

USA+4 DMAs – P21+ who Plan to Bet on NCAA Basketball!

Complete Demographic & Media Use Profiles



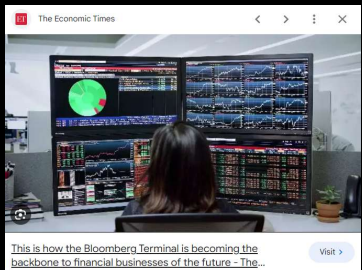
FANDUEL



P21+



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P21+ who Plan to Bet on NCAA Basketball** in the next 12 months as of August 31, 2025.



Flutter
Entertainment plc

Vanguard BlackRock

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

Sports betting - sports plan to bet on next 12 months: NCAA basketball



4.6% or 12,072,938 of USA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
Typical Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 45.2 years old (9.8% younger than average) and have a \$132,238 (38.1% higher than average) annual household income.

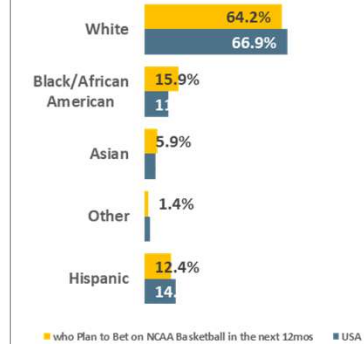
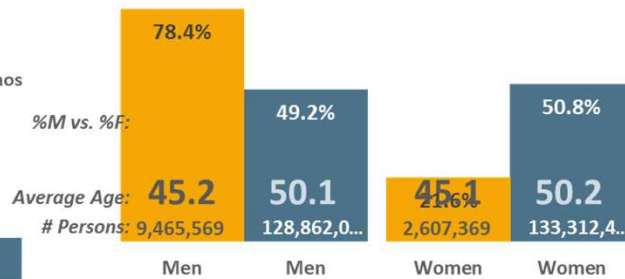
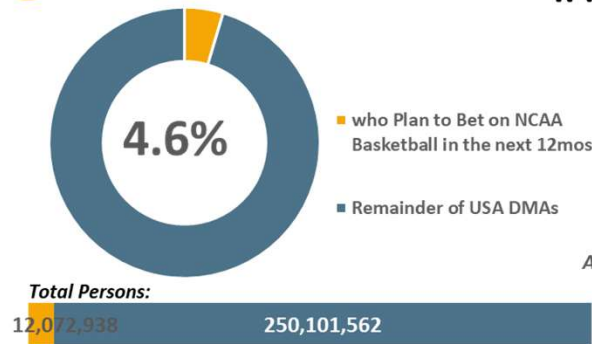


Percent of Market: Adults 21 or older

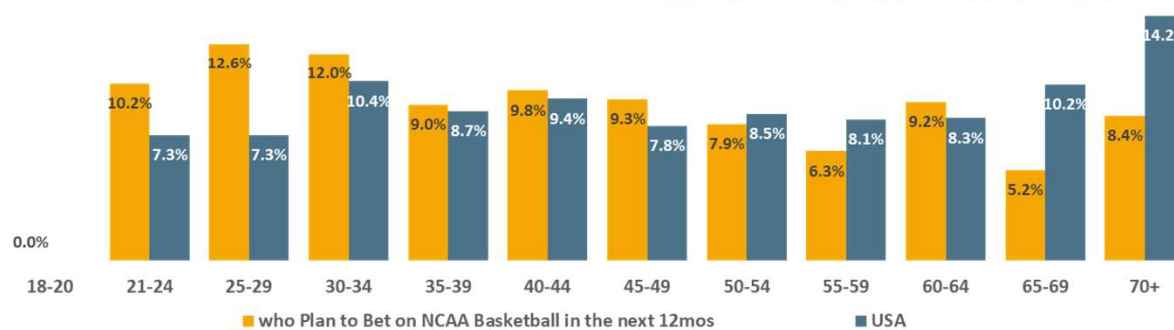


Gender of Target vs. Market: Adults 21 or older

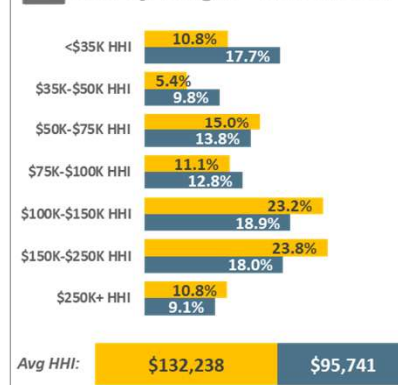
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,068
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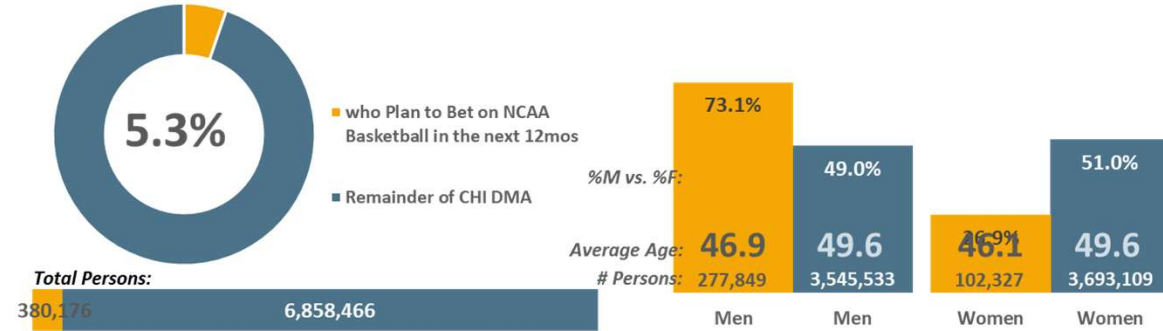
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

Sports betting - sports plan to bet on next 12 months: NCAA basketball

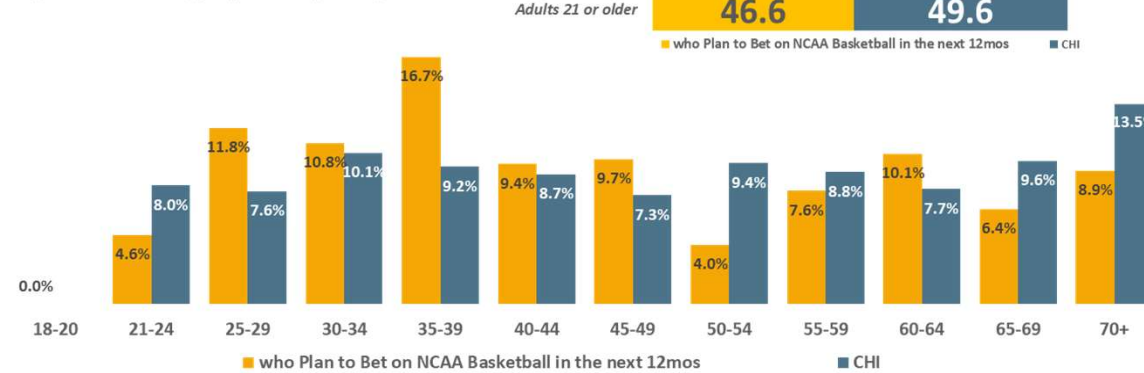


5.3% or 380,176 of CHI DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Typical Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 46.6 years old (6.6% younger than average) and have a \$129,208 (19.8% higher than average) annual household income.

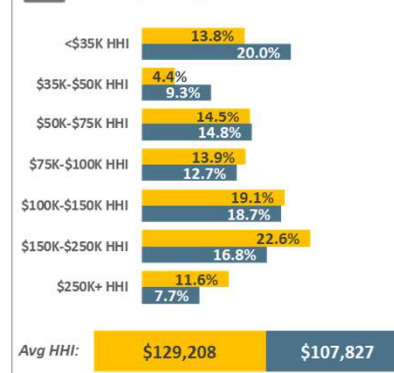
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





5.1% or 270,882 of WDC DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Typical Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 48.2 years old (3.4% younger than average) and have a \$148,377 (7.3% higher than average) annual household income.

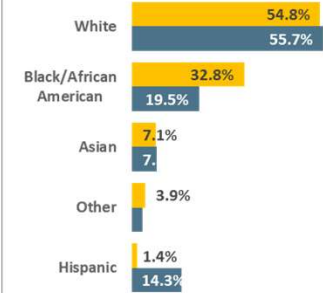
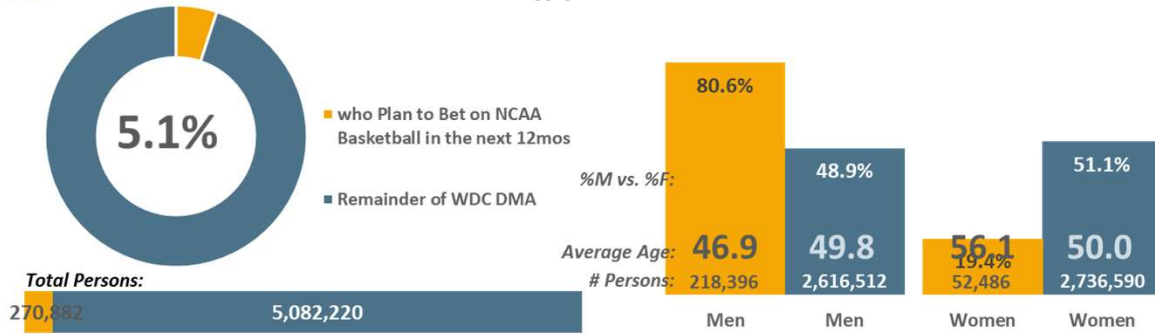


Percent of Market: Adults 21 or older

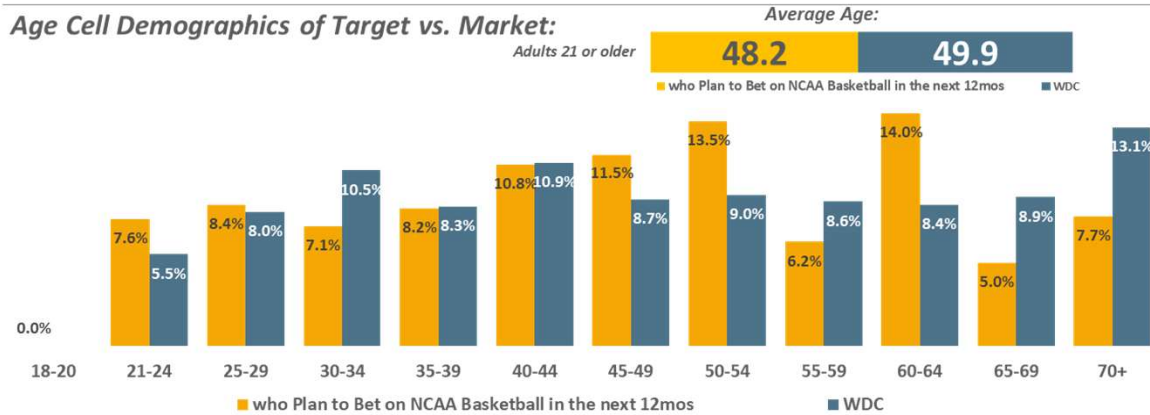


Gender of Target vs. Market: Adults 21 or older

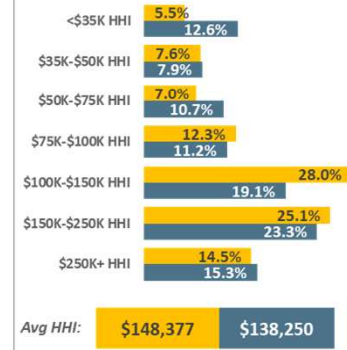
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



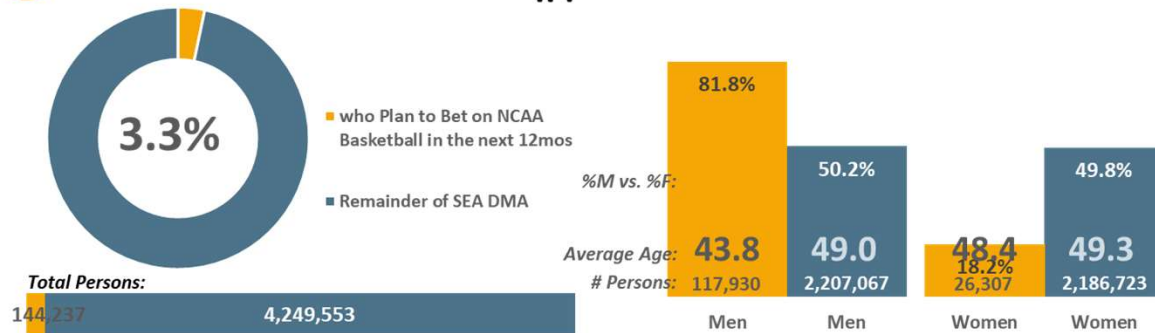
HHI of Target vs. Market:



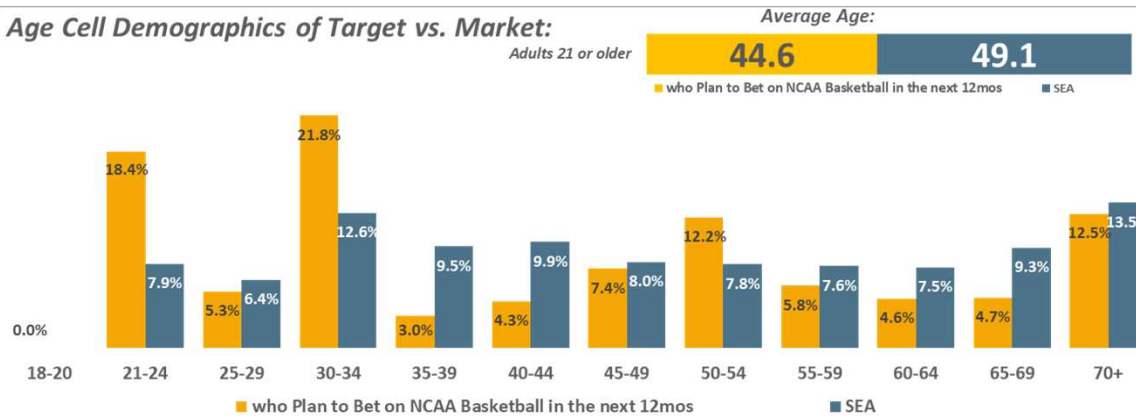


3.3% or 144,237 of SEA DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Typical Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 44.6 years old (9.2% younger than average) and have a \$150,752 (19.8% higher than average) annual household income.

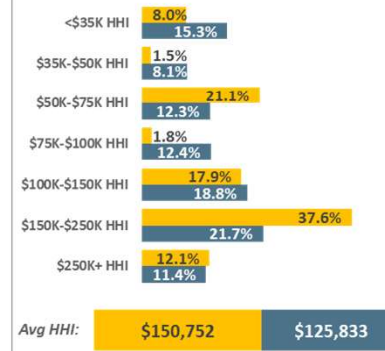
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



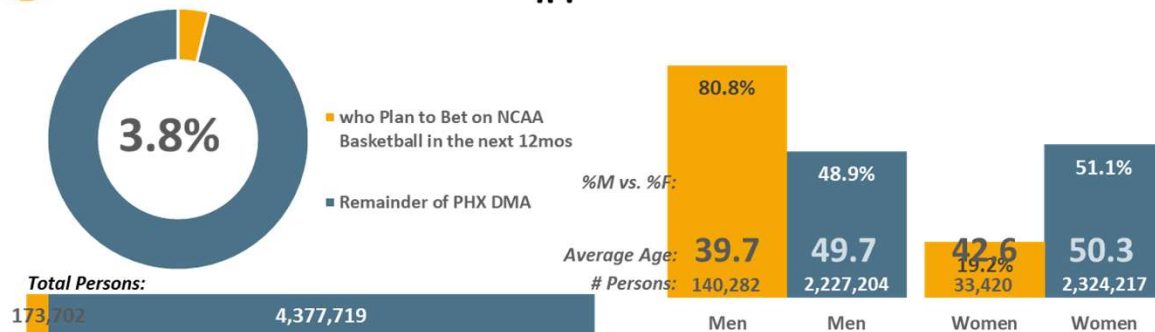
HHI of Target vs. Market:



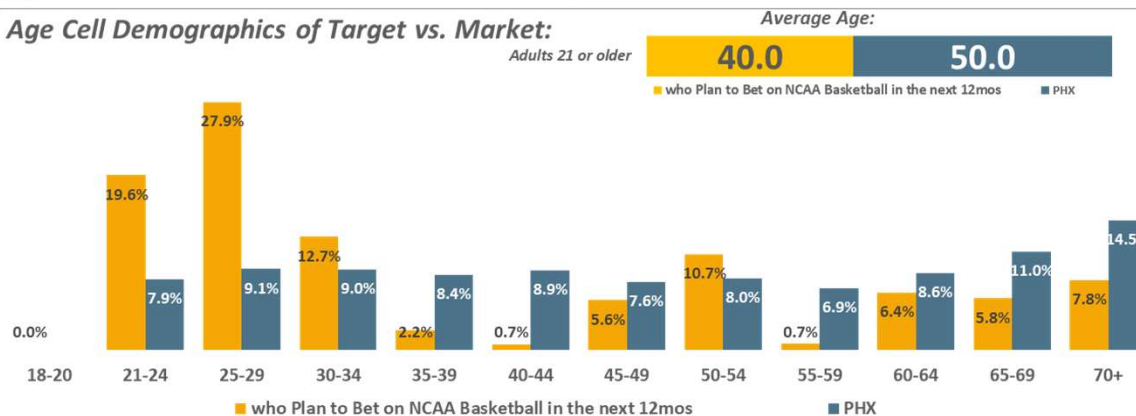


3.8% or 173,702 of PHX DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Typical Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 40. years old (20.1% younger than average) and have a \$117,457 (11.3% higher than average) annual household income.

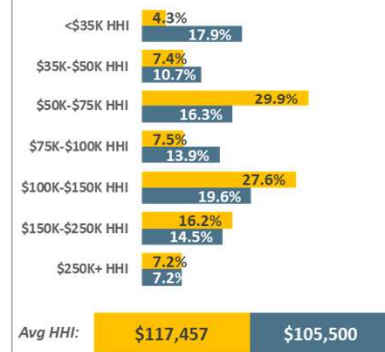
Percent of Market: Adults 21 or older **Gender of Target vs. Market: Adults 21 or older** **Ethnicity of Target vs. Market:**



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

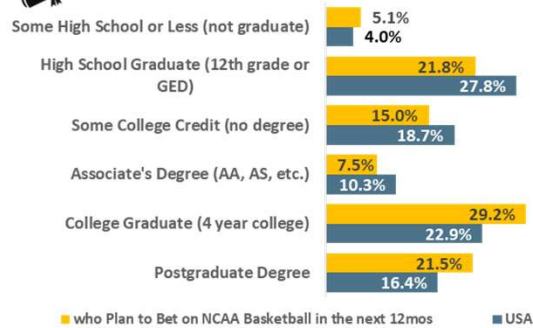




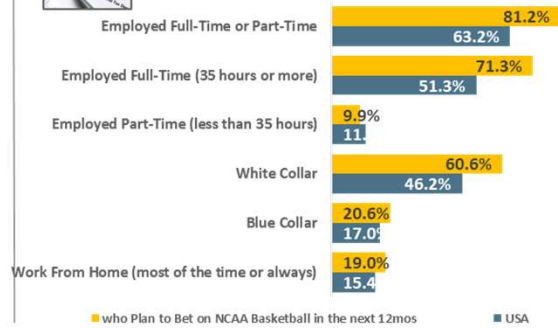
4.6% or 12,072,938 of USA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 29.2% more likely to be a college graduate, 38.9% more likely to work full-time, 11.1% more likely to be married, 16.2% more likely to be a parent of 1 or more children under 18.



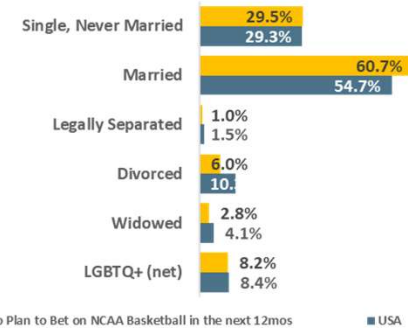
Education Levels: Adults 21 or older



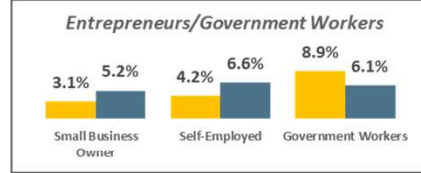
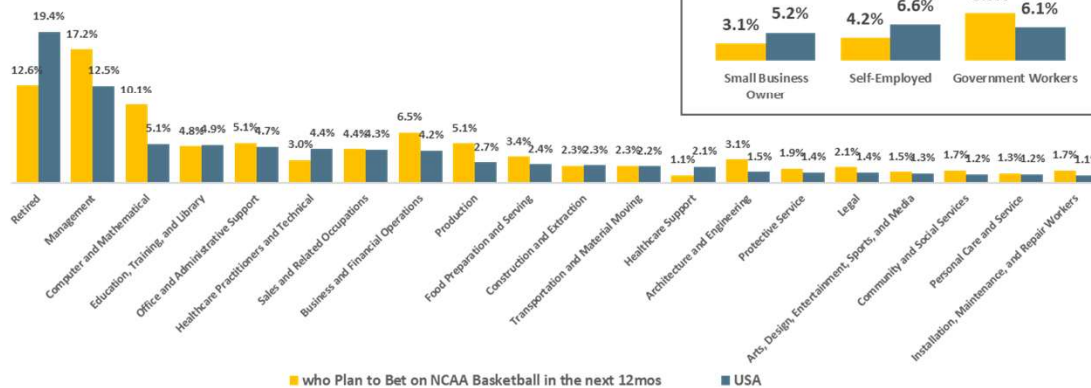
Employment: Adults 21 or older



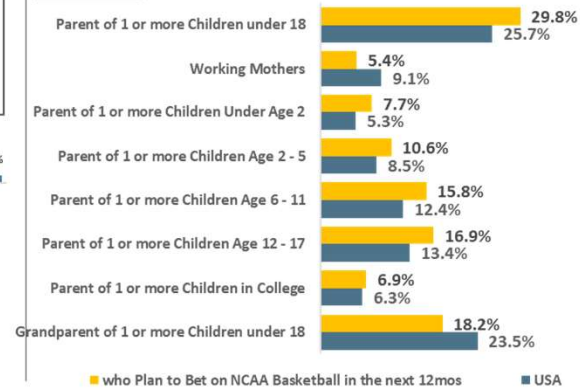
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older

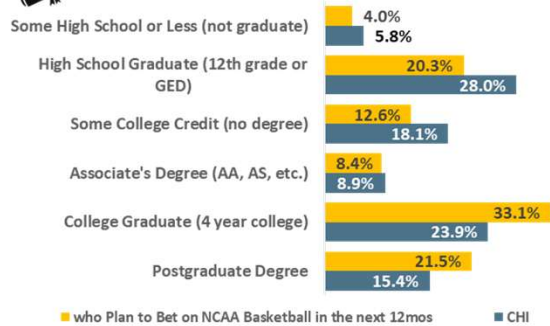




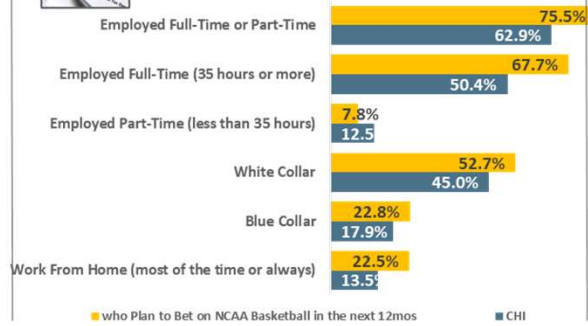
5.3% or 380,176 of CHI DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 39.1% more likely to be a college graduate, 34.4% more likely to work full-time, 22.4% more likely to be married, 50.8% more likely to be a parent of 1 or more children under 18.



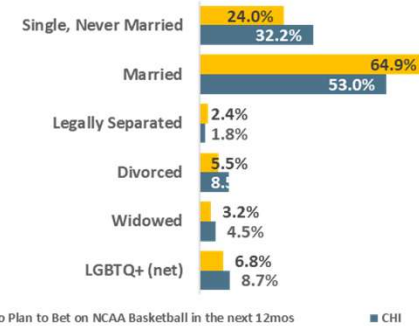
Education Levels: Adults 21 or older



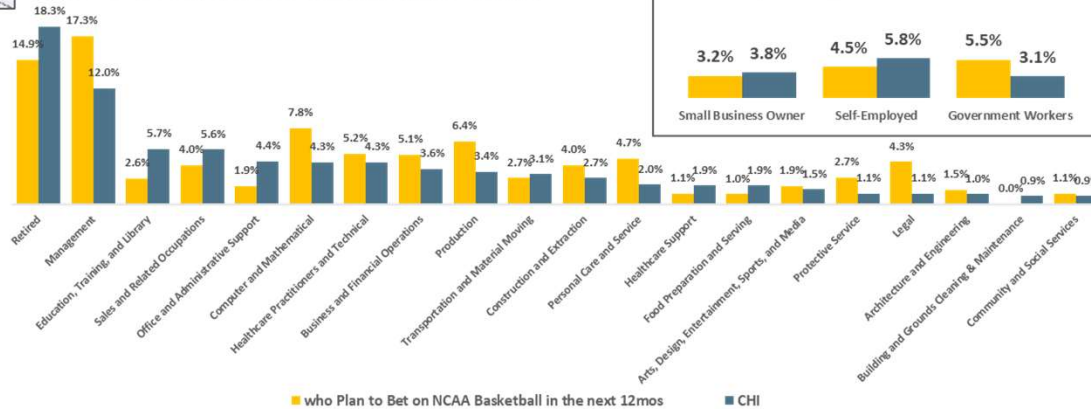
Employment: Adults 21 or older



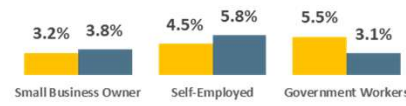
Marital Status: Adults 21 or older



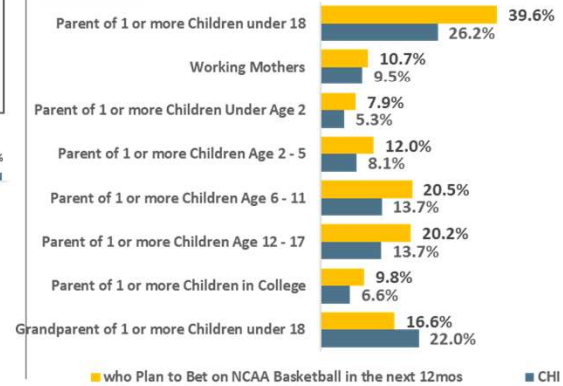
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

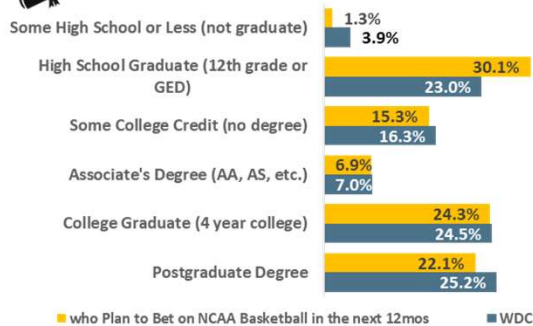




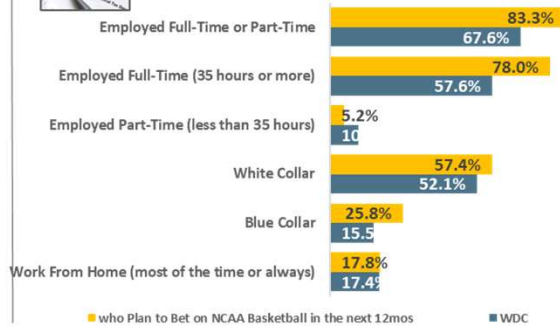
5.1% or 270,882 of WDC DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 6.8% less likely to be a college graduate, 35.6% more likely to work full-time, 17.% more likely to be married, 5.3% more likely to be a parent of 1 or more children under 18.



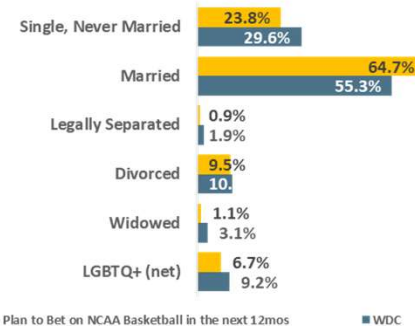
Education Levels: Adults 21 or older



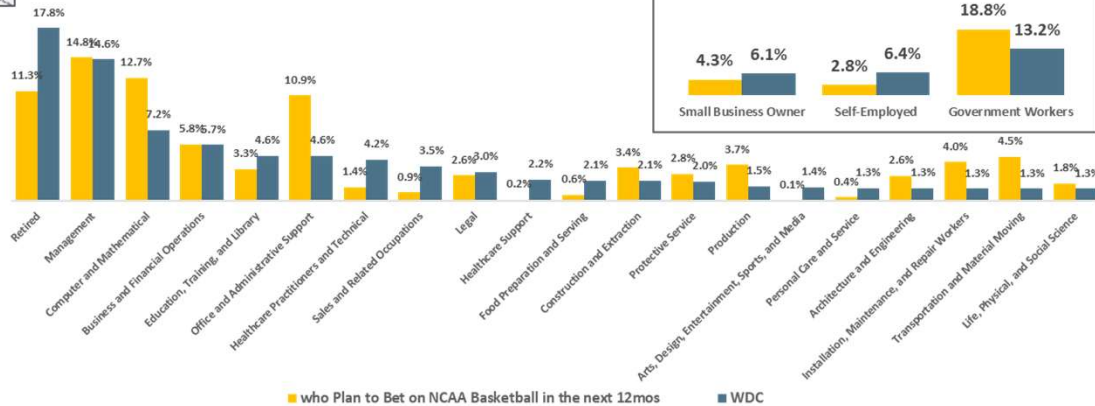
Employment: Adults 21 or older



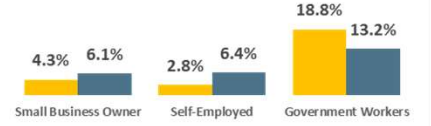
Marital Status: Adults 21 or older



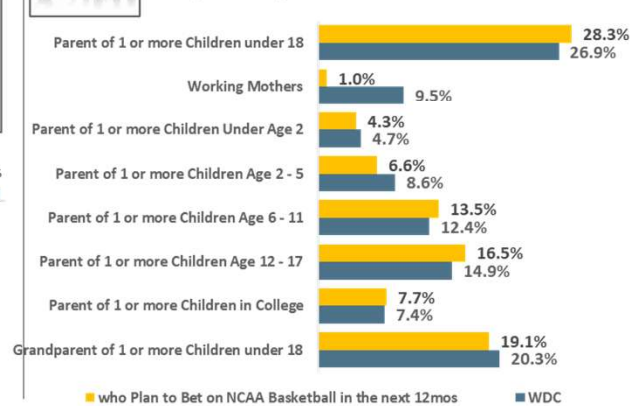
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

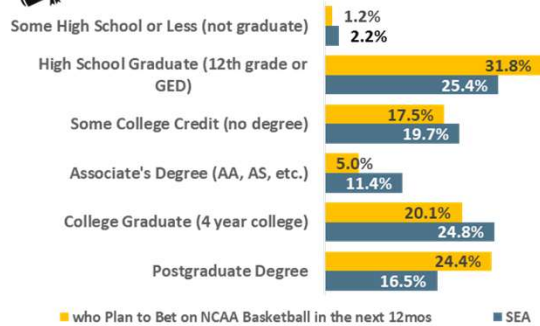




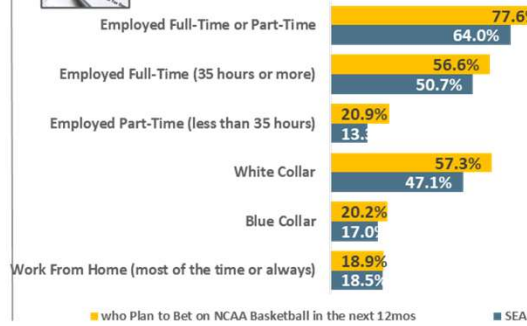
3.3% or 144,237 of SEA DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 7.7% more likely to be a college graduate, 11.7% more likely to work full-time, 3.7% less likely to be married, 8.2% more likely to be a parent of 1 or more children under 18.



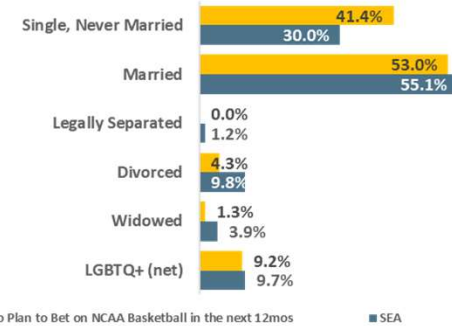
Education Levels: Adults 21 or older



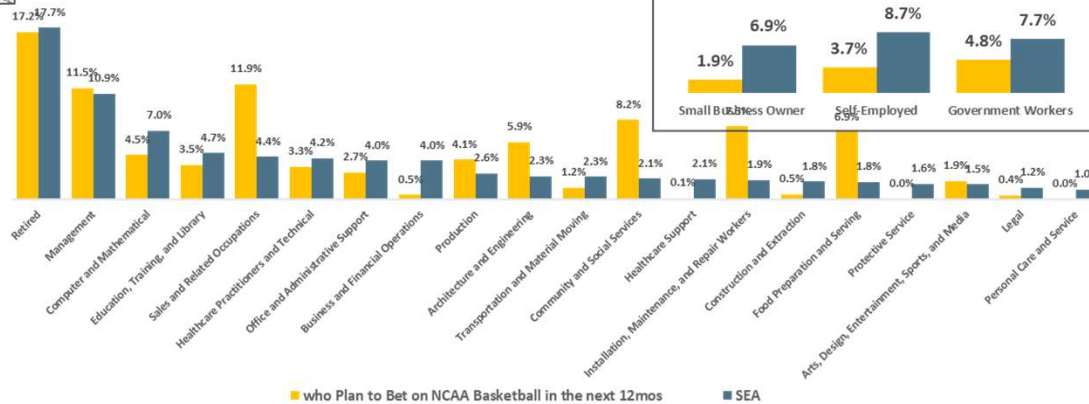
Employment: Adults 21 or older



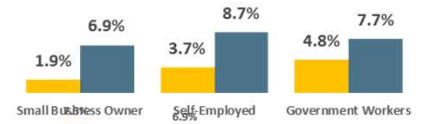
Marital Status: Adults 21 or older



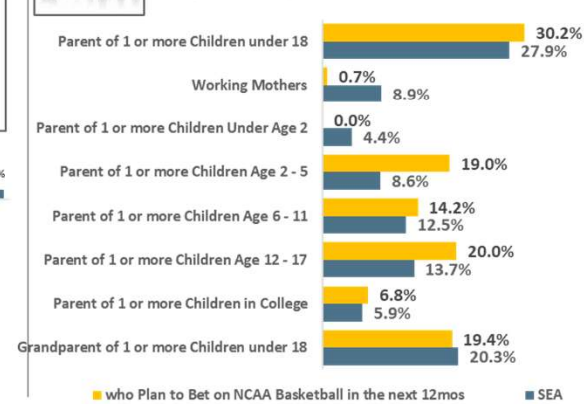
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

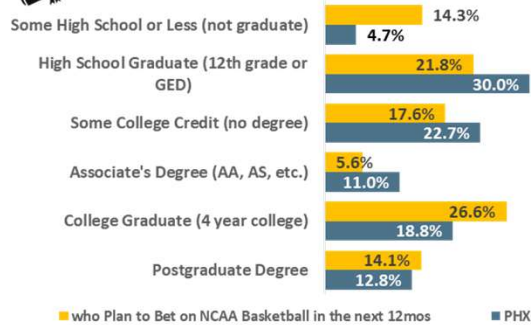




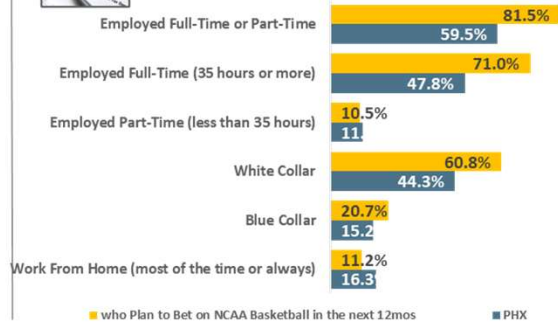
3.8% or 173,702 of PHX DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 28.9% more likely to be a college graduate, 48.7% more likely to work full-time, 3.7% less likely to be married, 39.5% less likely to be a parent of 1 or more children under 18.



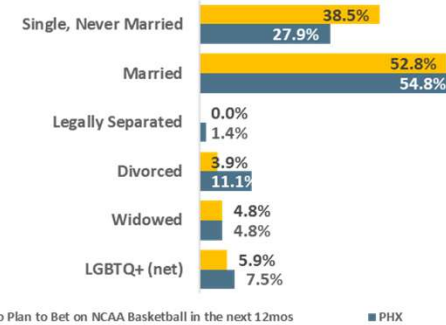
Education Levels: Adults 21 or older



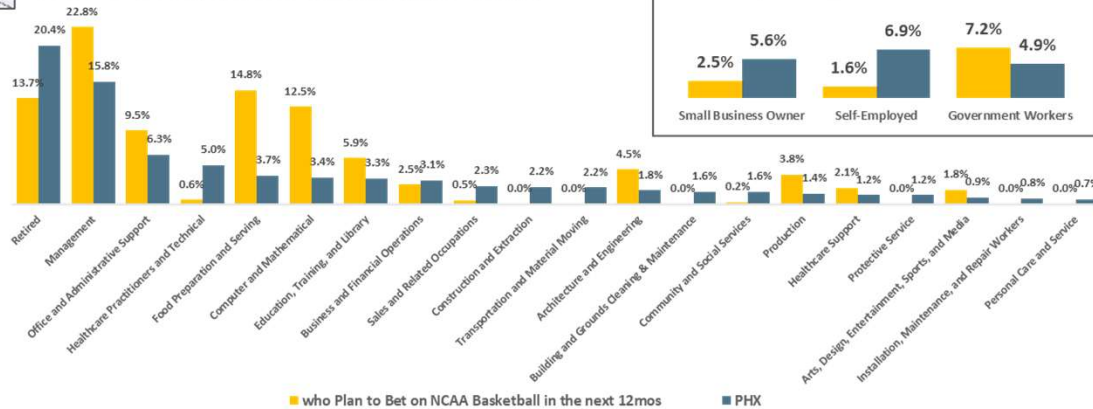
Employment: Adults 21 or older



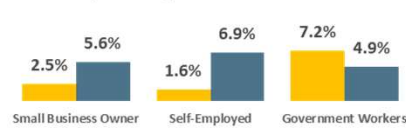
Marital Status: Adults 21 or older



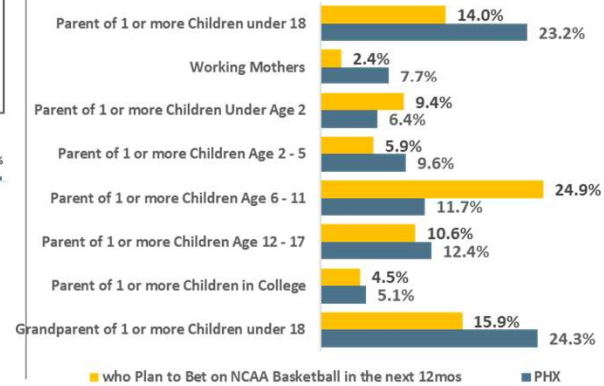
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



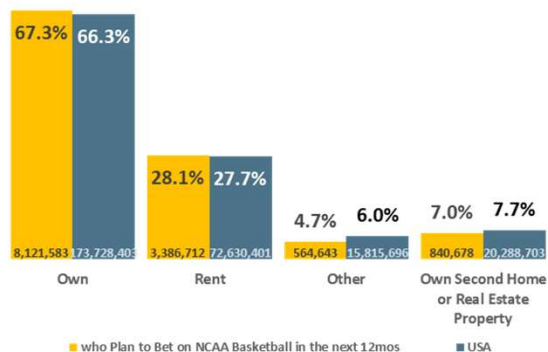
Stage in Life: Adults 21 or older



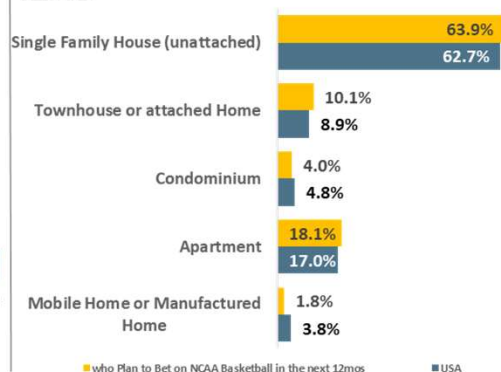


4.6% or 12,072,938 of USA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 1.5% more likely to own their home, 18.3% more likely to own a higher valued home, 1.9% more likely to have a single-family home, 2.4% less likely to have a dog.

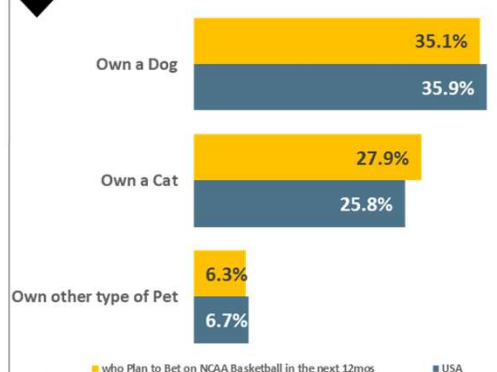
Own/Rent/Other: Adults 21 or older



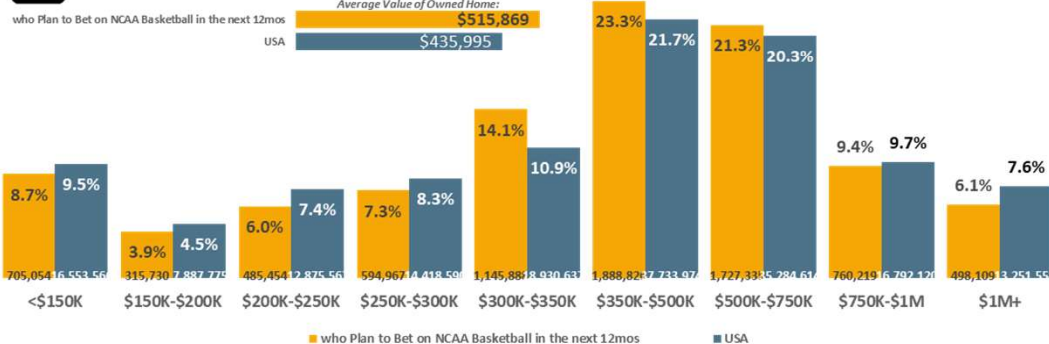
Type of Home: Adults 21 or older



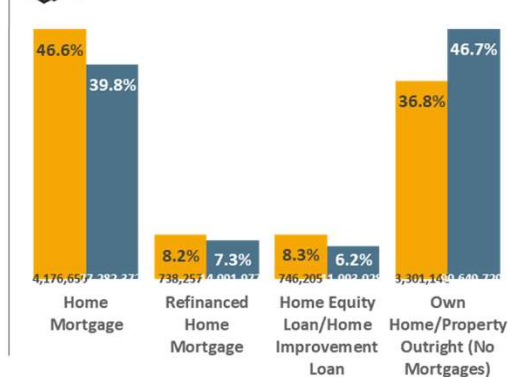
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

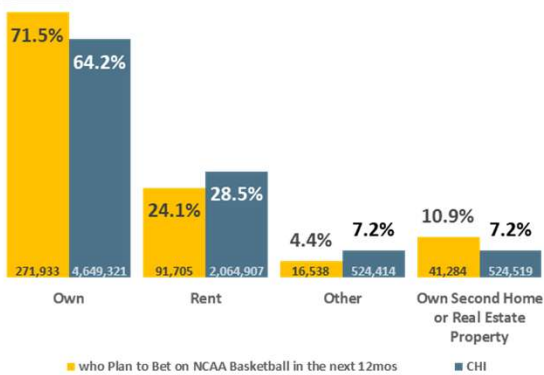


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,068
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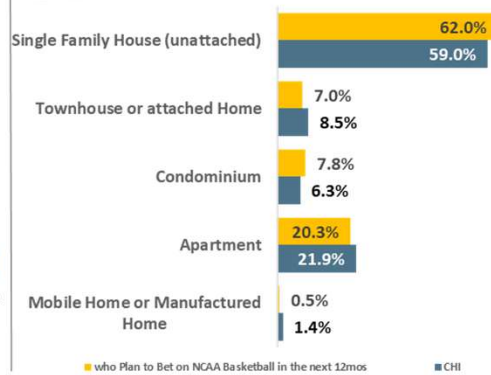


5.3% or 380,176 of CHI DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 11.4% more likely to own their home, 8.4% more likely to own a higher valued home, 5.0% more likely to have a single-family home, 16.0% less likely to have a dog.

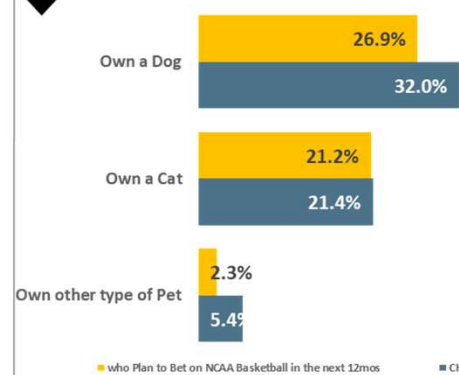
Own/Rent/Other: Adults 21 or older



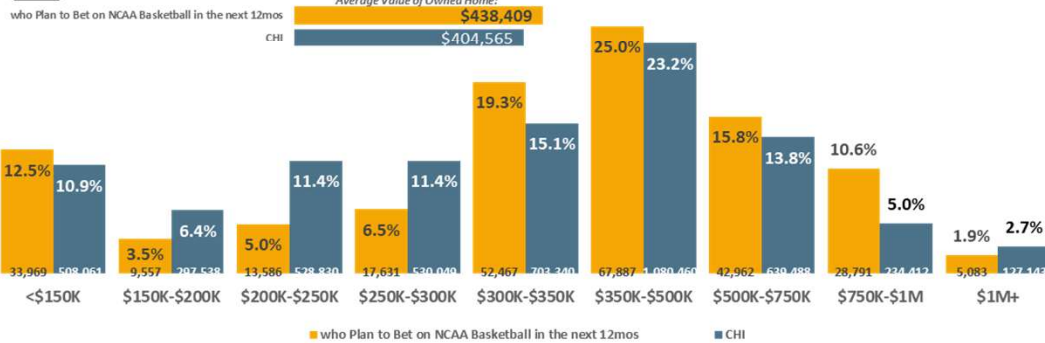
Type of Home: Adults 21 or older



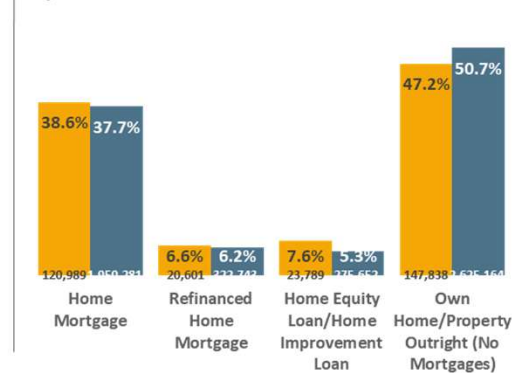
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



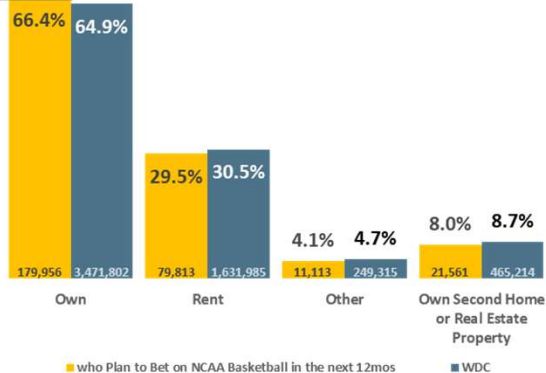
Home Loans: Adults 21 or older



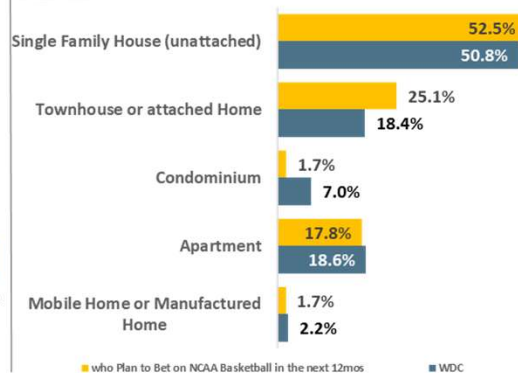


5.1% or 270,882 of WDC DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 2.4% more likely to own their home, 8.3% more likely to own a lower valued home, 3.2% more likely to have a single-family home, 16.1% more likely to have a dog.

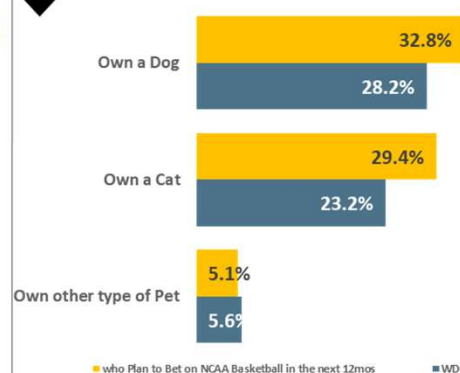
Own/Rent/Other: Adults 21 or older



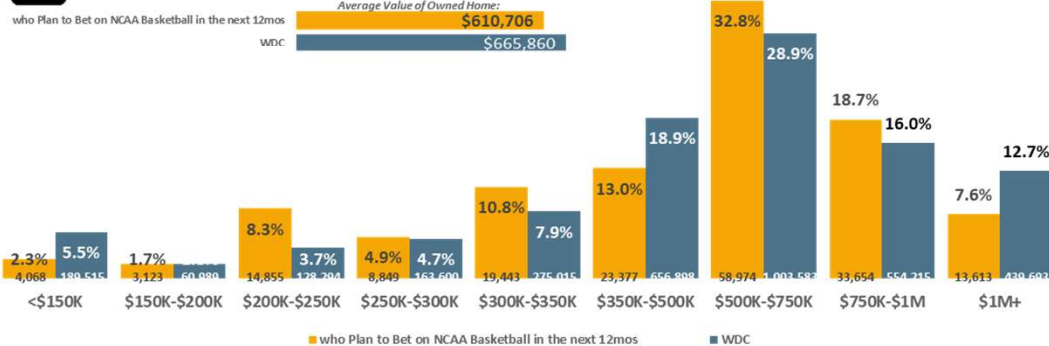
Type of Home: Adults 21 or older



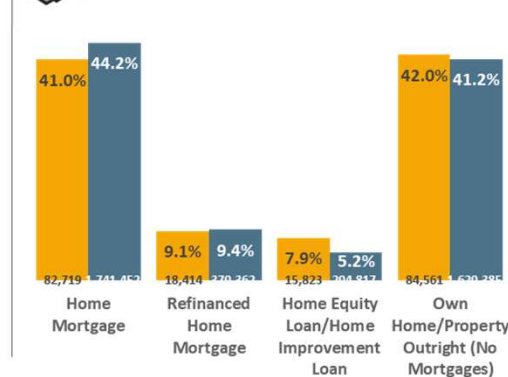
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



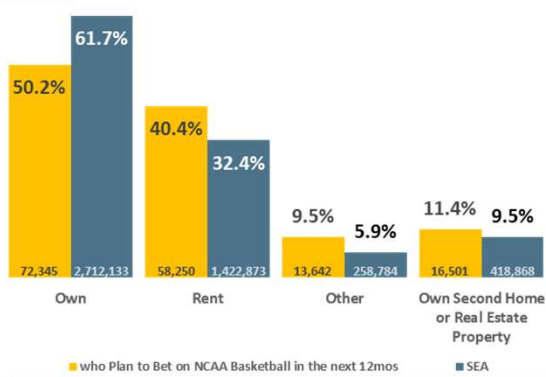
Home Loans: Adults 21 or older



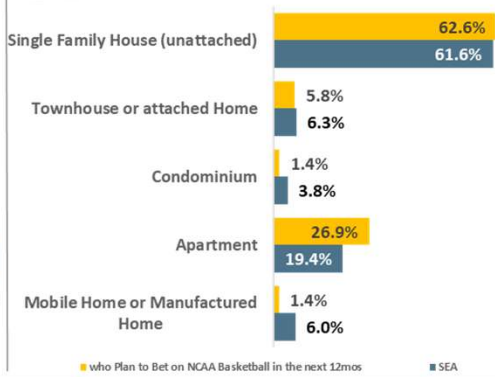


3.3% or 144,237 of SEA DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 18.7% less likely to own their home, 41.7% more likely to own a higher valued home, 1.6% more likely to have a single-family home, 8.5% less likely to have a dog.

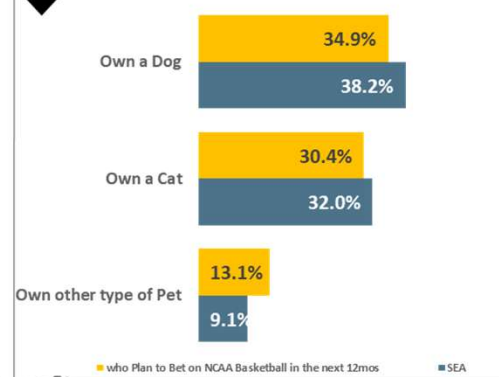
Own/Rent/Other: Adults 21 or older



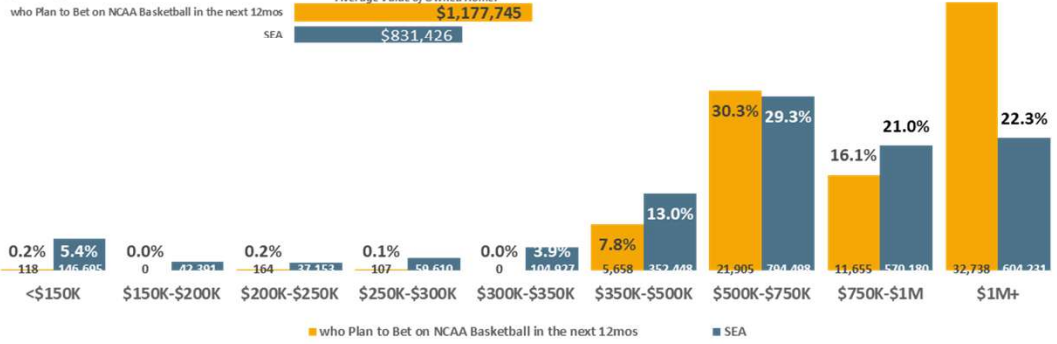
Type of Home: Adults 21 or older



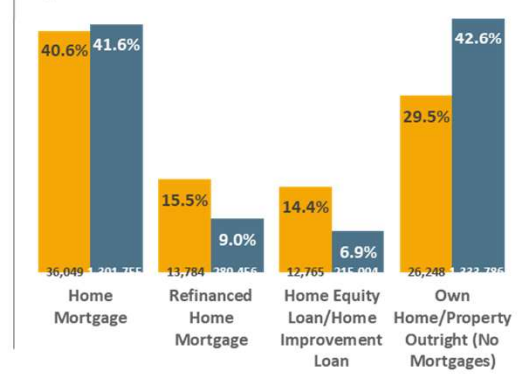
Pets in Home: Adults 21 or older

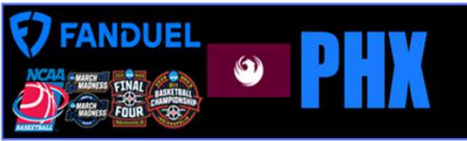


Value of Owned Home: Adults 21 or older

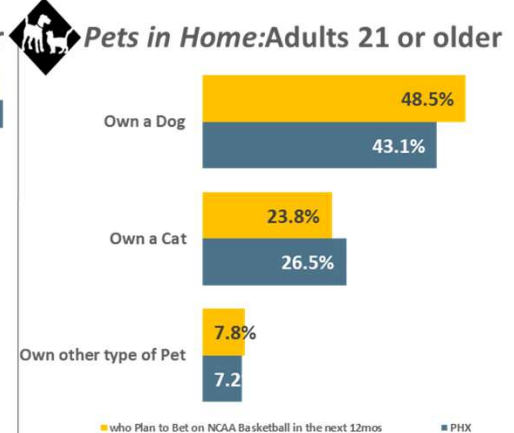
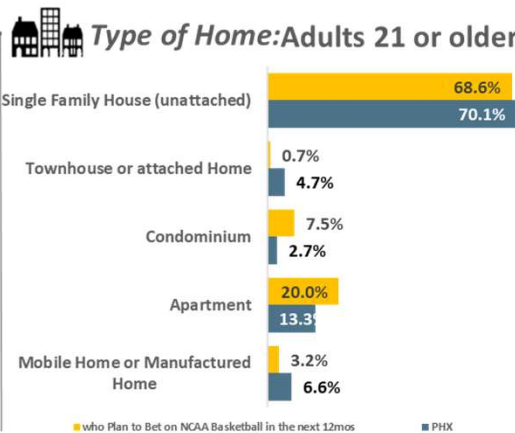
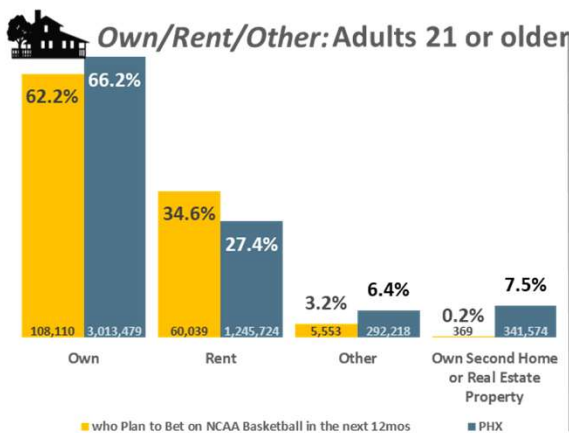


Home Loans: Adults 21 or older

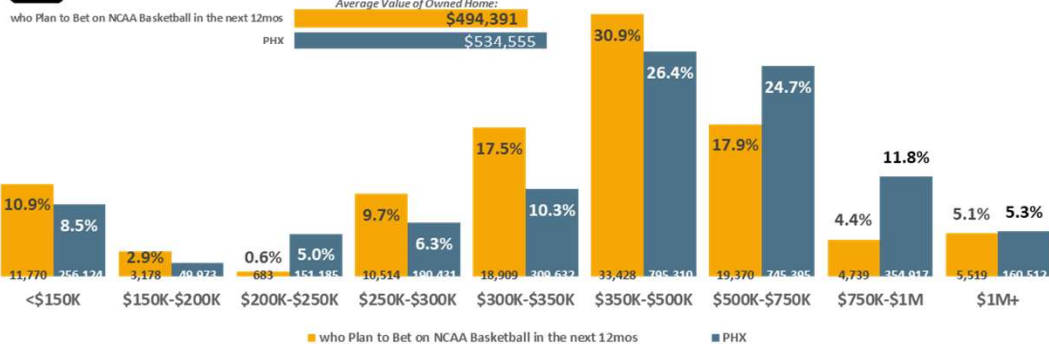




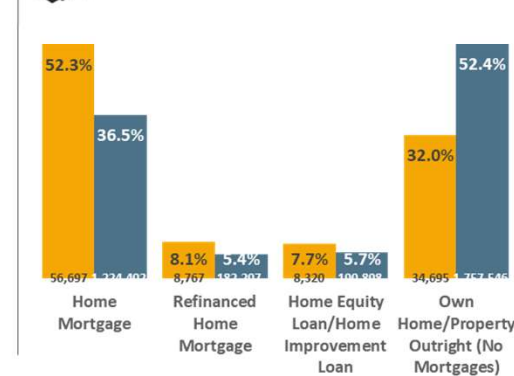
3.8% or 173,702 of PHX DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 6.6% less likely to own their home, 7.5% more likely to own a lower valued home, 2.2% less likely to have a single-family home, 12.3% more likely to have a dog.



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

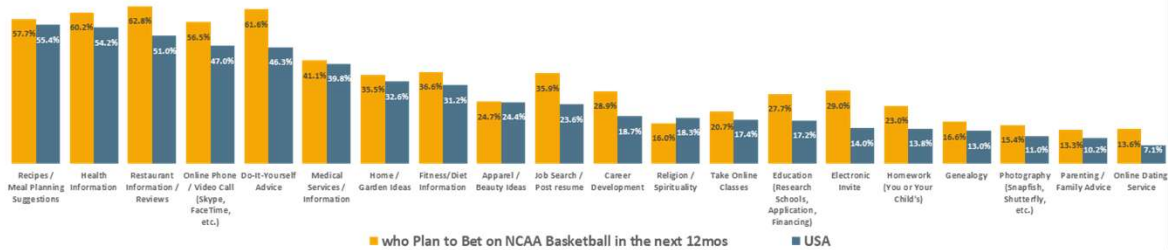




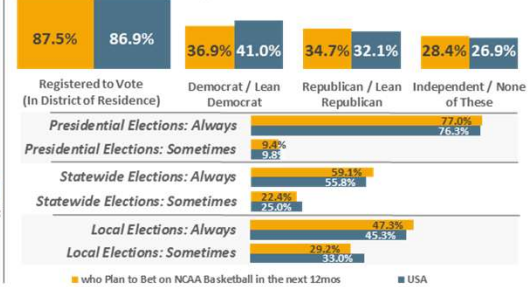
4.6% or 12,072,938 of USA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 33.% more likely to look up D-I-Y advice online, 4.5% more likely to always vote in local elections, 16.1% more likely to belong to a gym, 6.9% more likely to fly domestic past yr



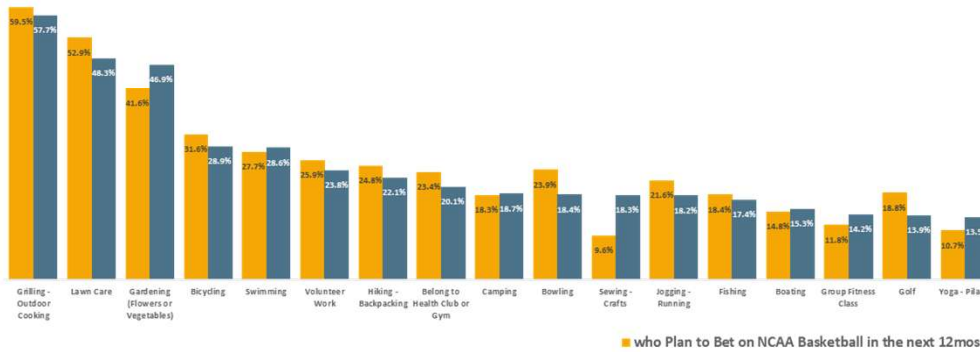
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



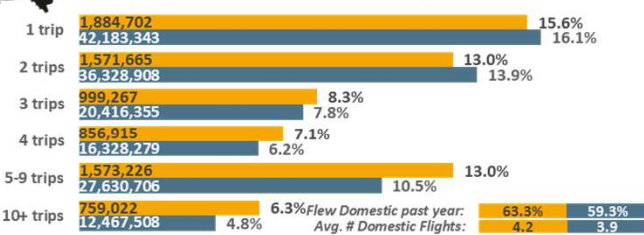
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



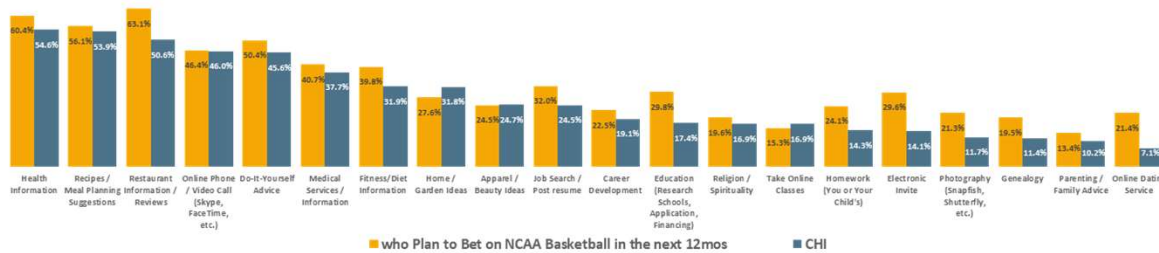
Flew Domestic past year: 63.3%
 Avg. # Domestic Flights: 4.2



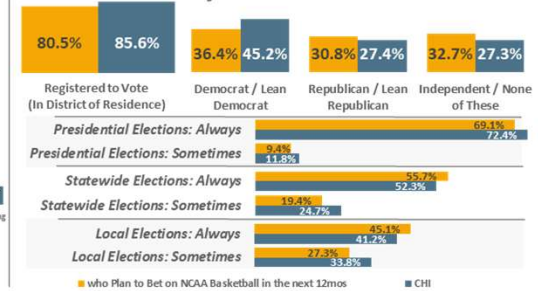
5.3% or 380,176 of CHI DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 10.6% more likely to look up D-I-Y advice online, 9.3% more likely to always vote in local elections, 32.3% more likely to belong to a gym, 6.7% more likely to fly domestic past y



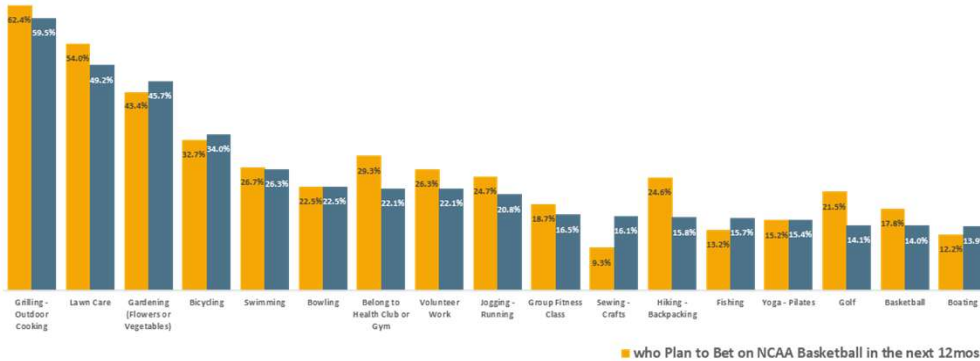
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



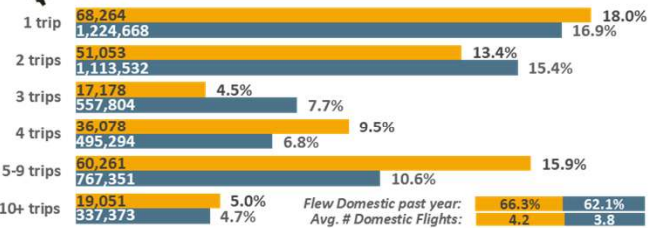
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



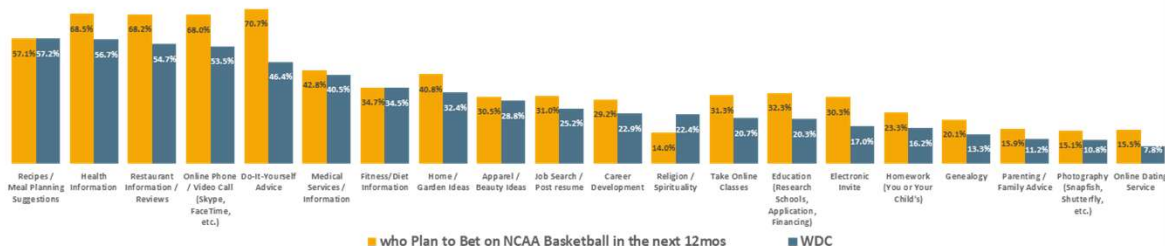
Flew Domestic past year: 66.3%
Avg. # Domestic Flights: 4.2



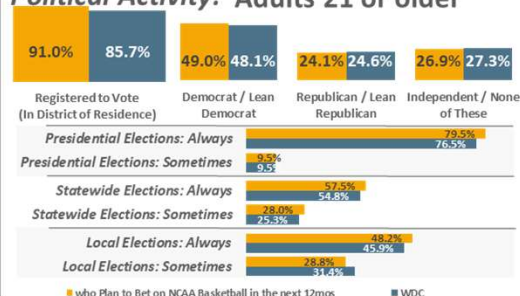
5.1% or 270,882 of WDC DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 52.2% more likely to look up D-I-Y advice online, 4.9% more likely to always vote in local elections, 16.8% less likely to belong to a gym, 2.9% more likely to fly domestic past y



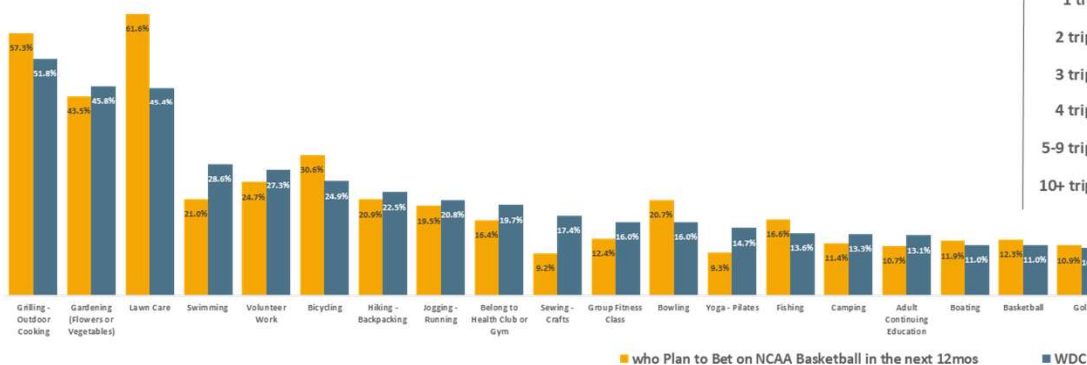
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



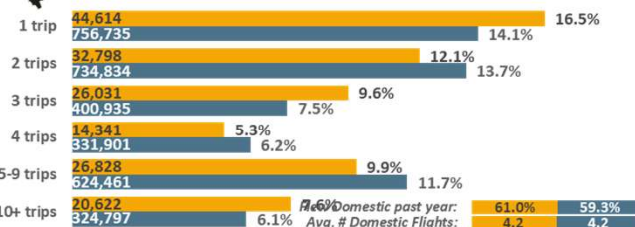
Political Activity: Adults 21 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older



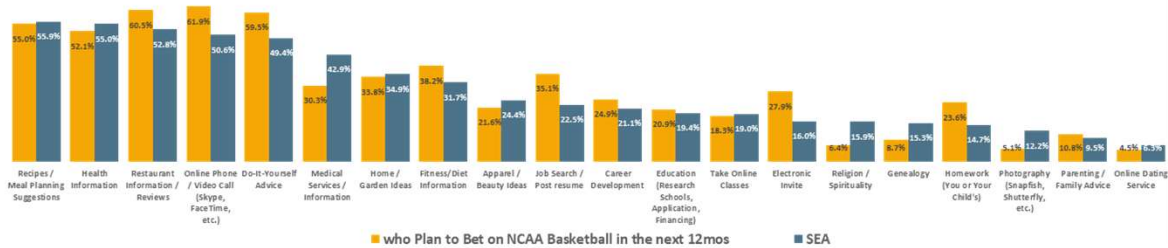
Domestic past year: 61.0% vs 59.3%
Avg. # Domestic Flights: 4.2 vs 4.2



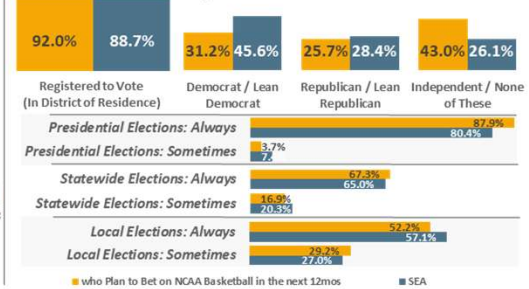
3.3% or 144,237 of SEA DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 20.4% more likely to look up D-I-Y advice online, 8.6% less likely to always vote in local elections, 21.1% more likely to belong to a gym, 23.7% more likely to fly domestic past



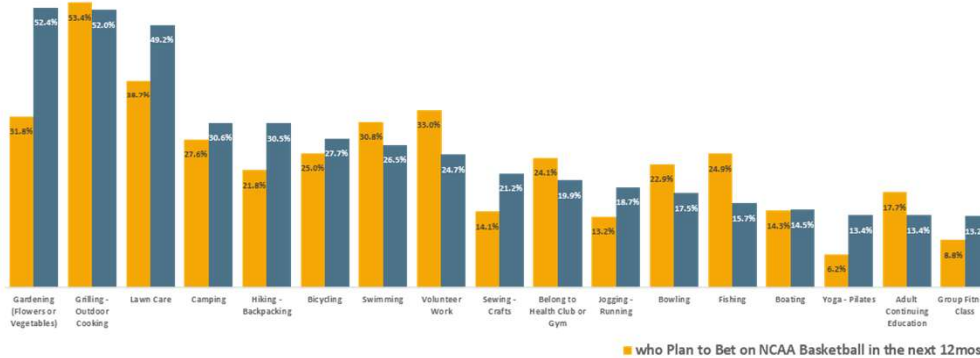
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



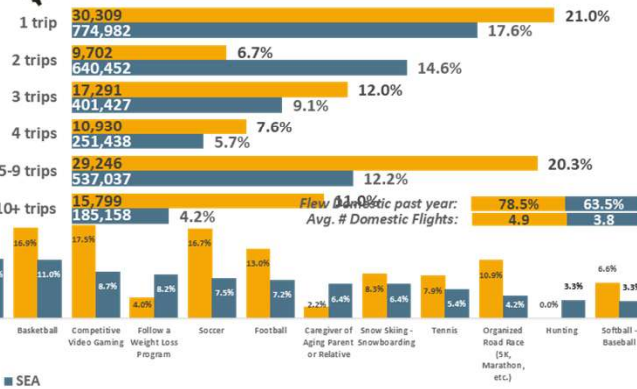
Political Activity: Adults 21 or older

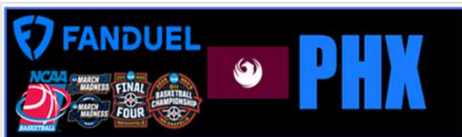


Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



Past 12-months Domestic Airline Trips: Adults 21 or older

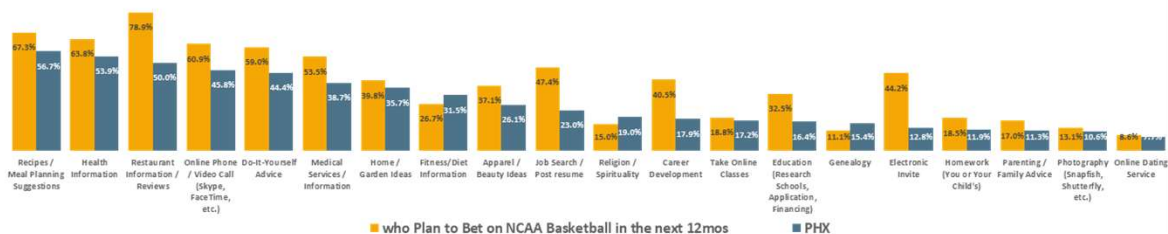




3.8% or 173,702 of PHX DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 33.% more likely to look up D-I-Y advice online, 18.9% more likely to always vote in local elections, 26.3% more likely to belong to a gym, 6.1% more likely to fly domestic past y

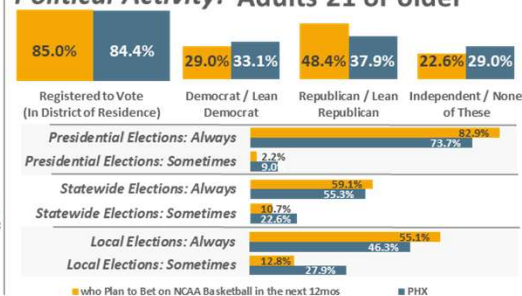


Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



■ who Plan to Bet on NCAA Basketball in the next 12mos ■ PHX

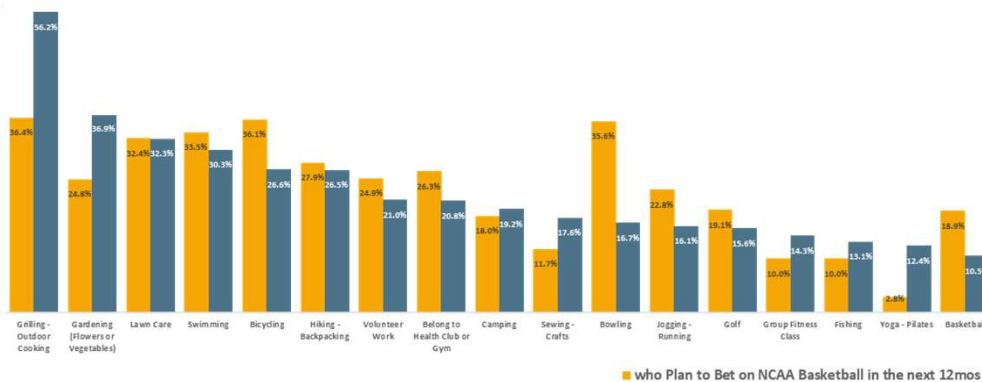
Political Activity: Adults 21 or older



■ who Plan to Bet on NCAA Basketball in the next 12mos ■ PHX



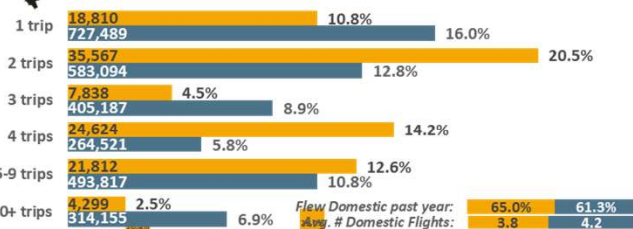
Top-30 past 12-months Active Lifestyle Activities: Adults 21 or older



■ who Plan to Bet on NCAA Basketball in the next 12mos ■ PHX



Past 12-months Domestic Airline Trips: Adults 21 or older

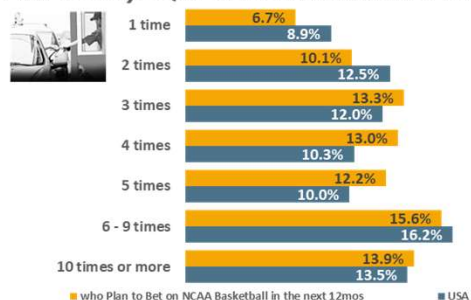


Flew Domestic past year: 65.0% (PHX) vs 61.3% (National Avg.)
 Avg. # Domestic Flights: 3.8 (PHX) vs 4.2 (National Avg.)



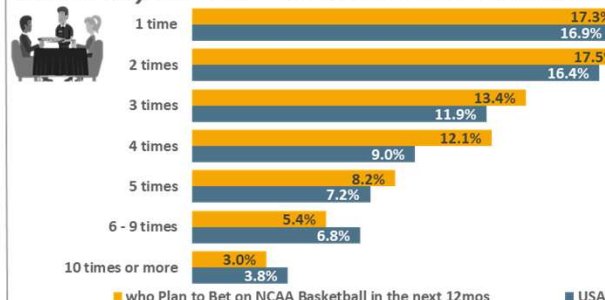
4.6% or 12,072,938 of USA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 1.7% more likely to use QSRs past mo., 6.9% more likely to use Sit-Down Restaurants past mo., 2.6% more likely to use Casinos past yr., 31.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



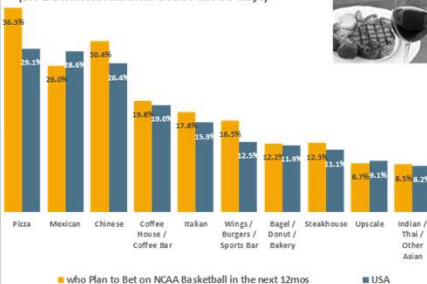
Total Monthly QSR Users: 84.8% (10,236,576) vs 83.4% (218,579,478)
Avg. Monthly QSR Meals: 6.0 vs 5.8

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



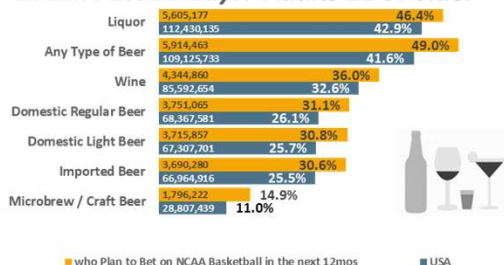
Total Monthly Sit-Down Restaurant Users: 76.9% (9,287,468) vs 72.0% (188,716,956)
Avg. Monthly Sit-Down Restaurant Meals: 3.5 vs 3.7

Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)

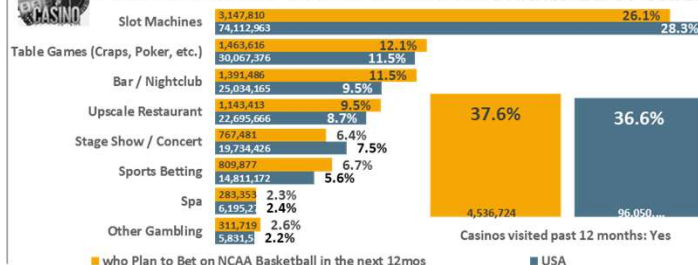


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Plan to Bet on NCAA Basketball in the next 12mos: 2,653,938 (22.0%)
USA: 19.2%

Drank Past 30-days: Adults 21 or older

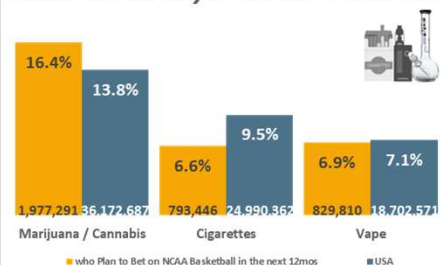


Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes
4,536,724 (37.6%) vs 96,050,000 (36.6%)

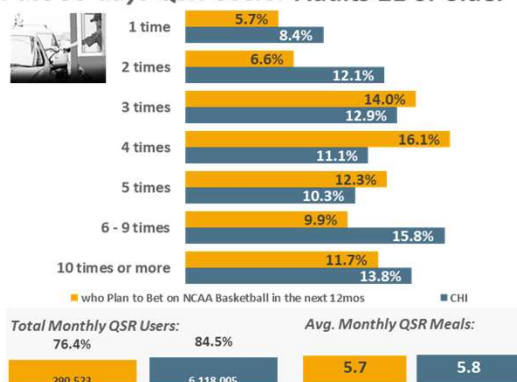
Used Past 30-days: Adults 21 or older



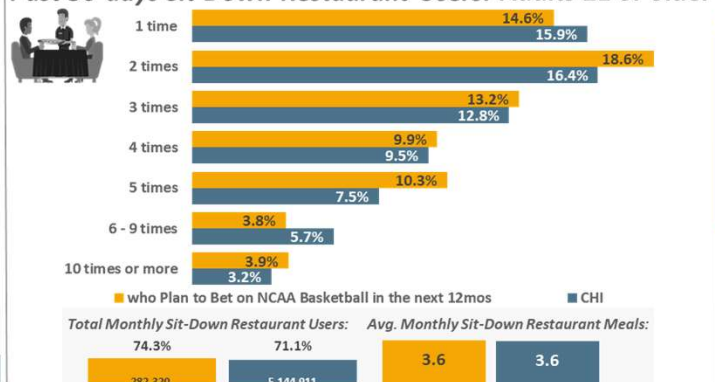


5.3% or 380,176 of CHI DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 9.6% less likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 9.3% less likely to use Casinos past yr., 40.6% less likely to smoke cigarettes.

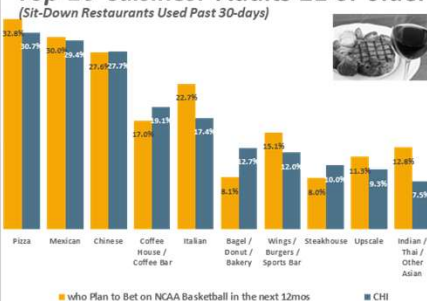
Past 30-days QSR Users: Adults 21 or older



Past 30-days Sit-Down Restaurant Users: Adults 21 or older

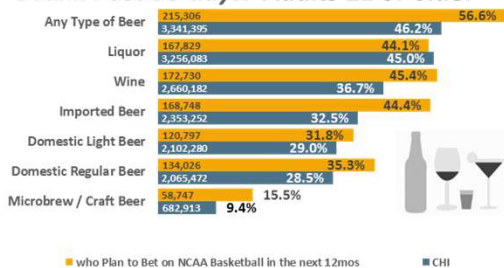


Top-10 Cuisines: Adults 21 or older

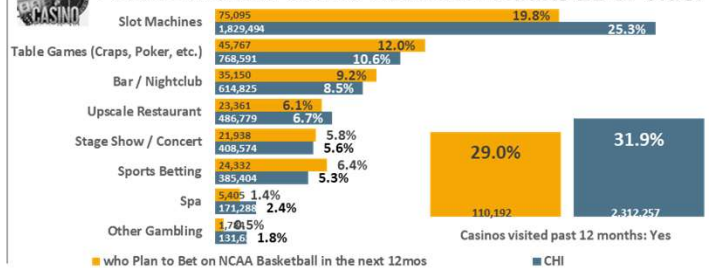


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Plan to Bet on NCAA Basketball in the next 12mos: 99,159 (26.1%)
CHI: 1,601,489 (22.1%)

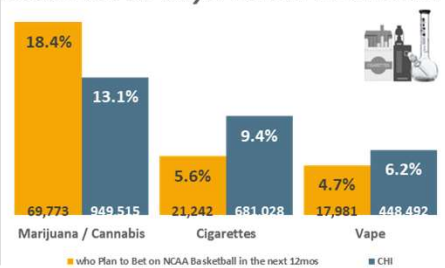
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



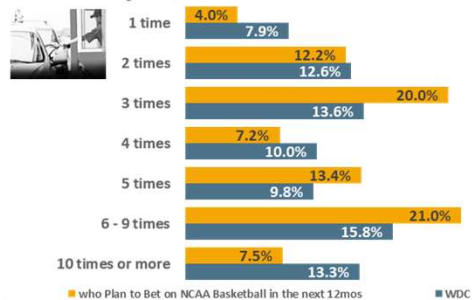
Used Past 30-days: Adults 21 or older





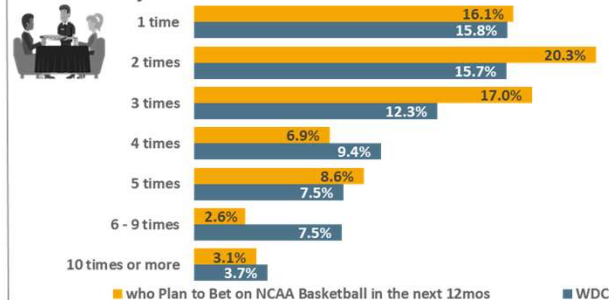
5.1% or 270,882 of WDC DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 2.8% more likely to use QSRs past mo., 3.6% more likely to use Sit-Down Restaurants past mo., 32.7% more likely to use Casinos past yr., 16.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



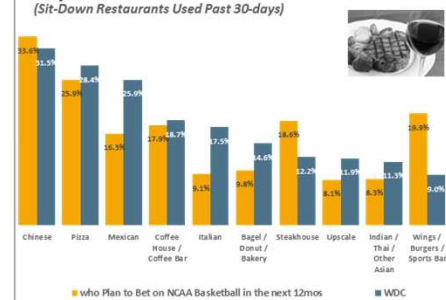
Total Monthly QSR Users: 85.4% (231,248) vs 83.1% (4,436,274)
Avg. Monthly QSR Meals: 5.3 vs 5.8

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



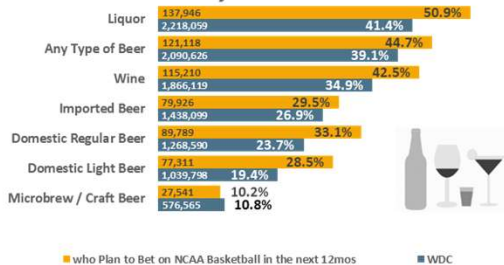
Total Monthly Sit-Down Restaurant Users: 74.5% (201,886) vs 71.9% (3,840,678)
Avg. Monthly Sit-Down Restaurant Meals: 3.3 vs 3.8

Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)

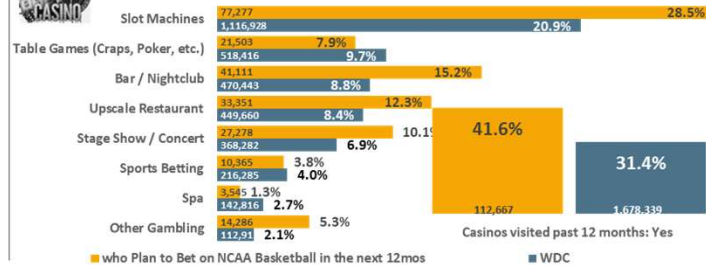


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Plan to Bet on NCAA Basketball in the next 12mos: 77,470 (28.6%)
 WDC: 1,265,496 (23.6%)

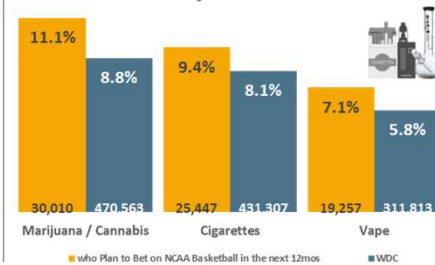
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



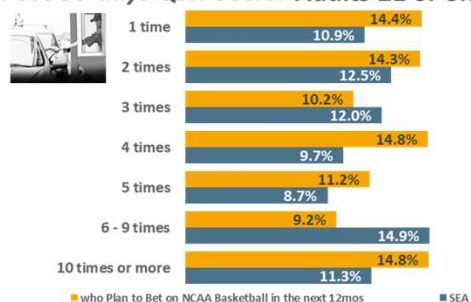
Used Past 30-days: Adults 21 or older





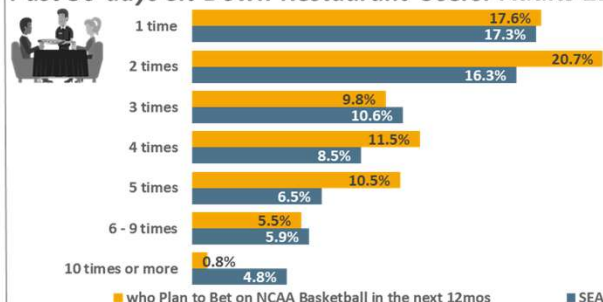
3.3% or 144,237 of SEA DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 11.4% more likely to use QSRs past mo., 9.1% more likely to use Sit-Down Restaurants past mo., .2% more likely to use Casinos past yr., 58.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



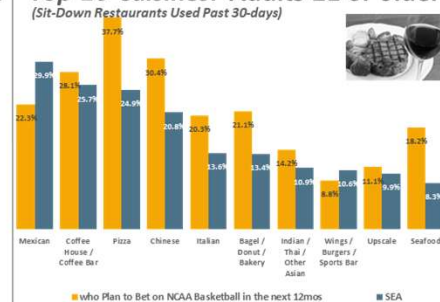
Total Monthly QSR Users: 89.0%
 Avg. Monthly QSR Meals: 5.4

Past 30-days Sit-Down Restaurant Users: Adults 21 or older



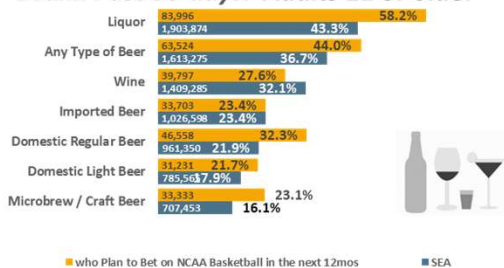
Total Monthly Sit-Down Restaurant Users: 76.4%
 Avg. Monthly Sit-Down Restaurant Meals: 3.1

Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)

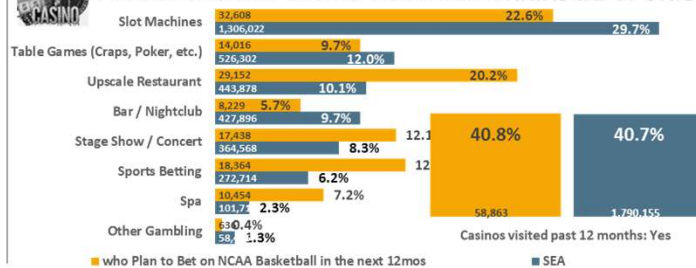


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Plan to Bet on NCAA Basketball in the next 12mos: 24.1%
 SEA: 19.5%

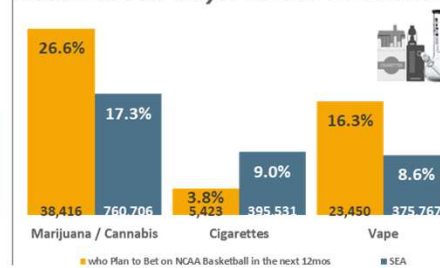
Drank Past 30-days: Adults 21 or older

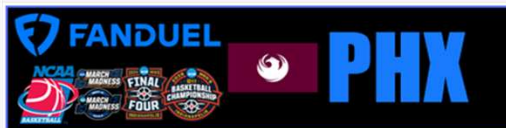


Past 12 months Casino Activities: Adults 21 or older



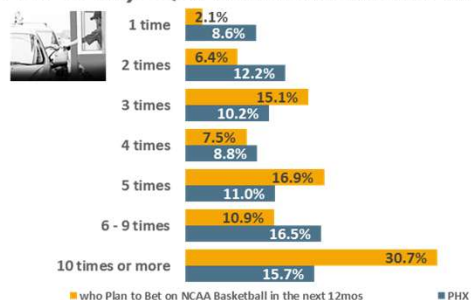
Used Past 30-days: Adults 21 or older



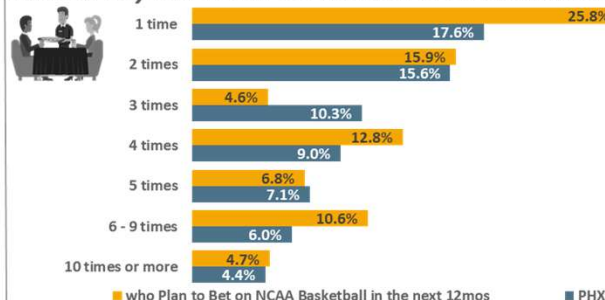


3.8% or 173,702 of PHX DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 7.9% more likely to use QSRs past mo., 15.9% more likely to use Sit-Down Restaurants past mo., 33.6% more likely to use Casinos past yr., 11.4% more likely to smoke cigarettes.

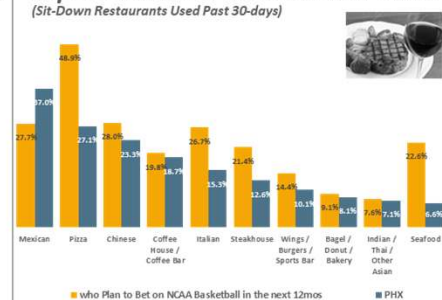
Past 30-days QSR Users: Adults 21 or older



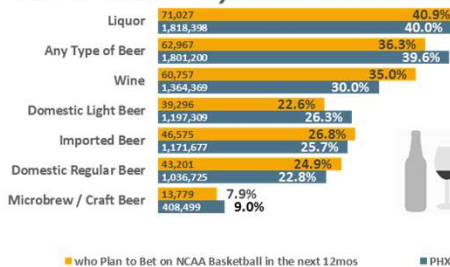
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



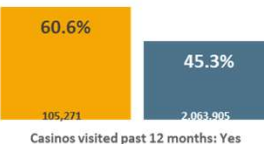
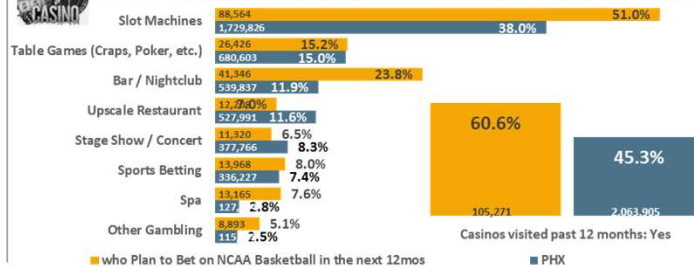
Top-10 Cuisines: Adults 21 or older (Sit-Down Restaurants Used Past 30-days)



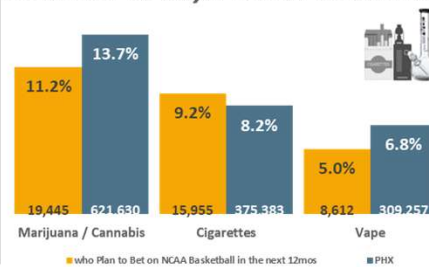
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



Used Past 30-days: Adults 21 or older





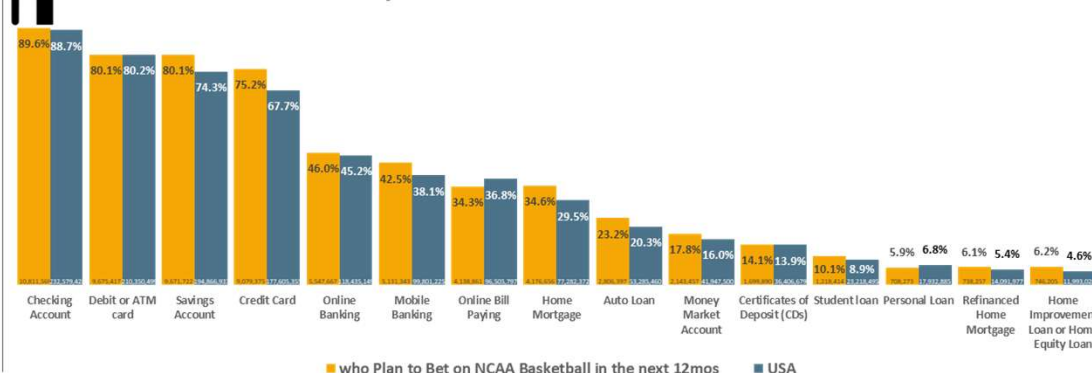
4.6% or 12,072,938 of USA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 16.2% more likely to have a 401K, 14.4% more likely to have an Auto Loan, 46.3% more likely to Invest/Trade Stocks Online, 10.8% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



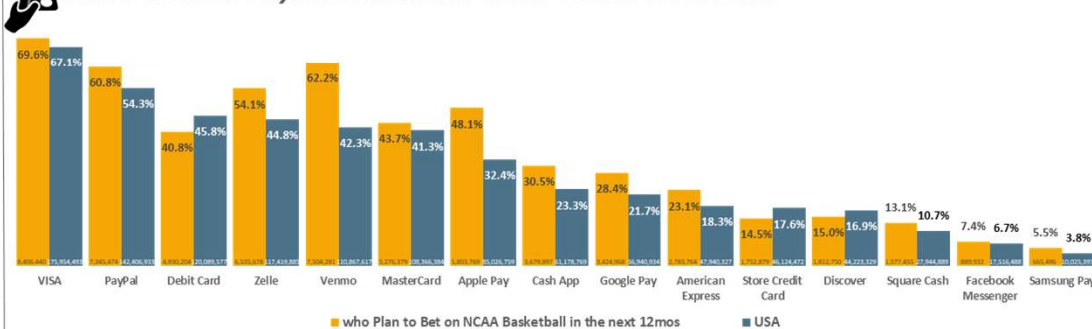
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



(*Past 12 Months)



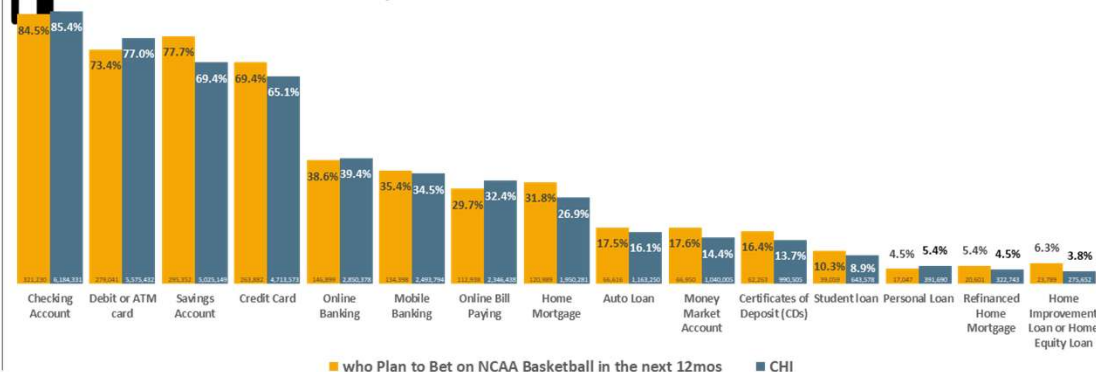
5.3% or 380,176 of CHI DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 21.8% more likely to have a 401K, 9.9% more likely to have an Auto Loan, 64.8% more likely to Invest/Trade Stocks Online, 25.8% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



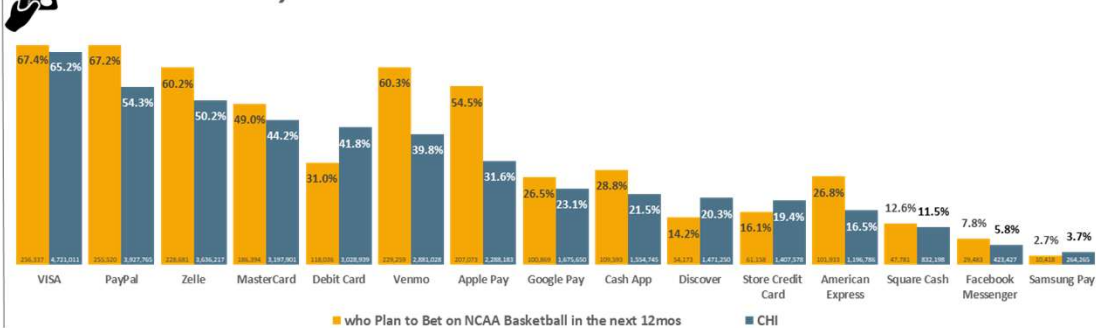
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older



(*Past 12 Months)



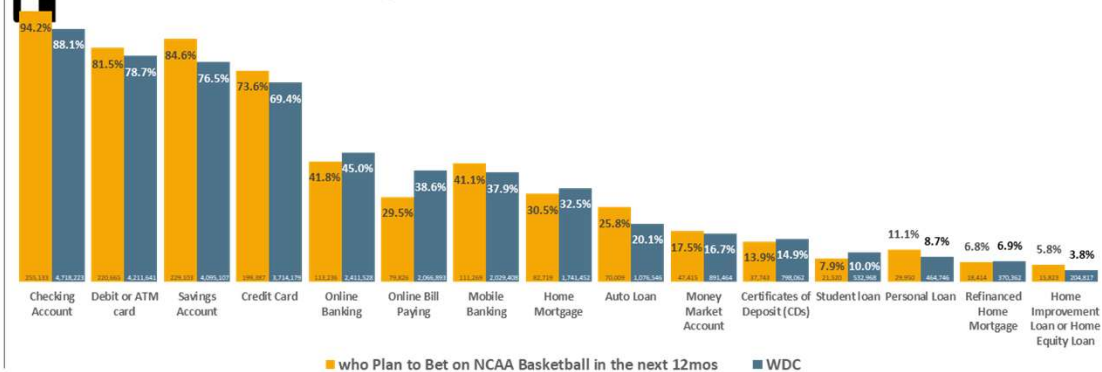
5.1% or 270,882 of WDC DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 15.4% more likely to have a 401K, 28.5% more likely to have an Auto Loan, 2.2% less likely to Invest/Trade Stocks Online, 6.5% more likely to pay with their Debit Card.



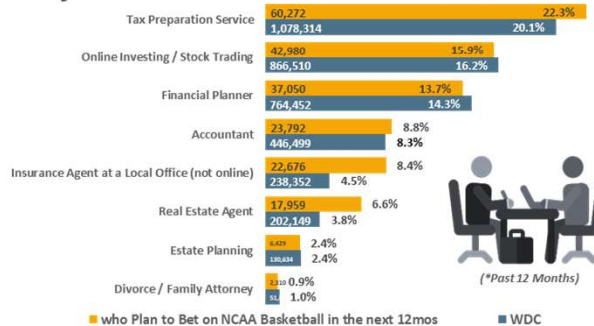
Investments Owned: Adults 21 or older



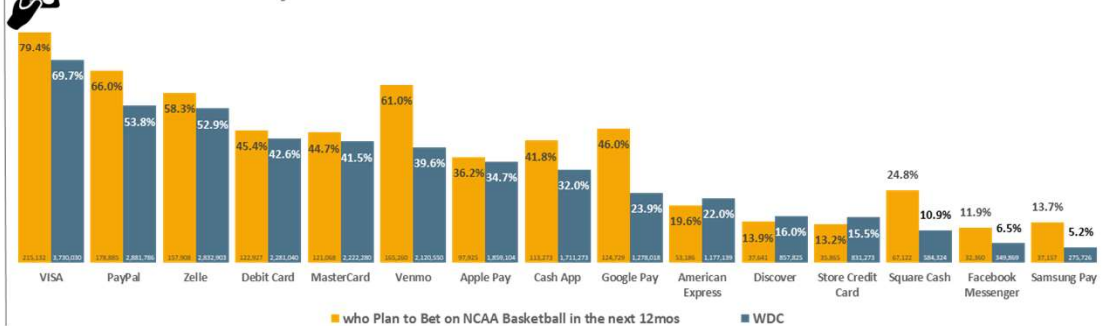
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older

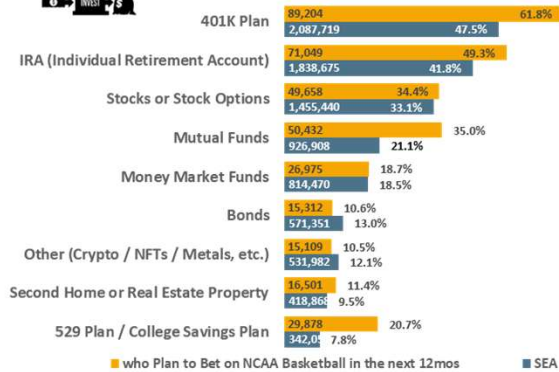




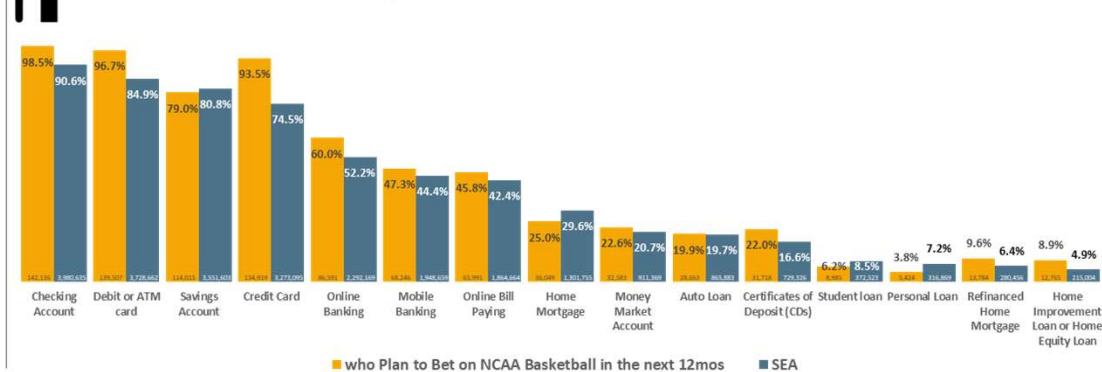
3.3% or 144,237 of SEA DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 30.2% more likely to have a 401K, .8% more likely to have an Auto Loan, 60.2% more likely to Invest/Trade Stocks Online, 6.5% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



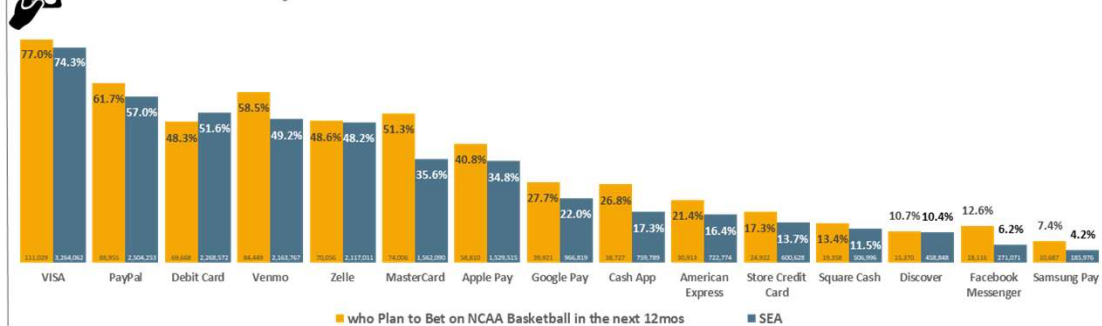
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



Past 3-Months Payment Methods Used: Adults 21 or older

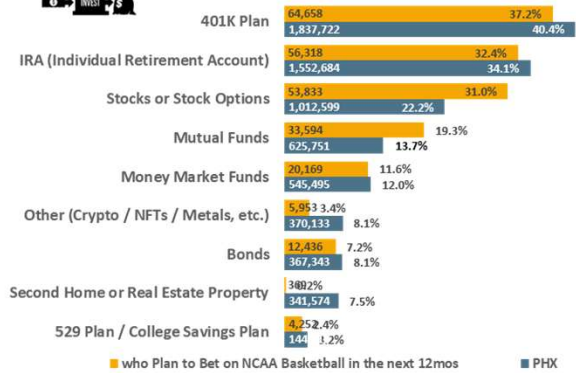




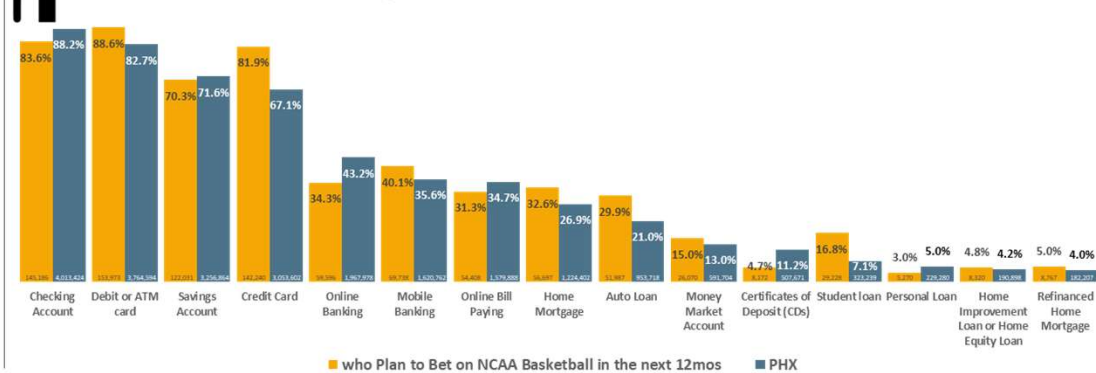
3.8% or 173,702 of PHX DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 7.8% less likely to have a 401K, 42.8% more likely to have an Auto Loan, 53.9% more likely to Invest/Trade Stocks Online, 3.2% more likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



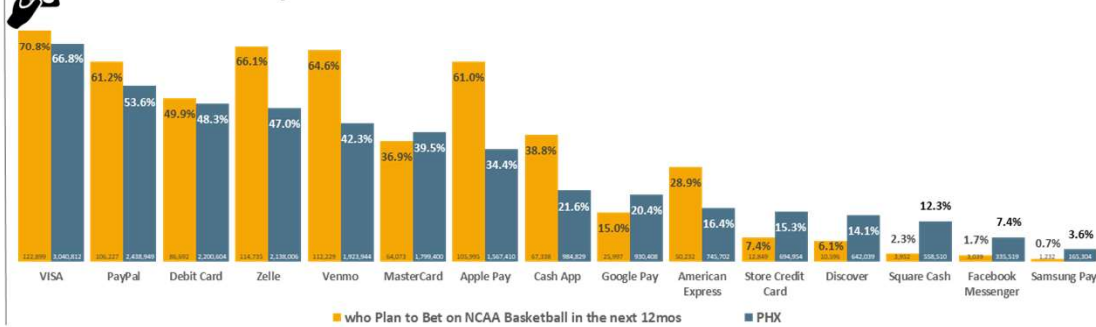
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

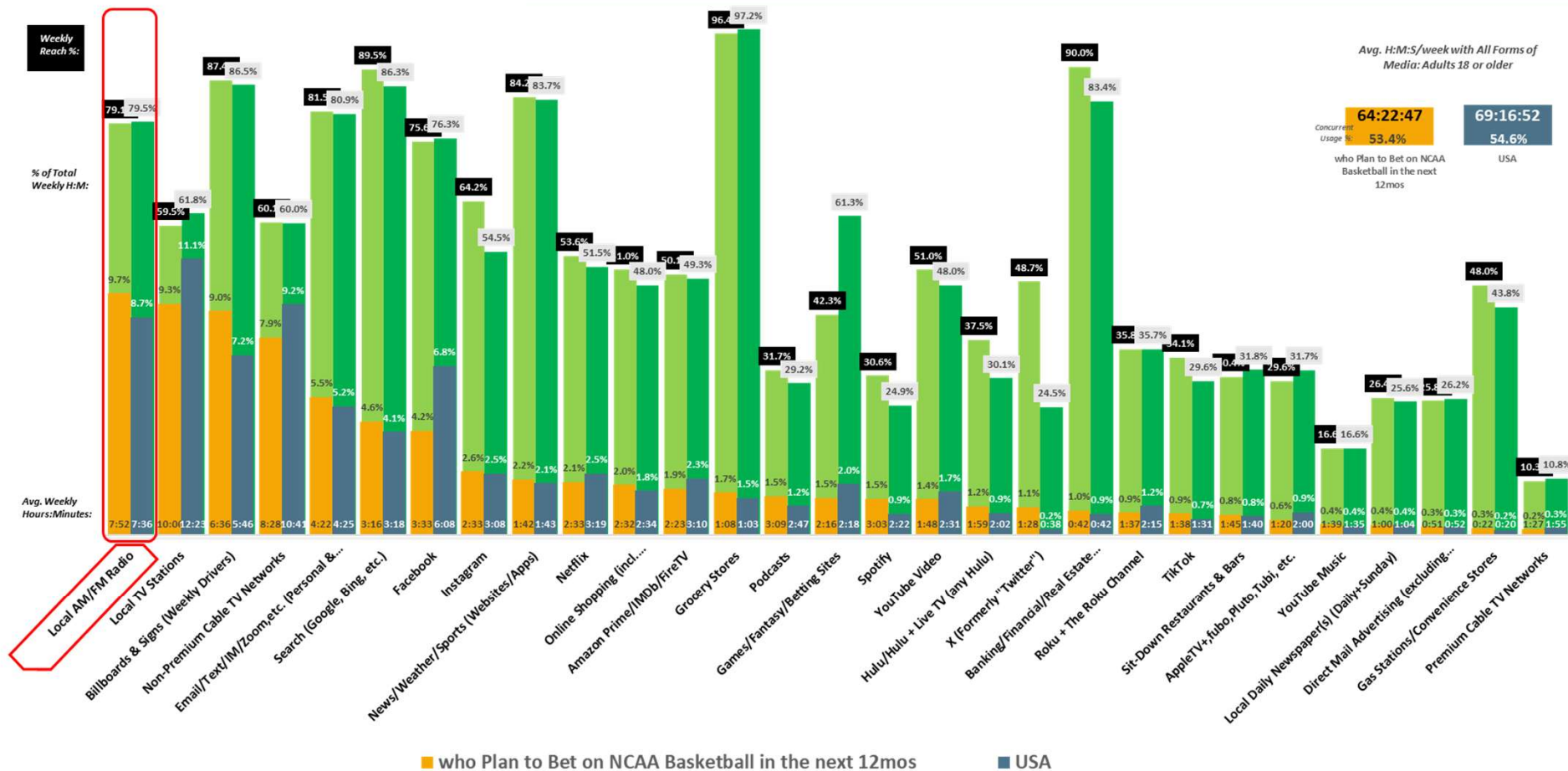


Past 3-Months Payment Methods Used: Adults 21 or older





Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 2 days, 16 hours, 22 minutes and 47 seconds each week with All Forms of Media.
79.1% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 7 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



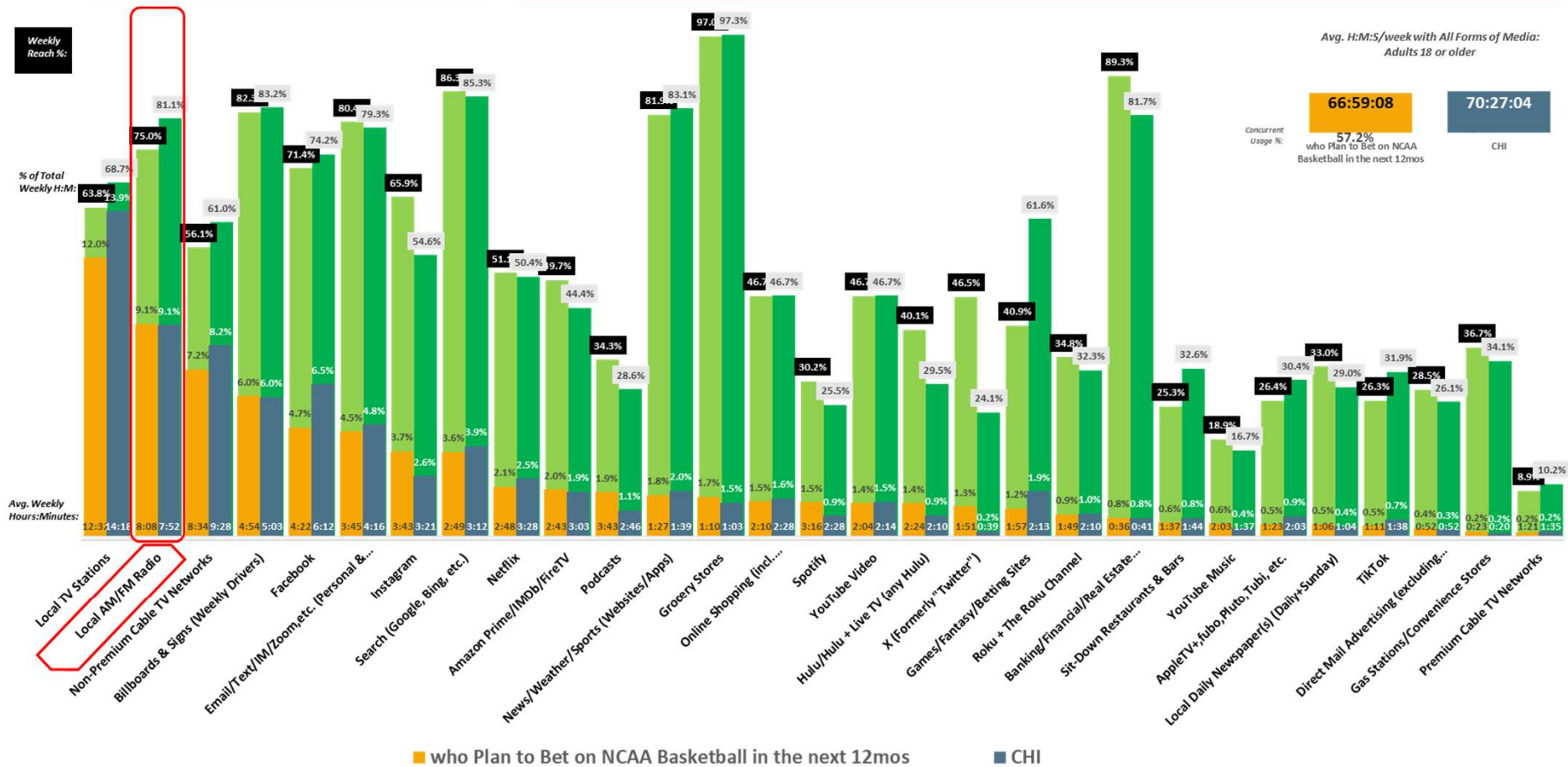
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,068 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802
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Sports betting - sports plan to bet on next 12 months: NCAA basketball



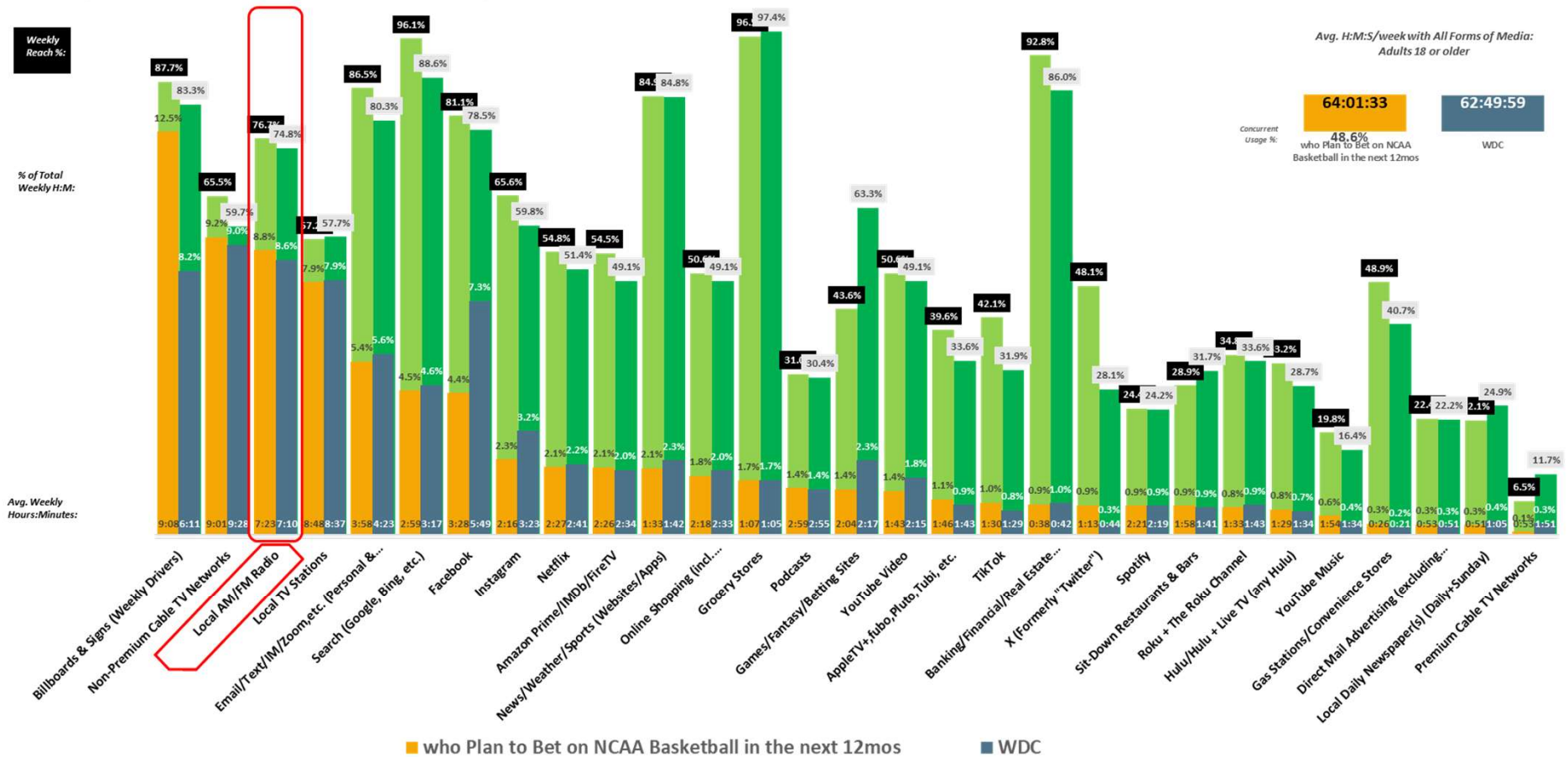


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 2 days, 18 hours, 59 minutes and 8 seconds each week with All Forms of Media.
 75.% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 8 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



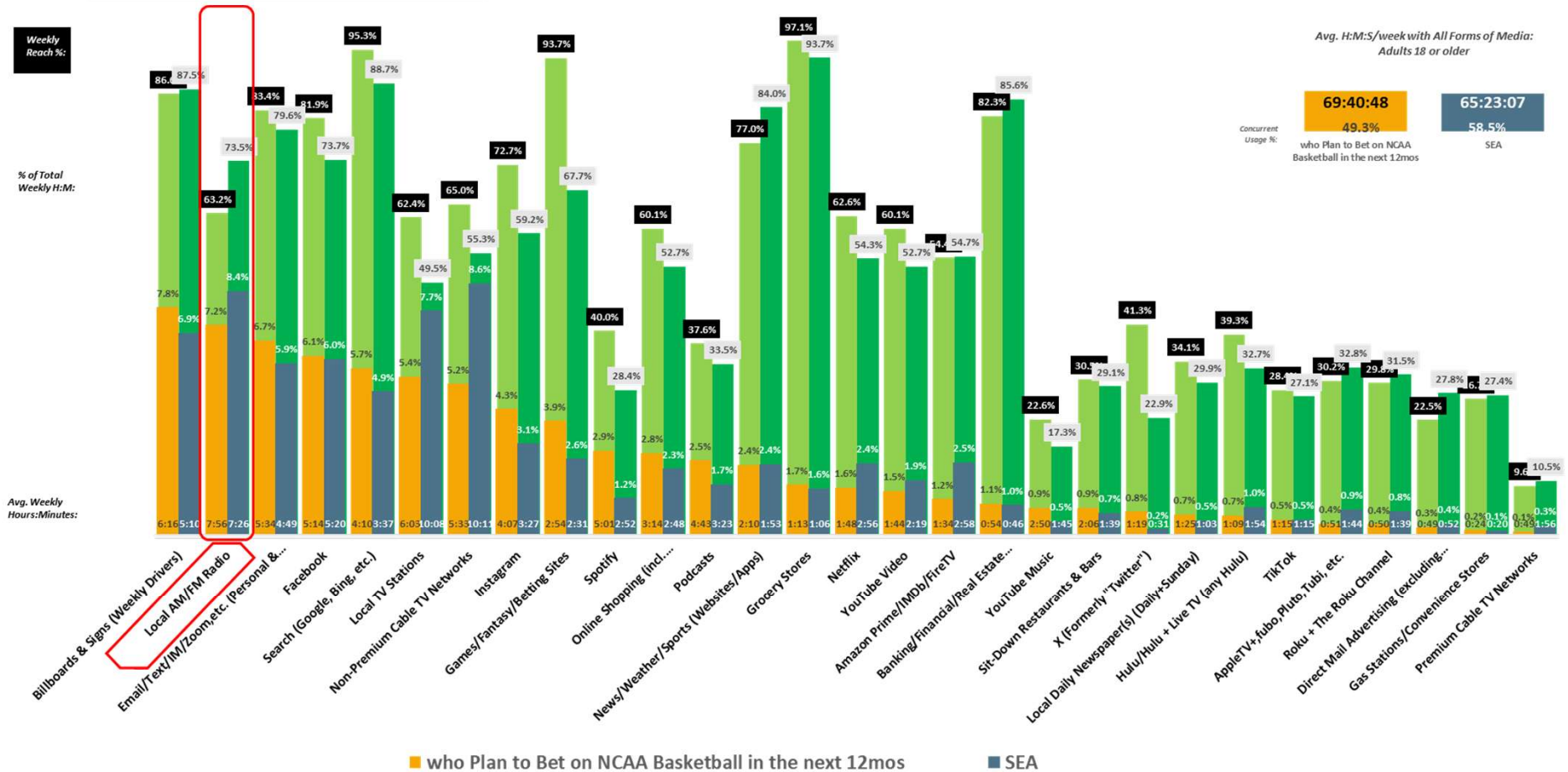


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 2 days, 16 hours, 1 minutes and 33 seconds each week with All Forms of Media.
 76.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 7 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



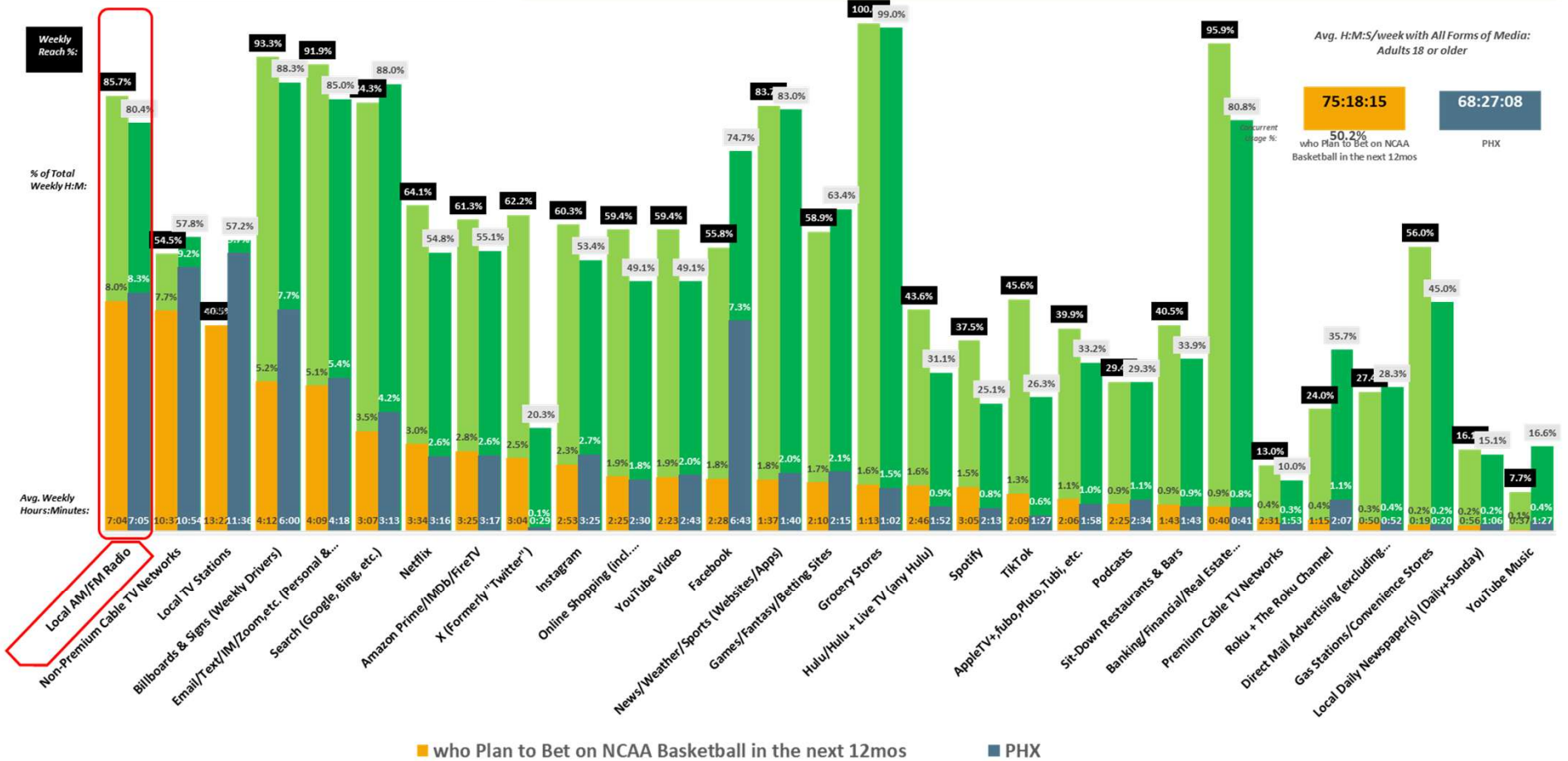


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 2 days, 21 hours, 40 minutes and 48 seconds each week with All Forms of Media.
 63.2% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 7.2% of total time spent with all forms of Media.



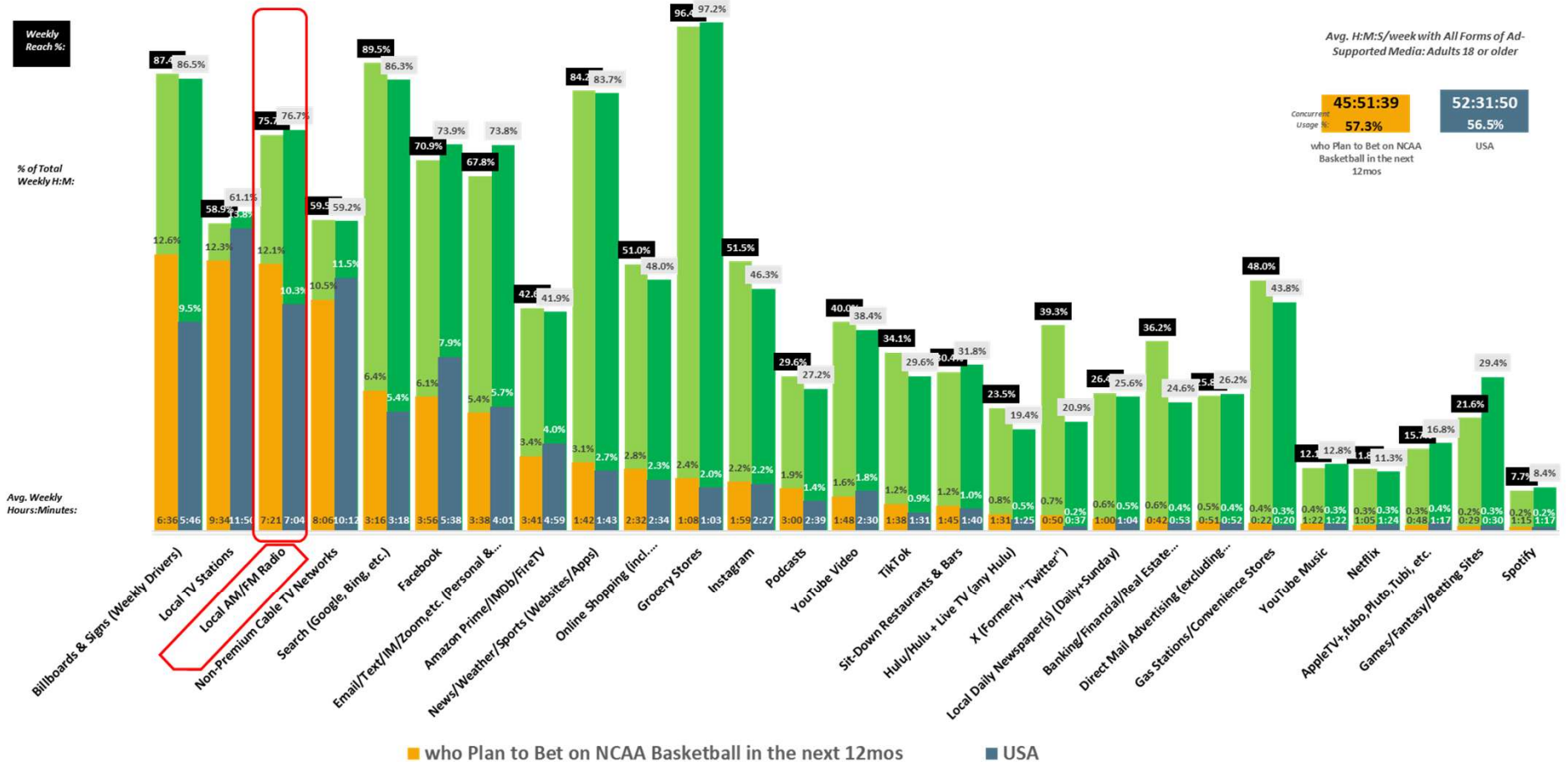


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 3 days, 3 hours, 18 minutes and 15 seconds each week with All Forms of Media.
 85.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 7 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



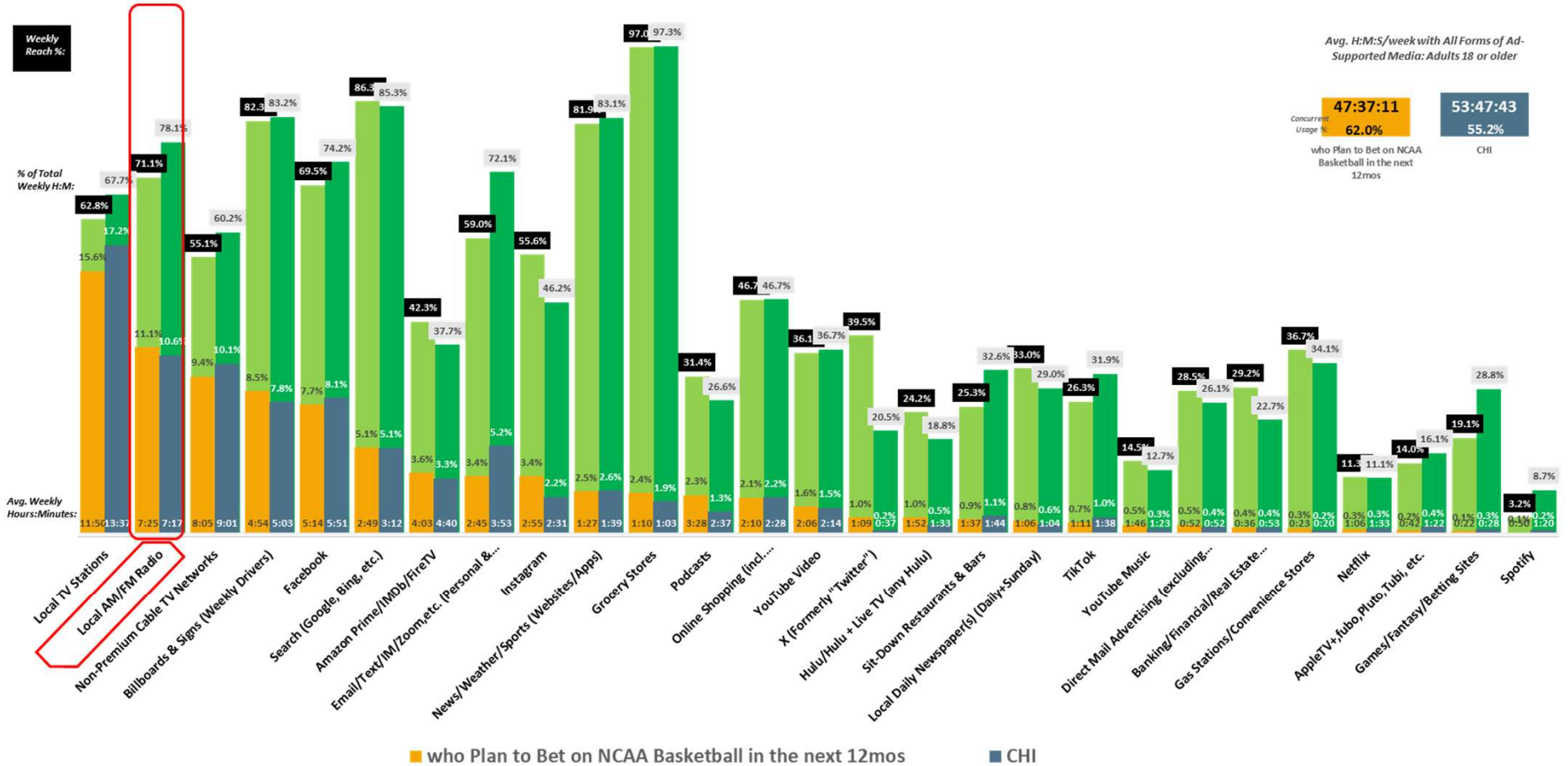


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 1 days, 21 hours, 51 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
 75.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 7 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media.



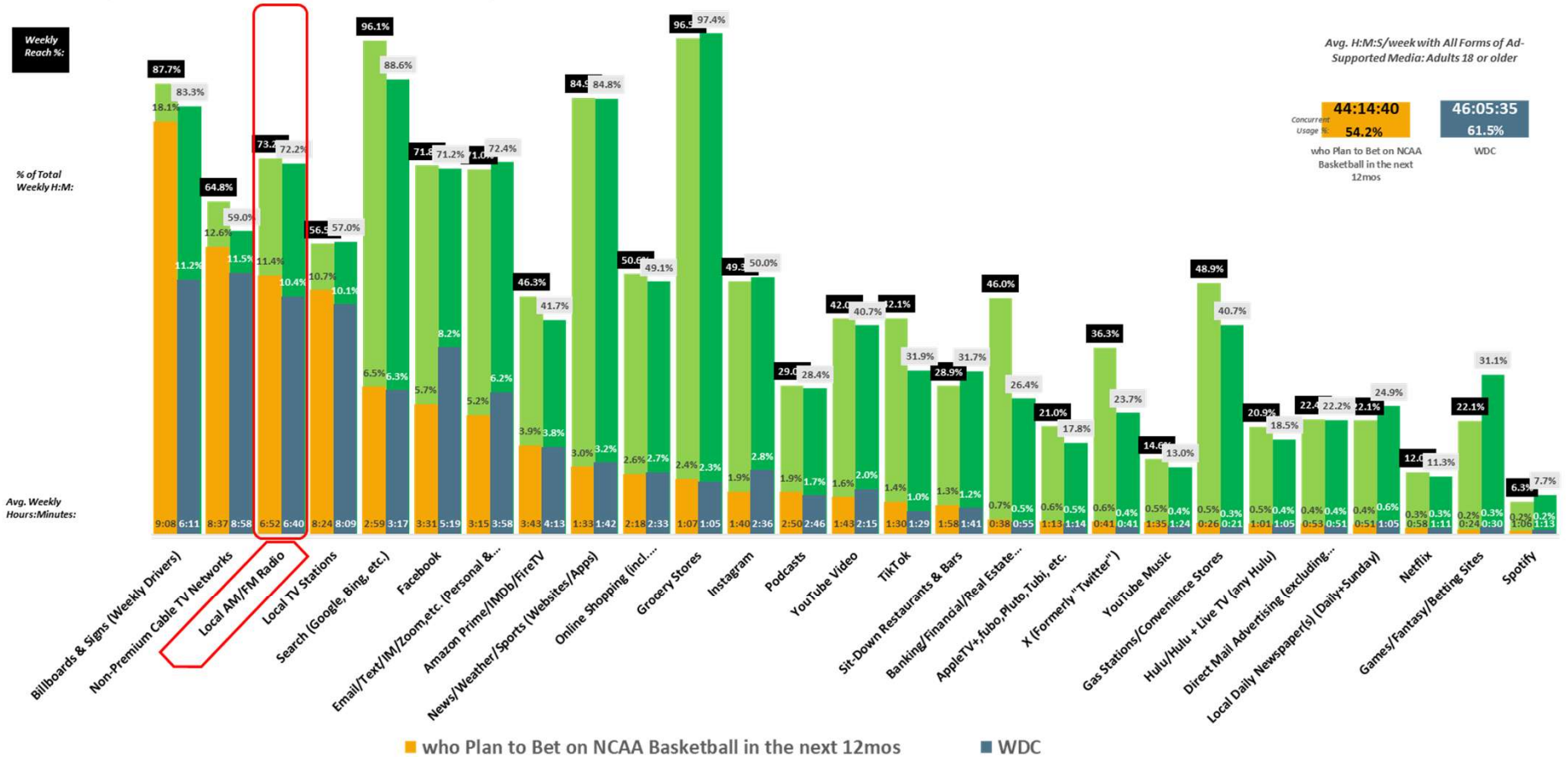


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 1 days, 23 hours, 37 minutes and 11 seconds each week with All Forms of Ad-Supported Media.
 71.1% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



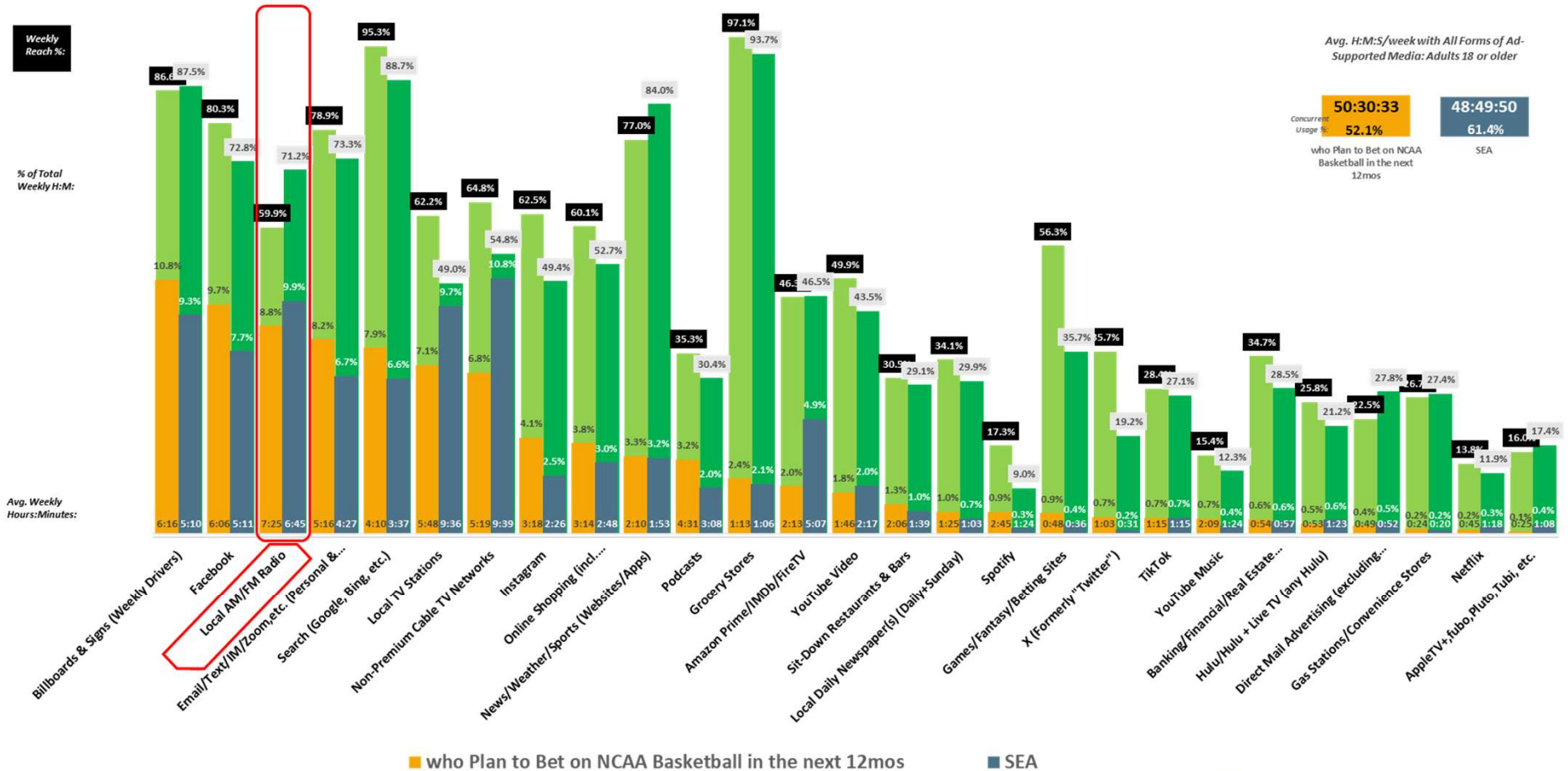


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 1 days, 20 hours, 14 minutes and 40 seconds each week with All Forms of Ad-Supported Media.
 73.2% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 6 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.



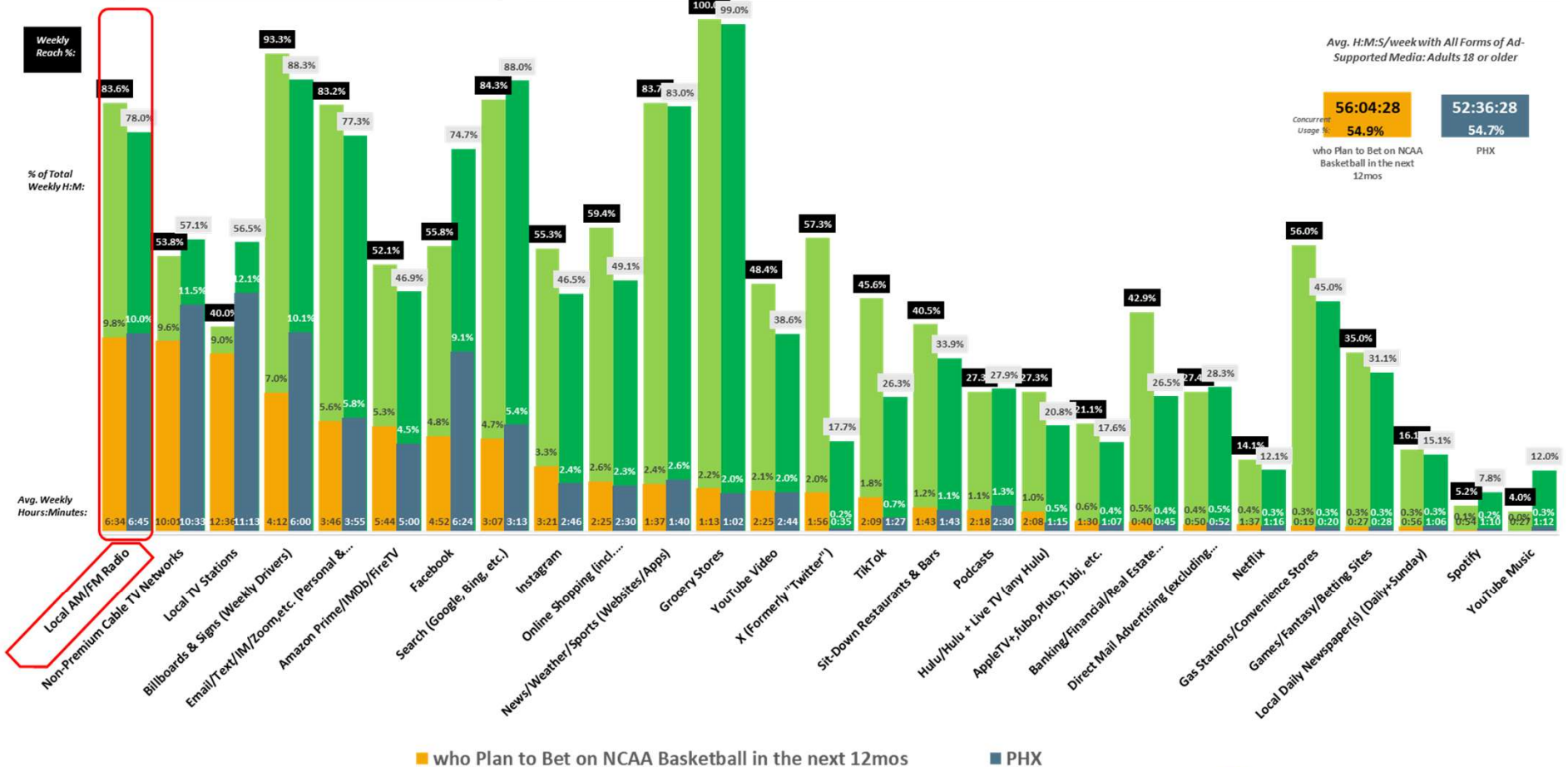


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 2 days, 2 hours, 30 minutes and 33 seconds each week with All Forms of Ad-Supported Media.
 59.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.





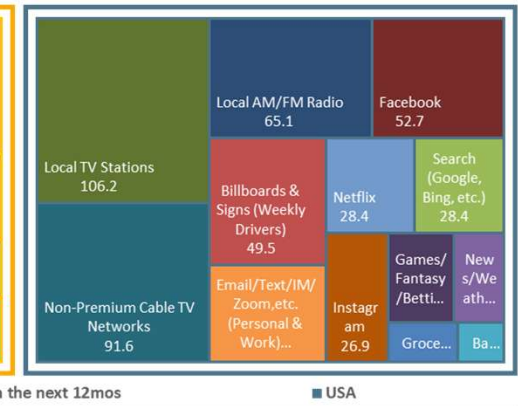
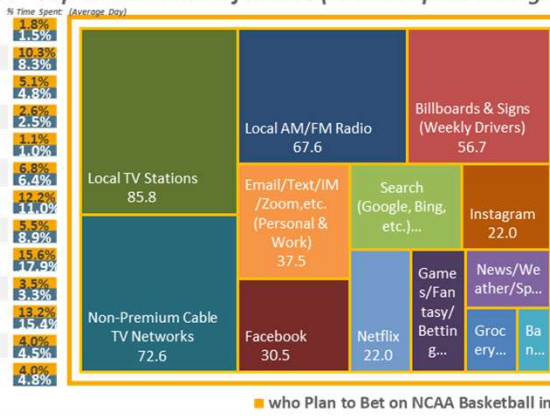
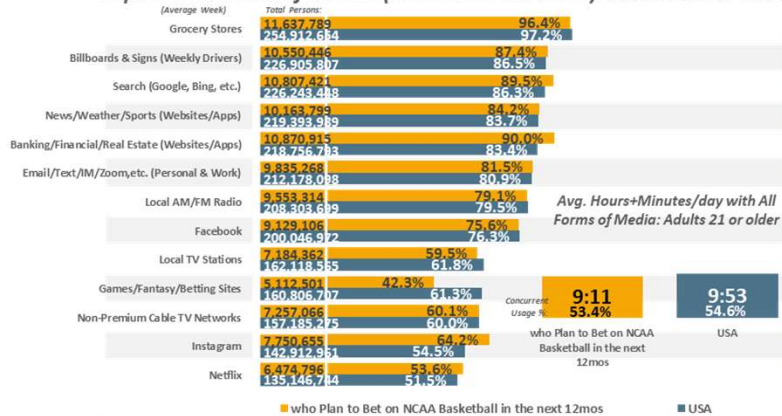
Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 2 days, 8 hours, 4 minutes and 28 seconds each week with All Forms of Ad-Supported Media.
 83.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 6 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



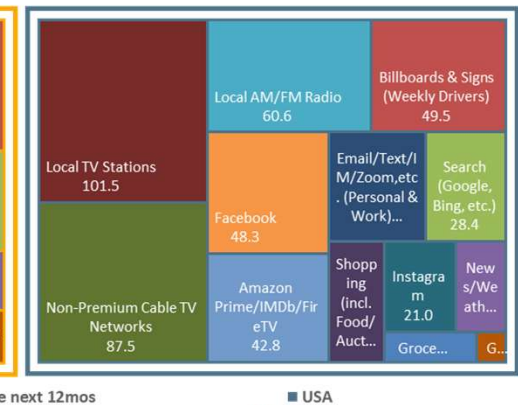
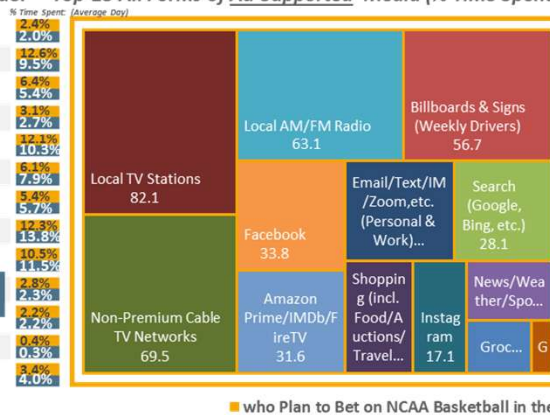
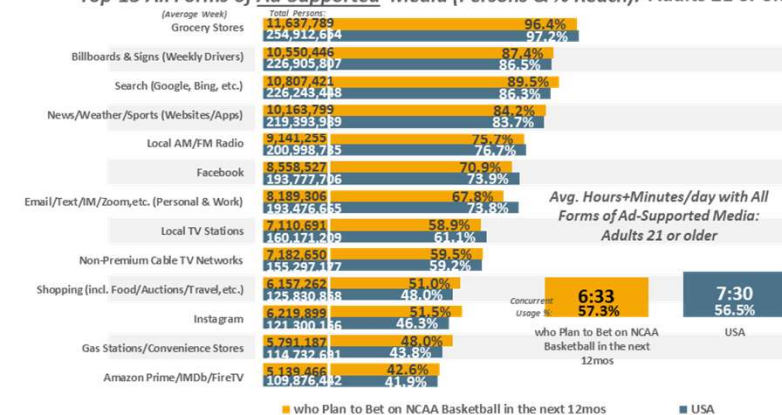


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 6 hours and 33 minutes each day with All Forms of Ad-Supported Media. 75.7% listen to Local AM/FM Radio for an avg. of 63.1 minutes/day. (Local Radio delivers 12.1% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,068
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

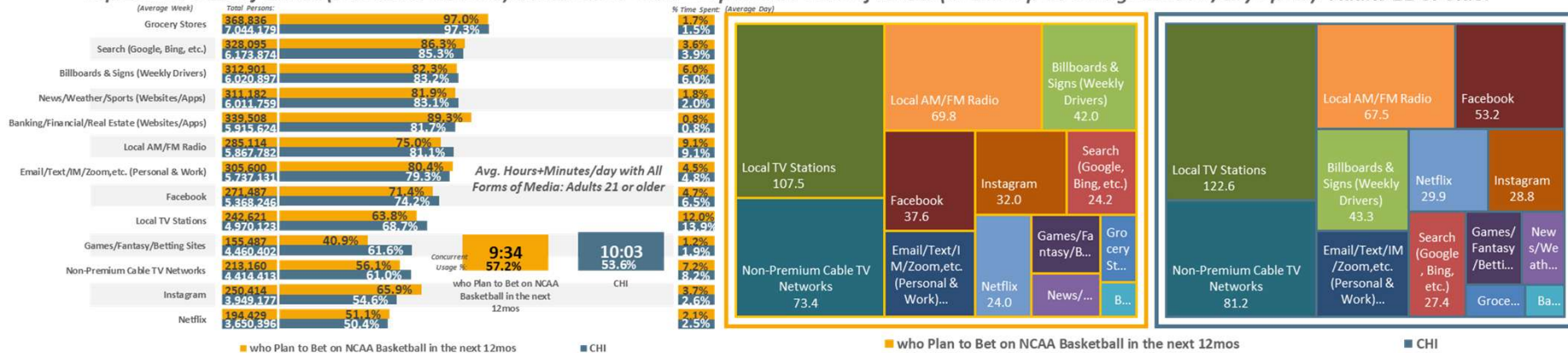
soefa.ai Share of Everything for Anything

Sports betting - sports plan to bet on next 12 months: NCAA basketball

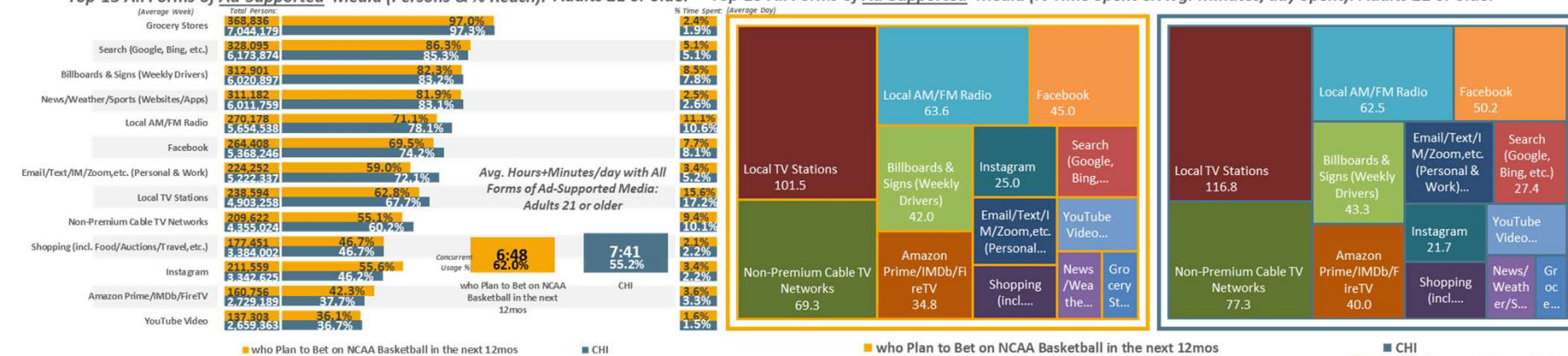


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 6 hours and 48 minutes each day with All Forms of Ad-Supported Media. 71.1% listen to Local AM/FM Radio for an avg. of 63.6 minutes/day. (Local Radio delivers 11.1% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



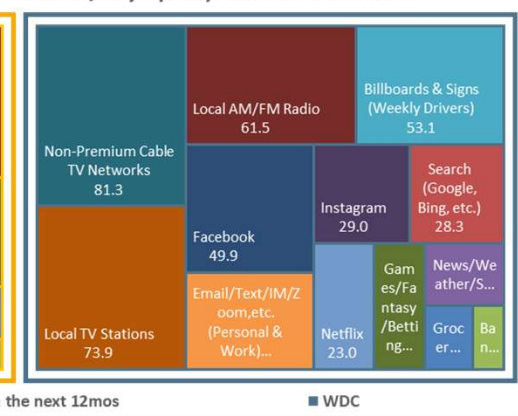
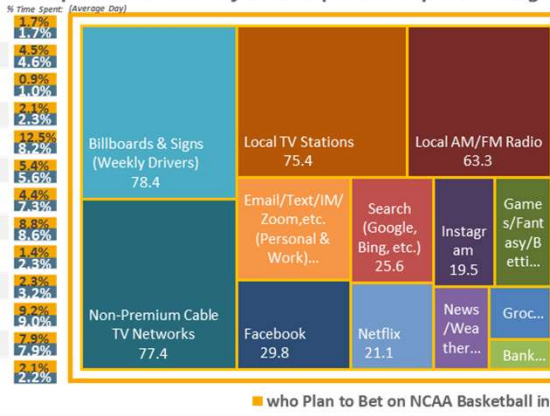
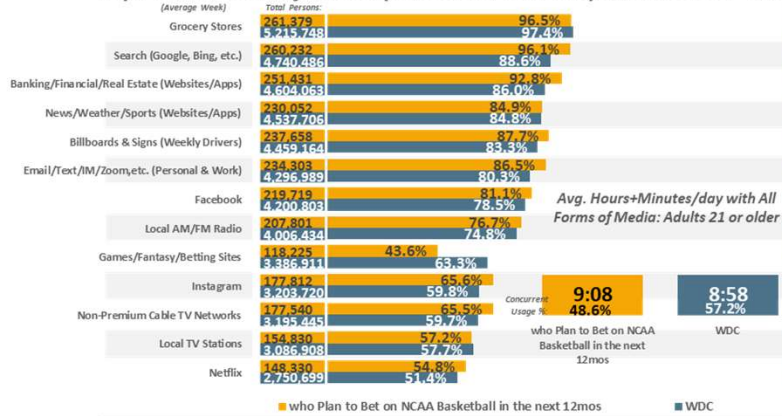
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



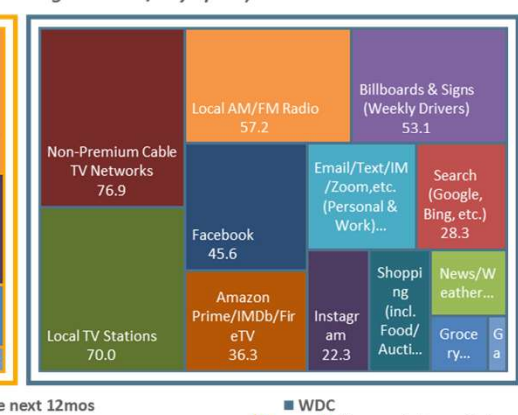
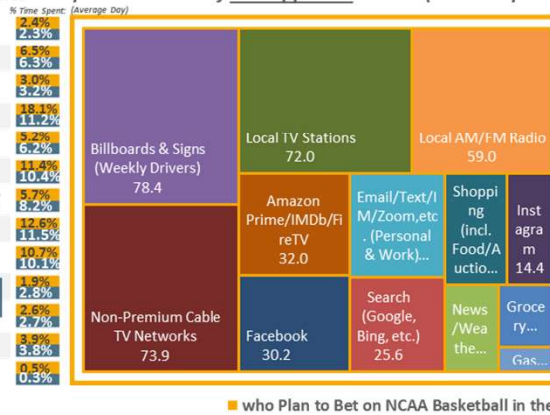
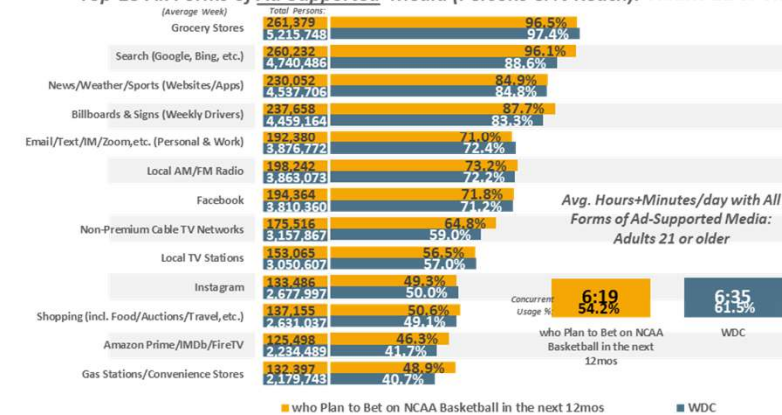


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 6 hours and 19 minutes each day with All Forms of Ad-Supported Media. 73.2% listen to Local AM/FM Radio for an avg. of 59. minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

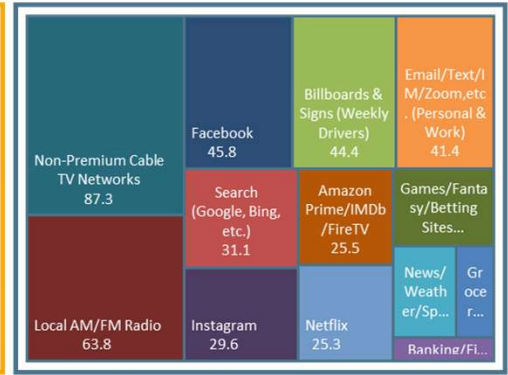


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

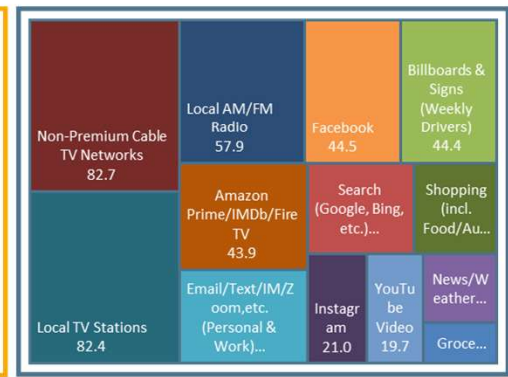




Local AM/FM Radio 68.0	Email/Text/IM/ Zoom, etc. (Personal & Work) 47.7	Non-Premium Cable TV Networks 47.6	Facebook 44.9
Billboards & Signs (Weekly Drivers) 53.8	Search (Google, Bing, etc.) 35.8	Instagram 35.4	Games/Fan tasy/Bettin g Sites 24.9
		News/Wea ther/Sports (Website...)	Amazon Prime/ e/I M... Netflix x 15.5 Groce ry... Ban ki...



Local AM/FM Radio 63.7	Facebook 52.4	Non-Premium Cable TV Networks 45.6	Email/Text/IM/Zoom, etc. (Personal & Work) 45.2
Billboards & Signs (Weekly Drivers) 53.8	Local TV Stations 49.8	Search (Google, Bing, etc.) 35.8	Shopping (incl. Food/Auctions/Travel, etc.)...
		Instagram 28.4	News/Weather/Sports...
			Amazon Prime/IMDb/FireTV... YouTube Video... Groc...

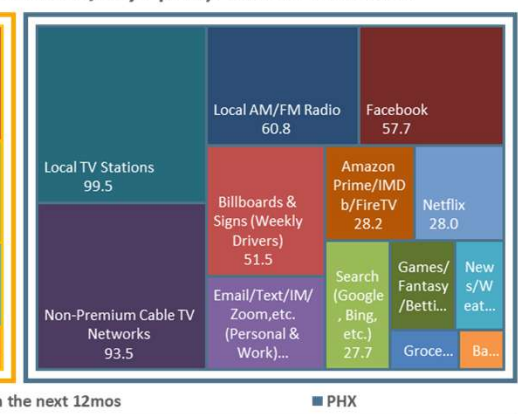
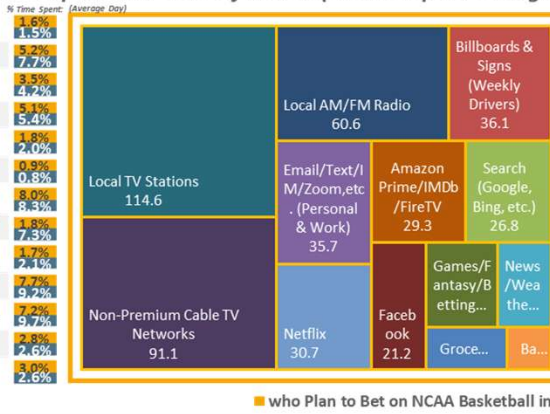
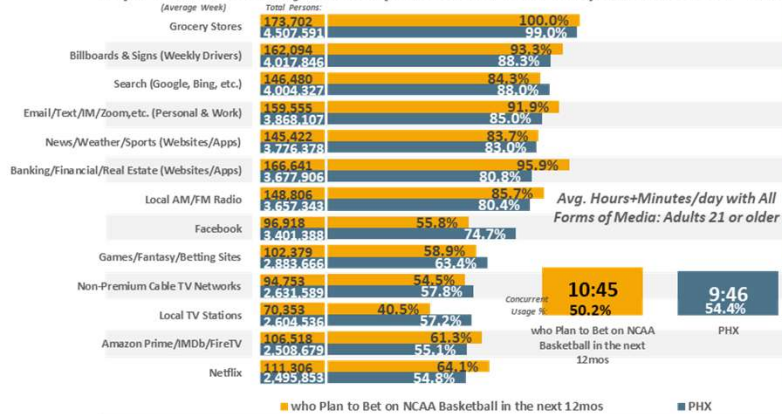




Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 83.6% listen to Local AM/FM Radio for an avg. of 56.3 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

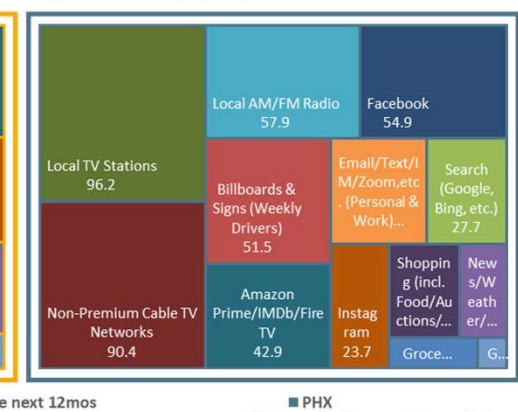
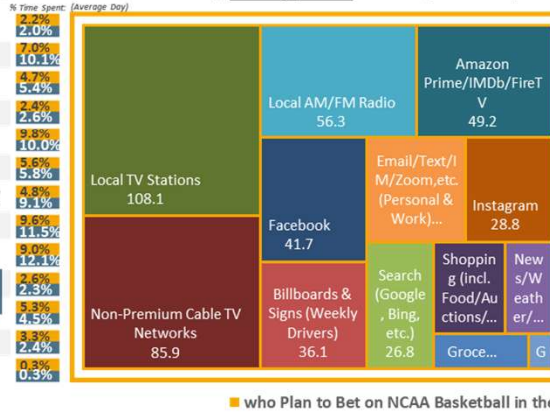
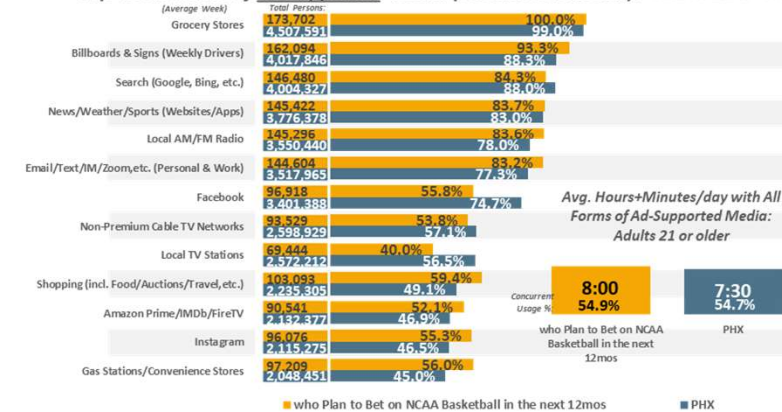
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older

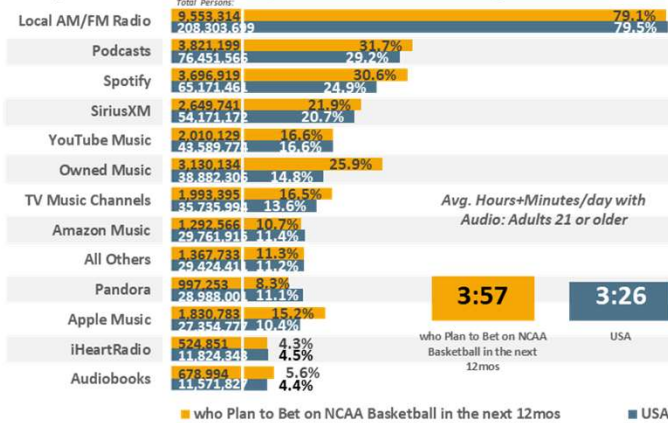
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



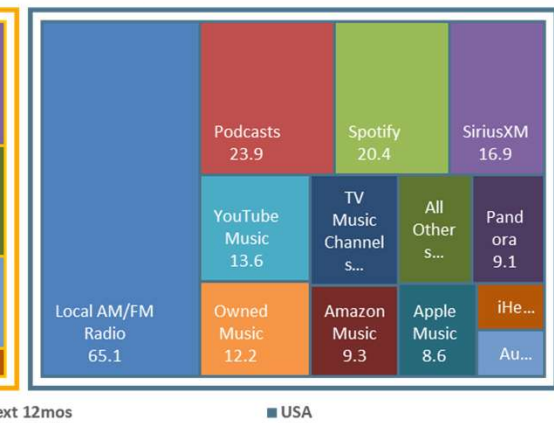
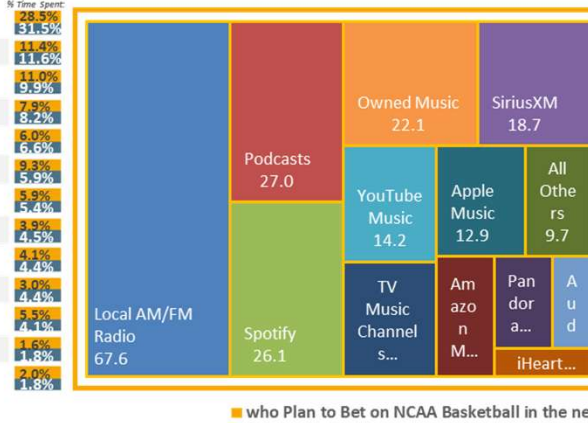


9,141,255 or 75.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

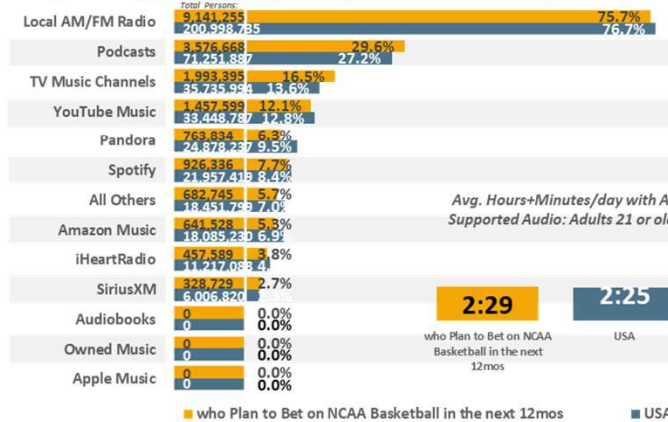
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



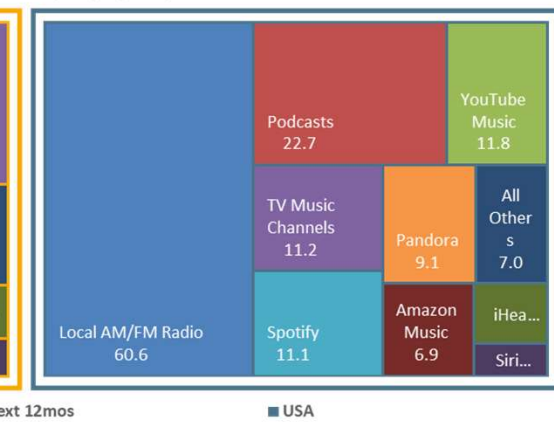
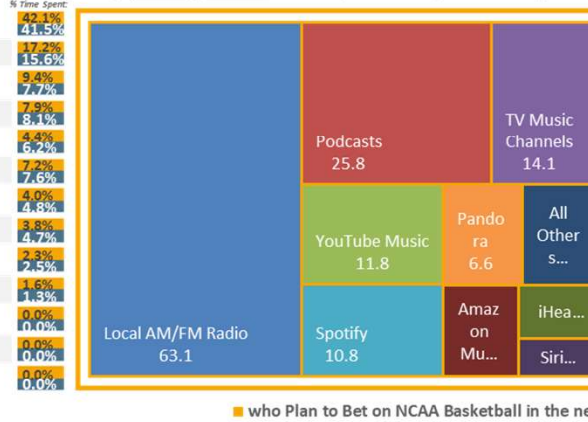
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,068
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Scarborough R2 2025: Sep24-Aug25 USA Projection

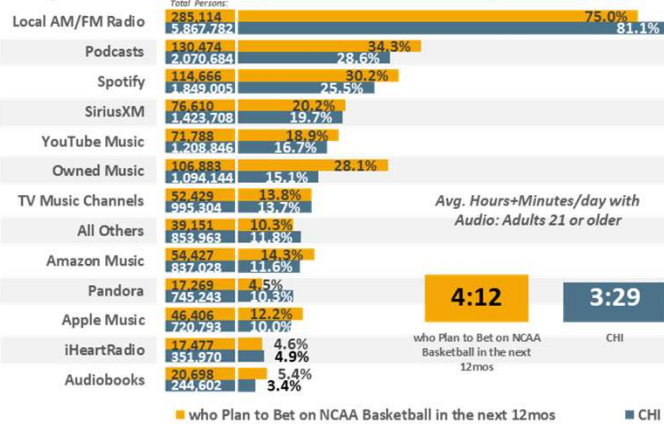
soefa.ai Share of Everything for Anything

Sports betting - sports plan to bet on next 12 months: NCAA basketball

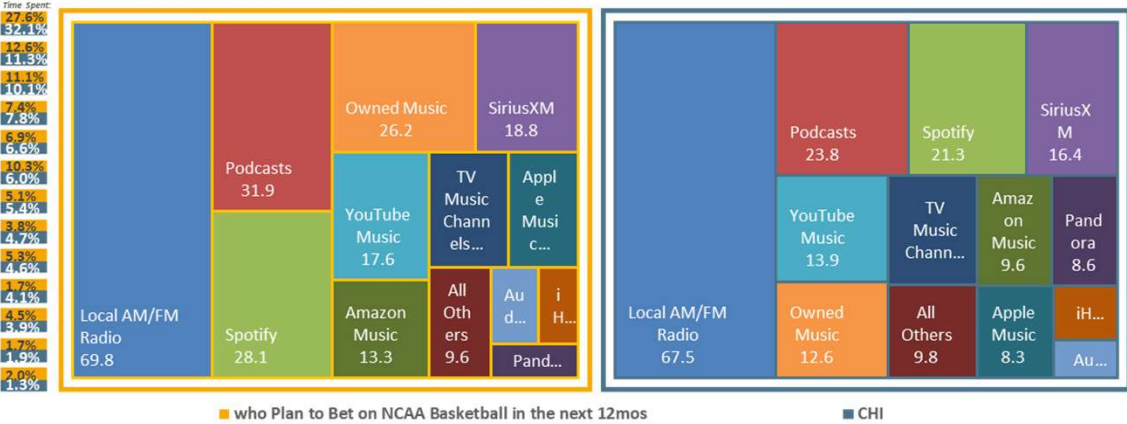


270,178 or 71.1% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

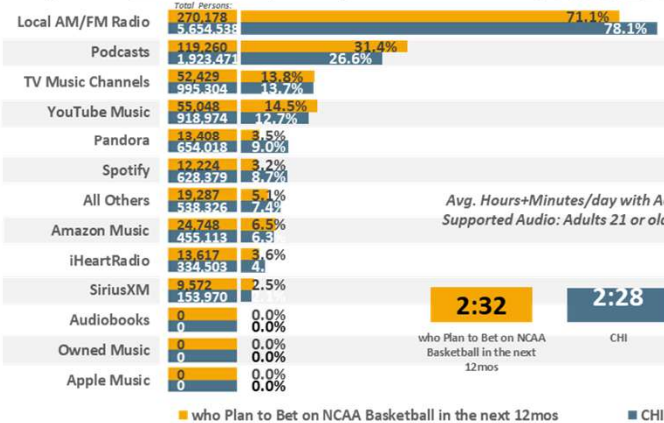
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



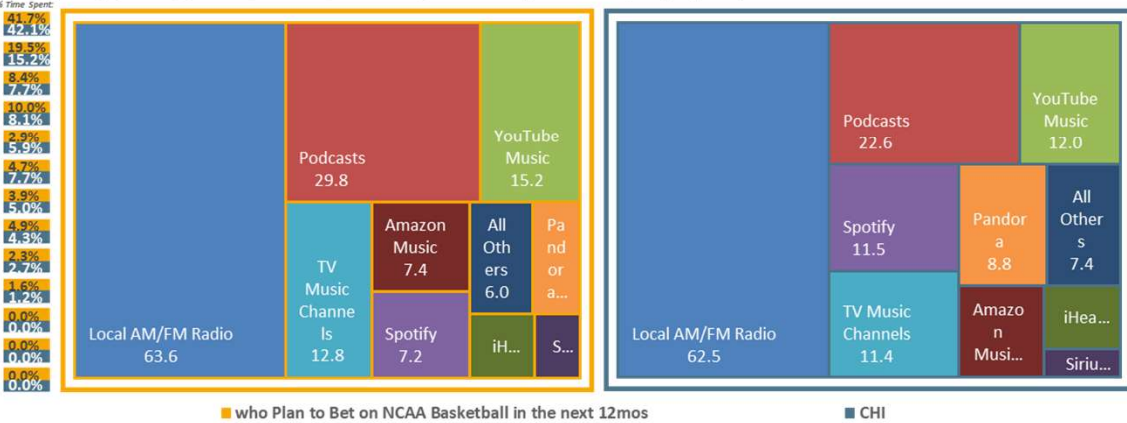
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



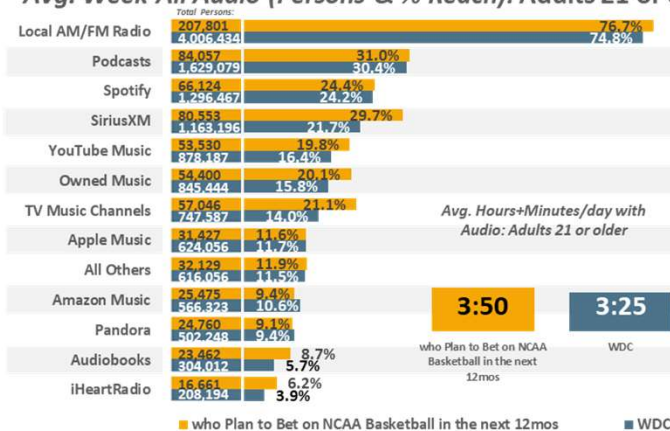
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



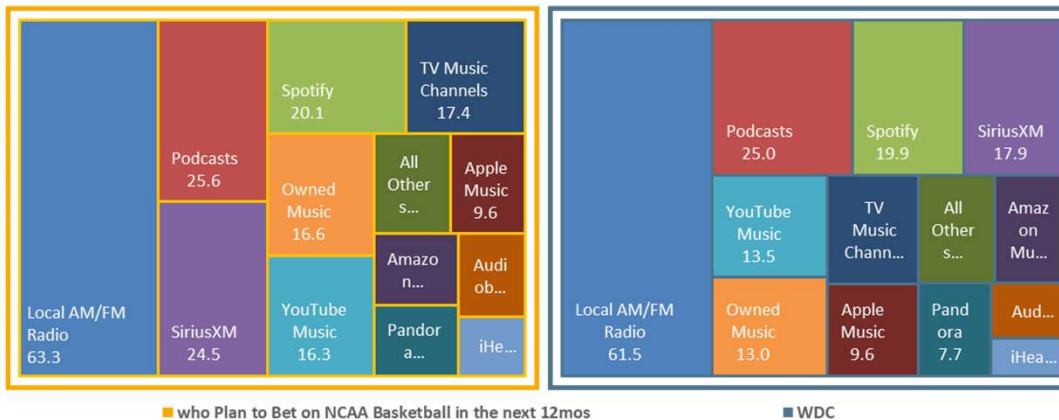


198,242 or 73.2% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59. minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

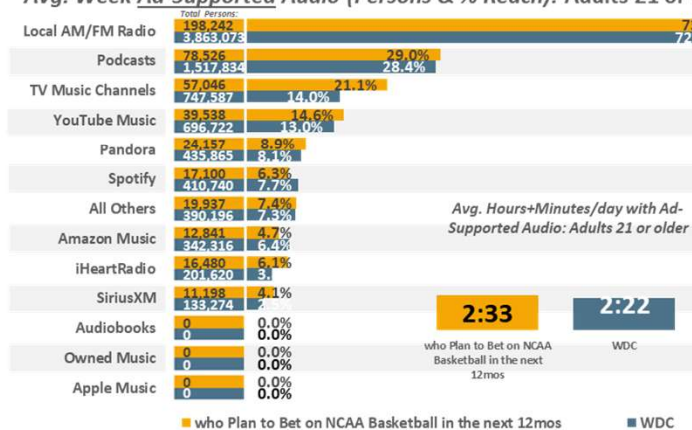
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



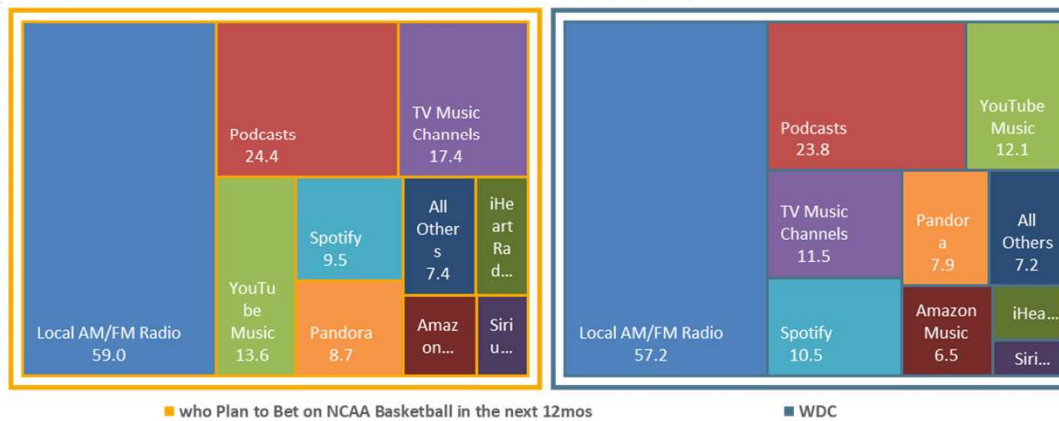
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



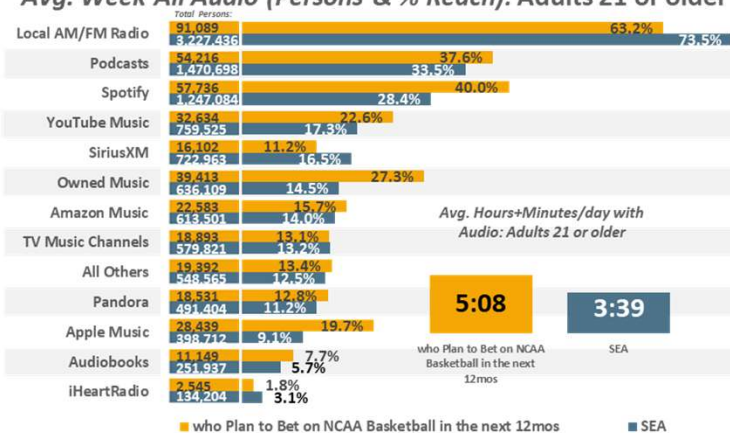
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



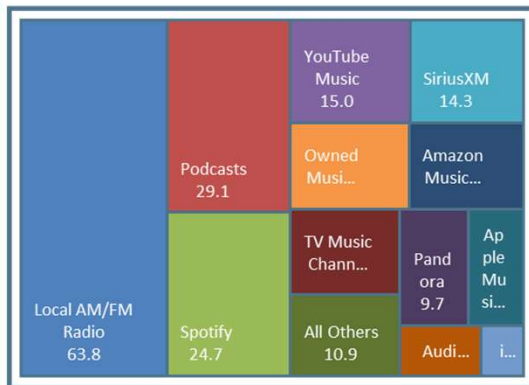
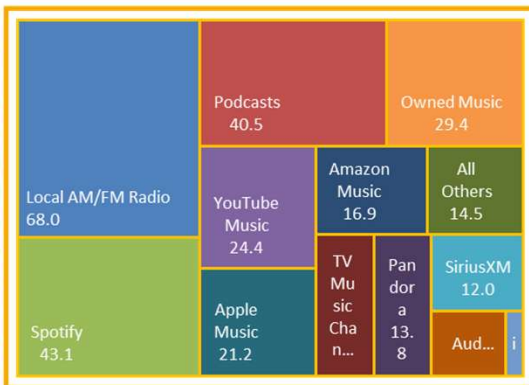


86,366 or 59.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.

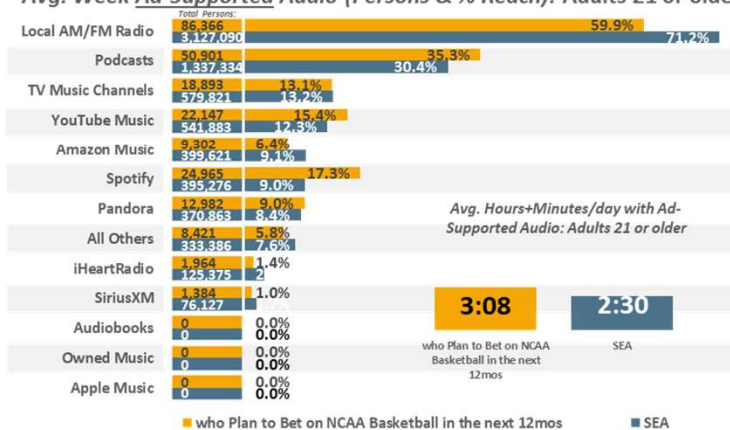
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



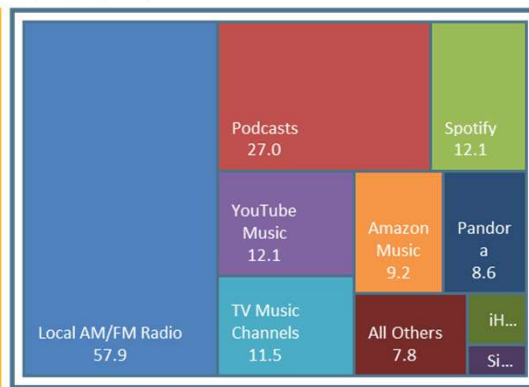
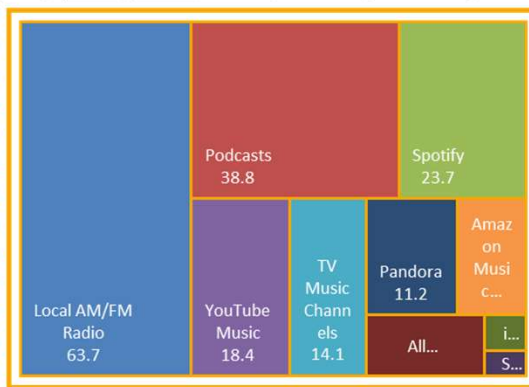
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older



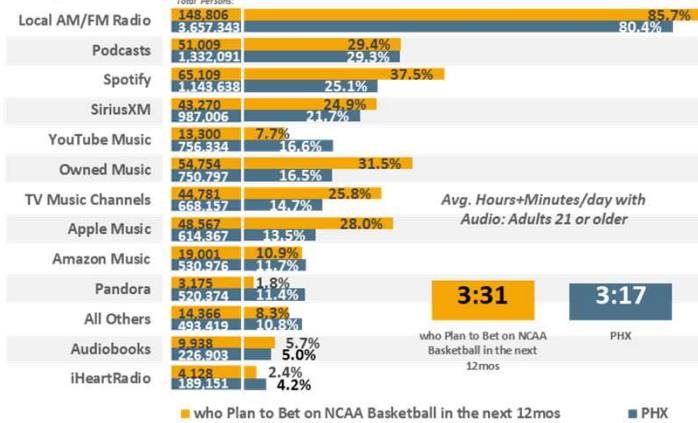
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



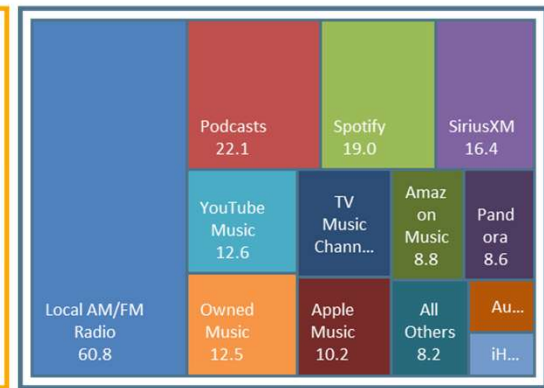
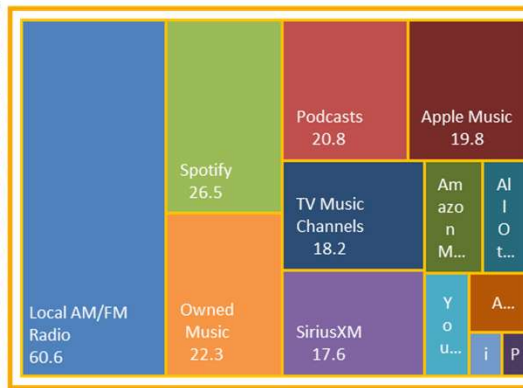


145,296 or 83.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.3 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.

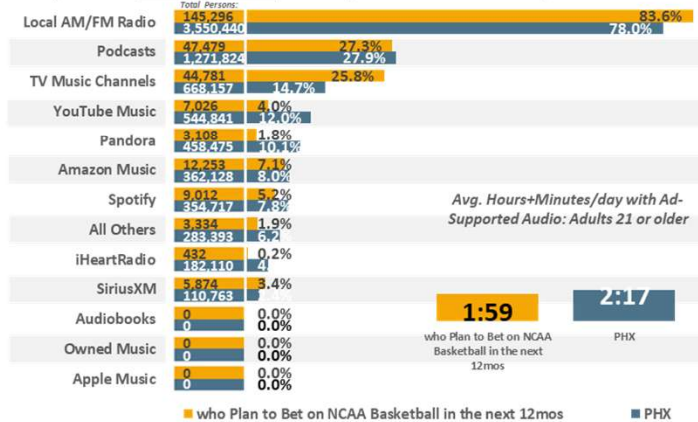
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



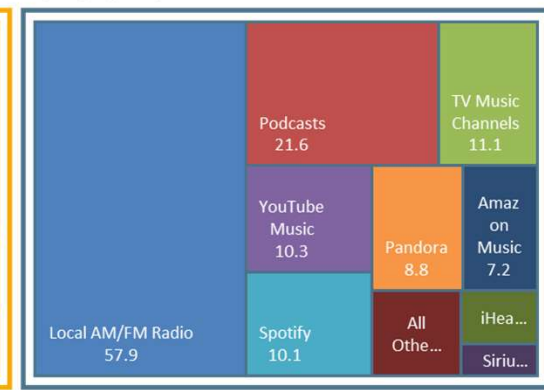
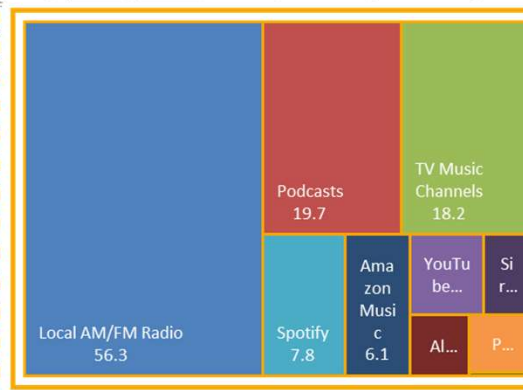
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 21 or older

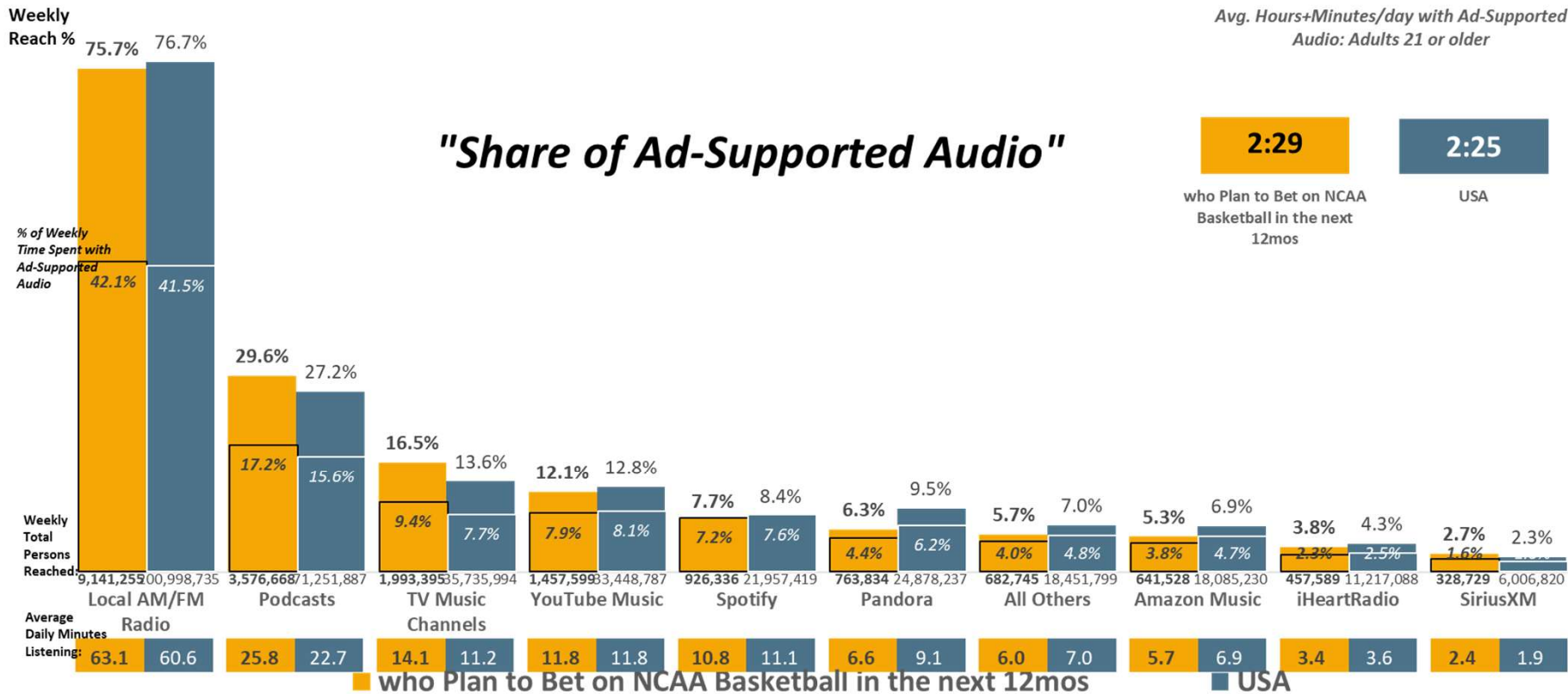


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



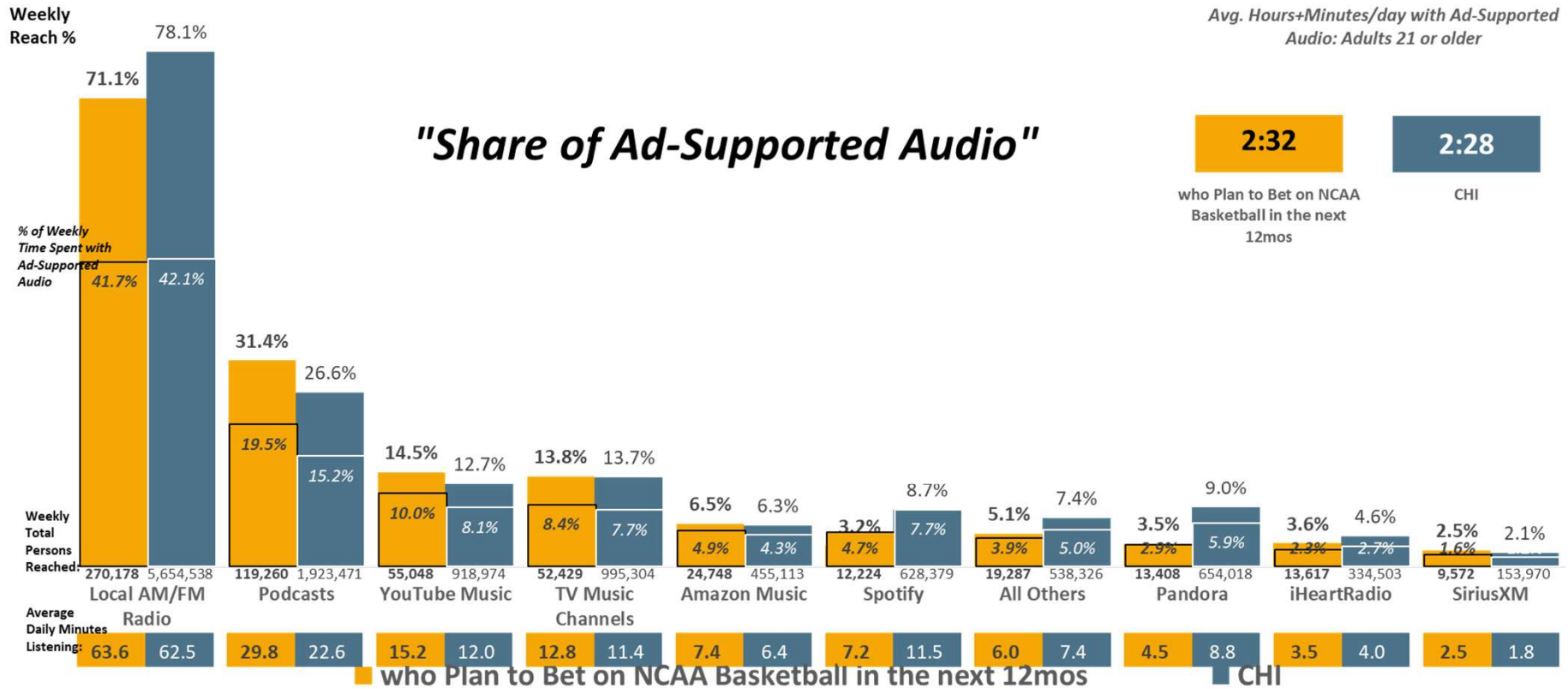


9,141,255 or 75.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.



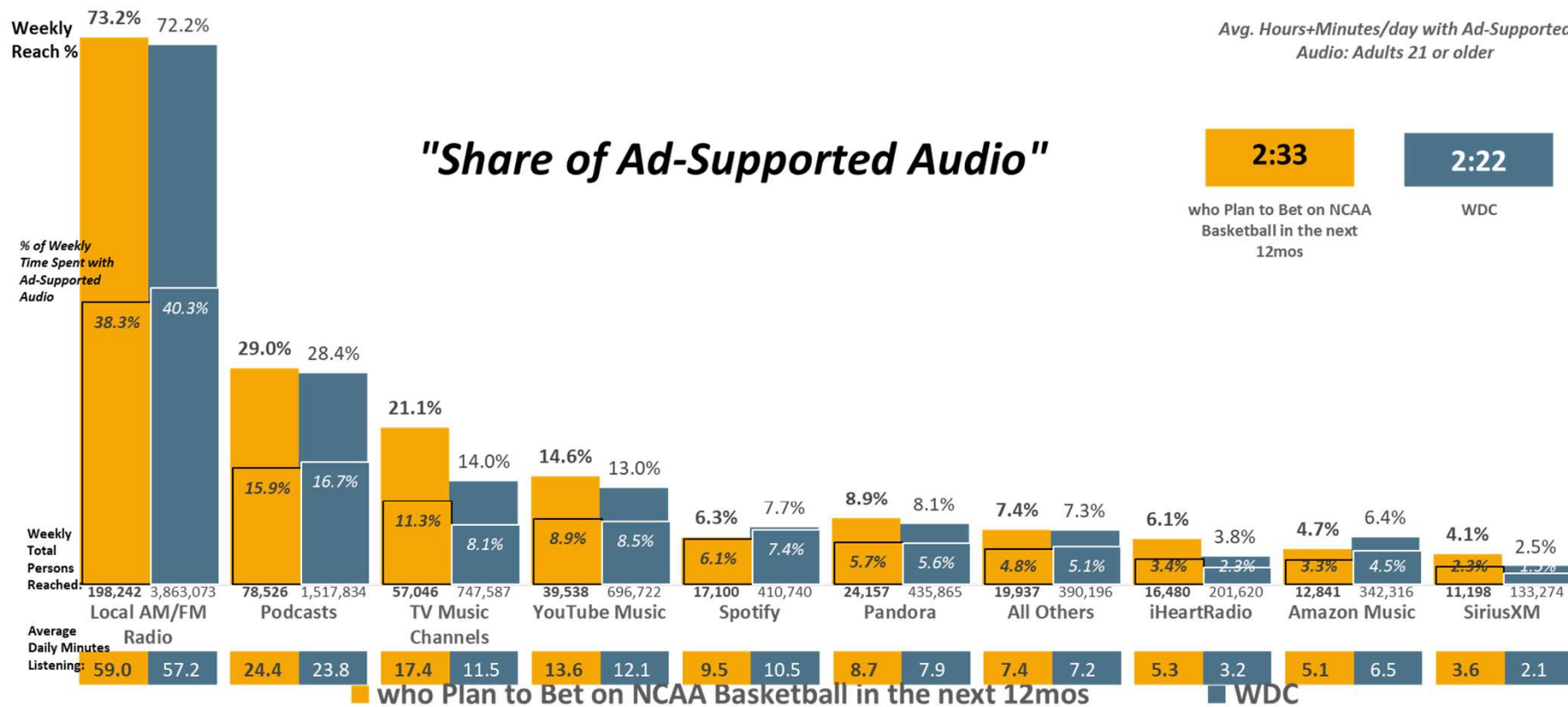


270,178 or 71.1% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



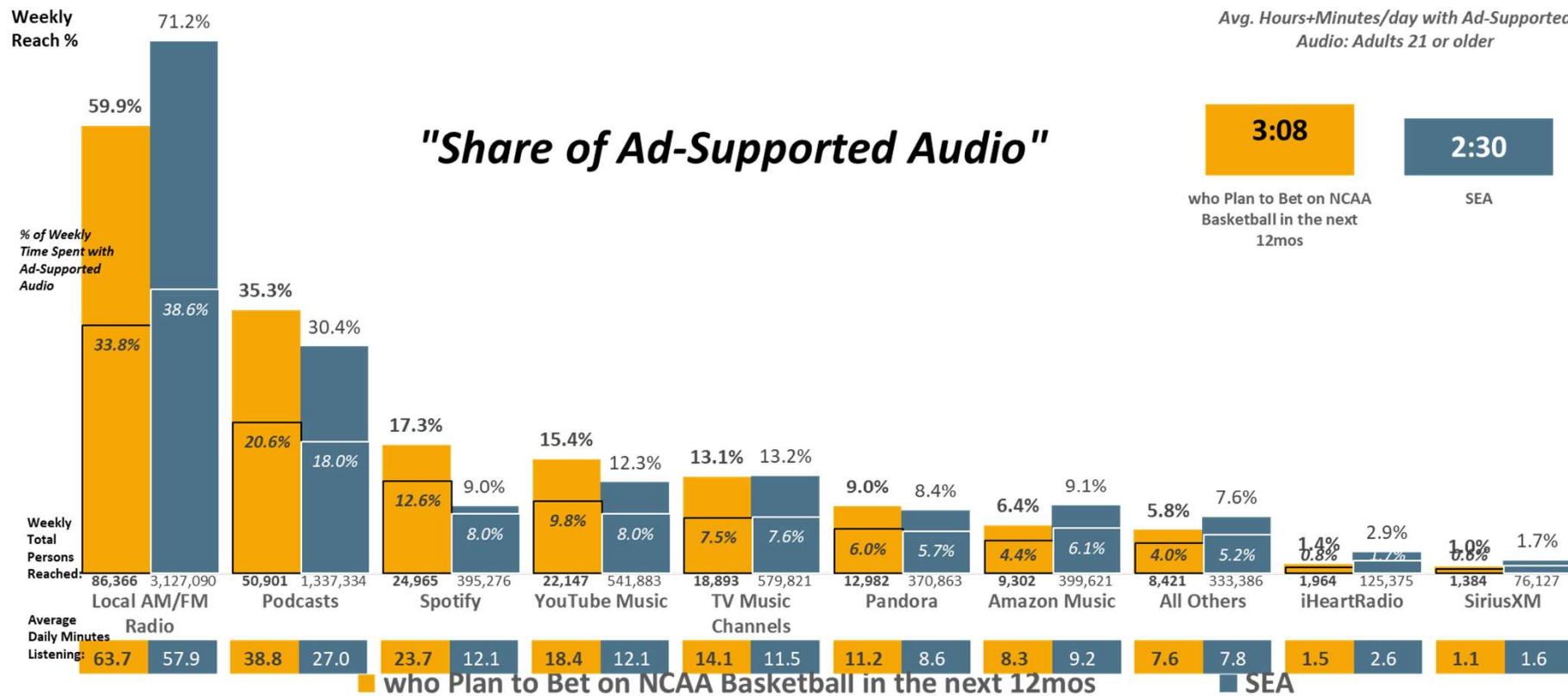


198,242 or 73.2% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59. minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



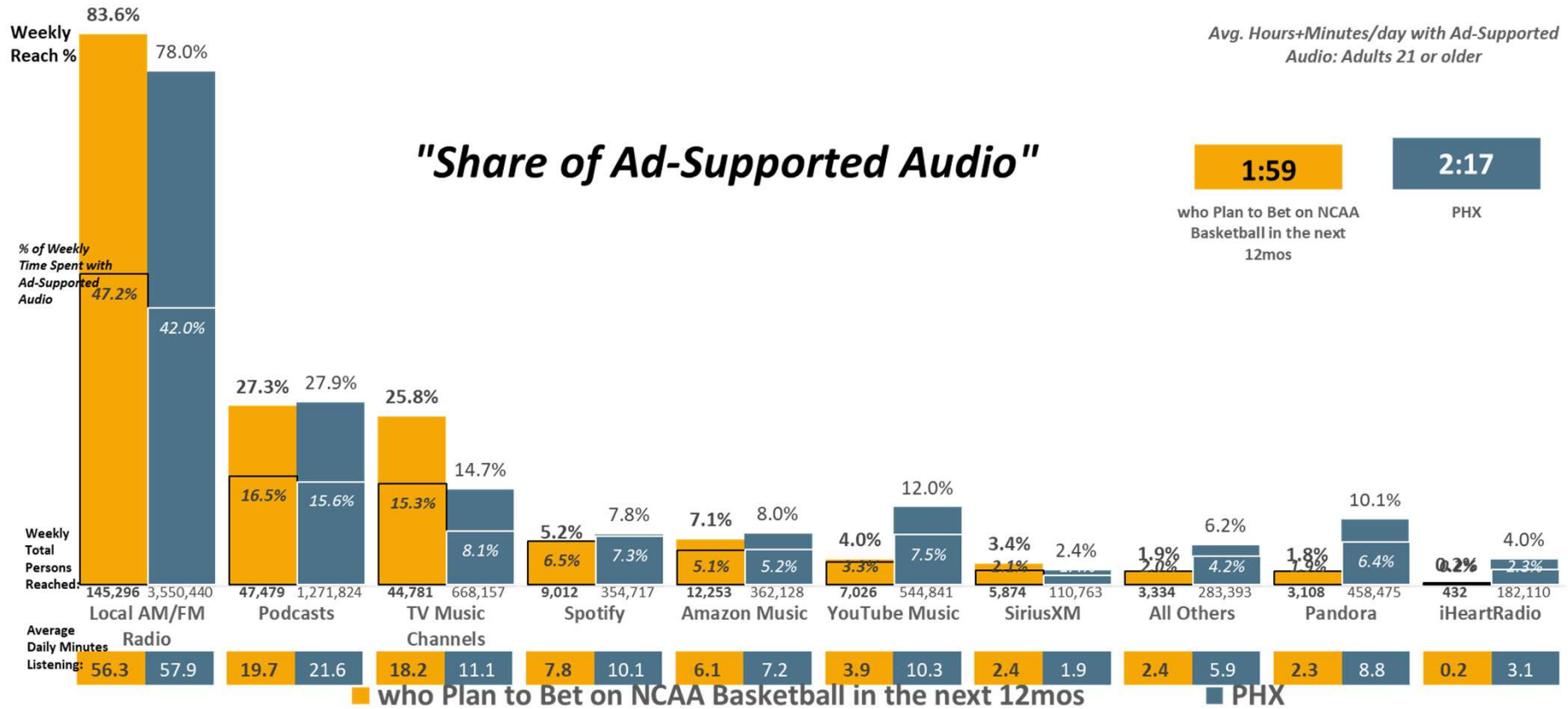


86,366 or 59.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.





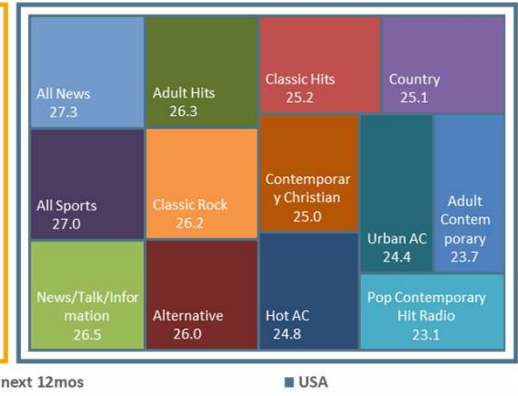
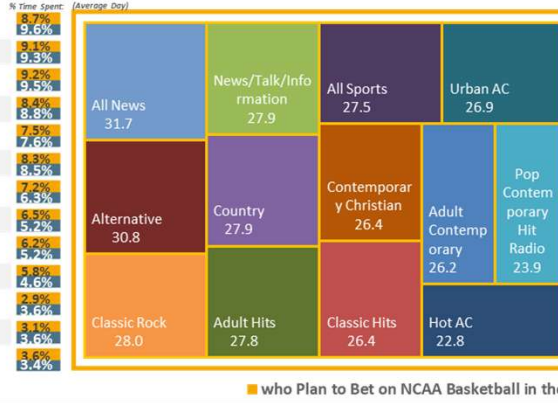
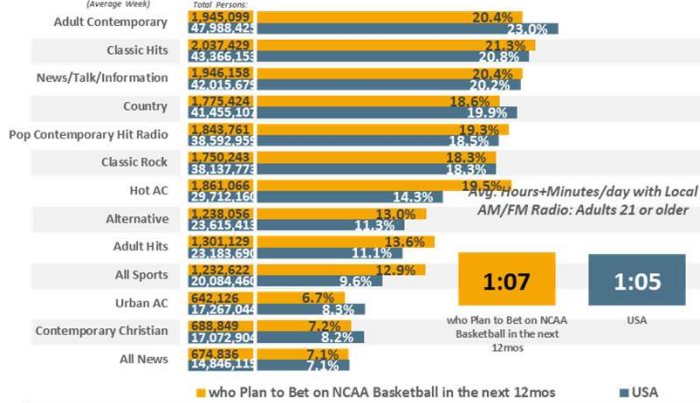
145,296 or 83.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.3 minutes every day representing 47.2% of all time spent daily with Ad-Supported Audio.



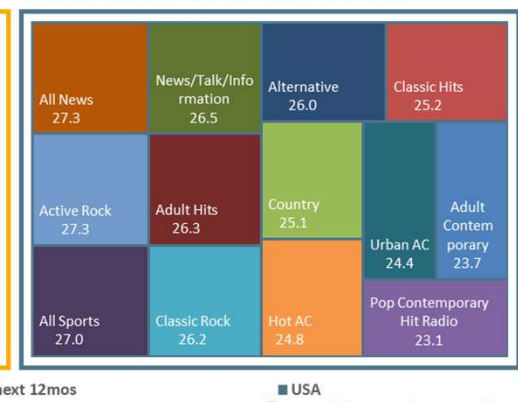
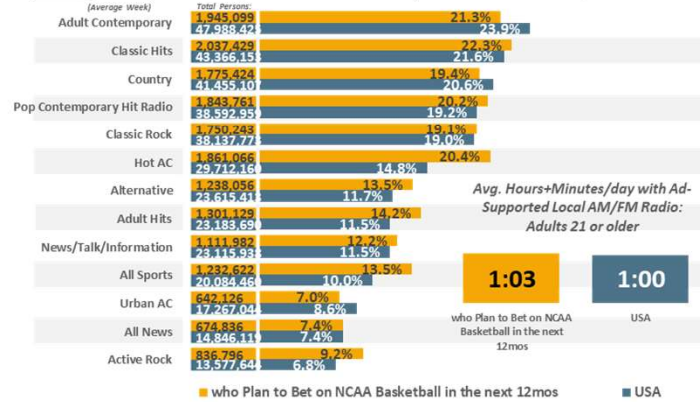


9,141,255 or 75.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Hot AC, Pop Contemporary Hit Radio, and Country.

Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,068
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

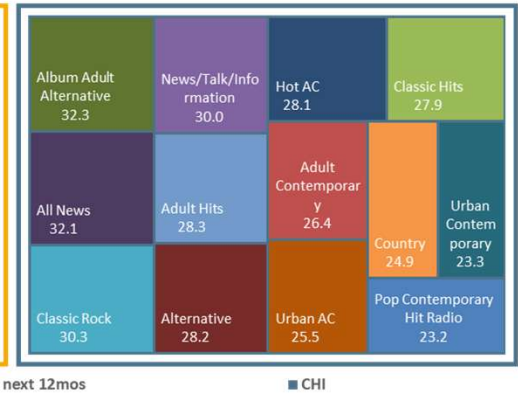
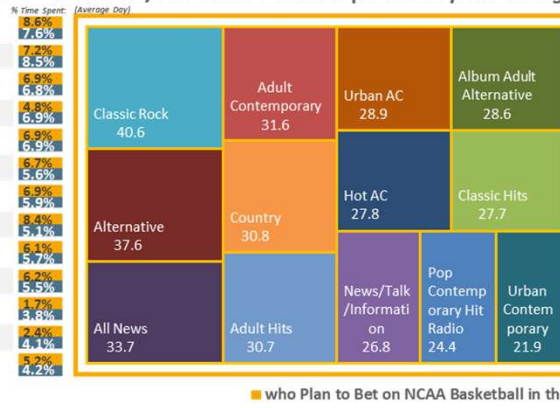
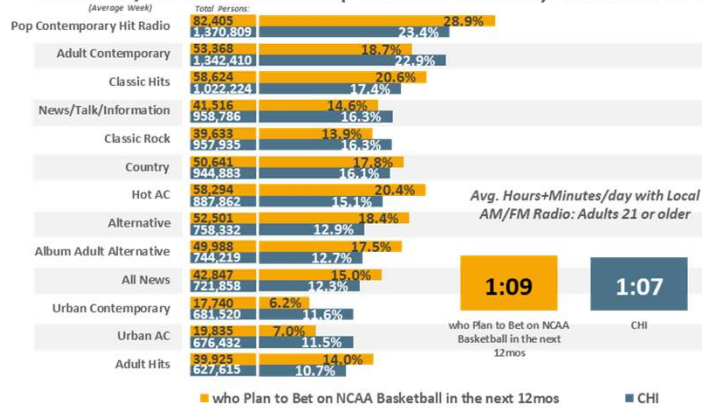
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Sports betting - sports plan to bet on next 12 months: NCAA basketball

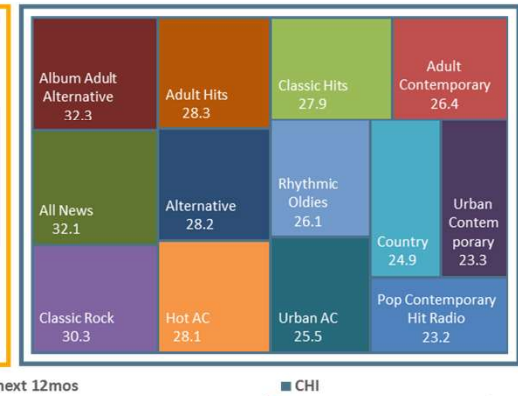
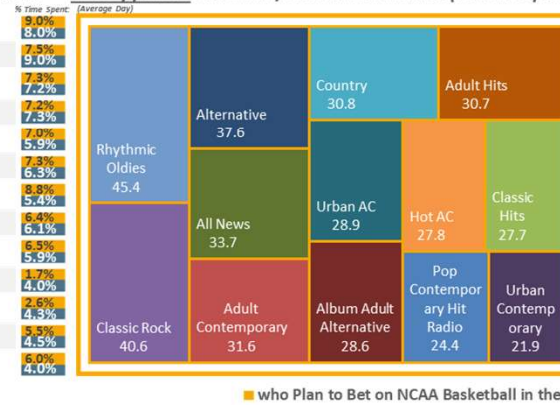
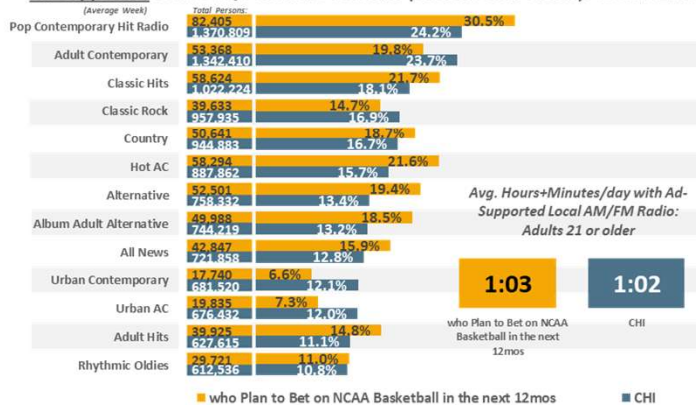


270,178 or 71.1% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Hot AC, Adult Contemporary, and Alternative.

Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



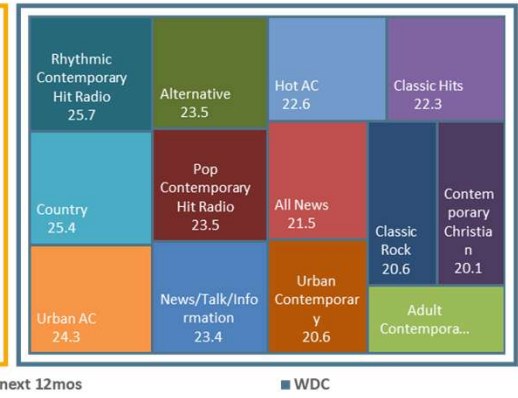
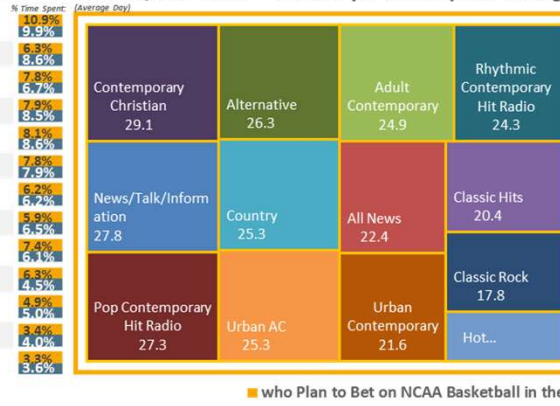
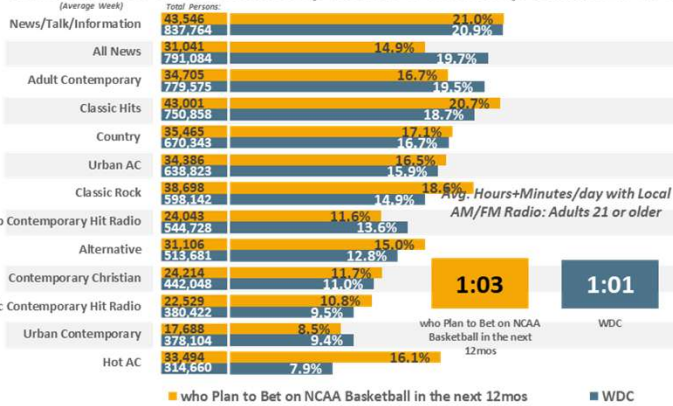
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



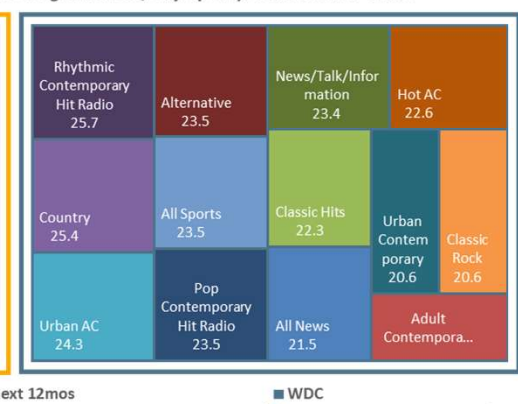
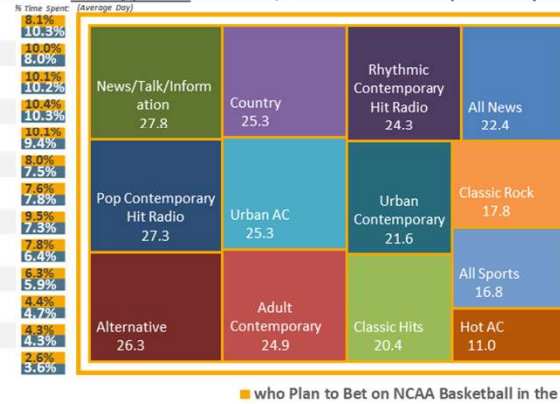
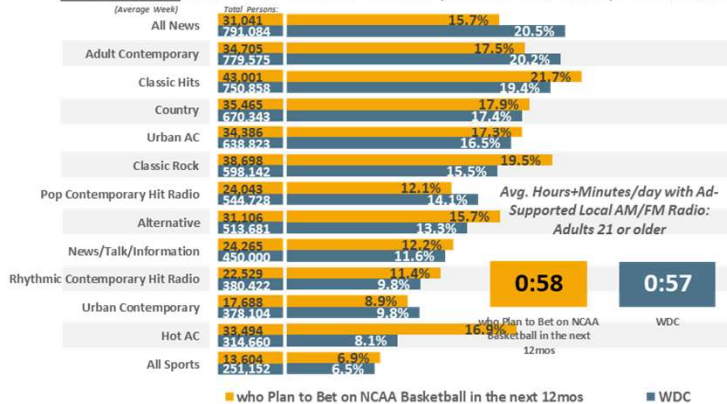


198,242 or 73.2% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Country, Adult Contemporary, and Urban AC.

Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



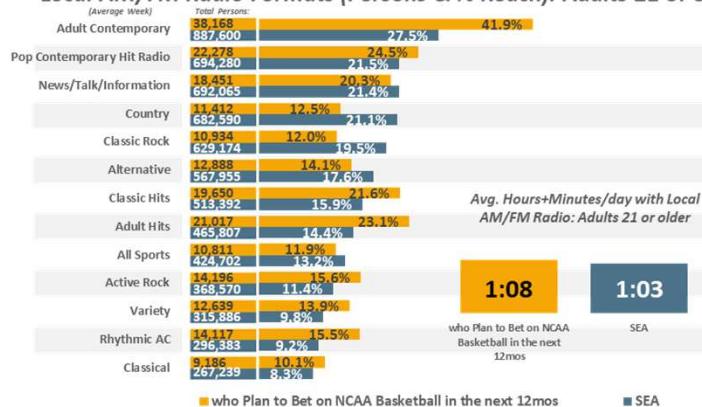
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



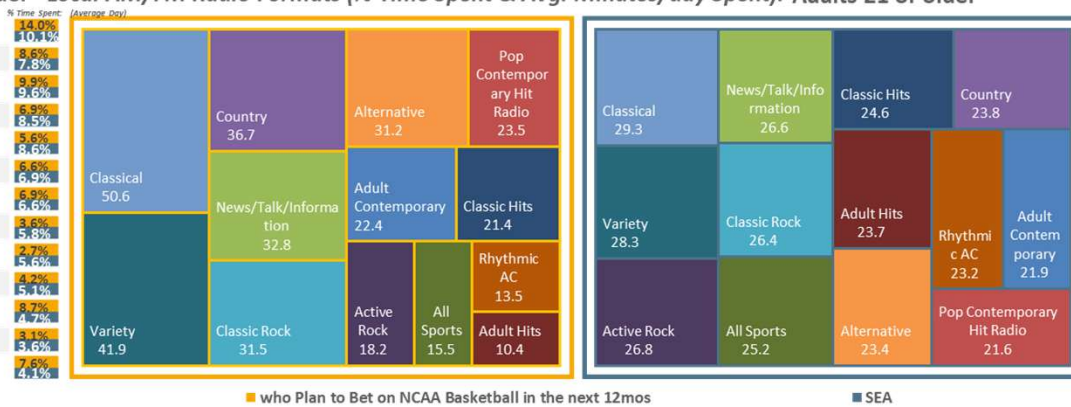


86,366 or 59.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Adult Hits, Classic Hits, and Active Rock.

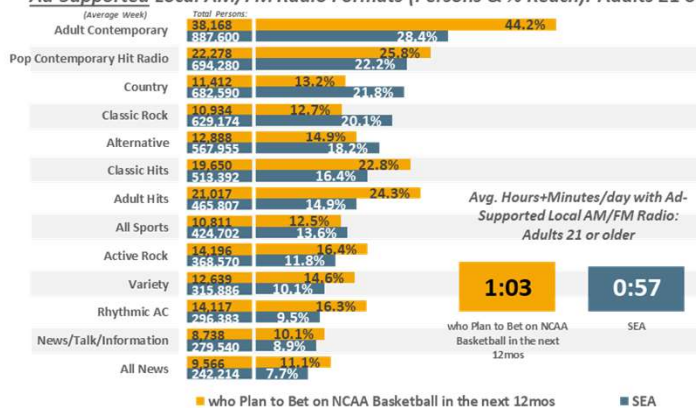
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



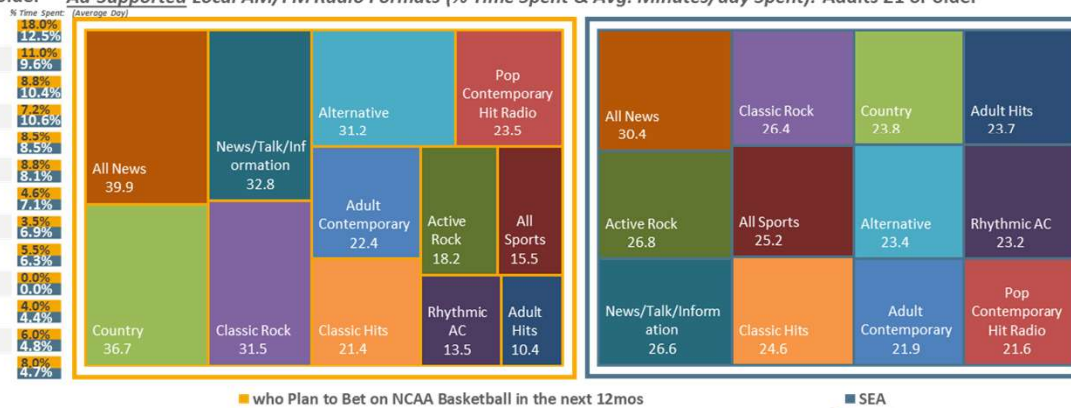
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

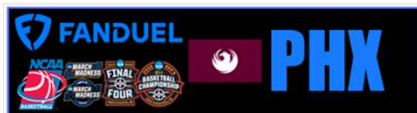


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



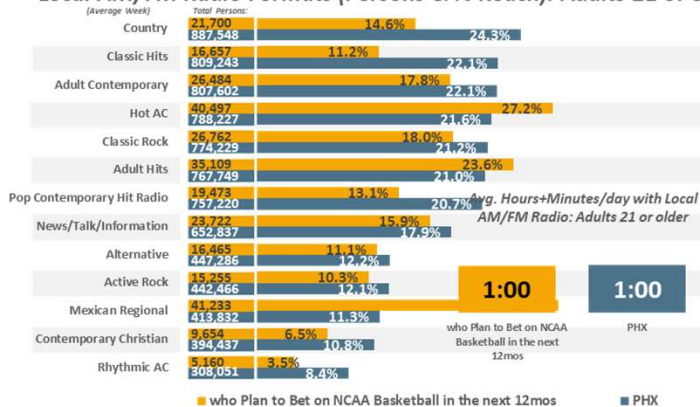
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



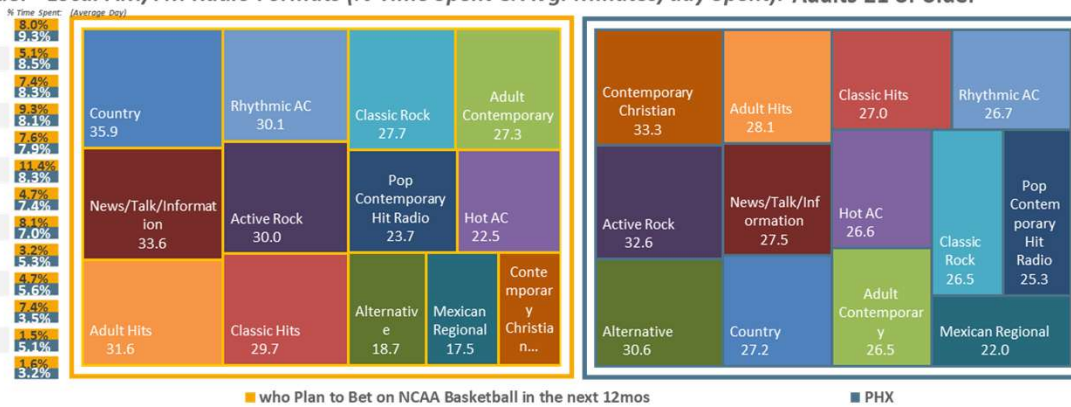


145,296 or 83.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Mexican Regional, Hot AC, Spanish Adult Hits, Adult Hits, and Classic Rock.

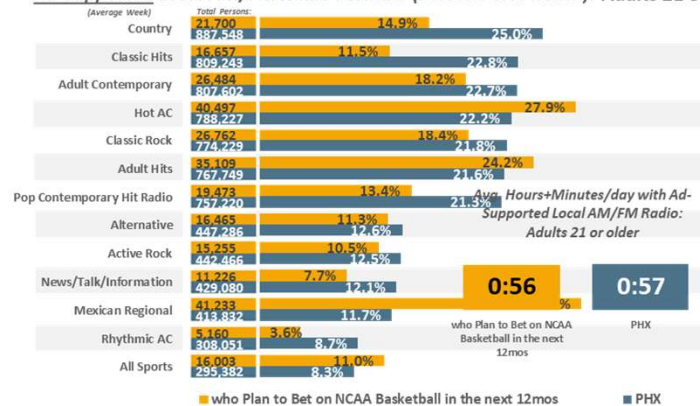
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



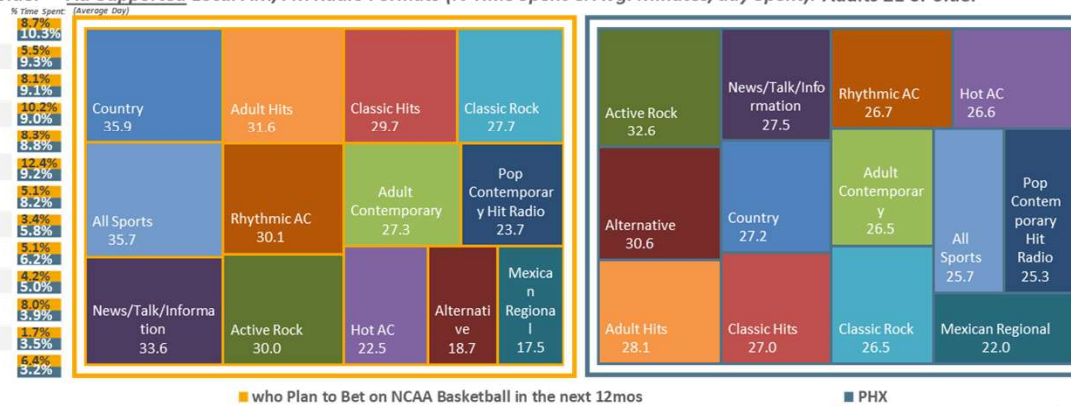
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

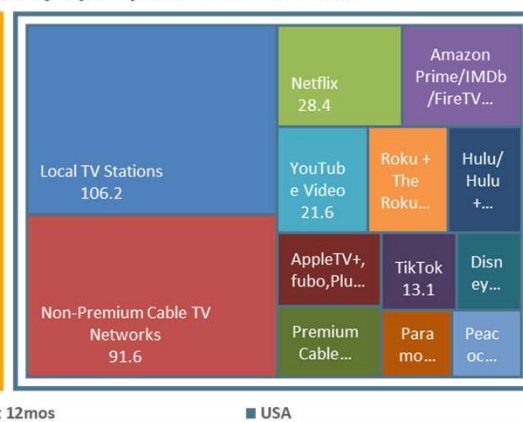
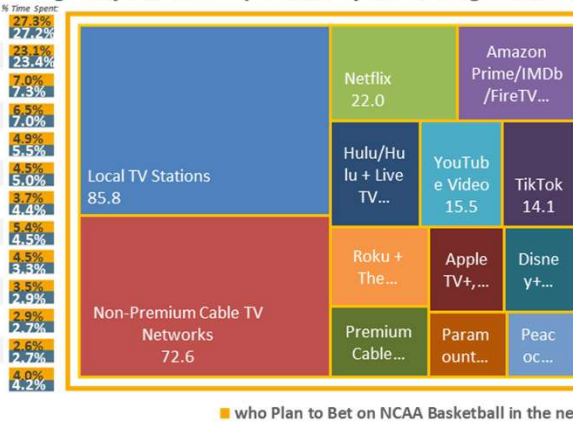
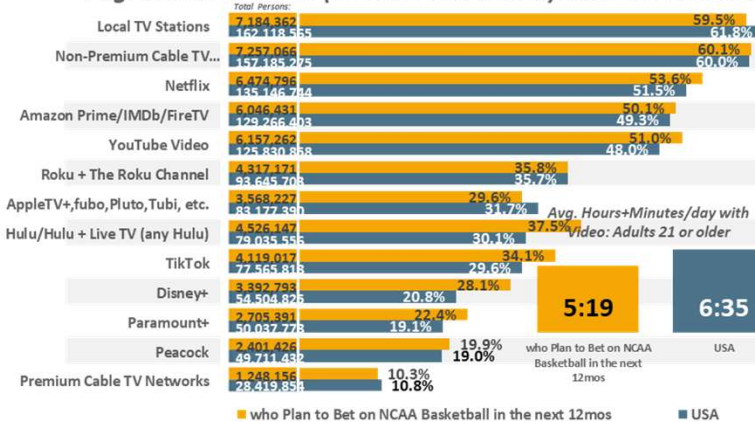




7,110,691 or 58.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 82.1 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

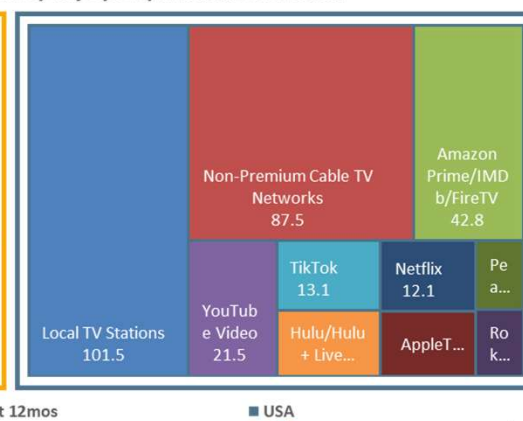
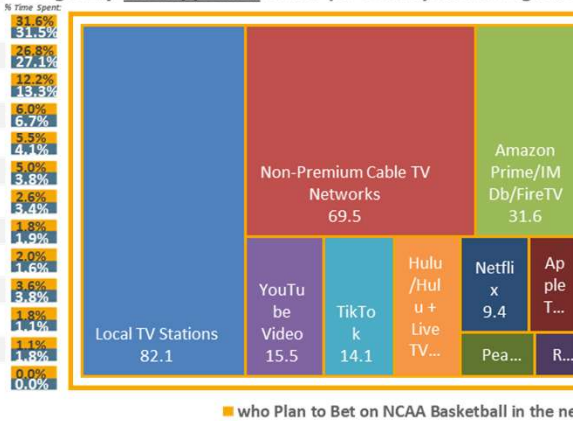
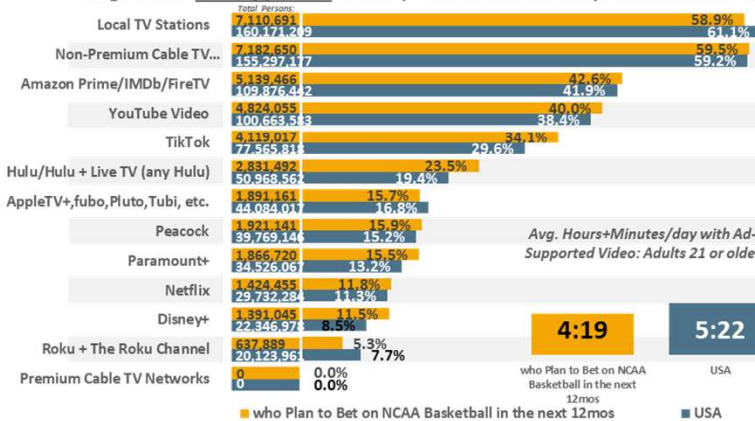
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

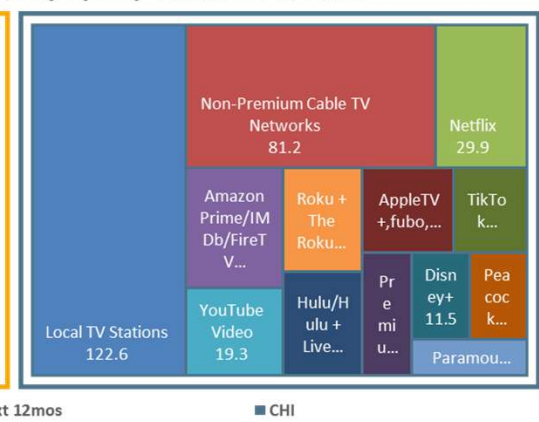
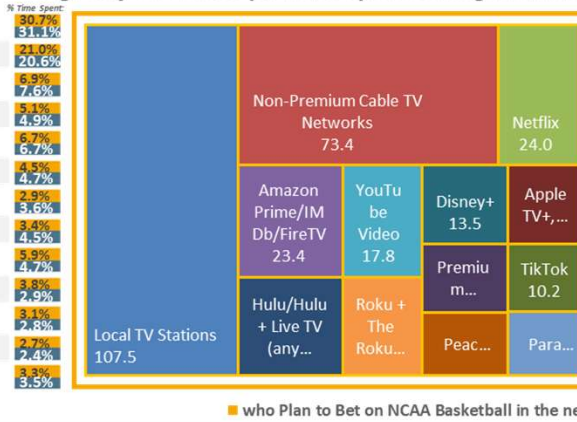
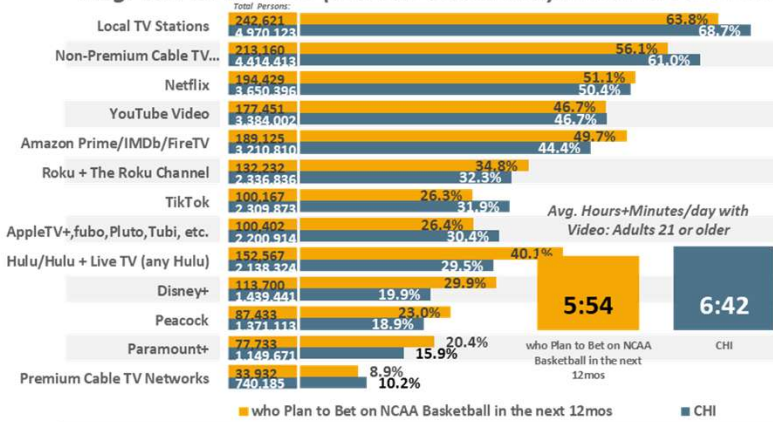




238,594 or 62.8% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 101.5 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

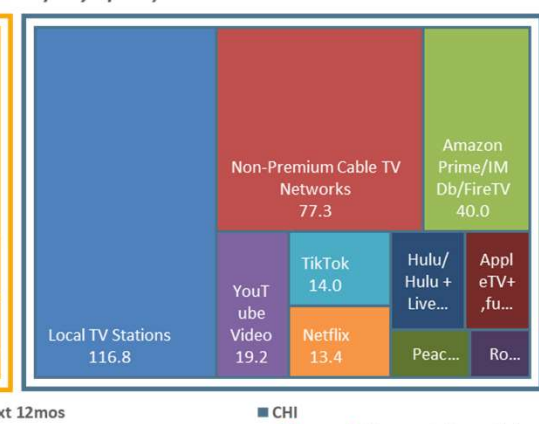
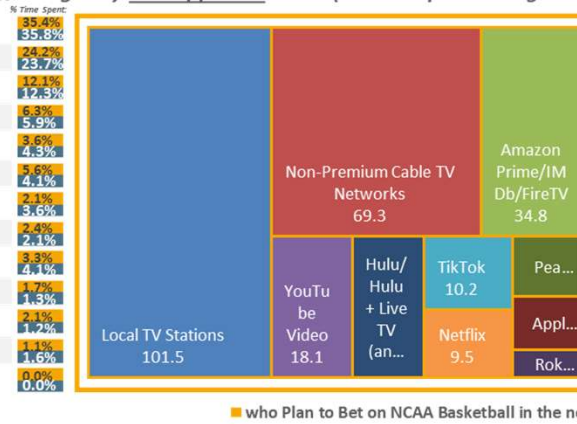
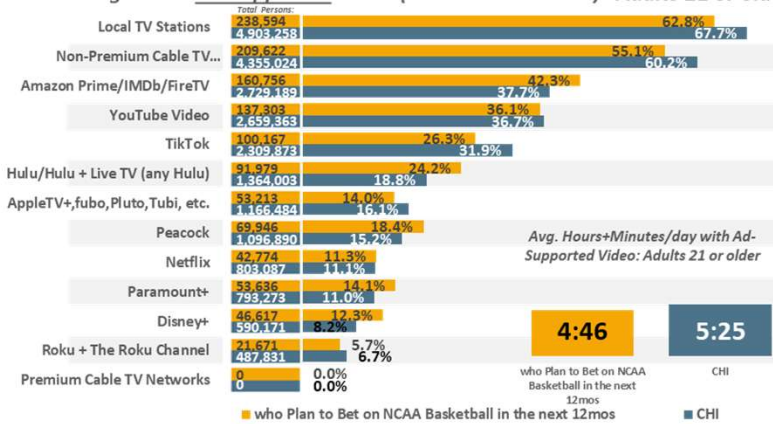
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

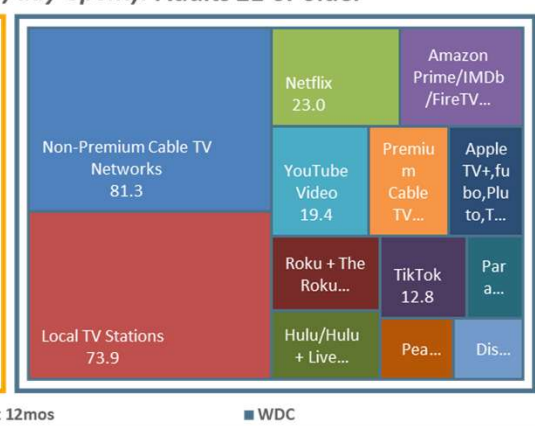
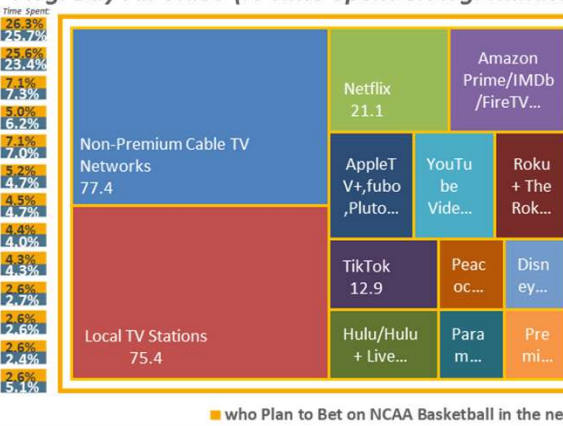
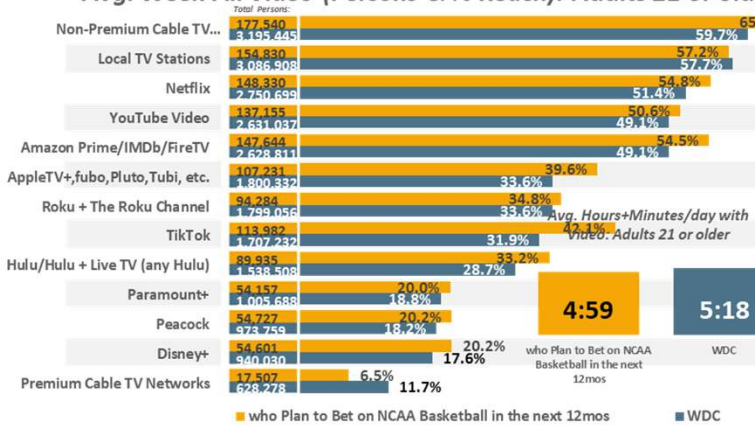




153,065 or 56.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 72. minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

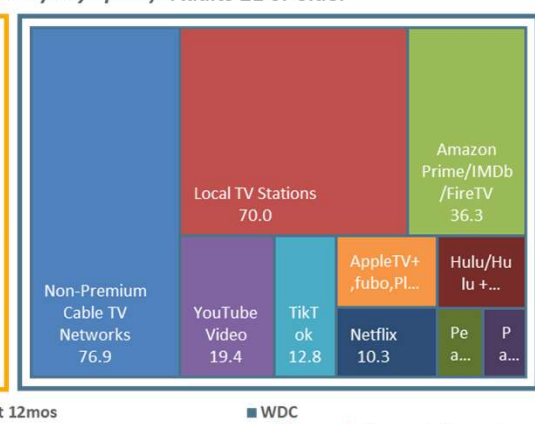
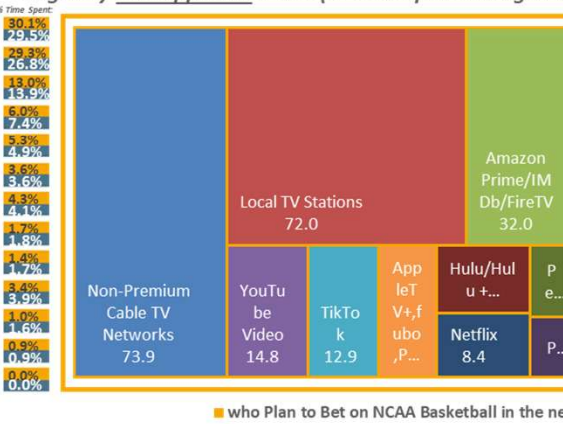
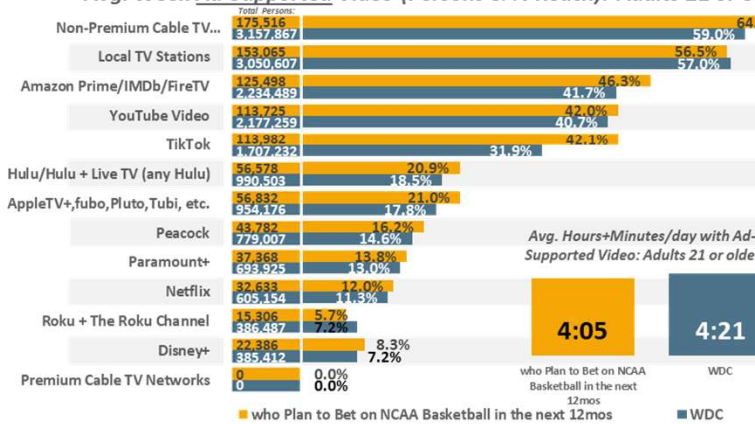
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

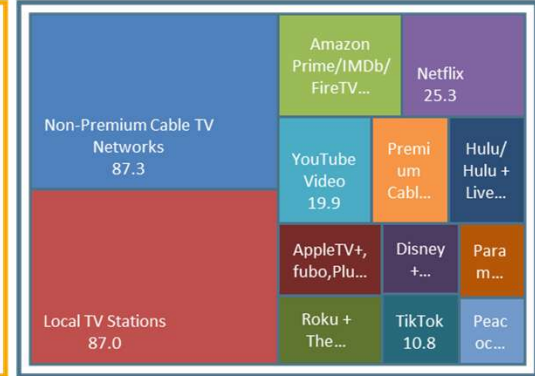
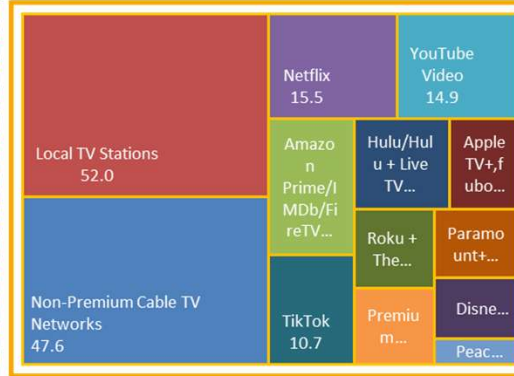
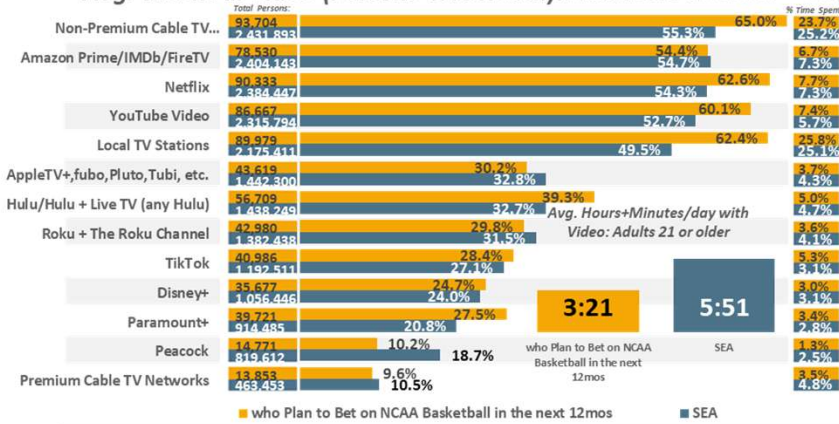




89,707 or 62.2% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 49.8 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

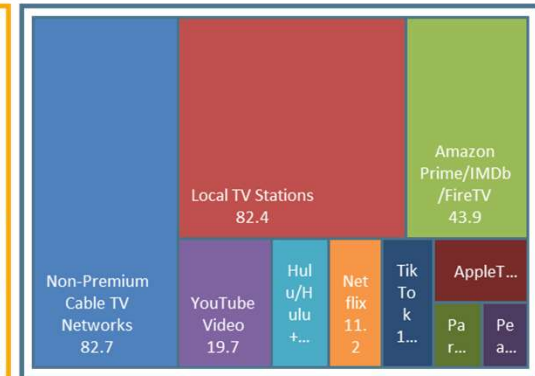
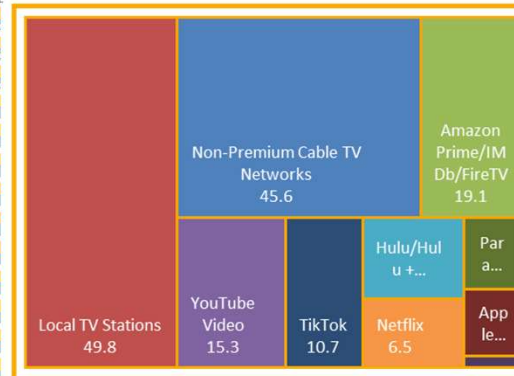
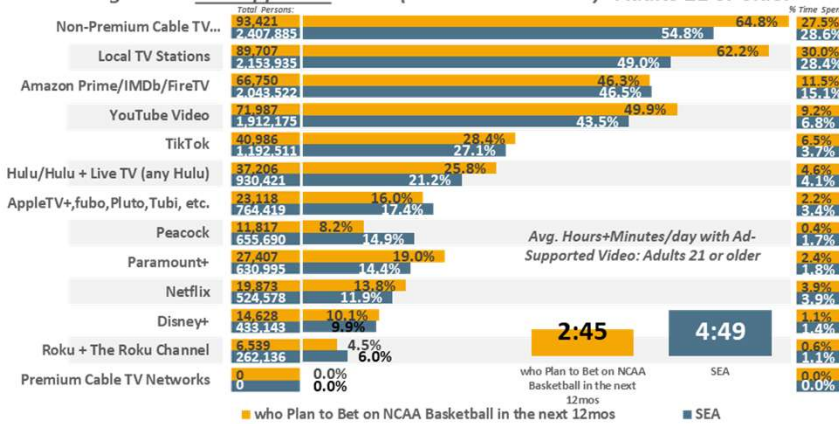
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

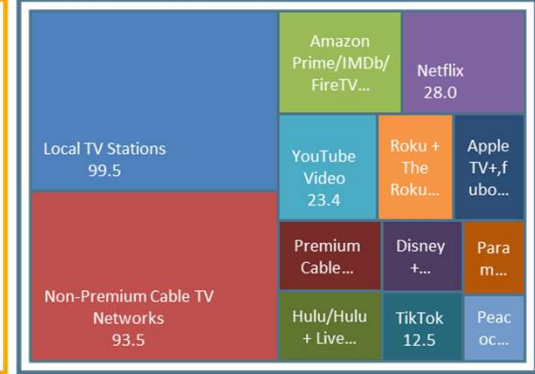
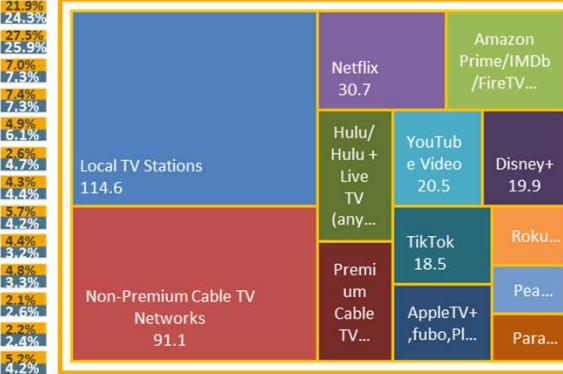
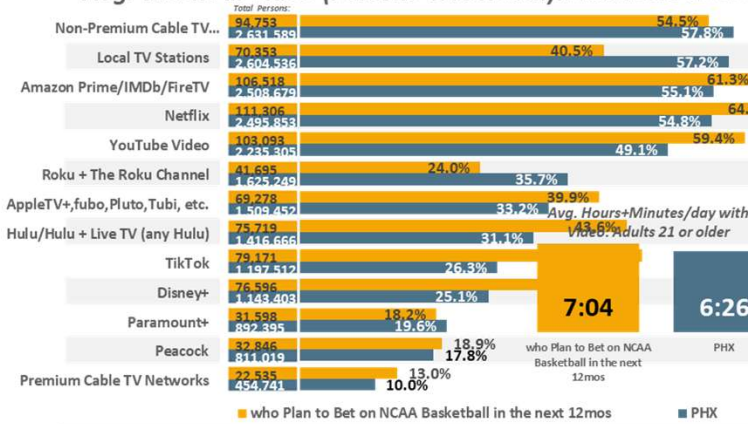




69,444 or 40.% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

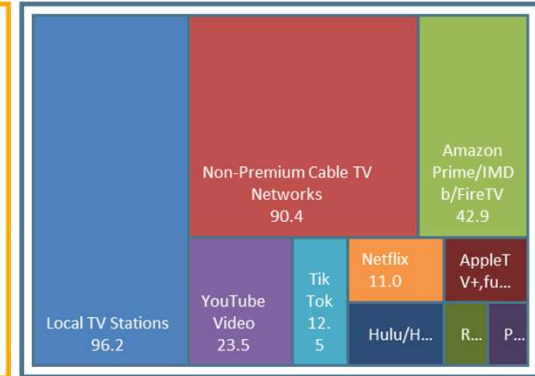
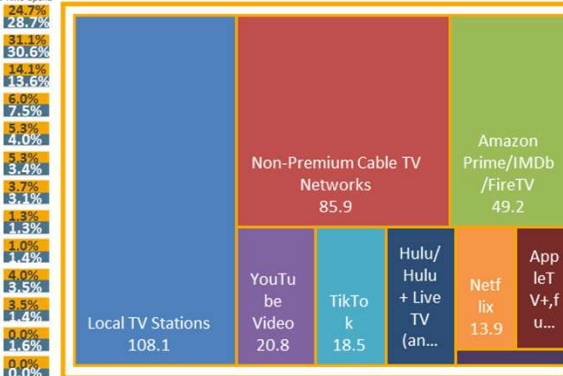
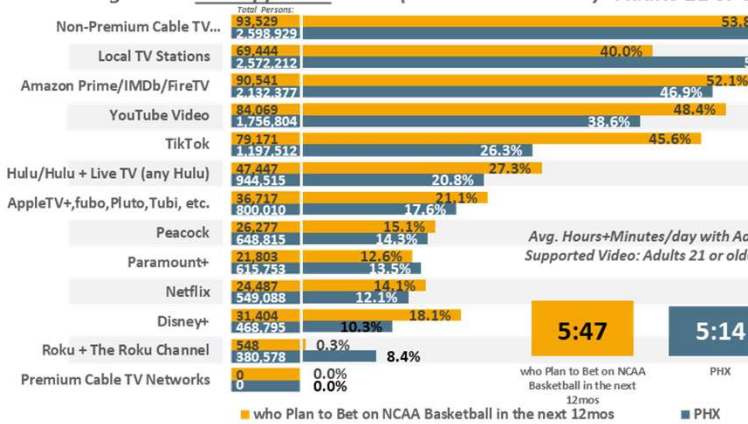
Avg. Week All Video (Persons & % Reach): Adults 21 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

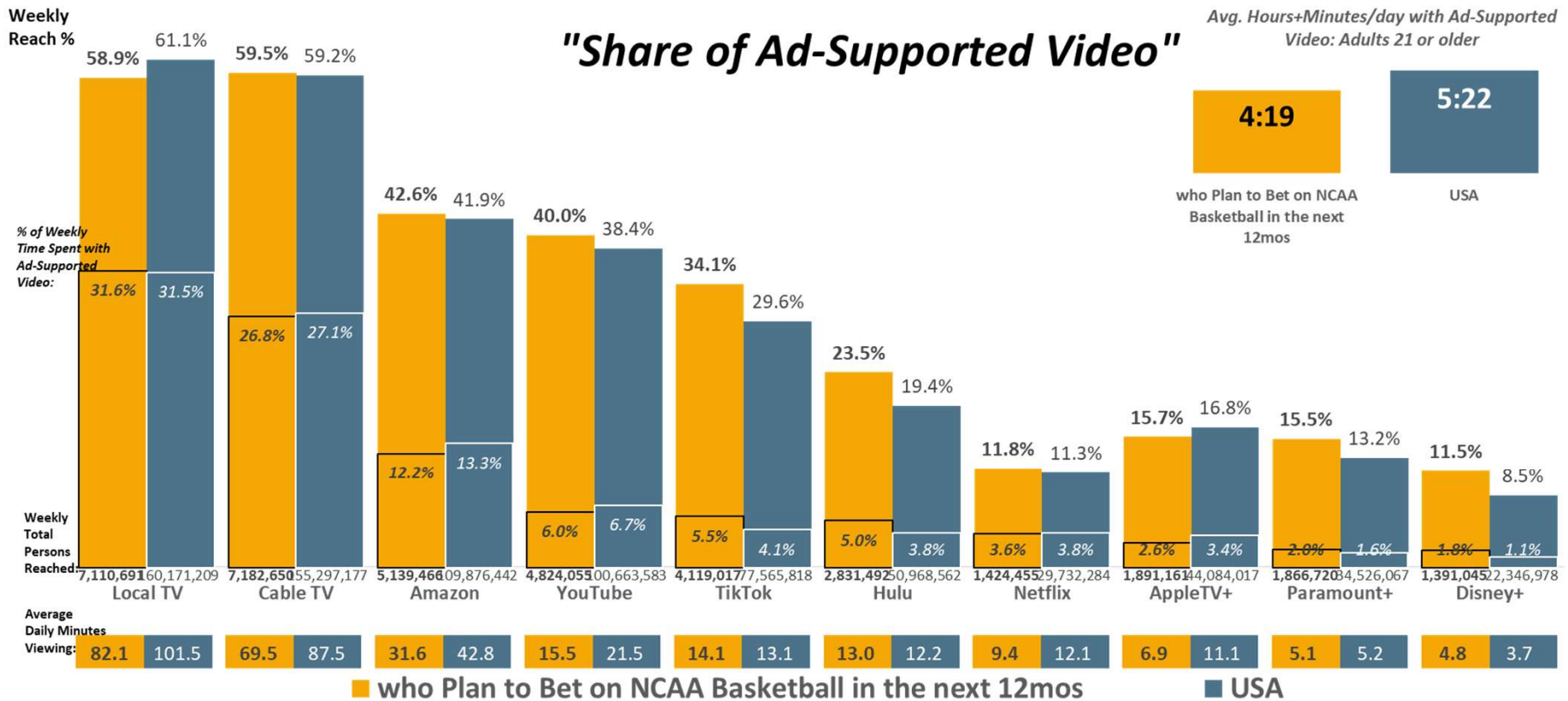
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





7,110,691 or 58.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 82.1 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

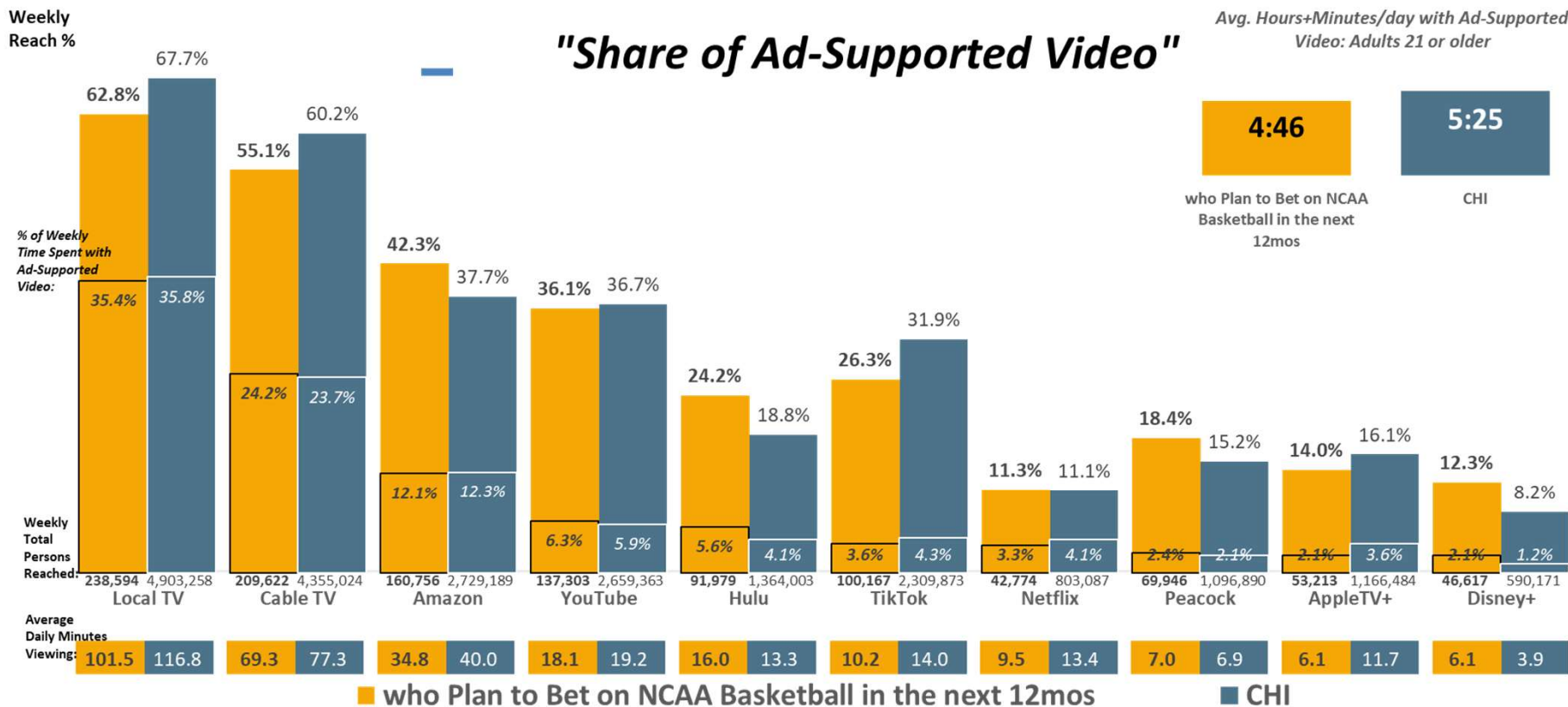
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Sports betting - sports plan to bet on next 12 months: NCAA basketball



238,594 or 62.8% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 101.5 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

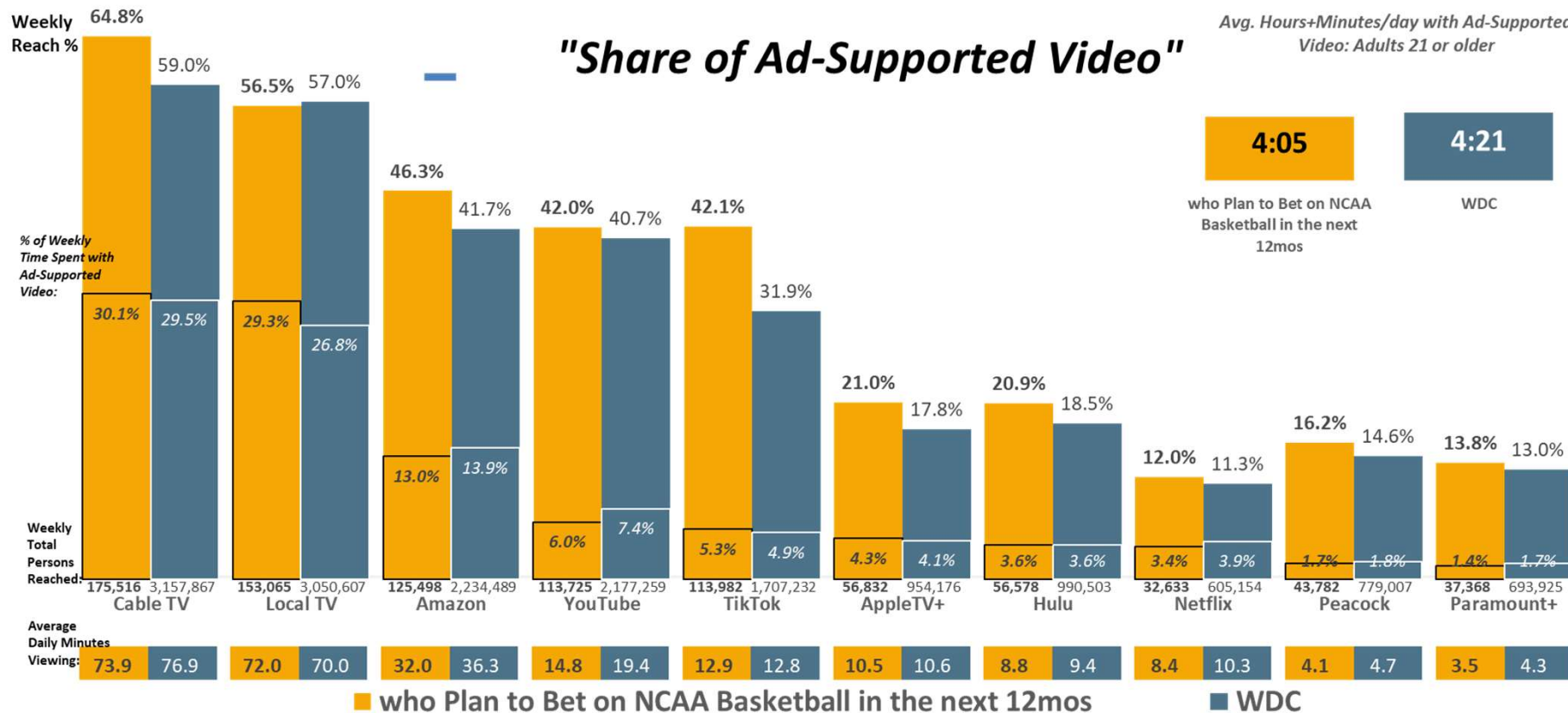
"Share of Ad-Supported Video"





153,065 or 56.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 72. minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

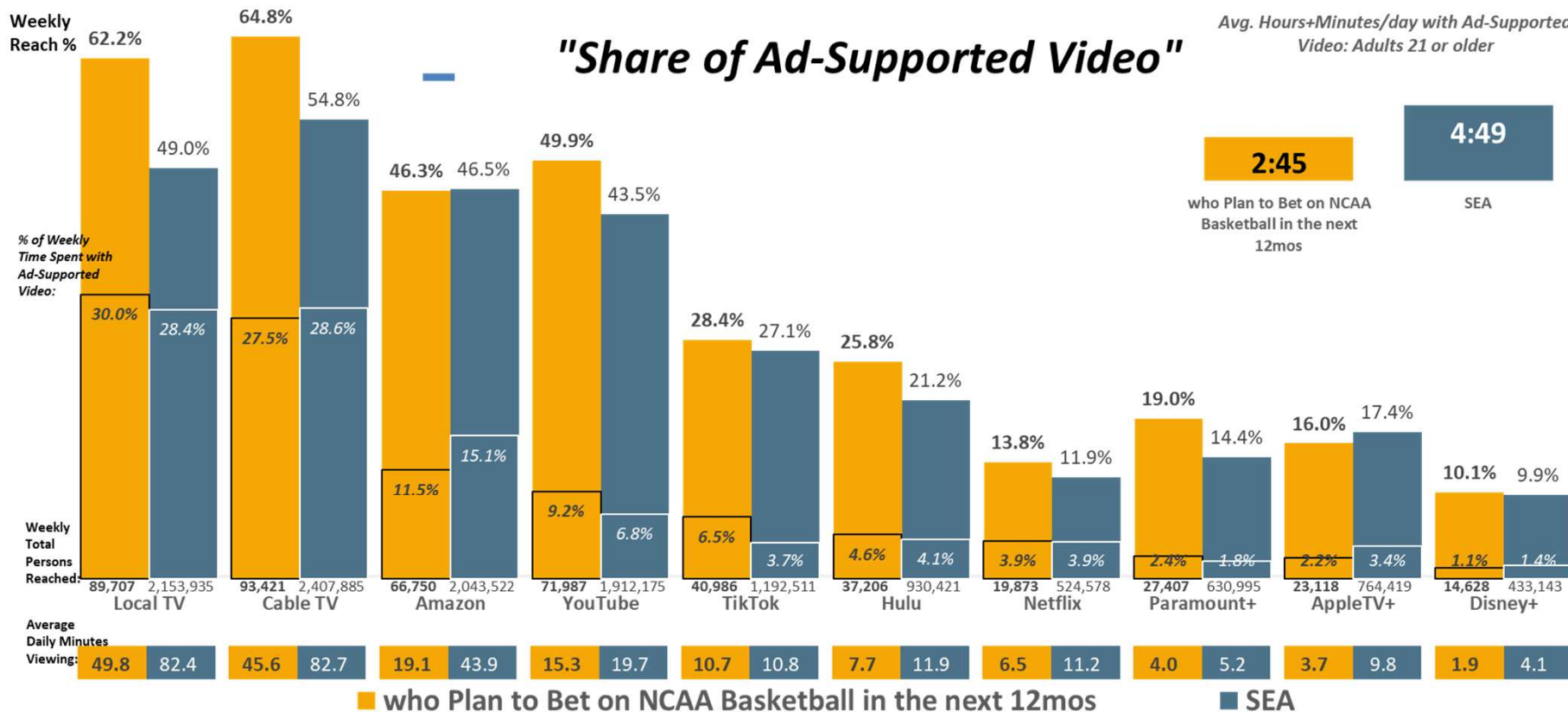
"Share of Ad-Supported Video"





89,707 or 62.2% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 49.8 minutes every day representing 30.0% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

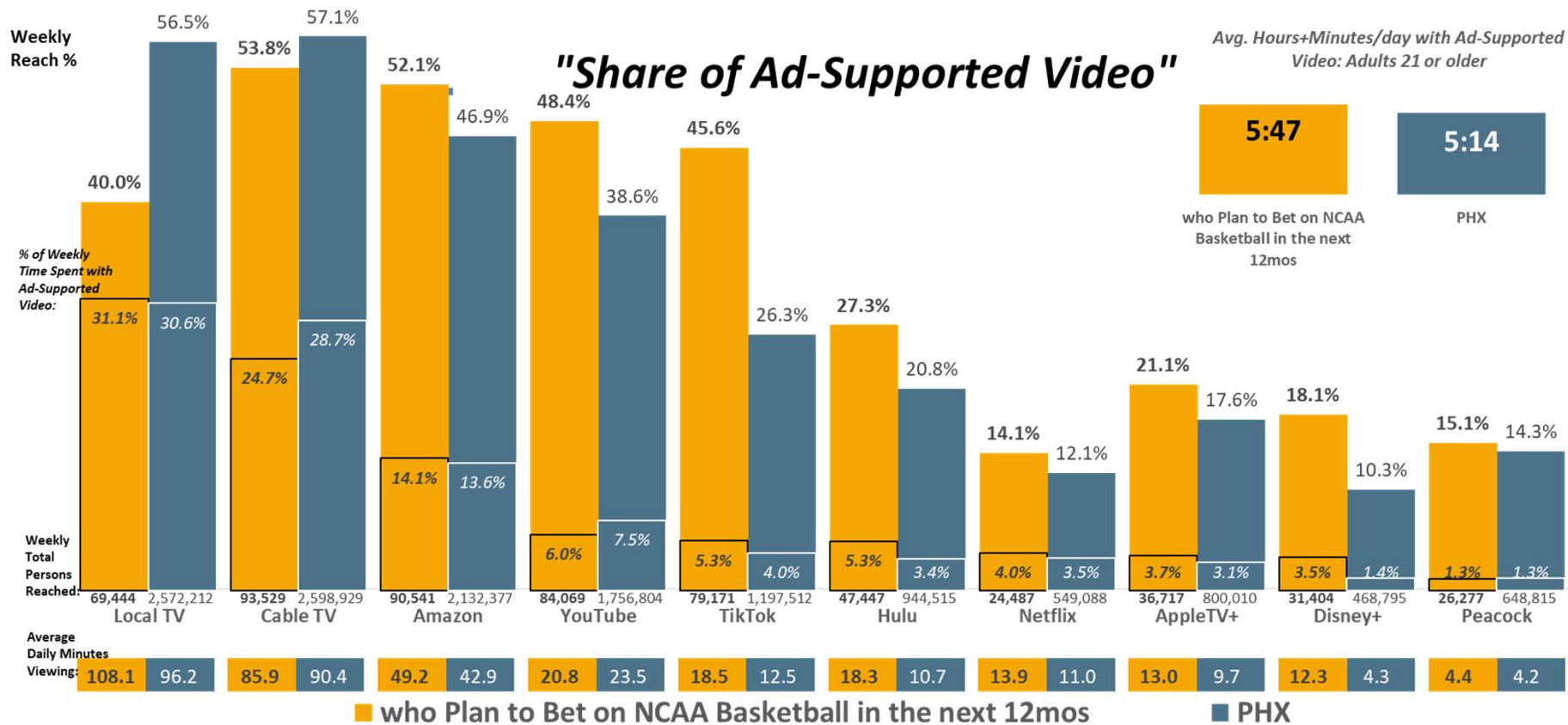


Avg. Hours+Minutes/day with Ad-Supported Video: Adults 21 or older





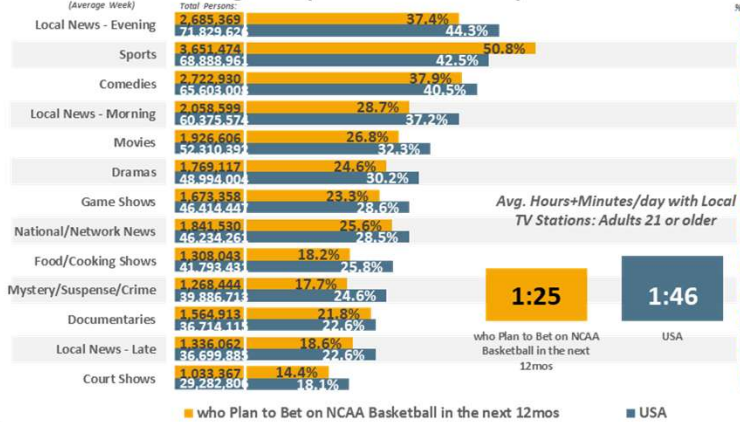
69,444 or 40.0% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 108.1 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.



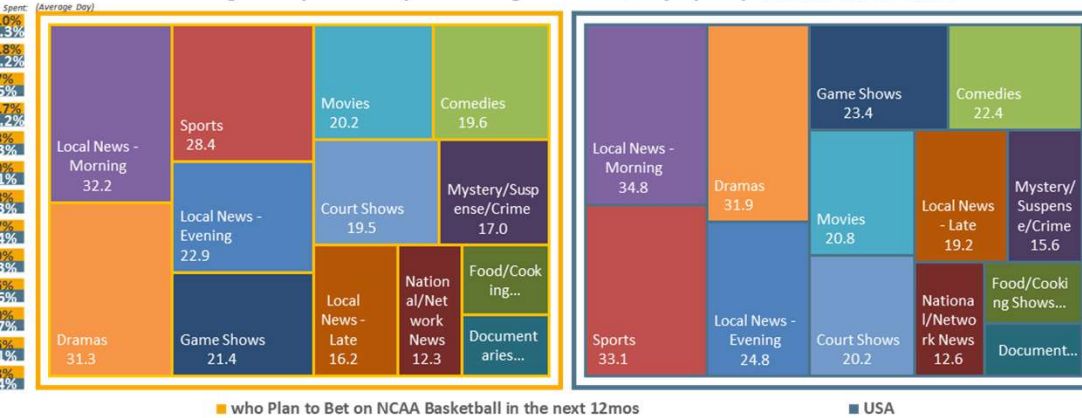


7,110,691 or 58.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

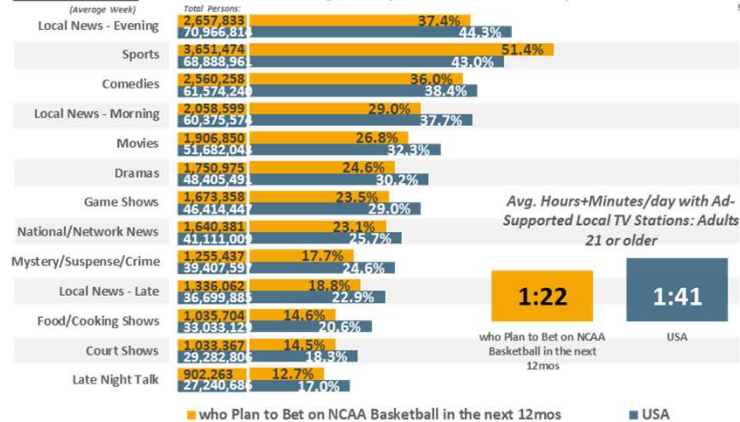
Local TV Station Programs (Persons & % Reach): Adults 21 or older



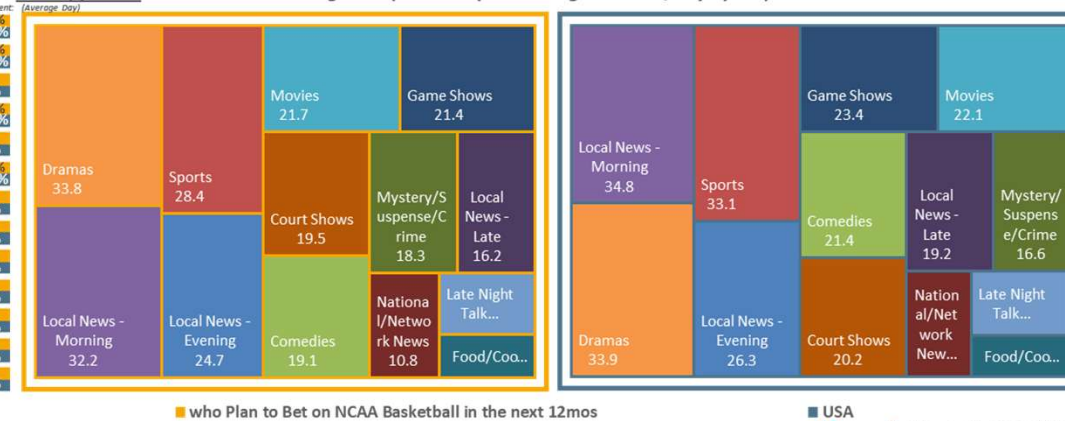
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

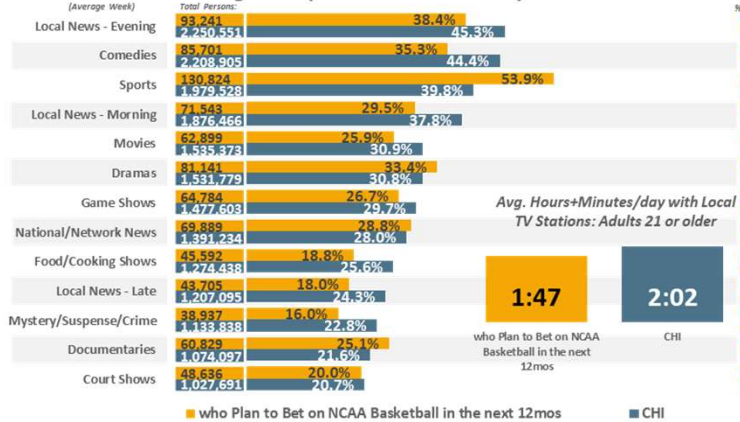
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Sports betting - sports plan to bet on next 12 months: NCAA basketball

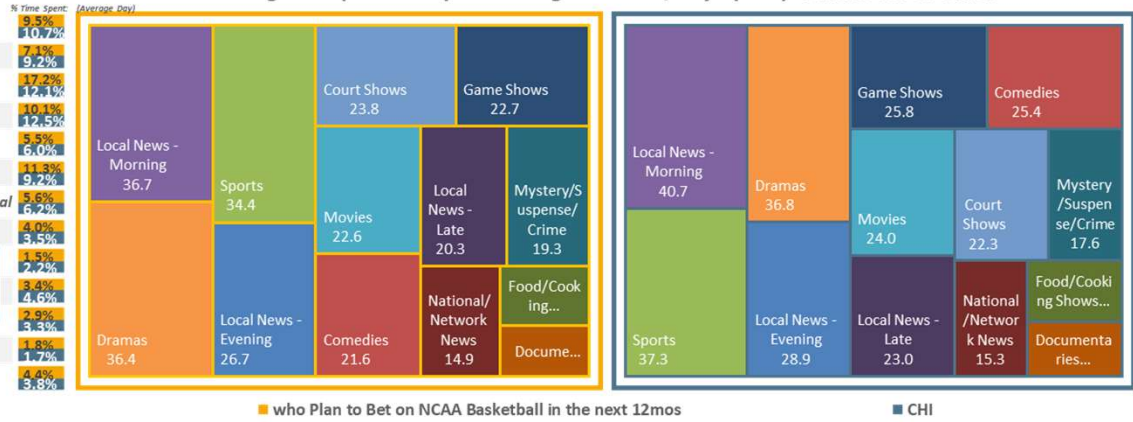


238,594 or 62.8% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Dramas, Local News - Morning, and Game Shows.

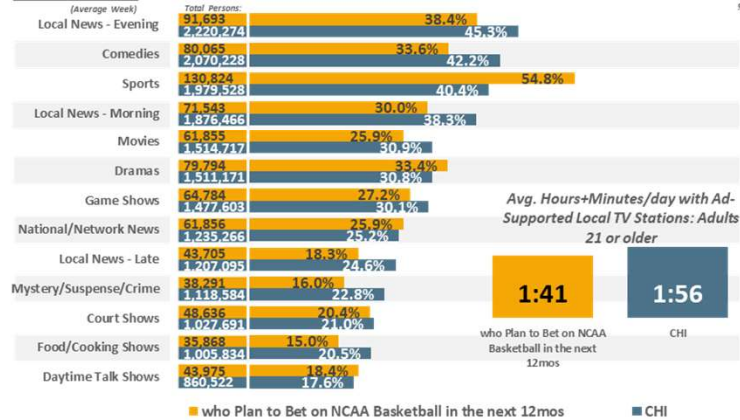
Local TV Station Programs (Persons & % Reach): Adults 21 or older



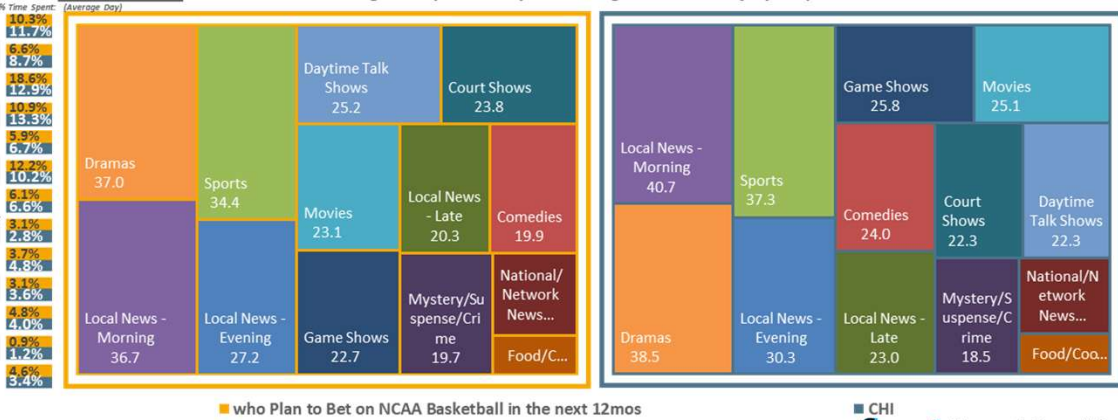
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

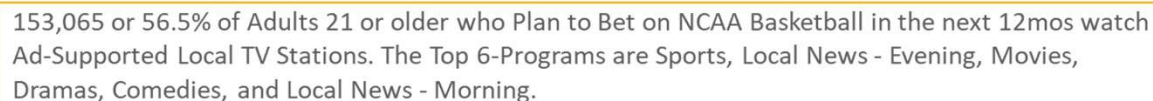


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older

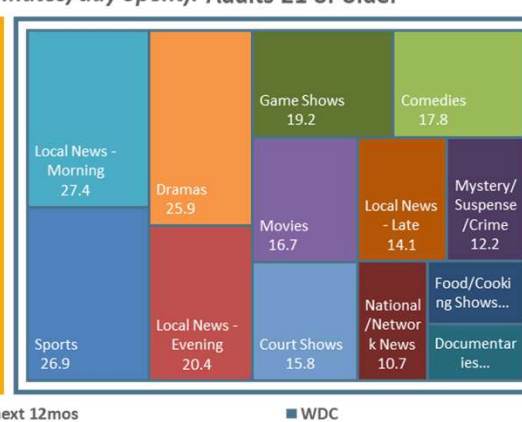
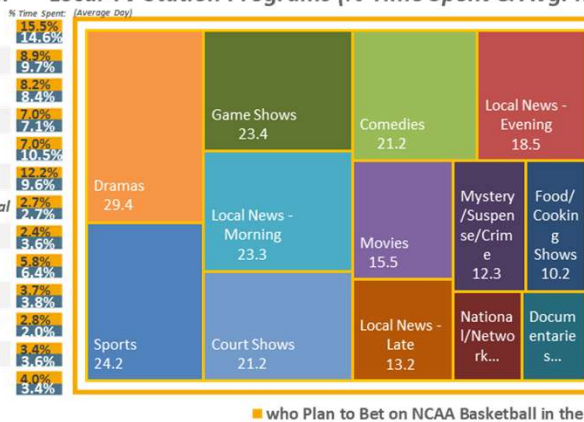


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

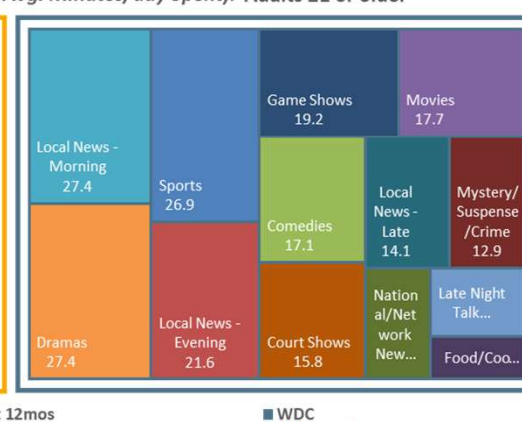
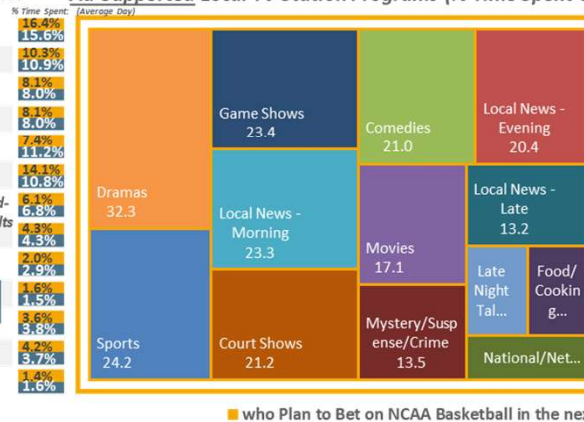




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

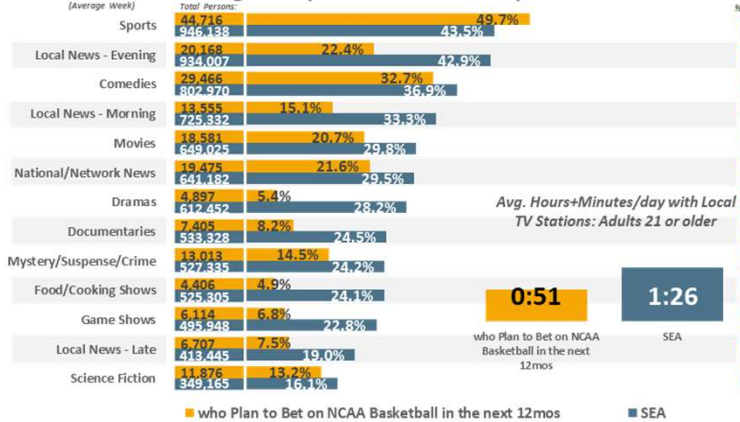


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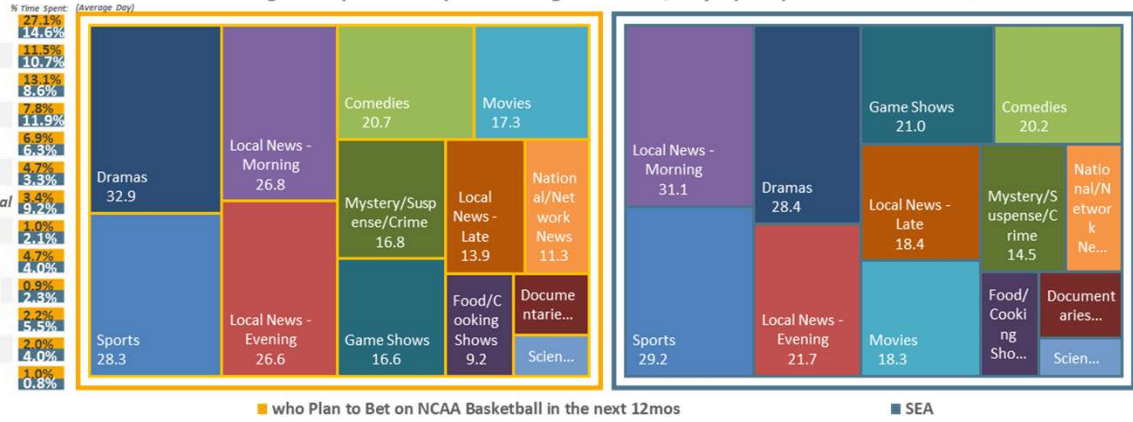


89,707 or 62.2% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, National/Network News, and Local News - Morning.

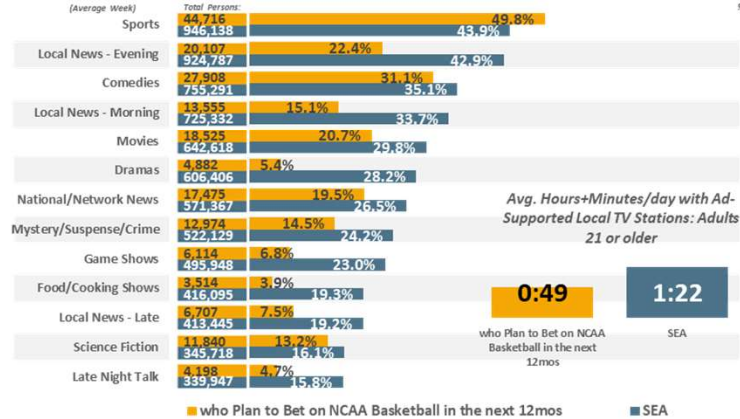
Local TV Station Programs (Persons & % Reach): Adults 21 or older



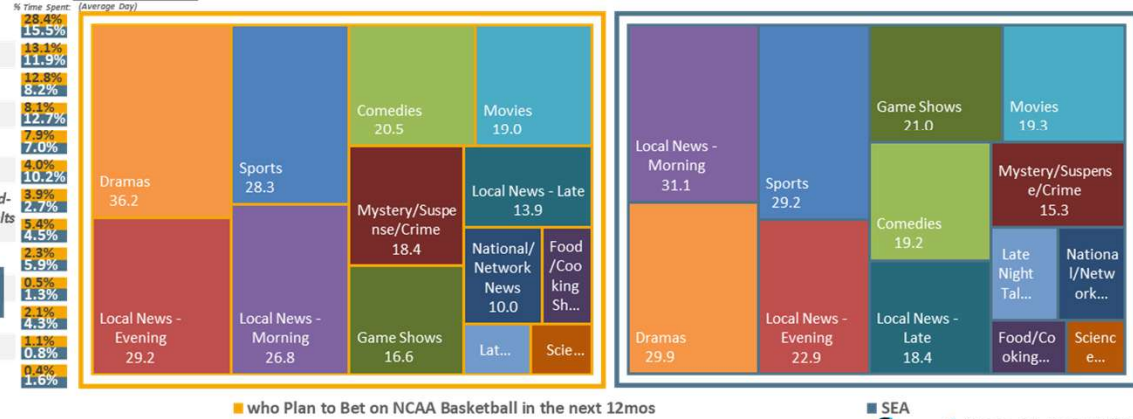
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

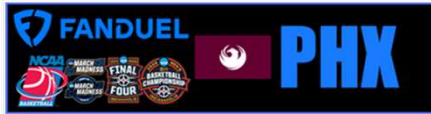


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



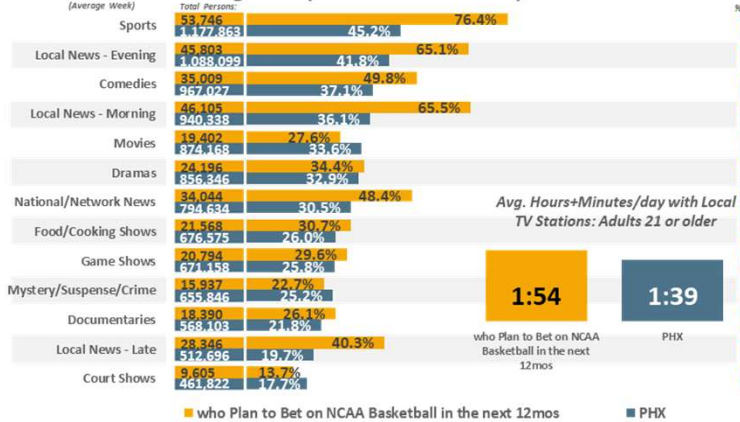
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



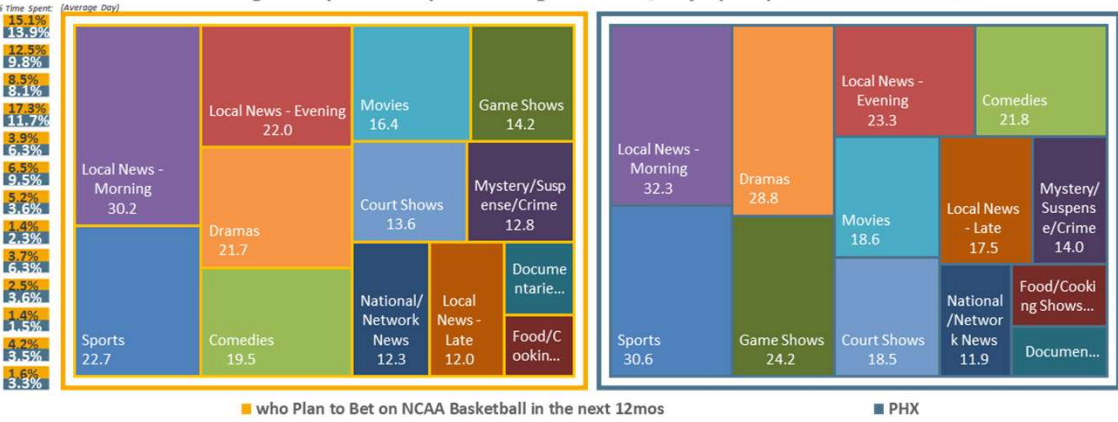


69,444 or 40.% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, National/Network News, and Local News - La

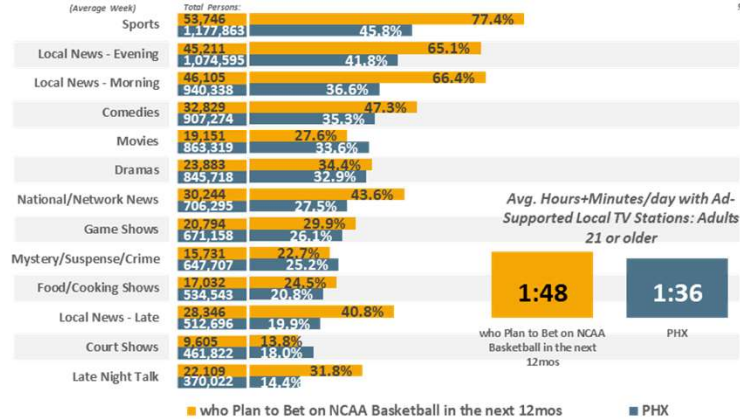
Local TV Station Programs (Persons & % Reach): Adults 21 or older



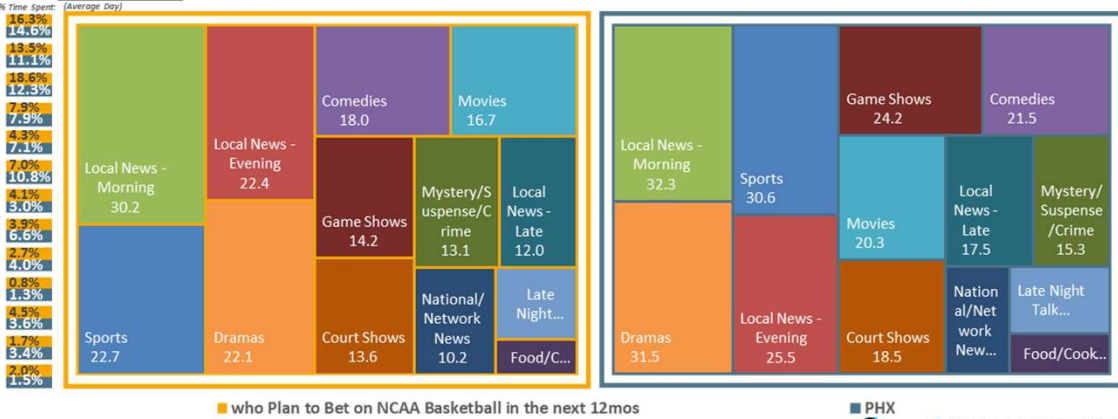
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 21 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

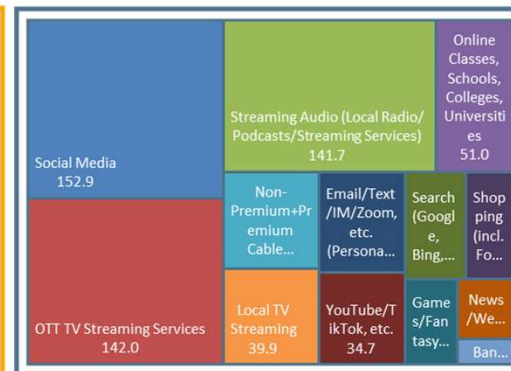
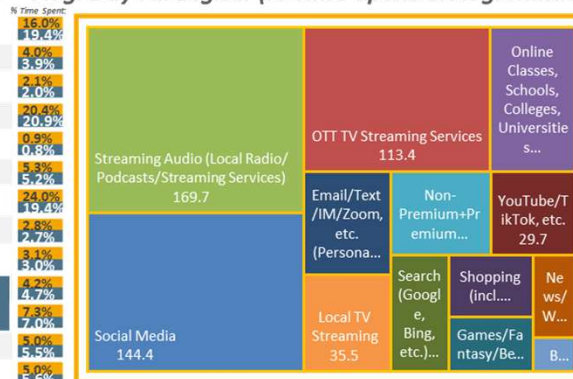
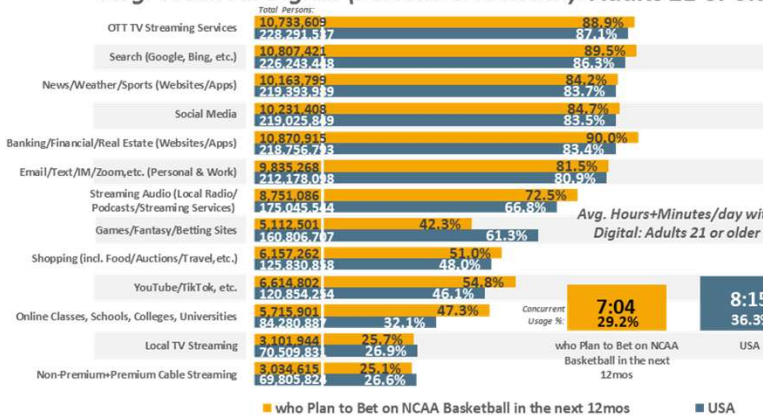




8,558,527 or 70.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Social Media for an average of 120.8 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

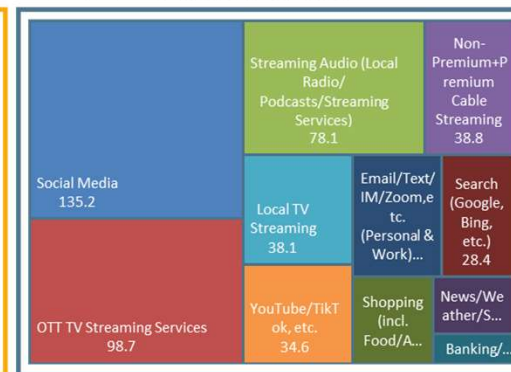
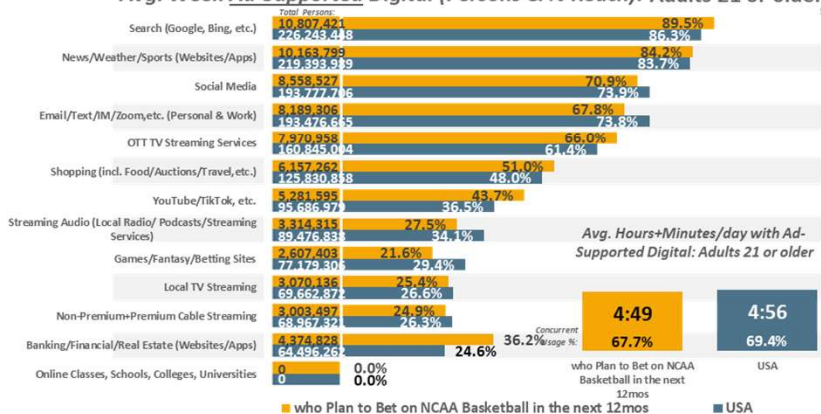
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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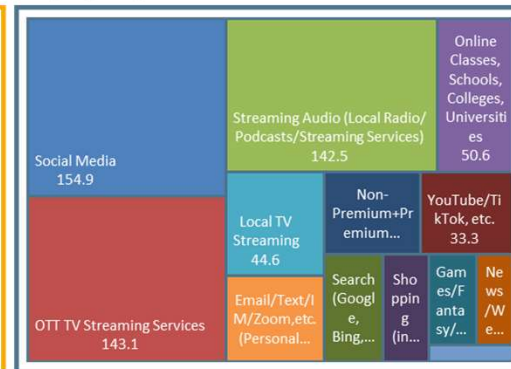
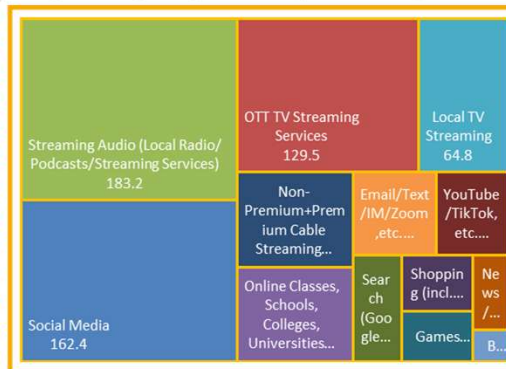
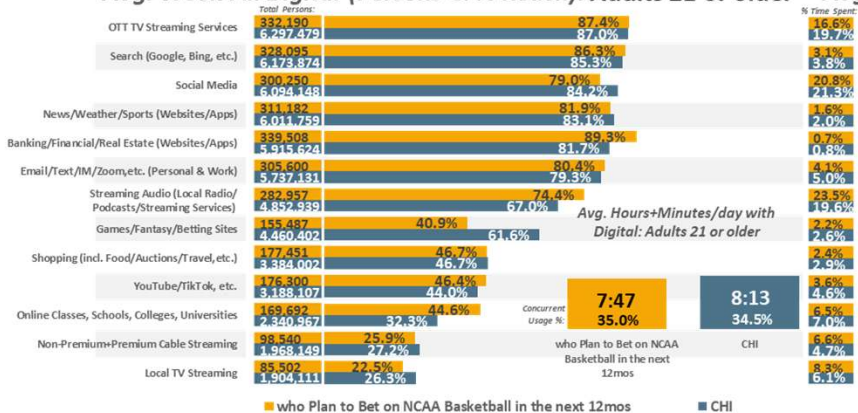
Sports betting - sports plan to bet on next 12 months: NCAA basketball



264,408 or 69.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Social Media for an average of 143. minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

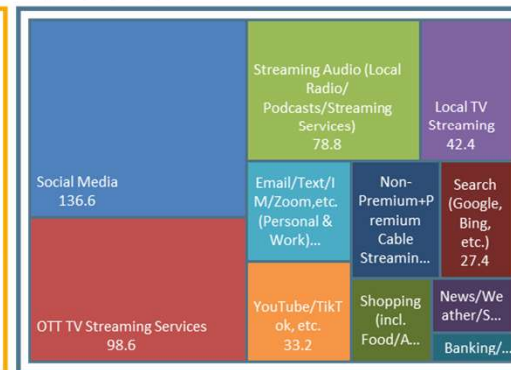
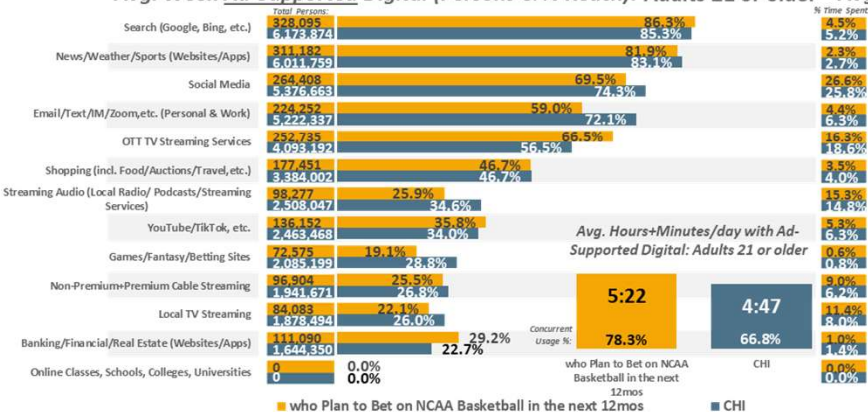
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

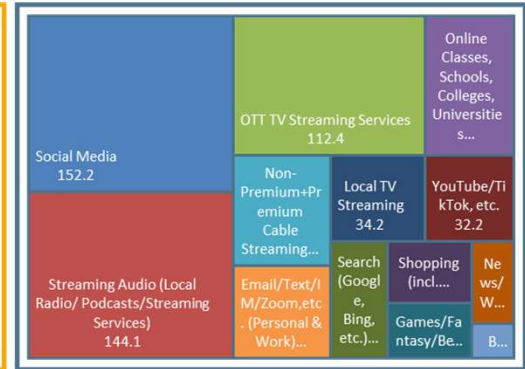
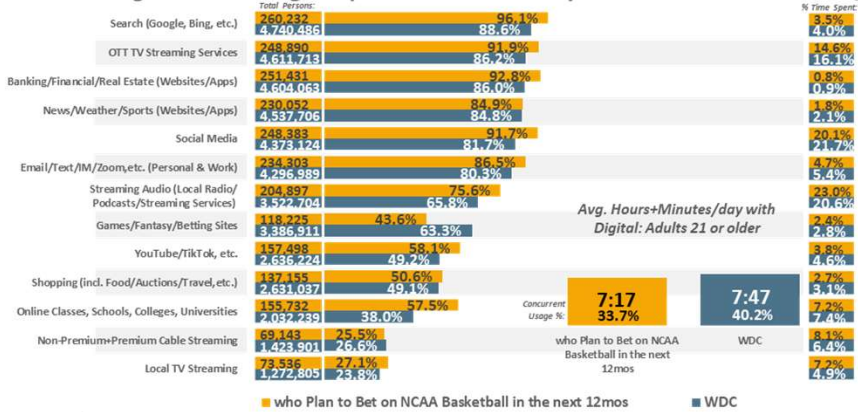




194,364 or 71.8% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Social Media for an average of 114.5 minutes every day representing 22.7% of all time spent daily with Ad-Supported Digital Media.

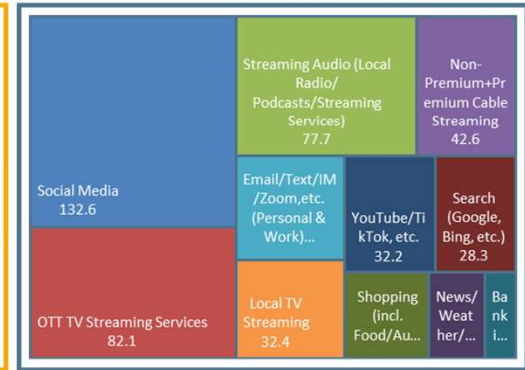
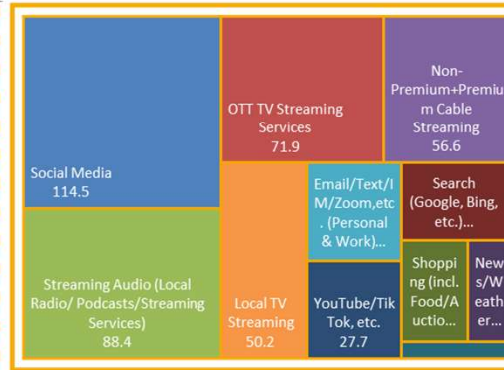
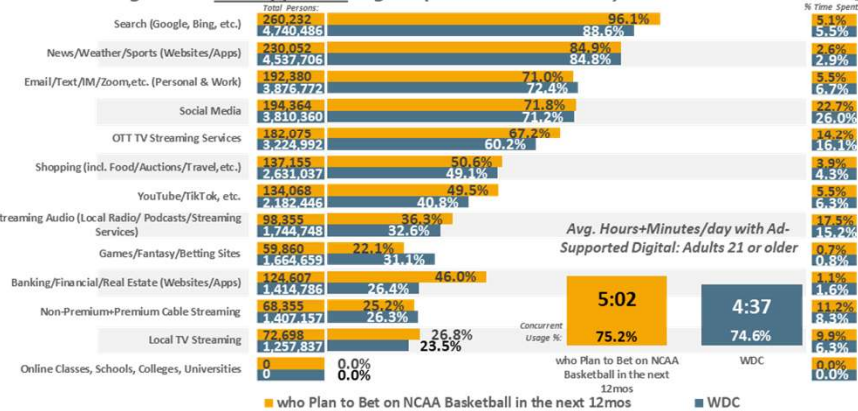
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 269
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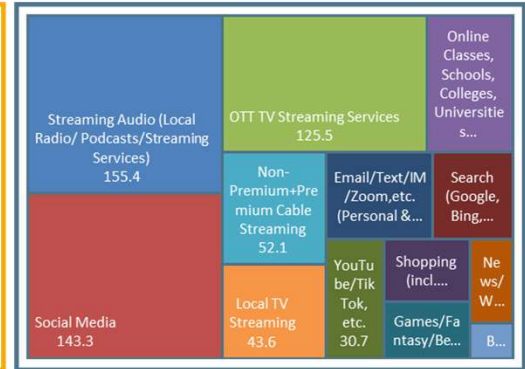
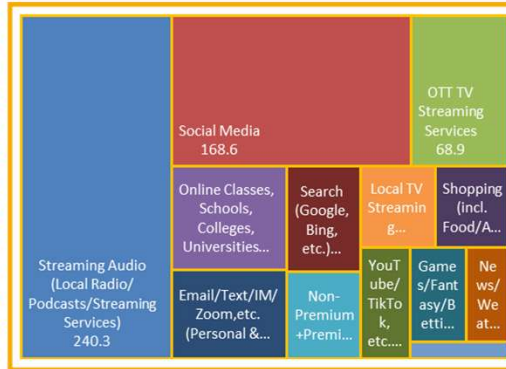
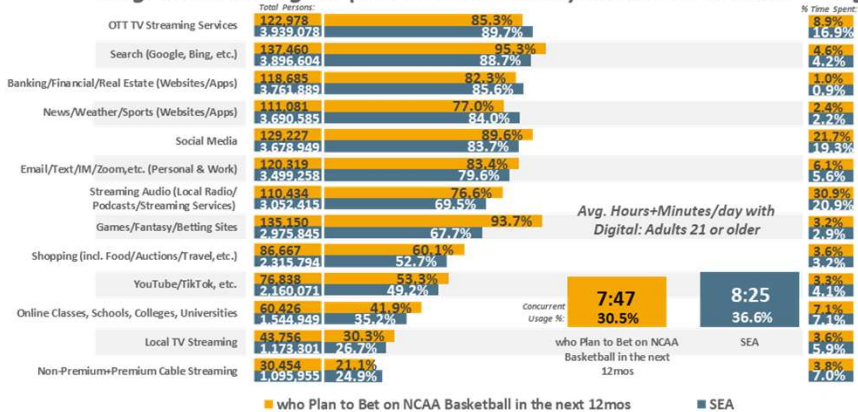
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115,754 or 80.3% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Social Media for an average of 151. minutes every day representing 28.1% of all time spent daily with Ad-Supported Digital Media.

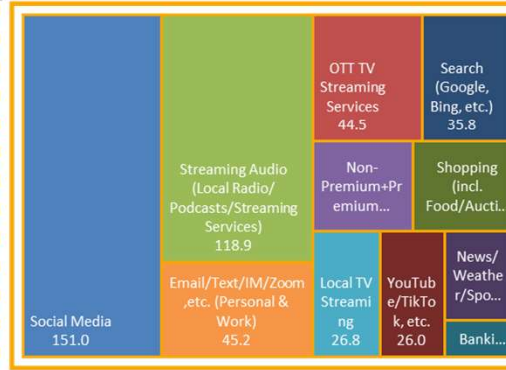
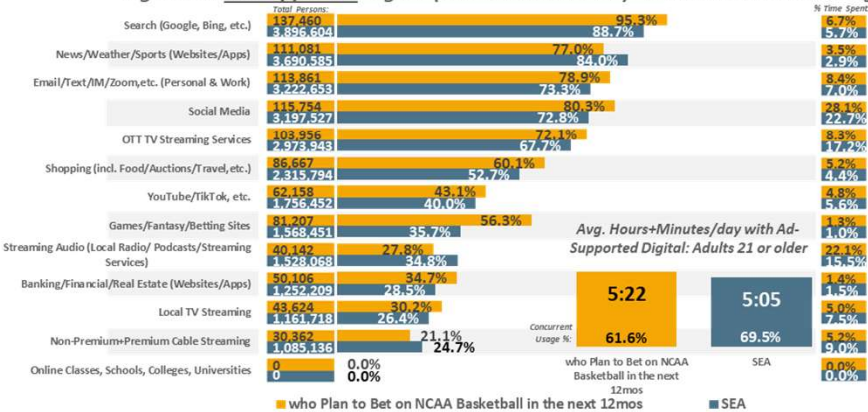
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

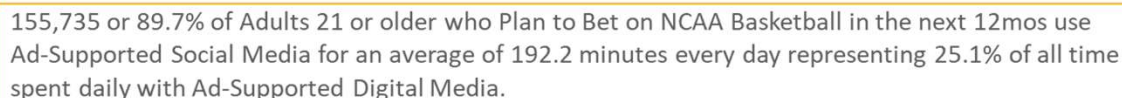
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





Activity	Total Persons	% Plan to Bet	% PHX	% Time Spent
OTT TV Streaming Services	169,285	97.5%	15.2%	18.6%
Search (Google, Bing, etc.)	146,480	84.3%	2.7%	3.7%
Email/Text/IM/Zoom, etc. (Personal & Work)	159,558	91.9%	8.8%	4.5%
News/Weather/Sports (Websites/Apps)	145,422	83.7%	1.4%	1.9%
Social Media	162,955	93.8%	20.3%	21.8%
Banking/Financial/Real Estate (Websites/Apps)	166,641	95.9%	0.6%	0.8%
Streaming Audio (Local Radio/ Podcasts/Streaming Services)	118,401	68.2%	15.3%	13.4%
Games/Fantasy/Betting Sites	288,566	58.8%	24.6%	2.9%
Shopping (incl. Food/Auctions/Travel, etc.)	103,093	59.4%	2.1%	2.9%
YouTube/TikTok, etc.	210,849	49.1%	2.1%	4.8%
Online Classes, Schools, Colleges, Universities	81,614	29.9%	5.1%	16.8%
Non-Premium/Premium Cable Streaming	42,597	24.5%	13.9%	16.9%
Local TV Streaming	88,494	22.0%	14.1%	5.2%

Avg. Hours+Minutes/day with Digital: Adults 21 or older

9:54 who Plan to Bet on NCAA Basketball in the next 12mos

8:21 PHX

Concurrent Usage %

who Plan to Bet on NCAA Basketball in the next 12mos

PHX



Activity	Total Persons	who Plan to Bet on NCAA Basketball in the next 12mos	PHX	N Time Spent
Search (Google, Bing, etc.)	146,480	84.3%	84.0%	3.5%
News/Weather/Sports (Websites/Apps)	145,472	83.7%	83.0%	1.8%
Email/Text/IM/Zoom/etc. (Personal & Work)	144,604	83.2%	82.2%	4.2%
Social Media	155,735	77.5%	77.5%	6.1%
OTT TV Streaming Services	137,987	79.4%	79.4%	15.0%
Shopping (incl. Food/Auctions/Travel, etc.)	103,093	59.4%	59.4%	2.7%
YouTube/TikTok, etc.	89,350	51.4%	51.4%	5.4%
Learning Audio (Local Radio) Podcasts/Streaming Services)	149,216	14.9%	14.9%	1.8%
Games/Fantasy/Betting Sites	60,762	35.0%	35.0%	0.5%
Banking/Financial/Real Estate (Websites/Apps)	74,515	42.9%	42.9%	0.8%
Non-Premium+Premium Cable Streaming	42,047	24.2%	24.2%	1.2%
Local TV Streaming	37,997	21.9%	21.9%	16.9%
Online Classes, Schools, Colleges, Universities	0	0.0%	0.0%	0.0%

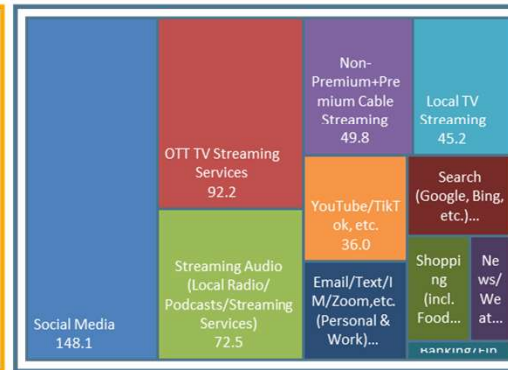
Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 21 or older

7:39

Concurrent Usage %:

who Plan to Bet on NCAA Basketball in the next 12mos: **62.3%**

PHX: **5:07**

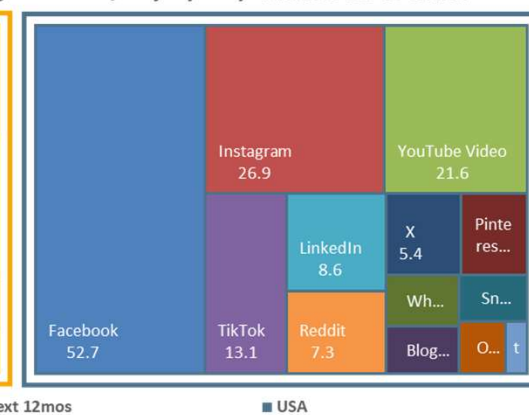
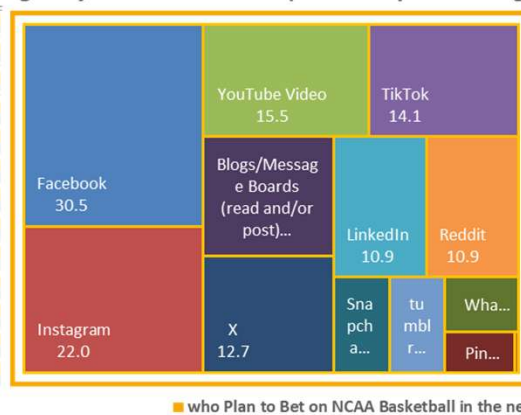
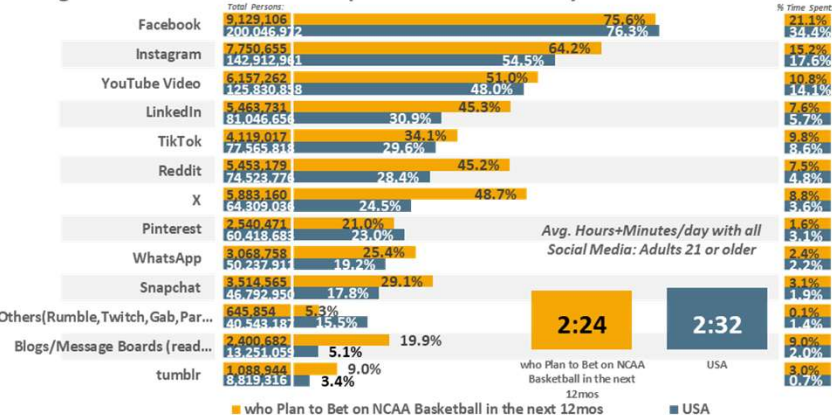


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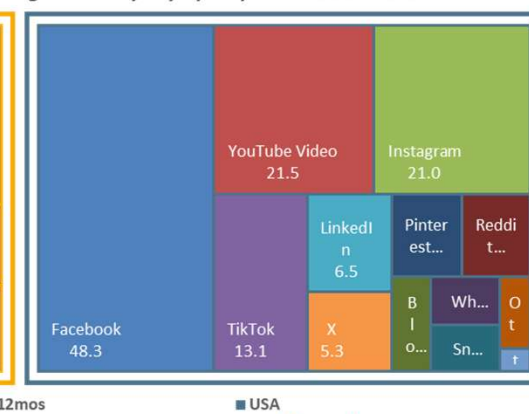
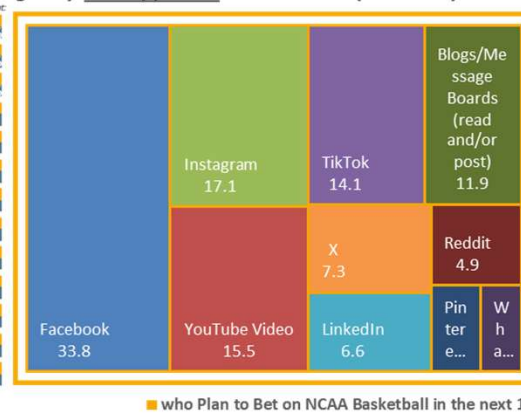
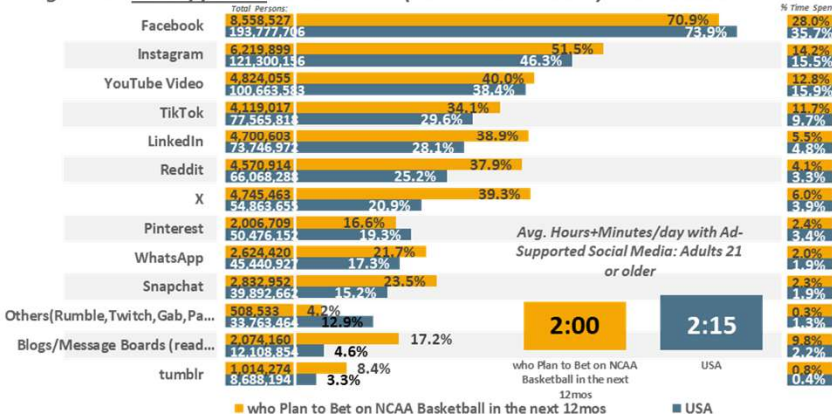


8,558,527 or 70.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 33.8 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,068
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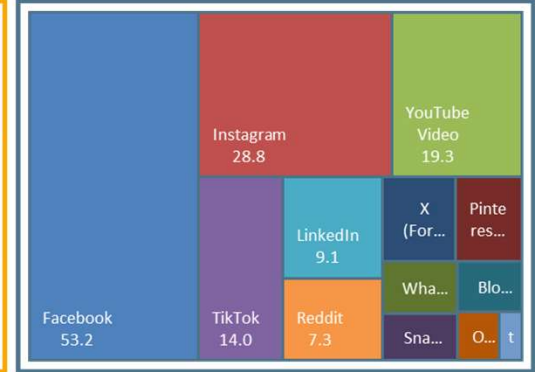
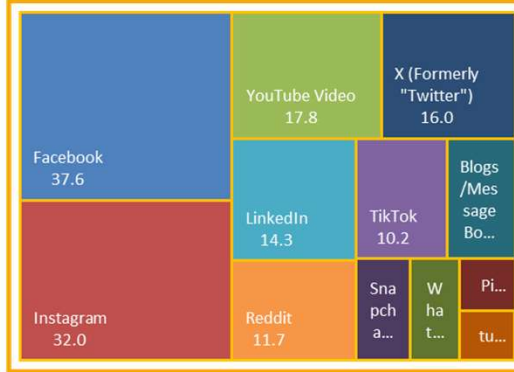
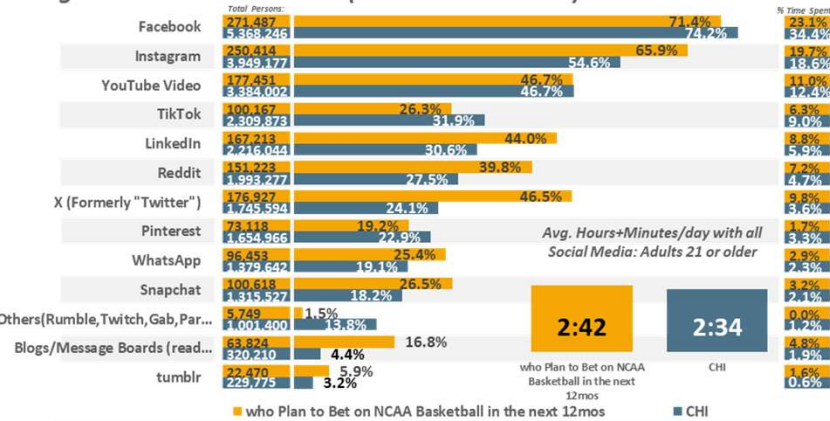
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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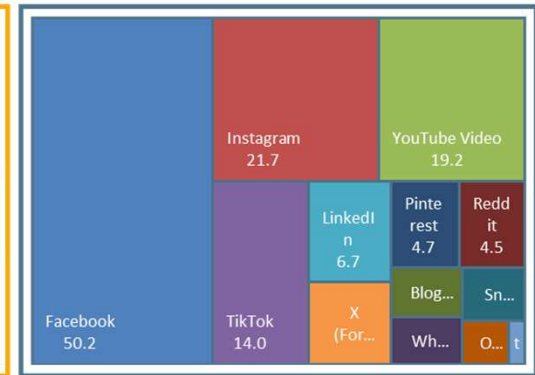
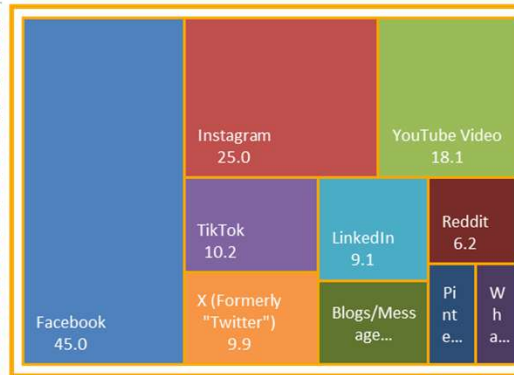
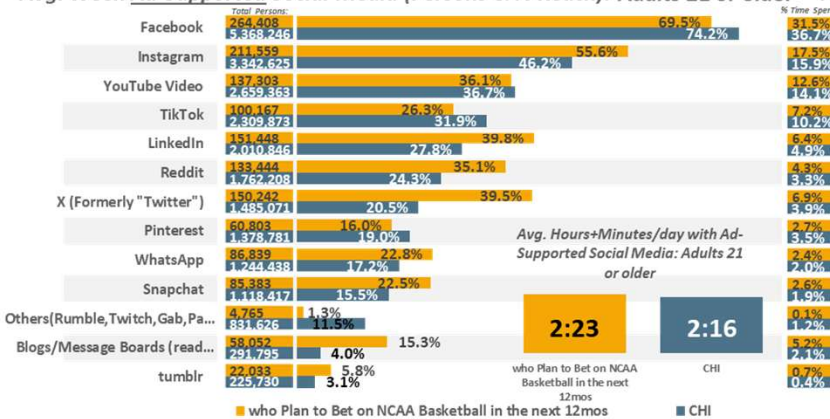


264,408 or 69.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 45. minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



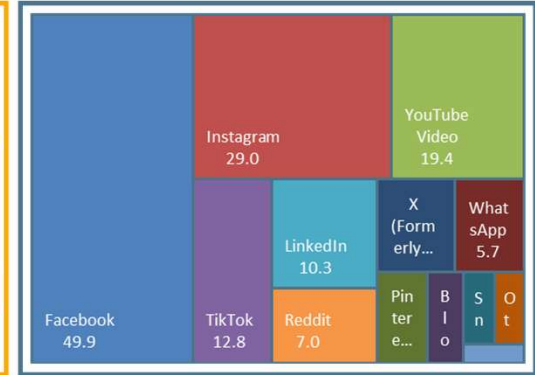
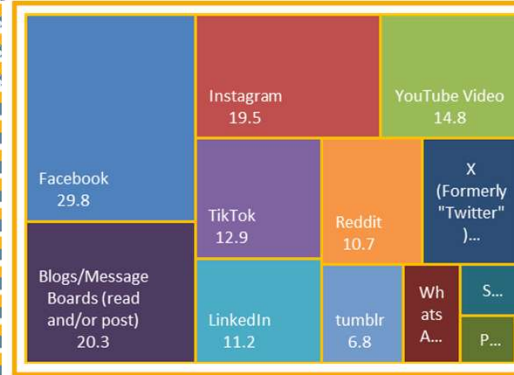
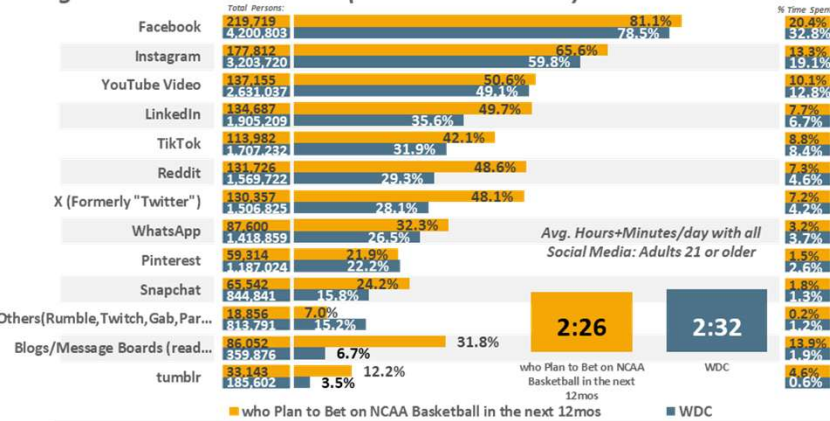
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



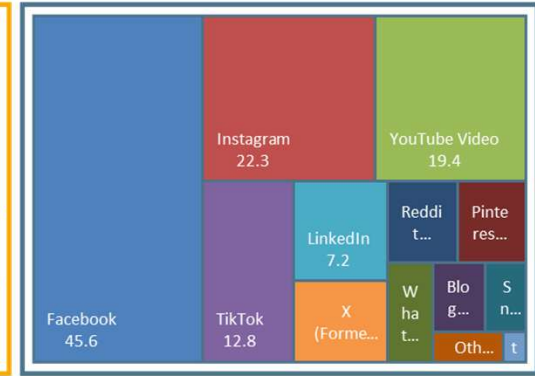
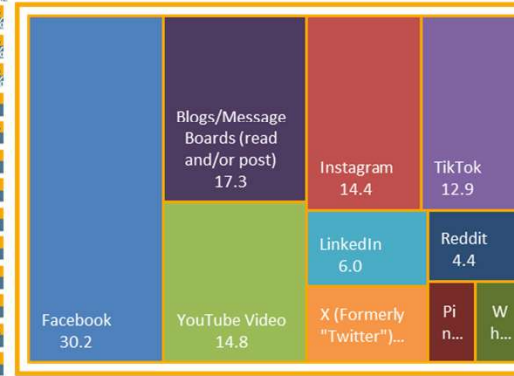
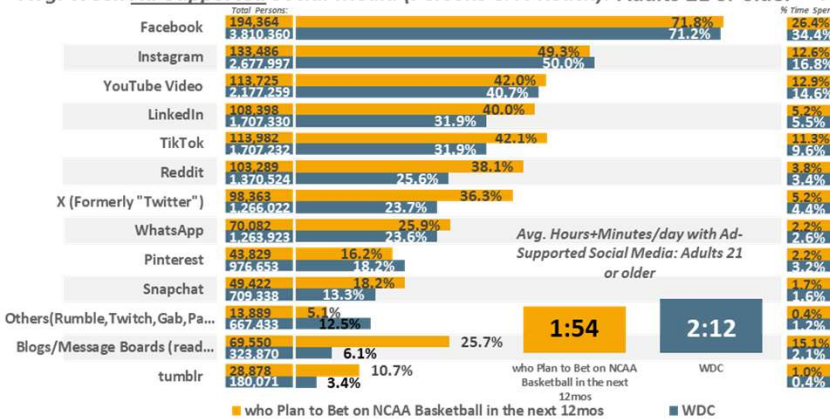


194,364 or 71.8% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 30.2 minutes every day representing 26.4% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



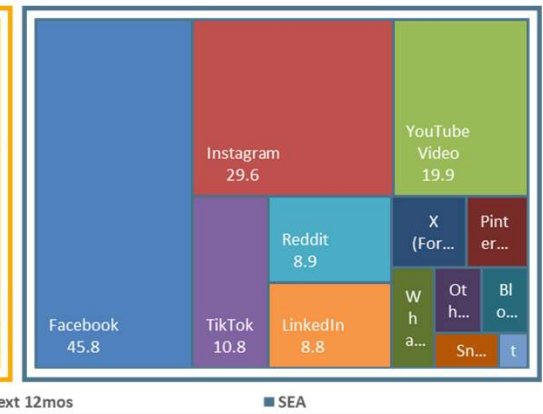
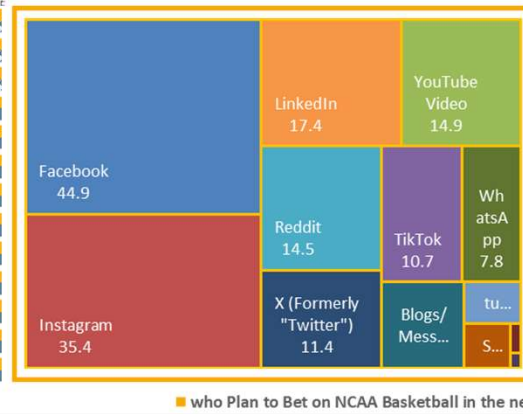
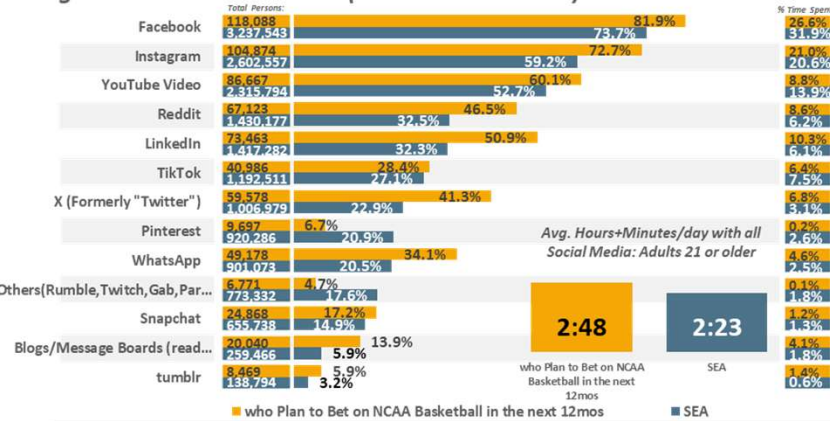
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



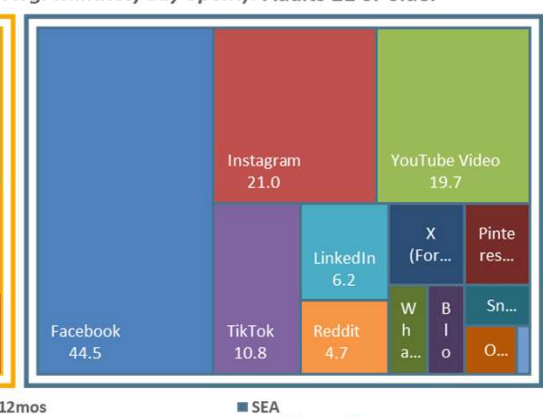
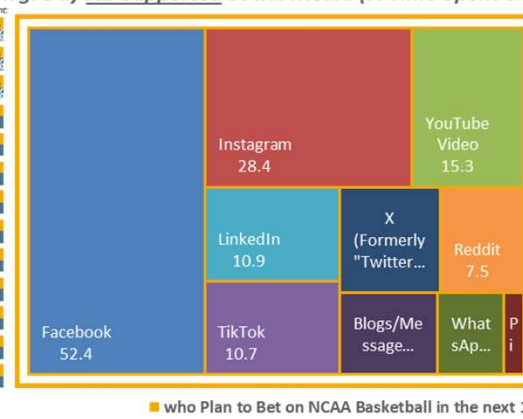
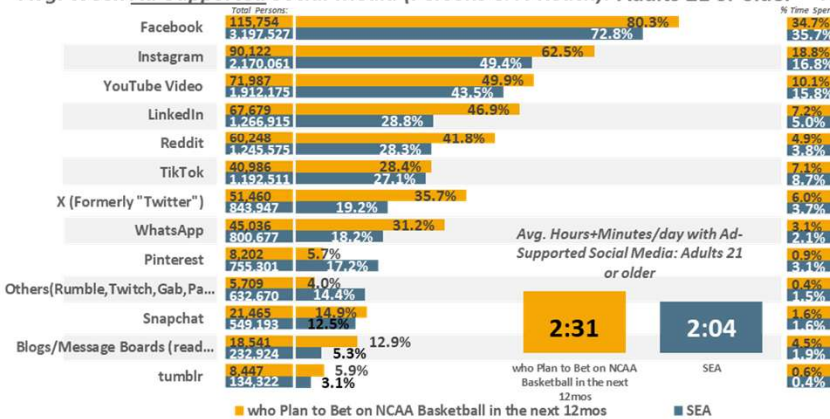


115,754 or 80.3% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 52.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



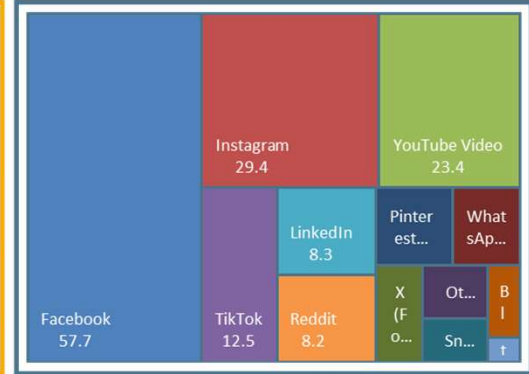
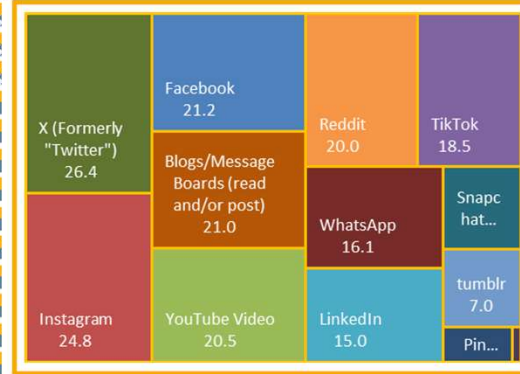
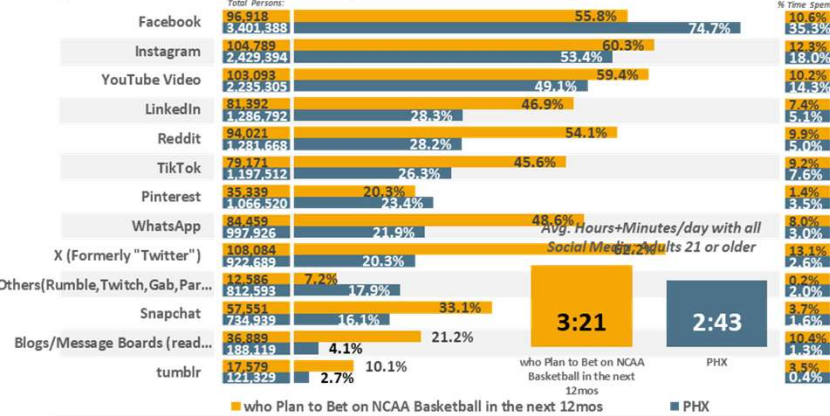
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



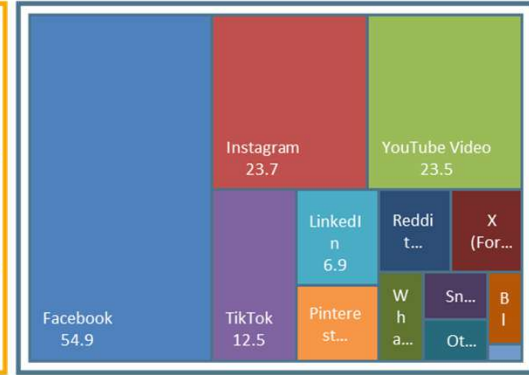
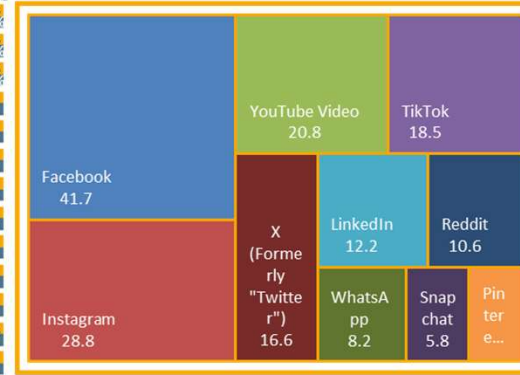
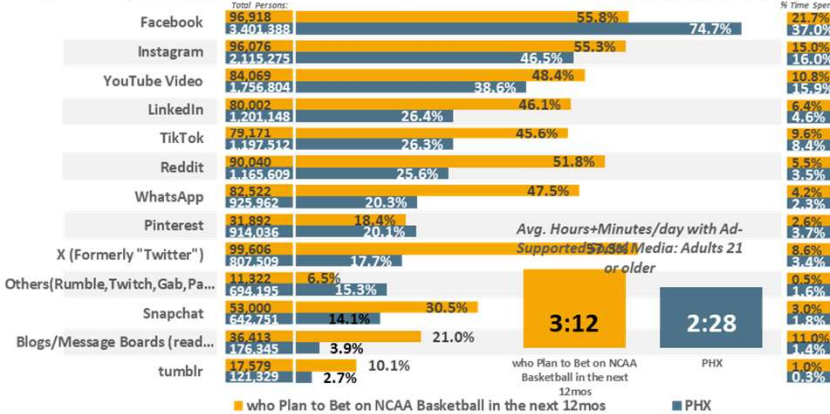


96,918 or 55.8% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 41.7 minutes every day representing 21.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 21 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**

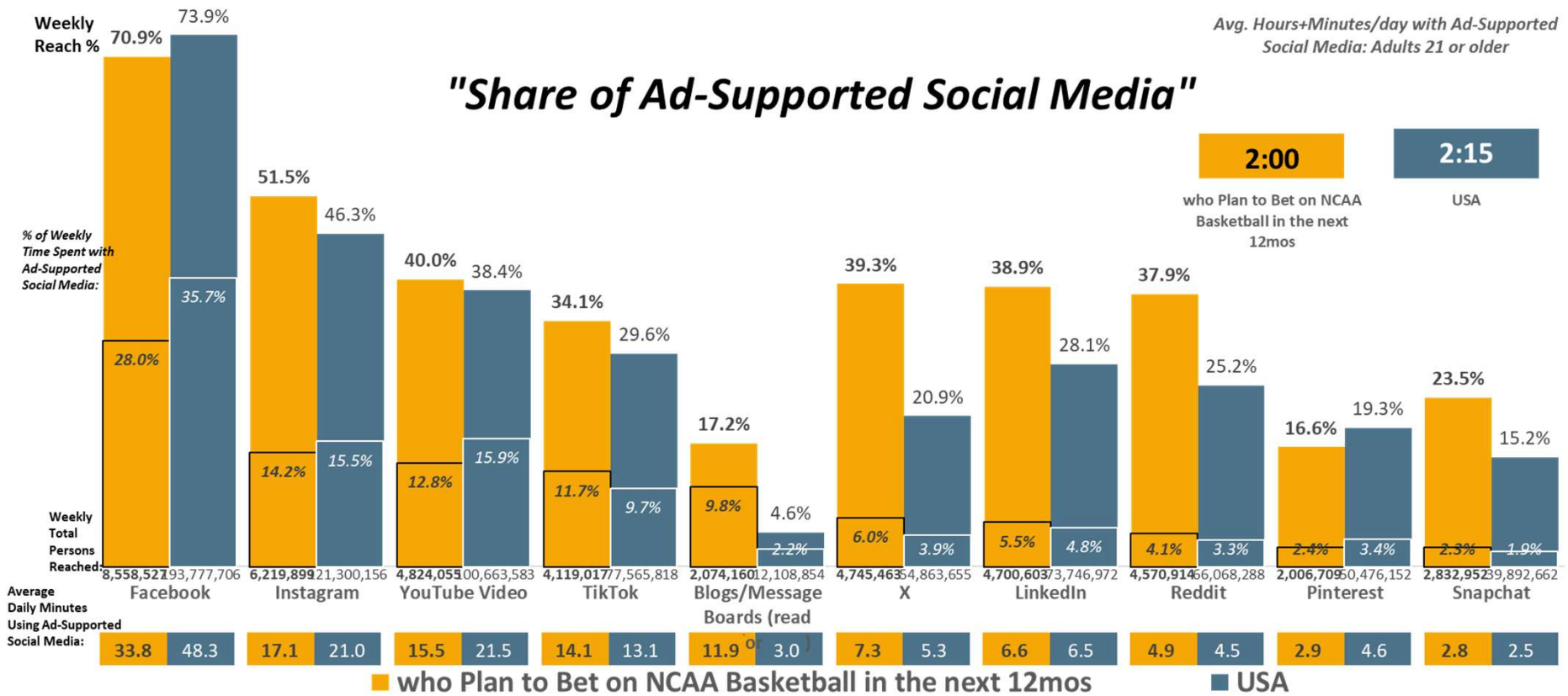


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



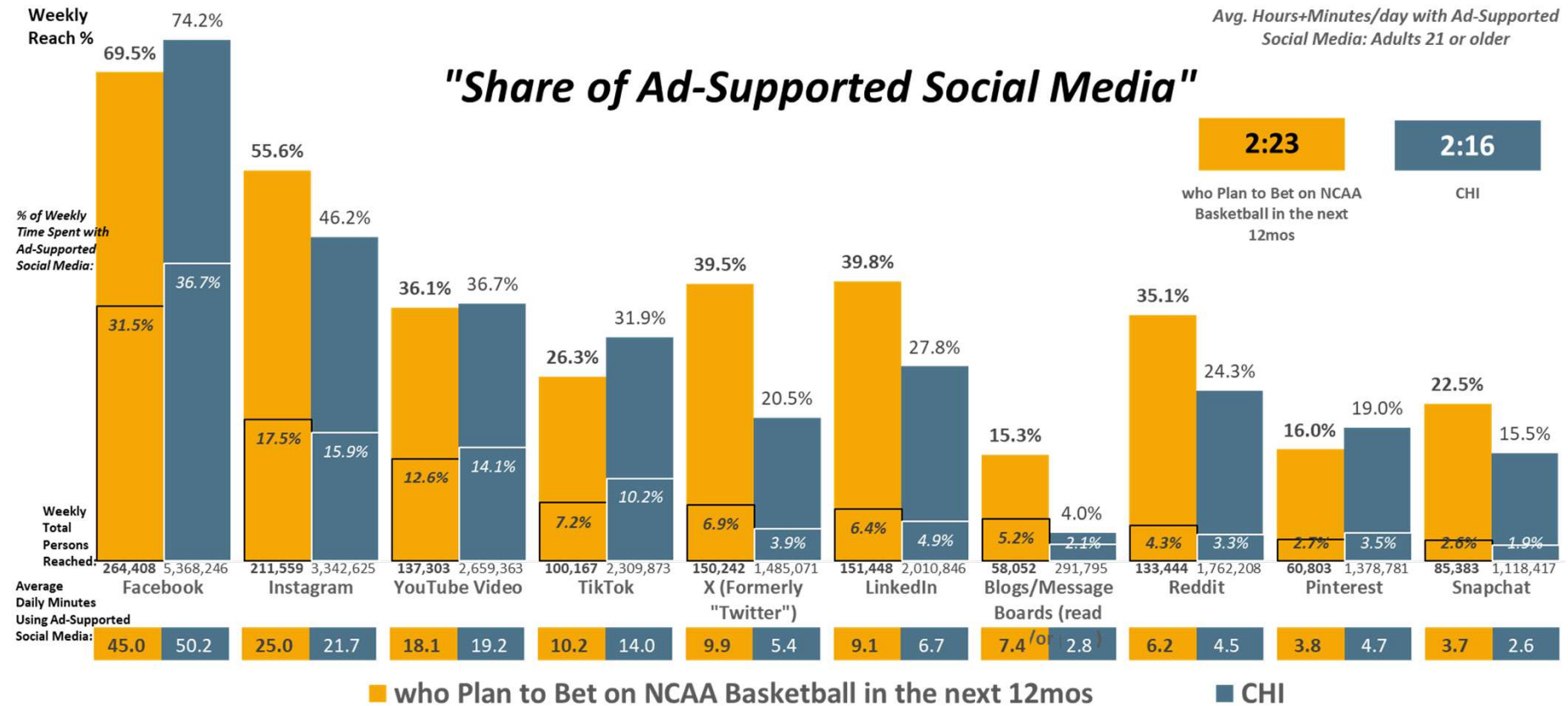


8,558,527 or 70.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 33.8 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.



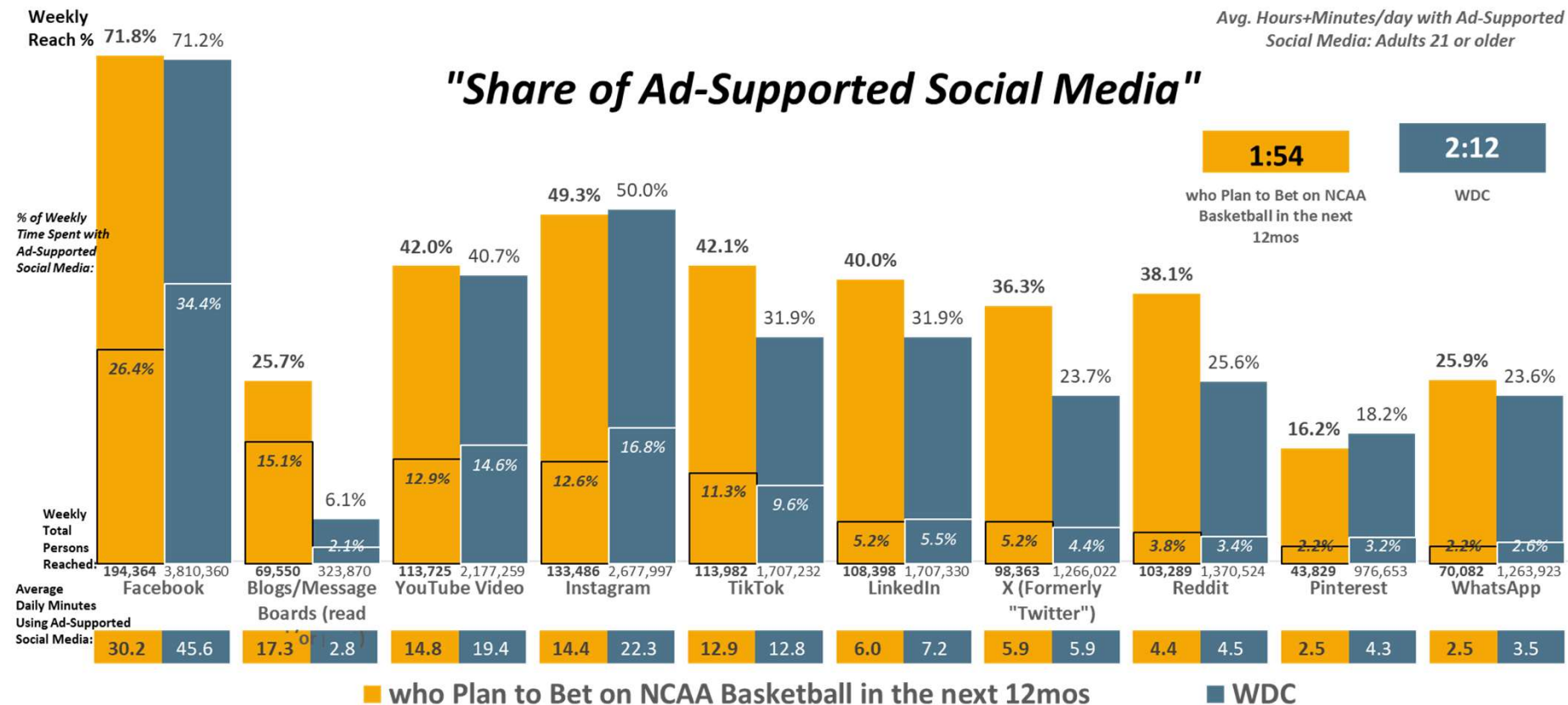


264,408 or 69.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 45. minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.



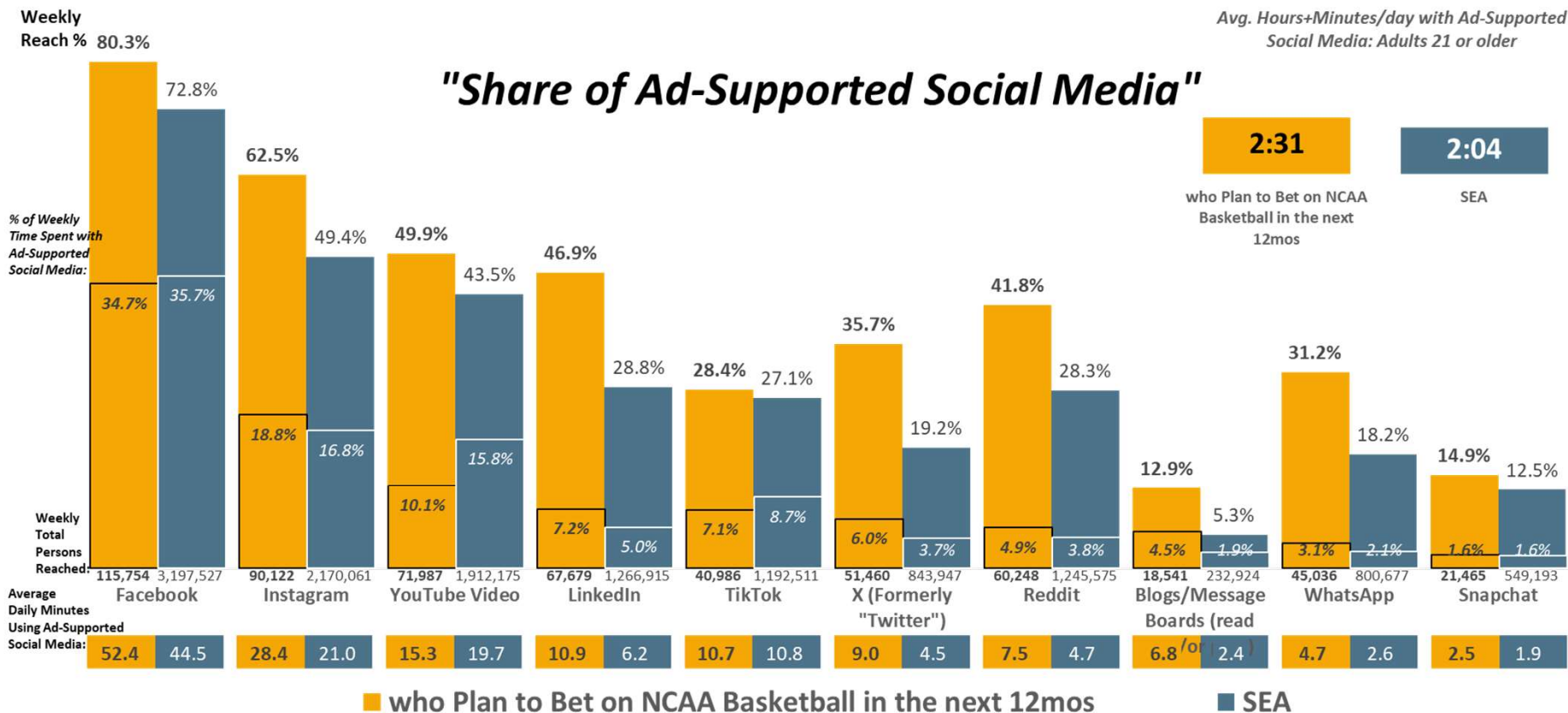


194,364 or 71.8% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 30.2 minutes every day representing 26.4% of all time spent daily with Ad-Supported Social Media.





115,754 or 80.3% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 52.4 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 108 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,920
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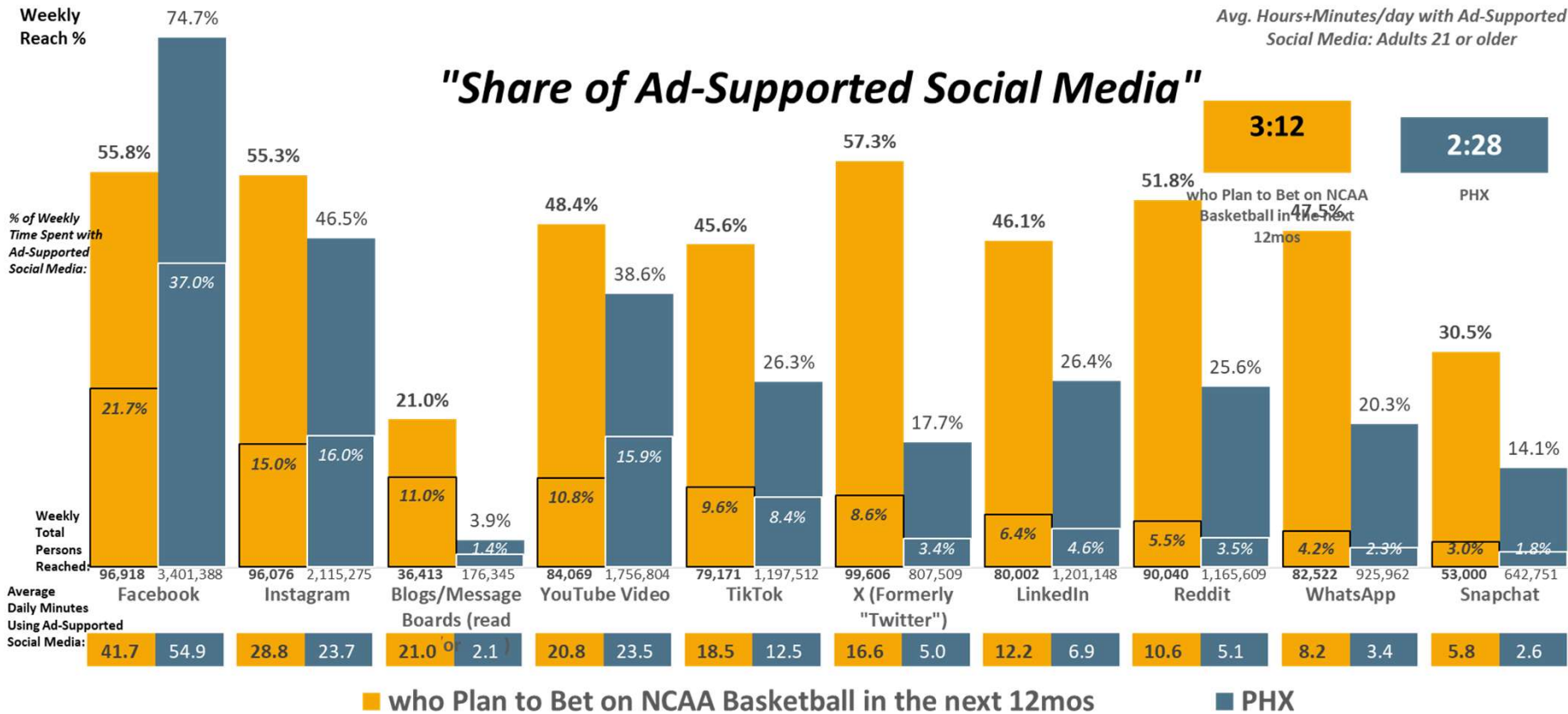
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Sports betting - sports plan to bet on next 12 months: NCAA basketball



96,918 or 55.8% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 41.7 minutes every day representing 21.7% of all time spent daily with Ad-Supported Social Media.

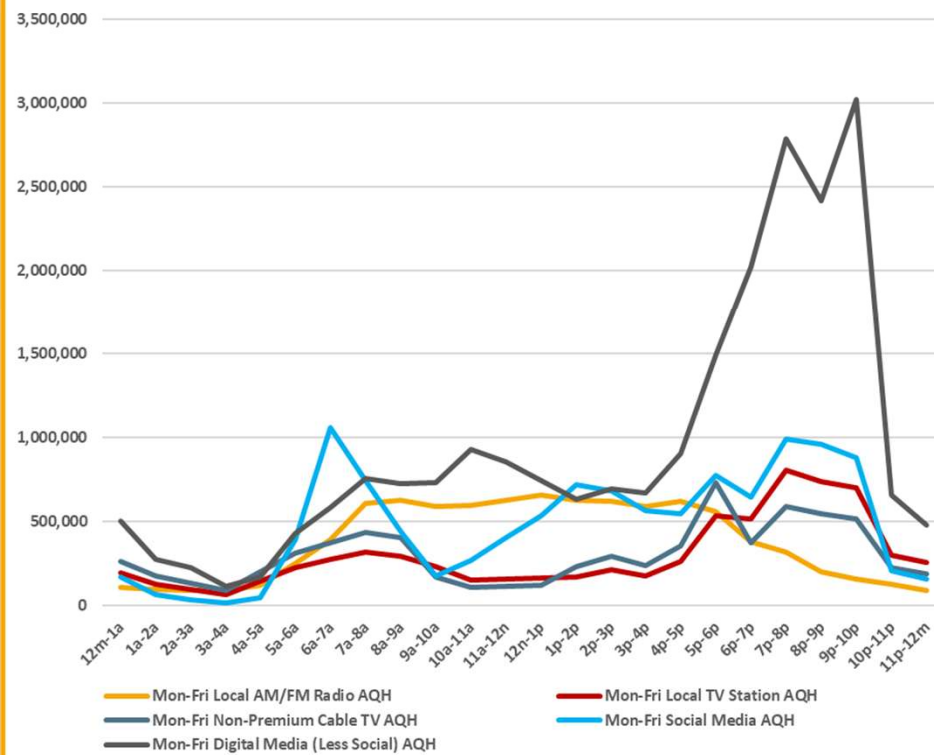
"Share of Ad-Supported Social Media"



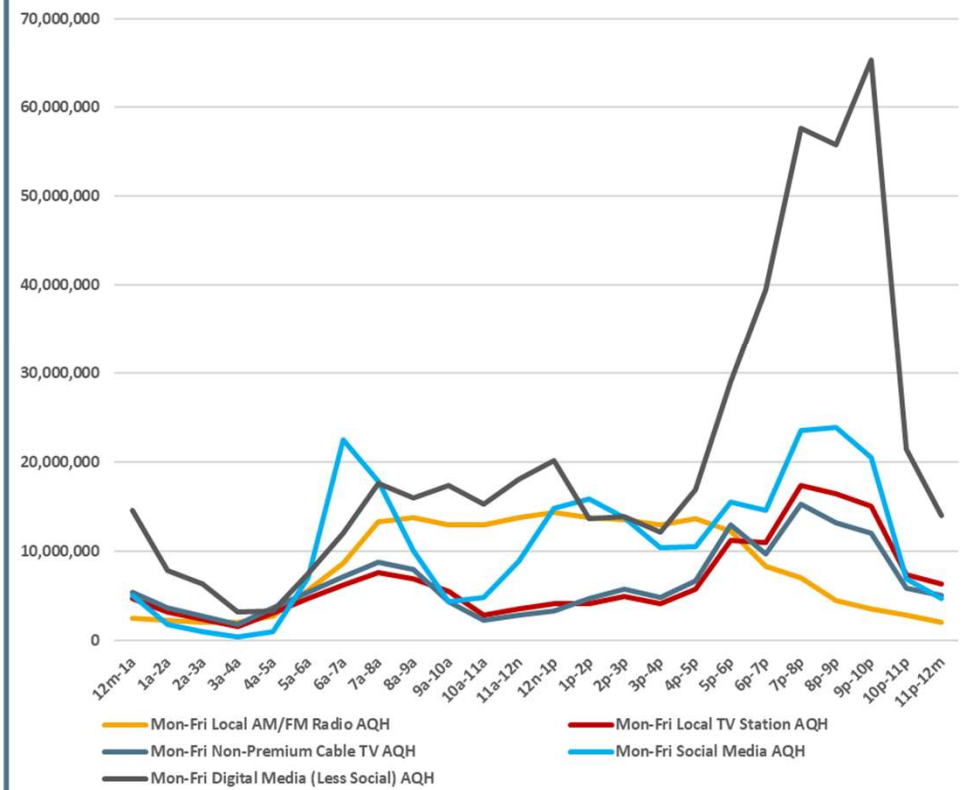


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 903,952;
Social Media: 581,425; Local Radio: 576,284; Non-Prem. Cable: 303,884; Local TV: 265,679
reaching Adults 21 or older who Plan to Bet on NCAA Basketball in the ne

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Plan to Bet on NCAA Basketball in
the next 12mos*



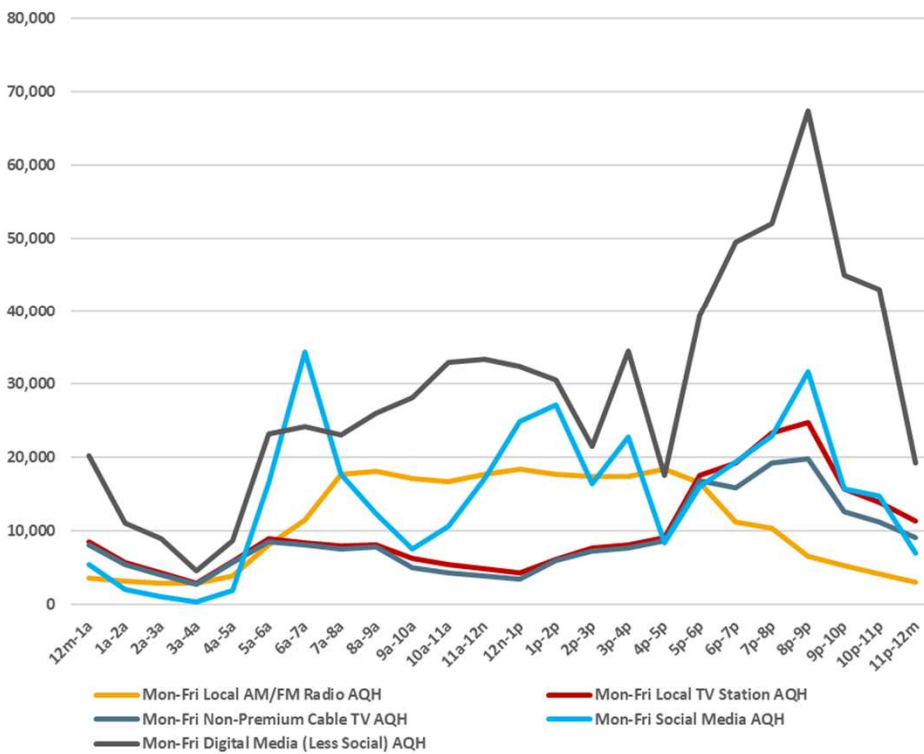
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 21 or older*



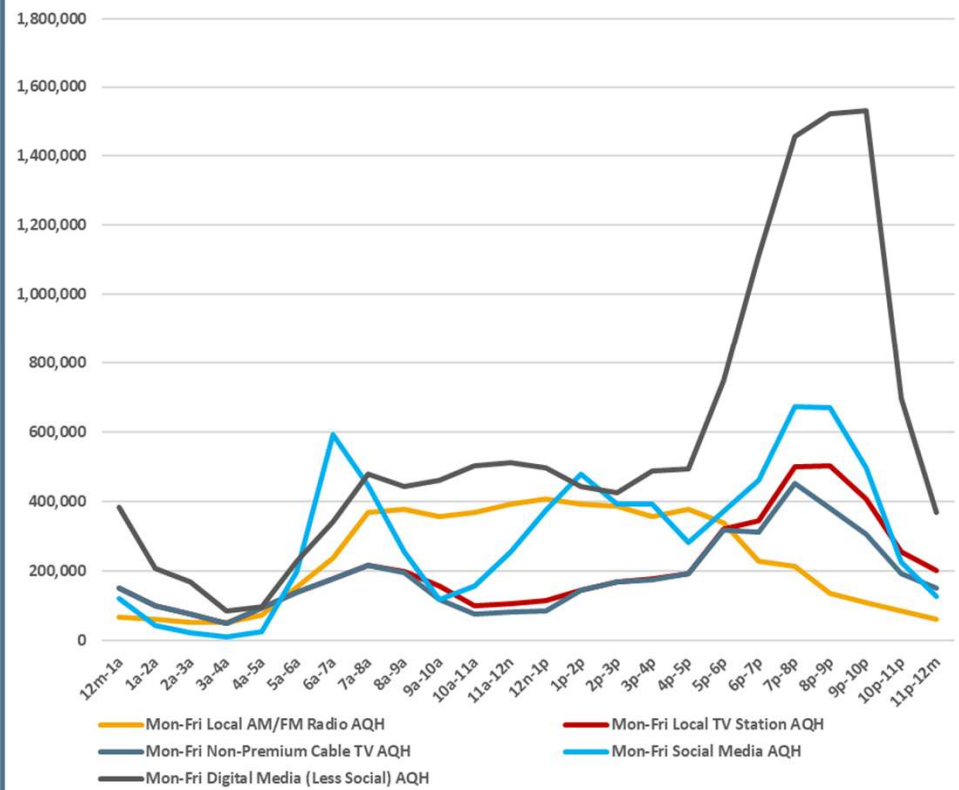


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 30,226;
Social Media: 18,075; Local Radio: 16,636; Local TV: 8,712; Non-Prem. Cable: 7,909
reaching Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mo

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Plan to Bet on NCAA Basketball in
the next 12mos*



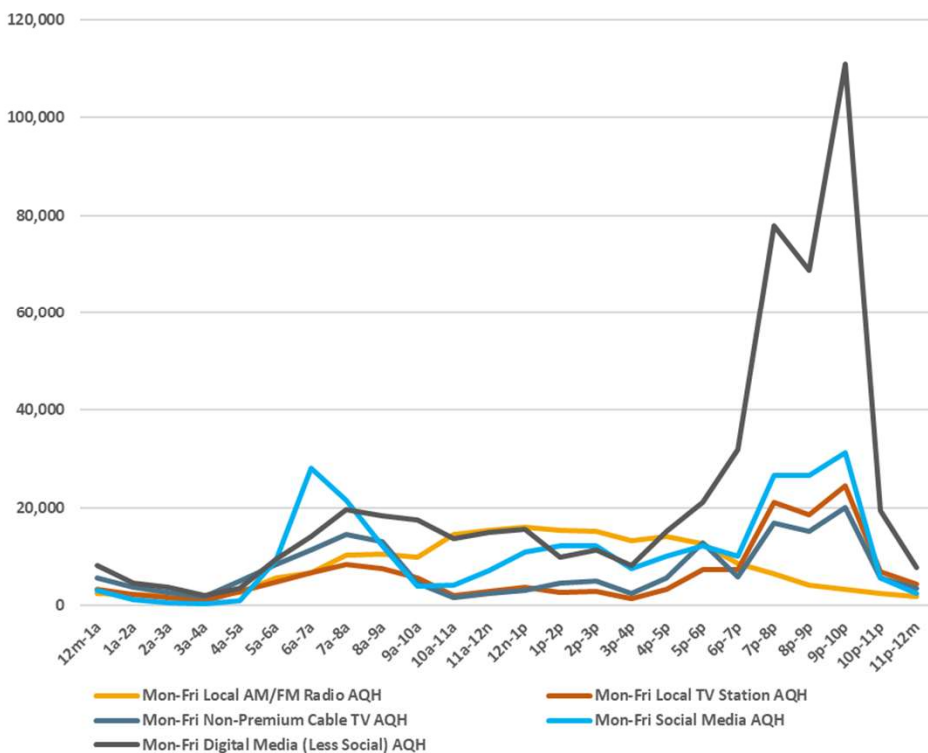
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 21 or older*



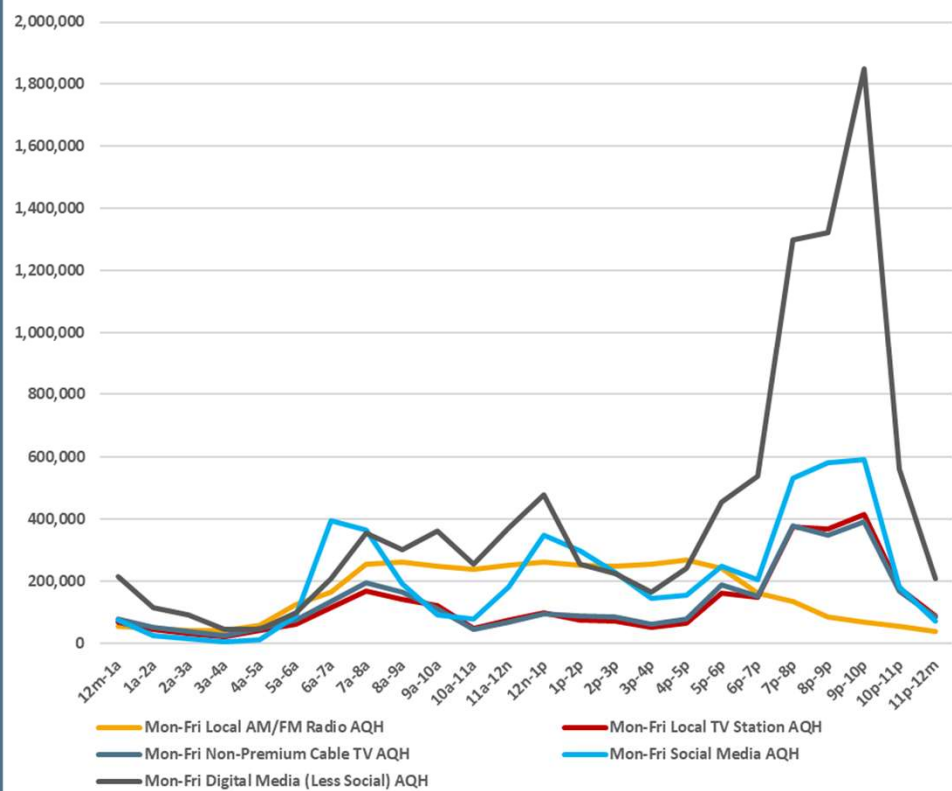


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,254;
Local Radio: 12,528; Social Media: 11,707; Non-Prem. Cable: 6,684; Local TV: 4,756
reaching Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mo

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Plan to Bet on NCAA Basketball in
the next 12mos*



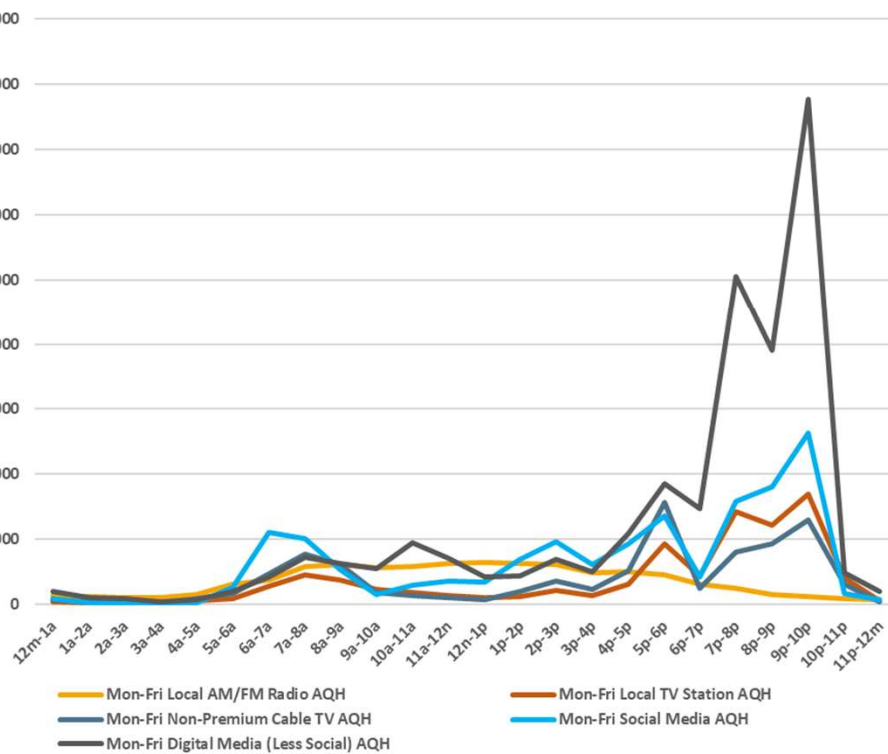
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 21 or older*



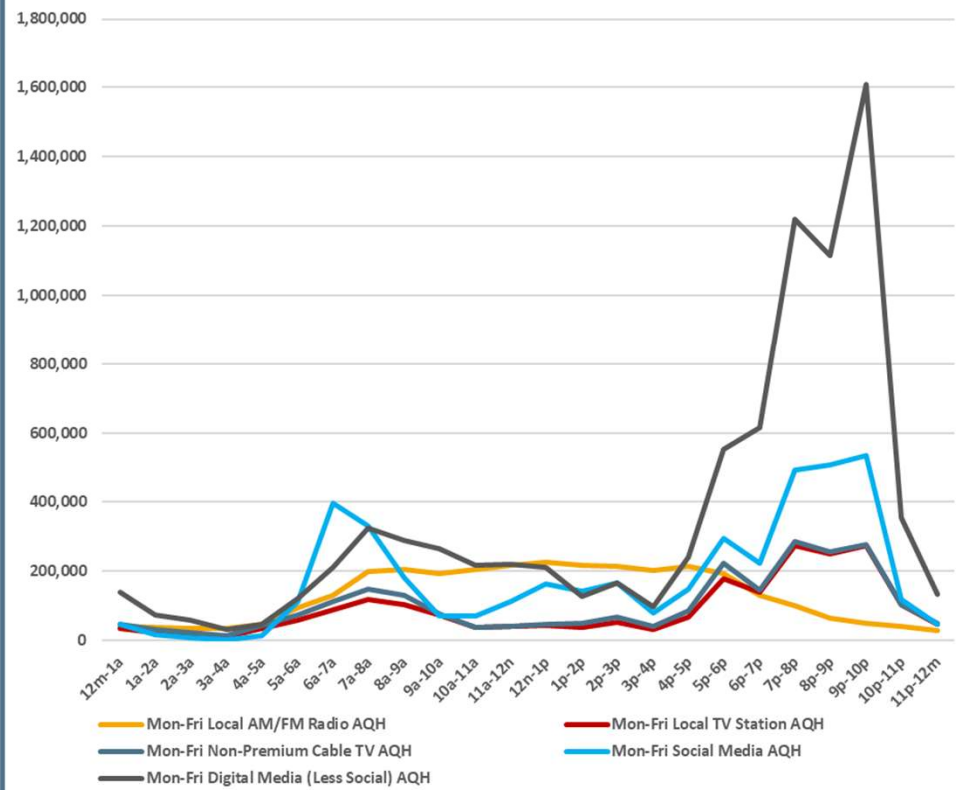


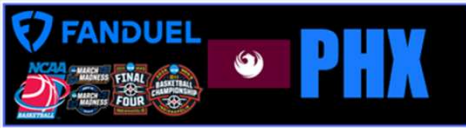
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,064;
Social Media: 6,776; Local Radio: 5,388; Non-Prem. Cable: 4,242; Local TV: 3,018 reaching
Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Plan to Bet on NCAA Basketball in
the next 12mos*



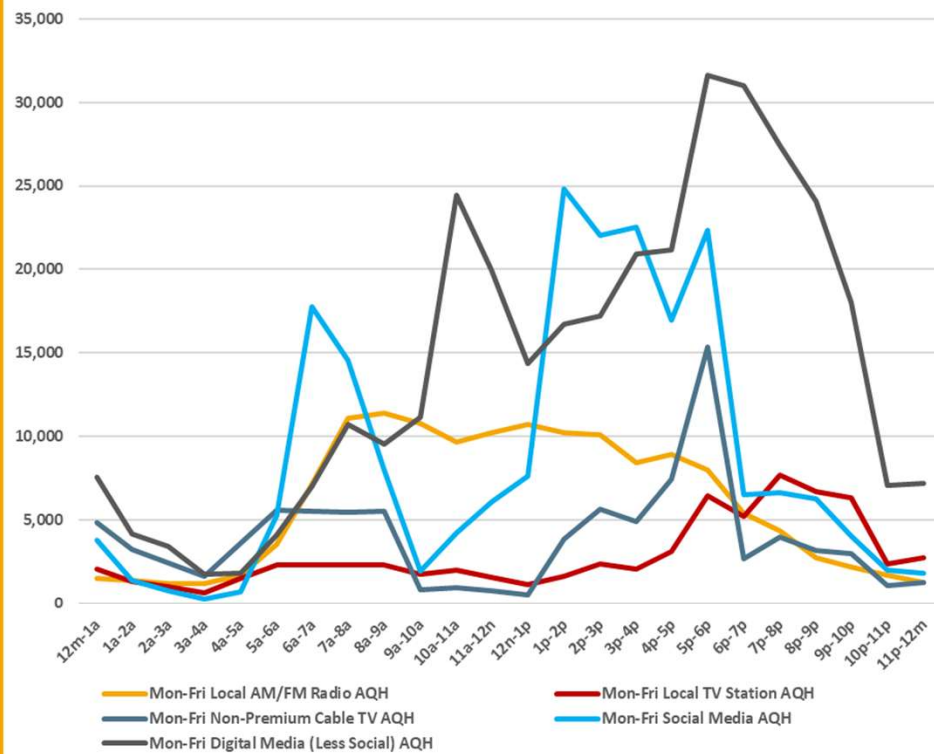
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 21 or older*



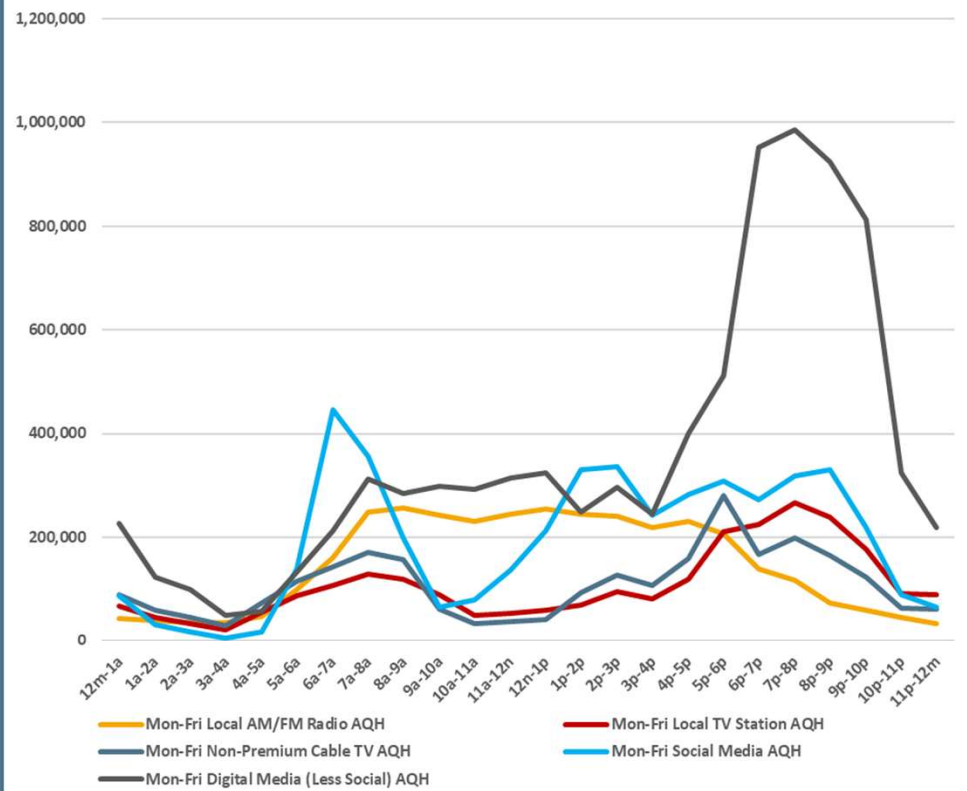


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,147;
Social Media: 13,507; Local Radio: 9,412; Non-Prem. Cable: 4,584; Local TV: 2,653
reaching Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 21 or older who Plan to Bet on NCAA Basketball in
the next 12mos*



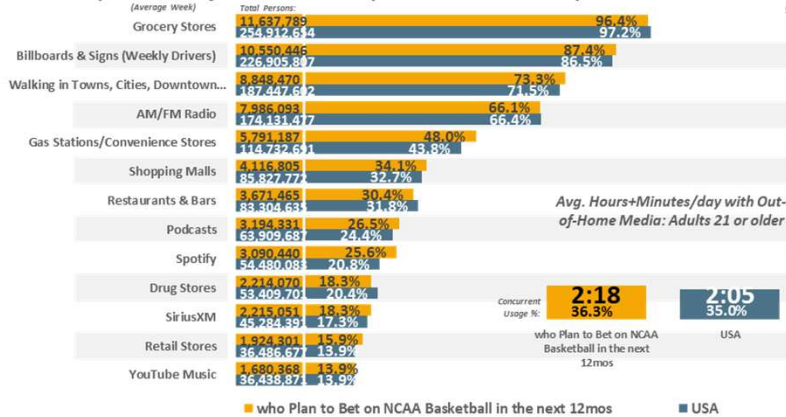
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 21 or older*



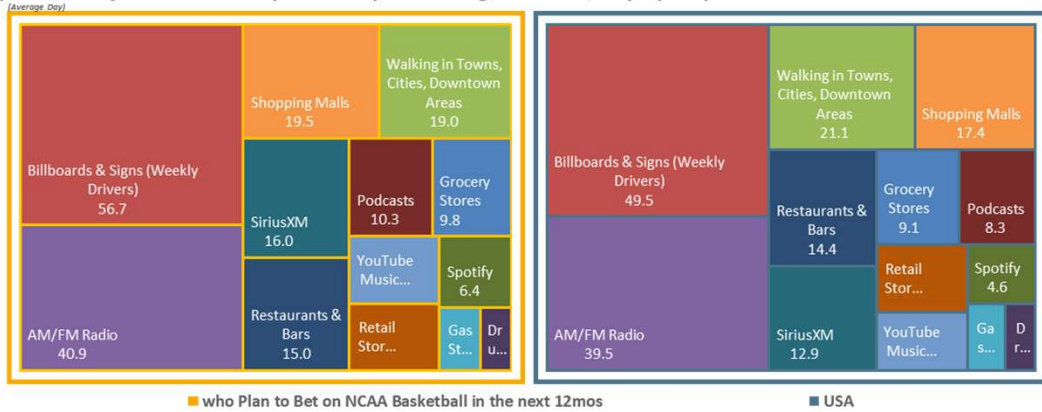


10,550,446 or 87.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 56.7 minutes per day driving, seeing Billboards and Signs. 63.3% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minutes/d

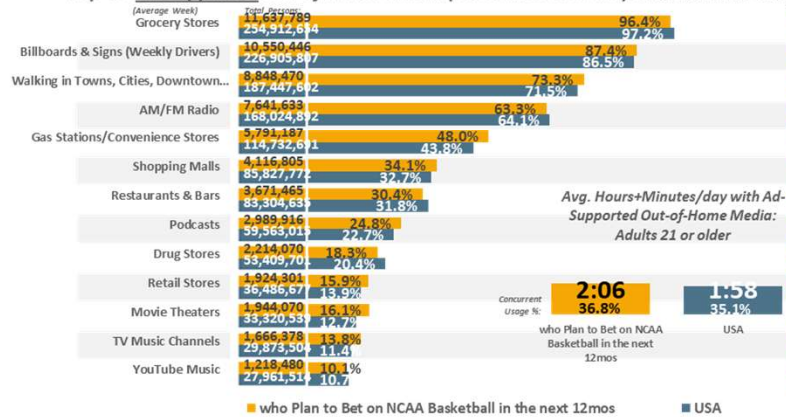
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



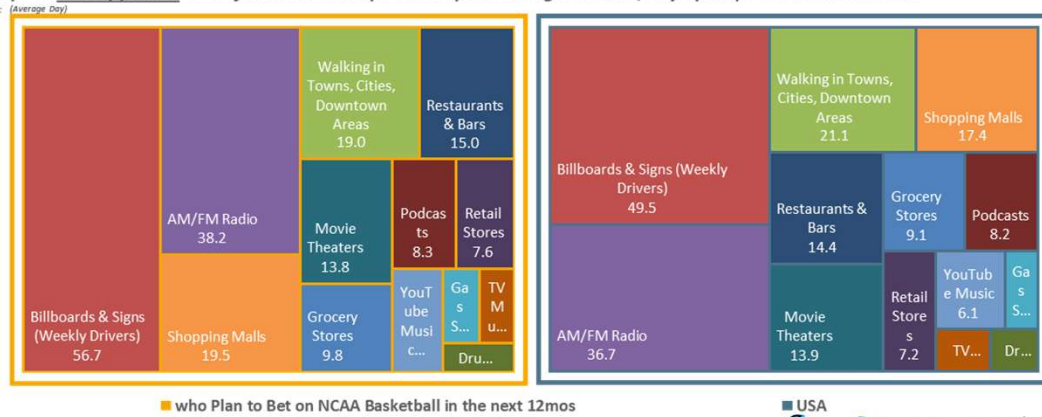
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,068
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

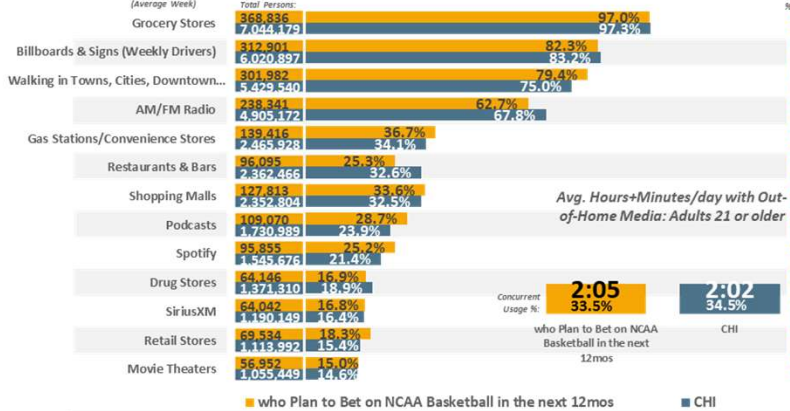
Sports betting - sports plan to bet on next 12 months: NCAA basketball

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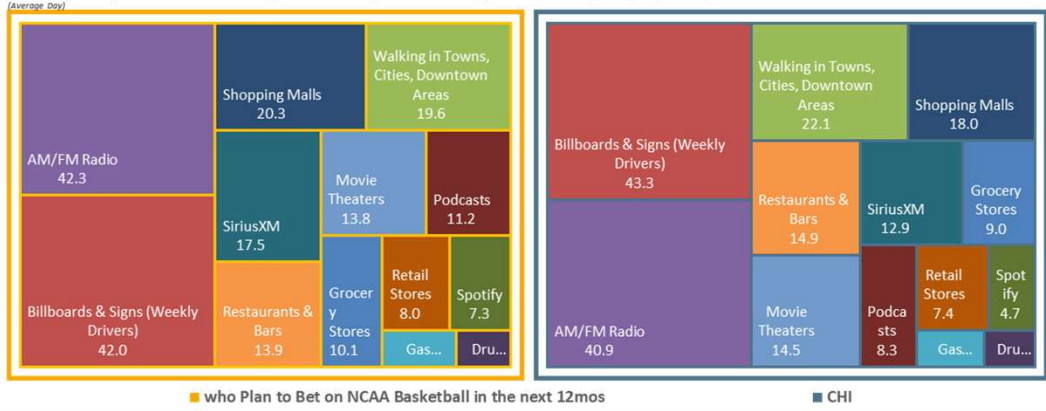


312,901 or 82.3% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 42. minutes per day driving, seeing Billboards and Signs. 59.4% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes/day.

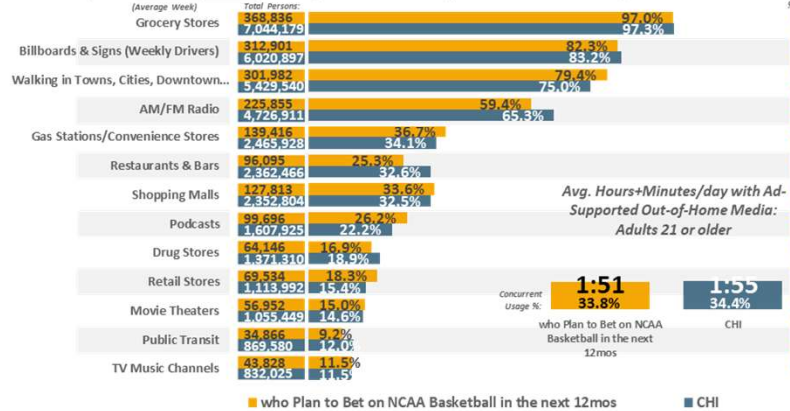
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



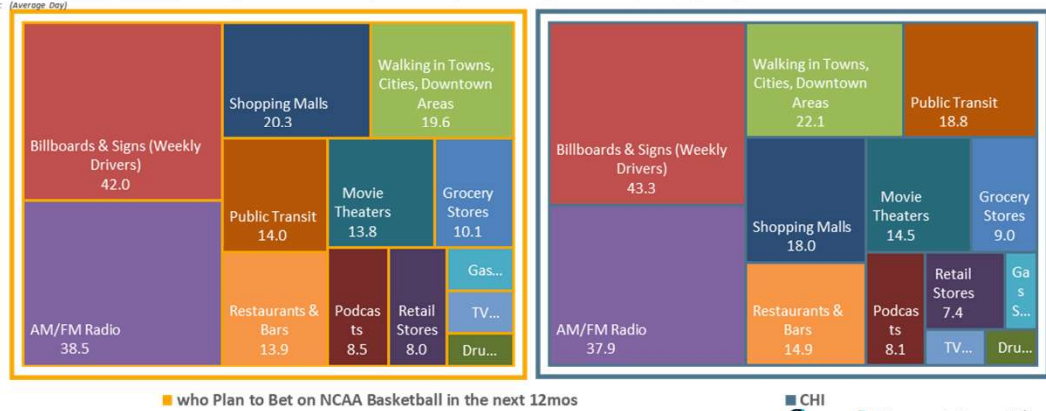
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



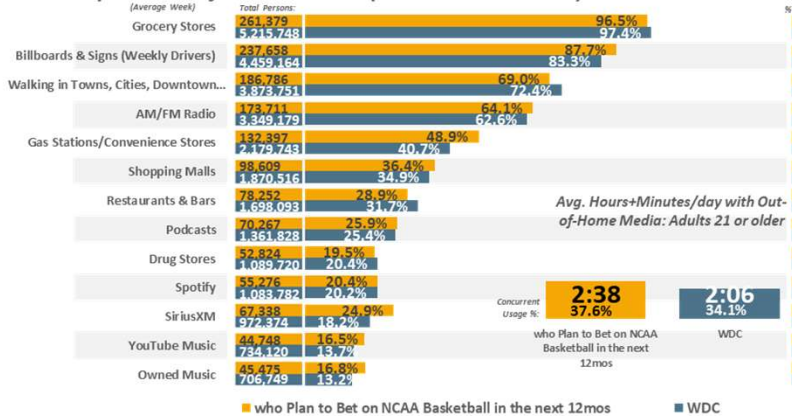
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



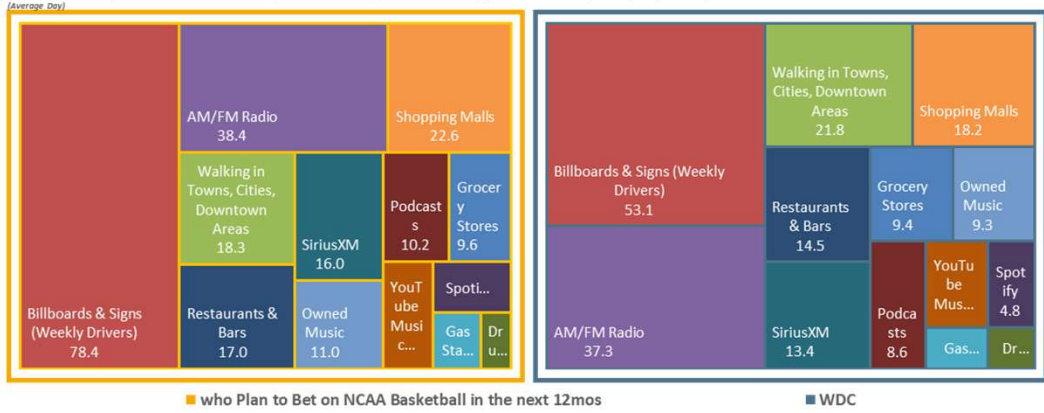


237,658 or 87.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 78.4 minutes per day driving, seeing Billboards and Signs. 61.2% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes/day.

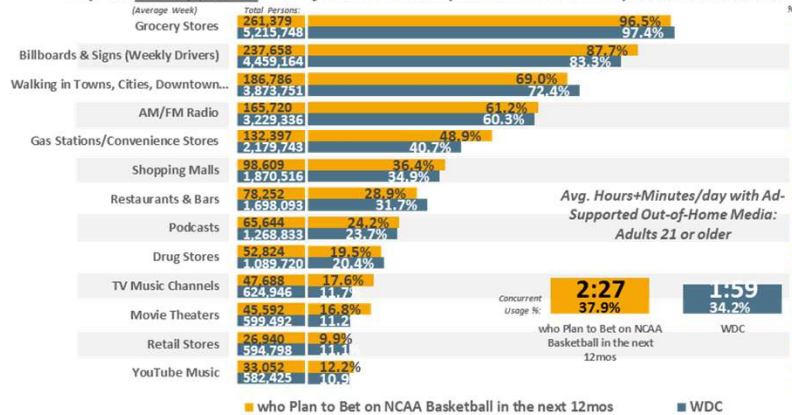
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



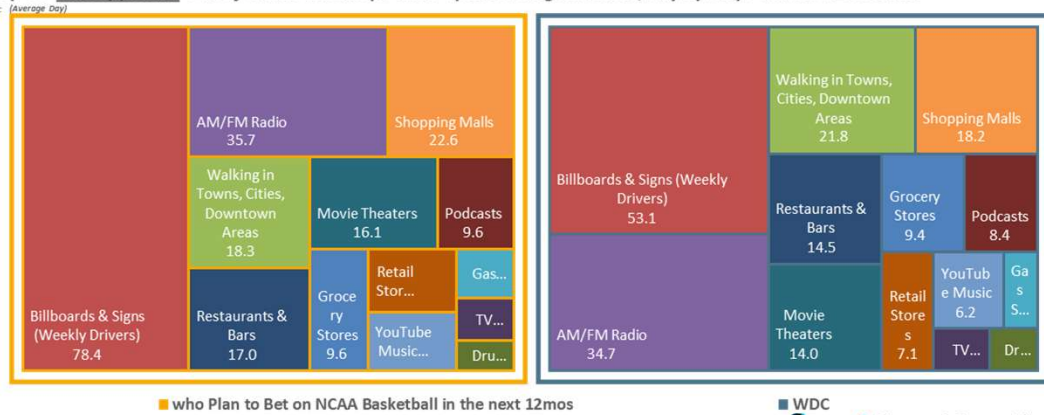
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



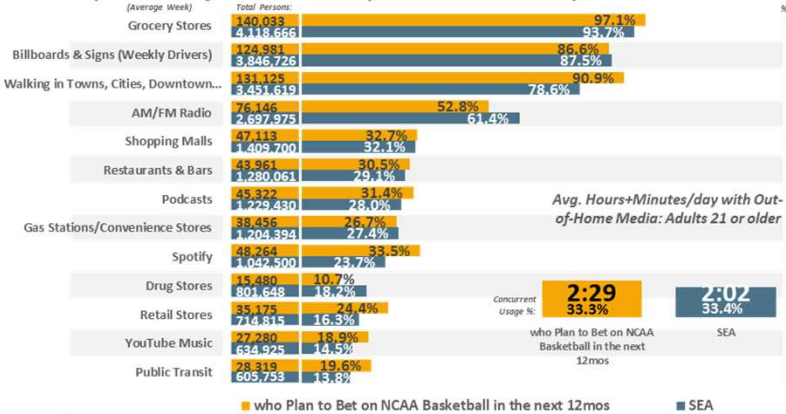
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



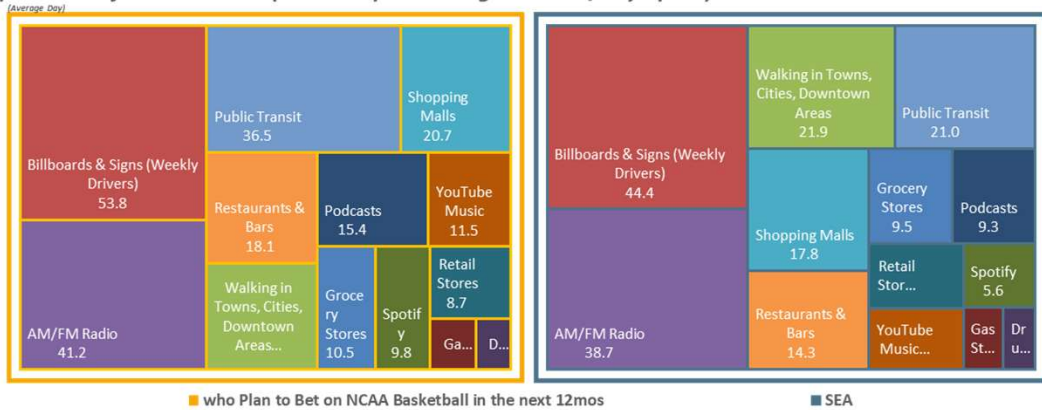


124,981 or 86.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 53.8 minutes per day driving, seeing Billboards and Signs. 50.1% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minutes/day.

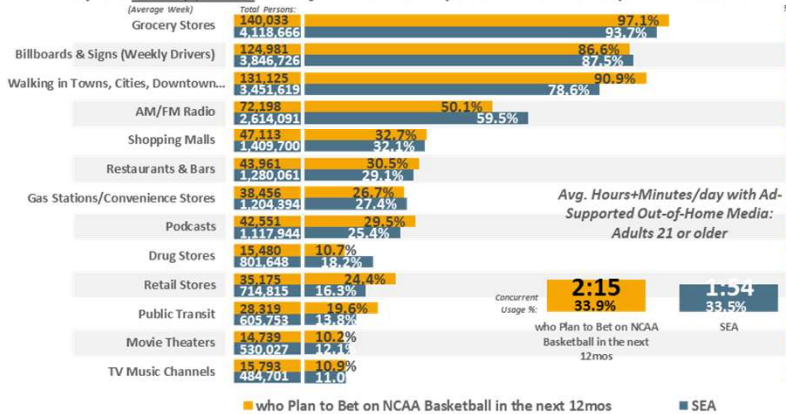
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



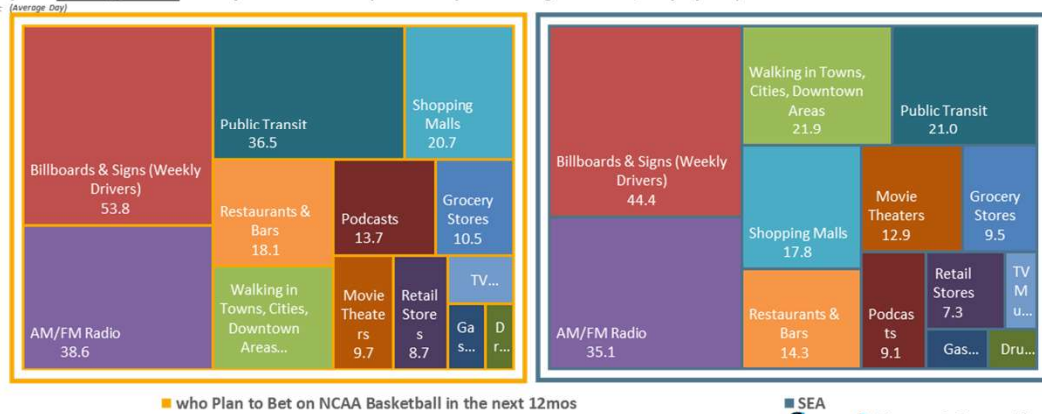
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

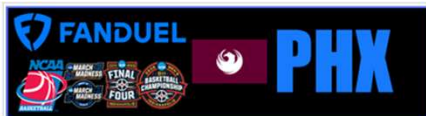


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



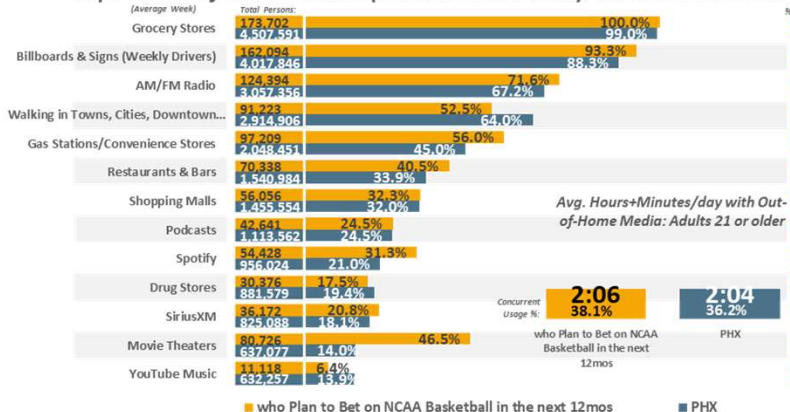
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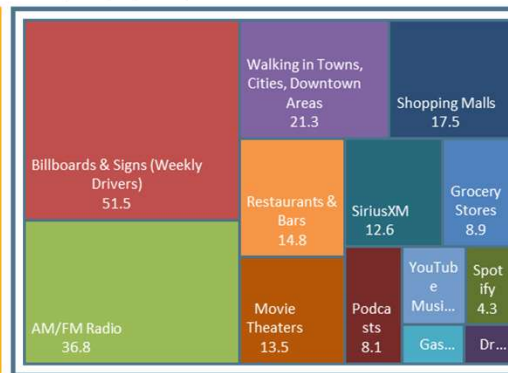
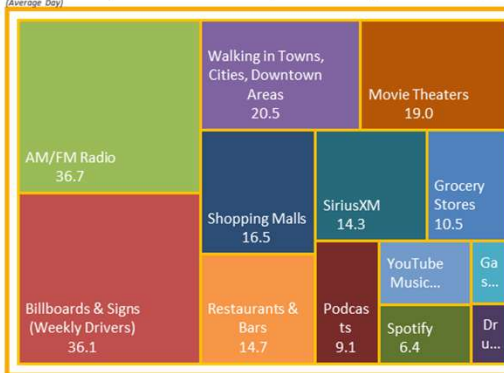


162,094 or 93.3% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 36.1 minutes per day driving, seeing Billboards and Signs. 69.9% Listen to Local Radio Stations Out-of-Home for an average of 34.1 minutes/day.

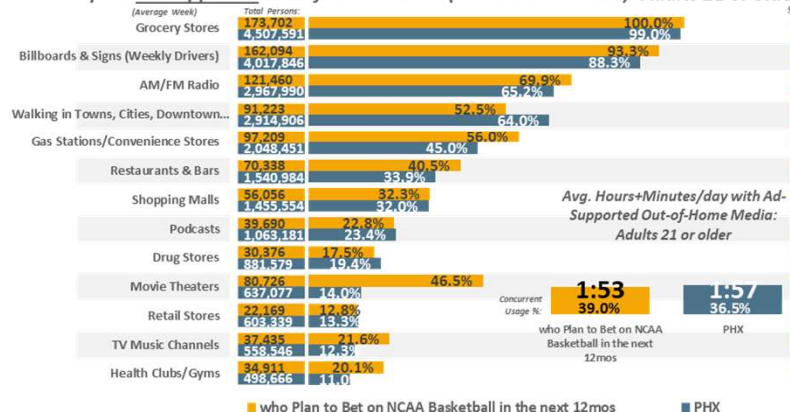
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



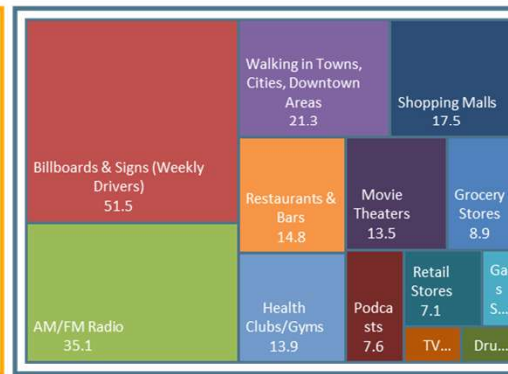
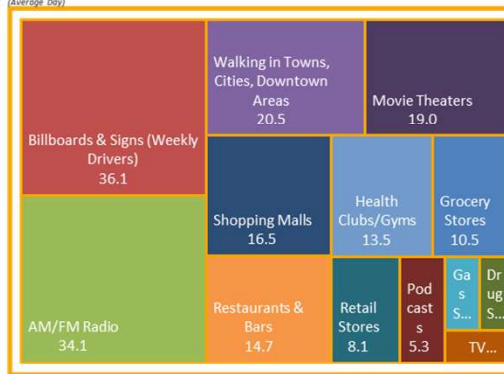
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



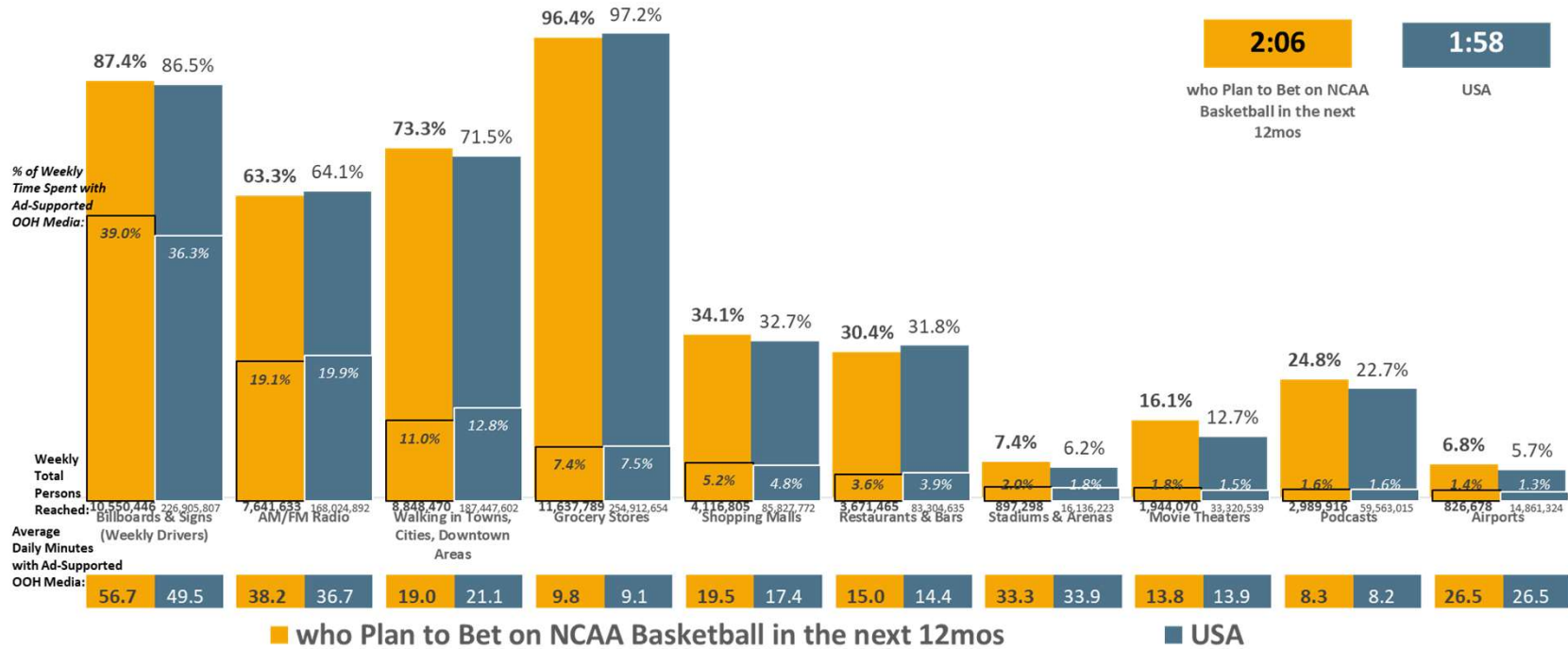


10,550,446 or 87.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 56.7 minutes per day driving, seeing Billboards and Signs representing 39.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



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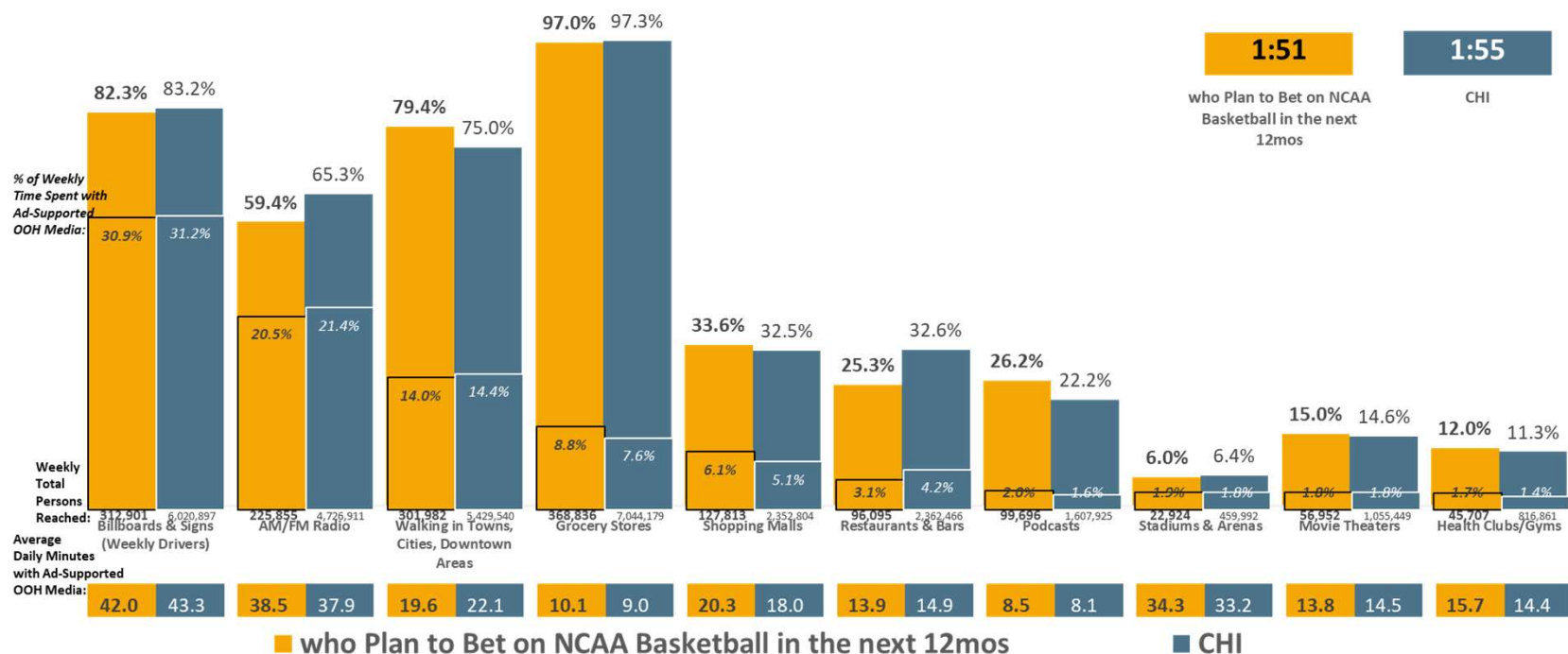


312,901 or 82.3% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 42. minutes per day driving, seeing Billboards and Signs representing 30.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 218
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,073

soefa.ai Share of Everything for Anything

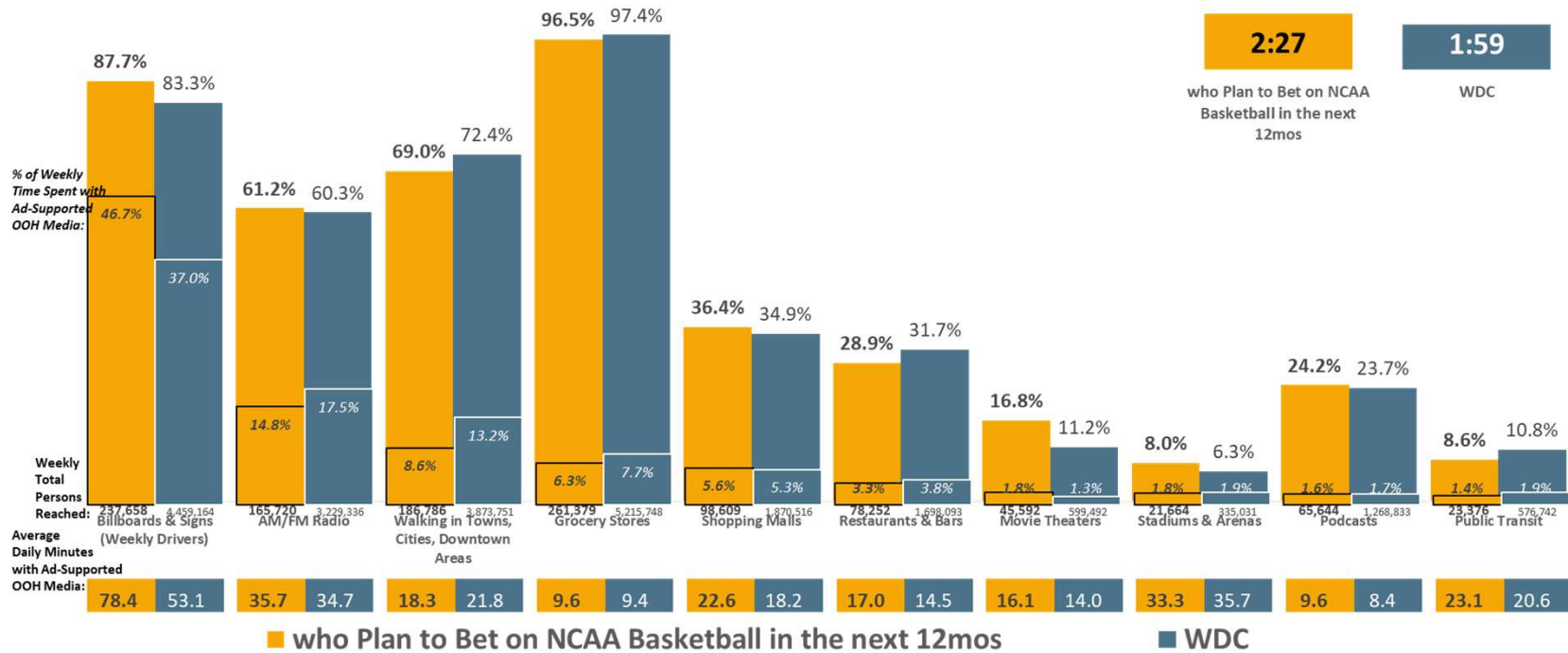


237,658 or 87.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 78.4 minutes per day driving, seeing Billboards and Signs representing 46.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab 269 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,726
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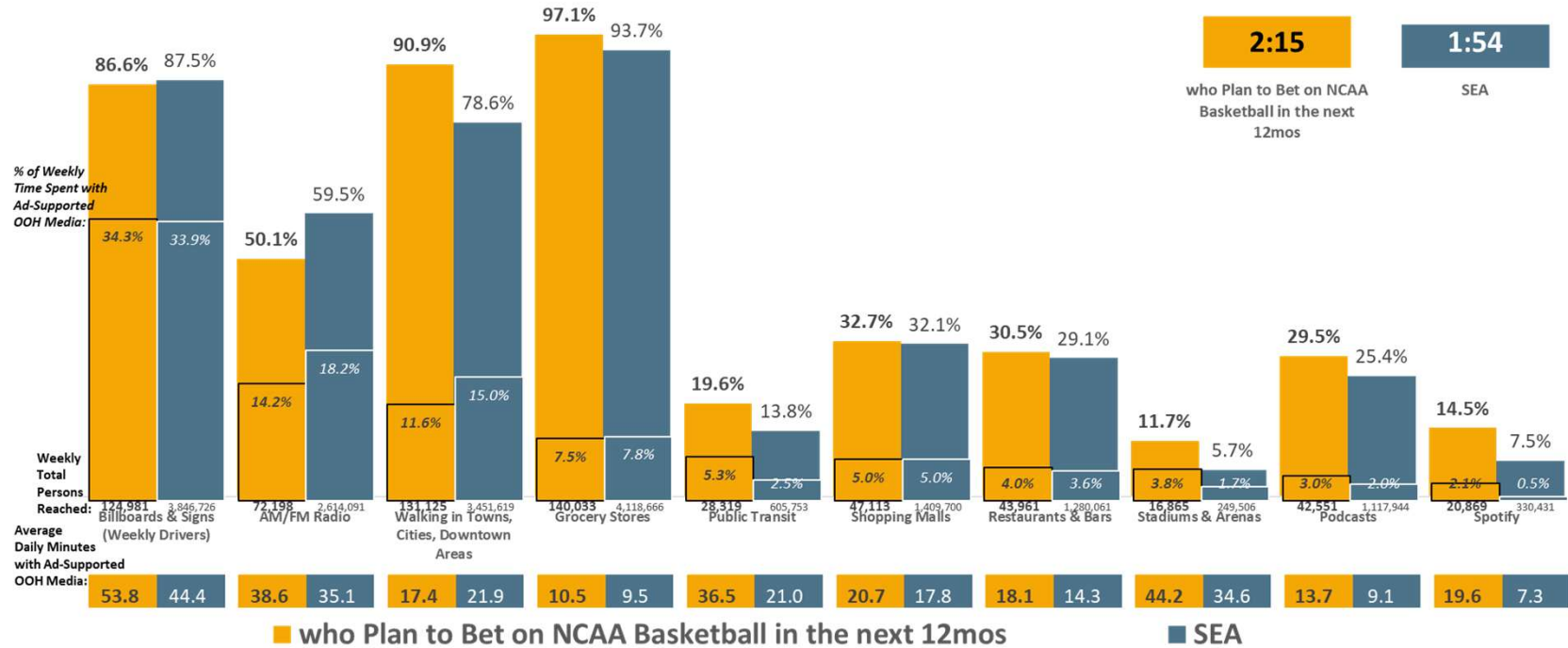


124,981 or 86.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 53.8 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 108 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,920
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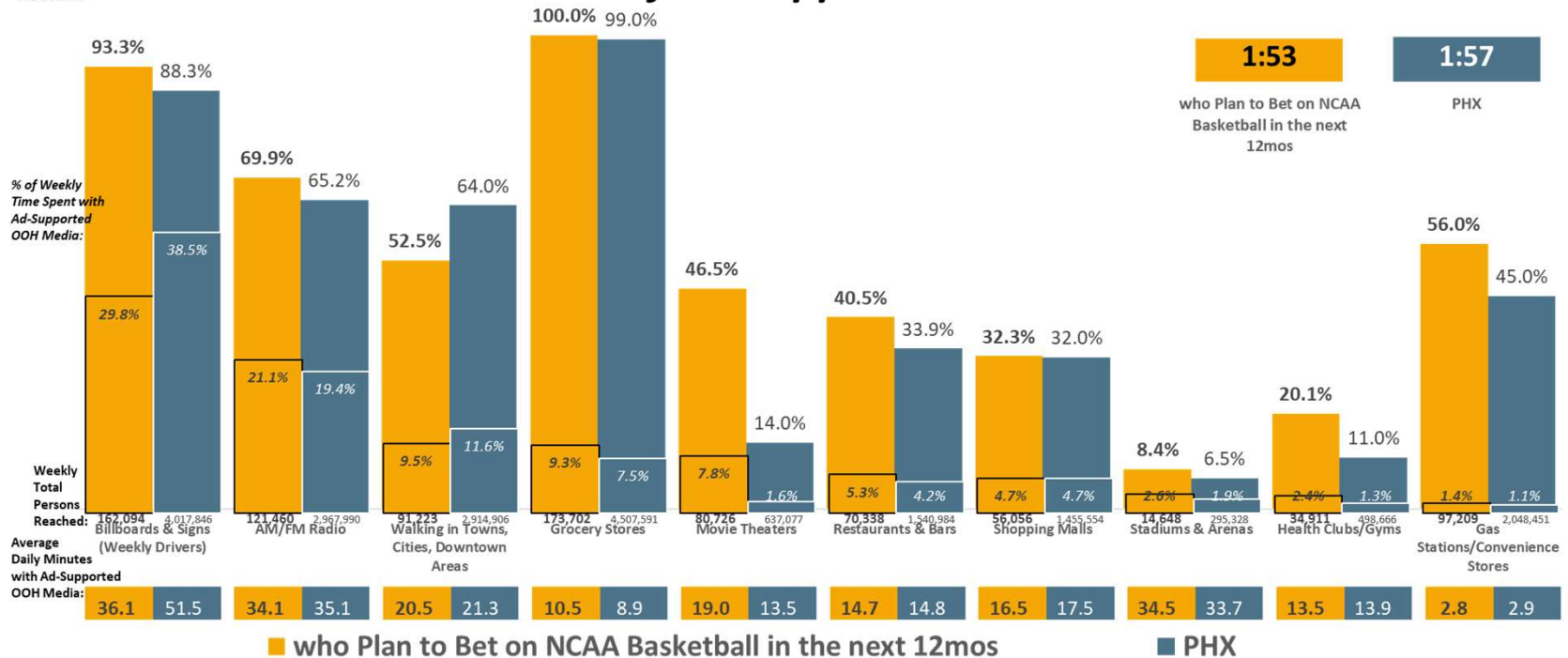


162,094 or 93.3% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 36.1 minutes per day driving, seeing Billboards and Signs representing 29.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 21 or older

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 88
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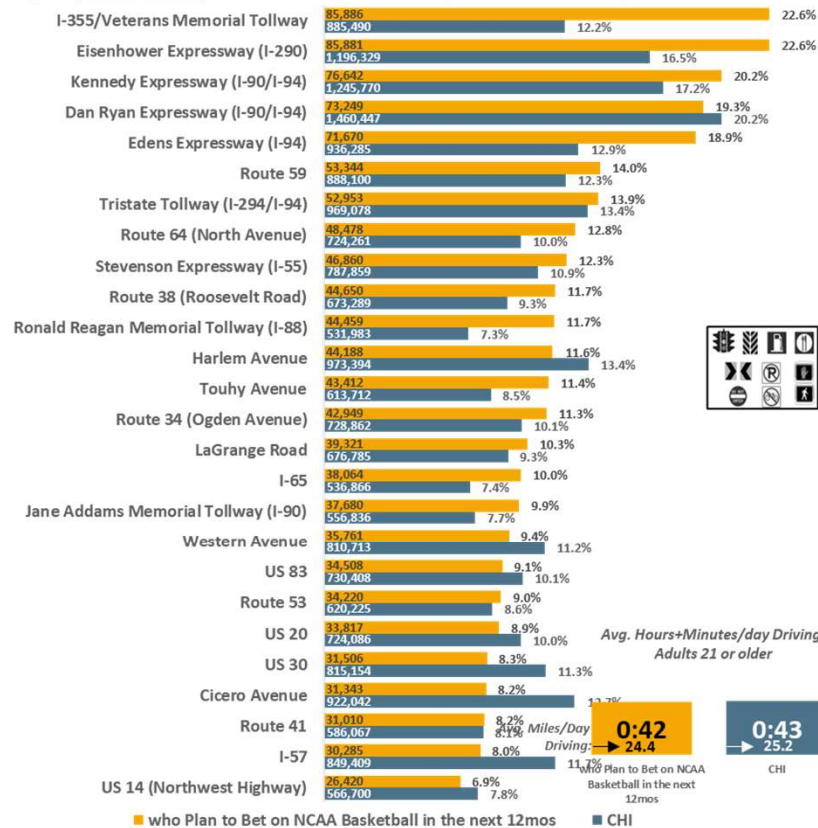
PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,438

soefa.ai Share of Everything for Anything

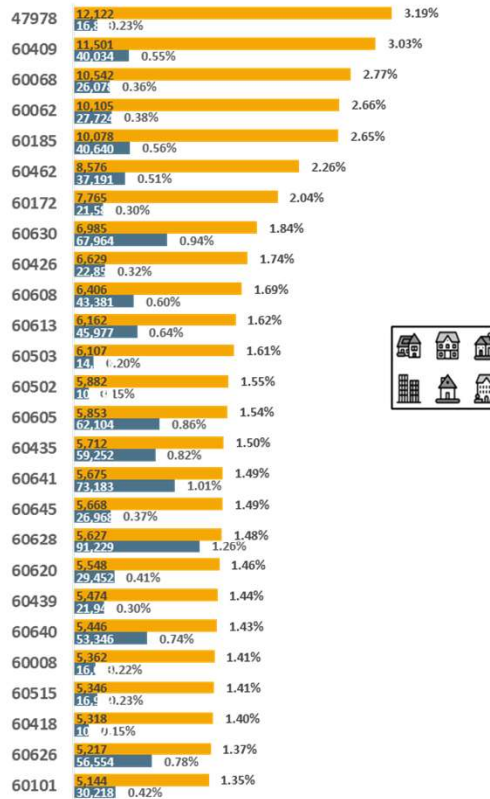


312,901 or 82.3% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 42. minutes per day driving an average of 24.4 miles each day and are 84.7% more likely to use I-355/Veterans Memorial Tollway than the Metro a

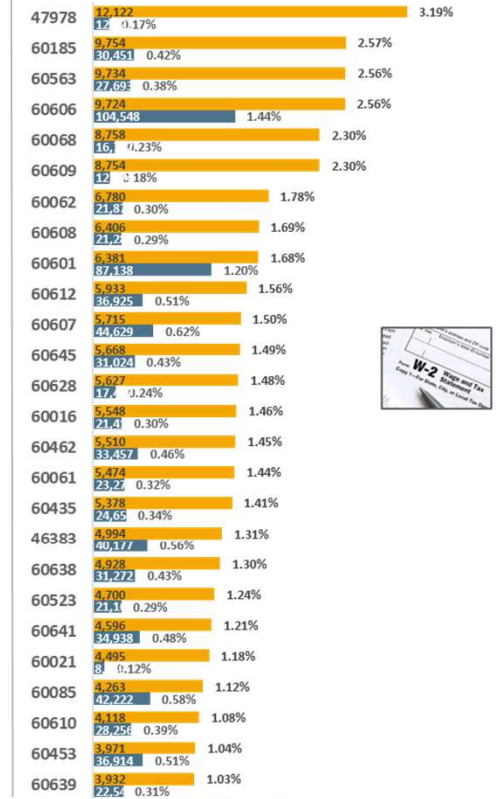
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



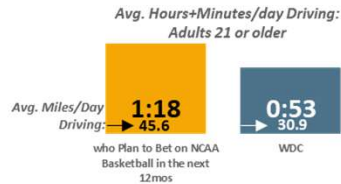
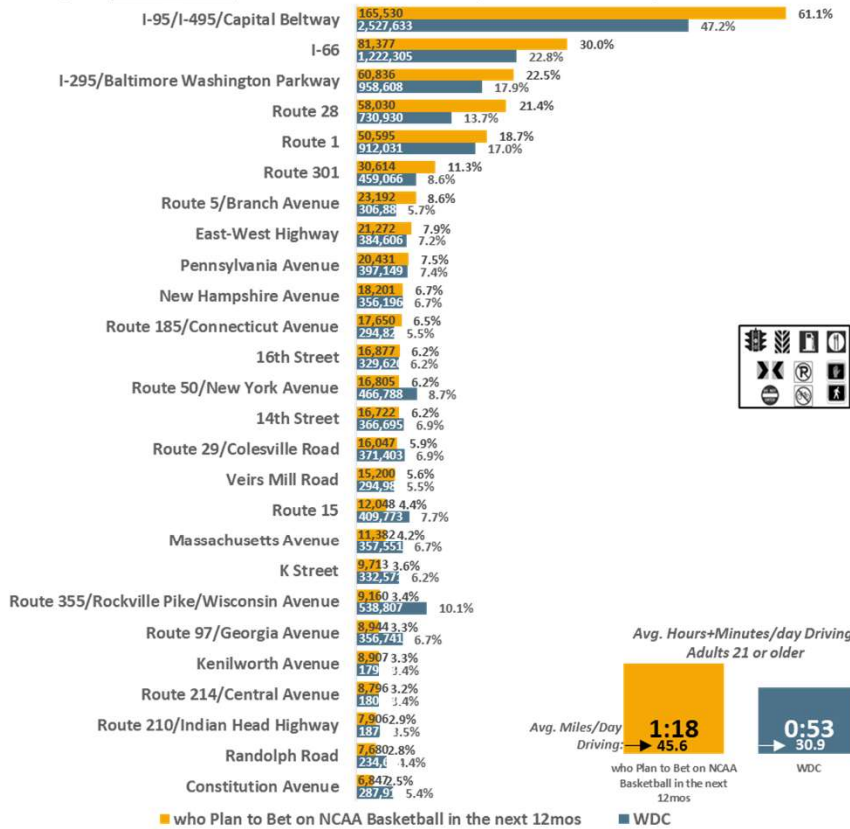
Top-26 Employment Zip Codes: Adults 21 or older



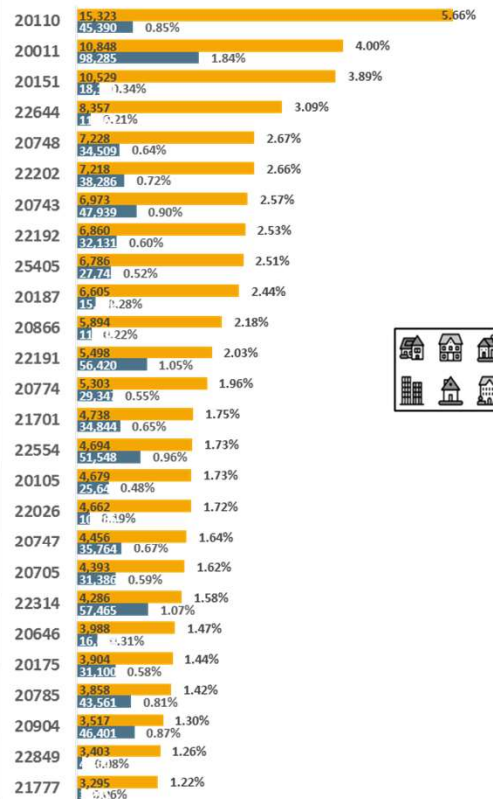


237,658 or 87.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 78.4 minutes per day driving an average of 45.6 miles each day and are 56.9% more likely to use Route 28 than the Metro average.

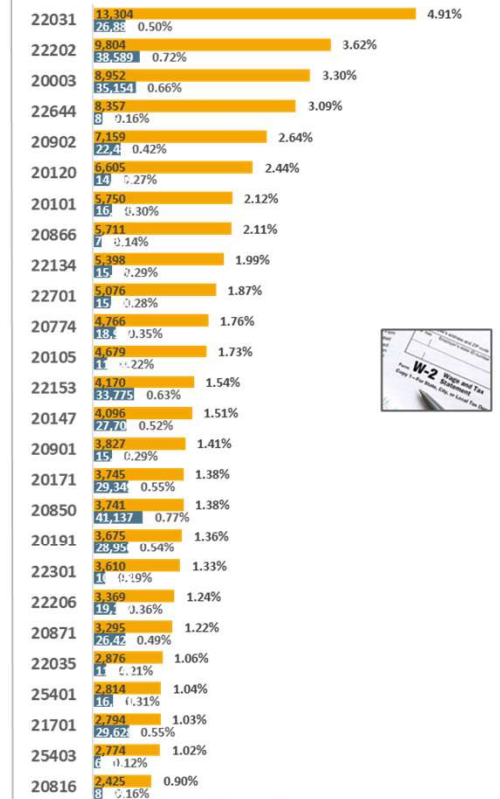
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



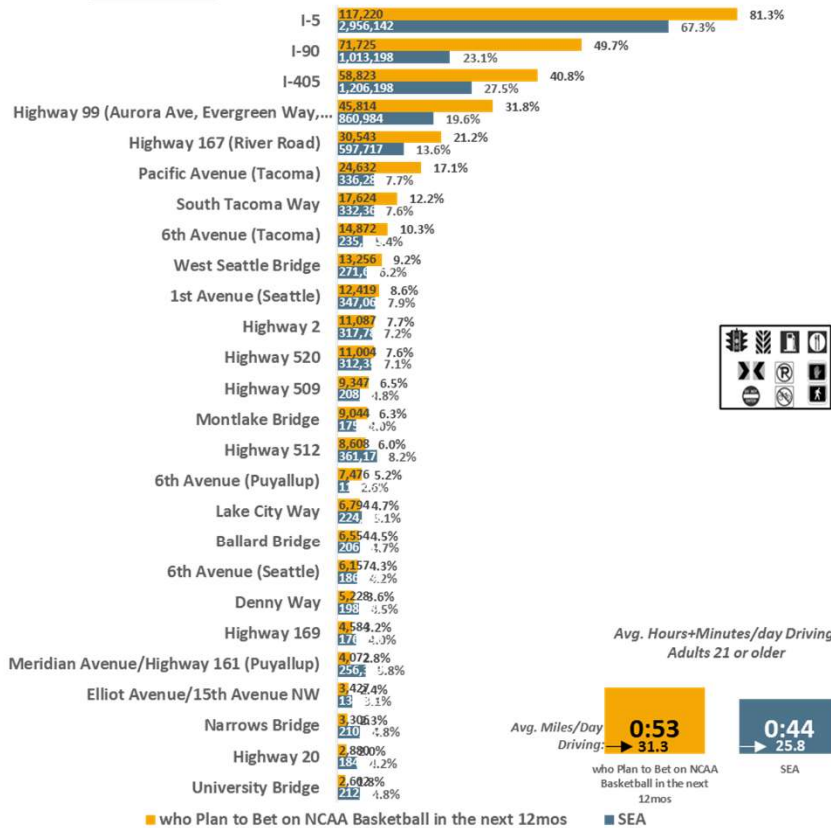
Top-26 Employment Zip Codes: Adults 21 or older



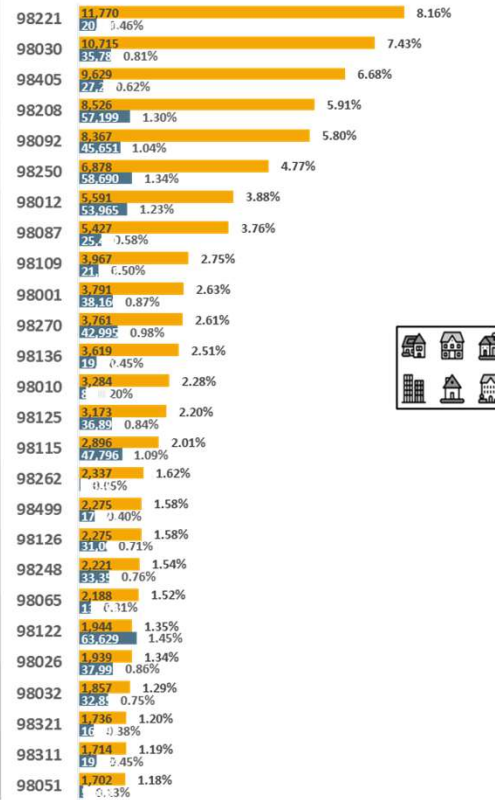


124,981 or 86.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 53.8 minutes per day driving an average of 31.3 miles each day and are 123.1% more likely to use Pacific Avenue (Tacoma) than the Metro average

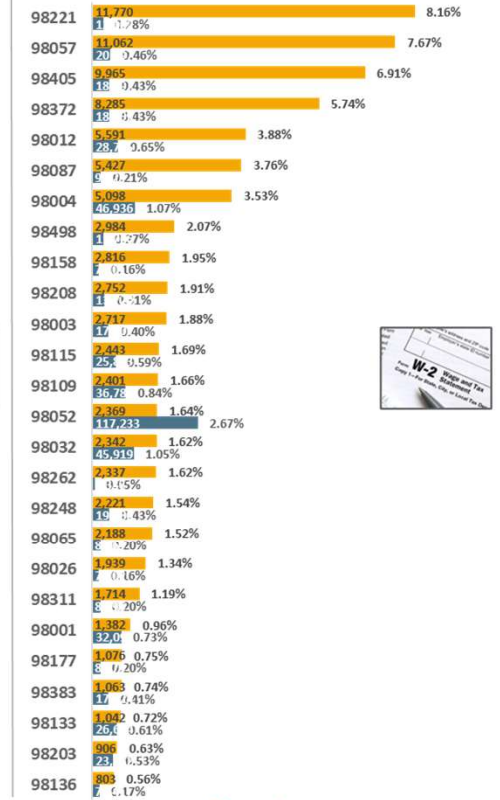
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



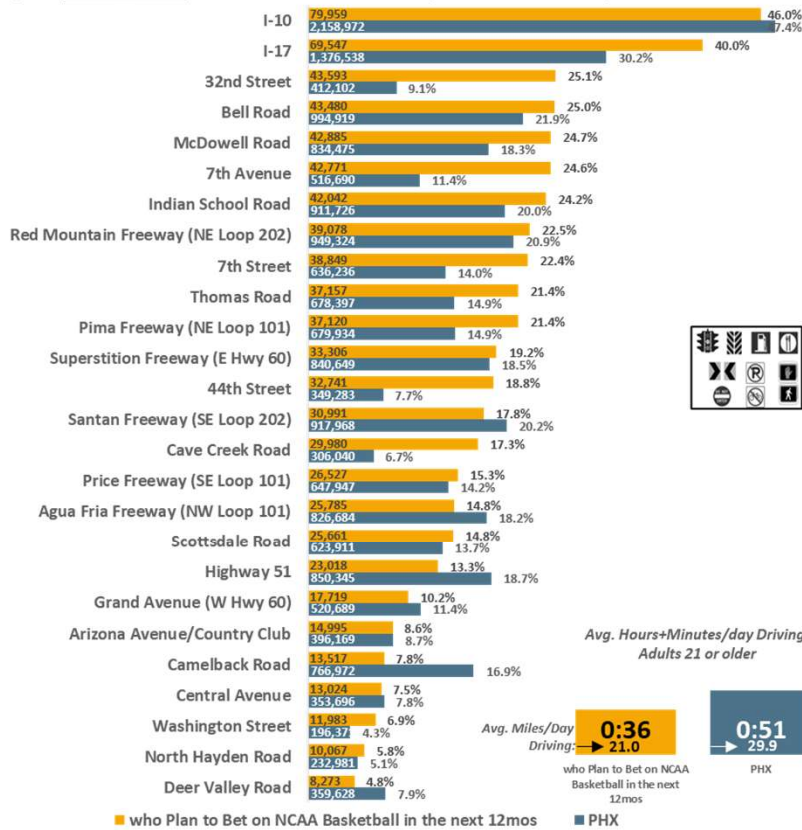
Top-26 Employment Zip Codes: Adults 21 or older



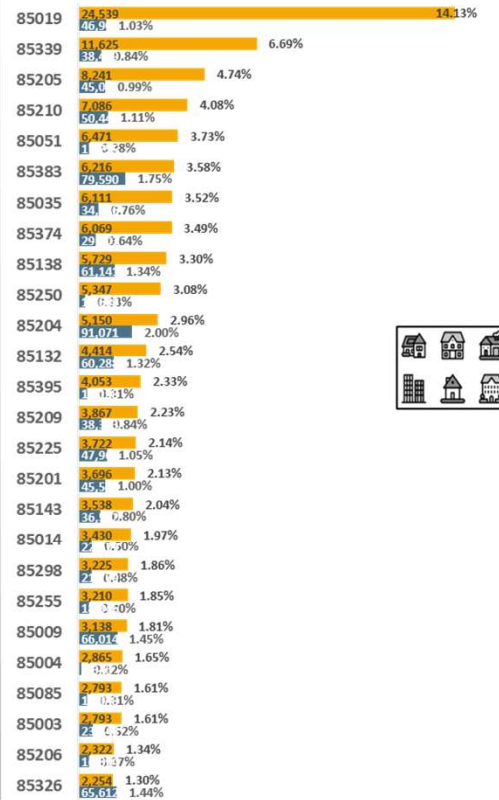


162,094 or 93.3% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 36.1 minutes per day driving an average of 21. miles each day and are 177.2% more likely to use 32nd Street than the Metro average.

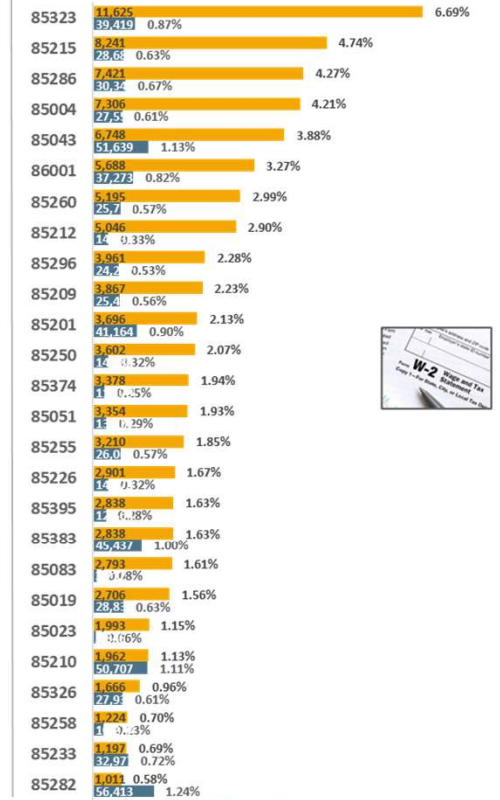
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



Top-26 Employment Zip Codes: Adults 21 or older





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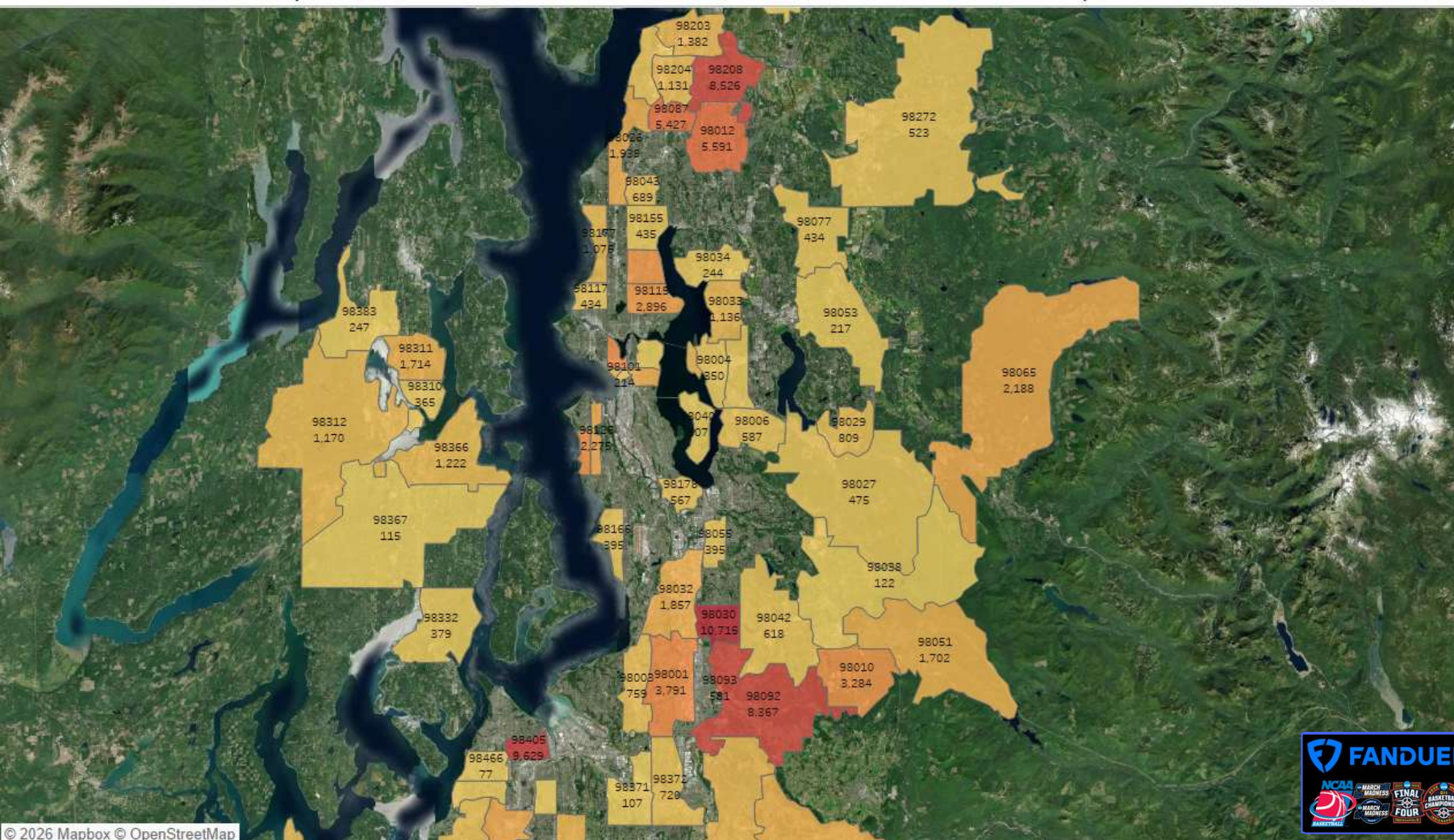
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 218

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Sports betting - sports plan to bet on next 12 months: NCAA basketball

Top Residential Zip Codes: (Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos)



SUM(Adults 21 or older ...)

77 11,770

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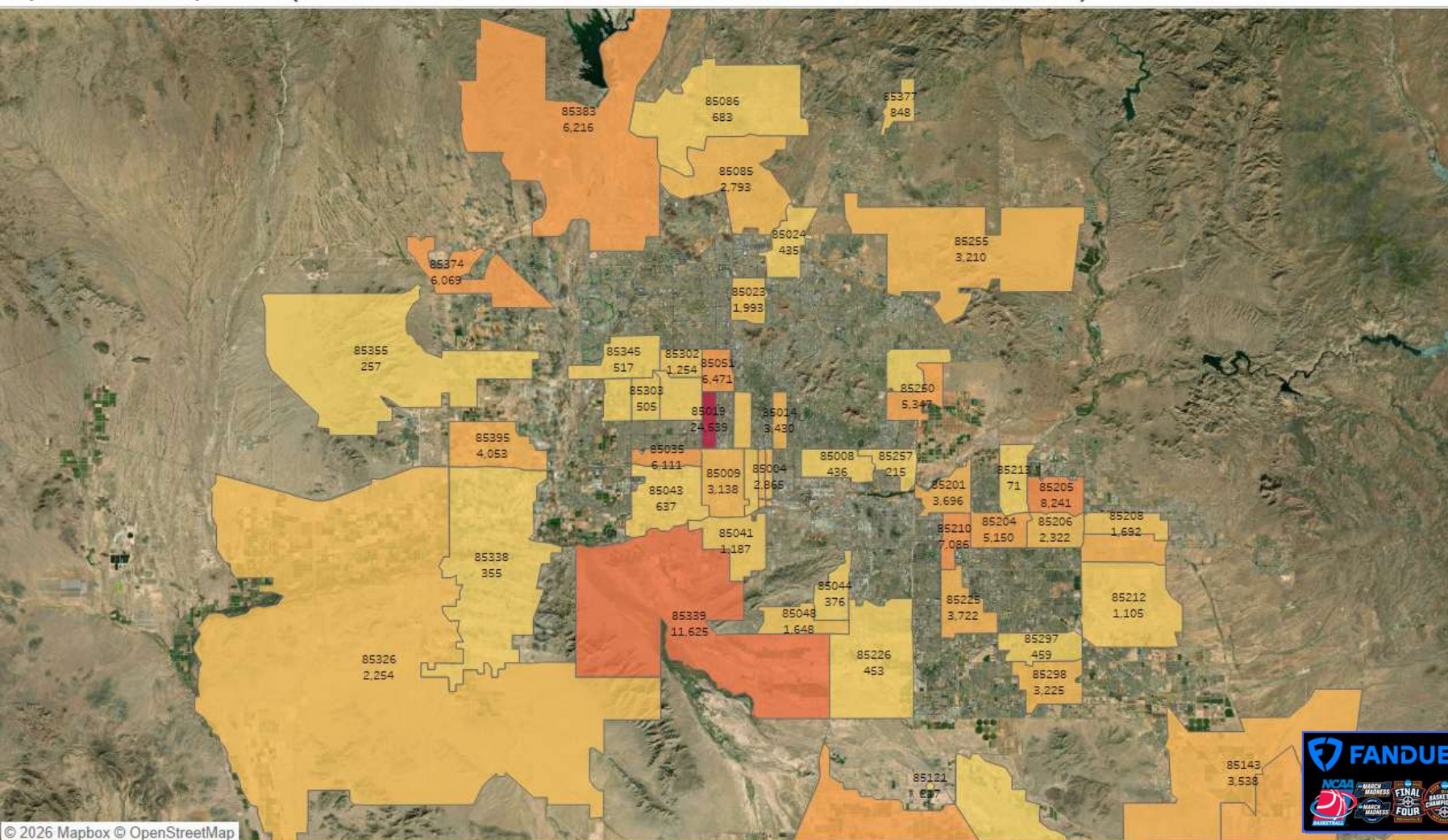
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 108
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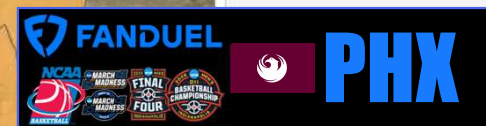
Sports betting - sports plan to bet on next 12 months: NCAA basketball

Top Residential Zip Codes: (Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos)

SUM(Adults 21 or older ...



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 88
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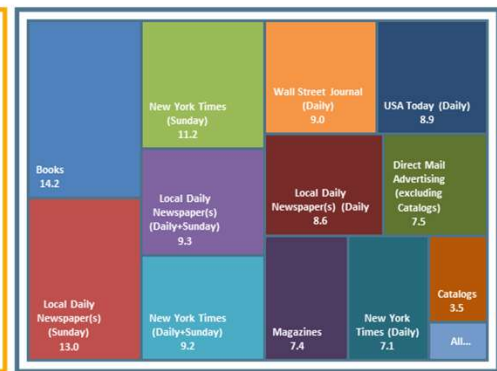
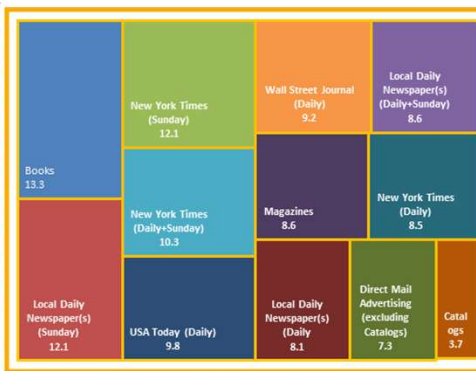
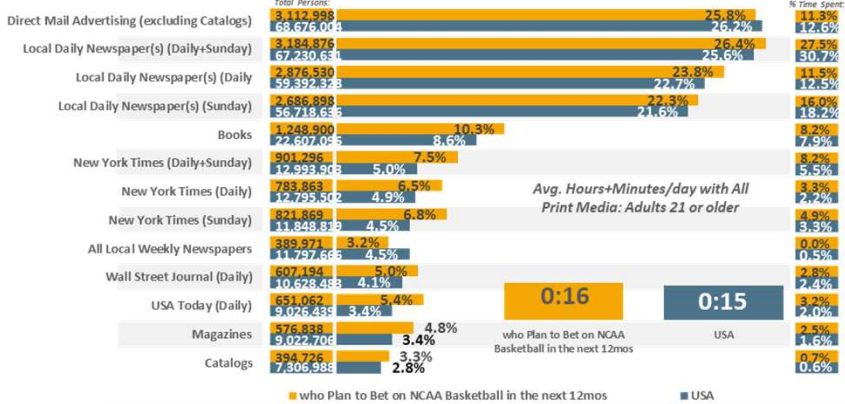
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Sports betting - sports plan to bet on next 12 months: NCAA basketball

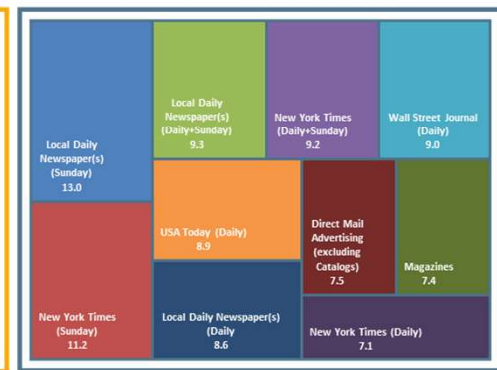
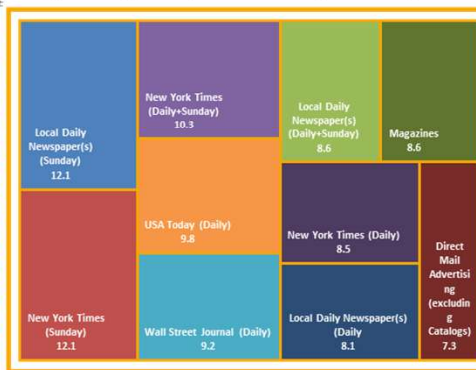
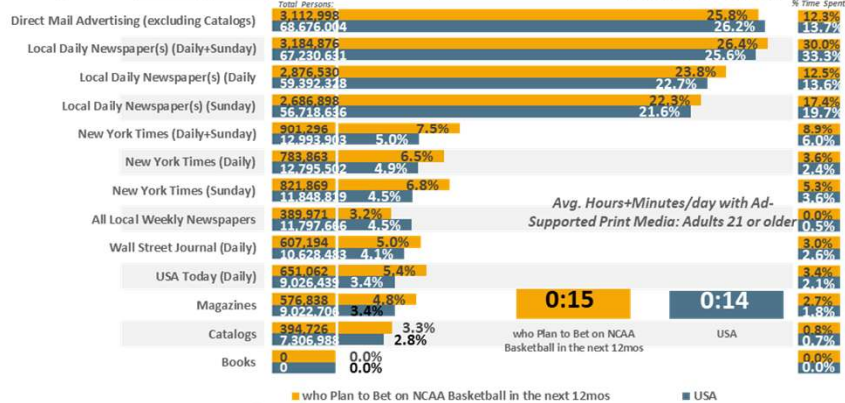


3,184,876 or 26.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



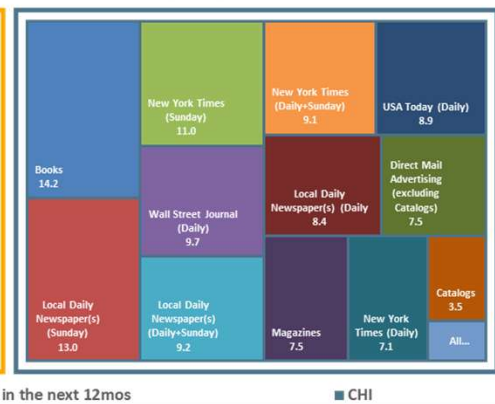
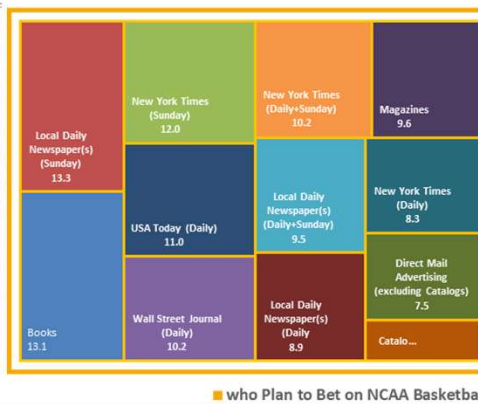
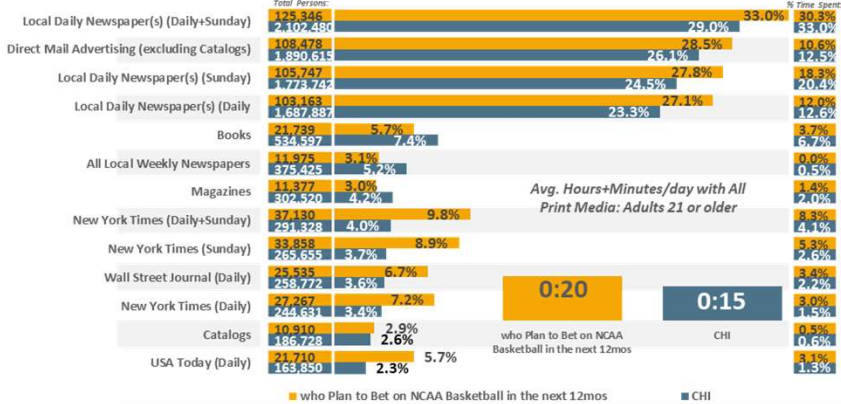
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



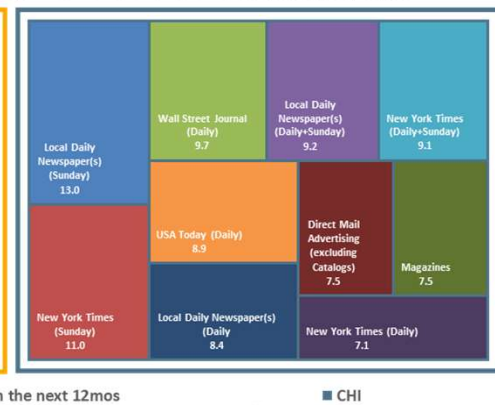
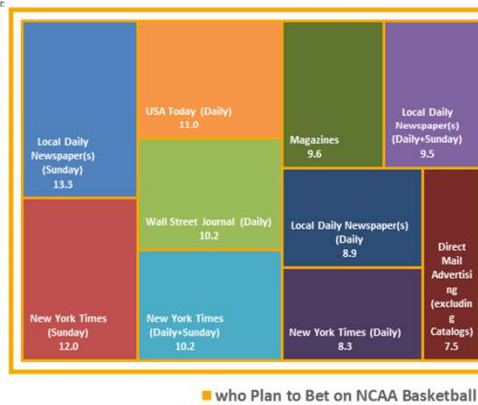
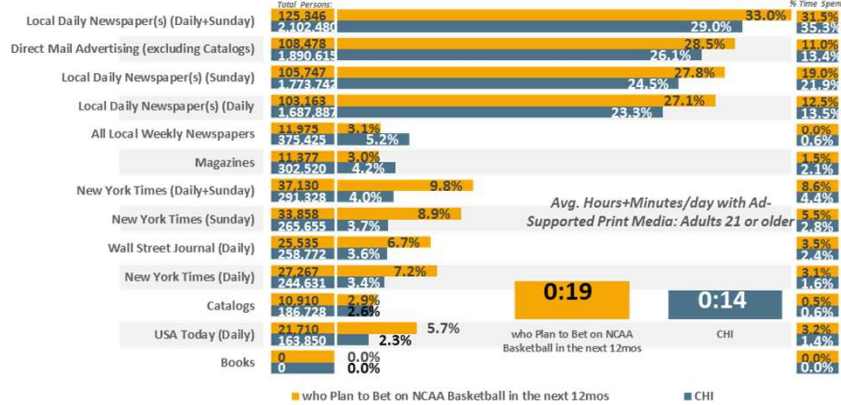


125,346 or 33.% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



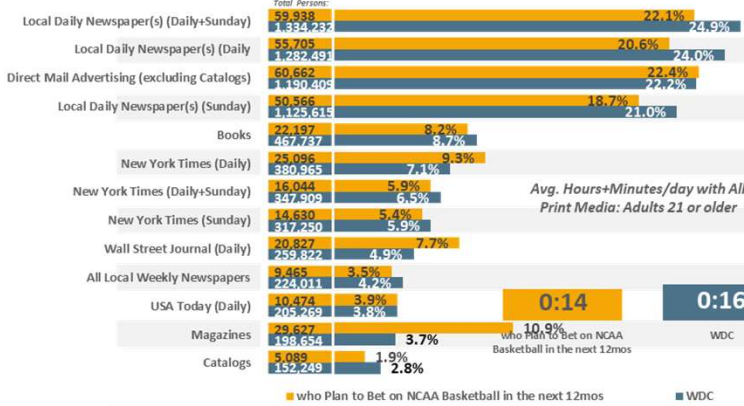
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





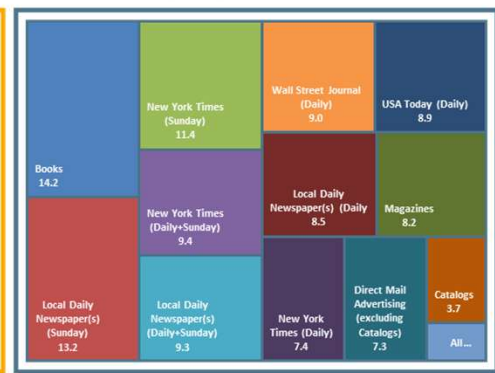
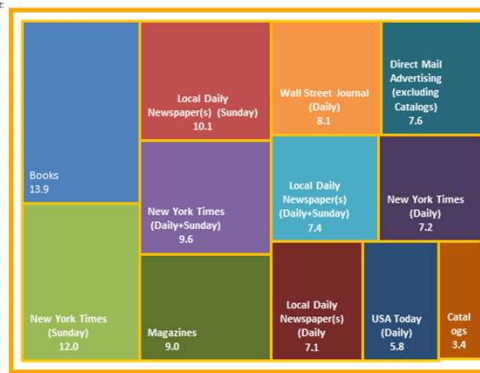
59,938 or 22.1% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 25.9% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older

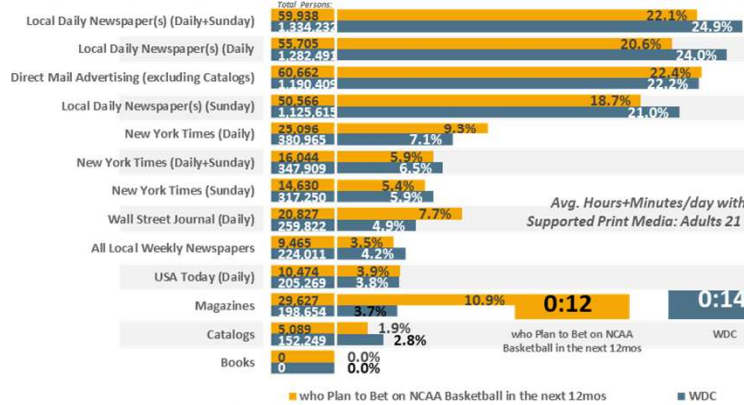


Avg. Hours+Minutes/day with All Print Media: Adults 21 or older

Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

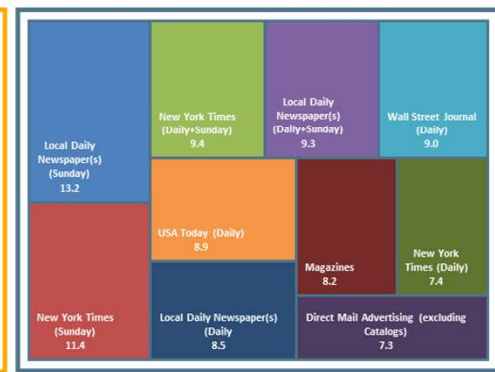


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 21 or older

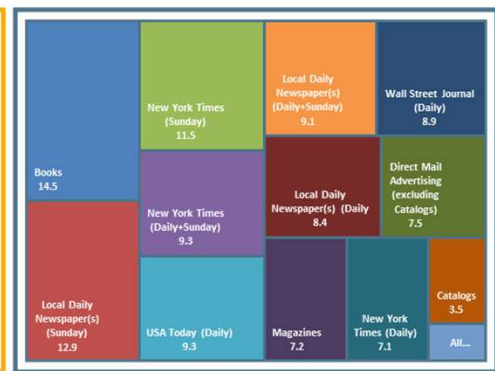
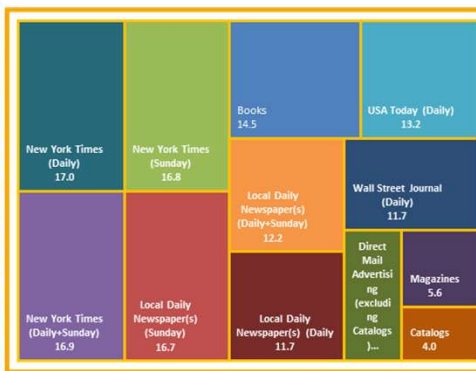
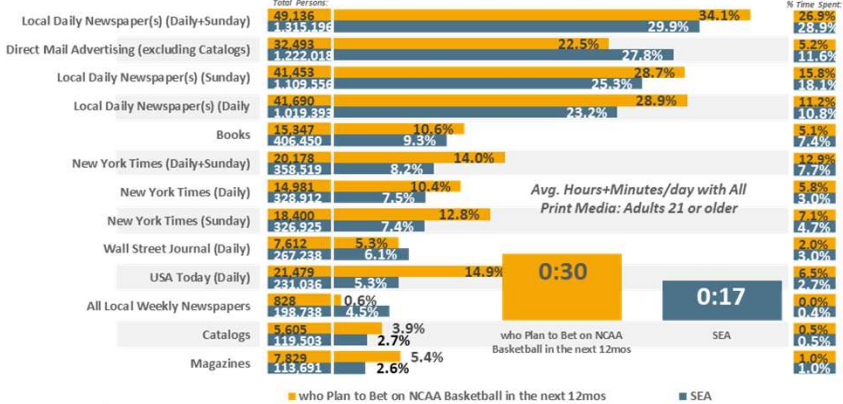
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



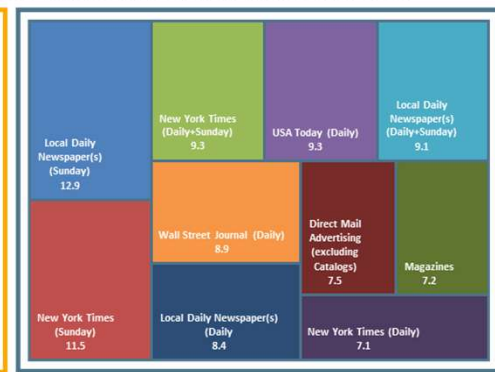
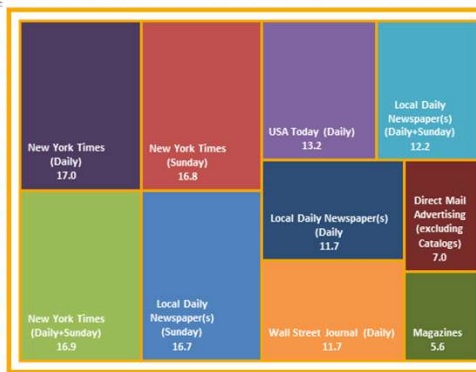
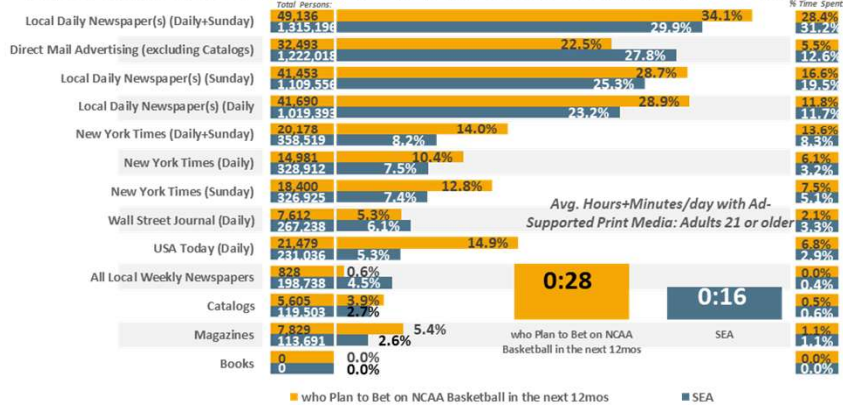


49,136 or 34.1% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.2 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



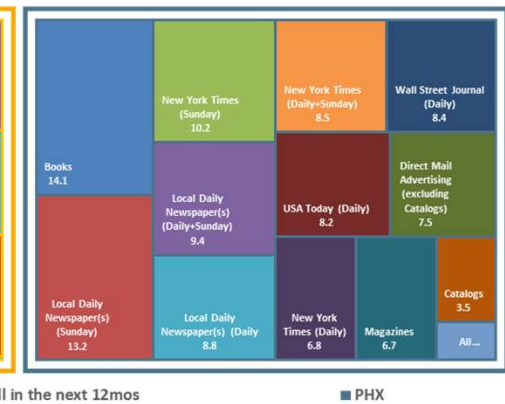
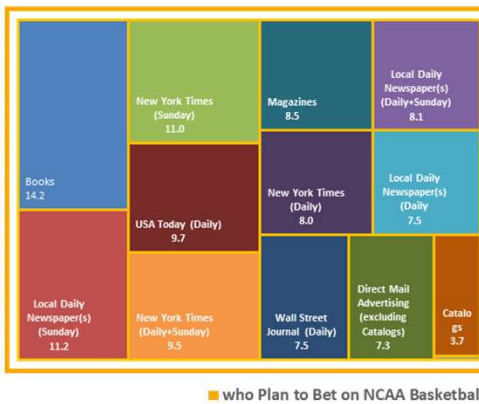
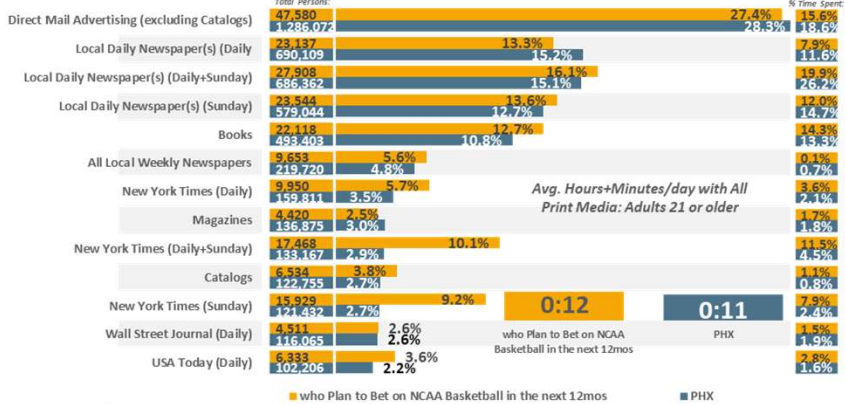
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



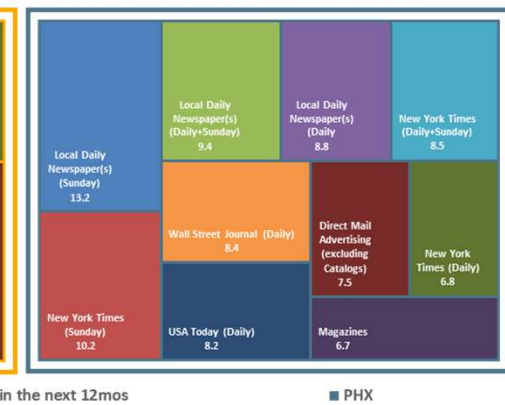
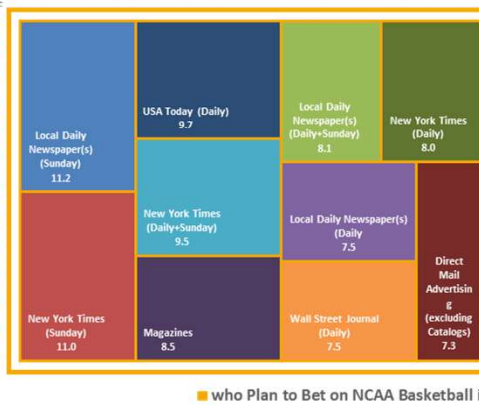
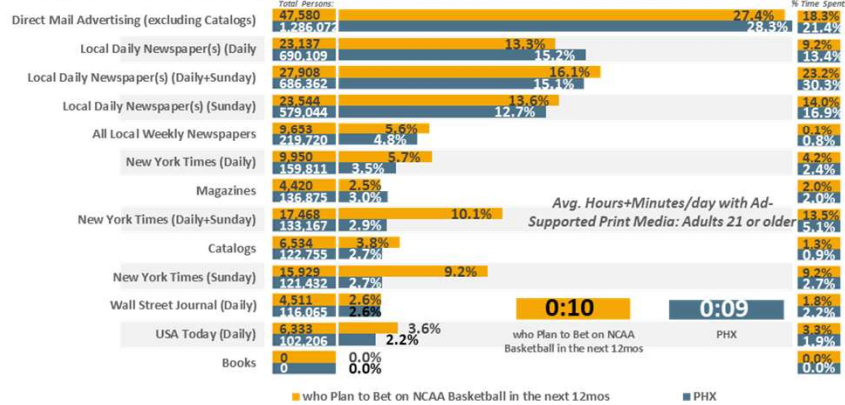


27,908 or 16.1% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 23.2% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



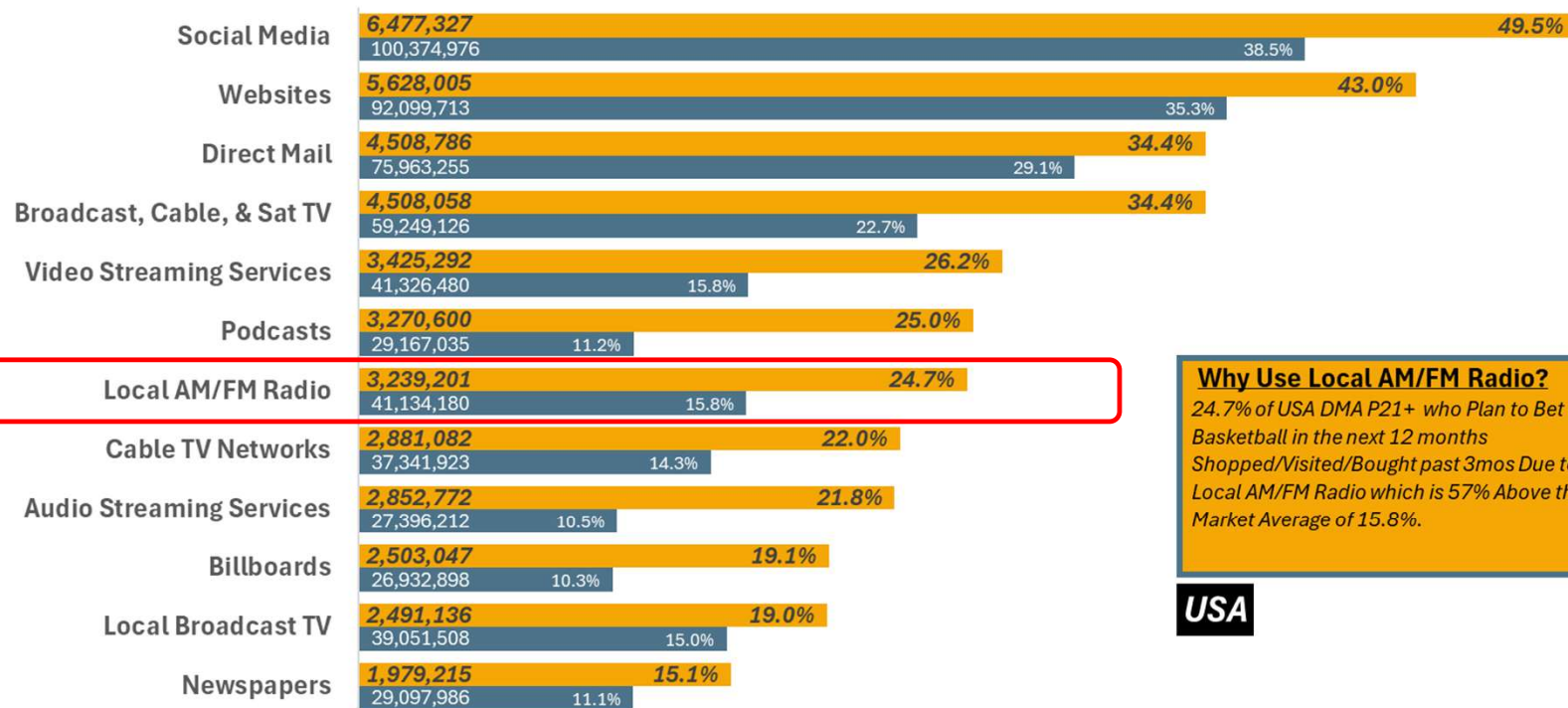
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

P21+ who Plan to Bet on NCAA Basketball in the next 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

24.7% of USA DMA P21+ who Plan to Bet on NCAA Basketball in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 57% Above the USA DMA Market Average of 15.8%.

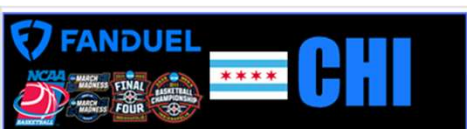
USA

■ P21+ who Plan to Bet on NCAA Basketball in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

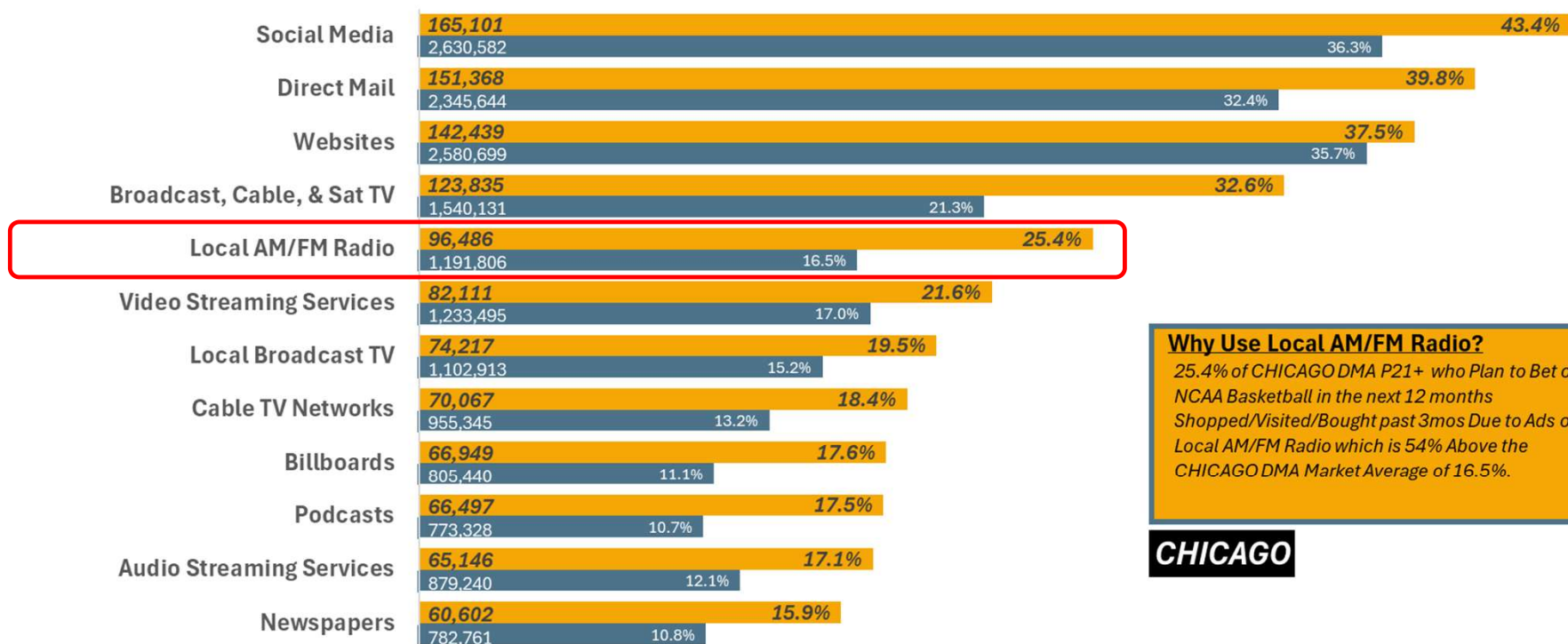
USA DMA Scarborough R2 2025: Sep 24-Aug 25 Qual Intab: 1229
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"Advertising Actions"

P21+ who Plan to Bet on NCAA Basketball in the next 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
25.4% of CHICAGO DMA P21+ who Plan to Bet on NCAA Basketball in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 54% Above the CHICAGO DMA Market Average of 16.5%.

CHICAGO

■ P21+ who Plan to Bet on NCAA Basketball in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 218

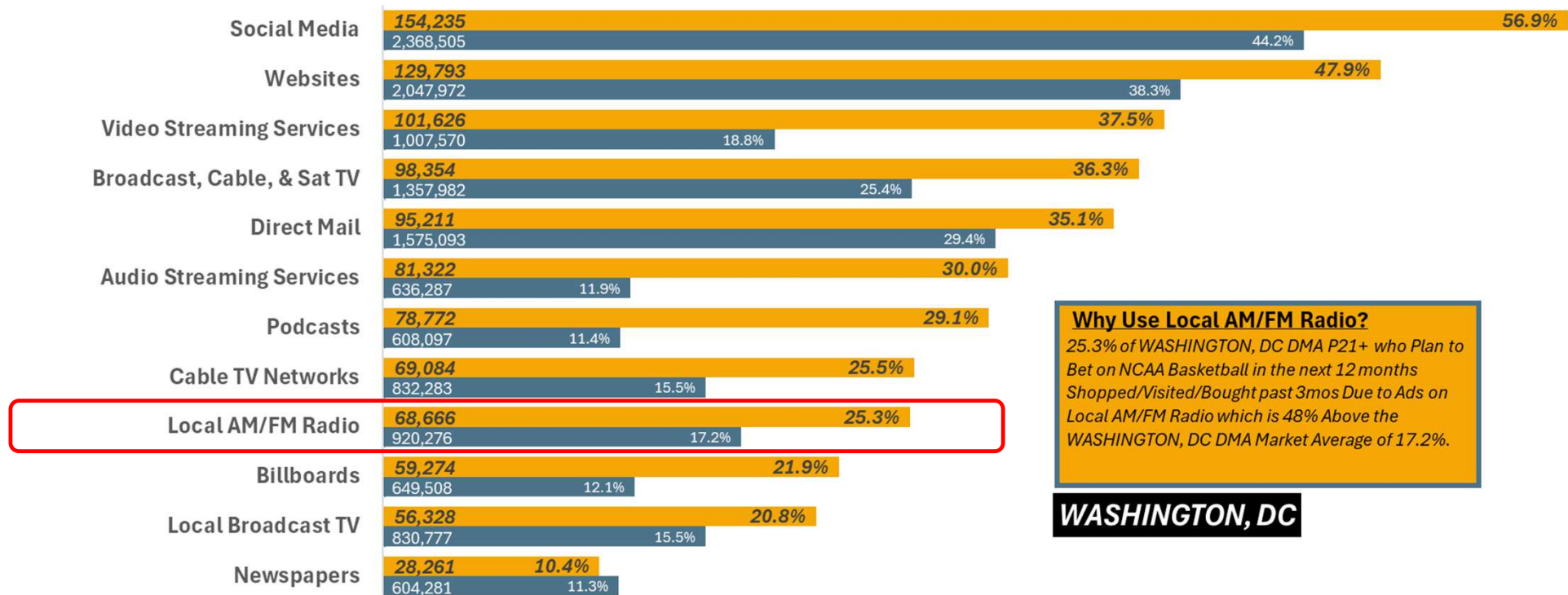
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"Advertising Actions"

P21+ who Plan to Bet on NCAA Basketball in the next 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

25.3% of WASHINGTON, DC DMA P21+ who Plan to Bet on NCAA Basketball in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 48% Above the WASHINGTON, DC DMA Market Average of 17.2%.

WASHINGTON, DC

■ P21+ who Plan to Bet on NCAA Basketball in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab: 269
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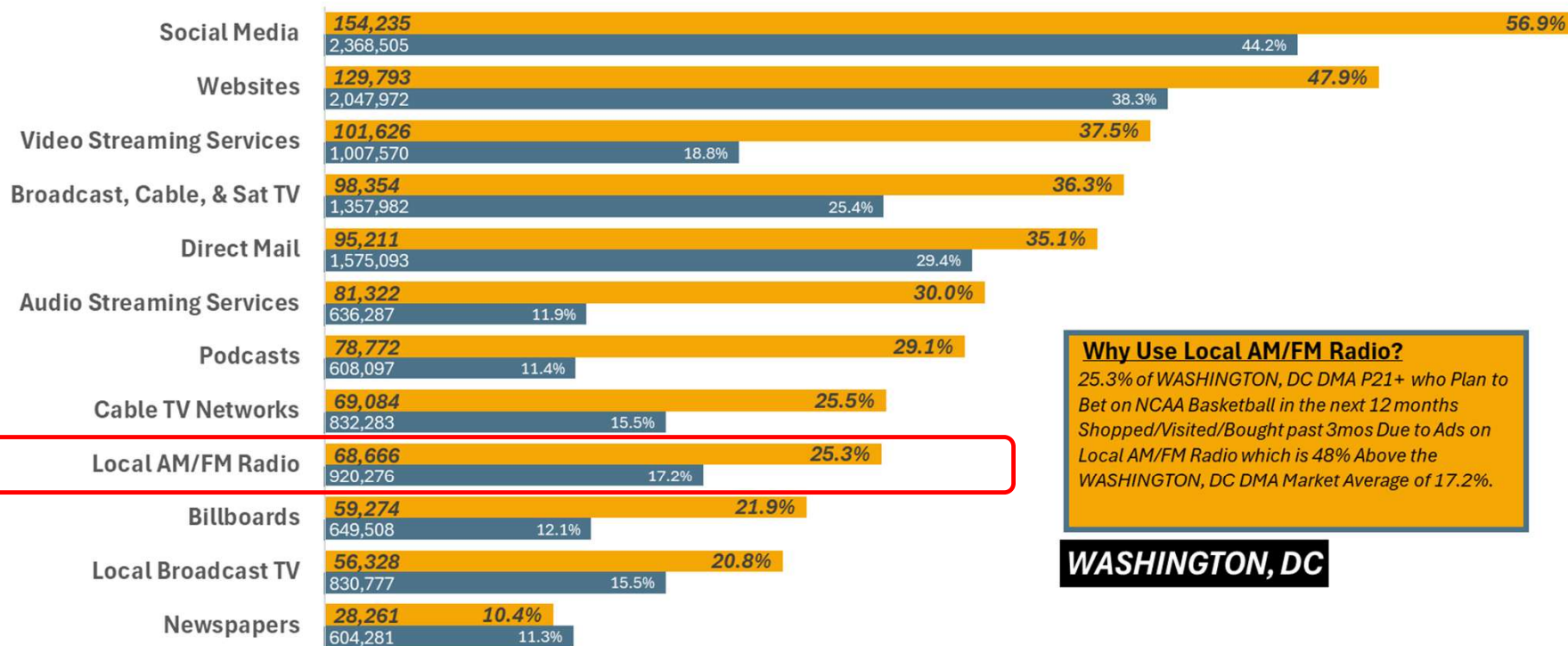
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Sports betting - sports plan to bet on next 12 months: NCAA basketball



"Advertising Actions"

**P21+ who Plan to Bet on NCAA Basketball in the next 12 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

25.3% of WASHINGTON, DC DMA P21+ who Plan to Bet on NCAA Basketball in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 48% Above the WASHINGTON, DC DMA Market Average of 17.2%.

WASHINGTON, DC

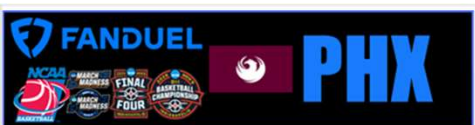
■ P21+ who Plan to Bet on NCAA Basketball in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Mar25 Qual Intab: 269
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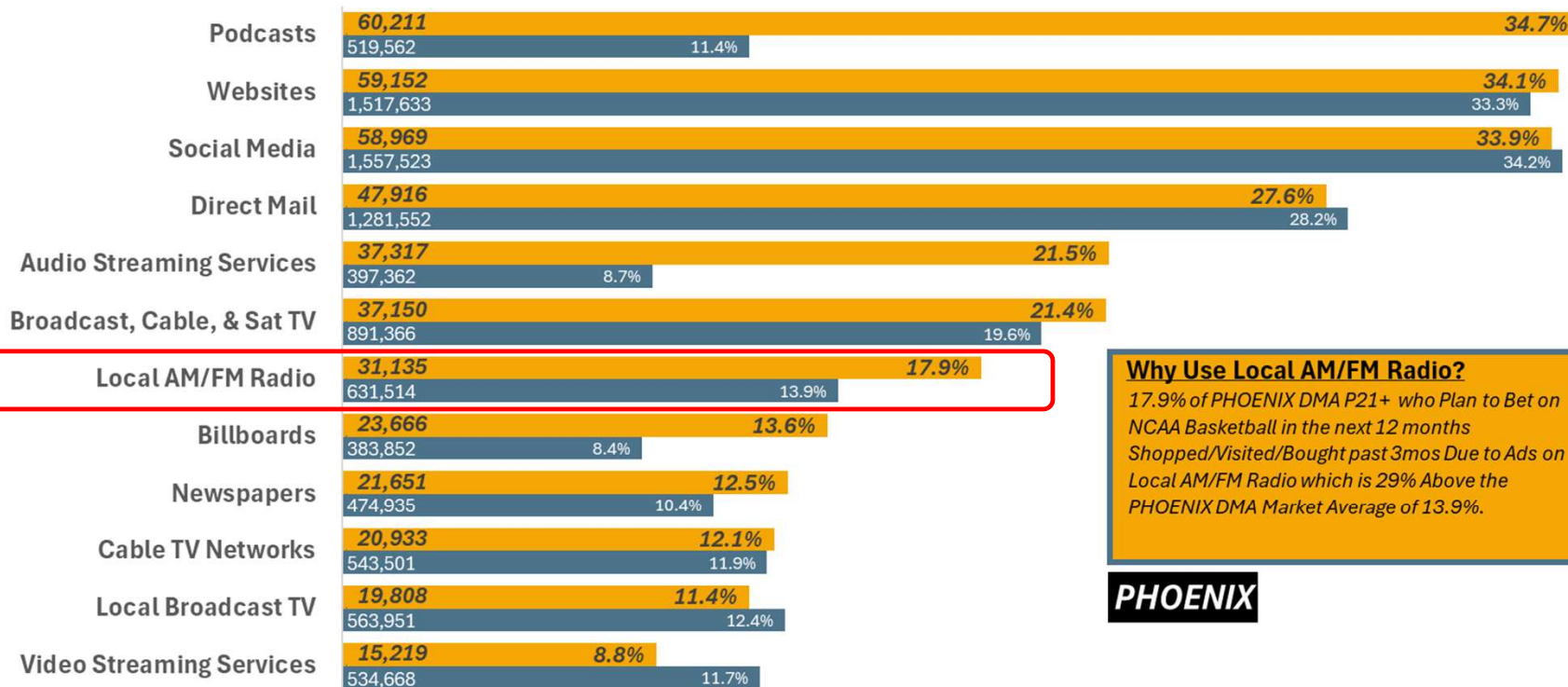
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Sports betting - sports plan to bet on next 12 months: NCAA basketball



"Advertising Actions"

P21+ who Plan to Bet on NCAA Basketball in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.9% of PHOENIX DMA P21+ who Plan to Bet on NCAA Basketball in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 29% Above the PHOENIX DMA Market Average of 13.9%.

PHOENIX

■ P21+ who Plan to Bet on NCAA Basketball in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P21+ PHOENIX AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 88
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