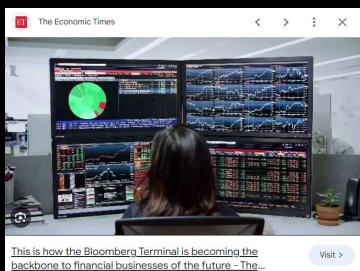


USA+4 More DMAs – P18+ who Used PINTEREST in the past 30 days!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Used PINTEREST in the past 30 days as of March 31, 2026.



Pinterest

Vanguard BlackRock

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

Social media apps or websites used or visited past 30 days: Pinterest



P18+





22.7% or 61,984,818 of USA DMA Adults 18 or older Used PINTEREST in the past 30 days.
Typical Adults 18 or older who Used PINTEREST in the past 30 days are 47.2 years old (3.4% younger than average) and have a \$112,455 (4.1% lower than average) annual household income.

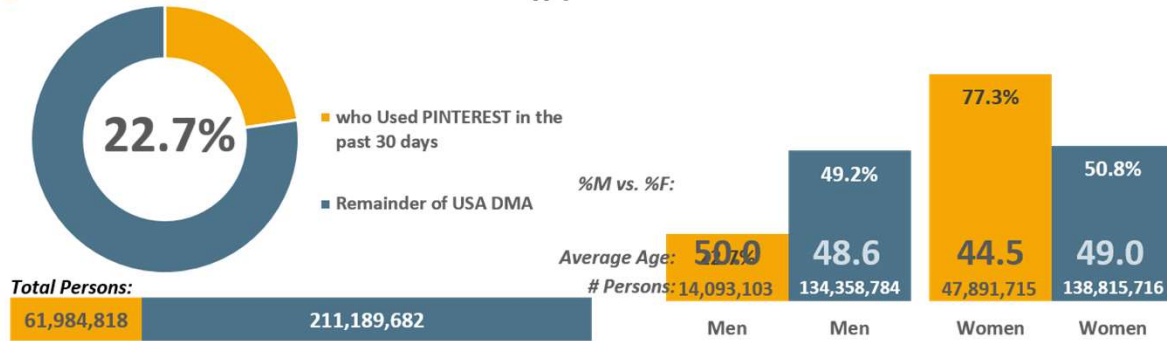


Percent of Market: Adults 18 or older

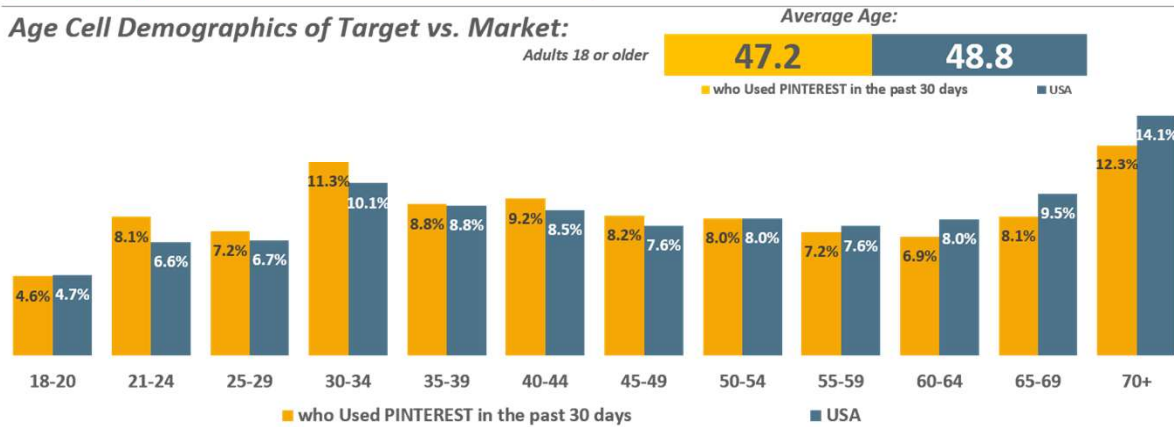


Gender of Target vs. Market: Adults 18 or older

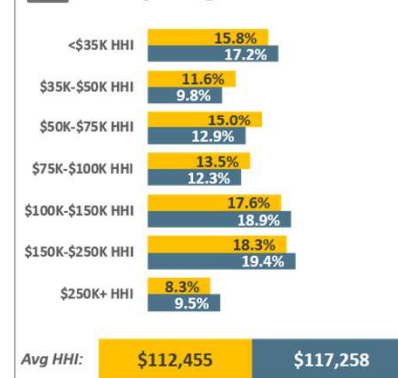
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,797
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Social media apps or websites used or visited past 30 days: Pinterest



24.4% or 952,285 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Used PINTEREST in the past 30 days. Typical Adults 18 or older who Used PINTEREST in the past 30 days are 47.9 years old (2.1% younger than average) and have a \$115,420 (.8% higher than average) annual household income.

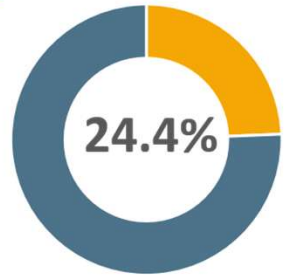


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Used PINTEREST in the past 30 days
■ Remainder of MINNEAPOLIS-ST. PAUL DMA

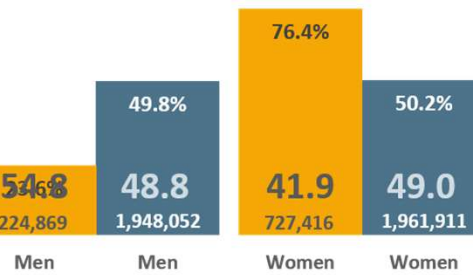
Total Persons:

952,285 2,957,678

%M vs. %F:

Average Age:

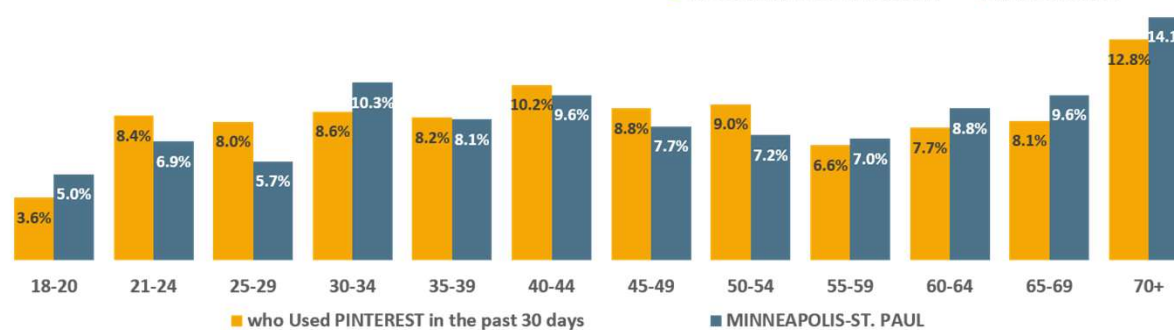
Persons:



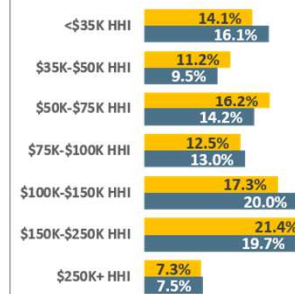
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



Avg HHI:

\$115,420 \$114,452



23.1% or 581,566 of ST. LOUIS DMA Adults 18 or older Used PINTEREST in the past 30 days.
Typical Adults 18 or older who Used PINTEREST in the past 30 days are 48.1 years old (2.8% younger than average) and have a \$98,395 (5.3% lower than average) annual household income.

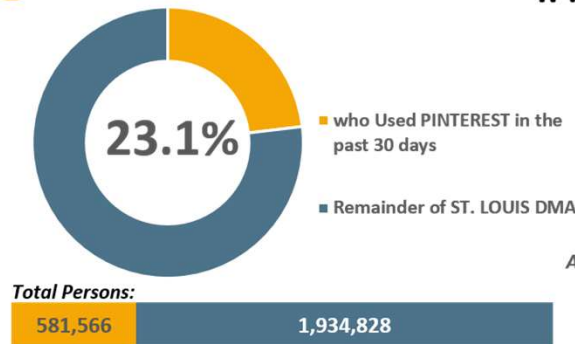


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

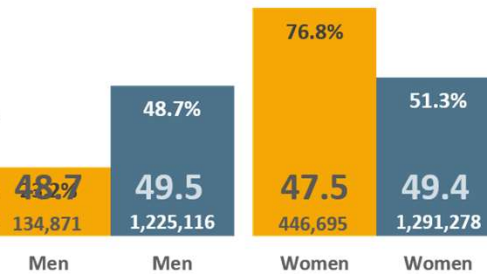
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

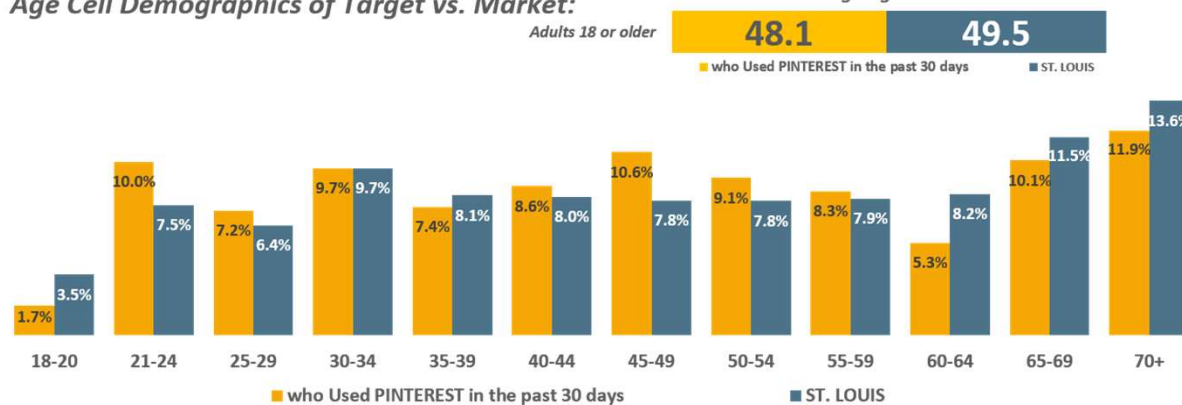
Persons:



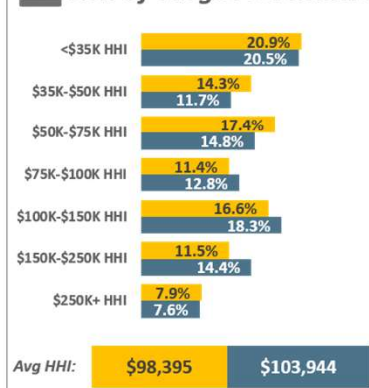
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 500
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Social media apps or websites used or visited past 30 days: Pinterest



22.1% or 430,362 of CINCINNATI DMA Adults 18 or older Used PINTEREST in the past 30 days.
Typical Adults 18 or older who Used PINTEREST in the past 30 days are 47.8 years old (1.8% younger than average) and have a \$101,790 (1.6% lower than average) annual household income.

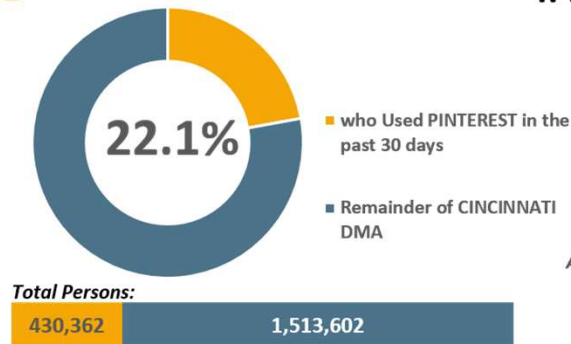


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

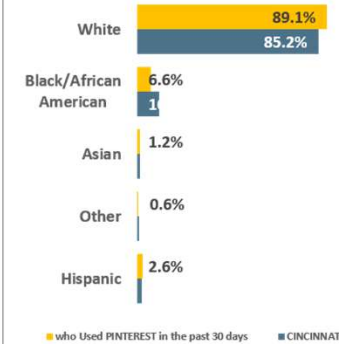
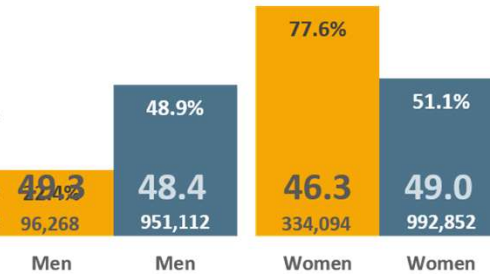
Ethnicity of Target vs. Market:



%M vs. %F:

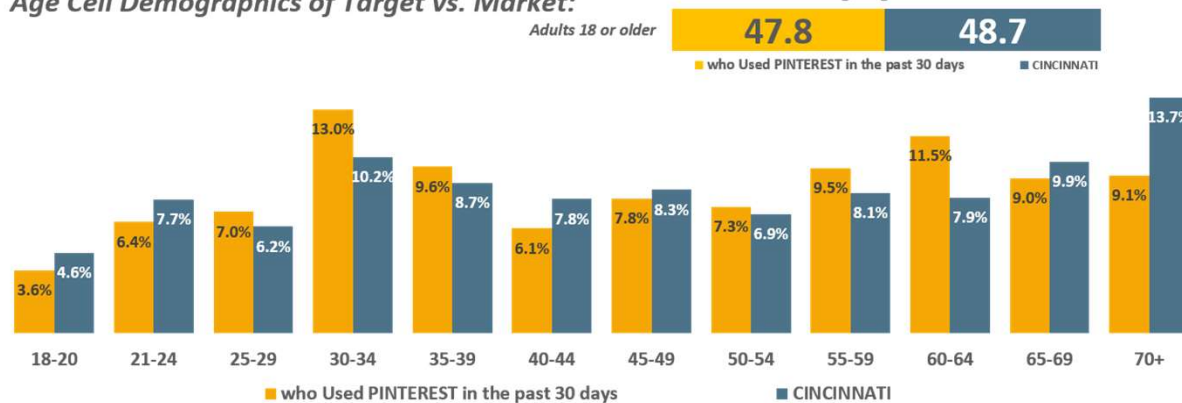
Average Age:

Persons:

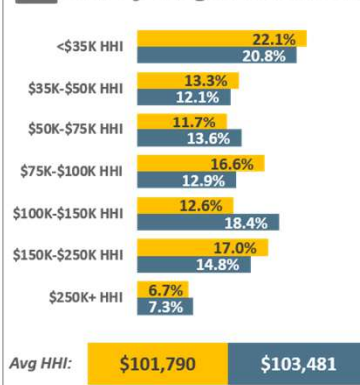


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





20.8% or 403,734 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Used PINTEREST in the past 30 days. Typical Adults 18 or older who Used PINTEREST in the past 30 days are 50.2 years old (5.7% younger than average) and have a \$110,758 (5.1% higher than average) annual household income.

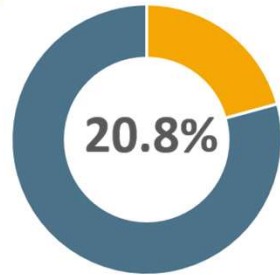


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



who Used PINTEREST in the past 30 days
Remainder of WEST PALM BEACH-BOCA RATON DMA

Total Persons:

403,734 1,540,264

%M vs. %F:

Average Age:

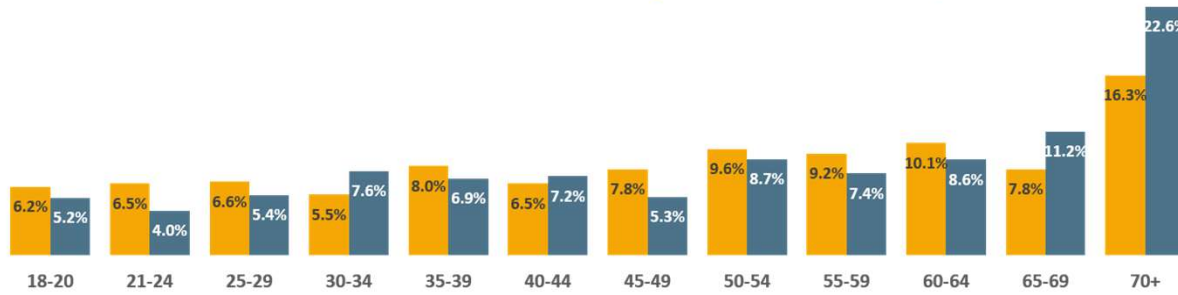
Persons:

Men Men Women Women

Average Age:

Adults 18 or older

who Used PINTEREST in the past 30 days WEST PALM BEACH-BOCA RATON

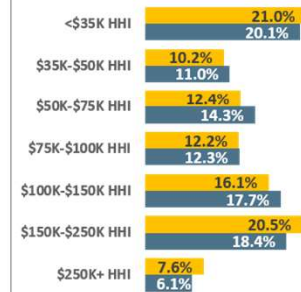


who Used PINTEREST in the past 30 days

WEST PALM BEACH-BOCA RATON



HHI of Target vs. Market:



Avg HHI:

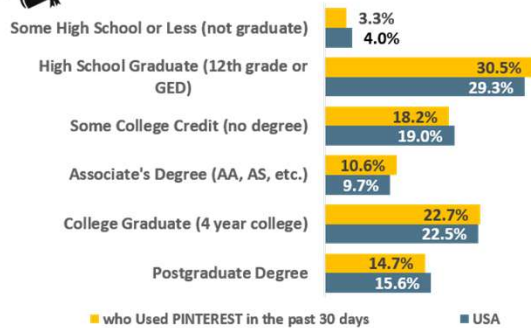
\$110,758 \$105,392



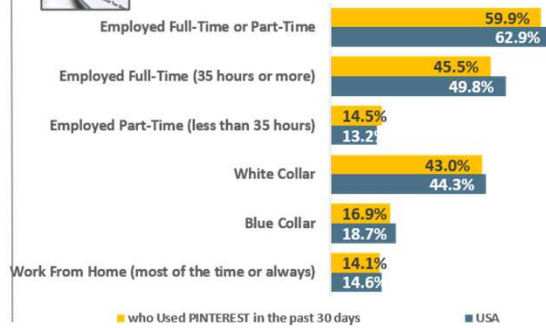
22.7% or 61,984,818 of USA DMA Adults 18 or older Used PINTEREST in the past 30 days.
Adults 18 or older who Used PINTEREST in the past 30 days are 1.7% less likely to be a college graduate, 8.7% less likely to work full-time, 3.9% less likely to be married, 18.% more likely to be a parent of 1 or more children under 18.



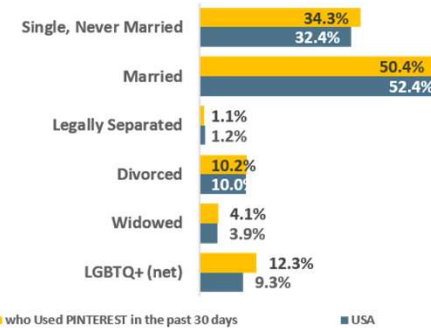
Education Levels: Adults 18 or older



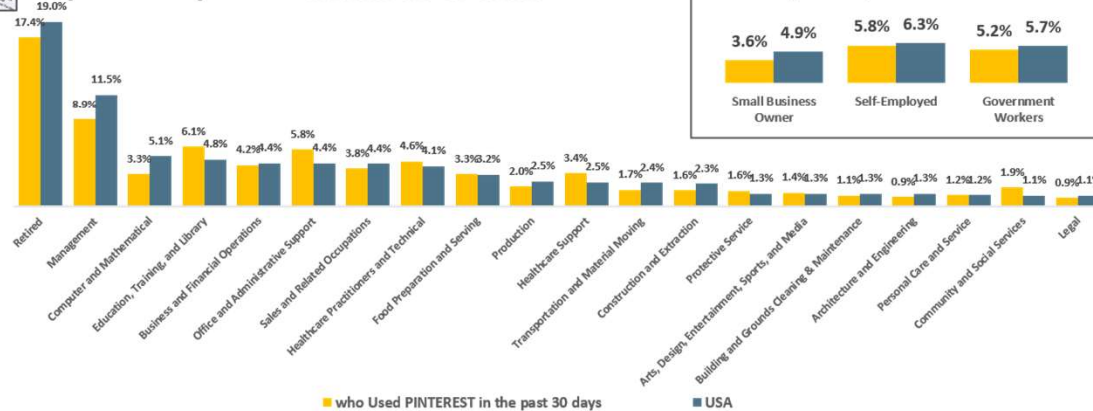
Employment: Adults 18 or older



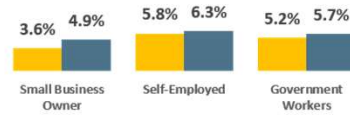
Marital Status: Adults 18 or older



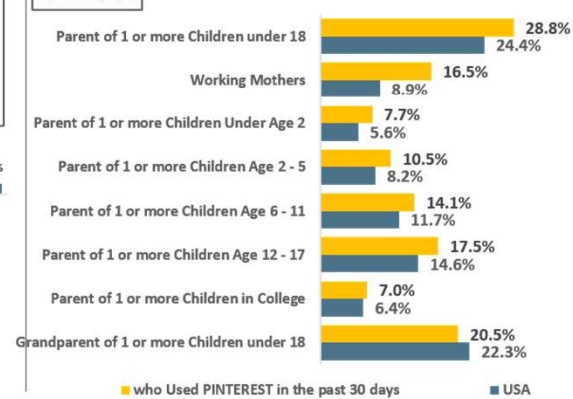
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



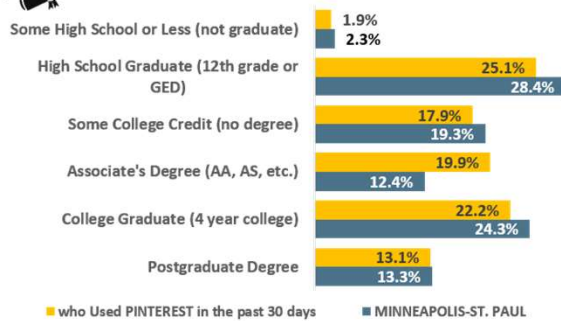
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,797
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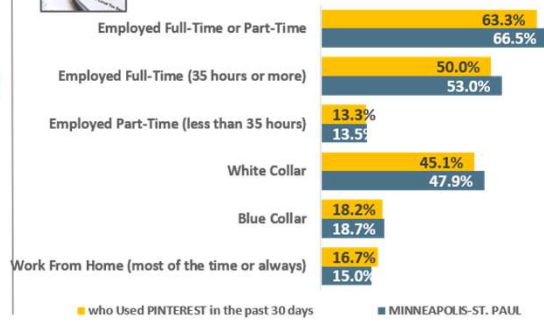
24.4% or 952,285 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Used PINTEREST in the past 30 days. Adults 18 or older who Used PINTEREST in the past 30 days are 6.2% less likely to be a college graduate, 5.7% less likely to work full-time, 1.4% more likely to be married, 22.7% more likely to be a parent of 1 or more children under 18.



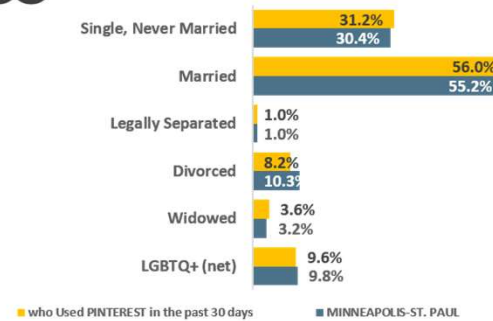
Education Levels: Adults 18 or older



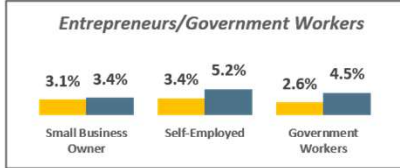
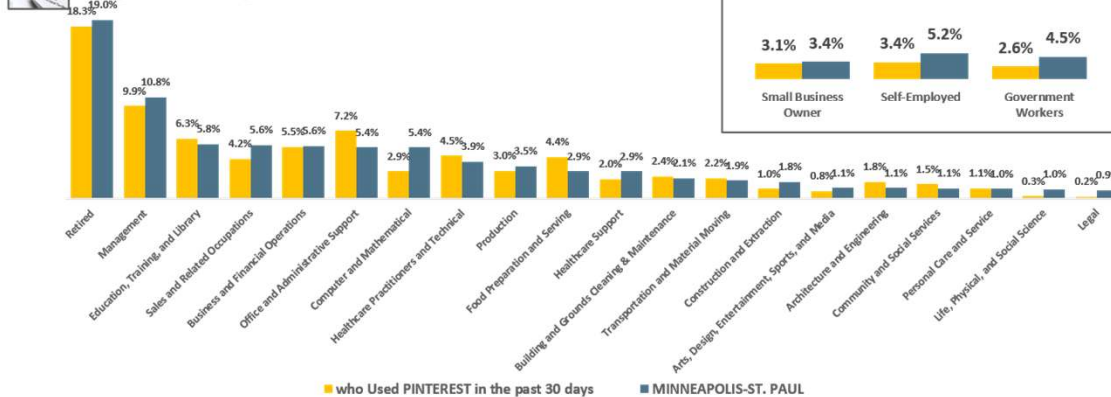
Employment: Adults 18 or older



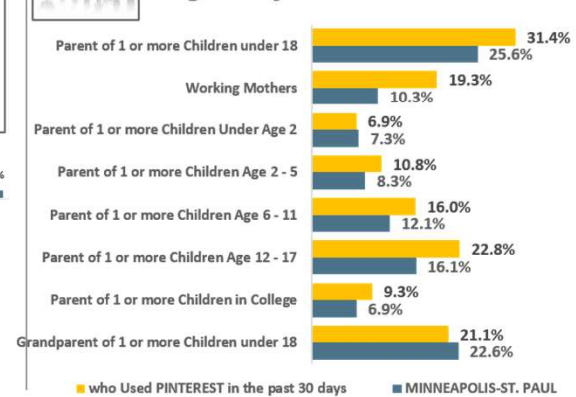
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

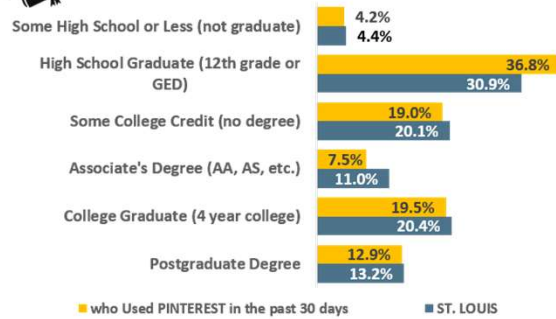




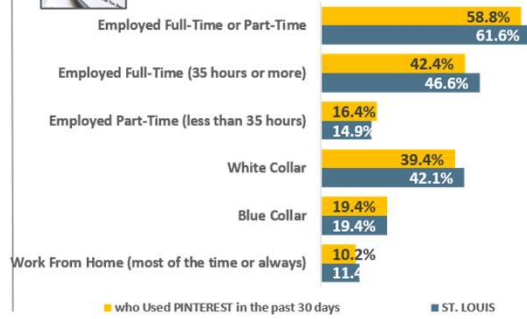
23.1% or 581,566 of ST. LOUIS DMA Adults 18 or older Used PINTEREST in the past 30 days.
Adults 18 or older who Used PINTEREST in the past 30 days are 3.5% less likely to be a college graduate, 9.1% less likely to work full-time, 2.2% less likely to be married, 23.2% more likely to be a parent of 1 or more children under 18.



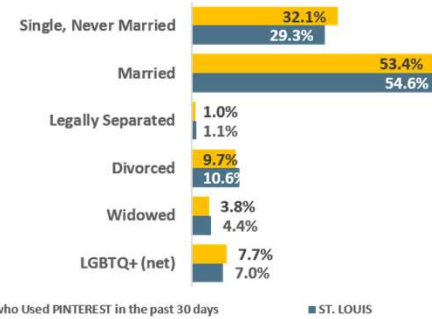
Education Levels: Adults 18 or older



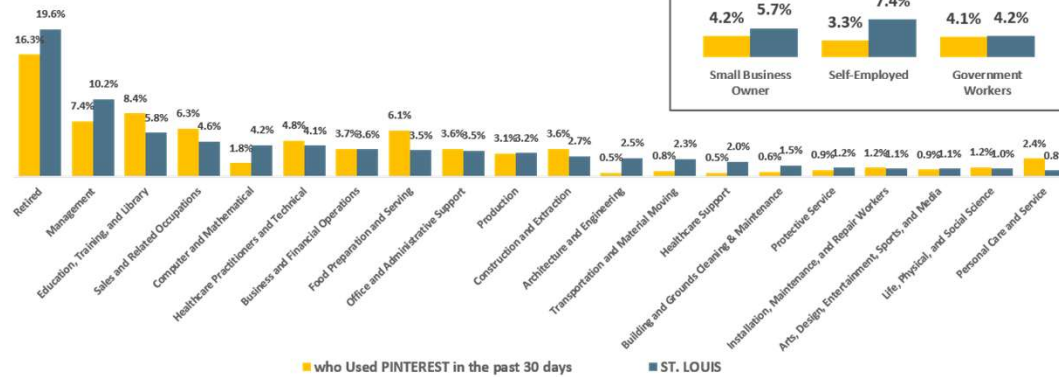
Employment: Adults 18 or older



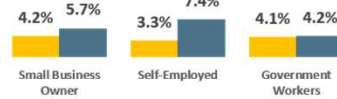
Marital Status: Adults 18 or older



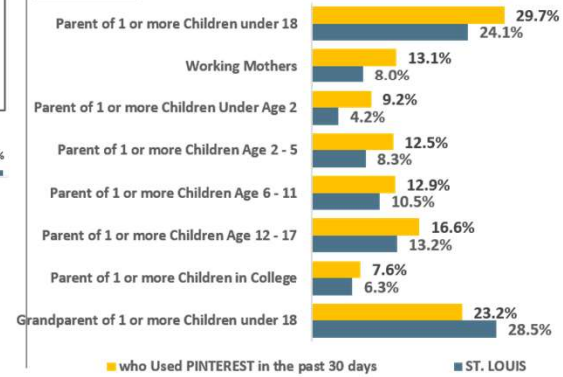
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

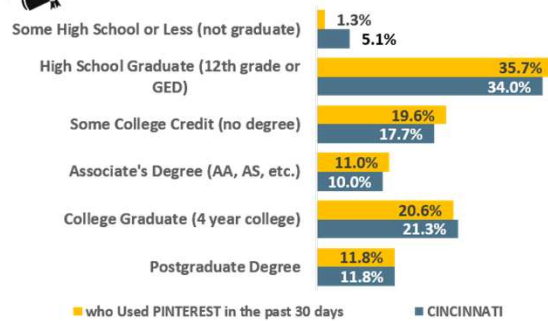




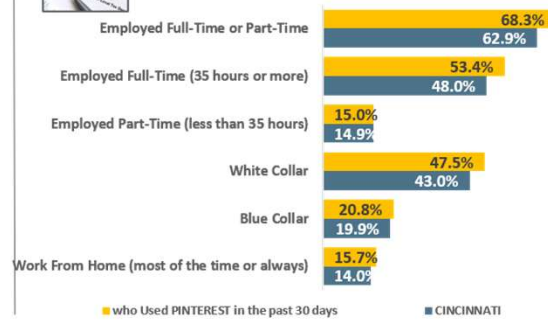
22.1% or 430,362 of CINCINNATI DMA Adults 18 or older Used PINTEREST in the past 30 days.
Adults 18 or older who Used PINTEREST in the past 30 days are 2.3% less likely to be a college graduate, 11.1% more likely to work full-time, 2.9% more likely to be married, 16.1% more likely to be a parent of 1 or more children under 18.



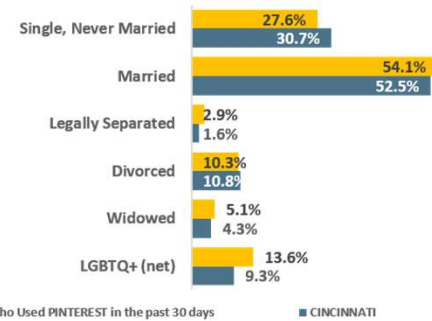
Education Levels: Adults 18 or older



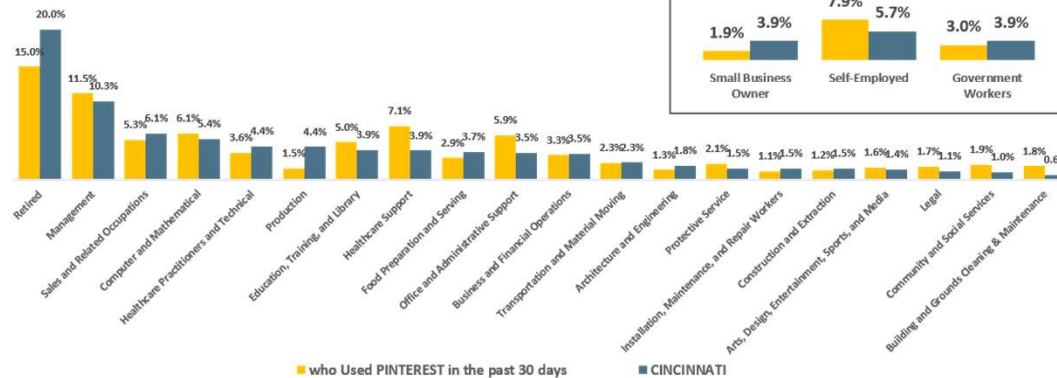
Employment: Adults 18 or older



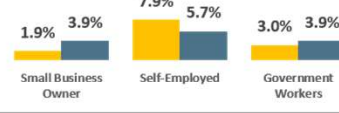
Marital Status: Adults 18 or older



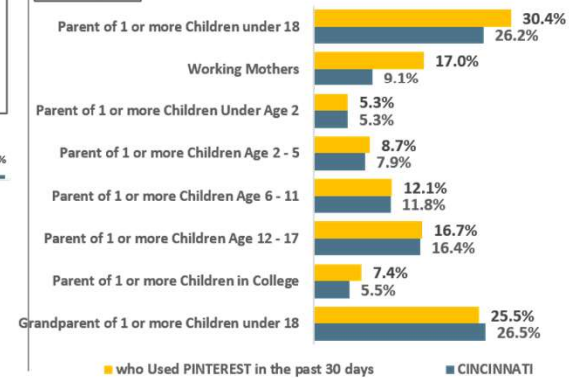
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

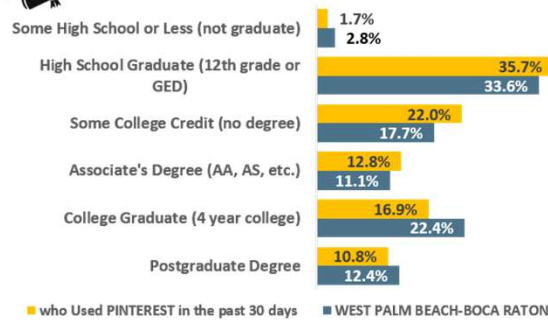




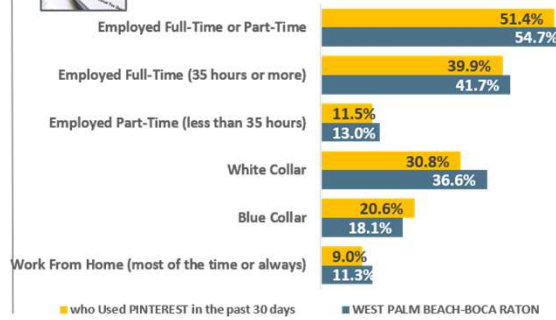
20.8% or 403,734 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Used PINTEREST in the past... Adults 18 or older who Used PINTEREST in the past 30 days are 20.3% less likely to be a college graduate, 4.3% less likely to work full-time, 12.8% less likely to be married, 35.9% more likely to be a parent of 1 or more children under 18.



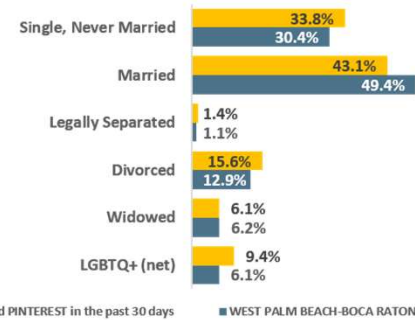
Education Levels: Adults 18 or older



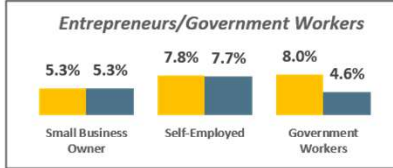
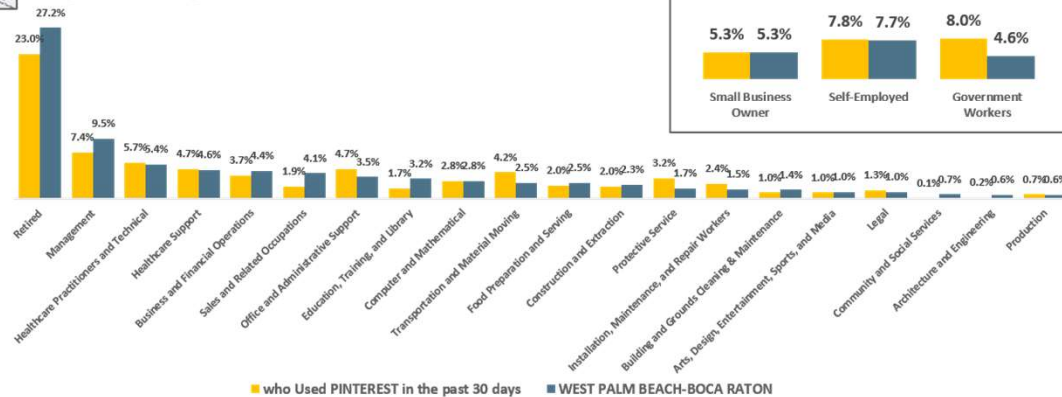
Employment: Adults 18 or older



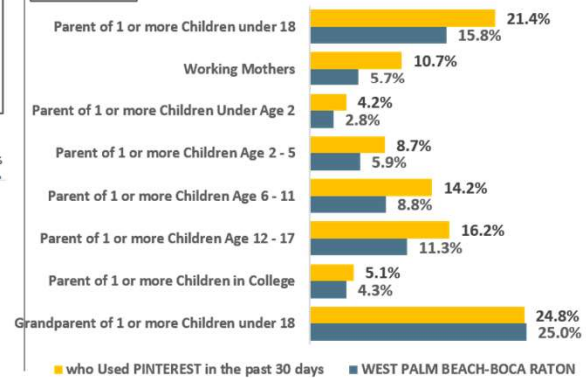
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older

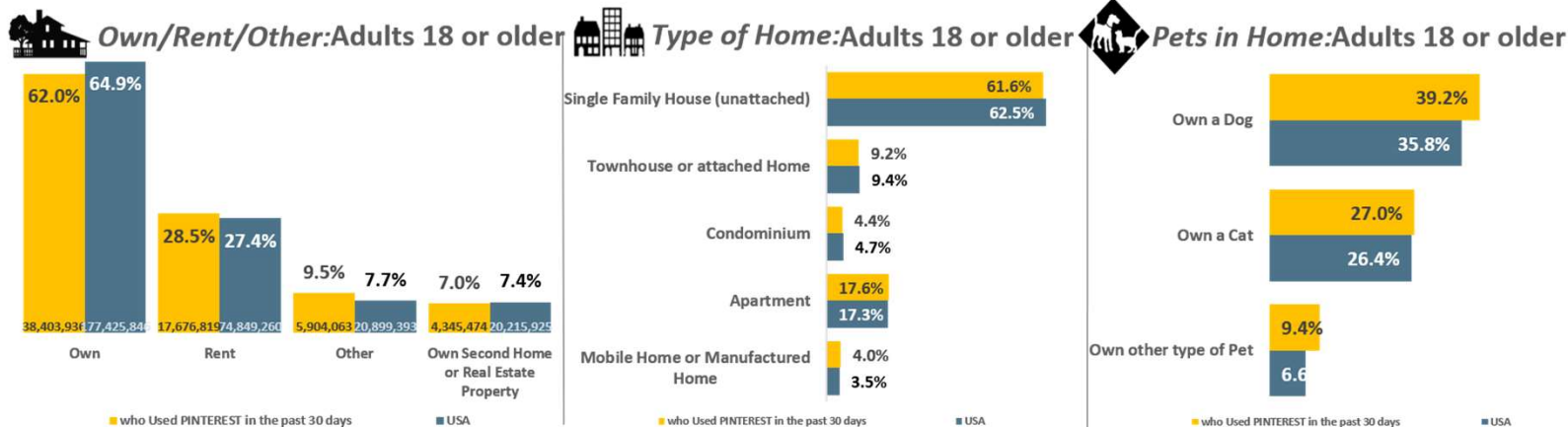


Stage in Life: Adults 18 or older

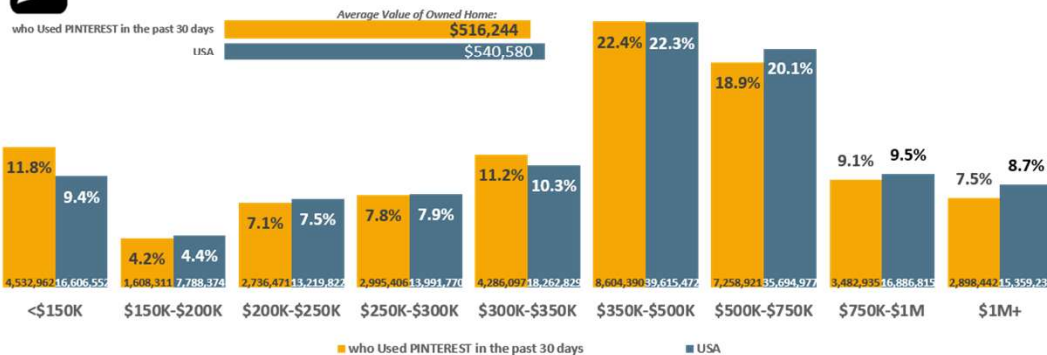




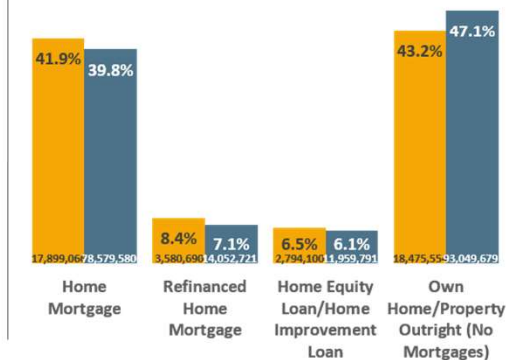
22.7% or 61,984,818 of USA DMA Adults 18 or older Used PINTEREST in the past 30 days. Adults 18 or older who Used PINTEREST in the past 30 days are 4.6% less likely to own their home, 4.5% more likely to own a lower valued home, 1.3% less likely to have a single-family home, 9.4% more likely to have a dog.



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,797
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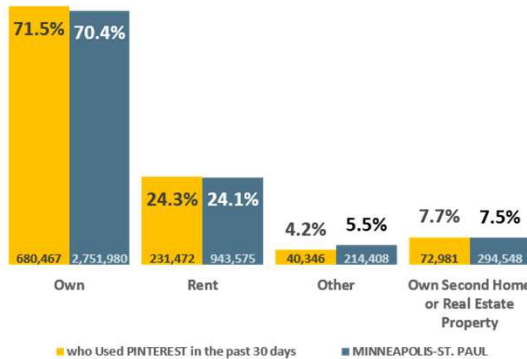
Social media apps or websites used or visited past 30 days: Pinterest



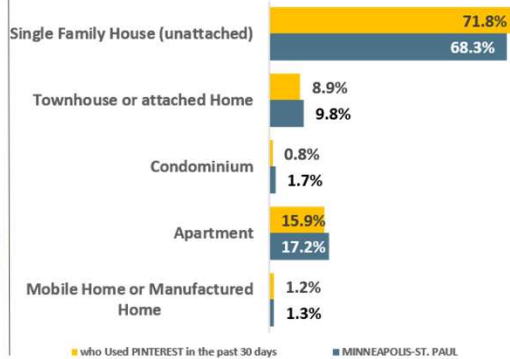
24.4% or 952,285 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Used PINTEREST in the past 30 days. Adults 18 or older who Used PINTEREST in the past 30 days are 1.5% more likely to own their home, 3.5% more likely to own a lower valued home, 5.1% more likely to have a single-family home, 20.4% more likely to have a dog.



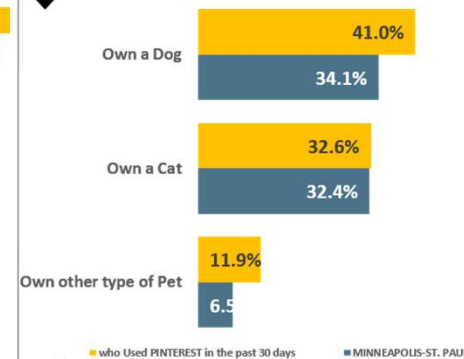
Own/Rent/Other: Adults 18 or older



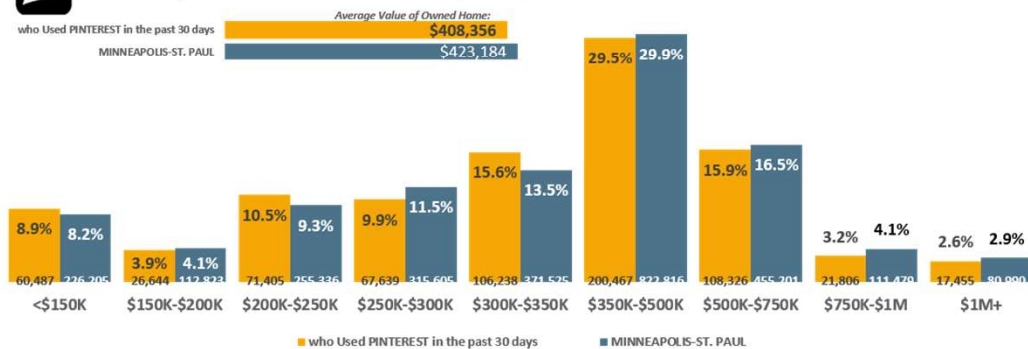
Type of Home: Adults 18 or older



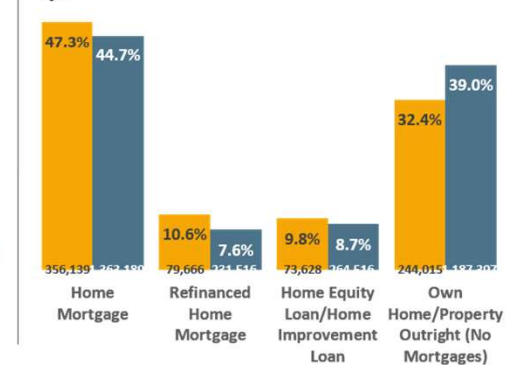
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

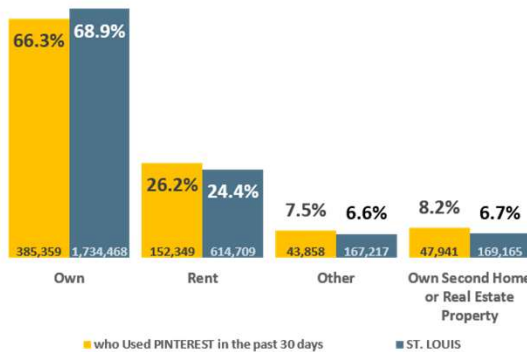




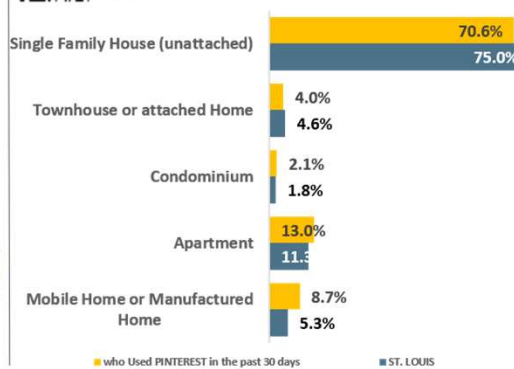
23.1% or 581,566 of ST. LOUIS DMA Adults 18 or older Used PINTEREST in the past 30 days. Adults 18 or older who Used PINTEREST in the past 30 days are 3.9% less likely to own their home, 9.4% more likely to own a lower valued home, 5.9% less likely to have a single-family home, 10.9% more likely to have a dog.



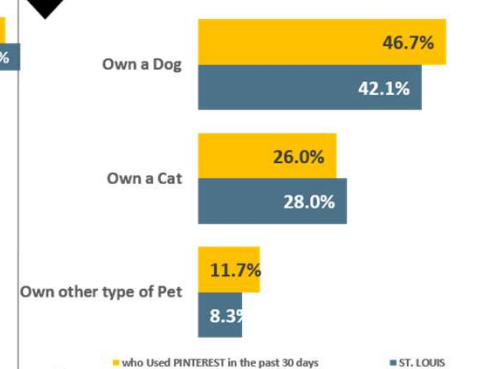
Own/Rent/Other: Adults 18 or older



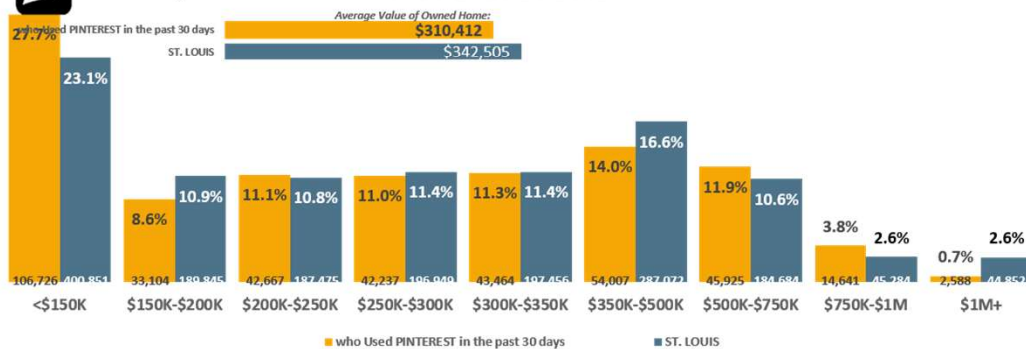
Type of Home: Adults 18 or older



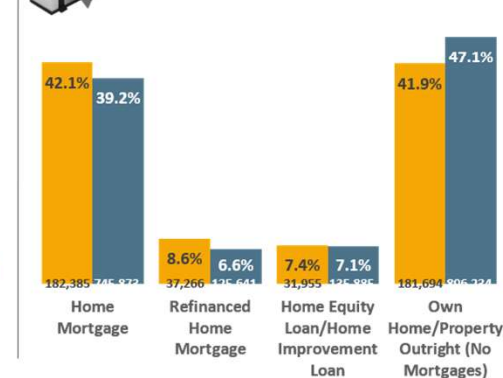
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

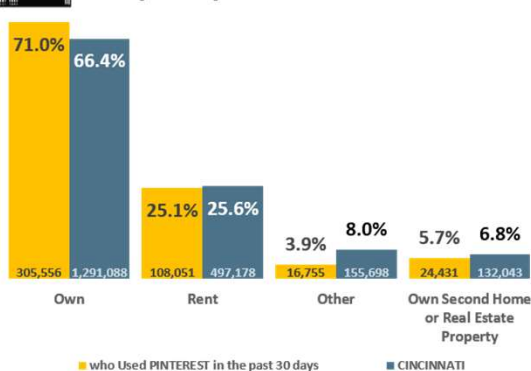




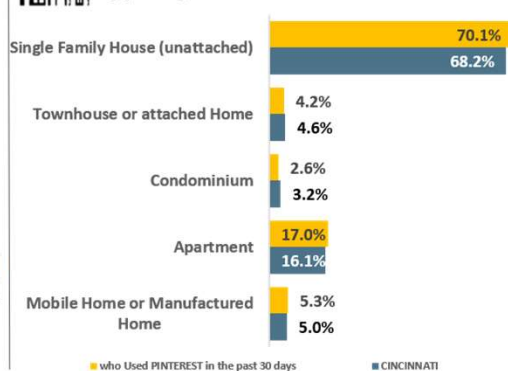
22.1% or 430,362 of CINCINNATI DMA Adults 18 or older Used PINTEREST in the past 30 days. Adults 18 or older who Used PINTEREST in the past 30 days are 6.9% more likely to own their home, .7% more likely to own a higher valued home, 2.7% more likely to have a single-family home, 12.3% more likely to have a dog.



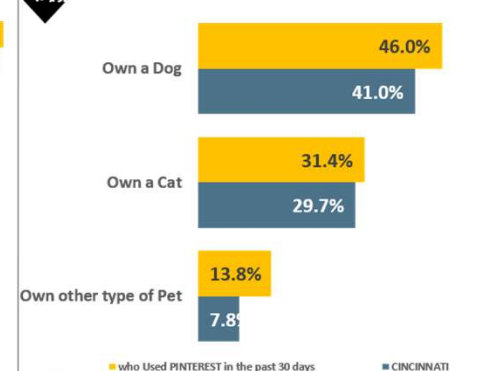
Own/Rent/Other: Adults 18 or older



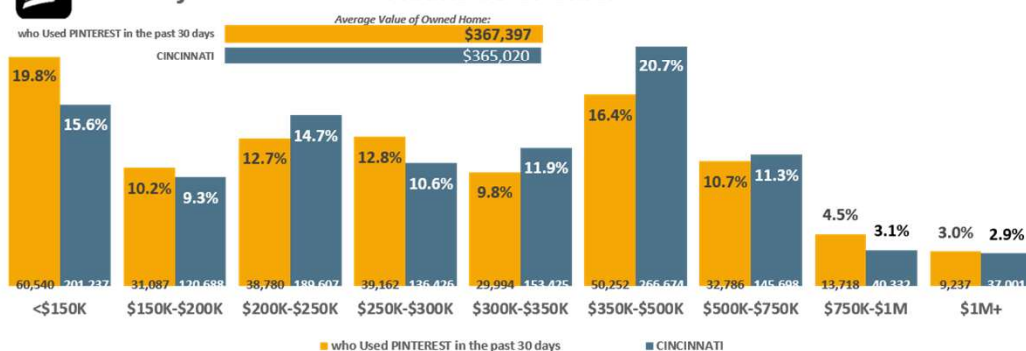
Type of Home: Adults 18 or older



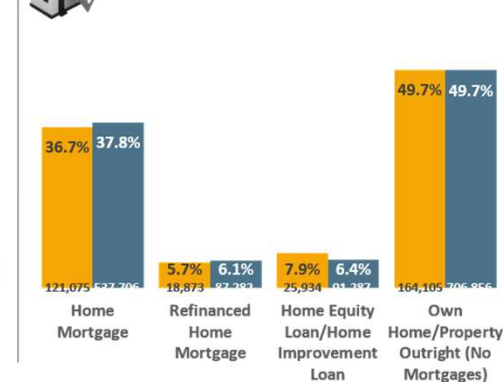
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

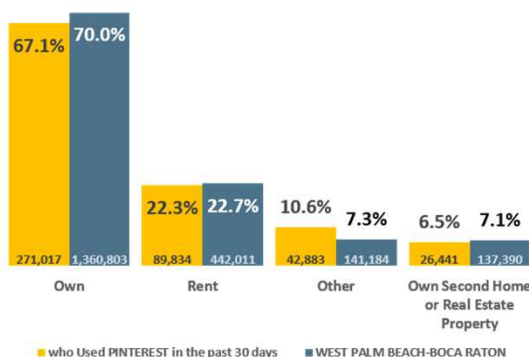




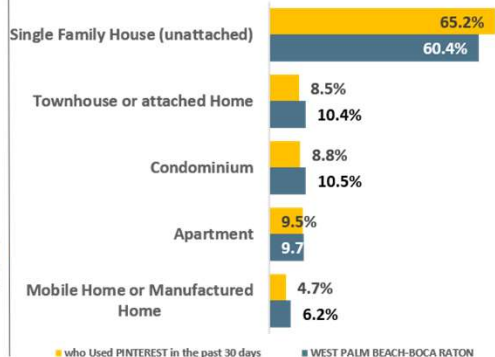
20.8% or 403,734 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Used PINTEREST in the past 30...
 Adults 18 or older who Used PINTEREST in the past 30 days are 4.1% less likely to own their home, 6.9% more likely to own a higher valued home, 8.8% more likely to have a single-family home, 4.7% more likely to have a dog.



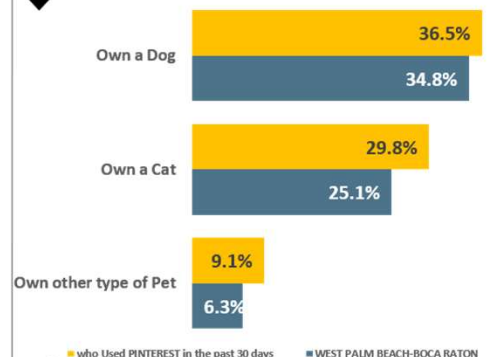
Own/Rent/Other: Adults 18 or older



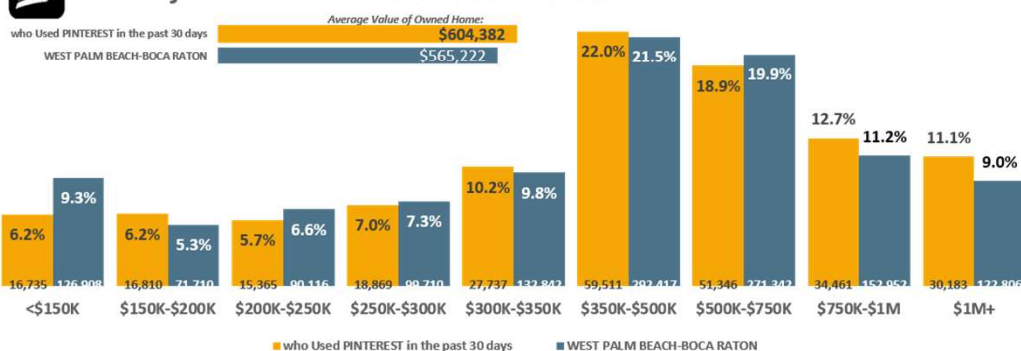
Type of Home: Adults 18 or older



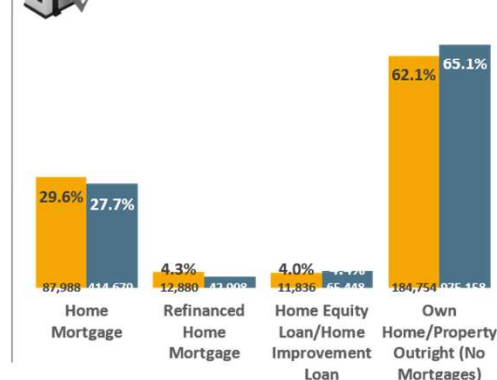
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

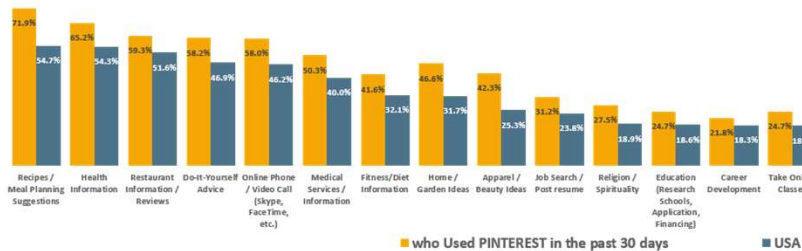




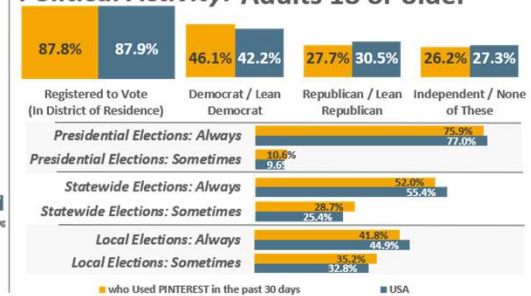
22.7% or 61,984,818 of USA DMA Adults 18 or older Used PINTEREST in the past 30 days.
Adults 18 or older who Used PINTEREST in the past 30 days are 24.% more likely to look up D-I-Y advice online, 6.9% less likely to always vote in local elections, 4.1% less likely to belong to a gym, 1.3% less likely to fly domestic past yr.



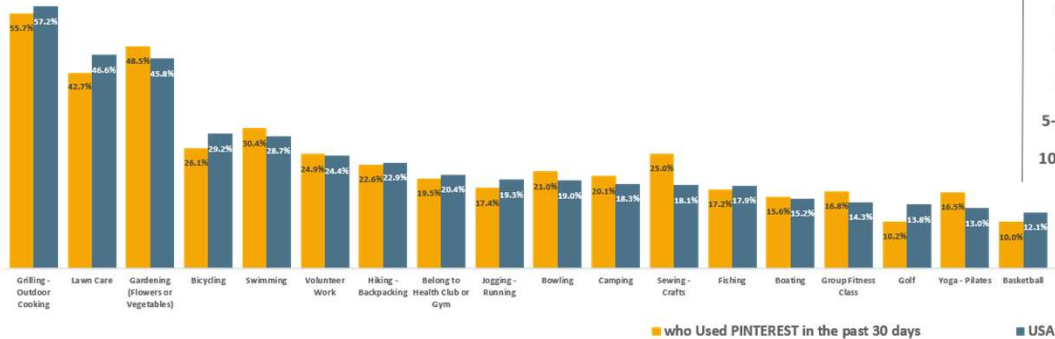
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



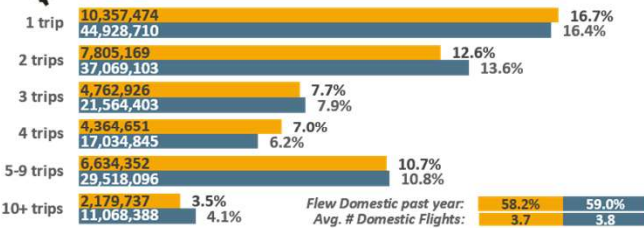
Political Activity: Adults 18 or older



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



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

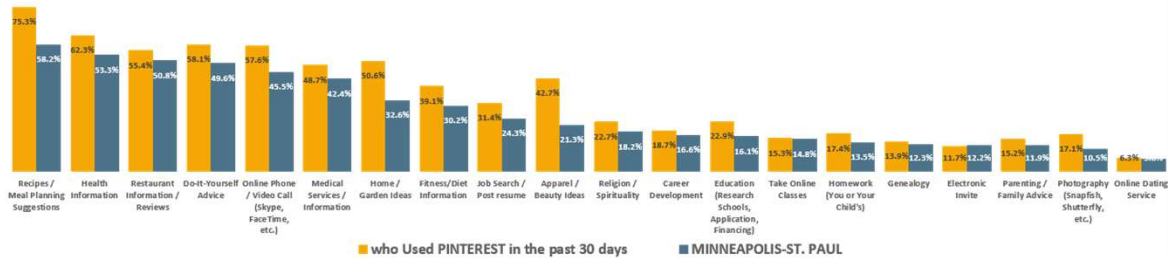




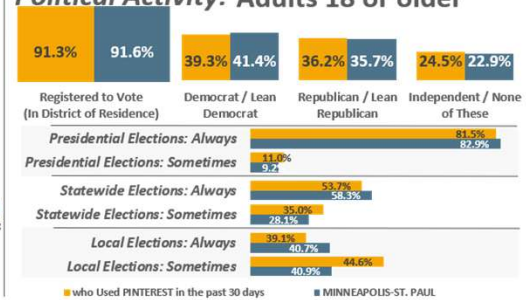
24.4% or 952,285 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Used PINTEREST in the past 30 days. Adults 18 or older who Used PINTEREST in the past 30 days are 17.1% more likely to look up D-I-Y advice online, 4.1% less likely to always vote in local elections, 3.8% less likely to belong to a gym, 5.5% less likely to fly domestic past yr.



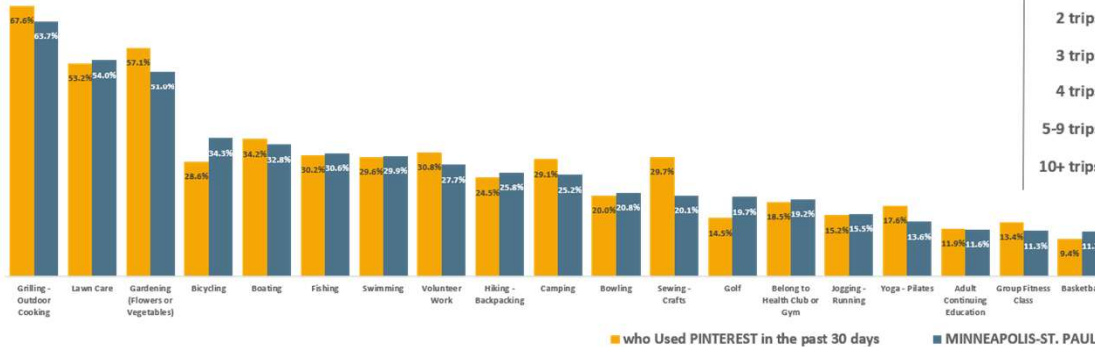
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



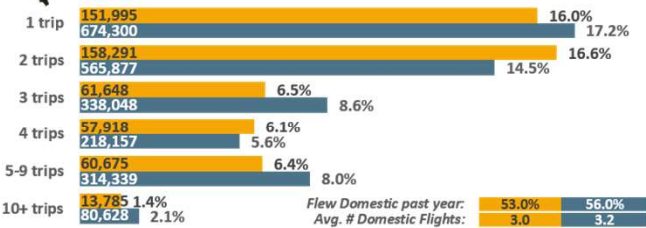
Political Activity: Adults 18 or older



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



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



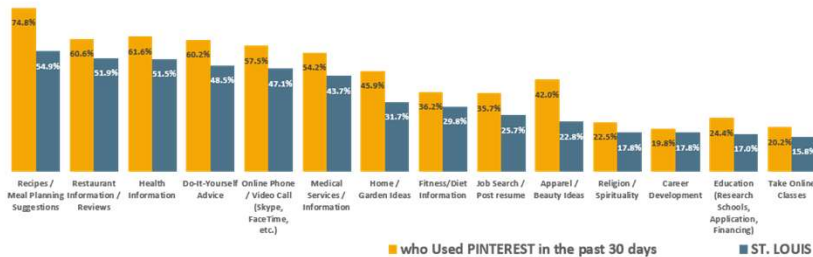
Flew Domestic past year: 53.0% vs 56.0%
Avg. # Domestic Flights: 3.0 vs 3.2



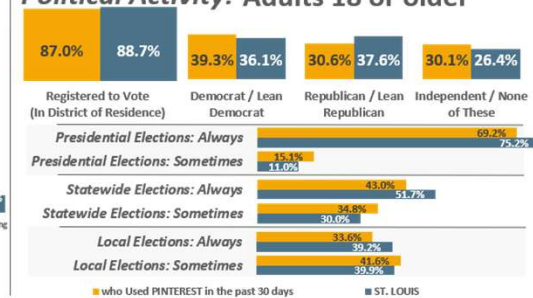
23.1% or 581,566 of ST. LOUIS DMA Adults 18 or older Used PINTEREST in the past 30 days.
Adults 18 or older who Used PINTEREST in the past 30 days are 24.1% more likely to look up D-I-Y advice online, 14.4% less likely to always vote in local elections, 11.6% more likely to belong to a gym, 3.4% less likely to fly domestic past yr.



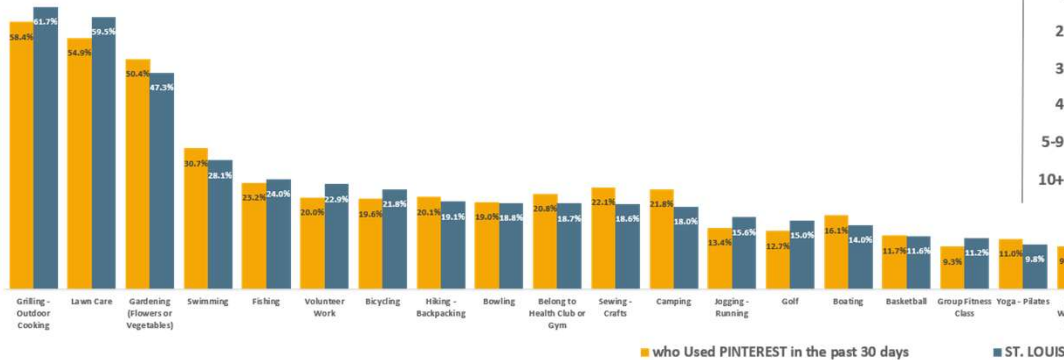
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



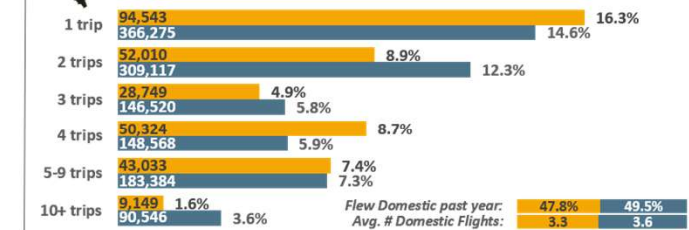
Political Activity: Adults 18 or older



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



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

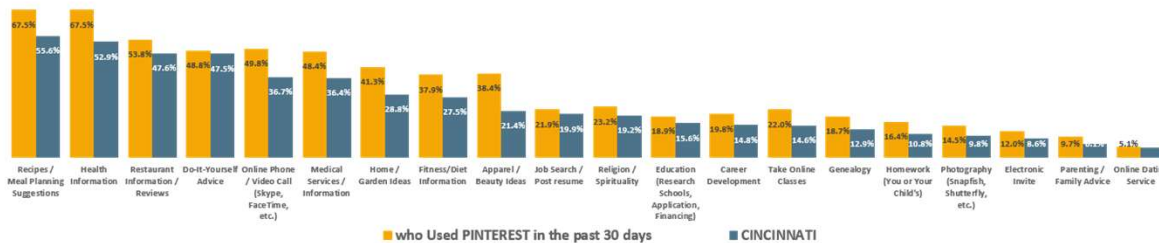




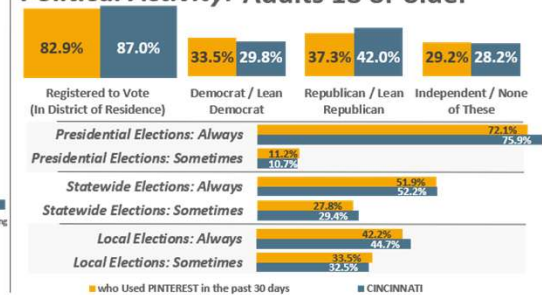
22.1% or 430,362 of CINCINNATI DMA Adults 18 or older Used PINTEREST in the past 30 days. Adults 18 or older who Used PINTEREST in the past 30 days are 2.8% more likely to look up D-I-Y advice online, 5.5% less likely to always vote in local elections, 6.4% more likely to belong to a gym, .8% less likely to fly domestic past yr.



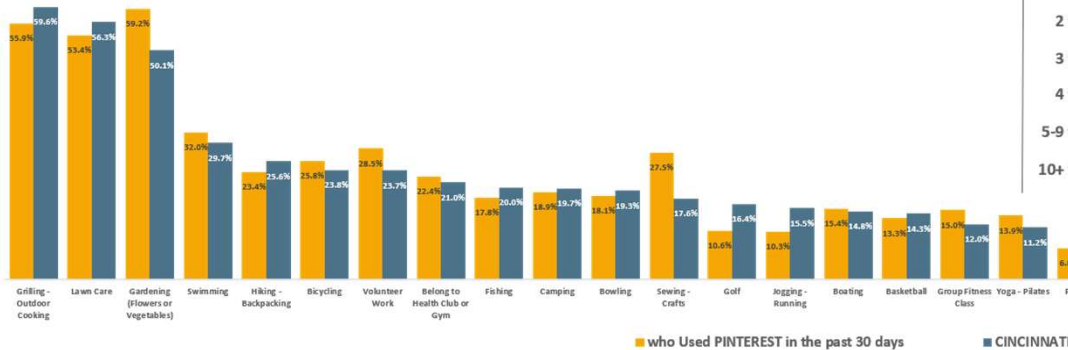
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



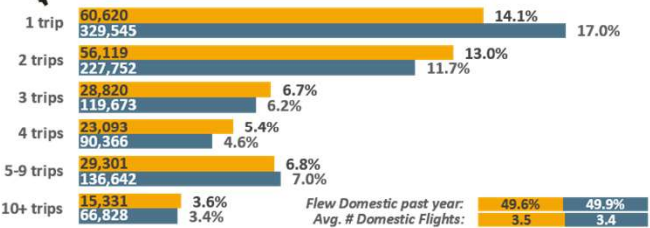
Political Activity: Adults 18 or older



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



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

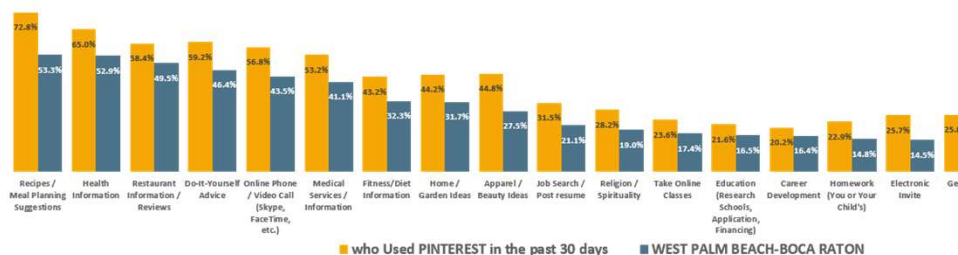




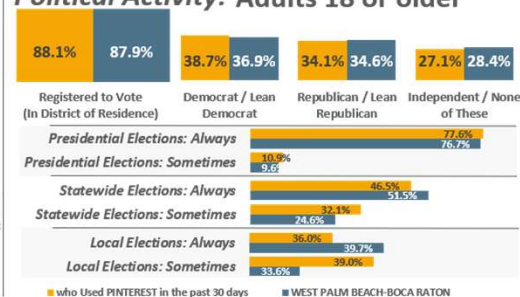
20.8% or 403,734 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Used PINTEREST in the past 30...
 Adults 18 or older who Used PINTEREST in the past 30 days are 27.6% more likely to look up D-I-Y advice online, 9.4% less likely to always vote in local elections, 9.7% more likely to belong to a gym, 1.9% more likely to fly domestic past yr.



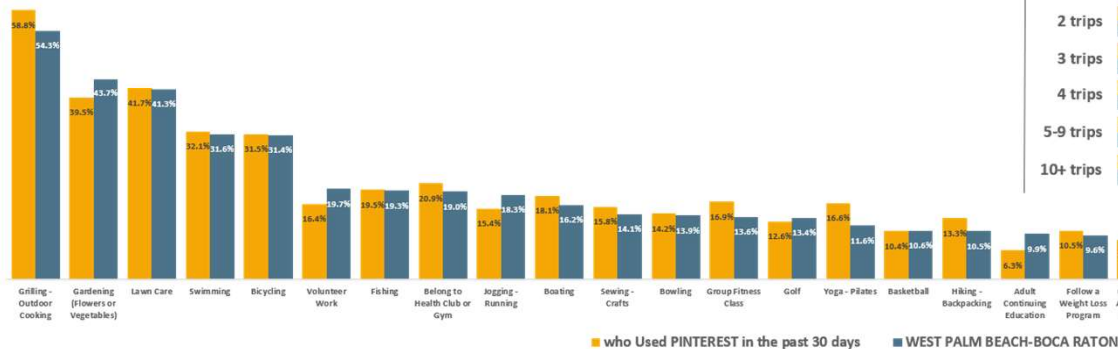
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



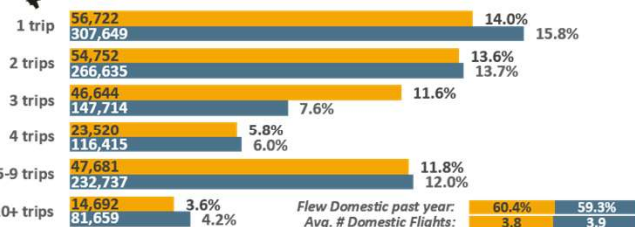
Political Activity: Adults 18 or older



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



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

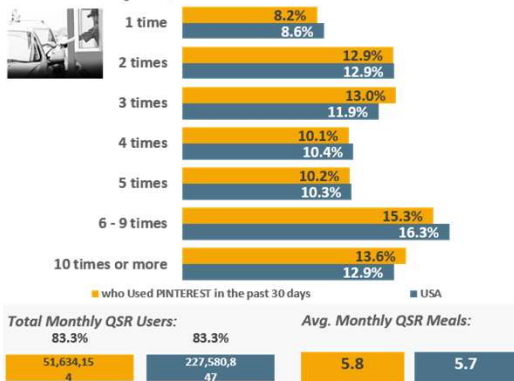


Flew Domestic past year: 60.4%
 Avg. # Domestic Flights: 3.8

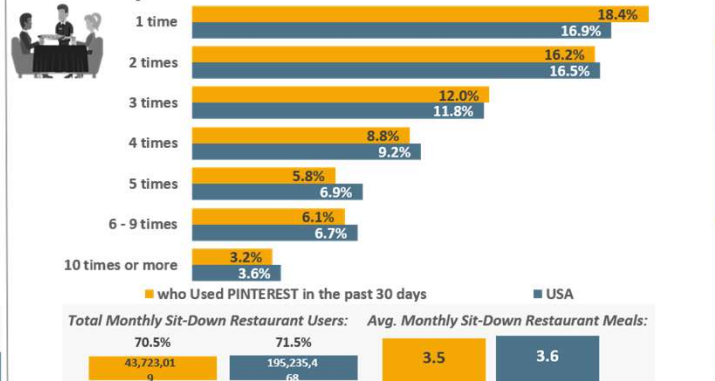


22.7% or 61,984,818 of USA DMA Adults 18 or older Used PINTEREST in the past 30 days.
Adults 18 or older who Used PINTEREST in the past 30 days are .% less likely to use QSRs past mo., 1.3% less likely to use Sit-Down Restaurants past mo., 1.5% less likely to use Casinos past yr., 6.8% less likely to smoke cigarettes.

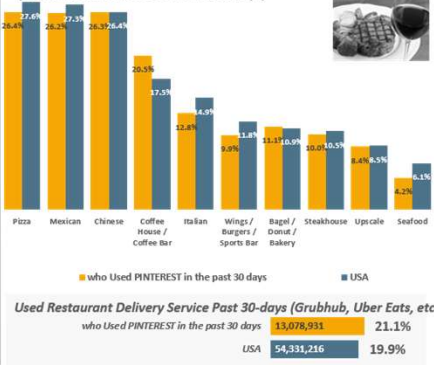
Past 30-days QSR Users: Adults 18 or older



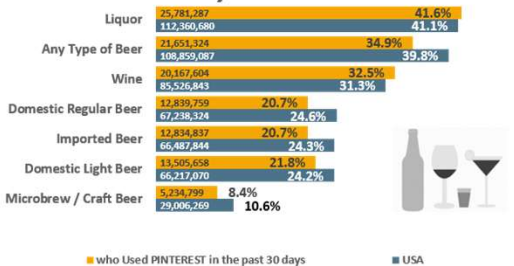
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



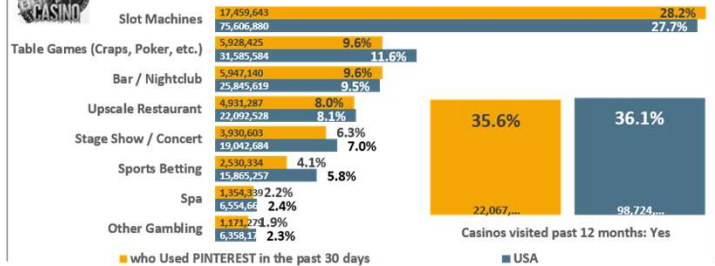
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



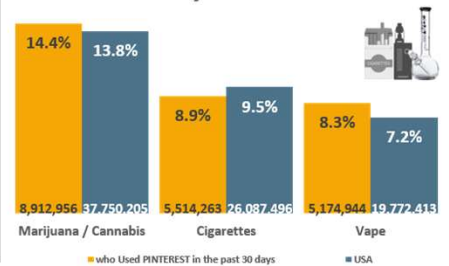
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



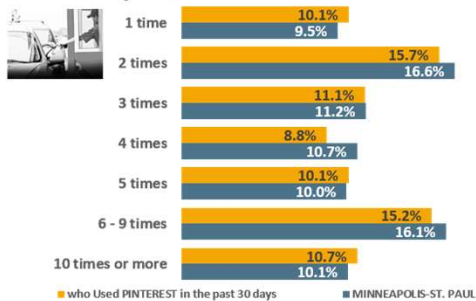
Used Past 30-days: Adults 18 or older





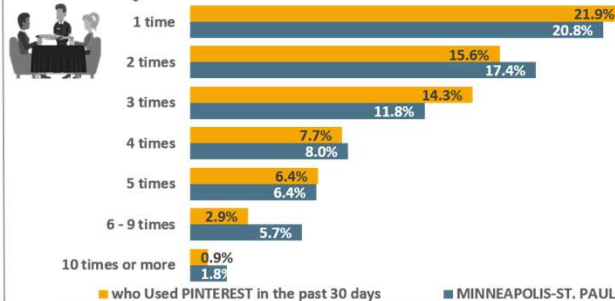
24.4% or 952,285 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older Used PINTEREST in the past 30 days. Adults 18 or older who Used PINTEREST in the past 30 days are 2.8% less likely to use QSRs past mo., 3.1% less likely to use Sit-Down Restaurants past mo., 16.6% less likely to use Casinos past yr., 46.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



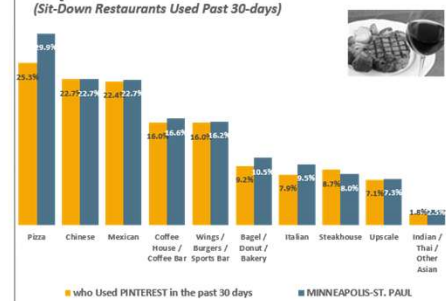
Total Monthly QSR Users: 81.8% (778,526) vs 84.1% (3,289,281)
Avg. Monthly QSR Meals: 5.3 vs 5.2

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



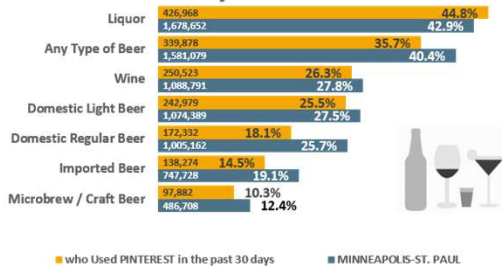
Total Monthly Sit-Down Restaurant Users: 69.7% (664,104) vs 71.9% (2,812,709)
Avg. Monthly Sit-Down Restaurant Meals: 2.8 vs 3.1

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

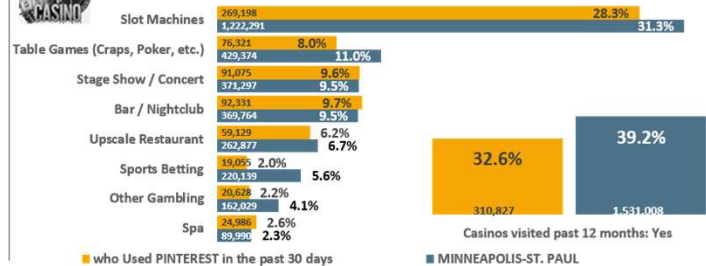


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Used PINTEREST in the past 30 days: 113,822 (12.0%)
 MINNEAPOLIS-ST. PAUL: 518,071 (13.3%)

Drank Past 30-days: Adults 18 or older

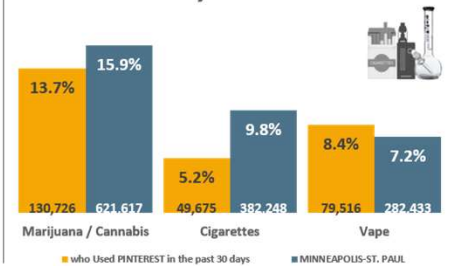


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
 32.6% (310,827) vs 39.2% (1,453,808)

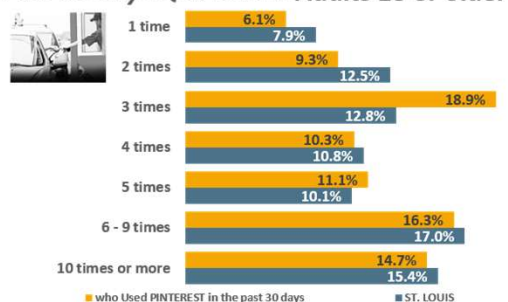
Used Past 30-days: Adults 18 or older



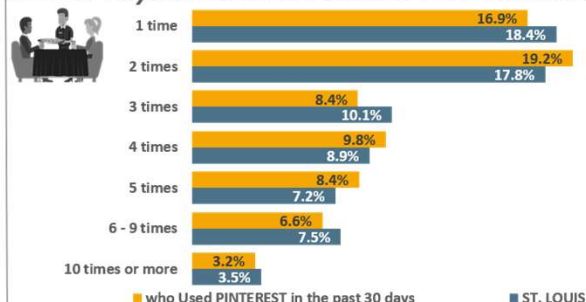


23.1% or 581,566 of ST. LOUIS DMA Adults 18 or older Used PINTEREST in the past 30 days.
 Adults 18 or older who Used PINTEREST in the past 30 days are .3% more likely to use QSRs past mo., 1.3% less likely to use Sit-Down Restaurants past mo., 5.0% less likely to use Casinos past yr., 14.1% less likely to smoke cigarettes.

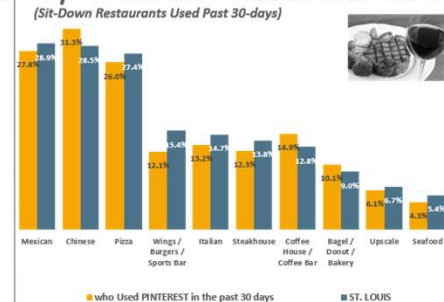
Past 30-days QSR Users: Adults 18 or older



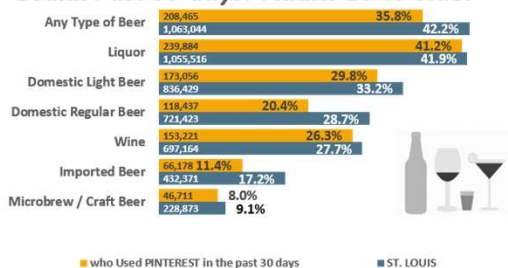
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



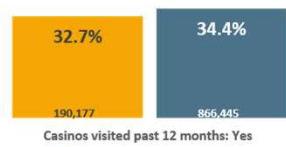
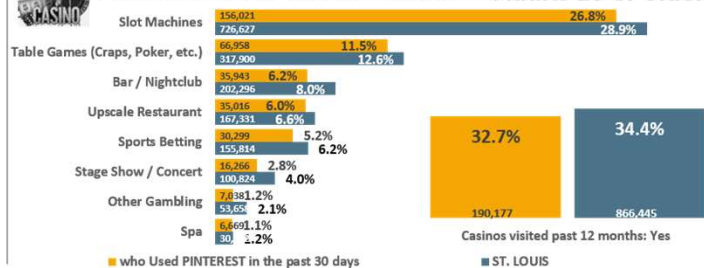
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



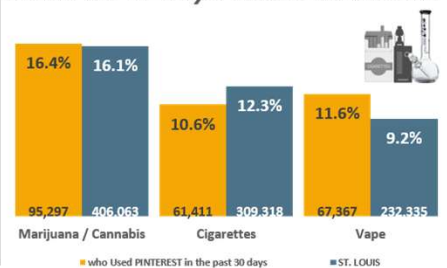
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



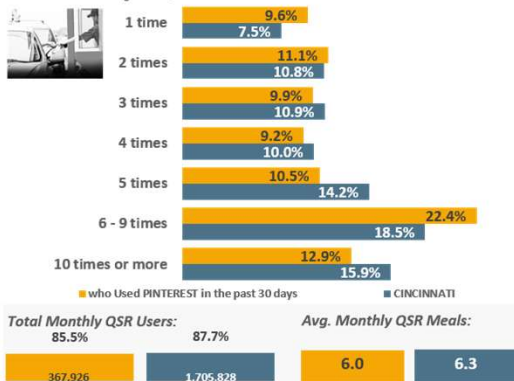
Used Past 30-days: Adults 18 or older



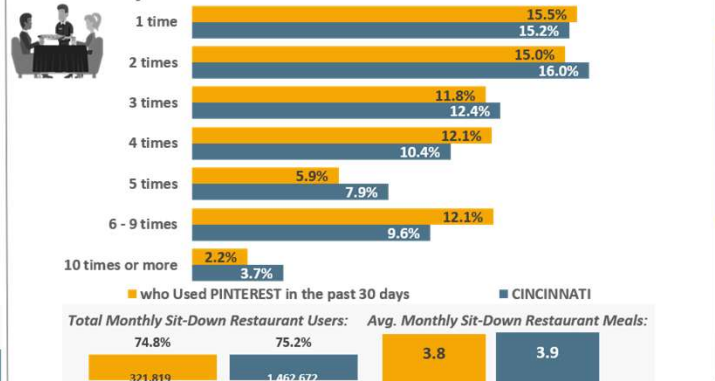


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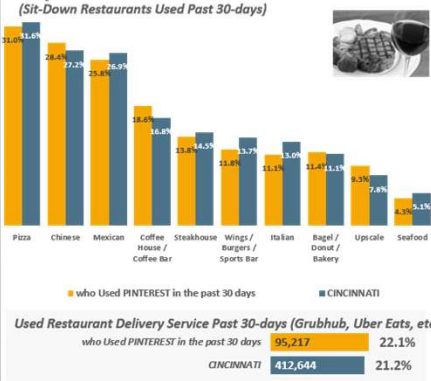
Past 30-days QSR Users: Adults 18 or older



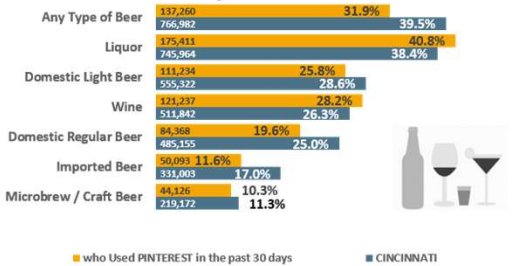
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



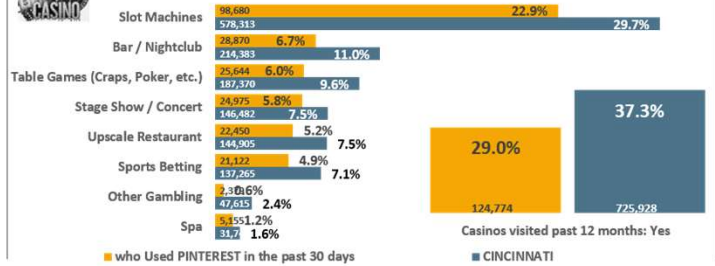
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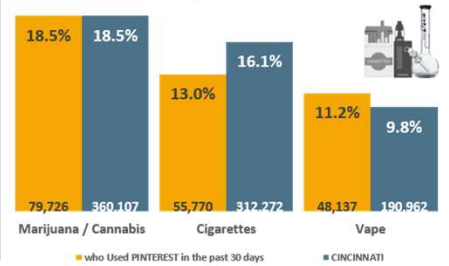
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



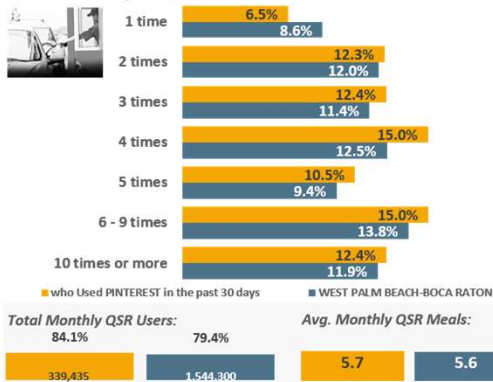
Used Past 30-days: Adults 18 or older



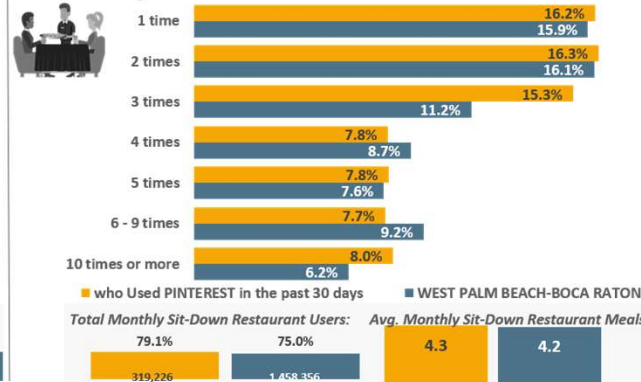


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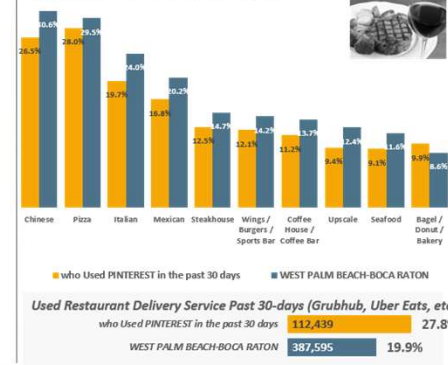
Past 30-days QSR Users: Adults 18 or older



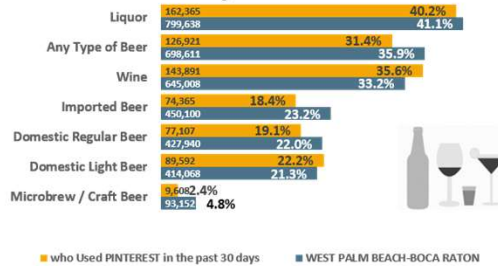
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



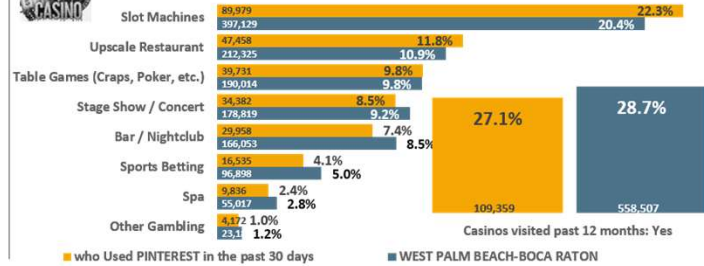
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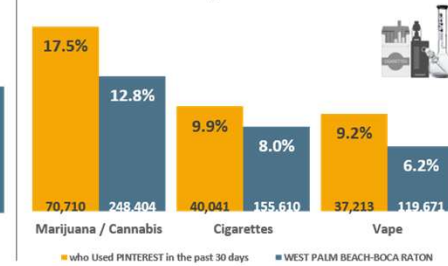
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

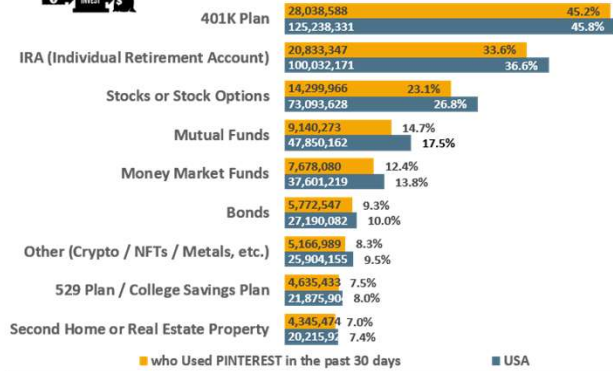




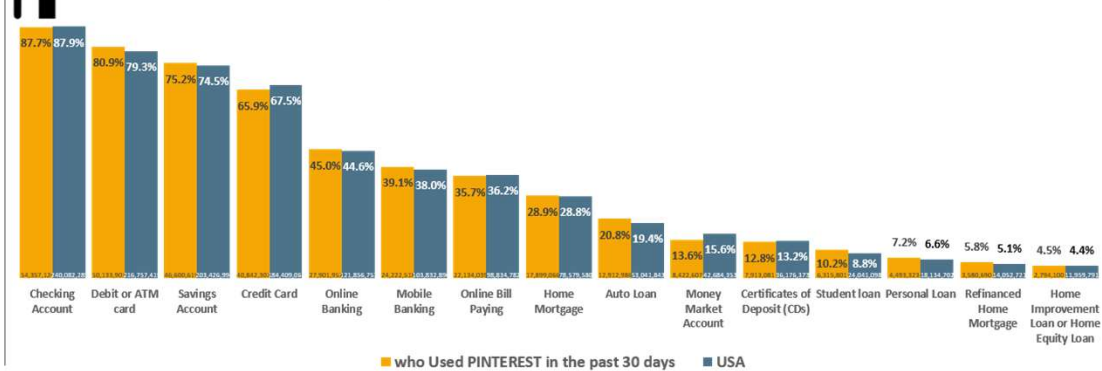
22.7% or 61,984,818 of USA DMA Adults 18 or older Used PINTEREST in the past 30 days.
Adults 18 or older who Used PINTEREST in the past 30 days are 1.3% less likely to have a 401K, 7.3% more likely to have an Auto Loan, 21.3% less likely to Invest/Trade Stocks Online, 6.4% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



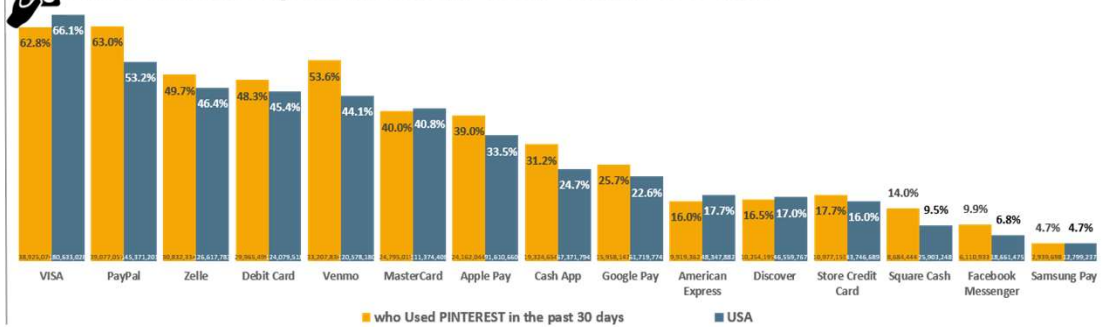
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





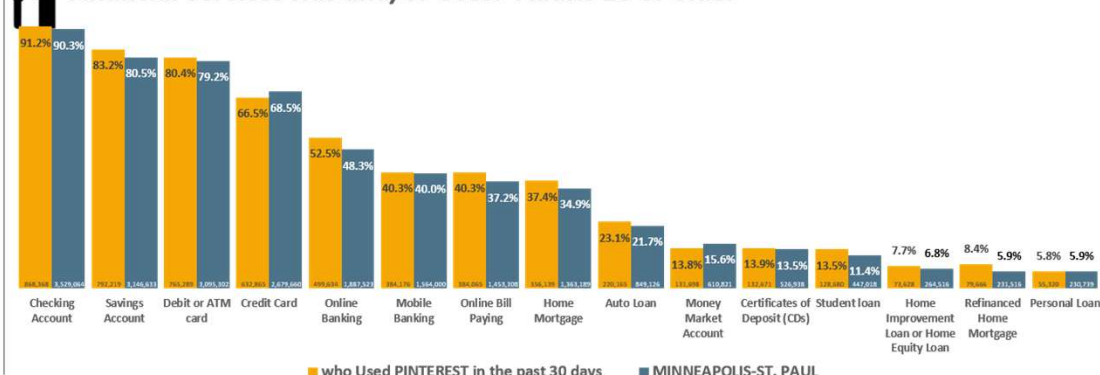
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Investments Owned: Adults 18 or older



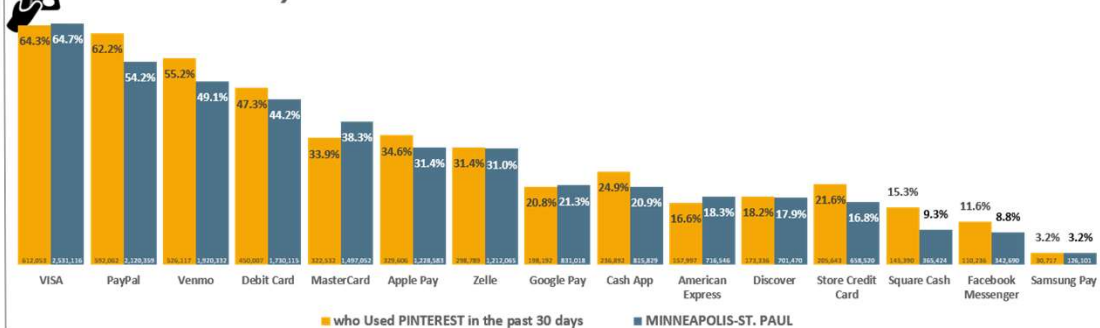
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

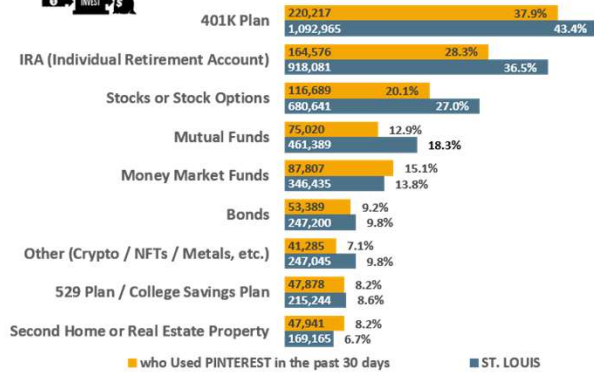




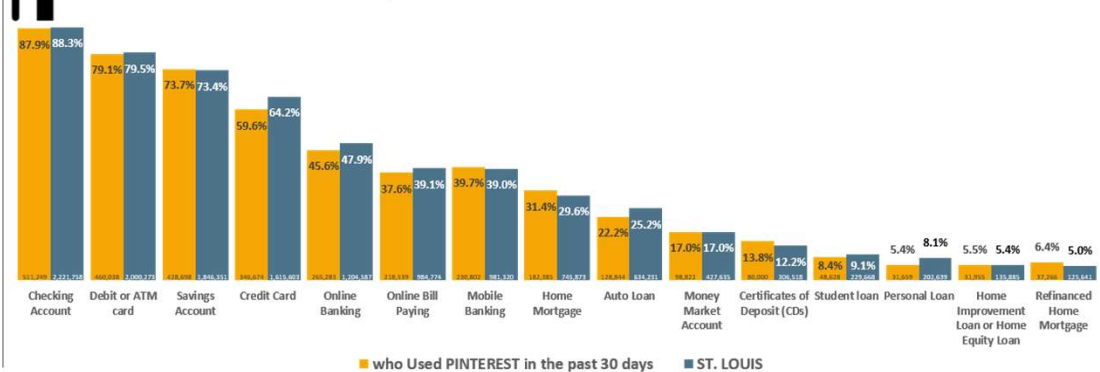
23.1% or 581,566 of ST. LOUIS DMA Adults 18 or older Used PINTEREST in the past 30 days. Adults 18 or older who Used PINTEREST in the past 30 days are 12.8% less likely to have a 401K, 12.1% less likely to have an Auto Loan, 31.% less likely to Invest/Trade Stocks Online, 10.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



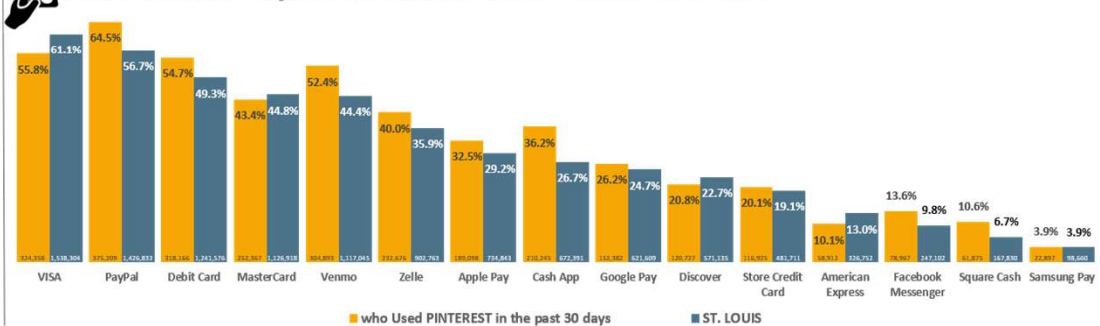
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

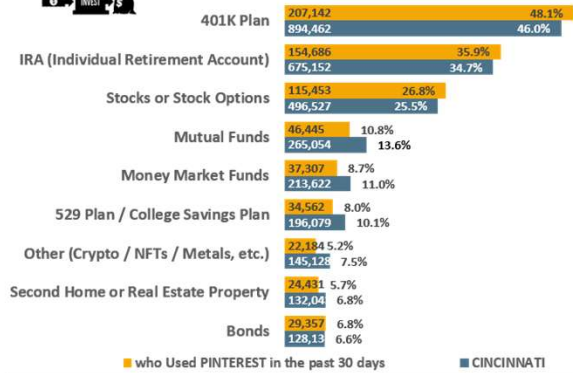




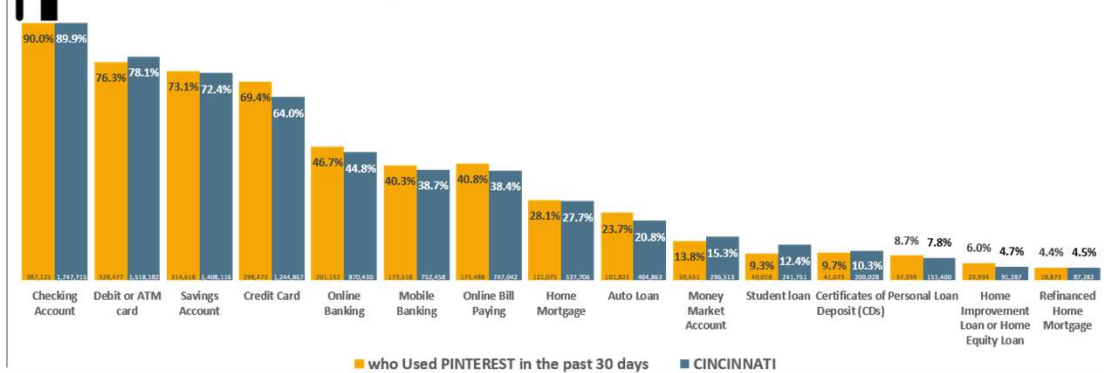
22.1% or 430,362 of CINCINNATI DMA Adults 18 or older Used PINTEREST in the past 30 days. Adults 18 or older who Used PINTEREST in the past 30 days are 4.6% more likely to have a 401K, 13.6% more likely to have an Auto Loan, 8.1% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.



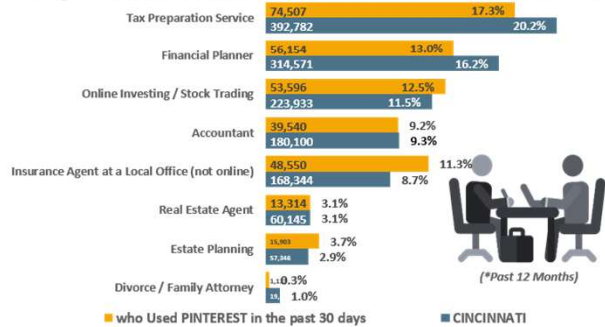
Investments Owned: Adults 18 or older



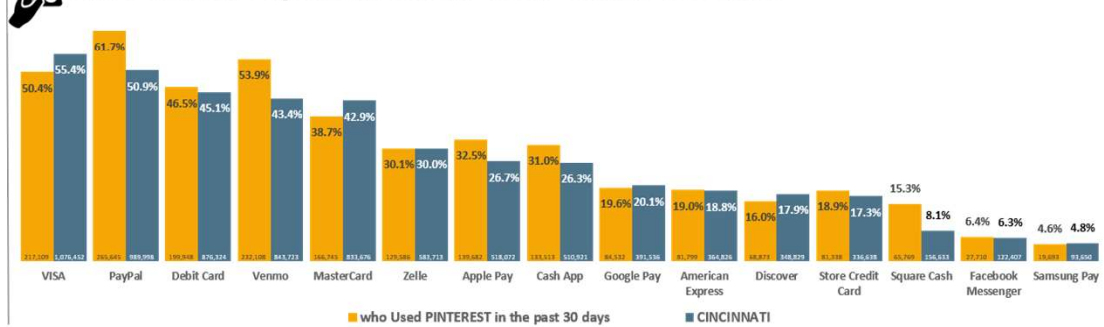
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

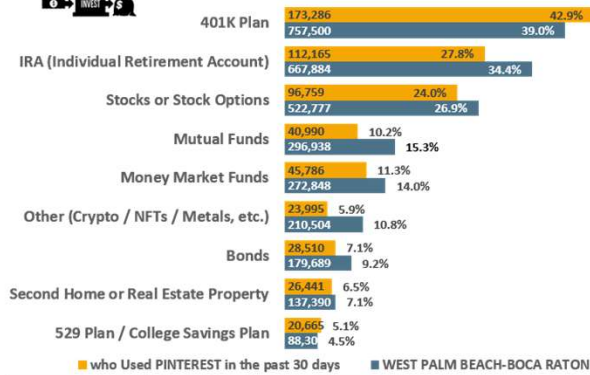




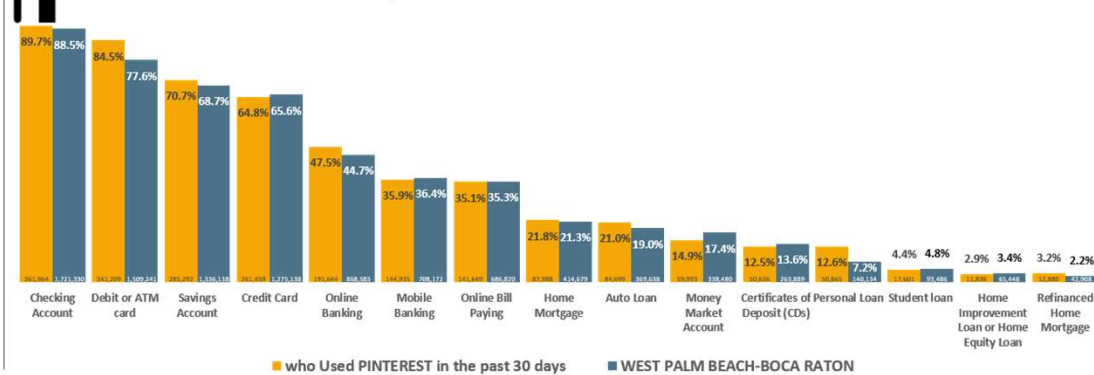
20.8% or 403,734 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older Used PINTEREST in the past 30... Adults 18 or older who Used PINTEREST in the past 30 days are 10.1% more likely to have a 401K, 10.3% more likely to have an Auto Loan, 26.5% less likely to Invest/Trade Stocks Online, 10.5% more likely to pay with their Debit Card.



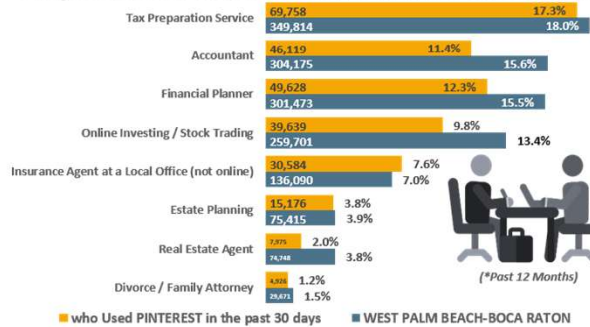
Investments Owned: Adults 18 or older



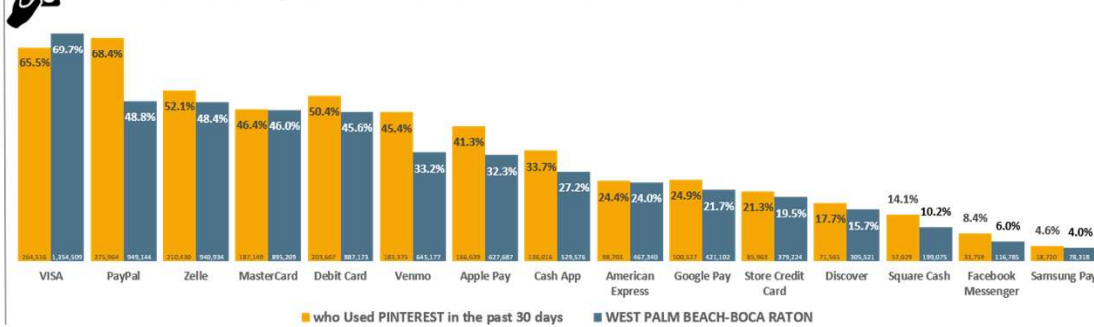
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

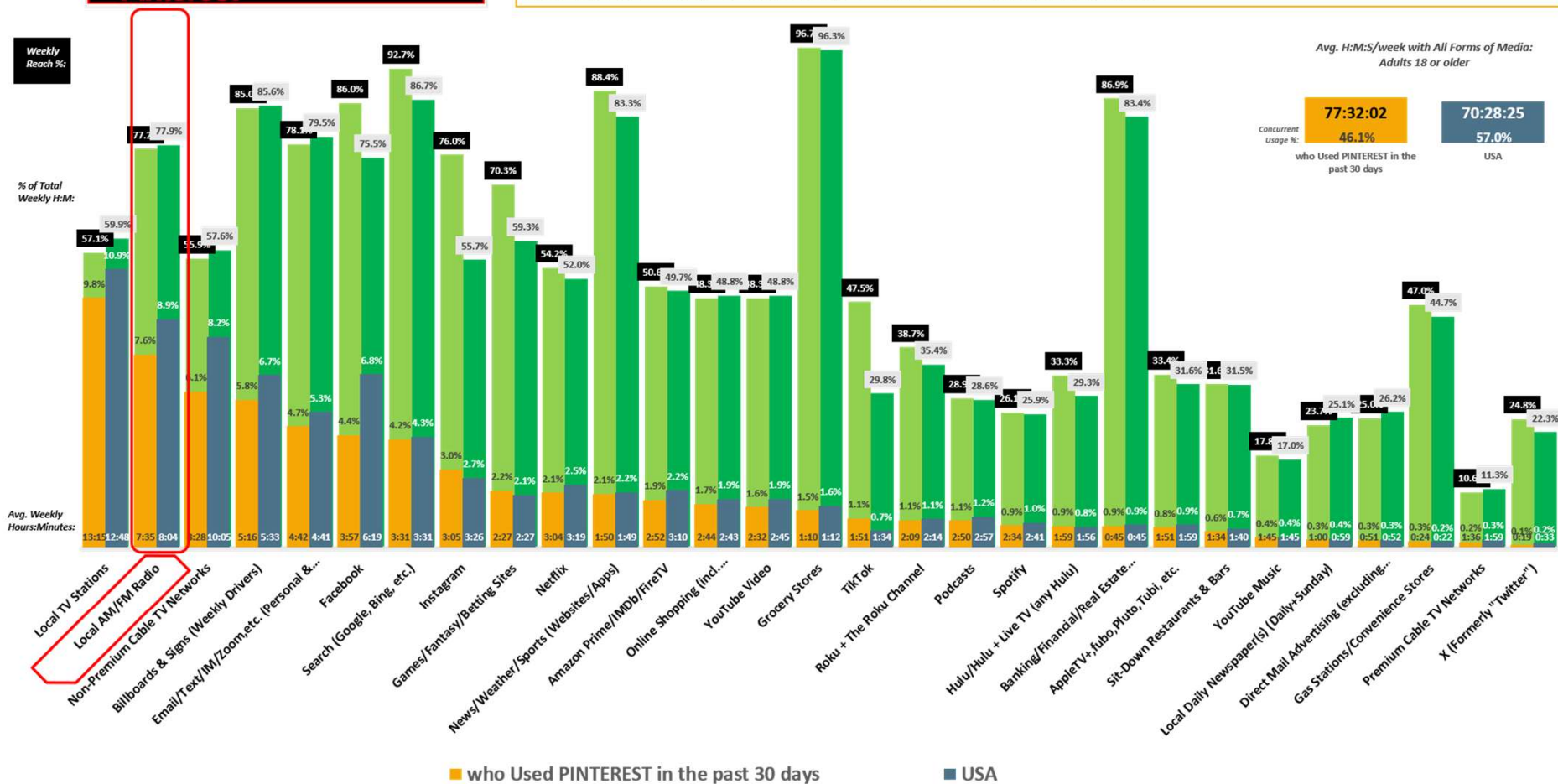


Past 3-Months Payment Methods Used: Adults 18 or older





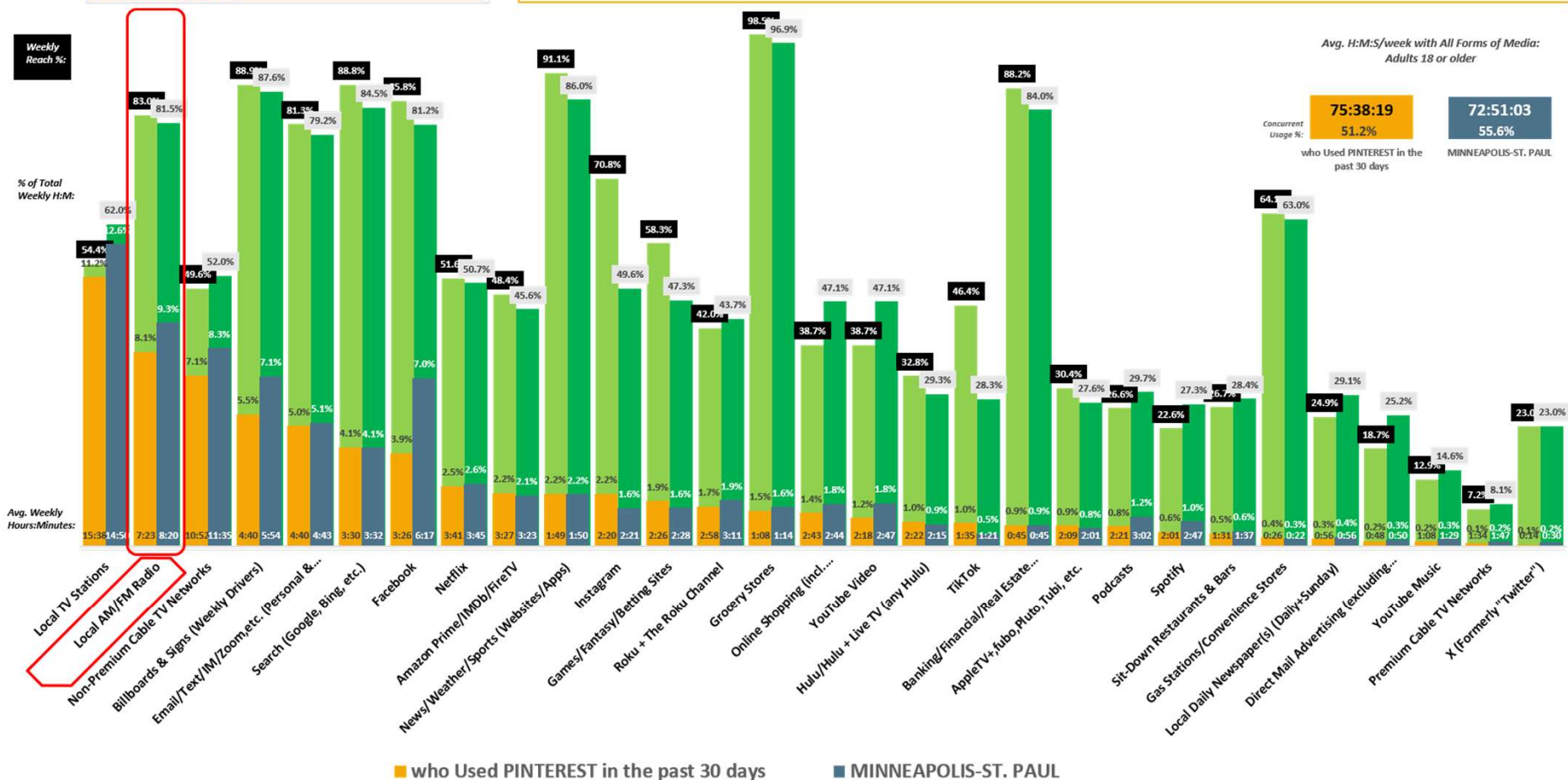
Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 3 days, 5 hours, 32 minutes and 2 seconds each week with All Forms of Media.
 77.2% of Adults 18 or older who Used PINTEREST in the past 30 days spend an avg. of 7 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.





Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 3 days, 3 hours, 38 minutes and 19 seconds each week with All Forms of Media.

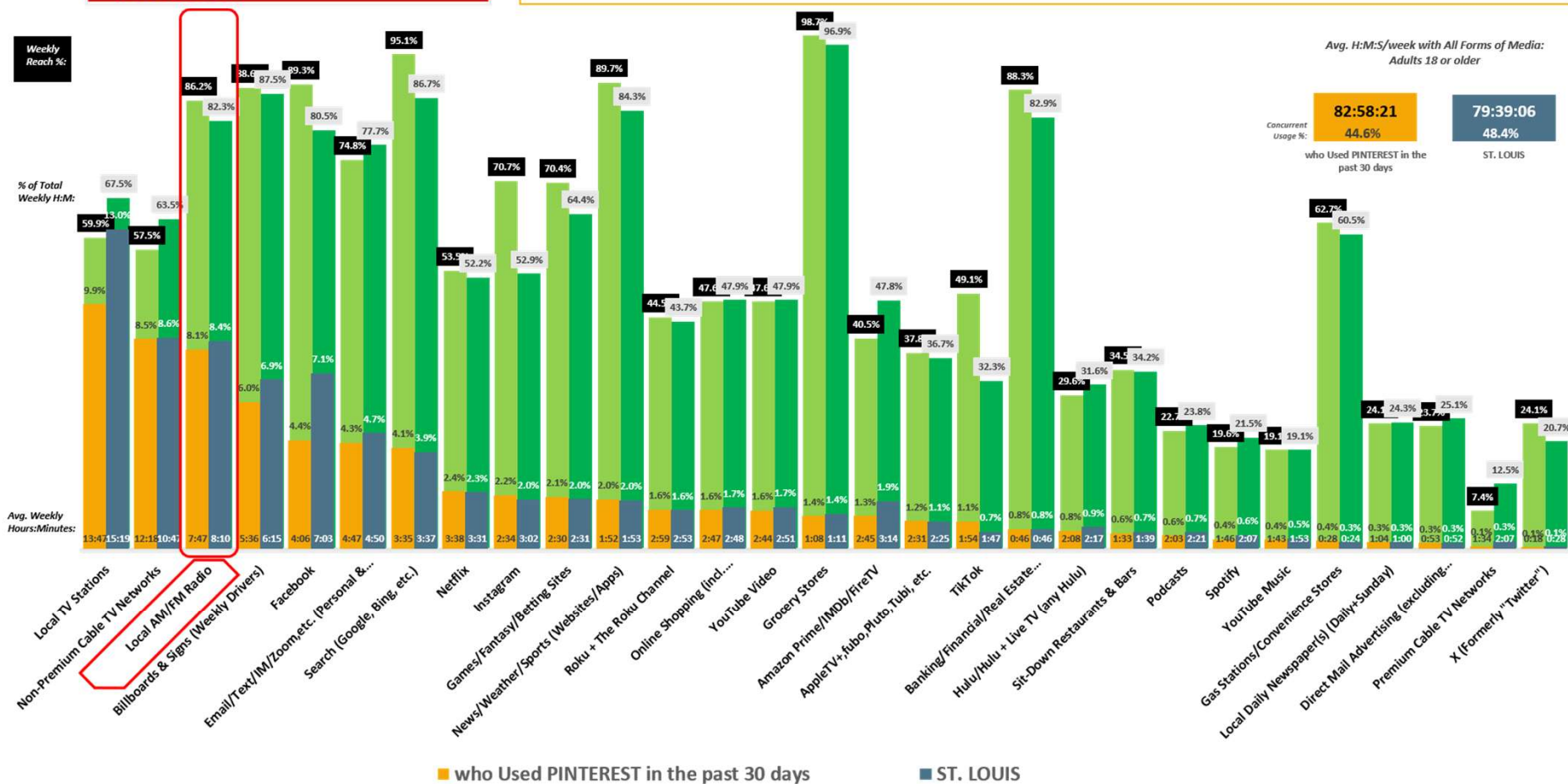
83.% of Adults 18 or older who Used PINTEREST in the past 30 days spend an avg. of 7 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.





Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 3 days, 10 hours, 58 minutes and 21 seconds each week with All Forms of Media.

86.2% of Adults 18 or older who Used PINTEREST in the past 30 days spend an avg. of 7 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



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

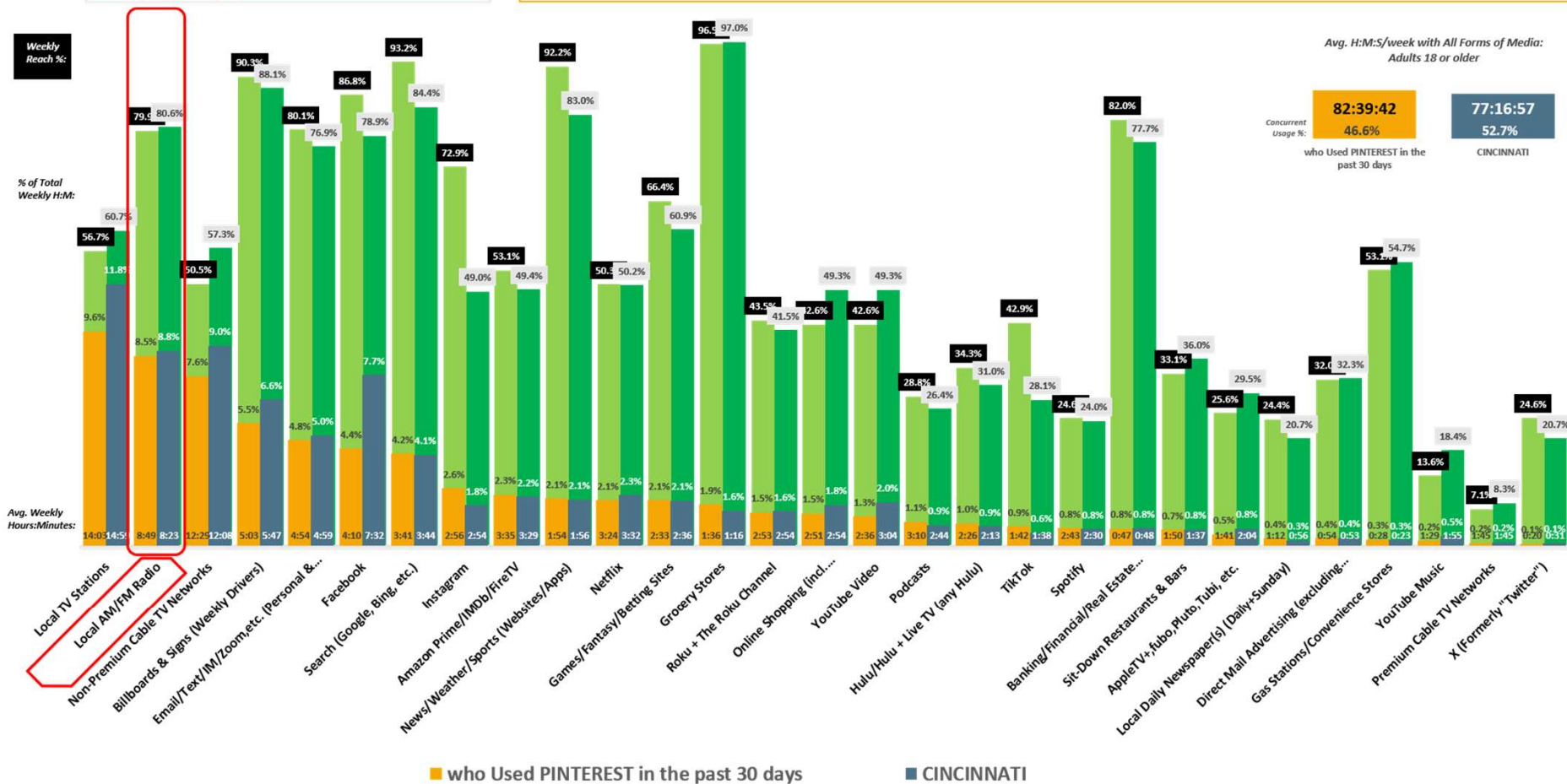
Concurrent Usage %:
82:58:21
44.6%
who Used PINTEREST in the past 30 days

79:39:06
48.4%
ST. LOUIS



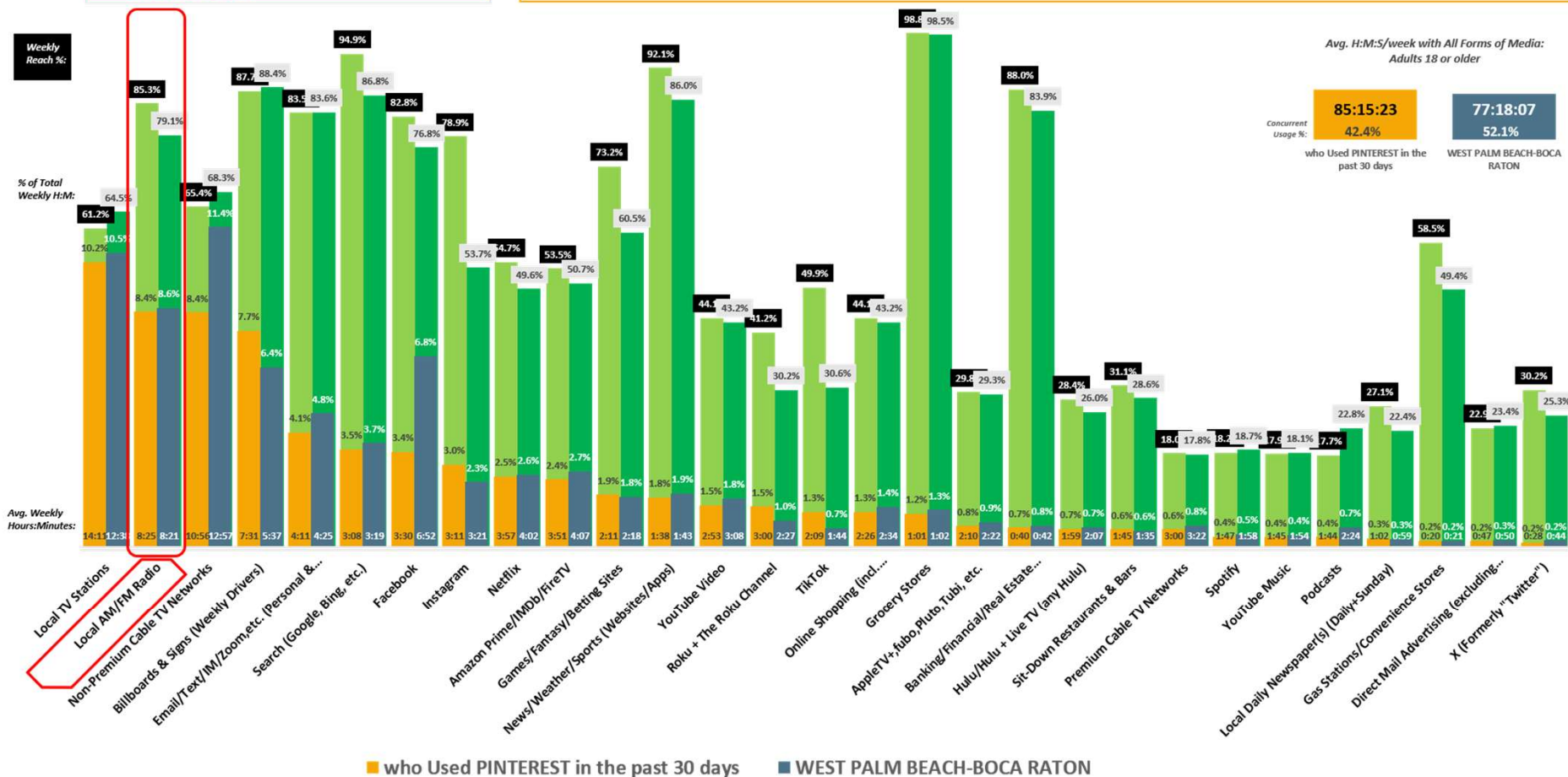
Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 3 days, 10 hours, 39 minutes and 42 seconds each week with All Forms of Media.

79.9% of Adults 18 or older who Used PINTEREST in the past 30 days spend an avg. of 8 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



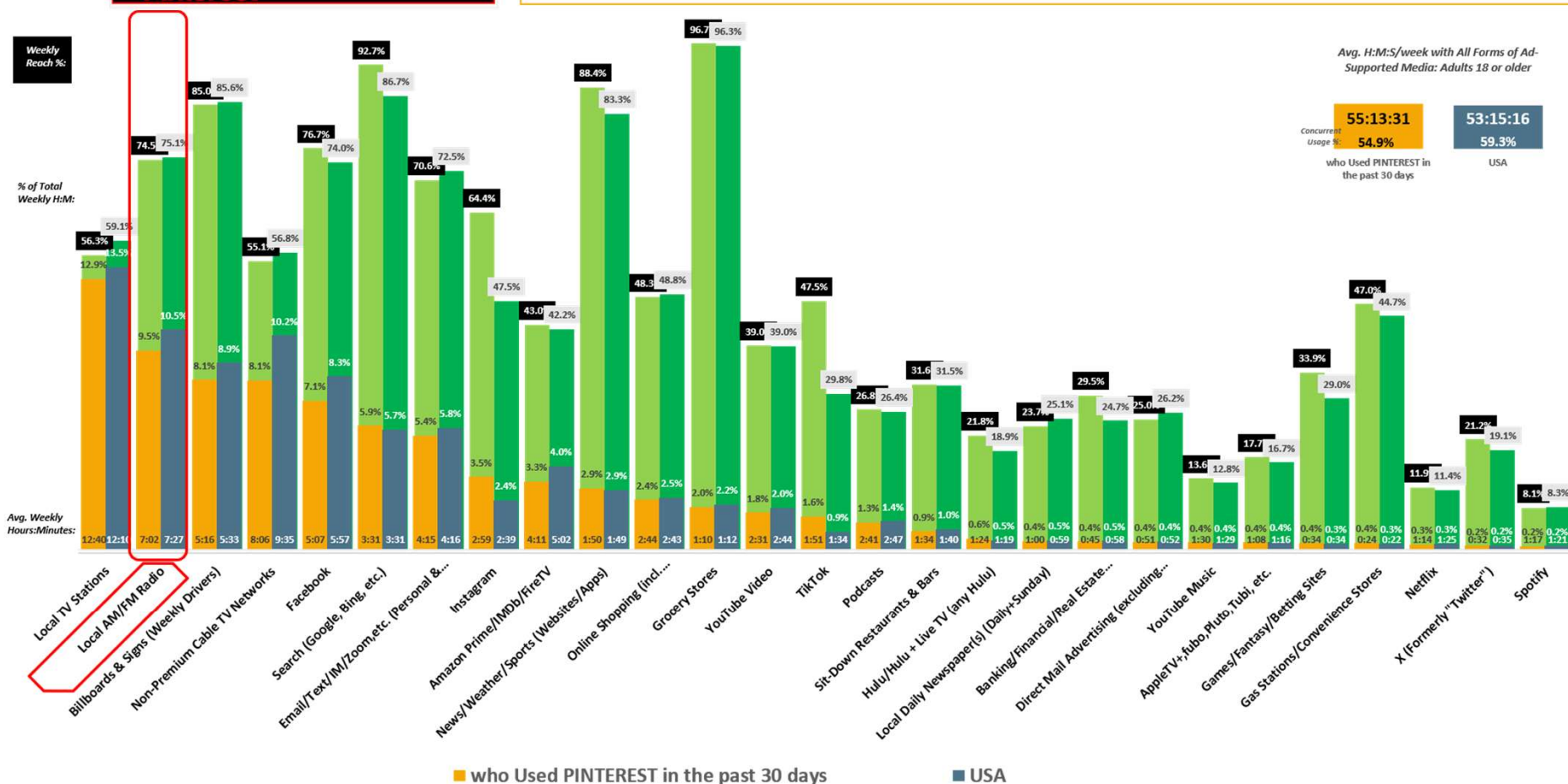


Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 3 days, 13 hours, 15 minutes and 23 seconds each week with All Forms of Media.
 85.3% of Adults 18 or older who Used PINTEREST in the past 30 days spend an avg. of 8 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



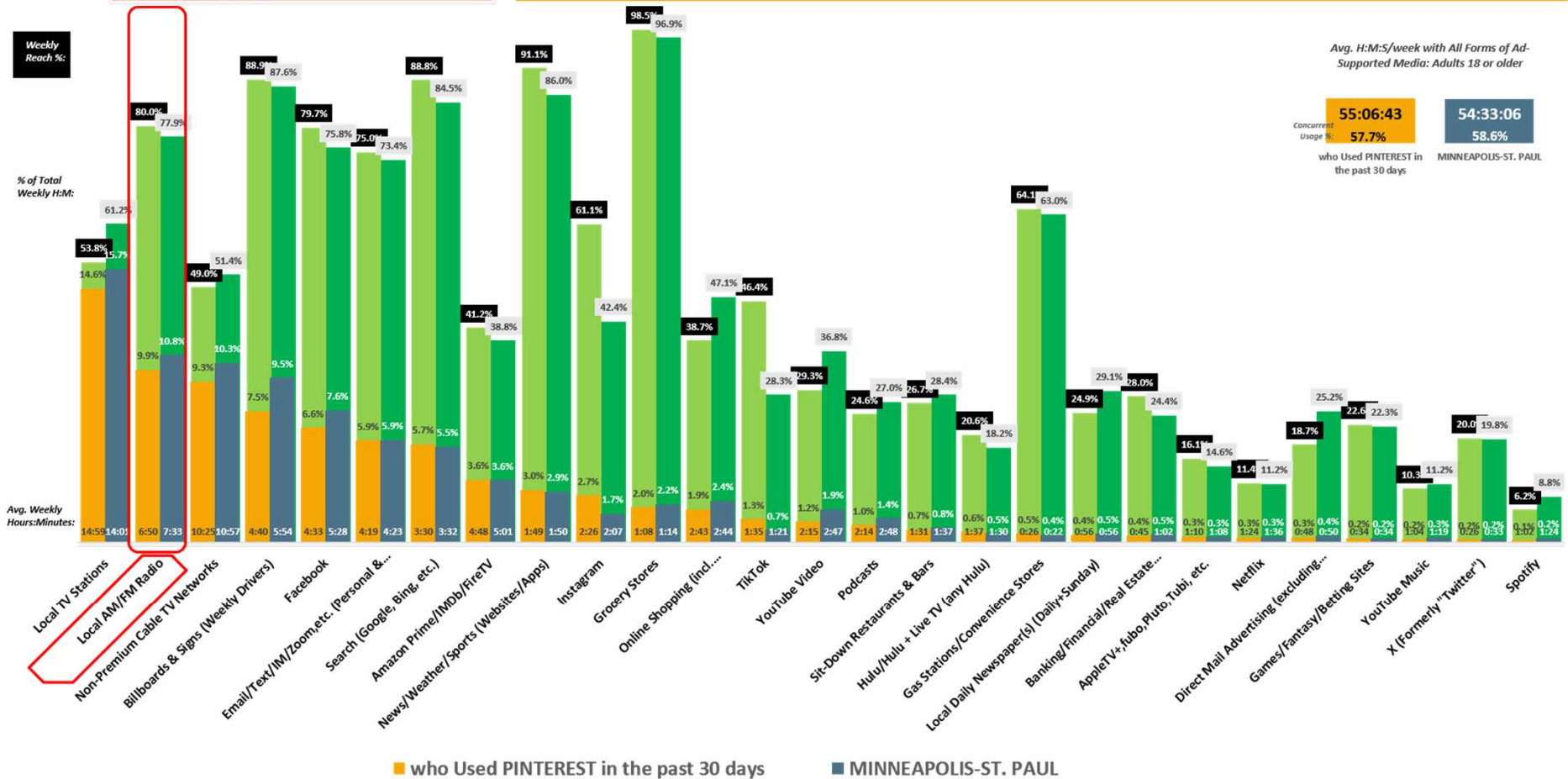


Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 2 days, 7 hours, 13 minutes and 31 seconds each week with All Forms of Ad-Supported Media.
 74.5% of Adults 18 or older who Used PINTEREST in the past 30 days spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported Media.





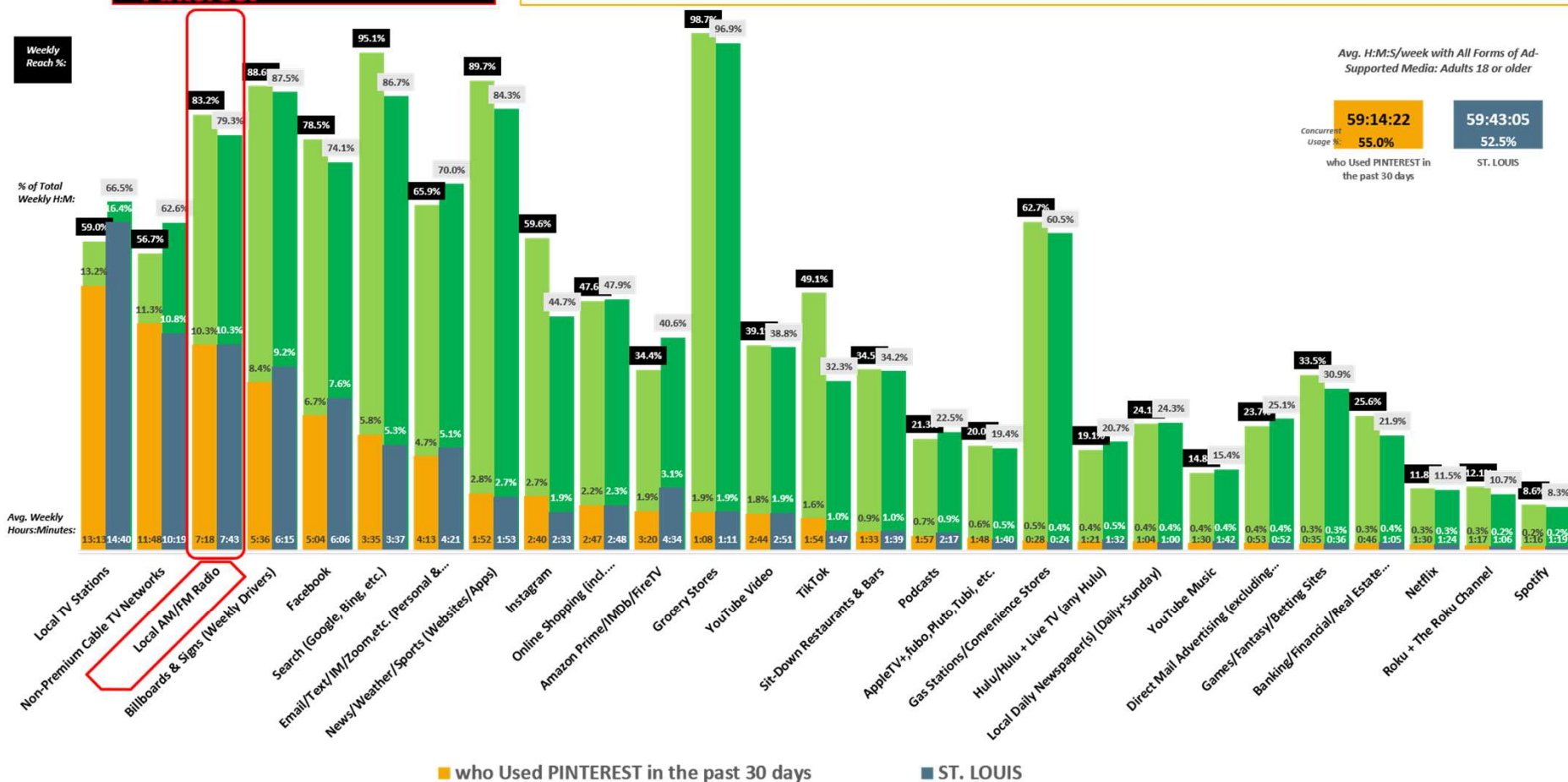
Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 2 days, 7 hours, 6 minutes and 43 seconds each week with All Forms of Ad-Supported Media.
 80.% of Adults 18 or older who Used PINTEREST in the past 30 days spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 2 days, 11 hours, 14 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

83.2% of Adults 18 or older who Used PINTEREST in the past 30 days spend an avg. of 7 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% 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

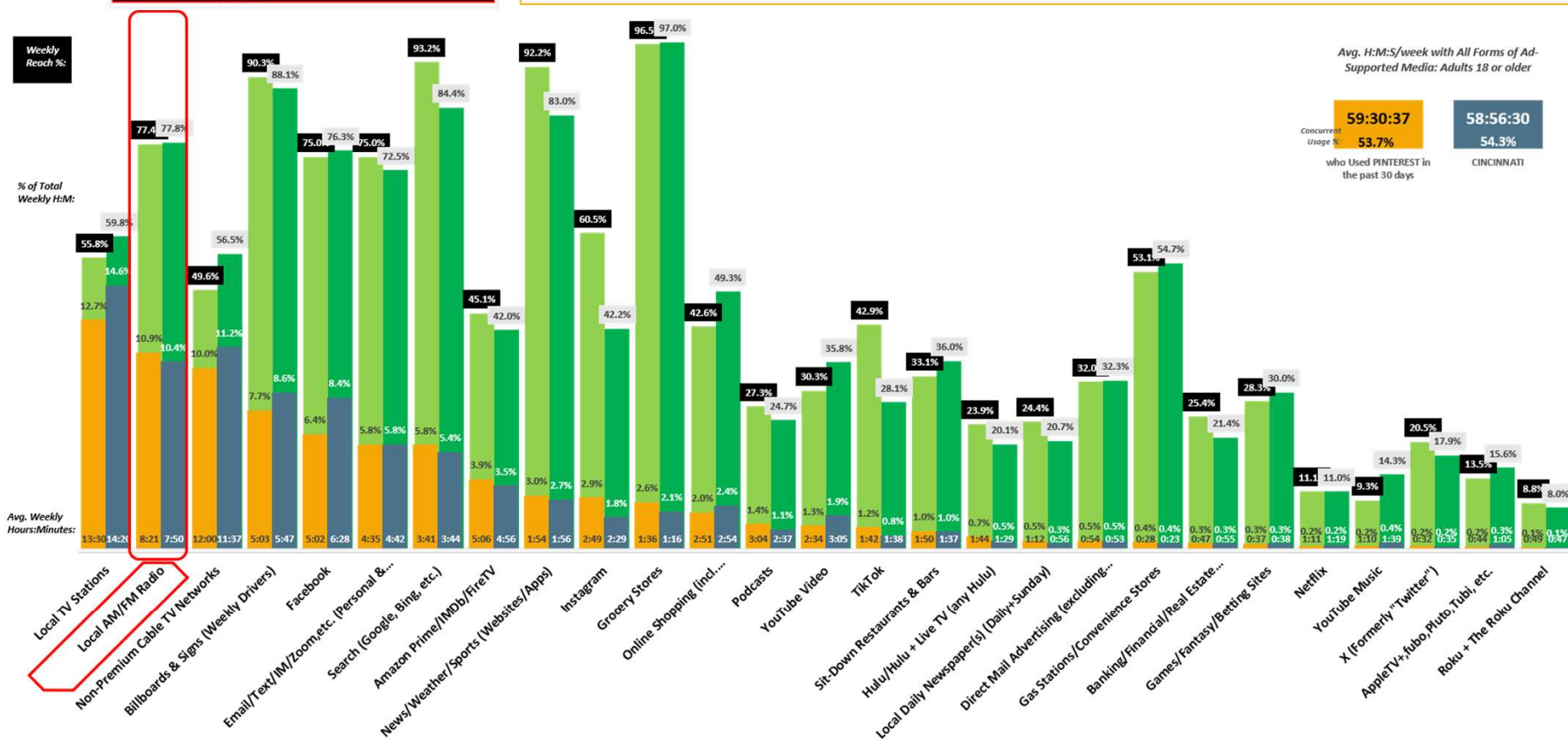
59:14:22
Concurrent Usage %: **55.0%**
who Used PINTEREST in the past 30 days

59:43:05
ST. LOUIS



Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 2 days, 11 hours, 30 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

77.4% of Adults 18 or older who Used PINTEREST in the past 30 days spend an avg. of 8 hours and 21 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

Concurrent Usage %: 53.7%

who Used PINTEREST in the past 30 days

CINCINNATI

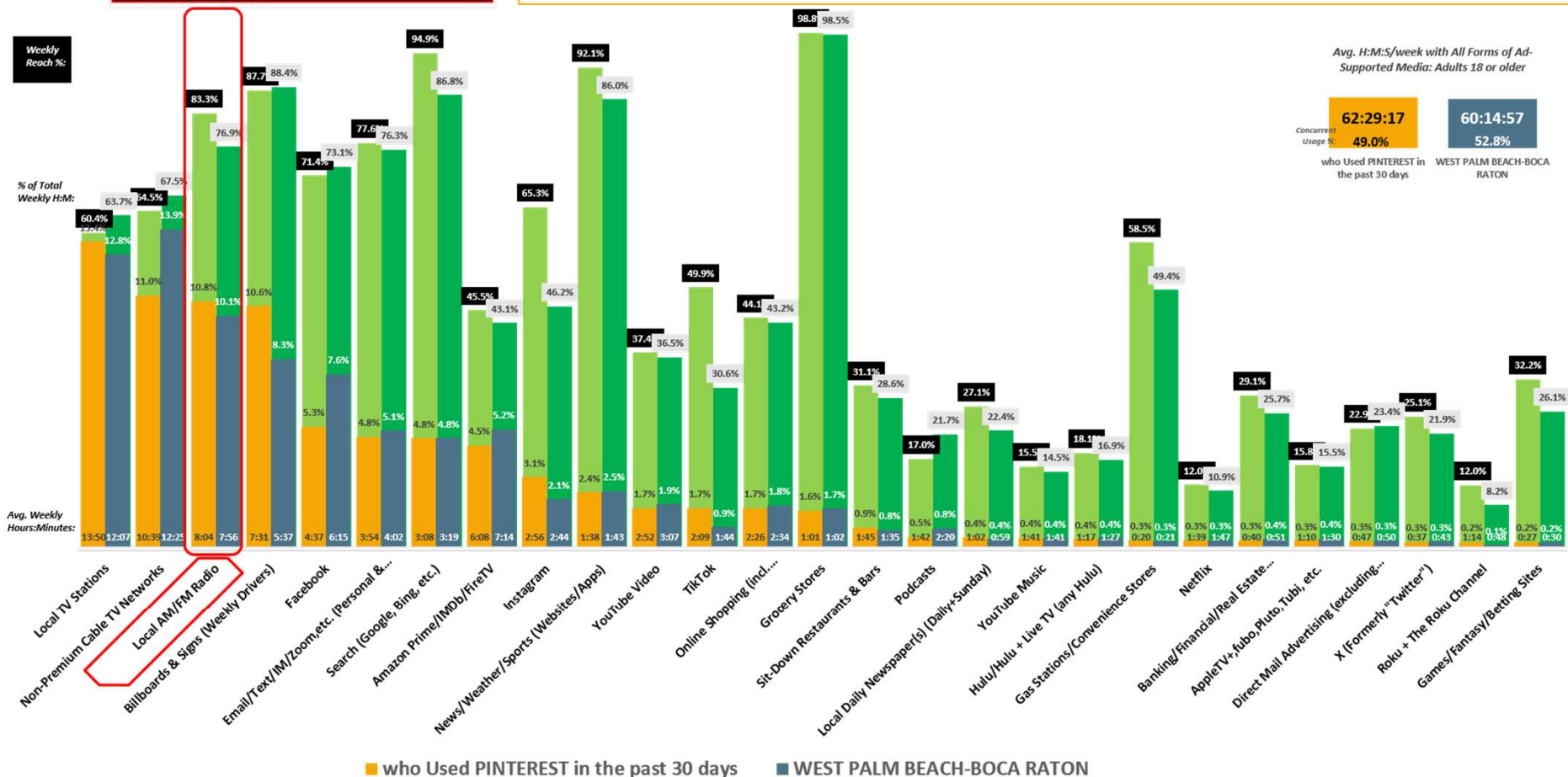
who Used PINTEREST in the past 30 days

CINCINNATI



Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 2 days, 14 hours, 29 minutes and 17 seconds each week with All Forms of Ad-Supported Media.

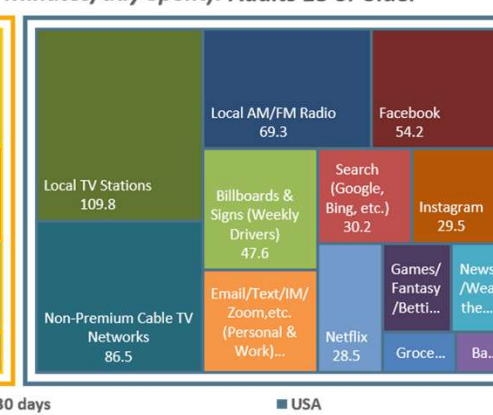
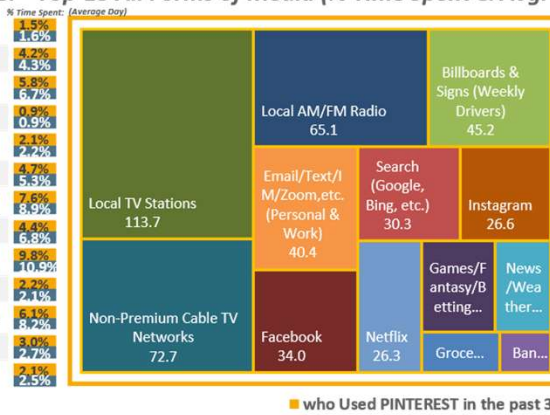
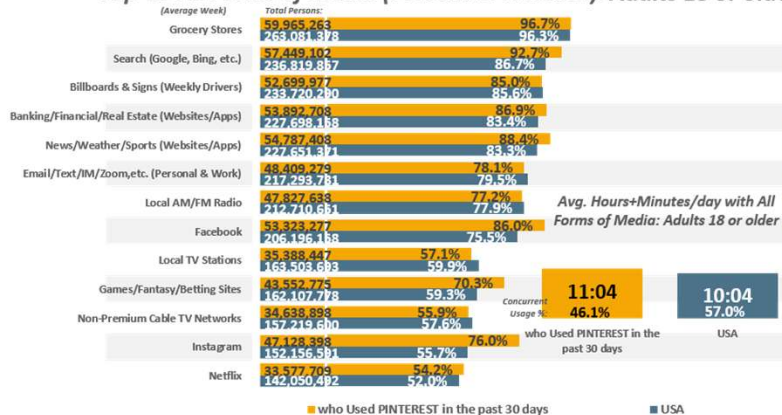
83.3% of Adults 18 or older who Used PINTEREST in the past 30 days spend an avg. of 8 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



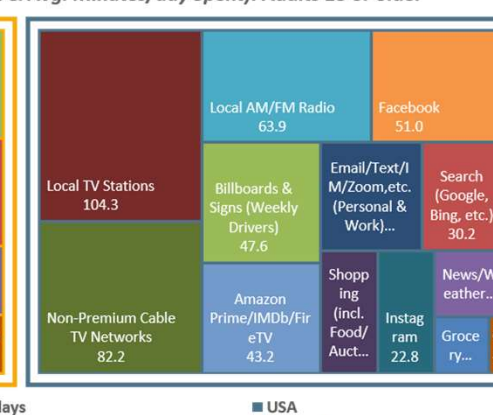
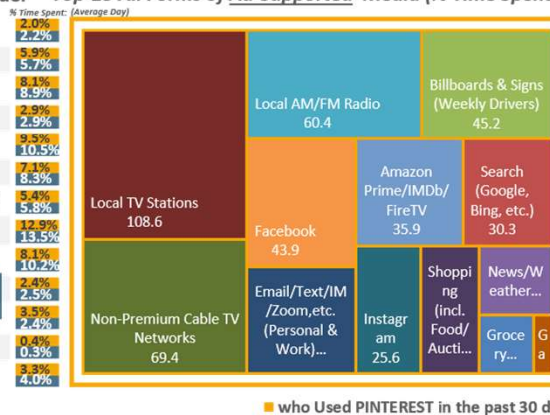
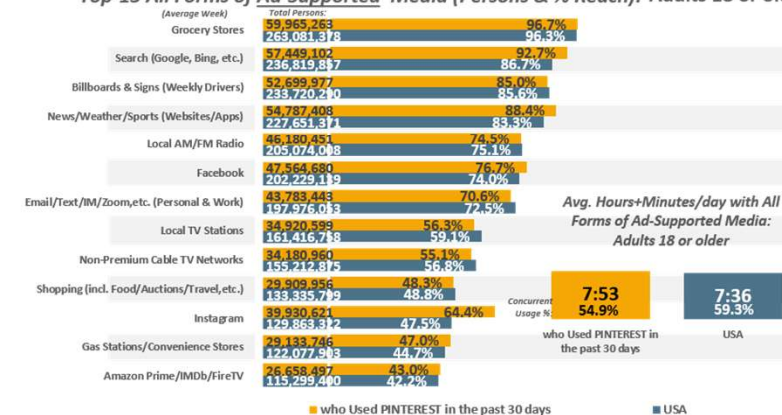


Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 74.5% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,797
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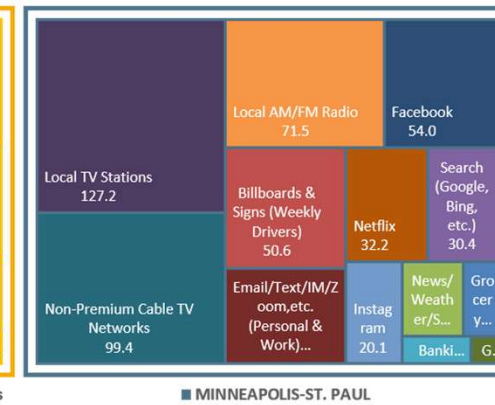
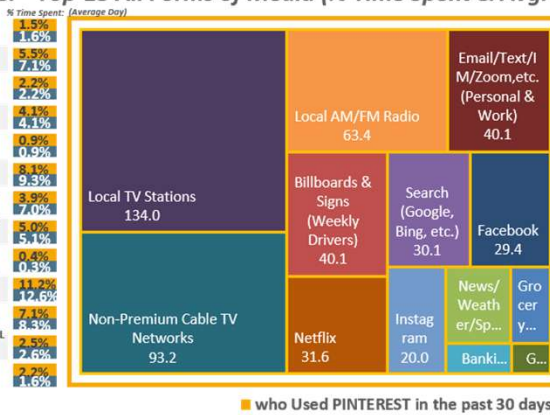
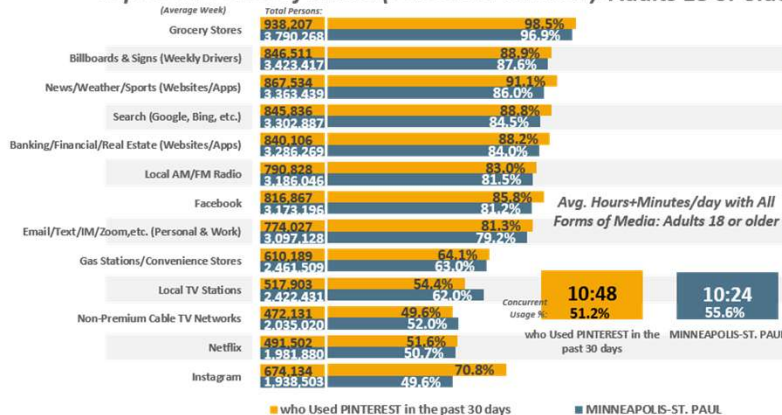
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

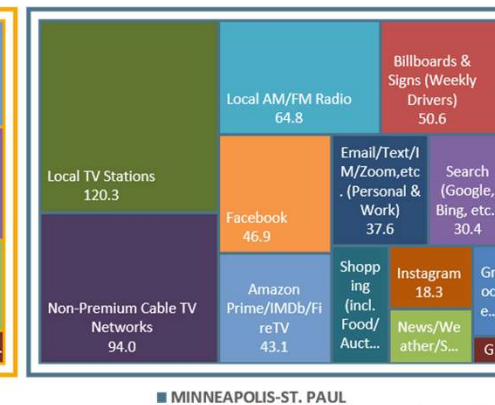
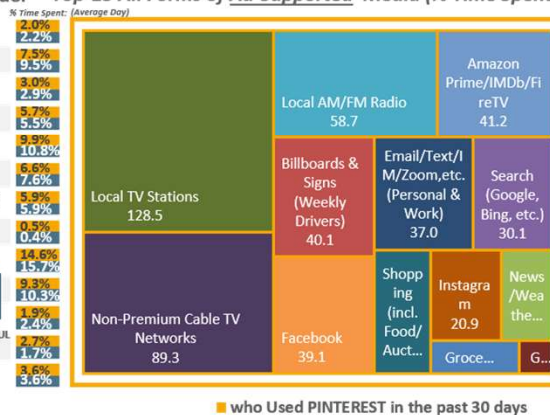
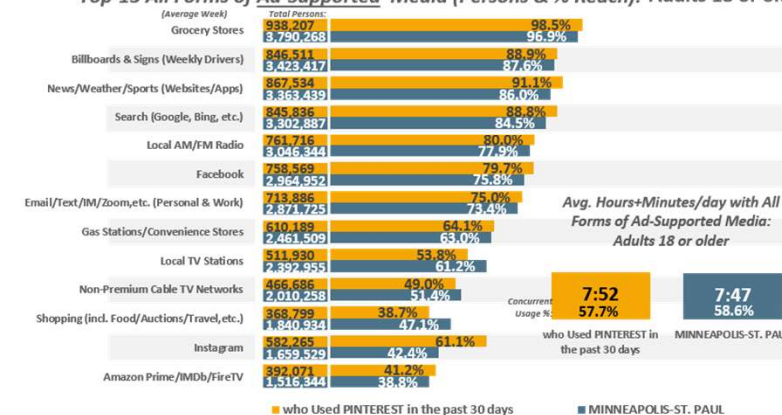


Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 7 hours and 52 minutes each day with All Forms of Ad-Supported Media. 80.0% listen to Local AM/FM Radio for an avg. of 58.7 minutes/day.
(Local Radio delivers 9.9% of Time with Ad-Supported Media.)

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



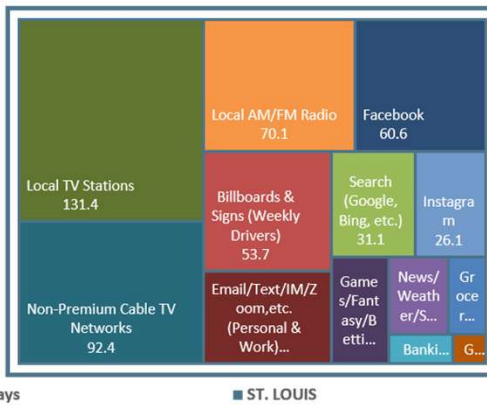
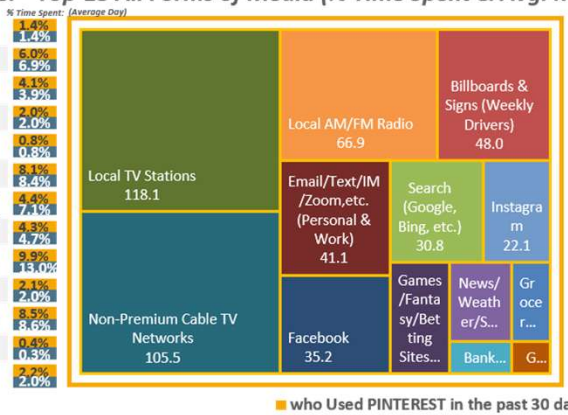
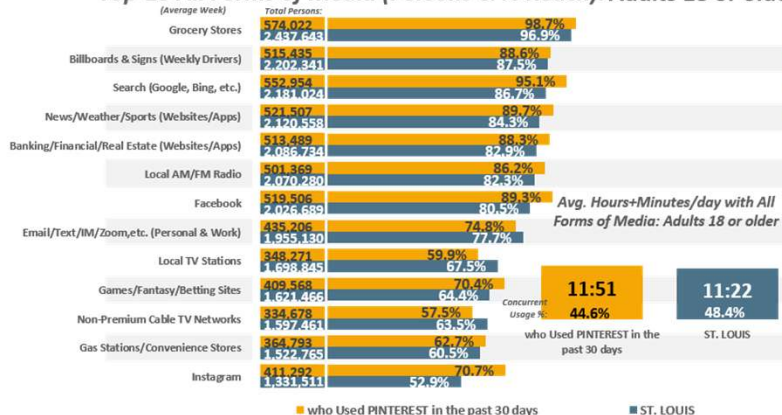
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



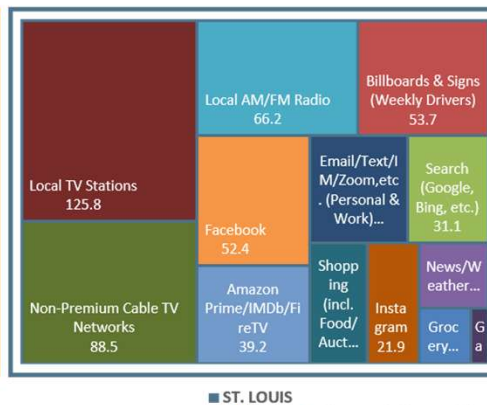
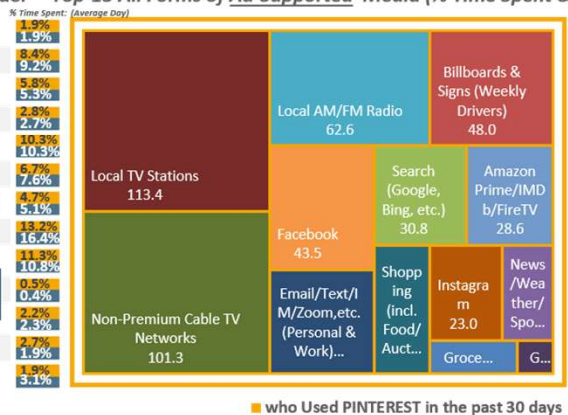
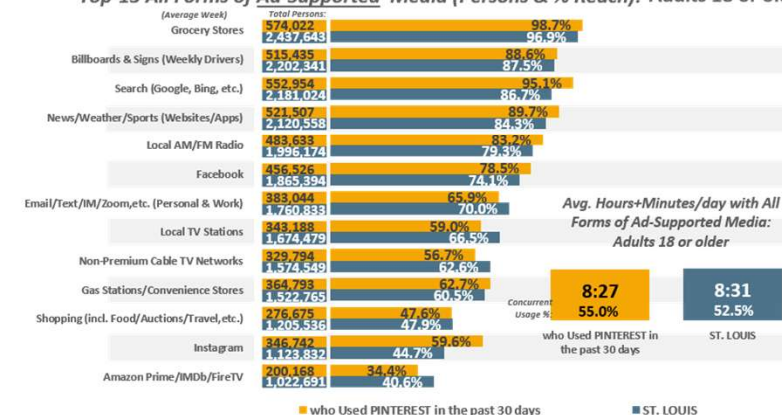


Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 8 hours and 27 minutes each day with All Forms of Ad-Supported Media. 83.2% listen to Local AM/FM Radio for an avg. of 62.6 minutes/day.
(Local Radio delivers 10.3% of Time with Ad-Supported Media.)

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 500
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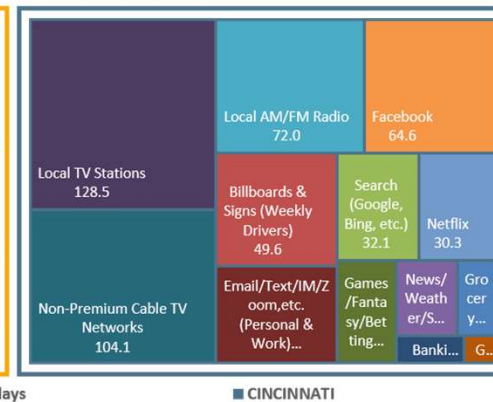
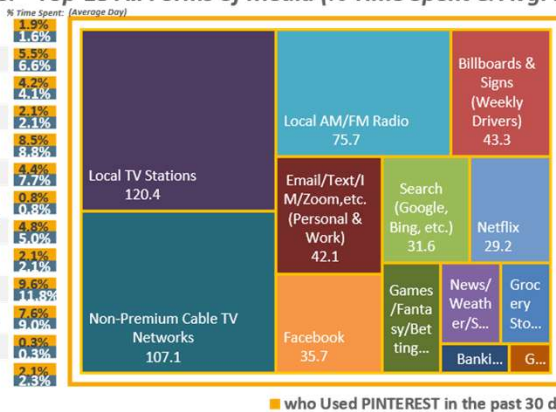
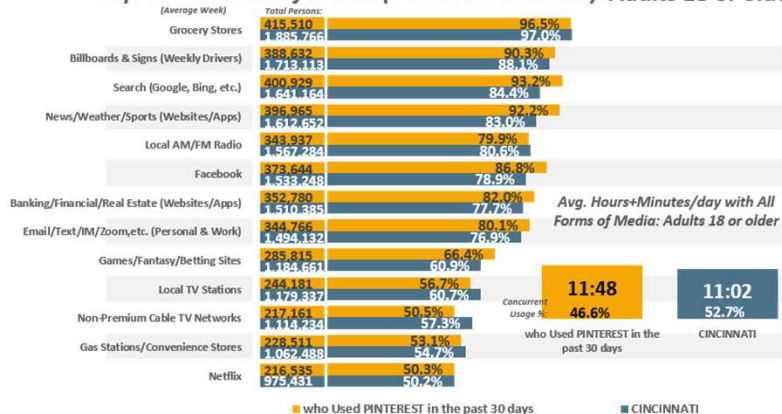
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

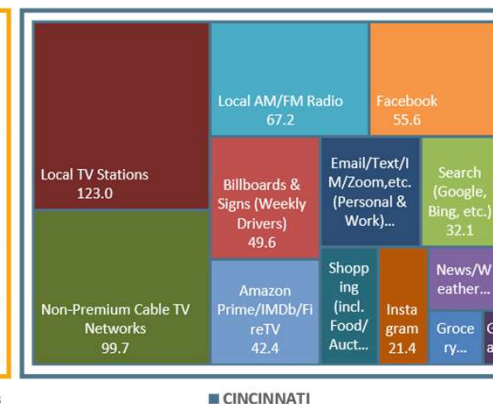
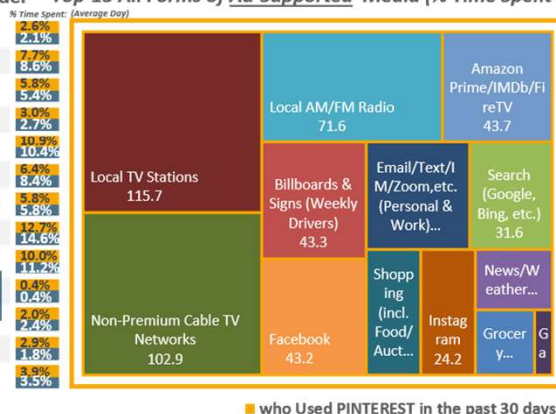
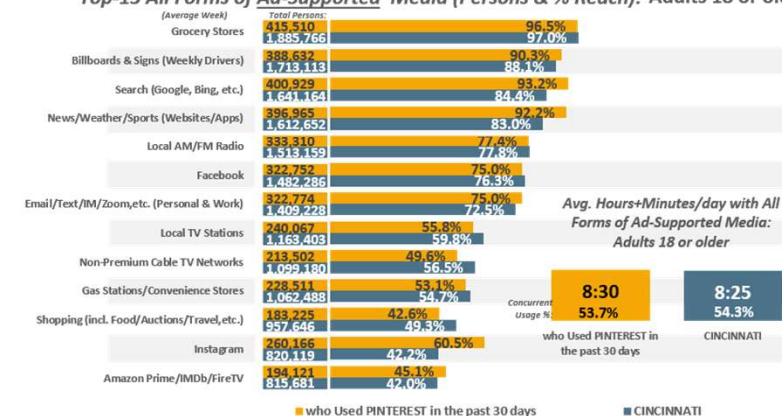


Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 8 hours and 30 minutes each day with All Forms of Ad-Supported Media. 77.4% listen to Local AM/FM Radio for an avg. of 71.6 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

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**



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 476
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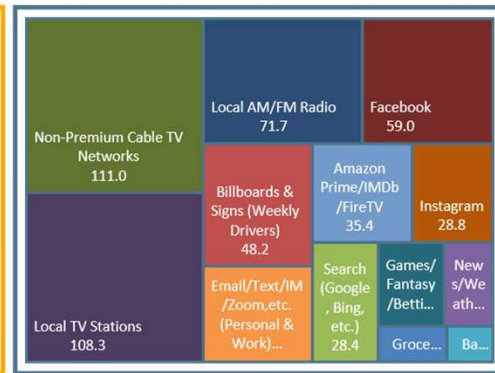
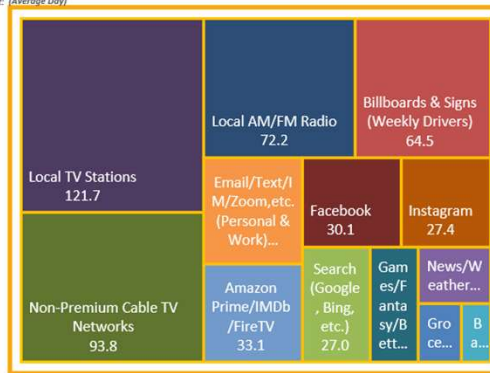
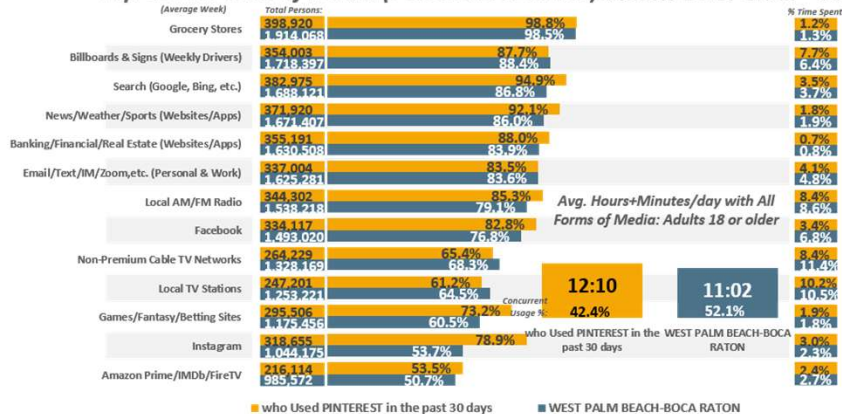
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

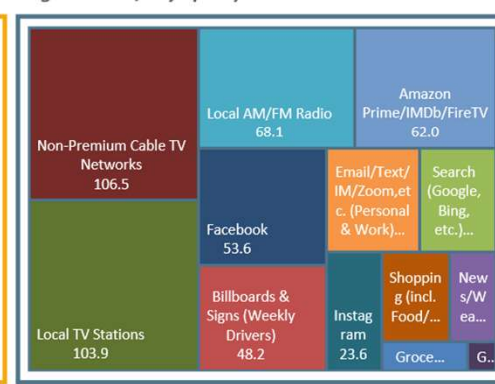
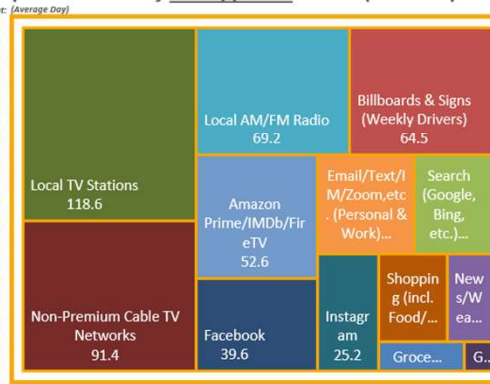
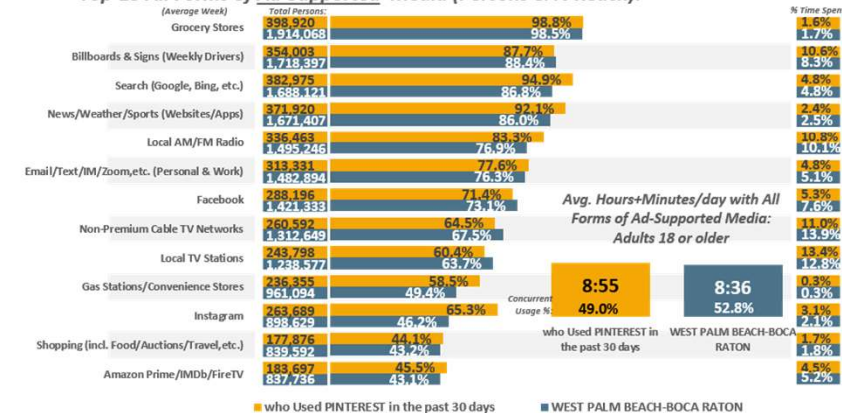


Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 8 hours and 55 minutes each day with All Forms of Ad-Supported Media. 83.3% listen to Local AM/FM Radio for an avg. of 69.2 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

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



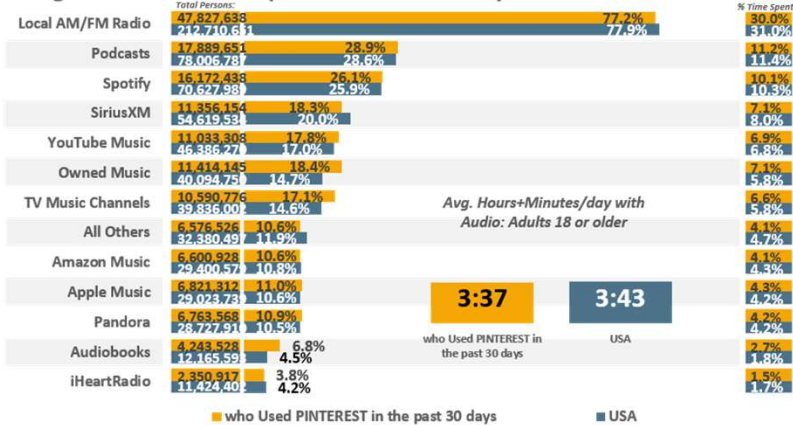
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



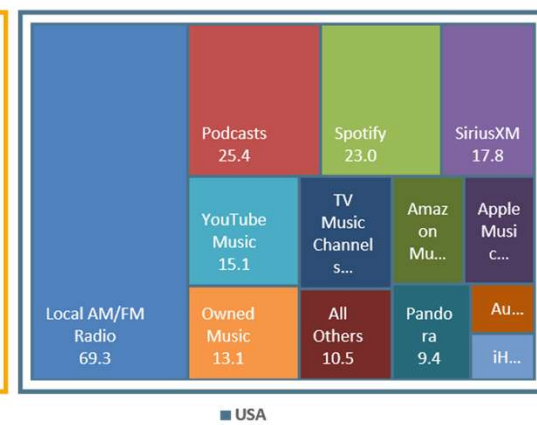
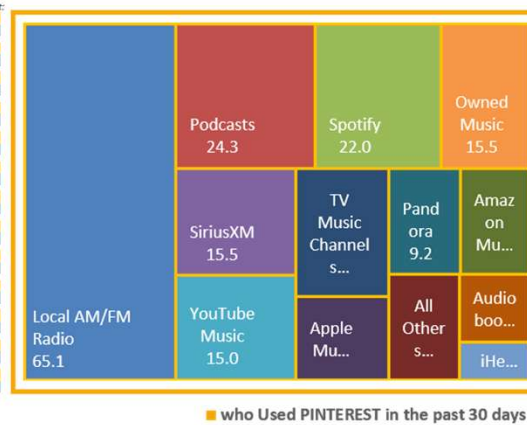


46,180,451 or 74.5% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.

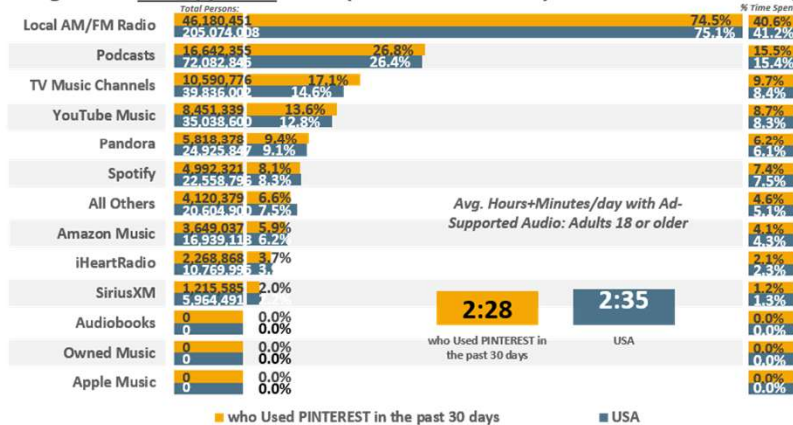
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



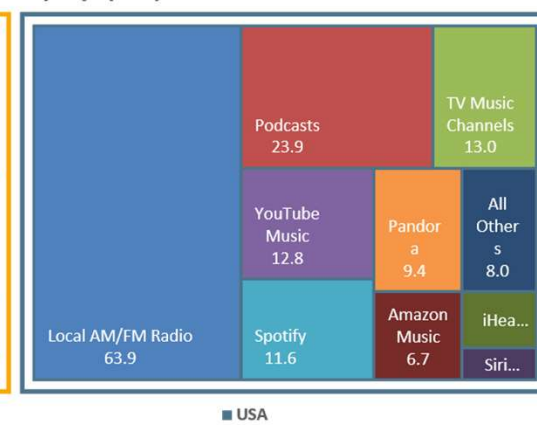
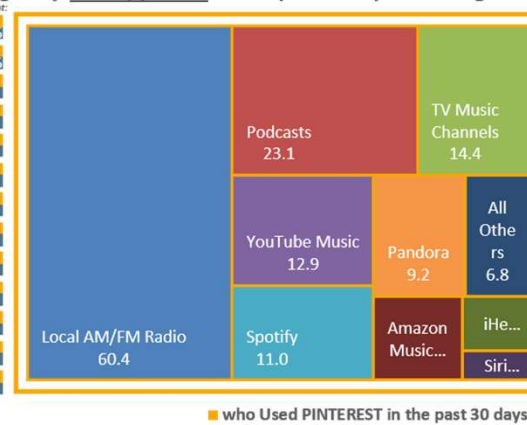
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



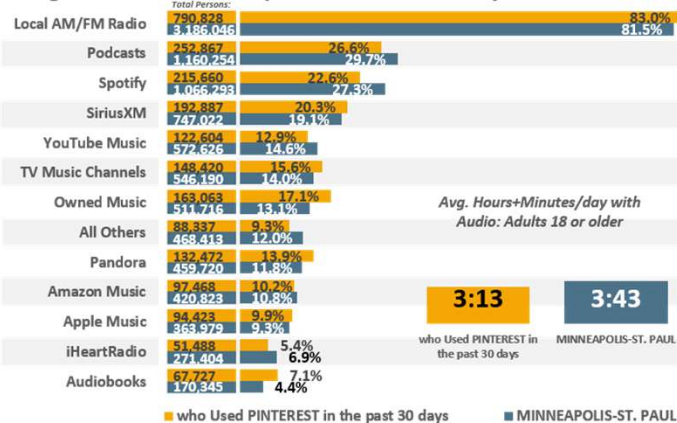
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



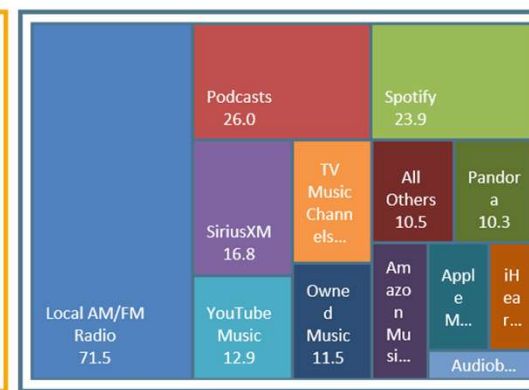
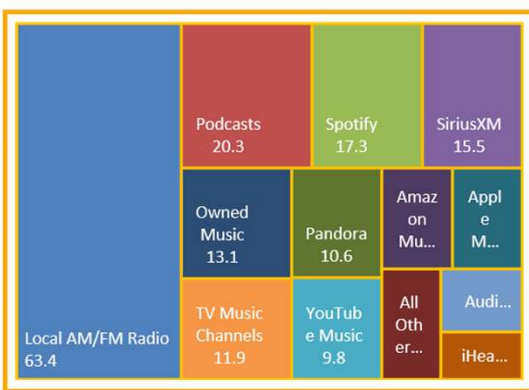


761,716 or 80.0% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.

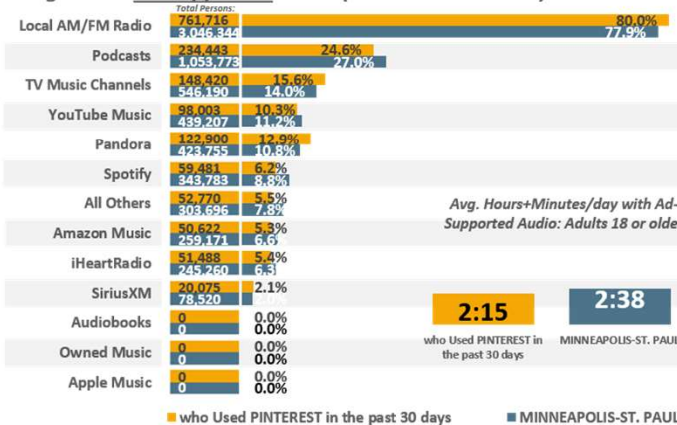
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



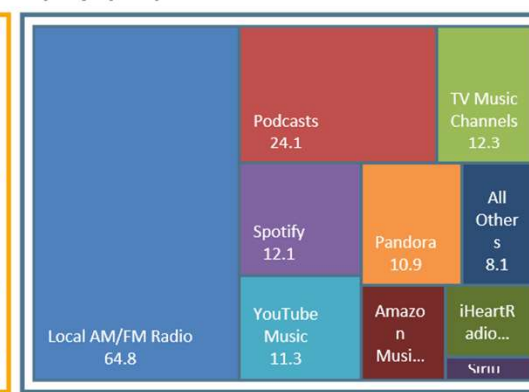
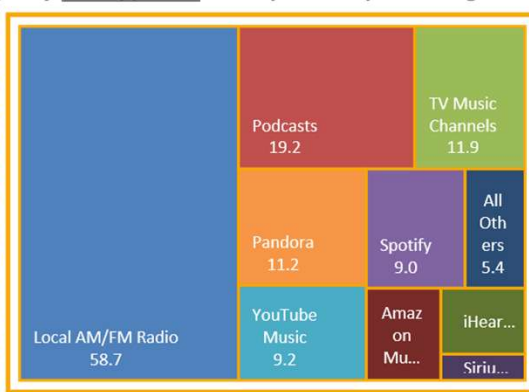
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



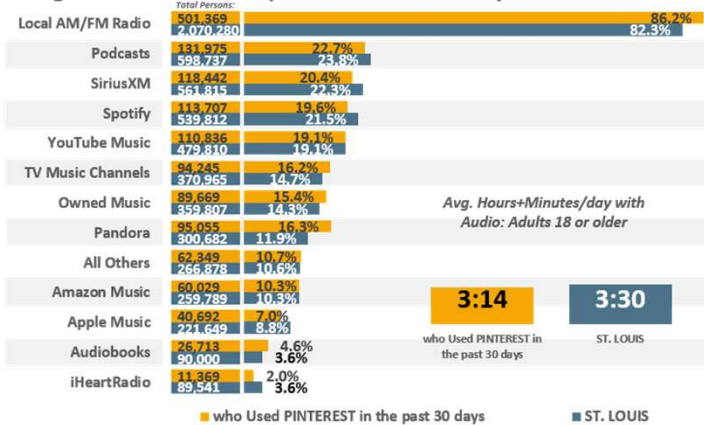
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



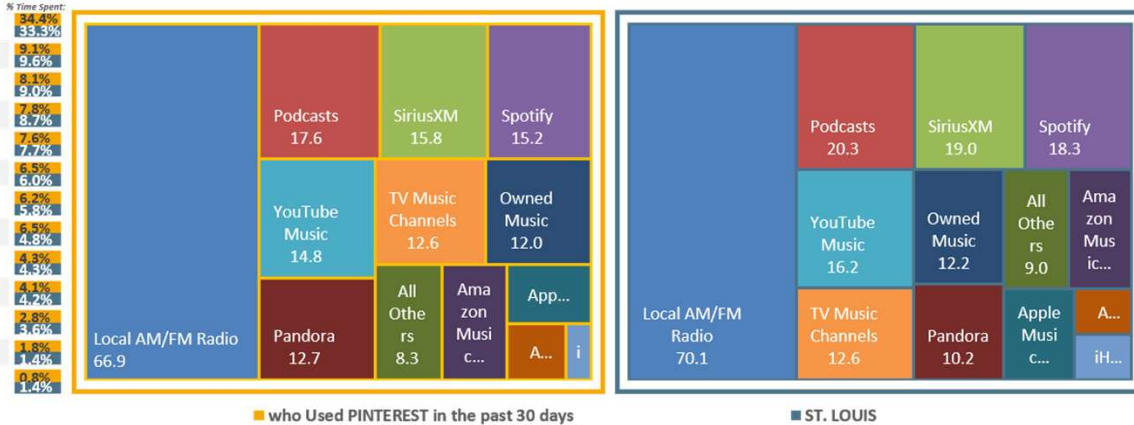


483,633 or 83.2% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

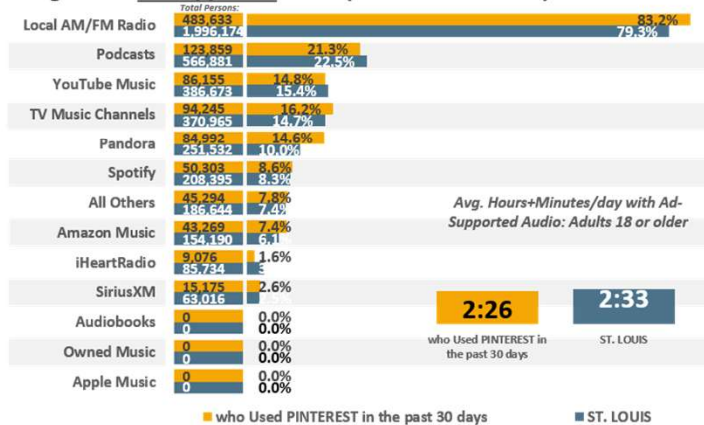
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



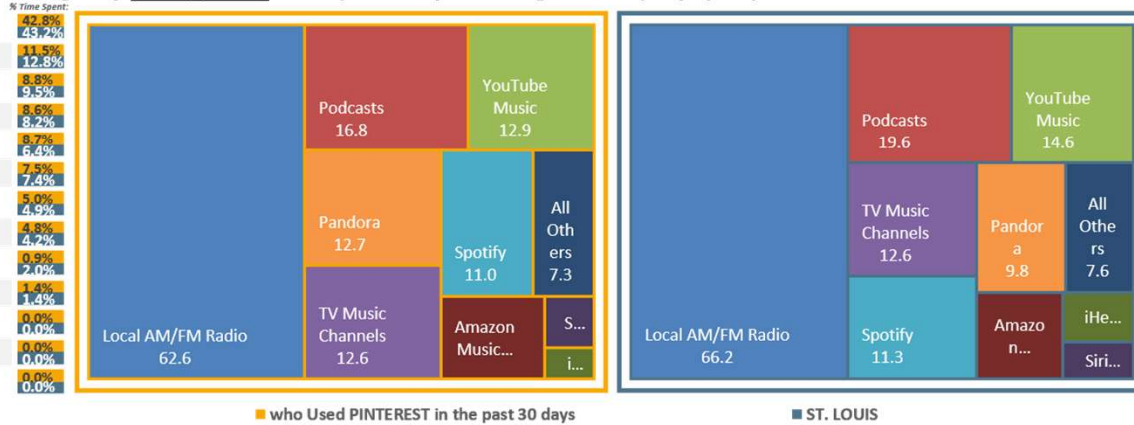
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



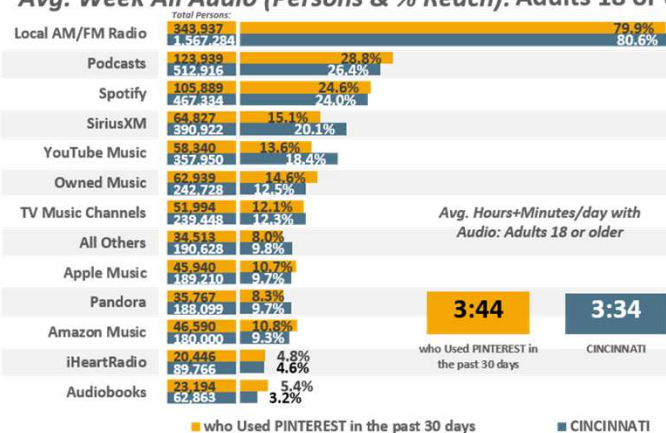
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



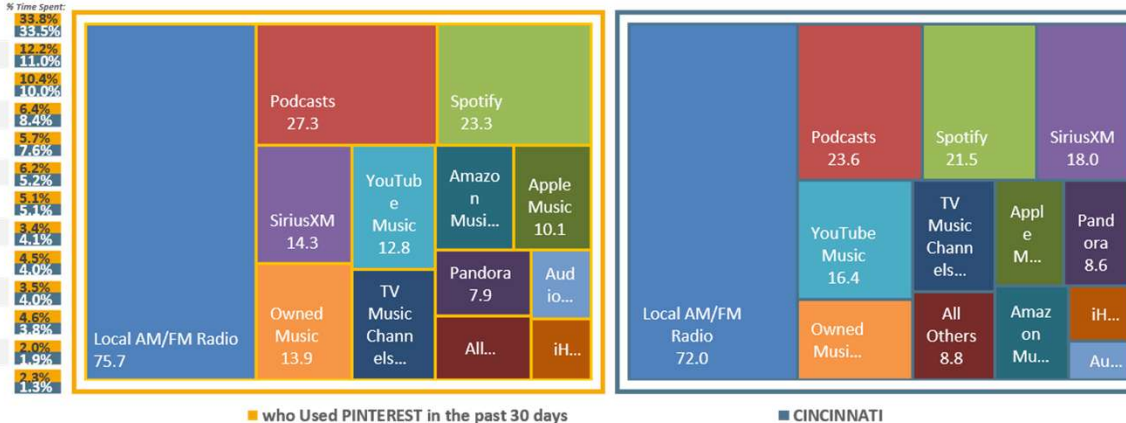


333,310 or 77.4% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.6 minutes every day representing 46.5% of all time spent daily with Ad-Supported Audio.

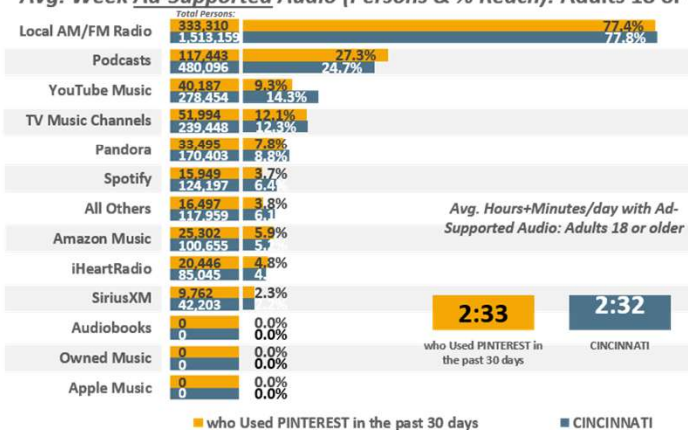
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



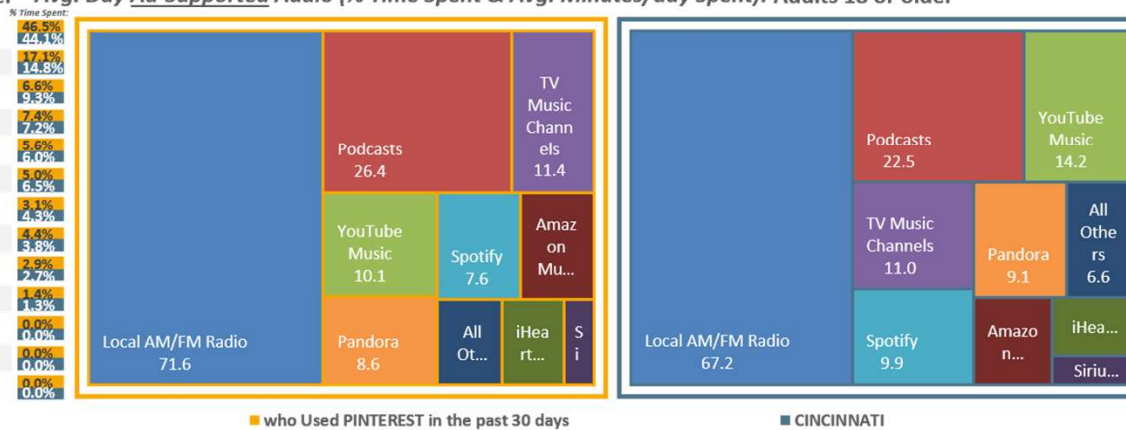
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



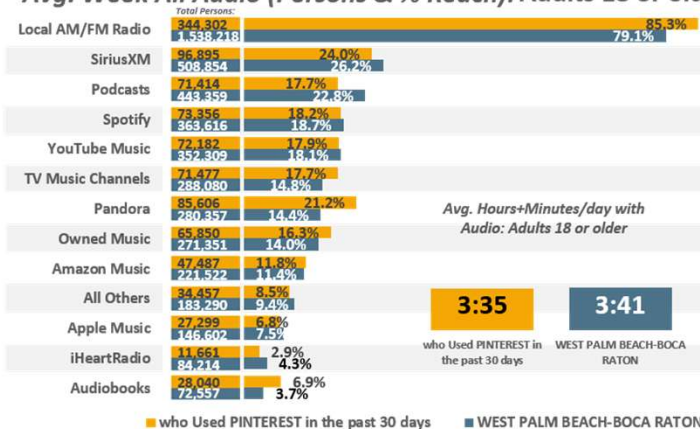
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



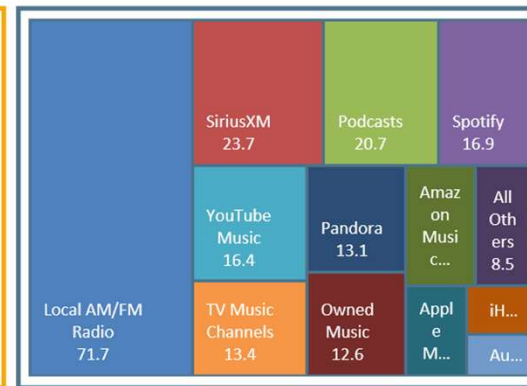
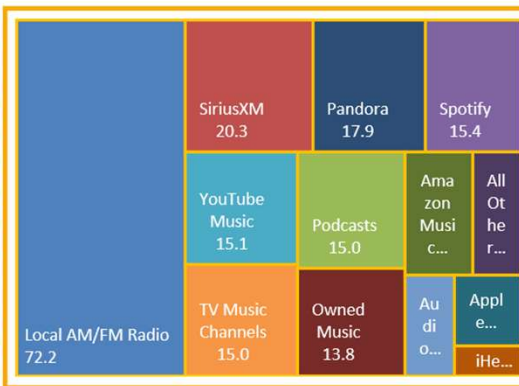


336,463 or 83.3% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.

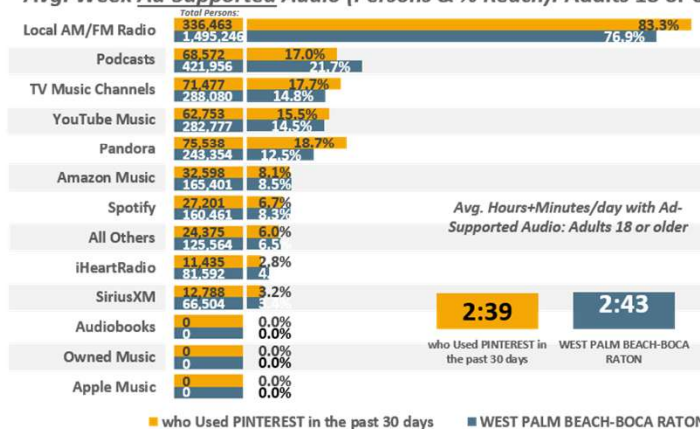
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



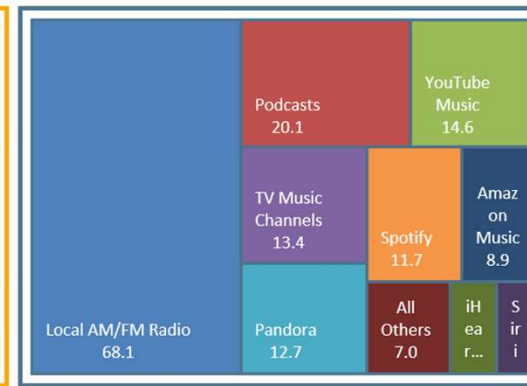
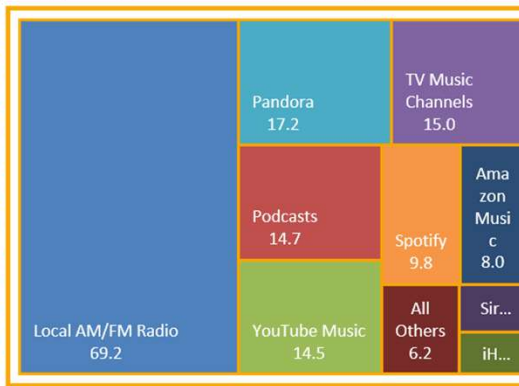
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

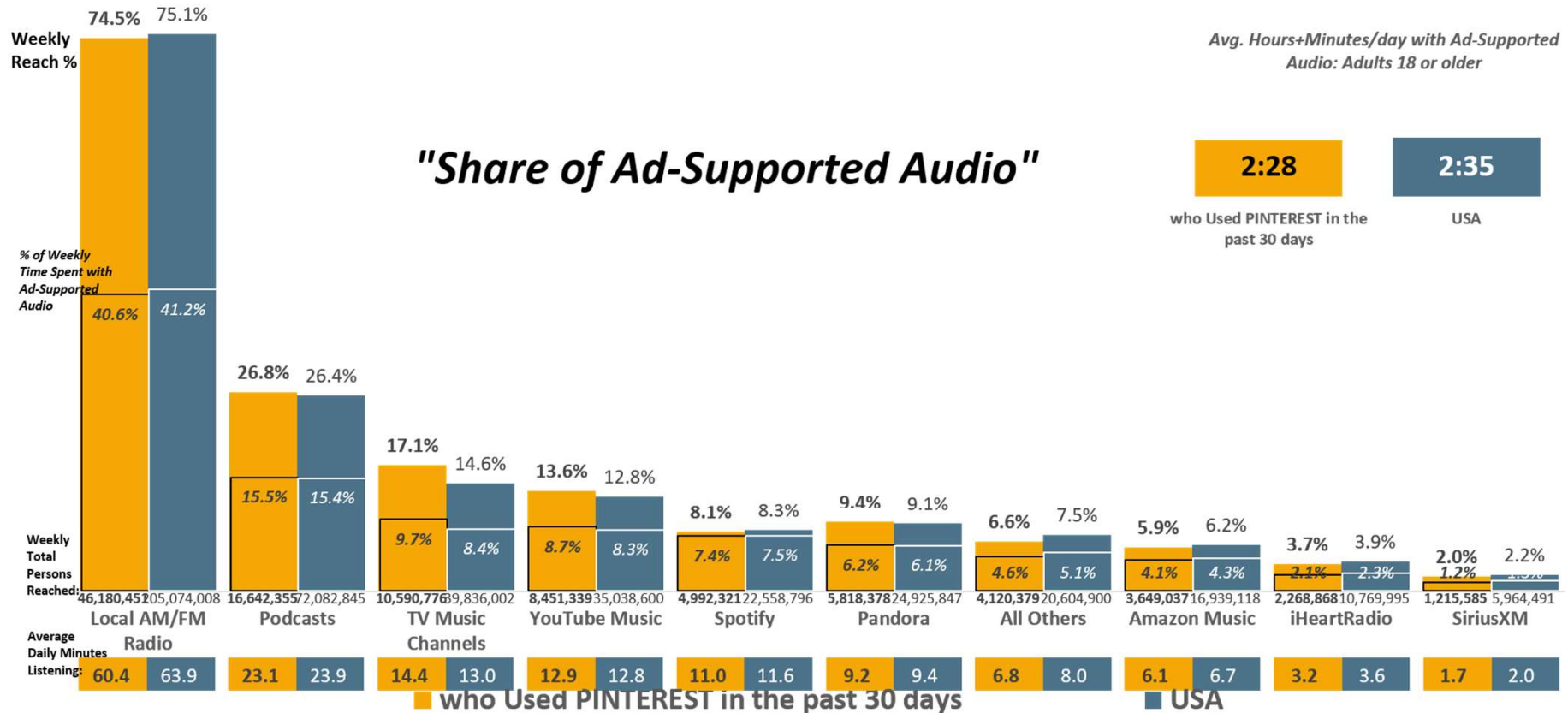


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



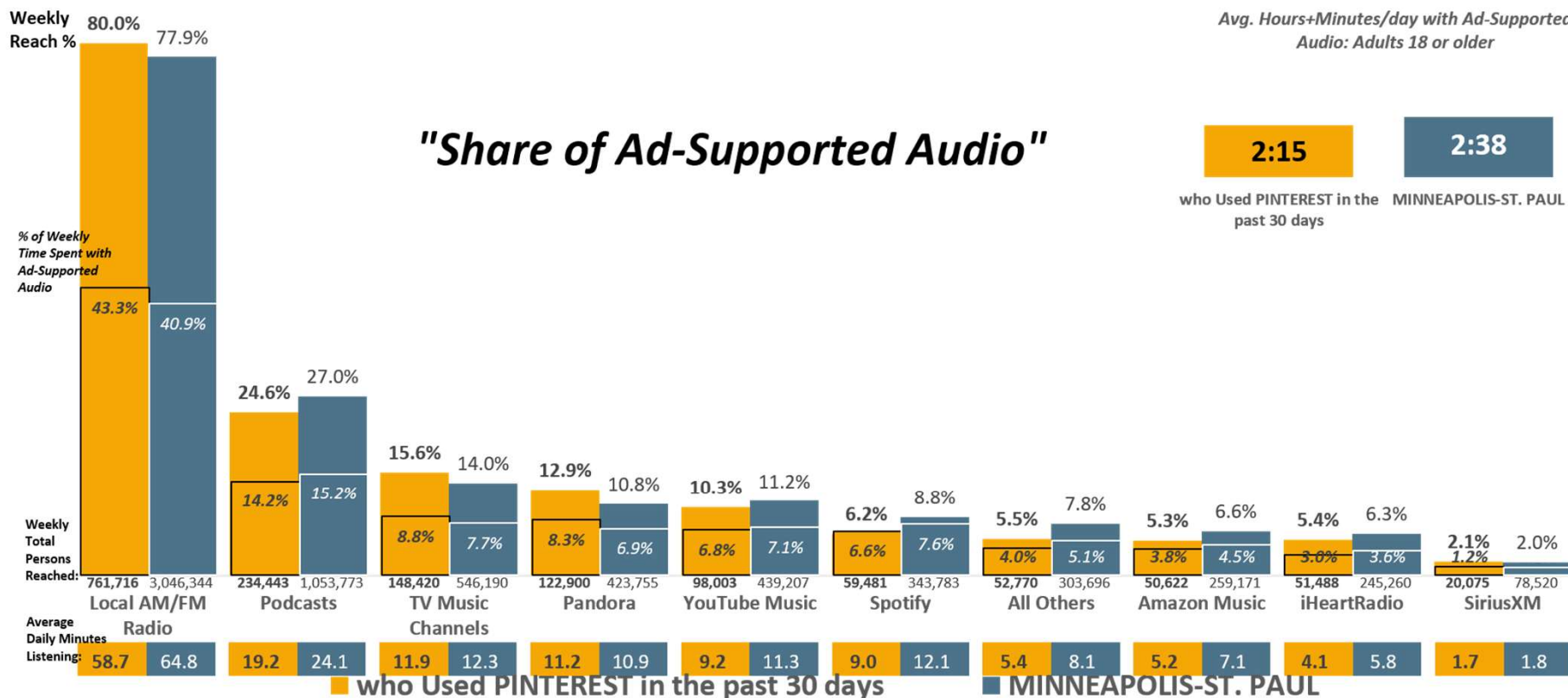


46,180,451 or 74.5% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 40.6% of all time spent daily with Ad-Supported Audio.



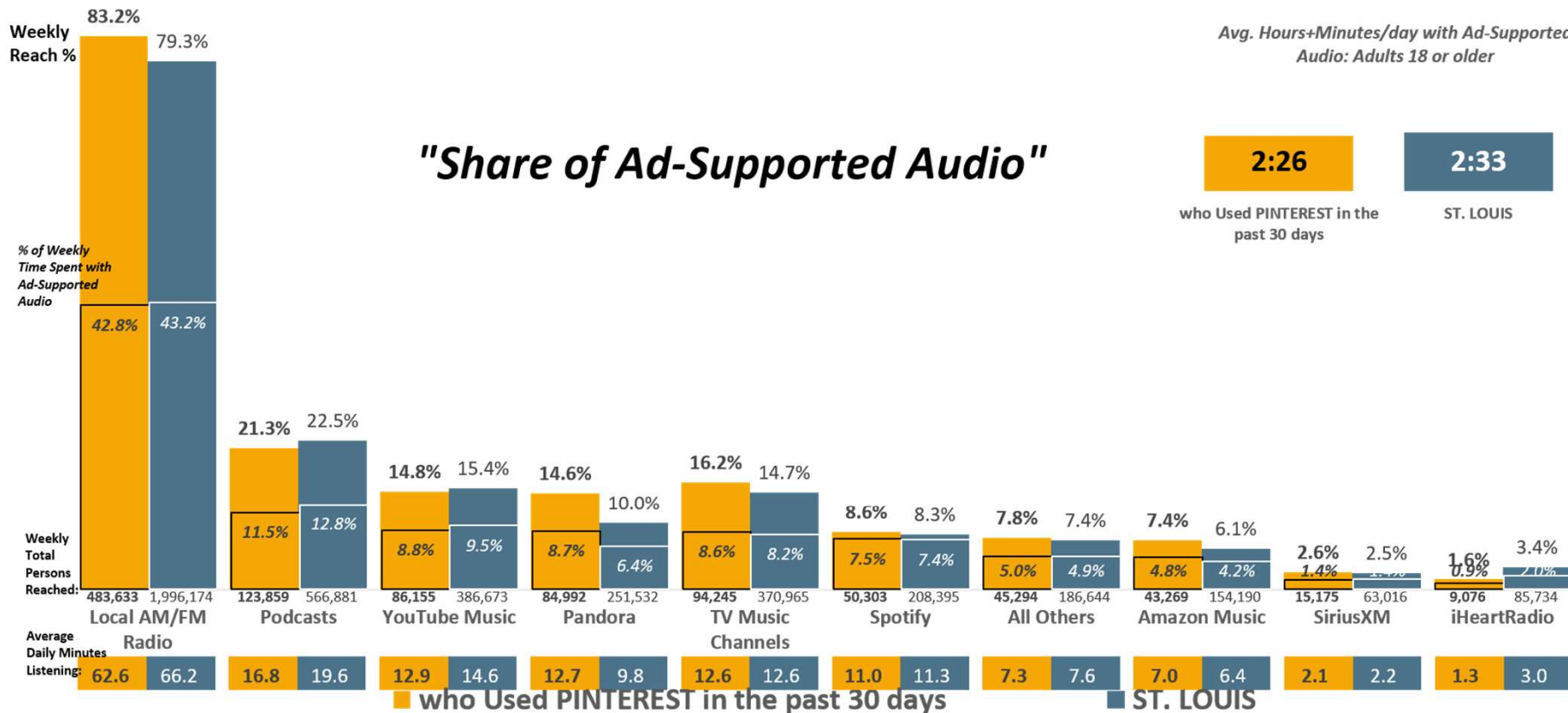


761,716 or 80.0% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 58.7 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.





483,633 or 83.2% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.





333,310 or 77.4% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 71.6 minutes every day representing 46.5% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 77.4% 77.8%

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

"Share of Ad-Supported Audio"

2:33

2:32

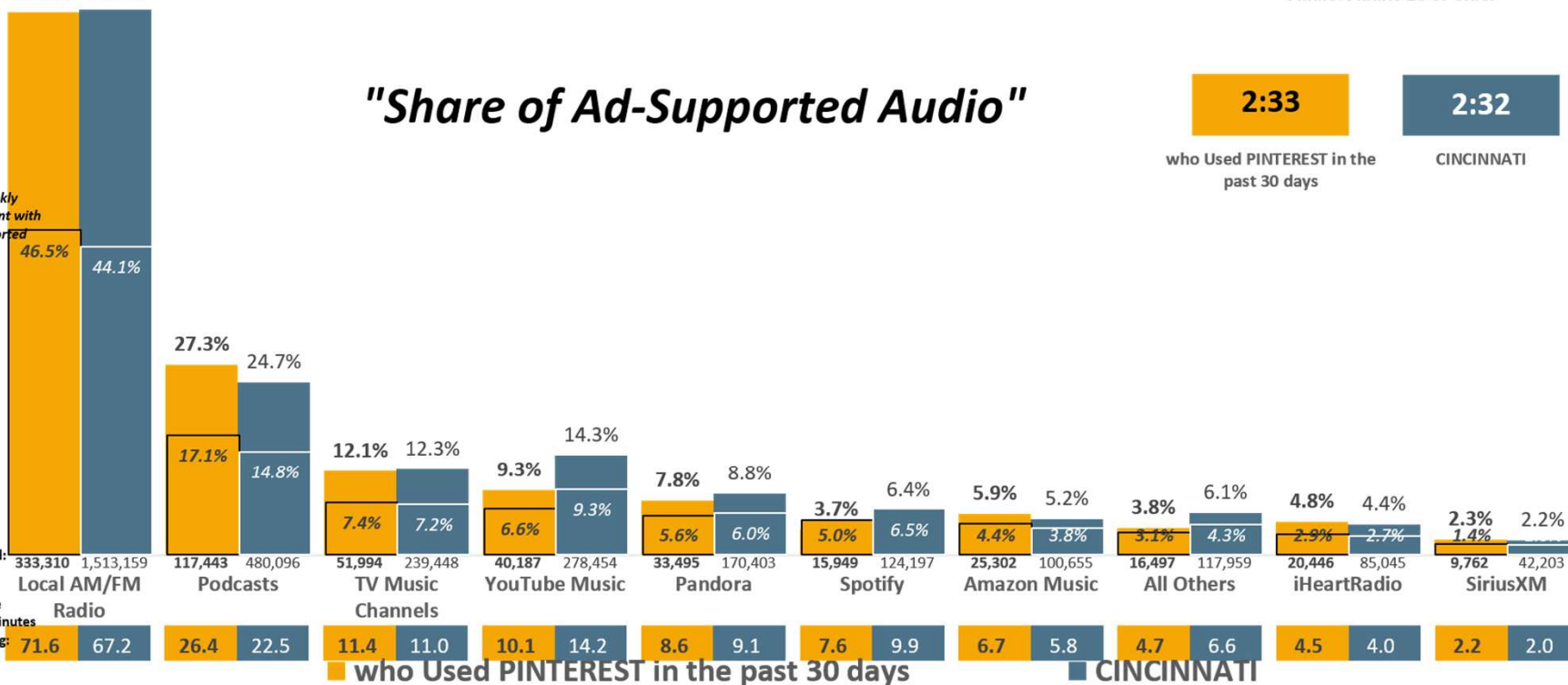
who Used PINTEREST in the
past 30 days

CINCINNATI

% of Weekly
Time Spent with
Ad-Supported
Audio

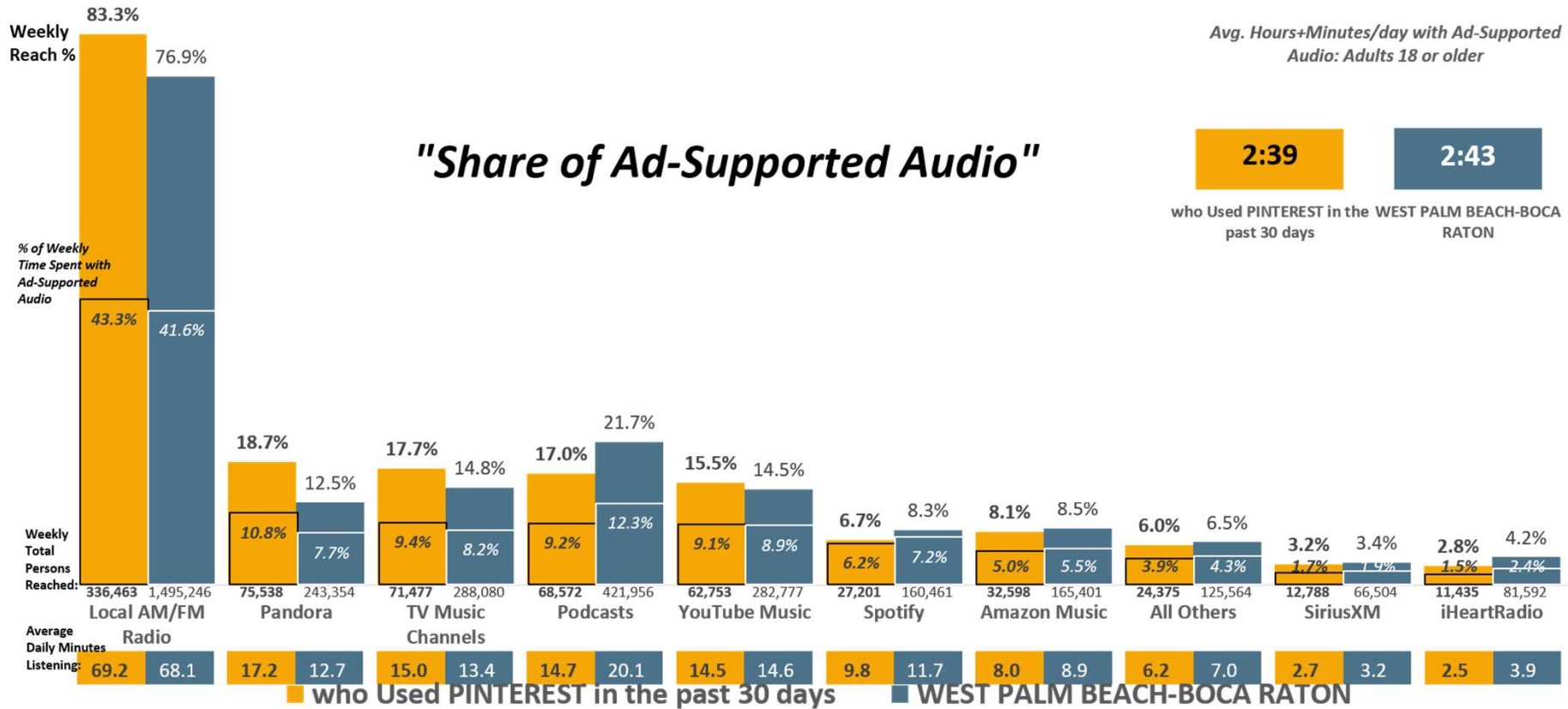
Weekly
Total
Persons
Reached:

Average
Daily Minutes
Listening:





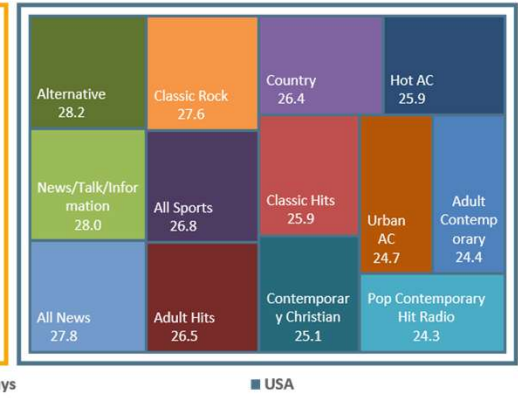
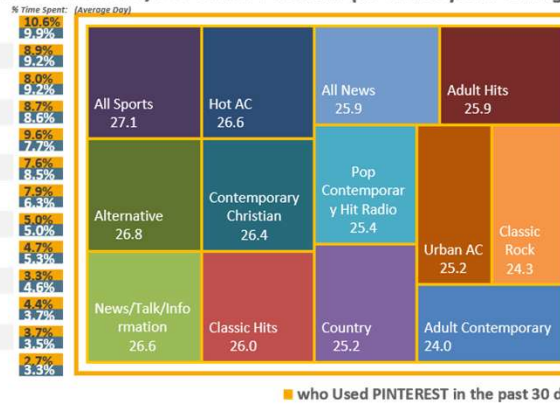
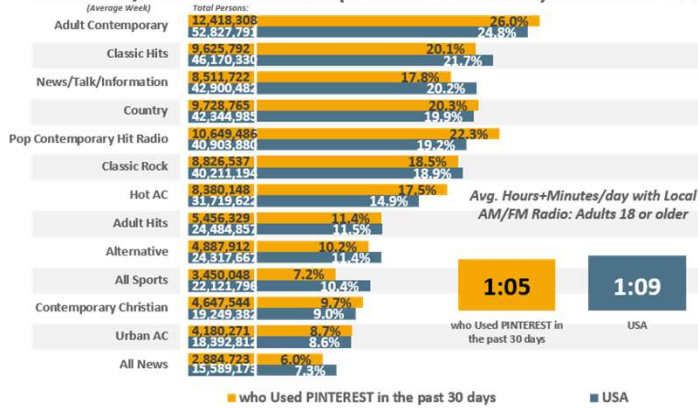
336,463 or 83.3% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 69.2 minutes every day representing 43.3% of all time spent daily with Ad-Supported Audio.



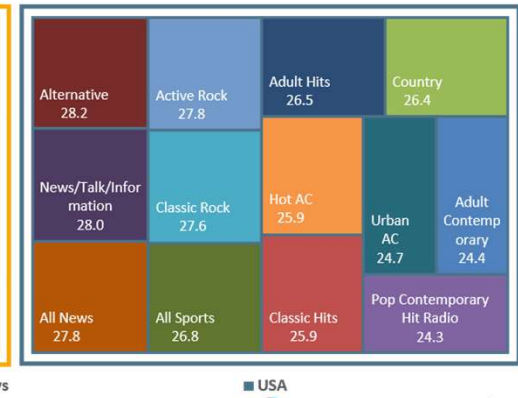
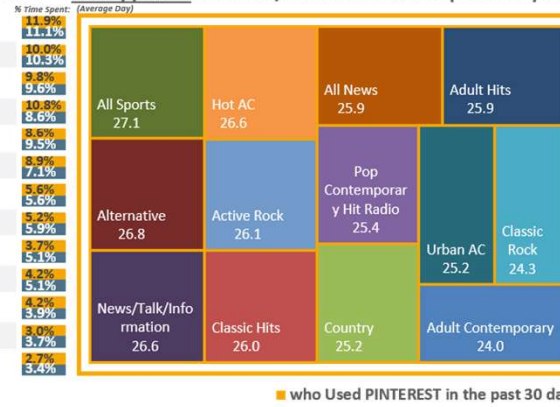
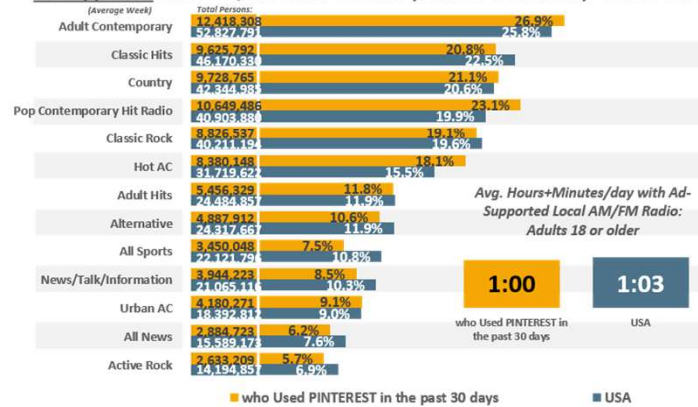


46,180,451 or 74.5% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Classic Rock.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,797
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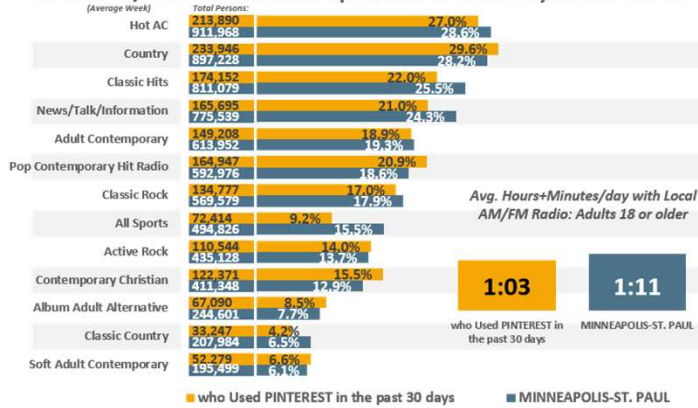
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

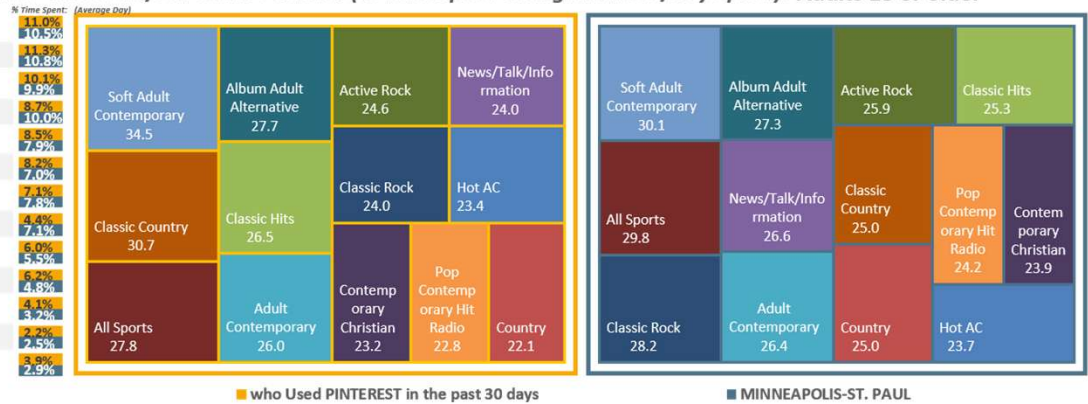


761,716 or 80.% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

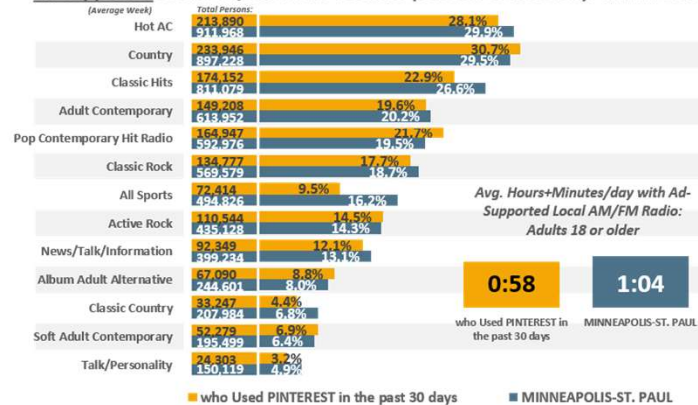
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 492
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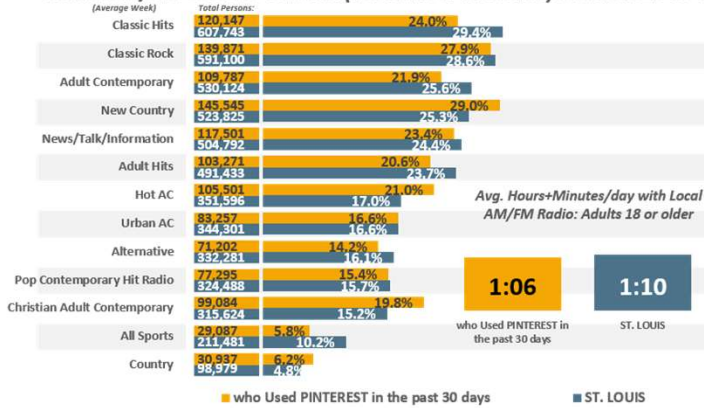
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

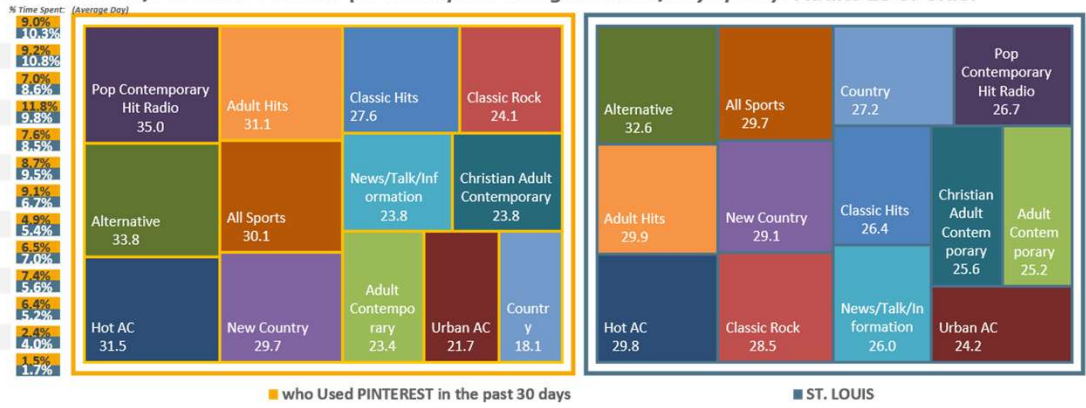


483,633 or 83.2% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Rock, Classic Hits, Adult Contemporary, and Hot AC.

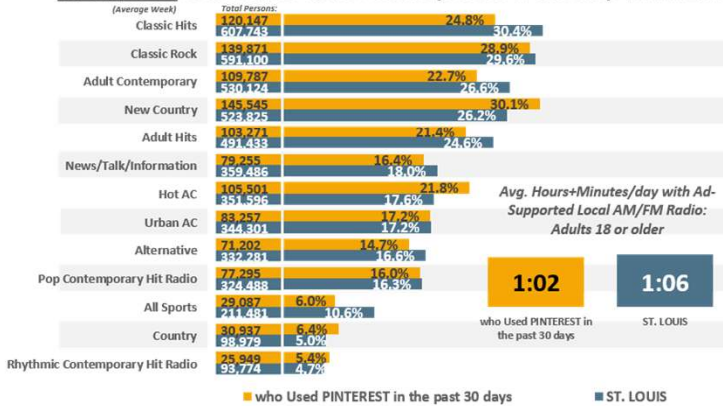
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



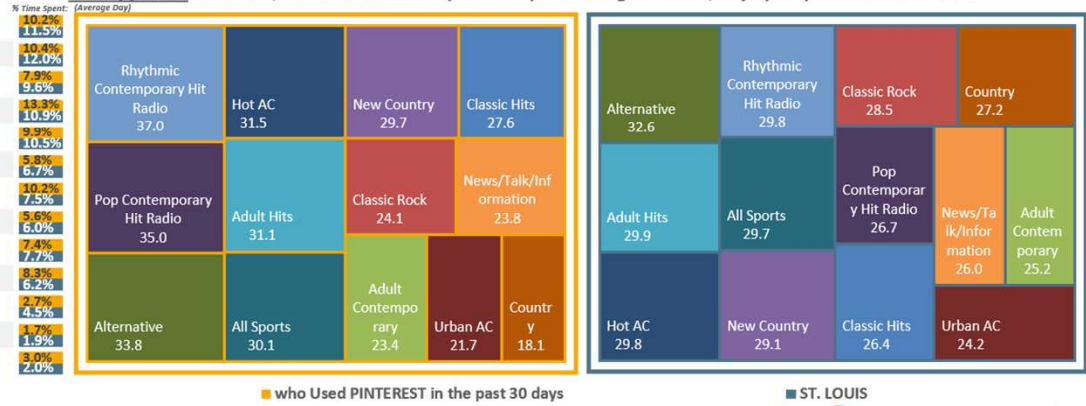
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 500
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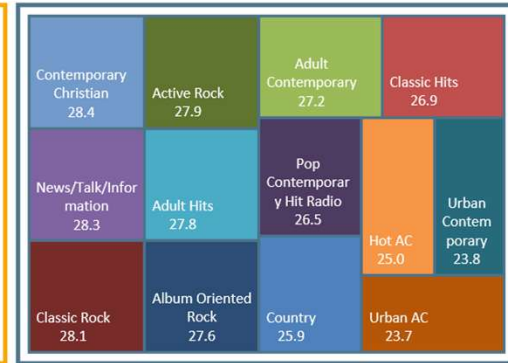
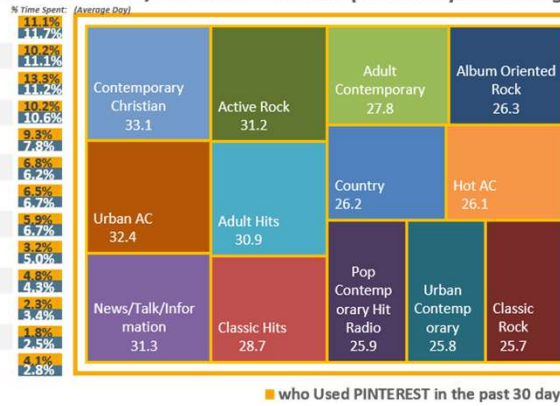
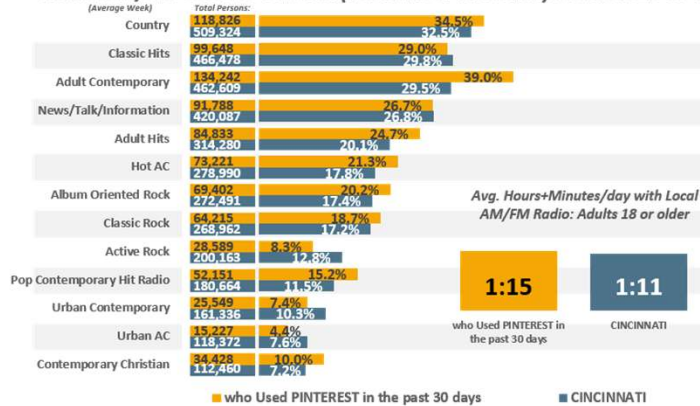
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

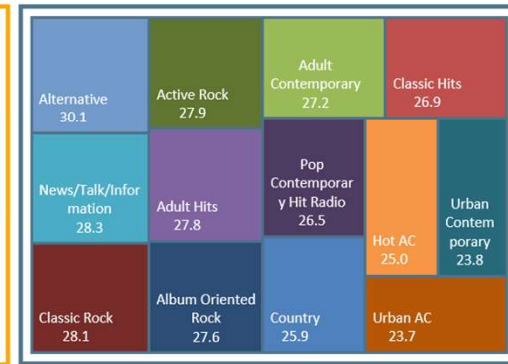
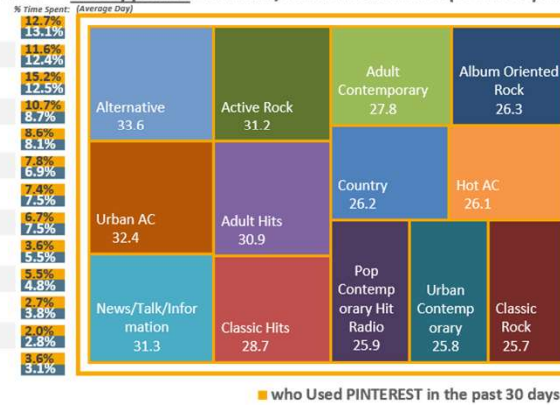
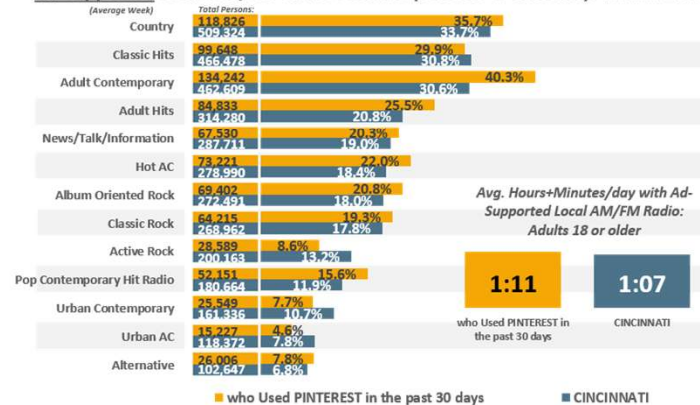


333,310 or 77.4% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Adult Hits, and Hot AC.

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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 476
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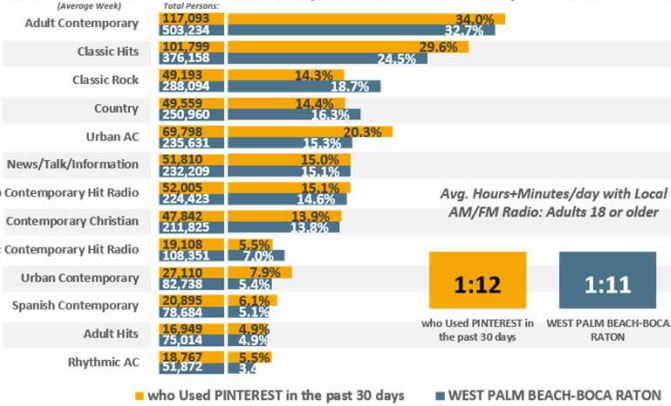
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

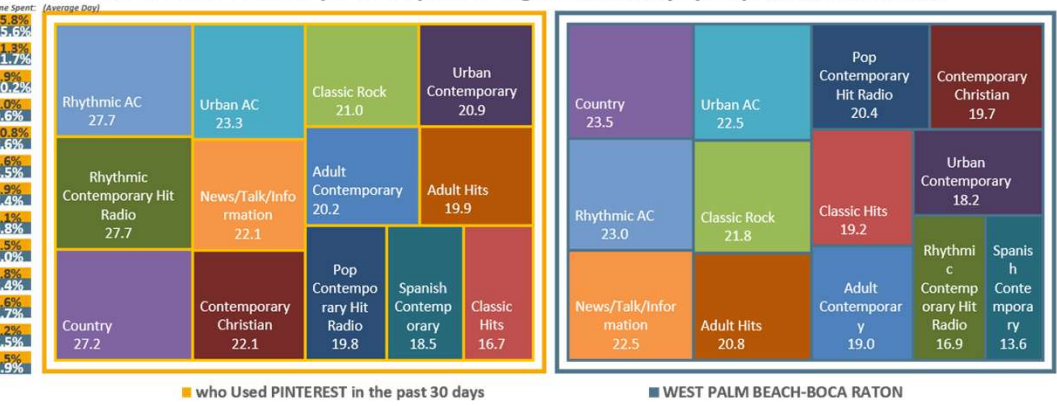


336,463 or 83.3% of Adults 18 or older who Used PINTEREST in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Pop Contemporary Hit Radio, and Country.

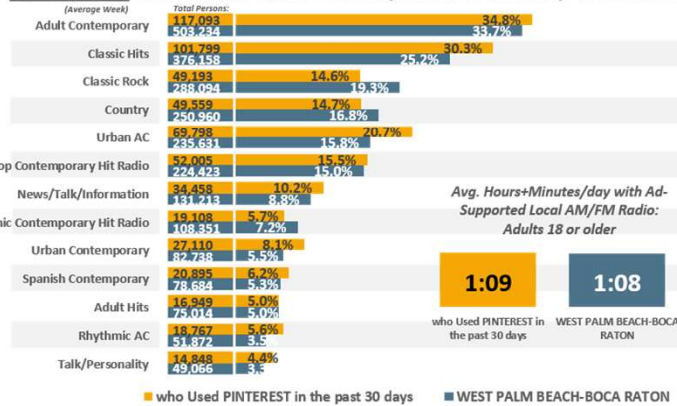
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



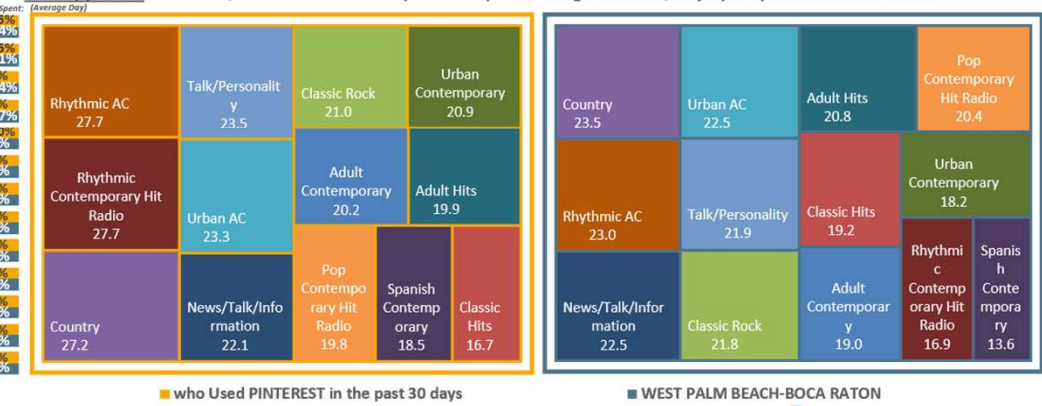
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 588
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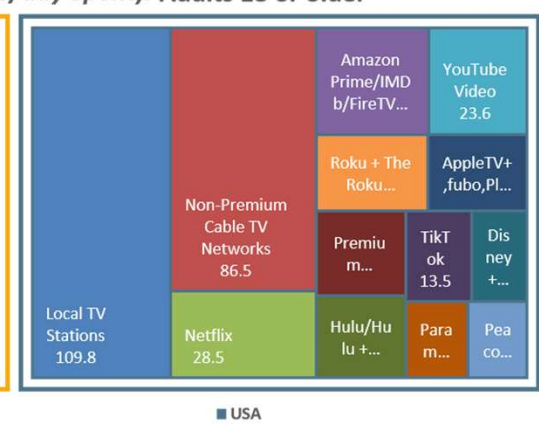
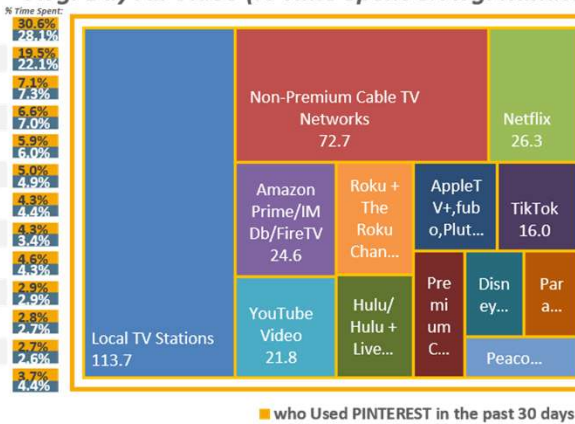
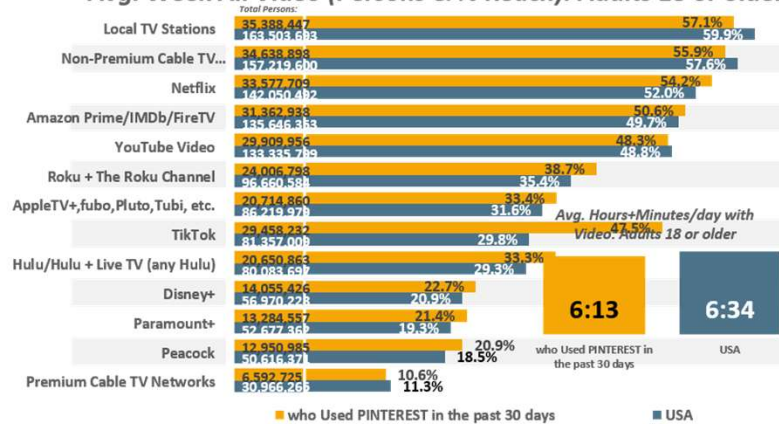
Social media apps or websites used or visited past 30 days: Pinterest



34,920,599 or 56.3% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.6 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

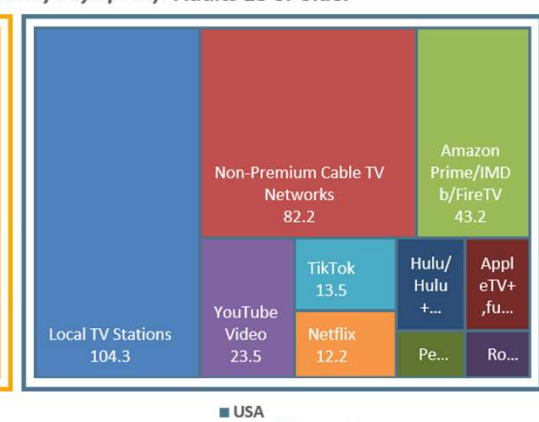
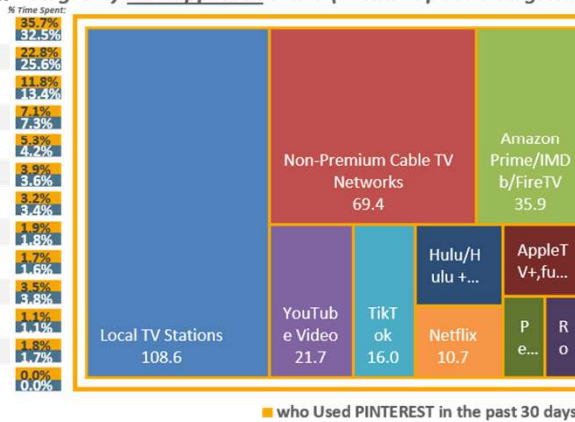
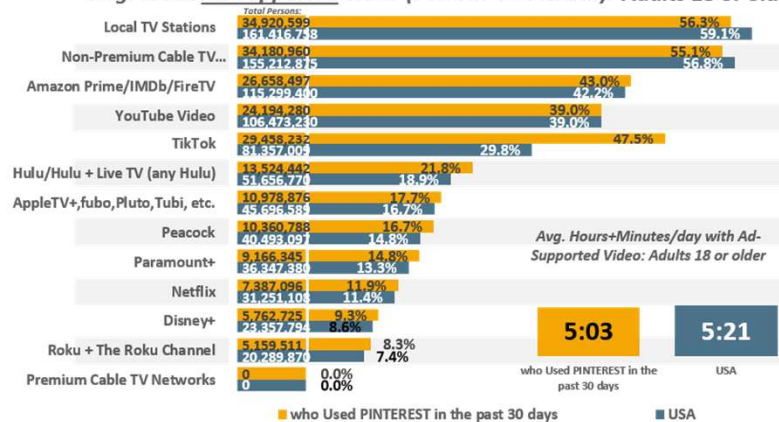
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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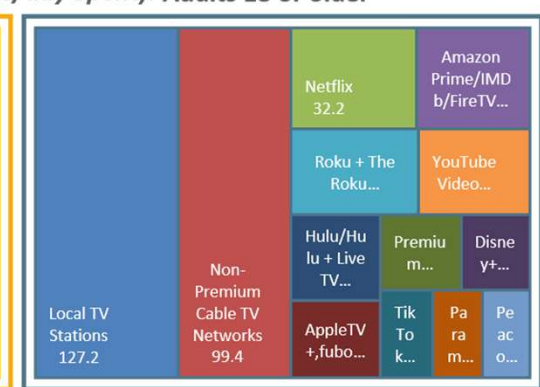
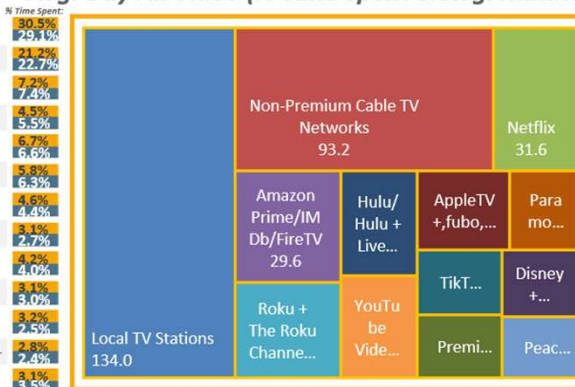
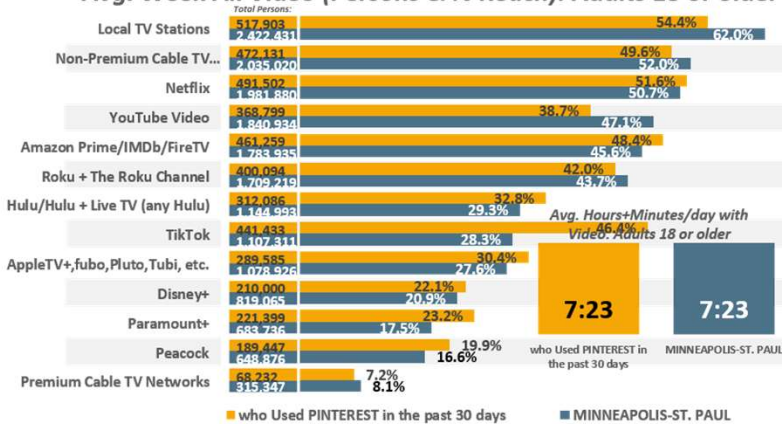
Social media apps or websites used or visited past 30 days: Pinterest



511,930 or 53.8% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations for an average of 128.5 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.

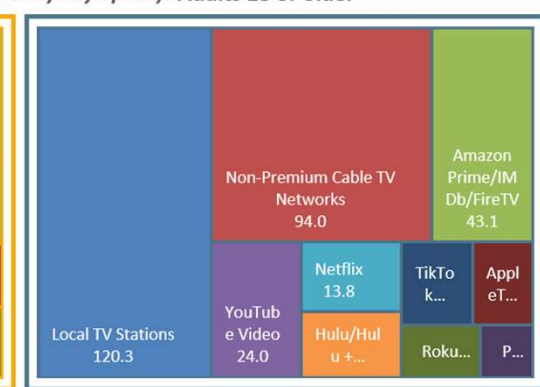
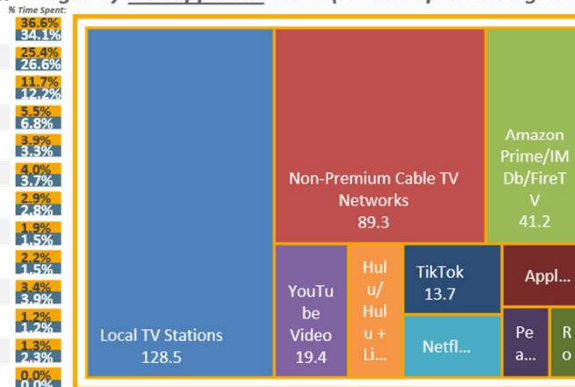
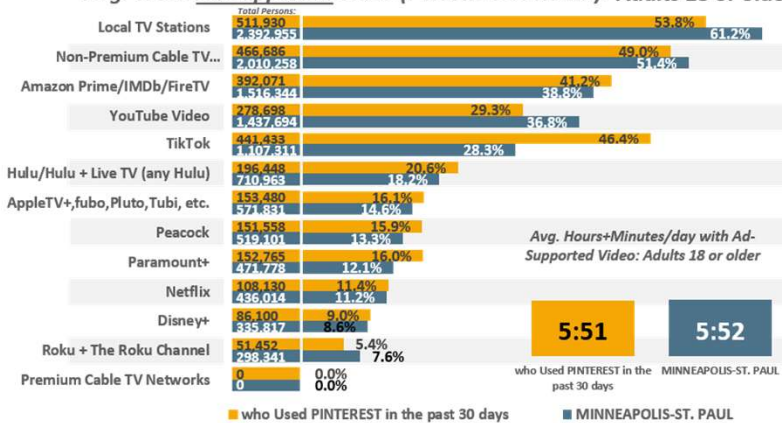
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 492
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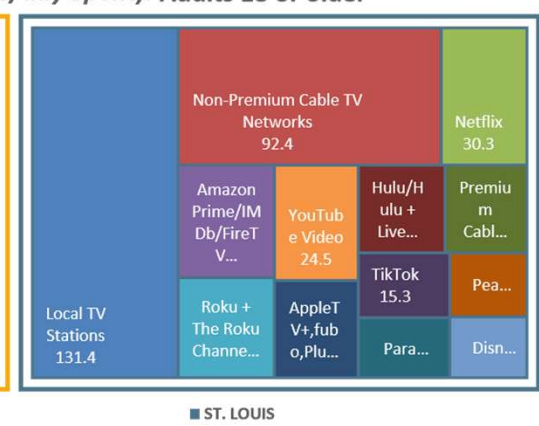
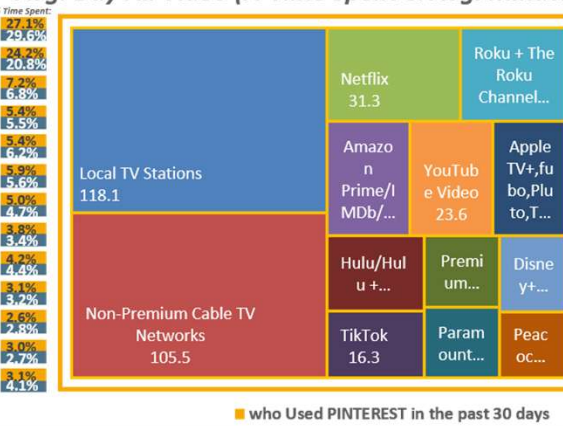
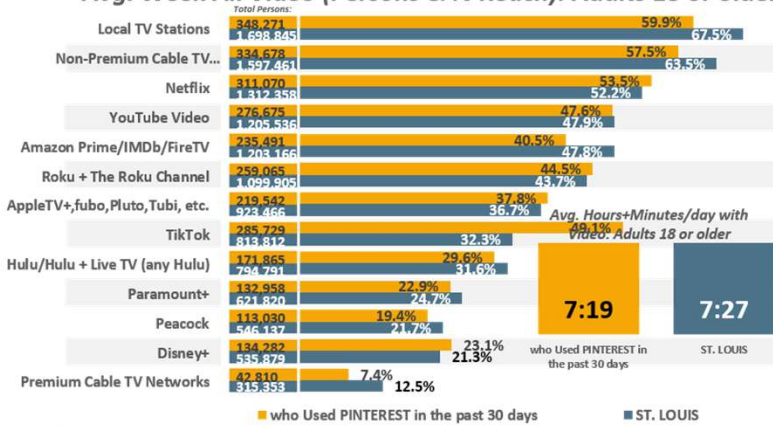
Social media apps or websites used or visited past 30 days: Pinterest



343,188 or 59.% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations for an average of 113.4 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

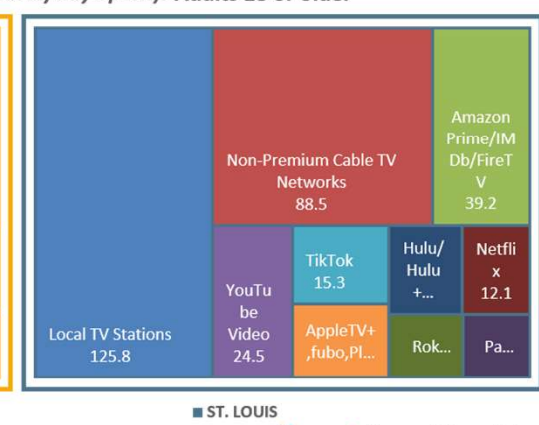
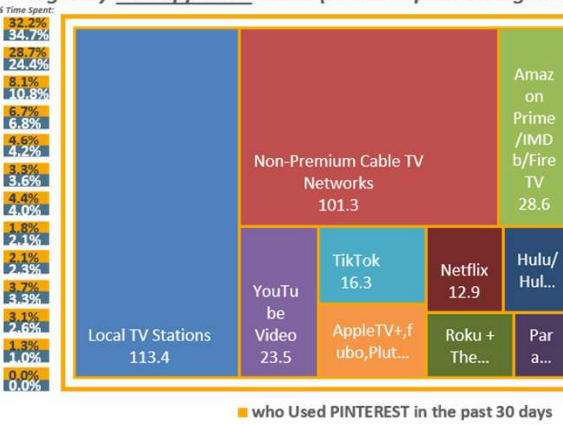
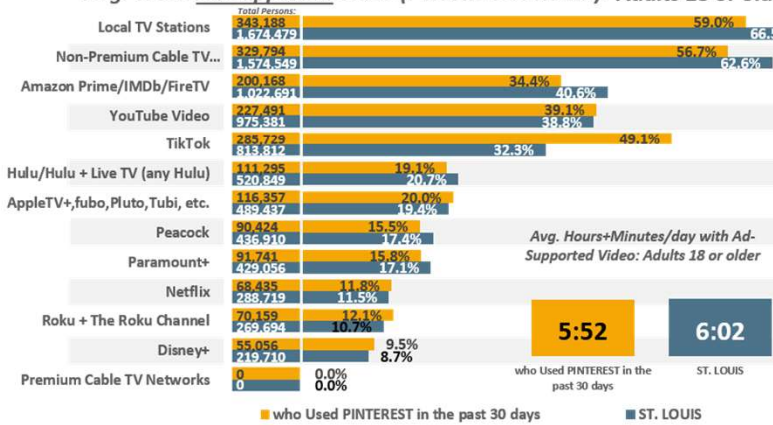
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 500
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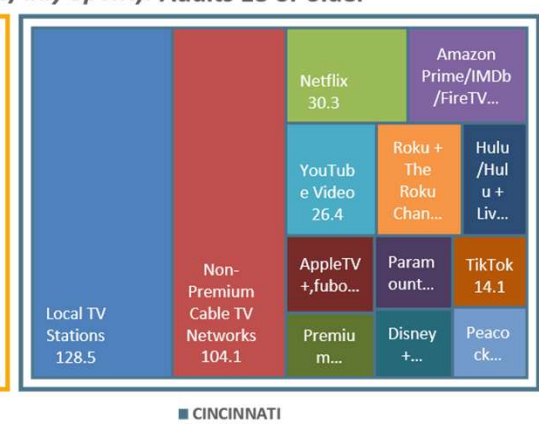
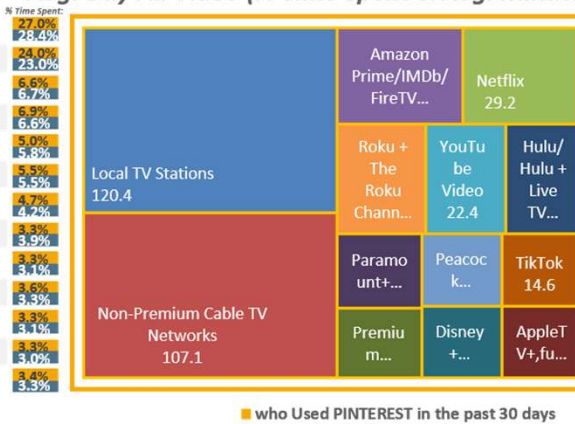
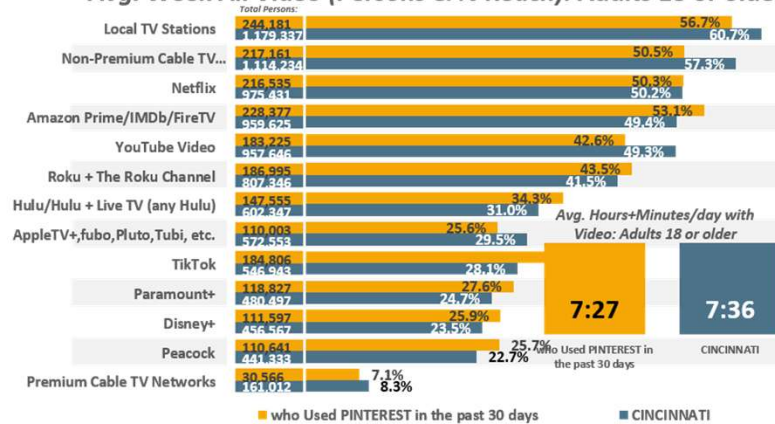
Social media apps or websites used or visited past 30 days: Pinterest



240,067 or 55.8% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations for an average of 115.7 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

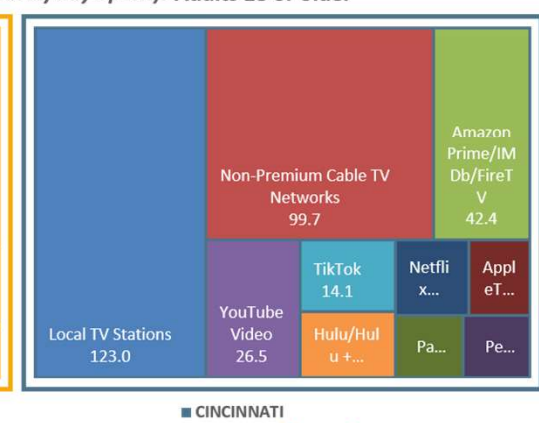
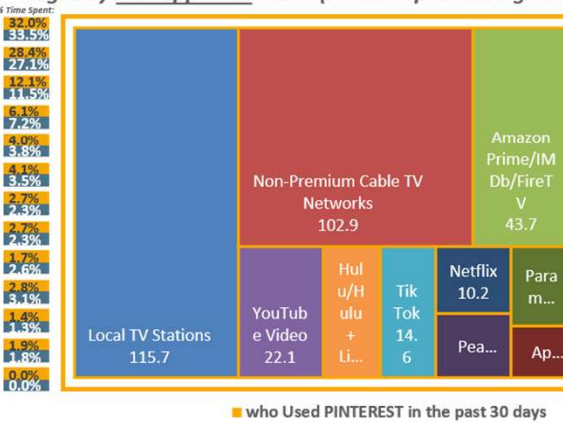
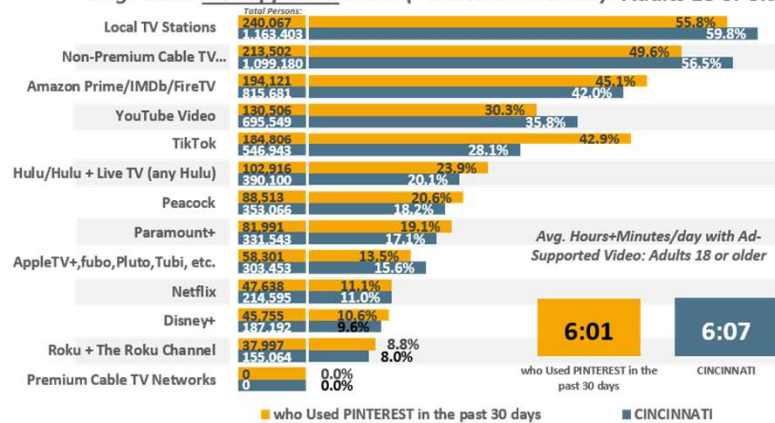
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 476
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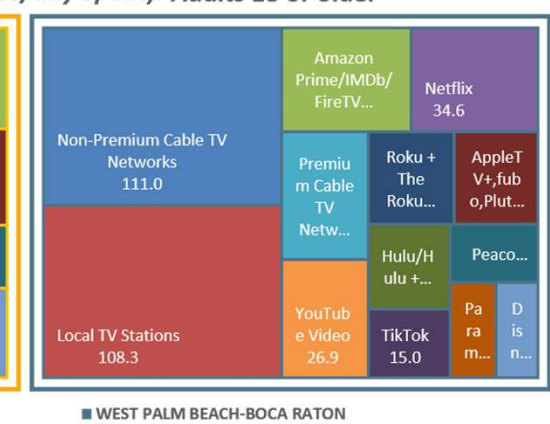
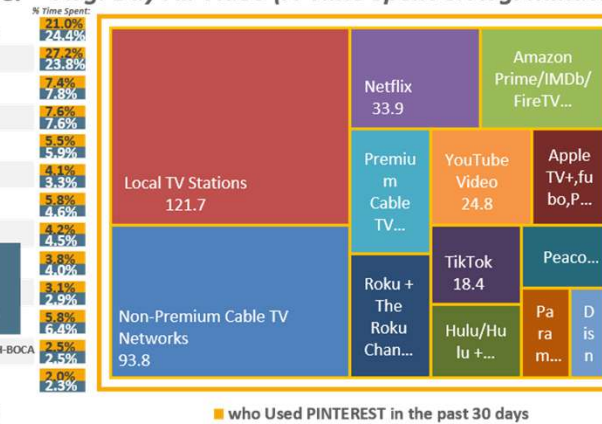
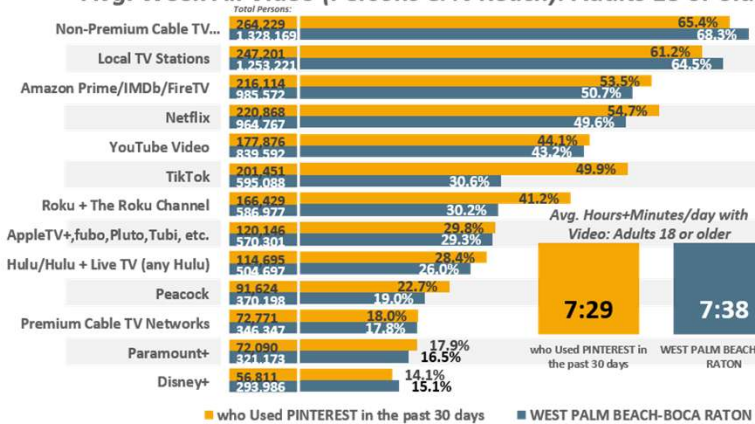
Social media apps or websites used or visited past 30 days: Pinterest



243,798 or 60.4% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations for an average of 118.6 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

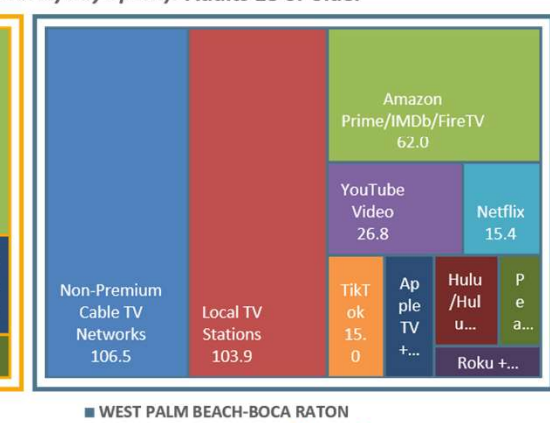
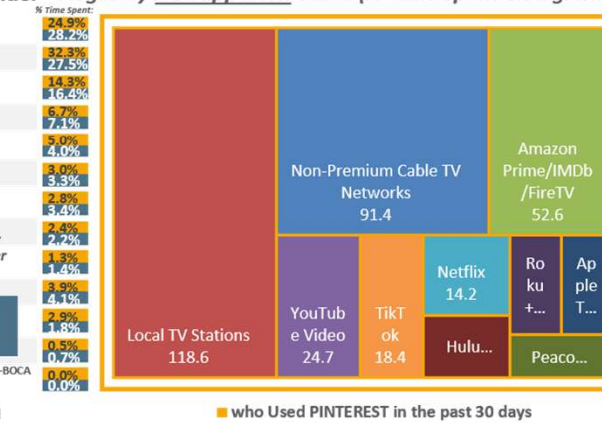
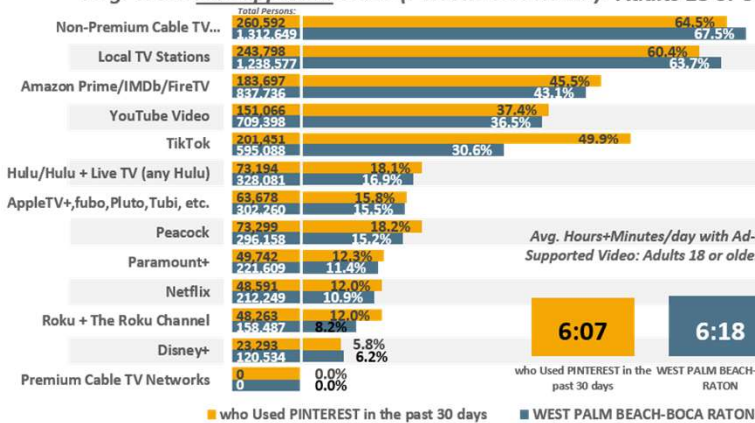
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 588
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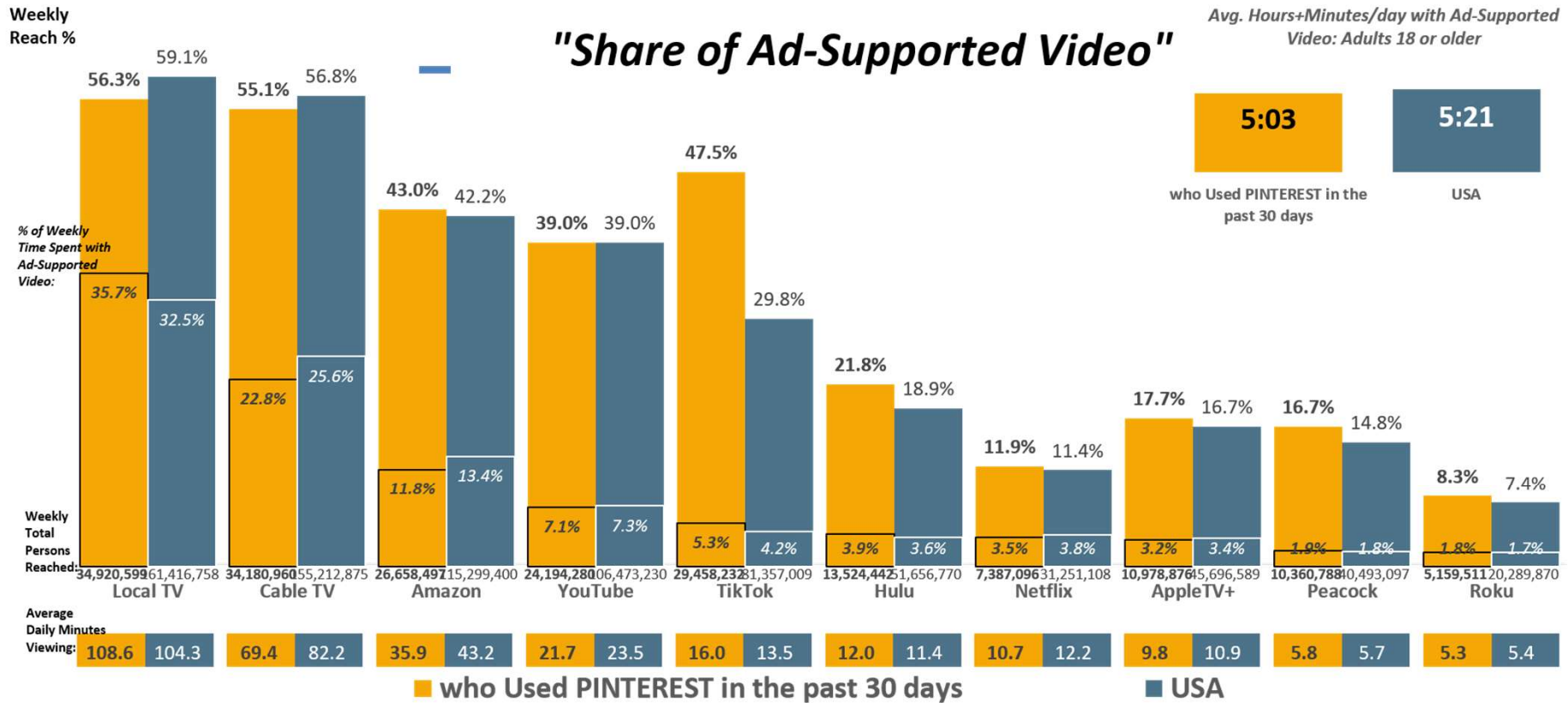
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Social media apps or websites used or visited past 30 days: Pinterest



34,920,599 or 56.3% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations for an average of 108.6 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

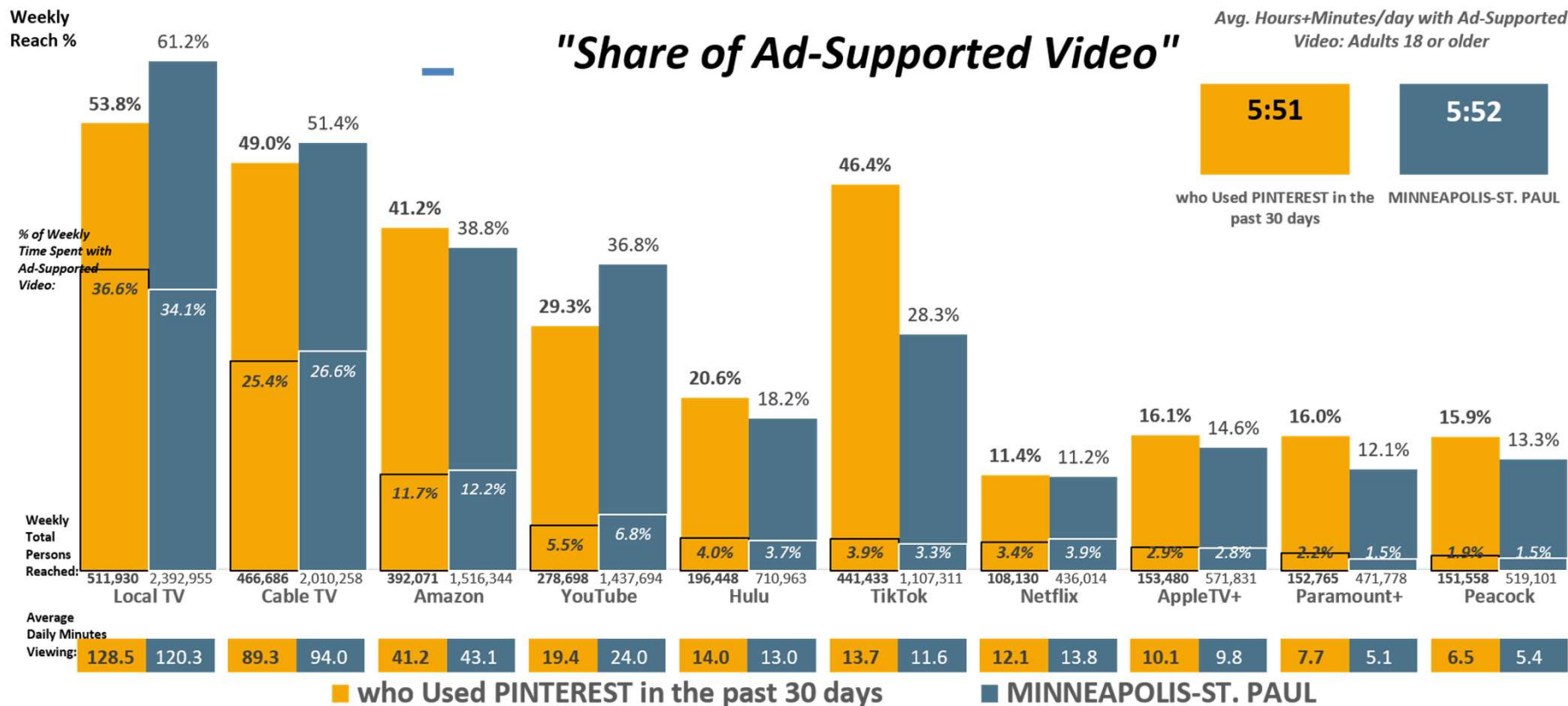
"Share of Ad-Supported Video"





511,930 or 53.8% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations for an average of 128.5 minutes every day representing 36.6% of all time spent daily with Ad-Supported Video.

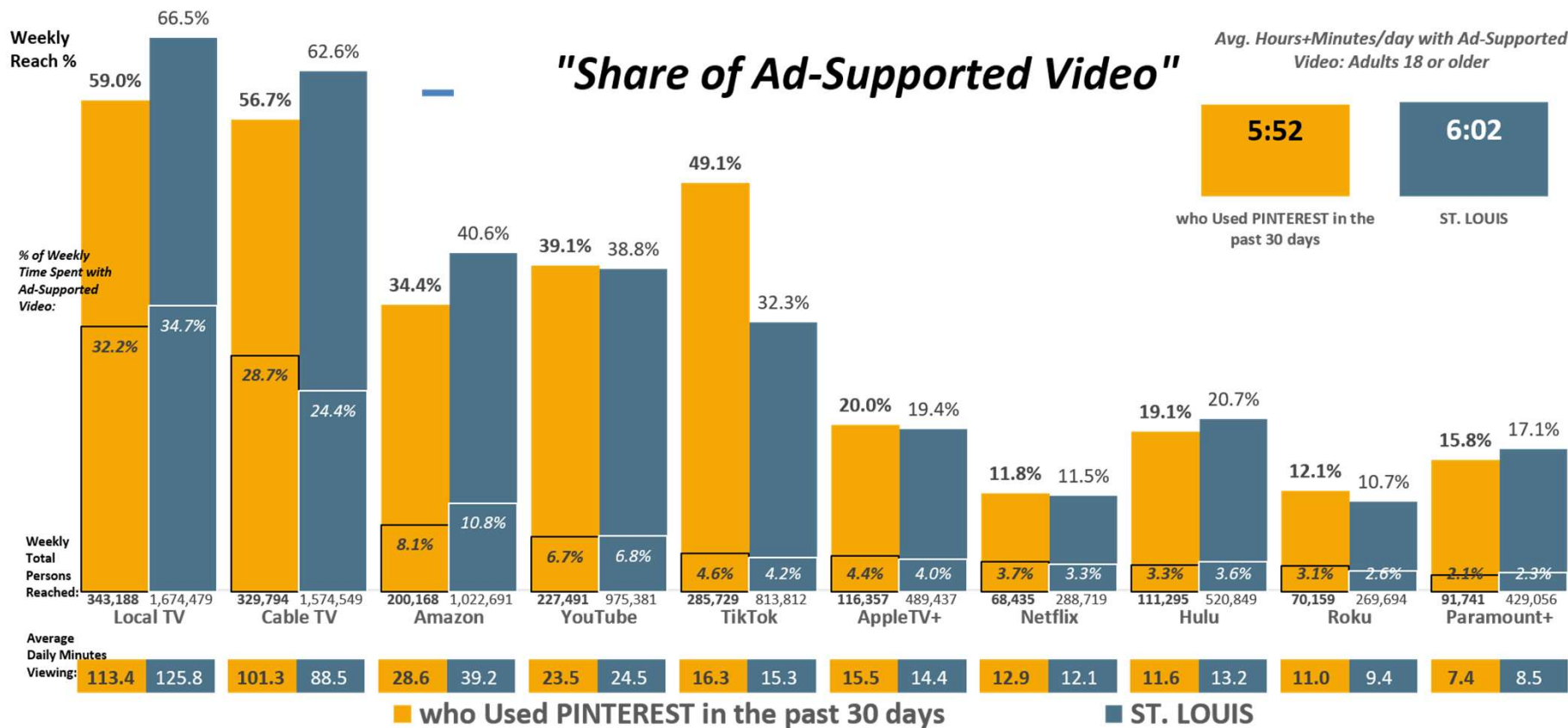
"Share of Ad-Supported Video"





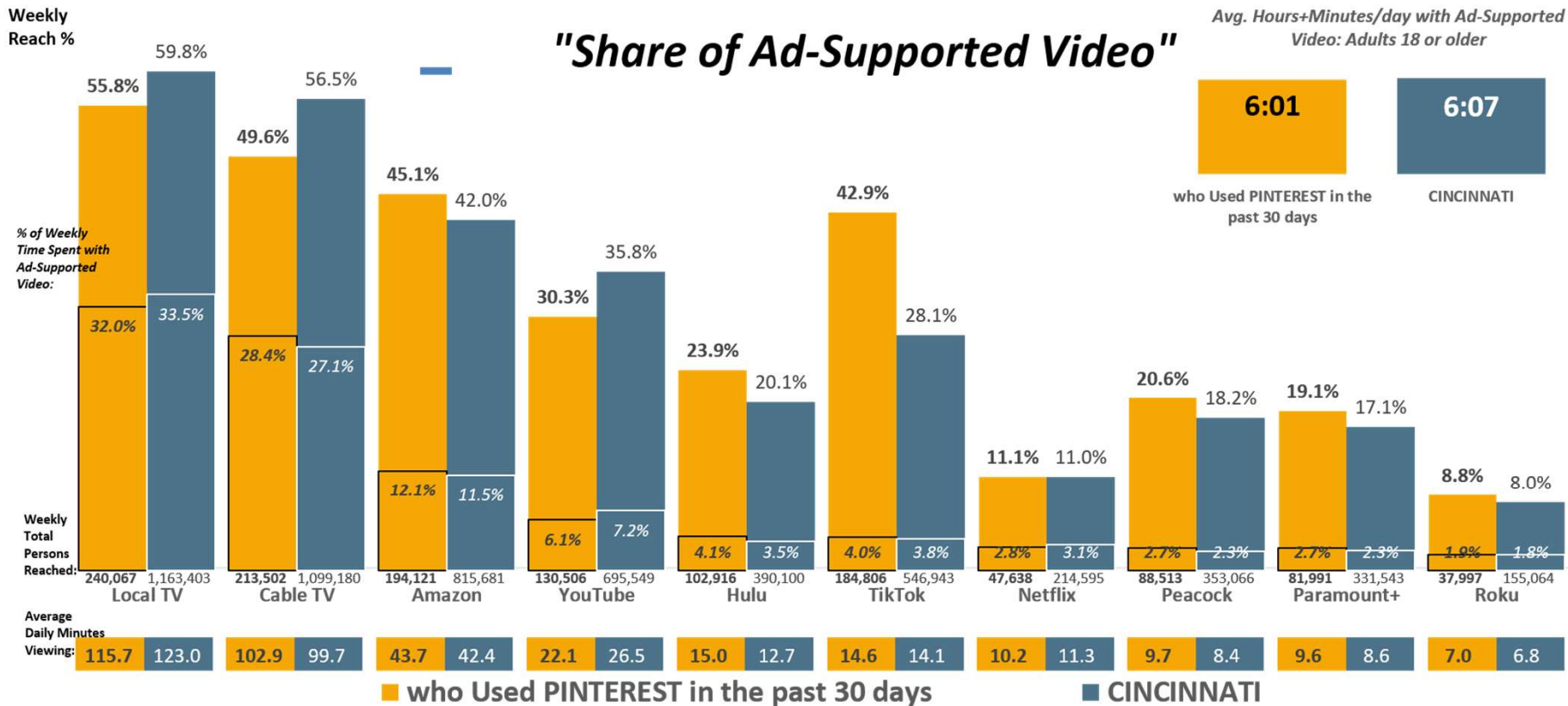
343,188 or 59.% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations for an average of 113.4 minutes every day representing 32.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





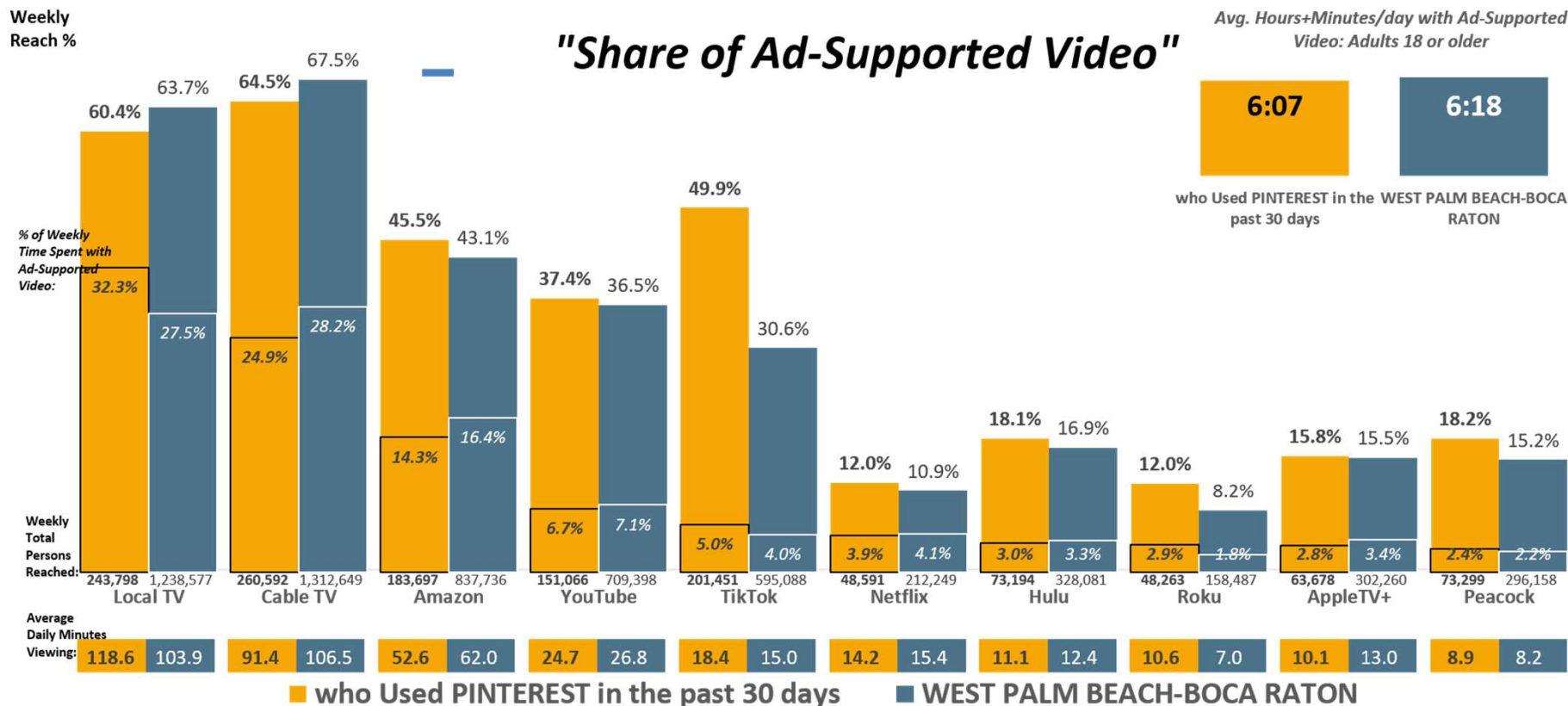
240,067 or 55.8% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations for an average of 115.7 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.





243,798 or 60.4% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations for an average of 118.6 minutes every day representing 32.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 588 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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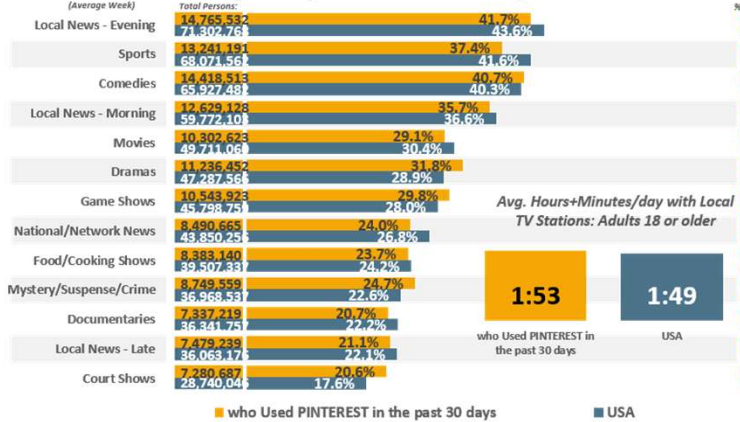
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

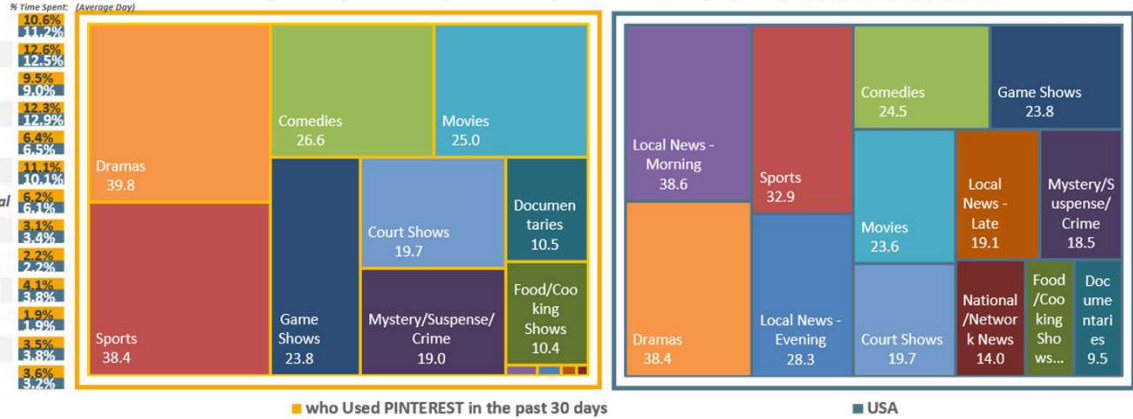


34,920,599 or 56.3% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Dramas, and Game Shows.

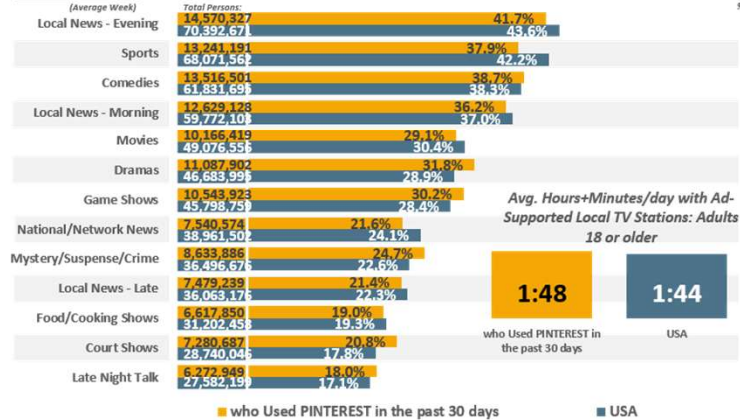
Local TV Station Programs (Persons & % Reach): Adults 18 or older



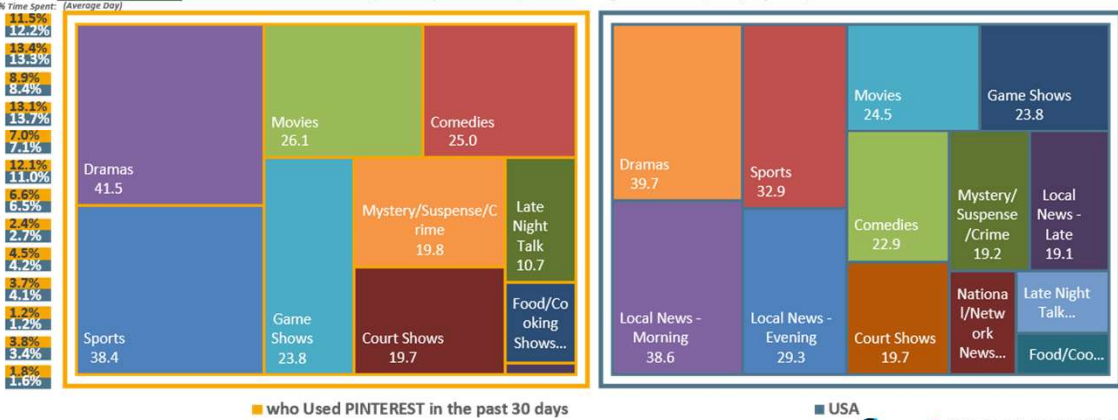
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



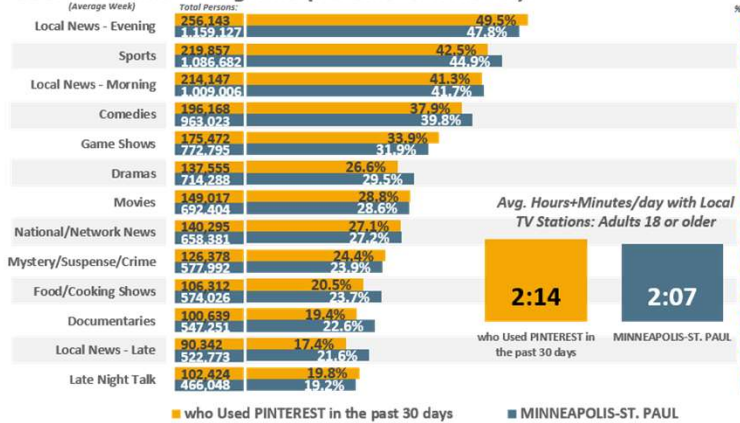
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



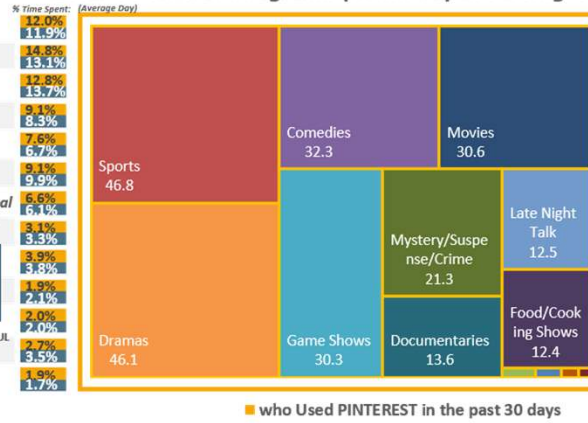


511,930 or 53.8% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

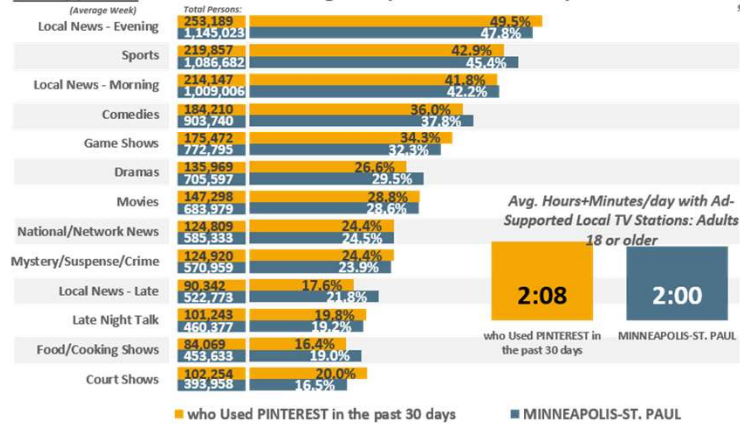
Local TV Station Programs (Persons & % Reach): Adults 18 or older



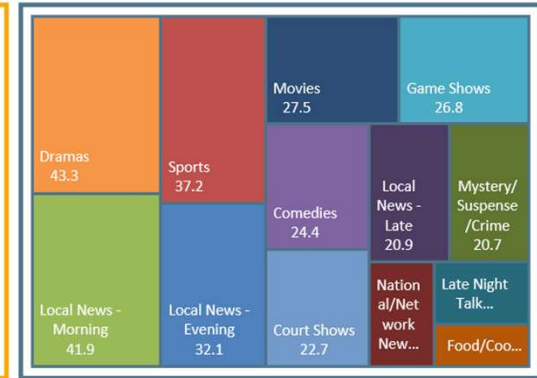
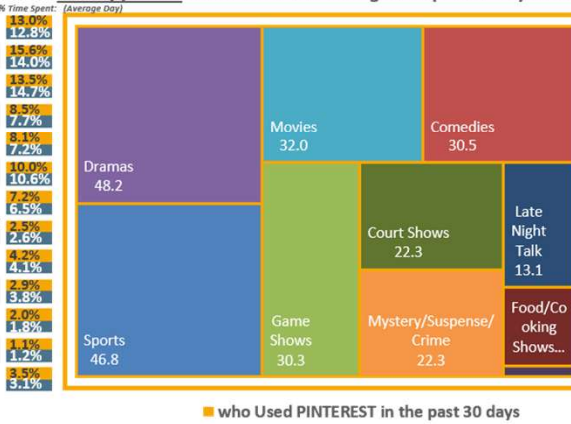
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



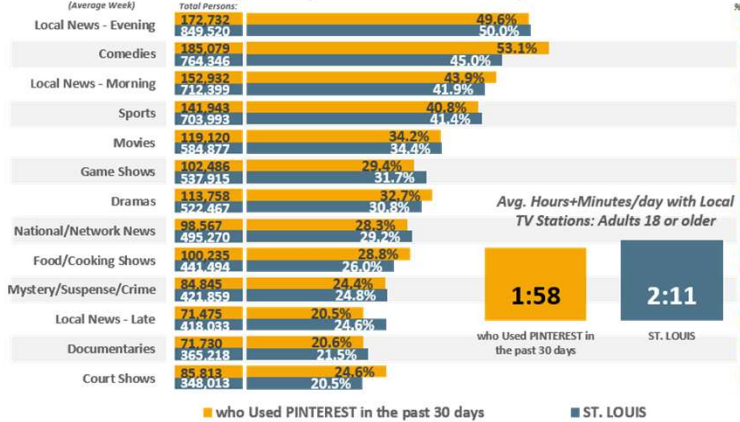
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



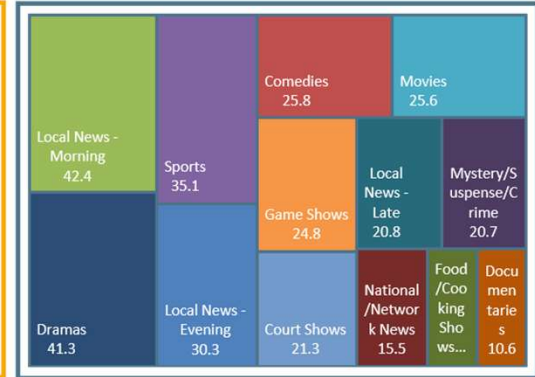
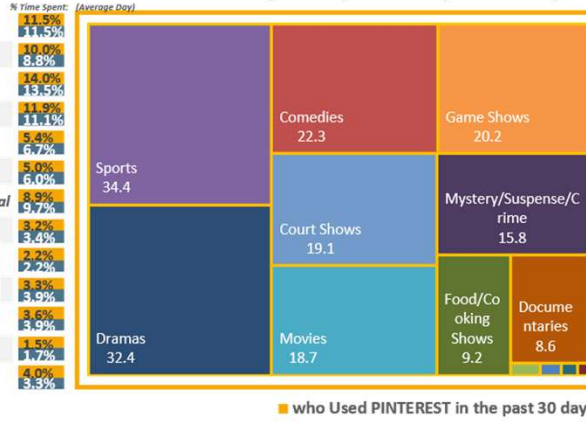


343,188 or 59.% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Sports, Movies, and Dramas.

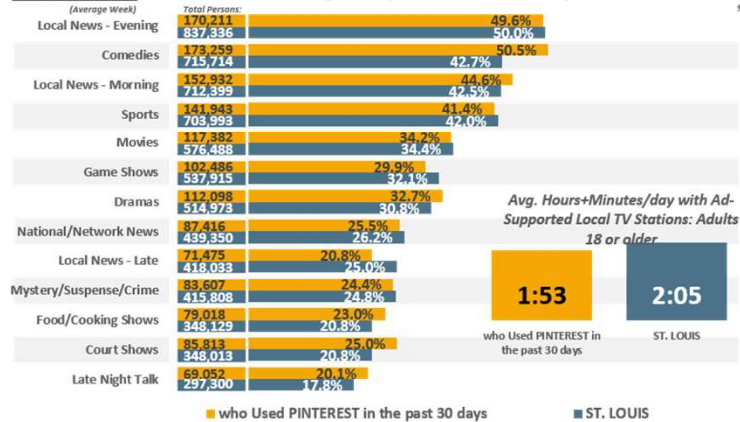
Local TV Station Programs (Persons & % Reach): Adults 18 or older



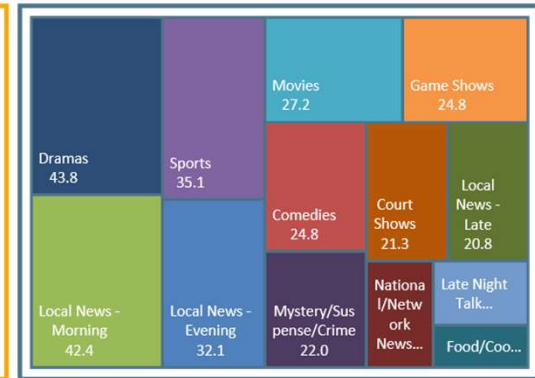
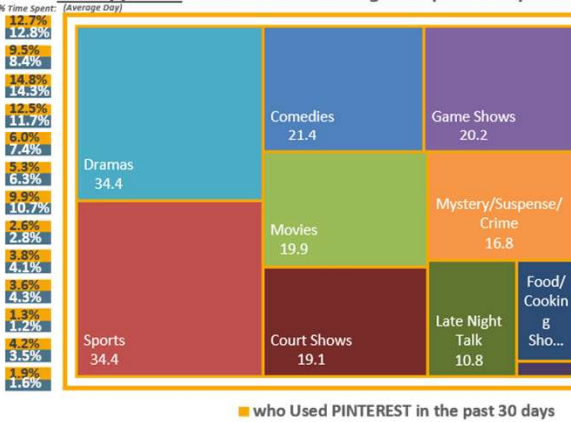
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



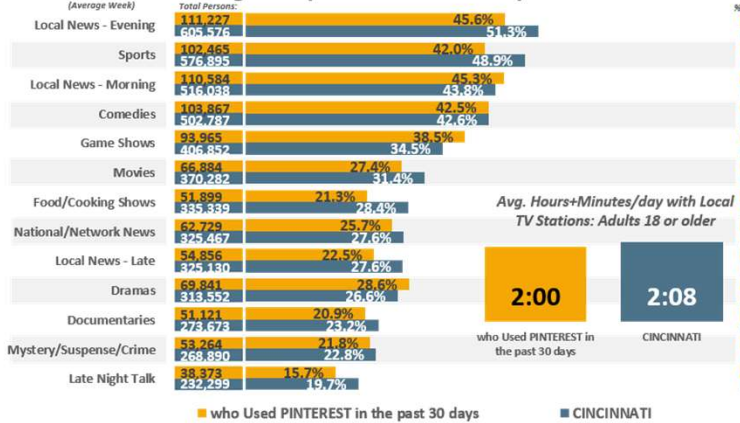
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



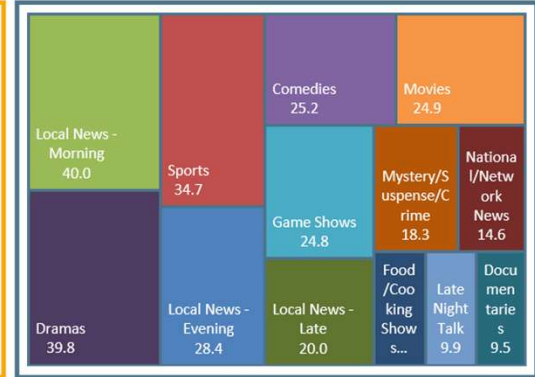
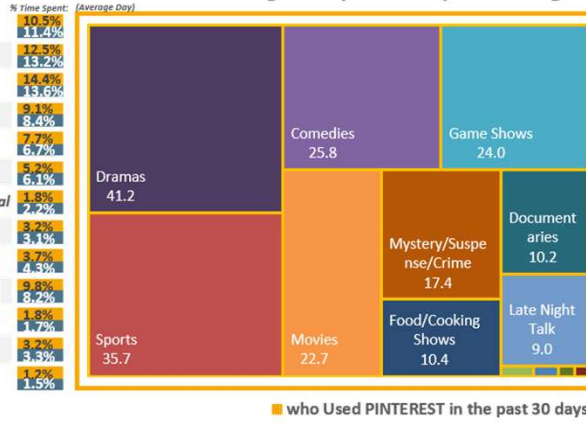


240,067 or 55.8% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Sports, Comedies, Game Shows, and Dramas.

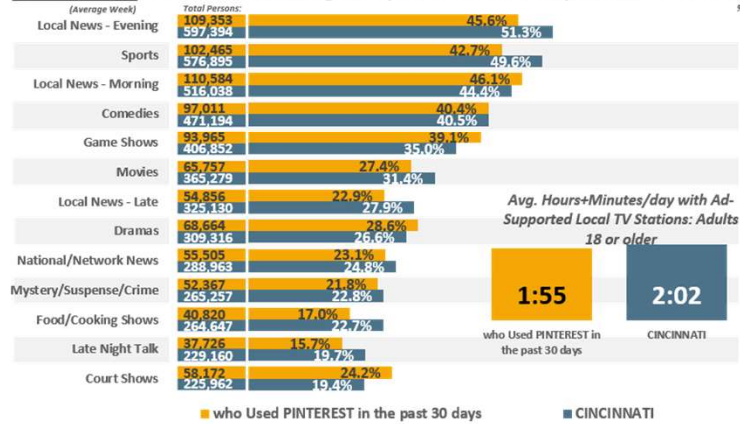
Local TV Station Programs (Persons & % Reach): Adults 18 or older



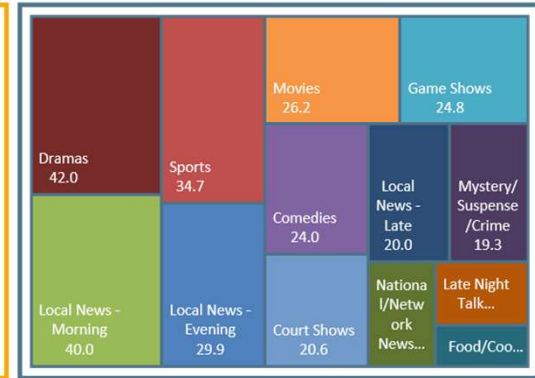
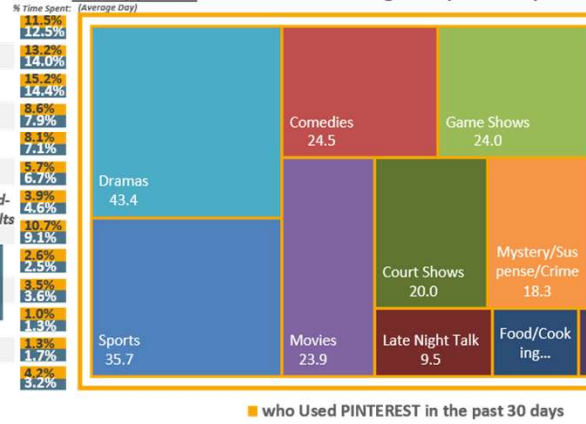
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



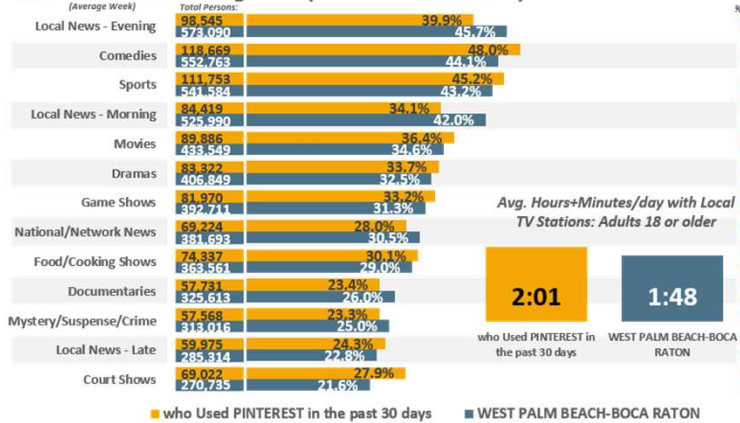
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



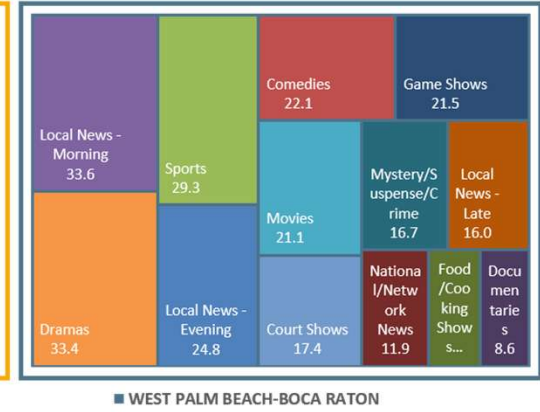
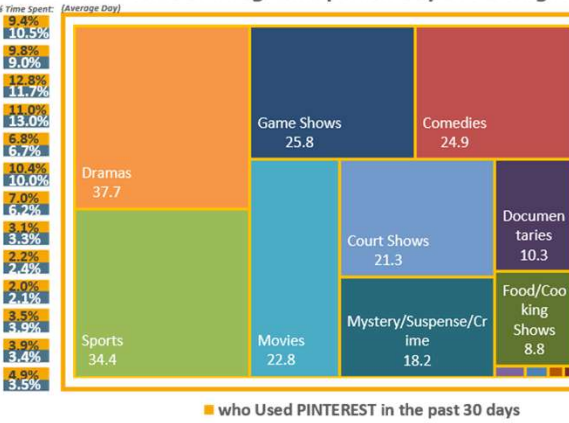


243,798 or 60.4% of Adults 18 or older who Used PINTEREST in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Movies, Local News - Morning, and Dramas.

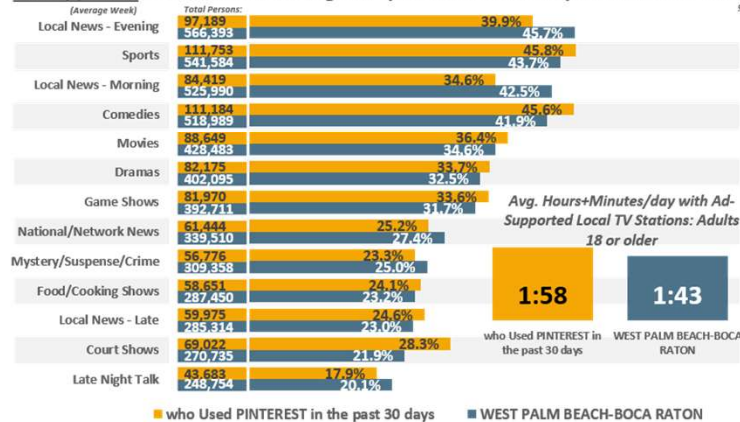
Local TV Station Programs (Persons & % Reach): Adults 18 or older



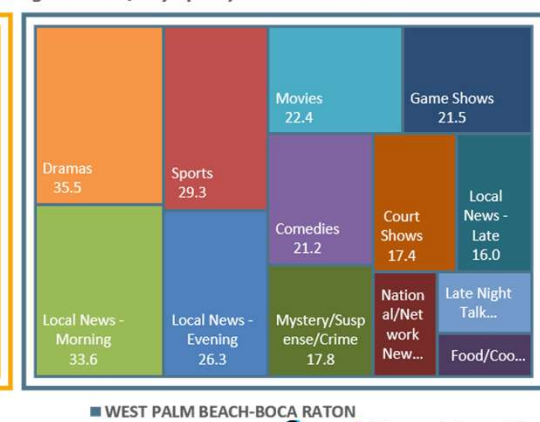
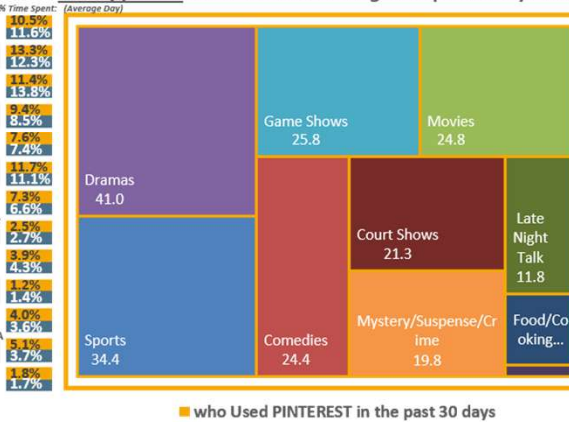
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

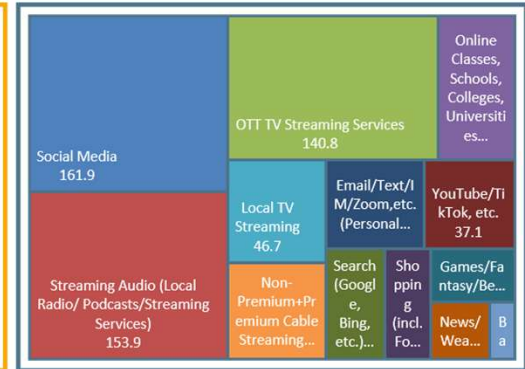
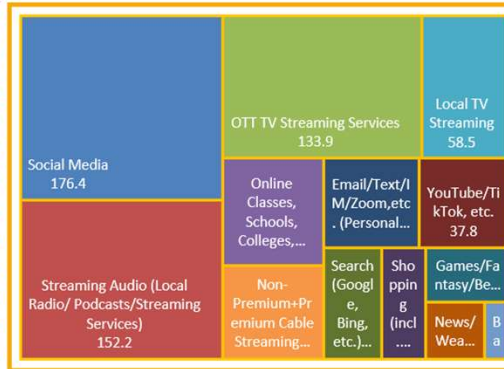
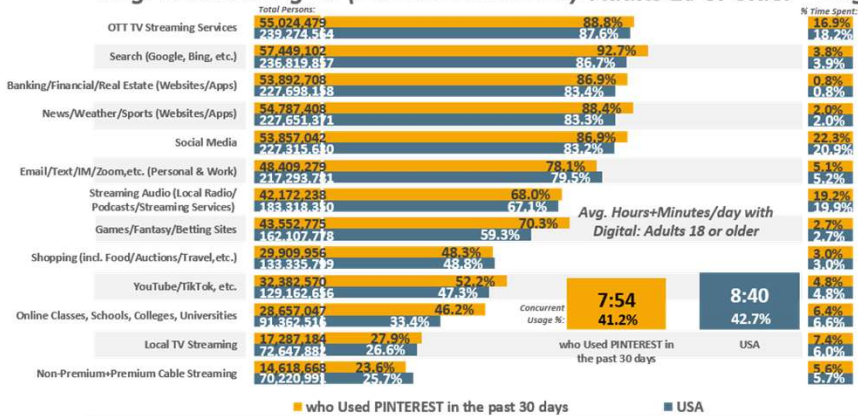




47,564,680 or 76.7% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Social Media for an average of 155.8 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

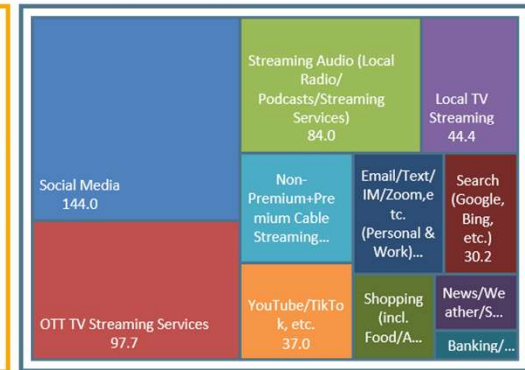
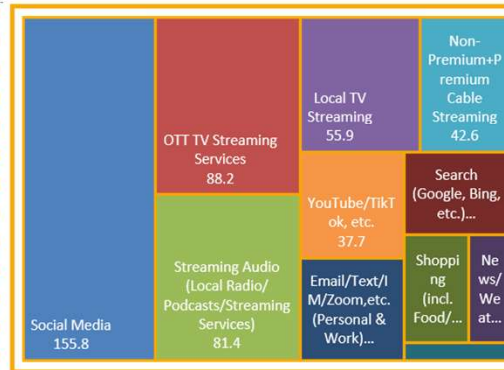
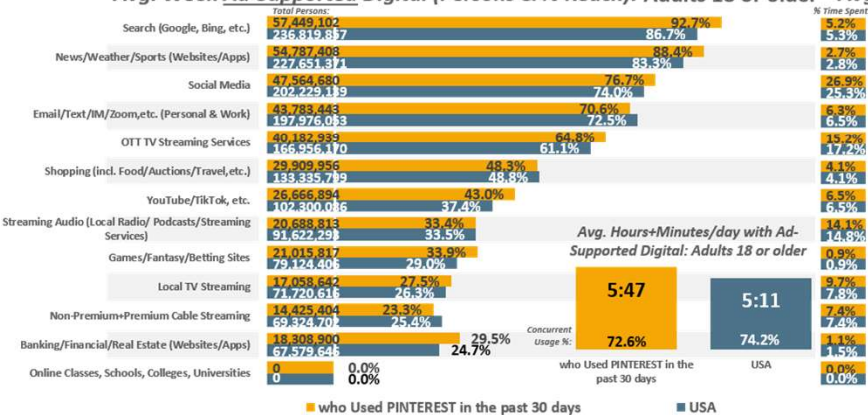
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,797
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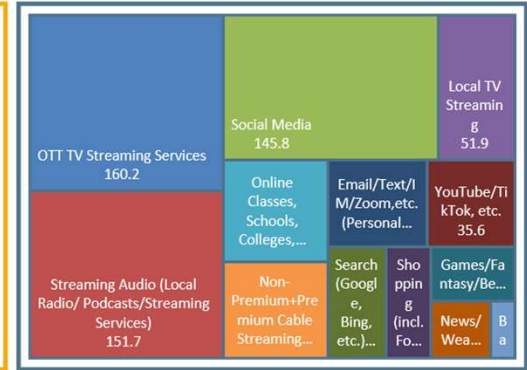
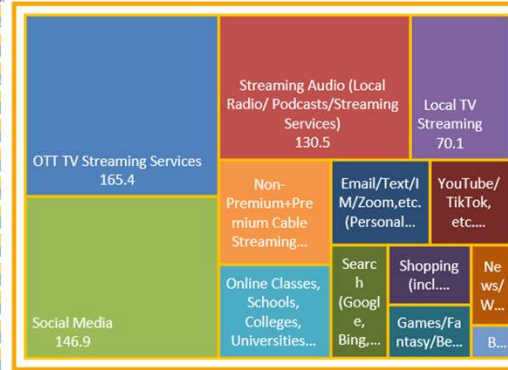
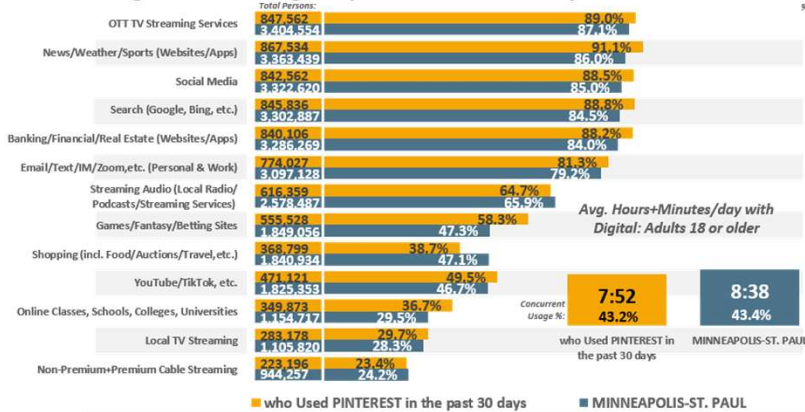
Social media apps or websites used or visited past 30 days: Pinterest



758,569 or 79.7% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Social Media for an average of 132.3 minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

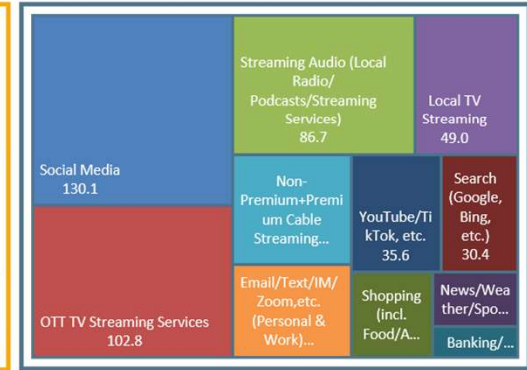
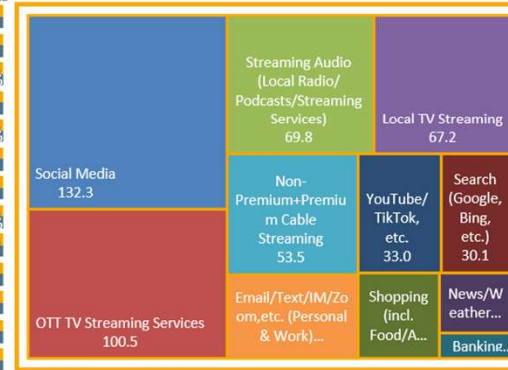
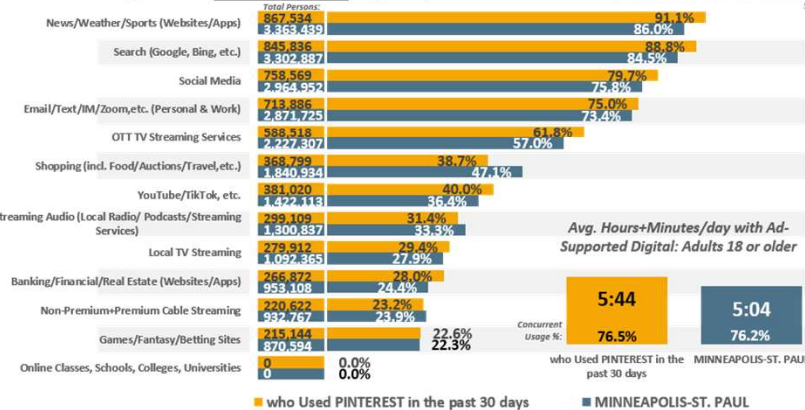
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 492
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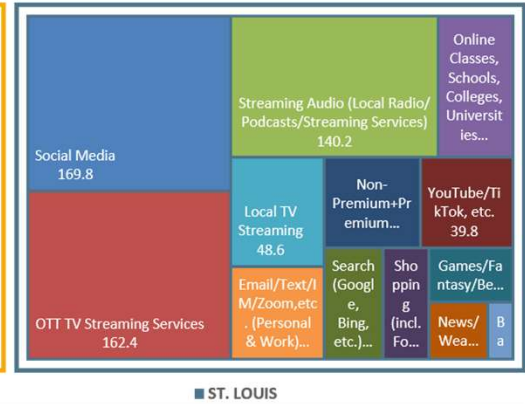
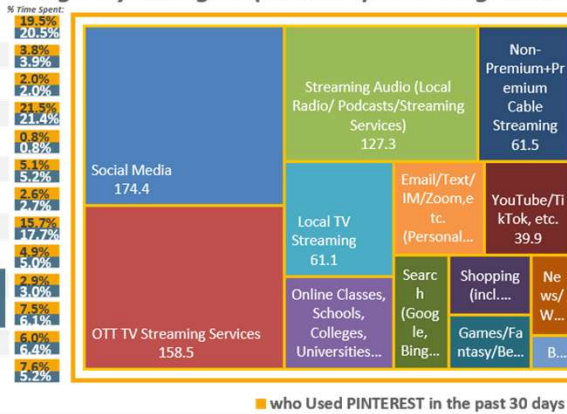
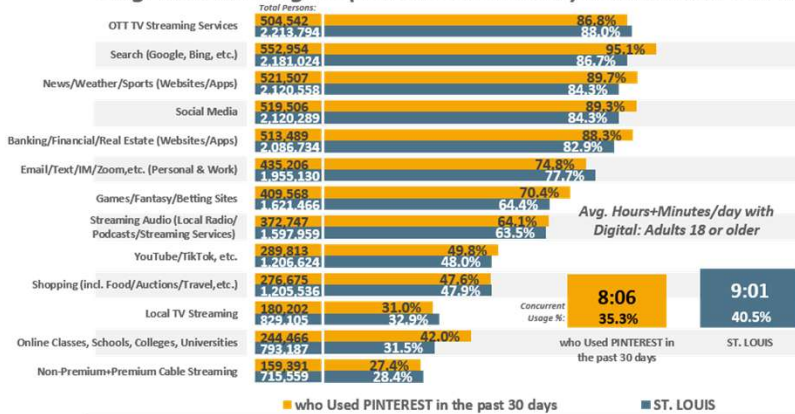
Social media apps or websites used or visited past 30 days: Pinterest



456,526 or 78.5% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Social Media for an average of 153.2 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

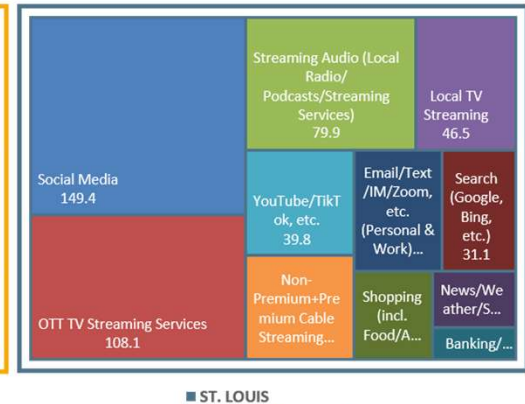
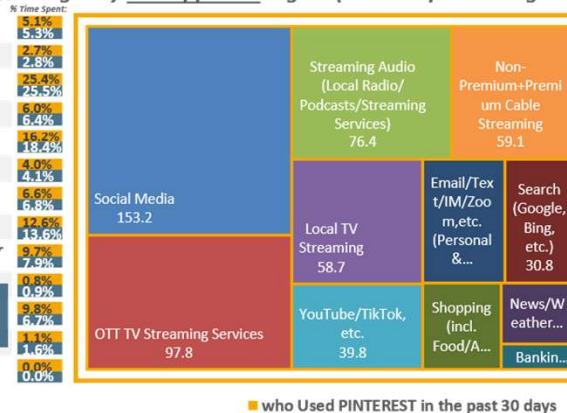
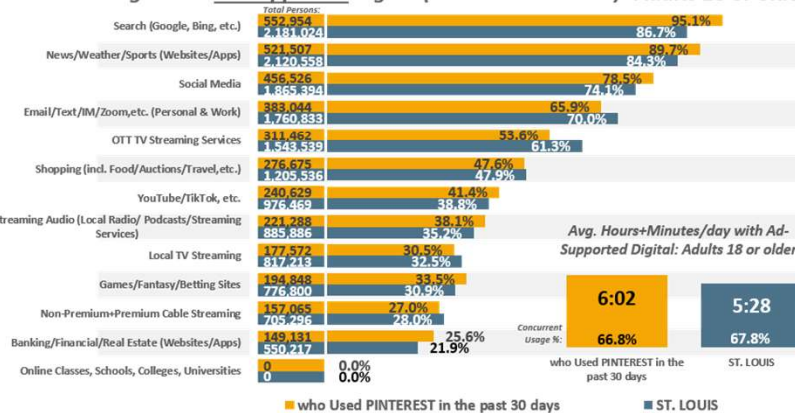
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

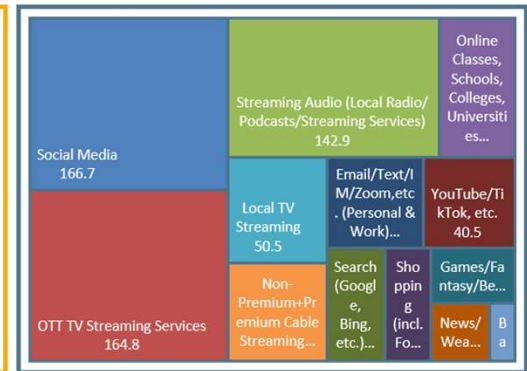
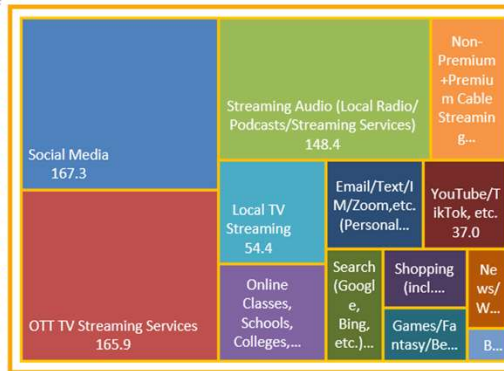
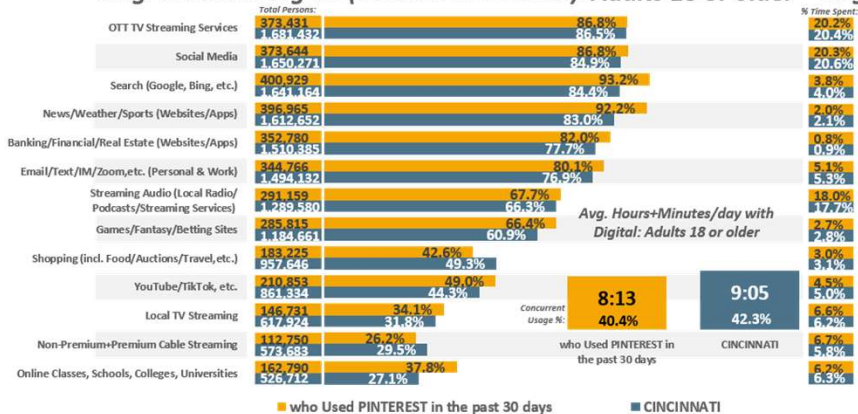




322,752 or 75.% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Social Media for an average of 144.5 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

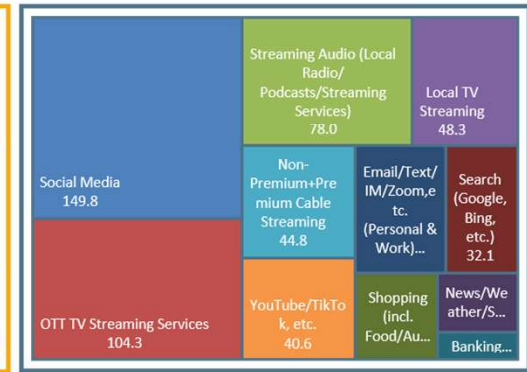
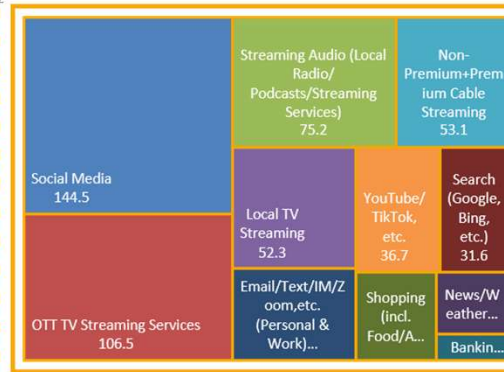
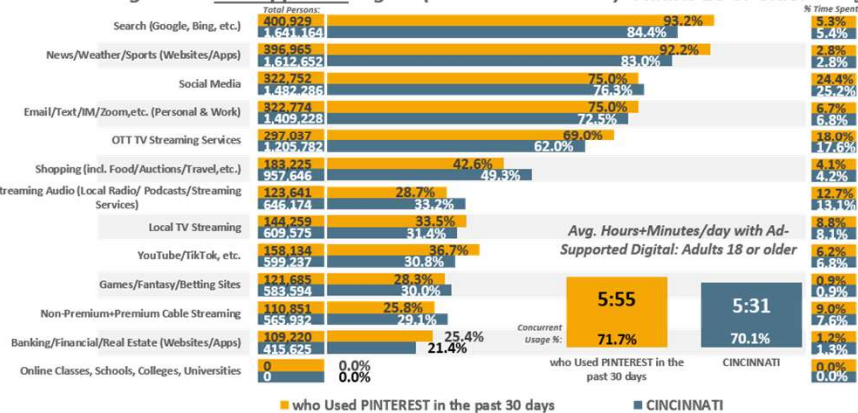
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

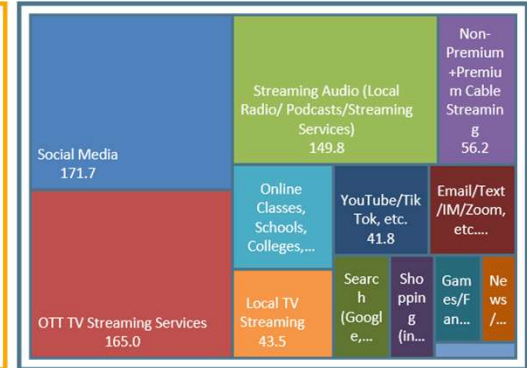
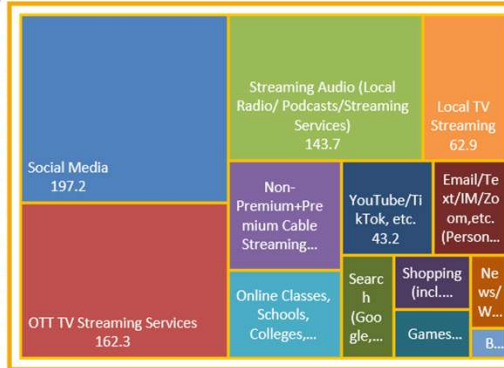
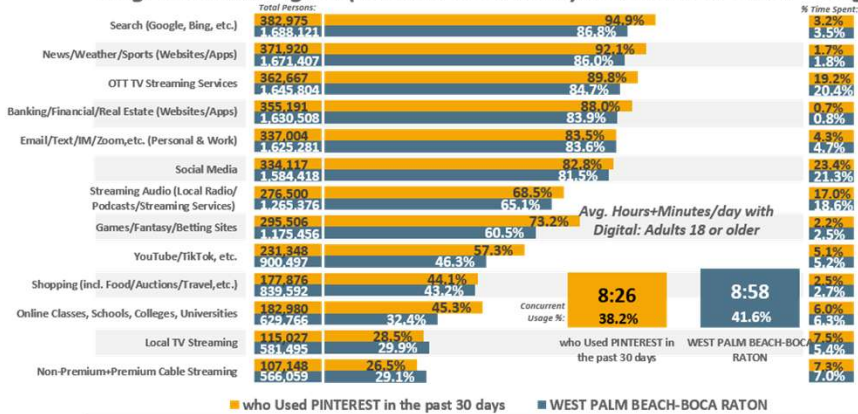




288,196 or 71.4% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Social Media for an average of 170.1 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

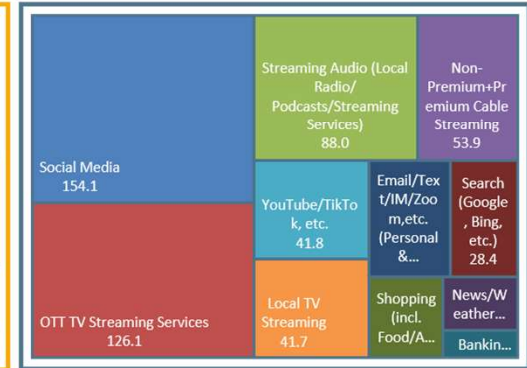
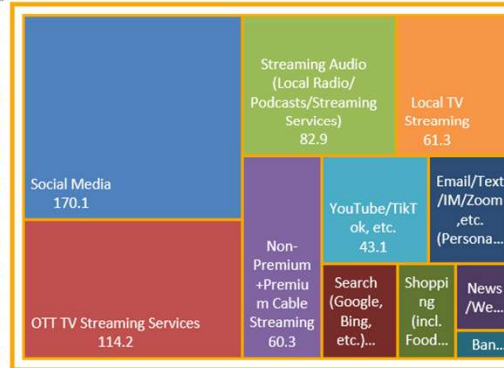
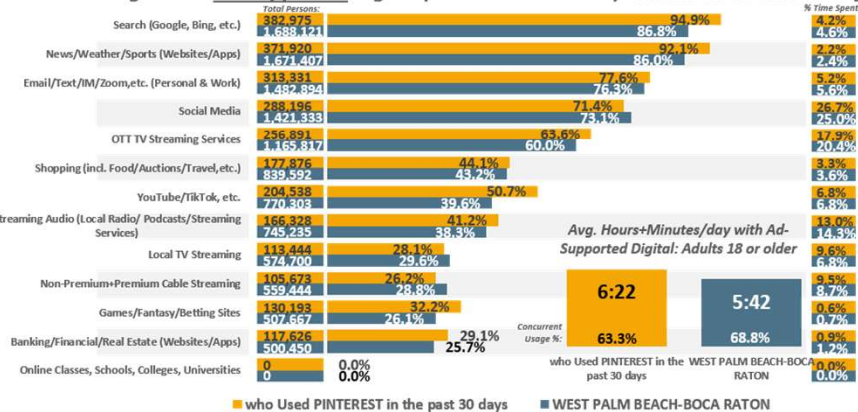
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 588
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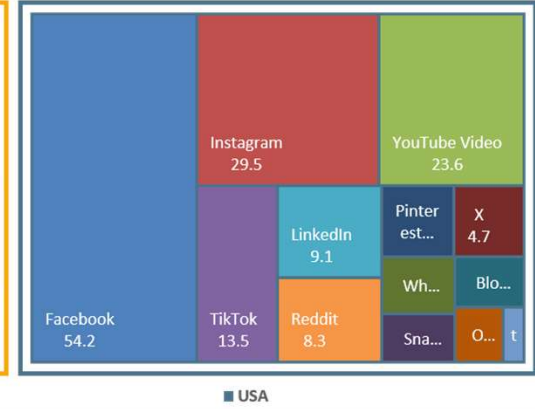
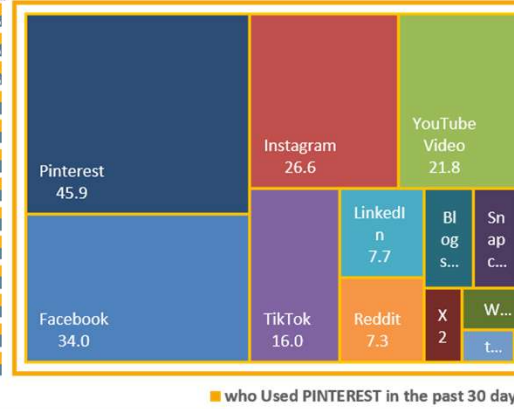
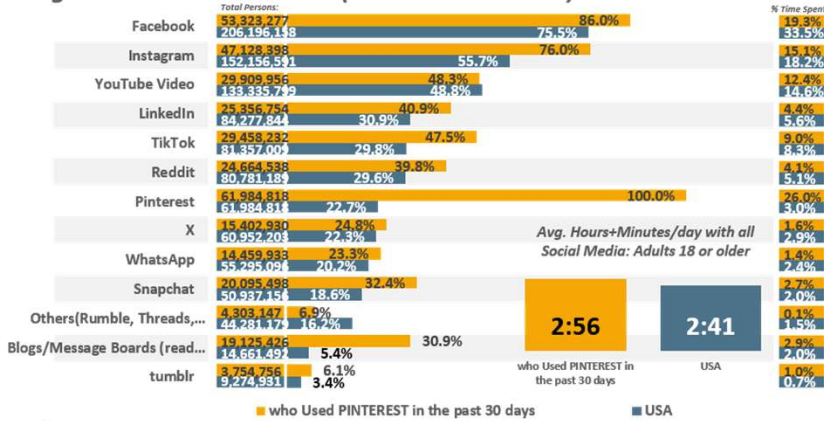
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Social media apps or websites used or visited past 30 days: Pinterest

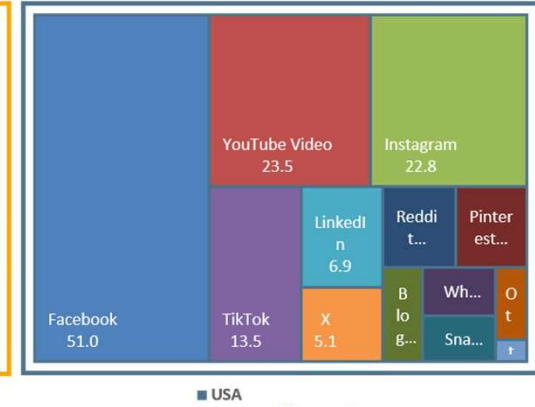
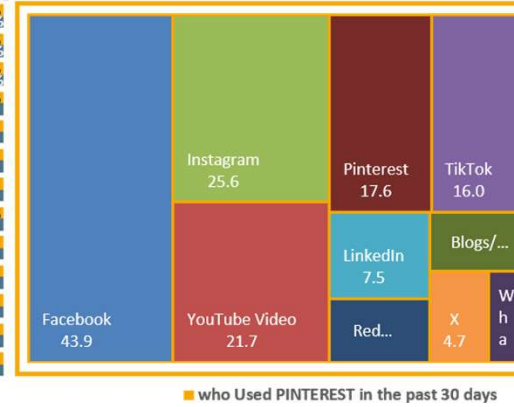
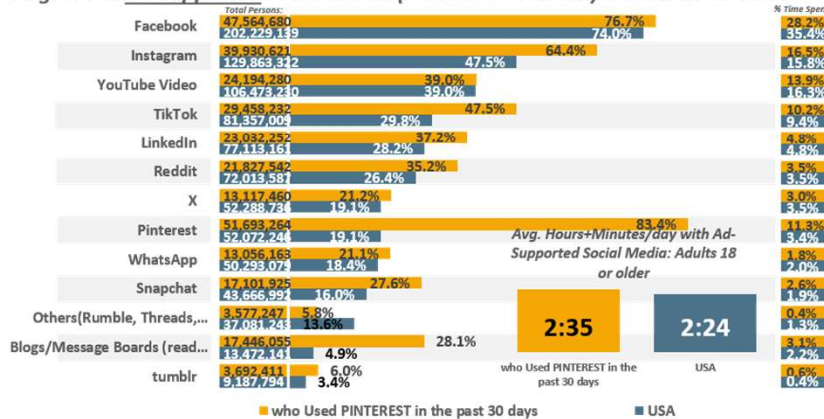


47,564,680 or 76.7% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Facebook for an average of 43.9 minutes every day representing 28.2% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,797
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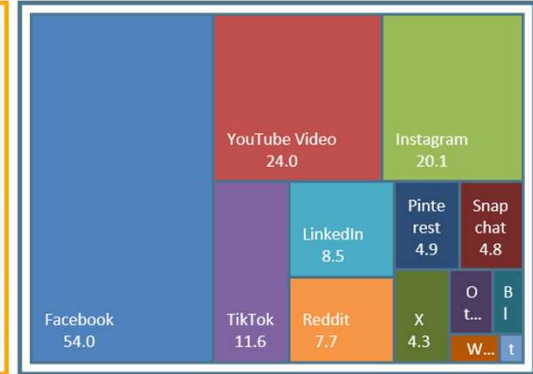
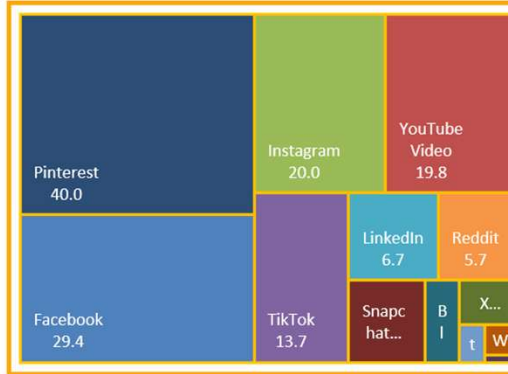
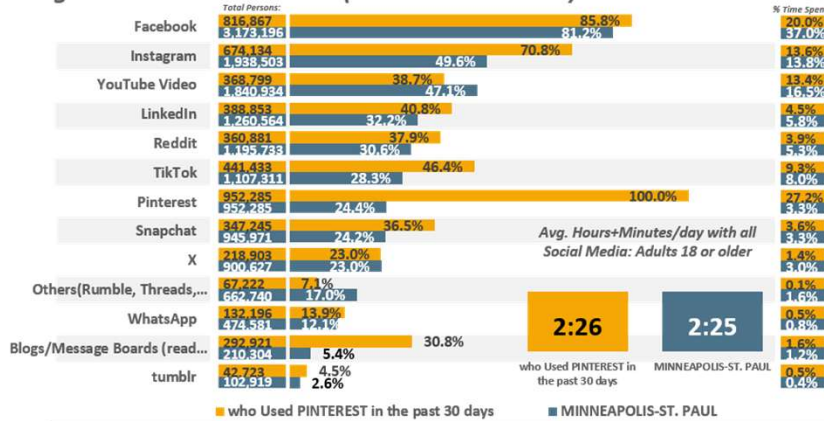
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

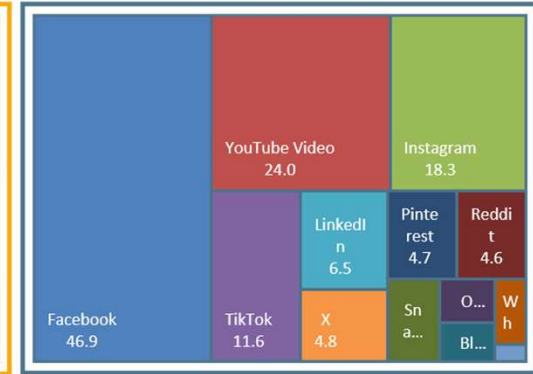
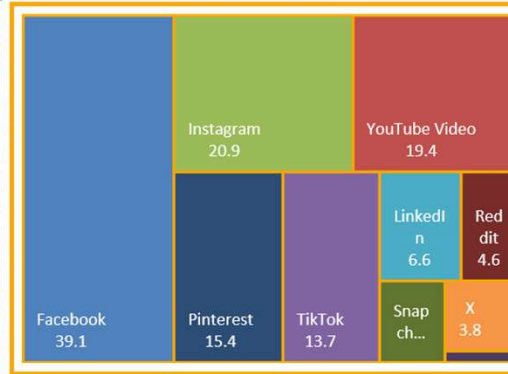
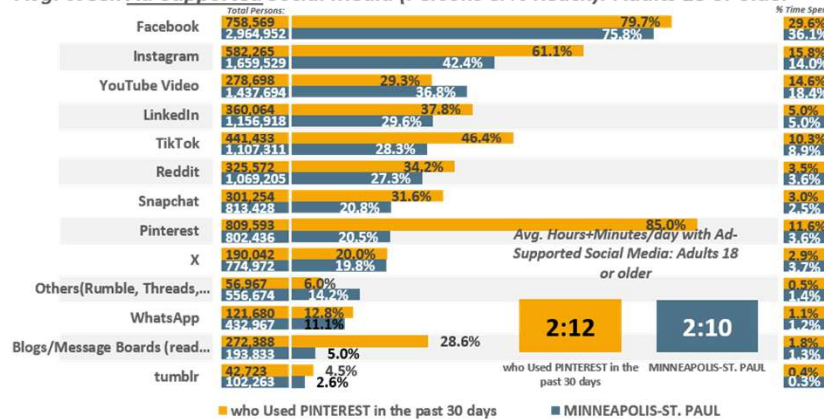


758,569 or 79.7% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Facebook for an average of 39.1 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

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**



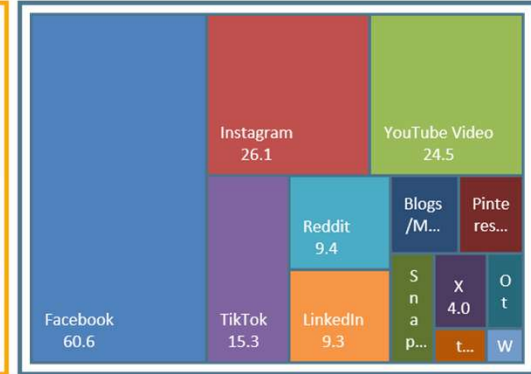
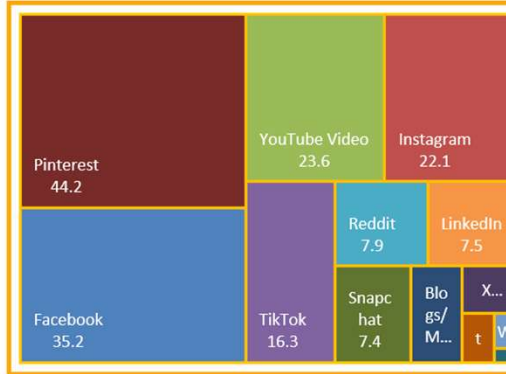
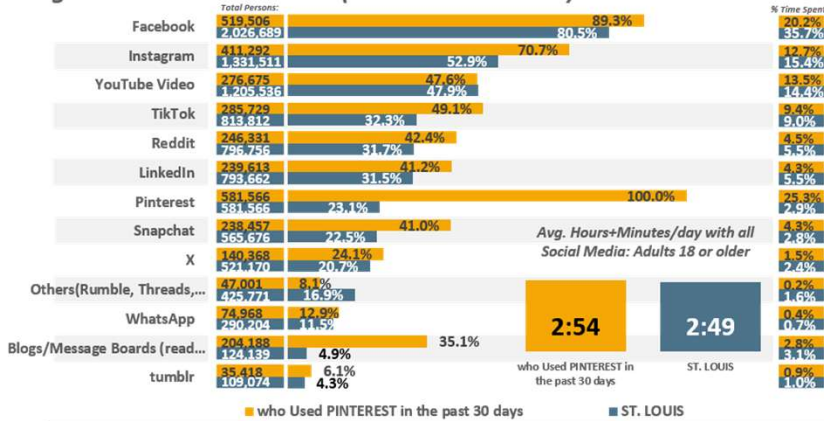
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



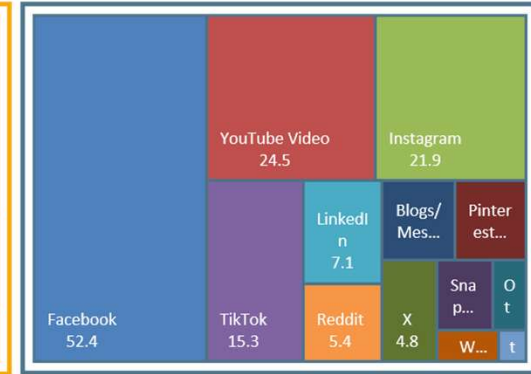
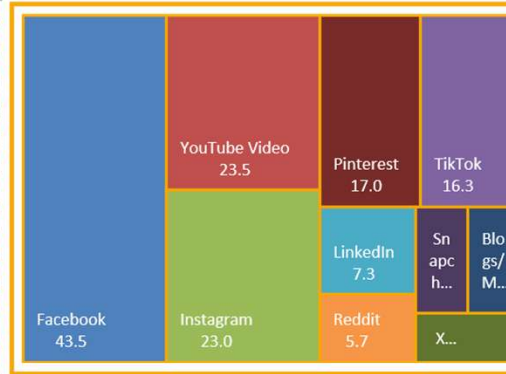
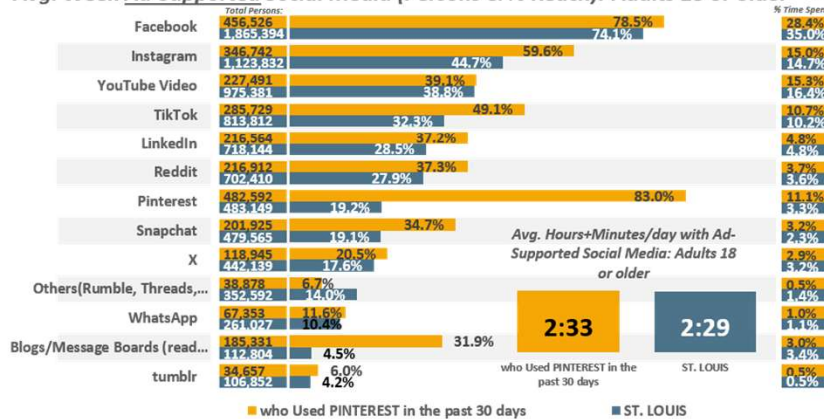


456,526 or 78.5% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Facebook for an average of 43.5 minutes every day representing 28.4% of all time spent daily with Ad-Supported Social Media.

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



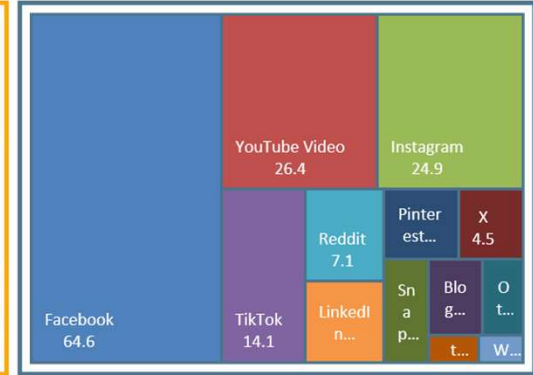
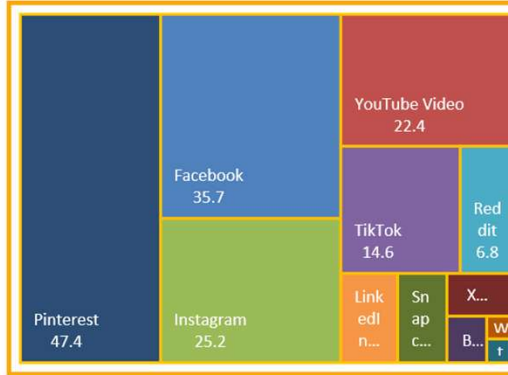
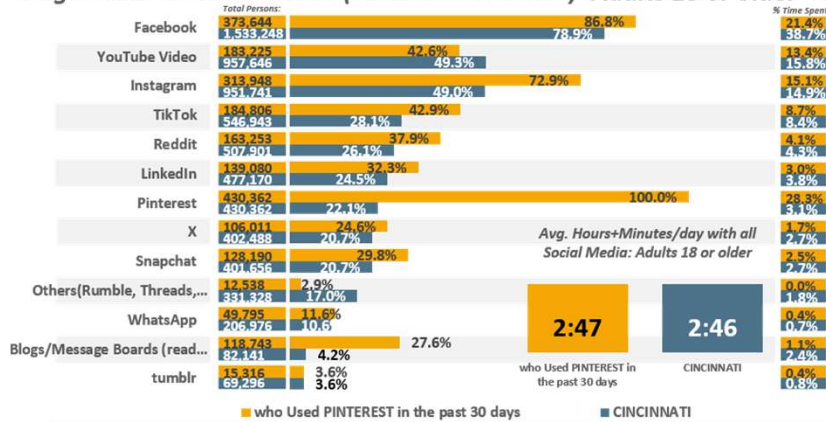
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



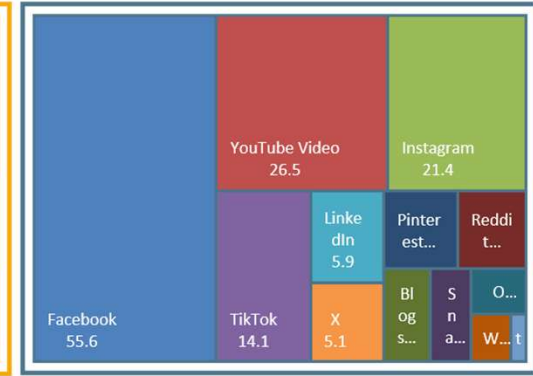
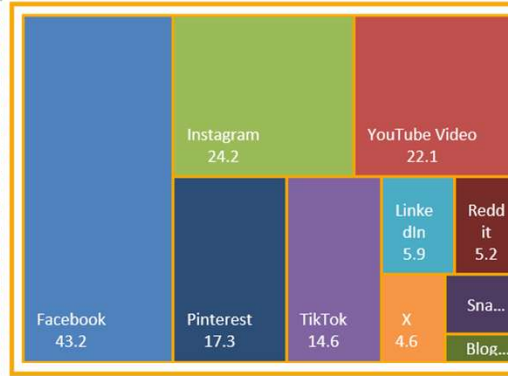
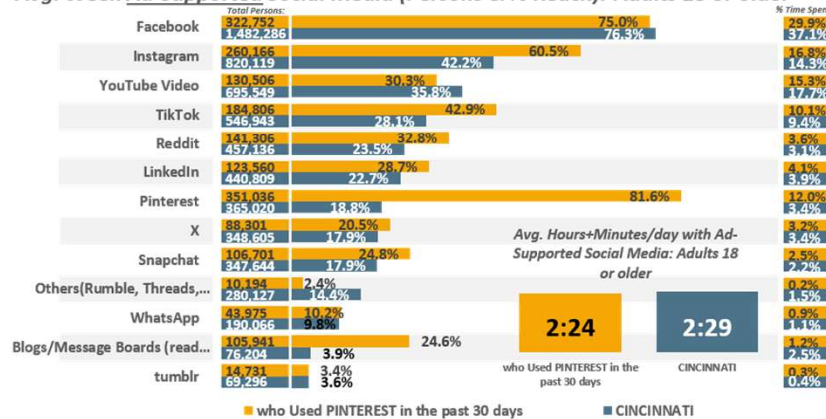


322,752 or 75.% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Facebook for an average of 43.2 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

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



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



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 476
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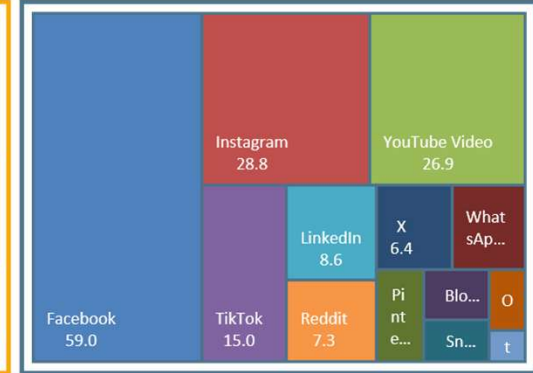
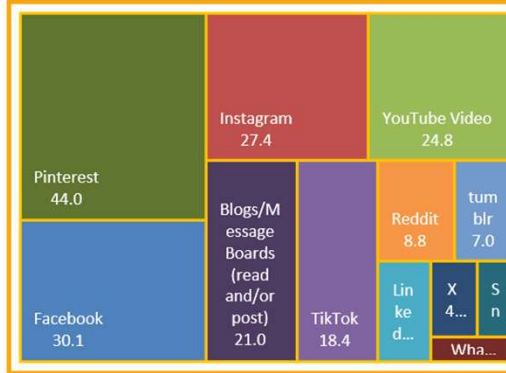
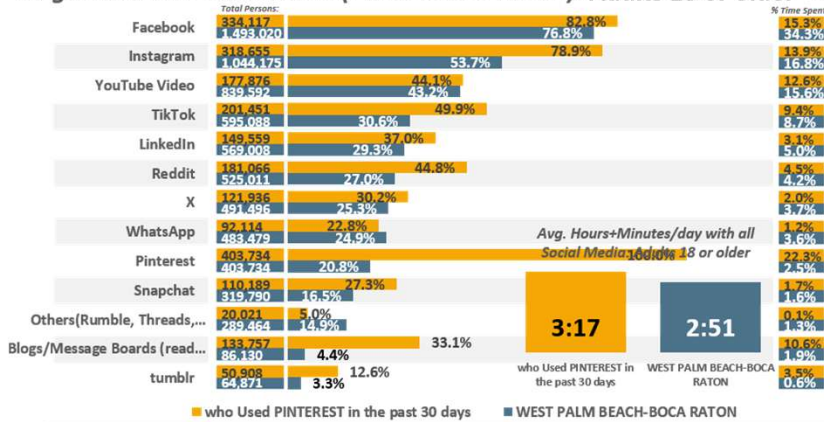
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Social media apps or websites used or visited past 30 days: Pinterest

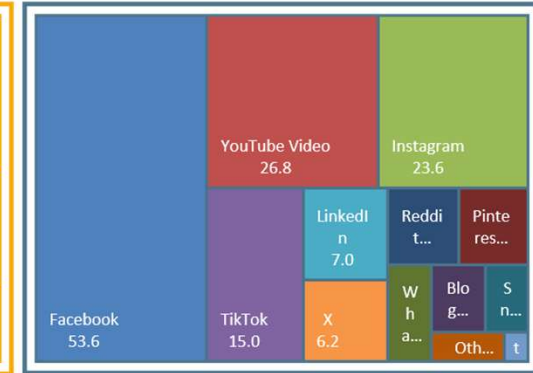
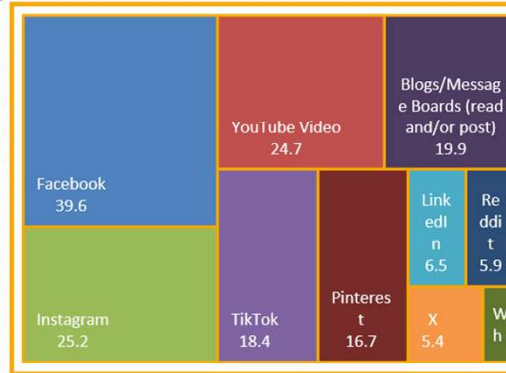
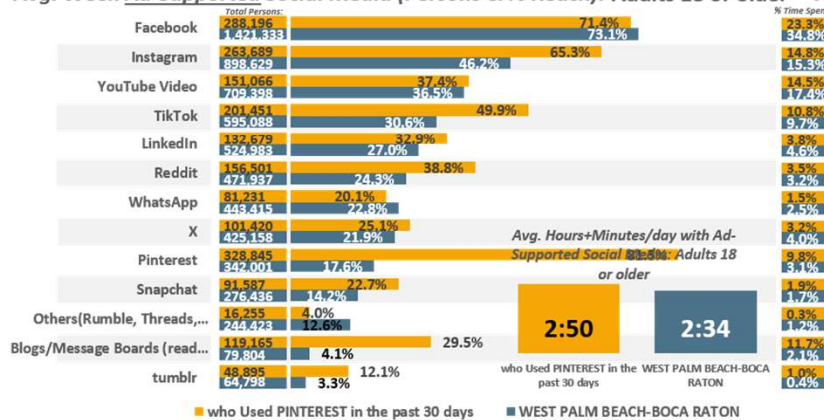


288,196 or 71.4% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Facebook for an average of 39.6 minutes every day representing 23.3% of all time spent daily with Ad-Supported Social Media.

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



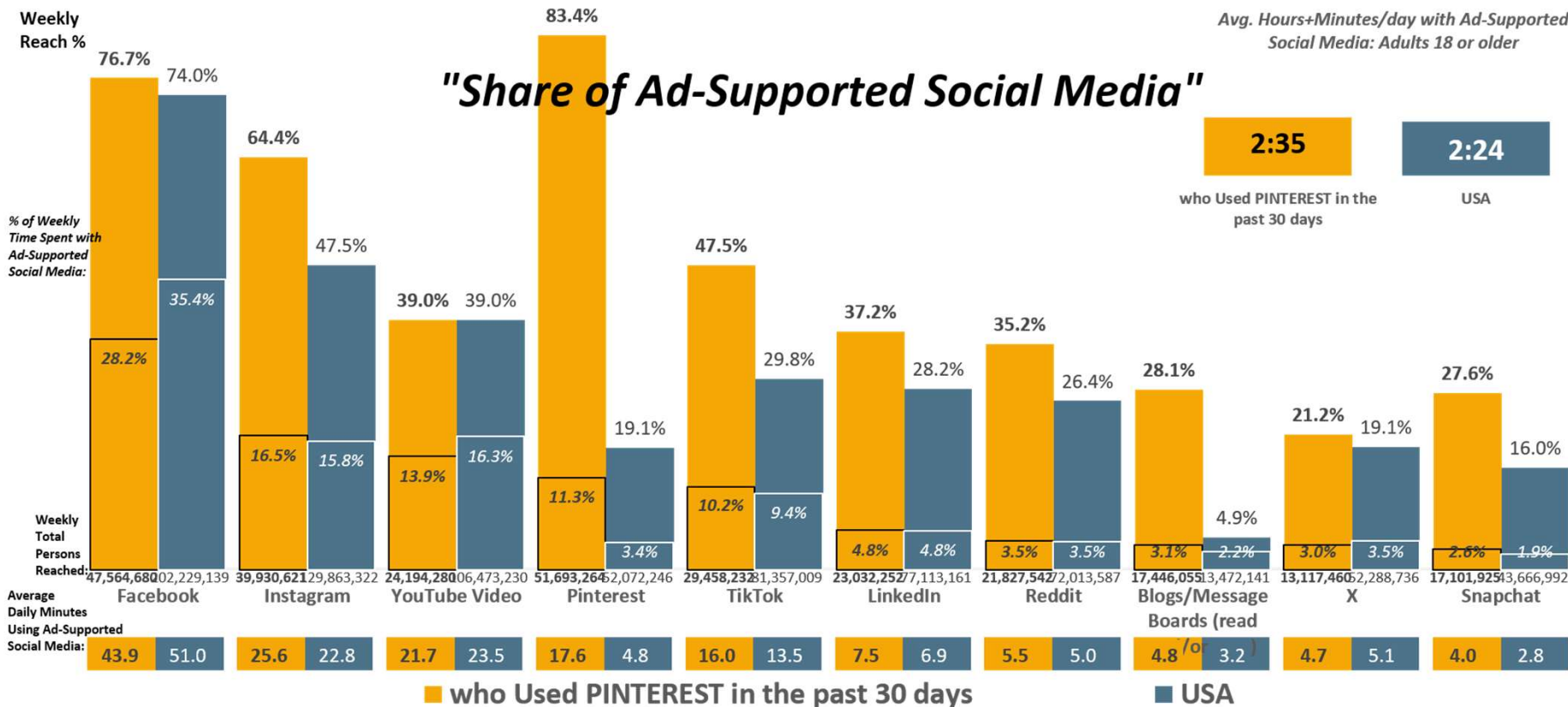
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





47,564,680 or 76.7% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Facebook for an average of 43.9 minutes every day representing 28.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,797 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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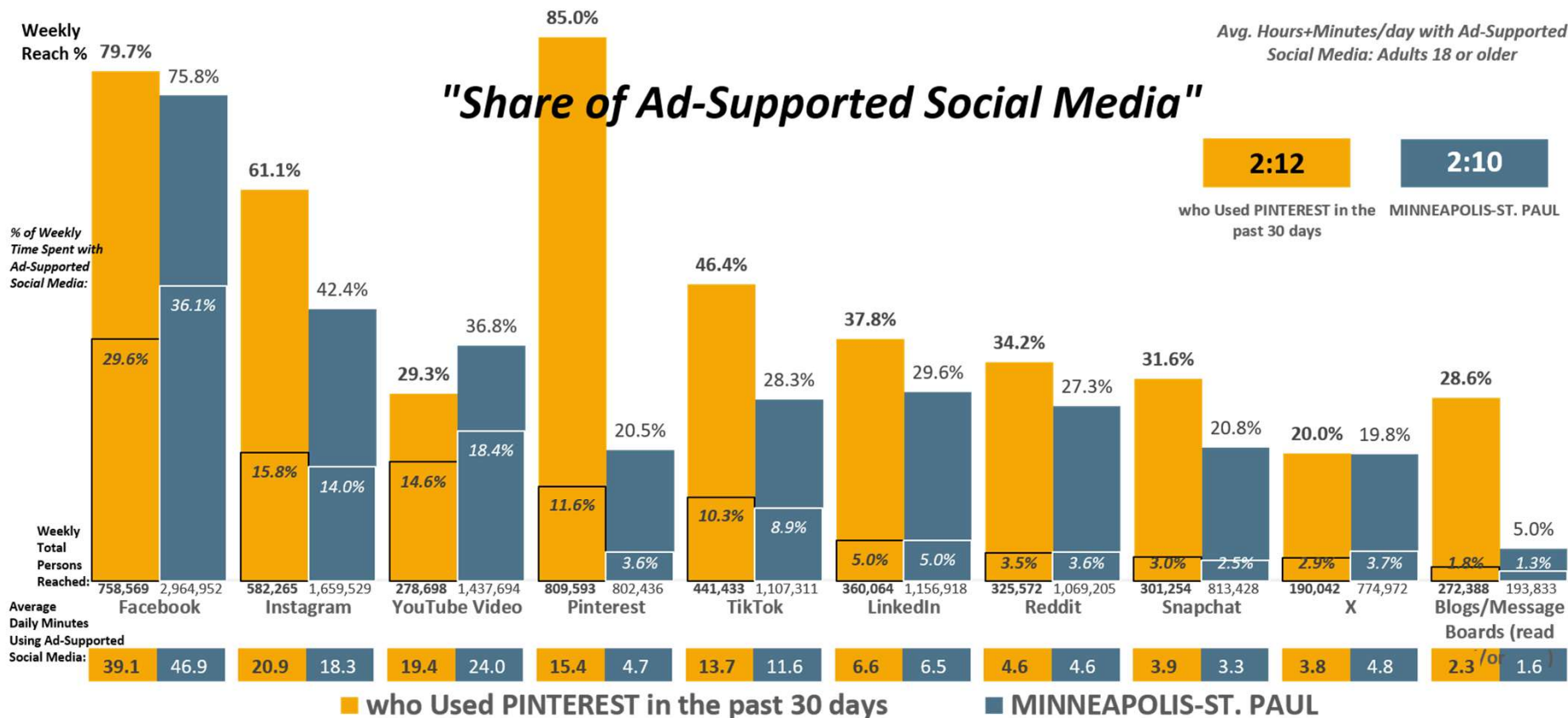
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest



758,569 or 79.7% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Facebook for an average of 39.1 minutes every day representing 29.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 492 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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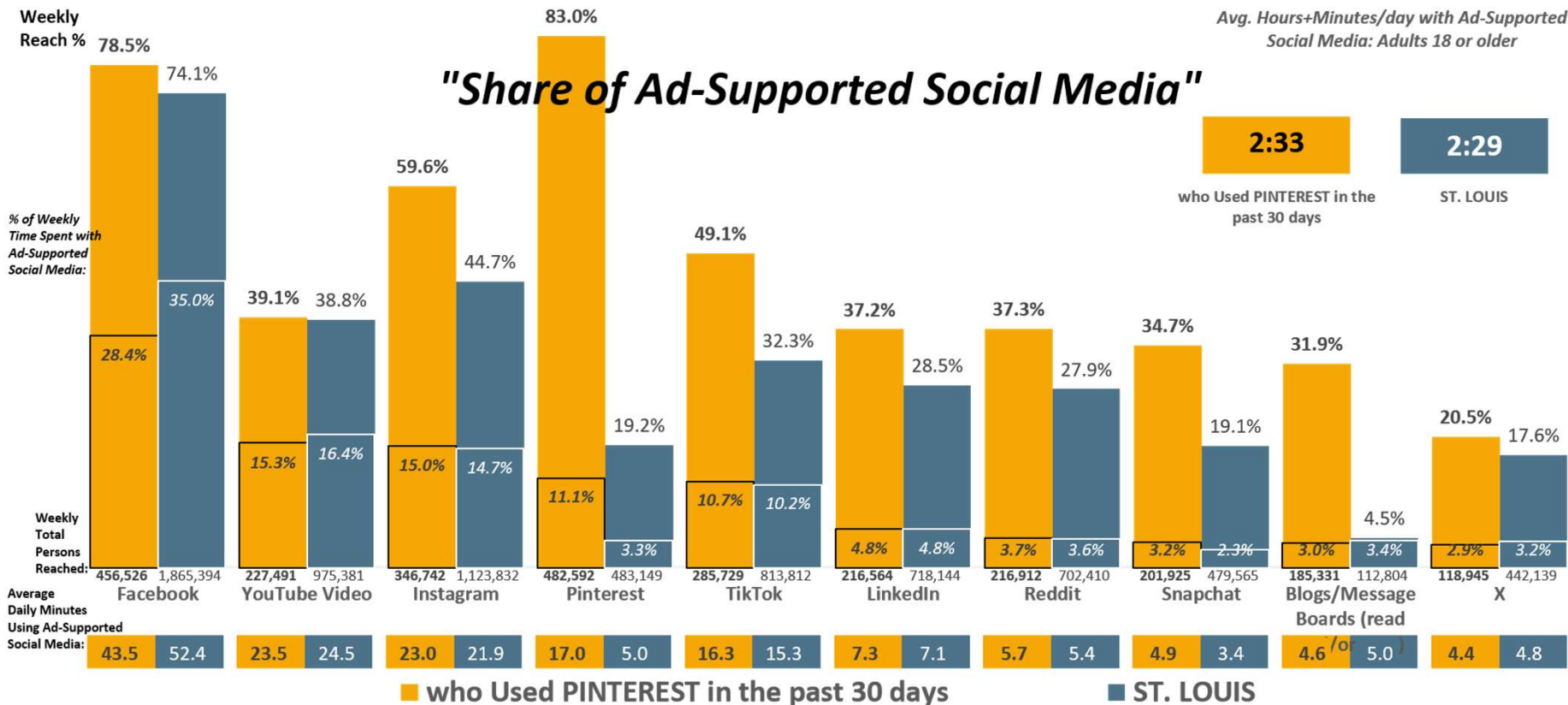
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest



456,526 or 78.5% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Facebook for an average of 43.5 minutes every day representing 28.4% of all time spent daily with Ad-Supported Social Media.

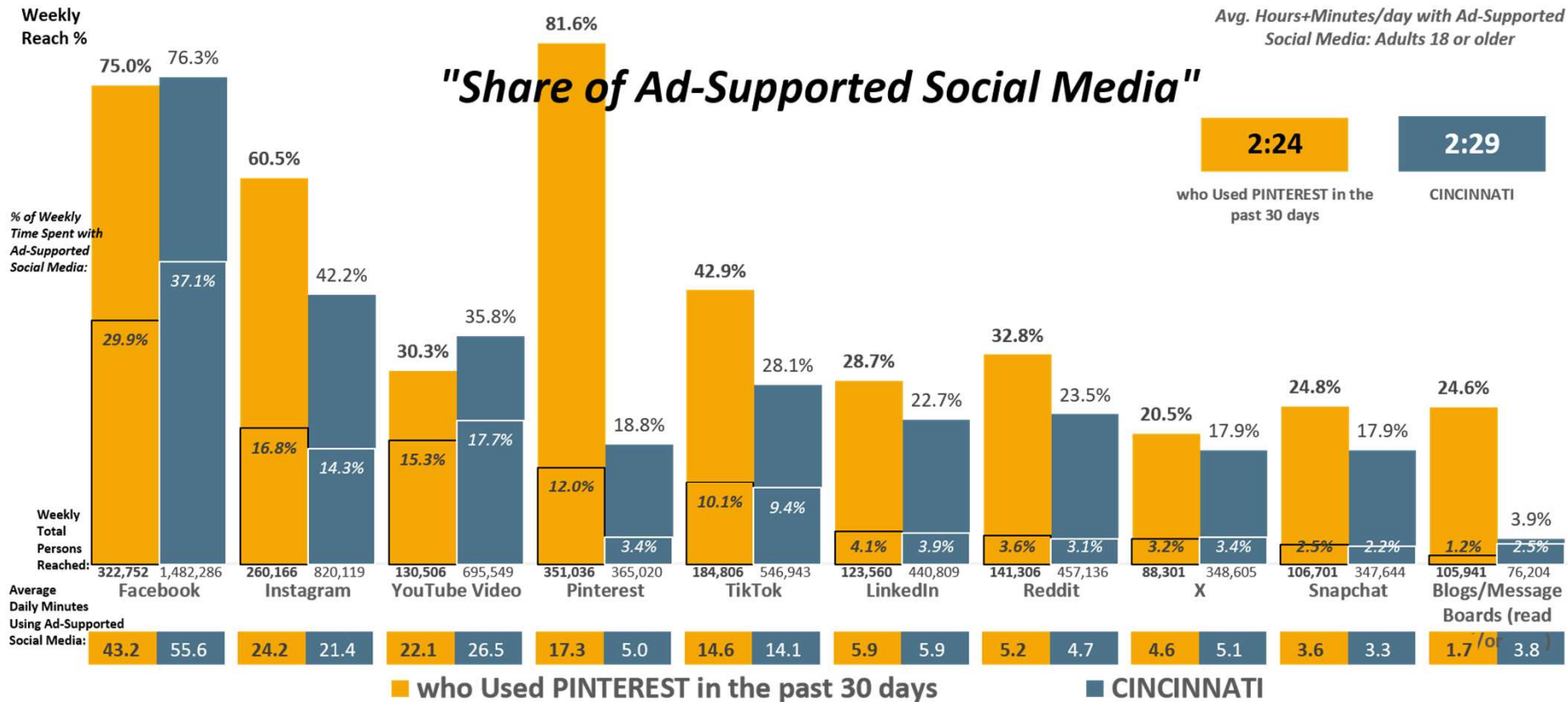
"Share of Ad-Supported Social Media"





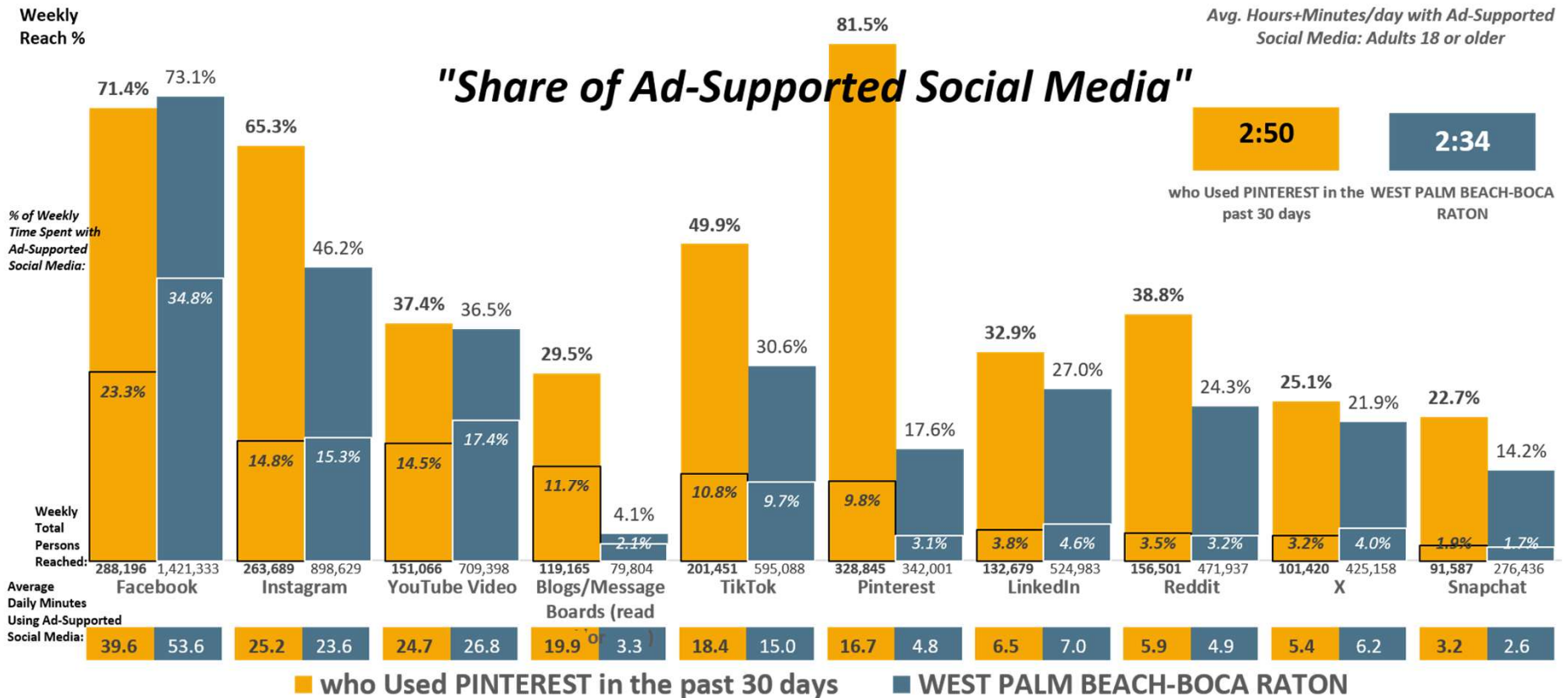
322,752 or 75.0% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Facebook for an average of 43.2 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





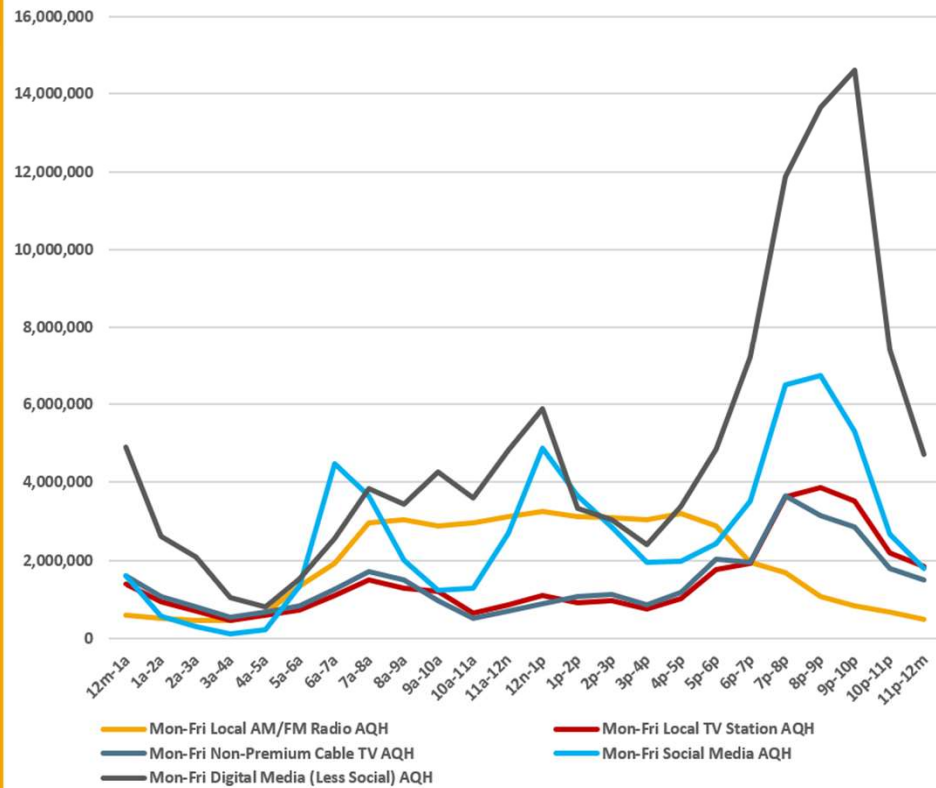
288,196 or 71.4% of Adults 18 or older who Used PINTEREST in the past 30 days use Ad-Supported Facebook for an average of 39.6 minutes every day representing 23.3% of all time spent daily with Ad-Supported Social Media.



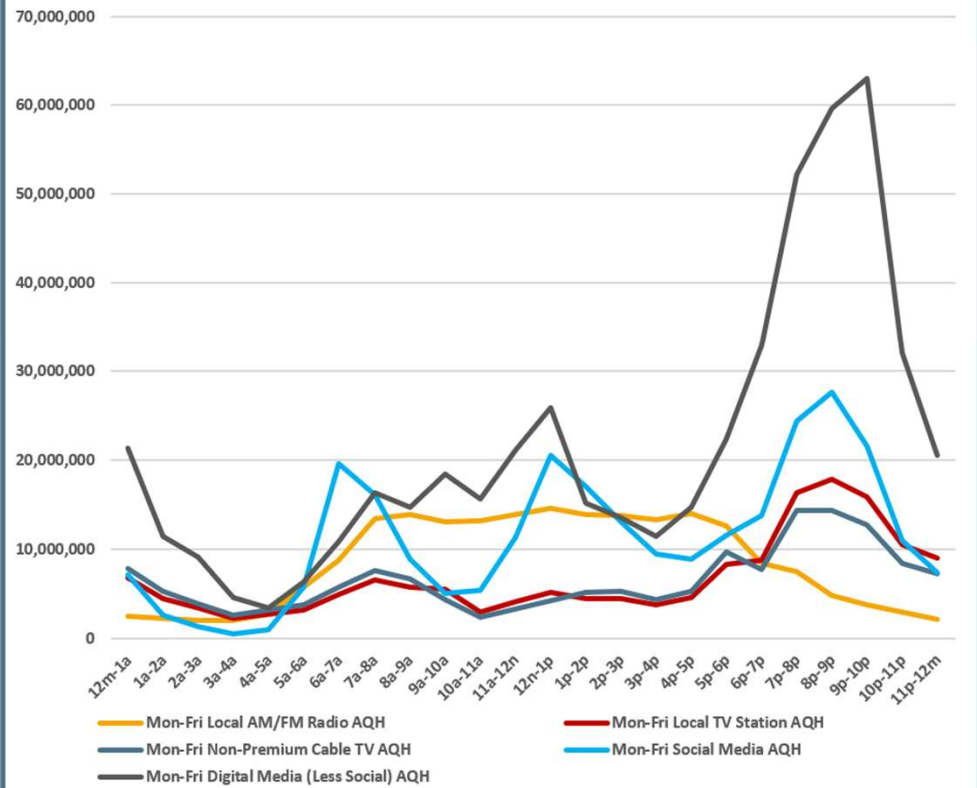


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,043,774;
Local Radio: 2,877,766; Social Media: 2,814,062; Non-Prem. Cable: 1,209,502; Local TV:
1,157,686 reaching Adults 18 or older who Used PINTEREST in the past 30

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used PINTEREST in the past 30 days



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,797
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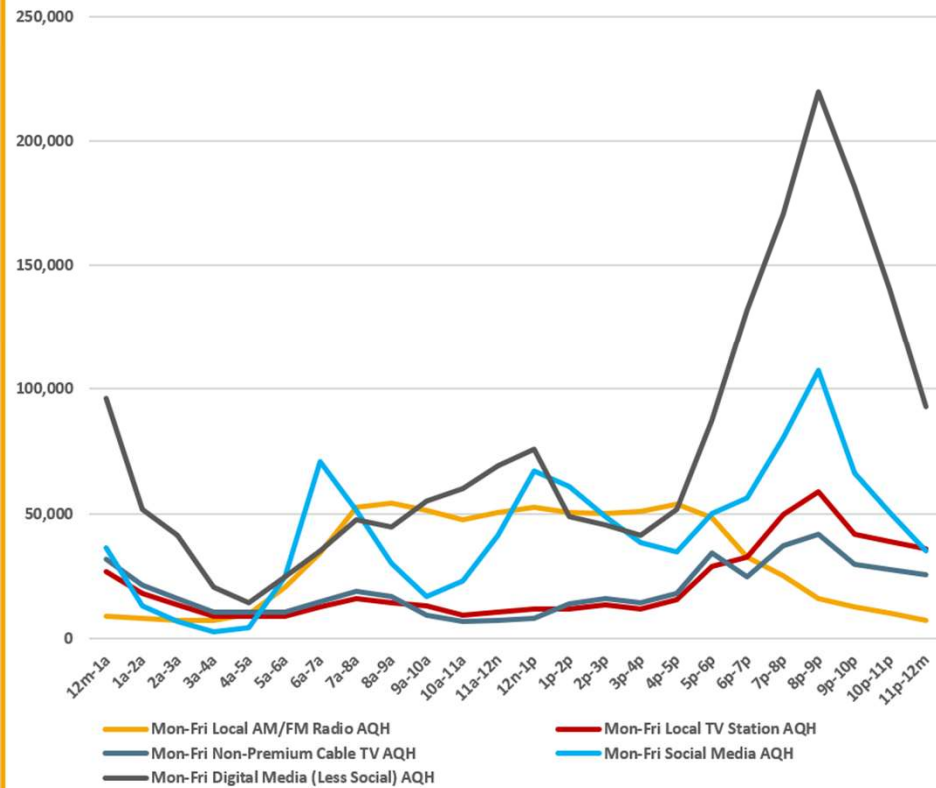
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for Anything ®

Social media apps or websites used or visited past 30 days: Pinterest

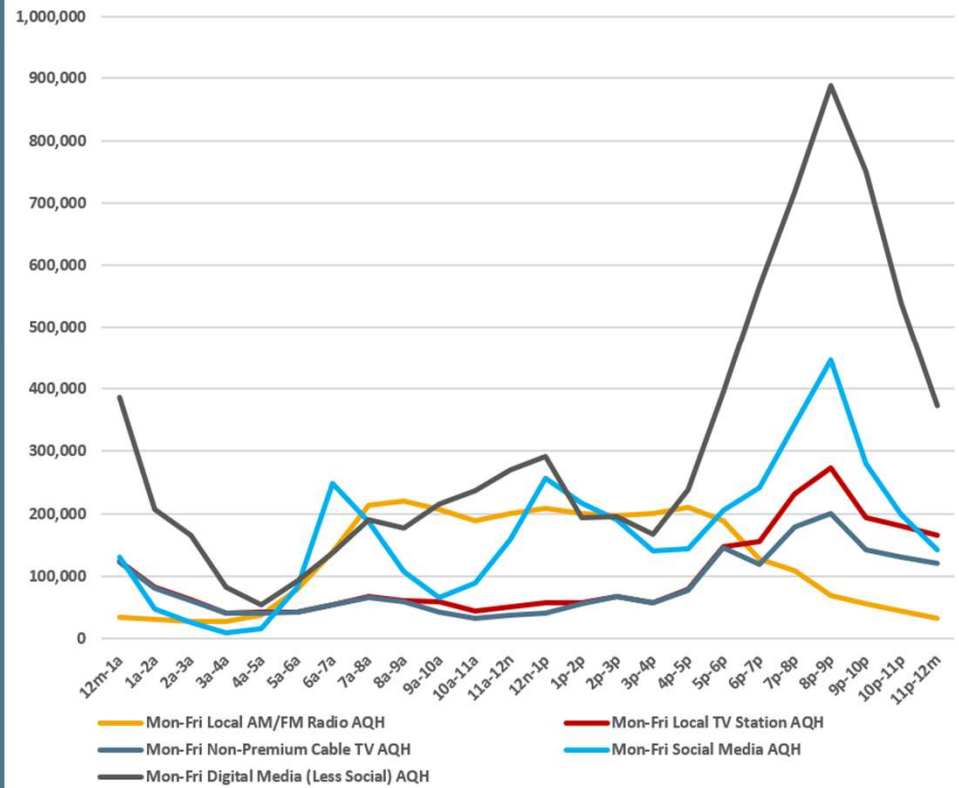


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 61,058; Local Radio: 48,418; Social Media: 45,346; Non-Prem. Cable: 15,690; Local TV: 15,524 reaching Adults 18 or older who Used PINTEREST in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used PINTEREST in the past 30 days



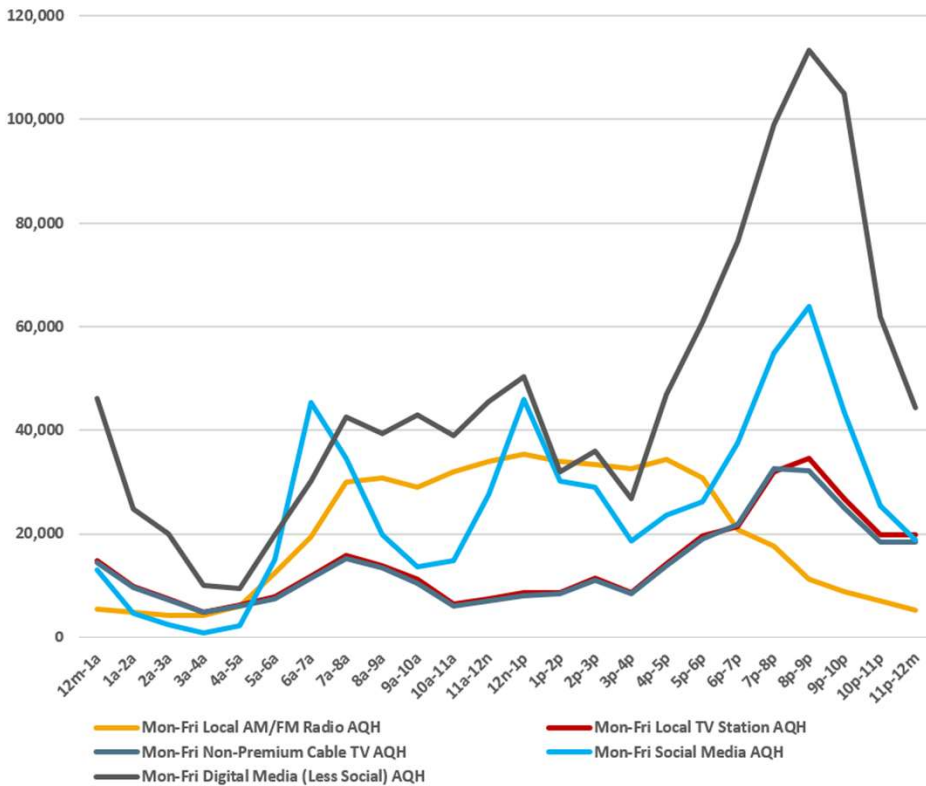
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MINNEAPOLIS-ST. PAUL Metro Area Adults 18 or older



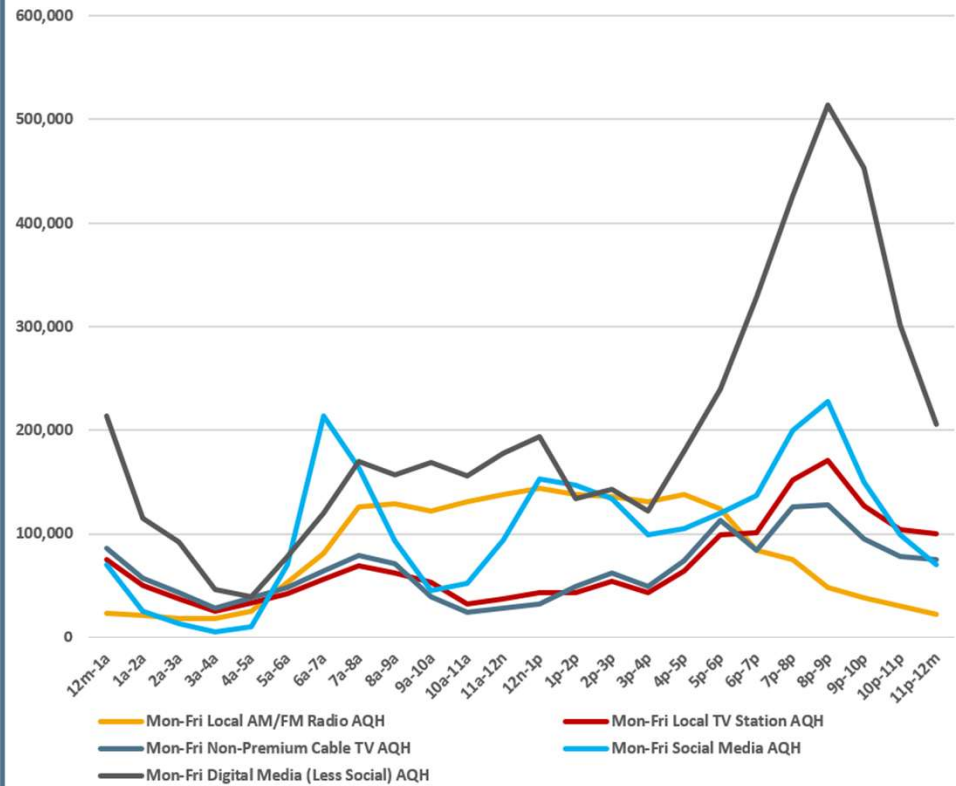


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 43,746; Local Radio: 30,470; Social Media: 28,227; Local TV: 12,238; Non-Prem. Cable: 11,831 reaching Adults 18 or older who Used PINTEREST in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used PINTEREST in the past 30 days



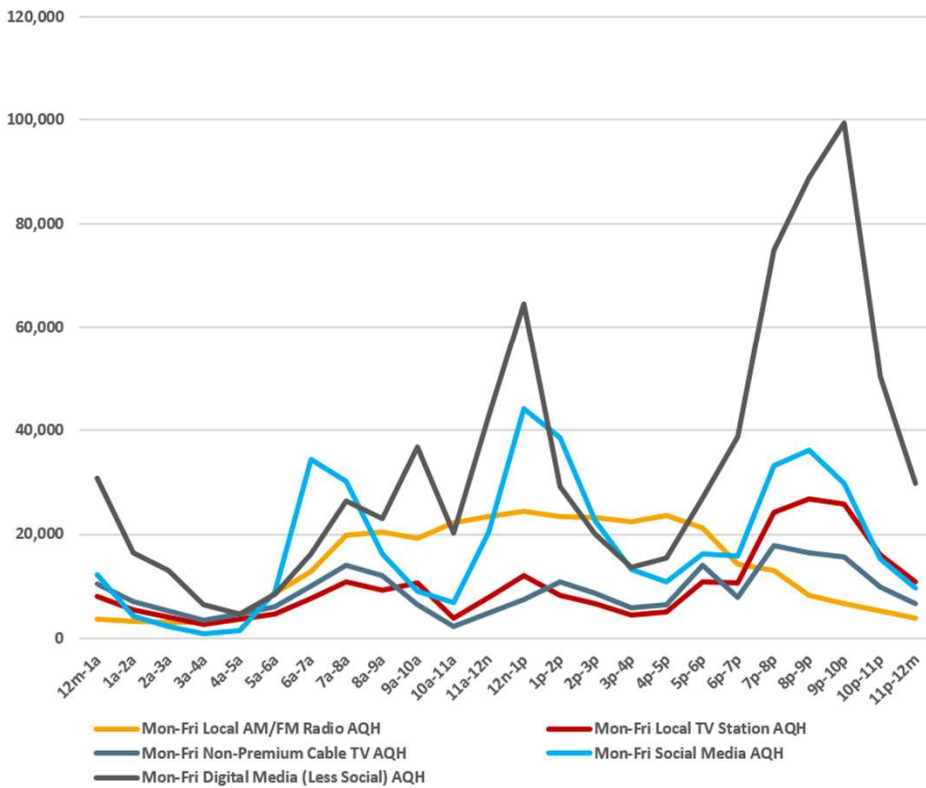
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older



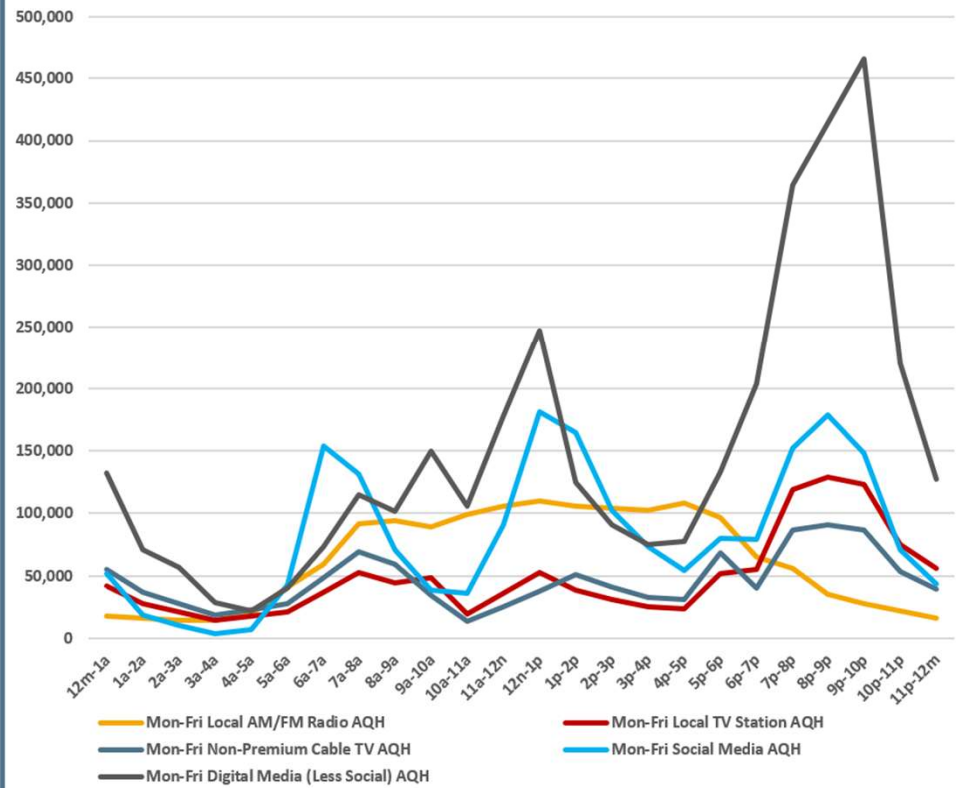


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,782;
Social Media: 21,424; Local Radio: 20,824; Non-Prem. Cable: 8,488; Local TV: 8,309
reaching Adults 18 or older who Used PINTEREST in the past 30 days.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used PINTEREST in the past 30 days



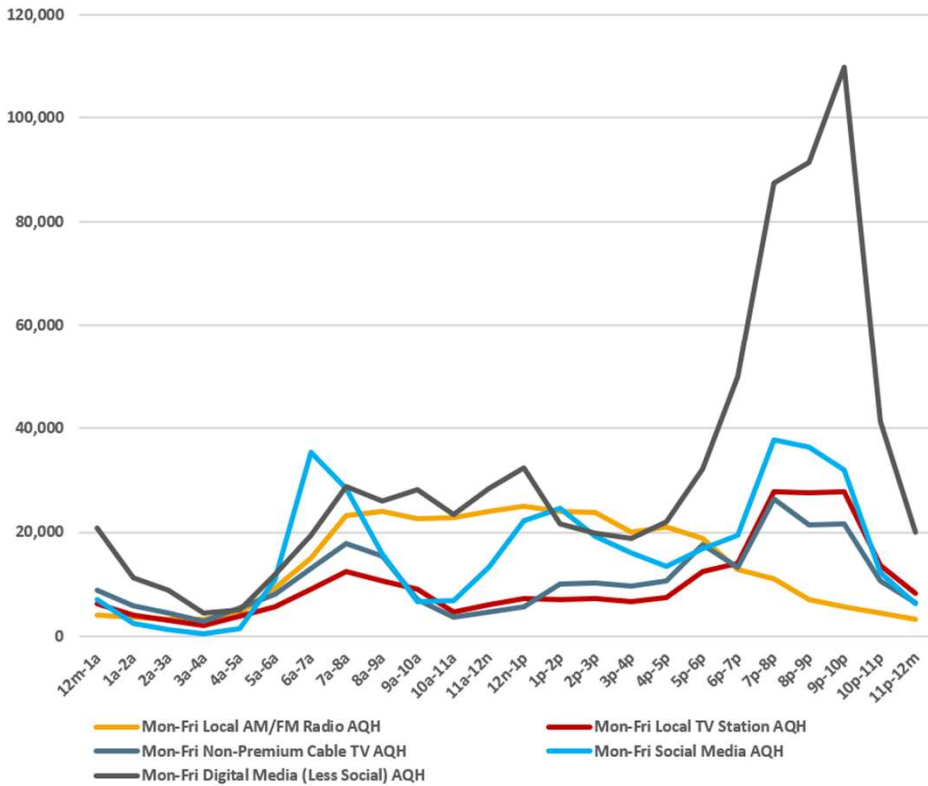
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older



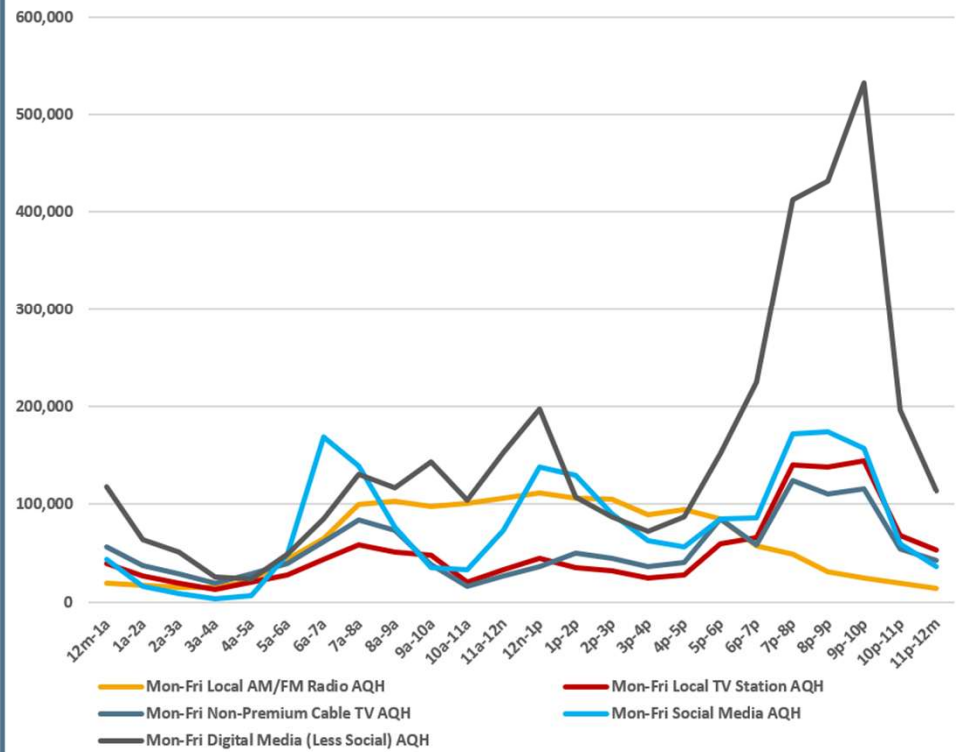


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,962;
Local Radio: 21,318; Social Media: 18,294; Non-Prem. Cable: 10,649; Local TV: 8,745
reaching Adults 18 or older who Used PINTEREST in the past 30 days.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Used PINTEREST in the past 30 days**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH-BOCA RATON Metro Area Adults 18 or older**



WEST PALM BEACH-BOCA RATON DMA
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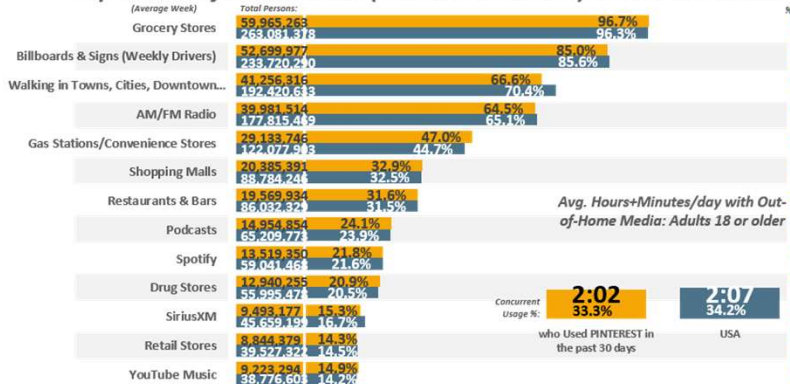
Social media apps or websites used or visited past 30 days: Pinterest

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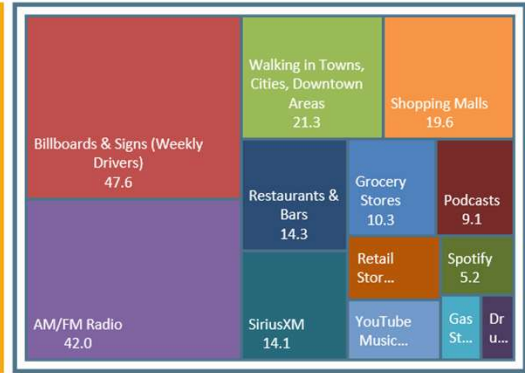
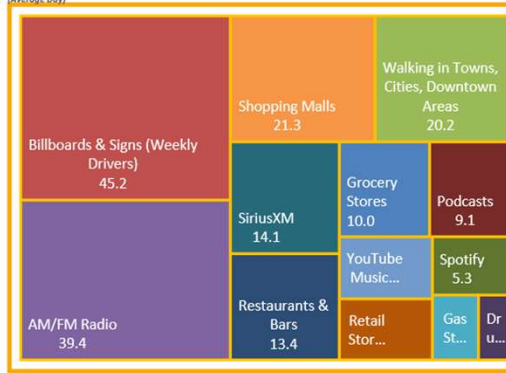


52,699,977 or 85.% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 45.2 minutes per day driving, seeing Billboards and Signs. 62.3% Listen to Local Radio Stations Out-of-Home for an average of 36.6 minutes/day.

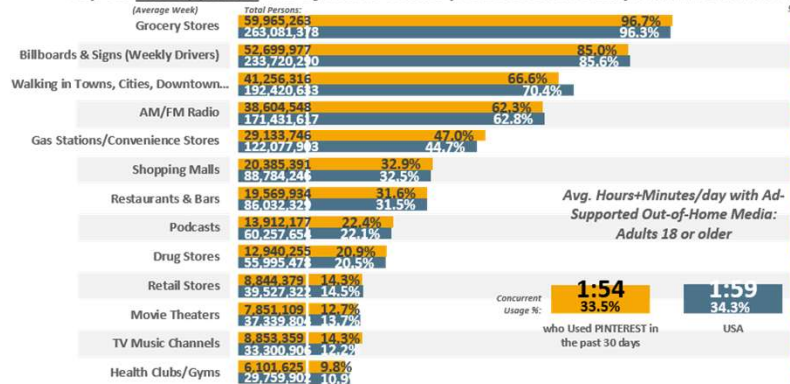
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



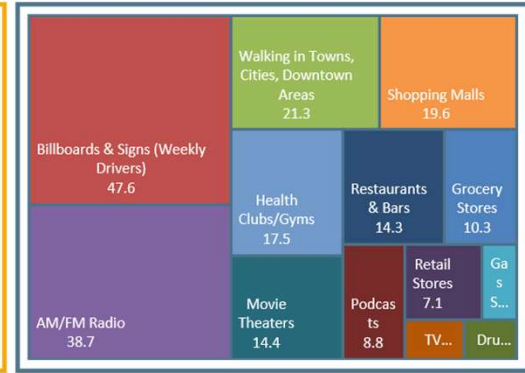
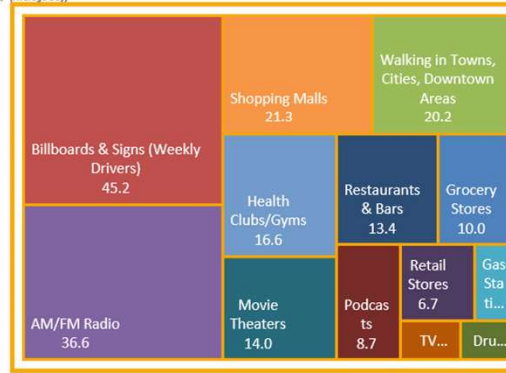
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,797
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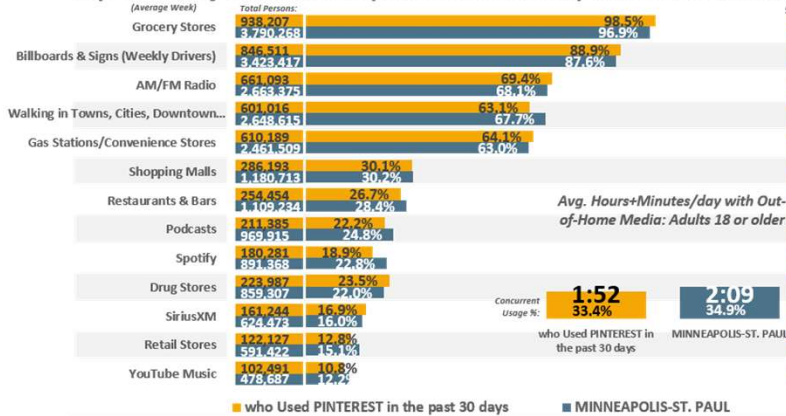
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

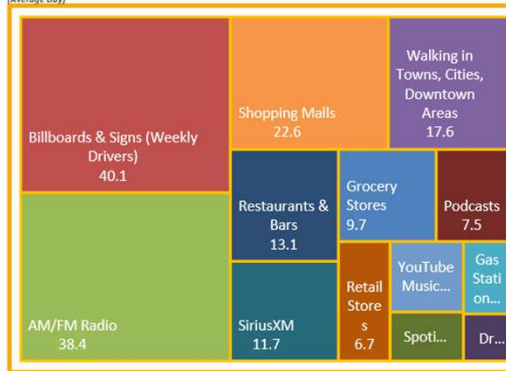


846,511 or 88.9% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 40.1 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes/day.

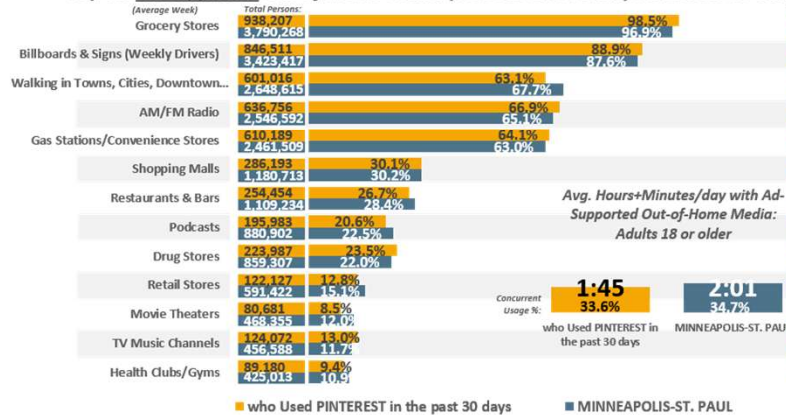
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



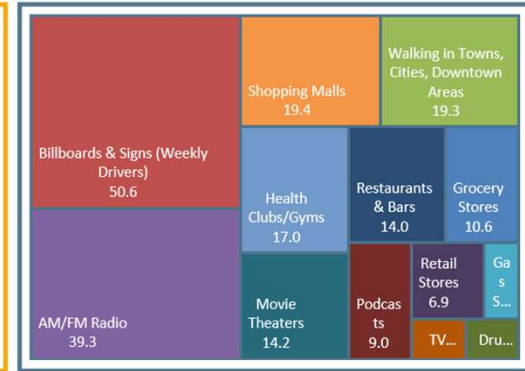
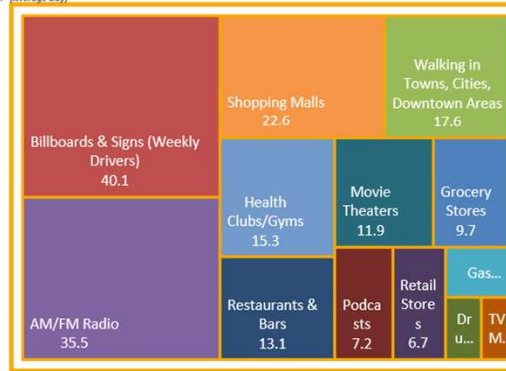
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab - 492
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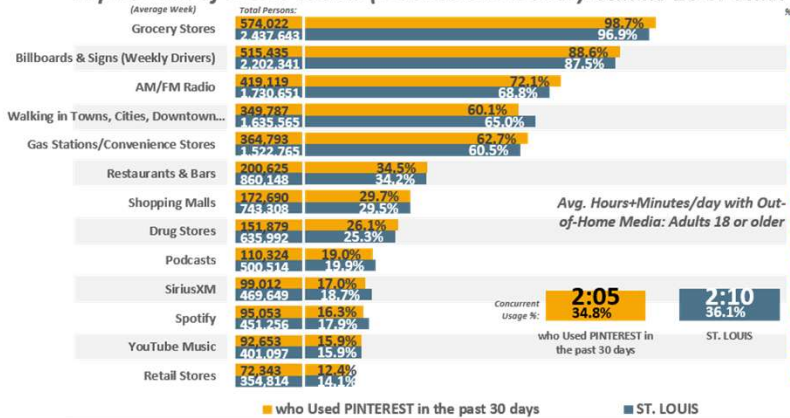
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

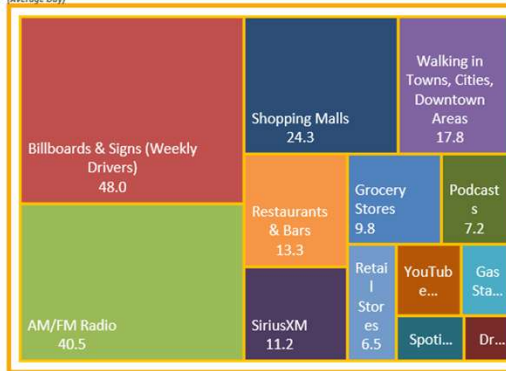


515,435 or 88.6% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 48. minutes per day driving, seeing Billboards and Signs. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 37.9 minutes/day.

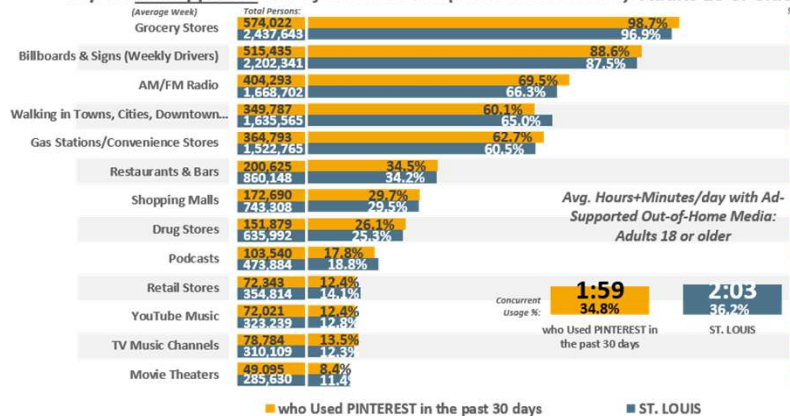
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



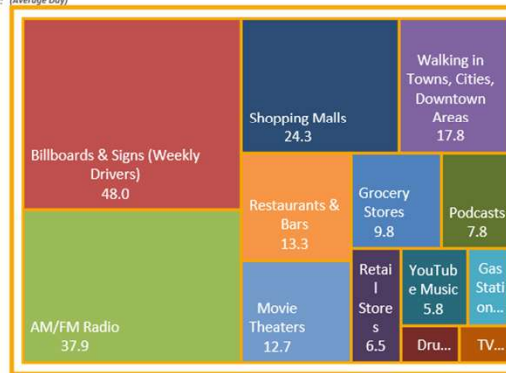
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 500
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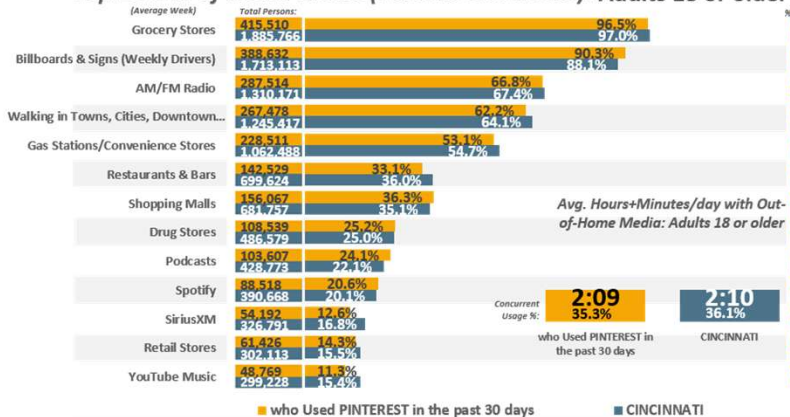
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

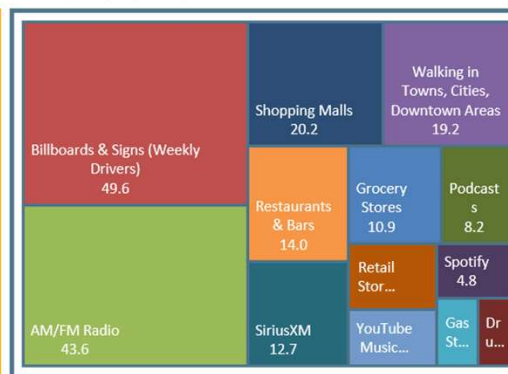
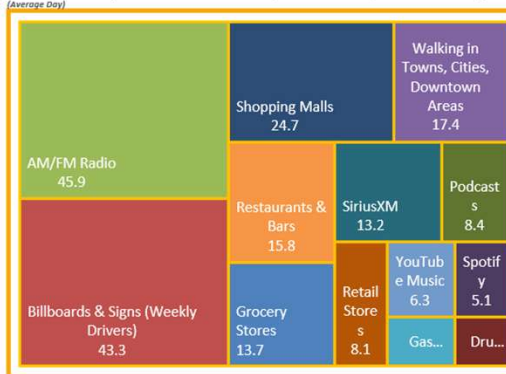


388,632 or 90.3% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 43.3 minutes per day driving, seeing Billboards and Signs. 64.7% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minutes/day.

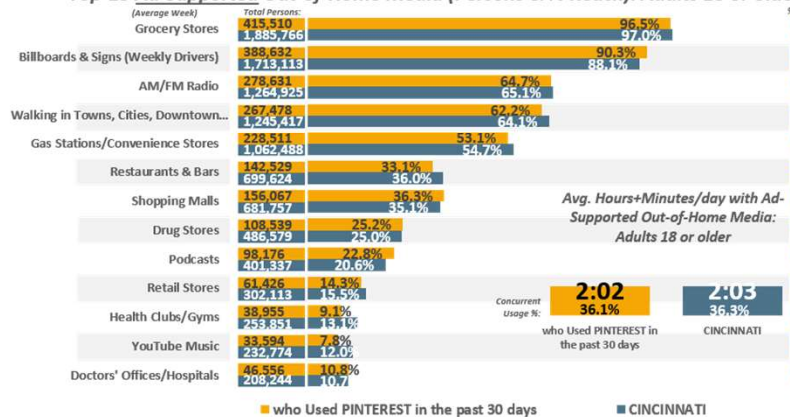
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



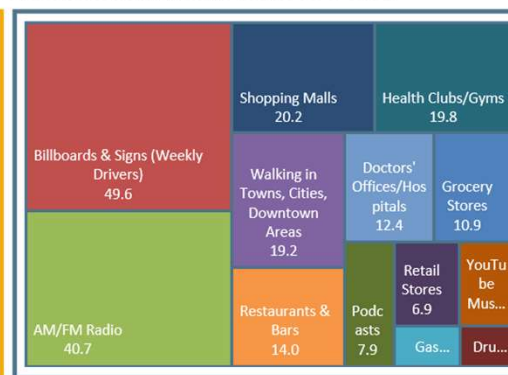
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



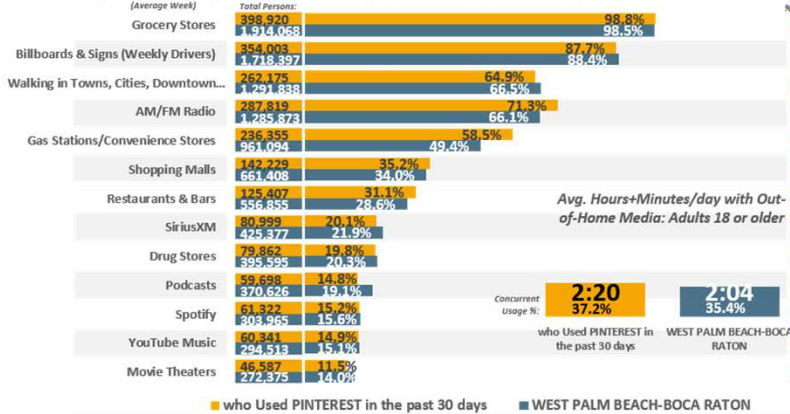
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



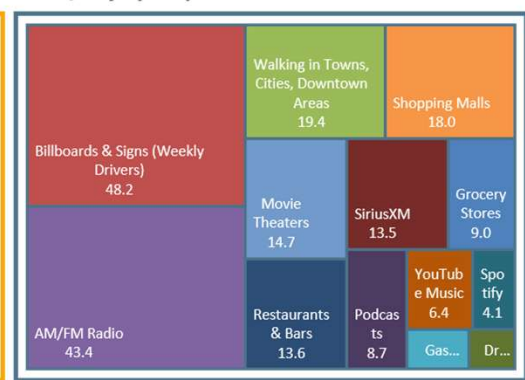


354,003 or 87.7% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 64.5 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 41.9 minutes/day.

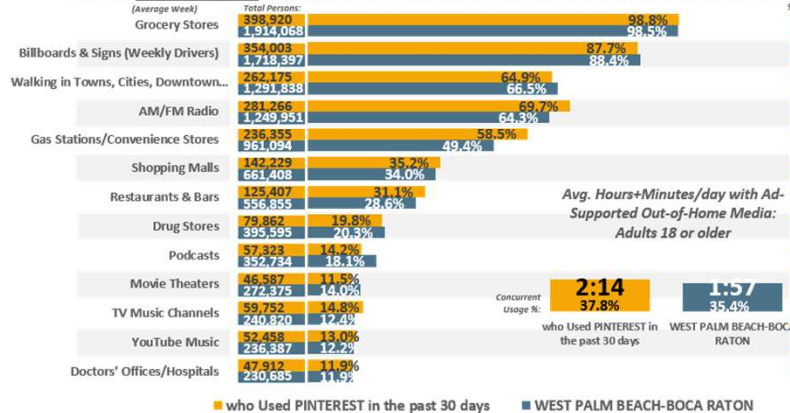
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



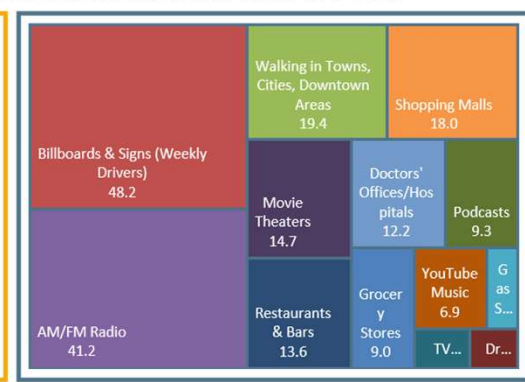
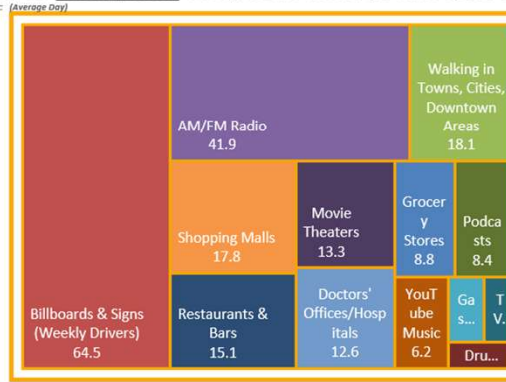
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 588
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Social media apps or websites used or visited past 30 days: Pinterest

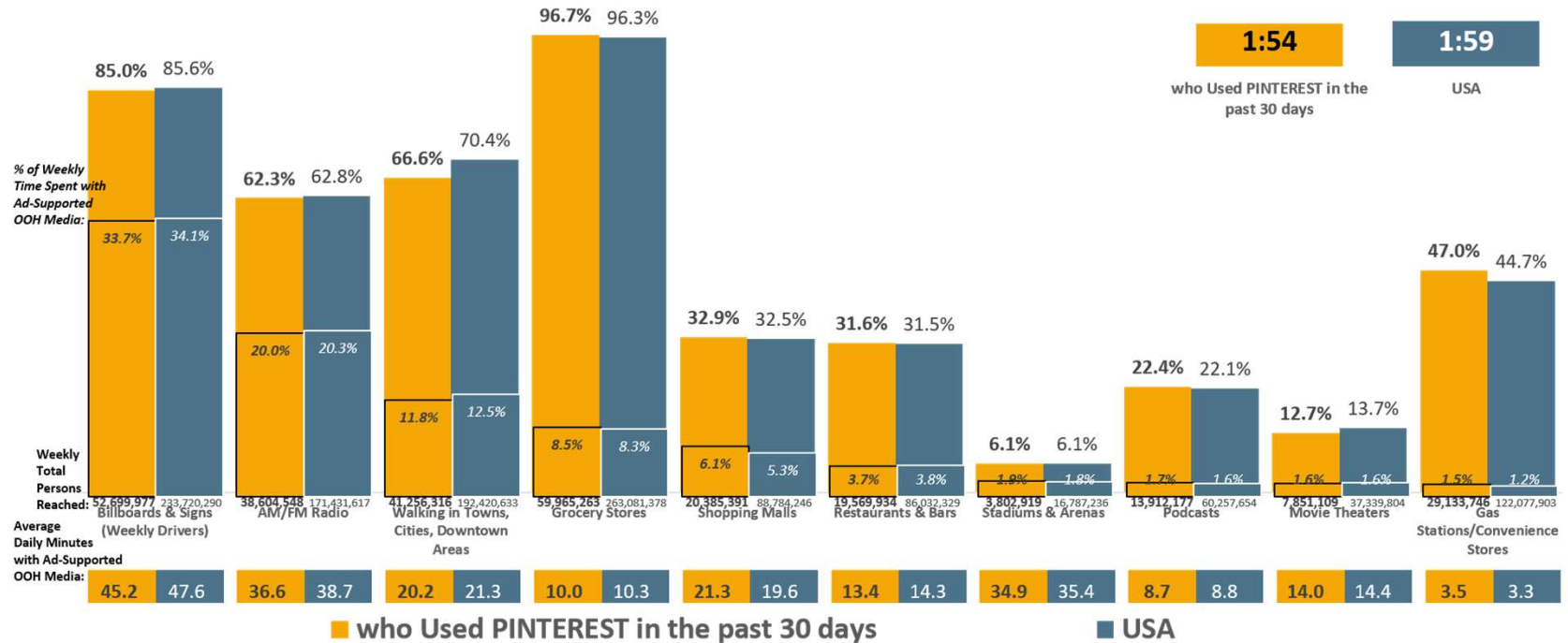


52,699,977 or 85.6% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 45.2 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,797 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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Social media apps or websites used or visited past 30 days: Pinterest

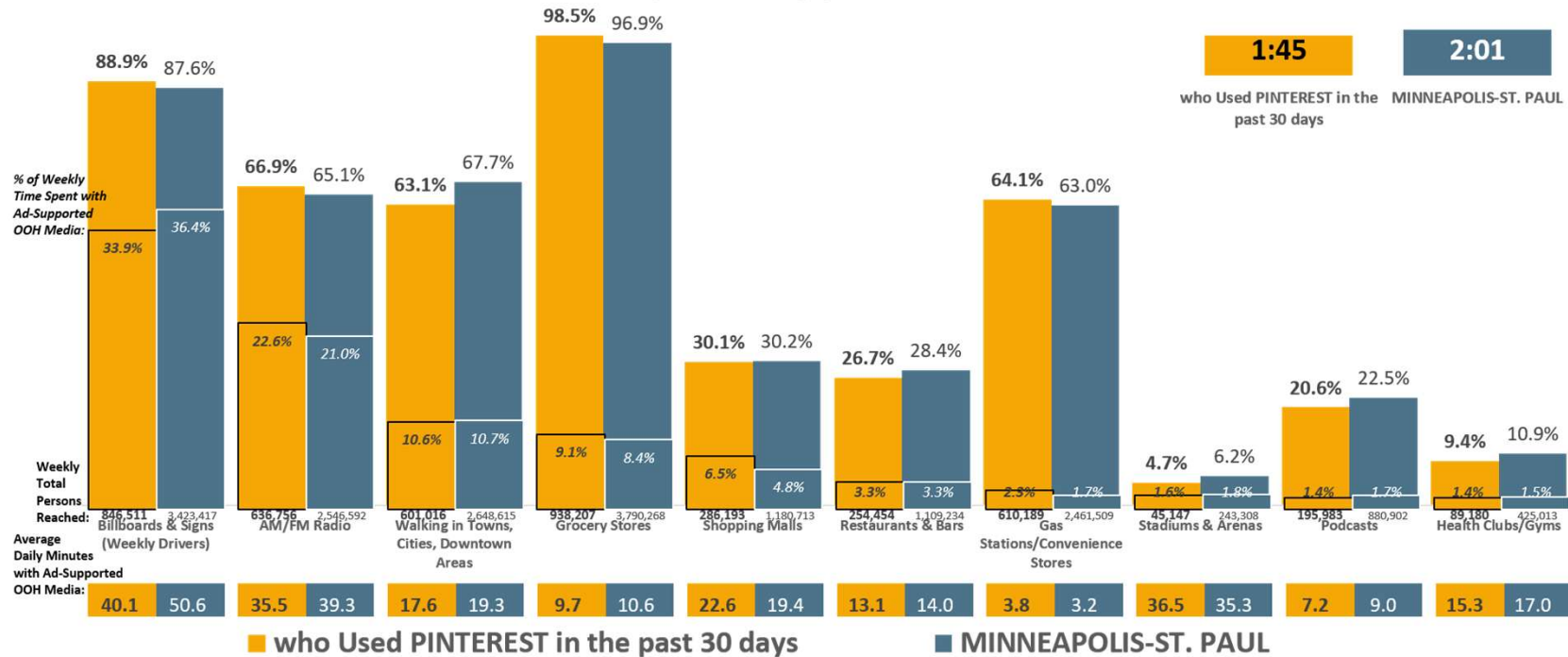


846,511 or 88.9% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 40.1 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 492 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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Social media apps or websites used or visited past 30 days: Pinterest

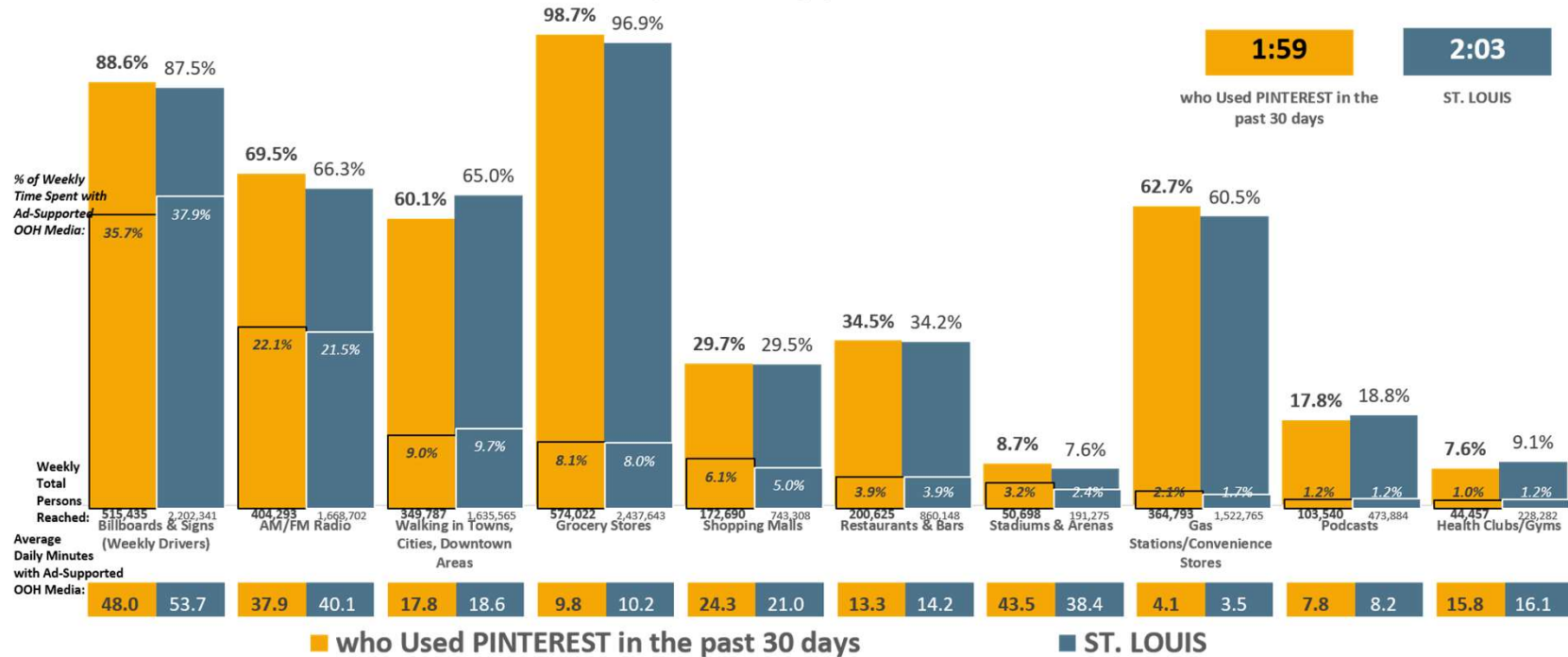


515,435 or 88.6% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 48. minutes per day driving, seeing Billboards and Signs representing 35.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 500
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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Social media apps or websites used or visited past 30 days: Pinterest

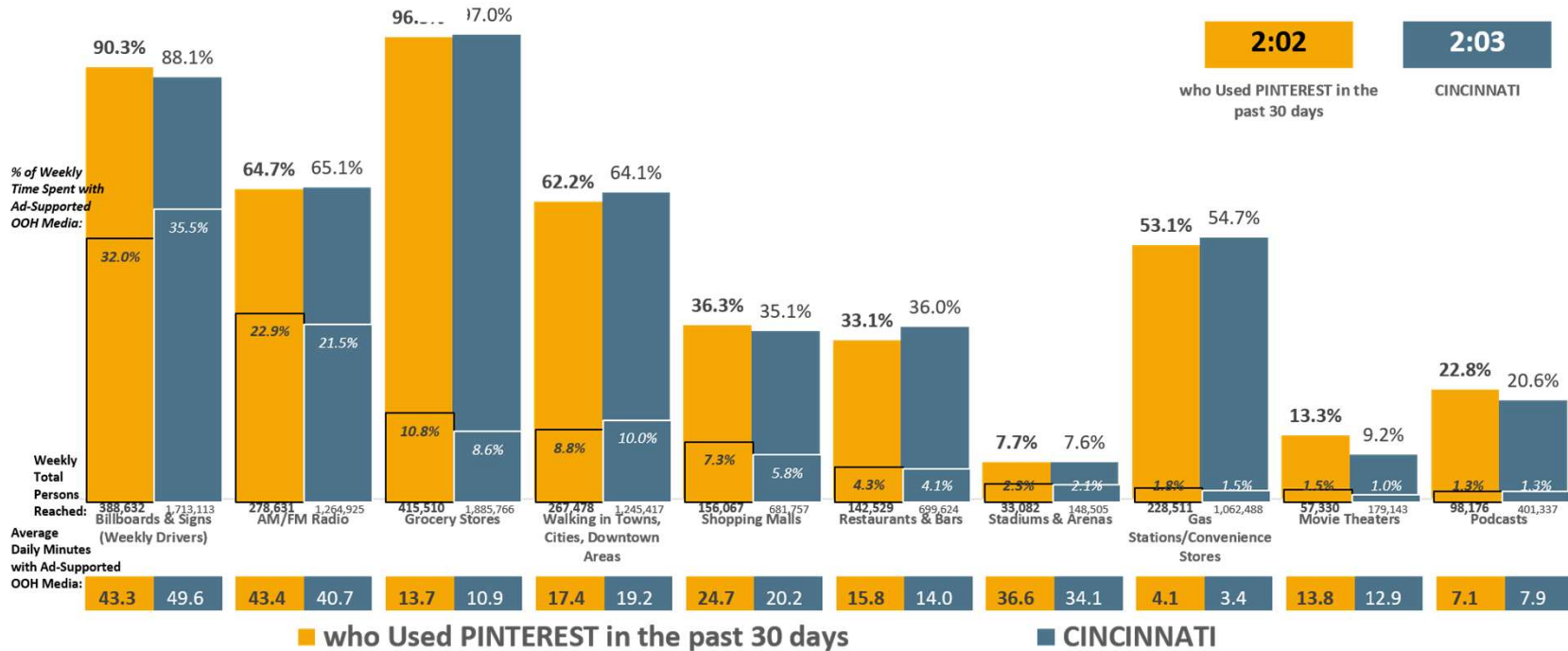


388,632 or 90.3% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 43.3 minutes per day driving, seeing Billboards and Signs representing 32.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 476
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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Social media apps or websites used or visited past 30 days: Pinterest

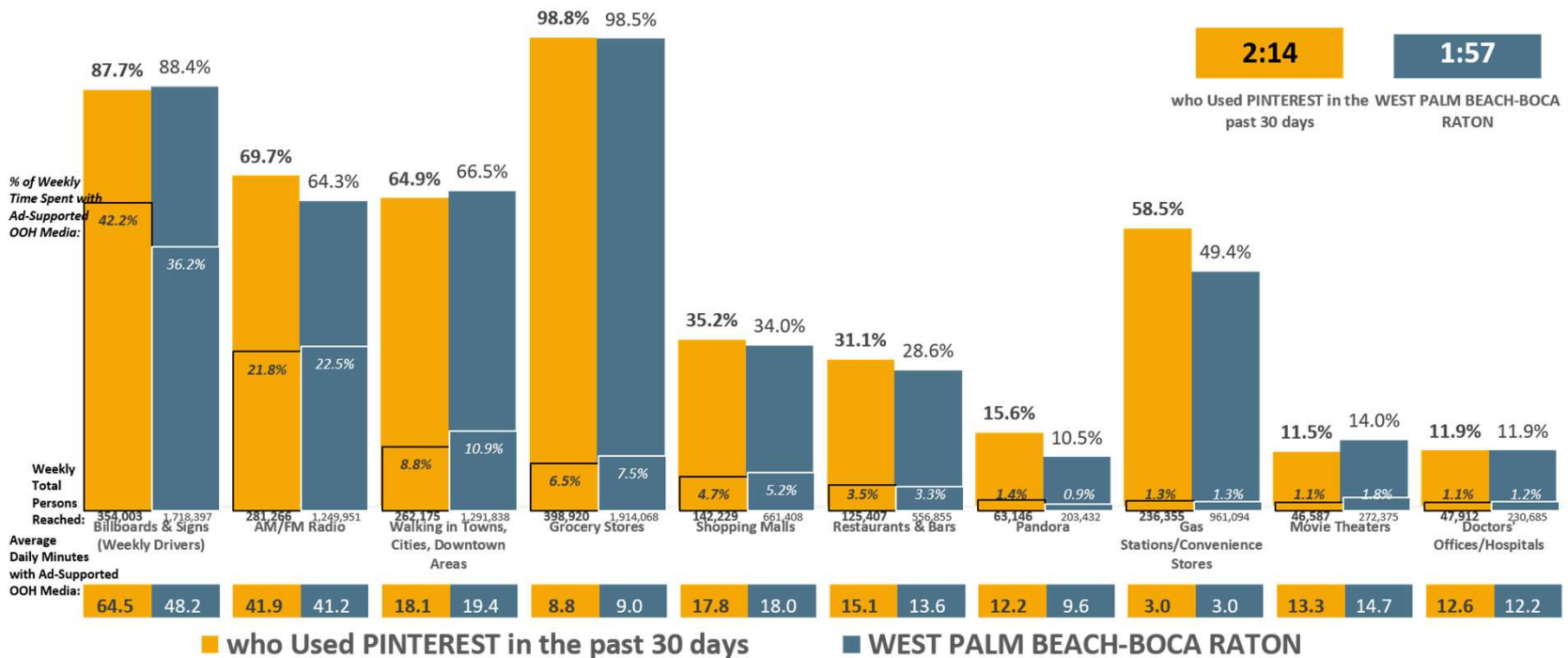


354,003 or 87.7% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 64.5 minutes per day driving, seeing Billboards and Signs representing 42.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 588 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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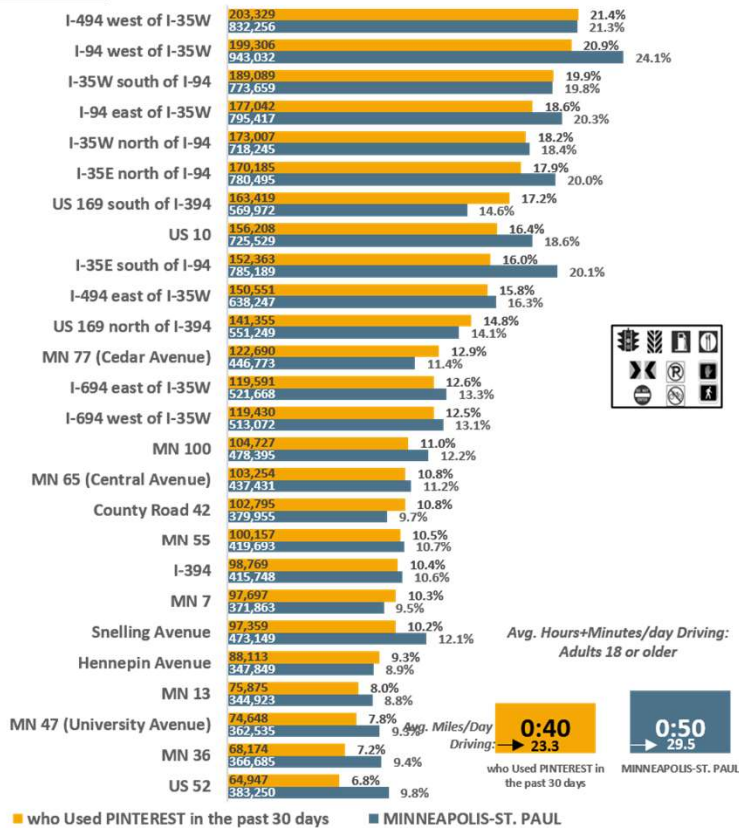
soefa.ai Share of Everything for Anything

Social media apps or websites used or visited past 30 days: Pinterest

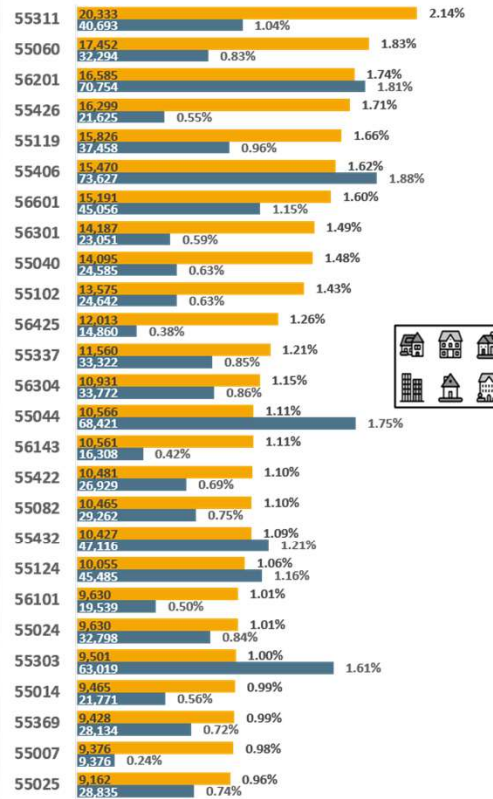


846,511 or 88.9% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 40.1 minutes per day driving an average of 23.3 miles each day and are 17.7% more likely to use US 169 south of I-394 than the Metro average.

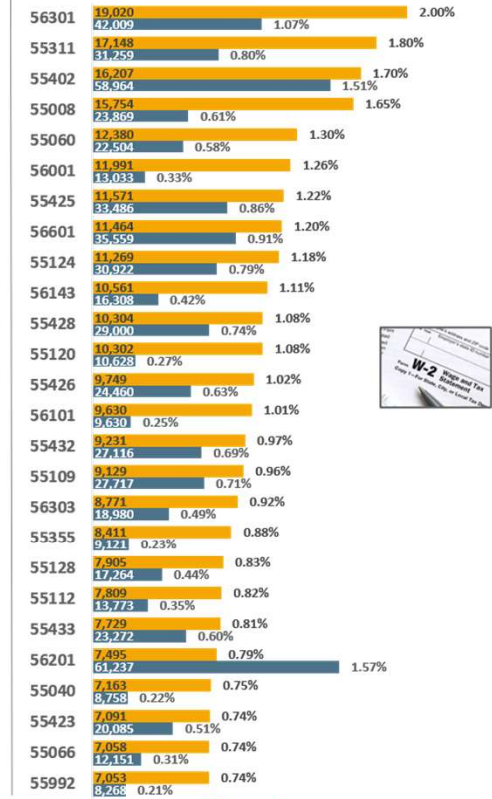
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



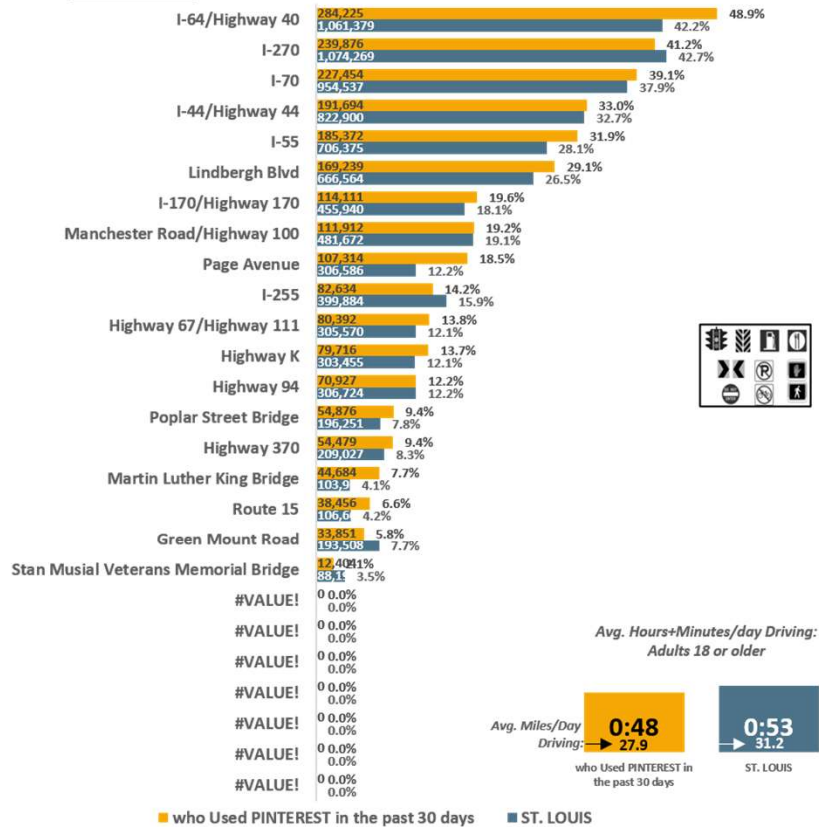
Top-26 Employment Zip Codes: Adults 18 or older



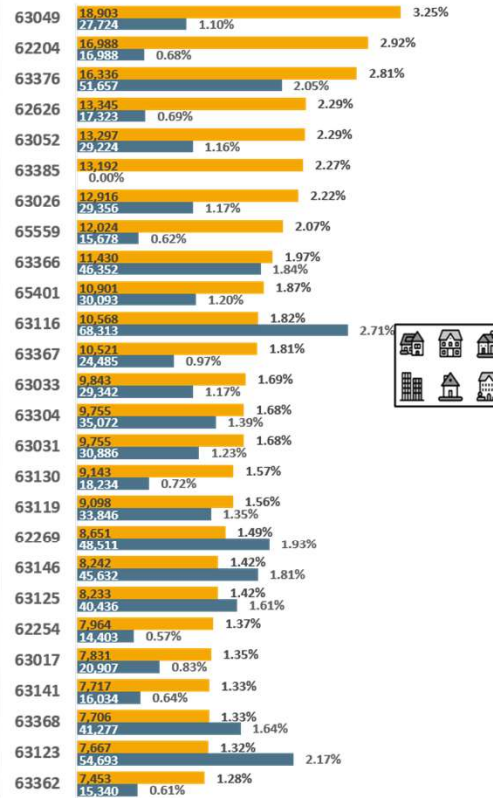


515,435 or 88.6% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 48. minutes per day driving an average of 27.9 miles each day and are 86.1% more likely to use Martin Luther King Bridge than the Metro average.

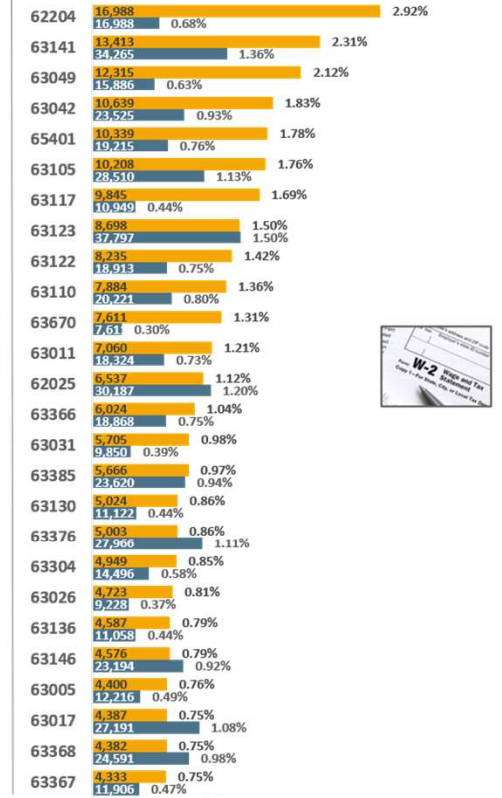
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



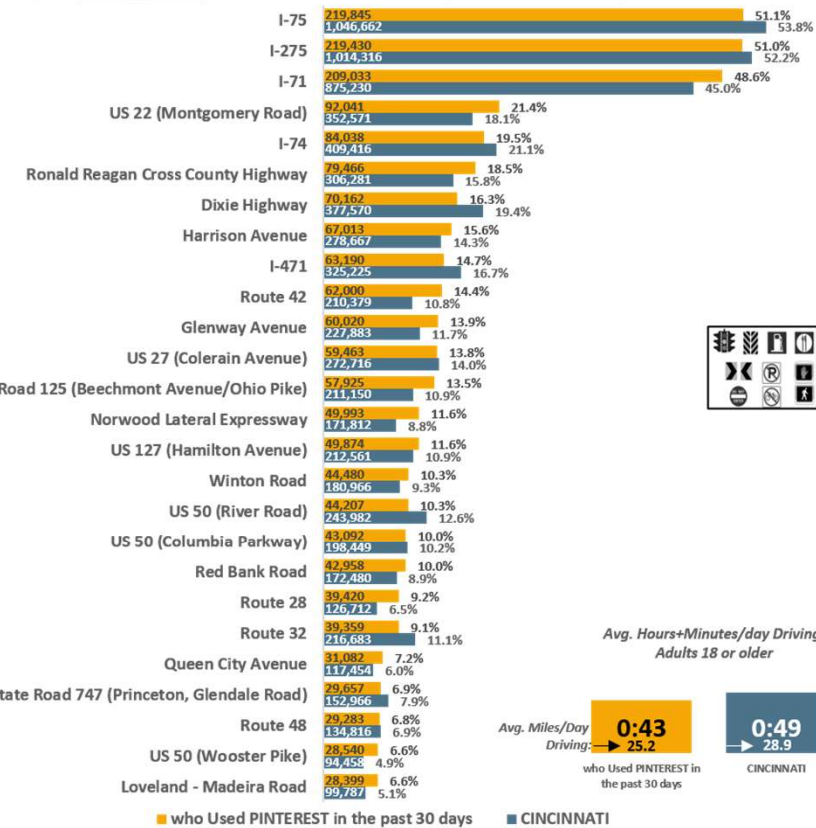
Top-26 Employment Zip Codes: Adults 18 or older





388,632 or 90.3% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 43.3 minutes per day driving an average of 25.2 miles each day and are 33.1% more likely to use Route 42 than the Metro average.

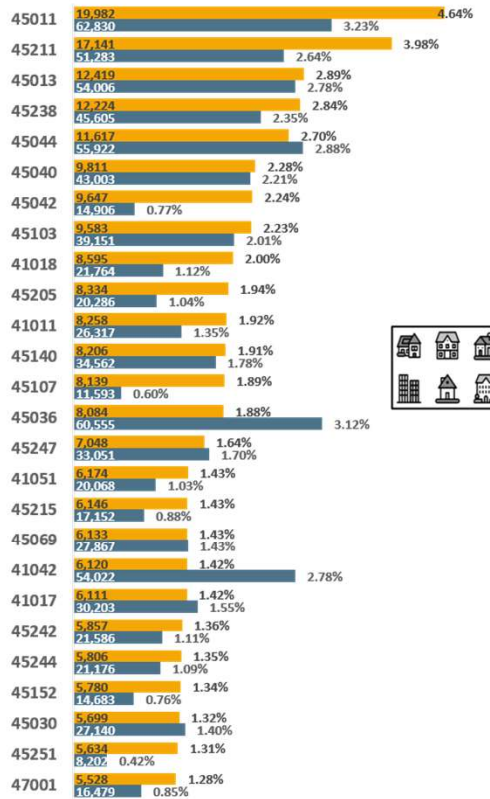
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



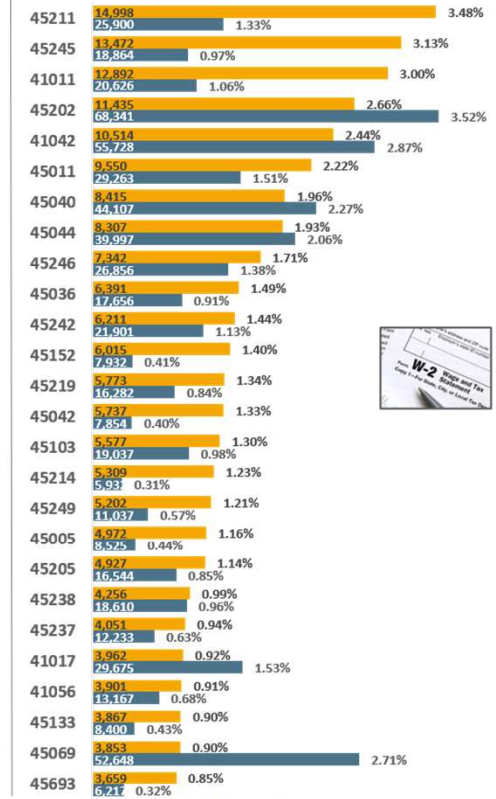
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

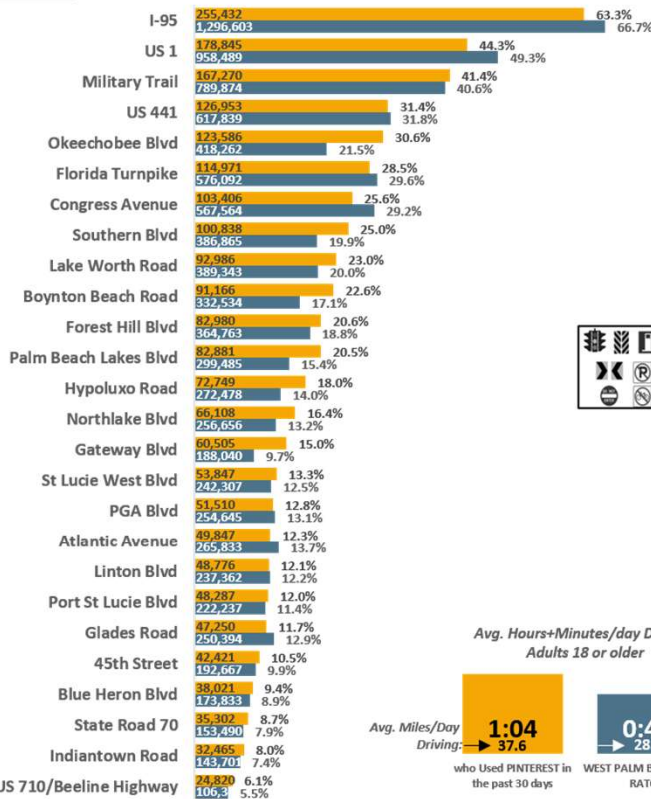


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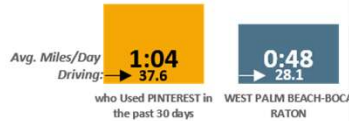


354,003 or 87.7% of Adults 18 or older who Used PINTEREST in the past 30 days spend an average of 64.5 minutes per day driving an average of 37.6 miles each day and are 54.9% more likely to use Gateway Blvd than the Metro average.

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

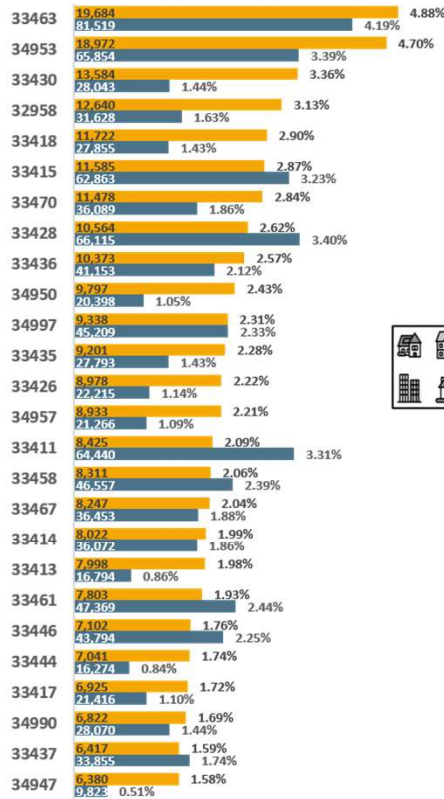


Avg. Hours+Minutes/day Driving:
Adults 18 or older

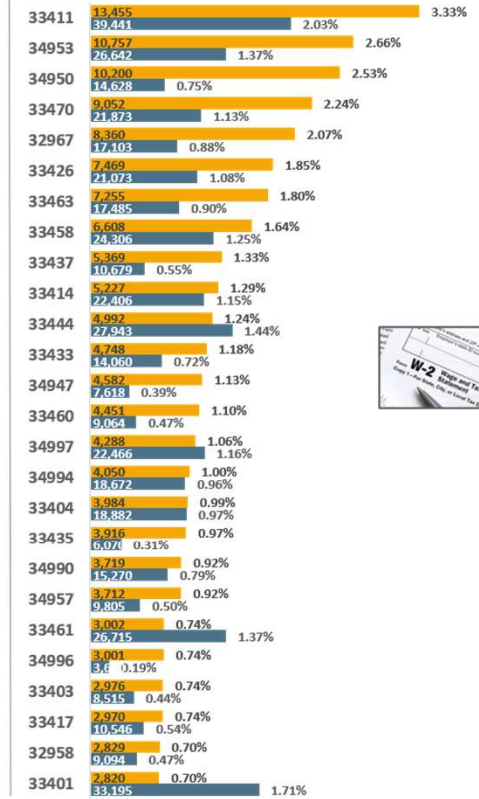


who Used PINTEREST in the past 30 days WEST PALM BEACH-BOCA RATON

Top-26 Residential Zip Codes: Adults 18 or older

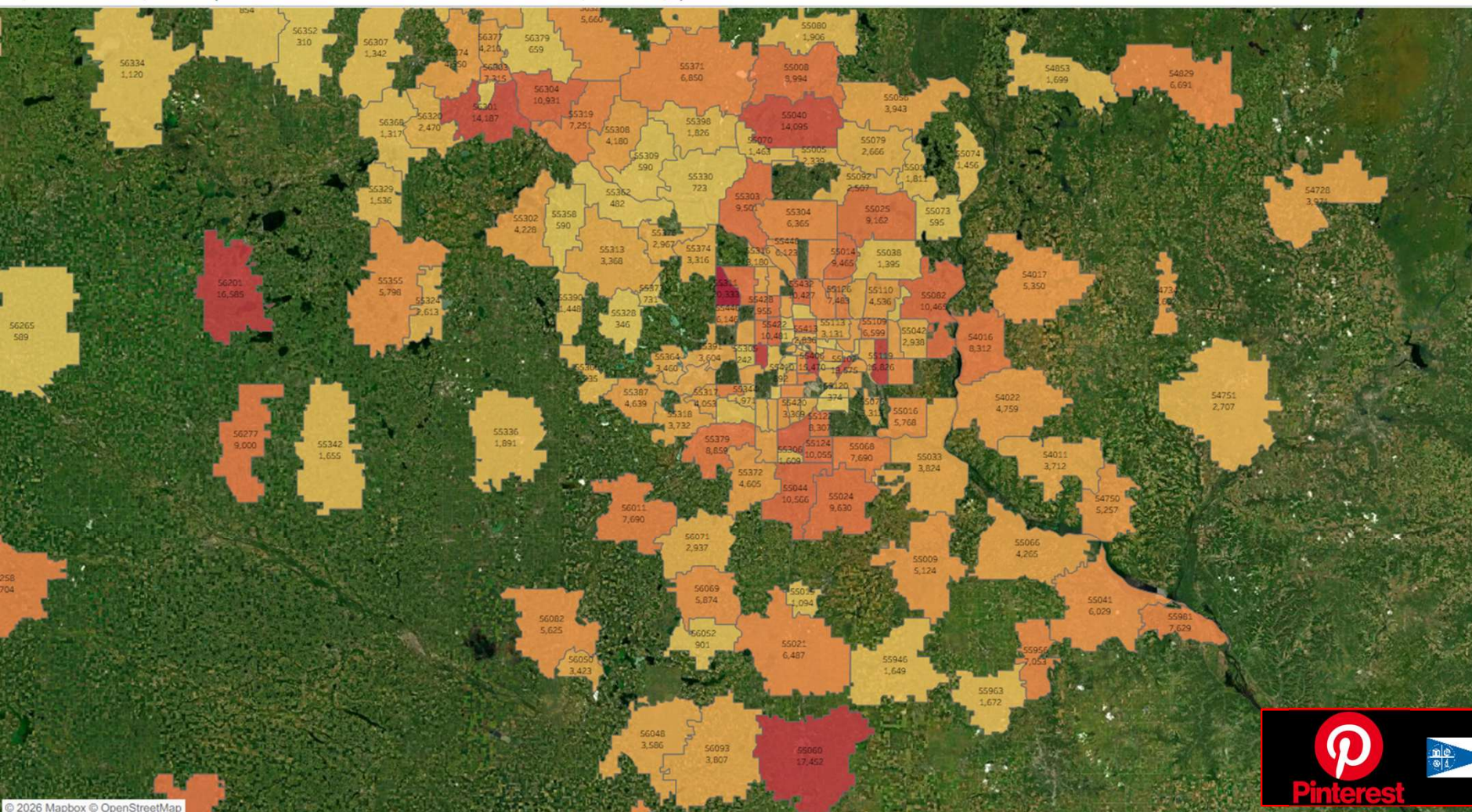


Top-26 Employment Zip Codes: Adults 18 or older



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Top Residential Zip Codes: (Adults 18 or older who Used PINTEREST in the past 30 days)



SUM(Adults 18 or olde...
242 20,333



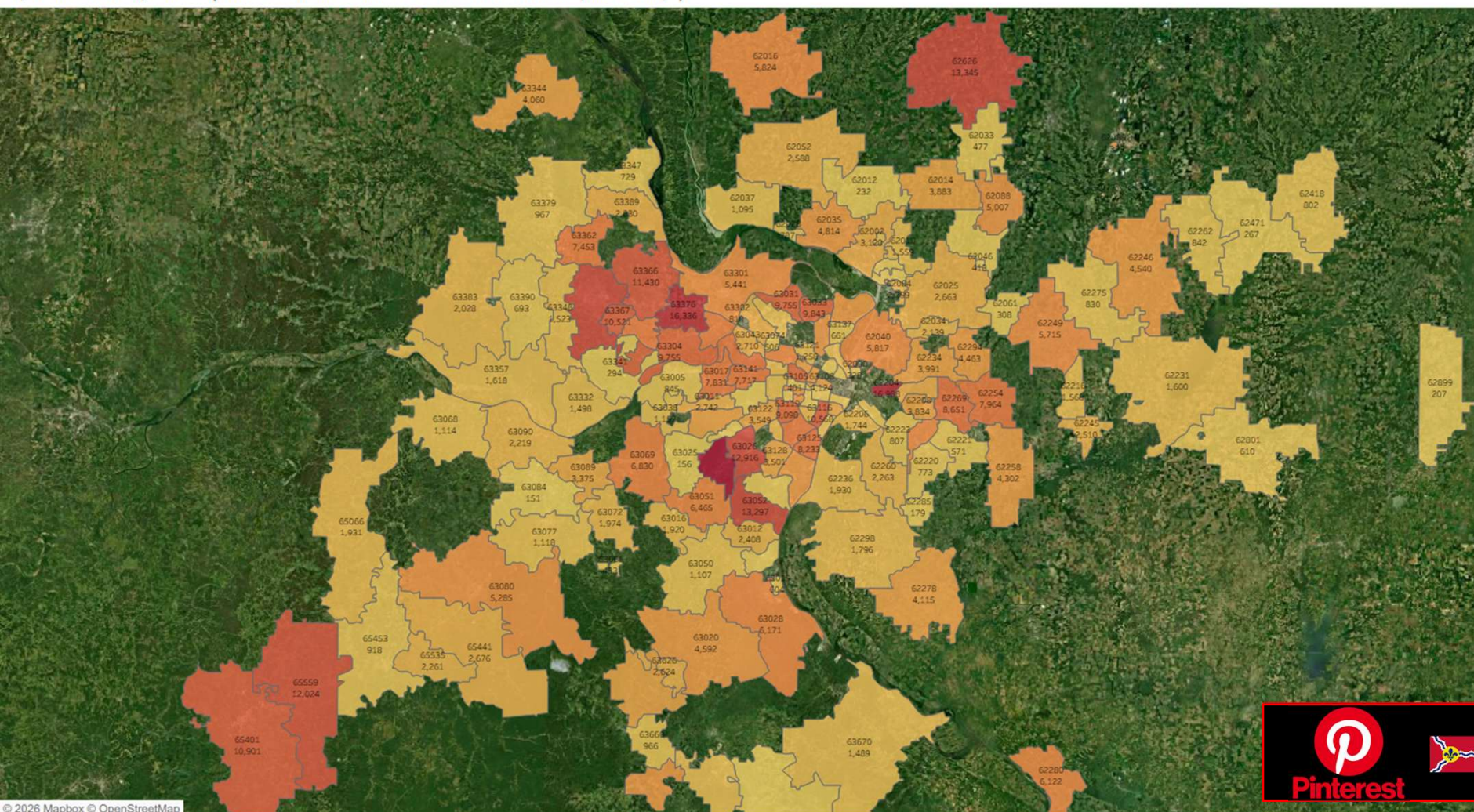
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Social media apps or websites used or visited past 30 days: Pinterest

Top Residential Zip Codes: (Adults 18 or older who Used PINTEREST in the past 30 days)



SUM(Adults 18 or olde...



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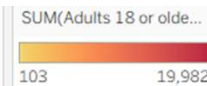
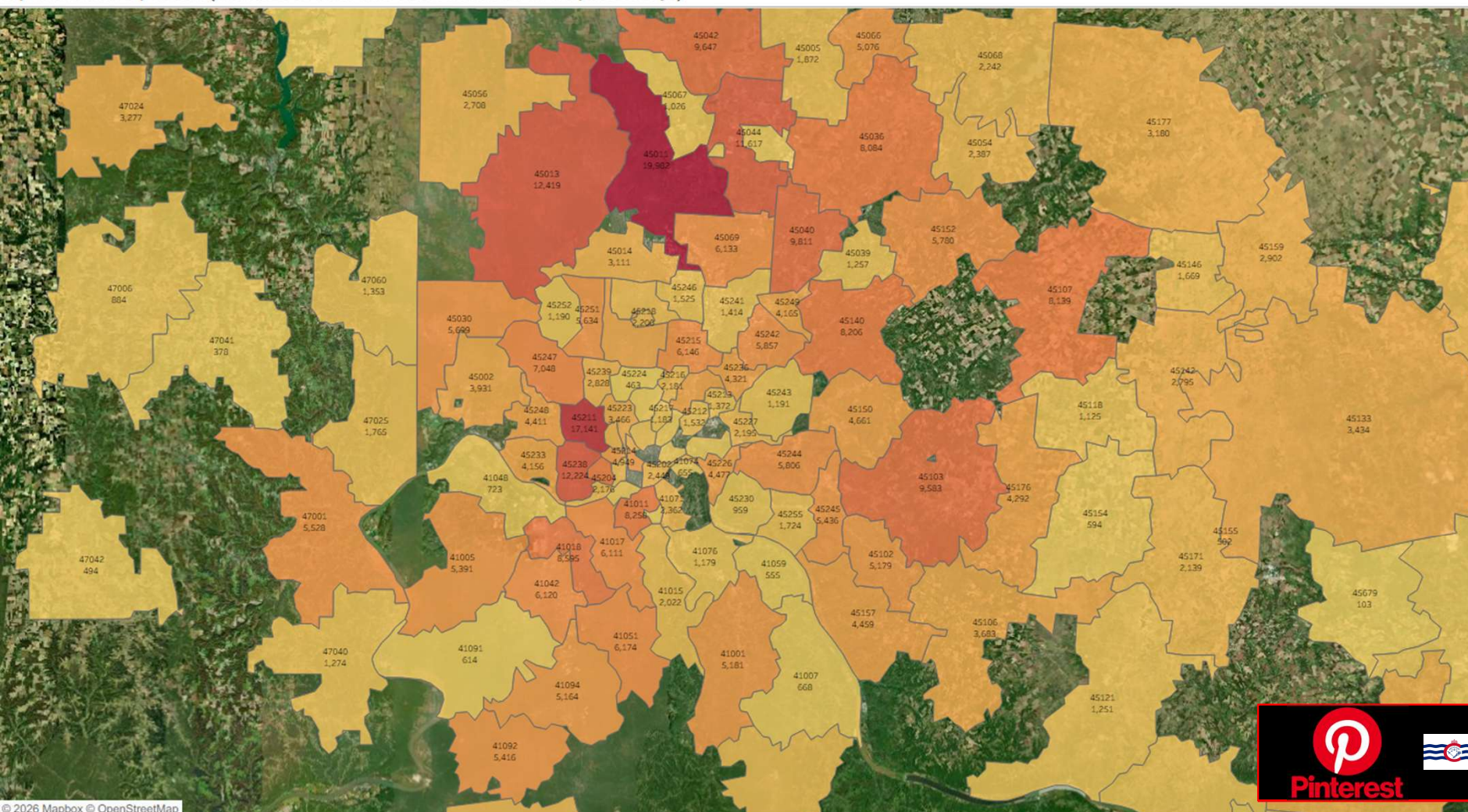
ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 500

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Social media apps or websites used or visited past 30 days: Pinterest

Top Residential Zip Codes: (Adults 18 or older who Used PINTEREST in the past 30 days)



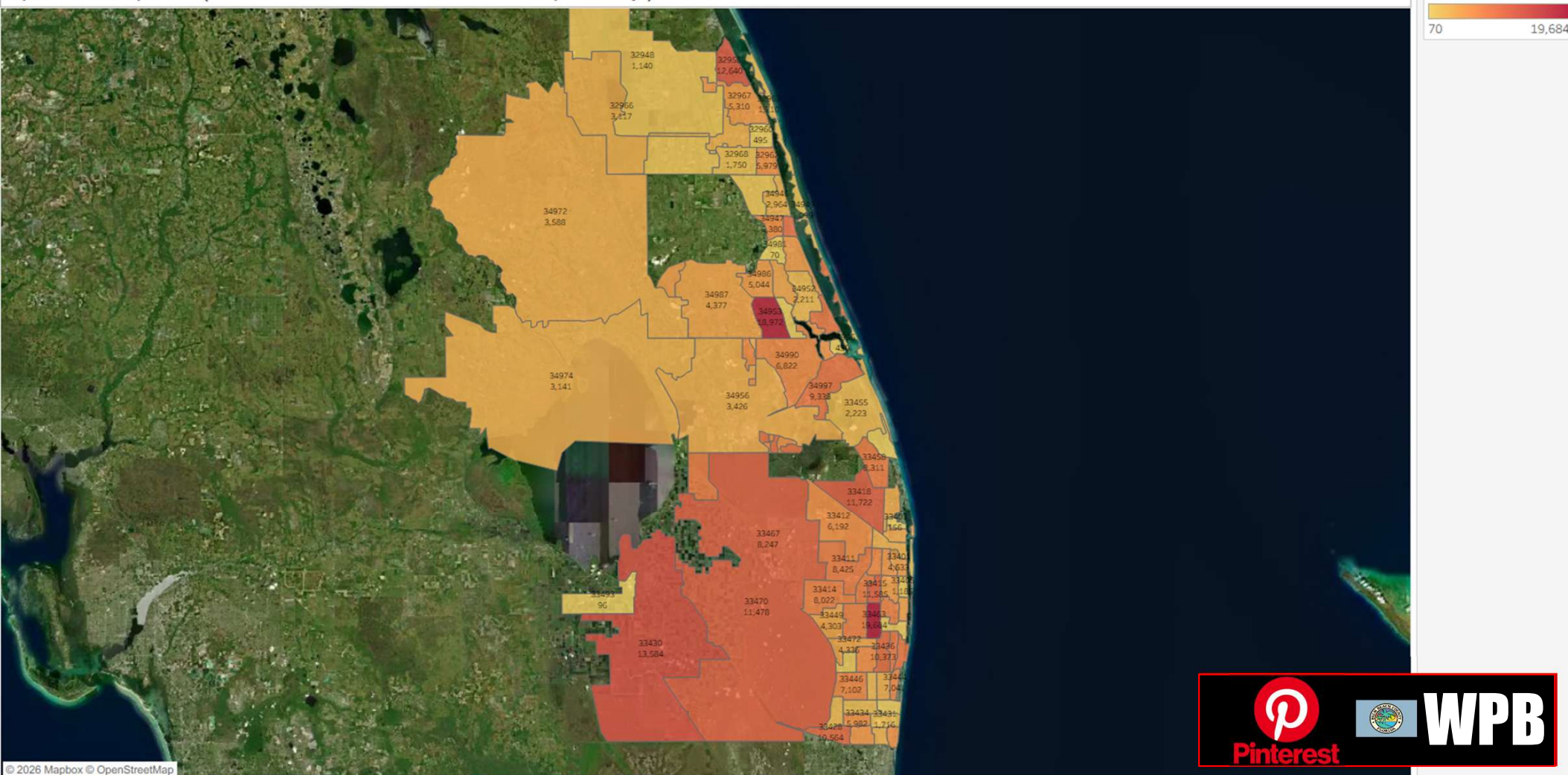
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Social media apps or websites used or visited past 30 days: Pinterest

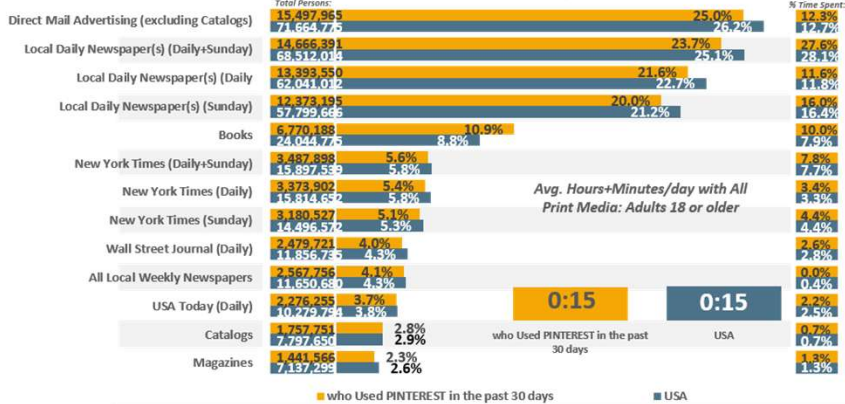
Top Residential Zip Codes: (Adults 18 or older who Used PINTEREST in the past 30 days)





14,666,391 or 23.7% of Adults 18 or older who Used PINTEREST in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 30.7% of all time spent daily with All forms of Print Media.

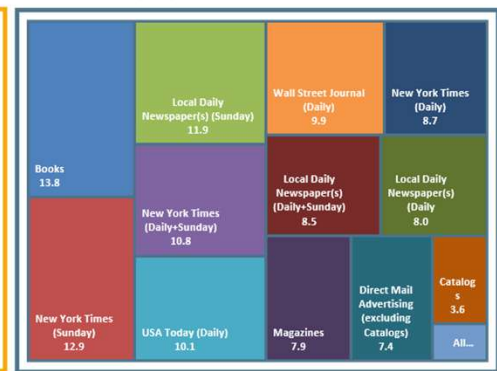
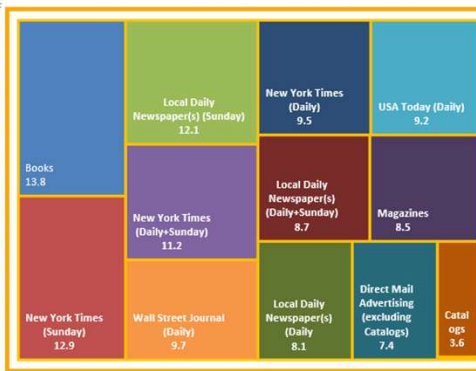
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



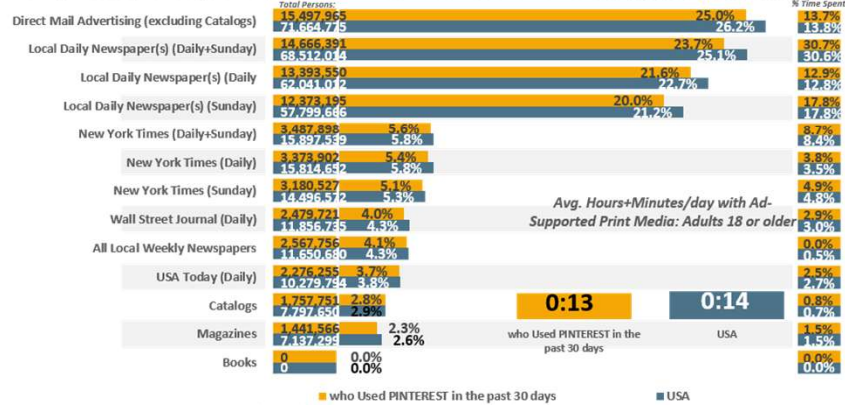
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:15 0:15

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



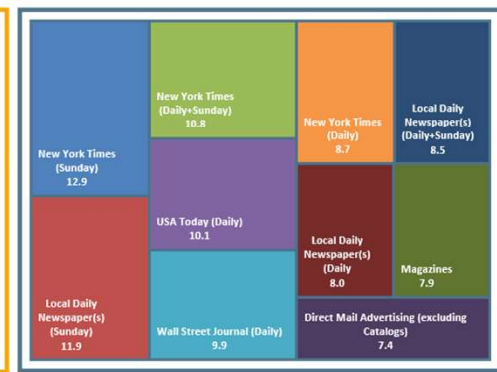
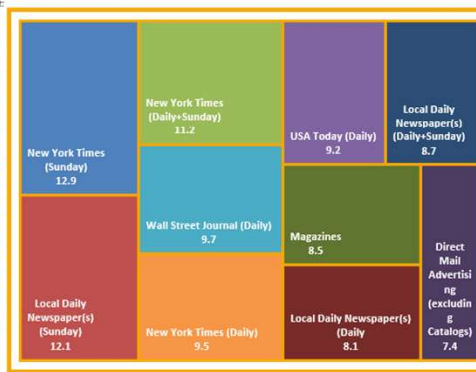
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



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

0:13 0:14

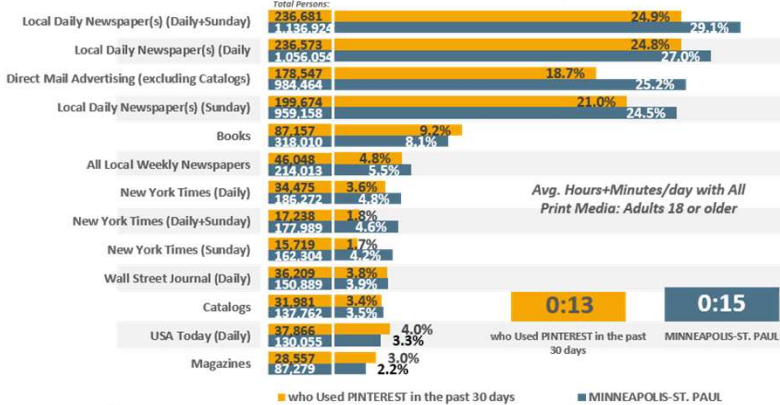
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



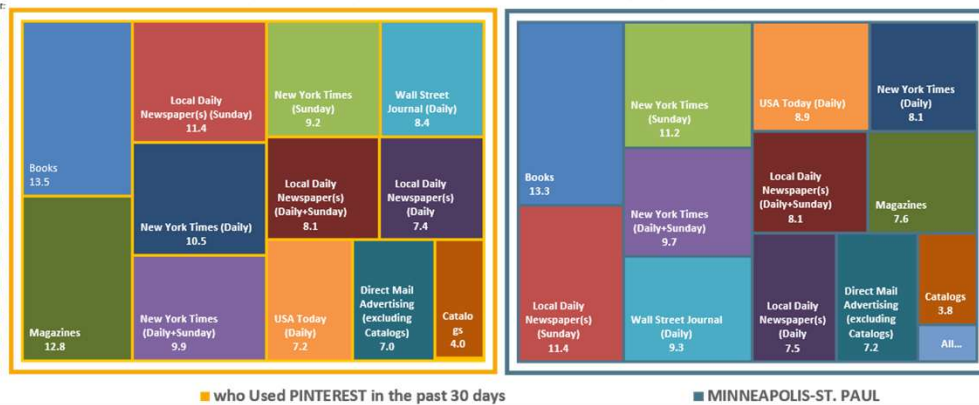


236,681 or 24.9% of Adults 18 or older who Used PINTEREST in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.1 minutes every day representing 35.4% of all time spent daily with All forms of Print Media.

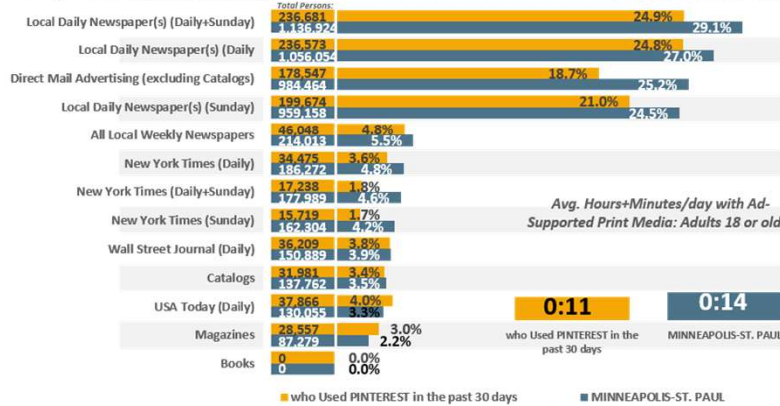
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



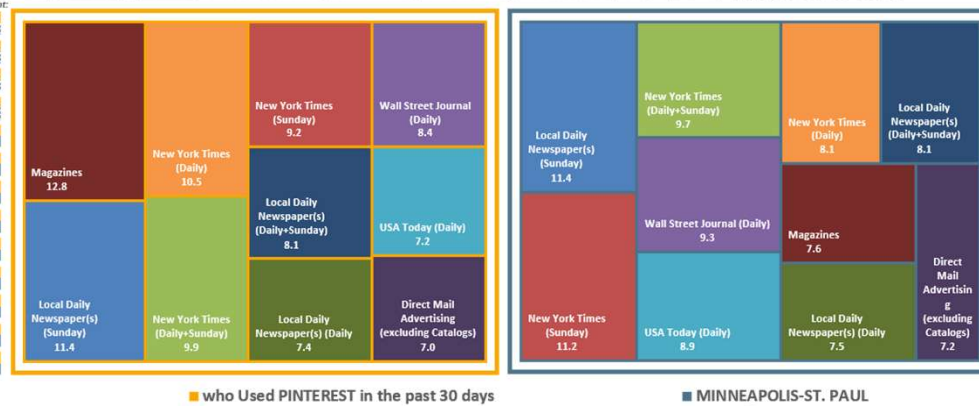
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



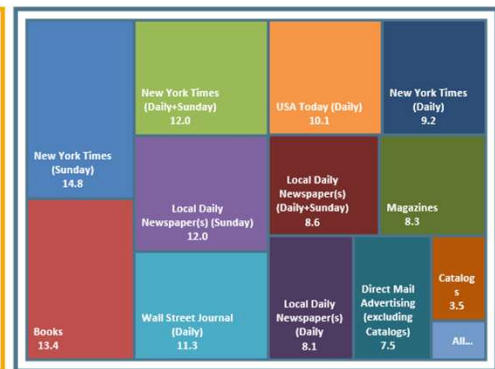
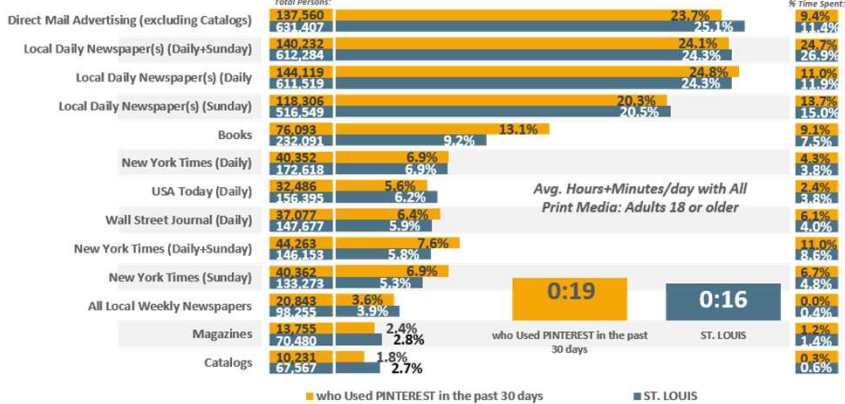
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



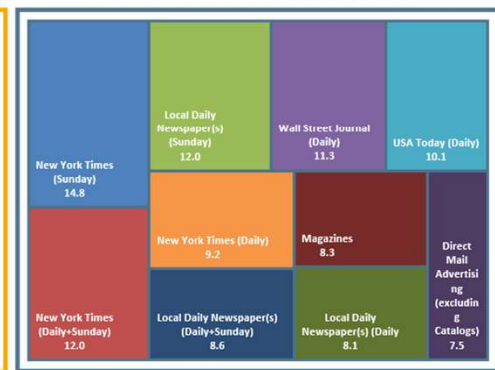
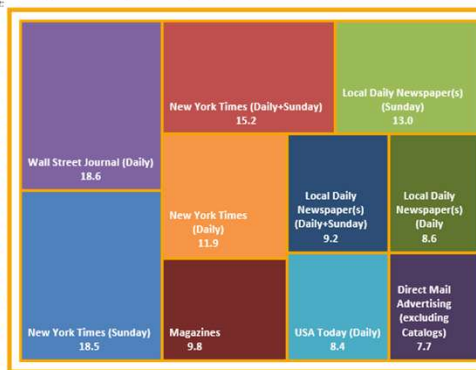
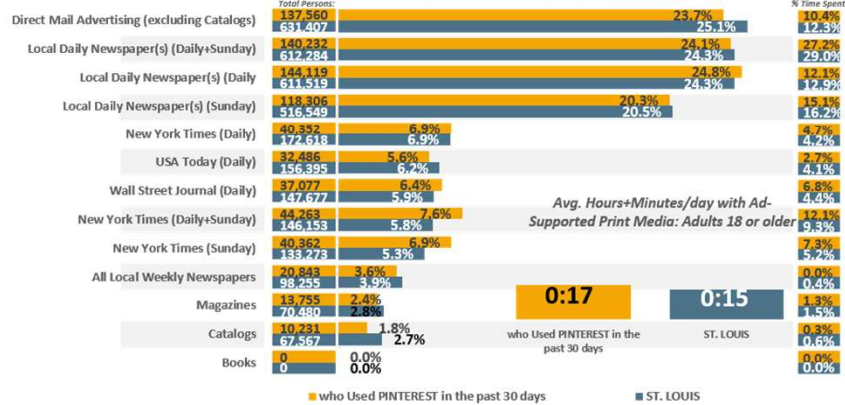


140,232 or 24.1% of Adults 18 or older who Used PINTEREST in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 27.2% of all time spent daily with All forms of Print Media.

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



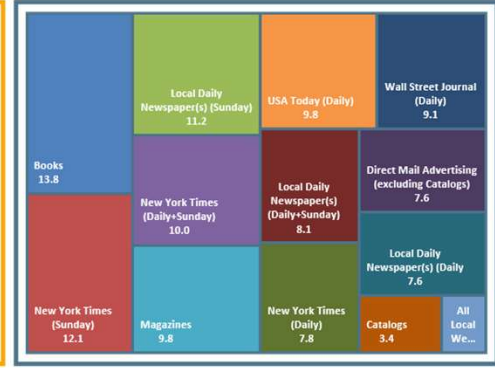
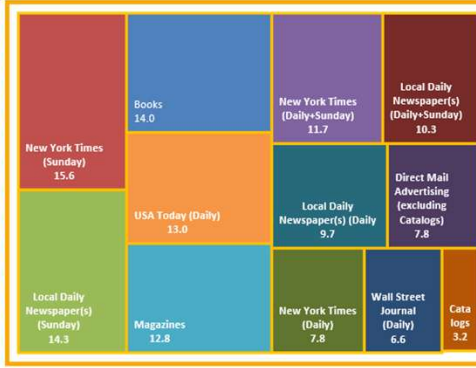
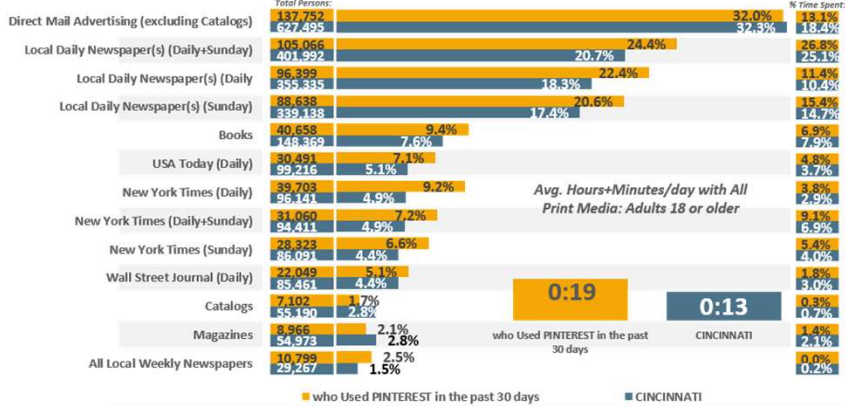
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



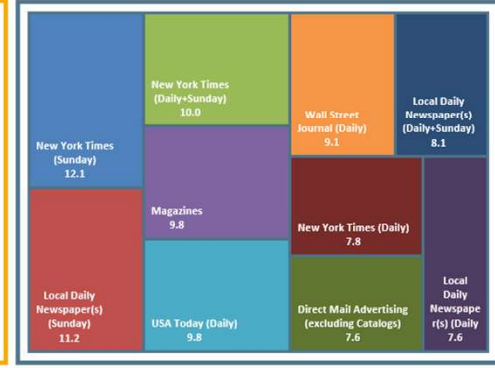
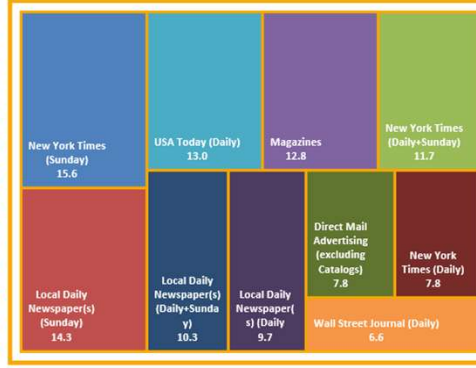
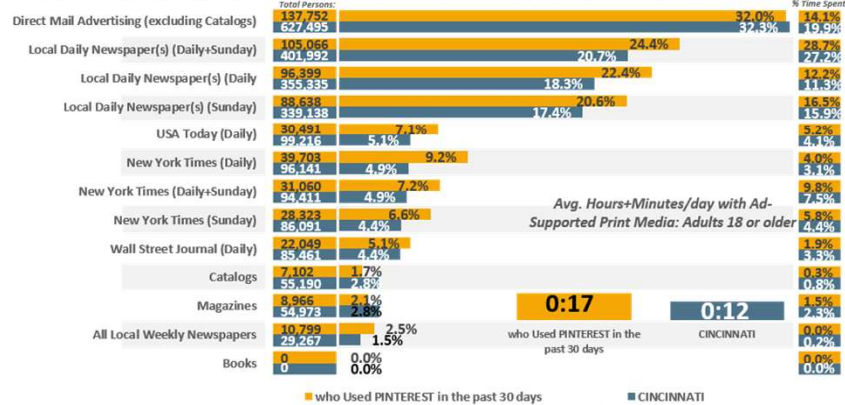


105,066 or 24.4% of Adults 18 or older who Used PINTEREST in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 28.7% of all time spent daily with All forms of Print Media.

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**



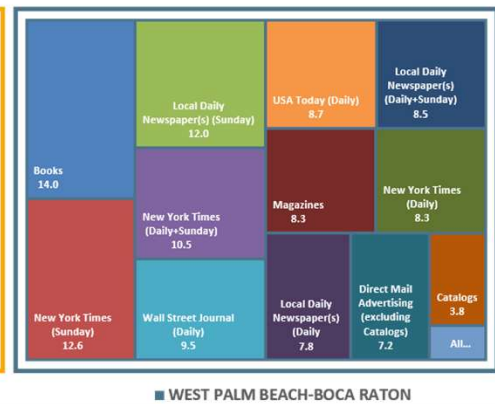
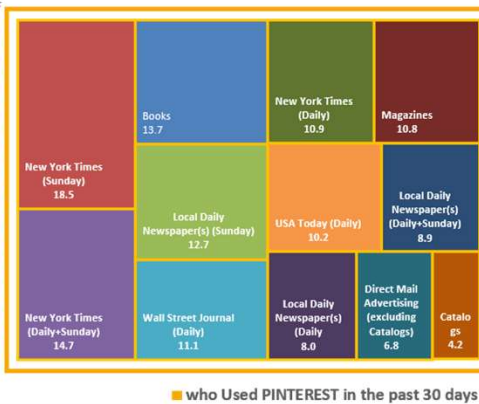
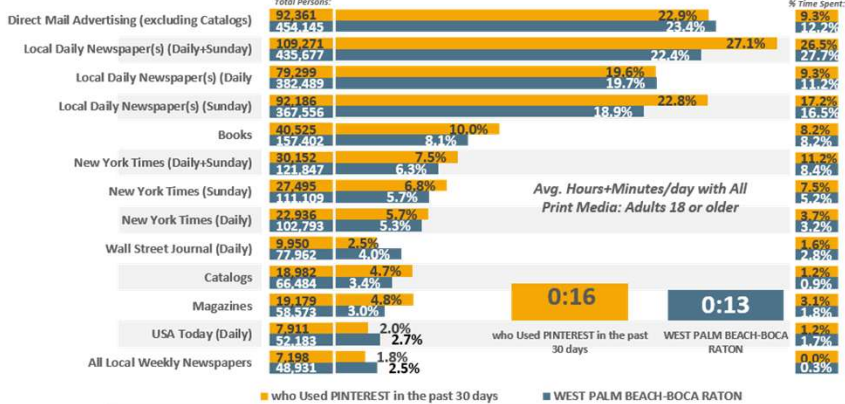
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



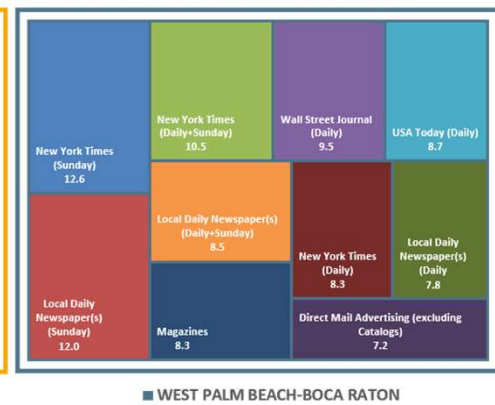
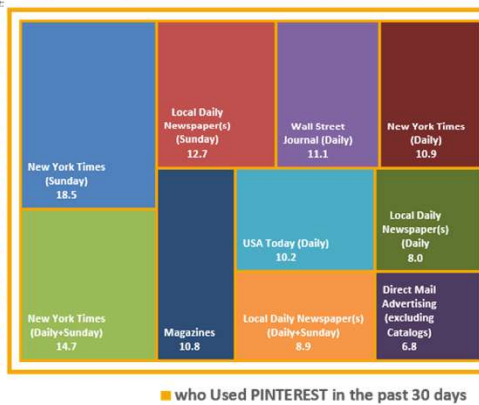
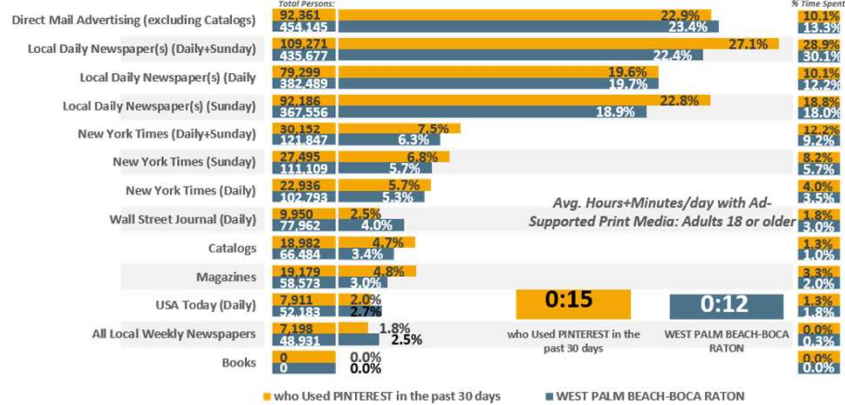


109,271 or 27.1% of Adults 18 or older who Used PINTEREST in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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



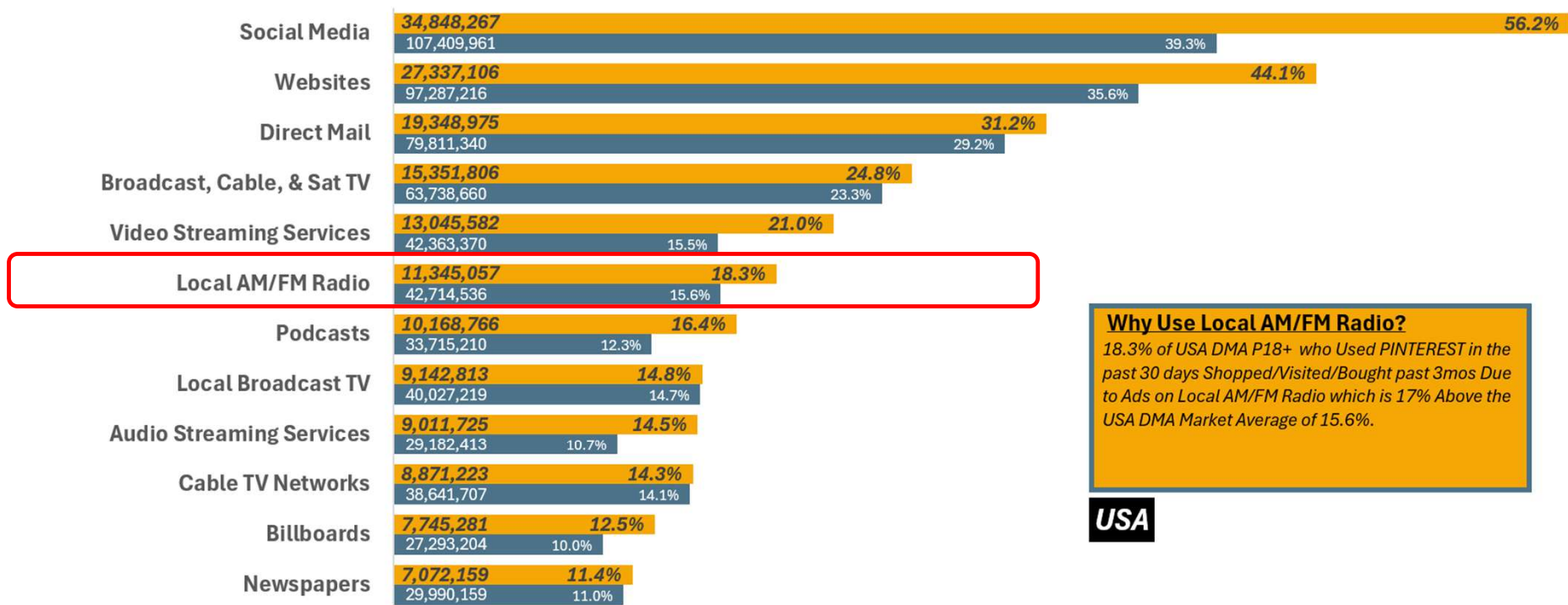
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Used PINTEREST in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
18.3% of USA DMA P18+ who Used PINTEREST in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 17% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who Used PINTEREST in the past 30 days (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: Jan25-Mar26 Qual Intab: 5797
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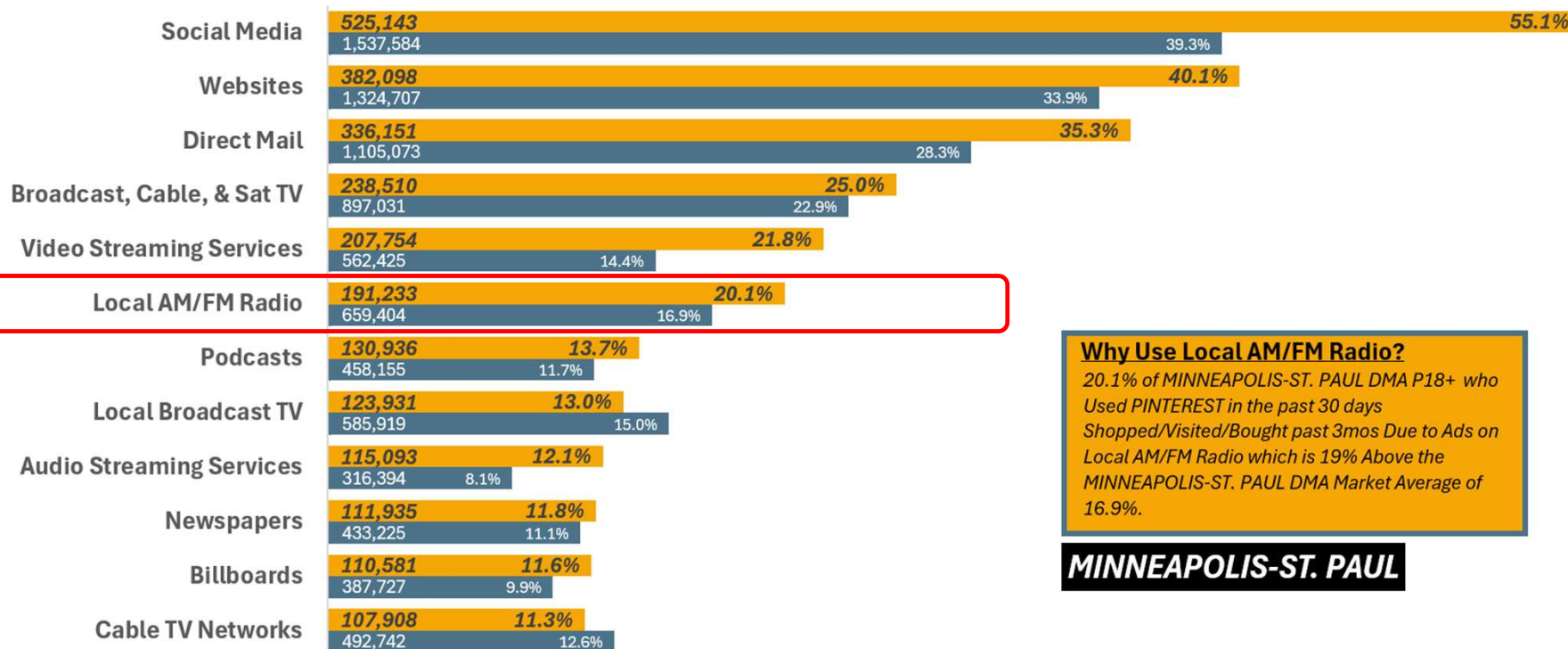
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Social media apps or websites used or visited past 30 days: Pinterest



"Advertising Actions"

P18+ who Used PINTEREST in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.1% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used PINTEREST in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 19% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

■ P18+ who Used PINTEREST in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 492
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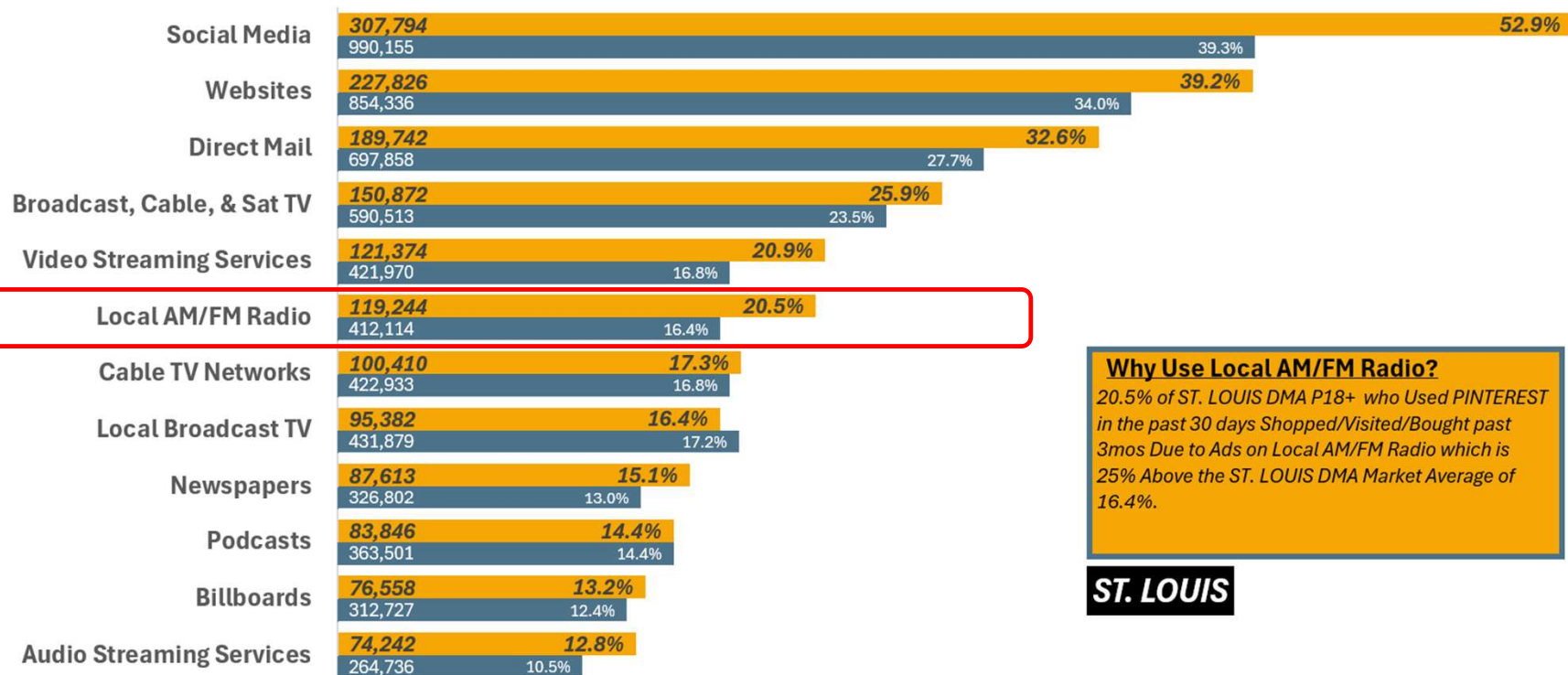
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Social media apps or websites used or visited past 30 days: Pinterest



"Advertising Actions"

P18+ who Used PINTEREST in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.5% of ST. LOUIS DMA P18+ who Used PINTEREST in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 25% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who Used PINTEREST in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 500
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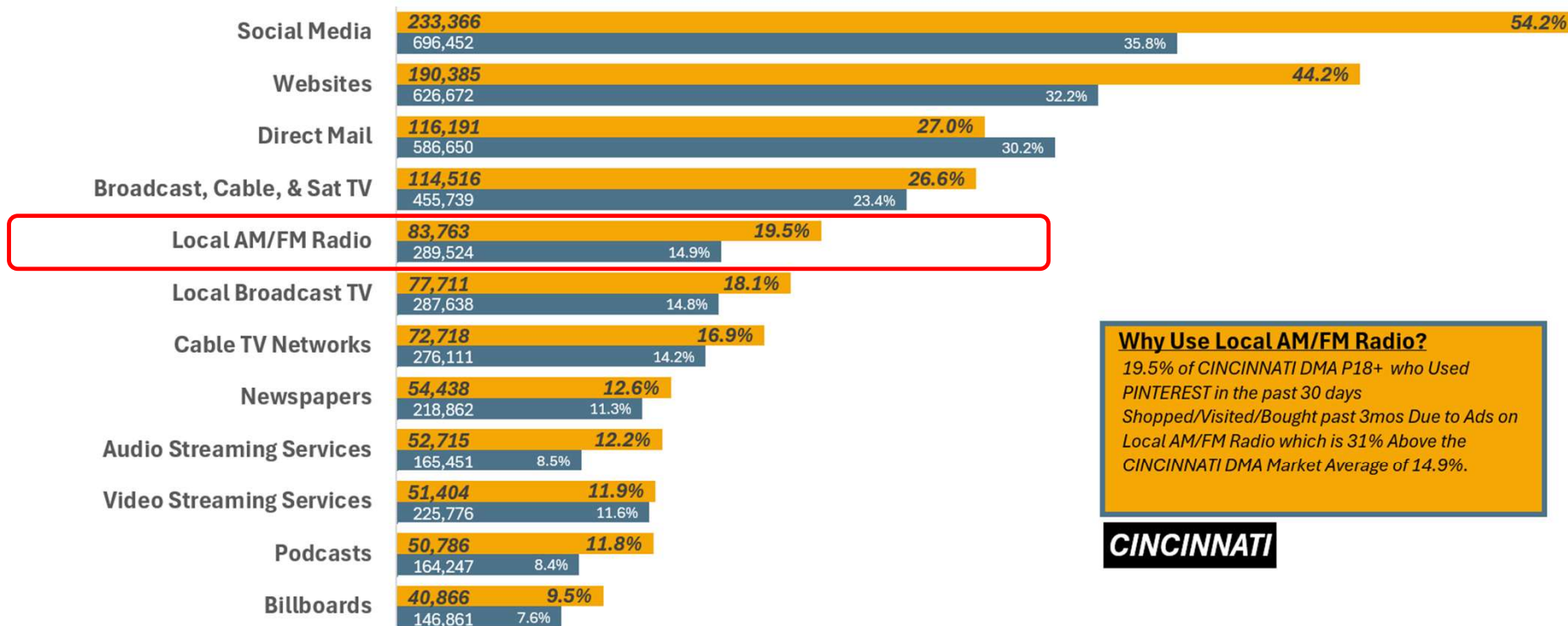
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Social media apps or websites used or visited past 30 days: Pinterest



"Advertising Actions"

P18+ who Used PINTEREST in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
19.5% of CINCINNATI DMA P18+ who Used PINTEREST in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 31% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

■ P18+ who Used PINTEREST in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 476
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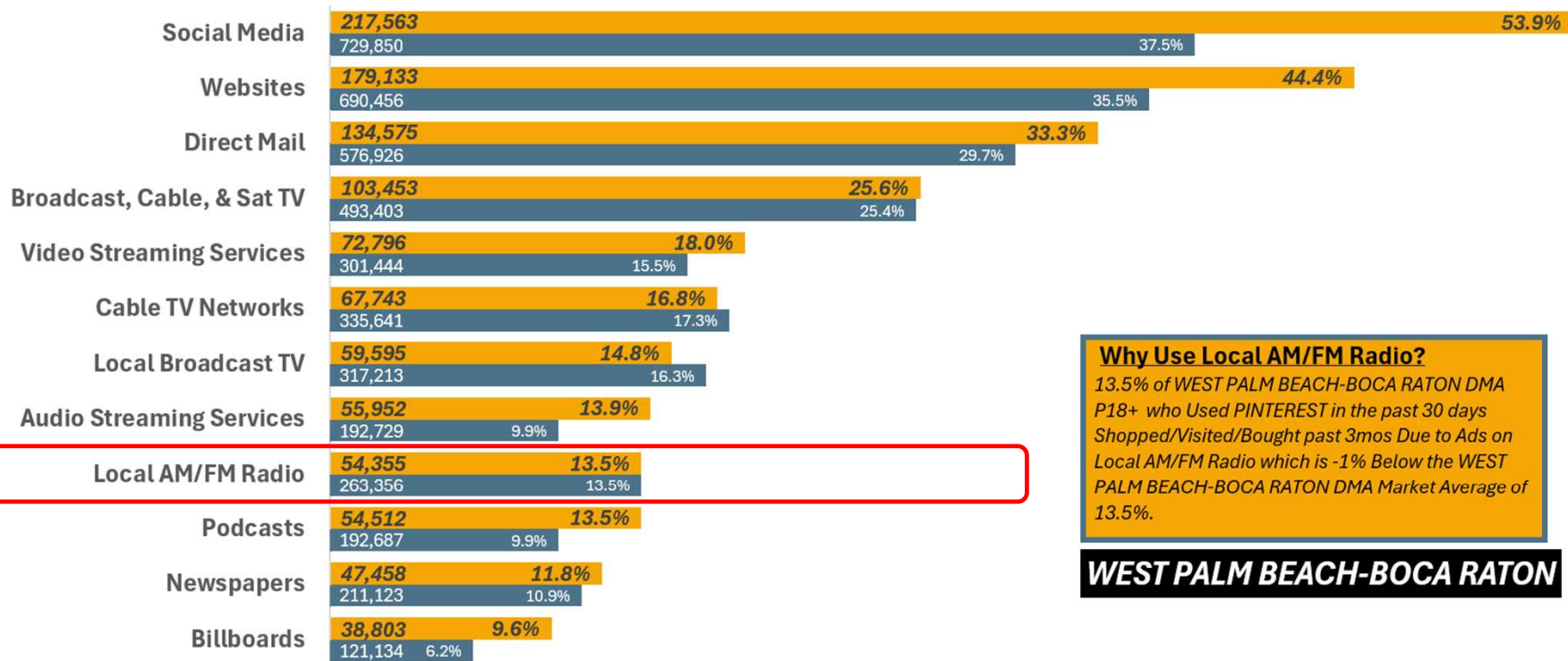
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Social media apps or websites used or visited past 30 days: Pinterest



"Advertising Actions"

P18+ who Used PINTEREST in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.5% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used PINTEREST in the past 30 days Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Used PINTEREST in the past 30 days (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 588
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Social media apps or websites used or visited past 30 days: Pinterest