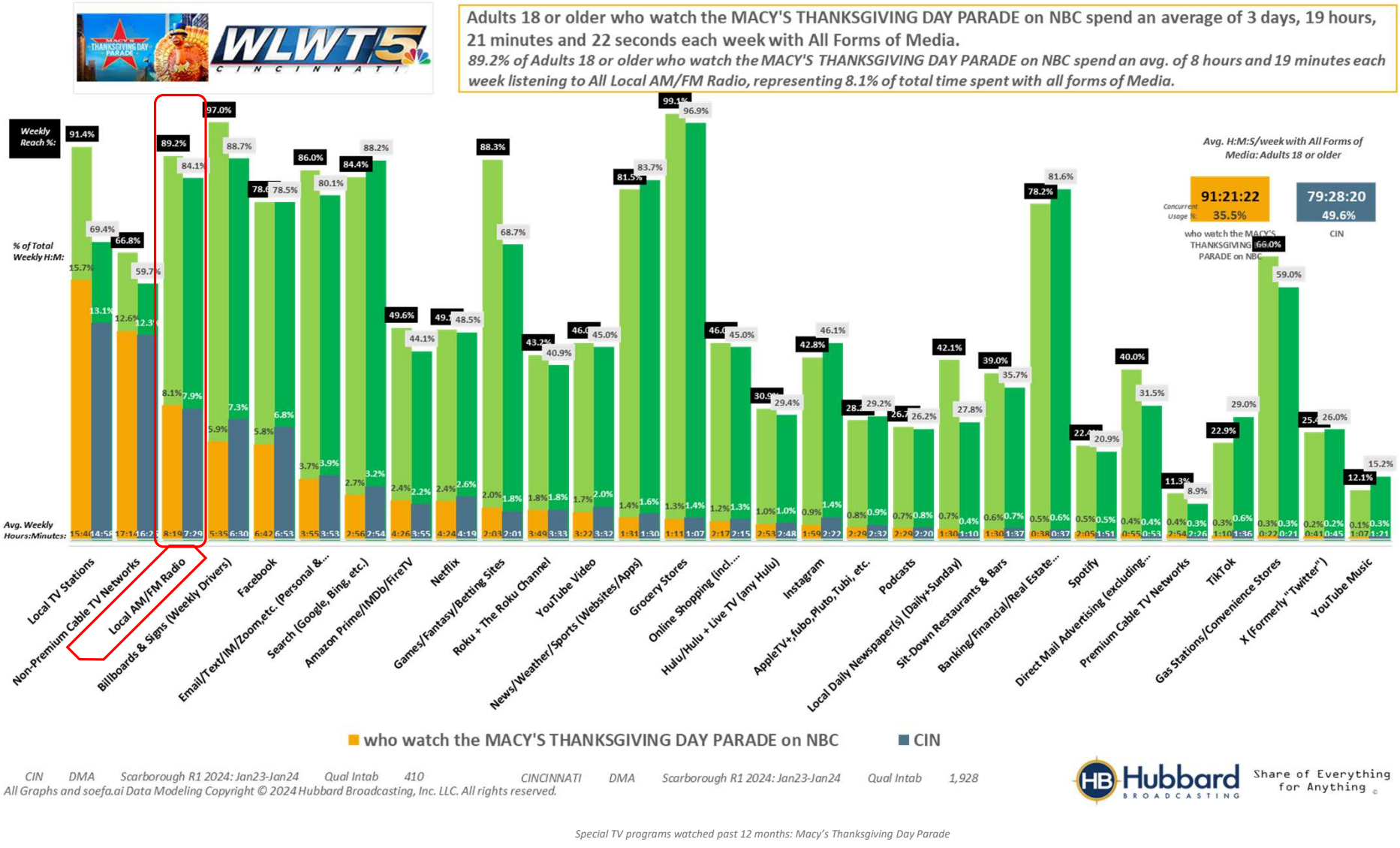


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

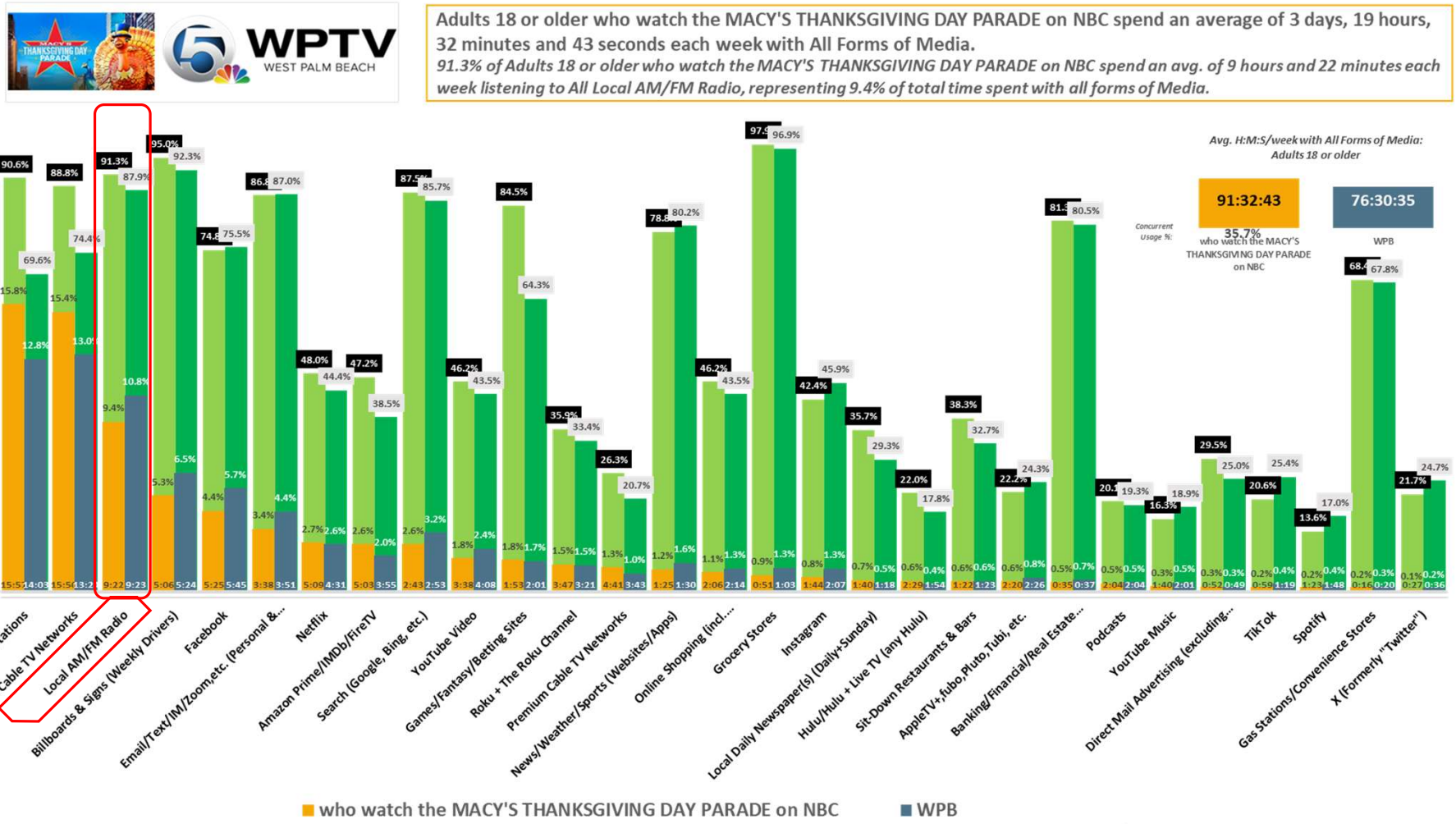


CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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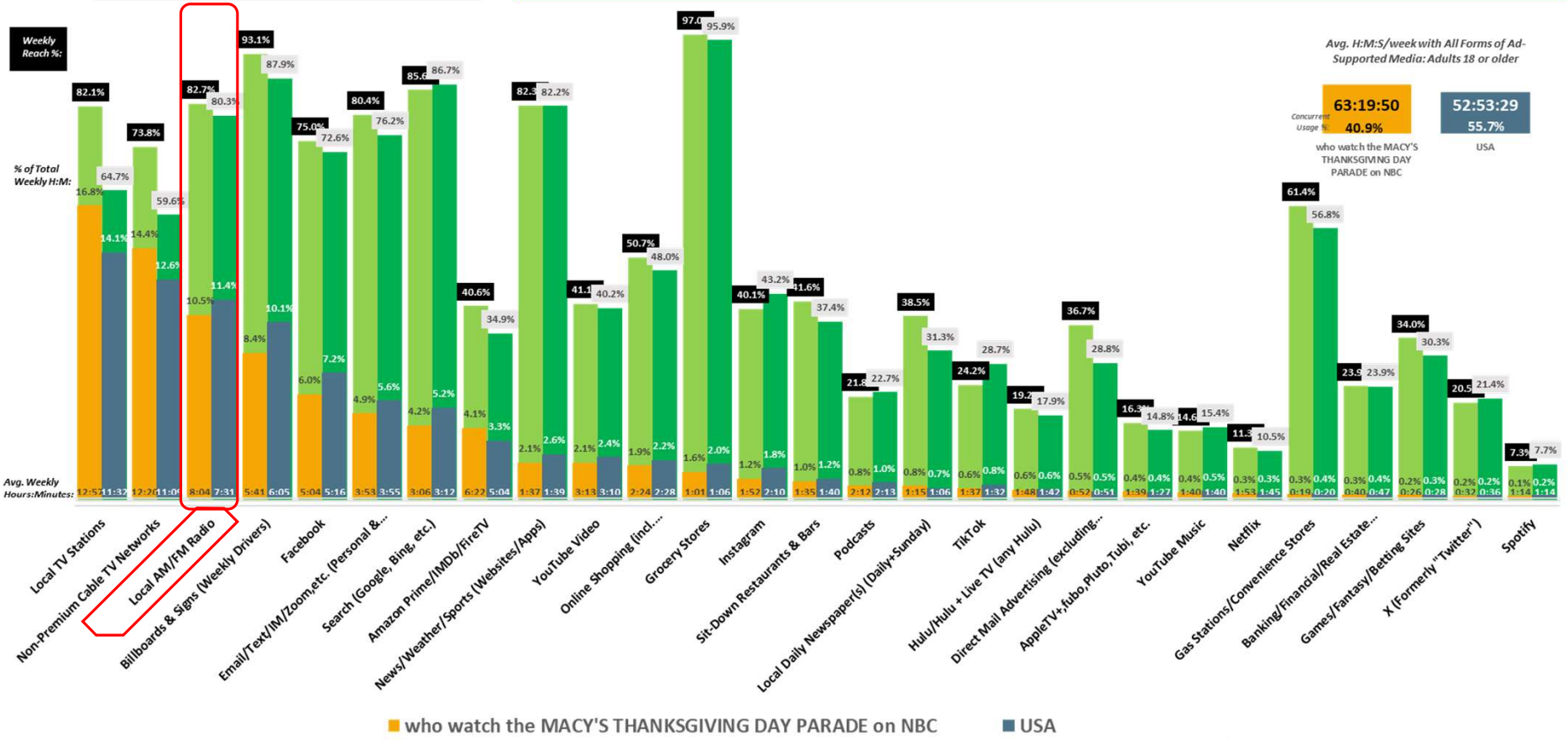
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



NBC USA

Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 2 days, 15 hours, 19 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

82.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an avg. of 8 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.

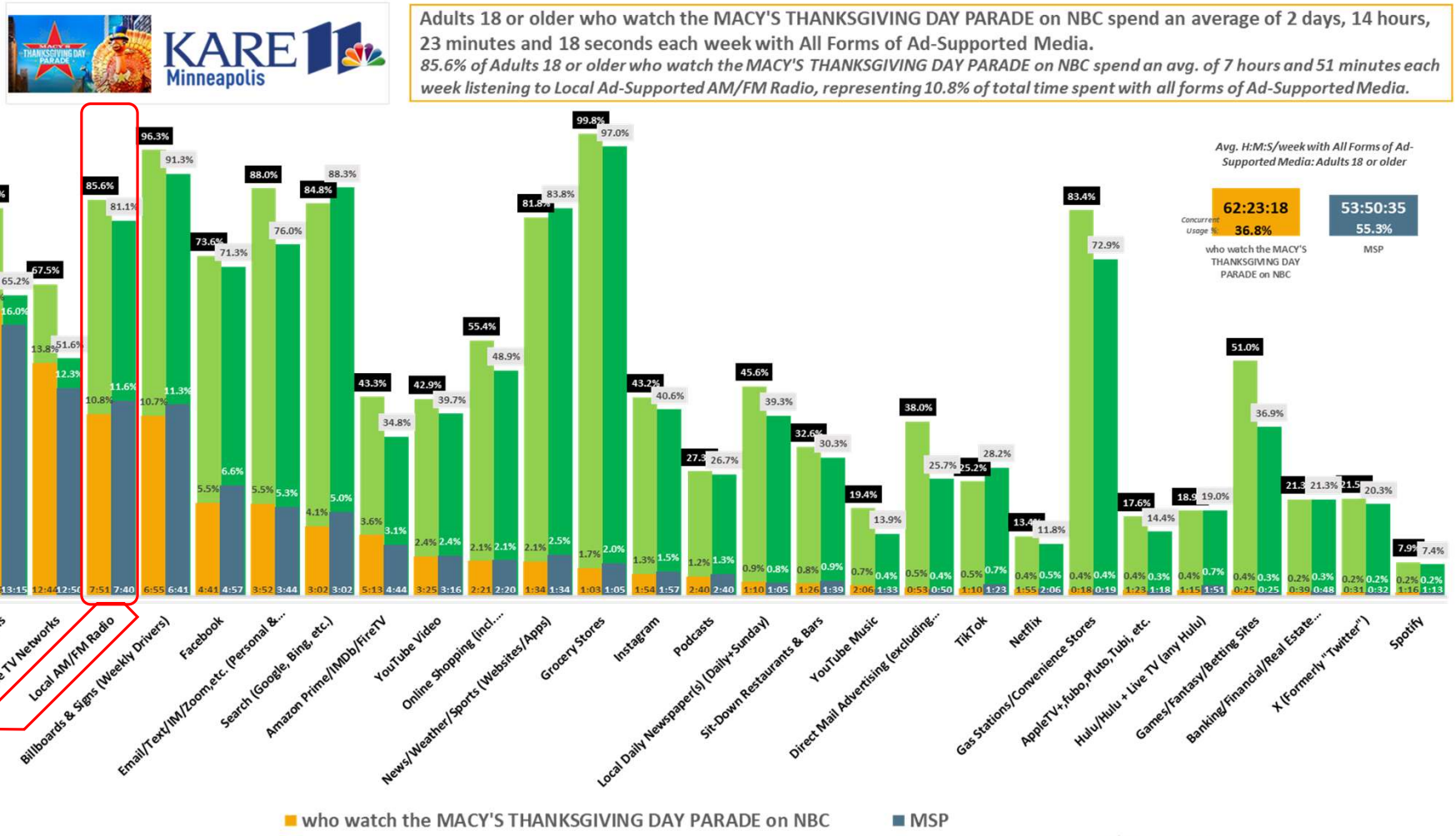


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

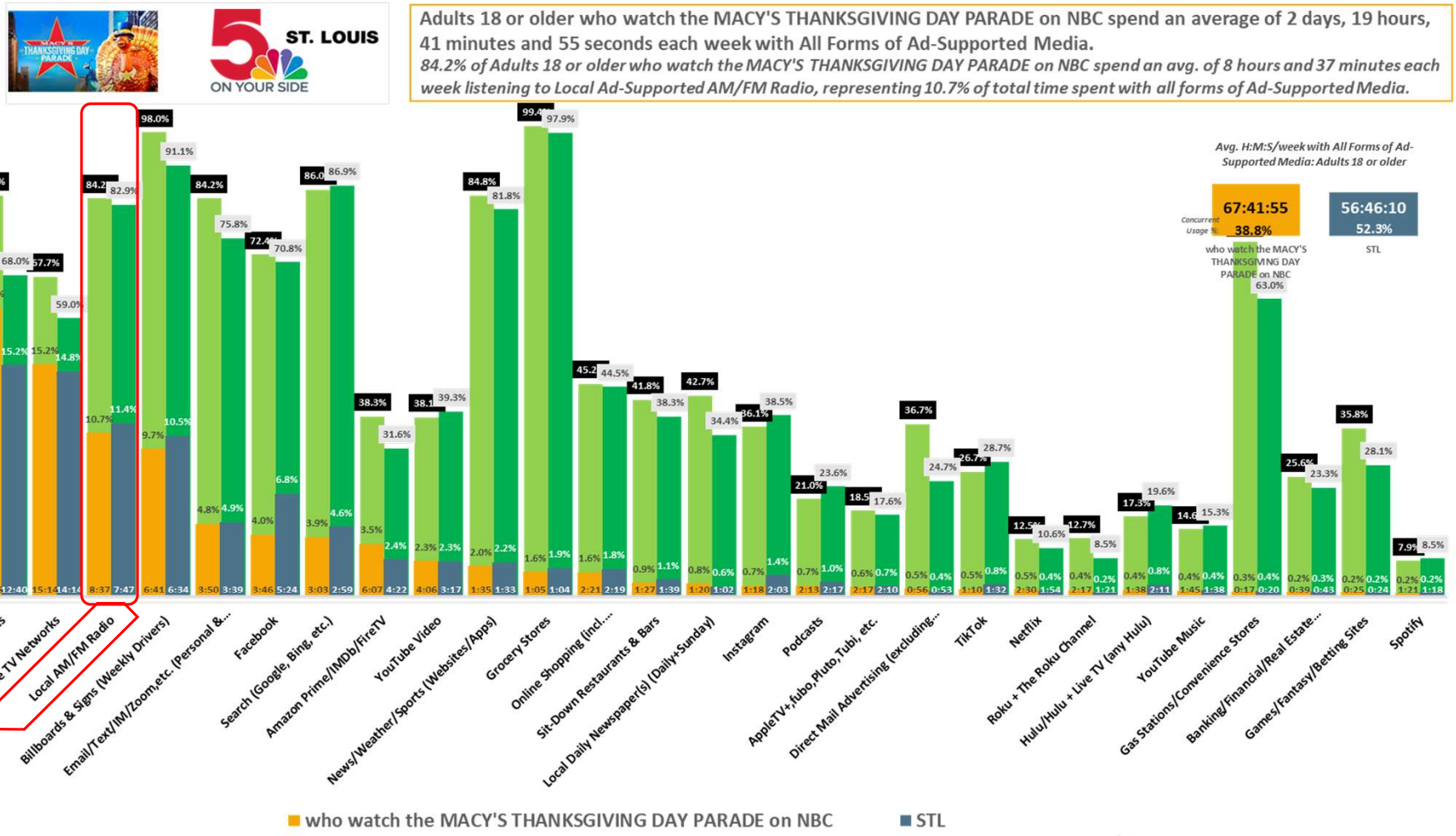


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

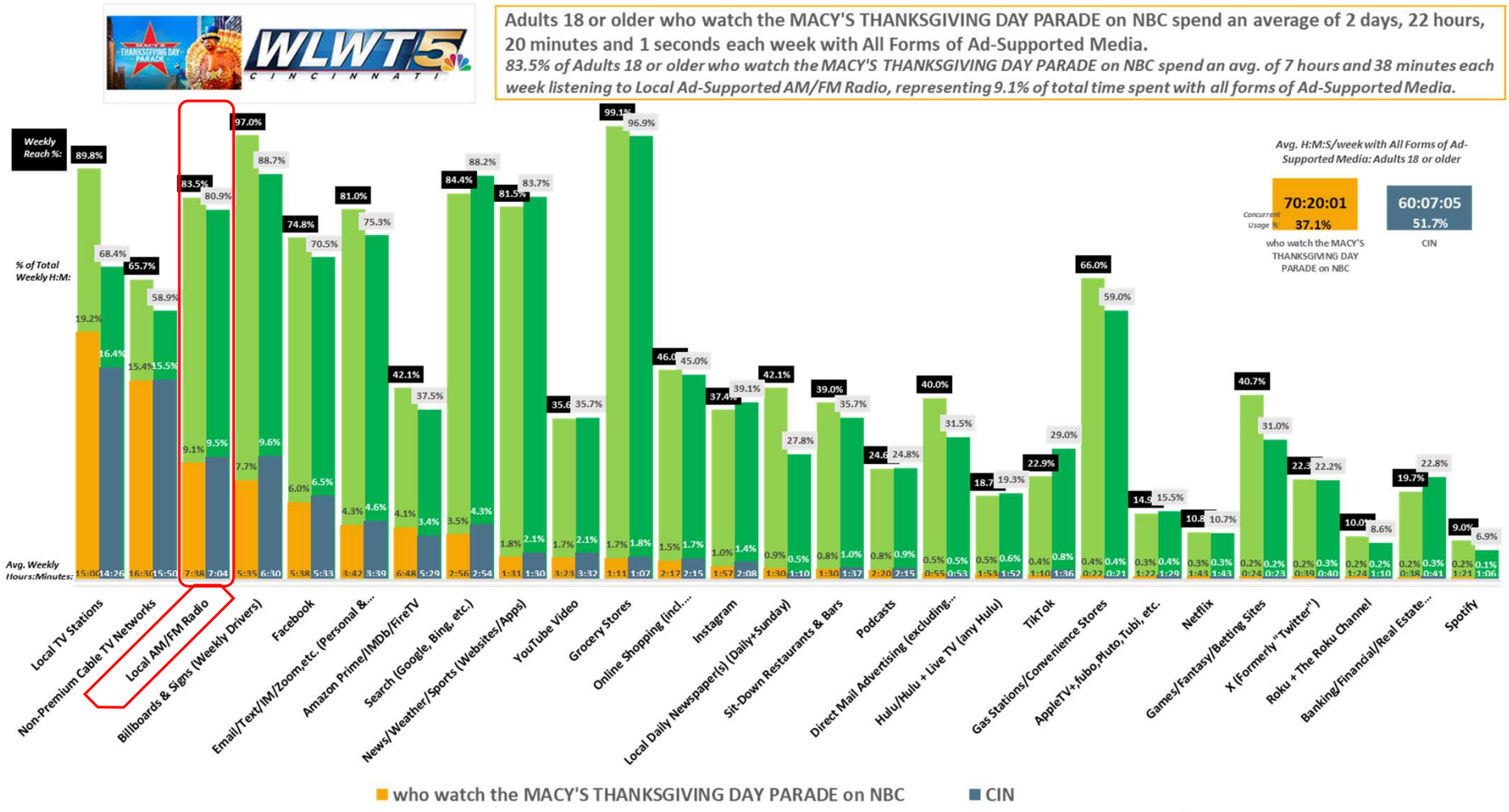


STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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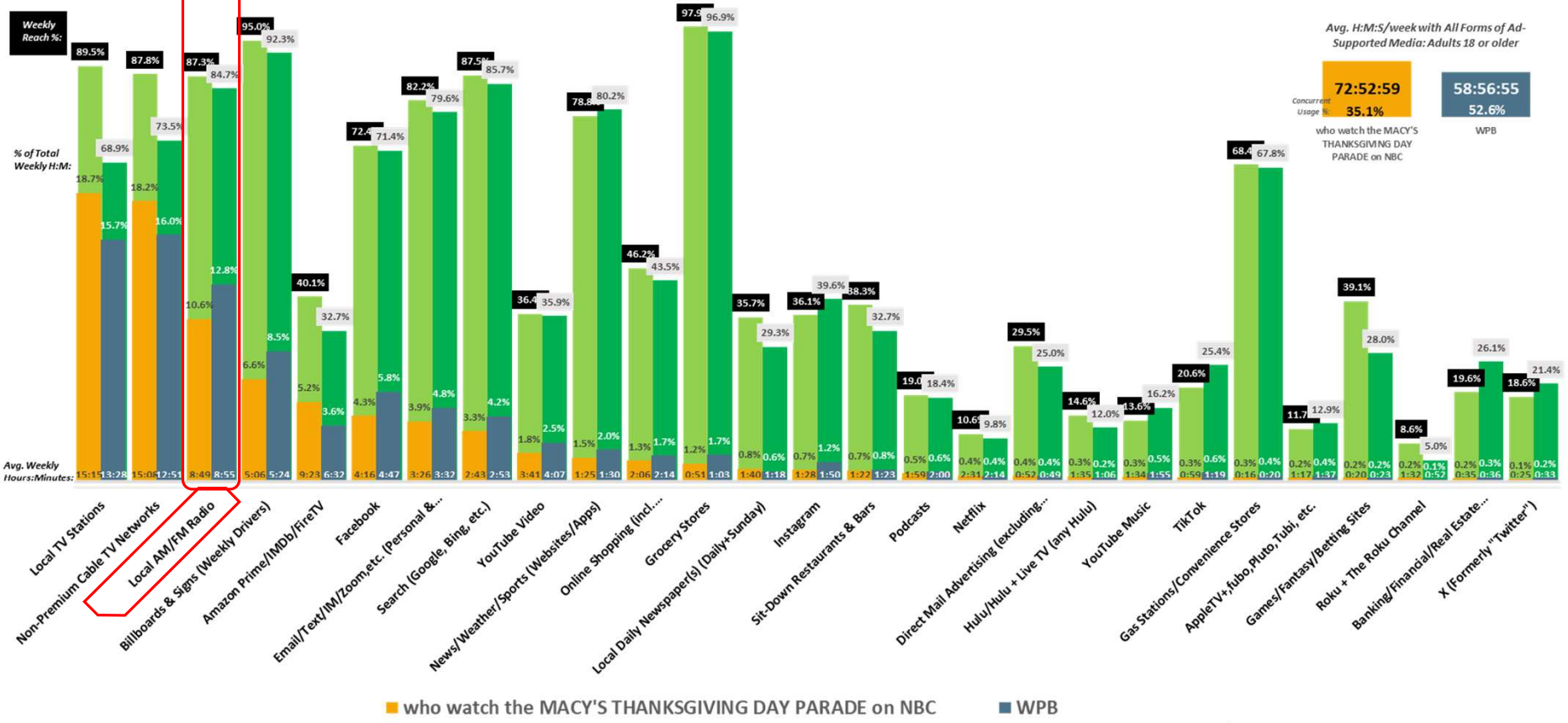
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 3 days, 0 hours, 52 minutes and 59 seconds each week with All Forms of Ad-Supported Media.

87.3% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an avg. of 8 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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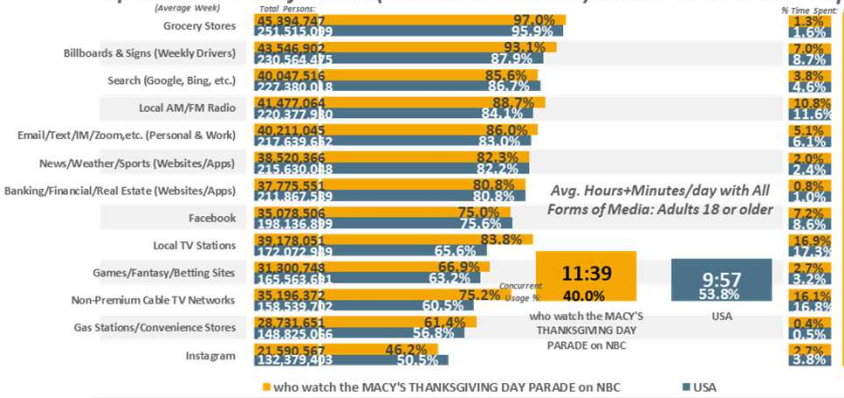
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

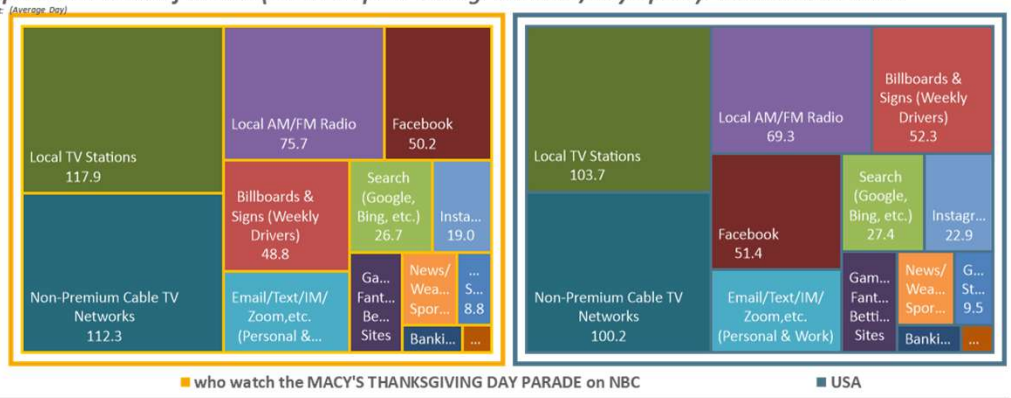


Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 9 hours and 2 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 69.2 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

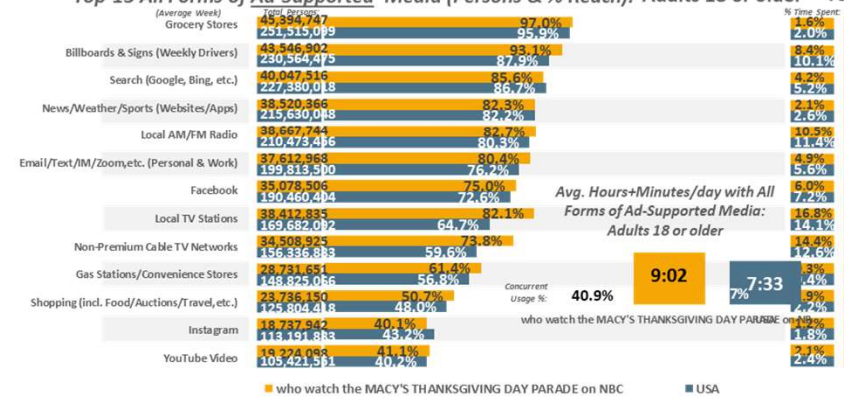
***Top-13 All Forms of Media (Persons & % Reach):* Adults 18 or older**



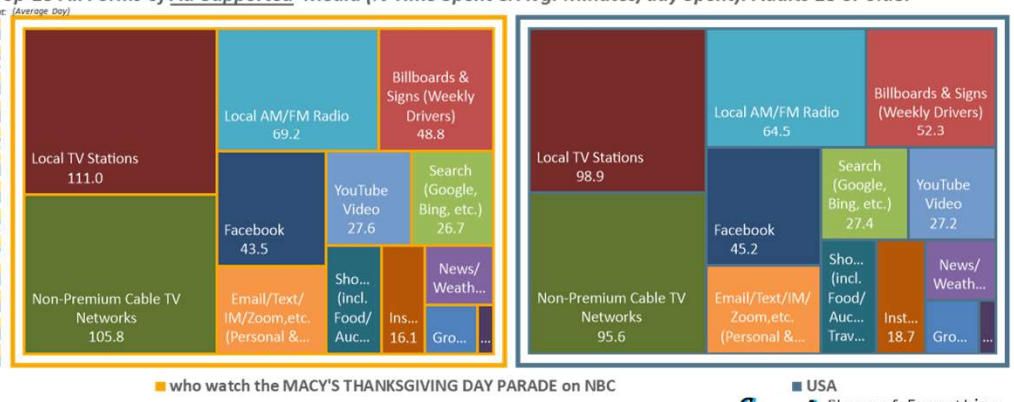
***Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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

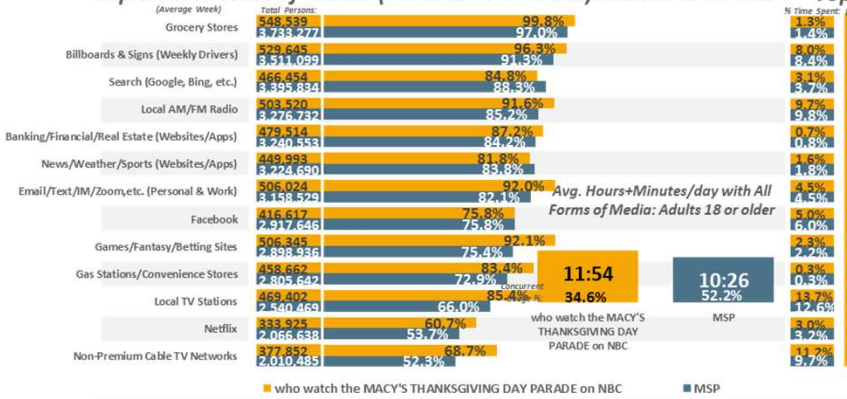
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

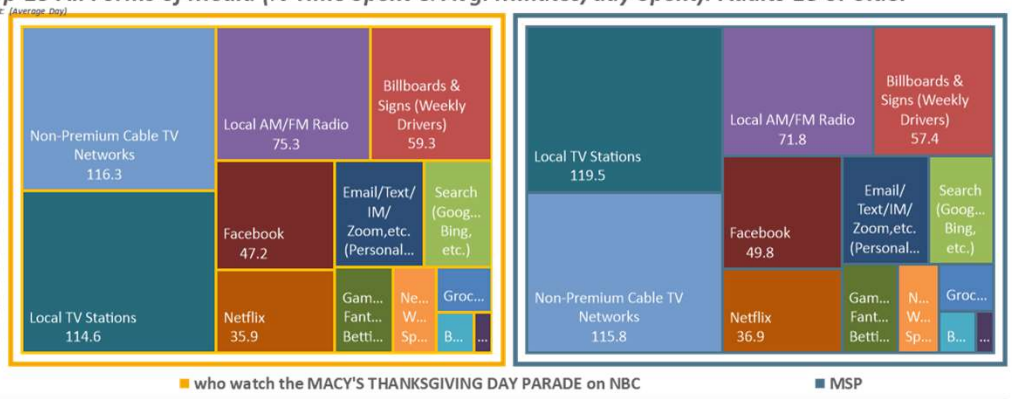
KARE 11 Minneapolis

Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 8 hours and 54 minutes each day with All Forms of Ad-Supported Media. 85.6% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

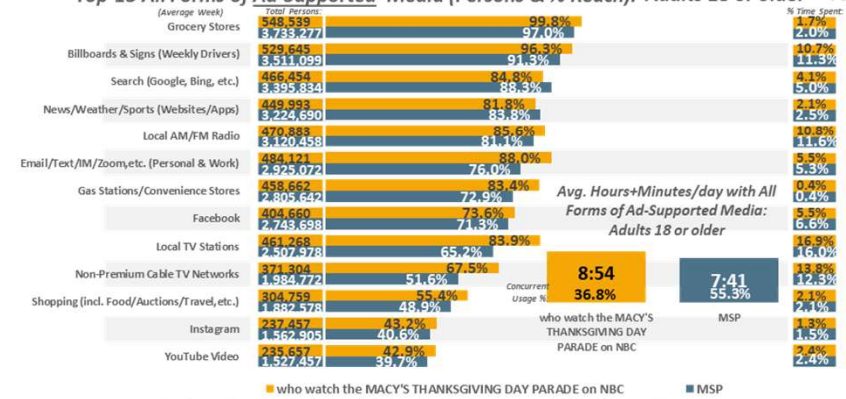
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



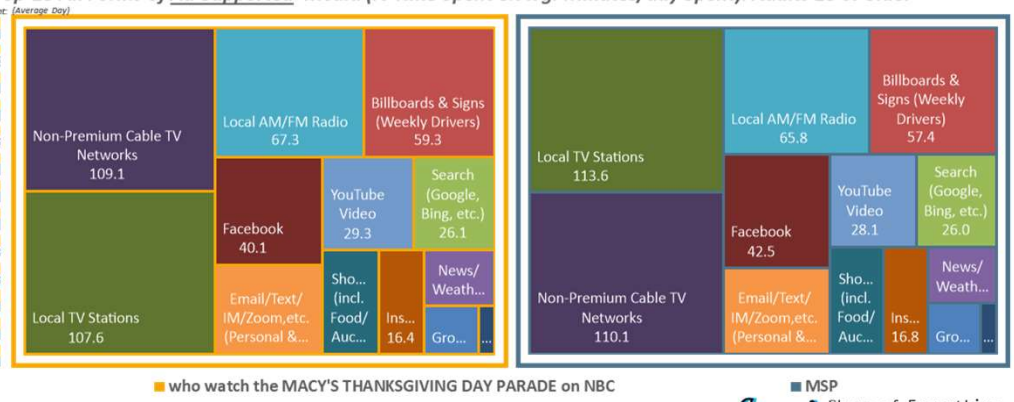
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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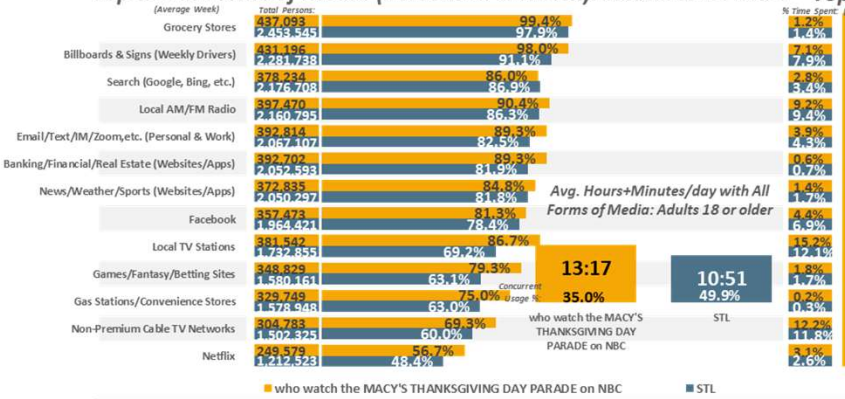
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



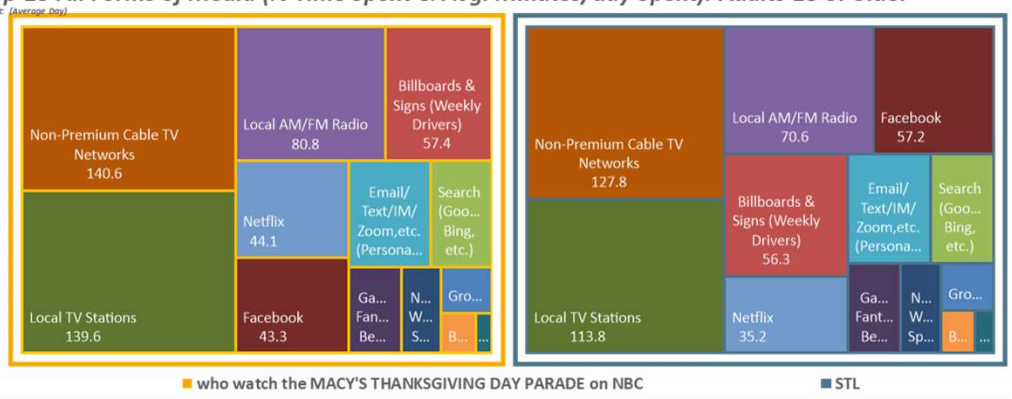
ST. LOUIS ON YOUR SIDE

Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 9 hours and 40 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 74. minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

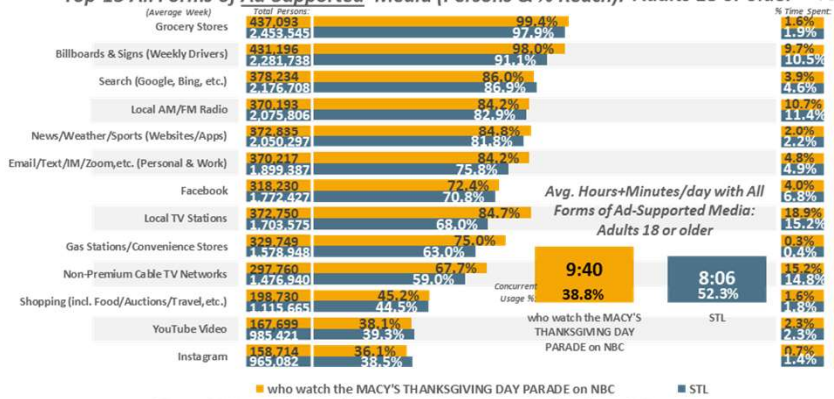
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



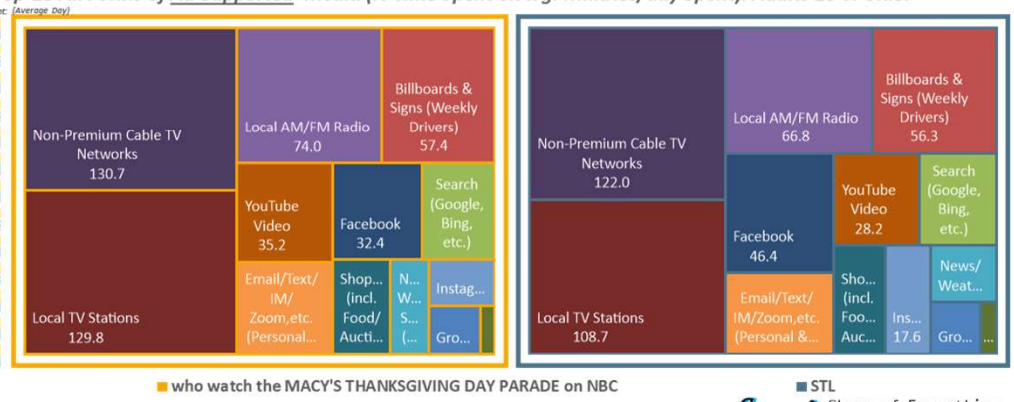
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

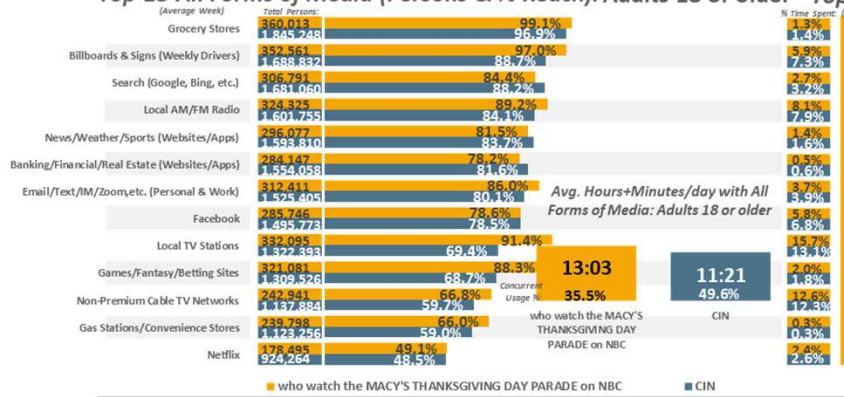
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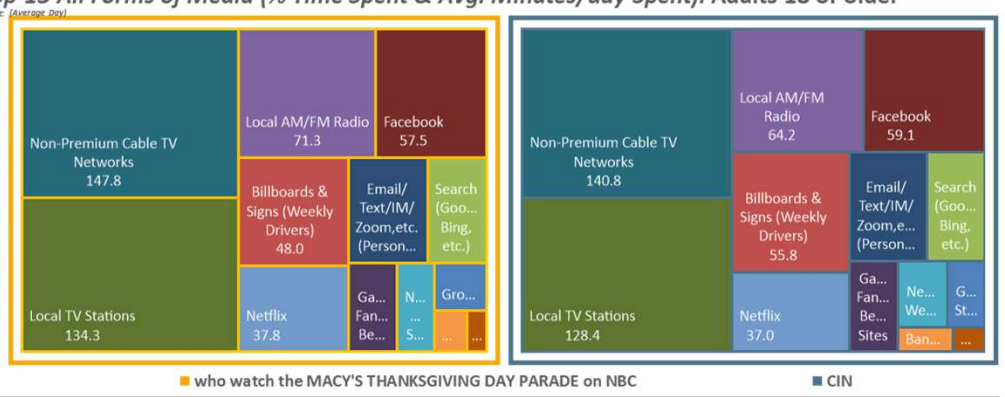
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 10 hours and 2 minutes each day with All Forms of Ad-Supported Media. 83.5% listen to Local AM/FM Radio for an avg. of 65.5 minutes/day.*(Local Radio delivers 9.1% of Time with Ad-Supported Media.)*

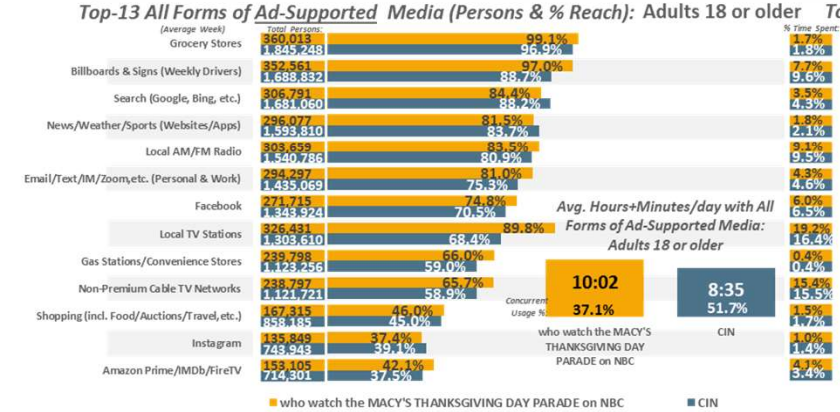
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



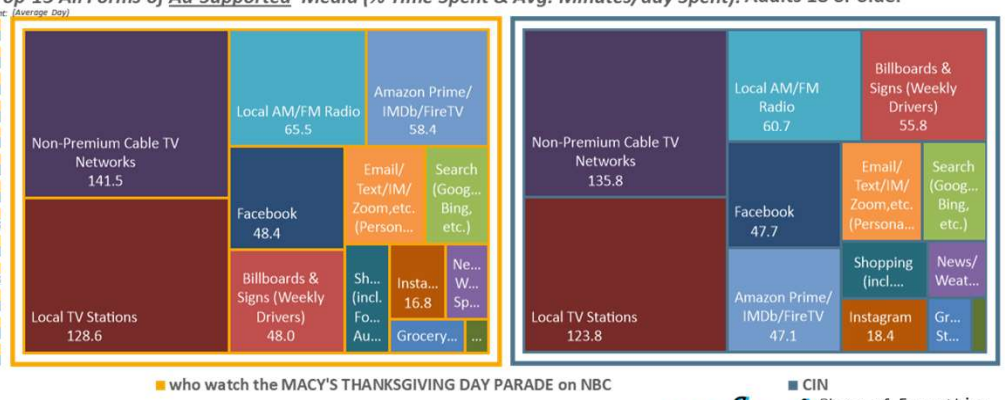
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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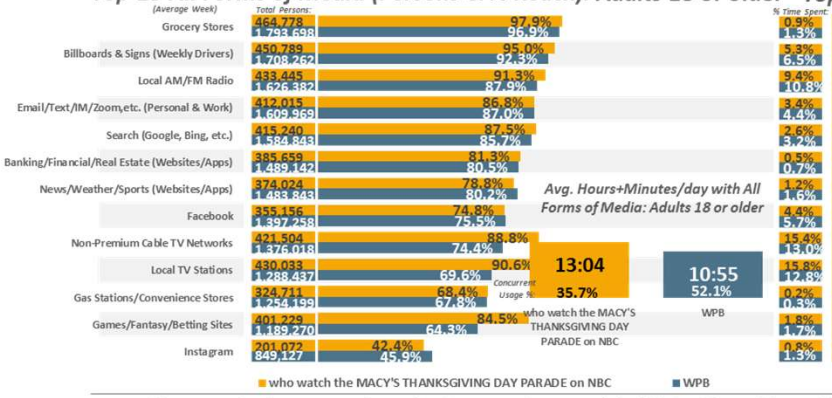
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

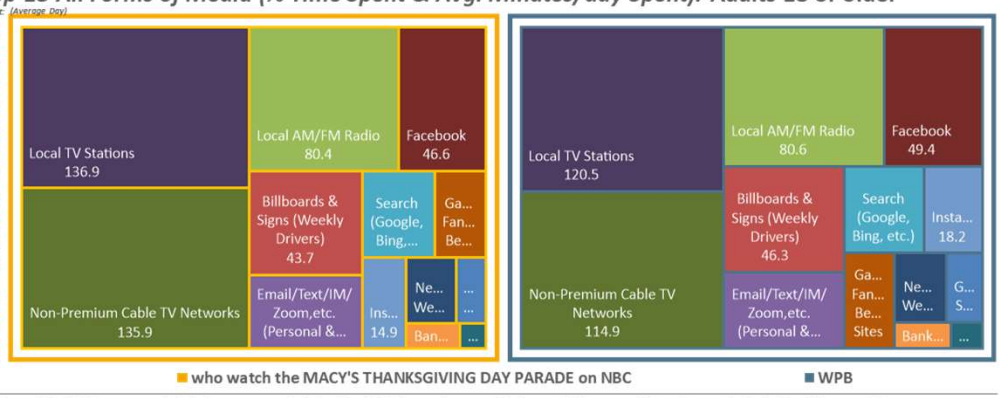


Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 10 hours and 24 minutes each day with All Forms of Ad-Supported Media. 87.3% listen to Local AM/FM Radio for an avg. of 75.7 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

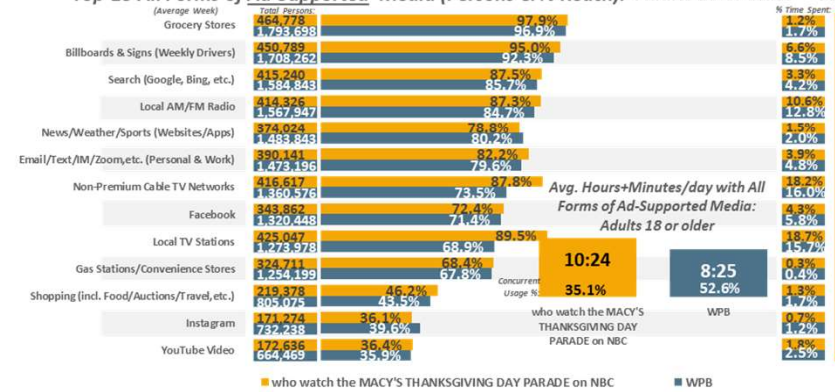
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



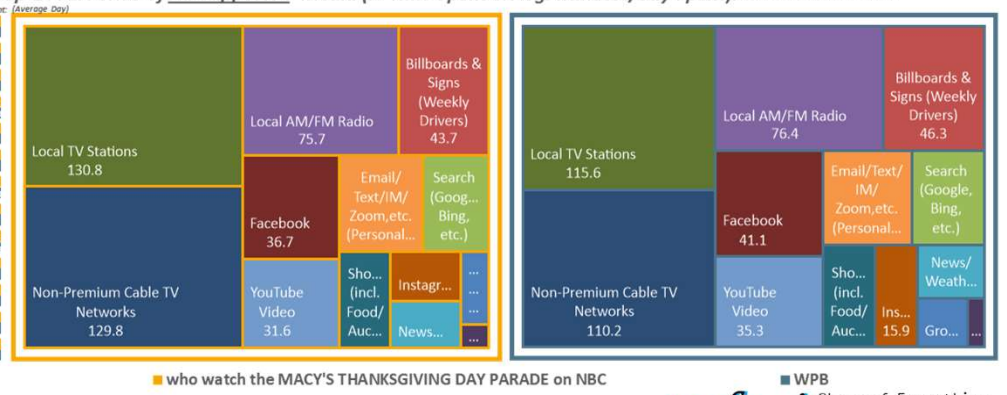
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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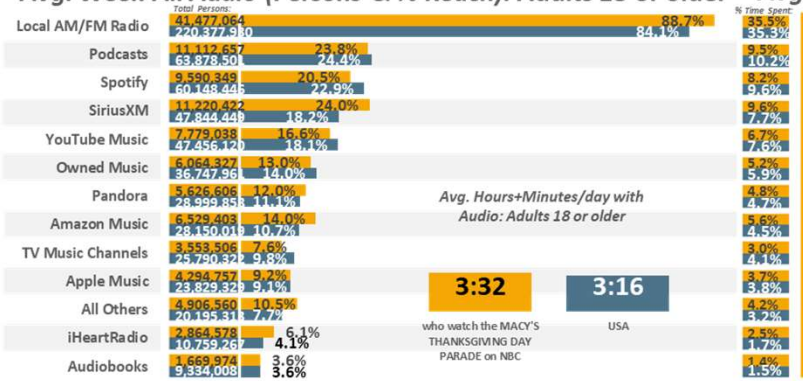
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

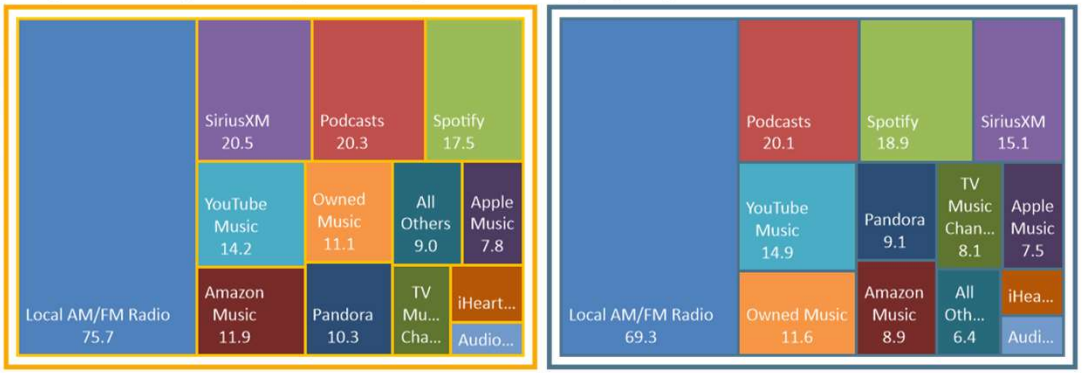


38,667,744 or 82.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 44.% of all time spent daily with Ad-Supported Audio.

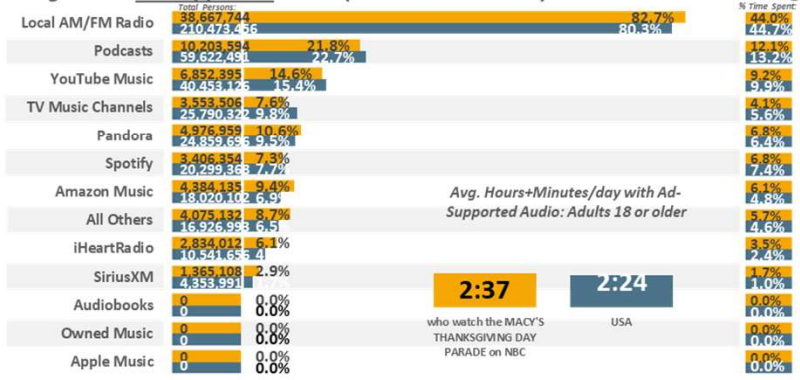
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



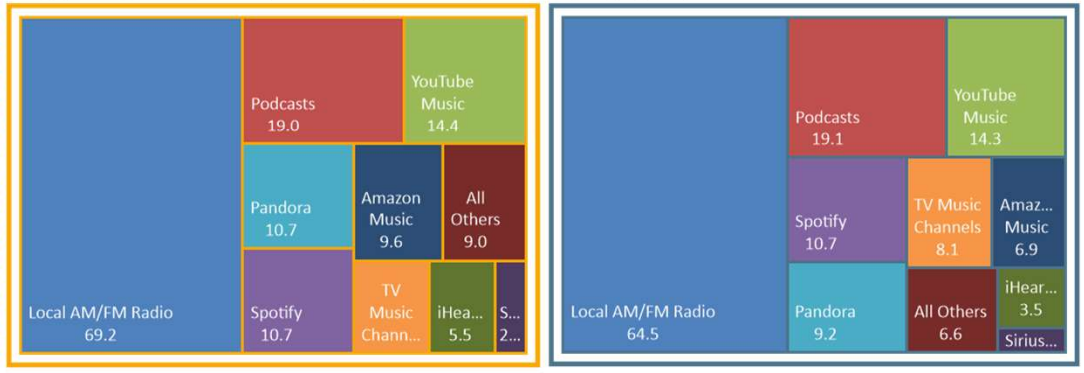
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 4,670

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

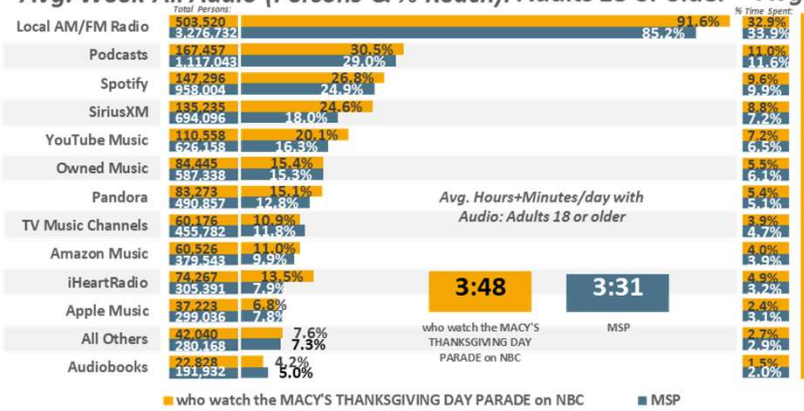
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

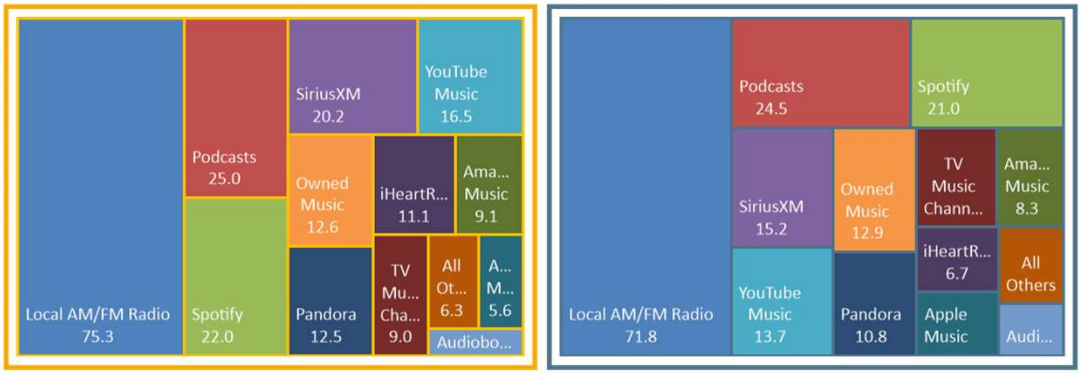


470,883 or 85.6% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

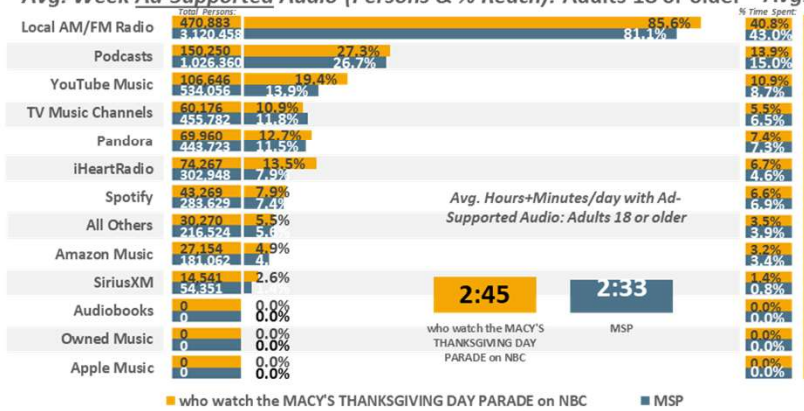
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



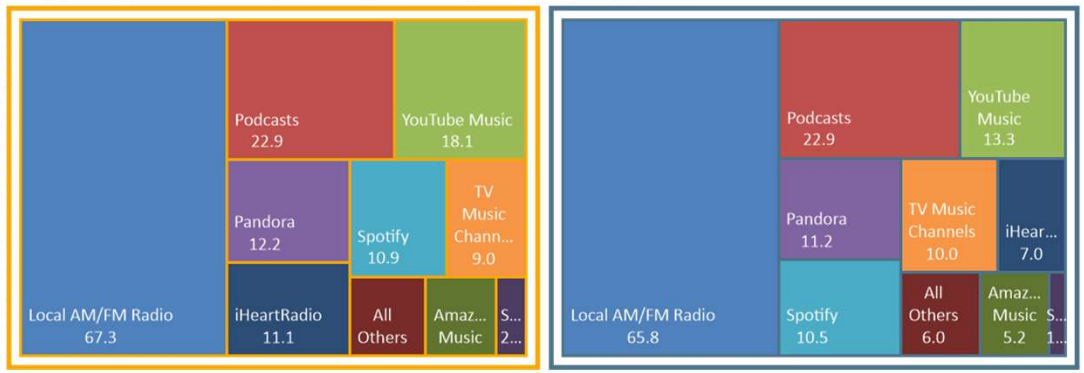
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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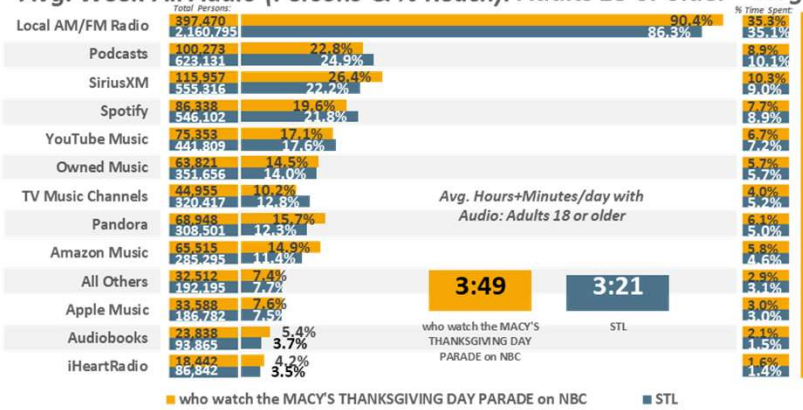
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



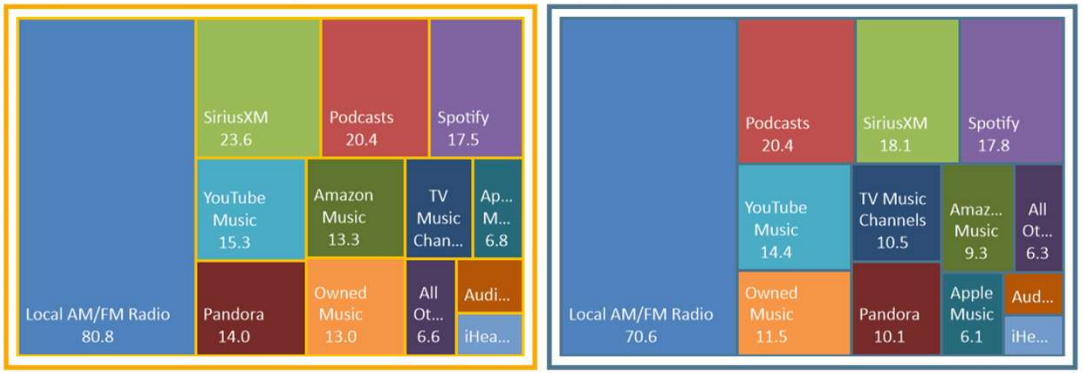
ST. LOUIS ON YOUR SIDE

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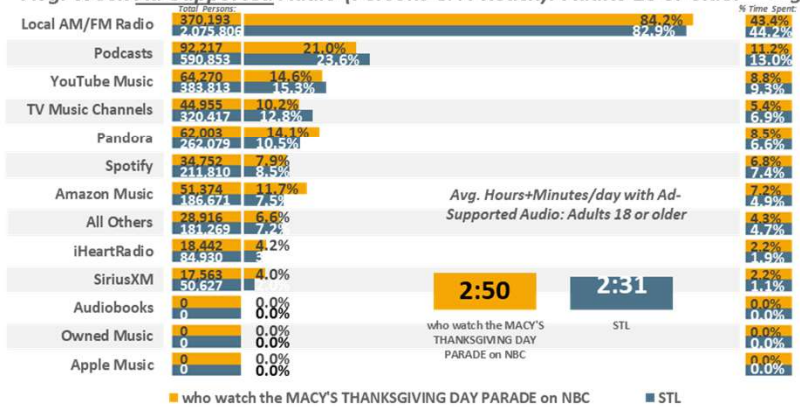
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



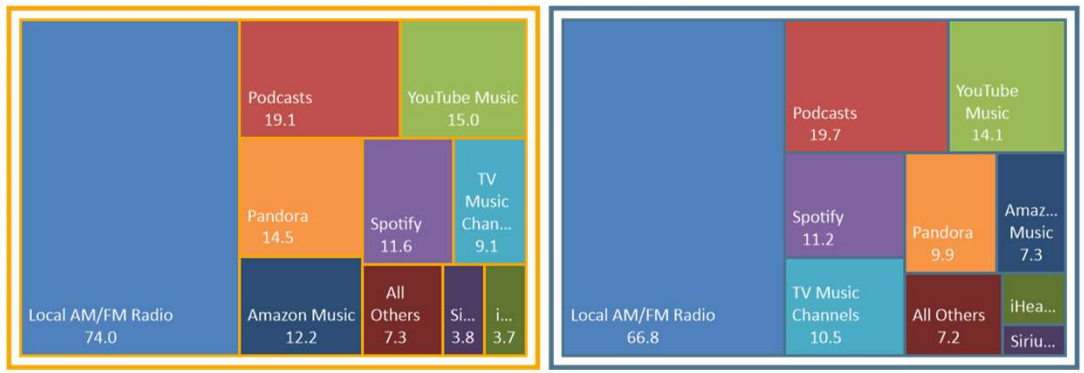
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

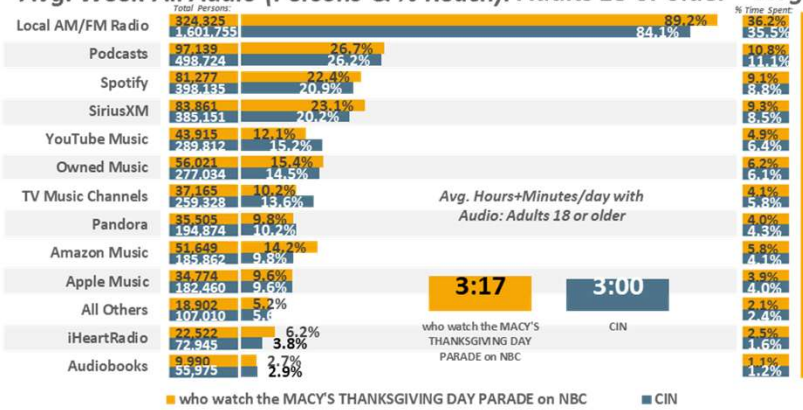
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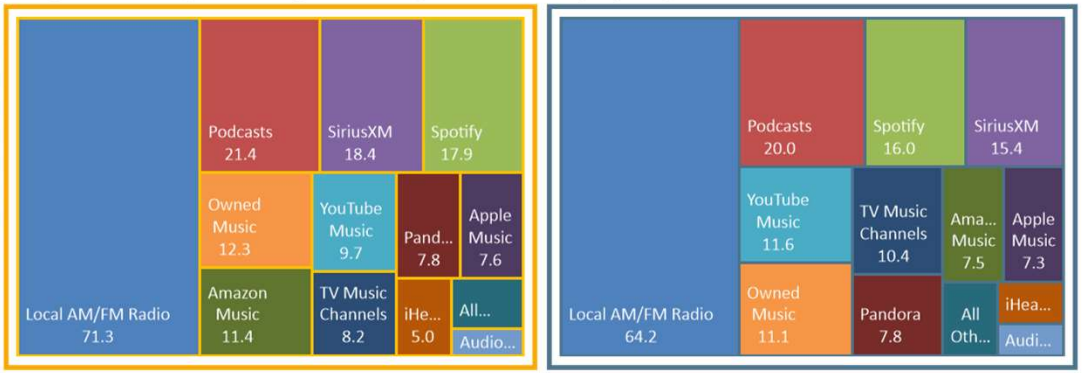
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

303,659 or 83.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 65.5 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.

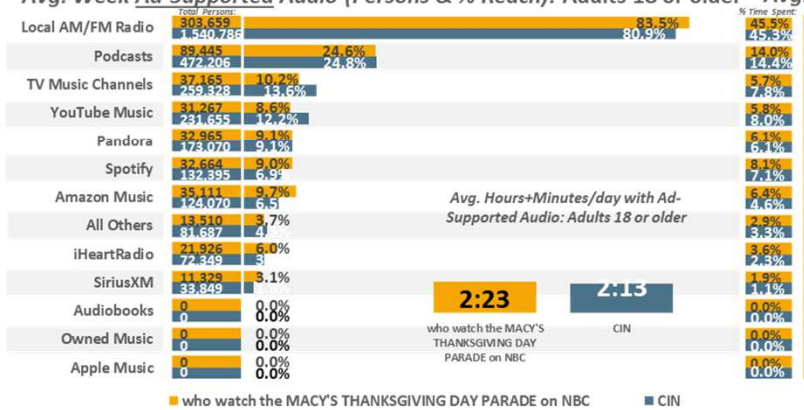
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



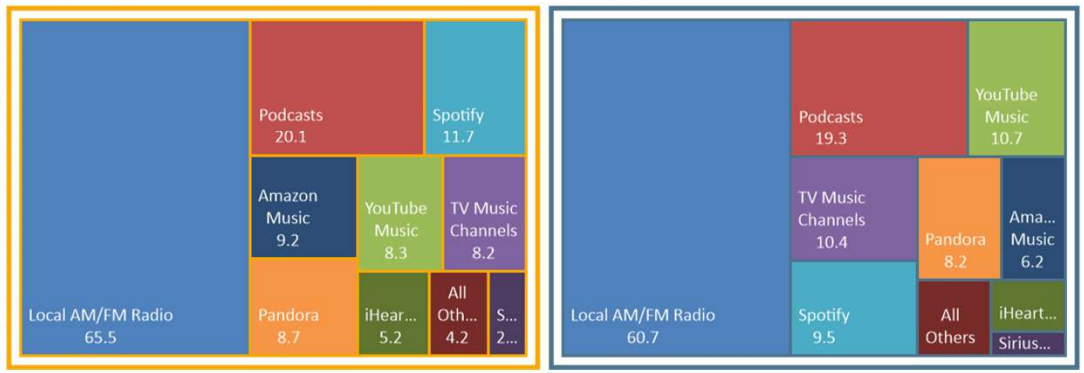
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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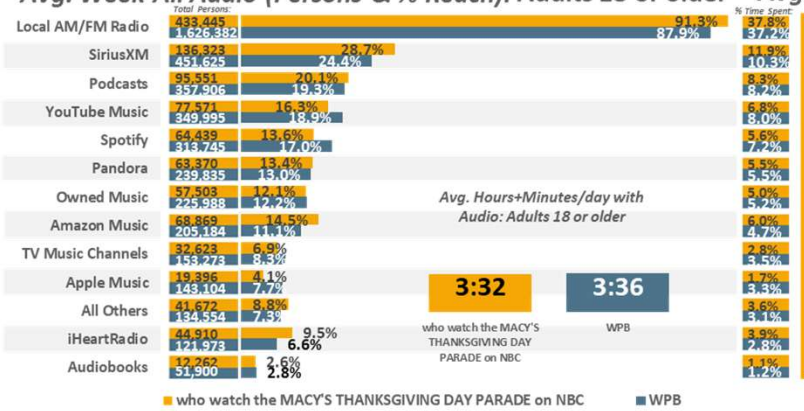
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

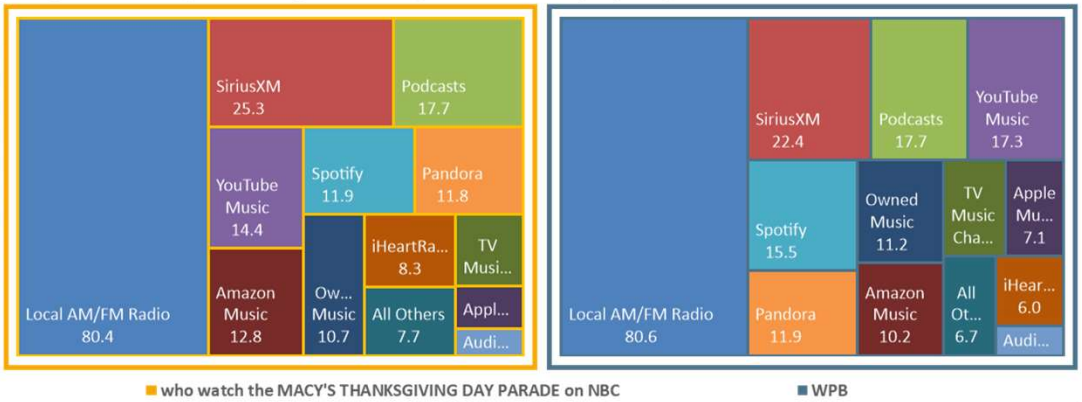


414,326 or 87.3% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 75.7 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.

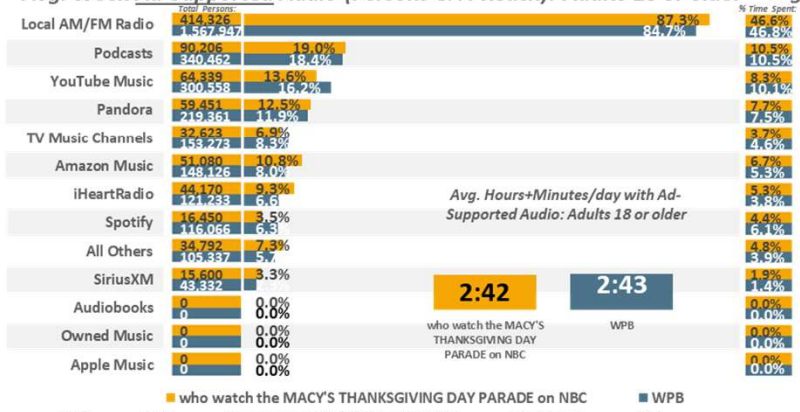
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



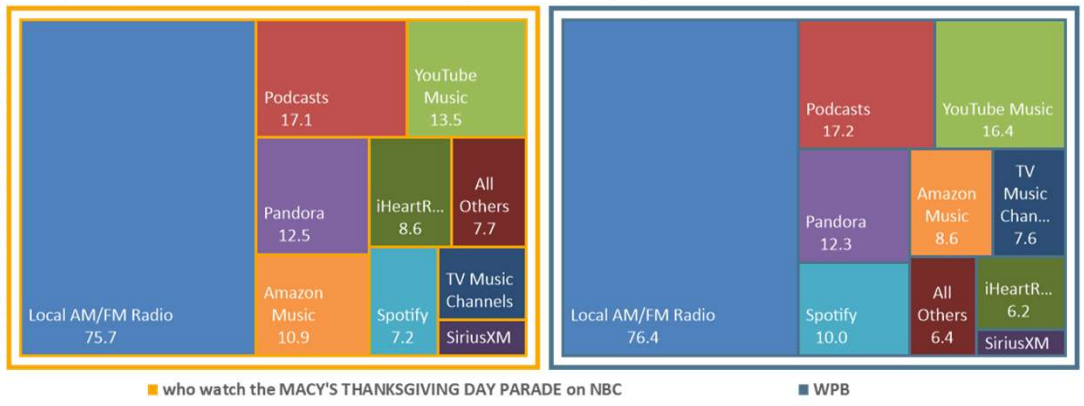
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

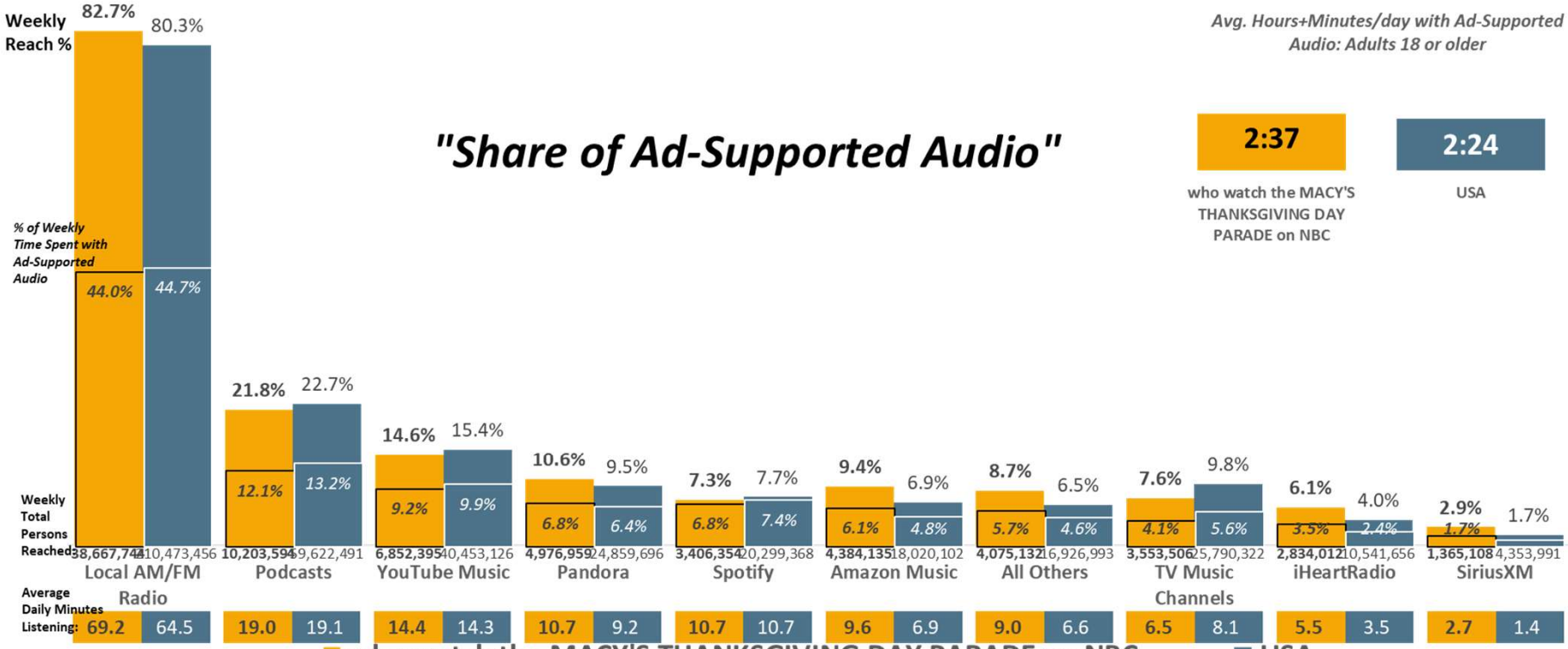
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



38,667,744 or 82.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 44.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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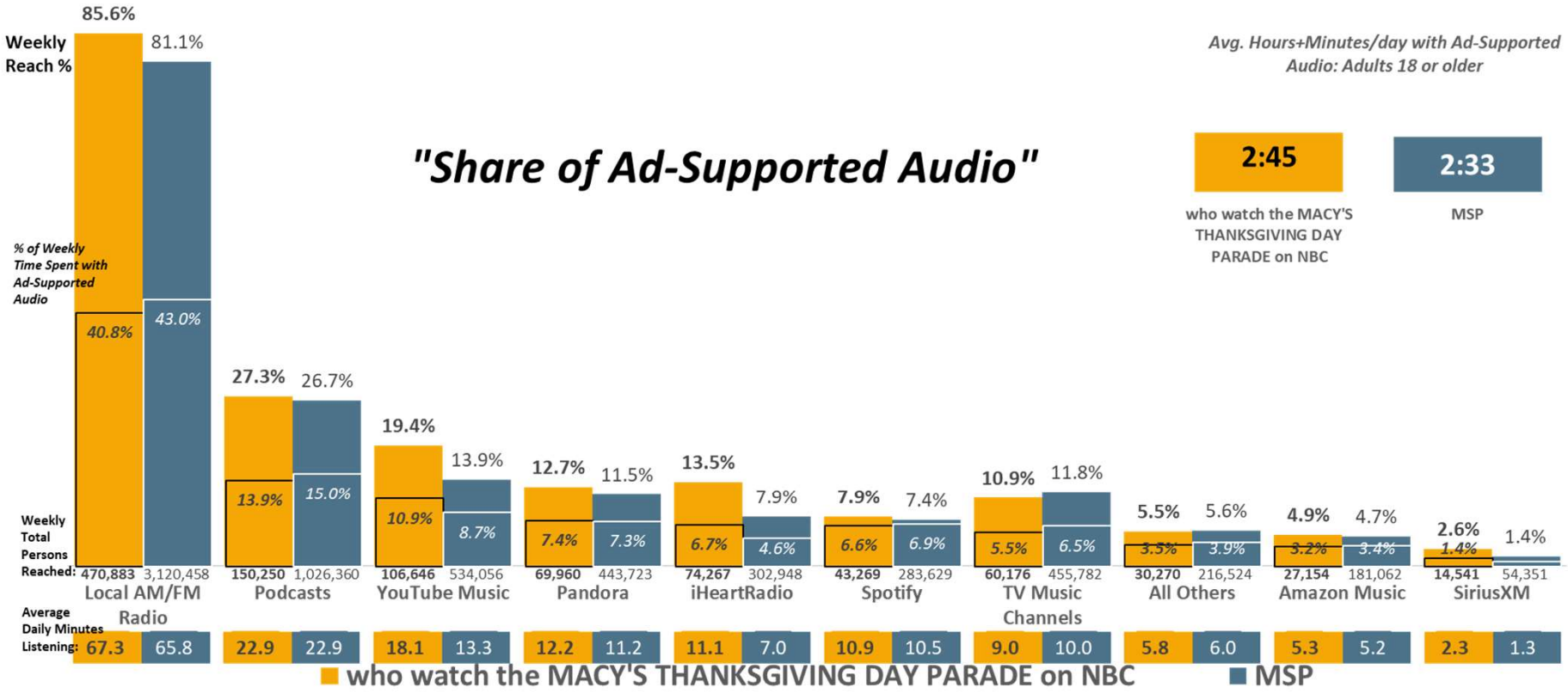
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



470,883 or 85.6% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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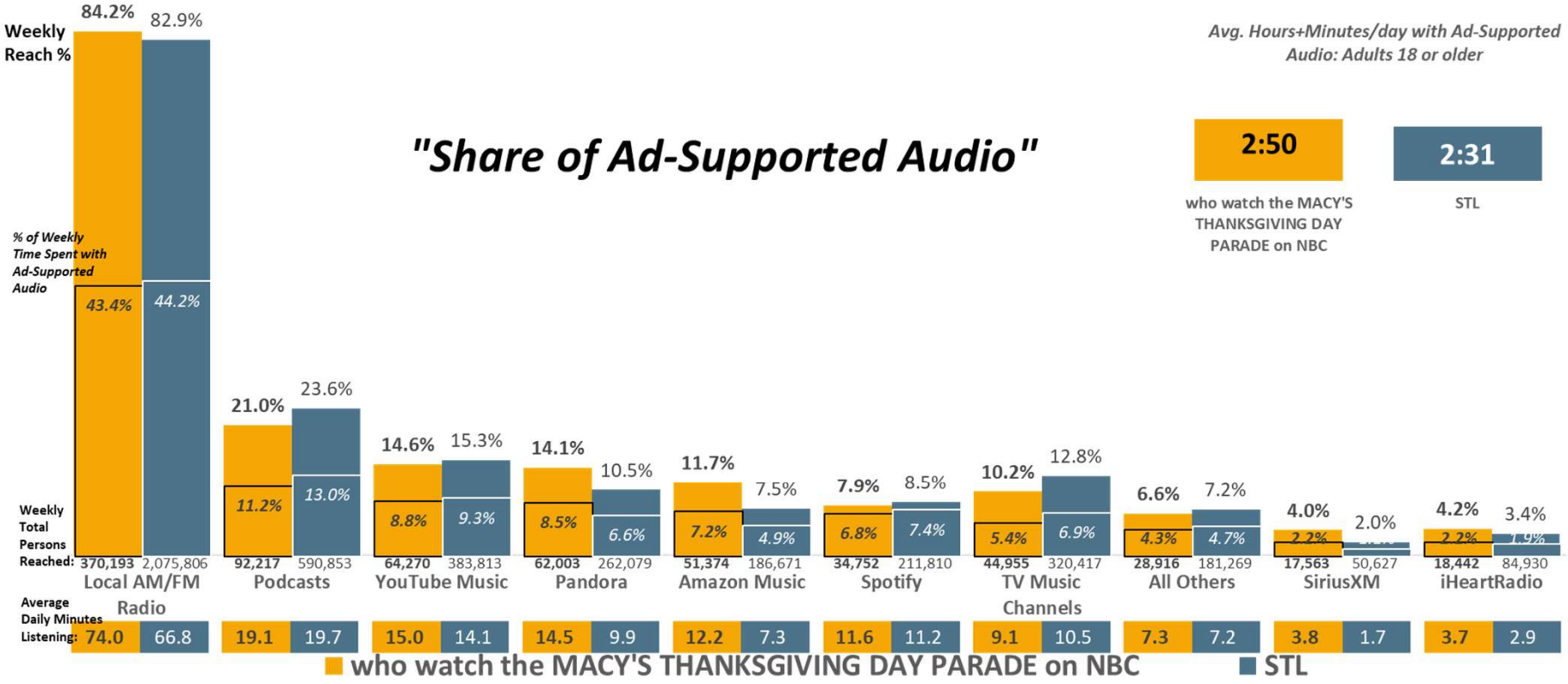
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



ST. LOUIS ON YOUR SIDE

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	Local AM/FM Radio	Podcasts	YouTube Music	Pandora	Amazon Music	Spotify	TV Music Channels	All Others	SiriusXM	iHeartRadio
Weekly Reach %	84.2% / 82.9%	21.0% / 23.6%	14.6% / 15.3%	14.1% / 10.5%	11.7% / 7.5%	7.9% / 8.5%	10.2% / 12.8%	6.6% / 7.2%	4.0% / 2.0%	4.2% / 3.4%
% of Weekly Time Spent with Ad-Supported Audio	43.4% / 44.2%	11.2% / 13.0%	8.8% / 9.3%	8.5% / 6.6%	7.2% / 4.9%	6.8% / 7.4%	5.4% / 6.9%	4.3% / 4.7%	2.2% / [illegible]	2.2% / [illegible]
Weekly Total Persons Reached:	370,193 / 2,075,806	92,217 / 590,853	64,270 / 383,813	62,003 / 262,079	51,374 / 186,671	34,752 / 211,810	44,955 / 320,417	28,916 / 181,269	17,563 / 50,627	18,442 / 84,930
Average Daily Minutes Listening:	74.0 / 66.8	19.1 / 19.7	15.0 / 14.1	14.5 / 9.9	12.2 / 7.3	11.6 / 11.2	9.1 / 10.5	7.3 / 7.2	3.8 / 1.7	3.7 / 2.9

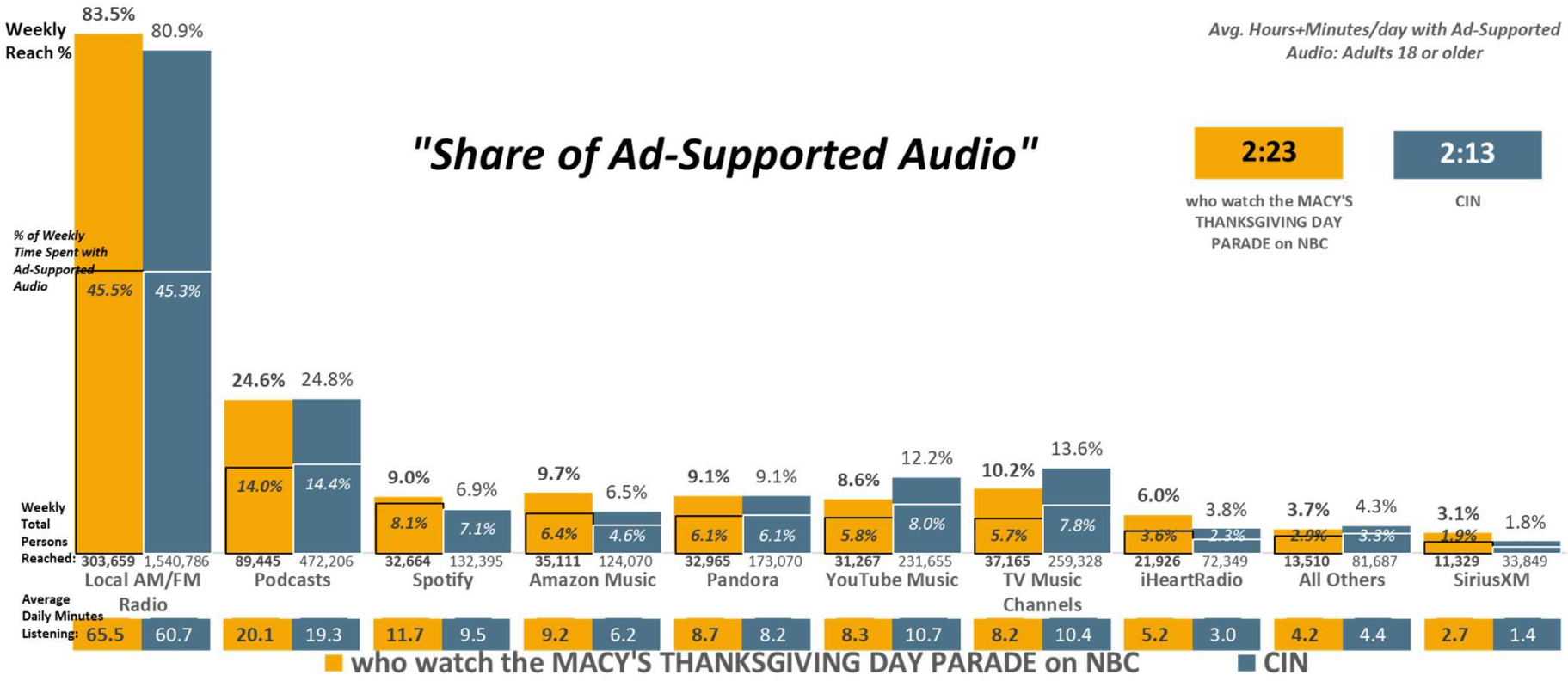
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

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CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

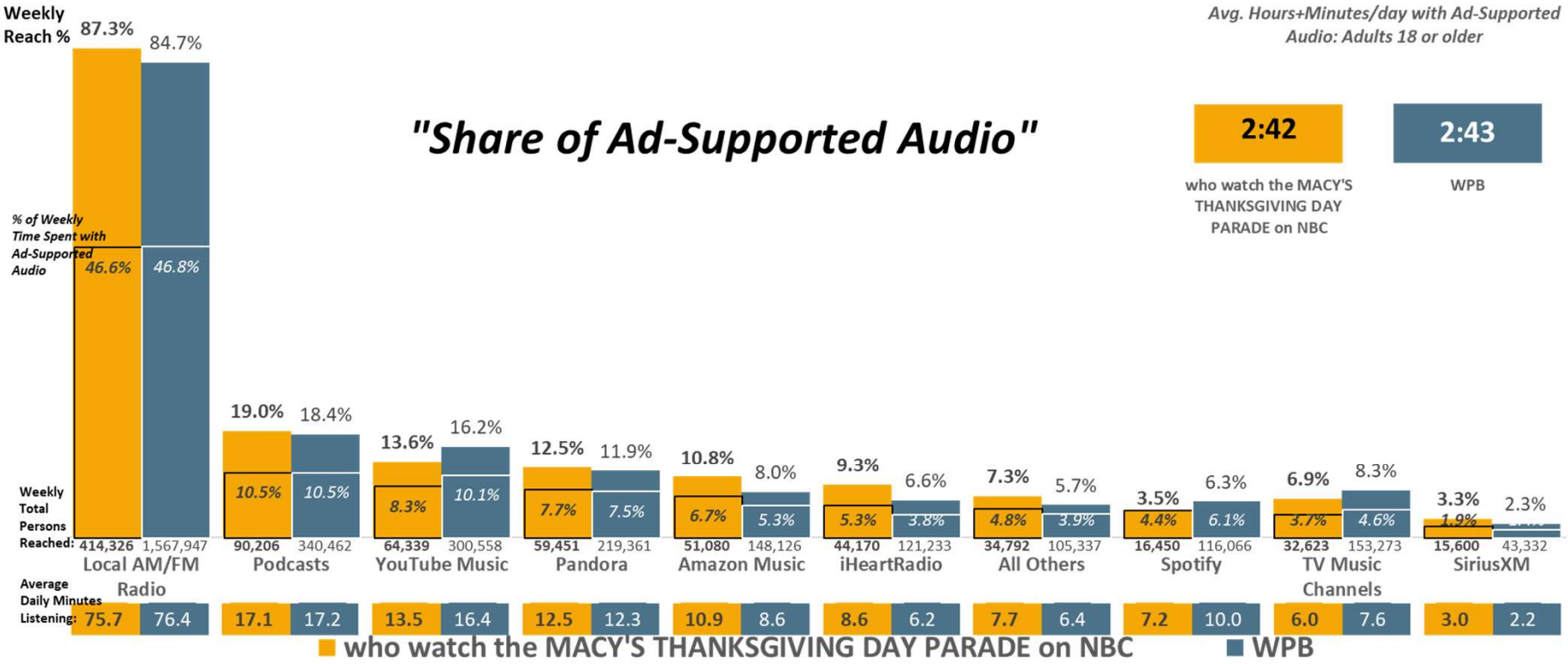
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



414,326 or 87.3% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio for an average of 75.7 minutes every day representing 46.6% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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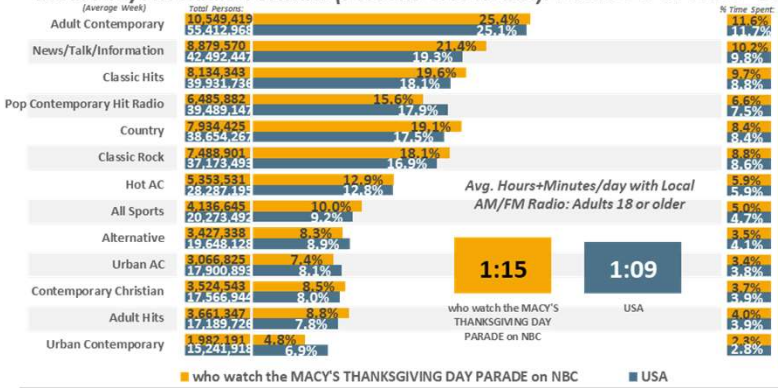
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

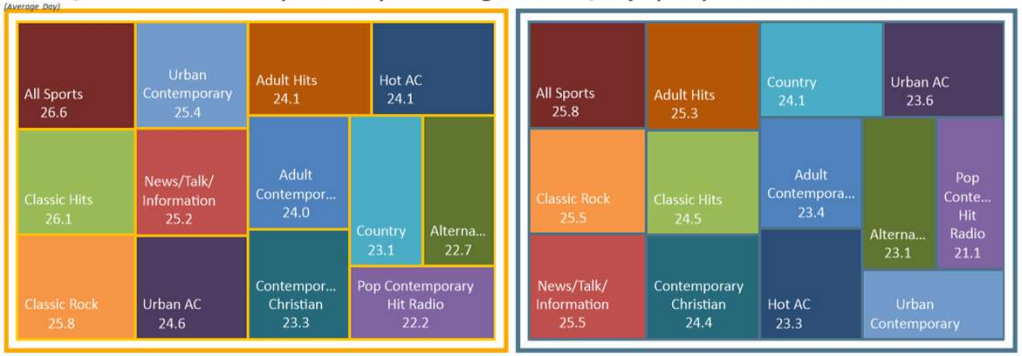


38,667,744 or 82.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

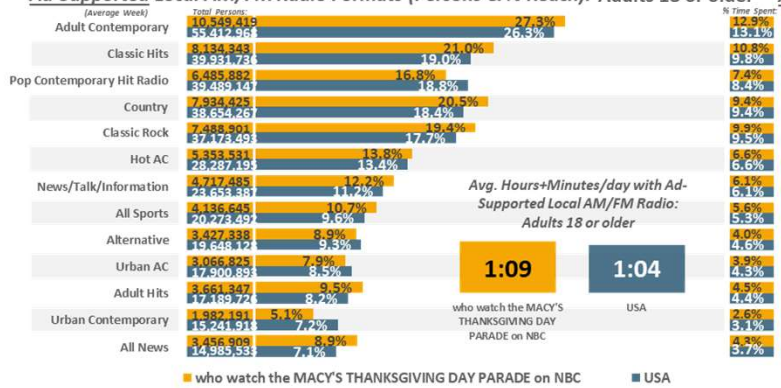
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



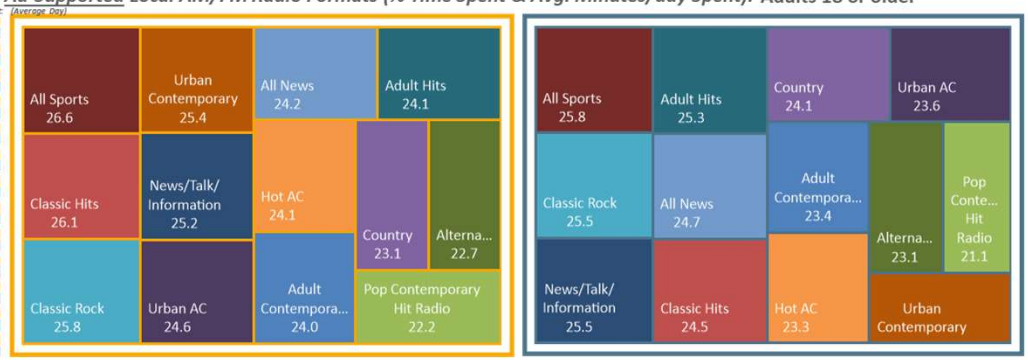
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 4,670

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

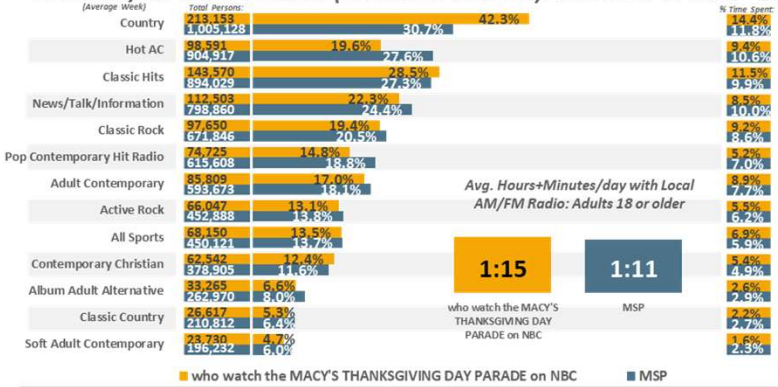
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

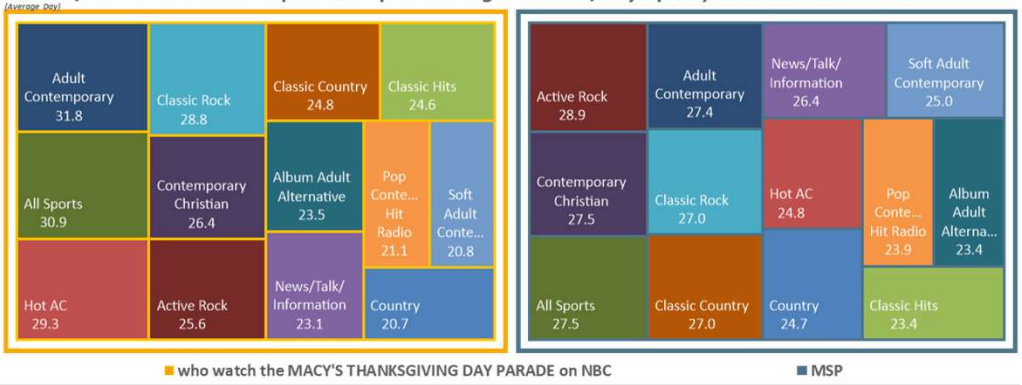


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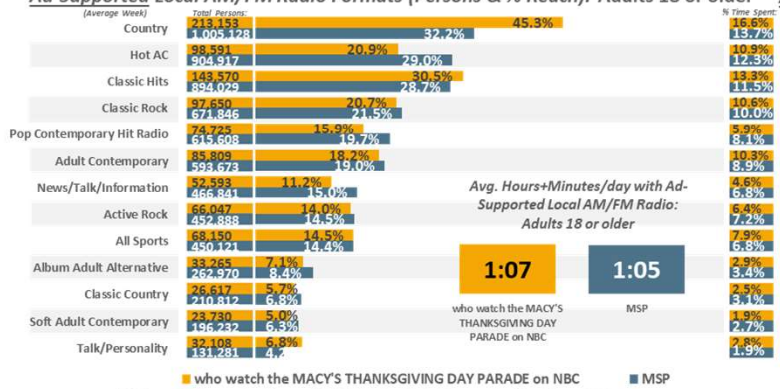
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



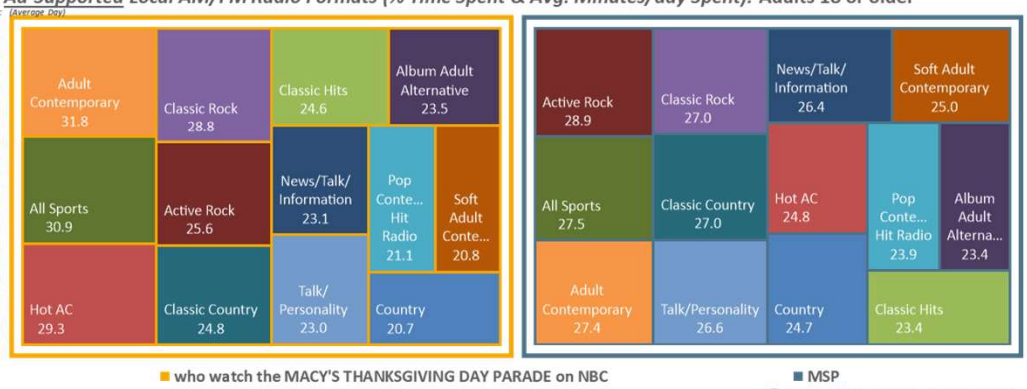
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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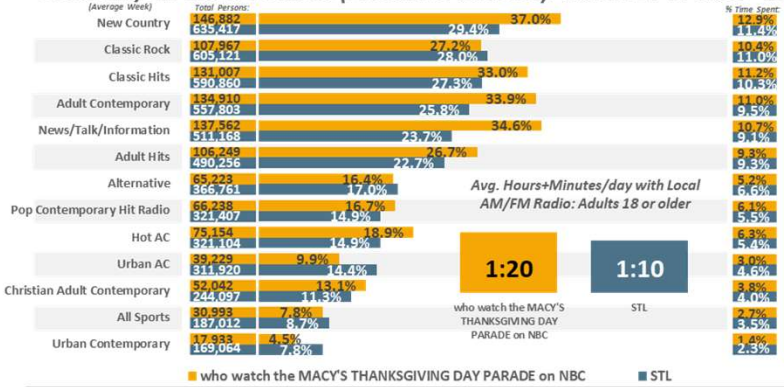
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



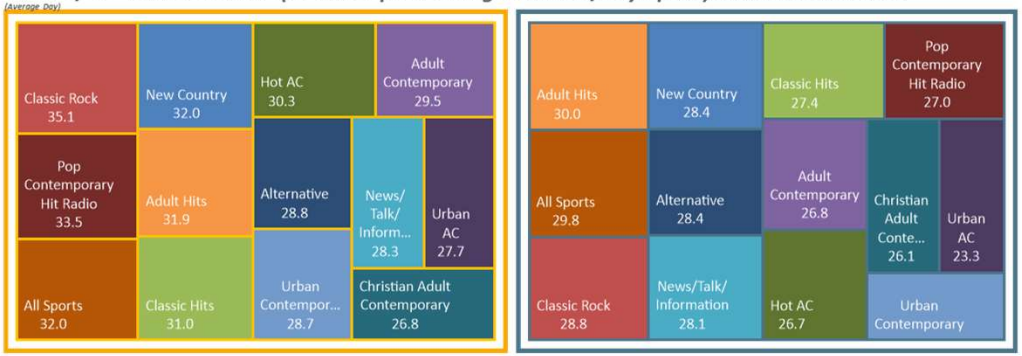
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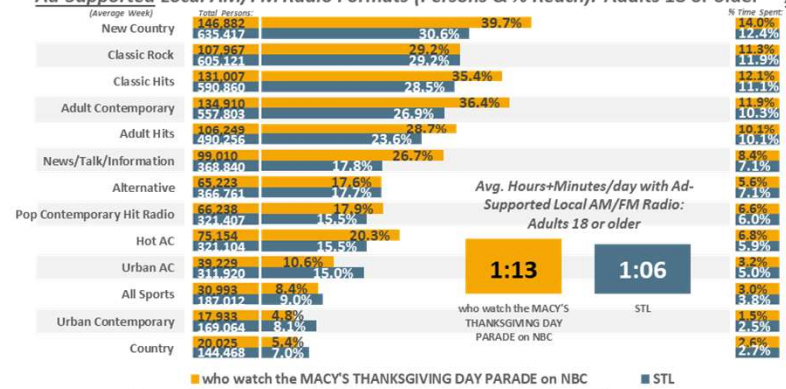
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



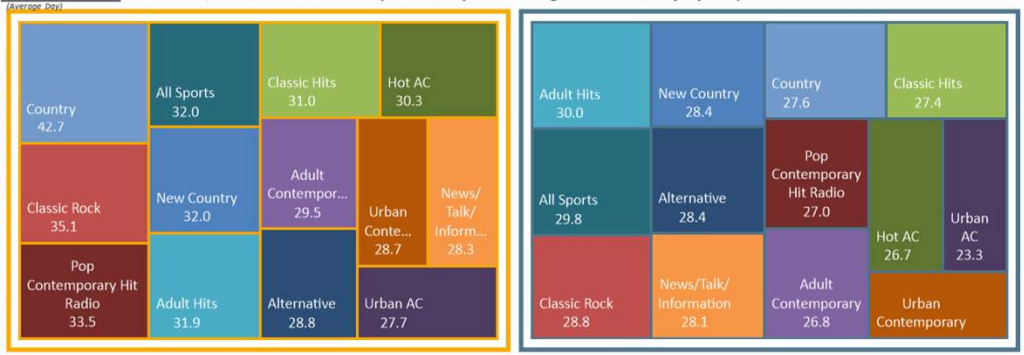
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

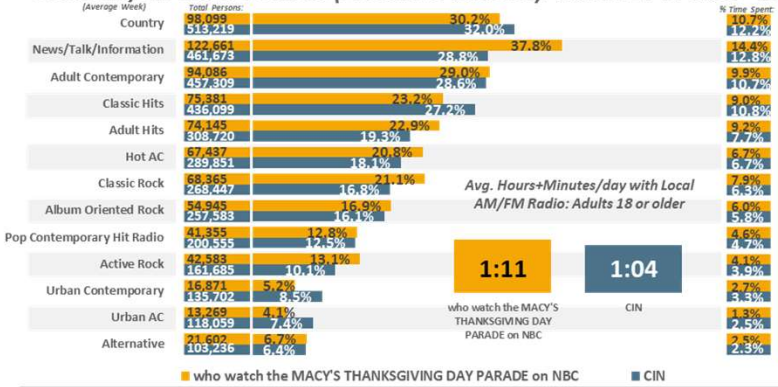
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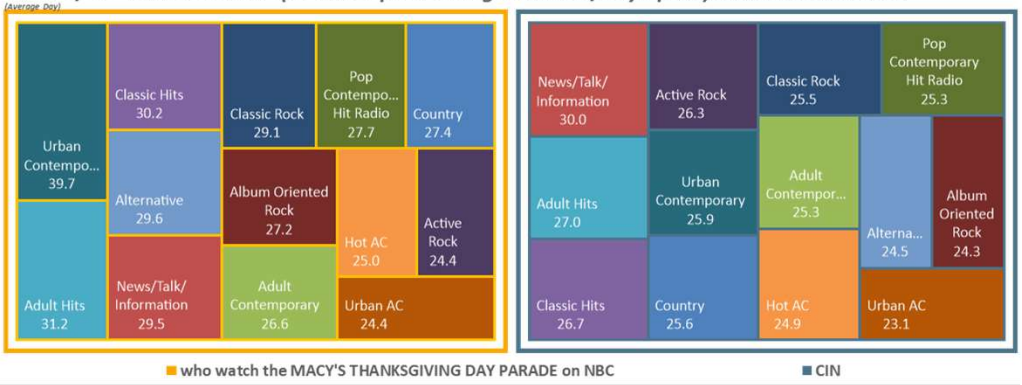
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

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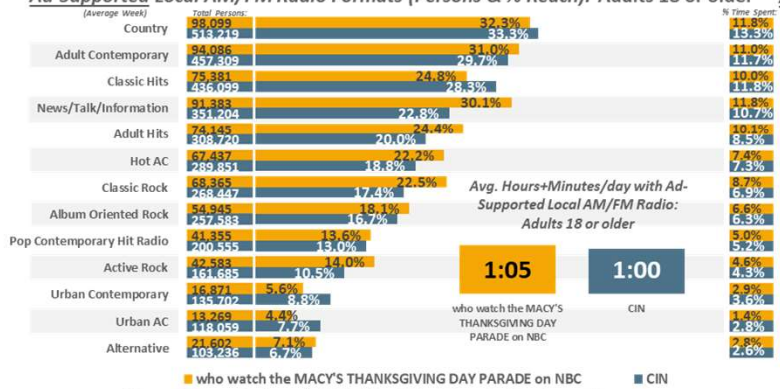
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



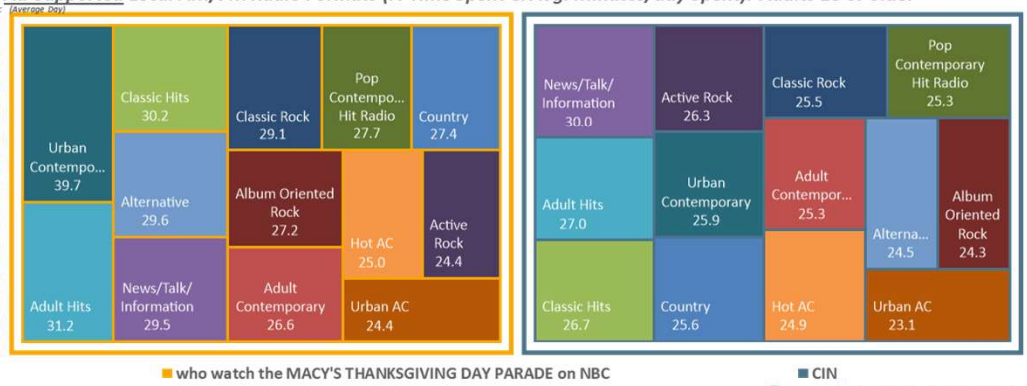
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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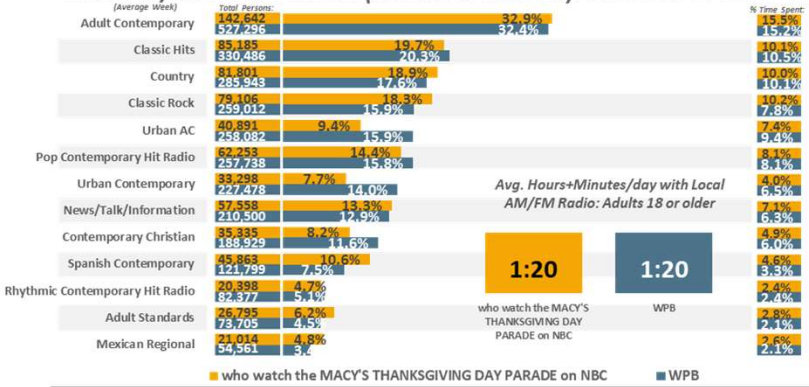
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

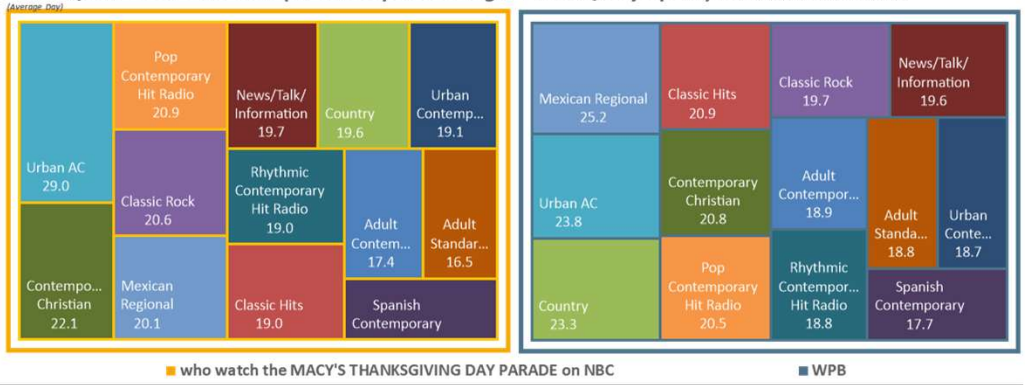


414,326 or 87.3% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

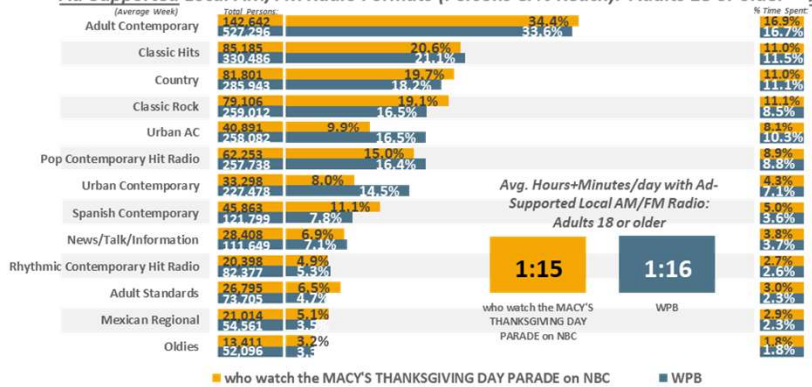
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



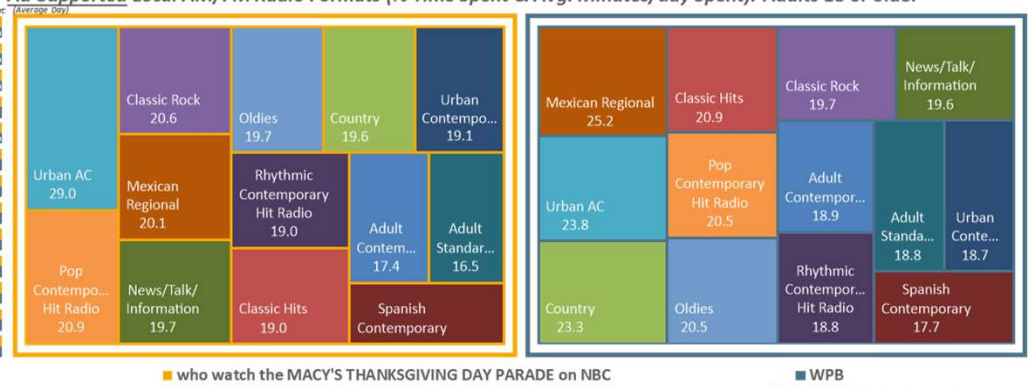
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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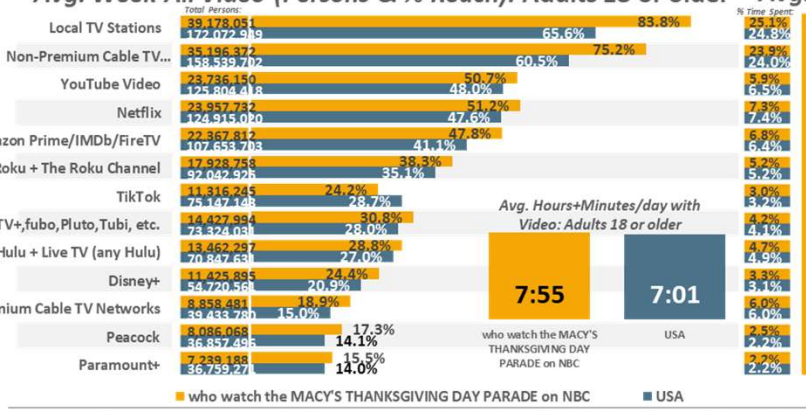
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

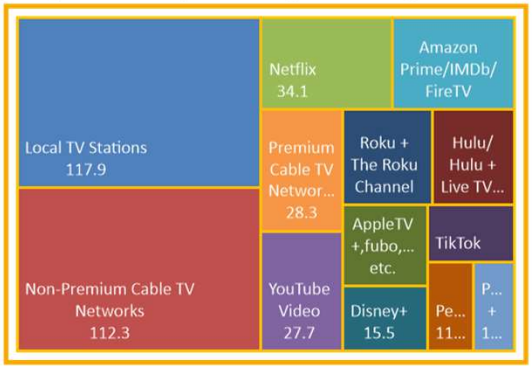


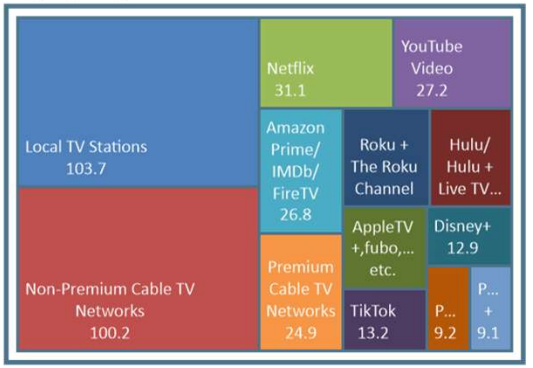
38,412,835 or 82.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 111. minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

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



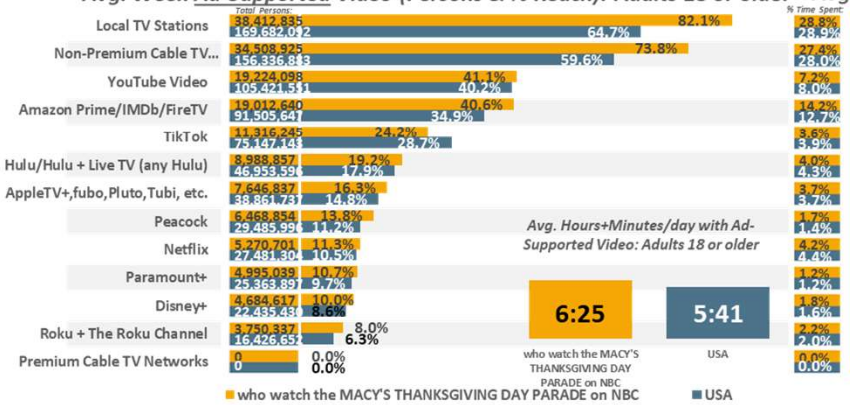
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



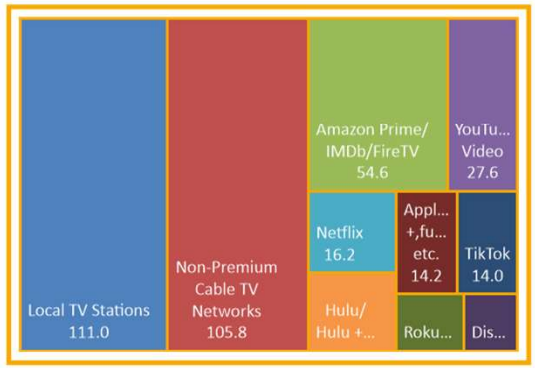


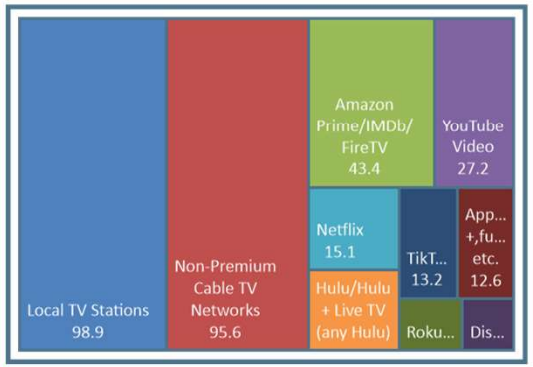
who watch the MACY'S THANKSGIVING DAY PARADE on NBC ■ USA

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



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





who watch the MACY'S THANKSGIVING DAY PARADE on NBC ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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

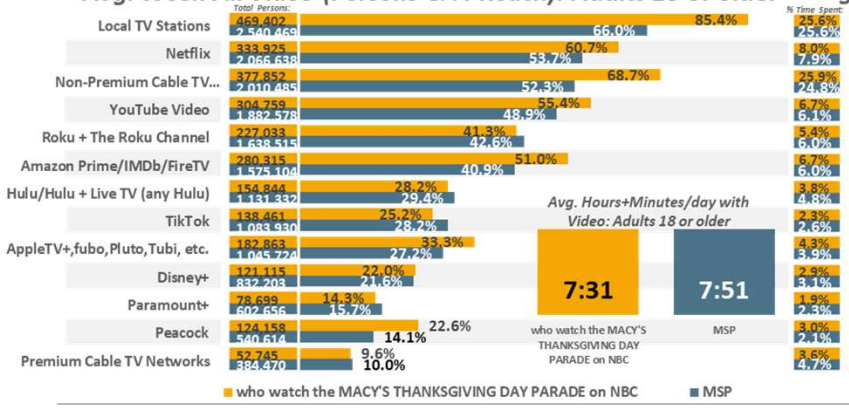
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

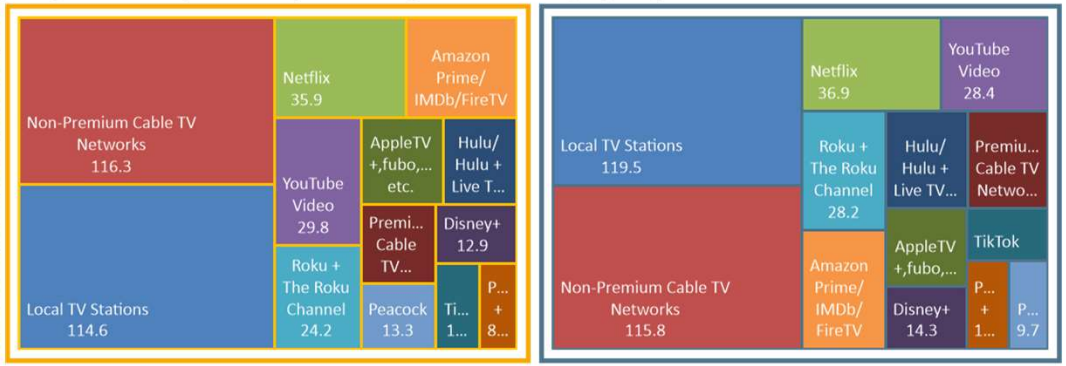


461,268 or 83.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 107.6 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

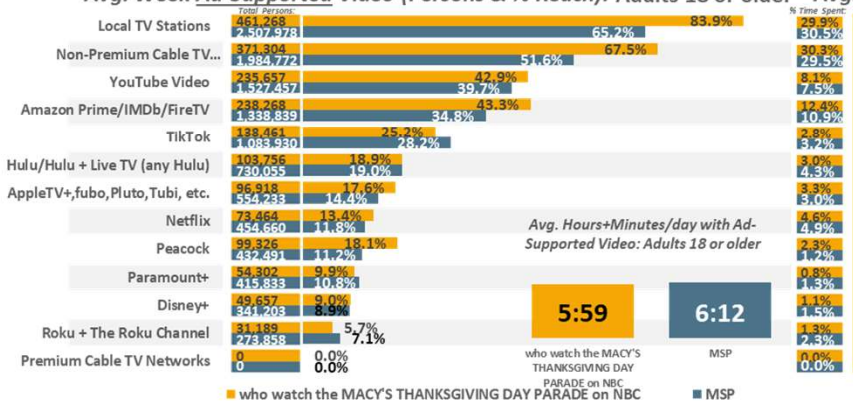
Avg. Week All Video (Persons & % Reach): Adults 18 or older



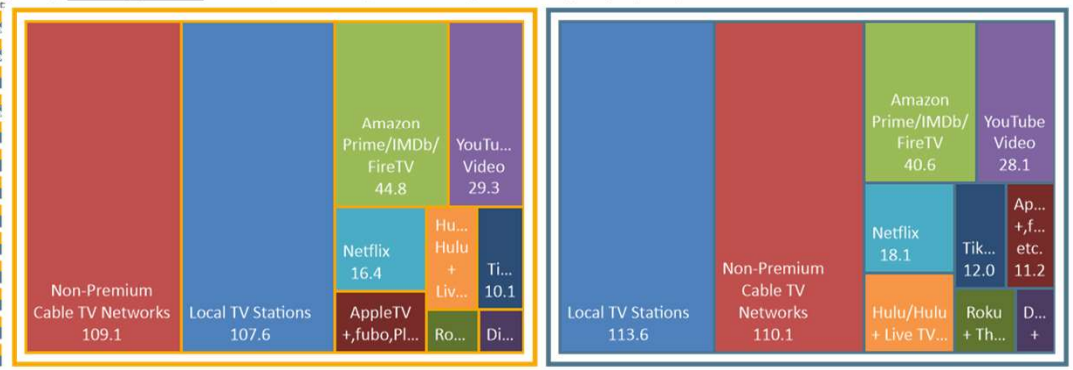
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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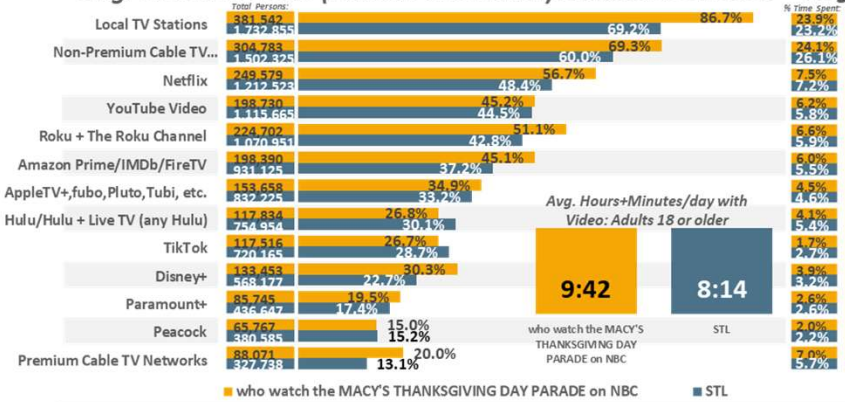
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

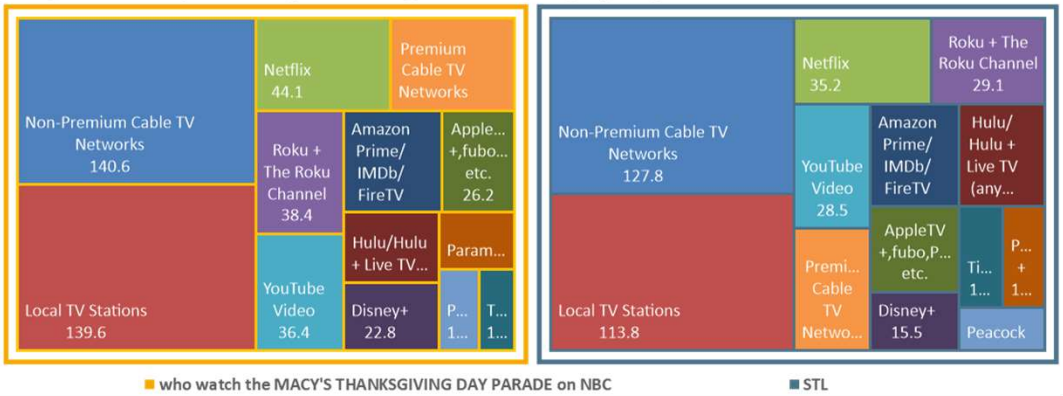


372,750 or 84.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 129.8 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

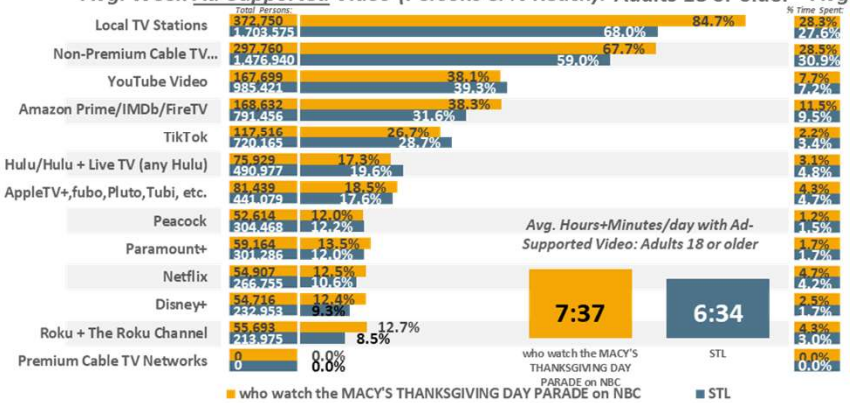
Avg. Week All Video (Persons & % Reach): Adults 18 or older



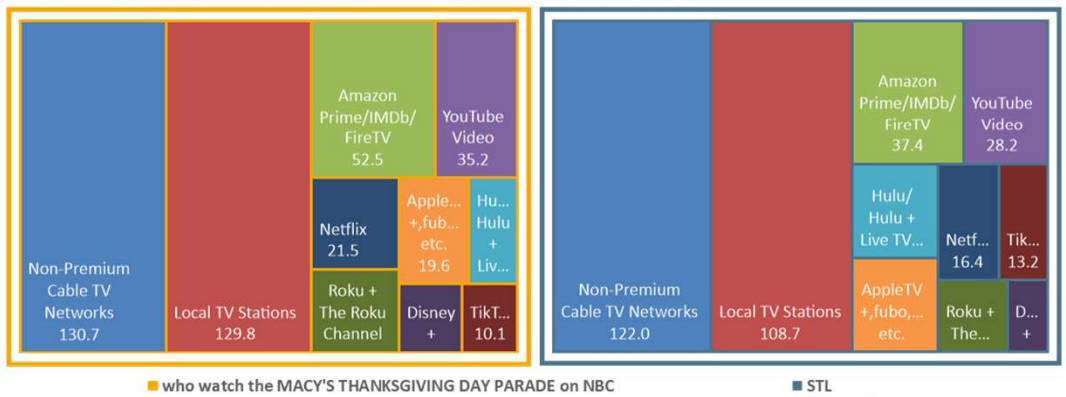
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

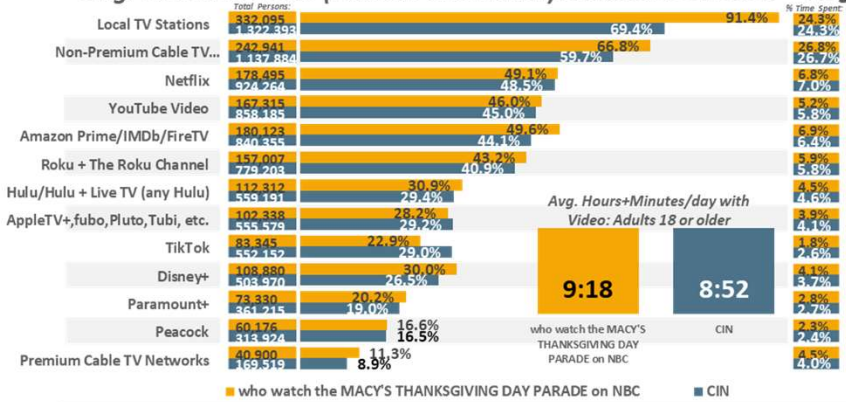
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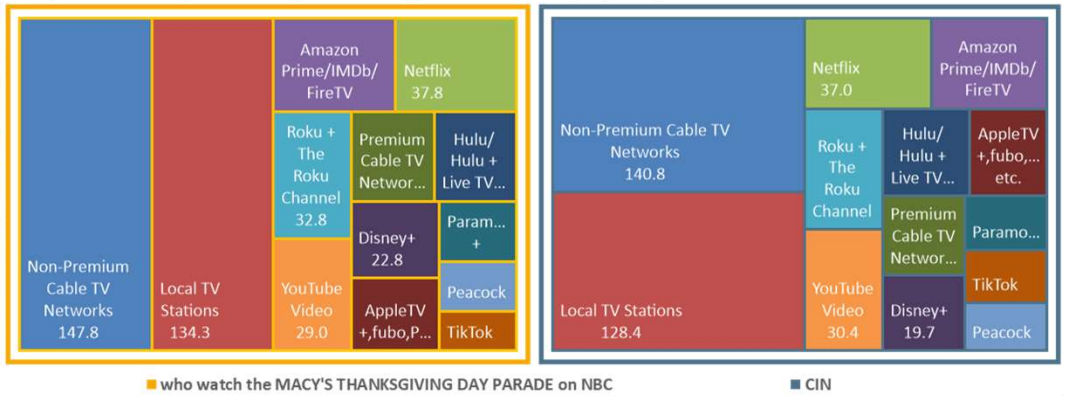
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

326,431 or 89.8% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 128.6 minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.

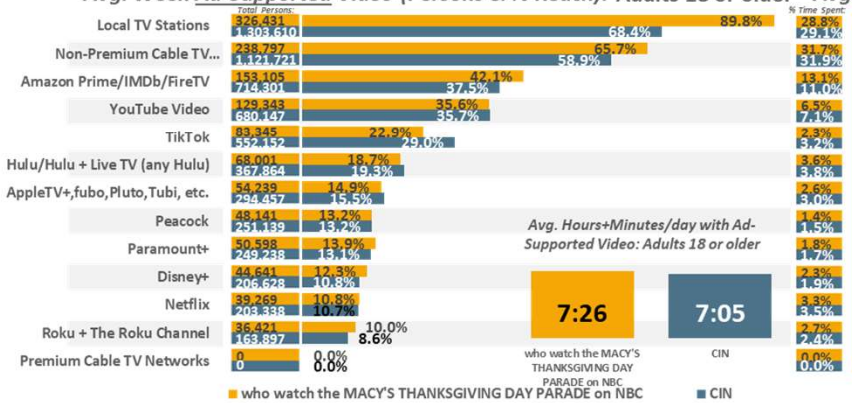
Avg. Week All Video (Persons & % Reach): Adults 18 or older



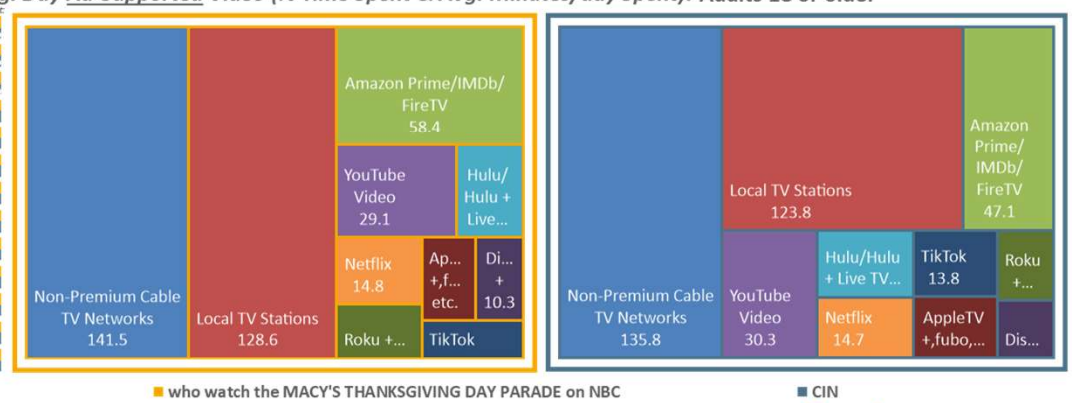
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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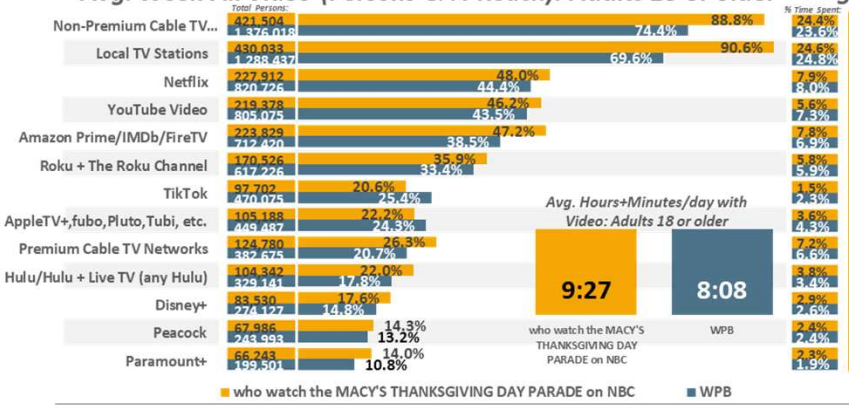
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

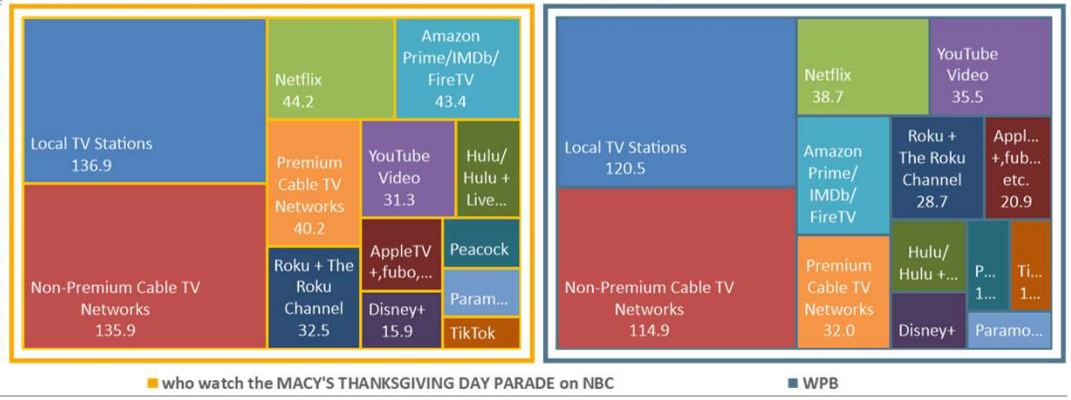


425,047 or 89.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 130.8 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

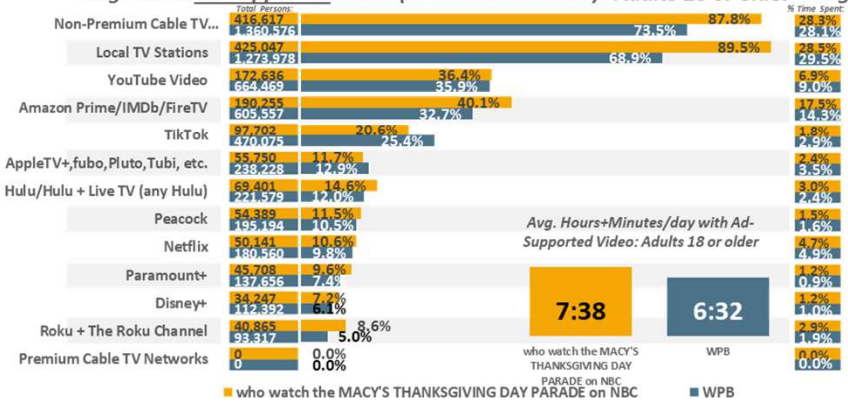
Avg. Week All Video (Persons & % Reach): Adults 18 or older



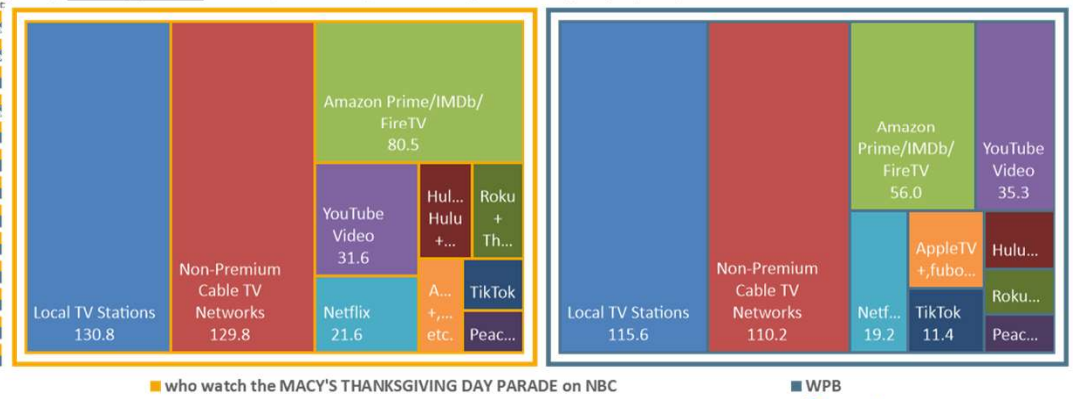
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

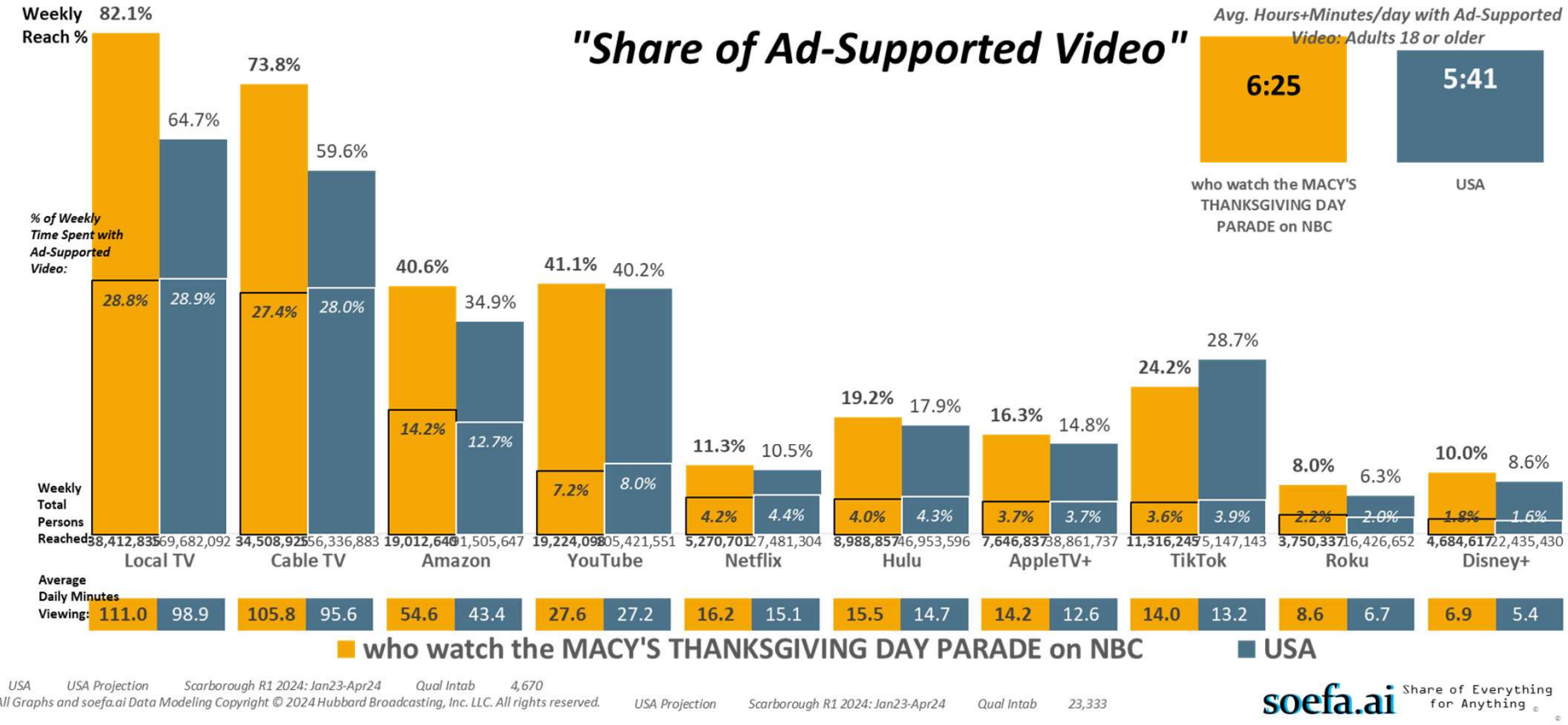
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



38,412,835 or 82.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 111. minutes every day representing 28.8% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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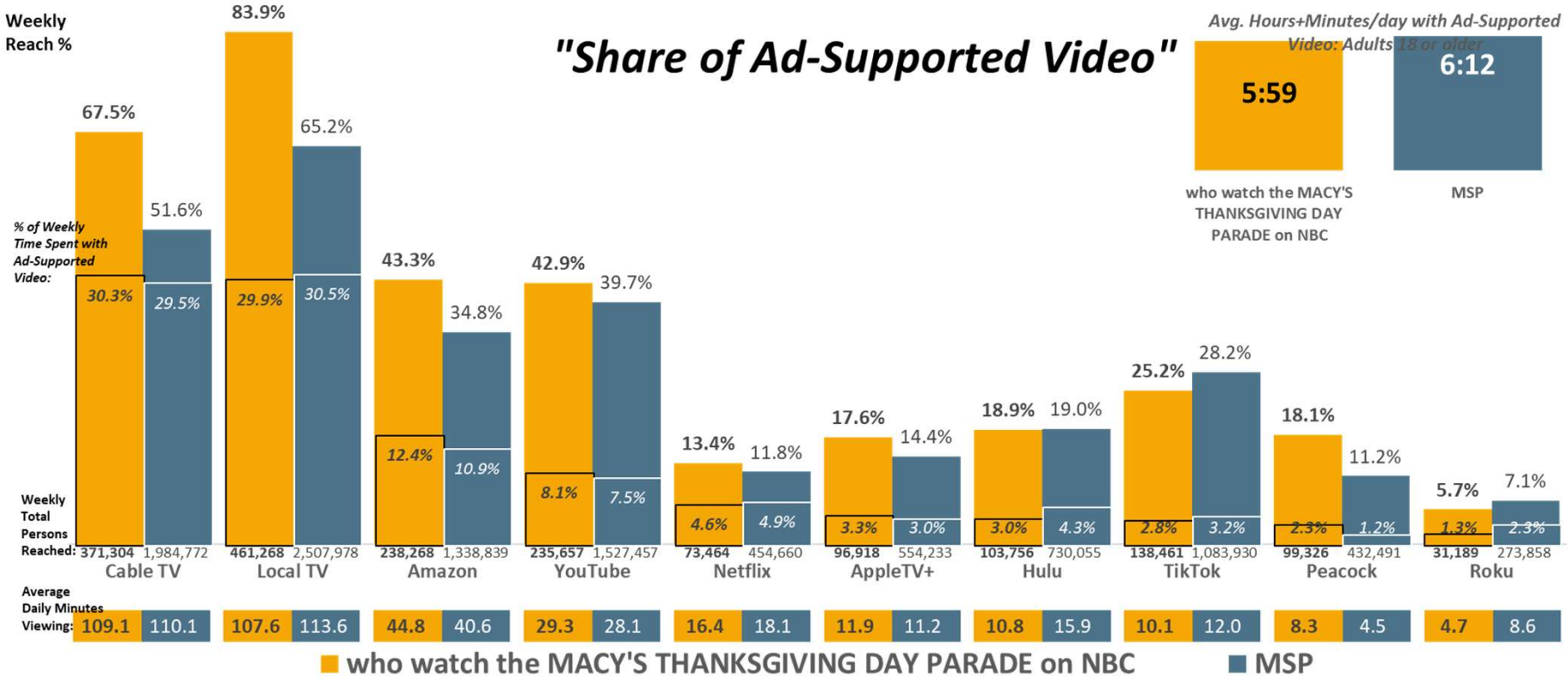
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



461,268 or 83.9% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 107.6 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

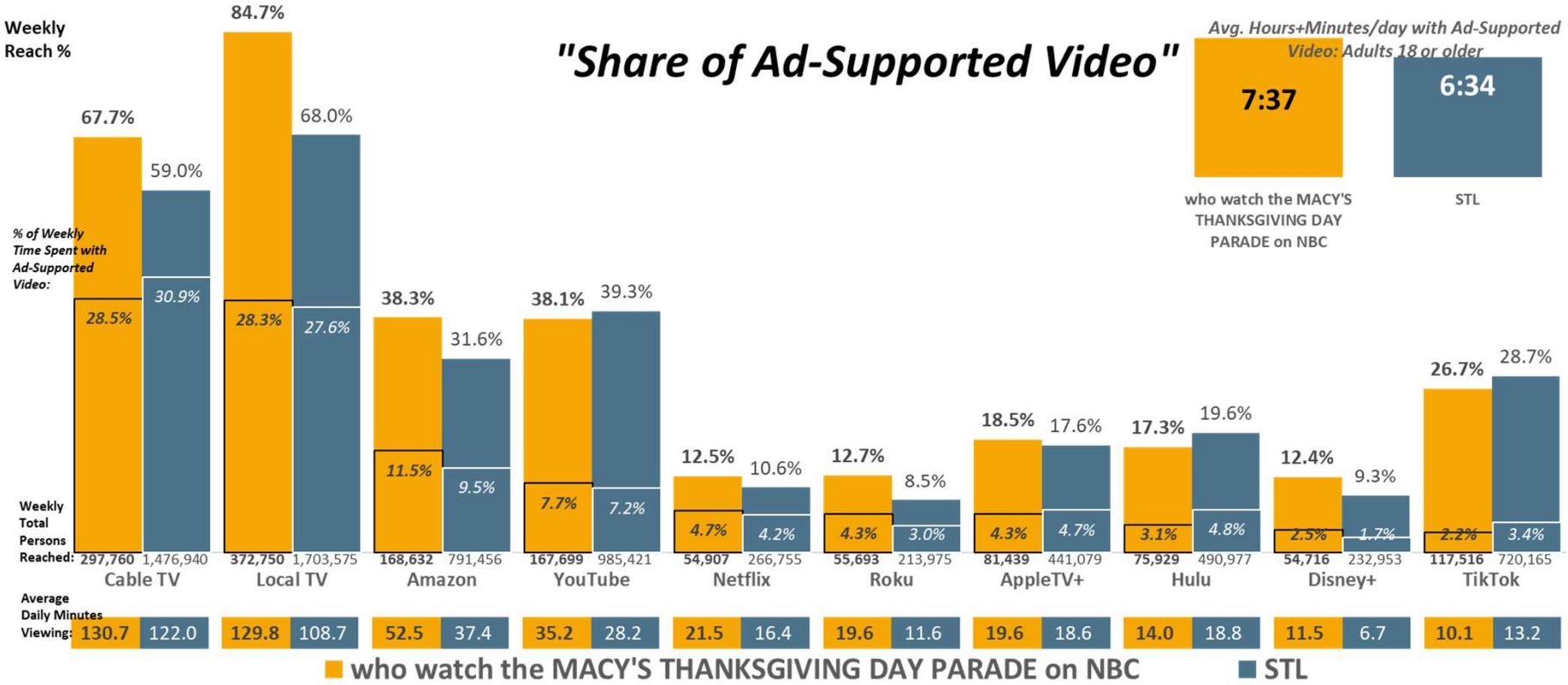
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



372,750 or 84.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 129.8 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.



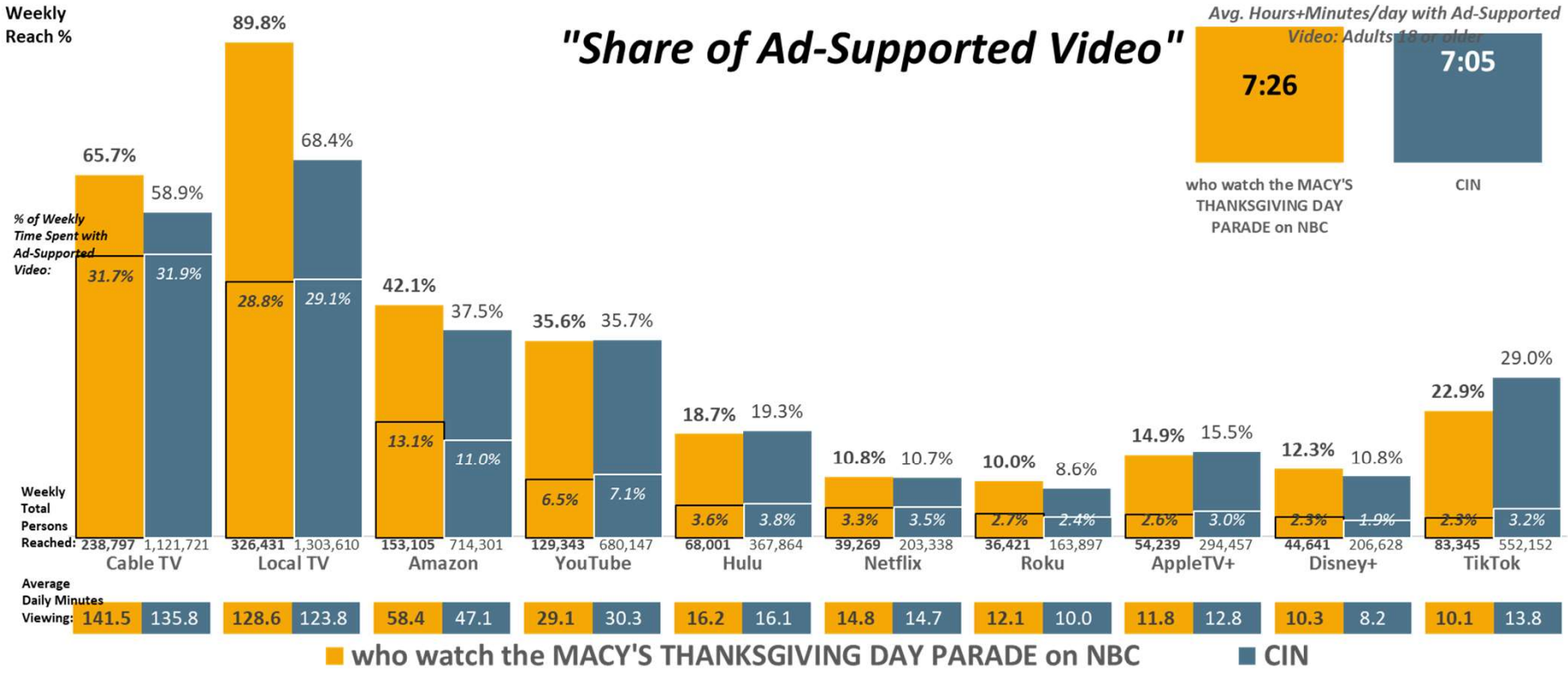
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

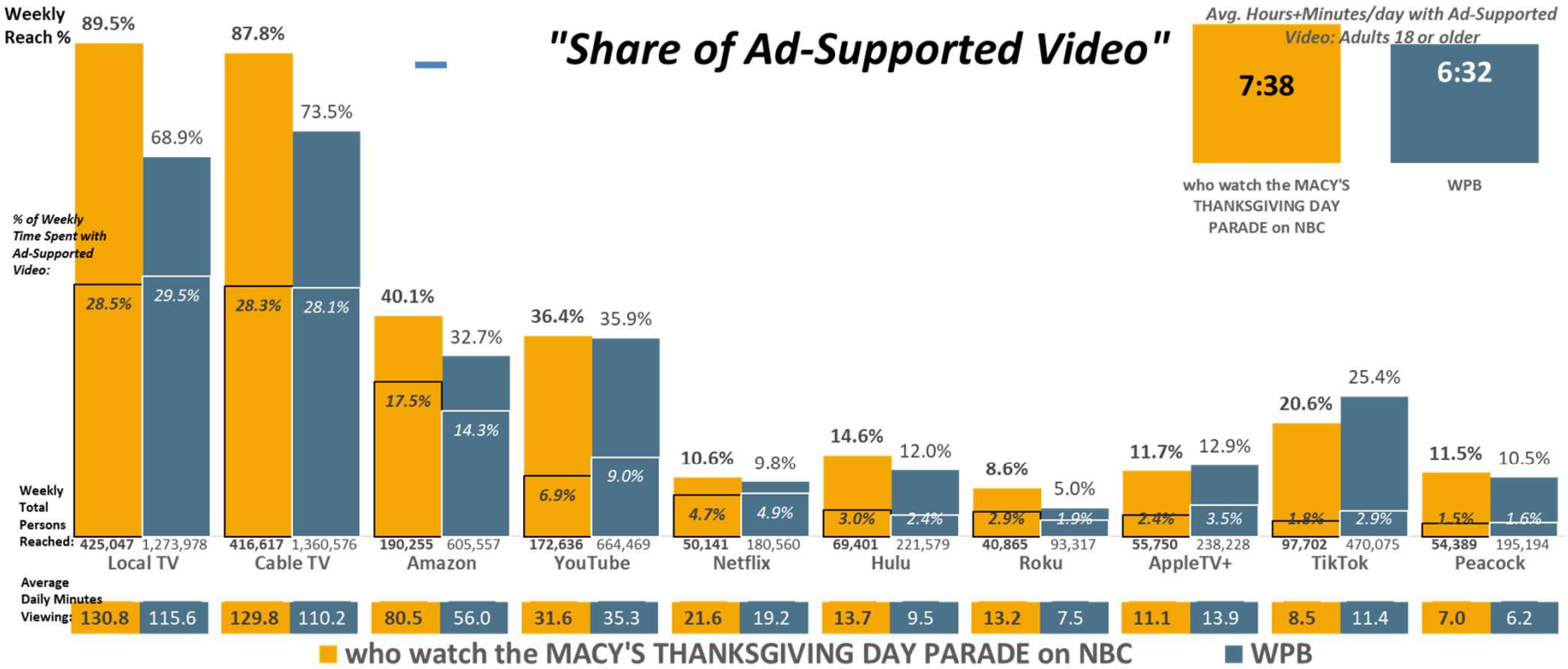
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



425,047 or 89.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations for an average of 130.8 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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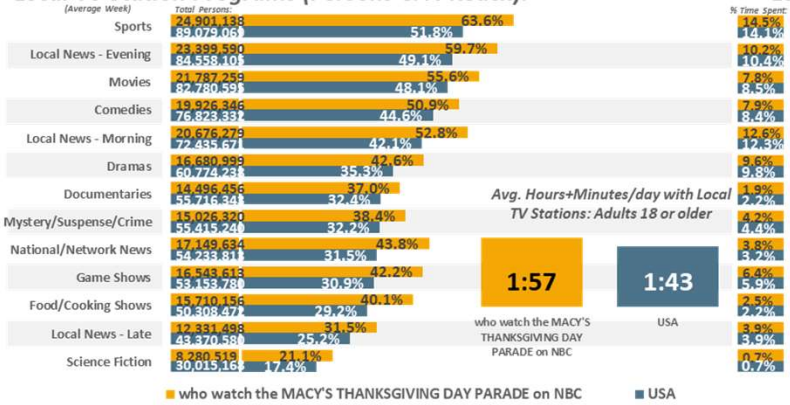
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

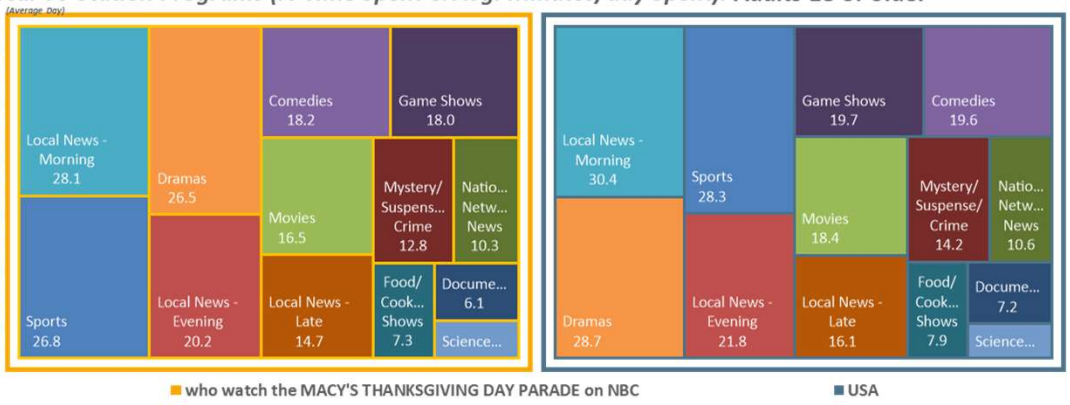


38,412,835 or 82.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Game Shows.

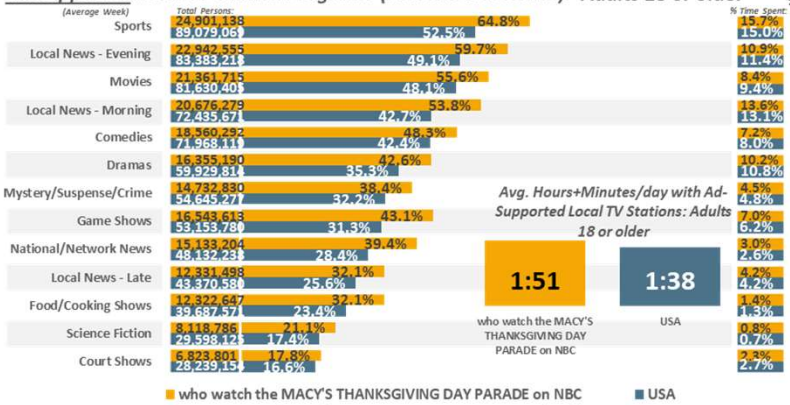
Local TV Station Programs (Persons & % Reach): Adults 18 or older



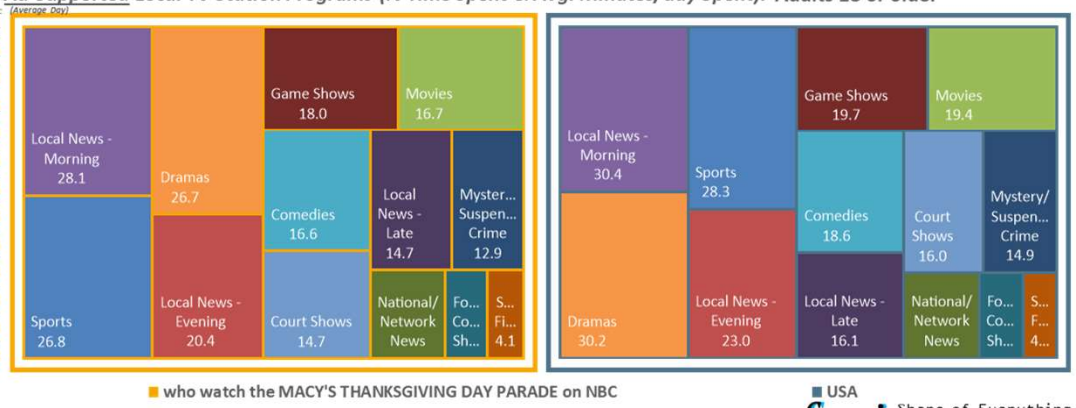
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 4,670

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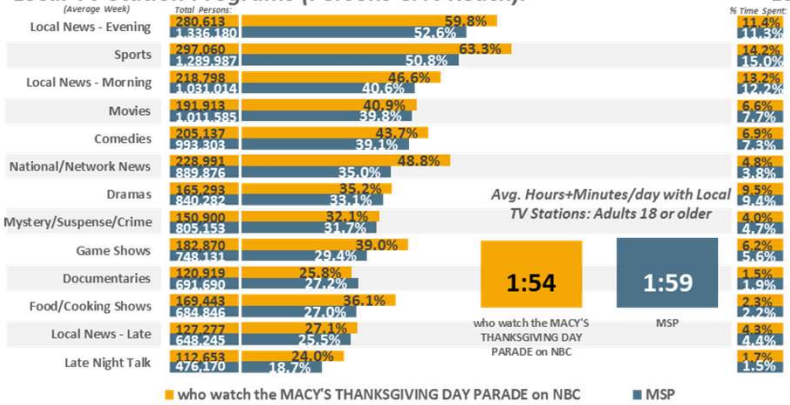
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

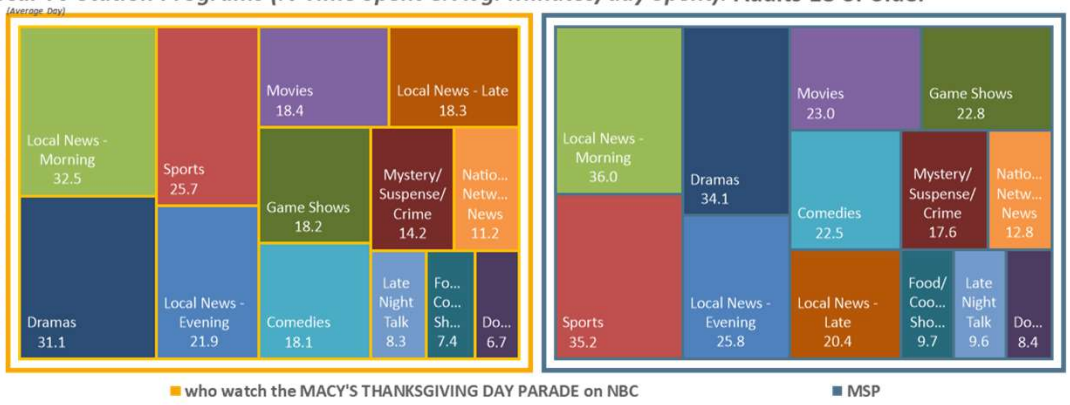


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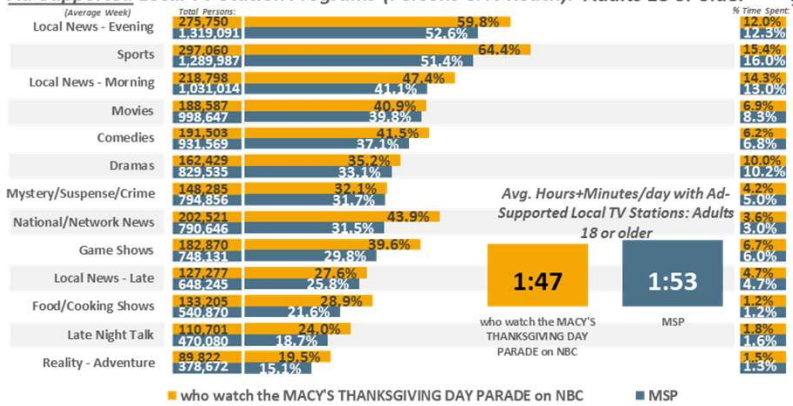
Local TV Station Programs (Persons & % Reach): Adults 18 or older



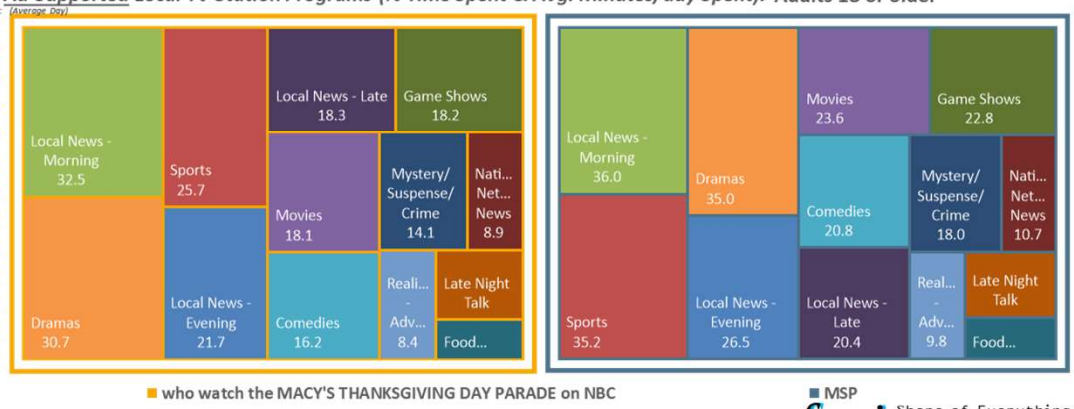
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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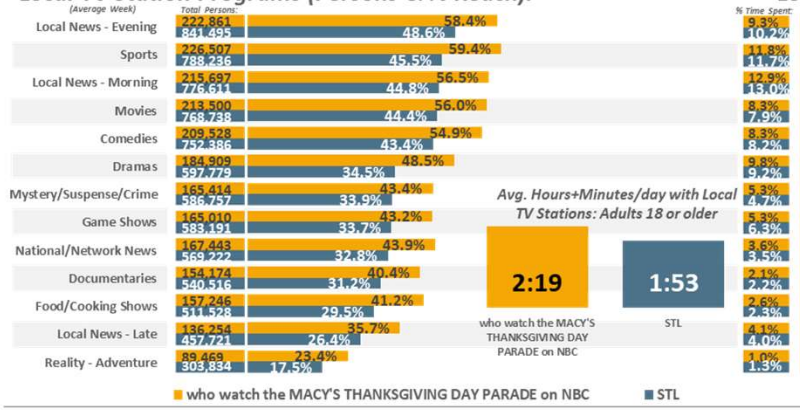
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



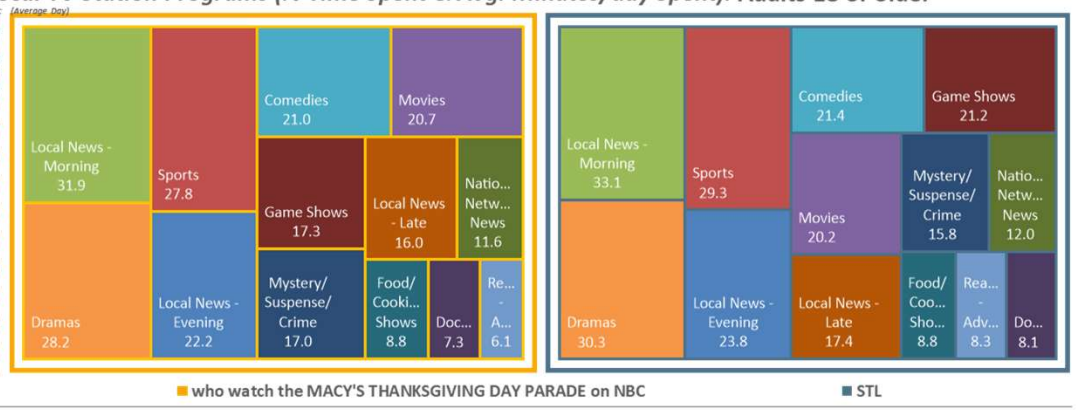
ST. LOUIS 5 ON YOUR SIDE

372,750 or 84.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Dramas.

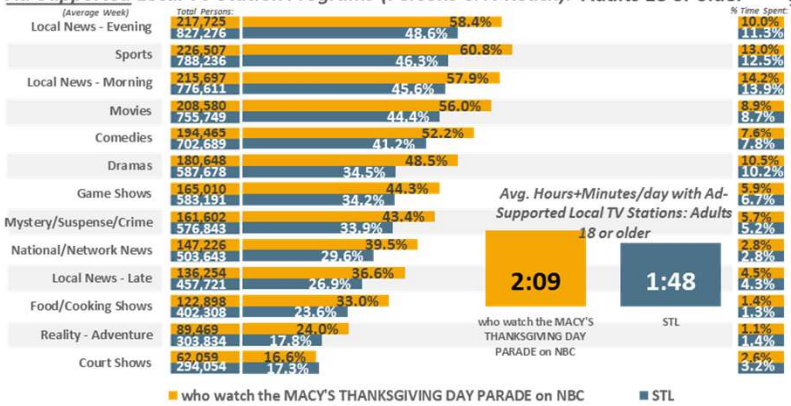
Local TV Station Programs (Persons & % Reach): Adults 18 or older



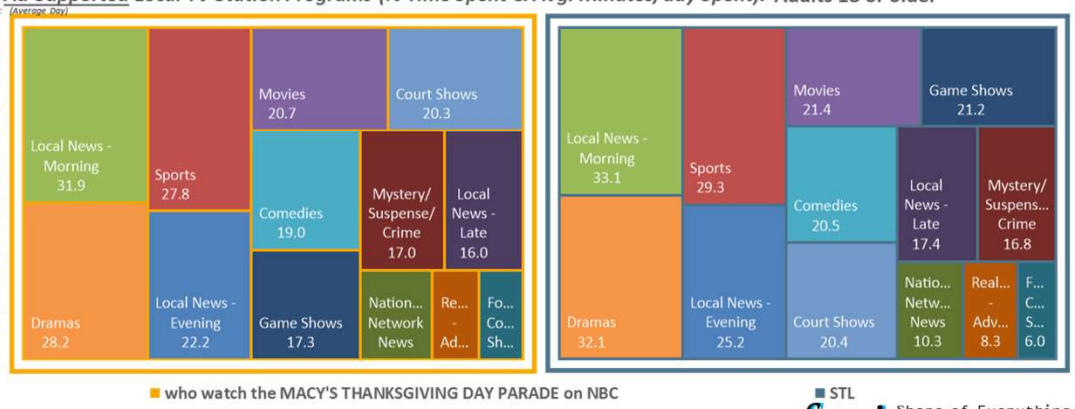
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

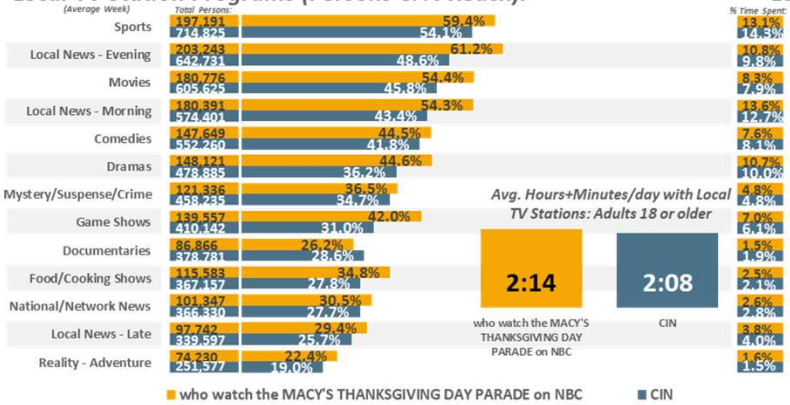
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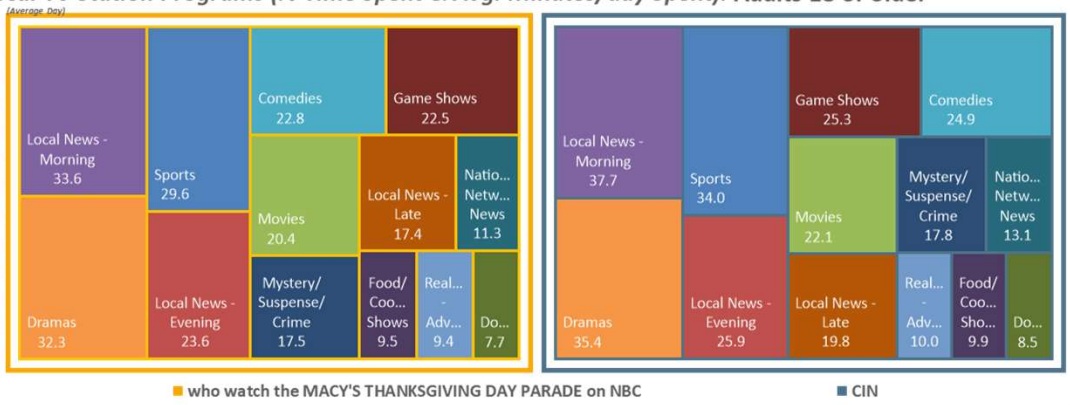
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

326,431 or 89.8% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Dramas, and Game Shows.

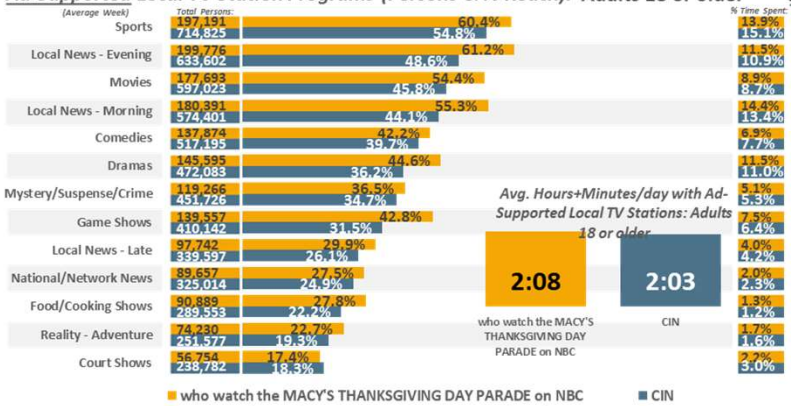
Local TV Station Programs (Persons & % Reach): Adults 18 or older



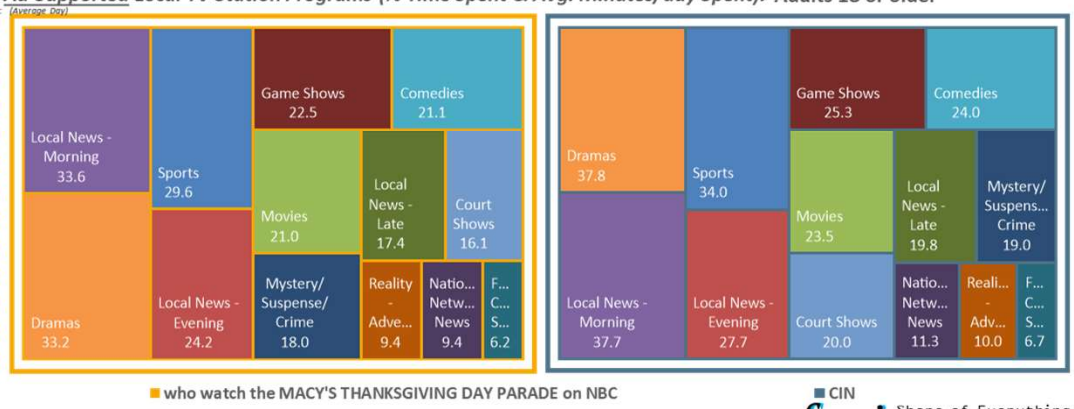
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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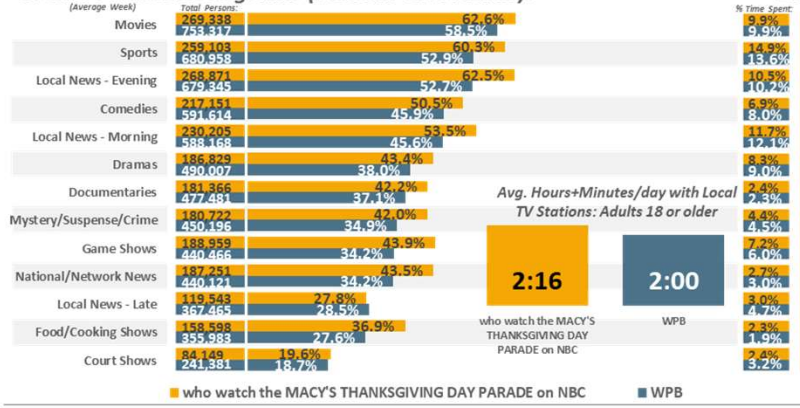
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

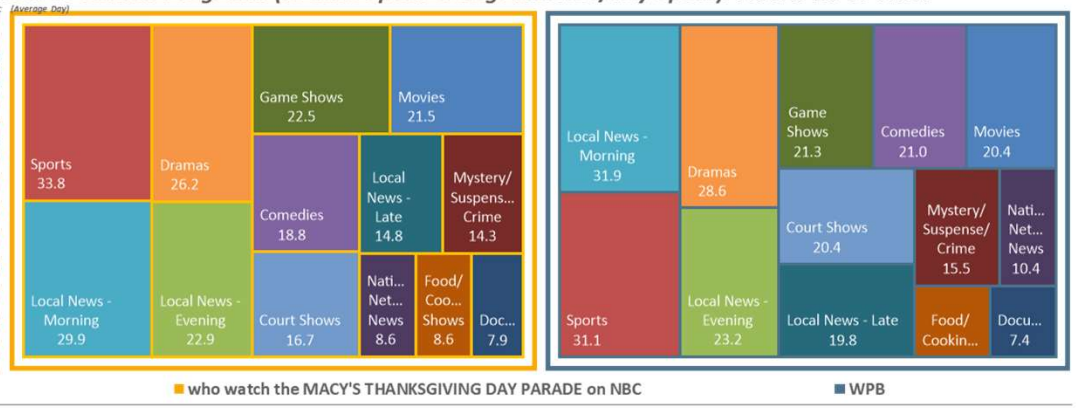


425,047 or 89.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Local News - Morning, Comedies, and Game Shows.

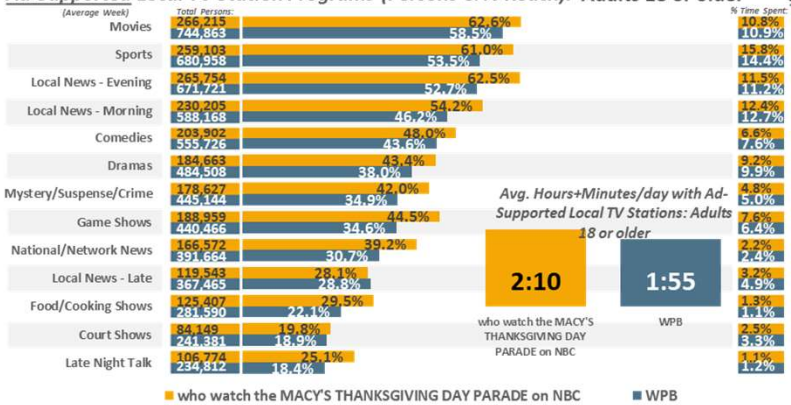
Local TV Station Programs (Persons & % Reach): Adults 18 or older



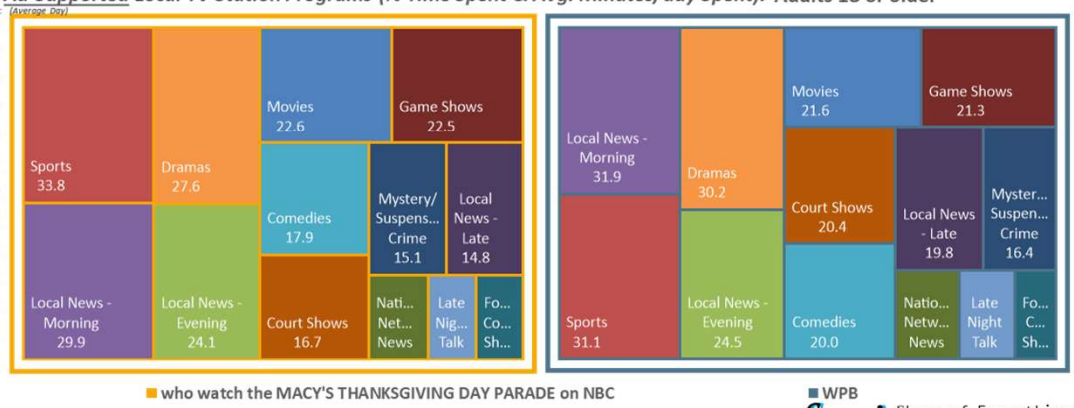
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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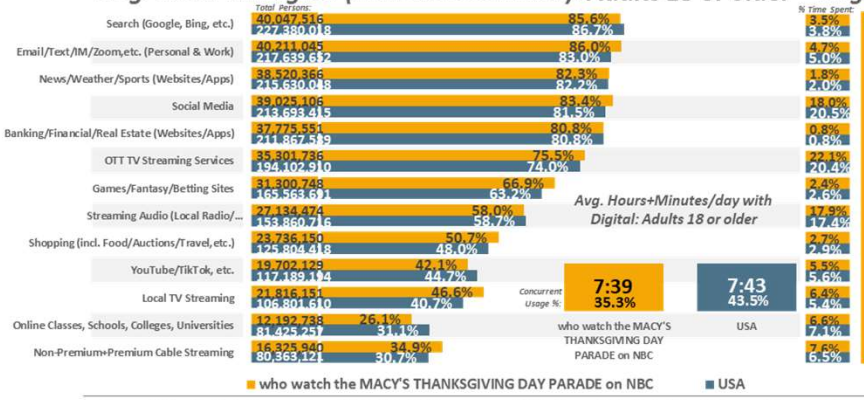
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

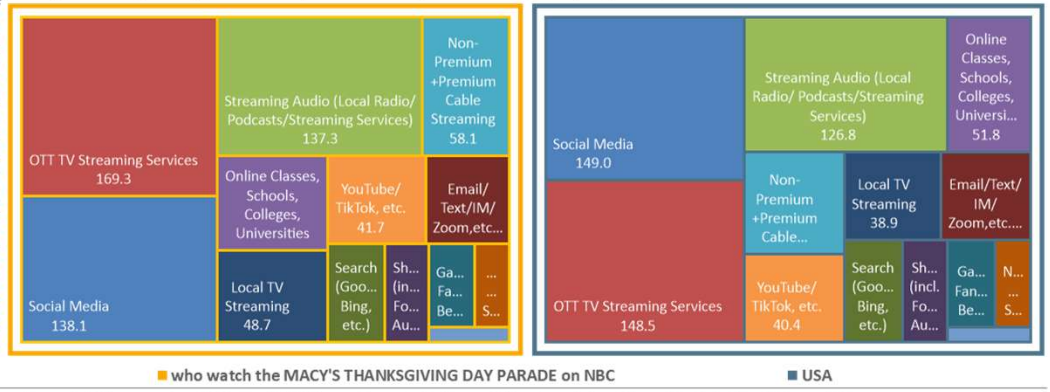


35,303,734 or 75.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Social Media for an average of 124.9 minutes every day representing 21.5% of all time spent daily with Ad-Supported Digital Media.

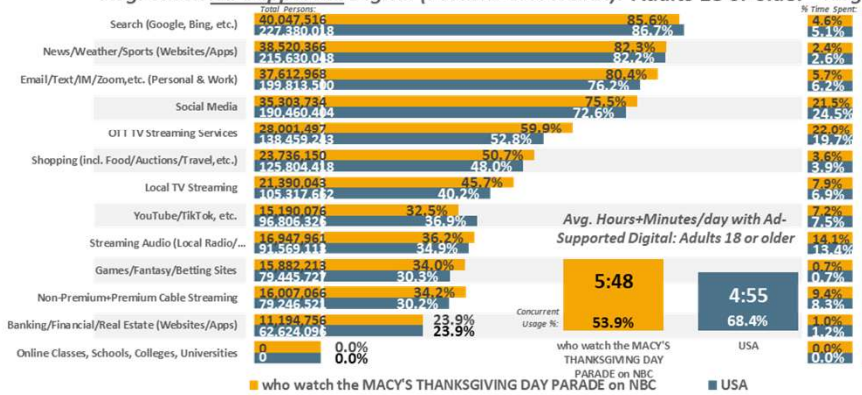
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



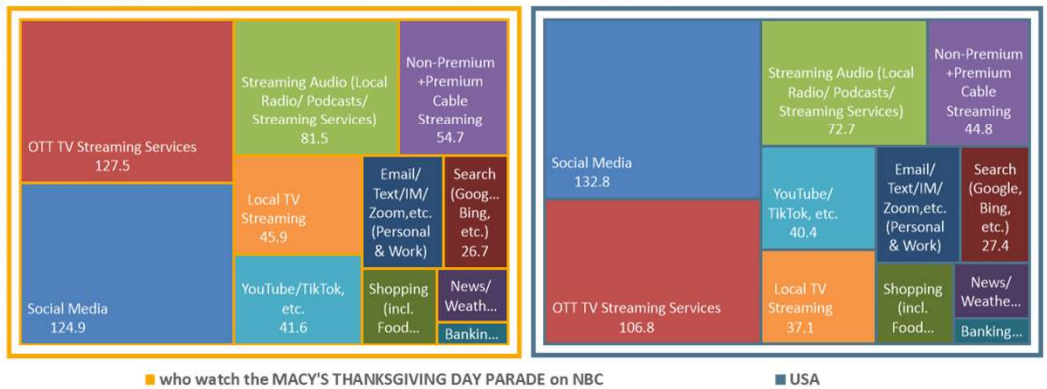
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 4,670

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

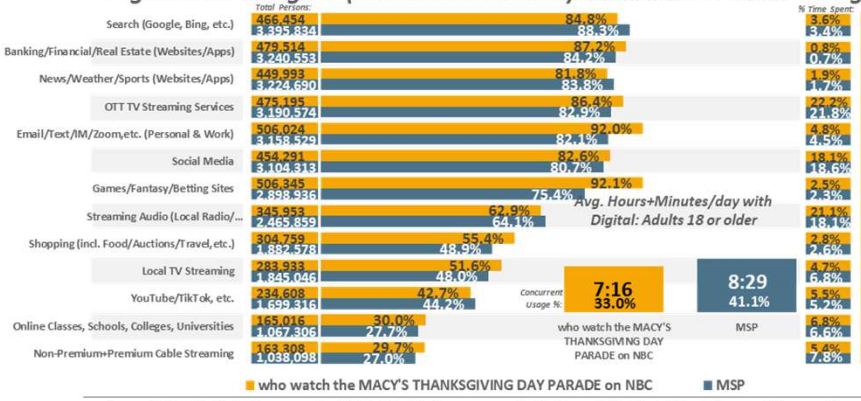
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

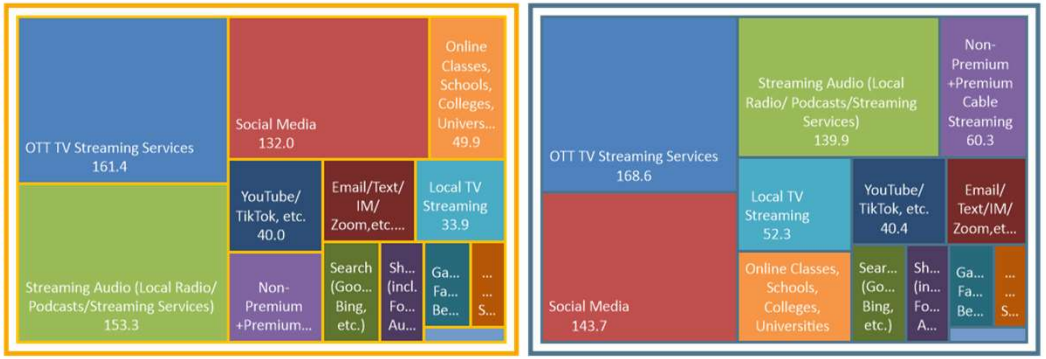


404,660 or 73.6% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Social Media for an average of 117.6 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

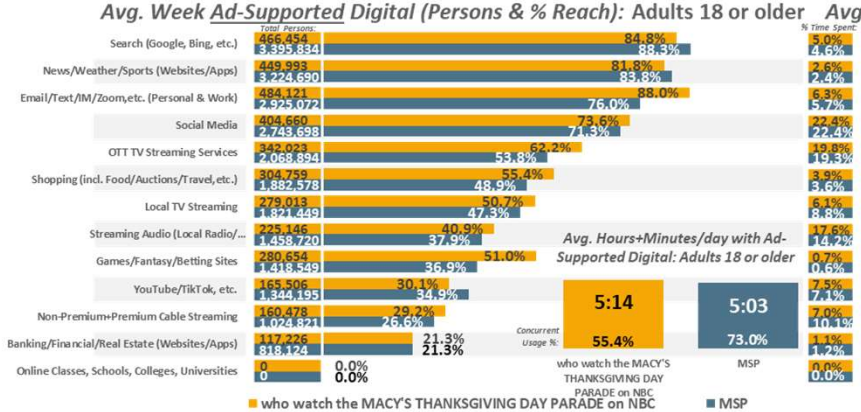
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



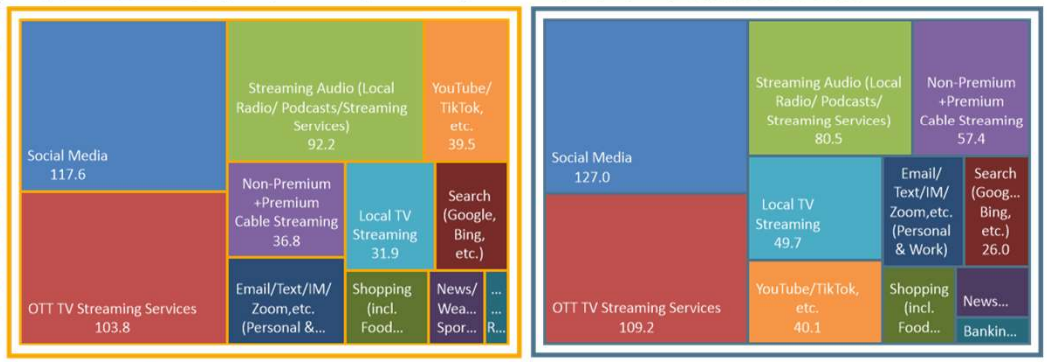
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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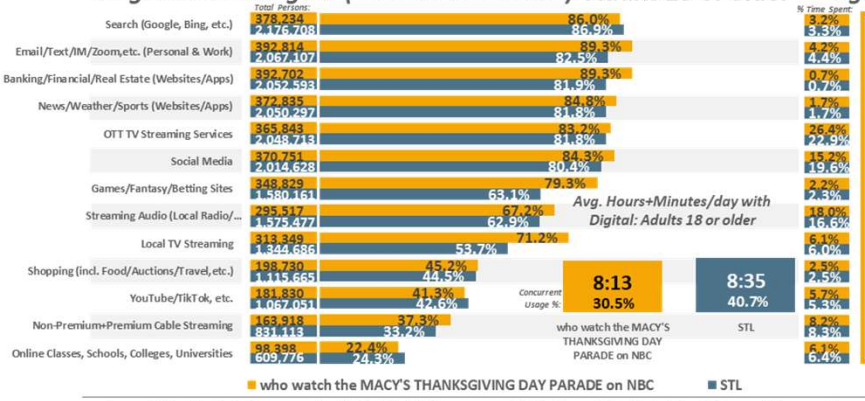
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



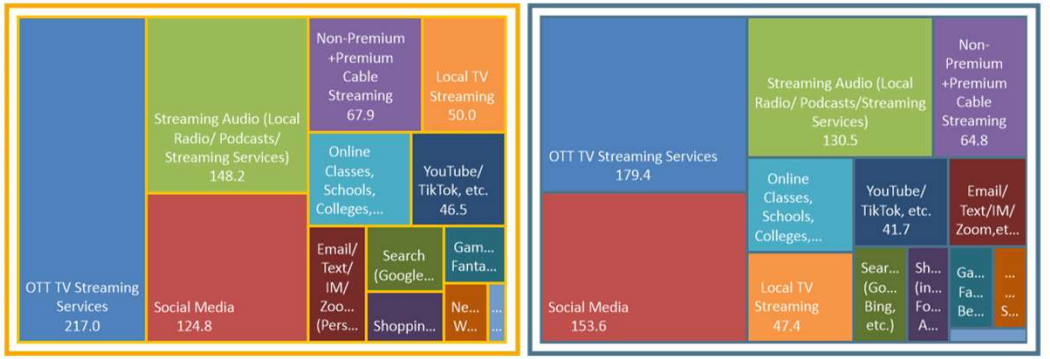
ST. LOUIS ON YOUR SIDE

318,230 or 72.4% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Social Media for an average of 107.1 minutes every day representing 17.6% of all time spent daily with Ad-Supported Digital Media.

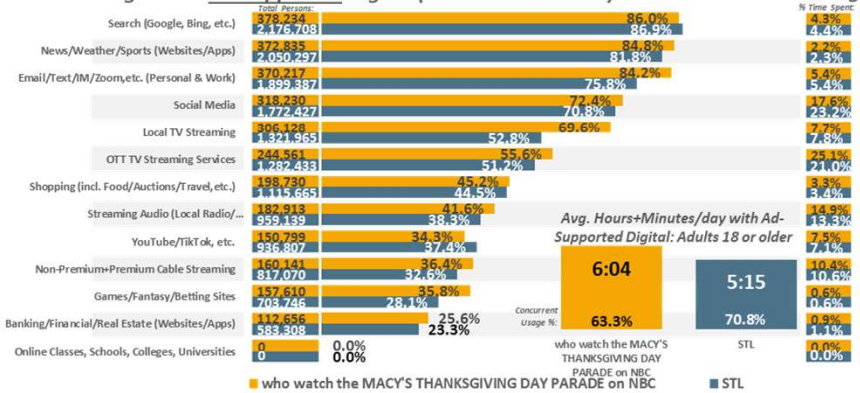
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



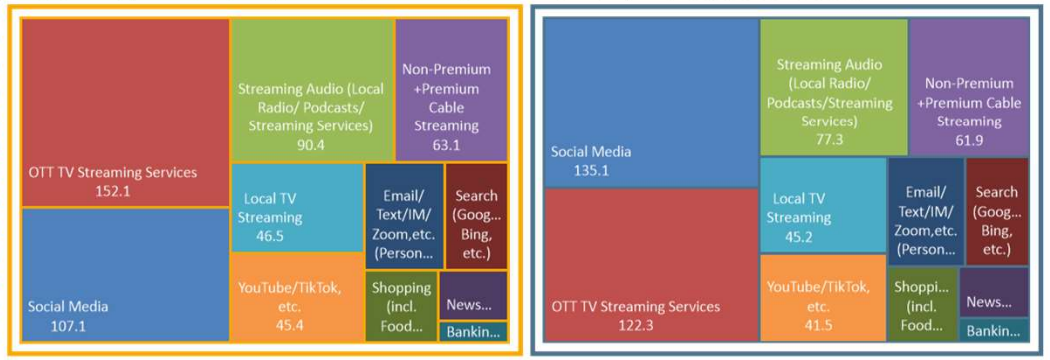
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

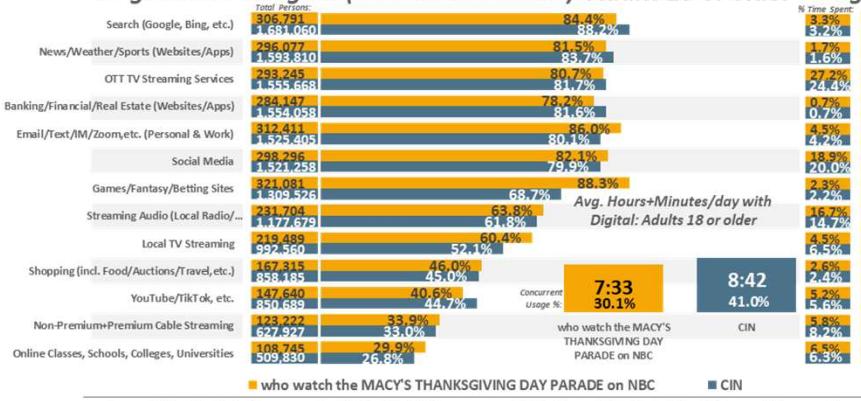
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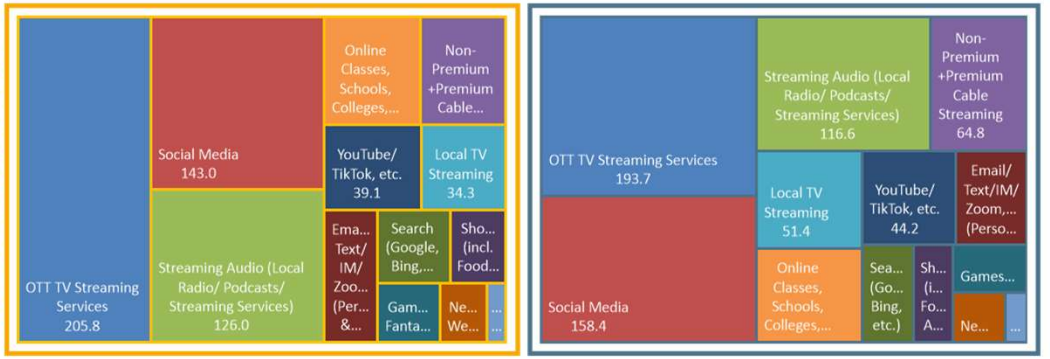
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

271,715 or 74.8% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Social Media for an average of 130.3 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

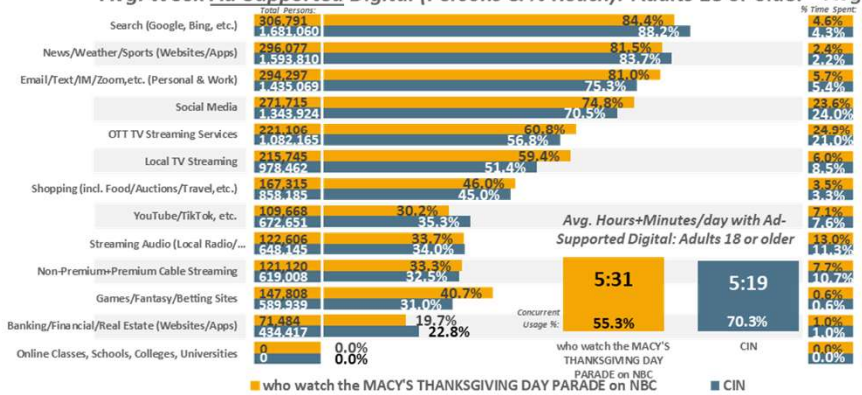
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



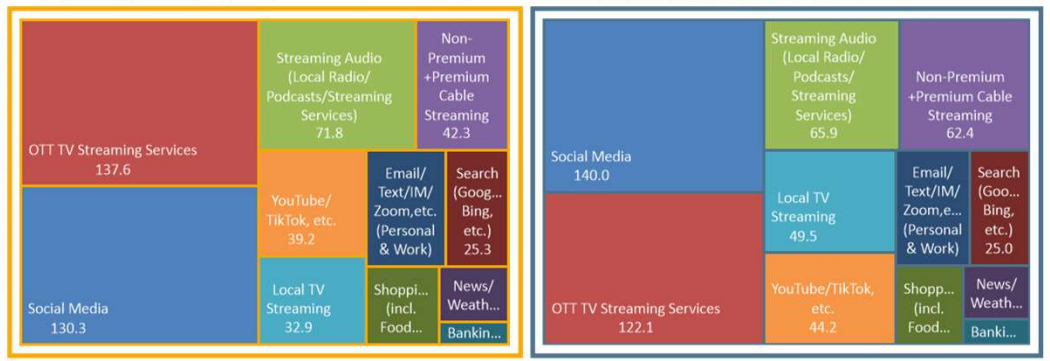
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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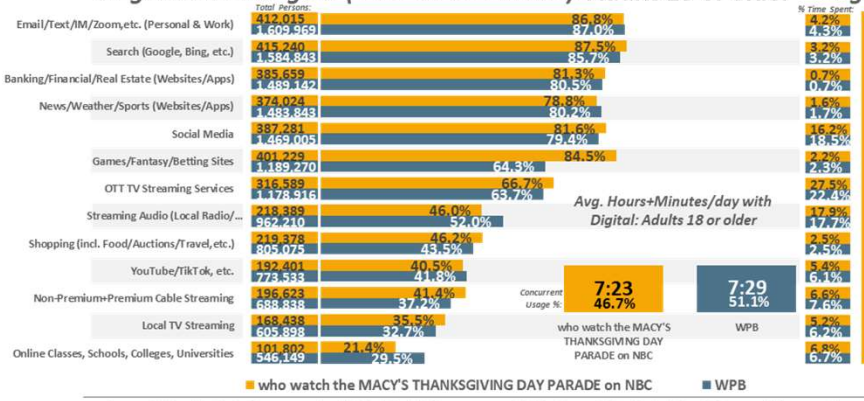
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

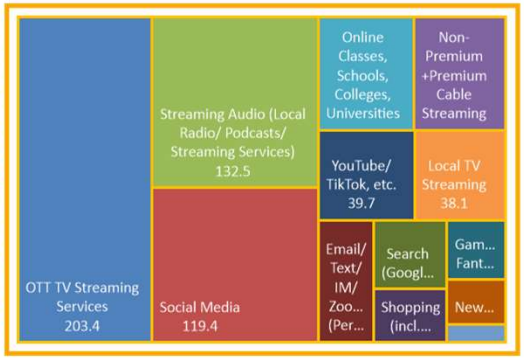


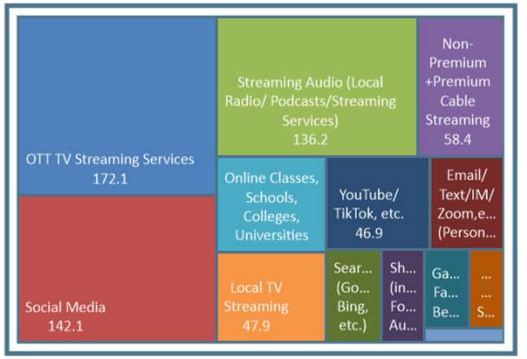
343,862 or 72.4% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Social Media for an average of 106. minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

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

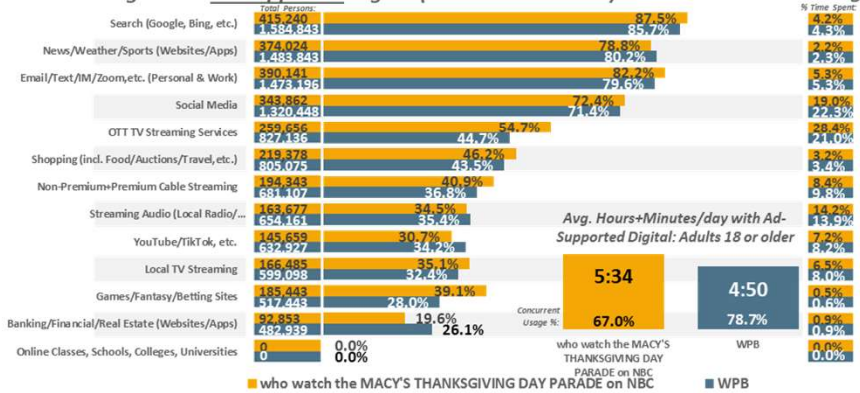


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

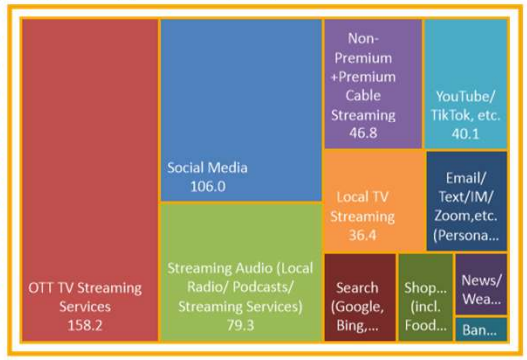


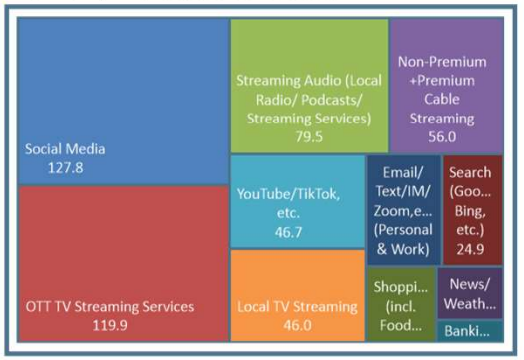


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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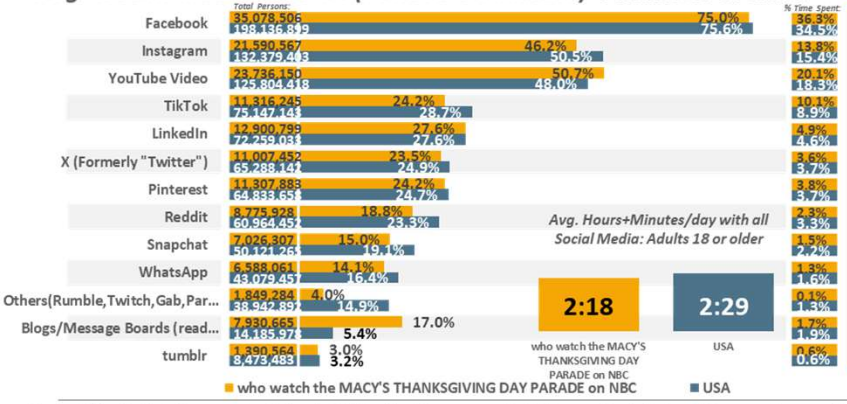
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

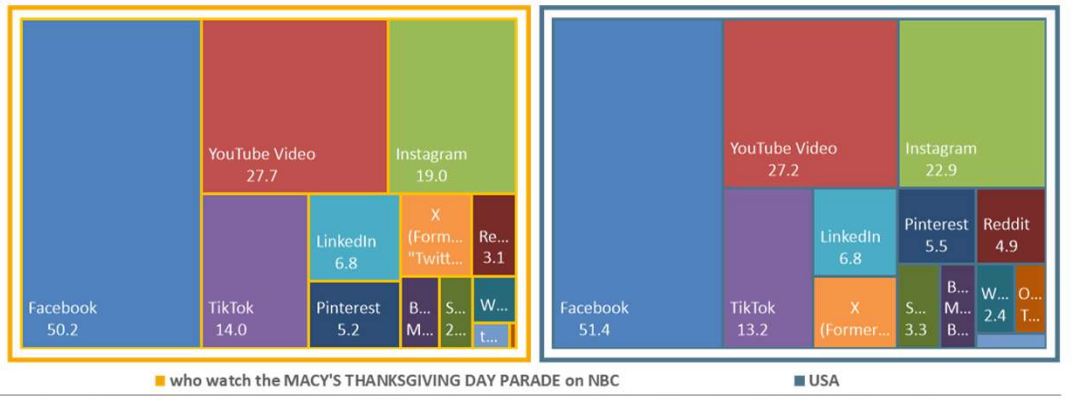


35,078,506 or 75.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 43.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

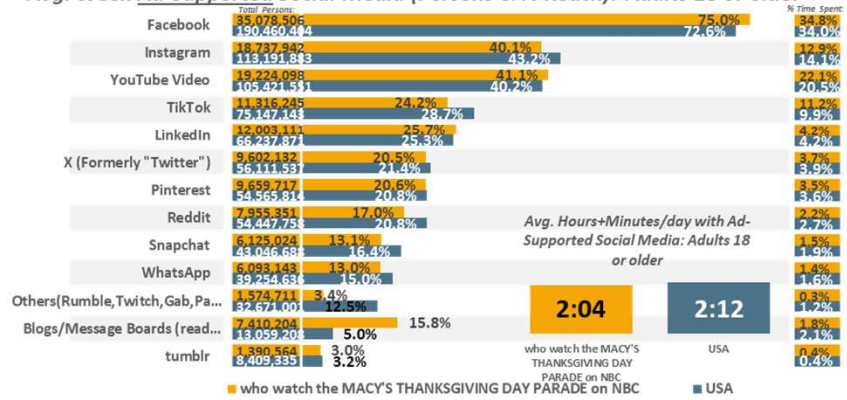
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



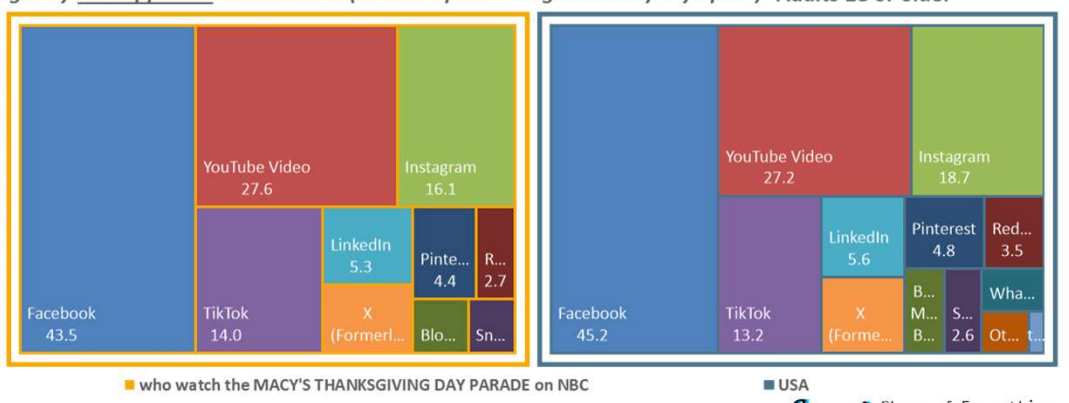
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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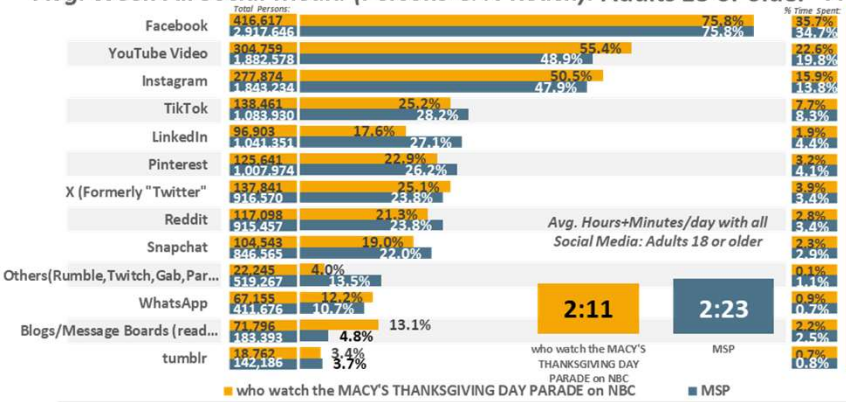
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

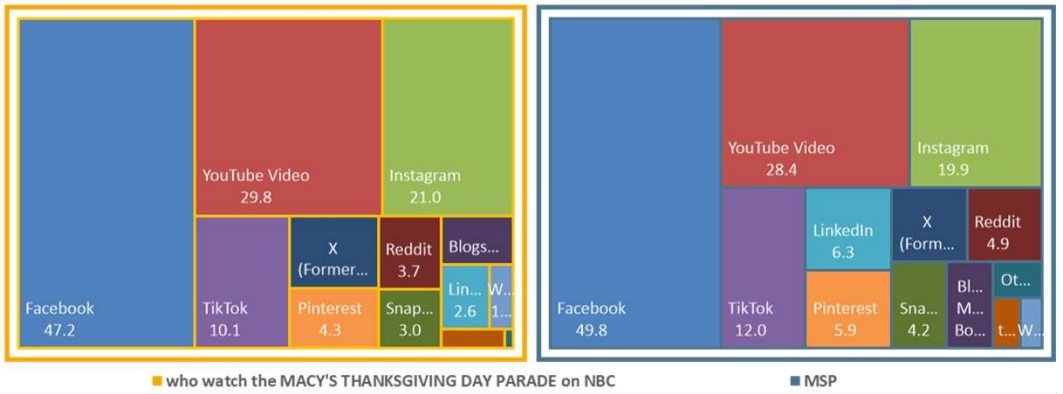


404,660 or 73.6% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 40.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

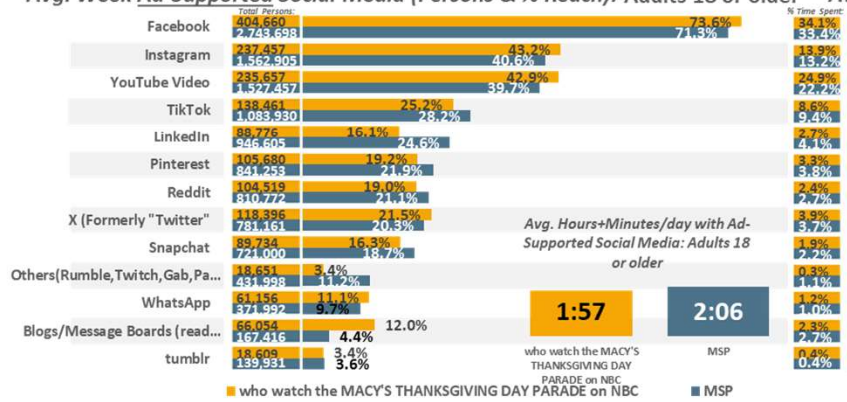
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



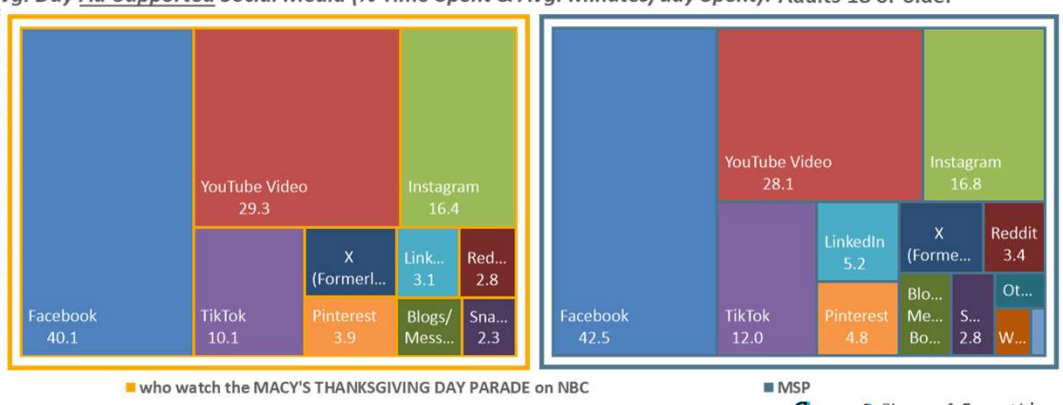
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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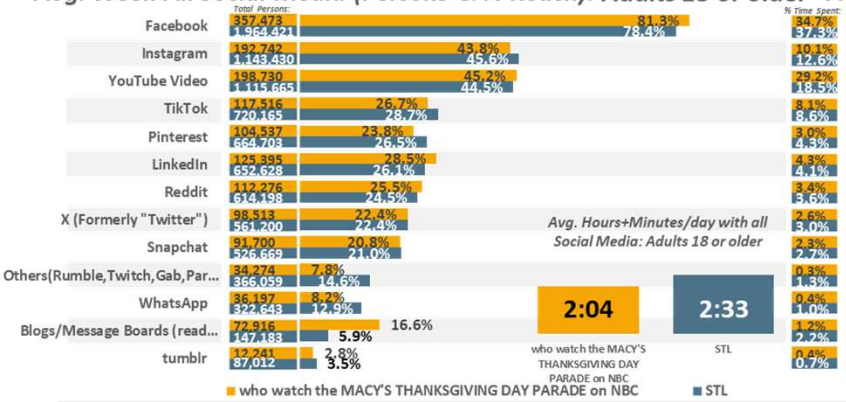
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

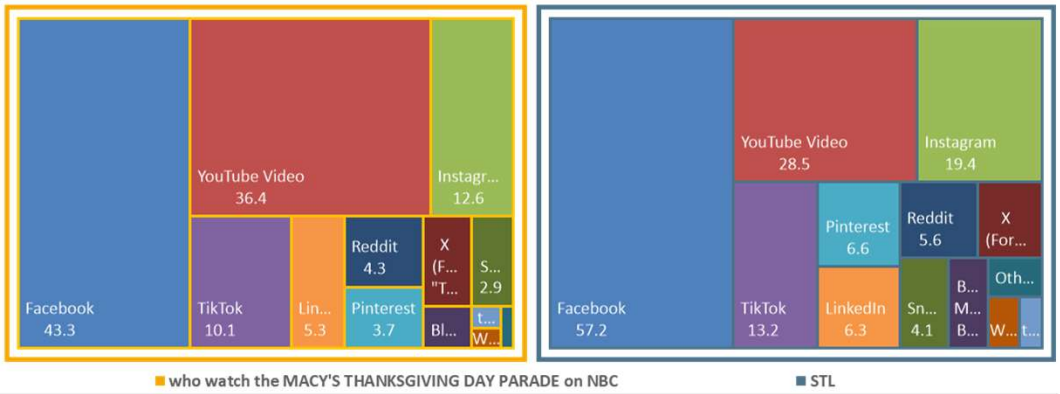


167,699 or 38.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported YouTube Video for an average of 35.2 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

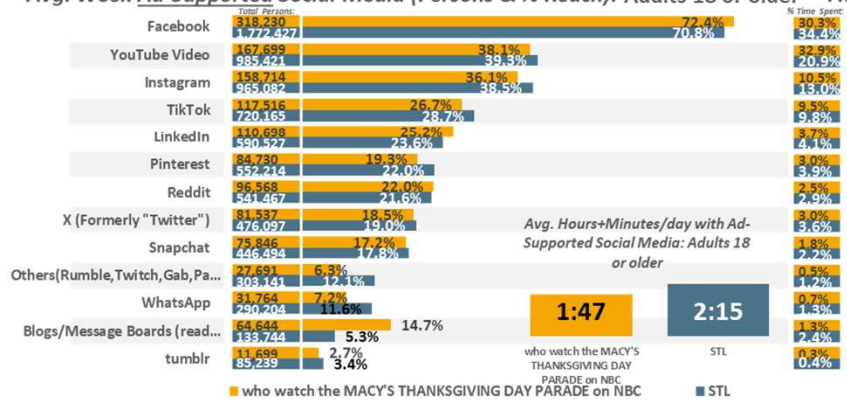
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



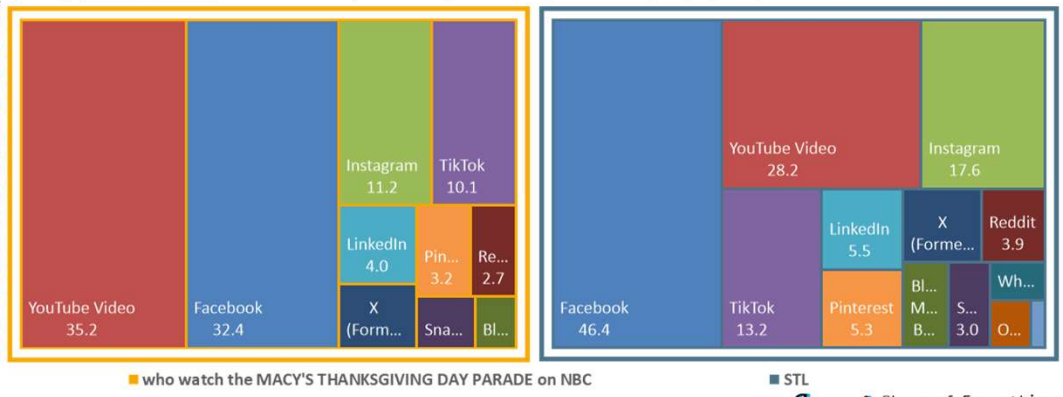
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

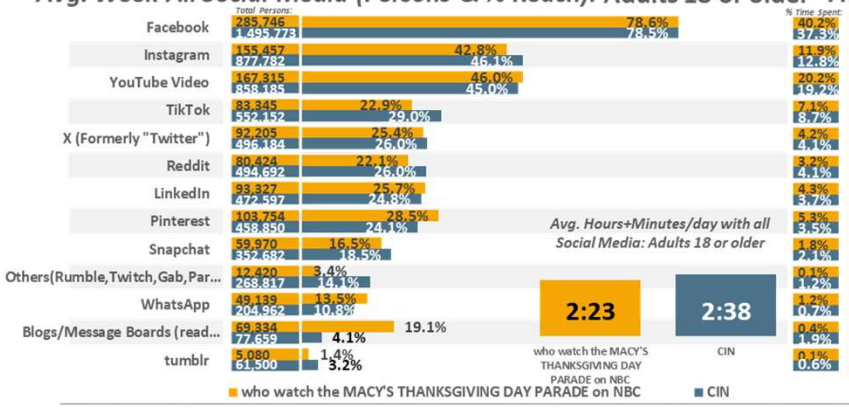
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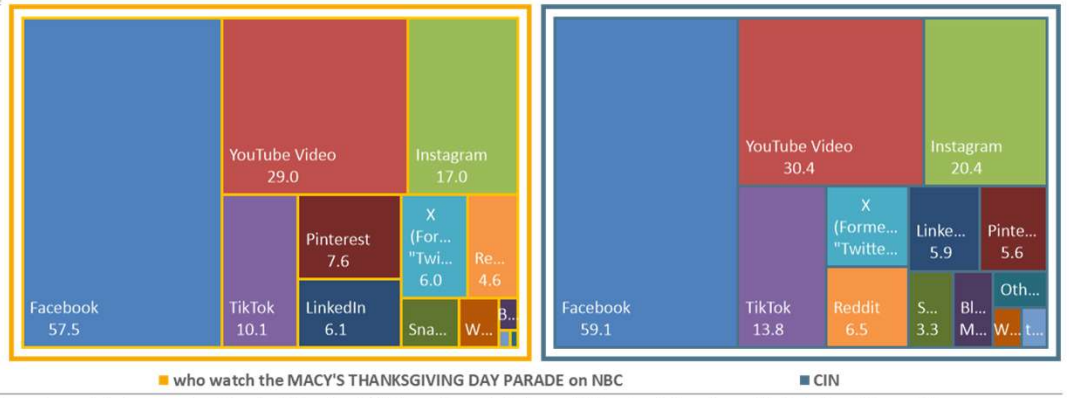
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

271,715 or 74.8% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 48.4 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

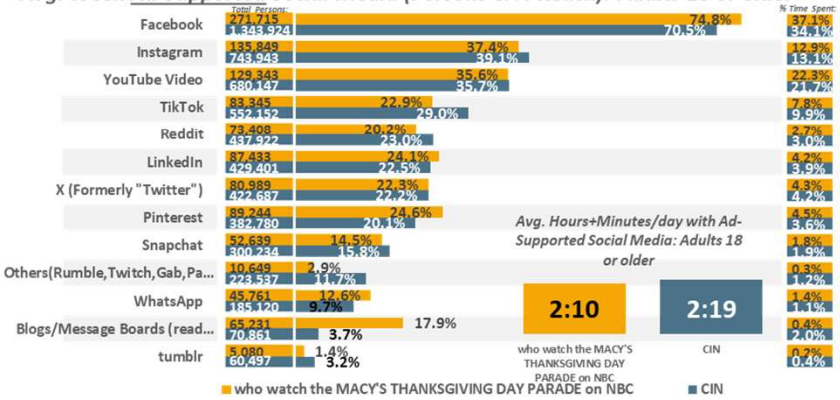
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



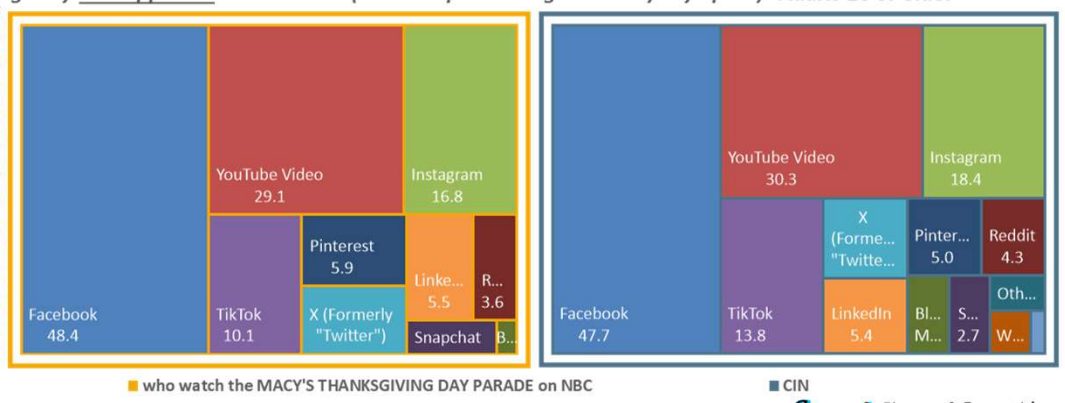
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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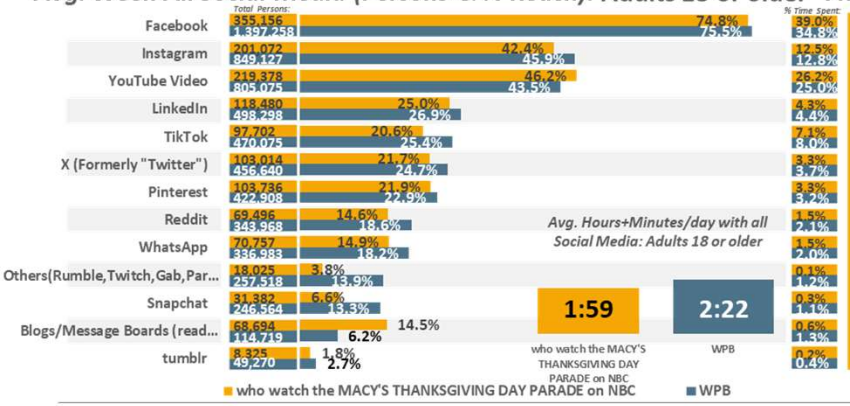
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

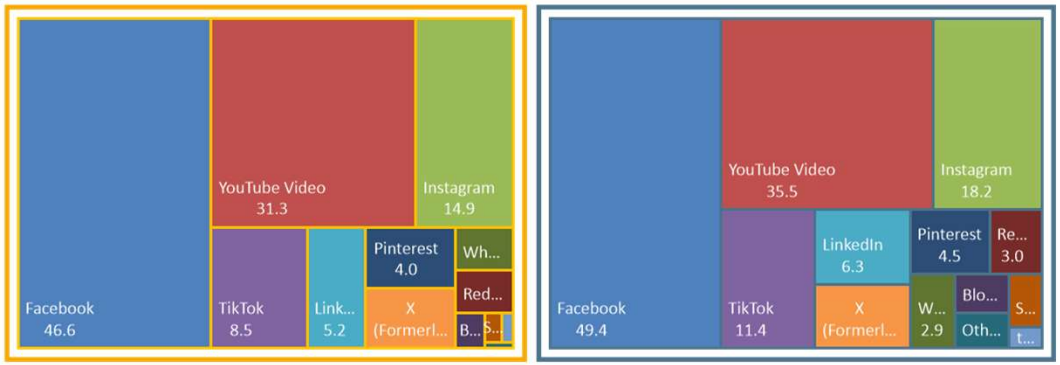


343,862 or 72.4% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 36.7 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

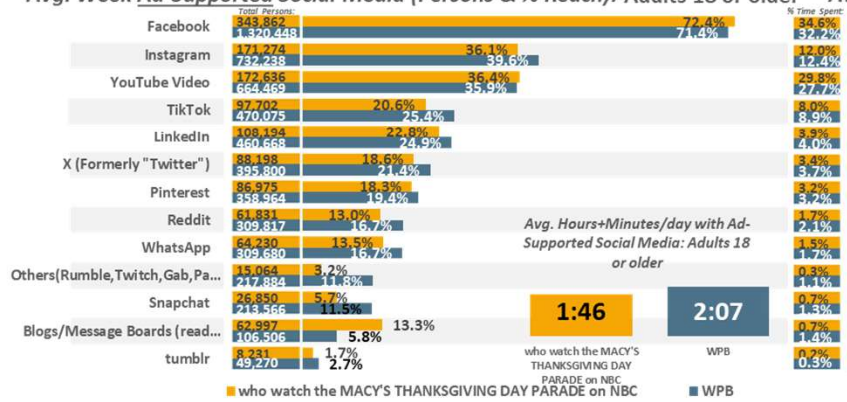
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



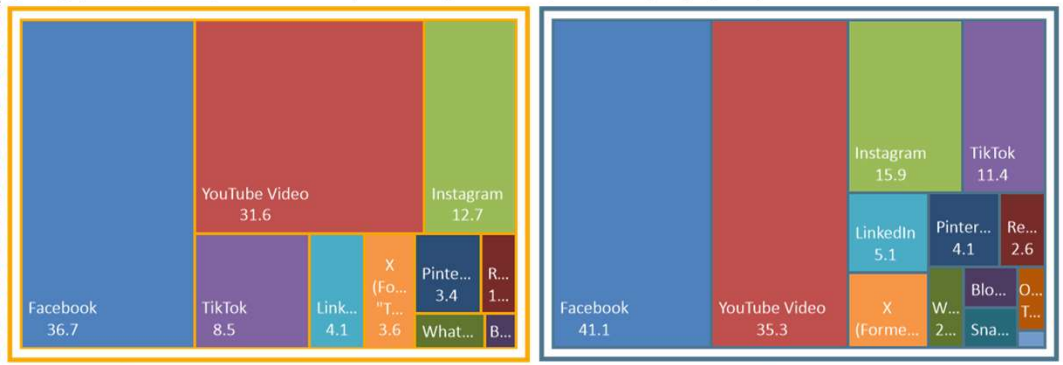
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

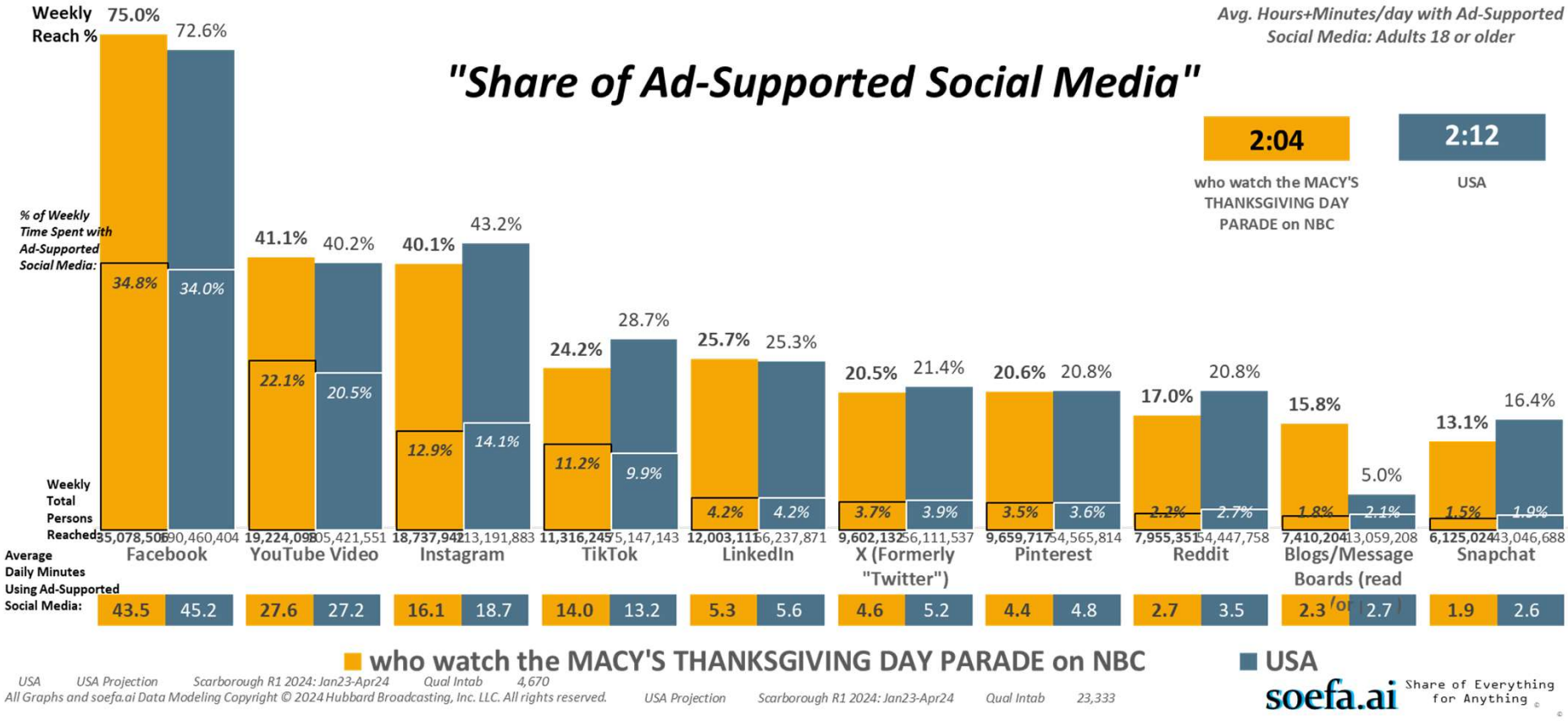
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



35,078,506 or 75.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 43.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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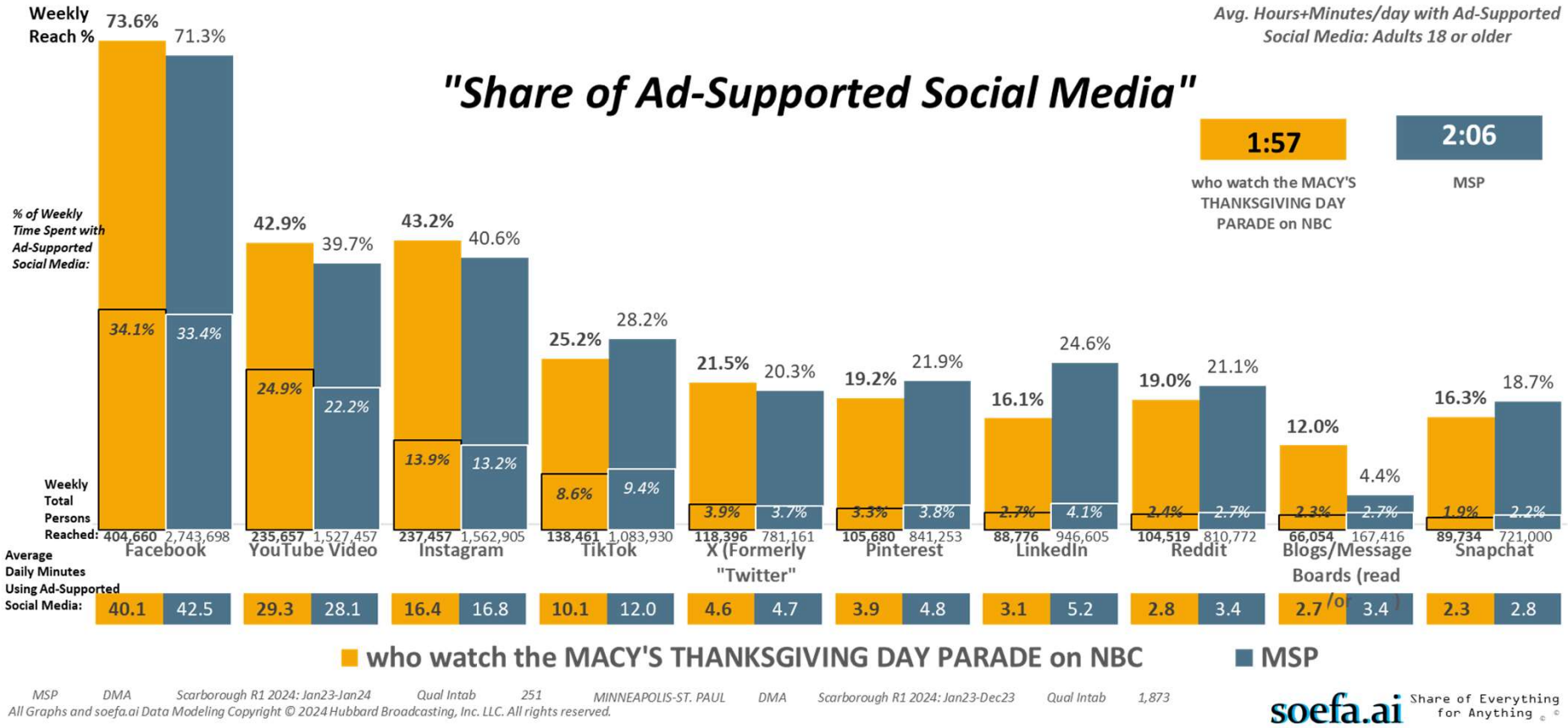
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



404,660 or 73.6% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 40.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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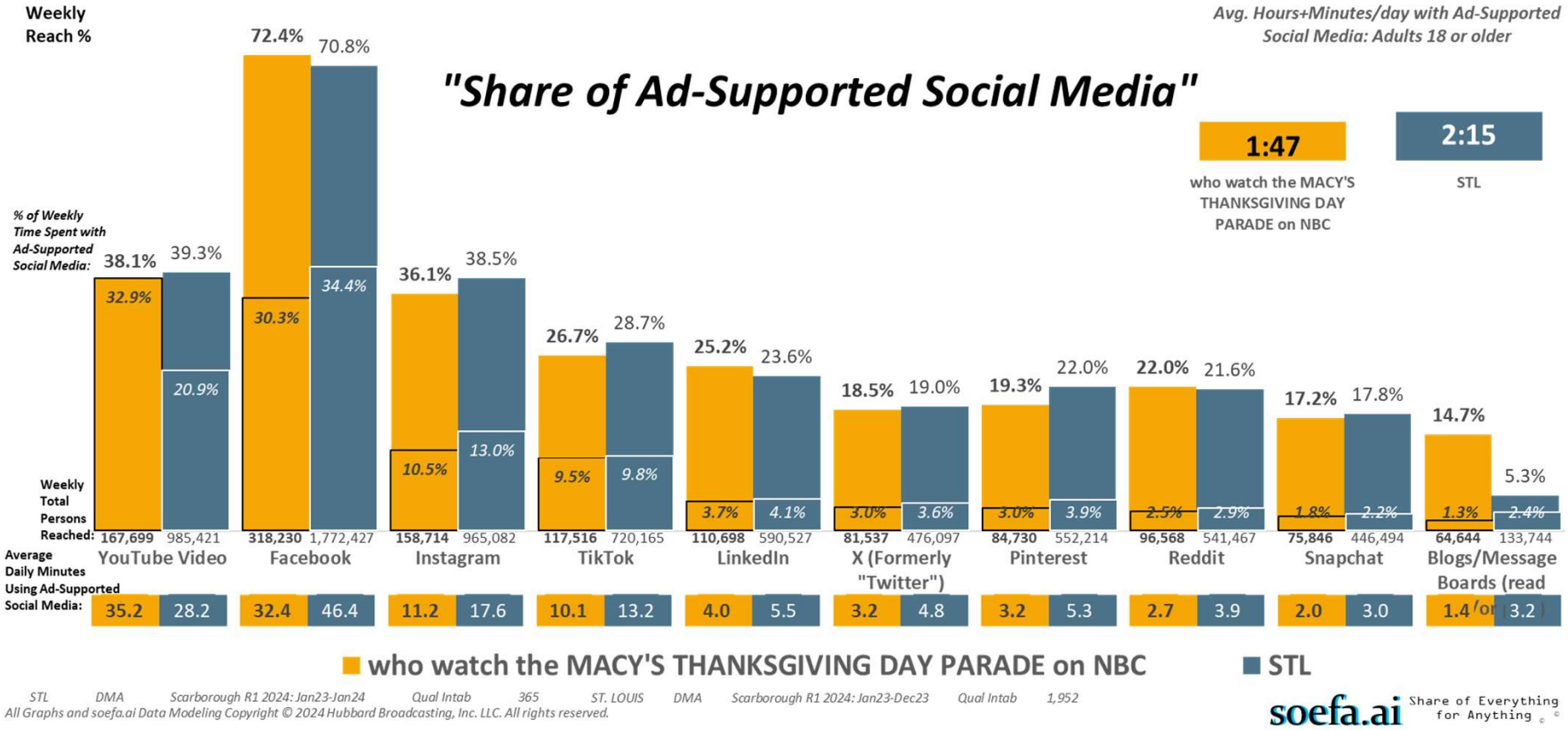
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



ST. LOUIS ON YOUR SIDE

167,699 or 38.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported YouTube Video for an average of 35.2 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.



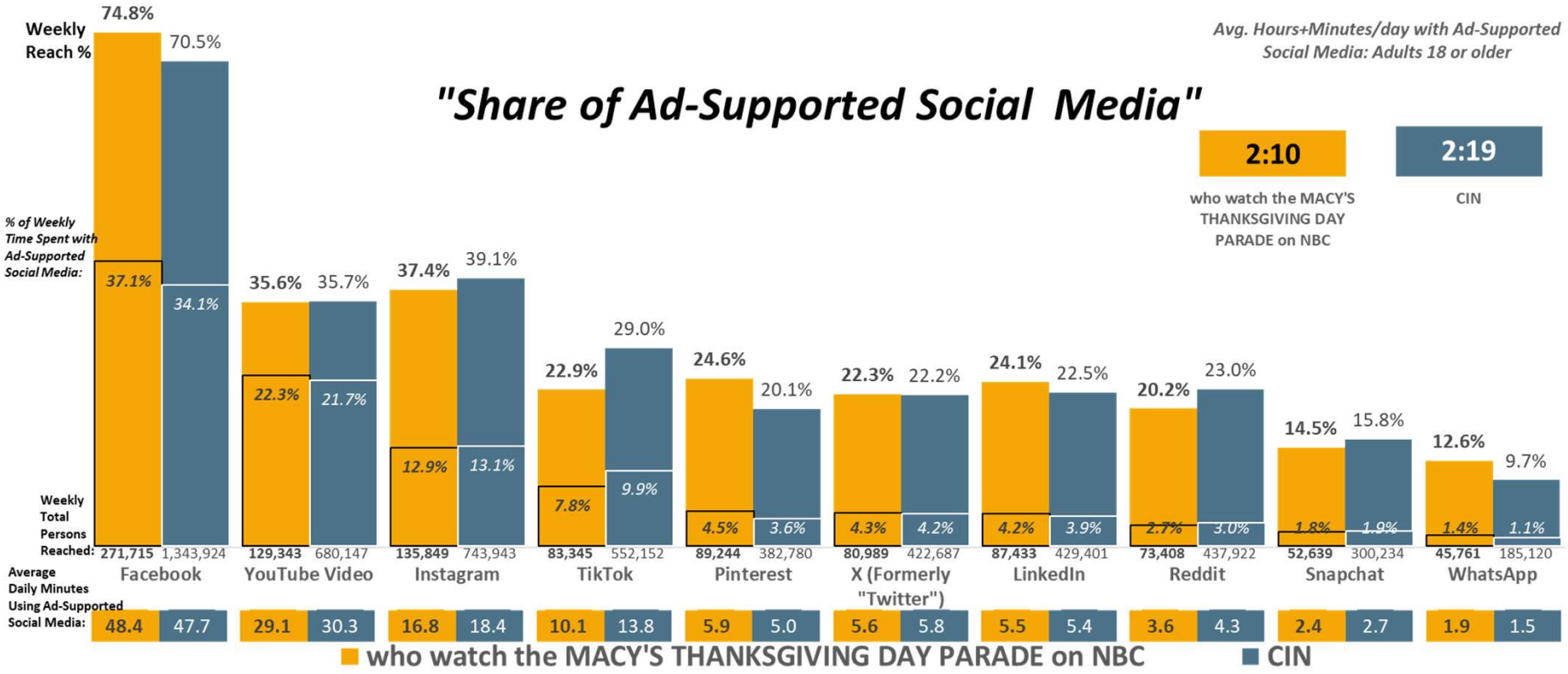
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

271,715 or 74.8% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 48.4 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

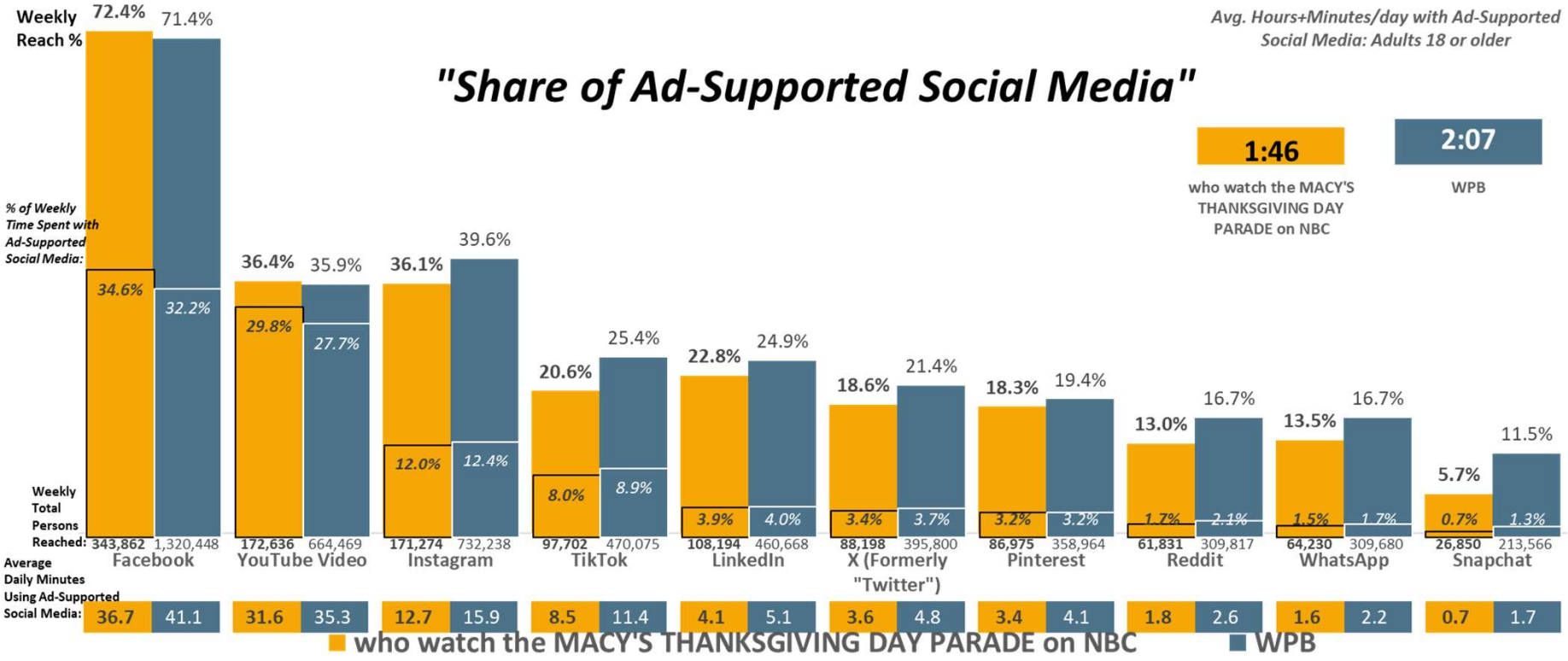
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



343,862 or 72.4% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC use Ad-Supported Facebook for an average of 36.7 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

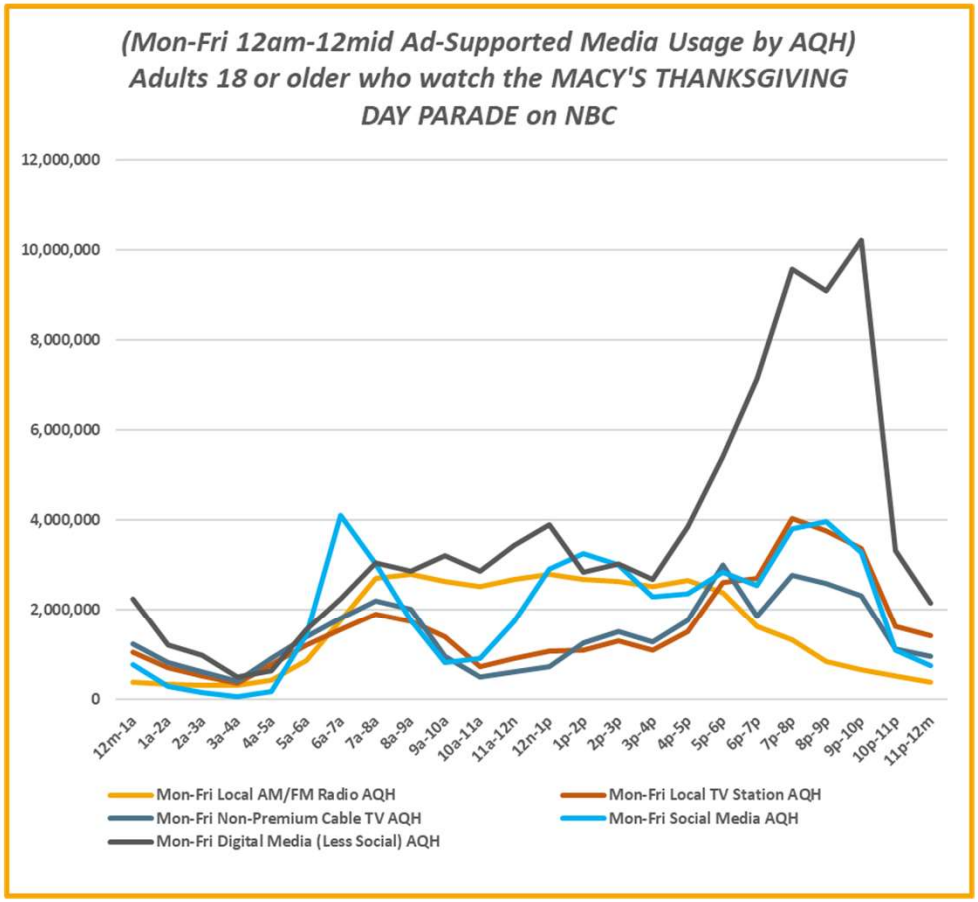
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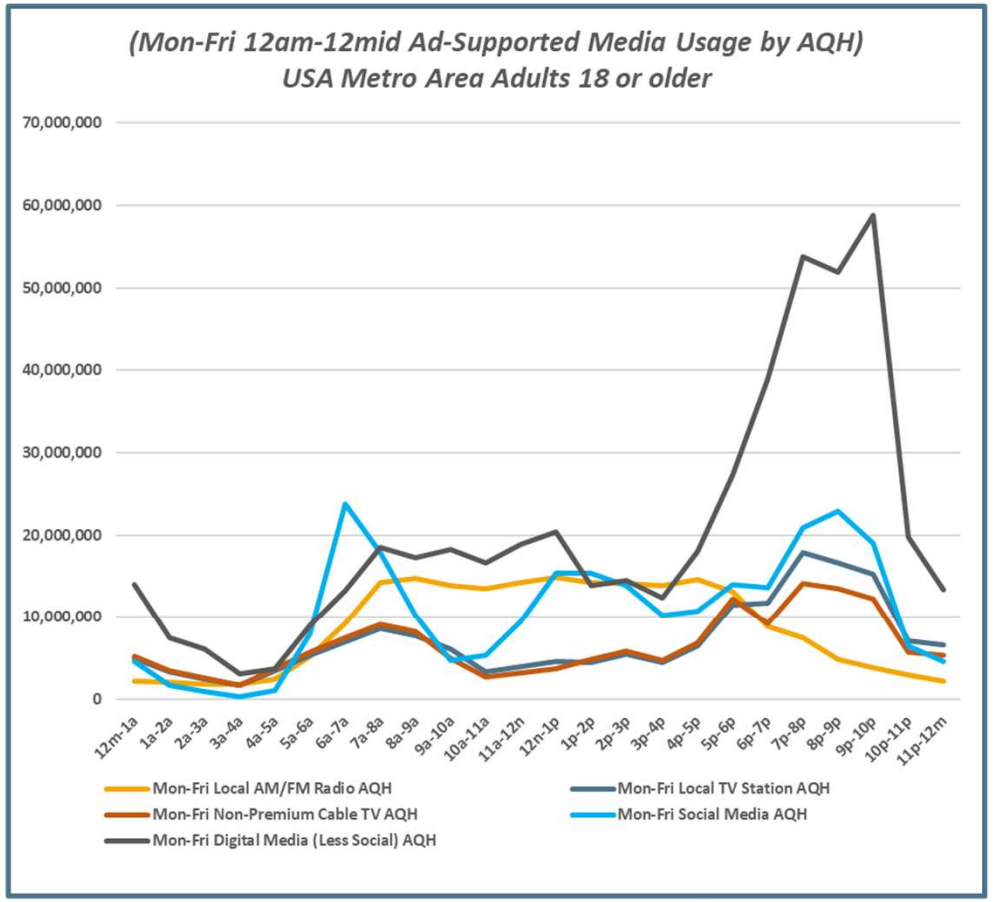
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,573,544; Local Radio: 2,488,437; Social Media: 2,426,659; Local TV: 1,506,300; Non-Prem. Cable: 1,495,138 reaching Adults 18 or older who watch the MACY'S THANKSGIVING





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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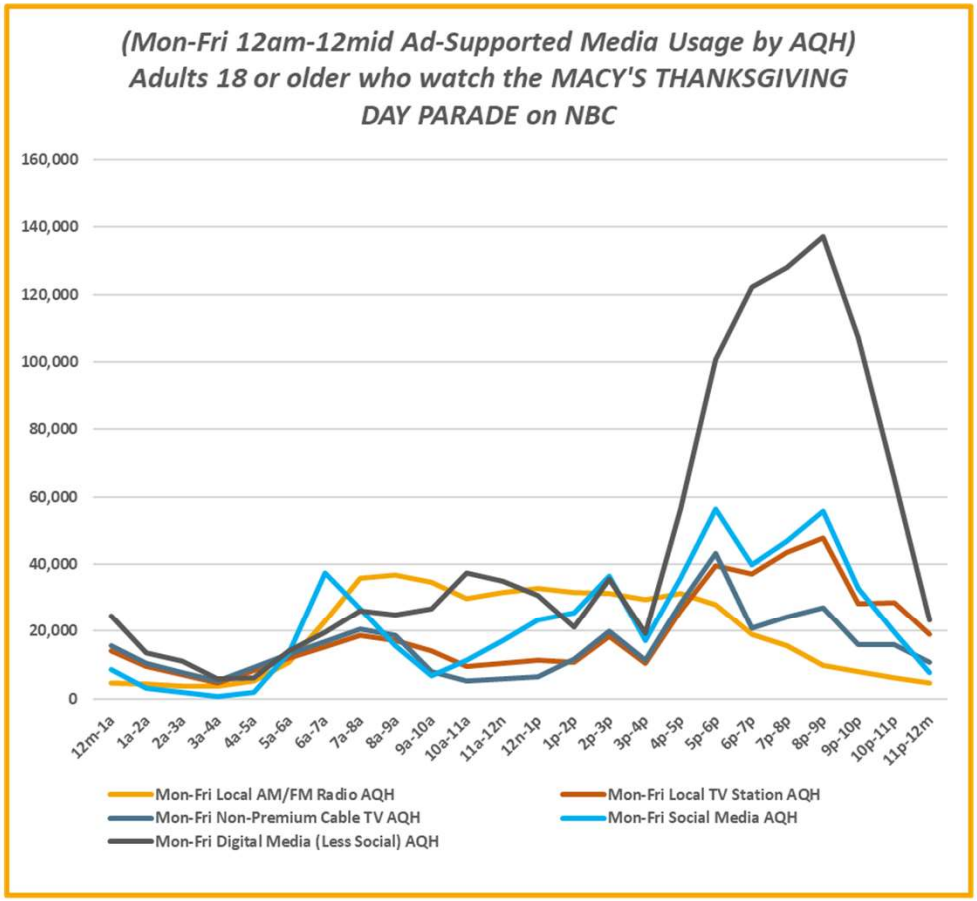
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

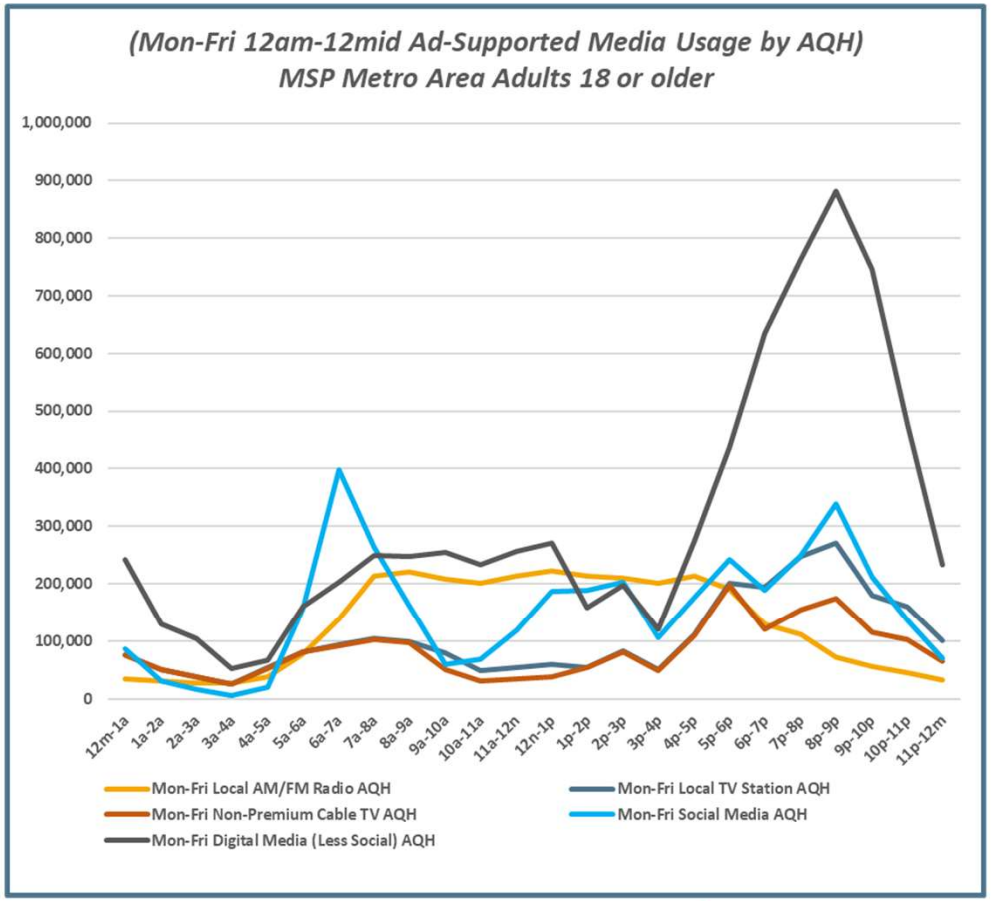
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 42,765; Local Radio: 30,364; Social Media: 26,908; Local TV: 18,365; Non-Prem. Cable: 16,662 reaching Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on N





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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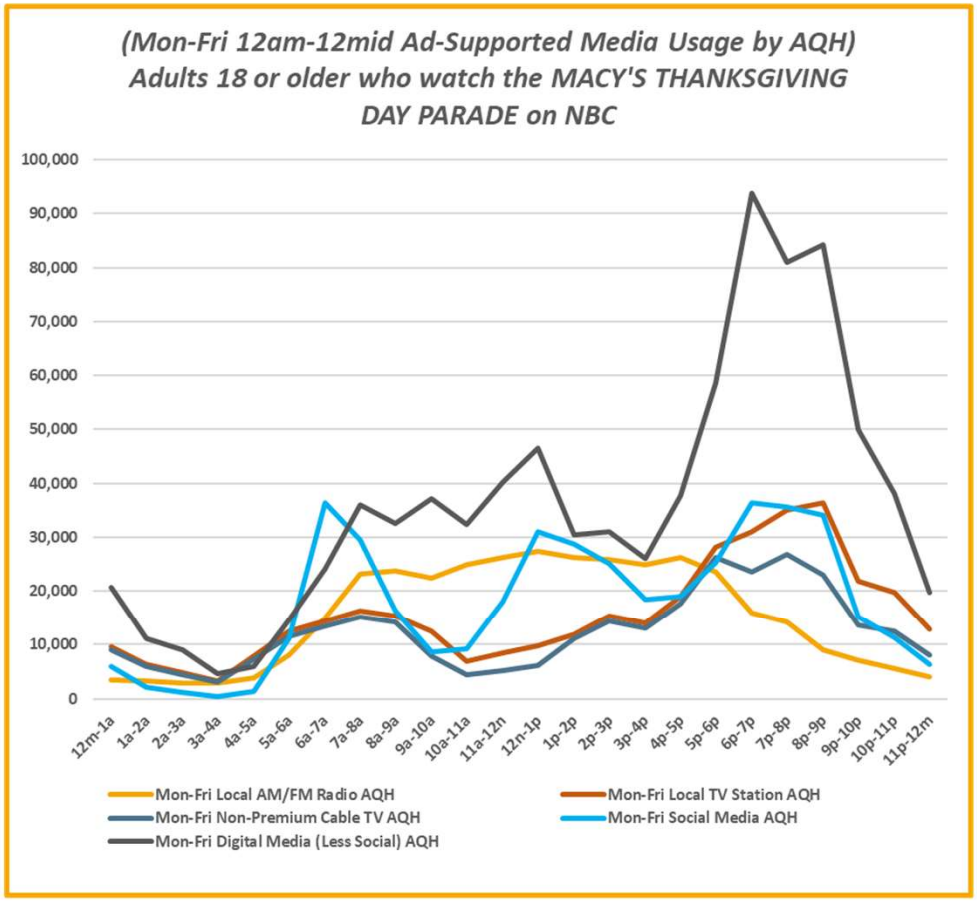
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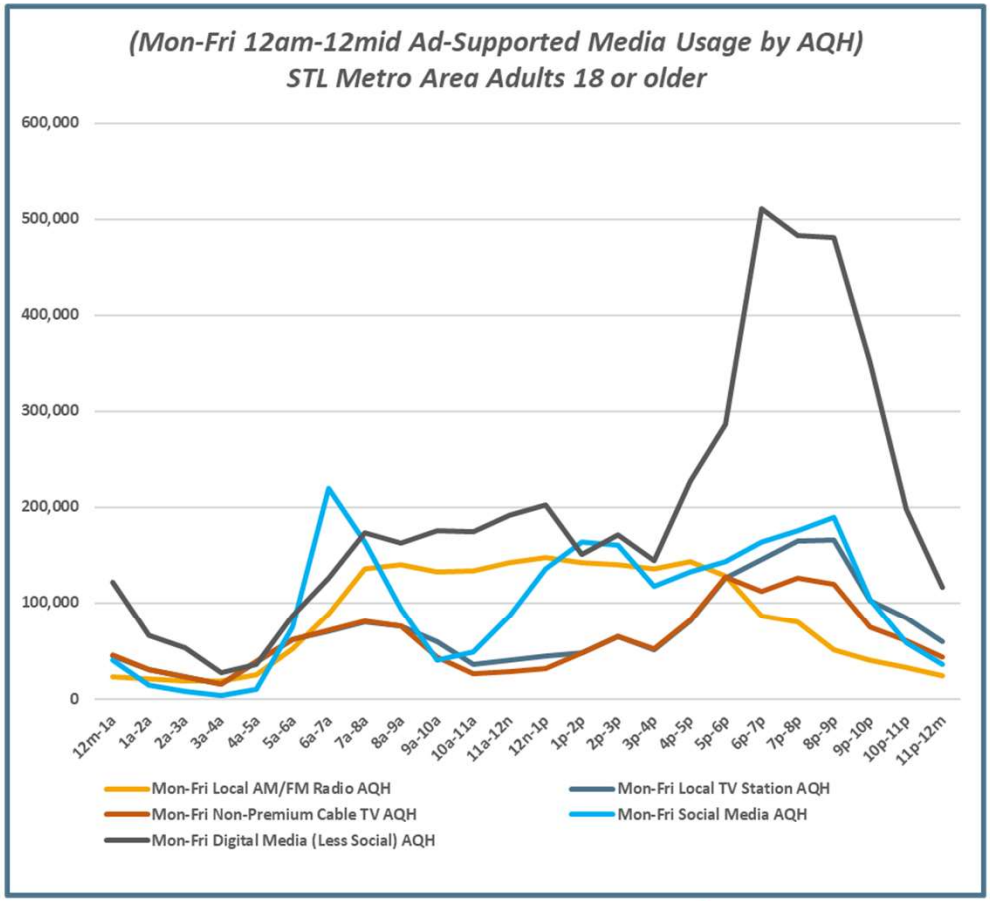
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



ST. LOUIS ON YOUR SIDE

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 40,487; Local Radio: 23,537; Social Media: 23,230; Local TV: 15,591; Non-Prem. Cable: 13,279 reaching Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on N





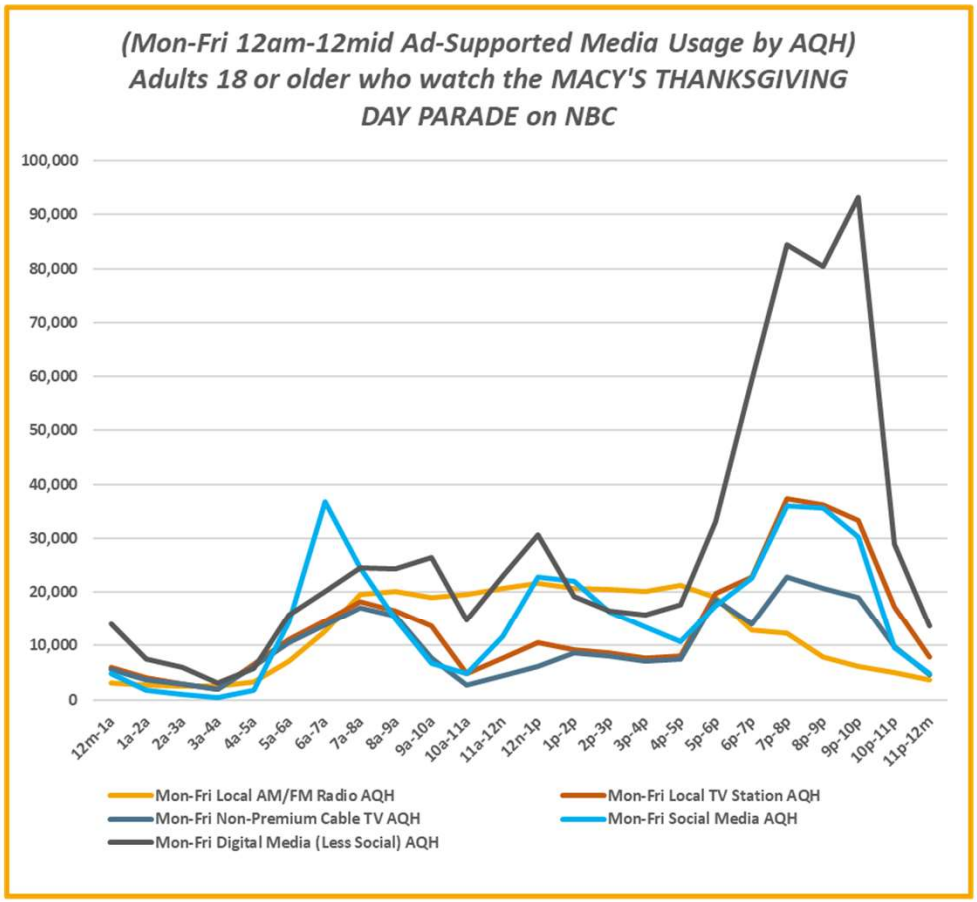
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

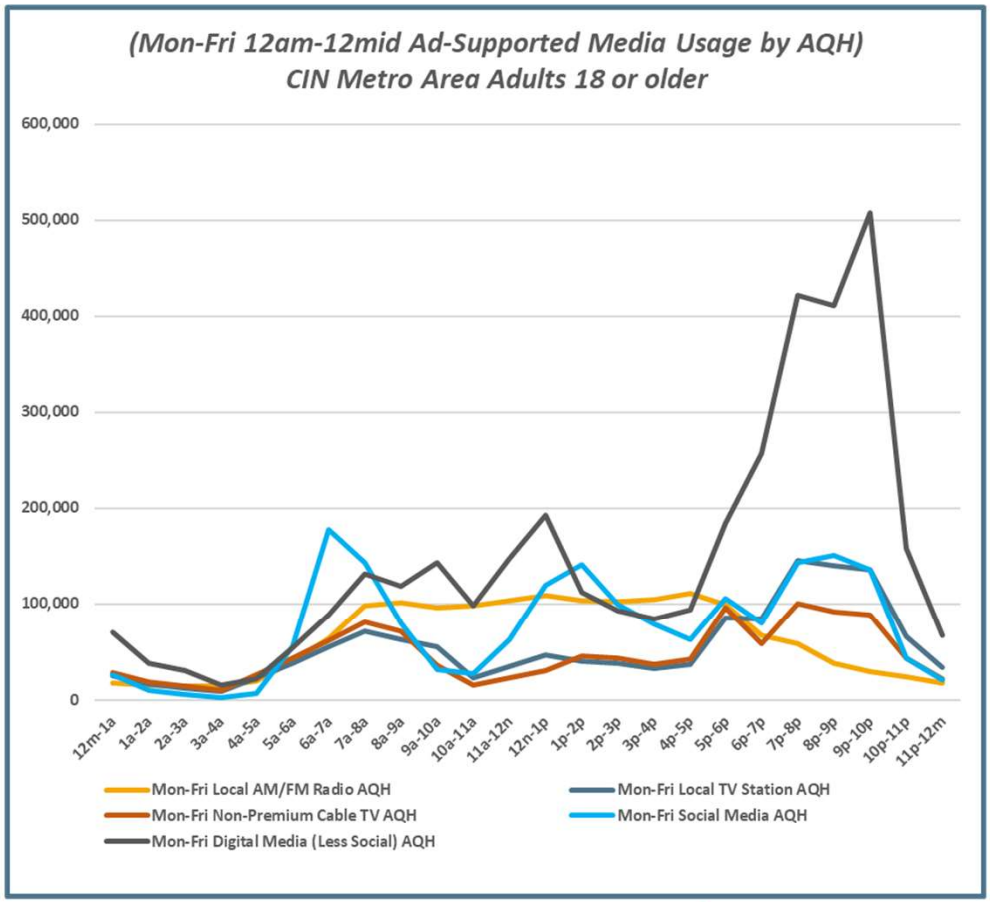
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,012; Local Radio: 19,055; Social Media: 17,244; Local TV: 12,455; Non-Prem. Cable: 10,092 reaching Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on N





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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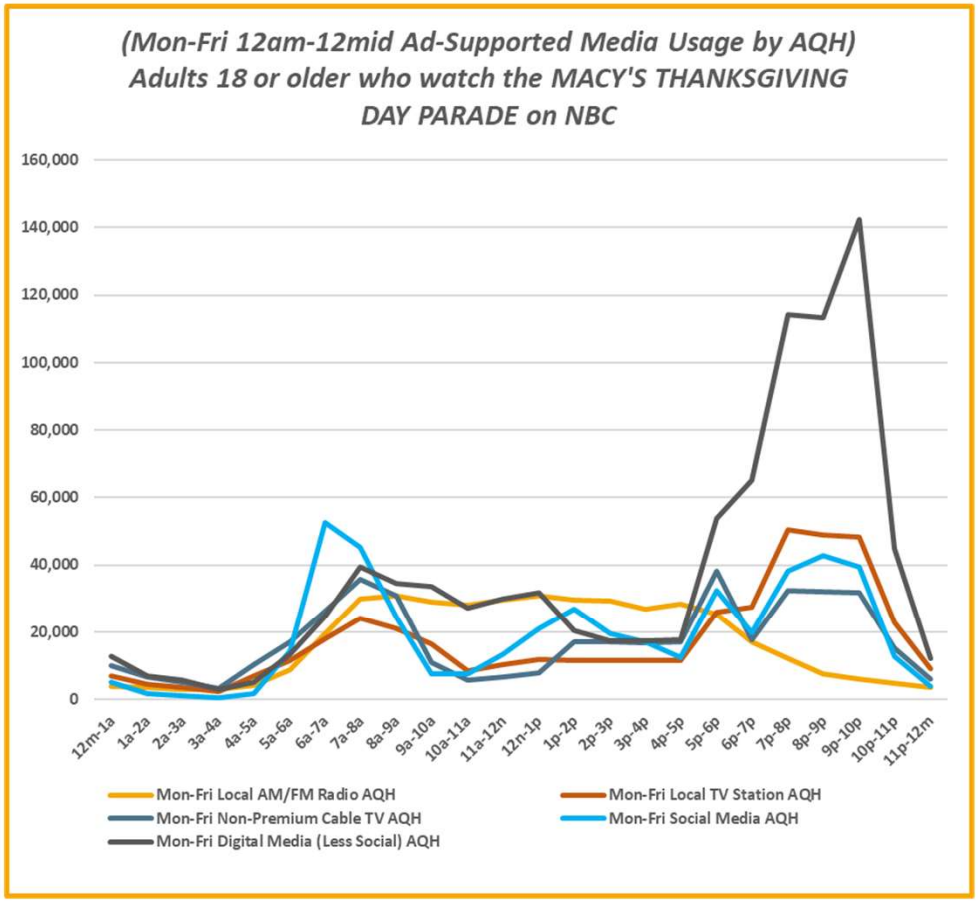
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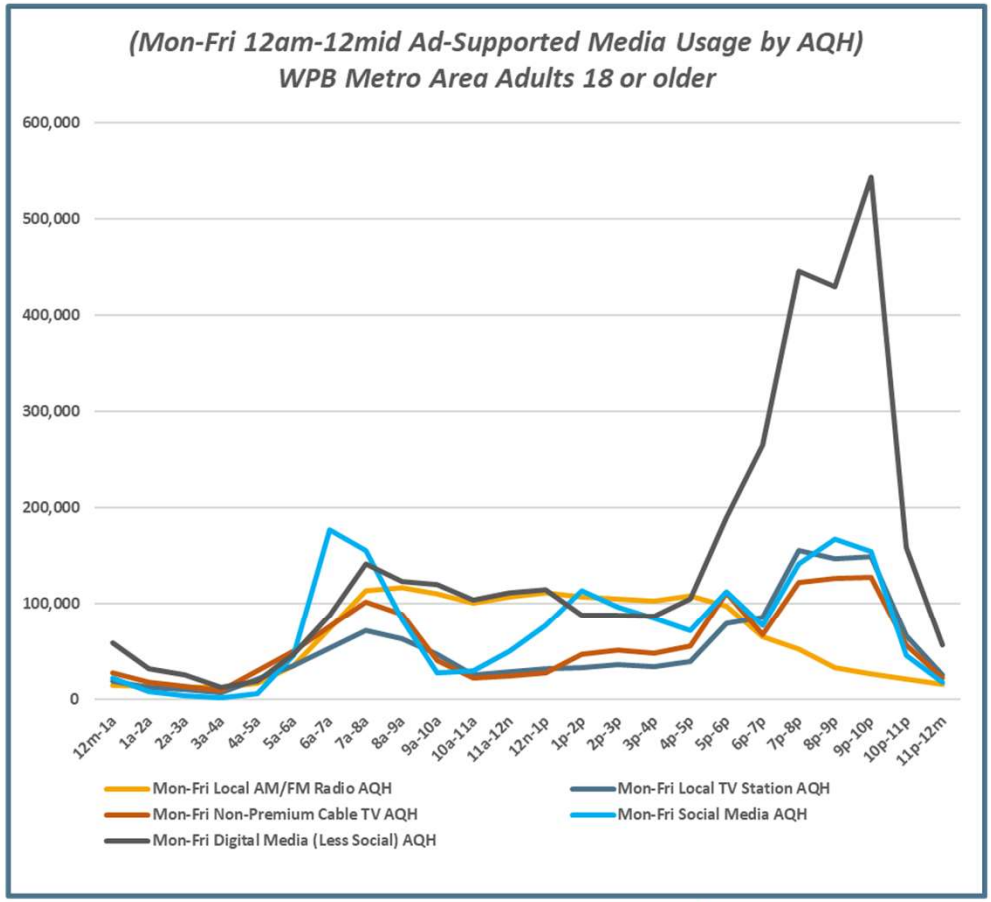
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



WPTV
WEST PALM BEACH

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,743; Local Radio: 27,232; Social Media: 23,053; Non-Prem. Cable: 19,016; Local TV: 16,137 reaching Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on N





WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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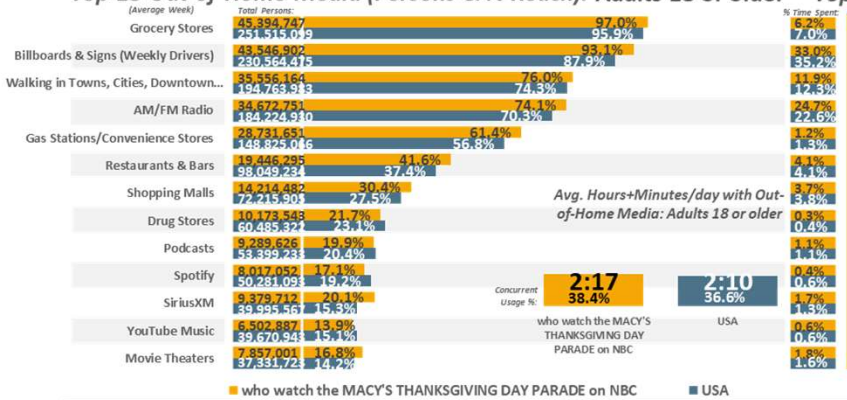
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

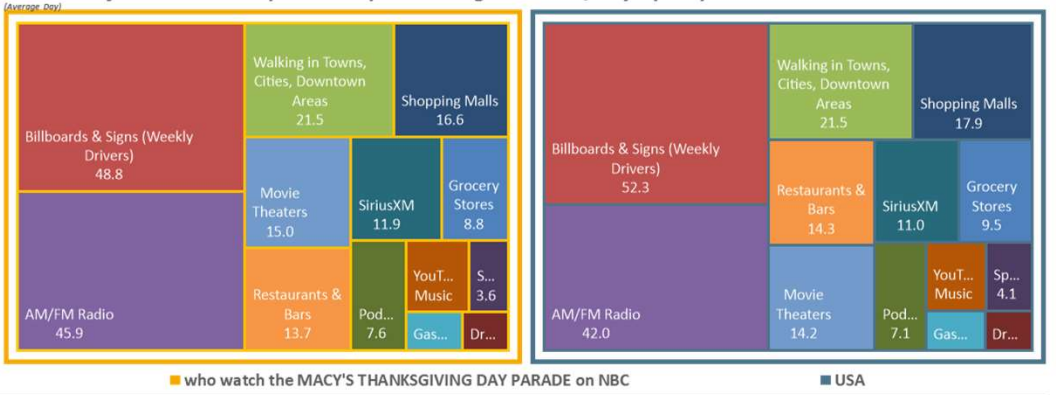


43,546,902 or 93.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 48.8 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 42. minutes/day

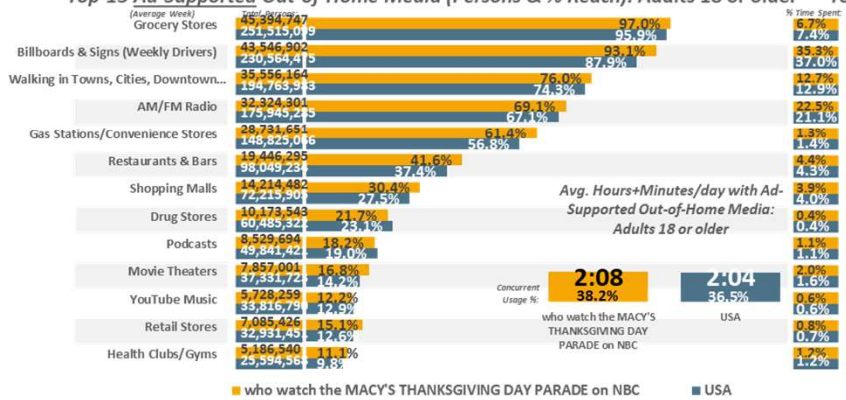
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



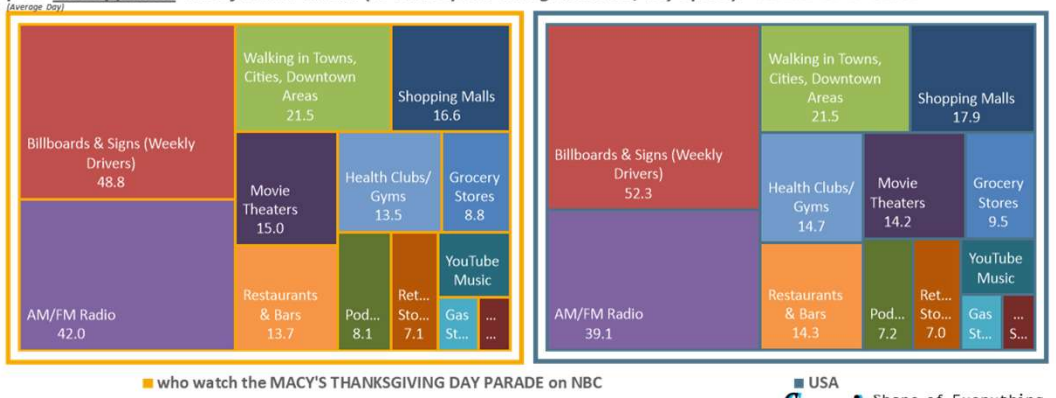
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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

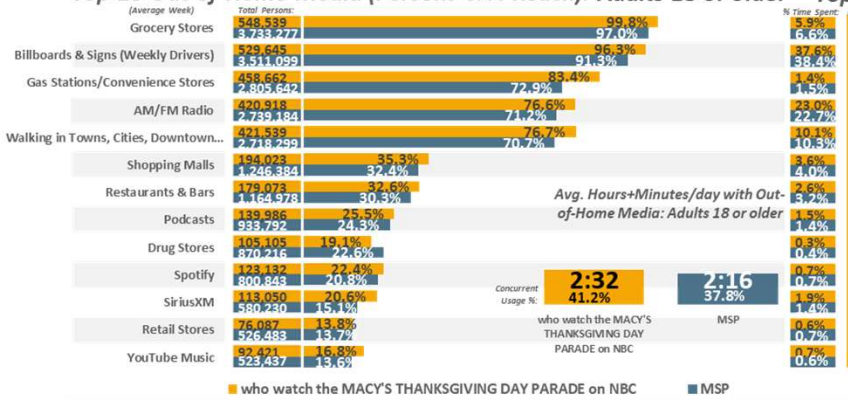
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

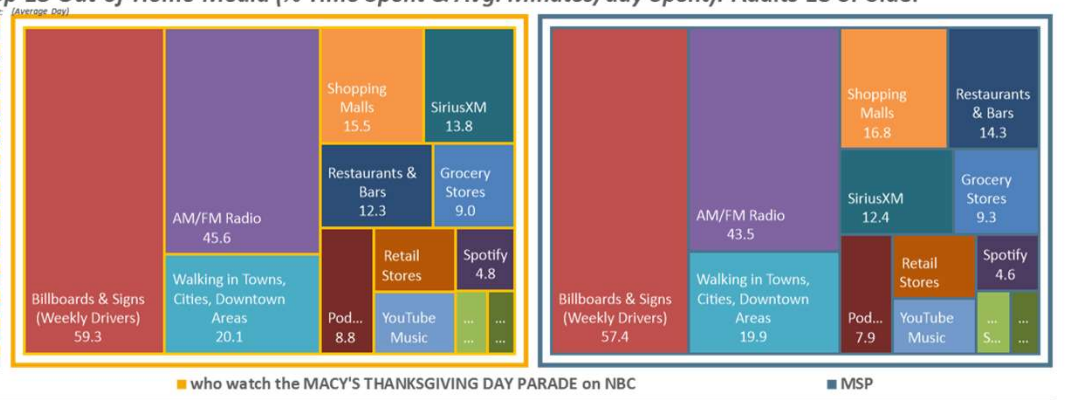


529,645 or 96.3% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 59.3 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 40.8 minutes/day.

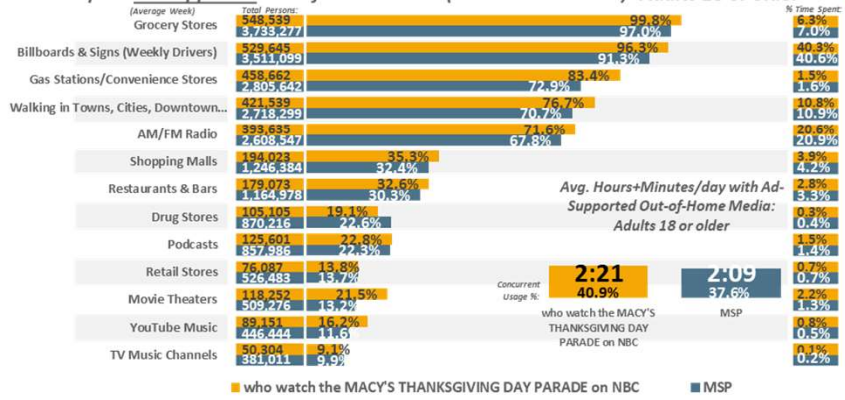
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



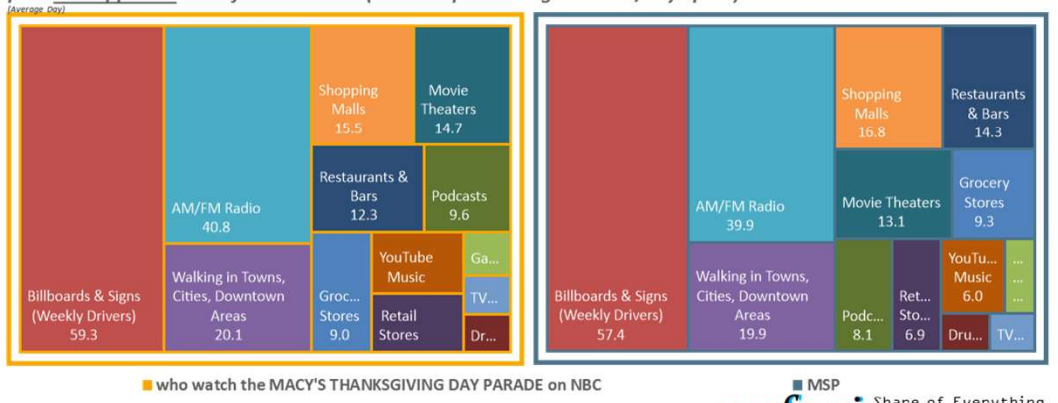
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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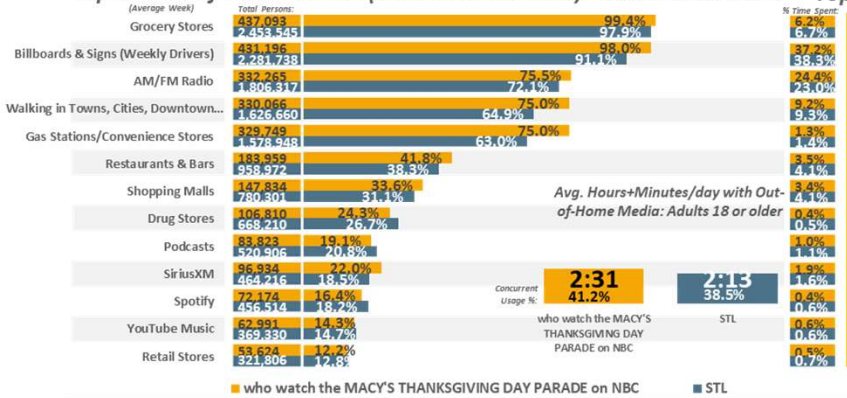
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



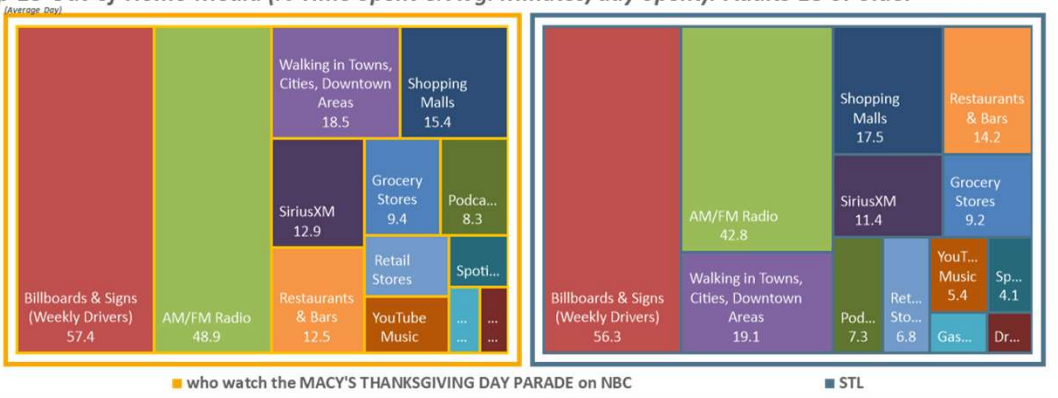
ST. LOUIS ON YOUR SIDE

431,196 or 98.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 44.8 minutes/day.

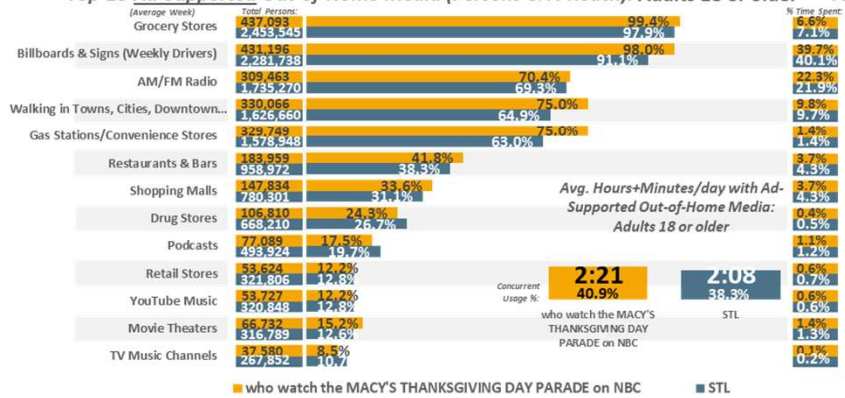
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



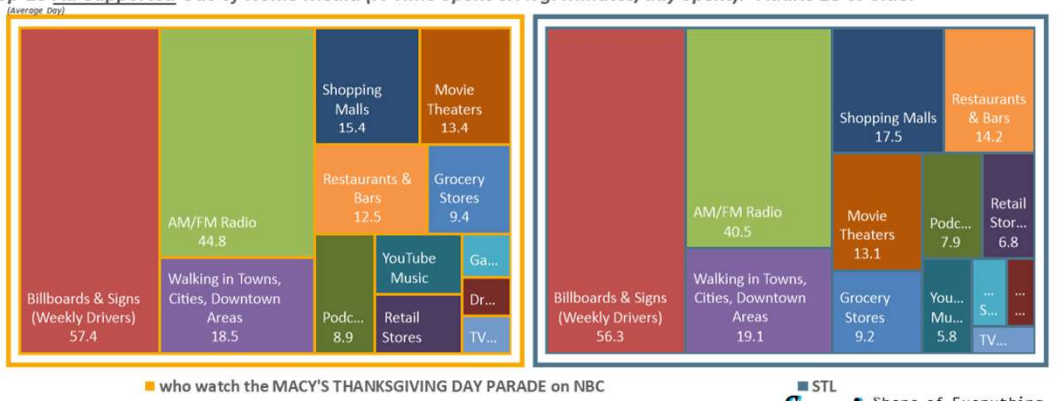
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

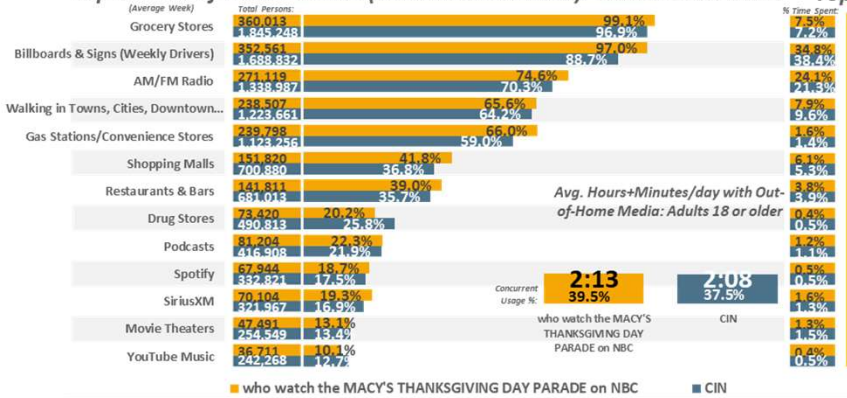
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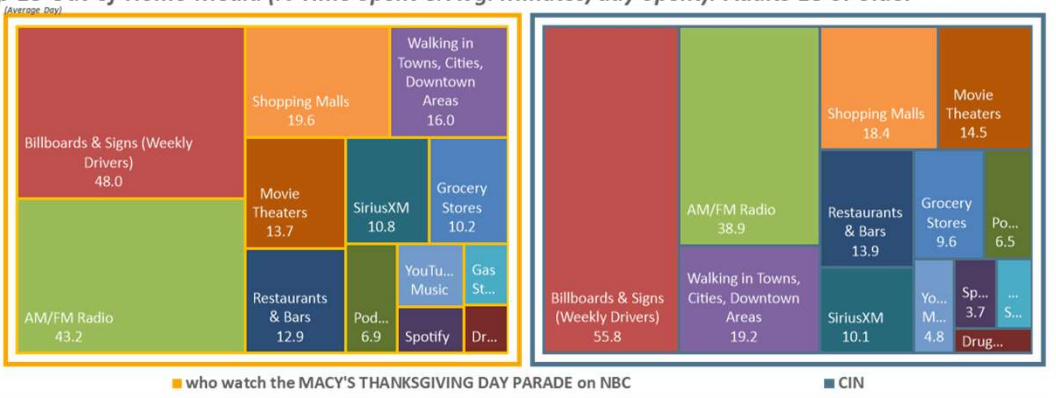
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

352,561 or 97.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 48. minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 39.7 minutes/day.

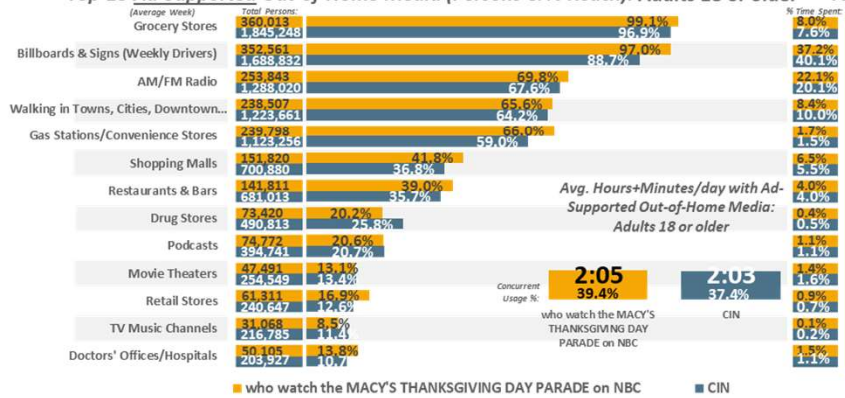
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



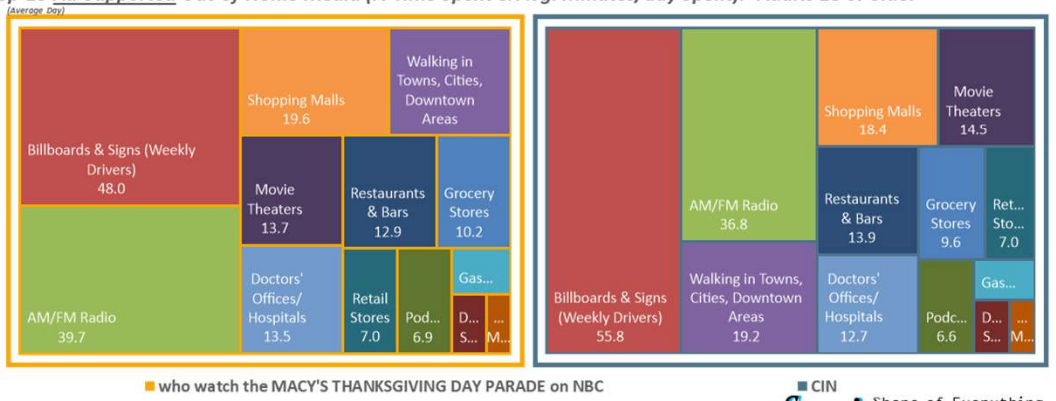
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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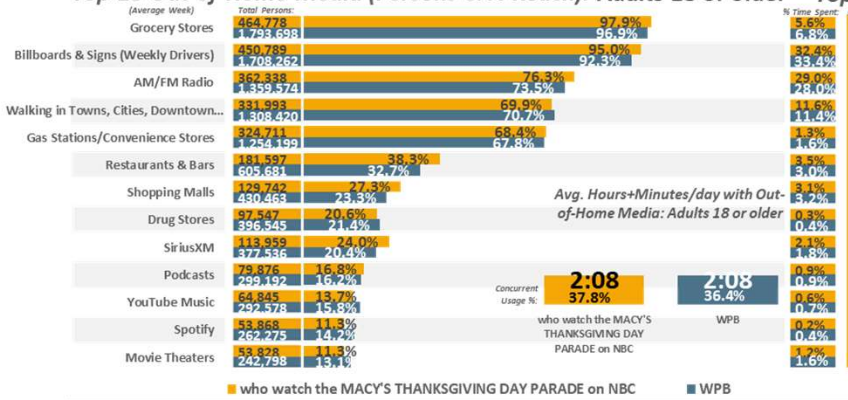
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

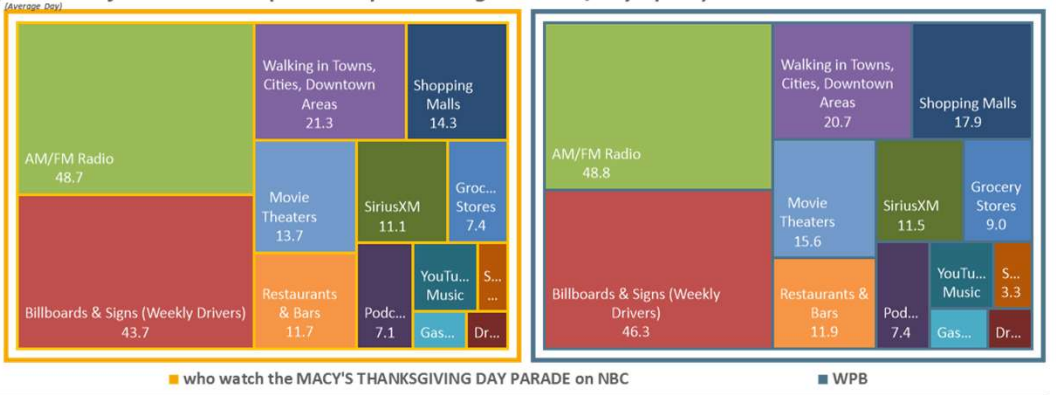


450,789 or 95.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 43.7 minutes per day driving, seeing Billboards and Signs. 73.% Listen to Local Radio Stations Out-of-Home for an average of 45.8 minutes/day.

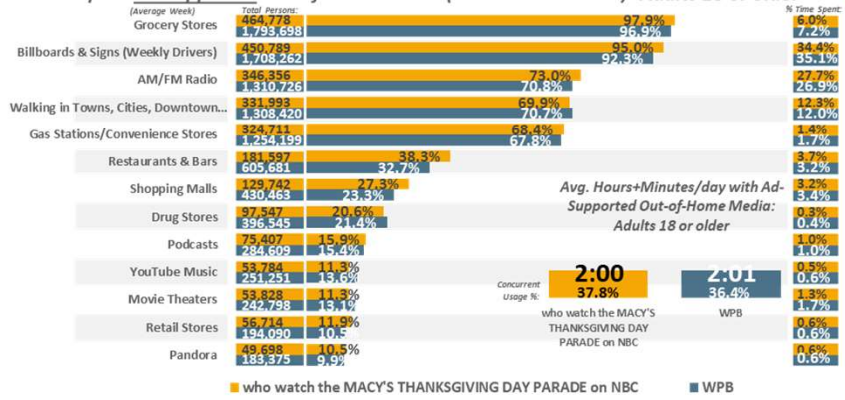
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



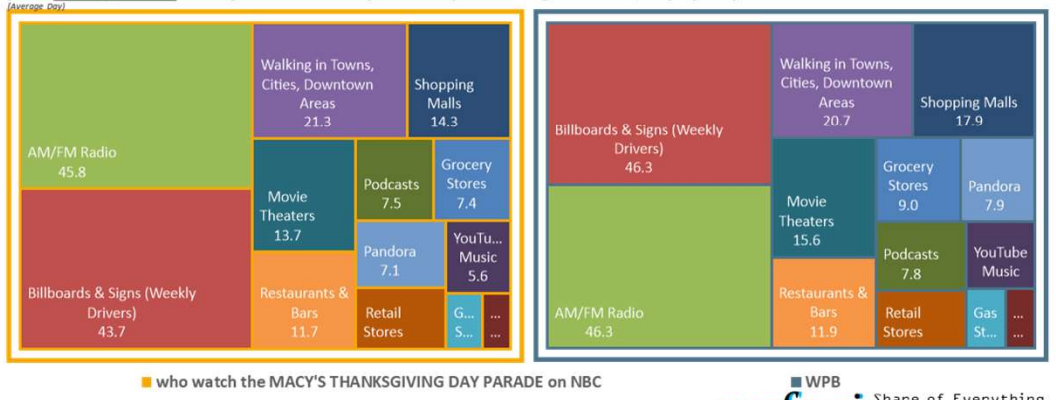
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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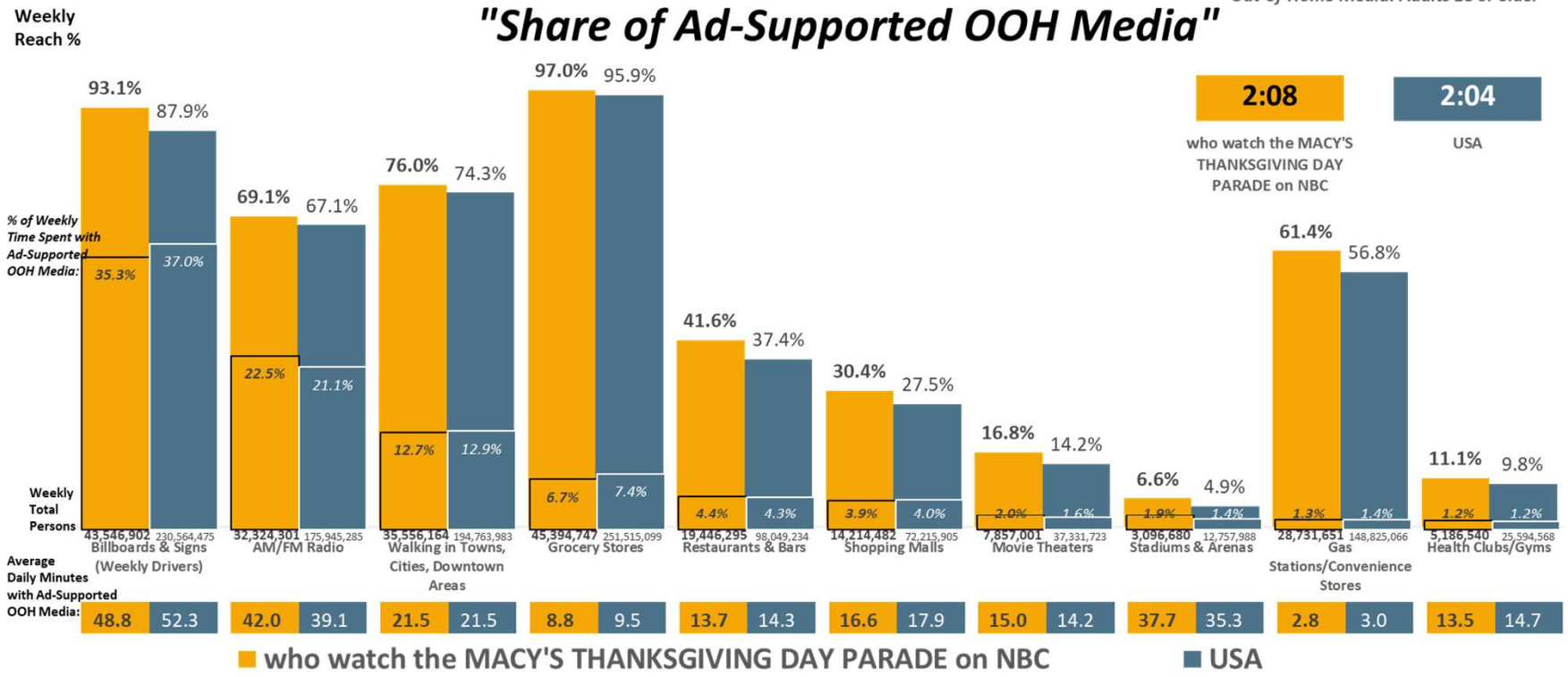
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



43,546,902 or 93.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 48.8 minutes per day driving, seeing Billboards and Signs representing 35.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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

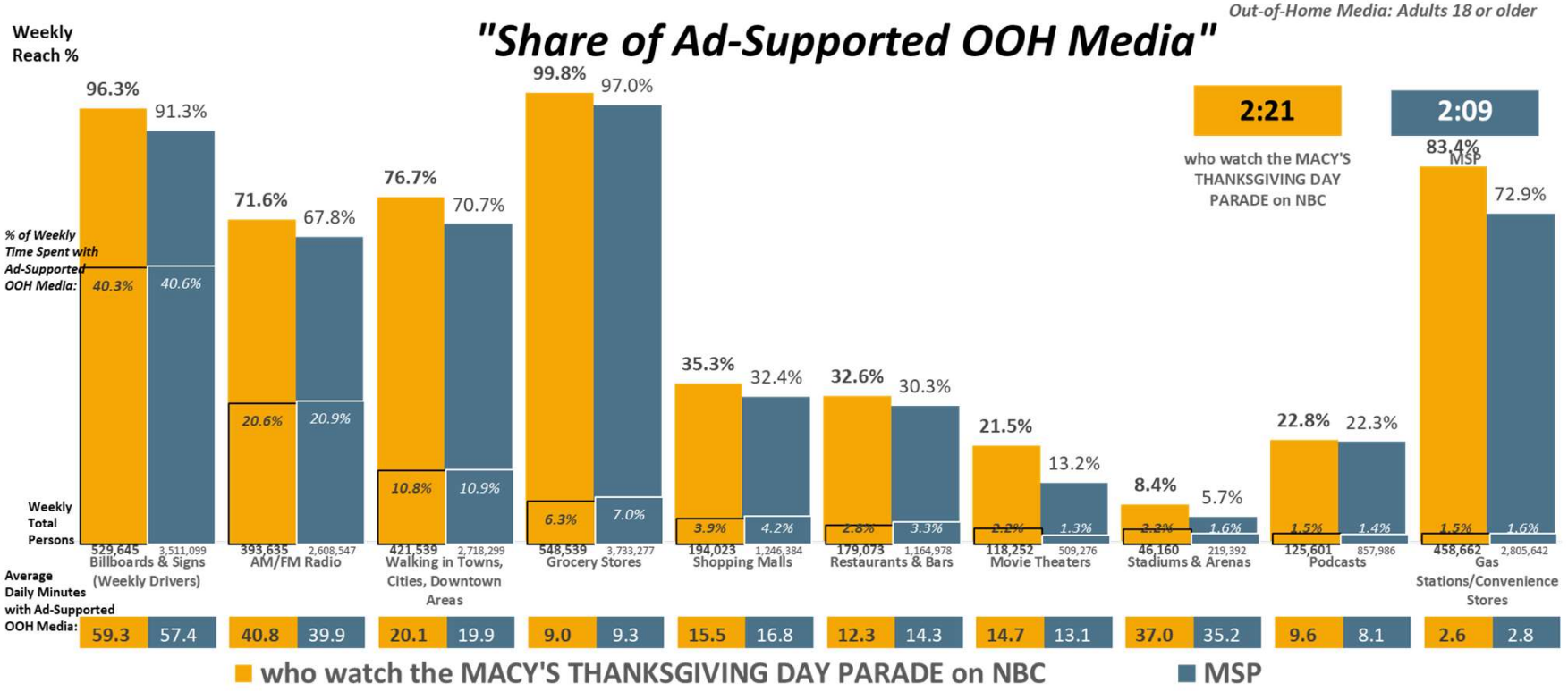
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



529,645 or 96.3% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 59.3 minutes per day driving, seeing Billboards and Signs representing 40.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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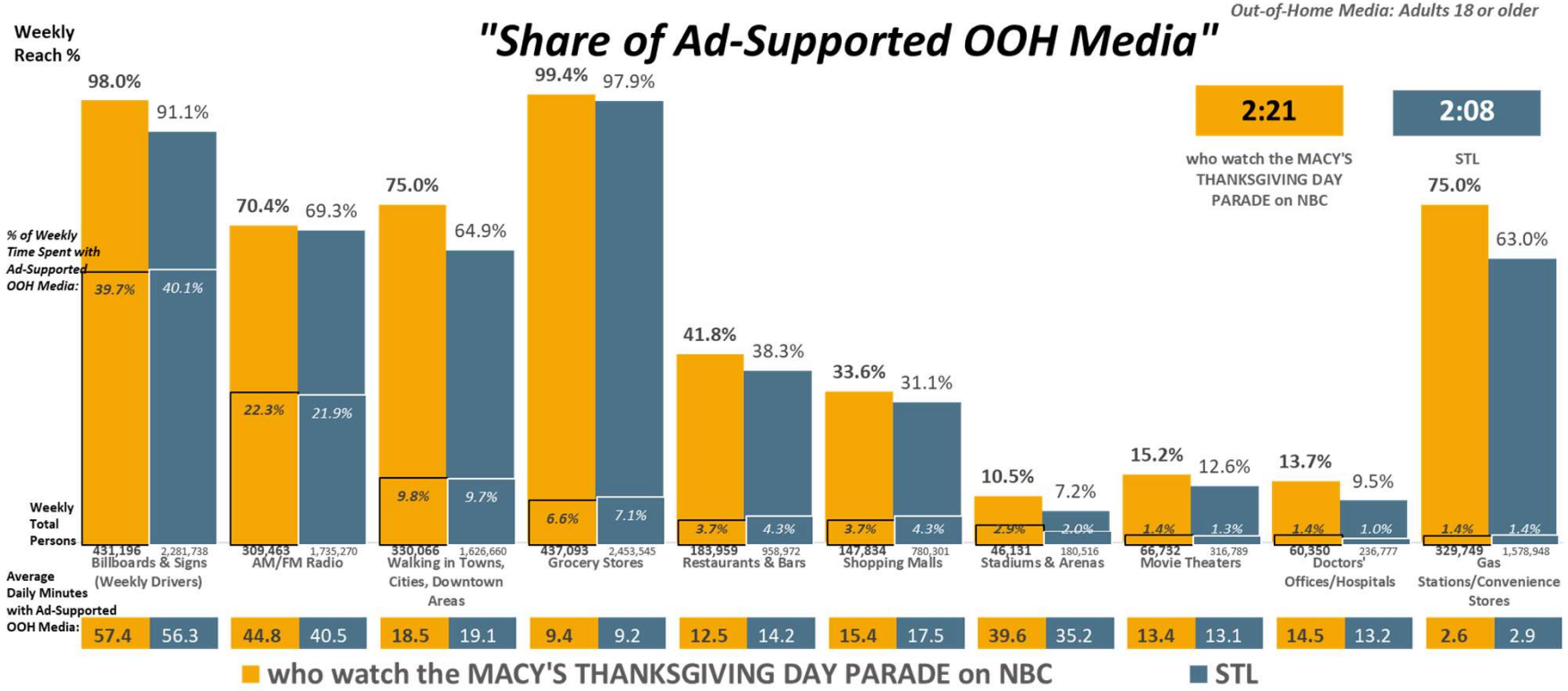
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



ST. LOUIS ON YOUR SIDE

431,196 or 98.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 57.4 minutes per day driving, seeing Billboards and Signs representing 39.7% 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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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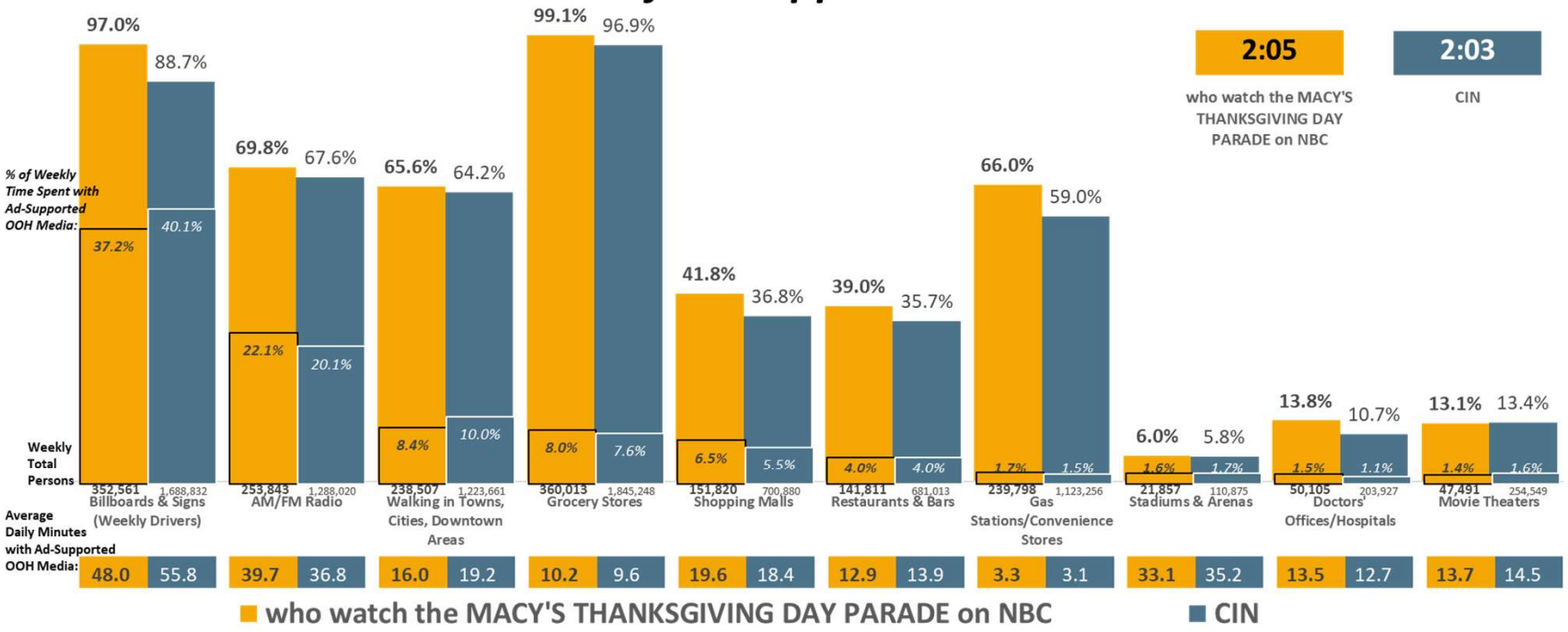
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

352,561 or 97.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 48. minutes per day driving, seeing Billboards and Signs representing 37.2% 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"



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

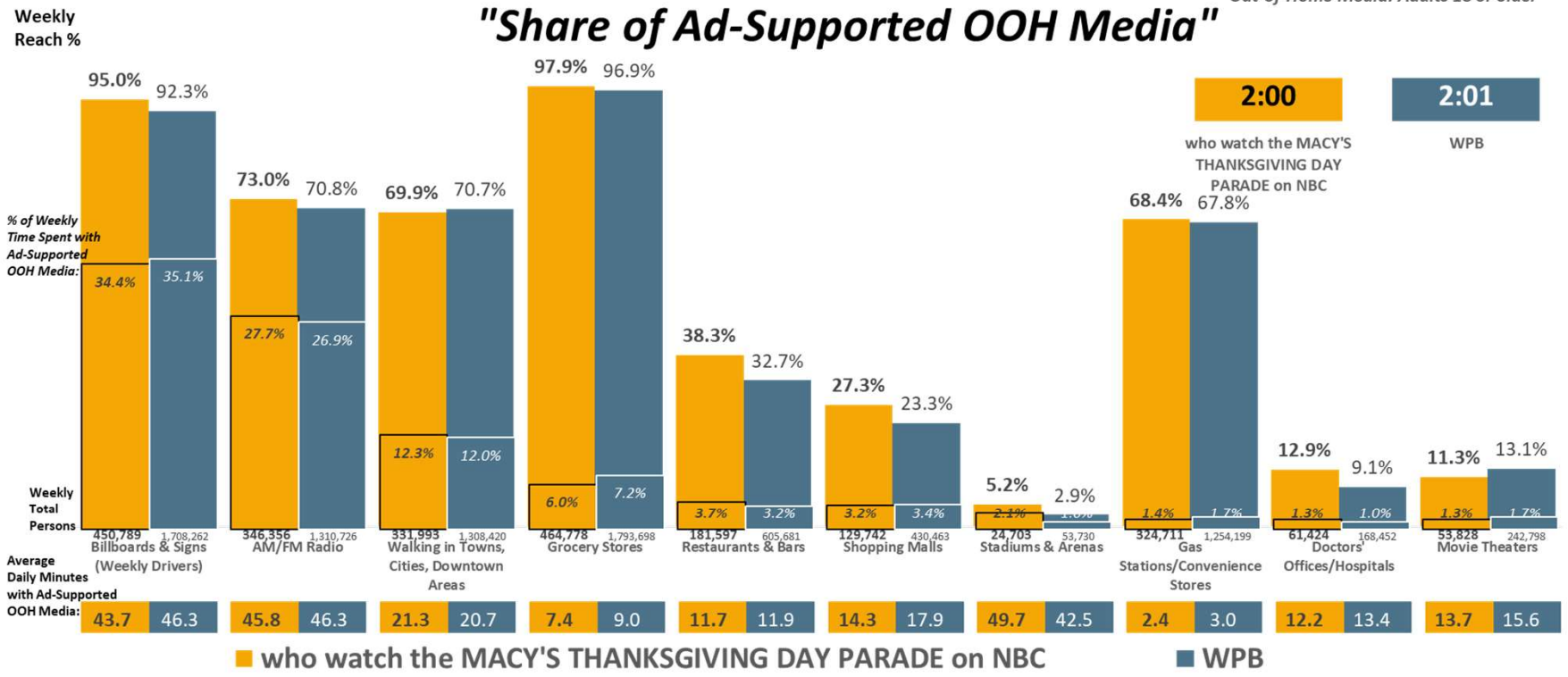


WPTV WEST PALM BEACH

450,789 or 95.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 43.7 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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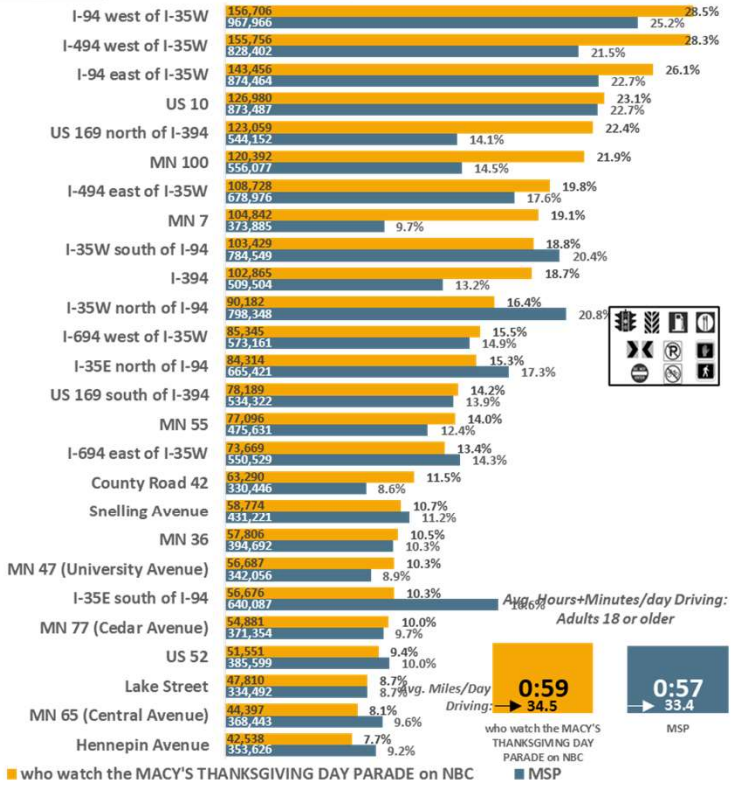
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

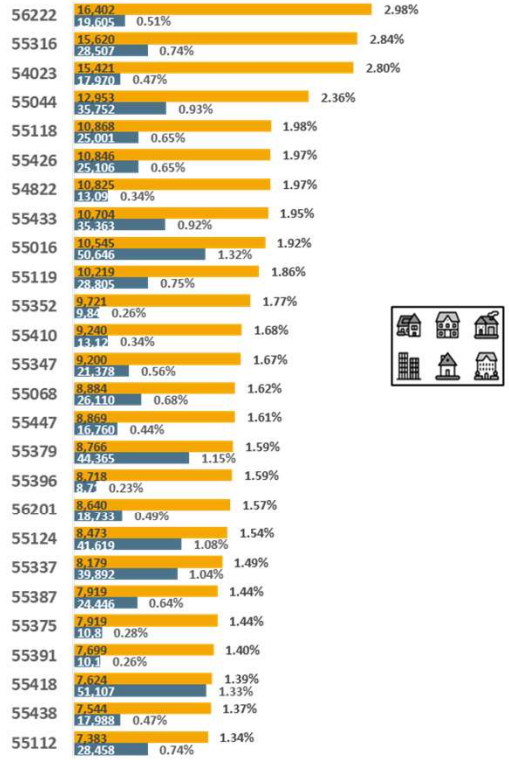


529,645 or 96.3% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 59.3 minutes per day driving an average of 34.5 miles each day and are 96.2% more likely to use MN 7 than the Metro average.

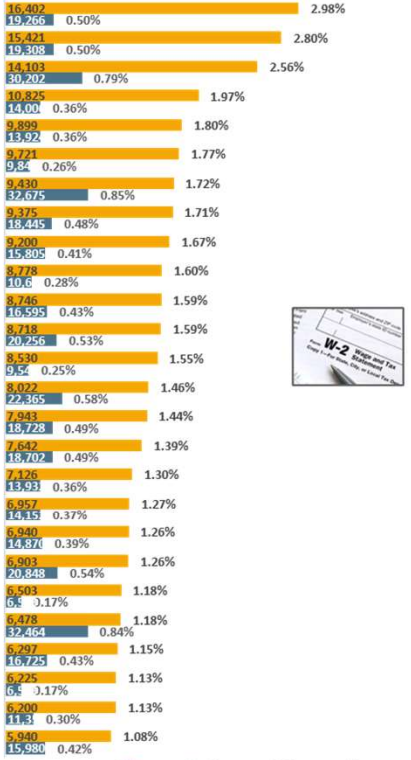
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



ST. LOUIS ON YOUR SIDE

431,196 or 98.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 57.4 minutes per day driving an average of 33.4 miles each day and are 91.2% more likely to use Stan Musial Veterans Memorial Bridge than the Met

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

I-64/Highway 40	234,390	53.3%
	1,067,443	42.6%
I-270	206,393	46.9%
	1,061,072	42.4%
I-70	178,091	40.5%
	982,996	39.2%
I-55	160,072	36.4%
	760,188	30.3%
I-44/Highway 44	151,090	34.4%
	801,472	32.0%
Lindbergh Blvd	131,117	29.8%
	628,418	25.1%
Manchester Road/Highway 100	113,124	25.7%
	535,256	21.4%
I-255	109,465	24.9%
	437,091	17.4%
I-170/Highway 170	96,837	22.0%
	522,272	20.8%
Highway 94	83,641	19.0%
	341,941	13.6%
Highway 67/Highway 111	76,345	17.4%
	316,859	12.6%
Page Avenue	72,139	16.4%
	381,325	15.2%
Highway K	65,773	15.0%
	333,653	13.3%
Highway 370	61,207	13.9%
	226,737	9.1%
Poplar Street Bridge	46,939	10.7%
	169,146	6.8%
Stan Musial Veterans Memorial Bridge	38,752	8.8%
	115,4	4.6%
Green Mount Road	31,940	7.3%
	156,421	6.2%
Martin Luther King Bridge	14,8643.4%	
	81.7	3.3%
Route 15	14,2683.2%	
	100.5	4.0%
#VALUE!	0 0.0%	
	0.0%	
#VALUE!	0 0.0%	
	0.0%	
#VALUE!	0 0.0%	
	0.0%	
#VALUE!	0 0.0%	
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	0.0%	
#VALUE!	0 0.0%	
	0.0%	
#VALUE!	0 0.0%	
	0.0%	

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

Avg. Miles/Day Driving: 0:57 → 33.4 who watch the MACY'S THANKSGIVING DAY PARADE on NBC

0:56 → 32.8 STL

■ who watch the MACY'S THANKSGIVING DAY PARADE on NBC ■ STL

Top-26 Residential Zip Codes: Adults 18 or older

63640	16,994	3.86%
	26,914	1.07%
63123	12,987	2.95%
	54,076	2.16%
63376	12,160	2.76%
	57,056	2.28%
63017	10,121	2.30%
	32,476	1.30%
63368	9,942	2.26%
	33,169	1.32%
63303	9,881	2.25%
	40,797	1.63%
62025	9,843	2.24%
	29,709	1.19%
63021	9,336	2.12%
	44,691	1.78%
63040	9,117	2.07%
	14,665	0.59%
63385	8,909	2.03%
	50,177	2.00%
62269	8,581	1.95%
	28,225	1.13%
63304	8,224	1.87%
	42,453	1.69%
63031	7,575	1.72%
	46,433	1.85%
63367	7,537	1.71%
	24,437	0.98%
63050	7,460	1.70%
	19,742	0.79%
63122	7,309	1.66%
	34,992	1.40%
63034	7,212	1.64%
	15,561	0.62%
62234	7,063	1.61%
	26,141	1.04%
63114	6,647	1.51%
	39,044	1.56%
63026	6,503	1.48%
	31,527	1.26%
63020	6,435	1.46%
	29,388	1.17%
62801	6,136	1.40%
	12,761	0.51%
63116	5,942	1.35%
	41,163	1.64%
63129	5,941	1.35%
	43,511	1.74%
63012	5,879	1.34%
	11,71	0.47%
62002	5,575	1.27%
	26,806	1.07%

Top-26 Employment Zip Codes: Adults 18 or older

63376	12,276	2.79%
	41,661	1.66%
47250	8,318	1.89%
	8,318	0.33%
63110	7,434	1.69%
	47,196	1.88%
63122	7,142	1.62%
	24,672	0.98%
63044	7,086	1.61%
	23,723	0.95%
63601	7,083	1.61%
	7,906	0.32%
63132	7,038	1.60%
	21,274	0.85%
63367	6,960	1.58%
	25,032	1.00%
63101	6,880	1.56%
	11,001	0.44%
63119	5,755	1.31%
	26,720	1.07%
62002	5,672	1.29%
	8,913	0.36%
63141	5,642	1.28%
	20,676	0.83%
63385	5,355	1.22%
	39,629	1.58%
62226	5,347	1.22%
	12,893	0.51%
63368	5,283	1.20%
	13,781	0.55%
63128	5,142	1.17%
	13,387	0.53%
63042	5,114	1.16%
	19,171	0.77%
62088	5,082	1.16%
	7,438	0.30%
63088	4,835	1.10%
	6,713	0.27%
63123	4,821	1.10%
	21,426	0.86%
63017	4,788	1.09%
	18,037	0.72%
63043	4,493	1.02%
	13,961	0.56%
62269	4,466	1.02%
	11,878	0.47%
63304	4,039	0.92%
	16,452	0.66%
63146	3,766	0.86%
	21,753	0.87%
63026	3,582	0.81%
	18,812	0.75%



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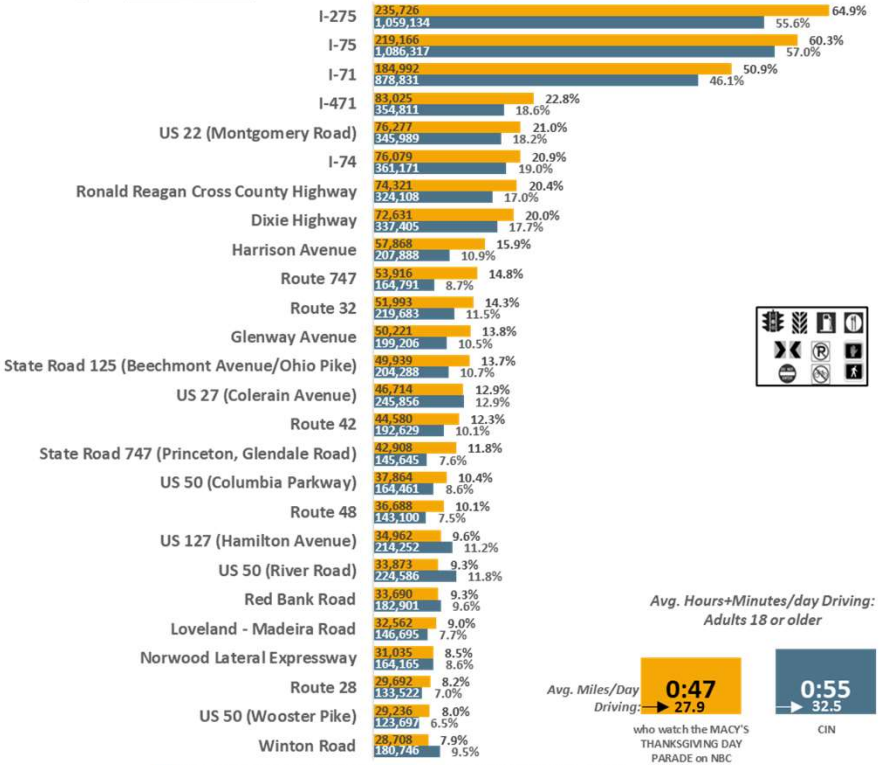
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



352,561 or 97.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 48. minutes per day driving an average of 27.9 miles each day and are 71.5% more likely to use Route 747 than the Metro average.

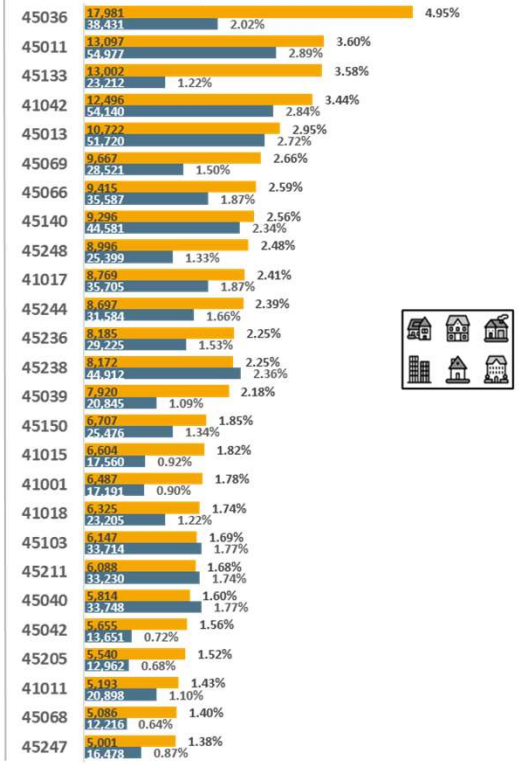
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



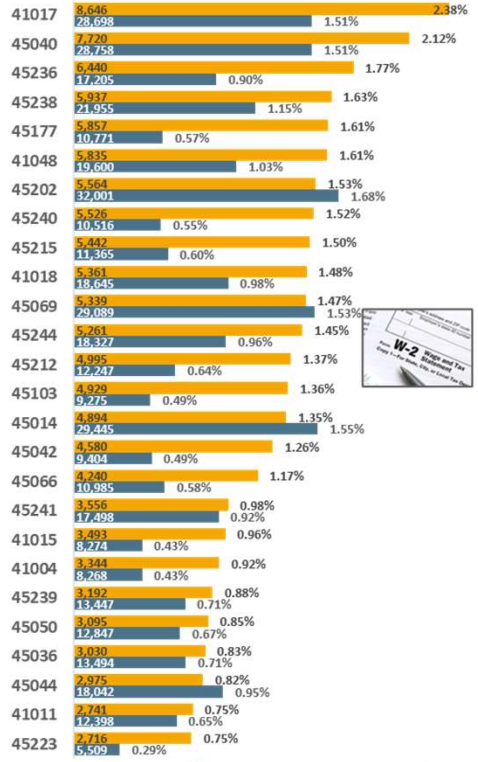
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

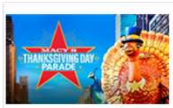


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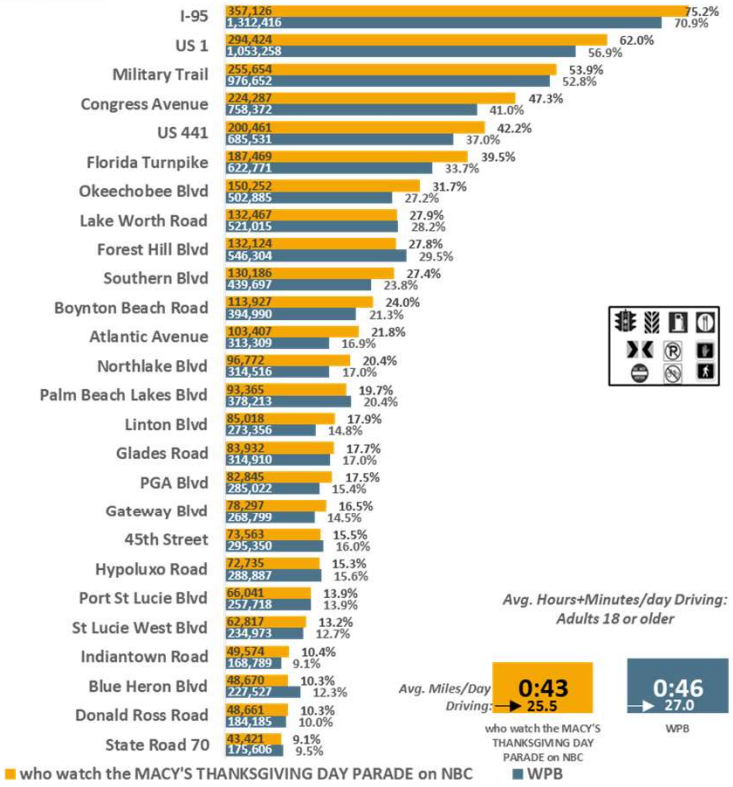
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



WPTV WEST PALM BEACH

450,789 or 95.% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC spend an average of 43.7 minutes per day driving an average of 25.5 miles each day and are 28.7% more likely to use Atlantic Avenue than the Metro average.

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



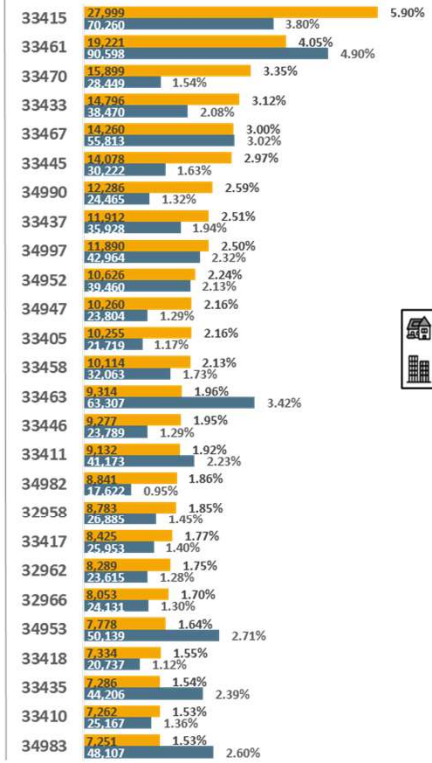
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 25.5

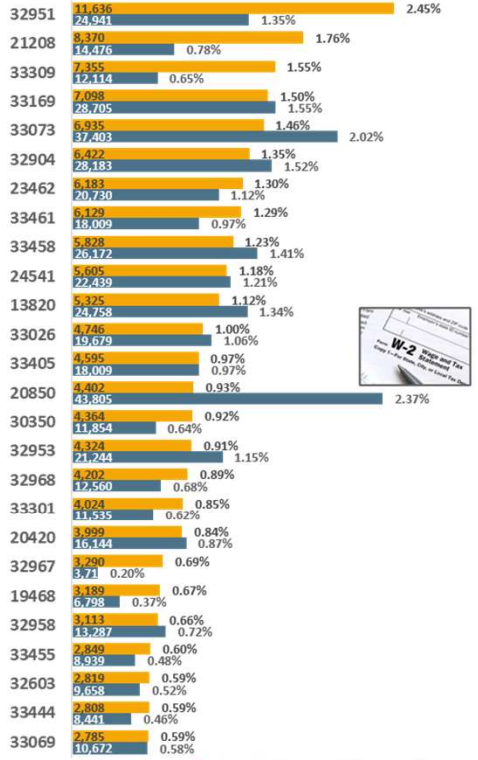
0:43 who watch the MACY'S THANKSGIVING DAY PARADE on NBC

0:46 → 27.0 WPB

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



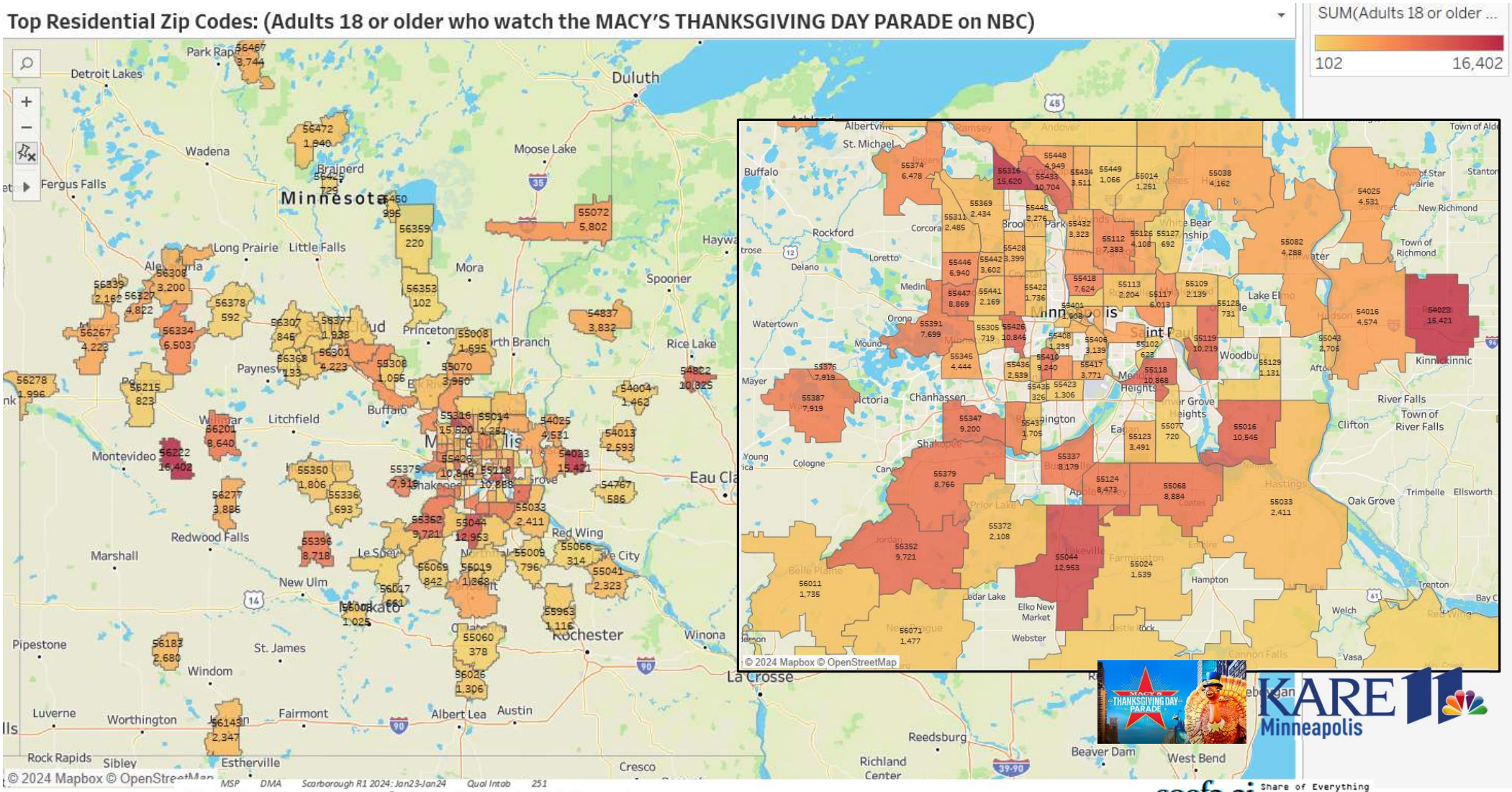
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WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

Top Residential Zip Codes: (Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC)



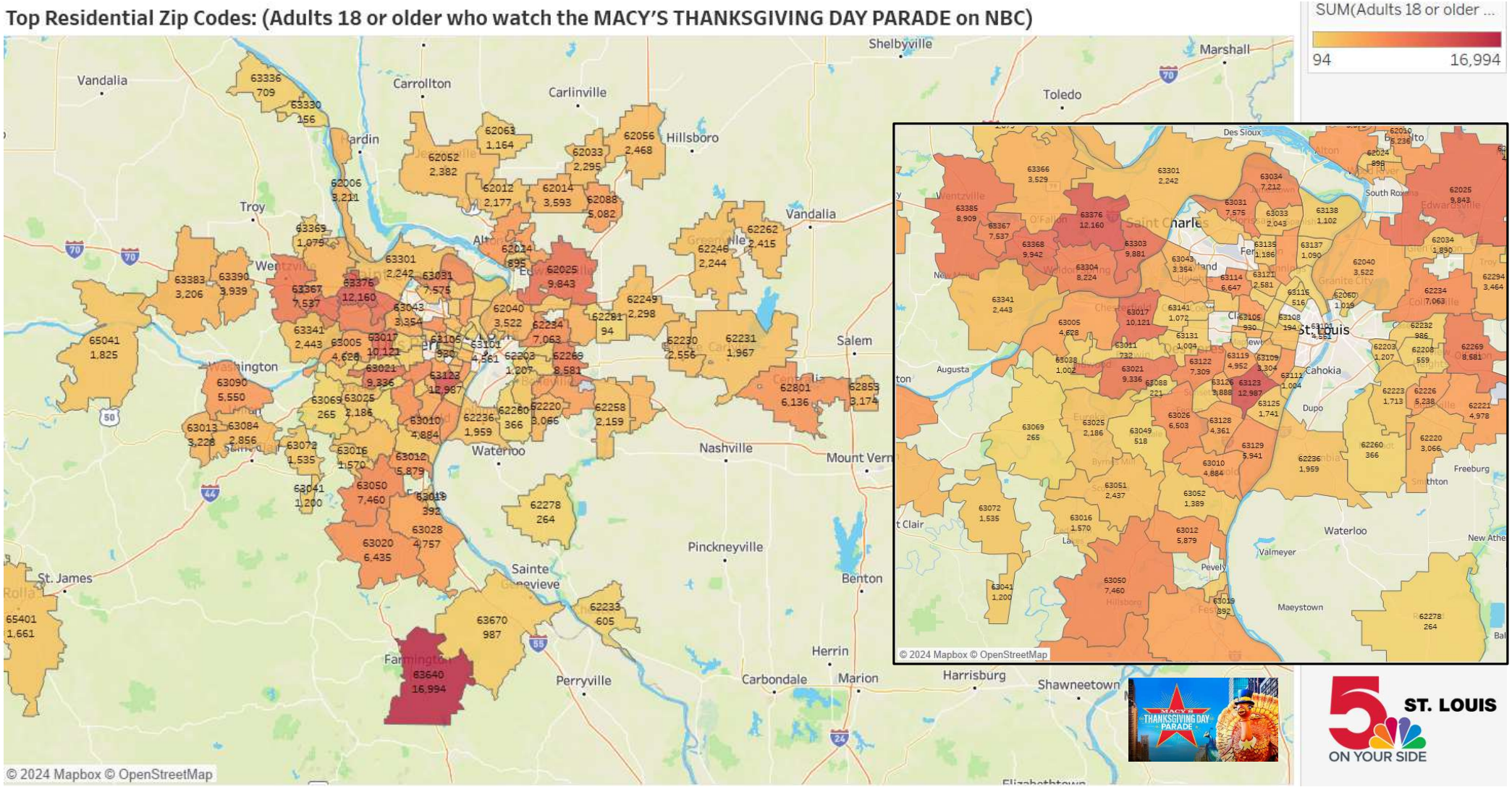
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

Top Residential Zip Codes: (Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC)



ST. LOUIS ON YOUR SIDE

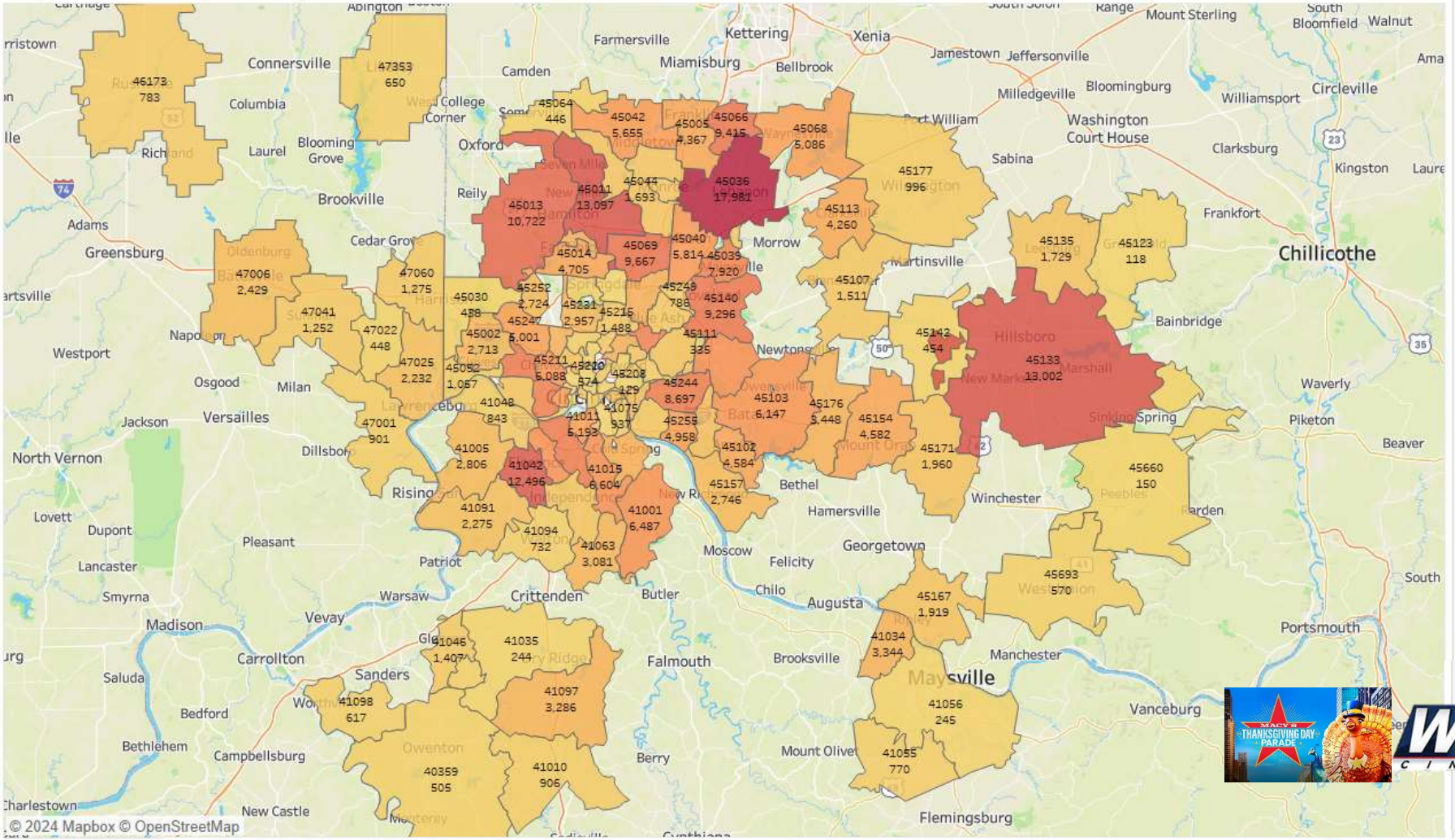
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

Top Residential Zip Codes: (Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC)



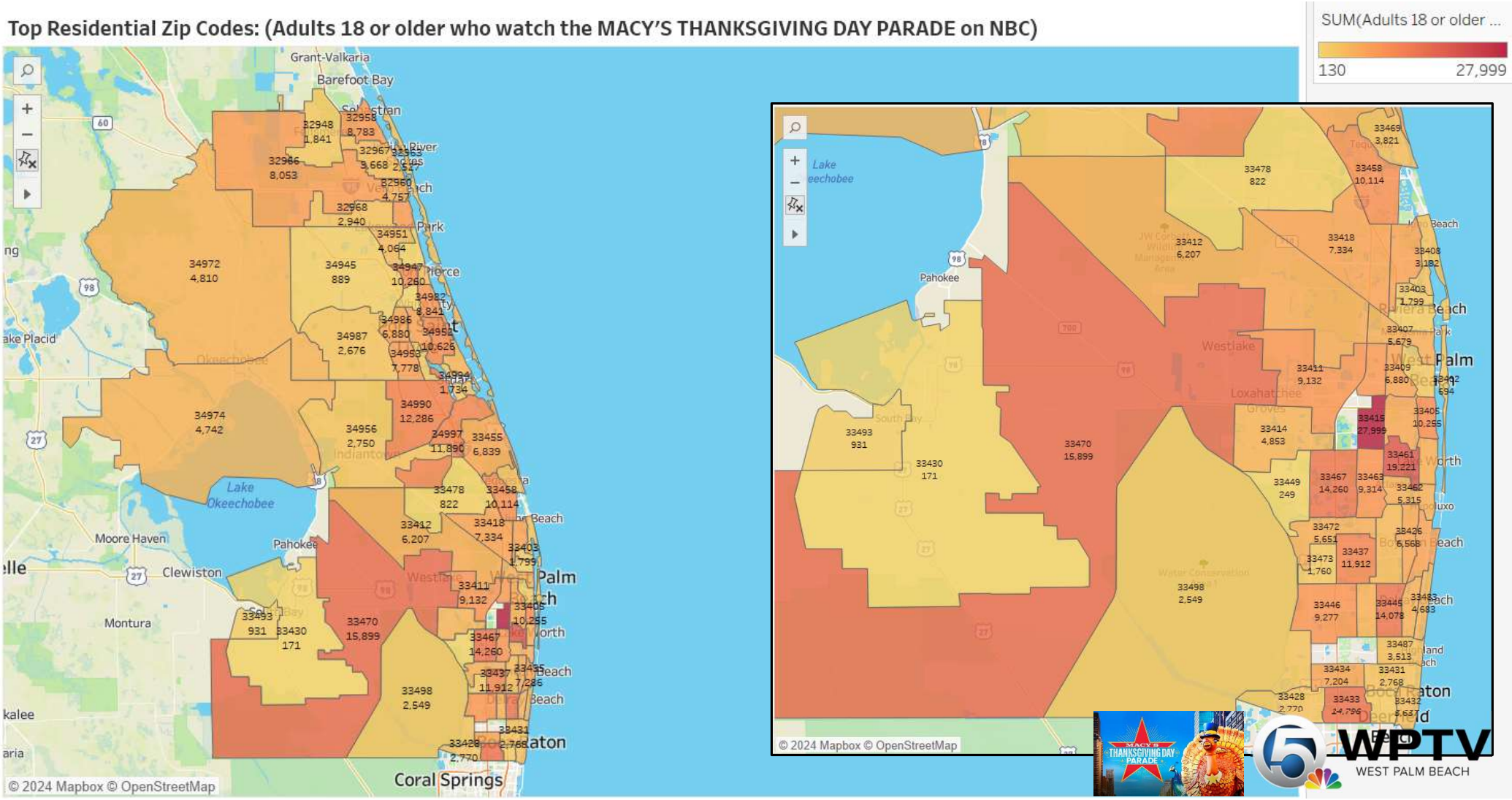
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

Top Residential Zip Codes: (Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC)



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714
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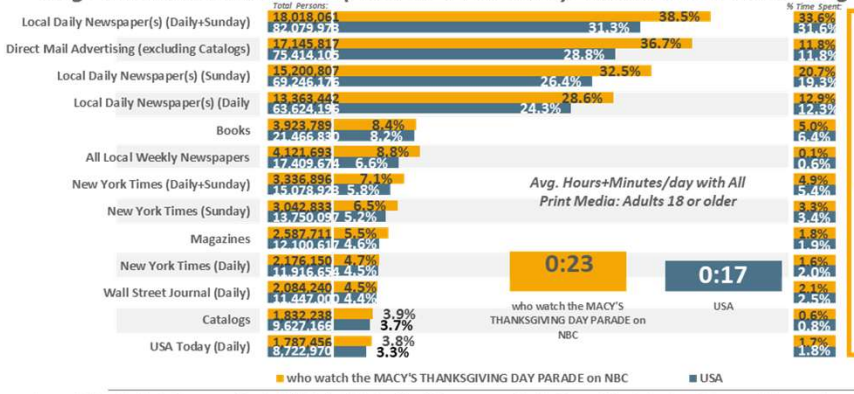
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

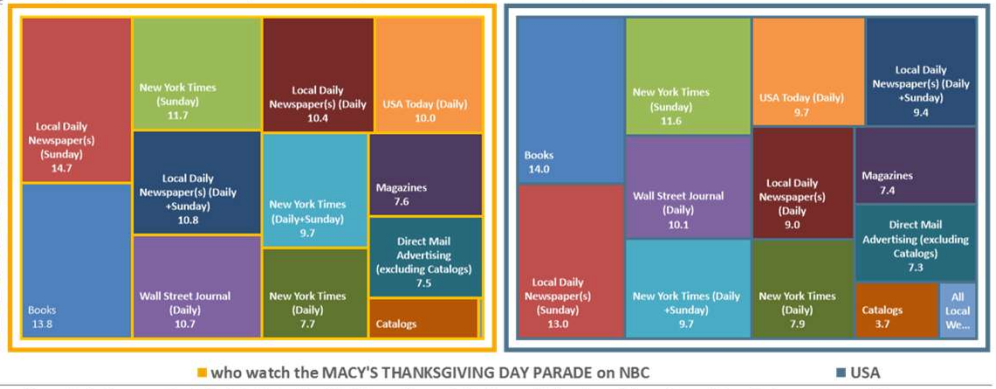


18,018,061 or 38.5% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

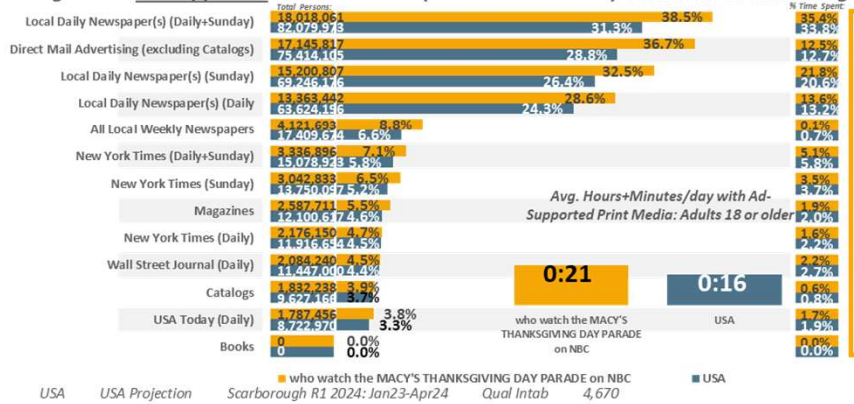
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



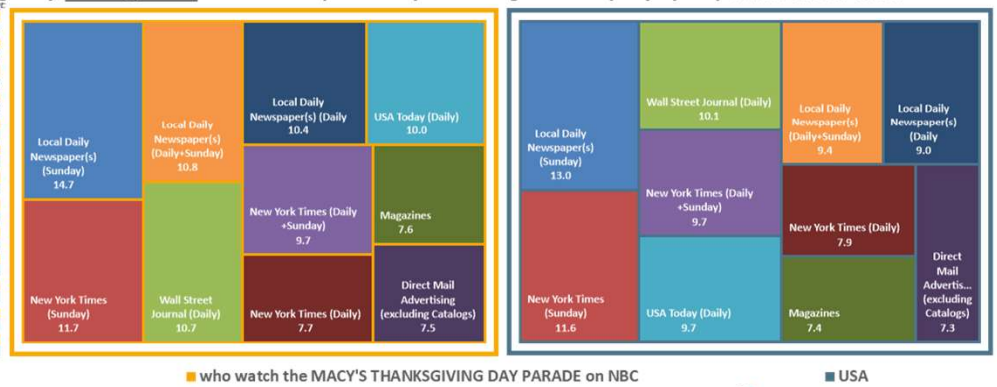
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 4,670

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

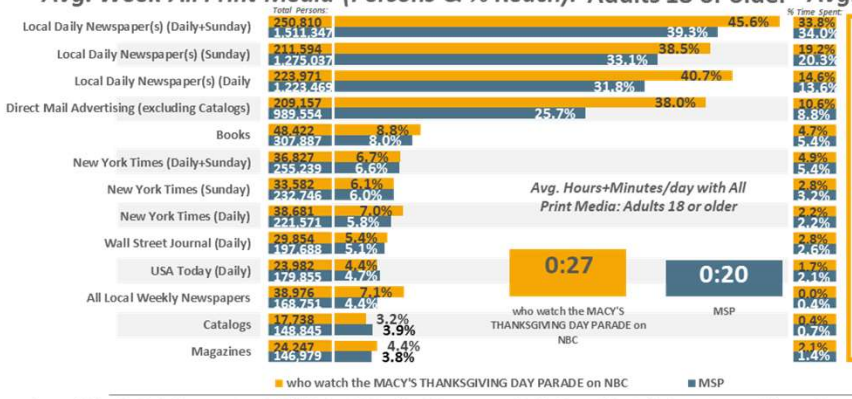
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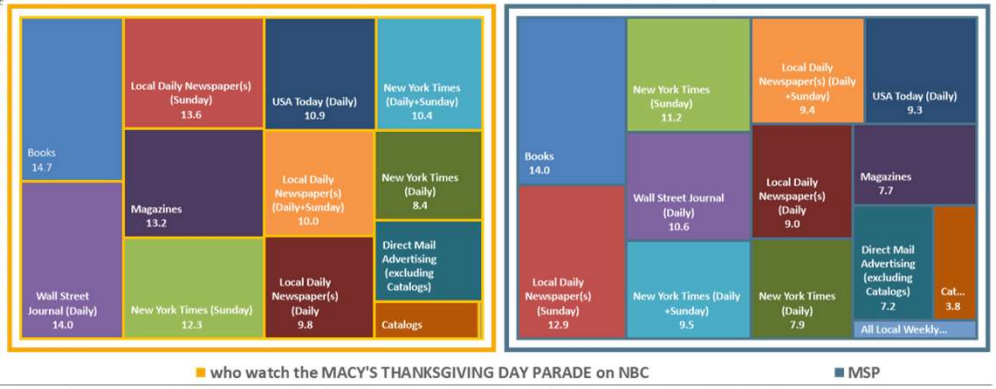
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade



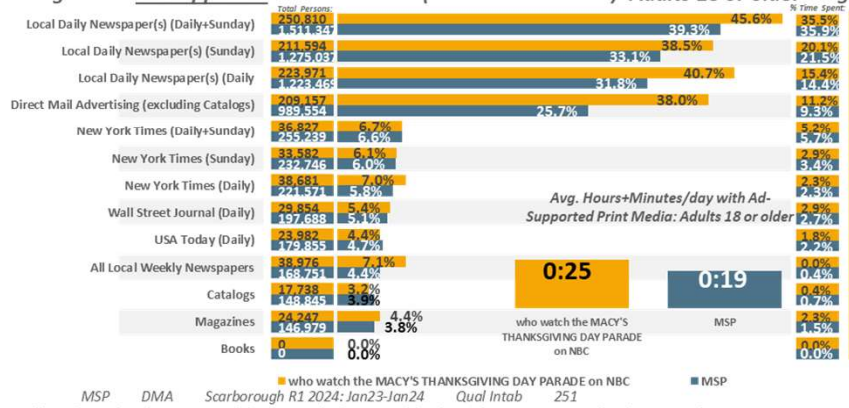
250,810 or 45.6% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 35.5% of all time spent daily with All forms of Print Media.

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

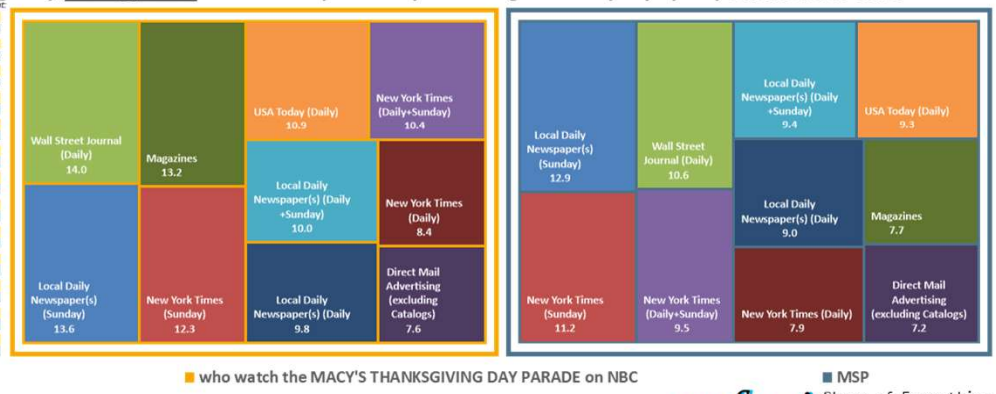




Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 251

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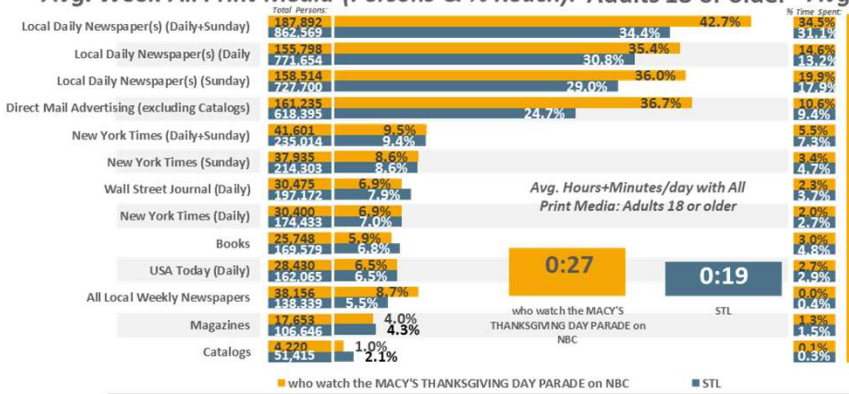
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

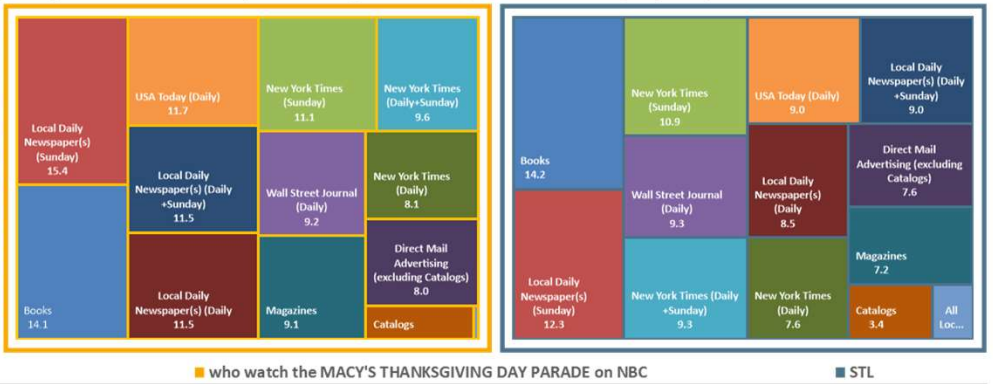


187,892 or 42.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 35.6% of all time spent daily with All forms of Print Media.

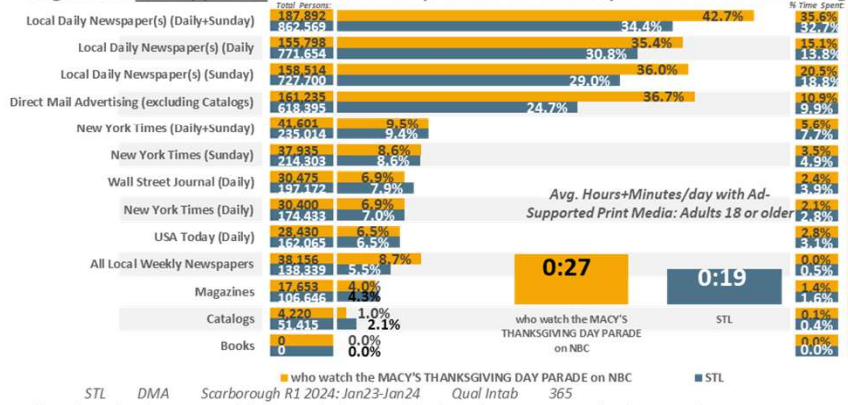
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



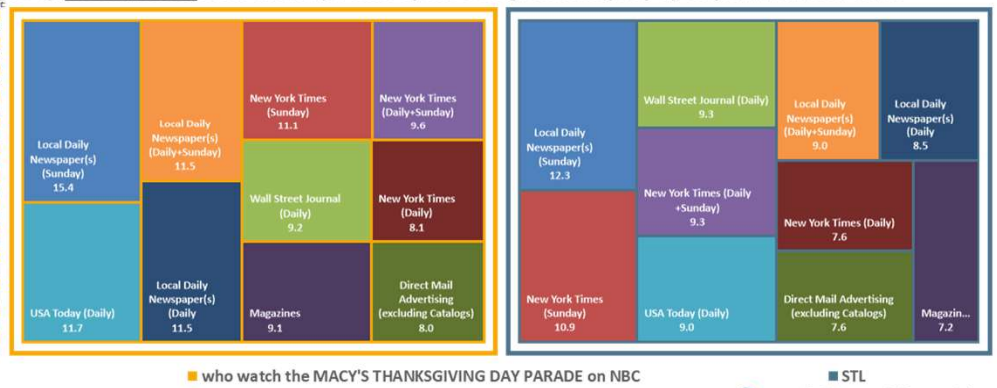
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 365

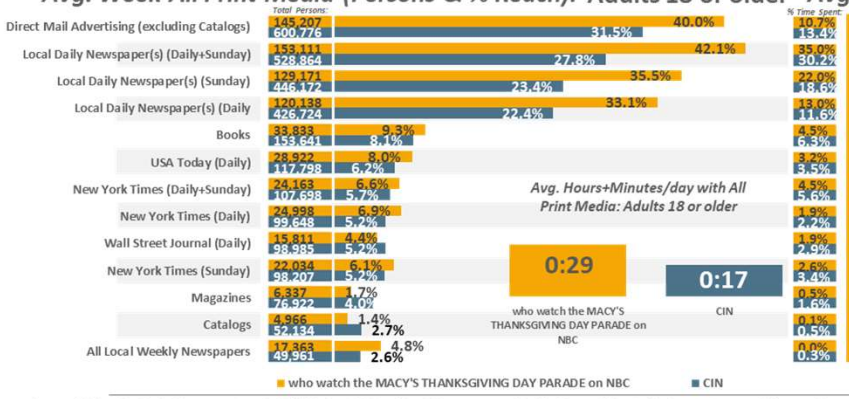
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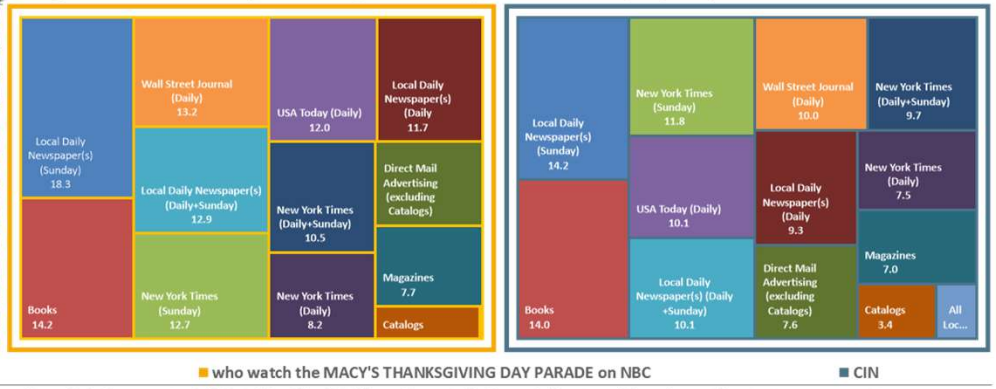
Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

153,111 or 42.1% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.9 minutes every day representing 36.6% of all time spent daily with All forms of Print Media.

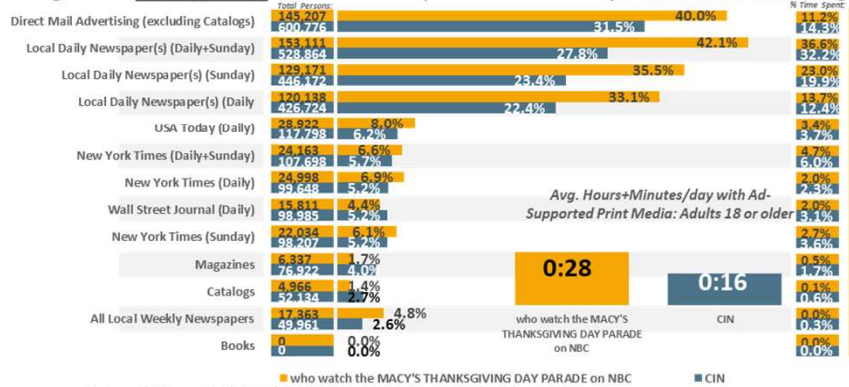
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



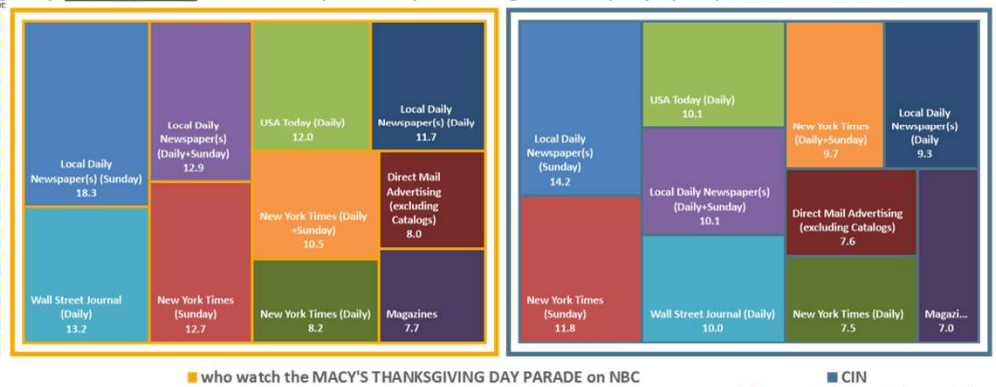
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 410

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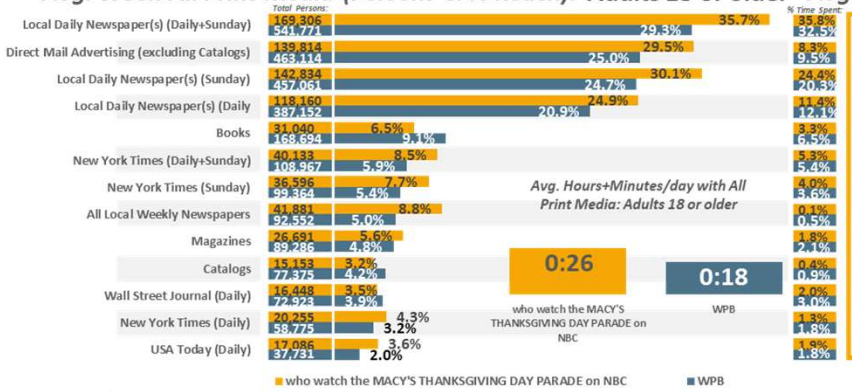
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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade

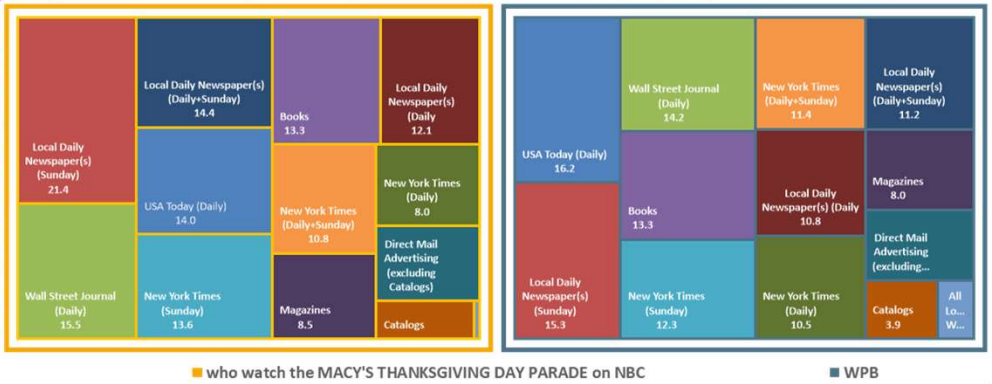


169,306 or 35.7% of Adults 18 or older who watch the MACY'S THANKSGIVING DAY PARADE on NBC read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.4 minutes every day representing 37.% of all time spent daily with All forms of Print Media.

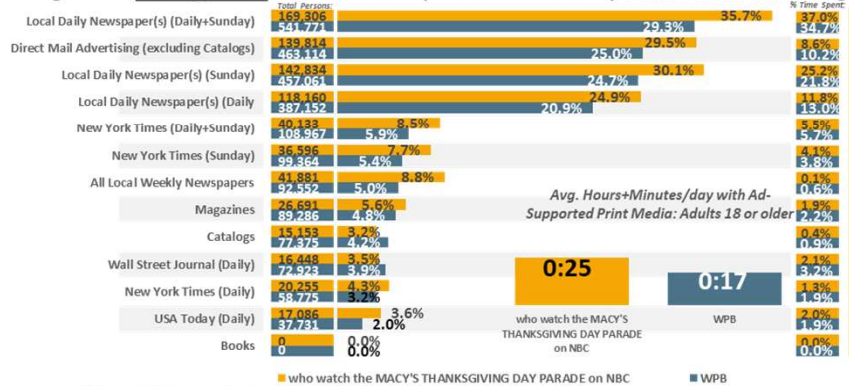
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



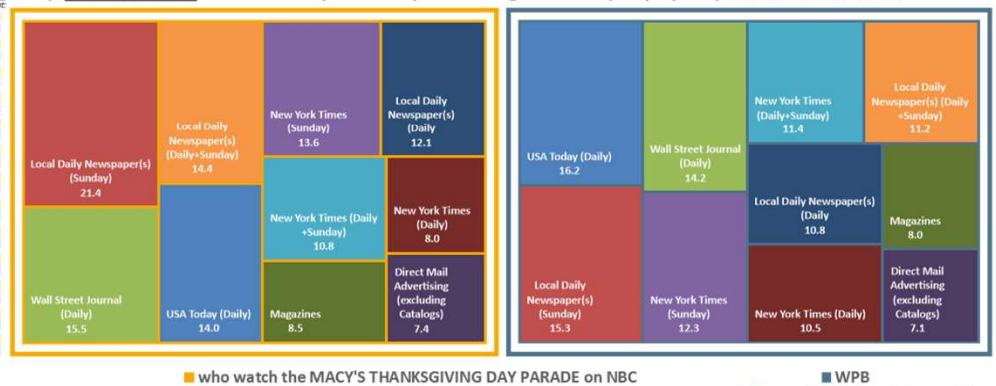
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 714

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Special TV programs watched past 12 months: Macy's Thanksgiving Day Parade