



P18+

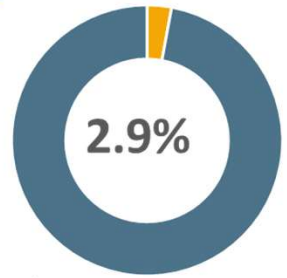
2.9% or 7,644,101 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
 Typical Adults 18 or older who Live in the CHICAGO, IL, DMA are 48.4 years old (.9% younger than average)
 and have a \$112,514 (14.8% higher than average) annual household income.

Percent of Market: Adults 18 or older

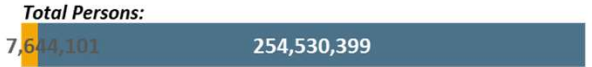


Gender of Target vs. Market: Adults 18 or older

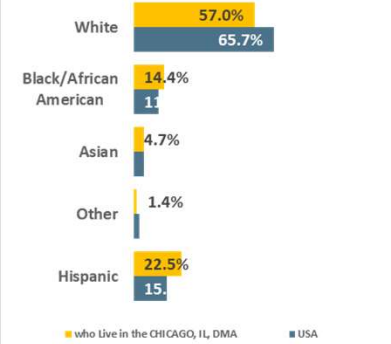
Ethnicity of Target vs. Market:



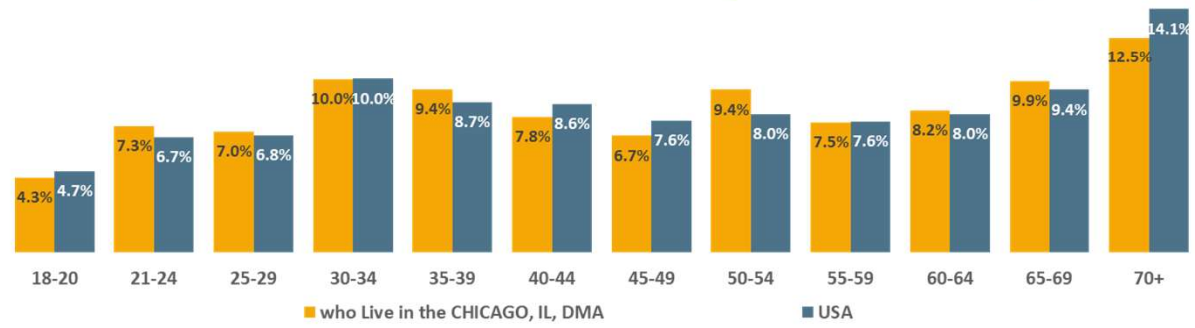
■ who Live in the CHICAGO, IL, DMA
 ■ Remainder of USA DMAs



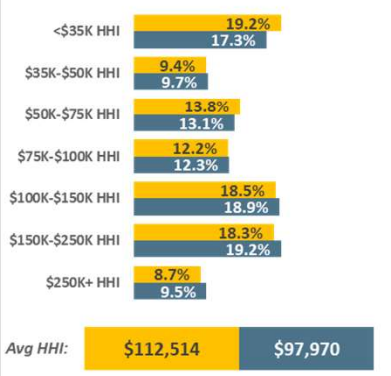
	Men	Men	Women	Women
%M vs. %F:	48.8%	49.2%	51.2%	50.8%
Average Age:	48.5	48.8	48.2	48.9
# Persons:	3,726,882	128,978,9...	3,917,219	133,195,5...



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



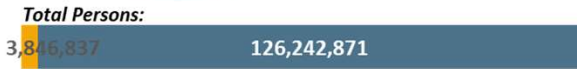
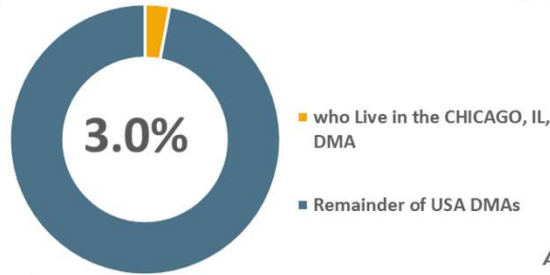
USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001
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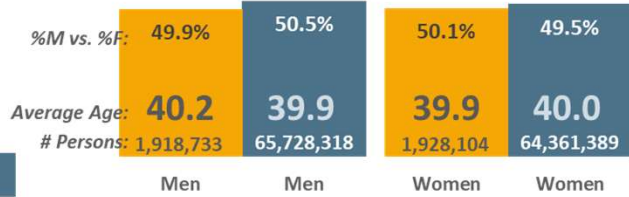
P25-54

3.0% or 3,846,837 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
 Typical Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 40.0 years old (.3% older than average) and have a \$120,308 (15.1% higher than average) annual household income.

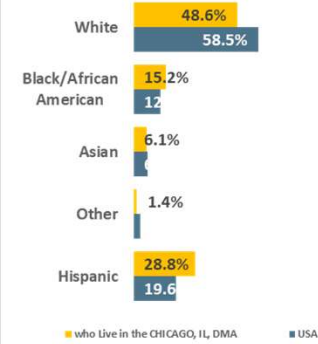
Percent of Market: Adults 25 - 54



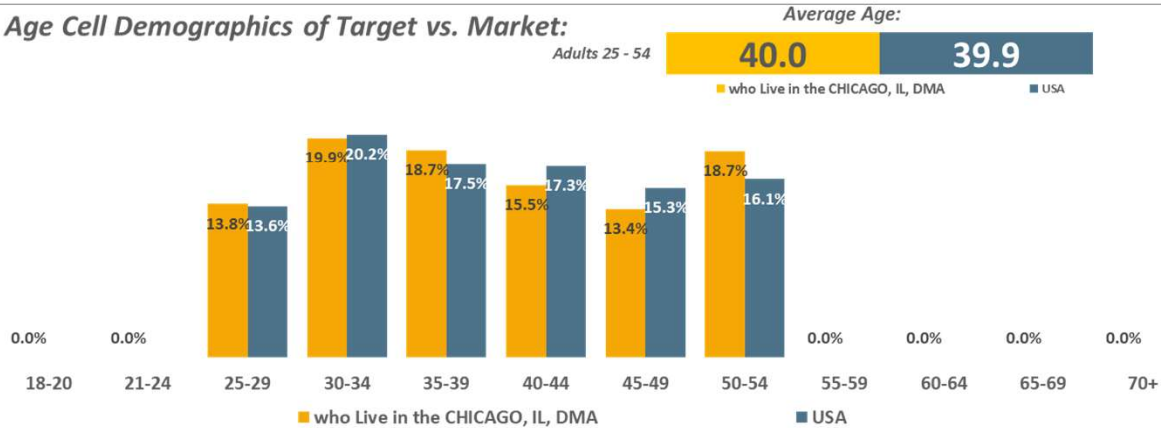
Gender of Target vs. Market: Adults 25 - 54



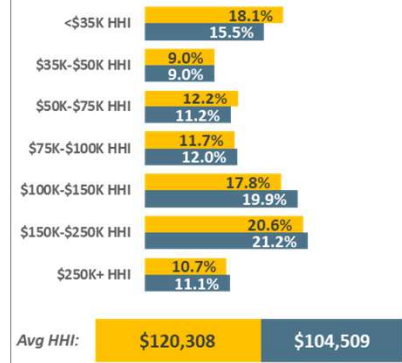
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

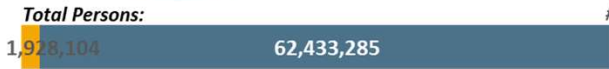
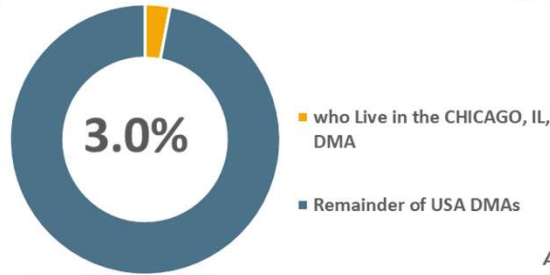


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001 USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554
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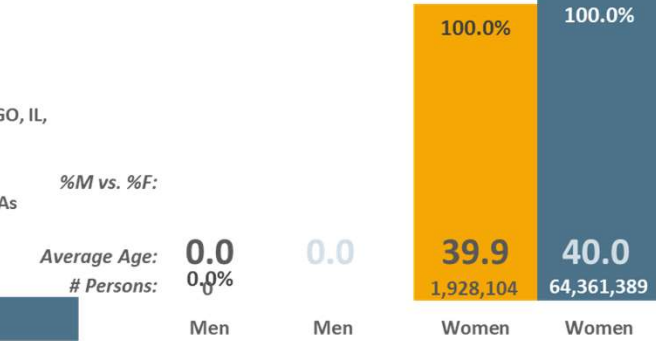


3.0% or 1,928,104 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
 Typical Women 25 - 54 who Live in the CHICAGO, IL, DMA are 39.9 years old (.1% younger than average) and have a \$109,469 (15.4% higher than average) annual household income.

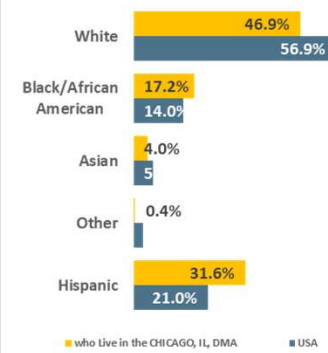
Percent of Market: Women 25 - 54



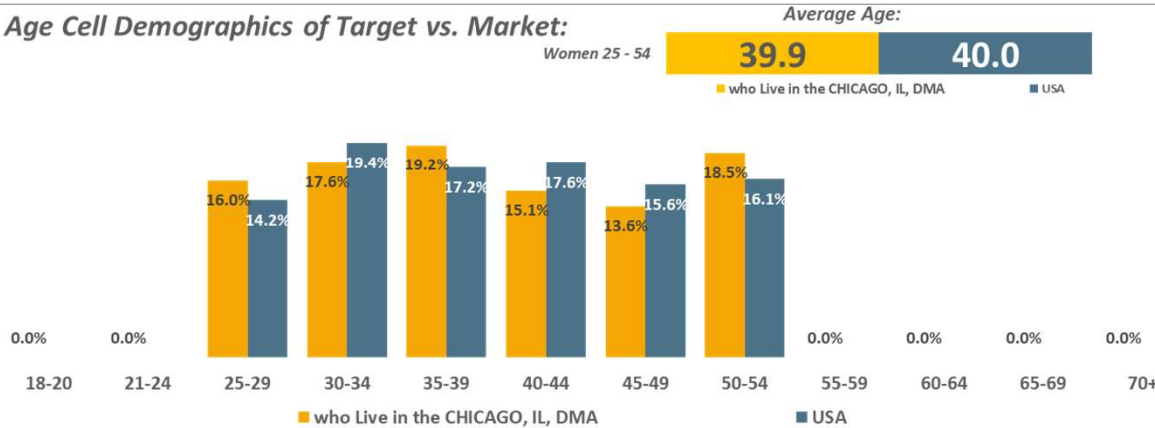
Gender of Target vs. Market: Women 25 - 54



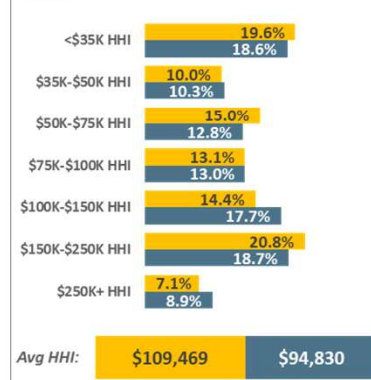
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



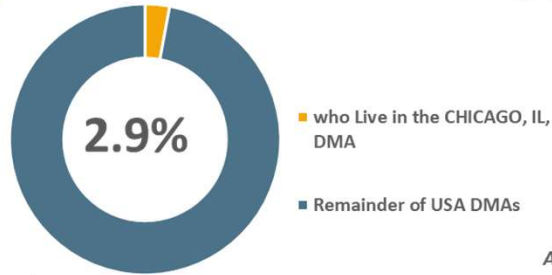
HHI of Target vs. Market:



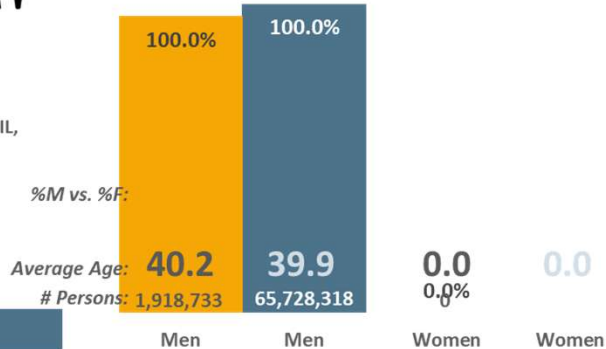


2.9% or 1,918,733 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
 Typical Men 25 - 54 who Live in the CHICAGO, IL, DMA are 40.2 years old (.6% older than average) and have a \$131,200 (15.1% higher than average) annual household income.

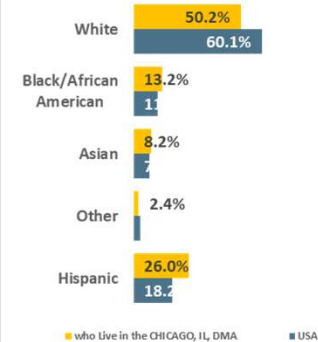
Percent of Market: Men 25 - 54



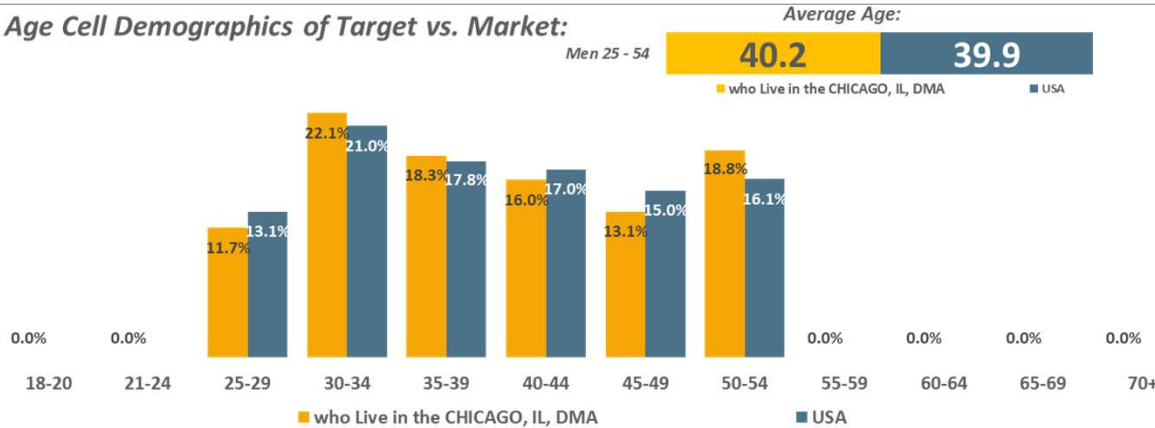
Gender of Target vs. Market: Men 25 - 54



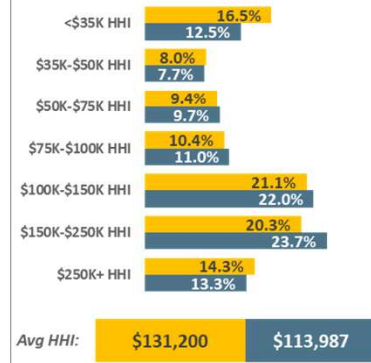
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



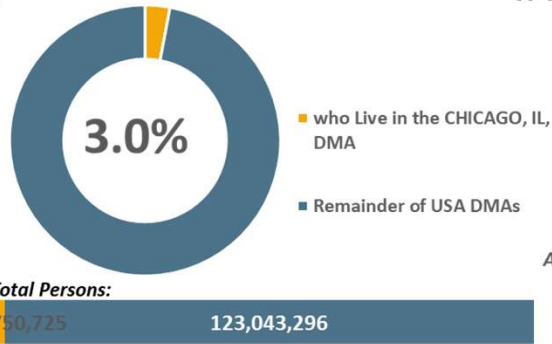
HHI of Target vs. Market:



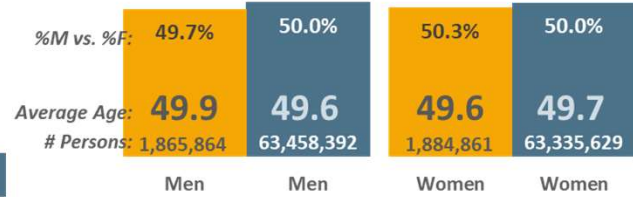


3.1% or 3,750,725 of USA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
 Typical Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 49.8 years old (.2% older than average) and have a \$121,072 (11.2% higher than average) annual household income.

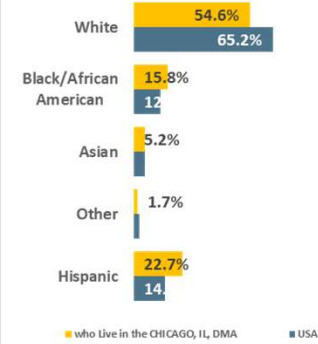
Percent of Market: Adults 35 - 64



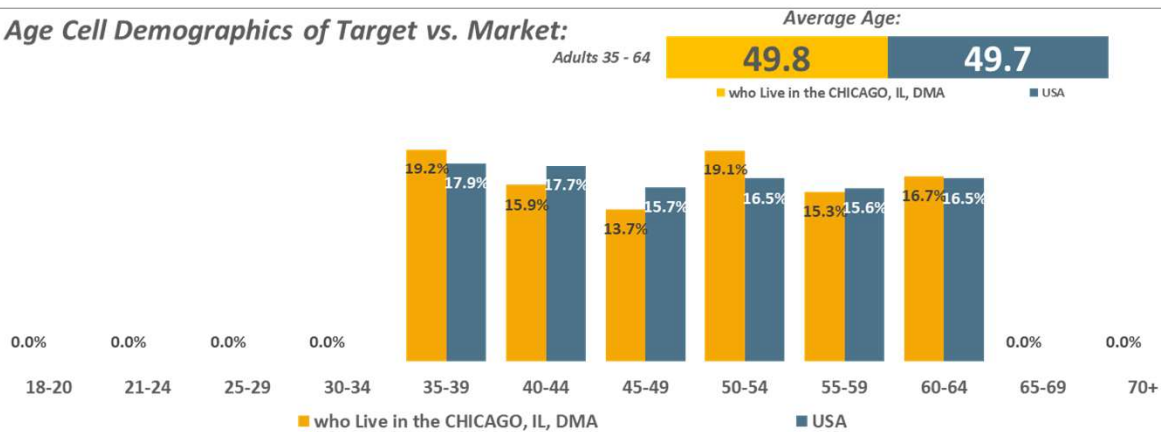
Gender of Target vs. Market: Adults 35 - 64



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



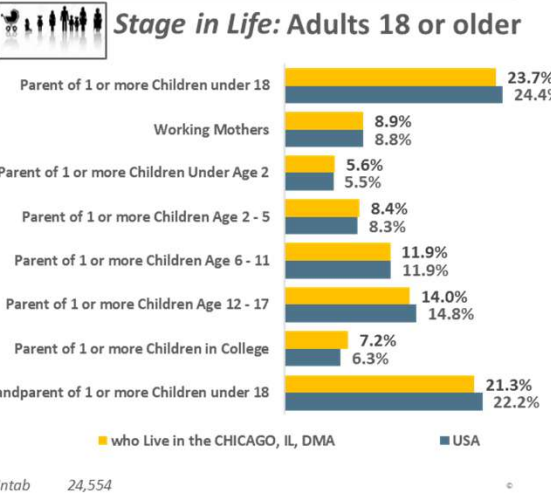
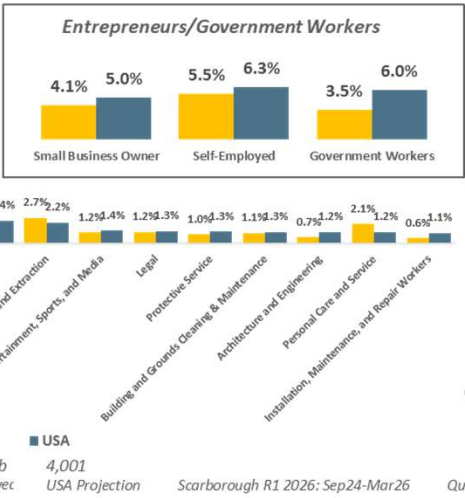
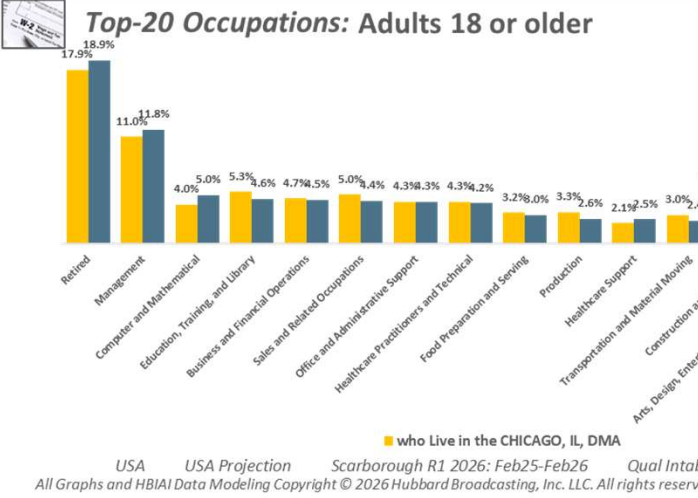
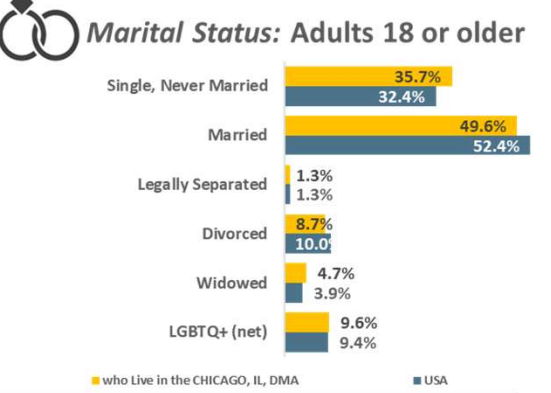
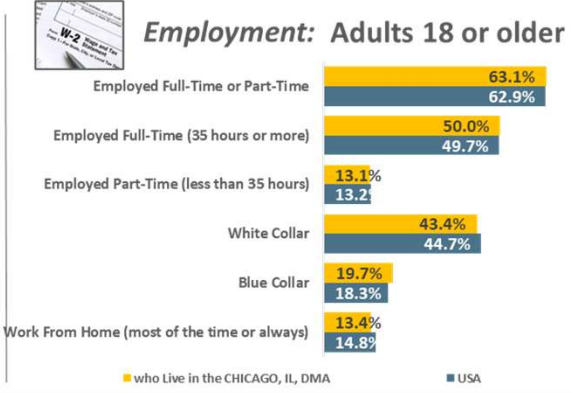
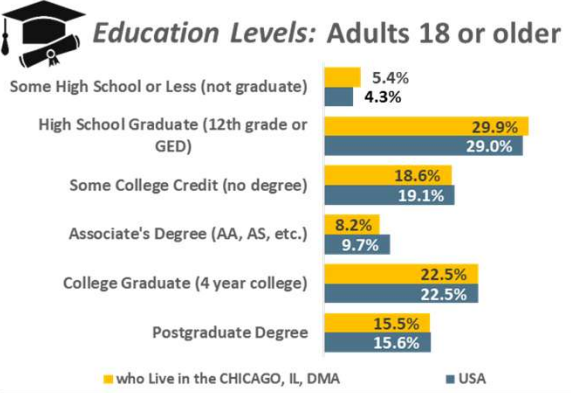
HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001 USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554
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2.9% or 7,644,101 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
 Adults 18 or older who Live in the CHICAGO, IL, DMA are .2% less likely to be a college graduate, .5% more likely to work full-time, 5.4% less likely to be married, 3.1% less likely to be a parent of 1 or more children under 18.

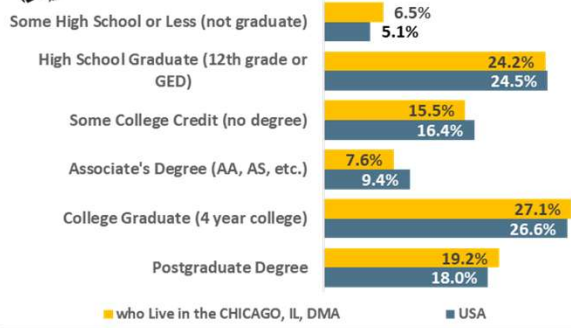


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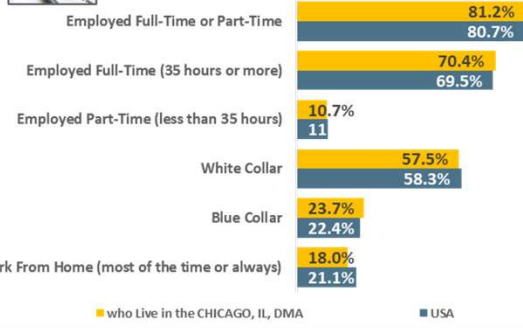


3.0% or 3,846,837 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
 Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 3.7% more likely to be a college graduate, 1.3% more likely to work full-time, 7.9% less likely to be married, 6.4% less likely to be a parent of 1 or more children under 18.

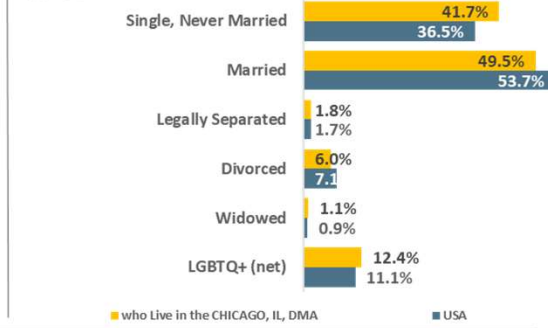
Education Levels: Adults 25 - 54



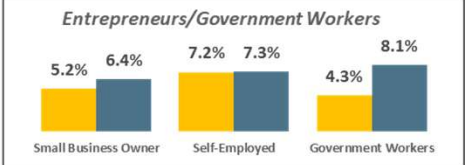
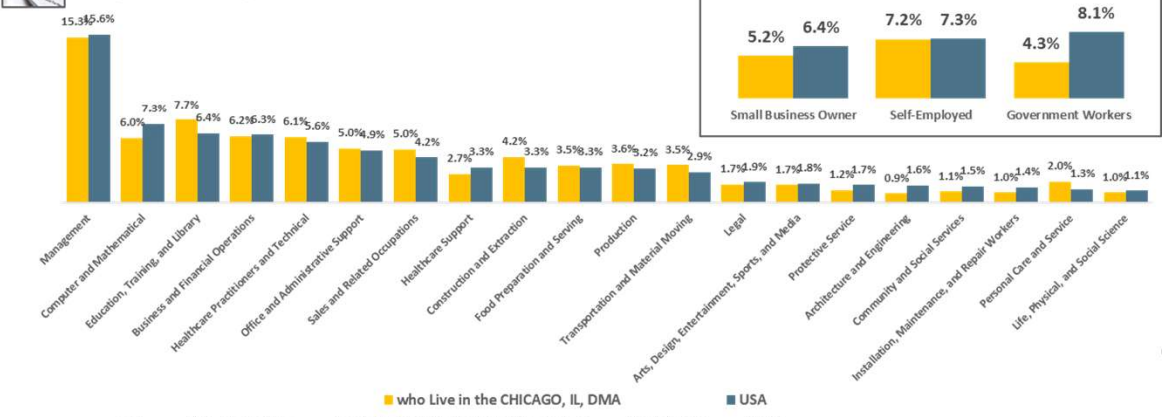
Employment: Adults 25 - 54



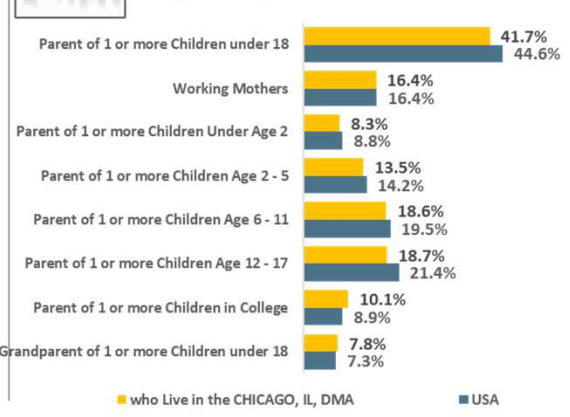
Marital Status: Adults 25 - 54



Top-20 Occupations: Adults 25 - 54



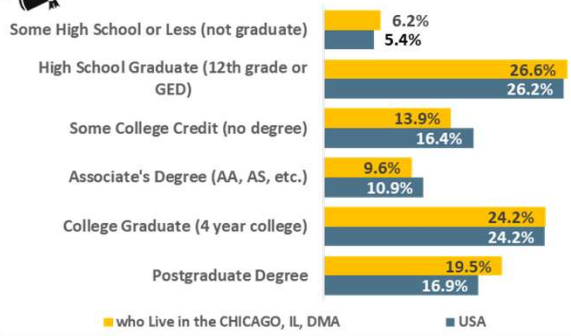
Stage in Life: Adults 25 - 54



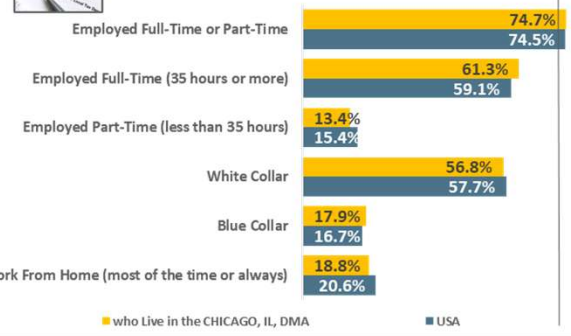


3.0% or 1,928,104 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
 Women 25 - 54 who Live in the CHICAGO, IL, DMA are 6.4% more likely to be a college graduate, 3.9% more likely to work full-time, 7.0% less likely to be married, 3.0% less likely to be a parent of 1 or more children under 18.

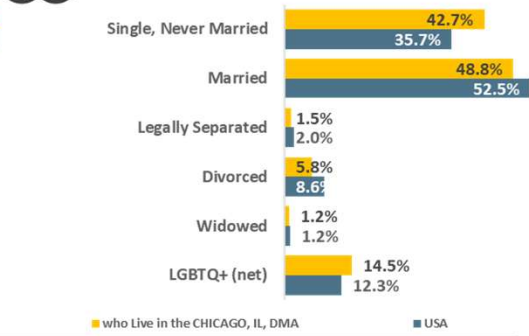
Education Levels: Women 25 - 54



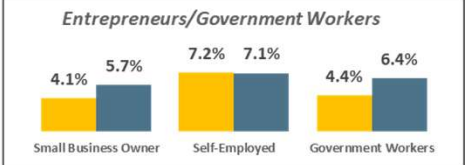
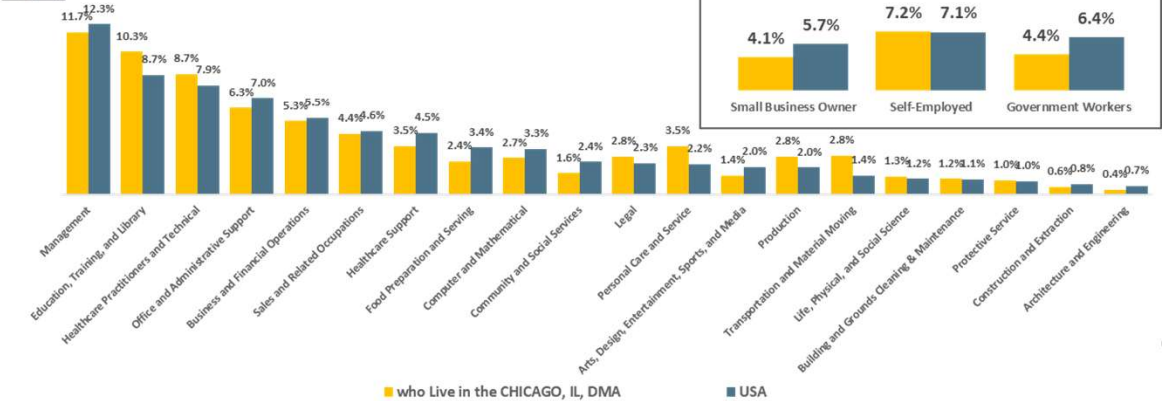
Employment: Women 25 - 54



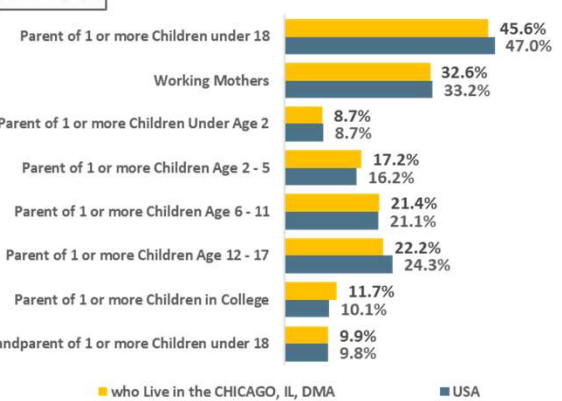
Marital Status: Women 25 - 54



Top-20 Occupations: Women 25 - 54

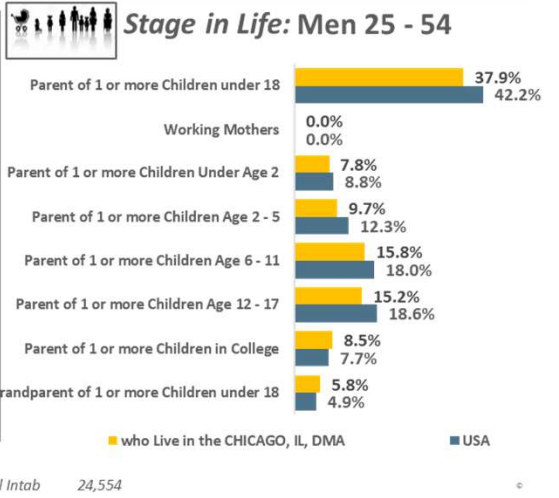
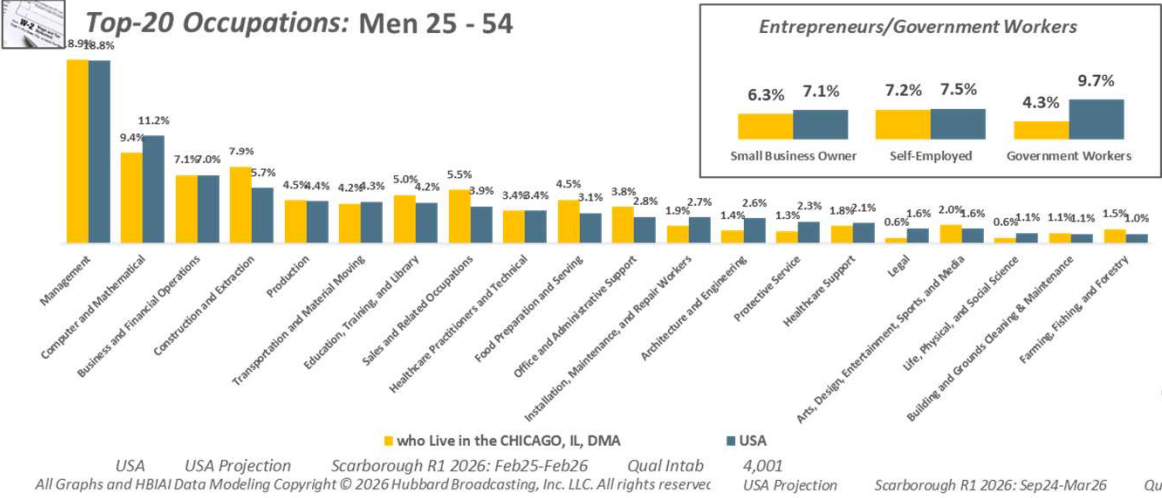
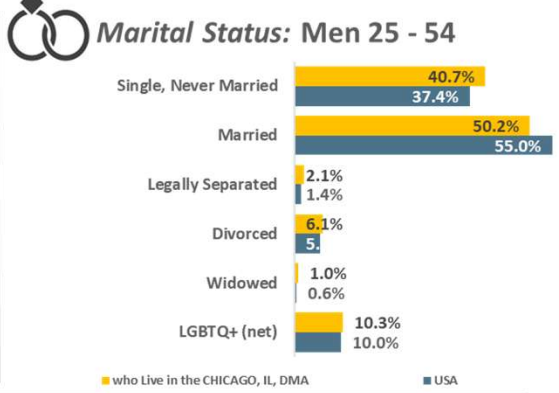
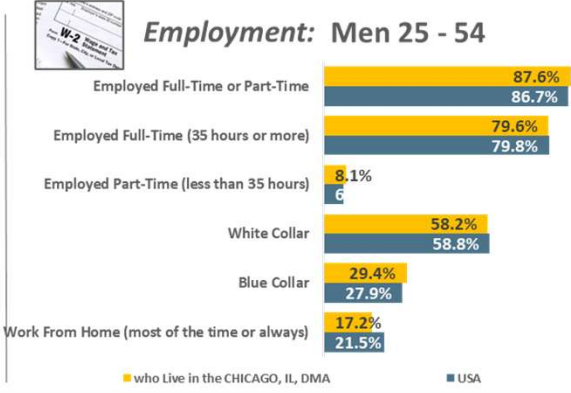
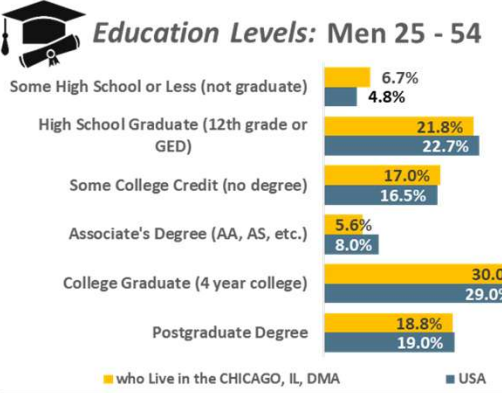


Stage in Life: Women 25 - 54





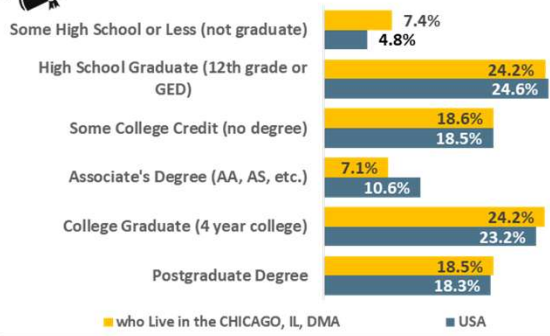
2.9% or 1,918,733 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
 Men 25 - 54 who Live in the CHICAGO, IL, DMA are 1.6% more likely to be a college graduate, .3% less likely to work full-time, 8.7% less likely to be married, 10.4% less likely to be a parent of 1 or more children under 18.



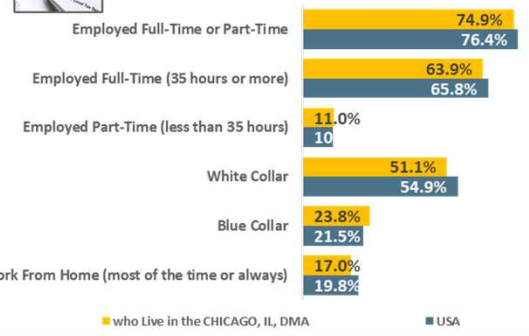


3.0% or 3,750,725 of USA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
 Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 2.9% more likely to be a college graduate, 2.8% less likely to work full-time, 5.6% less likely to be married, 2.0% less likely to be a parent of 1 or more children under 18.

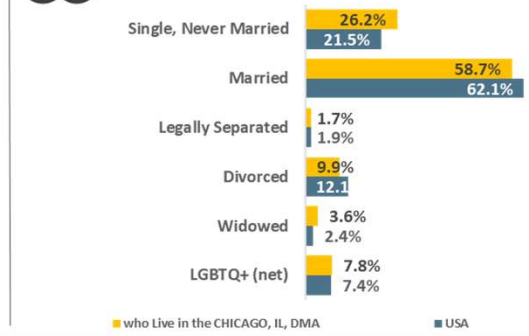
Education Levels: Adults 35 - 64



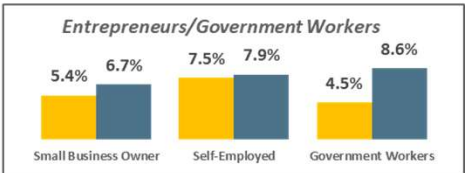
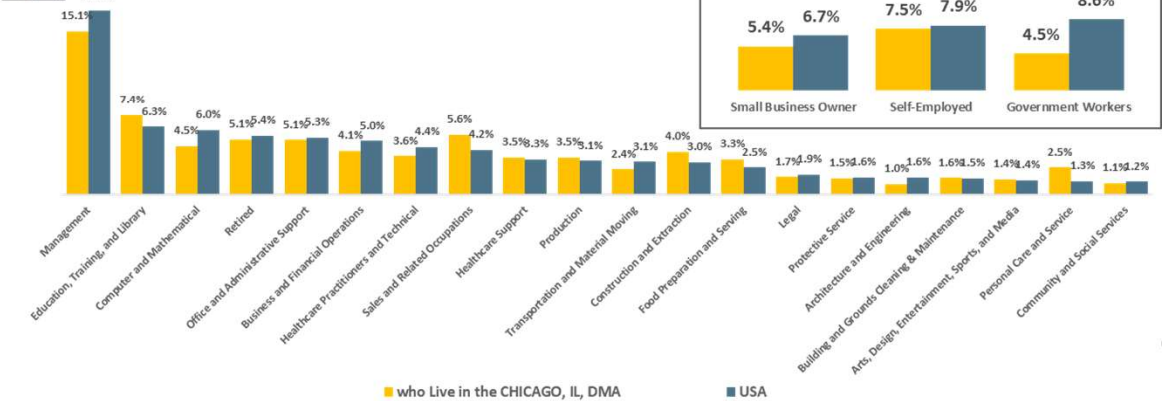
Employment: Adults 35 - 64



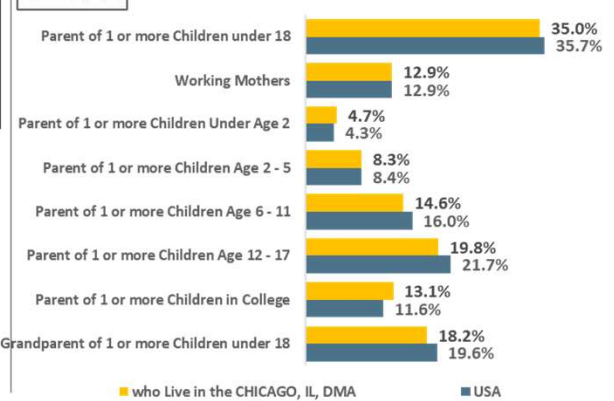
Marital Status: Adults 35 - 64



Top-20 Occupations: Adults 35 - 64



Stage in Life: Adults 35 - 64

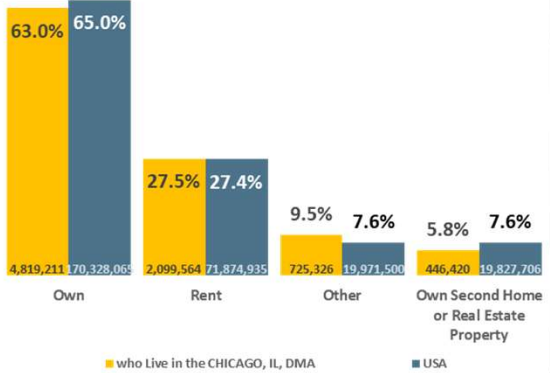




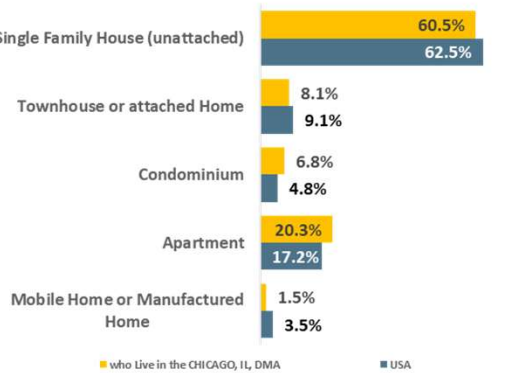
P18+

2.9% or 7,644,101 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
 Adults 18 or older who Live in the CHICAGO, IL, DMA are 3.1% less likely to own their home, 5.1% more likely to own a lower valued home, 3.2% less likely to have a single-family home, 9.9% less likely to have a dog.

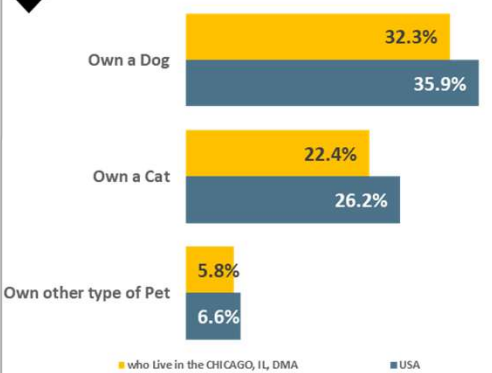
Own/Rent/Other: Adults 18 or older



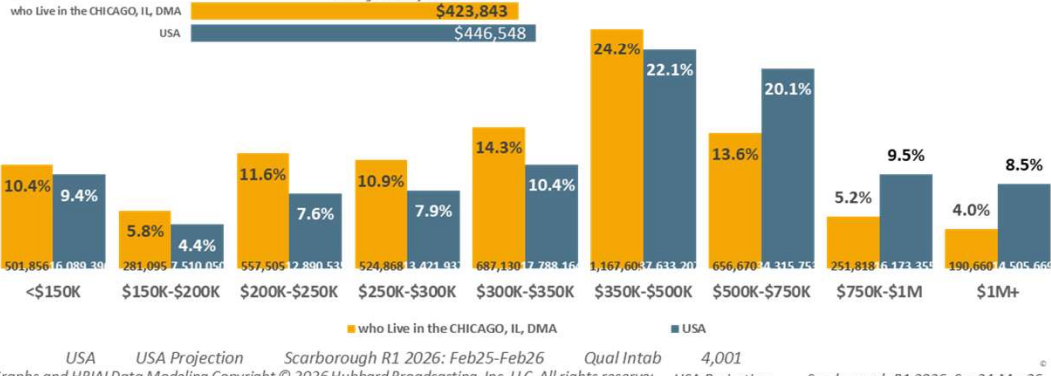
Type of Home: Adults 18 or older



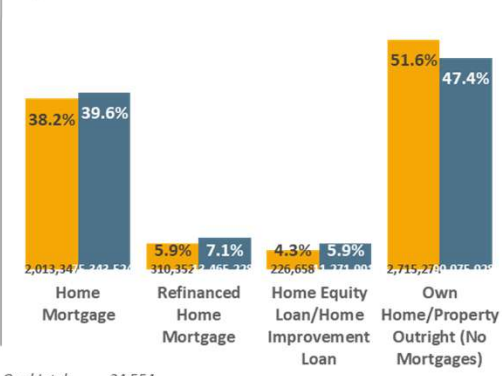
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

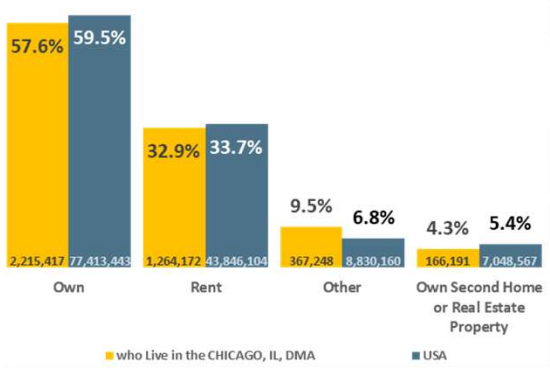


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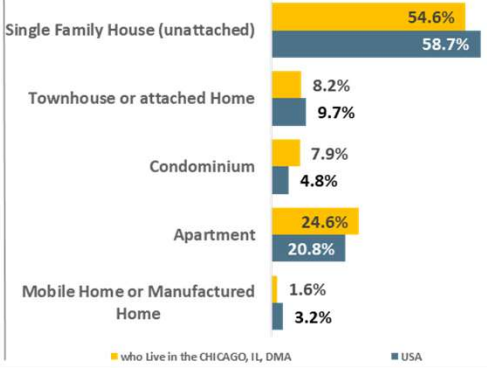


3.1% or 3,846,837 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
 Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 3.2% less likely to own their home, .7% more likely to own a higher valued home, 7.1% less likely to have a single-family home, 16.4% less likely to have a dog.

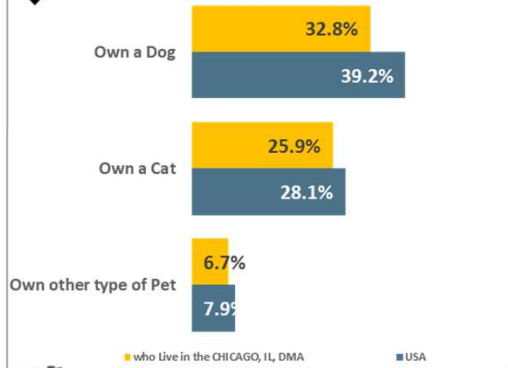
Own/Rent/Other: Adults 25 - 54



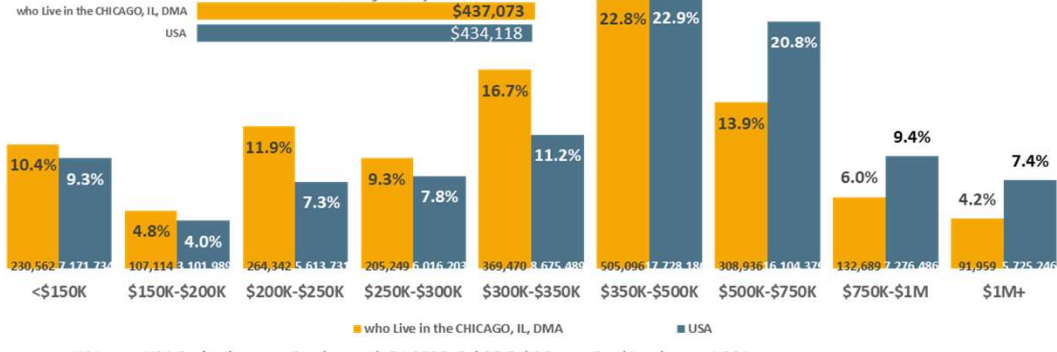
Type of Home: Adults 25 - 54



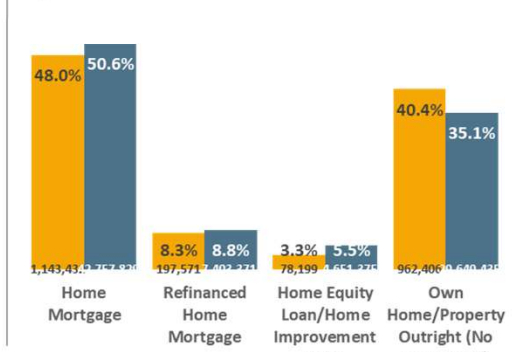
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



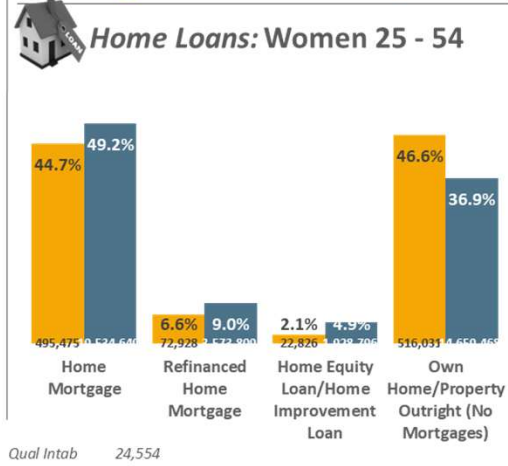
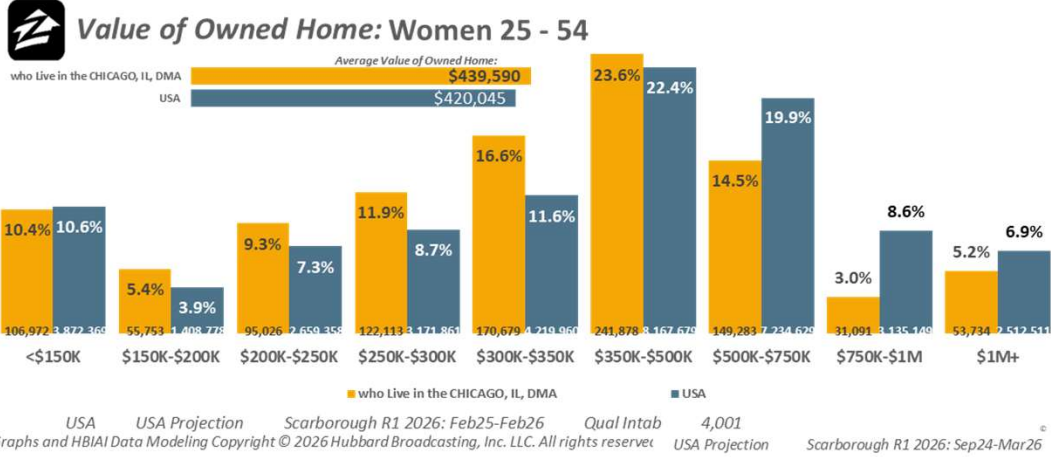
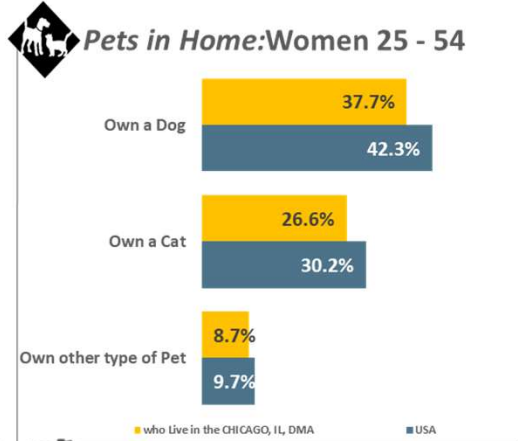
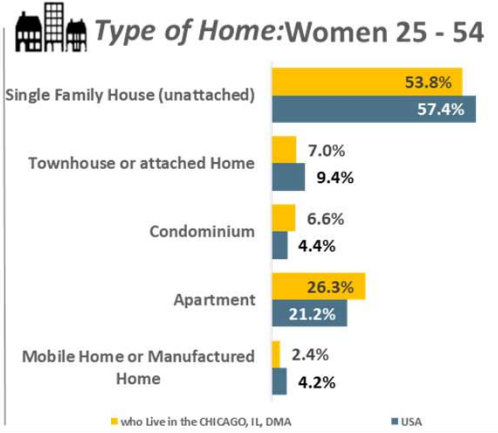
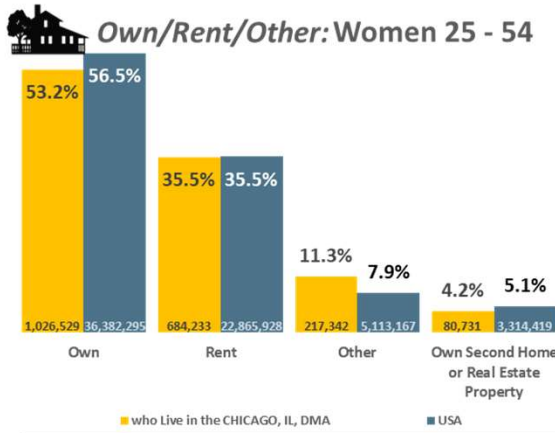
Home Loans: Adults 25 - 54



USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001
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3% or 1,928,104 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
 Women 25 - 54 who Live in the CHICAGO, IL, DMA are 5.8% less likely to own their home, 4.7% more likely to own a higher valued home, 6.3% less likely to have a single-family home, 11.% less likely to have a dog.



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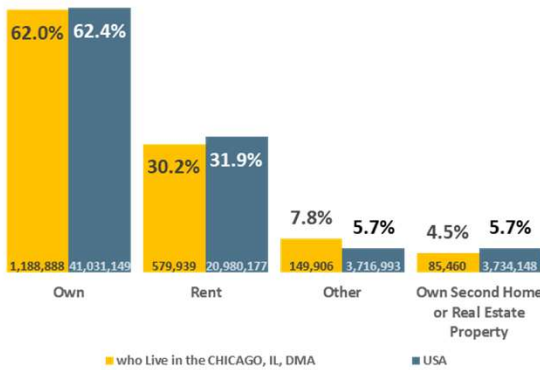


CHICAGO, IL DMA #3

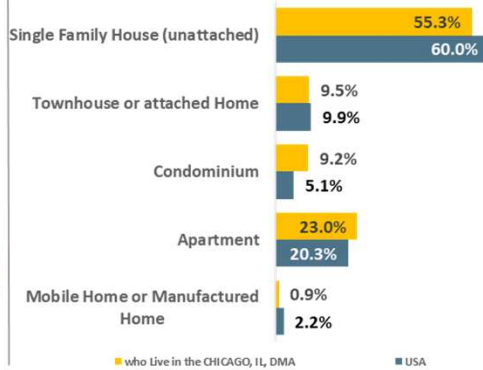
M25-54

2.9% or 1,918,733 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
 Men 25 - 54 who Live in the CHICAGO, IL, DMA are .7% less likely to own their home, 2.6% more likely to own a lower valued home, 7.8% less likely to have a single-family home, 22.8% less likely to have a dog.

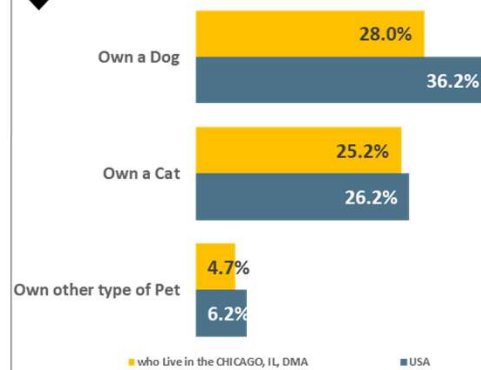
Own/Rent/Other: Men 25 - 54



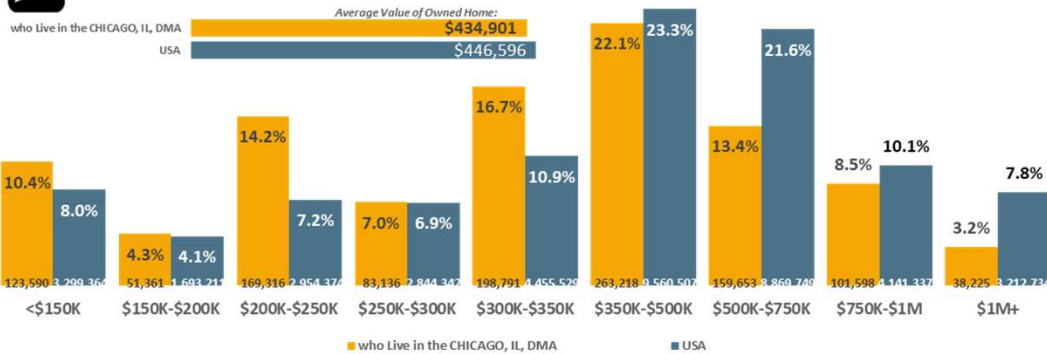
Type of Home: Men 25 - 54



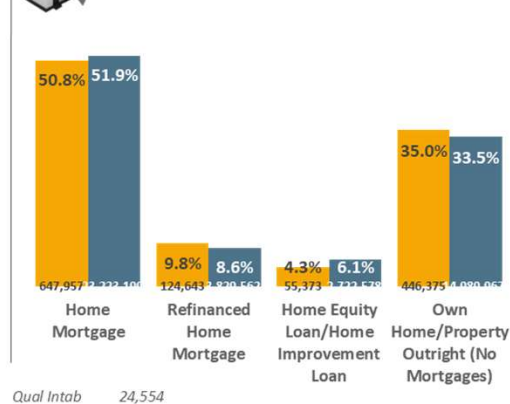
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54

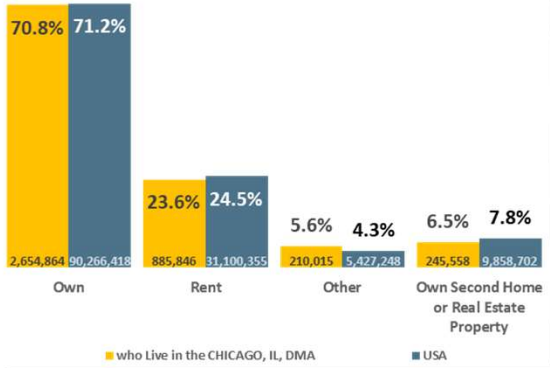


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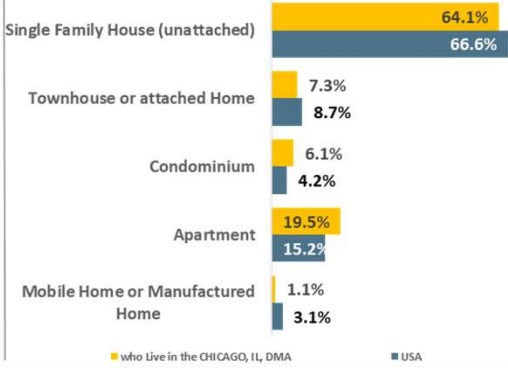


3.0% or 3,750,725 of USA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
 Adults 35 - 64 who Live in the CHICAGO, IL, DMA are .6% less likely to own their home, 4.2% more likely to own a lower valued home, 3.8% less likely to have a single-family home, 9.7% less likely to have a dog.

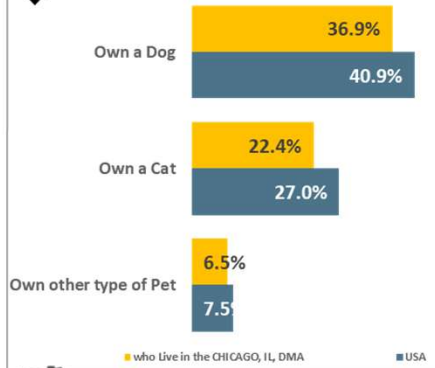
Own/Rent/Other: Adults 35 - 64



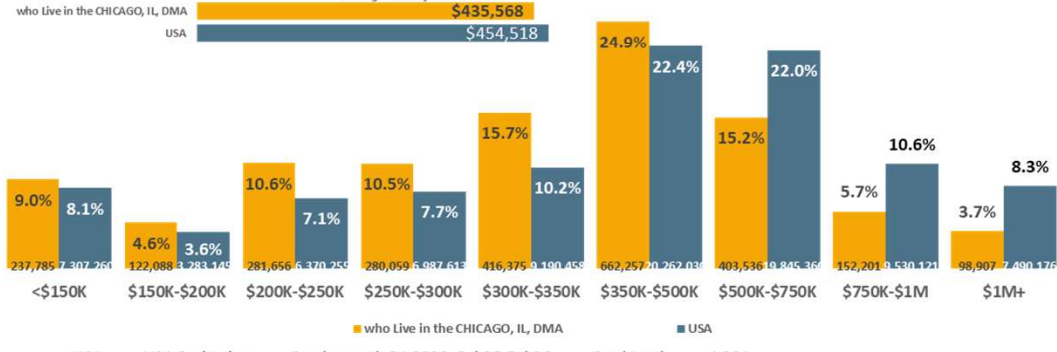
Type of Home: Adults 35 - 64



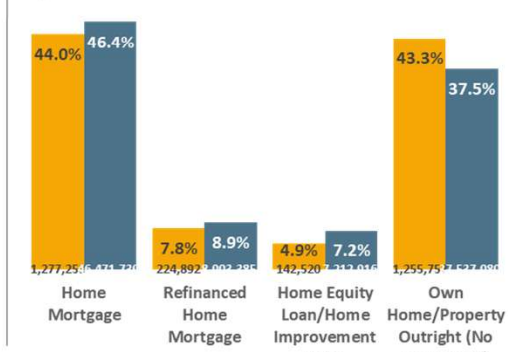
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64

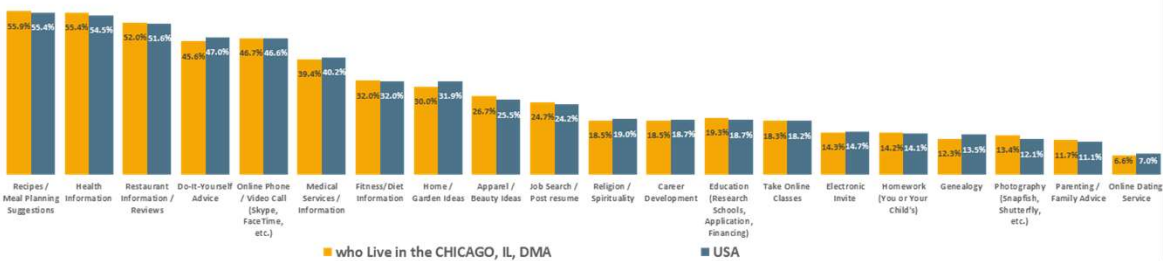


USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001
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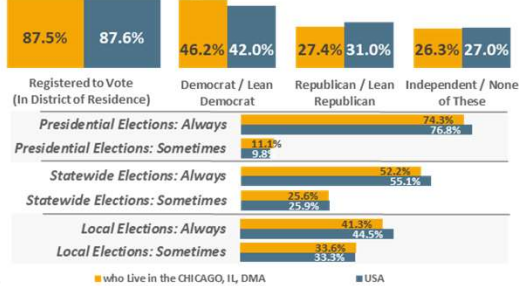


2.9% or 7,644,101 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
 Adults 18 or older who Live in the CHICAGO, IL, DMA are 3% less likely to look up D-I-Y advice online, 7.1% less likely to always vote in local elections, 7.5% more likely to belong to a gym, 5.1% more likely to fly domestic past yr.

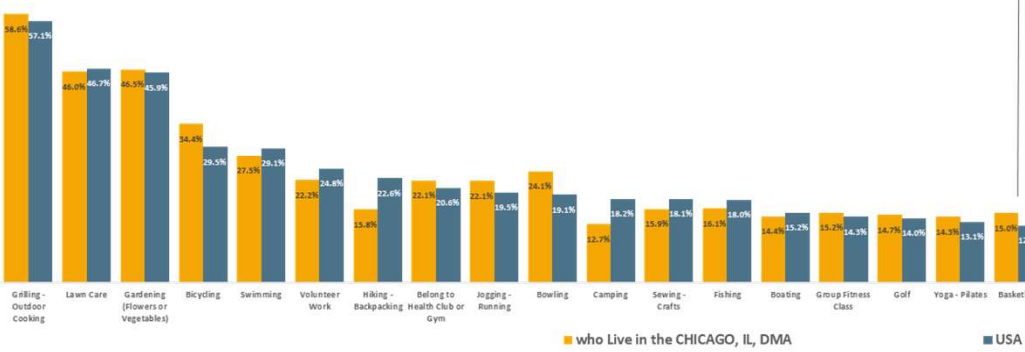
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



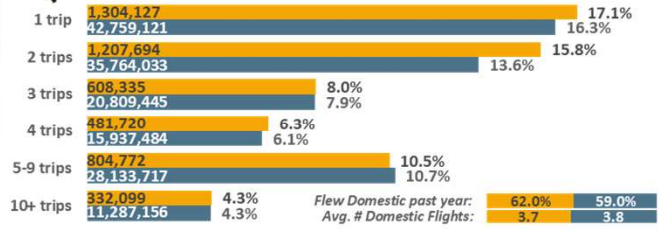
Political Activity: Adults 18 or older



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



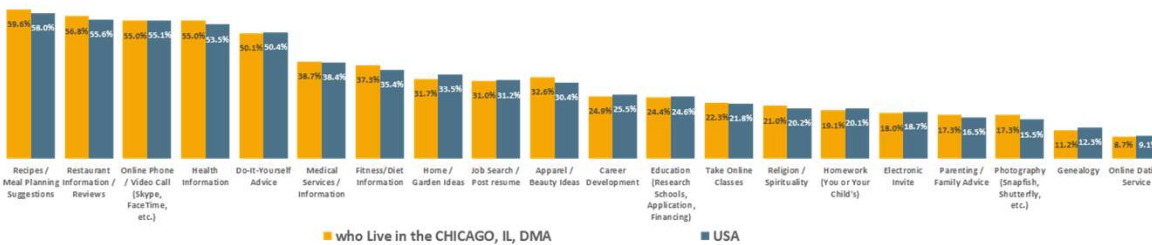
Past 12-months Domestic Airline Trips: Adults 18 or older



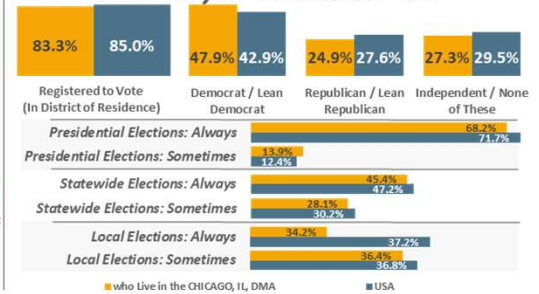


3.3% or 3,846,837 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
 Adults 25 - 54 who Live in the CHICAGO, IL, DMA are .6% less likely to look up D-I-Y advice online, 8.7% less likely to always vote in local elections, 12.3% more likely to belong to a gym, 8.7% more likely to fly domestic past yr.

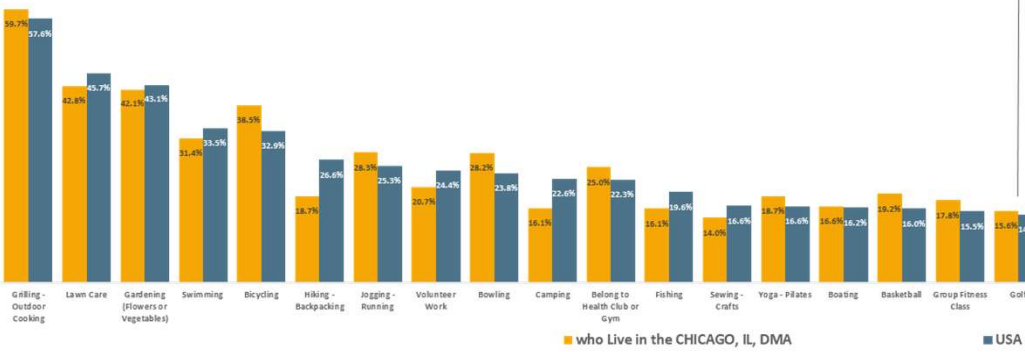
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 54



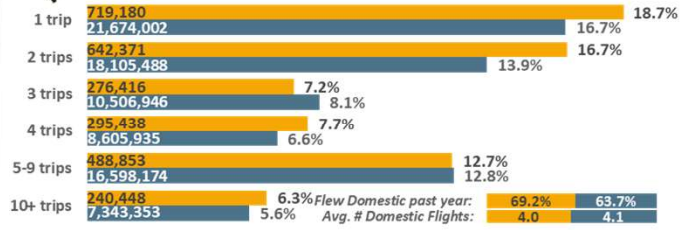
Political Activity: Adults 25 - 54



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



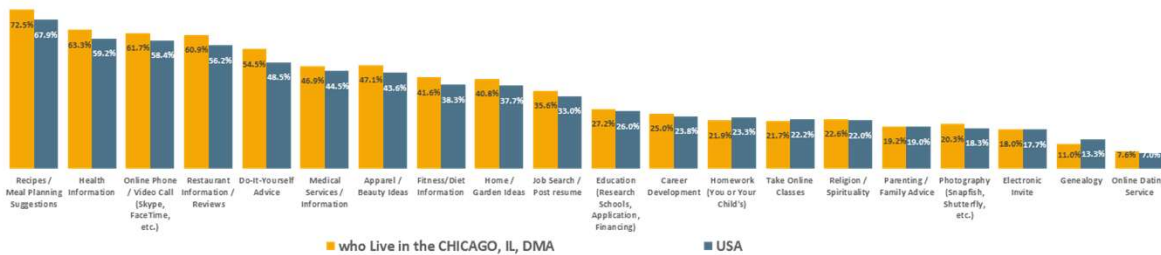
Past 12-months Domestic Airline Trips: Adults 25 - 54



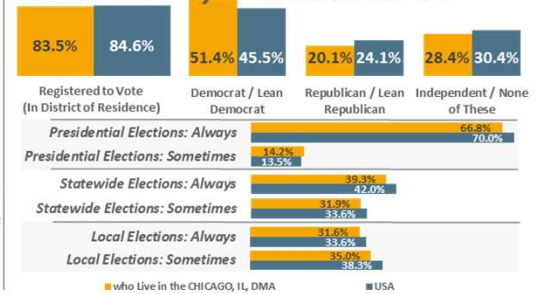


3.3% or 1,928,104 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
 Women 25 - 54 who Live in the CHICAGO, IL, DMA are 12.4% more likely to look up D-I-Y advice online, 5.9% less likely to always vote in local elections, 15.4% more likely to belong to a gym, 9.6% more likely to fly domestic past yr.

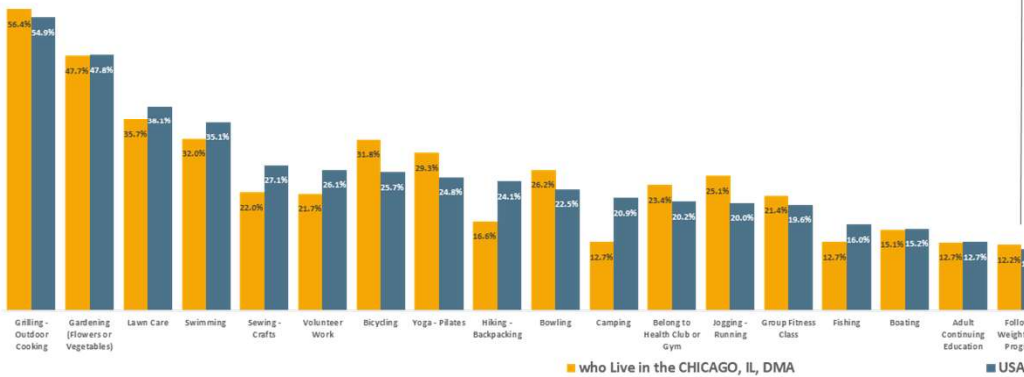
Top-20 past 30-days Online Lifestyle Activities: Women 25 - 54



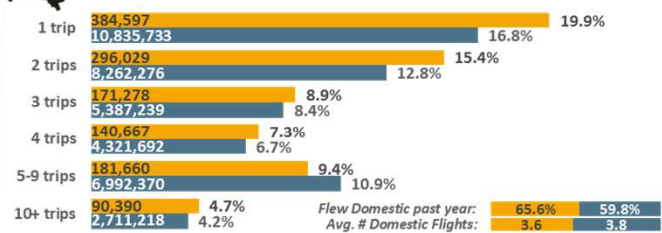
Political Activity: Women 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Women 25 - 54



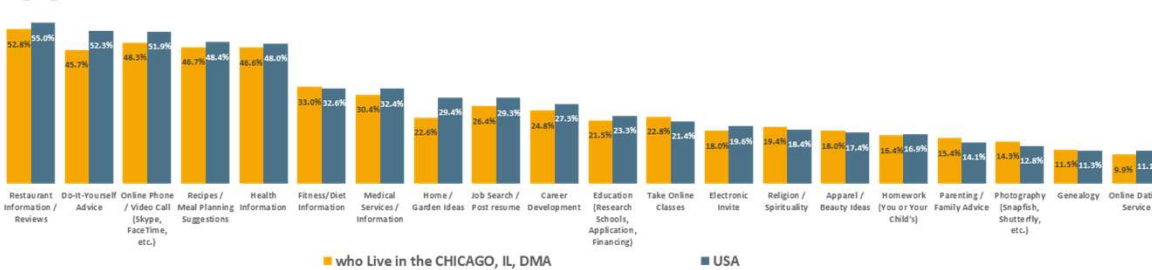
Past 12-months Domestic Airline Trips: Women 25 - 54



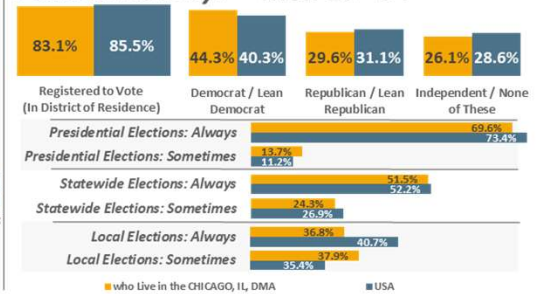


2.9% or 1,918,733 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
 Men 25 - 54 who Live in the CHICAGO, IL, DMA are 12.6% less likely to look up D-I-Y advice online, 9.6% less likely to always vote in local elections, 10.% more likely to belong to a gym, 8.1% more likely to fly domestic past yr.

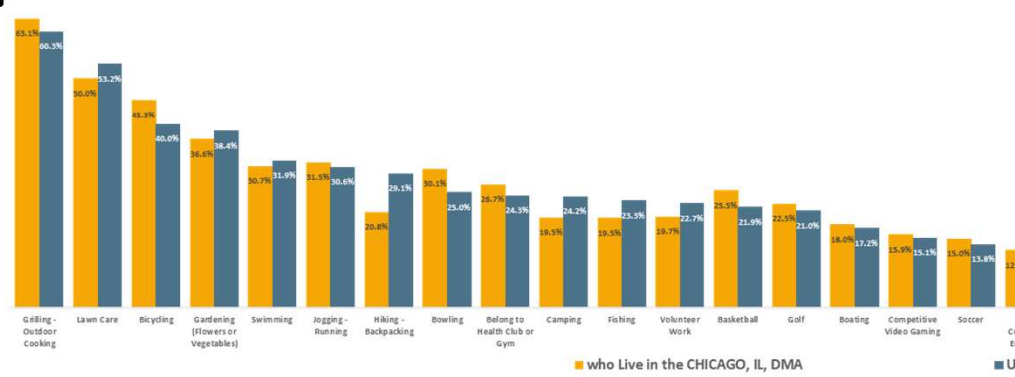
Top-20 past 30-days Online Lifestyle Activities: Men 25 - 54



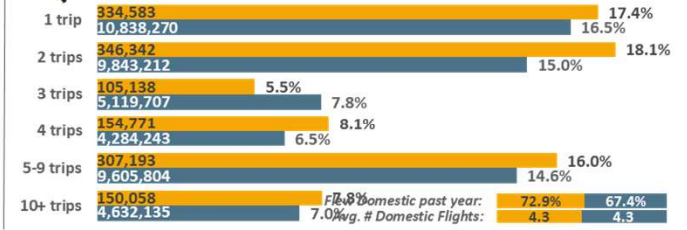
Political Activity: Men 25 - 54



Top-30 past 12-months Active Lifestyle Activities: Men 25 - 54



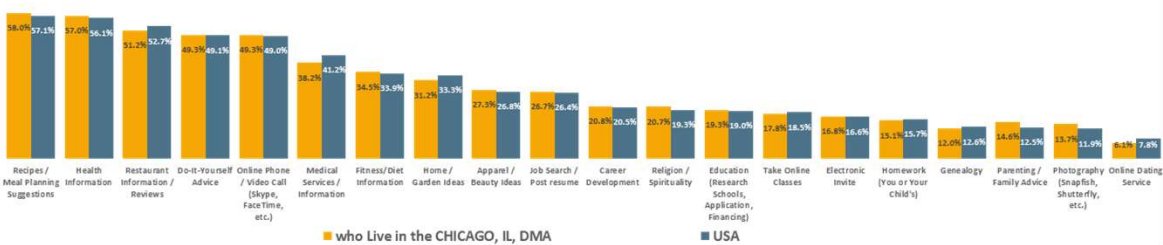
Past 12-months Domestic Airline Trips: Men 25 - 54



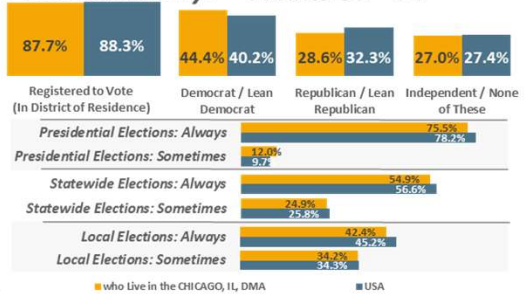


3.3% or 3,750,725 of USA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
 Adults 35 - 64 who Live in the CHICAGO, IL, DMA are .4% more likely to look up D-I-Y advice online, 6.3% less likely to always vote in local elections, 7.8% more likely to belong to a gym, 5.1% more likely to fly domestic past yr.

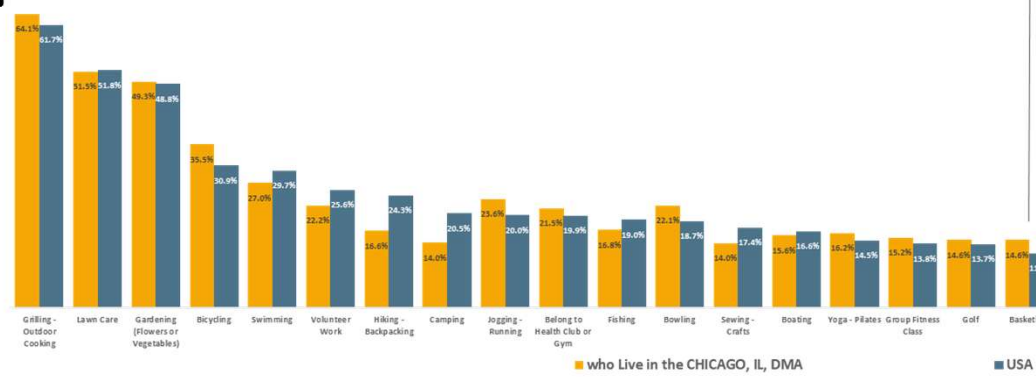
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



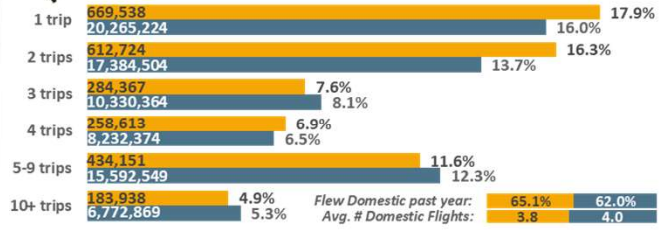
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64



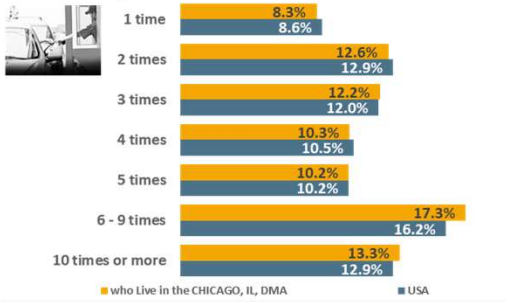


P18+

2.9% or 7,644,101 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.

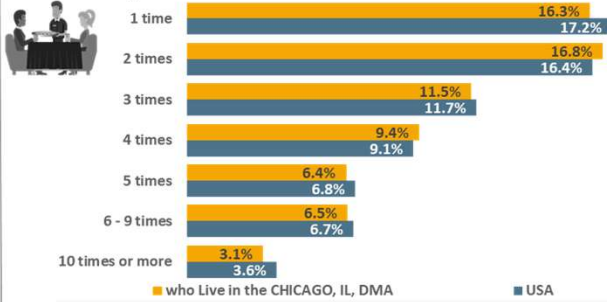
Adults 18 or older who Live in the CHICAGO, IL, DMA are 1.% more likely to use QSRs past mo., 2.3% less likely to use Sit-Down Restaurants past mo., 13.% less likely to use Casinos past yr., 5.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



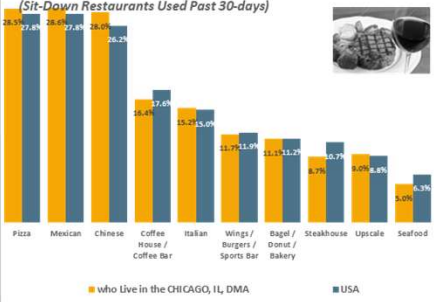
Total Monthly QSR Users:	84.3%	83.4%
Avg. Monthly QSR Meals:	5.8	5.7
	6,442,566	218,731,954

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



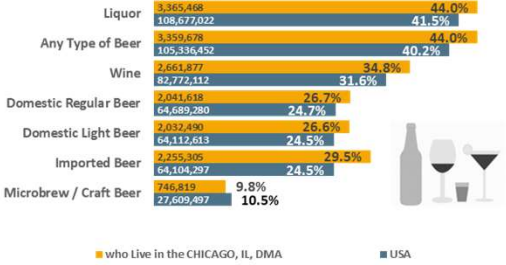
Total Monthly Sit-Down Restaurant Users:	69.9%	71.5%
Avg. Monthly Sit-Down Restaurant Meals:	3.6	3.6
	5,342,543	187,575,604

Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

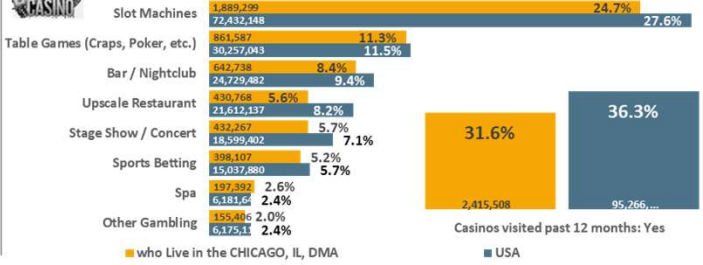


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	who Live in the CHICAGO, IL, DMA	USA
	1,679,594	2,810,212
	22.0%	19.7%

Drank Past 30-days: Adults 18 or older

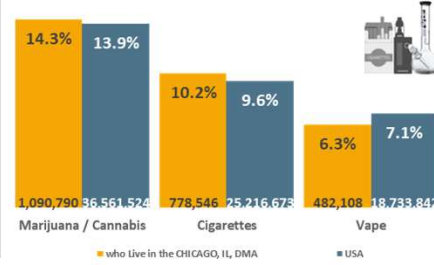


Past 12 months Casino Activities: Adults 18 or older



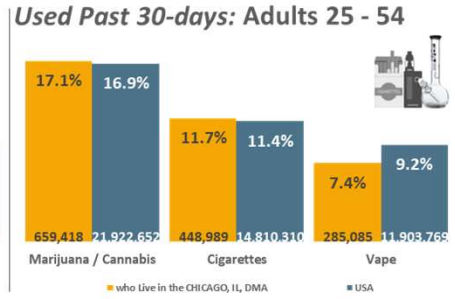
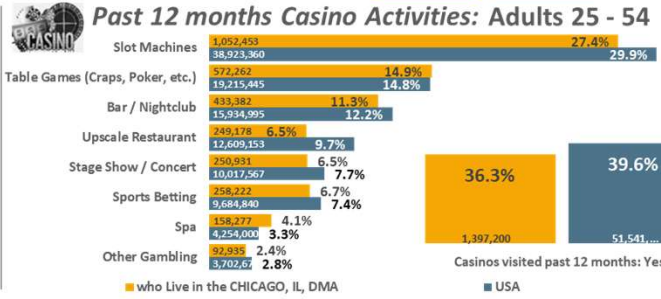
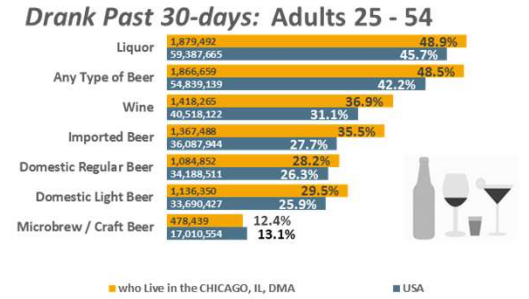
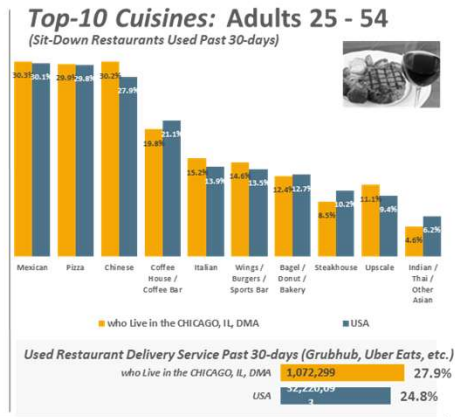
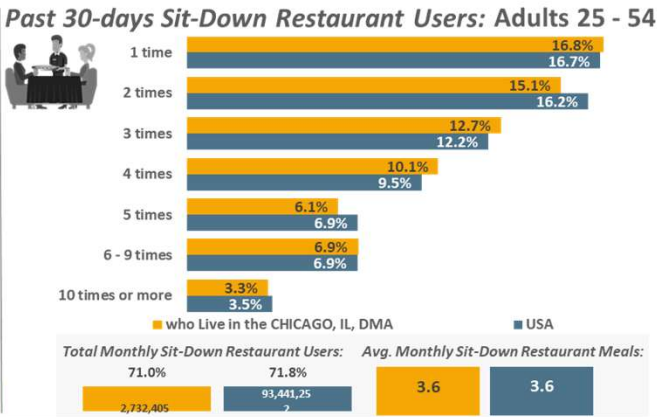
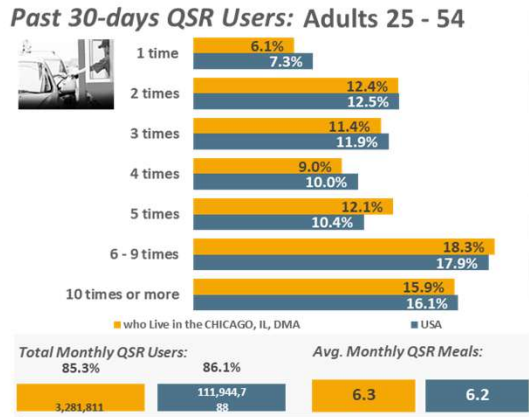
Casinos visited past 12 months: Yes	31.6%	36.3%
	2,415,508	95,266,000

Used Past 30-days: Adults 18 or older



CHICAGO, IL DMA #3 P25-54

3.3% or 3,846,837 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
 Adults 25 - 54 who Live in the CHICAGO, IL, DMA are .9% less likely to use QSRs past mo., 1.1% less likely to use Sit-Down Restaurants past mo., 8.3% less likely to use Casinos past yr., 2.5% more likely to smoke cigarettes.



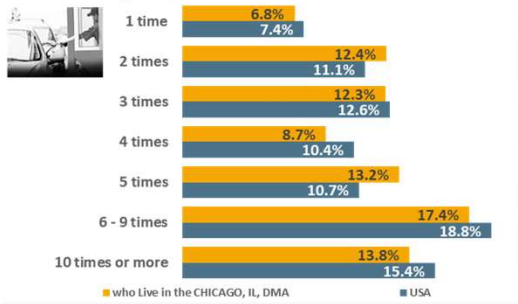
USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab
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4,001 USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

CHICAGO, IL DMA #3 W25-54

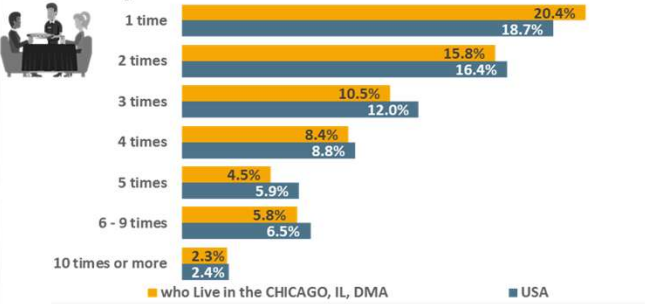
3.3% or 1,928,104 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
 Women 25 - 54 who Live in the CHICAGO, IL, DMA are 2.0% less likely to use QSRs past mo., 4.1% less likely to use Sit-Down Restaurants past mo., 8.9% less likely to use Casinos past yr., 18.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



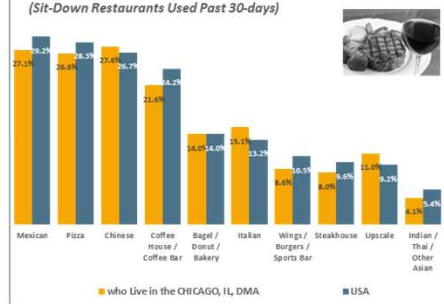
Total Monthly QSR Users:	Avg. Monthly QSR Meals:
84.7% (1,633,924)	86.4% (6.0)
86.4% (55,627,610)	6.2 (6.2)

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



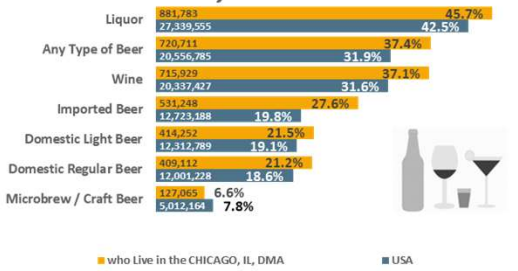
Total Monthly Sit-Down Restaurant Users:	Avg. Monthly Sit-Down Restaurant Meals:
67.7% (1,305,801)	70.6% (3.2)
70.6% (45,466,907)	3.3 (3.3)

Top-10 Cuisines: Women 25 - 54 (Sit-Down Restaurants Used Past 30-days)

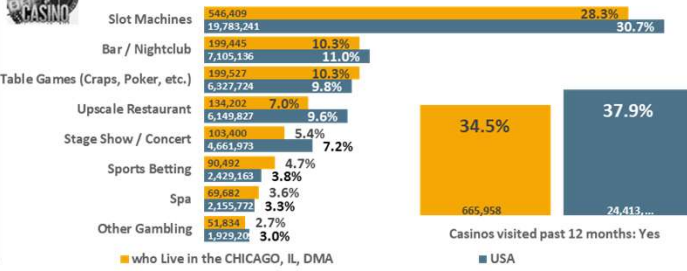


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CHICAGO, IL, DMA: 564,824 (29.3%)
USA: 1,928,104 (26.0%)

Drank Past 30-days: Women 25 - 54

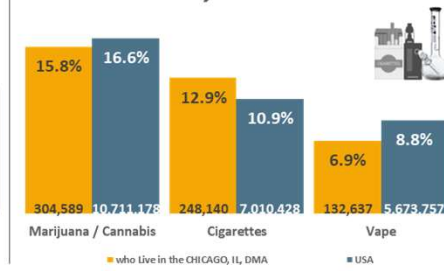


Past 12 months Casino Activities: Women 25 - 54



Casinos visited past 12 months: Yes
Chicago, IL, DMA: 34.5% (665,958)
USA: 37.9% (24,413,000)

Used Past 30-days: Women 25 - 54



Used Past 30-days: Women 25 - 54
Marijuana / Cannabis: 304,589 (10.7%)
Cigarettes: 248,140 (7.0%)
Vape: 132,637 (5.6%)

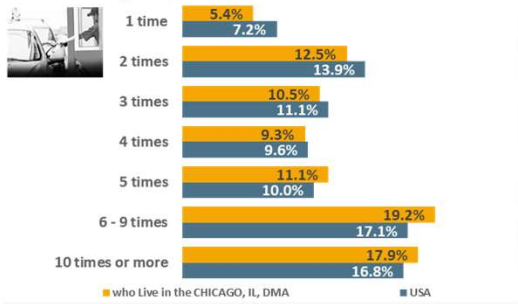
USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001
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CHICAGO, IL DMA #3

M25-54

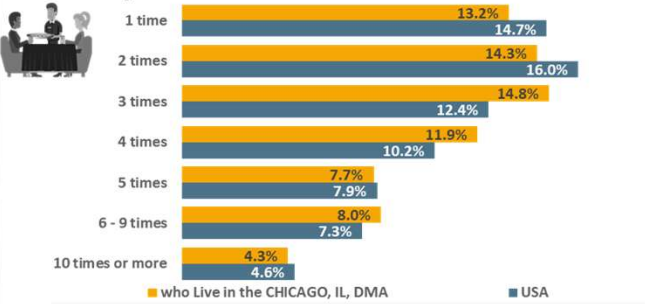
2.9% or 1,918,733 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
 Men 25 - 54 who Live in the CHICAGO, IL, DMA are .2% more likely to use QSRs past mo., 1.9% more likely to use Sit-Down Restaurants past mo., 7.7% less likely to use Casinos past yr., 11.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



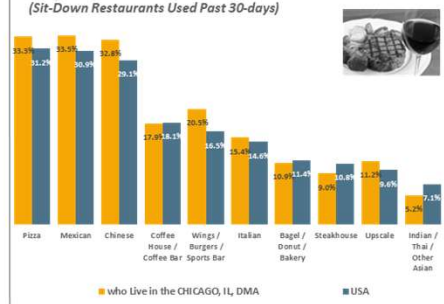
Total Monthly QSR Users:	85.9%	85.7%
Avg. Monthly QSR Meals:	6.6	6.3
Chicago, IL, DMA	1,647,887	56,317,179

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



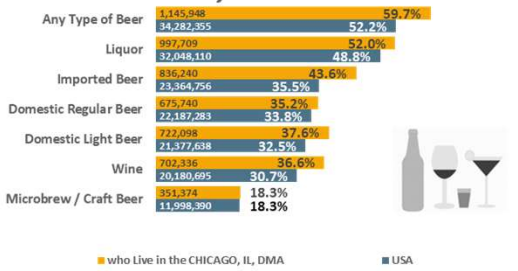
Total Monthly Sit-Down Restaurant Users:	74.4%	73.0%
Avg. Monthly Sit-Down Restaurant Meals:	4.0	3.9
Chicago, IL, DMA	1,426,604	47,974,345

Top-10 Cuisines: Men 25 - 54 (Sit-Down Restaurants Used Past 30-days)

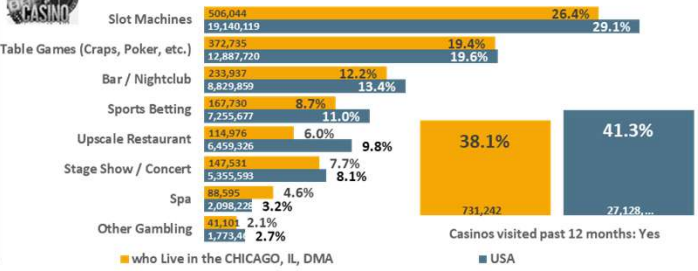


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	26.4%	23.6%
Chicago, IL, DMA	507,475	17,714,752
USA	17,714,752	75,000,000

Drank Past 30-days: Men 25 - 54

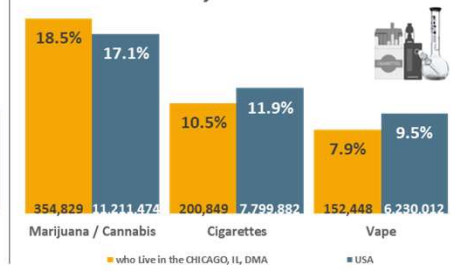


Past 12 months Casino Activities: Men 25 - 54



Casinos visited past 12 months: Yes	38.1%	41.3%
Chicago, IL, DMA	731,242	27,128,000

Used Past 30-days: Men 25 - 54



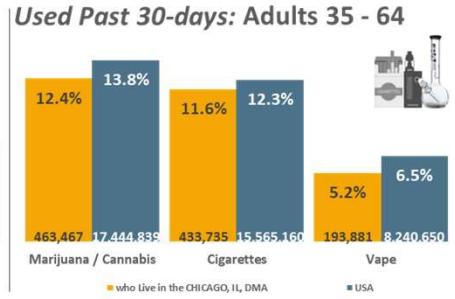
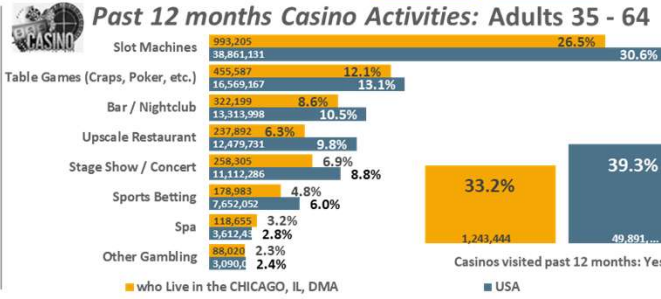
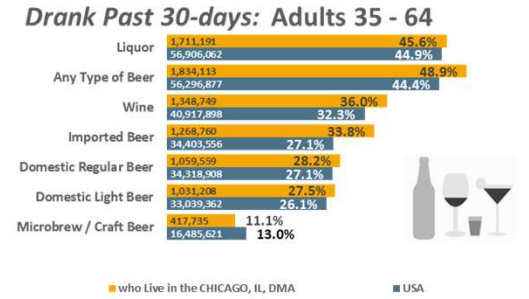
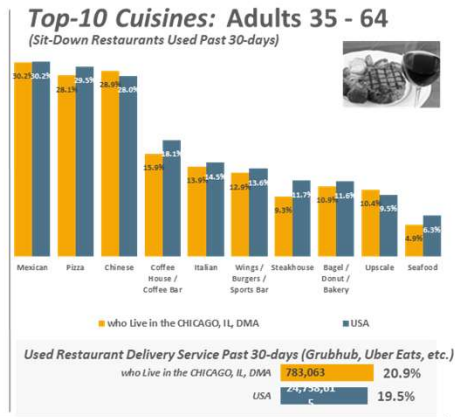
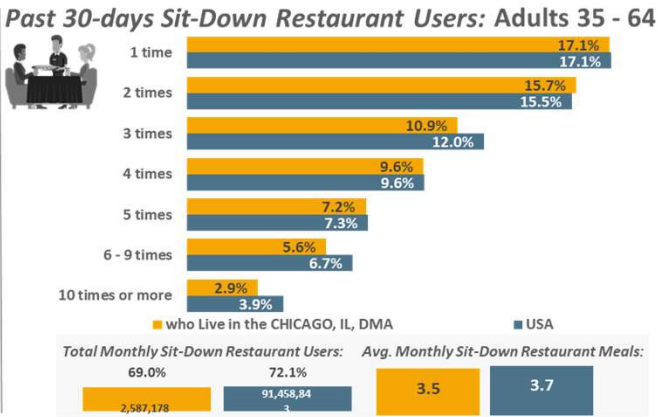
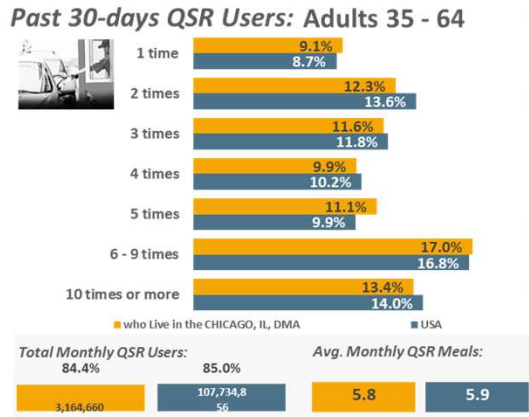
Chicago, IL, DMA	354,829	11,211,474	200,849	7,799,882	152,448	6,230,012
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CHICAGO, IL DMA #3

P35-64

3.0% or 3,750,725 of USA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
 Adults 35 - 64 who Live in the CHICAGO, IL, DMA are .7% less likely to use QSRs past mo., 4.4% less likely to use Sit-Down Restaurants past mo., 15.7% less likely to use Casinos past yr., 5.8% less likely to smoke cigarettes.



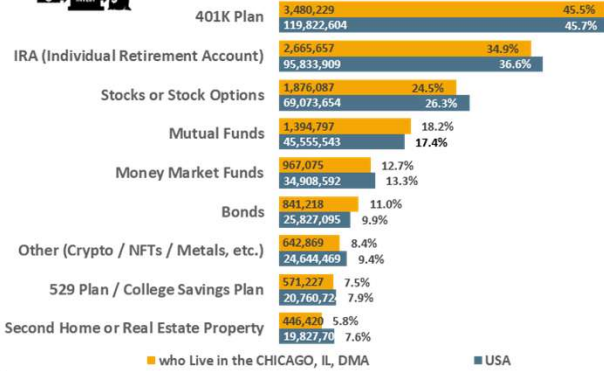


P18+

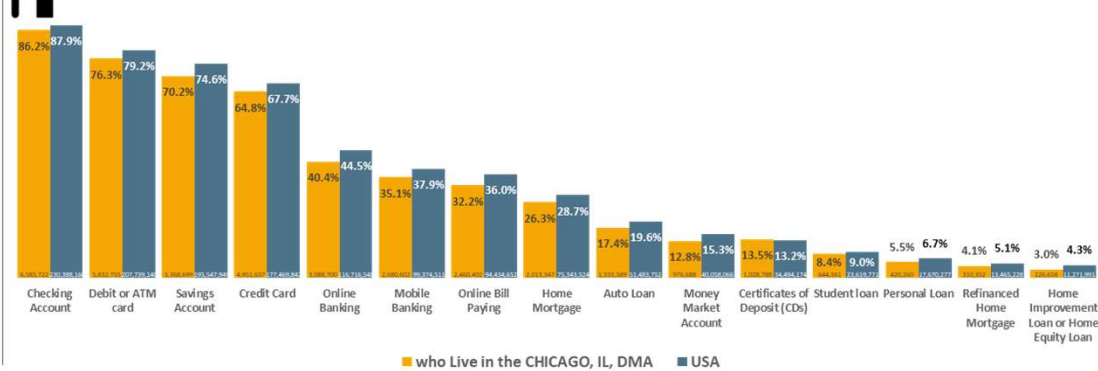
2.9% or 7,644,101 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
 Adults 18 or older who Live in the CHICAGO, IL, DMA are .4% less likely to have a 401K, 11.2% less likely to have an Auto Loan, 7.6% less likely to Invest/Trade Stocks Online, 5.6% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



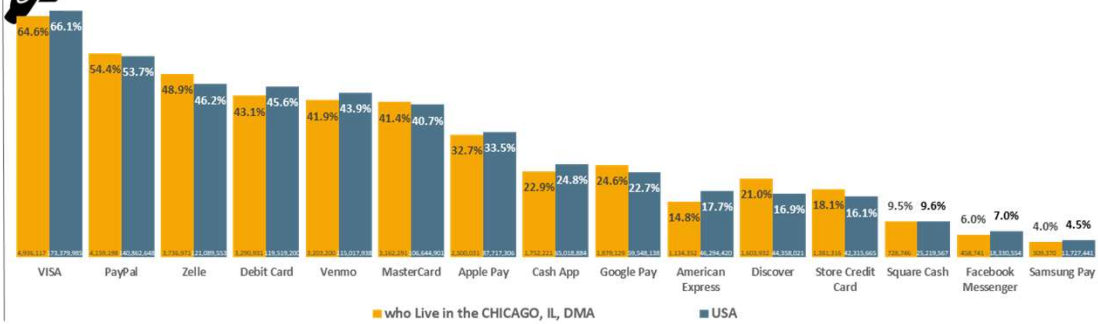
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



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P25-54

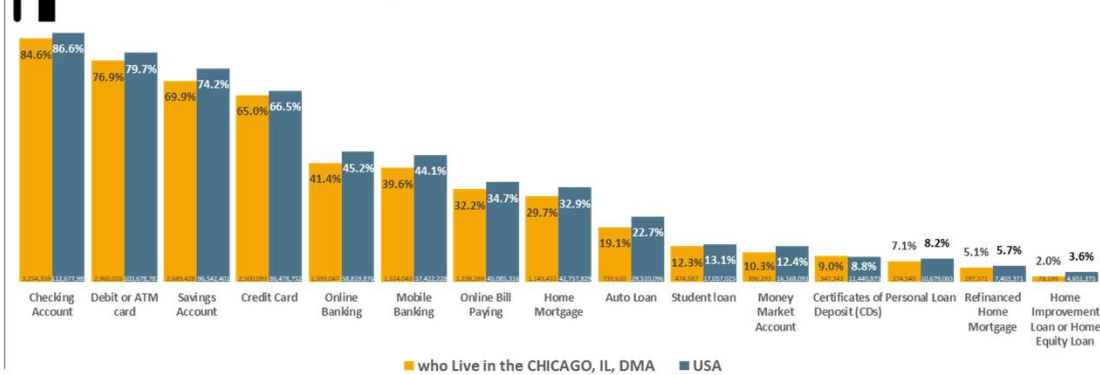
3.0% or 3,846,837 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
 Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 3.0% less likely to have a 401K, 15.9% less likely to have an Auto Loan, 6.0% less likely to Invest/Trade Stocks Online, 9.8% less likely to pay with their Debit Card.



Investments Owned: Adults 25 - 54



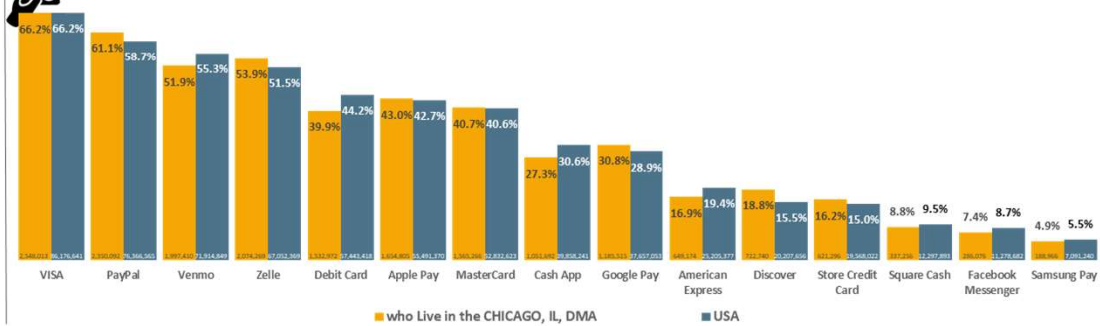
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used*: Adults 25 - 54



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



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4,001 USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

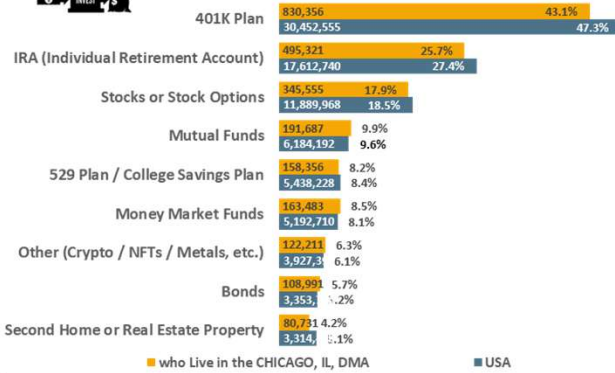


CHICAGO, IL DMA W25-54

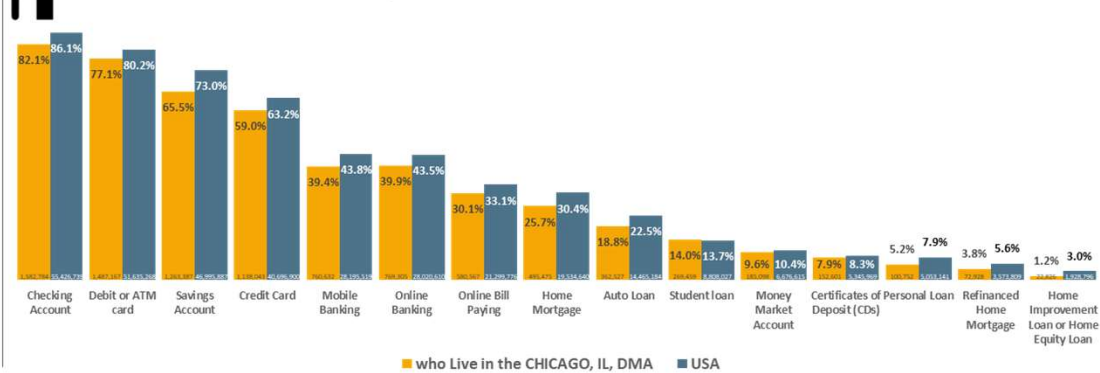
3.3% or 1,928,104 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
 Women 25 - 54 who Live in the CHICAGO, IL, DMA are 9.9% less likely to have a 401K, 16.3% less likely to have an Auto Loan, 11.6% less likely to Invest/Trade Stocks Online, 4.4% less likely to pay with their Debit Card.



Investments Owned: Women 25 - 54



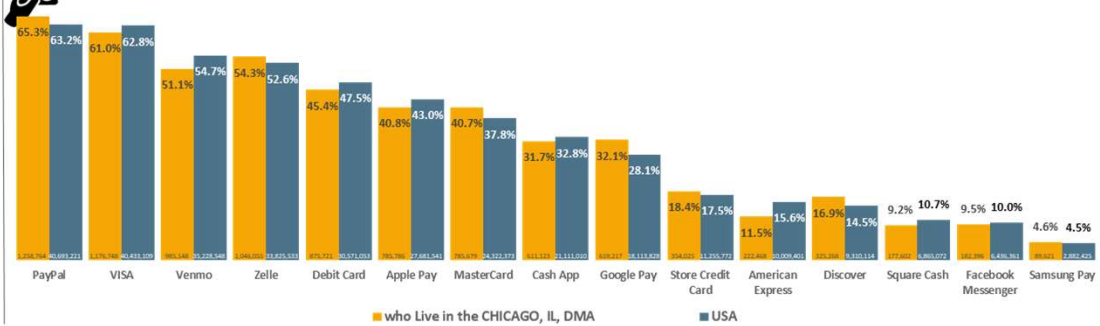
Financial Services Has and/or Uses: Women 25 - 54



Professional Services Used*: Women 25 - 54



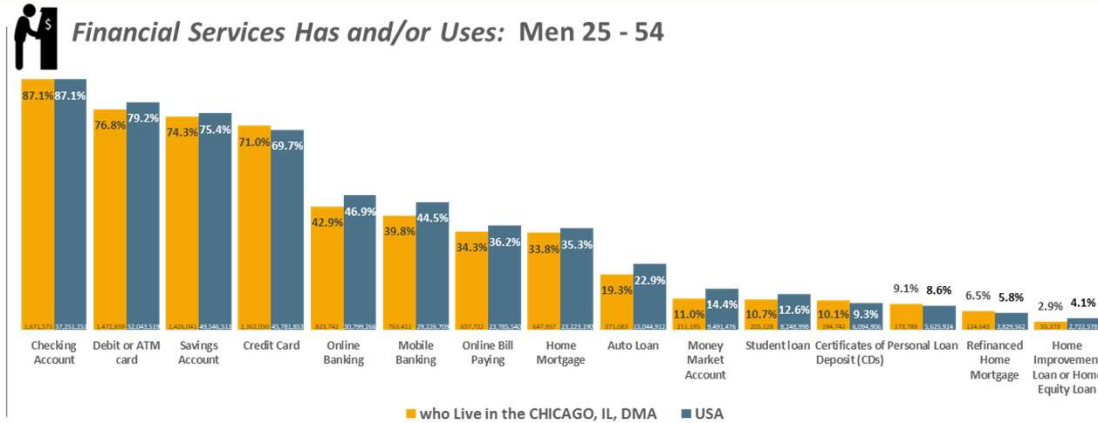
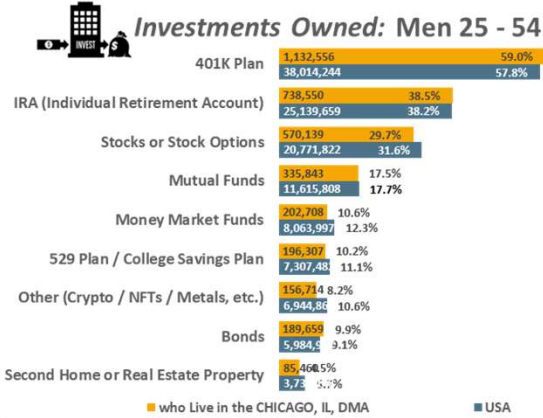
Past 3-Months Payment Methods Used: Women 25 - 54





CHICAGO, IL DMA M25-54 #3

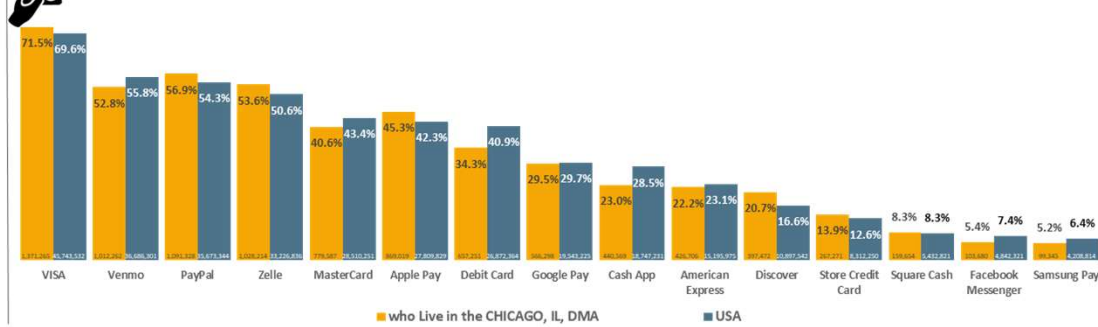
2.9% or 1,918,733 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 2.1% more likely to have a 401K, 15.5% less likely to have an Auto Loan, 2.8% less likely to Invest/Trade Stocks Online, 16.2% less likely to pay with their Debit Card.



Professional Services Used*: Men 25 - 54



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





P35-64

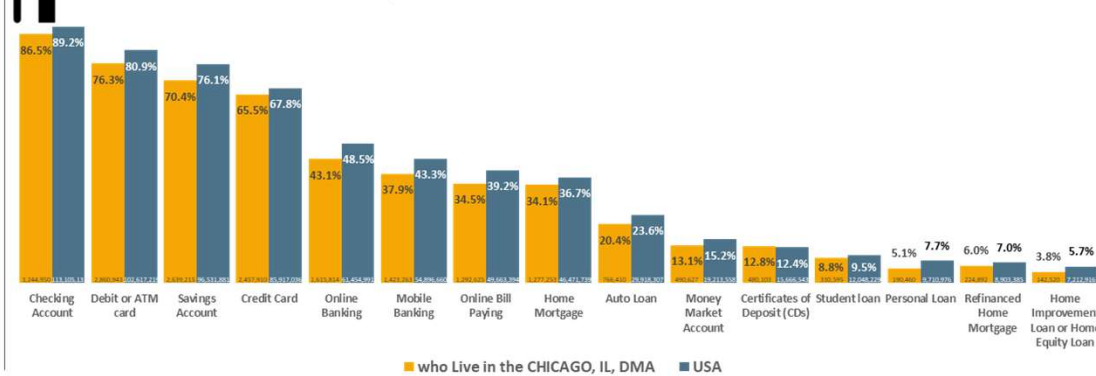
3.0% or 3,750,725 of USA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
 Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 3.8% less likely to have a 401K, 13.4% less likely to have an Auto Loan, 14.7% less likely to Invest/Trade Stocks Online, 11.1% less likely to pay with their Debit Card.



Investments Owned: Adults 35 - 64



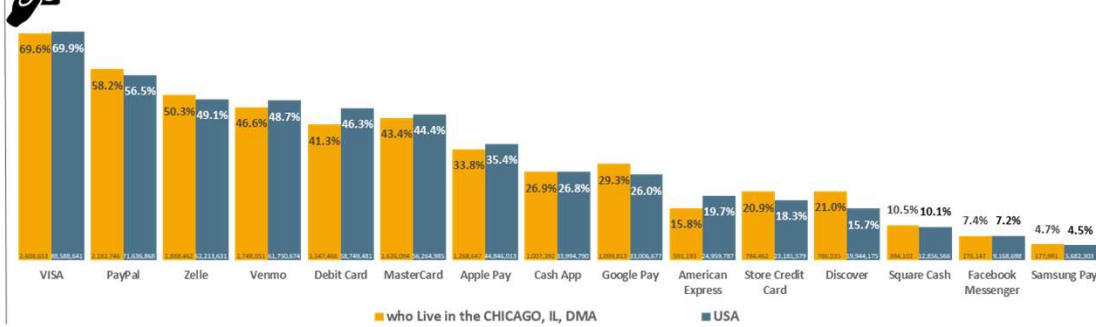
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64



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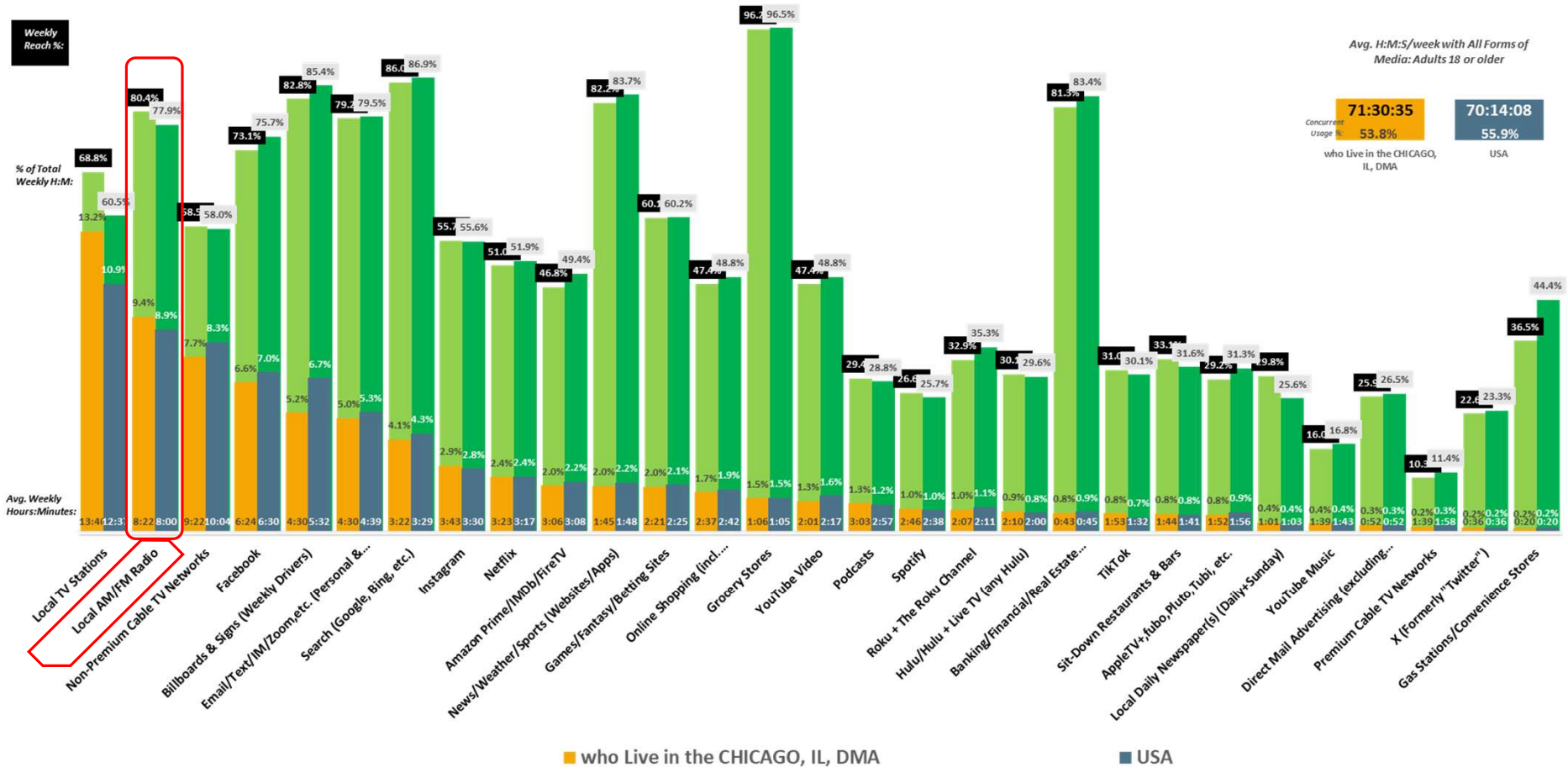
4,001 USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554



P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 2 days, 23 hours, 30 minutes and 35 seconds each week with All Forms of Media.

80.4% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



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

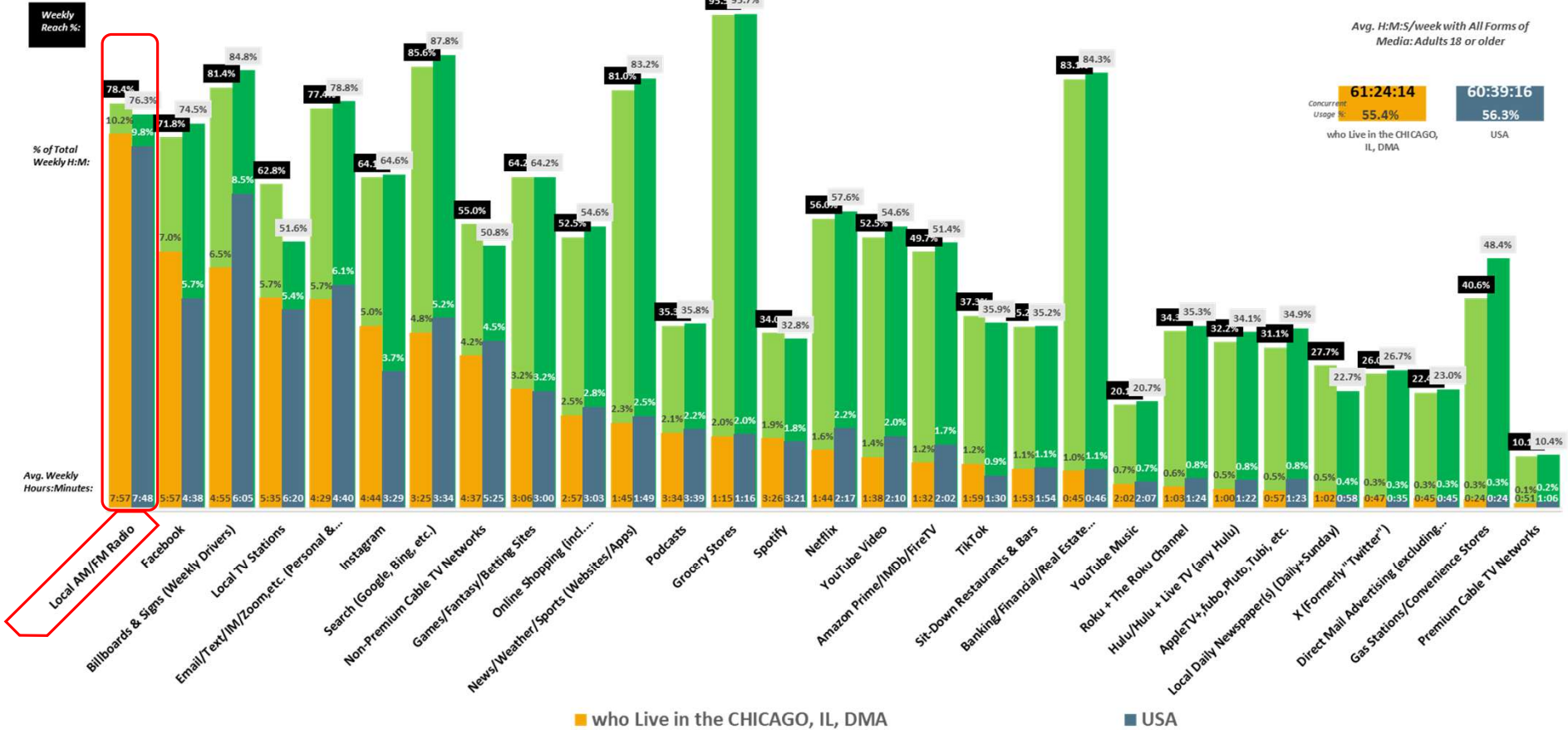
Chicago, IL, DMA: 71:30:35 (53.8% Concurrent Usage)

USA: 70:14:08 (55.9% Concurrent Usage)





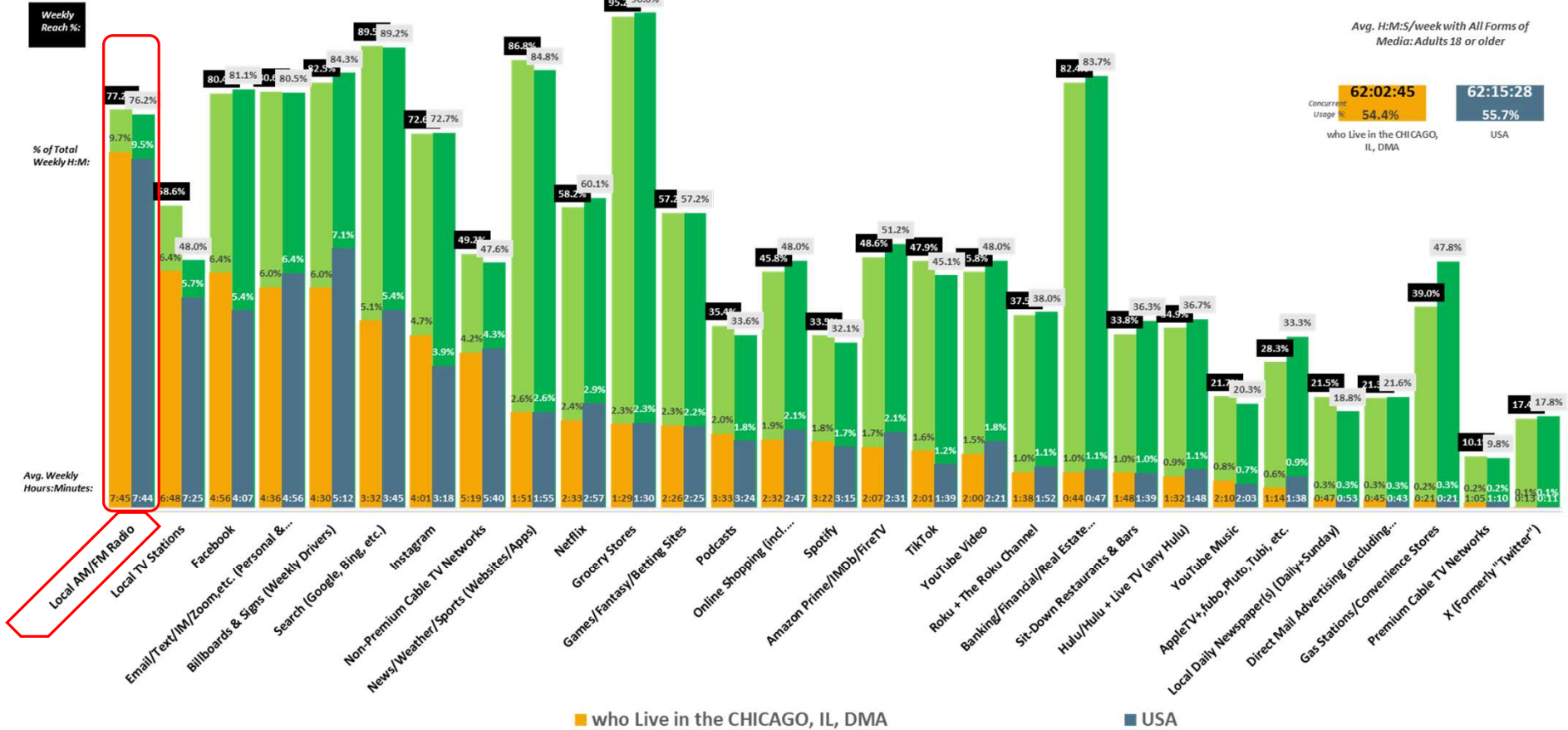
Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 13 hours, 24 minutes and 14 seconds each week with All Forms of Media.
 78.4% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



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Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 14 hours, 2 minutes and 45 seconds each week with All Forms of Media.
 77.2% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



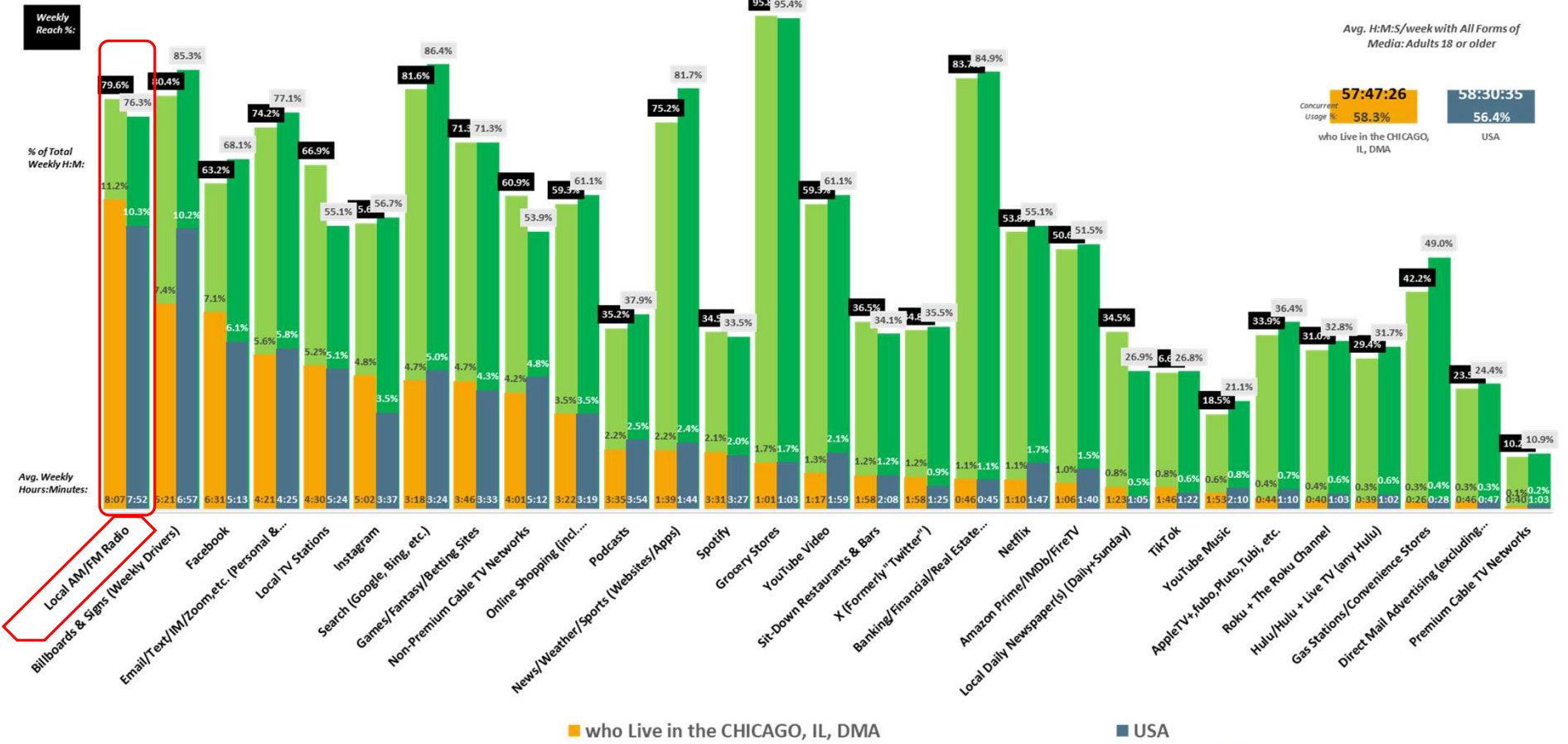
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Chicago, IL, DMA	62:02:45	54.4%
USA	62:15:28	55.7%





Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 9 hours, 47 minutes and 26 seconds each week with All Forms of Media.
 79.6% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.

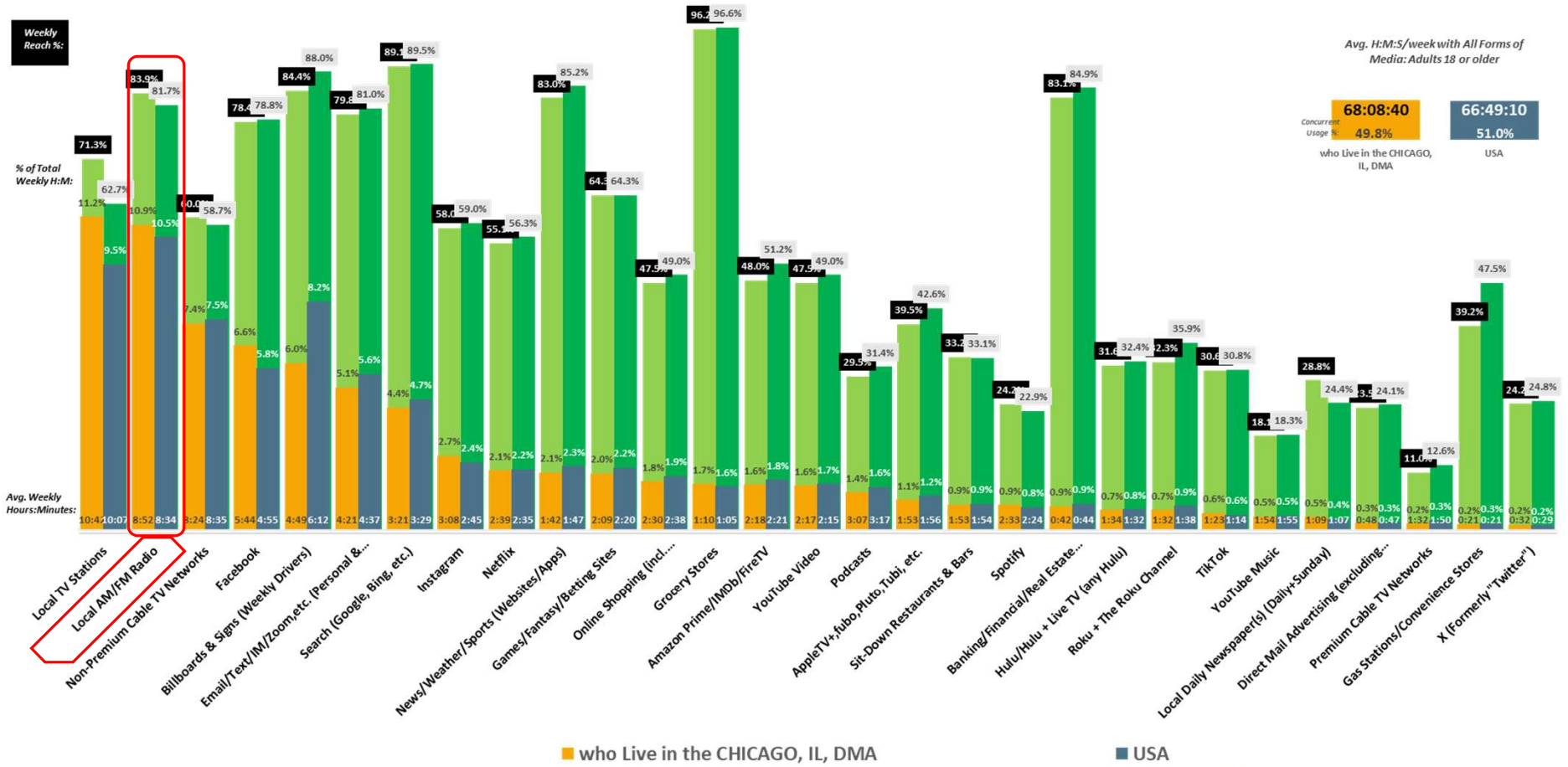


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Chicago, IL, DMA	USA
57:47:26	58:30:35
Concurrent Usage: 58.3%	56.4%



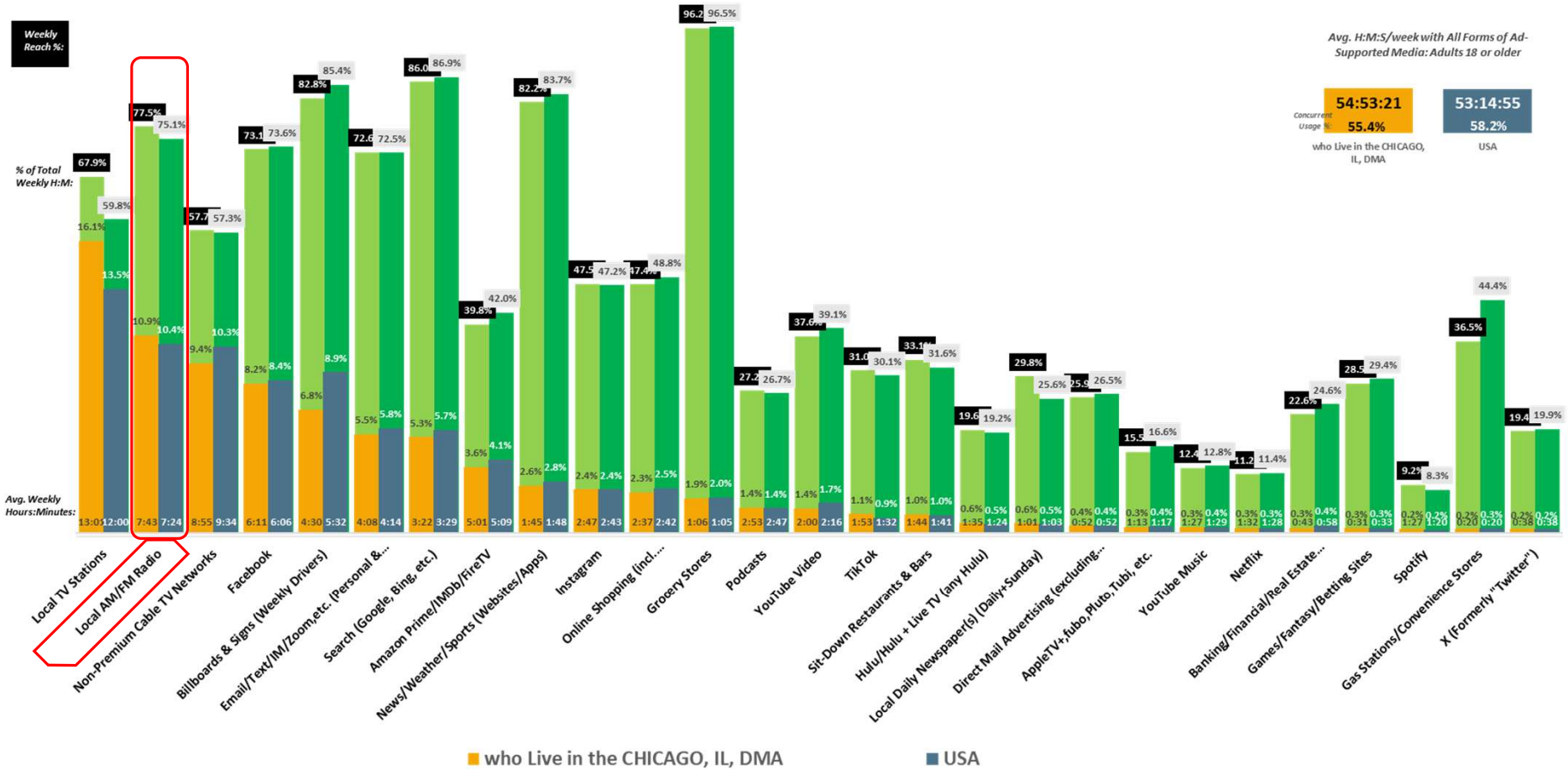
Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 20 hours, 8 minutes and 40 seconds each week with All Forms of Media.
 83.9% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.





P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 2 days, 6 hours, 53 minutes and 21 seconds each week with All Forms of Ad-Supported Media.
 77.5% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



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

Chicago, IL, DMA	54:53:21
USA	58:23:55

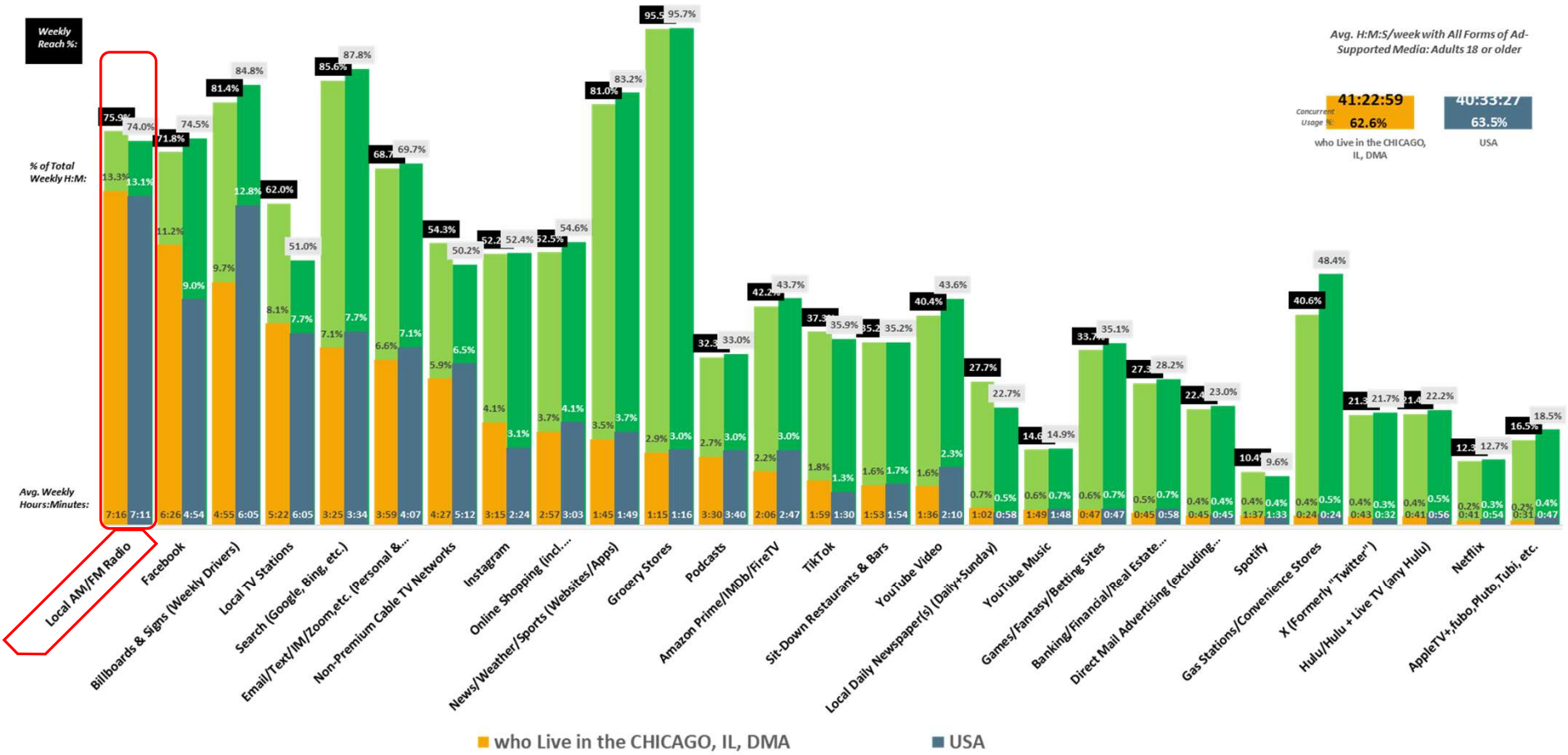
Concurrent Usage %: 55.4% (Chicago, IL, DMA) vs 58.2% (USA)



Share of Everything for Anything



Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 1 days, 17 hours, 22 minutes and 59 seconds each week with All Forms of Ad-Supported Media.
 75.9% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported Media.



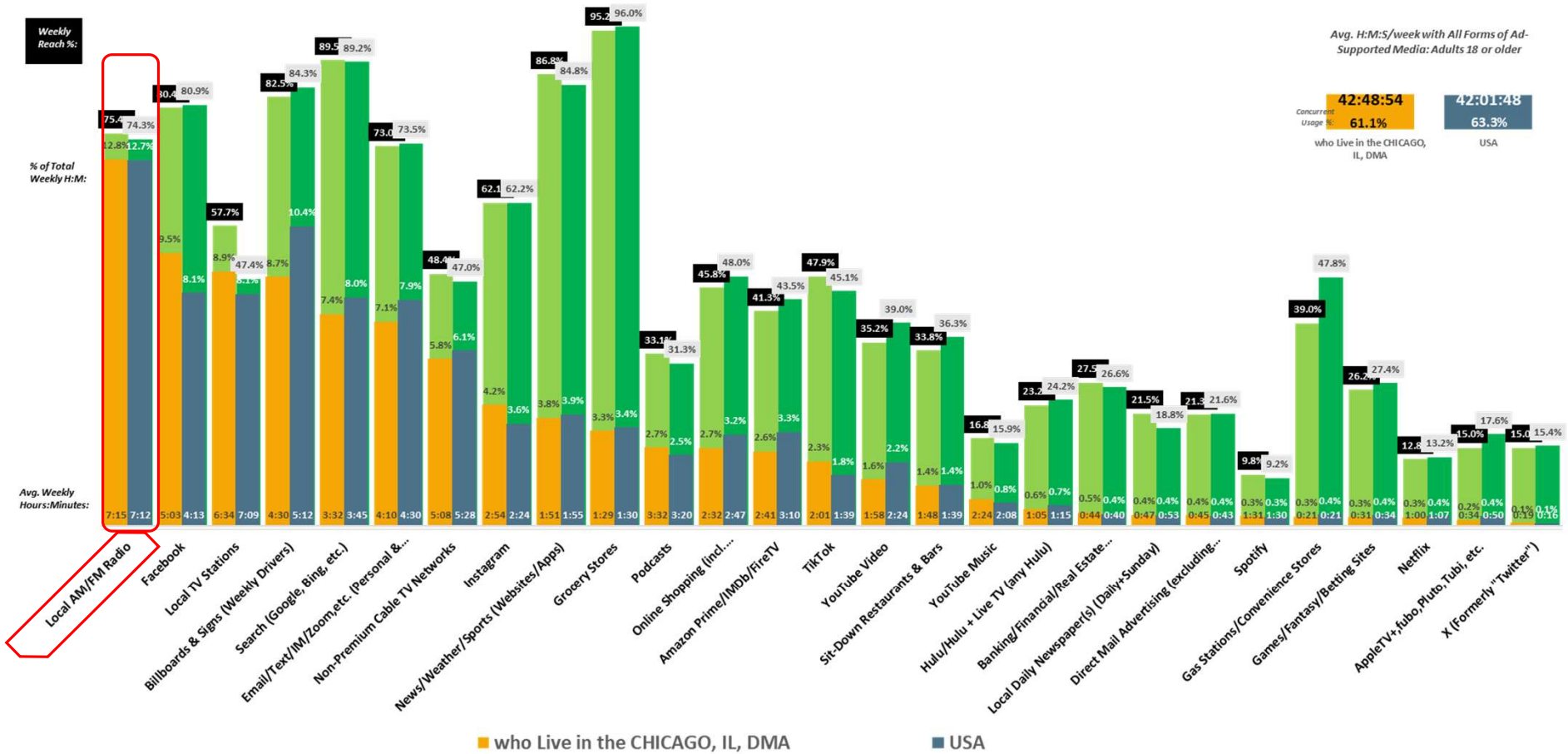
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Chicago, IL, DMA	41:22:59
USA	40:33:27

Concurrent Usage %: Chicago, IL, DMA (62.6%), USA (65.5%)



Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 1 days, 18 hours, 48 minutes and 54 seconds each week with All Forms of Ad-Supported Media.
 75.4% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported Media.

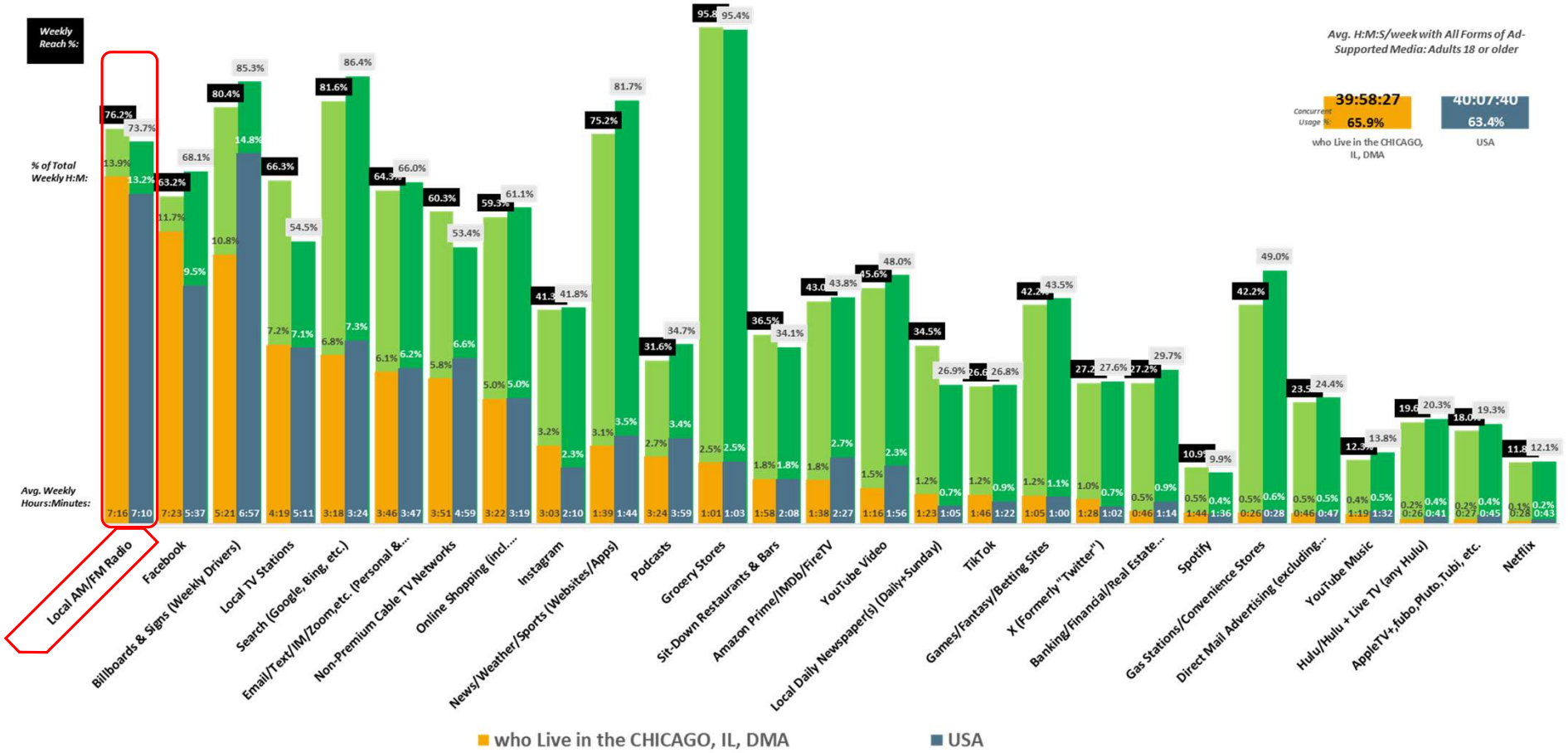


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	42:48:54	42:01:48
who Live in the CHICAGO, IL, DMA	61.1%	63.3%
USA		



Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 1 days, 15 hours, 58 minutes and 27 seconds each week with All Forms of Ad-Supported Media.
 76.2% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 16 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.9% of total time spent with all forms of Ad-Supported Media.



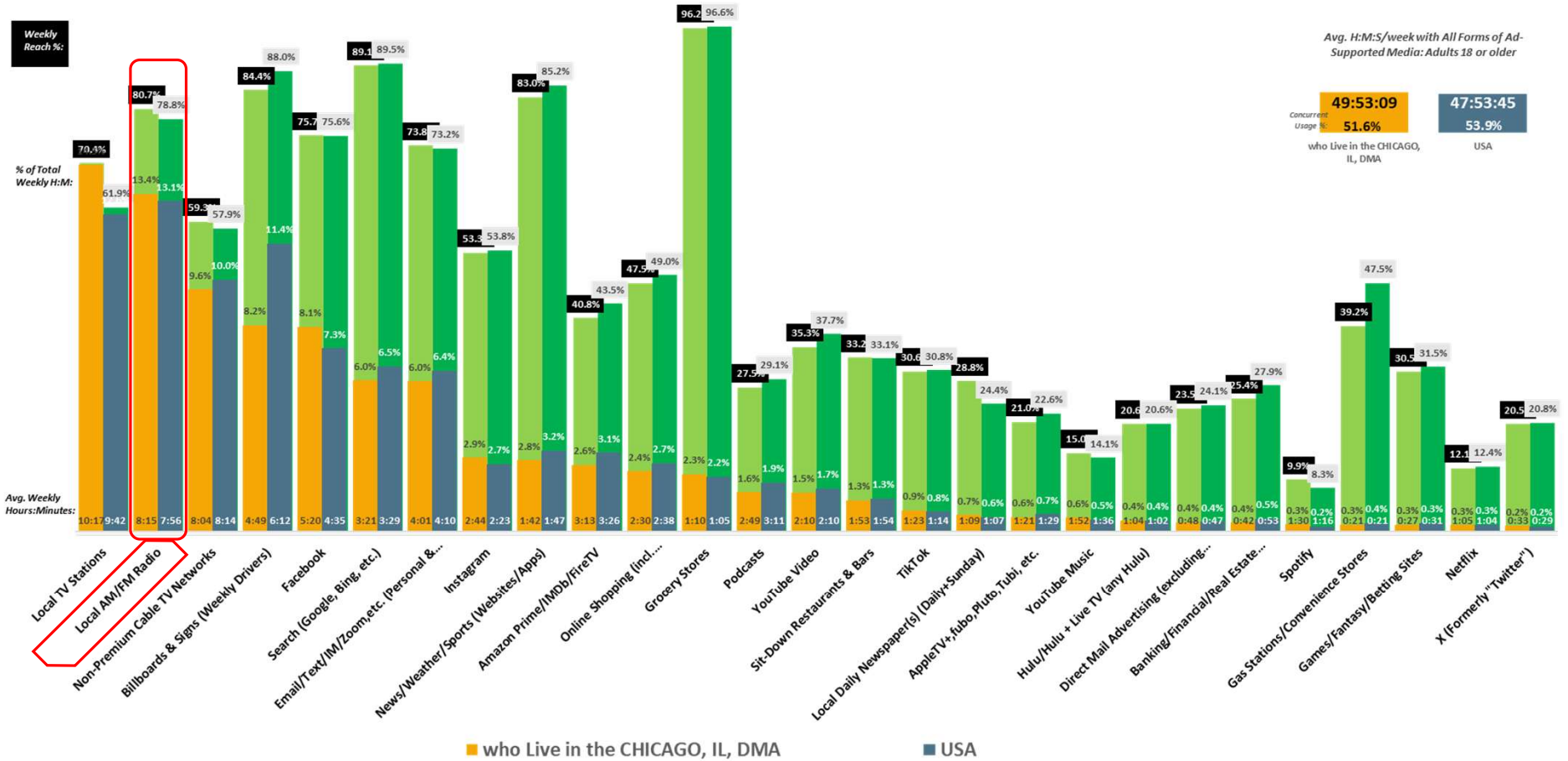
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Chicago, IL, DMA: 39:58:27 (65.9% Concurrent Usage)

USA: 40:07:40 (63.4% Concurrent Usage)



Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 1 hours, 53 minutes and 9 seconds each week with All Forms of Ad-Supported Media.
 80.7% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.



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

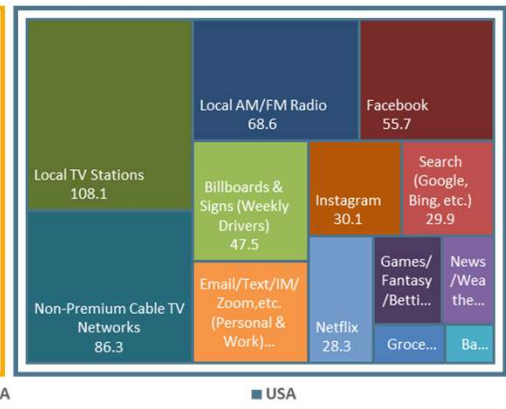
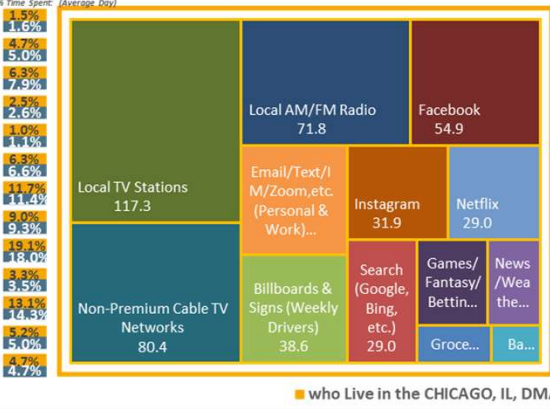
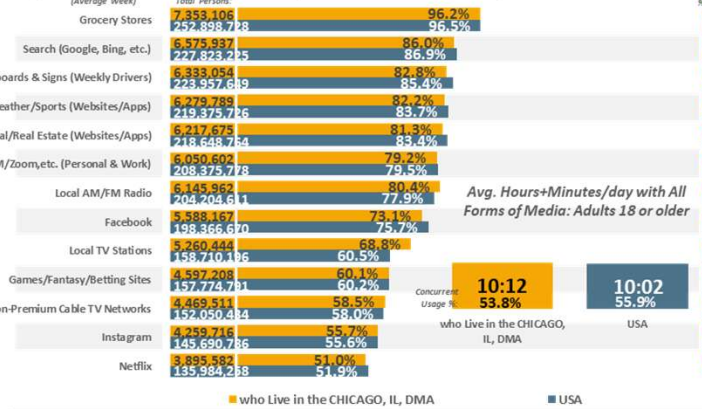
Chicago, IL, DMA	49:53:09
USA	47:53:45

Concurrent Usage %: Chicago, IL, DMA (51.6%) vs USA (53.9%)



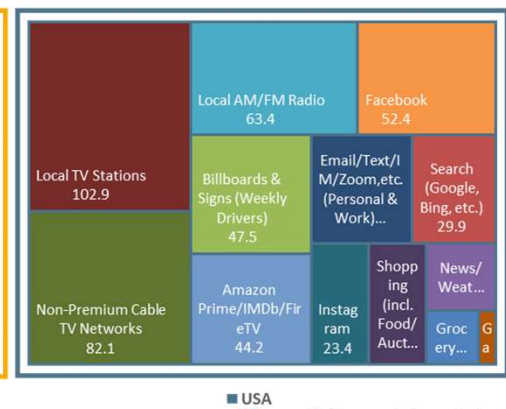
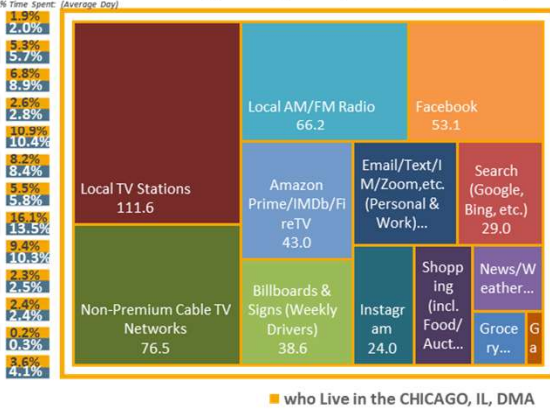
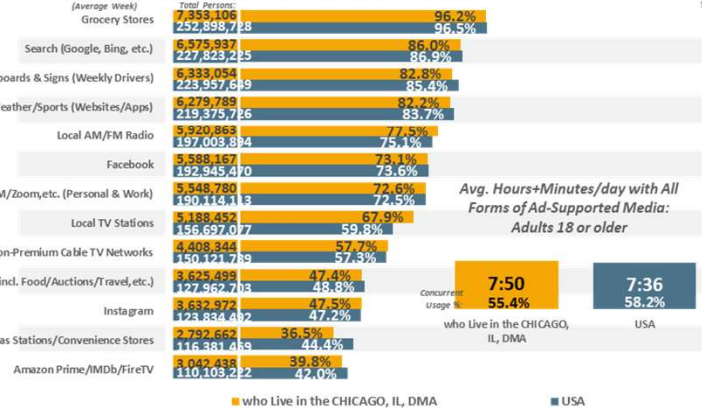
Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 77.5% listen to Local AM/FM Radio for an avg. of 66.2 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

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



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

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

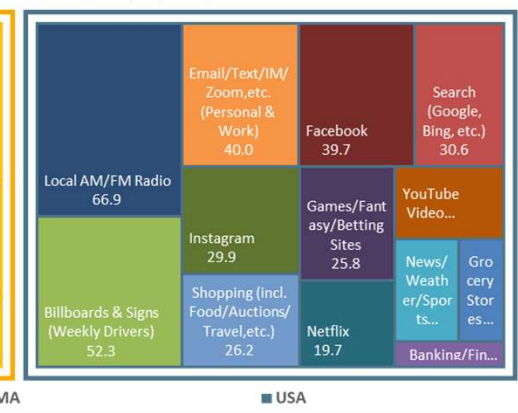
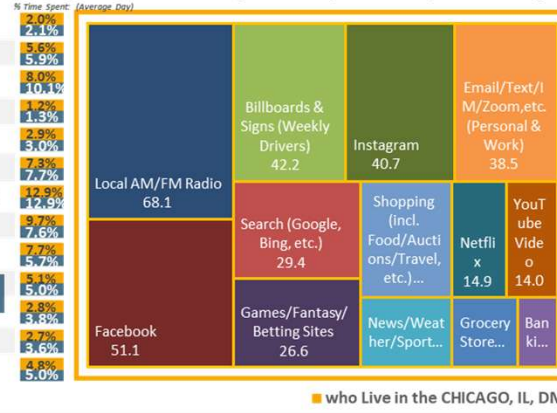
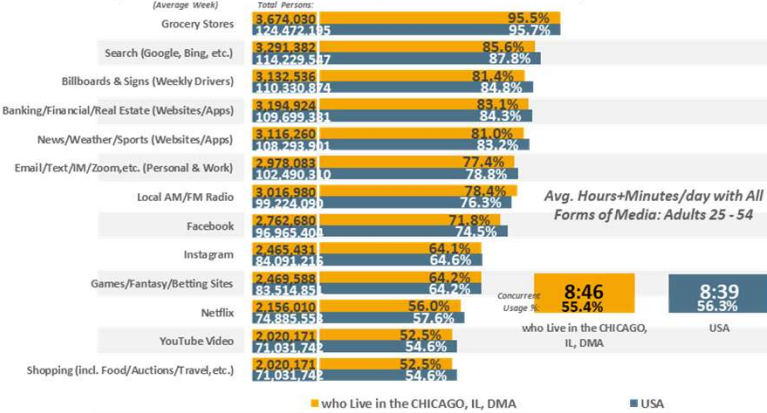




Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 5 hours and 54 minutes each day with All Forms of Ad-Supported Media. 75.9% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. (Local Radio delivers 13.3% of Time with Ad-Supported Media.)

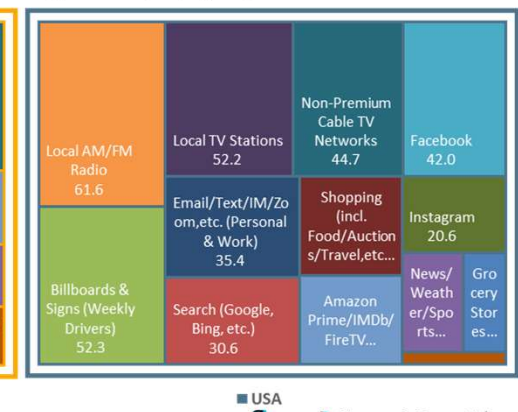
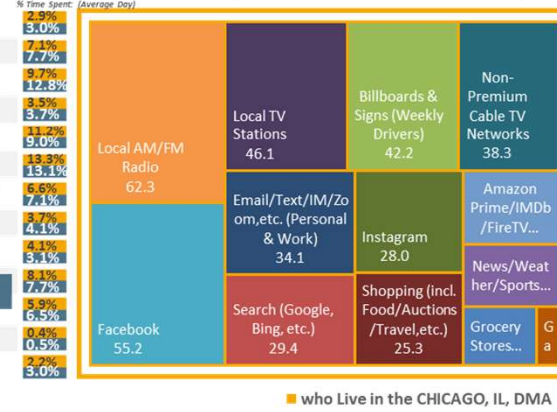
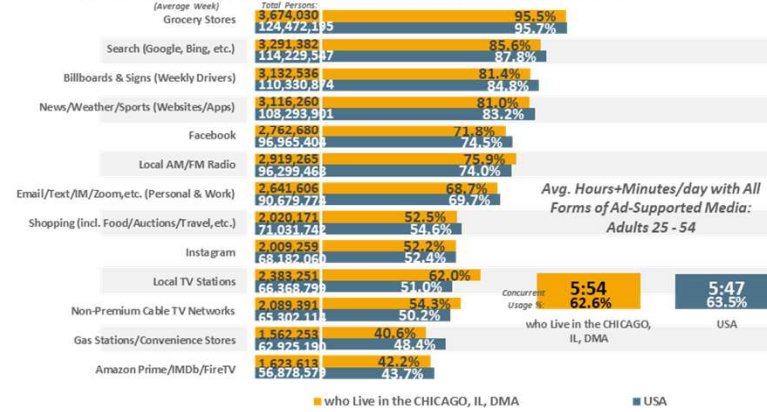
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

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



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

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

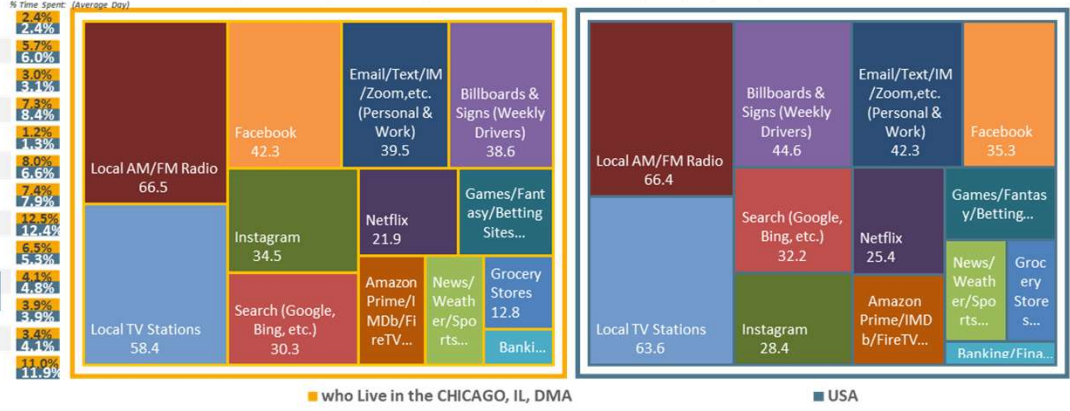
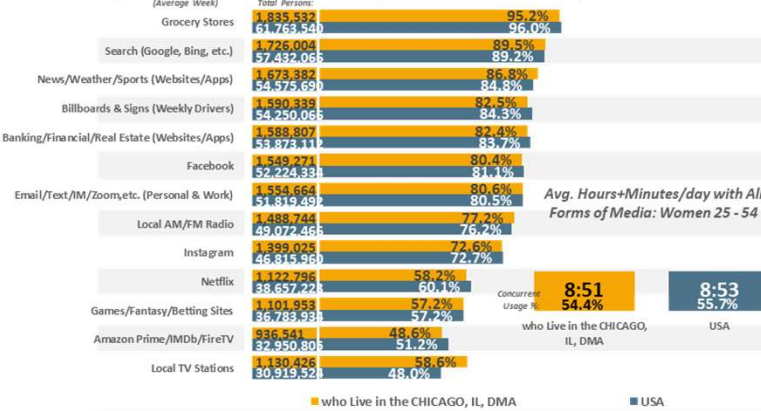




Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 6 hours and 6 minutes each day with All Forms of Ad-Supported Media. 75.4% listen to Local AM/FM Radio for an avg. of 62.2 minutes/day. (Local Radio delivers 12.8% of Time with Ad-Supported Media.)

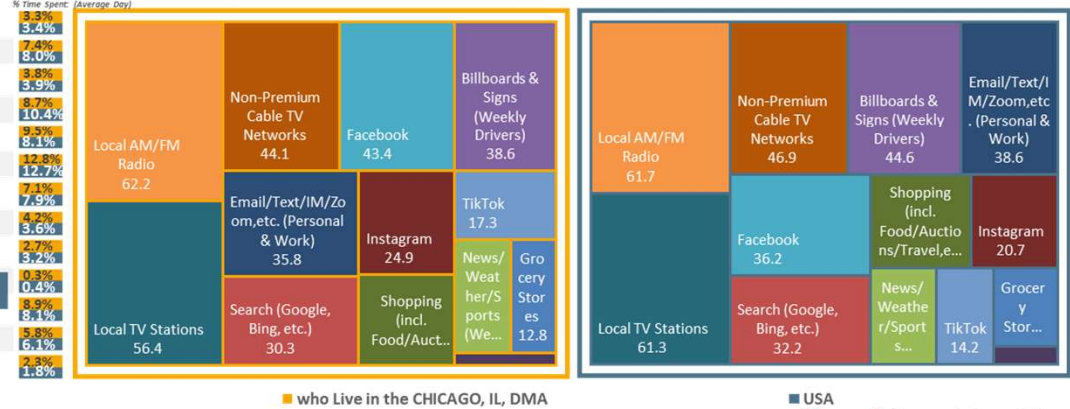
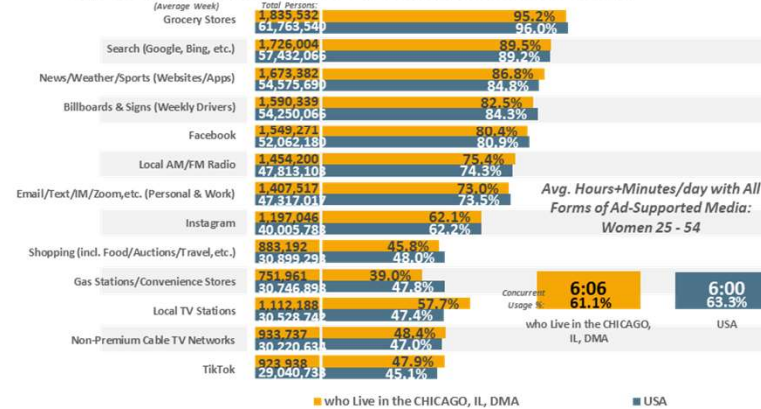
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54

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



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

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

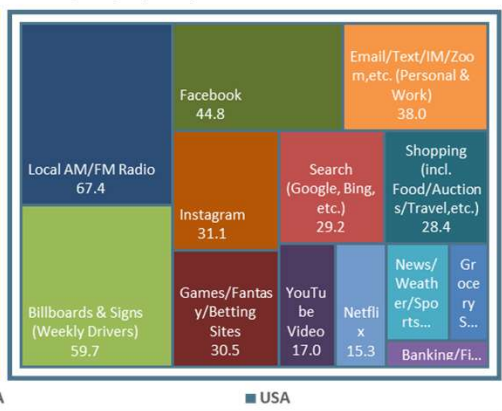
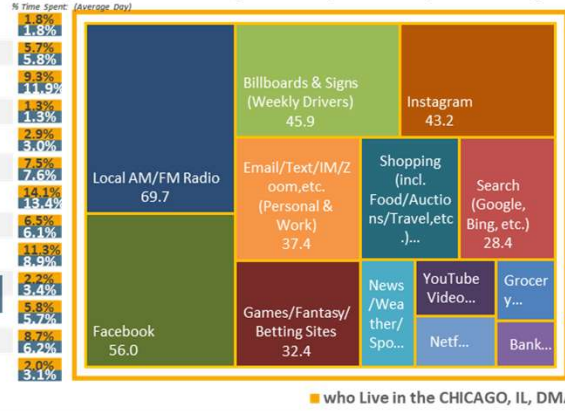
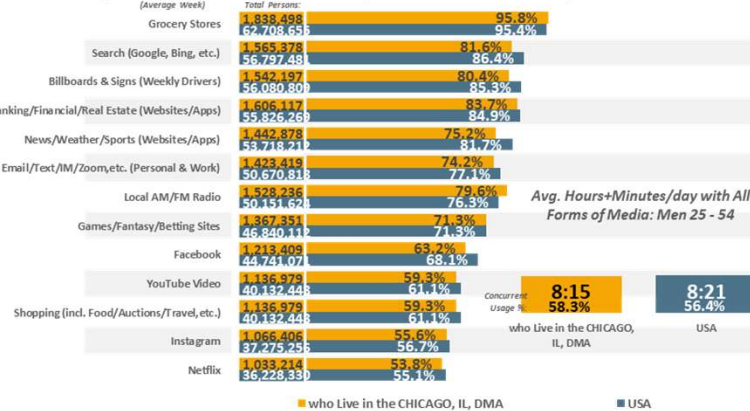




Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 5 hours and 42 minutes each day with All Forms of Ad-Supported Media. 76.2% listen to Local AM/FM Radio for an avg. of 62.4 minutes/day. (Local Radio delivers 13.9% of Time with Ad-Supported Media.)

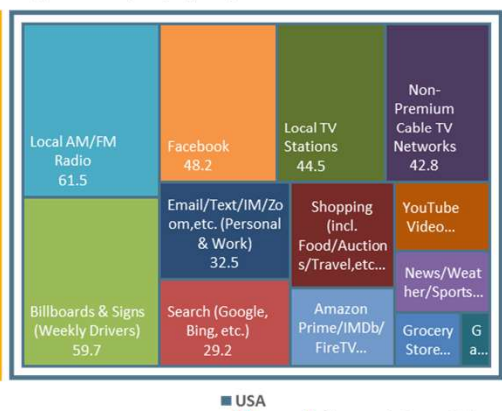
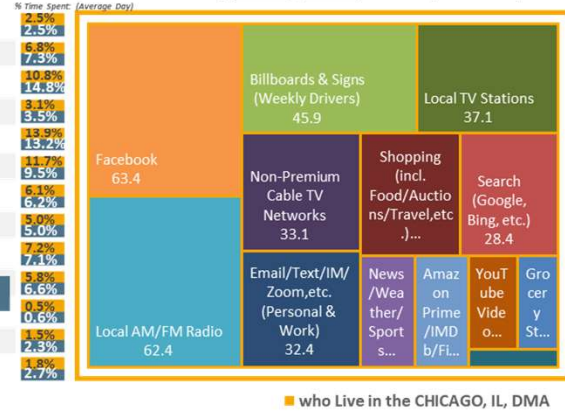
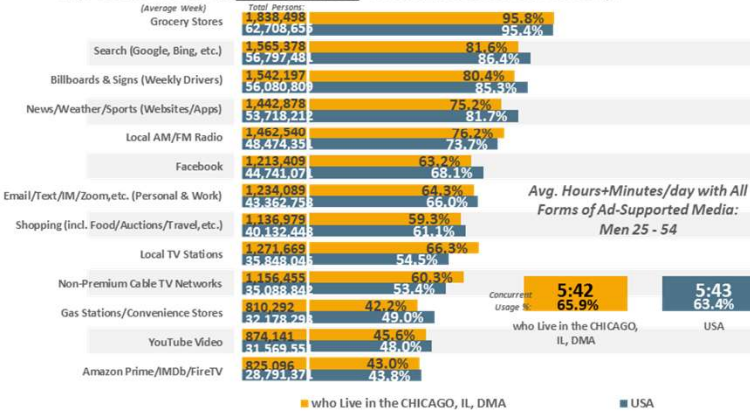
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54

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



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

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



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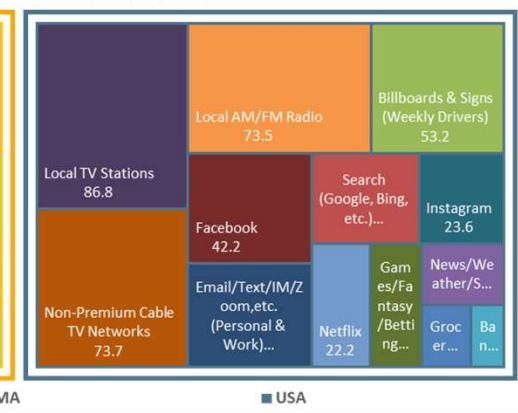
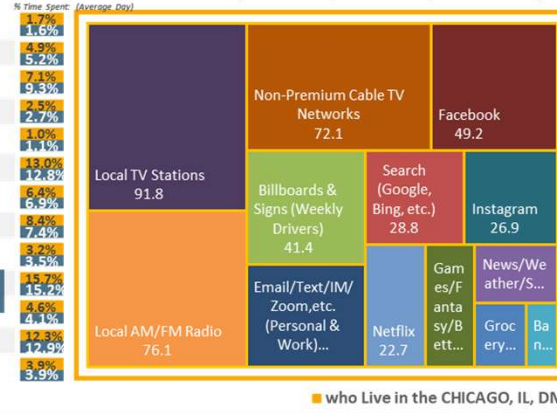
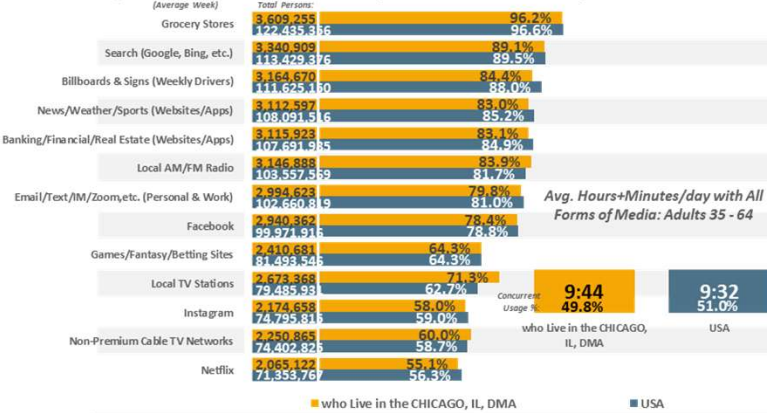




Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 7 hours and 7 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 70.7 minutes/day. (Local Radio delivers 13.4% of Time with Ad-Supported Media.)

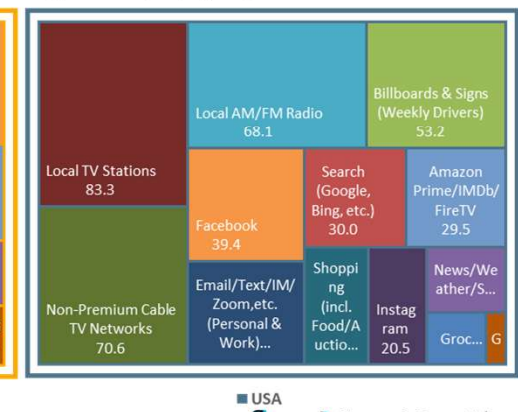
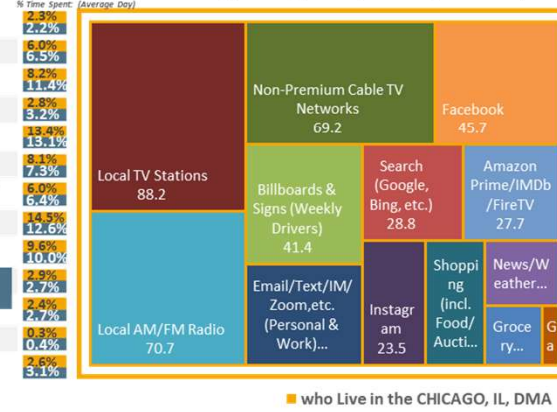
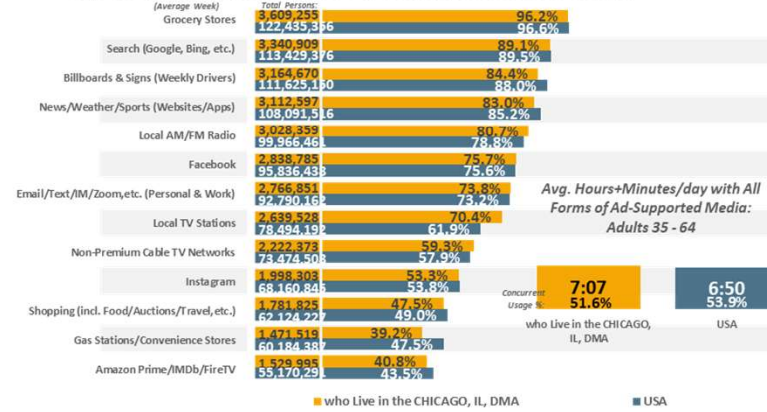
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64

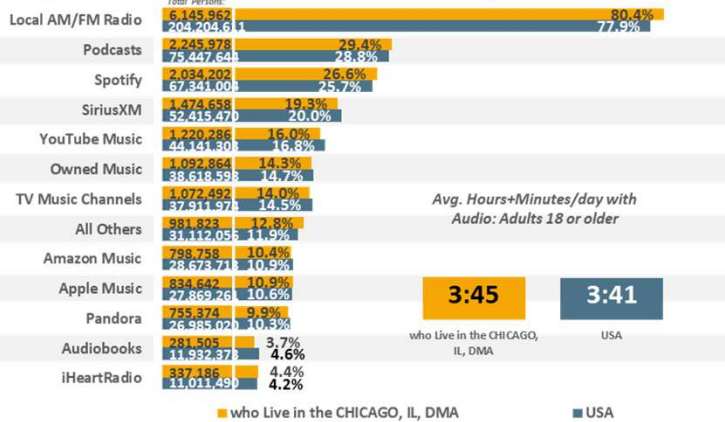
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



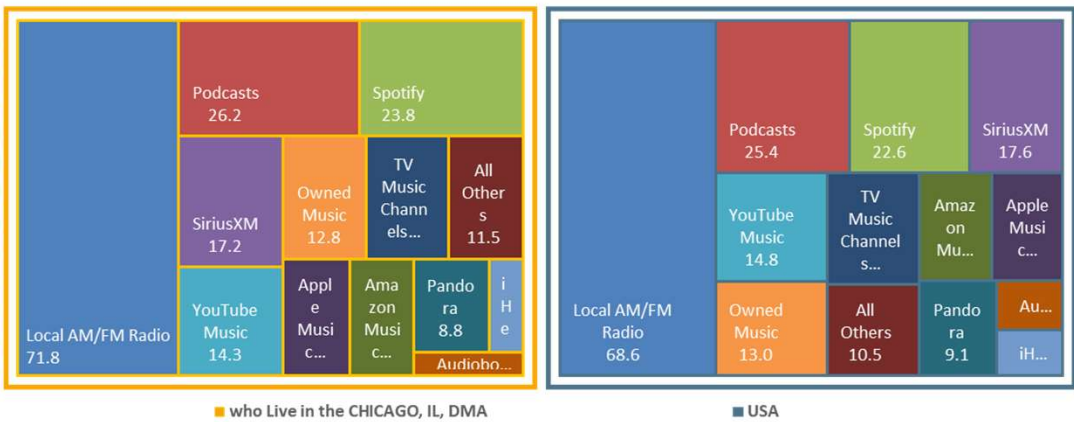


5,920,863 or 77.5% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.

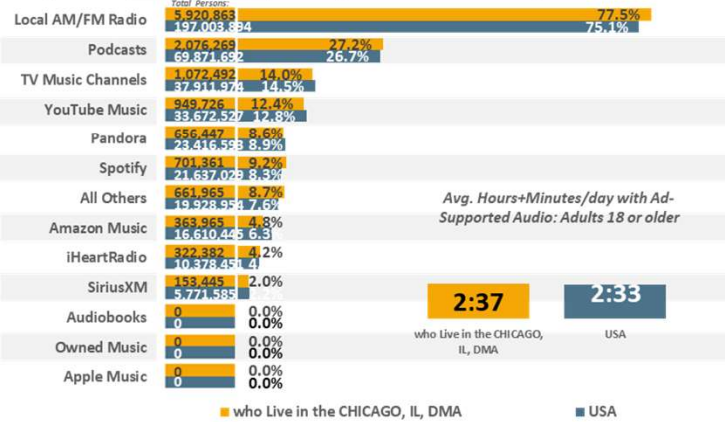
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



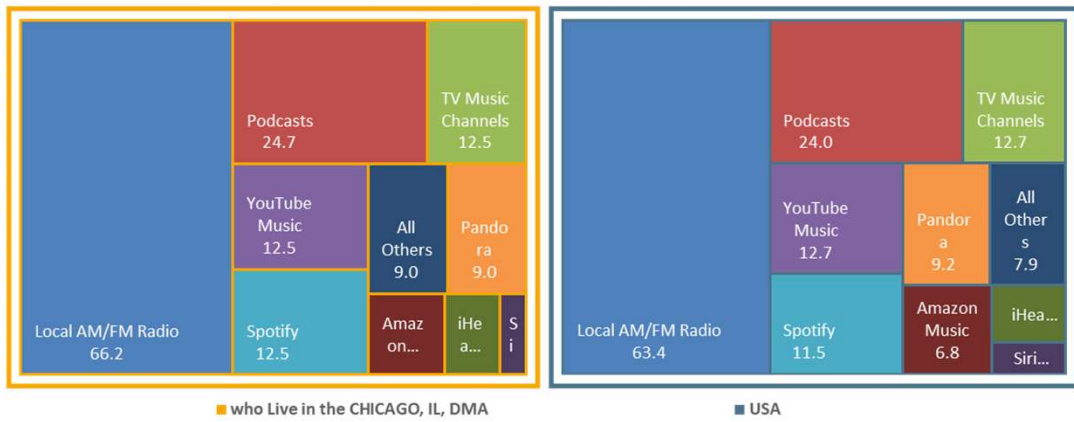
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



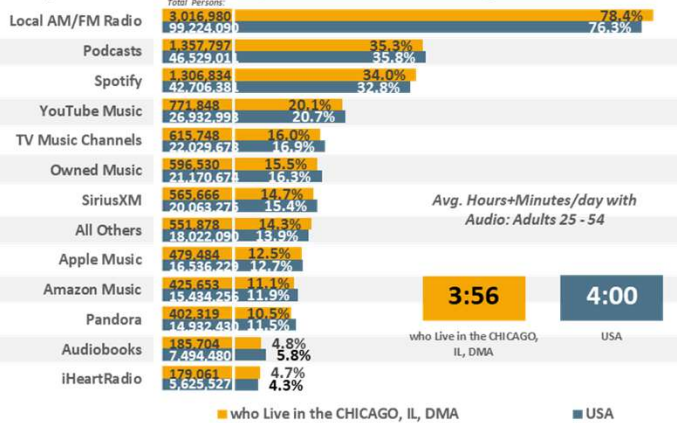
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



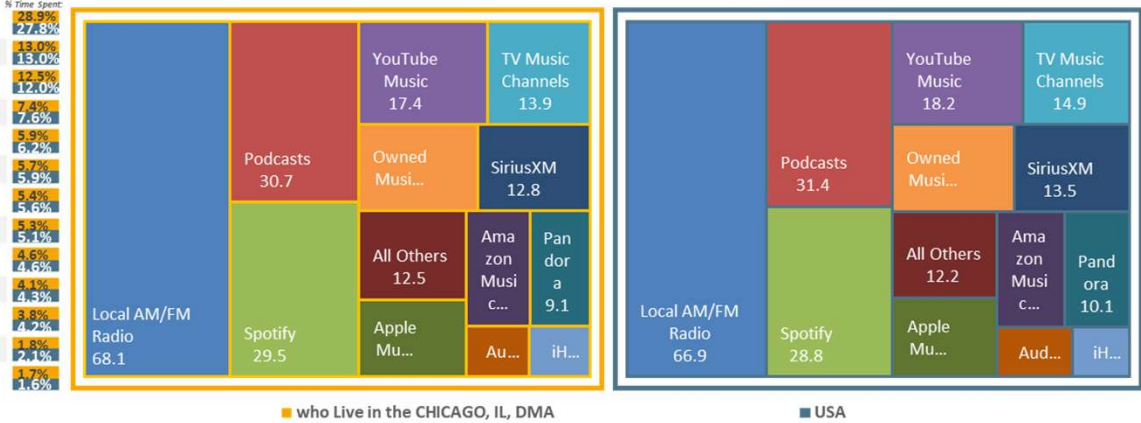


2,919,265 or 75.9% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

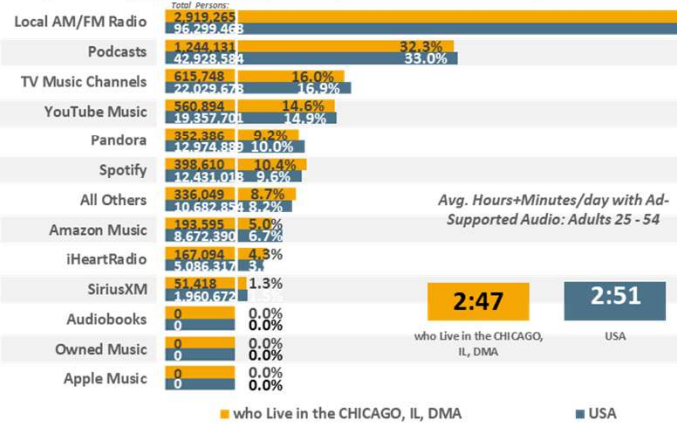
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



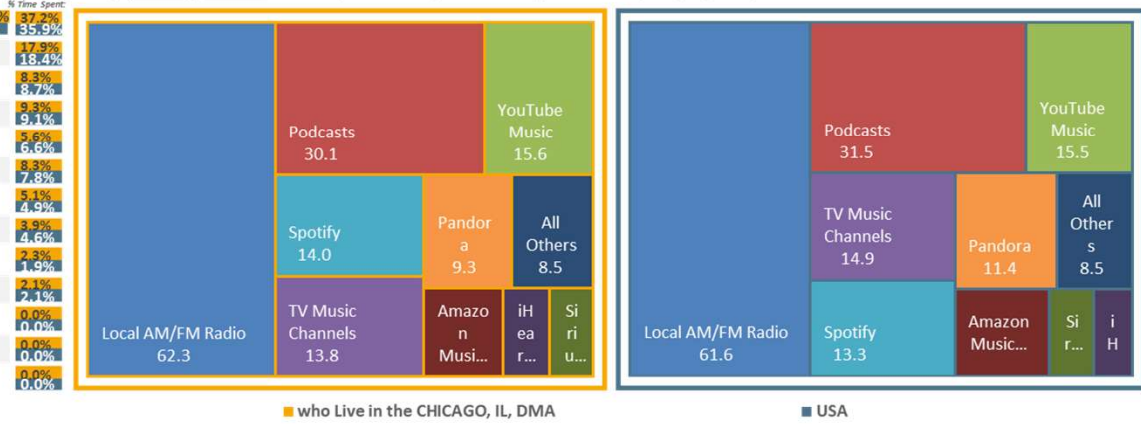
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



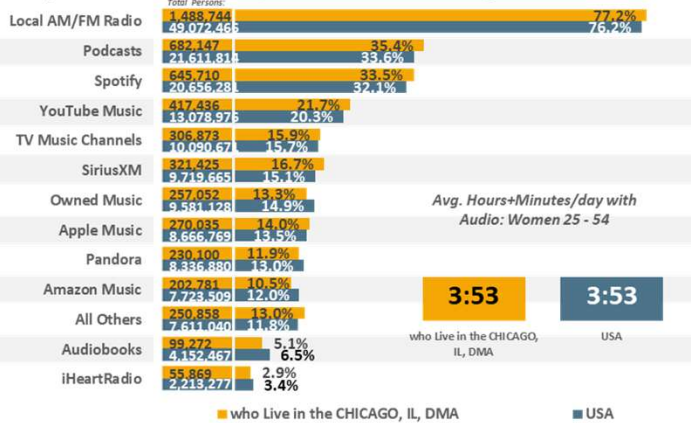
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



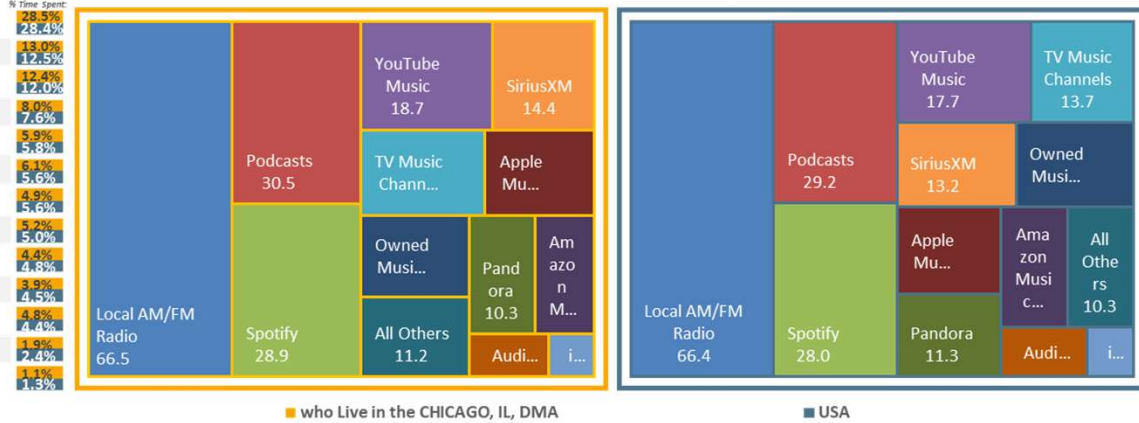


1,454,200 or 75.4% of Women 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.2 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

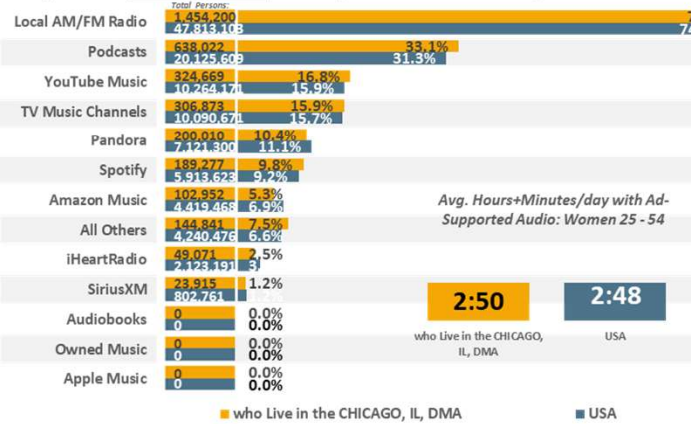
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



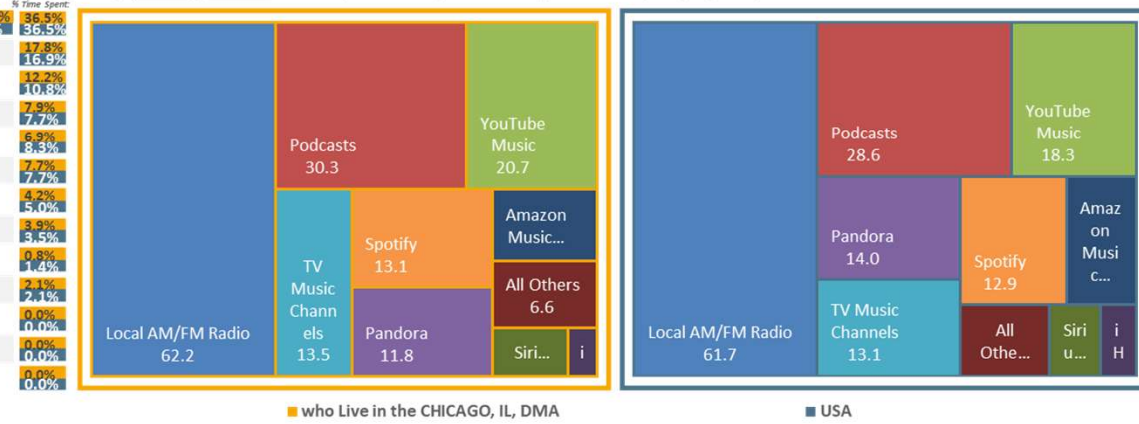
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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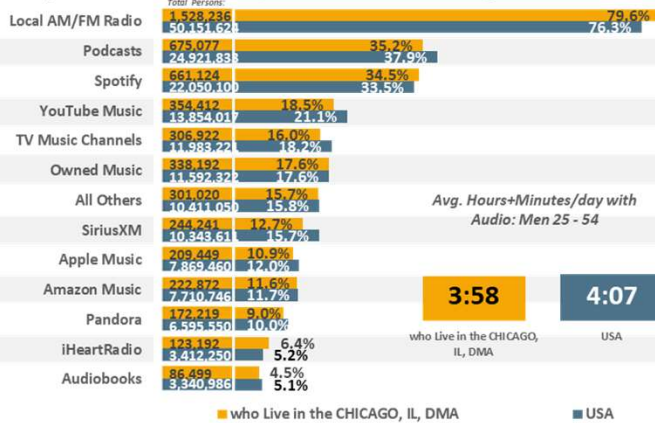
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



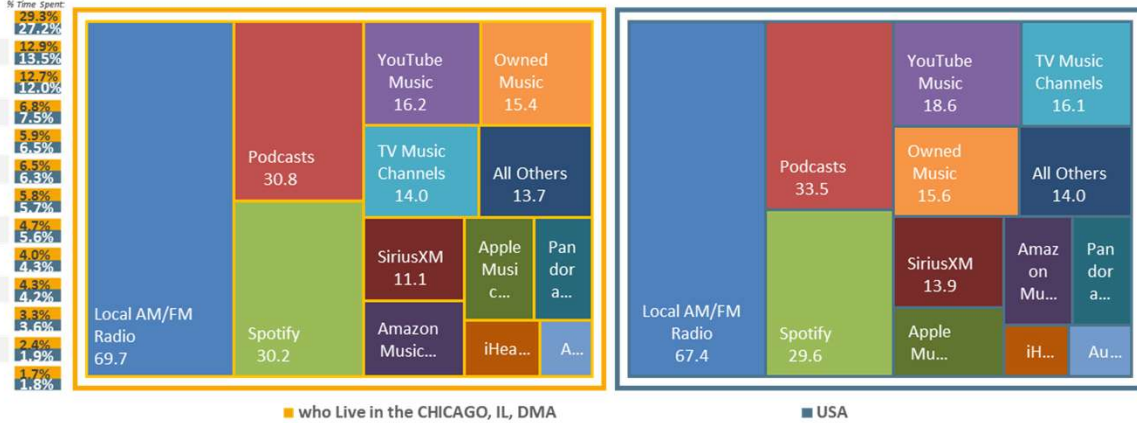


1,462,540 or 76.2% of Men 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.4 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

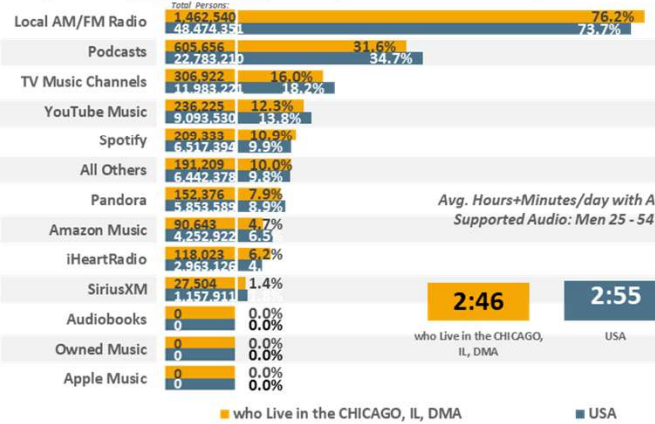
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



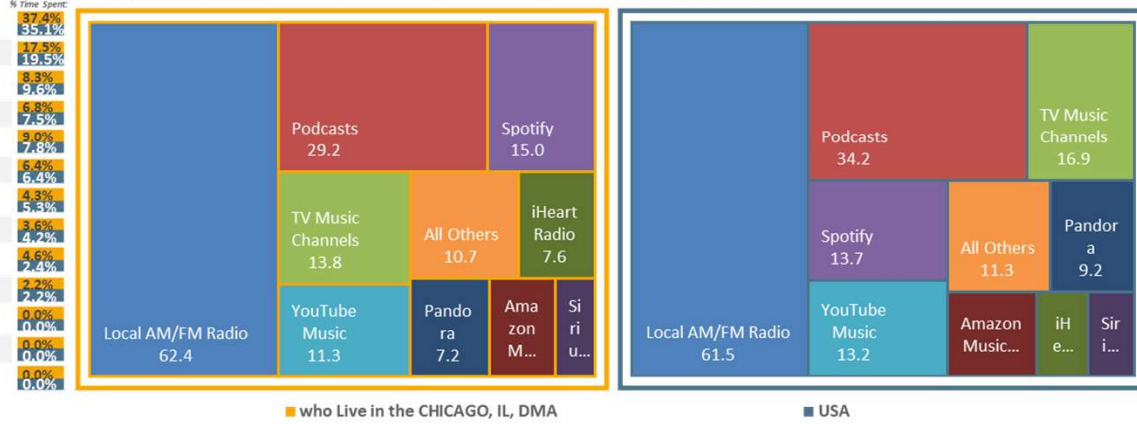
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



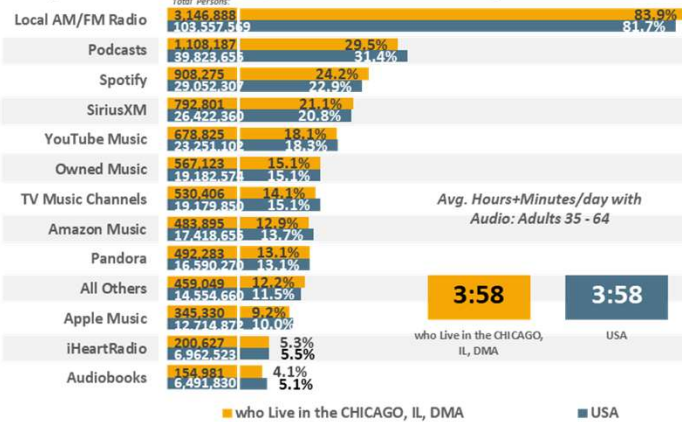
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



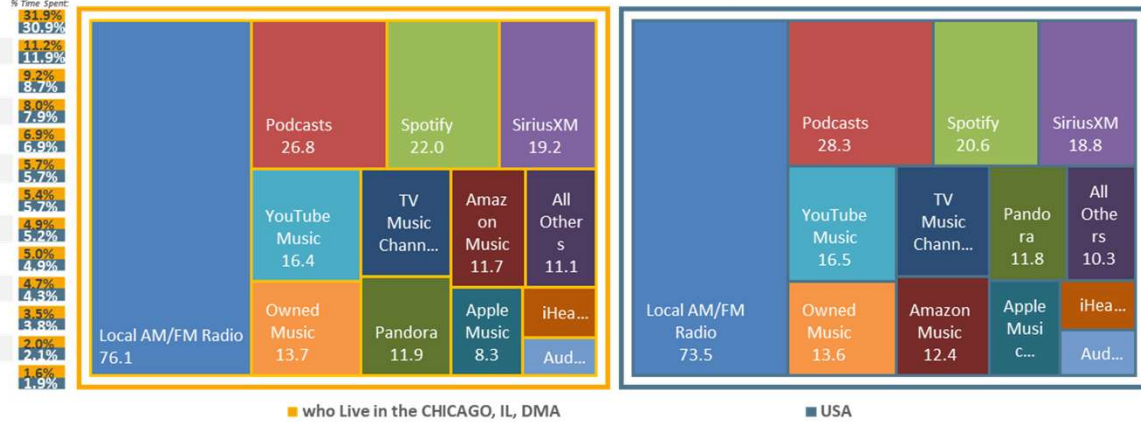


3,028,359 or 80.7% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 70.7 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

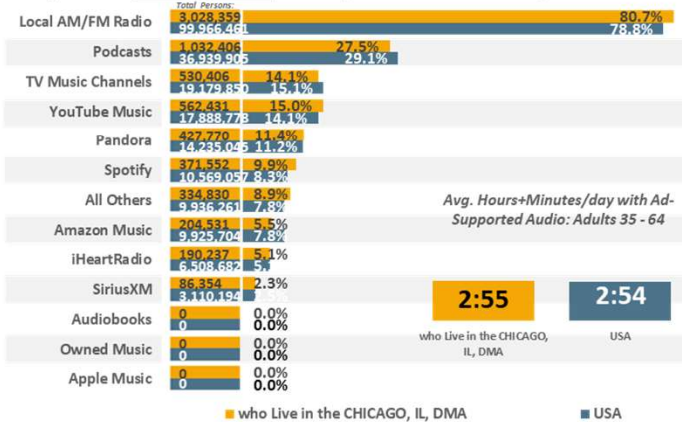
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



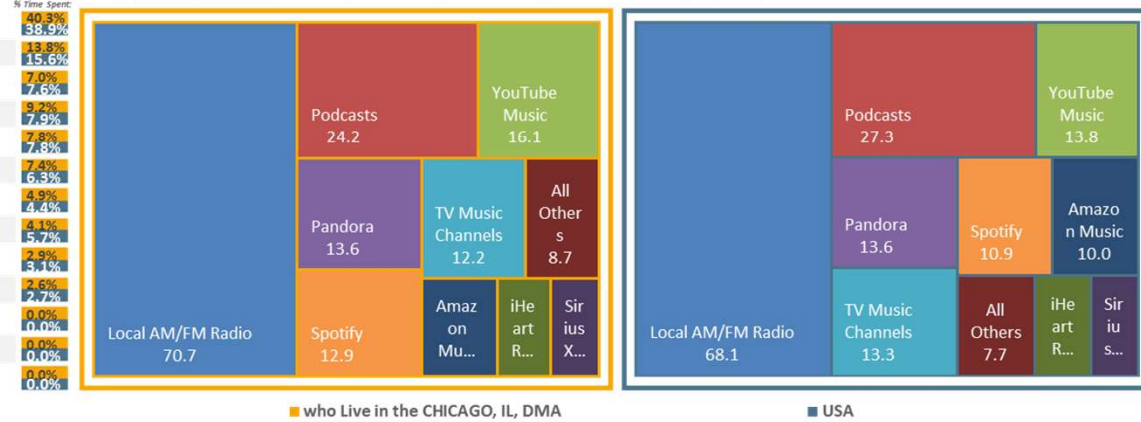
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64

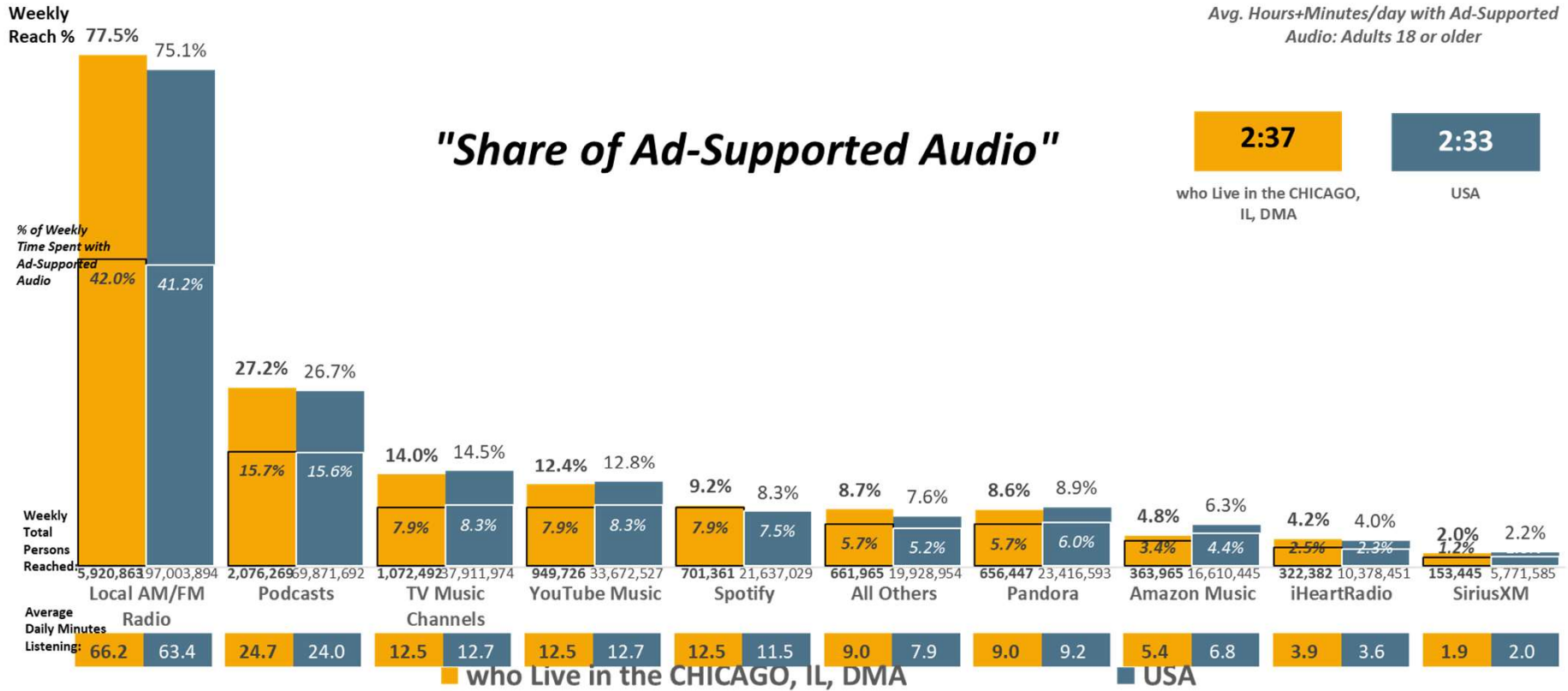


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



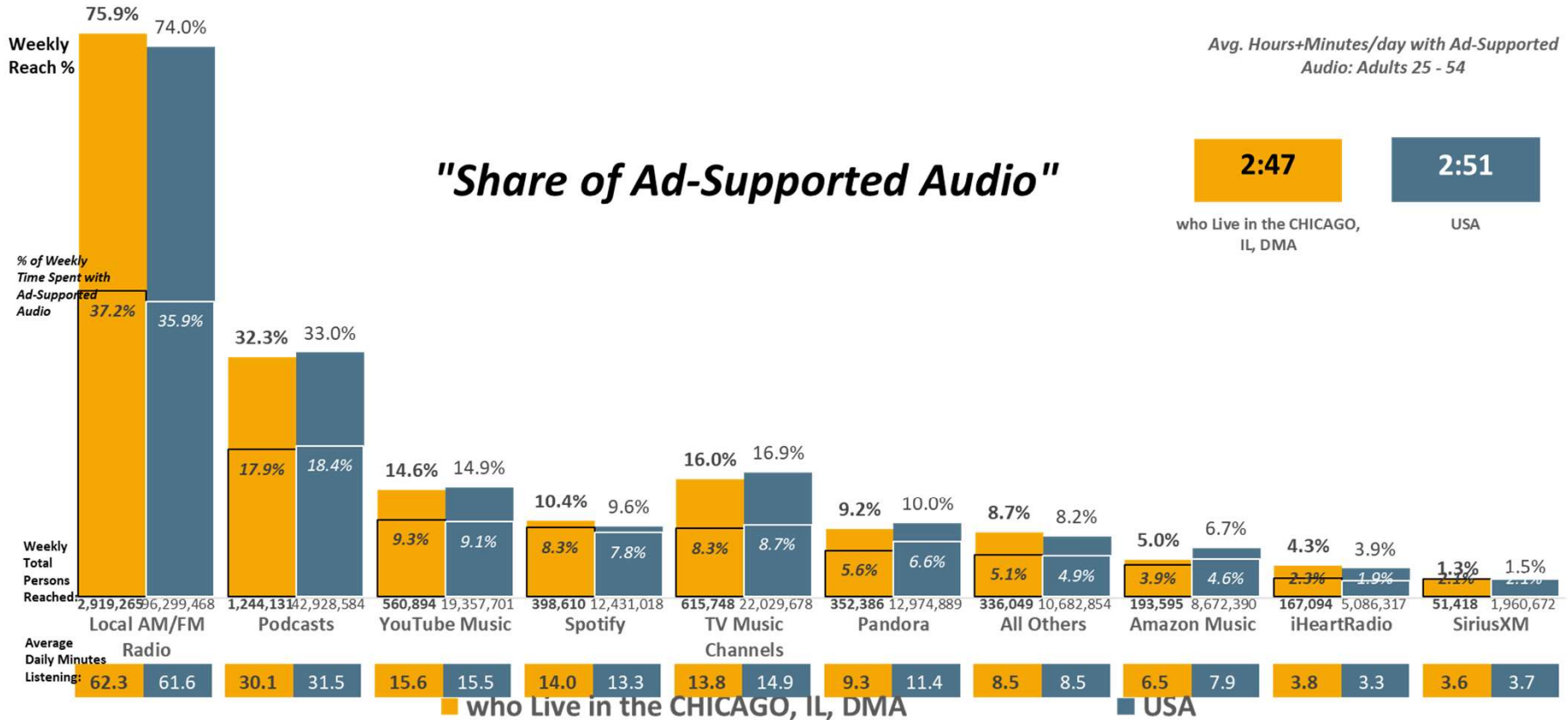


5,920,863 or 77.5% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.2 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.



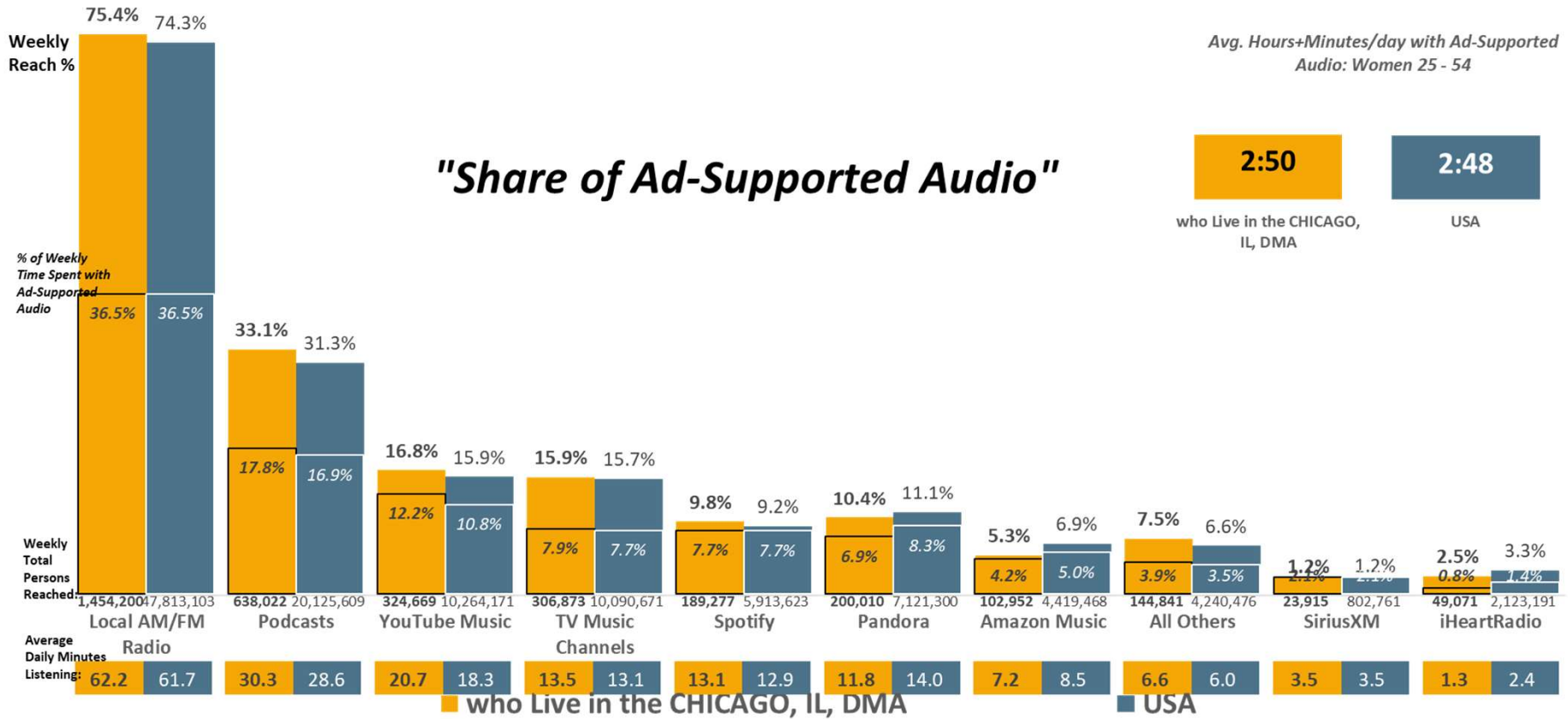


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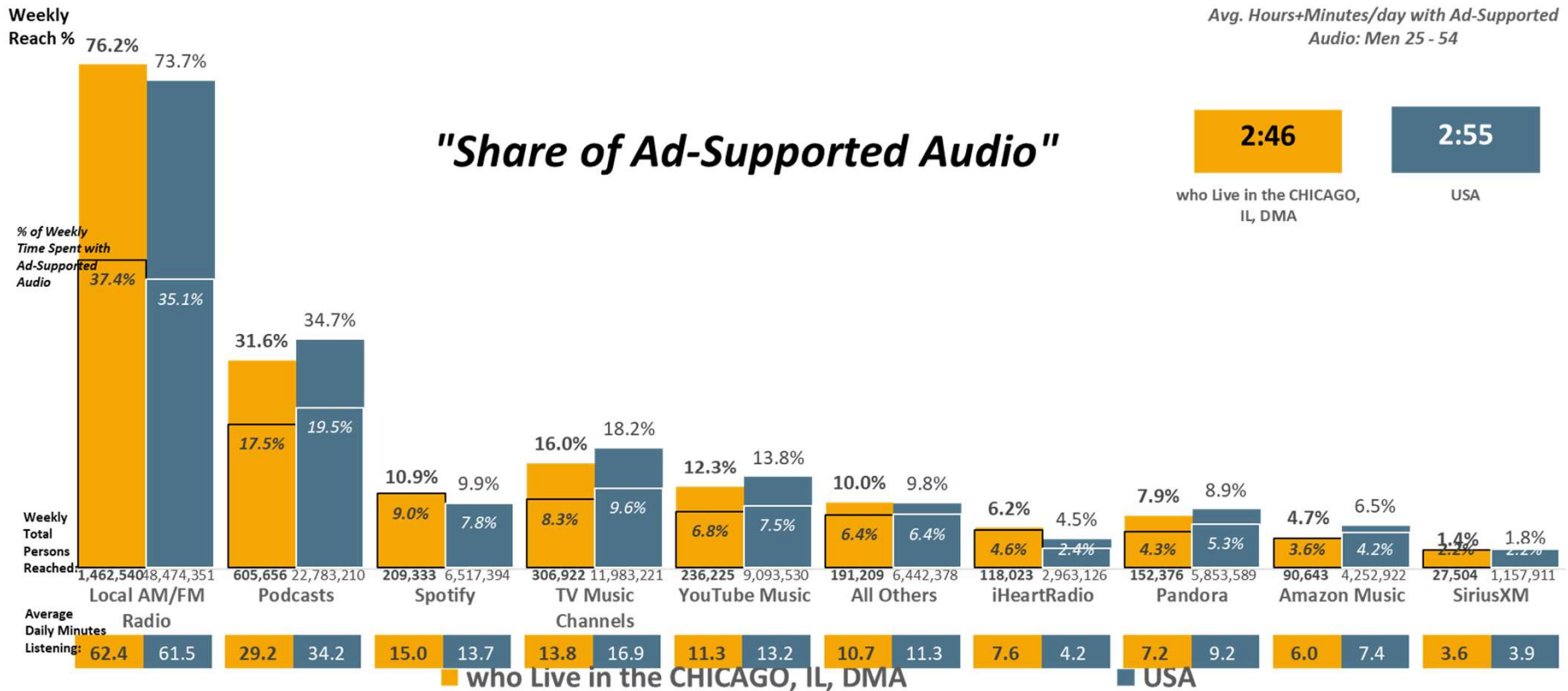


1,454,200 or 75.4% of Women 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 62.2 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.



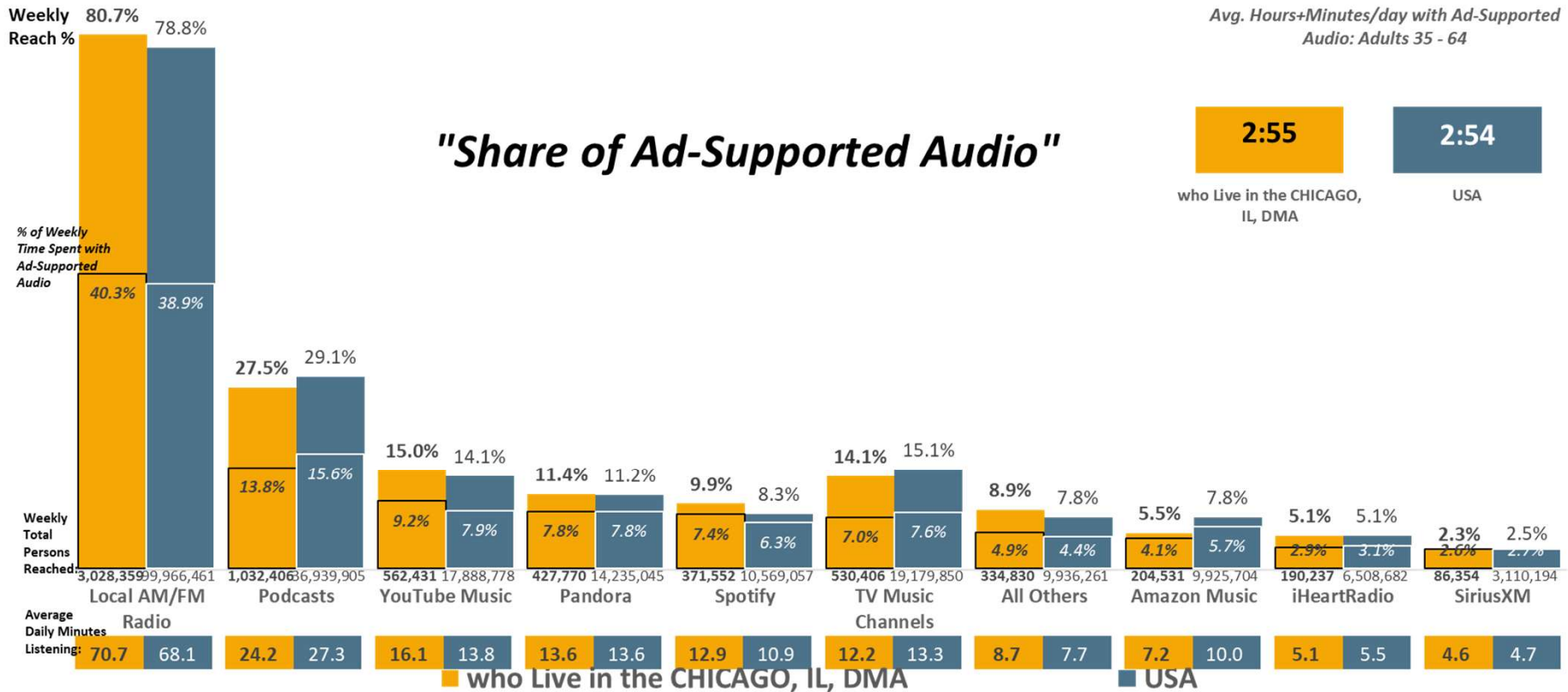


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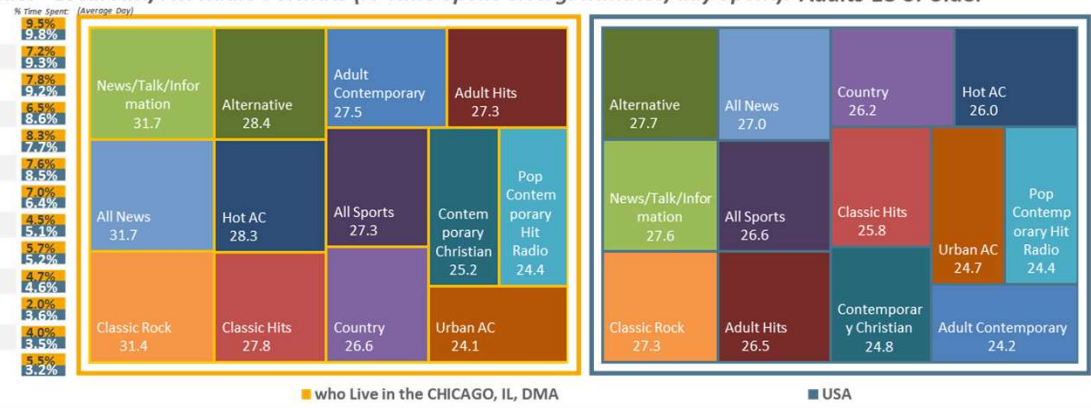
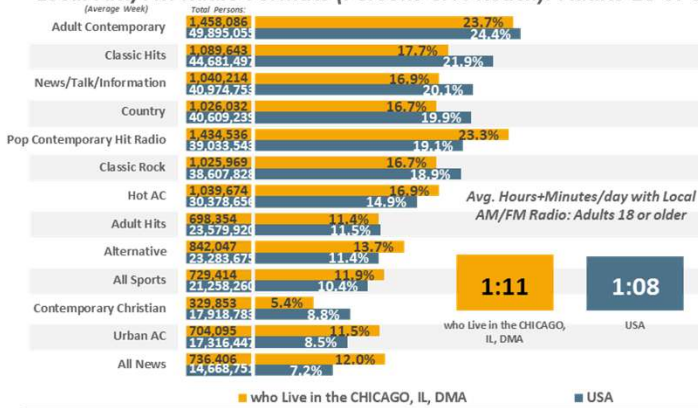
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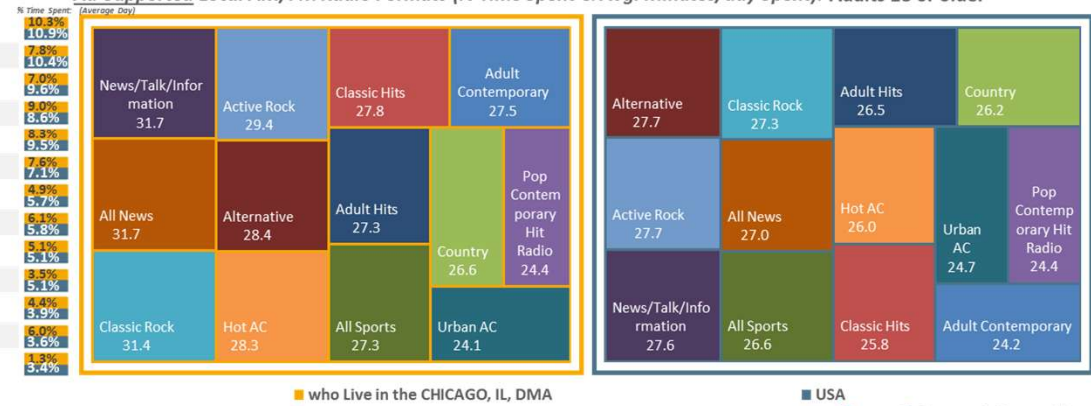
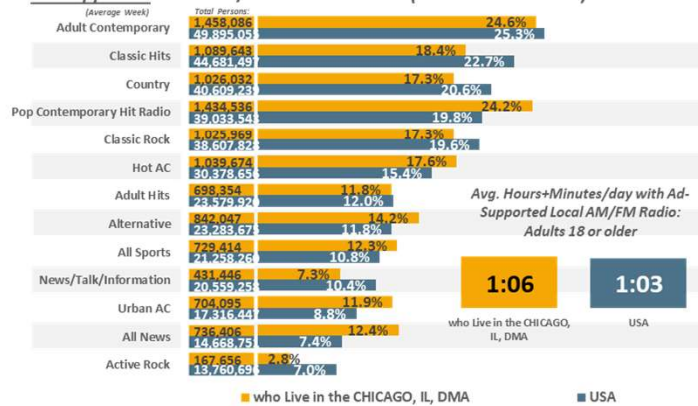


5,920,863 or 77.5% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Hot AC, and Country.

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



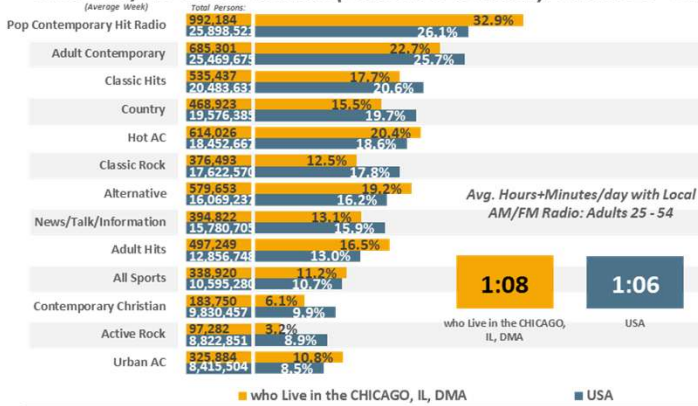
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



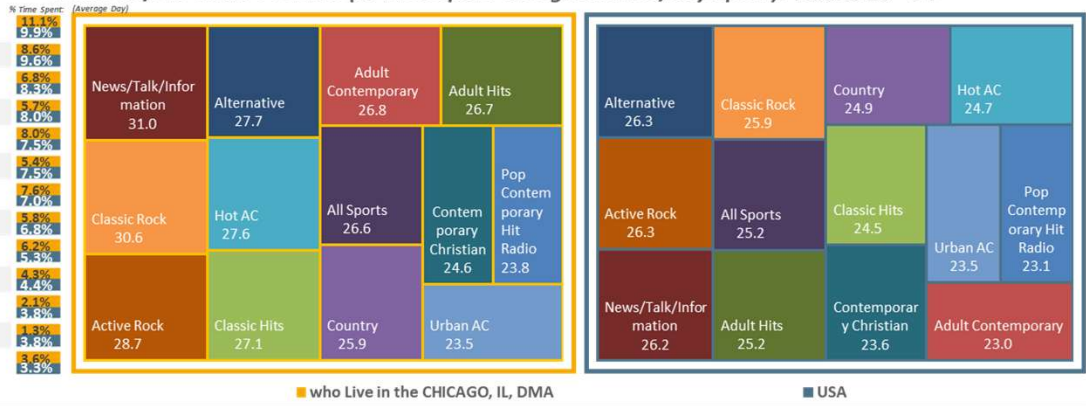


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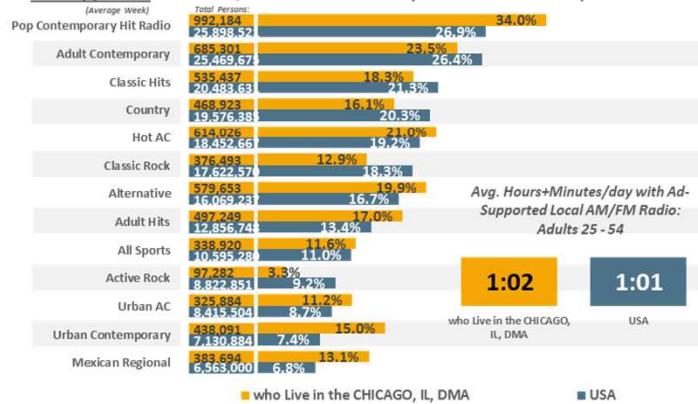
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



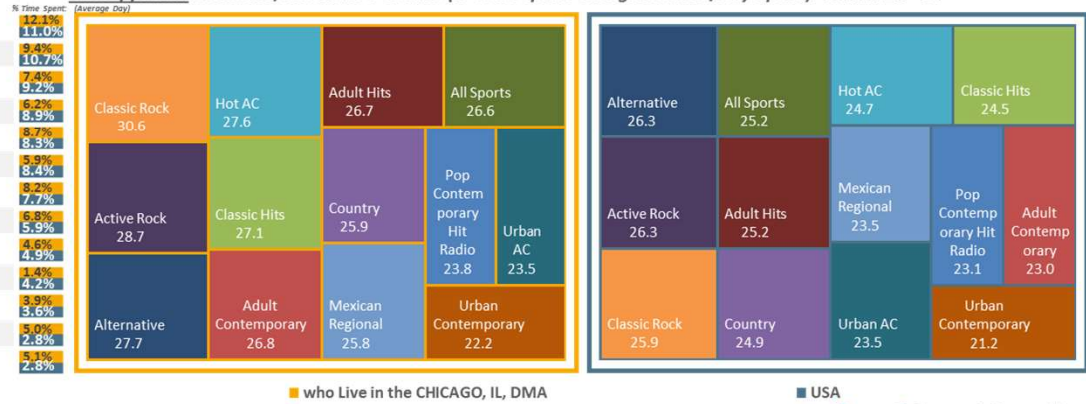
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



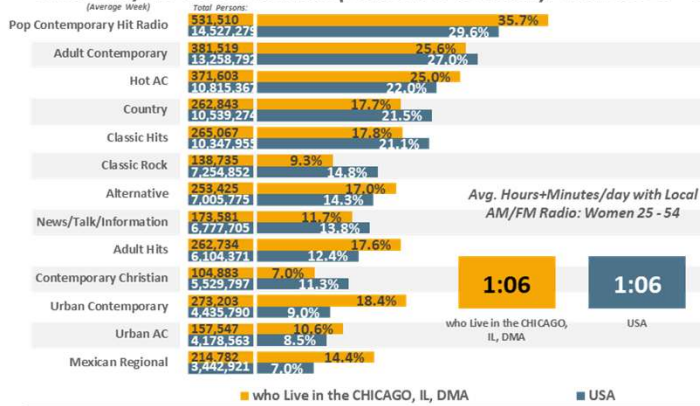
USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

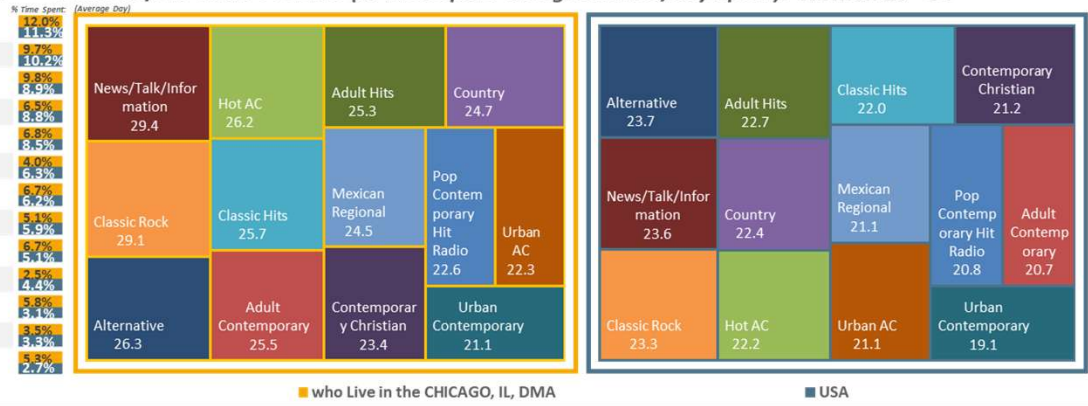


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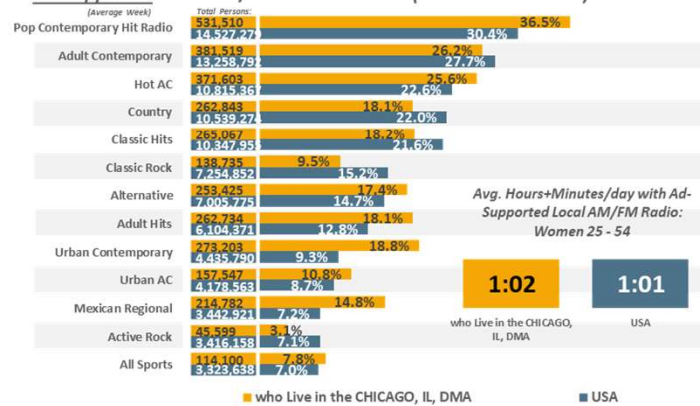
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



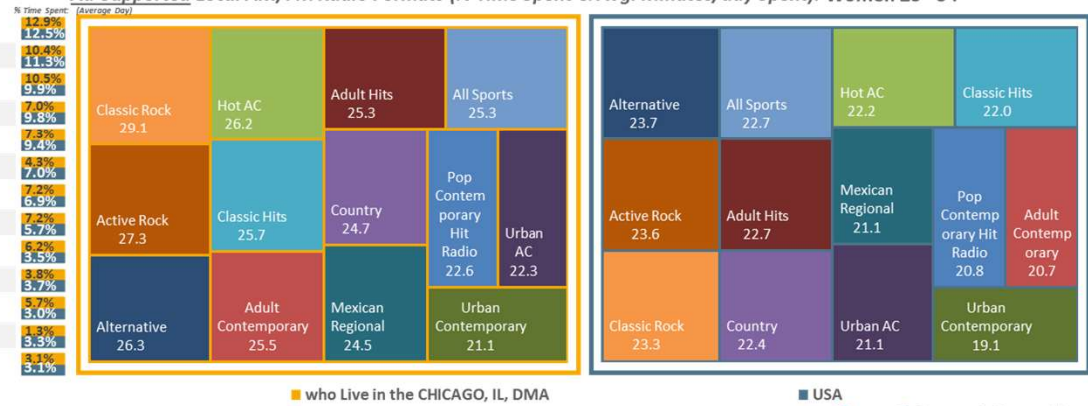
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



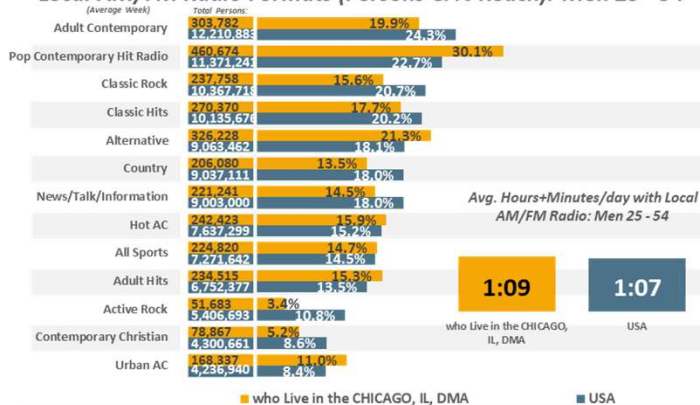
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



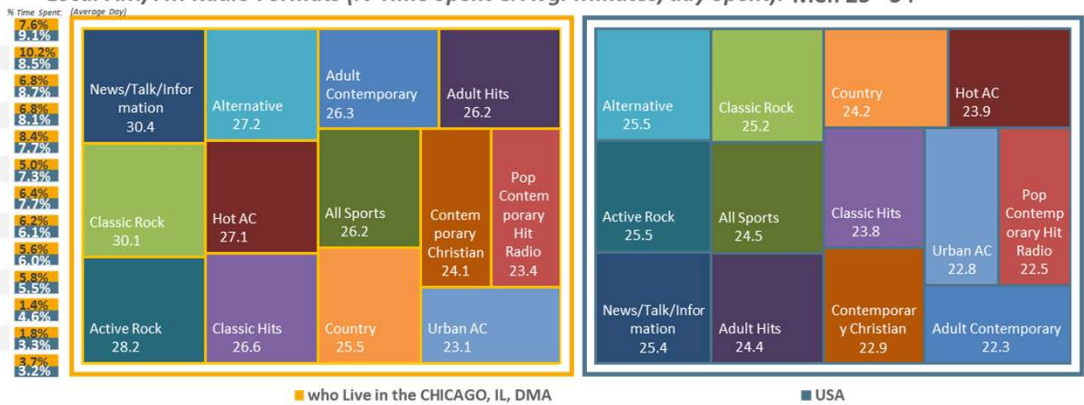


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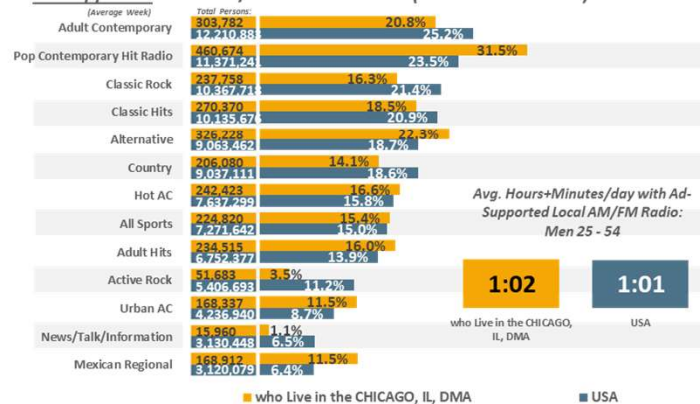
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



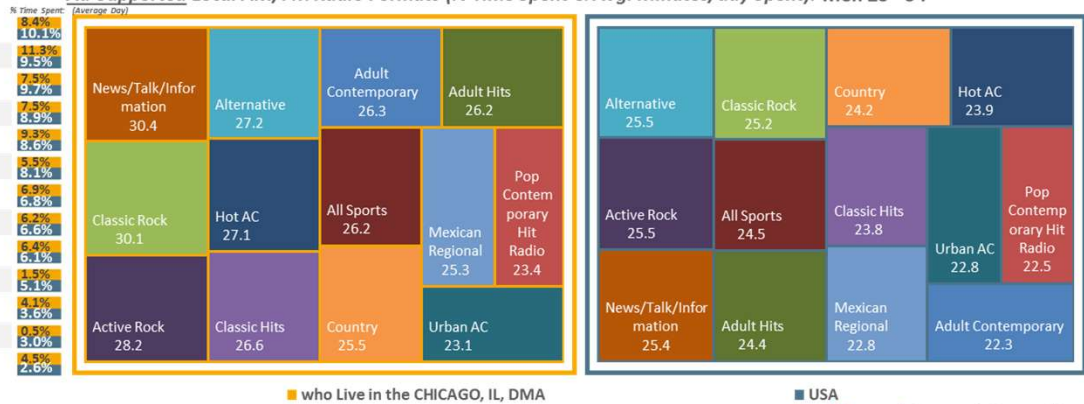
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001
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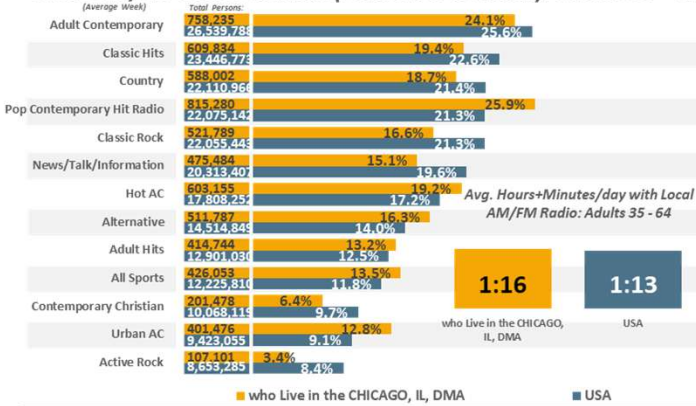
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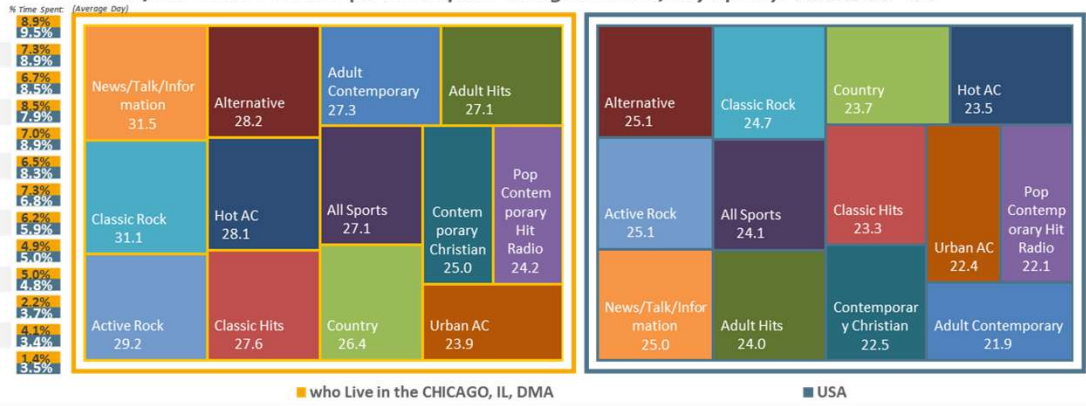


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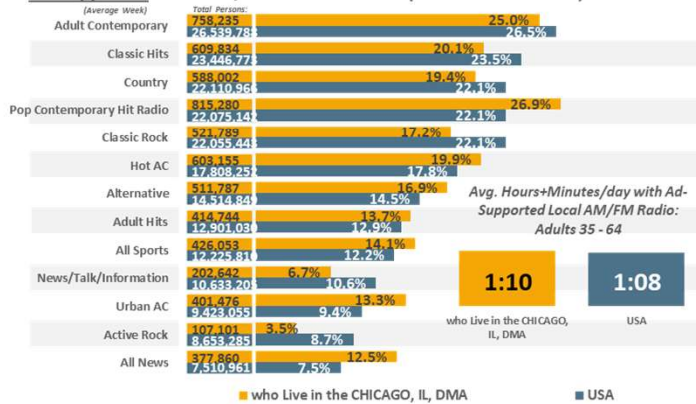
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



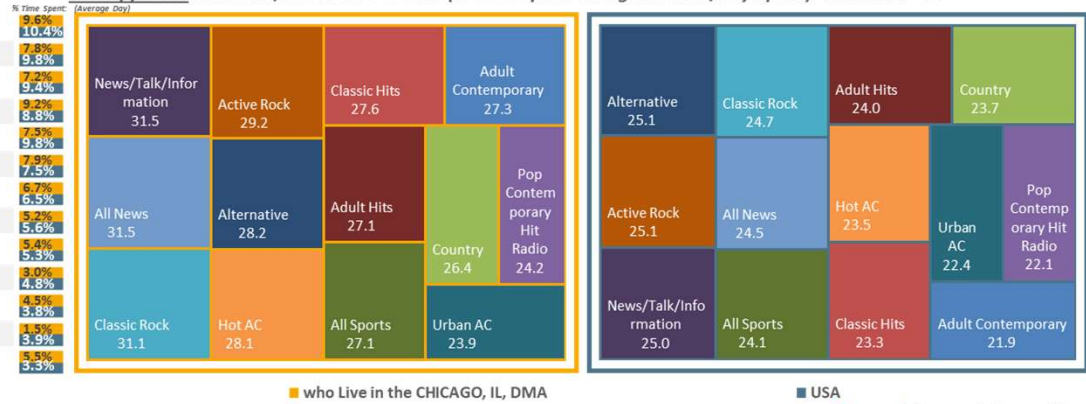
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



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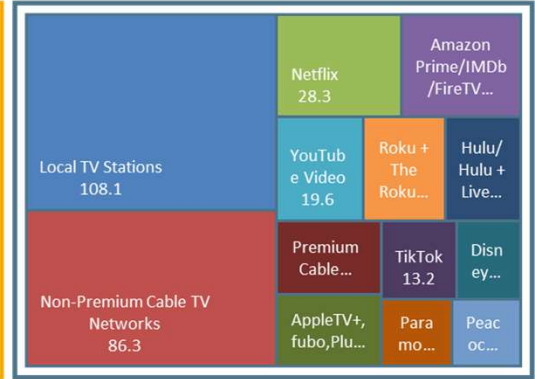
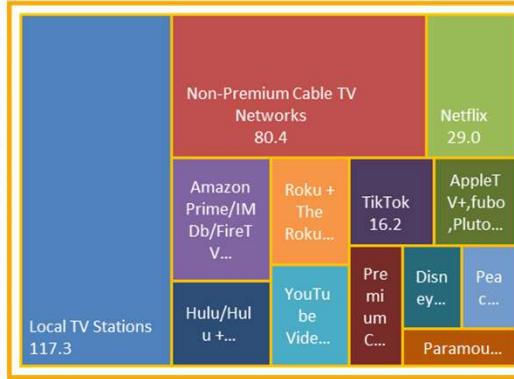
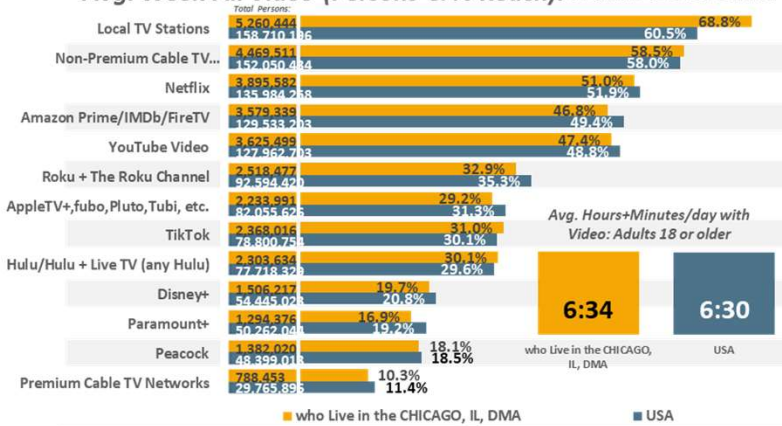




5,188,452 or 67.9% of Adults 18 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 111.6 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

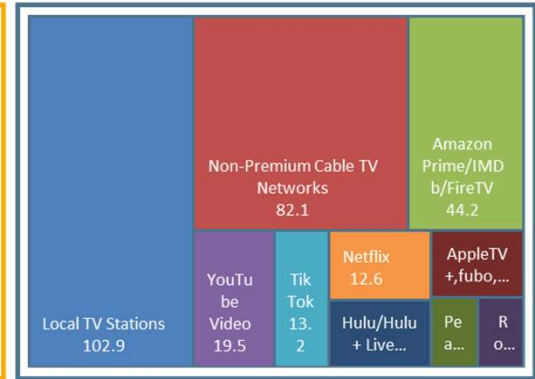
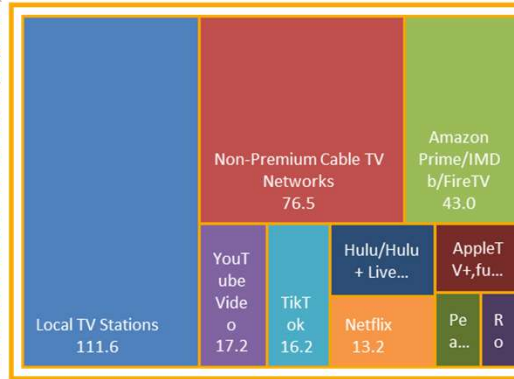
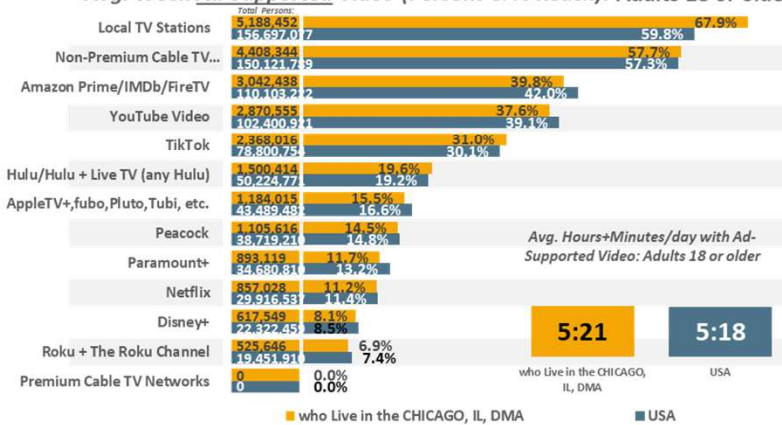
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

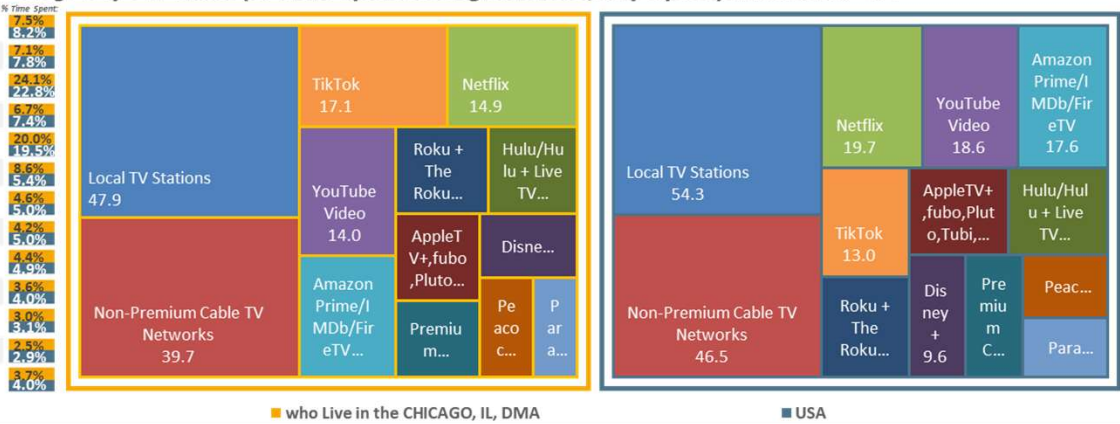
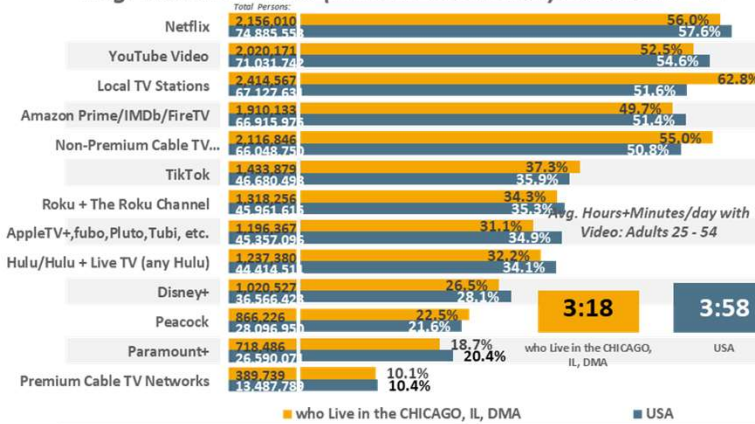




2,383,251 or 62.2% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 46.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

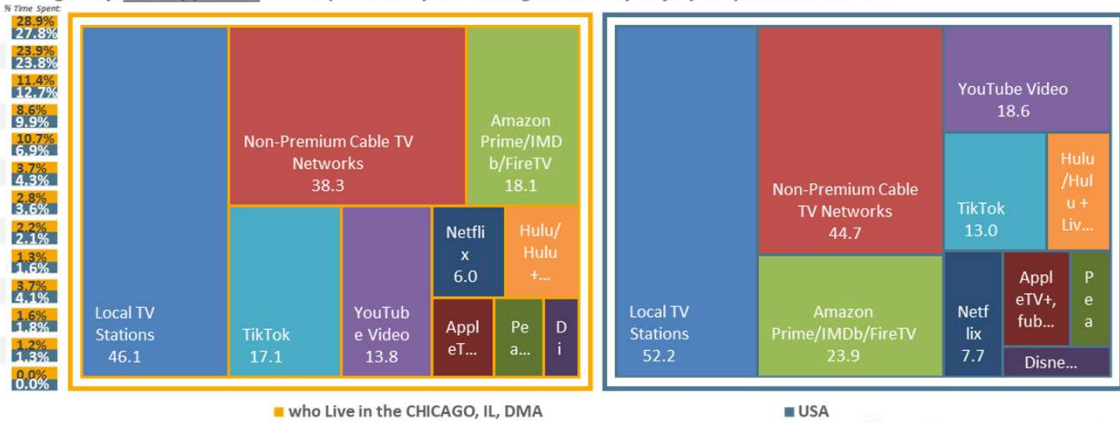
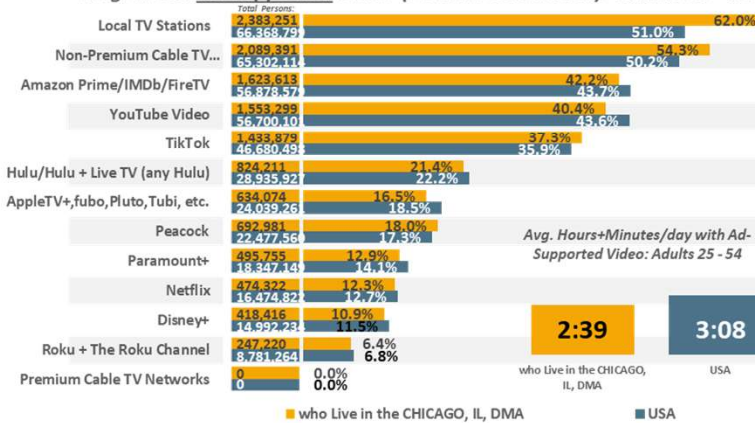
Avg. Week All Video (Persons & % Reach): Adults 25 - 54

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



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

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

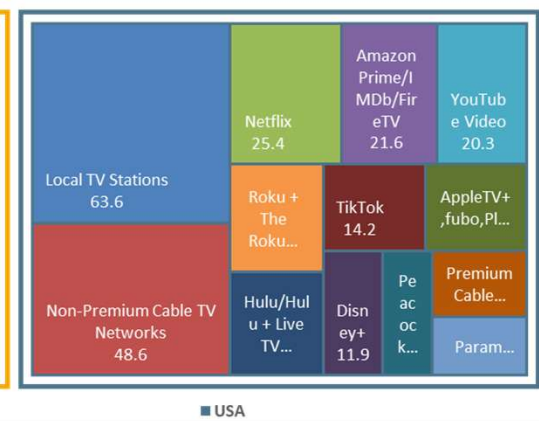
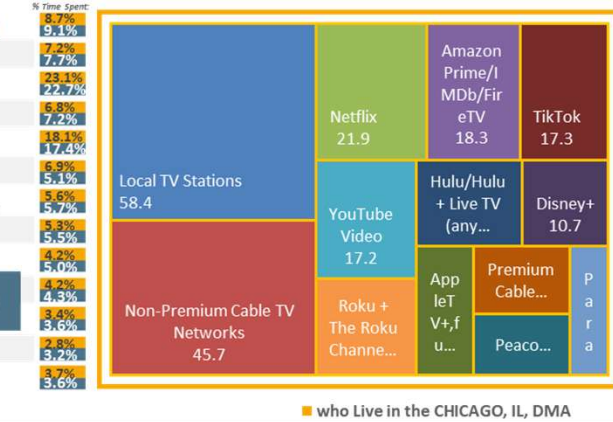
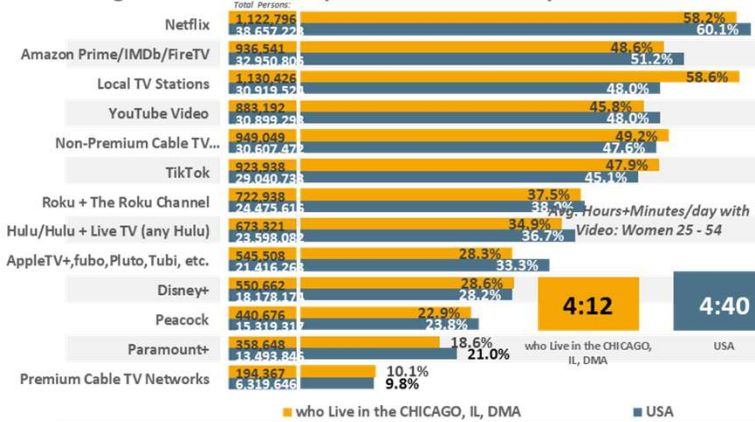




1,112,188 or 57.7% of Women 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 56.4 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

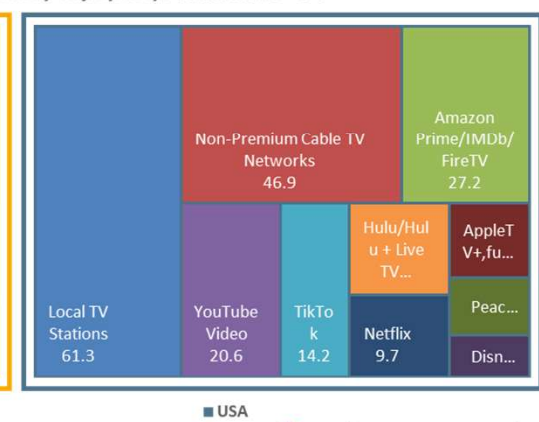
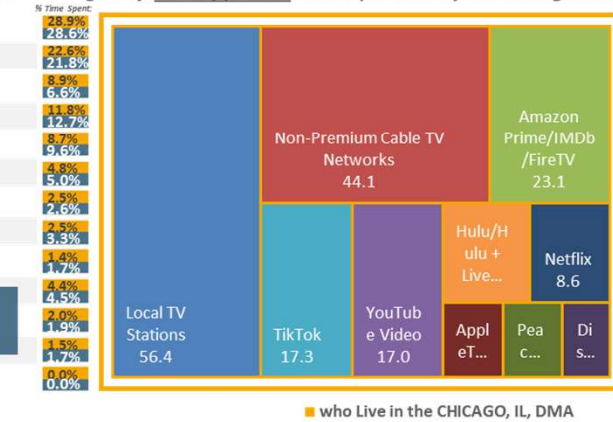
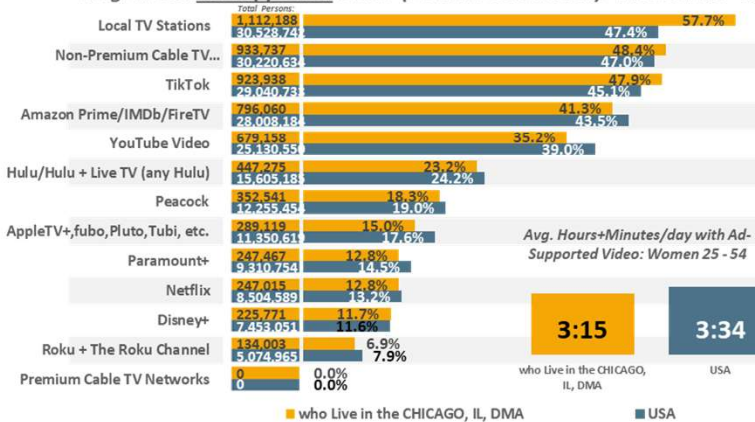
Avg. Week All Video (Persons & % Reach): Women 25 - 54

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



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

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

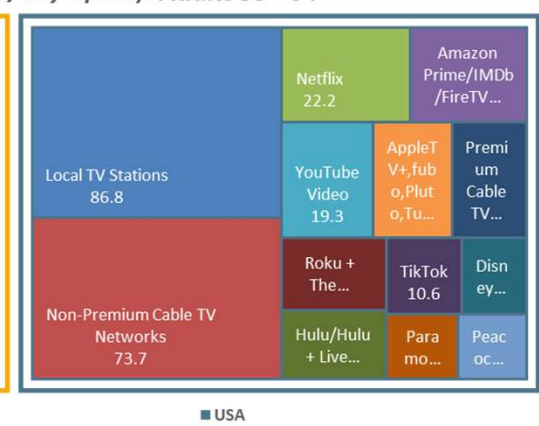
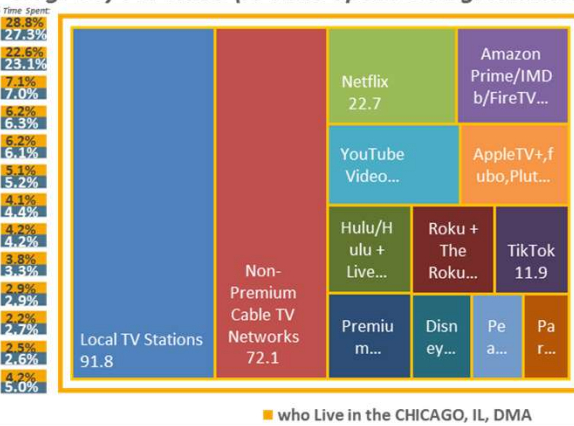
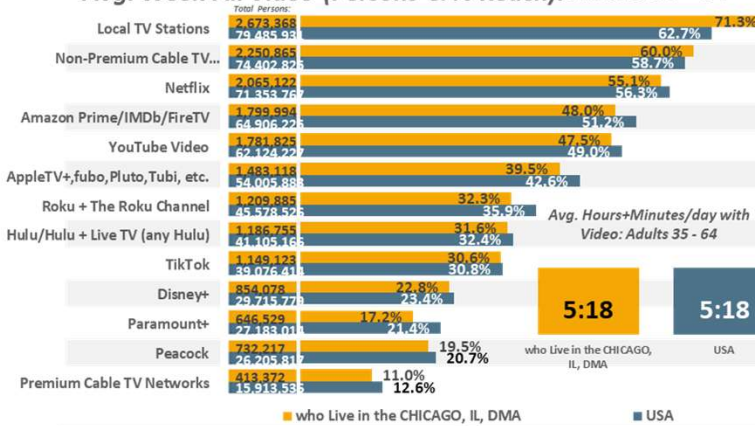




2,639,528 or 70.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 88.2 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.

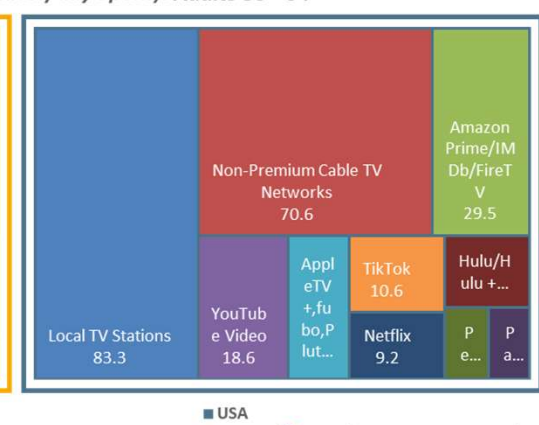
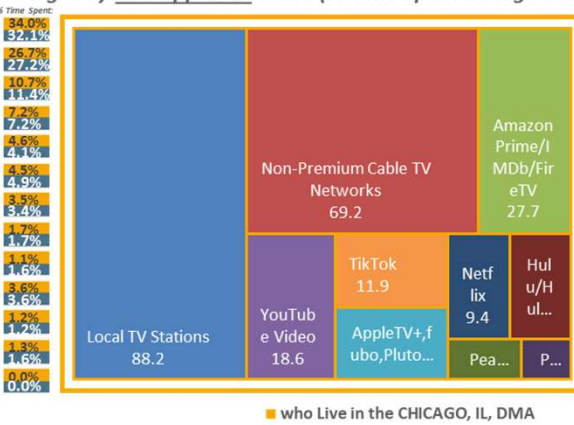
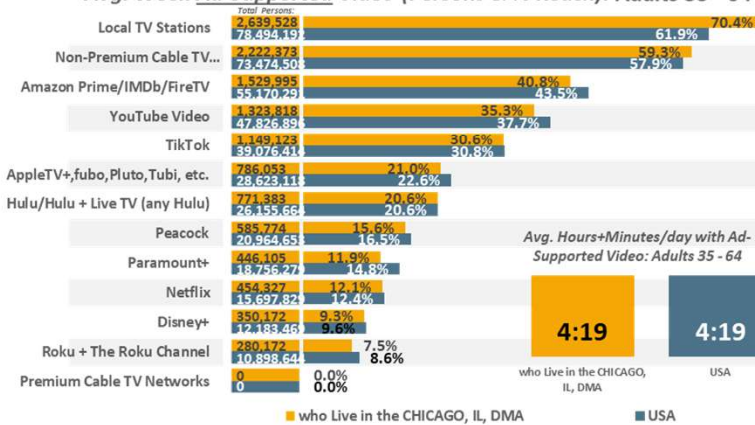
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

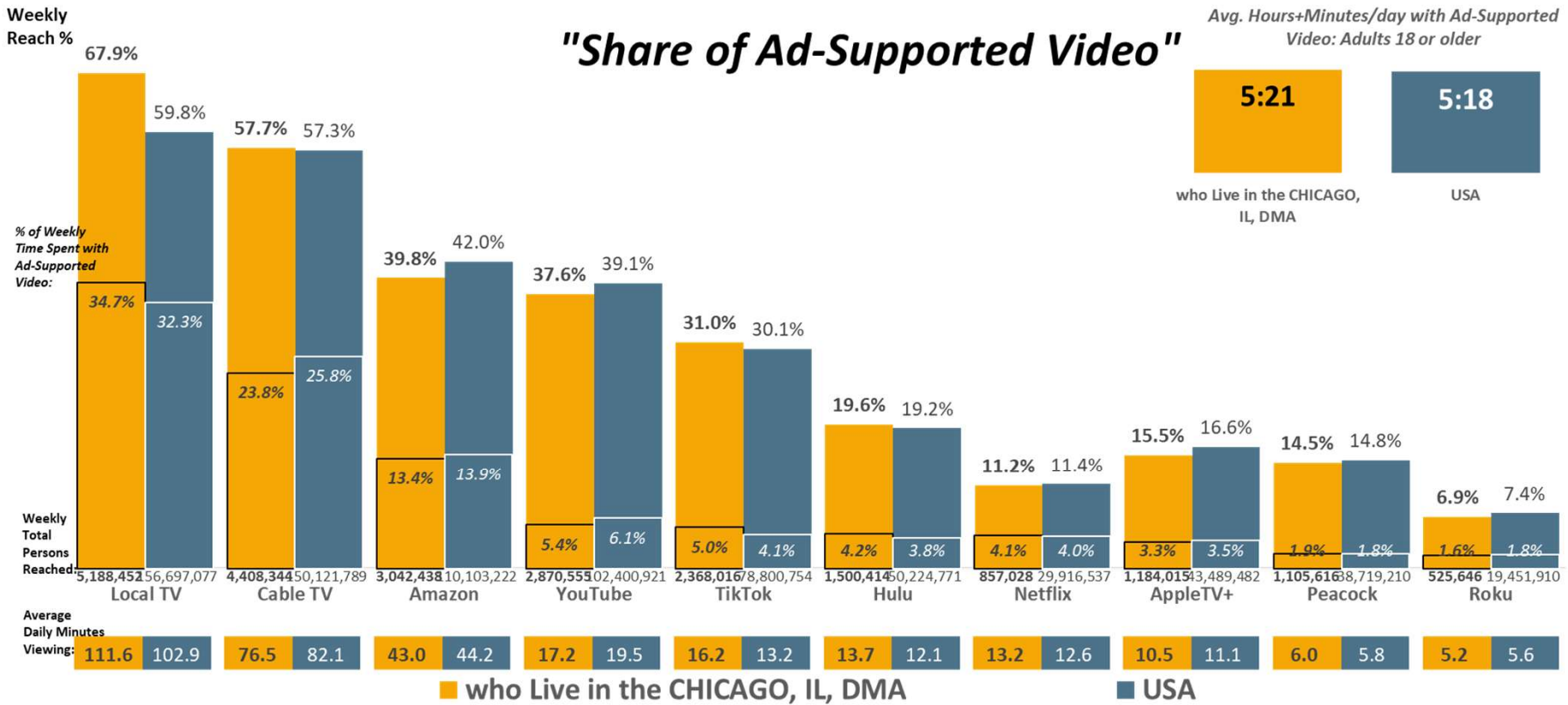


USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

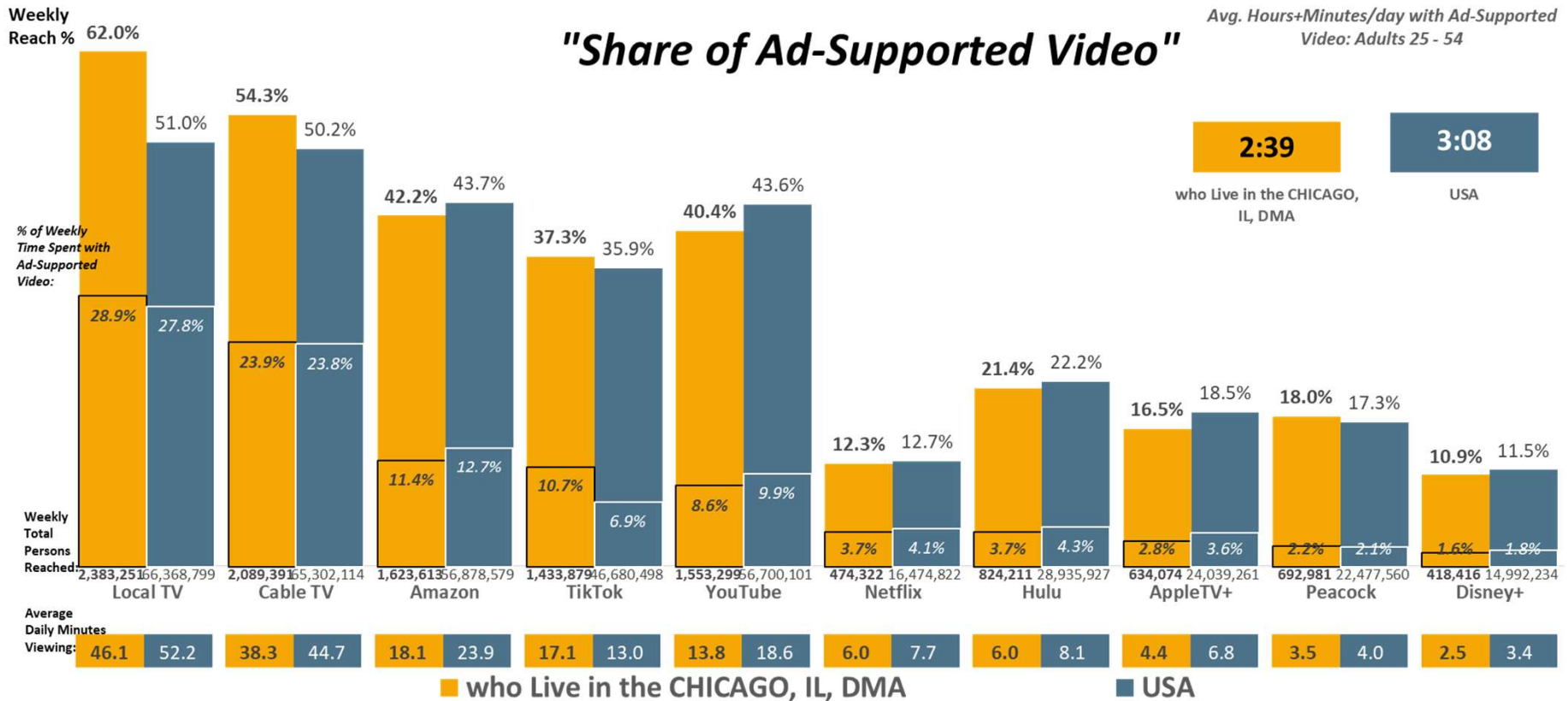


5,188,452 or 67.9% of Adults 18 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 111.6 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.





2,383,251 or 62.0% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 46.1 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.



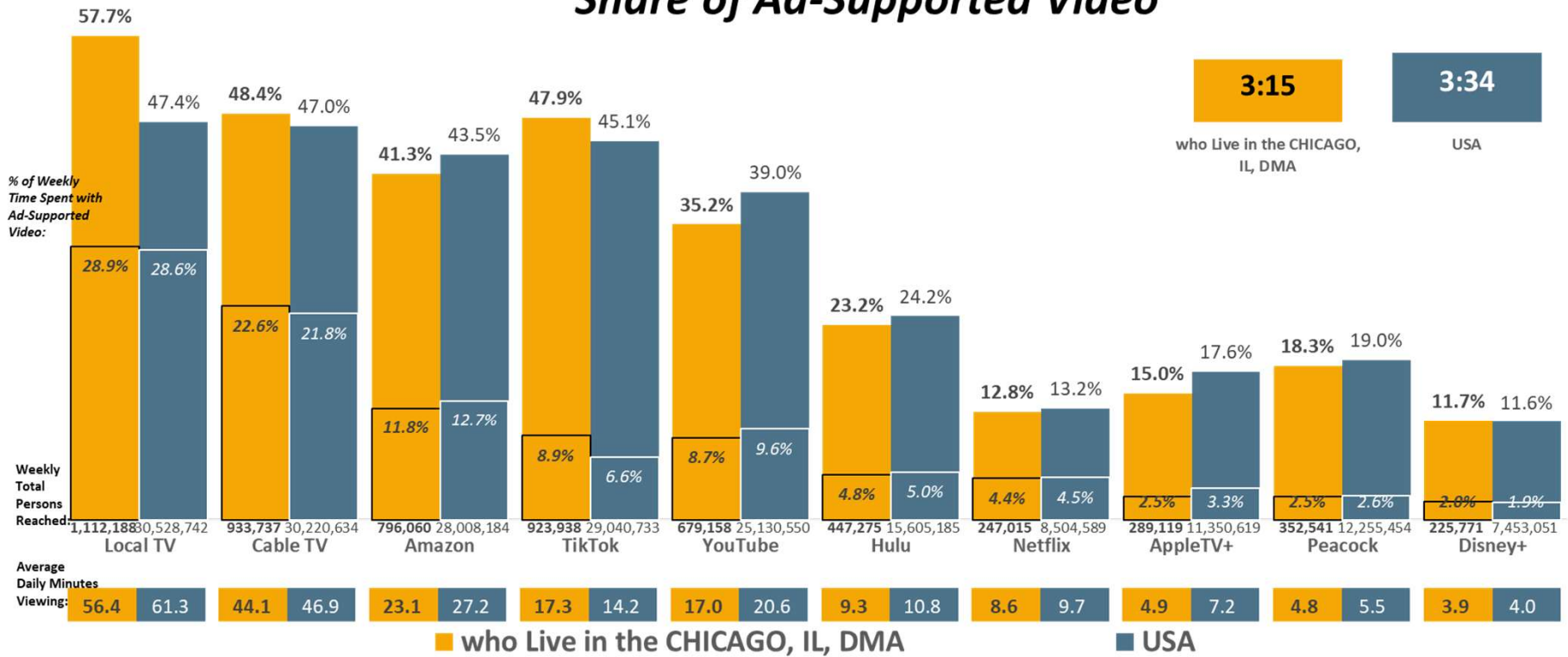


1,112,188 or 57.7% of Women 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 56.4 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

Weekly Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Women 25 - 54

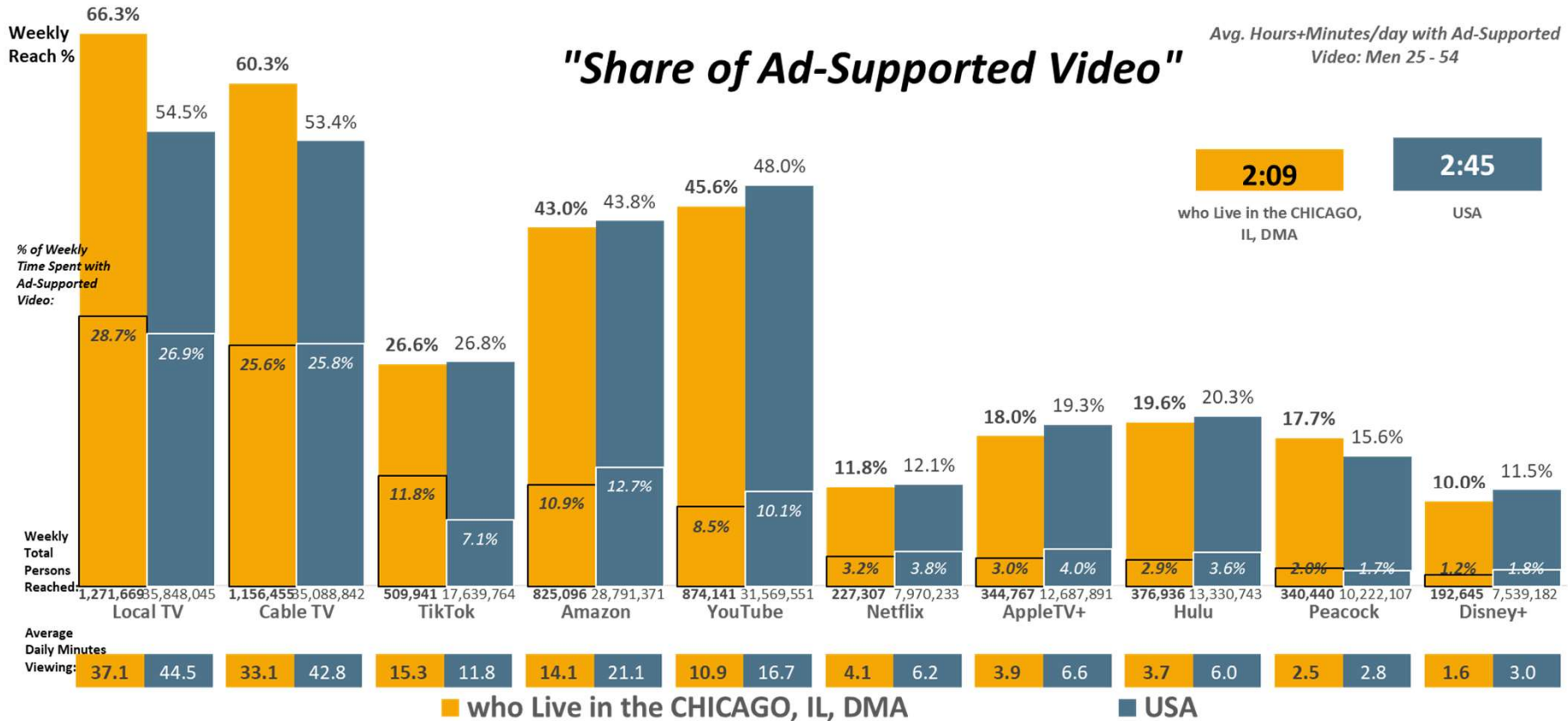


3:15
who Live in the CHICAGO, IL, DMA

3:34
USA

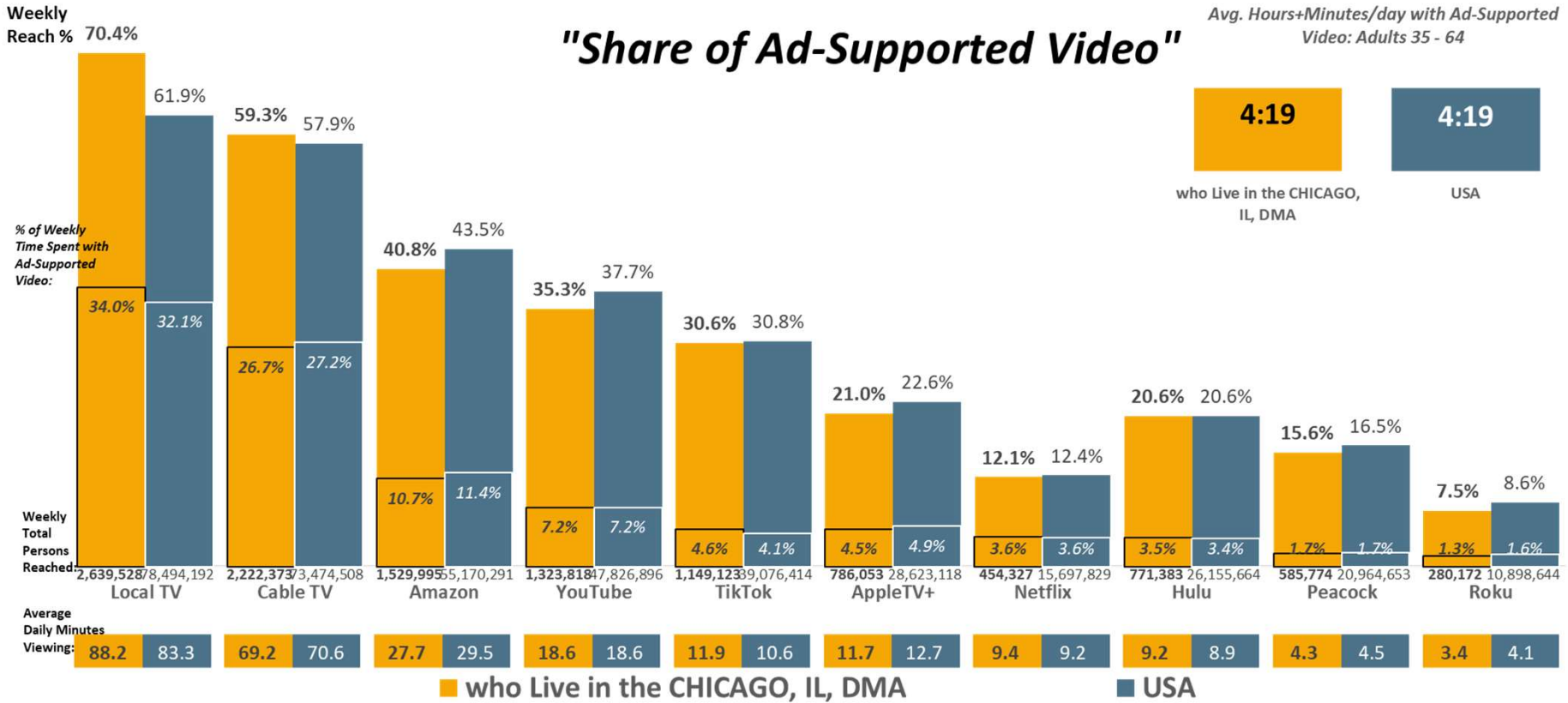


1,271,669 or 66.3% of Men 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 37.1 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.





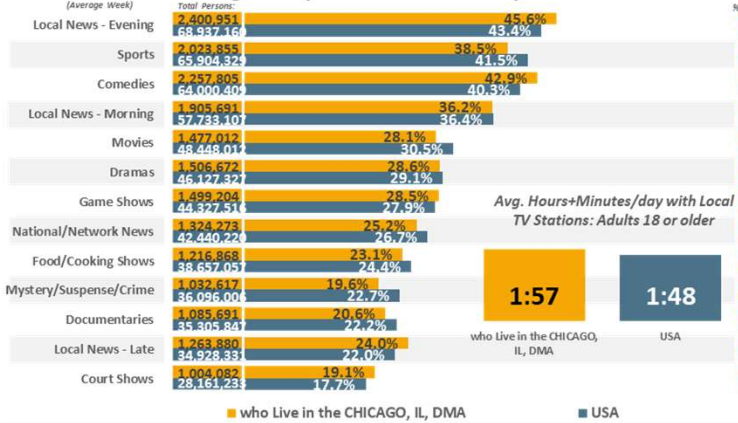
2,639,528 or 70.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 88.2 minutes every day representing 34.% of all time spent daily with Ad-Supported Video.



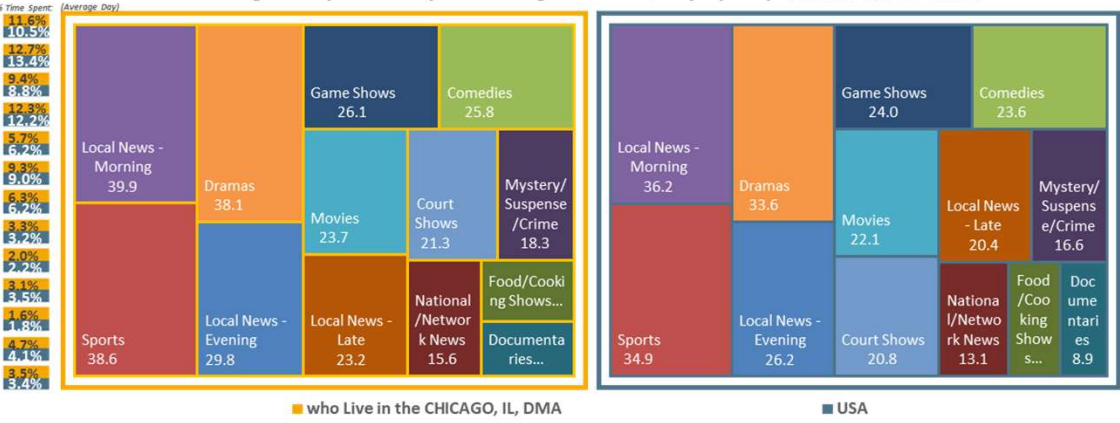


5,188,452 or 67.9% of Adults 18 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Game Shows, and Dramas.

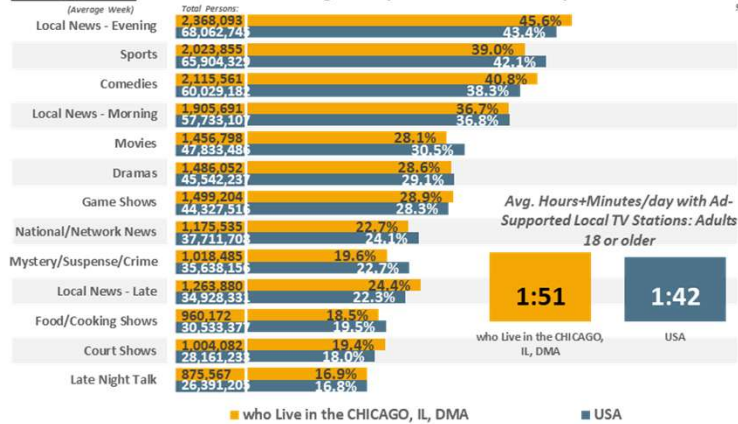
Local TV Station Programs (Persons & % Reach): Adults 18 or older



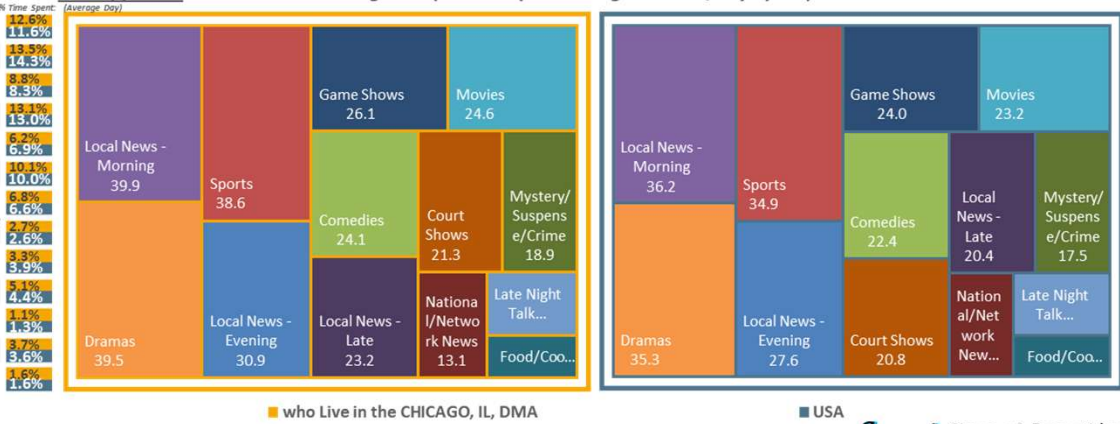
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



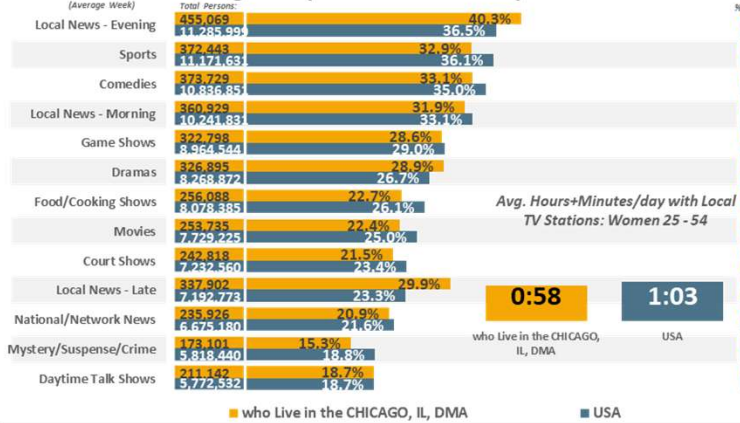
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



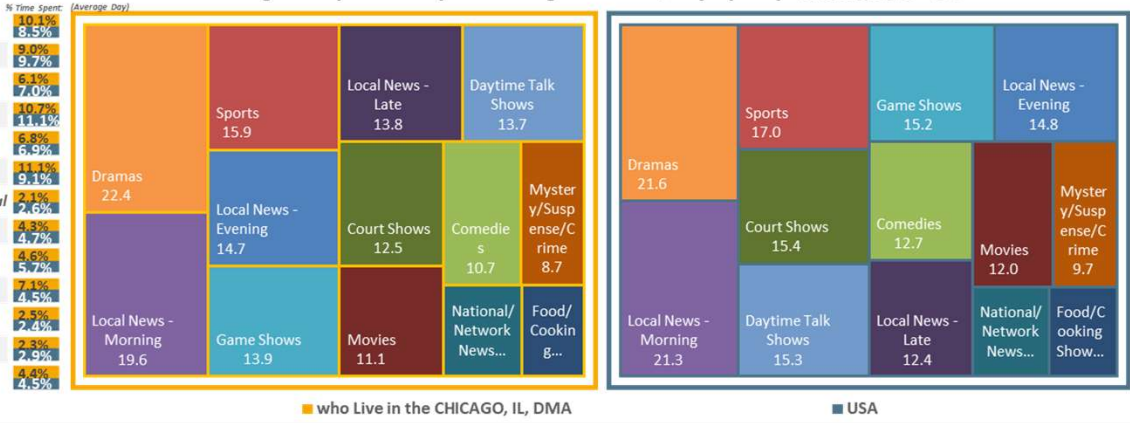


1,112,188 or 57.7% of Women 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Local News - Late, and Game Shows.

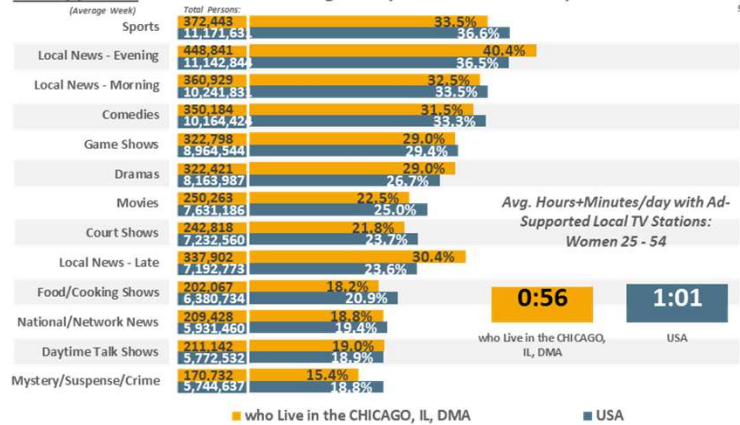
Local TV Station Programs (Persons & % Reach): Women 25 - 54



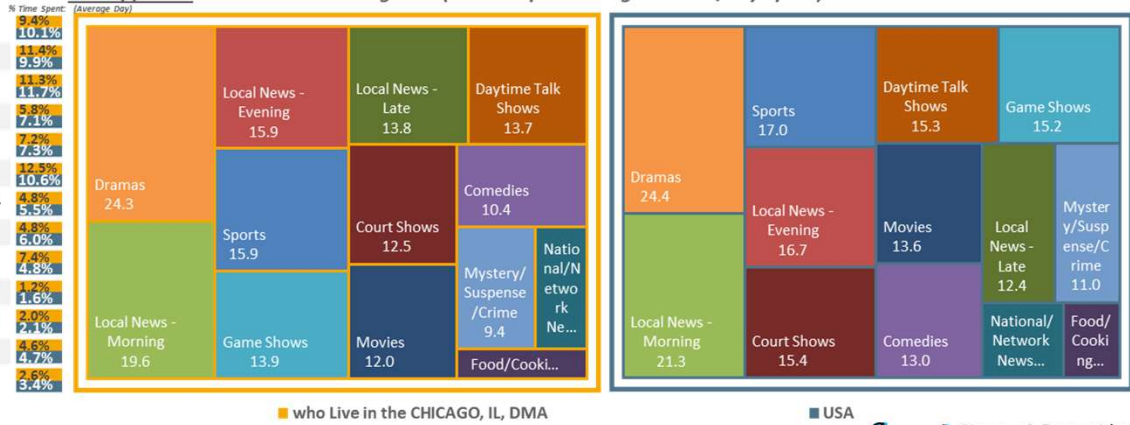
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



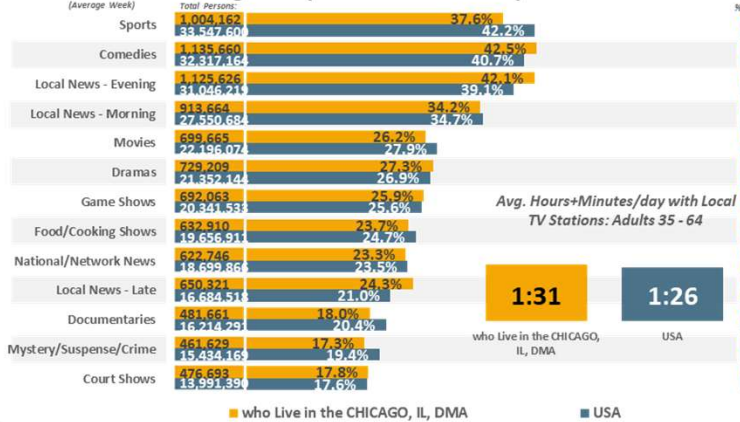
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



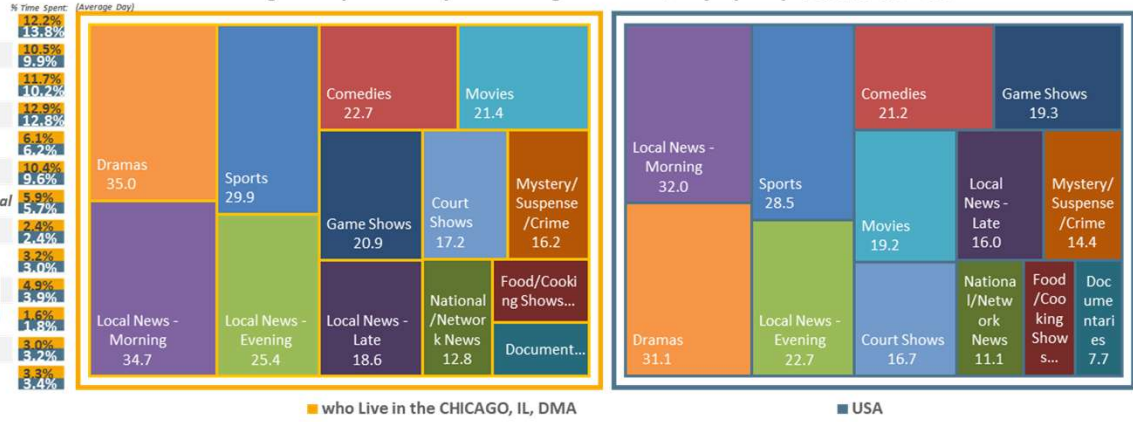


2,639,528 or 70.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Dramas, and Game Shows.

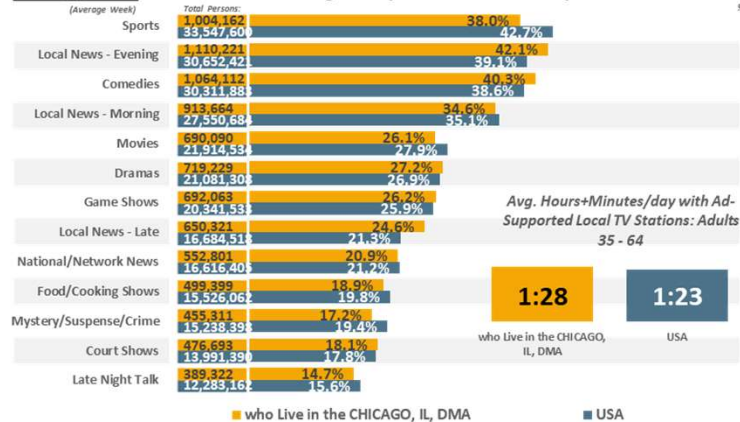
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



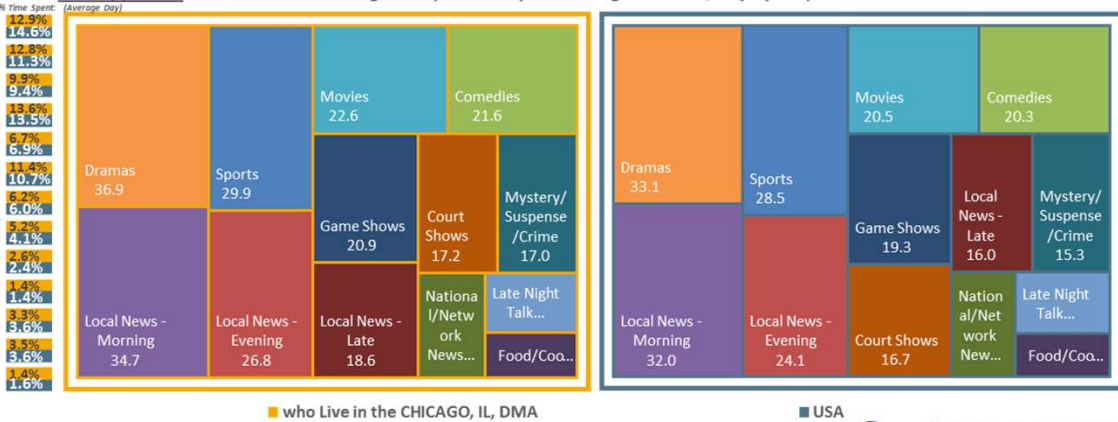
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

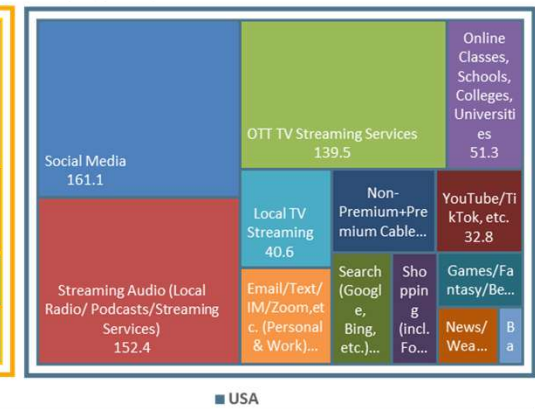
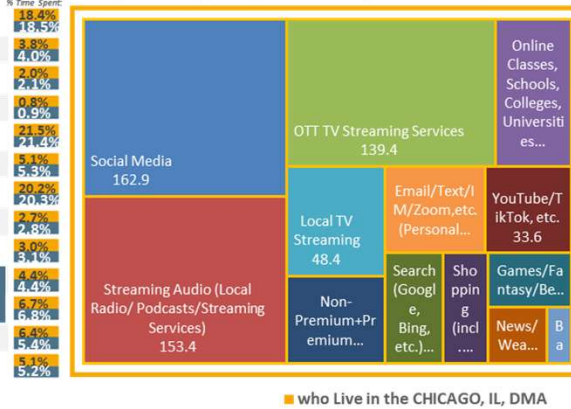
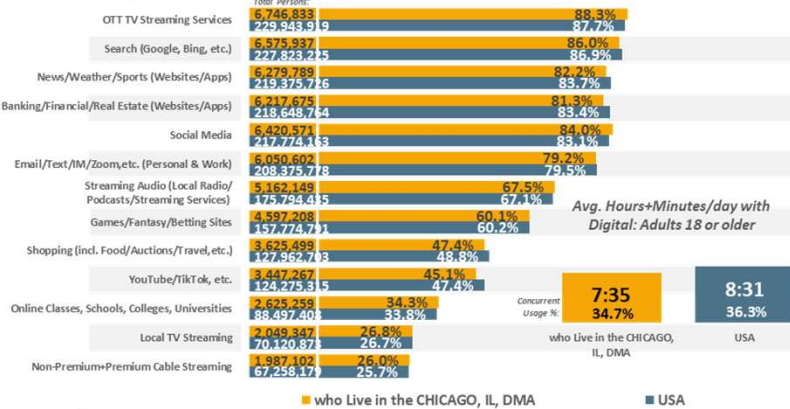




5,707,866 or 74.7% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 144.8 minutes every day representing 25.9% of all time spent daily with Ad-Supported Digital Media.

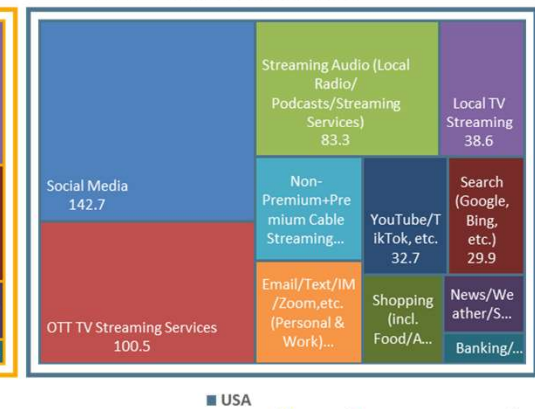
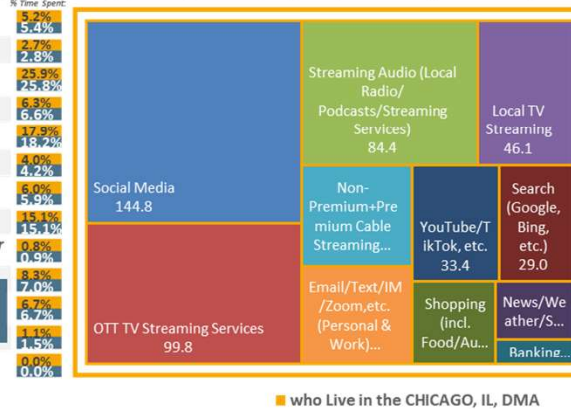
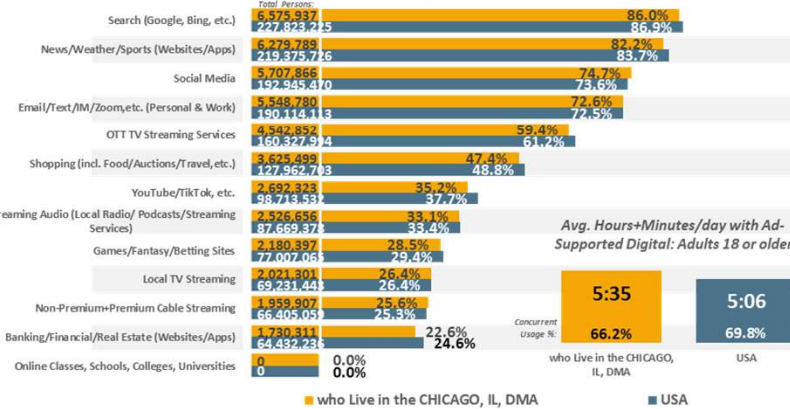
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

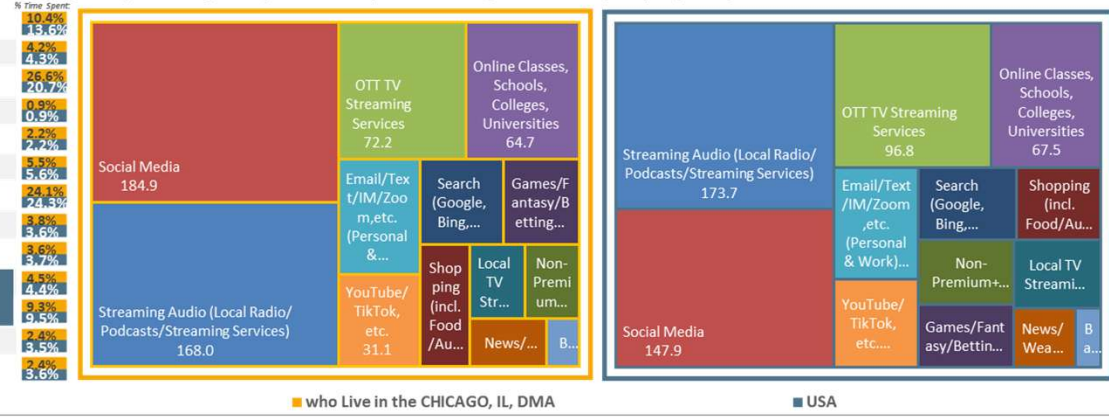
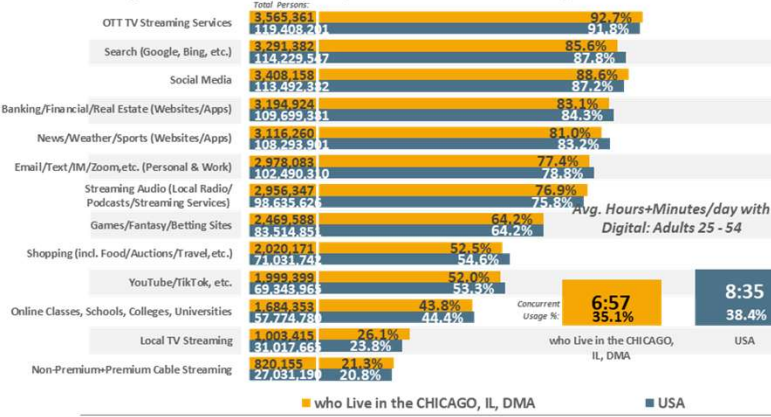




2,994,671 or 77.8% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Digital Media.

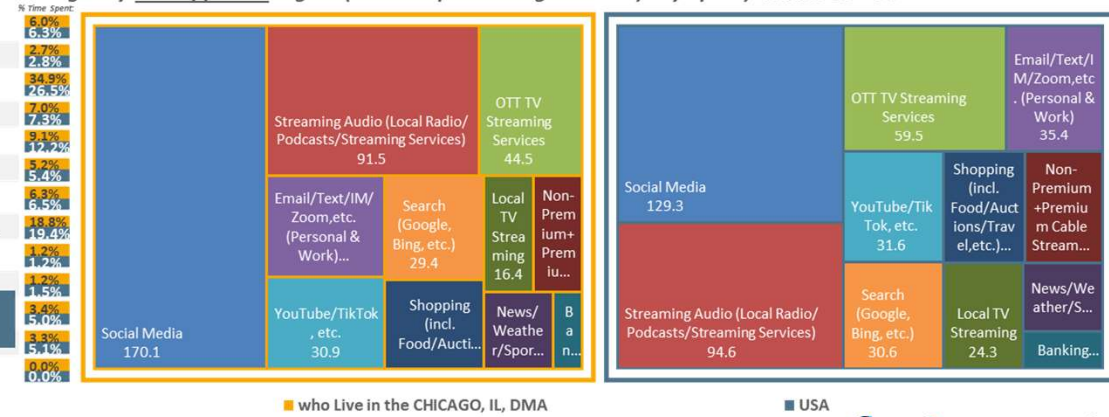
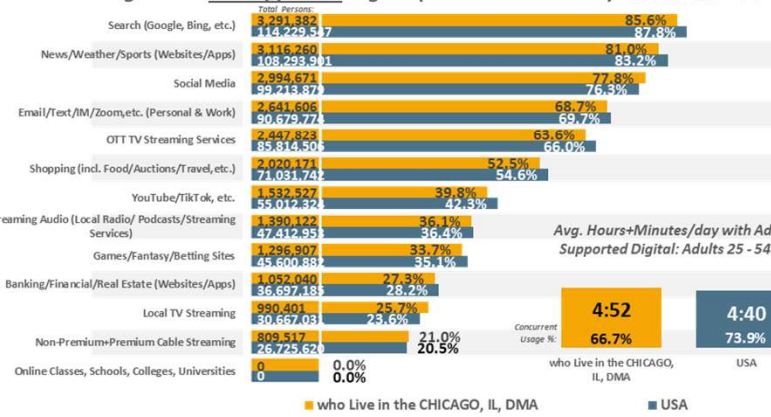
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54

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



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

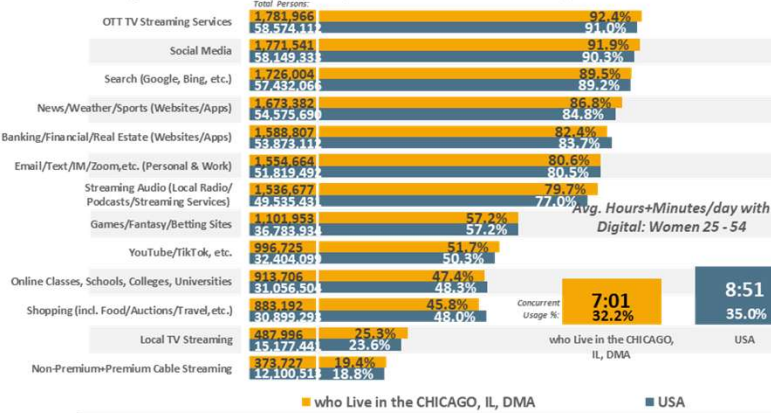
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



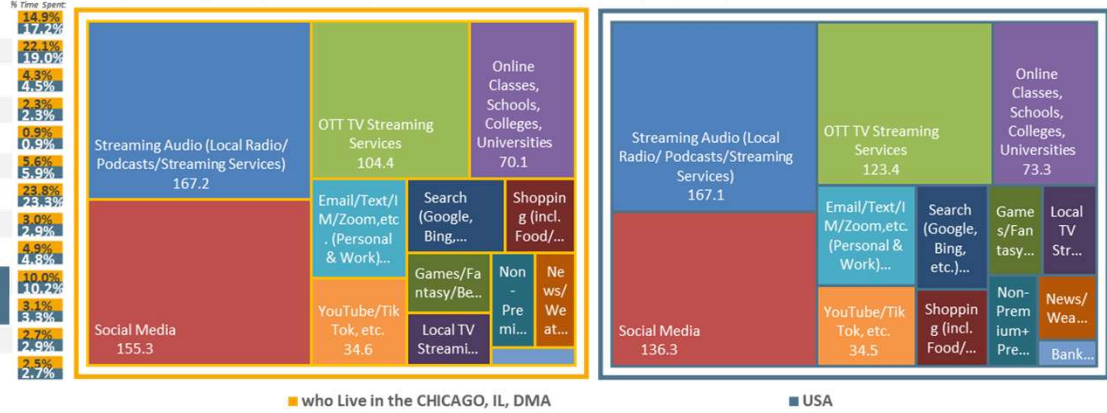


1,588,127 or 82.4% of Women 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

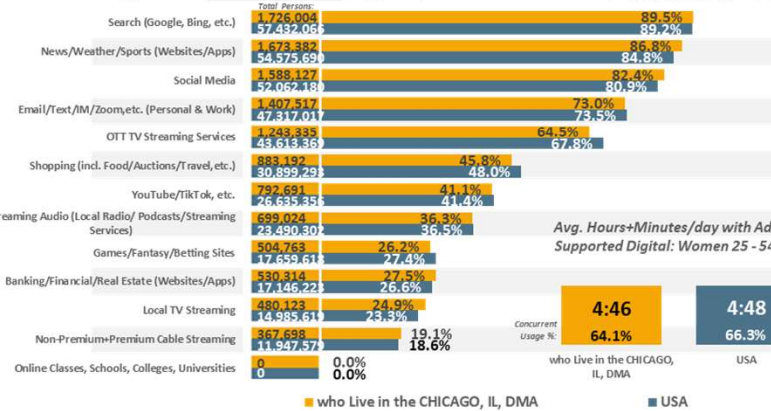
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



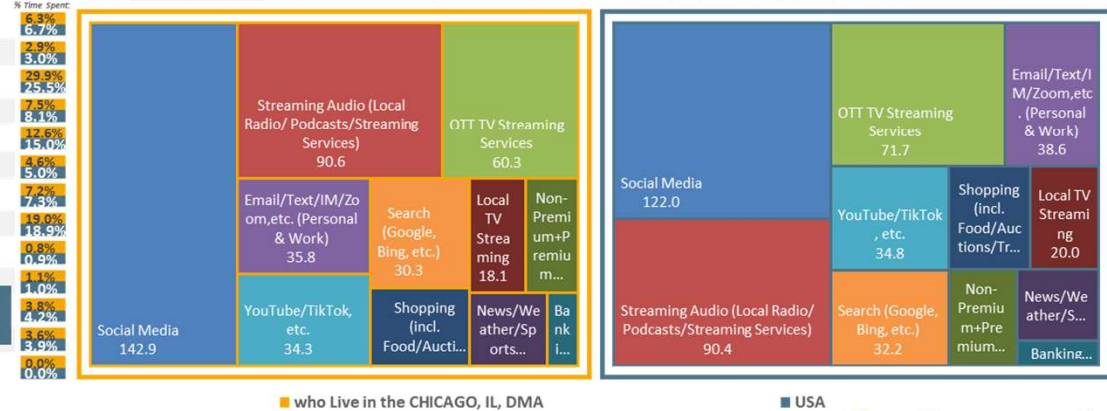
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



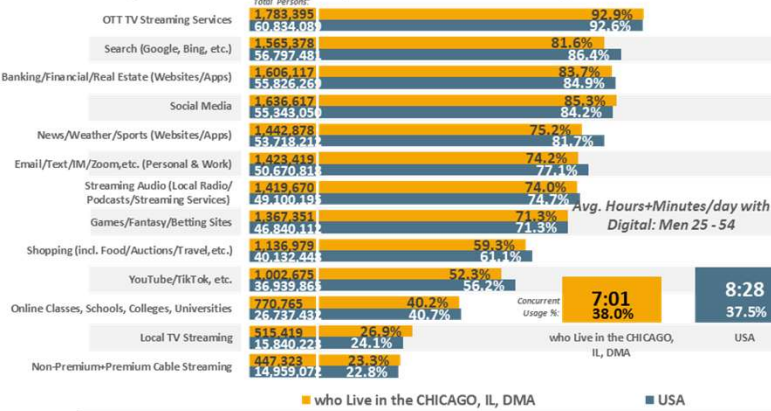
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



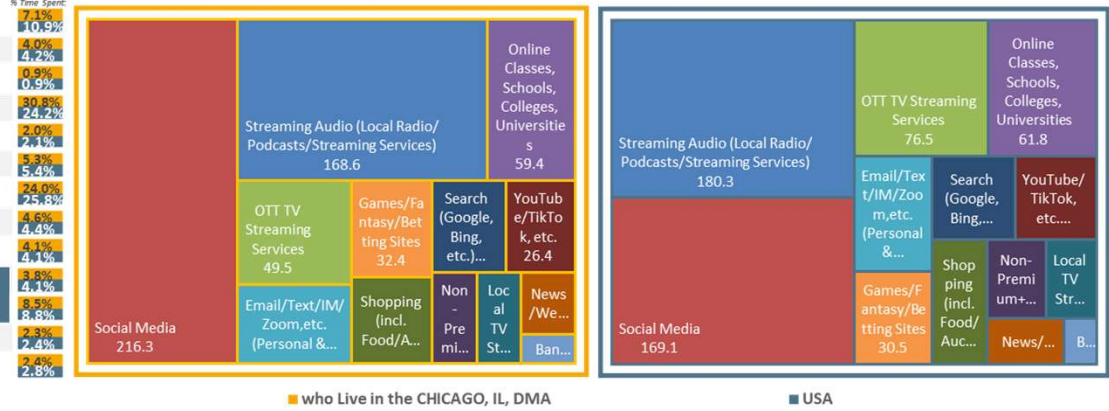


1,406,544 or 73.3% of Men 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 39.6% of all time spent daily with Ad-Supported Digital Media.

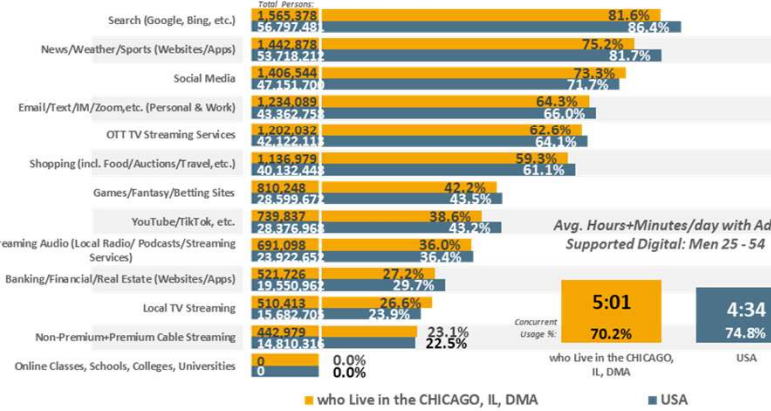
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



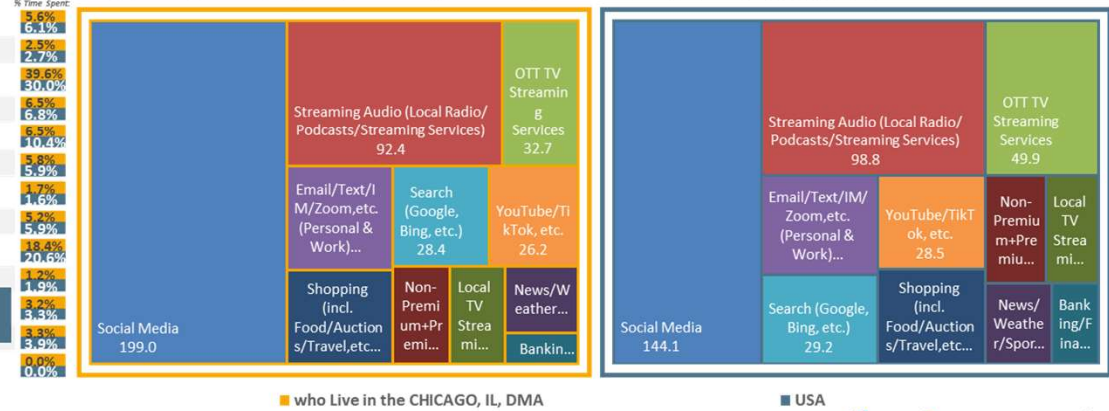
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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

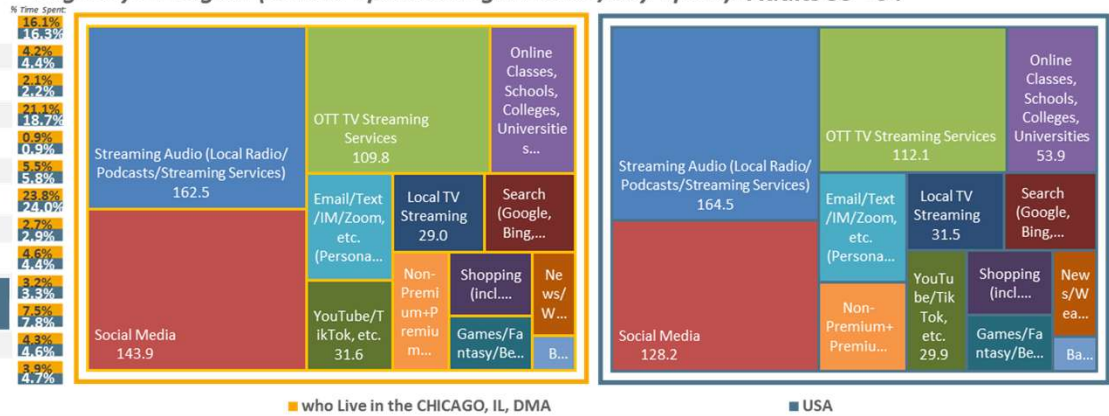
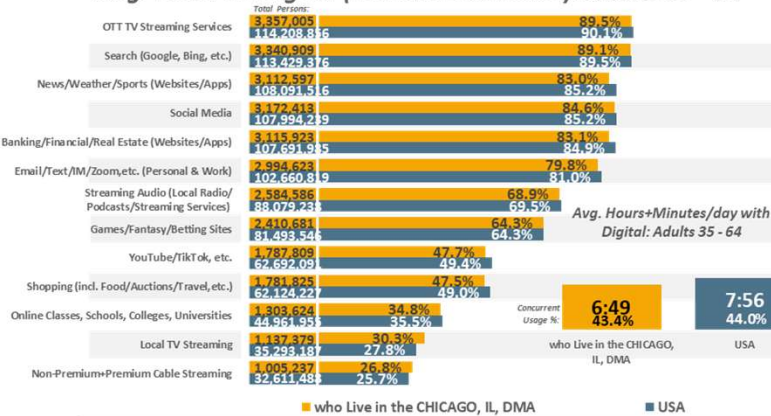




2,838,785 or 75.7% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

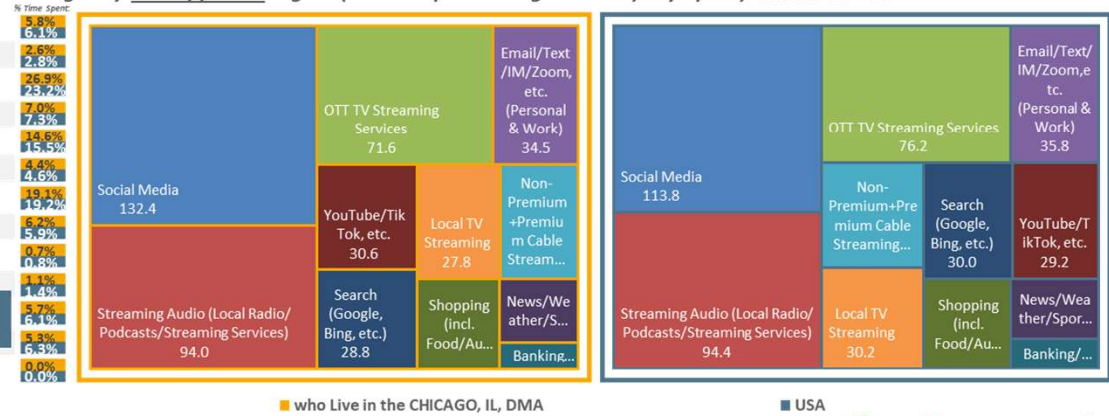
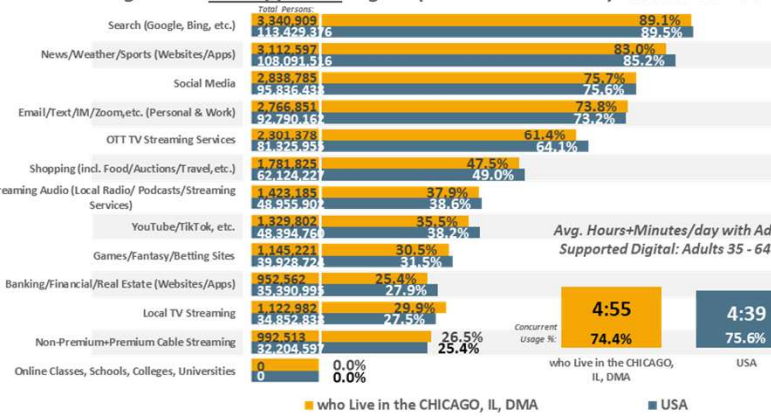
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64

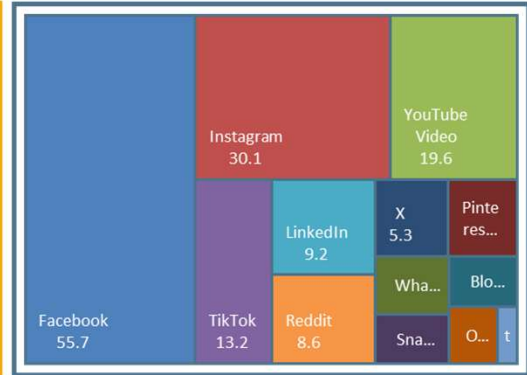
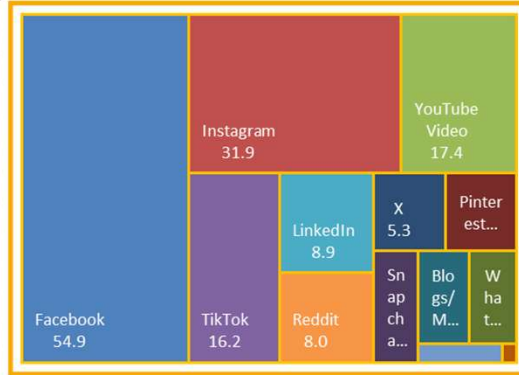
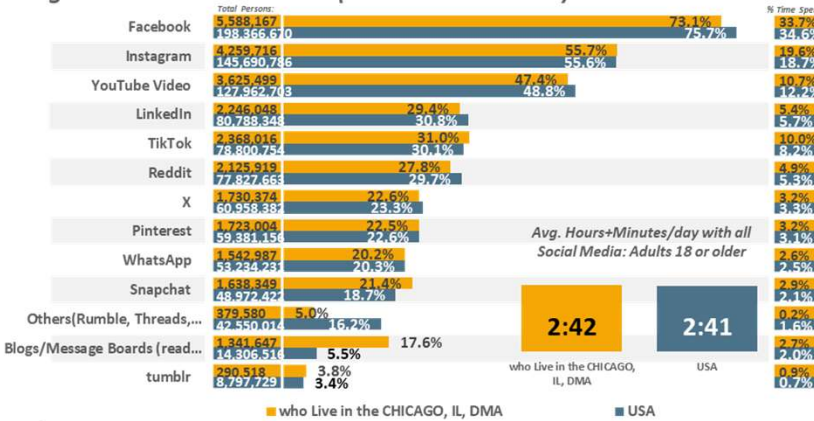
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



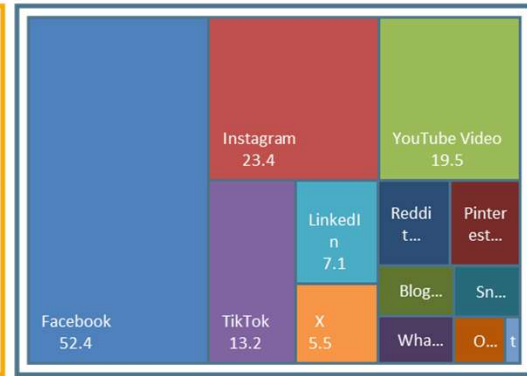
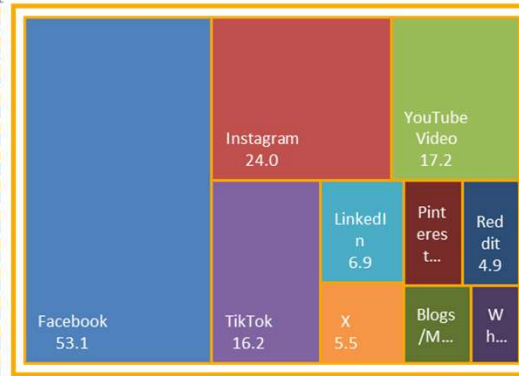
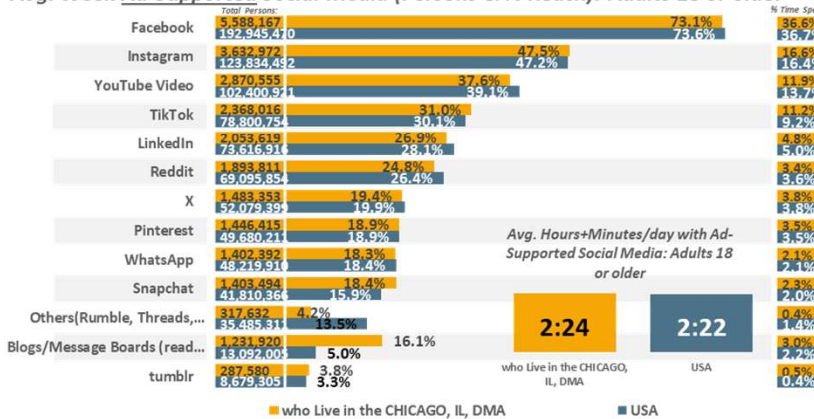


5,588,167 or 73.1% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 53.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

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



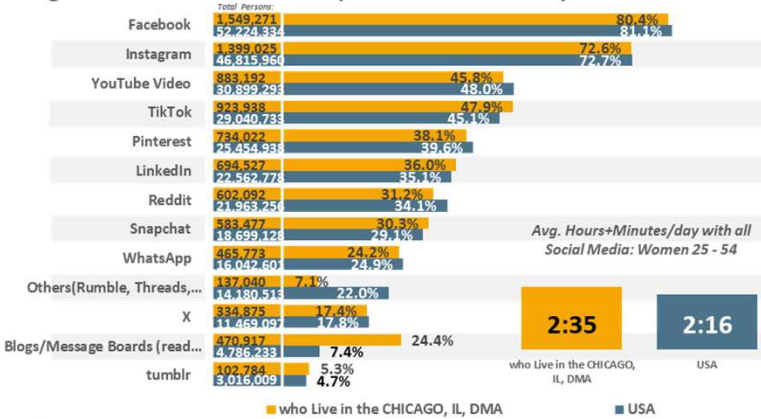
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



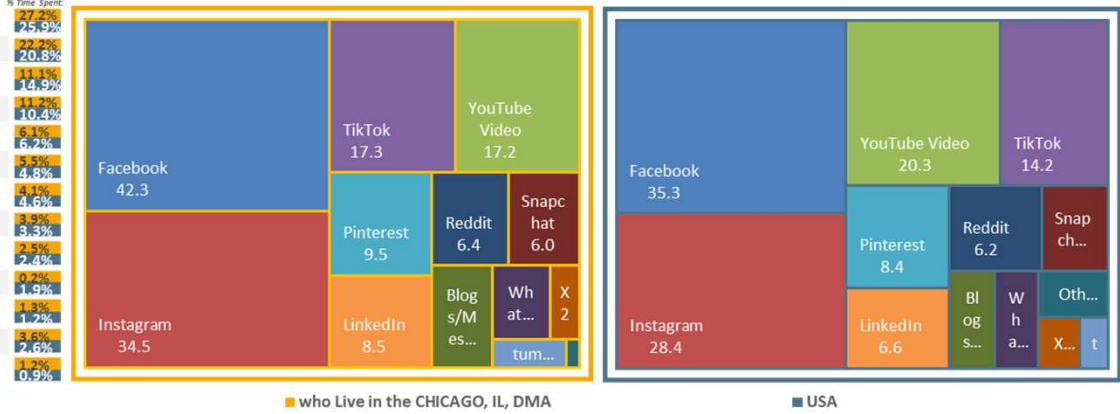


1,549,271 or 80.4% of Women 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 43.4 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

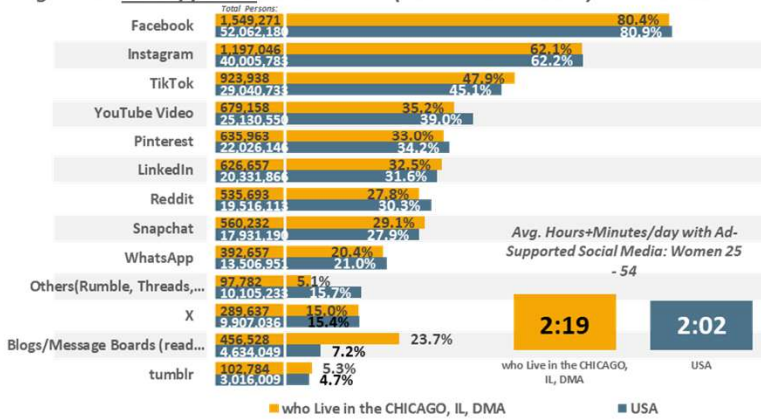
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



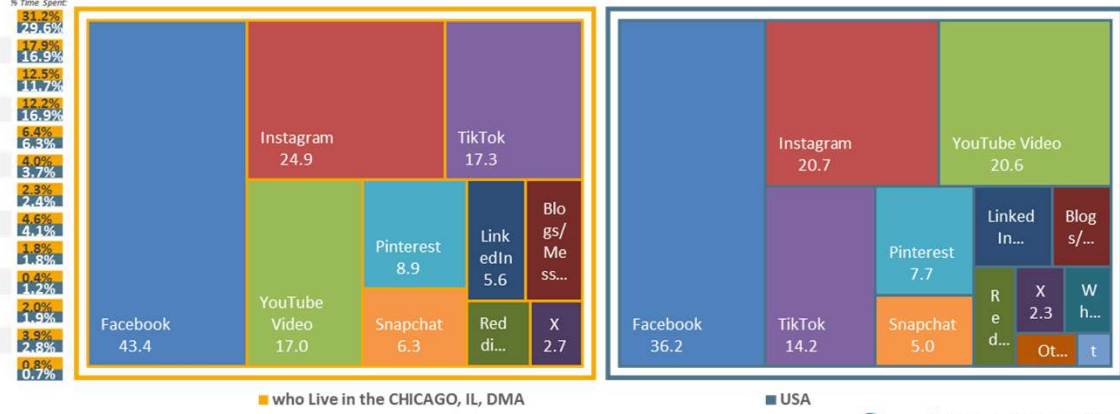
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



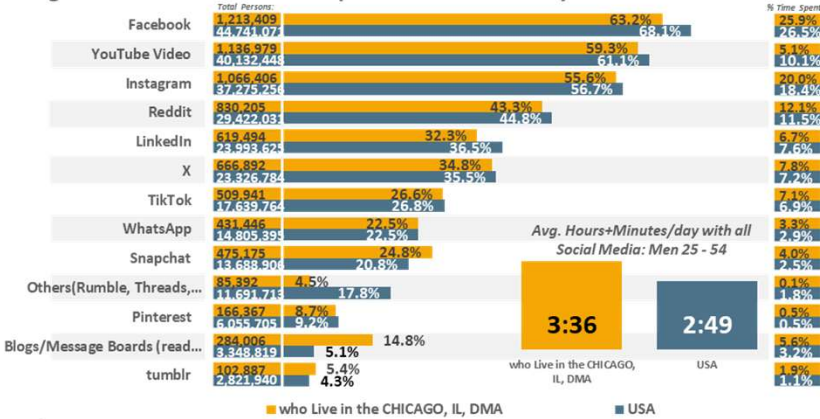
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



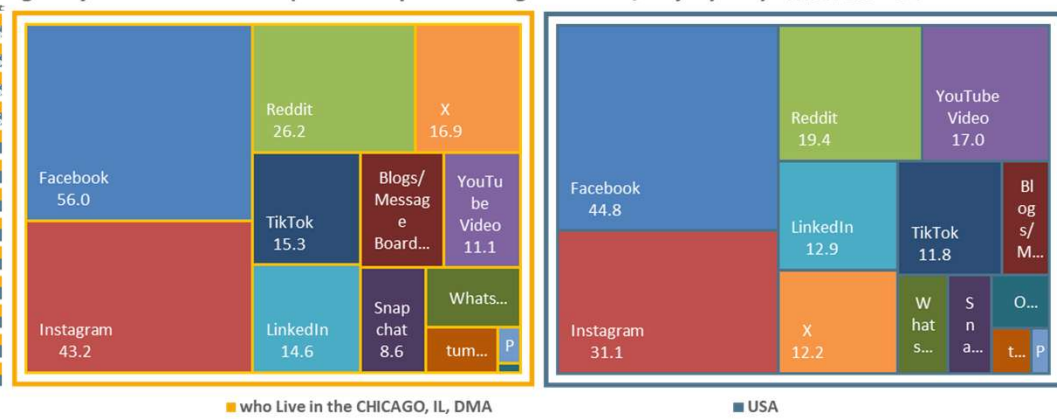


1,213,409 or 63.2% of Men 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 63.4 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

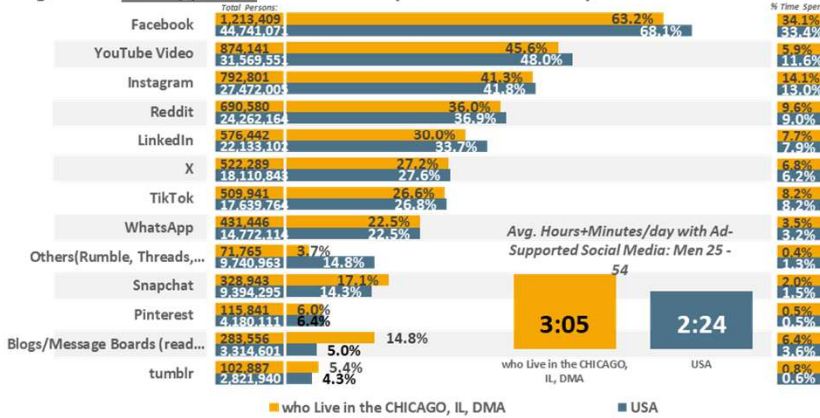
Avg. Week All Social Media (Persons & % Reach): Men 25 - 54



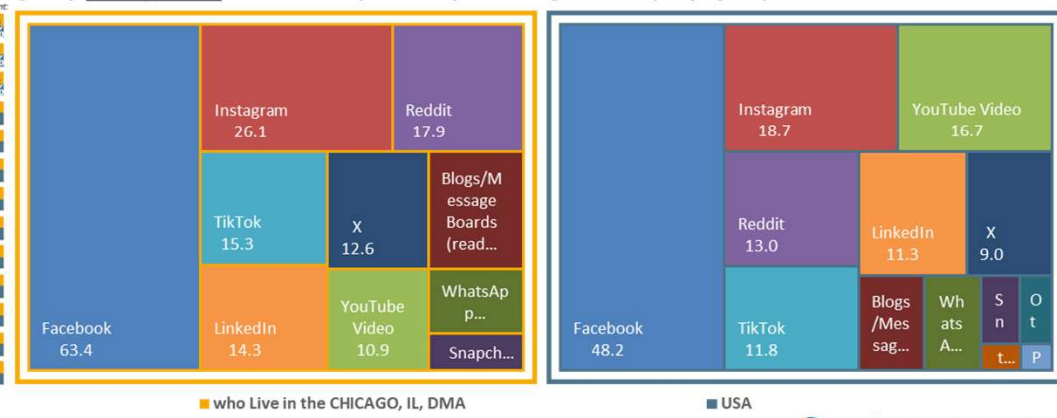
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



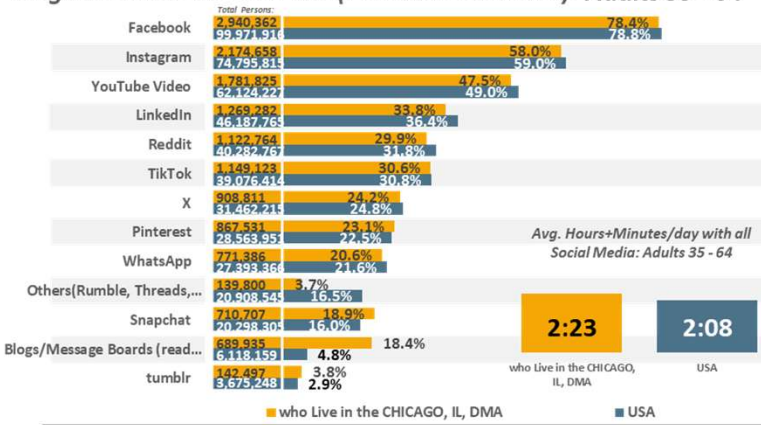
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



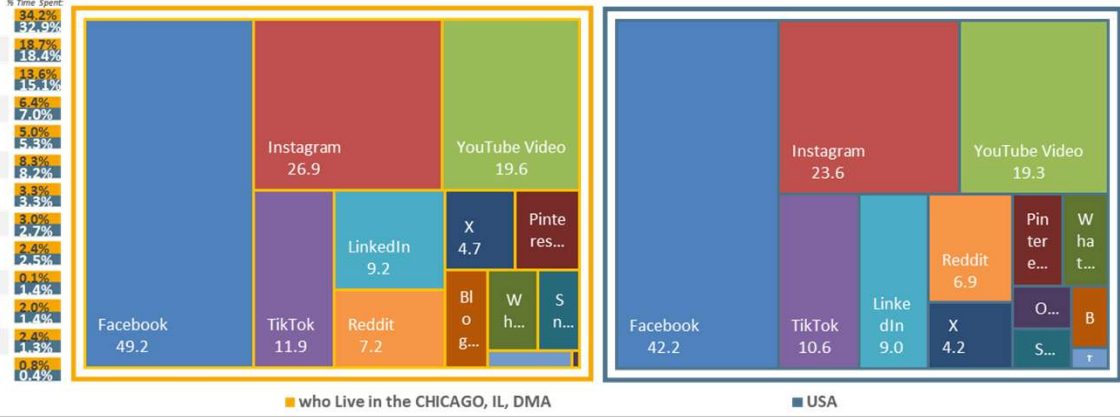


2,838,785 or 75.7% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 45.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

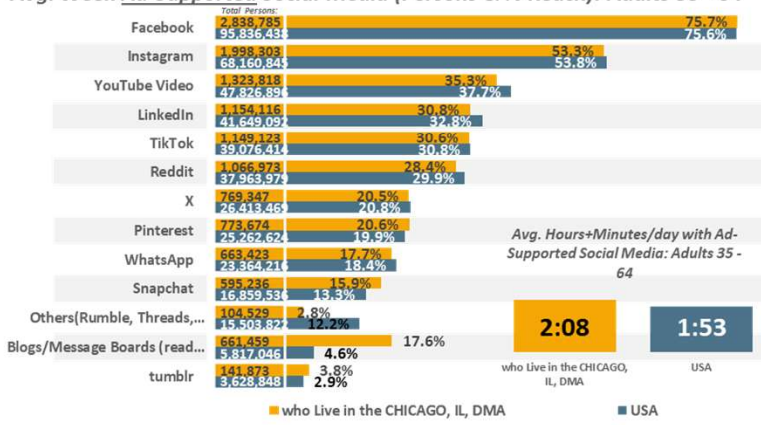
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



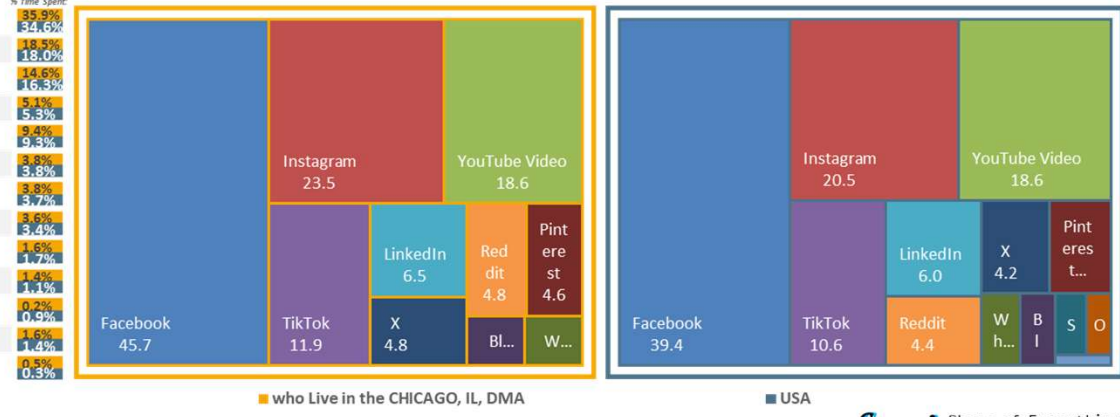
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

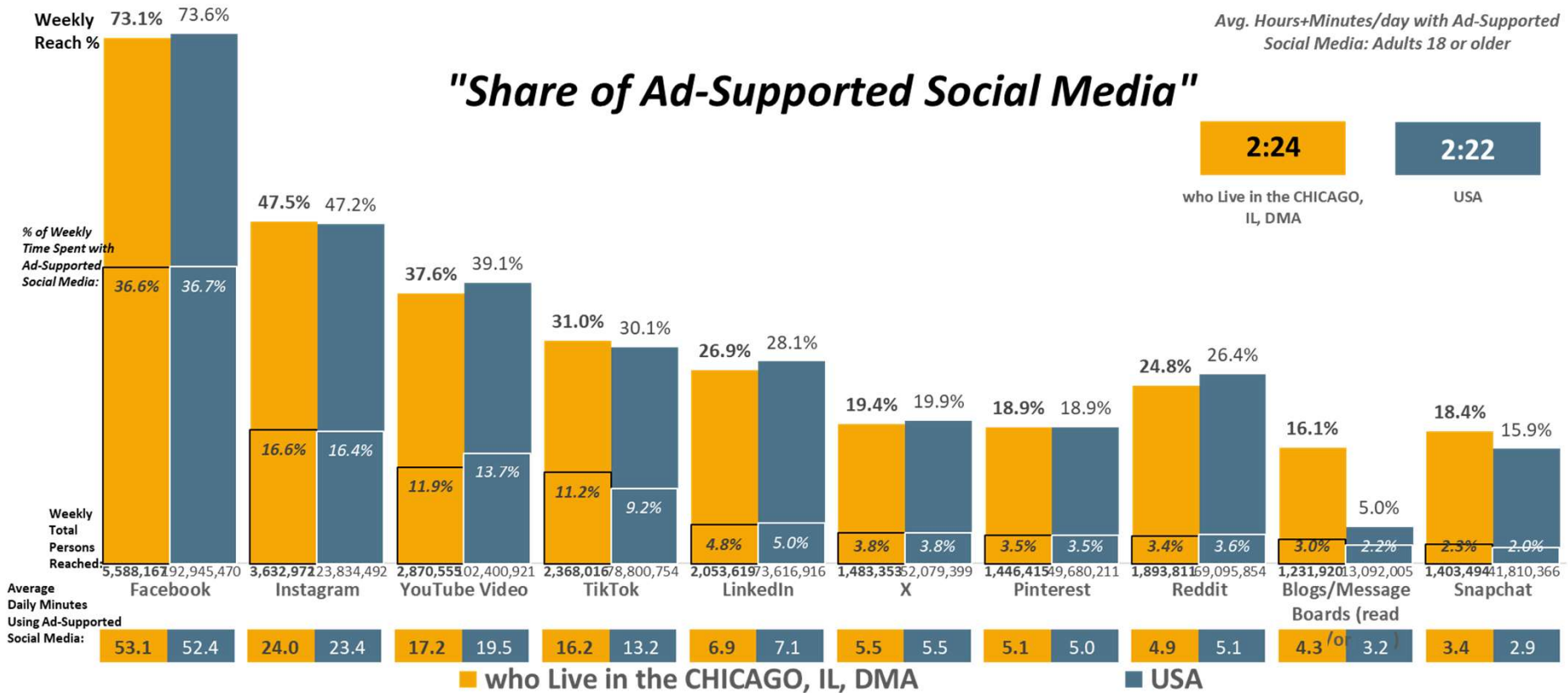


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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554



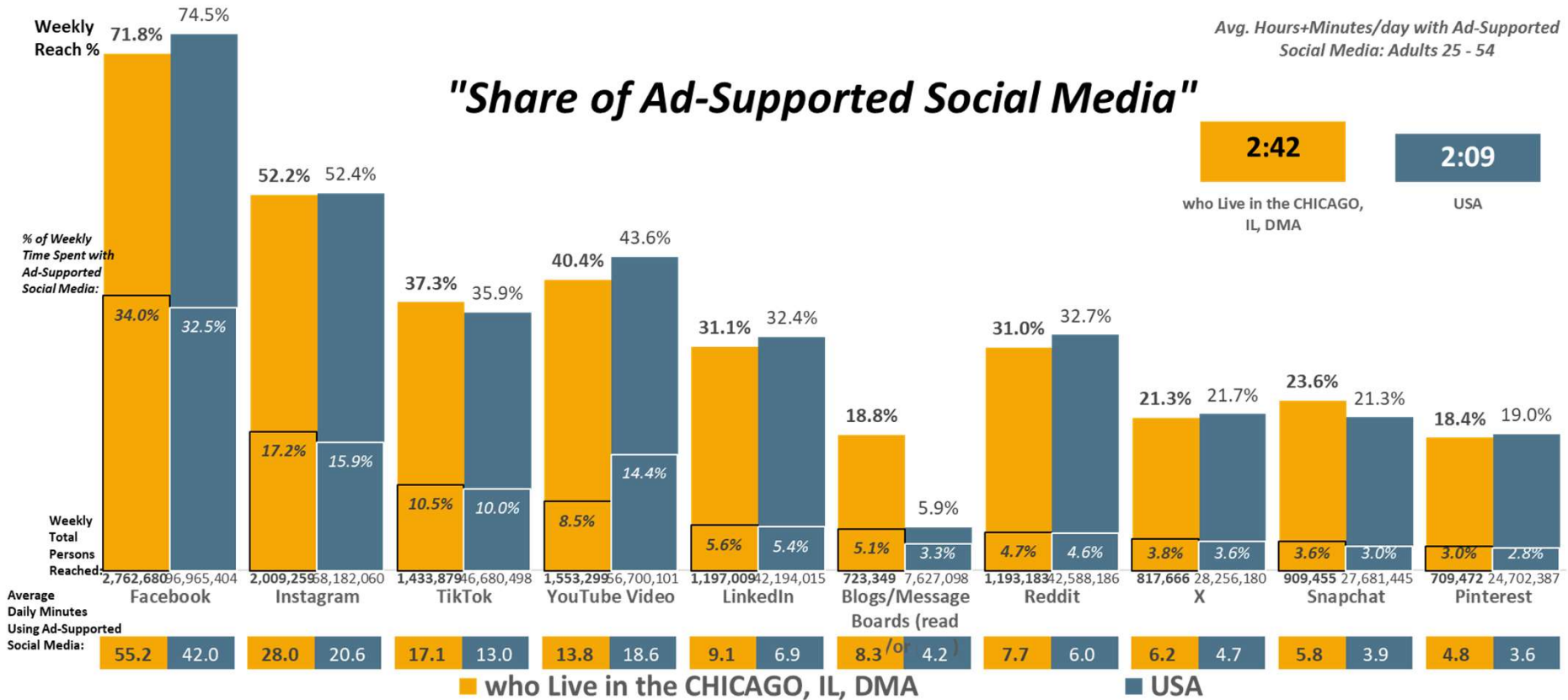
5,588,167 or 73.1% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 53.1 minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.



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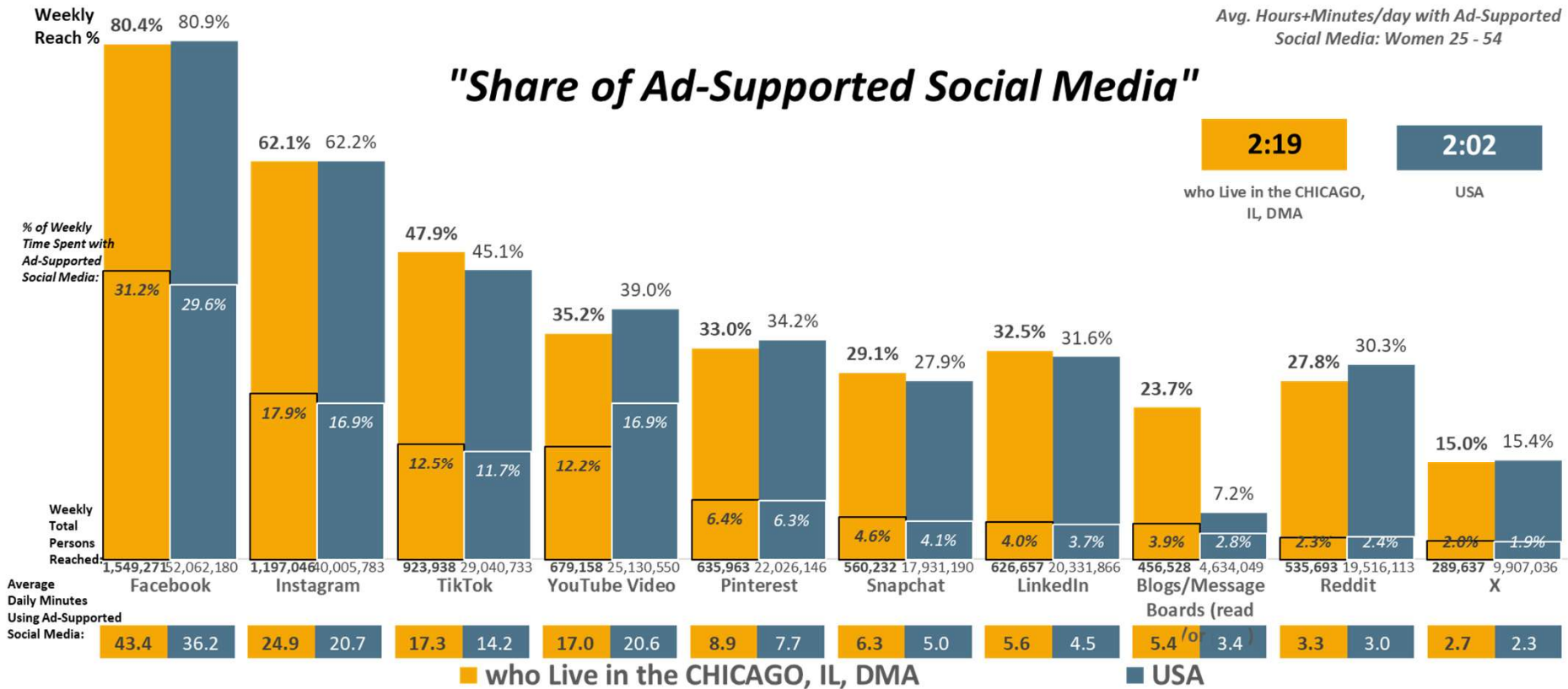
2,762,680 or 71.8% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 55.2 minutes every day representing 34.0% of all time spent daily with Ad-Supported Social Media.



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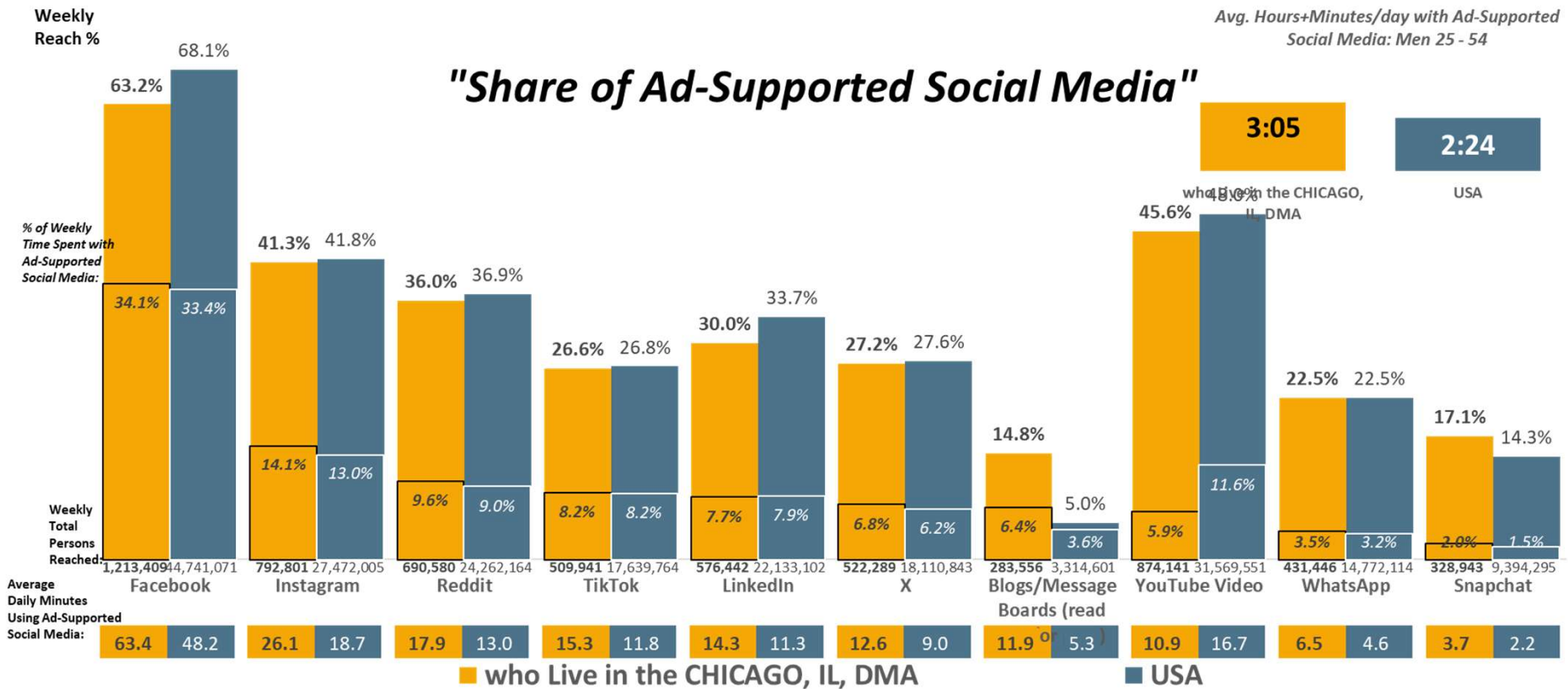
1,549,271 or 80.4% of Women 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 43.4 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.



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1,213,409 or 63.2% of Men 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 63.4 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.



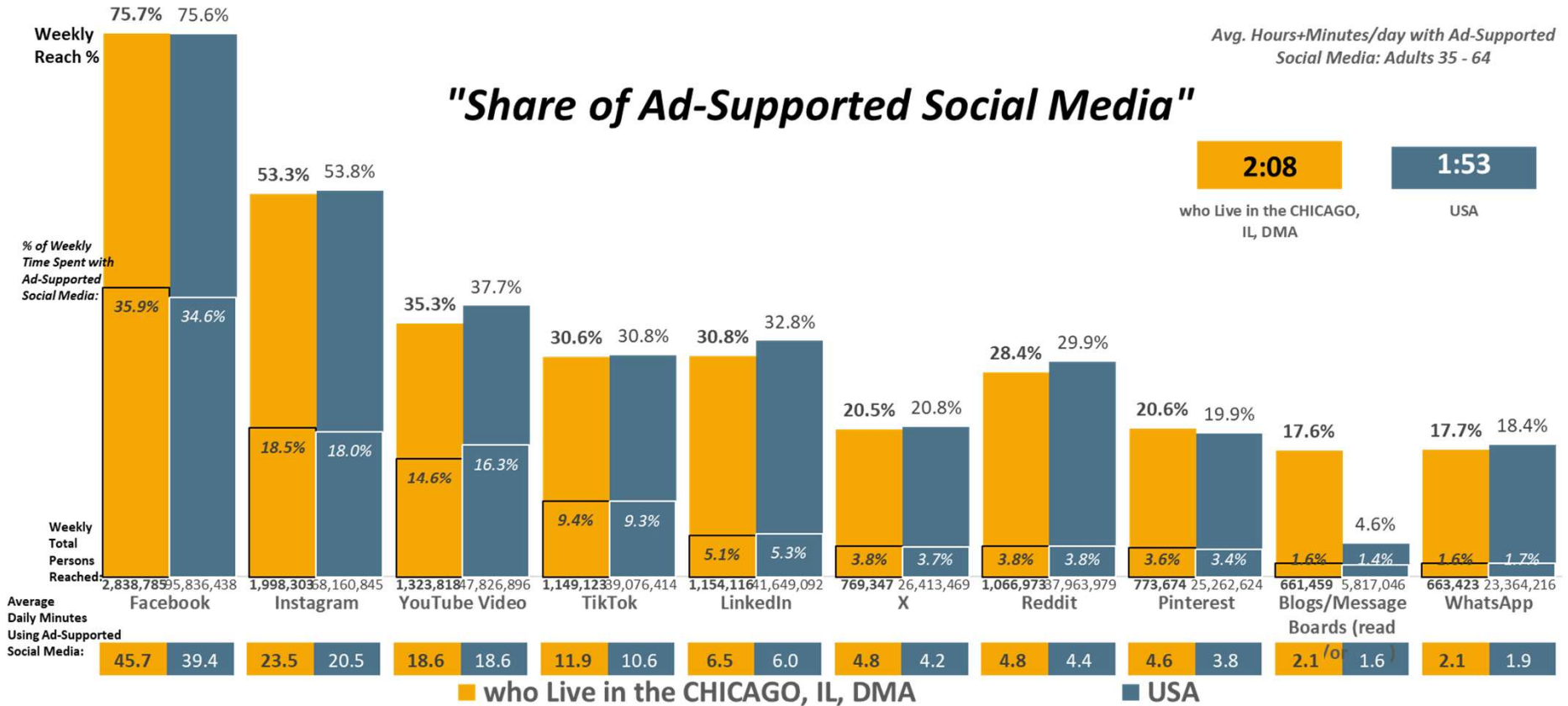
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2,838,785 or 75.7% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 45.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"

Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 35 - 64



2:08
who Live in the CHICAGO, IL, DMA

1:53
USA

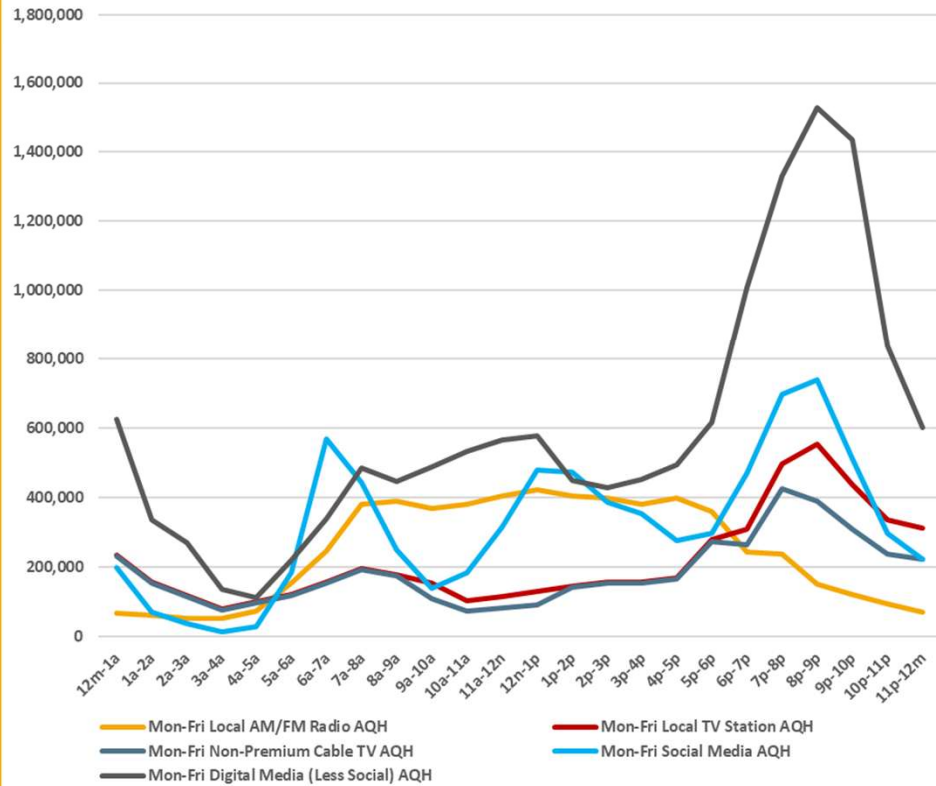
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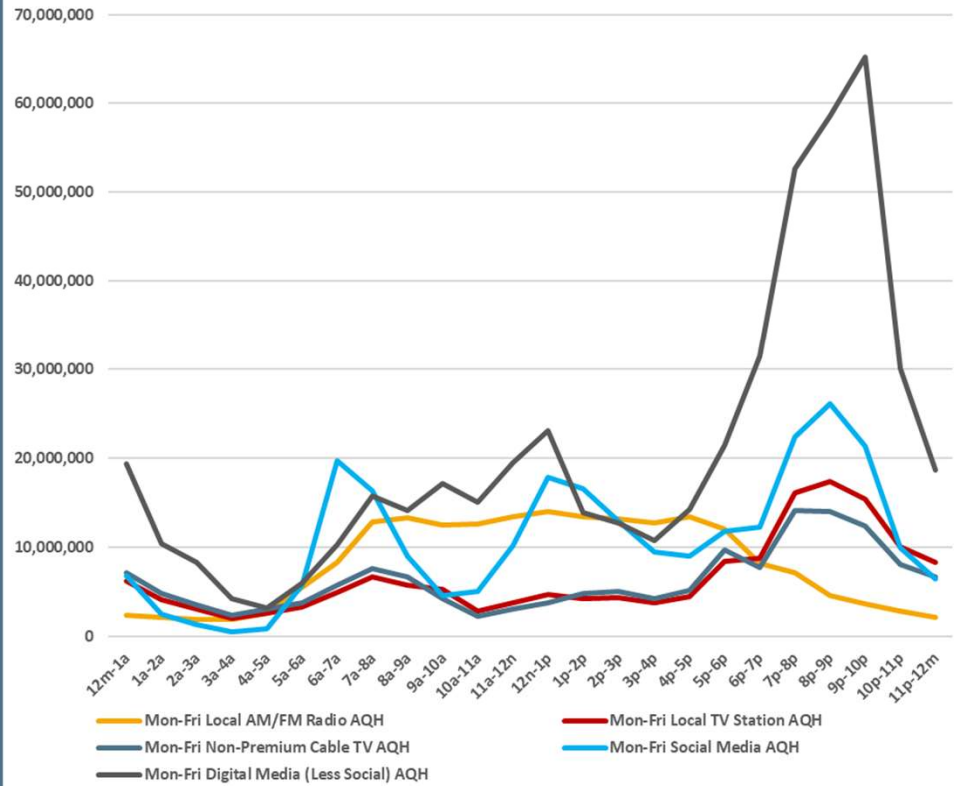
P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 529,461; Local Radio: 367,898; Social Media: 357,003; Local TV: 172,821; Non-Prem. Cable: 156,279 reaching Adults 18 or older who Live in the CHICAGO, IL, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Live in the CHICAGO, IL, DMA*



*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older*

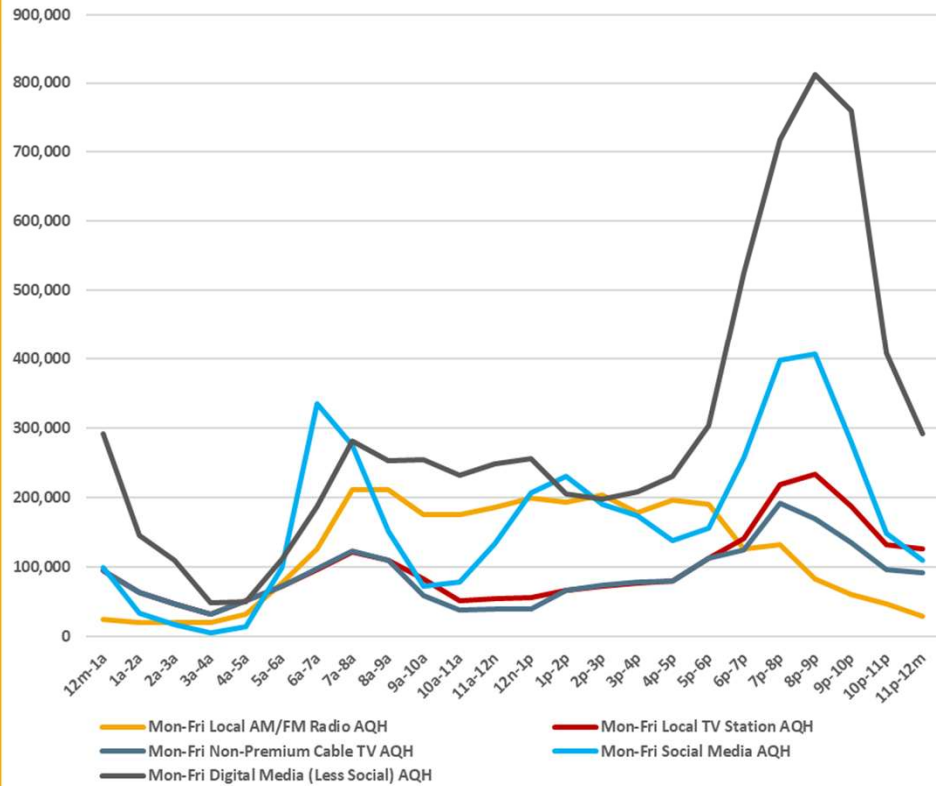




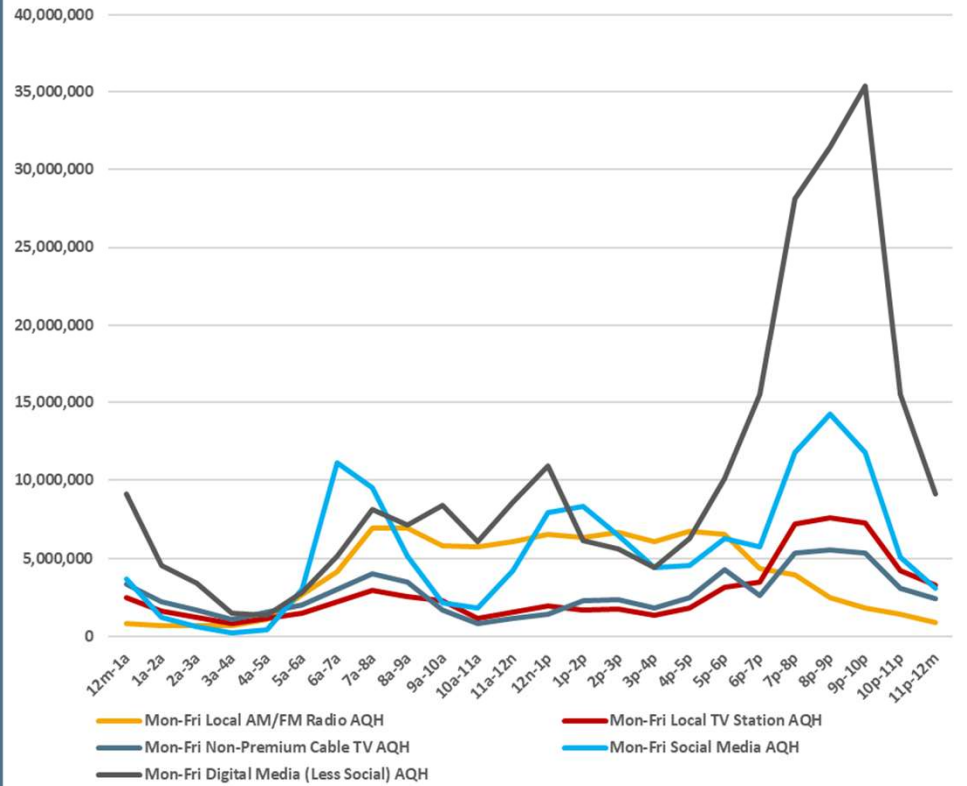
P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 260,508; Social Media: 184,706; Local Radio: 182,602; Local TV: 86,405; Non-Prem. Cable: 80,209 reaching Adults 25 - 54 who Live in the CHICAGO, IL, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 54 who Live in the CHICAGO, IL, DMA*



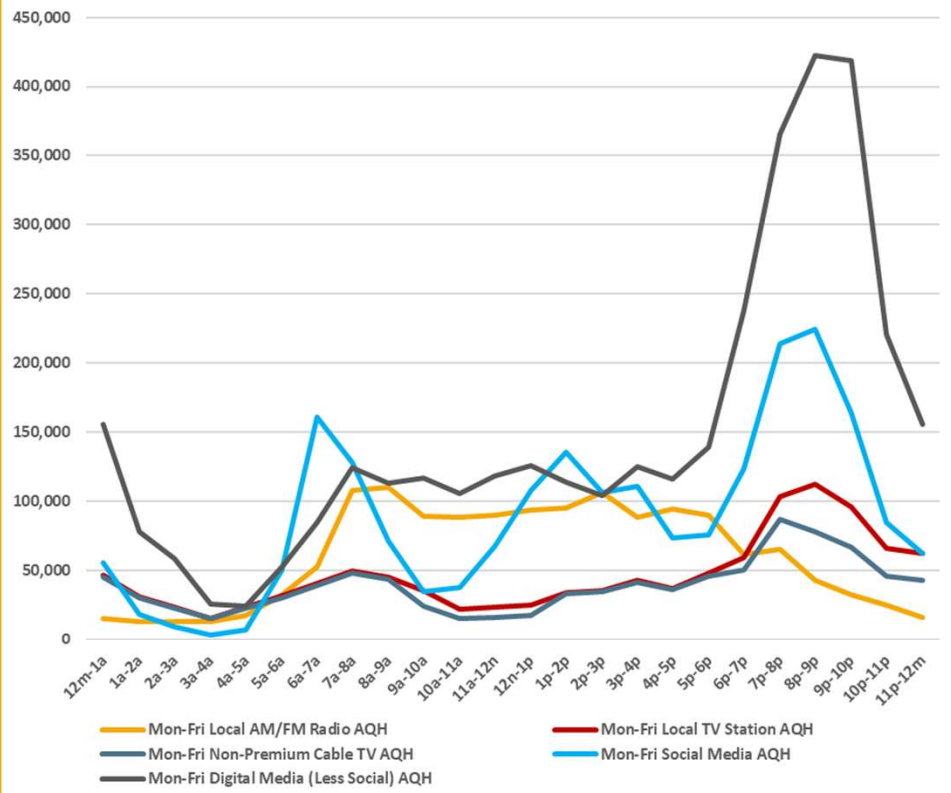
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 25 - 54*



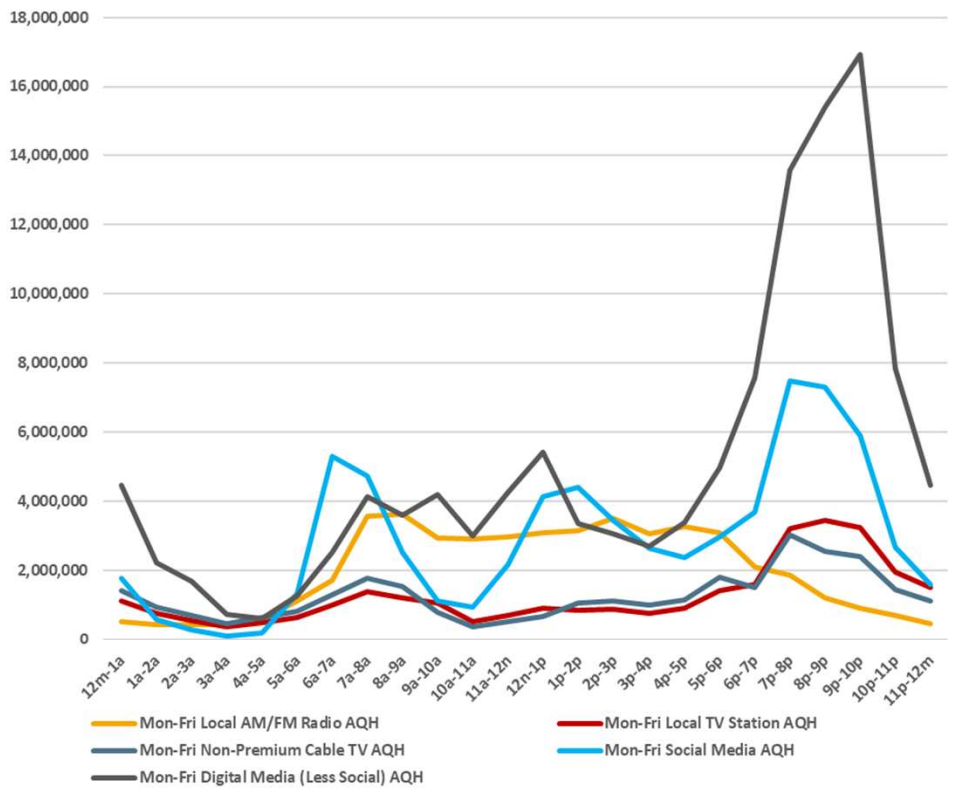


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 125,088; Social Media: 94,953; Local Radio: 89,939; Local TV: 38,411; Non-Prem. Cable: 34,321 reaching Women 25 - 54 who Live in the CHICAGO, IL, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Women 25 - 54 who Live in the CHICAGO, IL, DMA



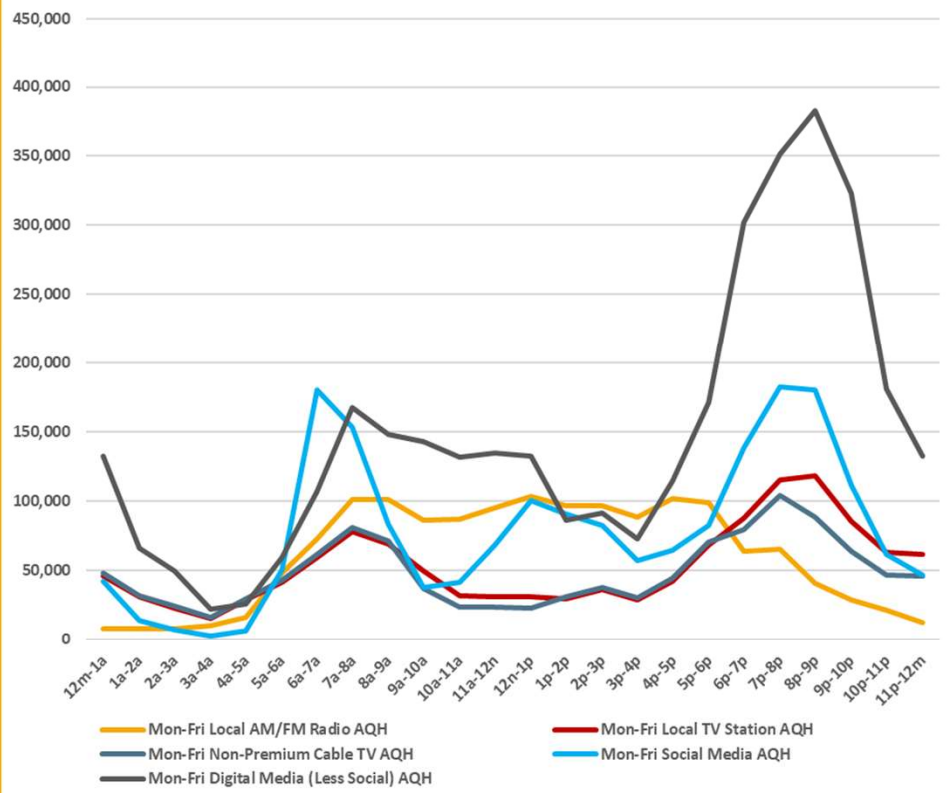
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Women 25 - 54



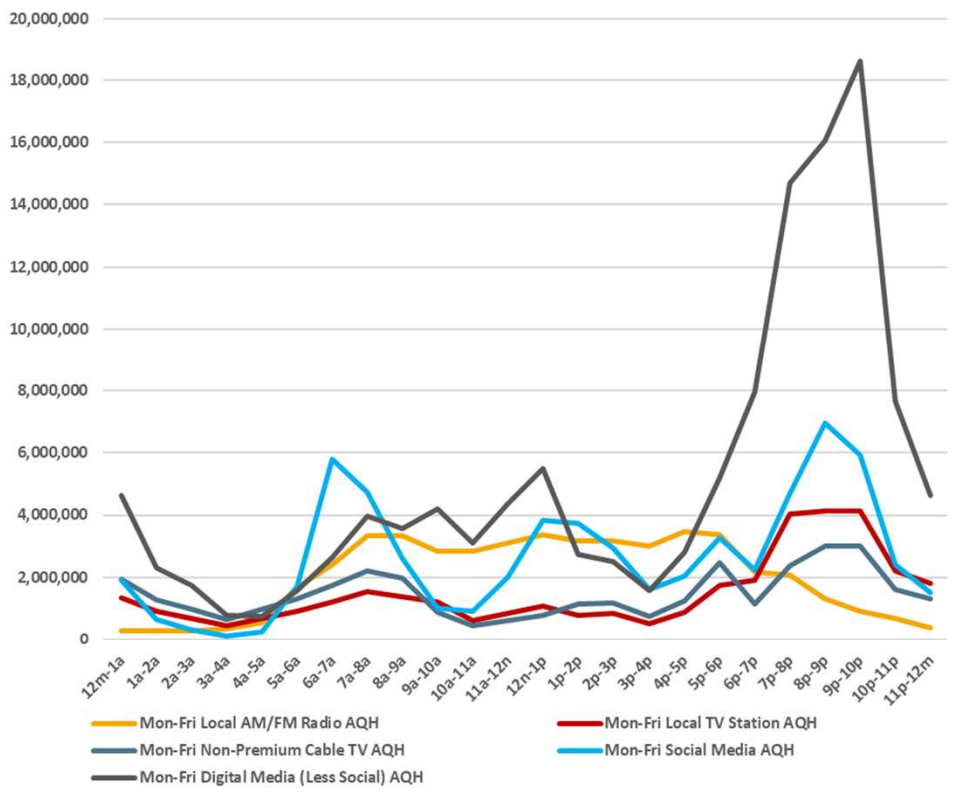


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 138,829; Local Radio: 91,981; Social Media: 90,797; Local TV: 49,478; Non-Prem. Cable: 47,287 reaching Men 25 - 54 who Live in the CHICAGO, IL, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Men 25 - 54 who Live in the CHICAGO, IL, DMA*



*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Men 25 - 54*

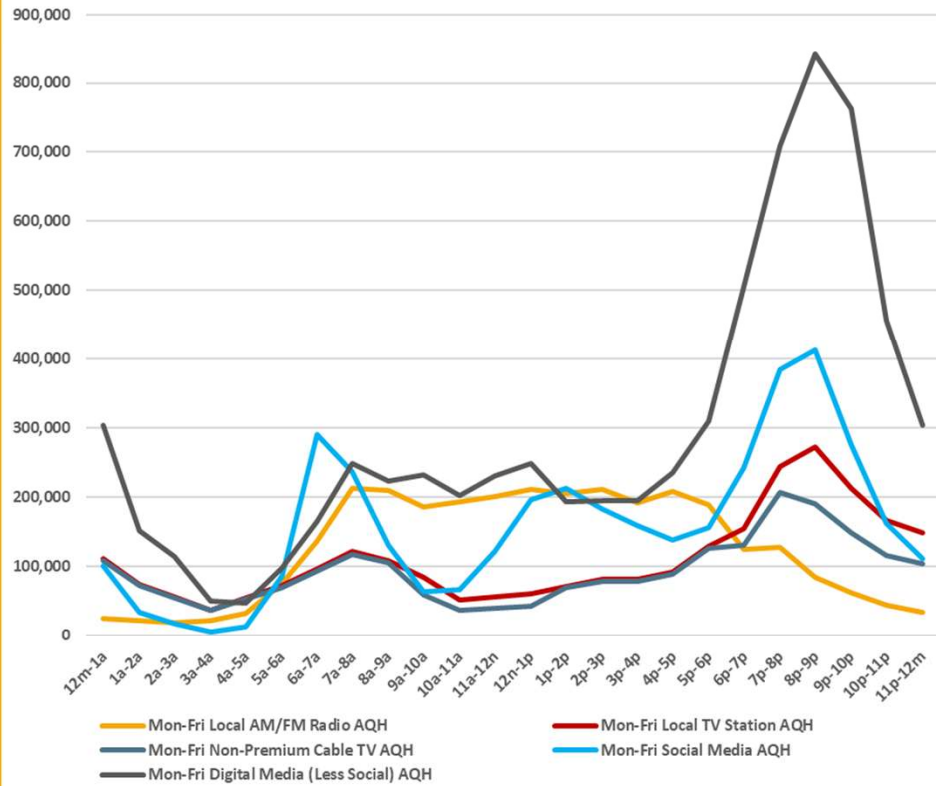




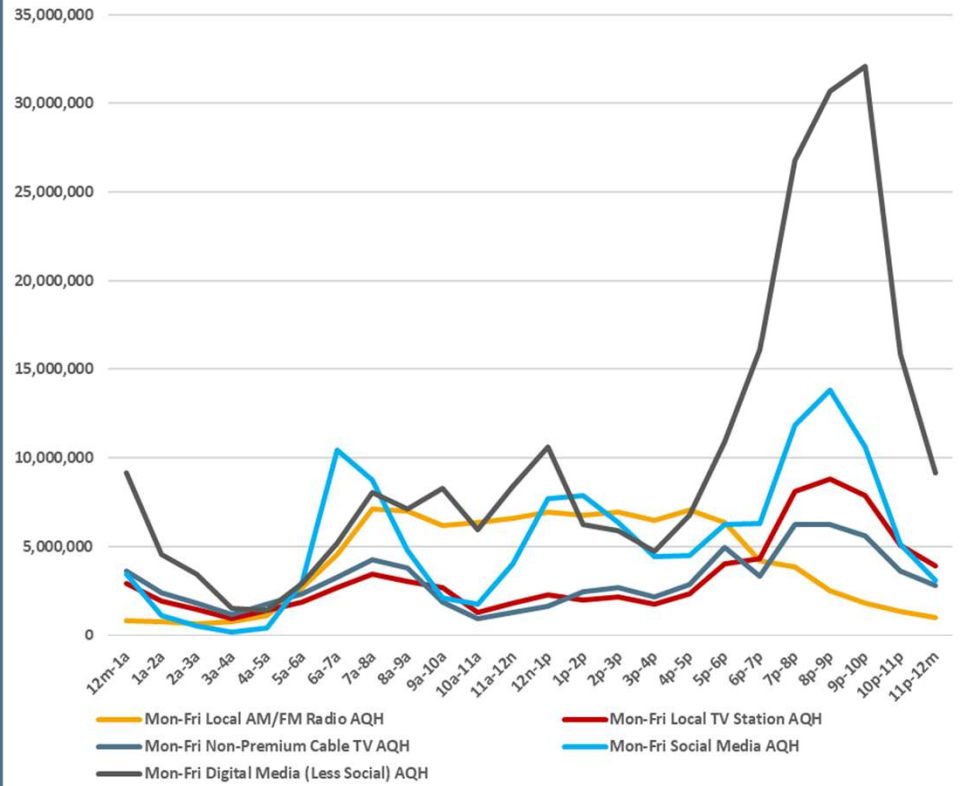
P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 245,244; Local Radio: 191,096; Social Media: 169,319; Local TV: 91,530; Non-Prem. Cable: 81,974 reaching Adults 35 - 64 who Live in the CHICAGO, IL, DMA.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 who Live in the CHICAGO, IL, DMA*



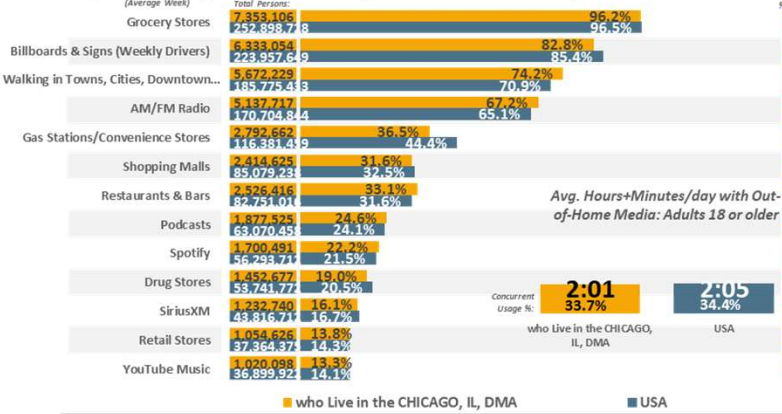
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 35 - 64*



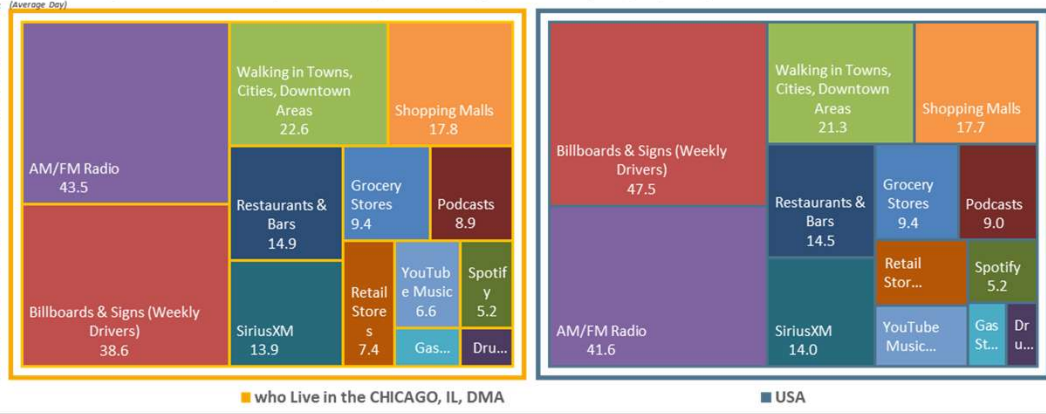


6,333,054 or 82.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 38.6 minutes per day driving, seeing Billboards and Signs. 64.7% Listen to Local Radio Stations Out-of-Home for an average of 40.1 minutes/day.

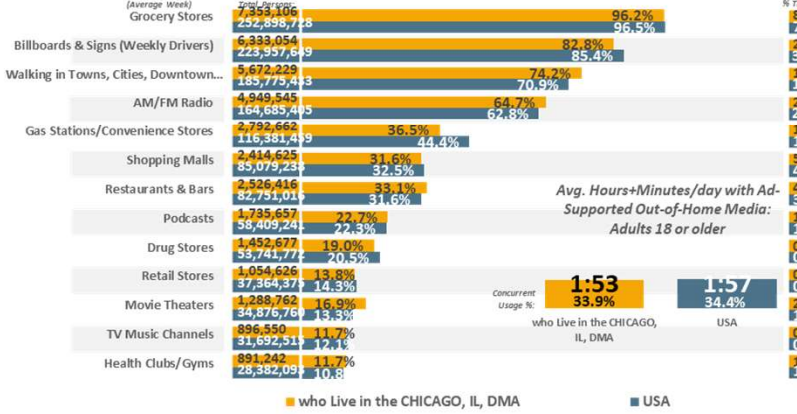
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



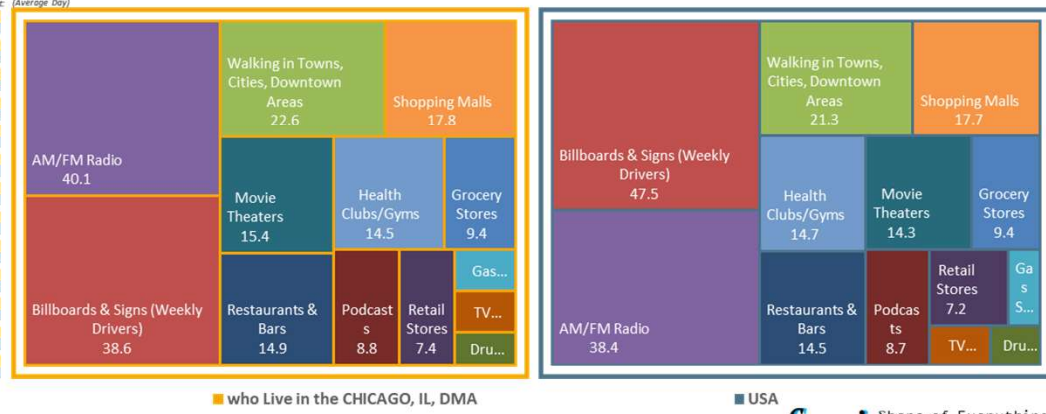
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



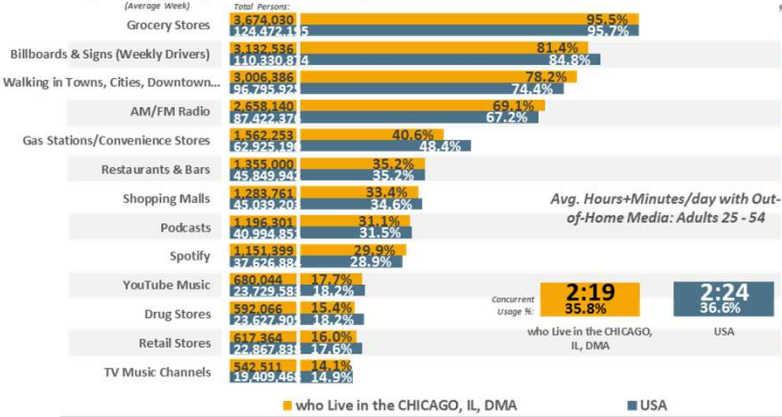
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



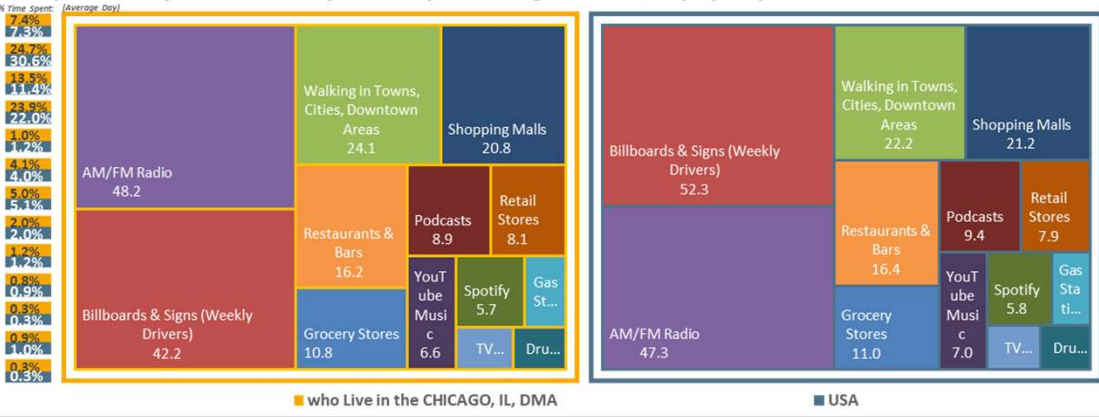


3,132,536 or 81.4% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 42.2 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 44.1 minutes/day.

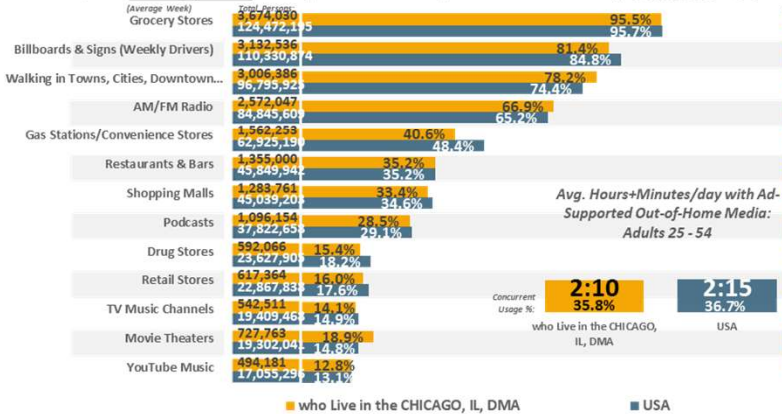
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



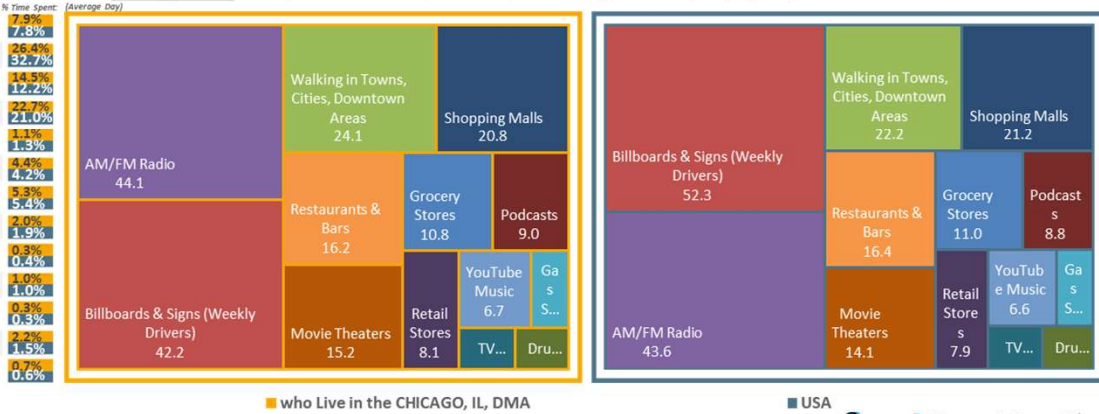
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



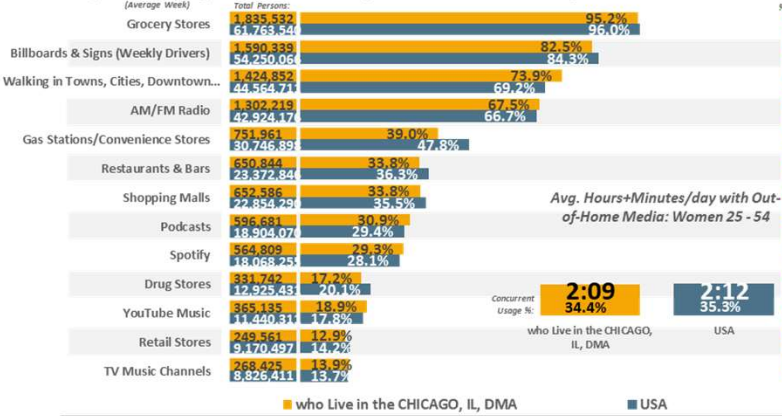
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



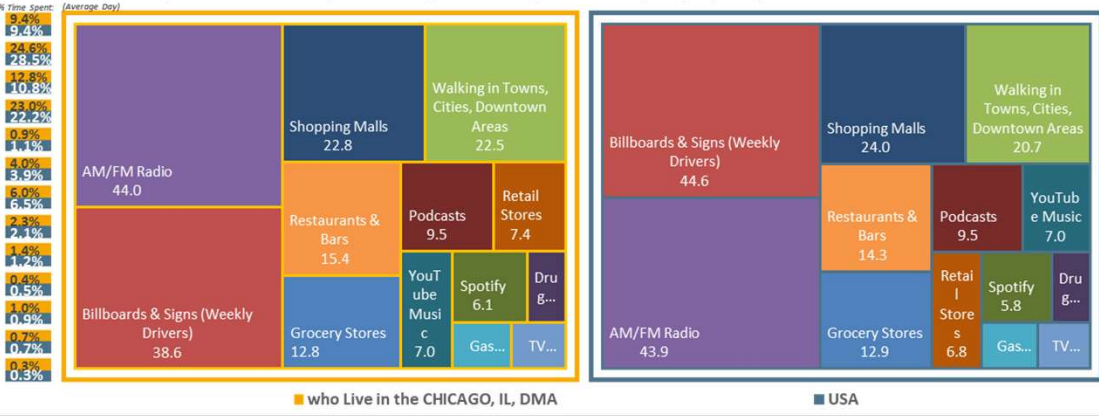


1,590,339 or 82.5% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 38.6 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 41.1 minutes/day.

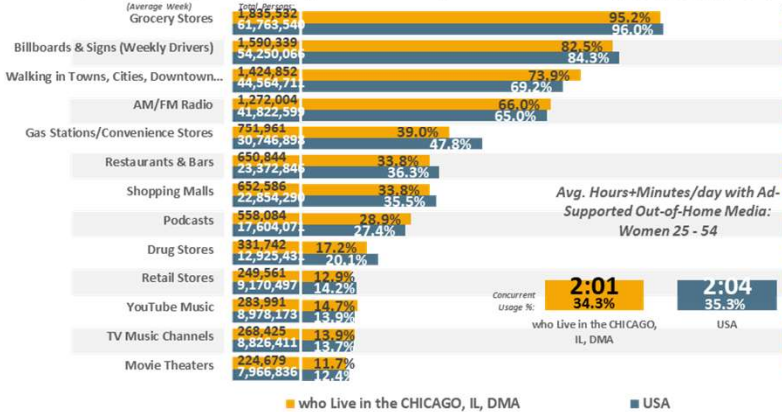
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



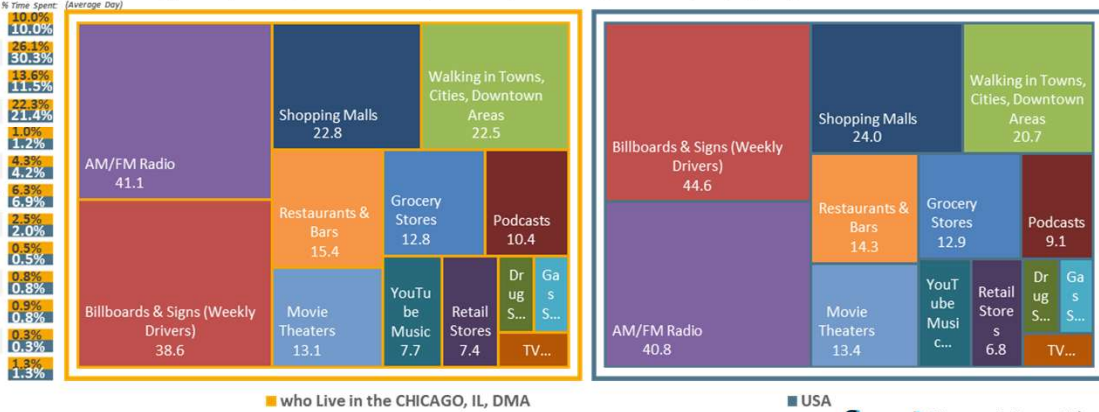
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



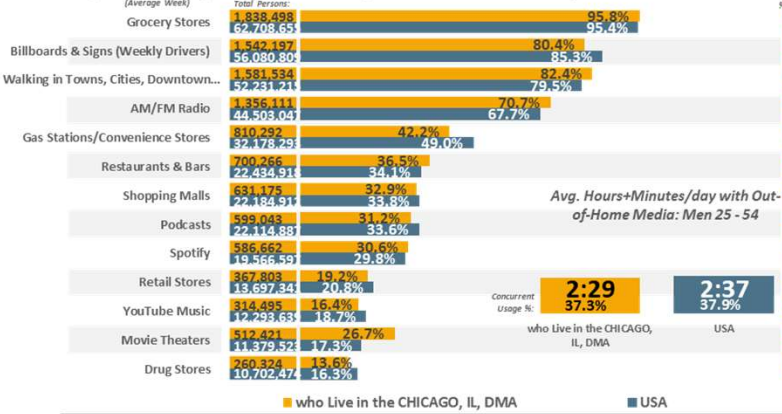
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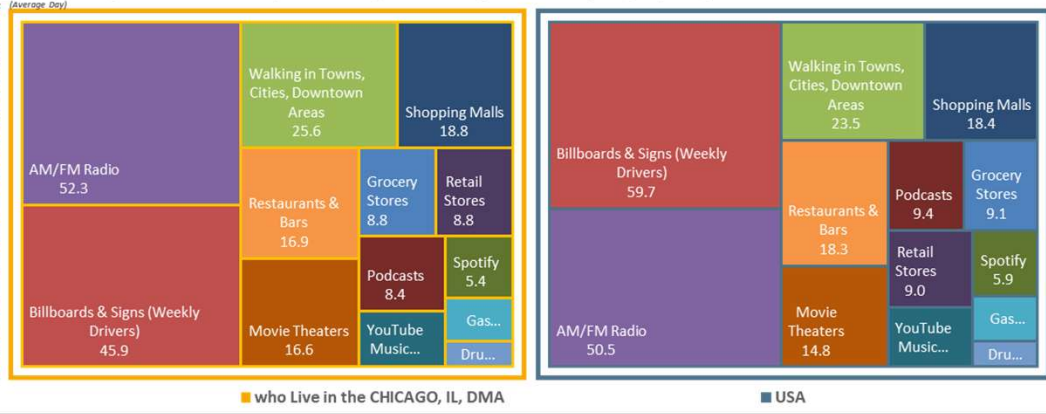


1,542,197 or 80.4% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 45.9 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 46.8 minutes/day.

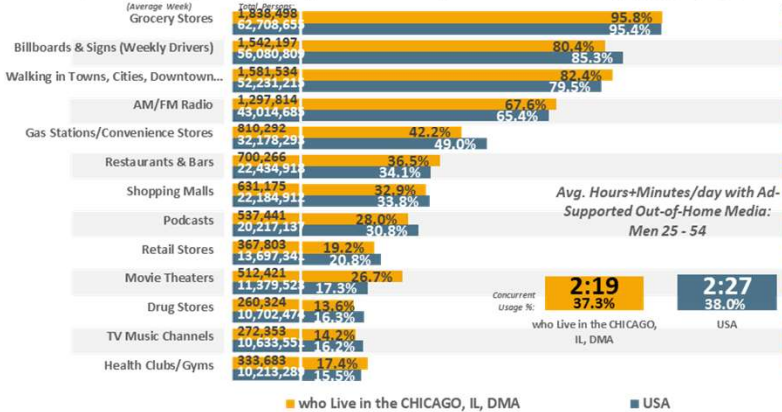
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



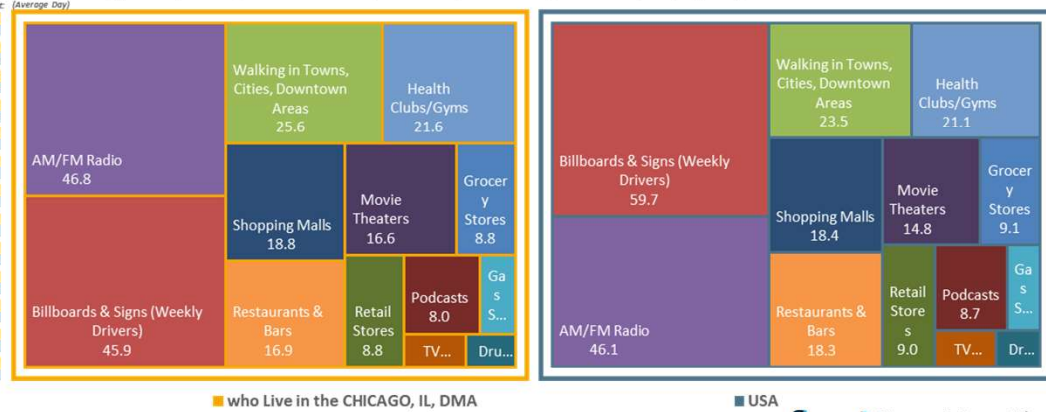
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



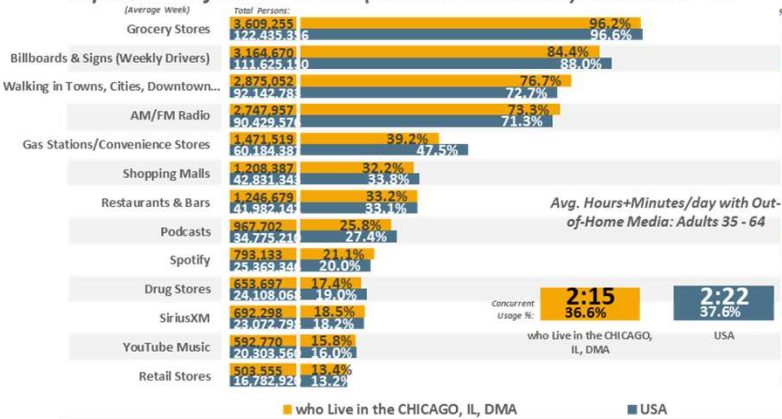
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



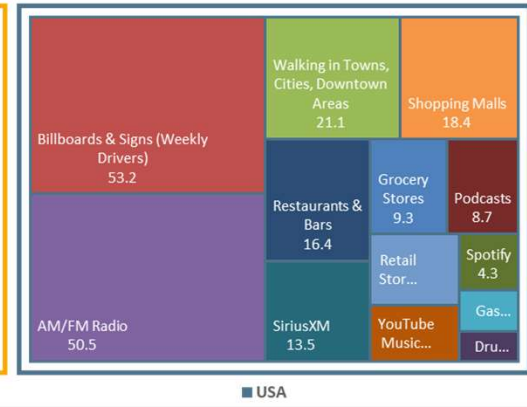
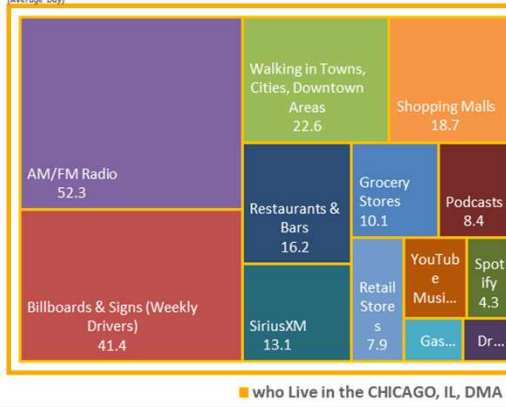


3,164,670 or 84.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 41.4 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 48.6 minutes/day.

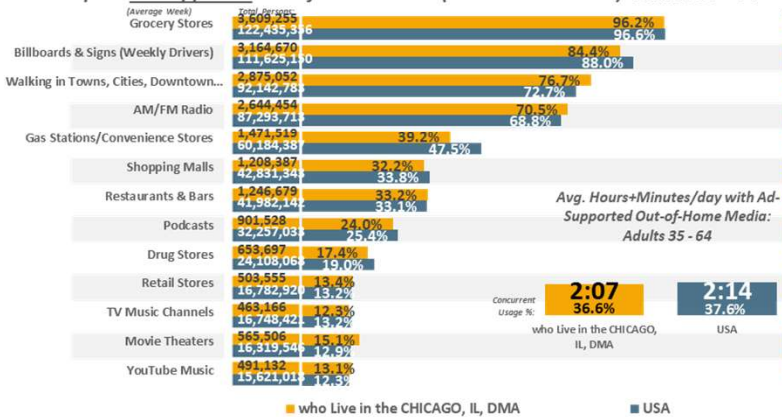
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



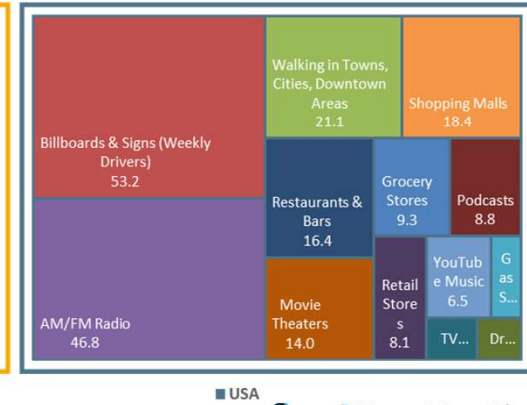
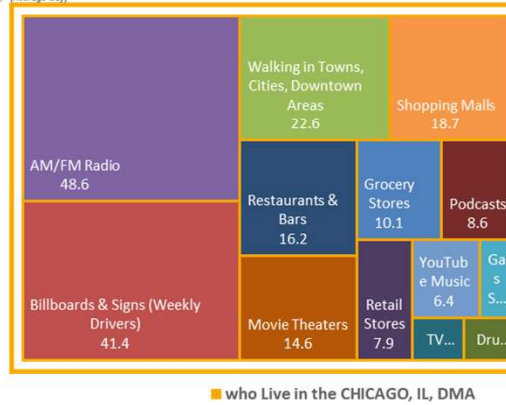
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



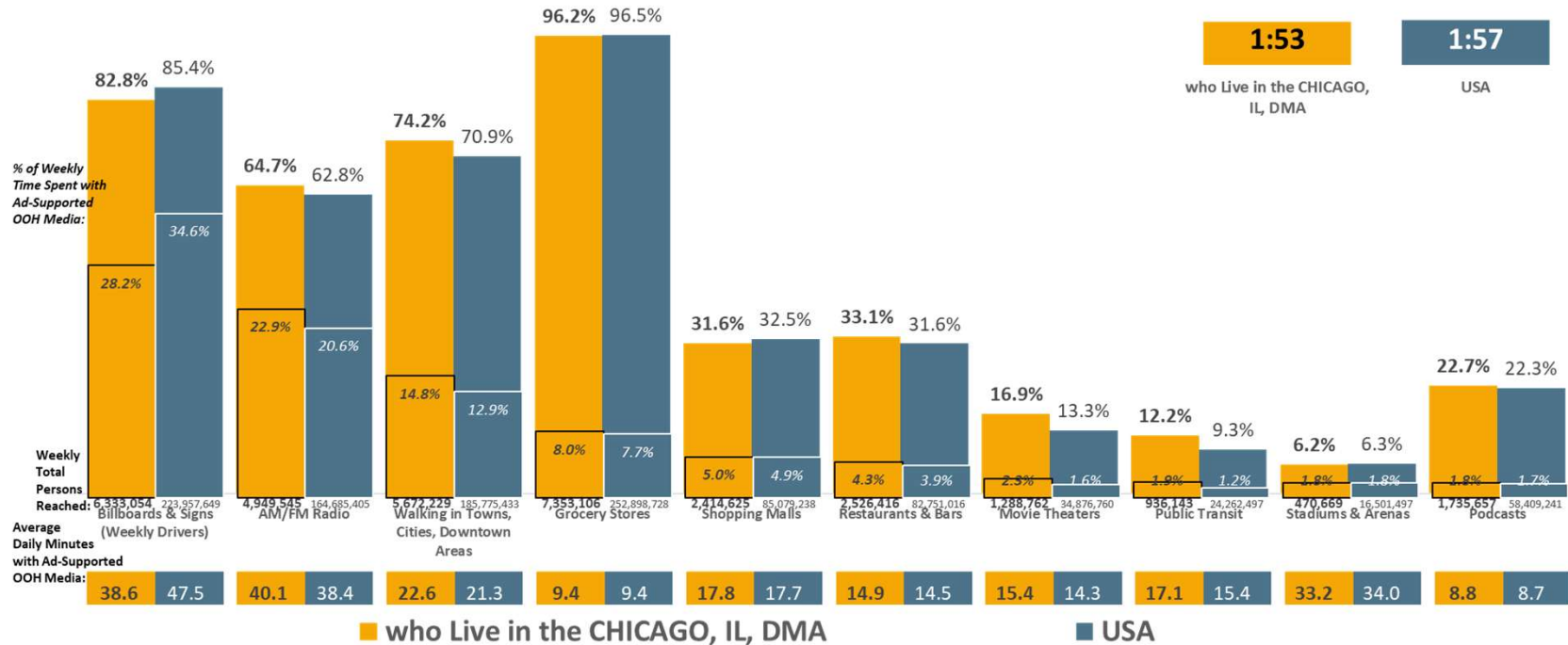


6,333,054 or 82.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 38.6 minutes per day driving, seeing Billboards and Signs representing 28.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:53
who Live in the CHICAGO, IL, DMA

1:57
USA

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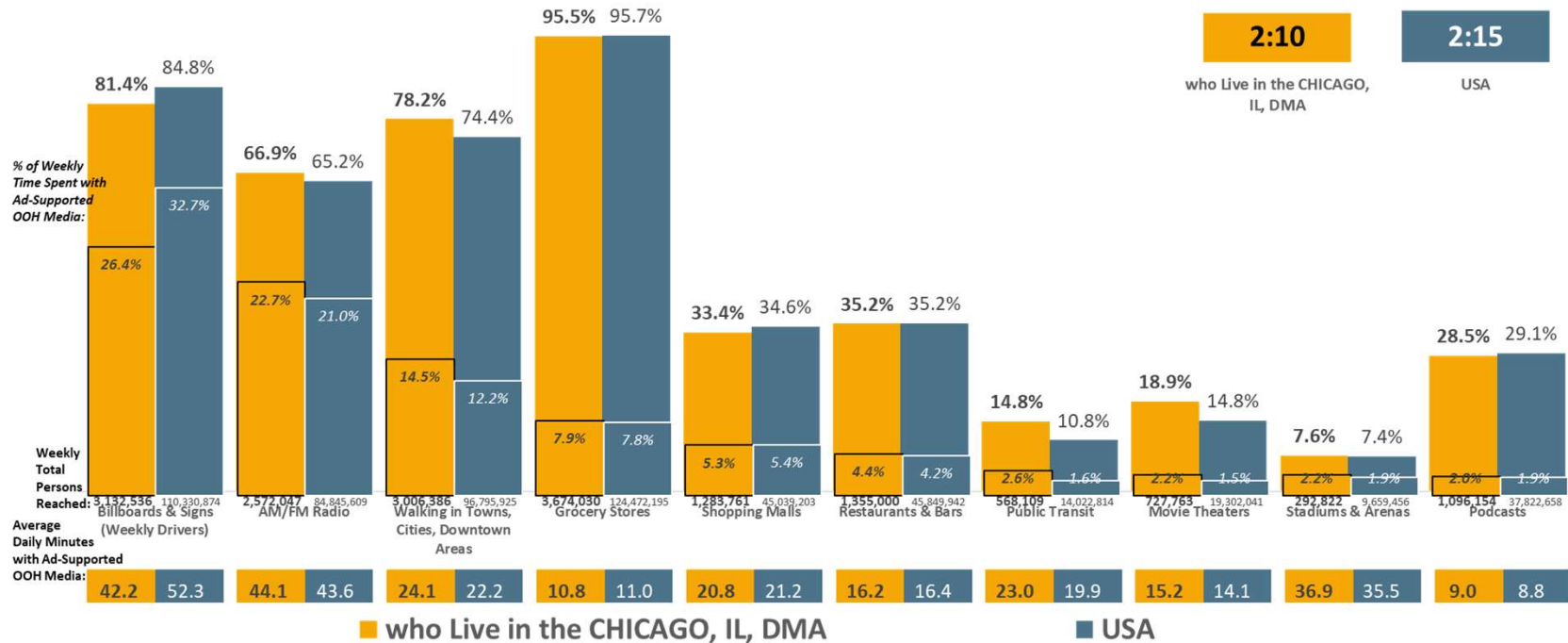


3,132,536 or 81.4% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 42.2 minutes per day driving, seeing Billboards and Signs representing 26.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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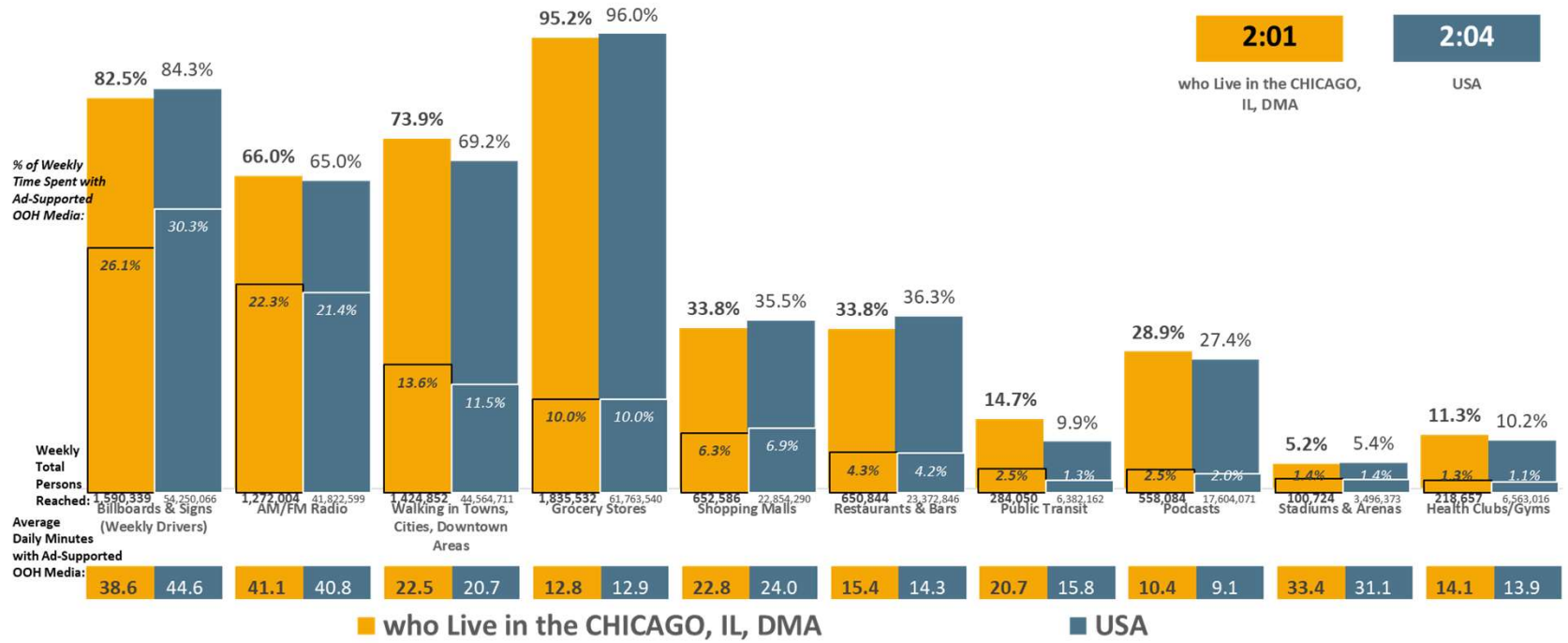


1,590,339 or 82.5% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 38.6 minutes per day driving, seeing Billboards and Signs representing 26.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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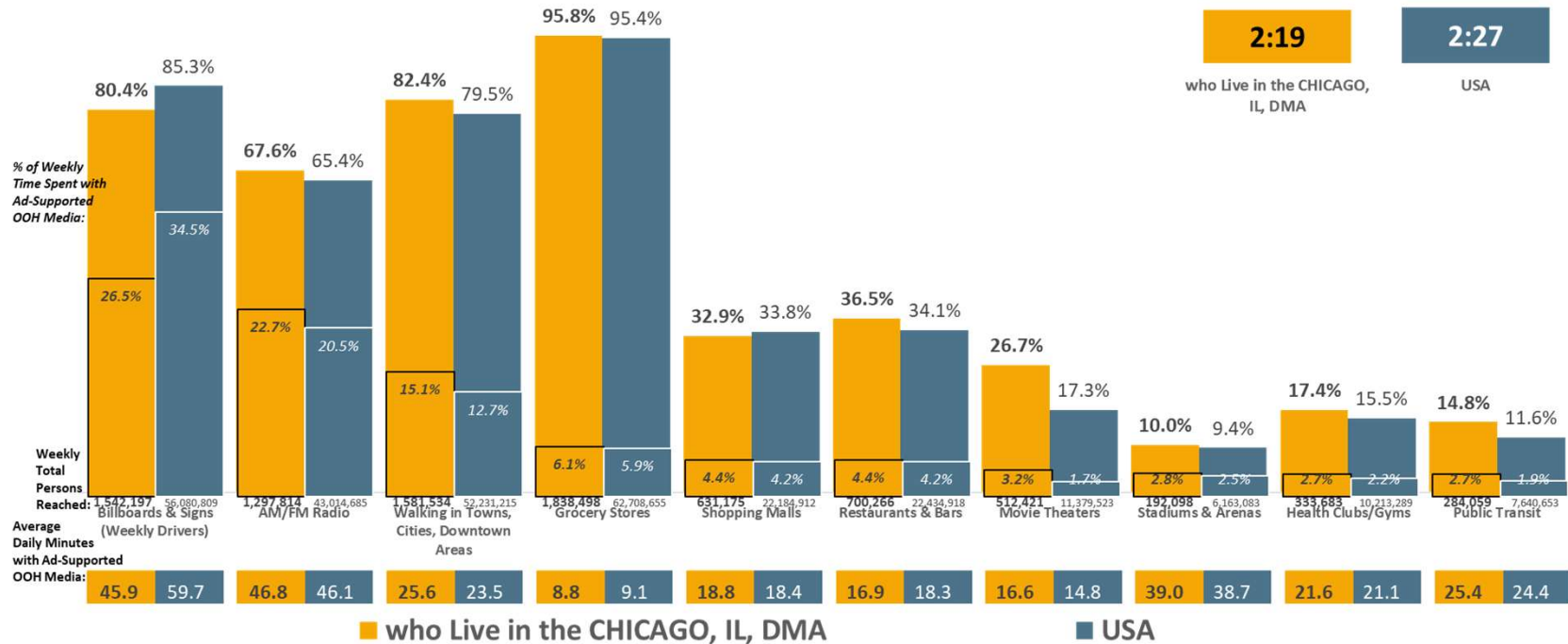


1,542,197 or 80.4% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 45.9 minutes per day driving, seeing Billboards and Signs representing 26.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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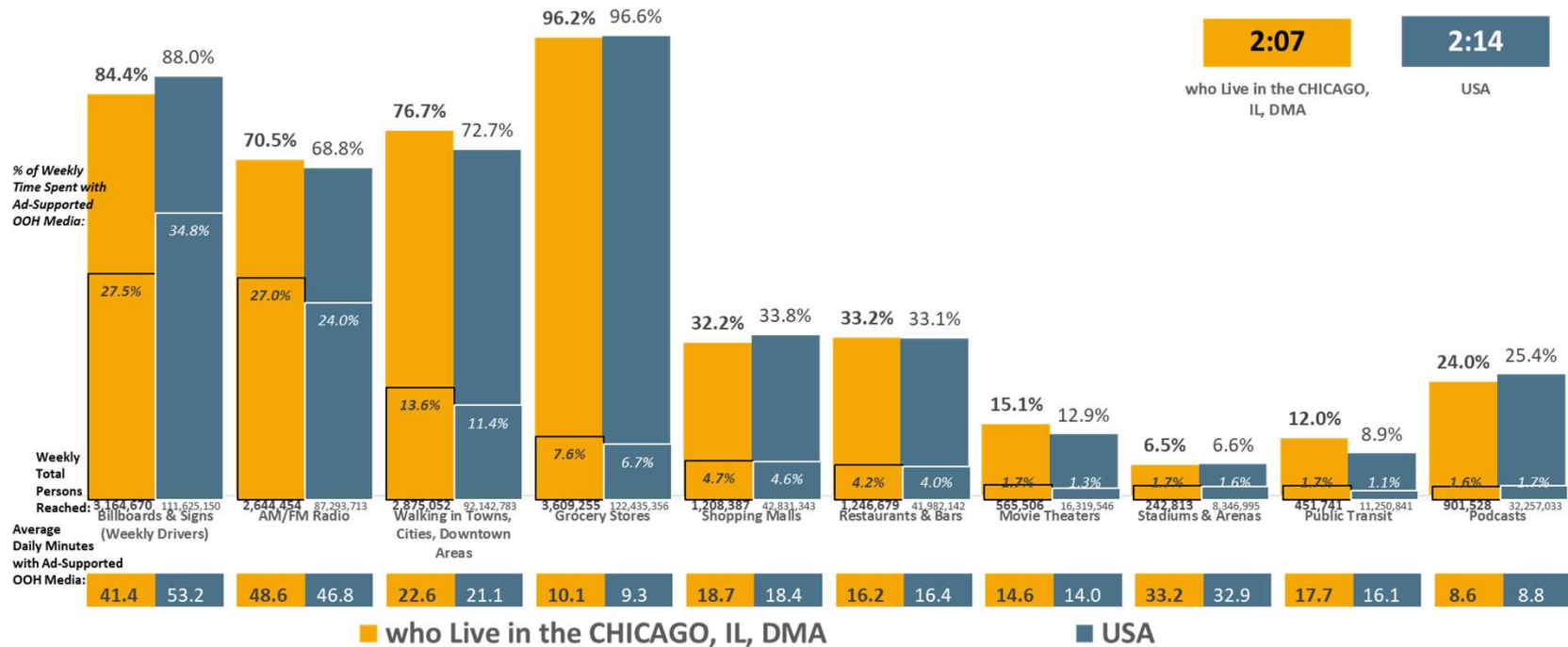


3,164,670 or 84.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 41.4 minutes per day driving, seeing Billboards and Signs representing 27.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:07
who Live in the CHICAGO, IL, DMA

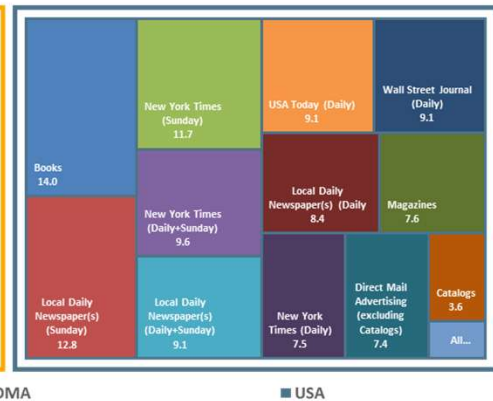
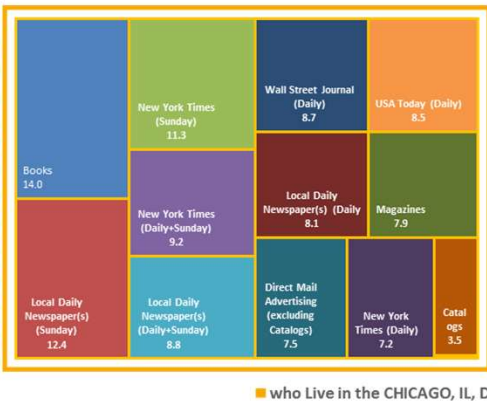
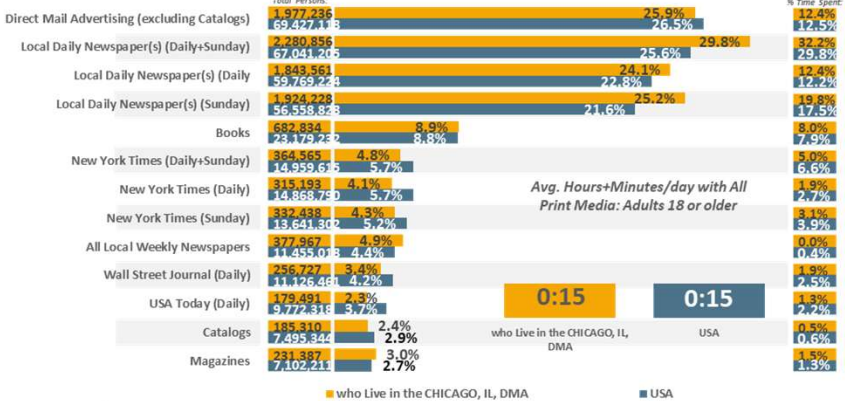
2:14
USA

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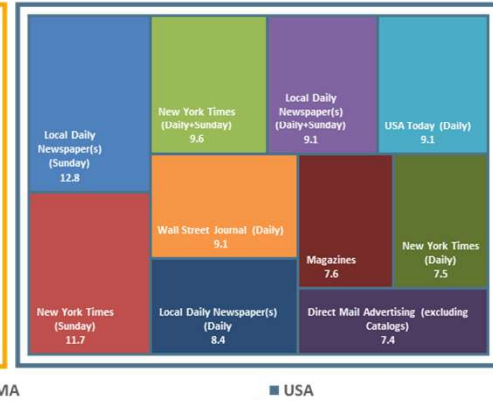
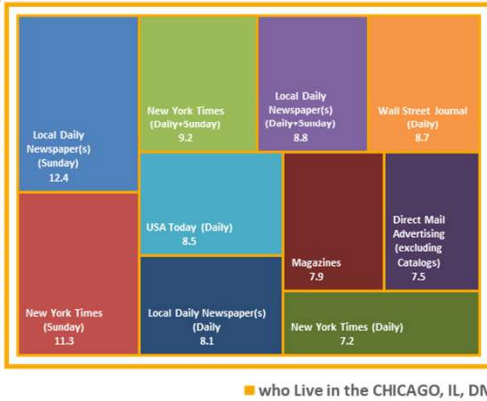
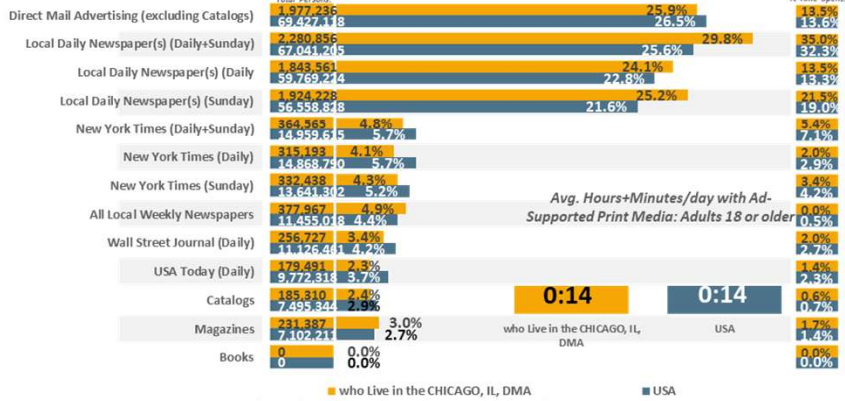


2,280,856 or 29.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 35.% of all time spent daily with All forms of Print Media.

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



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



USA USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001
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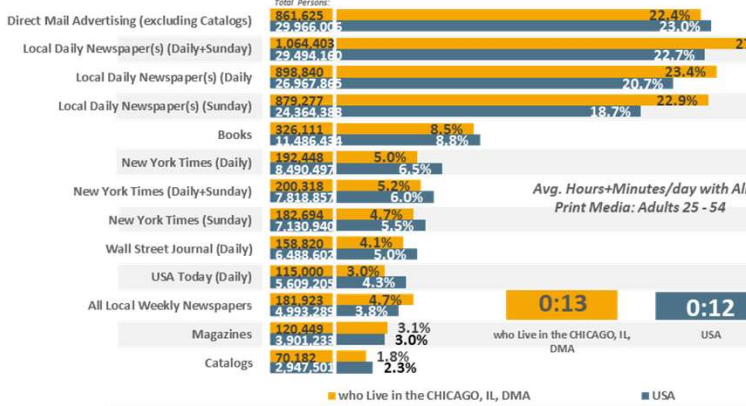
USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554



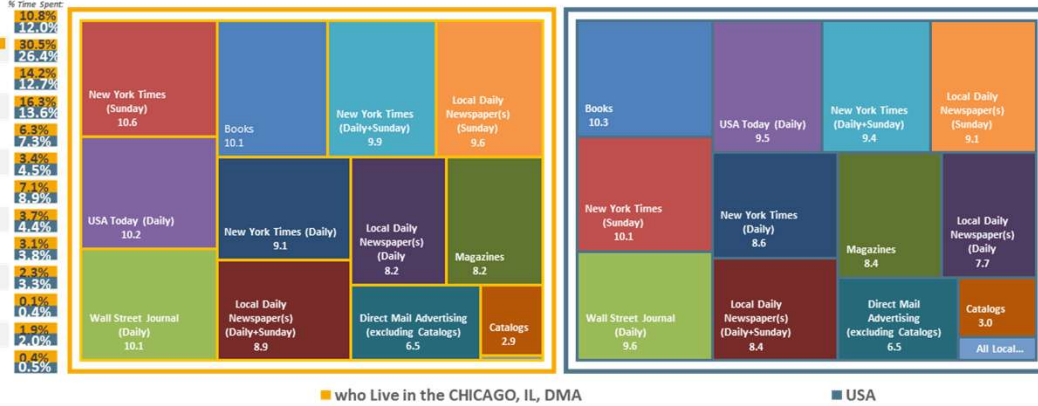


1,064,403 or 27.7% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 32.5% of all time spent daily with All forms of Print Media.

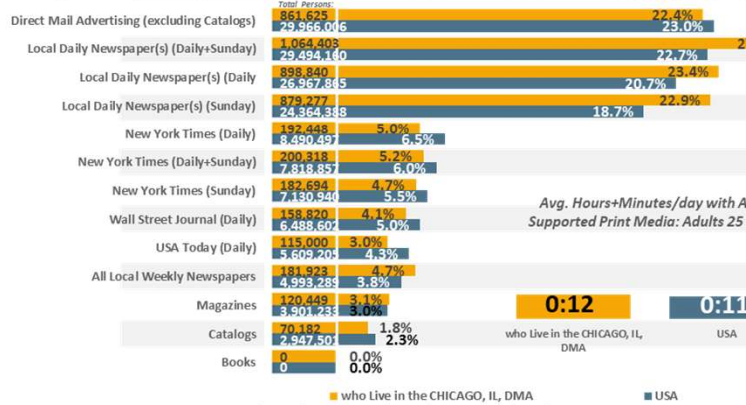
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



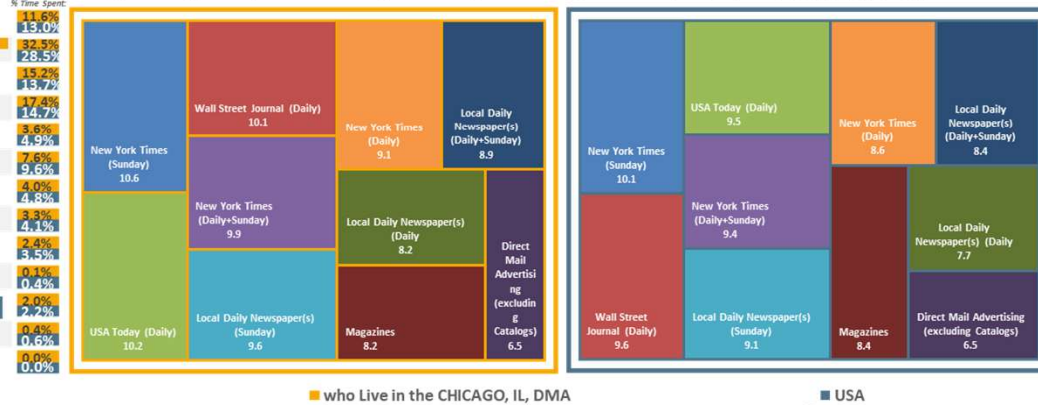
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



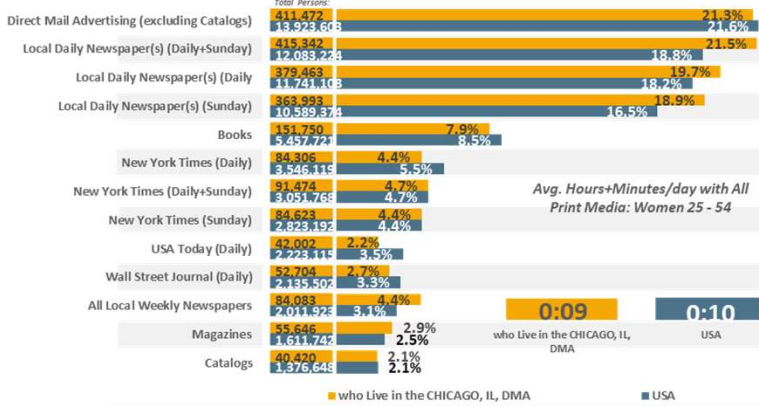
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

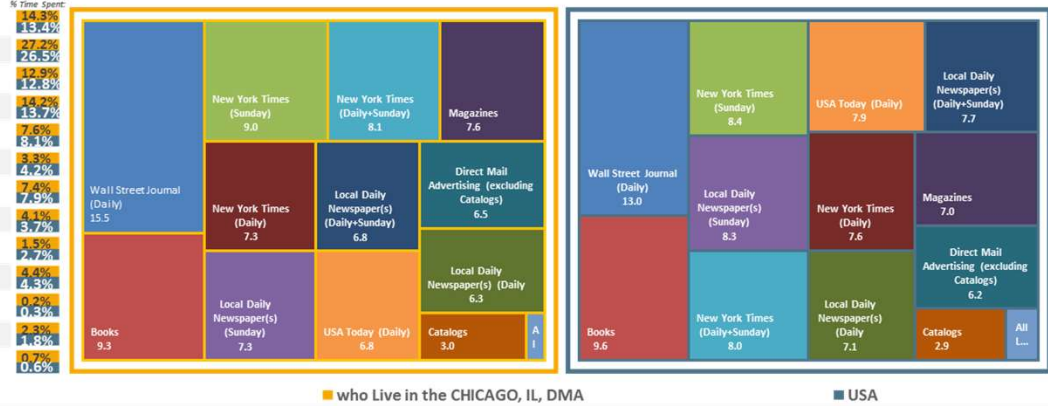


415,342 or 21.5% of Women 25 - 54 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.8 minutes every day representing 29.4% of all time spent daily with All forms of Print Media.

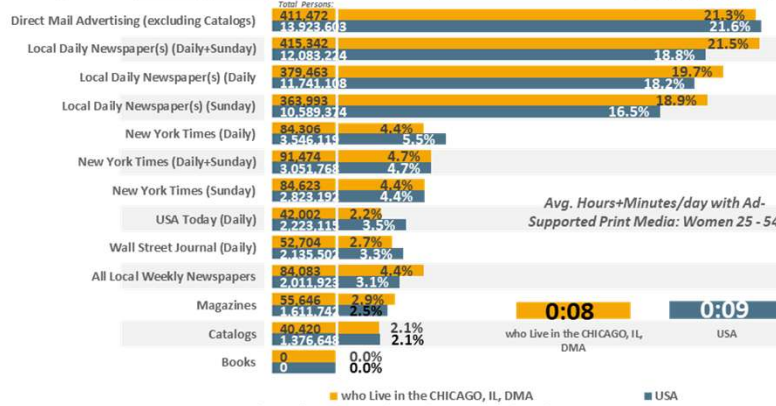
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



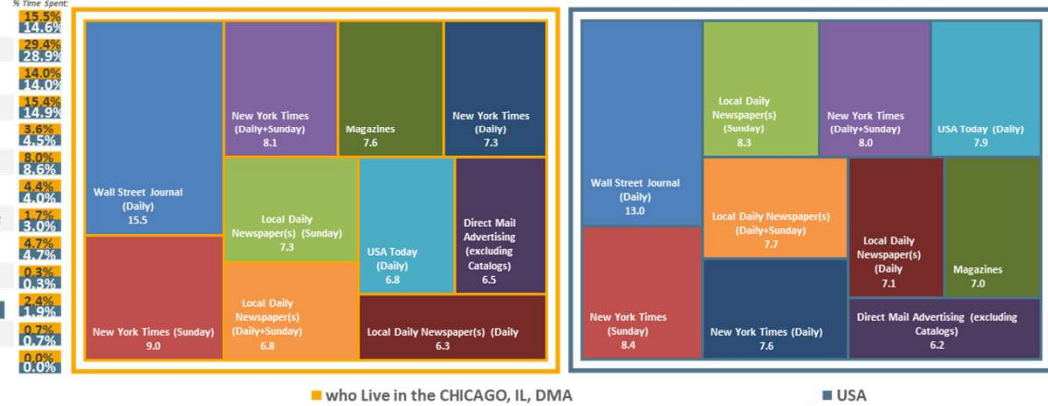
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



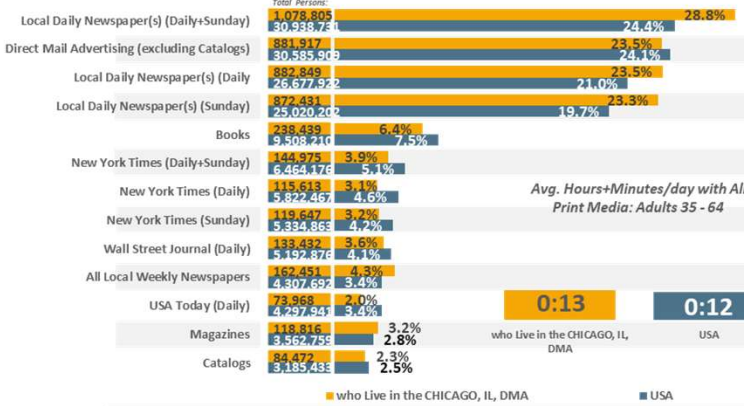
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



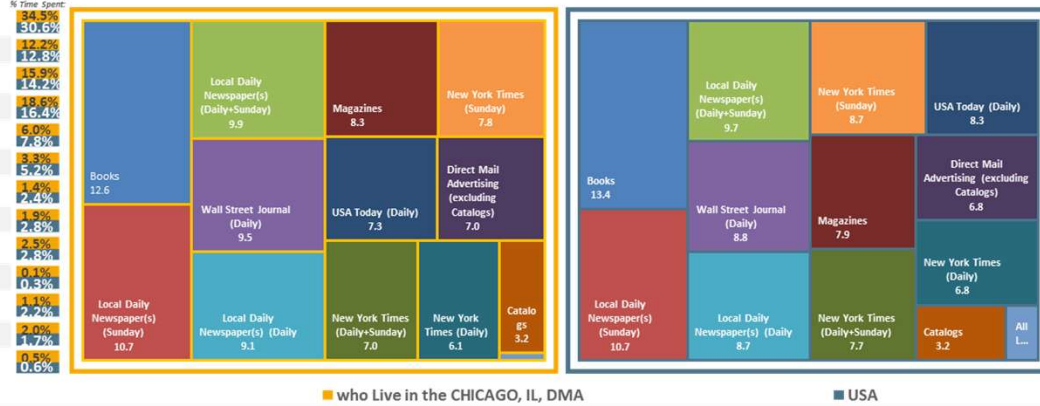


1,078,805 or 28.8% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 36.7% of all time spent daily with All forms of Print Media.

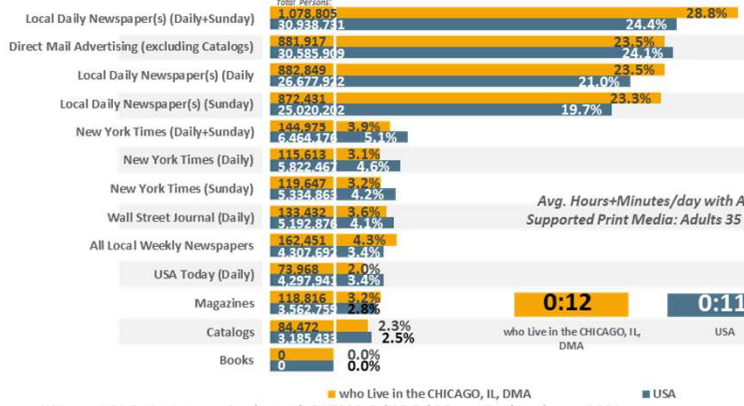
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



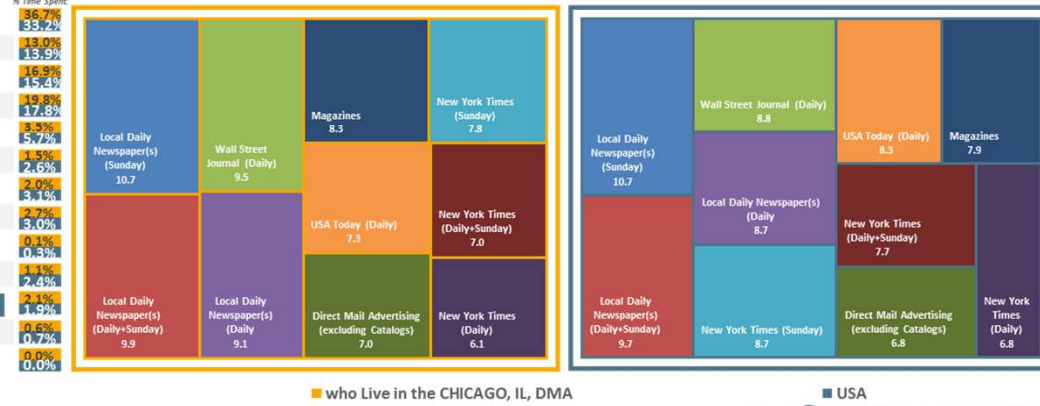
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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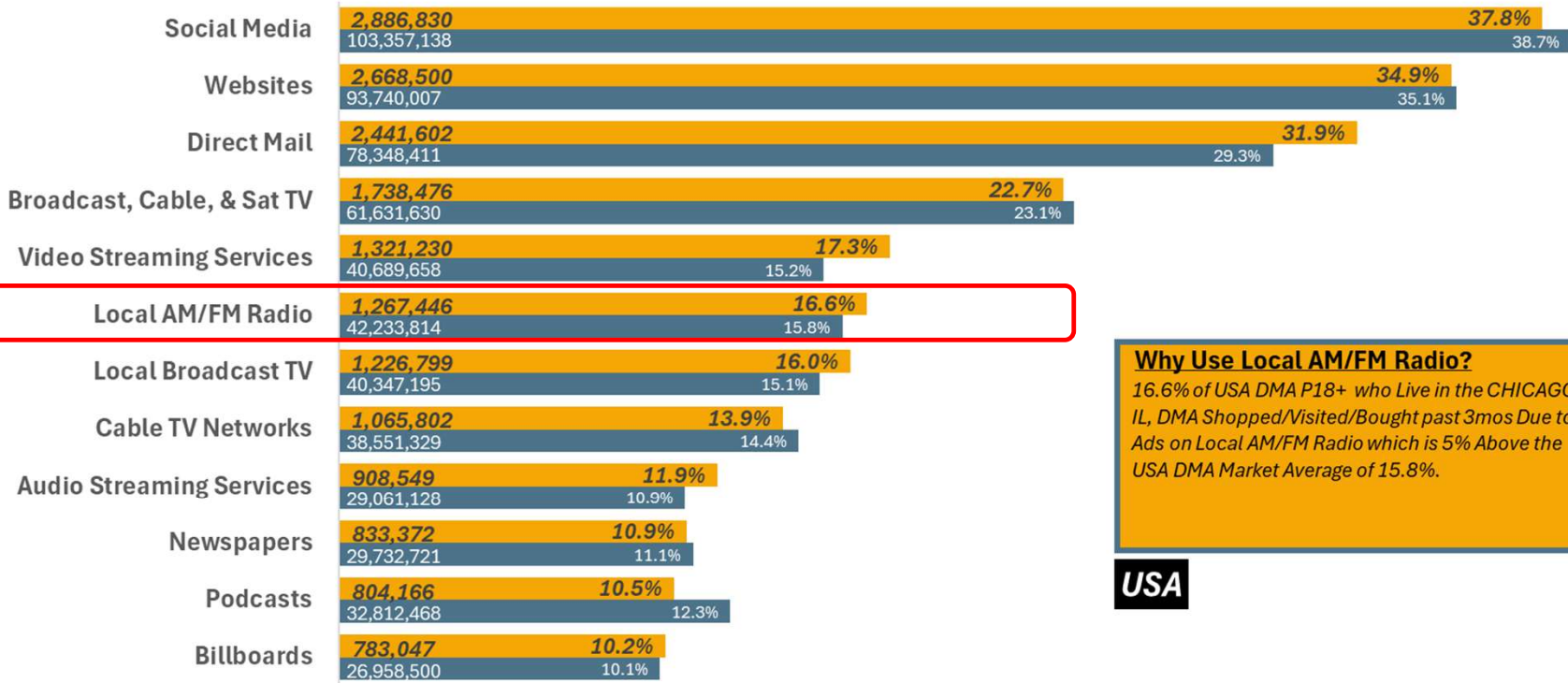




P18+

"Advertising Actions"

P18+ who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 16.6% of USA DMA P18+ who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the USA DMA Market Average of 15.8%.

USA

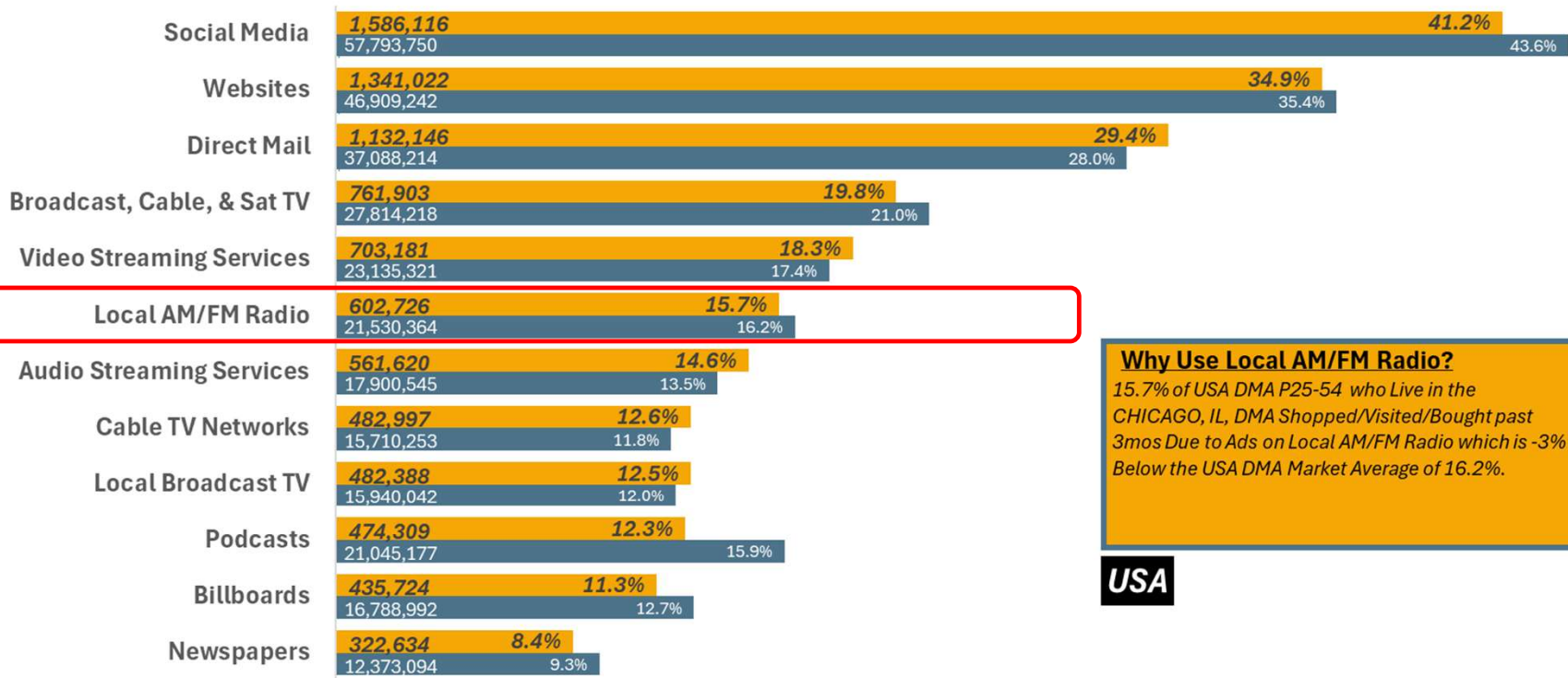
■ P18+ who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %) ■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 24492
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"Advertising Actions"

P25-54 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 15.7% of USA DMA P25-54 who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the USA DMA Market Average of 16.2%.

USA

■ P25-54 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

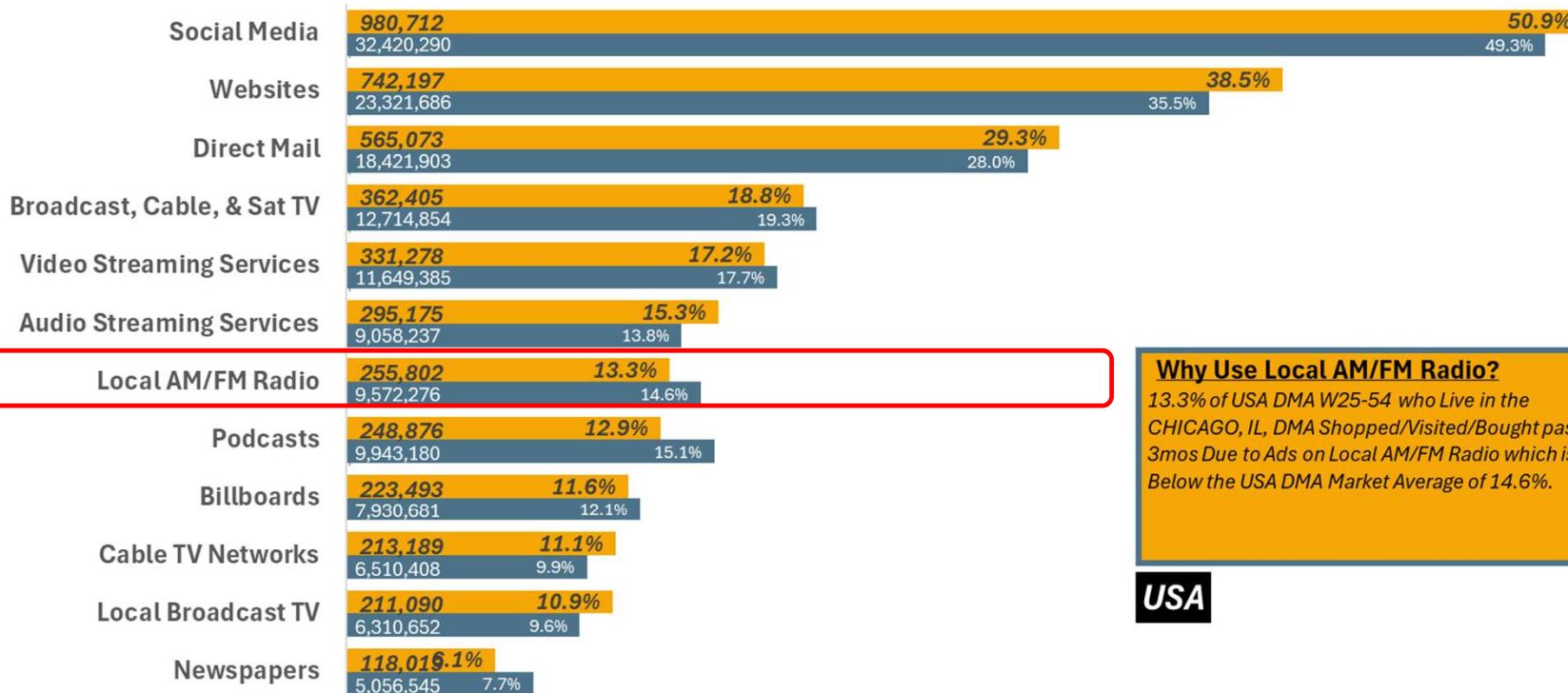
USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 11209
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W25-54

"Advertising Actions"

W25-54 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 13.3% of USA DMA W25-54 who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the USA DMA Market Average of 14.6%.

USA

■ W25-54 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

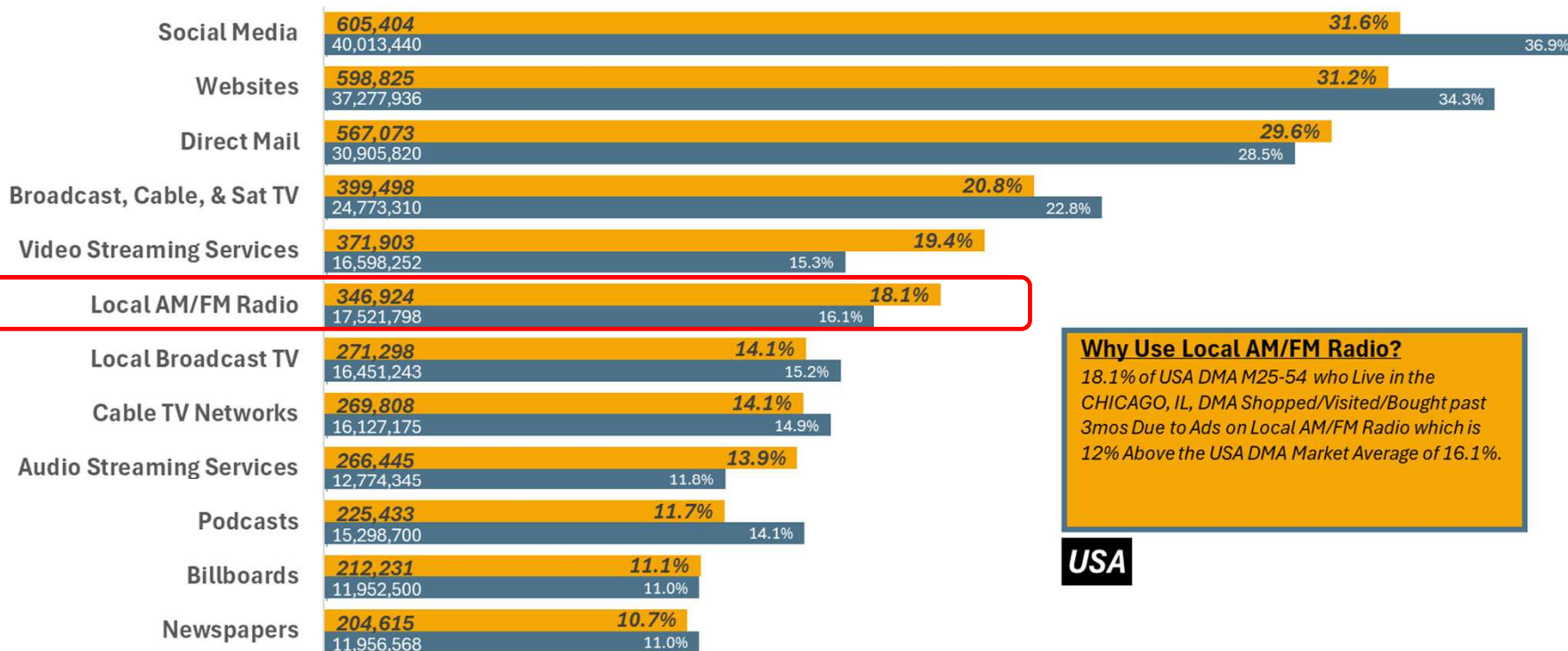
■ W25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 6653
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"Advertising Actions"

M25-54 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 18.1% of USA DMA M25-54 who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 12% Above the USA DMA Market Average of 16.1%.

USA

■ M25-54 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

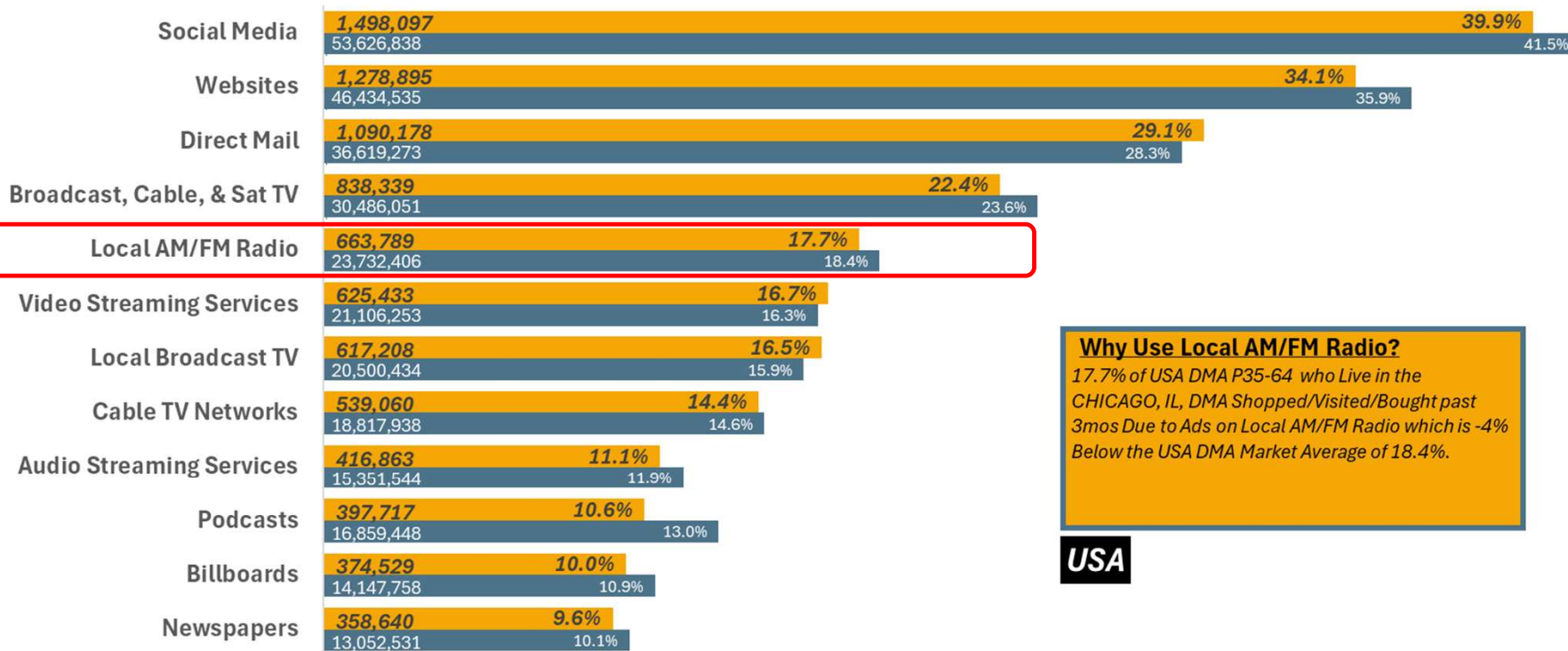
■ M25-54 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 8766
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"Advertising Actions"

P35-64 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
 17.7% of USA DMA P35-64 who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -4% Below the USA DMA Market Average of 18.4%.

USA

■ P35-64 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 12447
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