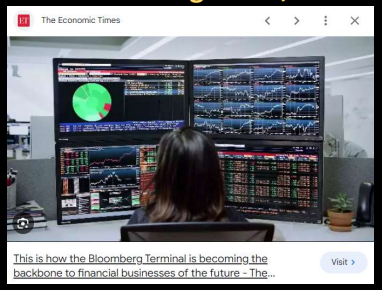
USA+4 More DMAs - P18+ Viewers of LOCAL TV NEWSCASTS!

Complete Demographic & Media Use Profiles





Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ Viewers of MORNING LOCAL TV NEWS and/or EARLY EVENING LOCAL TV NEWS and/or LATE EVENING LOCAL TV NEWS as of August 31, 2024!



P18+



MINNEAPOLIS



ST. LOUIS



CINCINNATI



WEST PALM

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

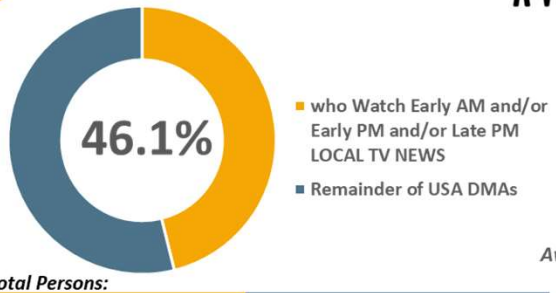
(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

HUBBARD BROADCASTING INC. HB



46.1% or 120,957,697 of USA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Typical Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 55.2 years old (13.1% older than average) and have a $86,133 (4.% lower than average) annual household…

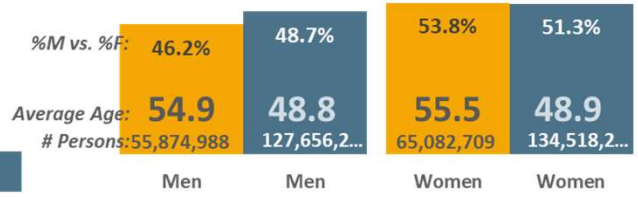
Percent of Market: Adults 18 or older



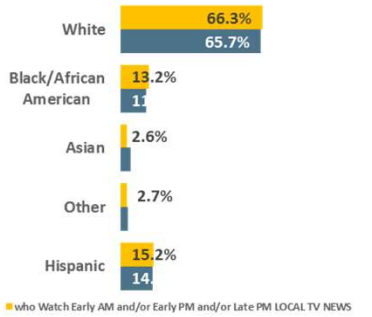
Total Persons:

120,957,697	141,216,803

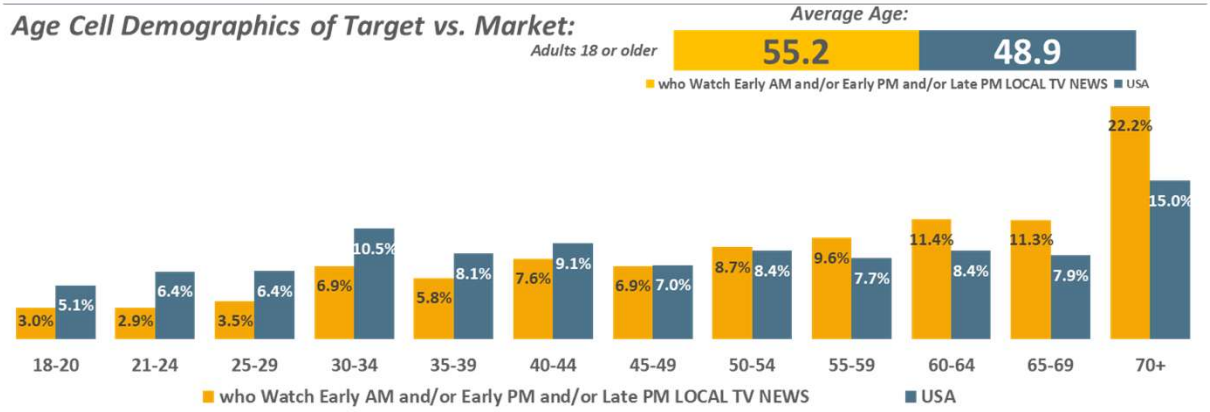
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

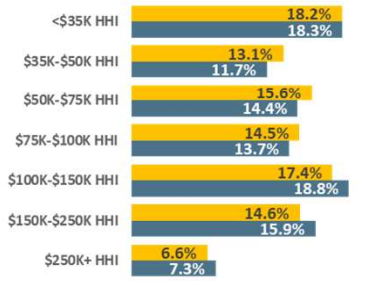


USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

HHI of Target vs. Market:



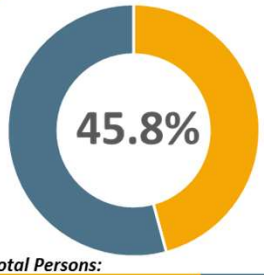
Avg HHI:	$86,133	$89,686

(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



45.8% or 1,762,704 of MSP DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Typical Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 55.5 years old (13.8% older than average) and have a $109,571 (2.9% higher than average) annual household …

Percent of Market: Adults 18 or older

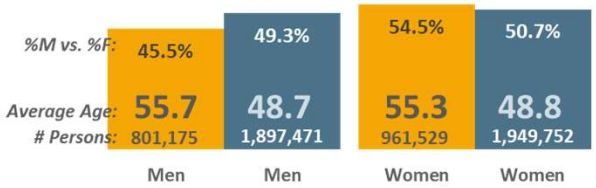


- who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS
- Remainder of MSP DMA

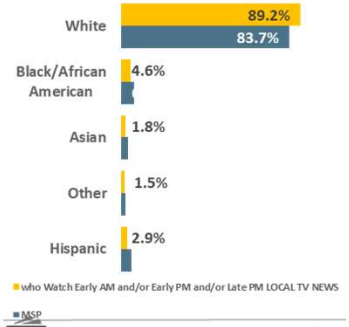
Total Persons:

1,762,704	2,084,519

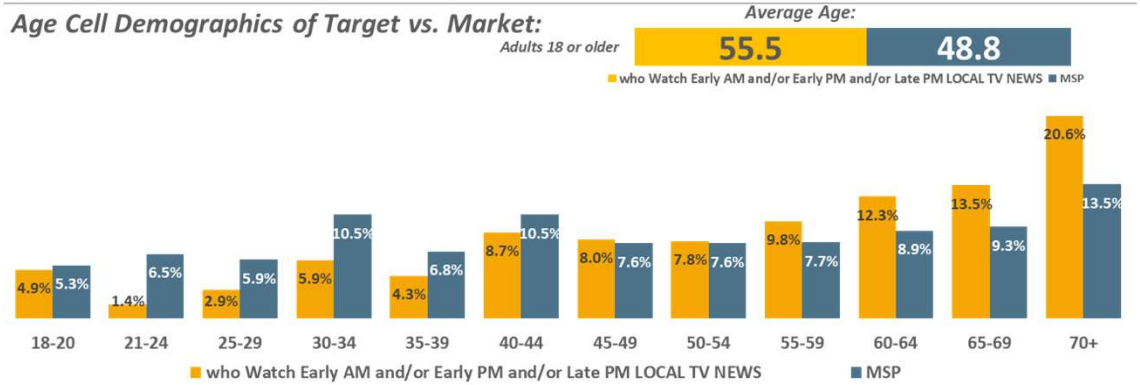
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



48.1% or 1,205,694 of STL DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Typical Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 55.7 years old (12.4% older than average) and have a $91,826 (3.% lower than average) annual household …

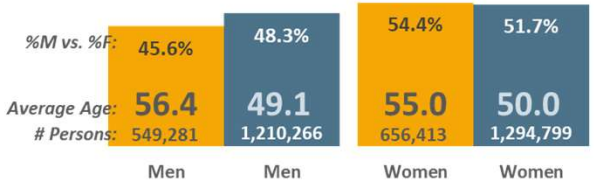
Percent of Market: Adults 18 or older



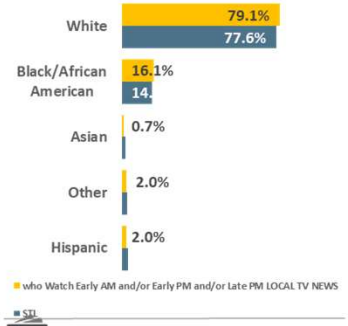
Total Persons:

1,205,694	1,299,371

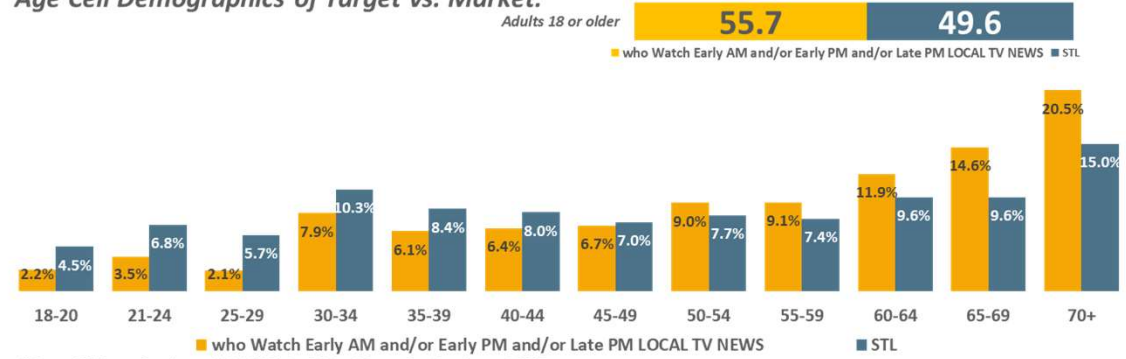
Gender of Target vs. Market: Adults 18 or older



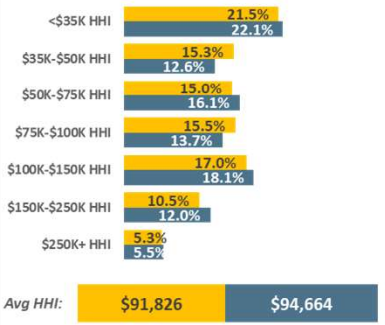
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$91,826	$94,664

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

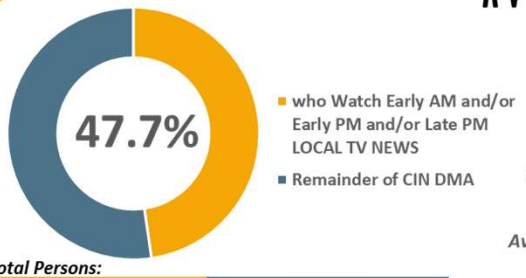
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



47.7% or 908,633 of CIN DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Typical Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 55.4 years old (13.4% older than average) and have a $94,270 (.5% lower than average) annual household…

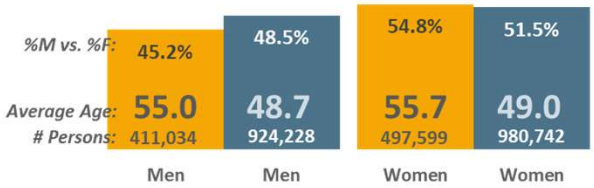
Percent of Market: Adults 18 or older



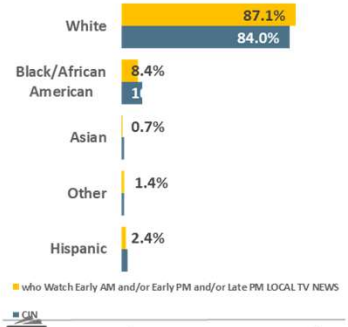
Total Persons:

908,633	996,337

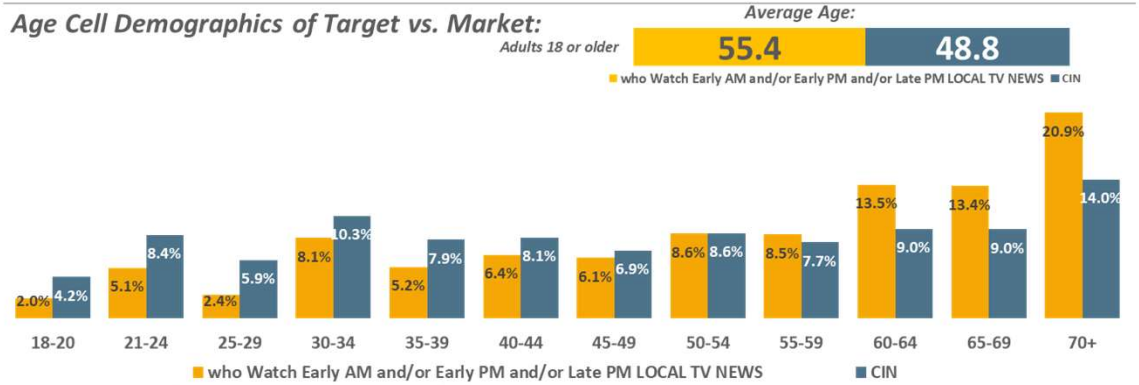
Gender of Target vs. Market: Adults 18 or older



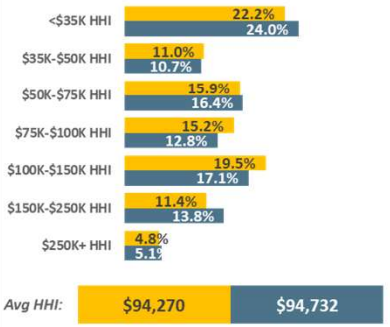
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

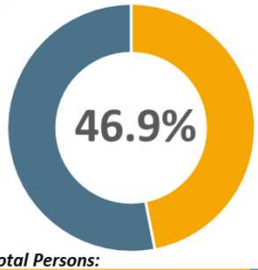
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



46.9% or 881,816 of WPB DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Typical Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 60.3 years old (12.4% older than average) and have a $97,145 (.2% higher than average) annual household…

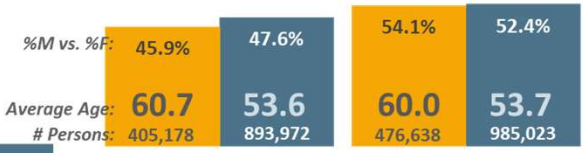
Percent of Market: Adults 18 or older



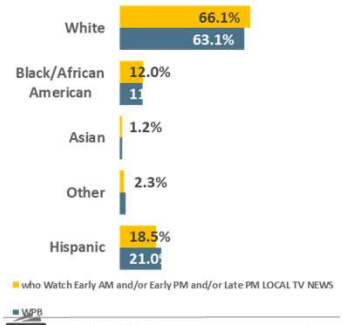
Total Persons:



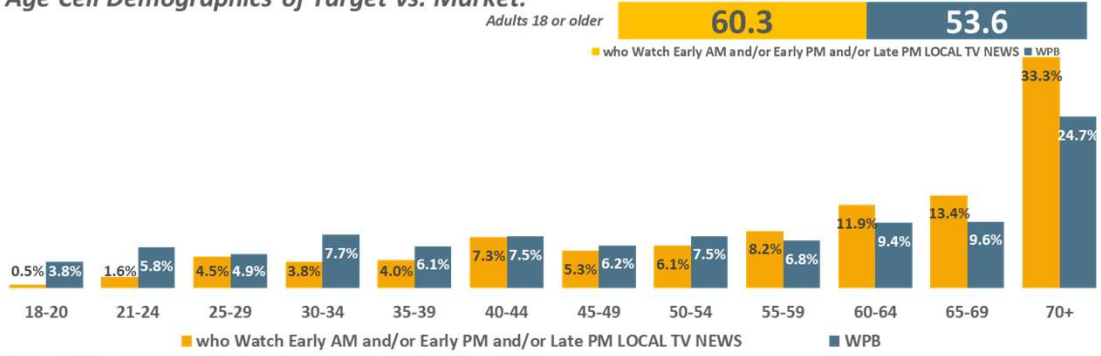
Gender of Target vs. Market: Adults 18 or older



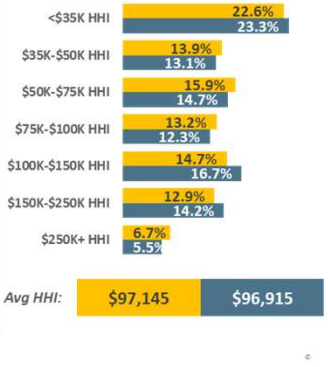
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

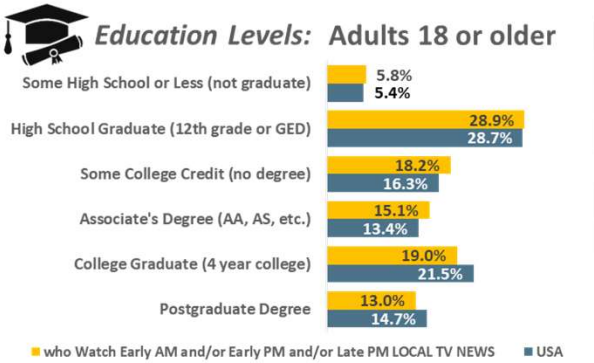
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

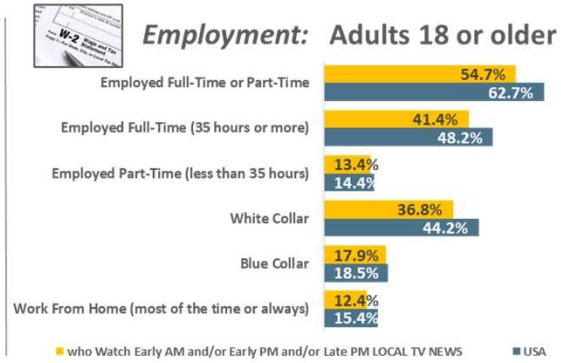


46.1% or 120,957,697 of USA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV... Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 11.4% less likely to be a college graduate, 14.2% less likely to work full-time, 8.1% more likely to be married, 18.9% less likely to be a parent of 1 or more children

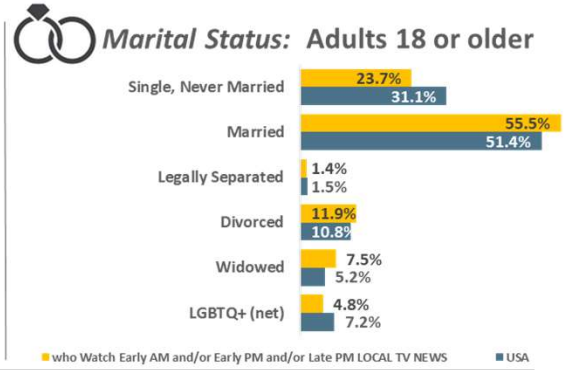
Education Levels: Adults 18 or older



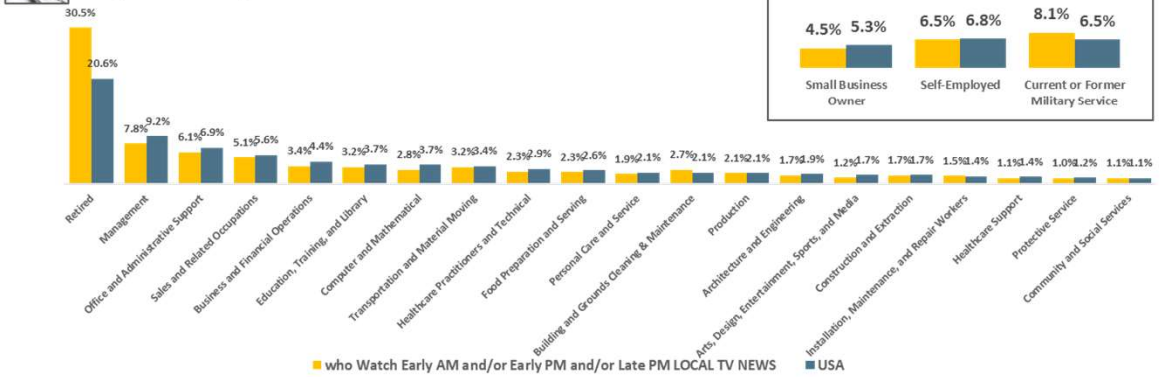
Employment: Adults 18 or older



Marital Status: Adults 18 or older

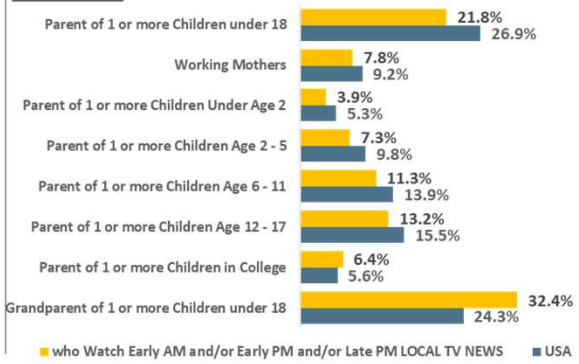


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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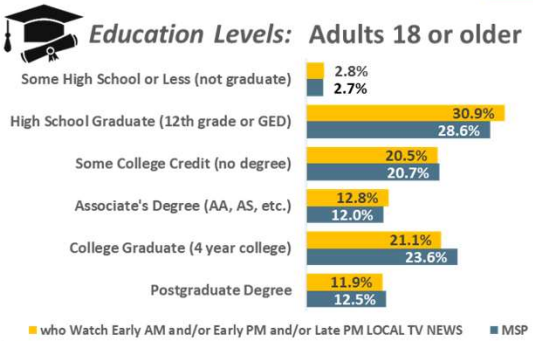
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

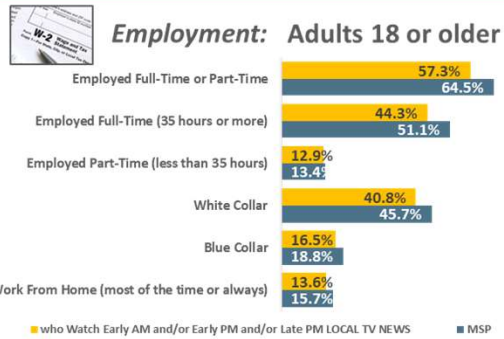


45.8% or 1,762,704 of MSP DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 8.5% less likely to be a college graduate, 13.2% less likely to work full-time, 10.6% more likely to be married, 25.8% less likely to be a parent of 1 or more children

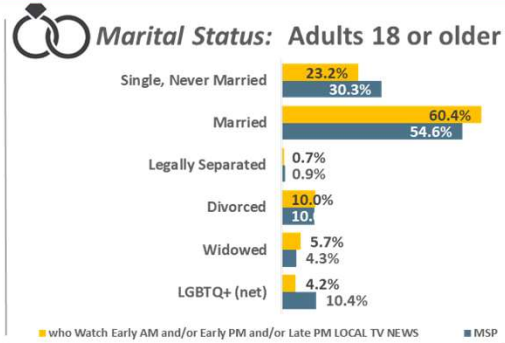
Education Levels: Adults 18 or older



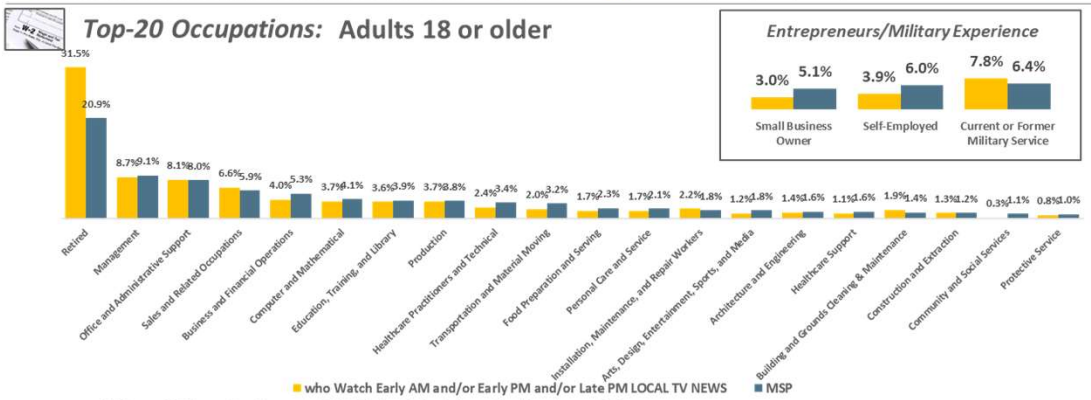
Employment: Adults 18 or older



Marital Status: Adults 18 or older

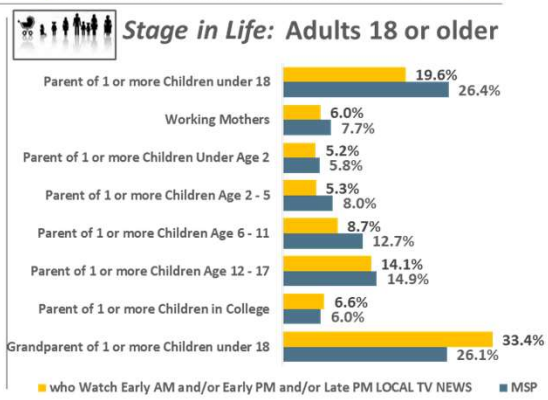


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929

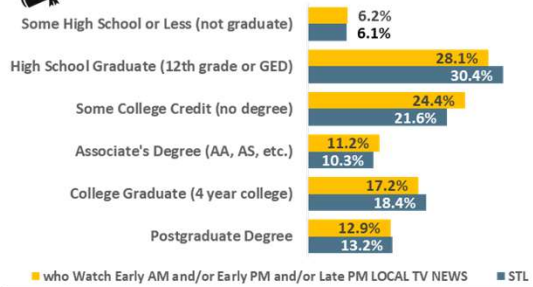
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

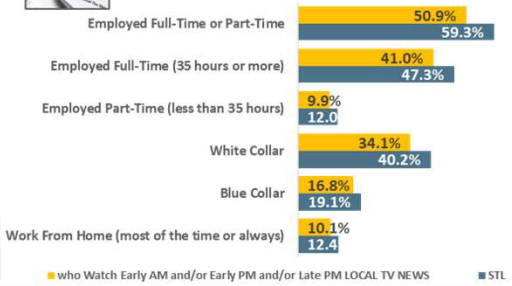


48.1% or 1,205,694 of STL DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 4.8% less likely to be a college graduate, 13.3% less likely to work full-time, 6.6% more likely to be married, 20.% less likely to be a parent of 1 or more children un

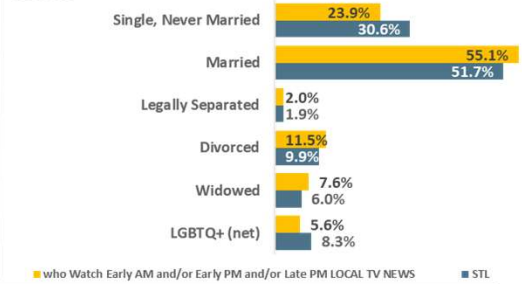
Education Levels: Adults 18 or older



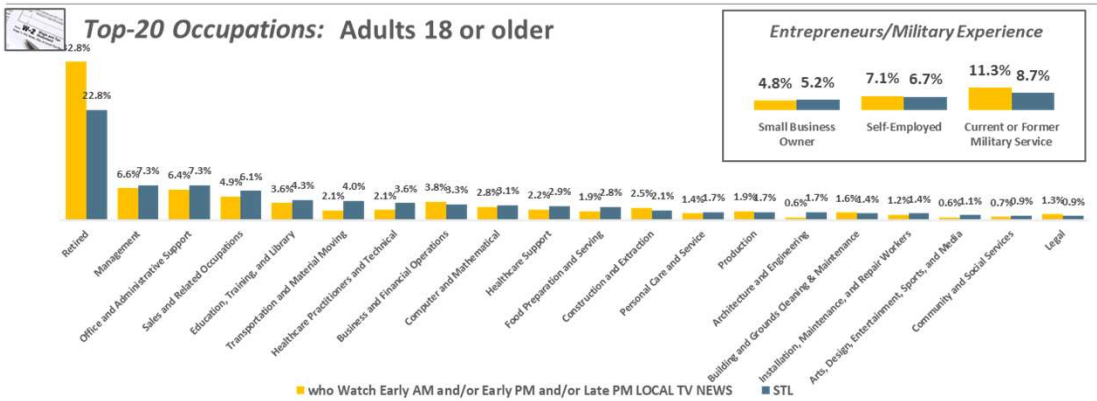
Employment: Adults 18 or older



Marital Status: Adults 18 or older

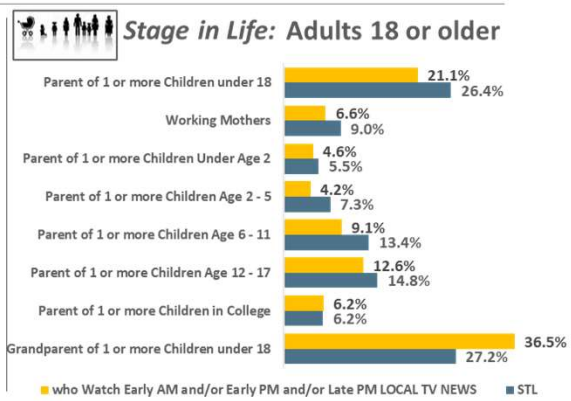


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

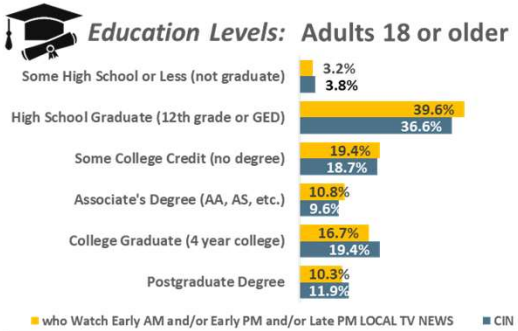
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

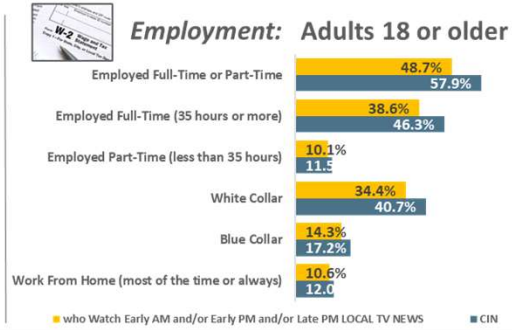


47.7% or 908,633 of CIN DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 13.7% less likely to be a college graduate, 16.7% less likely to work full-time, 13.5% more likely to be married, 17.6% less likely to be a parent of 1 or more children

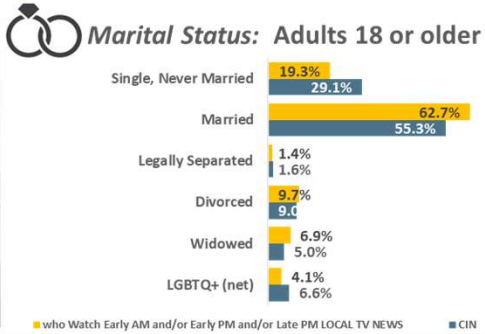
Education Levels: Adults 18 or older



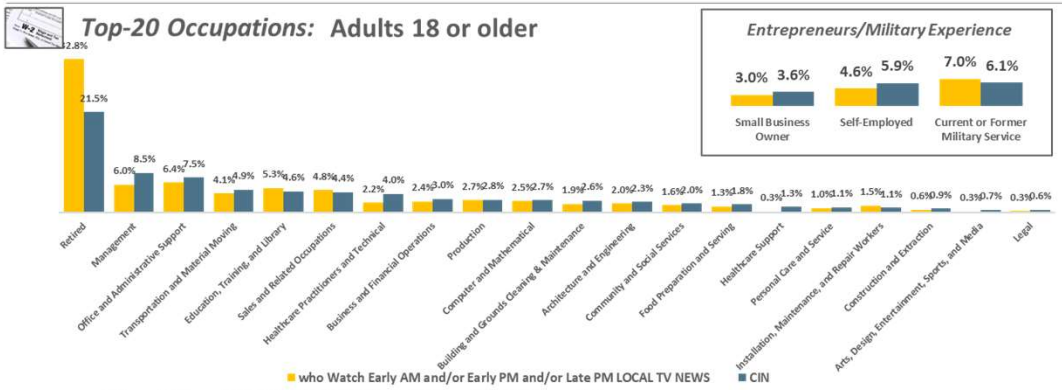
Employment: Adults 18 or older



Marital Status: Adults 18 or older

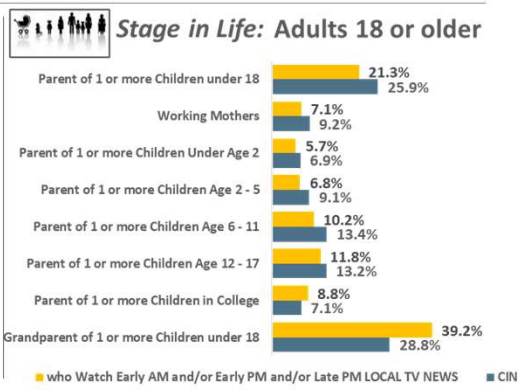


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

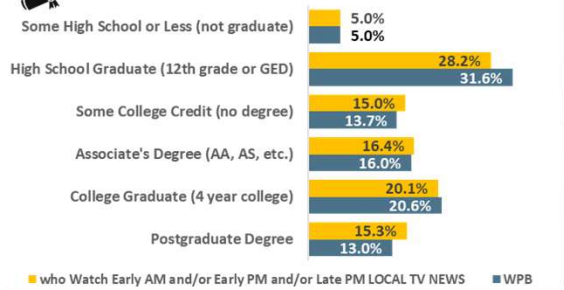
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

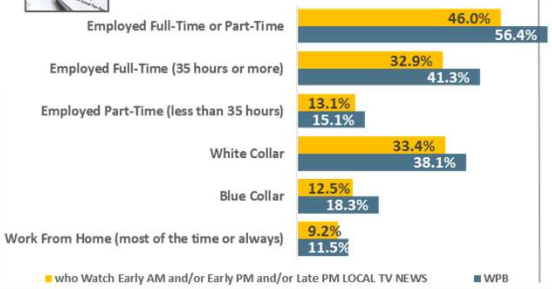


46.9% or 881,816 of WPB DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 5.3% more likely to be a college graduate, 20.3% less likely to work full-time, 10.9% more likely to be married, 25.1% less likely to be a parent of 1 or more children

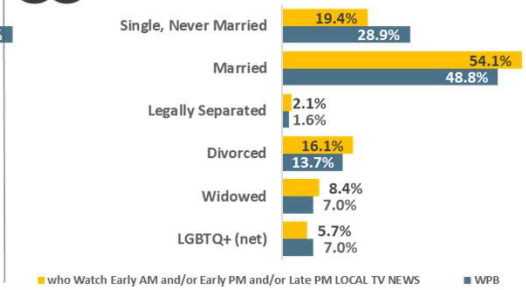
Education Levels: Adults 18 or older



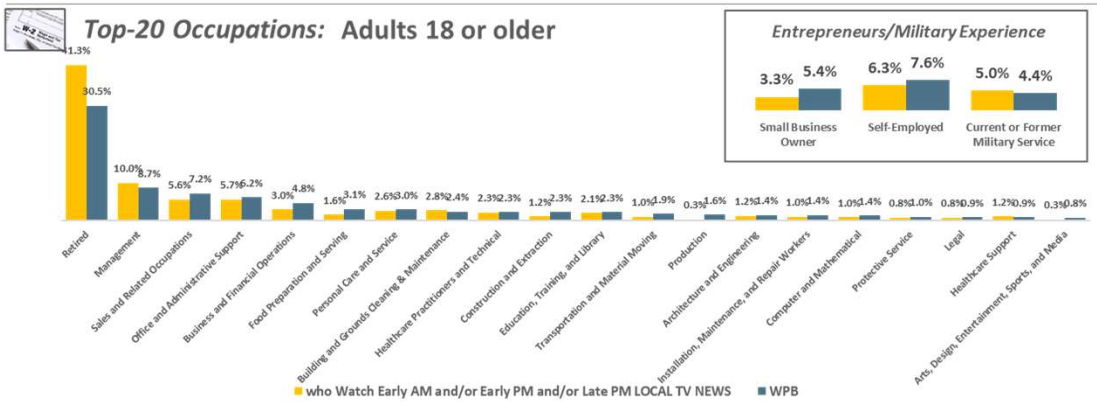
Employment: Adults 18 or older



Marital Status: Adults 18 or older

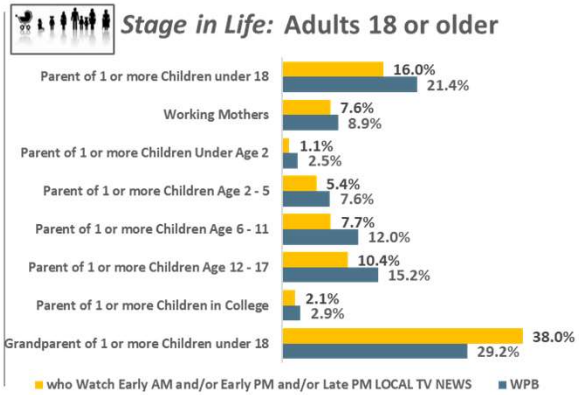


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

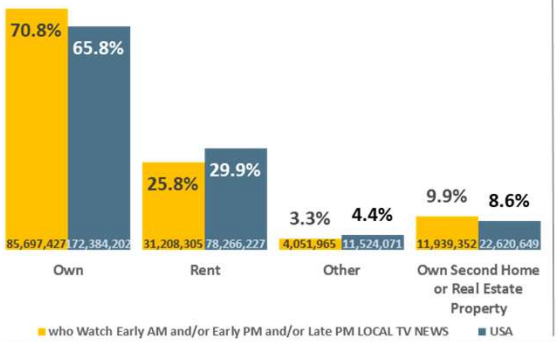
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

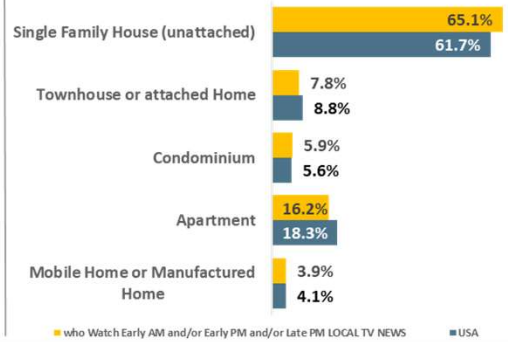


46.1% or 120,957,697 of USA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 7.8% more likely to own their home, 15.9% more likely to own a higher valued home, 5.5% more likely to have a single-family home, 1.2% more likely to have a dog.

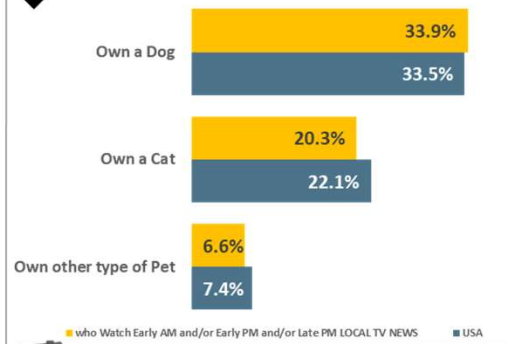
Own/Rent/Other: Adults 18 or older



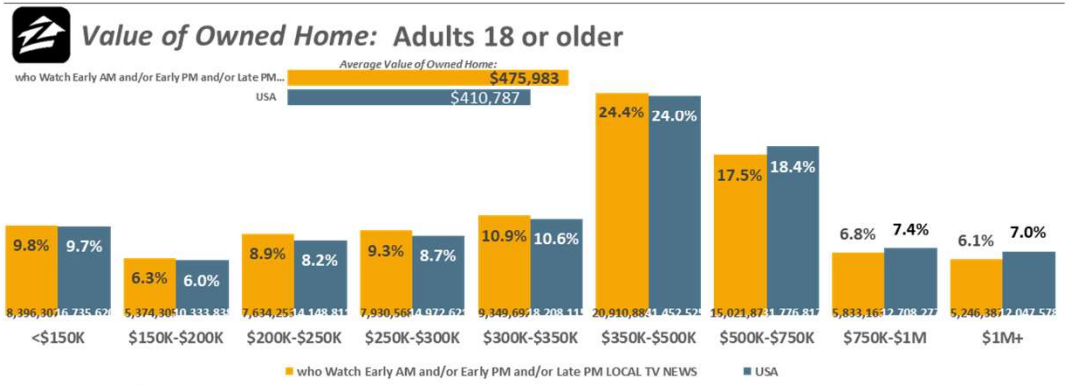
Type of Home: Adults 18 or older



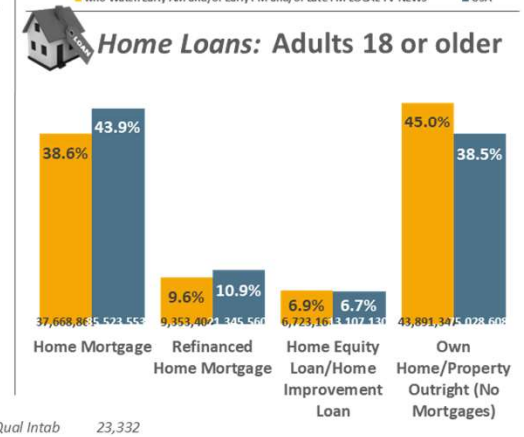
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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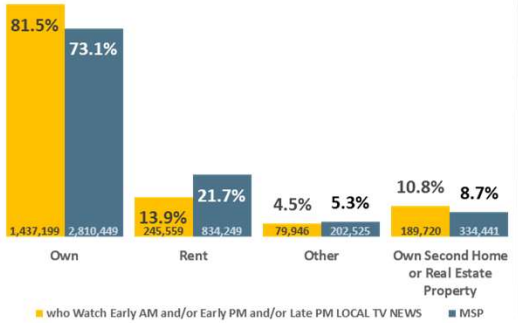
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

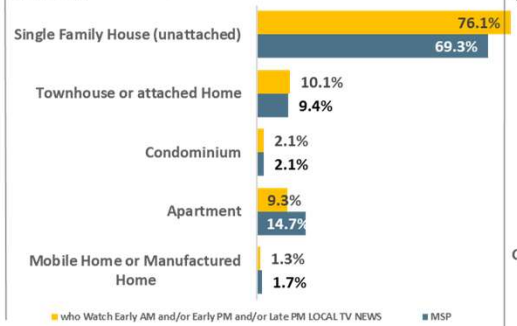


45.8% or 1,762,704 of MSP DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 11.6% more likely to own their home, 2.5% more likely to own a higher valued home, 9.9% more likely to have a single-family home, 2.8% more likely to have a dog.

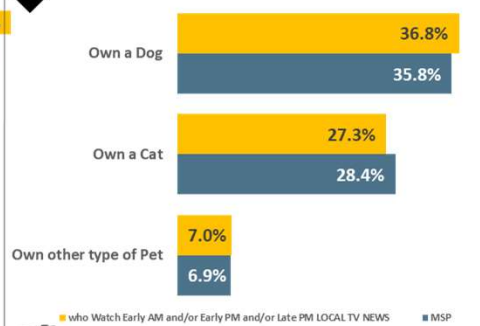
Own/Rent/Other: Adults 18 or older



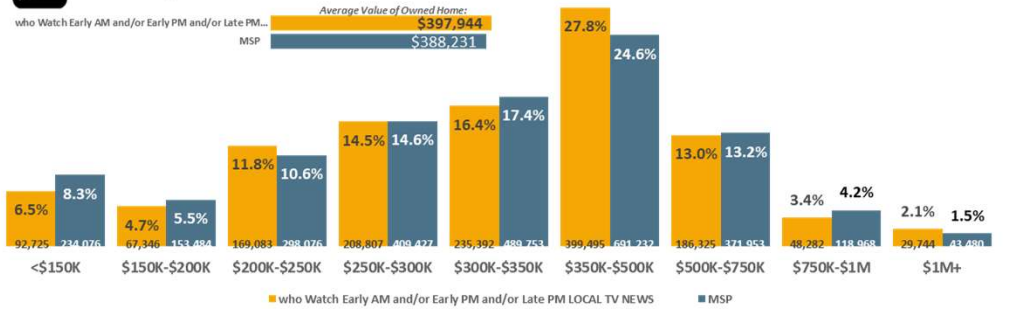
Type of Home: Adults 18 or older



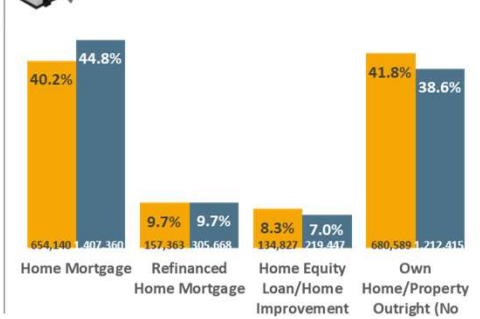
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929

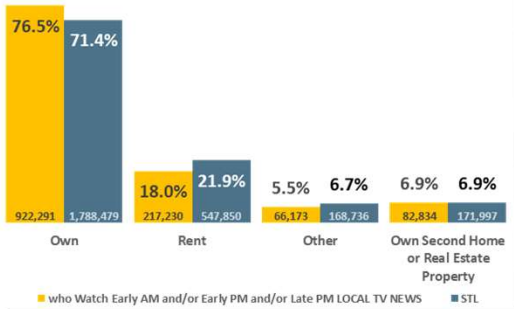
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

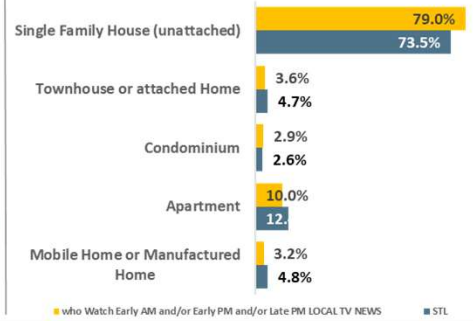


48.1% or 1,205,694 of STL DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 7.1% more likely to own their home, 2.8% more likely to own a lower valued home, 7.6% more likely to have a single-family home, .2% more likely to have a dog.

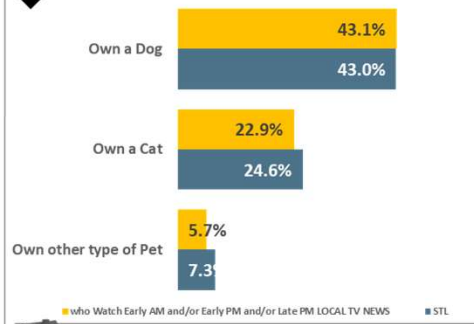
Own/Rent/Other: Adults 18 or older



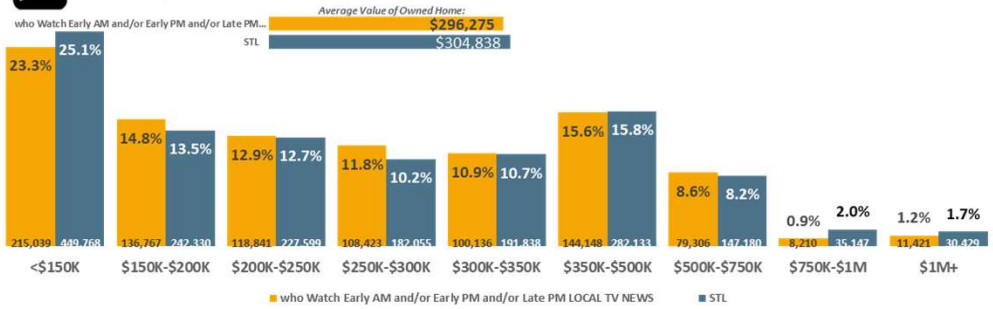
Type of Home: Adults 18 or older



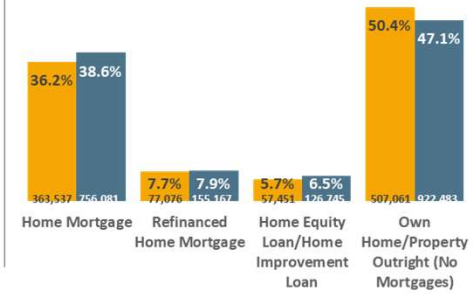
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

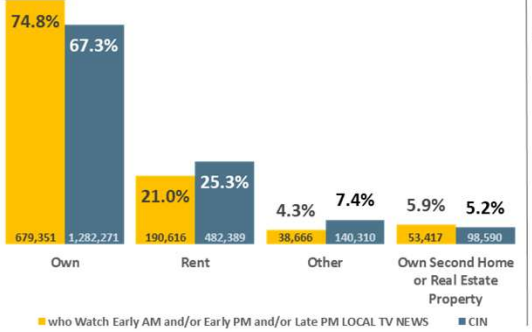
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

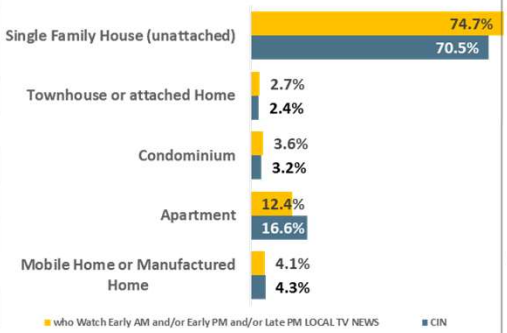


47.7% or 908,633 of CIN DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 11.1% more likely to own their home, 5.2% more likely to own a higher valued home, 6.% more likely to have a single-family home, 7.2% more likely to have a dog.

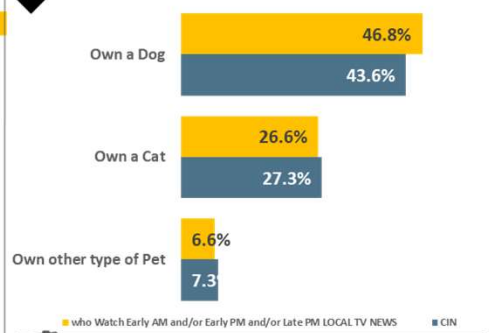
Own/Rent/Other: Adults 18 or older



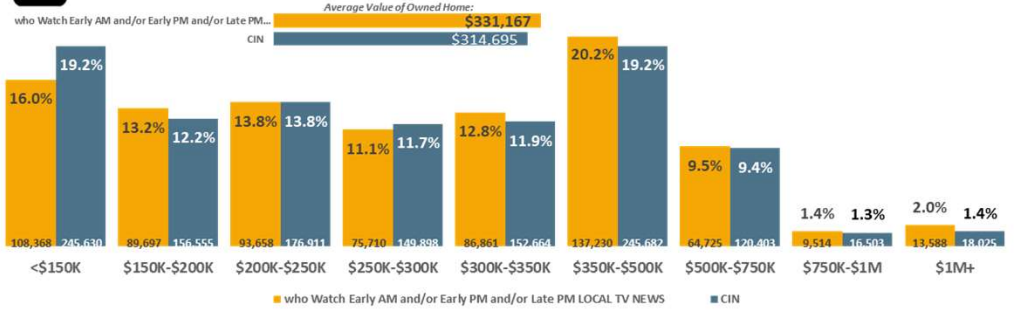
Type of Home: Adults 18 or older



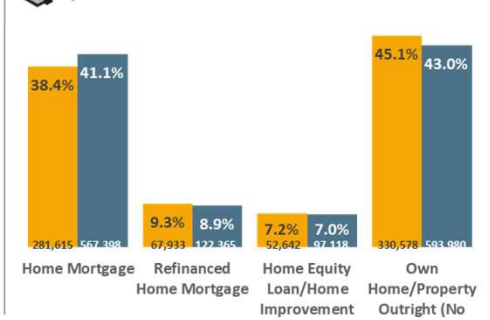
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

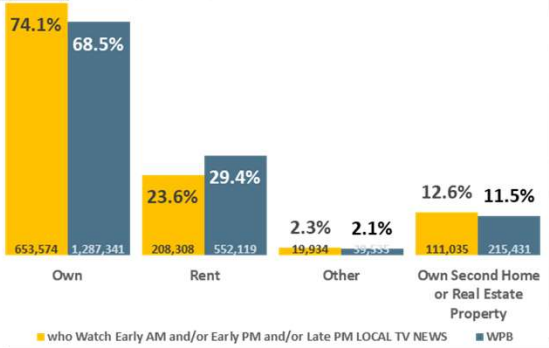
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

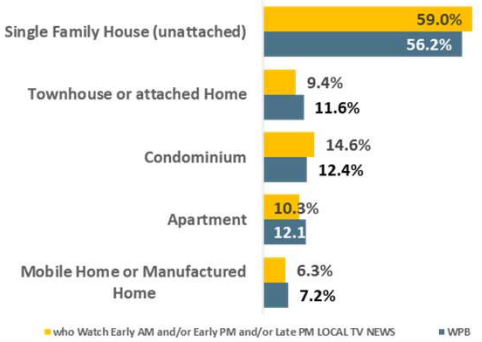


46.9% or 881,816 of WPB DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV... Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 8.2% more likely to own their home, 2.2% more likely to own a higher valued home, 5.% more likely to have a single-family home, 2.5% less likely to have a dog.

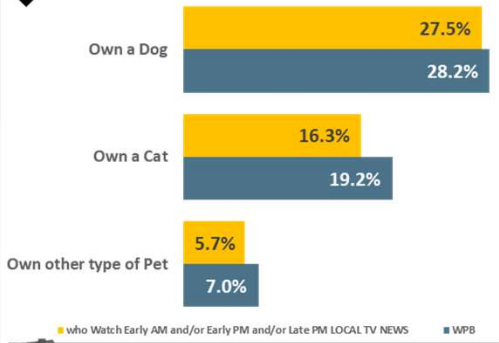
Own/Rent/Other: Adults 18 or older



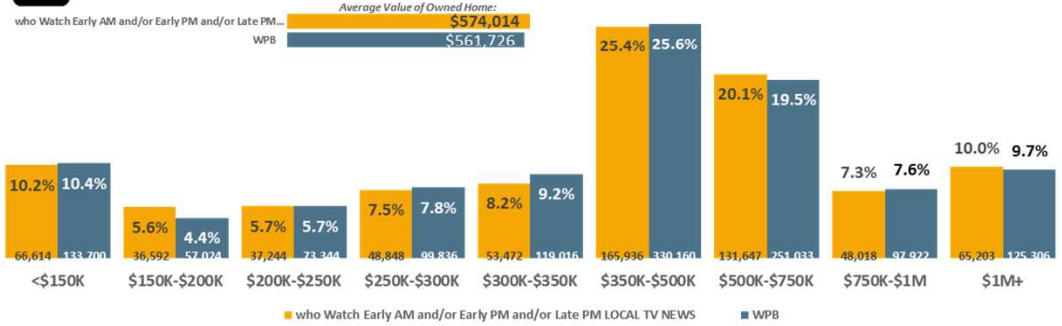
Type of Home: Adults 18 or older



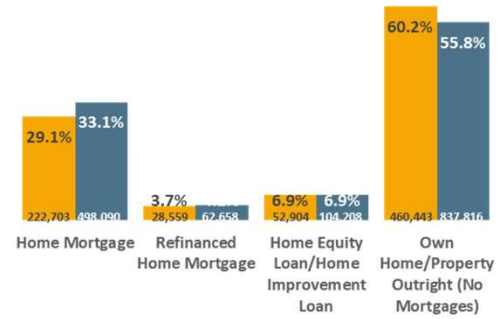
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

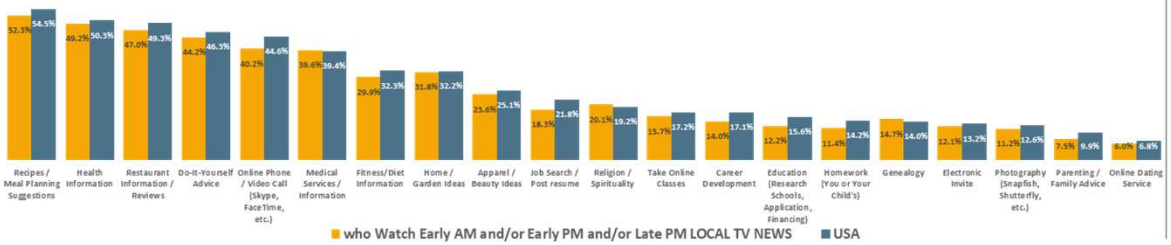
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

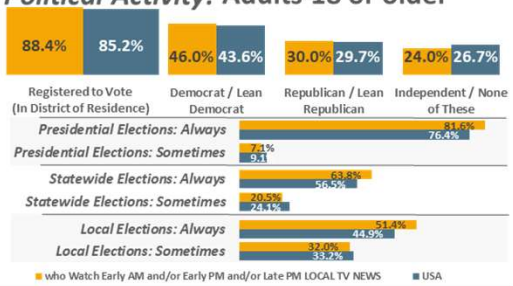


46.1% or 120,957,697 of USA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV… Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 4.5% less likely to look up D-I-Y advice online, 14.5% more likely to always vote in local elections, 2.5% less likely to belong to a gym, 4.9% less likely to fly domes

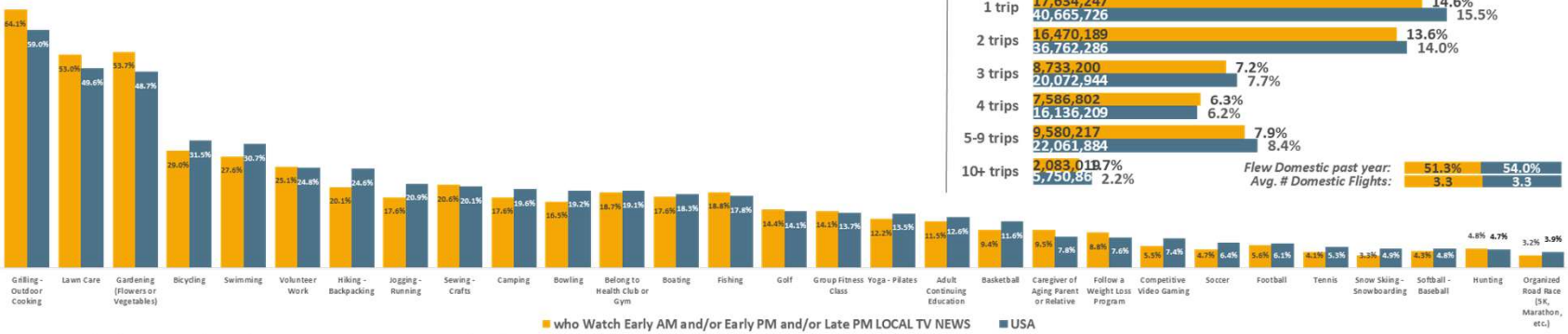
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *11,560*

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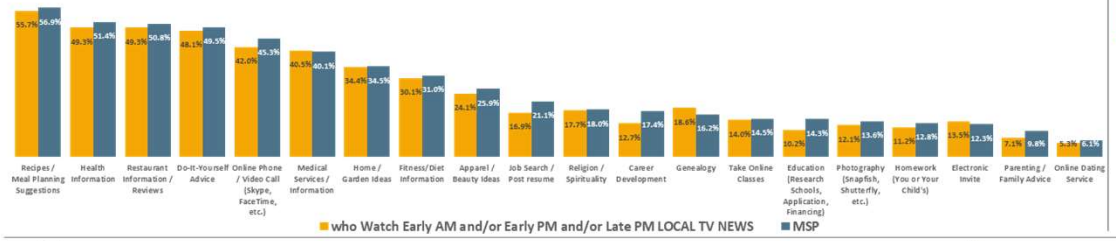
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,332*

(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

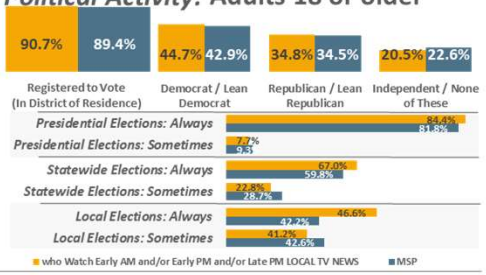


45.8% or 1,762,704 of MSP DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 2.7% less likely to look up D-I-Y advice online, 10.5% more likely to always vote in local elections, .% less likely to belong to a gym, 1.6% less likely to fly domesti

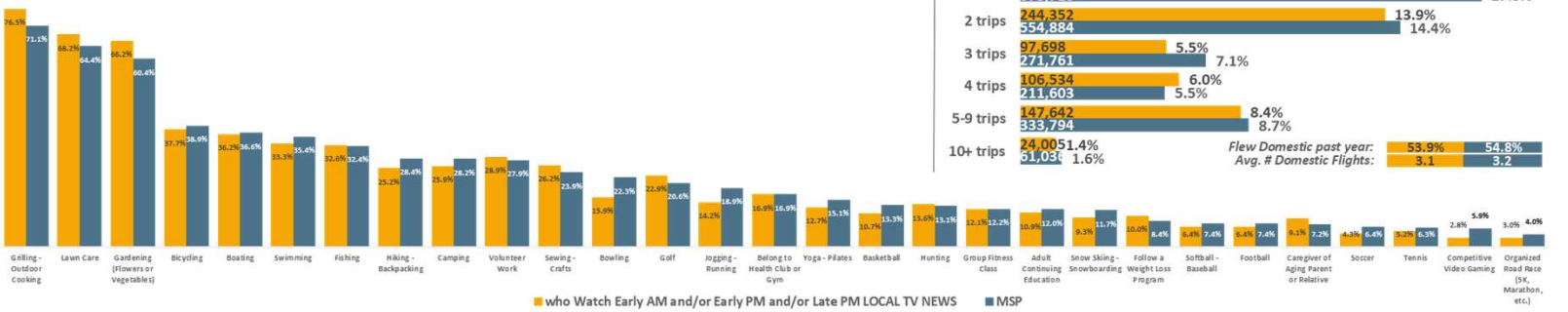
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 929

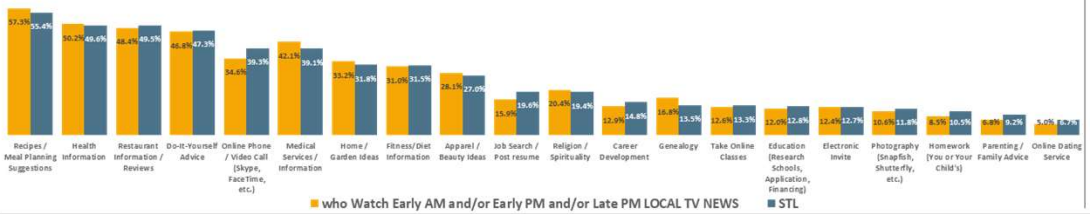
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

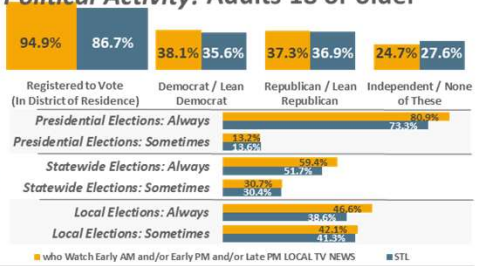


48.1% or 1,205,694 of STL DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 1.3% less likely to look up D-I-Y advice online, 20.6% more likely to always vote in local elections, 4.8% more likely to belong to a gym, 3.4% less likely to fly domes

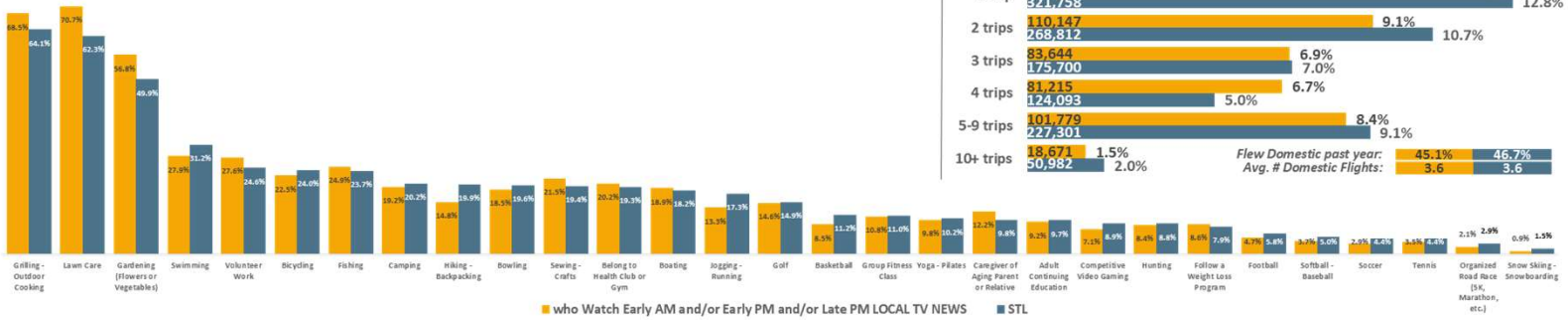
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

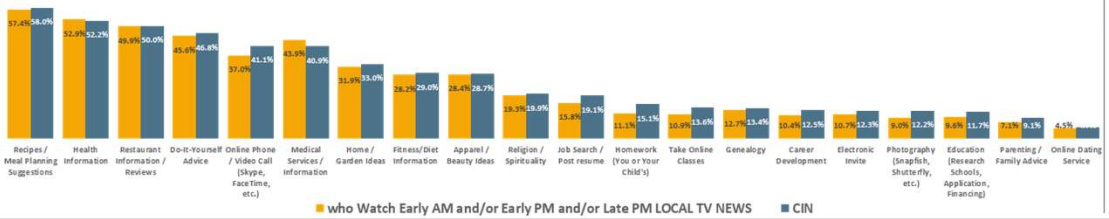
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

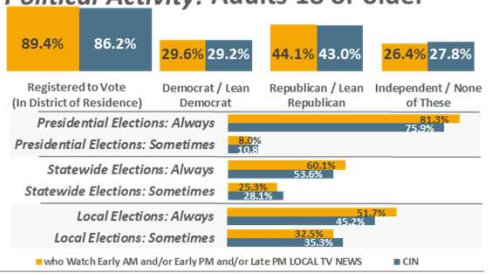


47.7% or 908,633 of CIN DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 2.6% less likely to look up D-I-Y advice online, 14.5% more likely to always vote in local elections, 6.9% less likely to belong to a gym, 9.2% less likely to fly domes

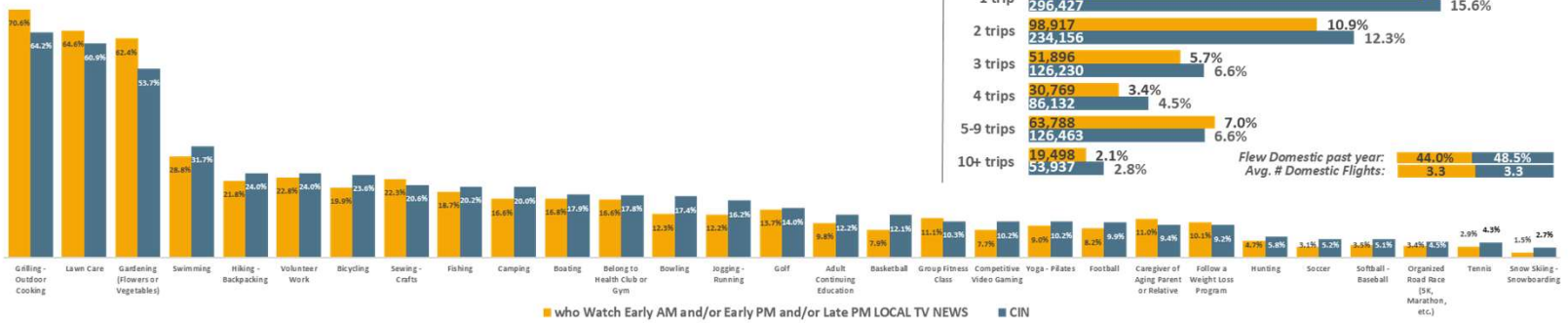
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

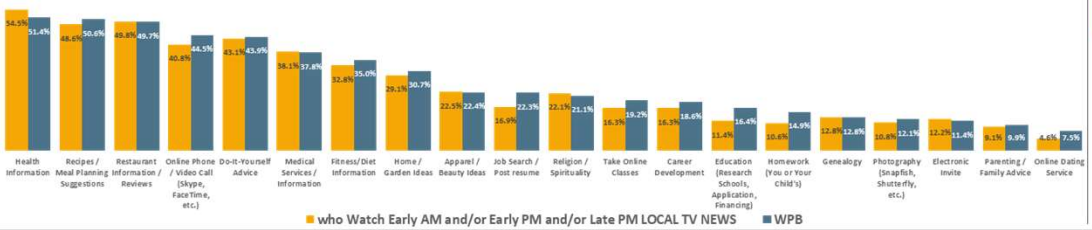
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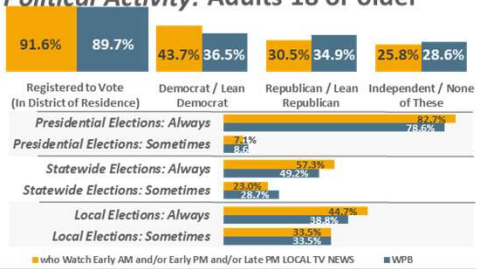


46.9% or 881,816 of WPB DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 1.7% less likely to look up D-I-Y advice online, 15.4% more likely to always vote in local elections, 16.7% less likely to belong to a gym, 3.2% less likely to fly dome

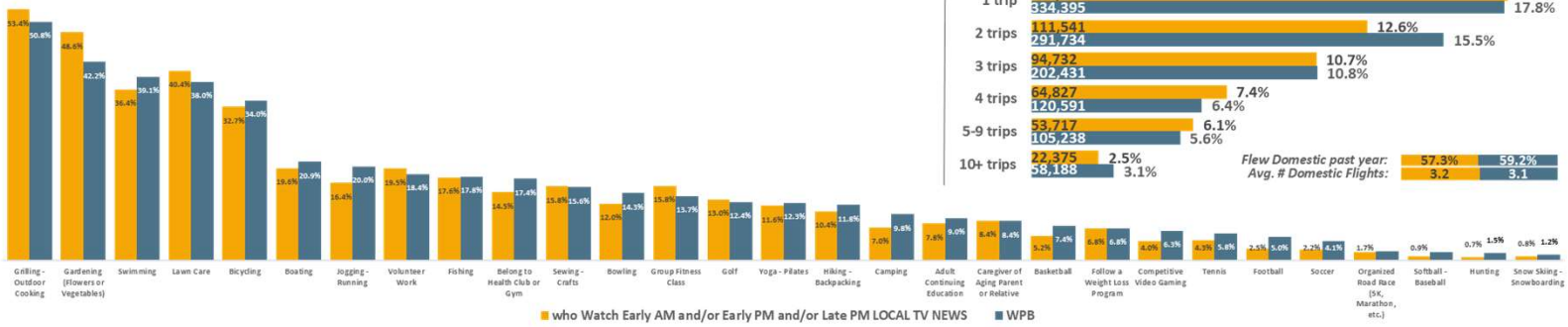
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

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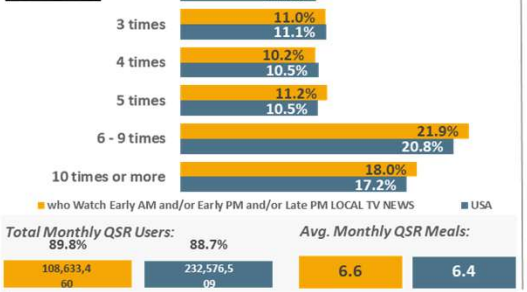
(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



46.1% or 120,957,697 of USA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 1.2% more likely to use QSRs past mo., 4.% more likely to use Sit-Down Restaurants past mo., 11.8% more likely to use Casinos past yr., 13.4% more likely to smoke cigar

Past 30-days QSR Users: Adults 18 or older



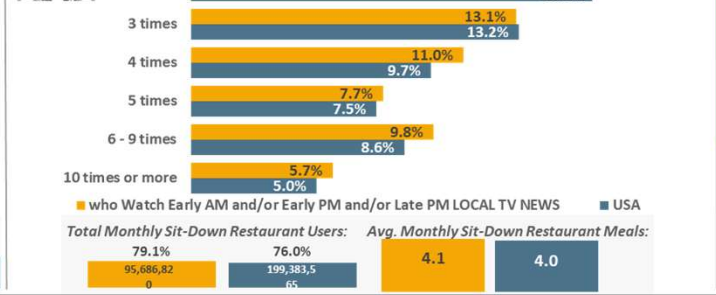


Total Monthly QSR Users: 89.8% 88.7% — 108,633,460 — 232,576,509

Avg. Monthly QSR Meals: 6.6 — 6.4

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





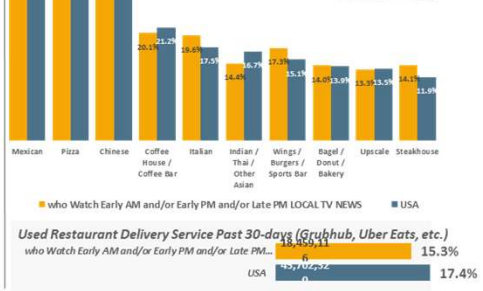
Total Monthly Sit-Down Restaurant Users: 79.1% 76.0% — 95,686,820 — 199,383,565

Avg. Monthly Sit-Down Restaurant Meals: 4.1 — 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



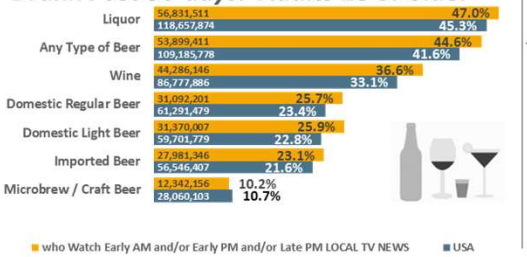


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Watch Early AM and/or Early PM and/or Late PM... 15.3%

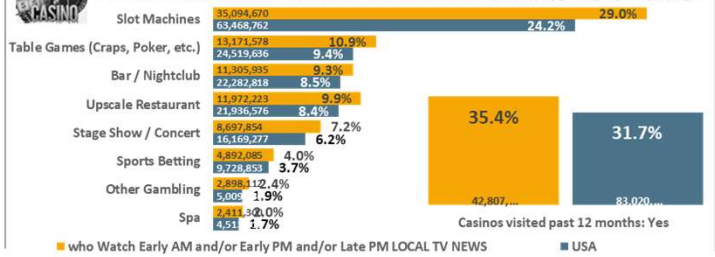
USA 17.4%

Drank Past 30-days: Adults 18 or older



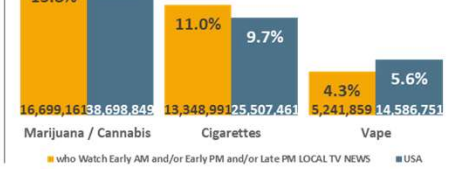
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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45.8% or 1,762,704 of MSP DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 1.1% more likely to use QSRs past mo., 6.9% more likely to use Sit-Down Restaurants past mo., 11.2% more likely to use Casinos past yr., 10.8% less likely to smoke ciga

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

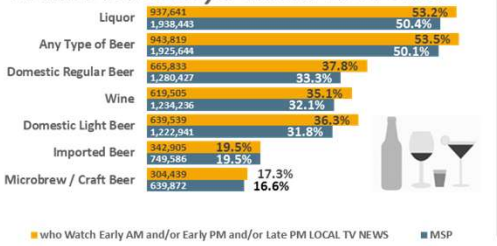
(Sit-Down Restaurants Used Past 30-days)



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

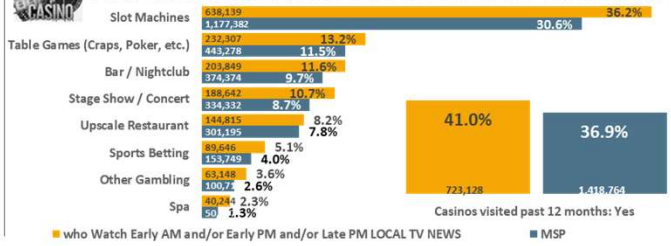


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929

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48.1% or 1,205,694 of STL DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 1.8% more likely to use QSRs past mo., 9.1% more likely to use Sit-Down Restaurants past mo., 9.8% more likely to use Casinos past yr., 2.% more likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 91.1% 1,097,971 | 89.4% 2,239,916

Avg. Monthly QSR Meals: 6.5 | 6.6

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



Total Monthly Sit-Down Restaurant Users: 82.7% 997,702 | 75.8% 1,899,922

Avg. Monthly Sit-Down Restaurant Meals: 3.7 | 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 Early AM and/or Early PM and/or Late PM... 128,828 10.7%

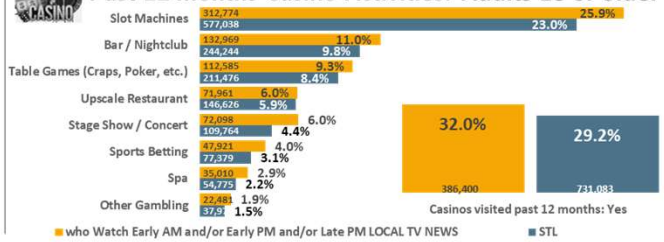
STL 314,187 12.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Casinos visited past 12 months: Yes

32.0% 386,400 | 29.2% 731,083

Used Past 30-days: Adults 18 or older



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

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Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



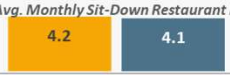
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

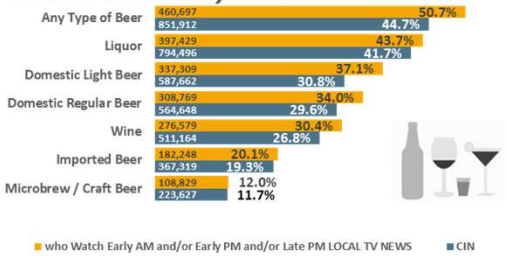
(Sit-Down Restaurants Used Past 30-days)



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

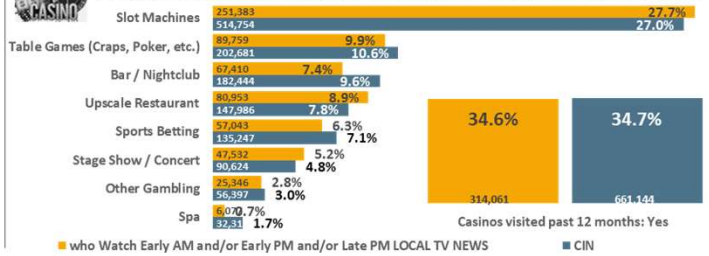


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 83.3% 734,748 | 84.2% 1,581,371

Avg. Monthly QSR Meals: 5.7 | 6.1

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



Total Monthly Sit-Down Restaurant Users: 79.7% 703,113 | 78.4% 1,473,029

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 4.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who Watch Early AM and/or Early PM and/or Late PM... 125,558 14.2%

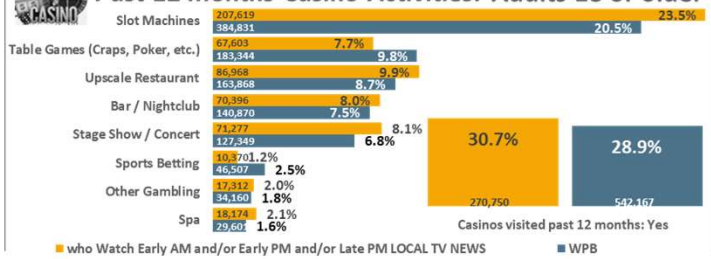
WPB 321,552 17.1%

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 R2 2024: Aug23-Aug24 Qual Intab 1,335

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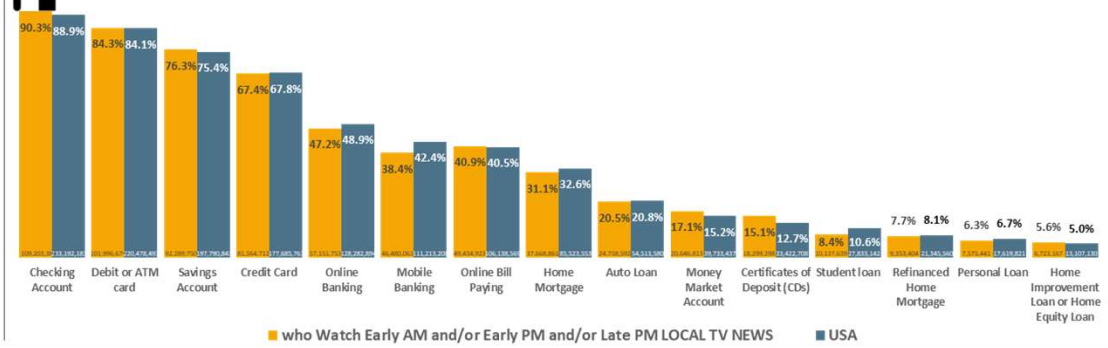


46.1% or 120,957,697 of USA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV… Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 4.6% less likely to have a 401K, 1.6% less likely to have an Auto Loan, 8.6% less likely to Invest/Trade Stocks Online, 6.7% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



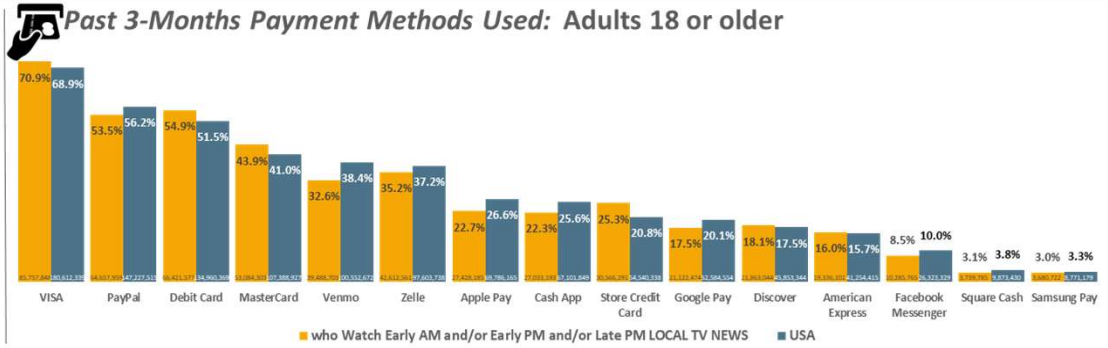
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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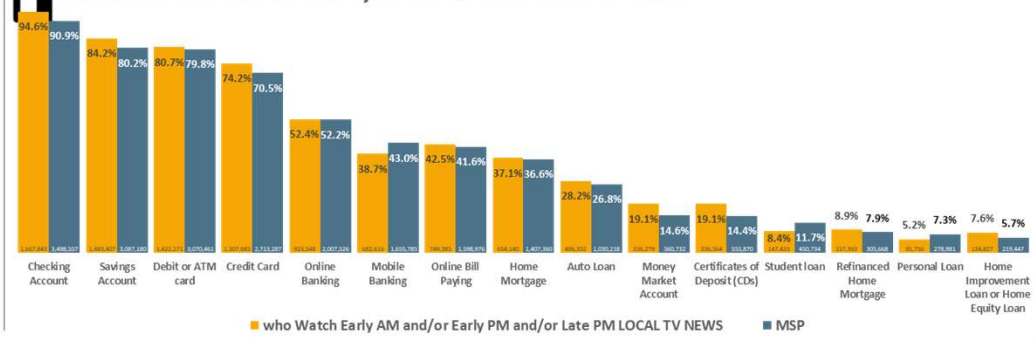


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Investments Owned: Adults 18 or older



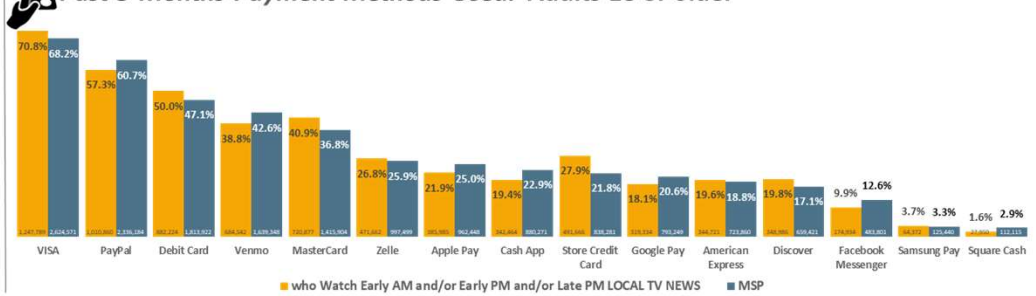
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



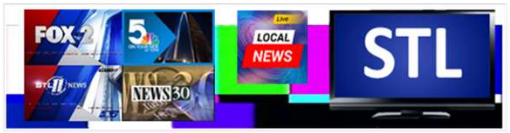
Past 3-Months Payment Methods Used: Adults 18 or older



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929

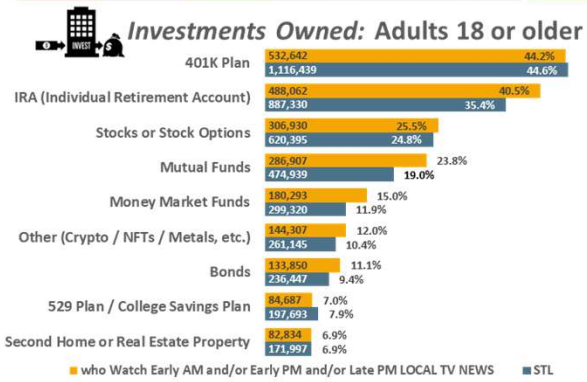
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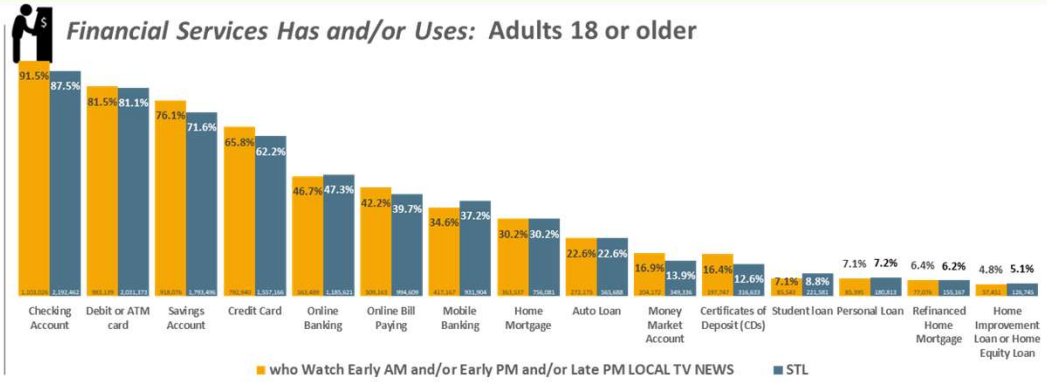


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Investments Owned: Adults 18 or older



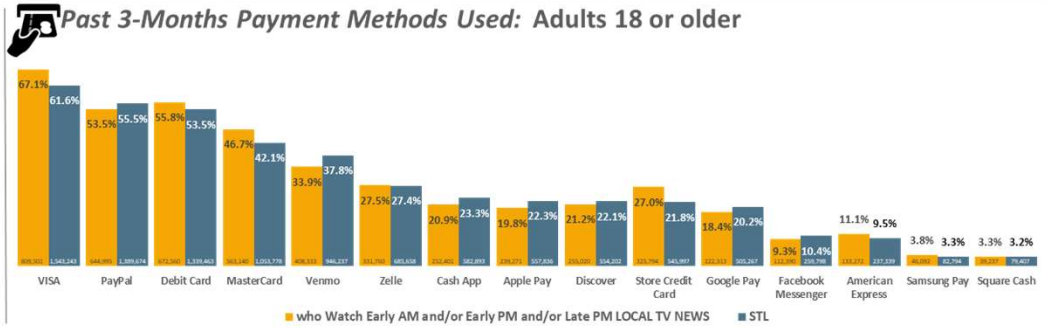
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

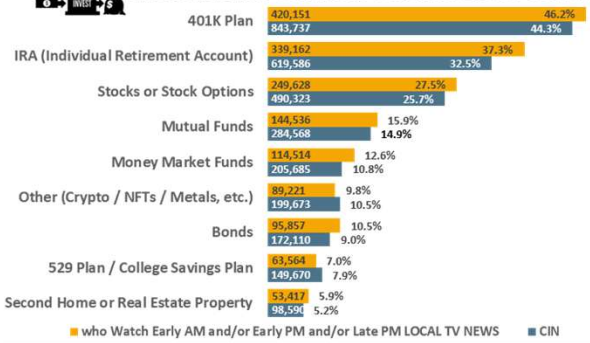
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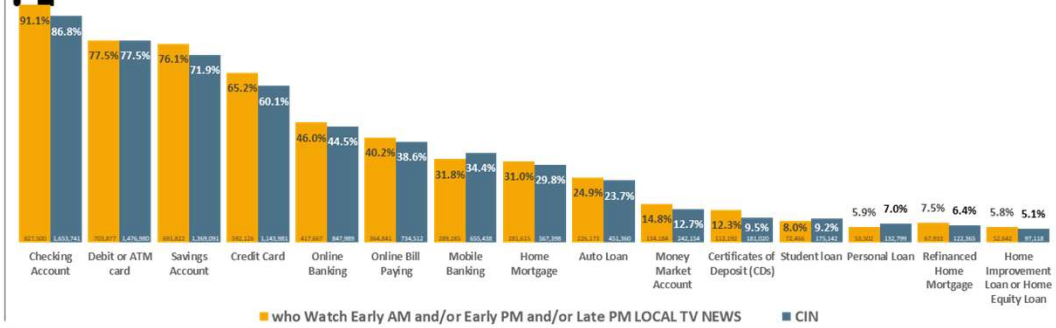


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Investments Owned: Adults 18 or older



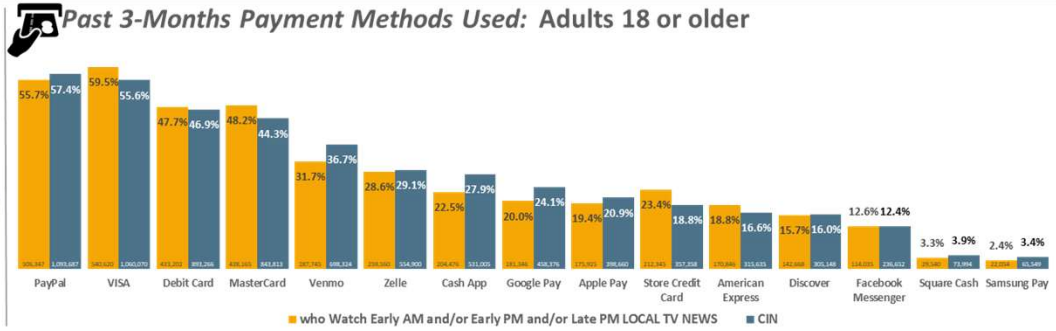
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

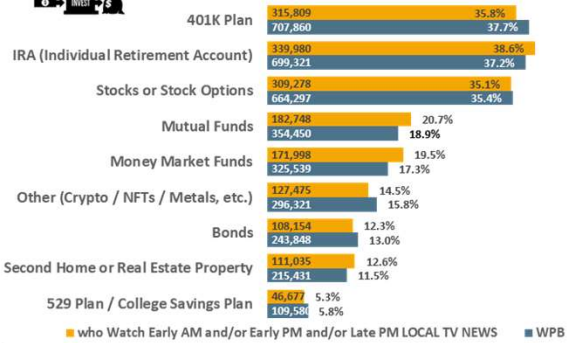
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

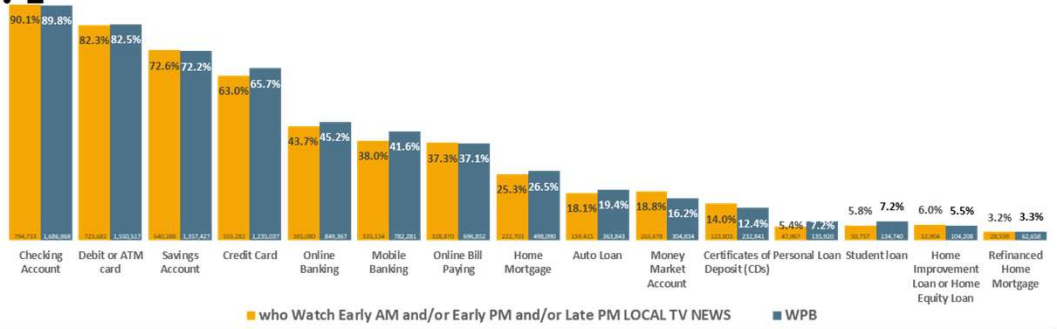


46.9% or 881,816 of WPB DMA Adults 18 or older Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS. Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS are 4.9% less likely to have a 401K, 6.6% less likely to have an Auto Loan, 2.6% less likely to Invest/Trade Stocks Online, 4.2% more likely to pay with their Debit Card.

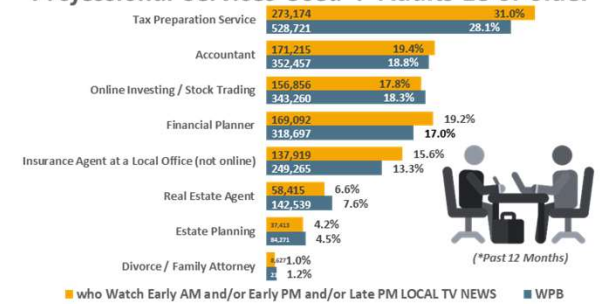
Investments Owned: Adults 18 or older



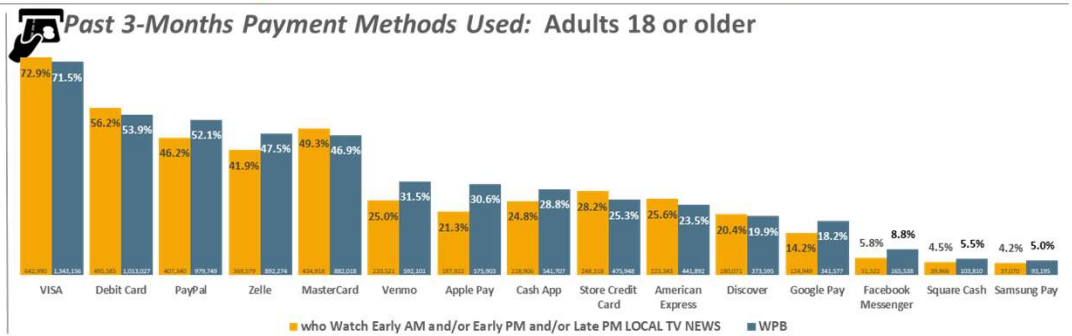
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

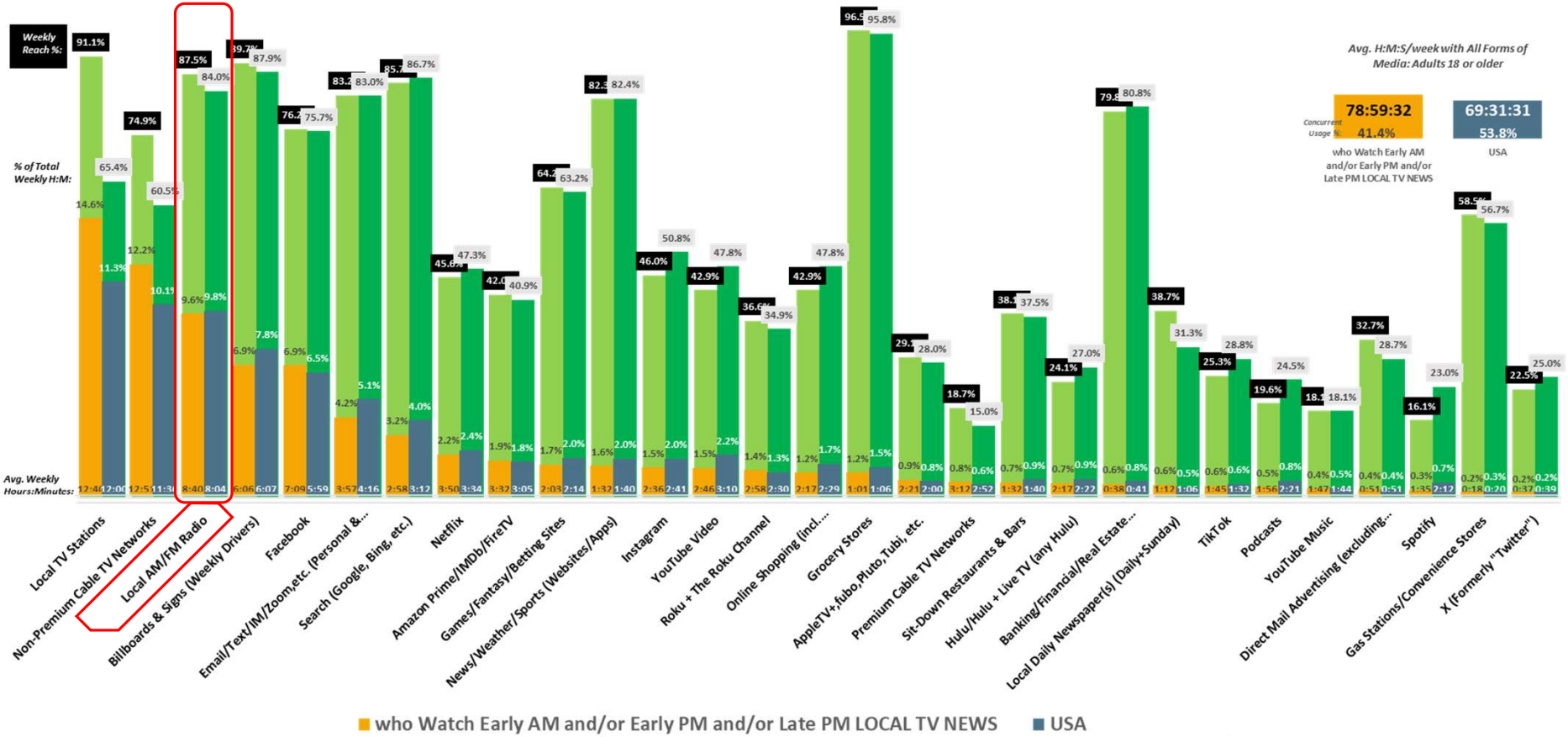
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 3 days, 6 hours, 59 minutes and 32 seconds each week with All Forms of Media.

87.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 8 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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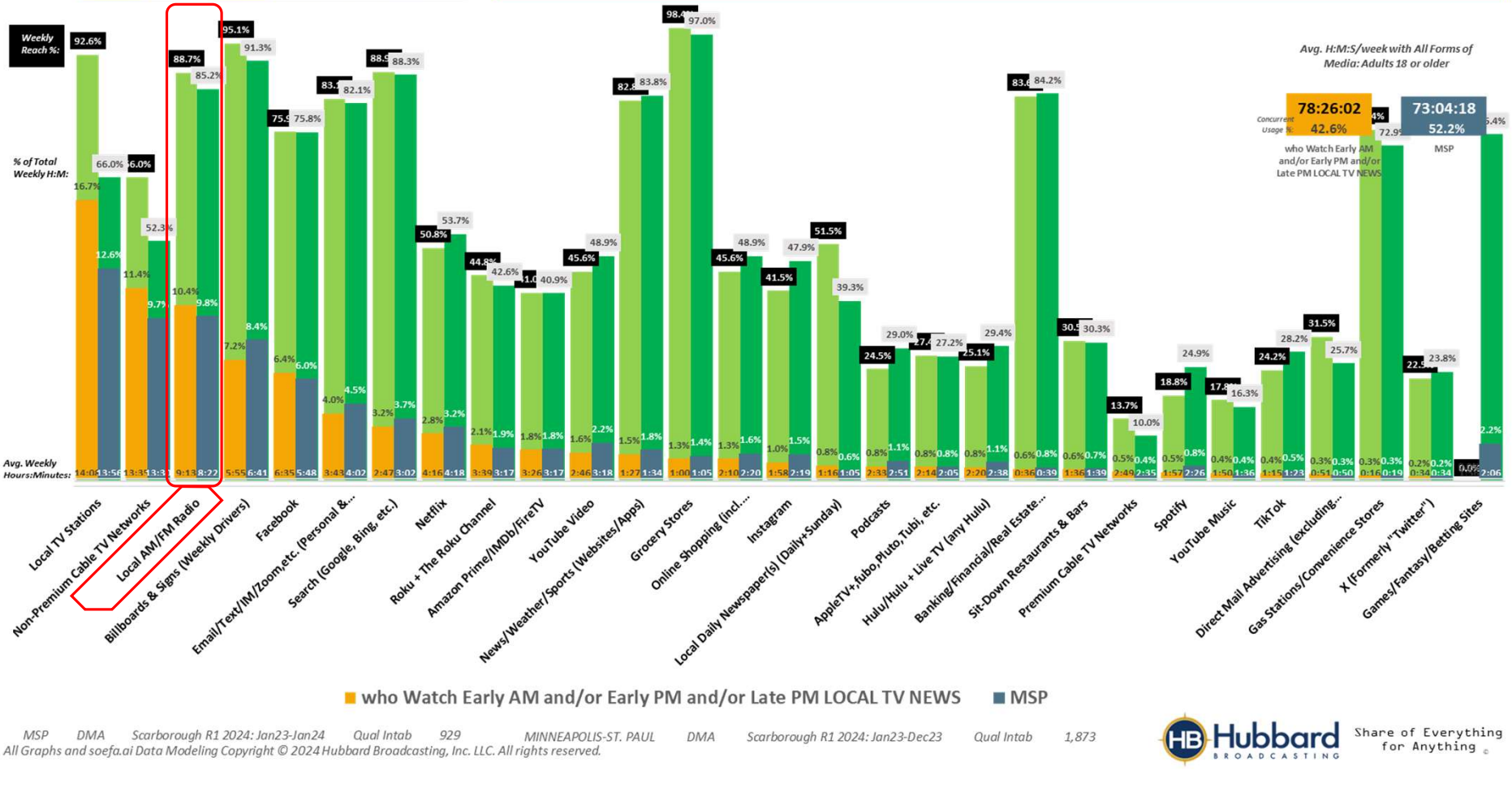
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 3 days, 6 hours, 26 minutes and 2 seconds each week with All Forms of Media.

88.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 9 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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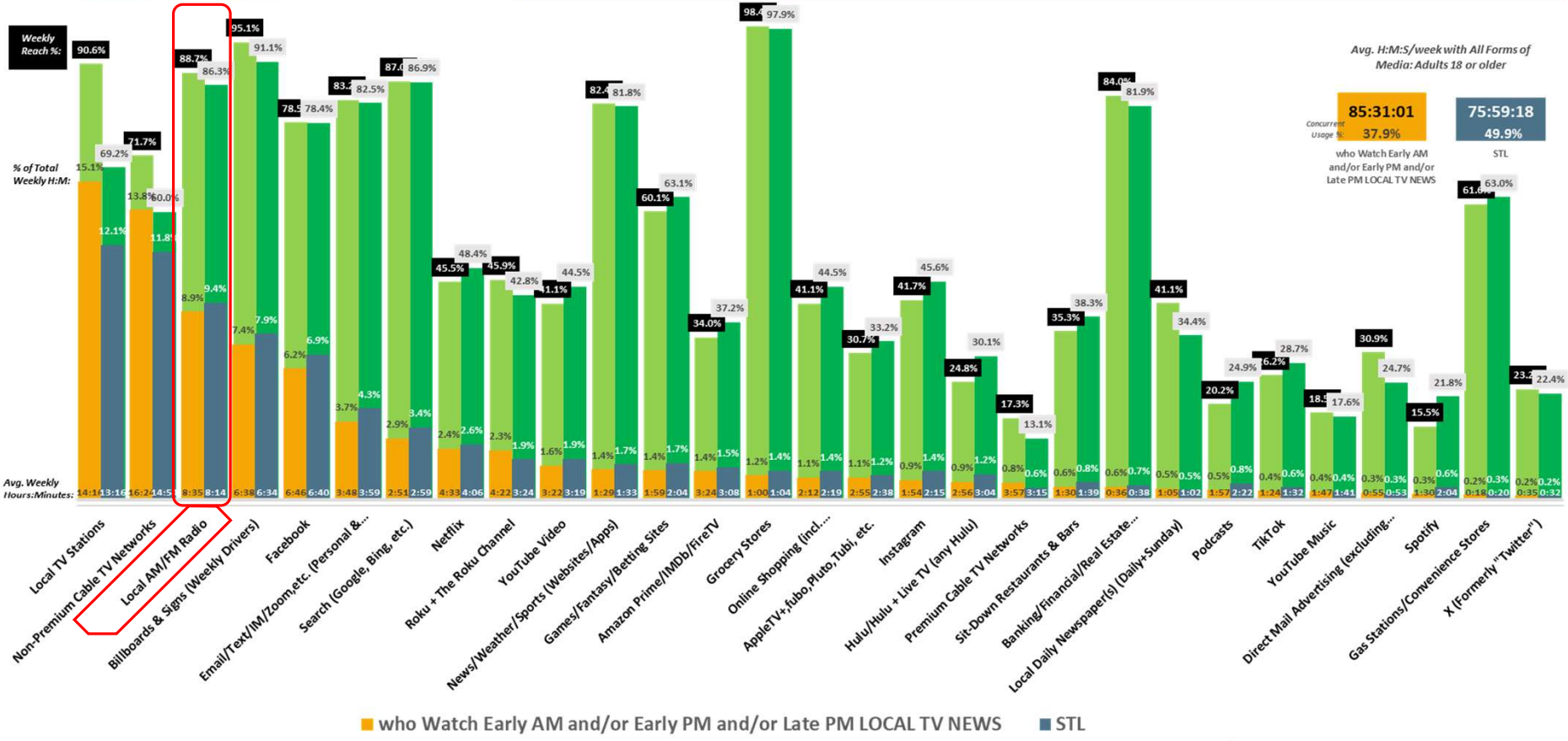
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 3 days, 13 hours, 31 minutes and 1 seconds each week with All Forms of Media.

88.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 8 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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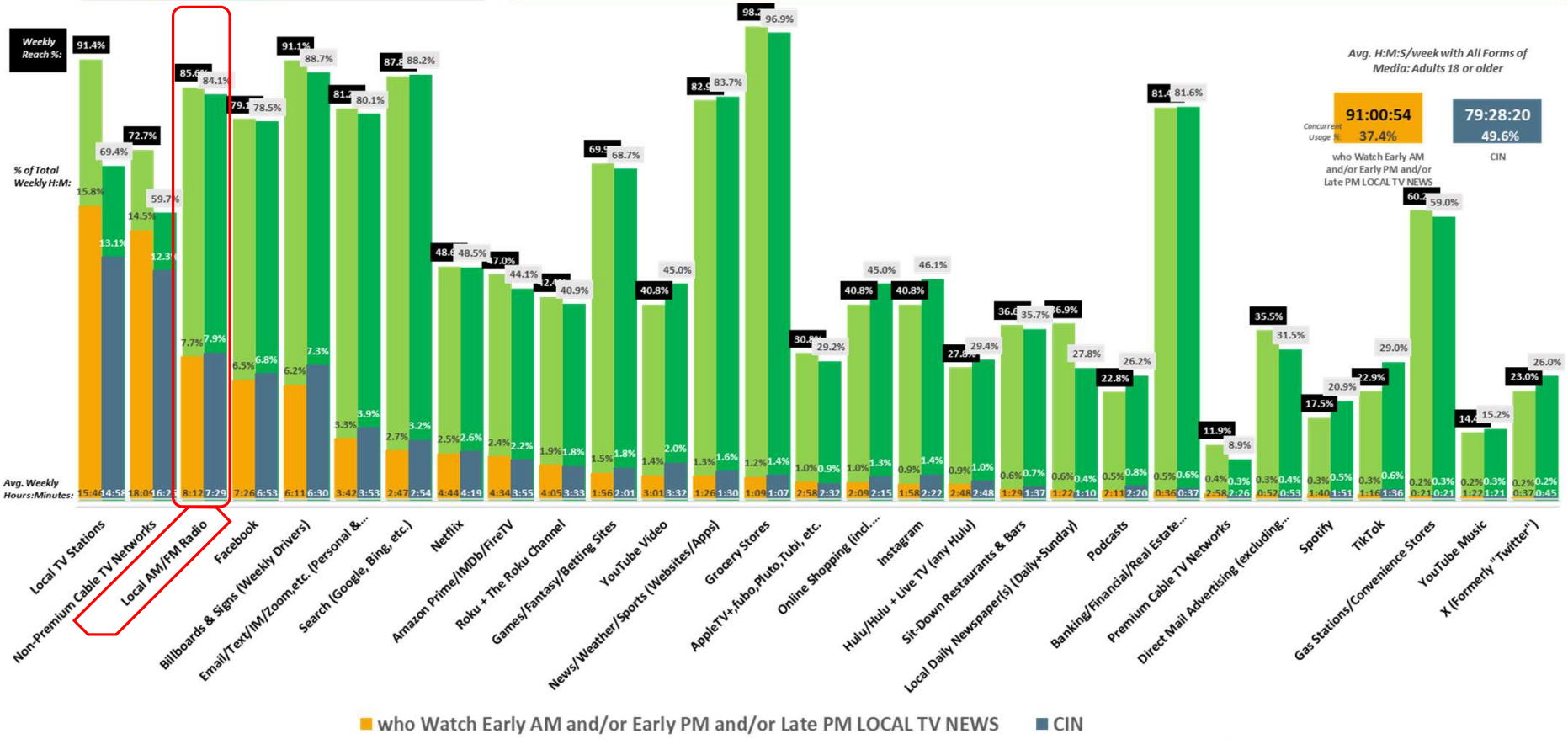
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 3 days, 19 hours, 0 minutes and 54 seconds each week with All Forms of Media.

85.6% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 8 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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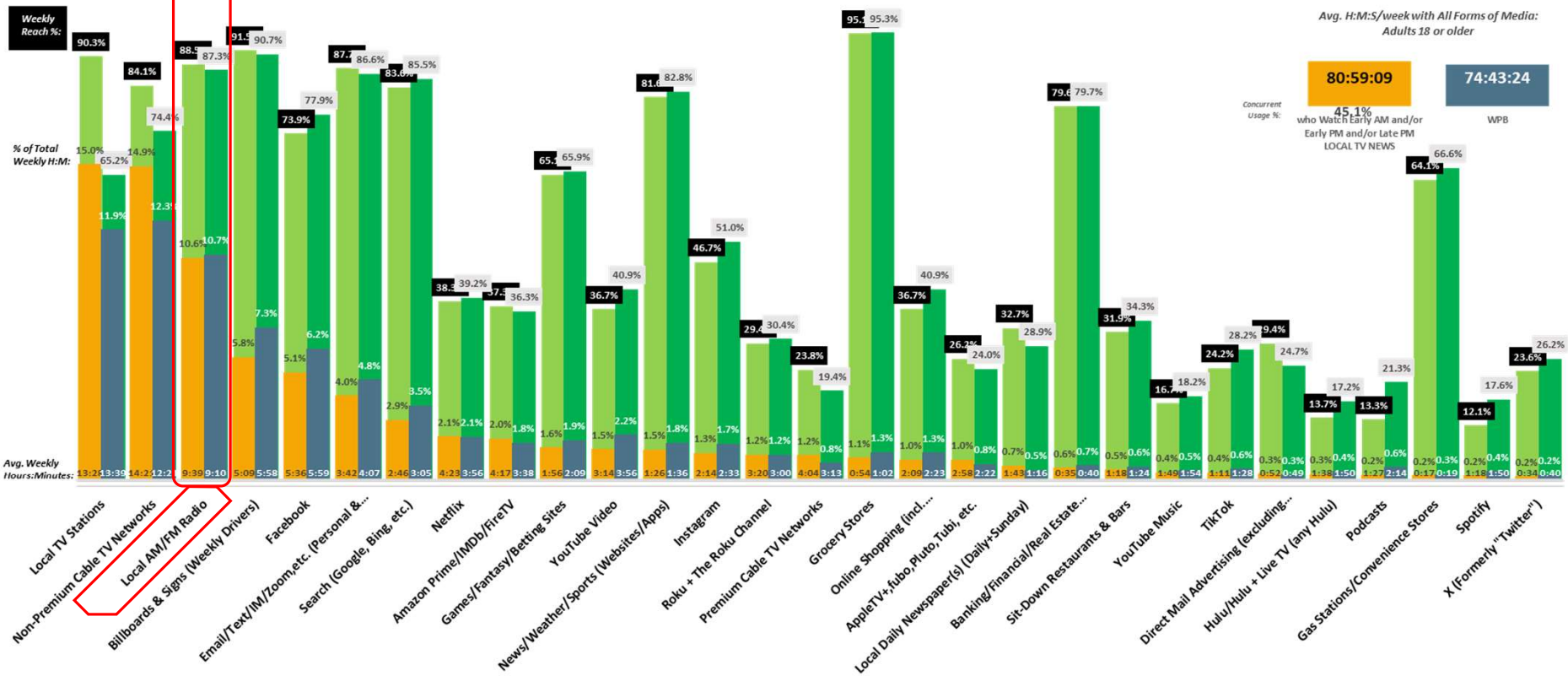
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 3 days, 8 hours, 59 minutes and 9 seconds each week with All Forms of Media.

88.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 9 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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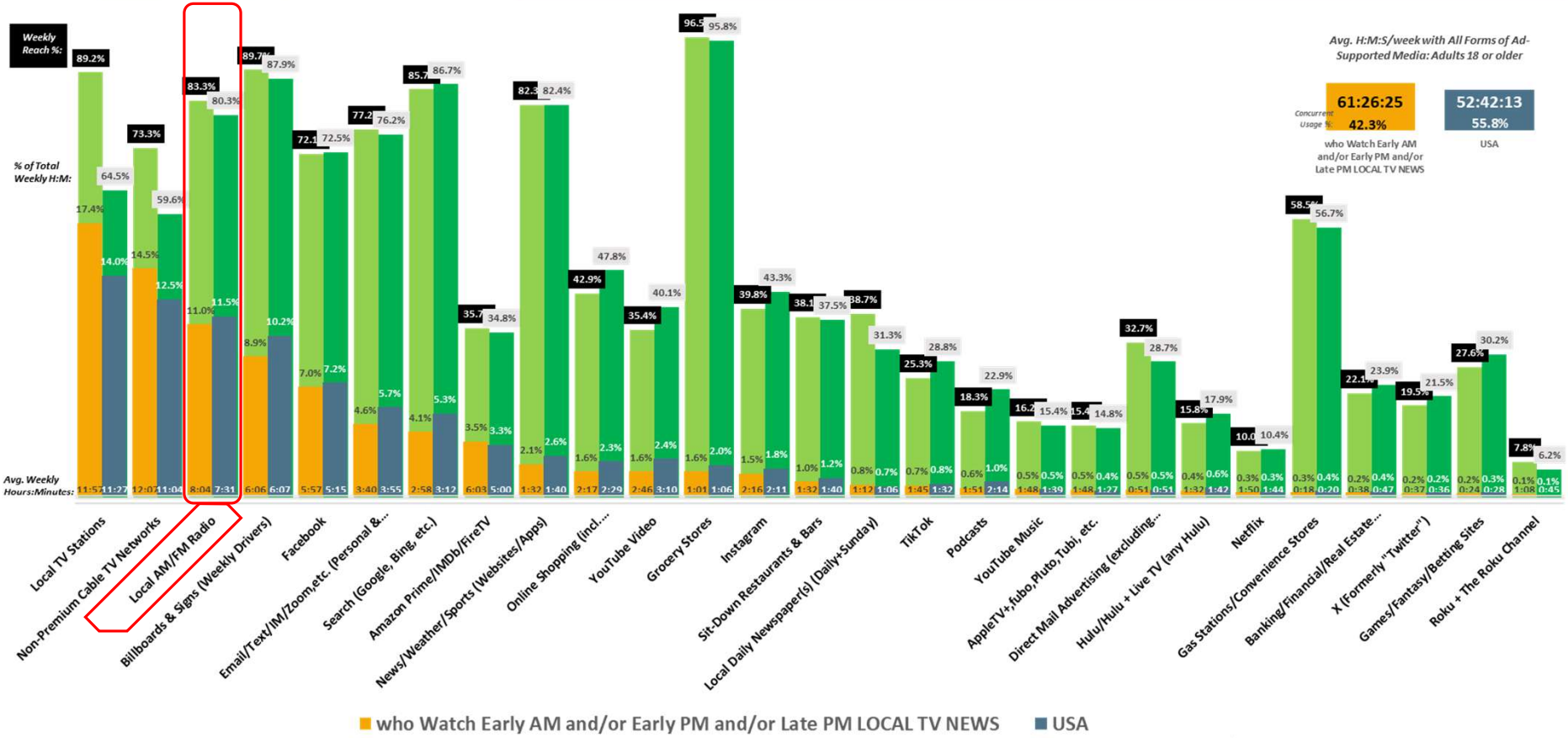
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 2 days, 13 hours, 26 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

83.3% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 8 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332
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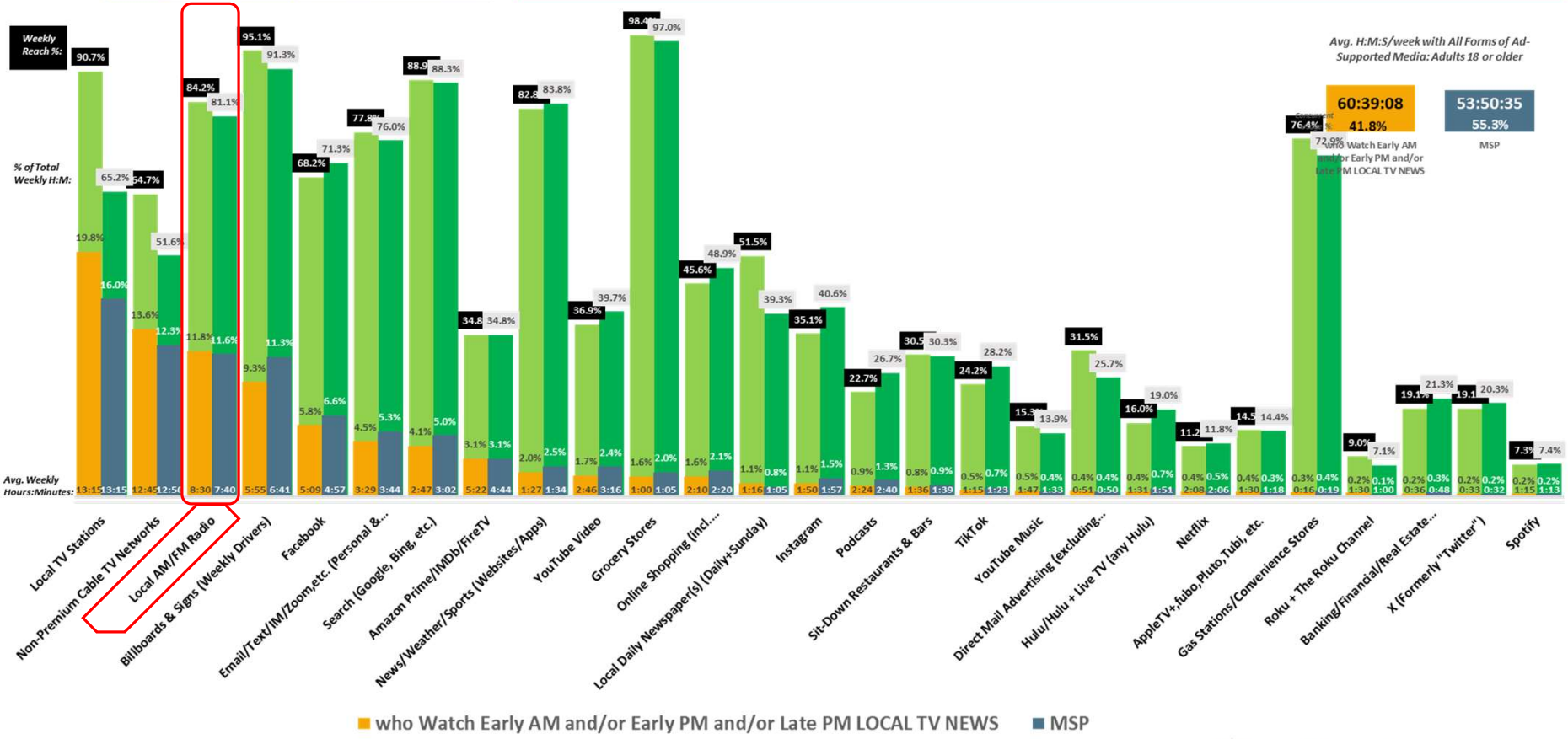
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 2 days, 12 hours, 39 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

84.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 8 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supporte



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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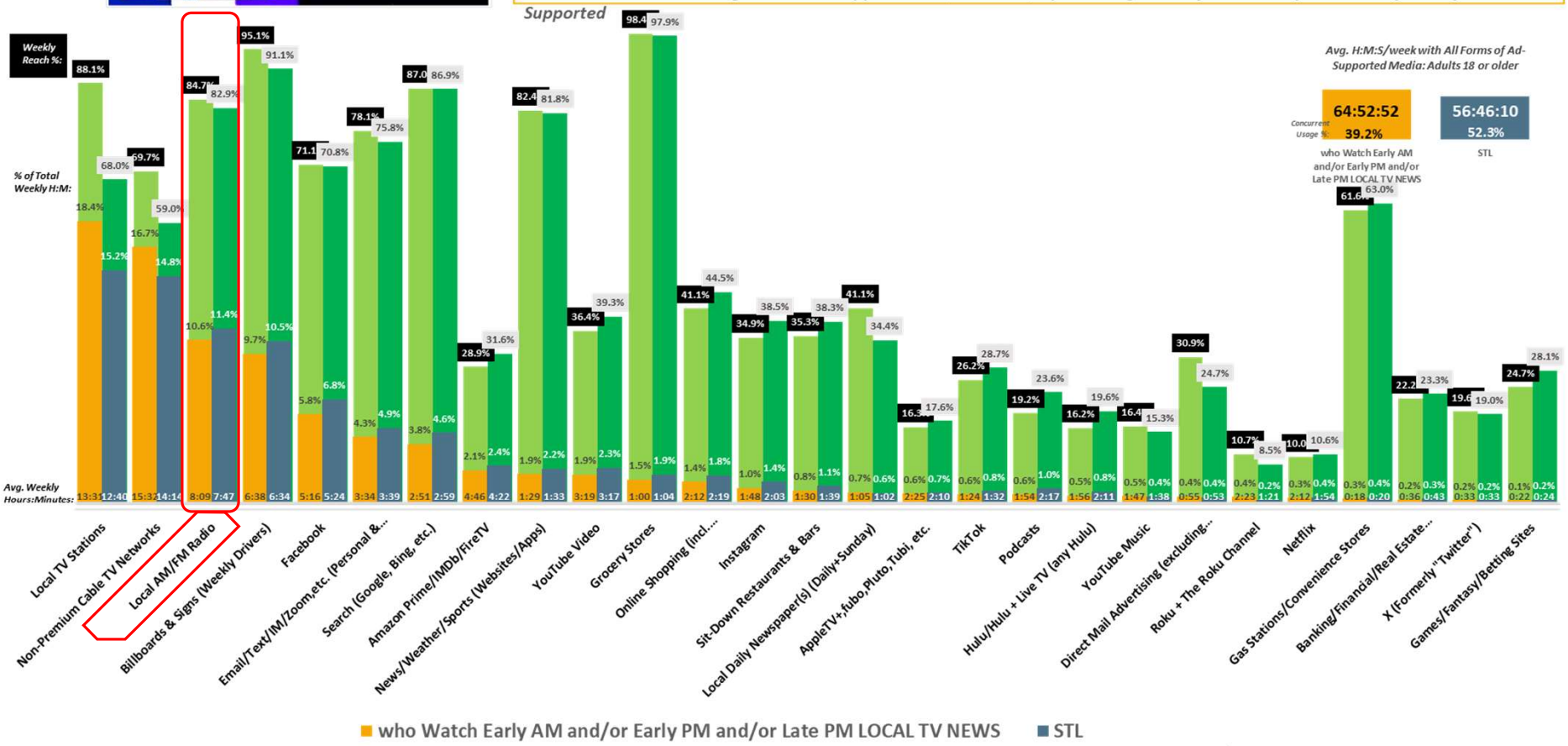
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 2 days, 16 hours, 52 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

84.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 8 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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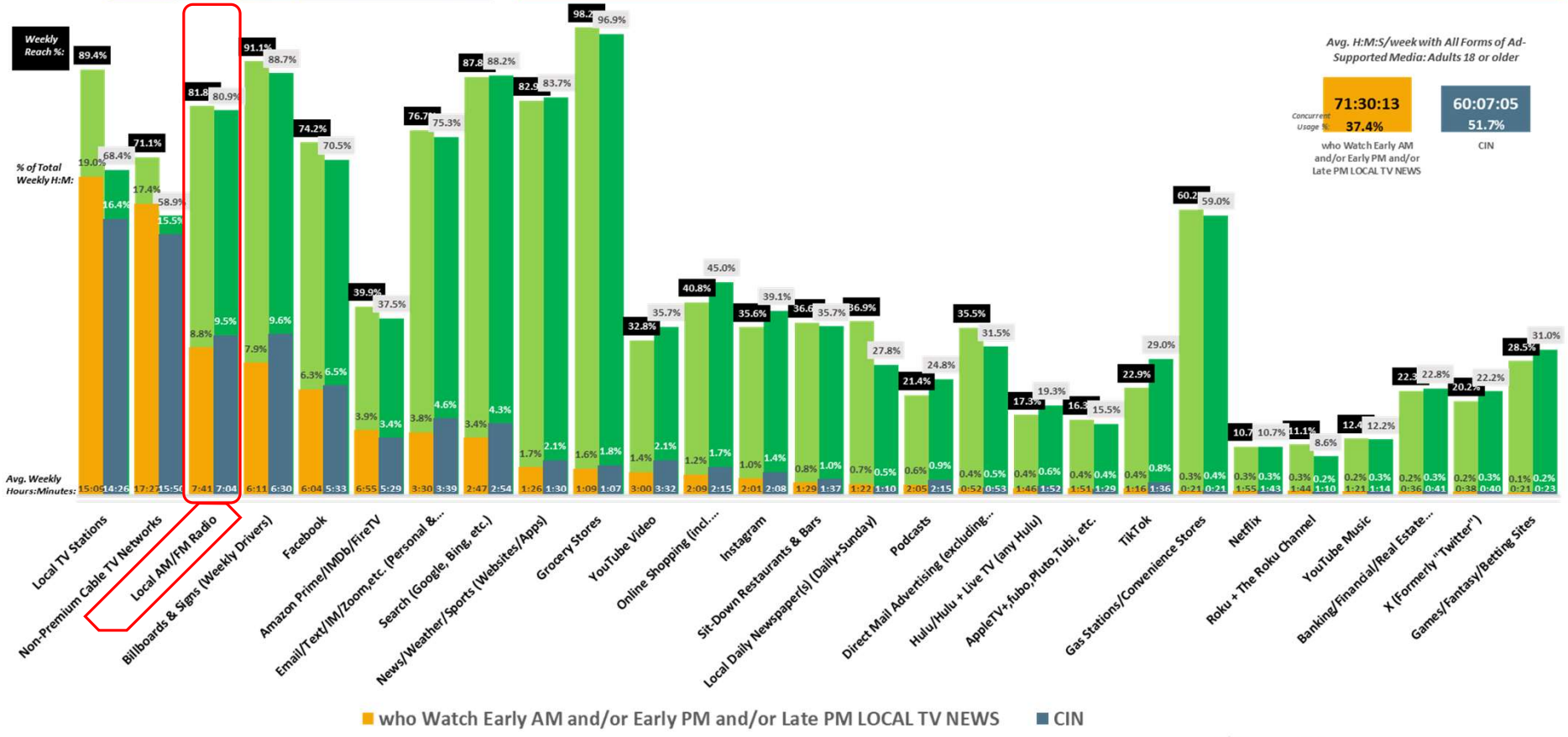
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 2 days, 23 hours, 30 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

81.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 7 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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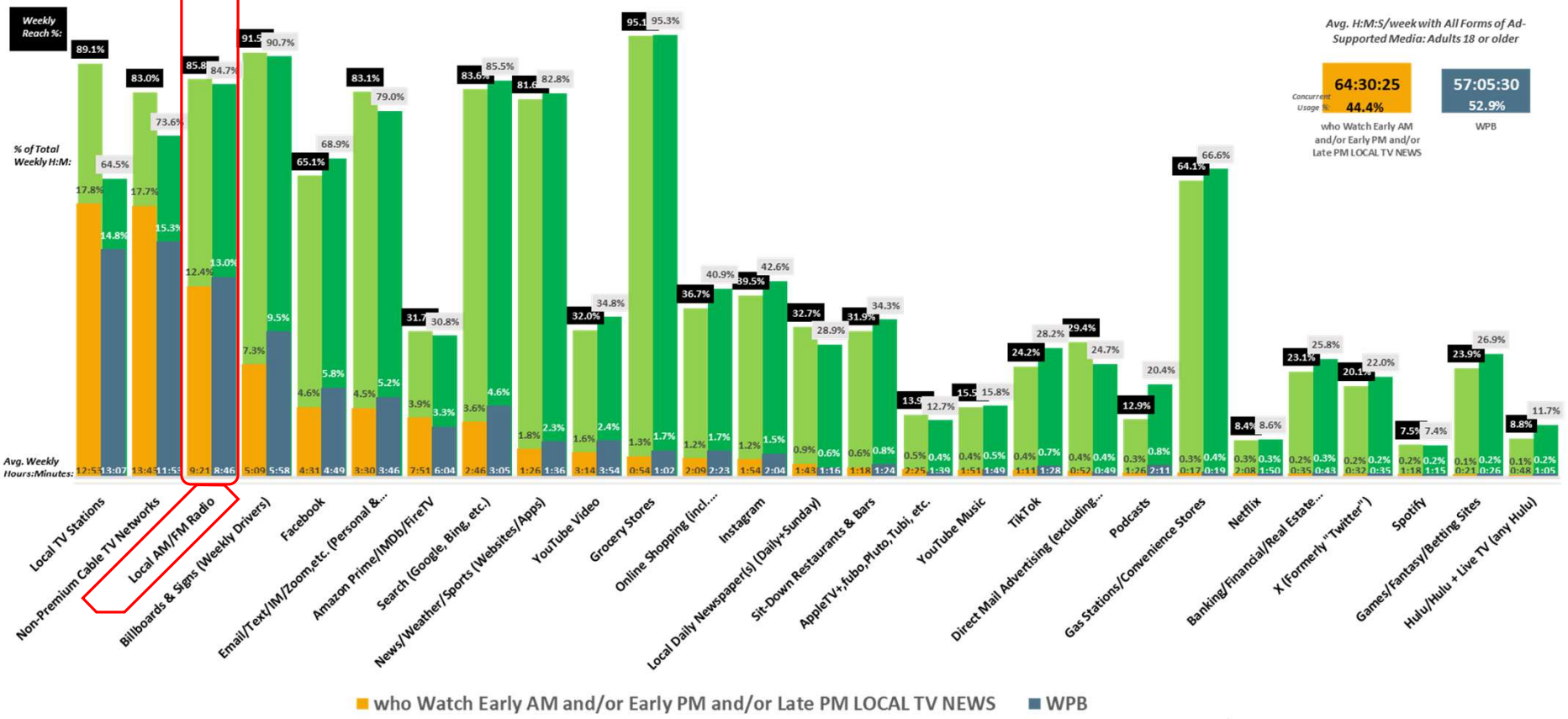
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 2 days, 16 hours, 30 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

85.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an avg. of 9 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supporte



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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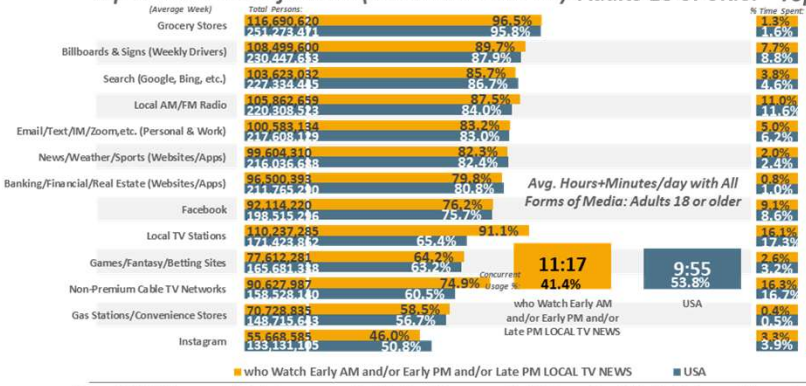
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

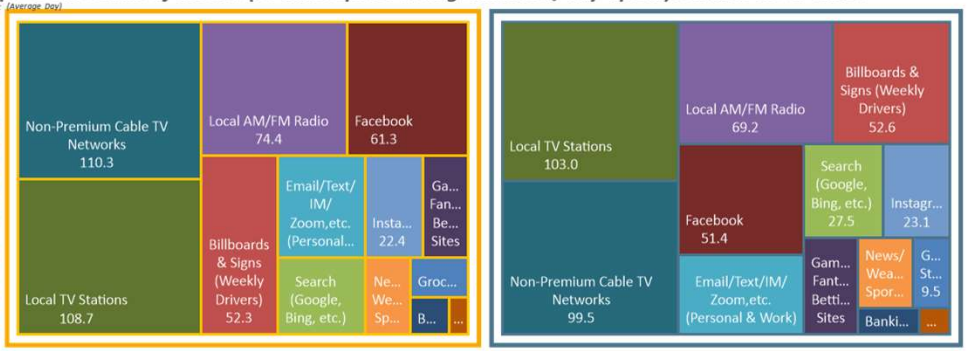


Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 8 hours and 46 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 69.3 minutes/day. *(Local Radio delivers 11.% of Time with Ad-Supported Media.)*

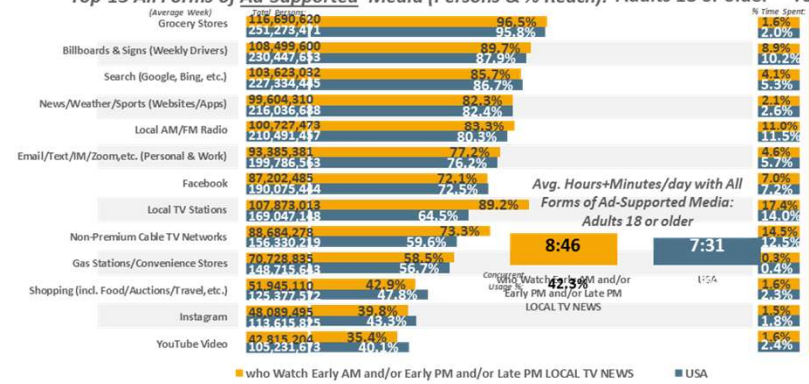
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



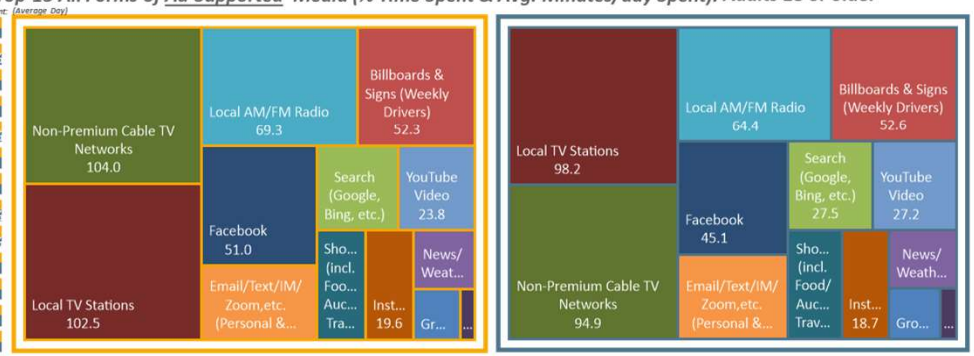
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-Aug24 Qual Intab 11,560

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

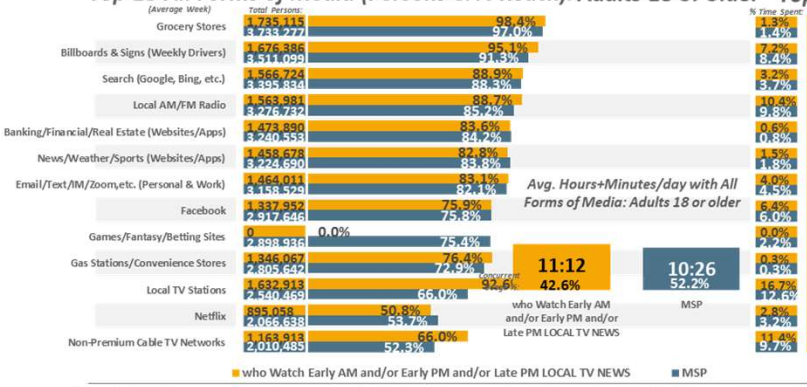
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

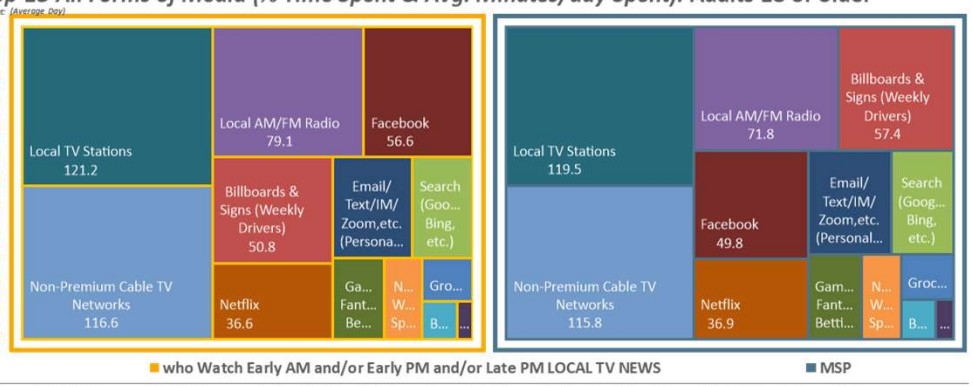


Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 8 hours and 39 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 72.9 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

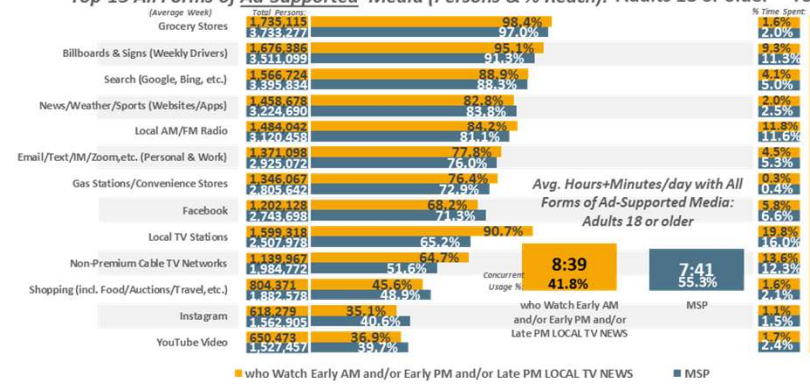
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



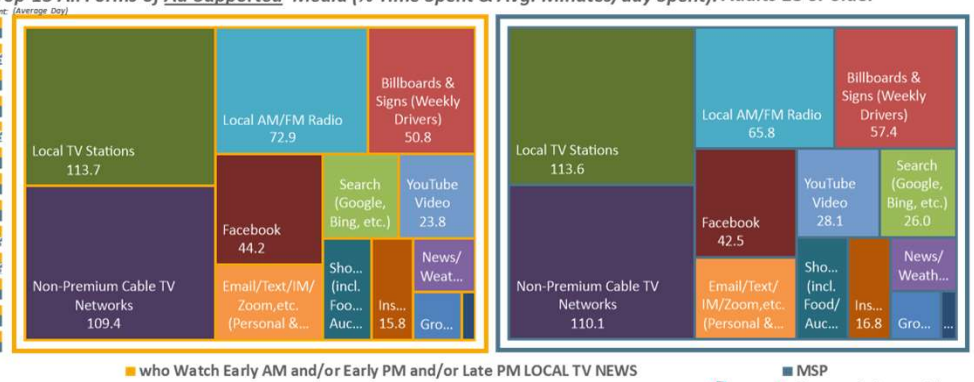
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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 929

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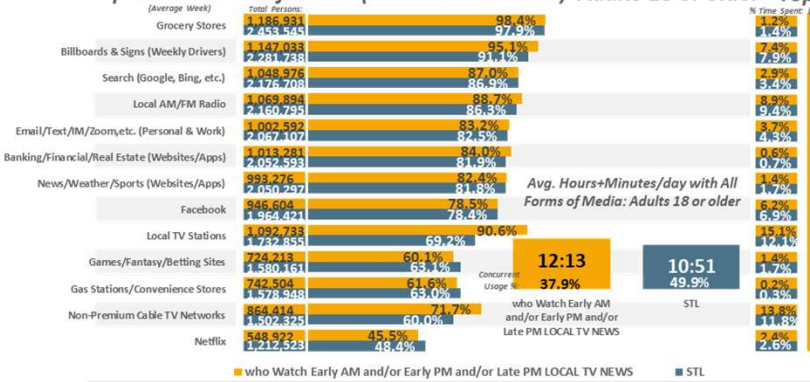
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

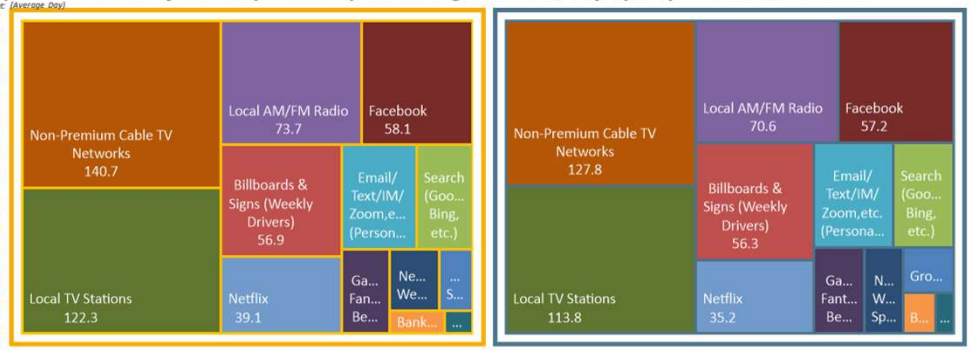


Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 9 hours and 16 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 69.9 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

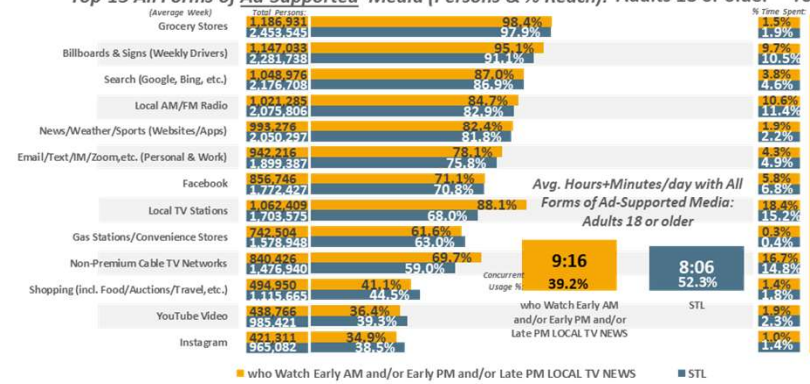
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



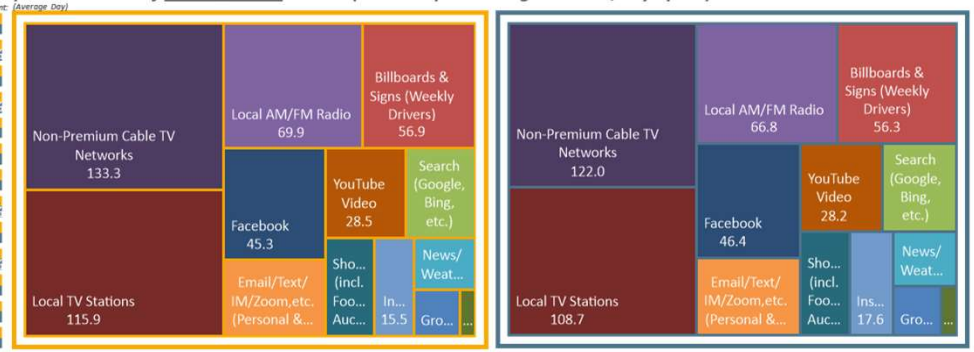
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

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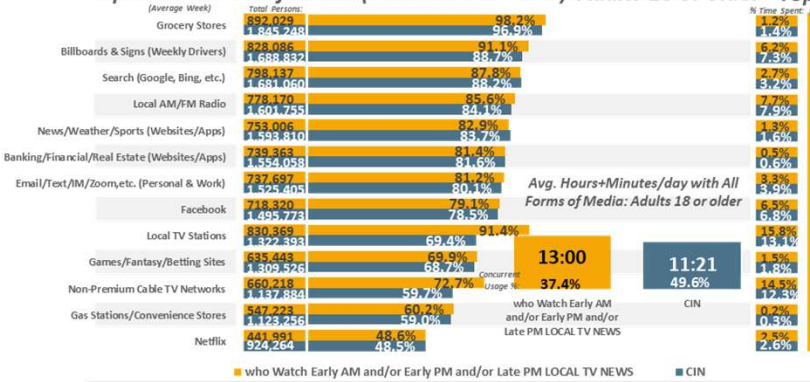
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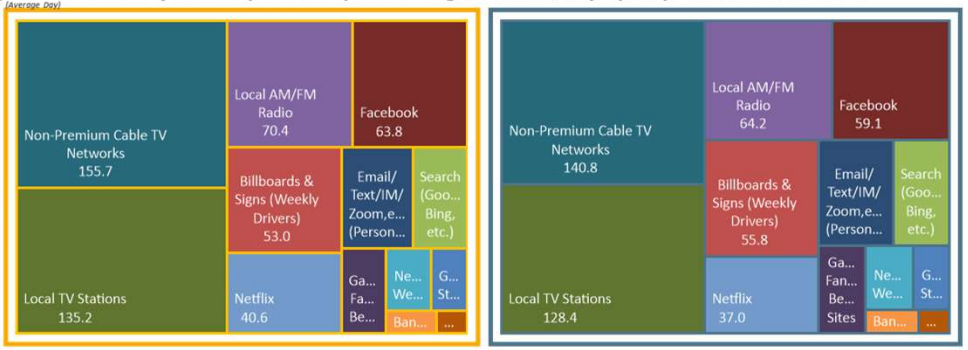


Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 10 hours and 12 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

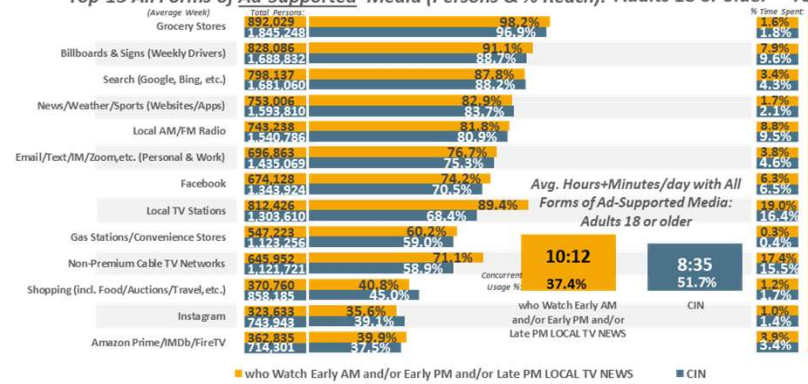
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



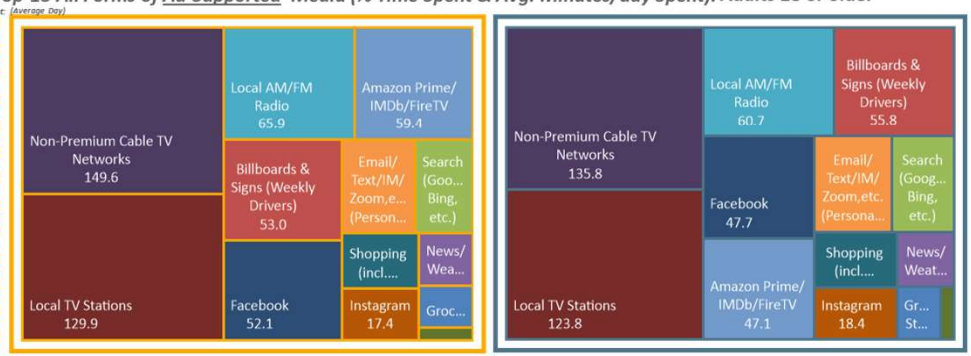
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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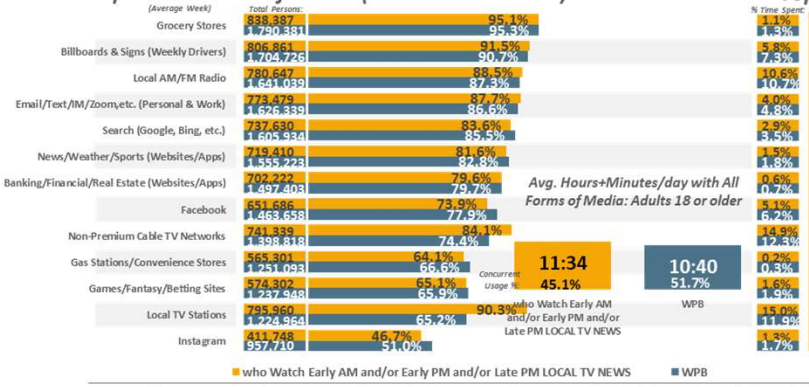
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

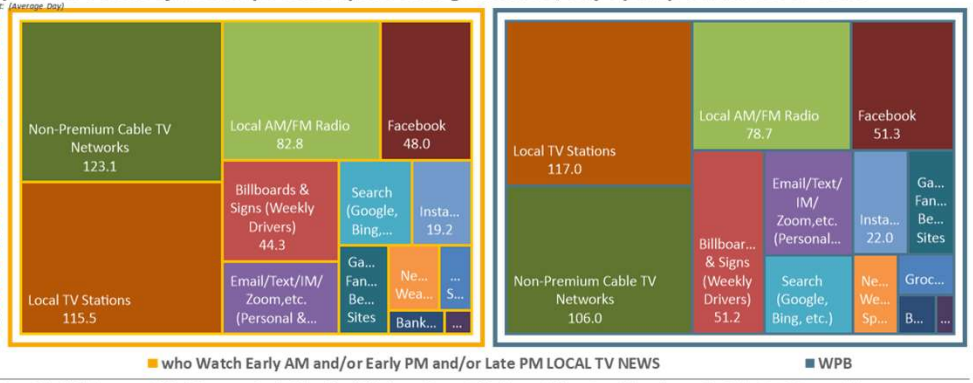


Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 9 hours and 12 minutes each day with All Forms of Ad-Supported Media. 85.8% listen to Local AM/FM Radio for an avg. of 80.2 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

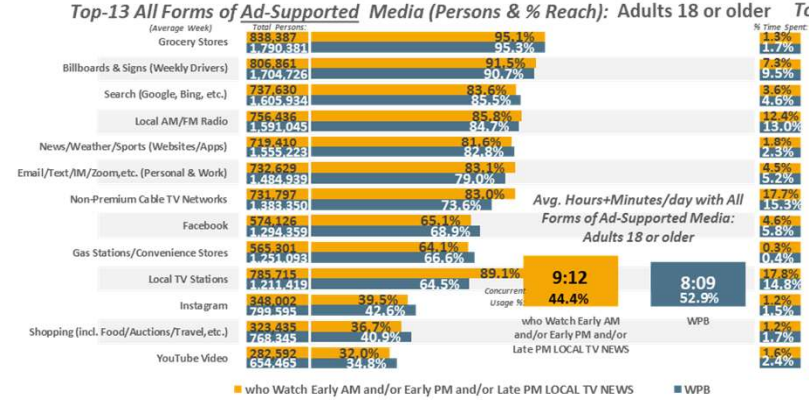
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



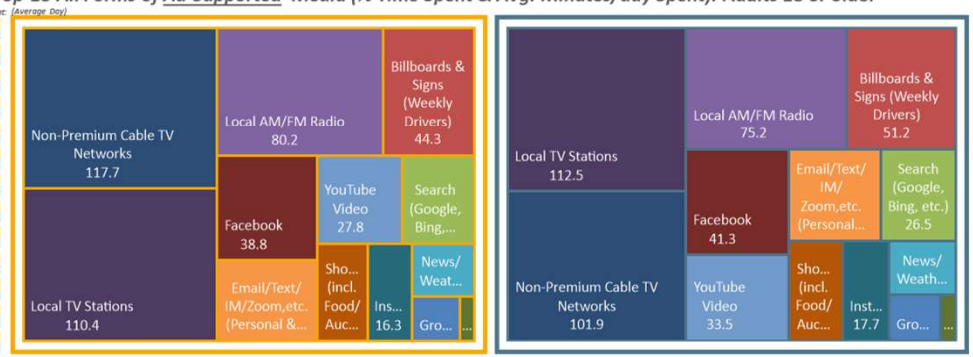
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

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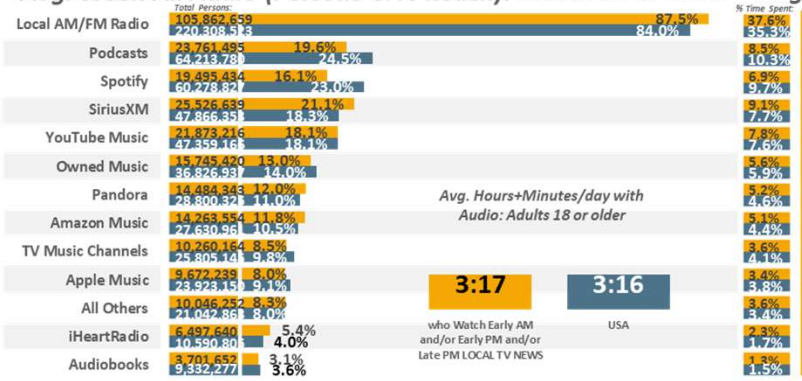
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

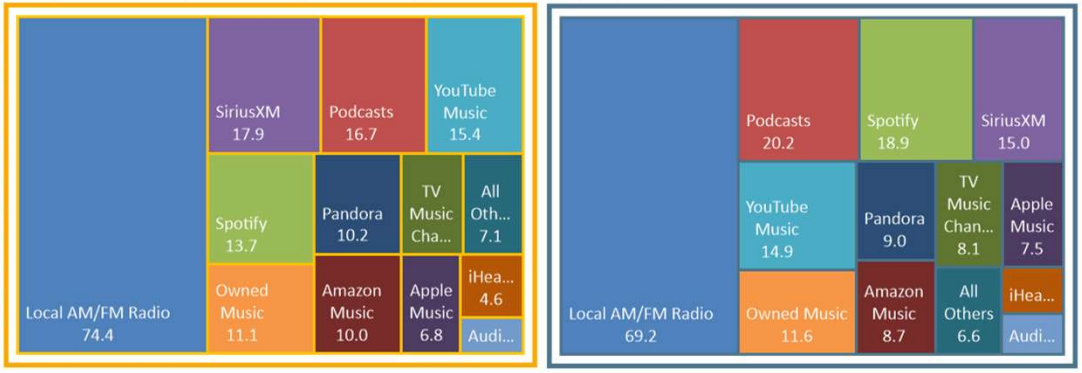


100,727,473 or 83.3% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio

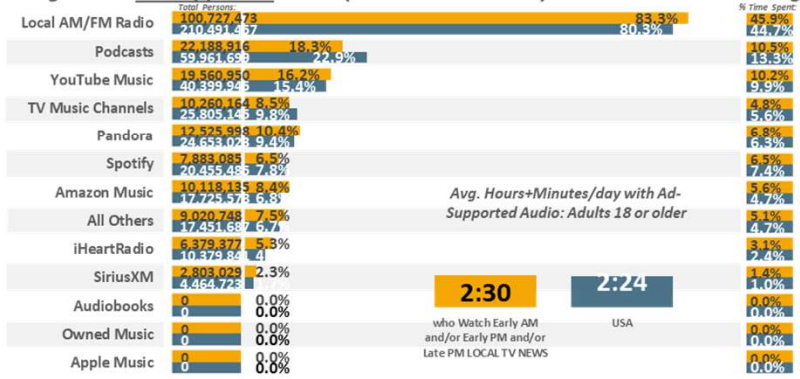
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



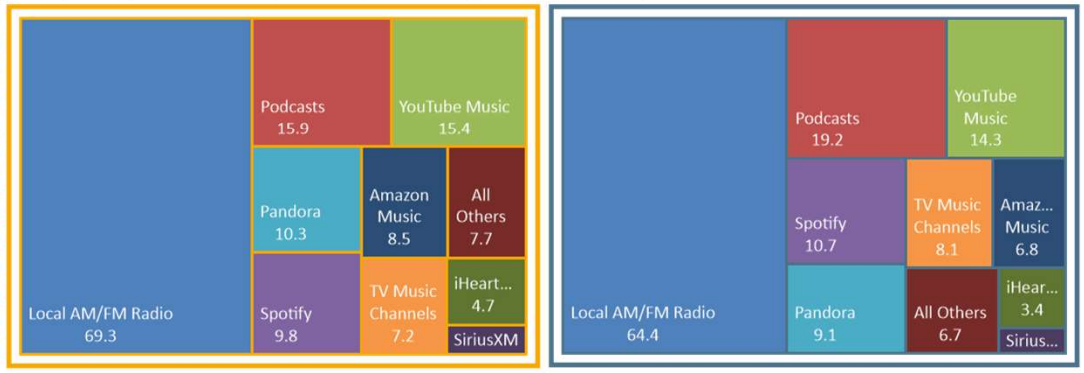
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-Aug24 Qual Intab 11,560

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

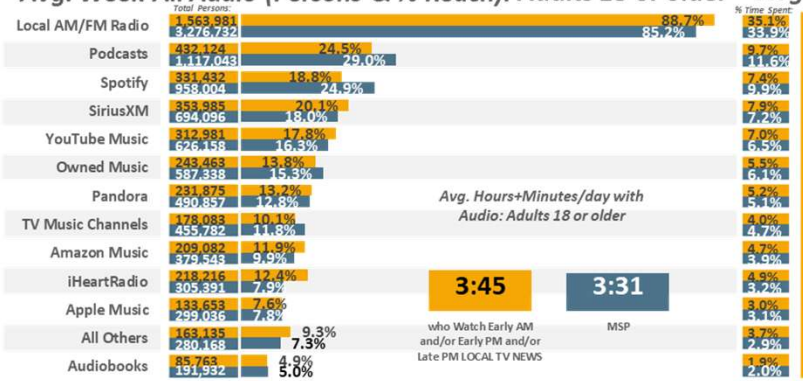
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

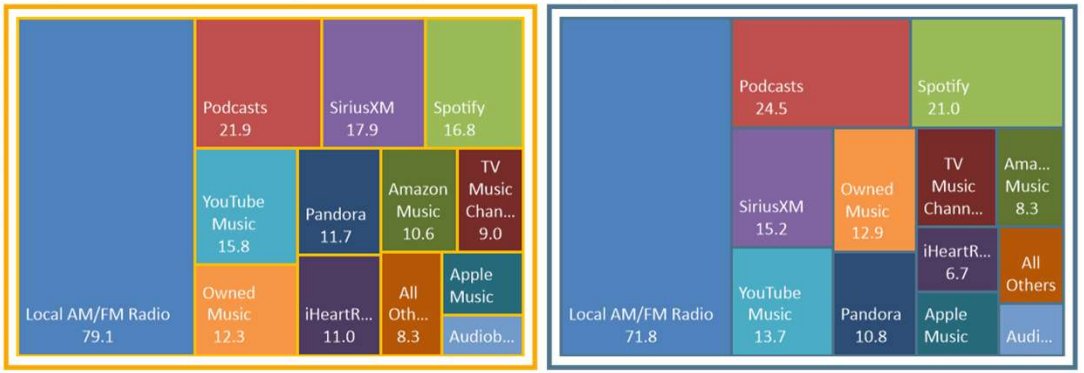


1,484,042 or 84.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 72.9 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

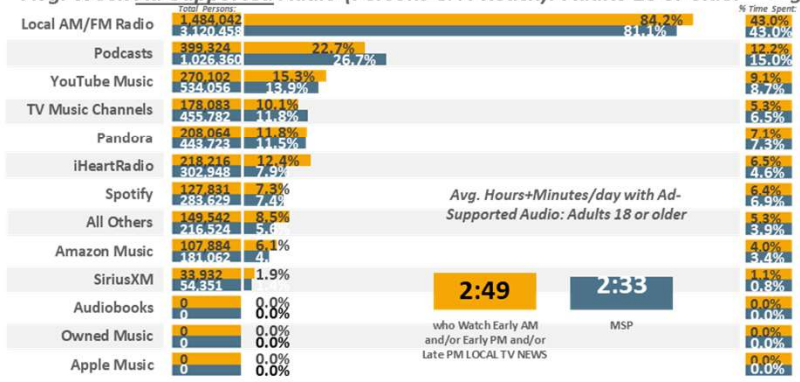
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



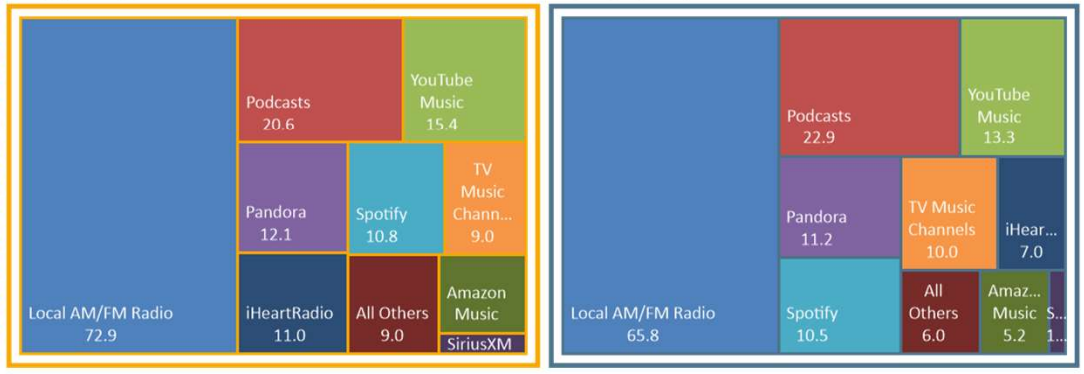
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 929

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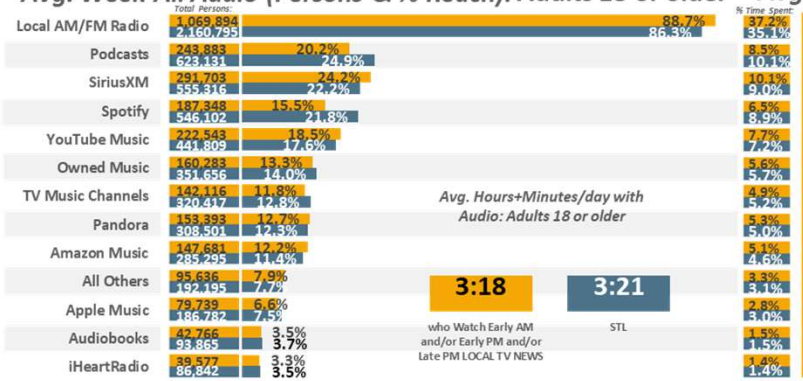
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

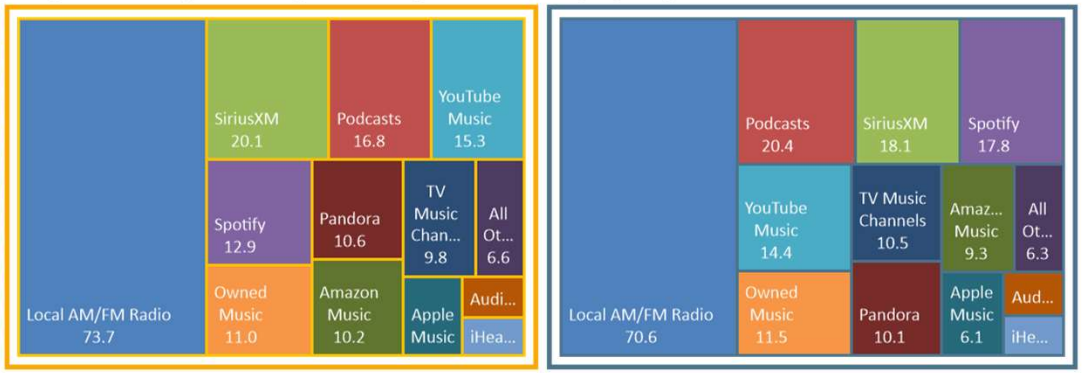


1,021,285 or 84.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio.

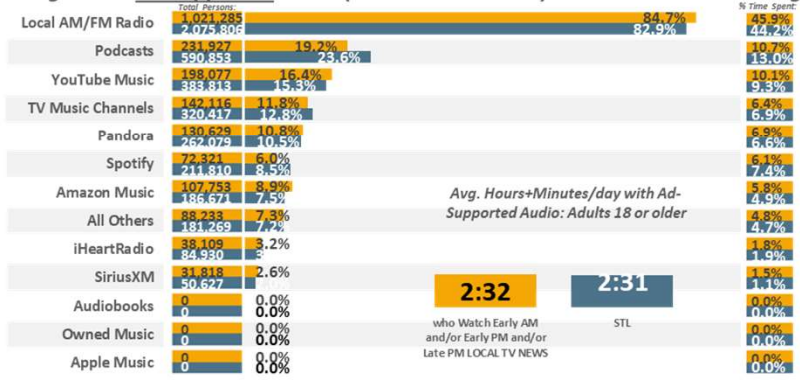
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



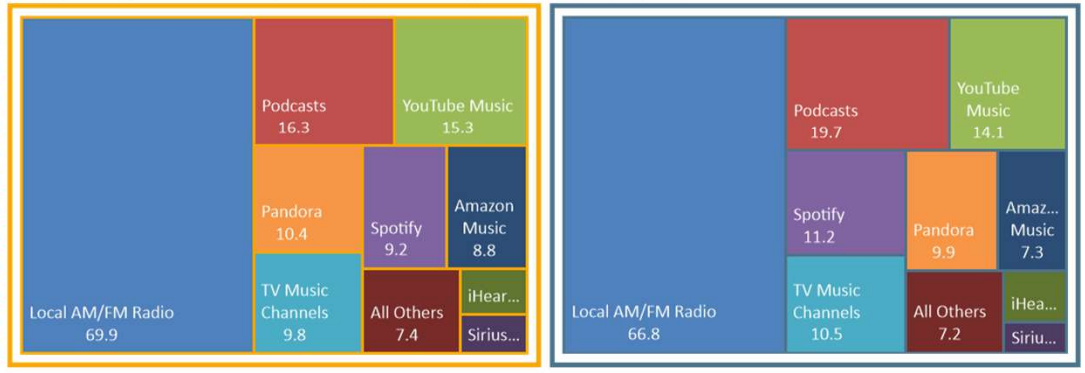
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



743,238 or 81.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 45.7% of all time spent daily with Ad-Supported Audio.

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

	Total Persons:		% Time Spent:
Local AM/FM Radio	778,170 / 1,601,755	85.6% / 84.1%	36.4% / 35.5%
Podcasts	206,978 / 498,724	22.8% / 26.2%	9.7% / 11.1%
Spotify	158,745 / 398,135	17.5% / 20.9%	7.4% / 8.8%
SiriusXM	218,114 / 385,151	24.0% / 20.2%	10.2% / 8.5%
YouTube Music	130,824 / 289,812	14.4% / 15.2%	6.1% / 6.4%
Owned Music	124,715 / 277,034	13.7% / 14.5%	5.8% / 6.1%
TV Music Channels	104,855 / 259,328	11.5% / 13.6%	4.9% / 5.8%
Pandora	106,817 / 194,874	11.8% / 10.2%	5.0% / 4.3%
Amazon Music	107,255 / 185,862	11.8% / 9.8%	5.0% / 4.1%
Apple Music	85,565 / 182,460	9.4% / 9.6%	4.0% / 4.0%
All Others	48,547 / 107,010	5.3% / 5.6	2.3% / 2.4%
iHeartRadio	45,098 / 72,945	5.0% / 3.8%	2.1% / 1.6%
Audiobooks	23,298 / 55,975	2.6% / 2.9%	1.1% / 1.2%

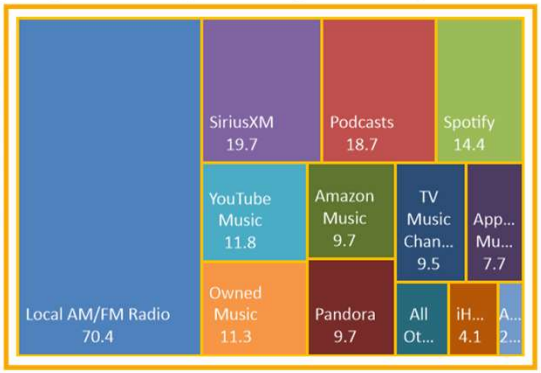
Avg. Hours+Minutes/day with Audio: Adults 18 or older

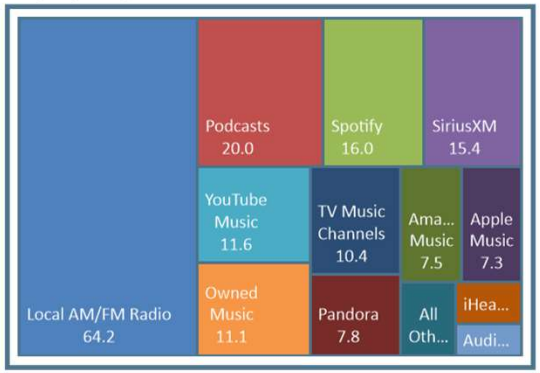
3:13 — who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS

3:00 — CIN

■ who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ CIN

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





■ who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ CIN

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

	Total Persons:		% Time Spent:
Local AM/FM Radio	743,238 / 1,540,786	81.8% / 80.9%	45.7% / 45.3%
Podcasts	194,476 / 472,206	21.4% / 24.8%	12.4% / 14.4%
TV Music Channels	104,855 / 259,328	11.5% / 13.6%	6.6% / 7.8%
YouTube Music	112,369 / 231,655	12.4% / 12.2%	8.1% / 8.0%
Pandora	96,314 / 173,070	10.6% / 9.1%	7.0% / 6.1%
Spotify	59,805 / 132,395	6.6% / 6.9	6.7% / 7.1%
Amazon Music	79,462 / 124,070	8.7% / 6.5	5.9% / 4.6%
All Others	37,840 / 81,687	4.2% / 4	3.2% / 3.3%
iHeartRadio	44,502 / 72,349	4.9% / 3	2.9% / 2.3%
SiriusXM	22,243 / 33,849	2.4%	1.5% / 1.1%
Audiobooks	0 / 0	0.0% / 0.0%	0.0% / 0.0%
Owned Music	0 / 0	0.0% / 0.0%	0.0% / 0.0%
Apple Music	0 / 0	0.0% / 0.0%	0.0% / 0.0%

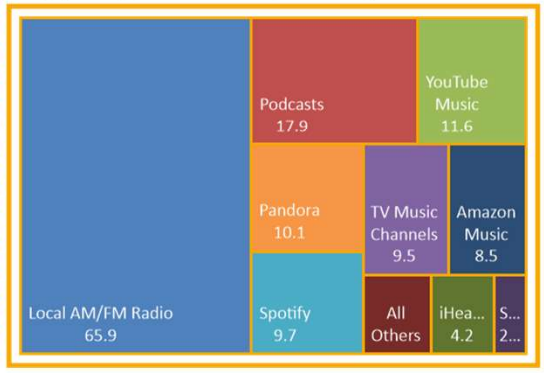
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

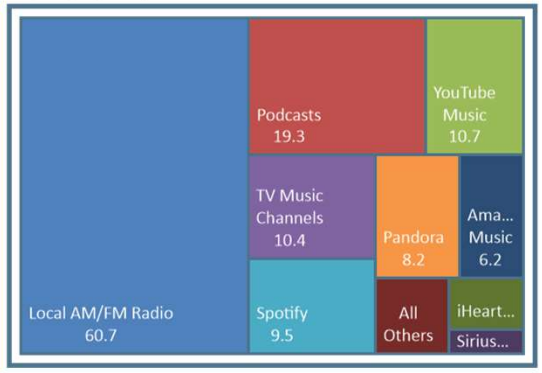
2:24 — who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS

2:13 — CIN

■ who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ CIN

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





■ who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ CIN

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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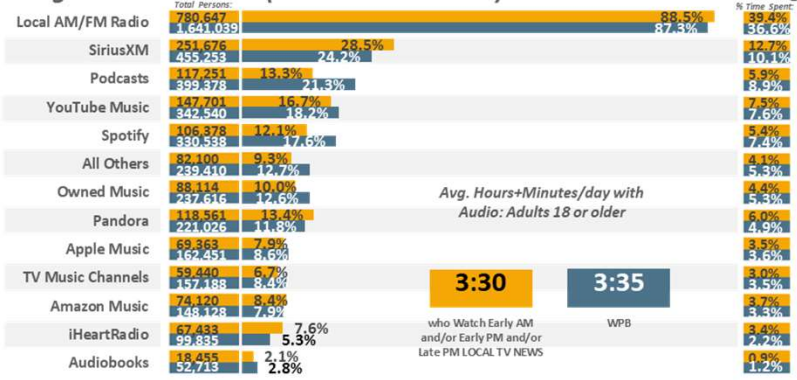
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

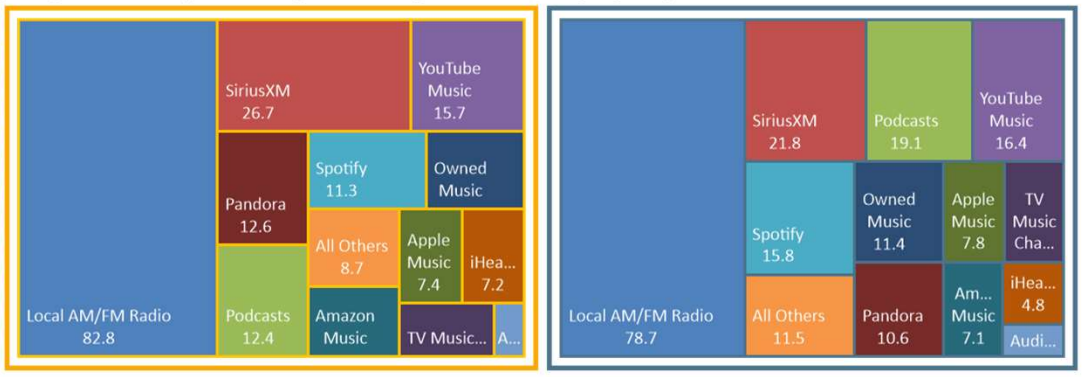


756,436 or 85.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 80.2 minutes every day representing 48.8% of all time spent daily with Ad-Supported Audio.

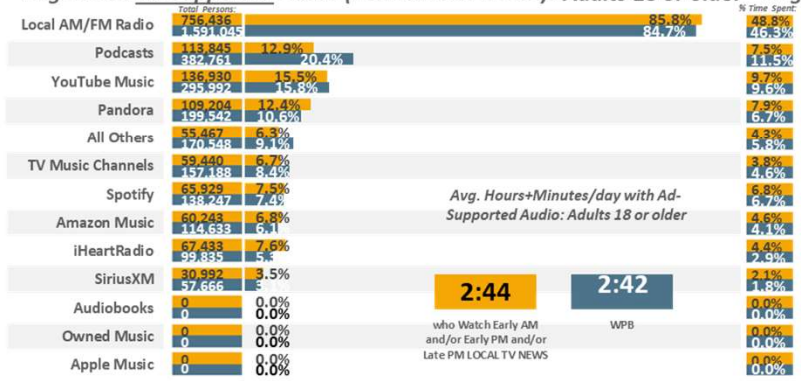
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



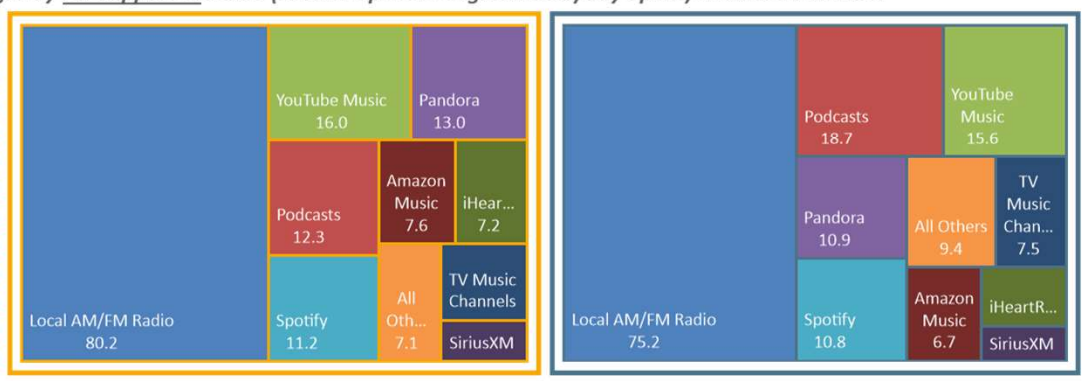
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

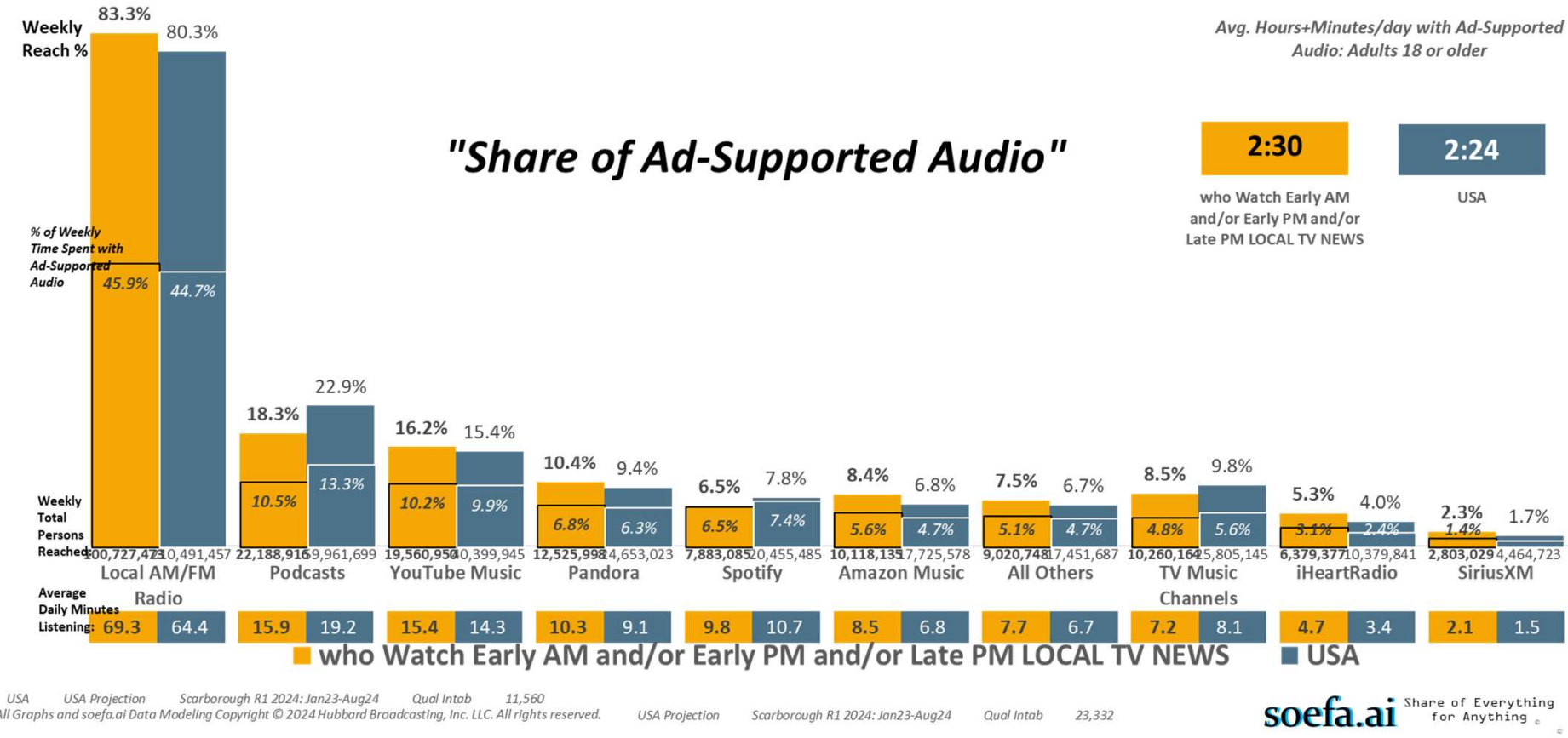
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



100,727,473 or 83.3% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 45.9% of all time spent daily with Ad-Supported Audio



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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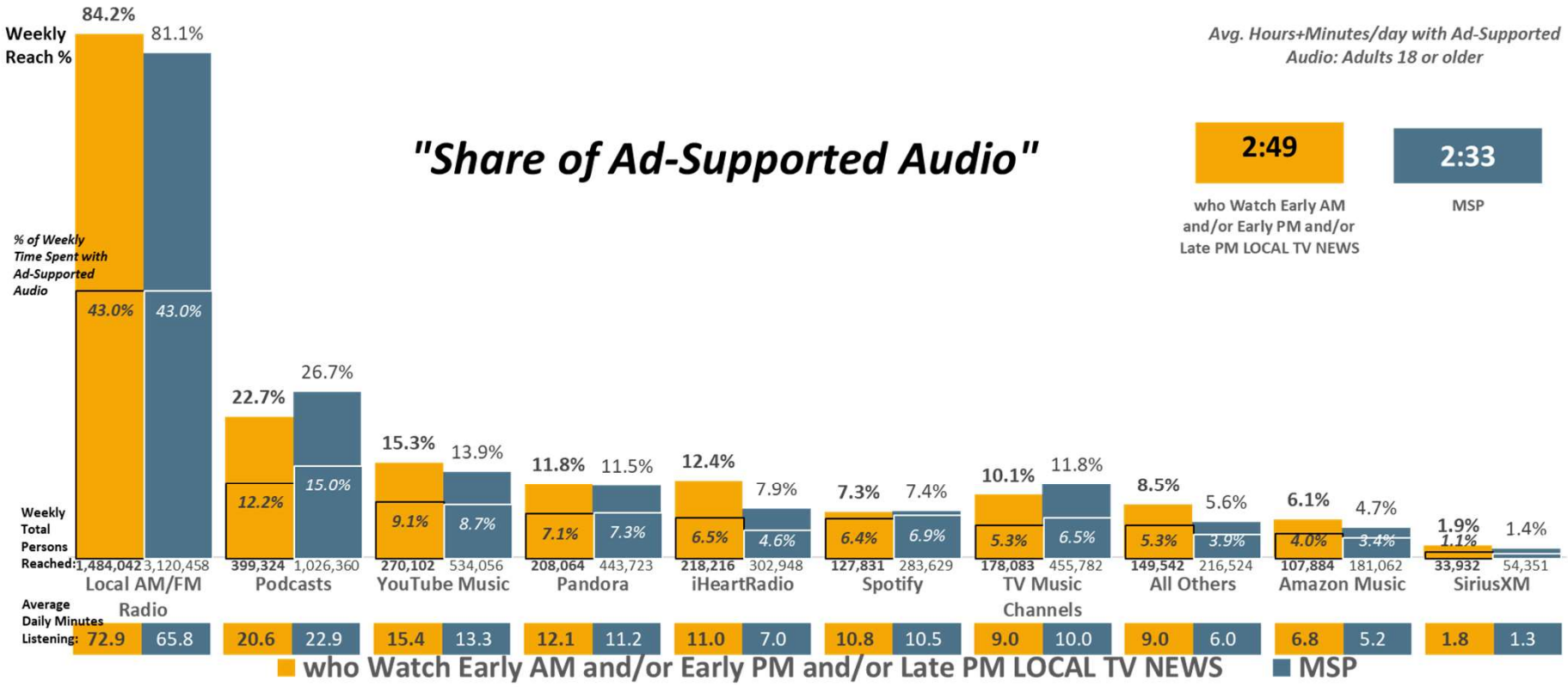
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



1,484,042 or 84.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio for an average of 72.9 minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

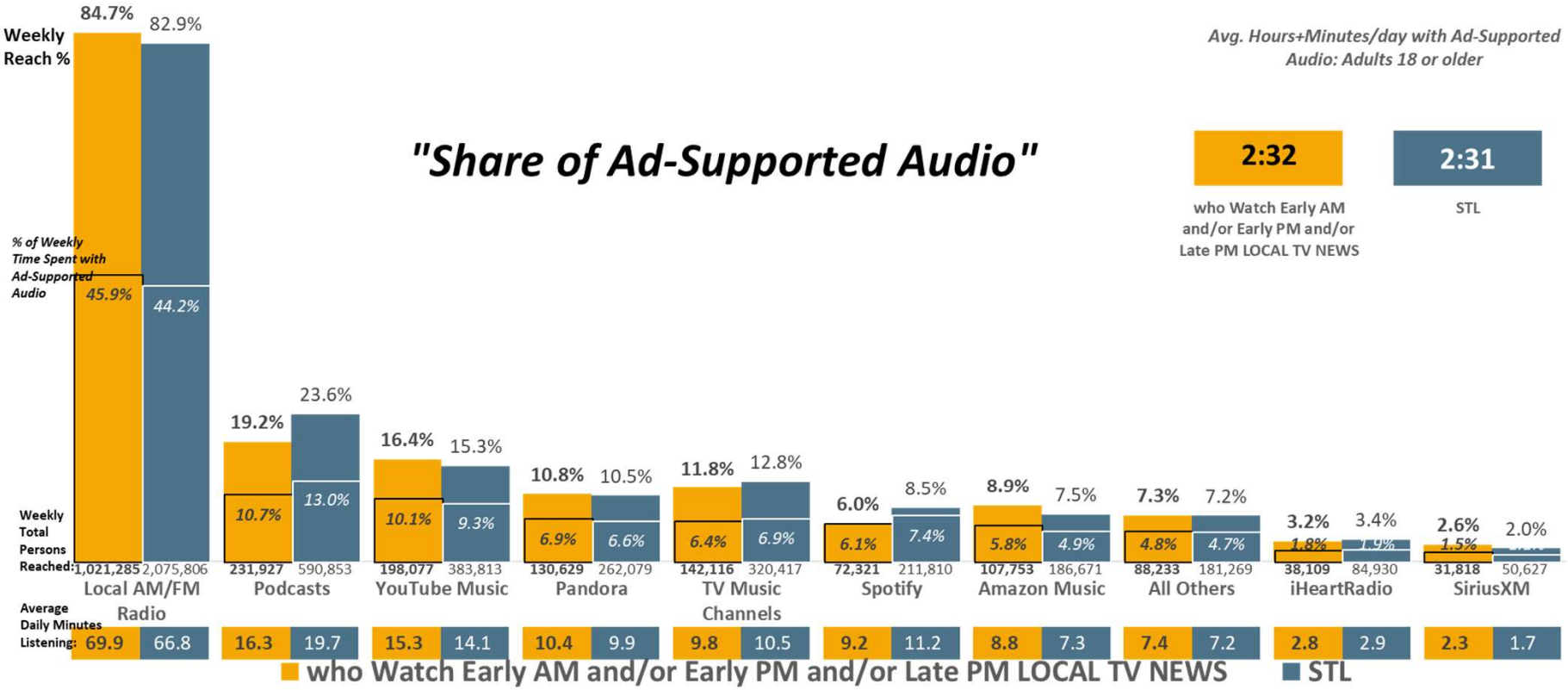
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STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

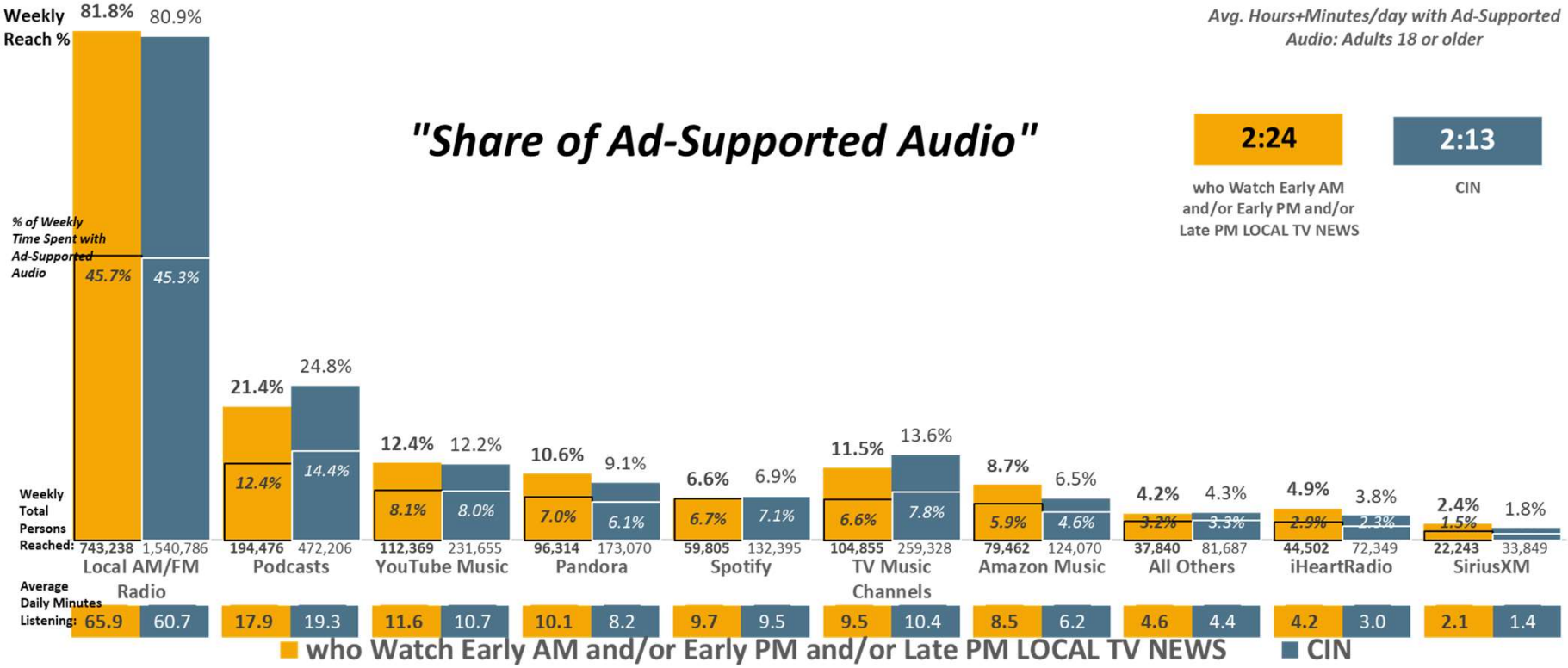
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CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

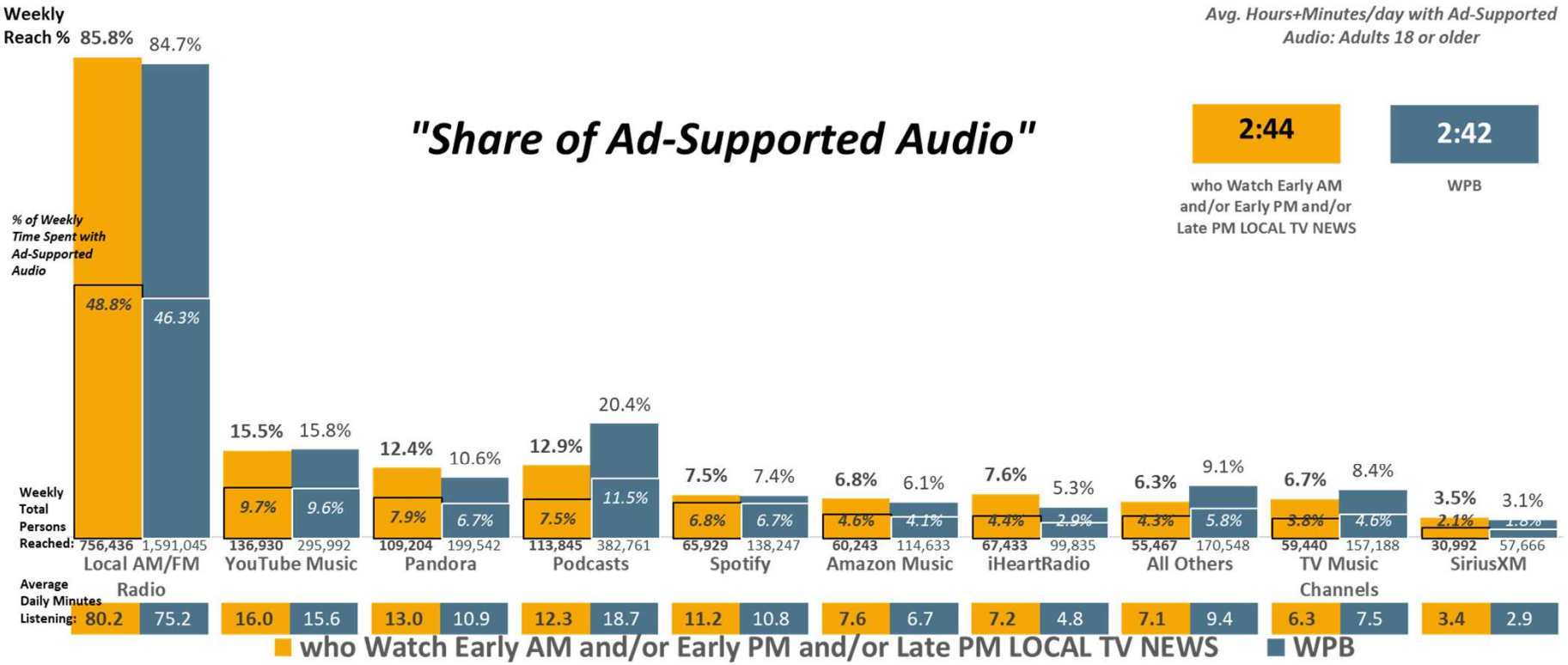
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



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WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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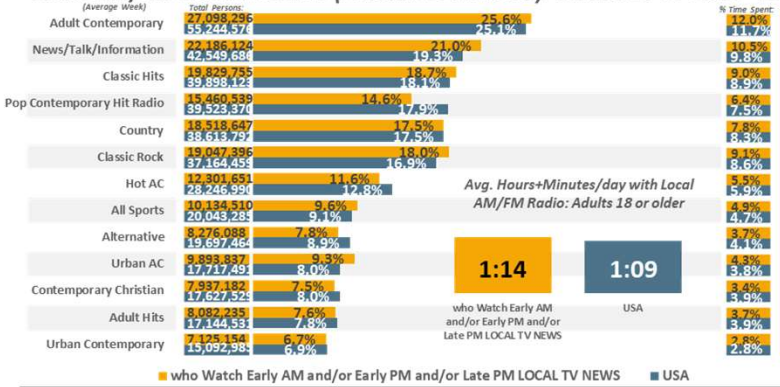
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

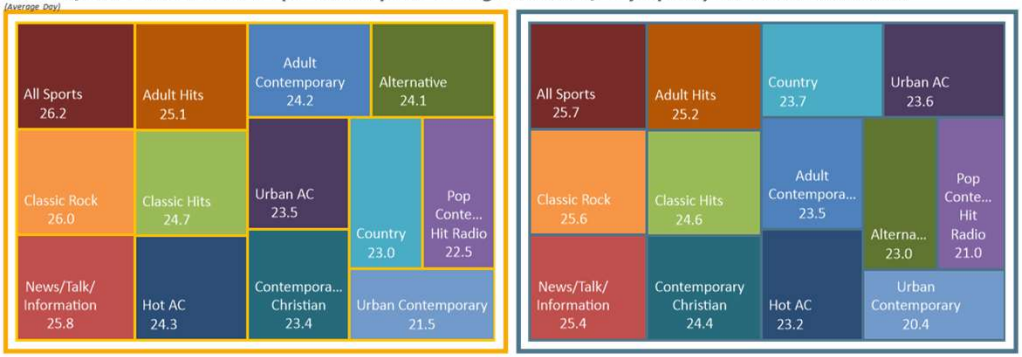


100,727,473 or 83.3% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Ra

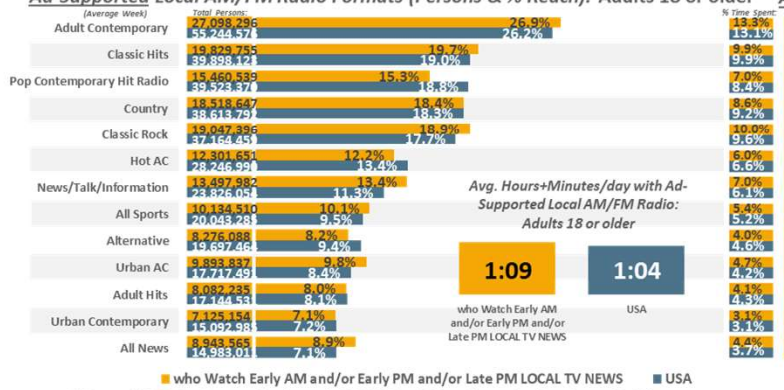
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



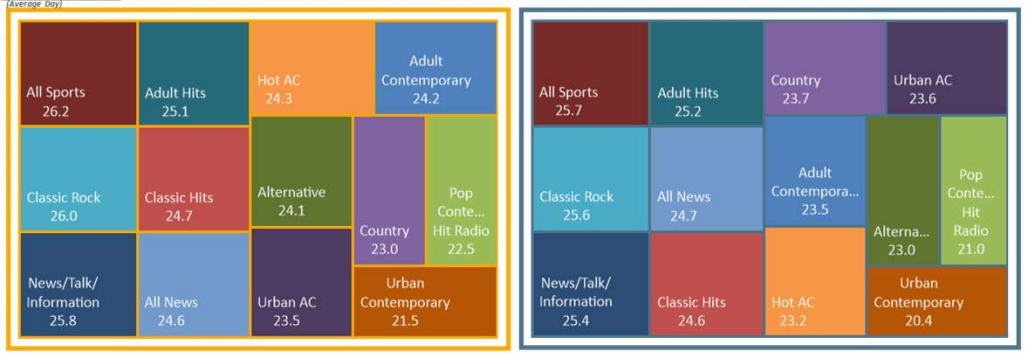
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-Aug24 Qual Intab 11,560

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

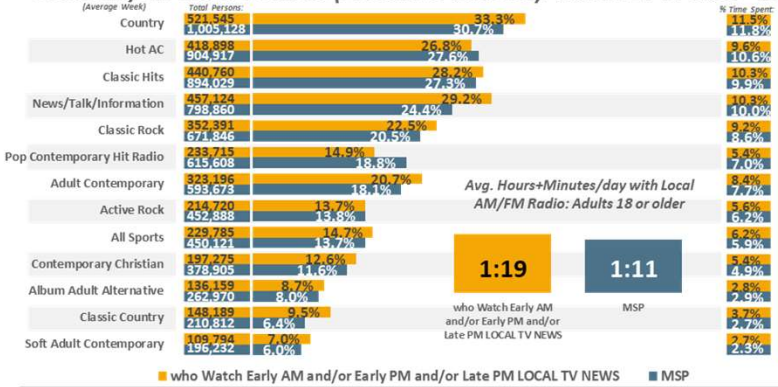
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

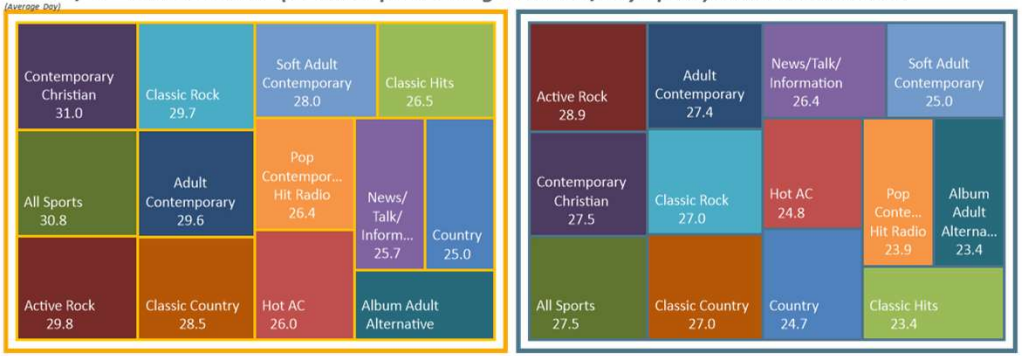


1,484,042 or 84.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Hot AC, Classic Rock, and Adult Contemporary.

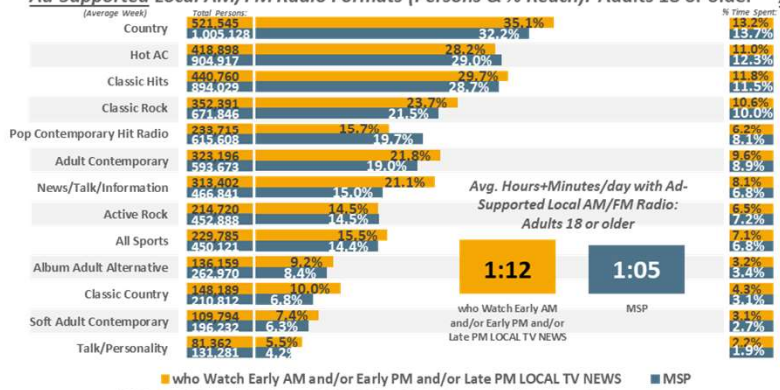
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



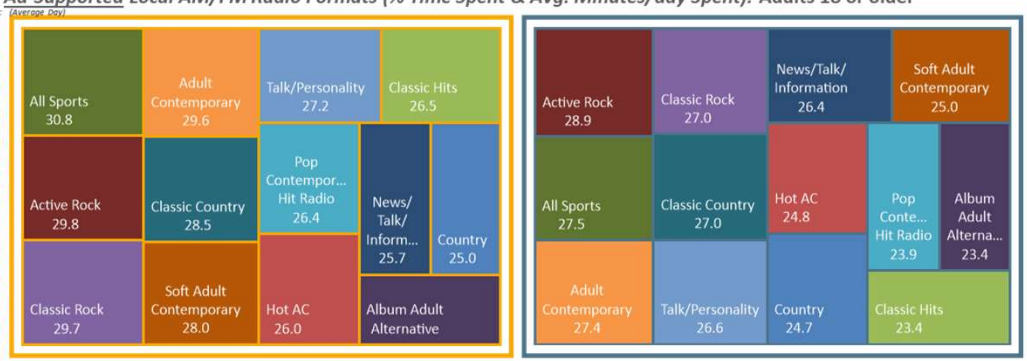
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 929

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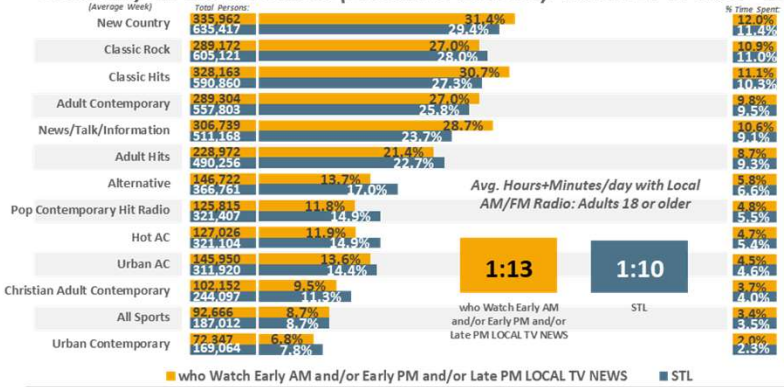
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

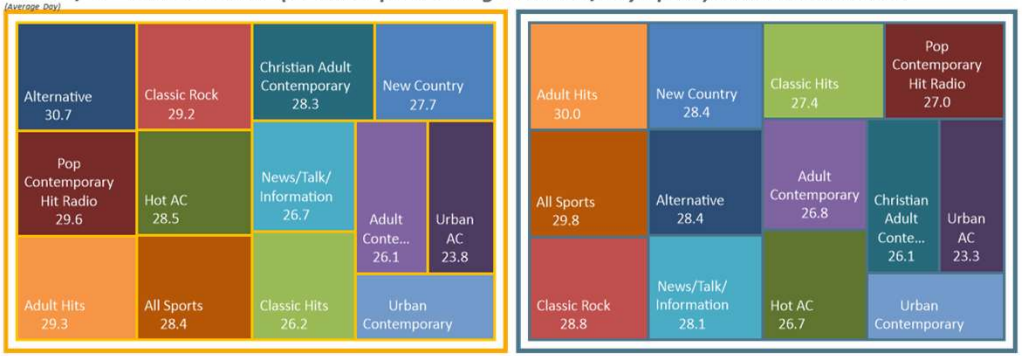


1,021,285 or 84.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Adult Contemporary, Classic Rock, and News/Talk/Information

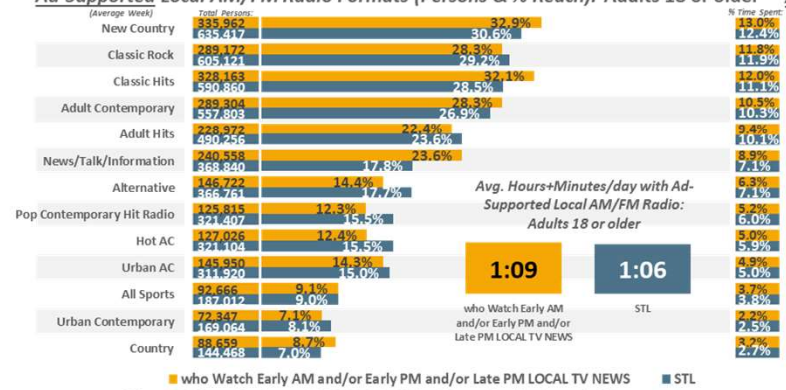
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



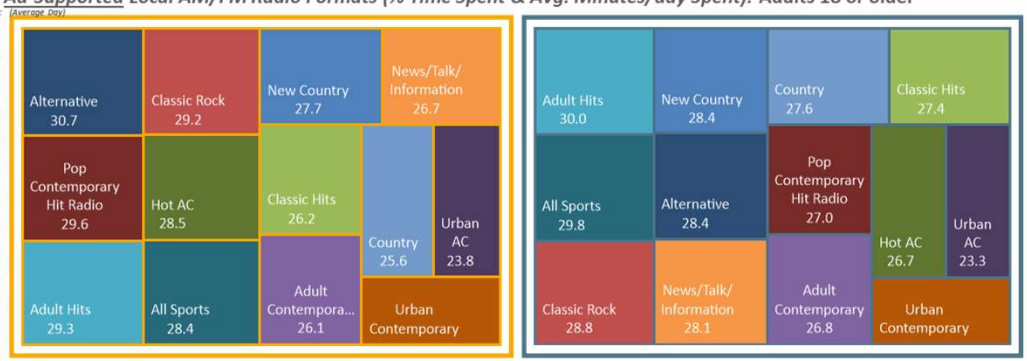
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,057

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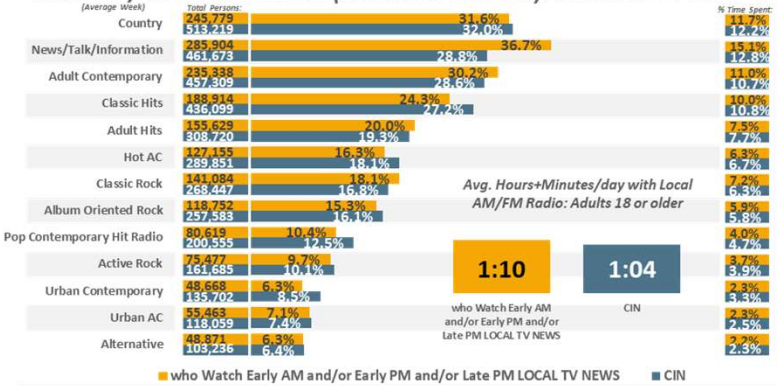
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

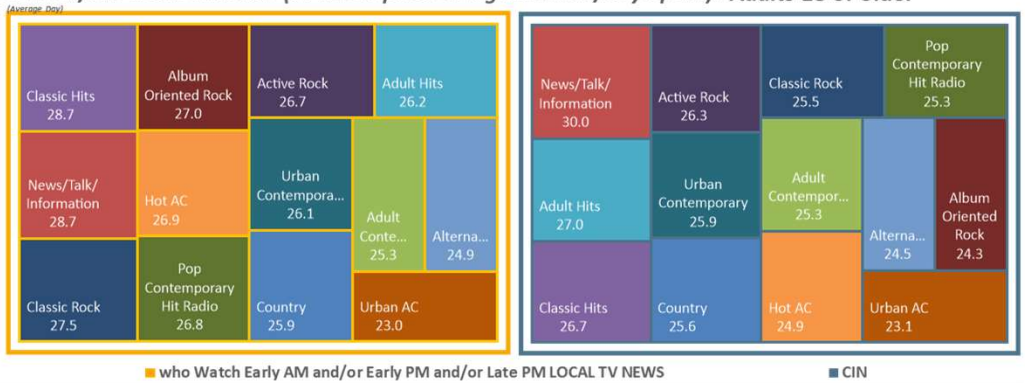


743,238 or 81.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, News/Talk/Information, Classic Hits, and Adult Hits.

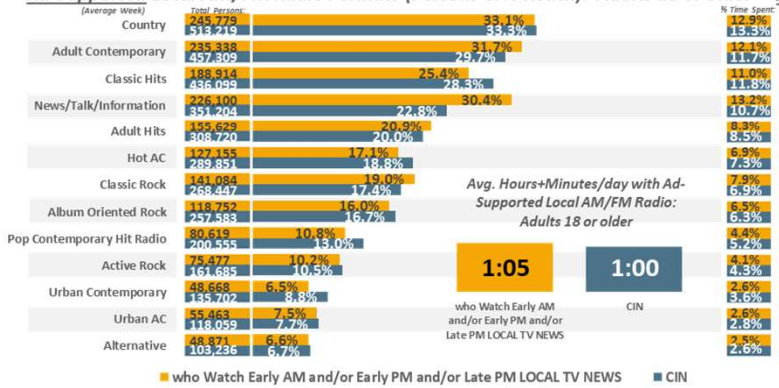
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



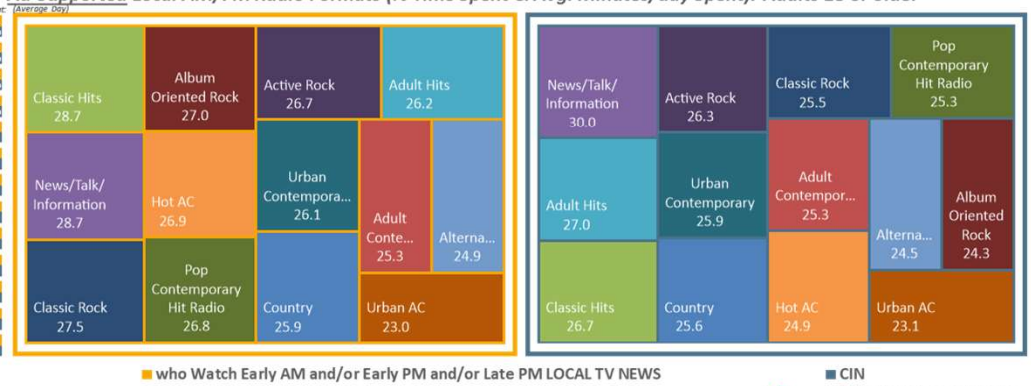
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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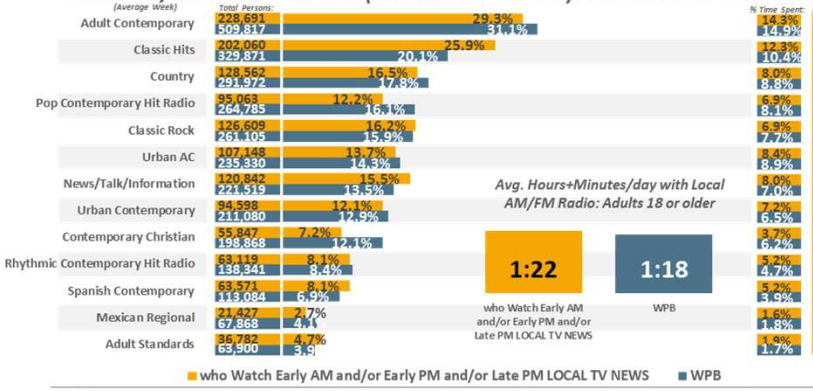
soefa.ai Share of Everything for Anything

(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

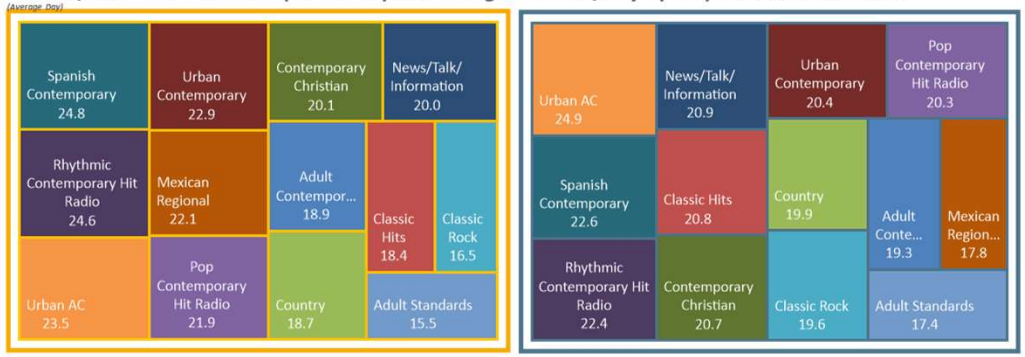


756,436 or 85.8% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Urban AC.

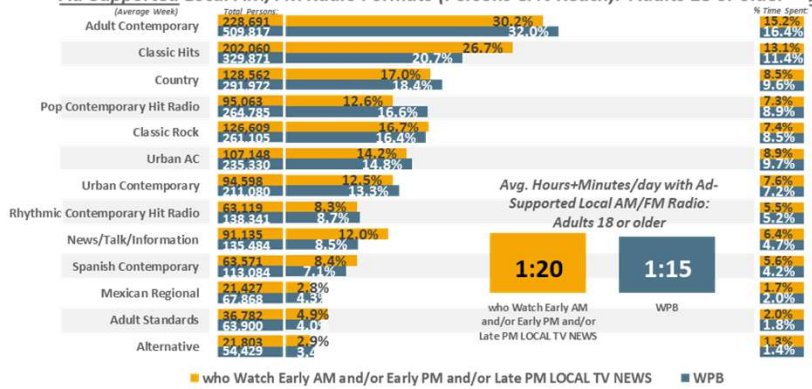
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



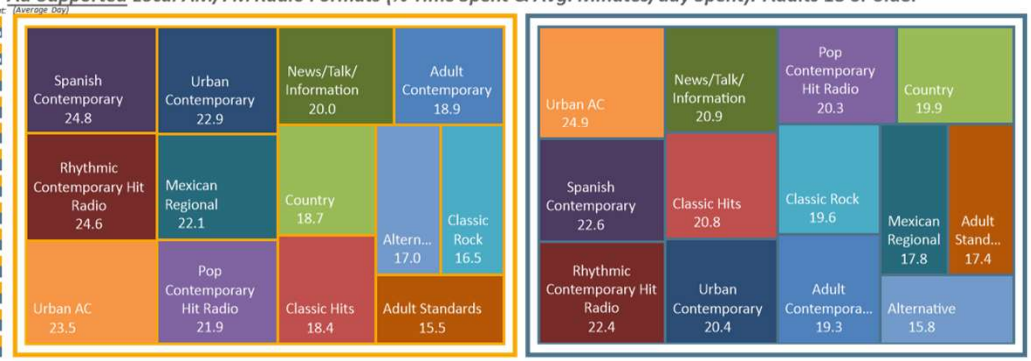
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

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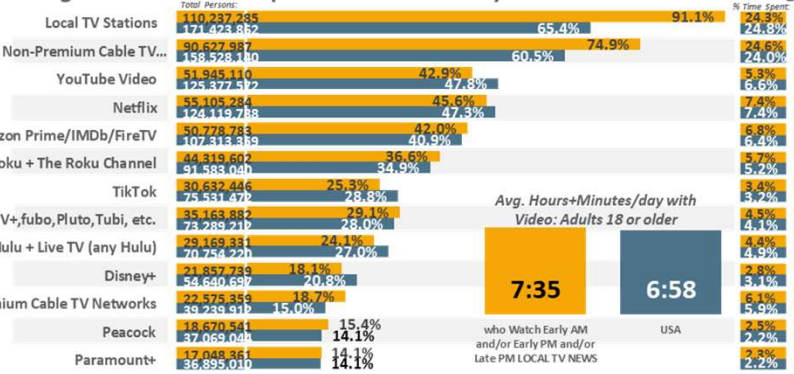
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

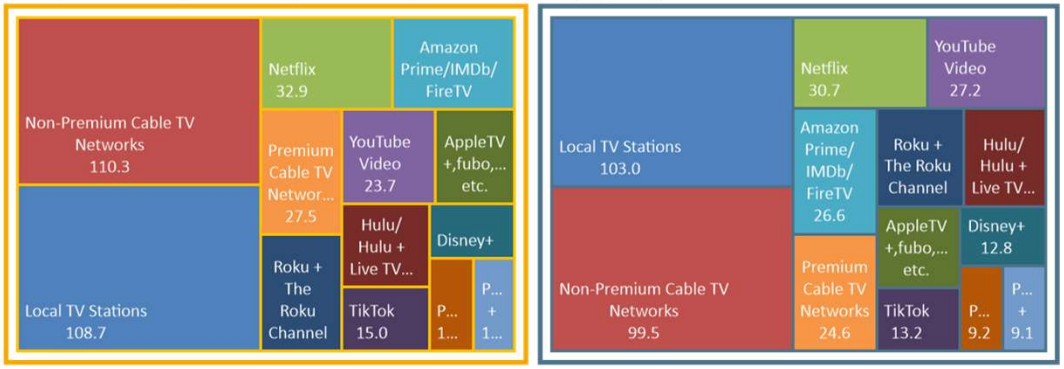


107,873,013 or 89.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 102.5 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

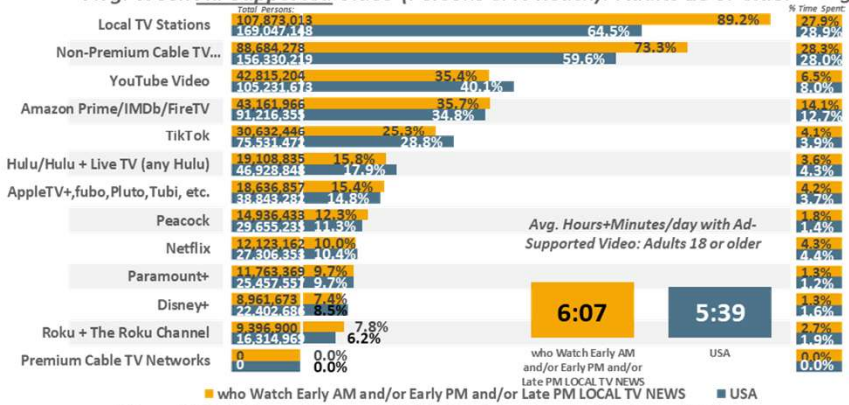
Avg. Week All Video (Persons & % Reach): Adults 18 or older



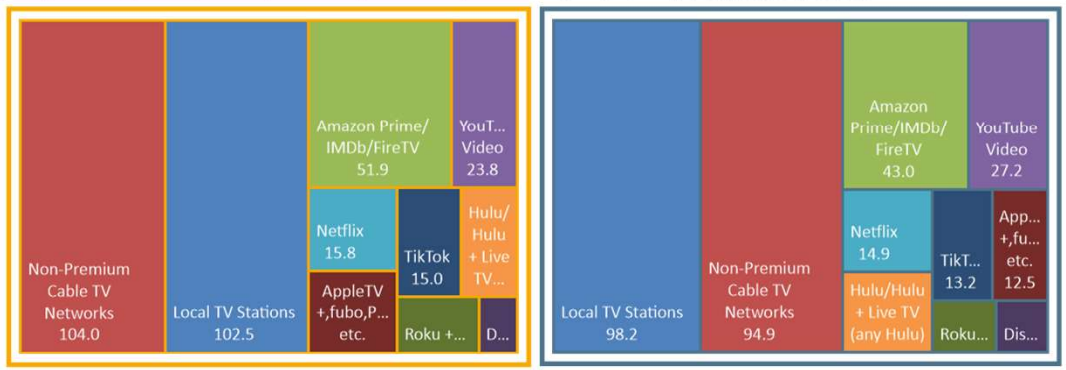
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

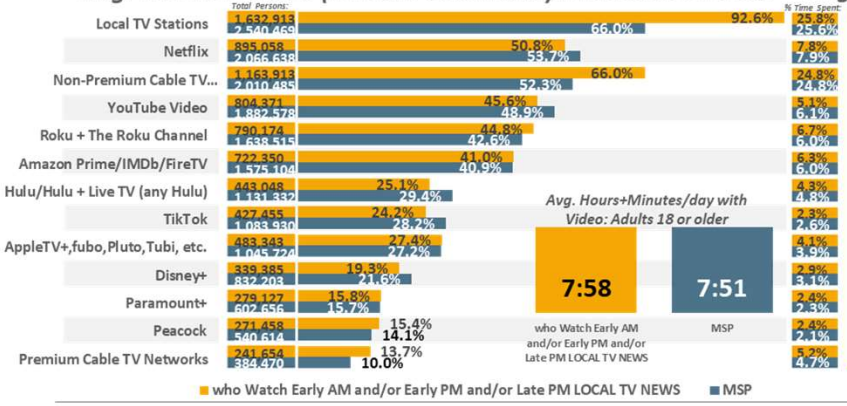
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

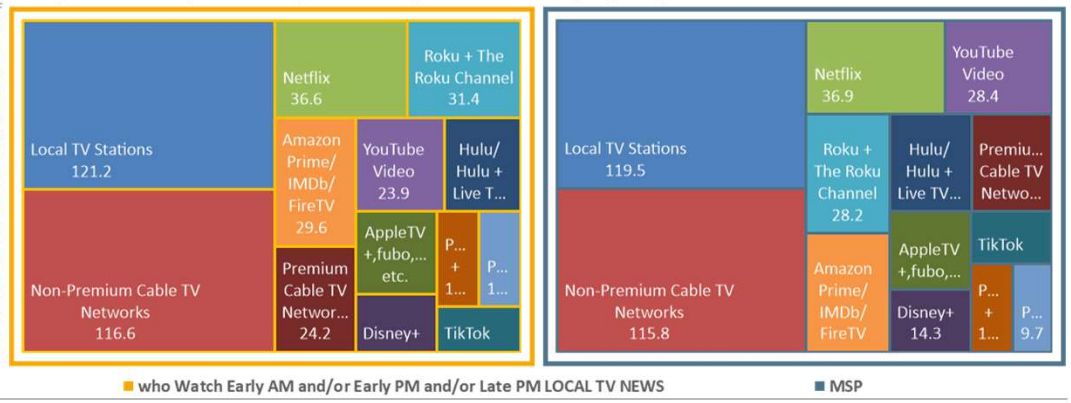


1,599,318 or 90.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 113.7 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

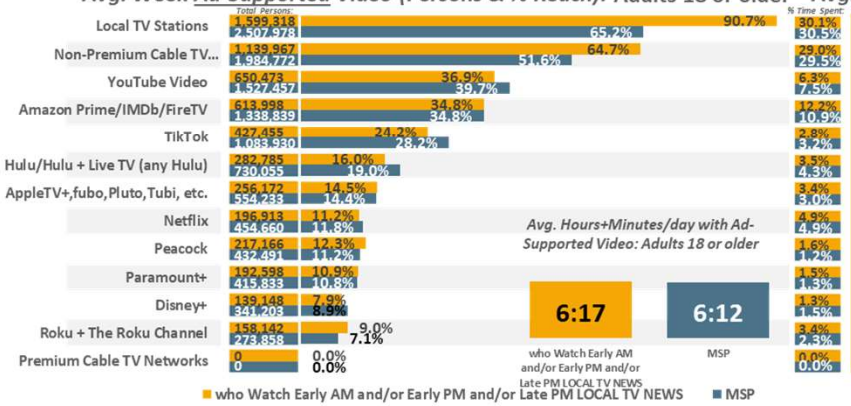
Avg. Week All Video (Persons & % Reach): Adults 18 or older



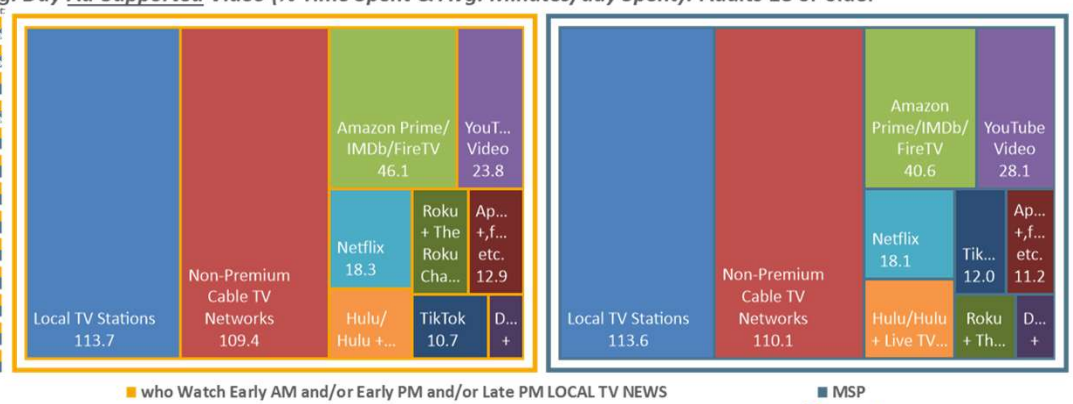
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 929

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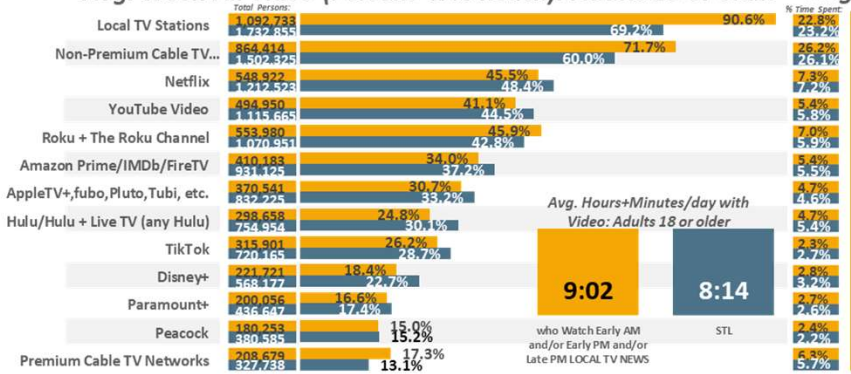
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

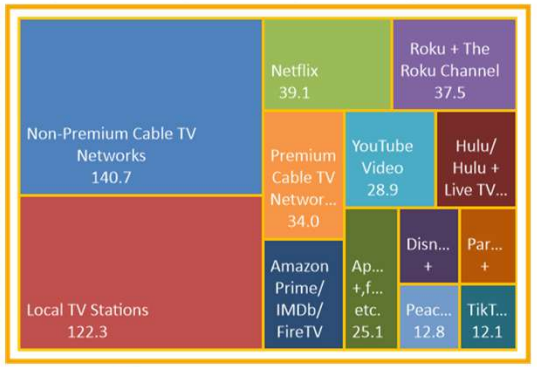


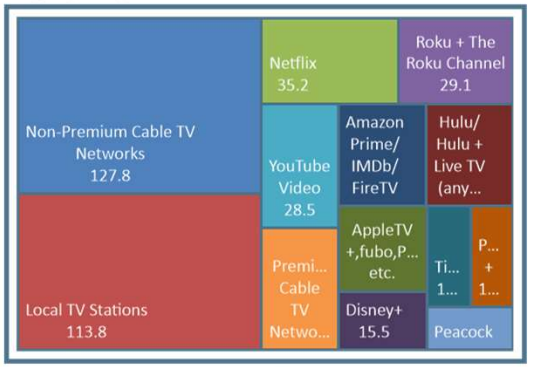
1,062,409 or 88.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 115.9 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

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

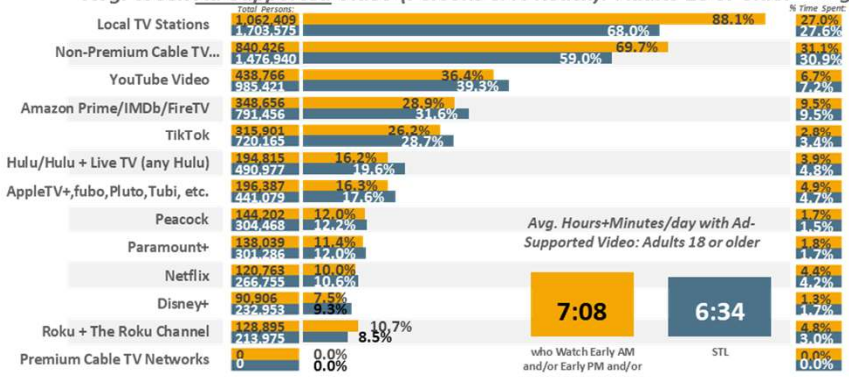


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

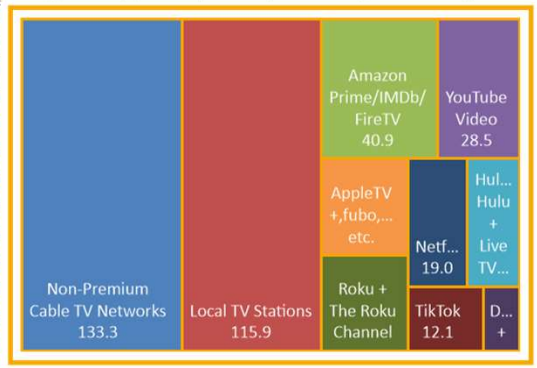


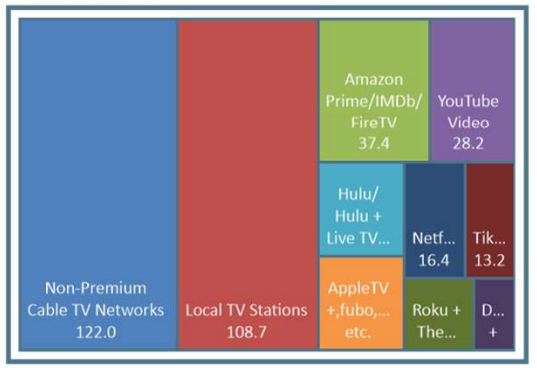


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

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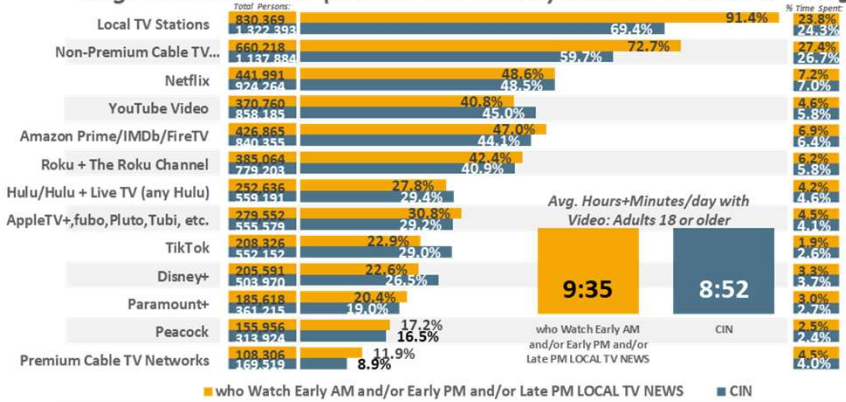
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

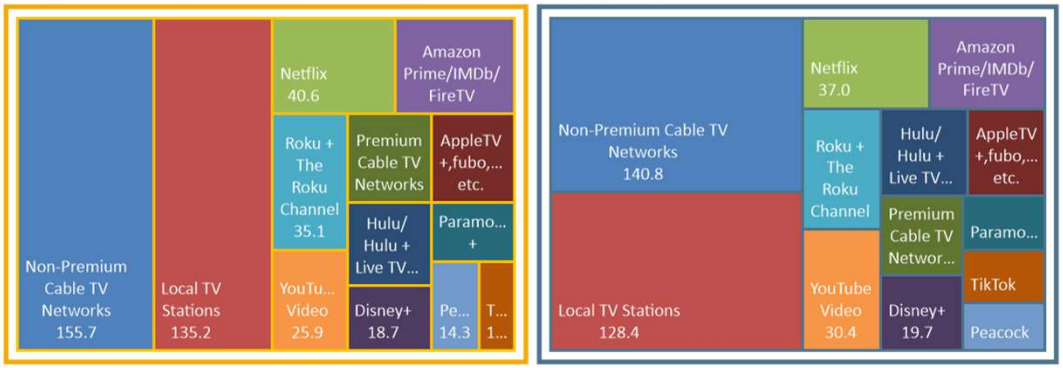


812,426 or 89.4% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 129.9 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

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

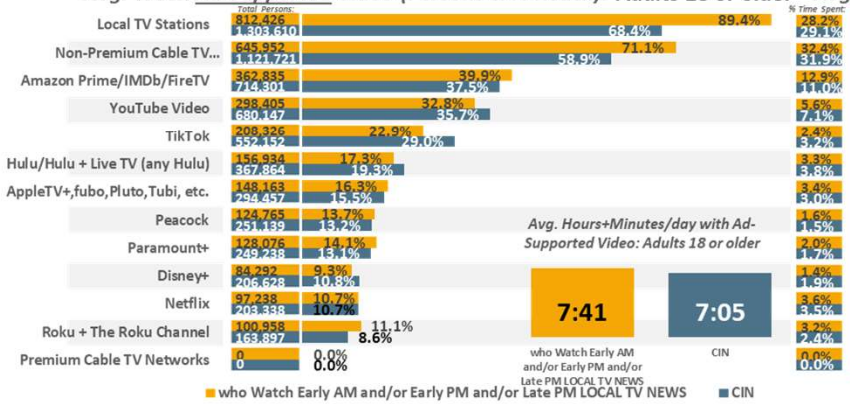


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

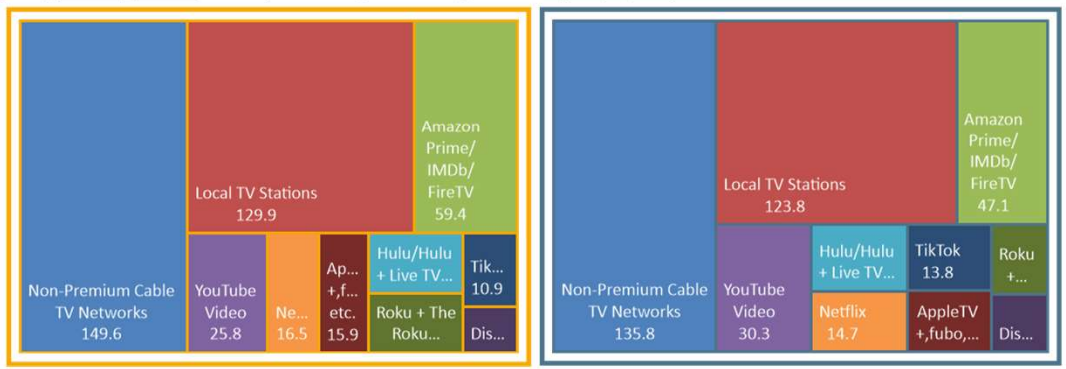


who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ CIN

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 Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ CIN

CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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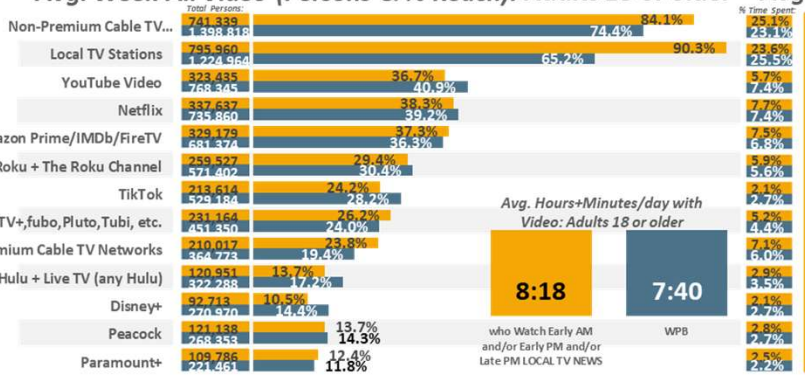
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

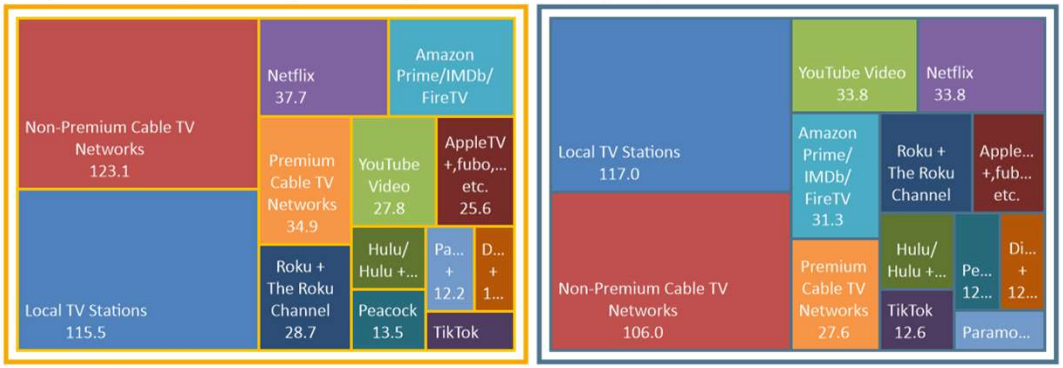


785,715 or 89.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 110.4 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

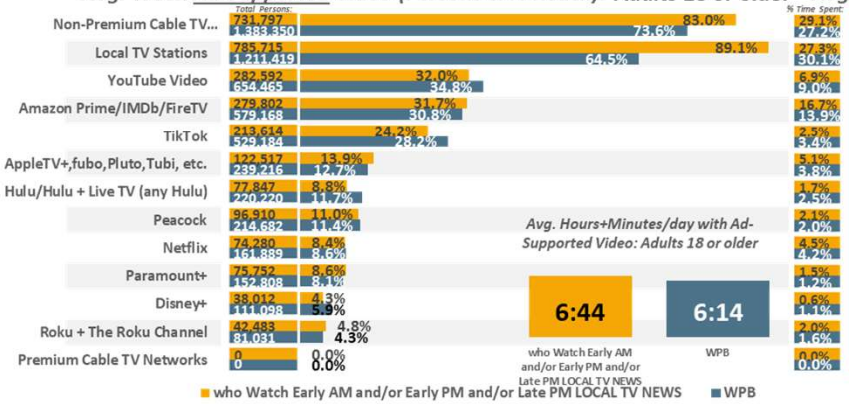
Avg. Week All Video (Persons & % Reach): Adults 18 or older



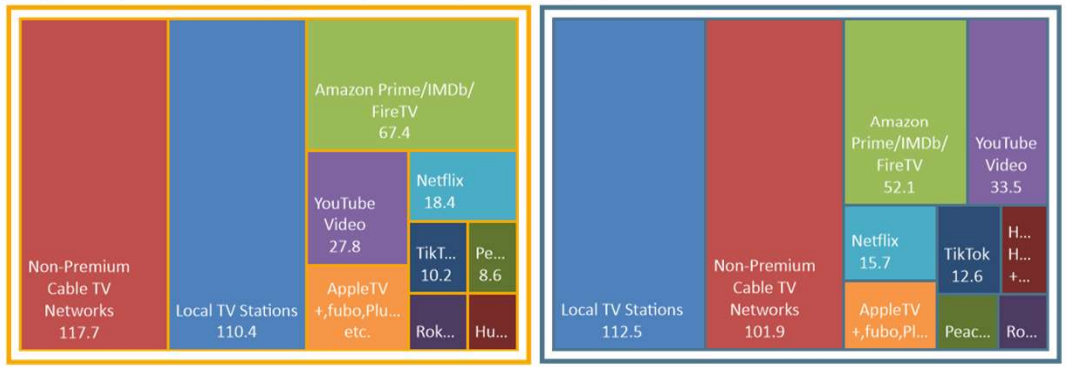
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

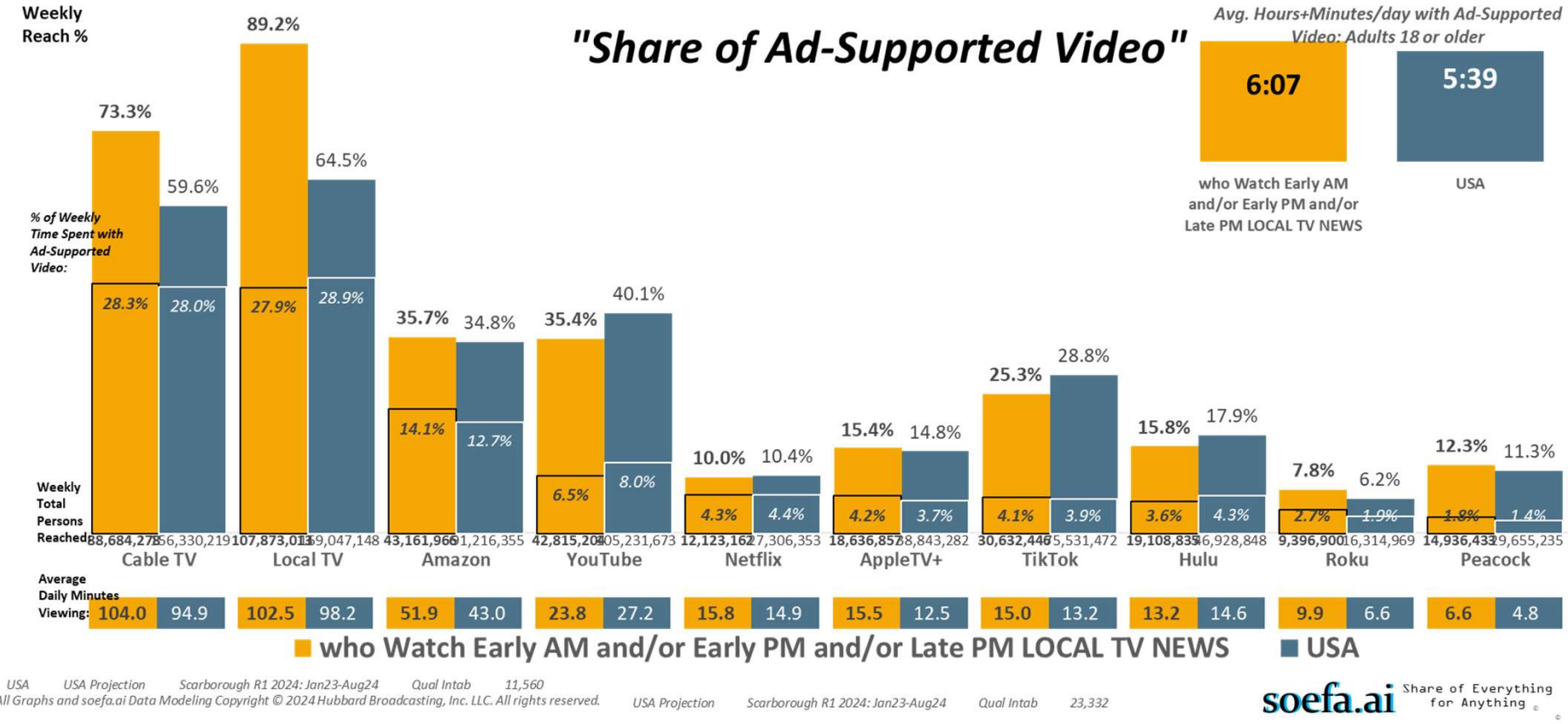
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



107,873,013 or 89.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 102.5 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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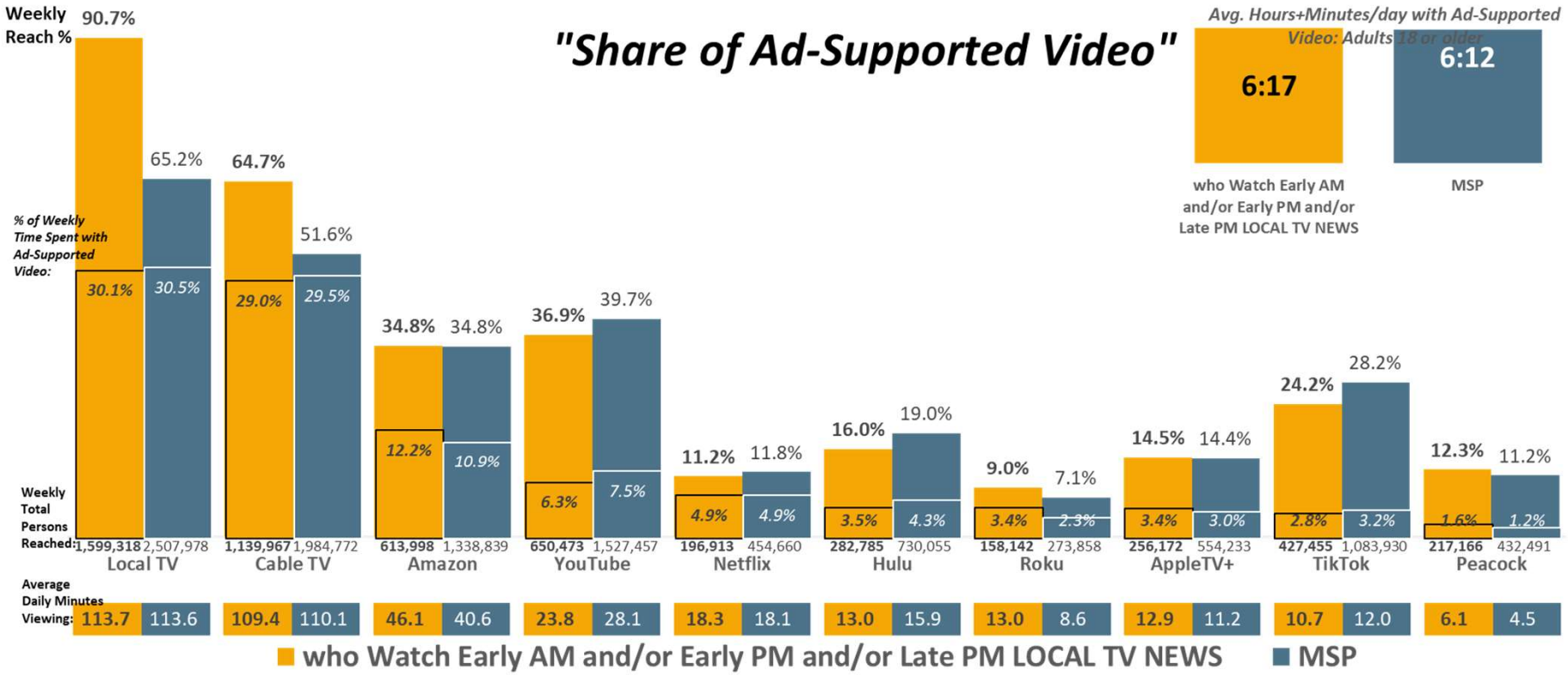
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



1,599,318 or 90.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 113.7 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.



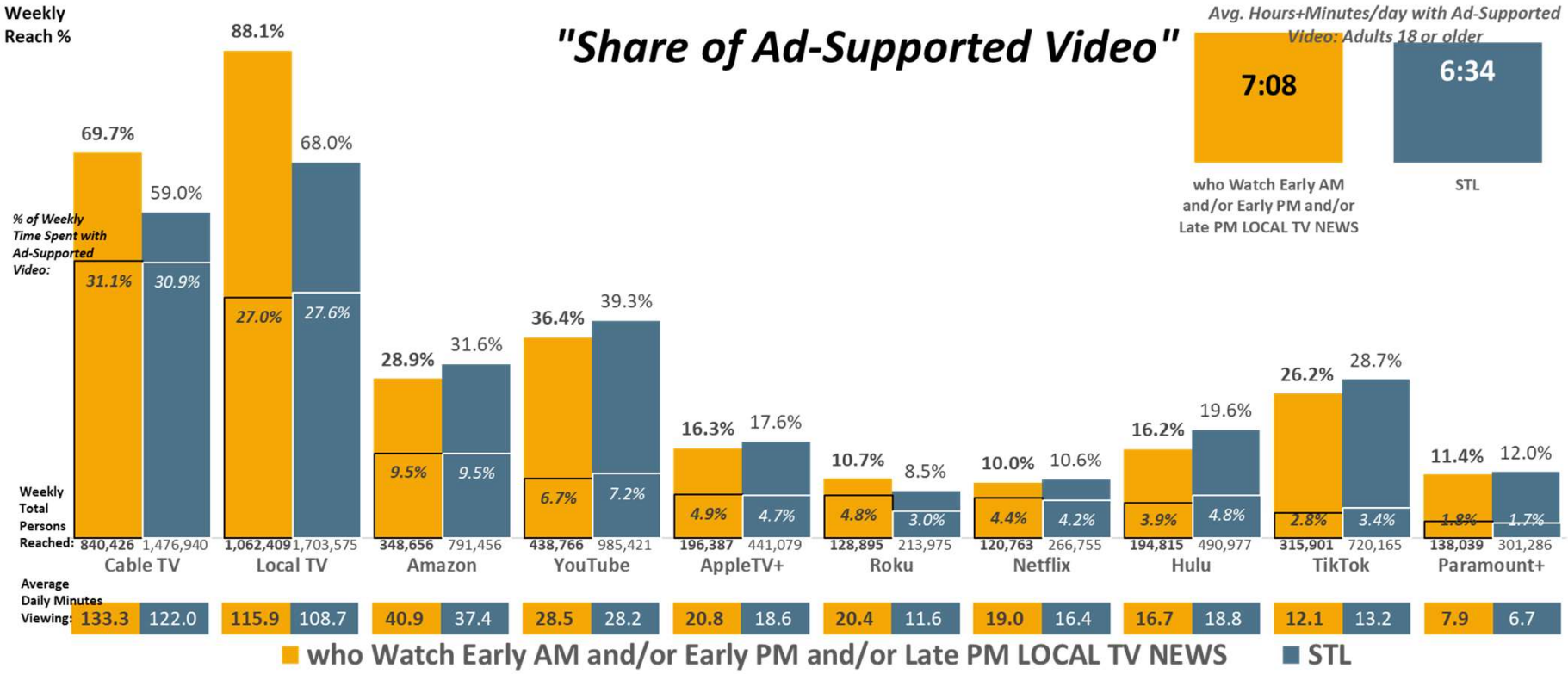
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

1,062,409 or 88.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 115.9 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

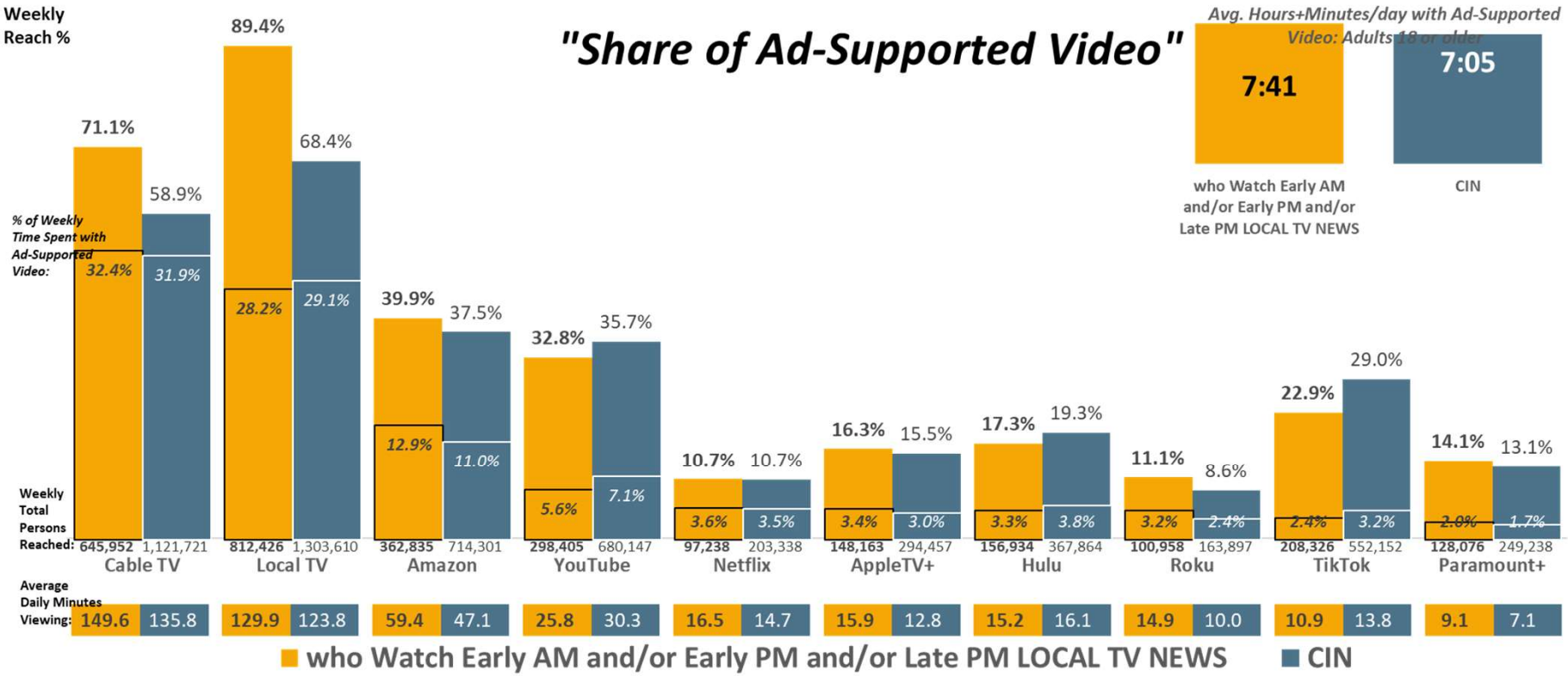
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



812,426 or 89.4% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 129.9 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

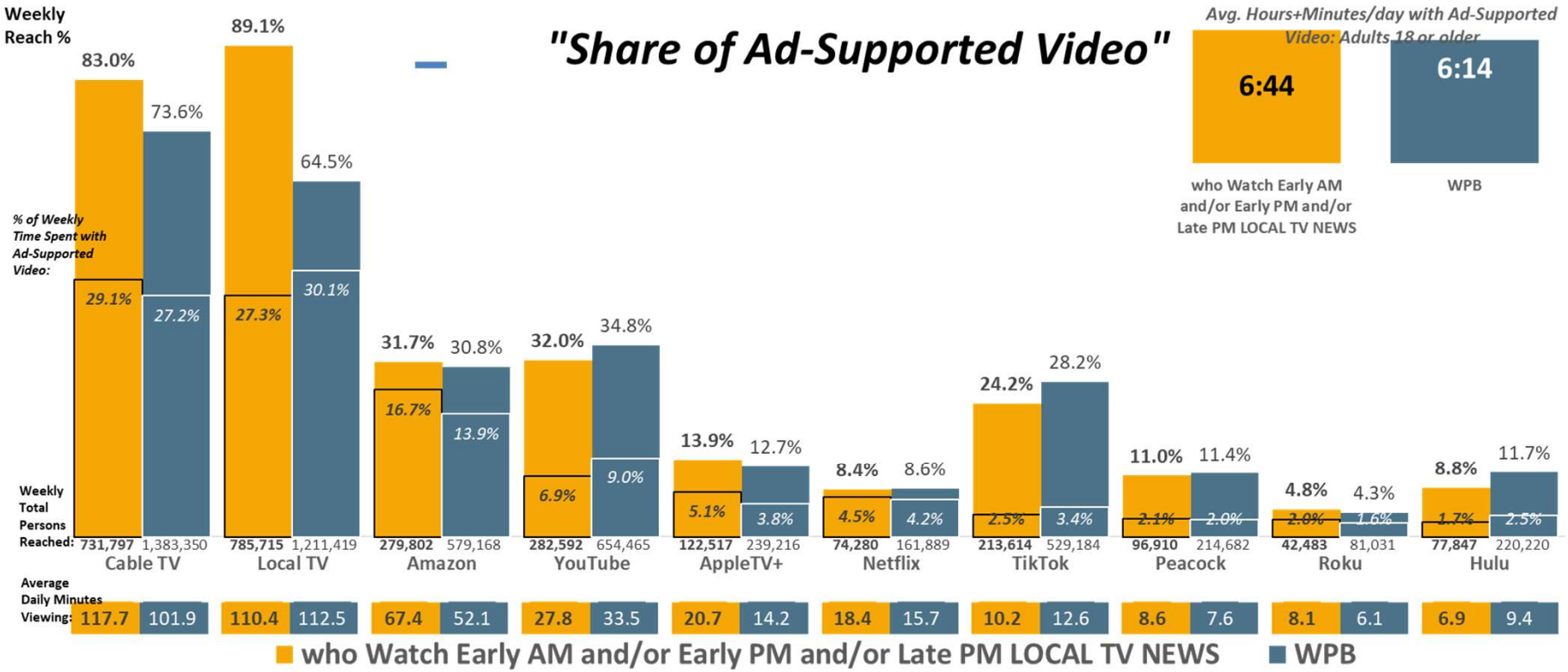
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



785,715 or 89.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations for an average of 110.4 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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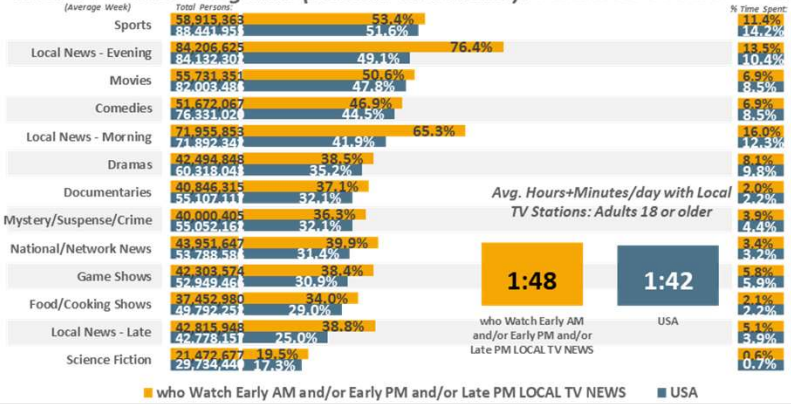
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

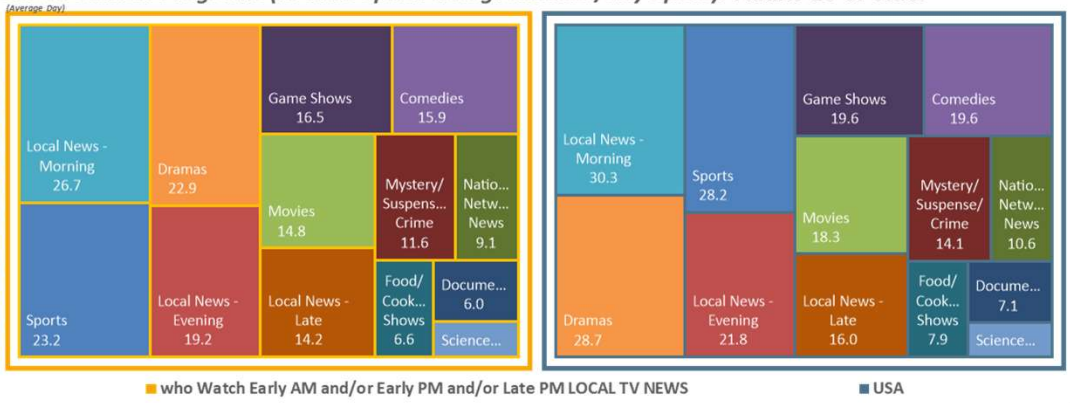


107,873,013 or 89.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Comedies, and Local News -

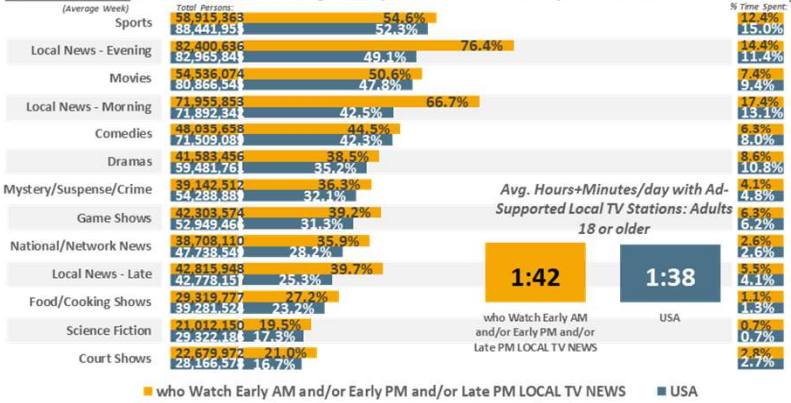
Local TV Station Programs (Persons & % Reach): Adults 18 or older



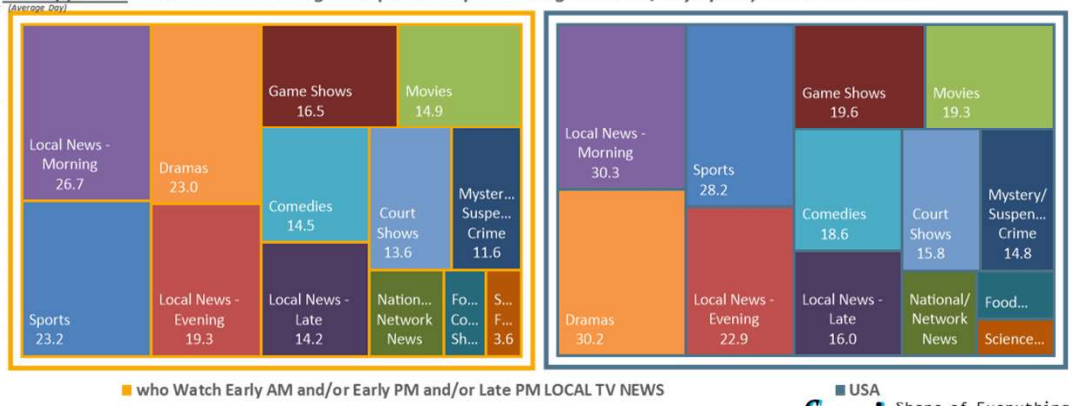
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

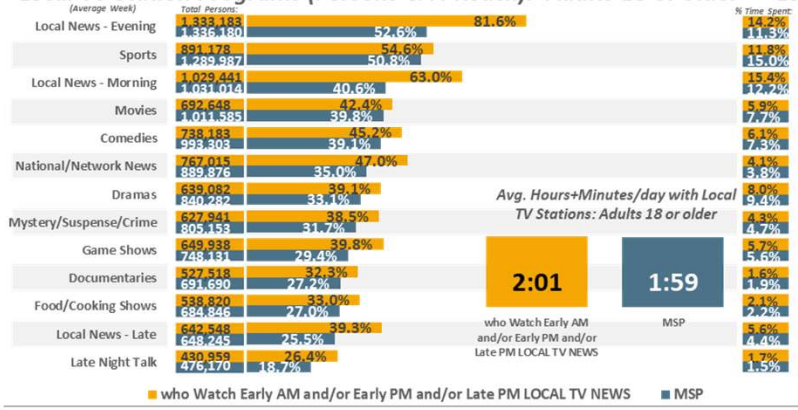
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

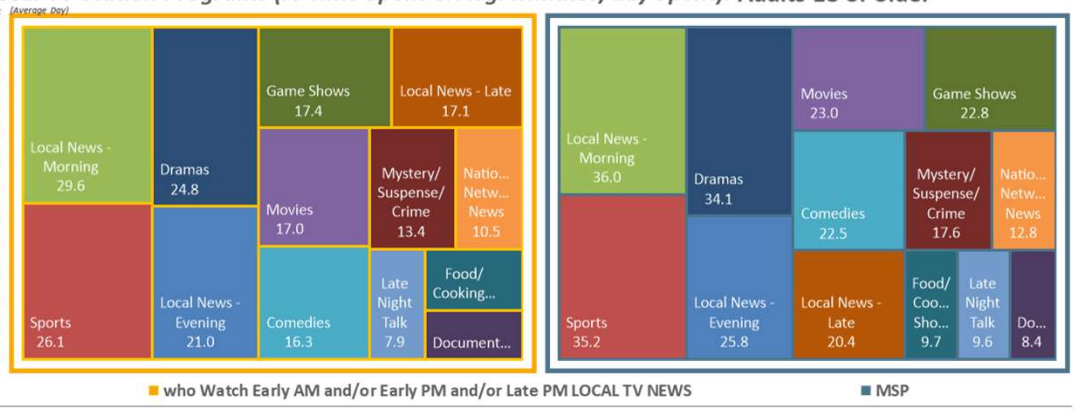


1,599,318 or 90.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Movies, and National/Networ

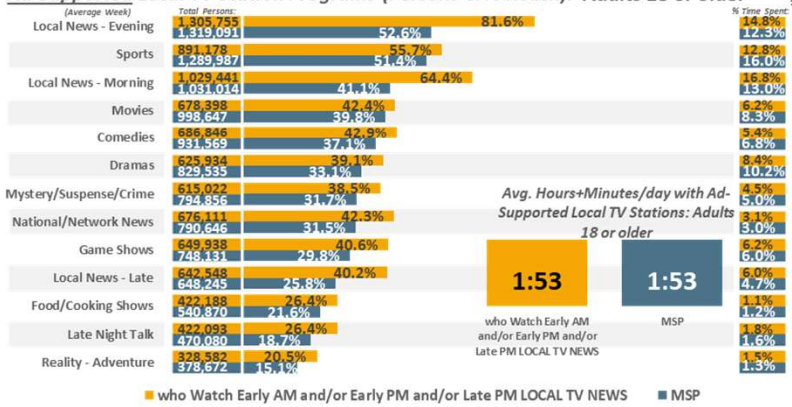
Local TV Station Programs (Persons & % Reach): Adults 18 or older



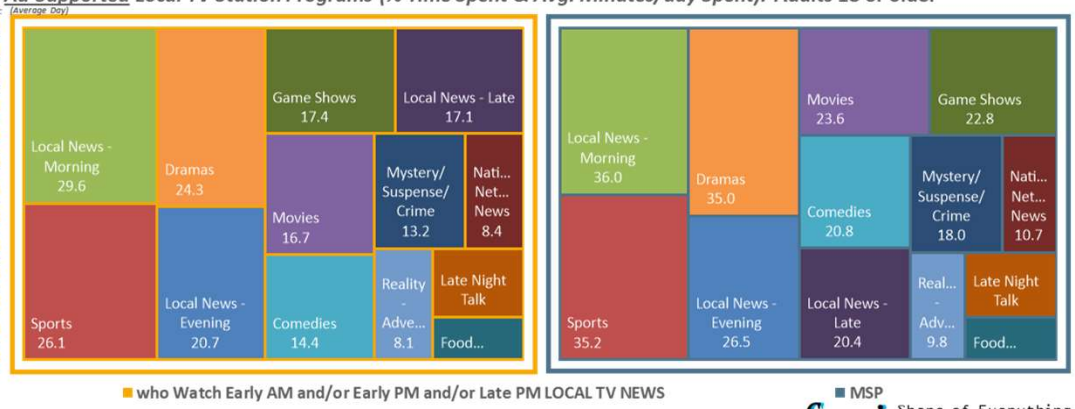
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 929

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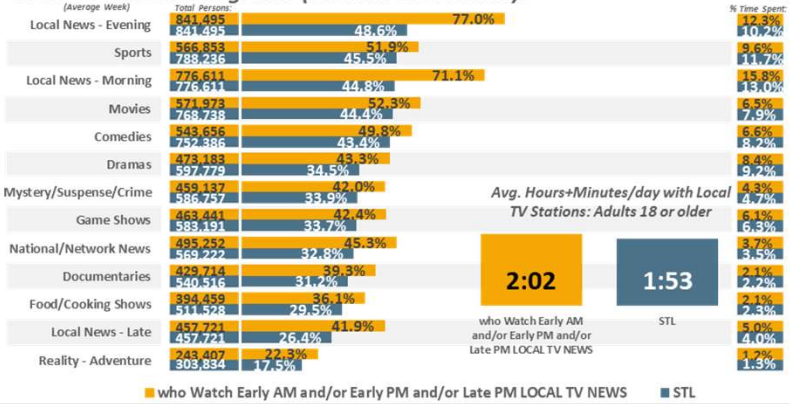
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

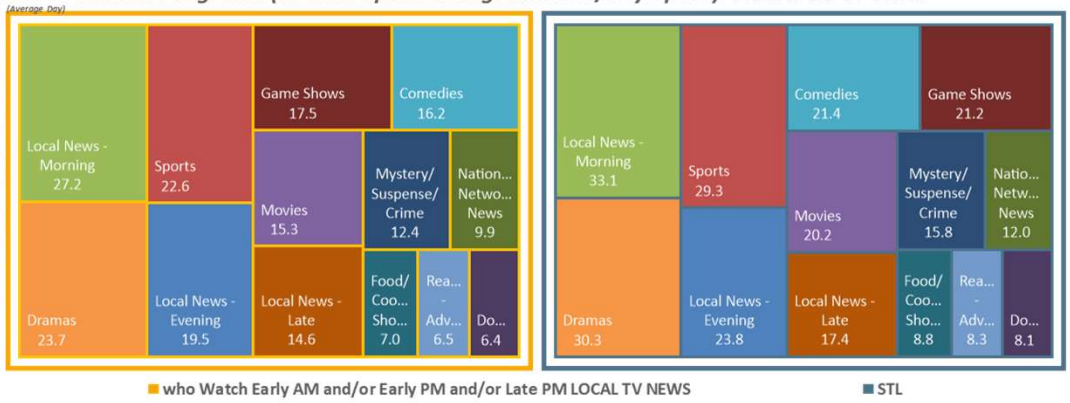


1,062,409 or 88.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Comedies, and Game Shows.

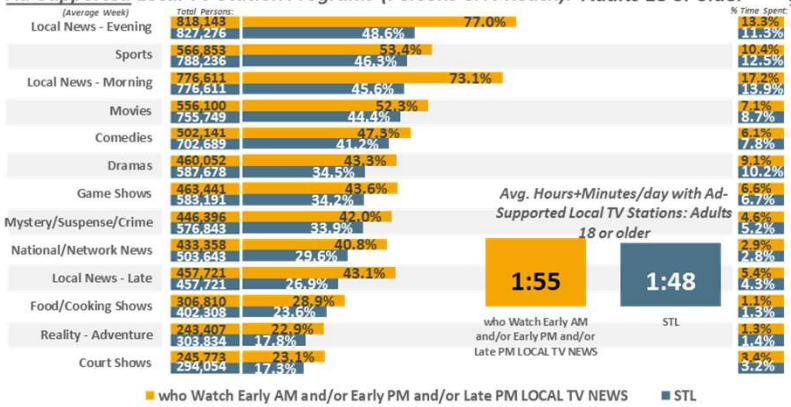
Local TV Station Programs (Persons & % Reach): Adults 18 or older



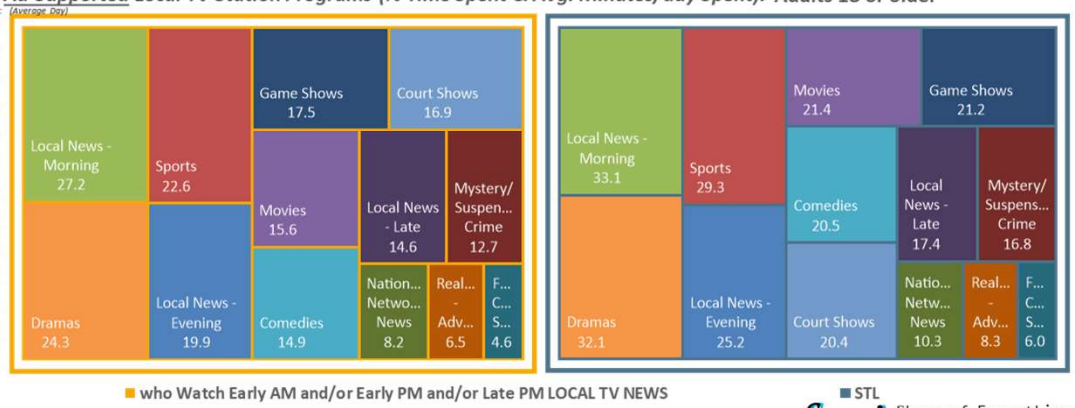
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

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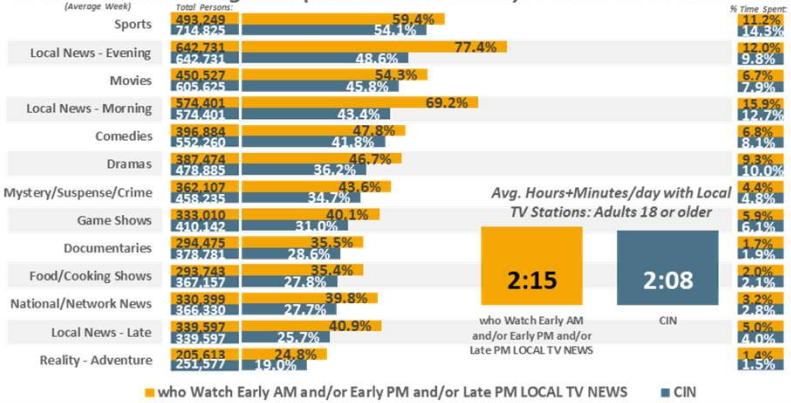
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

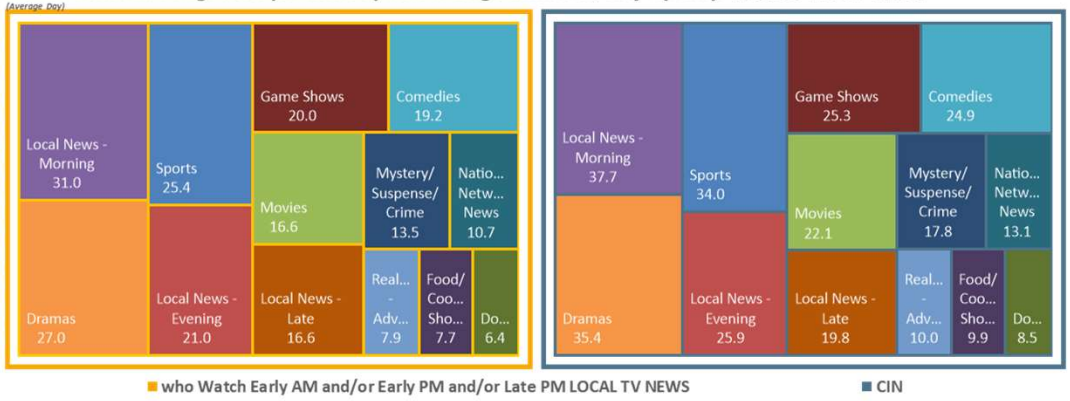


812,426 or 89.4% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Dramas, and Comedies.

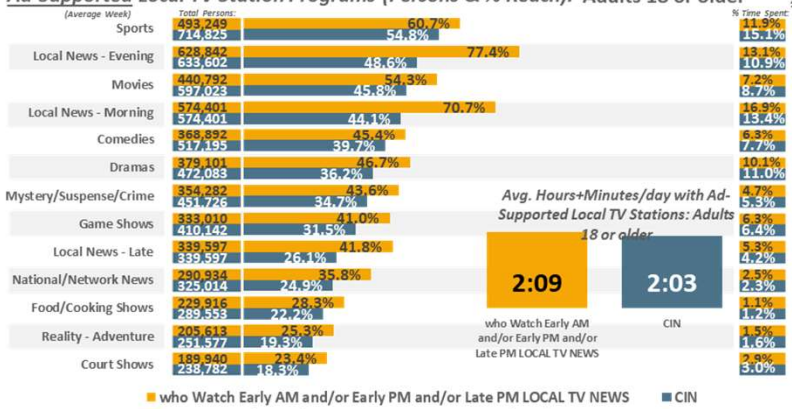
Local TV Station Programs (Persons & % Reach): Adults 18 or older



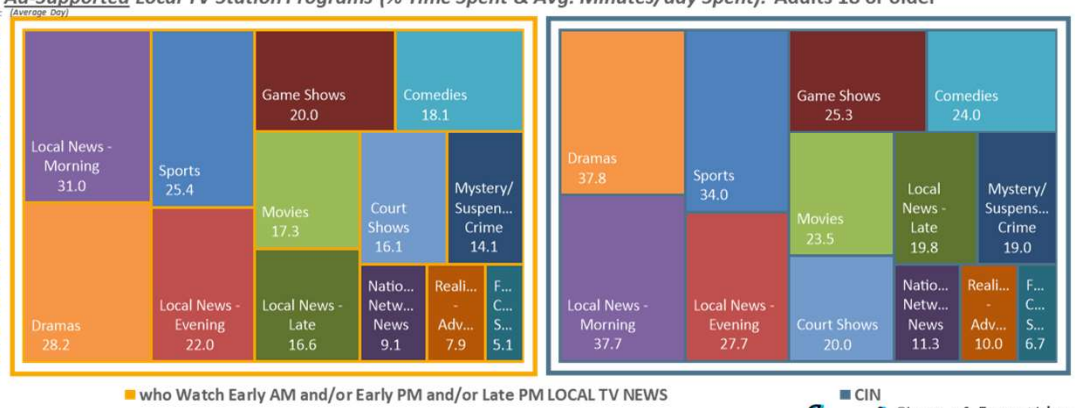
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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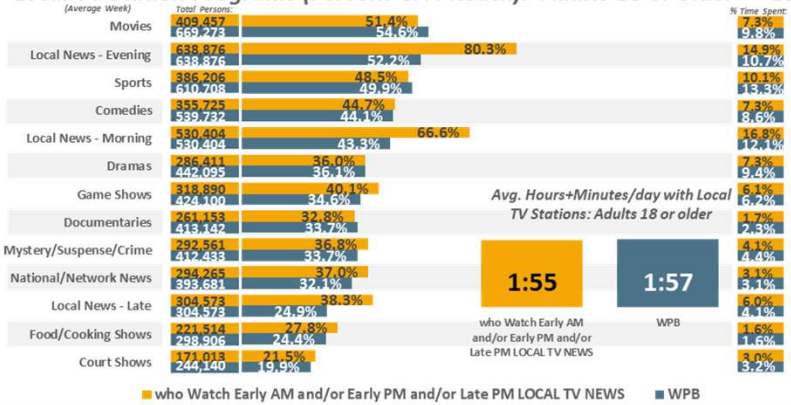
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

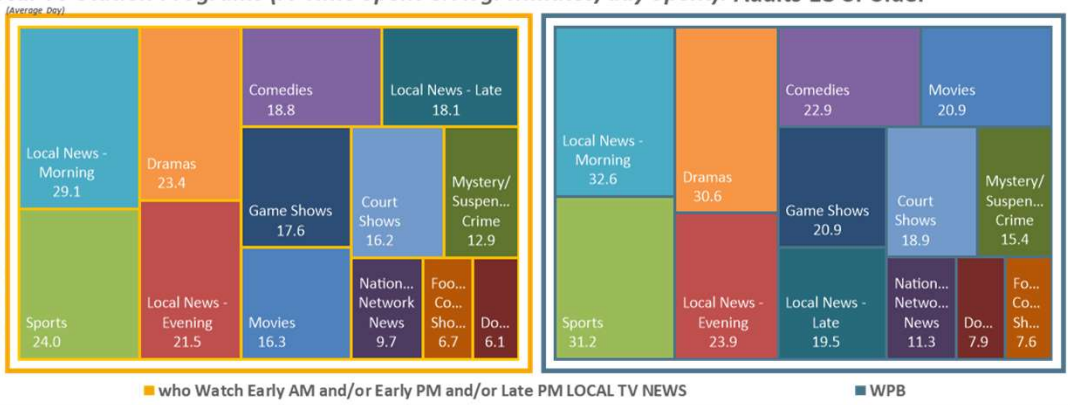


785,715 or 89.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Movies, Sports, Comedies, and Game Shows.

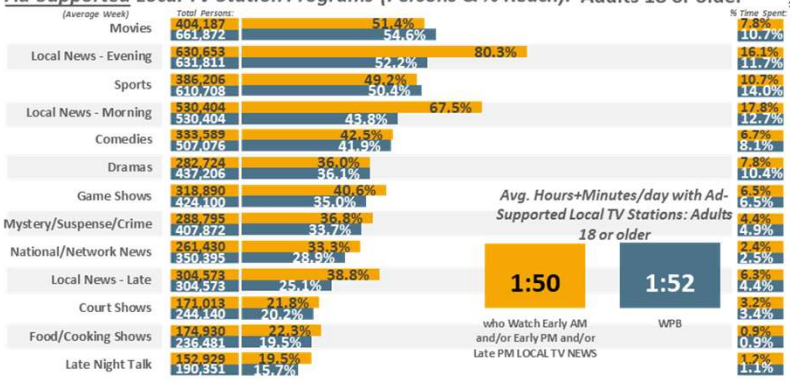
Local TV Station Programs (Persons & % Reach): Adults 18 or older



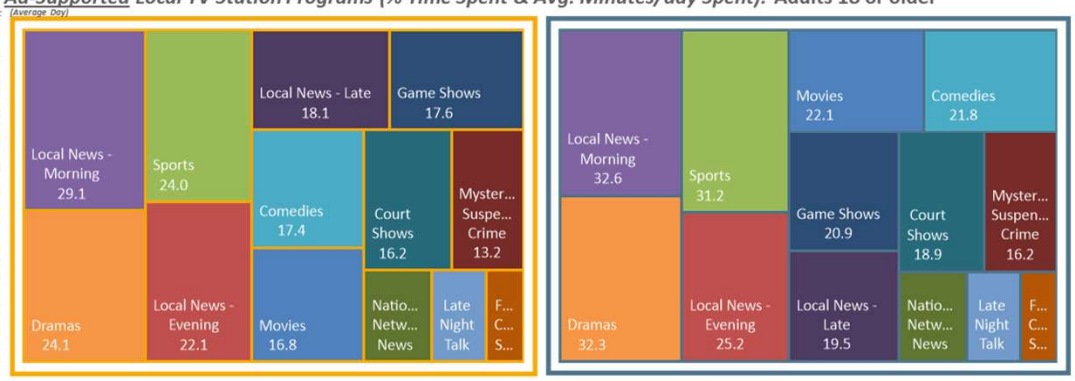
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2024: Aug23-Aug24 Qual Intab 1,335

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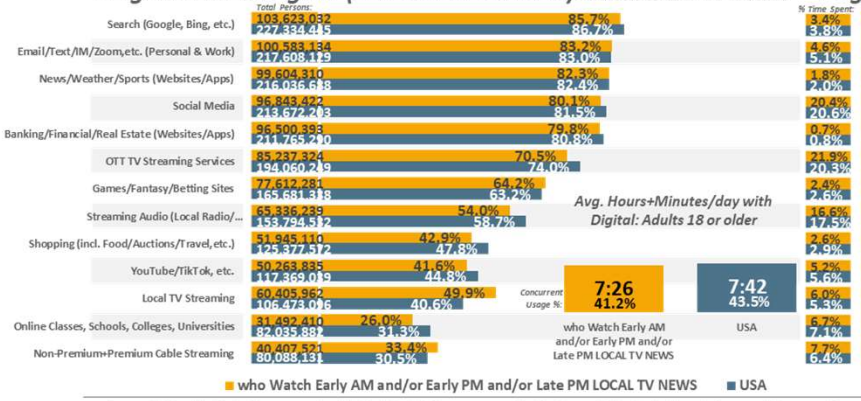
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

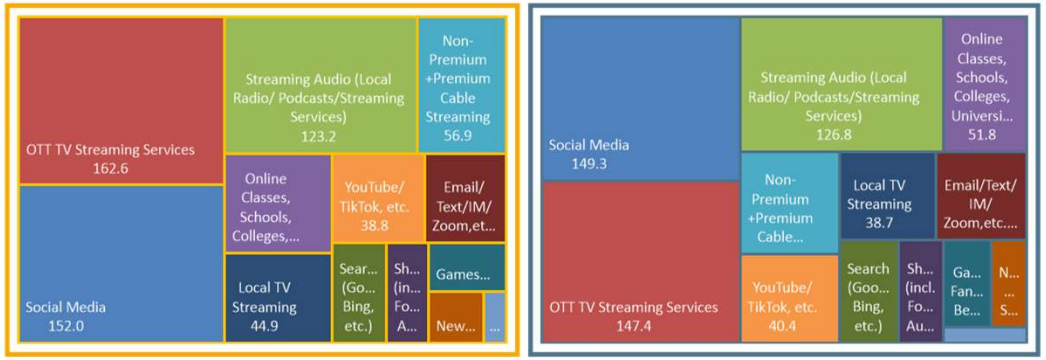


87,202,485 or 72.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Social Media for an average of 136.8 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

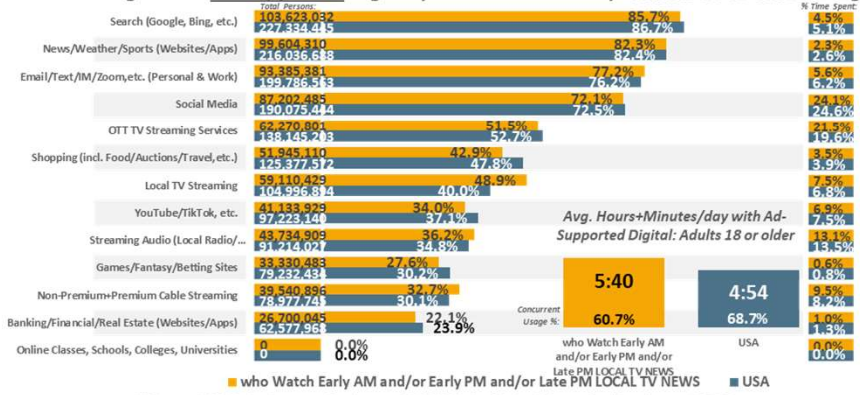
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



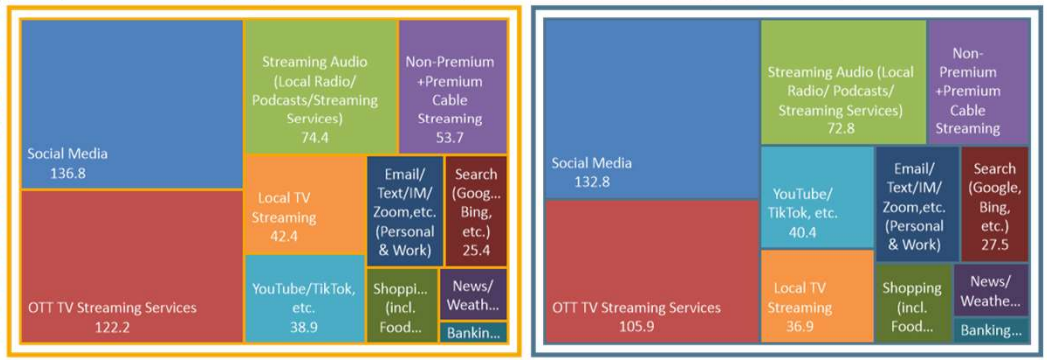
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-Aug24 Qual Intab 11,560

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

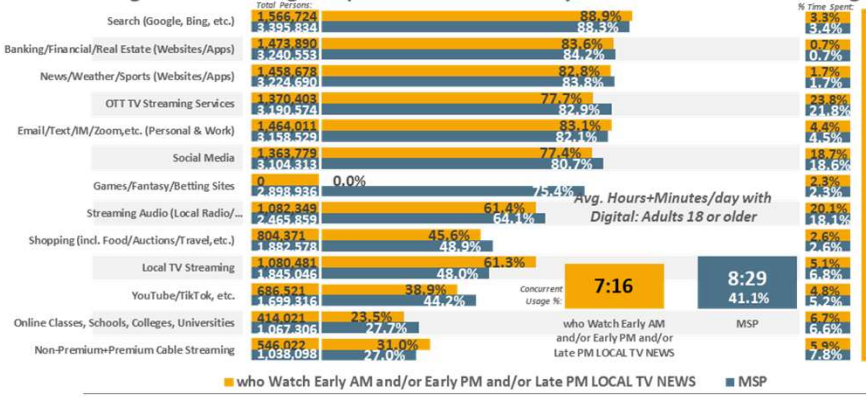
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

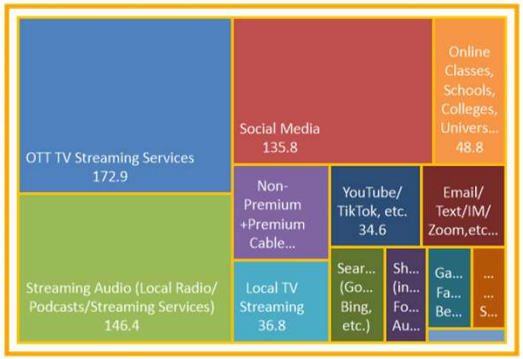


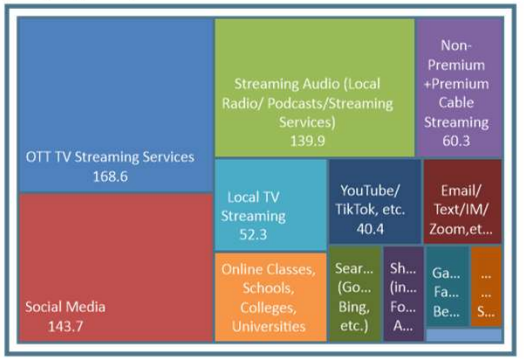
1,202,128 or 68.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Social Media for an average of 119.7 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

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

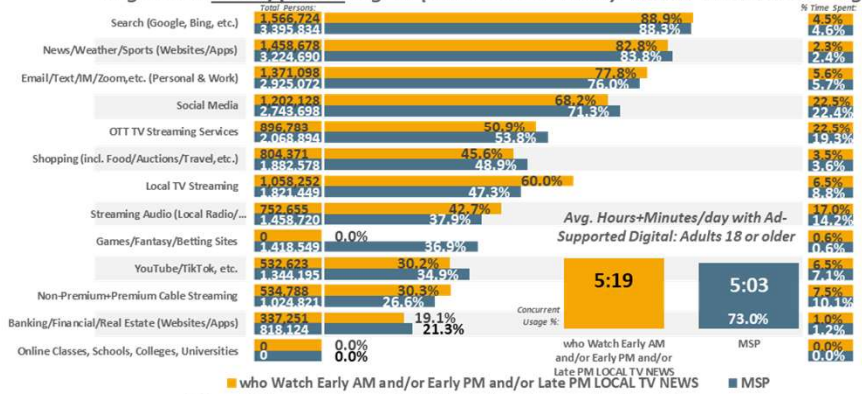


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

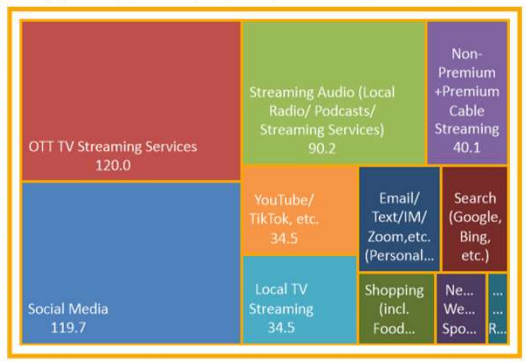


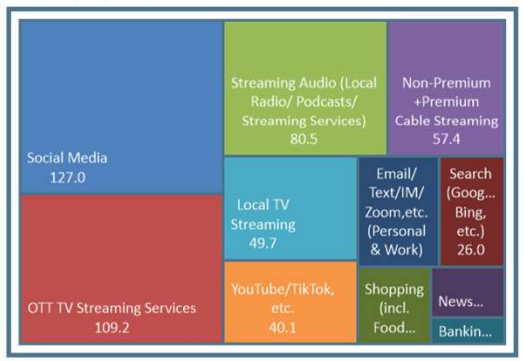


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929

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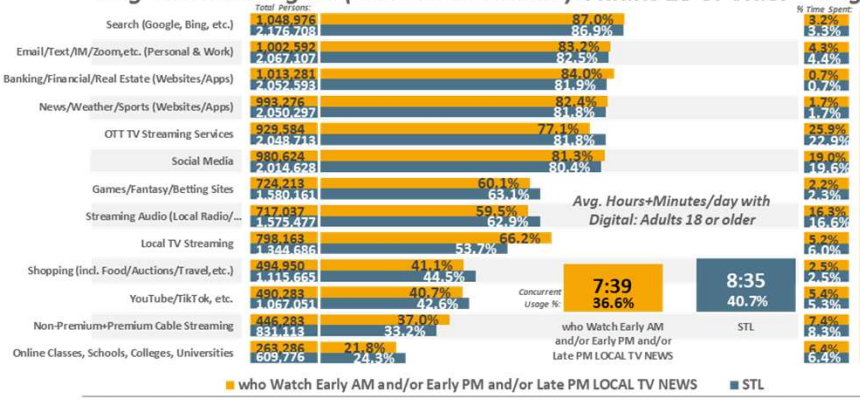
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

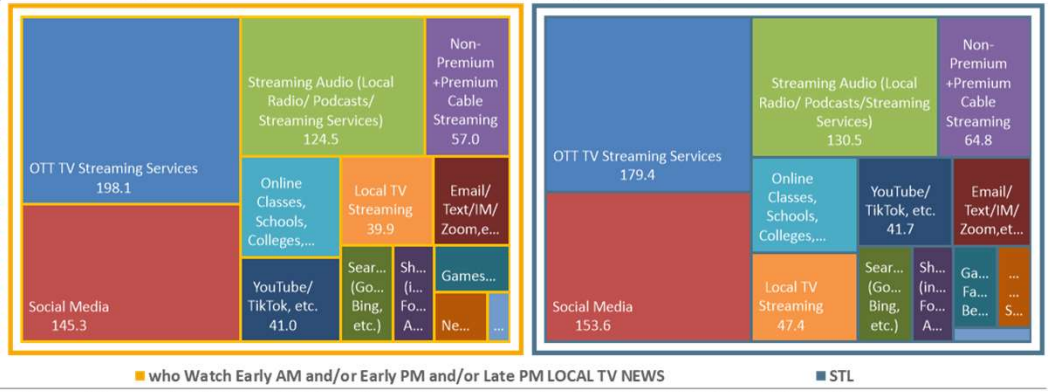


856,746 or 71.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Social Media for an average of 126.9 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

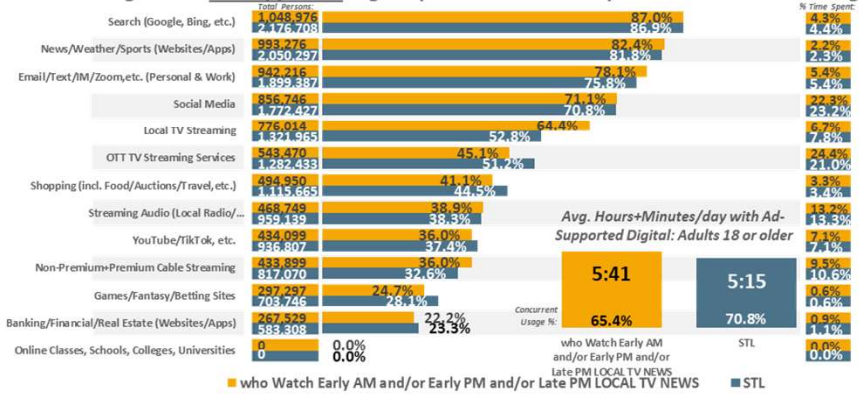
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



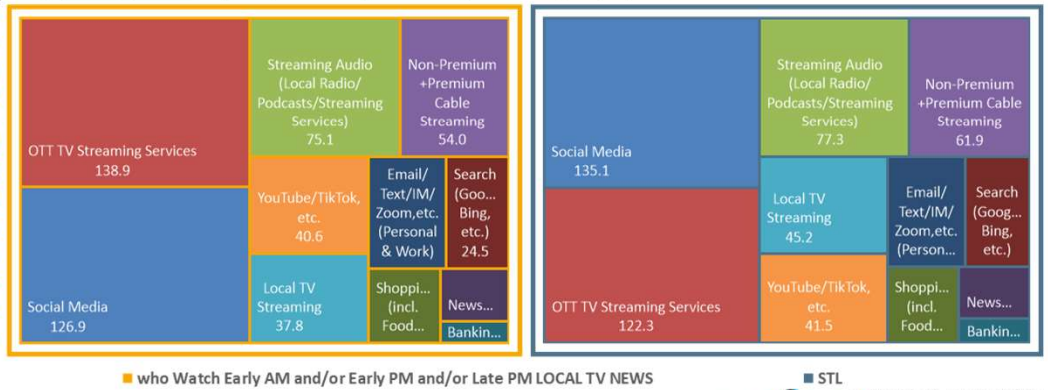
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,057

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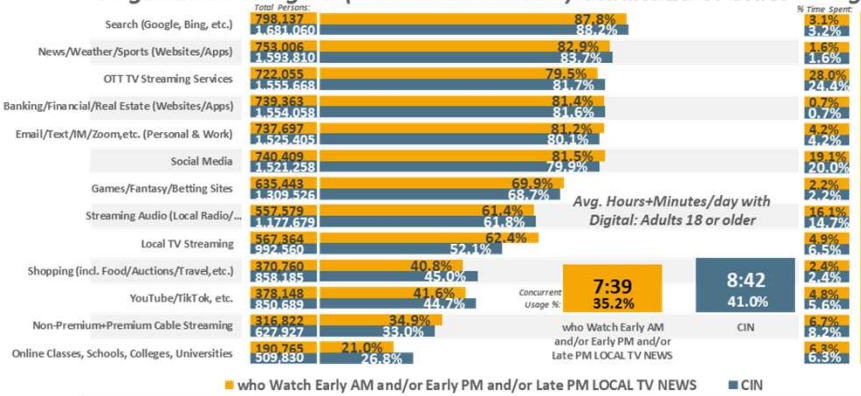
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

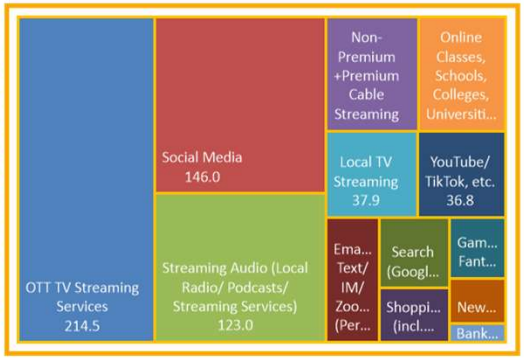


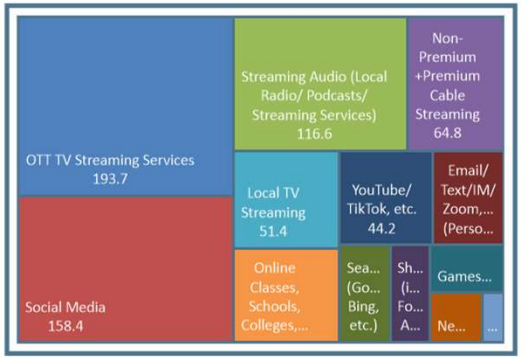
674,128 or 74.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Social Media for an average of 133. minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

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

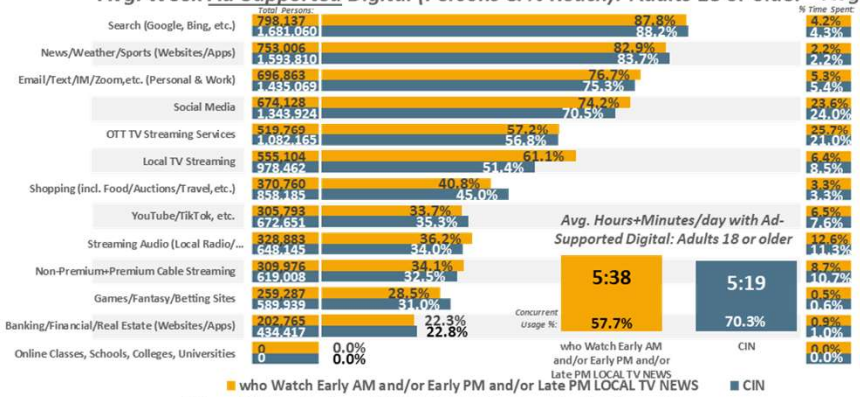


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

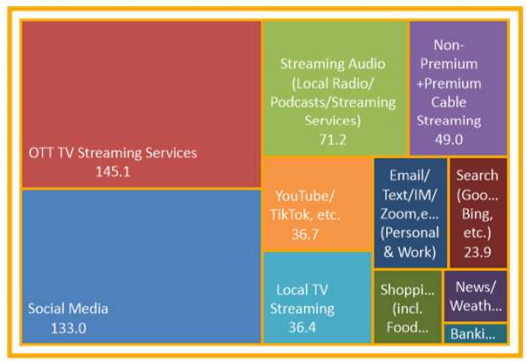


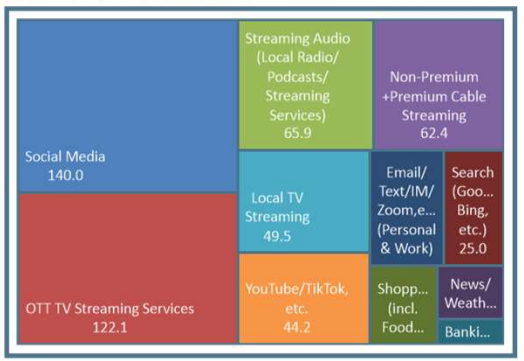


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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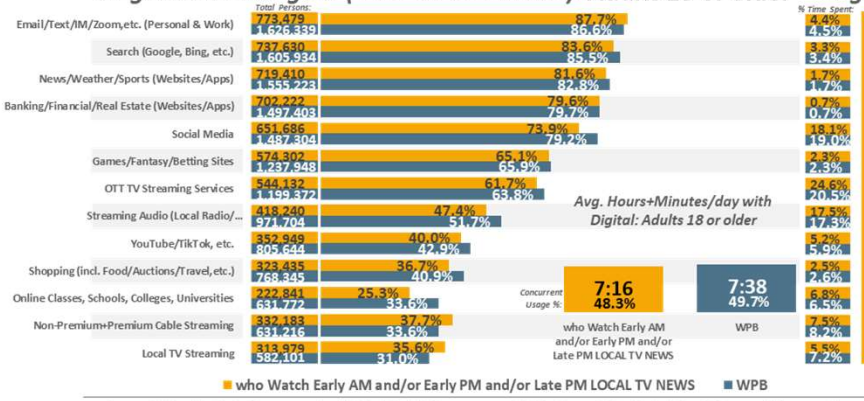
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

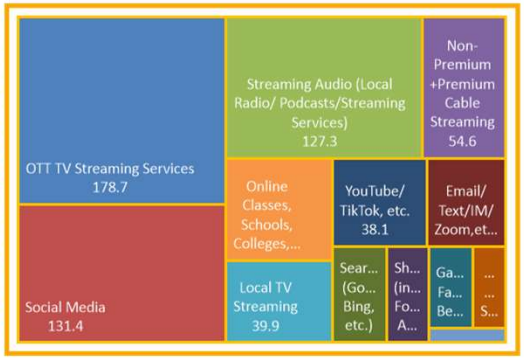


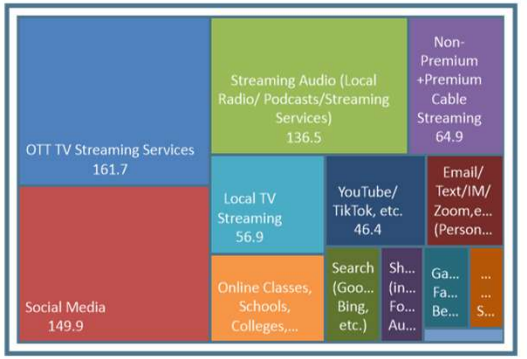
574,126 or 65.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Social Media for an average of 115.8 minutes every day representing 21.% of all time spent daily with Ad-Supported Digital Media.

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

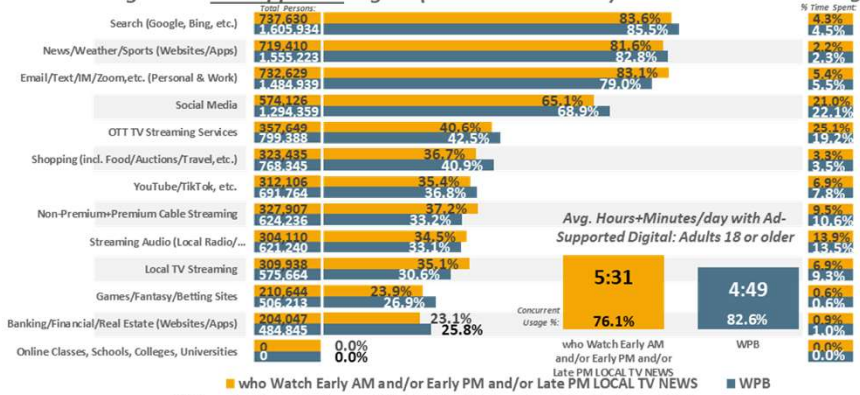


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

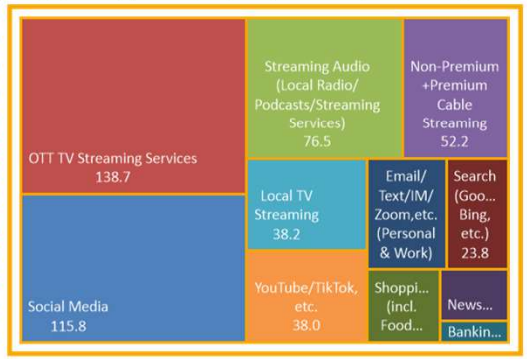


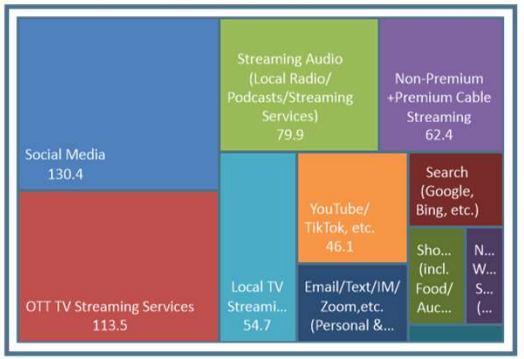


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

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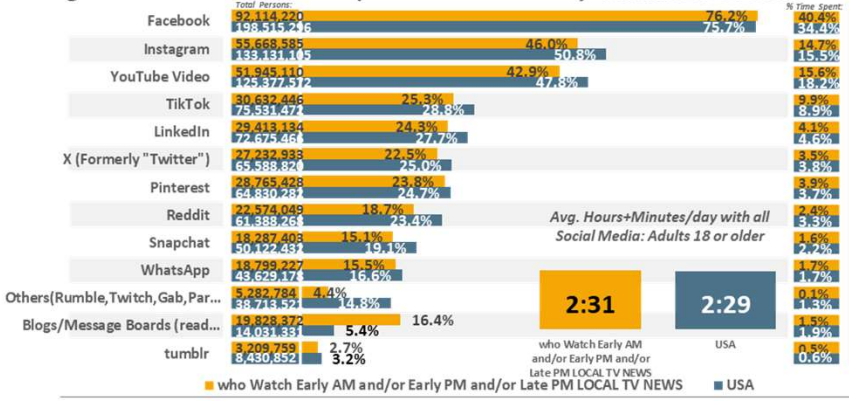
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

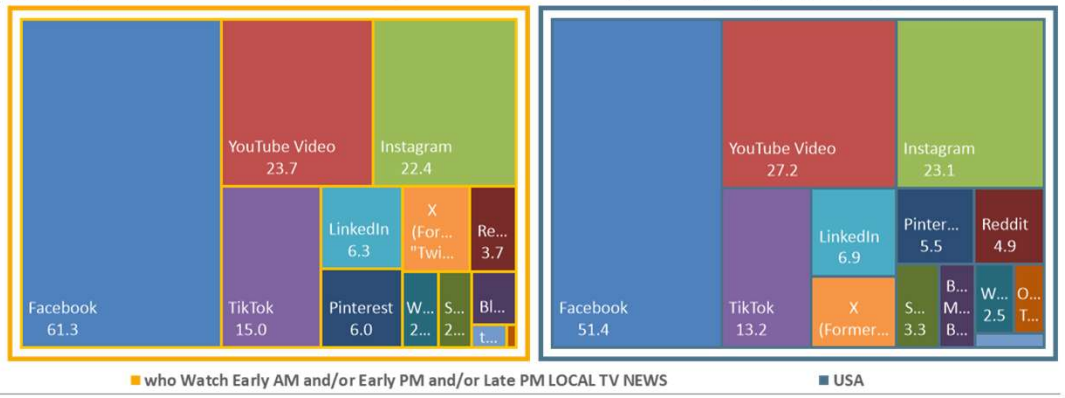


87,202,485 or 72.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 51. minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

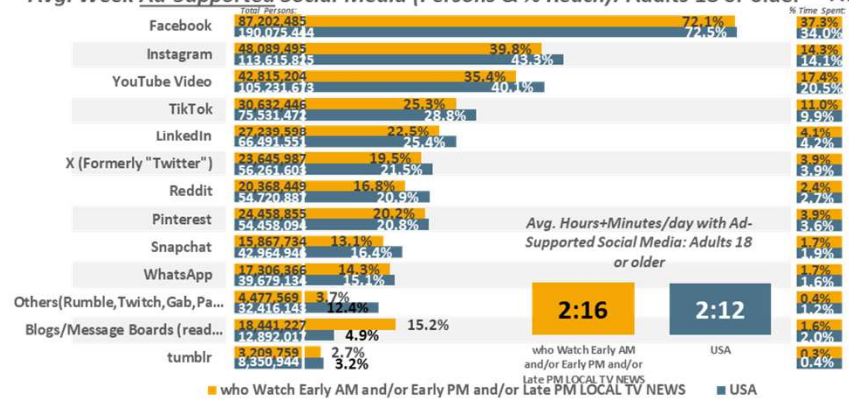
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



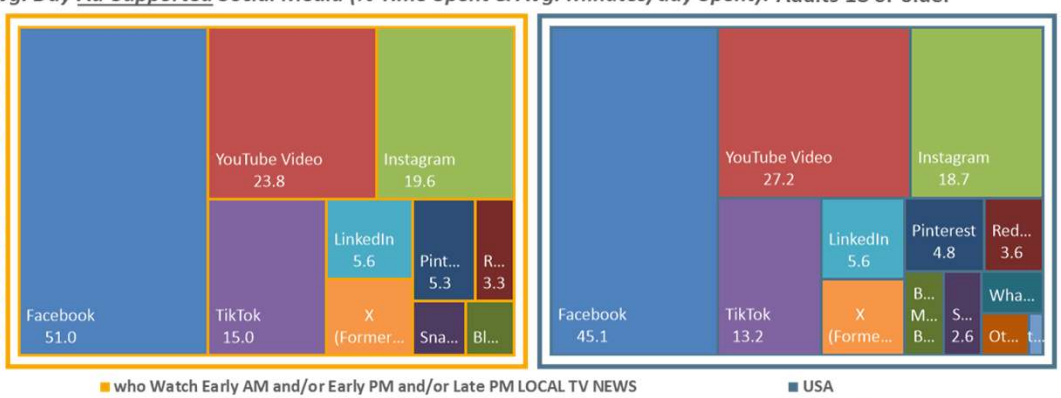
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

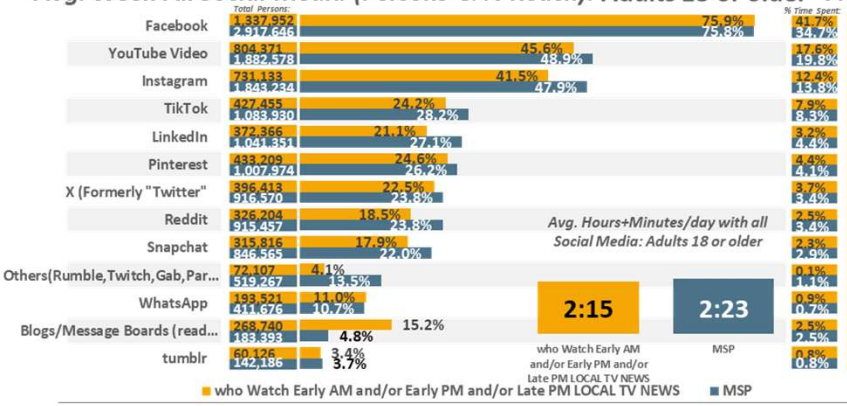
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

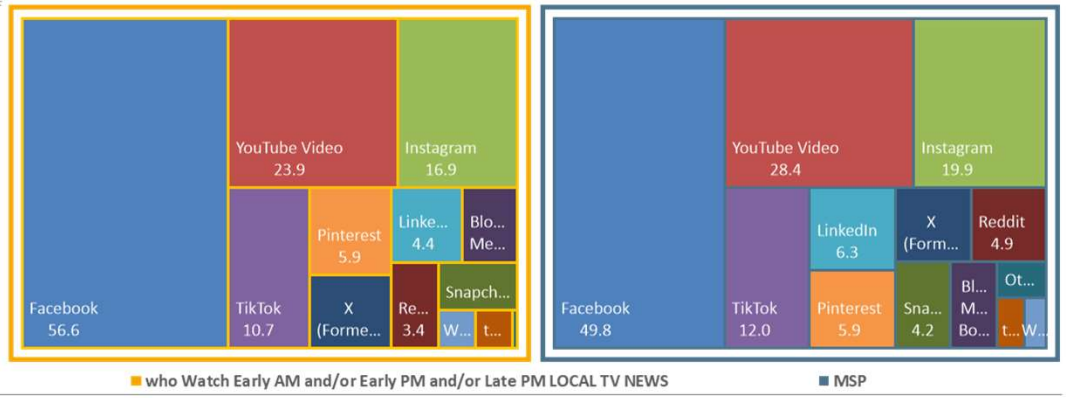


1,202,128 or 68.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 44.2 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

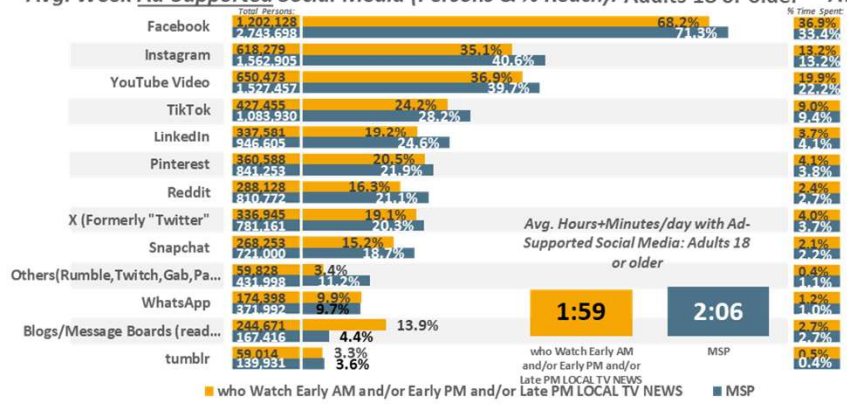
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



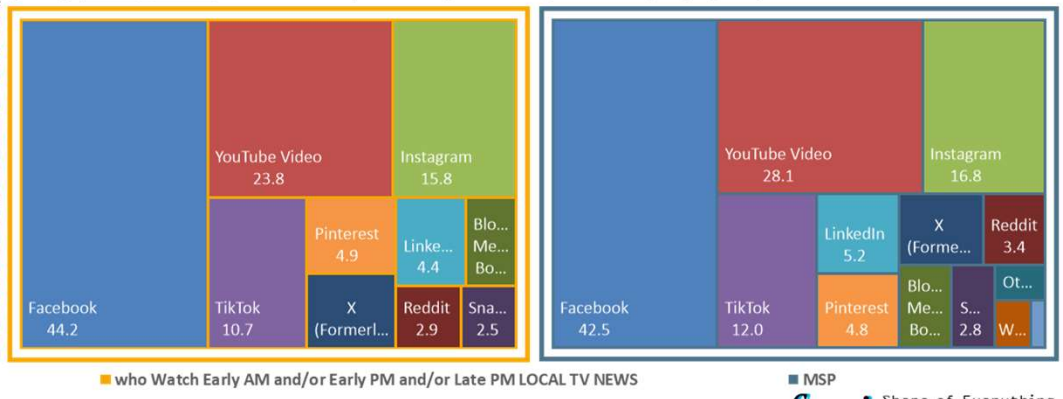
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929

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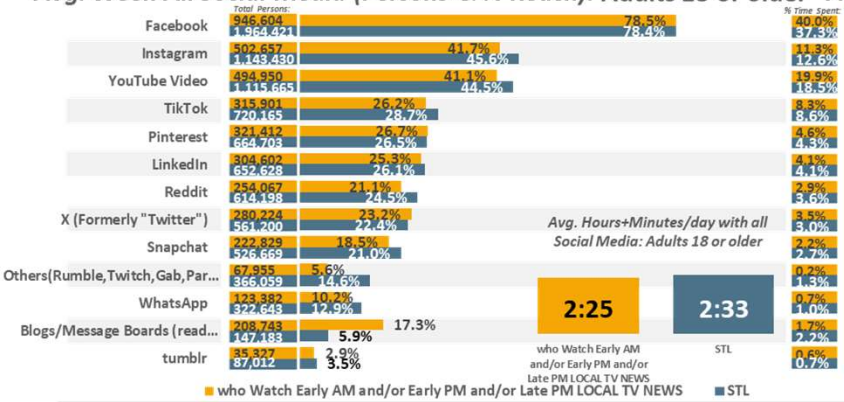
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

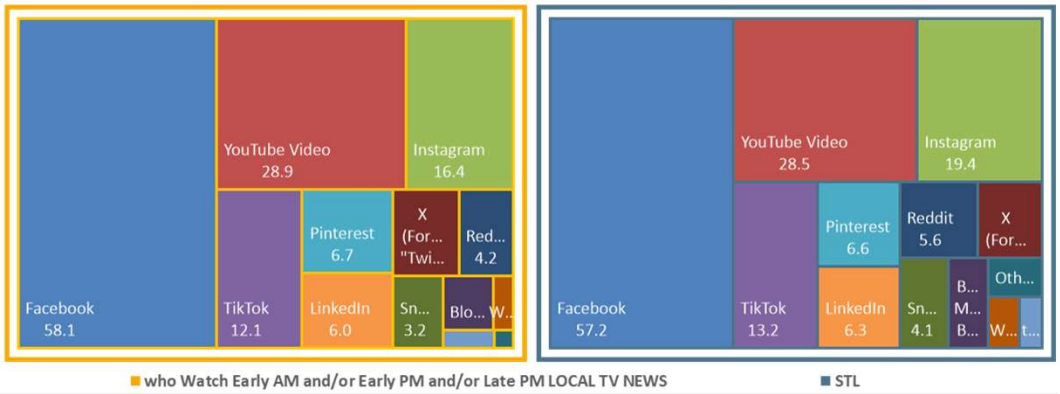


856,746 or 71.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 45.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

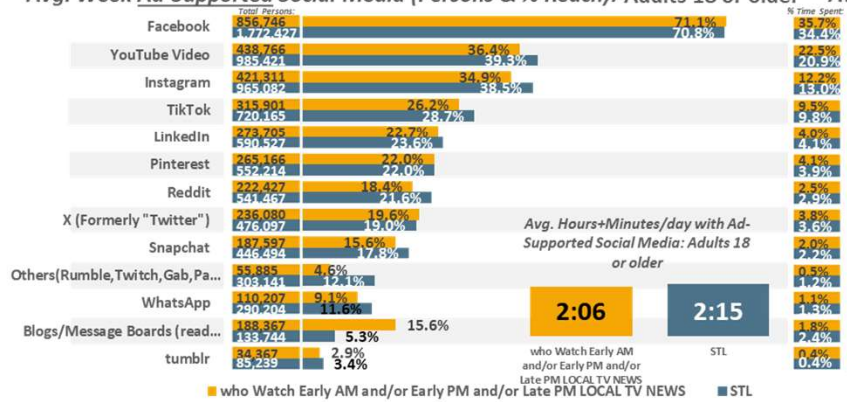
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



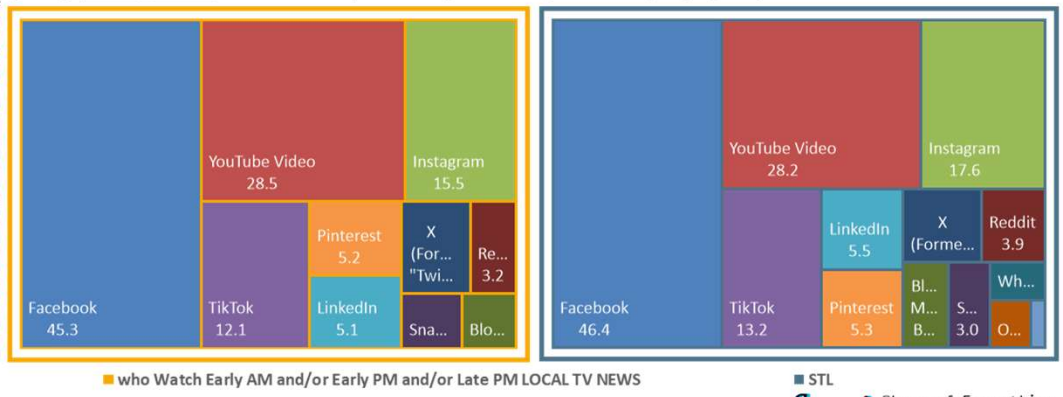
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

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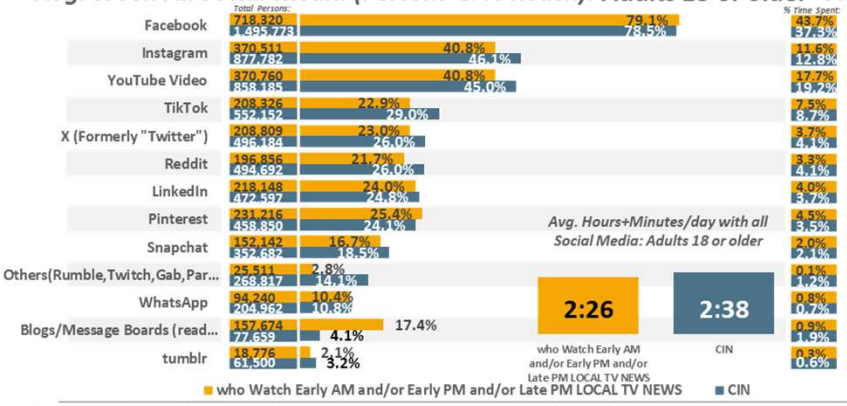
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

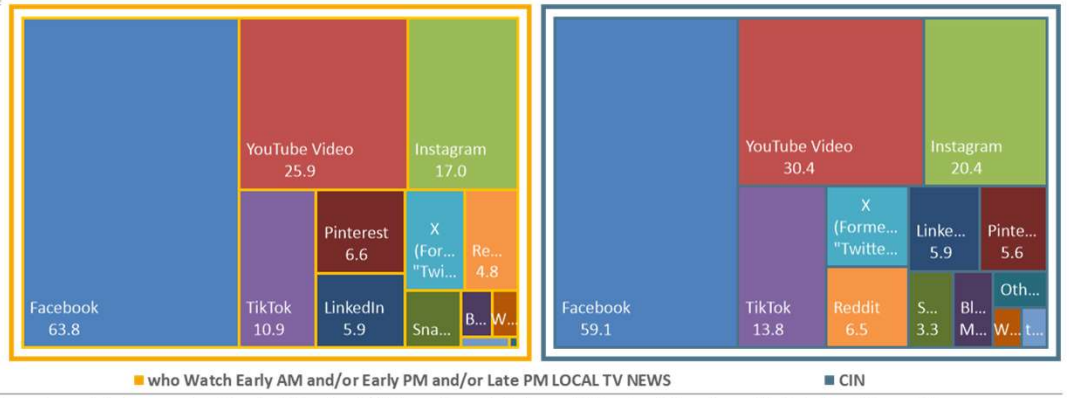


674,128 or 74.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 52.1 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.

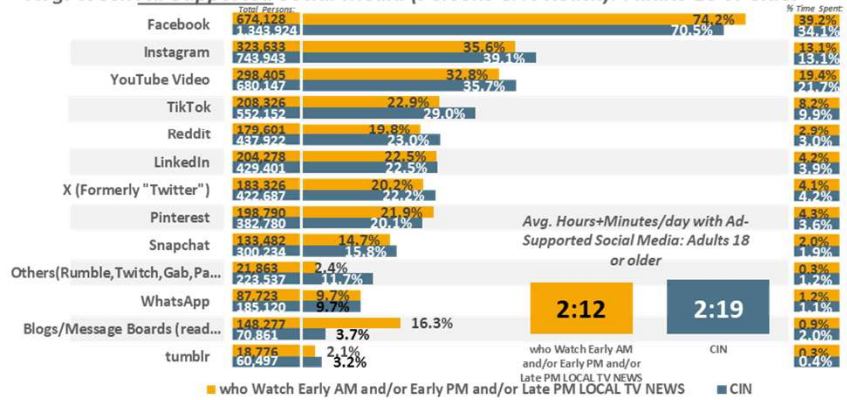
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



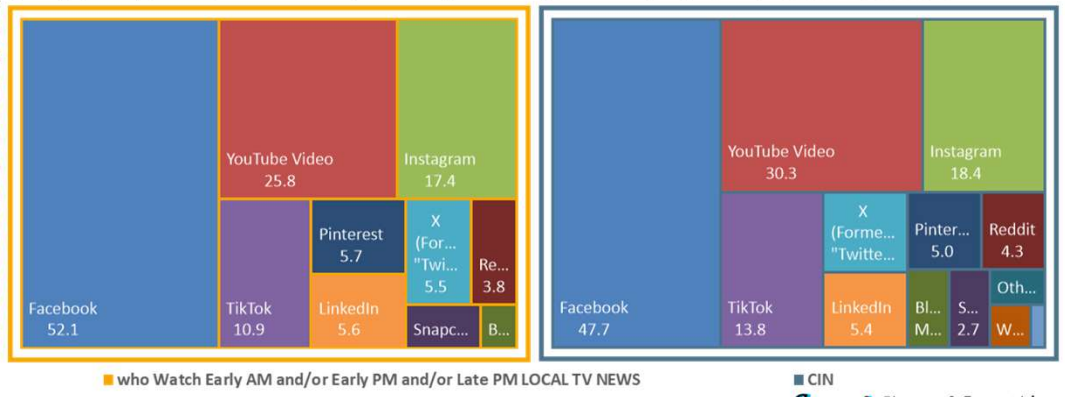
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 998

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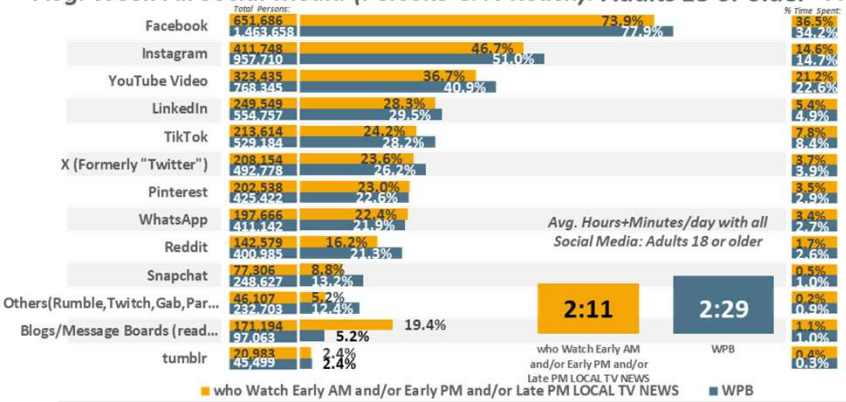
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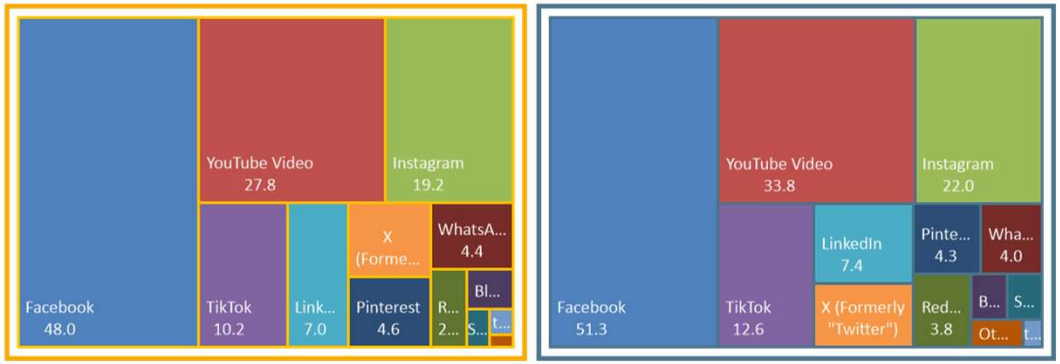
(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



574,126 or 65.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 38.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

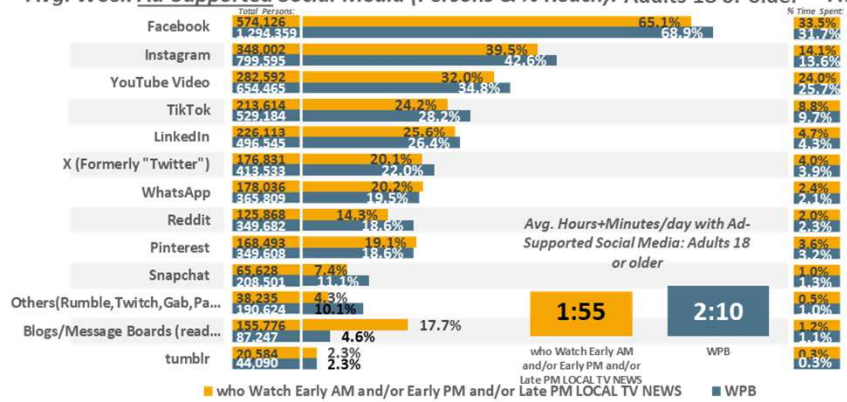
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

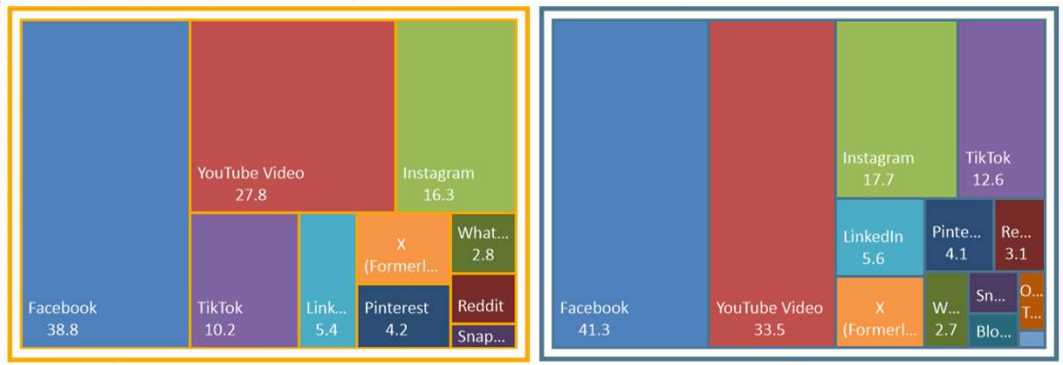




who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ WPB

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





who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ WPB

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

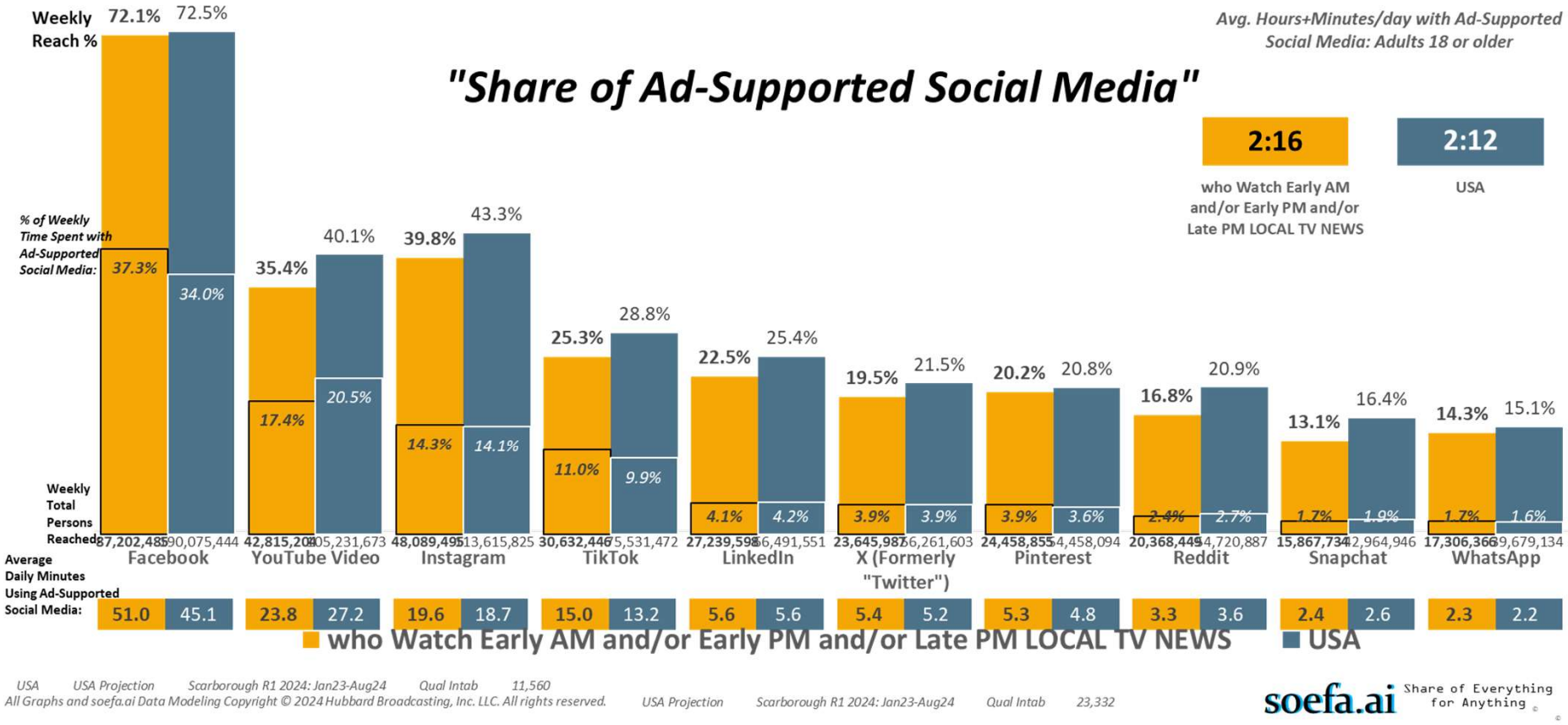
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87,202,485 or 72.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 51. minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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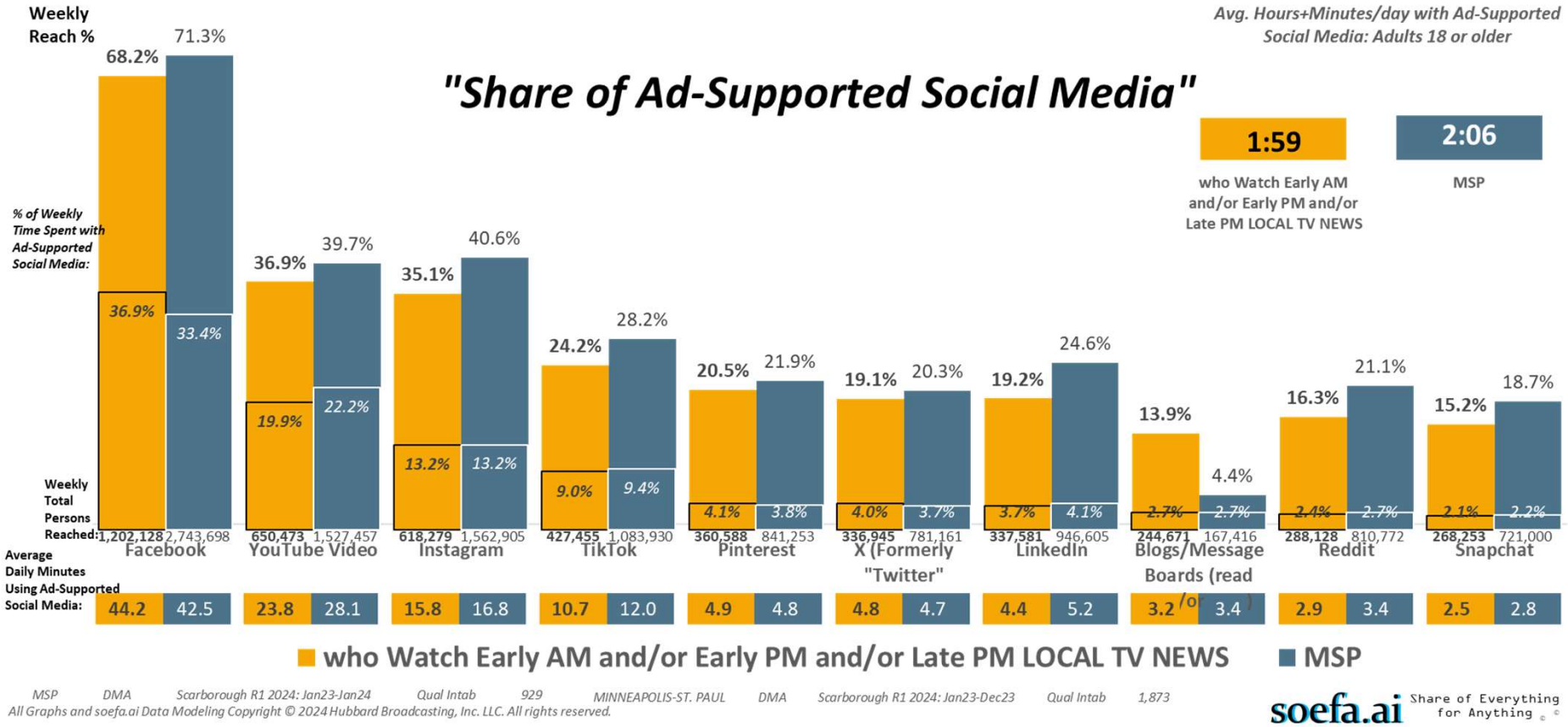
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



1,202,128 or 68.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 44.2 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.



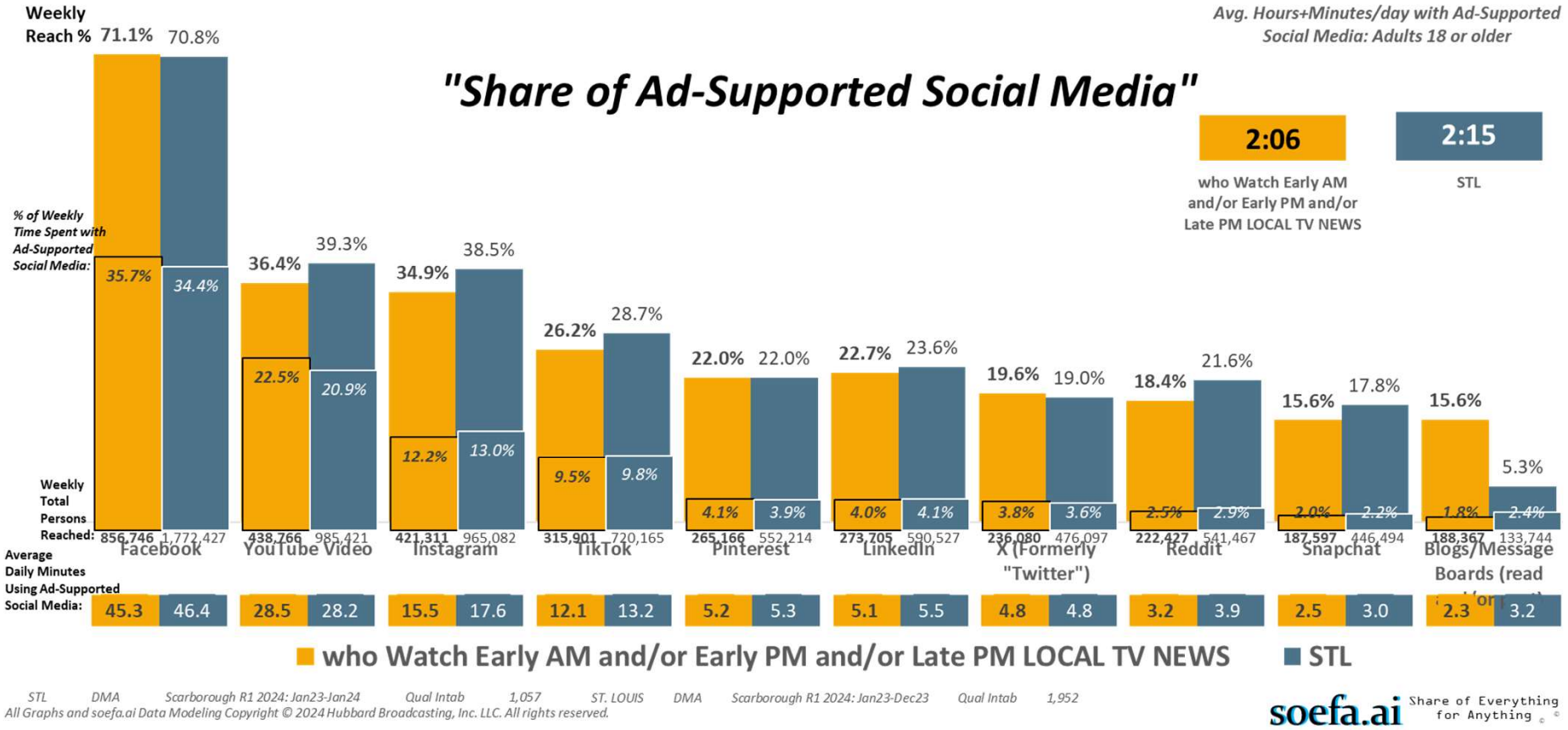
MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

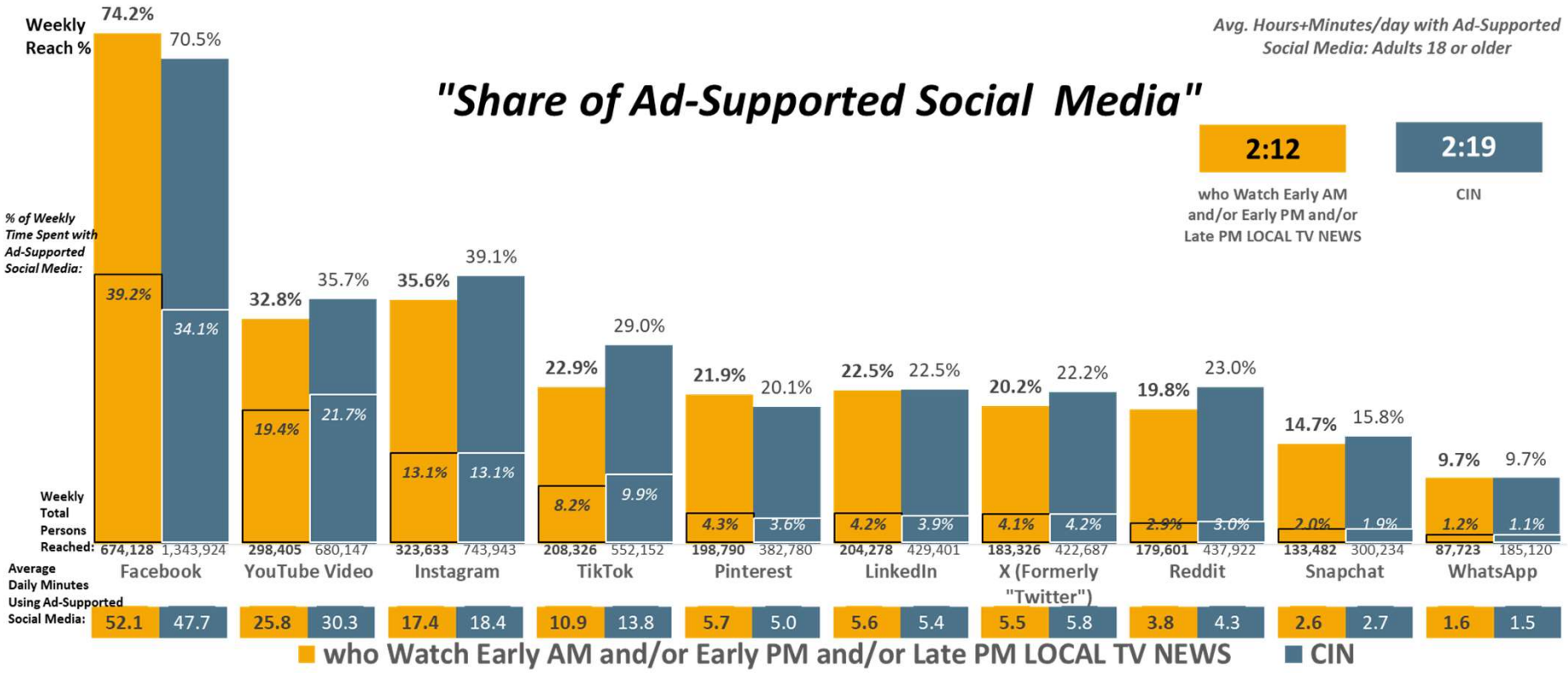
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



674,128 or 74.2% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 52.1 minutes every day representing 39.2% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

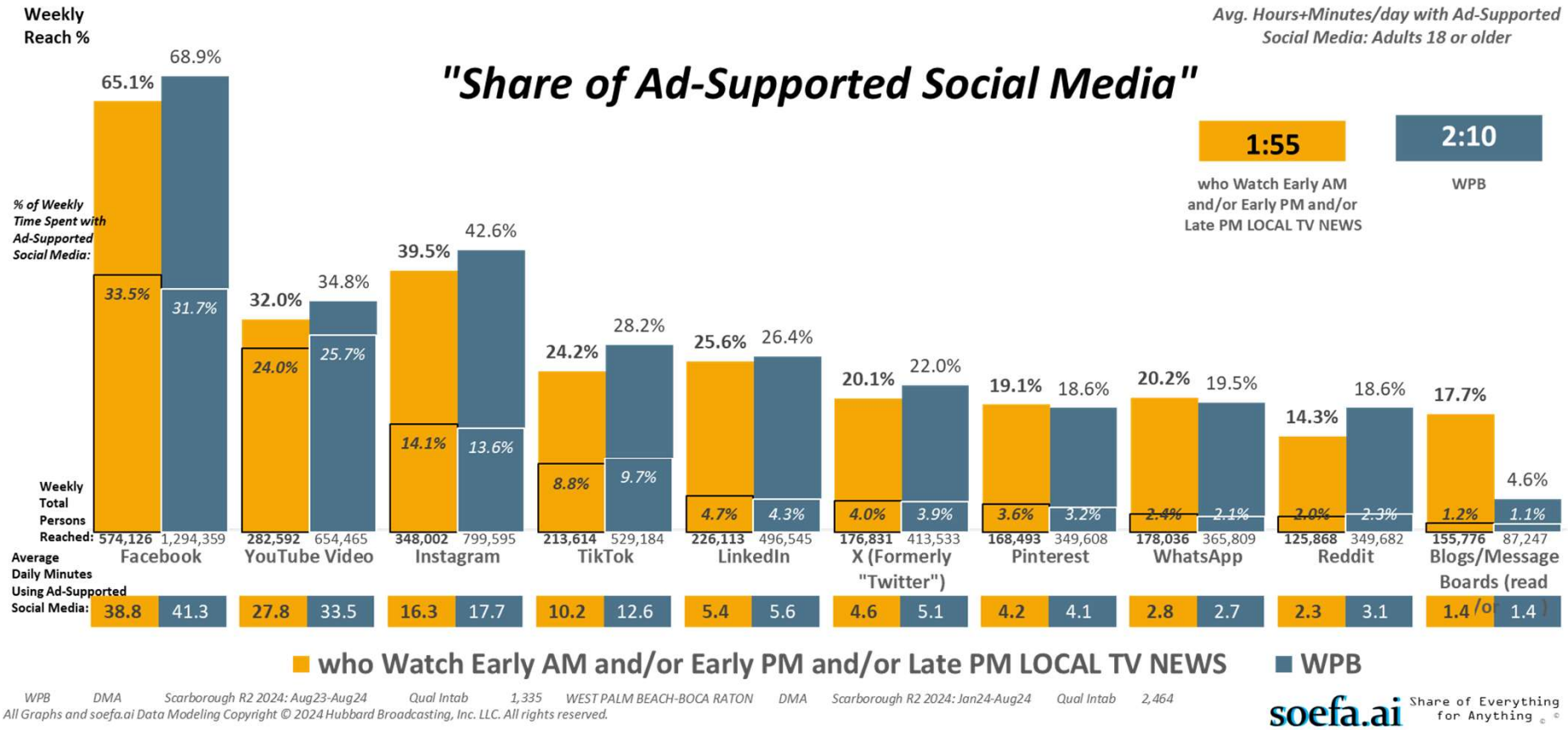
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



574,126 or 65.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS use Ad-Supported Facebook for an average of 38.8 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

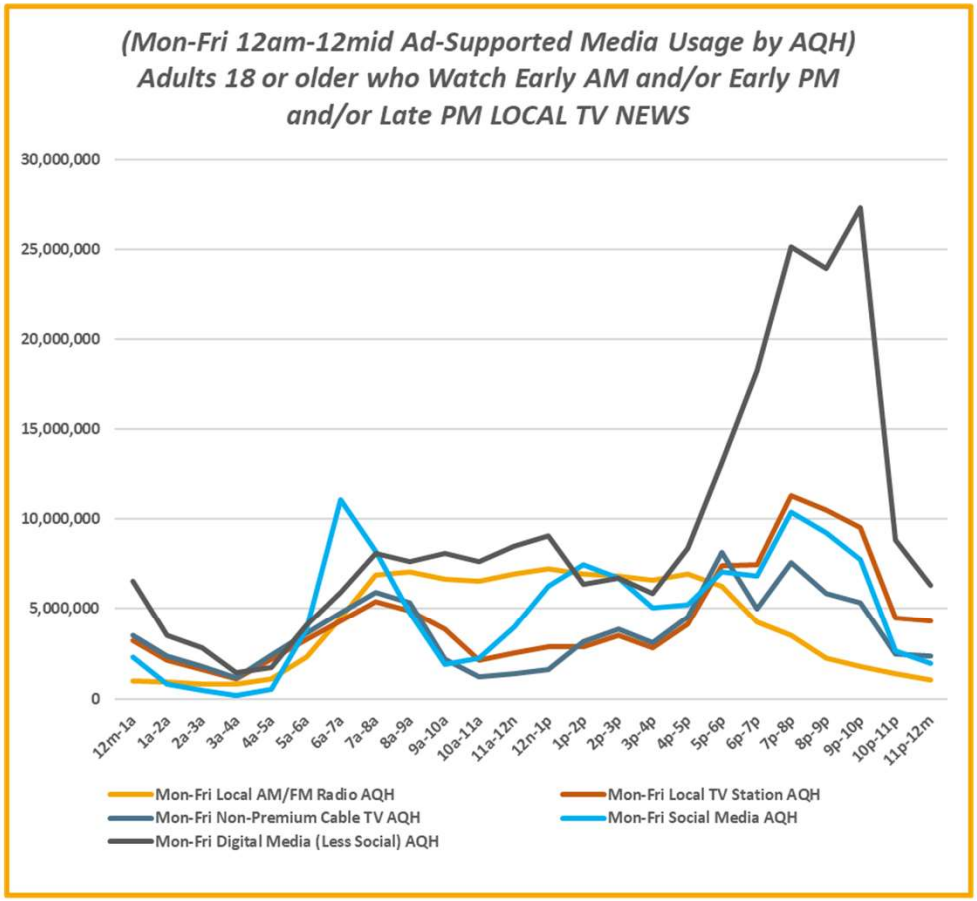
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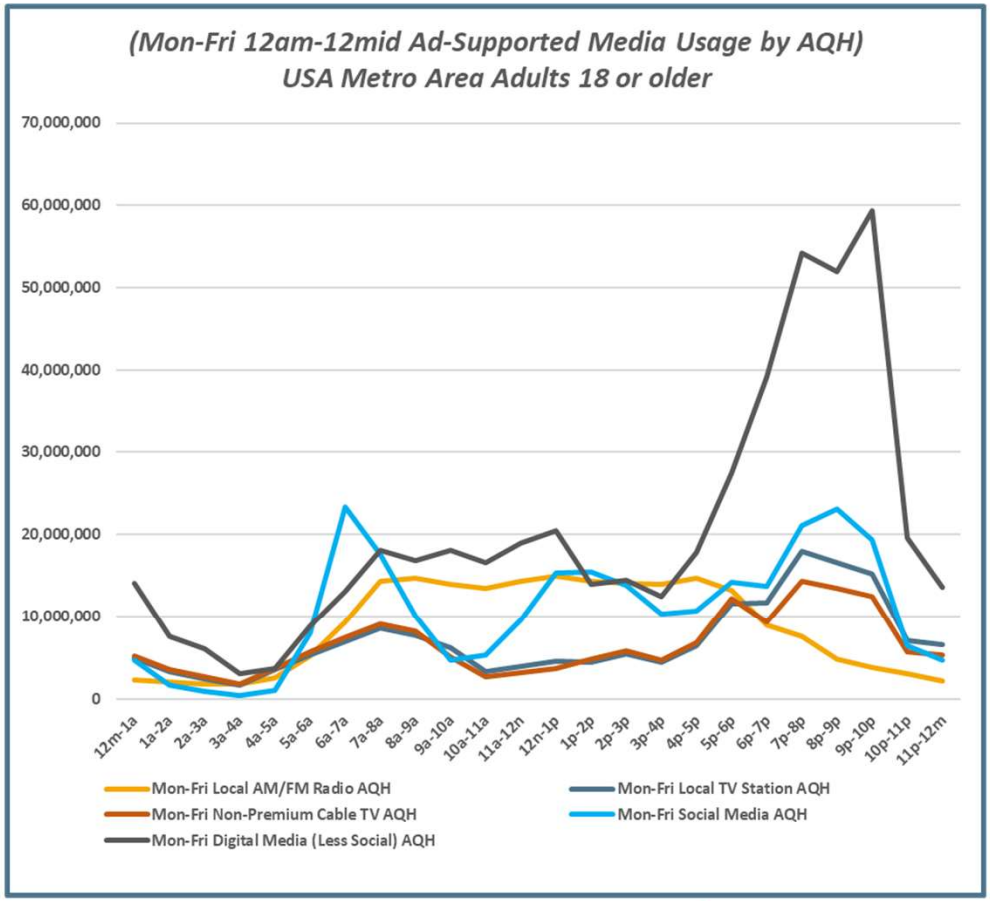
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,755,302; Local Radio: 6,447,492; Social Media: 5,905,559; Local TV: 4,170,016; Non-Prem. Cable: 3,860,853 reaching Adults 18 or older who Watch Early AM and/or Early PM





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 11,560

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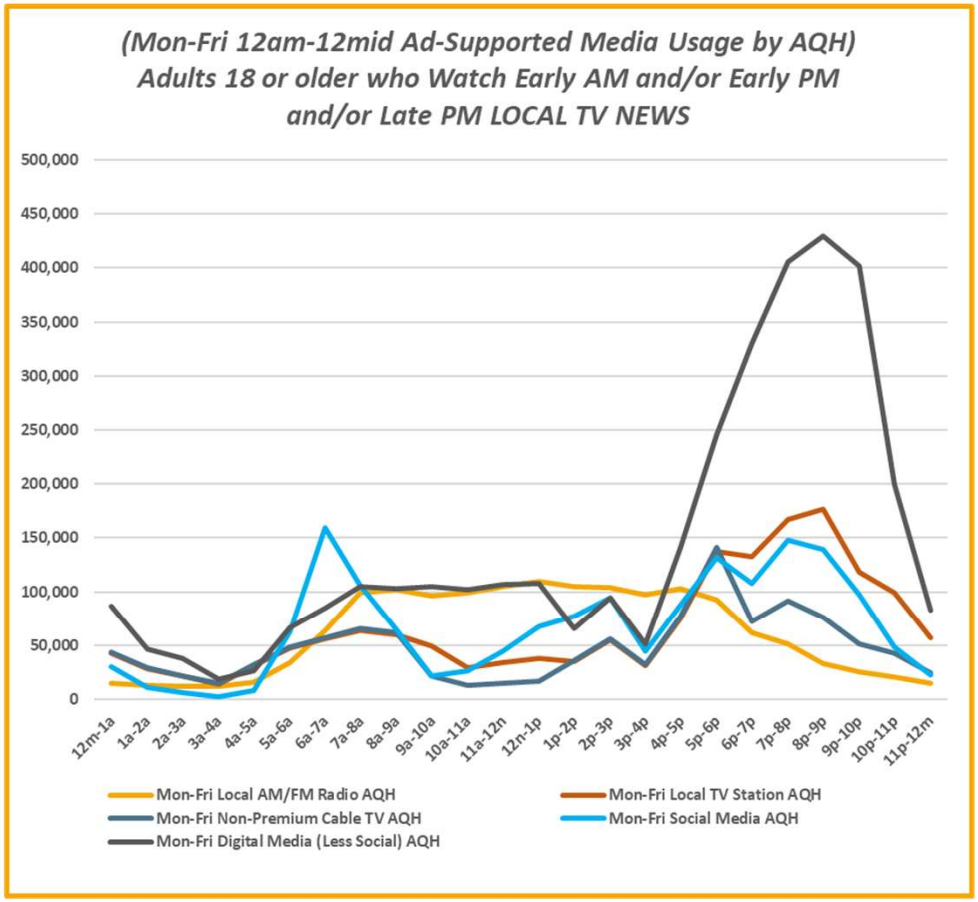
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

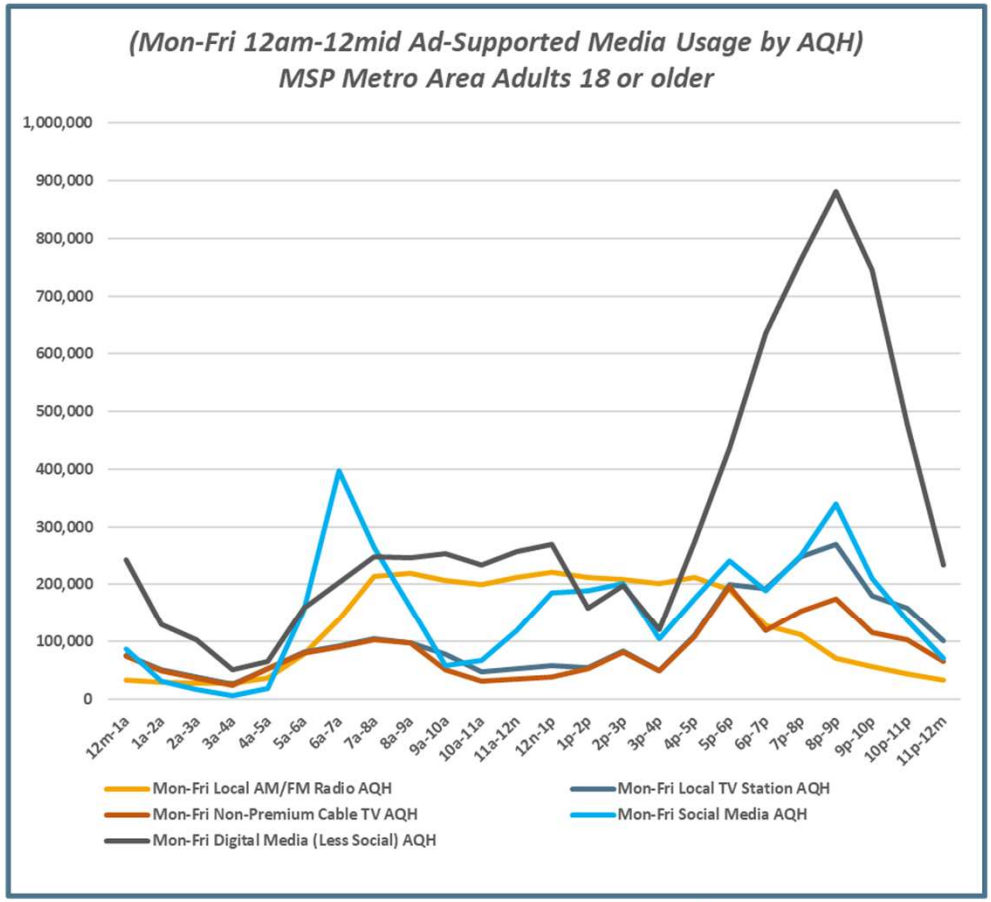
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 126,425; Local Radio: 95,232; Social Media: 79,641; Local TV: 61,223; Non-Prem. Cable: 51,066 reaching Adults 18 or older who Watch Early AM and/or Early PM and/or Late P





MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929

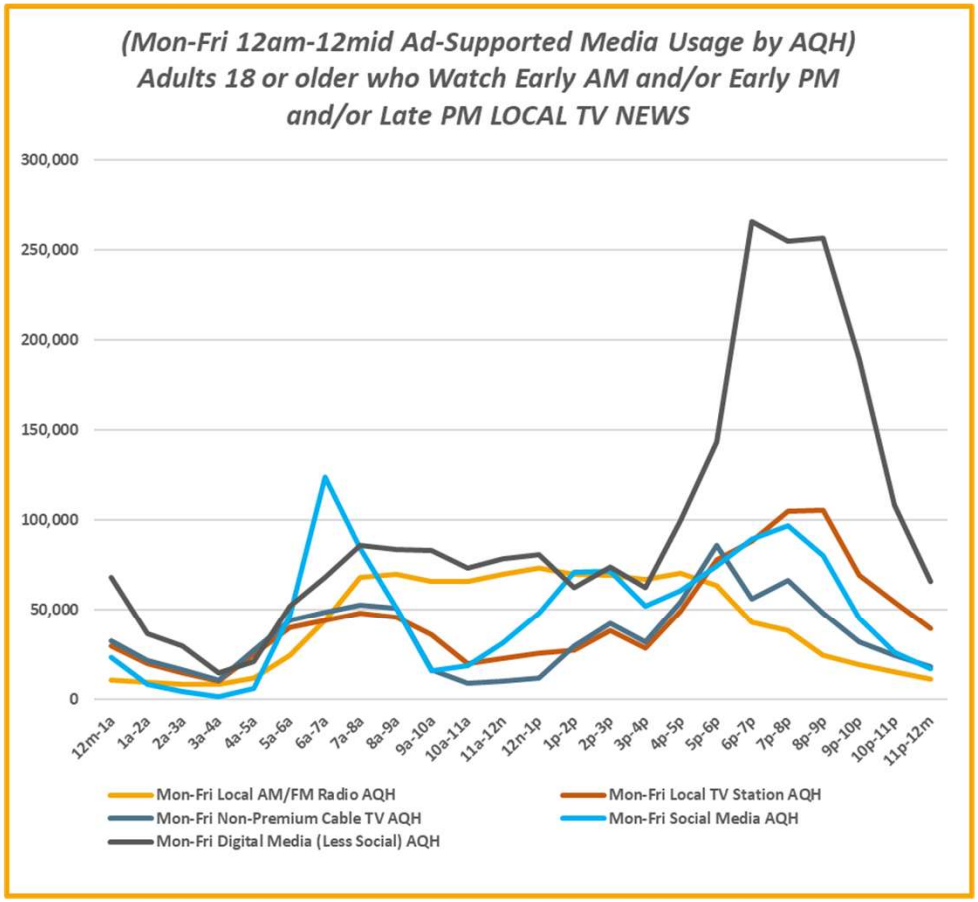
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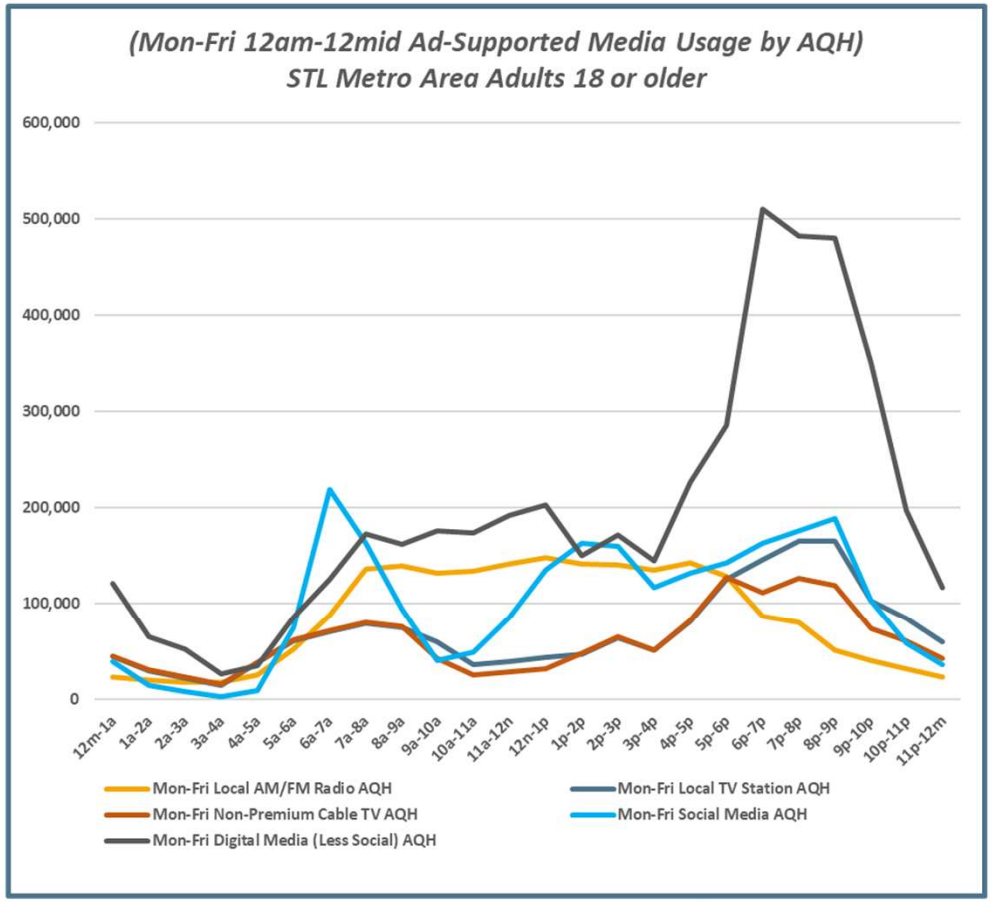
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 97,080; Local Radio: 64,631; Social Media: 60,955; Local TV: 42,366; Non-Prem. Cable: 38,373 reaching Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM





STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

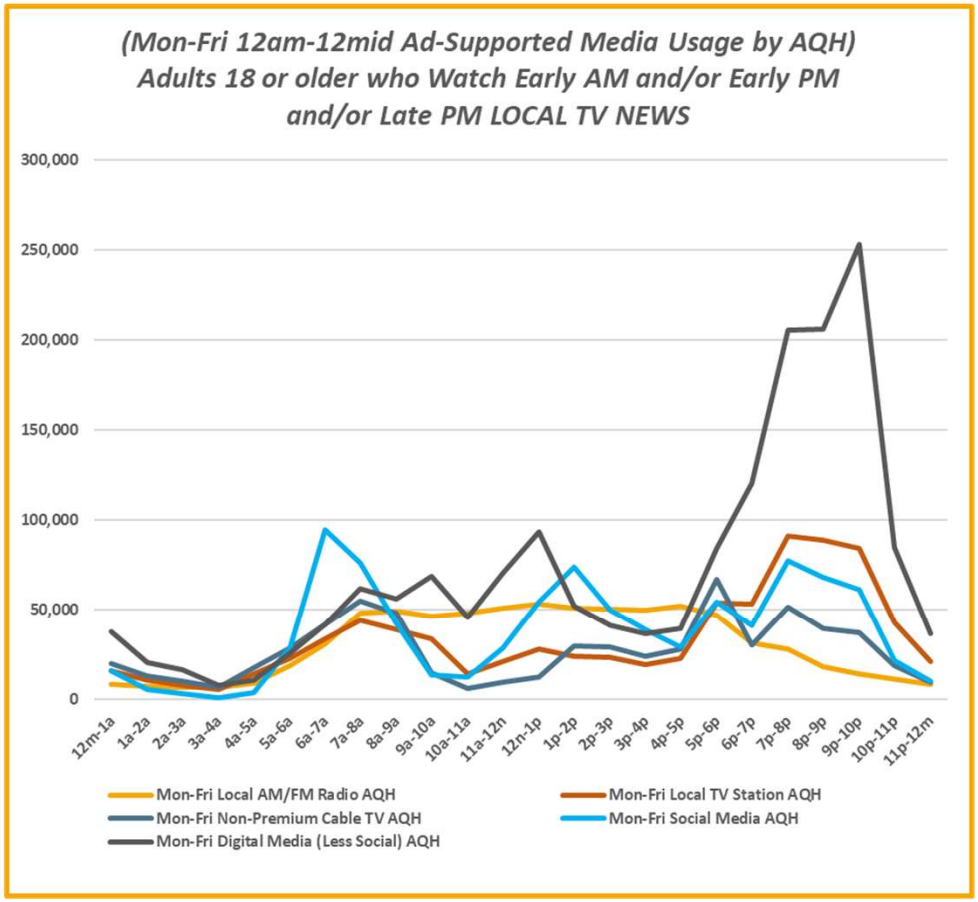
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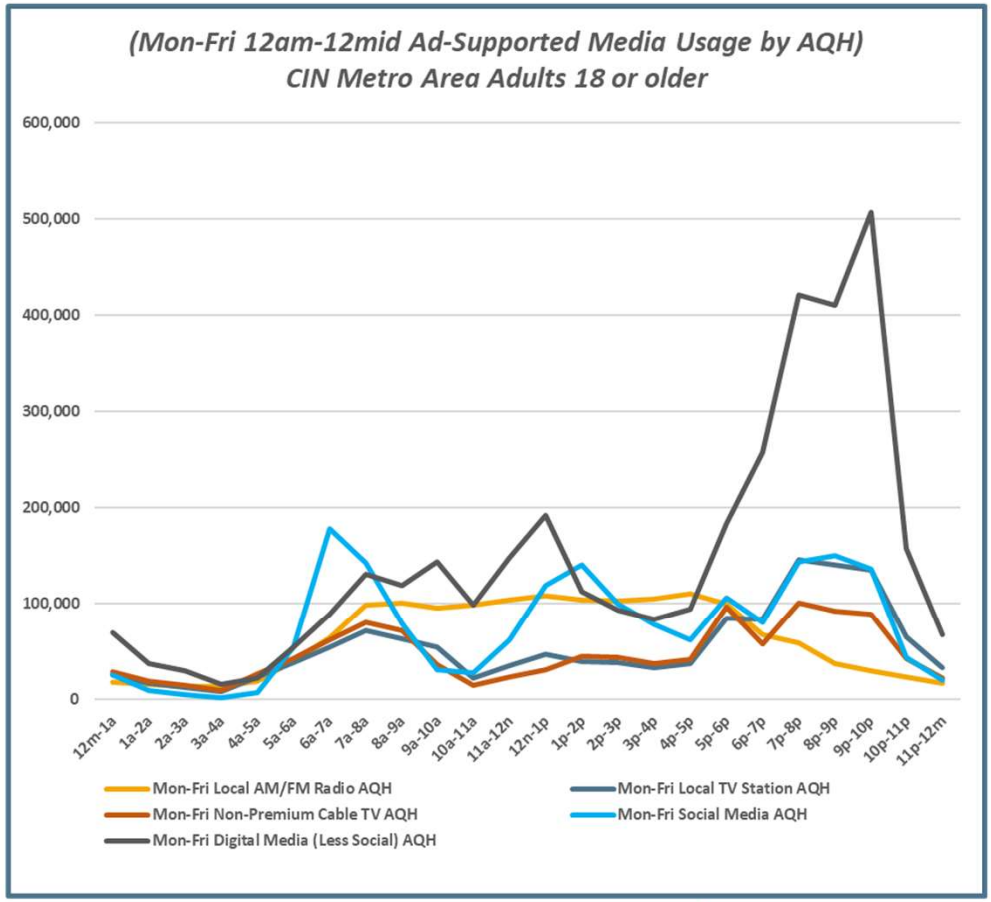
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 62,425; Local Radio: 46,807; Social Media: 46,728; Local TV: 31,383; Non-Prem. Cable: 30,337 reaching Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM





CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

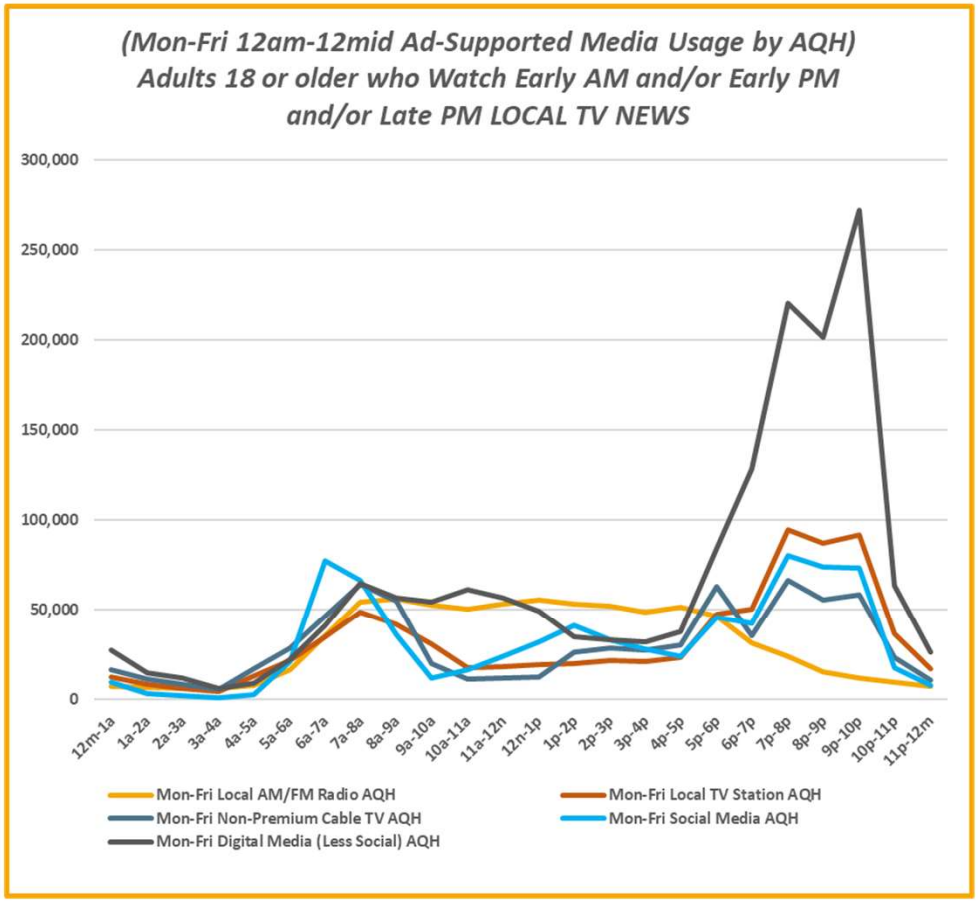
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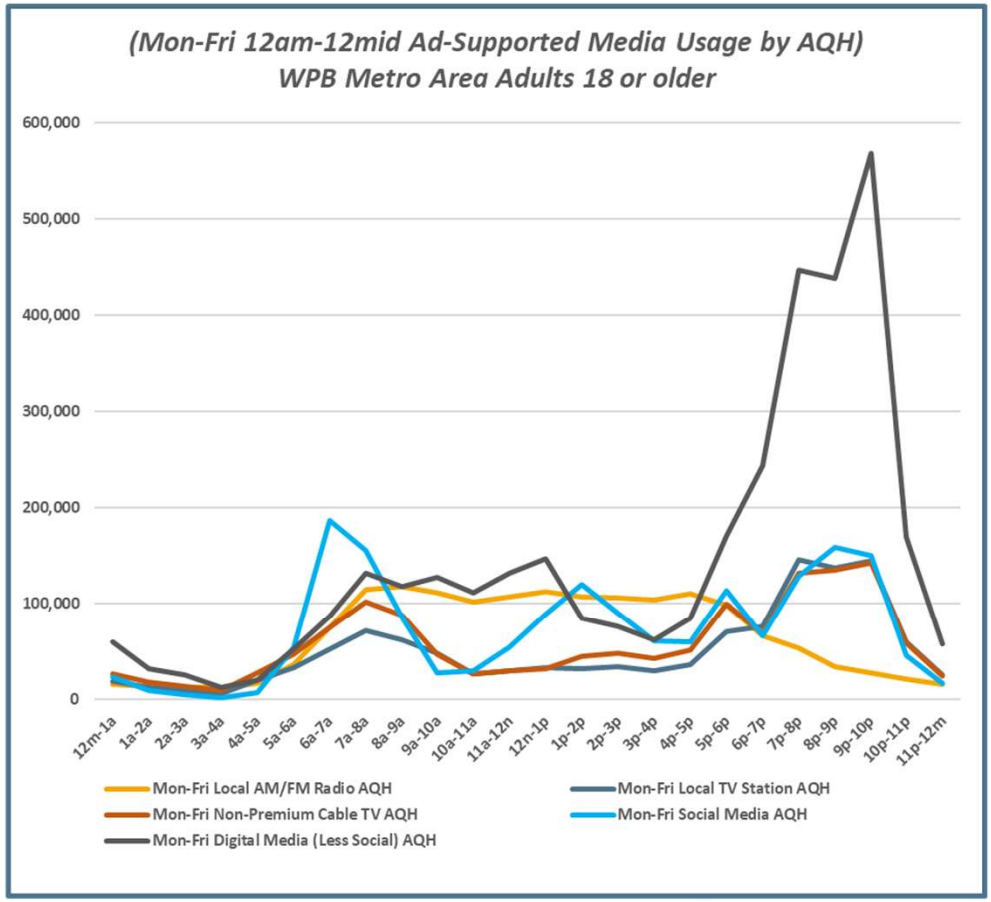
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 56,485; Local Radio: 49,156; Social Media: 36,724; Non-Prem. Cable: 33,124; Local TV: 30,325 reaching Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

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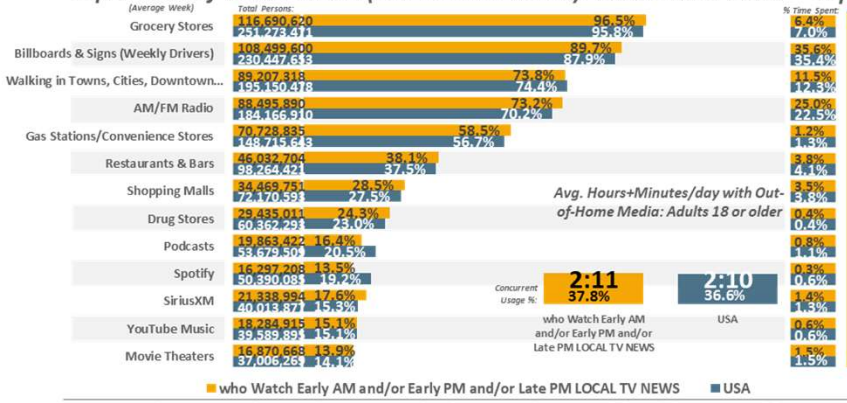
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

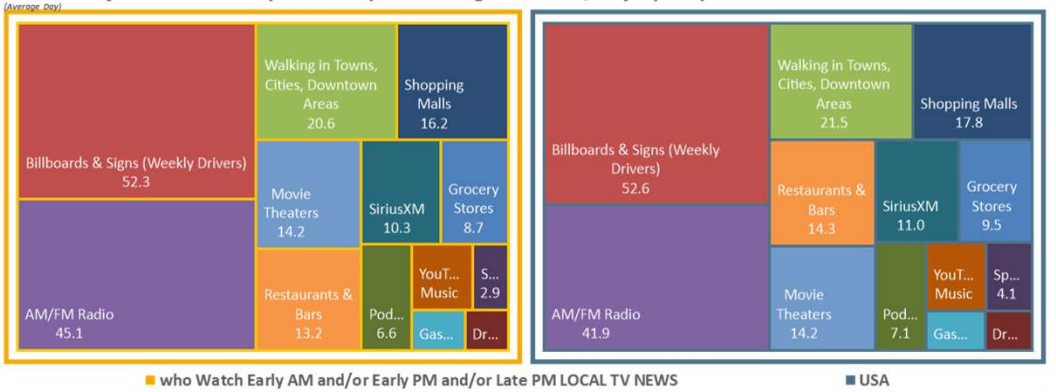


108,499,600 or 89.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 52.3 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 42

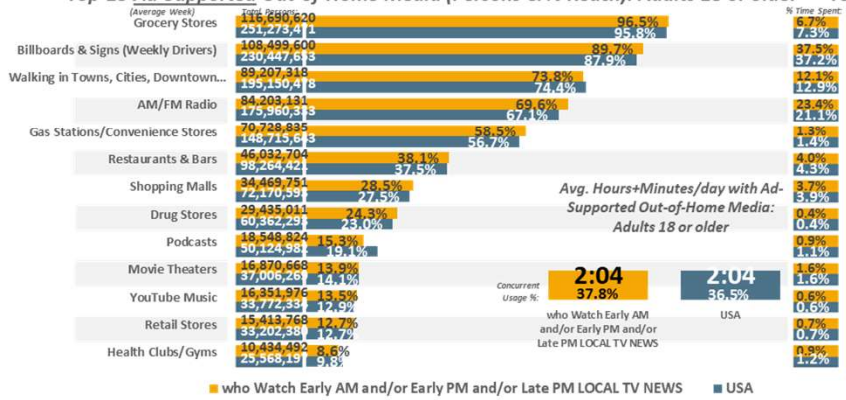
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



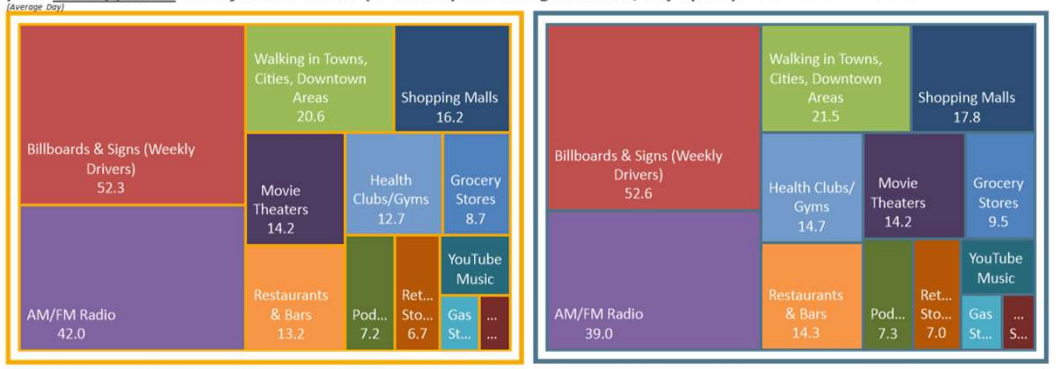
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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-Aug24 Qual Intab 11,560

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

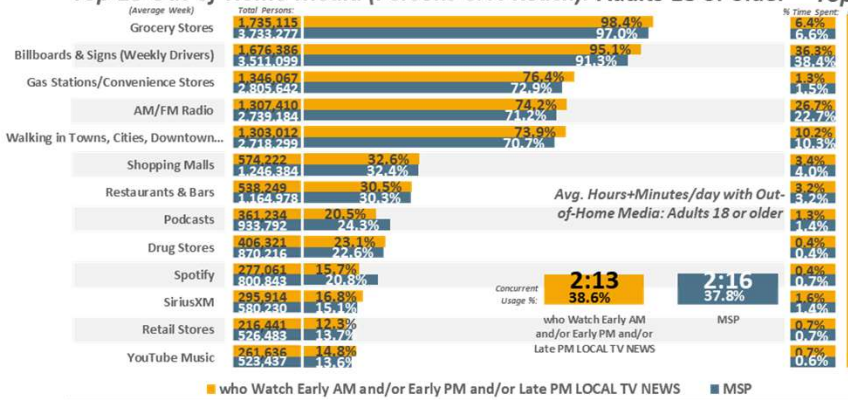
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

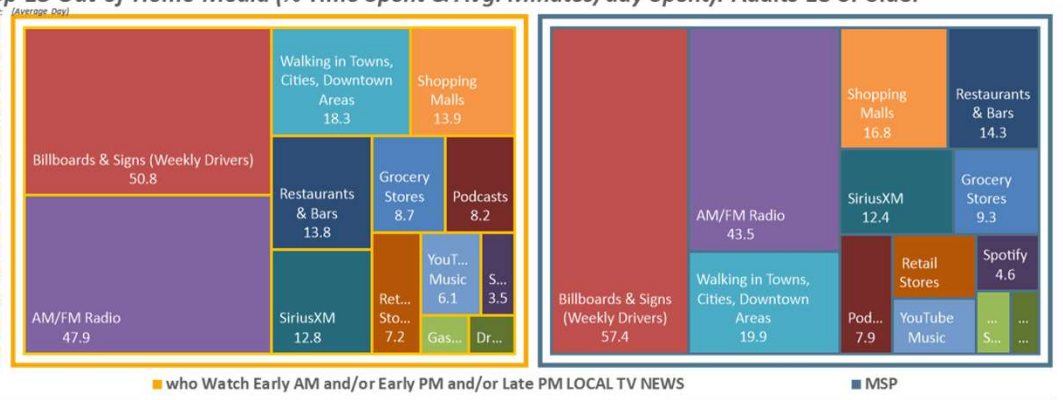


1,676,386 or 95.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 50.8 minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 44.2

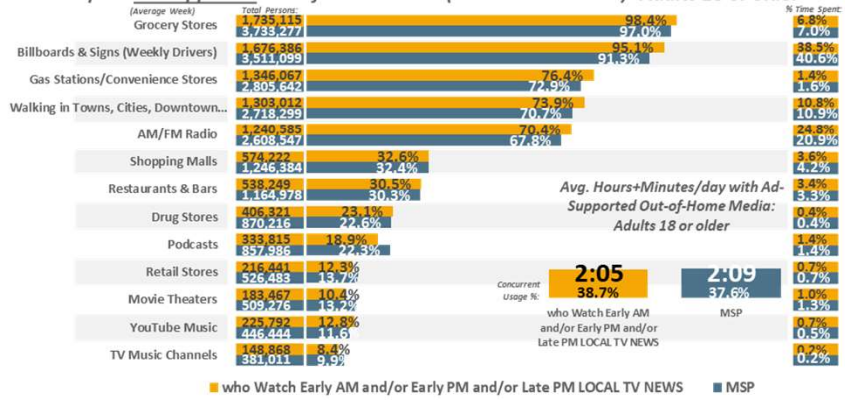
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



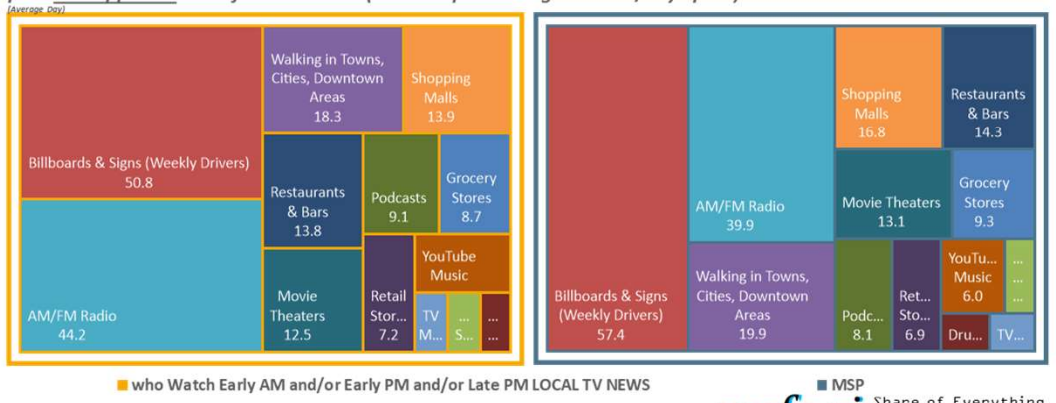
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 929

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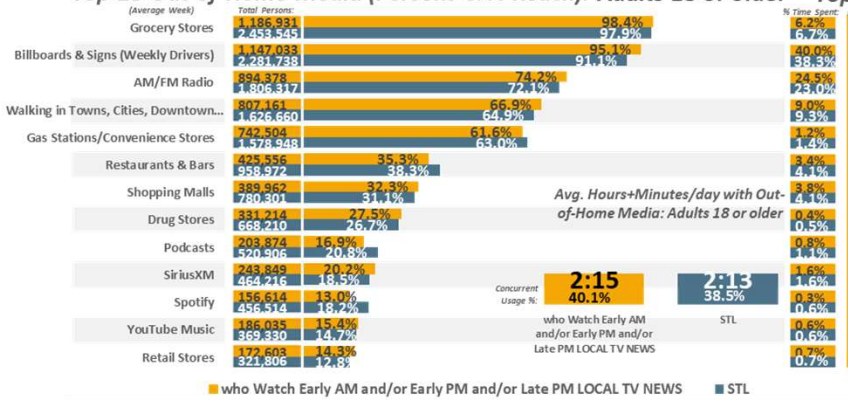
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

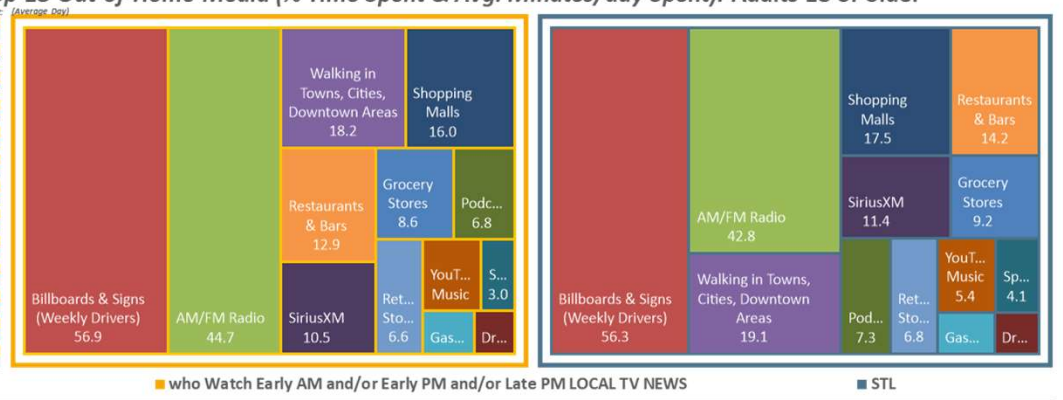


1,147,033 or 95.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 56.9 minutes per day driving, seeing Billboards and Signs.
70.8% Listen to Local Radio Stations Out-of-Home for an average of 42.3

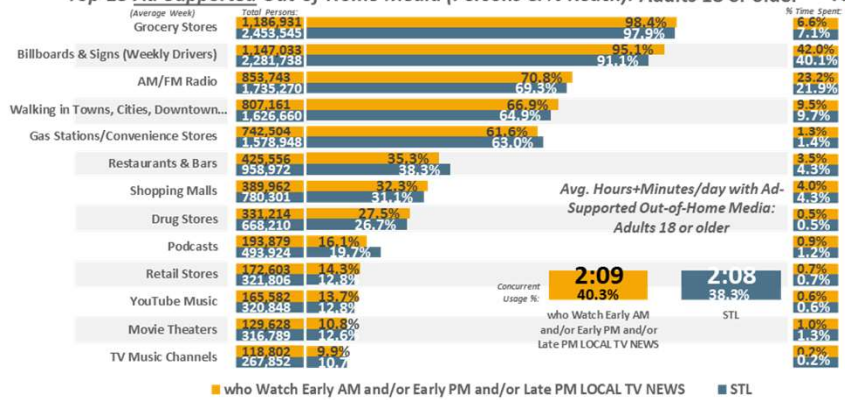
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



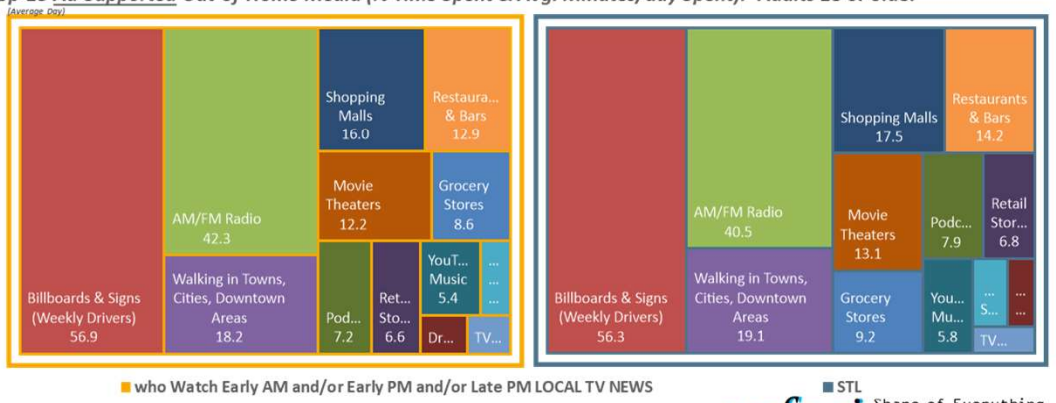
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 1,057

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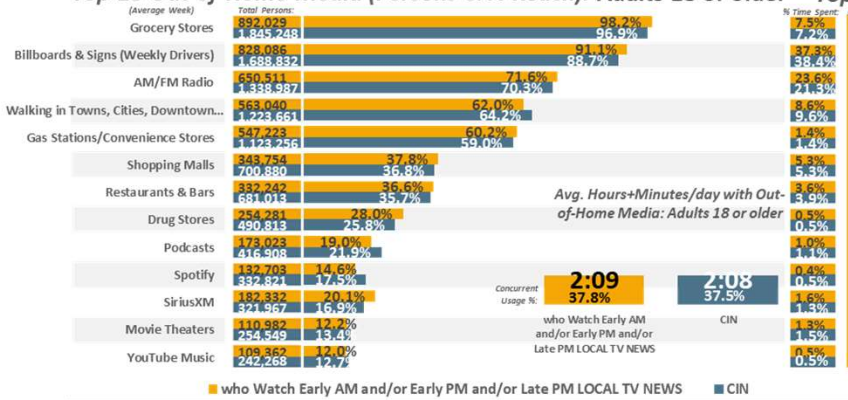
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

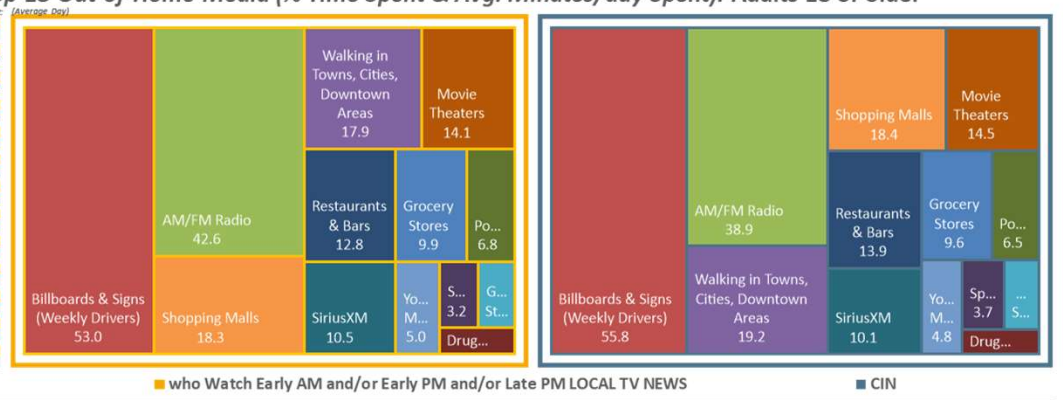


828,086 or 91.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 53. minutes per day driving, seeing Billboards and Signs. 68.4% Listen to Local Radio Stations Out-of-Home for an average of 39.9 mi

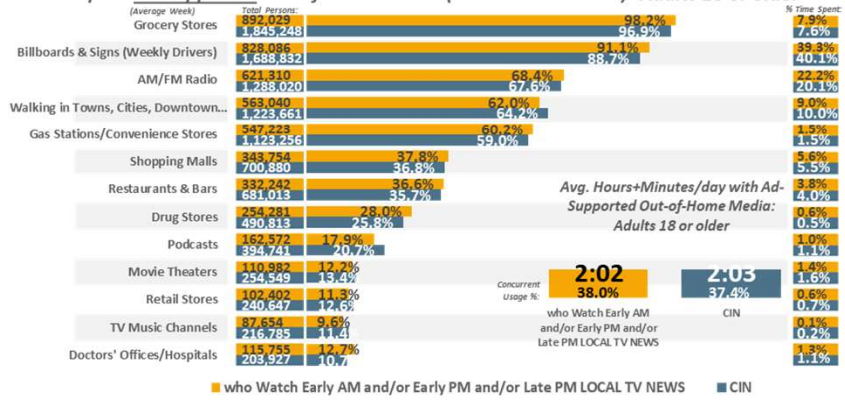
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



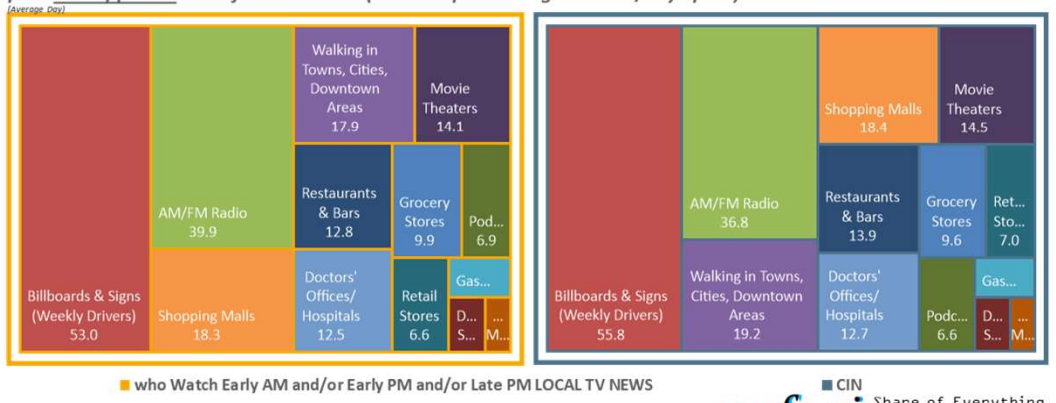
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 998

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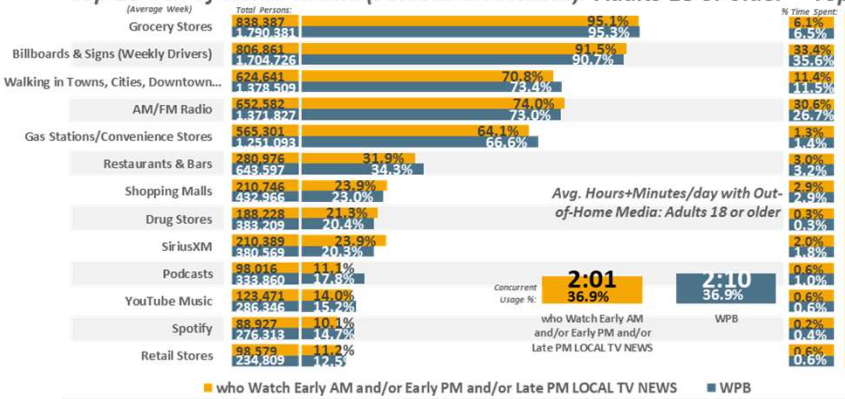
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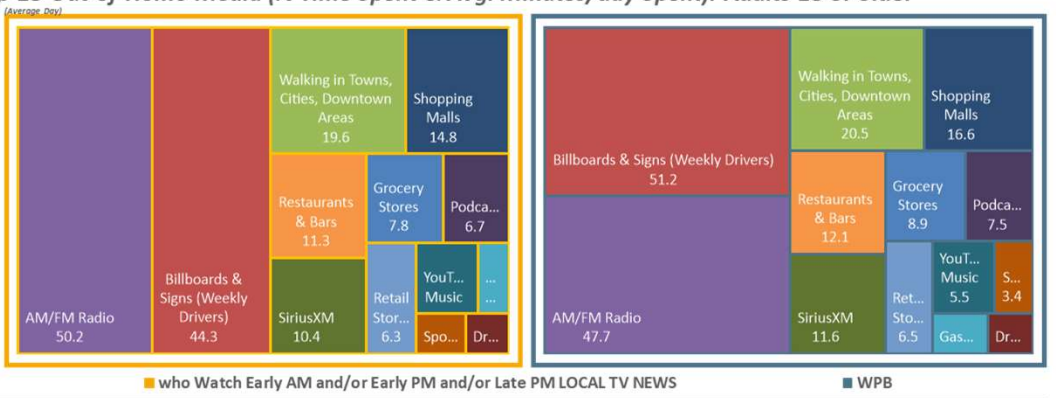


806,861 or 91.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 44.3 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 48.6 m

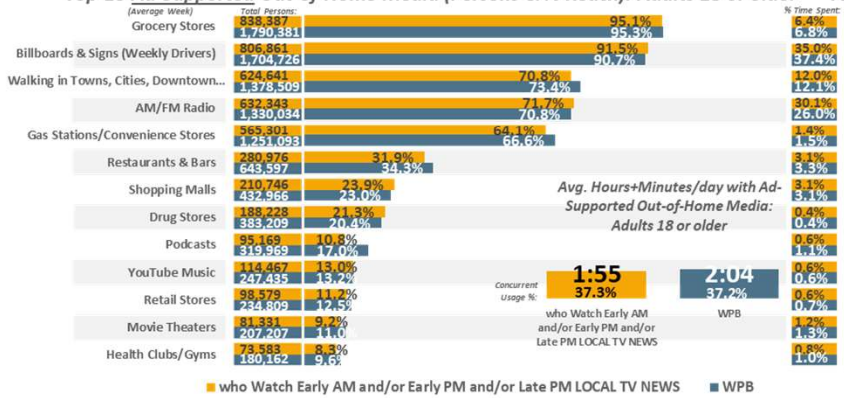
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



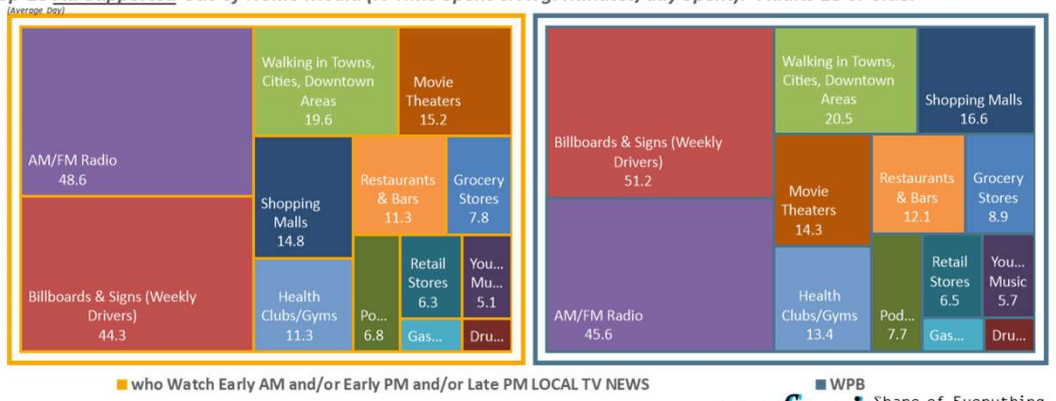
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

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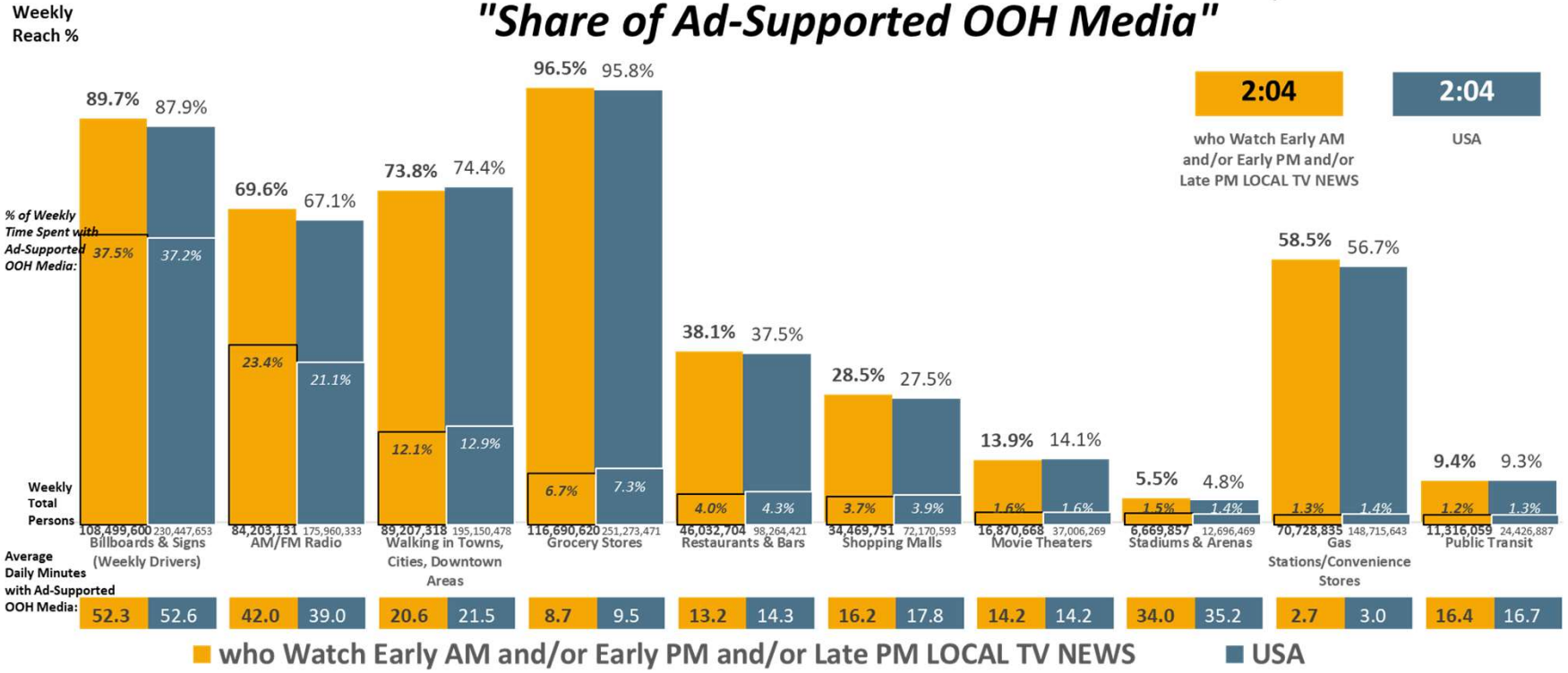
(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



108,499,600 or 89.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 52.3 minutes per day driving, seeing Billboards and Signs representing 37.5% of all Time Spent with Ad-Supported Out-of-Home Med

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-Aug24 Qual Intab 11,560

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

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1,676,386 or 95.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 50.8 minutes per day driving, seeing Billboards and Signs representing 38.5% of all Time Spent with Ad-Supported Out-of-Home Media

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

"Share of Ad-Supported OOH Media"

	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Stadiums & Arenas	Gas Stations/Convenience Stores	Podcasts	Movie Theaters
Weekly Reach %	95.1% / 91.3%	70.4% / 67.8%	73.9% / 70.7%	98.4% / 97.0%	32.6% / 32.4%	30.5% / 30.3%	5.6% / 5.7%	76.4% / 72.9%	18.9% / 22.3%	10.4% / 13.2%
% of Weekly Time Spent with Ad-Supported OOH Media:	38.5% / 40.6%	24.8% / 20.9%	10.8% / 10.9%	6.8% / 7.0%	3.6% / 4.2%	3.4% / 3.3%	1.5% / 1.6%	1.4% / 1.6%	1.4% / 1.4%	1.0% / 1.3%
Weekly Total Persons	1,676,386 / 3,511,099	1,240,585 / 2,608,547	1,303,012 / 2,718,299	1,735,115 / 3,733,277	574,222 / 1,246,384	538,249 / 1,164,978	99,033 / 219,392	1,346,067 / 2,805,642	333,815 / 857,986	183,467 / 509,276
Average Daily Minutes with Ad-Supported OOH Media:	50.8 / 57.4	44.2 / 39.9	18.3 / 19.9	8.7 / 9.3	13.9 / 16.8	13.8 / 14.3	32.9 / 35.2	2.3 / 2.8	9.1 / 8.1	12.5 / 13.1

2:05 who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS

2:09 MSP

■ who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS ■ MSP

MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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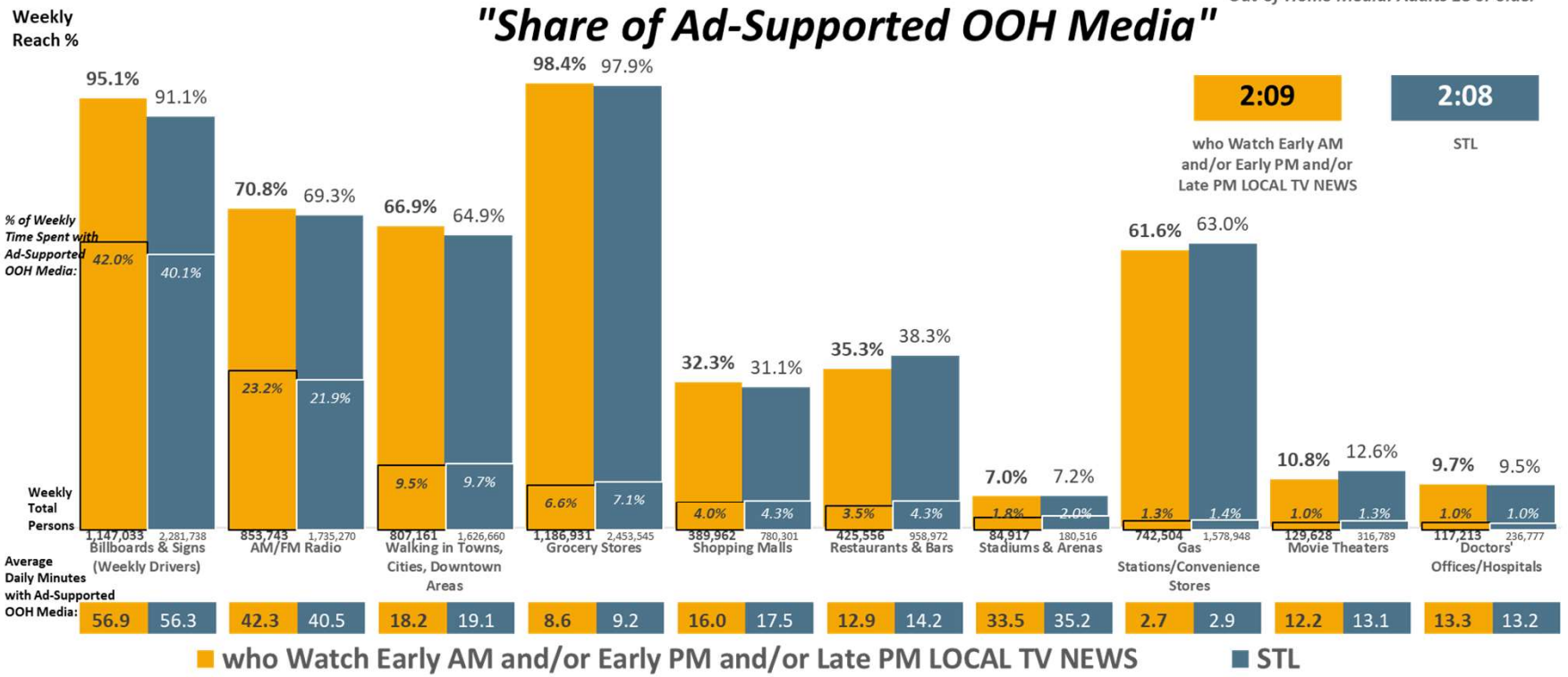
(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



1,147,033 or 95.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 56.9 minutes per day driving, seeing Billboards and Signs representing 42.% 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"



STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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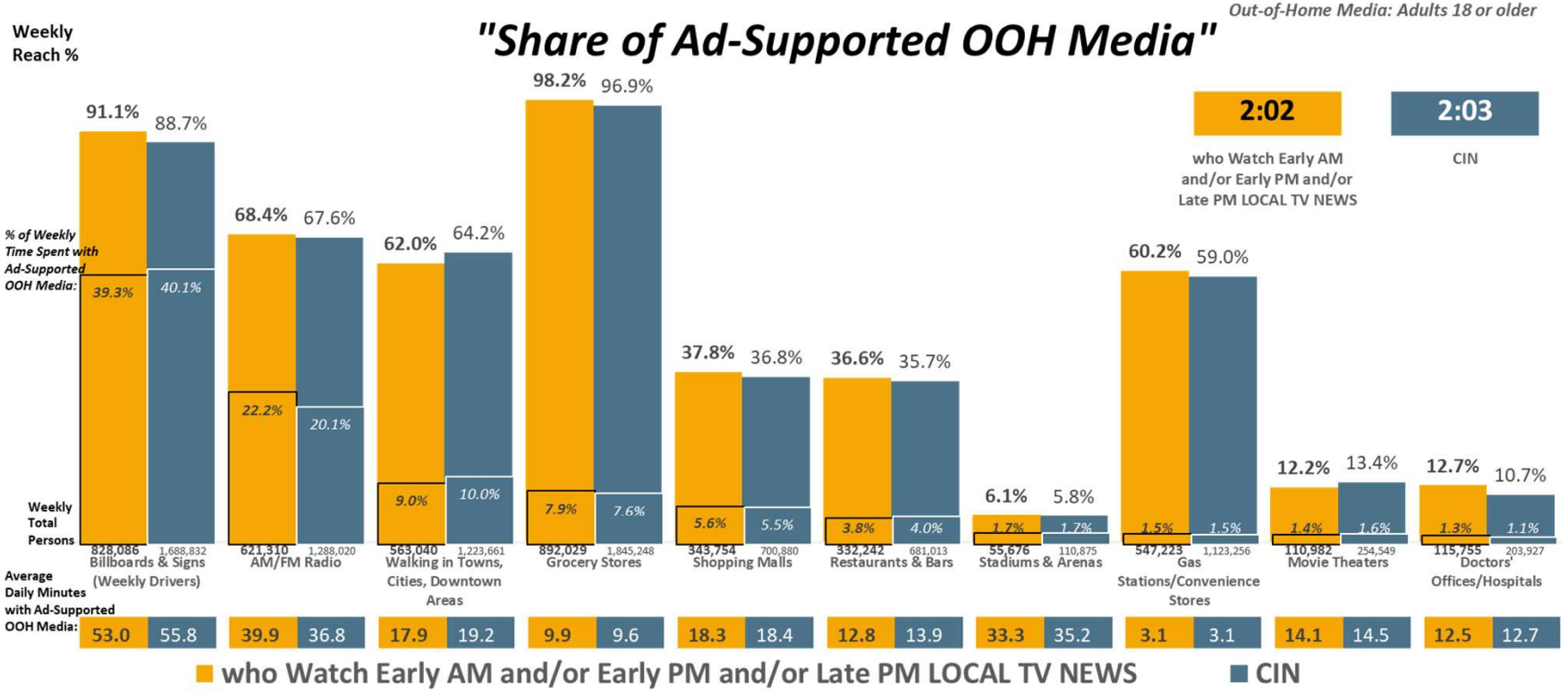
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



828,086 or 91.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 53. minutes per day driving, seeing Billboards and Signs representing 39.3% 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



CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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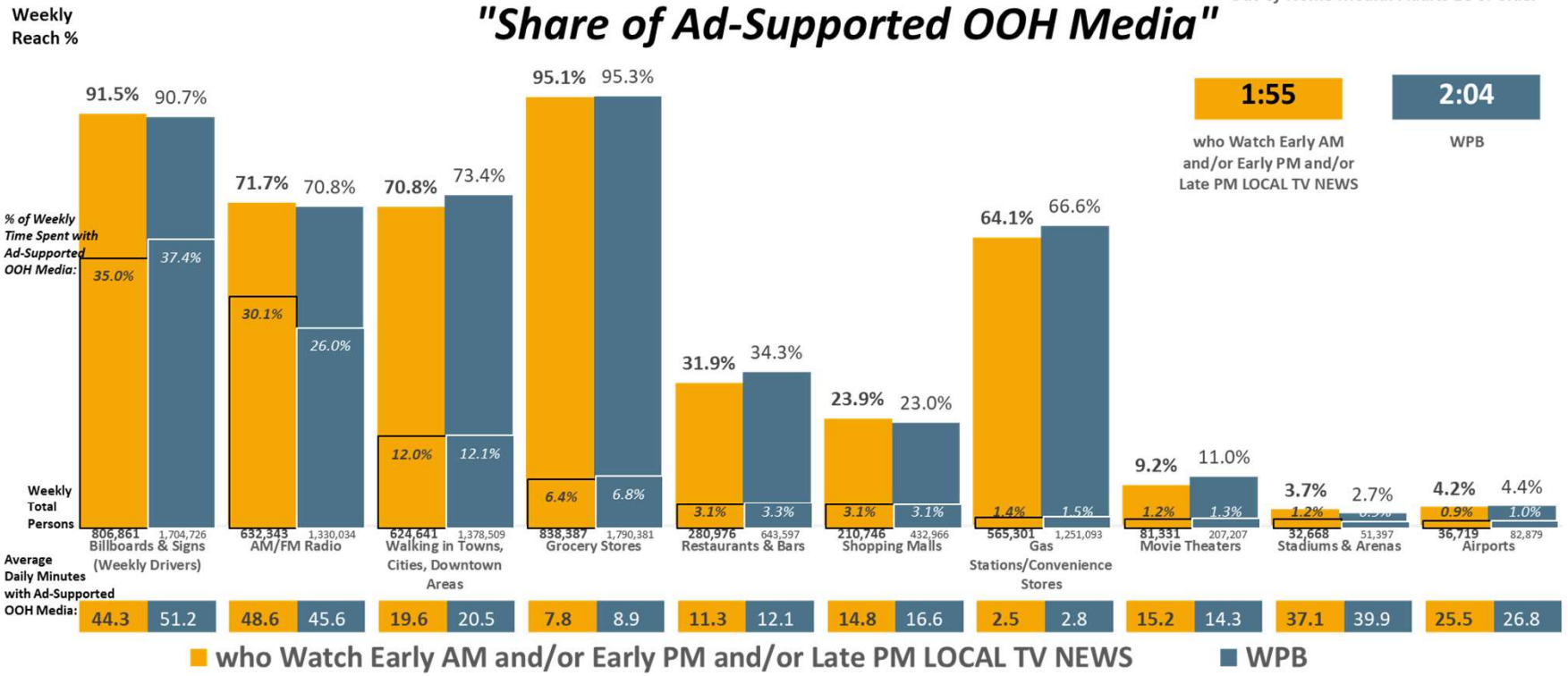
(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



806,861 or 91.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 44.3 minutes per day driving, seeing Billboards and Signs representing 35.% 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 R2 2024: Aug23-Aug24 Qual Intab 1,335 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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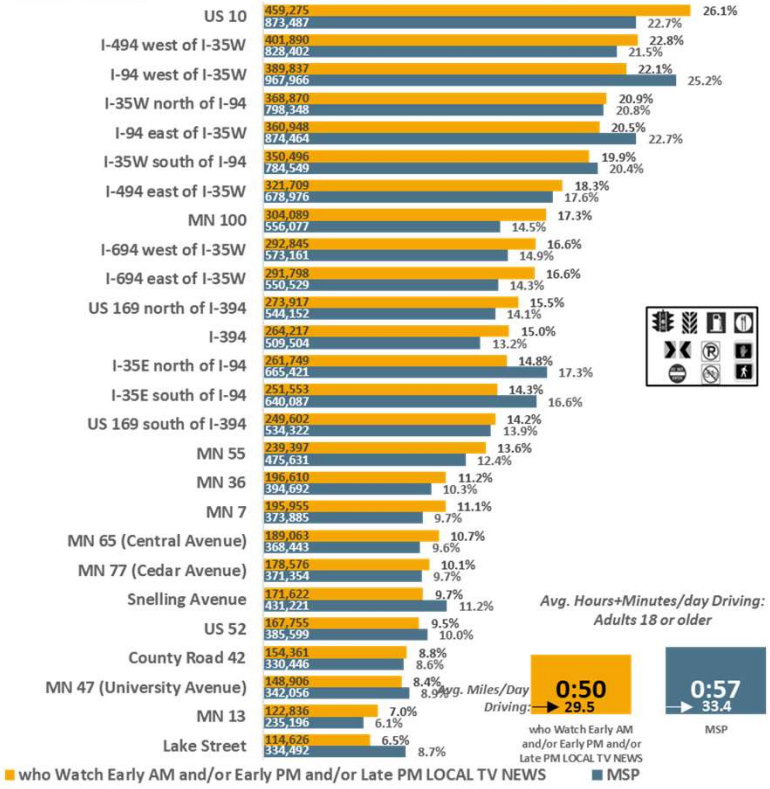
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



1,676,386 or 95.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 50.8 minutes per day driving an average of 29.5 miles each day and are 19.4% more likely to use MN 100 than the Metro average.

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



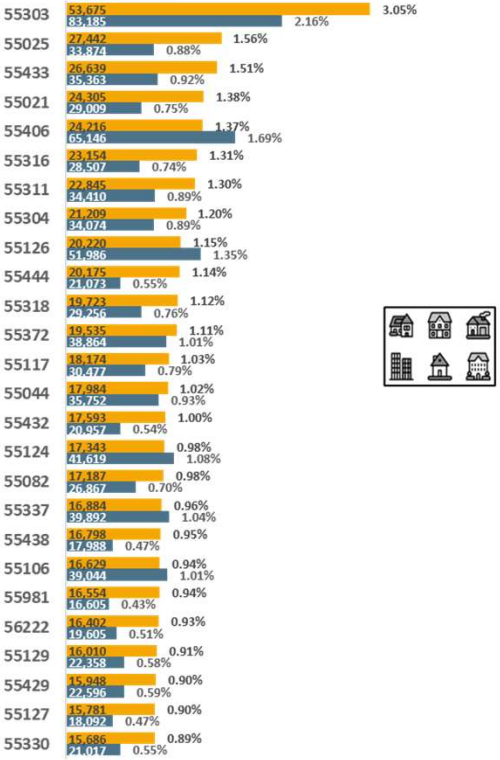
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 29.5

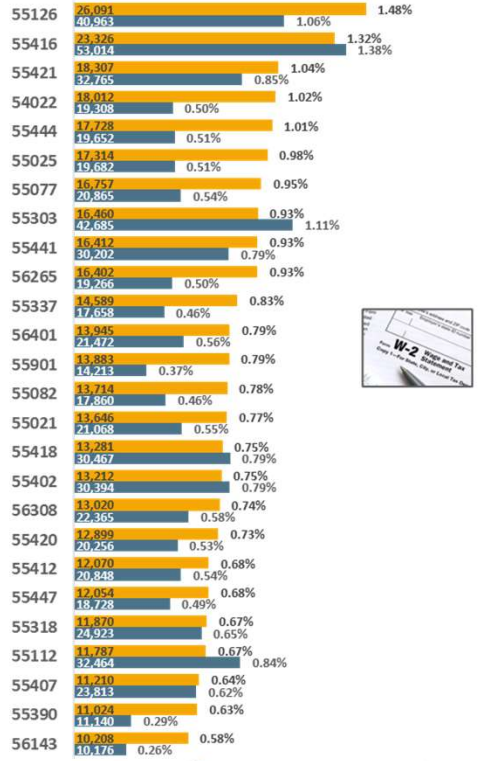
0:50 who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS

0:57 → 33.4 MSP

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 929

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



1,147,033 or 95.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 56.9 minutes per day driving an average of 33.1 miles each day and are 33.4% more likely to use Route 15 than the Metro average.

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

	who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS		STL	
I-270	535,334	44.4%	1,061,072	42.4%
I-64/Highway 40	528,848	43.9%	1,067,443	42.6%
I-70	483,546	40.1%	982,996	39.2%
I-44/Highway 44	371,417	30.8%	801,472	32.0%
I-55	360,800	29.9%	760,188	30.3%
Lindbergh Blvd	342,376	28.4%	628,418	25.1%
Manchester Road/Highway 100	275,355	22.8%	535,256	21.4%
I-170/Highway 170	267,608	22.2%	522,272	20.8%
I-255	249,758	20.7%	437,091	17.4%
Page Avenue	205,823	17.1%	381,325	15.2%
Highway 94	188,170	15.6%	341,941	13.6%
Highway 67/Highway 111	186,925	15.5%	316,859	12.6%
Highway K	167,646	13.9%	333,653	13.3%
Highway 370	118,292	9.8%	226,737	9.1%
Poplar Street Bridge	95,852	7.9%	169,146	6.8%
Green Mount Road	85,506	7.1%	156,421	6.2%
Stan Musial Veterans Memorial Bridge	71,557	5.9%	115,440	4.6%
Route 15	64,409	5.3%	100,30	4.0%
Martin Luther King Bridge	44,243	3.7%	81,77	3.3%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
#VALUE!	0	0.0%	0	0.0%
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#VALUE!	0	0.0%	0	0.0%

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

Avg. Miles/Day Driving: → 33.1

0:56 — who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS

0:56 → 32.8 — STL

Top-26 Residential Zip Codes: Adults 18 or older

	who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS		STL	
63303	30,137	2.50%	40,797	1.63%
63123	28,630	2.37%	54,076	2.16%
63376	28,430	2.36%	57,056	2.28%
63031	26,629	2.21%	46,433	1.85%
63116	22,772	1.89%	41,163	1.64%
63136	22,727	1.88%	39,426	1.57%
63021	21,814	1.81%	44,691	1.78%
63129	20,941	1.74%	43,511	1.74%
63640	20,093	1.67%	26,914	1.07%
63051	19,018	1.58%	25,280	1.01%
63017	18,623	1.54%	32,476	1.30%
62040	17,187	1.43%	31,112	1.24%
63122	16,430	1.36%	34,992	1.40%
63367	16,370	1.36%	24,437	0.98%
62002	16,134	1.34%	26,806	1.07%
63366	15,437	1.28%	34,941	1.39%
62234	15,356	1.27%	26,141	1.04%
63301	14,785	1.23%	35,062	1.40%
63383	14,478	1.20%	18,038	0.72%
62269	13,534	1.12%	28,225	1.13%
63119	13,119	1.09%	27,064	1.08%
62025	12,753	1.06%	29,709	1.19%
62278	12,663	1.05%	12,663	0.51%
63628	12,280	1.02%	12,785	0.51%
63026	12,159	1.01%	31,527	1.26%
63034	12,093	1.00%	15,561	0.62%

Top-26 Employment Zip Codes: Adults 18 or older

	who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS		STL	
63129	19,082	1.58%	35,371	1.41%
63110	16,454	1.36%	47,196	1.88%
63376	15,643	1.30%	41,661	1.66%
63119	15,442	1.28%	26,720	1.07%
63123	14,401	1.19%	21,426	0.86%
63116	14,146	1.17%	20,765	0.83%
63132	13,578	1.13%	21,274	0.85%
63141	13,444	1.12%	20,676	0.83%
63367	13,241	1.10%	25,032	1.00%
63044	13,110	1.09%	23,723	0.95%
63105	12,256	1.02%	26,310	1.05%
62025	10,891	0.90%	24,690	0.99%
63301	10,742	0.89%	24,955	1.00%
63026	10,672	0.89%	18,812	0.75%
63664	9,826	0.81%	9,826	0.39%
65401	8,680	0.72%	10,094	0.40%
63025	8,548	0.71%	9,953	0.40%
63122	7,241	0.60%	24,672	0.98%
63601	7,083	0.59%	7,906	0.32%
62226	6,922	0.57%	12,893	0.51%
62002	6,768	0.56%	8,913	0.36%
63304	6,724	0.56%	16,452	0.66%
63379	6,631	0.55%	7,551	0.30%
62040	6,568	0.54%	19,531	0.78%
63146	6,473	0.54%	21,753	0.87%
63070	6,453	0.54%	8,049	0.32%

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STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

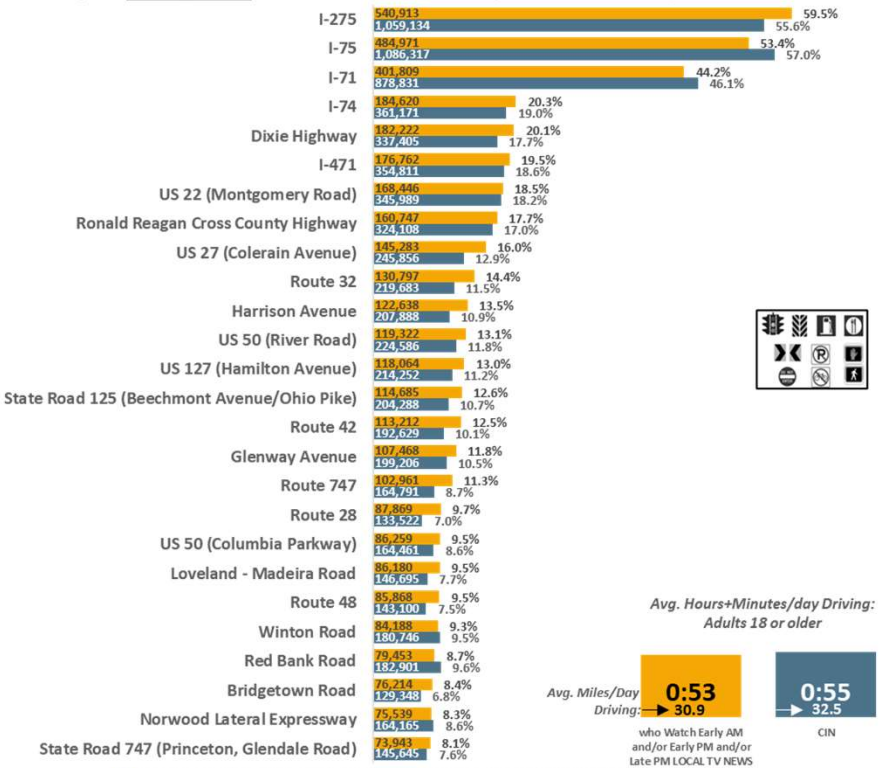
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



828,086 or 91.1% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 53. minutes per day driving an average of 30.9 miles each day and are 38.% more likely to use Route 28 than the Metro average.

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



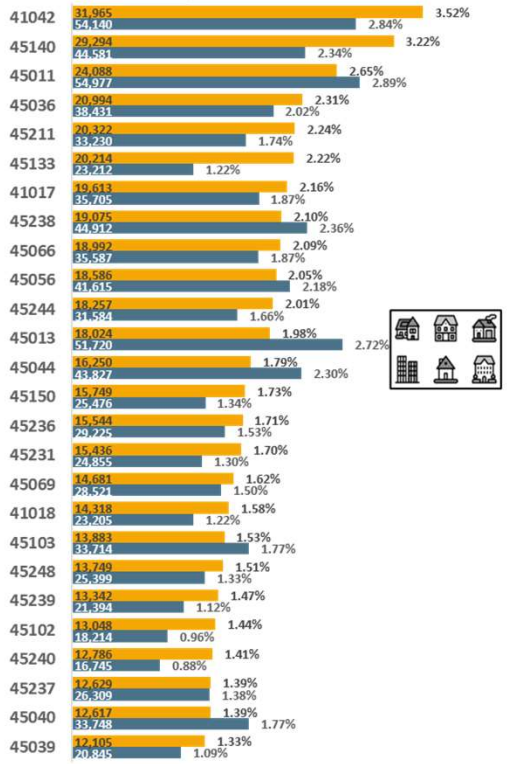
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 30.9

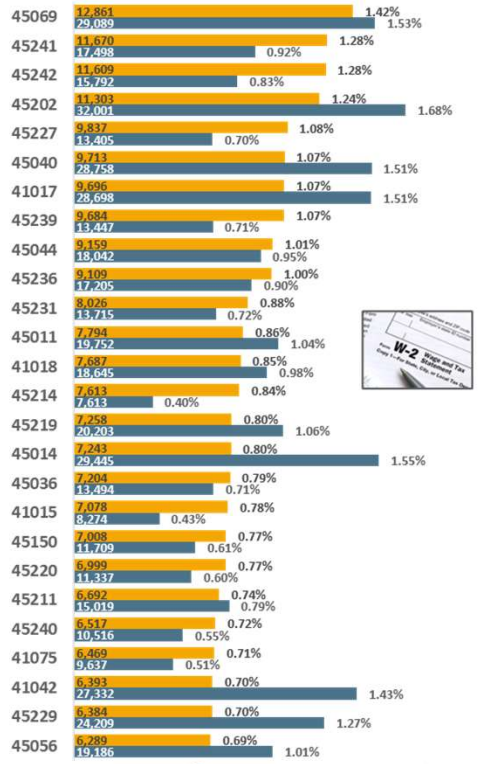
0:53 who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS

0:55 → 32.5 CIN

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



806,861 or 91.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS spend an average of 44.3 minutes per day driving an average of 25.8 miles each day and are 14.2% more likely to use Lake Worth Road than the Metro avera

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

	who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS		WPB	
I-95	589,521	66.9%	1,356,902	72.2%
US 1	526,756	59.7%	1,055,598	56.2%
Military Trail	462,616	52.5%	996,016	53.0%
Congress Avenue	387,088	43.9%	762,881	40.6%
US 441	349,735	39.7%	691,375	36.8%
Lake Worth Road	316,464	35.9%	590,537	31.4%
Forest Hill Blvd	285,922	32.4%	558,378	29.7%
Florida Turnpike	271,166	30.8%	619,221	33.0%
Okeechobee Blvd	248,231	28.1%	523,322	27.9%
Southern Blvd	205,292	23.3%	420,315	22.4%
Boynton Beach Road	179,397	20.3%	391,658	20.8%
Hypoluxo Road	165,339	18.7%	319,328	17.0%
Palm Beach Lakes Blvd	148,479	16.8%	381,514	20.3%
45th Street	142,958	16.2%	299,207	15.9%
Port St Lucie Blvd	136,178	15.4%	284,663	15.1%
Atlantic Avenue	128,723	14.6%	270,100	14.4%
Glades Road	126,674	14.4%	251,712	13.4%
St Lucie West Blvd	123,976	14.1%	268,514	14.3%
PGA Blvd	121,727	13.8%	272,545	14.5%
Northlake Blvd	107,367	12.2%	294,220	15.7%
Gateway Blvd	99,880	11.3%	222,189	11.8%
Linton Blvd	98,603	11.2%	237,251	12.6%
State Road 70	92,364	10.5%	197,392	10.5%
Blue Heron Blvd	90,569	10.3%	239,738	12.8%
Indiantown Road	78,688	8.9%	179,187	9.5%
Donald Ross Road	63,957	7.3%	138,681	7.4%

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

Avg. Miles/Day Driving: 25.8

0:44 who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS

0:51 → 29.8 WPB

Top-26 Residential Zip Codes: Adults 18 or older

	who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS		WPB	
33415	57,998	6.58%	117,117	6.23%
33461	56,103	6.36%	151,575	8.07%
33463	46,419	5.26%	82,983	4.42%
33406	35,591	4.04%	66,179	3.52%
34953	24,610	2.79%	47,326	2.52%
33446	23,086	2.62%	29,830	1.59%
33437	21,312	2.42%	37,069	1.97%
34997	20,794	2.36%	37,247	1.98%
34952	19,837	2.25%	50,367	2.68%
33460	18,771	2.13%	29,348	1.56%
33472	18,222	2.07%	21,738	1.16%
33467	18,009	2.04%	27,200	1.45%
33426	17,371	1.97%	35,772	1.88%
33435	16,599	1.88%	30,502	1.62%
33445	15,511	1.76%	29,835	1.59%
34983	14,960	1.70%	36,175	1.93%
33434	14,133	1.60%	23,441	1.25%
33433	13,498	1.53%	31,969	1.70%
32966	12,494	1.42%	23,581	1.25%
33436	12,266	1.39%	36,387	1.94%
33470	12,209	1.38%	15,17	0.81%
32958	12,166	1.38%	33,612	1.79%
33462	12,049	1.37%	23,859	1.27%
34987	11,977	1.36%	21,357	1.14%
33428	11,941	1.35%	22,235	1.18%
33458	11,650	1.32%	23,695	1.26%

Top-26 Employment Zip Codes: Adults 18 or older

	who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS		WPB	
33463	23,299	2.64%	27,439	1.46%
33426	11,475	1.30%	22,098	1.18%
33487	11,180	1.27%	23,319	1.24%
33406	10,295	1.17%	36,008	1.92%
33461	9,888	1.12%	54,160	2.88%
33404	8,281	0.94%	13,766	0.73%
33458	8,077	0.92%	11,700	0.62%
33407	8,042	0.91%	19,830	1.06%
33410	7,653	0.87%	25,515	1.36%
34997	7,275	0.83%	16,057	0.85%
33467	6,857	0.78%	8,424	0.45%
33409	6,856	0.78%	37,118	1.98%
33408	6,589	0.75%	14,748	0.78%
33401	6,550	0.74%	25,639	1.36%
34982	6,198	0.70%	11,595	0.62%
33414	6,083	0.69%	12,006	0.64%
33446	6,065	0.69%	7,444	0.40%
33415	5,621	0.64%	26,359	1.40%
32960	5,616	0.64%	19,159	1.02%
33444	5,067	0.57%	7,894	0.42%
34947	5,053	0.57%	6,308	0.34%
33462	4,901	0.56%	9,698	0.52%
33460	4,853	0.55%	10,527	0.56%
33431	4,570	0.52%	18,978	1.01%
34953	4,569	0.52%	11,979	0.64%
33472	4,349	0.49%	5,39	0.29%

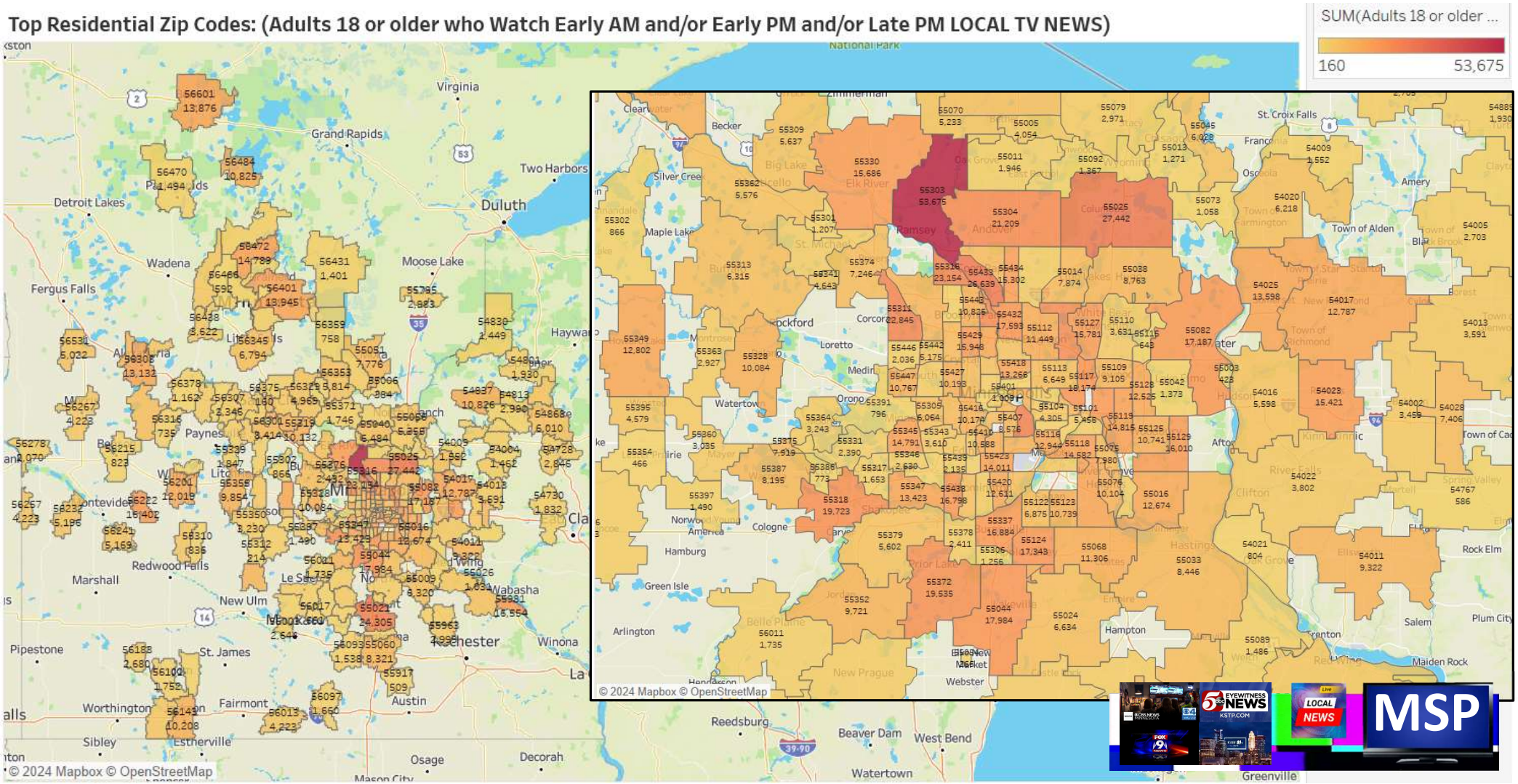
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WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,335

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Top Residential Zip Codes: (Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS)

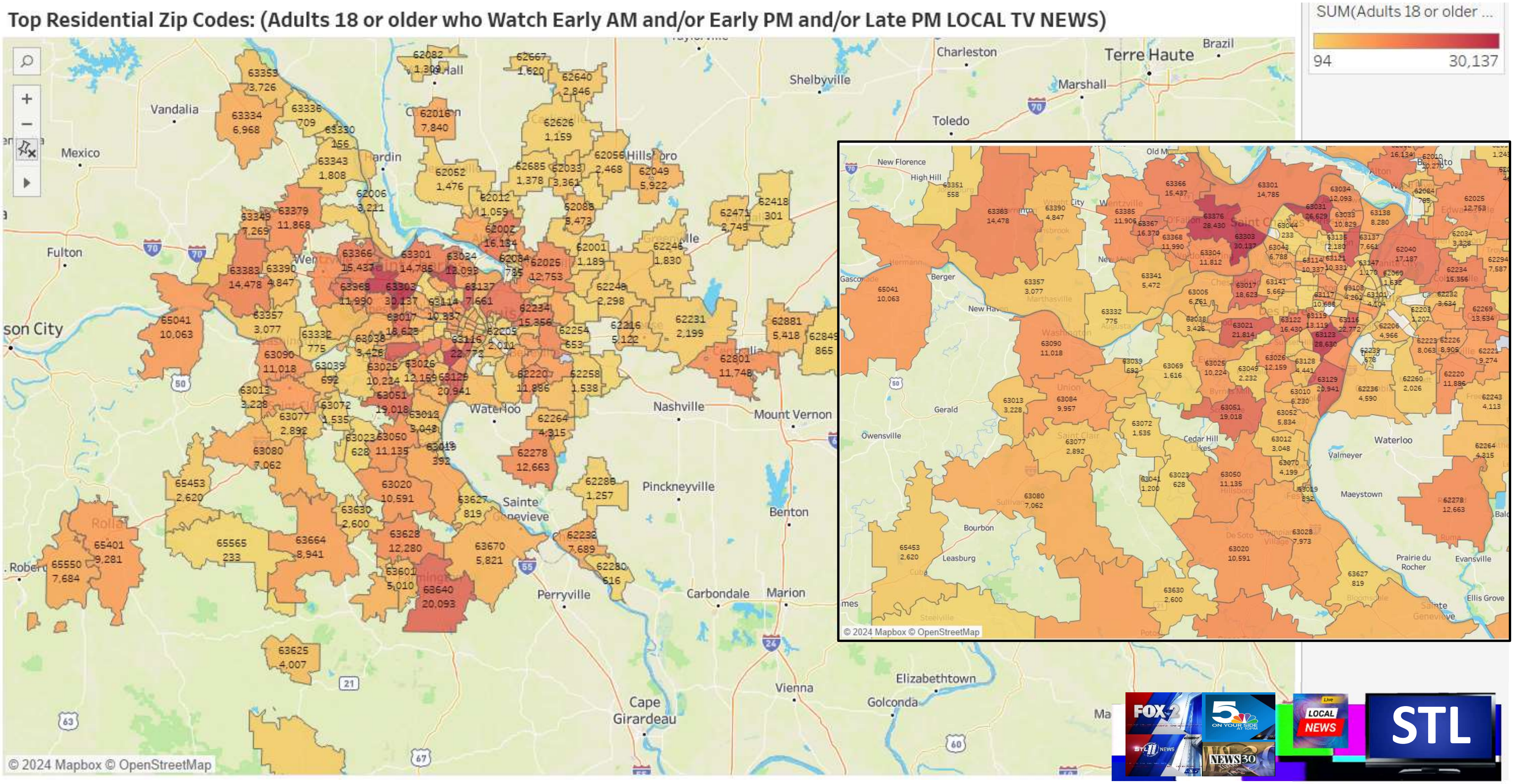


MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

Top Residential Zip Codes: (Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS)



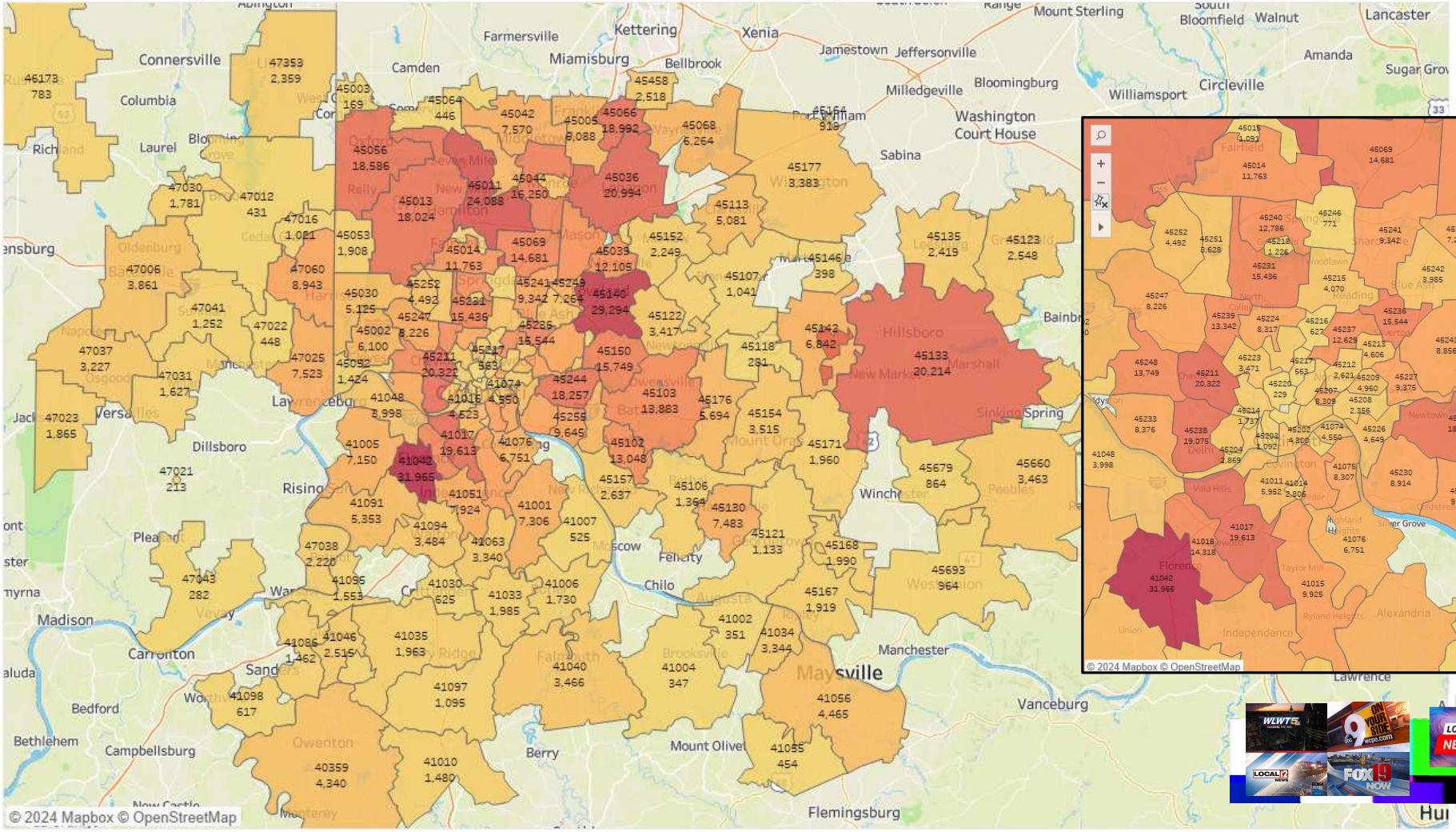
STL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,057

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

Top Residential Zip Codes: (Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS)



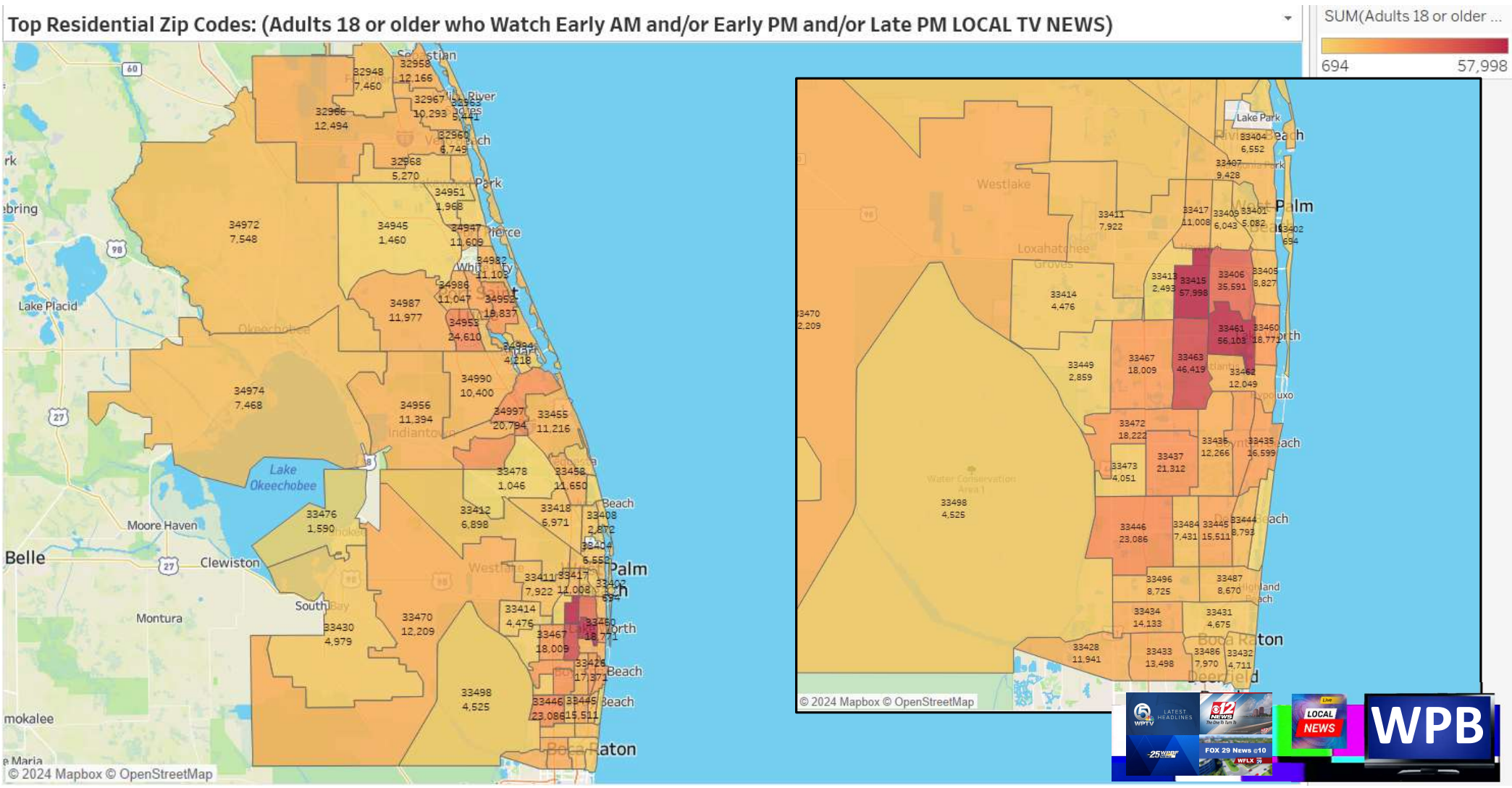
CIN DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 998

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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)

Top Residential Zip Codes: (Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS)



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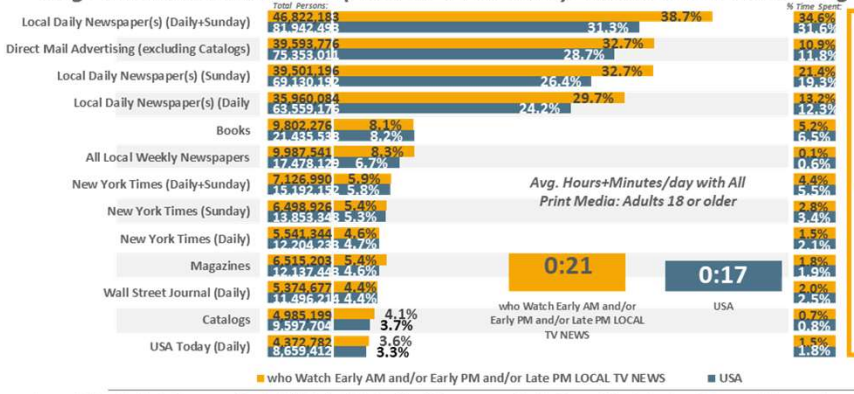
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(TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late)



46,822,183 or 38.7% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.4 minutes every day representing 36.5% of all time spent daily with All forms of P

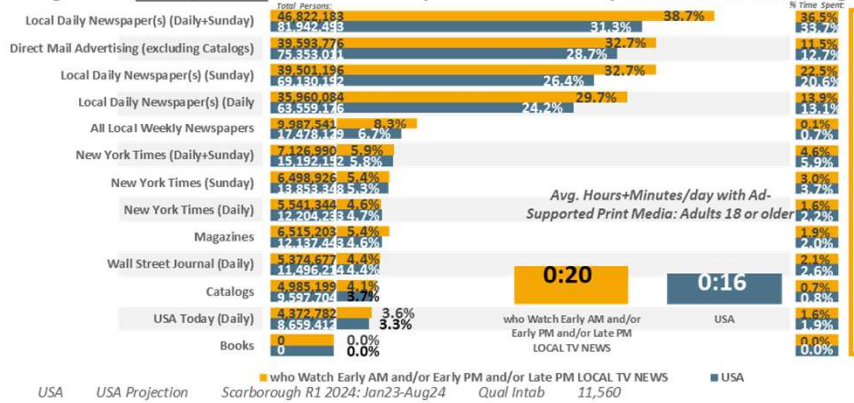
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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-Aug24 Qual Intab 11,560

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,332

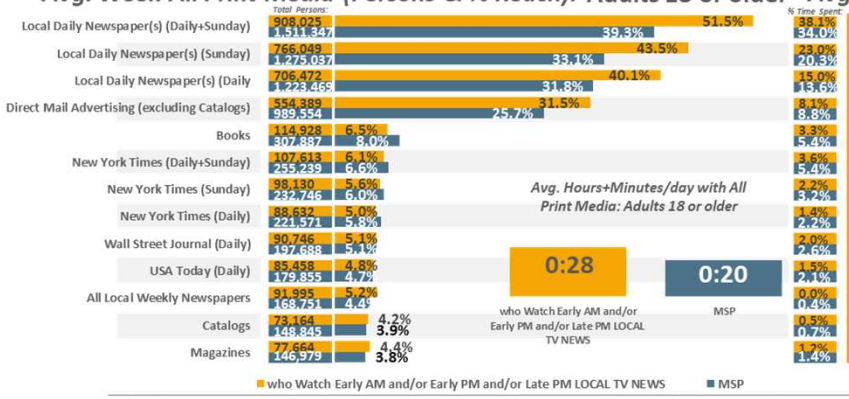
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908,025 or 51.5% of Adults 18 or older who Watch Early AM and/or Early PM and/or Late PM LOCAL TV NEWS read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 39.4% of all time spent daily with All forms of Print

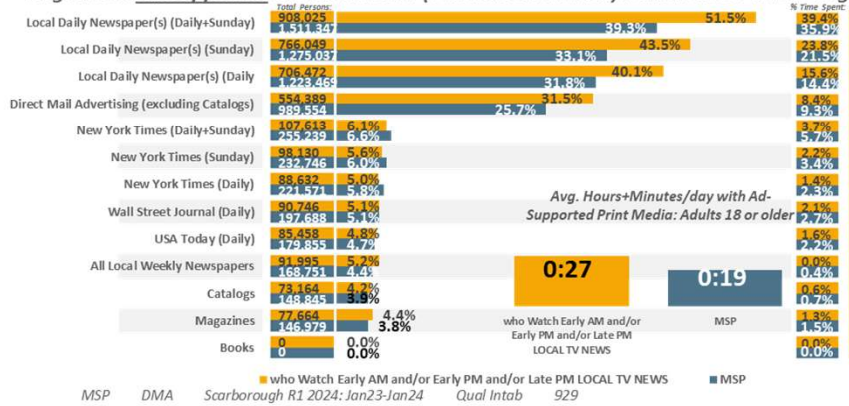
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



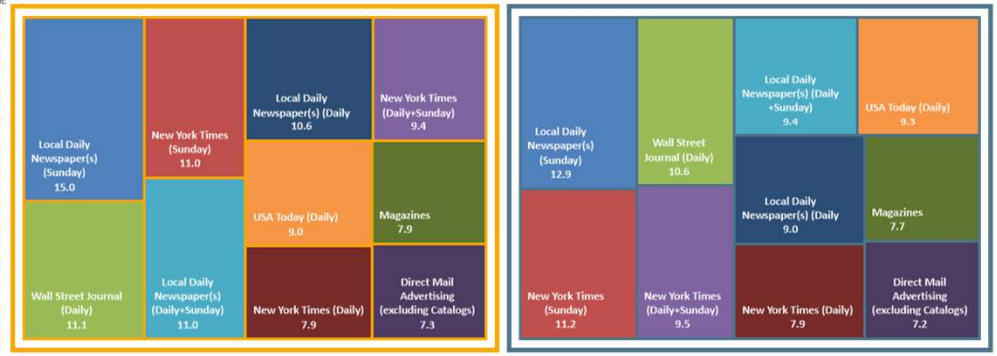
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 929

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