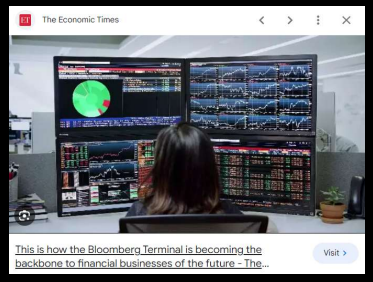
USA+4 More DMAs – P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK in the next 12 mos!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P25-54 Parents of Children Ages 2-17 who Plan to Visit an INDOOR WATER PARK in the next 12 months** as of July 31, 2025.



GREAT WOLF LODGE®







GREAT WOLF LODGE USA

GREAT WOLF LODGE MSP

GREAT WOLF LODGE STL

GREAT WOLF LODGE CIN

GREAT WOLF LODGE WPB

P25-54

Blackstone APOLLO Centerbridge

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

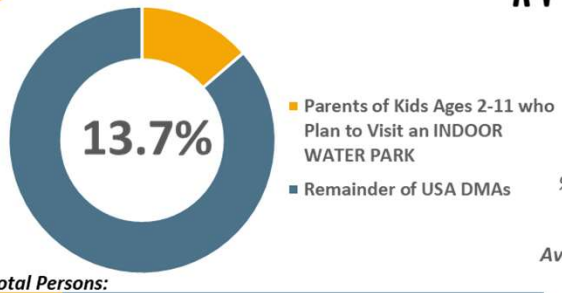
HUBBARD BROADCASTING INC. HB INC.

[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

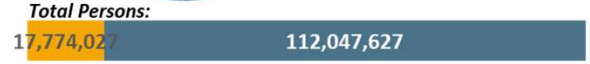


13.7% or 17,774,027 of USA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Typical Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 39.5 years old (1.2% younger than average) and have a $122,873 (23.3% higher than average) annual household income.

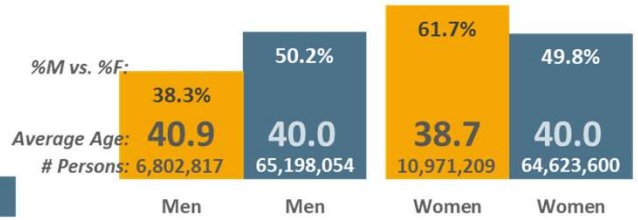
Percent of Market: Adults 25 - 54



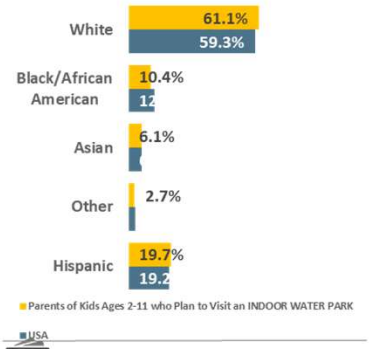
Total Persons:



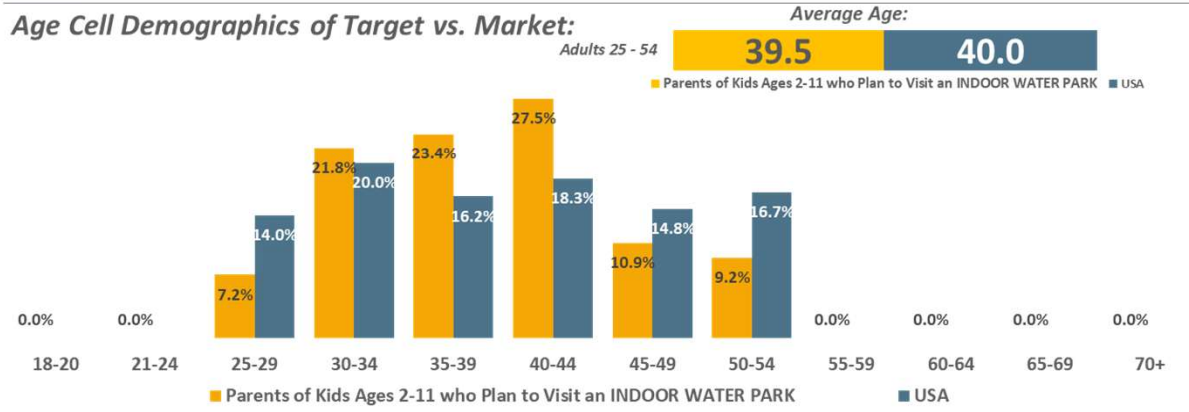
Gender of Target vs. Market: Adults 25 - 54



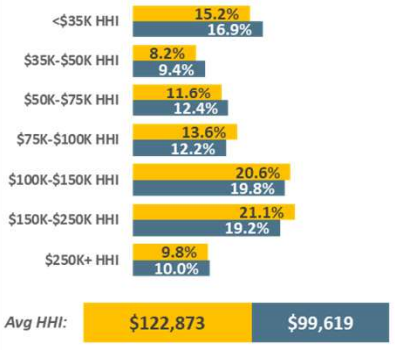
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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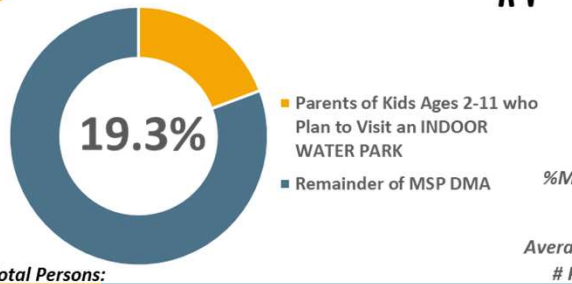
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

19.3% or 365,516 of MSP DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Typical Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 39.2 years old (1.7% younger than average) and have a $124,255 (7.7% higher than average) annual household income.

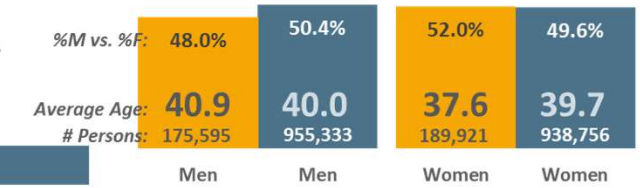
Percent of Market: Adults 25 - 54



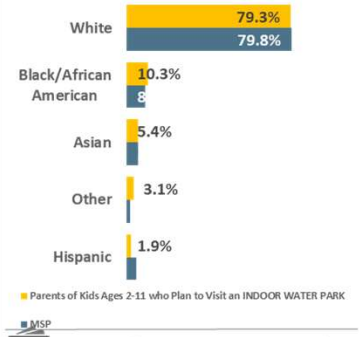
Total Persons:



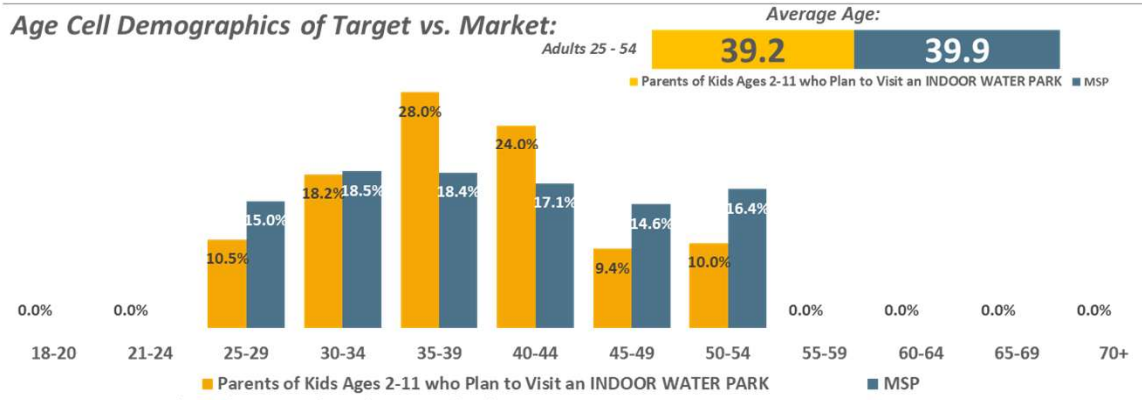
Gender of Target vs. Market: Adults 25 - 54



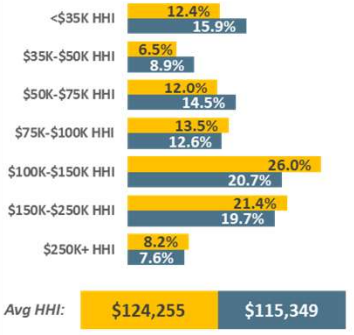
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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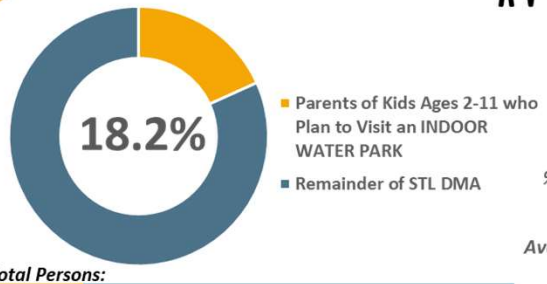
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

GREAT WOLF LODGE STL

18.2% or 215,405 of STL DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Typical Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 38.5 years old (4.2% younger than average) and have a $110,101 (9.6% higher than average) annual household income.

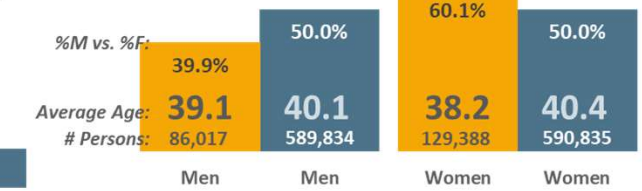
Percent of Market: Adults 25 - 54



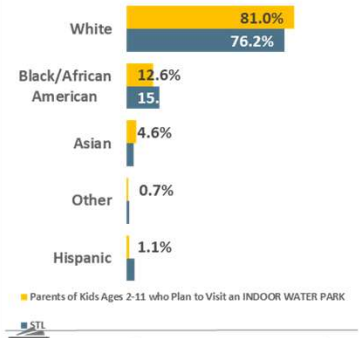
Total Persons:

215,405	965,264

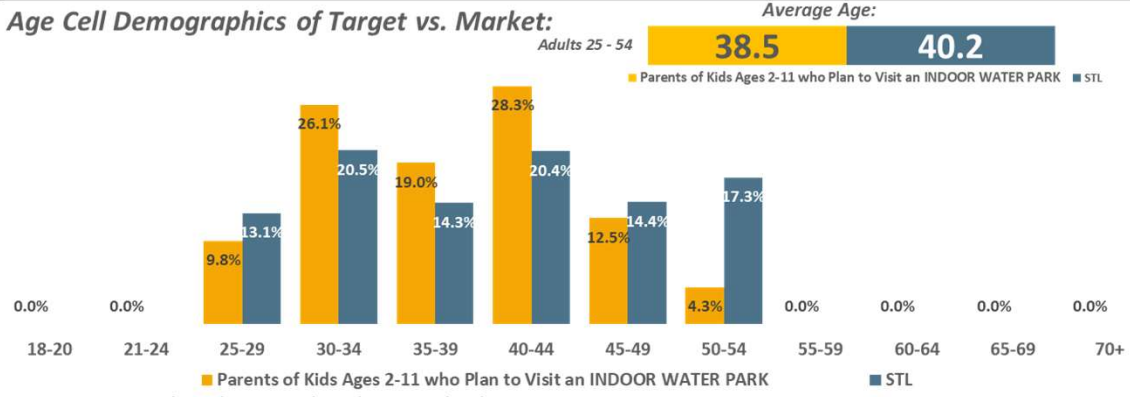
Gender of Target vs. Market: Adults 25 - 54



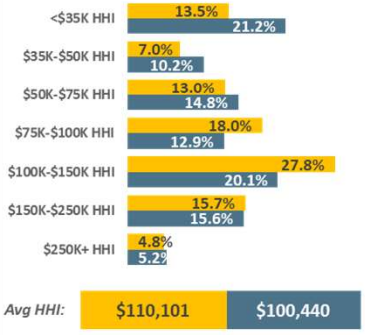
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$110,101	$100,440

STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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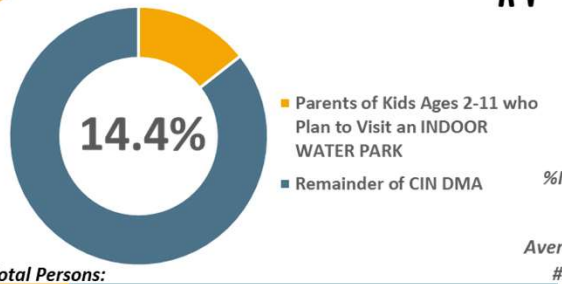
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

14.4% or 131,485 of CIN DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Typical Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 38.1 years old (5.% younger than average) and have a $95,009 (8.7% lower than average) annual household income.

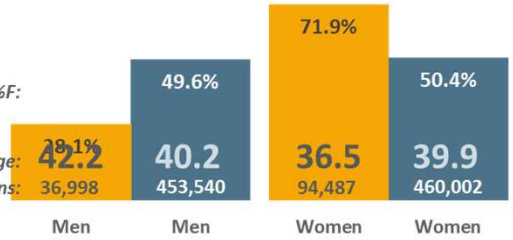
Percent of Market: Adults 25 - 54



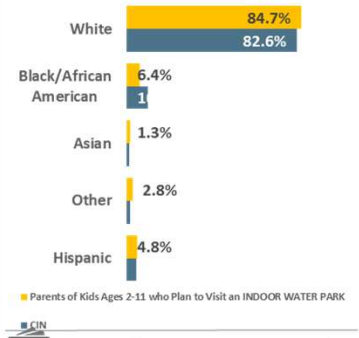
Total Persons:



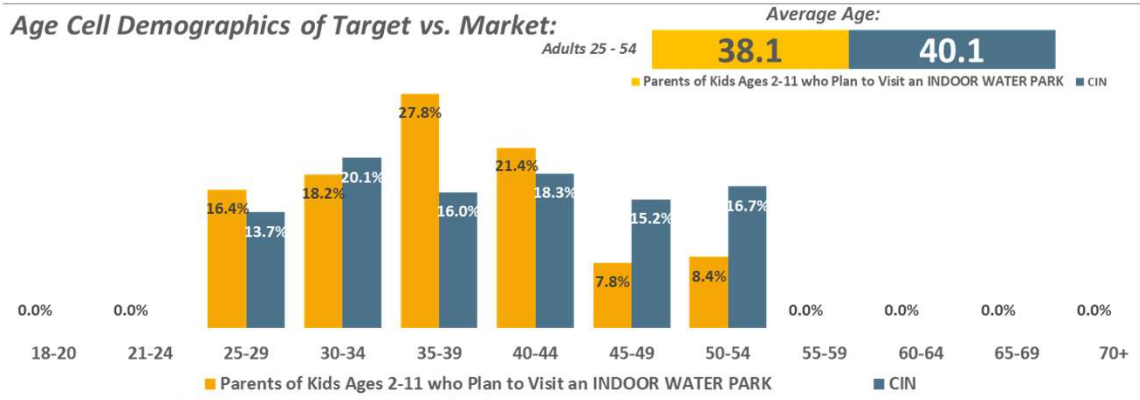
Gender of Target vs. Market: Adults 25 - 54



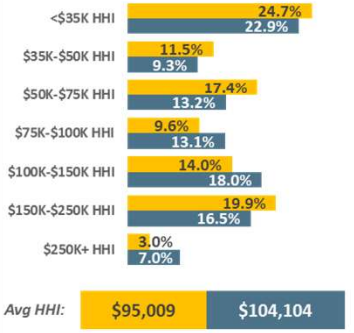
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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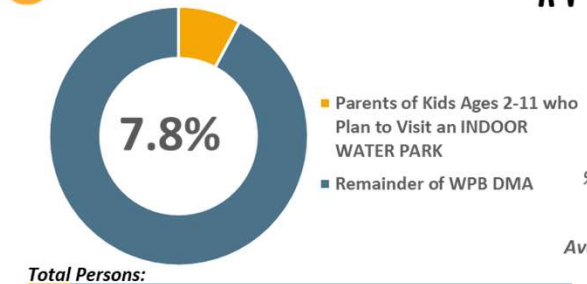
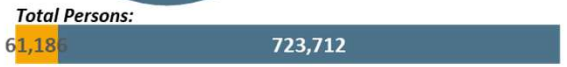
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

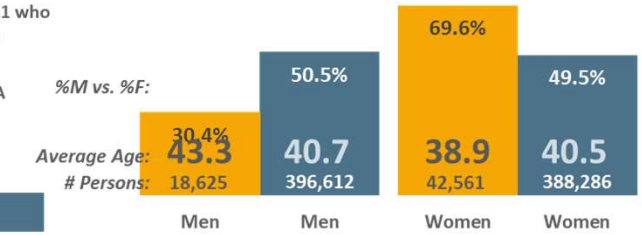
7.8% or 61,186 of WPB DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Typical Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 40.2 years old (.9% younger than average) and have a $125,379 (16.9% higher than average) annual household income.

Percent of Market: Adults 25 - 54

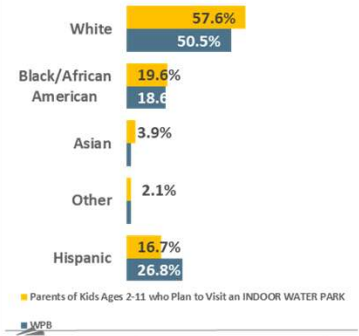




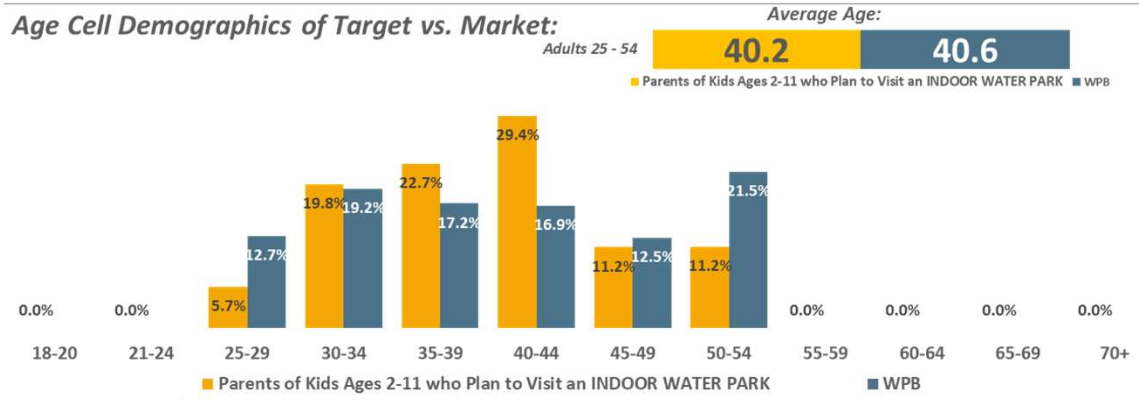
Gender of Target vs. Market: Adults 25 - 54



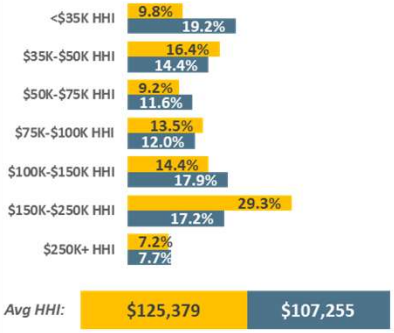
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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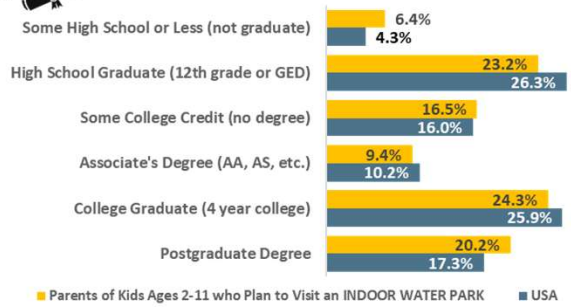
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

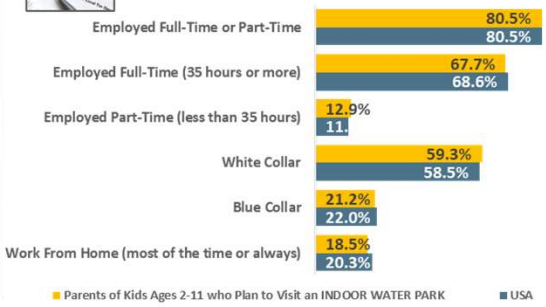


13.7% or 17,774,027 of USA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 3.1% more likely to be a college graduate, 1.4% less likely to work full-time, 30.6% more likely to be married, 127.3% more likely to be a parent of 1 or more children und

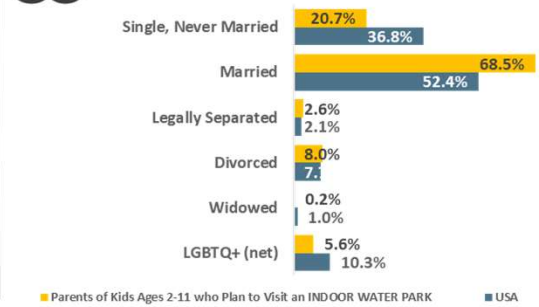
Education Levels: Adults 25 - 54



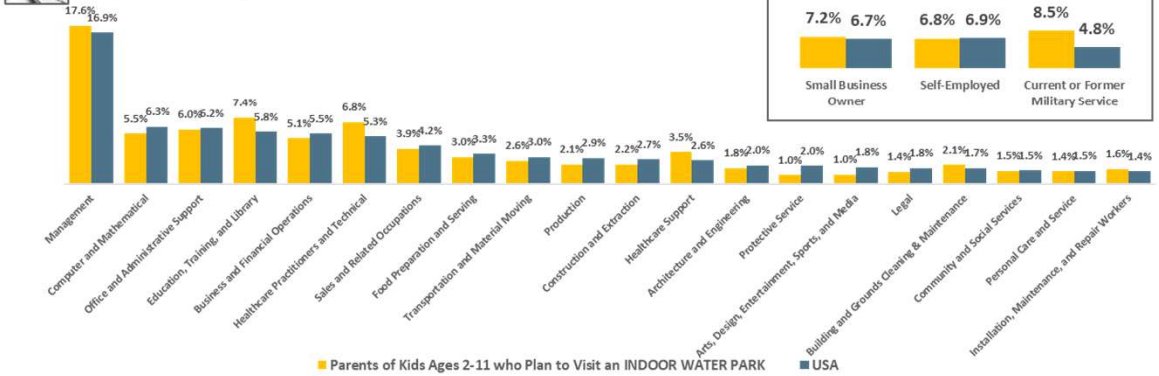
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

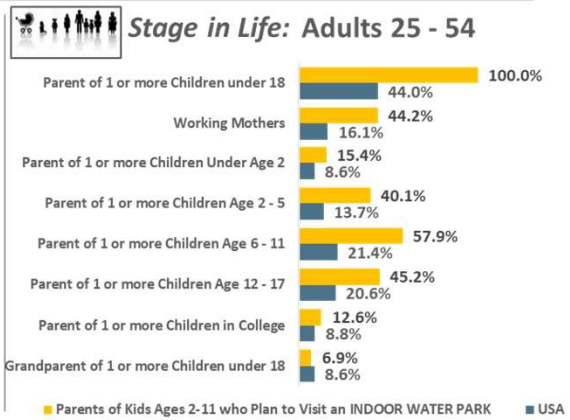


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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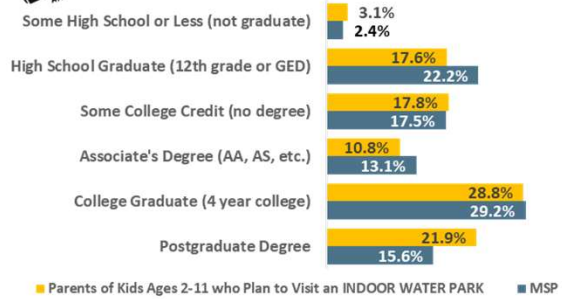
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

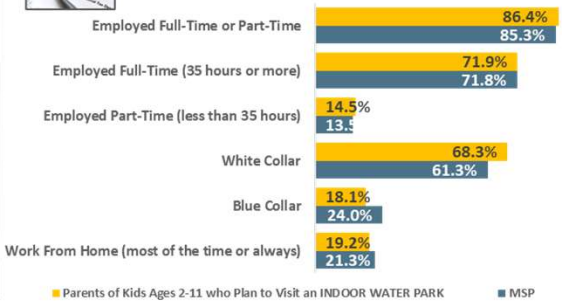


19.3% or 365,516 of MSP DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 13.2% more likely to be a college graduate, .1% more likely to work full-time, 32.3% more likely to be married, 107.% more likely to be a parent of 1 or more children unde

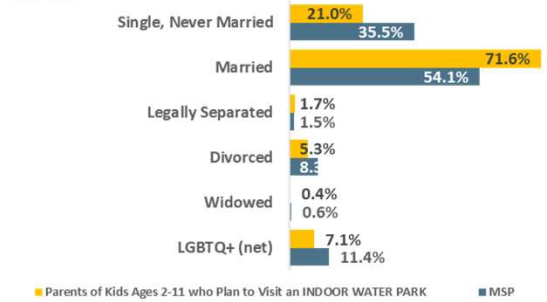
Education Levels: Adults 25 - 54



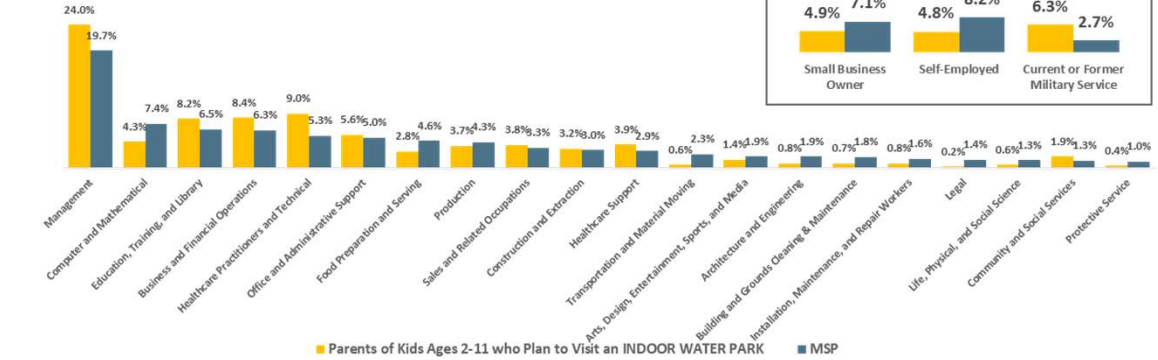
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

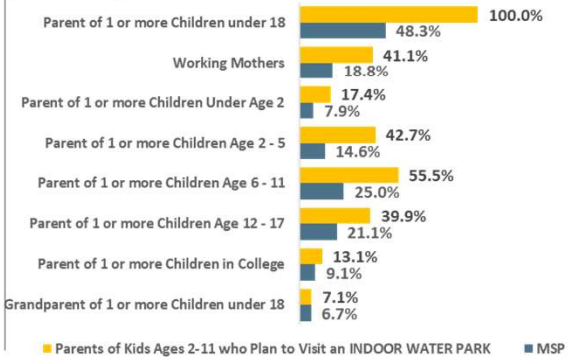


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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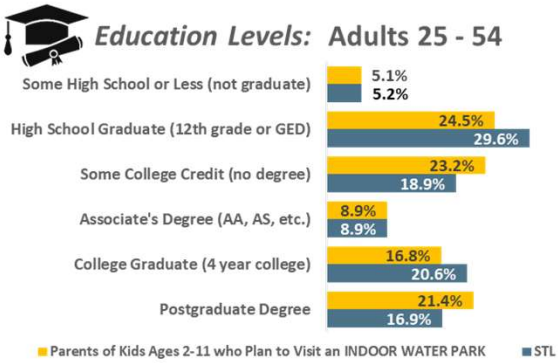
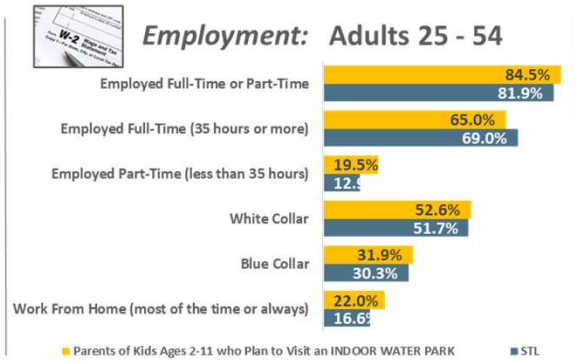
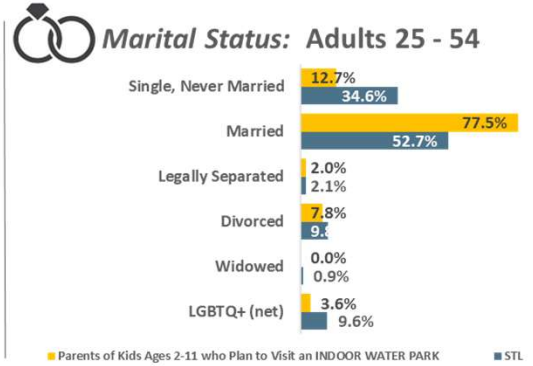
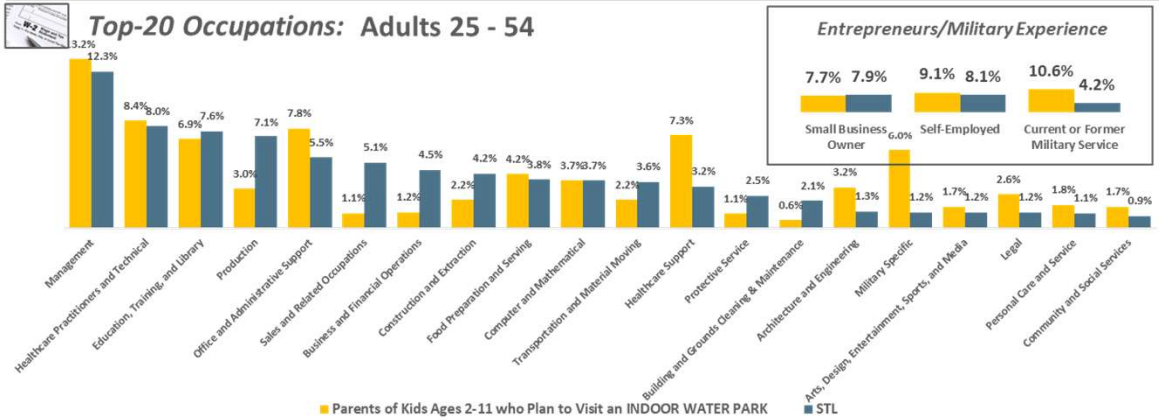
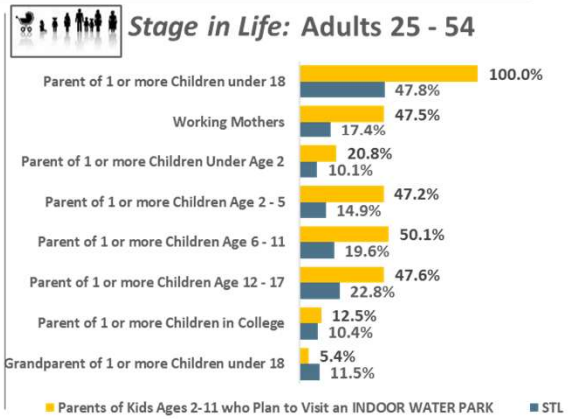
18.2% or 215,405 of STL DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 2.2% more likely to be a college graduate, 5.8% less likely to work full-time, 47.1% more likely to be married, 109.4% more likely to be a parent of 1 or more children und











STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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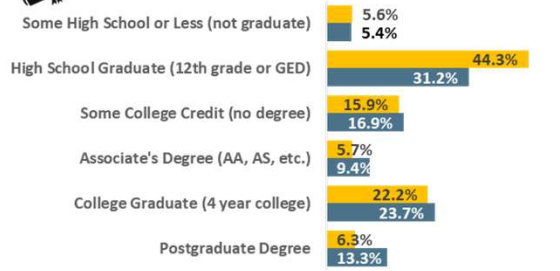
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

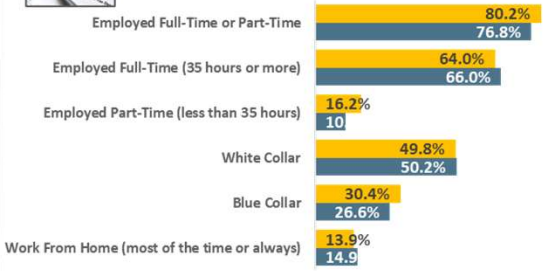


14.4% or 131,485 of CIN DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 23.2% less likely to be a college graduate, 3.1% less likely to work full-time, 26.5% more likely to be married, 108.9% more likely to be a parent of 1 or more children un

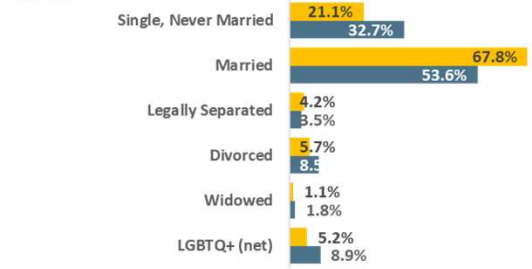
Education Levels: Adults 25 - 54



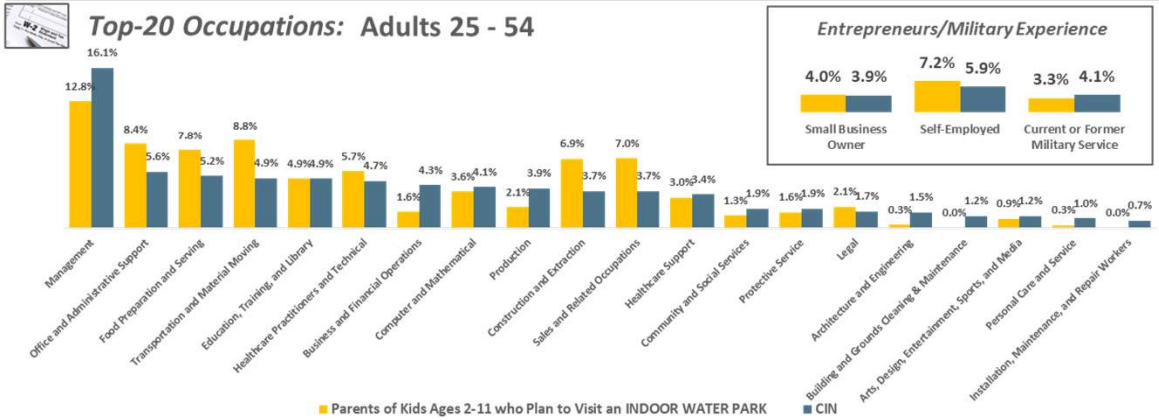
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

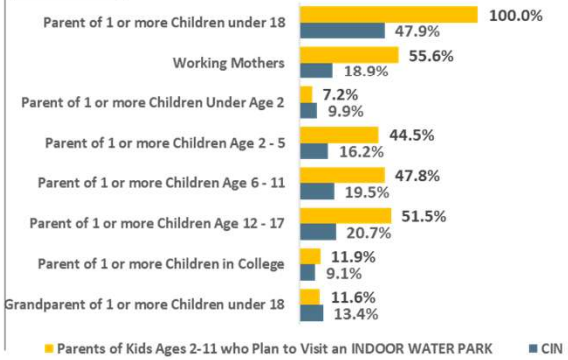


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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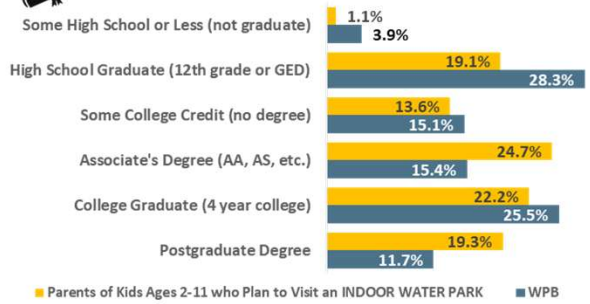
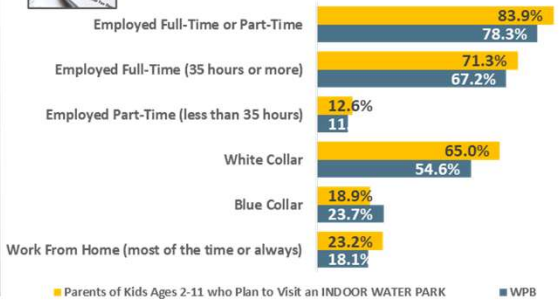
7.8% or 61,186 of WPB DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 11.6% more likely to be a college graduate, 6.1% more likely to work full-time, 27.4% more likely to be married, 156.9% more likely to be a parent of 1 or more children un

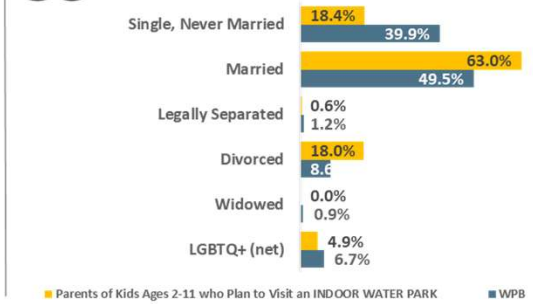
Education Levels: Adults 25 - 54



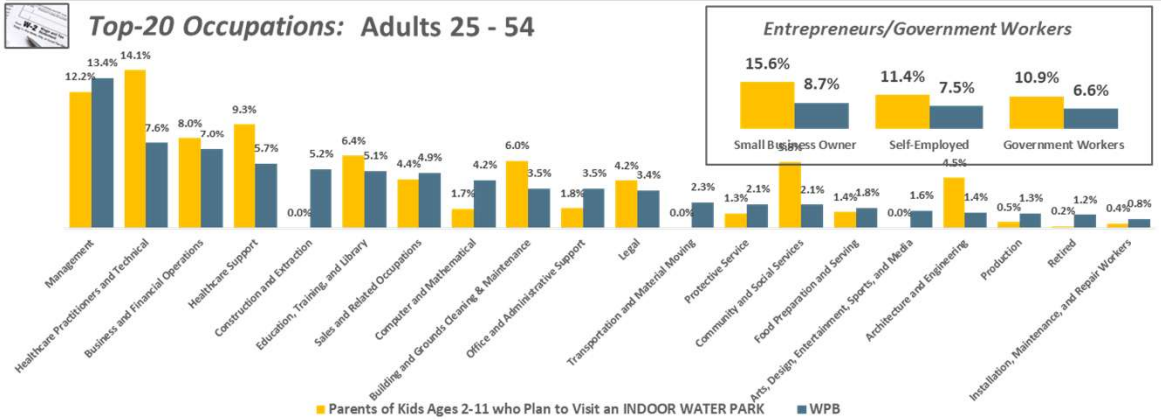
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

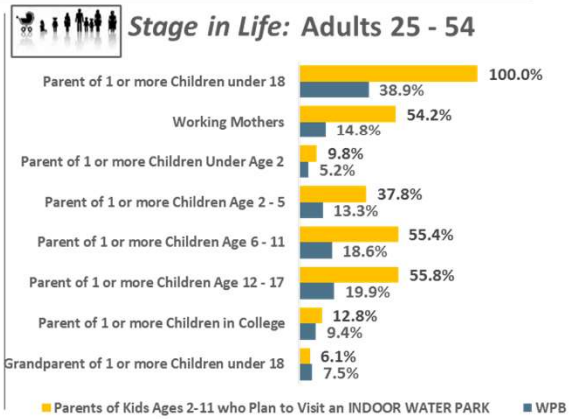


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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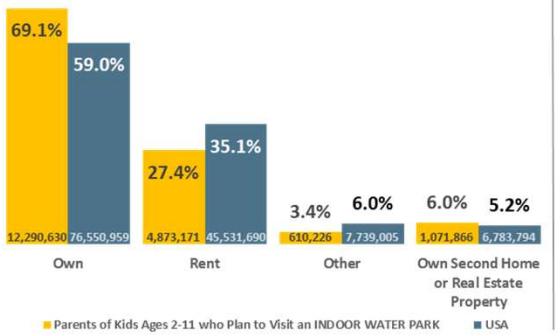
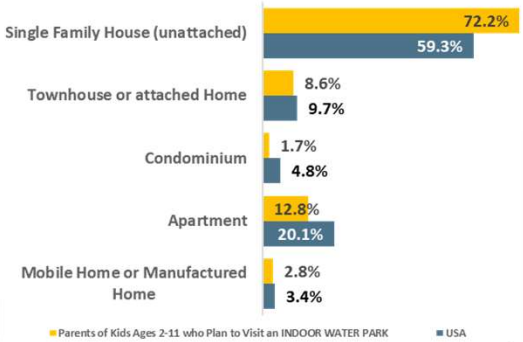
13.7% or 17,774,027 of USA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 17.3% more likely to own their home, 22.3% more likely to own a higher valued home, 21.8% more likely to have a single-family home, 20.4% more likely to have a dog.

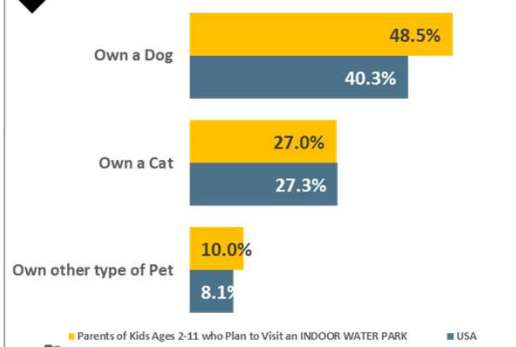
Own/Rent/Other: Adults 25 - 54



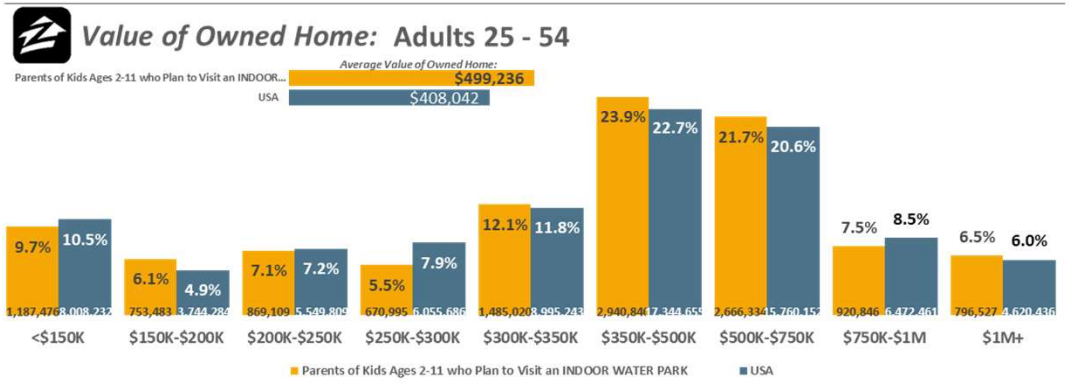
Type of Home: Adults 25 - 54



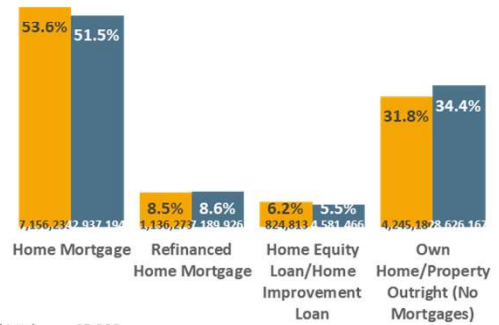
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *1,633*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,006*

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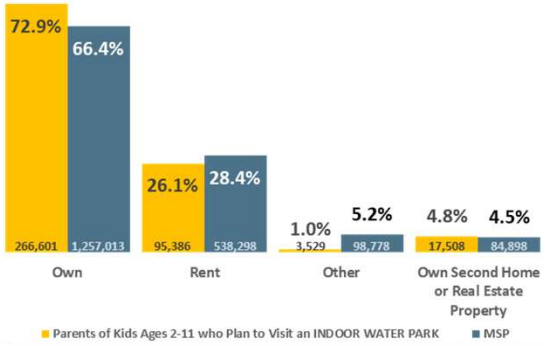
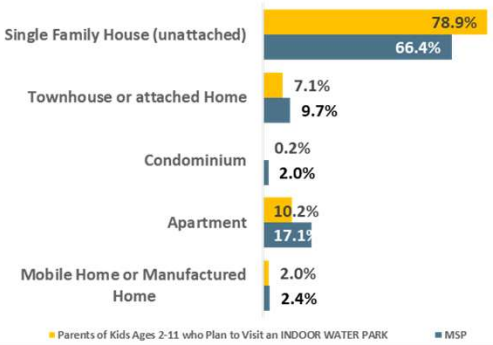
19.3% or 365,516 of MSP DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 9.9% more likely to own their home, 10.6% more likely to own a higher valued home, 19.% more likely to have a single-family home, 9.5% more likely to have a dog.

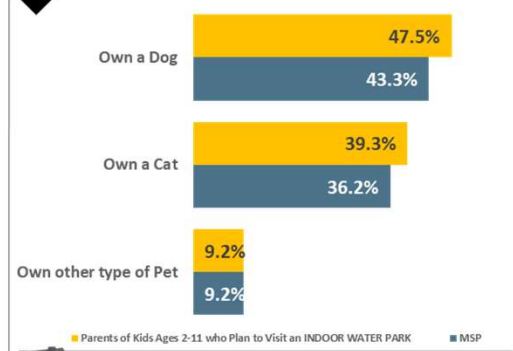
Own/Rent/Other: Adults 25 - 54



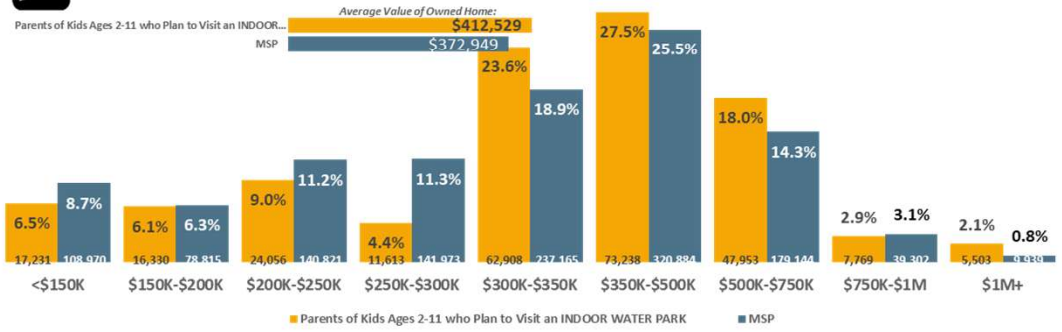
Type of Home: Adults 25 - 54



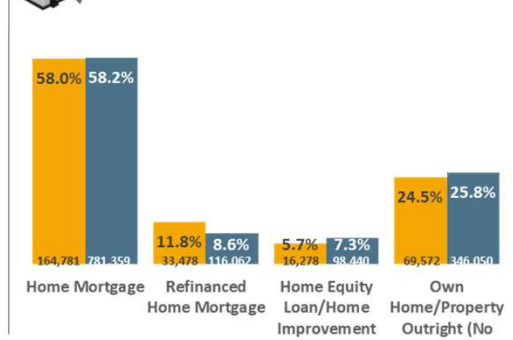
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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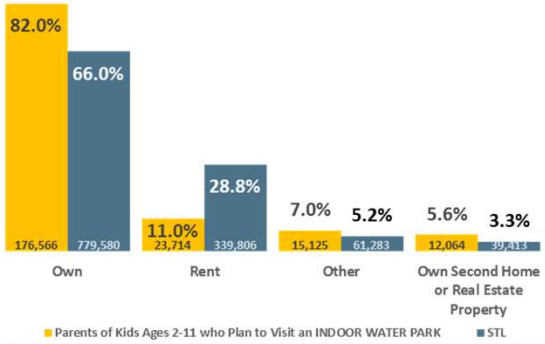
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

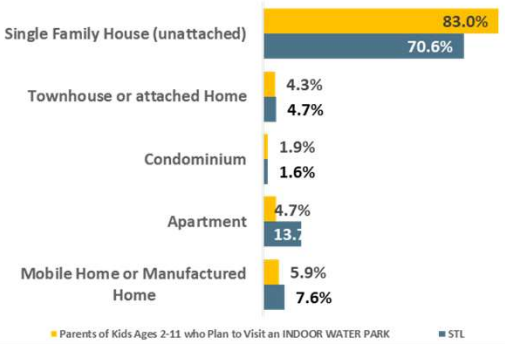


18.2% or 215,405 of STL DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 24.1% more likely to own their home, 3.3% more likely to own a higher valued home, 17.5% more likely to have a single-family home, 23.1% more likely to have a dog.

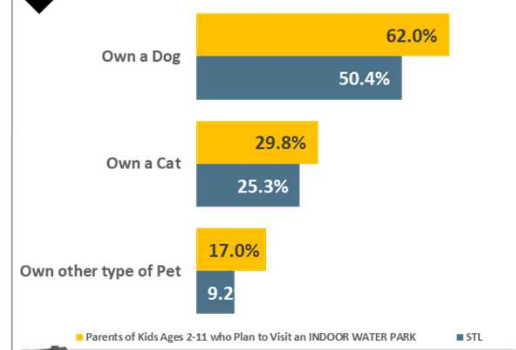
Own/Rent/Other: Adults 25 - 54



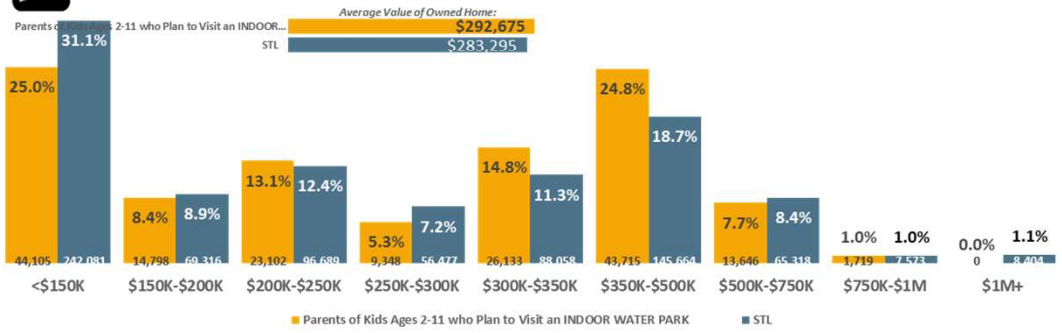
Type of Home: Adults 25 - 54



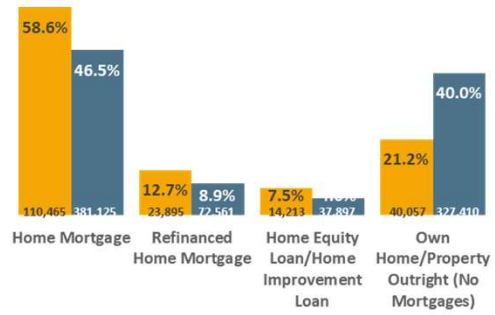
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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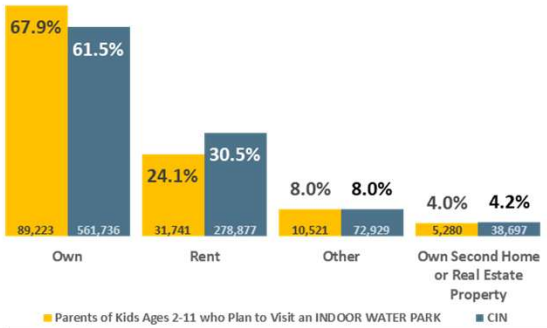
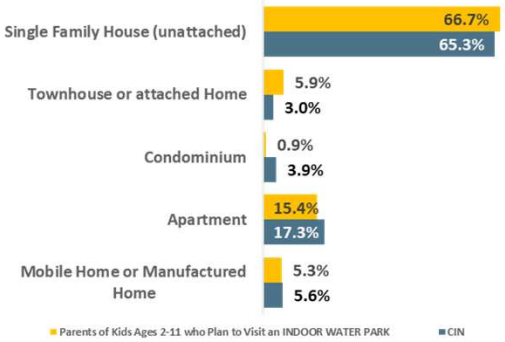
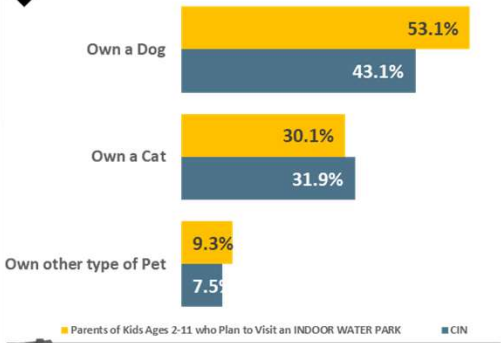
Own/Rent/Other: Adults 25 - 54



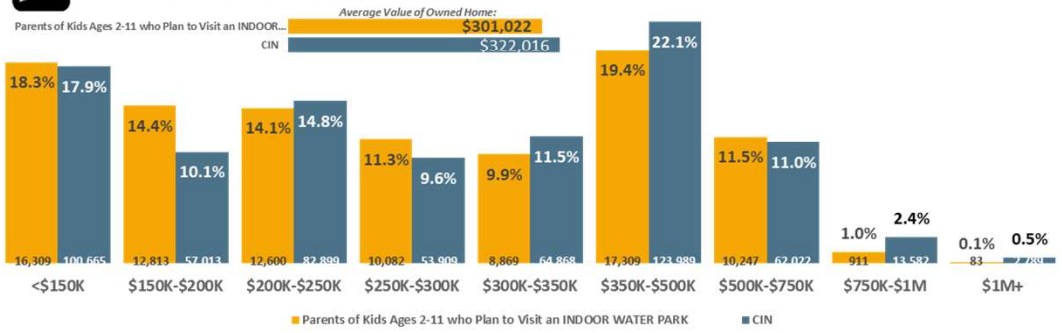
Type of Home: Adults 25 - 54



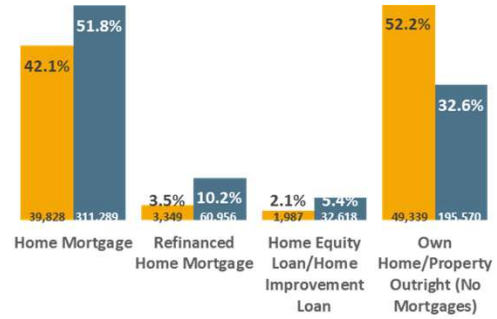
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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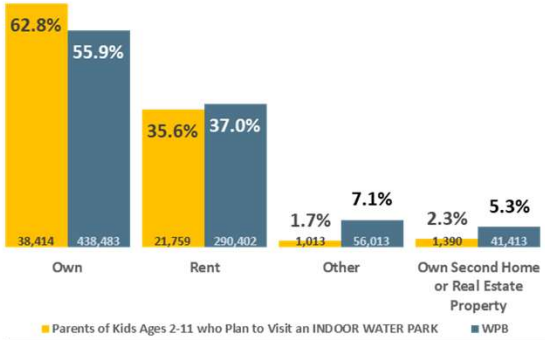
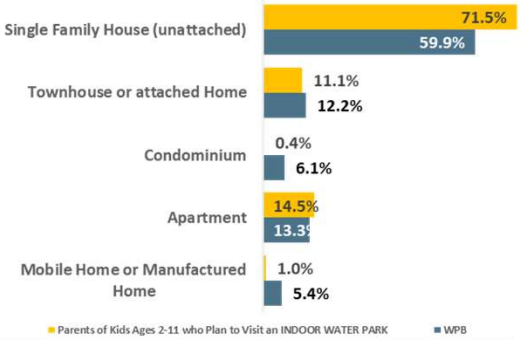
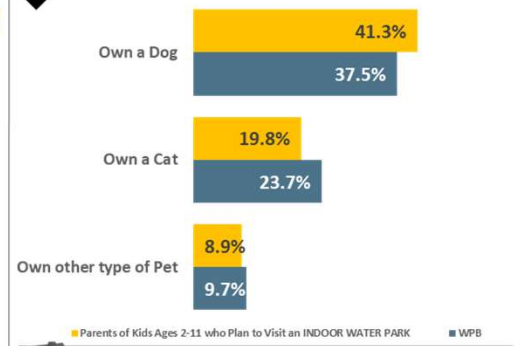
Own/Rent/Other: Adults 25 - 54



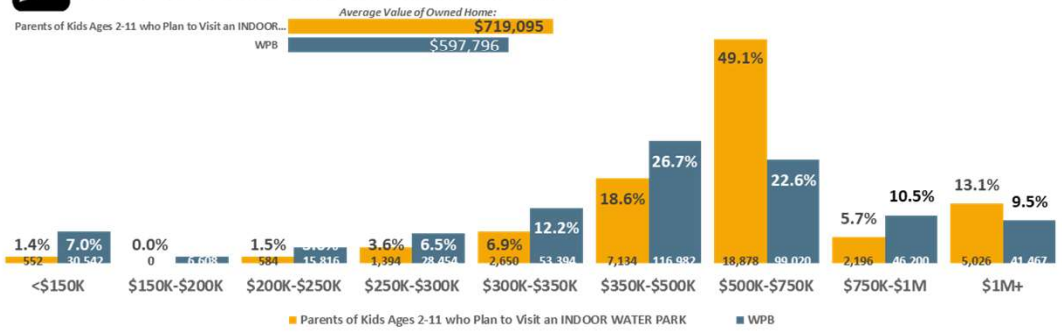
Type of Home: Adults 25 - 54



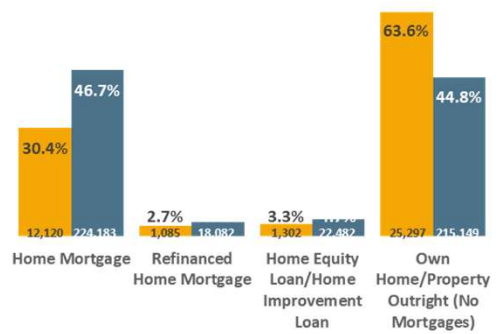
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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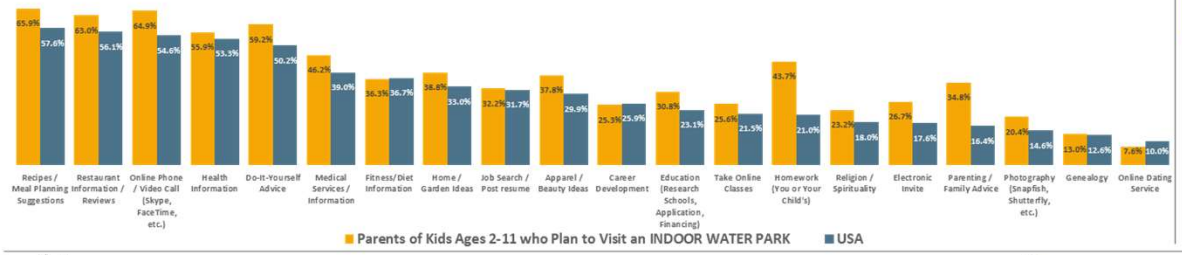
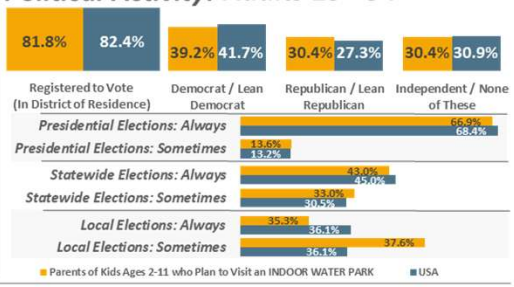
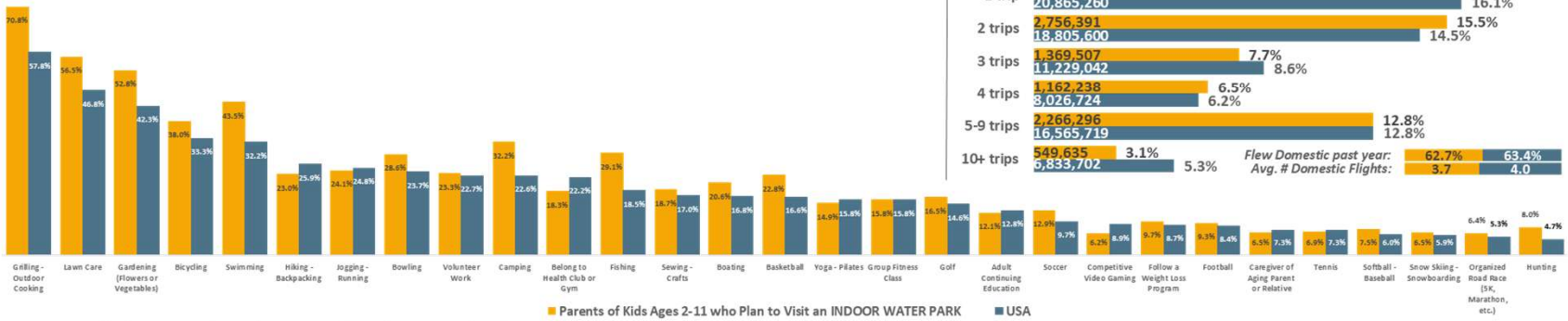
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *1,633*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *25,006*

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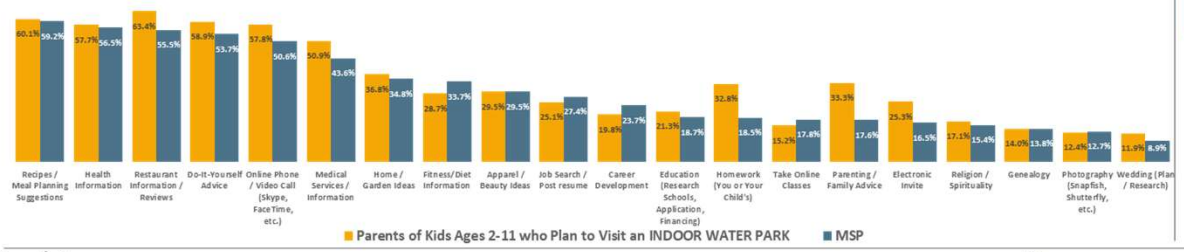
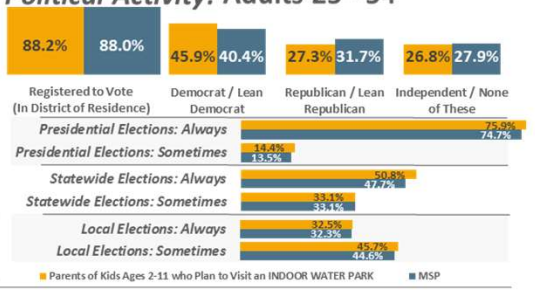
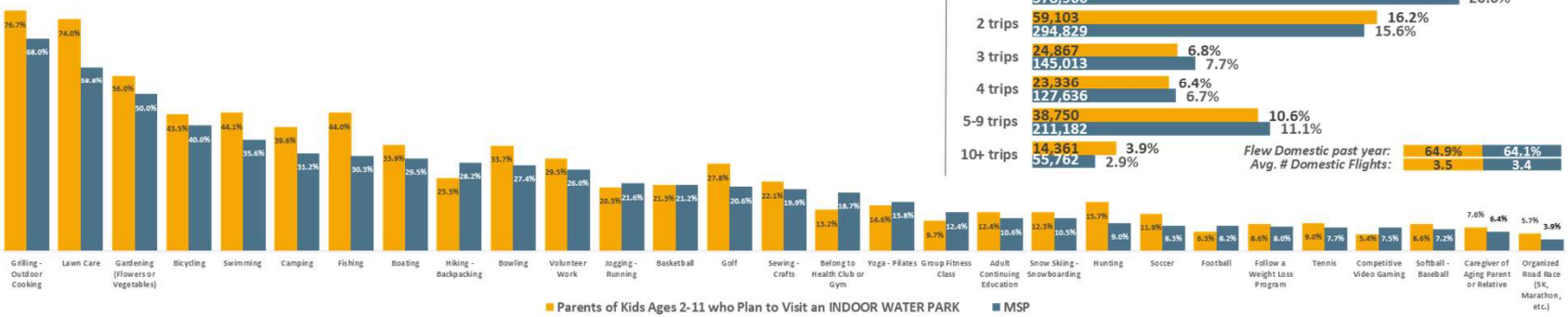
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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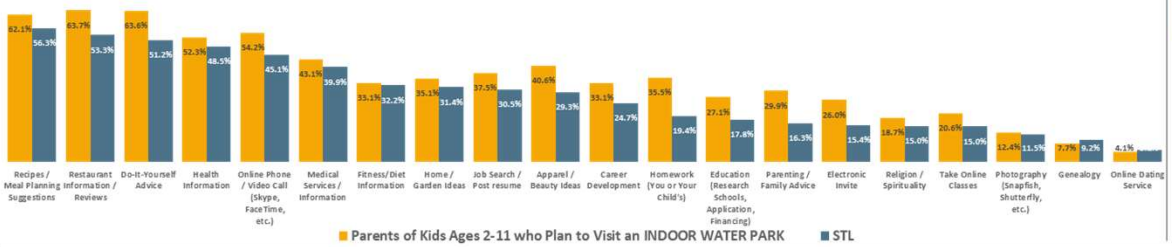
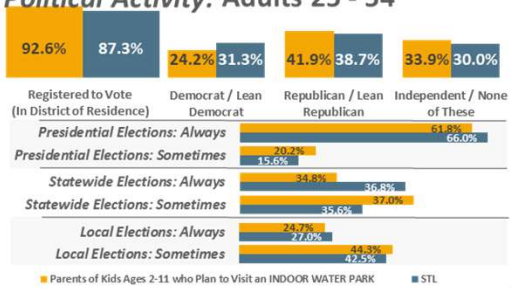
18.2% or 215,405 of STL DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER... Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 24.4% more likely to look up D-I-Y advice online, 8.5% less likely to always vote in local elections, 9.2% more likely to belong to a gym, 1.7% more likely to fly domestic

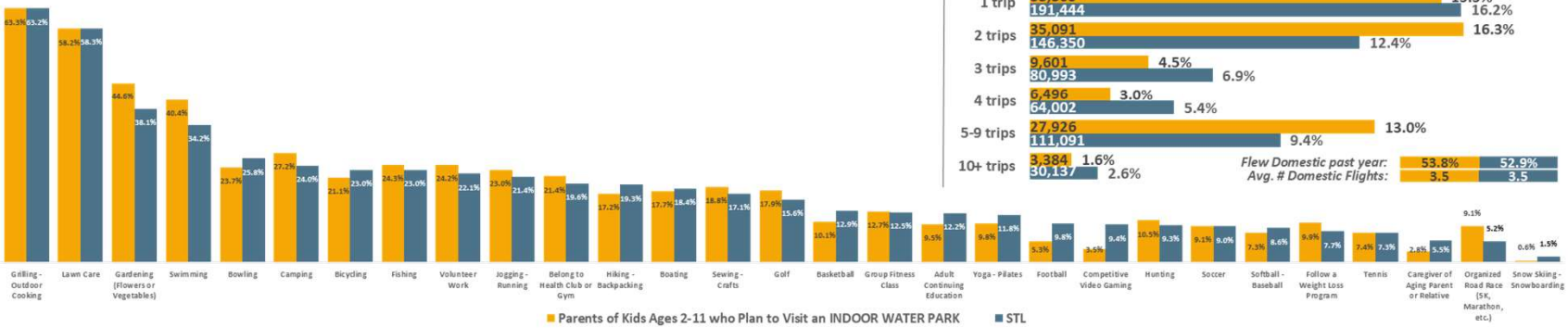
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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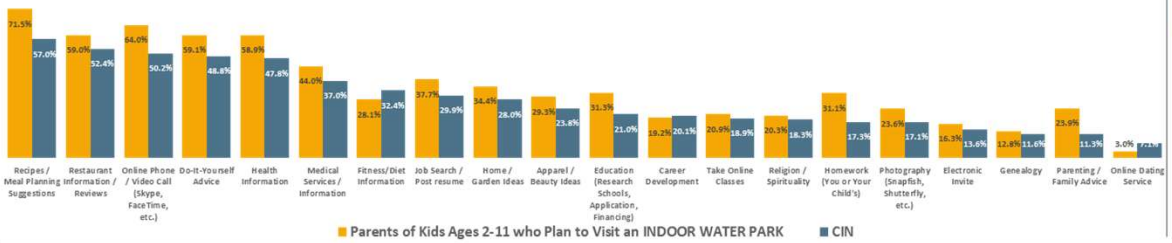
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

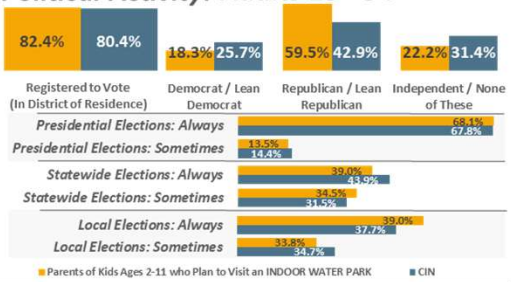


14.4% or 131,485 of CIN DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER... Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 21.1% more likely to look up D-I-Y advice online, 3.5% more likely to always vote in local elections, 21.9% less likely to belong to a gym, 31.5% less likely to fly domest

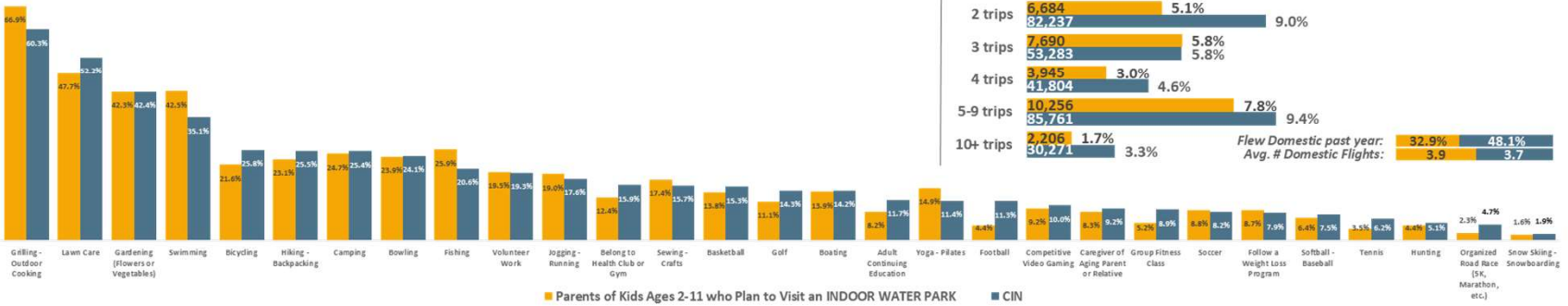
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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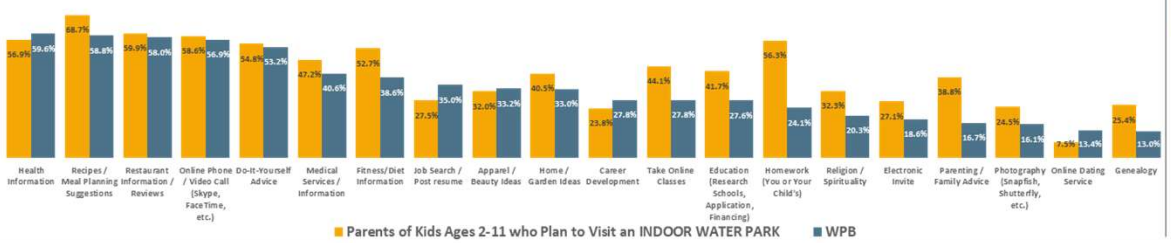
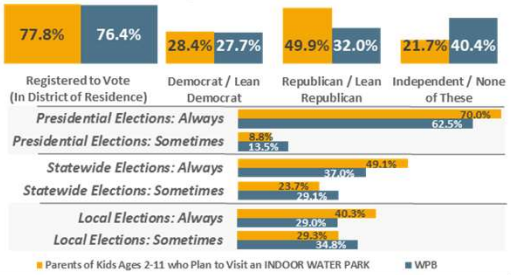
7.8% or 61,186 of WPB DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 3.1% more likely to look up D-I-Y advice online, 38.9% more likely to always vote in local elections, 23.9% more likely to belong to a gym, 3.5% less likely to fly domesti

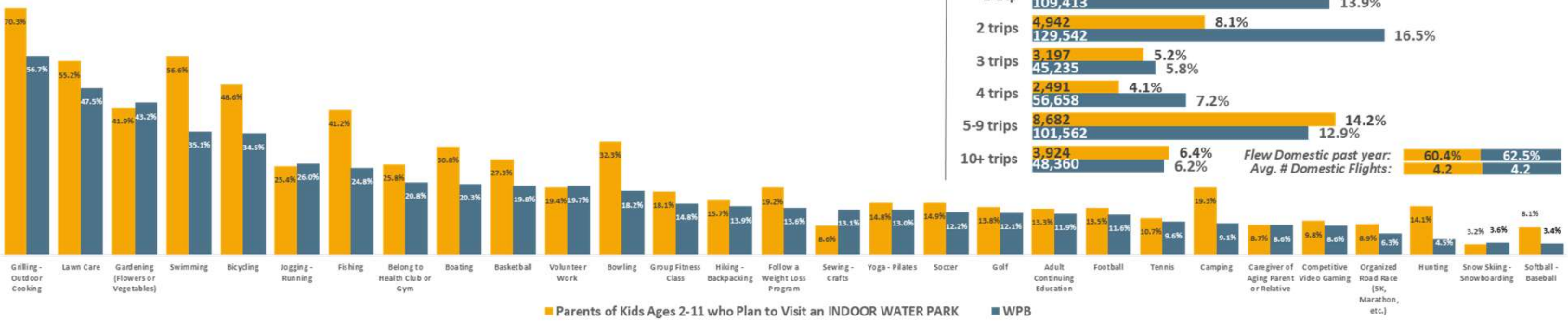
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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13.7% or 17,774,027 of USA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 5.5% more likely to use QSRs past mo., 8.1% more likely to use Sit-Down Restaurants past mo., .6% more likely to use Casinos past yr., 3.1% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



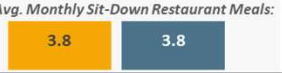
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

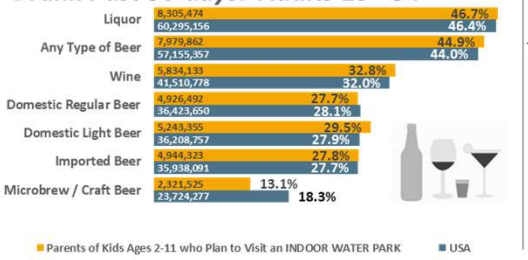
(Sit-Down Restaurants Used Past 30-days)



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

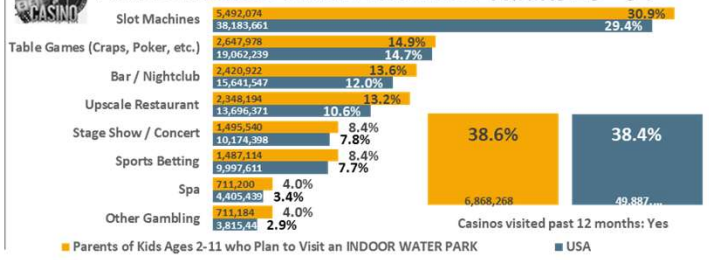


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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19.3% or 365,516 of MSP DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 5.6% more likely to use QSRs past mo., 1.6% less likely to use Sit-Down Restaurants past mo., 9.7% more likely to use Casinos past yr., 17.6% more likely to smoke cigarett

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



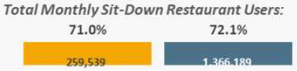
Avg. Monthly QSR Meals:



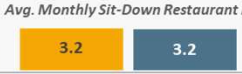
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

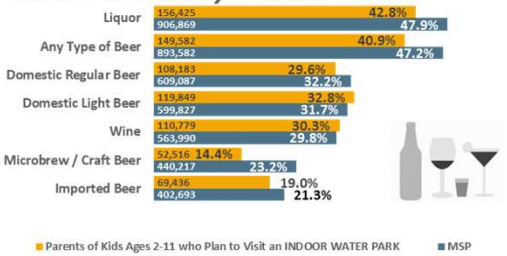
(Sit-Down Restaurants Used Past 30-days)



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

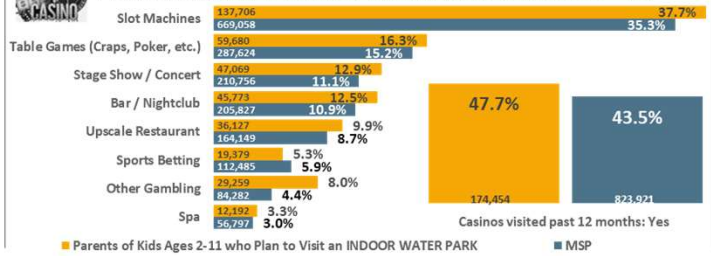


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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18.2% or 215,405 of STL DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 4.3% less likely to use QSRs past mo., 2.7% more likely to use Sit-Down Restaurants past mo., 17.9% less likely to use Casinos past yr., 1.6% less likely to smoke cigarett

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



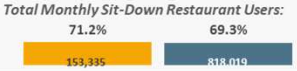
Avg. Monthly QSR Meals:



Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

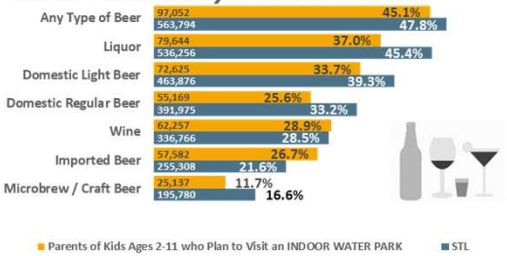
(Sit-Down Restaurants Used Past 30-days)



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

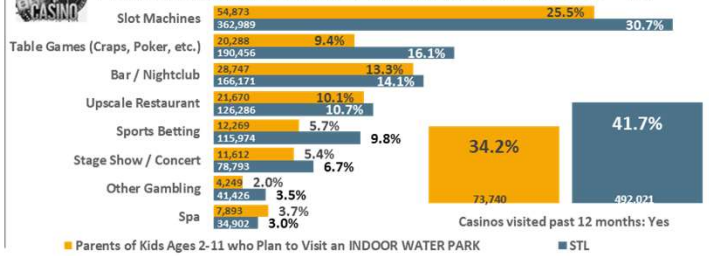


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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14.4% or 131,485 of CIN DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 14.8% more likely to use QSRs past mo., 16.1% more likely to use Sit-Down Restaurants past mo., 26.8% less likely to use Casinos past yr., 15.8% more likely to smoke cigar

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 98.7% 129,787 | 86.0% 785,509

Avg. Monthly QSR Meals: 7.9 | 6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users: 81.5% 107,107 | 70.2% 641,228

Avg. Monthly Sit-Down Restaurant Meals: 4.4 | 4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

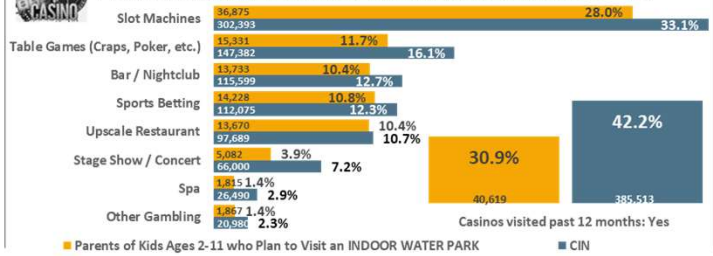
Parents of Kids Ages 2-11 who Plan to Visit an INDOOR...	31,589	24.0%
CIN	217,529	23.8%

Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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7.8% or 61,186 of WPB DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 19.6% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., 5.9% more likely to use Casinos past yr., 11.8% more likely to smoke cigare

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



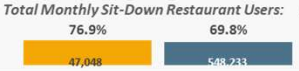
Avg. Monthly QSR Meals:



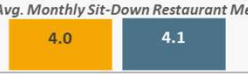
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

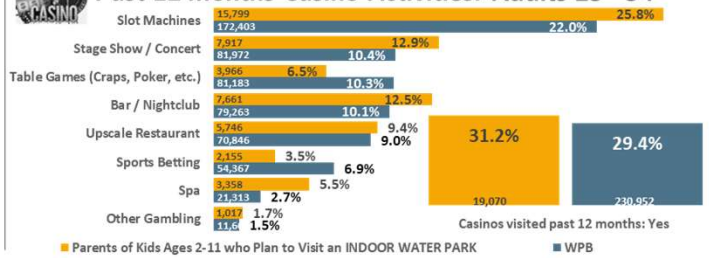
Parents of Kids Ages 2-11 who Plan to Visit an INDOOR...	15,185	24.8%
WPB	190,595	24.3%

Drank Past 30-days: Adults 25 - 54



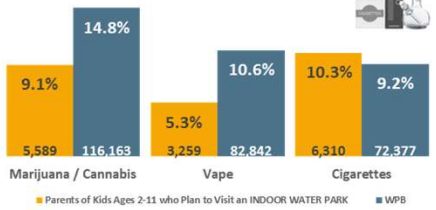
Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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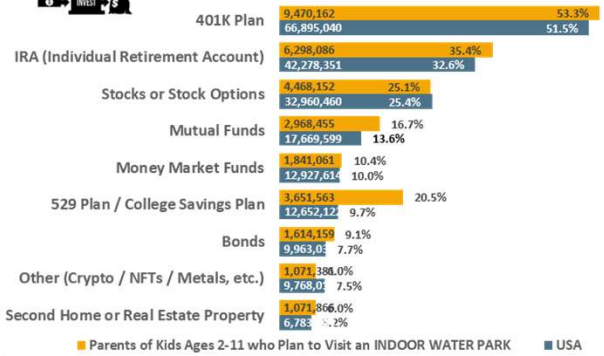
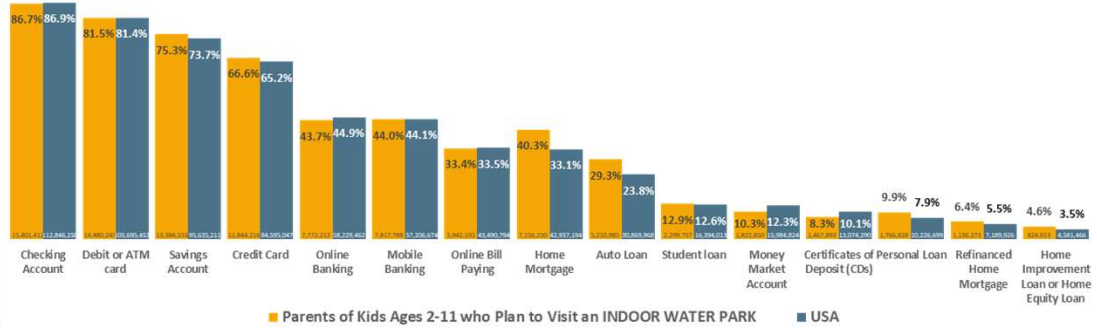
13.7% or 17,774,027 of USA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 3.4% more likely to have a 401K, 23.3% more likely to have an Auto Loan, .5% more likely to Invest/Trade Stocks Online, 3.7% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



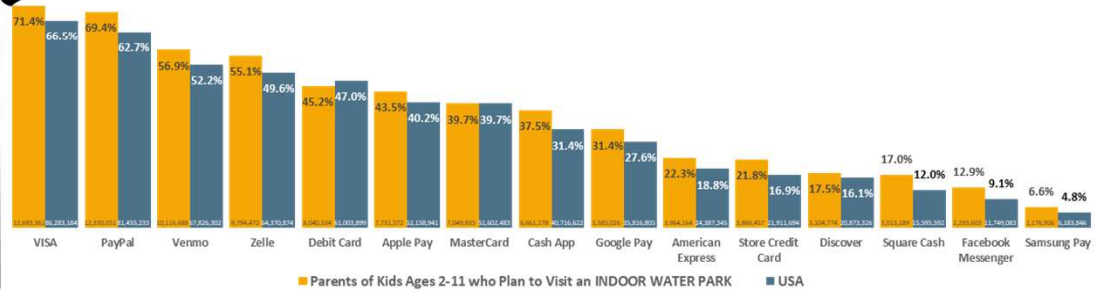
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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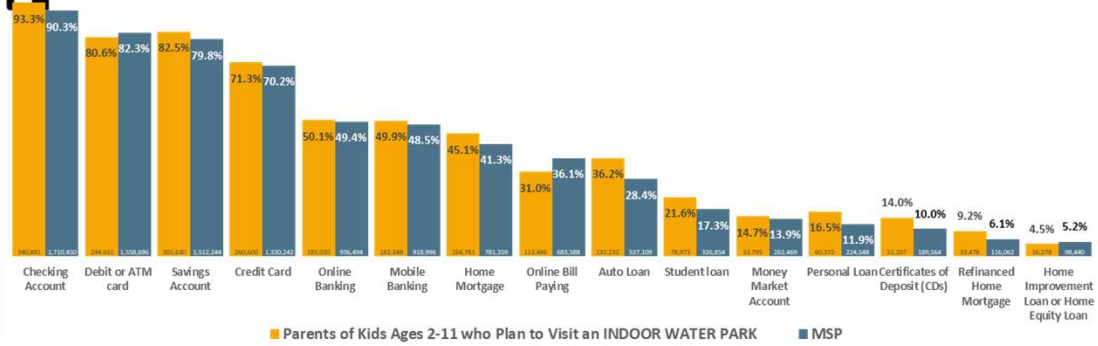
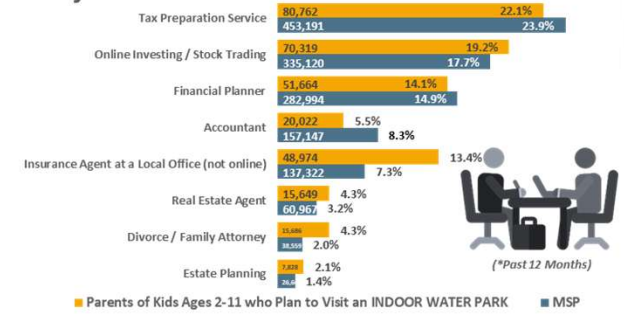
Investments Owned: Adults 25 - 54



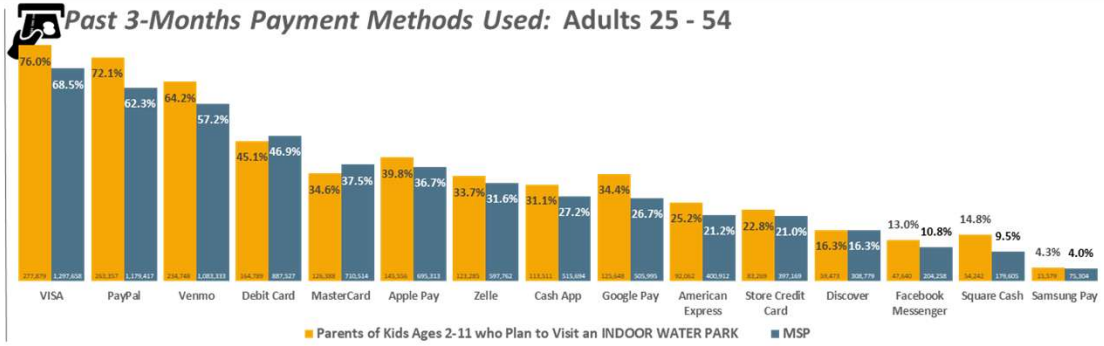
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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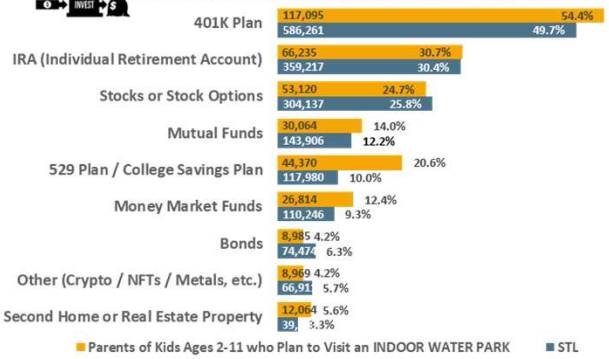
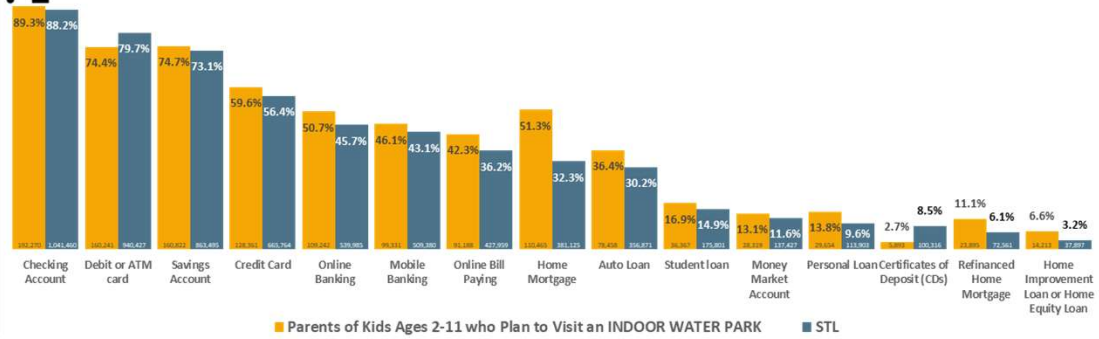
18.2% or 215,405 of STL DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 9.5% more likely to have a 401K, 20.5% more likely to have an Auto Loan, 51.3% more likely to Invest/Trade Stocks Online, 5.1% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



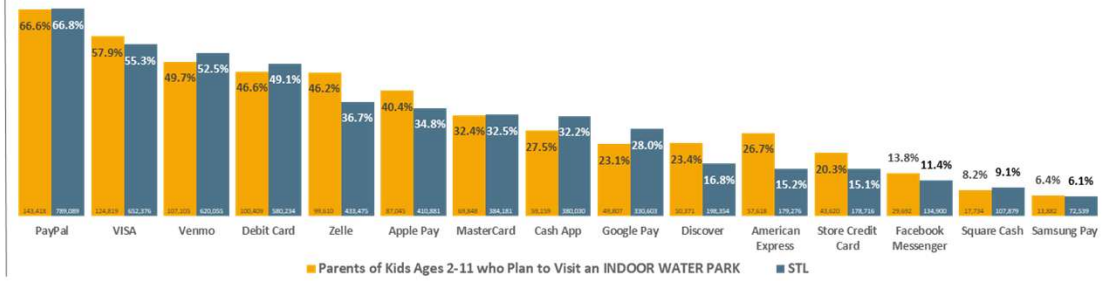
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

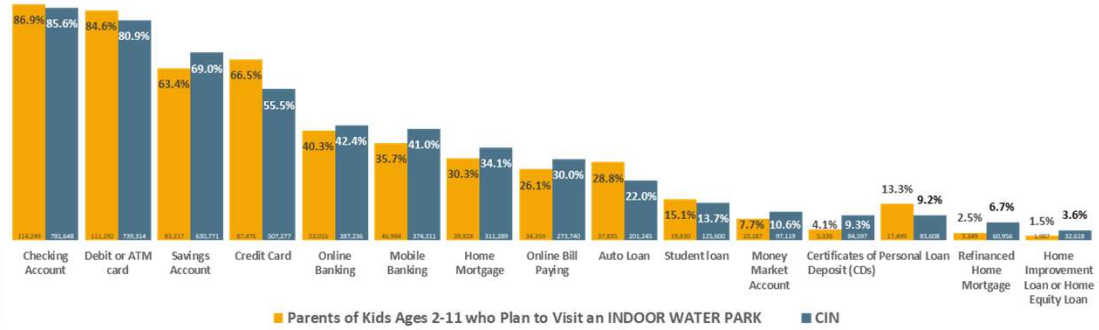
GREAT WOLF LODGE — CIN

14.4% or 131,485 of CIN DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER... Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 2.4% less likely to have a 401K, 30.6% more likely to have an Auto Loan, 32.2% less likely to Invest/Trade Stocks Online, 19.9% more likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



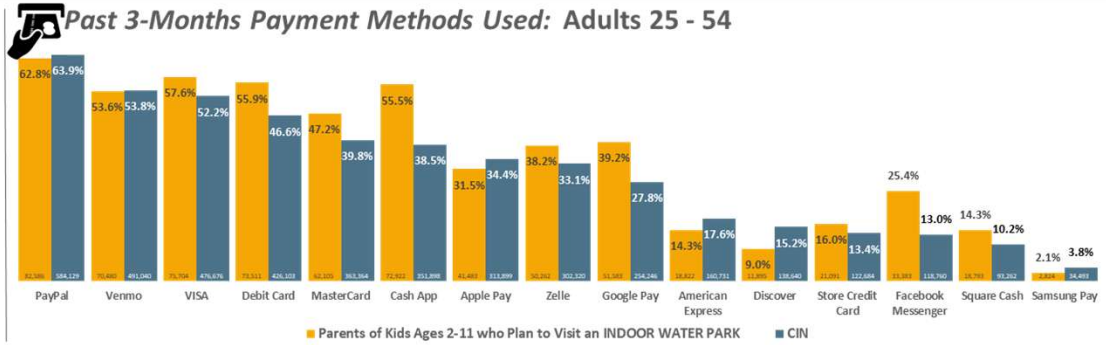
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

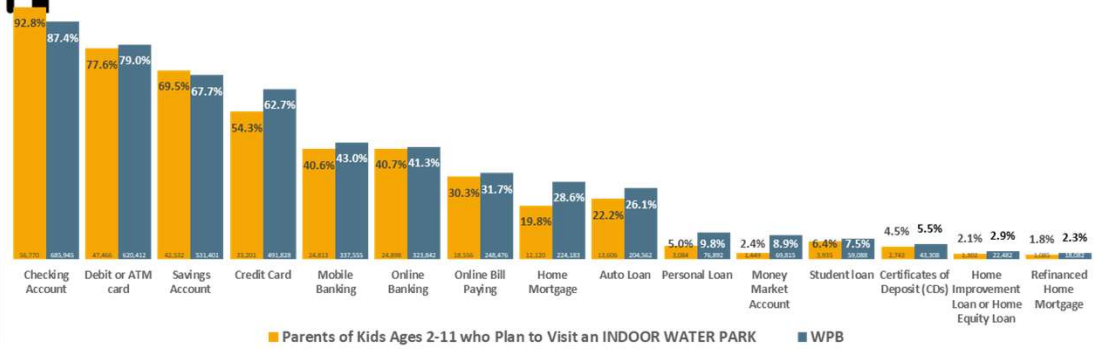


7.8% or 61,186 of WPB DMA Adults 25 - 54 are Parents of Kids 2-11 who Plan to Visit an INDOOR WATER PARK. Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK are 18.8% less likely to have a 401K, 14.7% less likely to have an Auto Loan, 19.1% less likely to Invest/Trade Stocks Online, 7.3% less likely to pay with their Debit Card.

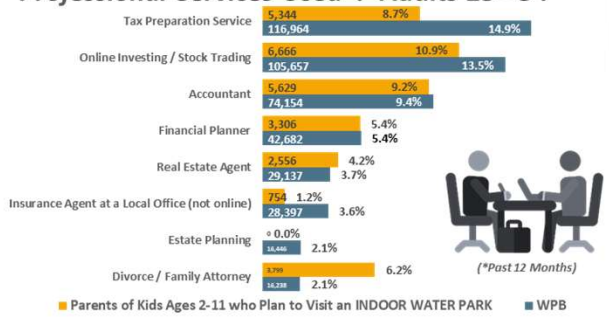
Investments Owned: Adults 25 - 54



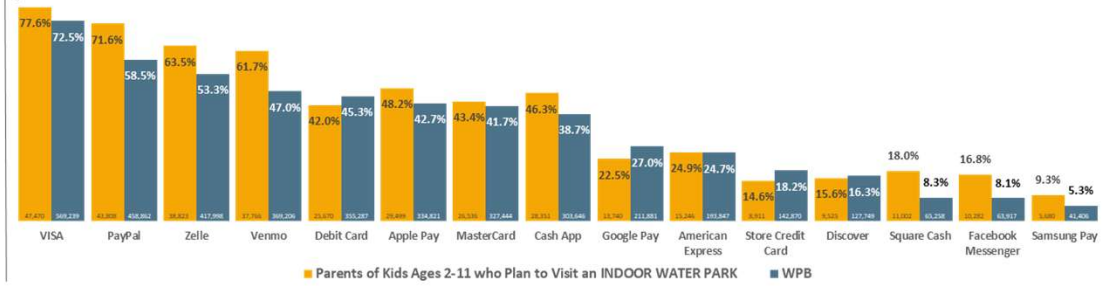
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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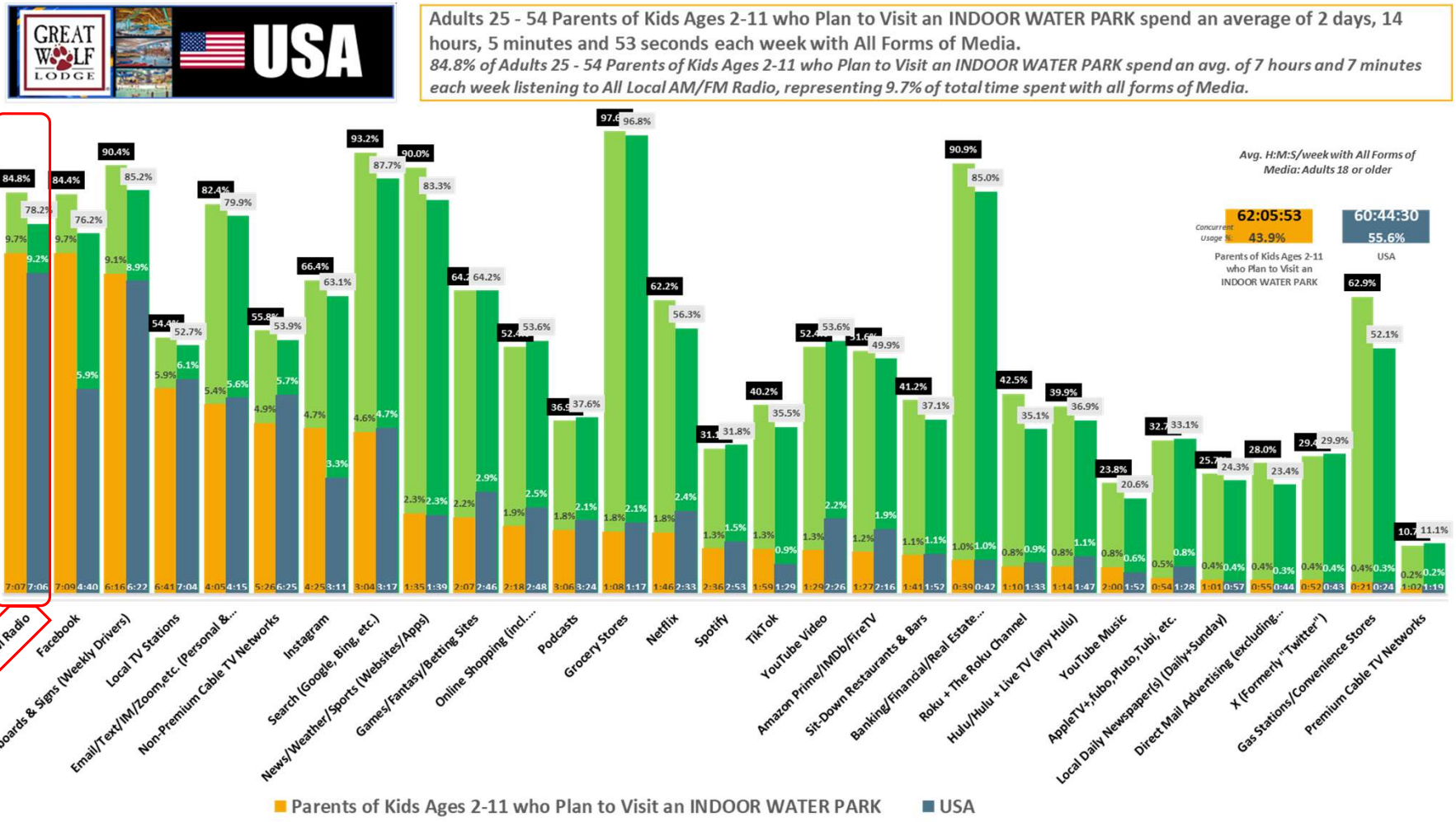
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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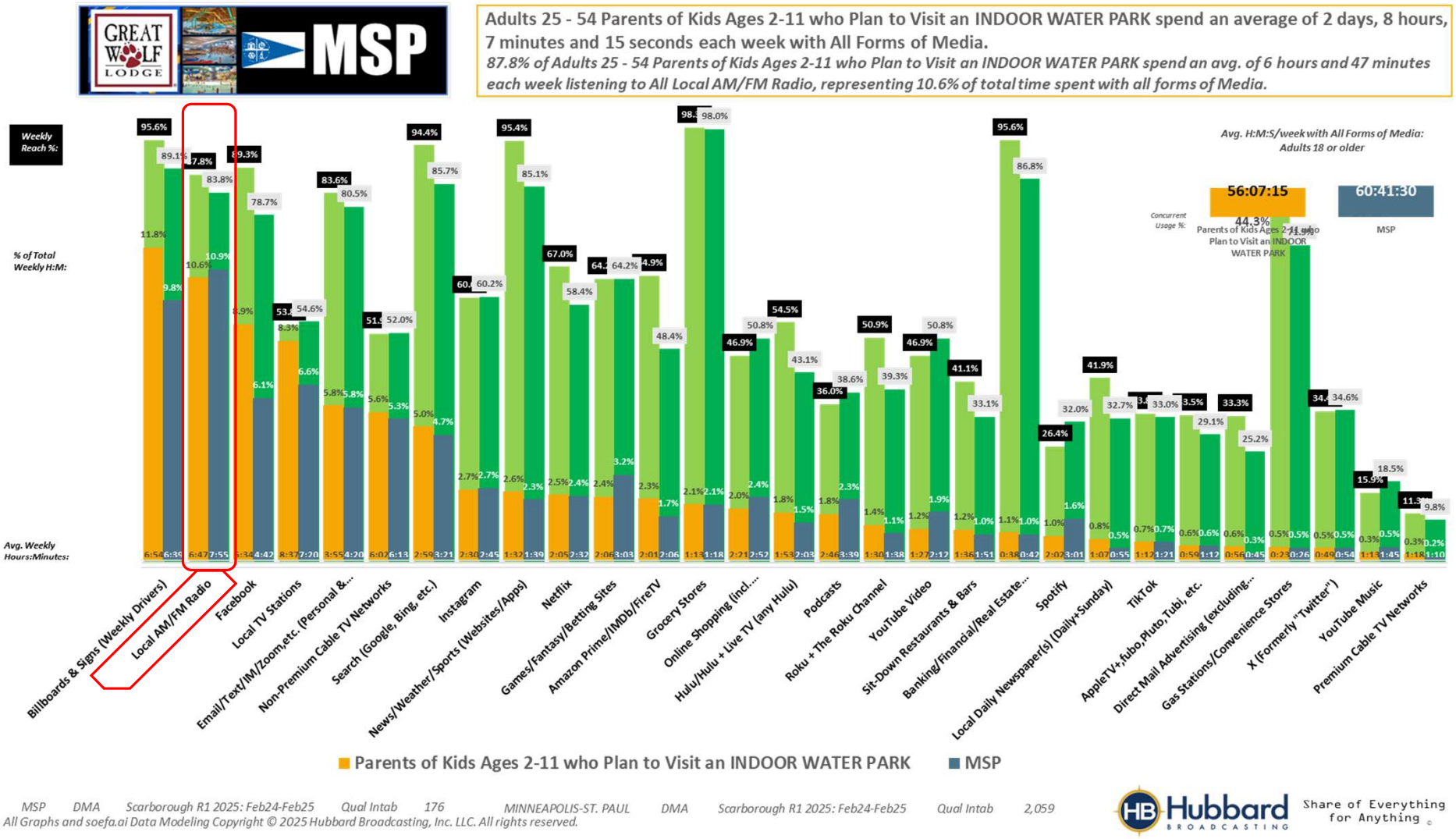
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,059

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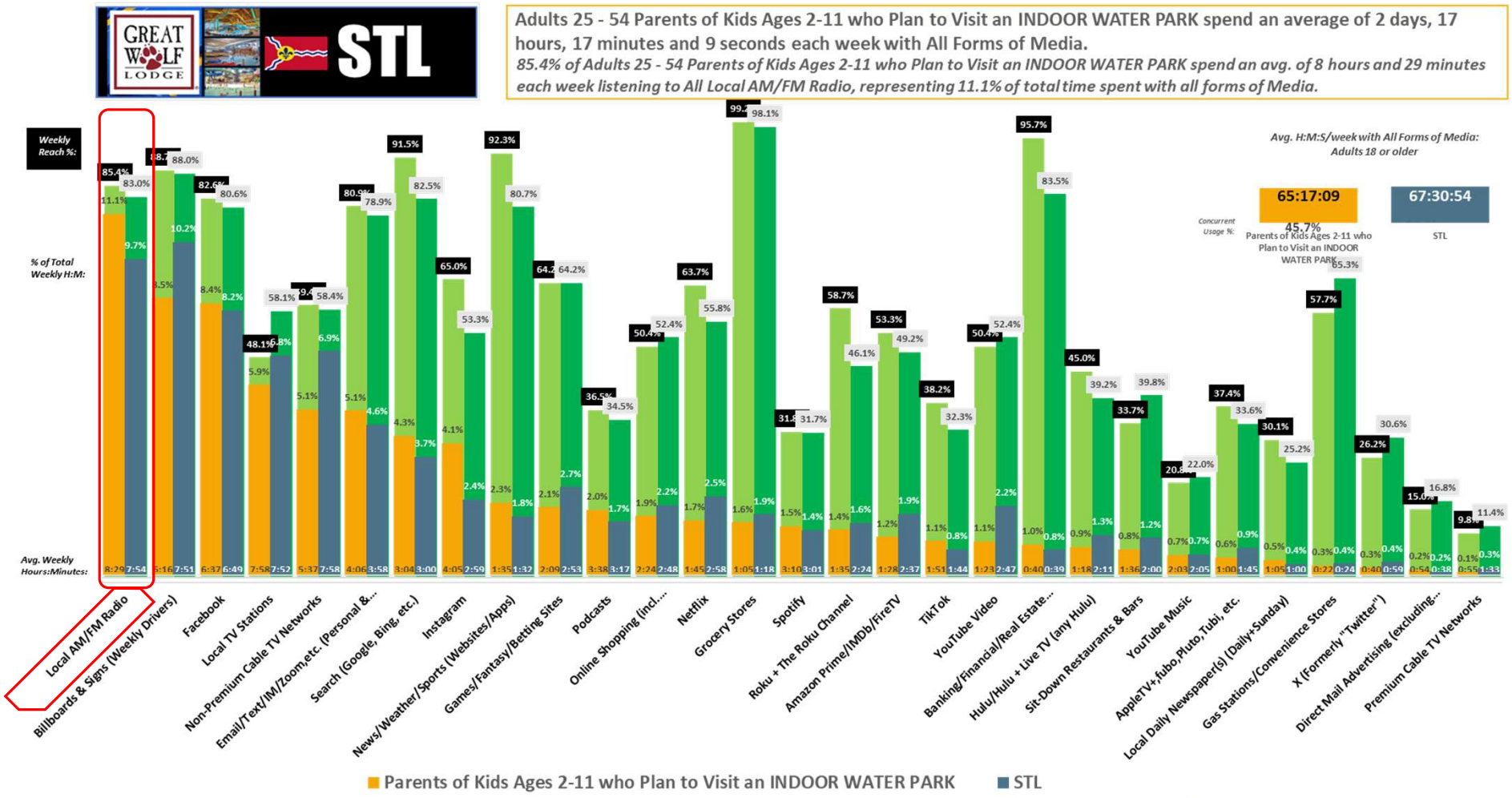
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,031

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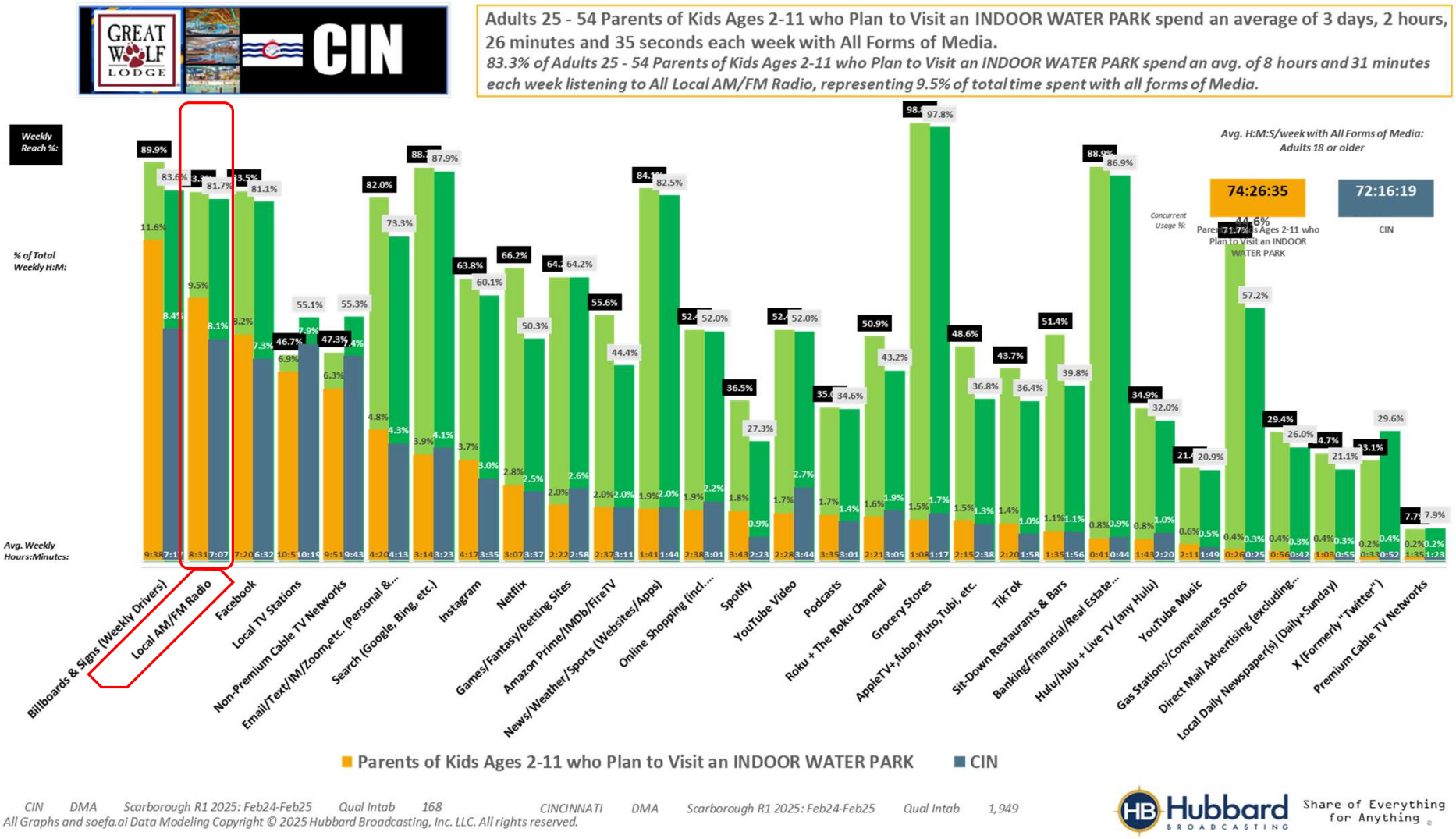
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,949

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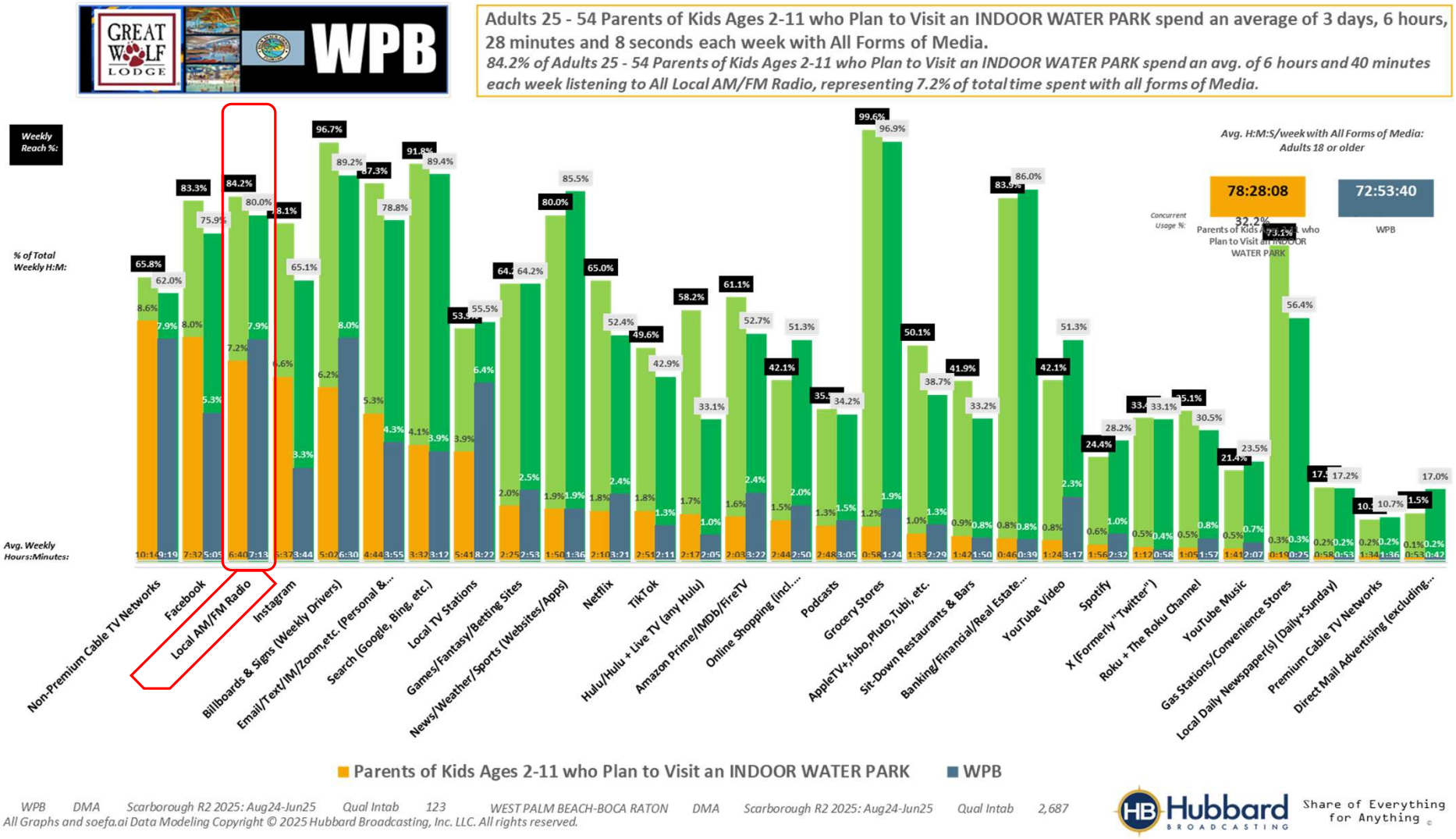
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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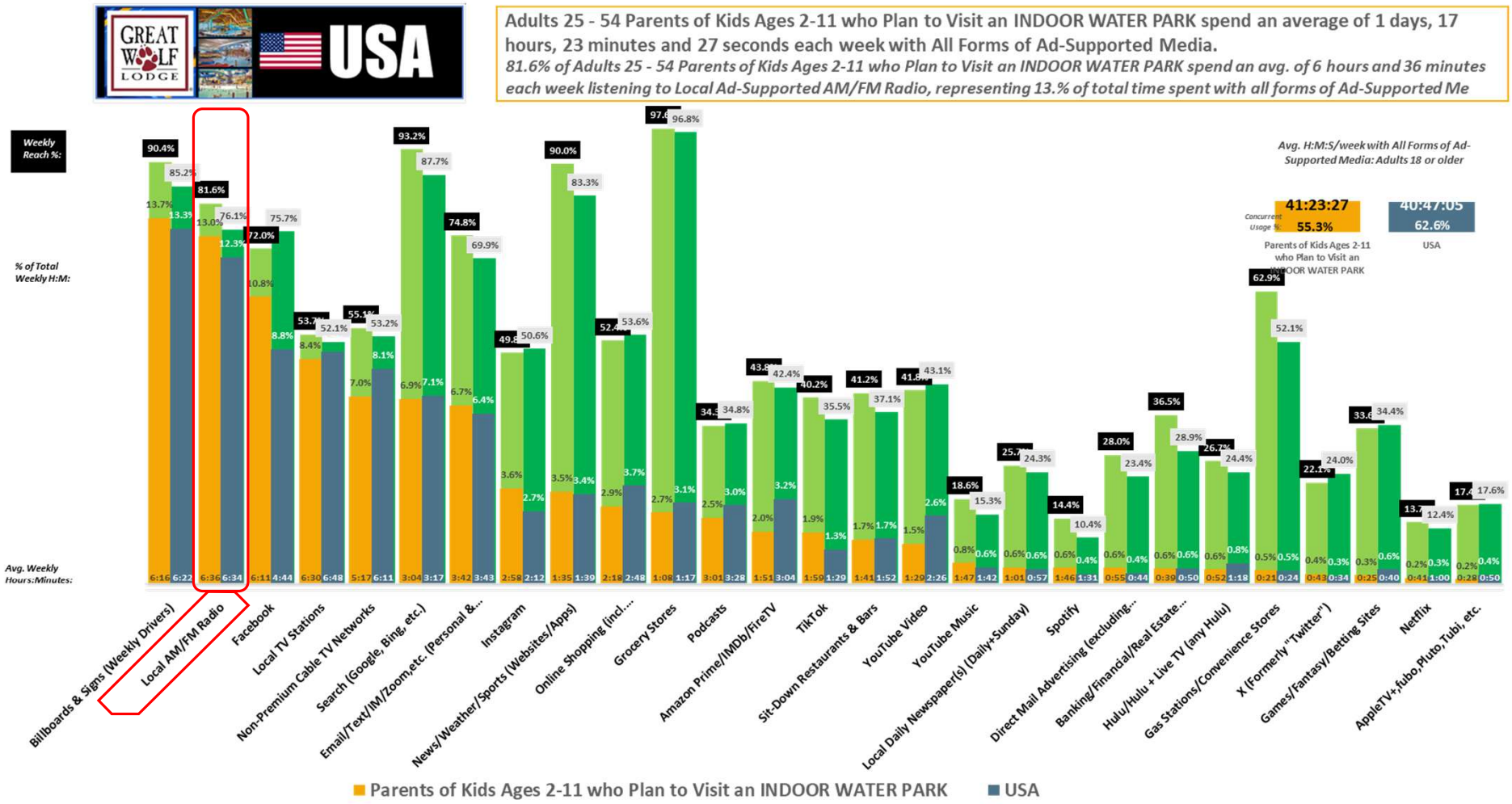
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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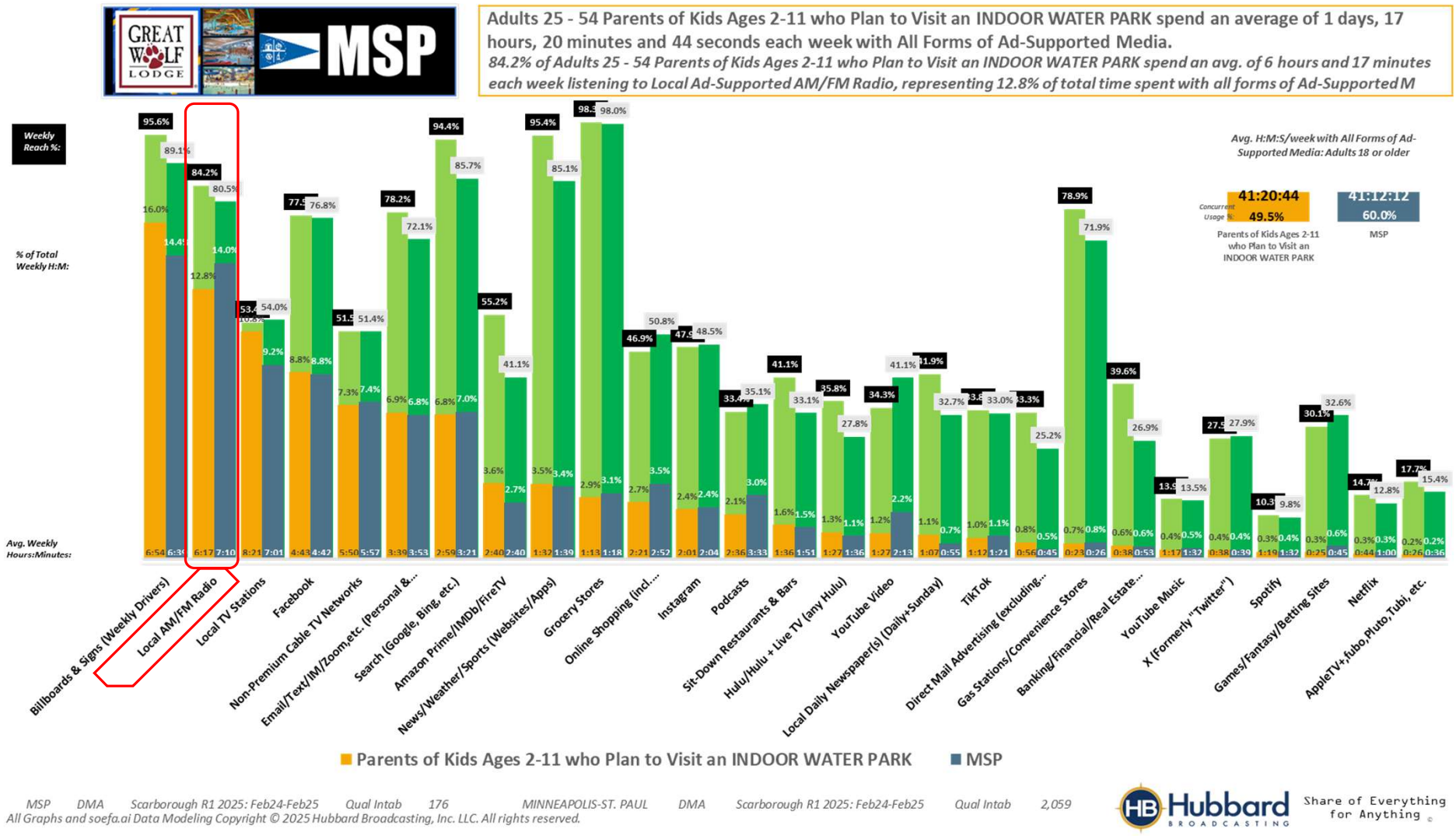
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,059

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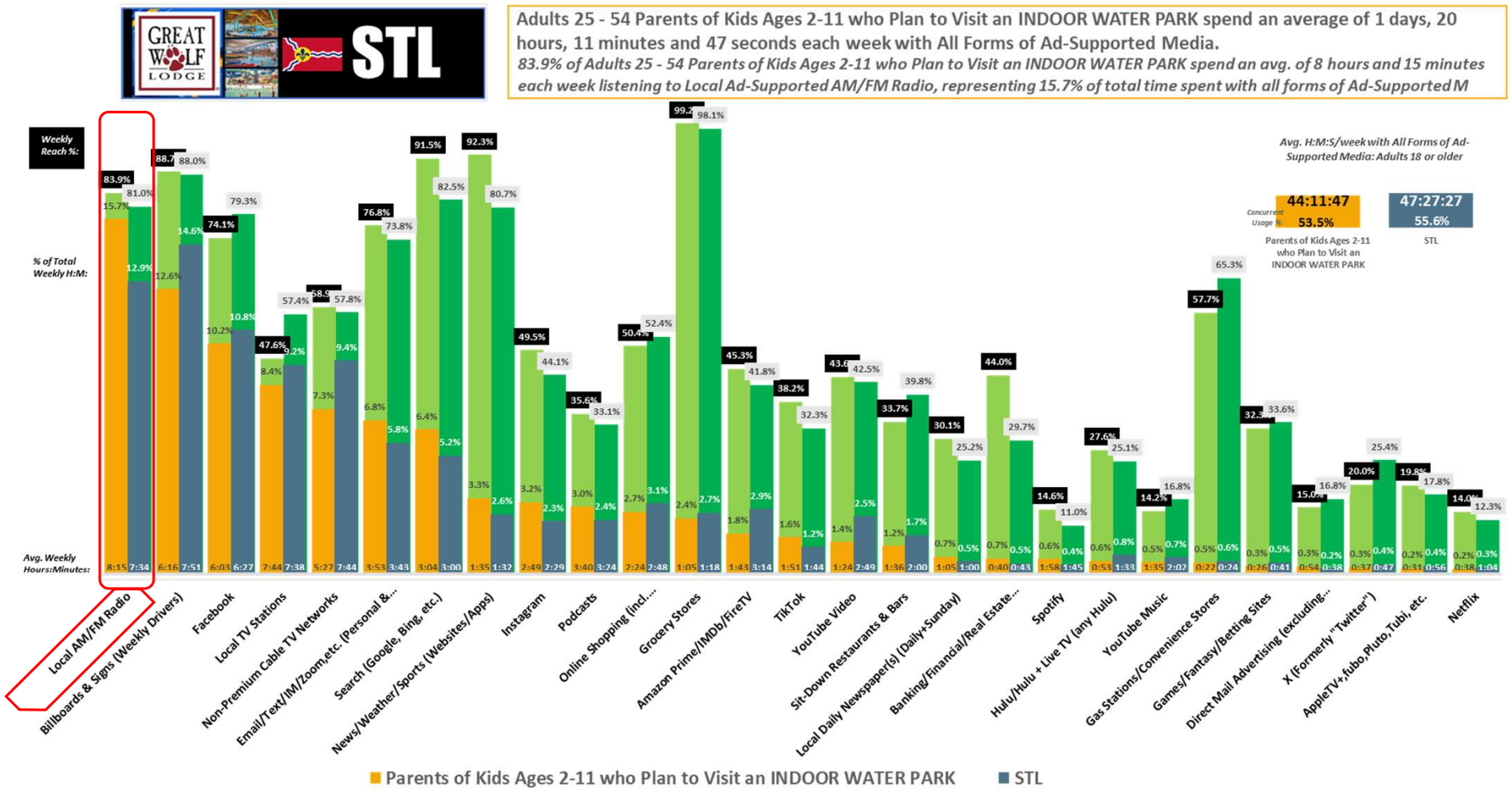
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,031

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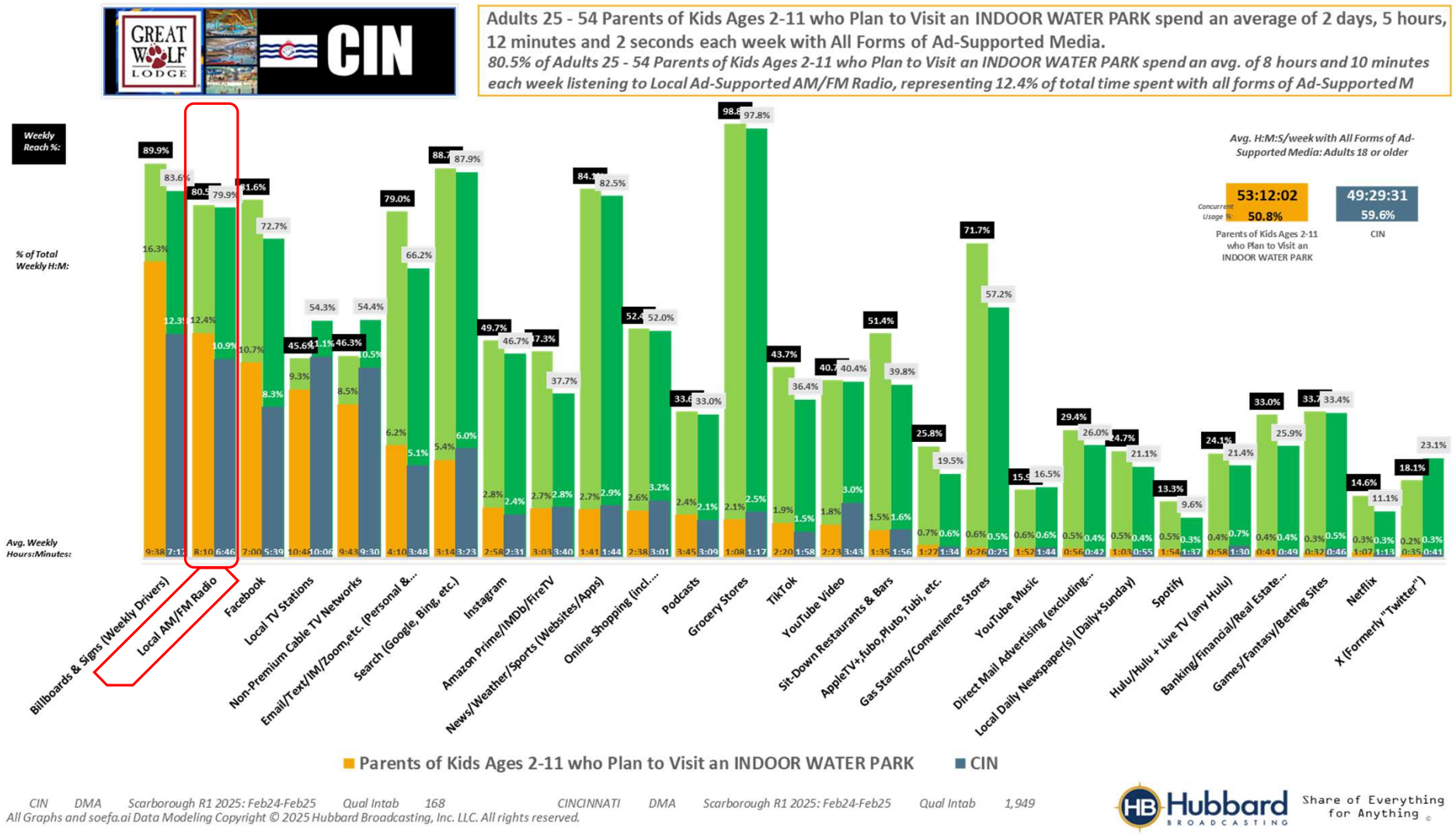
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,949

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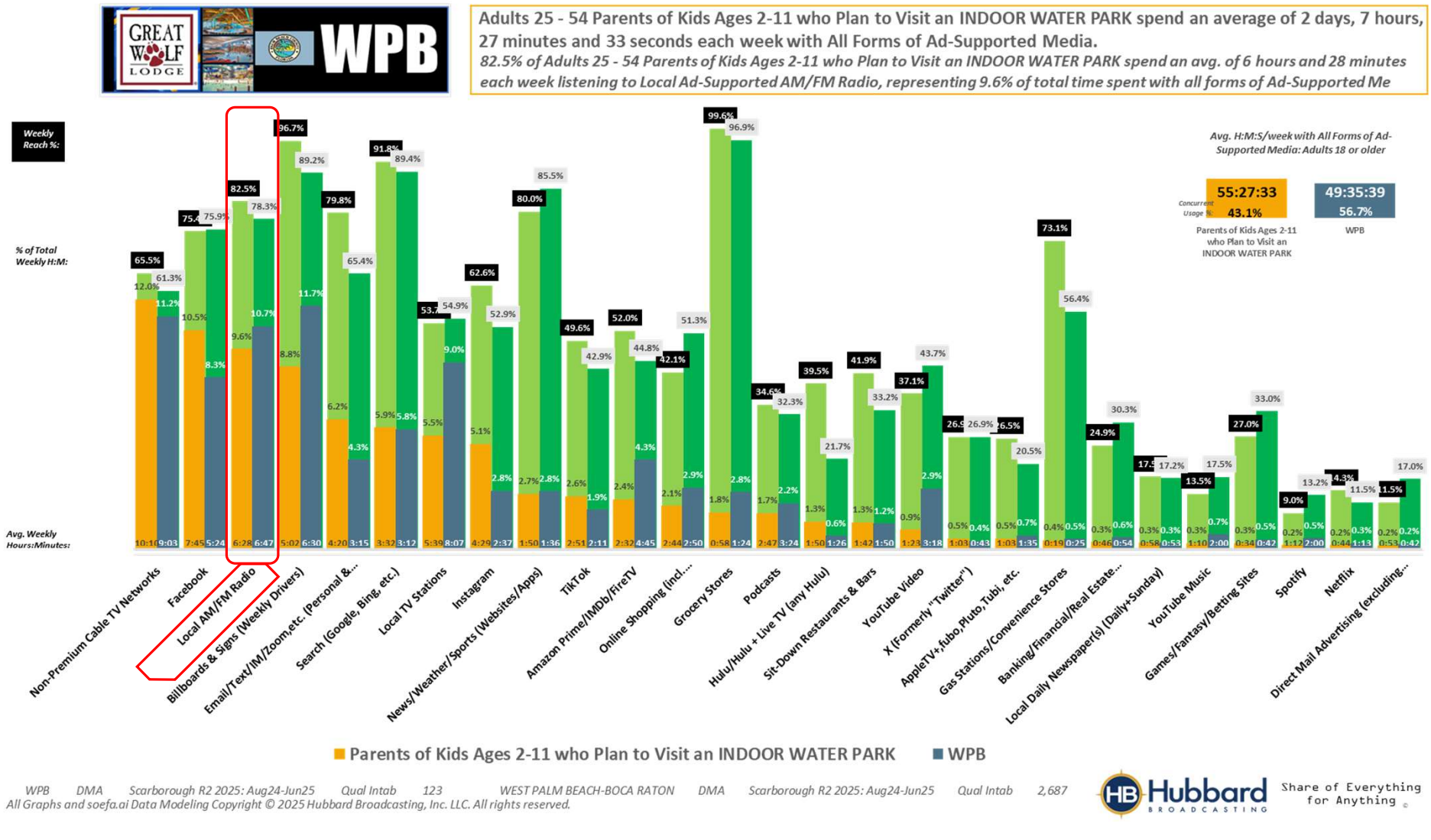
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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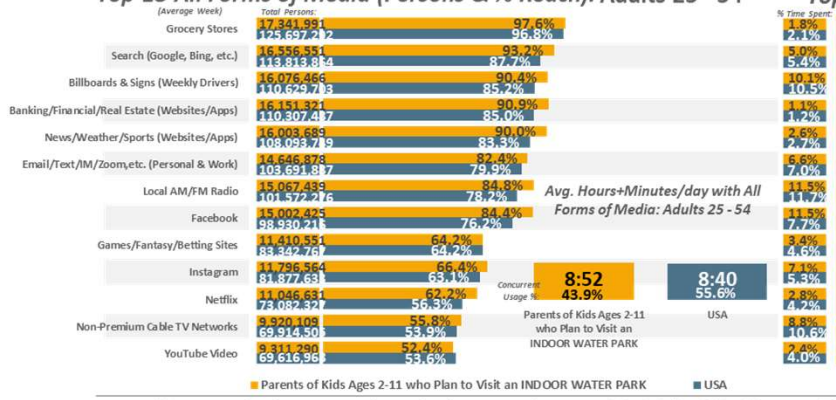
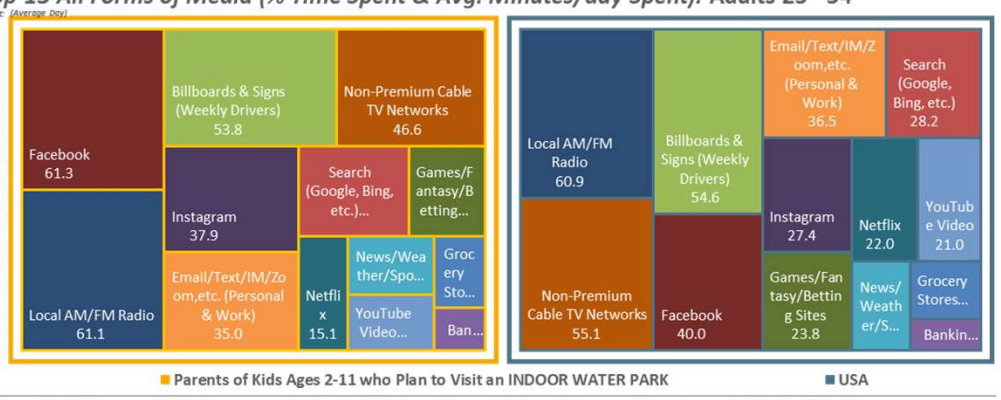
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 5 hours and 54 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 56.7 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

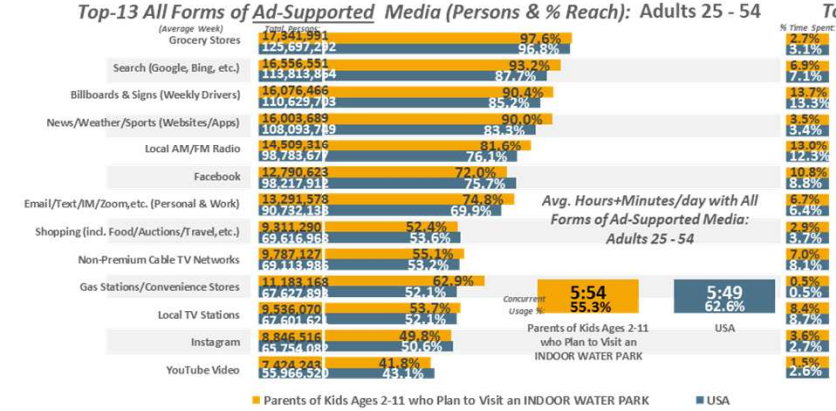
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



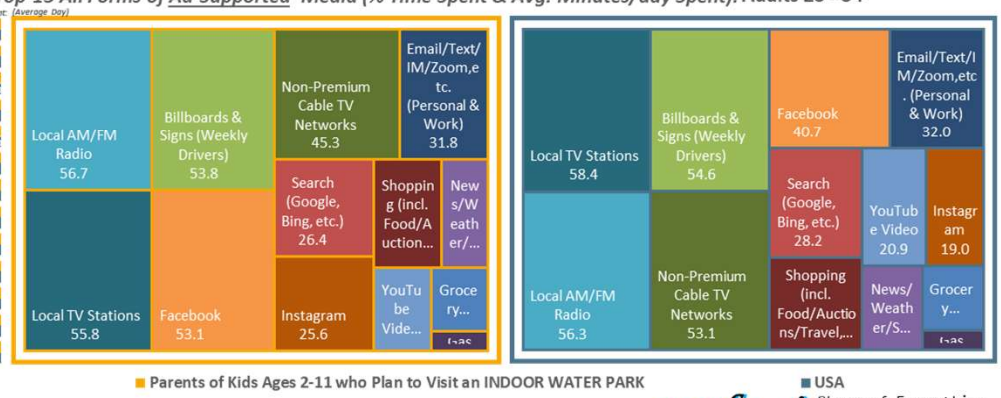
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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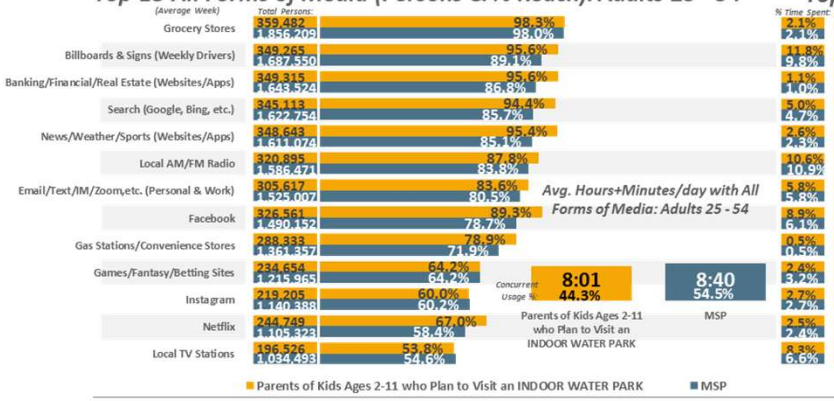
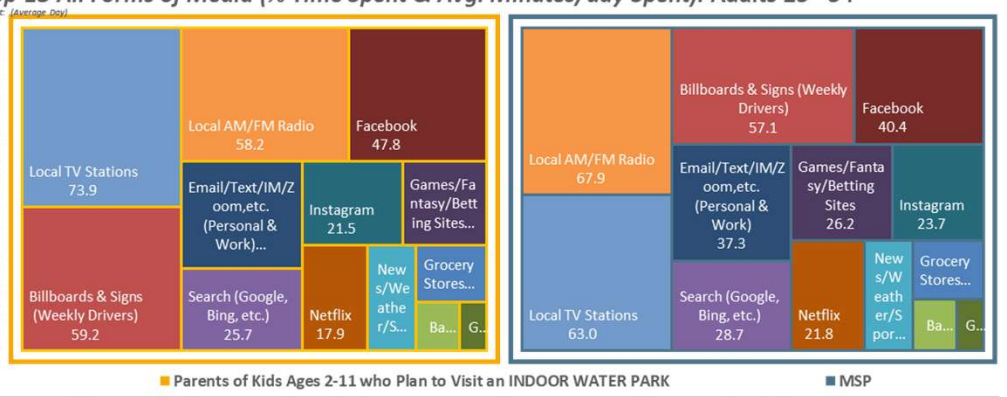
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 5 hours and 54 minutes each day with All Forms of Ad-Supported Media. 84.2% listen to Local AM/FM Radio for an avg. of 53.9 minutes/day. *(Local Radio delivers 12.8% of Time with Ad-Supported Media.)*

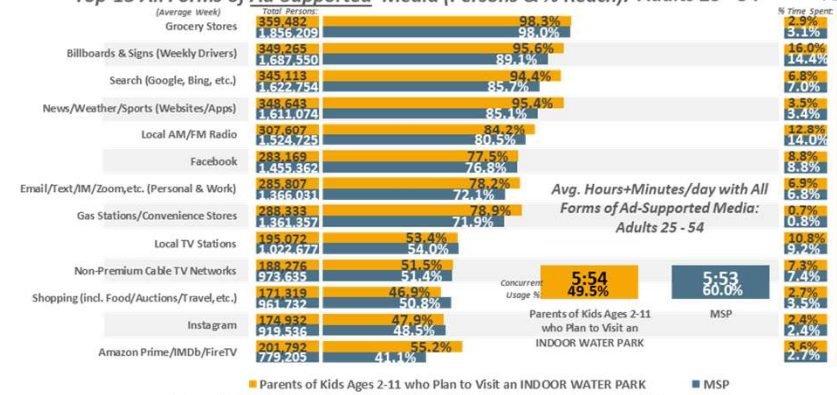
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



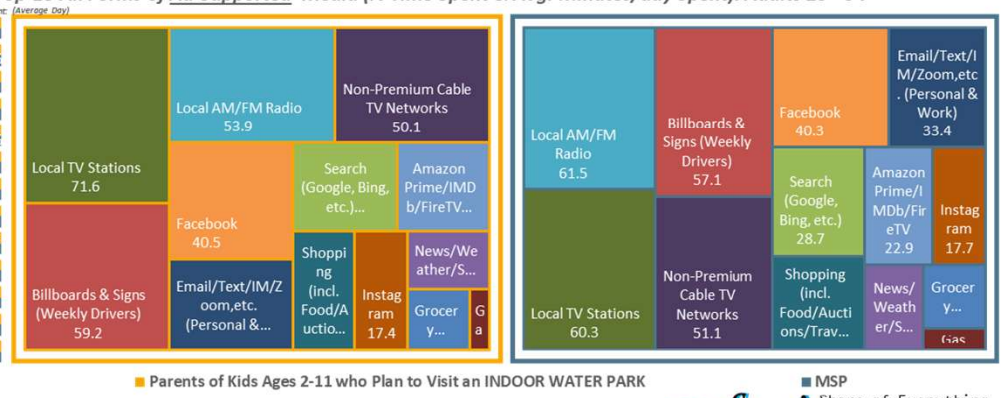
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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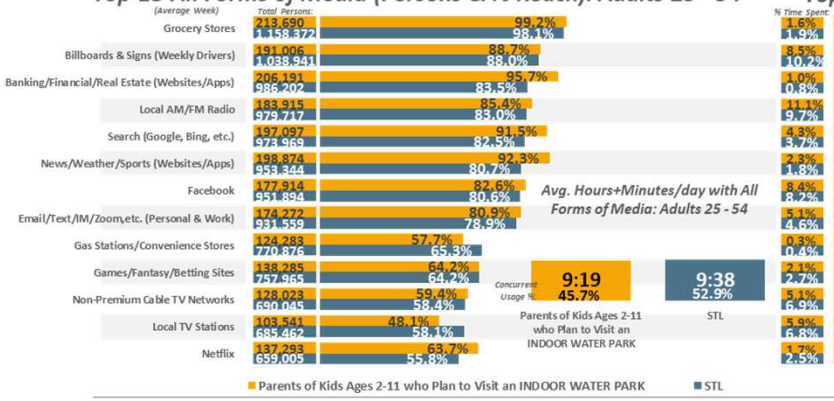
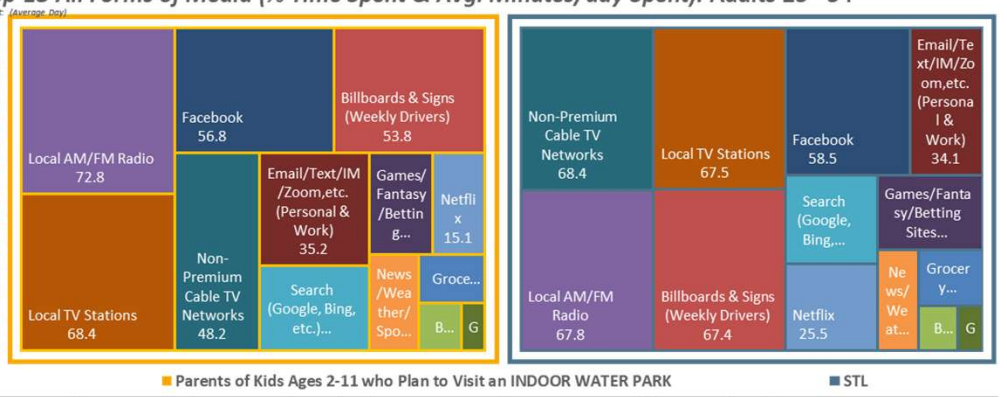
Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 6 hours and 18 minutes each day with All Forms of Ad-Supported Media. 83.9% listen to Local AM/FM Radio for an avg. of 70.8 minutes/day. *(Local Radio delivers 15.7% of Time with Ad-Supported Media.)*

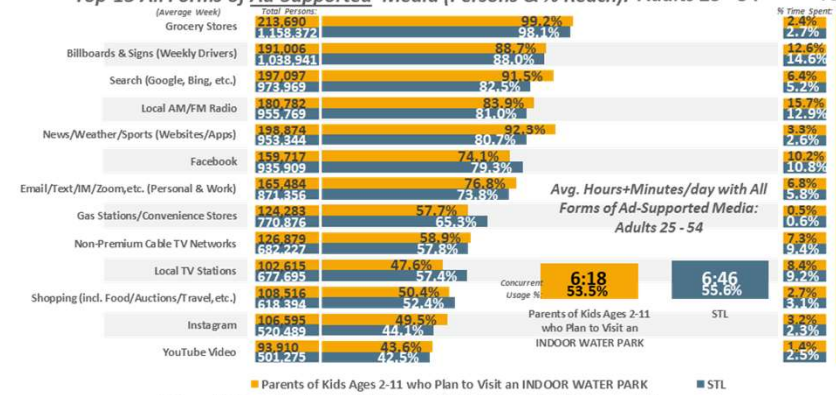
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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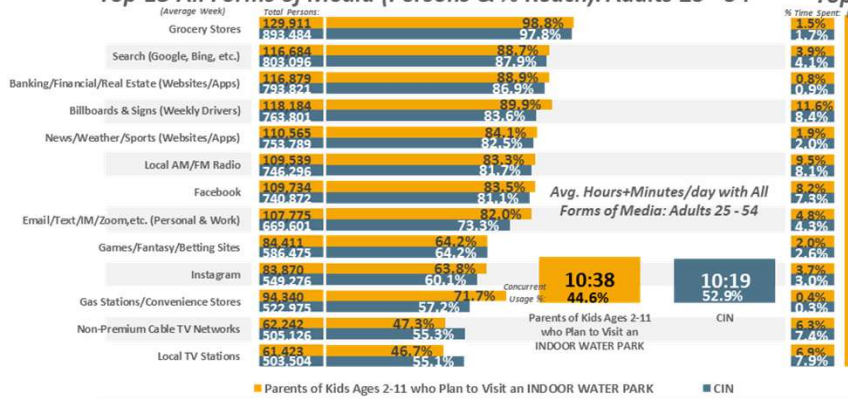
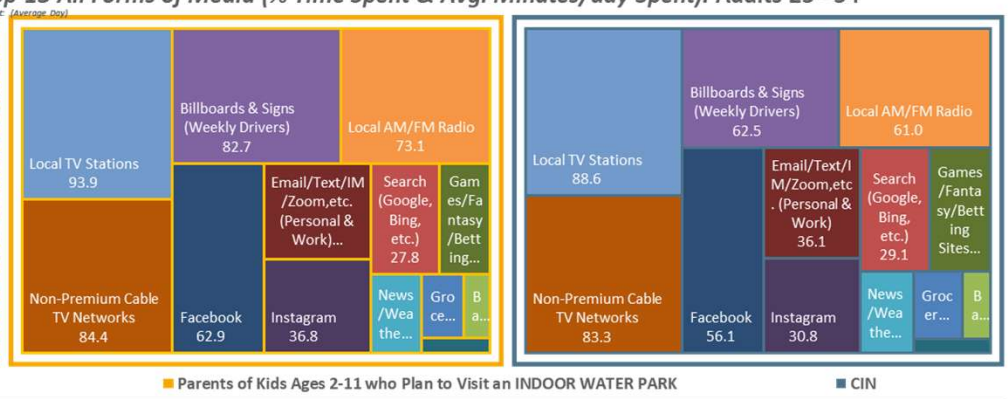
Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 7 hours and 36 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 70. minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

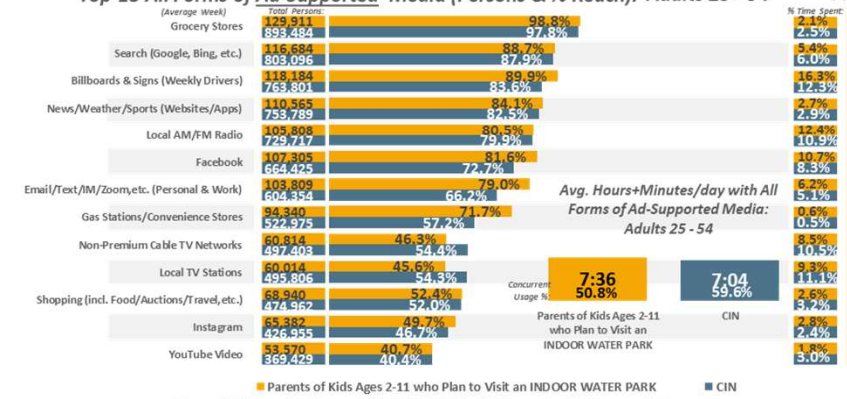
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



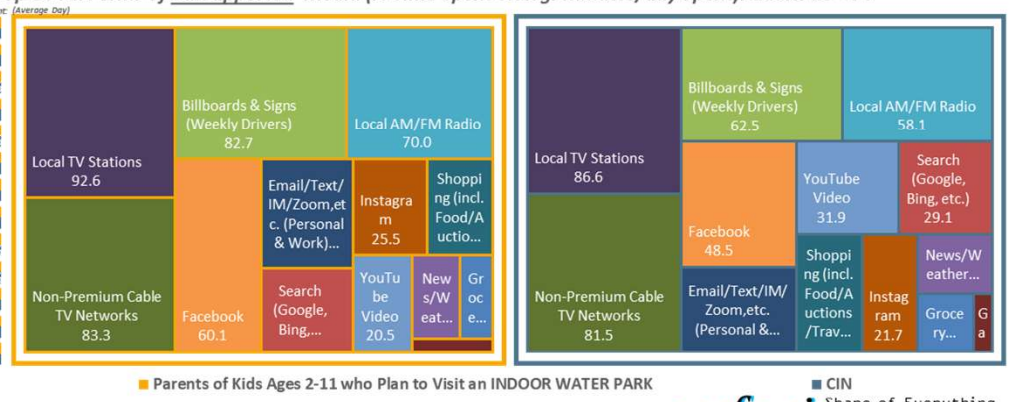
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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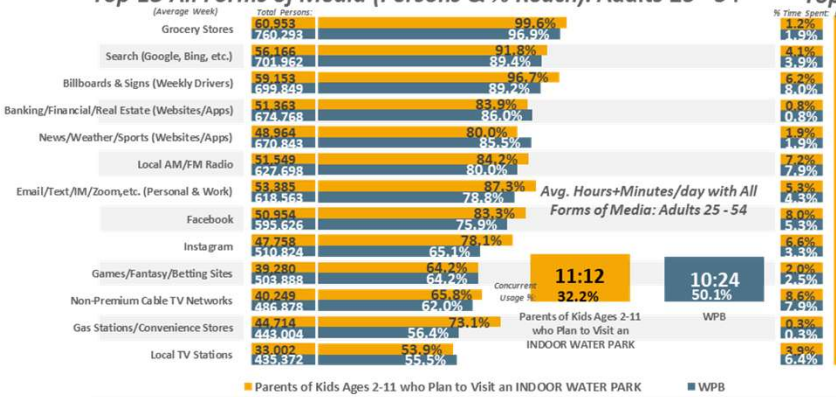
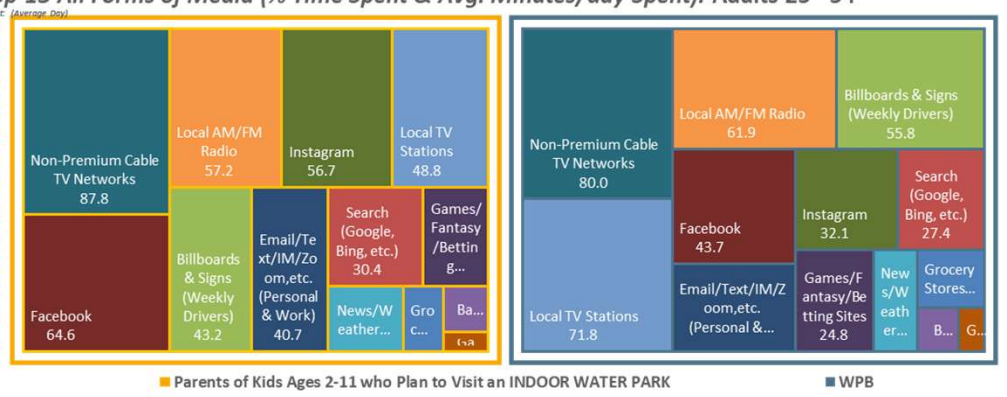
Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 7 hours and 55 minutes each day with All Forms of Ad-Supported Media. 82.5% listen to Local AM/FM Radio for an avg. of 55.5 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

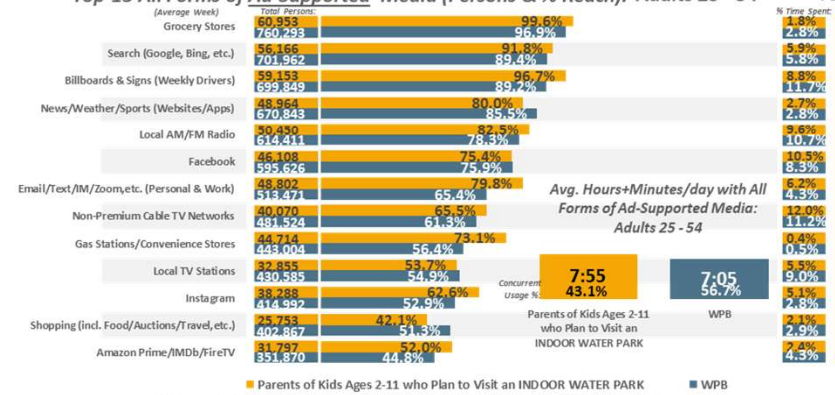
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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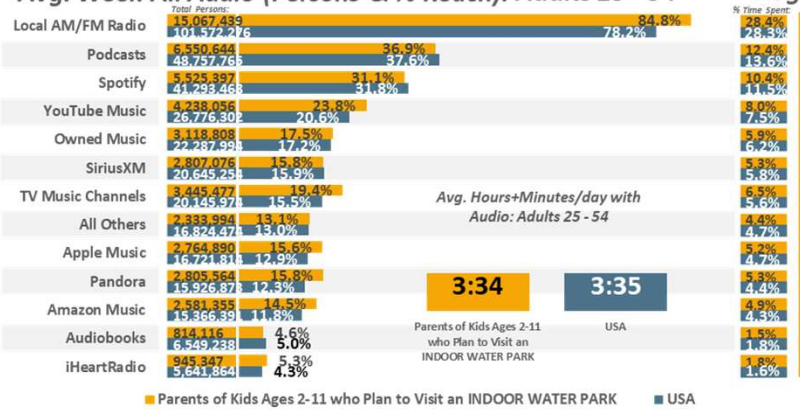
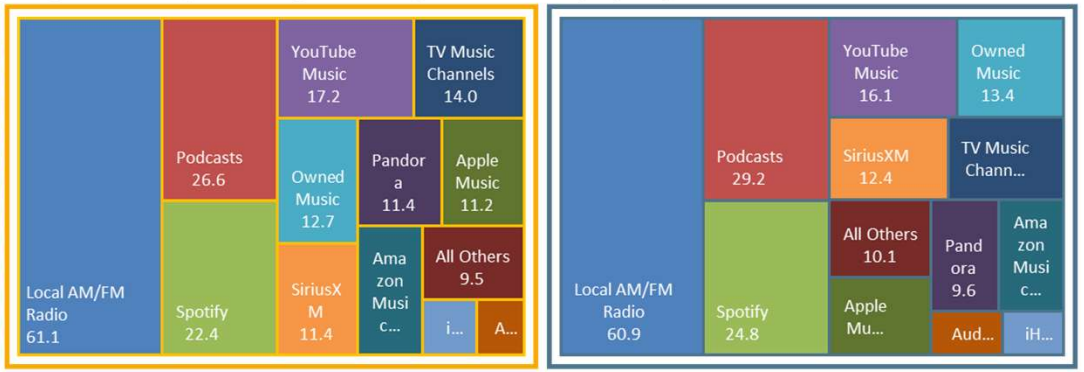
14,509,316 or 81.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

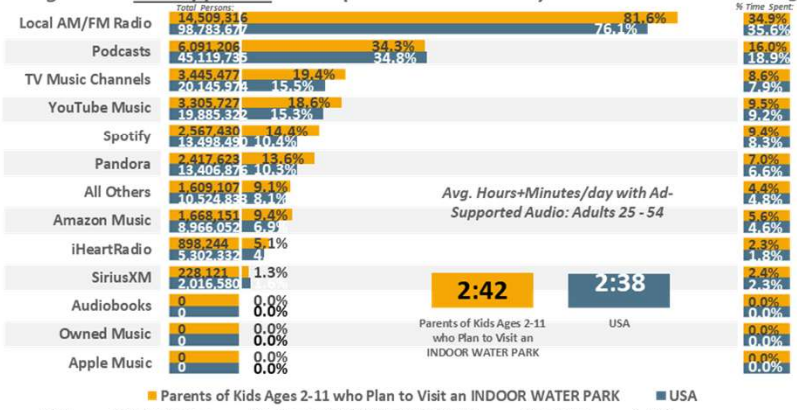
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



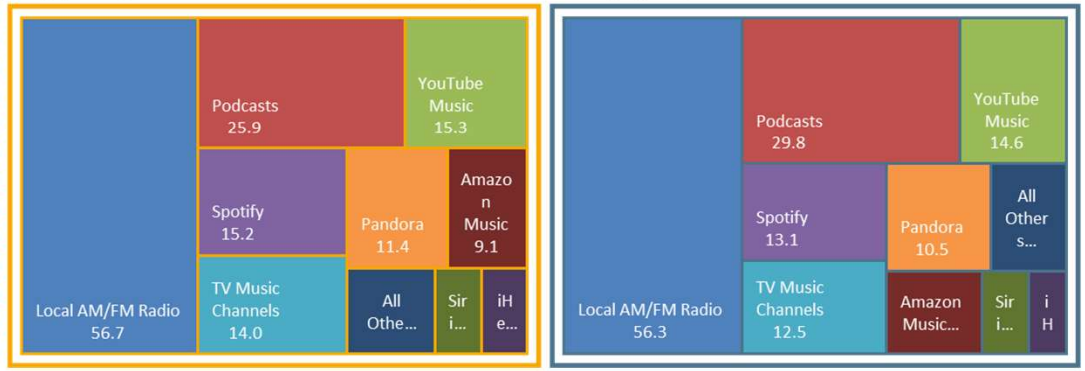
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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Scarborough R2 2025: Feb24-Jul25 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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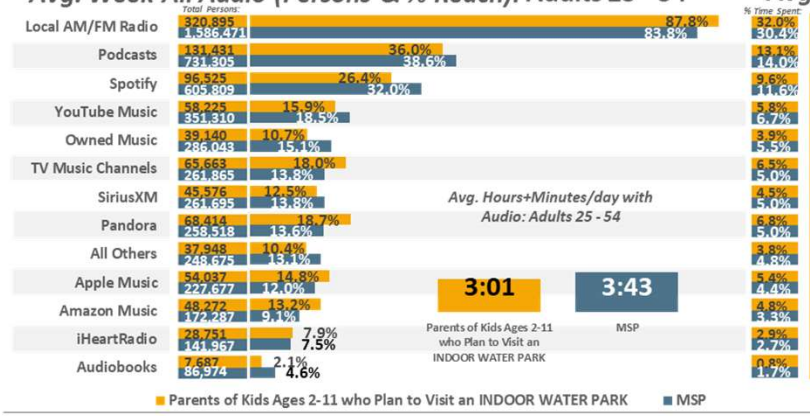
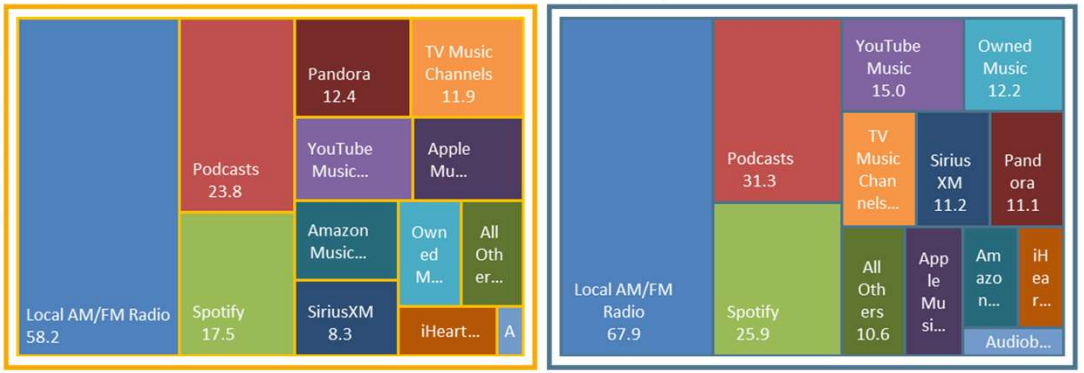
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

307,607 or 84.2% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

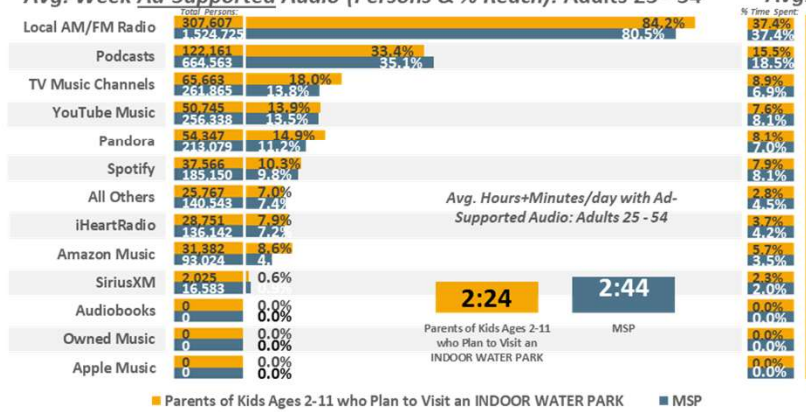
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



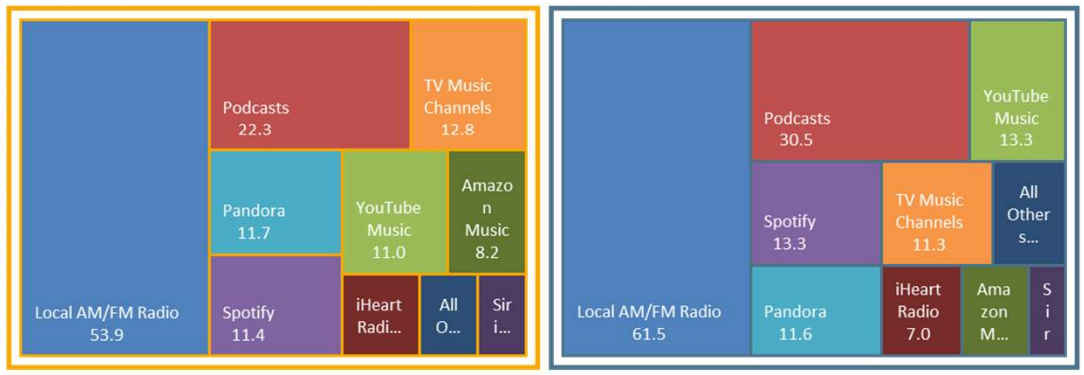
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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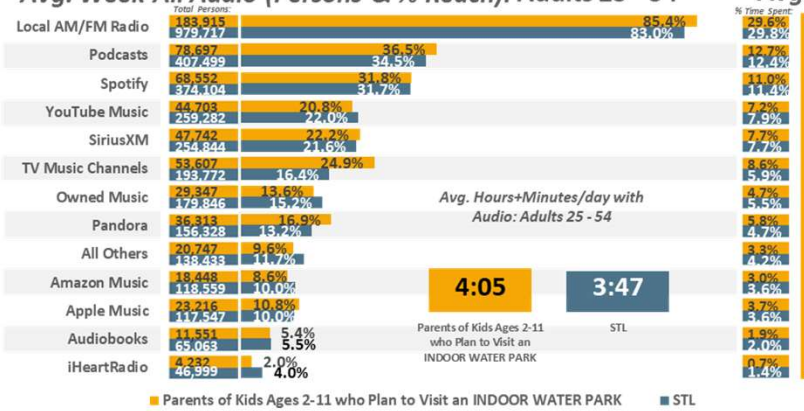
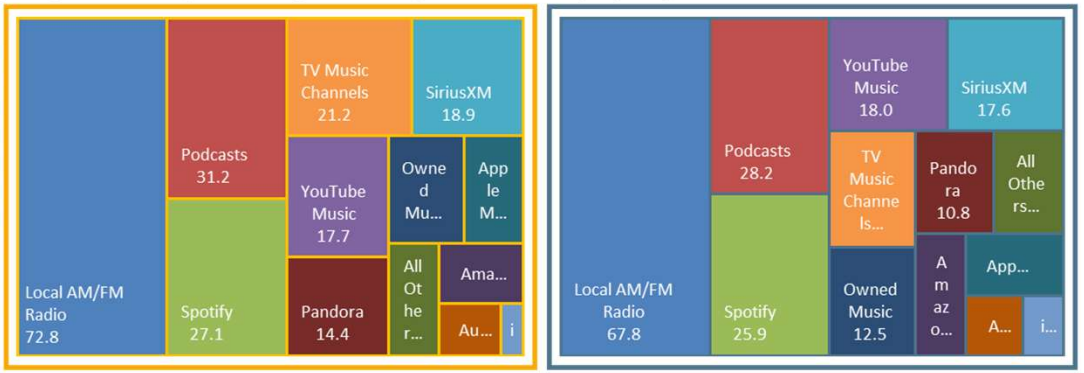
180,782 or 83.9% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.

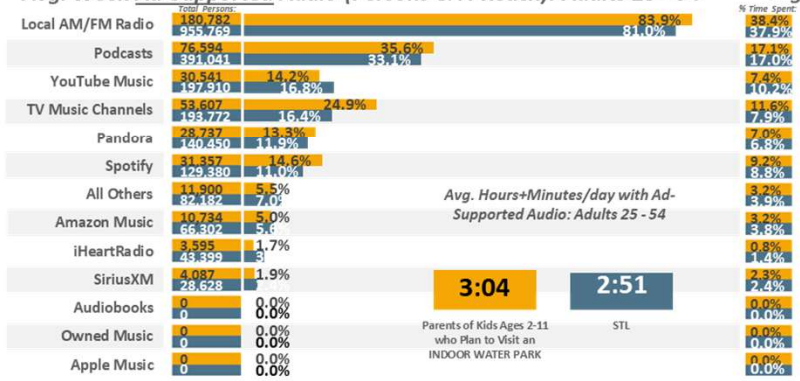
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



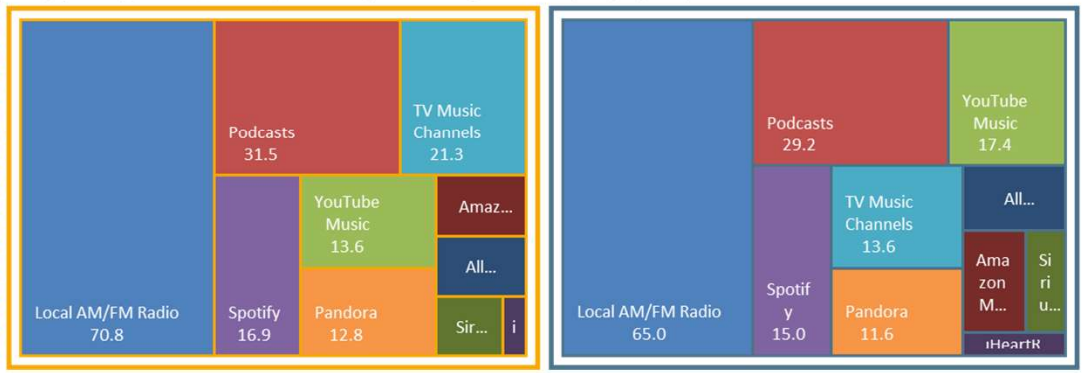
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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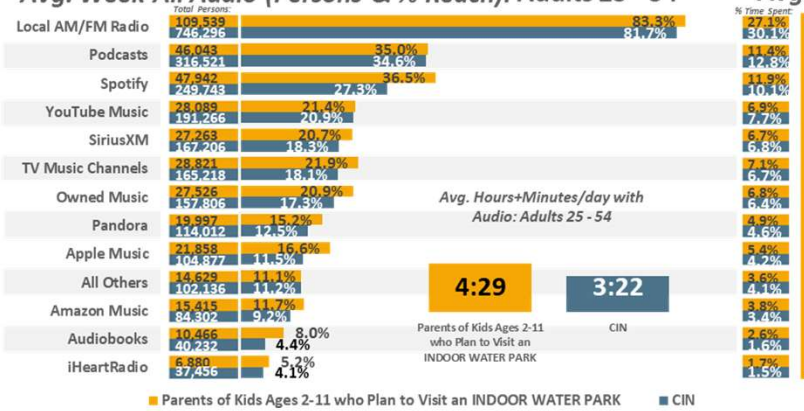
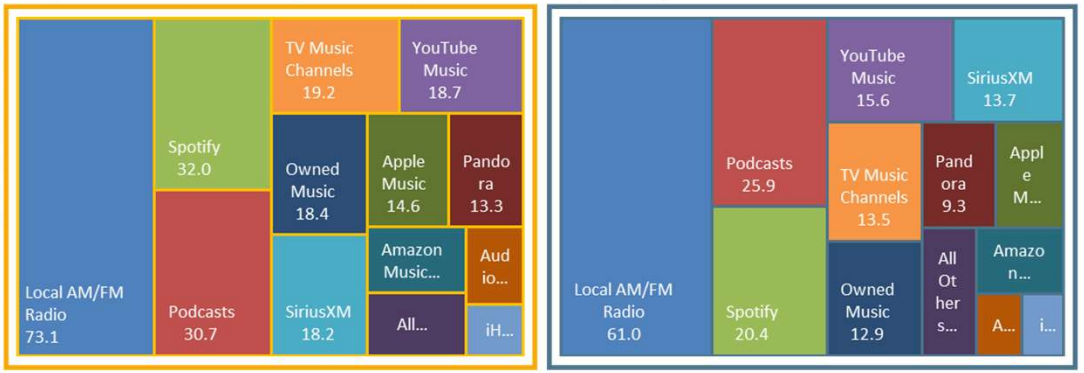
105,808 or 80.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 70. minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

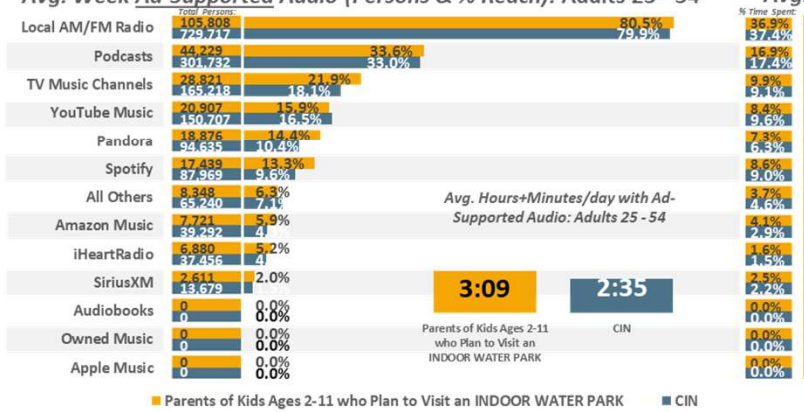
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



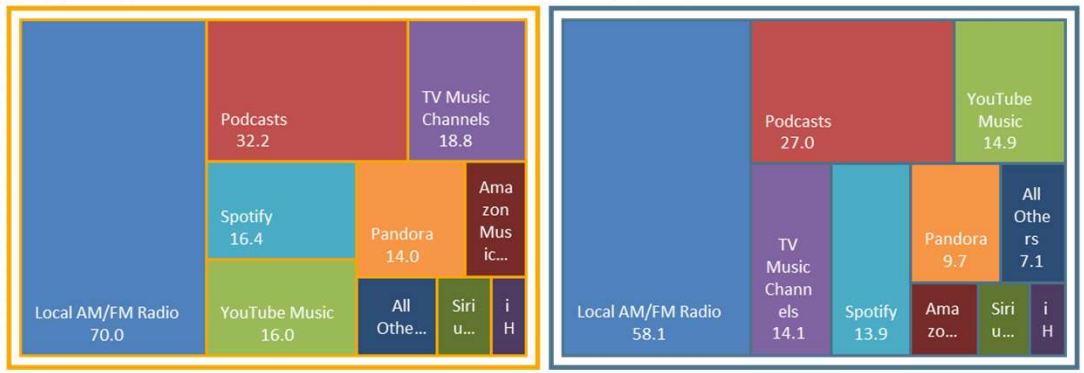
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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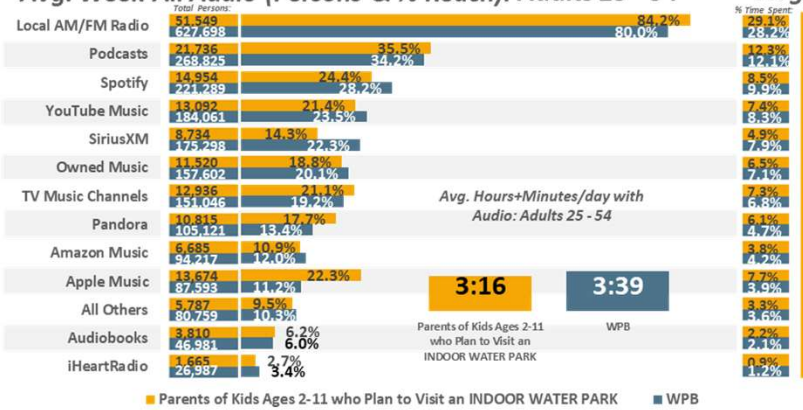
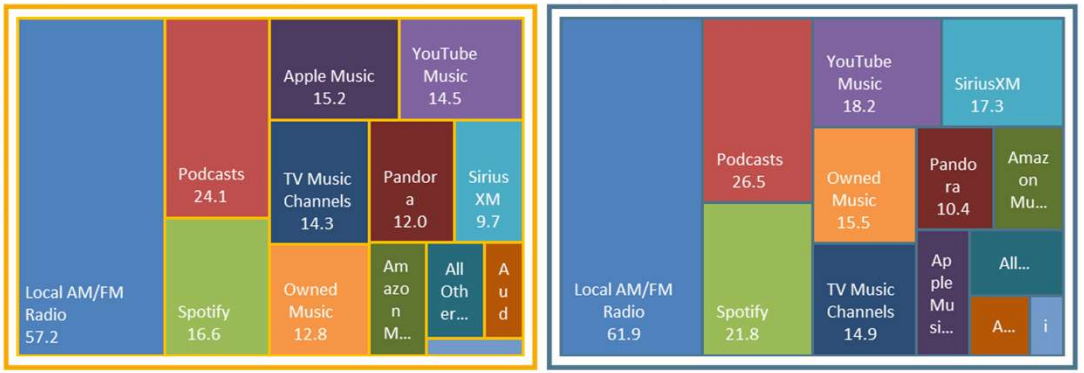
50,450 or 82.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 55.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

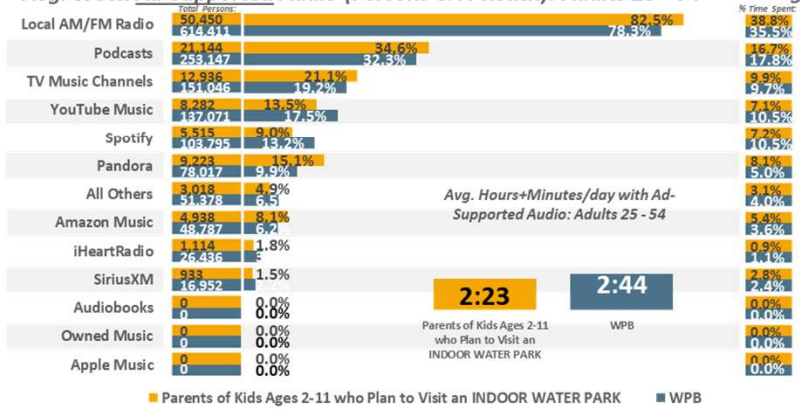
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



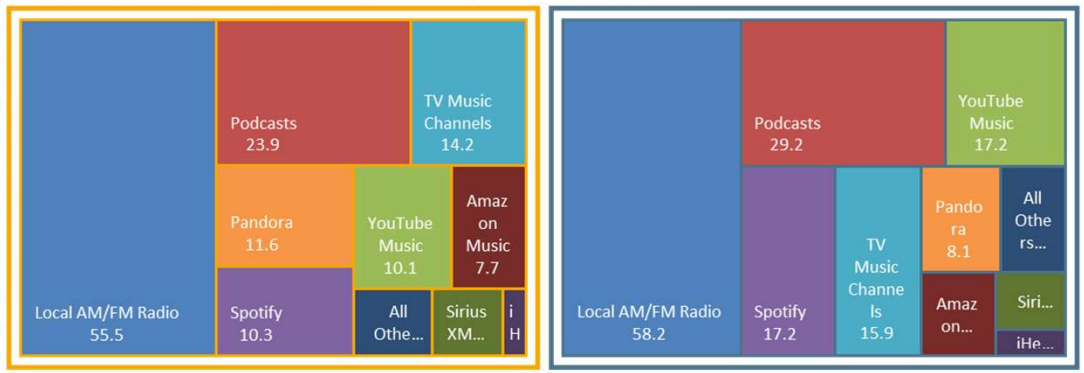
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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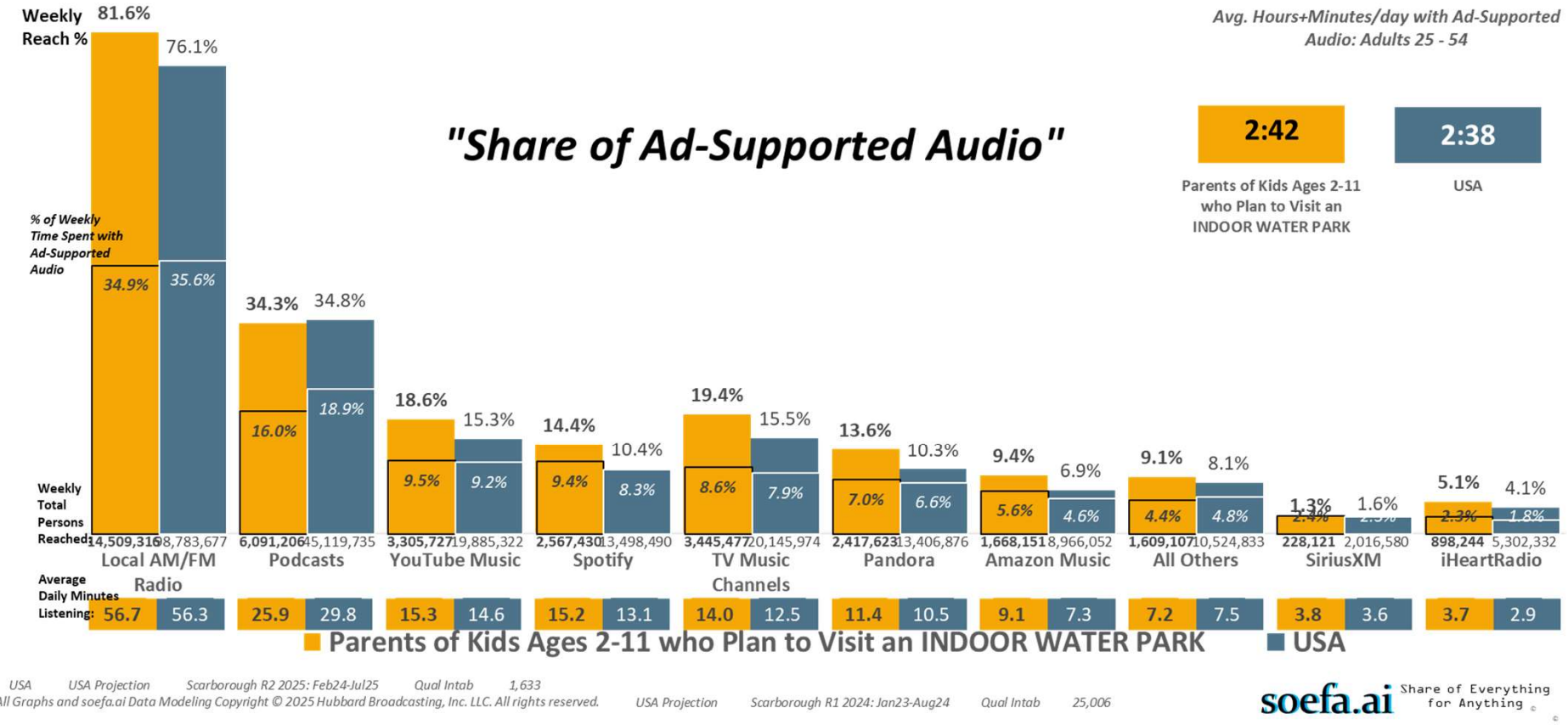
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



14,509,316 or 81.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 56.7 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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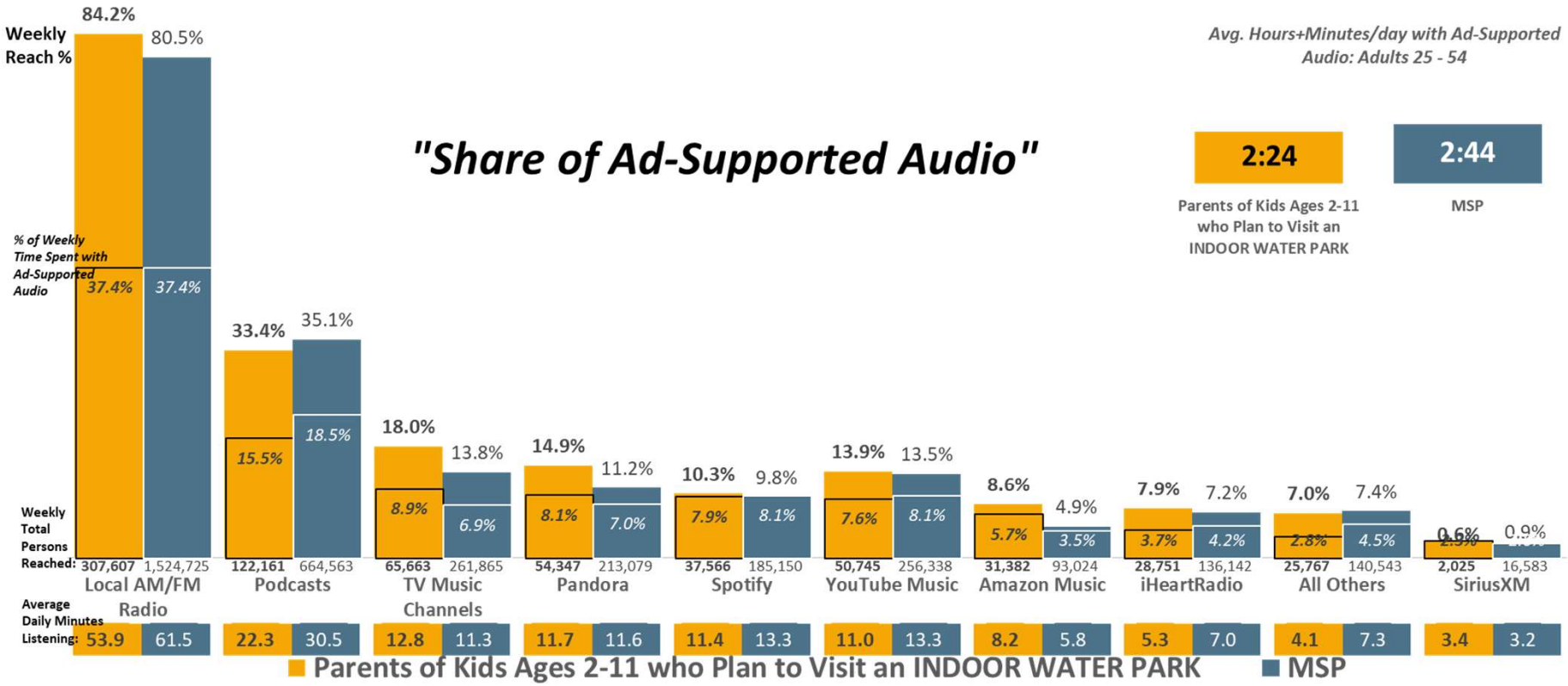
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



307,607 or 84.2% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 53.9 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,059

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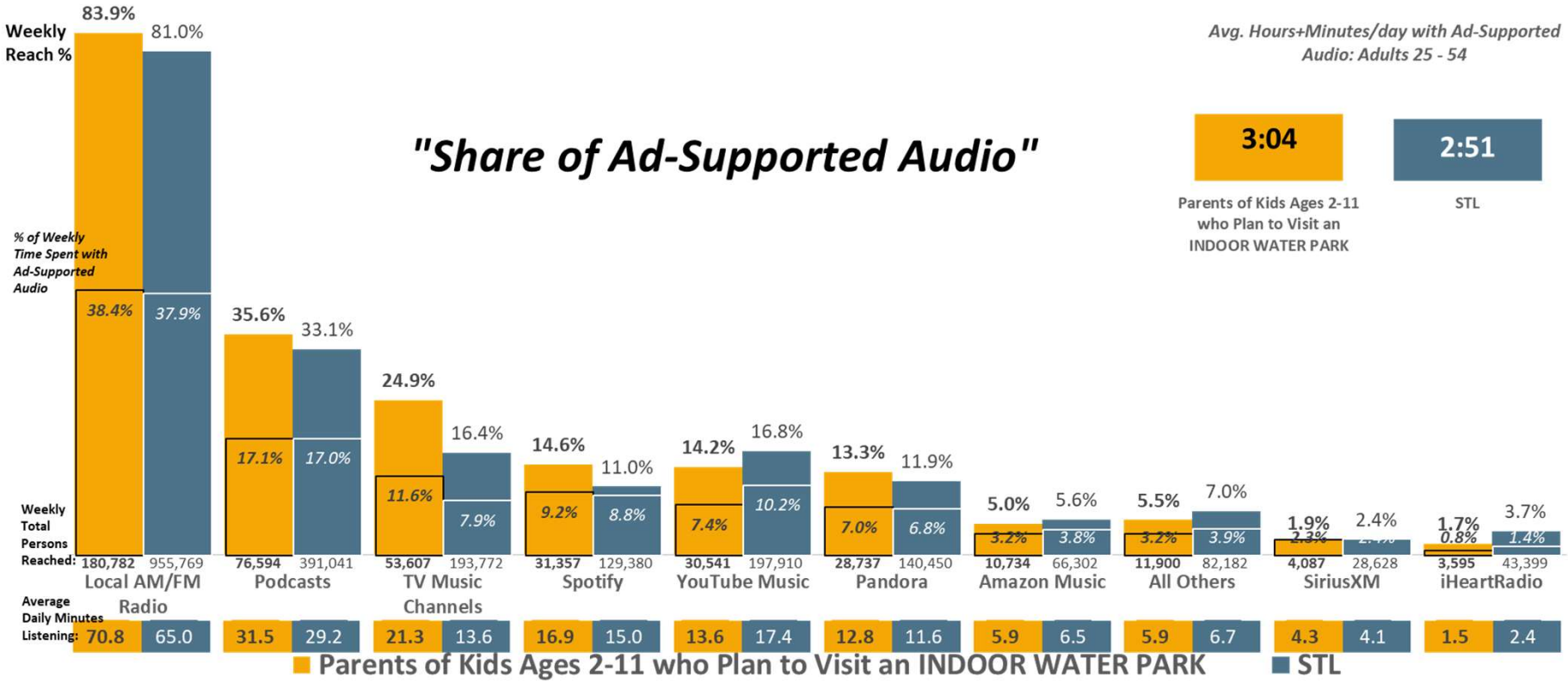
180,782 or 83.9% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 38.4% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,031

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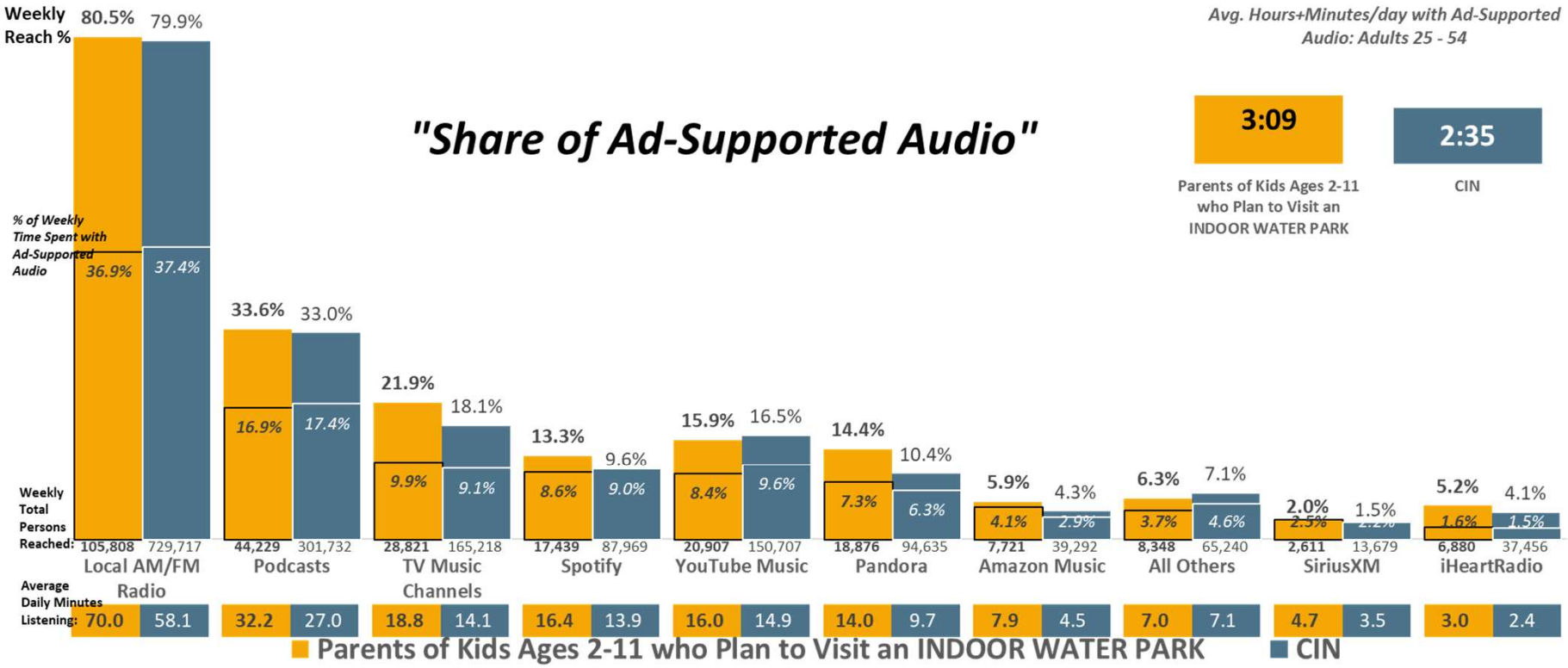
105,808 or 80.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 70. minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,949

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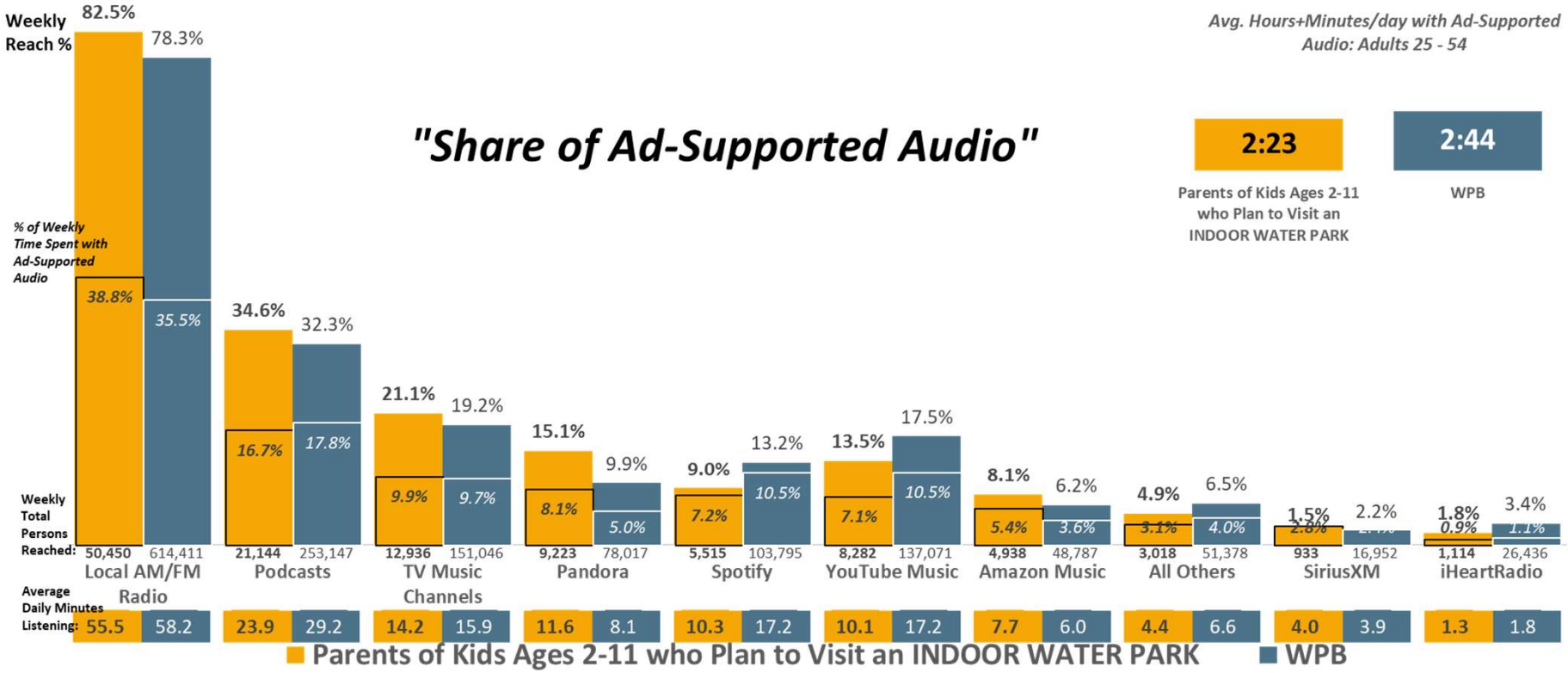
50,450 or 82.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio for an average of 55.5 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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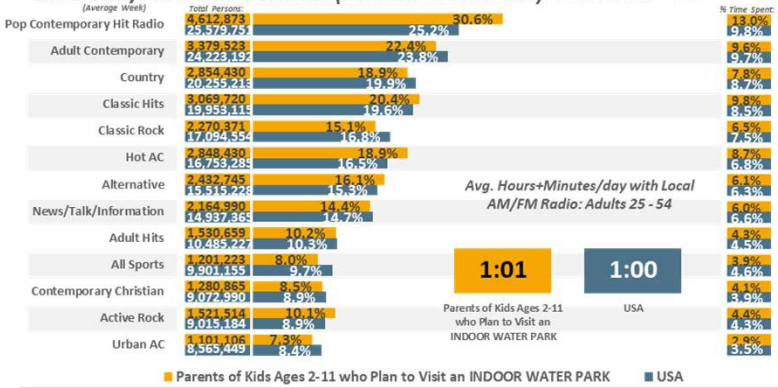
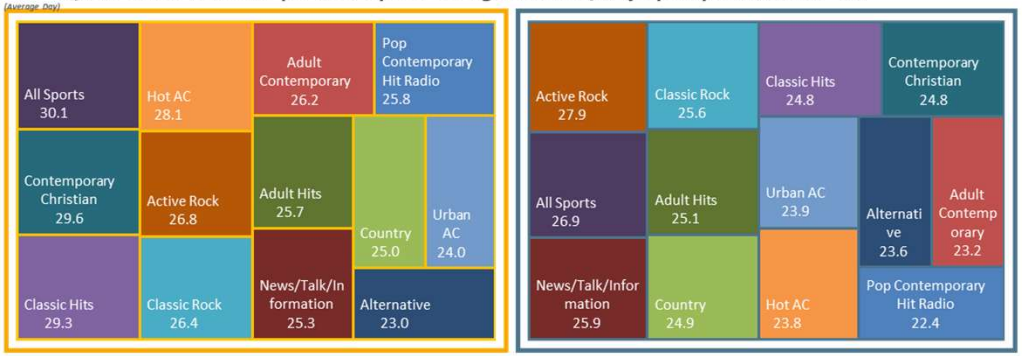
14,509,316 or 81.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Country, and Hot AC.

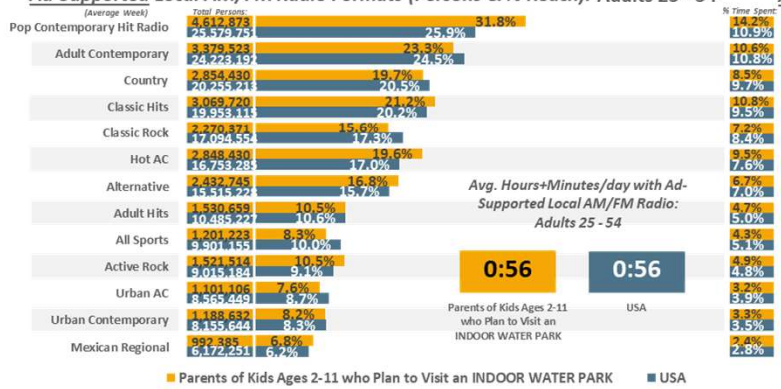
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



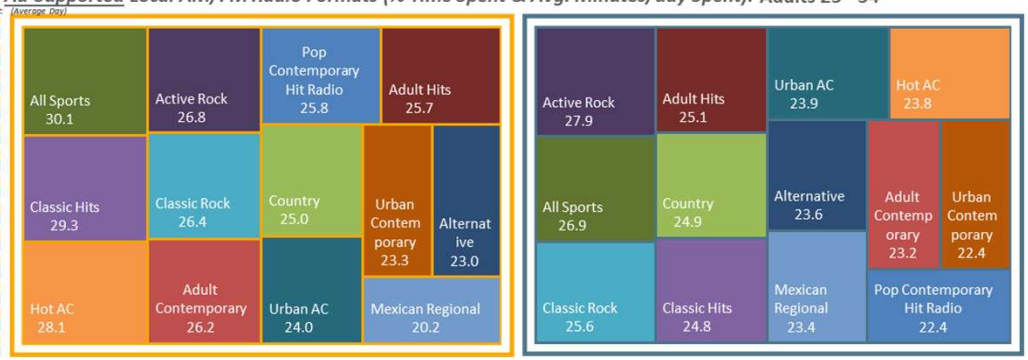
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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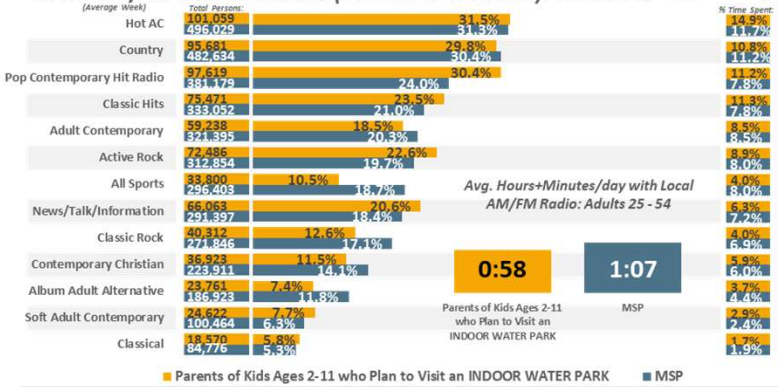
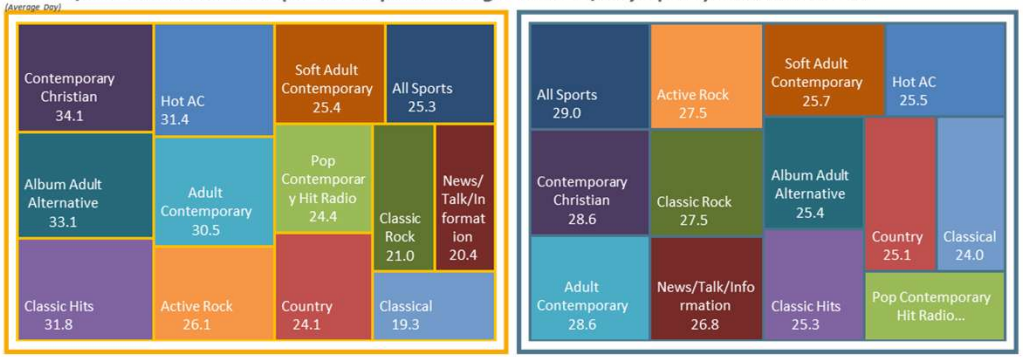
307,607 or 84.2% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Country, Classic Hits, and Active Rock.

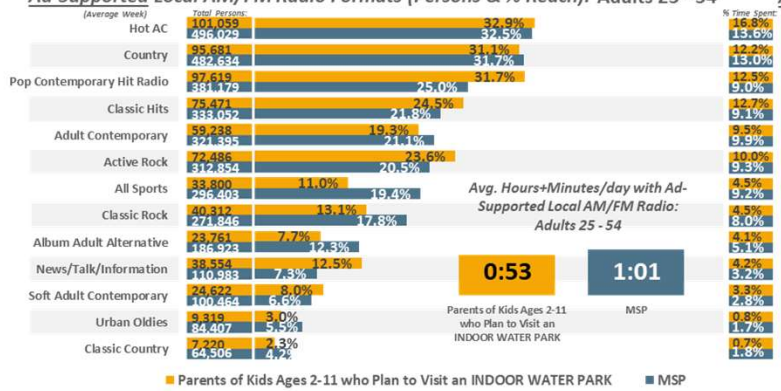
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



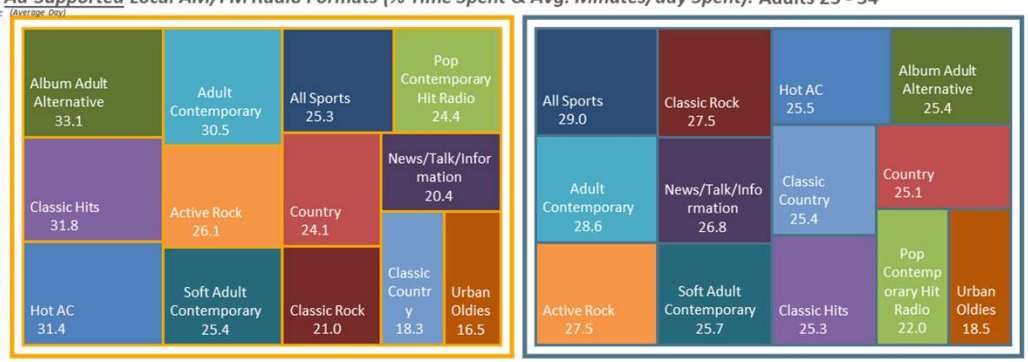
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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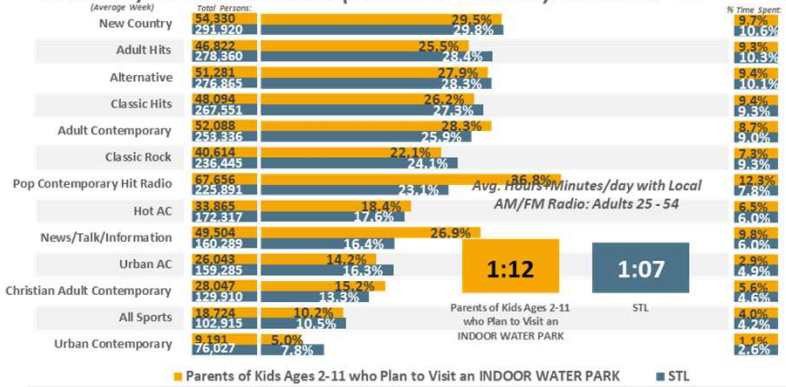
180,782 or 83.9% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, New Country, Adult Contemporary, Alternative, and Classic Hits.

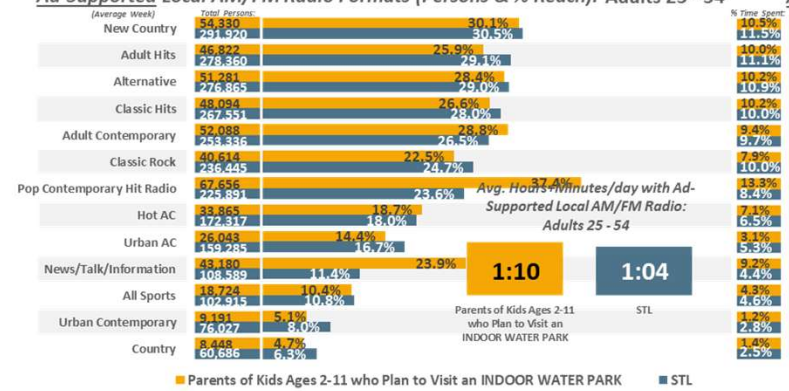
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



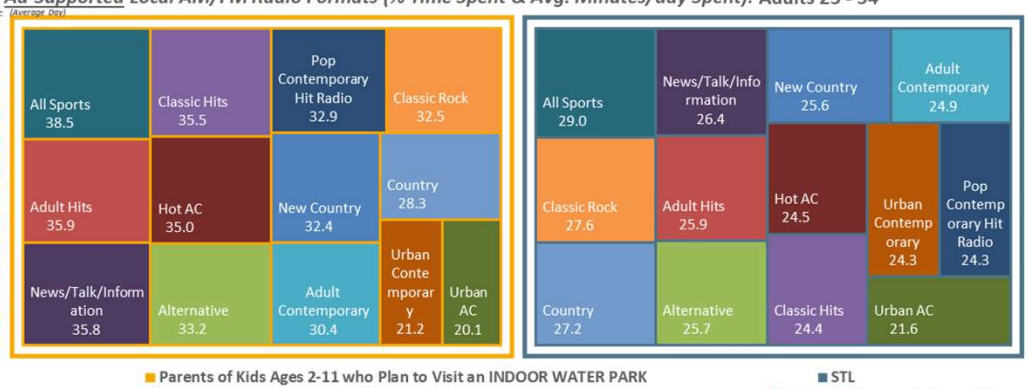
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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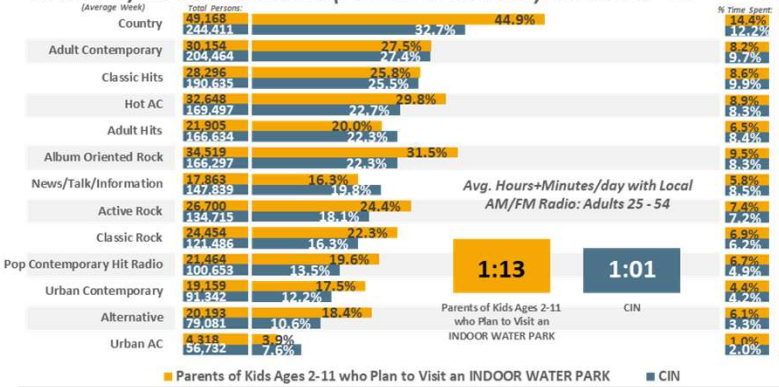
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

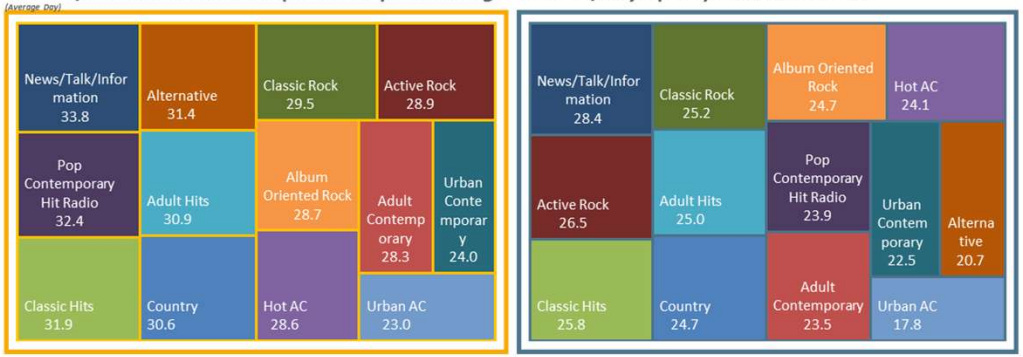


105,808 or 80.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Album Oriented Rock, Hot AC, Adult Contemporary, and Classic Hits.

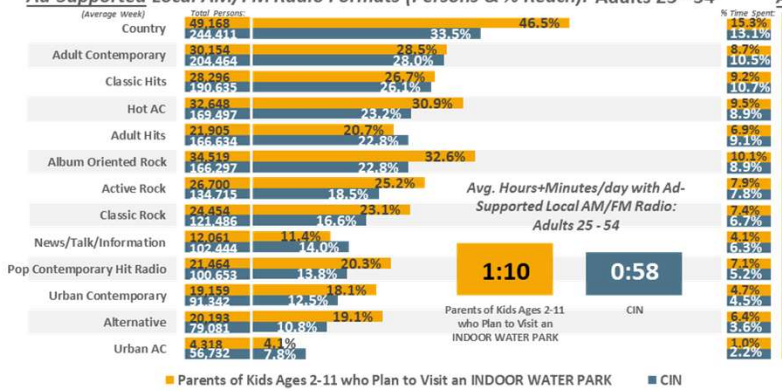
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



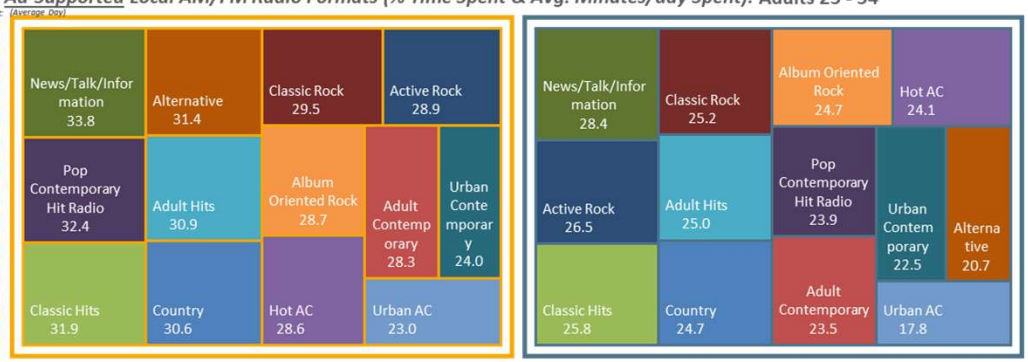
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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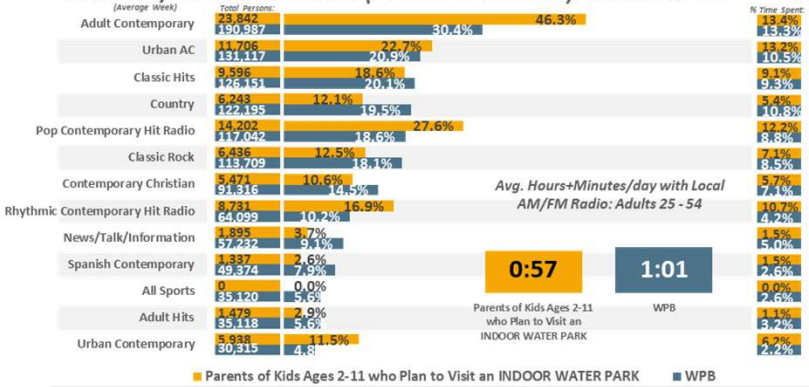
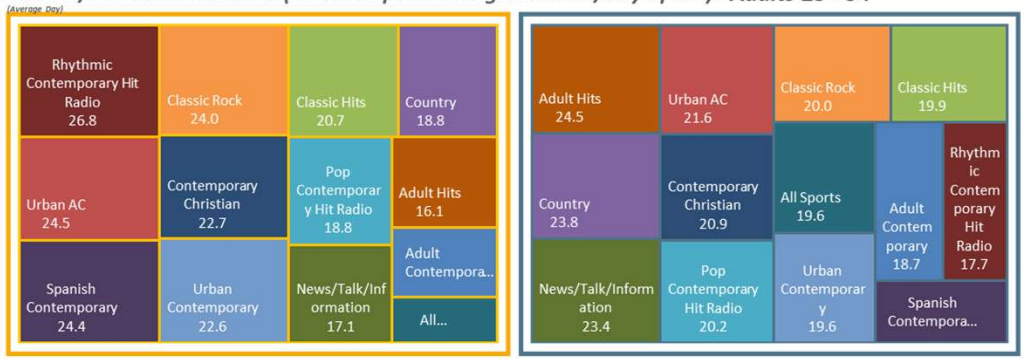
50,450 or 82.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Urban AC, Classic Hits, and Rhythmic Contemp

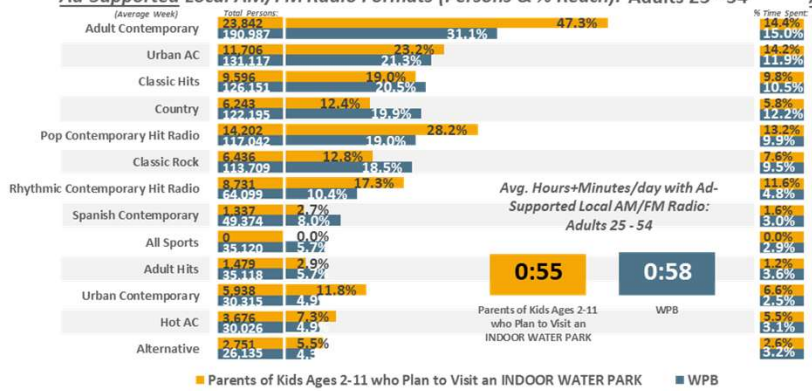
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



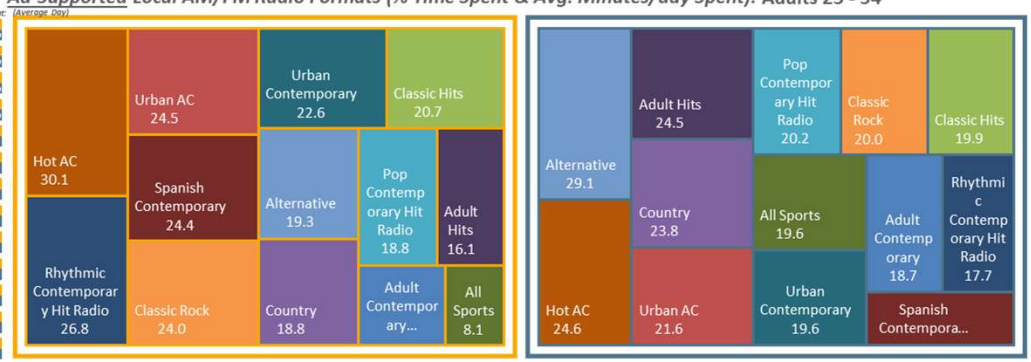
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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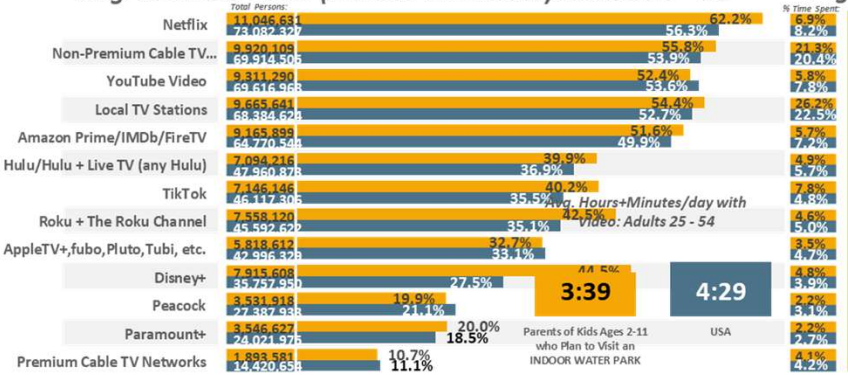
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

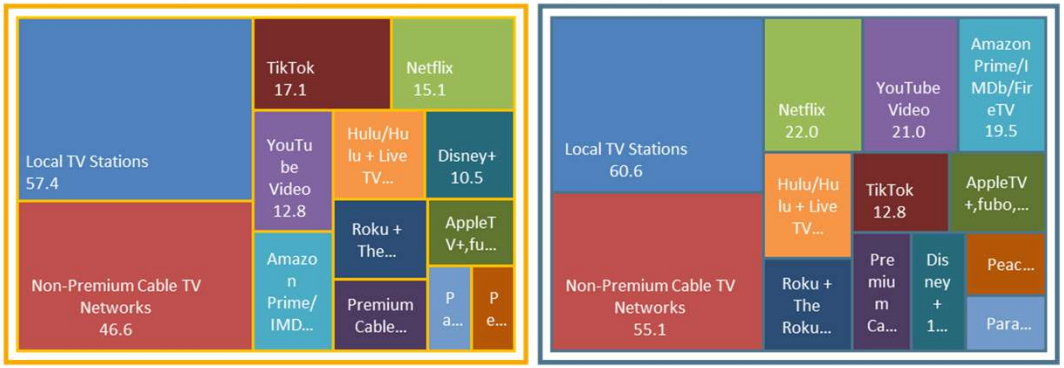


9,536,070 or 53.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 55.8 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

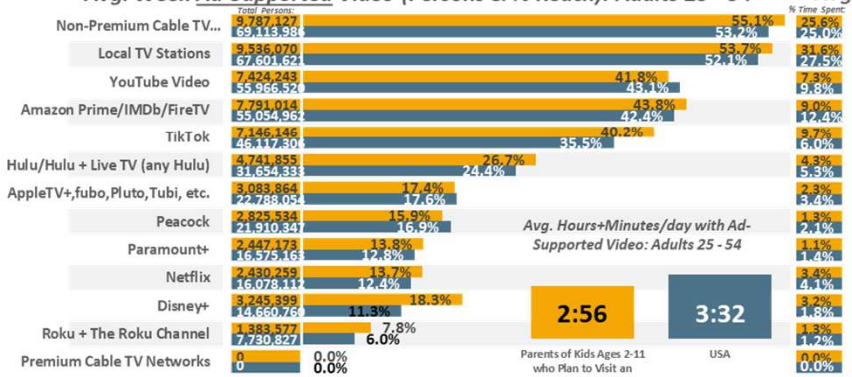
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



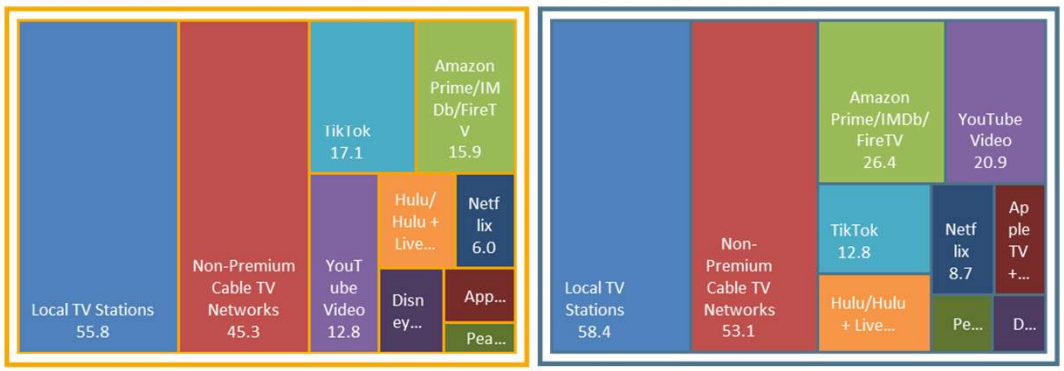
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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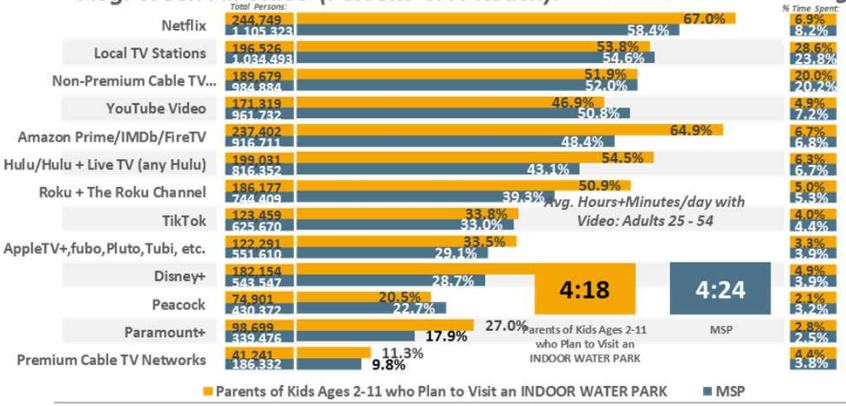
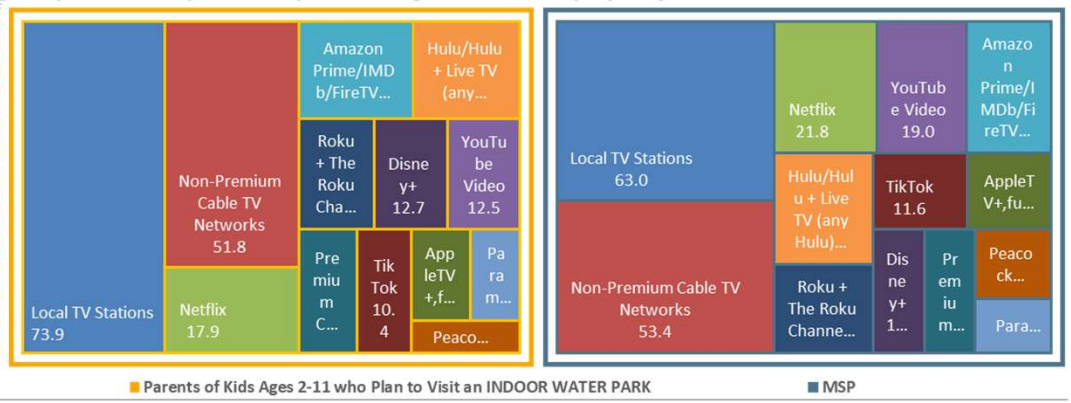
195,072 or 53.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 71.6 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

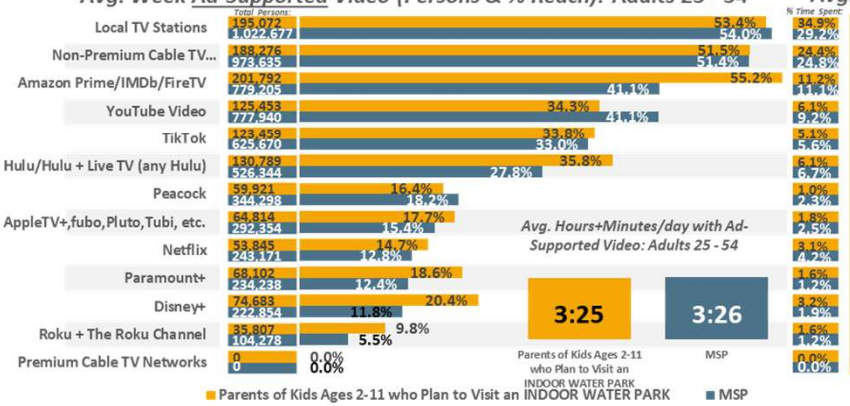
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



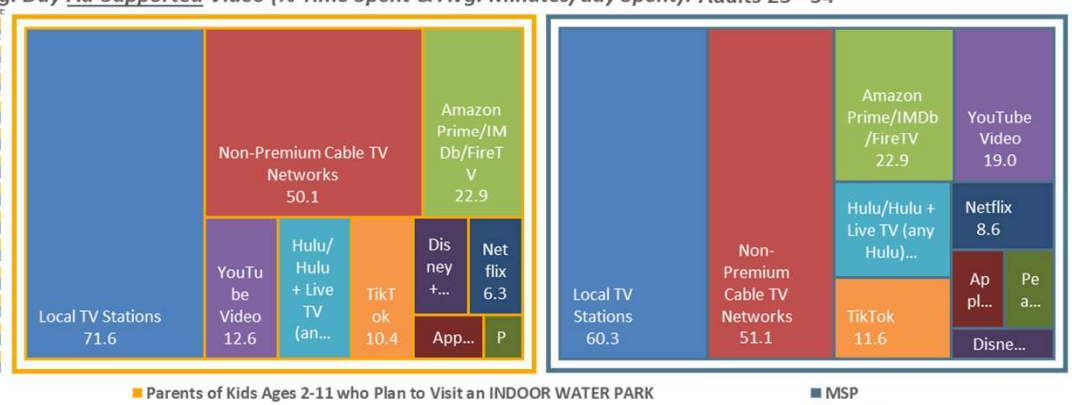
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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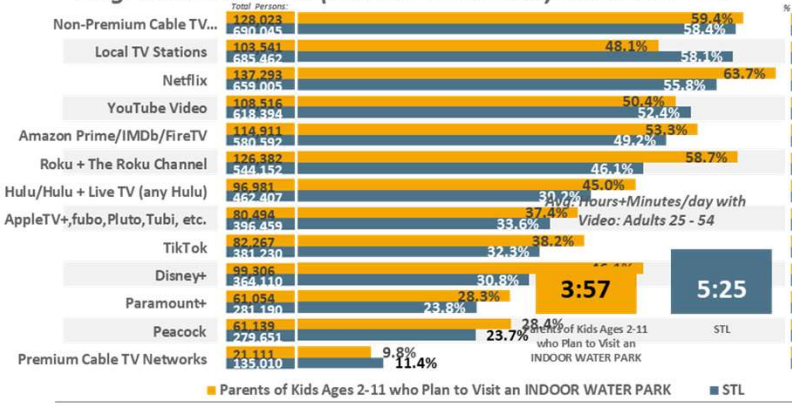
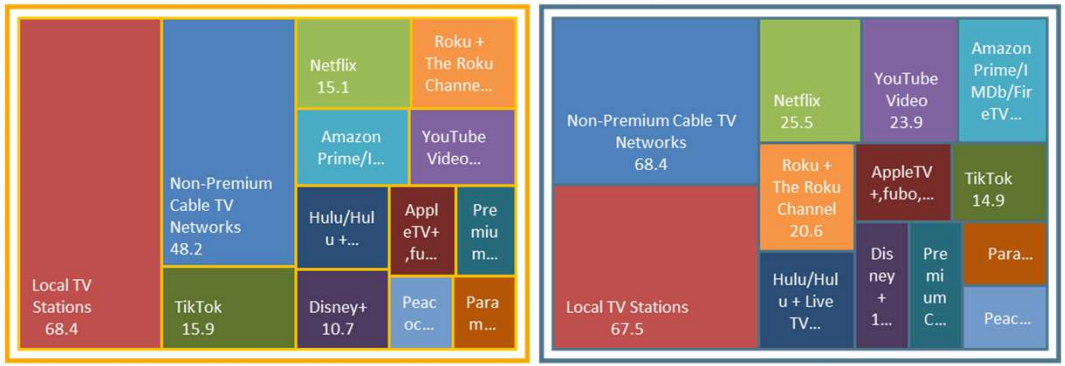
102,615 or 47.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 66.4 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

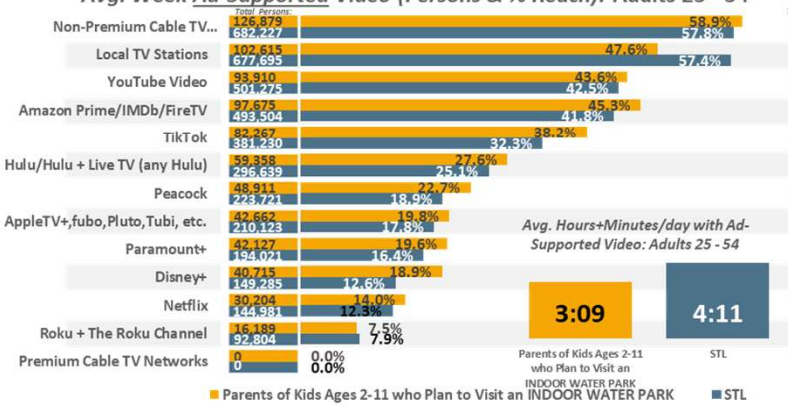
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



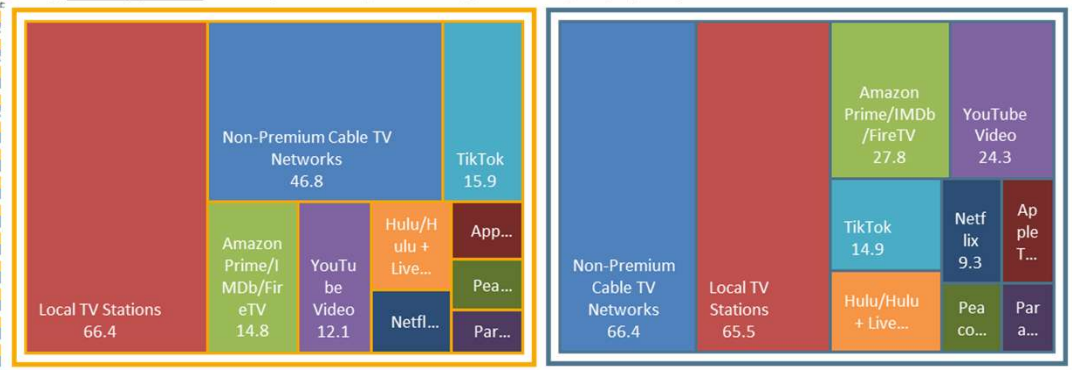
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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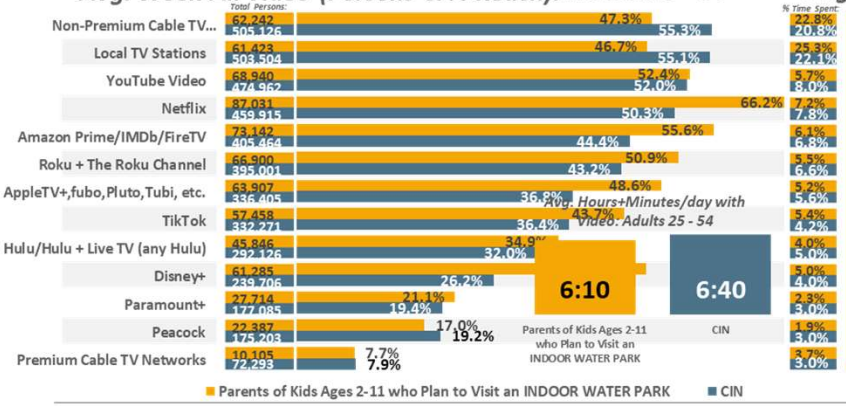
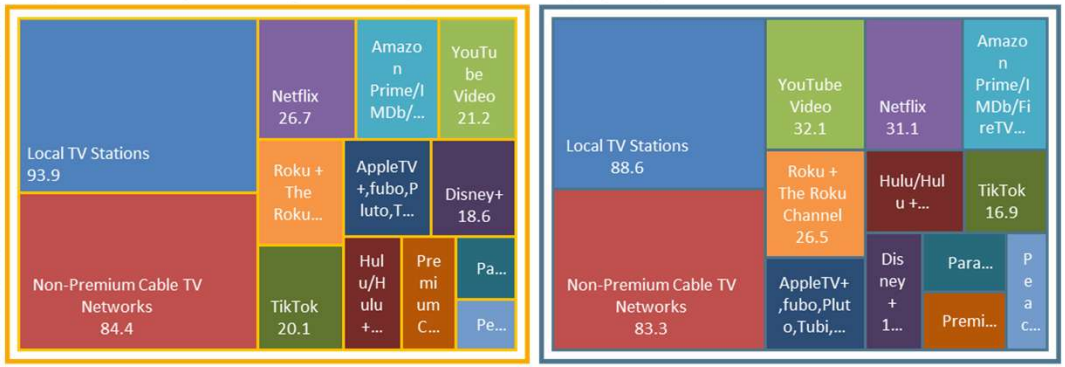
60,014 or 45.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 92.6 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

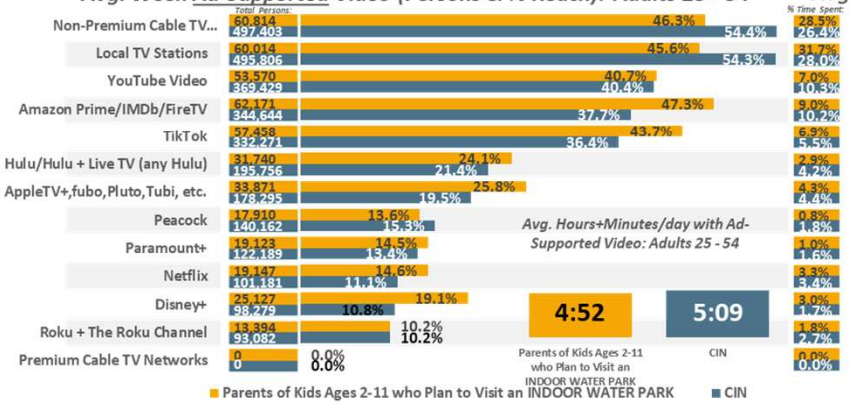
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



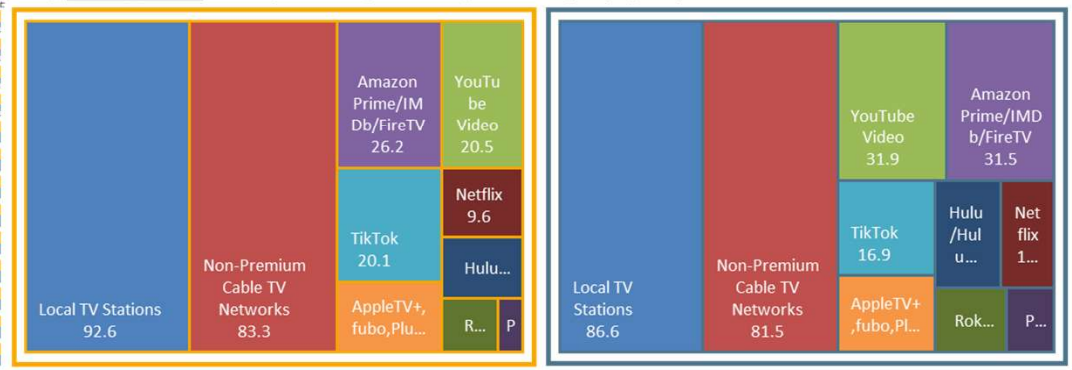
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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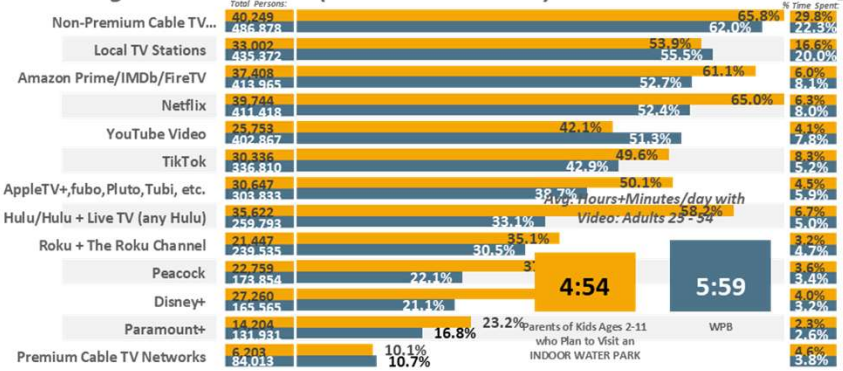
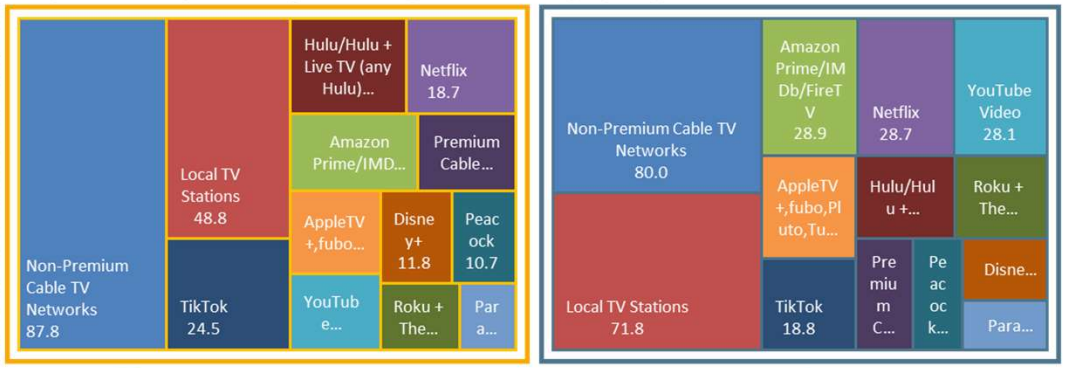
32,855 or 53.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 48.5 minutes every day representing 19.9% of all time spent daily with Ad-Supported Video.

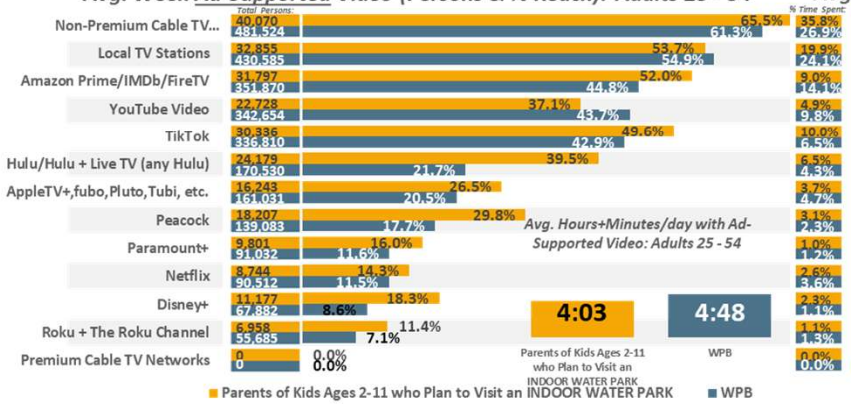
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



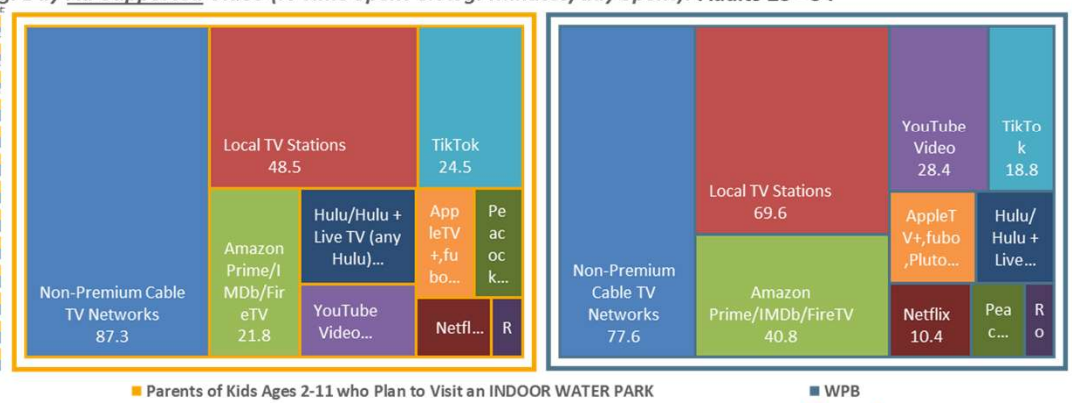
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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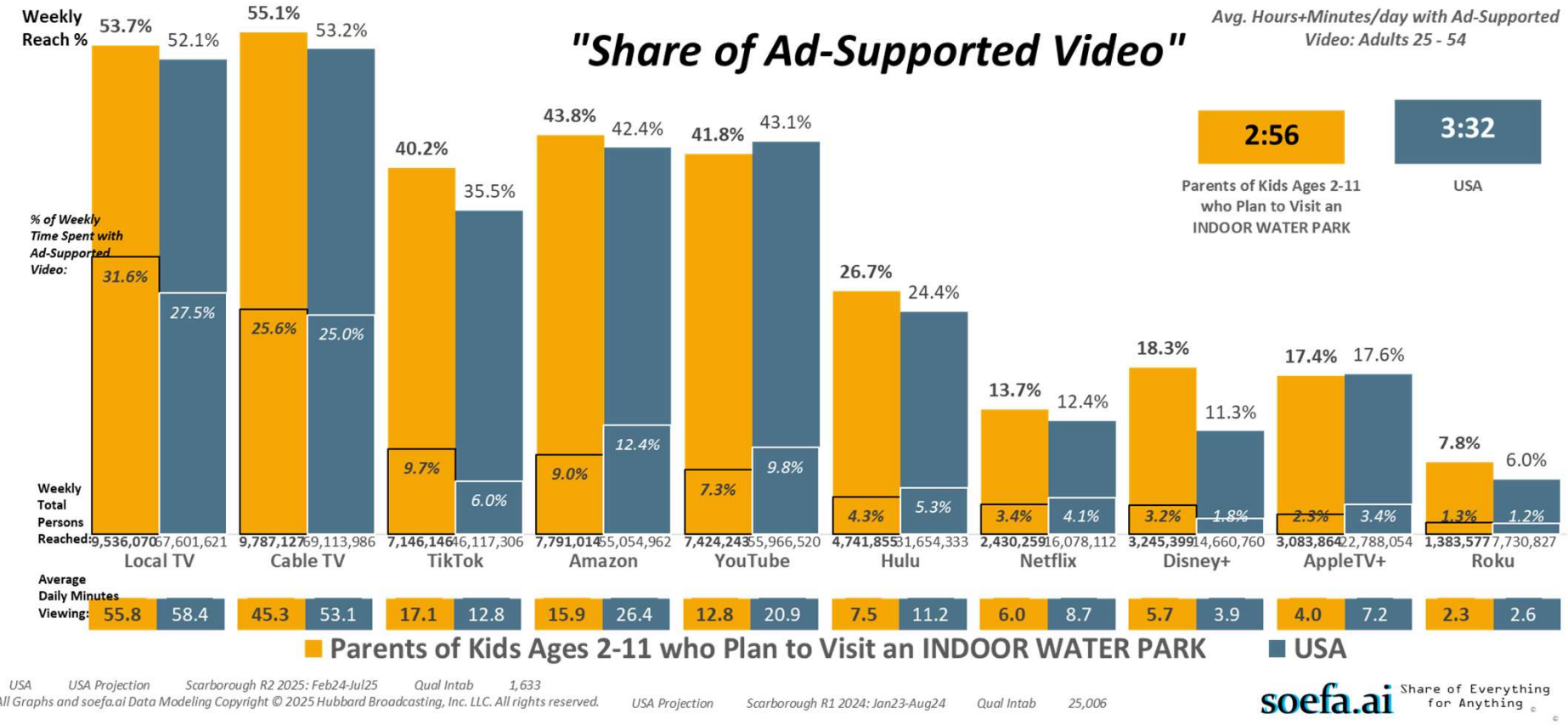
9,536,070 or 53.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 55.8 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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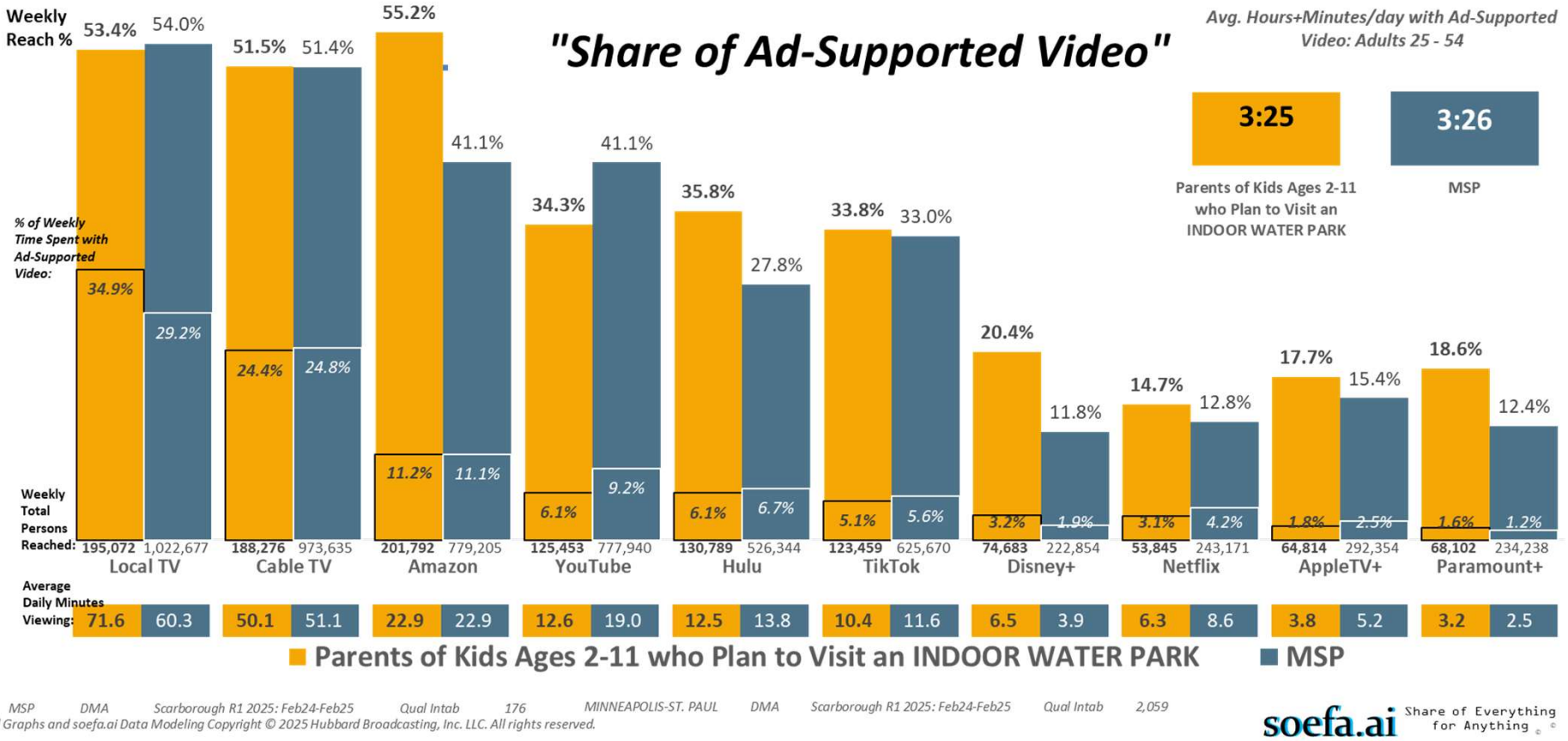
195,072 or 53.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 71.6 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,059

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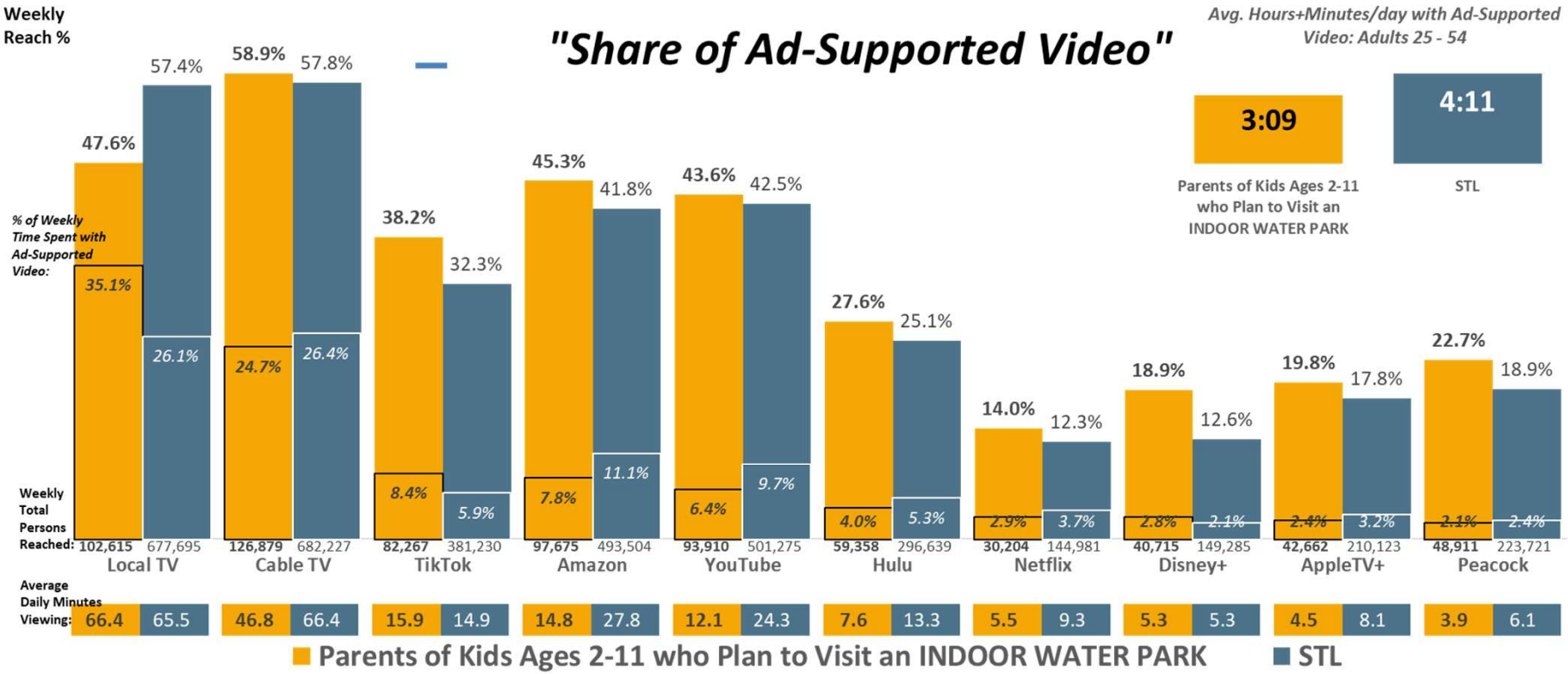

STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,031

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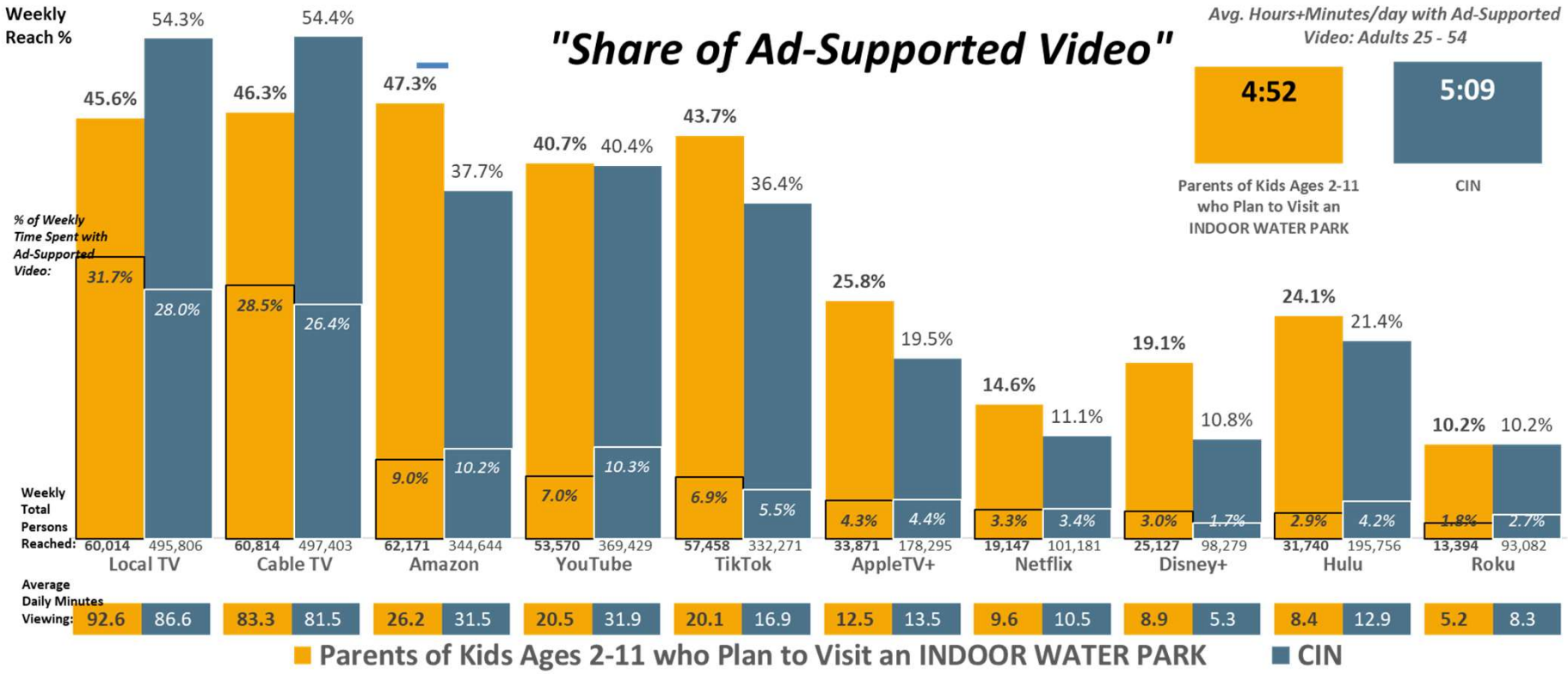
60,014 or 45.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 92.6 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,949

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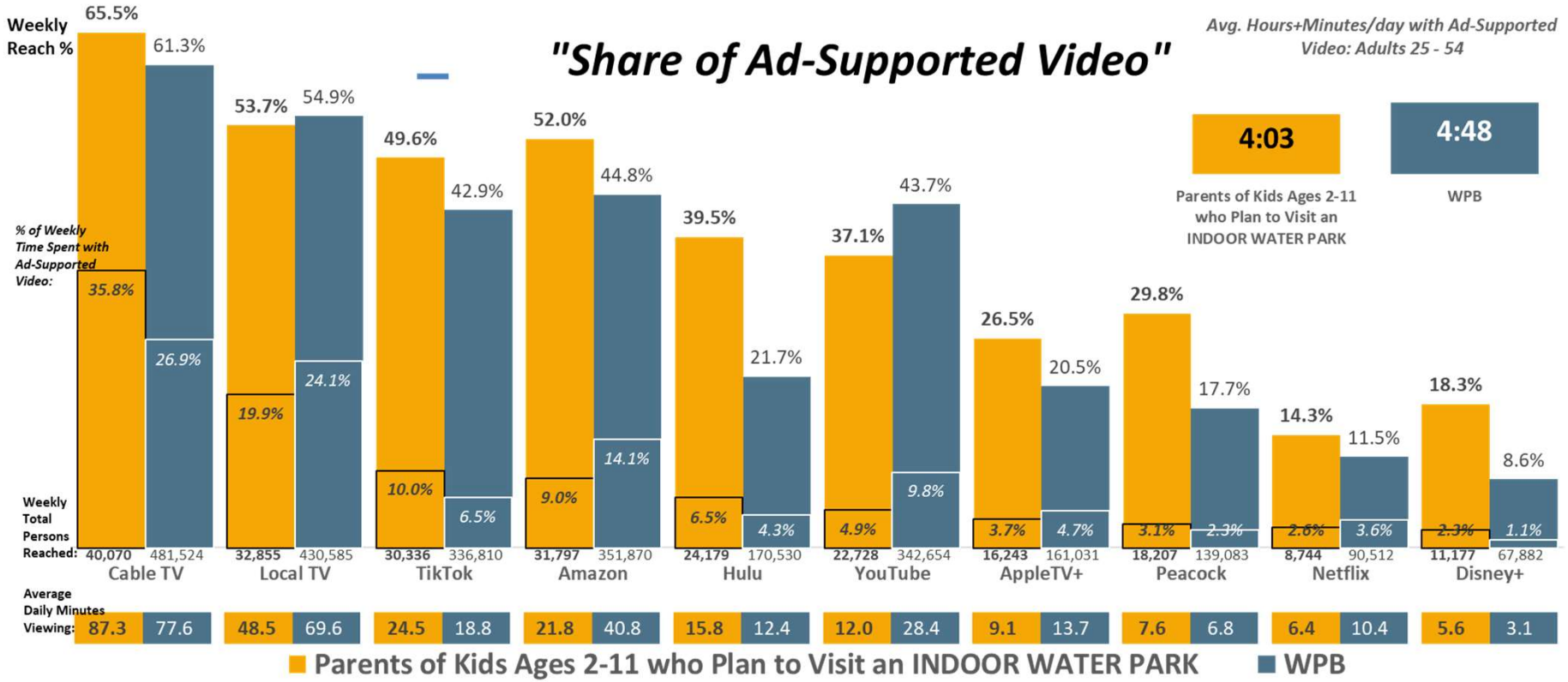
32,855 or 53.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations for an average of 48.5 minutes every day representing 19.9% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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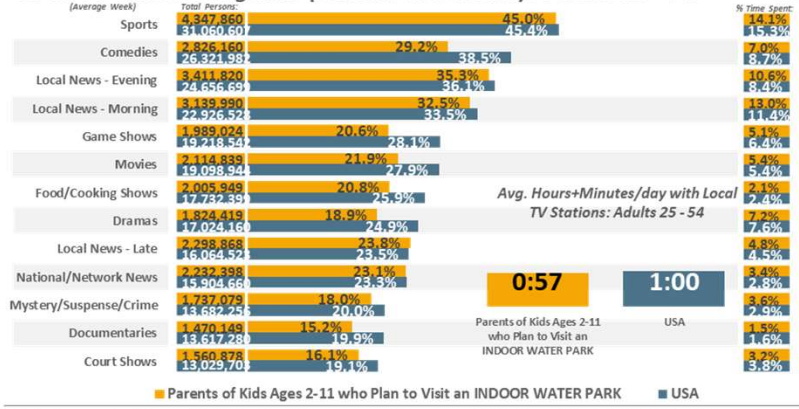
9,536,070 or 53.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Local News - Late, and Movies.

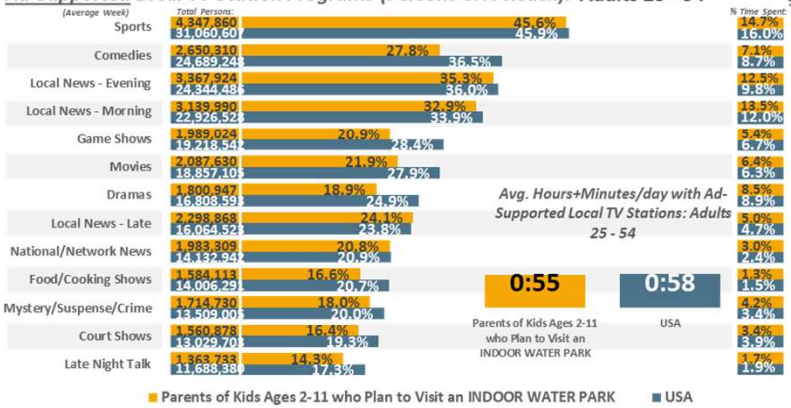
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



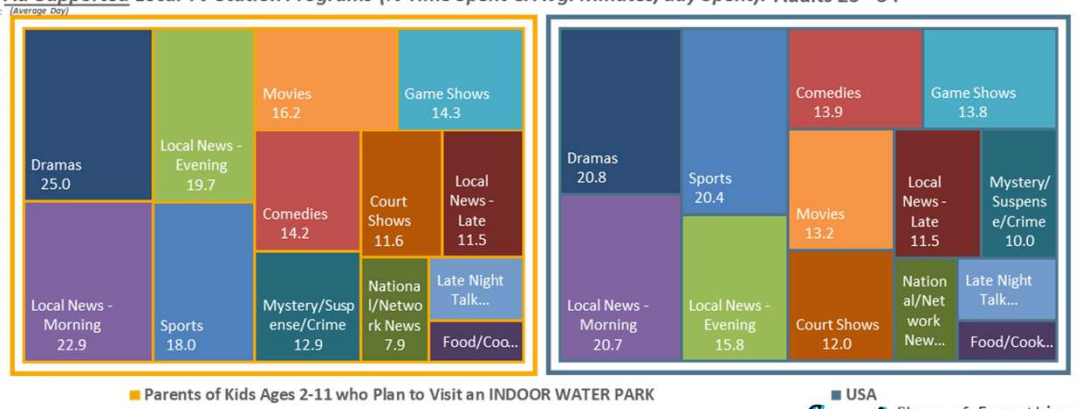
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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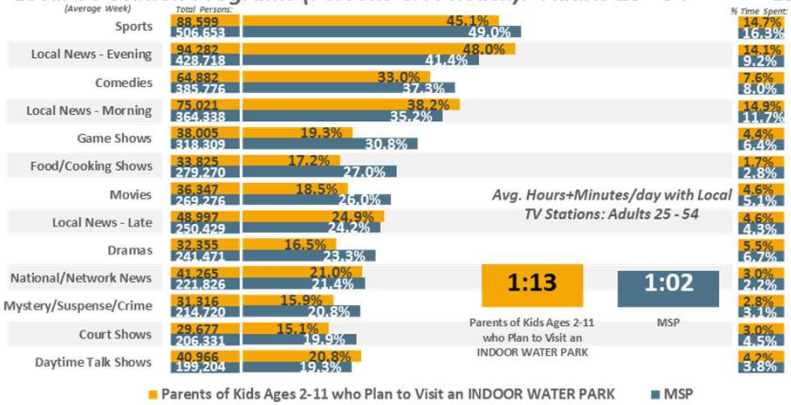
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

195,072 or 53.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Local News - Late, and Daytime T

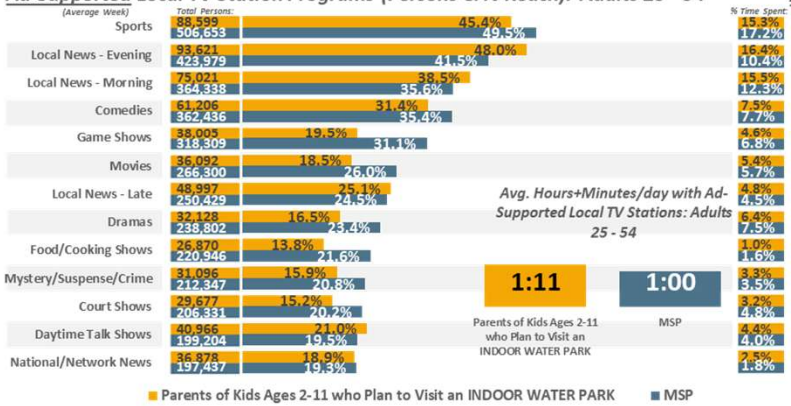
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



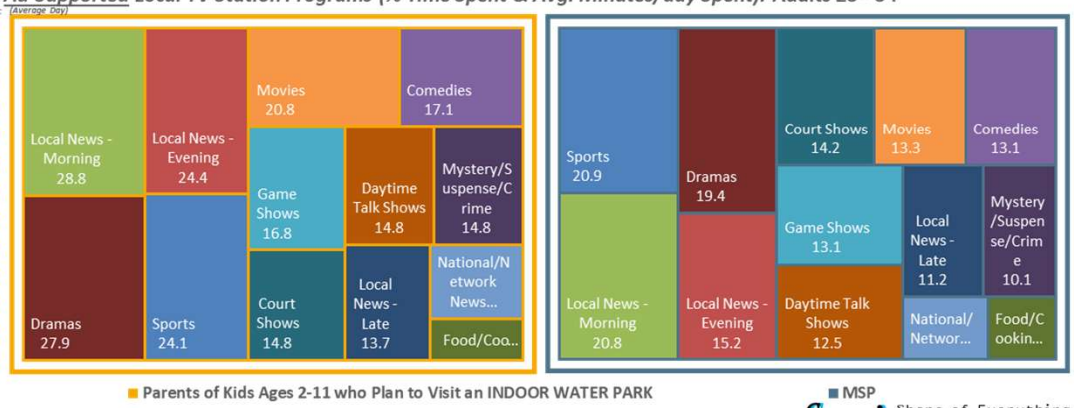
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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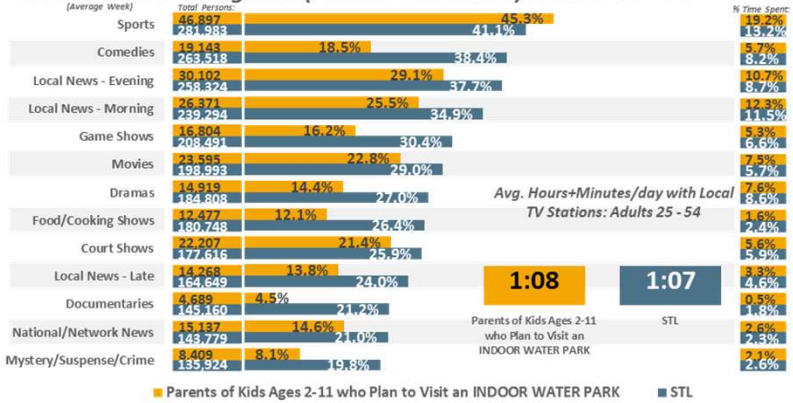
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

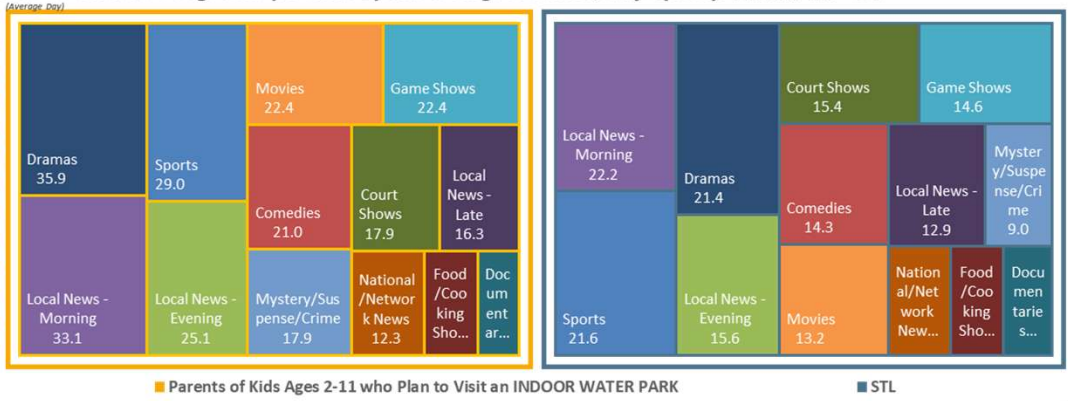


102,615 or 47.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Court Shows, and Comedies.

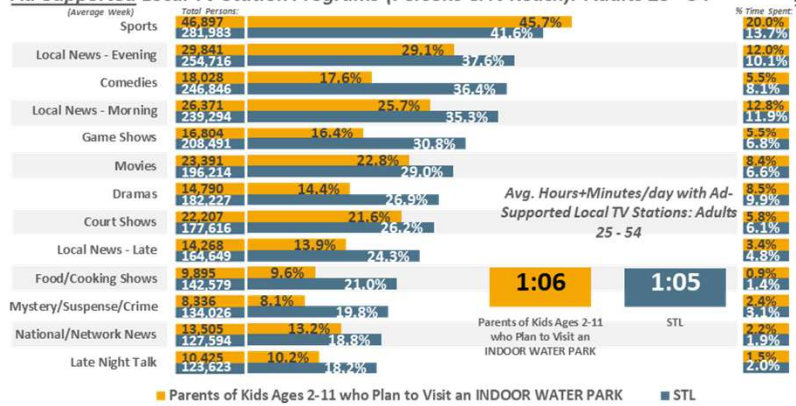
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



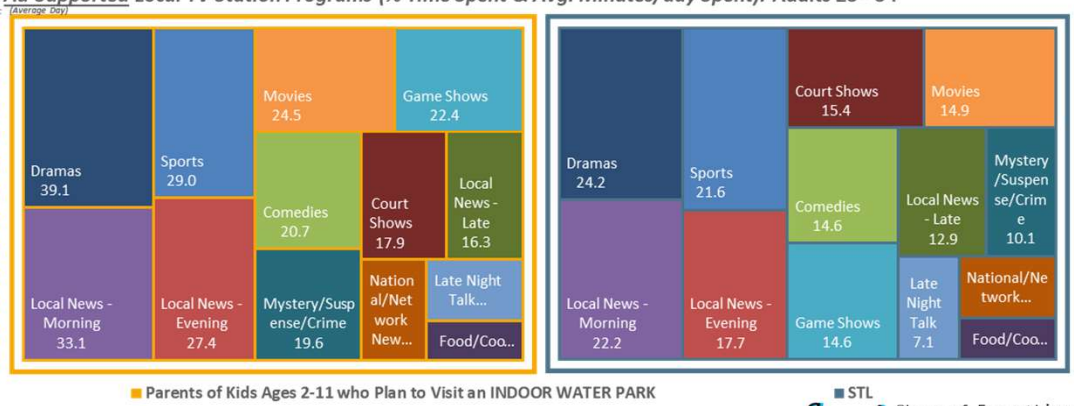
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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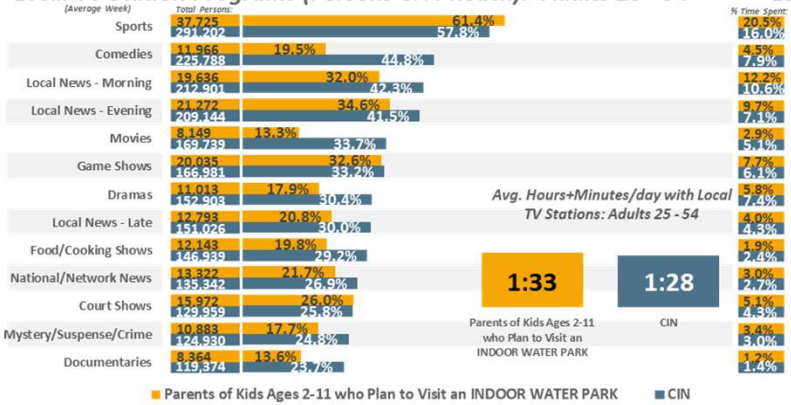
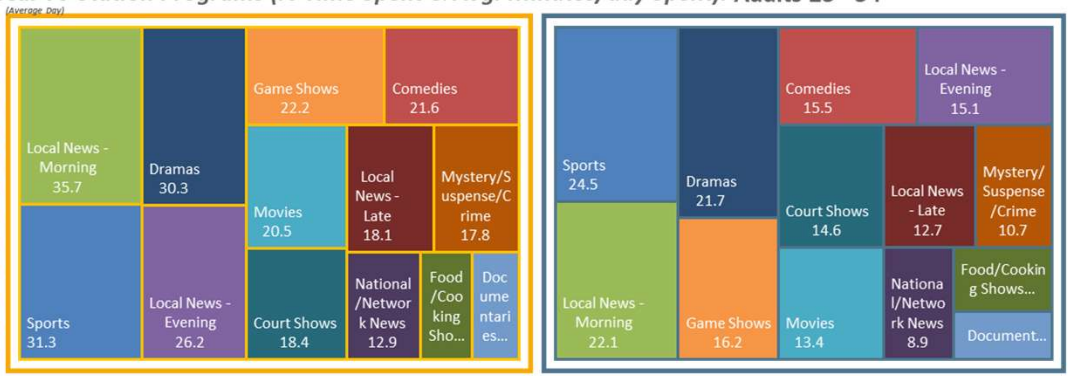
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

60,014 or 45.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Game Shows, Local News - Morning, Court Shows, and Local News - L

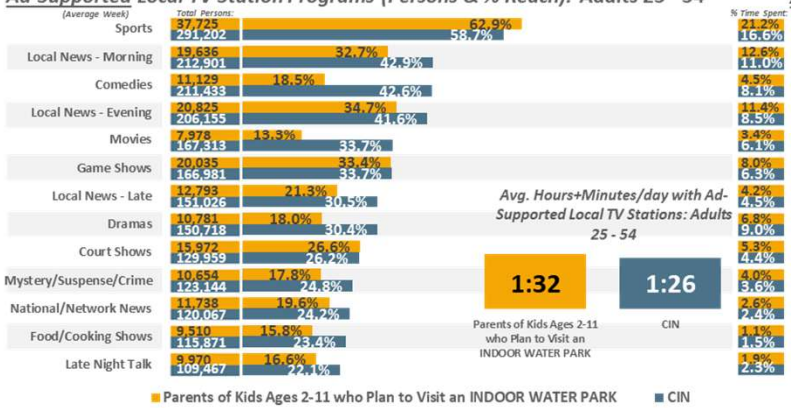
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



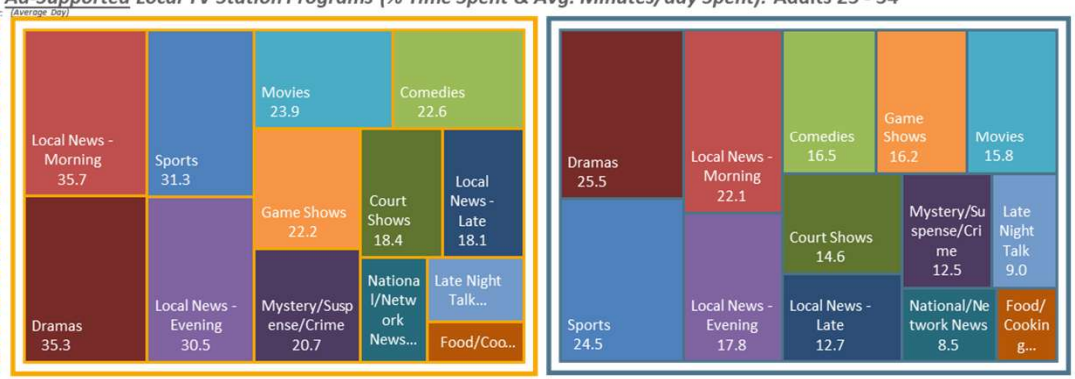
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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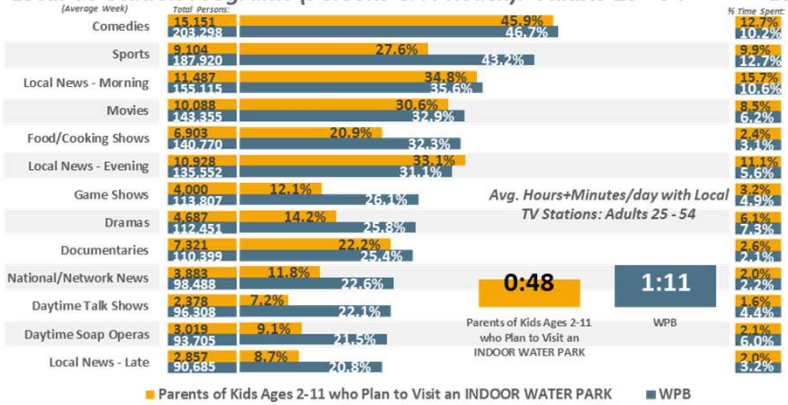
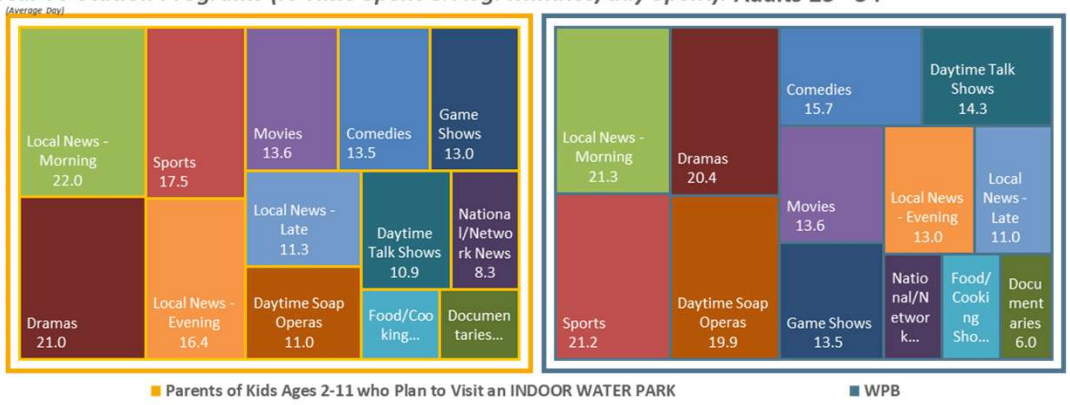
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

32,855 or 53.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Local News - Evening, Movies, Court Shows, and Sports.

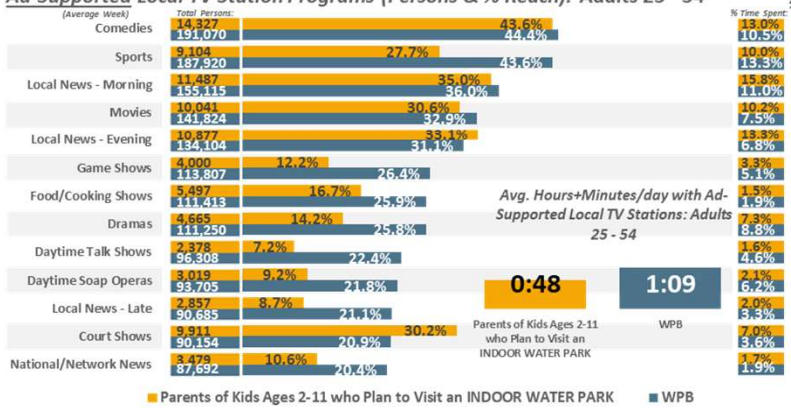
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



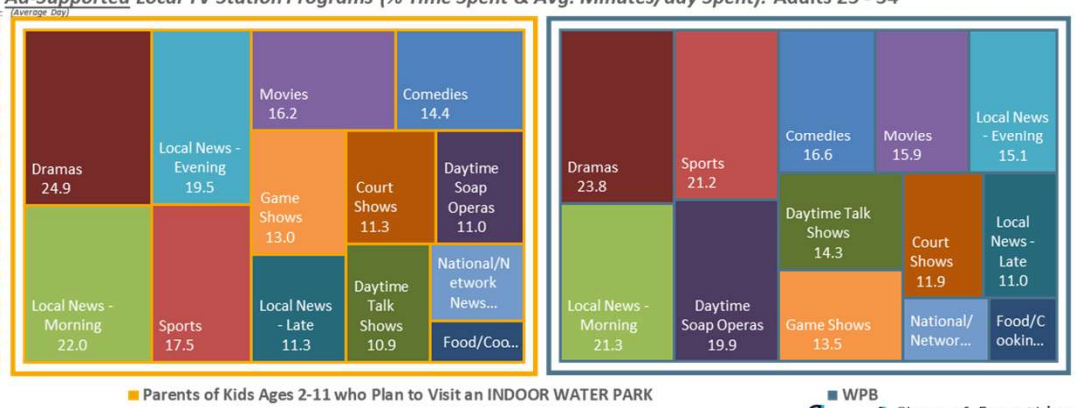
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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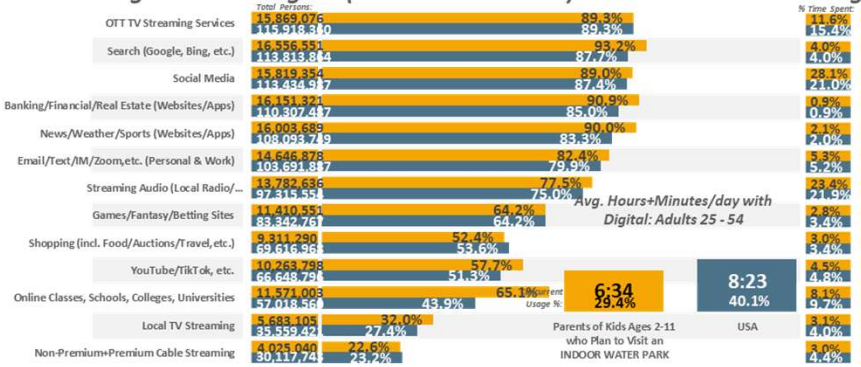
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

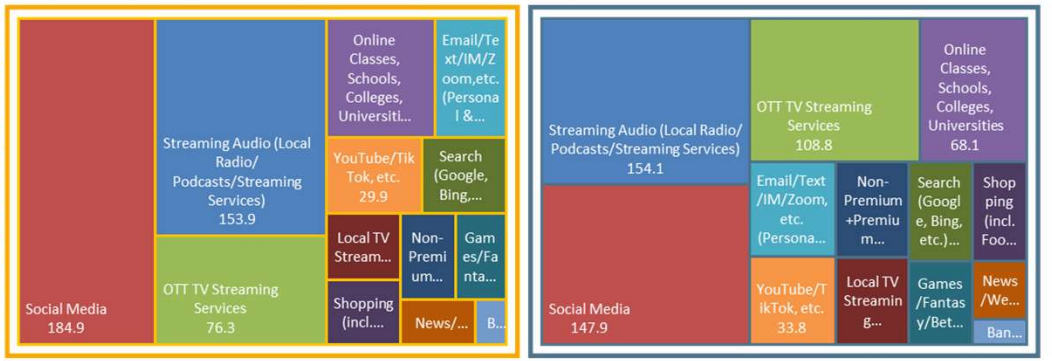


12,790,623 or 72.% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Social Media for an average of 170.1 minutes every day representing 35.5% of all time spent daily with Ad-Supported Digital Media.

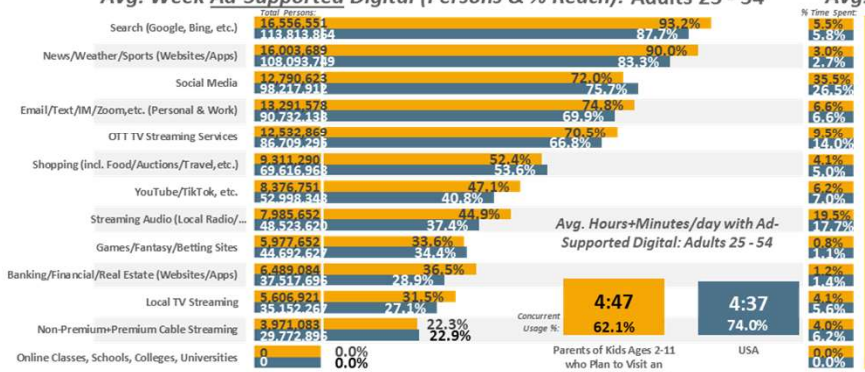
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



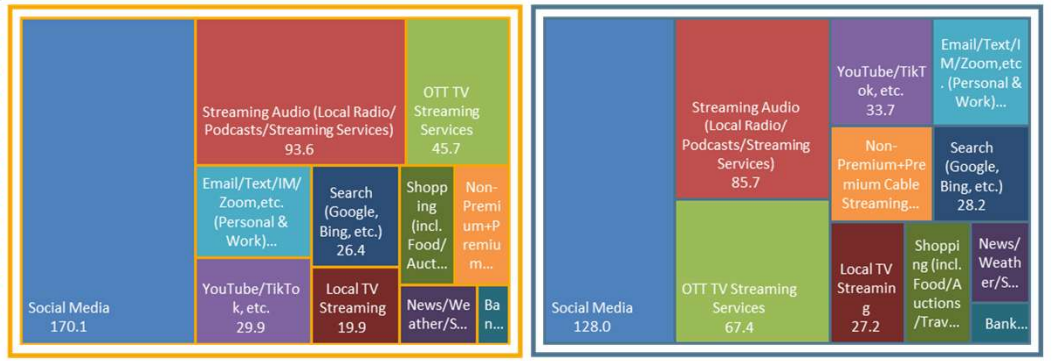
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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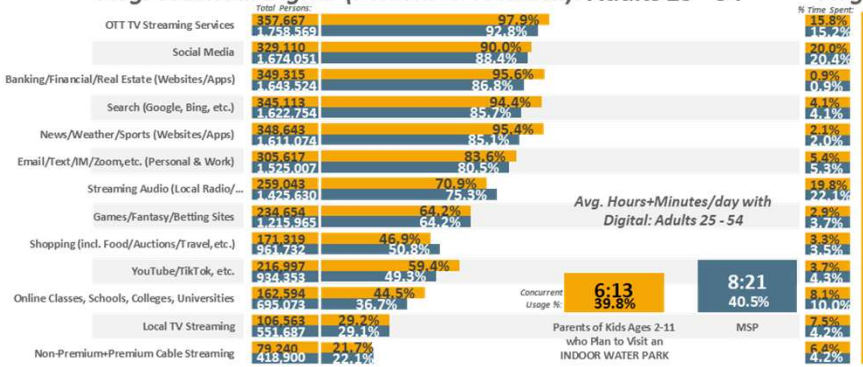
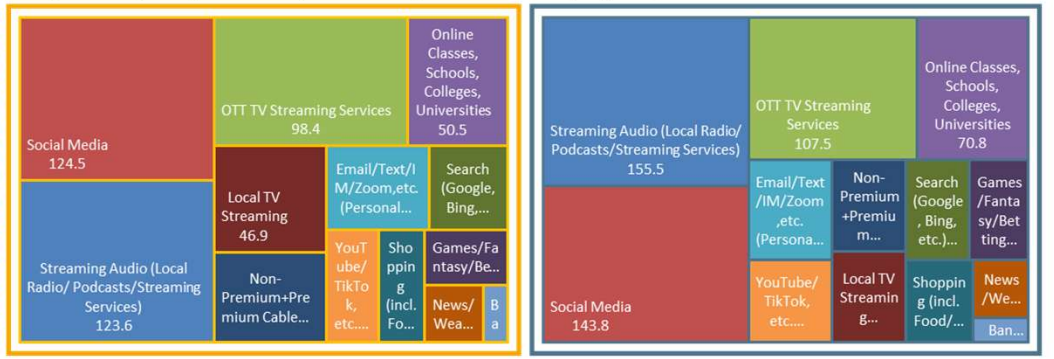
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

283,169 or 77.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Social Media for an average of 114.5 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

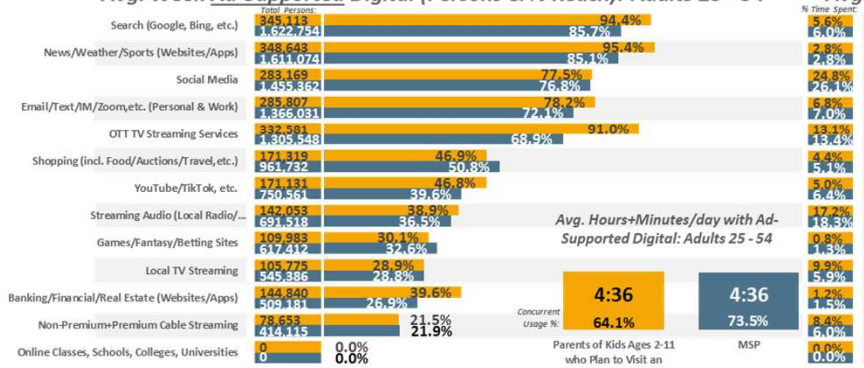
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



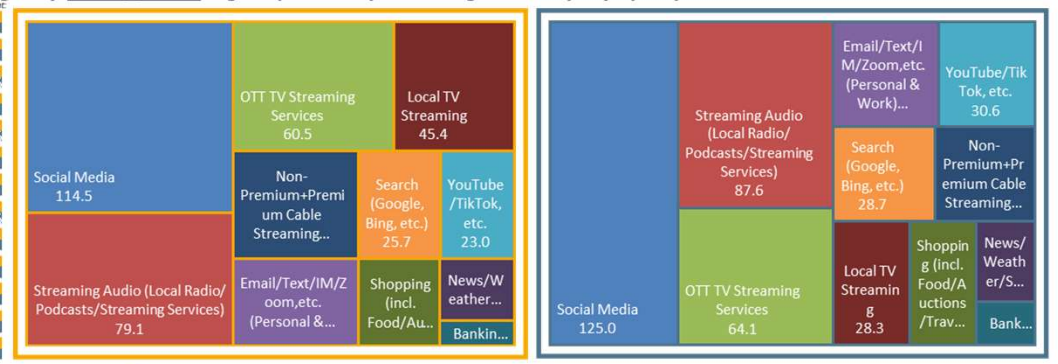
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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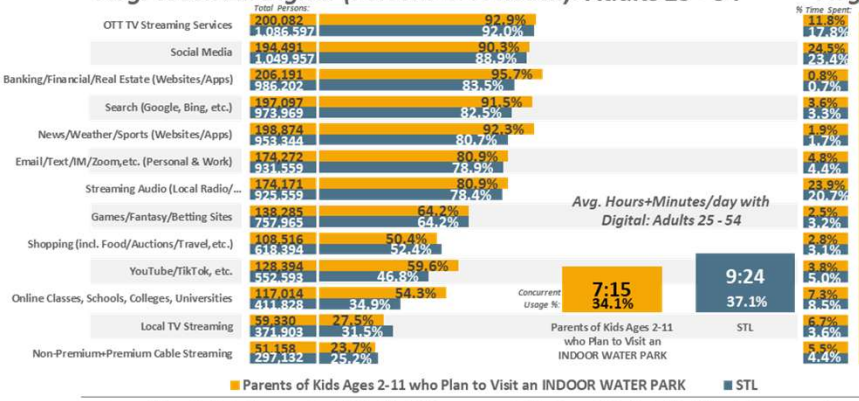
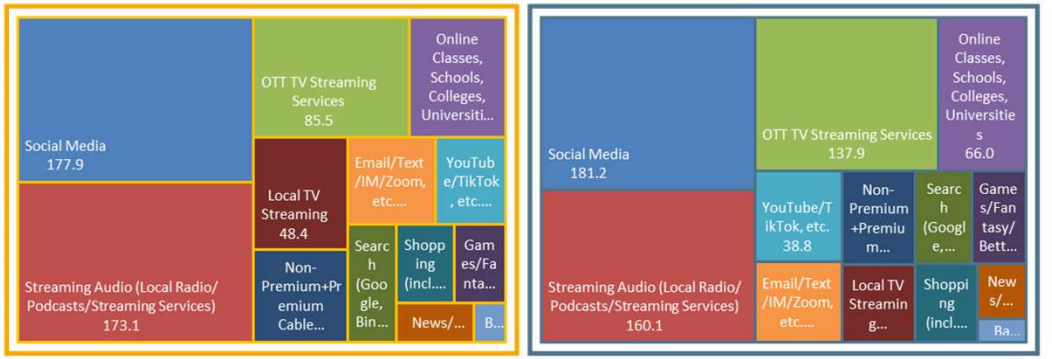
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

159,717 or 74.1% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Social Media for an average of 163.7 minutes every day representing 30.9% of all time spent daily with Ad-Supported Digital Media.

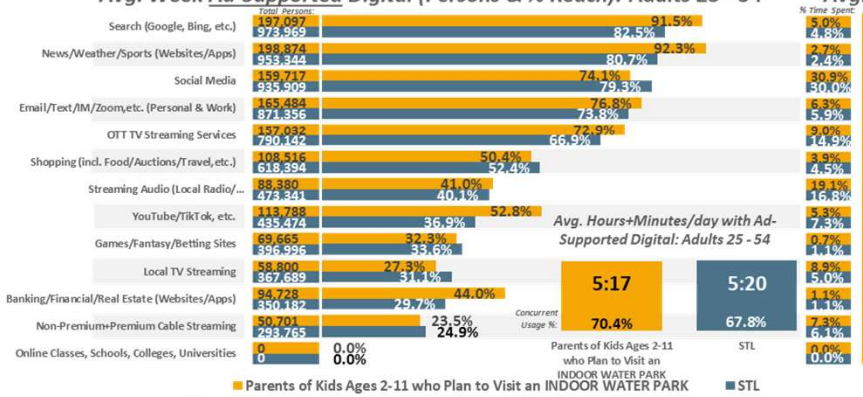
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



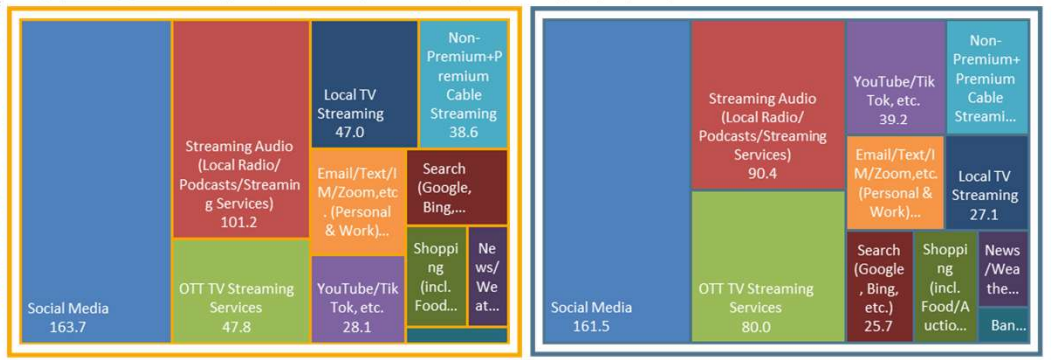
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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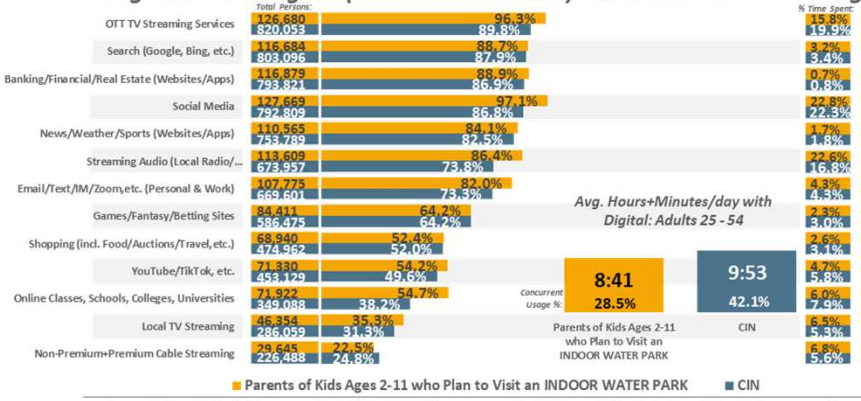
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

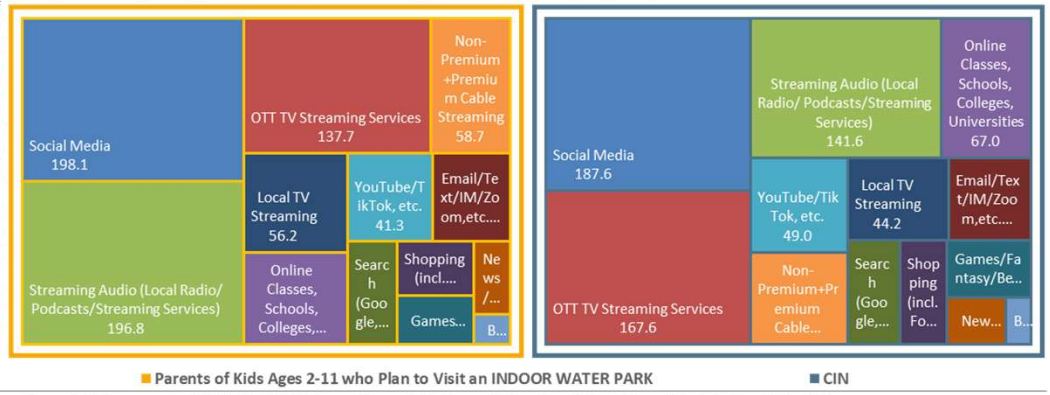


107,305 or 81.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Social Media for an average of 182.2 minutes every day representing 28.9% of all time spent daily with Ad-Supported Digital Media.

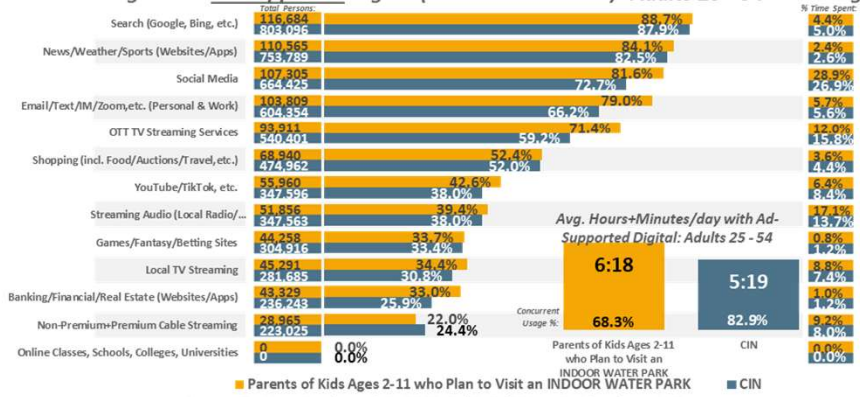
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



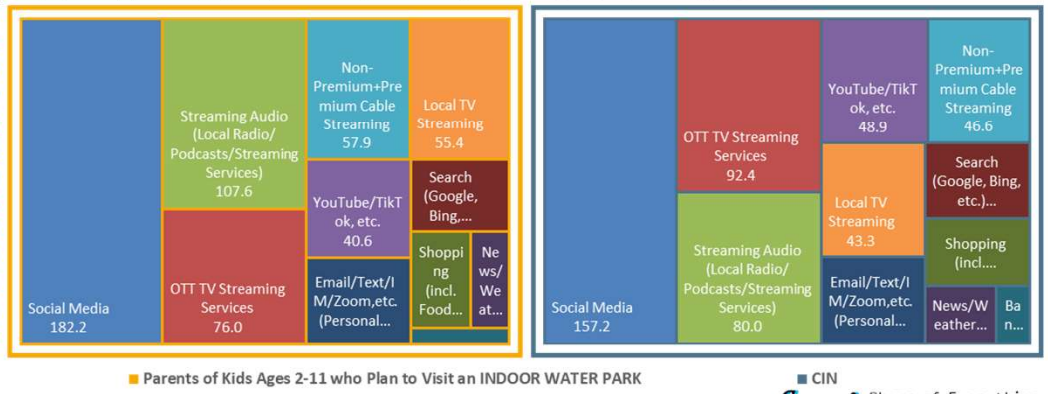
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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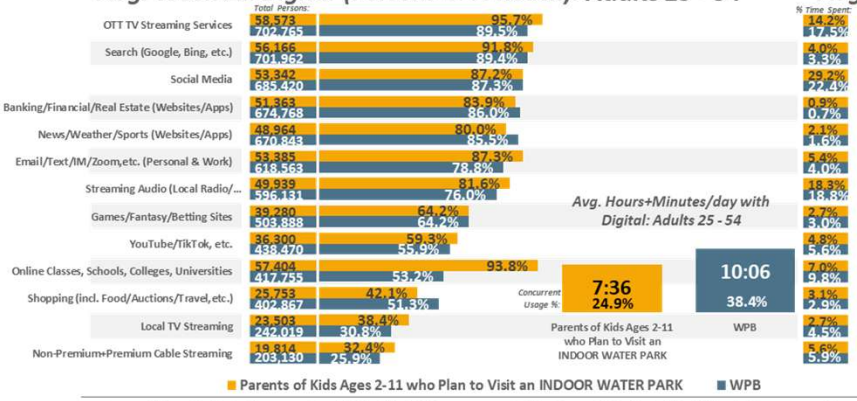
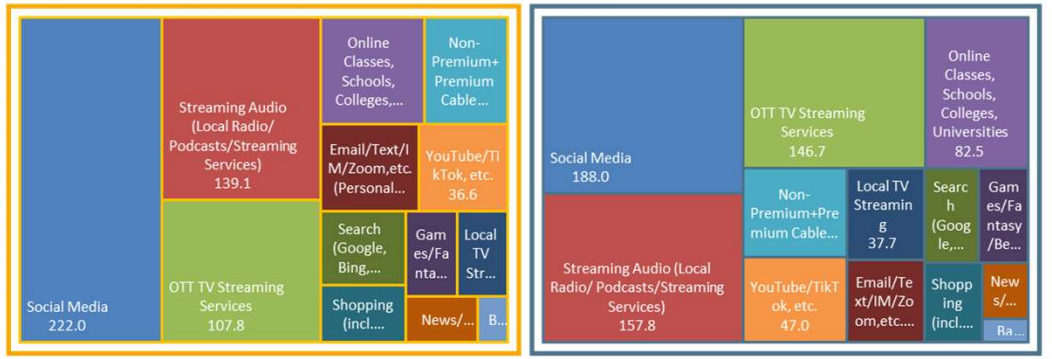
46,108 or 75.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Social Media for an average of 204.2 minutes every day representing 35.8% of all time spent daily with Ad-Supported Digital Media.

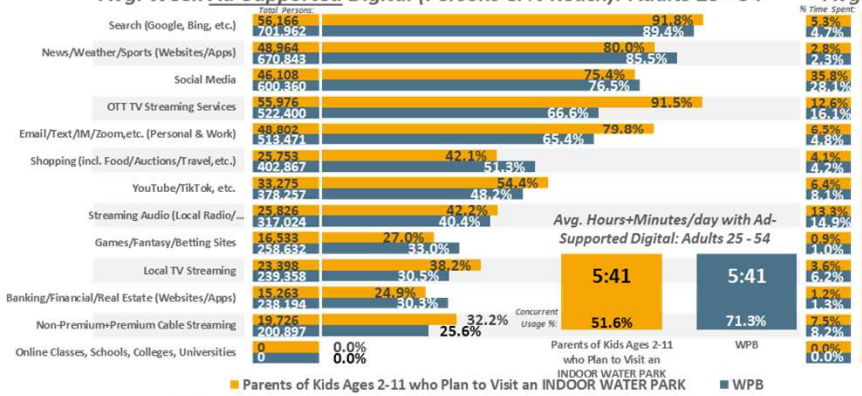
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



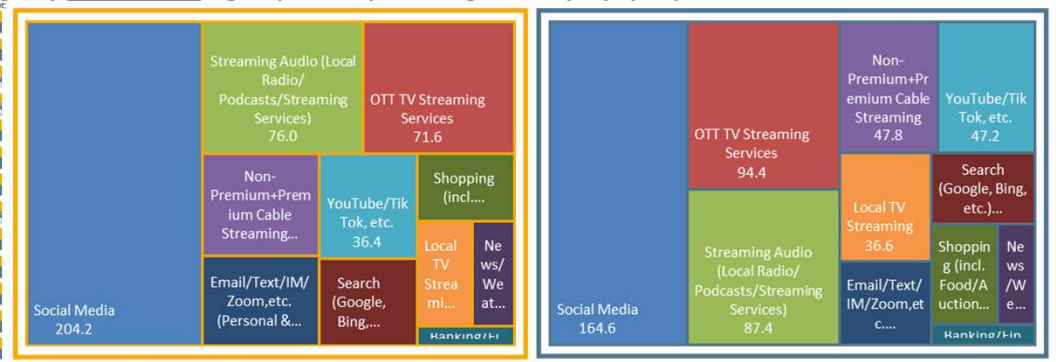
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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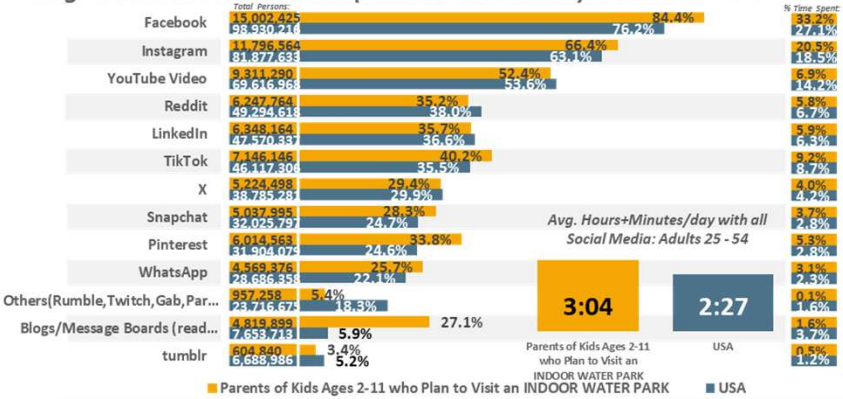
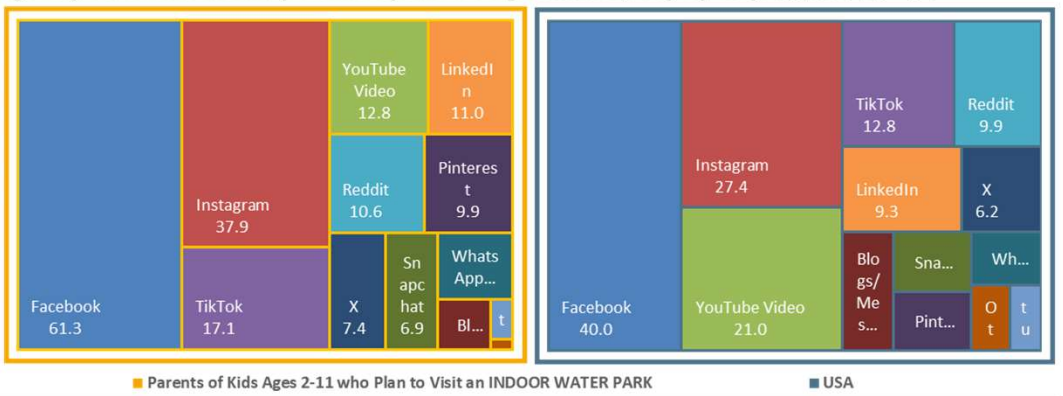
GREAT WOLF LODGE — USA

12,790,623 or 72.% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 53.1 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

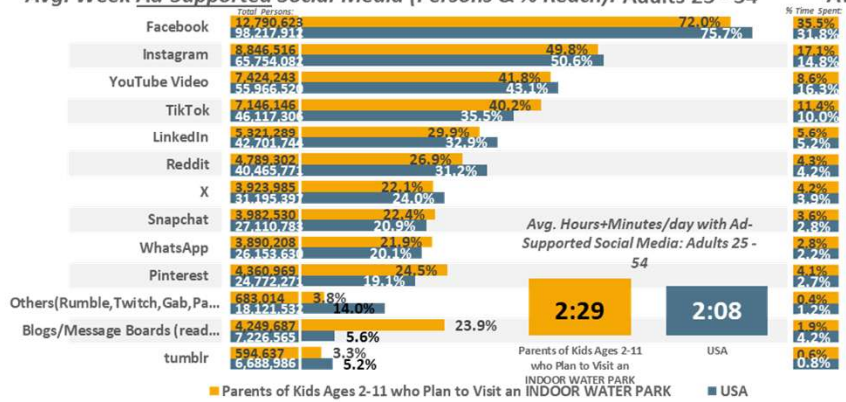
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



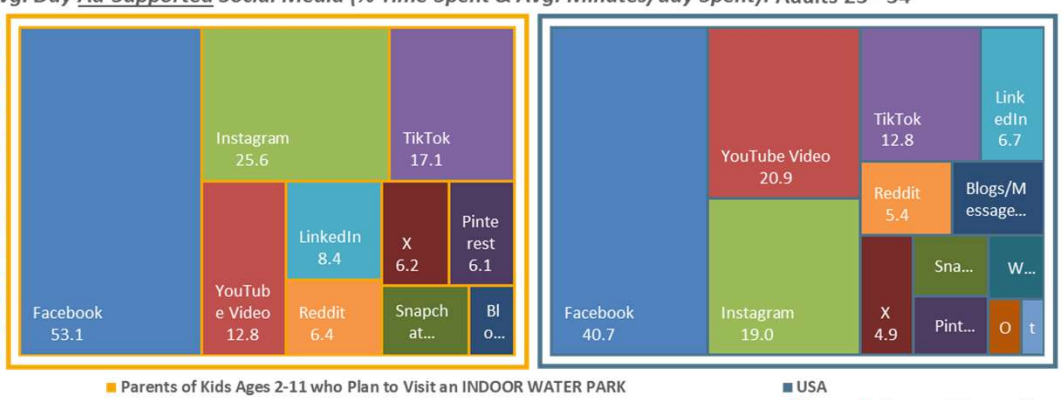
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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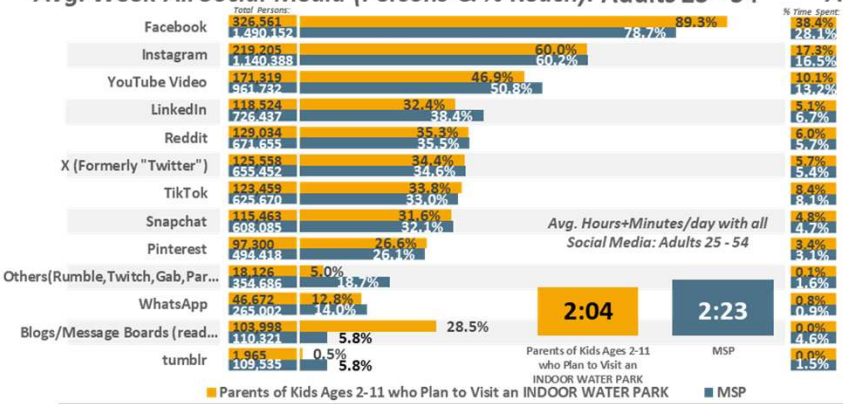
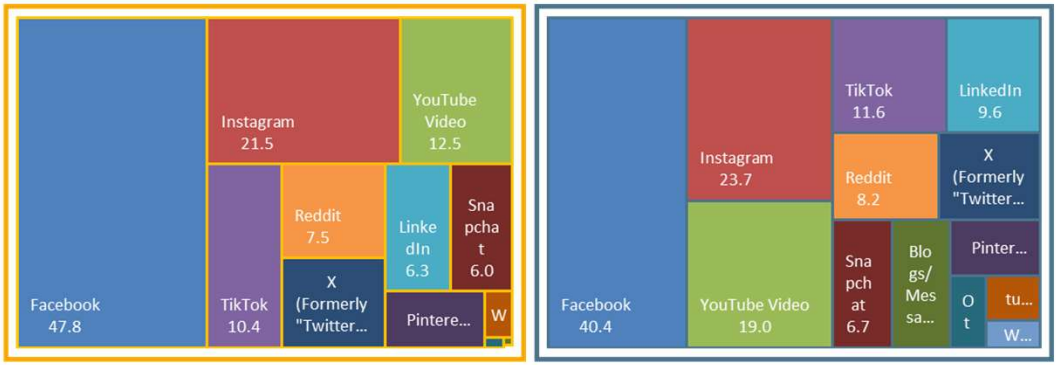
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

283,169 or 77.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 40.5 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

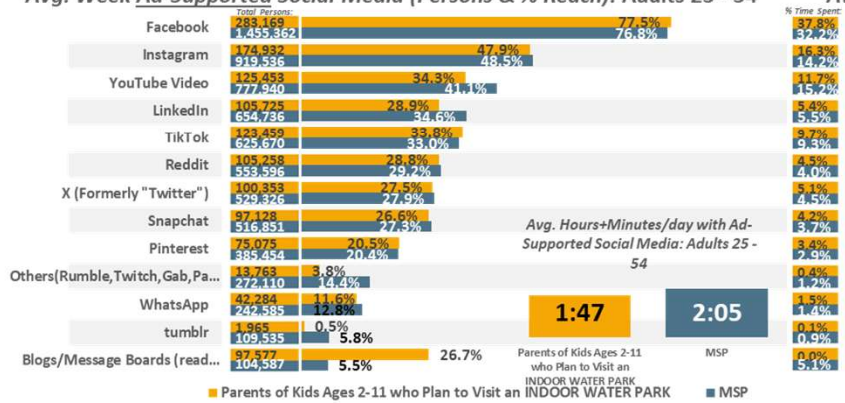
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



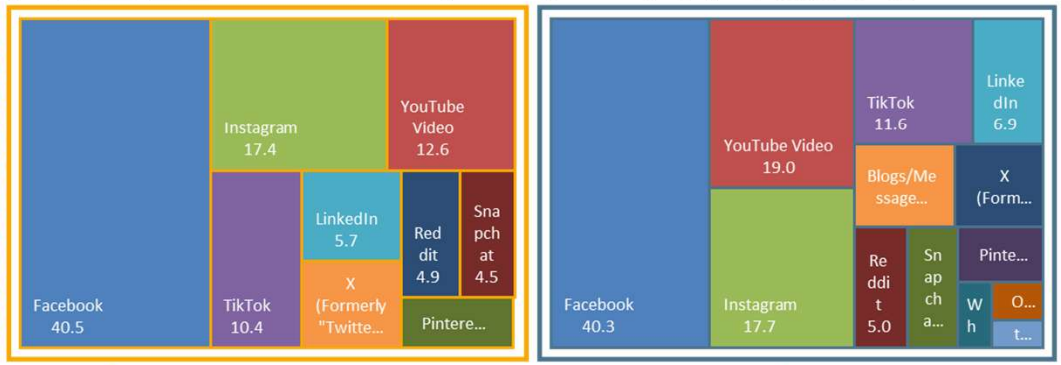
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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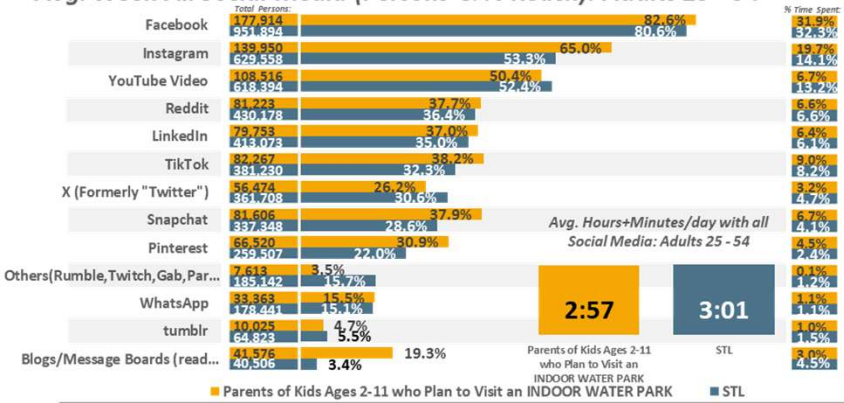
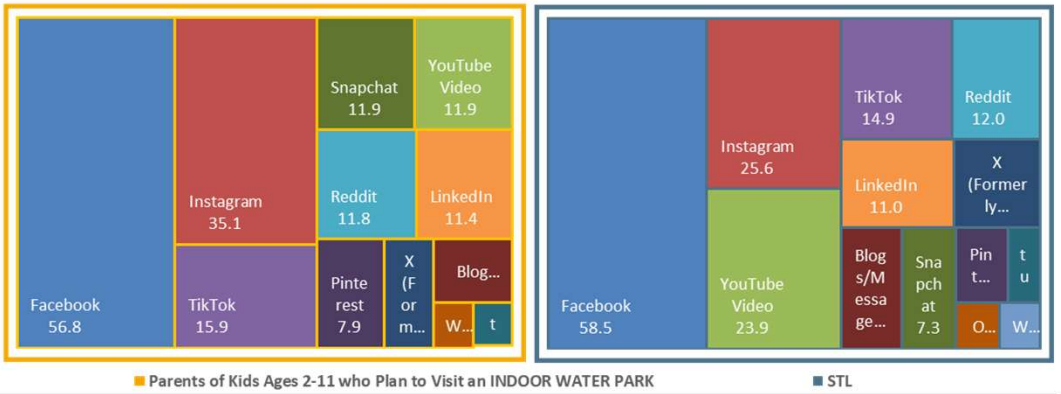
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

159,717 or 74.1% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 52. minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

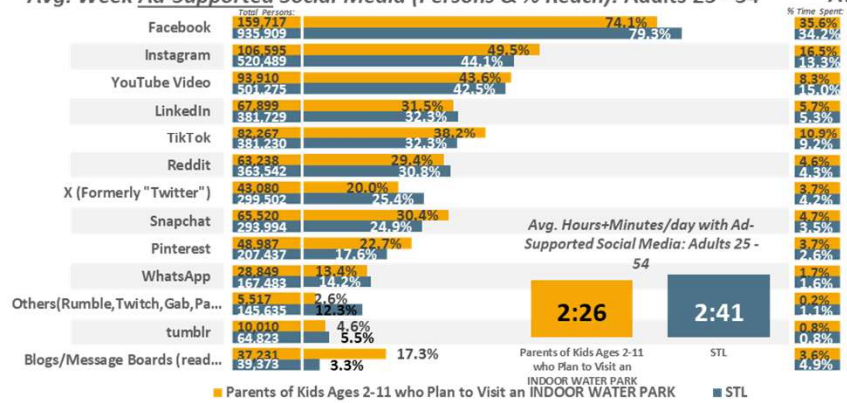
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



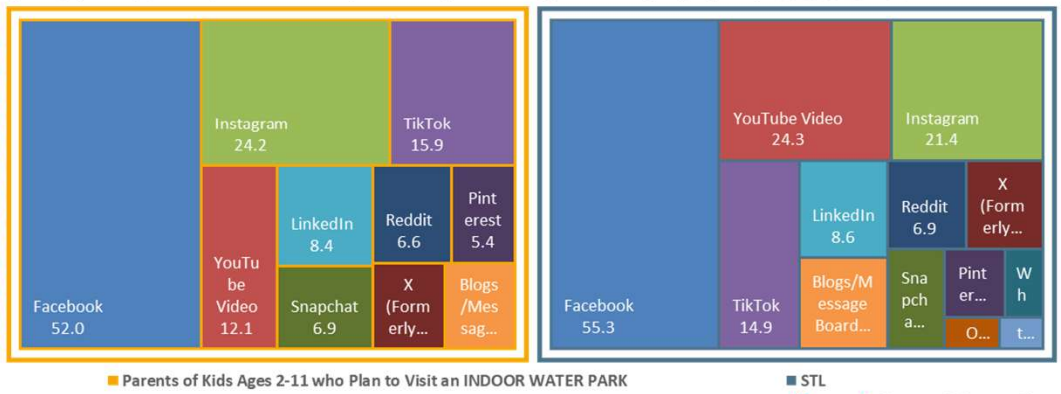
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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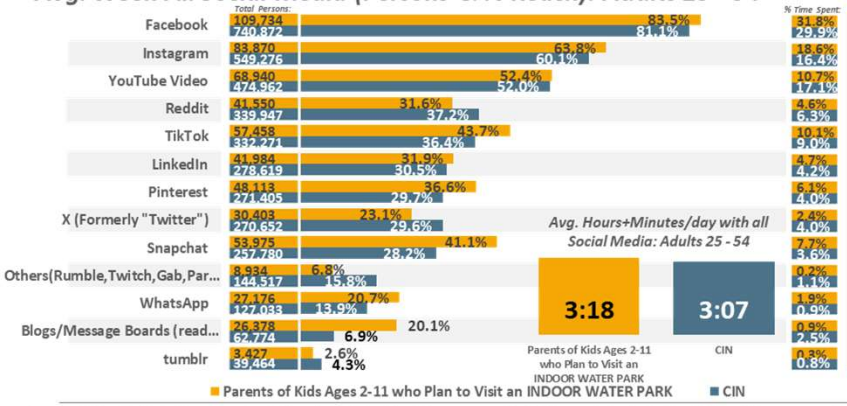
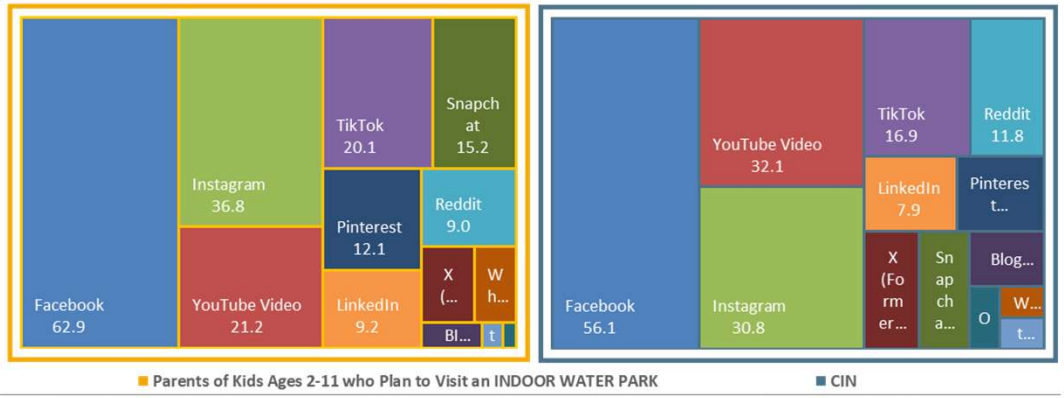
107,305 or 81.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 60.1 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

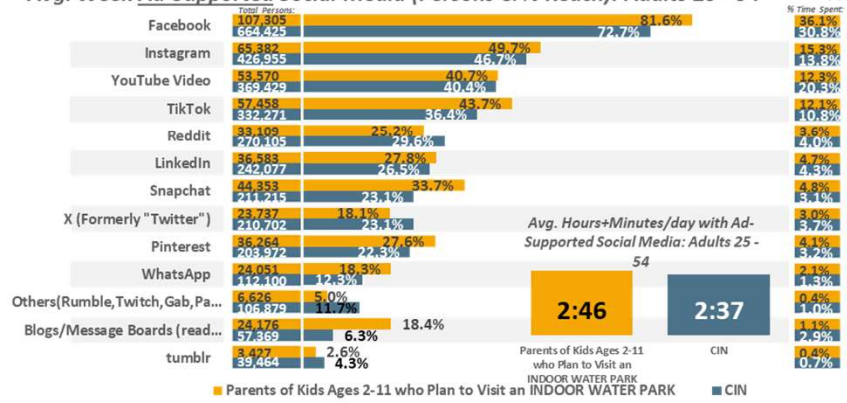
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



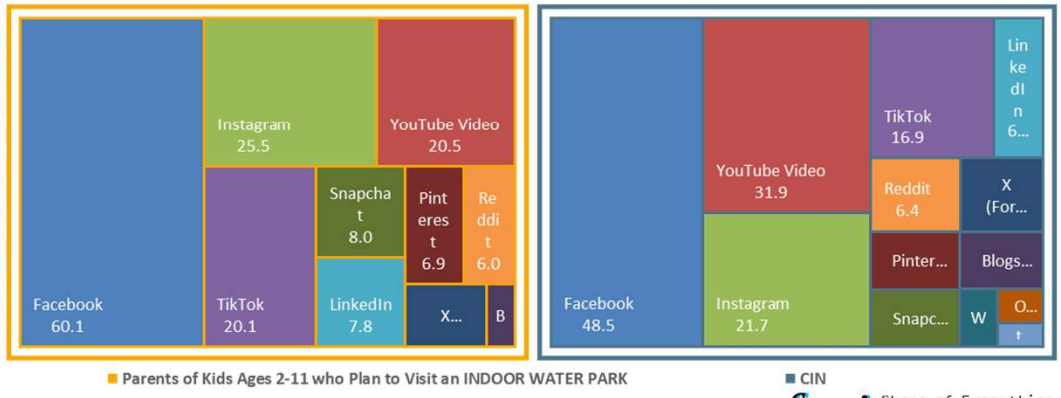
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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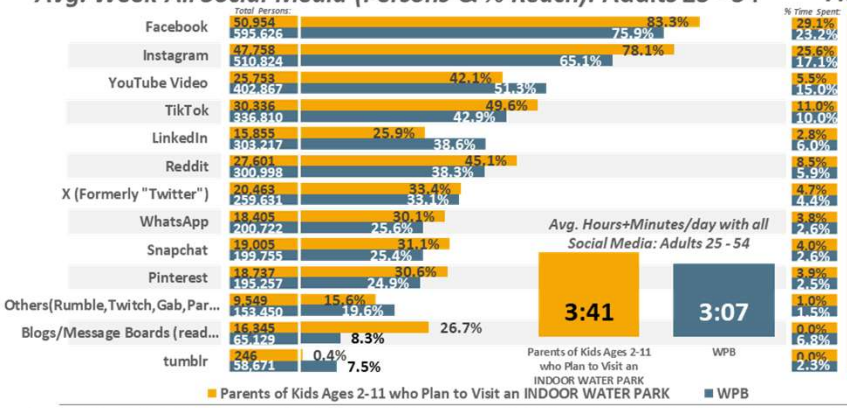
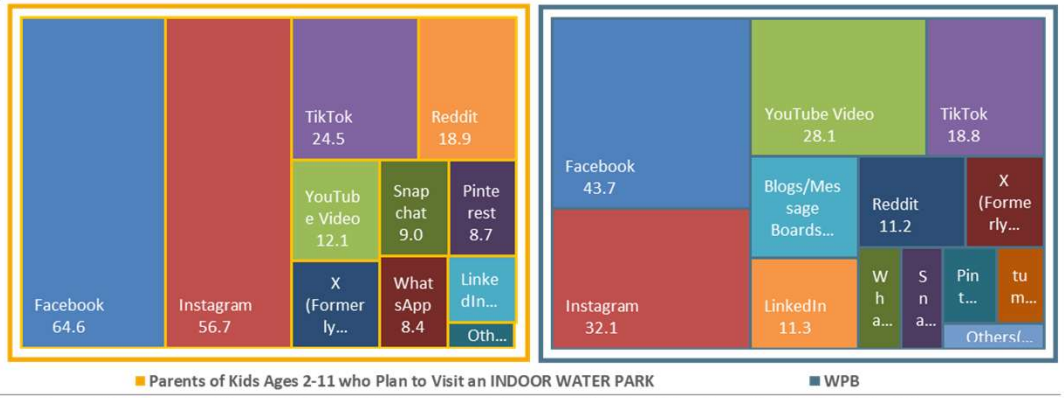
46,108 or 75.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 66.5 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

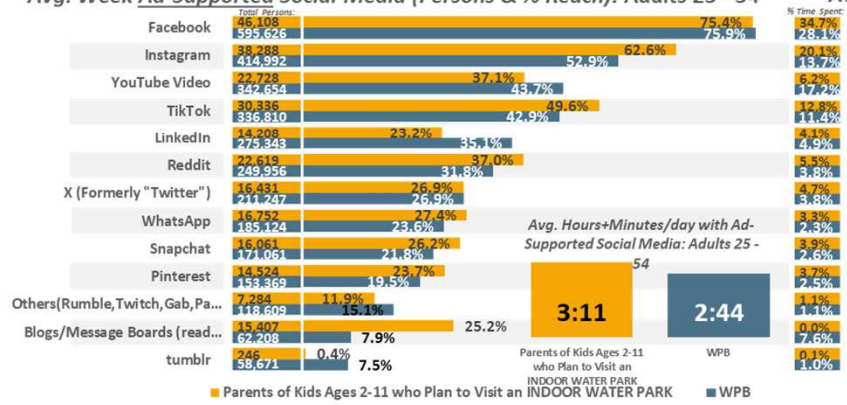
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



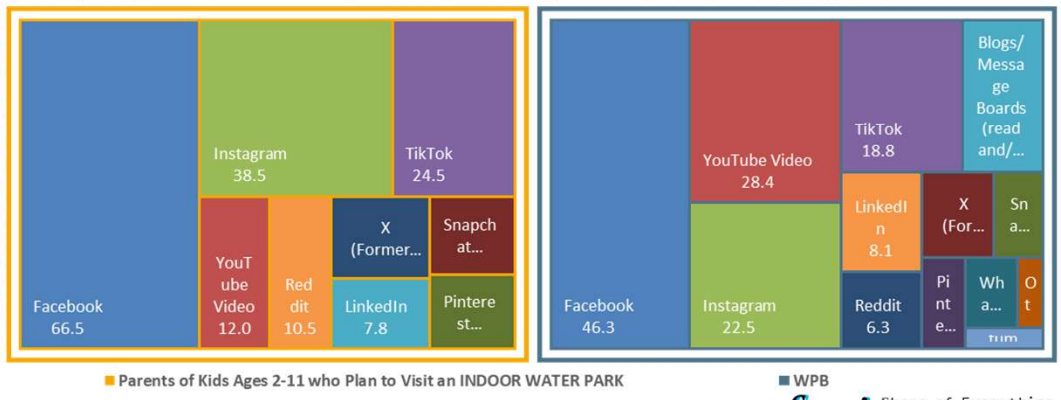
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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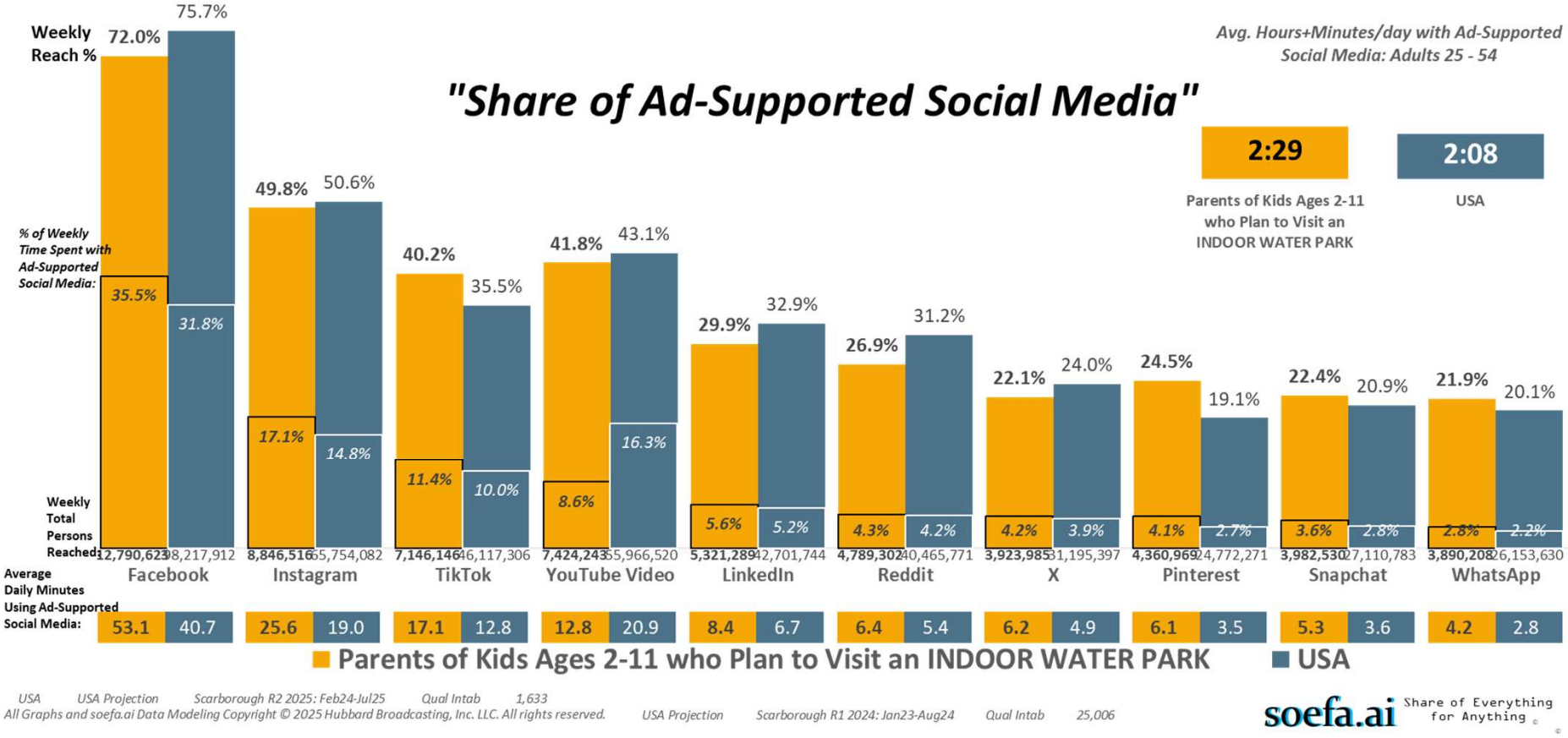
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



12,790,623 or 72.% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 53.1 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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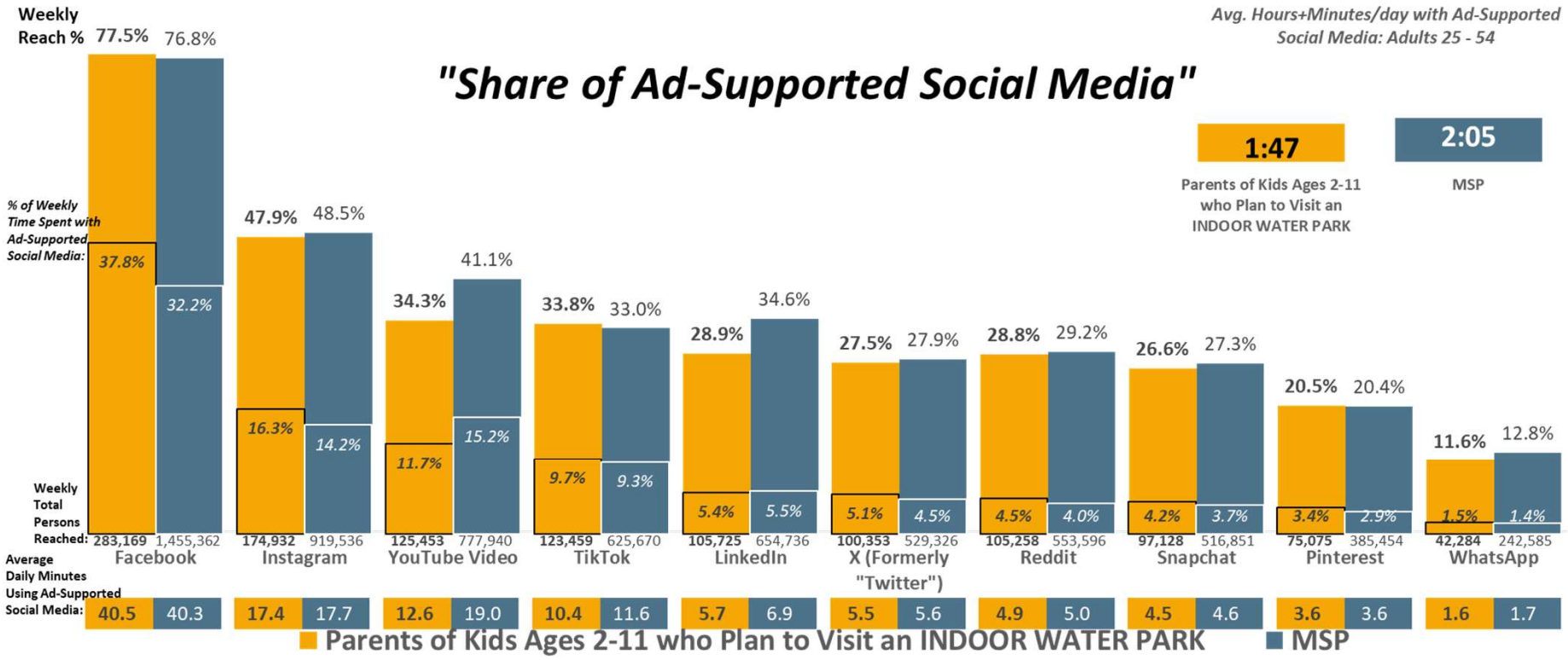
283,169 or 77.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 40.5 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,059

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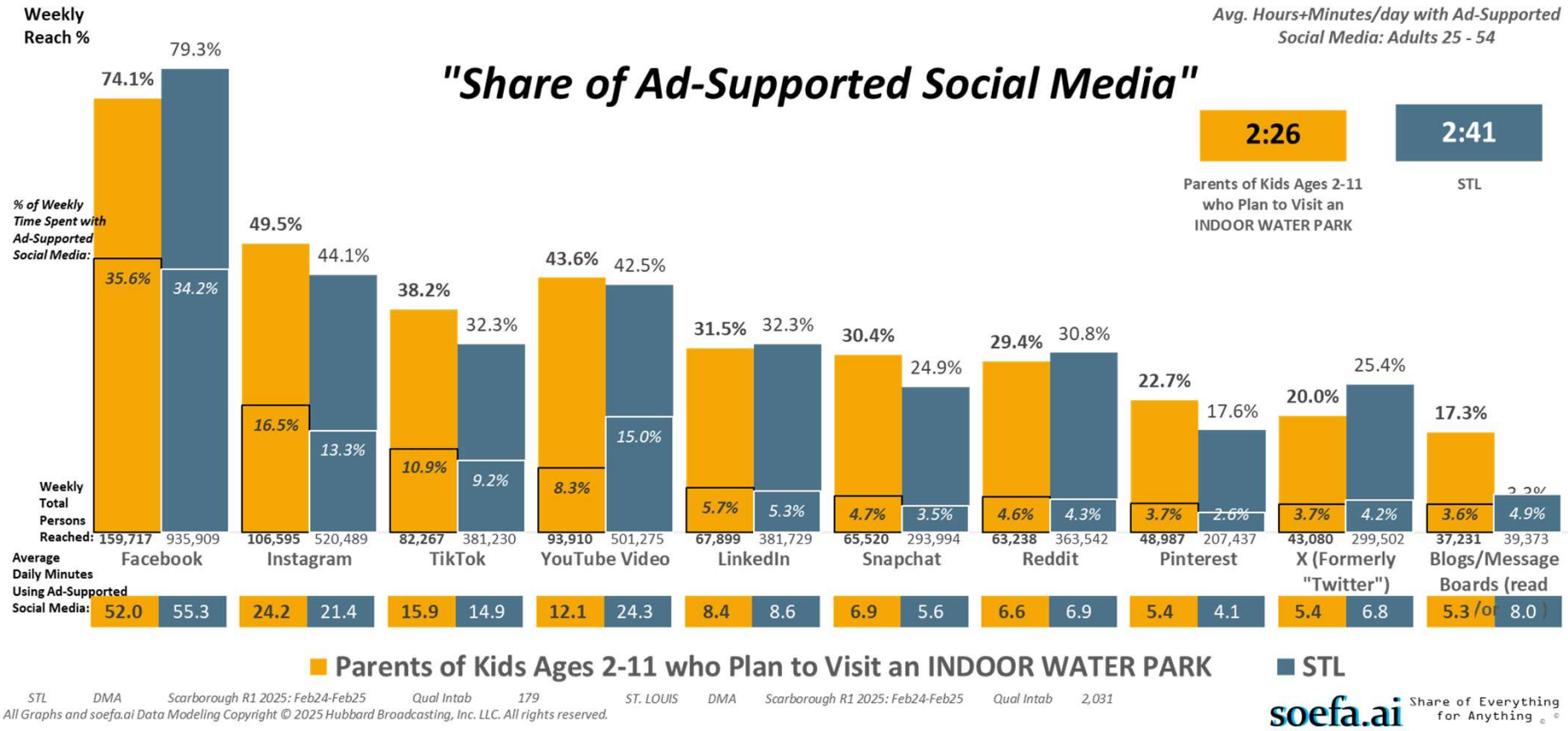
159,717 or 74.1% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 52. minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,031

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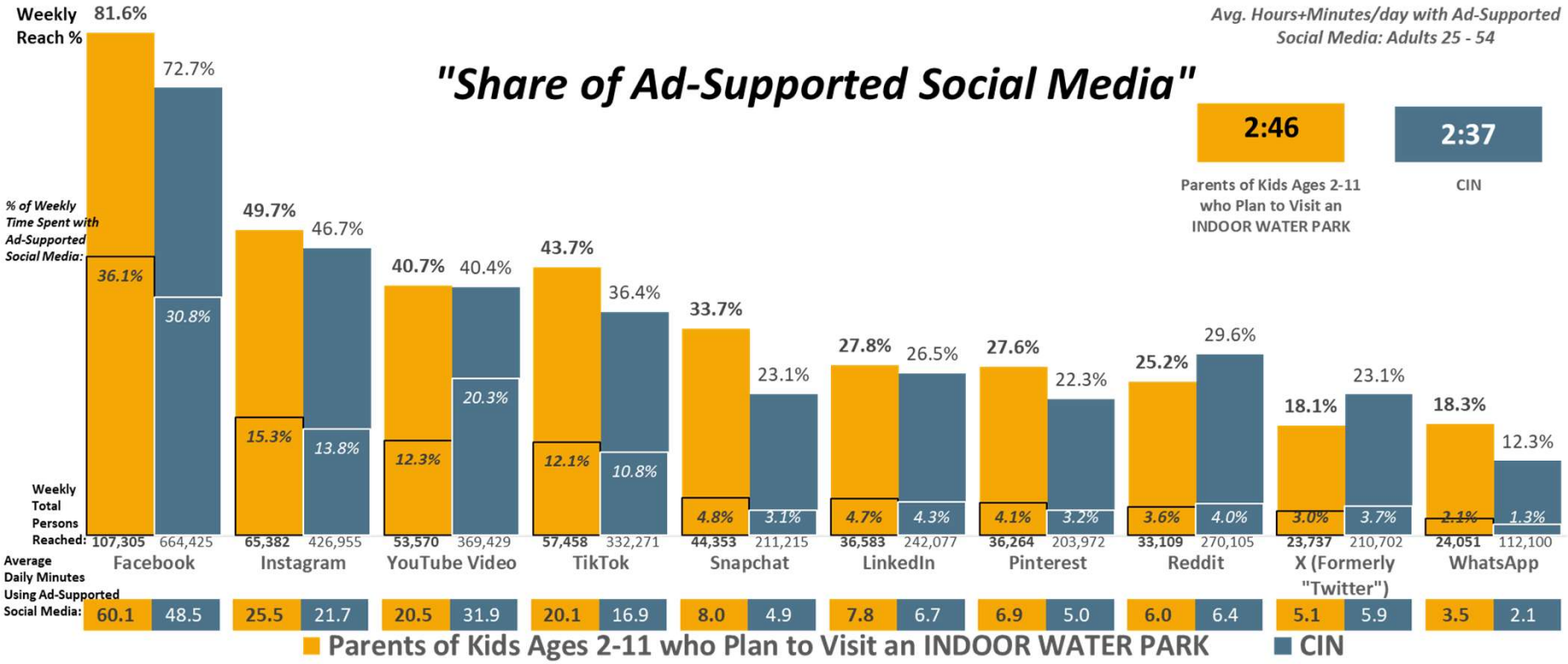
107,305 or 81.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 60.1 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,949

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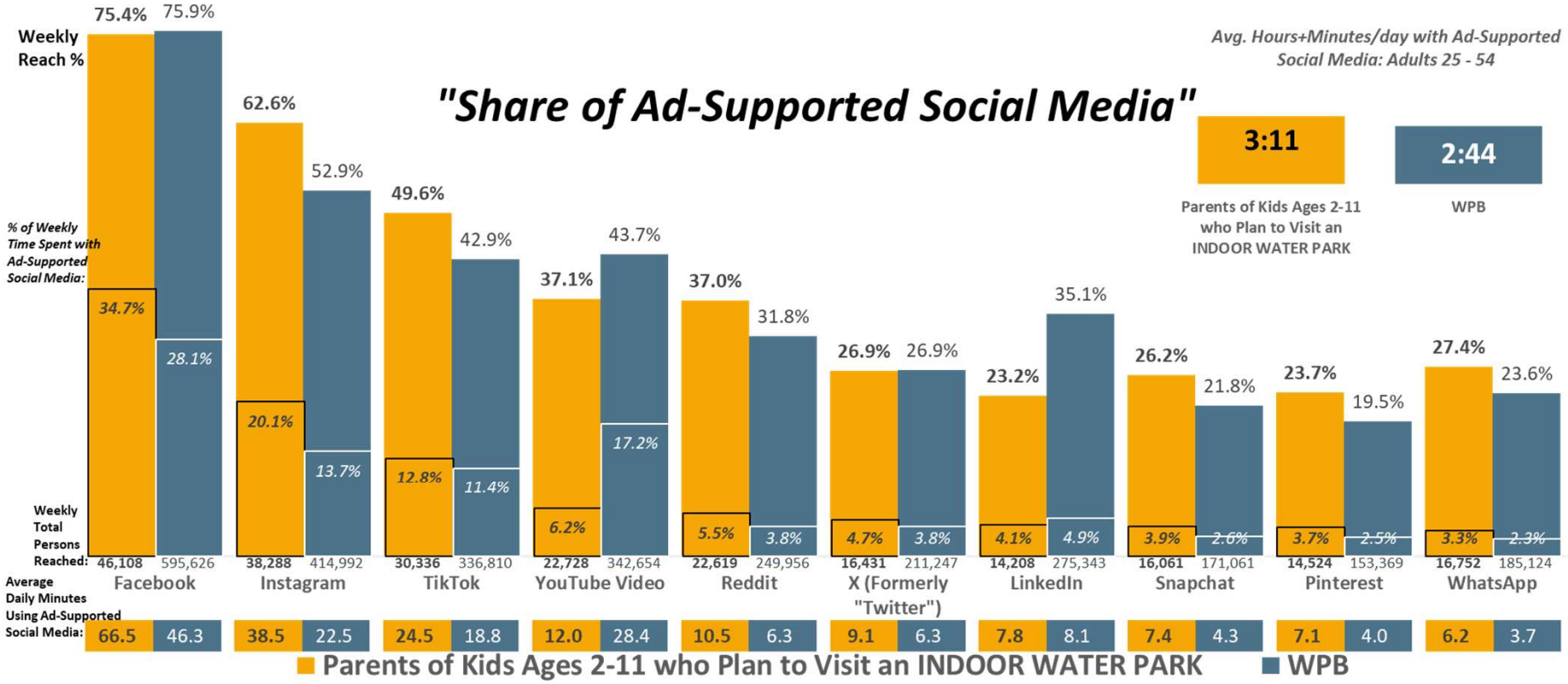
46,108 or 75.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK use Ad-Supported Facebook for an average of 66.5 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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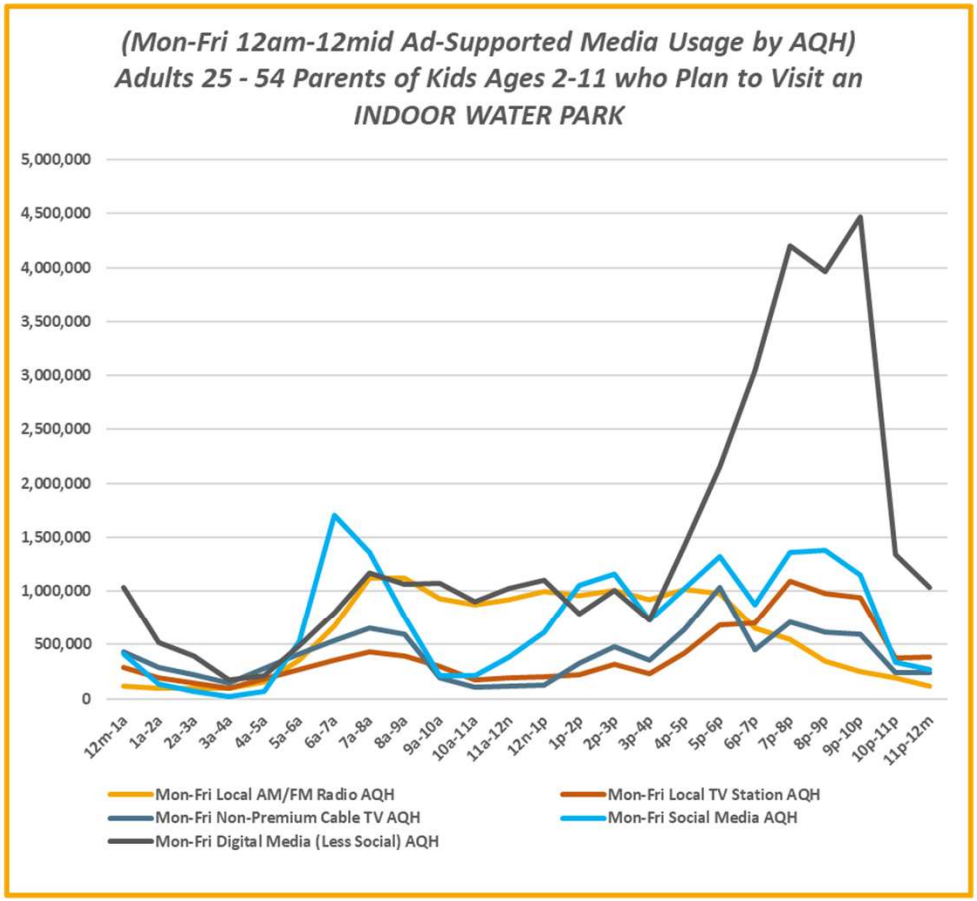
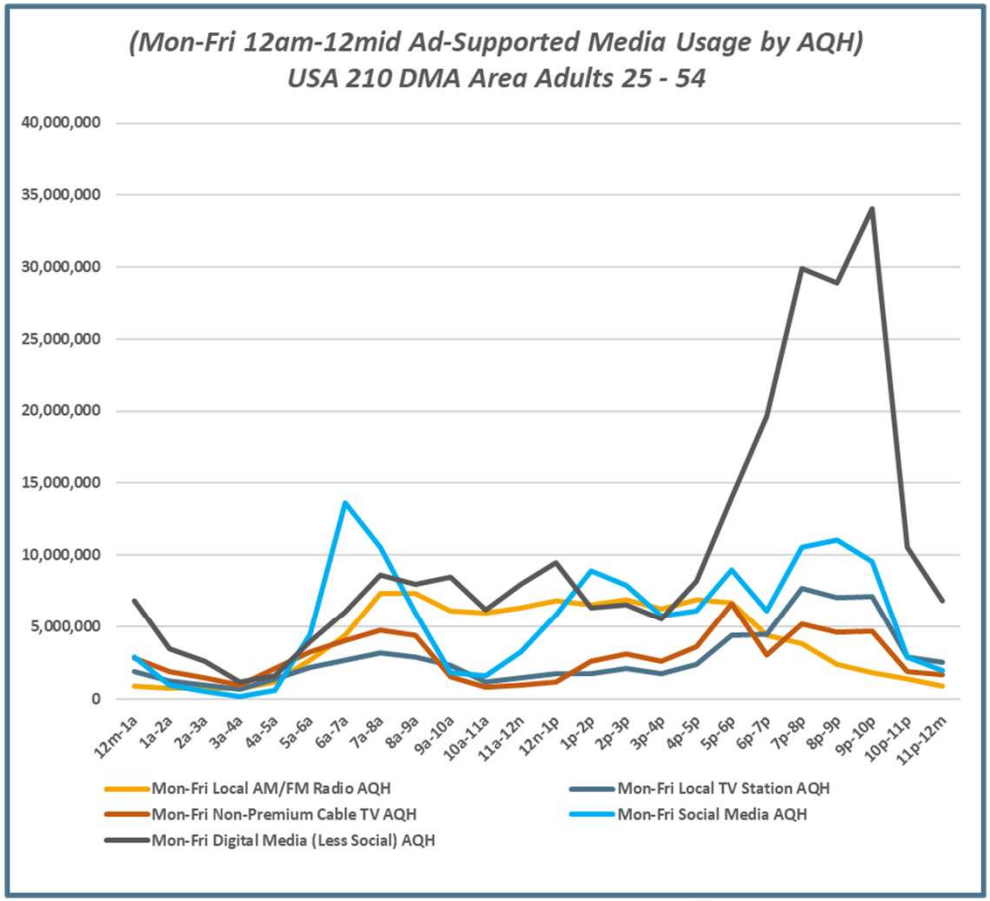
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,251,580; Local Radio: 934,877; Social Media: 877,044; Non-Prem. Cable: 431,868; Local TV: 354,297 reaching Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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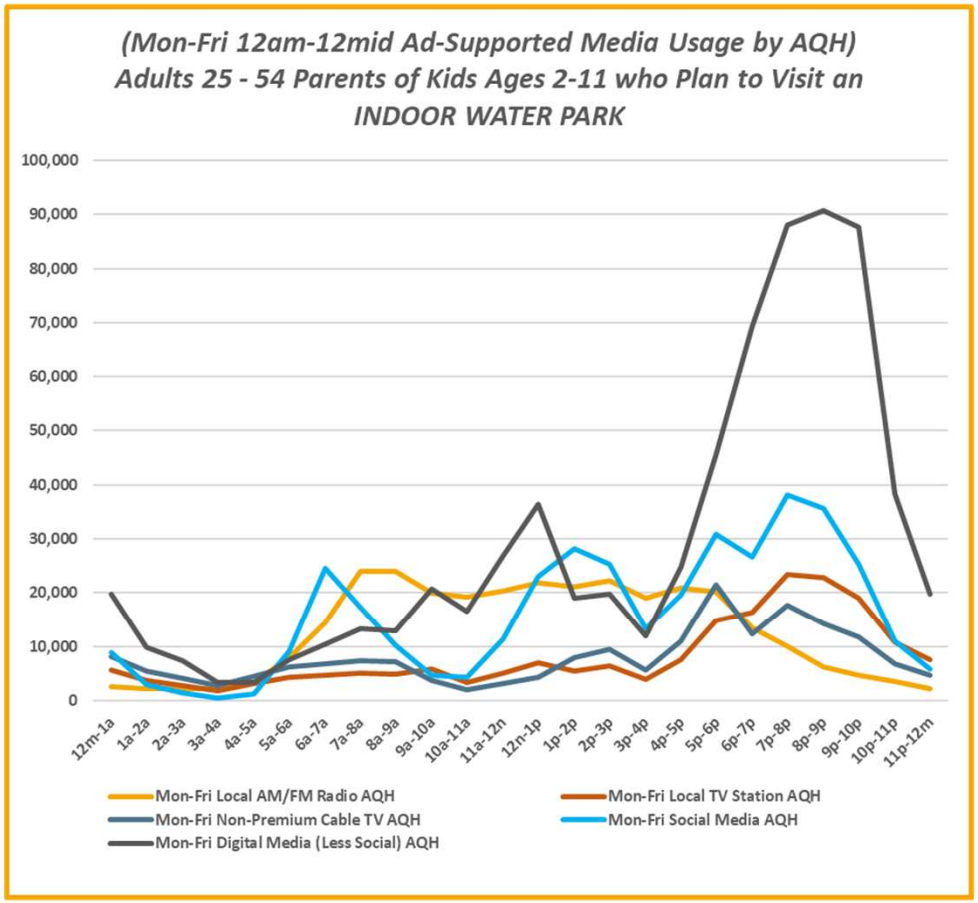
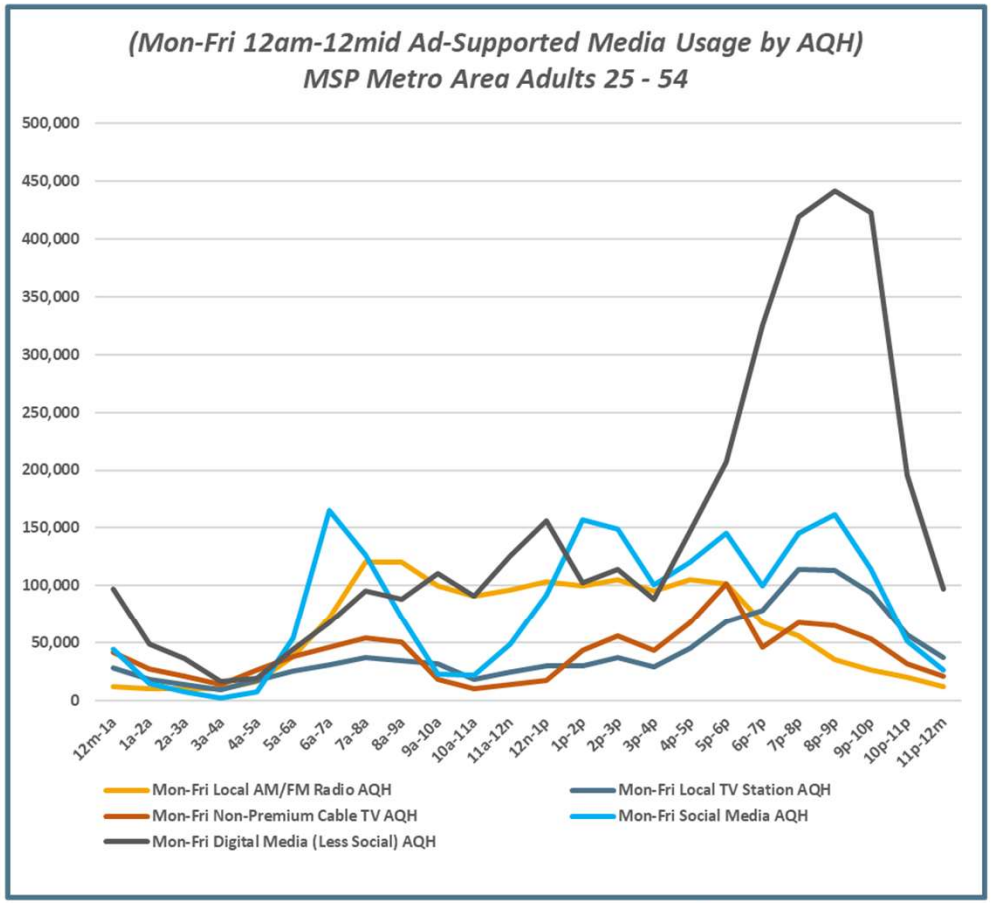
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,211; Local Radio: 20,061; Social Media: 18,413; Non-Prem. Cable: 7,850; Local TV: 6,927 reaching Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR W





MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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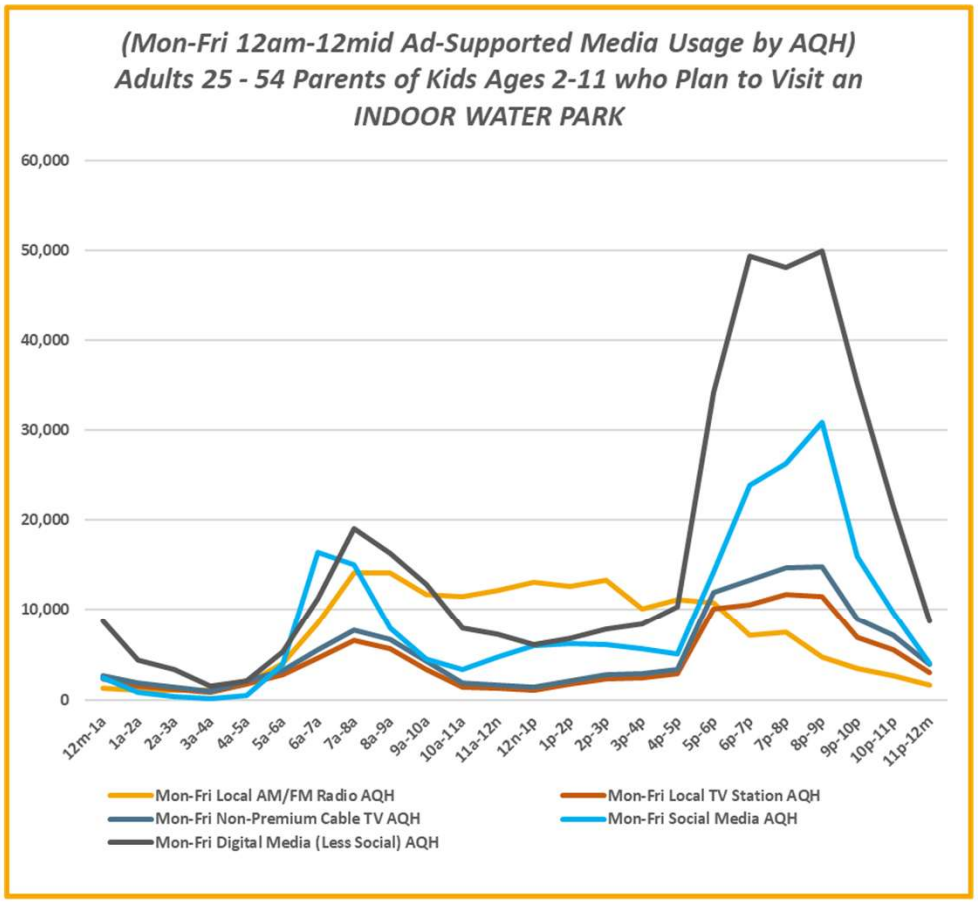
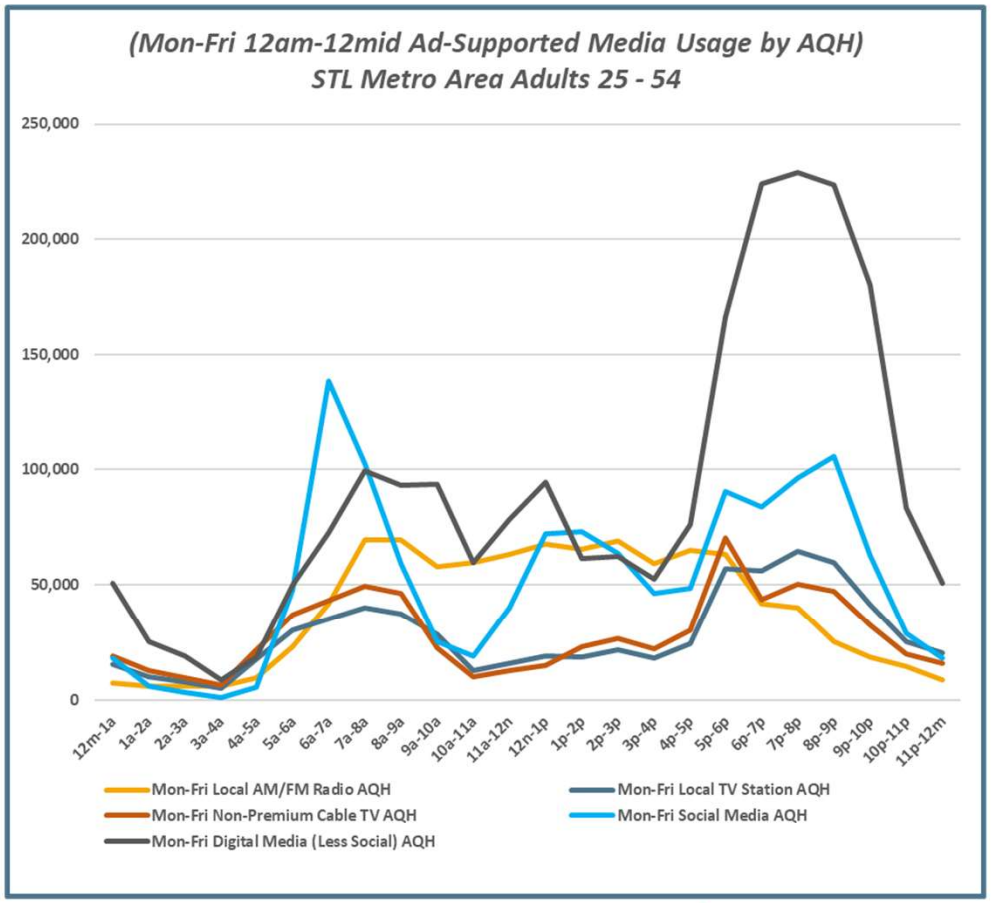
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,208; Local Radio: 11,581; Social Media: 9,158; Non-Prem. Cable: 5,028; Local TV: 4,144 reaching Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WA





STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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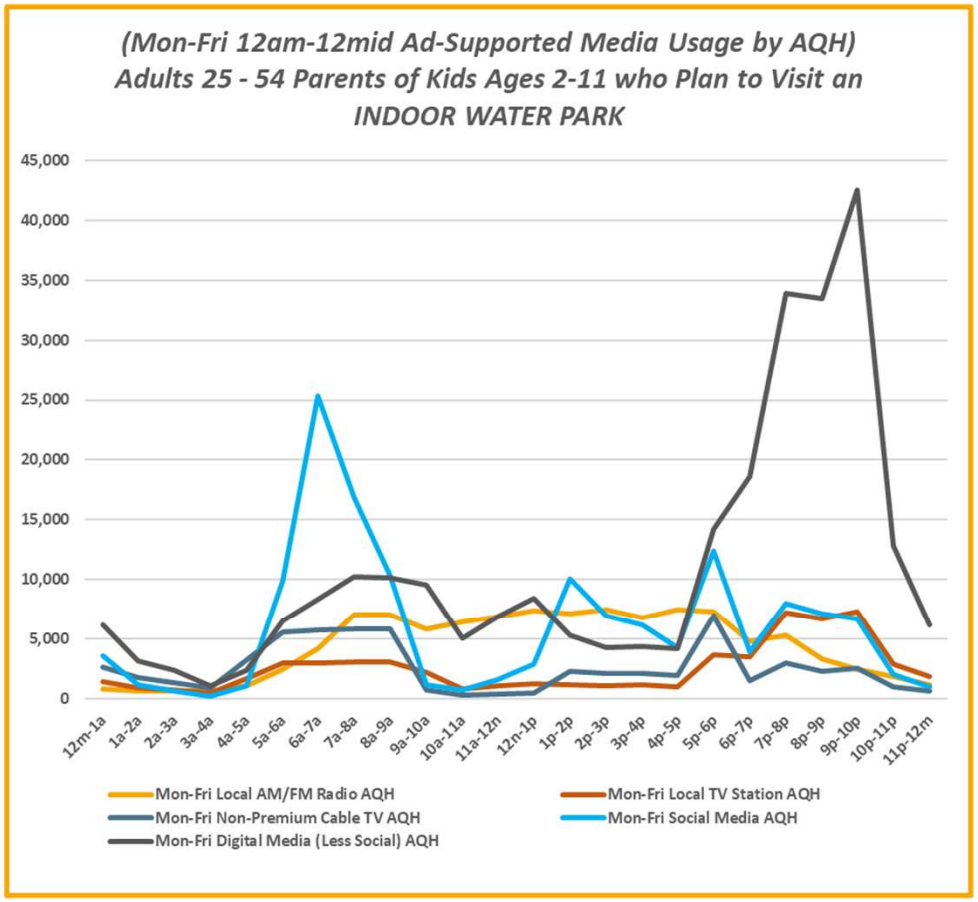
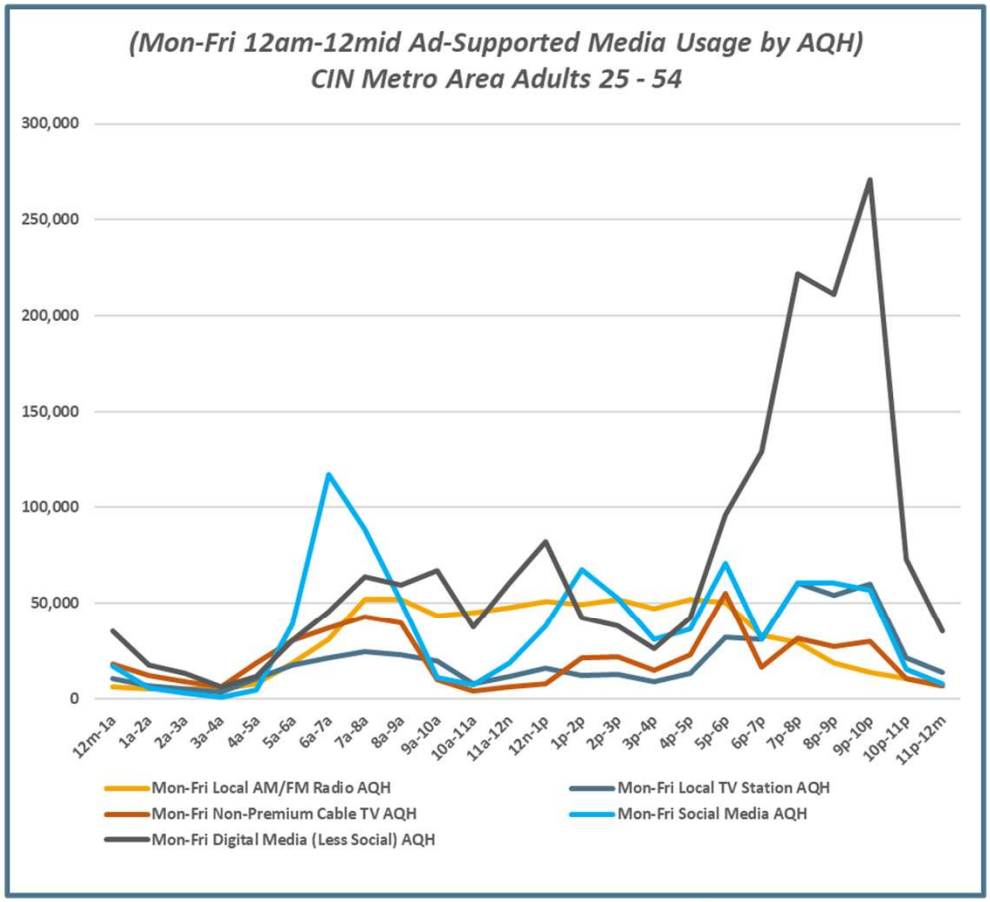
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,407; Social Media: 7,887; Local Radio: 6,580; Non-Prem. Cable: 2,766; Local TV: 1,994 reaching Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATE





CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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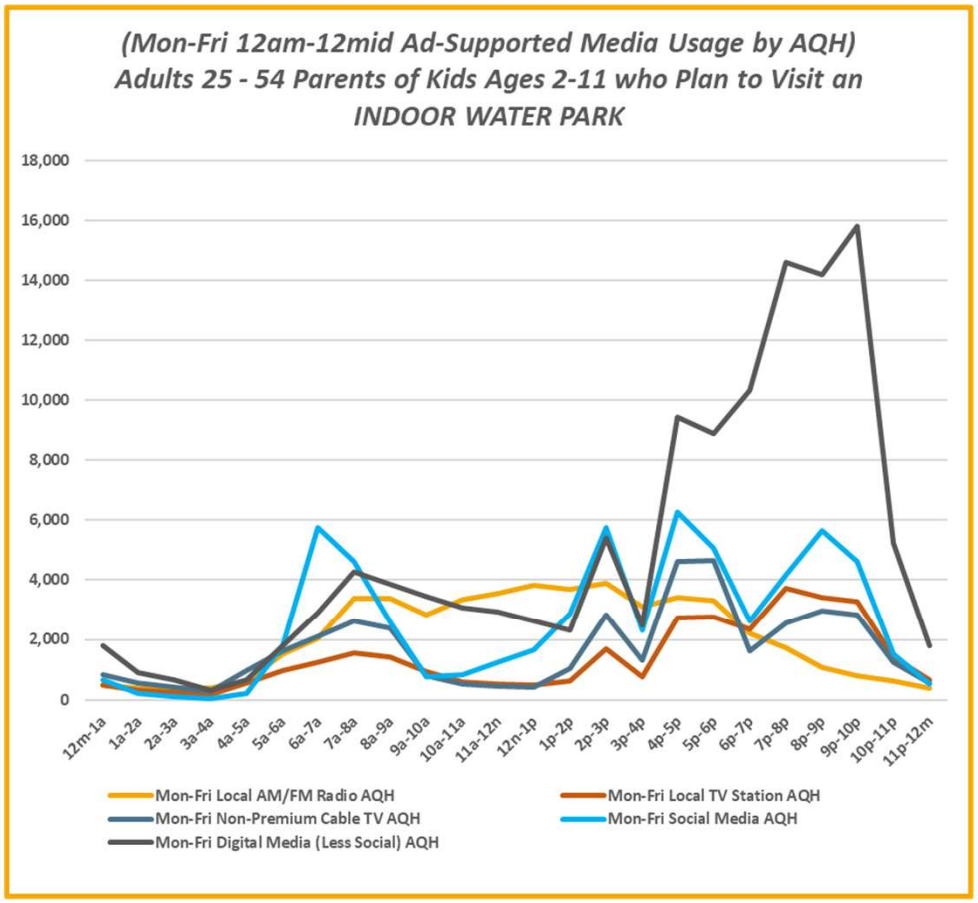
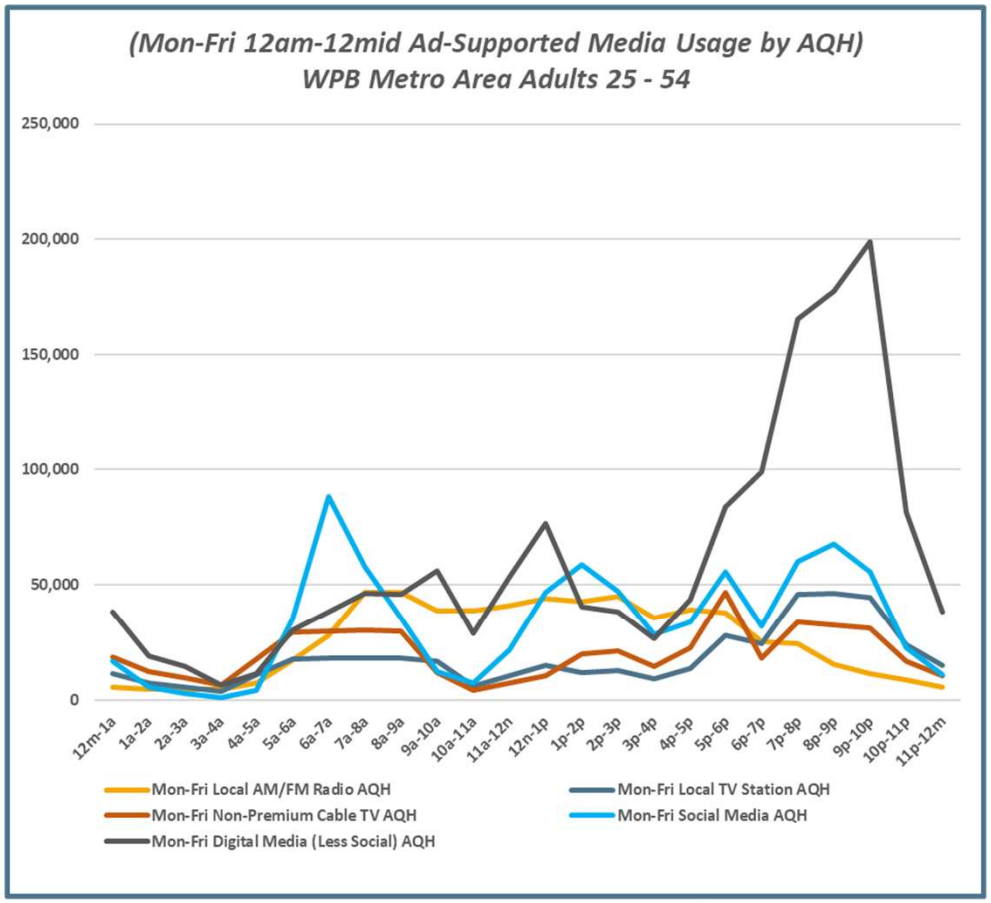
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,772; Social Media: 3,255; Local Radio: 3,233; Non-Prem. Cable: 1,947; Local TV: 1,356 reaching Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATE





WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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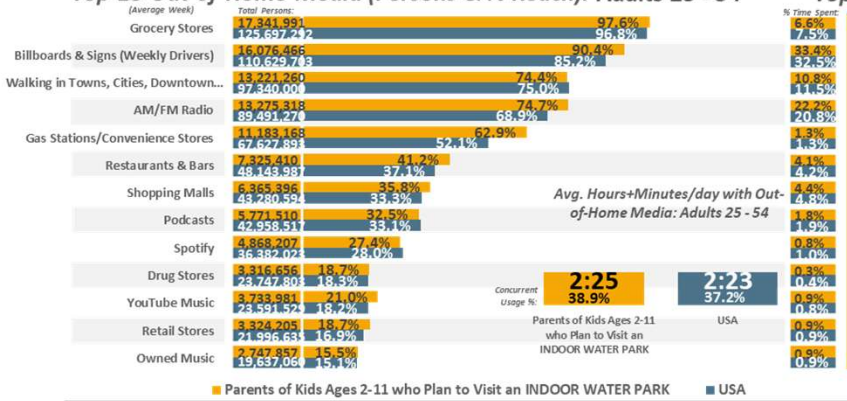
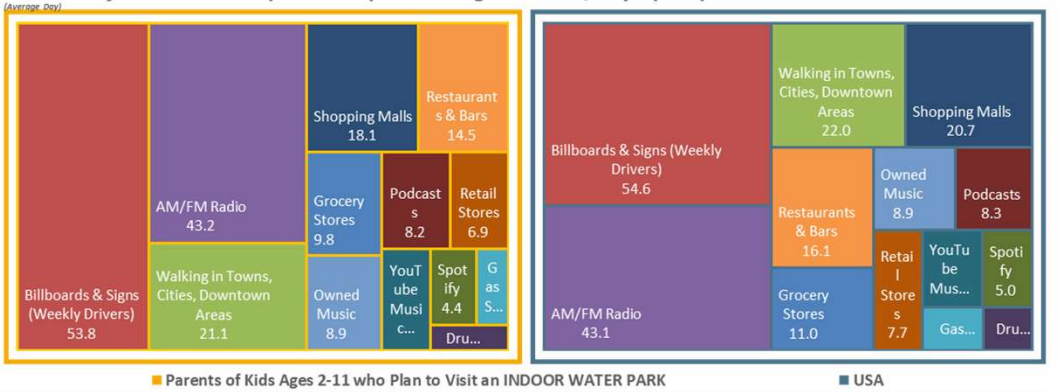
16,076,466 or 90.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 40.1 m

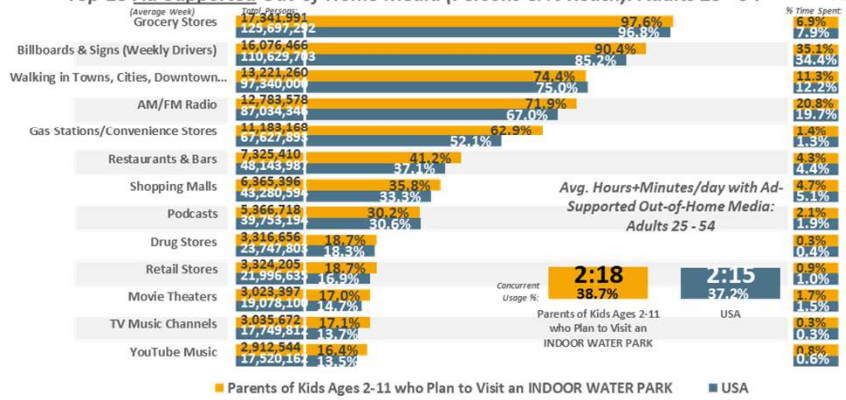
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



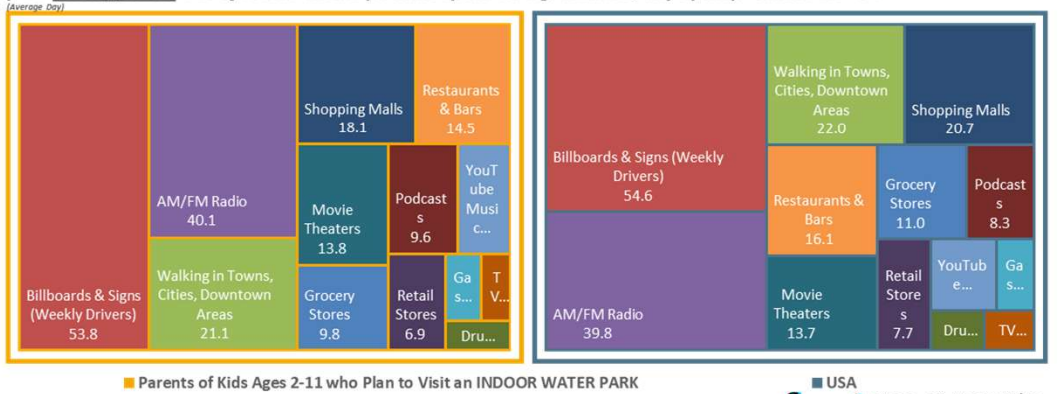
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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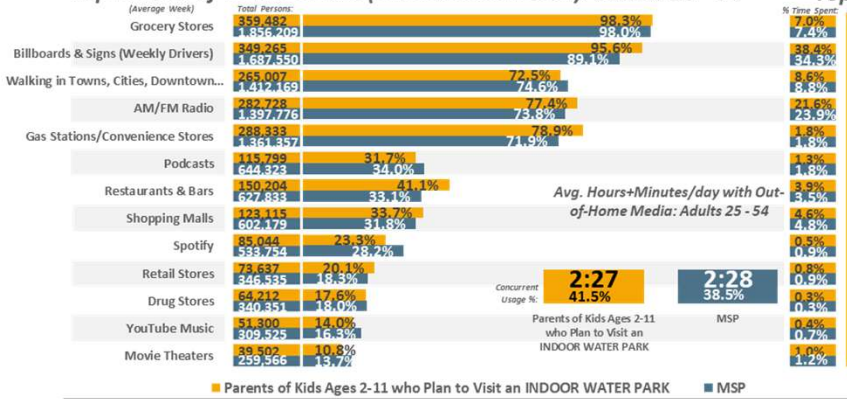
349,265 or 95.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 59.2 minutes per day driving, seeing Billboards and Signs. 74.1% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minu

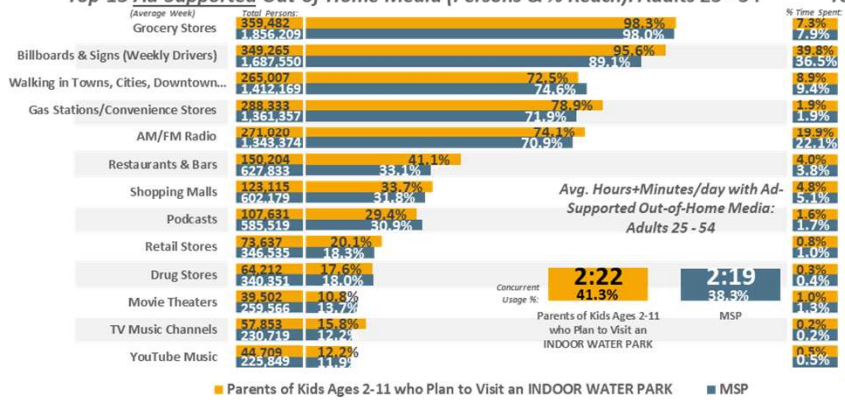
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



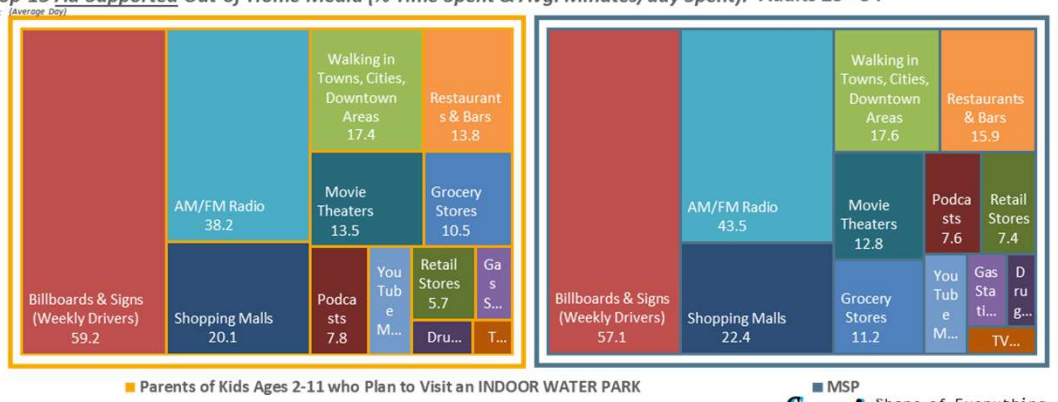
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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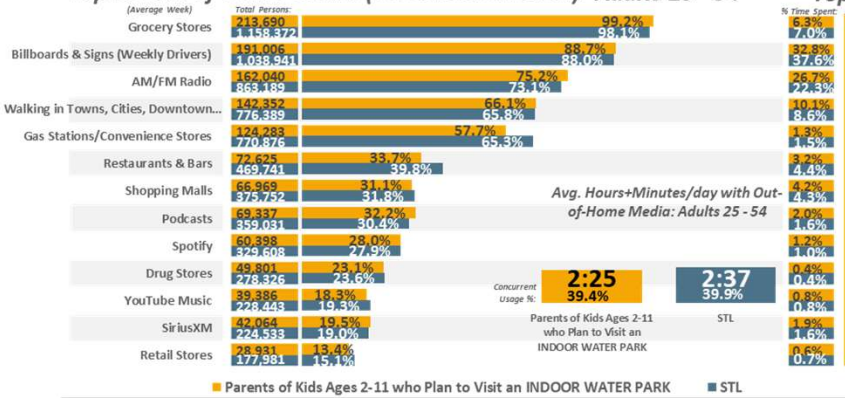
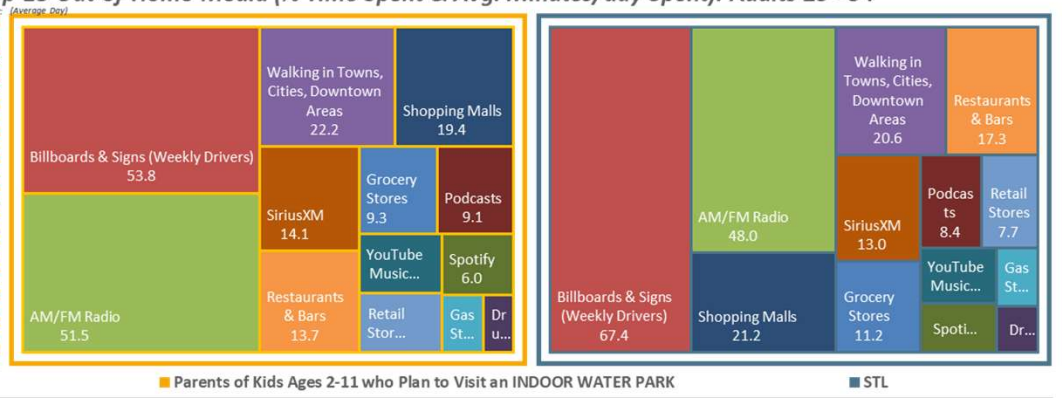
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

191,006 or 88.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 73.9% Listen to Local Radio Stations Out-of-Home for an average of 50.1 minu

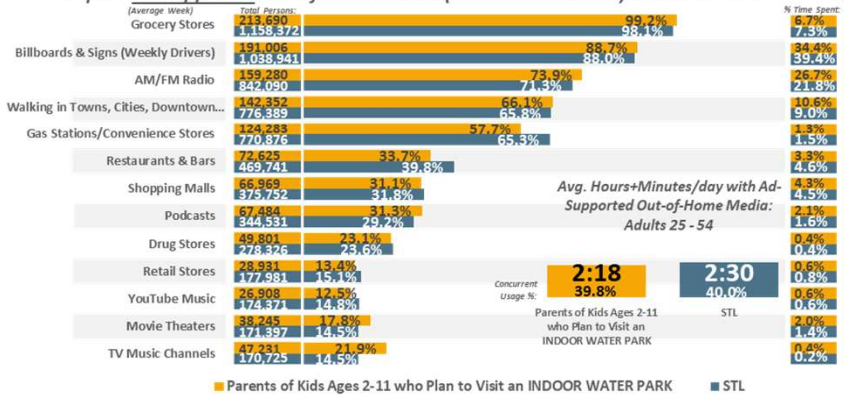
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



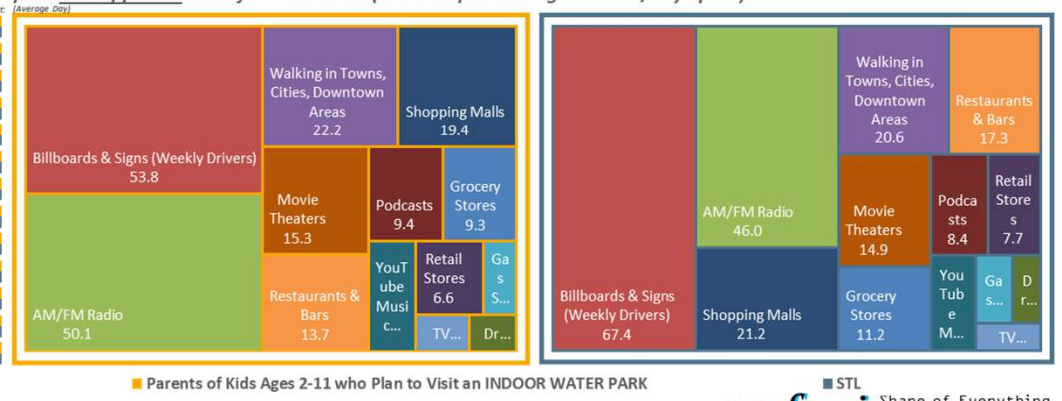
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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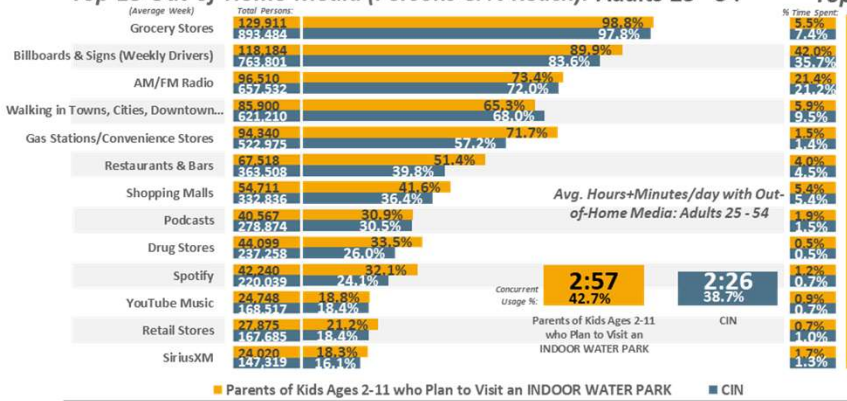
118,184 or 89.9% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 82.7 minutes per day driving, seeing Billboards and Signs. 70.9% Listen to Local Radio Stations Out-of-Home for an average of 49.5 minu

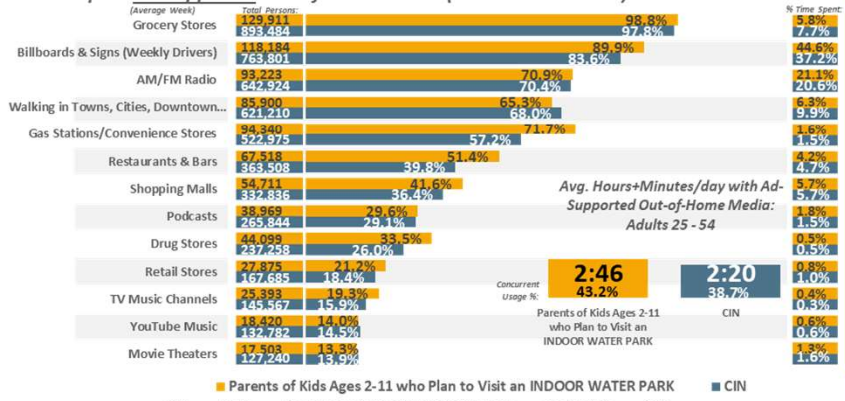
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



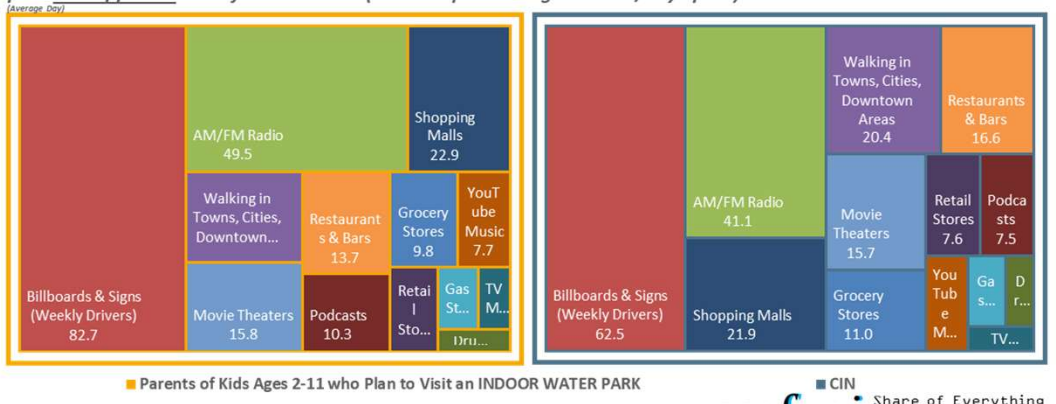
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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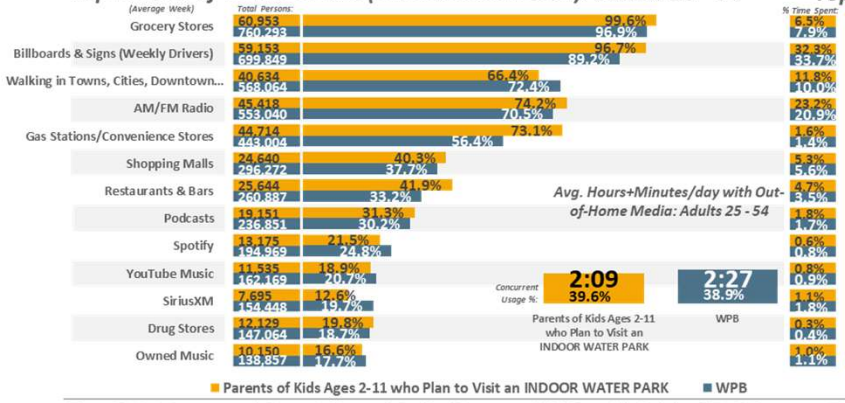
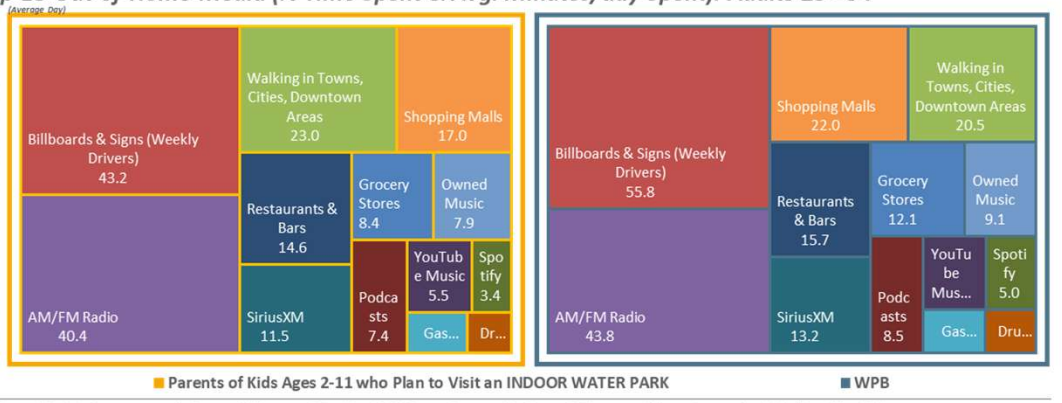
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

59,153 or 96.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 43.2 minutes per day driving, seeing Billboards and Signs. 72.6% Listen to Local Radio Stations Out-of-Home for an average of 39.3 minut

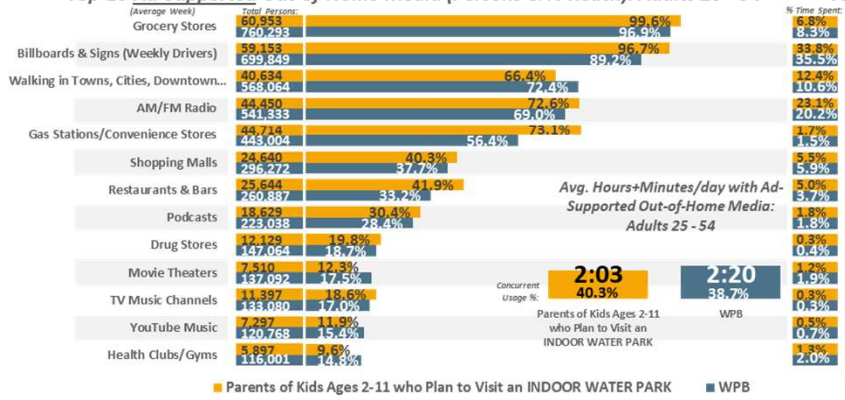
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



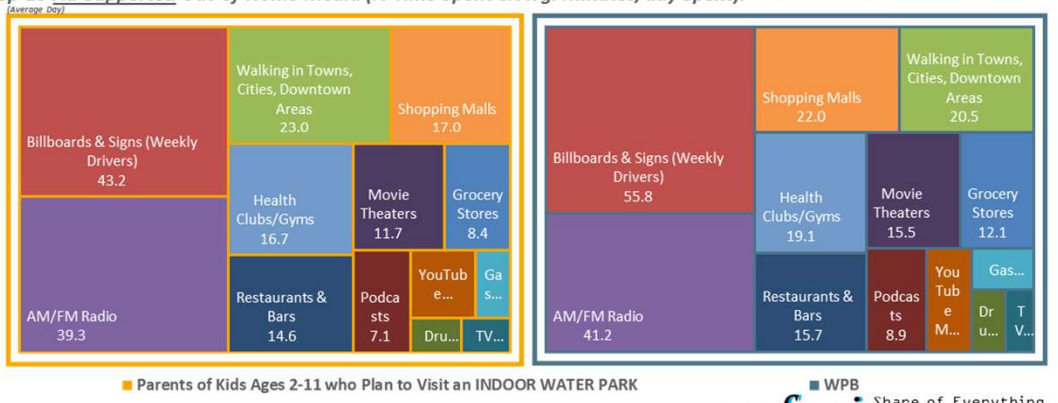
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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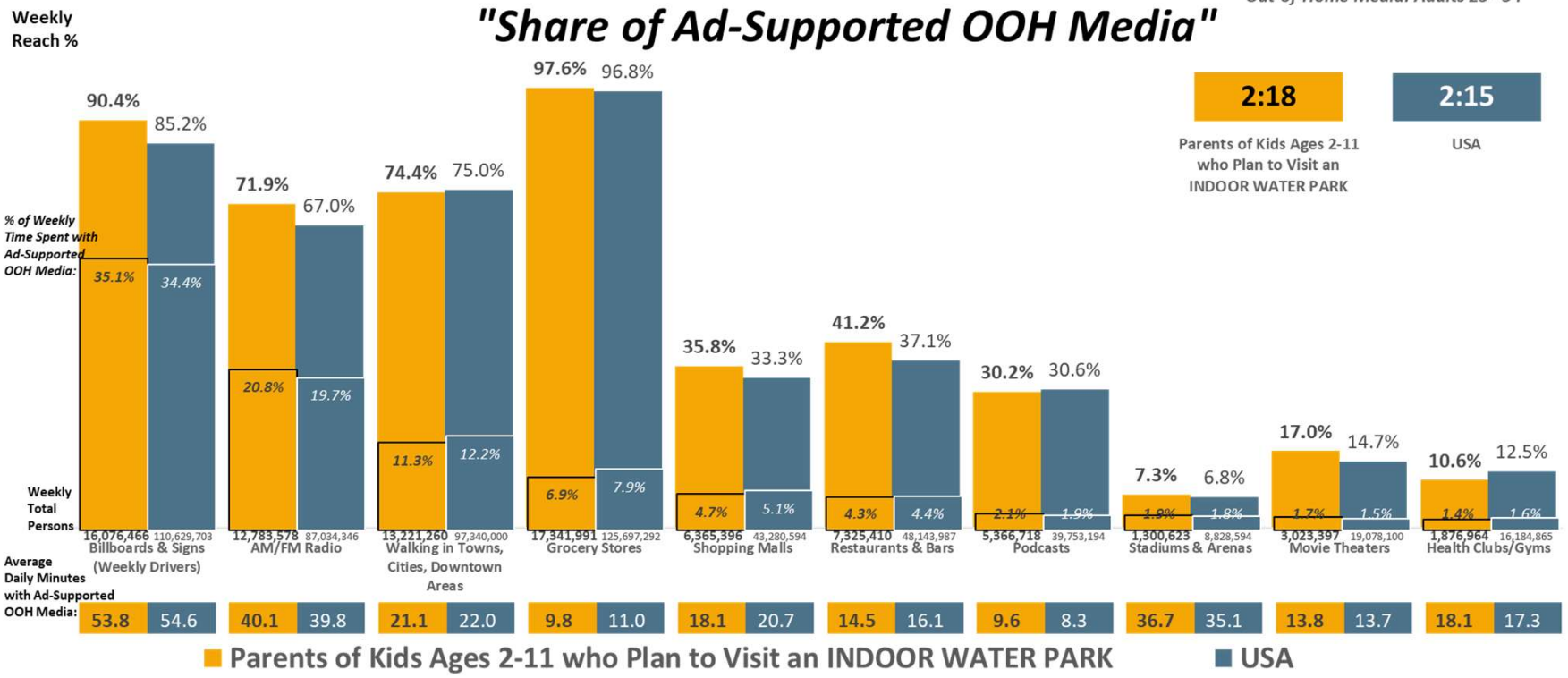
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



16,076,466 or 90.4% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 53.8 minutes per day driving, seeing Billboards and Signs representing 35.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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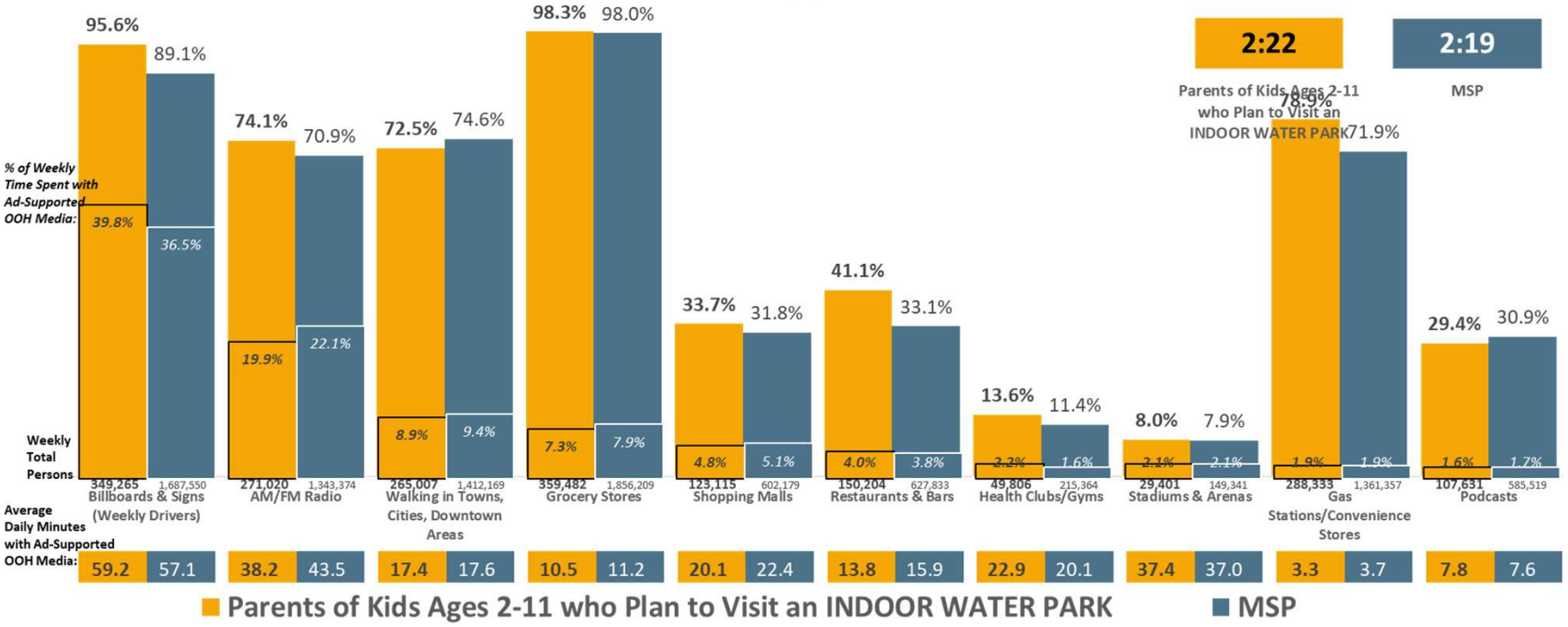
{((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)}



349,265 or 95.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 59.2 minutes per day driving, seeing Billboards and Signs representing 39.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,059

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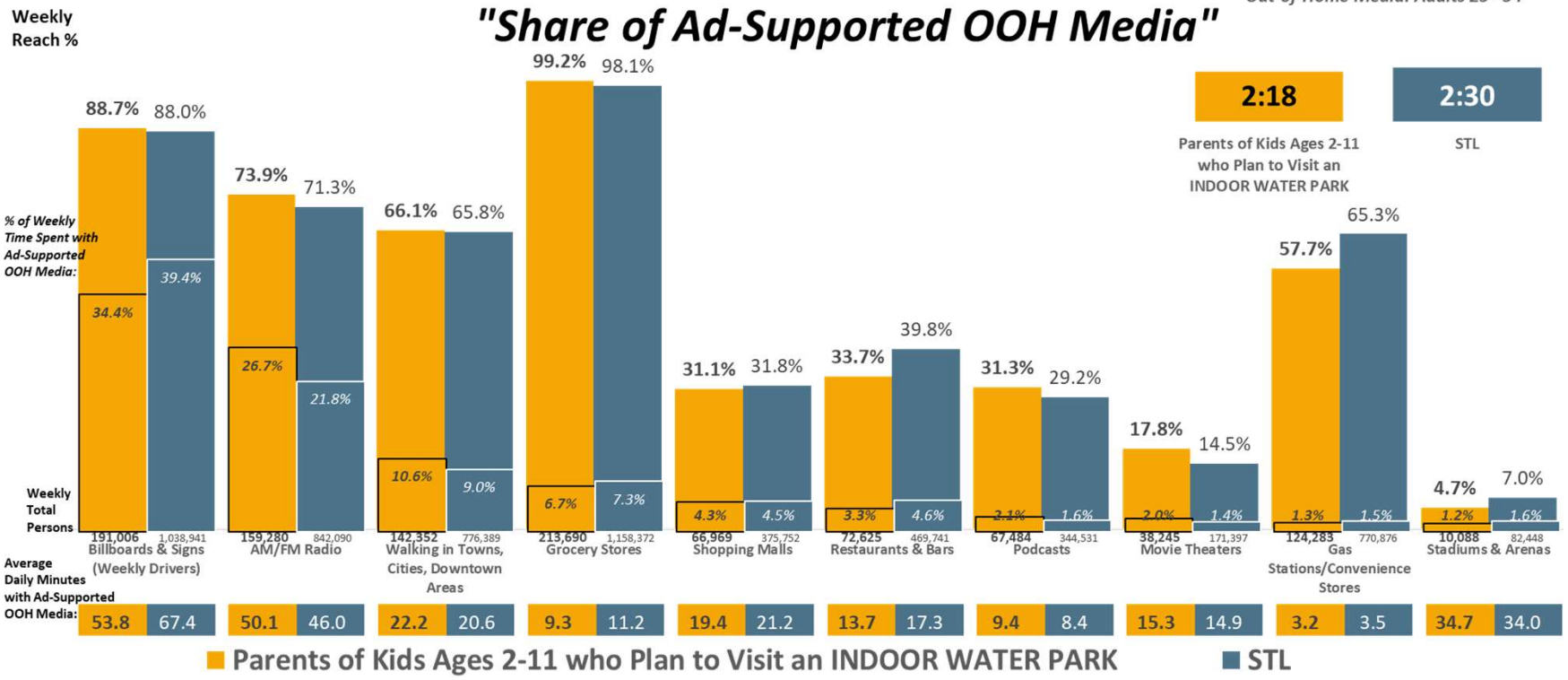
191,006 or 88.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 53.8 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179 ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 2,031

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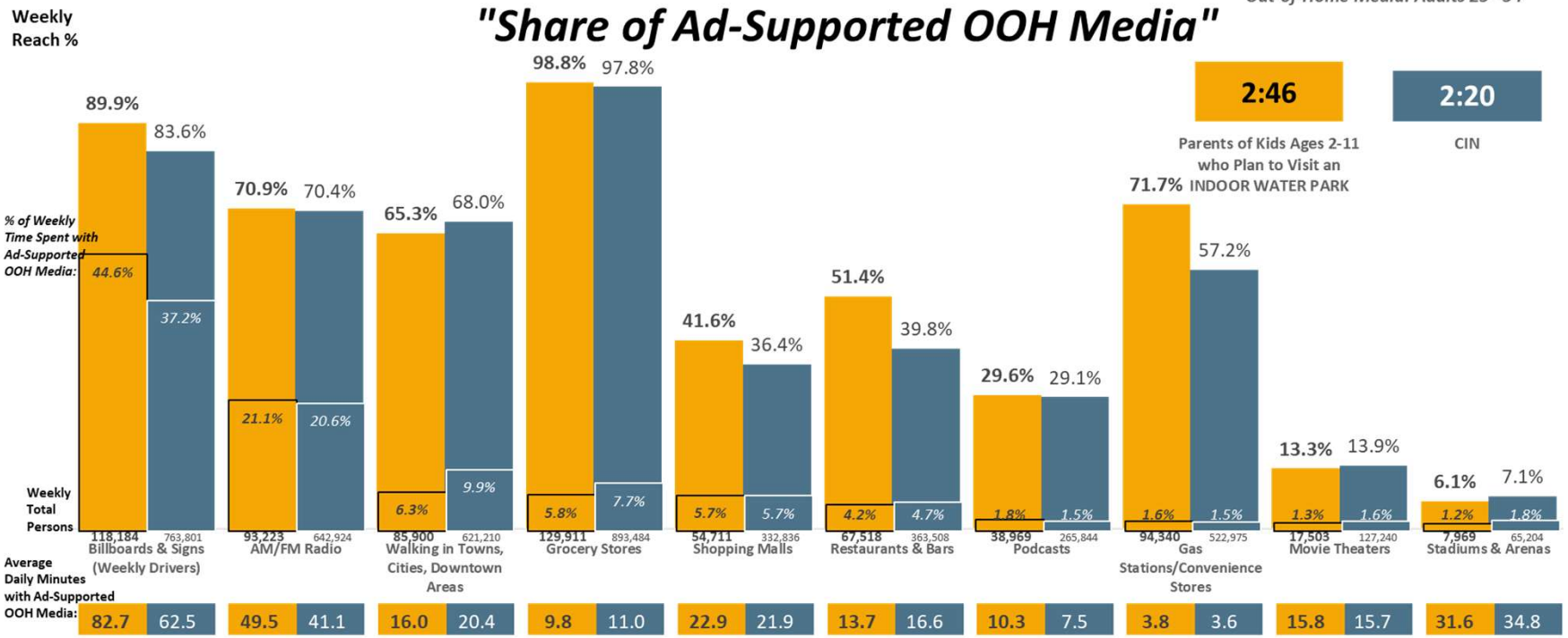
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



118,184 or 89.9% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 82.7 minutes per day driving, seeing Billboards and Signs representing 44.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168 CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 1,949

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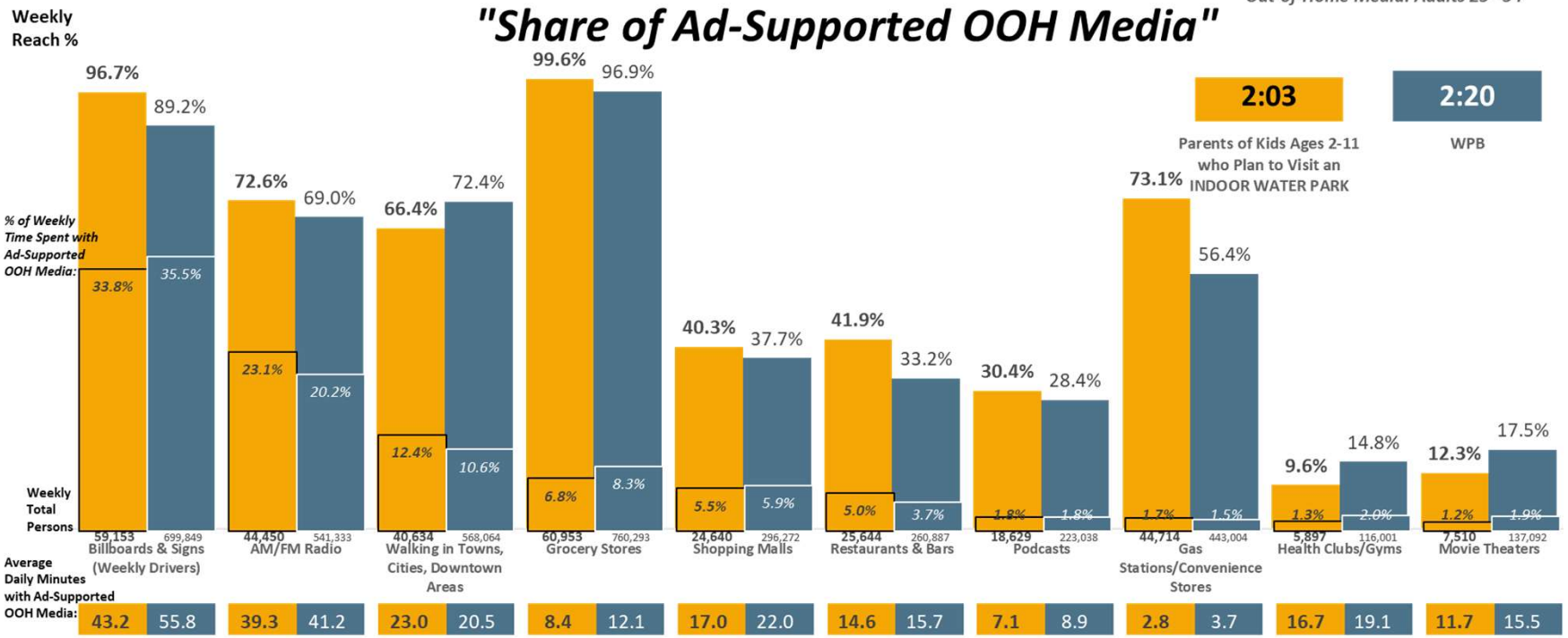
59,153 or 96.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 43.2 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 54

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

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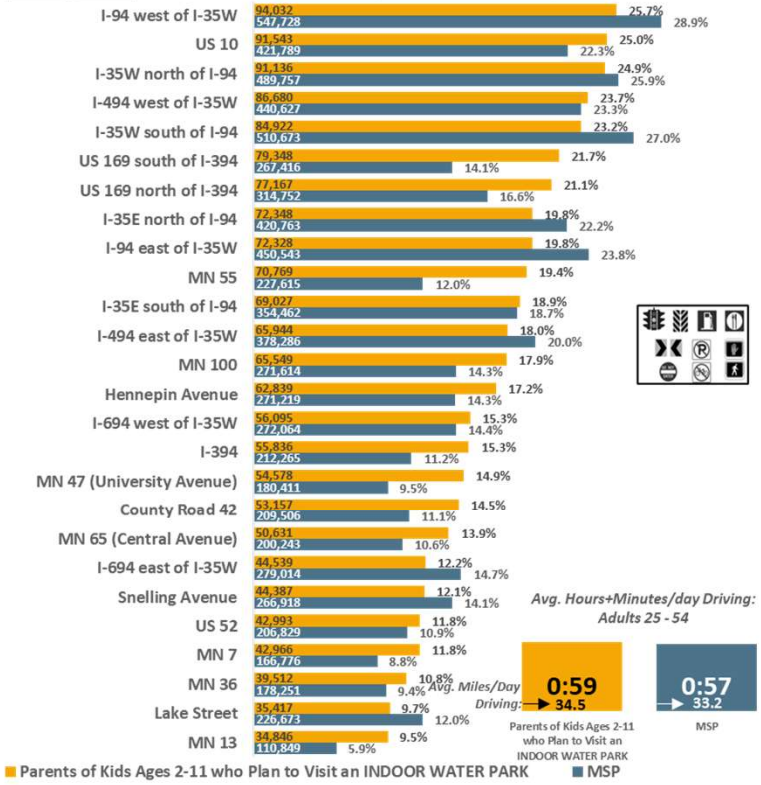
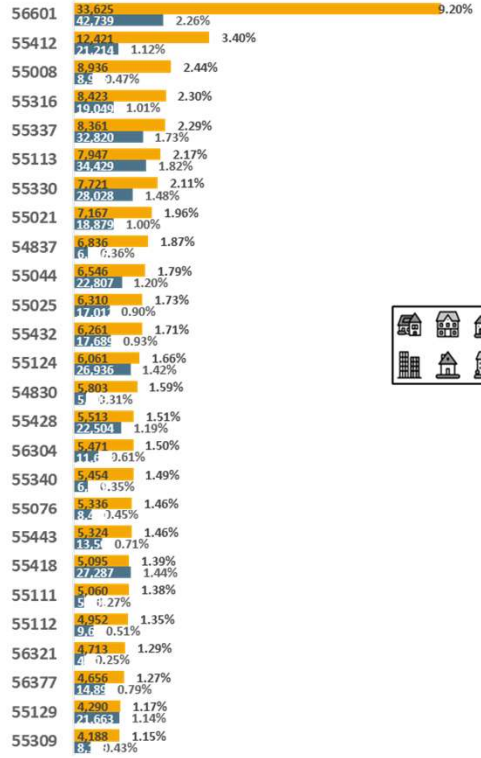
349,265 or 95.6% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 59.2 minutes per day driving an average of 34.5 miles each day and are 61.1% more likely to use MN 55 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54

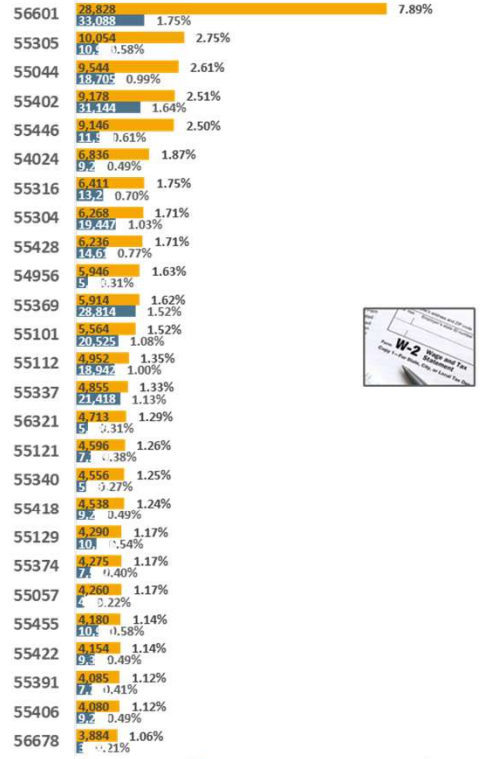


MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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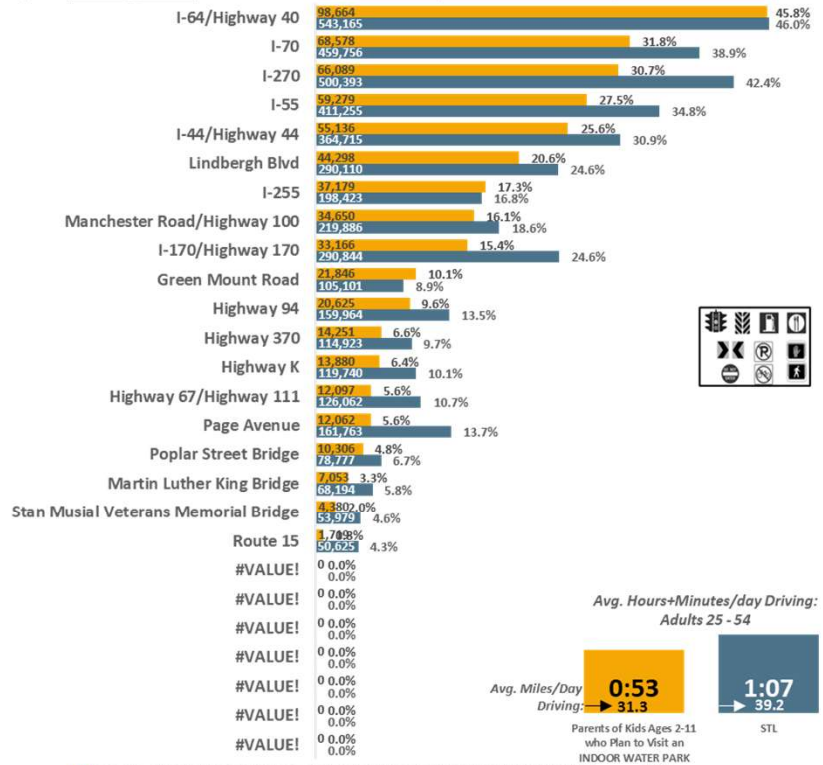
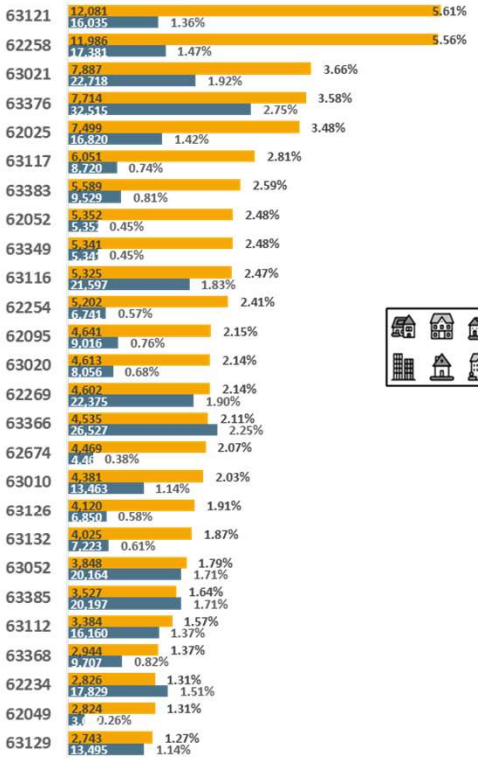
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

191,006 or 88.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 53.8 minutes per day driving an average of 31.3 miles each day and are 13.9% more likely to use Green Mount Road than the Metro average

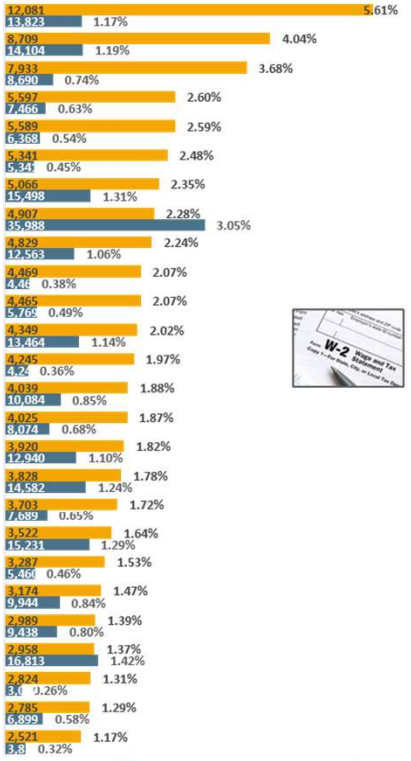
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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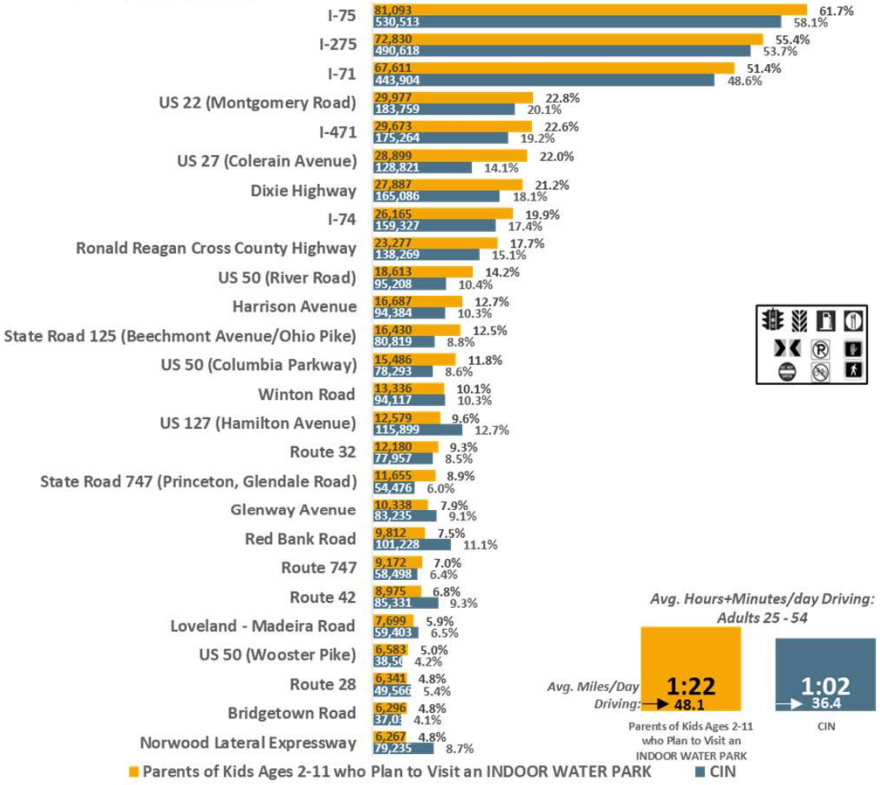
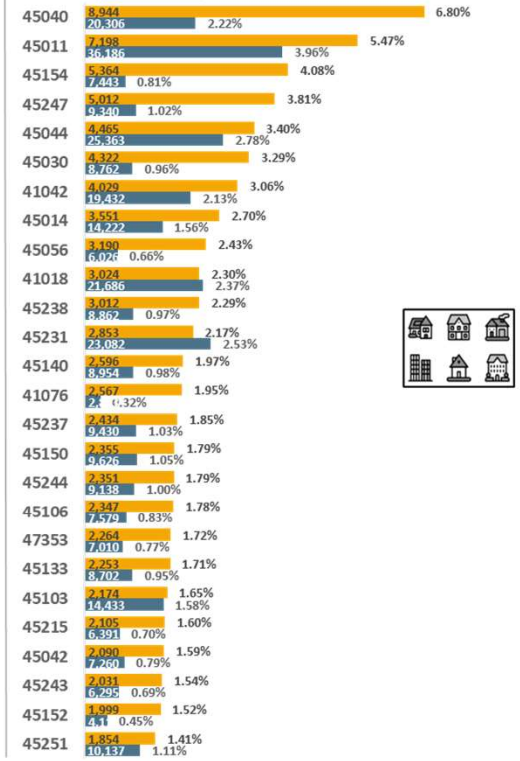
118,184 or 89.9% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 82.7 minutes per day driving an average of 48.1 miles each day and are 55.9% more likely to use US 27 (Colerain Avenue) than the Metro

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54

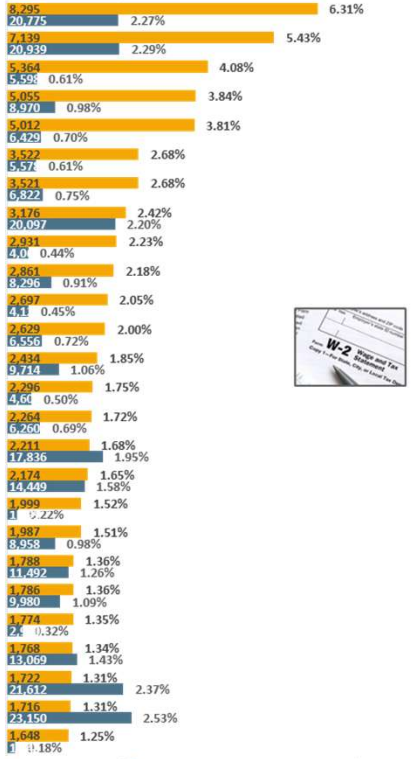


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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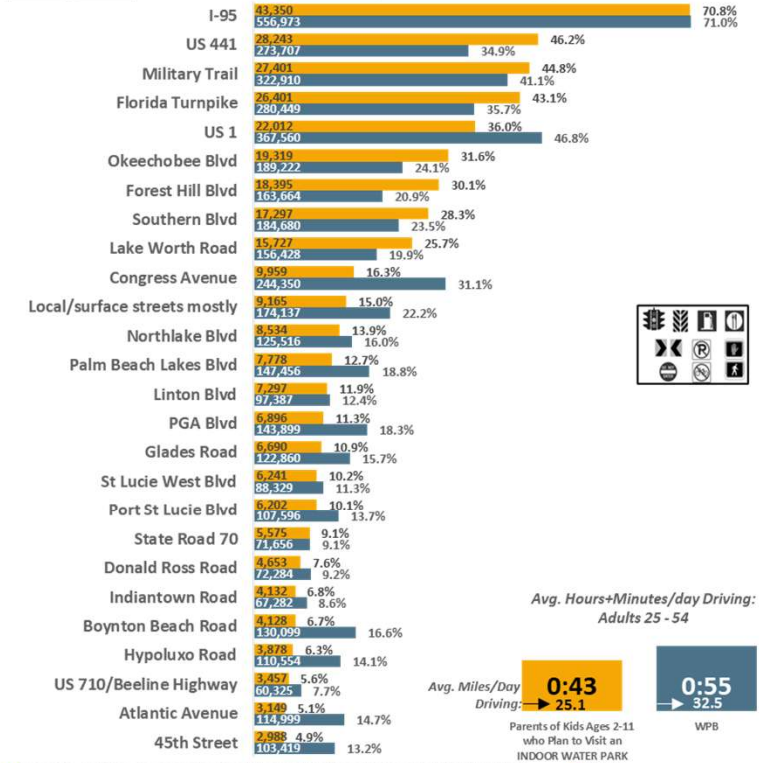
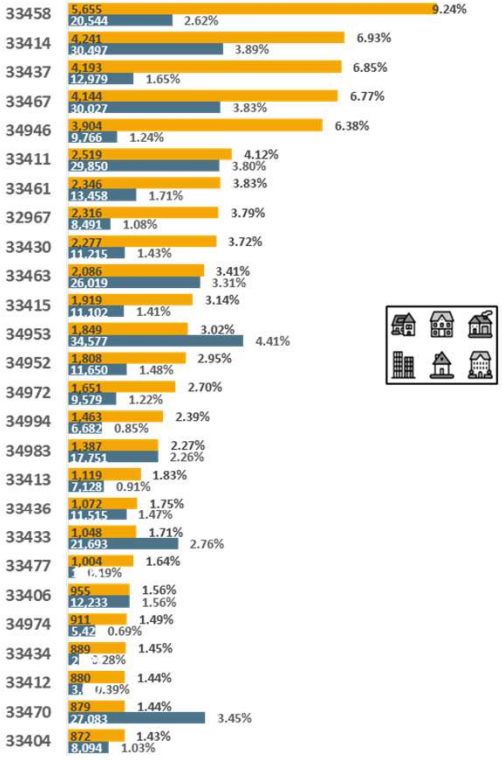
59,153 or 96.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK spend an average of 43.2 minutes per day driving an average of 25.1 miles each day and are 44.2% more likely to use Forest Hill Blvd than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54

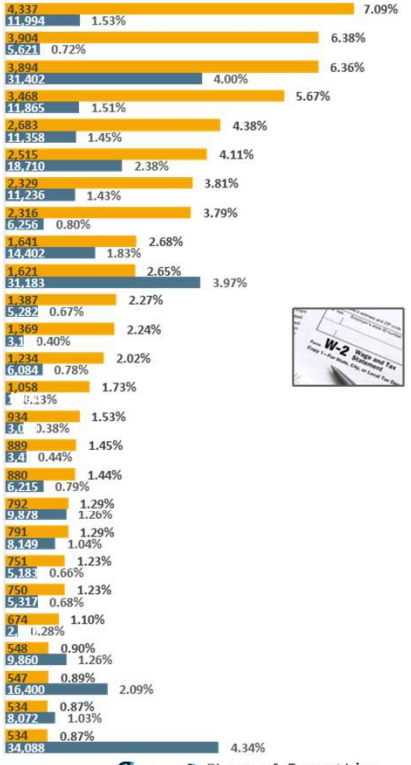


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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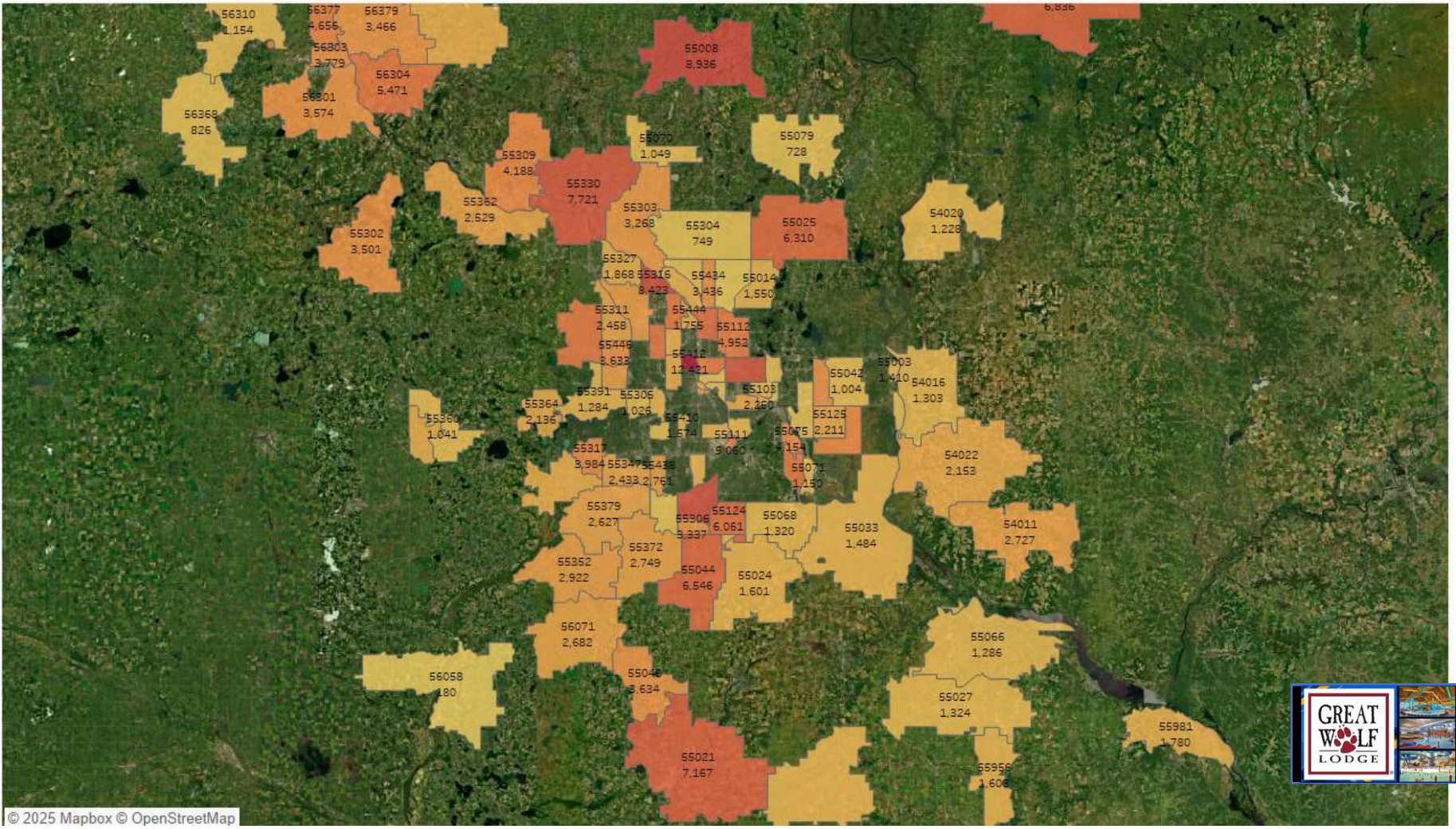
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

Top Residential Zip Codes: (Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK)



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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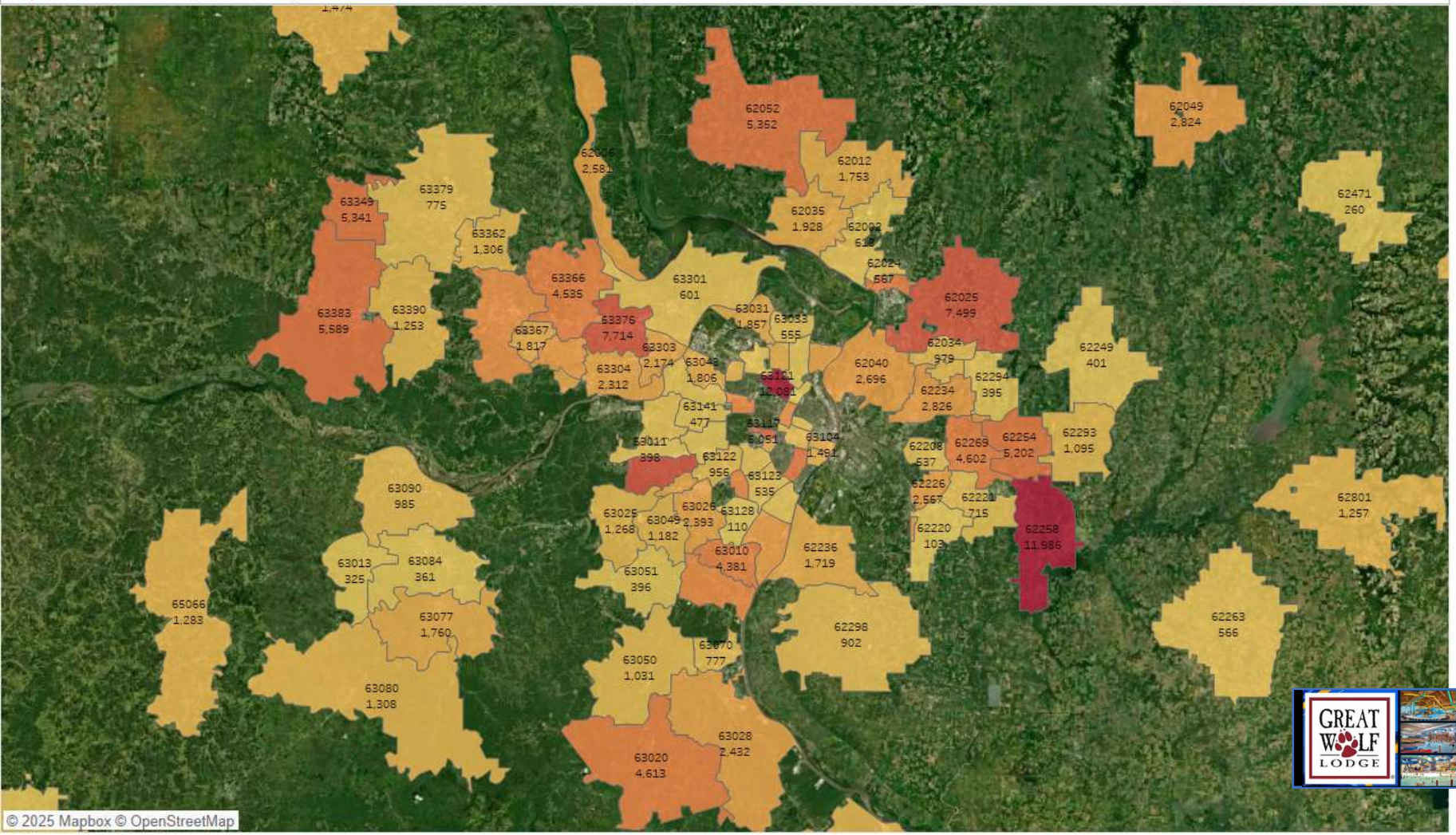
Top Residential Zip Codes: (Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK)



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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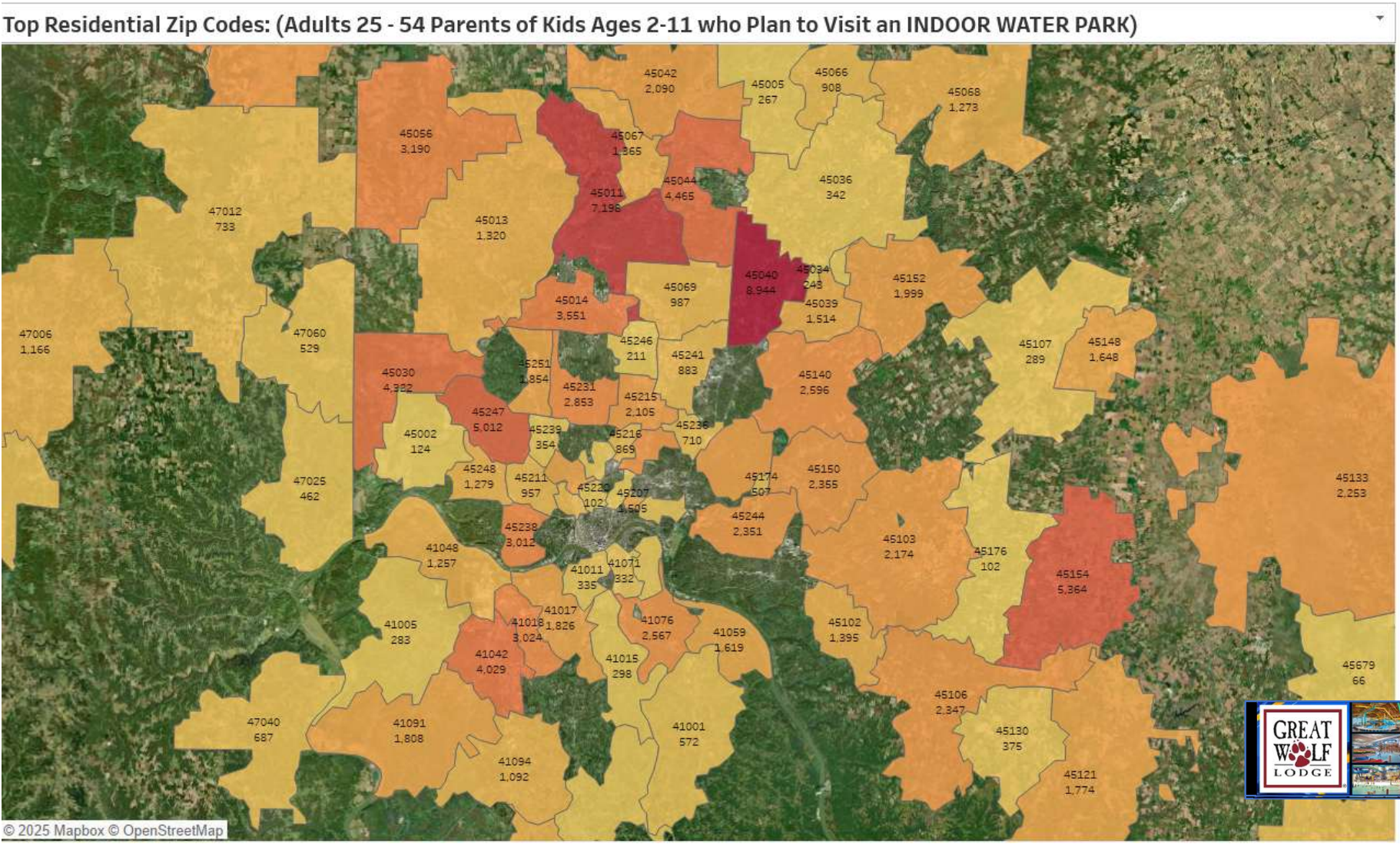
Top Residential Zip Codes: (Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK)



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168
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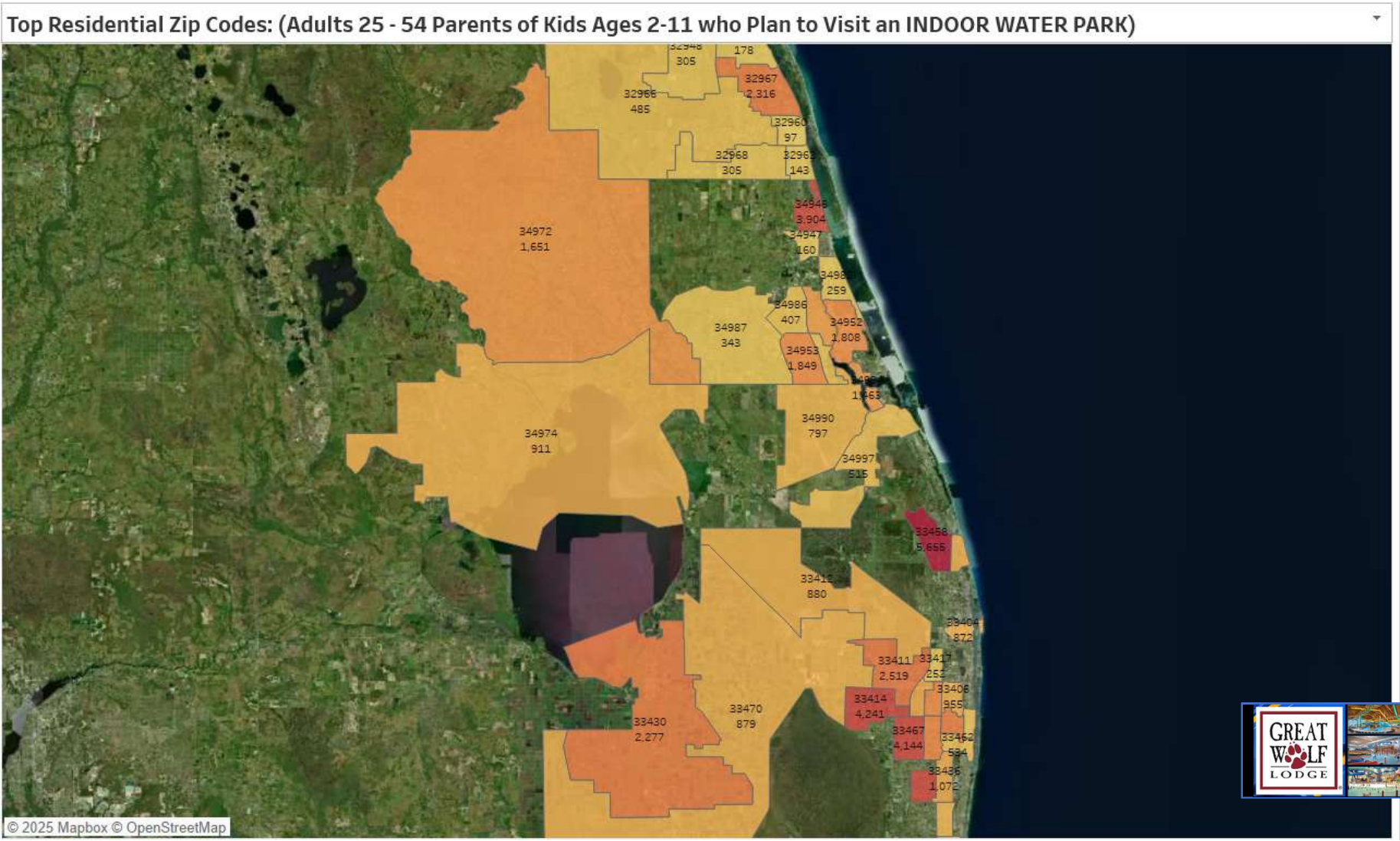
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

Top Residential Zip Codes: (Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK)



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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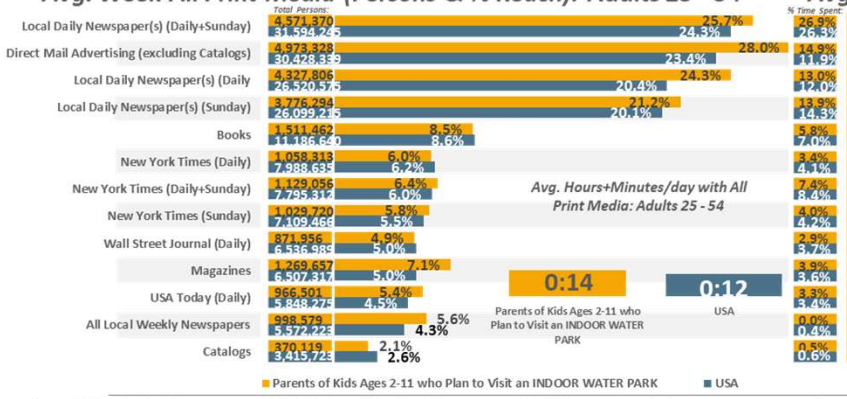
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]



4,571,370 or 25.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 28.5% of all time spent daily with All forms of Print

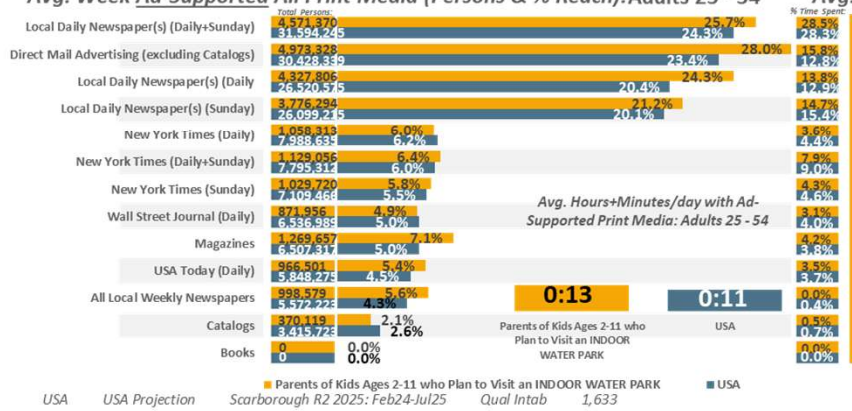
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



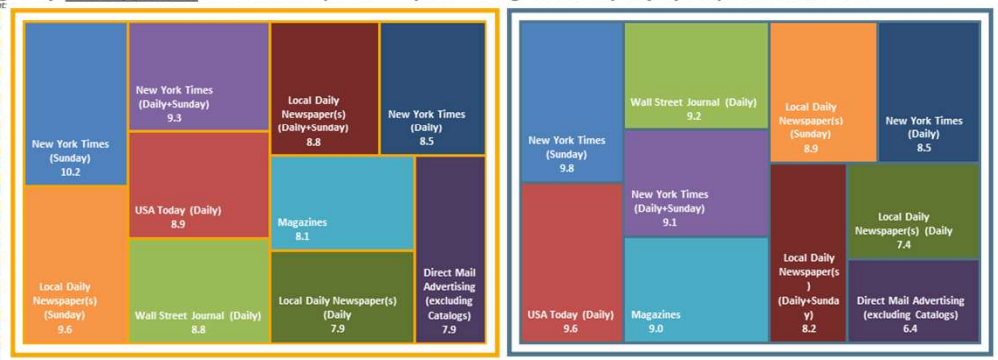
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 1,633

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 25,006

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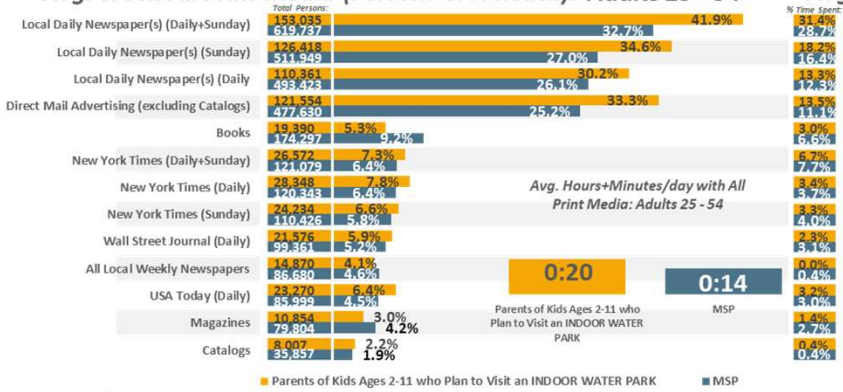
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

153,035 or 41.9% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 32.4% of all time spent daily with All forms of Print Me

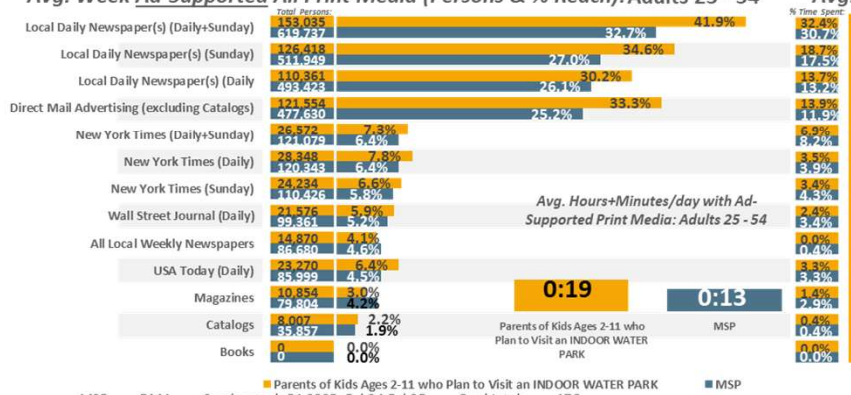
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



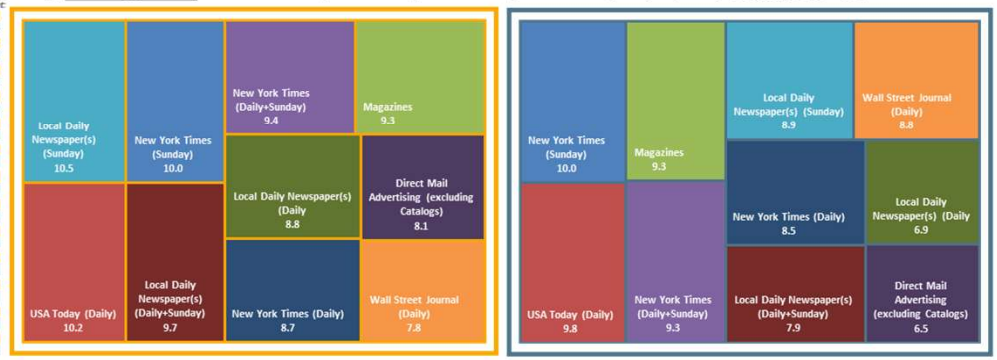
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



MSP DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 176

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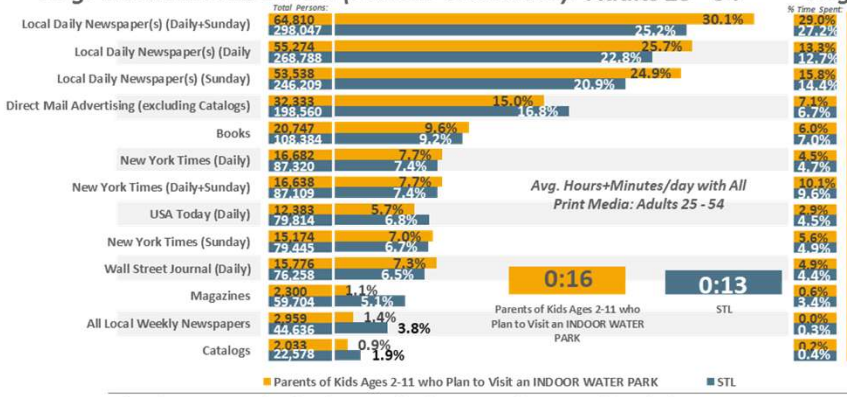
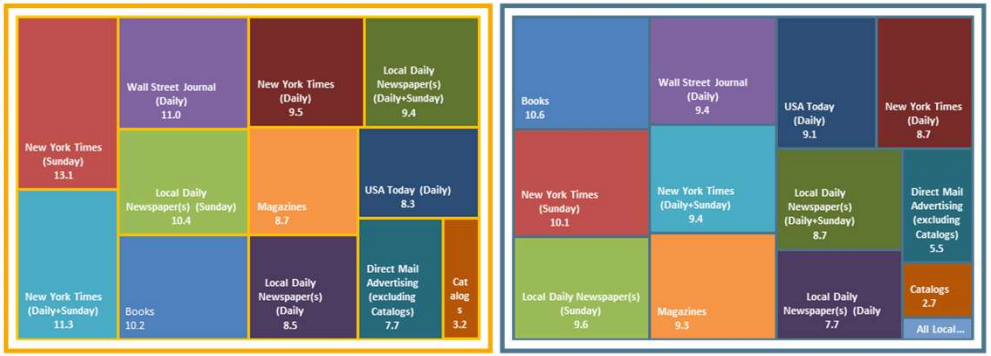
[((Parent of child under 18: Yes AND (Presence of children by age (HHLD): Age 2 - 5 OR Presence of children by age (HHLD): Age 6 - 17)) AND Events/places plan to attend/visit next 12 months: Indoor water park)]

64,810 or 30.1% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 30.9% of all time spent daily with All forms of Print Med

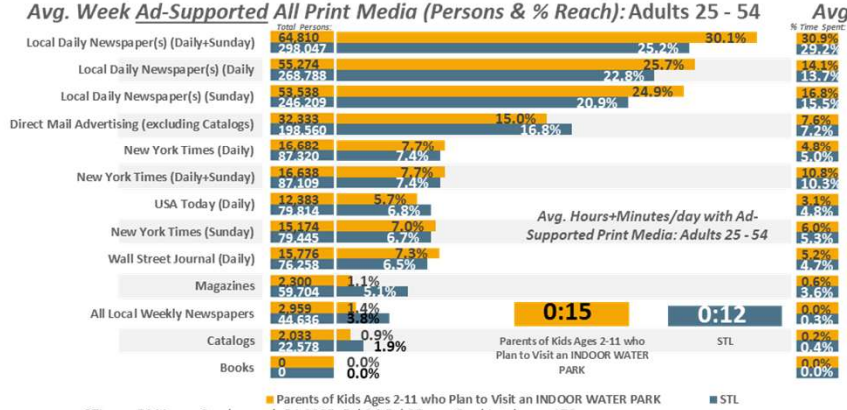
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



STL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 179

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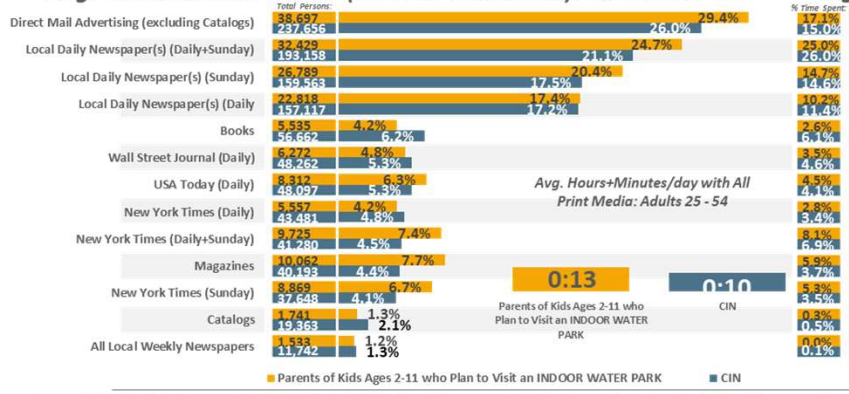
32,429 or 24.7% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 25.6% of all time spent daily with All forms of Print Med

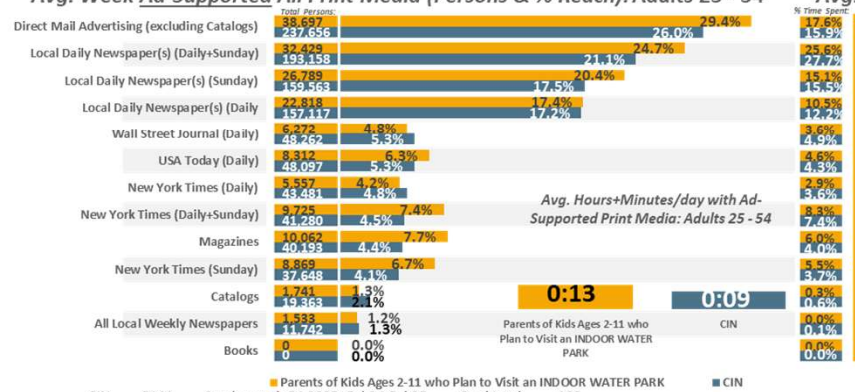
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CIN DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 168

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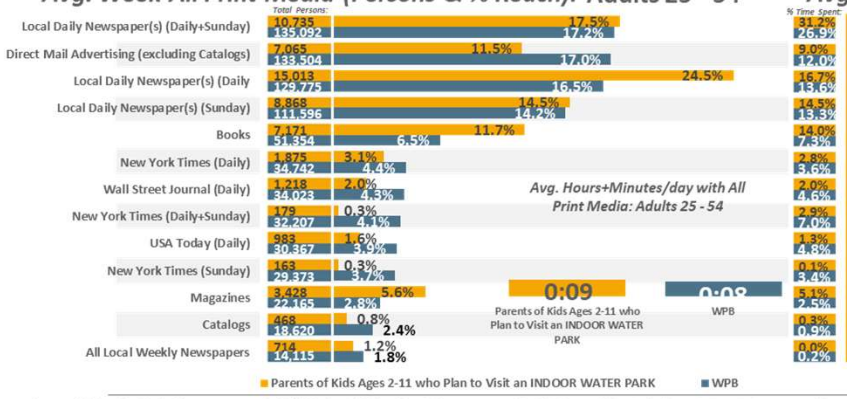
10,735 or 17.5% of Adults 25 - 54 Parents of Kids Ages 2-11 who Plan to Visit an INDOOR WATER PARK read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 36.3% of all time spent daily with All forms of Print Med

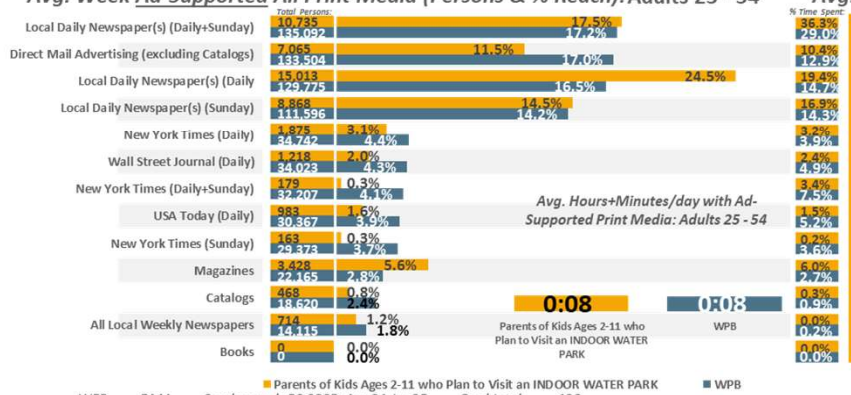
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 123

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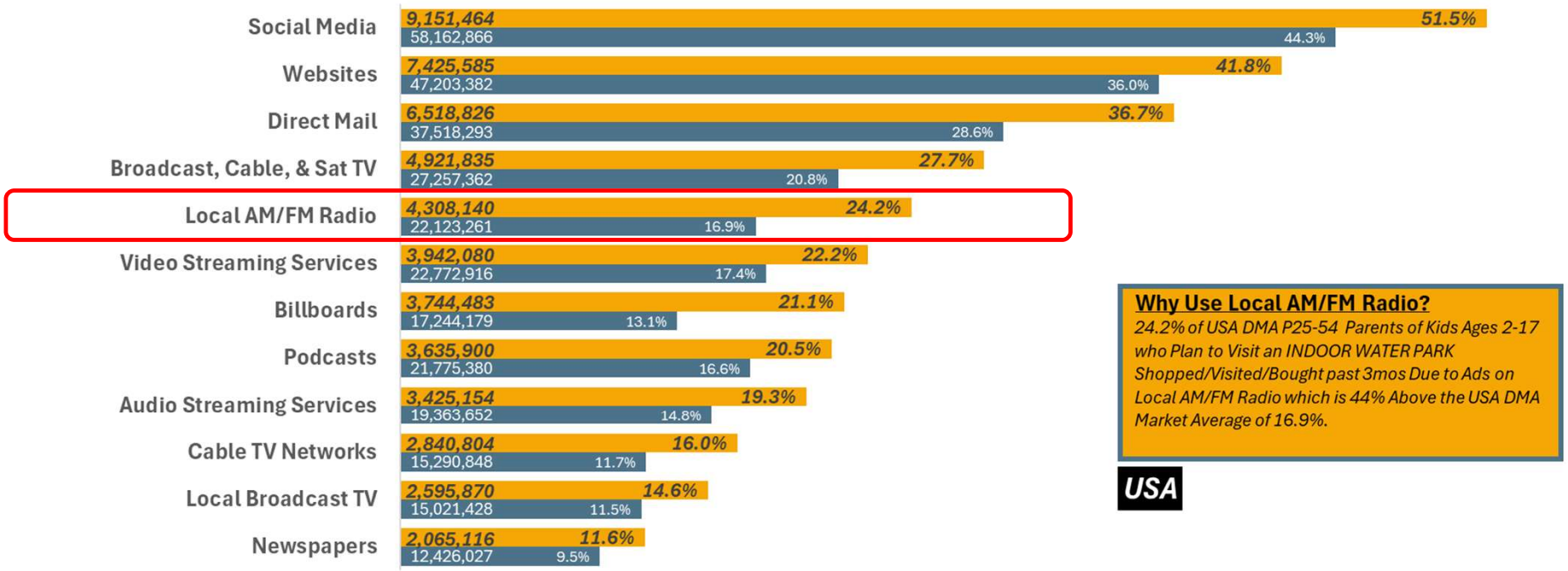
"Advertising Actions"

P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

24.2% of USA DMA P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 44% Above the USA DMA Market Average of 16.9%.

USA

USA DMA Scarborough R2 2025: Feb24-Jun25 Qual Intab: 1557

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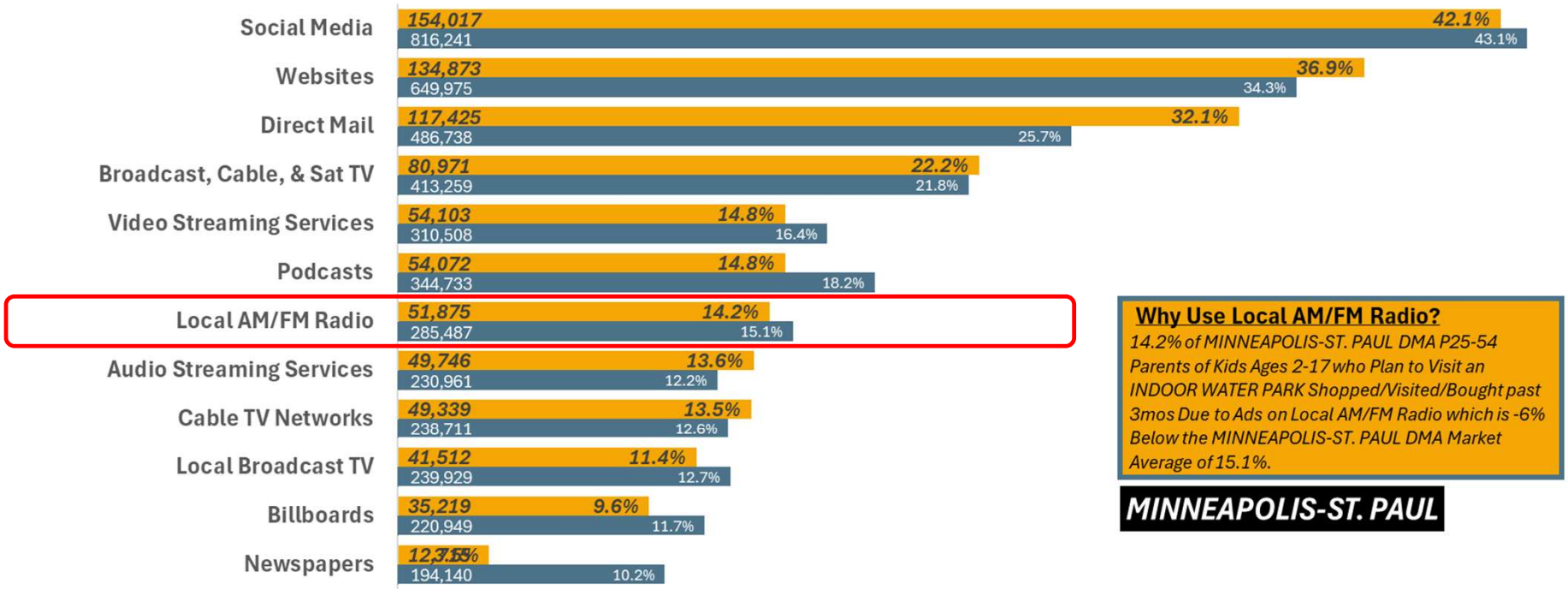
GREAT WOLF LODGE MSP

"Advertising Actions"

P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.2% of MINNEAPOLIS-ST. PAUL DMA P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -6% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 15.1%.

MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 171

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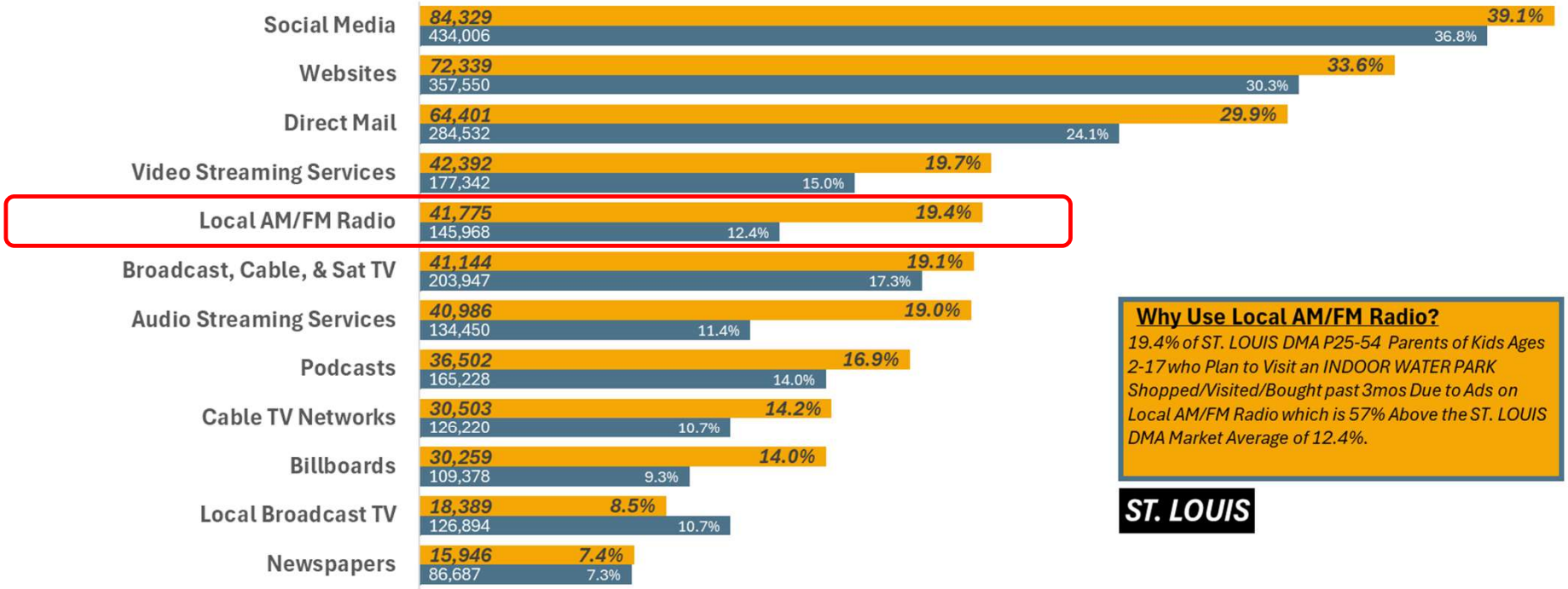
GREAT WOLF LODGE STL

"Advertising Actions"

P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.4% of ST. LOUIS DMA P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 57% Above the ST. LOUIS DMA Market Average of 12.4%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 175

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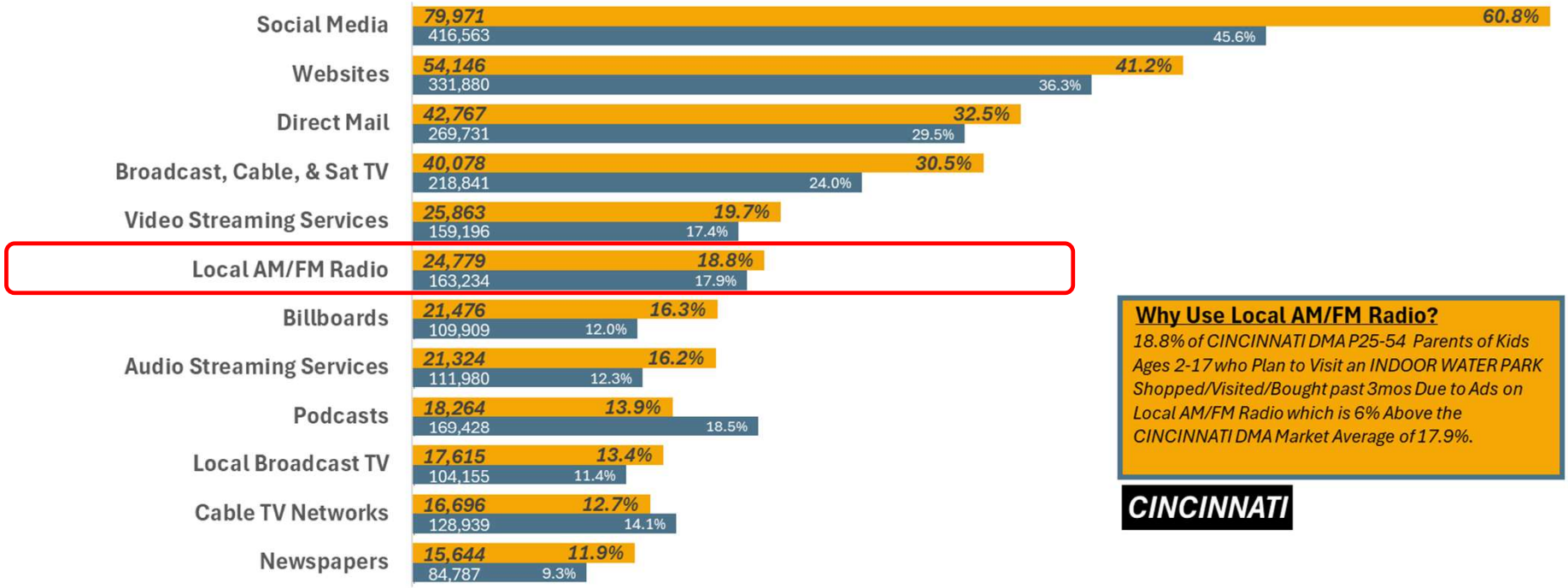
"Advertising Actions"

P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.8% of CINCINNATI DMA P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the CINCINNATI DMA Market Average of 17.9%.

CINCINNATI

CINCINNATI DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 152

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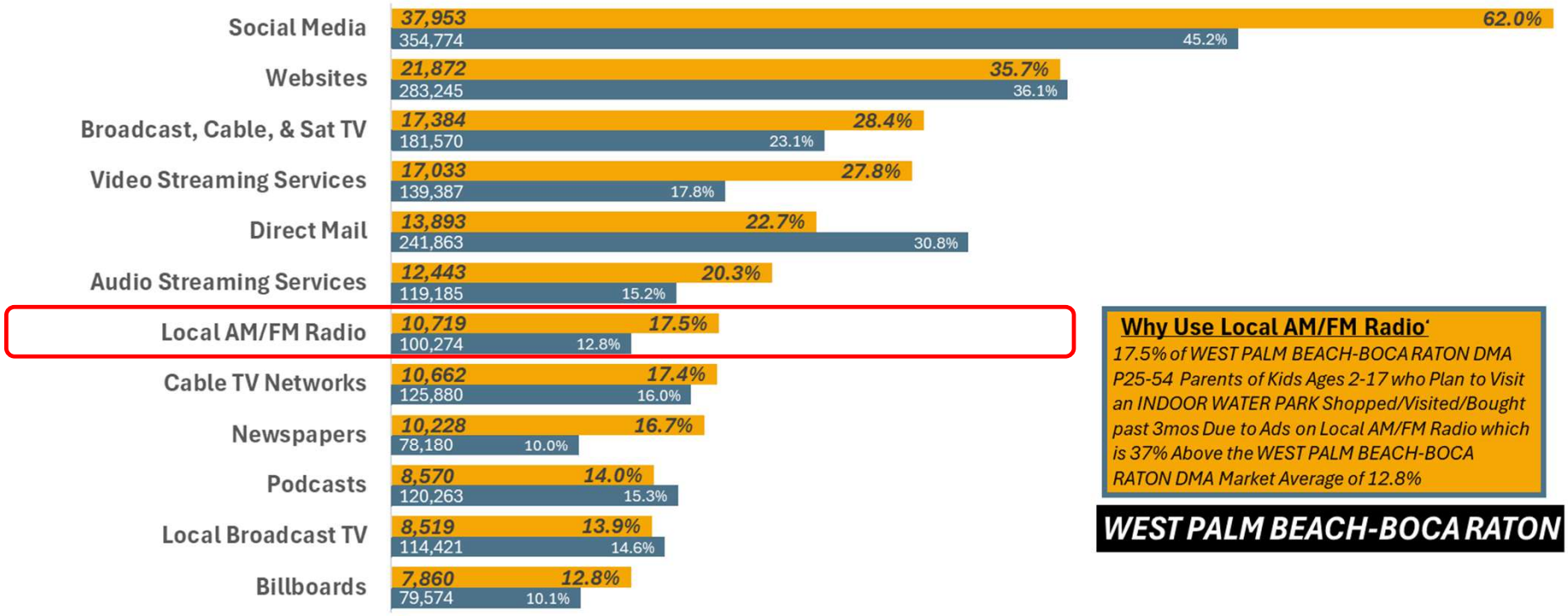
"Advertising Actions"

P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'

17.5% of WEST PALM BEACH-BOCA RATON DMA P25-54 Parents of Kids Ages 2-17 who Plan to Visit an INDOOR WATER PARK Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 37% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 12.8%

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 118

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