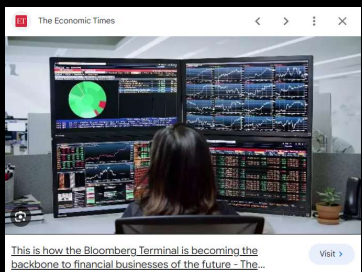


USA+4 More DMAs – P18+ who Watched FOX NEWS Channel in the past 7 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** **P18+** who Watched **FOX NEWS** in the past 7 days as of August 31, 2025.



FOX Vanguard® BlackRock®



P18+



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

Cable networks watched past 7 days: FOX News Channel



11.7% or 30,627,432 of USA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Typical Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 59.5 years old (22.1% older than average) and have a \$124,519 (9.5% higher than average) annual household income.

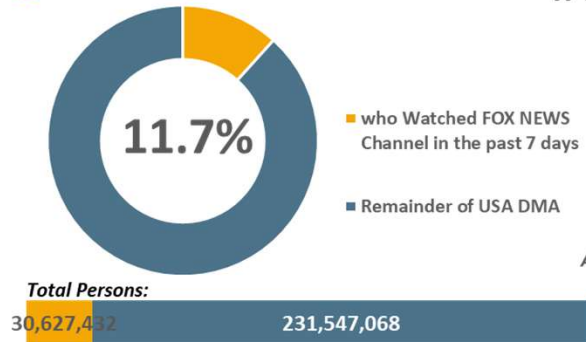


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

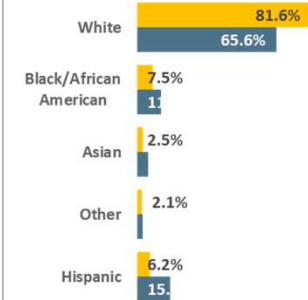
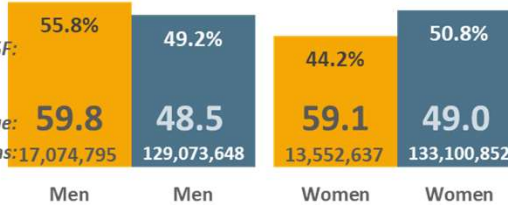
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

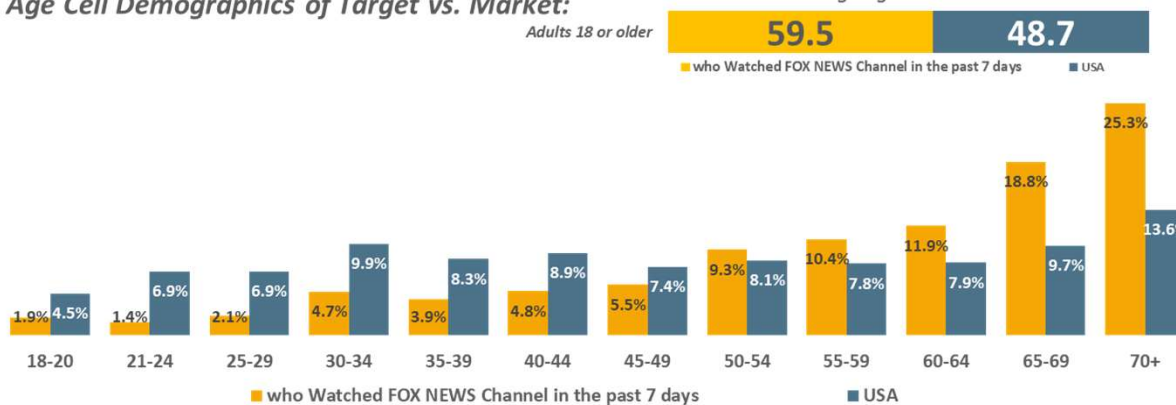
Persons:



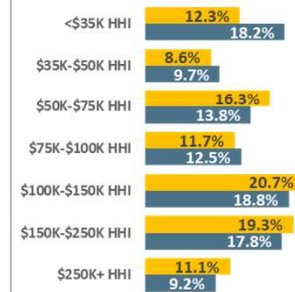
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



Avg HHI: \$124,519 (Target) vs \$113,756 (Market)



10.6% or 412,584 of MSP DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
 Typical Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 57.9 years old (18.6% older than average) and have a \$117,985 (7.% higher than average) annual household income.

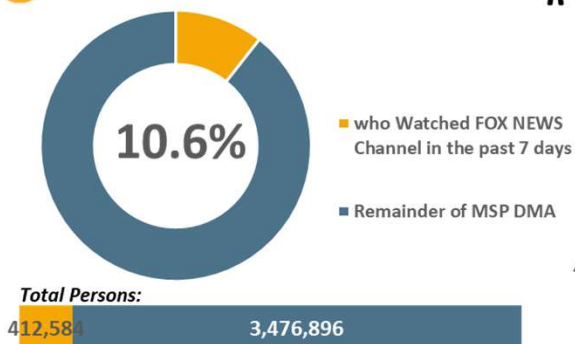


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

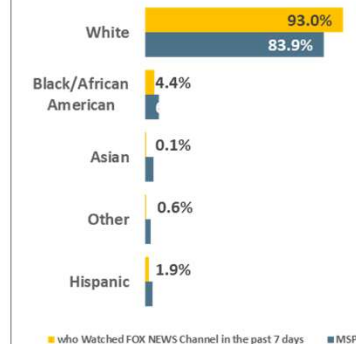
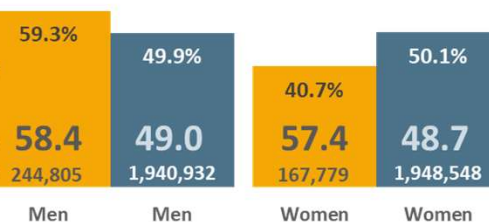
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

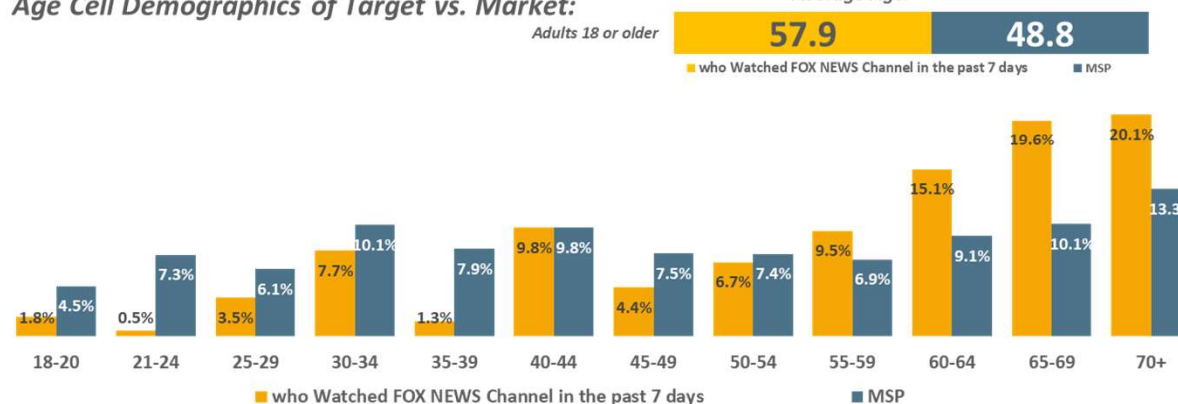
Persons:



Age Cell Demographics of Target vs. Market:

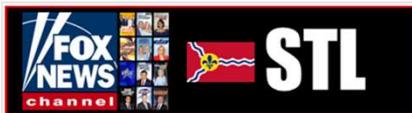
Average Age:

Adults 18 or older



HHI of Target vs. Market:





16.9% or 425,242 of STL DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
 Typical Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 57.5 years old (16.6% older than average) and have a \$113,317 (12.8% higher than average) annual household income.

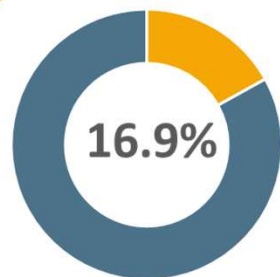


Percent of Market: Adults 18 or older



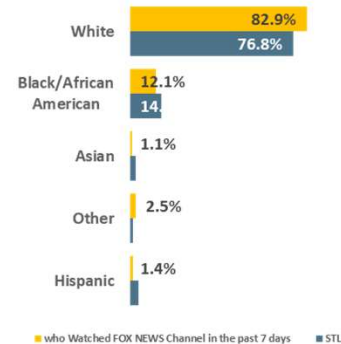
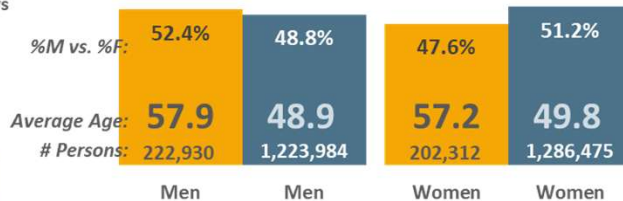
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



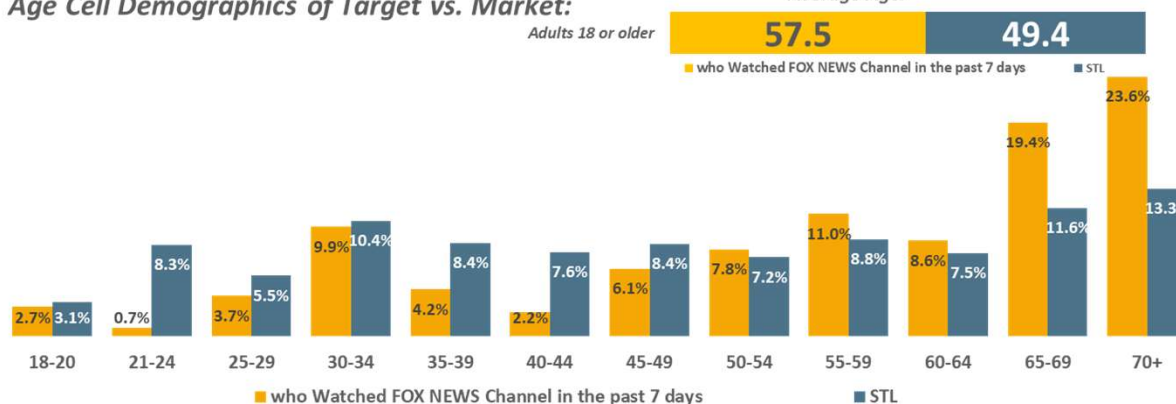
who Watched FOX NEWS Channel in the past 7 days
 Remainder of STL DMA

Total Persons:

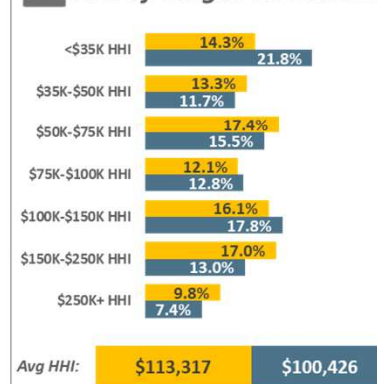


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





13.7% or 265,168 of CIN DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Typical Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 60. years old (23.3% older than average) and have a \$116,299 (15.9% higher than average) annual household income.

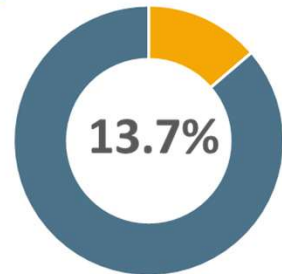


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Watched FOX NEWS Channel in the past 7 days
Remainder of CIN DMA

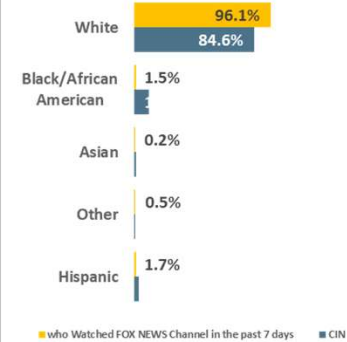
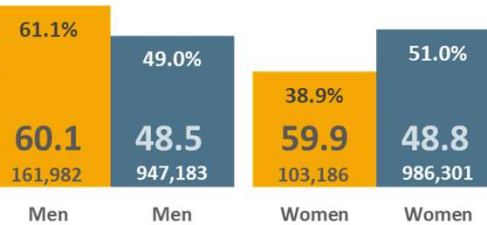
Total Persons:

265,168 1,668,316

%M vs. %F:

Average Age:

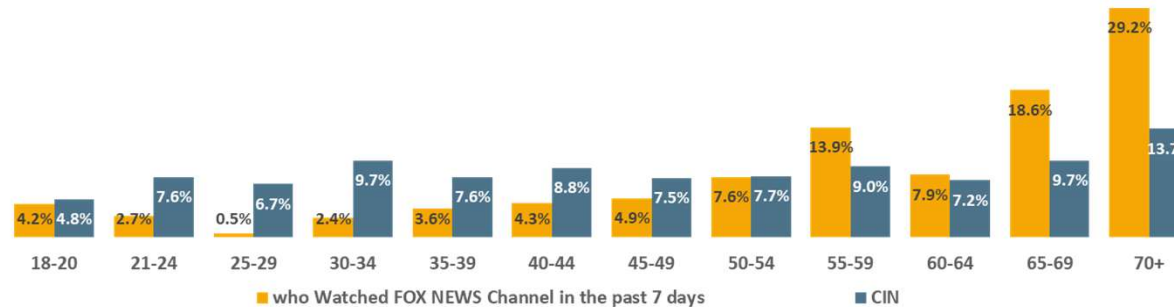
Persons:



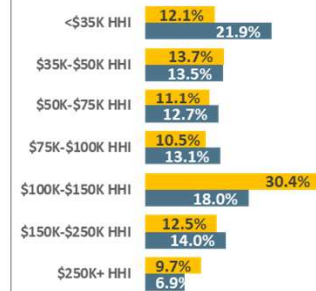
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



Avg HHI: \$116,299 \$100,373



19.9% or 380,053 of WPB DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Typical Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 62.9 years old (18.6% older than average) and have a \$120,044 (18.% higher than average) annual household income.

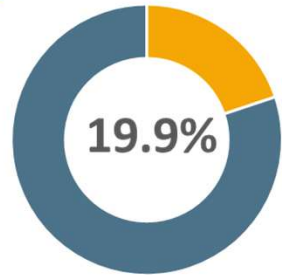


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



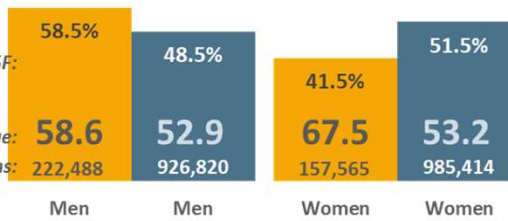
who Watched FOX NEWS Channel in the past 7 days
Remainder of WPB DMA

Total Persons:

380,053 1,532,181

%M vs. %F:

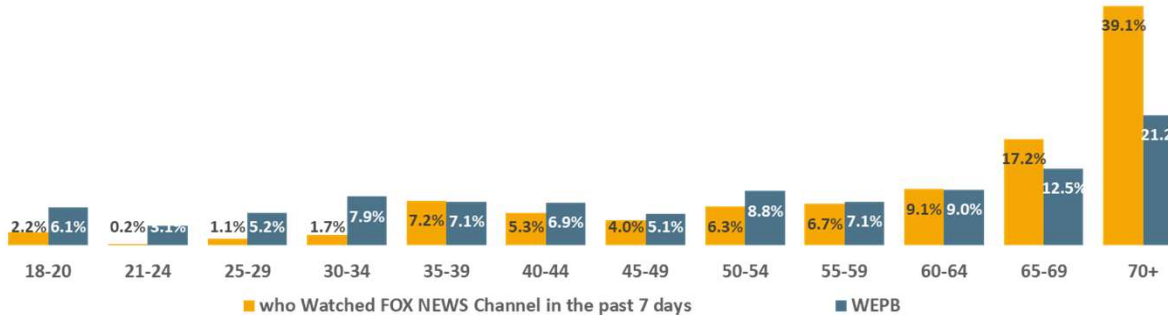
Average Age:
Persons:



Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older

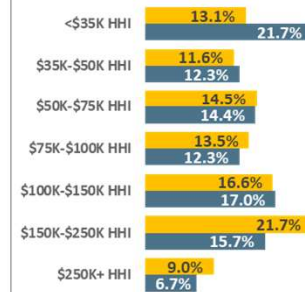


who Watched FOX NEWS Channel in the past 7 days

WPB



HHI of Target vs. Market:



Avg HHI:

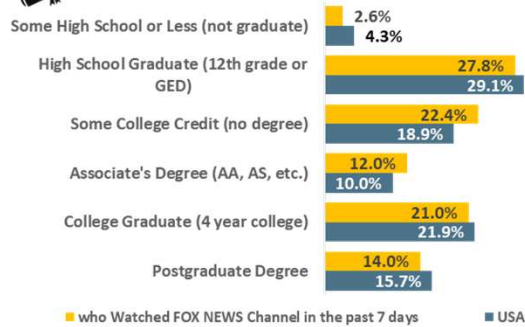
\$120,044 \$101,757



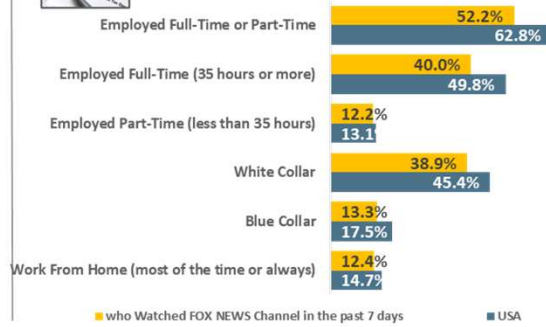
11.7% or 30,627,432 of USA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 6.9% less likely to be a college graduate, 19.6% less likely to work full-time, 27.9% more likely to be married, 35.3% less likely to be a parent of 1 or more children under 18.



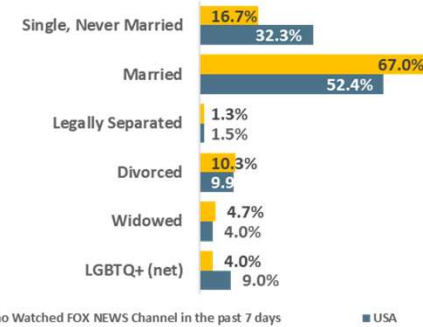
Education Levels: Adults 18 or older



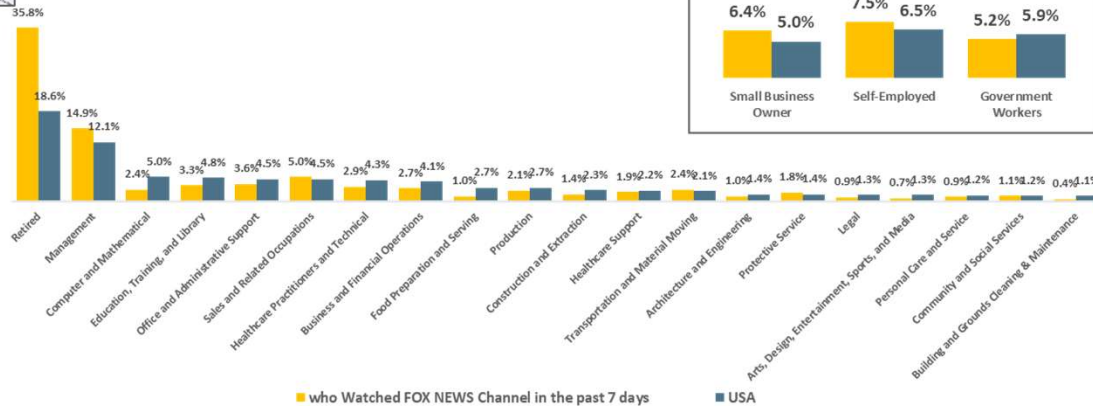
Employment: Adults 18 or older



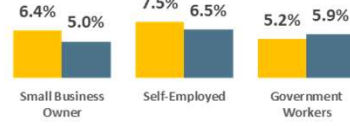
Marital Status: Adults 18 or older



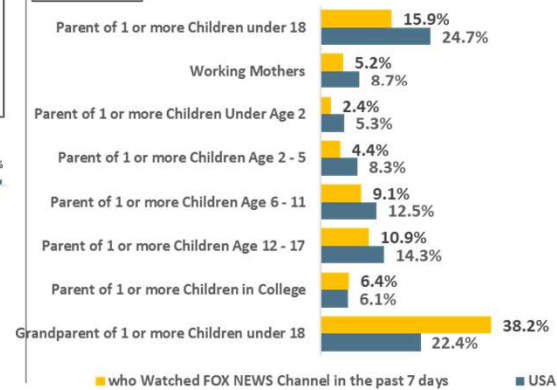
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



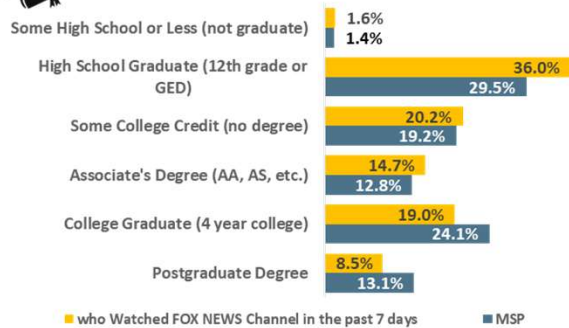
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.



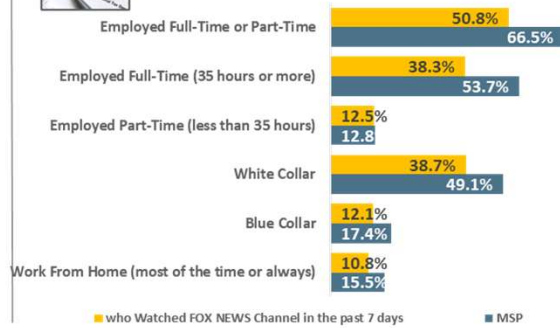
10.6% or 412,584 of MSP DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 25.9% less likely to be a college graduate, 28.7% less likely to work full-time, 26.5% more likely to be married, 36.1% less likely to be a parent of 1 or more children under 18.



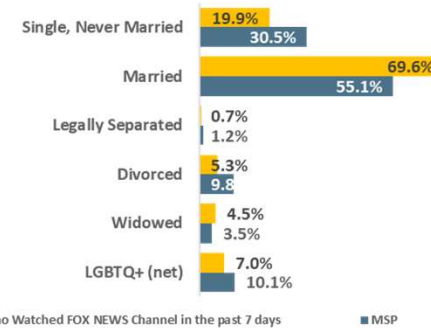
Education Levels: Adults 18 or older



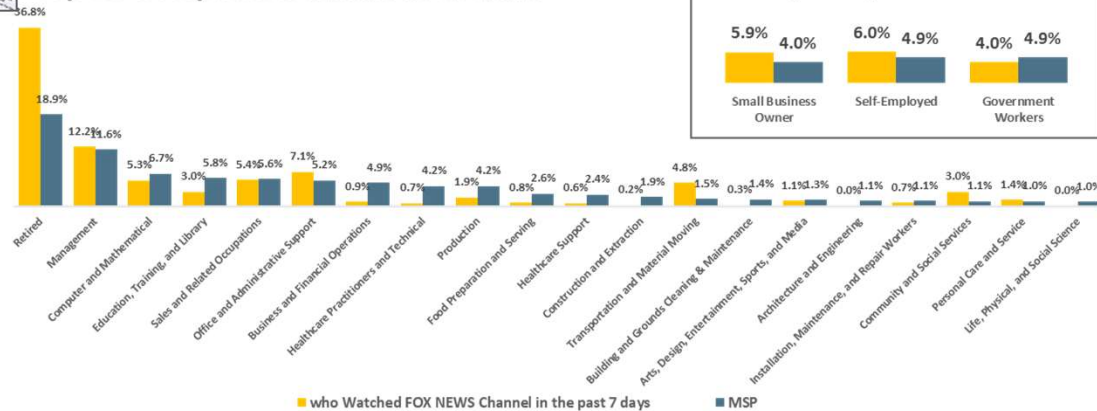
Employment: Adults 18 or older



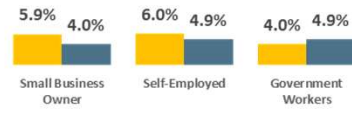
Marital Status: Adults 18 or older



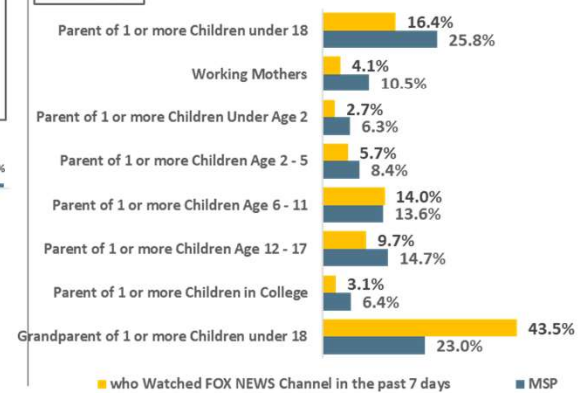
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

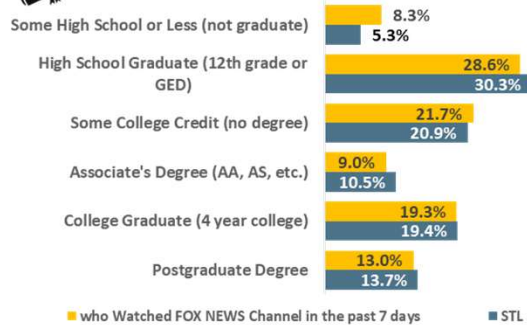




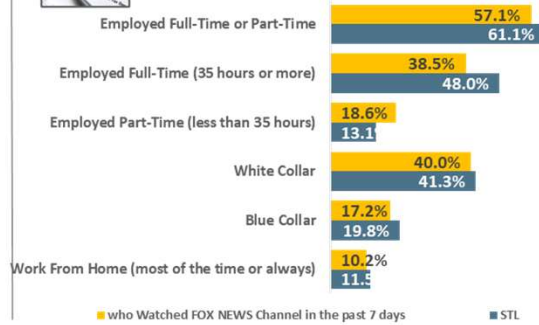
16.9% or 425,242 of STL DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 2.2% less likely to be a college graduate, 19.9% less likely to work full-time, 20.3% more likely to be married, 26.3% less likely to be a parent of 1 or more children under 18.



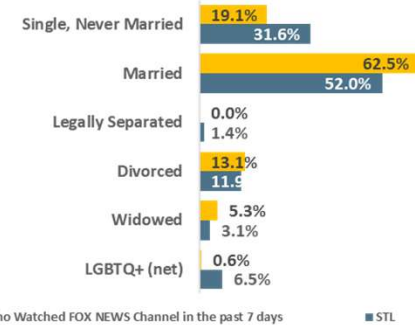
Education Levels: Adults 18 or older



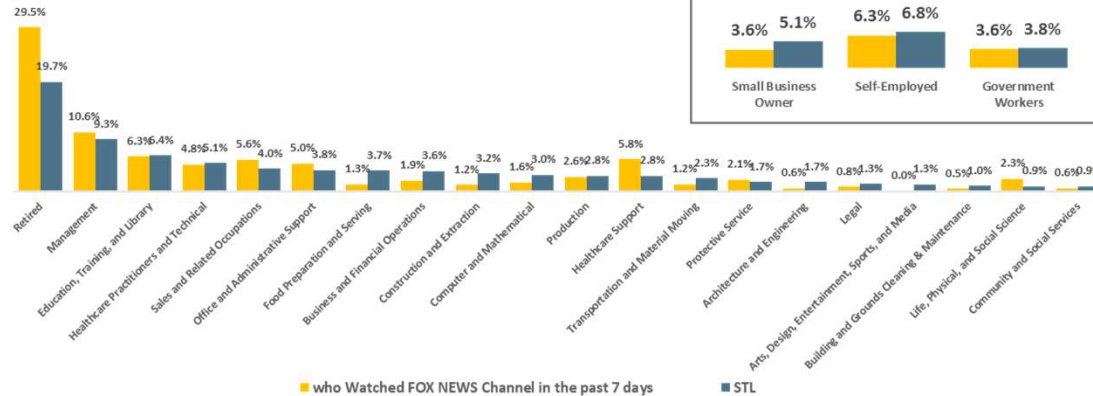
Employment: Adults 18 or older



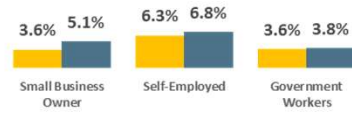
Marital Status: Adults 18 or older



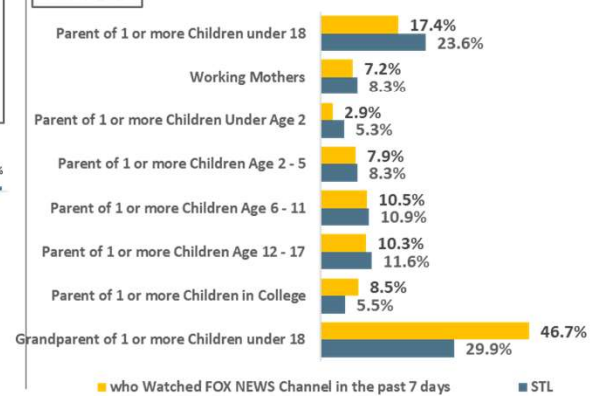
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

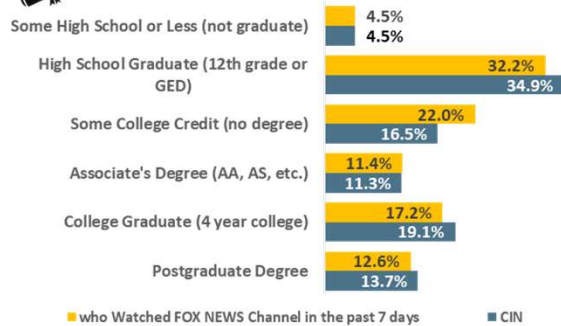




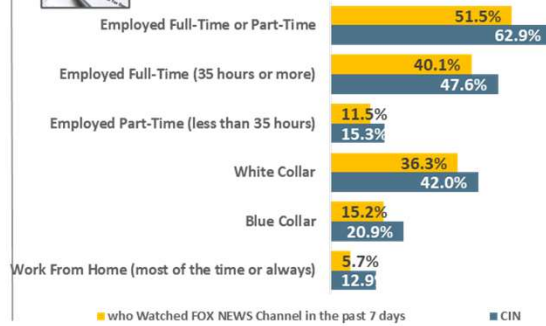
13.7% or 265,168 of CIN DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 8.8% less likely to be a college graduate, 15.8% less likely to work full-time, 27.1% more likely to be married, 48.9% less likely to be a parent of 1 or more children under 18.



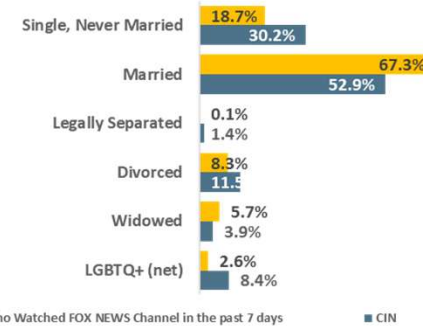
Education Levels: Adults 18 or older



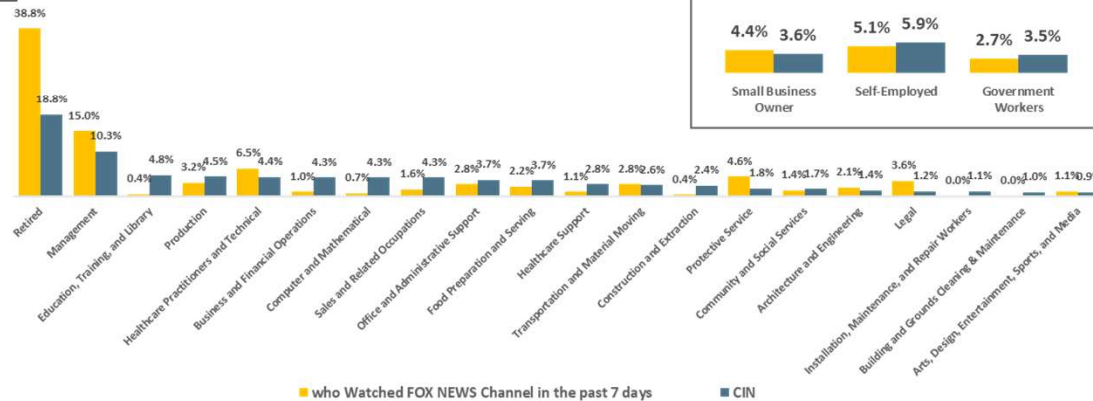
Employment: Adults 18 or older



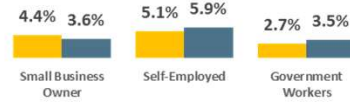
Marital Status: Adults 18 or older



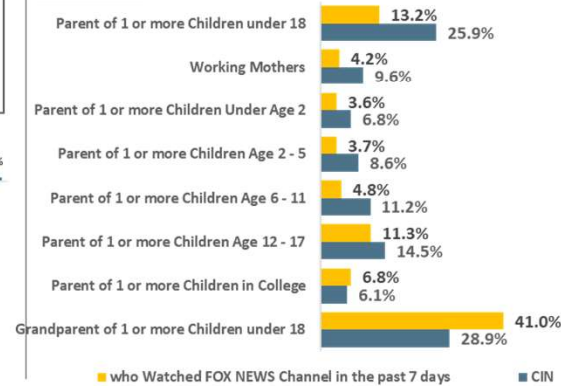
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

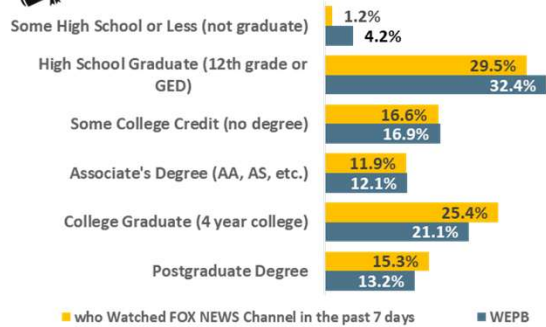




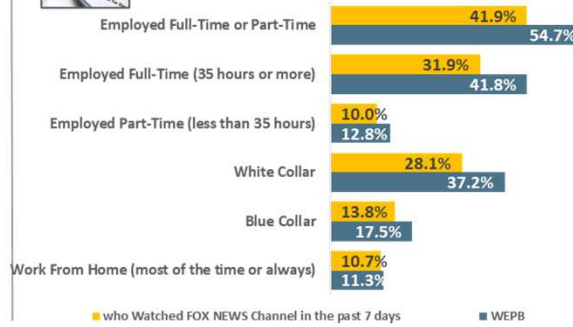
19.9% or 380,053 of WEPB DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 18.7% more likely to be a college graduate, 23.8% less likely to work full-time, 25.6% more likely to be married, 30.1% less likely to be a parent of 1 or more children under 18.



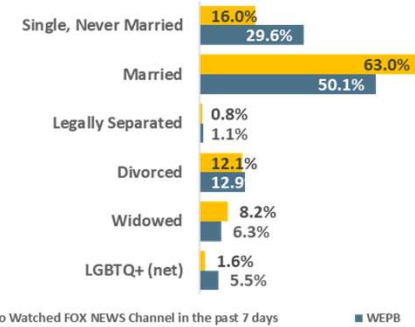
Education Levels: Adults 18 or older



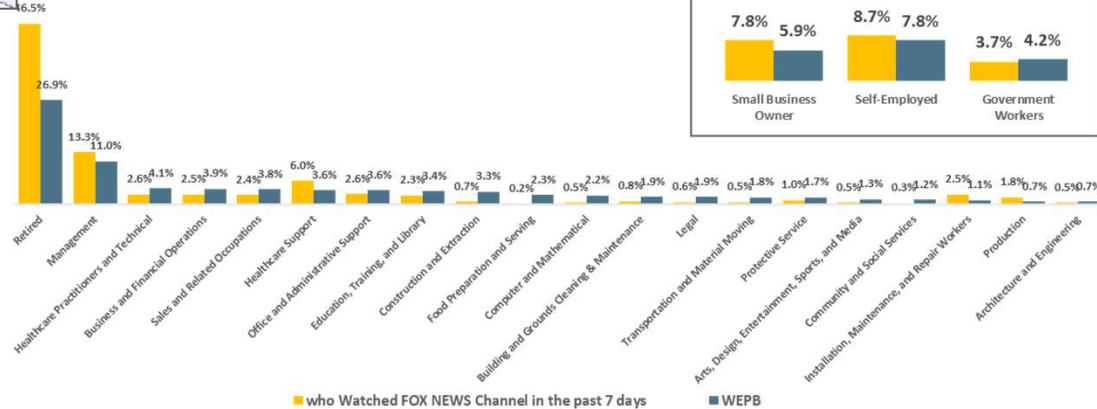
Employment: Adults 18 or older



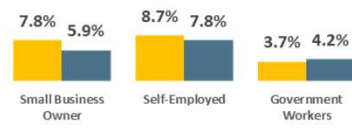
Marital Status: Adults 18 or older



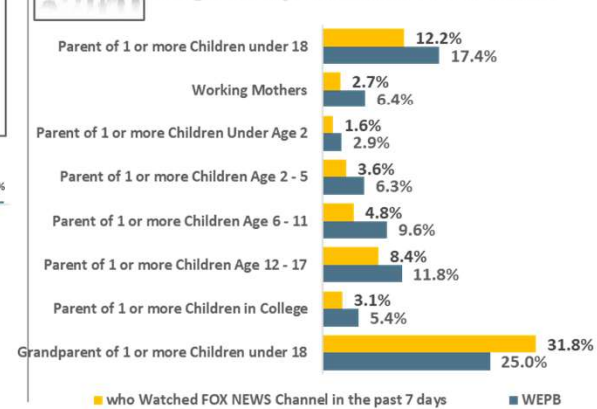
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

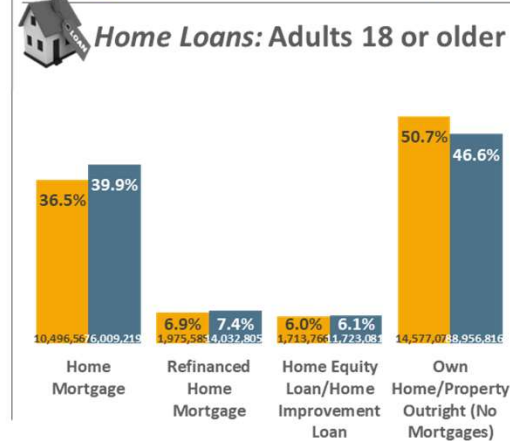
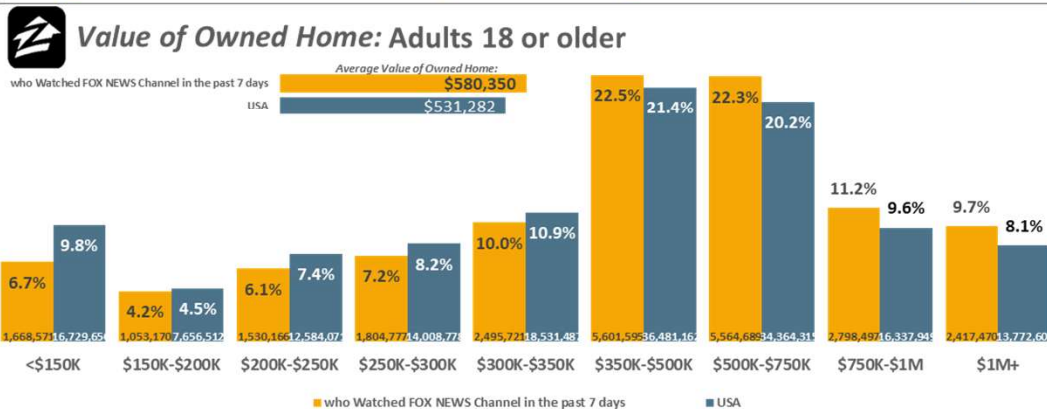
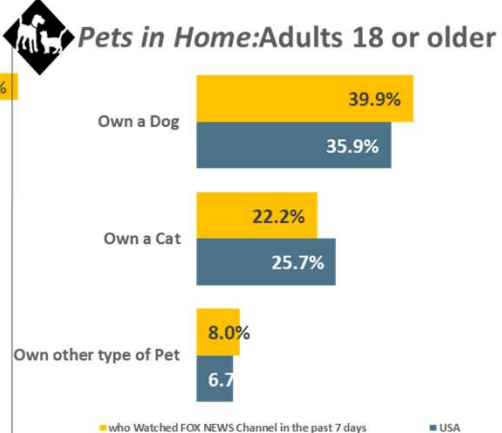
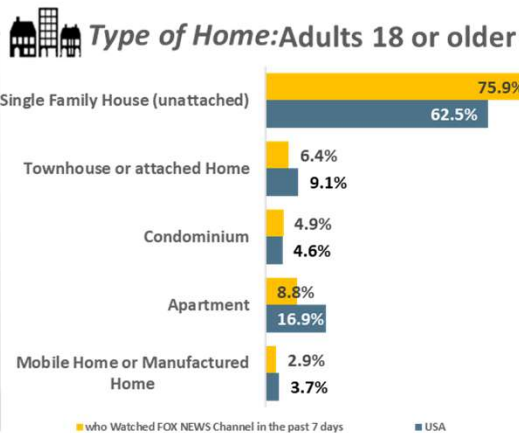
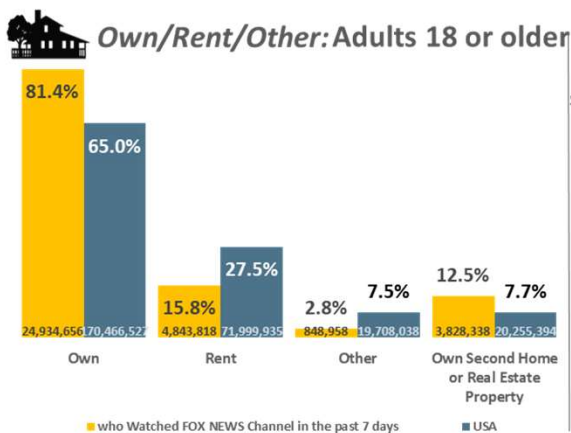


Stage in Life: Adults 18 or older





11.7% or 30,627,432 of USA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 25.2% more likely to own their home, 9.2% more likely to own a higher valued home, 21.3% more likely to have a single-family home, 11.3% more likely to have a dog.

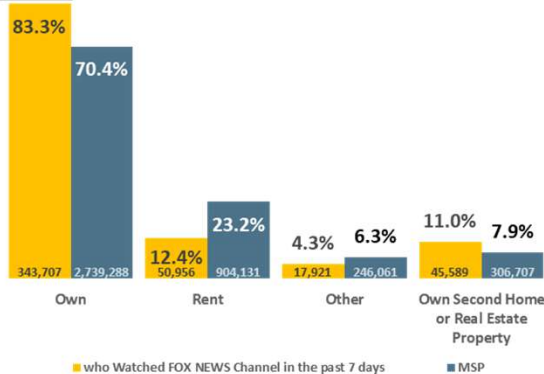




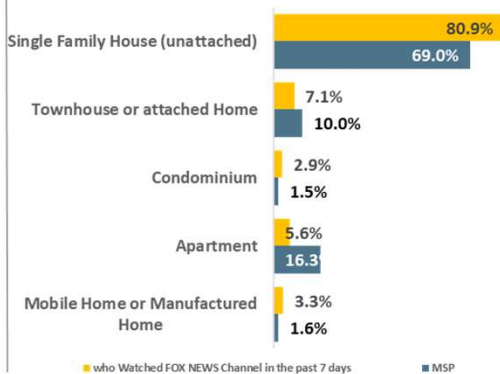
10.6% or 412,584 of MSP DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 18.3% more likely to own their home, 4.5% more likely to own a lower valued home, 17.2% more likely to have a single-family home, 26.5% more likely to have a dog.



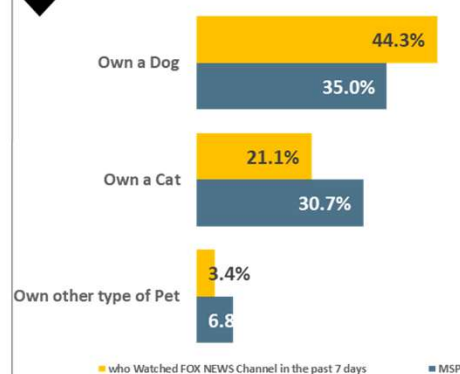
Own/Rent/Other: Adults 18 or older



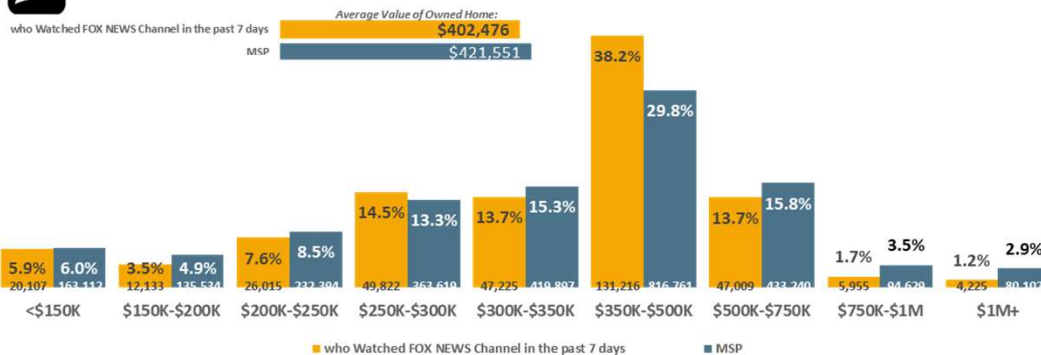
Type of Home: Adults 18 or older



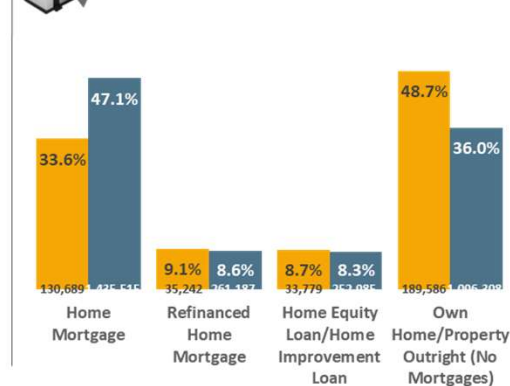
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



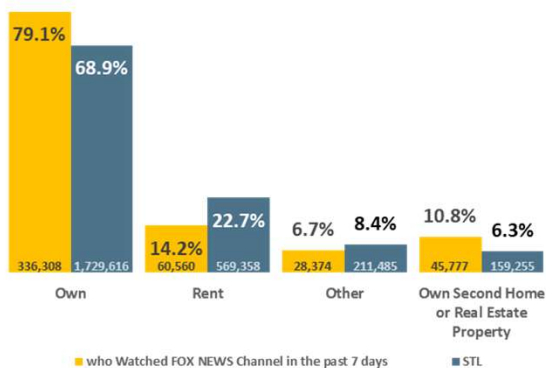
Home Loans: Adults 18 or older



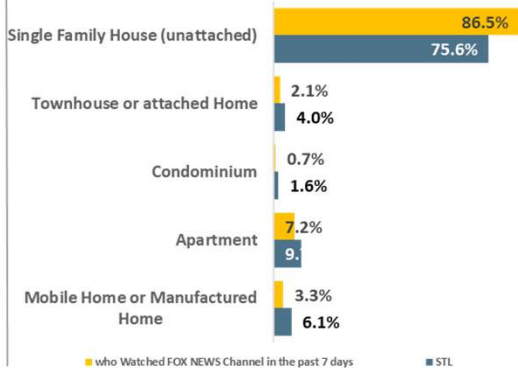


16.9% or 425,242 of STL DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 14.8% more likely to own their home, 40.% more likely to own a higher valued home, 14.4% more likely to have a single-family home, 3.1% less likely to have a dog.

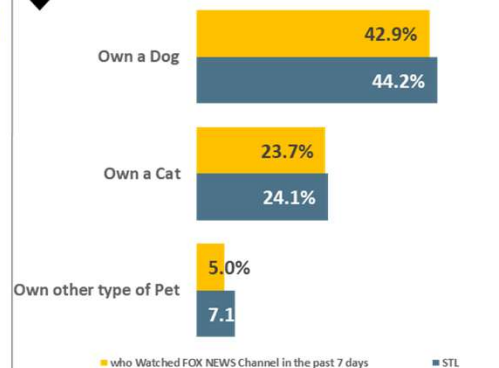
Own/Rent/Other: Adults 18 or older



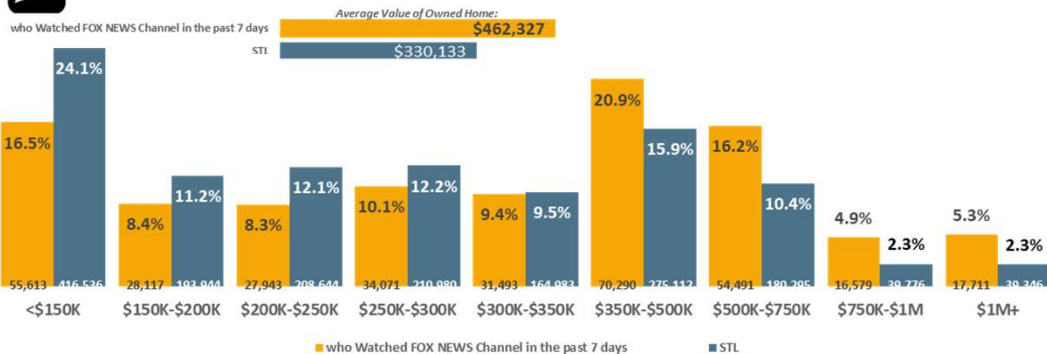
Type of Home: Adults 18 or older



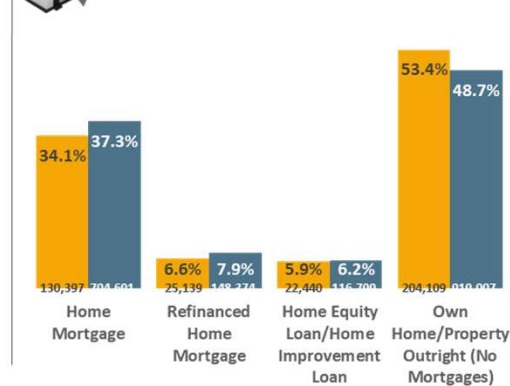
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



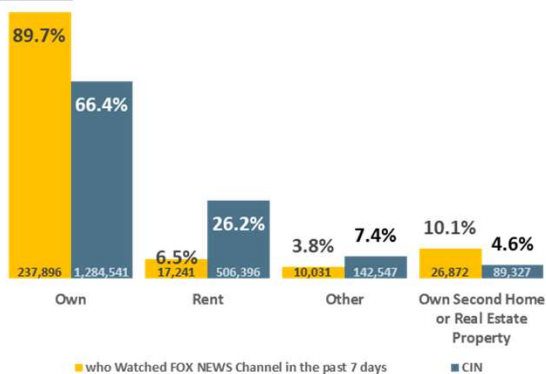
Home Loans: Adults 18 or older



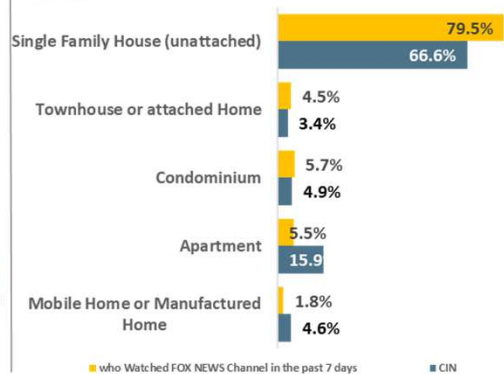


13.7% or 265,168 of CIN DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 35.% more likely to own their home, .7% more likely to own a lower valued home, 19.5% more likely to have a single-family home, 11.8% more likely to have a dog.

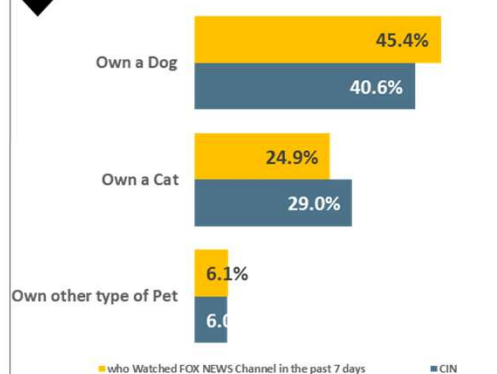
Own/Rent/Other: Adults 18 or older



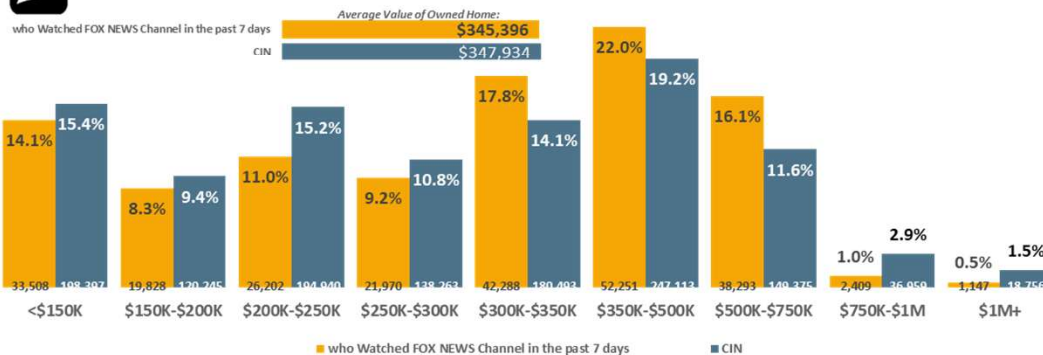
Type of Home: Adults 18 or older



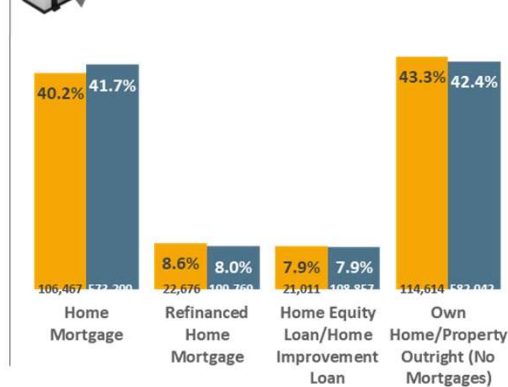
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



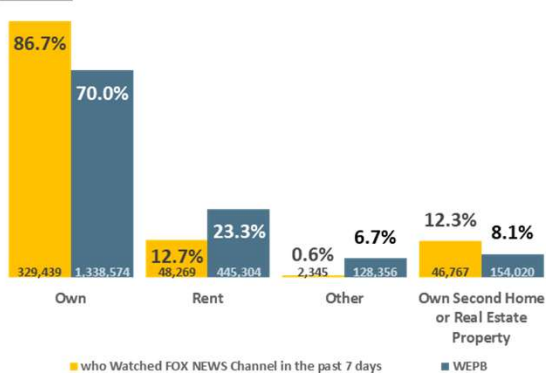
Home Loans: Adults 18 or older



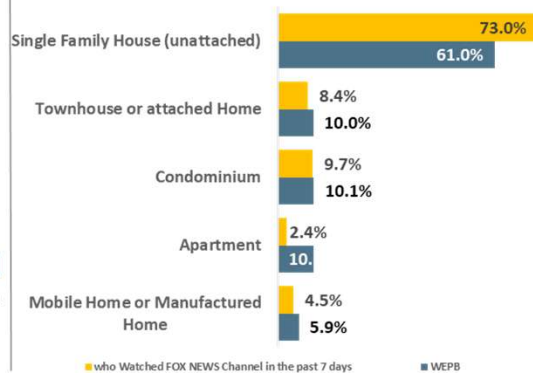


19.9% or 380,053 of WEPB DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 23.8% more likely to own their home, 16.8% more likely to own a higher valued home, 19.6% more likely to have a single-family home, .2% more likely to have a dog.

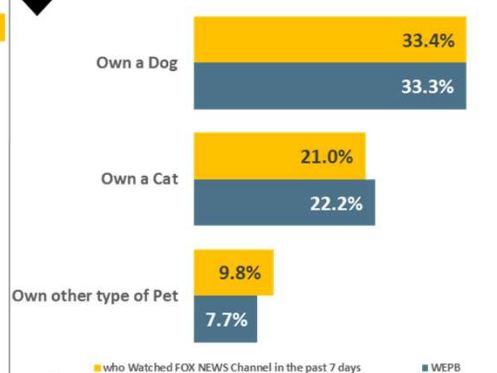
Own/Rent/Other: Adults 18 or older



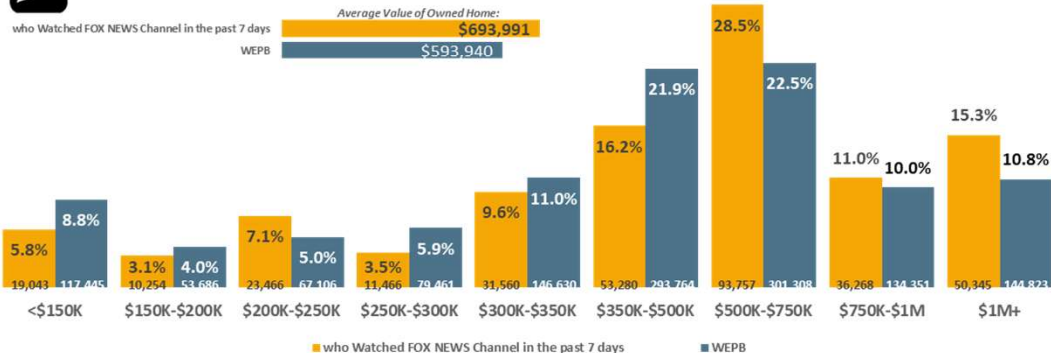
Type of Home: Adults 18 or older



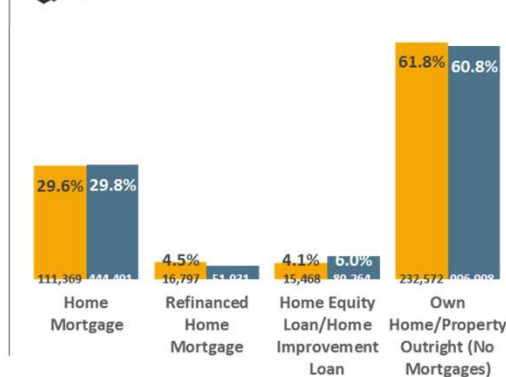
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

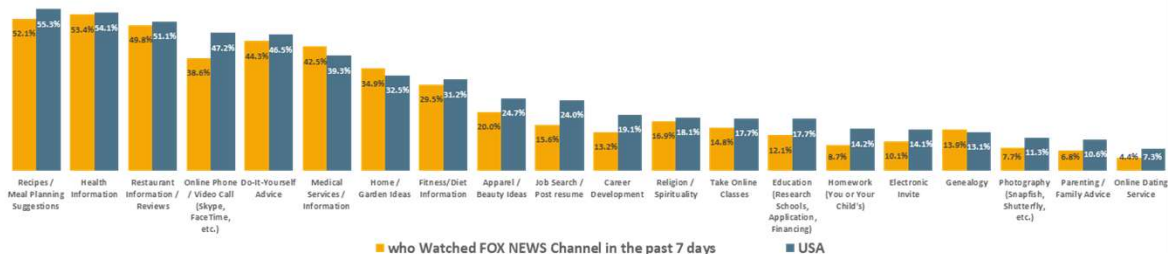




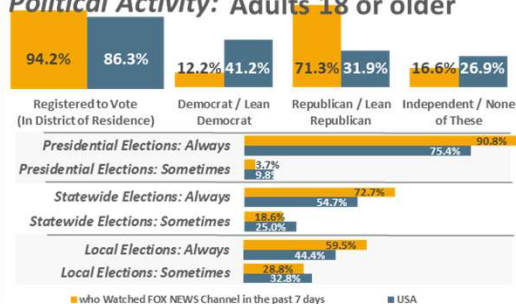
11.7% or 30,627,432 of USA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 4.7% less likely to look up D-I-Y advice online, 34.1% more likely to always vote in local elections, 11.7% more likely to belong to a gym, 4.7% more likely to fly domestic past yr.



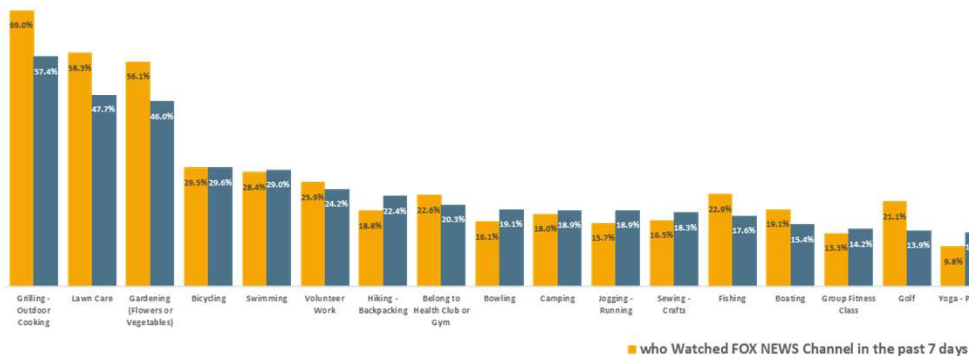
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



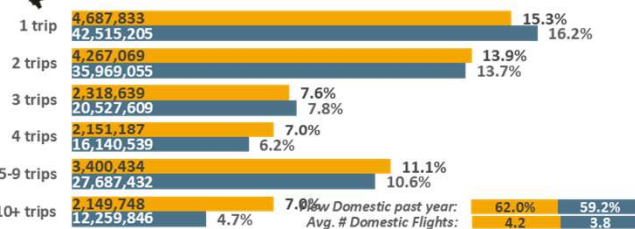
Political Activity: Adults 18 or older



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



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

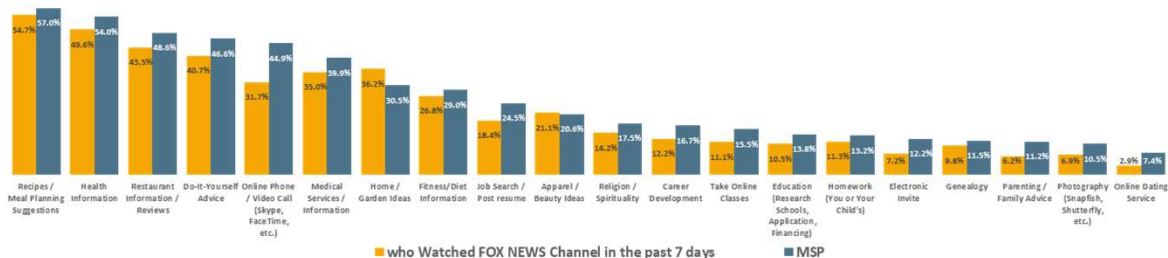




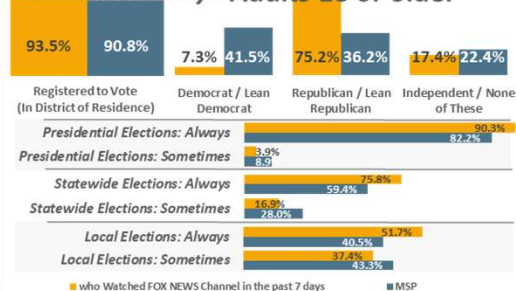
10.6% or 412,584 of MSP DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 12.5% less likely to look up D-I-Y advice online, 27.8% more likely to always vote in local elections, 30.9% more likely to belong to a gym, 4.4% more likely to fly domestic past yr.



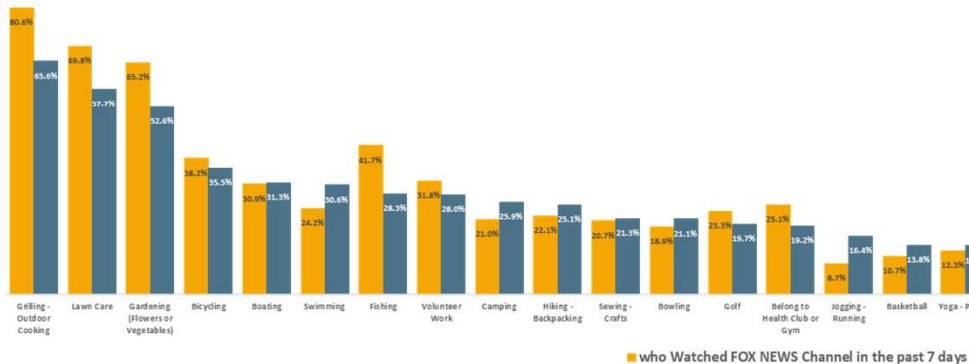
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



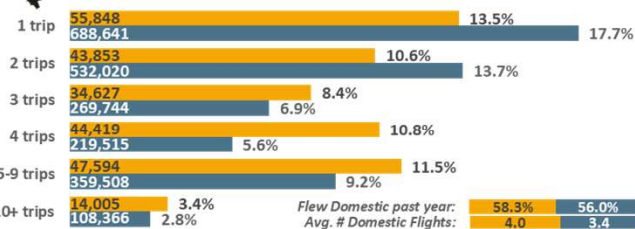
Political Activity: Adults 18 or older



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



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

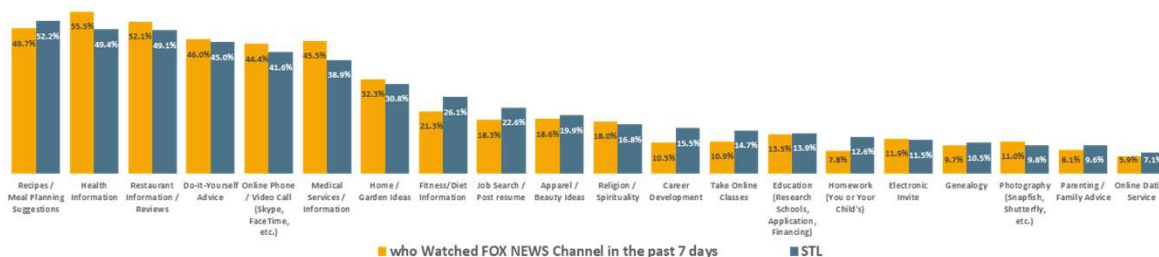




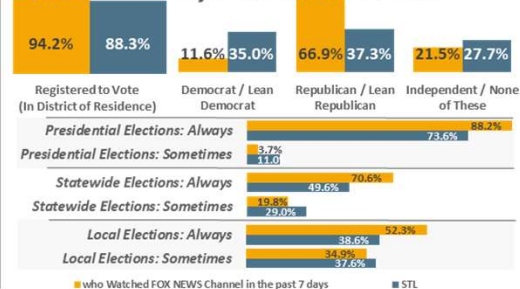
16.9% or 425,242 of STL DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 2.1% more likely to look up D-I-Y advice online, 35.3% more likely to always vote in local elections, 17.2% more likely to belong to a gym, 14.6% more likely to fly domestic past yr.



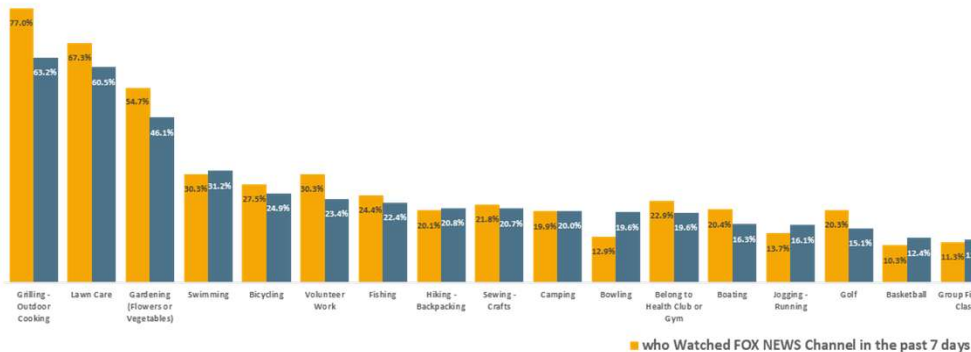
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



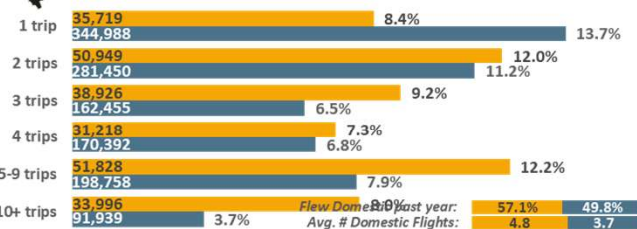
Political Activity: Adults 18 or older



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



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

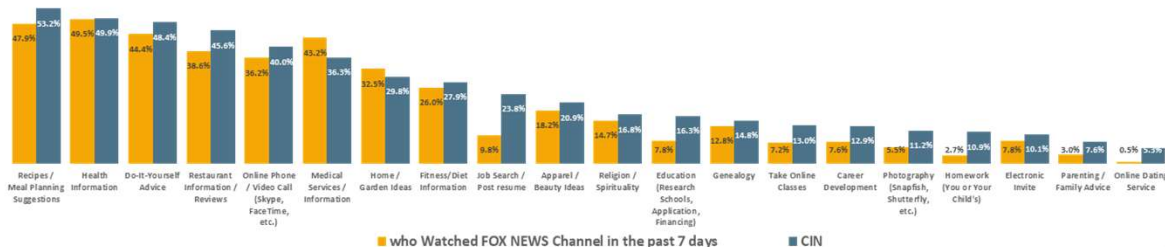




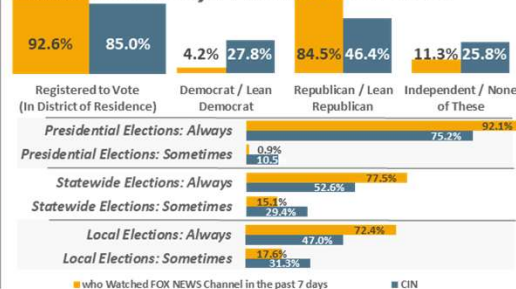
13.7% or 265,168 of CIN DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 8.3% less likely to look up D-I-Y advice online, 54.4% more likely to always vote in local elections, 44.9% more likely to belong to a gym, 10.7% more likely to fly domestic past yr.



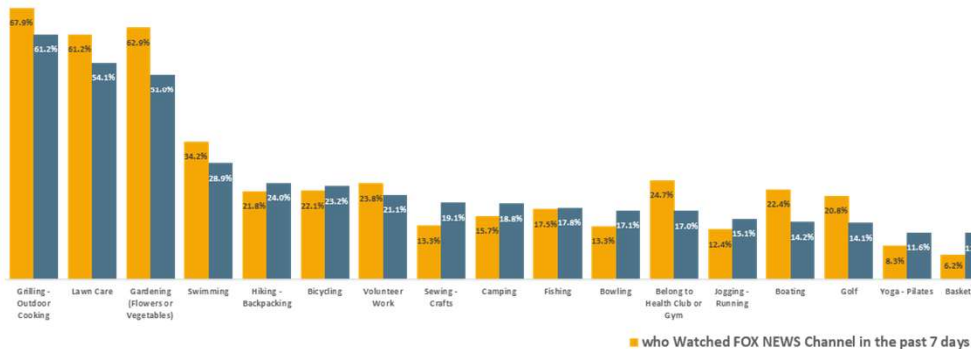
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



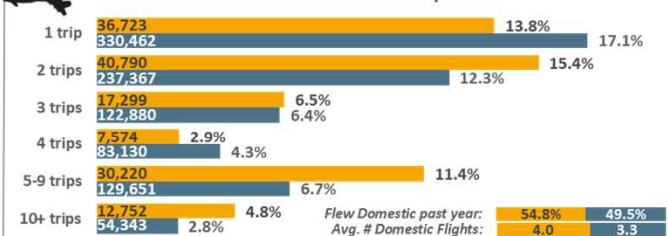
Political Activity: Adults 18 or older



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



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



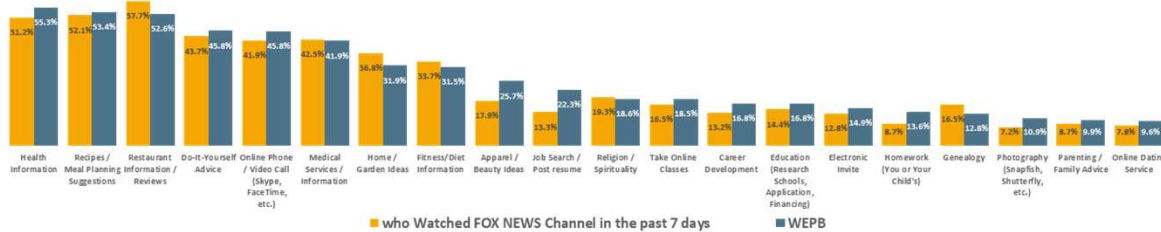
Flew Domestic past year: 54.8%
Avg. # Domestic Flights: 4.0



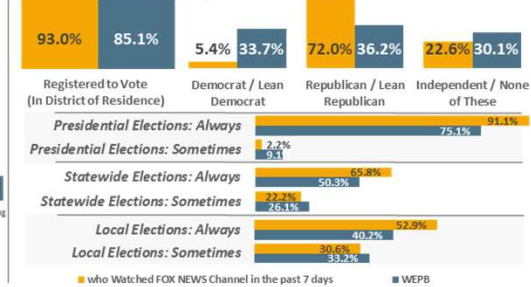
19.9% or 380,053 of WEPB DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 4.6% less likely to look up D-I-Y advice online, 31.6% more likely to always vote in local elections, 9.9% more likely to belong to a gym, .3% more likely to fly domestic past yr.



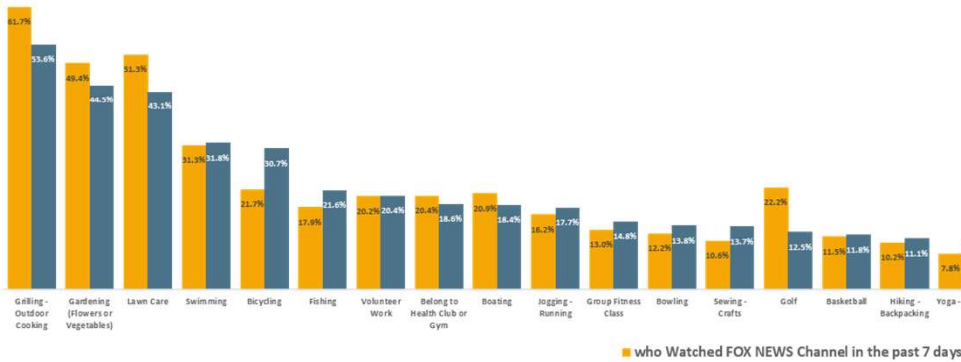
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



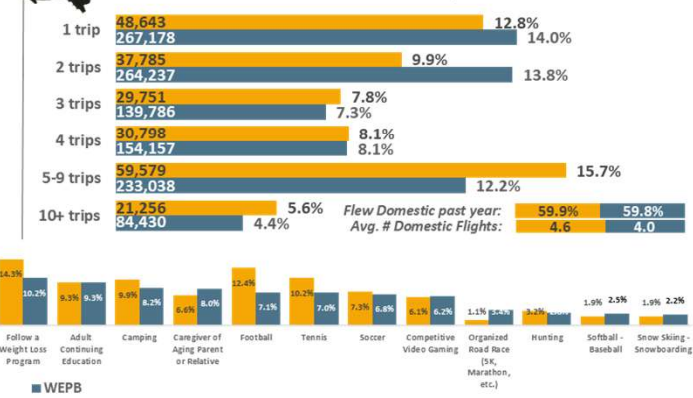
Political Activity: Adults 18 or older



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



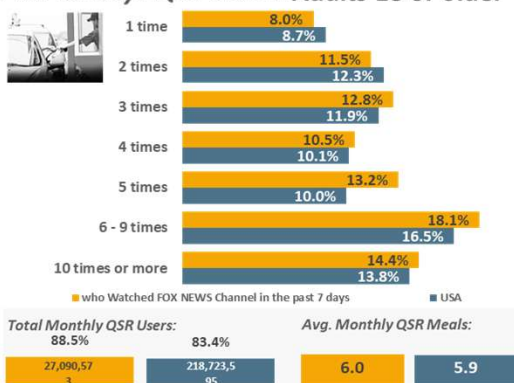
Past 12-months Domestic Airline Trips: Adults 18 or older



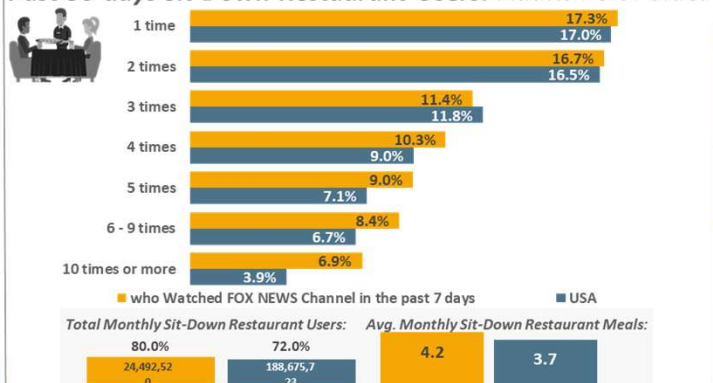


11.7% or 30,627,432 of USA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 6% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 26.5% more likely to use Casinos past yr., 19.3% more likely to smoke cigarettes.

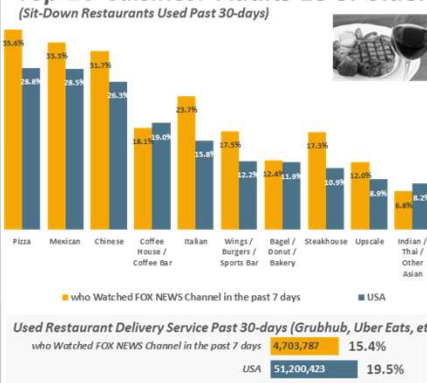
Past 30-days QSR Users: Adults 18 or older



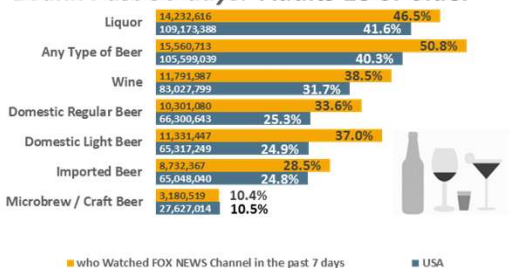
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



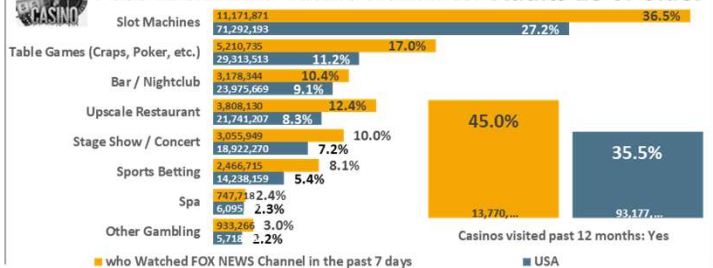
Top-10 Cuisines: Adults 18 or older



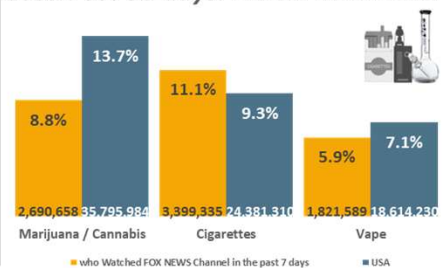
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



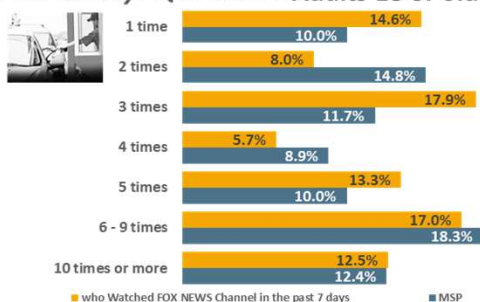
Used Past 30-days: Adults 18 or older





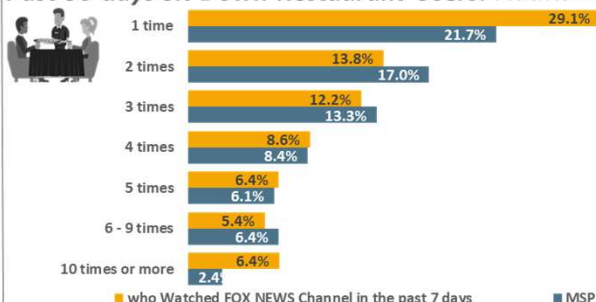
10.6% or 412,584 of MSP DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 3.2% more likely to use QSRs past mo., 8.8% more likely to use Sit-Down Restaurants past mo., 34.1% more likely to use Casinos past yr., 63.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



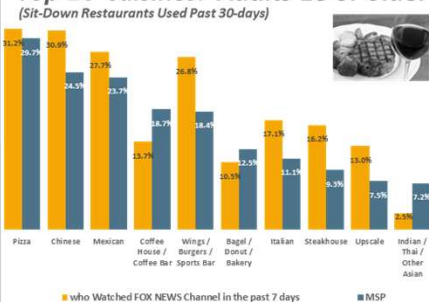
Total Monthly QSR Users: 89.0%
 367,397
 86.2%
 1,354,586
 Avg. Monthly QSR Meals: 5.5
 5.6

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



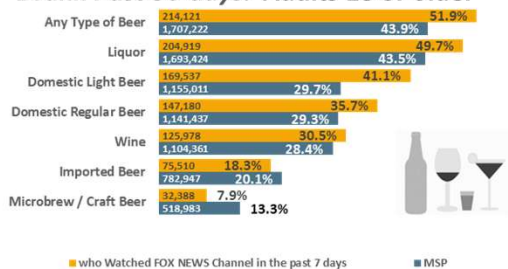
Total Monthly Sit-Down Restaurant Users: 81.9%
 337,804
 75.3%
 2,028,056
 Avg. Monthly Sit-Down Restaurant Meals: 3.6
 3.2

Top-10 Cuisines: Adults 18 or older



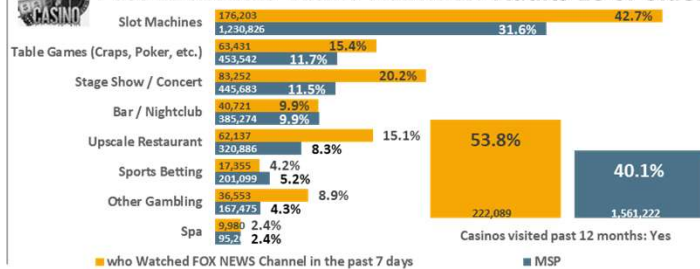
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Watched FOX NEWS Channel in the past 7 days: 33,172
 8.0%
 MSP: 486,328
 12.5%

Drank Past 30-days: Adults 18 or older



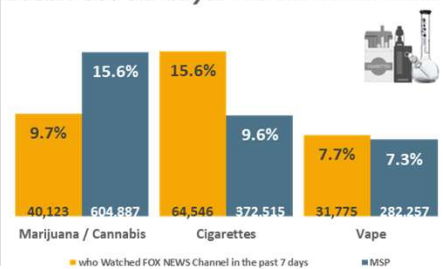
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 236
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

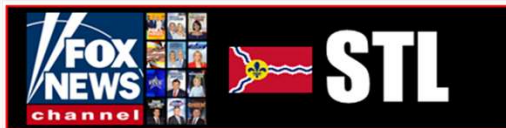
Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
 53.8%
 222,089
 40.1%
 1,551,222

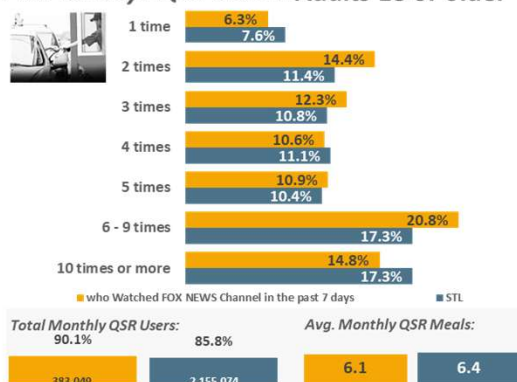
Used Past 30-days: Adults 18 or older



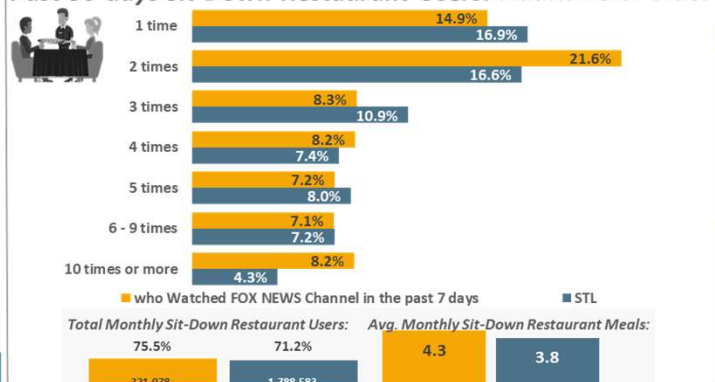


16.9% or 425,242 of STL DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 4.9% more likely to use QSRs past mo., 6% more likely to use Sit-Down Restaurants past mo., 14.7% more likely to use Casinos past yr., 28.9% more likely to smoke cigarettes.

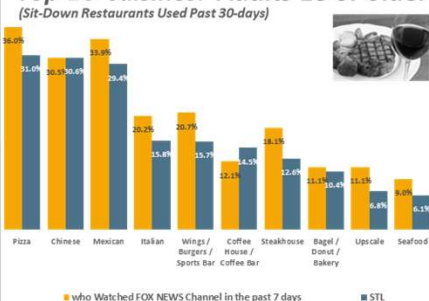
Past 30-days QSR Users: Adults 18 or older



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

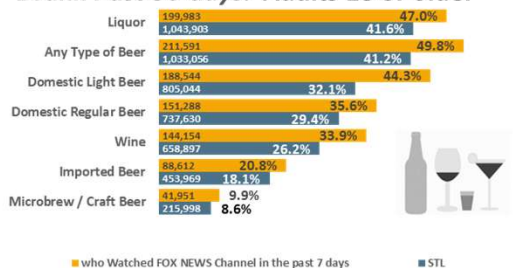


Top-10 Cuisines: Adults 18 or older

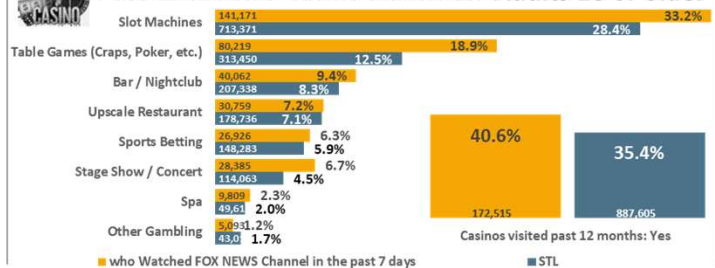


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Watched FOX NEWS Channel in the past 7 days: 75,506 (17.8%)
 STL: 451,148 (18.0%)

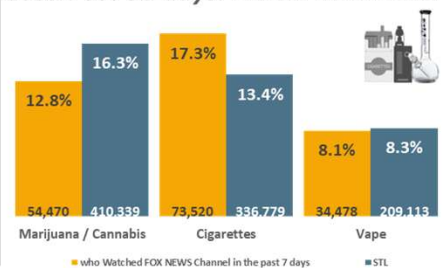
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



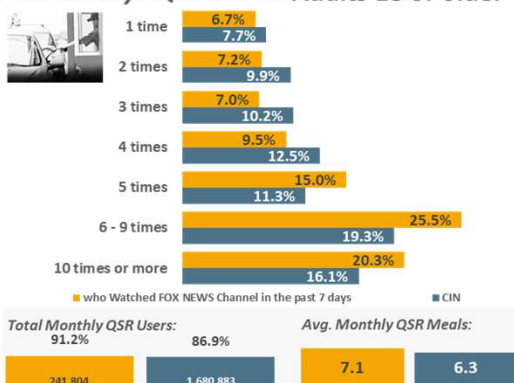
Used Past 30-days: Adults 18 or older



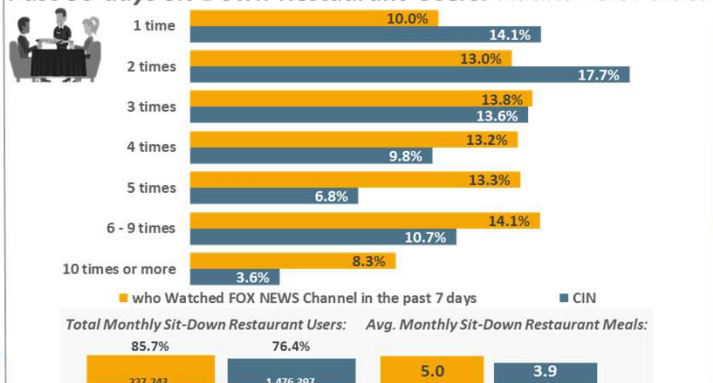


13.7% or 265,168 of CIN DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days.
Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 4.9% more likely to use QSRs past mo., 12.2% more likely to use Sit-Down Restaurants past mo., 5.7% more likely to use Casinos past yr., 29.7% less likely to smoke cigarettes.

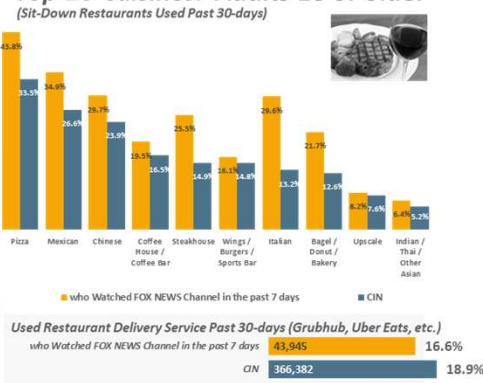
Past 30-days QSR Users: Adults 18 or older



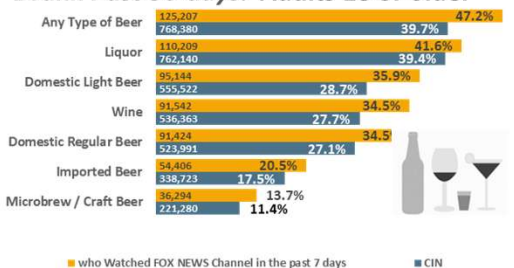
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



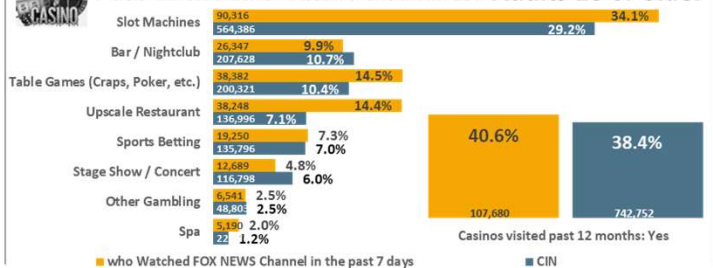
Top-10 Cuisines: Adults 18 or older



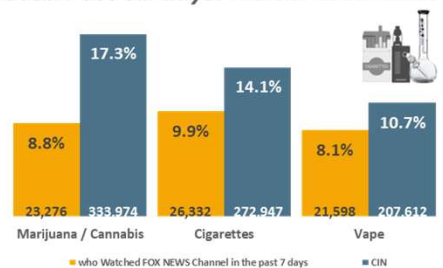
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



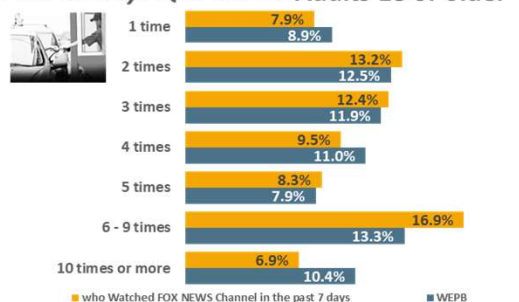
Used Past 30-days: Adults 18 or older



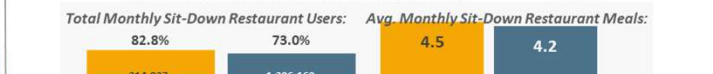
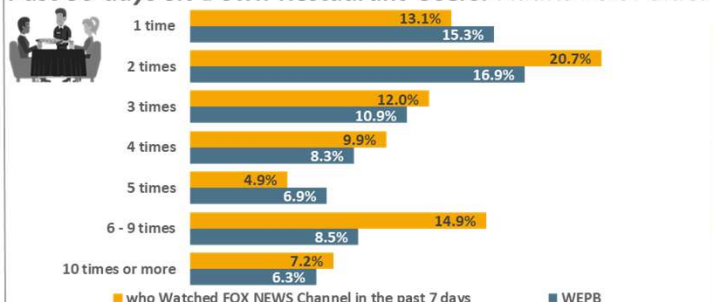


19.9% or 380,053 of WPB DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 1.1% less likely to use QSRs past mo., 13.5% more likely to use Sit-Down Restaurants past mo., 21.4% more likely to use Casinos past yr., 6.3% less likely to smoke cigarettes.

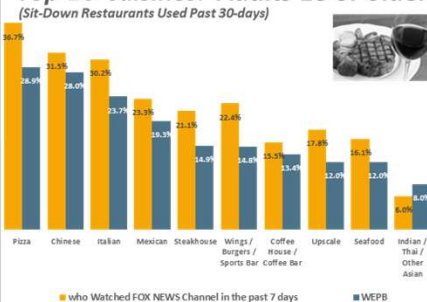
Past 30-days QSR Users: Adults 18 or older



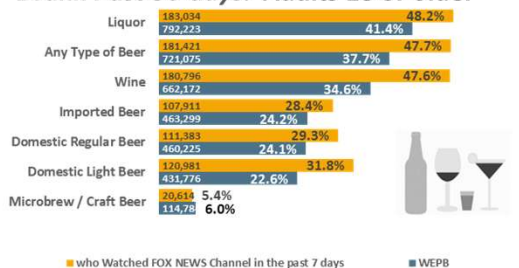
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



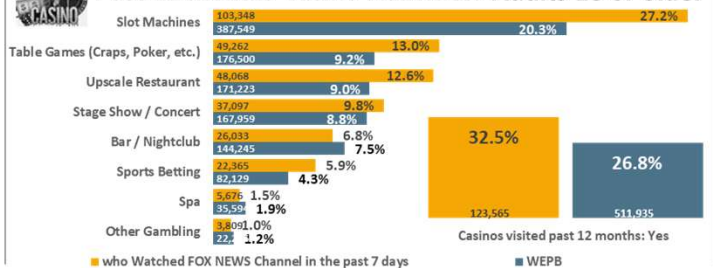
Top-10 Cuisines: Adults 18 or older



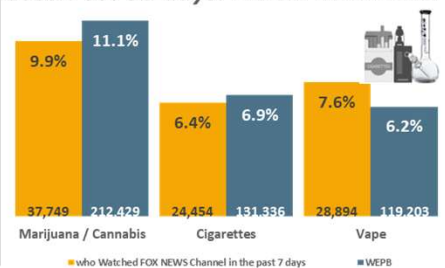
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

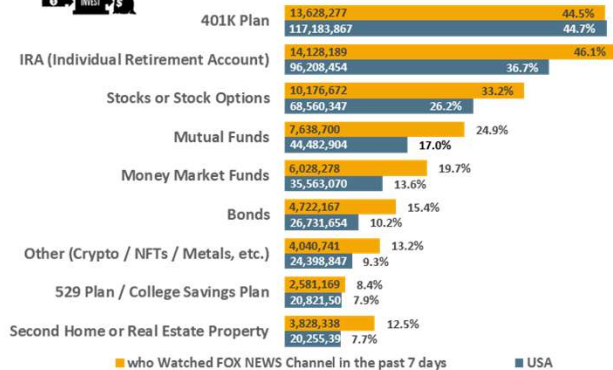




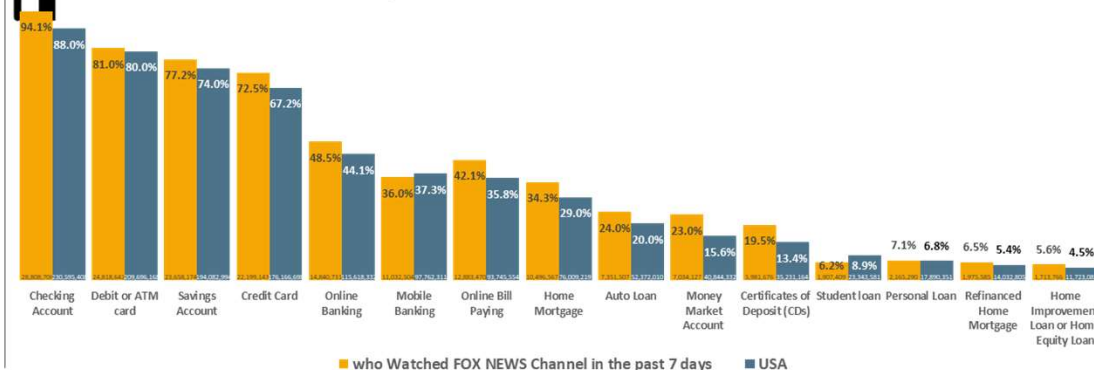
11.7% or 30,627,432 of USA DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are .4% less likely to have a 401K, 20.2% more likely to have an Auto Loan, 12.9% more likely to Invest/Trade Stocks Online, 3.2% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



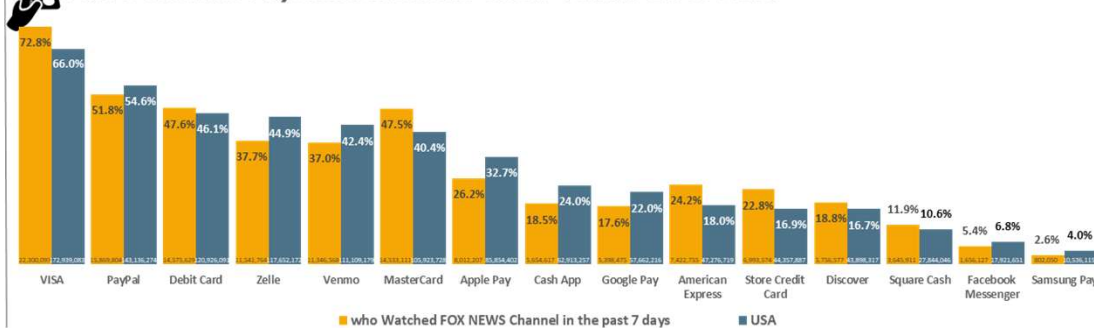
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

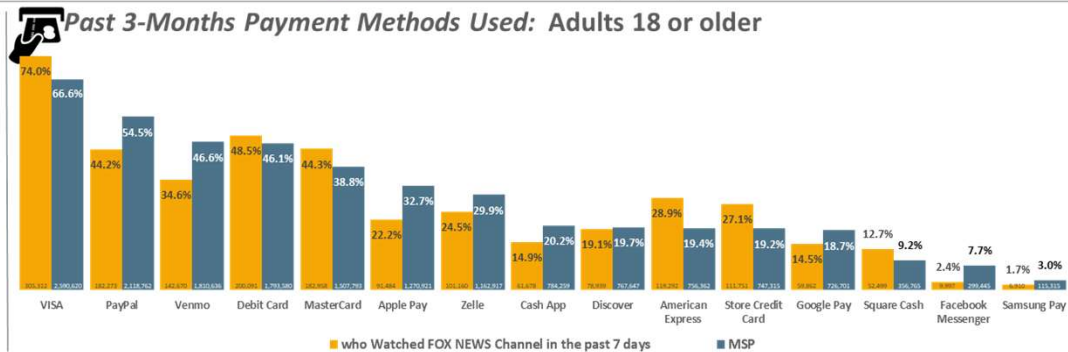
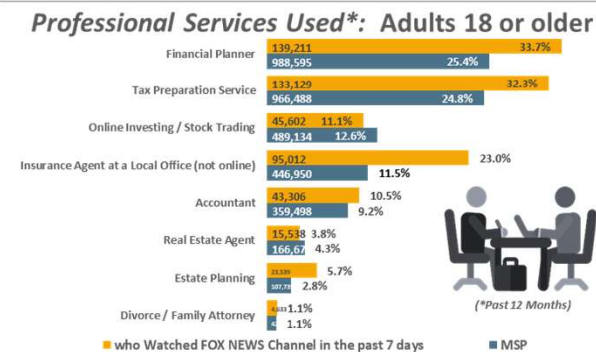
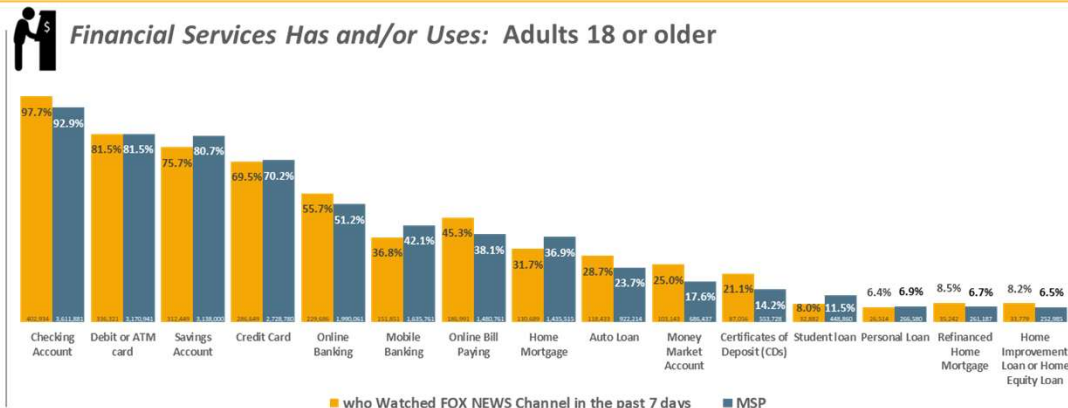
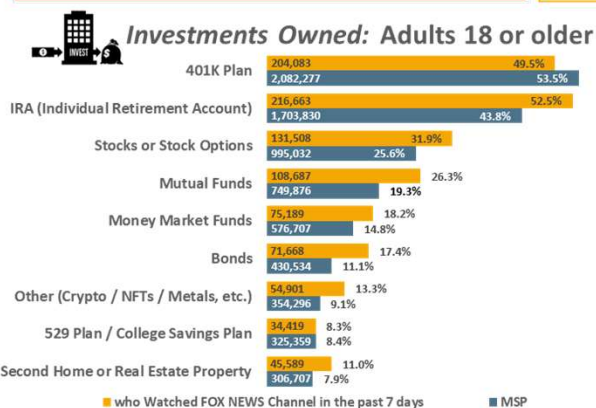


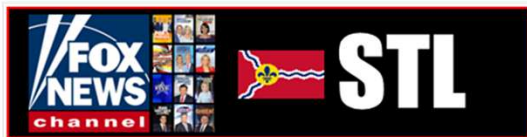
Past 3-Months Payment Methods Used: Adults 18 or older





10.6% or 412,584 of MSP DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 7.6% less likely to have a 401K, 21.1% more likely to have an Auto Loan, 12.1% less likely to Invest/Trade Stocks Online, 5.2% more likely to pay with their Debit Card.





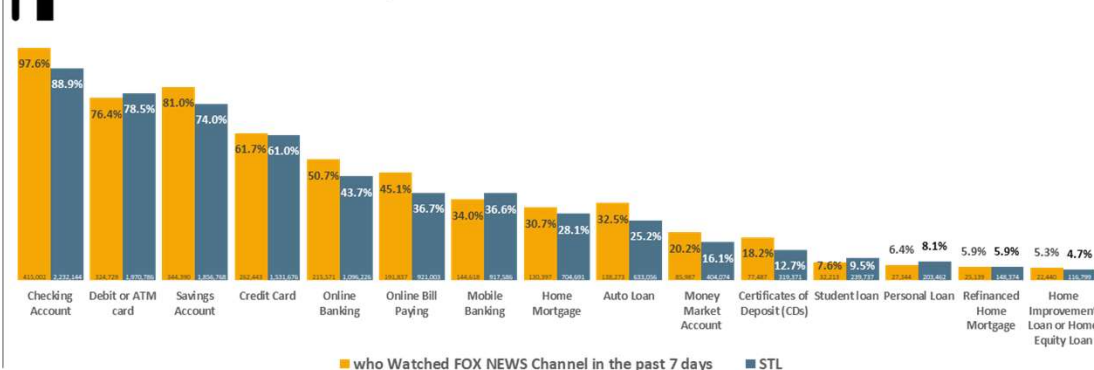
16.9% or 425,242 of STL DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 10.4% less likely to have a 401K, 28.9% more likely to have an Auto Loan, 11.7% more likely to Invest/Trade Stocks Online, 4.4% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



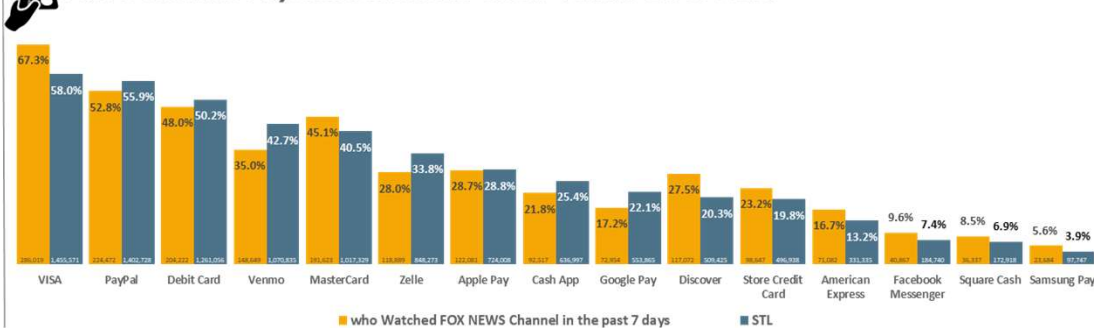
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

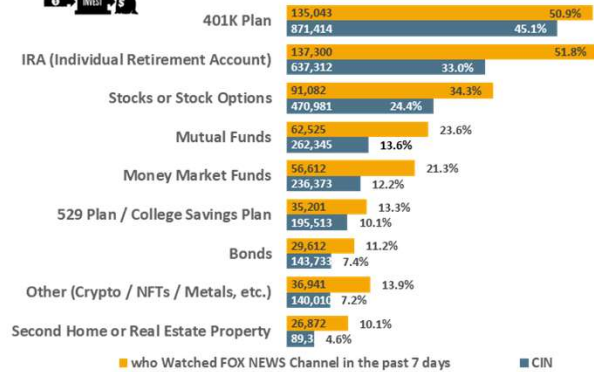




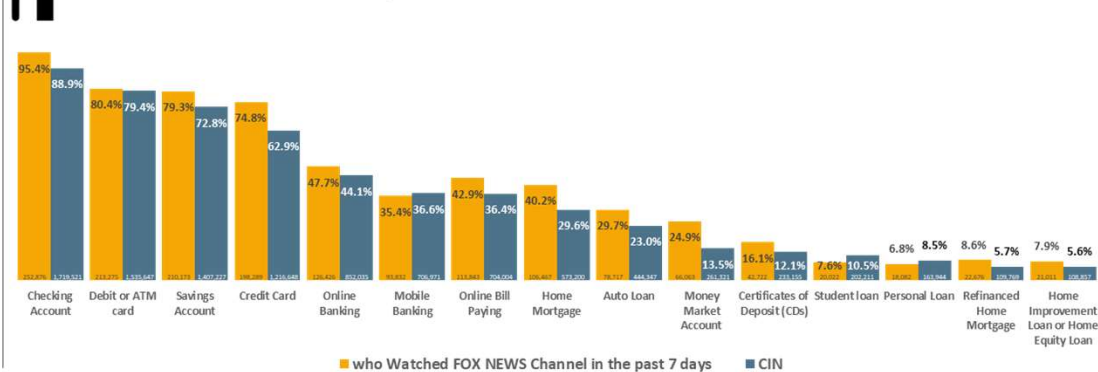
13.7% or 265,168 of CIN DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 13.% more likely to have a 401K, 29.2% more likely to have an Auto Loan, 51.5% more likely to Invest/Trade Stocks Online, 2.% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



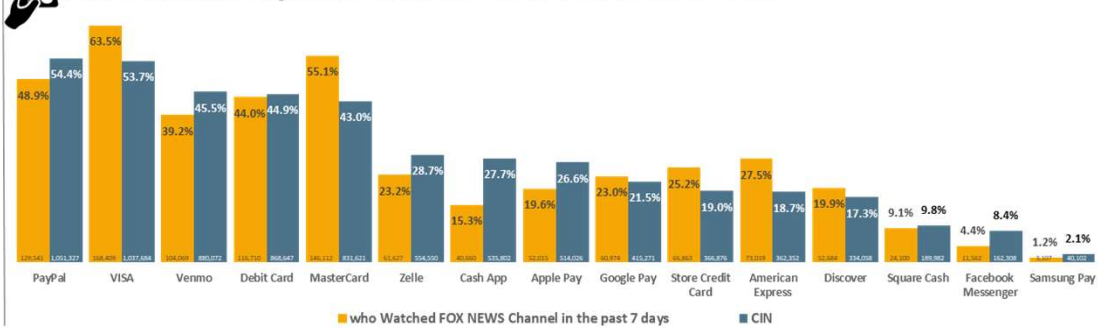
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





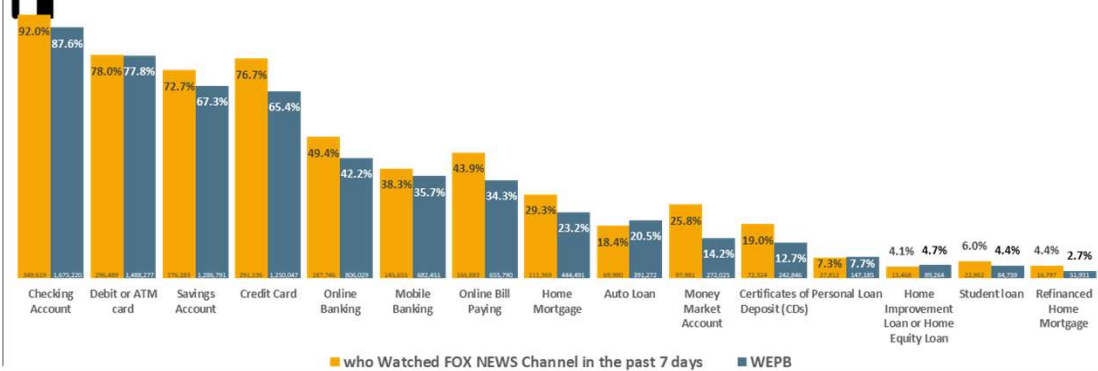
19.9% or 380,053 of WPB DMA Adults 18 or older Watched FOX NEWS Channel in the past 7 days. Adults 18 or older who Watched FOX NEWS Channel in the past 7 days are 6.6% more likely to have a 401K, 10.% less likely to have an Auto Loan, 67.8% more likely to Invest/Trade Stocks Online, 10.9% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



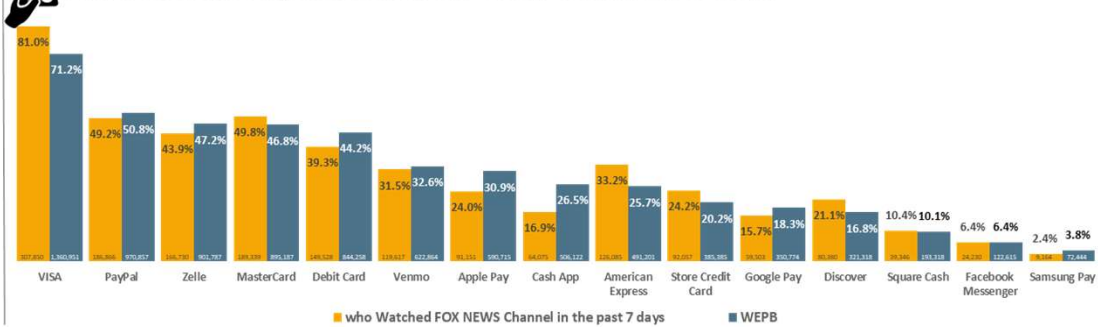
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

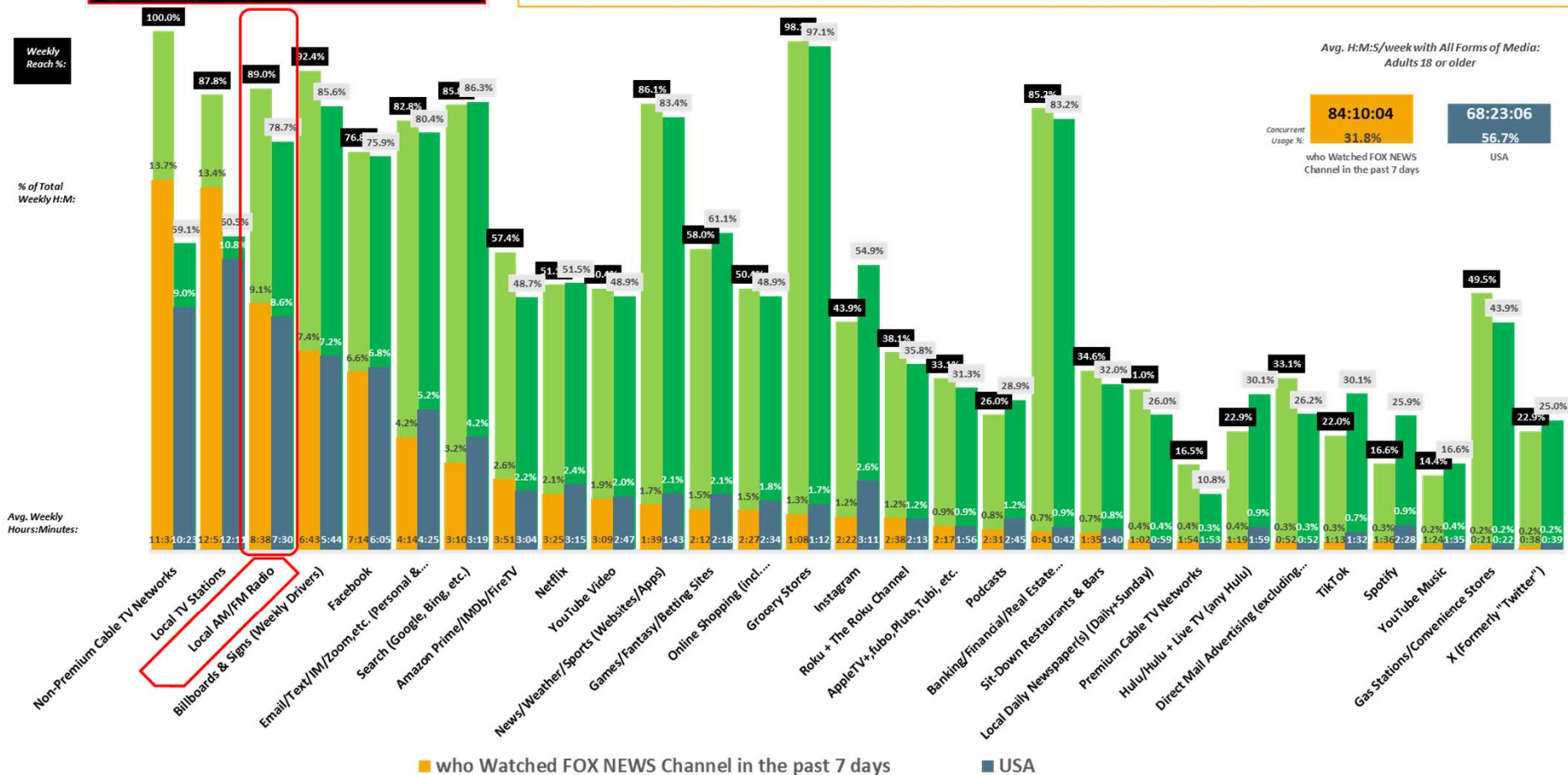


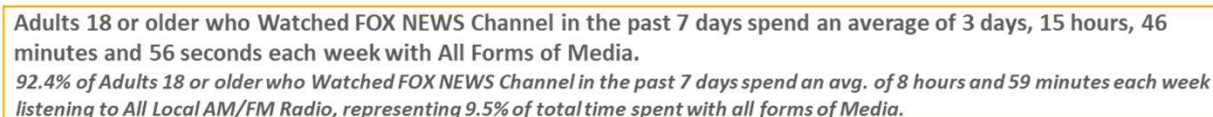
Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 3 days, 12 hours, 10 minutes and 4 seconds each week with All Forms of Media.
 89.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.

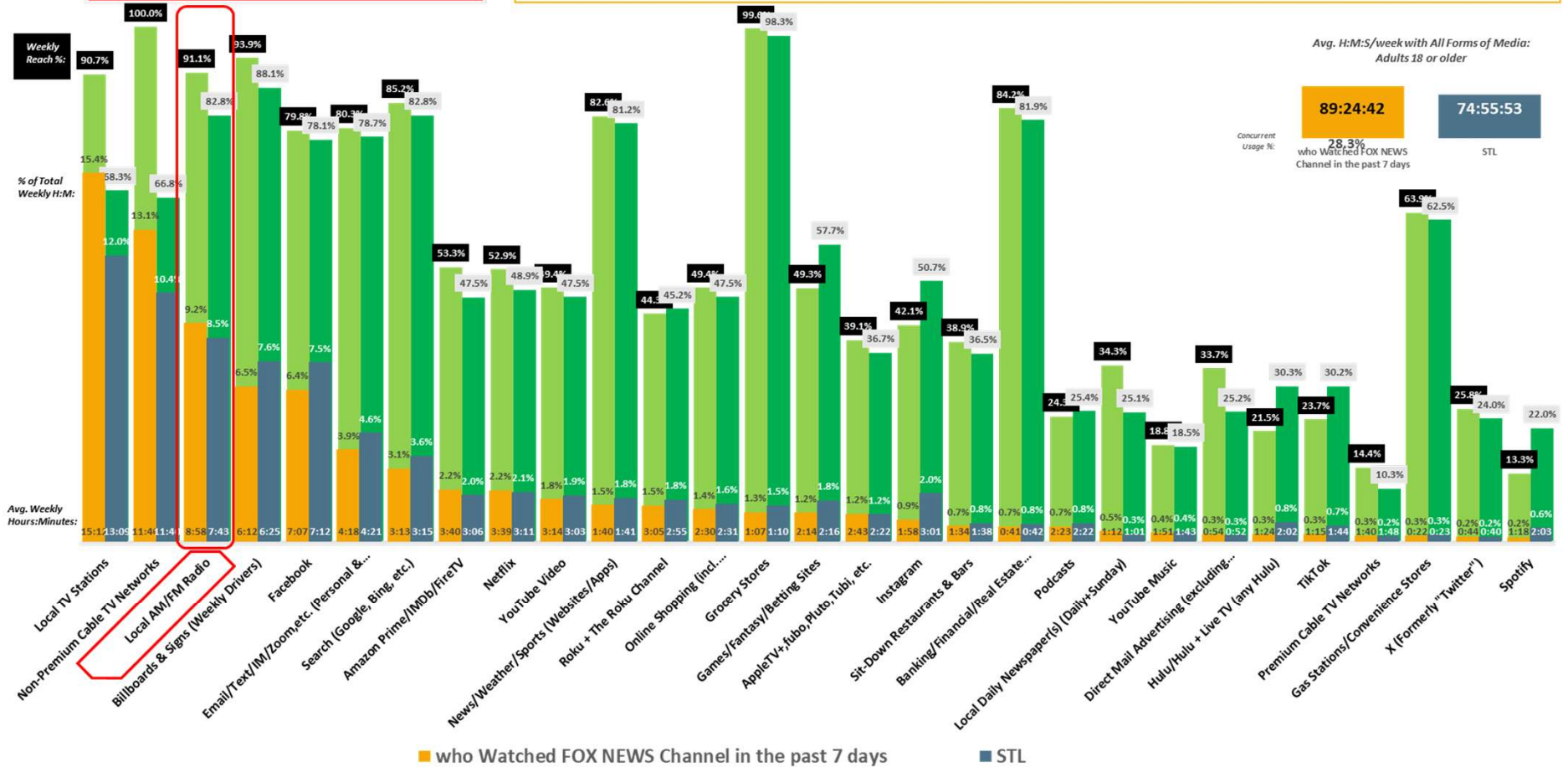




Cable networks watched past 7 days: FOX News Channel

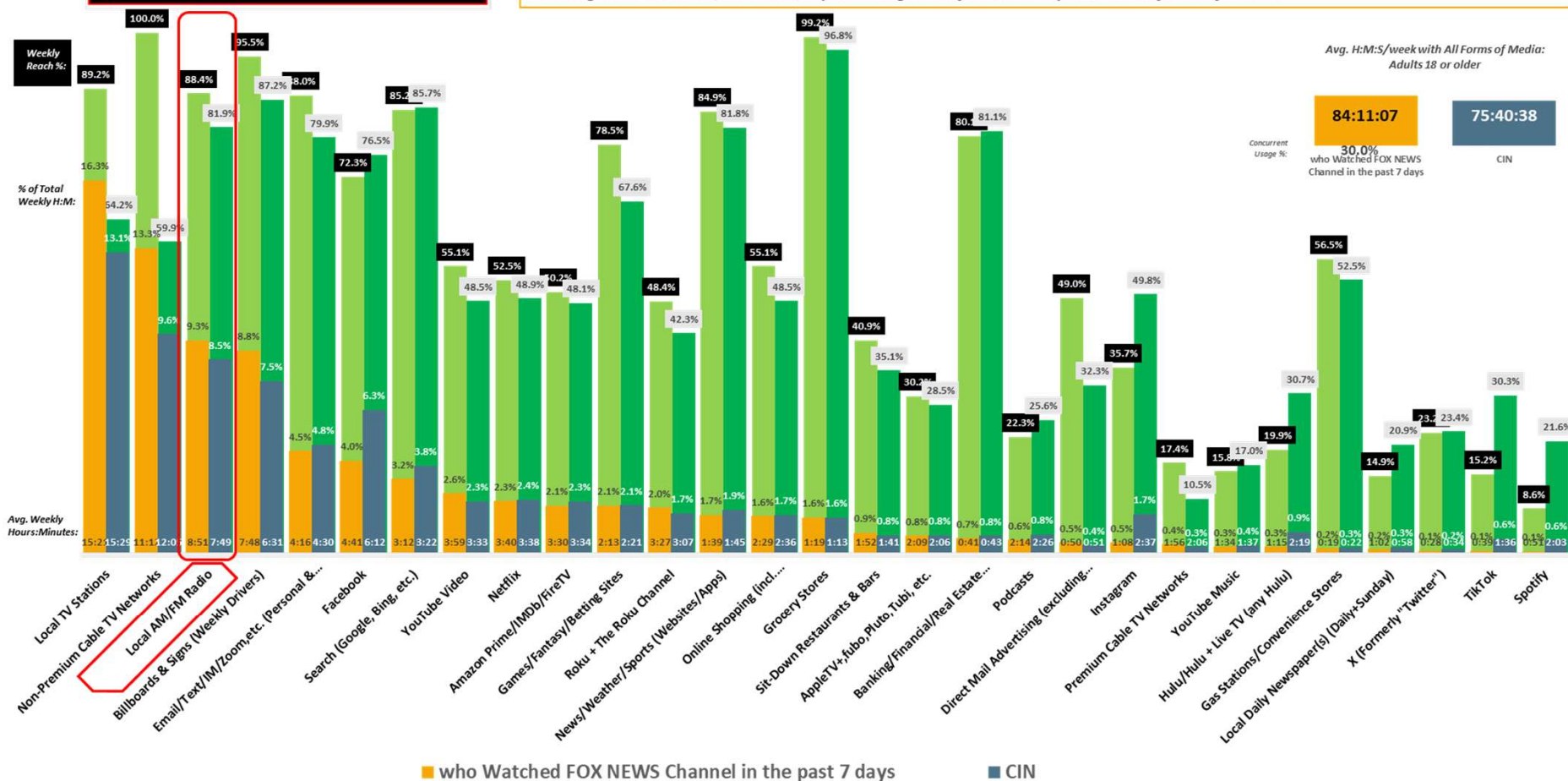


Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 3 days, 17 hours, 24 minutes and 42 seconds each week with All Forms of Media.
 91.1% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



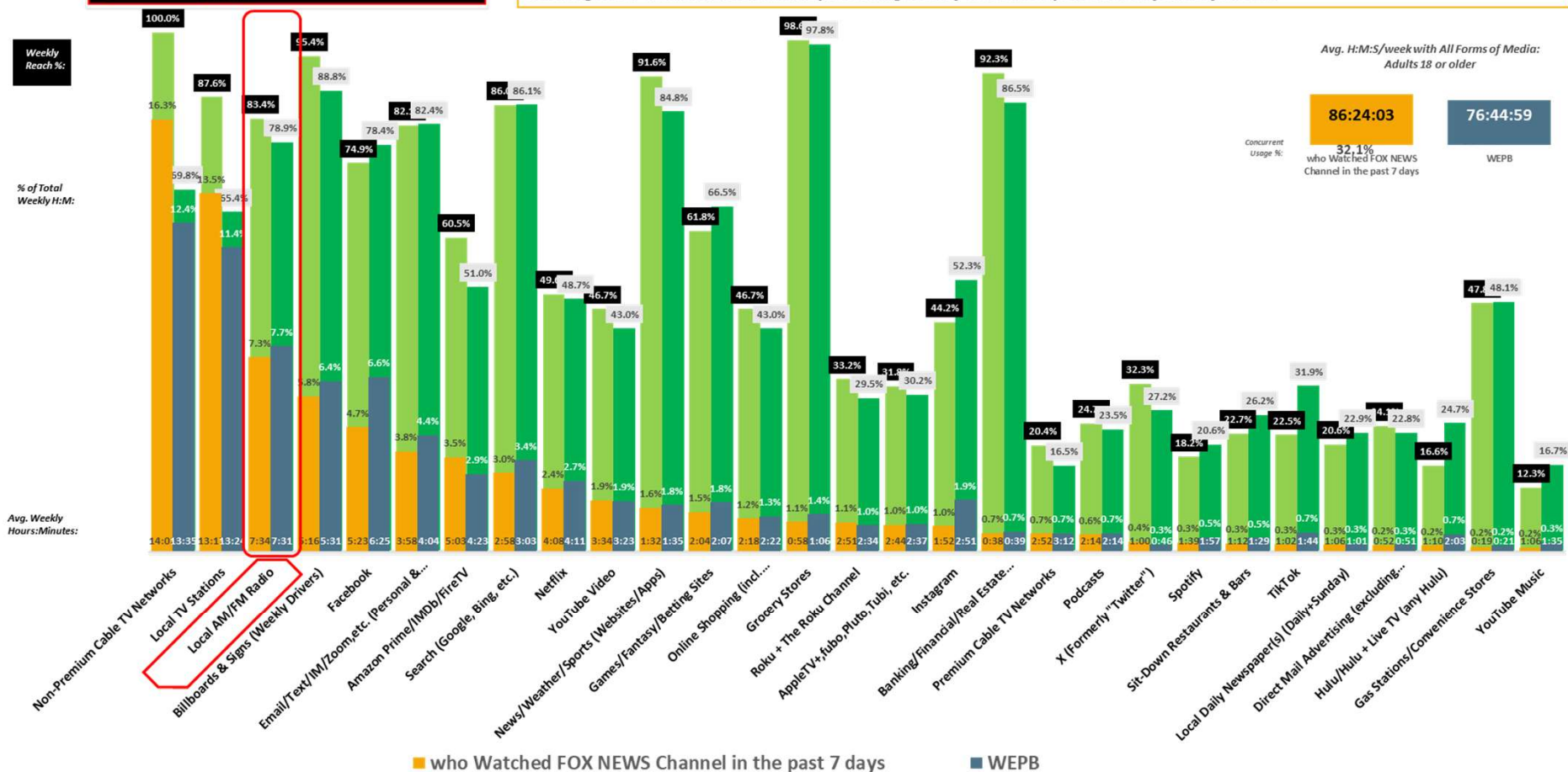


Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 3 days, 12 hours, 11 minutes and 7 seconds each week with All Forms of Media.
 88.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



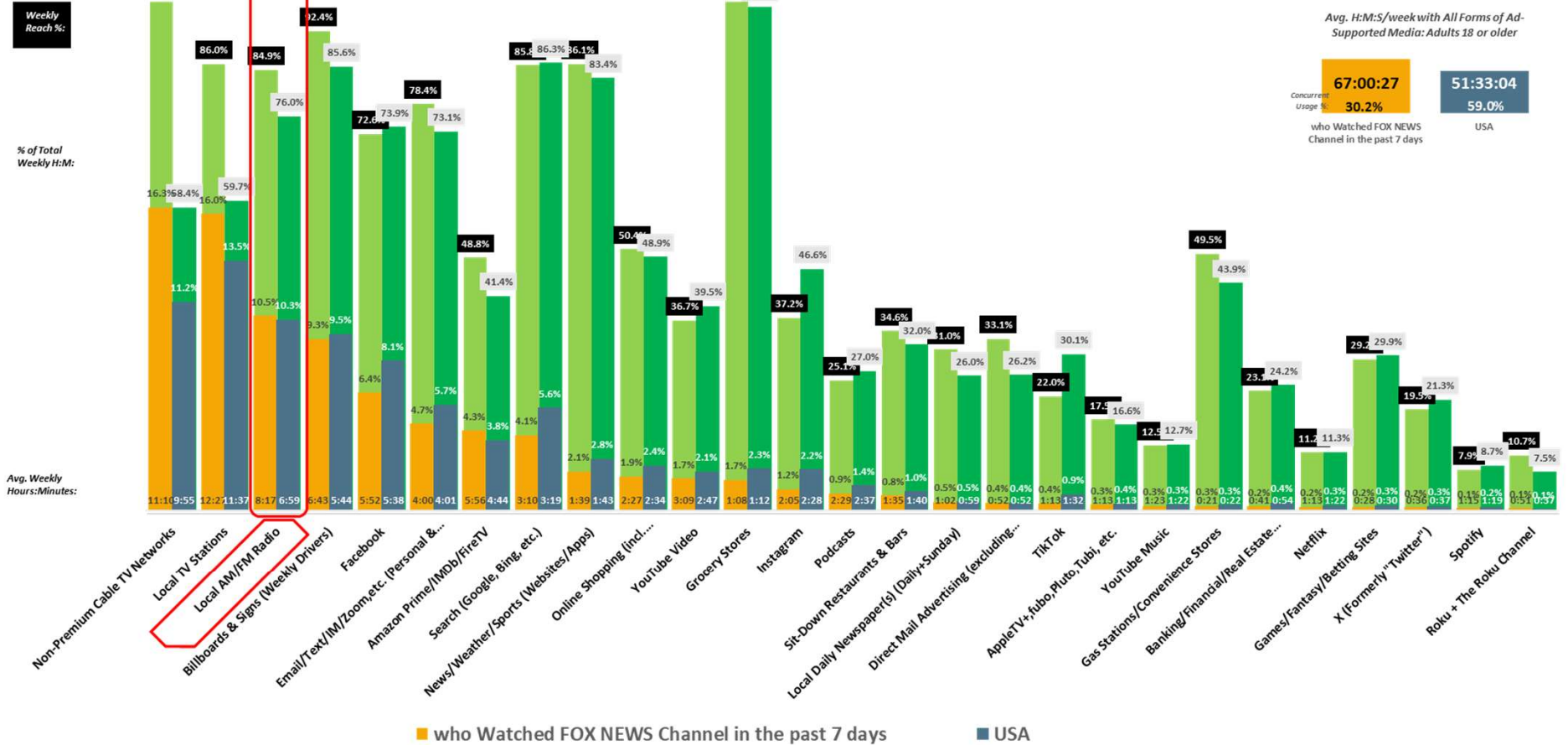


Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 3 days, 14 hours, 24 minutes and 3 seconds each week with All Forms of Media.
 83.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 7 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



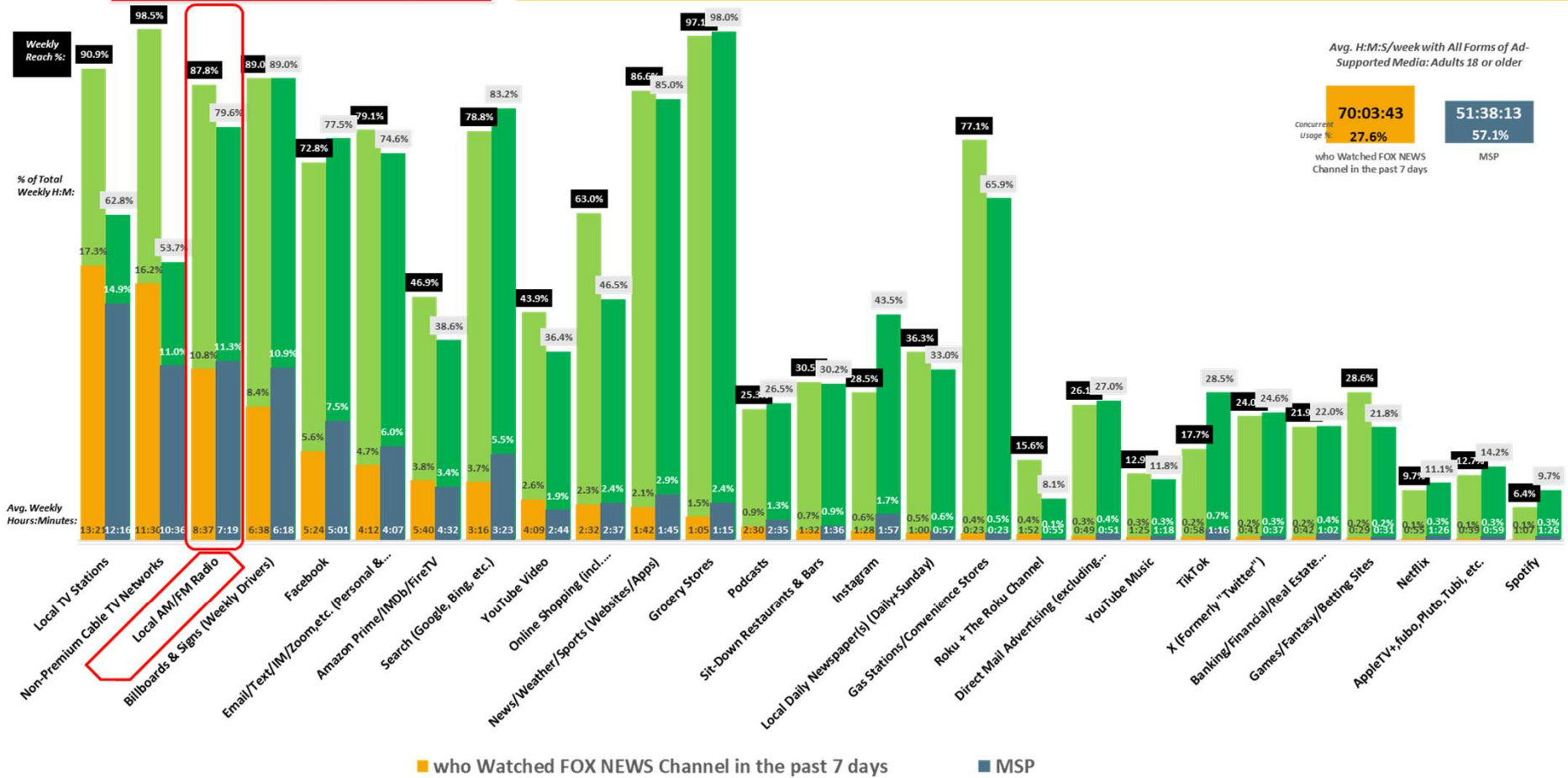


Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 2 days, 19 hours, 0 minutes and 27 seconds each week with All Forms of Ad-Supported Media.
 84.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 17 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 2 days, 22 hours, 3 minutes and 43 seconds each week with All Forms of Ad-Supported Media.
 87.8% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



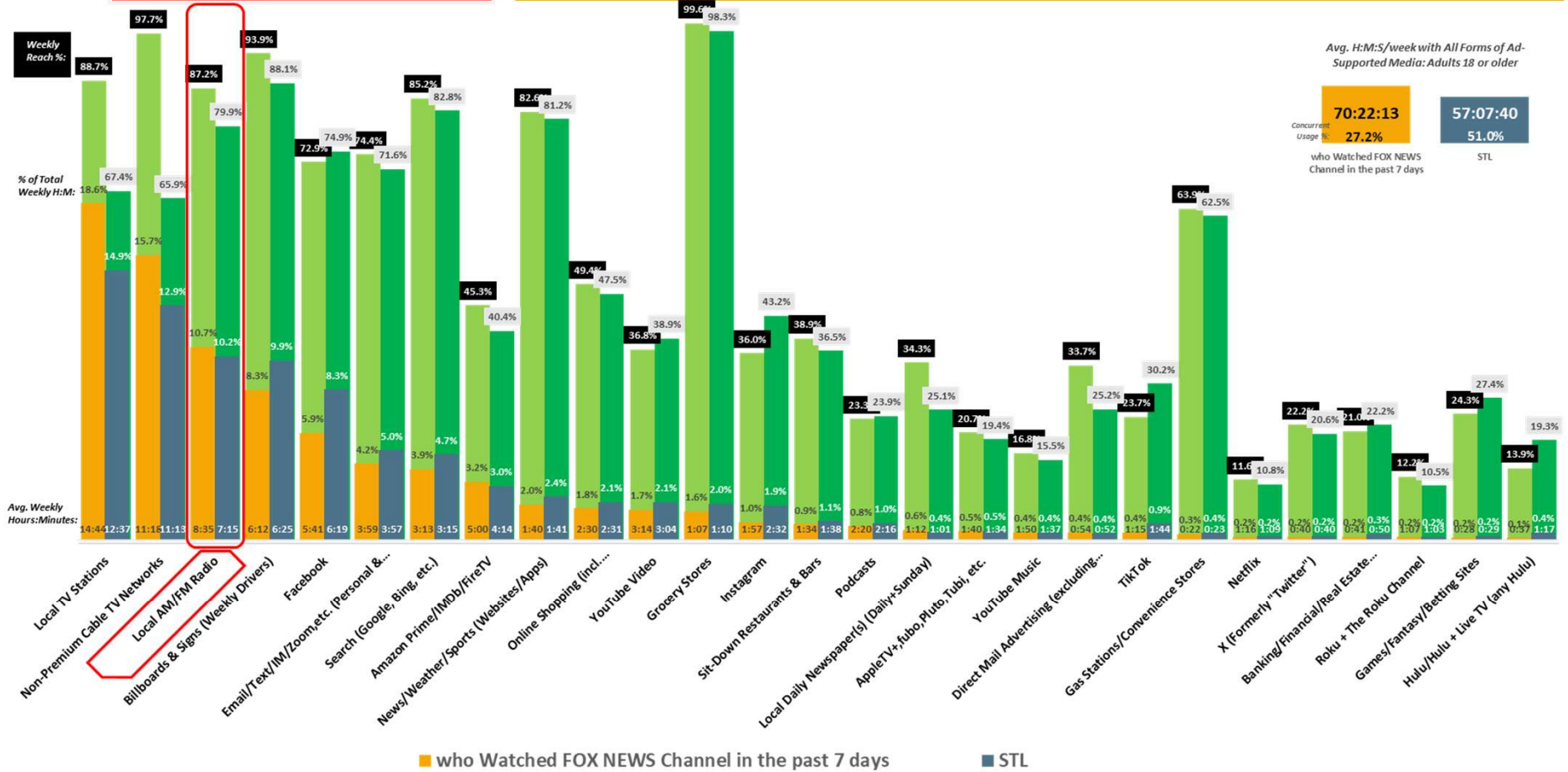
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

70:03:43	51:38:13
Concurrent Usage %	MSP
27.6%	57.1%

who Watched FOX NEWS Channel in the past 7 days

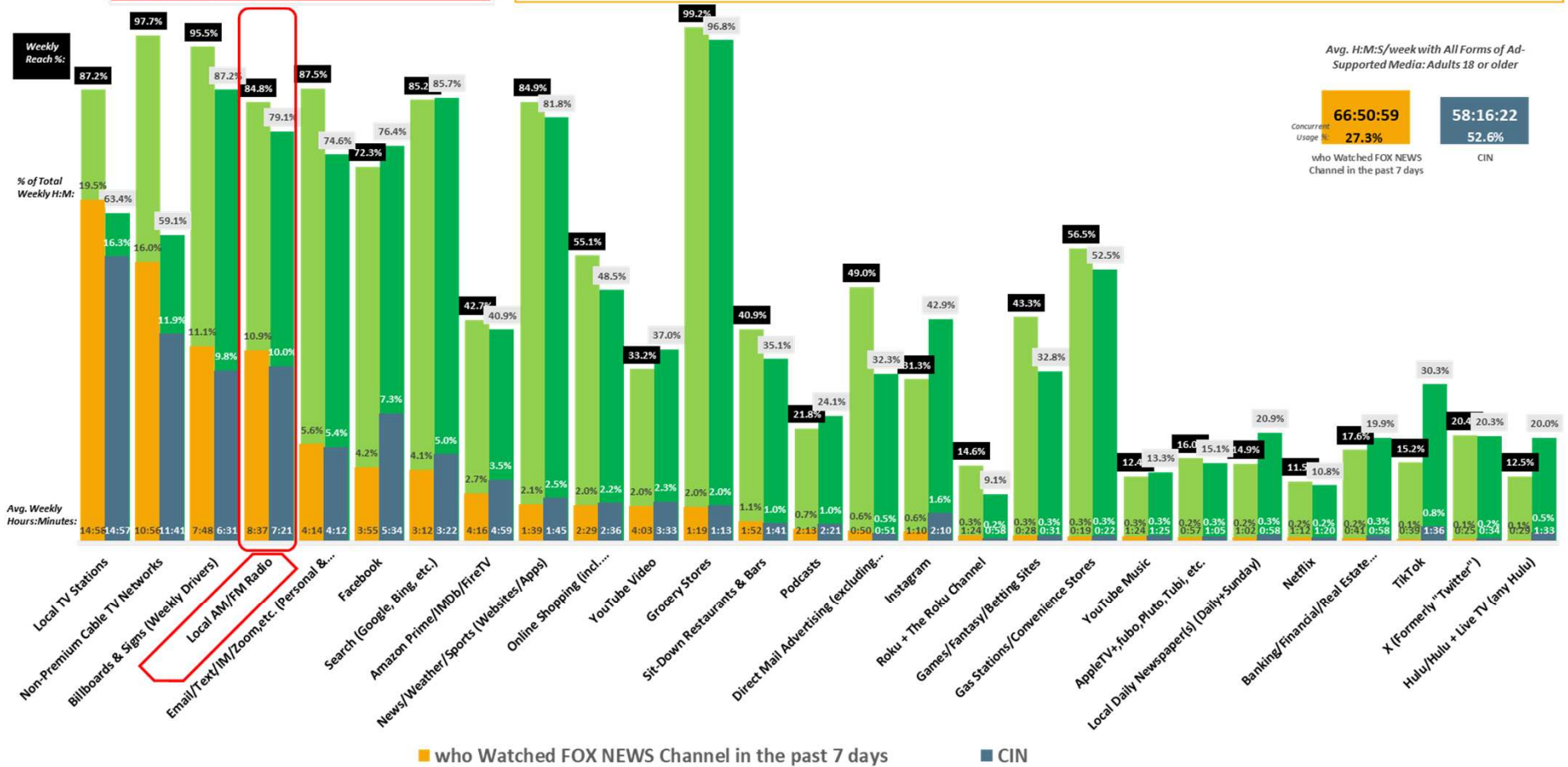


Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 2 days, 22 hours, 22 minutes and 13 seconds each week with All Forms of Ad-Supported Media.
 87.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 2 days, 18 hours, 50 minutes and 59 seconds each week with All Forms of Ad-Supported Media.
 84.8% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 8 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.

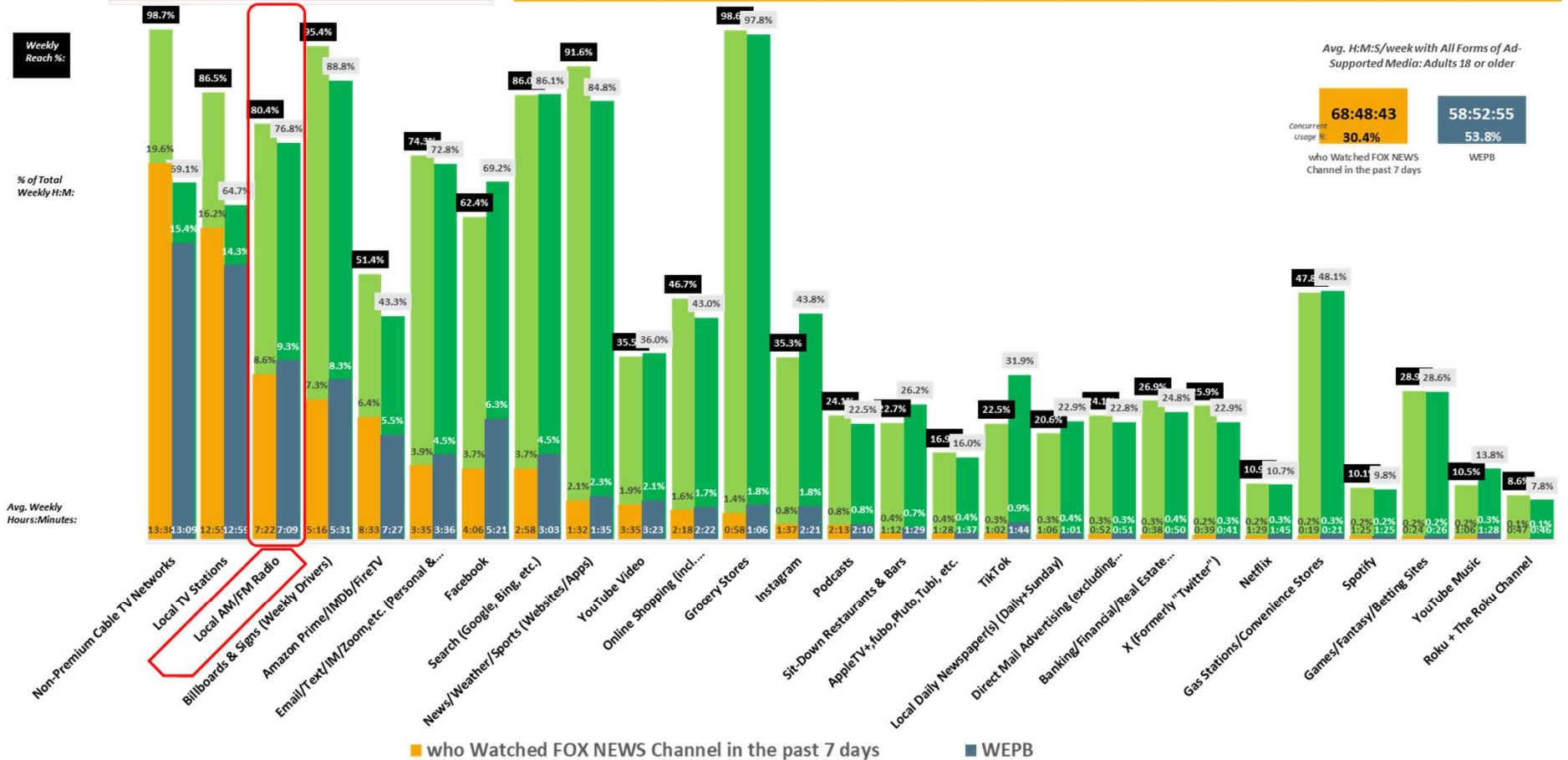


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

66:50:59	58:16:22
Concurrent Usage % 27.3%	52.6%
who Watched FOX NEWS Channel in the past 7 days	CIN



Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 2 days, 20 hours, 48 minutes and 43 seconds each week with All Forms of Ad-Supported Media.
 80.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an avg. of 7 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.6% of total time spent with all forms of Ad-Supported Media.

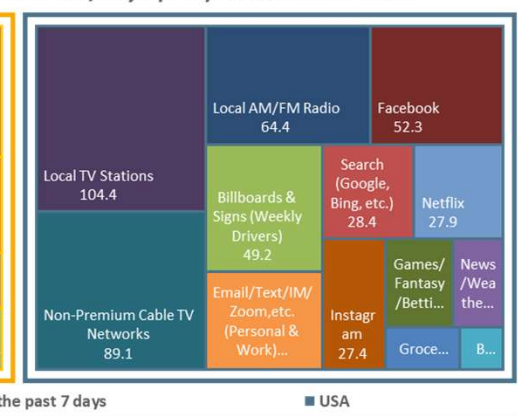
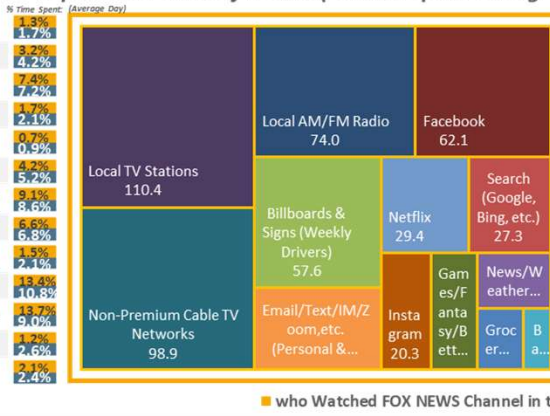
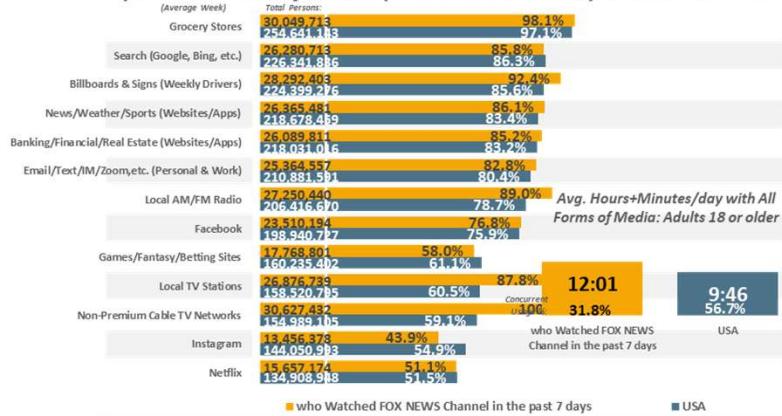




Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 9 hours and 34 minutes each day with All Forms of Ad-Supported Media. 84.9% listen to Local AM/FM Radio for an avg. of 71.1 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

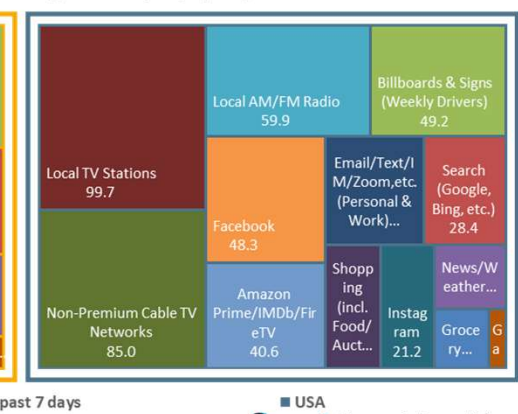
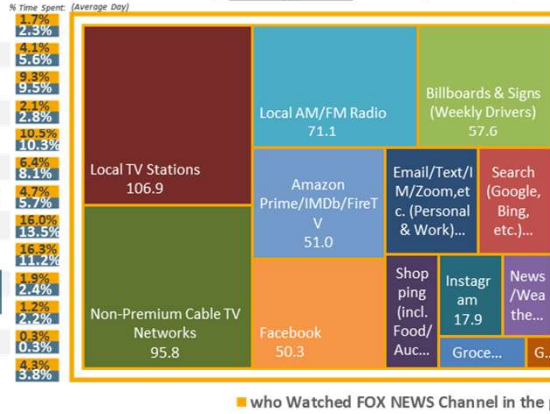
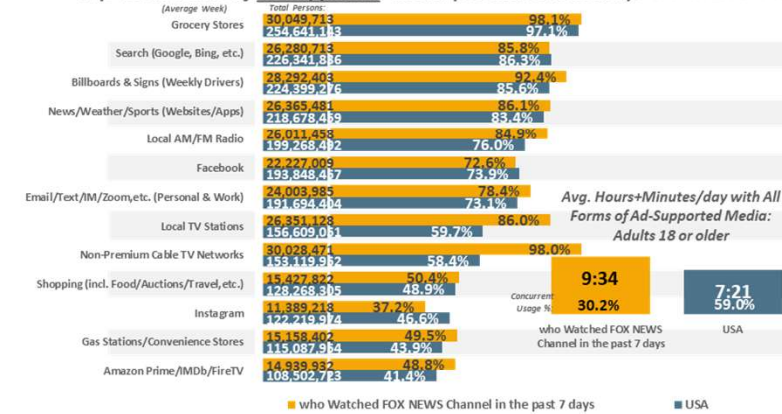
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454
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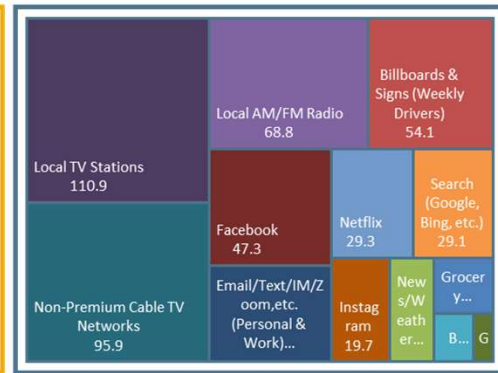
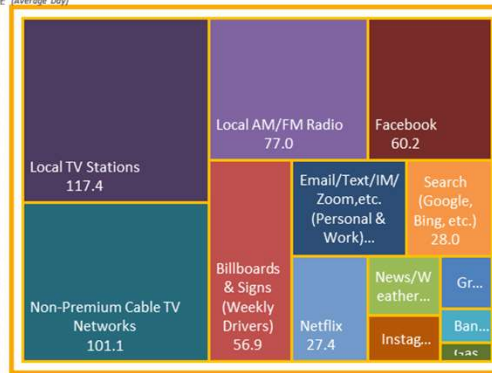
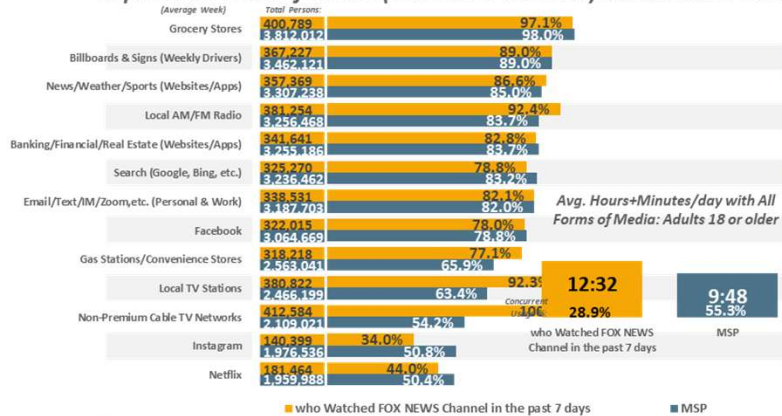
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Cable networks watched past 7 days: FOX News Channel

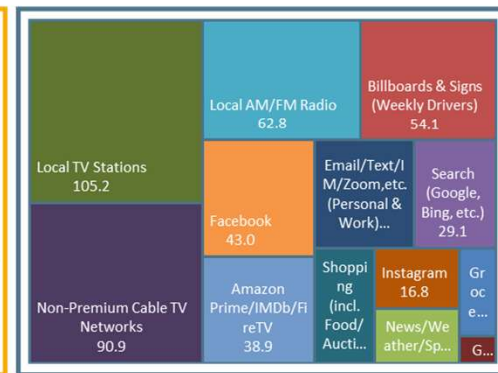
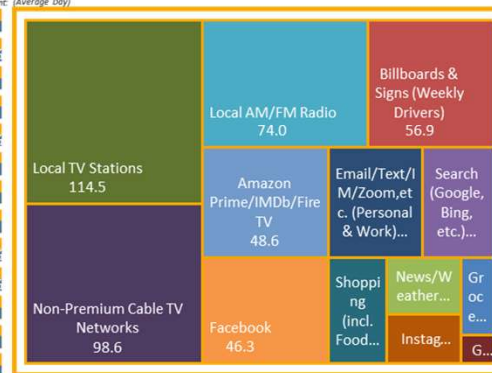
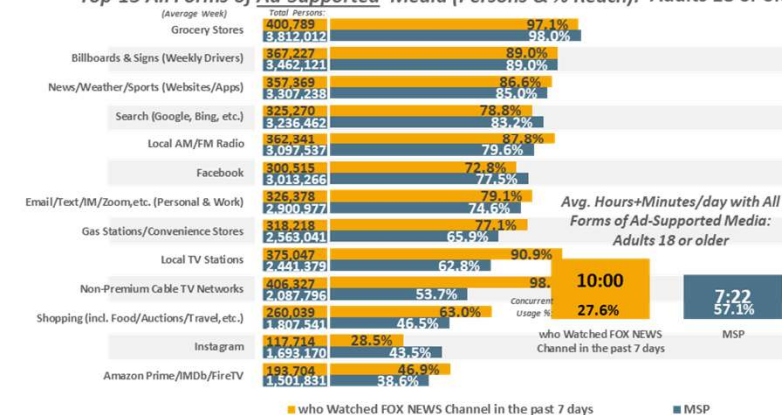


Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 10 hours and 0 minutes each day with All Forms of Ad-Supported Media. 87.8% listen to Local AM/FM Radio for an avg. of 74. minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

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



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

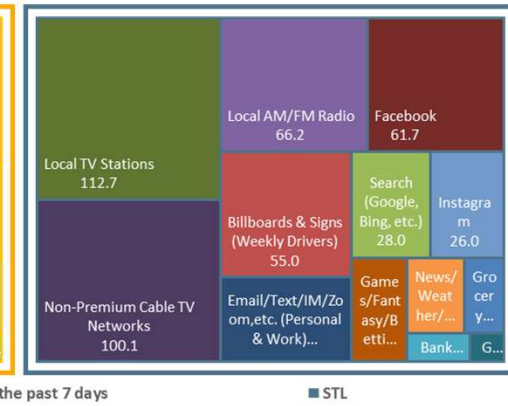
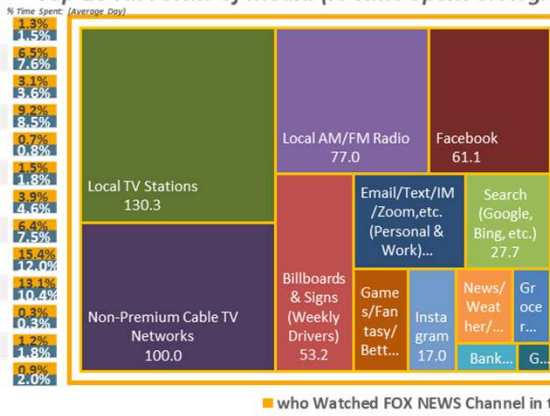
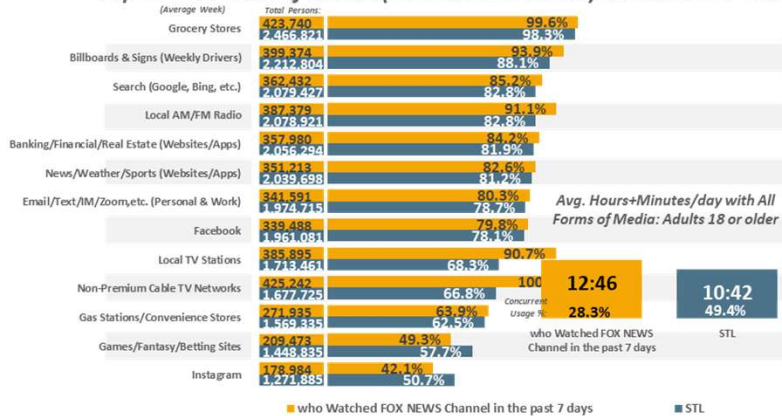




Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 10 hours and 3 minutes each day with All Forms of Ad-Supported Media. 87.2% listen to Local AM/FM Radio for an avg. of 73.7 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

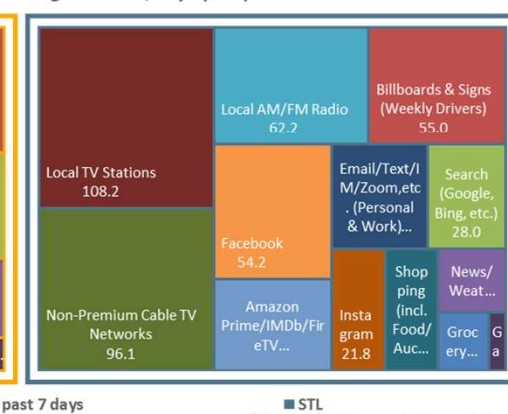
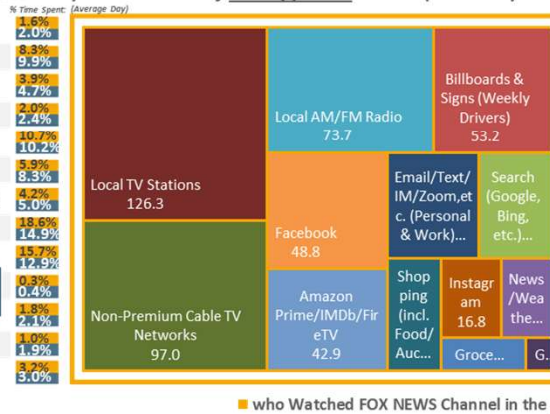
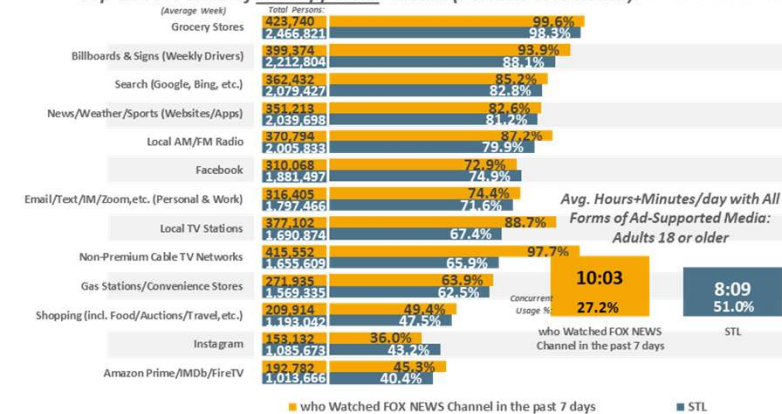
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

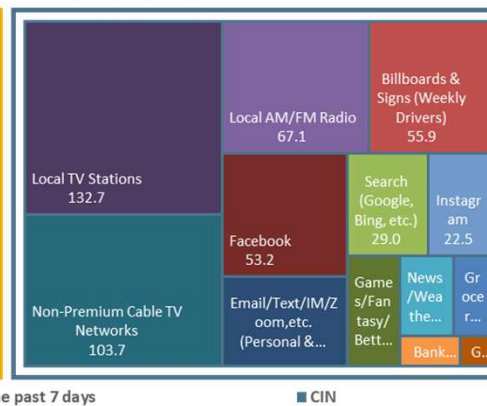
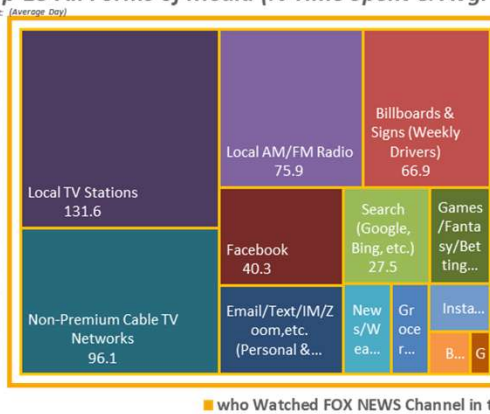
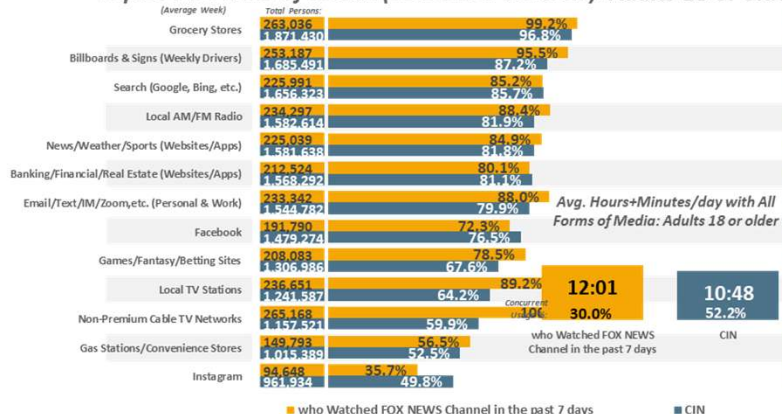
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



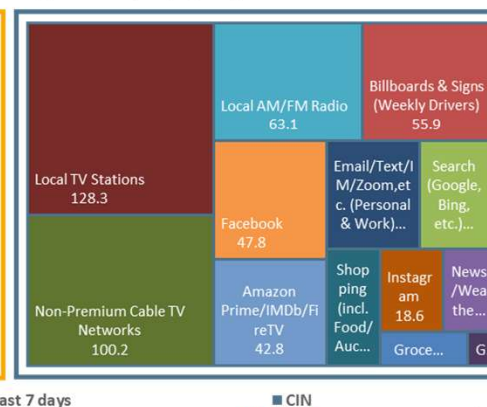
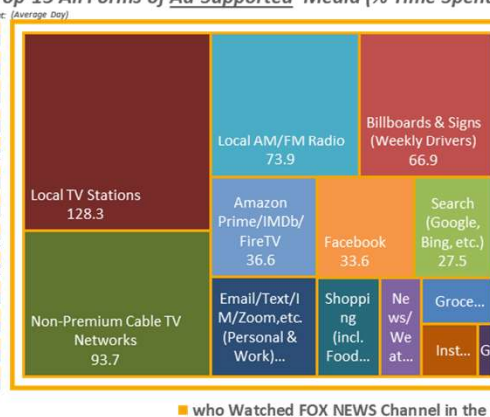
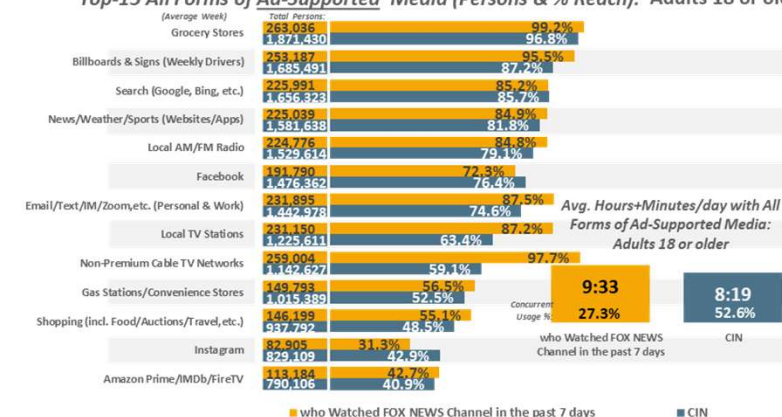


Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 9 hours and 33 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 73.9 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

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



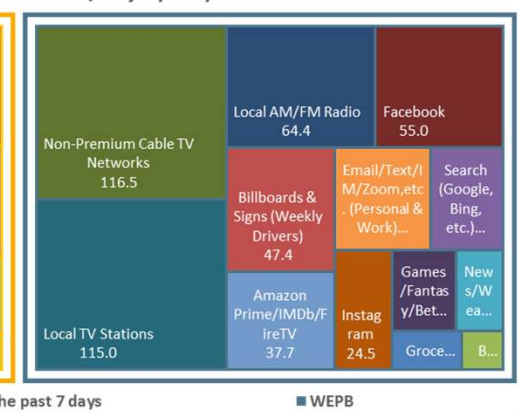
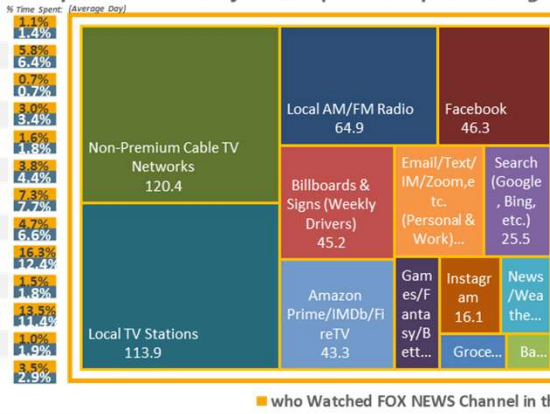
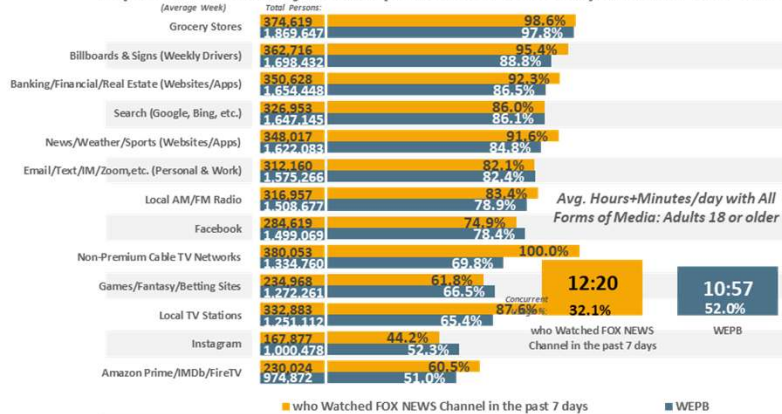
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



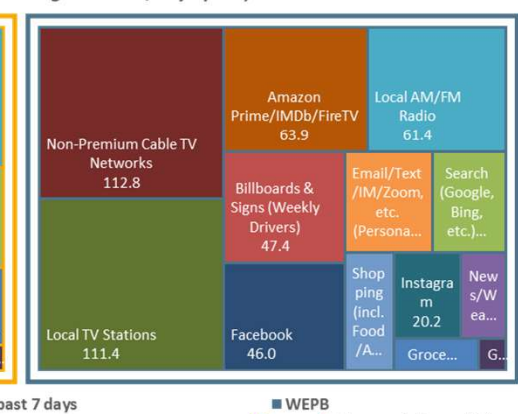
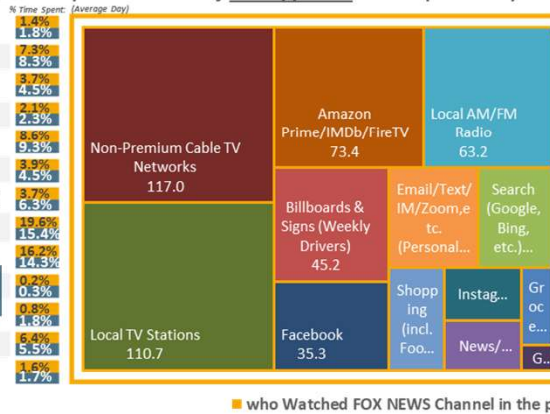
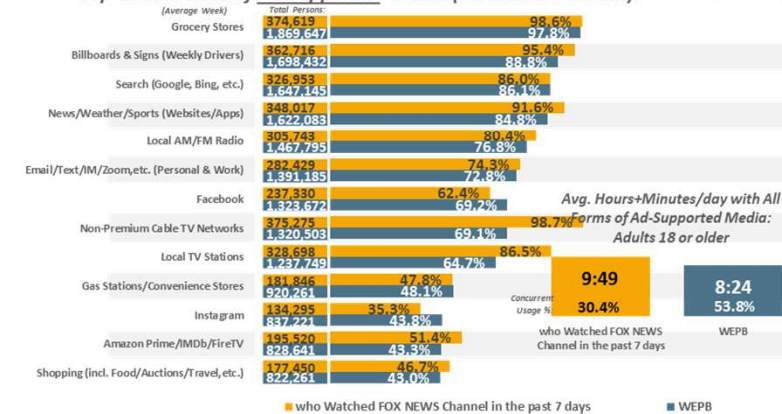


Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 9 hours and 49 minutes each day with All Forms of Ad-Supported Media. 80.4% listen to Local AM/FM Radio for an avg. of 63.2 minutes/day. *(Local Radio delivers 8.6% of Time with Ad-Supported Media.)*

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**



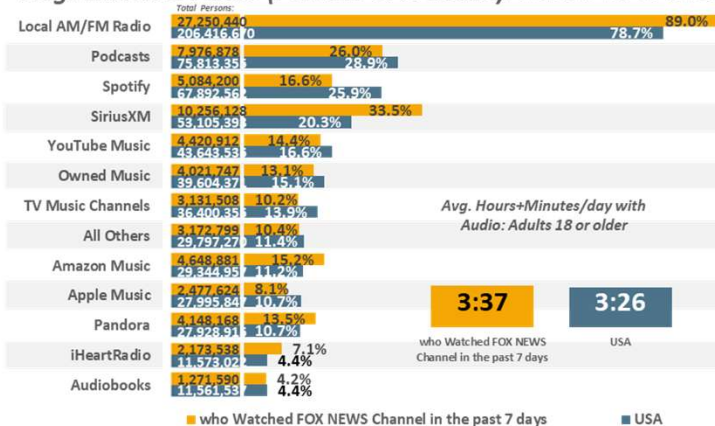
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



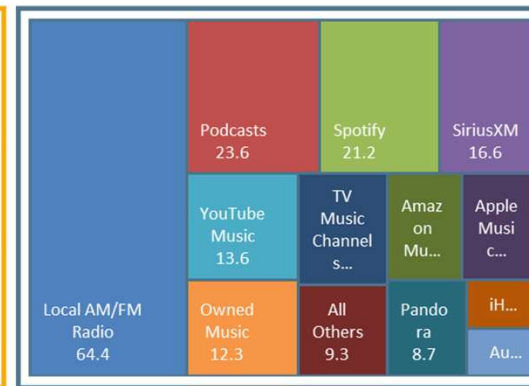
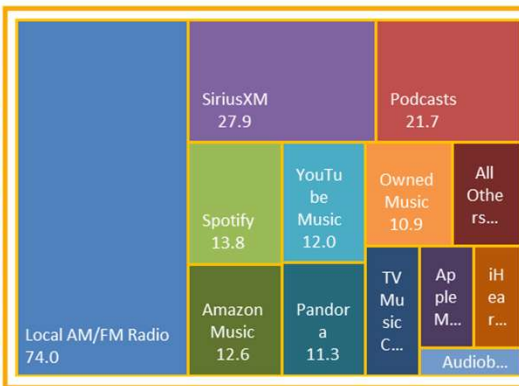


26,011,458 or 84.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.1 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

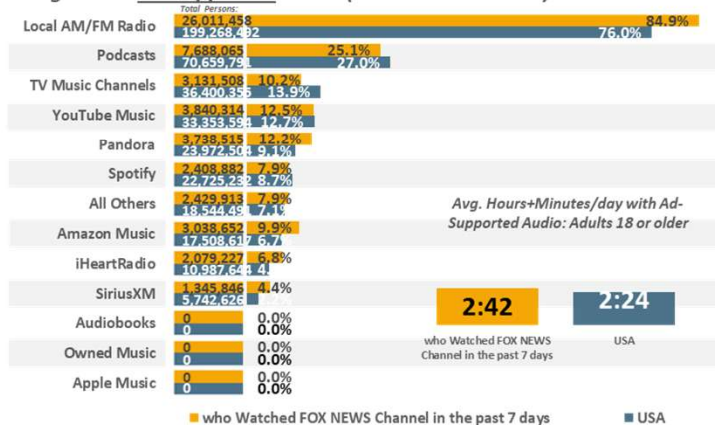
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



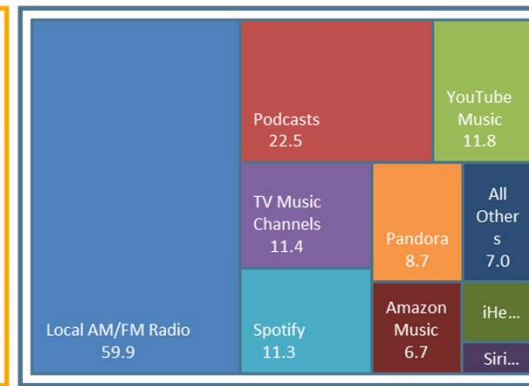
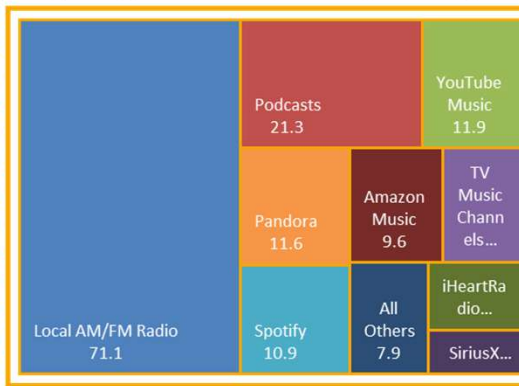
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454
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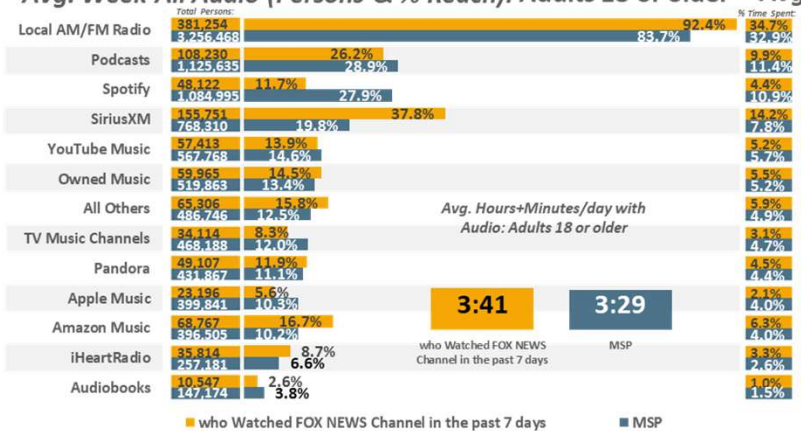
soefa.ai Share of Everything for Anything

Cable networks watched past 7 days: FOX News Channel

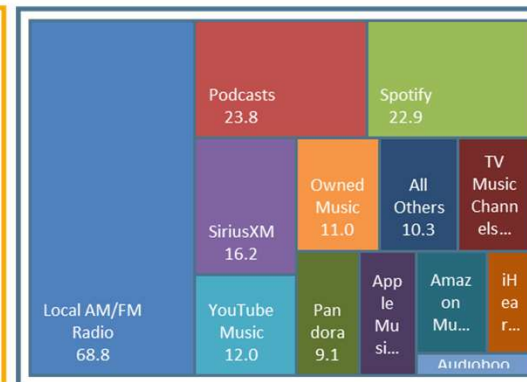
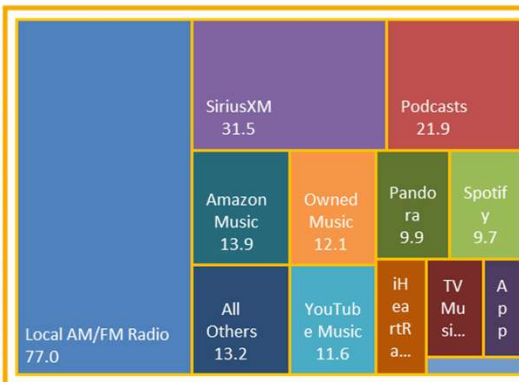


362,341 or 87.8% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74. minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.

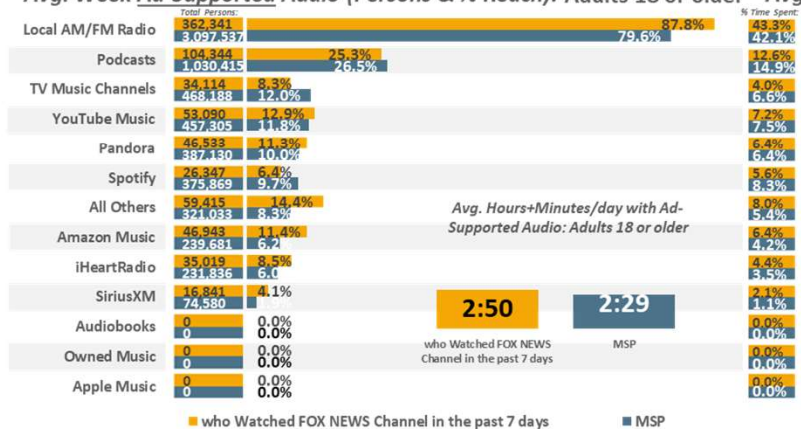
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



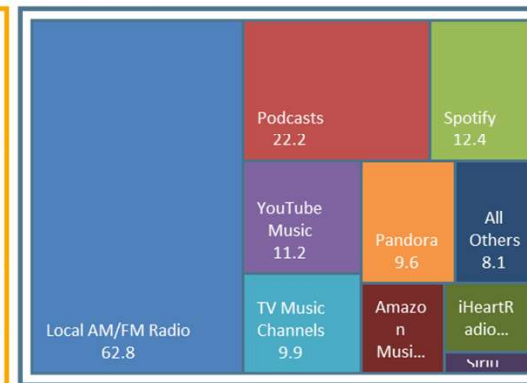
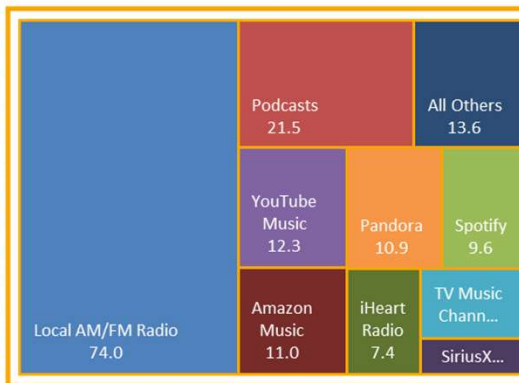
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



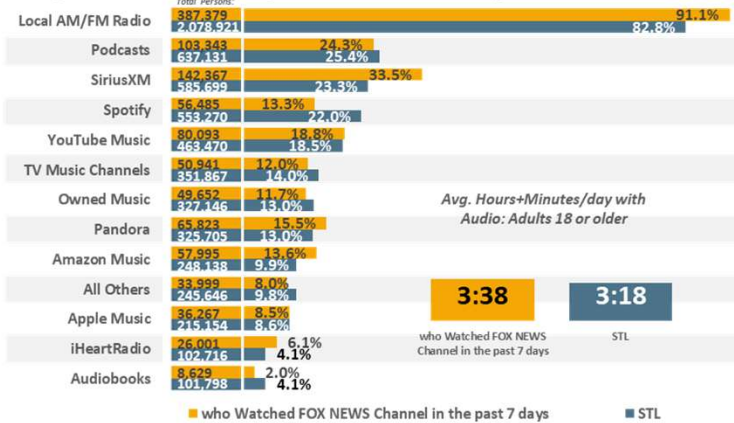
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



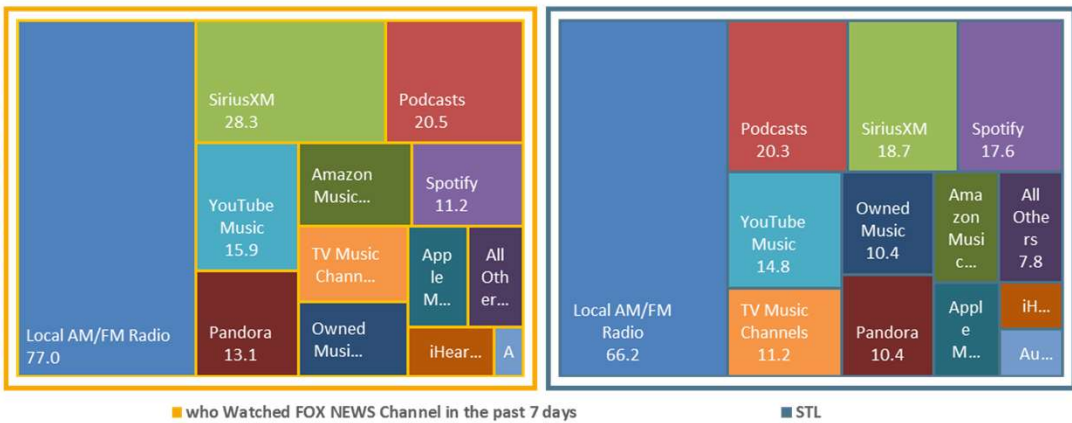


370,794 or 87.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.7 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

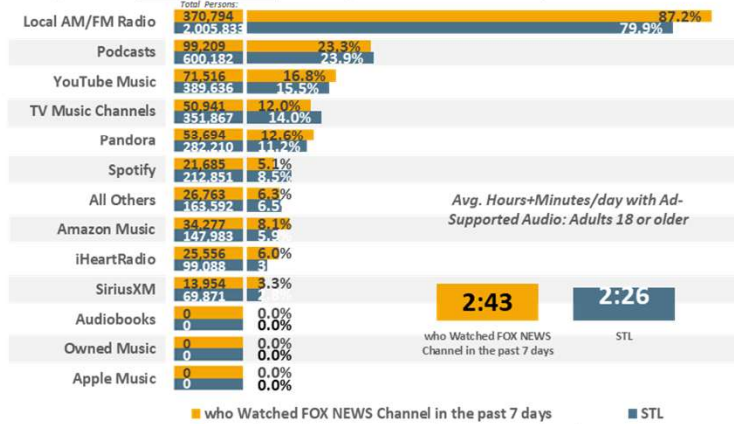
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



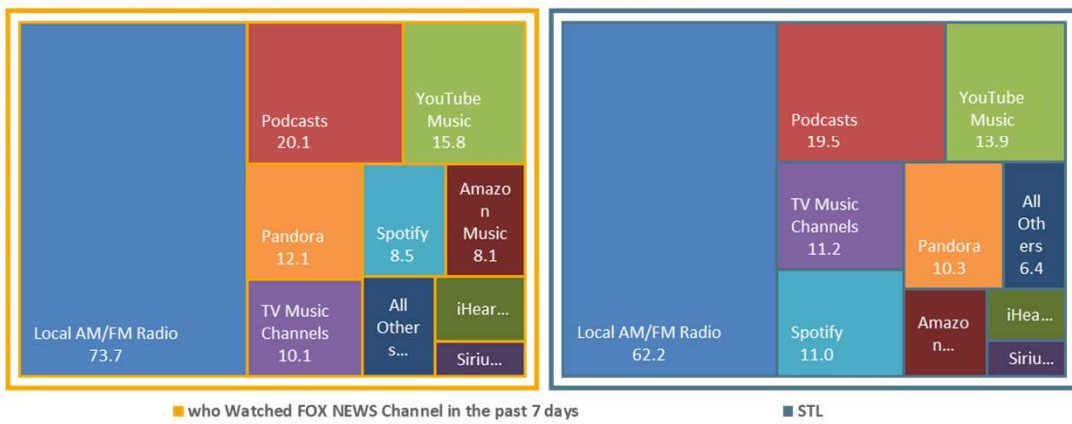
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



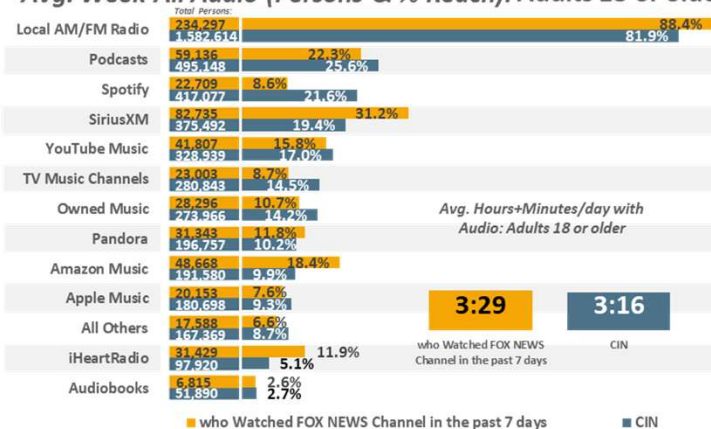
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



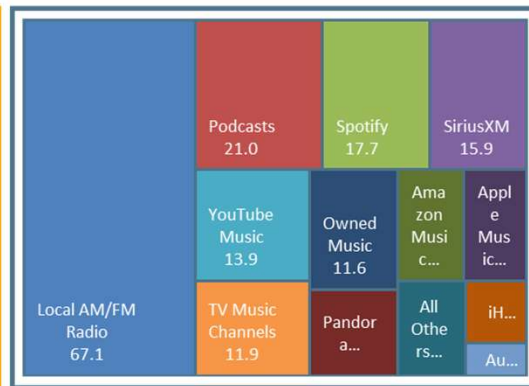
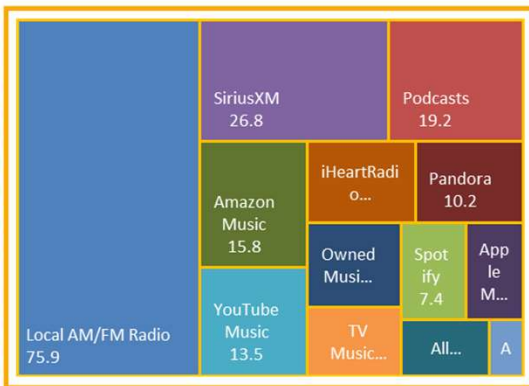


224,776 or 84.8% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.

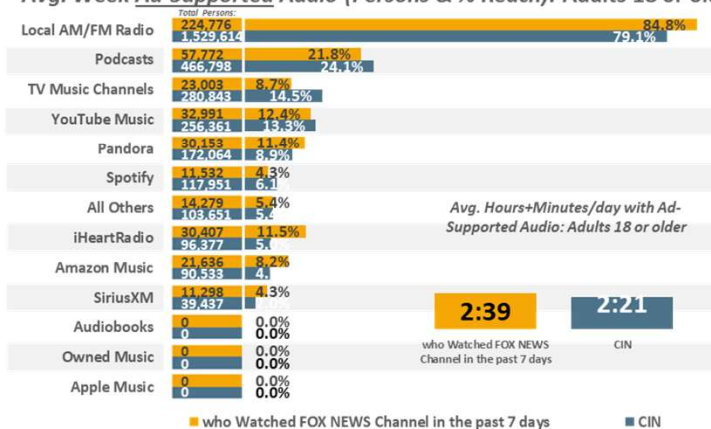
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



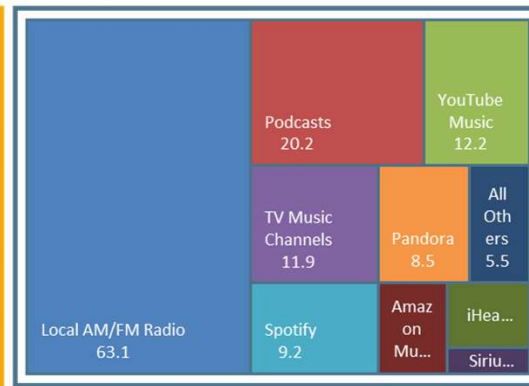
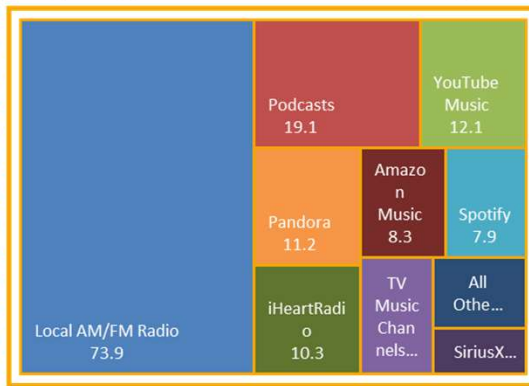
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



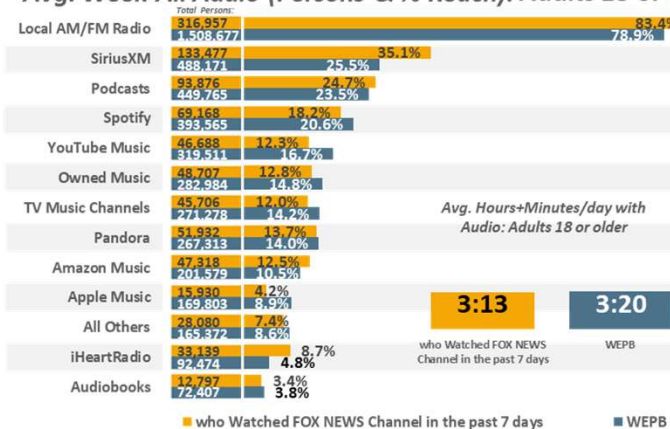
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



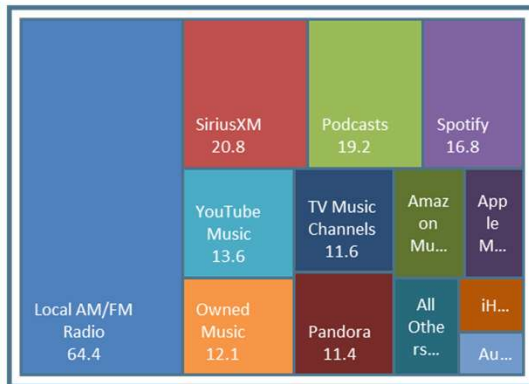
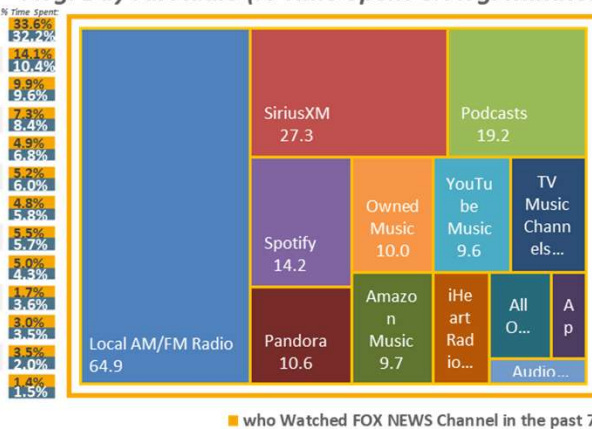


305,743 or 80.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.2 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

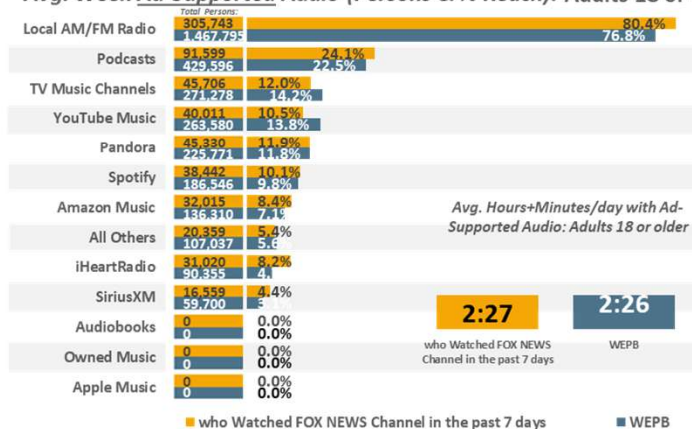
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



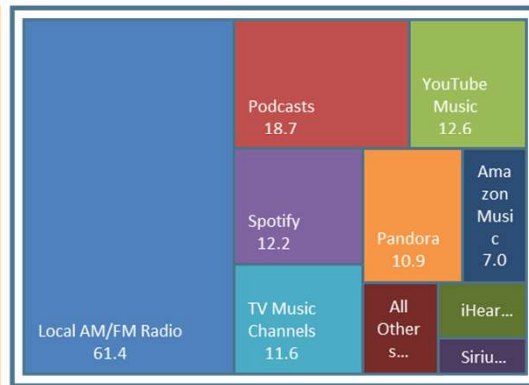
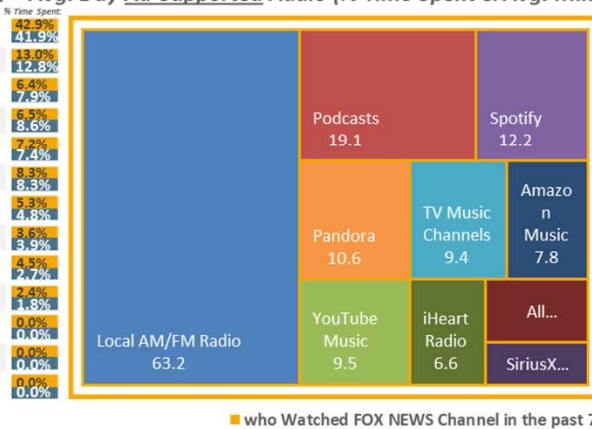
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

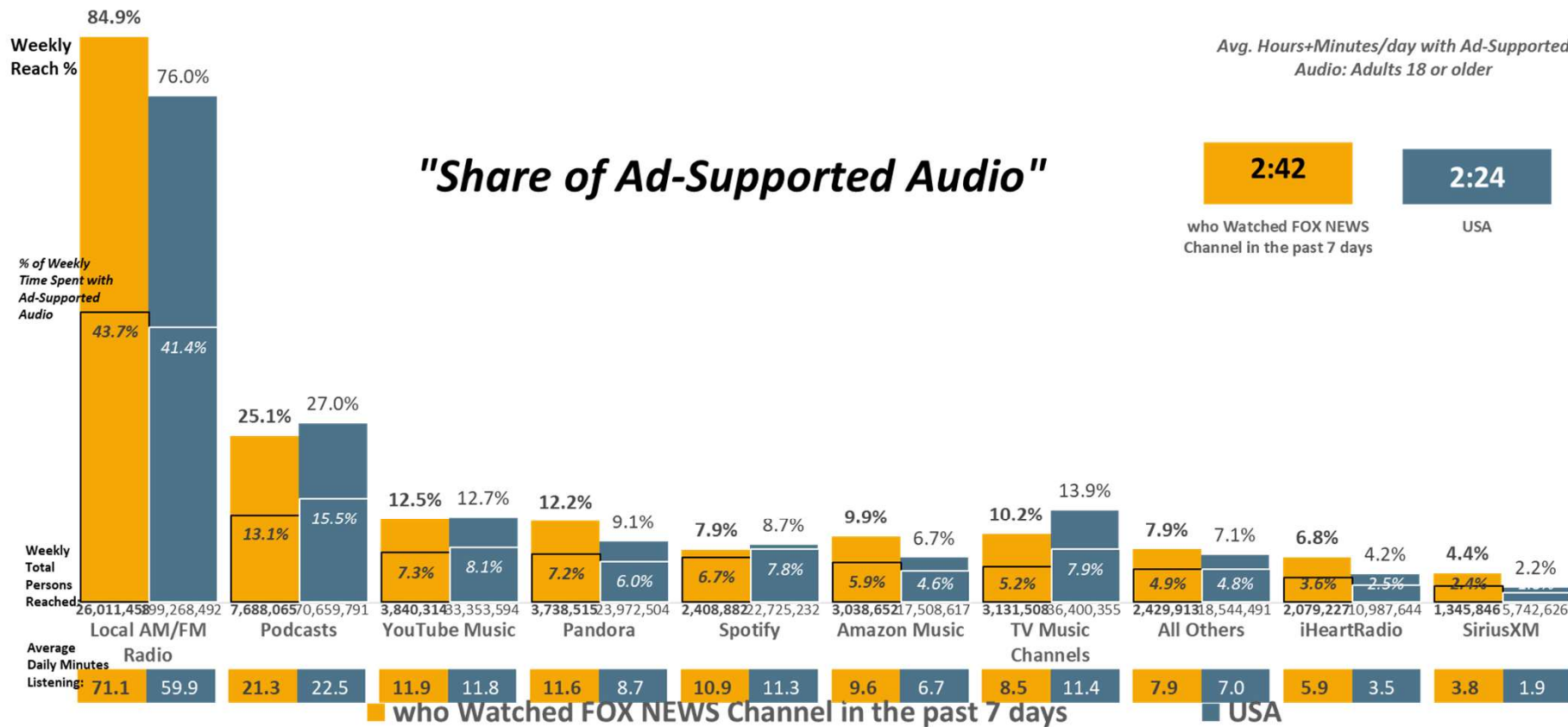


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



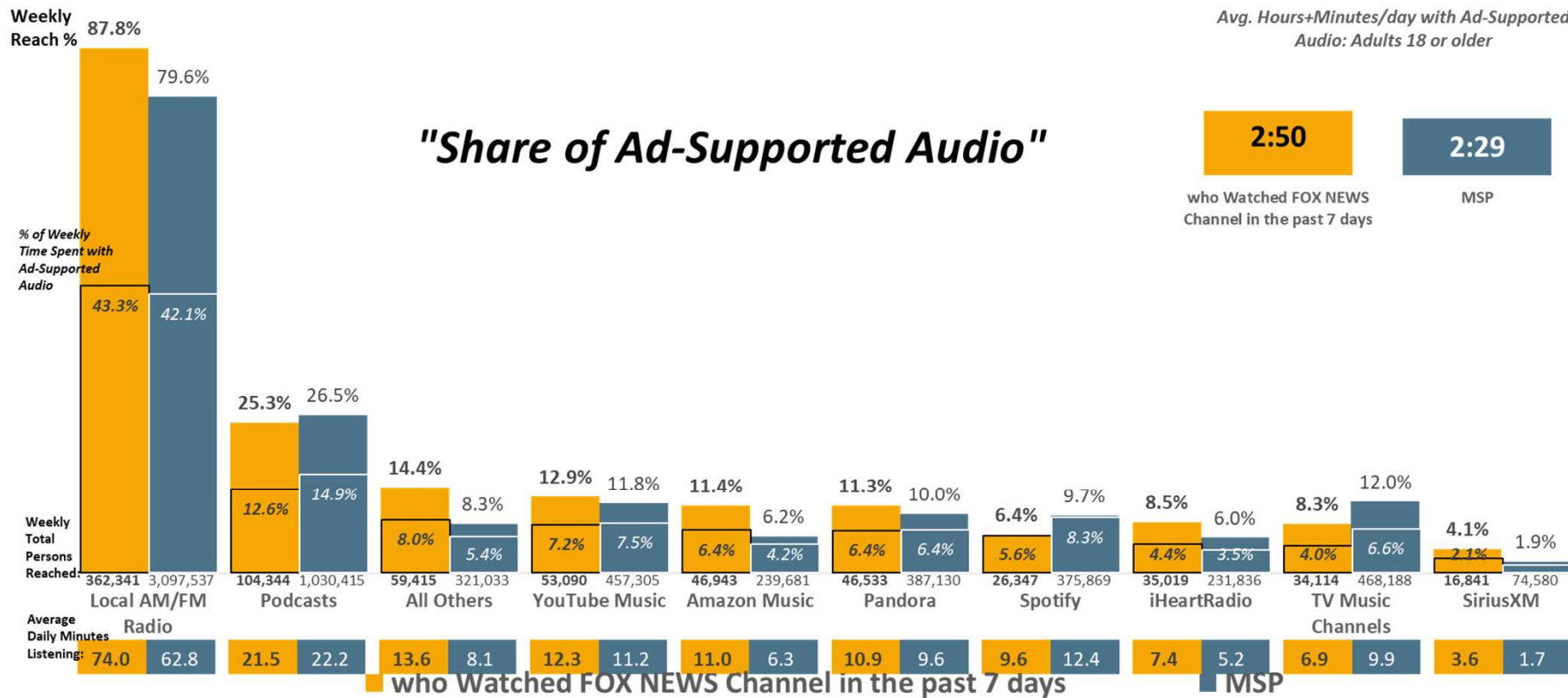


26,011,458 or 84.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 71.1 minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.





362,341 or 87.8% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 74. minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.





370,794 or 87.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.7 minutes every day representing 45.1% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

87.2%

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

2:43

2:26

who Watched FOX NEWS Channel in the past 7 days

STL

"Share of Ad-Supported Audio"

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

who Watched FOX NEWS Channel in the past 7 days

STL

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 368
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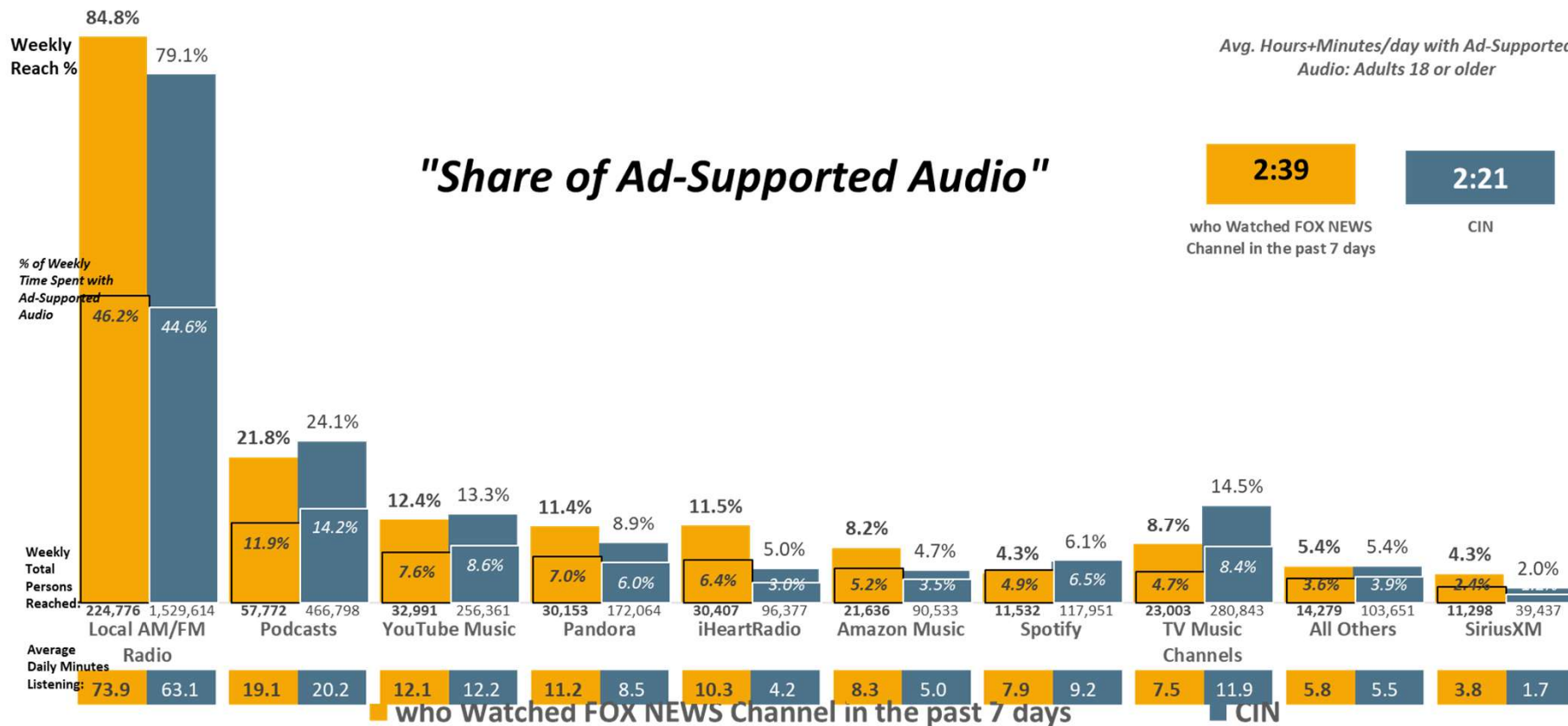
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

soefa.ai Share of Everything for Anything

Cable networks watched past 7 days: FOX News Channel

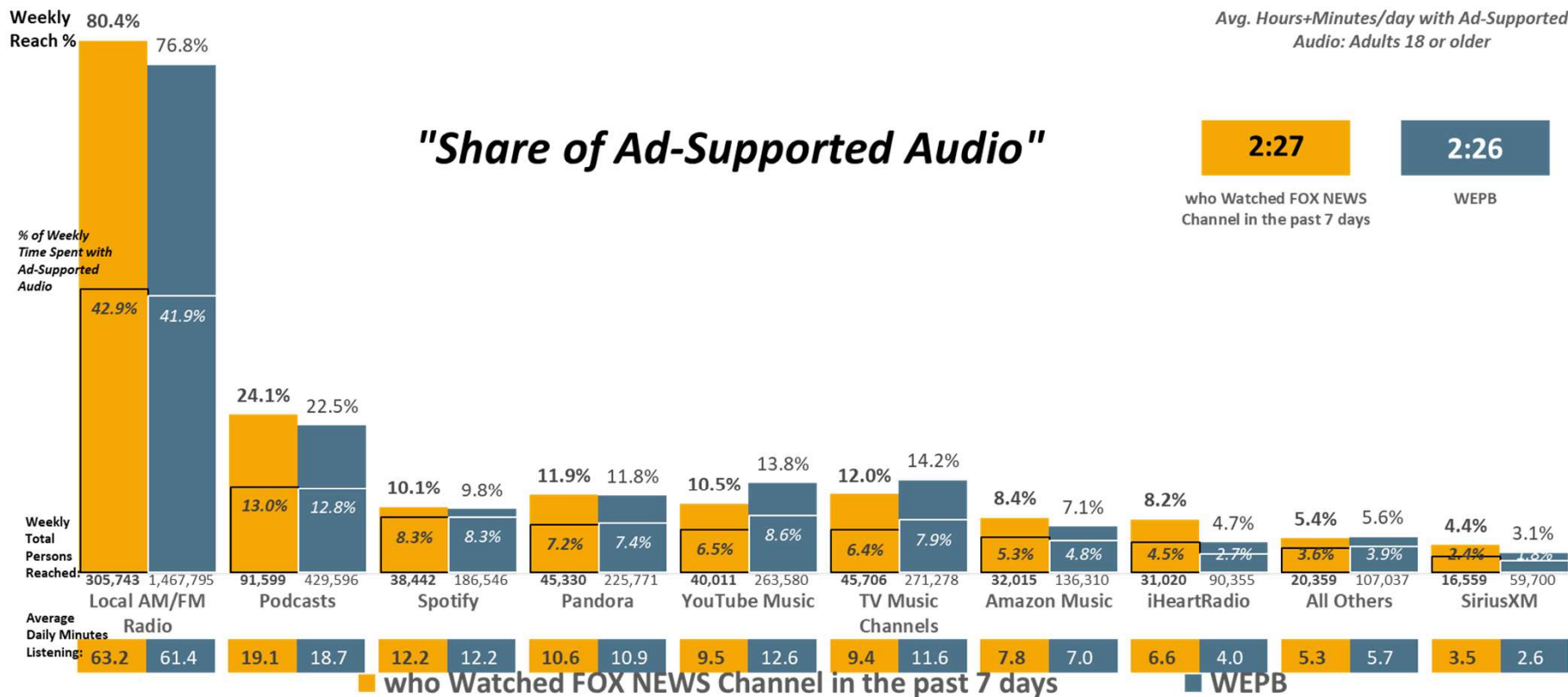


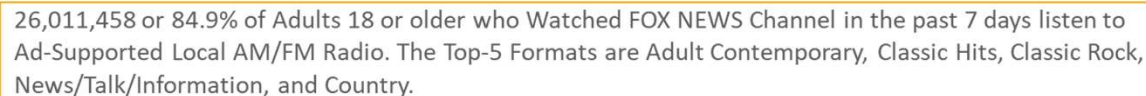
224,776 or 84.8% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 73.9 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.



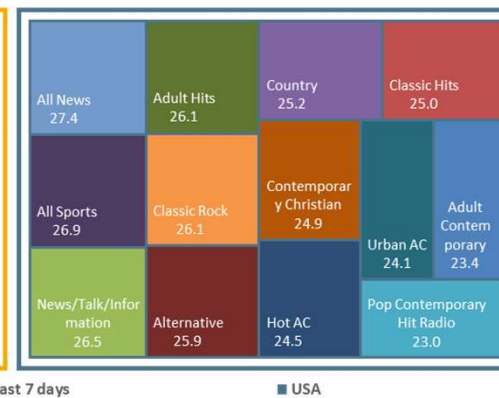
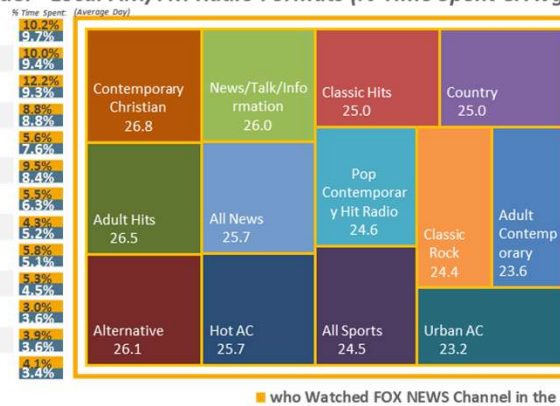


305,743 or 80.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio for an average of 63.2 minutes every day representing 42.9% of all time spent daily with Ad-Supported Audio.

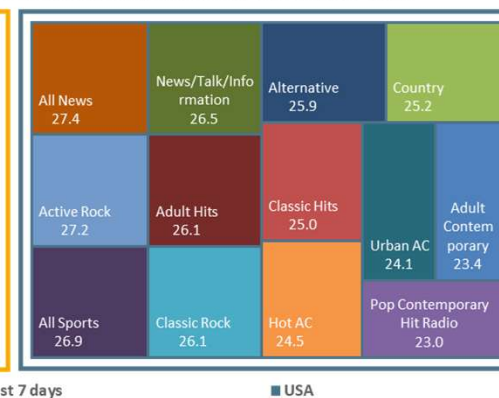




Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent):** Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454
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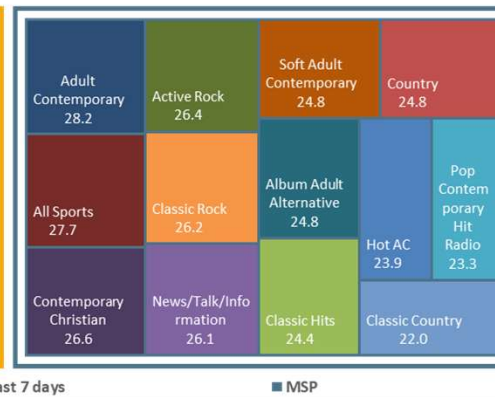
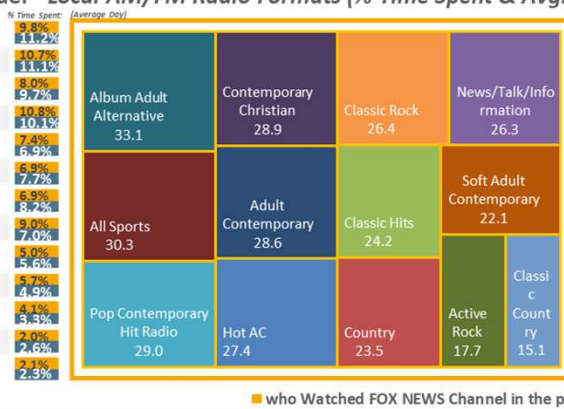
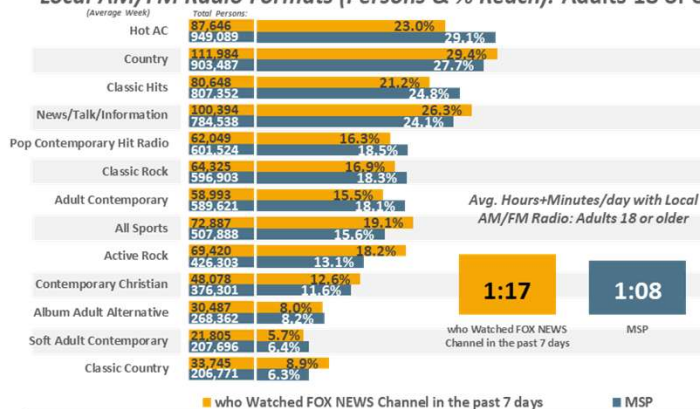
■ USA
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Cable networks watched past 7 days: FOX News Channel

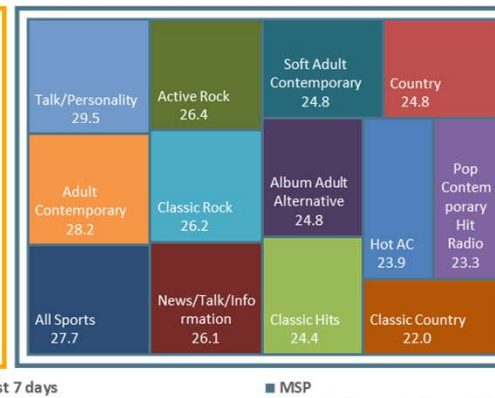
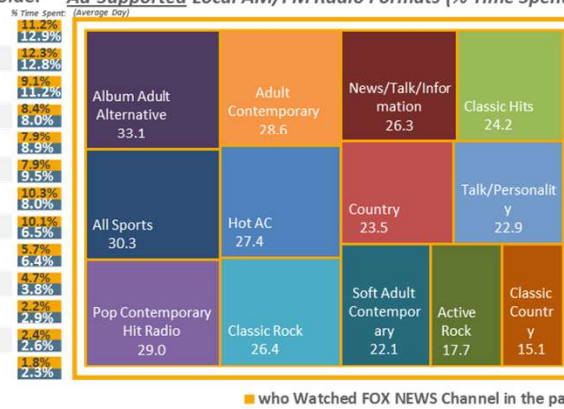
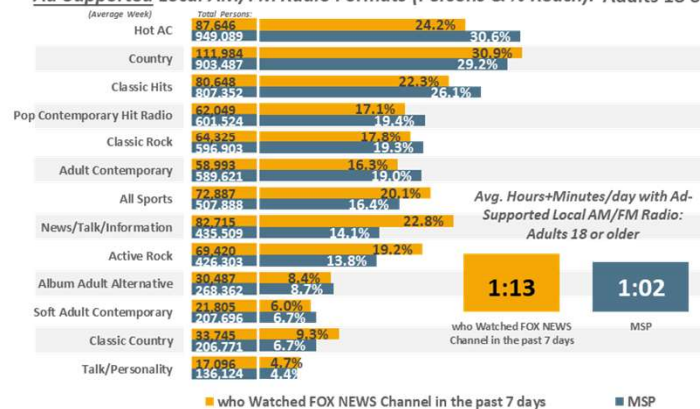


362,341 or 87.8% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, News/Talk/Information, Classic Hits, and All Sports.

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



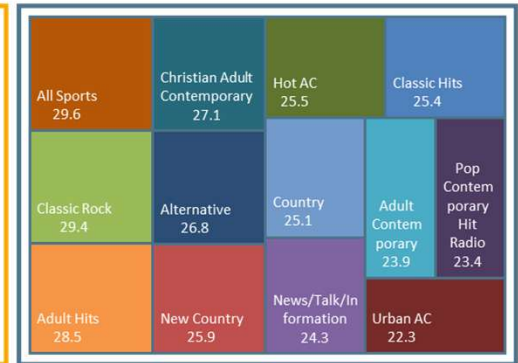
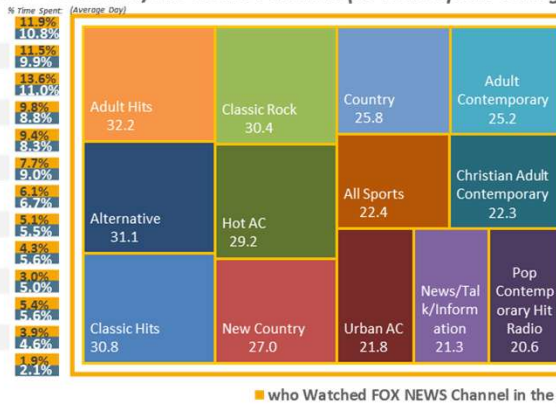
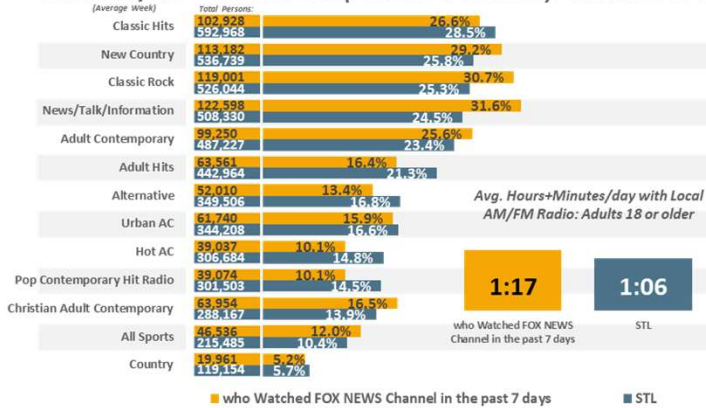
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



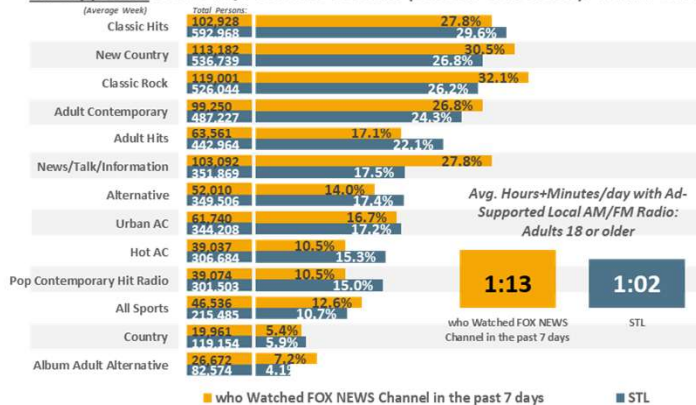


370,794 or 87.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, New Country, News/Talk/Information, Classic Hits, and Adult Contemporary.

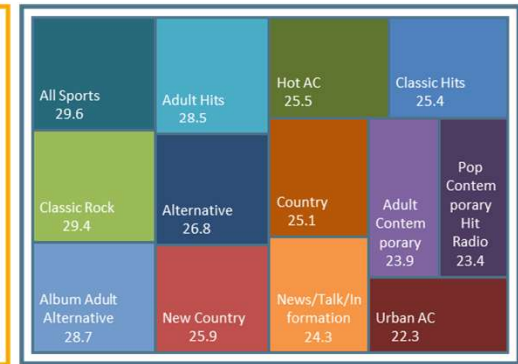
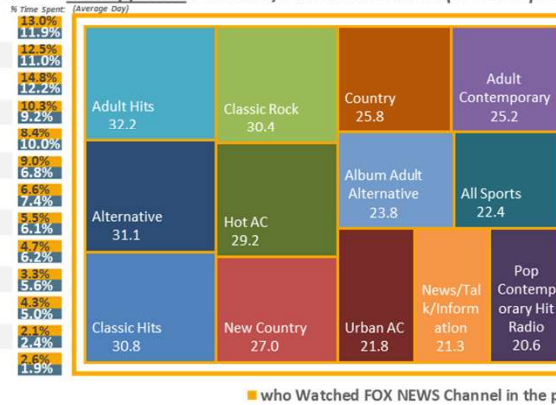
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



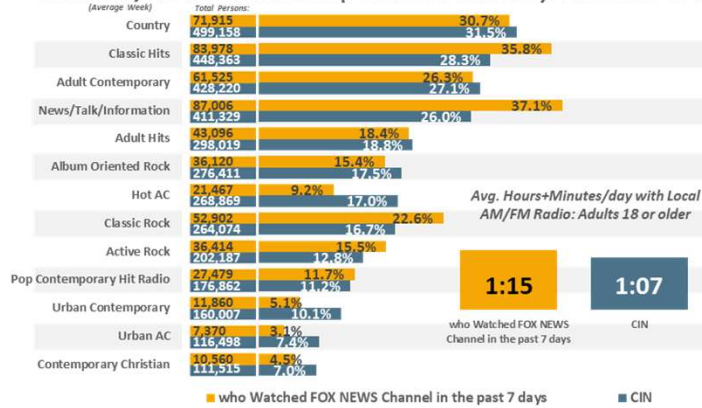
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



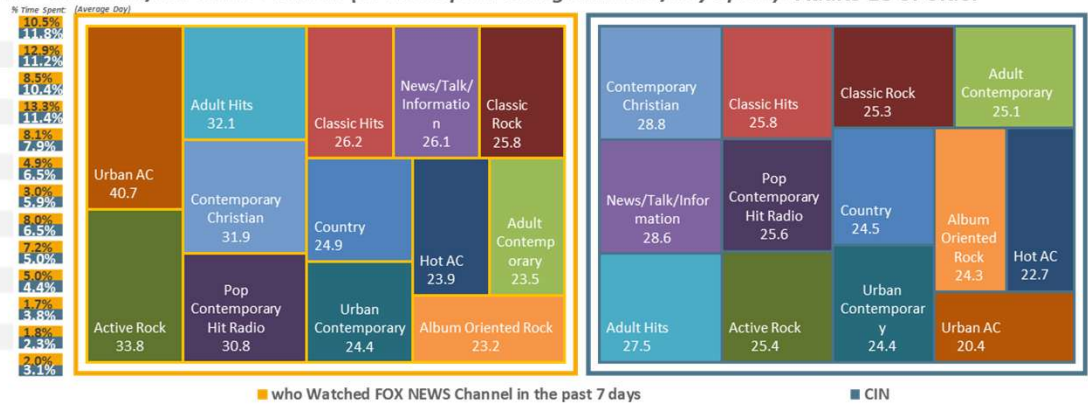


224,776 or 84.8% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, News/Talk/Information, Country, Adult Contemporary, and Classic Rock.

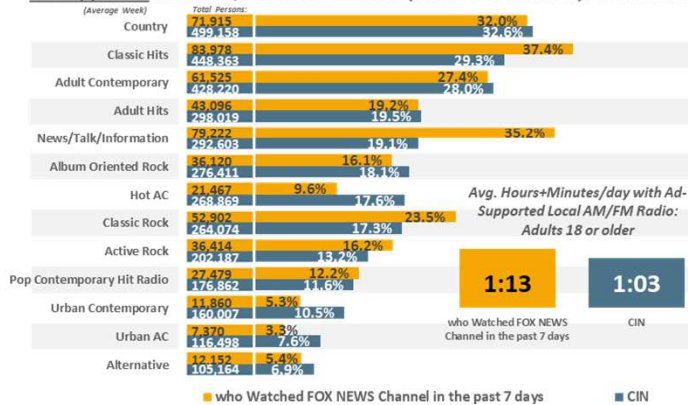
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



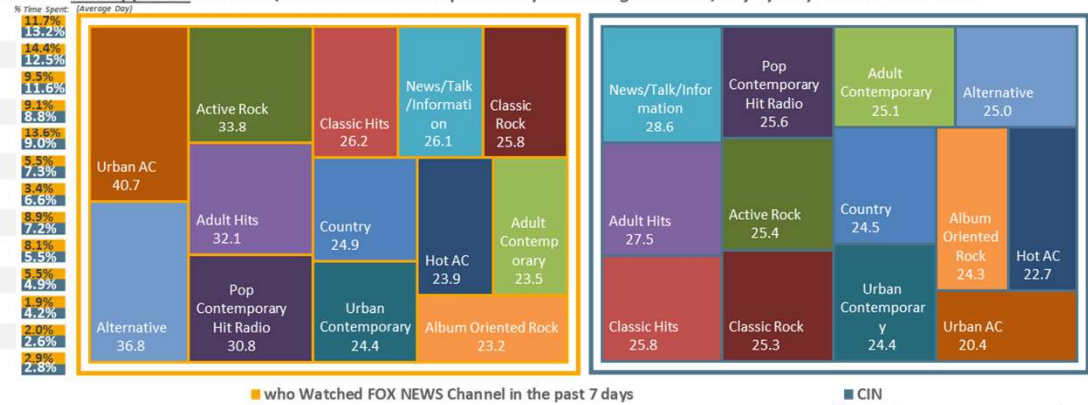
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

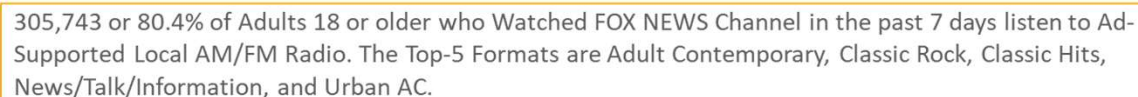


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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

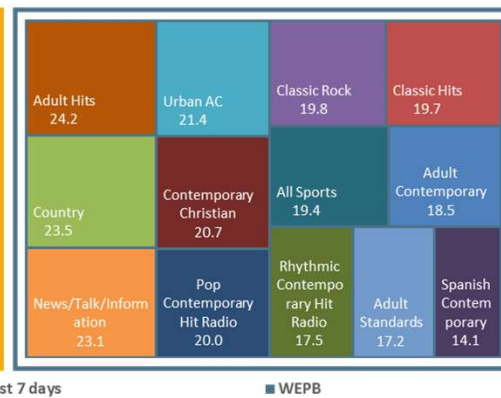
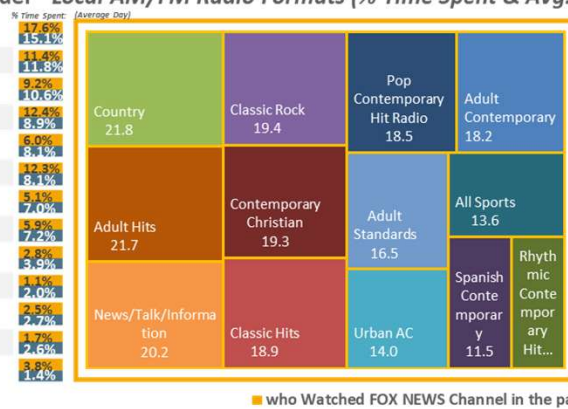




Average Weekly		Total Persons:	
Adult Contemporary	96,063 488,726	30.3%	37.6%
Classic Hits	80,079 1,574,987	18.9%	23.7%
Country	42,061 271,380	13.3%	18.0%
Classic Rock	63,548 270,341	20.0%	18.0%
Urban AC	42,662 775,466	13.5%	15.0%
News/Talk/Information	60,284 210,931	19.0%	14.0%
Contemporary Hit Radio	27,390 210,891	8.6%	14.0%
Contemporary Christian	30,795 209,929	9.5%	14.0%
Contemporary Hit Radio	23,285 133,789	9.2%	8.9%
Spanish Contemporary	9,399 86,723	3.0%	5.7%
All Sports	18,409 171,104	5.8%	5.7%
Adult Hits	7,564 64,793	2.4%	4.3%
Adult Standards	23,114 49,067	7.3%	4.4%

■ who watched FOX NEWS Channel in the past 7 days
 ■ WEPB

Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 18 or older
 1:04
 who Watched FOX NEWS Channel in the past 7 days
 1:04
 WEPB

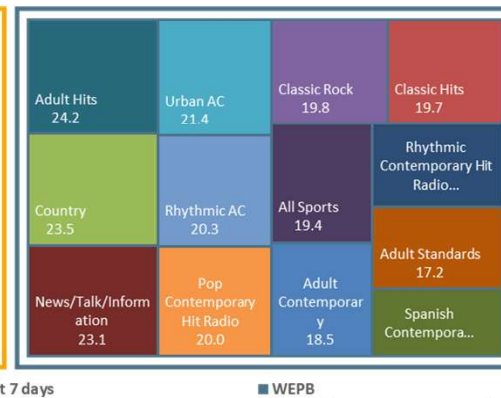
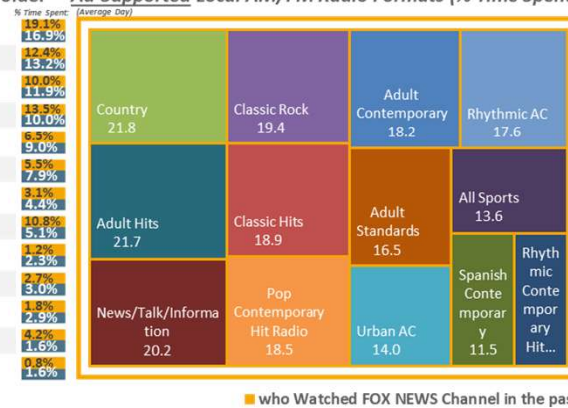


Genre	Total Persons	Average Week	Who Watched FOX NEWS Channel in the past 7 days	Who Watched FOX NEWS Channel in the past 7 days
Adult Contemporary	86,063	31.4%	1:03	1:01
Classic Hits	488,416	19.6%		
Country	357,987	24.4%		
Classic Rock	42,061	13.8%		
Urban AC	271,880	18.5%		
Top Contemporary Hit Radio	63,548	20.8%		
Contemporary Hit Radio	270,431	16.5%		
News/Talk/Information	42,662	14.0%		
Spanish Contemporary	226,456	15.4%		
All Sports	27,390	9.0%		
Adult Hits	240,891	14.4%		
Adult Standards	29,285	9.6%		
Rhythmic AC	188,759	7.4%		

Avg. Hours+Minutes/day with Ad-Supported Local AM/FM Radio: Adults 18 or older

who Watched FOX NEWS Channel in the past 7 days

WEPP

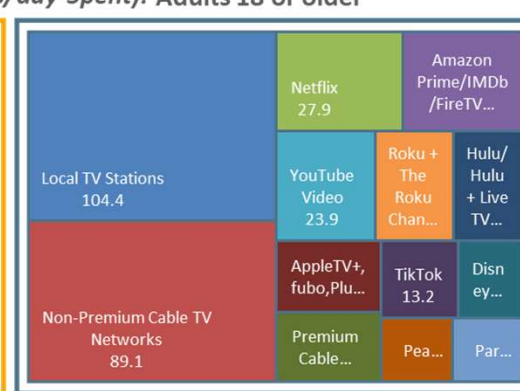
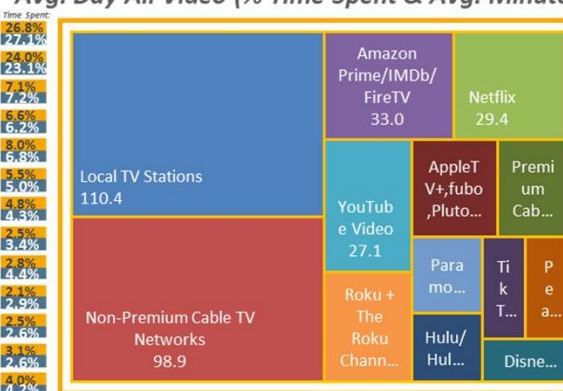
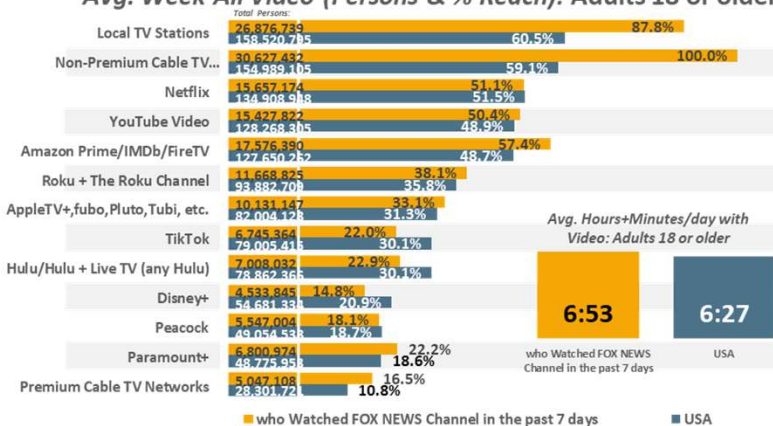




26,351,128 or 86.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 106.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

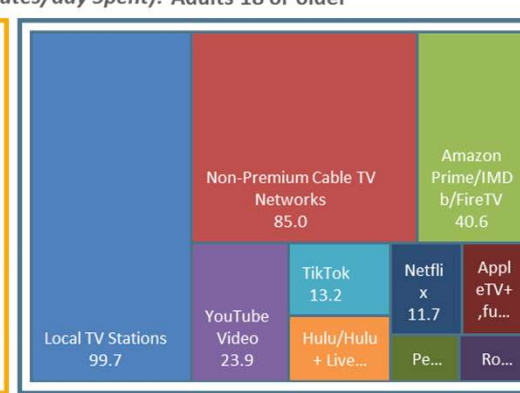
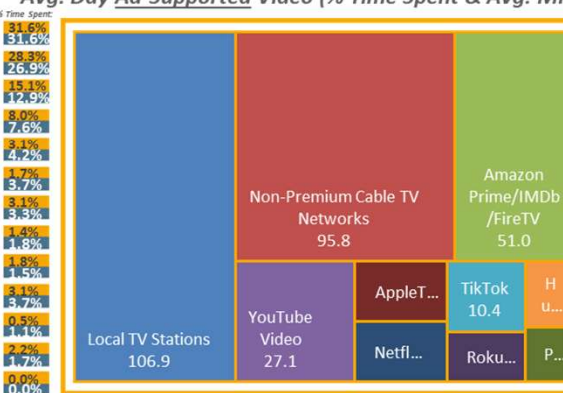
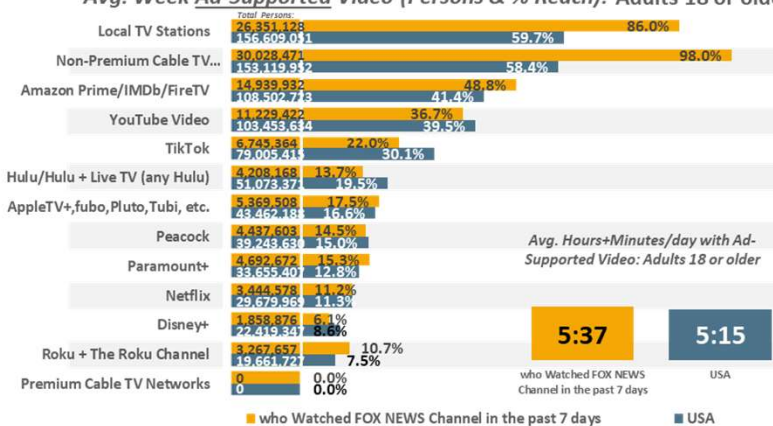
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454
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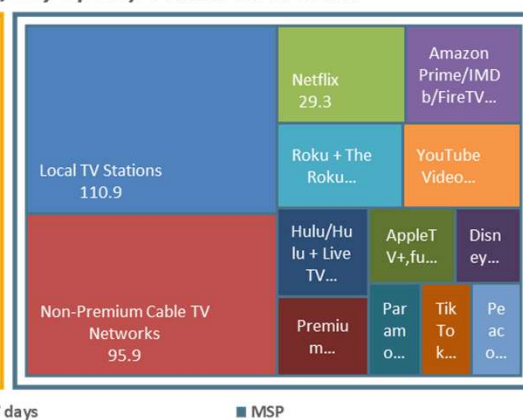
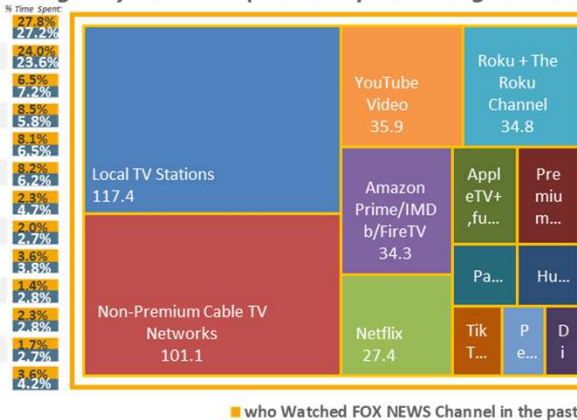
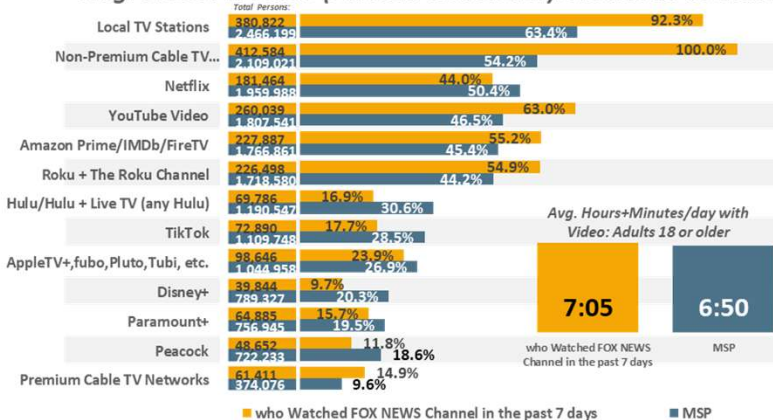
Cable networks watched past 7 days: FOX News Channel



375,047 or 90.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 114.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

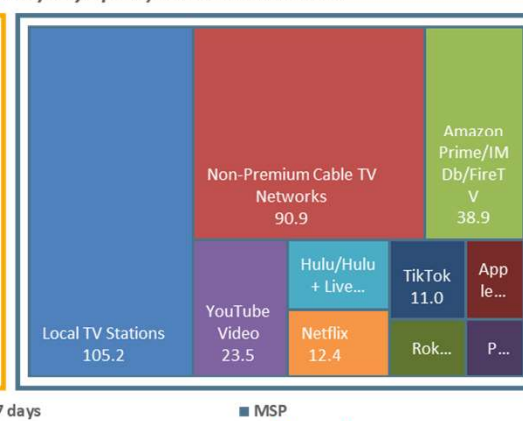
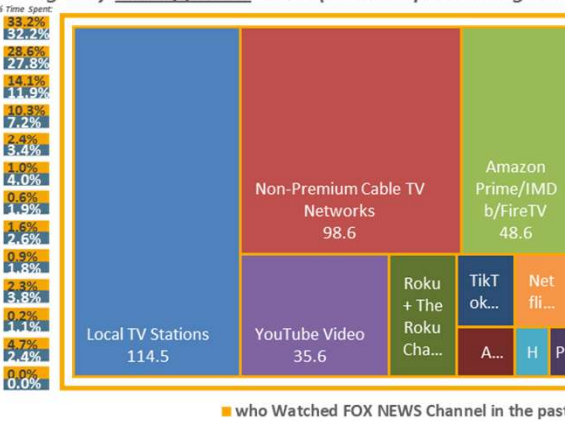
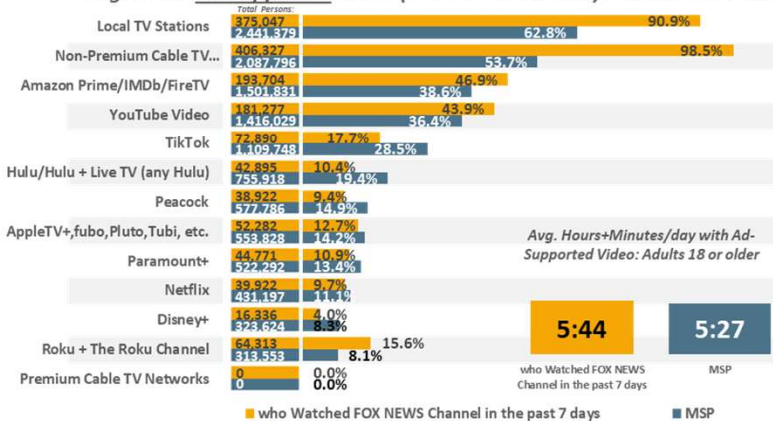
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



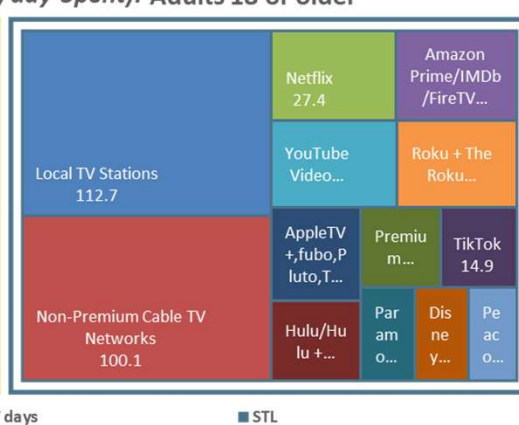
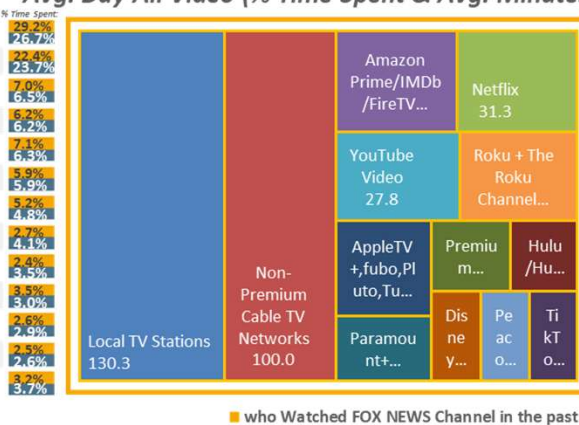
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

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

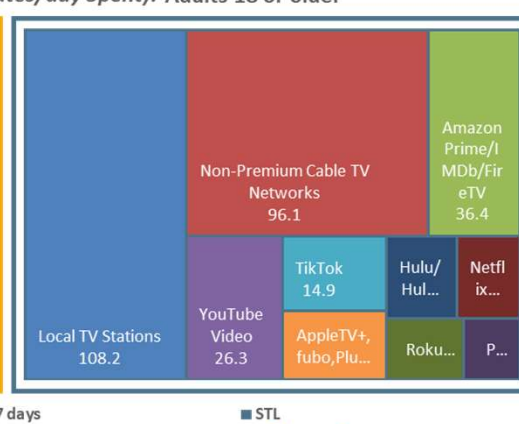
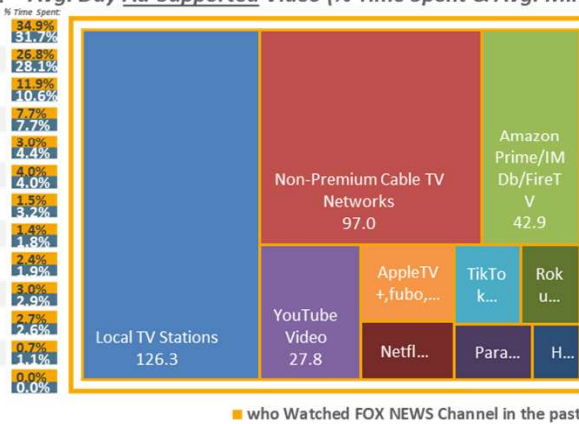




Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

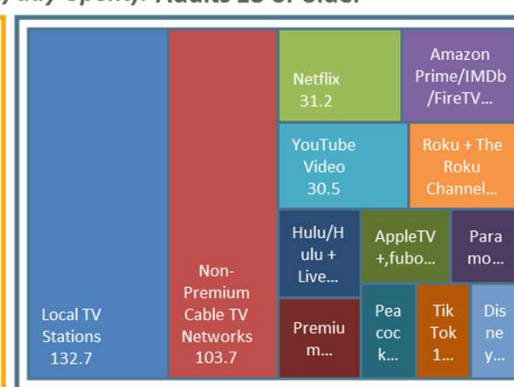


■ STL
soefa.ai Share of Everything
for Anything ©

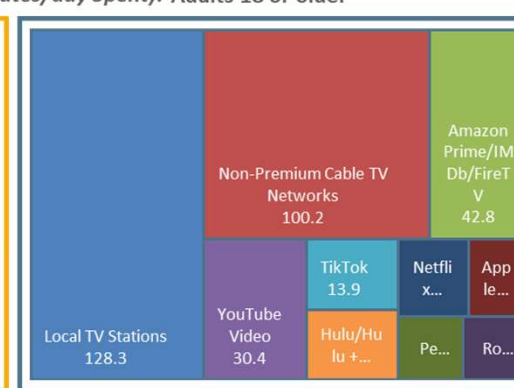
Cable networks watched past 7 days: FOX News Channel



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



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

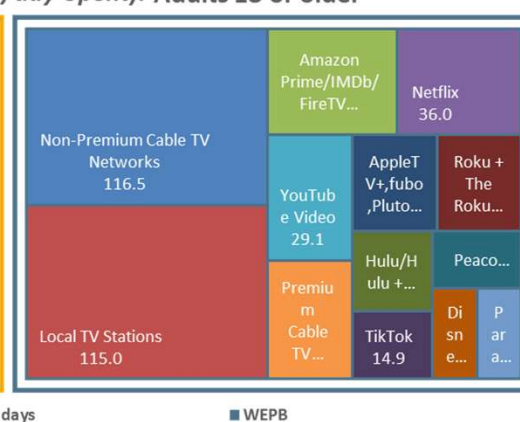
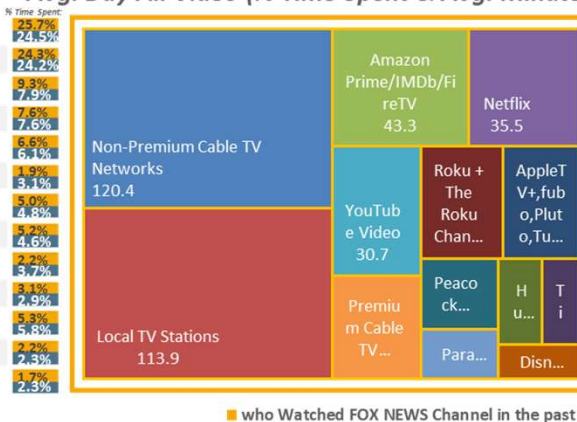
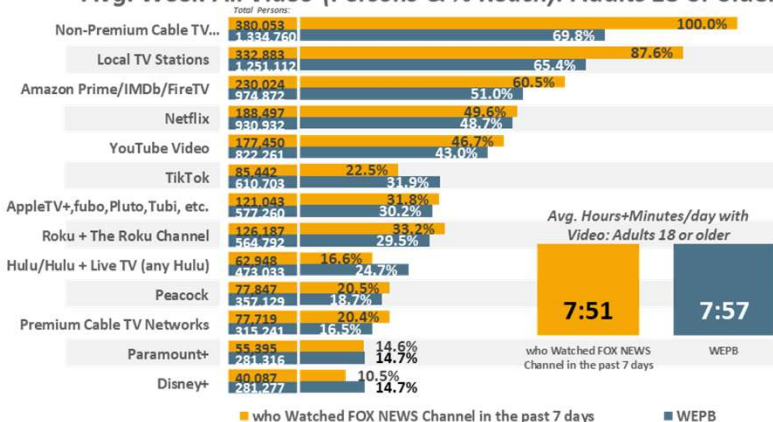




328,698 or 86.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.7 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

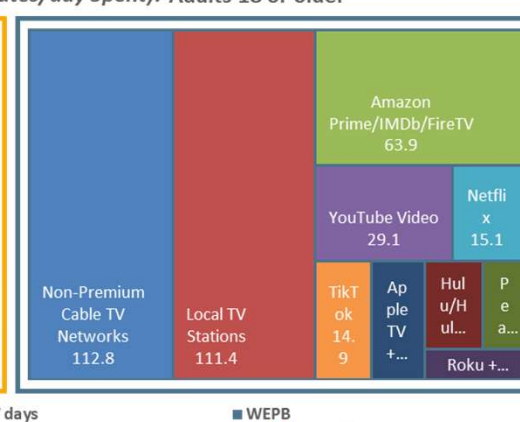
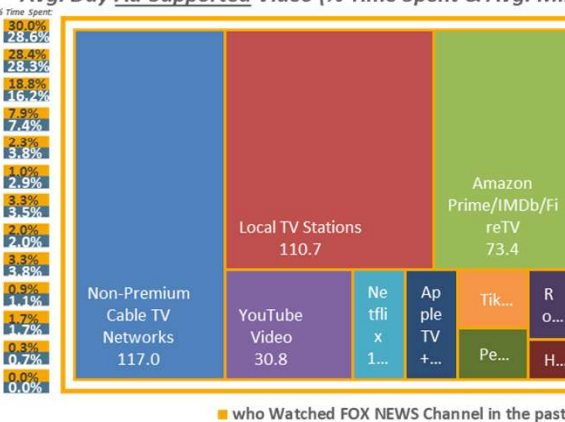
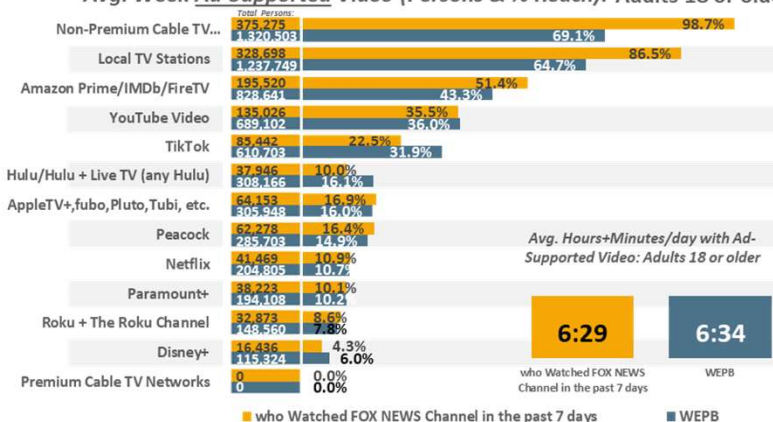
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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



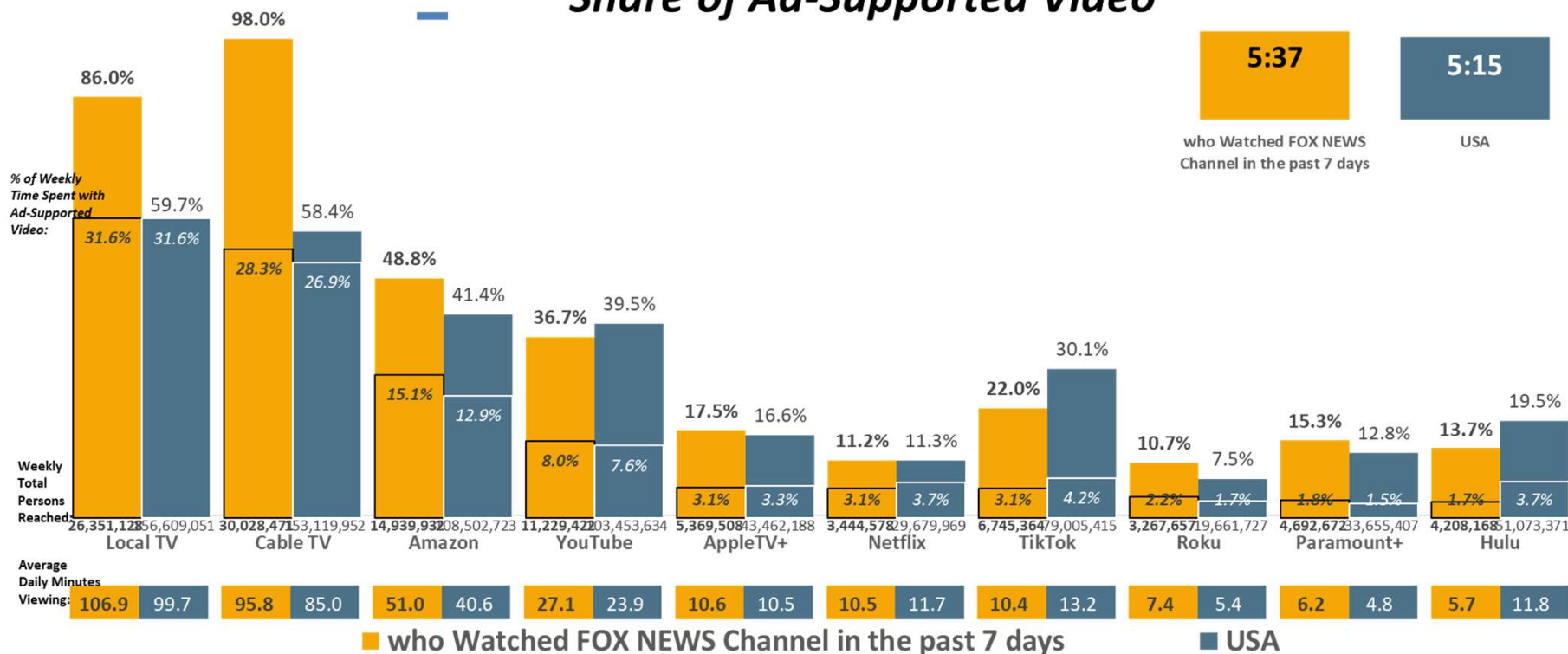


26,351,128 or 86.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 106.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



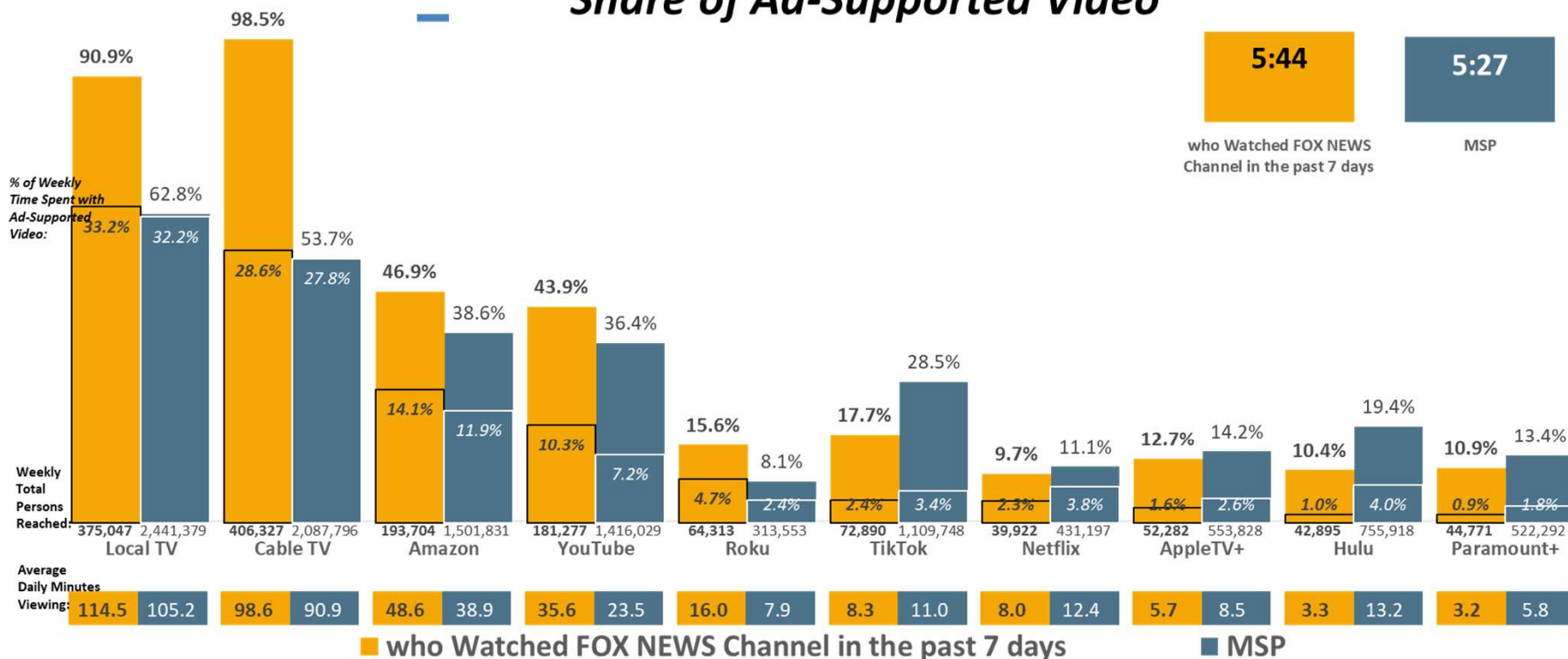


375,047 or 90.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 114.5 minutes every day representing 33.2% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



5:44
who Watched FOX NEWS
Channel in the past 7 days

5:27
MSP

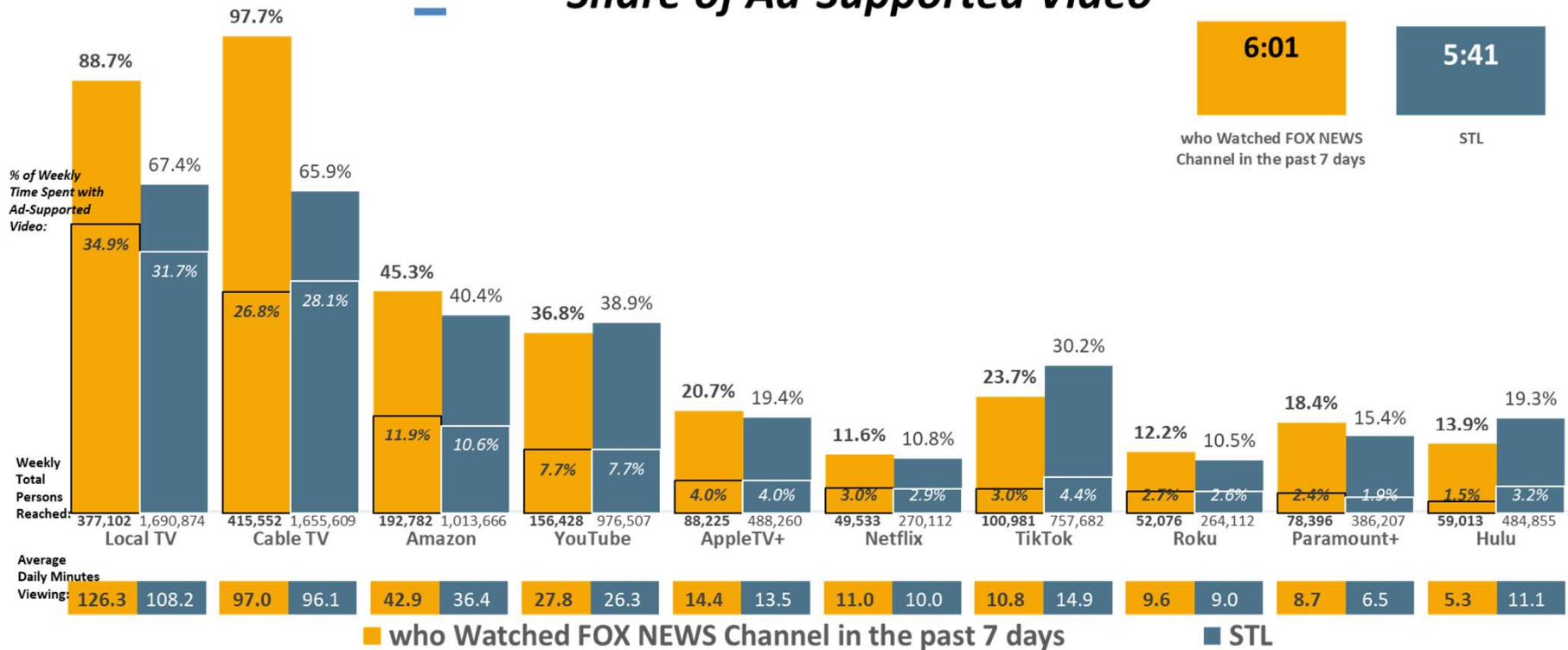


377,102 or 88.7% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 126.3 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



6:01

who Watched FOX NEWS
Channel in the past 7 days

5:41

STL

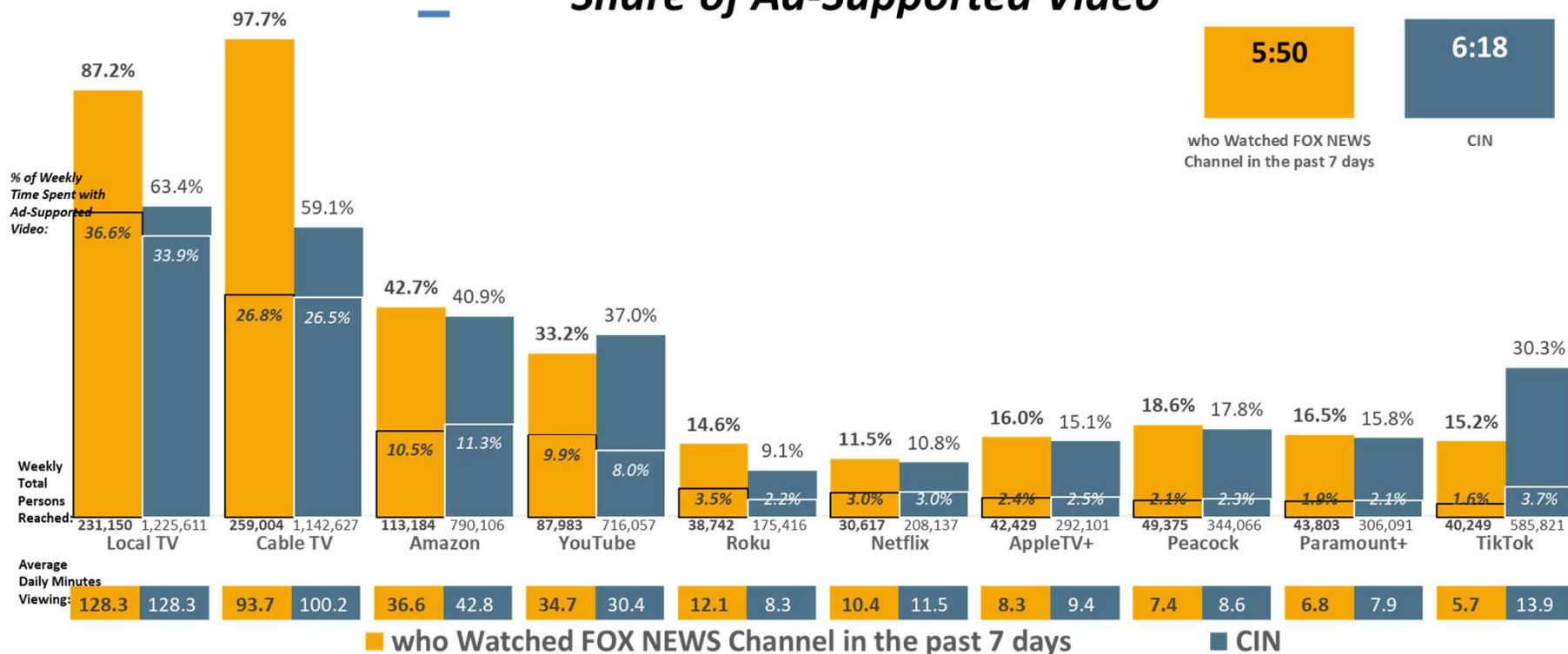


231,150 or 87.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 128.3 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

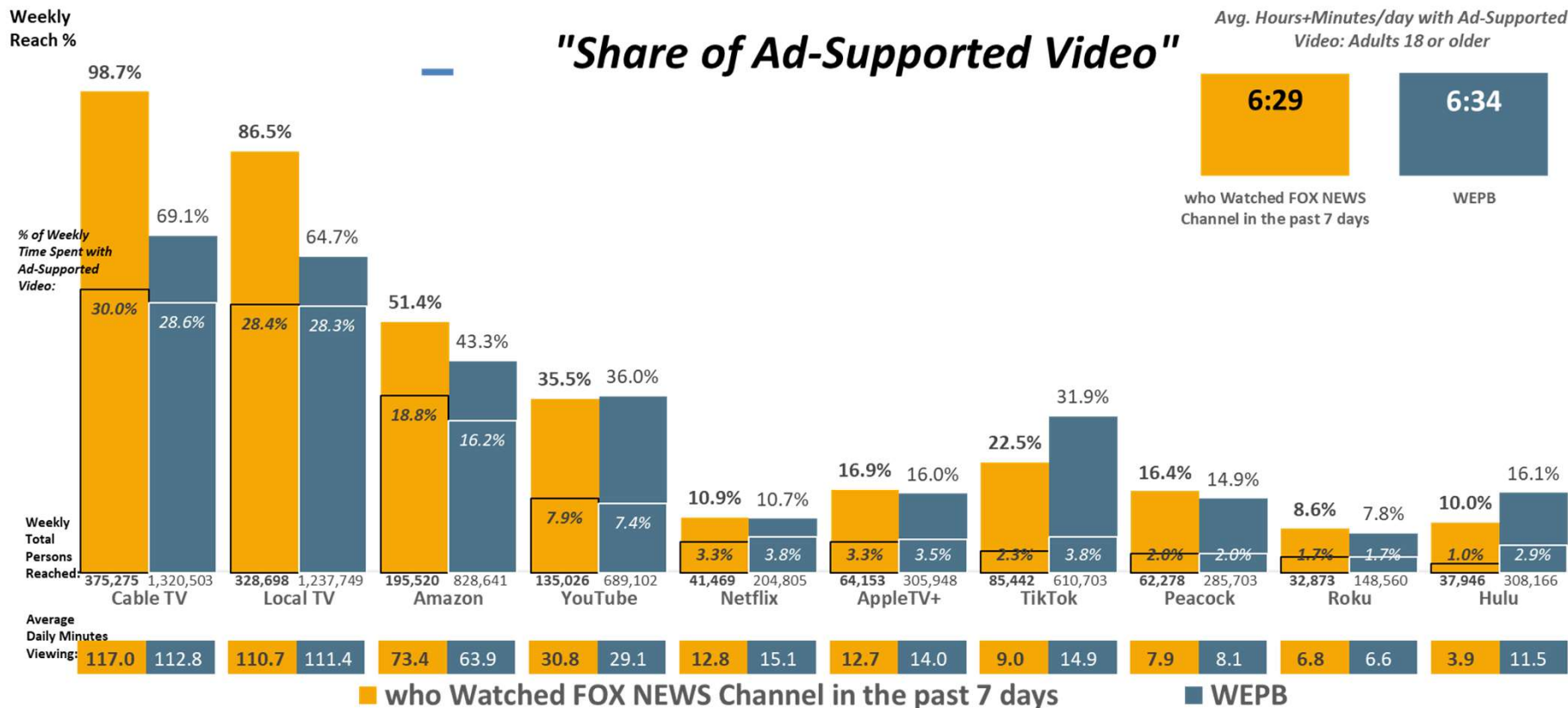
Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 18 or older





328,698 or 86.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations for an average of 110.7 minutes every day representing 28.4% of all time spent daily with Ad-Supported Video.

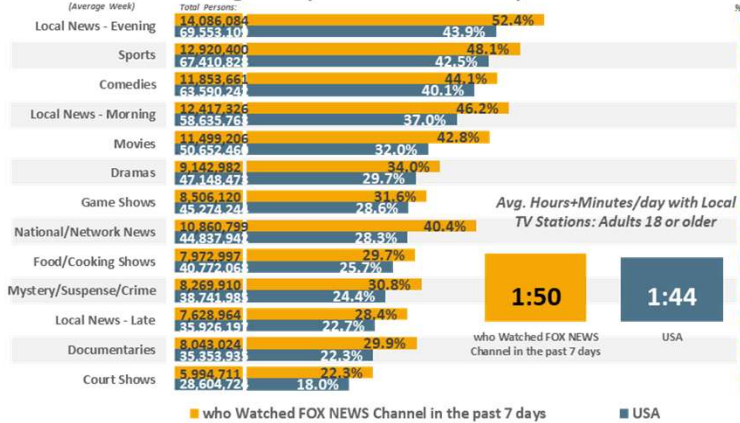
"Share of Ad-Supported Video"



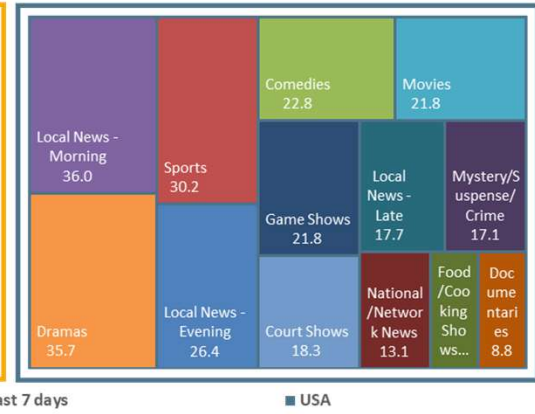
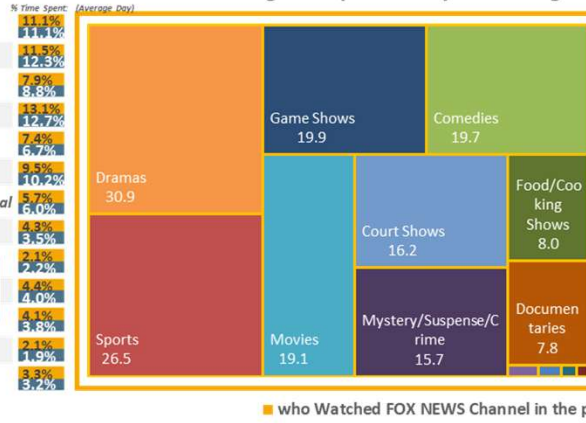


26,351,128 or 86.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and National/Network News.

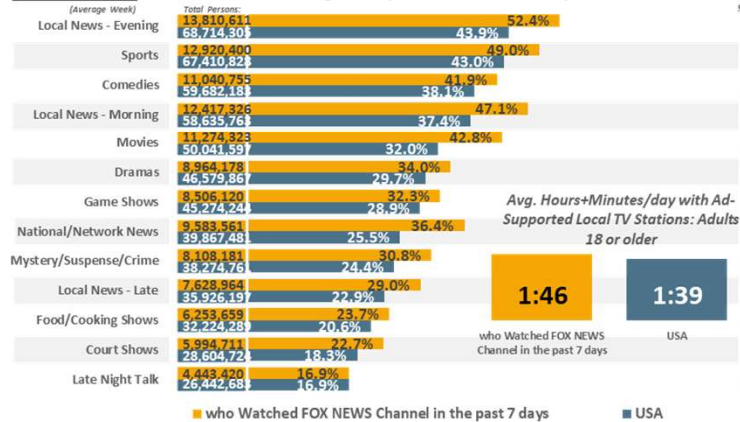
Local TV Station Programs (Persons & % Reach): Adults 18 or older



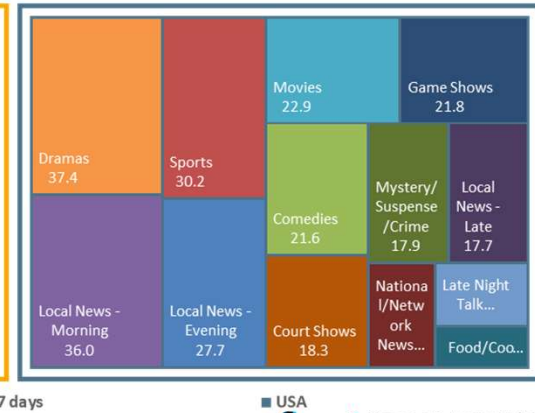
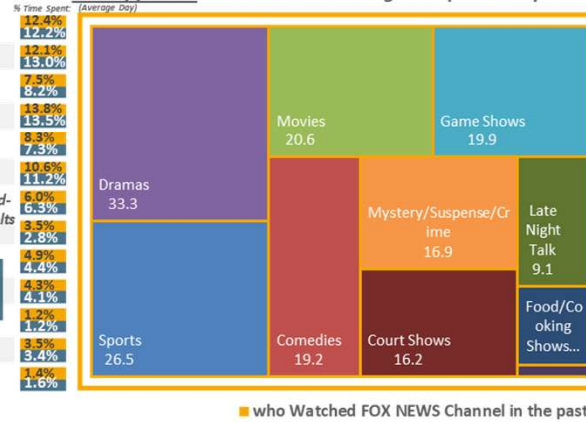
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454
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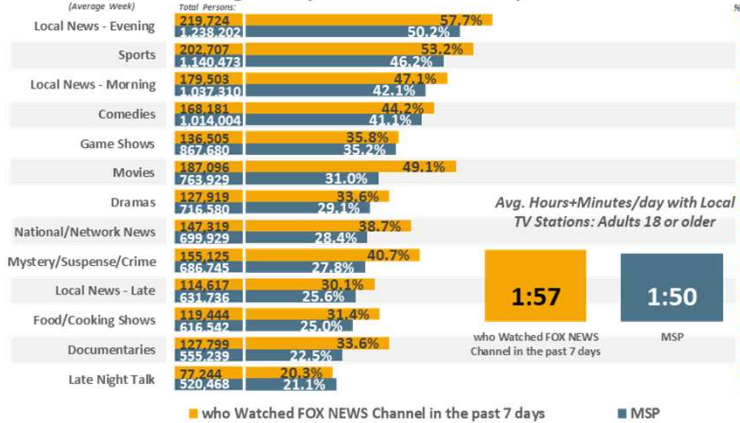
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Cable networks watched past 7 days: FOX News Channel

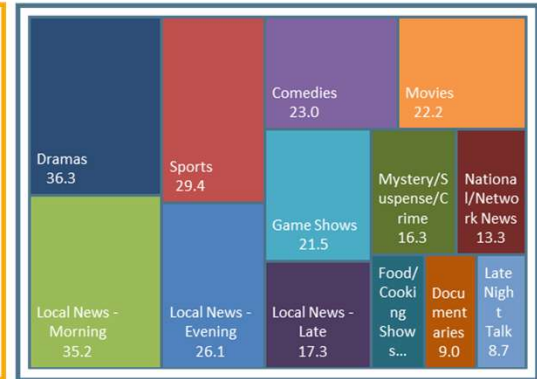
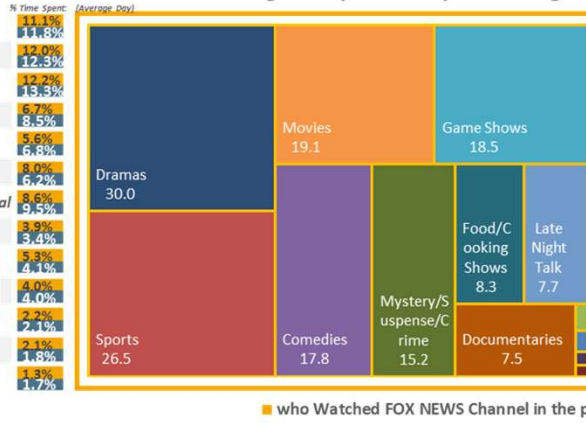


375,047 or 90.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Mystery/Suspense/Crime.

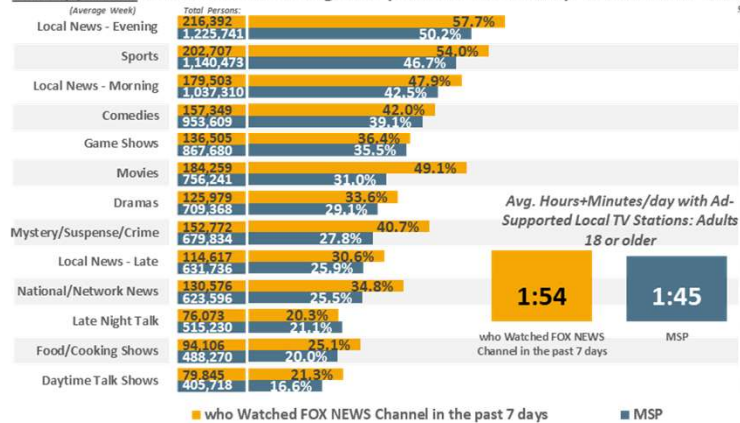
Local TV Station Programs (Persons & % Reach): Adults 18 or older



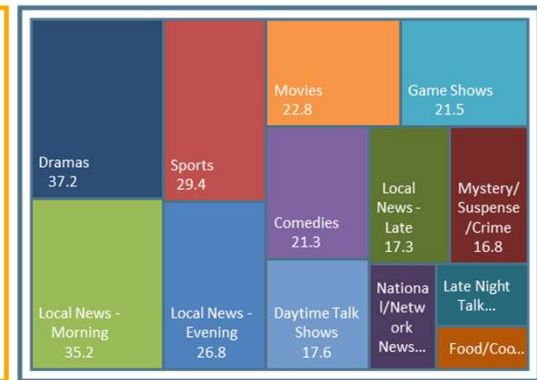
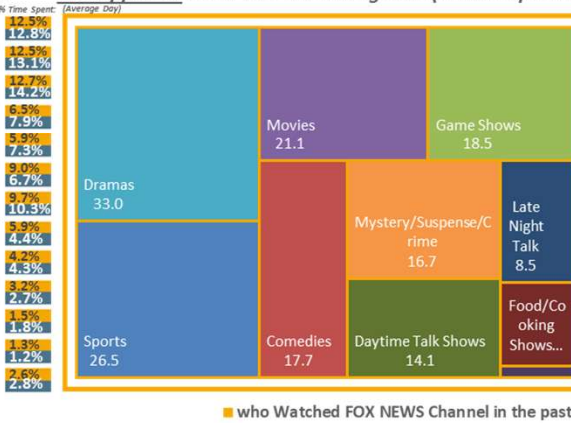
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

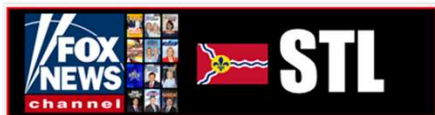


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



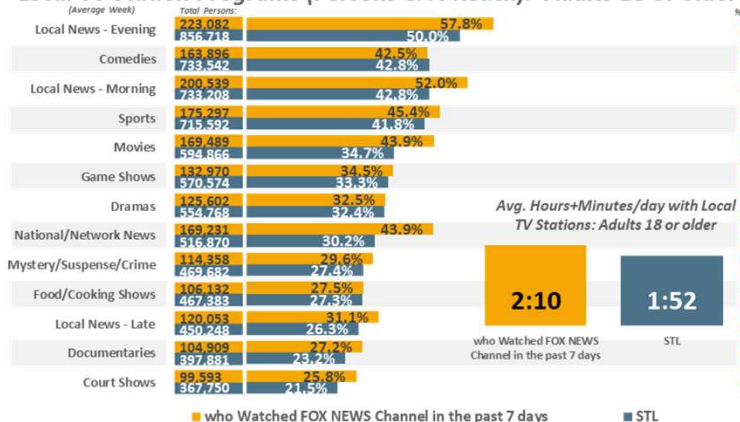
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



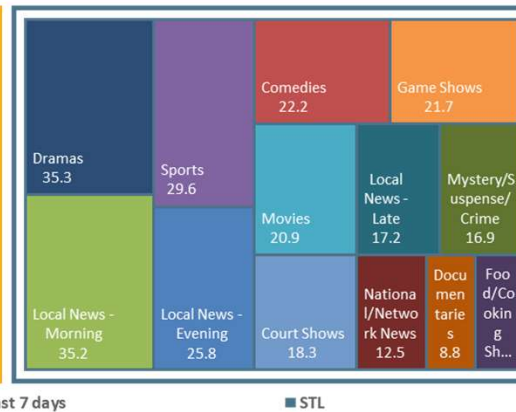
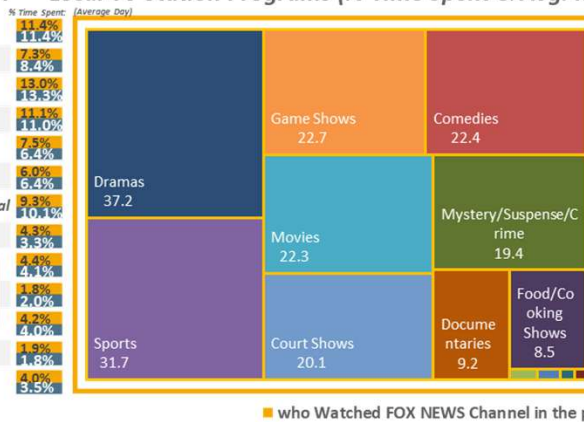


377,102 or 88.7% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, Comedies, and National/Network News.

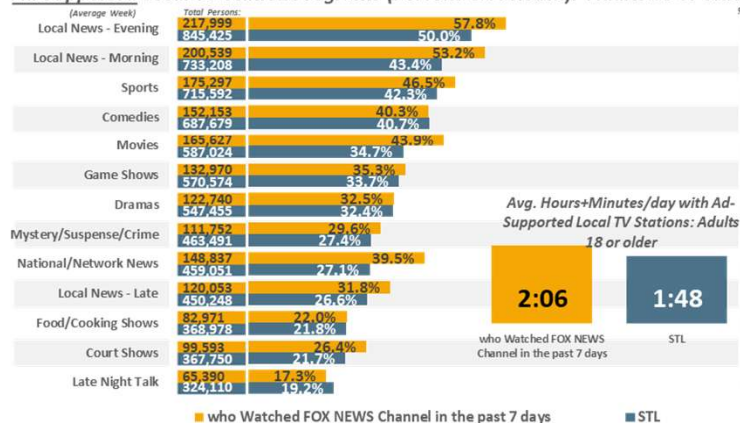
Local TV Station Programs (Persons & % Reach): Adults 18 or older



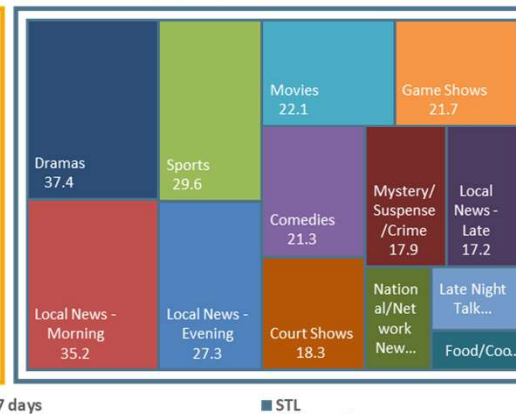
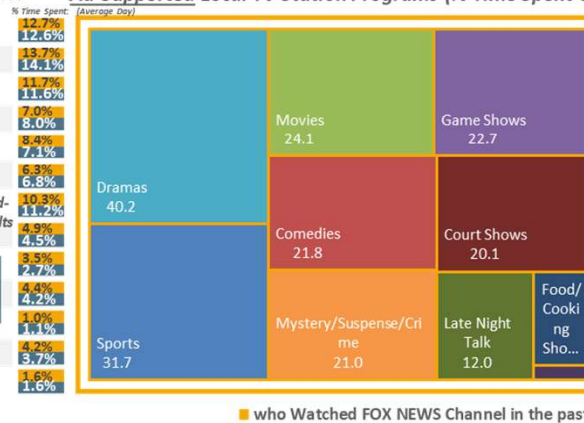
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



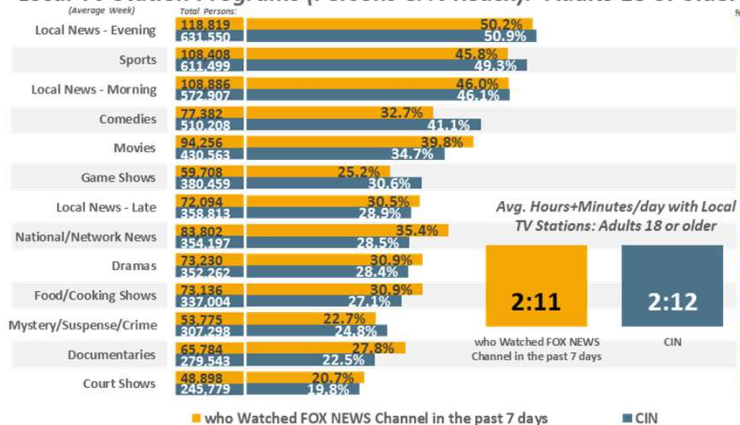
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



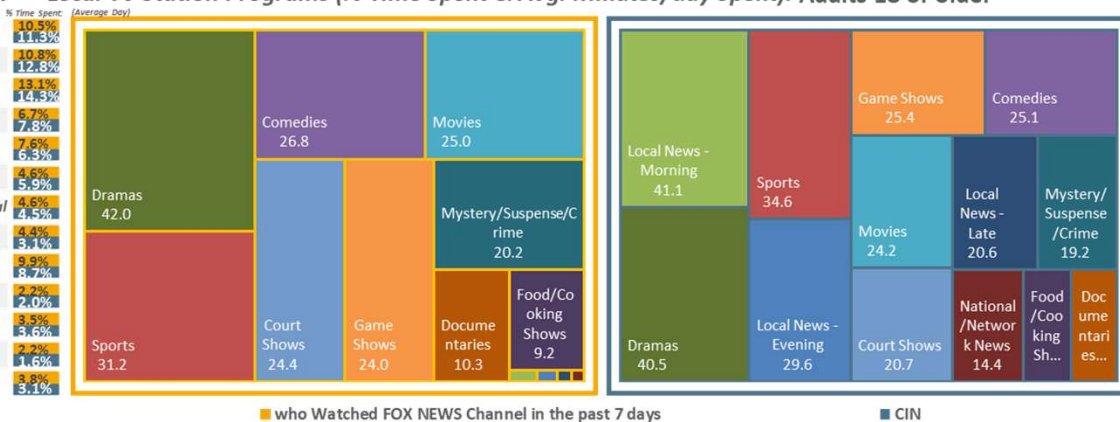


231,150 or 87.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Movies, National/Network News, and Local News - Late.

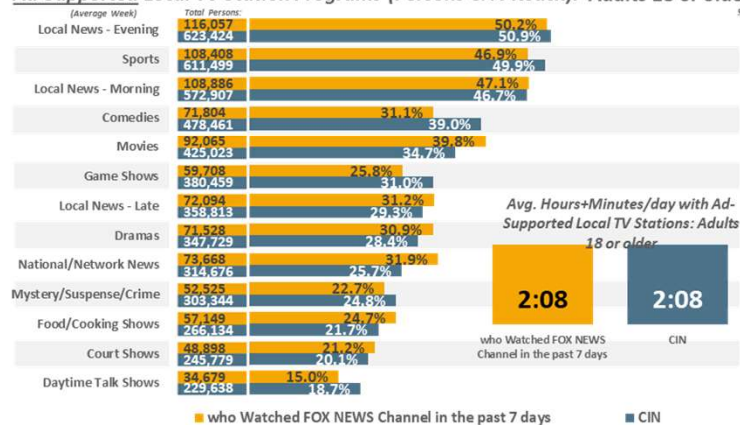
Local TV Station Programs (Persons & % Reach): Adults 18 or older



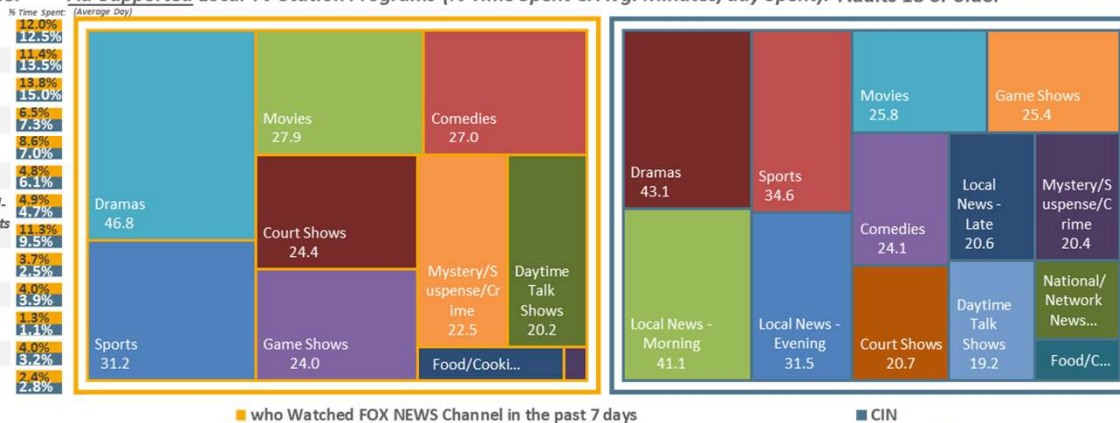
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



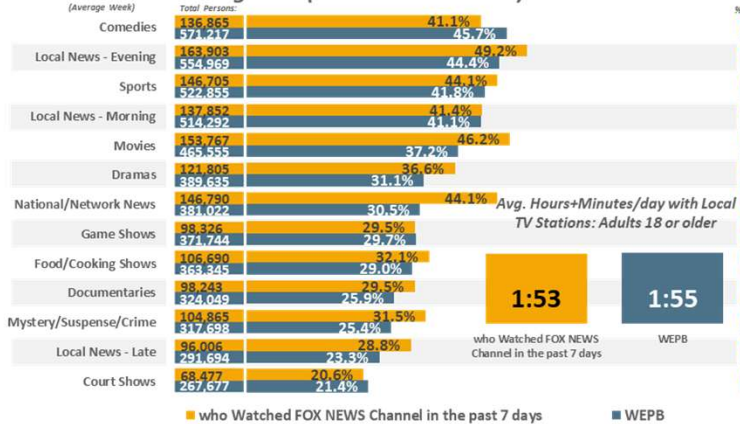
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



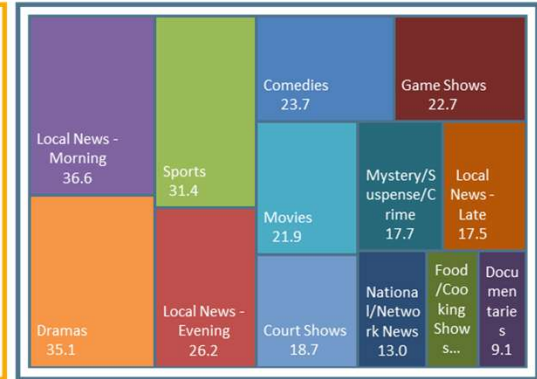
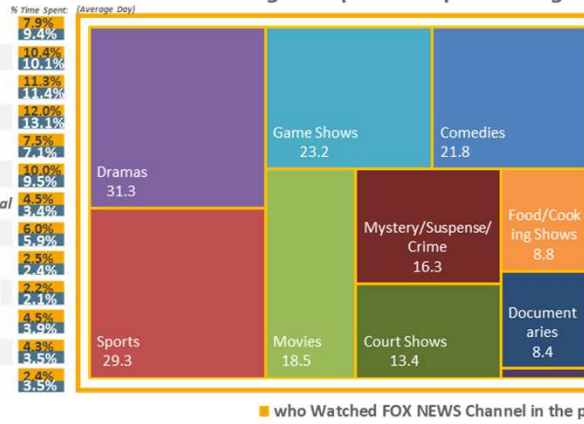


328,698 or 86.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Sports, Local News - Morning, National/Network News, and Comedies.

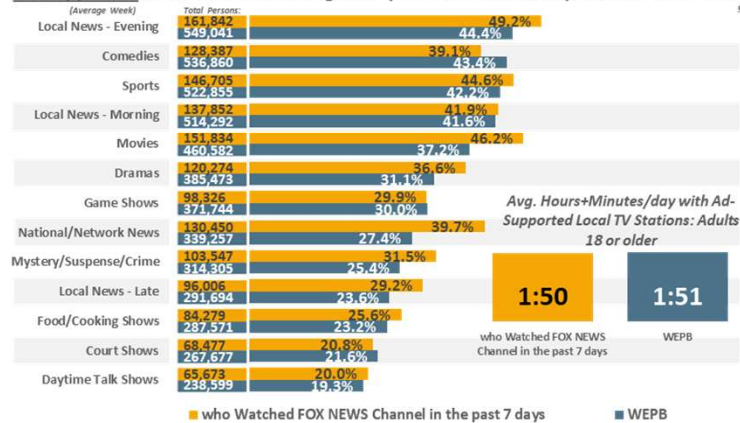
Local TV Station Programs (Persons & % Reach): Adults 18 or older



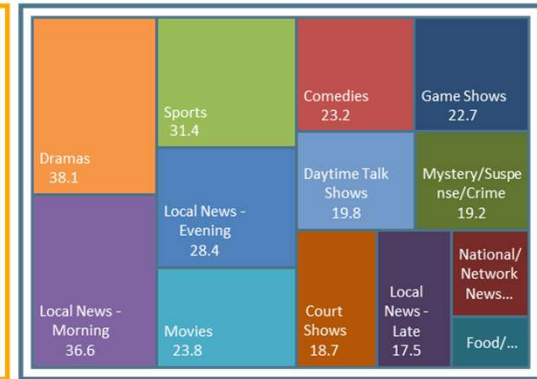
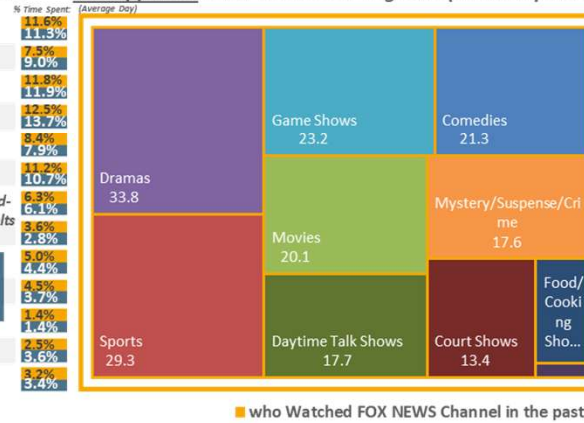
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 557
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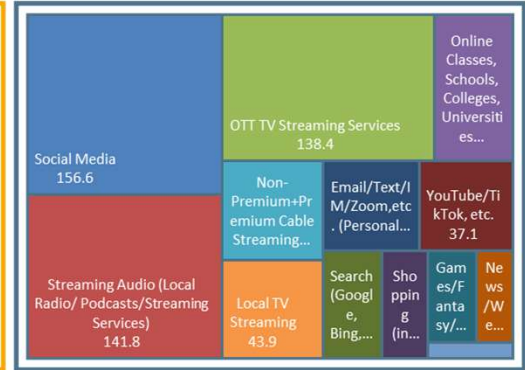
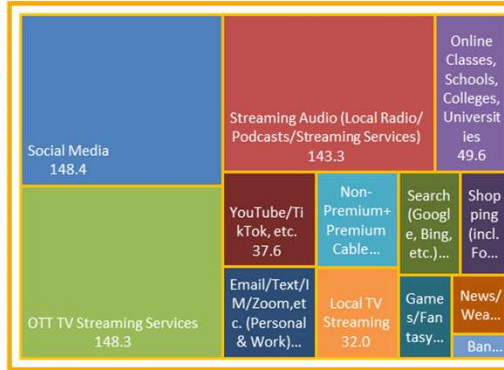
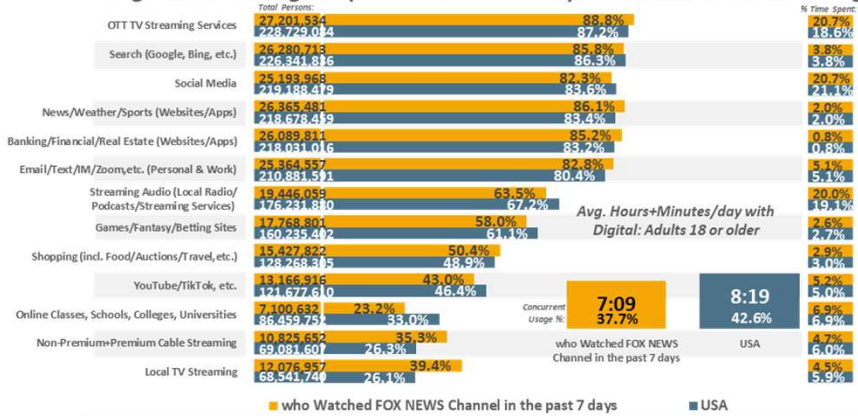
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Cable networks watched past 7 days: FOX News Channel

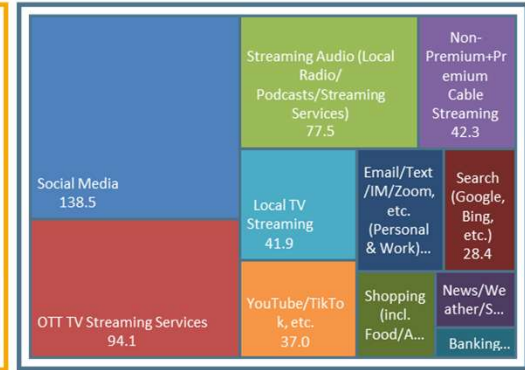
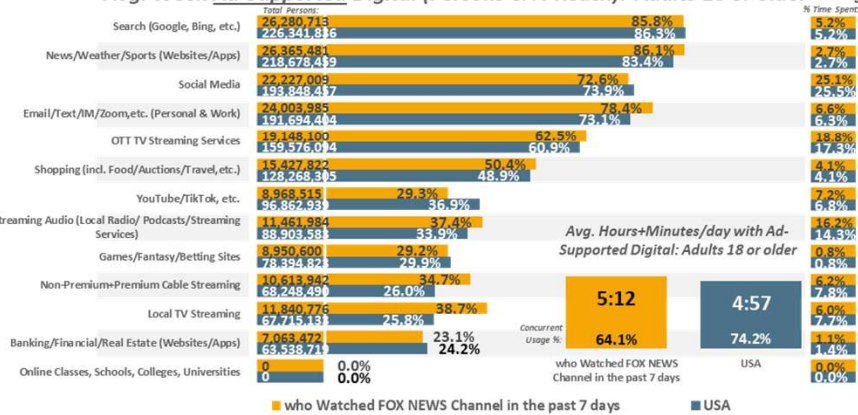


22,227,009 or 72.6% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Social Media for an average of 131. minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

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



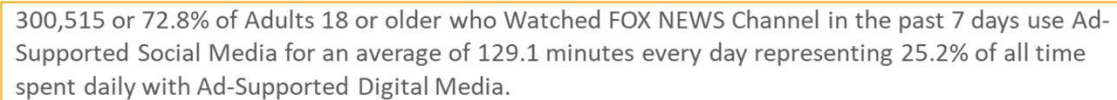
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454
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Cable networks watched past 7 days: FOX News Channel



Category	Total Persons*	Hours/Minutes/Day	Percentage
Social Media	343,862	83.3%	83.3%
OTT TV Streaming Services	339,149	87.0%	87.0%
Gaming (Websites/Apps)	335,876	86.5%	86.5%
Weather/Sports (Websites/Apps)	337,369	85.6%	85.6%
Real Estate (Websites/Apps)	341,641	82.8%	82.8%
Search (Google, Bing, etc.)	325,270	78.8%	78.8%
Zoom/etc. (Personal & Work)	338,531	82.1%	82.1%
Streaming Audio (Local Radio/Podcasts/Streaming Services)	317,703	82.0%	82.0%
Games/Fantasy/Betting Sites	222,004	53.8%	53.8%
Food/Fuctions/Travel, etc.)	255,735	65.2%	65.2%
YouTube/TikTok, etc.	187,106	45.3%	45.3%
Local TV Streaming	182,581	46.9%	46.9%
Schools, Colleges, Universities	260,039	46.5%	46.5%
Premium Cable Streaming	186,862	45.3%	45.3%
	179,541	46.2%	46.2%
	164,102	39.8%	39.8%
	90,436	21.9%	21.9%
	105,263	26.3%	26.3%
	126,446	30.6%	30.6%
	973,573	25.0%	25.0%

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

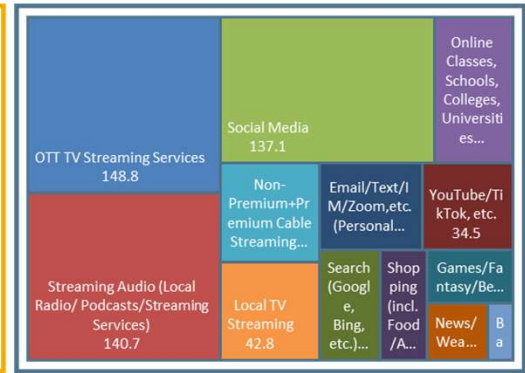
Concurrent usage %

7:06
42.5%

8:06
42.8%

Who Watched FOX NEWS Channel in the past 7 days

MSP

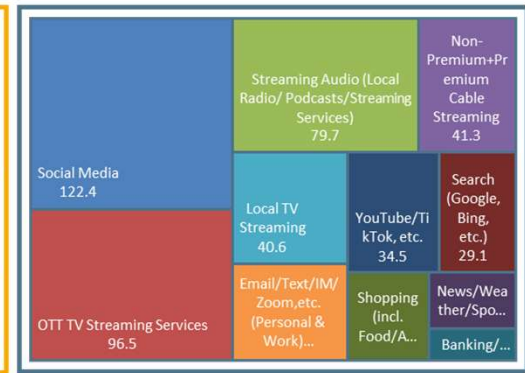


Category	Total Persons	Concurrent Usage %	Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 18 or older
Weather/Sports (Websites/Apps)	357,369	86.6%	
Search (Google, Bing, etc.)	324,770	78.8%	
Social Media	300,515	72.8%	
Y/Zoom, etc. (Personal & Work)	326,378	77.5%	
OTT TV Streaming Services	2,900,977	79.1%	
Food/Auctions/Travel, etc.)	236,599	57.3%	
YouTube/TikTok, etc.	1,807,541	63.0%	
Local Radio/ Podcasts/Streaming Services)	108,100	26.2%	
Local TV Streaming	128,443	31.1%	
Premium Cable Streaming	1,280,613	34.9%	
Real Estate (Websites/Apps)	161,613	39.2%	
Games/Fantasy/Betting Sites	124,430	30.2%	
Schools, Colleges, Universities	963,775	24.8%	
	90,246	21.9%	
	856,932	22.0%	
	117,927	28.6%	
	848,530	21.8%	

5:07
Concurrent Usage %
67.7%

4:48
MSP
74.9%

who watched FOX News Channel in the past 7 days

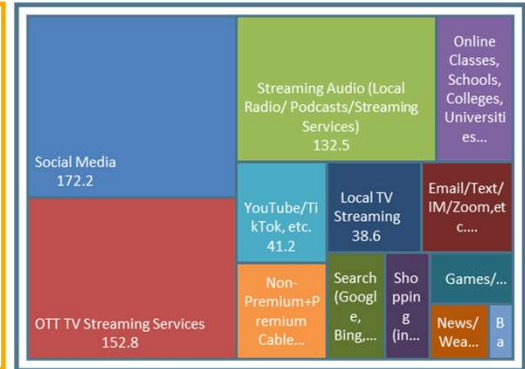
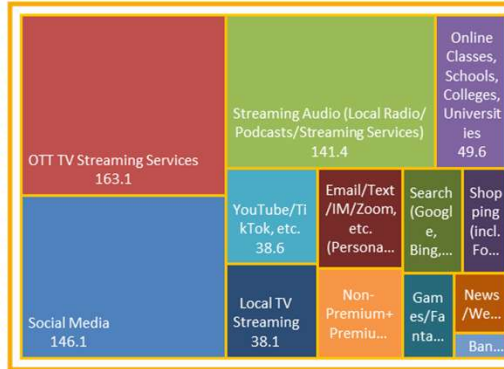
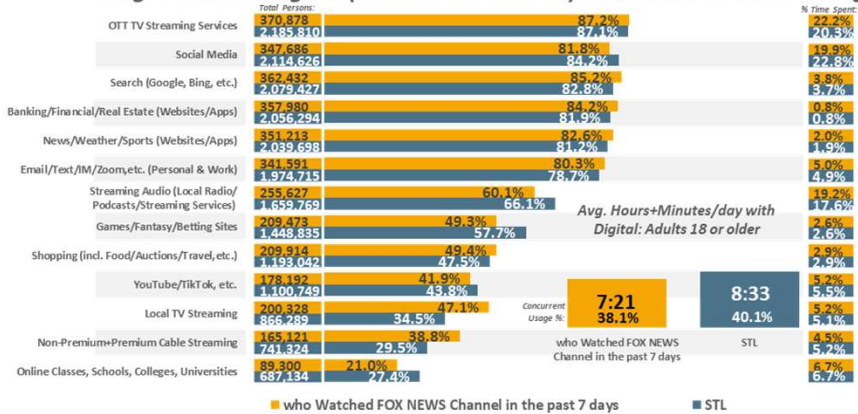




310,068 or 72.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Social Media for an average of 130.3 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

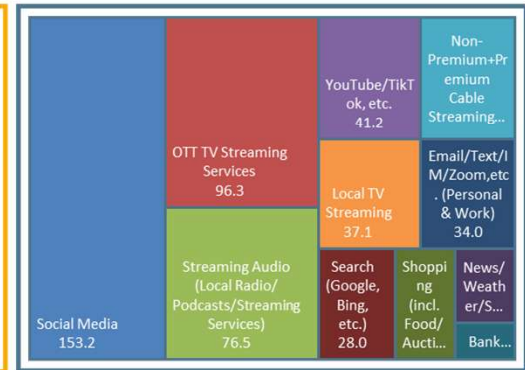
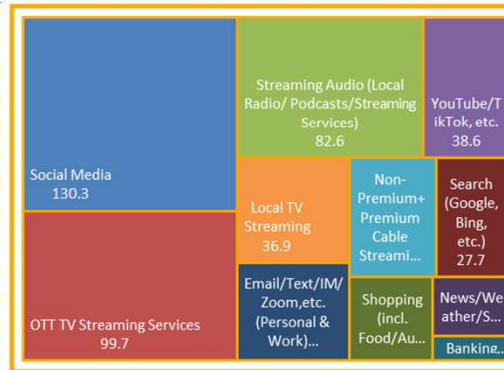
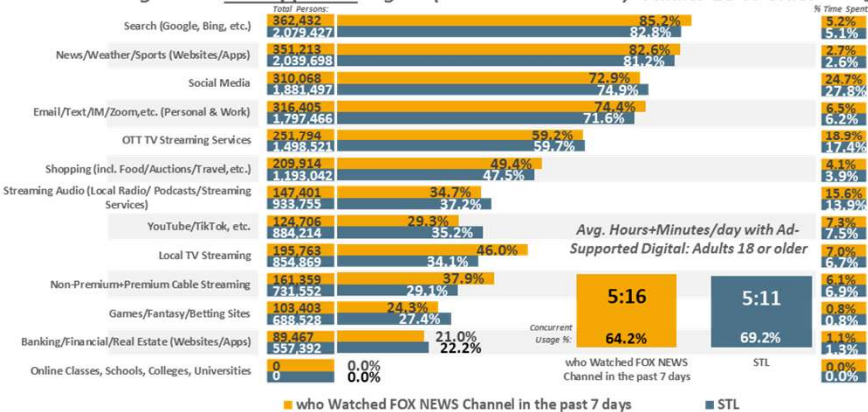
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

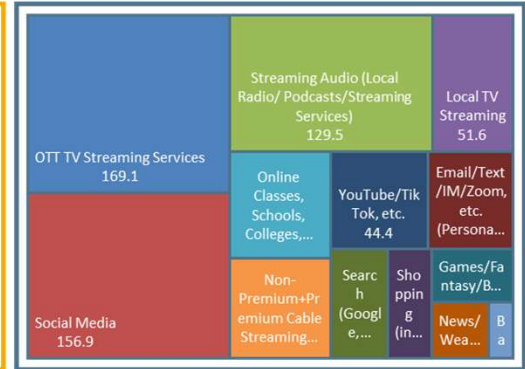
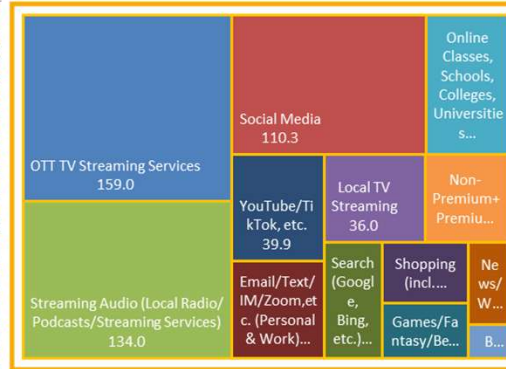
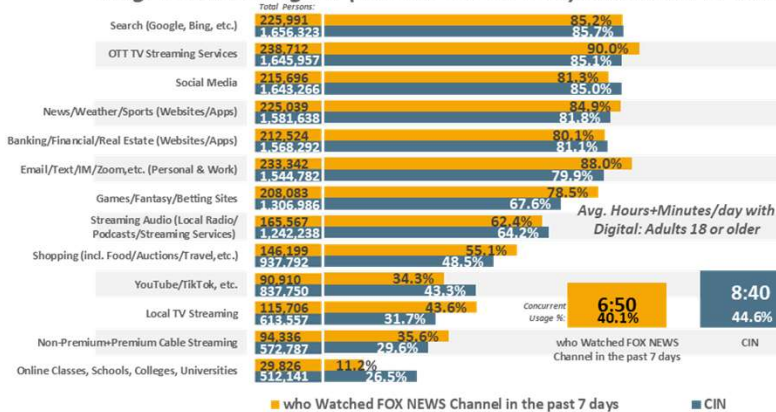




196,938 or 74.3% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Social Media for an average of 100.7 minutes every day representing 20.9% of all time spent daily with Ad-Supported Digital Media.

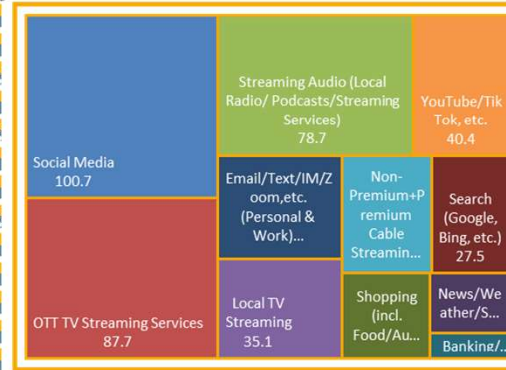
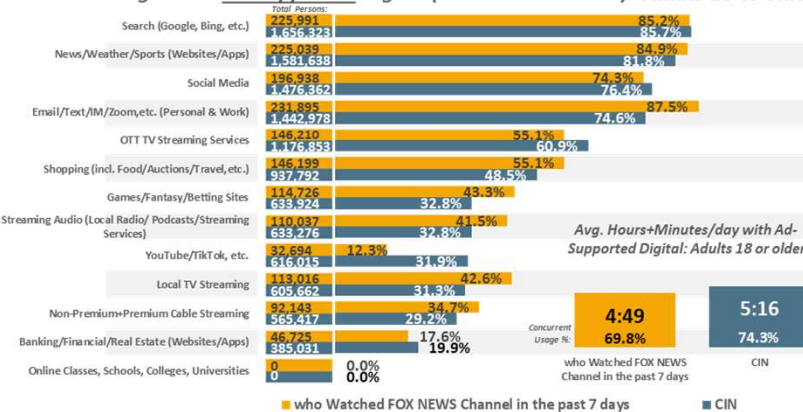
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

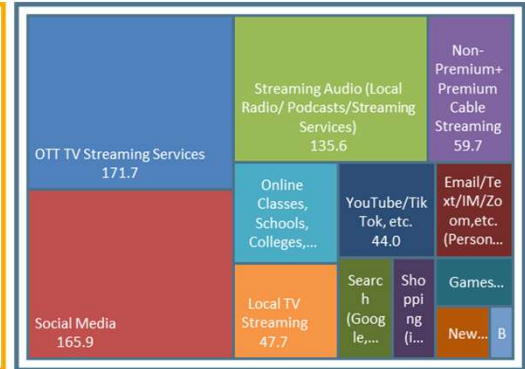
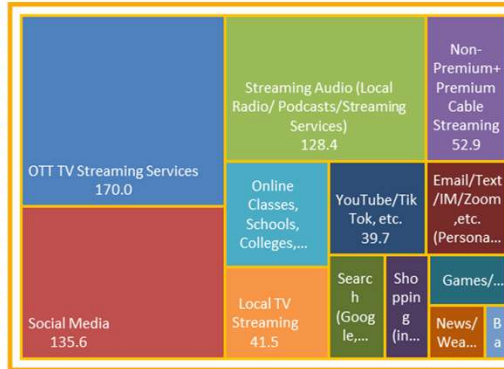
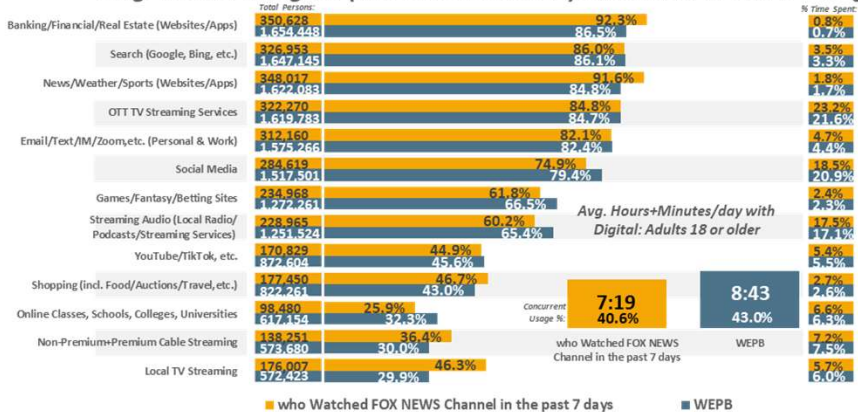




237,330 or 62.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Social Media for an average of 113. minutes every day representing 20.9% of all time spent daily with Ad-Supported Digital Media.

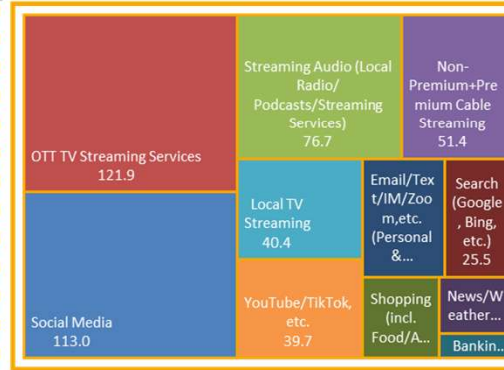
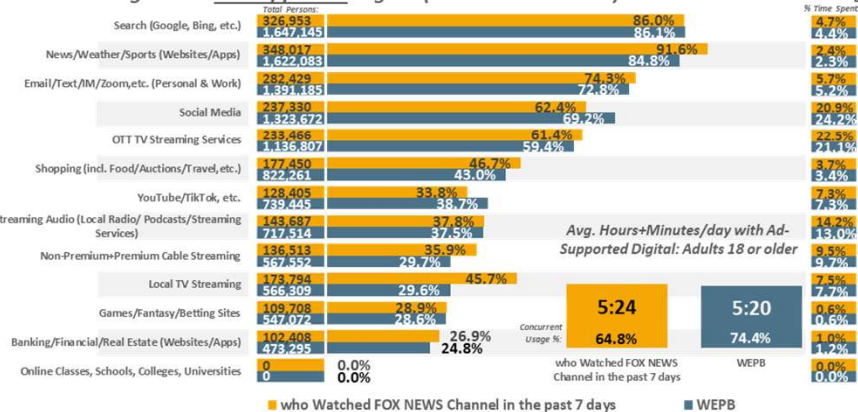
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

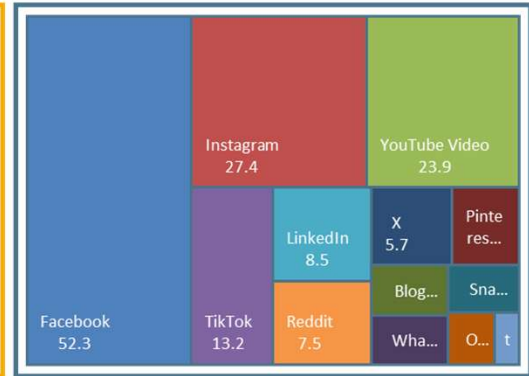
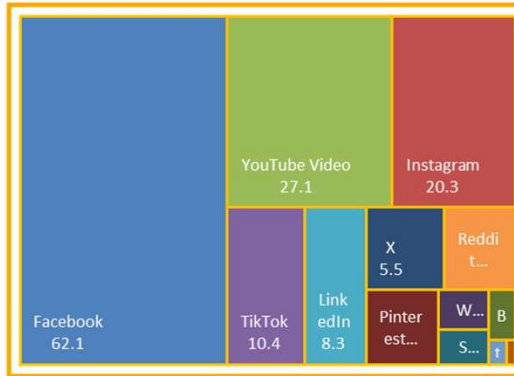
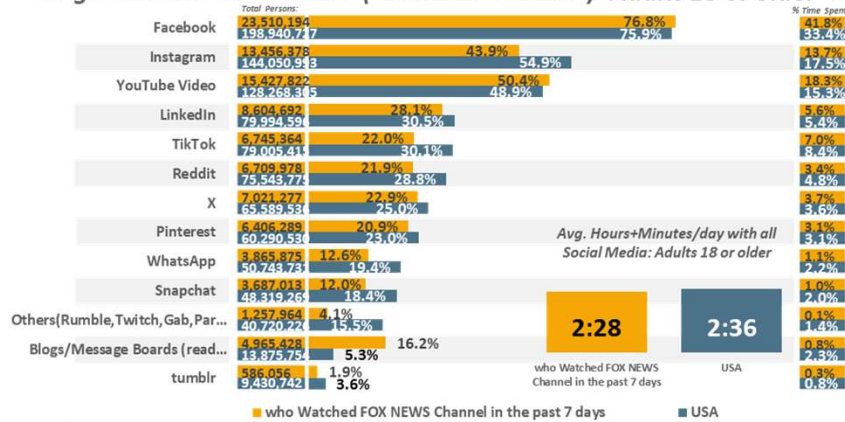
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



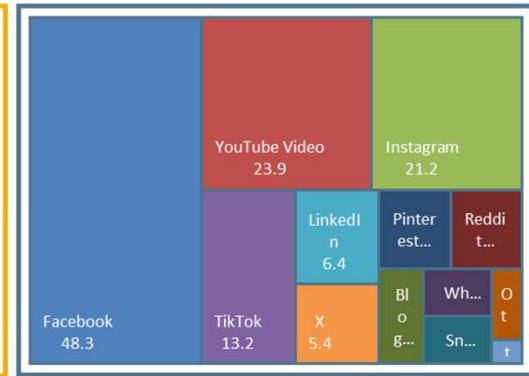
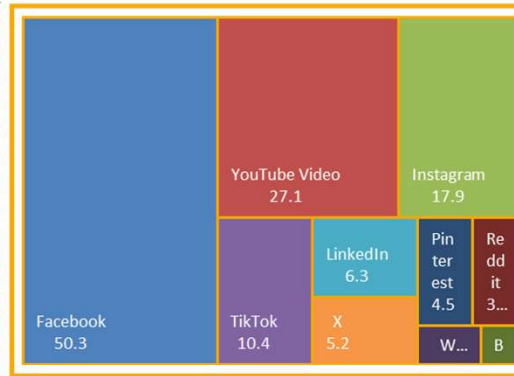
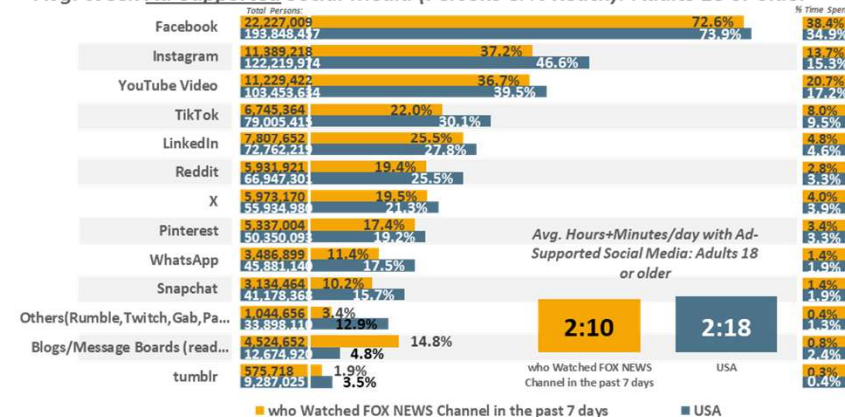


22,227,009 or 72.6% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 50.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454
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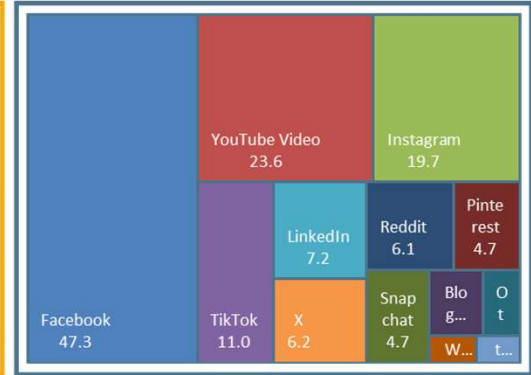
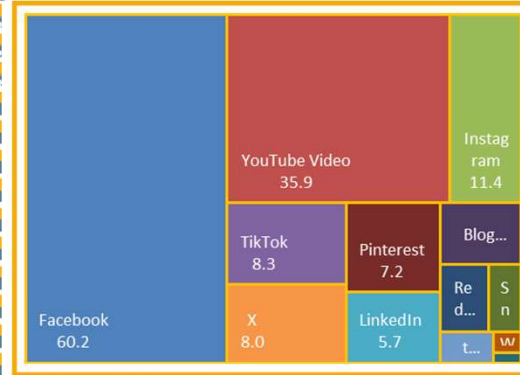
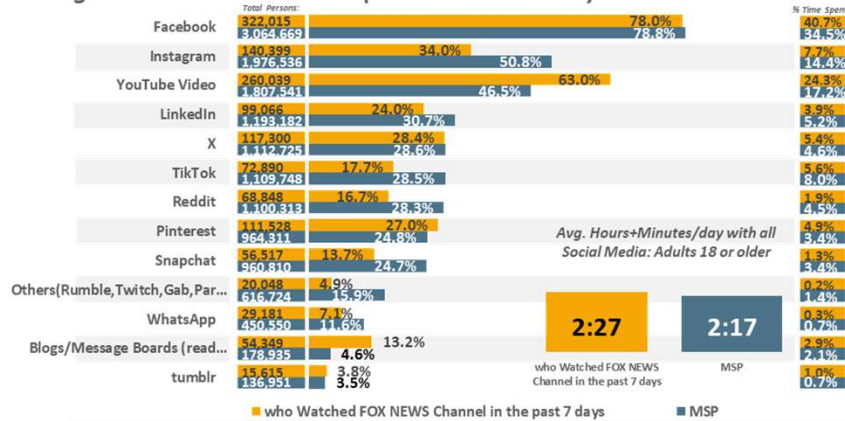
soefa.ai Share of Everything for Anything

Cable networks watched past 7 days: FOX News Channel

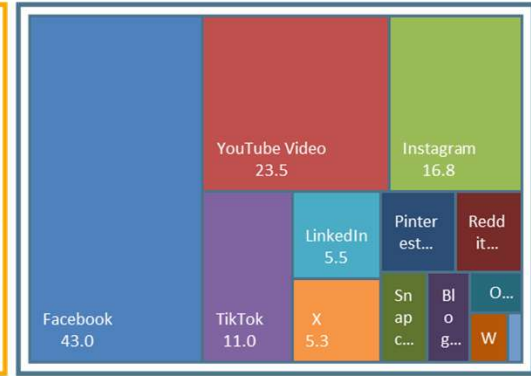
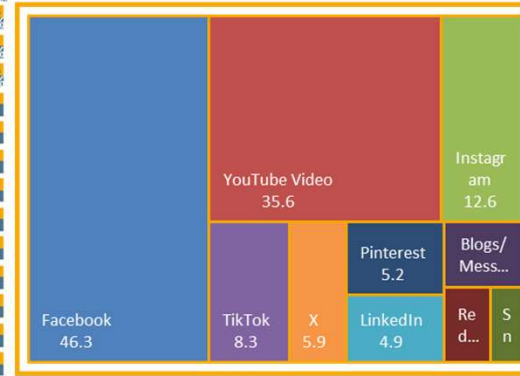
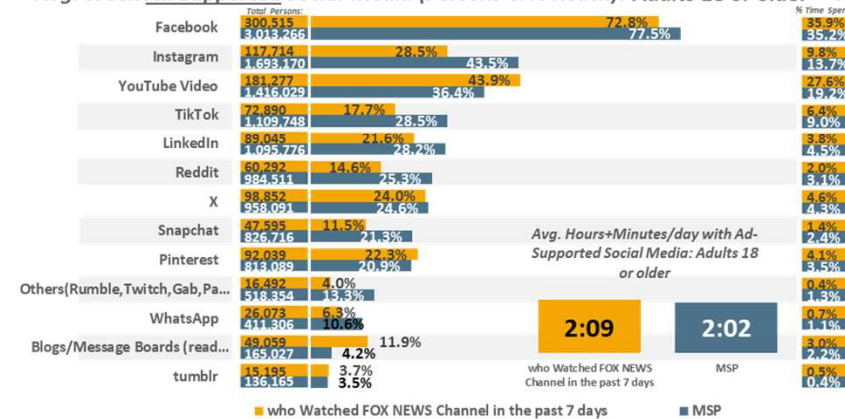


300,515 or 72.8% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 46.3 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

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**



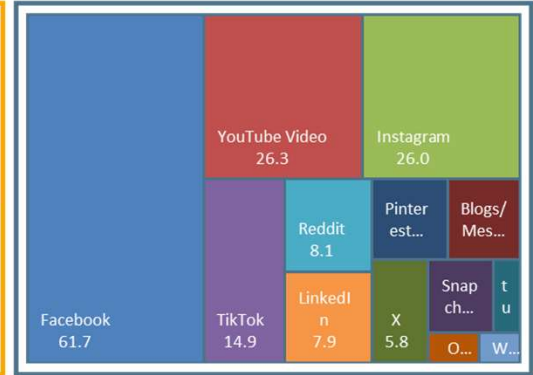
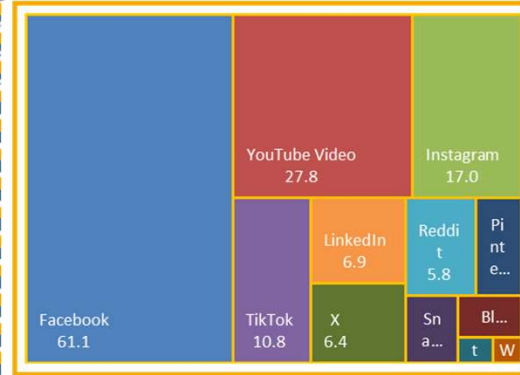
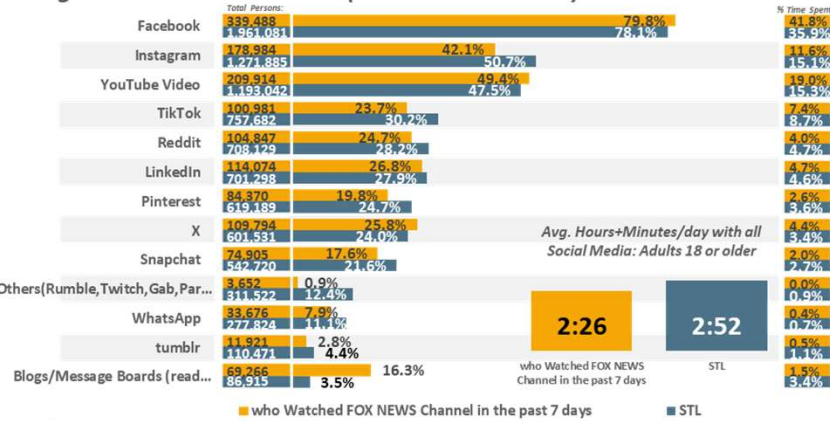
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



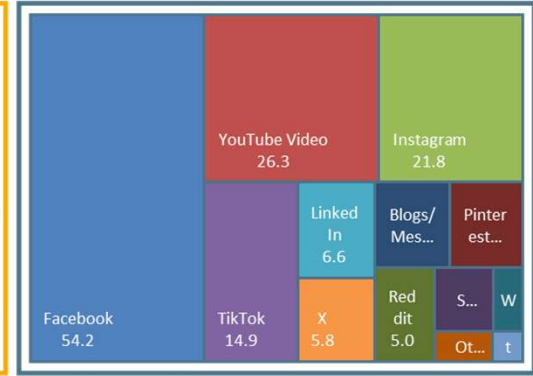
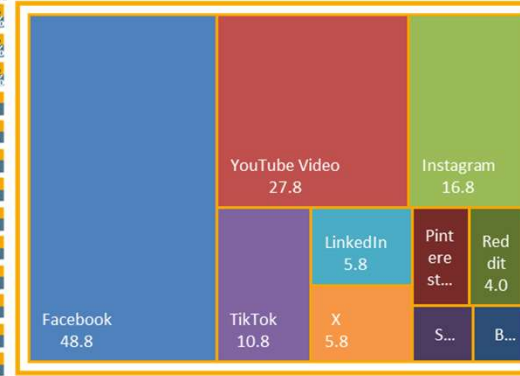
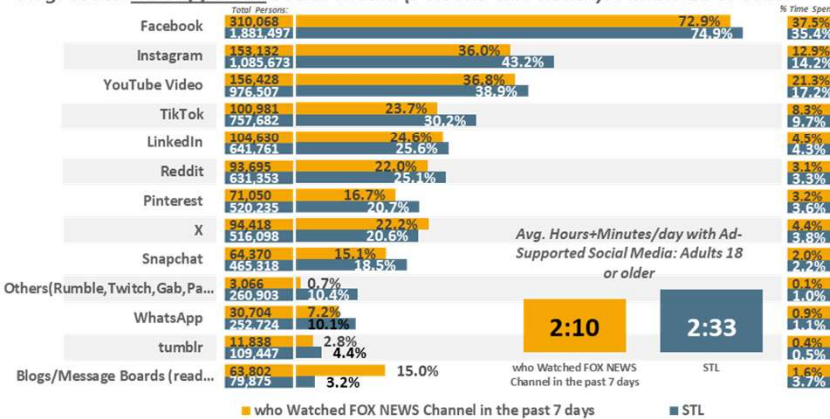


310,068 or 72.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 48.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

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**



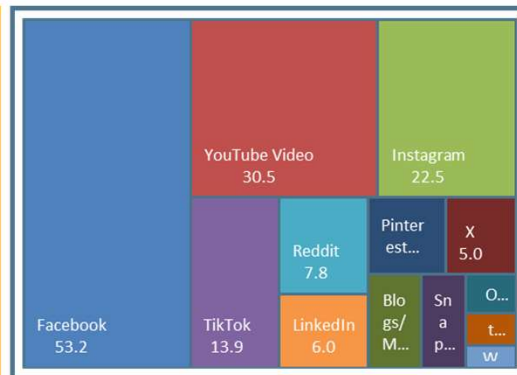
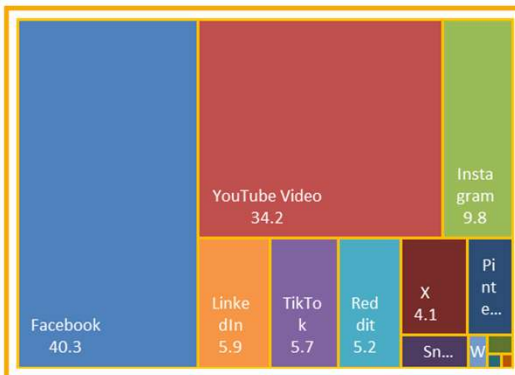
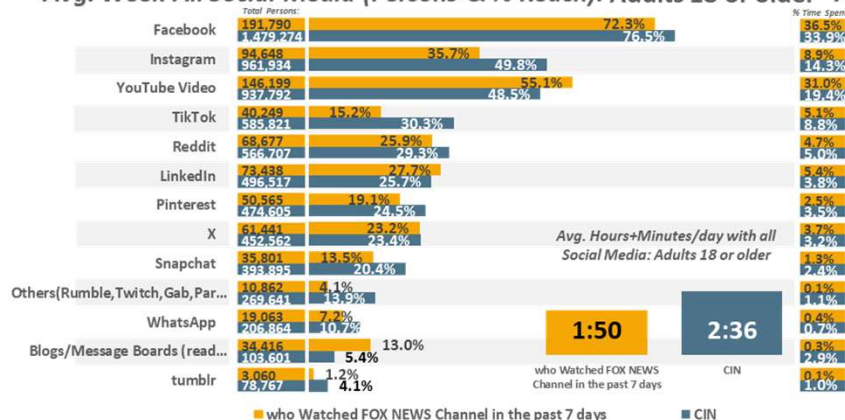
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



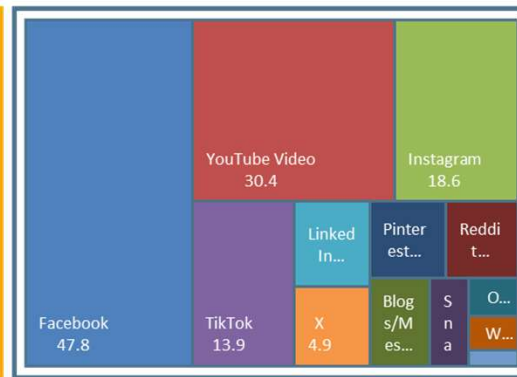
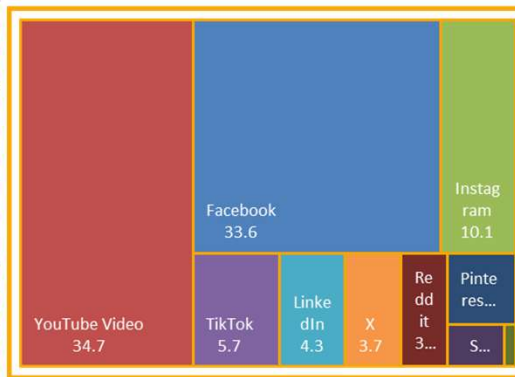
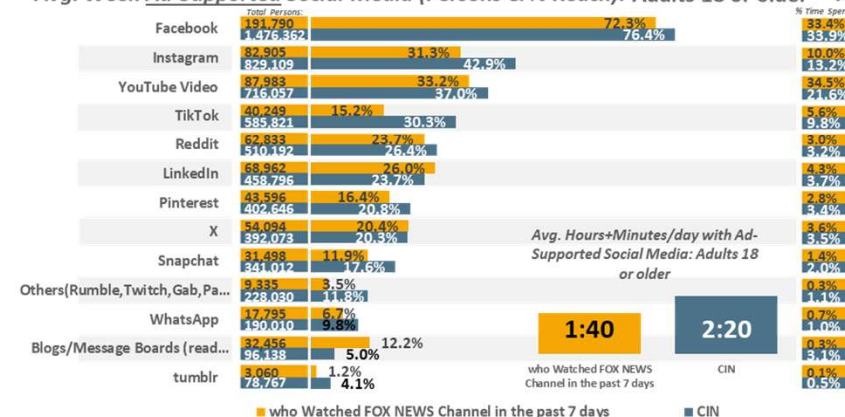


87,983 or 33.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported YouTube Video for an average of 34.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

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**



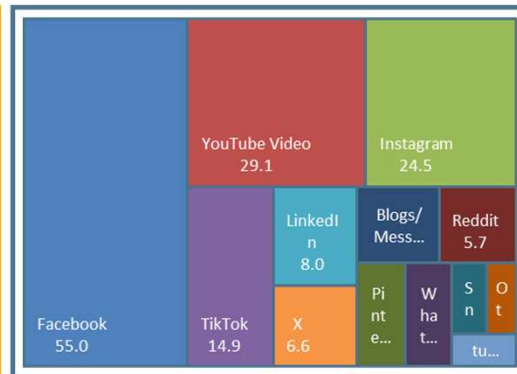
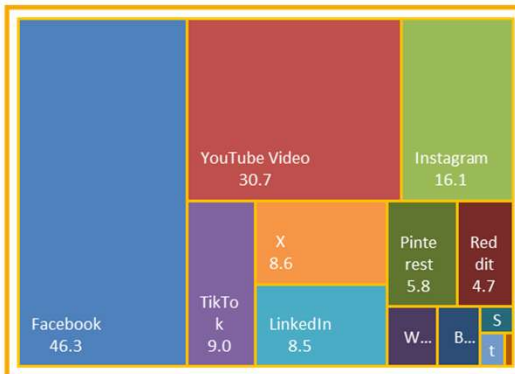
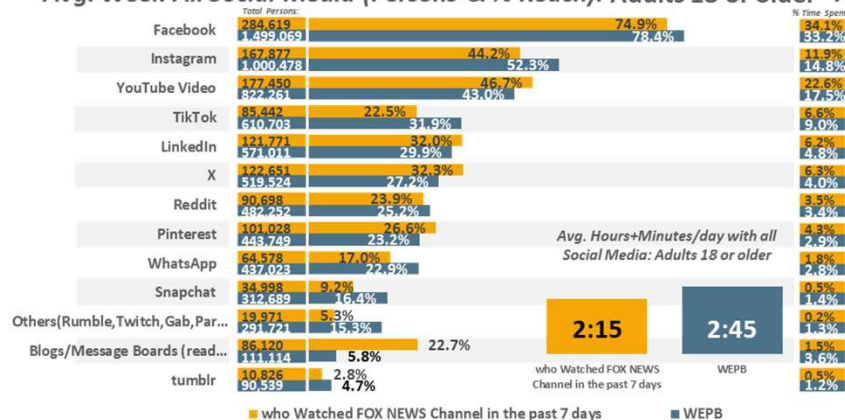
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



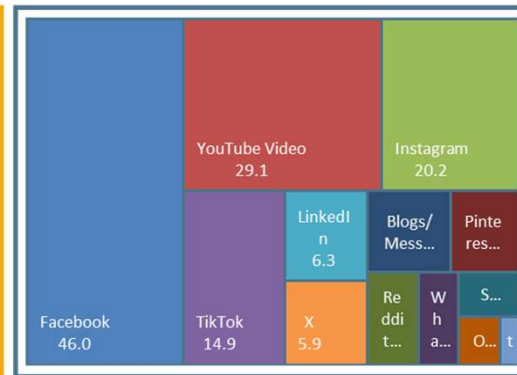
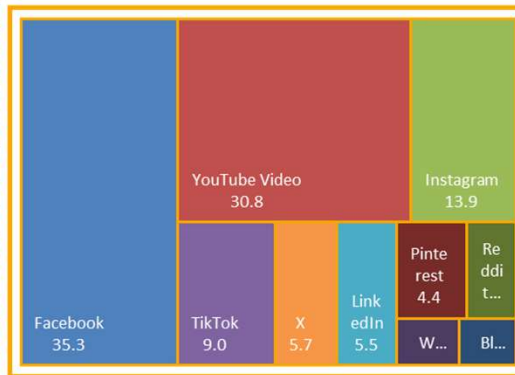
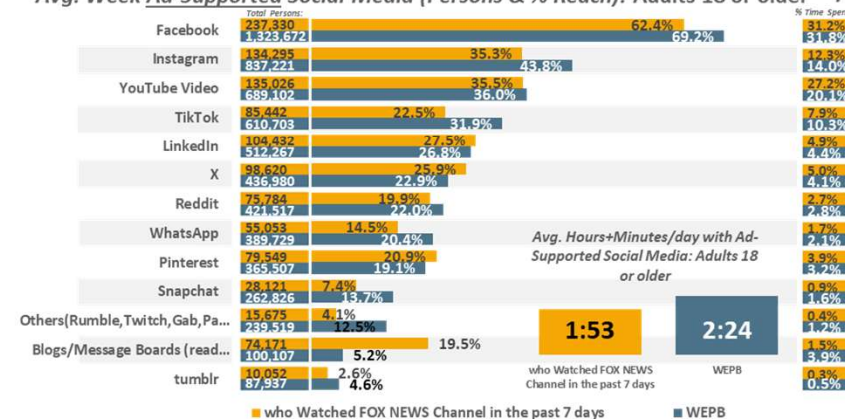


237,330 or 62.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 35.3 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

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**



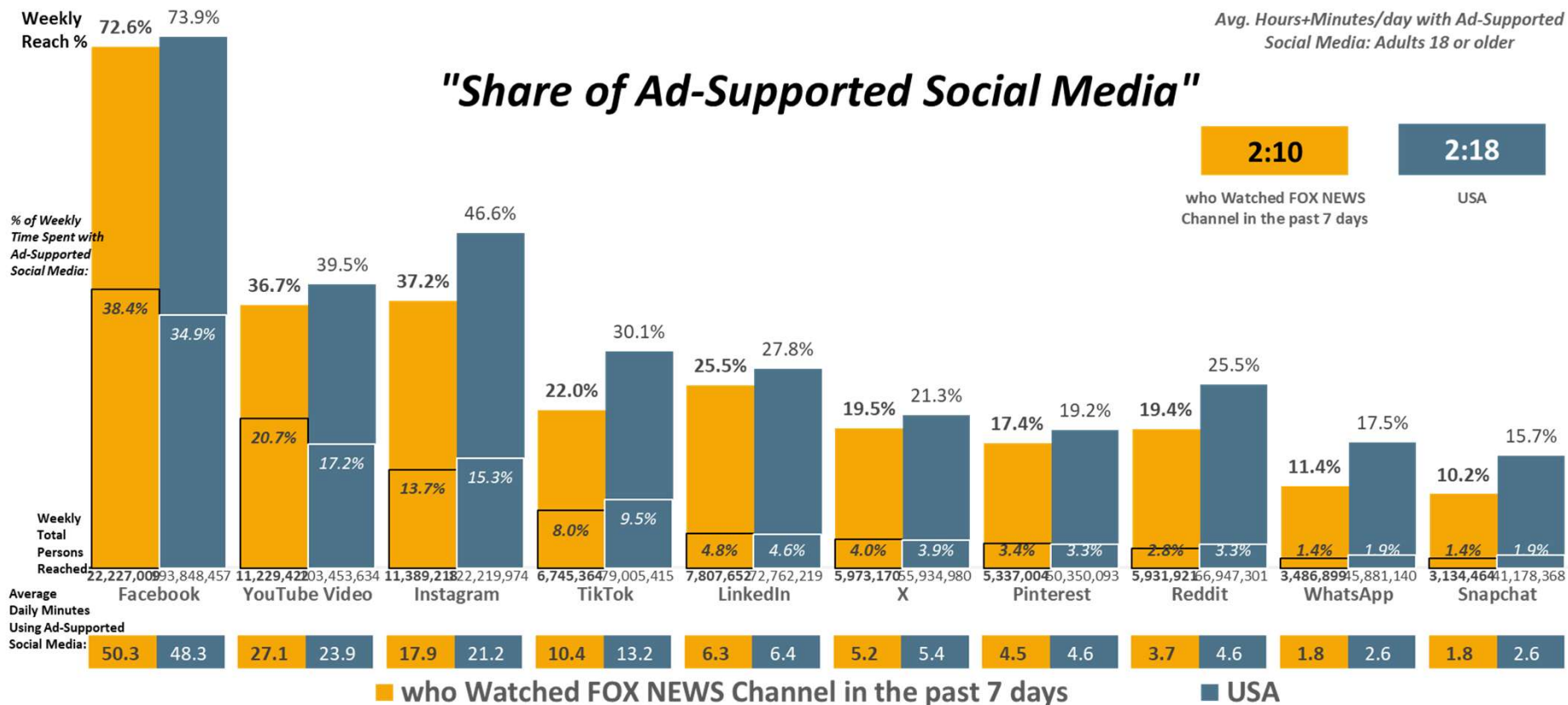
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





22,227,009 or 72.6% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 50.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454 Scarborough R2 2025: Sep24-Aug25
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

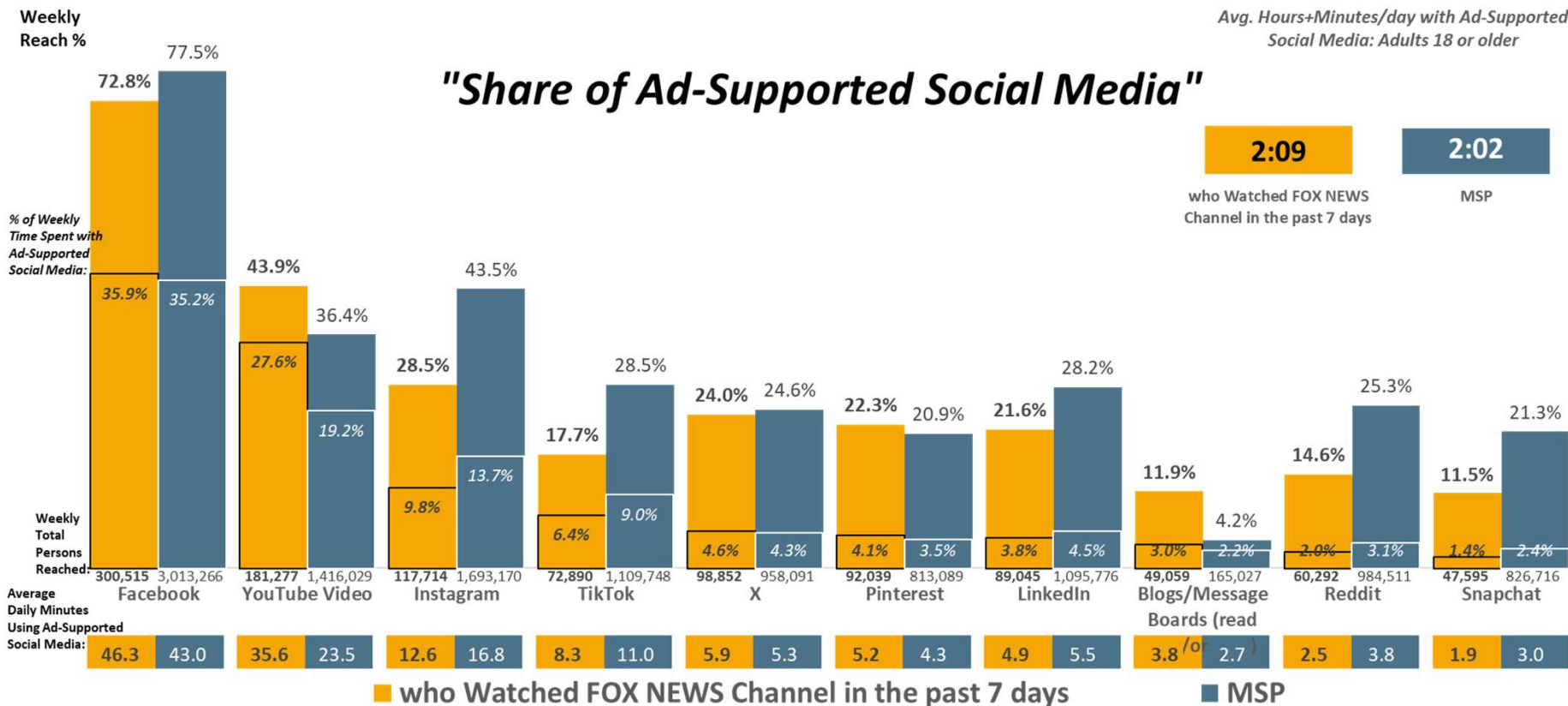
soefa.ai Share of Everything for Anything

Cable networks watched past 7 days: FOX News Channel



300,515 or 72.8% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 46.3 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 236 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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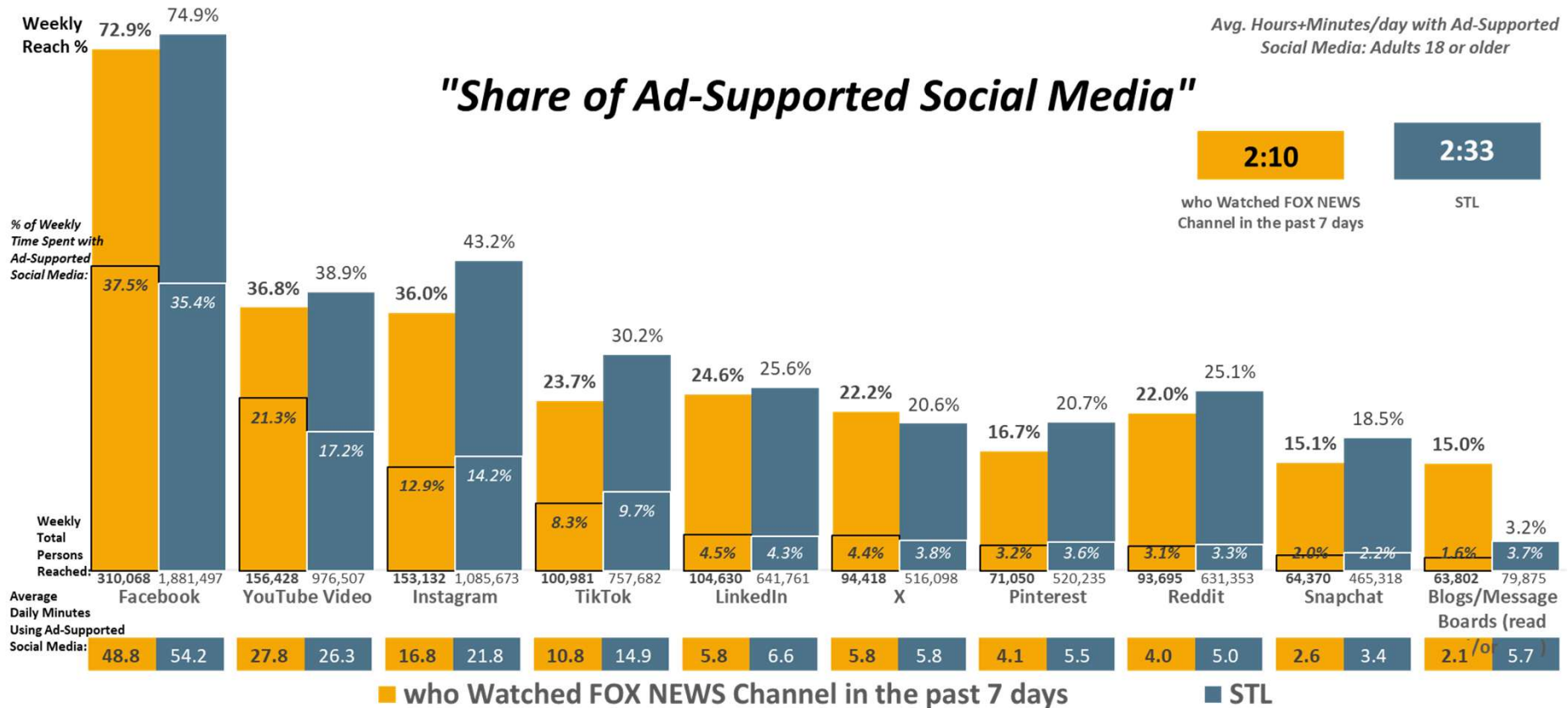
soefa.ai Share of Everything for Anything

Cable networks watched past 7 days: FOX News Channel



310,068 or 72.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 48.8 minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



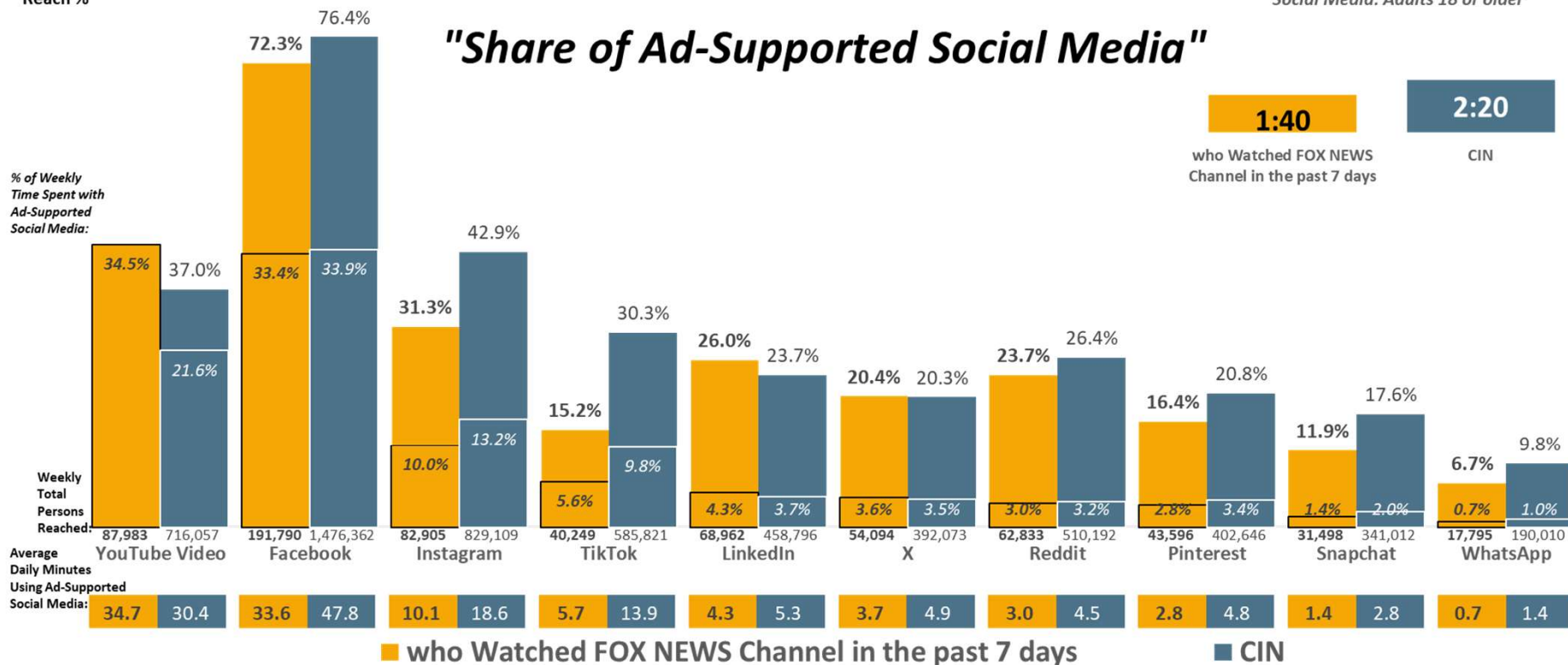


87,983 or 33.2% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported YouTube Video for an average of 34.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"

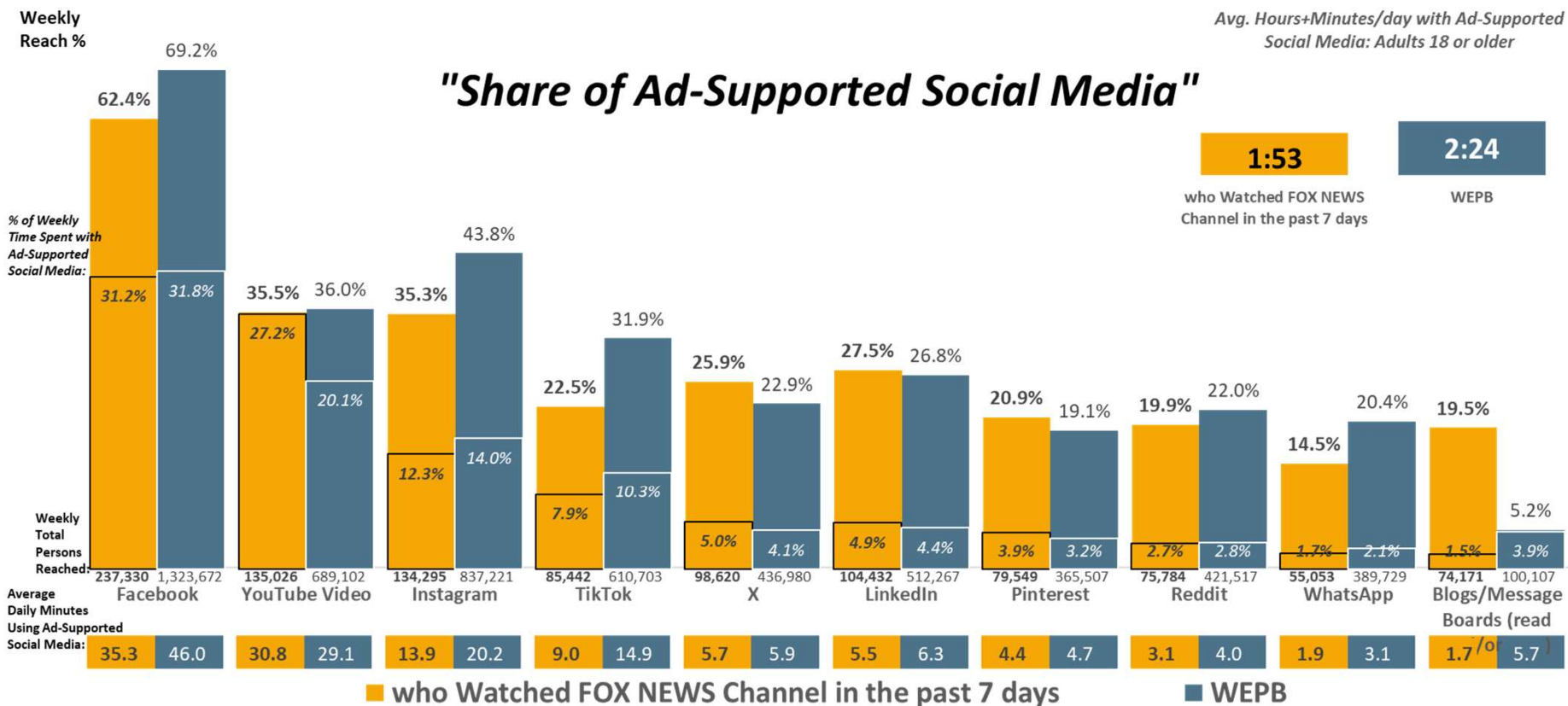


1:40
who Watched FOX NEWS
Channel in the past 7 days

2:20
CIN



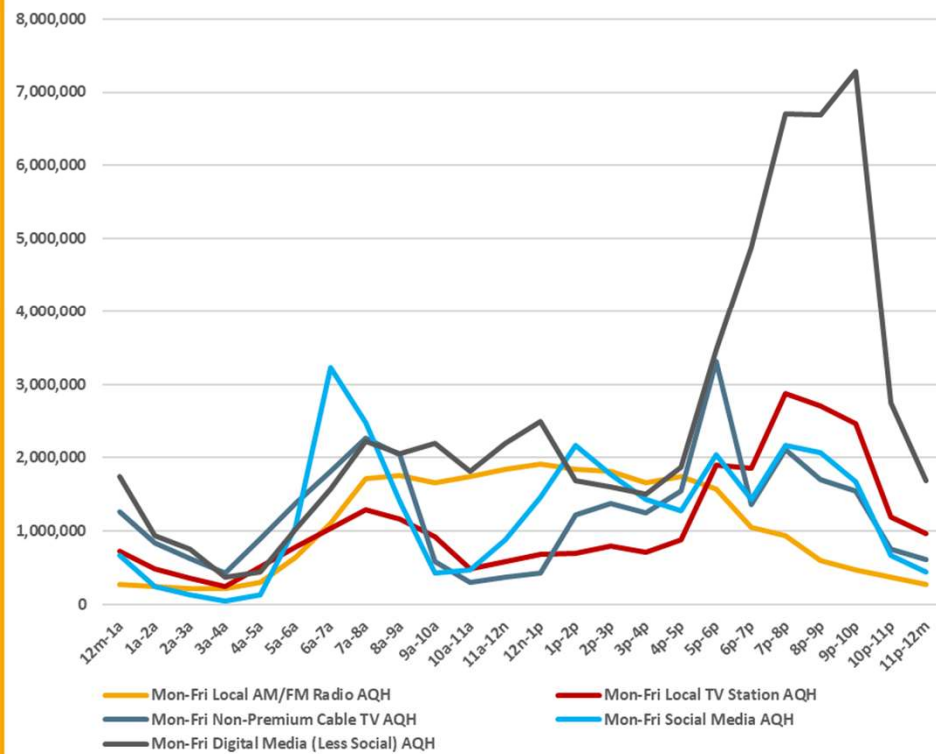
237,330 or 62.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days use Ad-Supported Facebook for an average of 35.3 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.



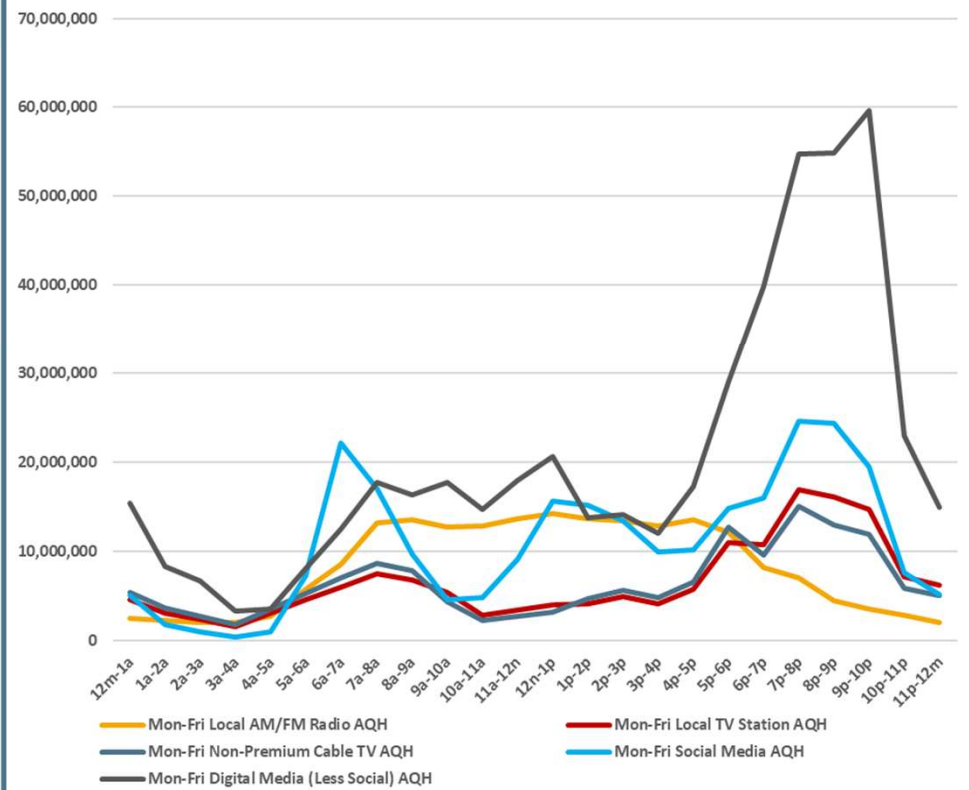


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,273,523;
Local Radio: 1,647,240; Social Media: 1,575,927; Non-Prem. Cable: 1,375,024; Local TV:
1,002,689 reaching Adults 18 or older who Watched FOX NEWS Channel in th

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Watched FOX NEWS Channel in the
past 7 days



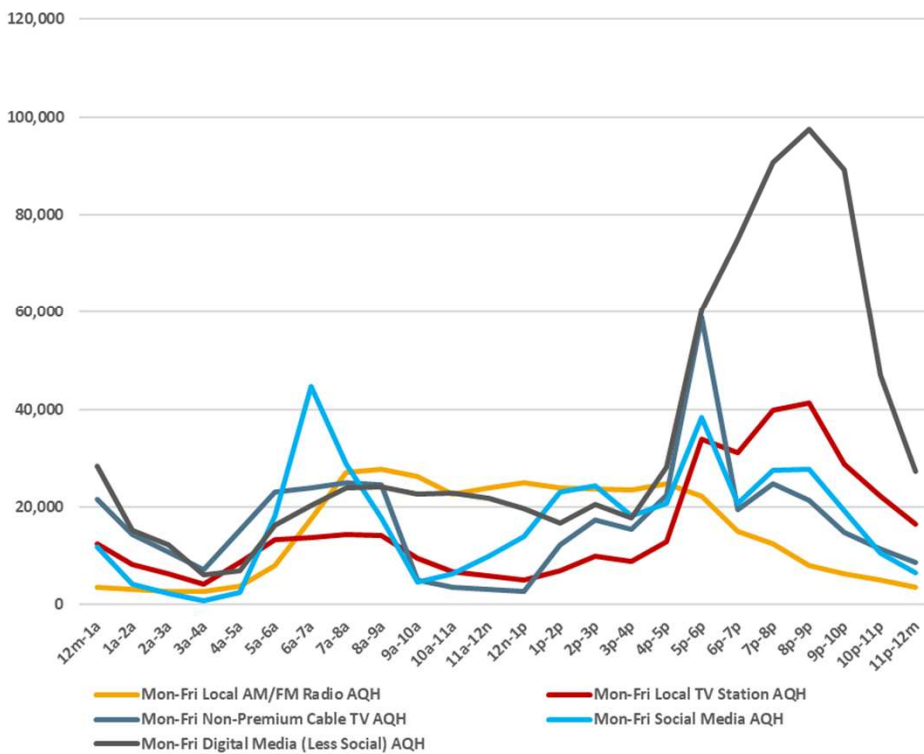
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



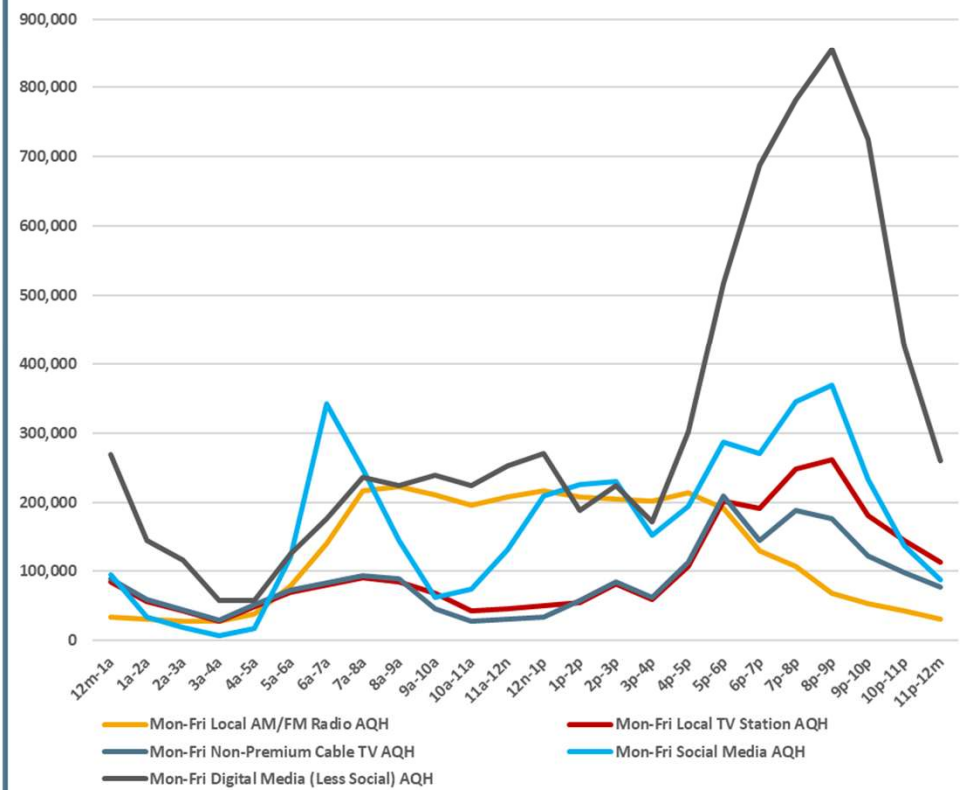


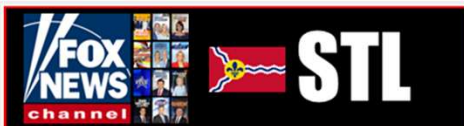
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,737; Local Radio: 23,324; Social Media: 20,892; Non-Prem. Cable: 17,933; Local TV: 13,329 reaching Adults 18 or older who Watched FOX NEWS Channel in the past 7 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Watched FOX NEWS Channel in the
past 7 days*



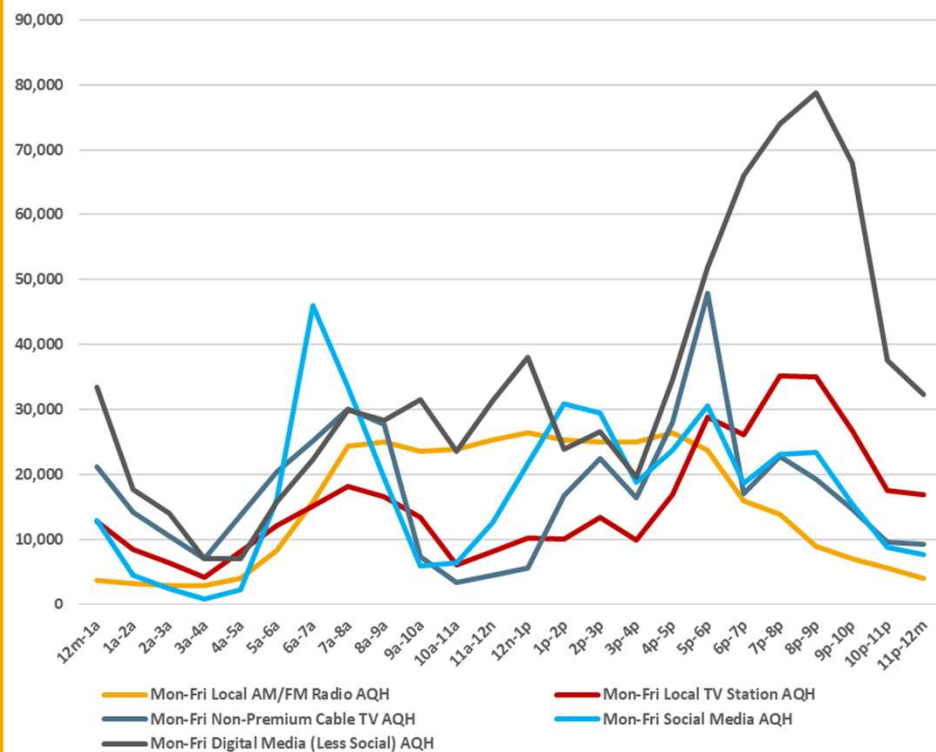
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older*



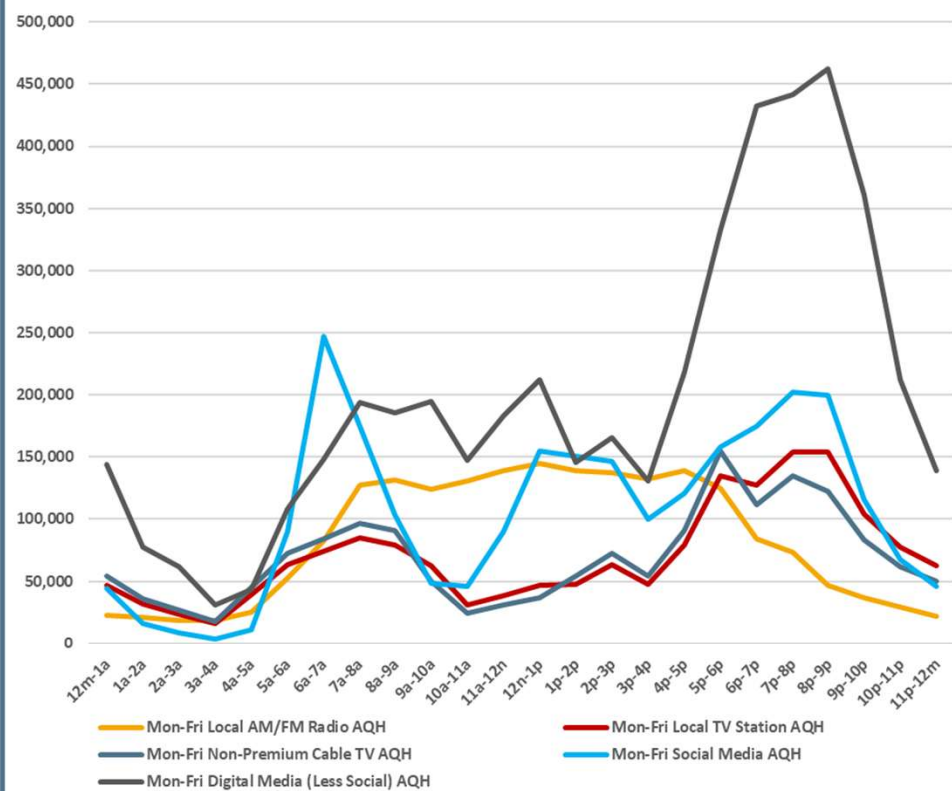


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 32,929; Local Radio: 23,549; Social Media: 22,910; Non-Prem. Cable: 19,443; Local TV: 14,869 reaching Adults 18 or older who Watched FOX NEWS Channel in the past 7 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Watched FOX NEWS Channel in the
past 7 days*



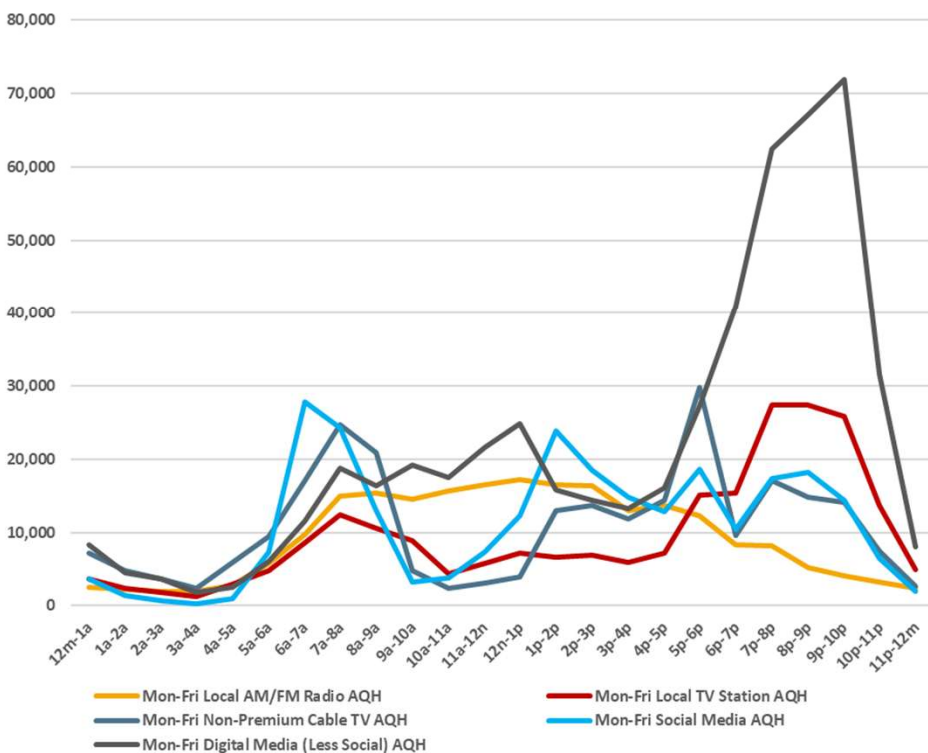
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older*



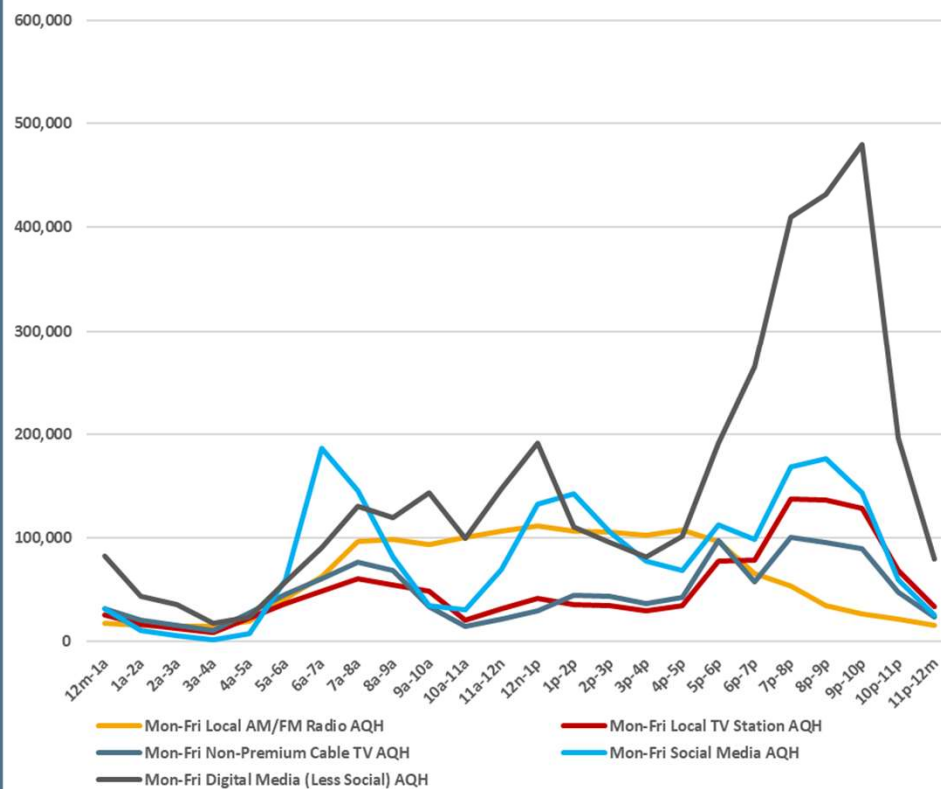


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 19,826; Social Media: 14,697; Local Radio: 14,178; Non-Prem. Cable: 13,020; Local TV: 8,843 reaching Adults 18 or older who Watched FOX NEWS Channel in the past 7 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Watched FOX NEWS Channel in the
past 7 days*



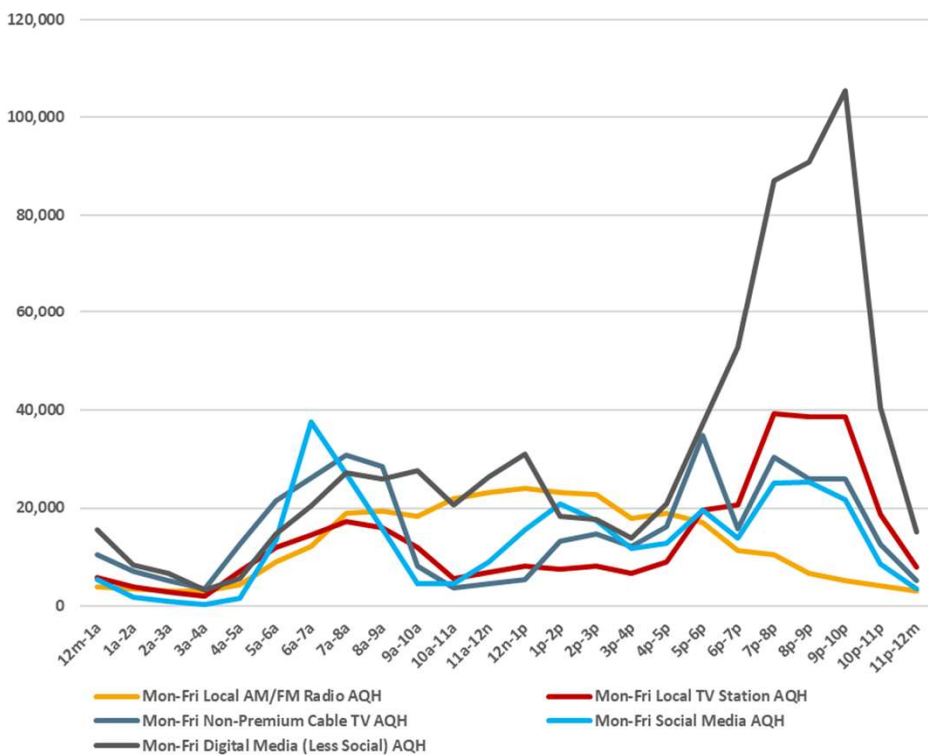
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older*



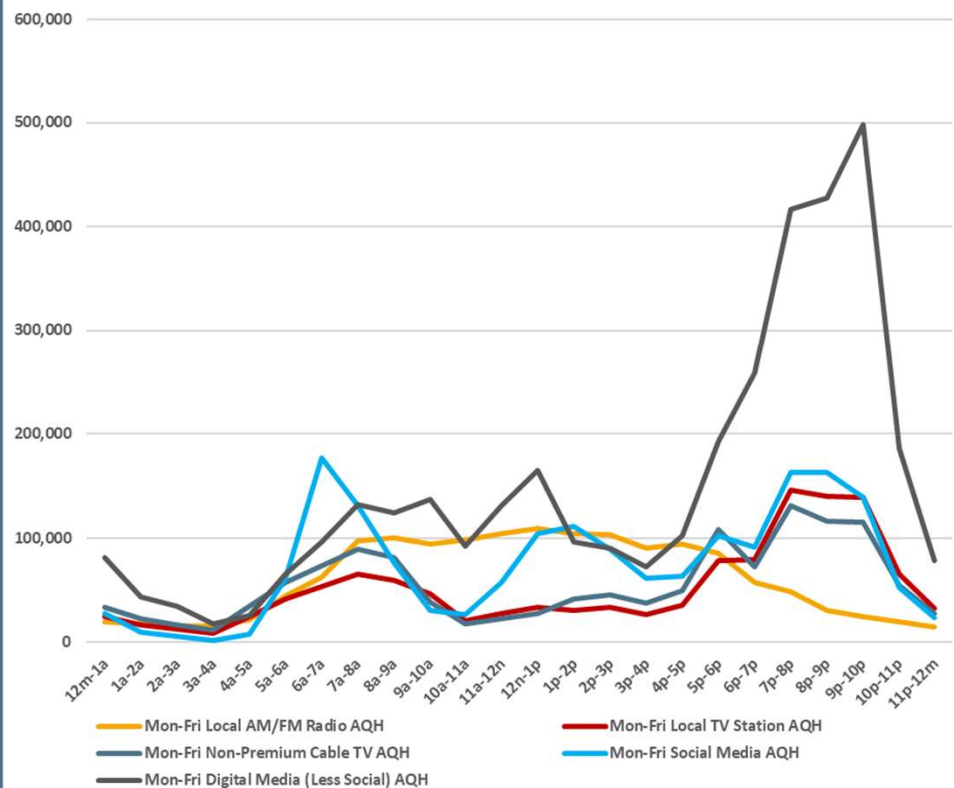


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,131; Local Radio: 19,155; Non-Prem. Cable: 16,502; Social Media: 16,175; Local TV: 11,681 reaching Adults 18 or older who Watched FOX NEWS Channel in the past 7 days.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Watched FOX NEWS Channel in the
past 7 days*



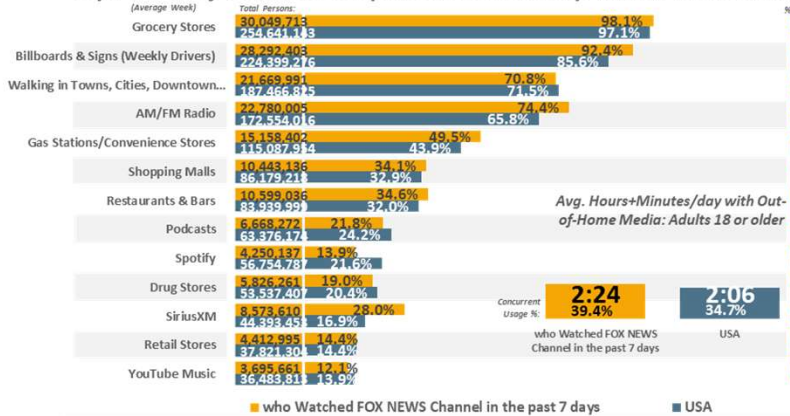
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEPB Metro Area Adults 18 or older*



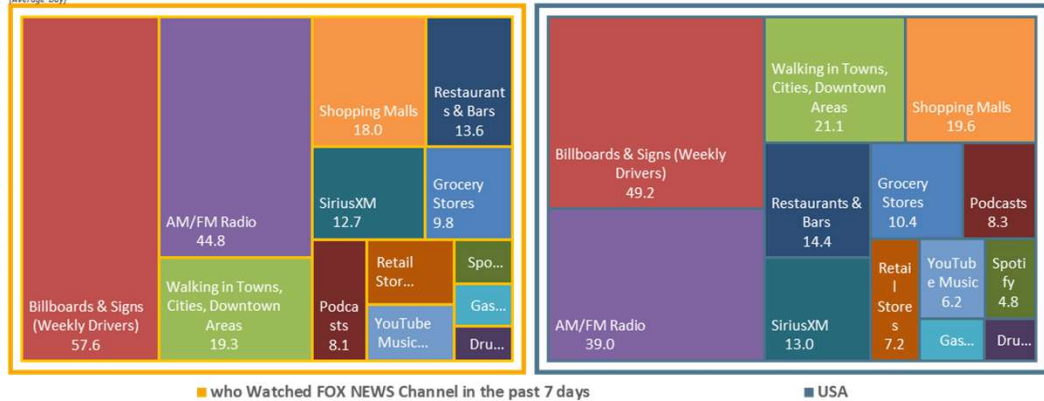


28,292,403 or 92.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minutes/day.

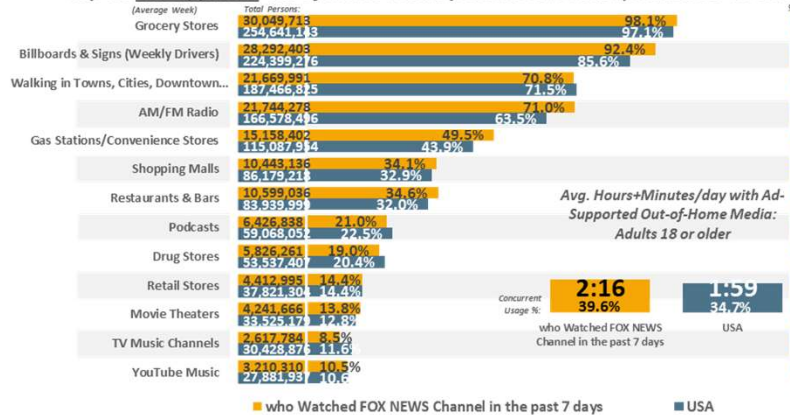
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



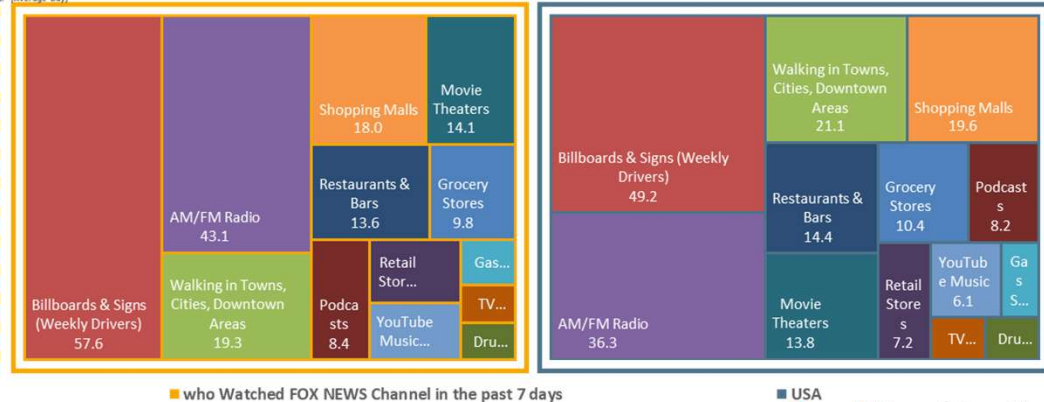
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454
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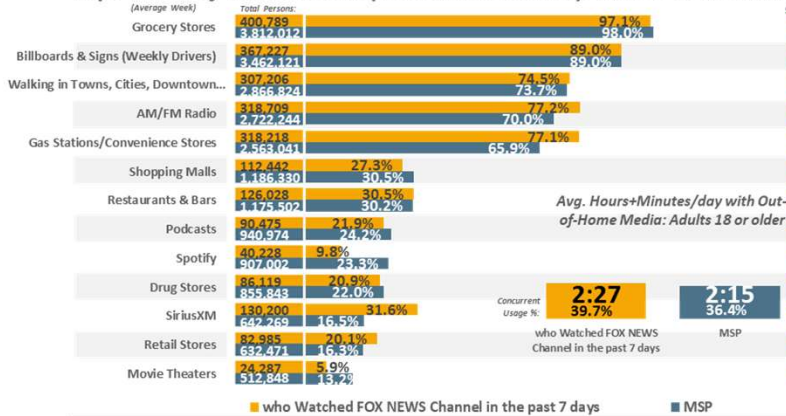
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Cable networks watched past 7 days: FOX News Channel

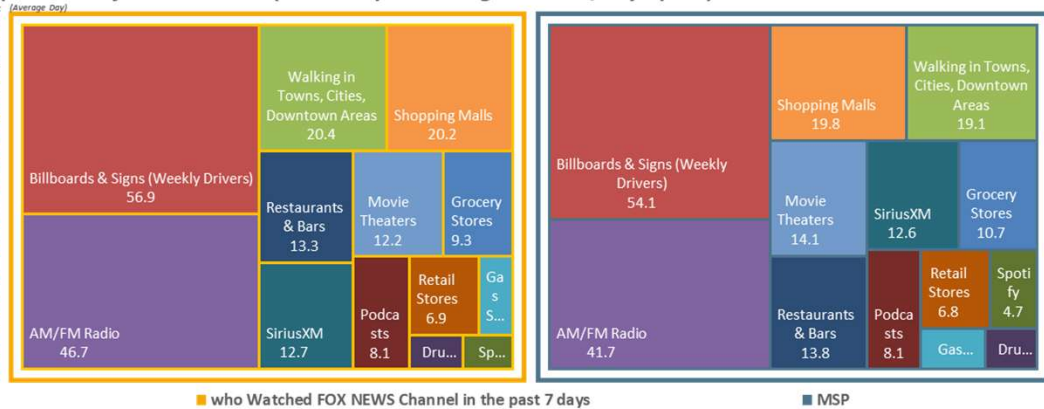


367,227 or 89.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 56.9 minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 44.8 minutes/day.

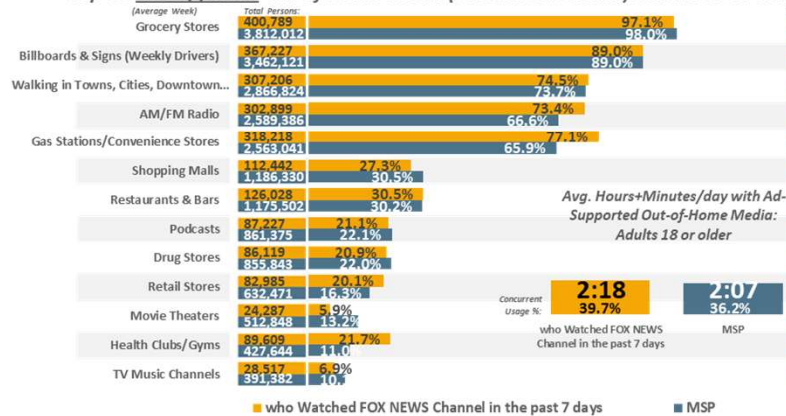
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



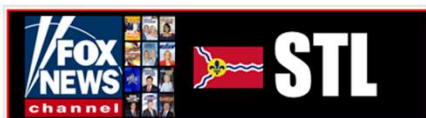
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 236
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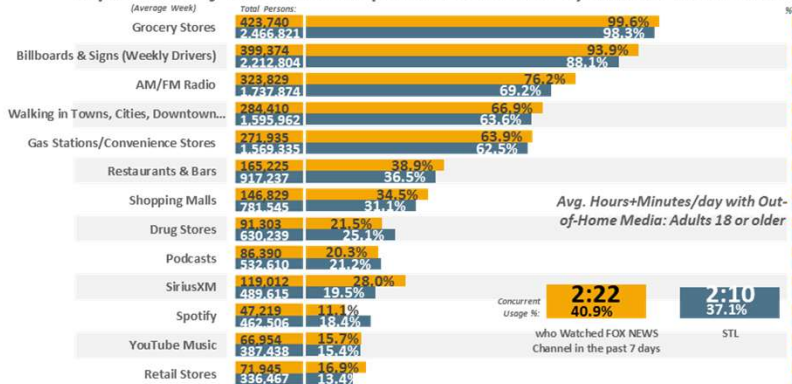
soefa.ai Share of Everything for Anything

Cable networks watched past 7 days: FOX News Channel

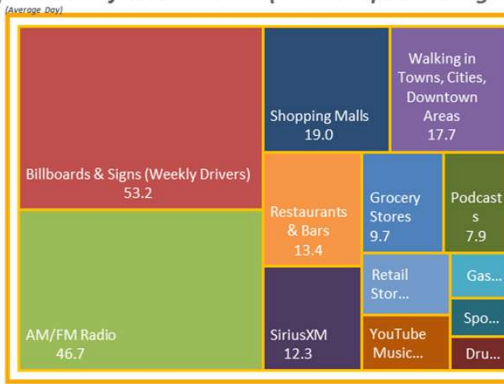


399,374 or 93.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 53.2 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 44.6 minutes/day.

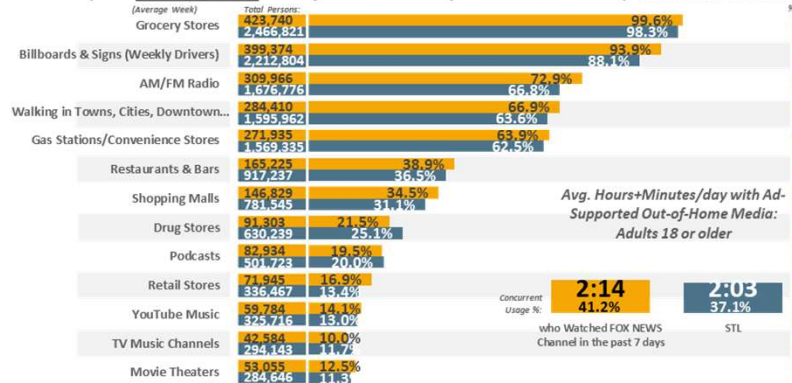
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



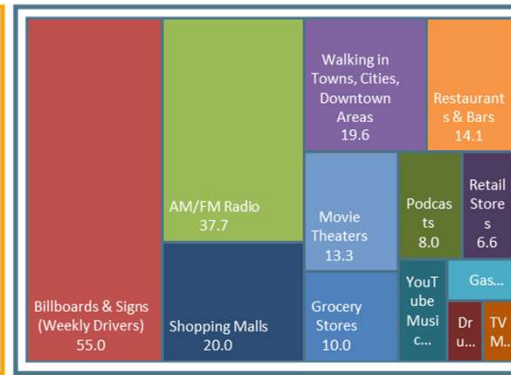
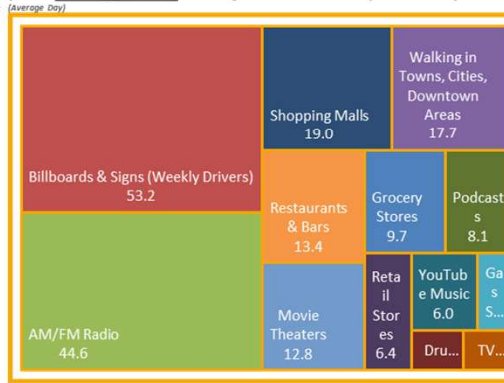
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



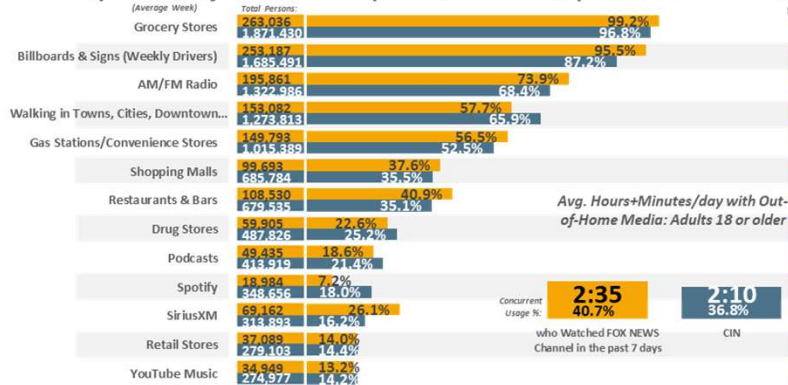
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



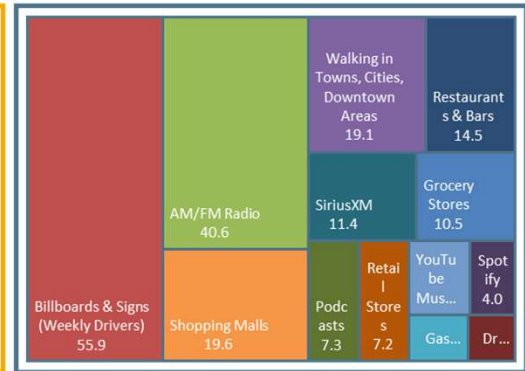
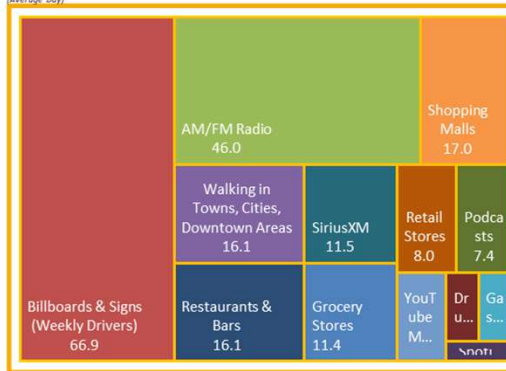


253,187 or 95.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 66.9 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 44.8 minutes/day.

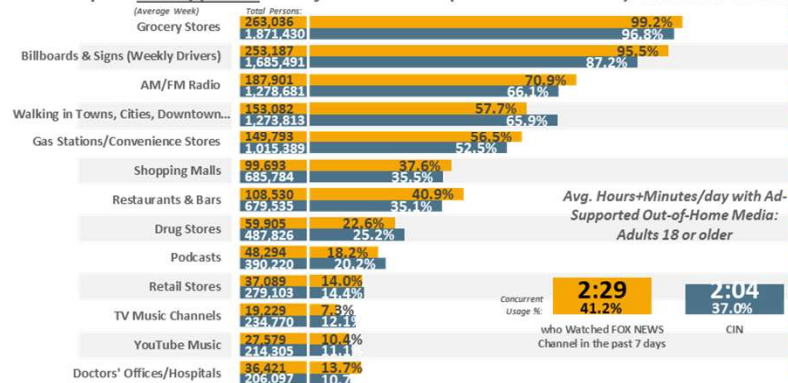
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



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



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



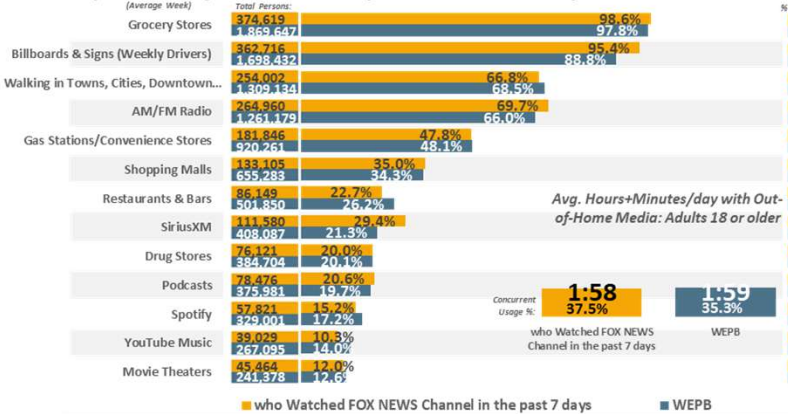
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



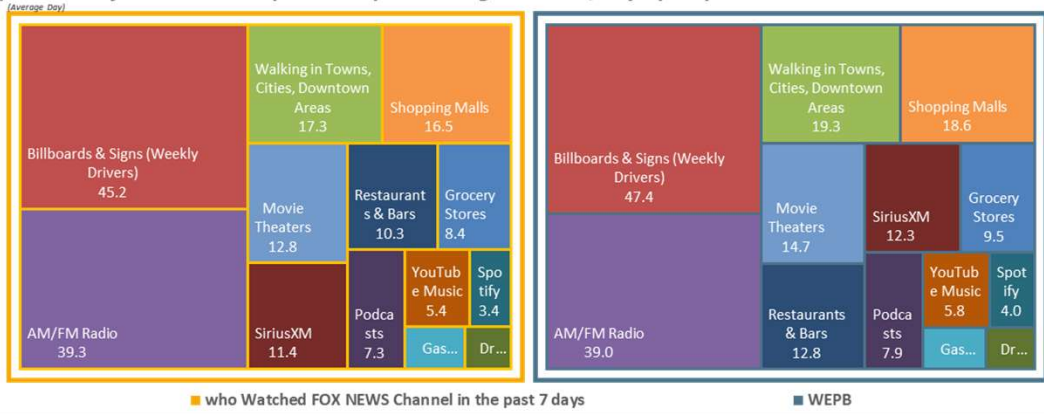


362,716 or 95.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 45.2 minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 38.3 minutes/day.

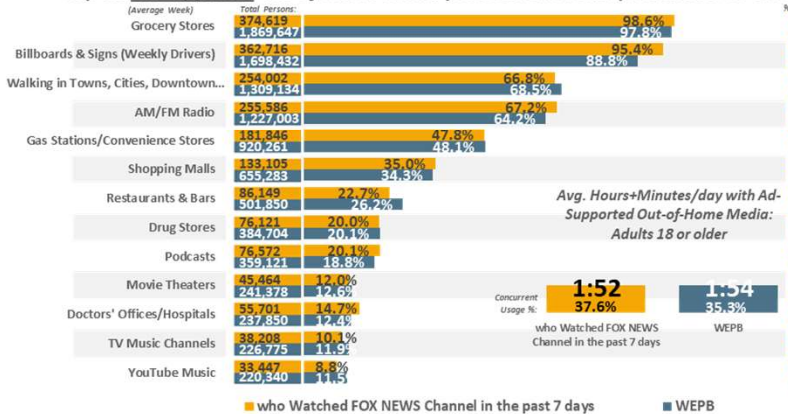
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



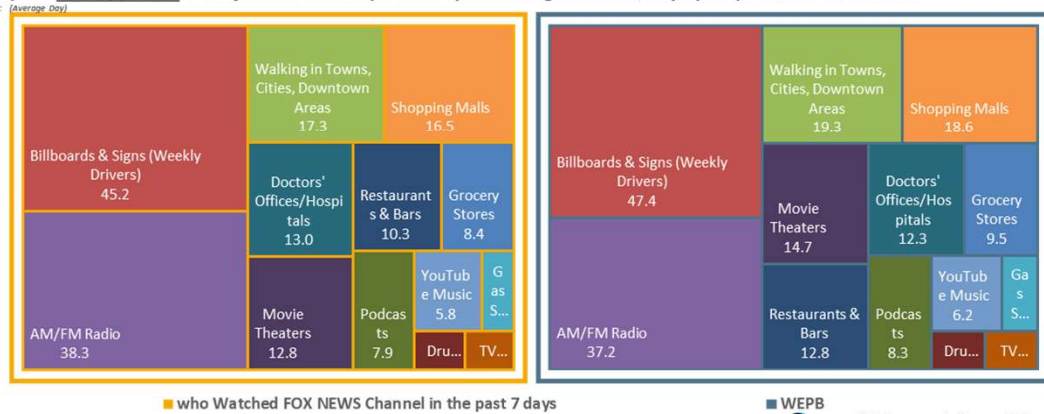
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 557
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Cable networks watched past 7 days: FOX News Channel

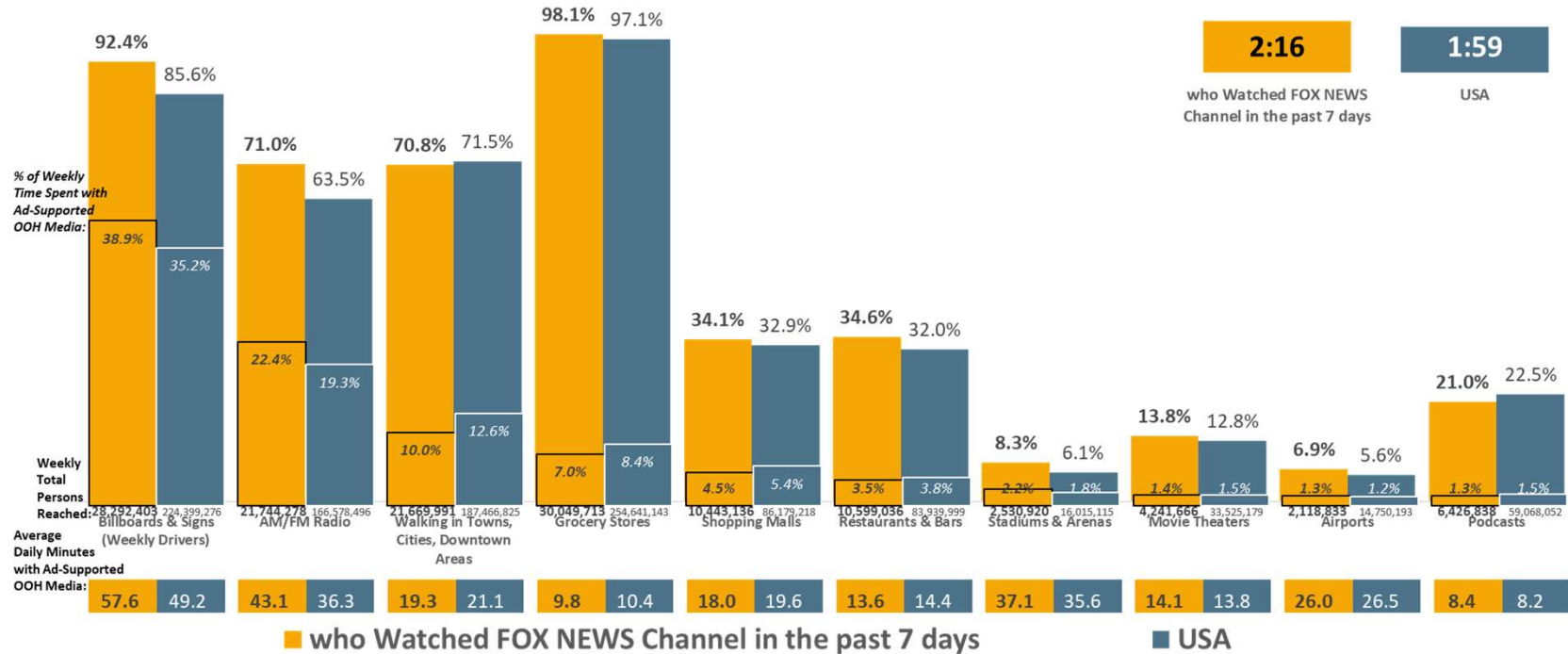


28,292,403 or 92.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 57.6 minutes per day driving, seeing Billboards and Signs representing 38.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly
Reach %

"Share of Ad-Supported OOH Media"



2:16

who Watched FOX NEWS
Channel in the past 7 days

1:59

USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,454 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507
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for Anything

Cable networks watched past 7 days: FOX News Channel

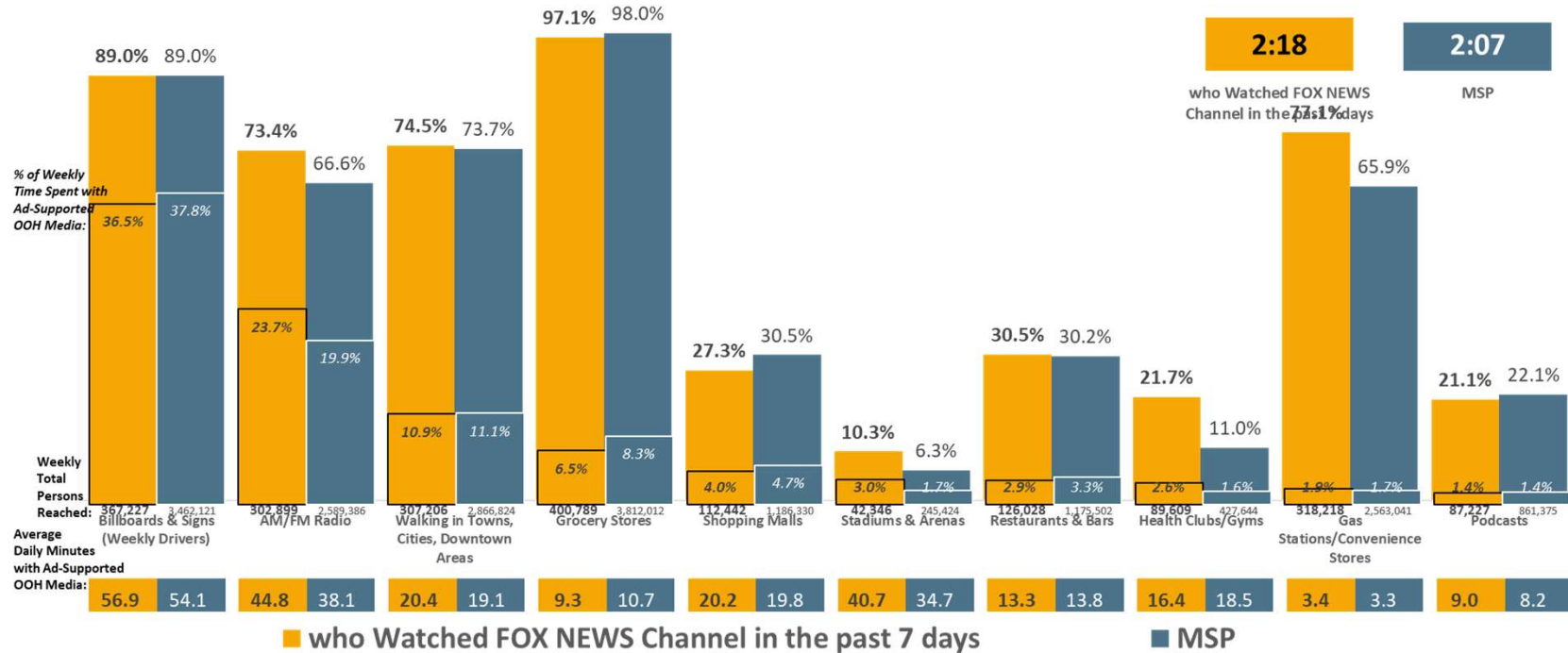


367,227 or 89.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 56.9 minutes per day driving, seeing Billboards and Signs representing 36.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 236 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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Cable networks watched past 7 days: FOX News Channel

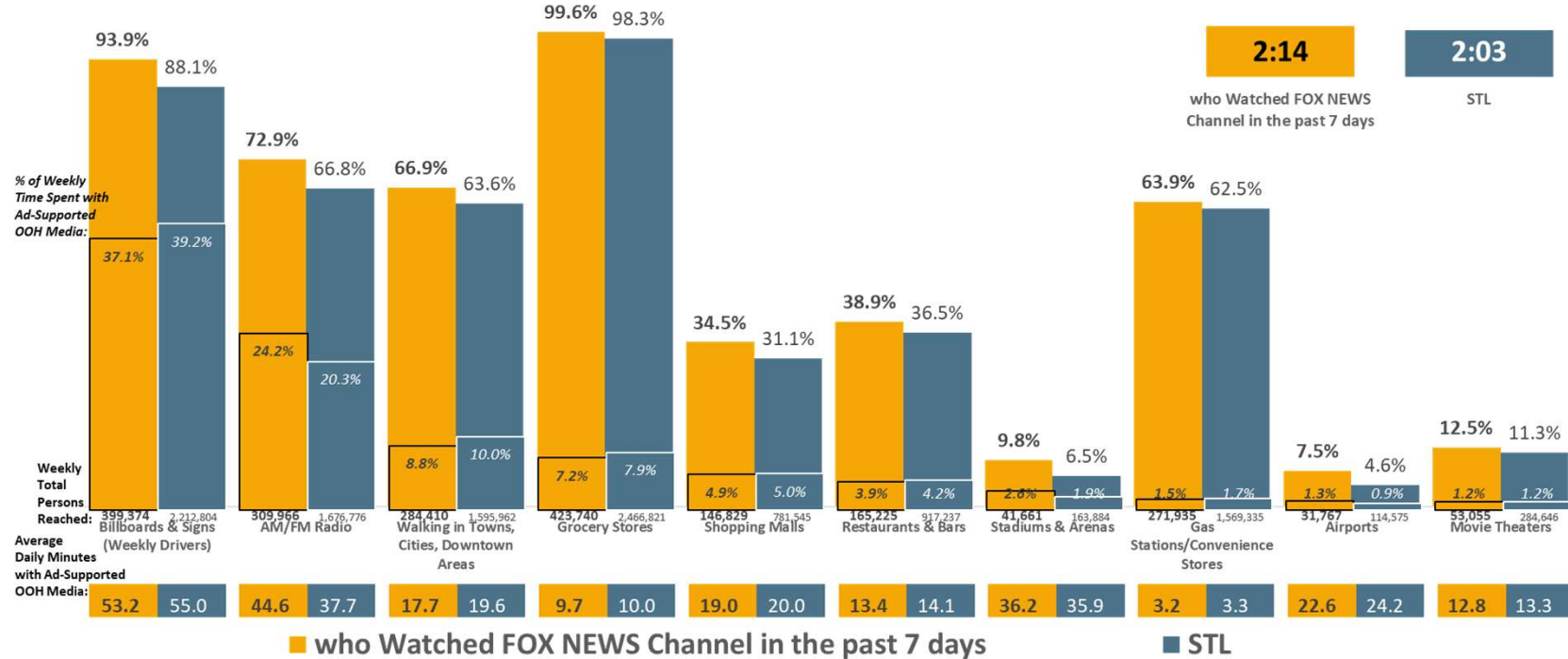


399,374 or 93.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 53.2 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 368
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

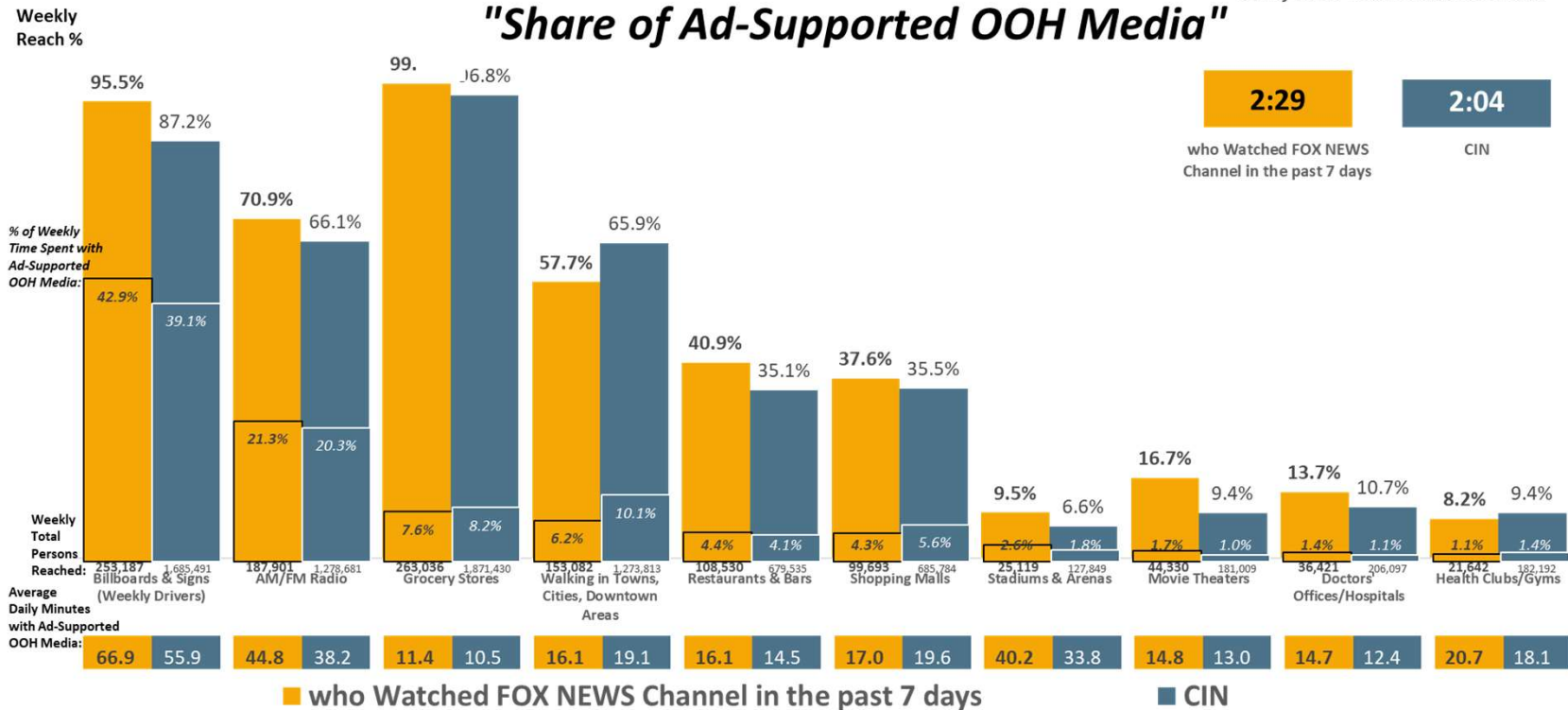
soefa.ai Share of Everything for Anything

Cable networks watched past 7 days: FOX News Channel



253,187 or 95.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 66.9 minutes per day driving, seeing Billboards and Signs representing 42.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 311 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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Cable networks watched past 7 days: FOX News Channel

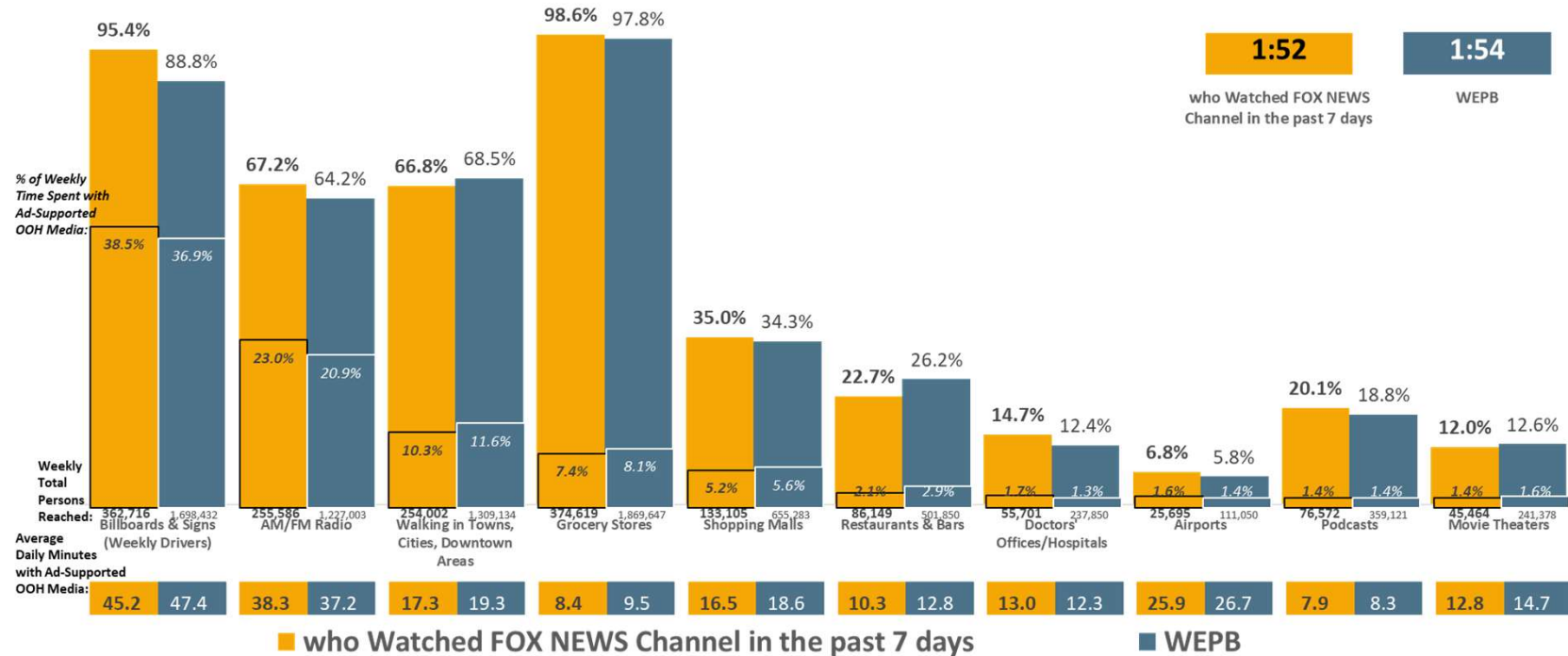


362,716 or 95.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 45.2 minutes per day driving, seeing Billboards and Signs representing 38.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WEPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 557 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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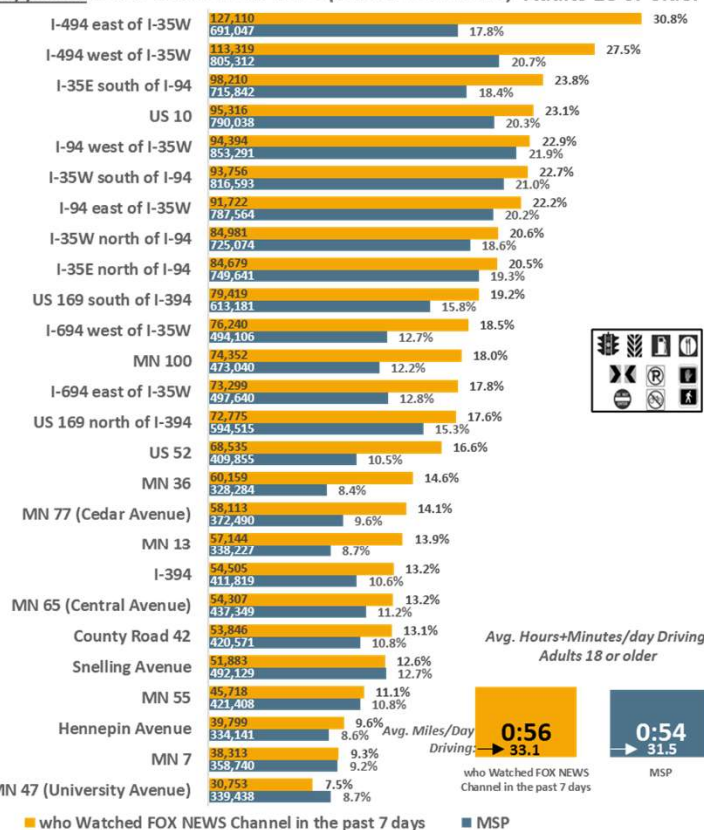
soefa.ai Share of Everything for Anything

Cable networks watched past 7 days: FOX News Channel

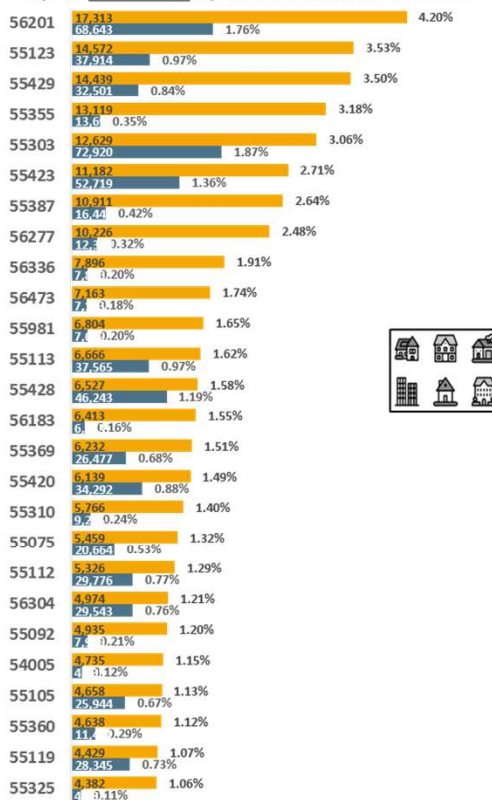


367,227 or 89.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 56.9 minutes per day driving an average of 33.1 miles each day and are 73.4% more likely to use I-494 east of I-35W than the Metro average.

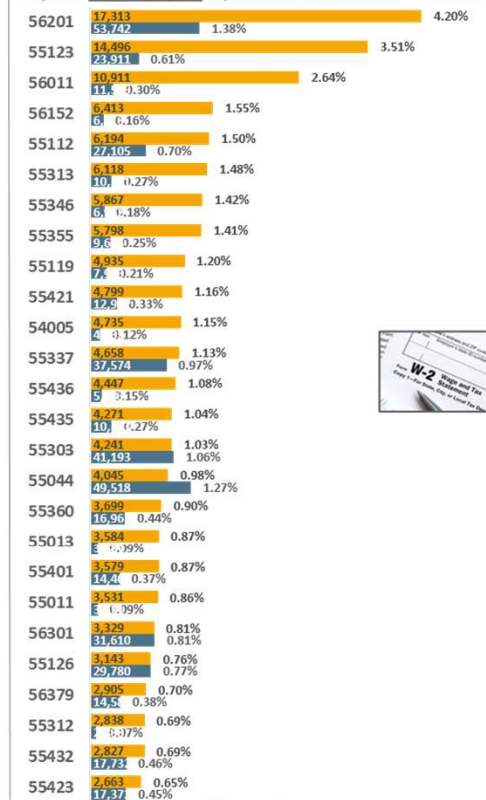
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



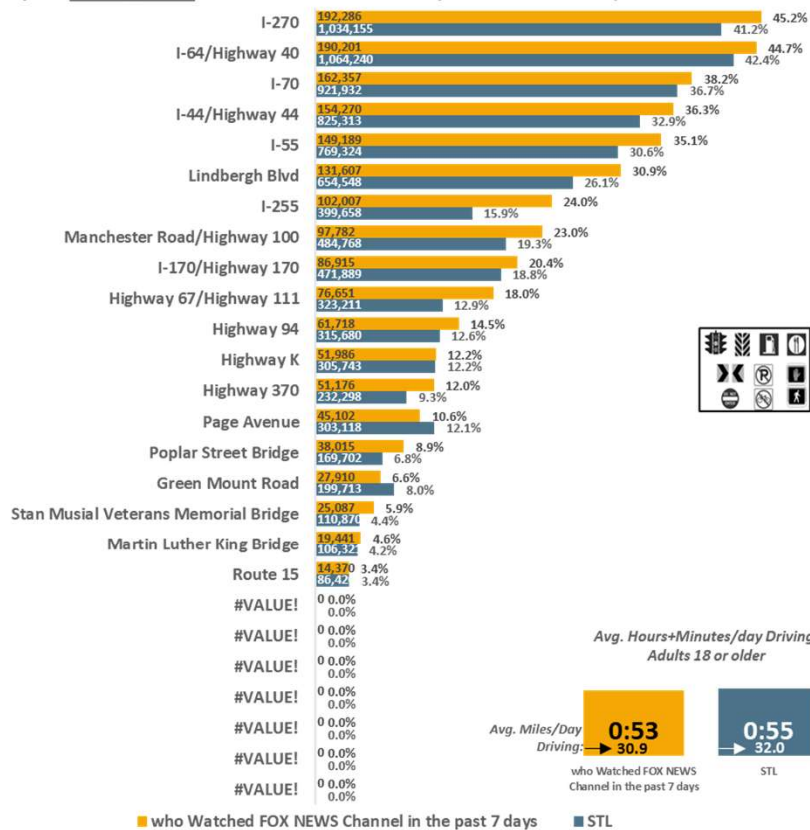
Top-26 Employment Zip Codes: Adults 18 or older



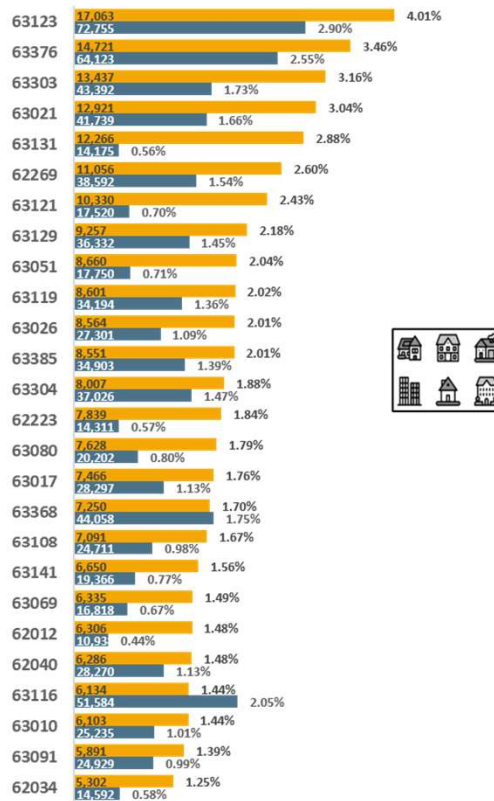


399,374 or 93.9% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 53.2 minutes per day driving an average of 30.9 miles each day and are 50.7% more likely to use I-255 than the Metro average.

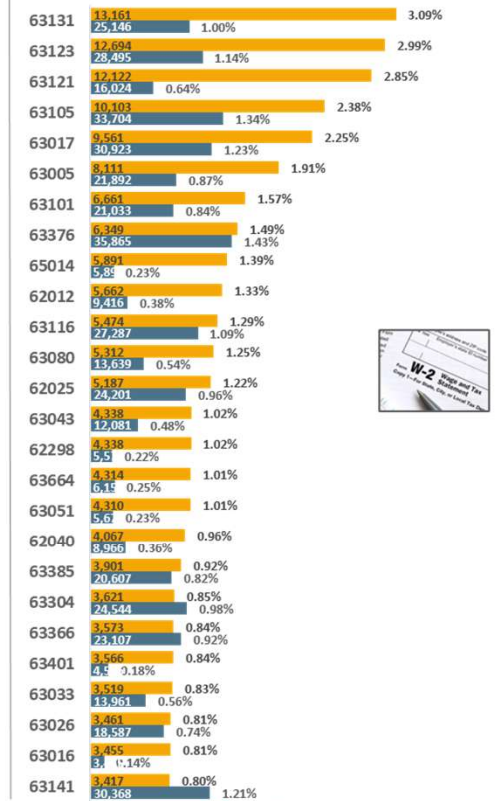
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



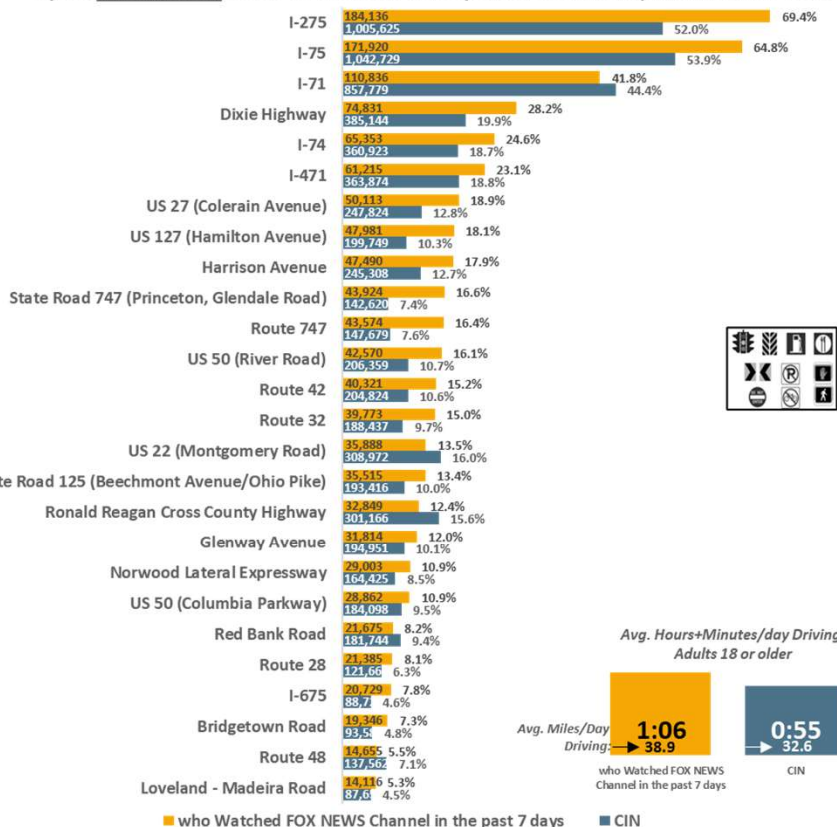
Top-26 Employment Zip Codes: Adults 18 or older



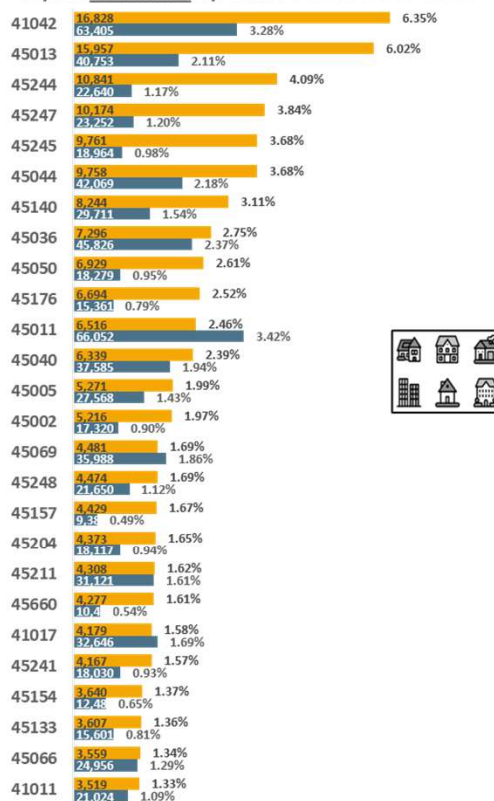


253,187 or 95.5% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 66.9 minutes per day driving an average of 38.9 miles each day and are 124.6% more likely to use State Road 747 (Princeton, Glendale Road) than the

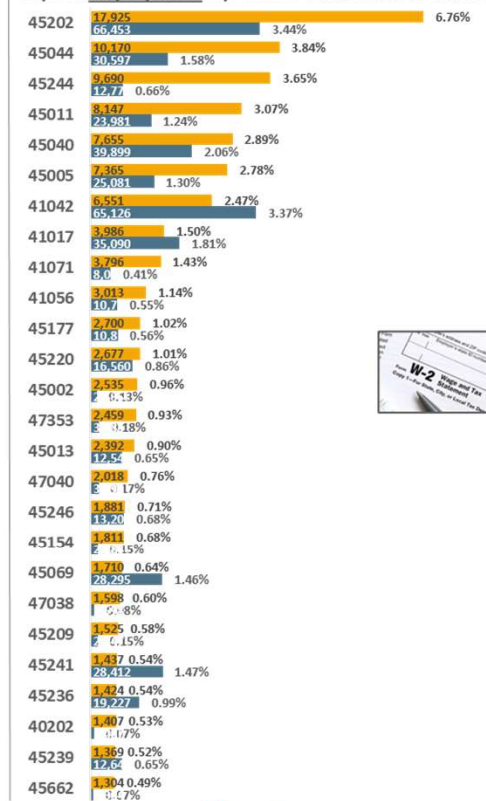
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



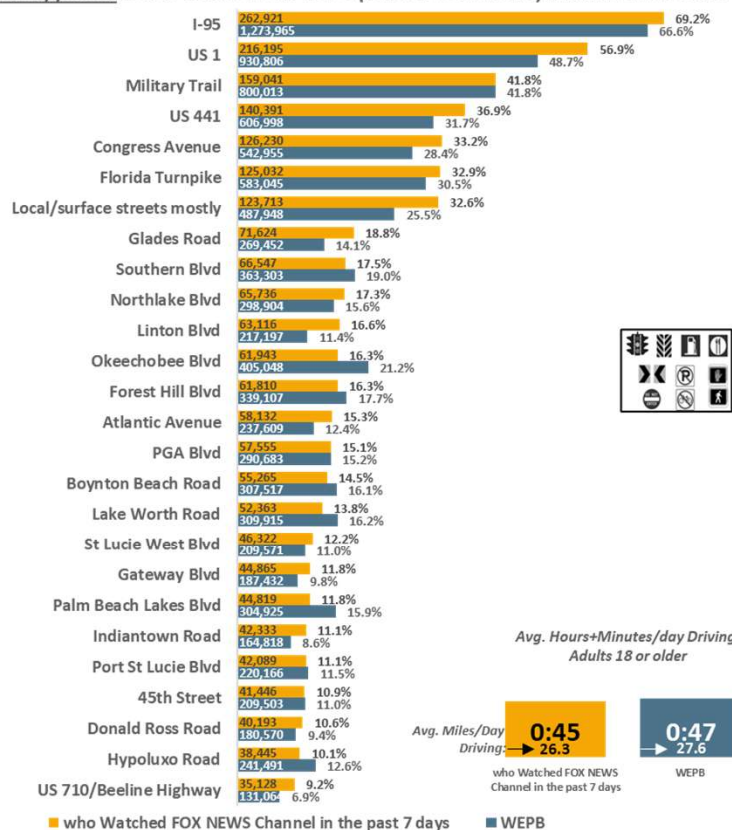
Top-26 Employment Zip Codes: Adults 18 or older





362,716 or 95.4% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days spend an average of 45.2 minutes per day driving an average of 26.3 miles each day and are 46.2% more likely to use Linton Blvd than the Metro average.

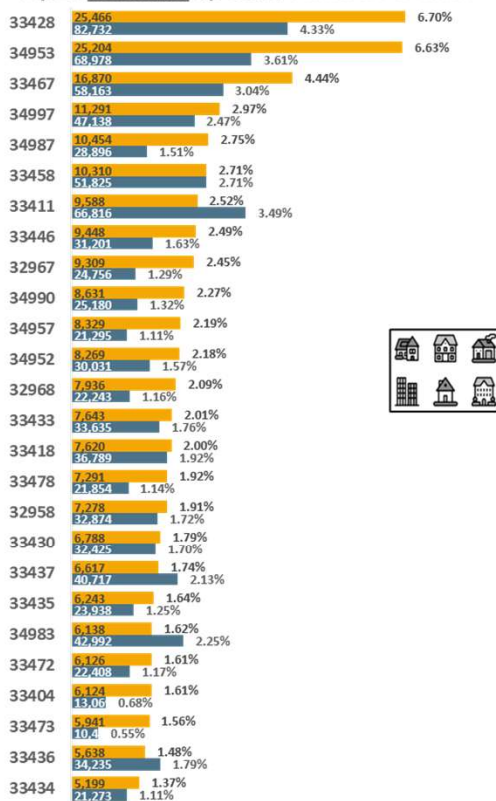
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



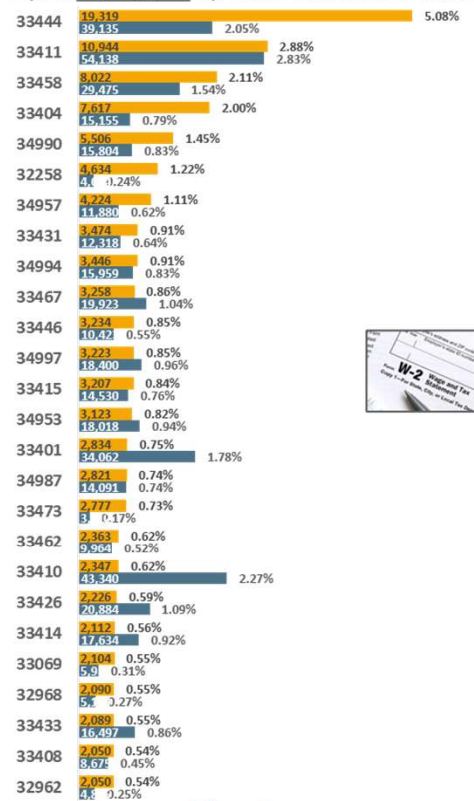
Avg. Hours+Minutes/day Driving:
Adults 18 or older



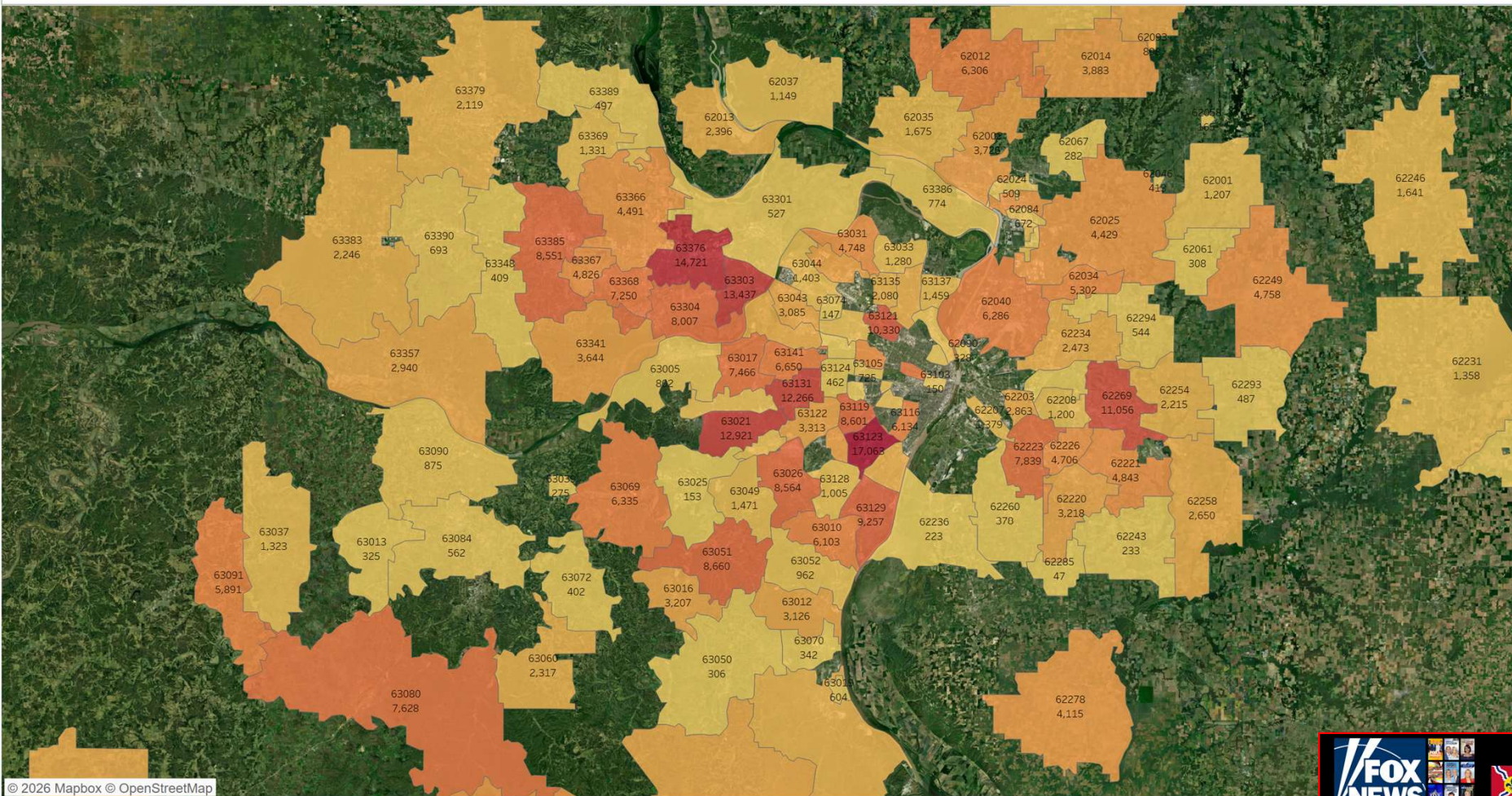
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



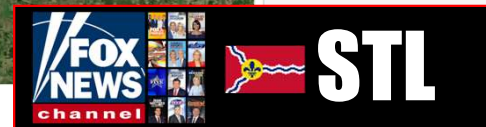
Top Residential Zip Codes: (Adults 18 or older who Watched FOX NEWS Channel in the past 7 days)



SUM(Adults 18 or older...

47 17,063

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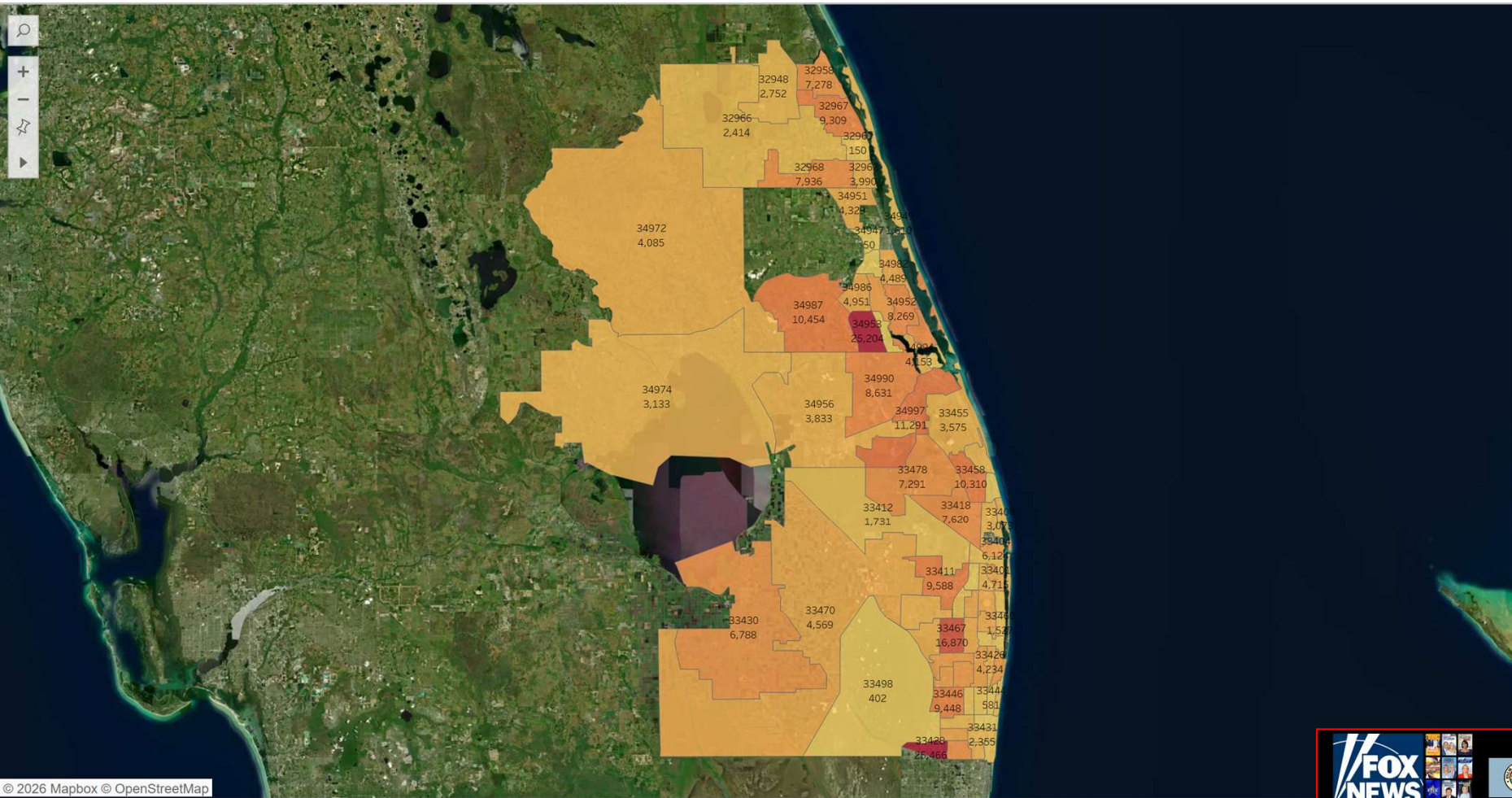


STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 368
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Cable networks watched past 7 days: FOX News Channel

Top Residential Zip Codes: (Adults 18 or older who Watched FOX NEWS Channel in the past 7 days)



SUM(Adults 18 or older...



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WEPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 557
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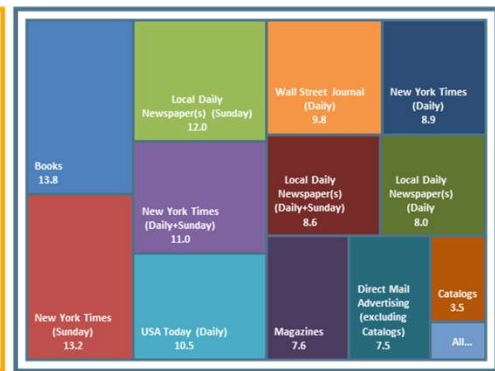
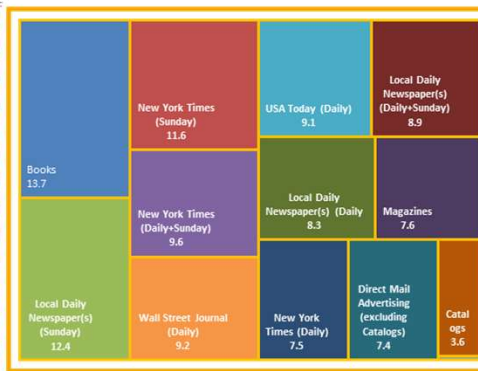
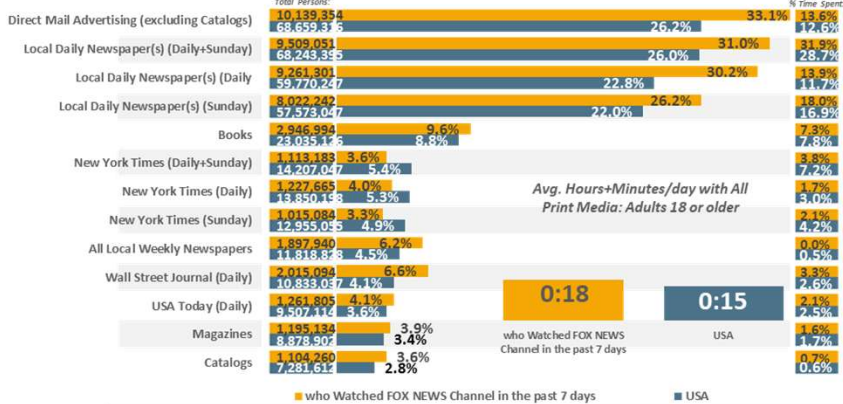
soefa.ai Share of Everything for Anything

Cable networks watched past 7 days: FOX News Channel

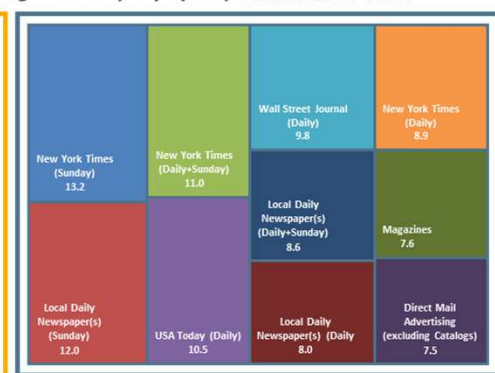
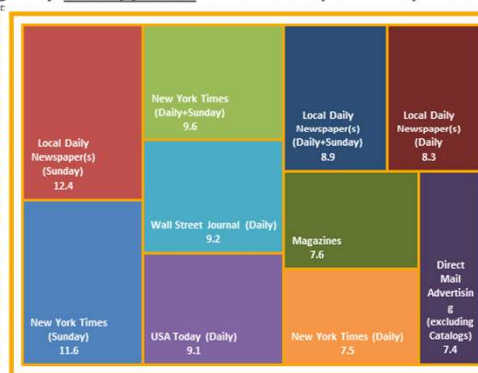
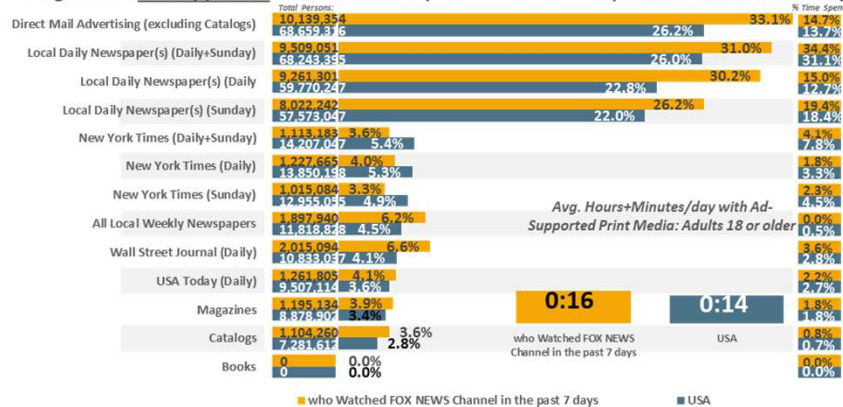


9,509,051 or 31.% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

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



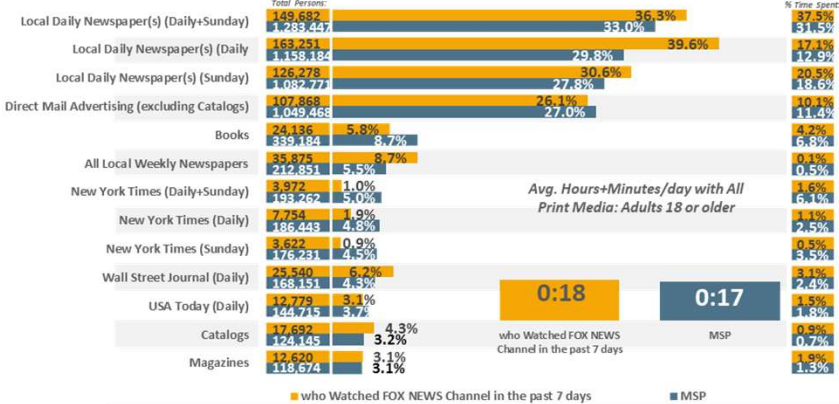
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



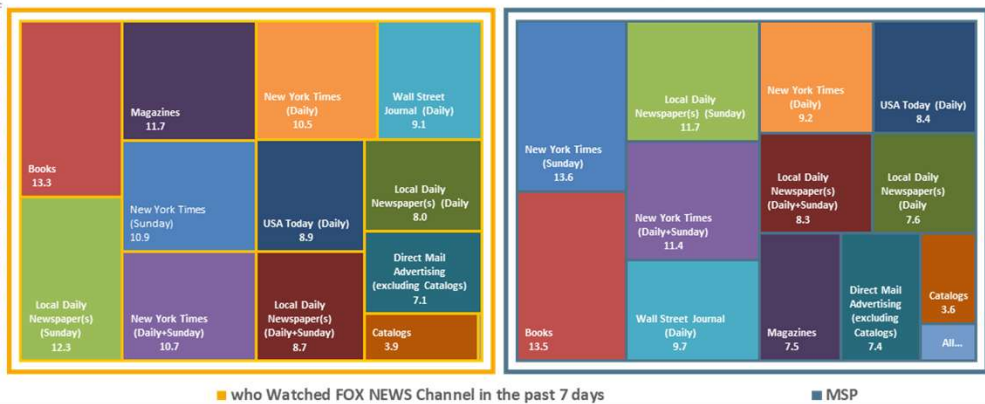


149,682 or 36.3% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 39.2% of all time spent daily with All forms of Print Media.

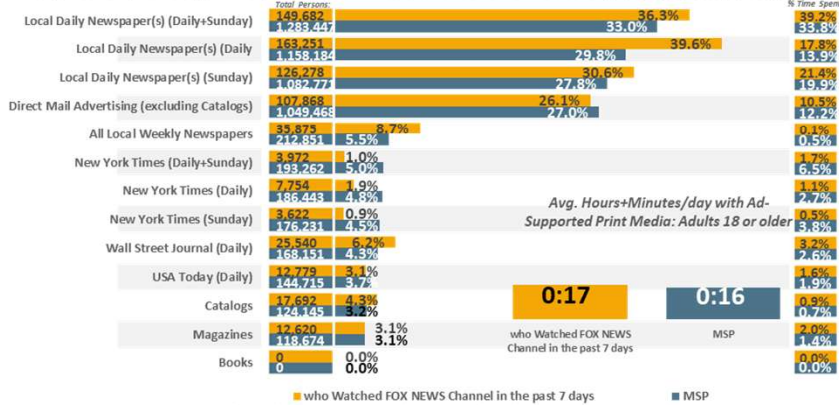
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



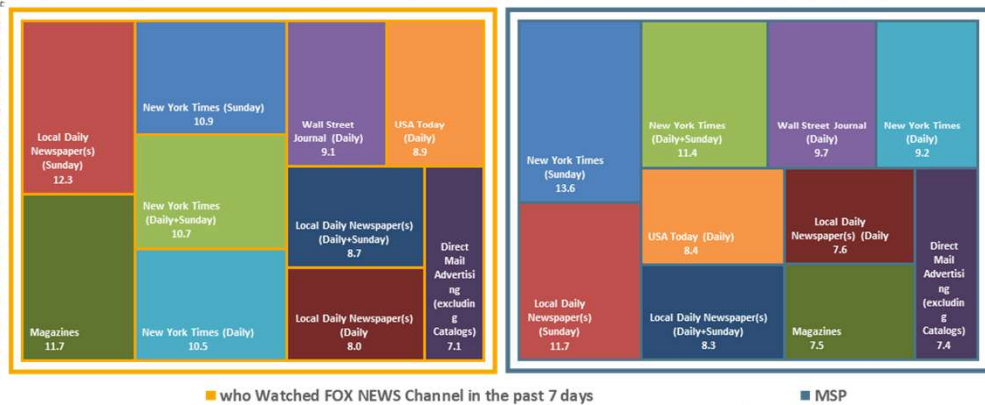
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



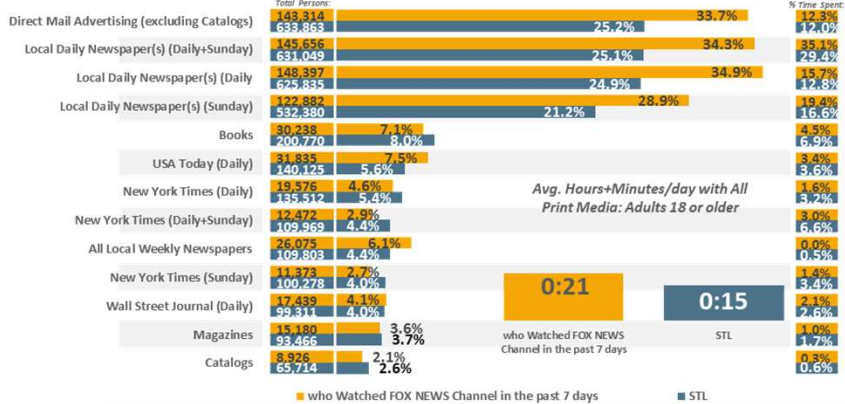
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





145,656 or 34.3% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 36.8% of all time spent daily with All forms of Print Media.

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

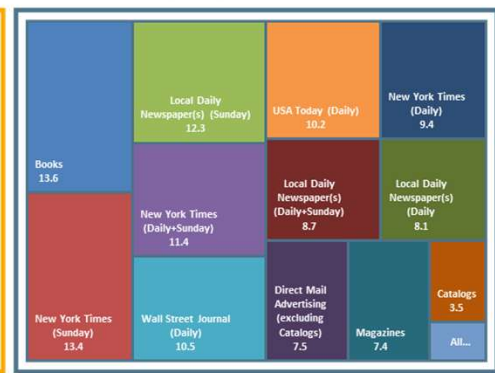
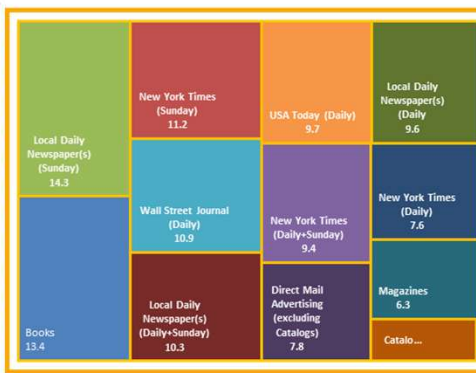


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

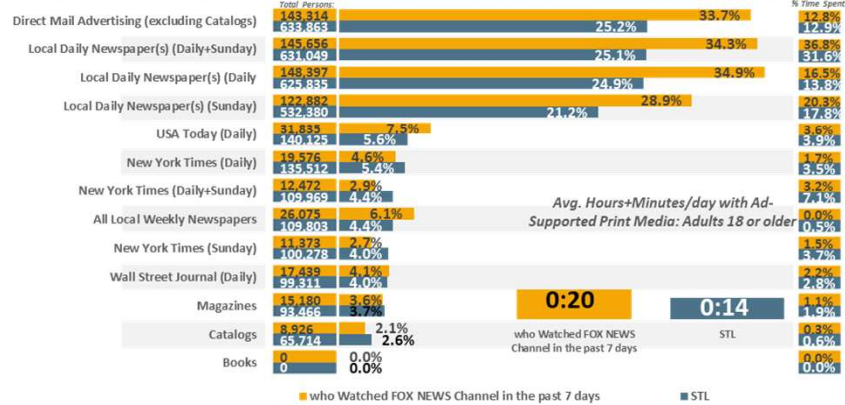
0:21

0:15

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

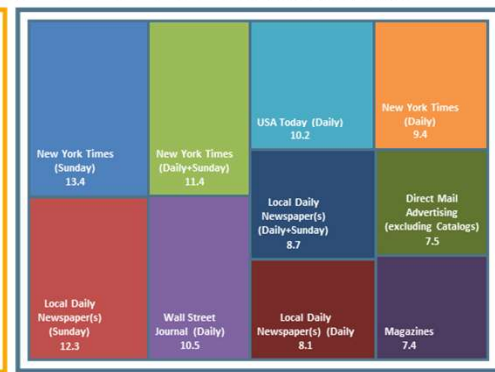


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:20

0:14

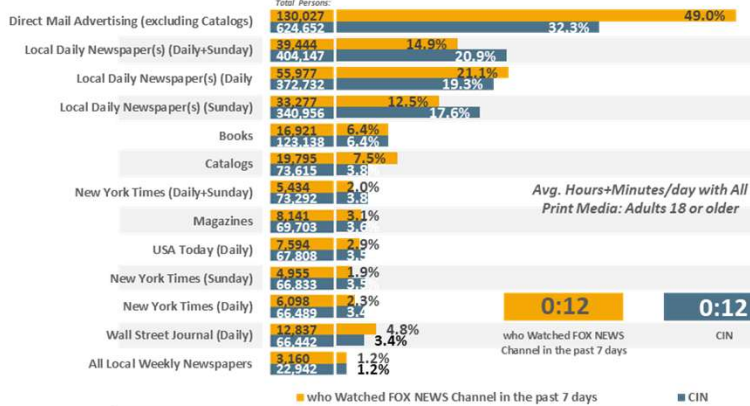
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



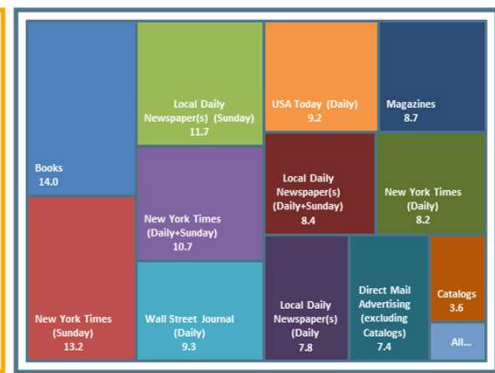
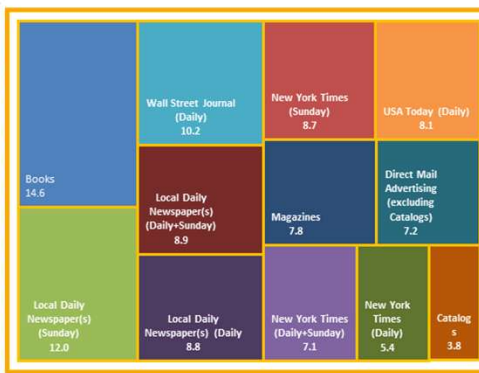


130,027 or 49.0% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days read Direct Mail Advertising (excluding Catalogs) for an average of 7.2 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

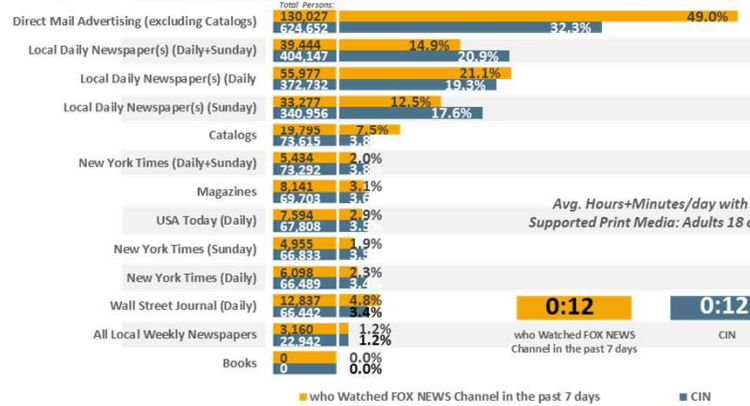
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



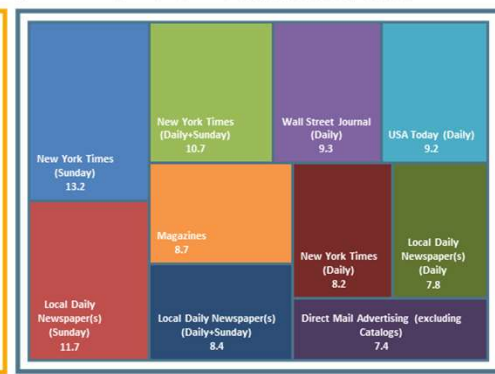
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



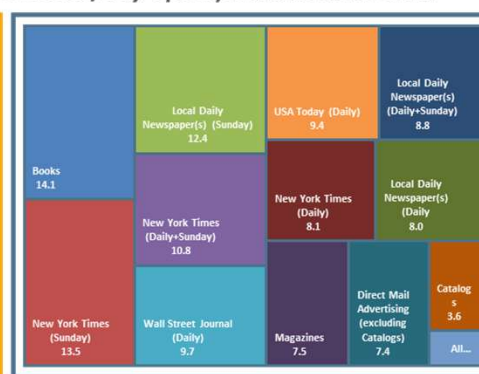
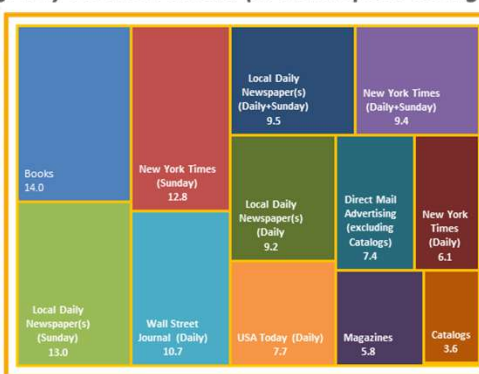
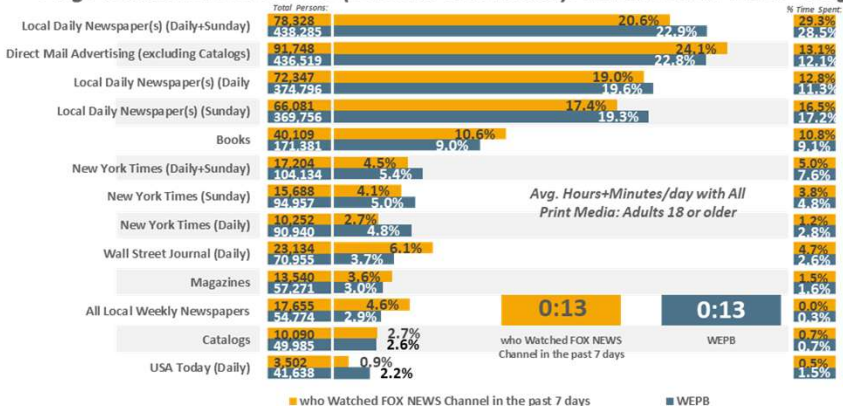
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



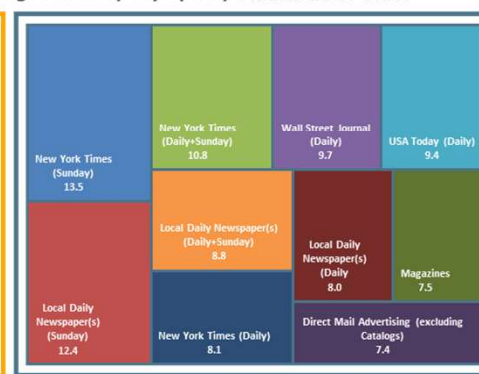
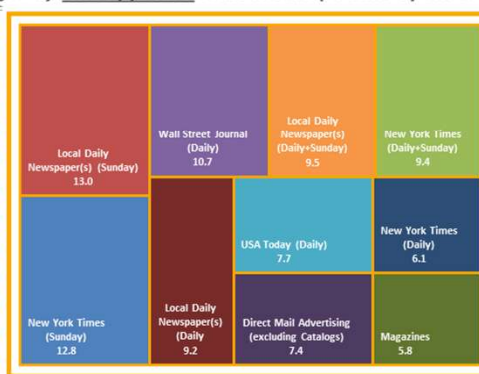
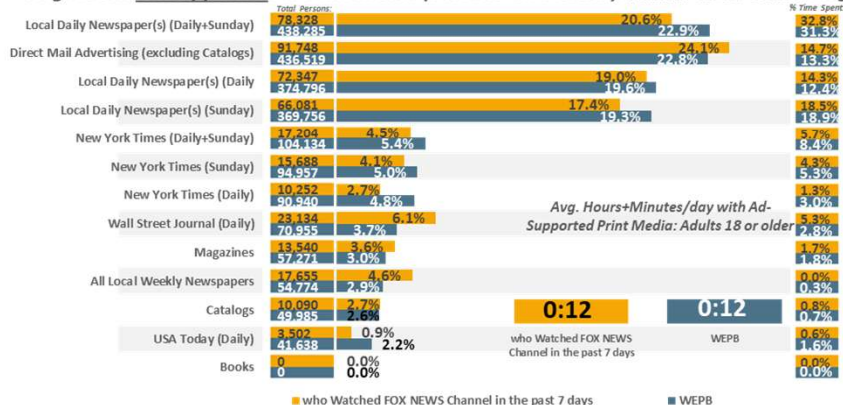


78,328 or 20.6% of Adults 18 or older who Watched FOX NEWS Channel in the past 7 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 32.8% of all time spent daily with All forms of Print Media.

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



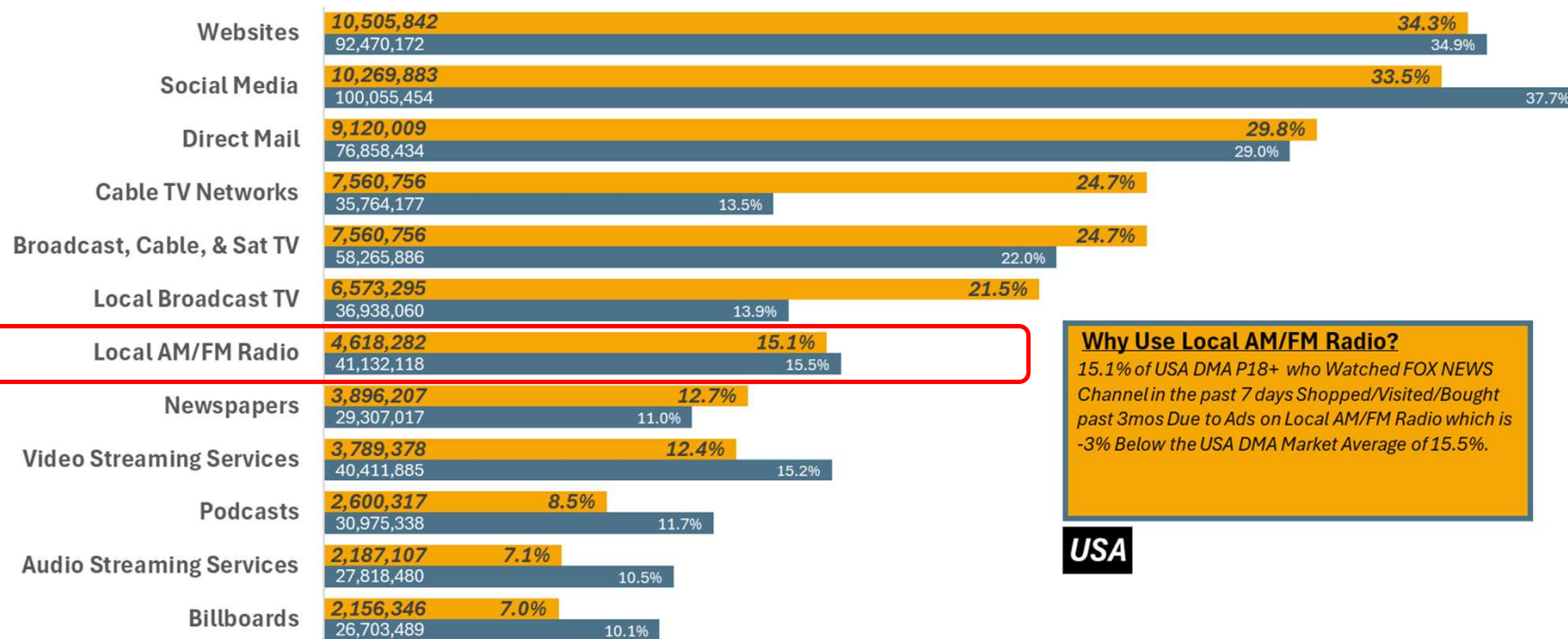
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.1% of USA DMA P18+ who Watched FOX NEWS Channel in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the USA DMA Market Average of 15.5%.

USA

■ P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 3454
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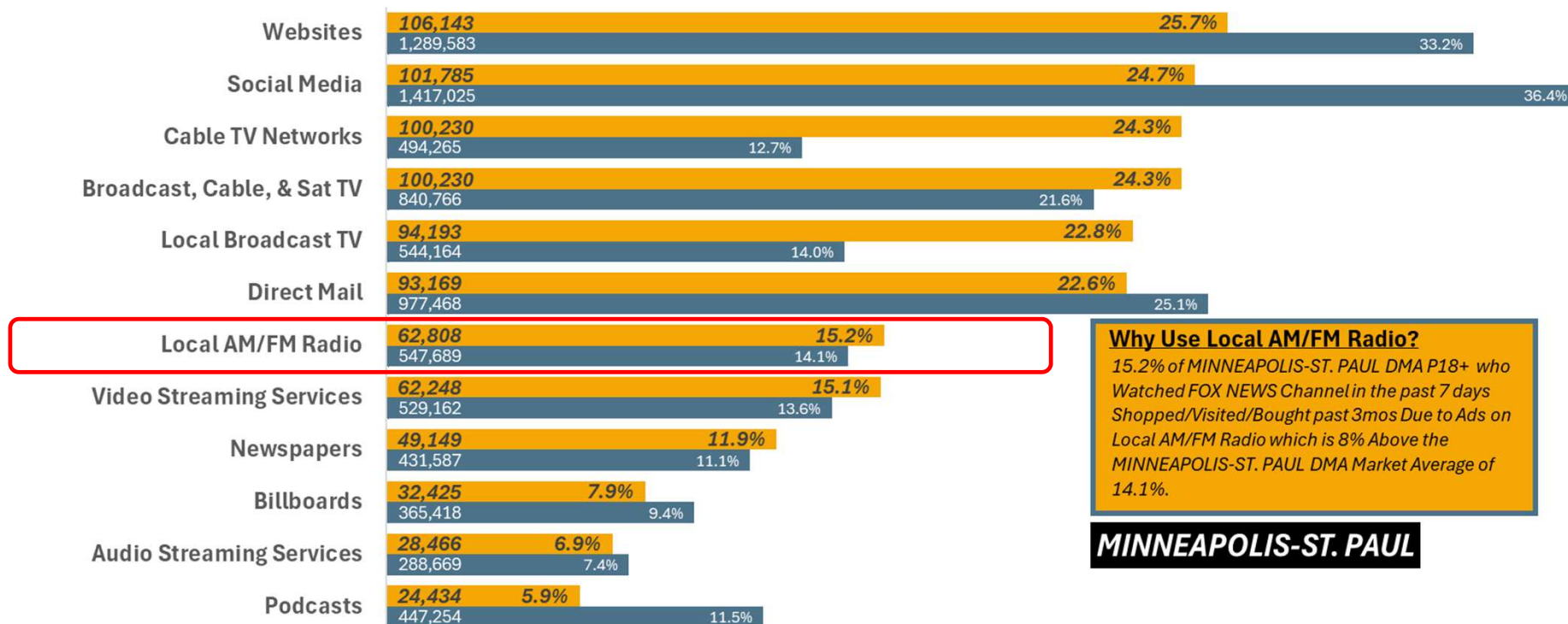
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Cable networks watched past 7 days: FOX News Channel



"Advertising Actions"

P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.2% of MINNEAPOLIS-ST. PAUL DMA P18+ who Watched FOX NEWS Channel in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

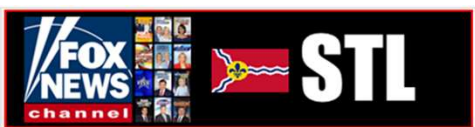
■ P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 236
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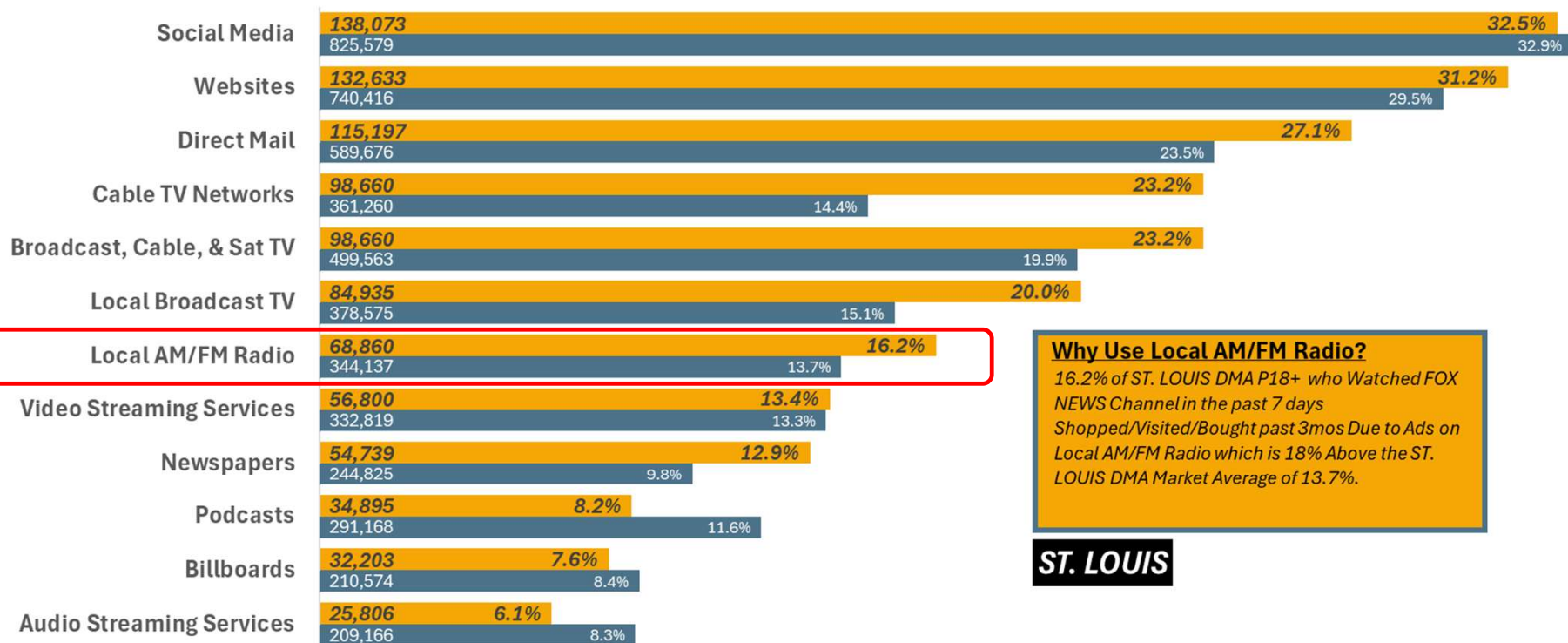
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Cable networks watched past 7 days: FOX News Channel



"Advertising Actions"

P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.2% of ST. LOUIS DMA P18+ who Watched FOX NEWS Channel in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 18% Above the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

■ P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 368
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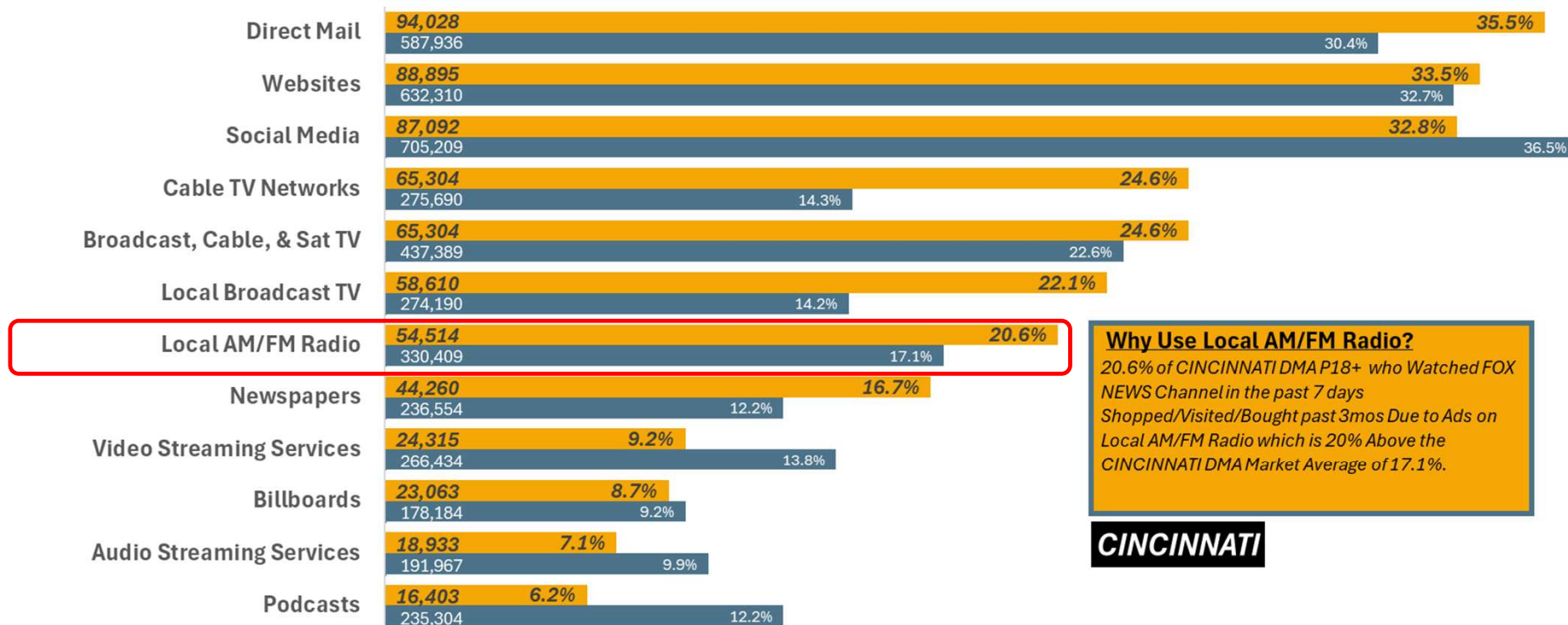
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Cable networks watched past 7 days: FOX News Channel



"Advertising Actions"

P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.6% of CINCINNATI DMA P18+ who Watched FOX NEWS Channel in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

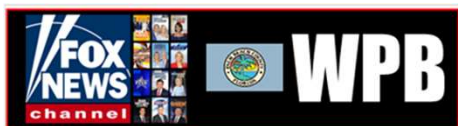
■ P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 311
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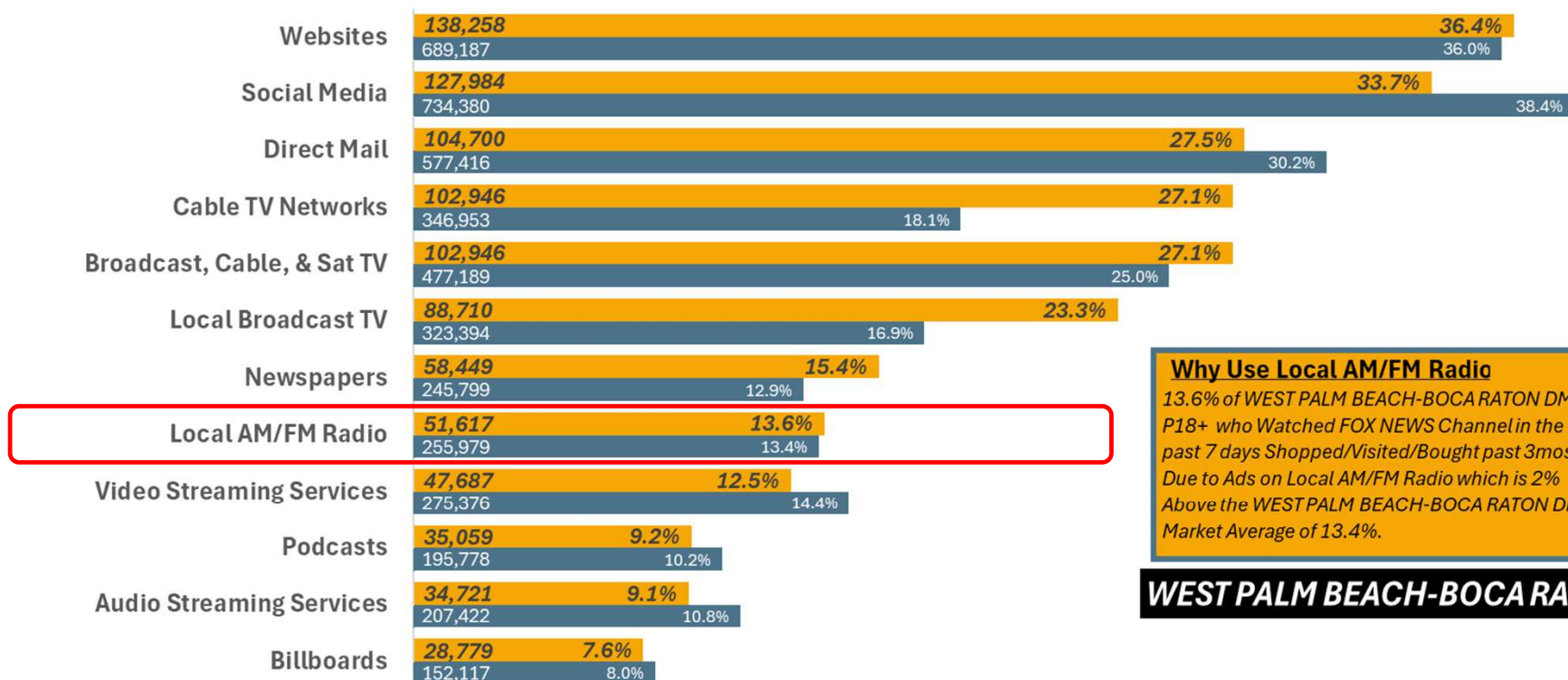
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Cable networks watched past 7 days: FOX News Channel



"Advertising Actions"

P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

13.6% of WEST PALM BEACH-BOCA RATON DMA P18+ who Watched FOX NEWS Channel in the past 7 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Watched FOX NEWS Channel in the past 7 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 557

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Cable networks watched past 7 days: FOX News Channel