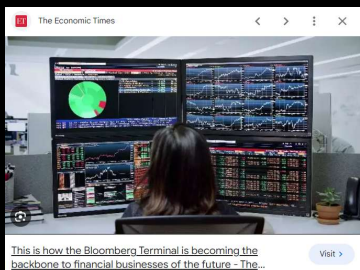


USA+4 More DMAs – P21+ who Plan to Bet on NCAA Basketball!

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** **P21+ who Plan to Bet on NCAA Basketball** in the next 12 months as of August 31, 2025.



FANDUEL



P21+



Flutter
Entertainment plc

Vanguard **BlackRock**

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

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





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

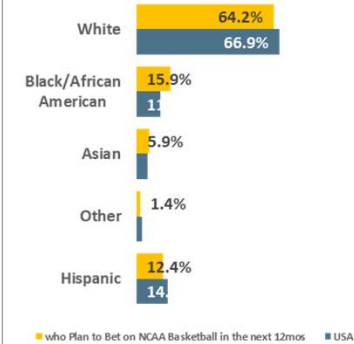
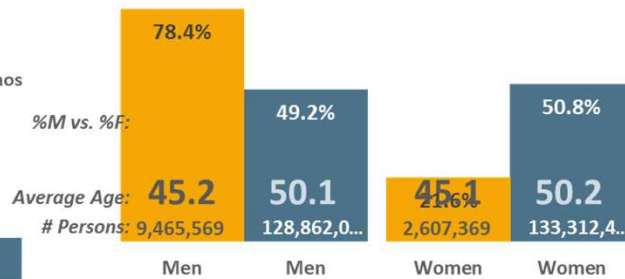
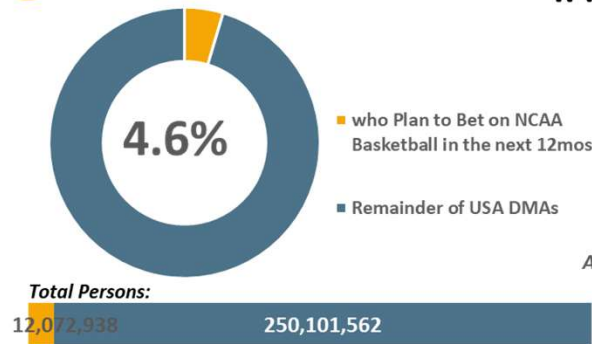


Percent of Market: Adults 21 or older

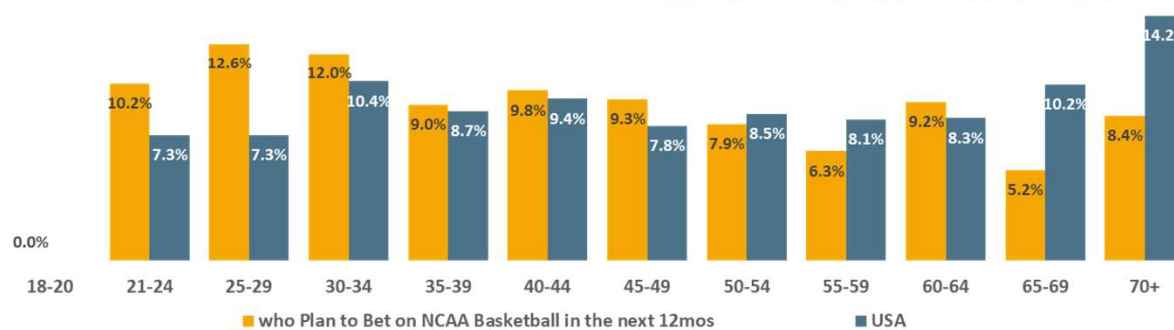


Gender of Target vs. Market: Adults 21 or older

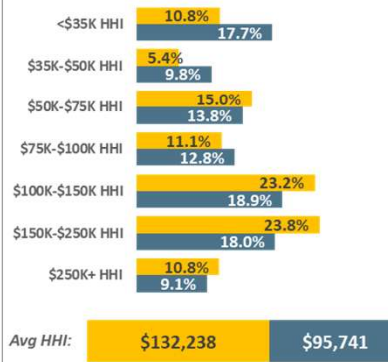
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





6.0% or 223,776 of MSP DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Typical Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 45.3 years old (9.8% younger than average) and have a \$136,417 (23.6% higher than average) annual household income.

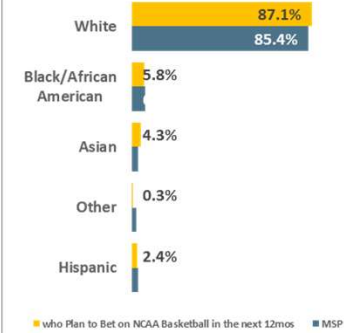
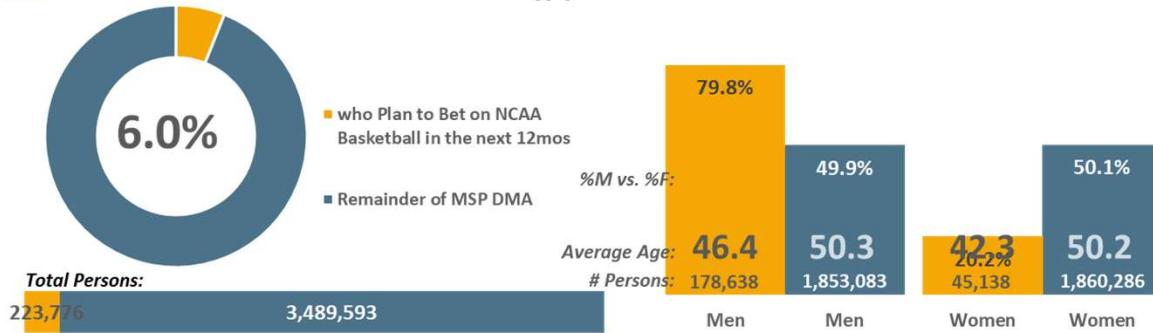


Percent of Market: Adults 21 or older

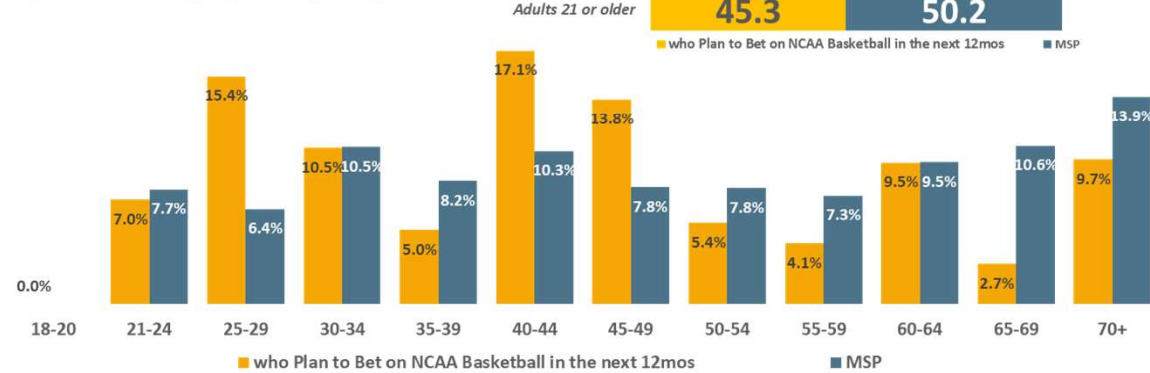


Gender of Target vs. Market: Adults 21 or older

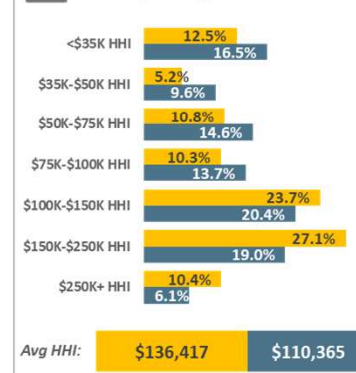
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



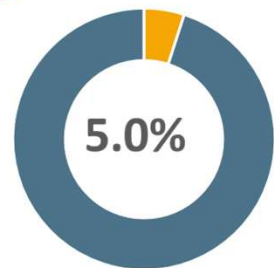
Avg HHI: \$136,417 (Target) vs \$110,365 (Market)



5.0% or 120,973 of STL DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Typical Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 47.5 years old (5.5% younger than average) and have a \$121,782 (22.1% higher than average) annual household income.



Percent of Market: Adults 21 or older

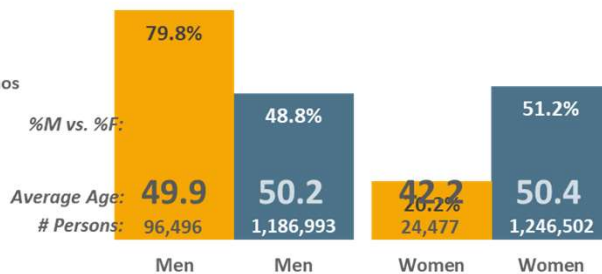


■ who Plan to Bet on NCAA Basketball in the next 12mos
 ■ Remainder of STL DMA

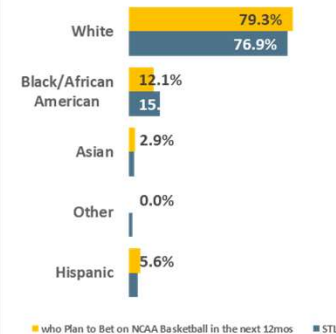
Total Persons:
 120,973 2,312,522



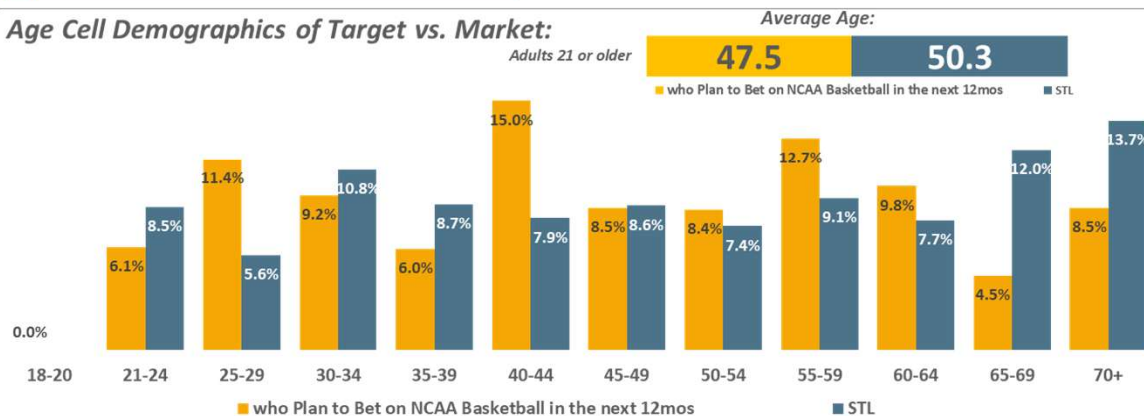
Gender of Target vs. Market: Adults 21 or older



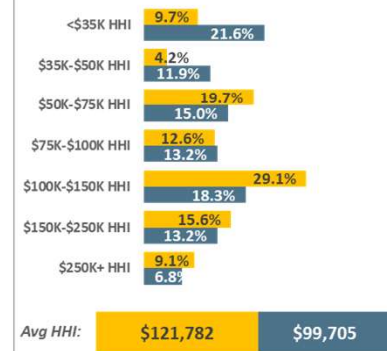
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





7.3% or 135,289 of CIN DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Typical Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 40.7 years old (18.9% younger than average) and have a \$114,088 (14.9% higher than average) annual household income.

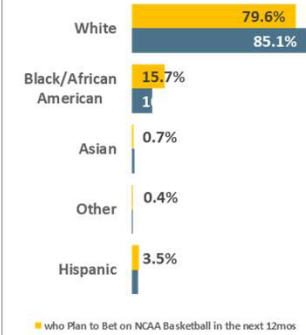
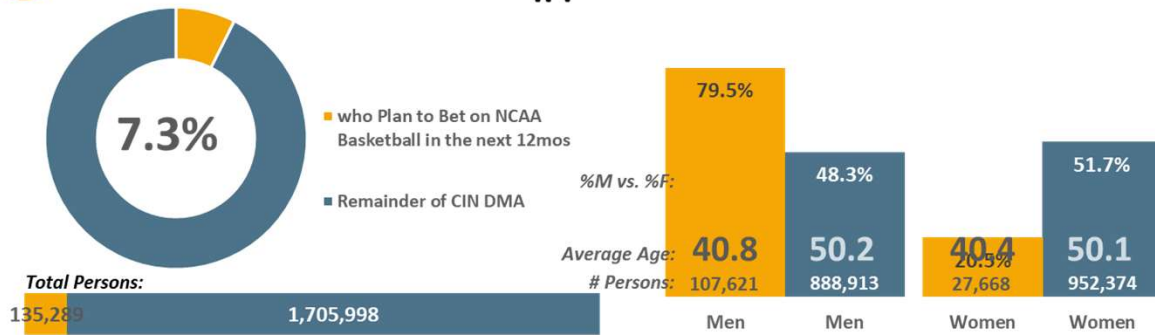


Percent of Market: Adults 21 or older

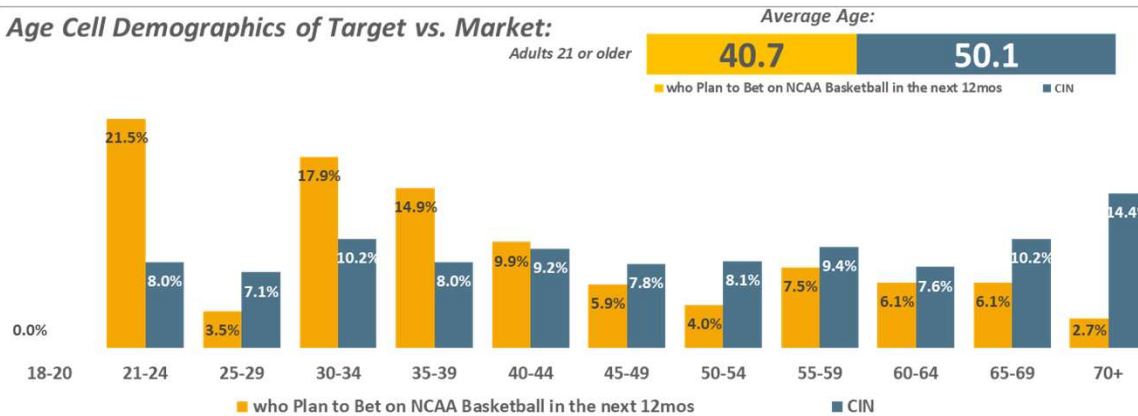


Gender of Target vs. Market: Adults 21 or older

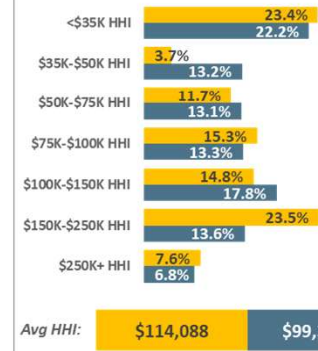
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





2.4% or 43,973 of WPB DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Typical Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 43.7 years old (20.9% younger than average) and have a \$120,019 (15.4% higher than average) annual household income.

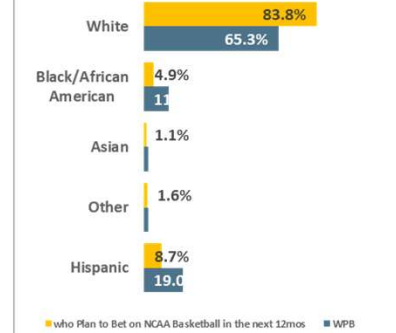
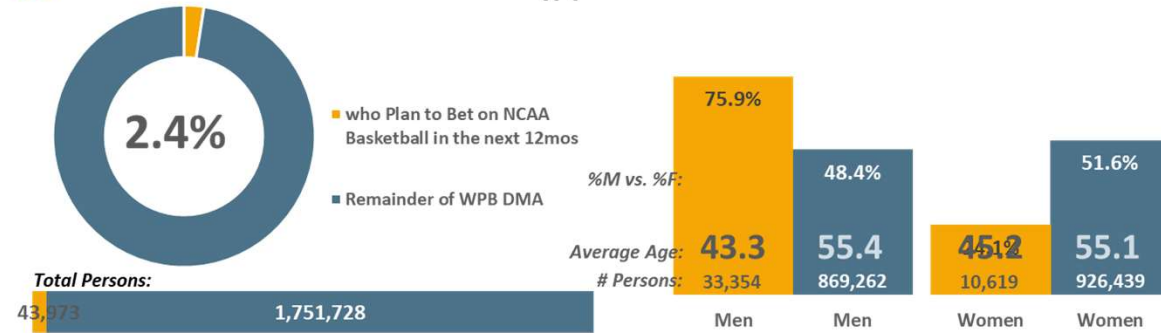


Percent of Market: Adults 21 or older

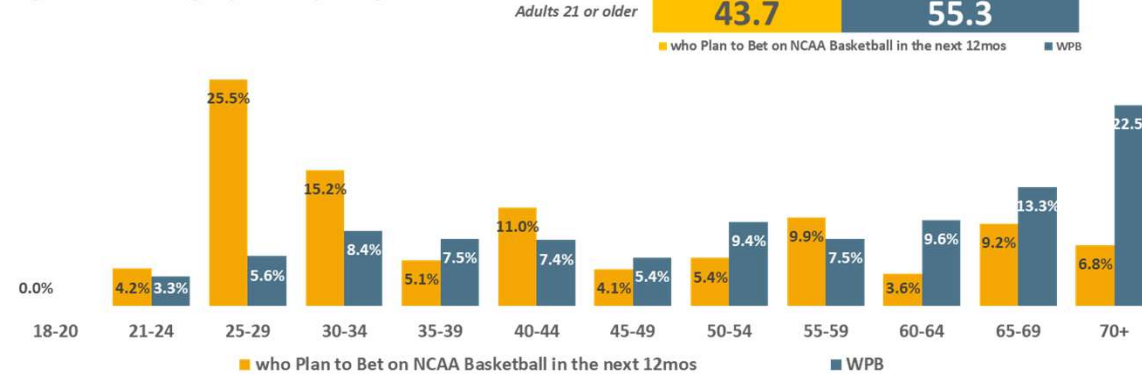


Gender of Target vs. Market: Adults 21 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

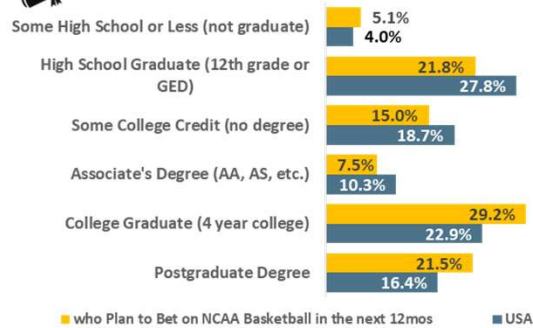




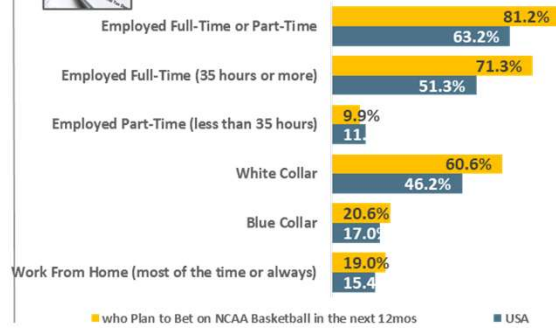
4.6% or 12,072,938 of USA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 29.2% more likely to be a college graduate, 38.9% more likely to work full-time, 11.1% more likely to be married, 16.2% more likely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



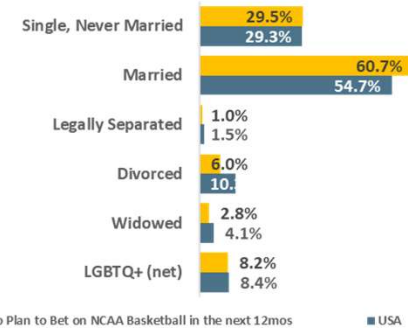
Education Levels: Adults 21 or older



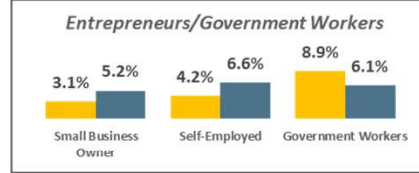
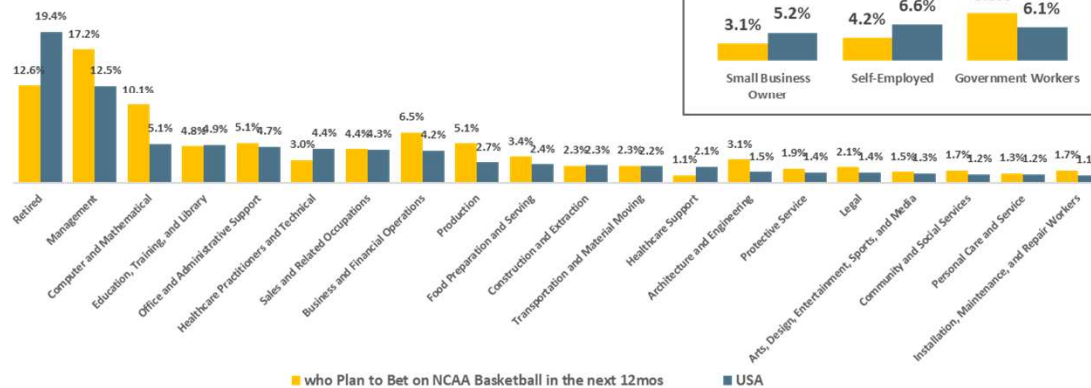
Employment: Adults 21 or older



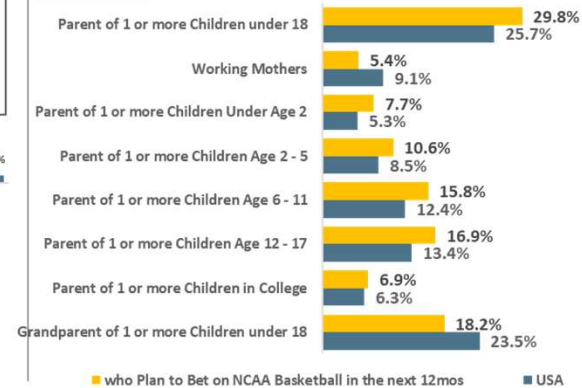
Marital Status: Adults 21 or older



Top-20 Occupations: Adults 21 or older



Stage in Life: Adults 21 or older

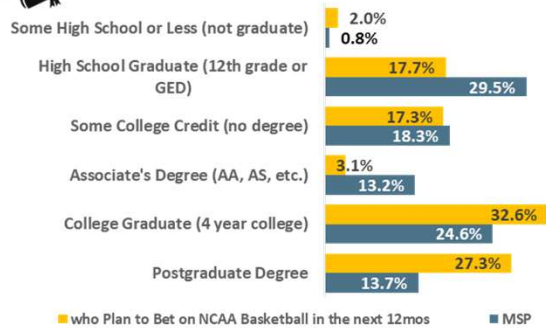




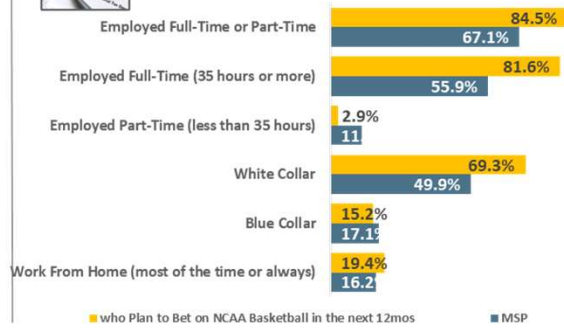
6.6% or 223,776 of MSP DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 56.5% more likely to be a college graduate, 45.9% more likely to work full-time, 9.1% more likely to be married, 18.8% less likely to be a parent of 1 or more children under 18.



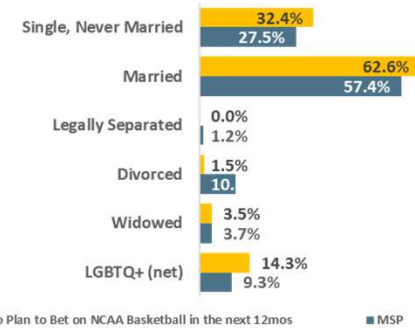
Education Levels: Adults 21 or older



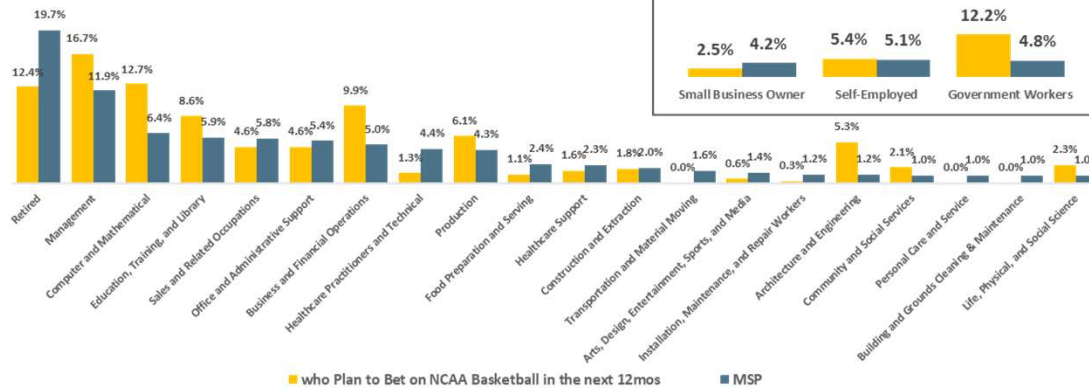
Employment: Adults 21 or older



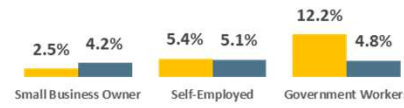
Marital Status: Adults 21 or older



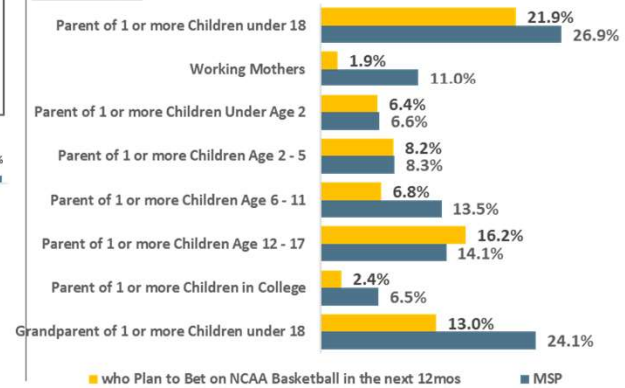
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

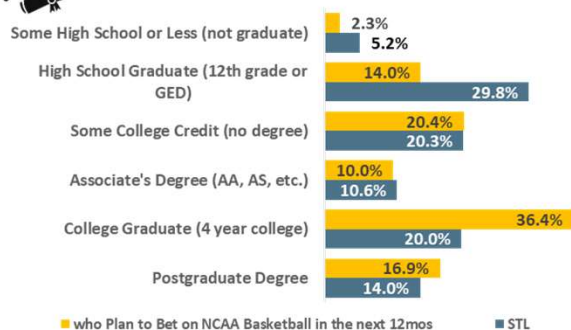




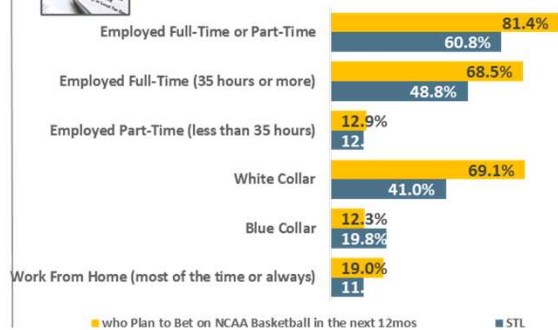
5.5% or 120,973 of STL DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 56.6% more likely to be a college graduate, 40.3% more likely to work full-time, 12.2% more likely to be married, 38.1% more likely to be a parent of 1 or more children under 18.



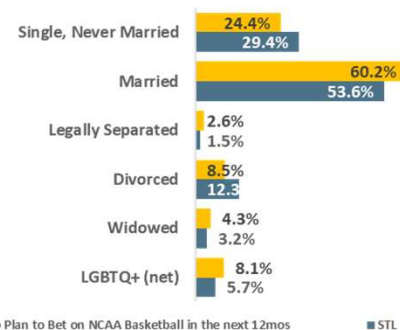
Education Levels: Adults 21 or older



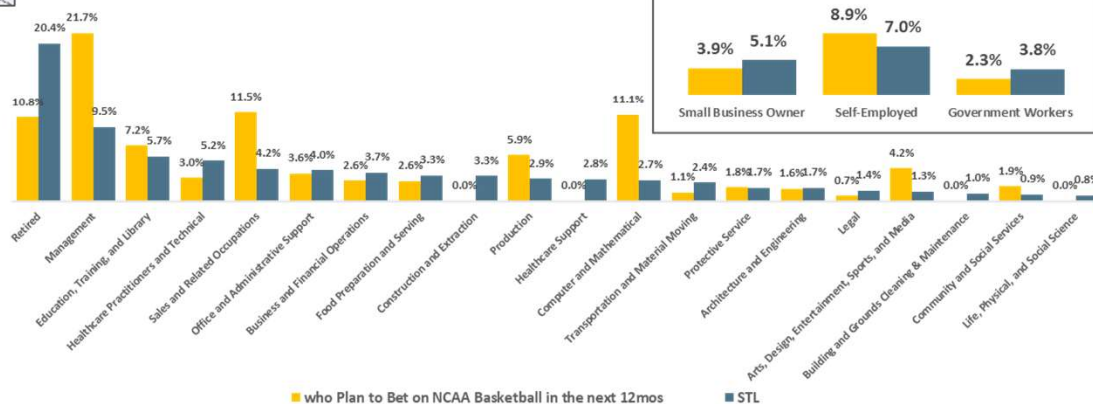
Employment: Adults 21 or older



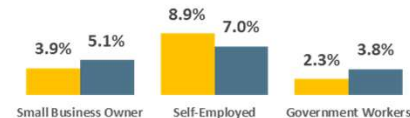
Marital Status: Adults 21 or older



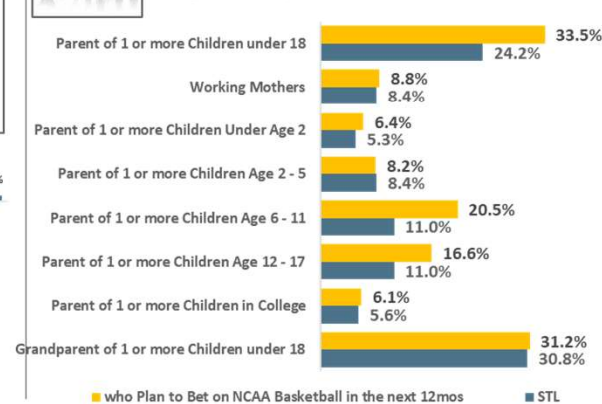
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

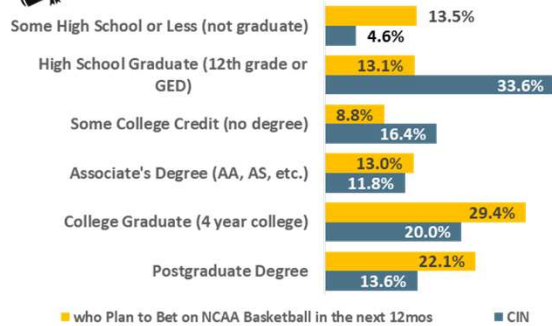




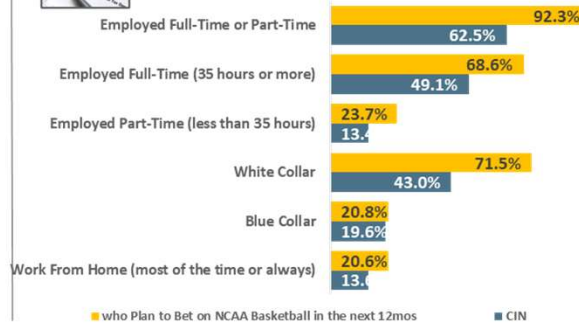
7.3% or 135,289 of CIN DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 53.3% more likely to be a college graduate, 39.6% more likely to work full-time, 9.3% more likely to be married, 52.% more likely to be a parent of 1 or more children under 18.



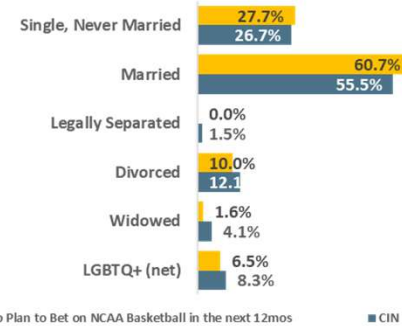
Education Levels: Adults 21 or older



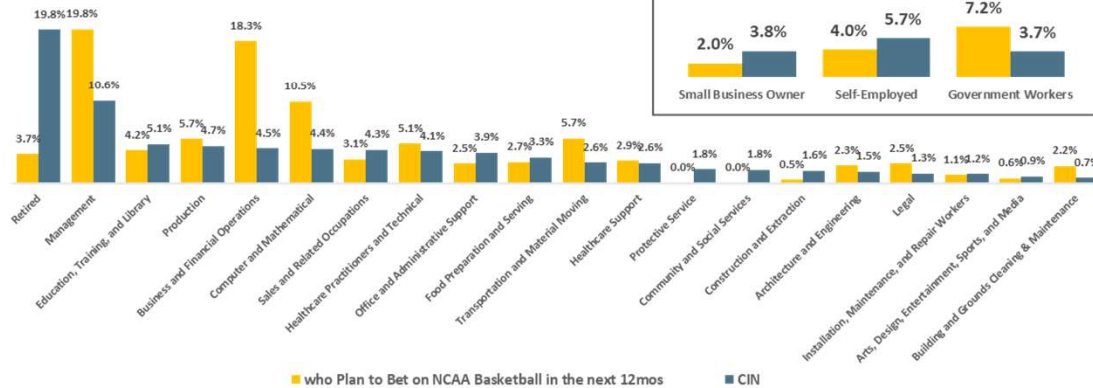
Employment: Adults 21 or older



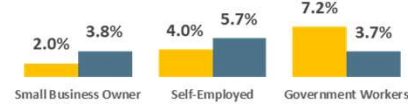
Marital Status: Adults 21 or older



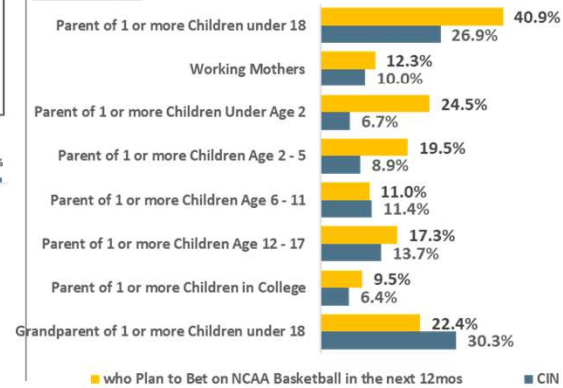
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 21 or older

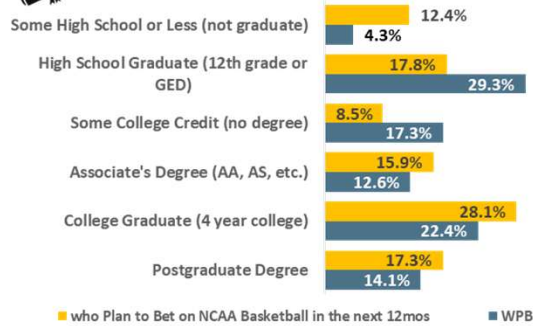




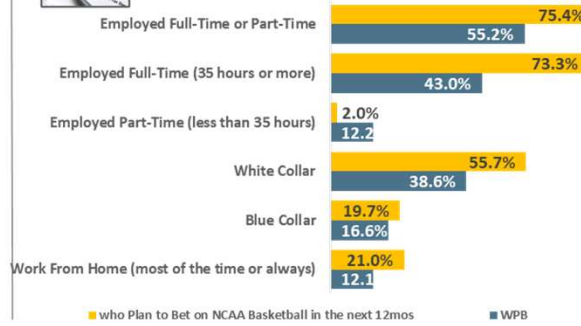
2.4% or 43,973 of WPB DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 24.2% more likely to be a college graduate, 70.4% more likely to work full-time, 6.9% less likely to be married, 31.8% less likely to be a parent of 1 or more children under 18.



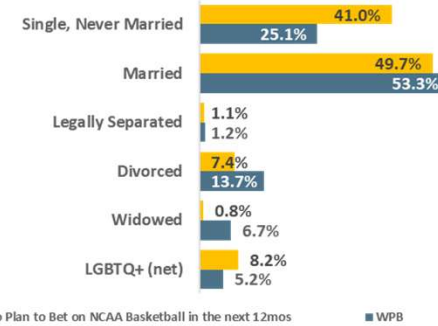
Education Levels: Adults 21 or older



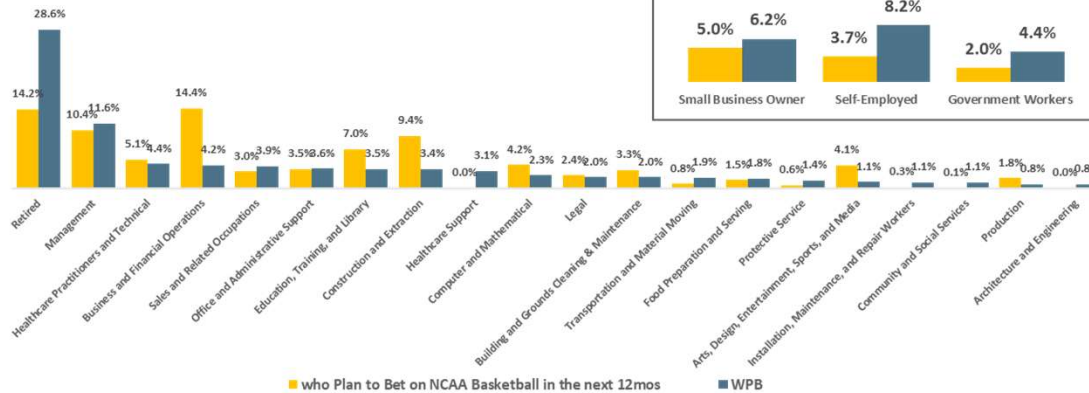
Employment: Adults 21 or older



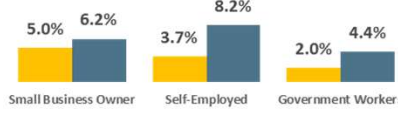
Marital Status: Adults 21 or older



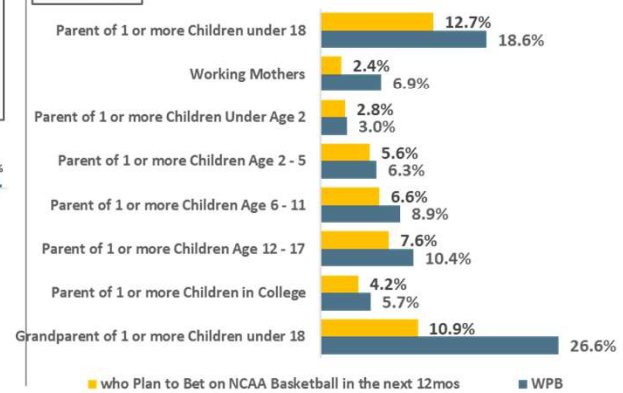
Top-20 Occupations: Adults 21 or older



Entrepreneurs/Government Workers



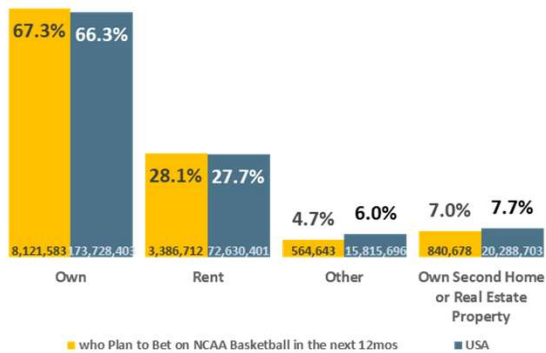
Stage in Life: Adults 21 or older



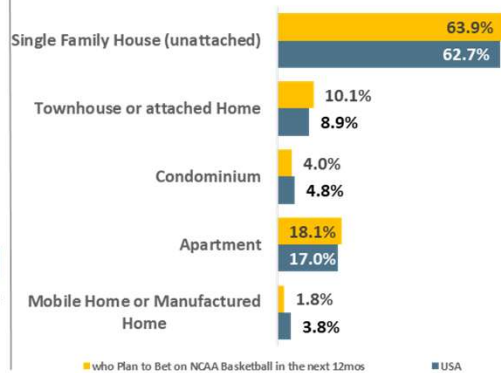


4.6% or 12,072,938 of USA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 1.5% more likely to own their home, 18.3% more likely to own a higher valued home, 1.9% more likely to have a single-family home,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

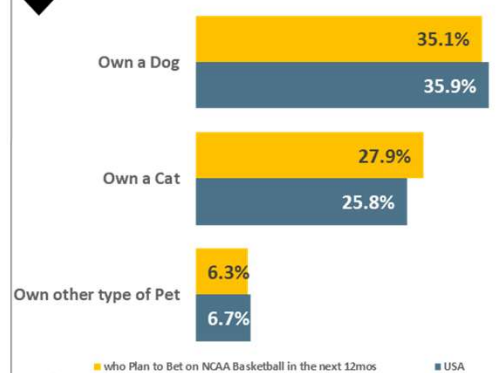
Own/Rent/Other: Adults 21 or older



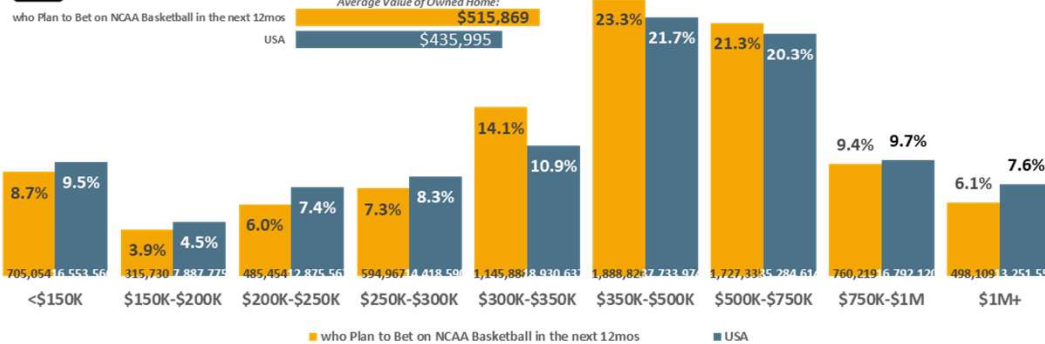
Type of Home: Adults 21 or older



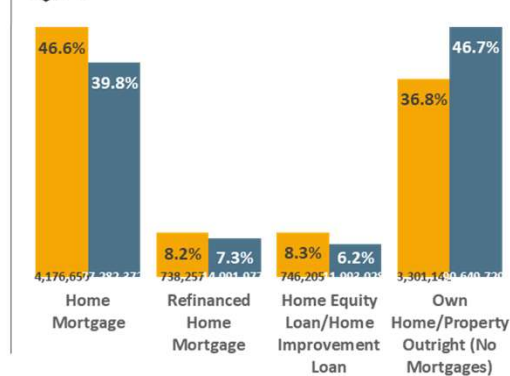
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older



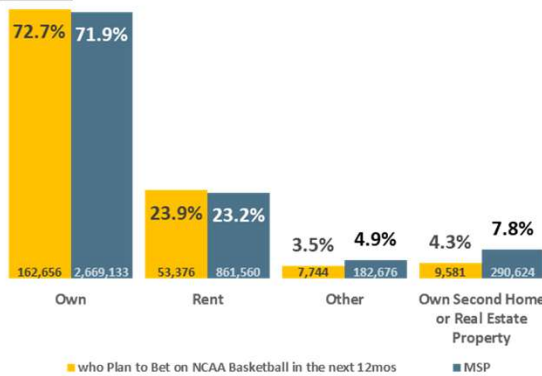
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,068
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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

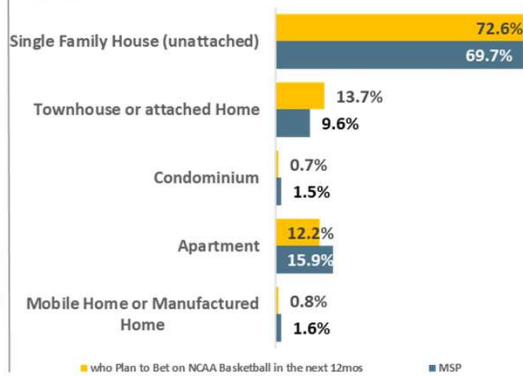


6.6% or 223,776 of MSP DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 1.1% more likely to own their home, 1.2% more likely to own a lower valued home, 4.2% more likely to have a single-family home, 5.2% less likely to have a dog.

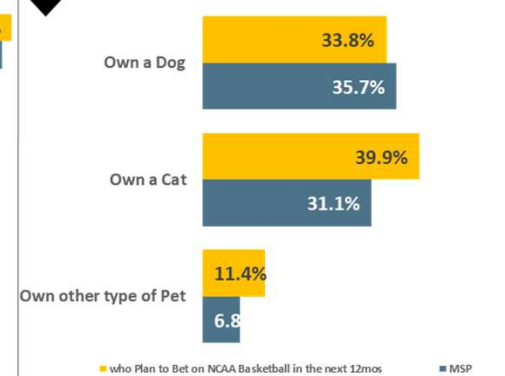
Own/Rent/Other: Adults 21 or older



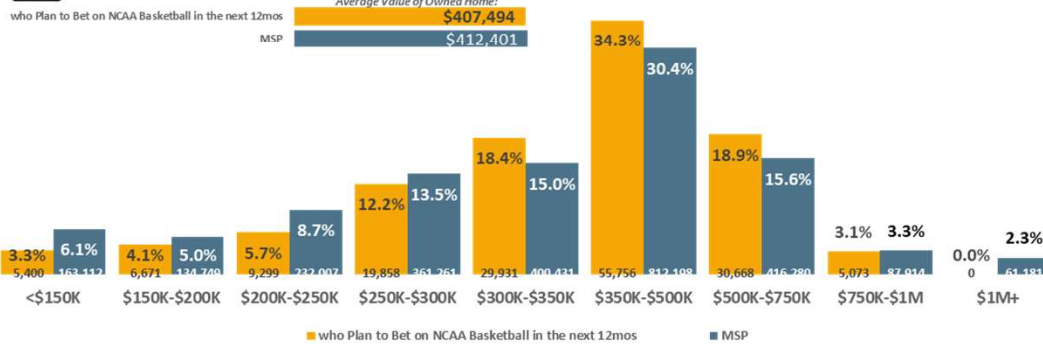
Type of Home: Adults 21 or older



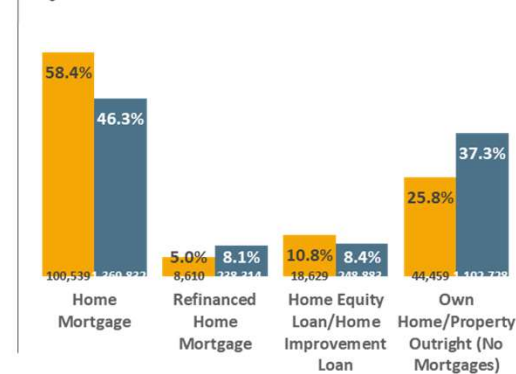
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



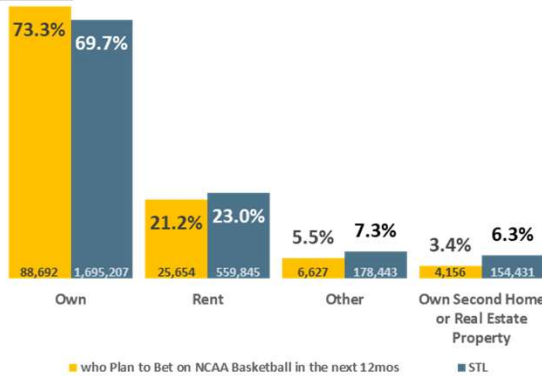
Home Loans: Adults 21 or older



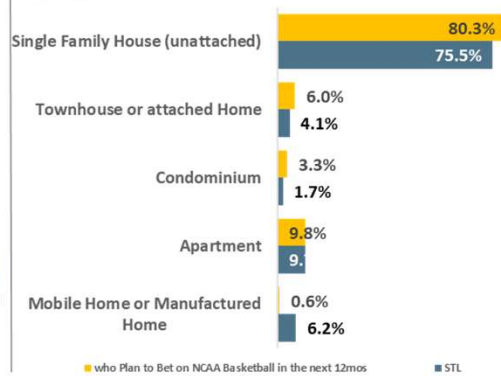


5.2% or 120,973 of STL DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 5.2% more likely to own their home, 25.7% more likely to own a higher valued home, 6.4% more likely to have a single-family home, 1.9% less likely to have a dog.

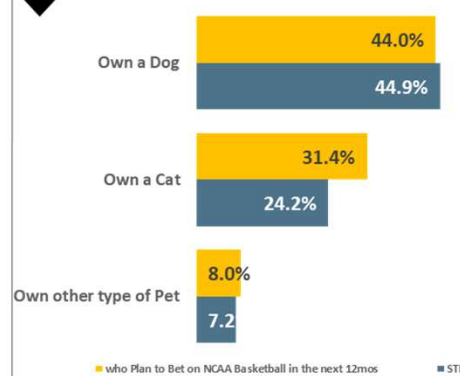
Own/Rent/Other: Adults 21 or older



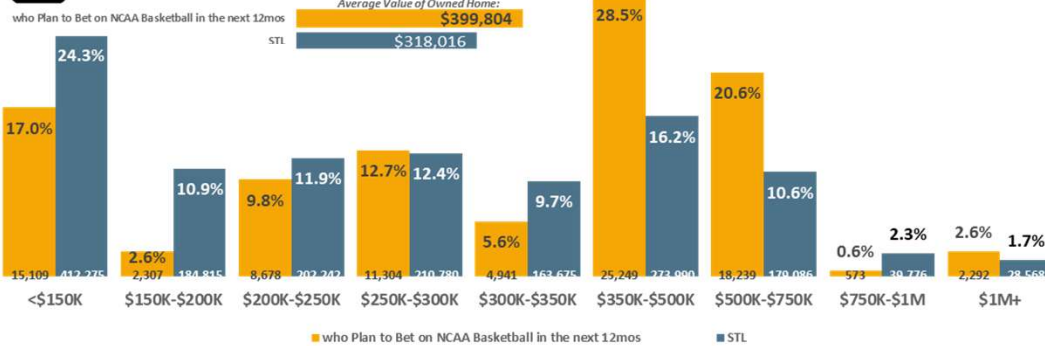
Type of Home: Adults 21 or older



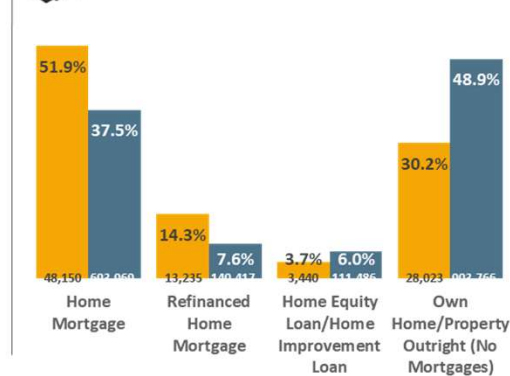
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

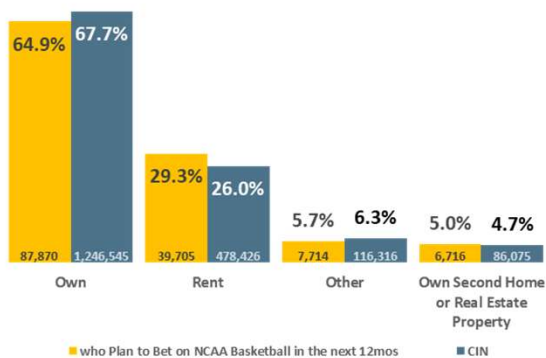




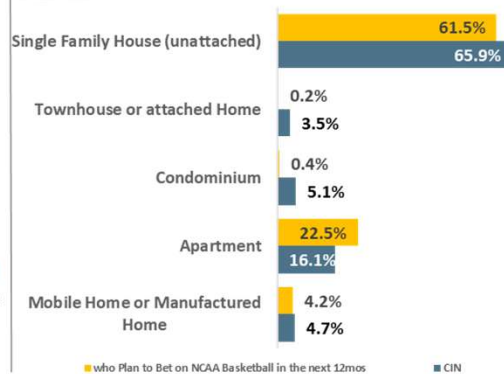
7.3% or 135,289 of CIN DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 4.1% less likely to own their home, 1.9% more likely to own a higher valued home, 6.6% less likely to have a single-family home, 8.2% less likely to have a dog.



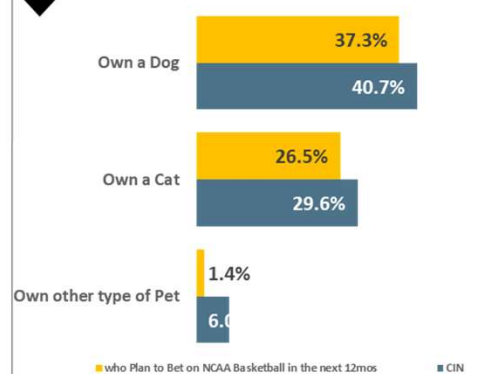
Own/Rent/Other: Adults 21 or older



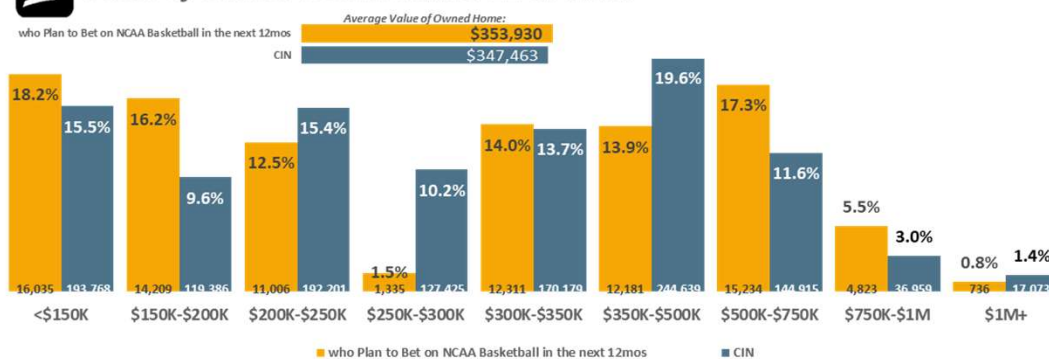
Type of Home: Adults 21 or older



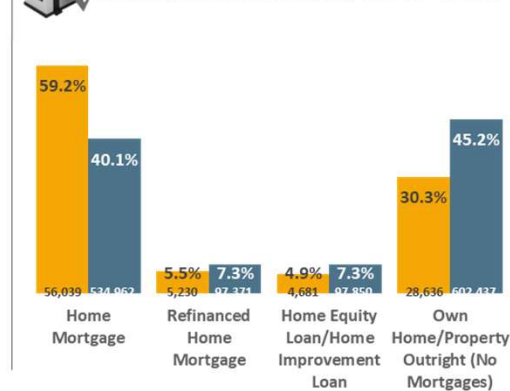
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



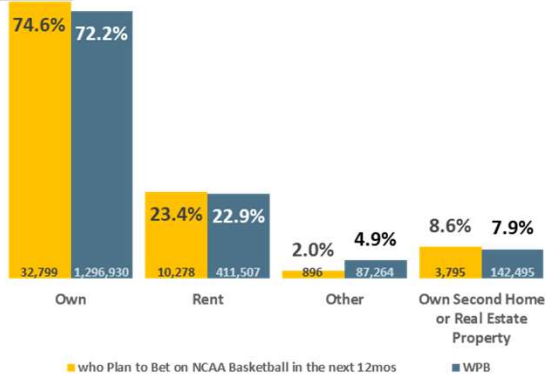
Home Loans: Adults 21 or older



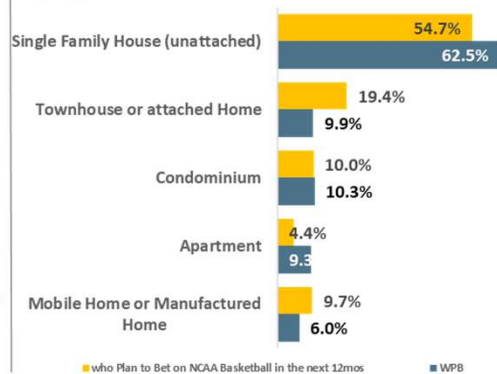


2.4% or 43,973 of WPB DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 3.3% more likely to own their home, 11.% more likely to own a lower valued home, 12.5% less likely to have a single-family home, 23.3% more likely to have a dog.

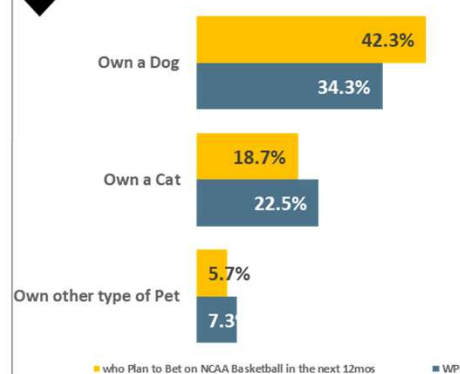
Own/Rent/Other: Adults 21 or older



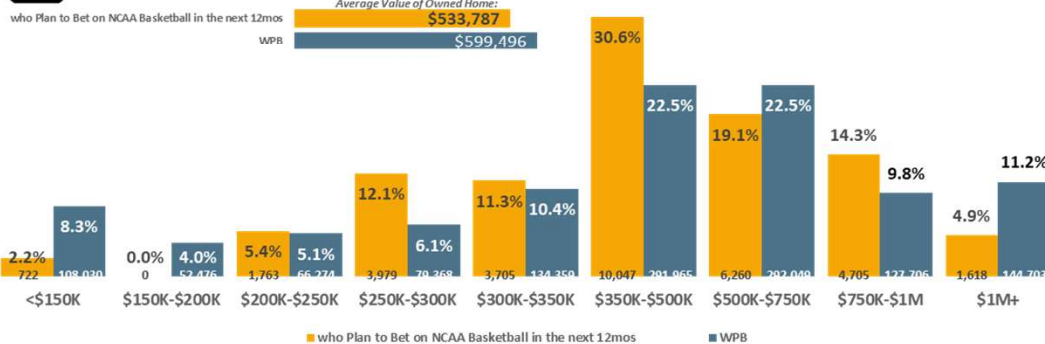
Type of Home: Adults 21 or older



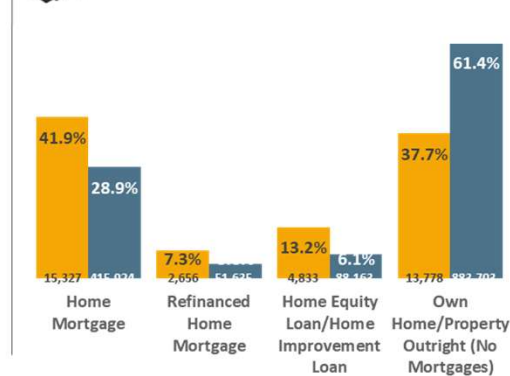
Pets in Home: Adults 21 or older



Value of Owned Home: Adults 21 or older



Home Loans: Adults 21 or older

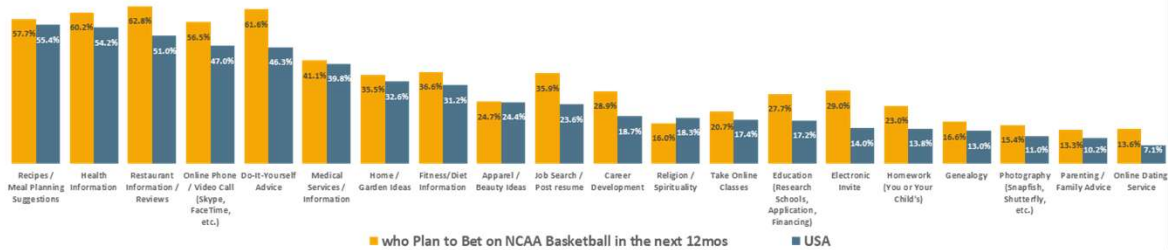




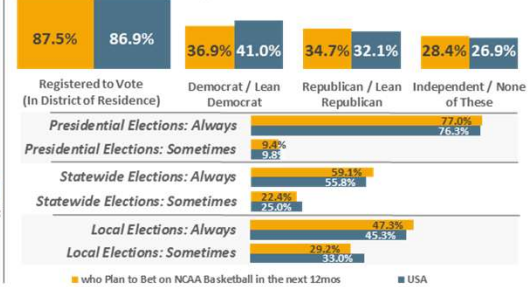
4.6% or 12,072,938 of USA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 33.% more likely to look up D-I-Y advice online, 4.5% more likely to always vote in local elections, 16.1% more likely to belong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



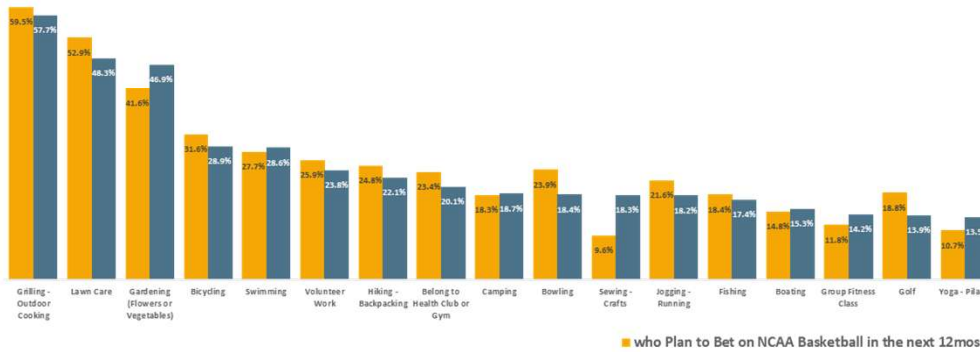
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



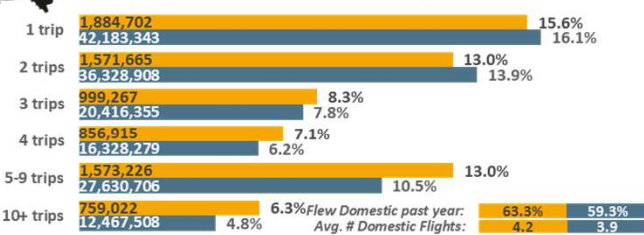
Political Activity: Adults 21 or older



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



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

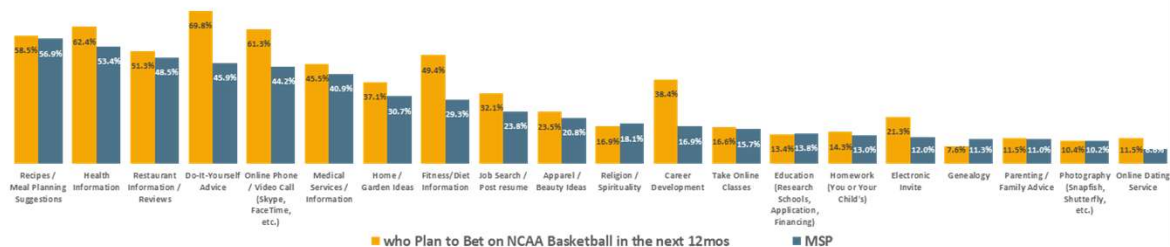




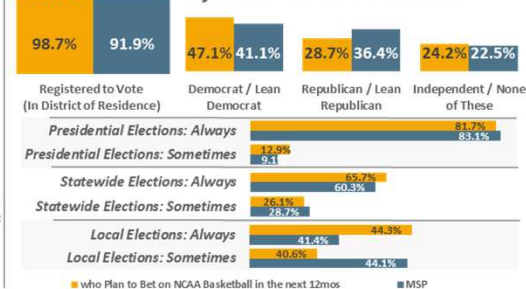
6.6% or 223,776 of MSP DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 51.9% more likely to look up D-I-Y advice online, 6.8% more likely to always vote in local elections, 1.3% less likely to belong to a gym, 2.2% less likely to fly domestic past yr.



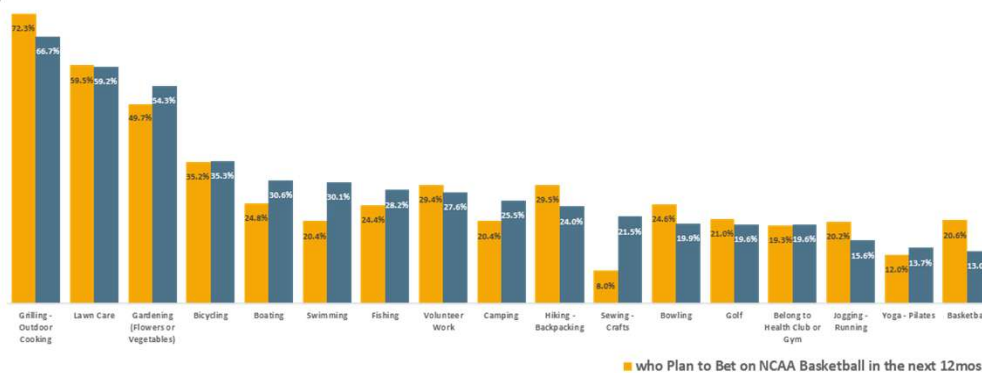
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



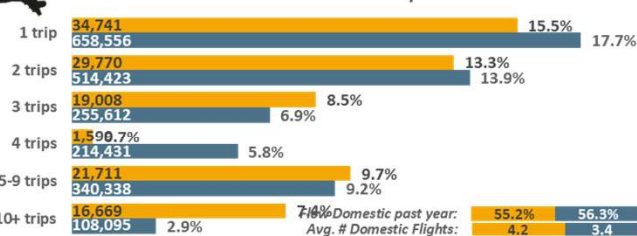
Political Activity: Adults 21 or older



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



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



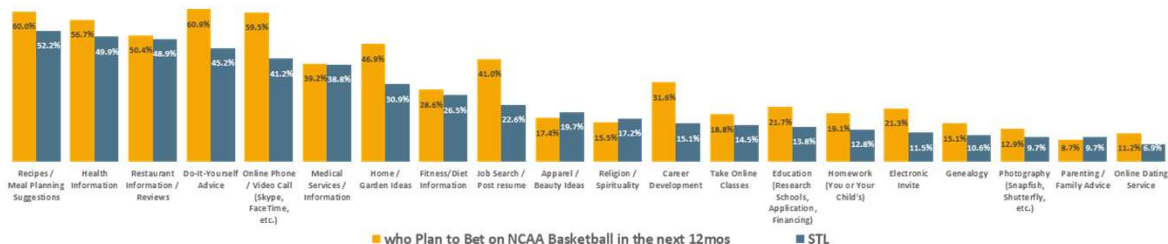
Domestic past year: 55.2%
 Avg. # Domestic Flights: 4.2



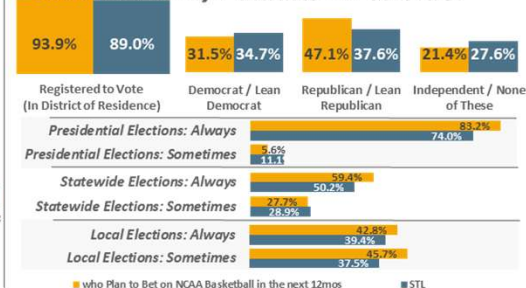
5.5% or 120,973 of STL DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 34.7% more likely to look up D-I-Y advice online, 8.8% more likely to always vote in local elections, 20.5% more likely to belong to a gym, 22.9% more likely to fly domestic past



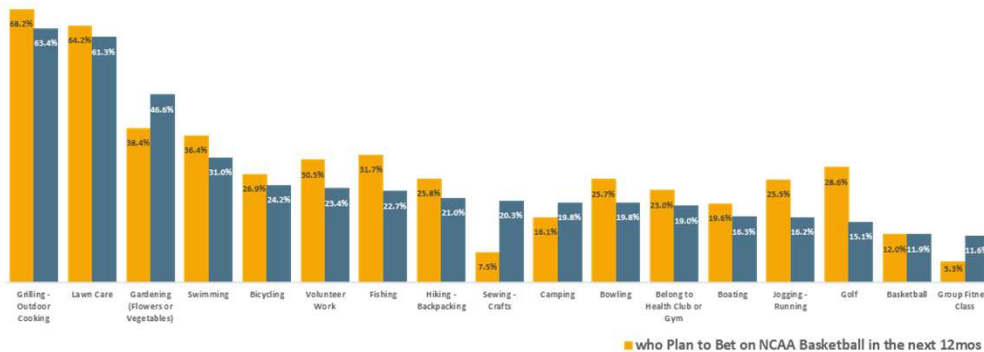
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



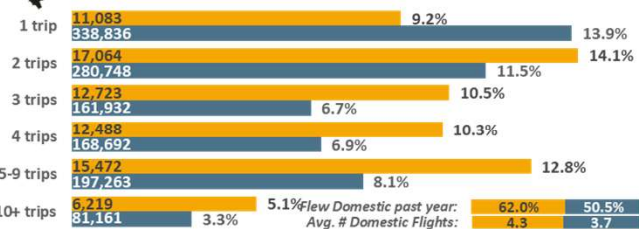
Political Activity: Adults 21 or older



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



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

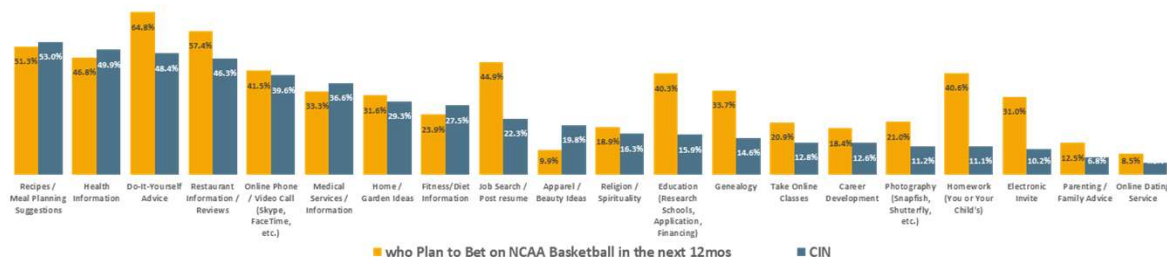




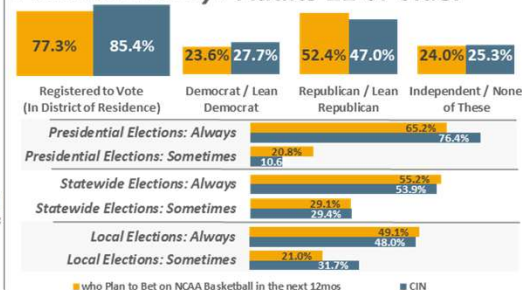
7.3% or 135,289 of CIN DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 34.% more likely to look up D-I-Y advice online, 2.3% more likely to always vote in local elections, 42.8% more likely to belong to a gym, 14.1% more likely to fly domestic past y



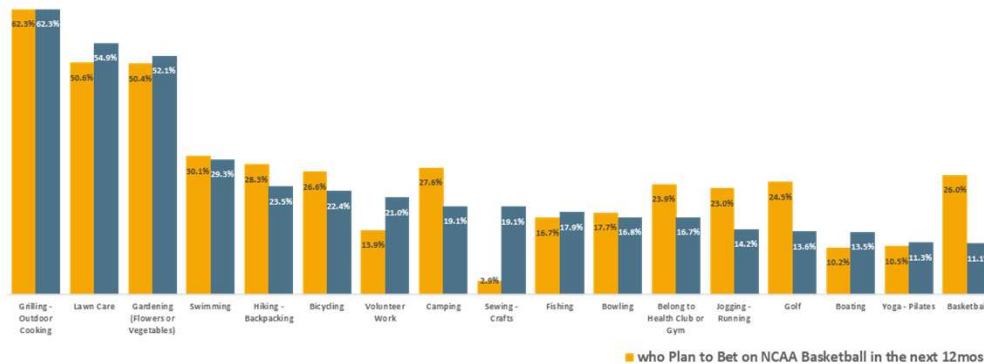
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



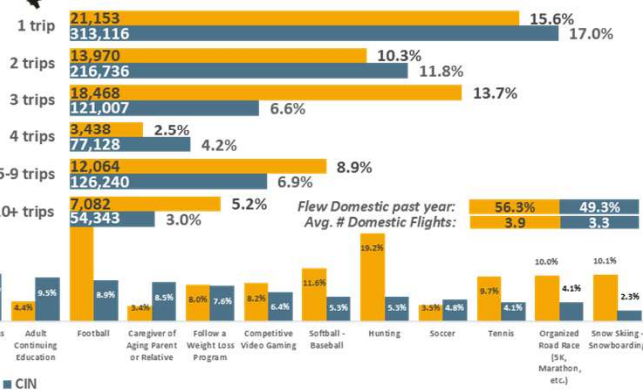
Political Activity: Adults 21 or older



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



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

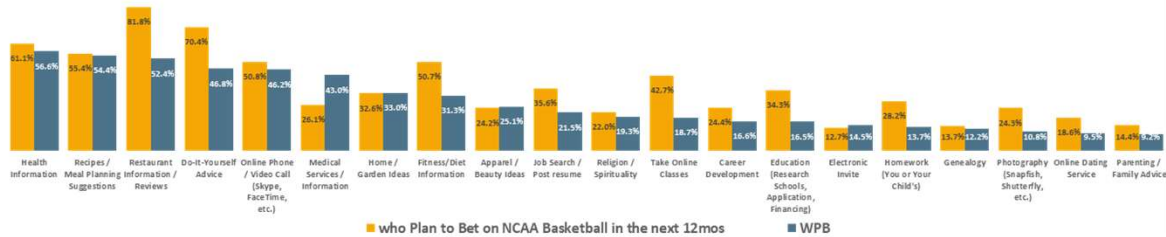




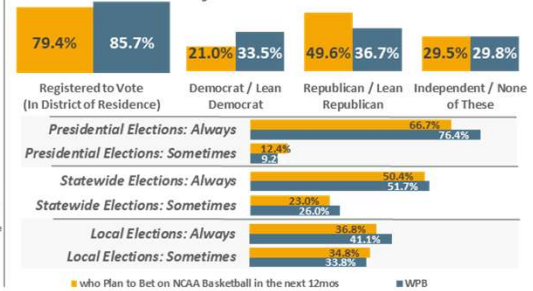
2.4% or 43,973 of WPB DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 50.5% more likely to look up D-I-Y advice online, 10.5% less likely to always vote in local elections, 19.% more likely to belong to a gym, 3.1% more likely to fly domestic past y



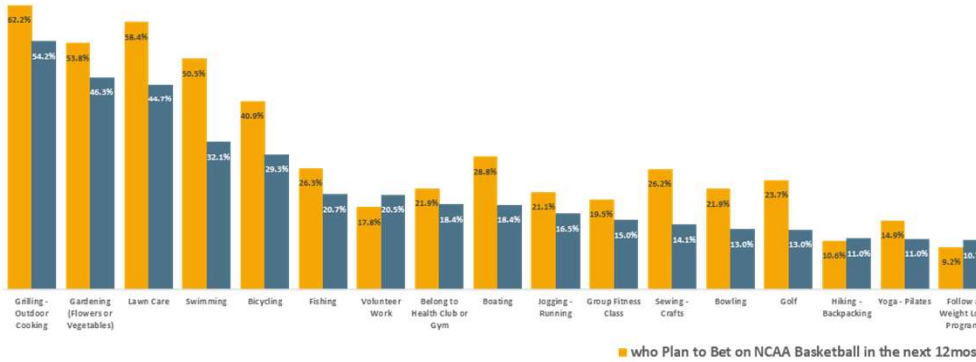
Top-20 past 30-days Online Lifestyle Activities: Adults 21 or older



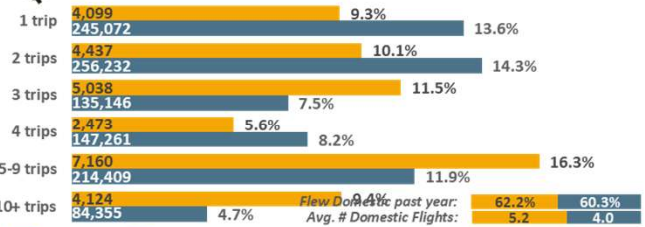
Political Activity: Adults 21 or older



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



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

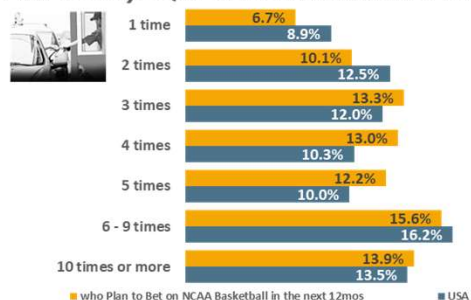


Flew Domestic past year: 62.2% vs 60.3%
 Avg. # Domestic Flights: 5.2 vs 4.0



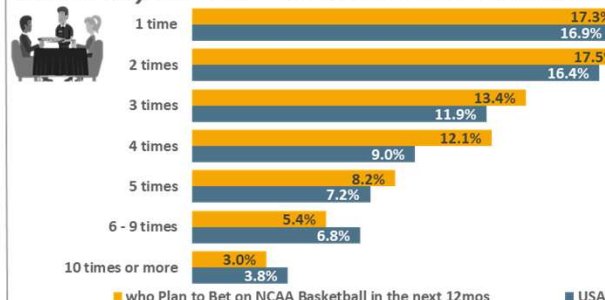
4.6% or 12,072,938 of USA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 1.7% more likely to use QSRs past mo., 6.9% more likely to use Sit-Down Restaurants past mo., 2.6% more likely to use Casinos past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

Past 30-days QSR Users: Adults 21 or older



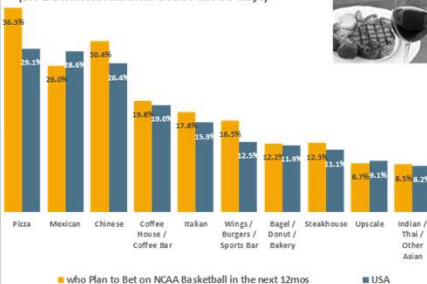
Total Monthly QSR Users: 84.8% (10,236,576) vs 83.4% (218,579,478)
Avg. Monthly QSR Meals: 6.0 vs 5.8

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



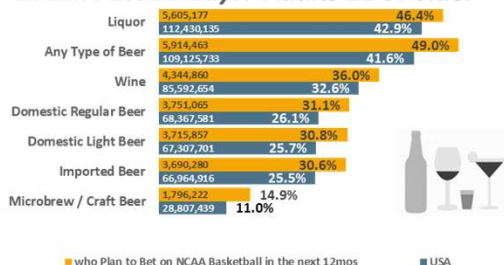
Total Monthly Sit-Down Restaurant Users: 76.9% (9,287,468) vs 72.0% (188,716,956)
Avg. Monthly Sit-Down Restaurant Meals: 3.5 vs 3.7

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



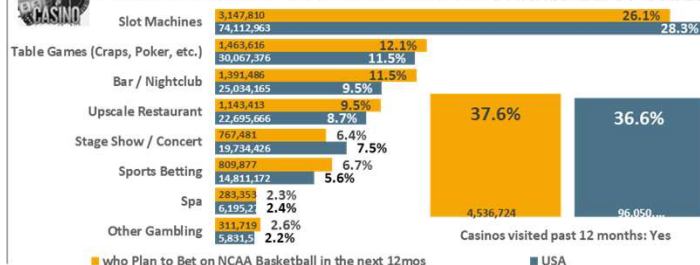
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Plan to Bet on NCAA Basketball in the next 12mos: 2,653,938 (22.0%)
USA: 19.2%

Drank Past 30-days: Adults 21 or older



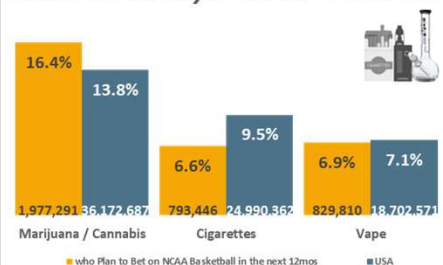
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,068
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Past 12 months Casino Activities: Adults 21 or older



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

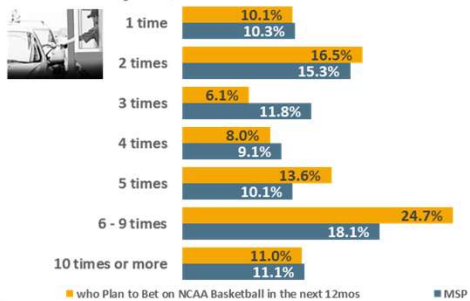
Used Past 30-days: Adults 21 or older





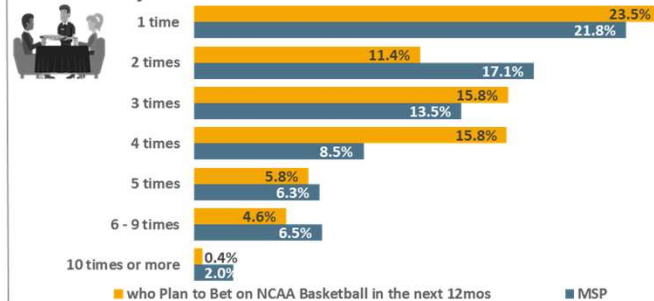
6.6% or 223,776 of MSP DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 4.7% more likely to use QSRs past mo., 2.2% more likely to use Sit-Down Restaurants past mo., 35.3% less likely to use Casinos past yr., 38.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



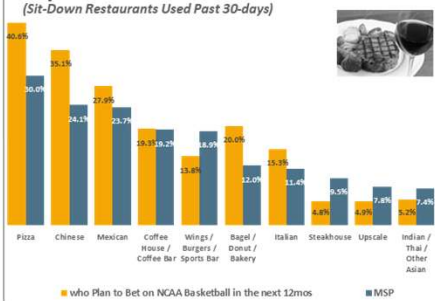
Total Monthly QSR Users: 90.0%
 Avg. Monthly QSR Meals: 5.7

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



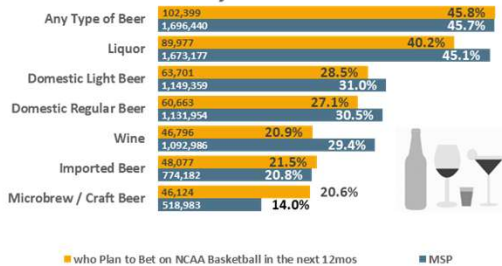
Total Monthly Sit-Down Restaurant Users: 77.4%
 Avg. Monthly Sit-Down Restaurant Meals: 2.9

Top-10 Cuisines: Adults 21 or older

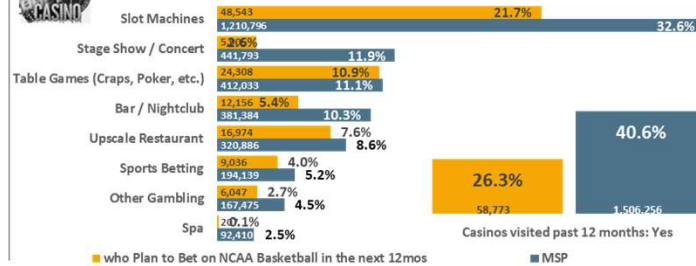


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Plan to Bet on NCAA Basketball in the next 12mos: 12,164 (14.4%)
 MSP: 452,451 (12.2%)

Drank Past 30-days: Adults 21 or older

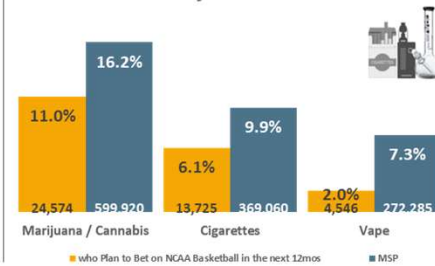


Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes
 26.3% (58,773) vs 40.6% (1,450,246)

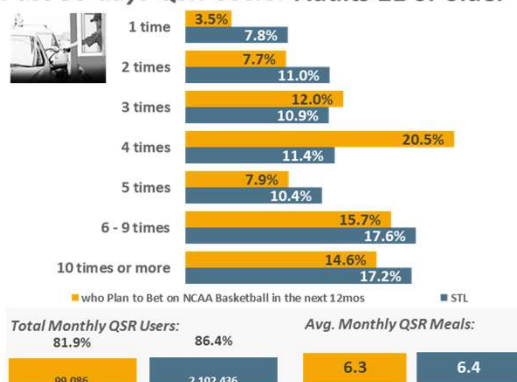
Used Past 30-days: Adults 21 or older



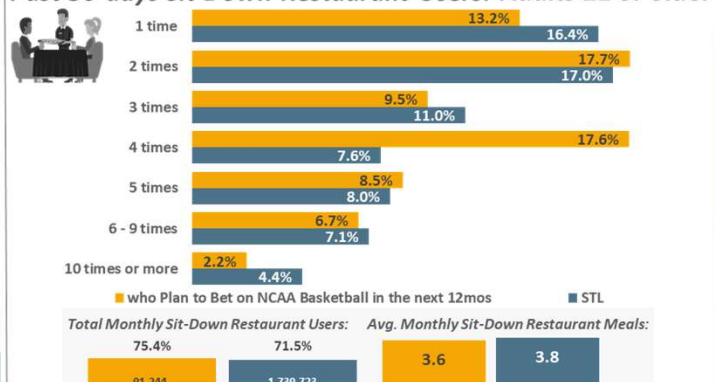


5.1% or 120,973 of STL DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 5.2% less likely to use QSRs past mo., 5.5% more likely to use Sit-Down Restaurants past mo., 17.9% more likely to use Casinos past yr., 37.4% less likely to smoke cigarettes.

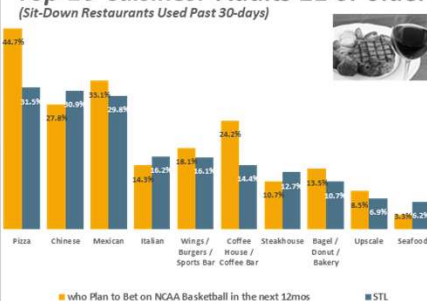
Past 30-days QSR Users: Adults 21 or older



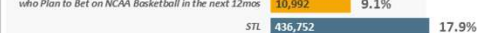
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



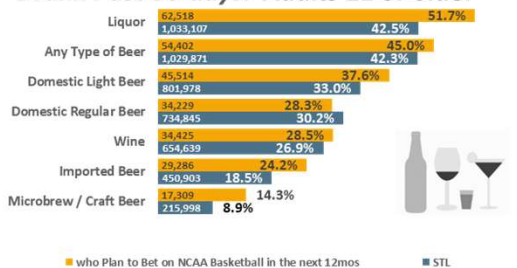
Top-10 Cuisines: Adults 21 or older



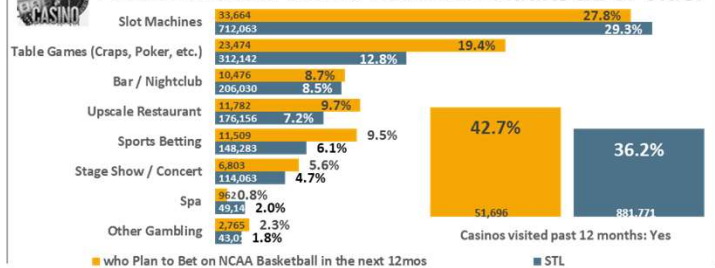
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



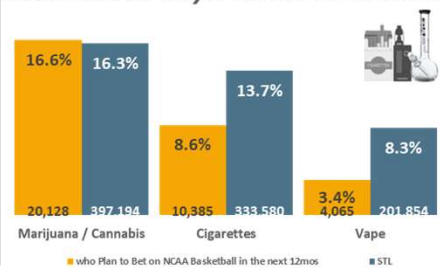
Drank Past 30-days: Adults 21 or older



Past 12 months Casino Activities: Adults 21 or older



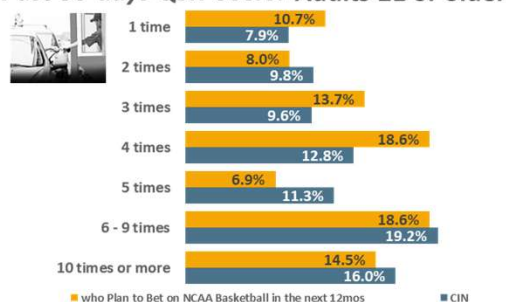
Used Past 30-days: Adults 21 or older





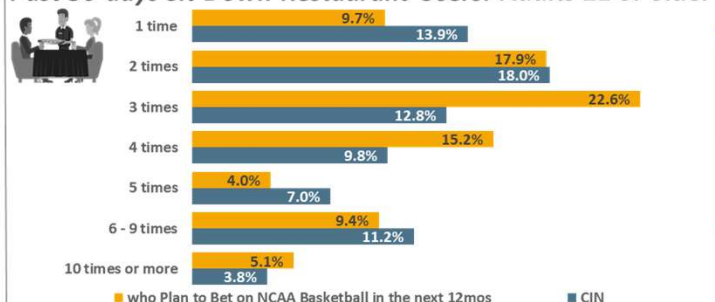
7.3% or 135,289 of CIN DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 5.% more likely to use QSRs past mo., 9.8% more likely to use Sit-Down Restaurants past mo., 11.3% less likely to use Casinos past yr., 78.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 21 or older



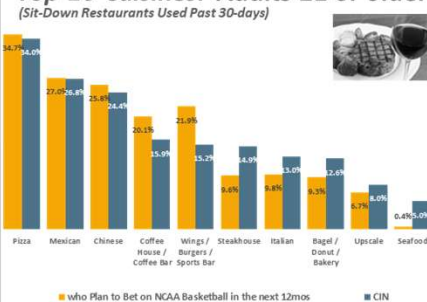
Total Monthly QSR Users: 90.9% (123,040) vs 86.6% (1,595,072)
Avg. Monthly QSR Meals: 5.9 vs 6.3

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



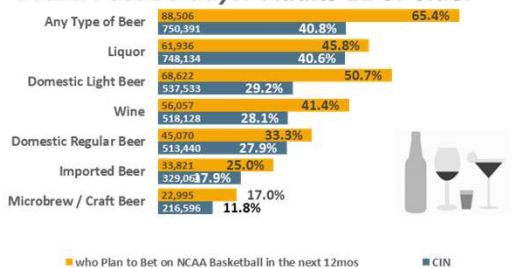
Total Monthly Sit-Down Restaurant Users: 83.9% (113,572) vs 76.5% (1,408,238)
Avg. Monthly Sit-Down Restaurant Meals: 4.1 vs 4.0

Top-10 Cuisines: Adults 21 or older

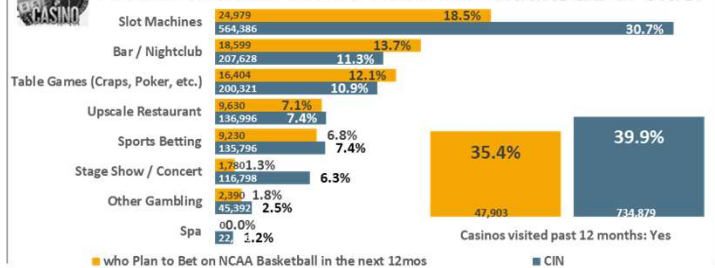


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Plan to Bet on NCAA Basketball in the next 12mos: 33,586 (24.8%) vs CIN: 348,216 (18.9%)

Drank Past 30-days: Adults 21 or older

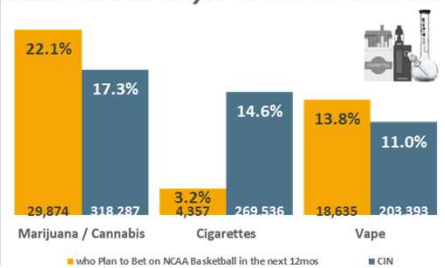


Past 12 months Casino Activities: Adults 21 or older



Casinos visited past 12 months: Yes
35.4% (47,903) vs 39.9% (724,979)

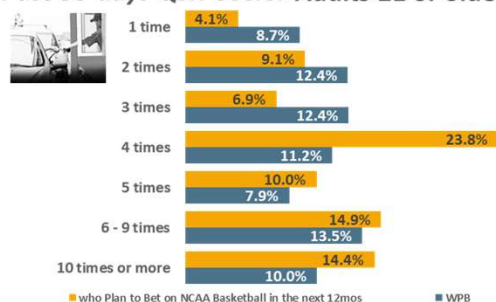
Used Past 30-days: Adults 21 or older





2.4% or 43,973 of WPB DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 9.3% more likely to use QSRs past mo., 8.1% more likely to use Sit-Down Restaurants past mo., 26.2% more likely to use Casinos past yr., 50.1% less likely to smoke cigarettes.

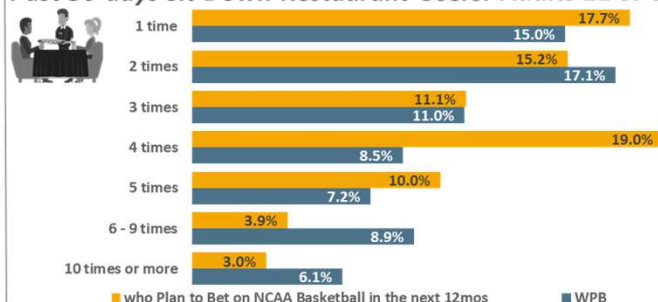
Past 30-days QSR Users: Adults 21 or older



Total Monthly QSR Users: 83.2%
 36,605

Avg. Monthly QSR Meals: 6.2
 1,367,676

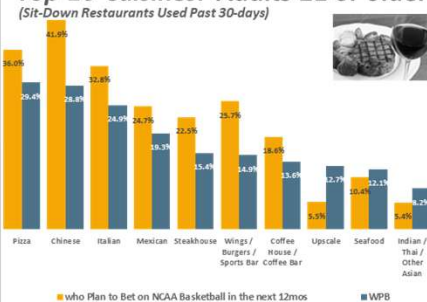
Past 30-days Sit-Down Restaurant Users: Adults 21 or older



Total Monthly Sit-Down Restaurant Users: 79.7%
 35,063

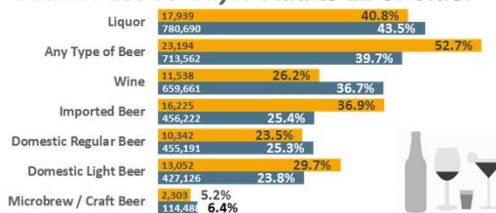
Avg. Monthly Sit-Down Restaurant Meals: 3.5
 1,324,968

Top-10 Cuisines: Adults 21 or older



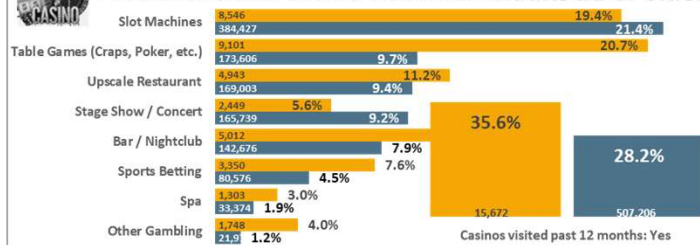
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Plan to Bet on NCAA Basketball in the next 12mos: 8,929 (20.3%)
 WPB: 295,796 (16.5%)

Drank Past 30-days: Adults 21 or older



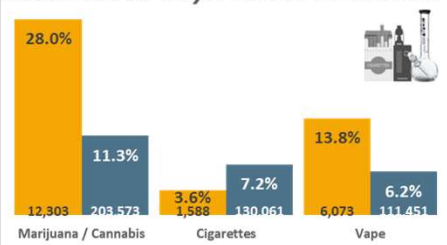
who Plan to Bet on NCAA Basketball in the next 12mos

Past 12 months Casino Activities: Adults 21 or older



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

Used Past 30-days: Adults 21 or older



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



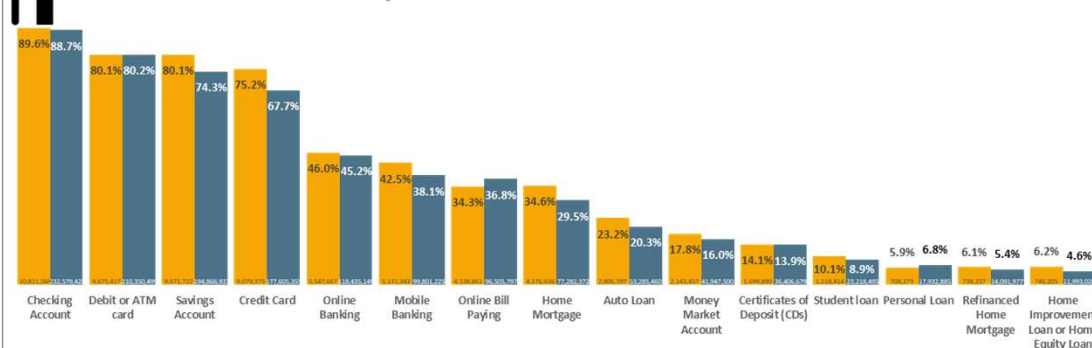
4.6% or 12,072,938 of USA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 16.2% more likely to have a 401K, 14.4% more likely to have an Auto Loan, 46.3% more likely to Invest/Trade Stocks Online, 10.8% less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



Investments Owned: Adults 21 or older



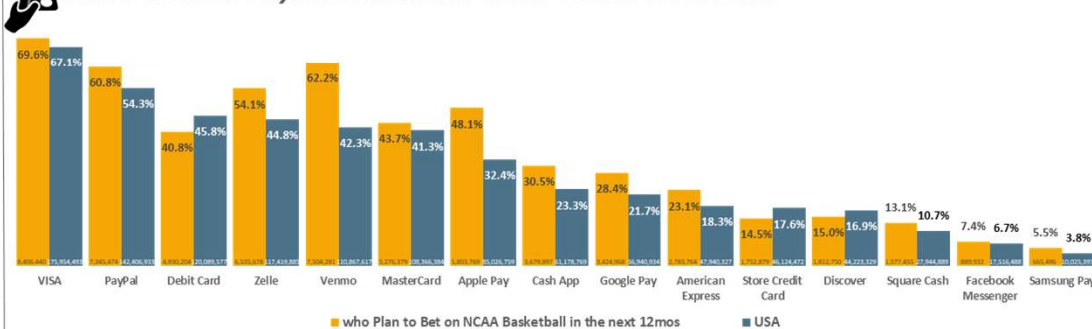
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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





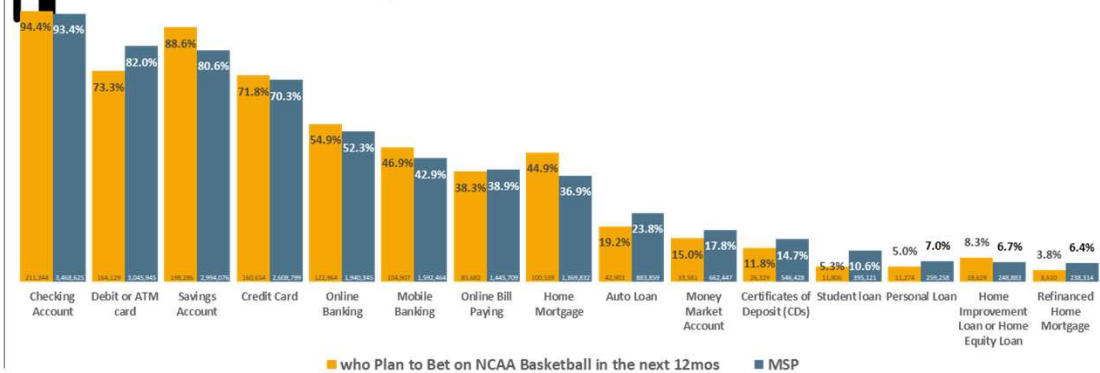
6.6% or 223,776 of MSP DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 4.7% more likely to have a 401K, 19.5% less likely to have an Auto Loan, 29.1% more likely to Invest/Trade Stocks Online, 10.8% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



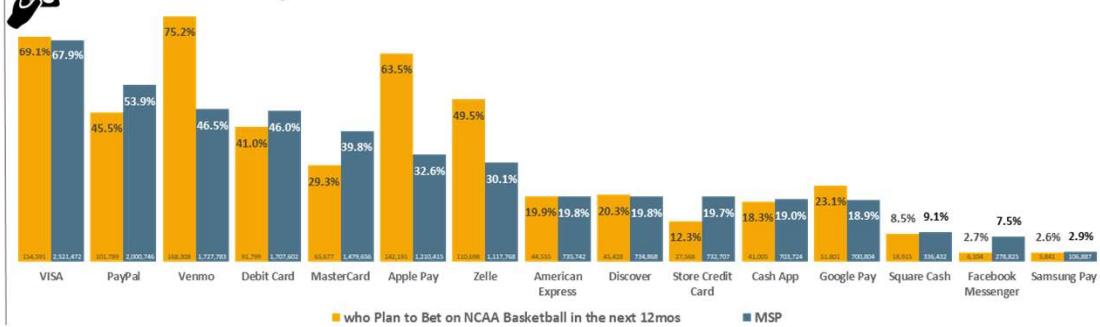
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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





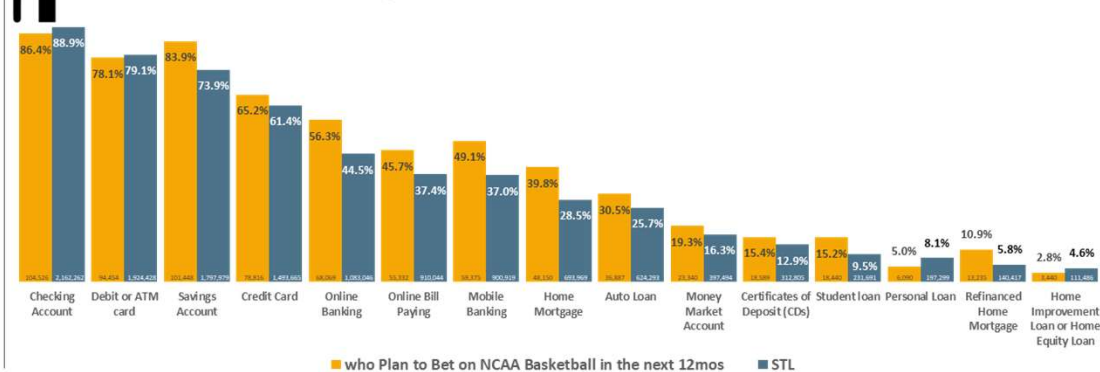
5.1% or 120,973 of STL DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos.
 Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 16.5% more likely to have a 401K, 18.9% more likely to have an Auto Loan, 5.1% less likely to Invest/Trade Stocks Online, 14.7% less likely to pay with their Debit Card.



Investments Owned: Adults 21 or older



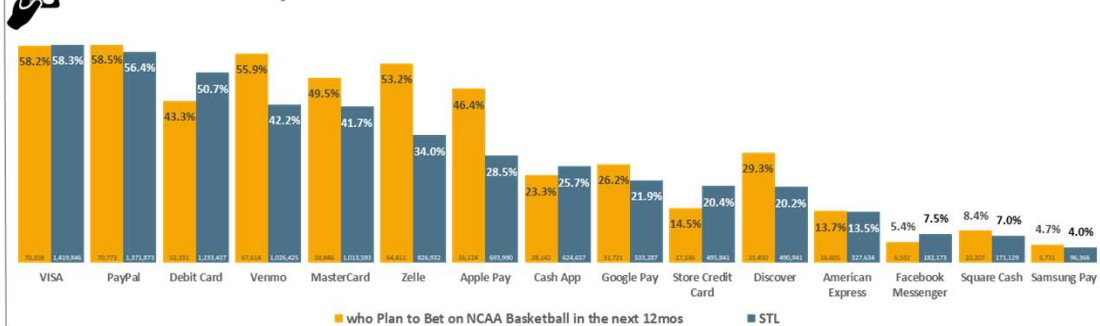
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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





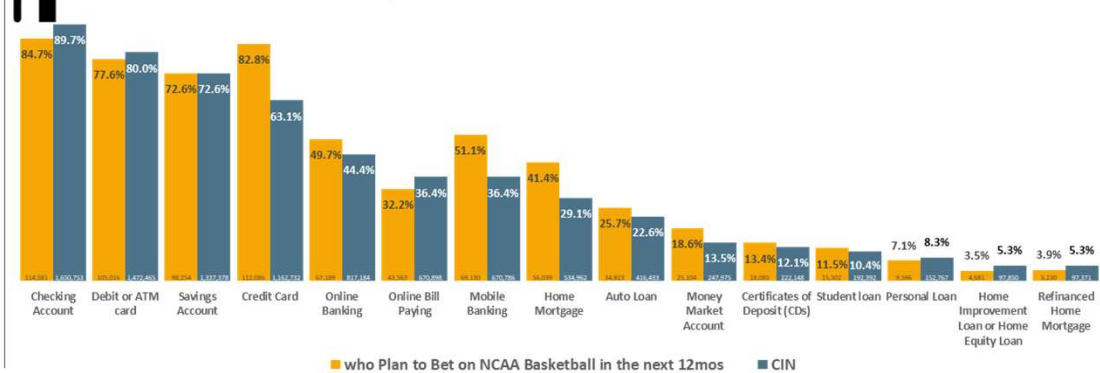
7.3% or 135,289 of CIN DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 16.% more likely to have a 401K, 13.8% more likely to have an Auto Loan, 220.9% more likely to Invest/Trade Stocks Online, 27.5% less likely to pay with their Debit Card.



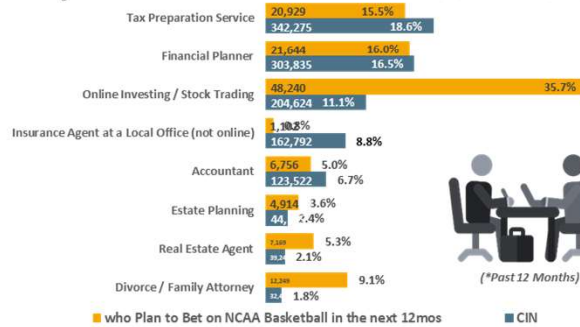
Investments Owned: Adults 21 or older



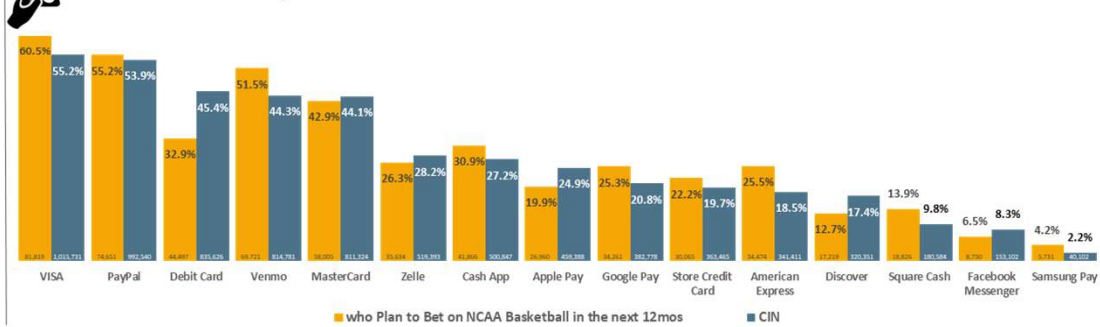
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older



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

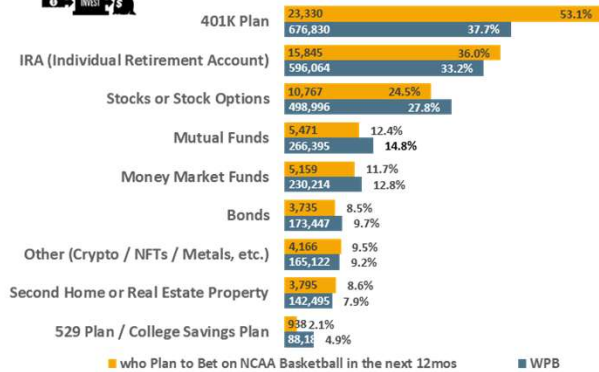




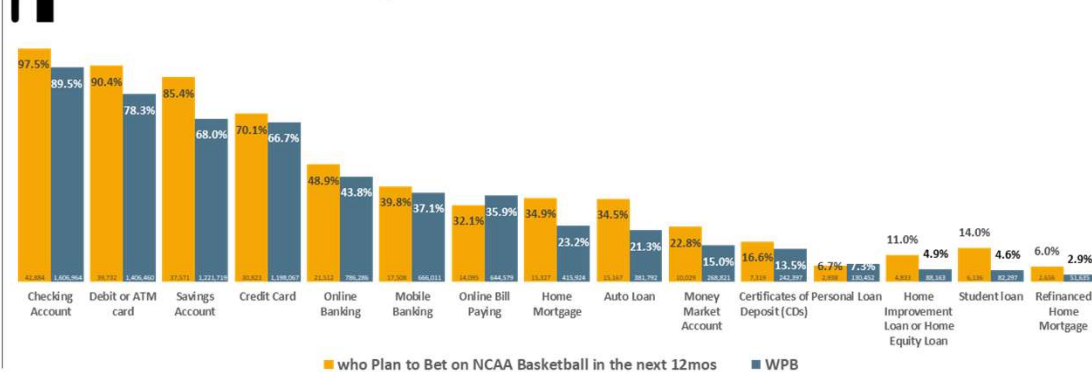
2.4% or 43,973 of WPB DMA Adults 21 or older Plan to Bet on NCAA Basketball in the next 12mos. Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos are 40.8% more likely to have a 401K, 62.2% more likely to have an Auto Loan, 4.9% more likely to Invest/Trade Stocks Online, 22.6% more likely to pay with their Debit Card.



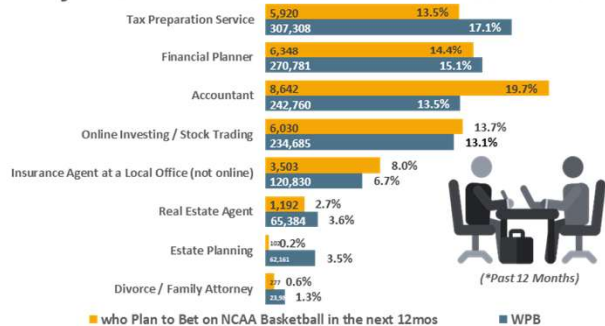
Investments Owned: Adults 21 or older



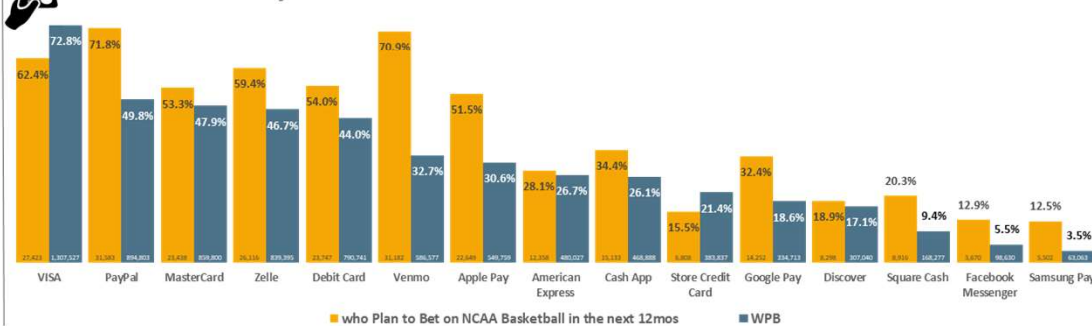
Financial Services Has and/or Uses: Adults 21 or older



Professional Services Used*: Adults 21 or older

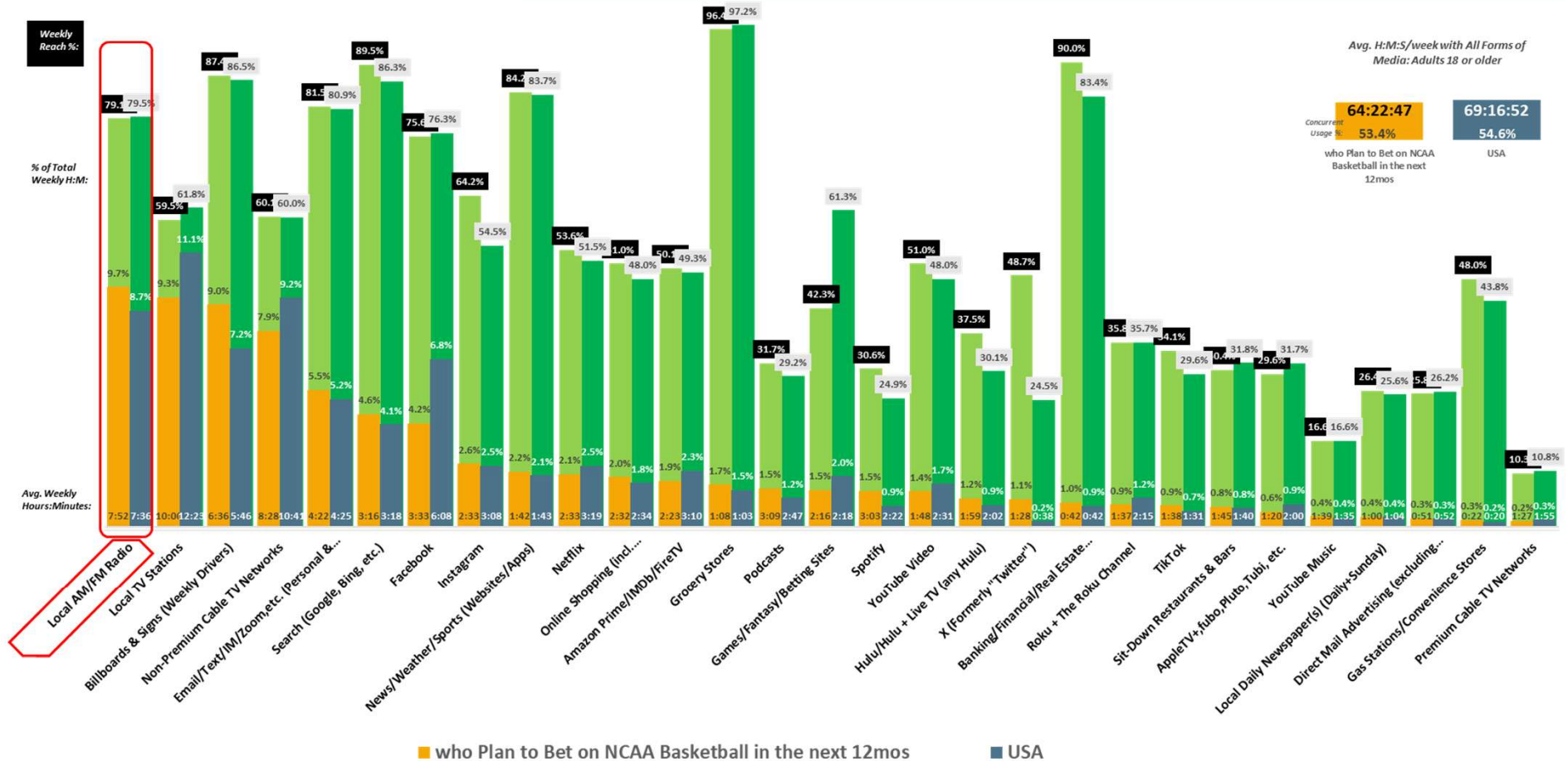


Past 3-Months Payment Methods Used: Adults 21 or older





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



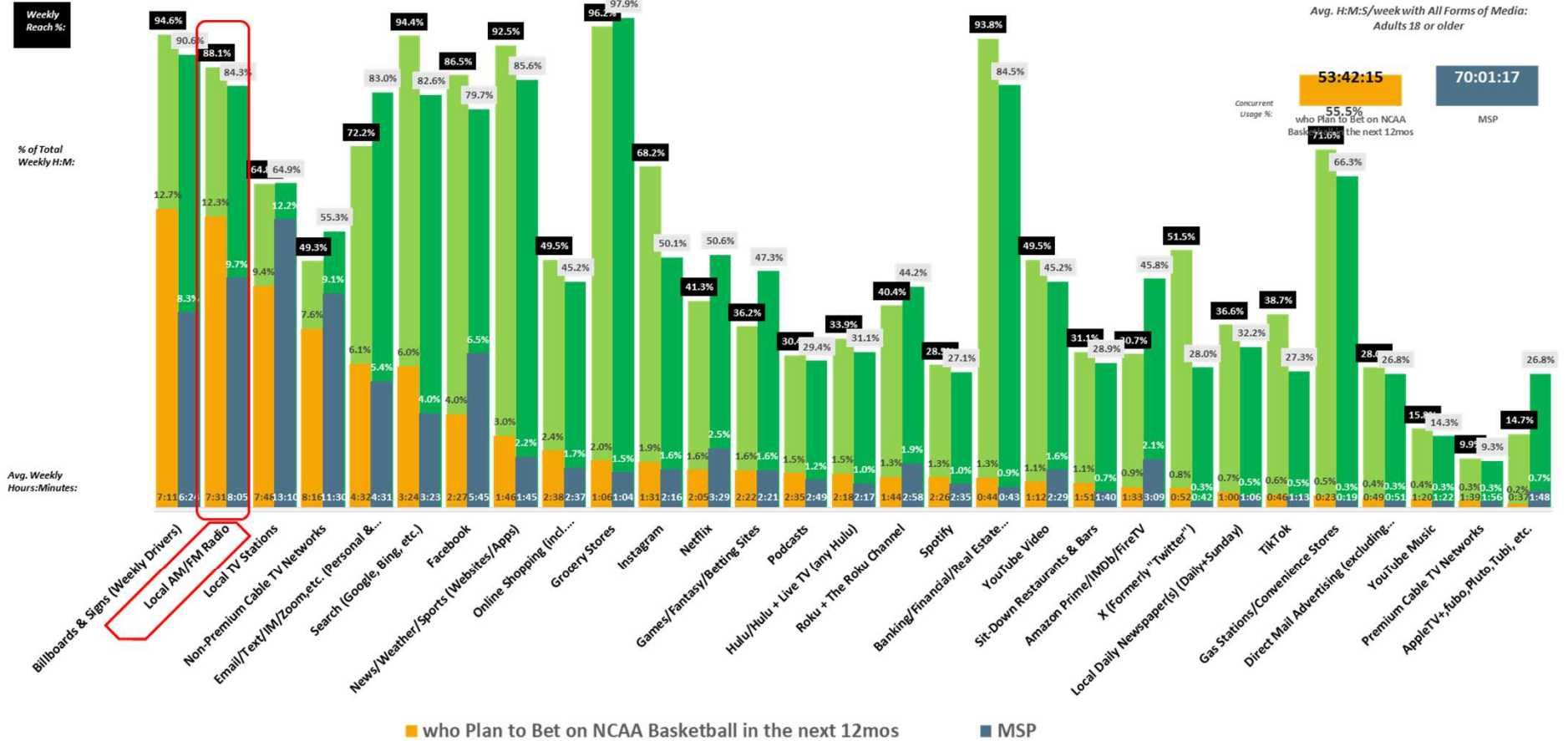
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 1,068 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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



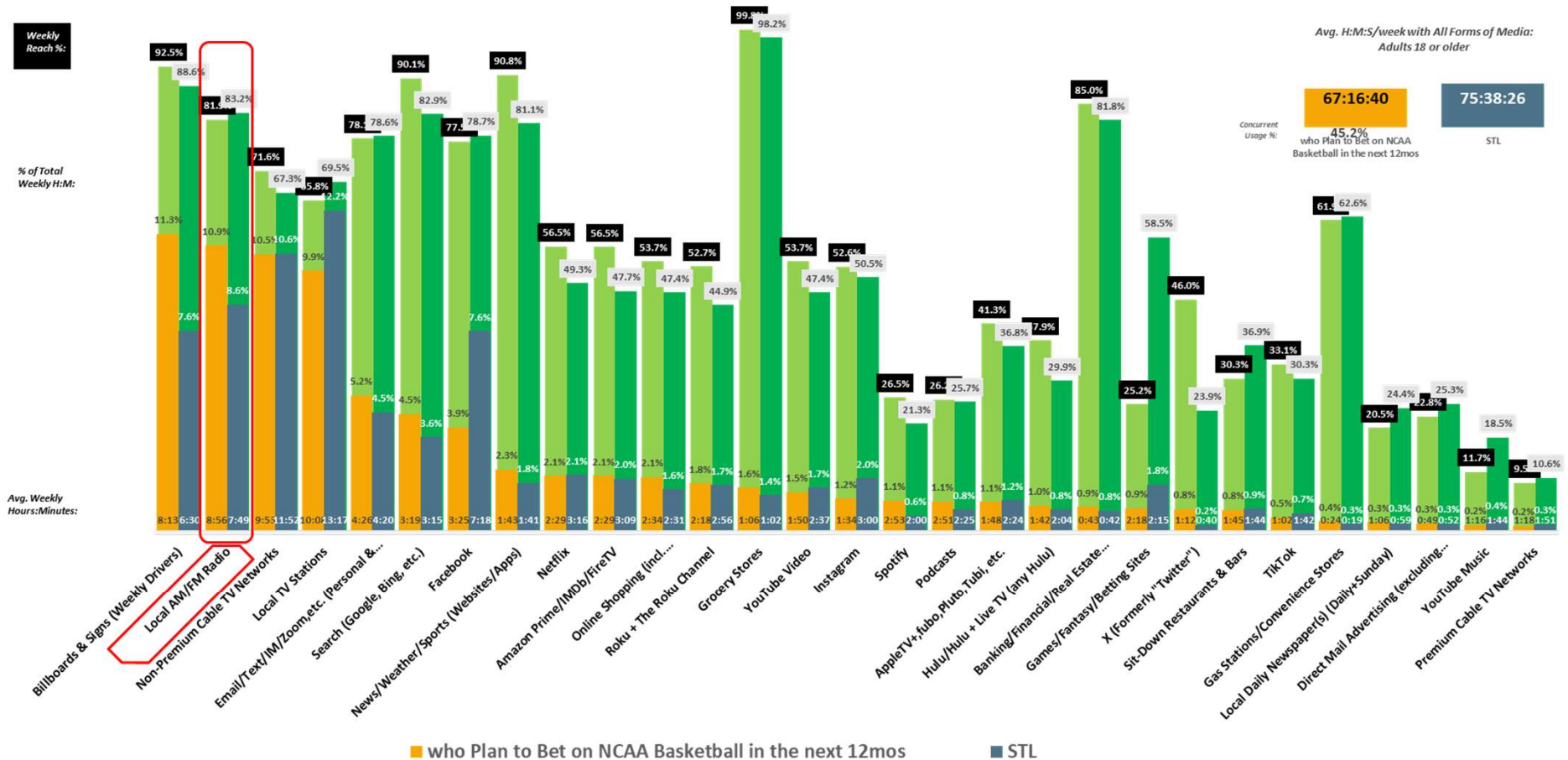


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 2 days, 5 hours, 42 minutes and 15 seconds each week with All Forms of Media.
 88.1% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 7 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 12.3% of total time spent with all forms of Media.



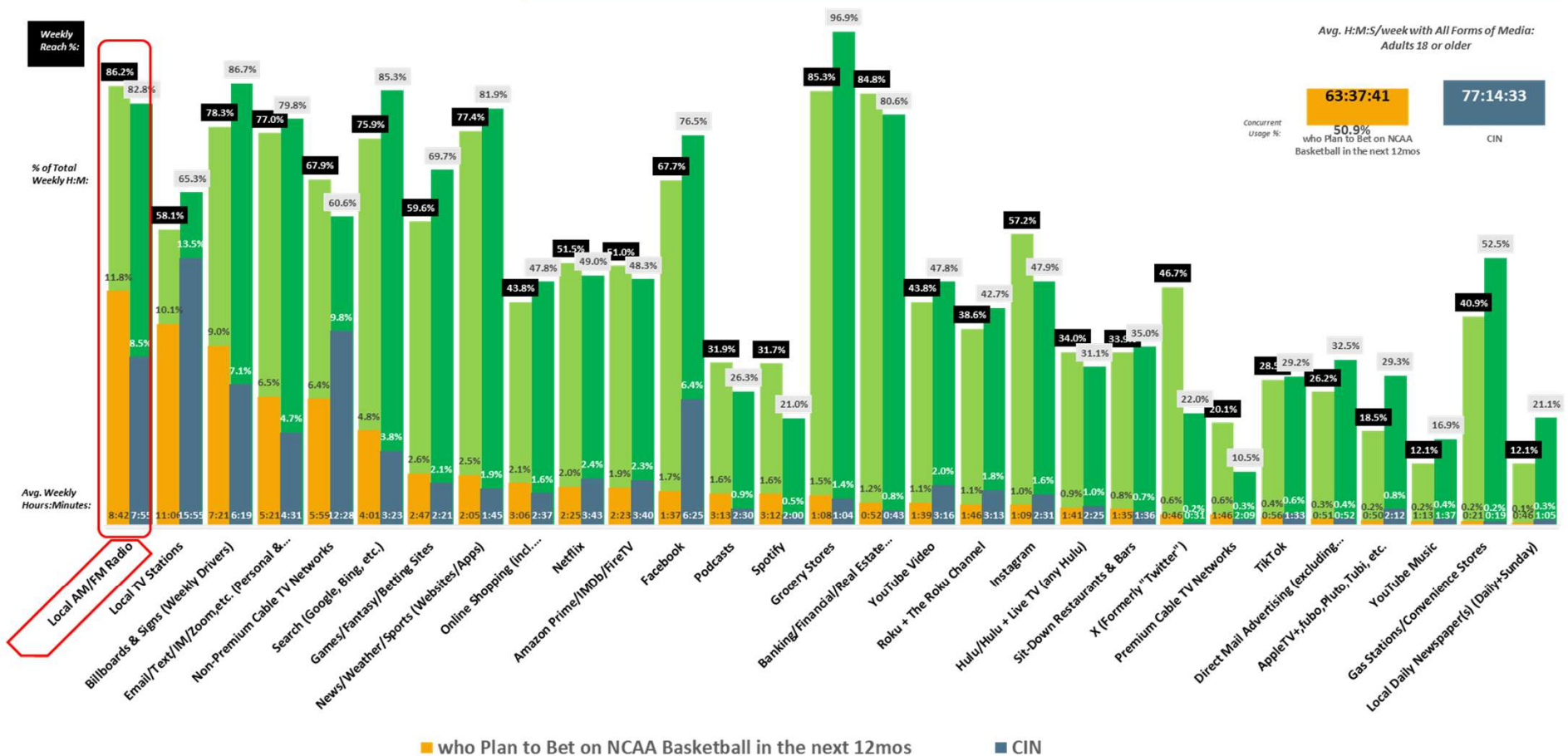


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 2 days, 19 hours, 16 minutes and 40 seconds each week with All Forms of Media.
 81.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 8 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.



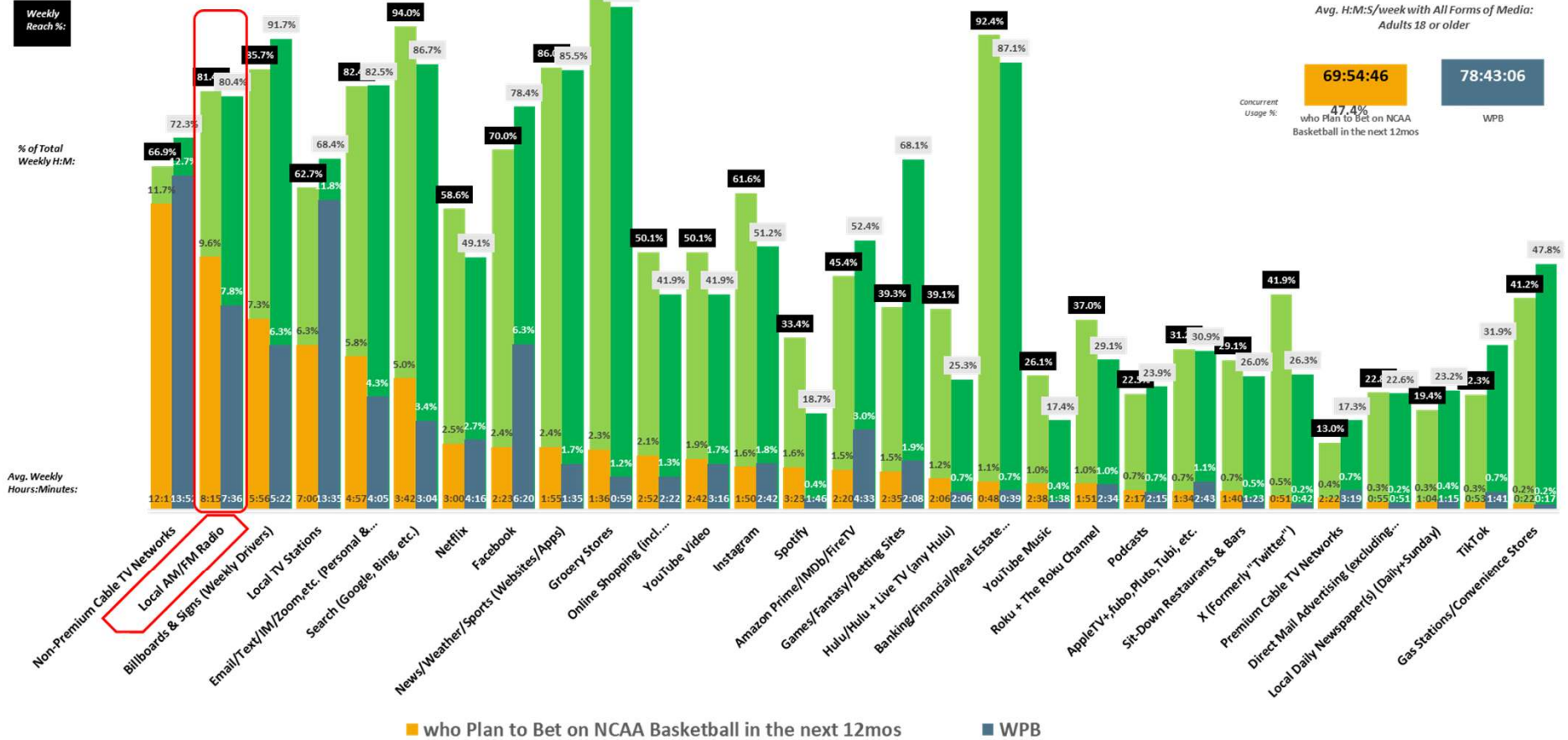


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 2 days, 15 hours, 37 minutes and 41 seconds each week with All Forms of Media.
 86.2% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 8 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 11.8% of total time spent with all forms of Media.



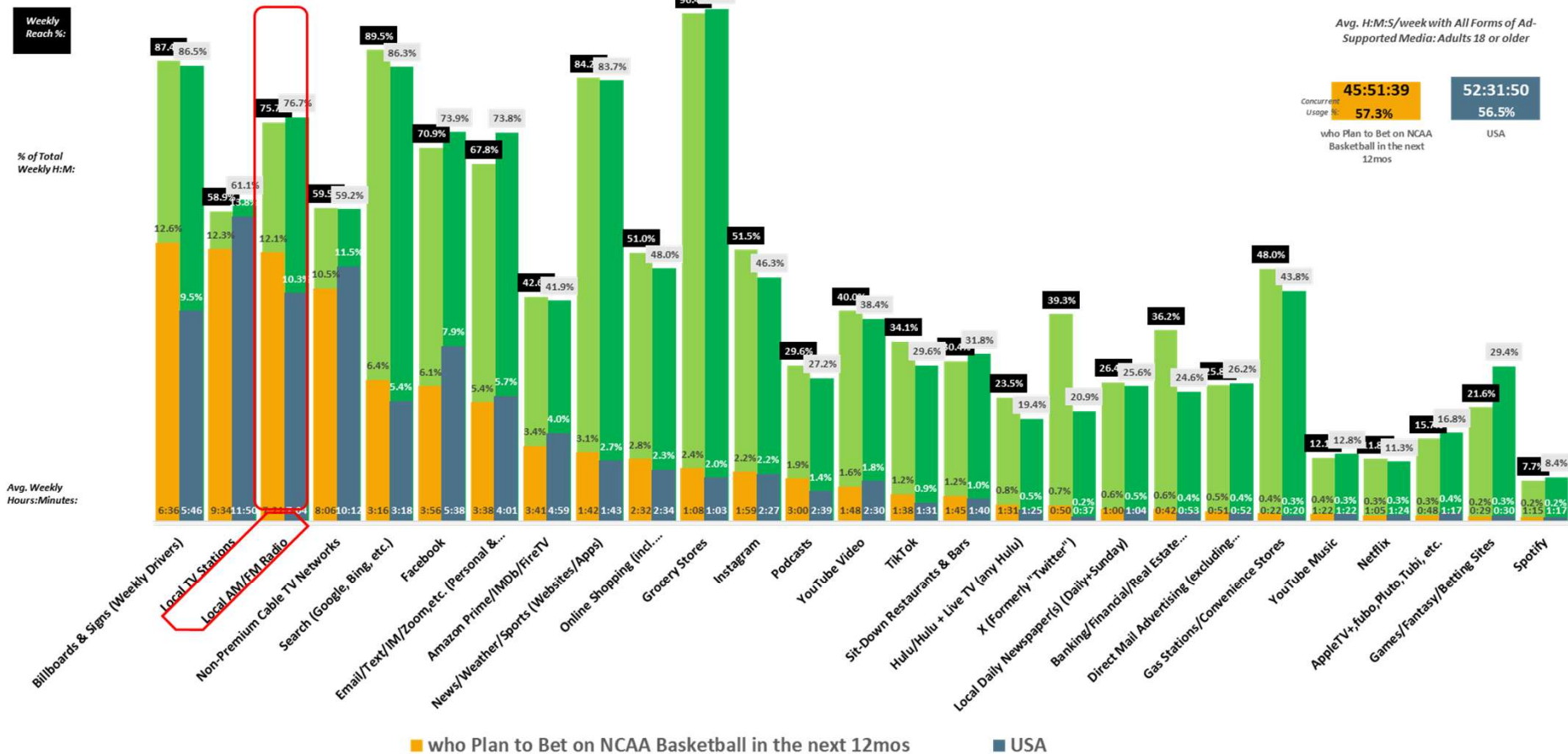


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 2 days, 21 hours, 54 minutes and 46 seconds each week with All Forms of Media.
 81.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 8 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



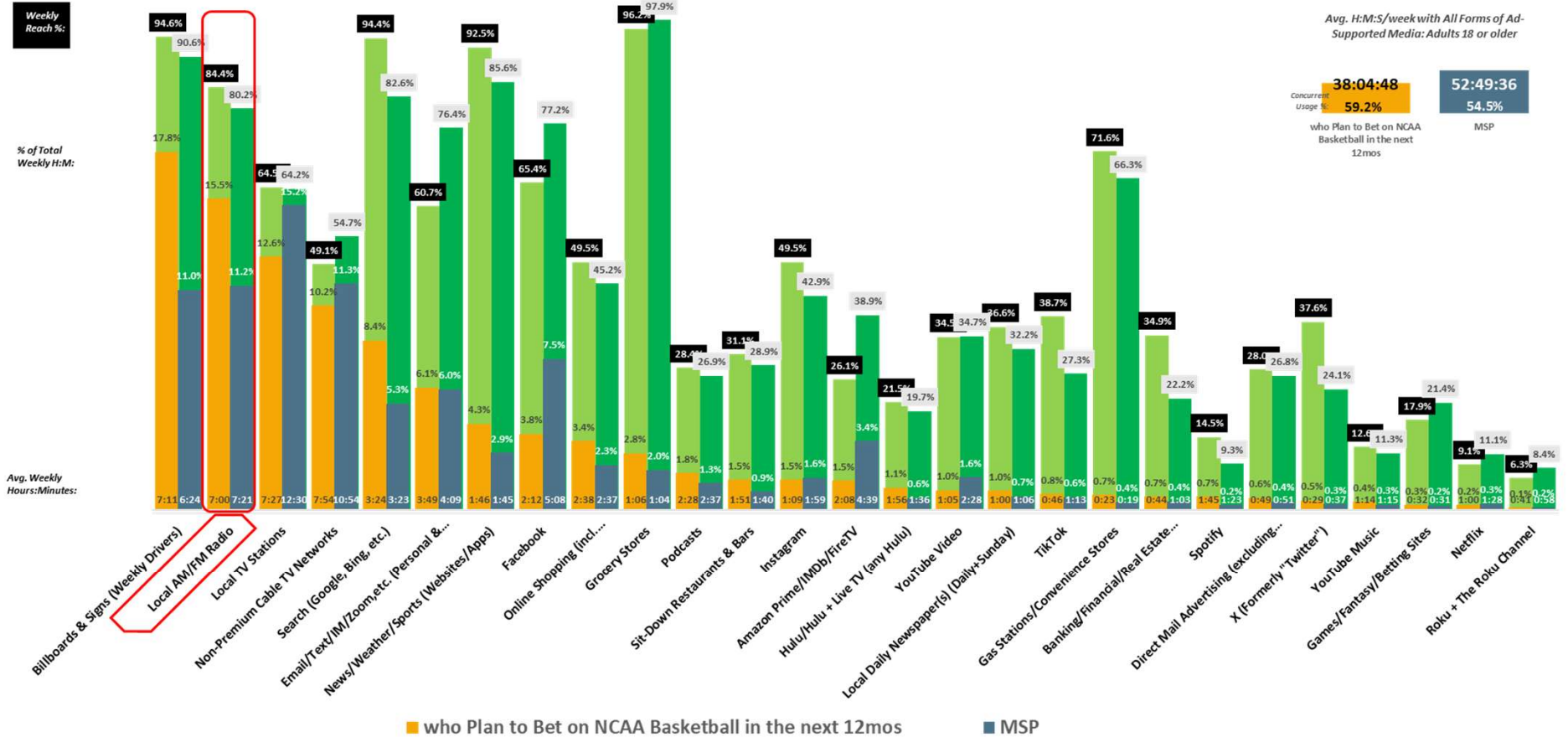


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 1 days, 21 hours, 51 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
 75.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 7 hours and 21 minutes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



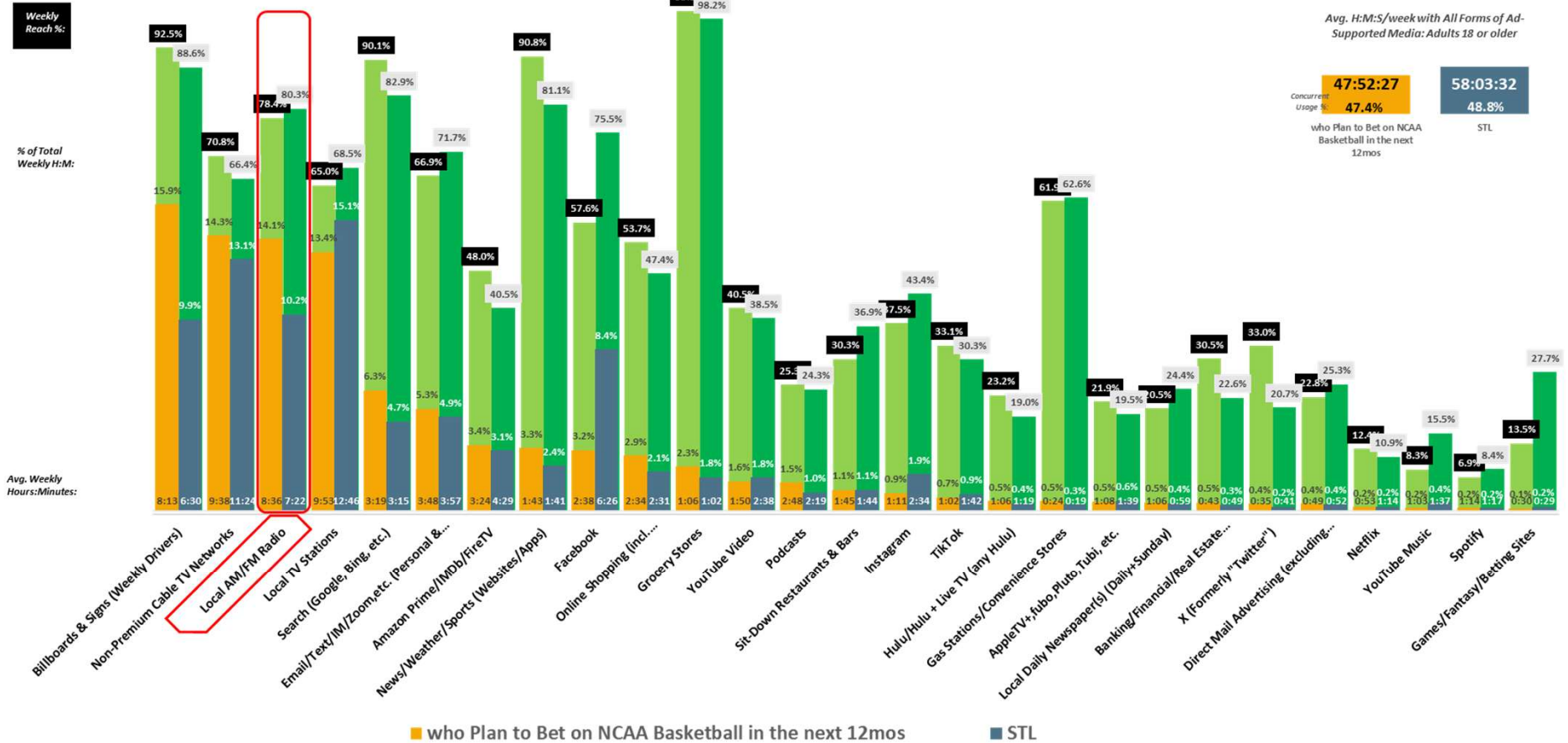


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 1 days, 14 hours, 4 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
 84.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.5% of total time spent with all forms of Ad-Supported Media.





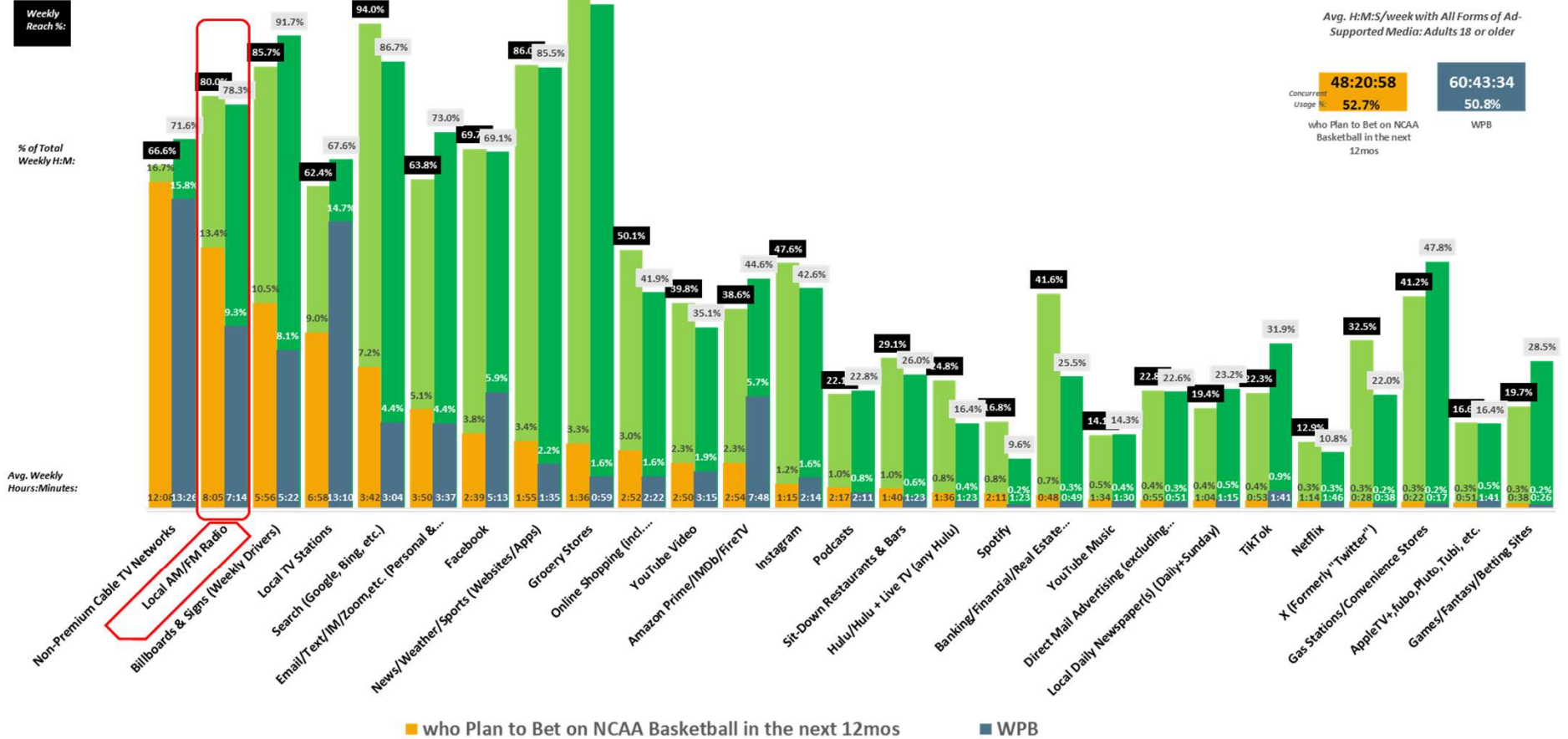
Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 1 days, 23 hours, 52 minutes and 27 seconds each week with All Forms of Ad-Supported Media.
 78.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 8 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.1% of total time spent with all forms of Ad-Supported Media.







Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 2 days, 0 hours, 20 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
 80.% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an avg. of 8 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Media.

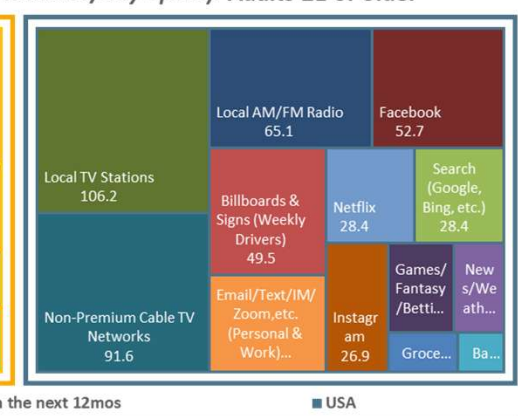
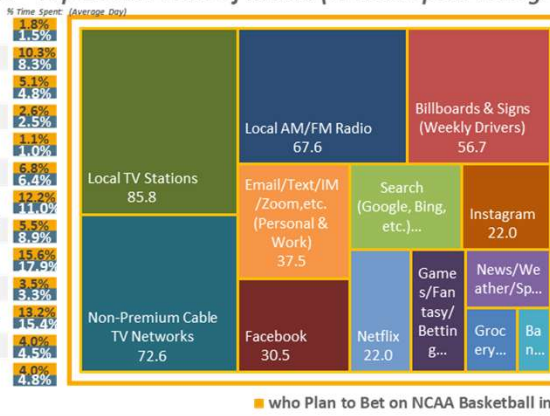
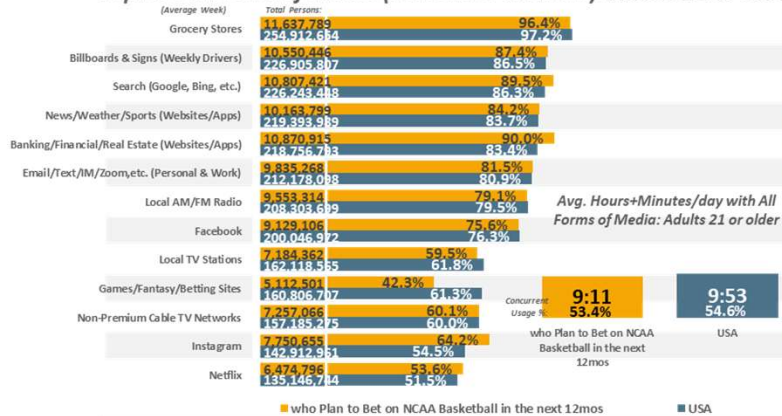




Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 6 hours and 33 minutes each day with All Forms of Ad-Supported Media. 75.7% listen to Local AM/FM Radio for an avg. of 63.1 minutes/day. (Local Radio delivers 12.1% of Time with Ad-Supported Media.)

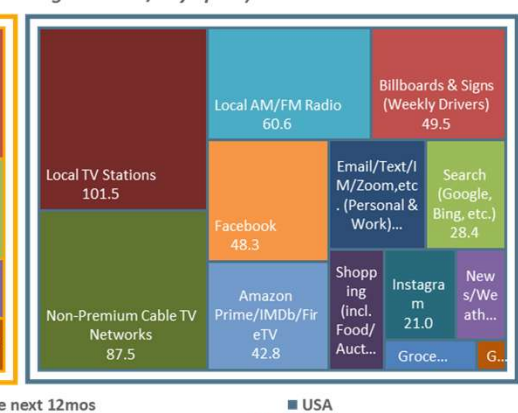
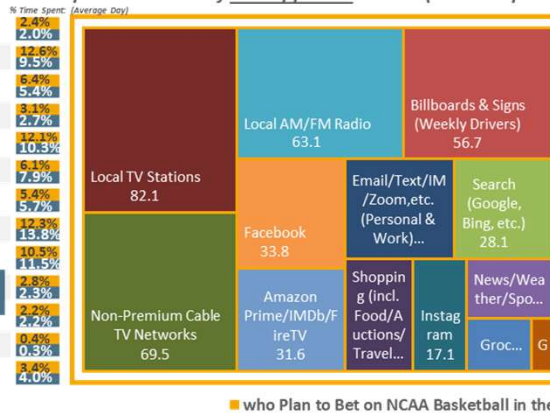
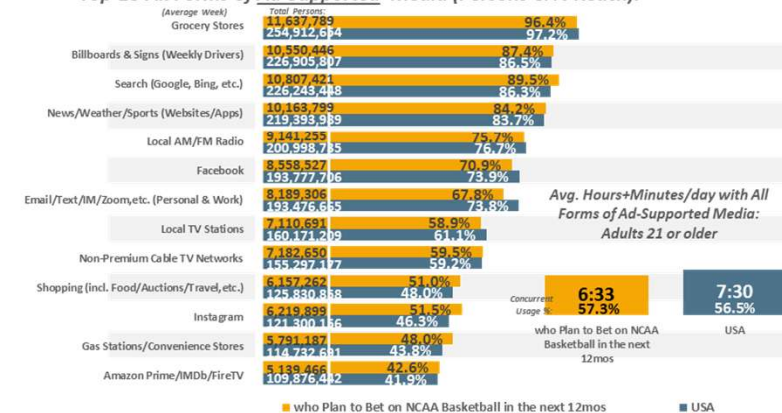
Top-13 All Forms of Media (Persons & % Reach): Adults 21 or older

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



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

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



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

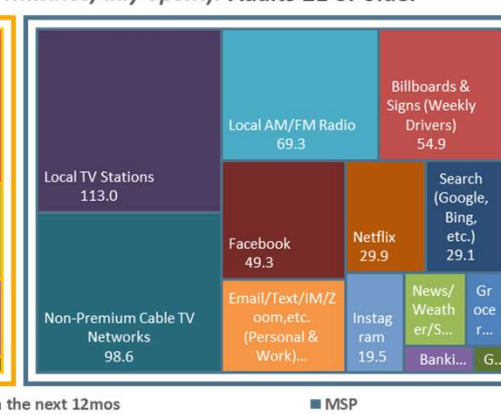
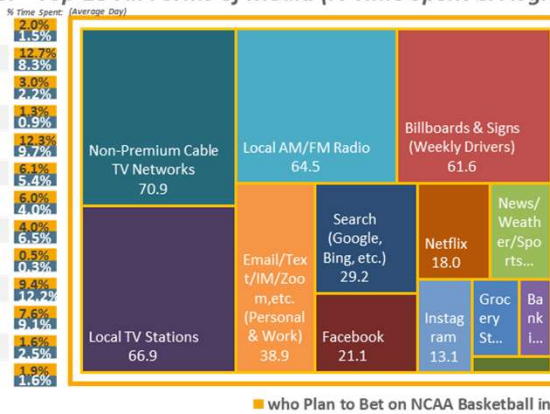
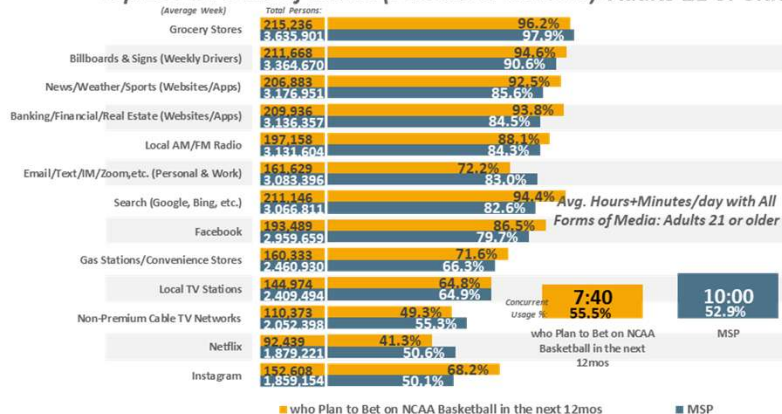
soefa.ai Share of Everything for Anything

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

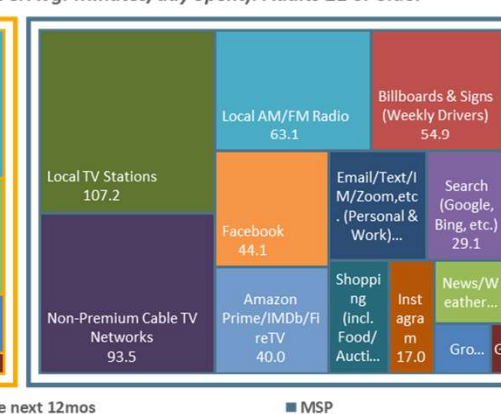
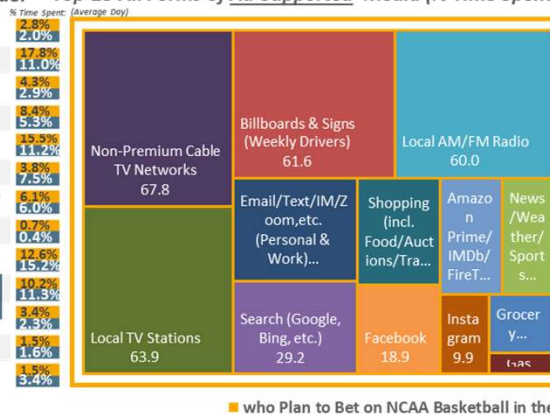
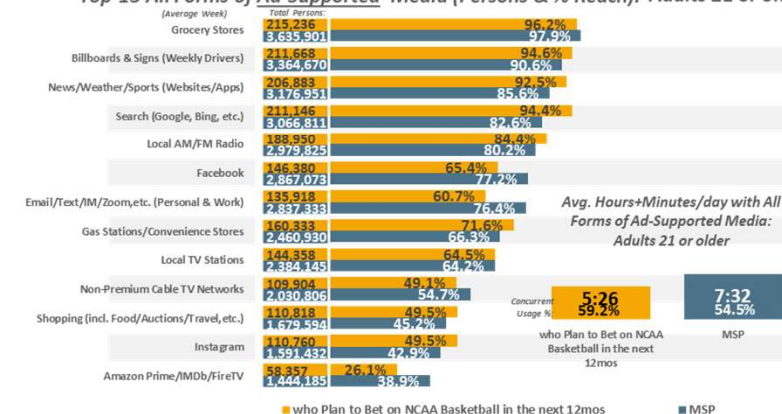


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 5 hours and 26 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 60. minutes/day. (Local Radio delivers 15.5% of Time with Ad-Supported Media.)

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



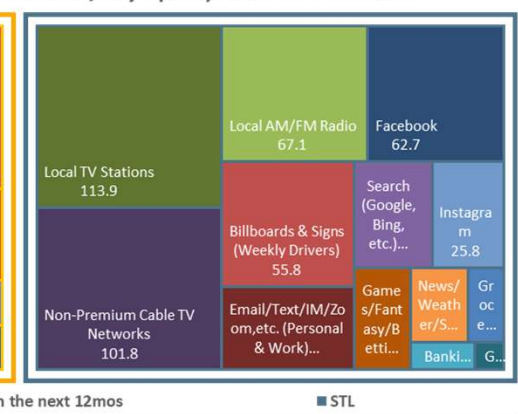
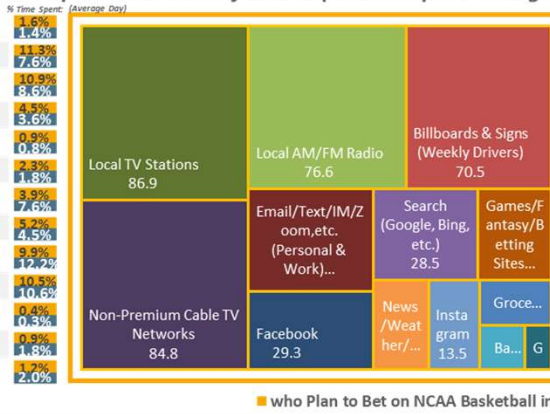
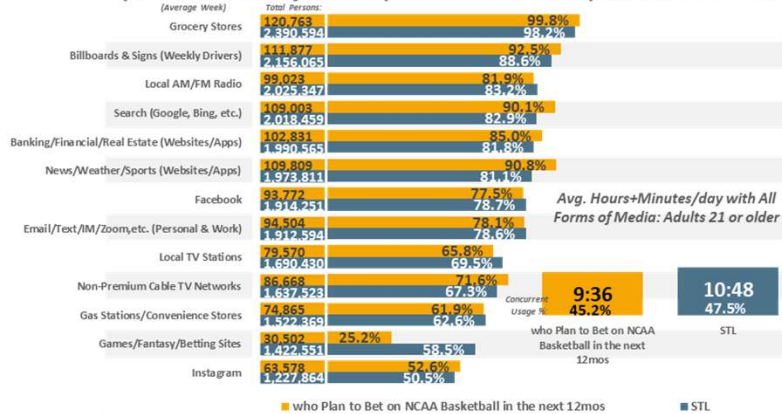
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



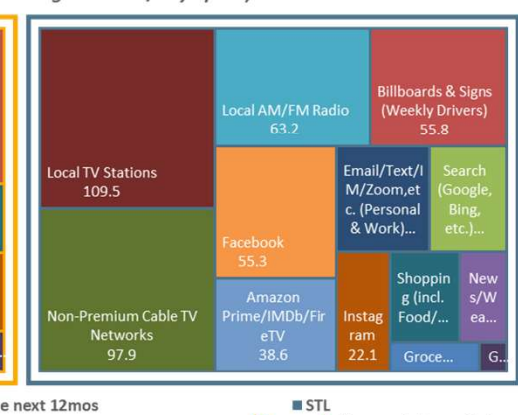
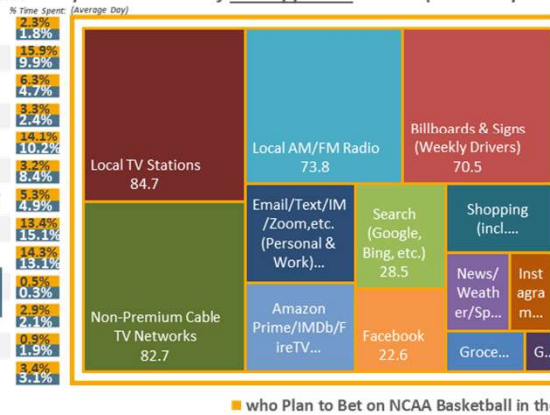
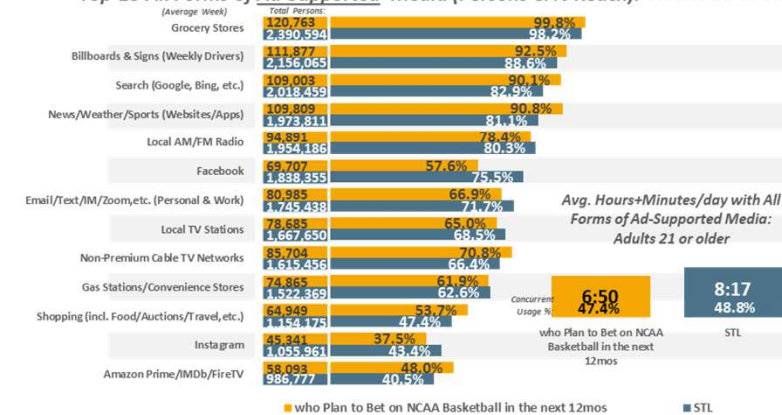


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 6 hours and 50 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 73.8 minutes/day. (Local Radio delivers 14.1% of Time with Ad-Supported Media.)

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



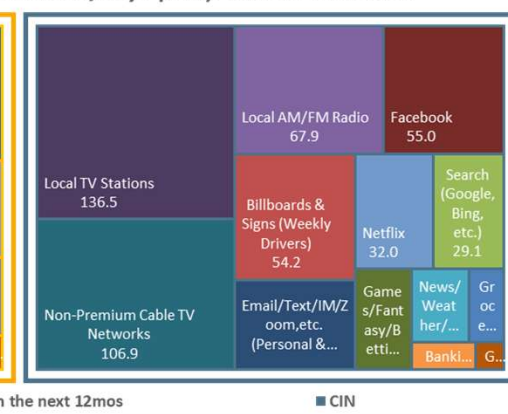
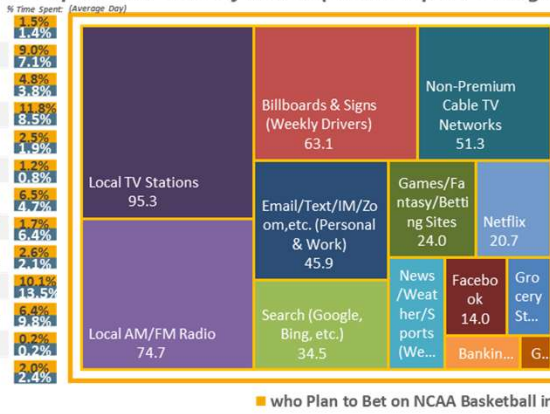
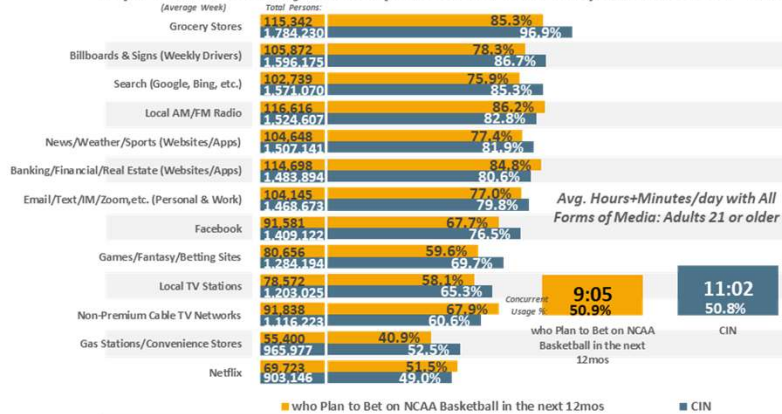
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



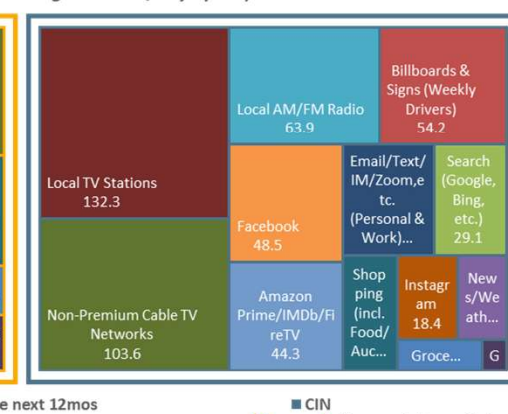
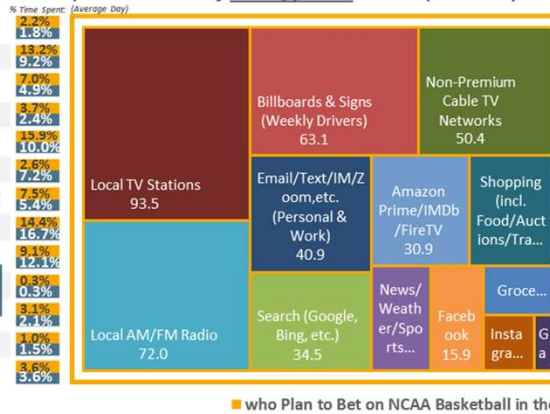
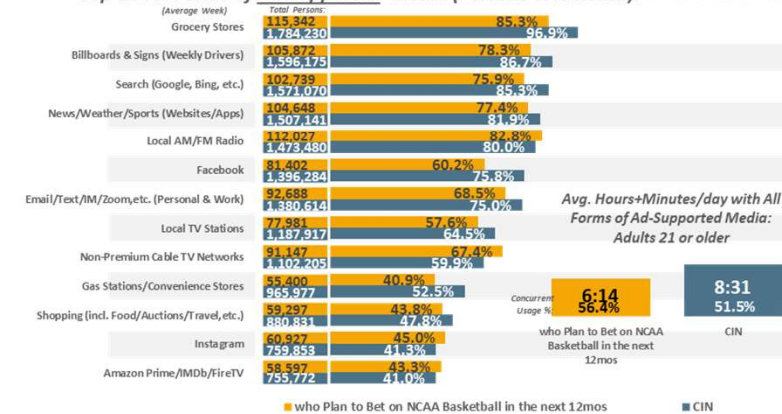


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 6 hours and 14 minutes each day with All Forms of Ad-Supported Media. 82.8% listen to Local AM/FM Radio for an avg. of 72. minutes/day. (Local Radio delivers 15.9% of Time with Ad-Supported Media.)

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



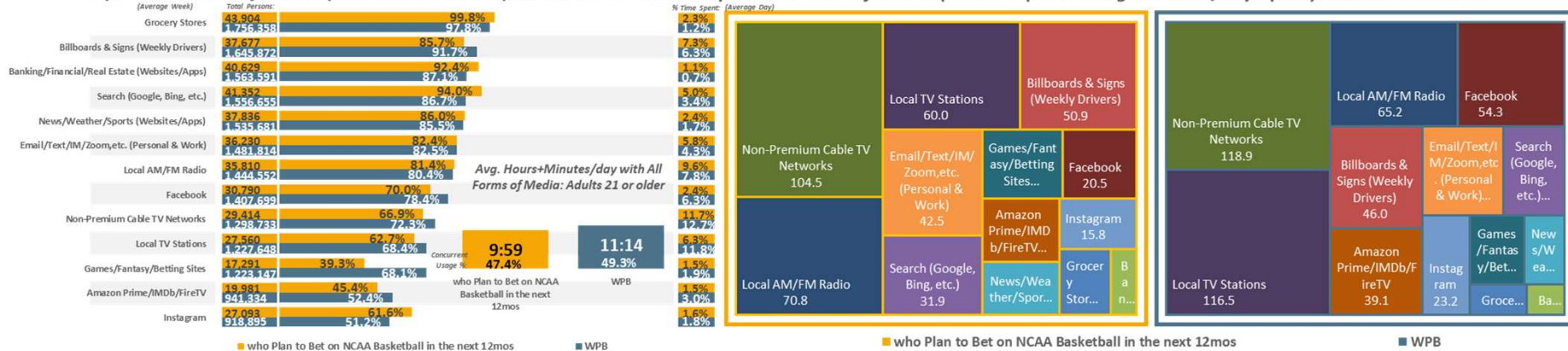
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



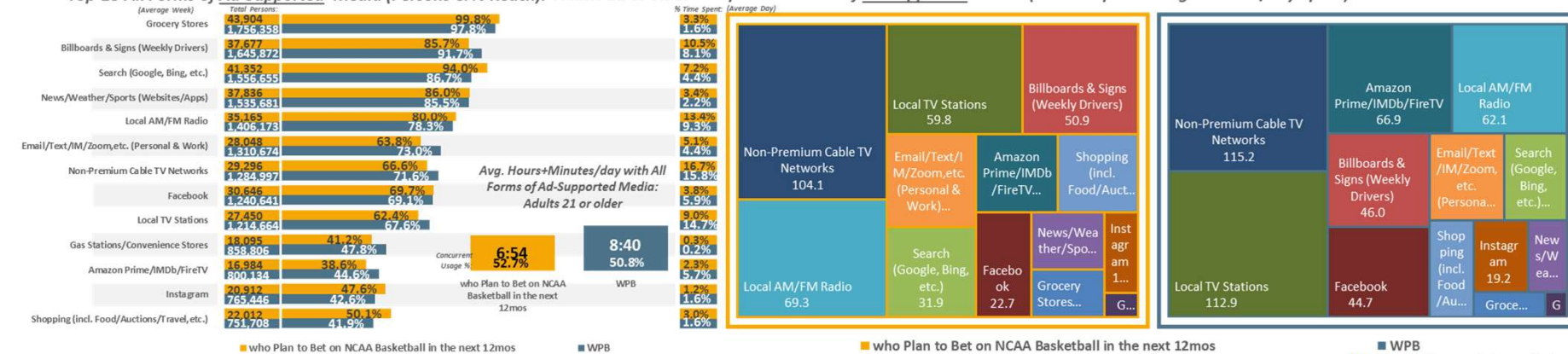


Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 69.3 minutes/day. (Local Radio delivers 13.4% of Time with Ad-Supported Media.)

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



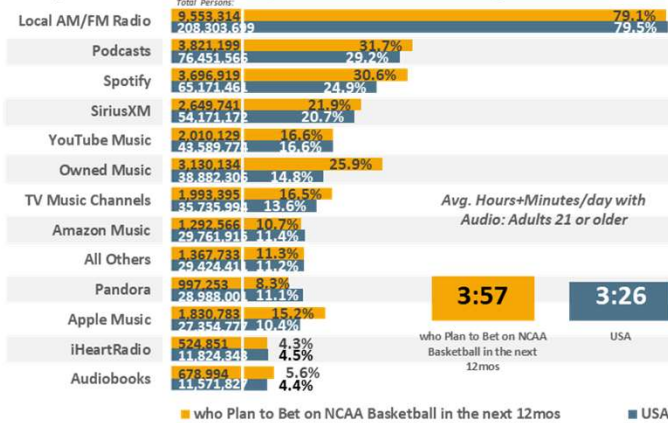
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 21 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



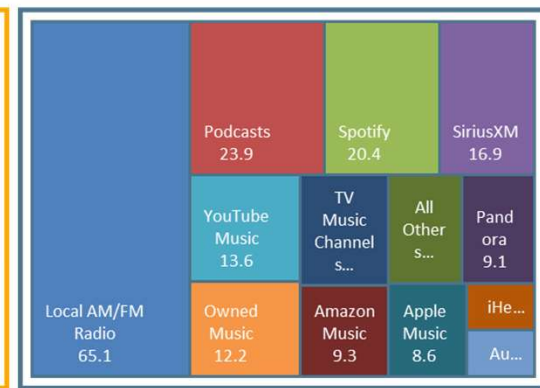
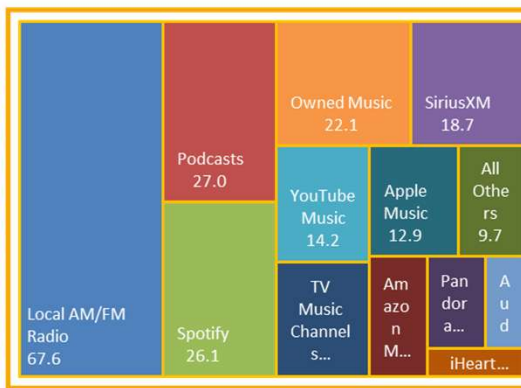


9,141,255 or 75.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

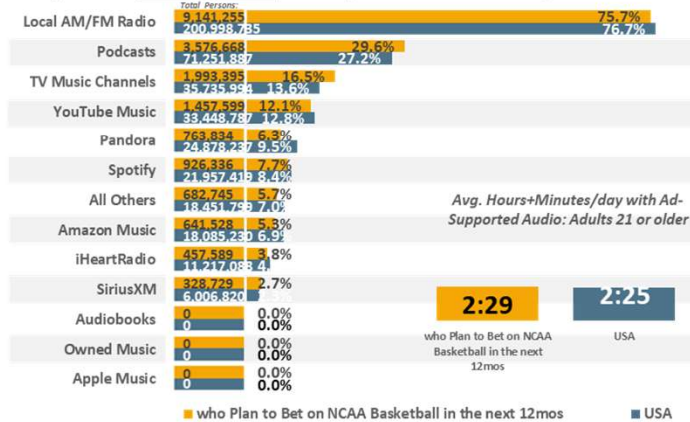
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



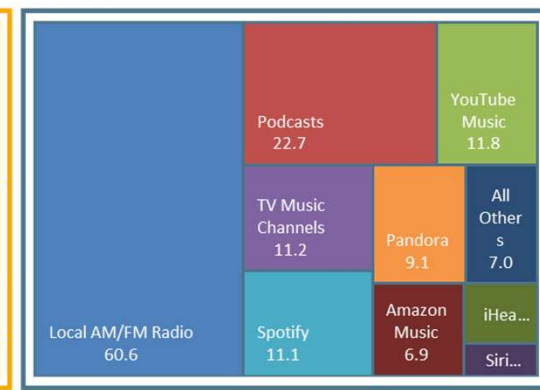
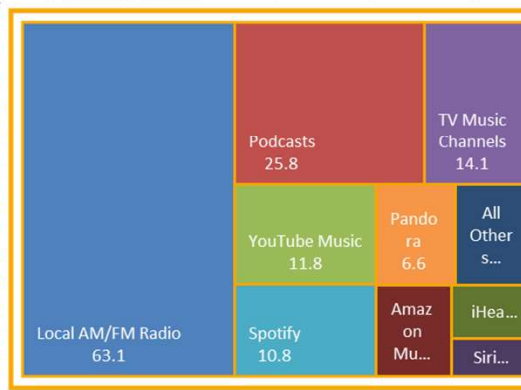
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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

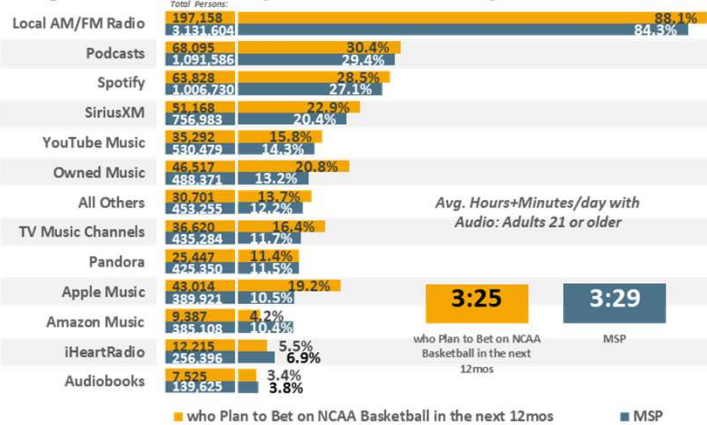
soefa.ai Share of Everything for Anything

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

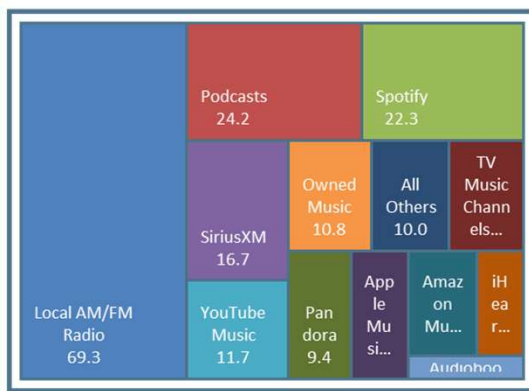
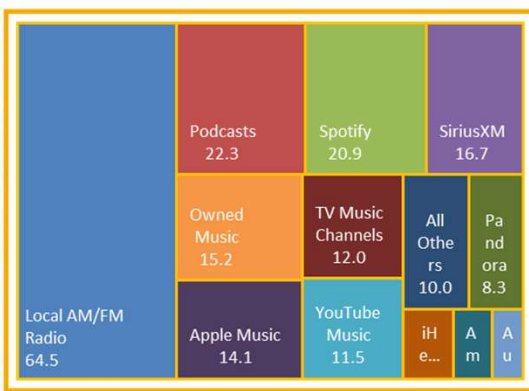


188,950 or 84.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.

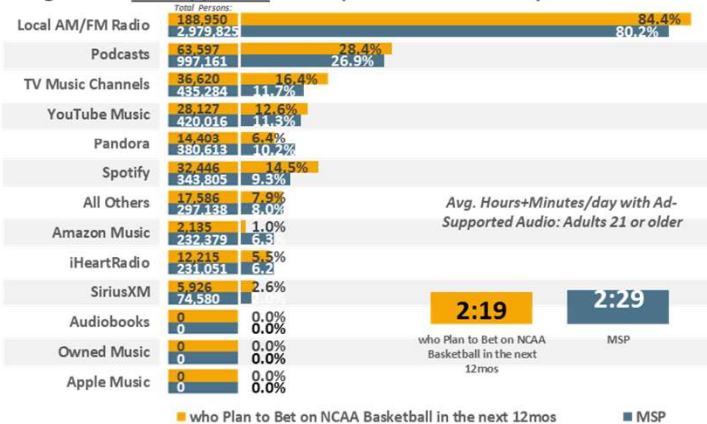
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



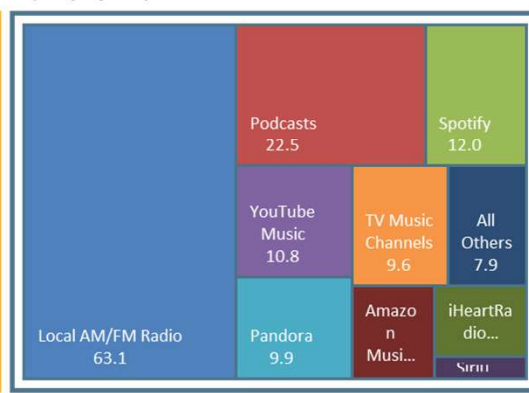
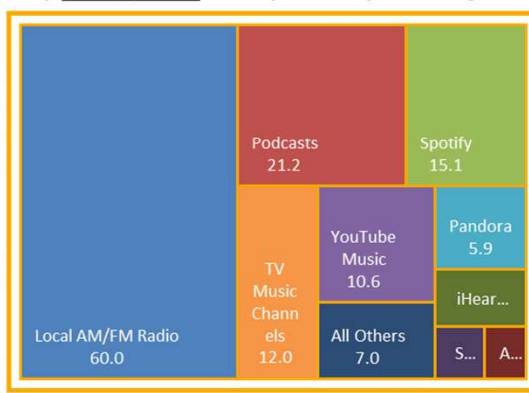
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



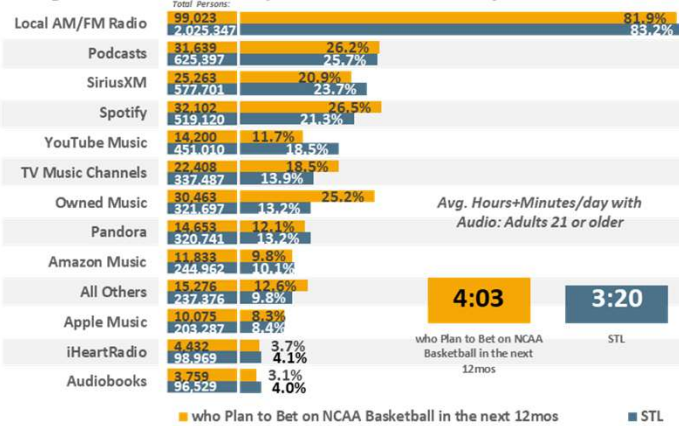
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



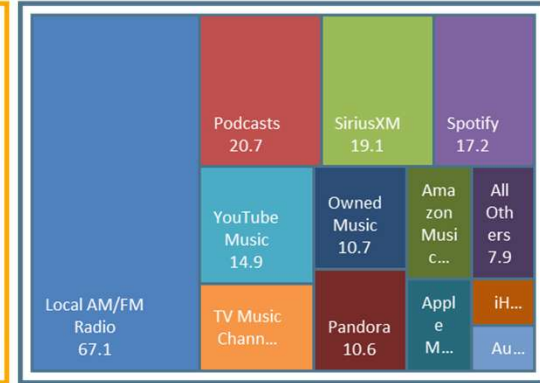
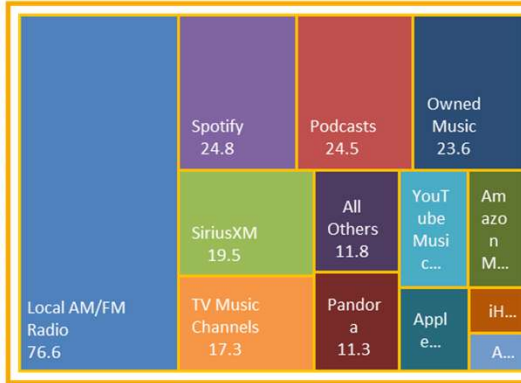


94,891 or 78.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.8 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.

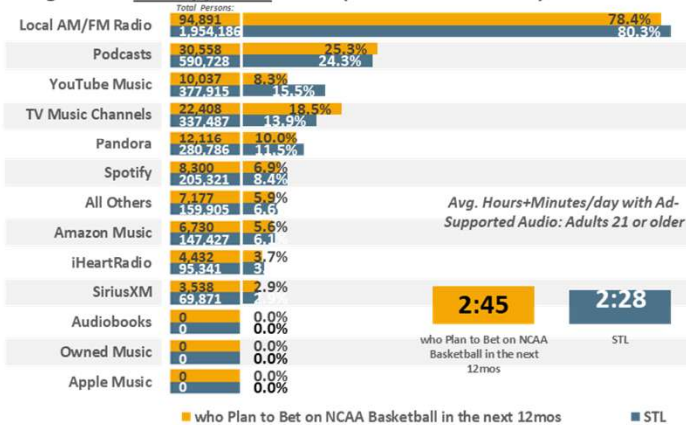
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



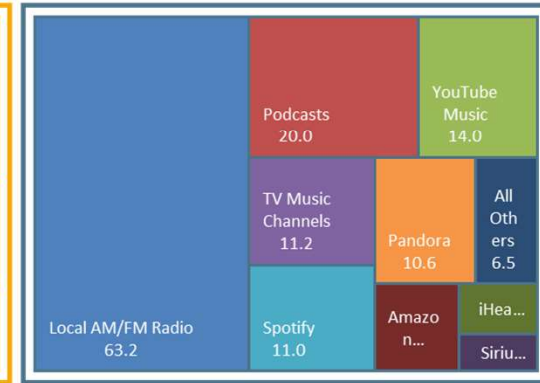
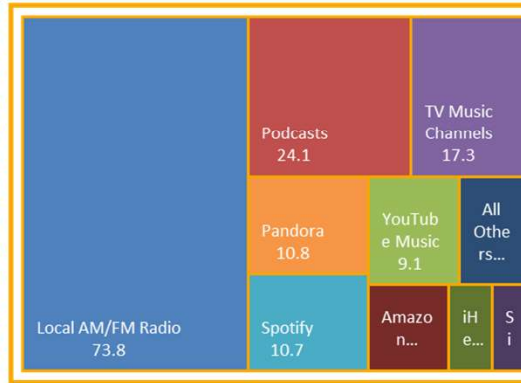
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



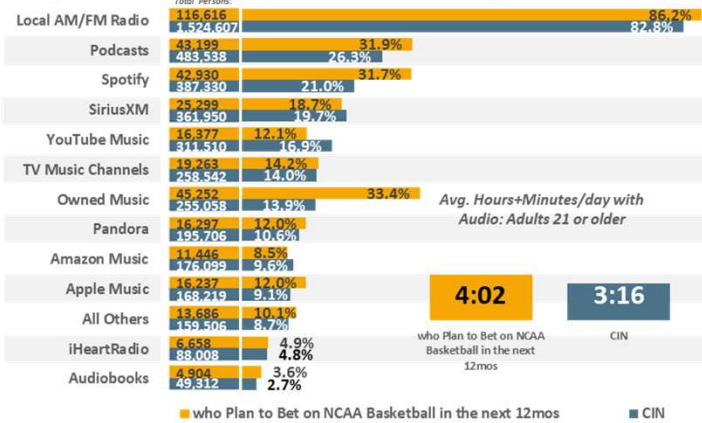
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



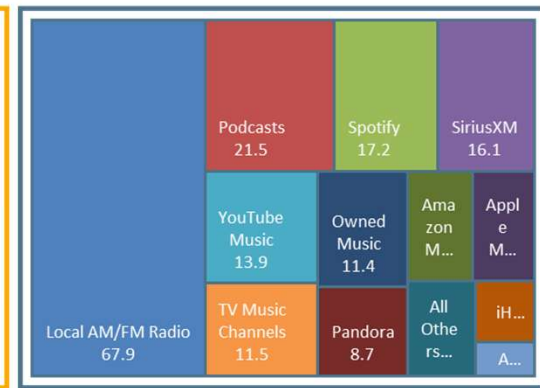
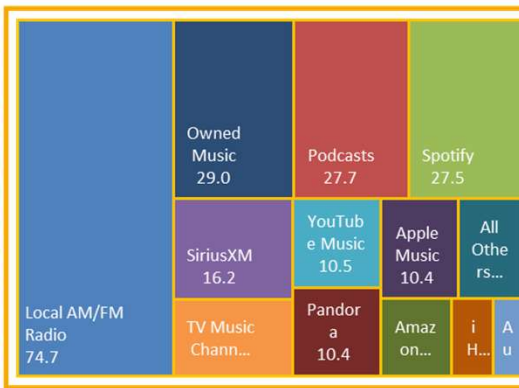


112,027 or 82.8% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 72. minutes every day representing 47.3% of all time spent daily with Ad-Supported Audio.

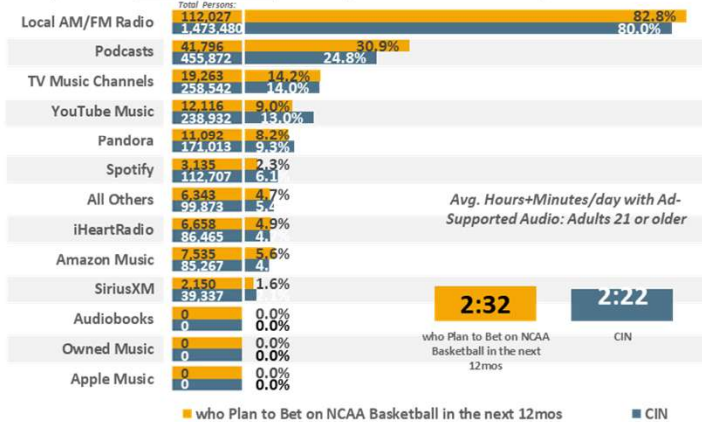
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



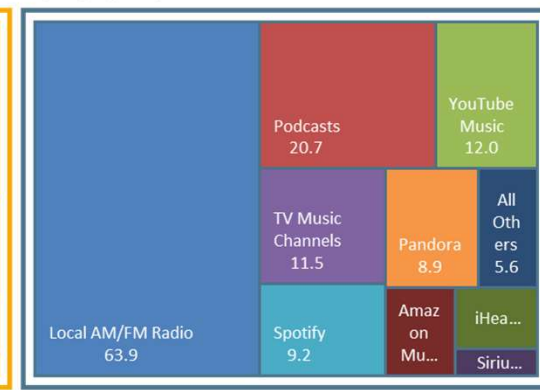
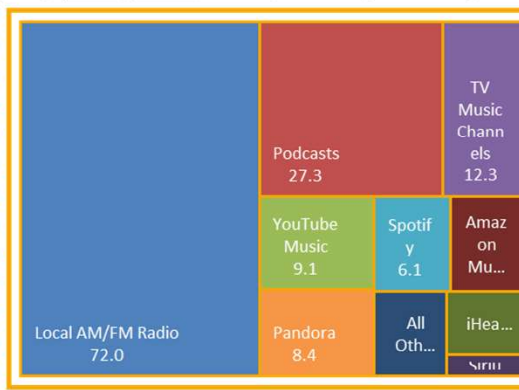
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



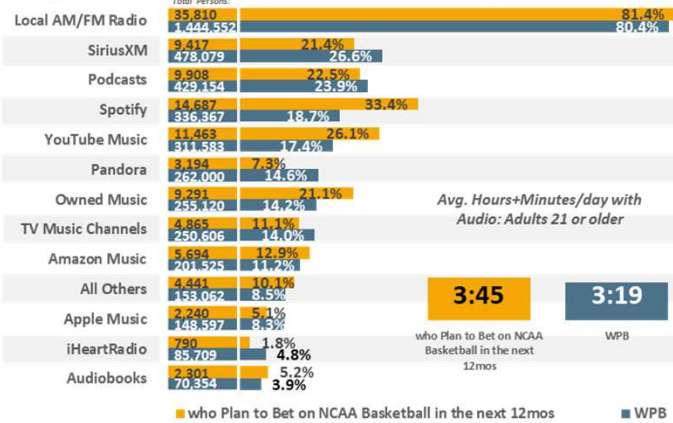
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



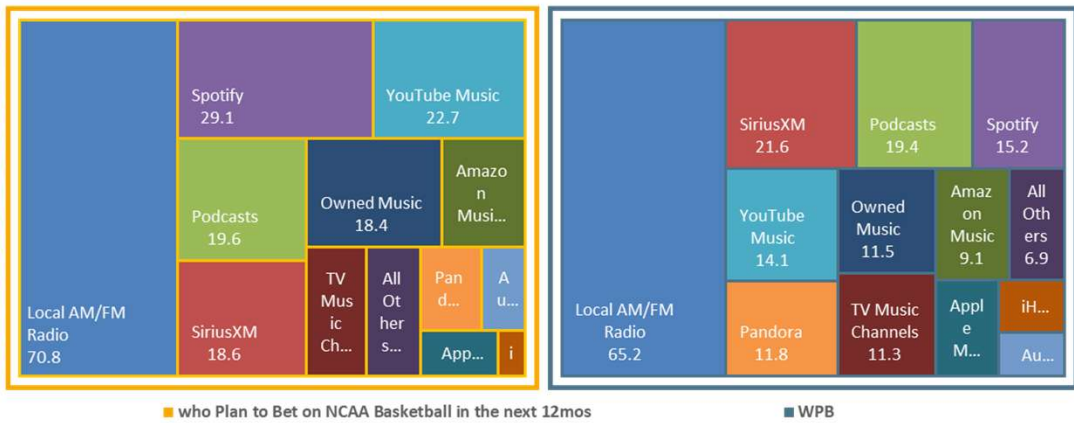


35,165 or 80.0% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.

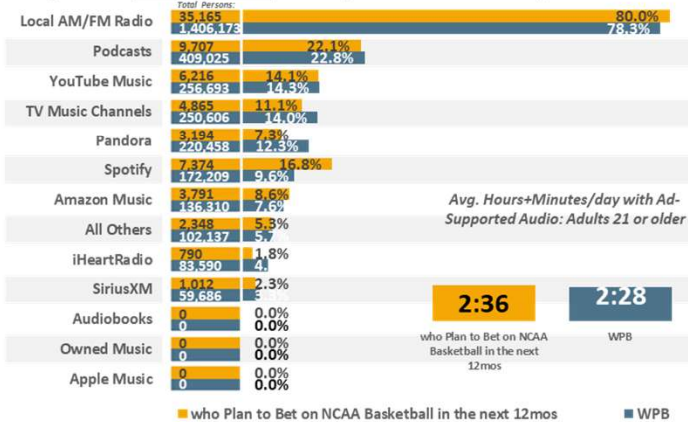
Avg. Week All Audio (Persons & % Reach): Adults 21 or older



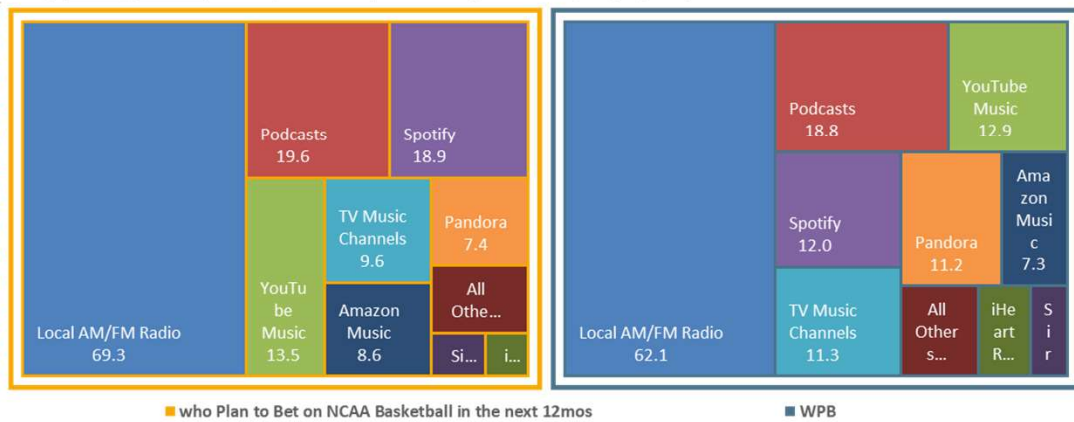
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

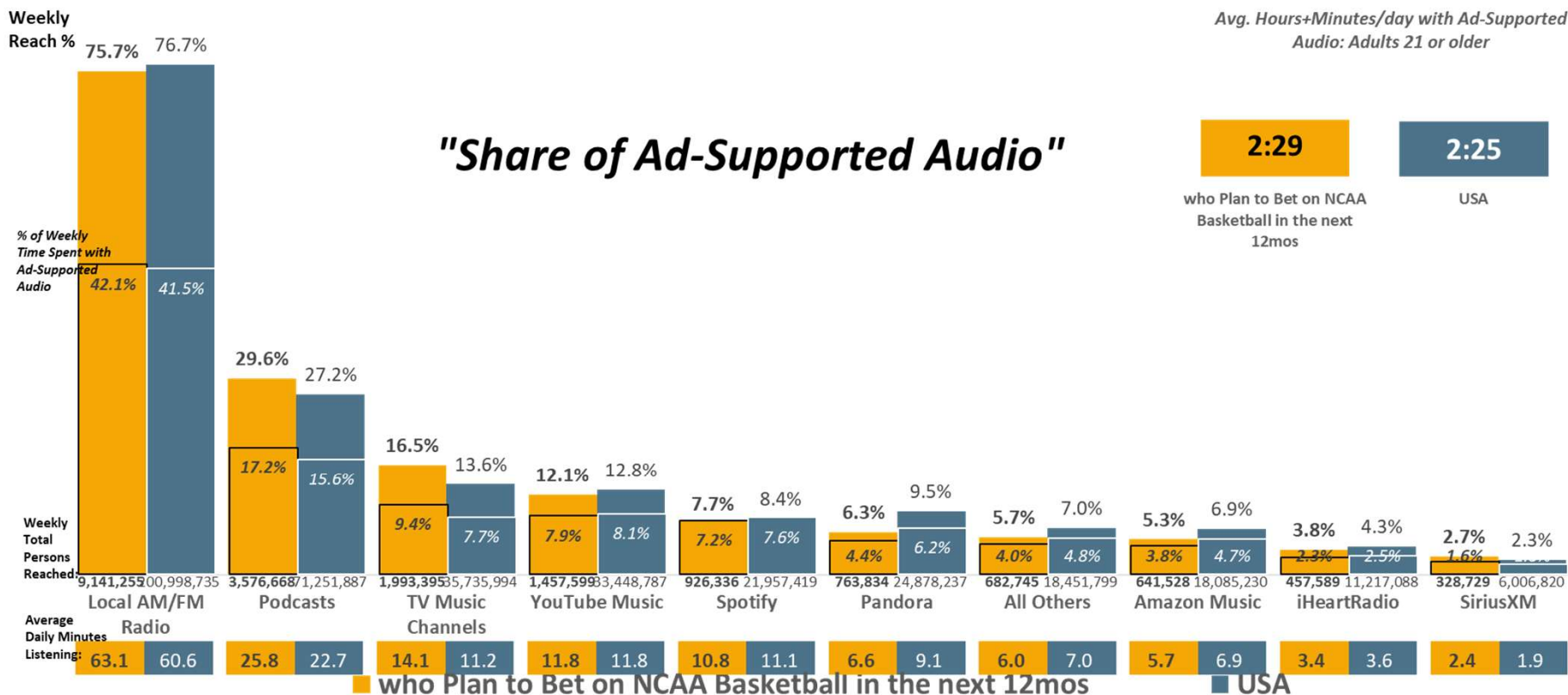


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



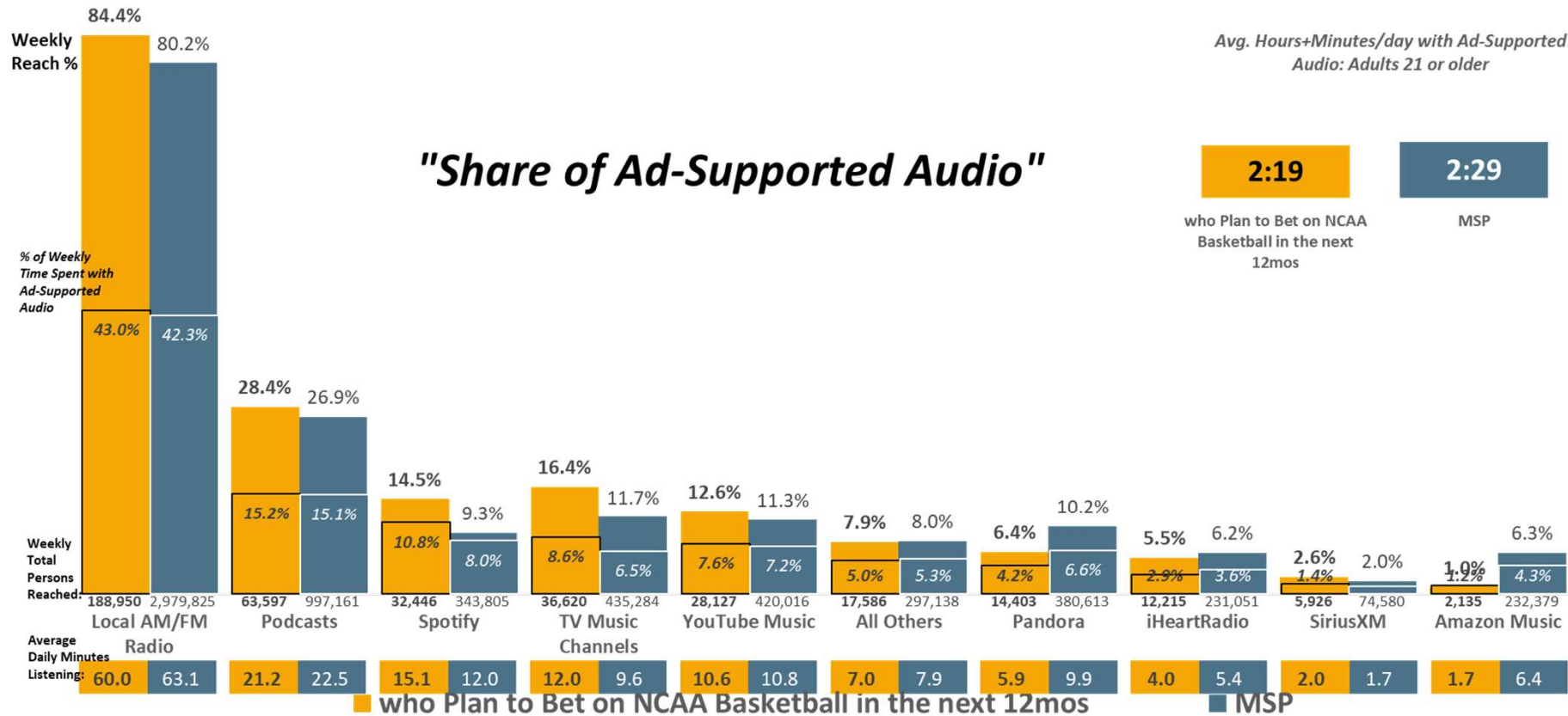


9,141,255 or 75.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.





188,950 or 84.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60. minutes every day representing 43.% of all time spent daily with Ad-Supported Audio.





94,891 or 78.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.8 minutes every day representing 44.6% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

78.4% 80.3%

% of Weekly Time Spent with Ad-Supported Audio

44.6% 42.6%

Weekly Total Persons Reached

Average Daily Minutes Listening

"Share of Ad-Supported Audio"

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

2:45

2:28

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

STL

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

STL

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 107
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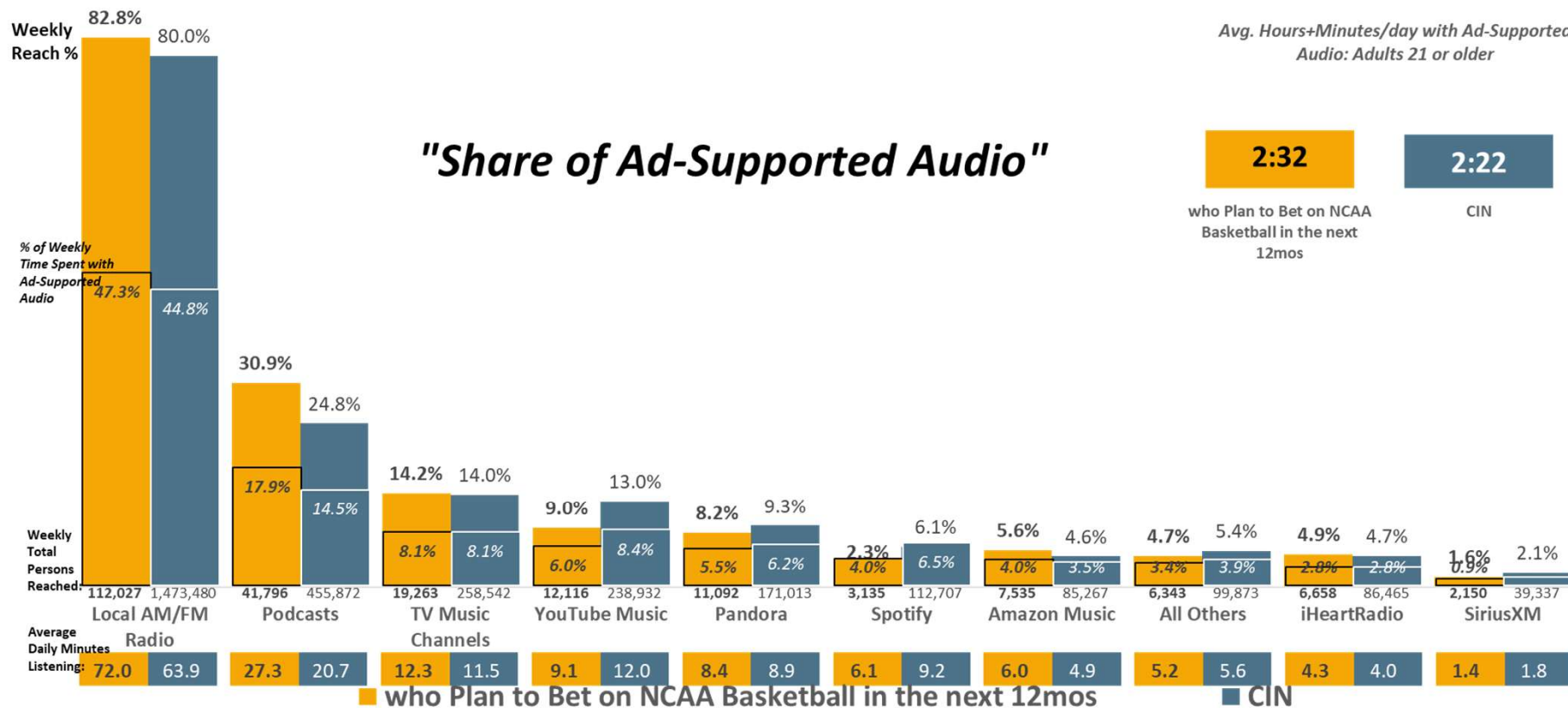
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051

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

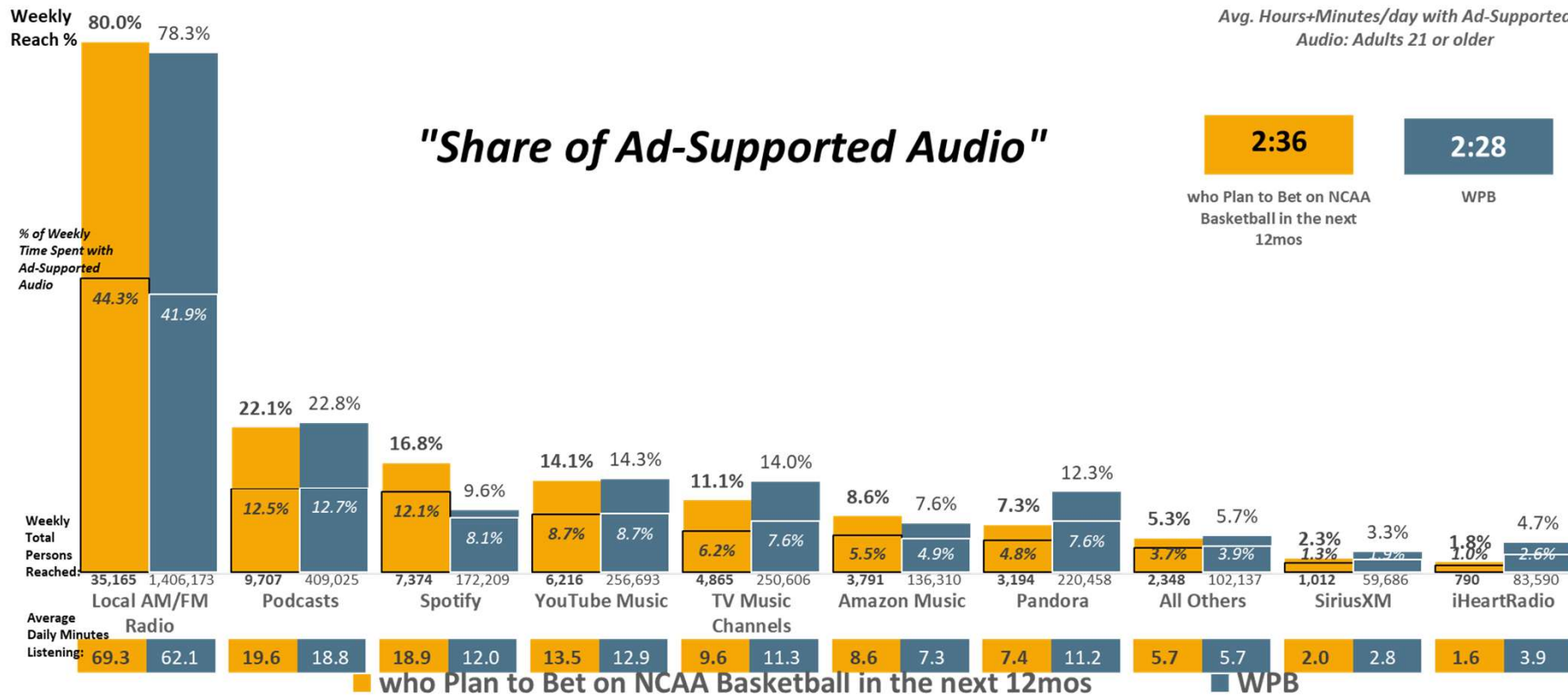


112,027 or 82.8% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 72. minutes every day representing 47.3% of all time spent daily with Ad-Supported Audio.





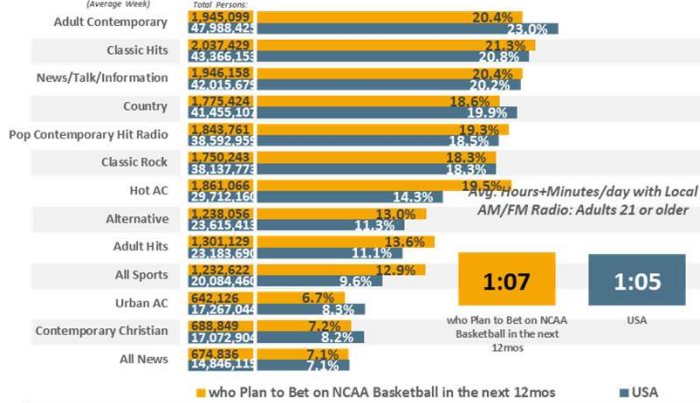
35,165 or 80.0% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.3 minutes every day representing 44.3% of all time spent daily with Ad-Supported Audio.



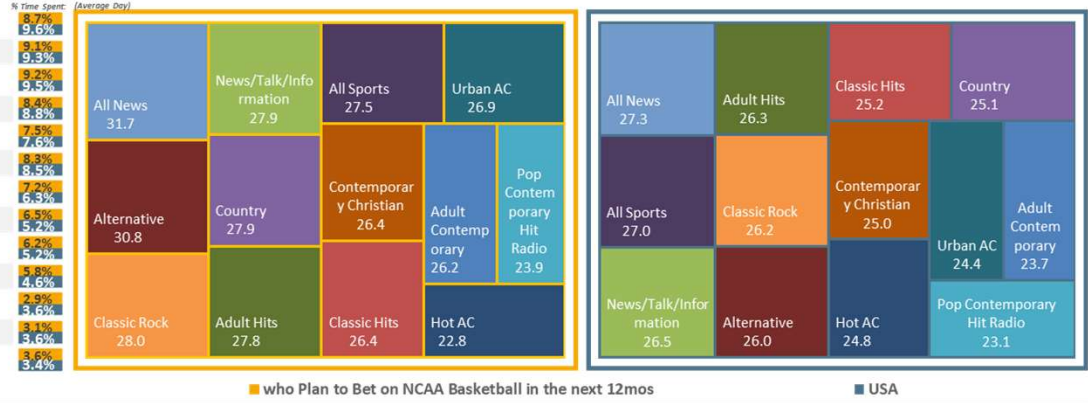


9,141,255 or 75.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Hot AC, Pop Contemporary Hit Radio, and Country.

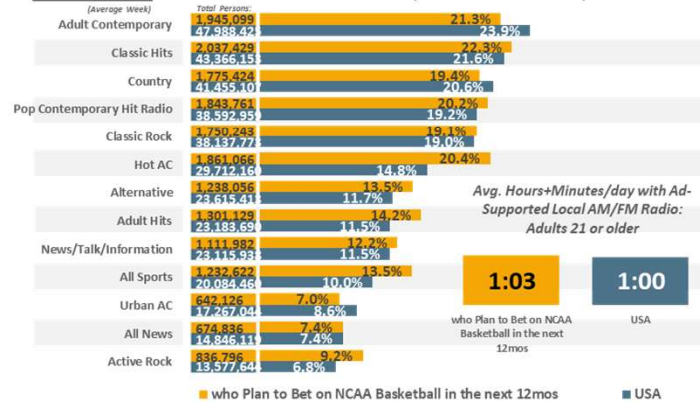
Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older



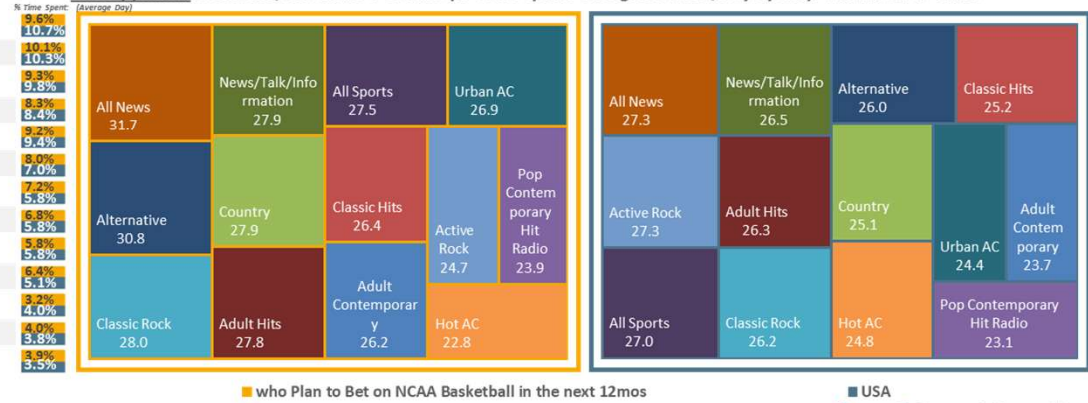
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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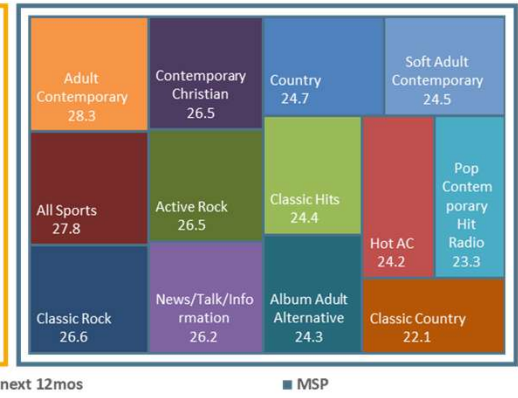
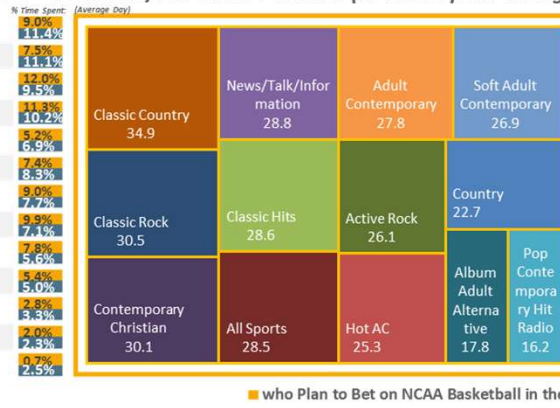
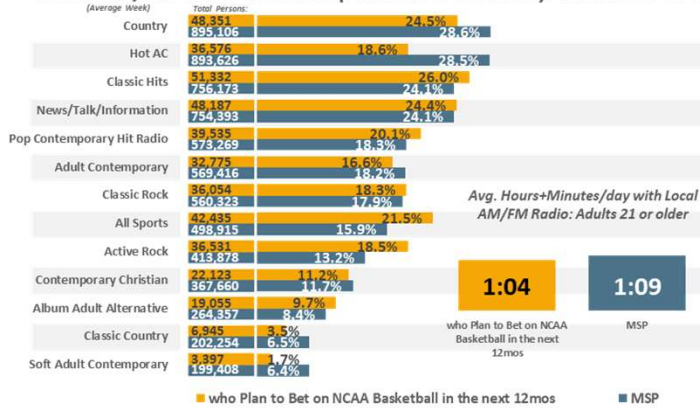
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

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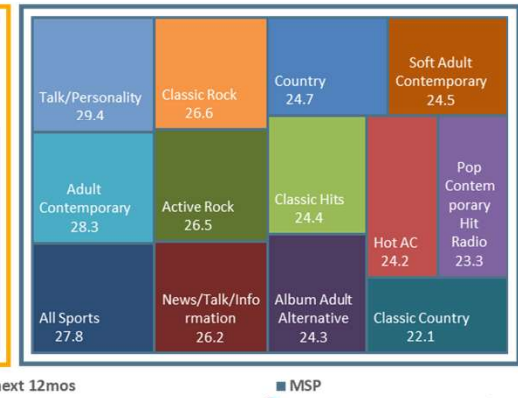
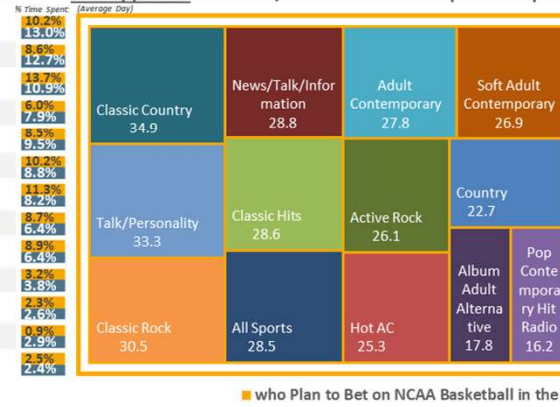
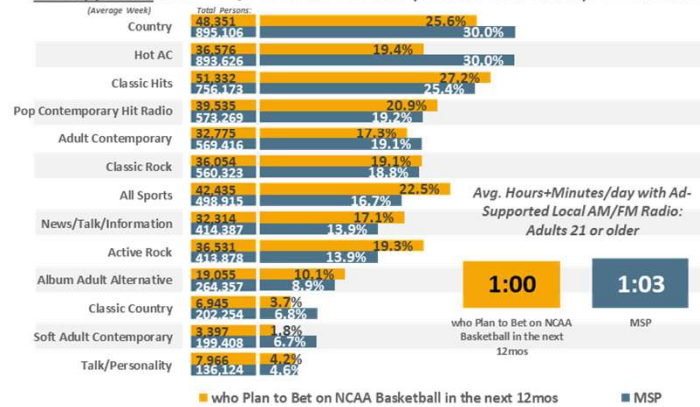


188,950 or 84.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, All Sports, Pop Contemporary Hit Radio, and Hot AC.

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



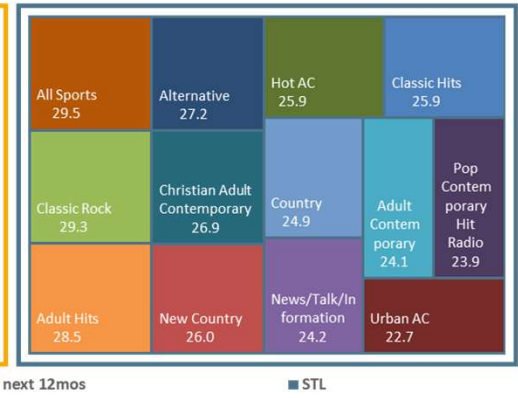
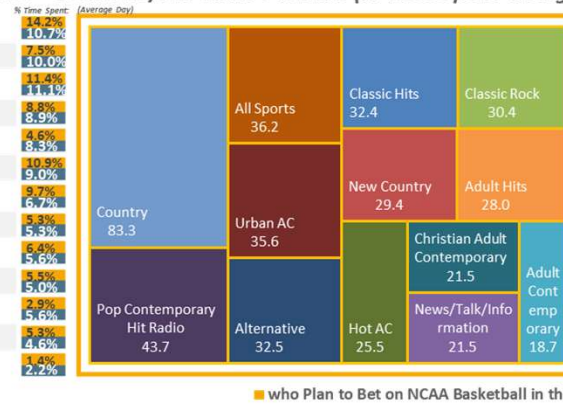
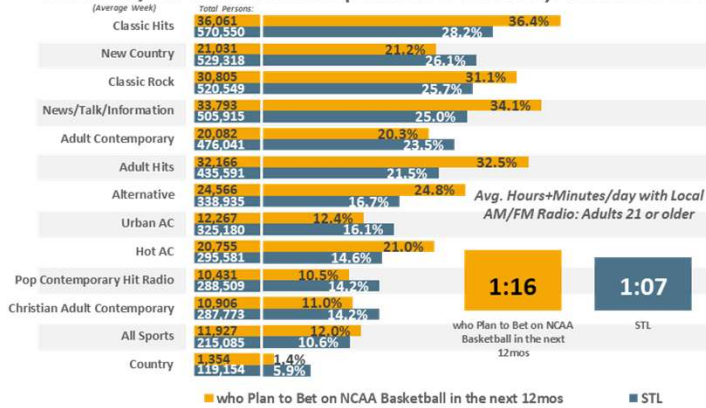
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



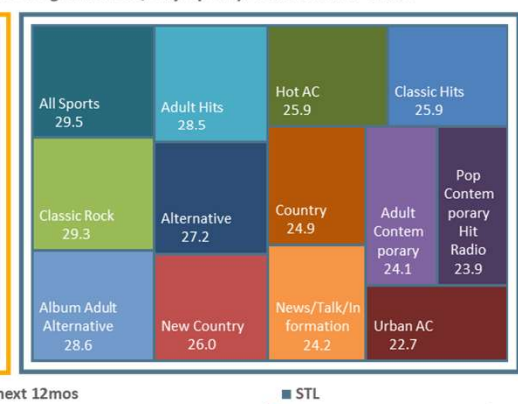
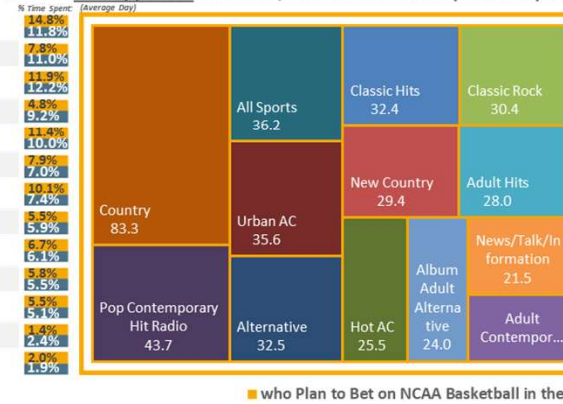
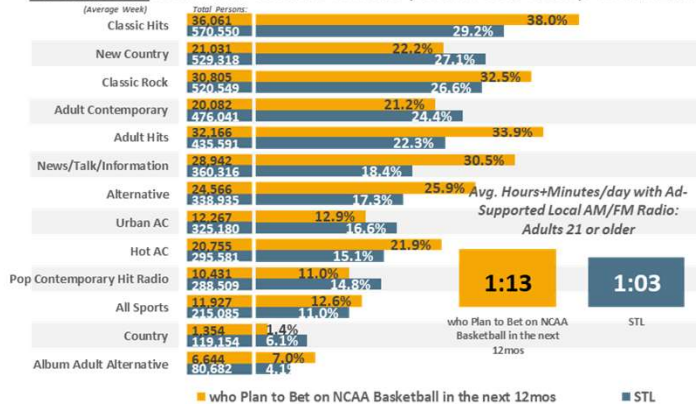


94,891 or 78.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Hits, Classic Rock, News/Talk/Information, and Alternative.

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



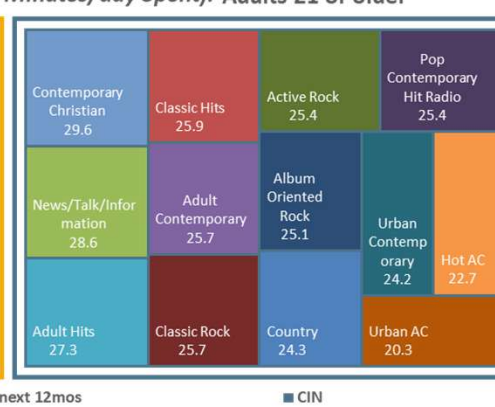
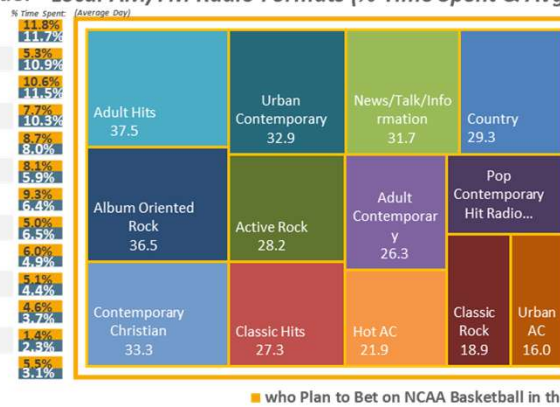
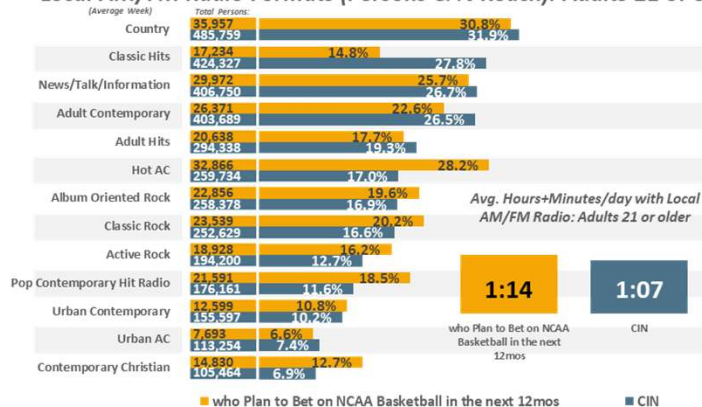
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



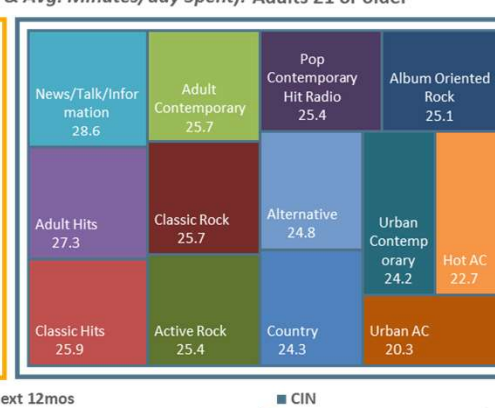
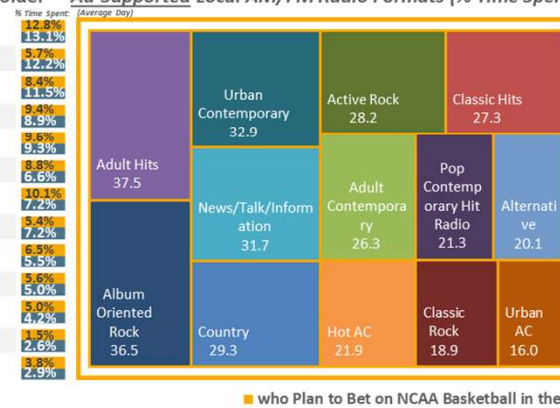
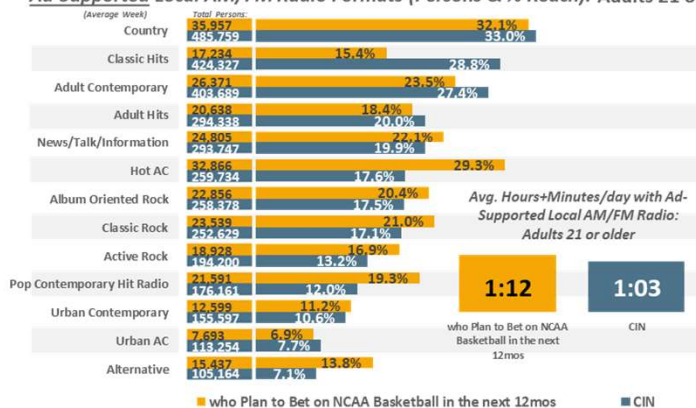


112,027 or 82.8% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Adult Contemporary, News/Talk/Information, and Classic Rock.

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



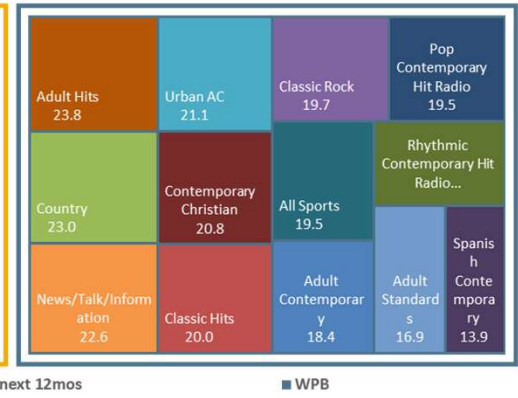
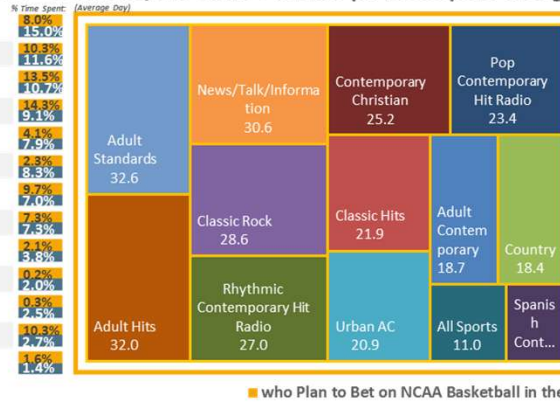
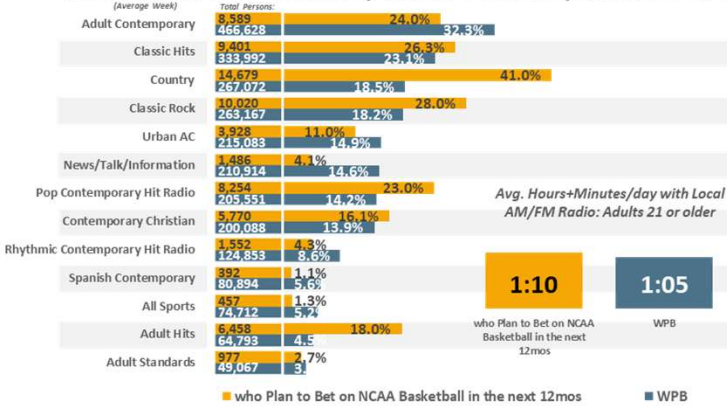
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 21 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



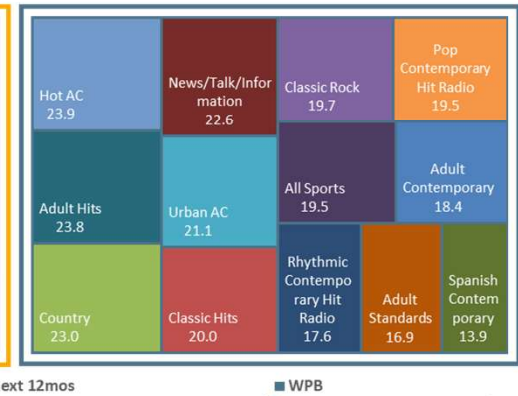
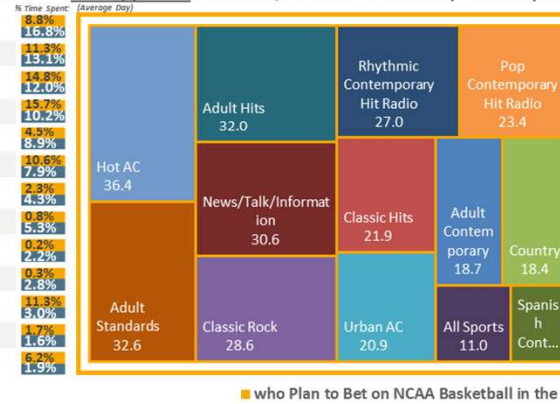
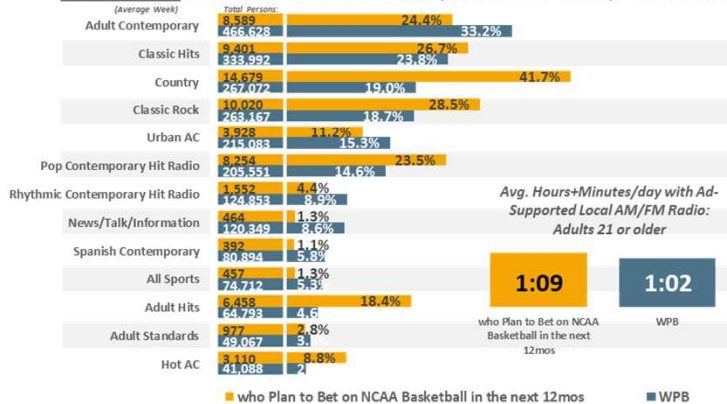


35,165 or 80.0% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Classic Hits, Adult Contemporary, and Pop Contemporary Hit Radio.

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



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

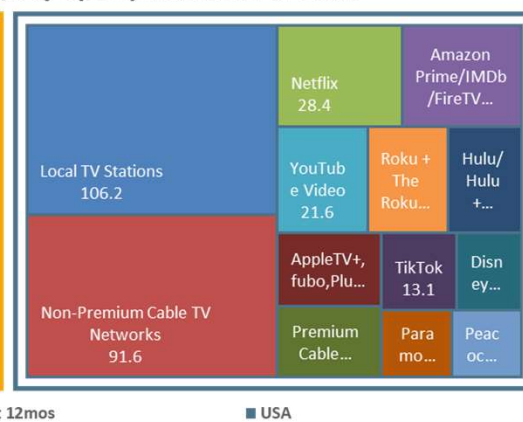
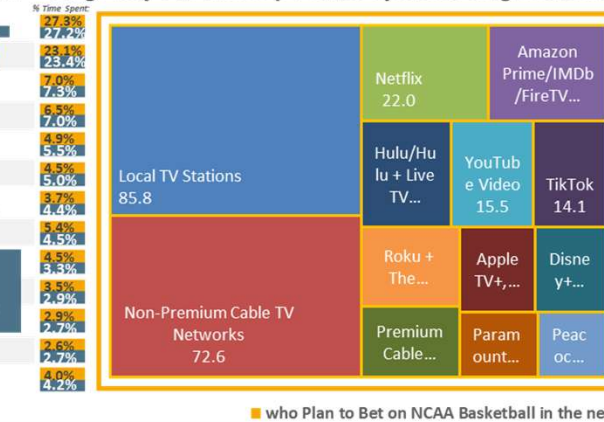
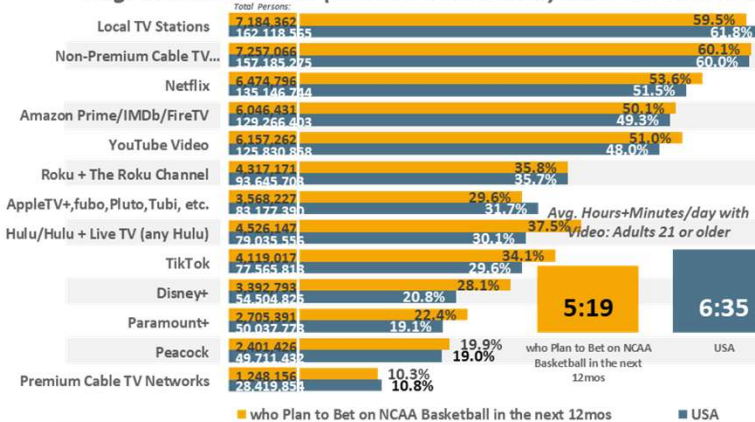




7,110,691 or 58.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 82.1 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

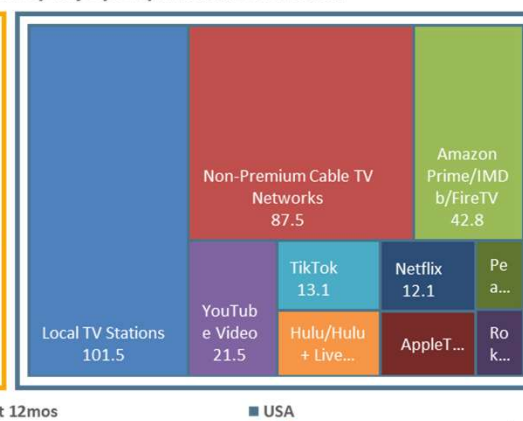
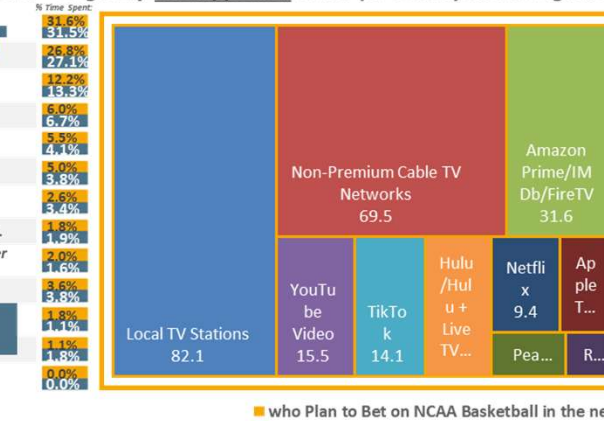
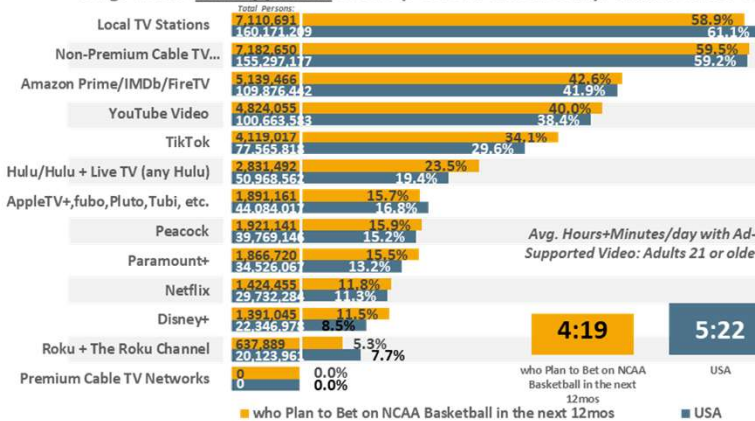
Avg. Week All Video (Persons & % Reach): Adults 21 or older

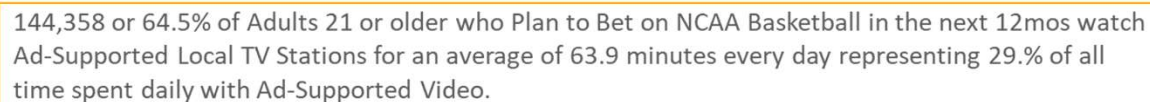
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



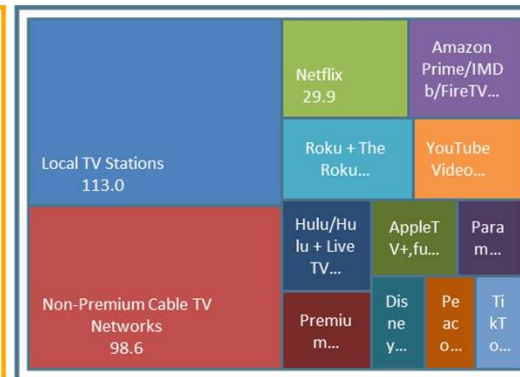
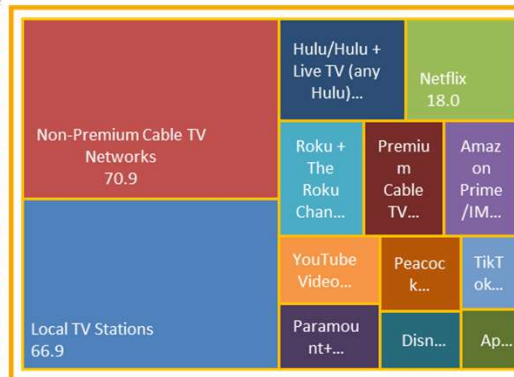
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 21 or older

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

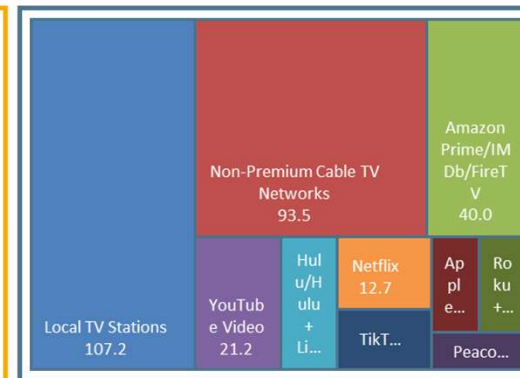
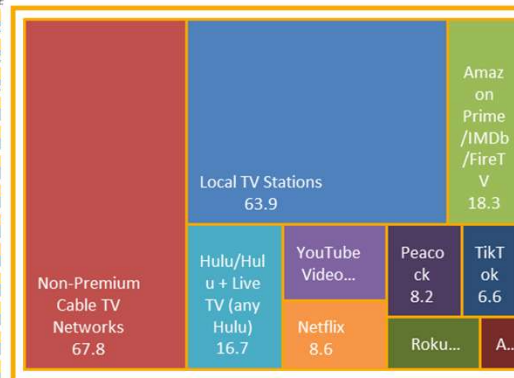




Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

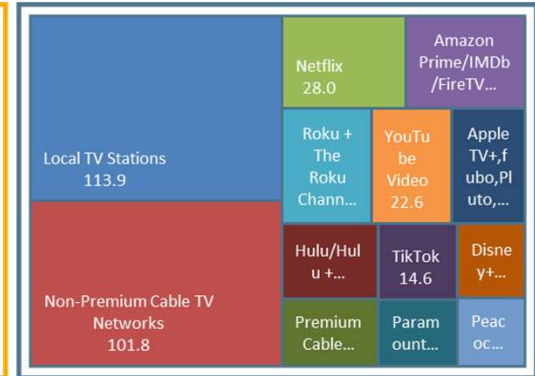
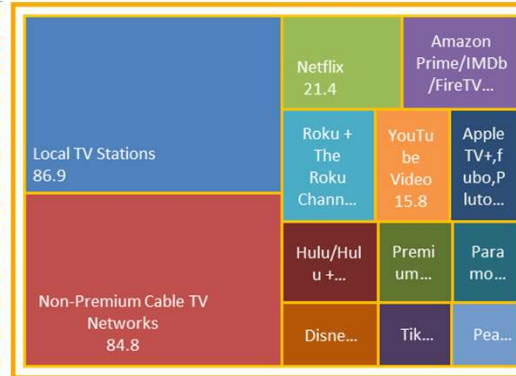
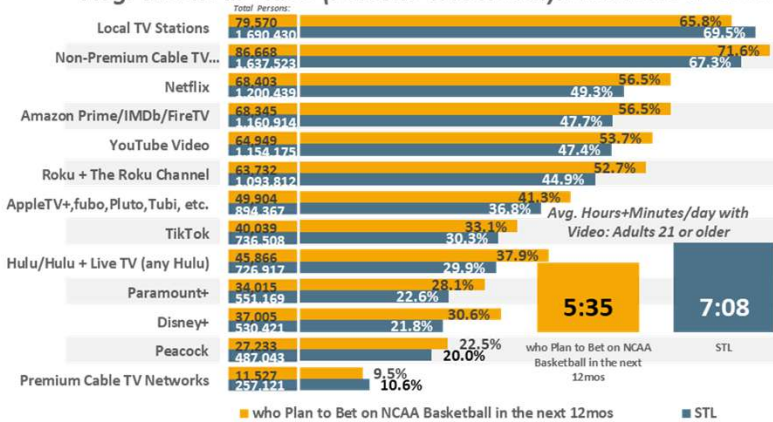




78,685 or 65.% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 84.7 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

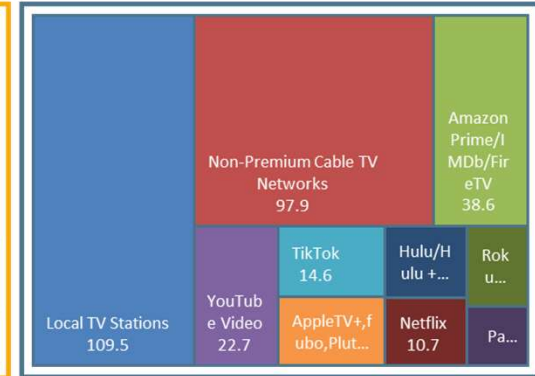
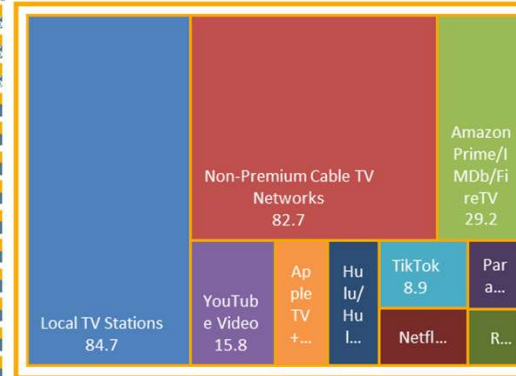
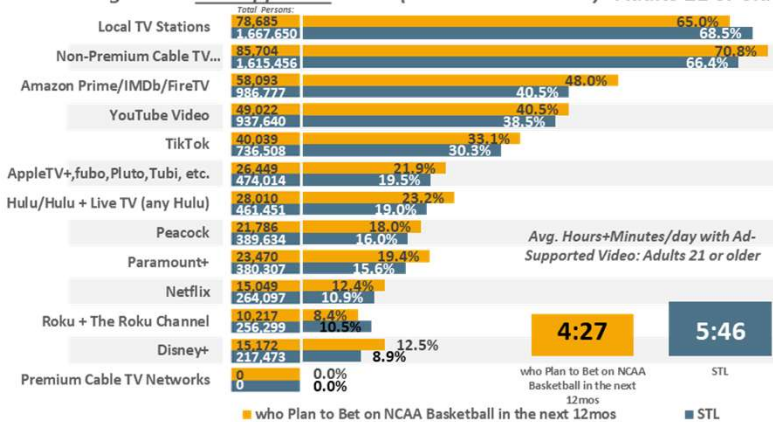
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 107
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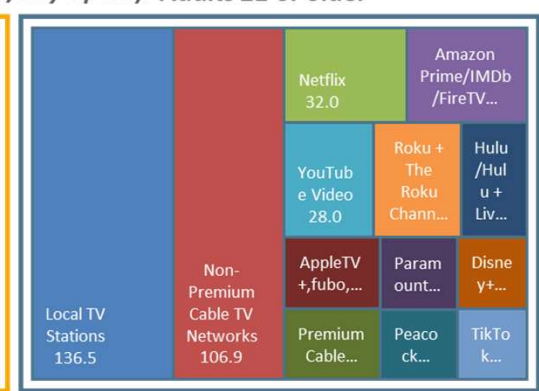
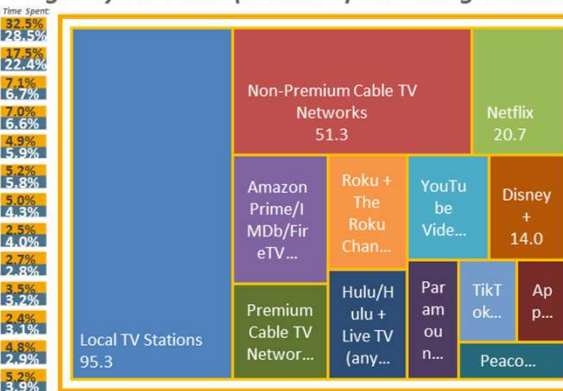
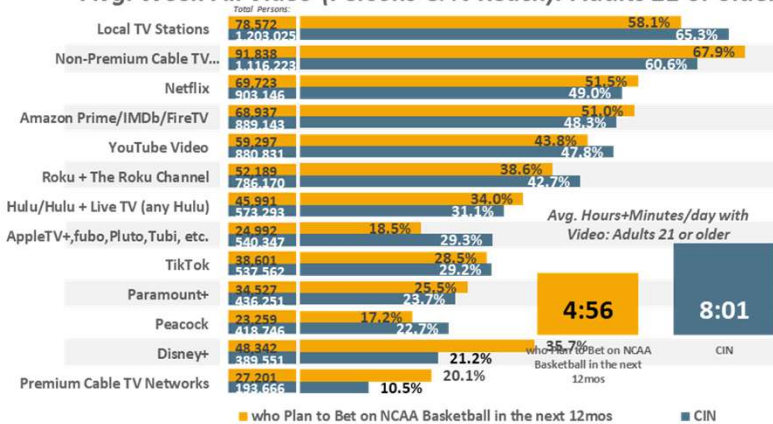
Sports betting - sports plan to bet on next 12 months: NCAA basketball



77,981 or 57.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 93.5 minutes every day representing 39.4% of all time spent daily with Ad-Supported Video.

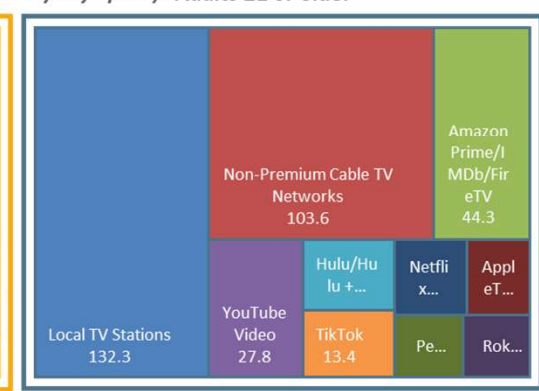
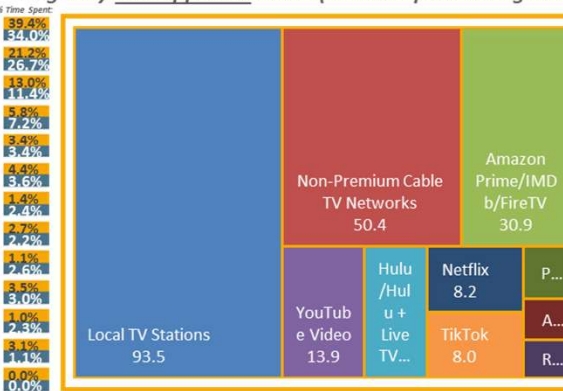
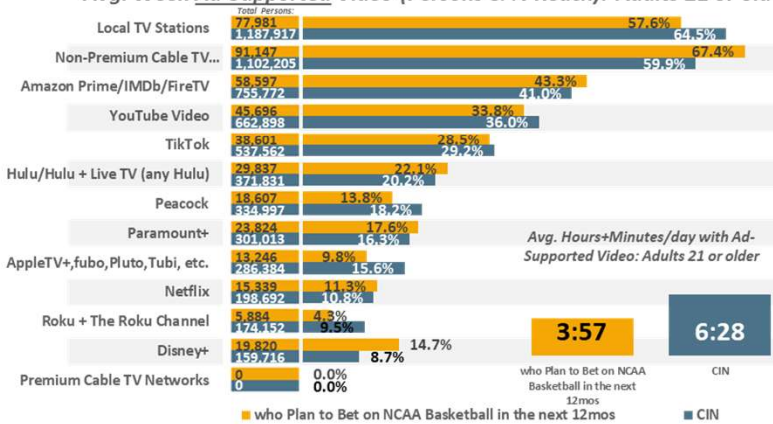
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

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

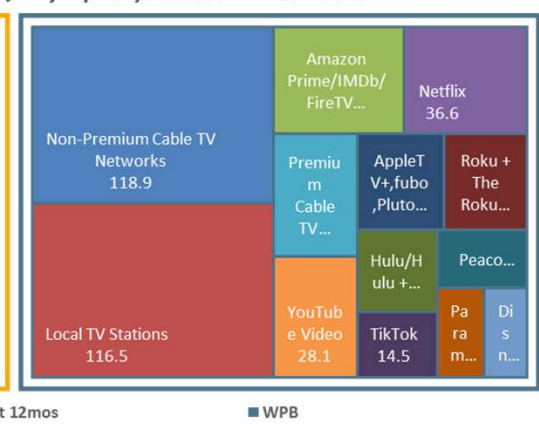
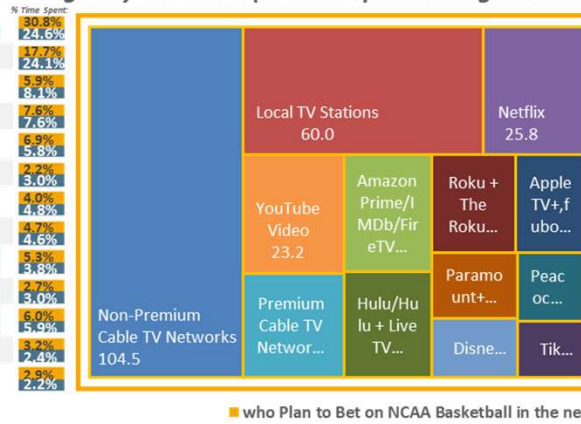
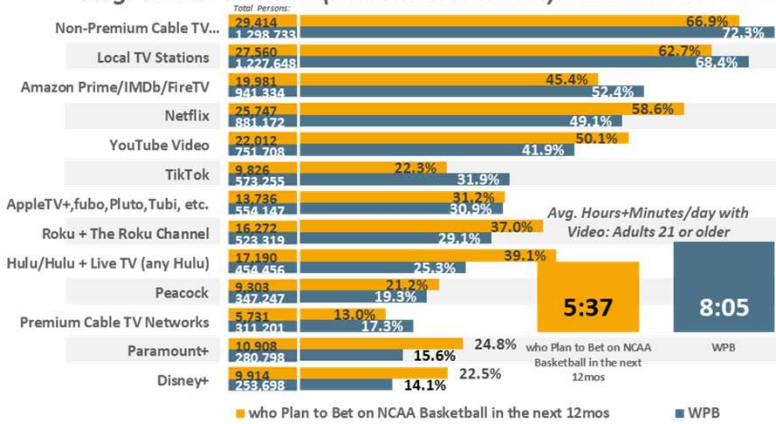




27,450 or 62.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 59.8 minutes every day representing 22.% of all time spent daily with Ad-Supported Video.

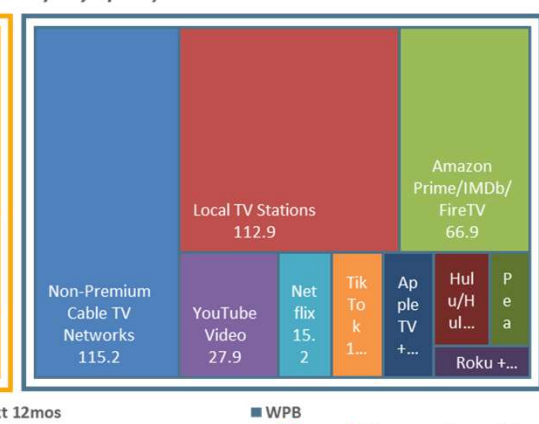
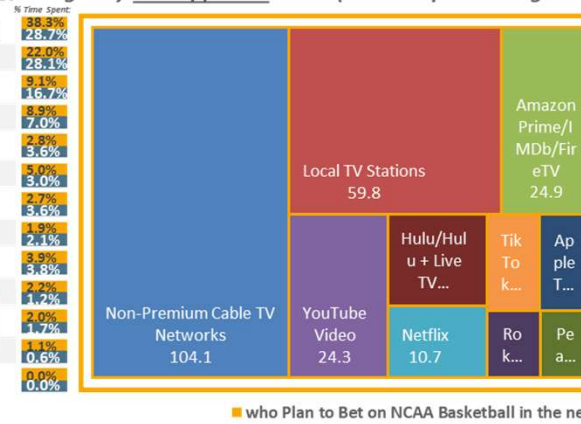
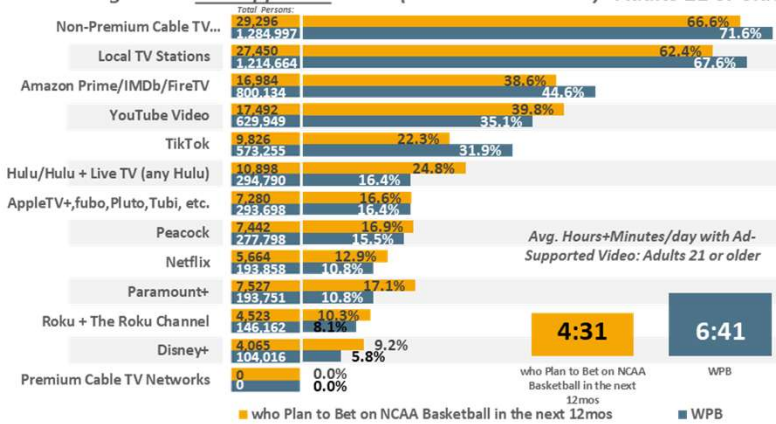
Avg. Week All Video (Persons & % Reach): Adults 21 or older

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



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

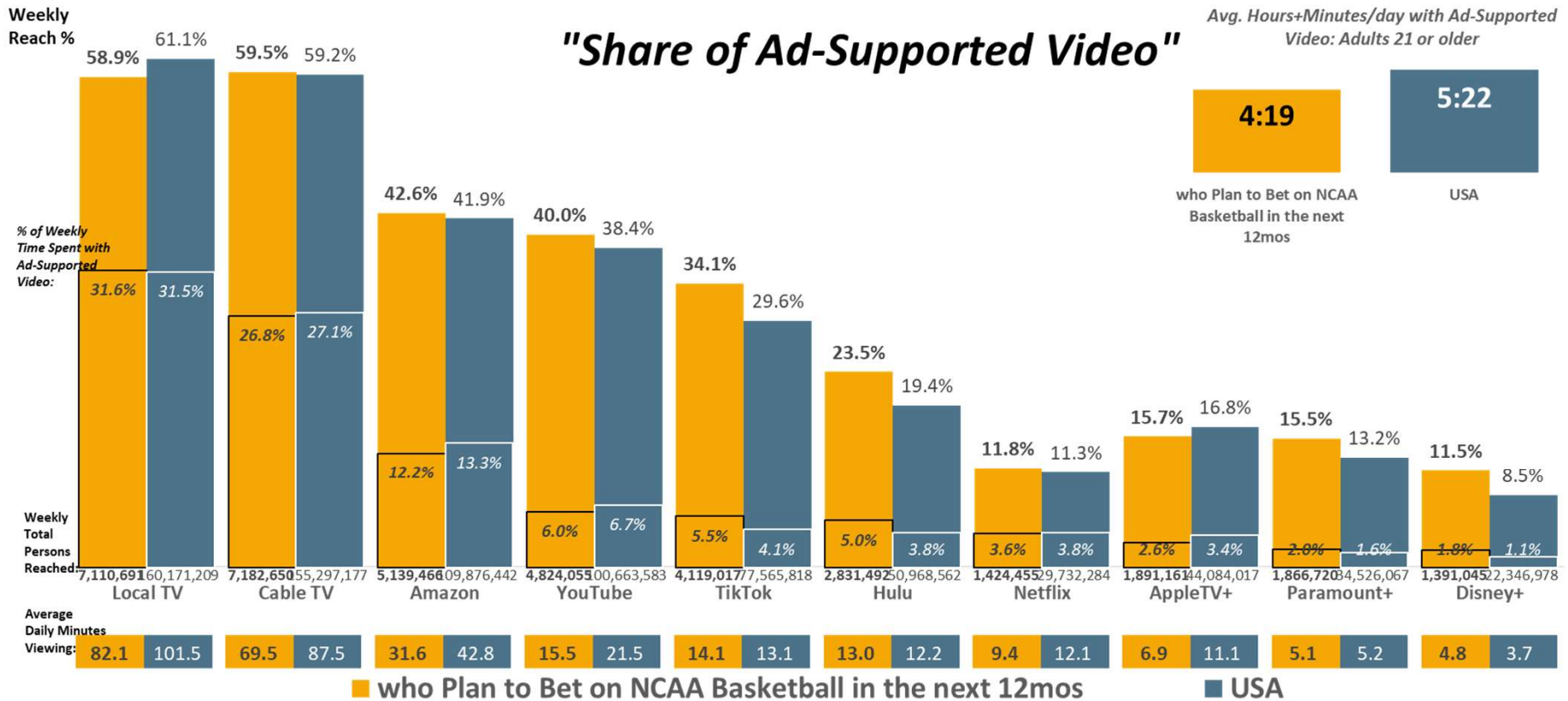
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older





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

"Share of Ad-Supported Video"



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

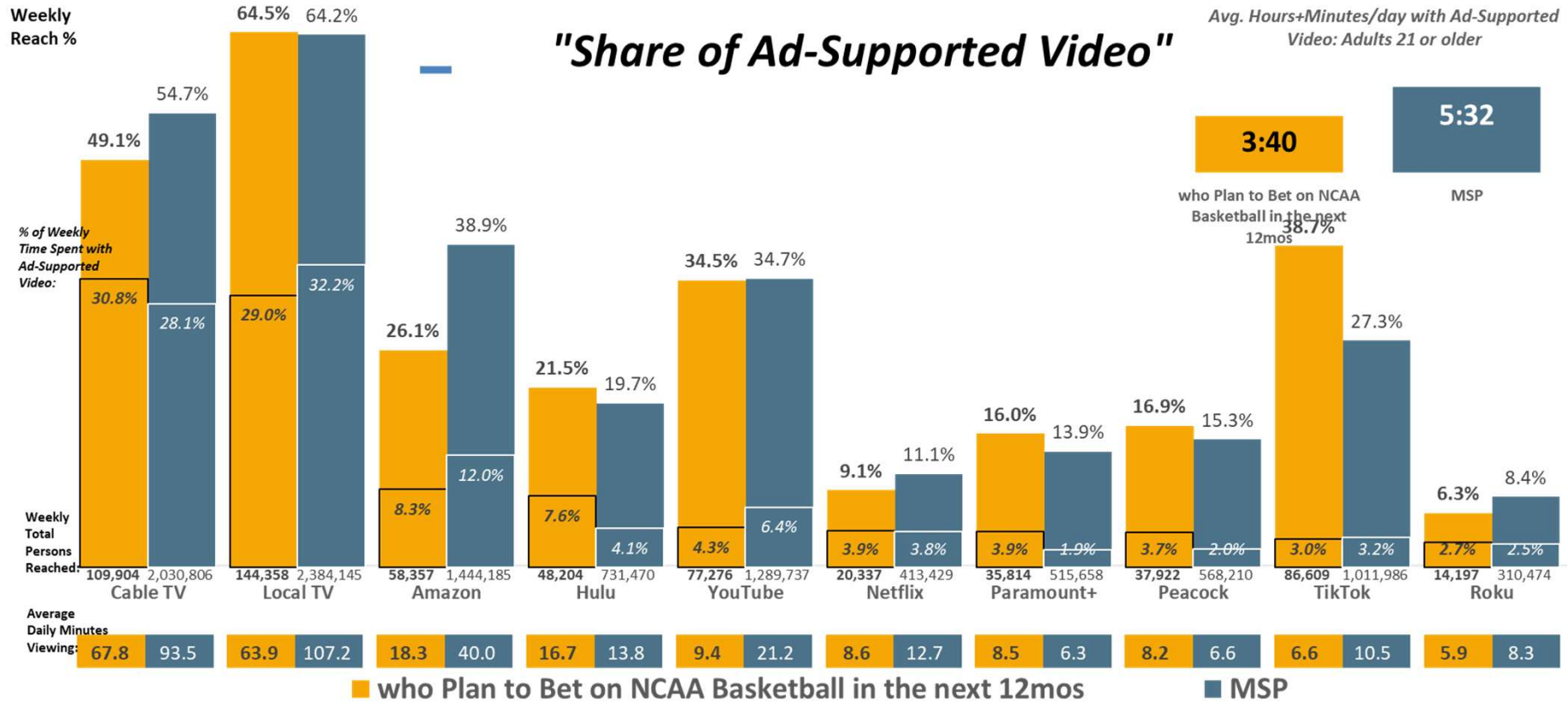
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Sports betting - sports plan to bet on next 12 months: NCAA basketball



144,358 or 64.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 63.9 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

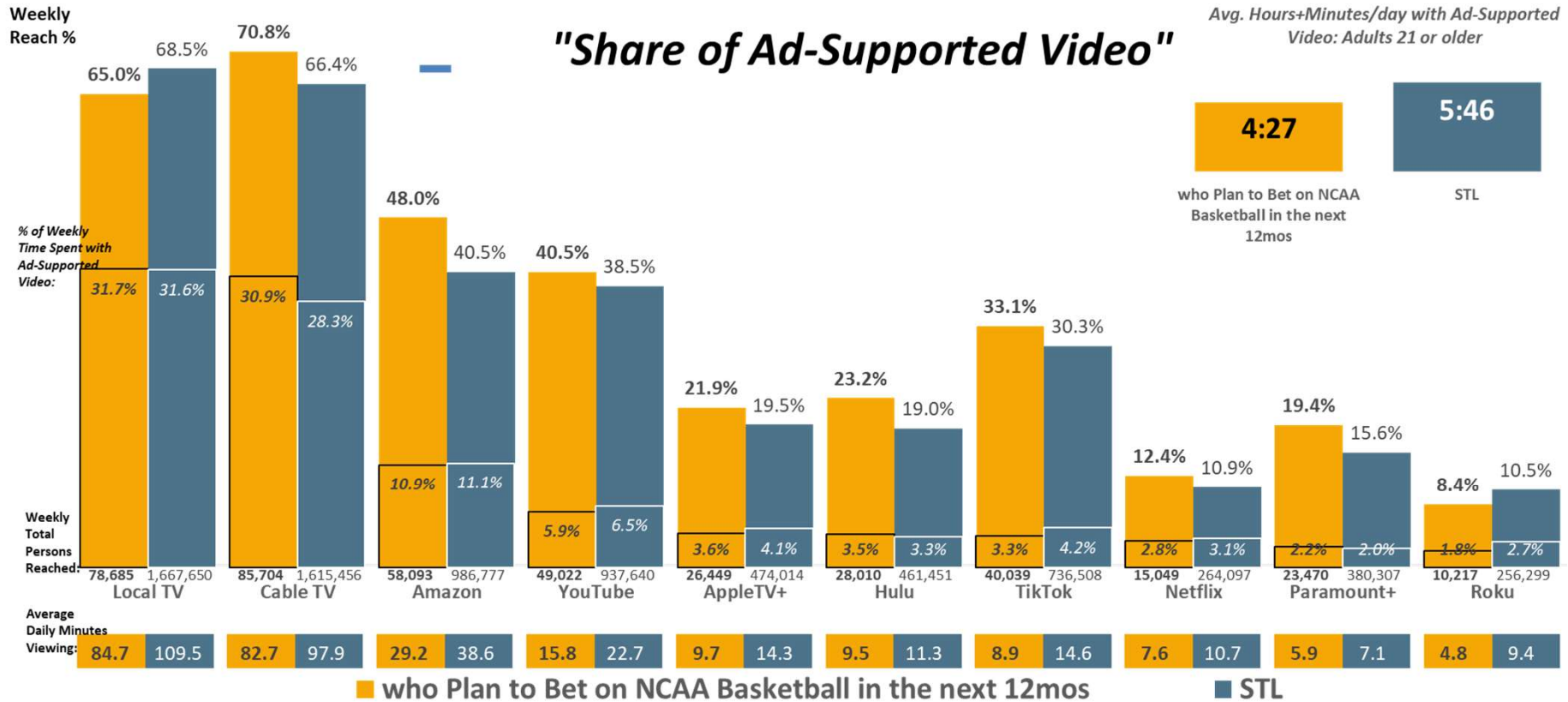
"Share of Ad-Supported Video"





78,685 or 65.0% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 84.7 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

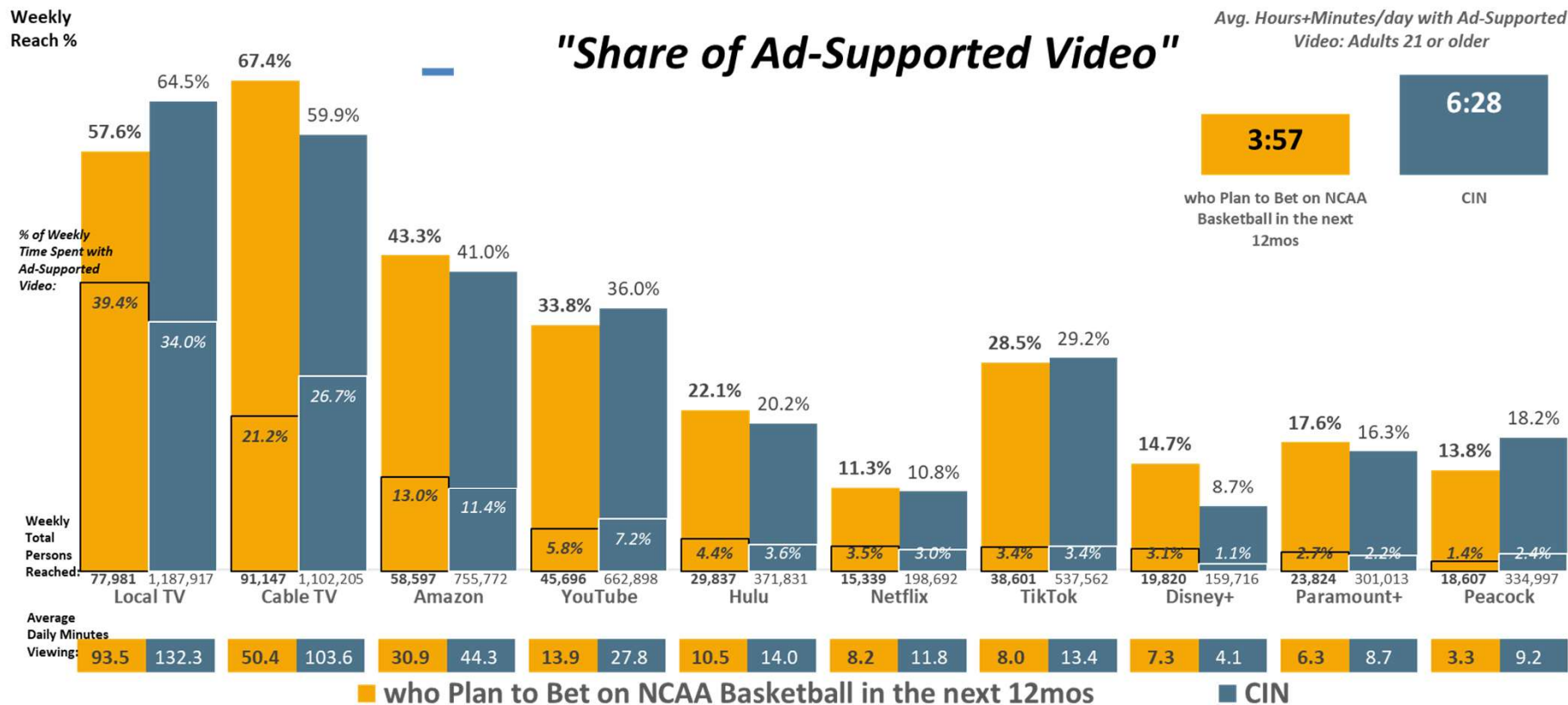
"Share of Ad-Supported Video"





77,981 or 57.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 93.5 minutes every day representing 39.4% of all time spent daily with Ad-Supported Video.

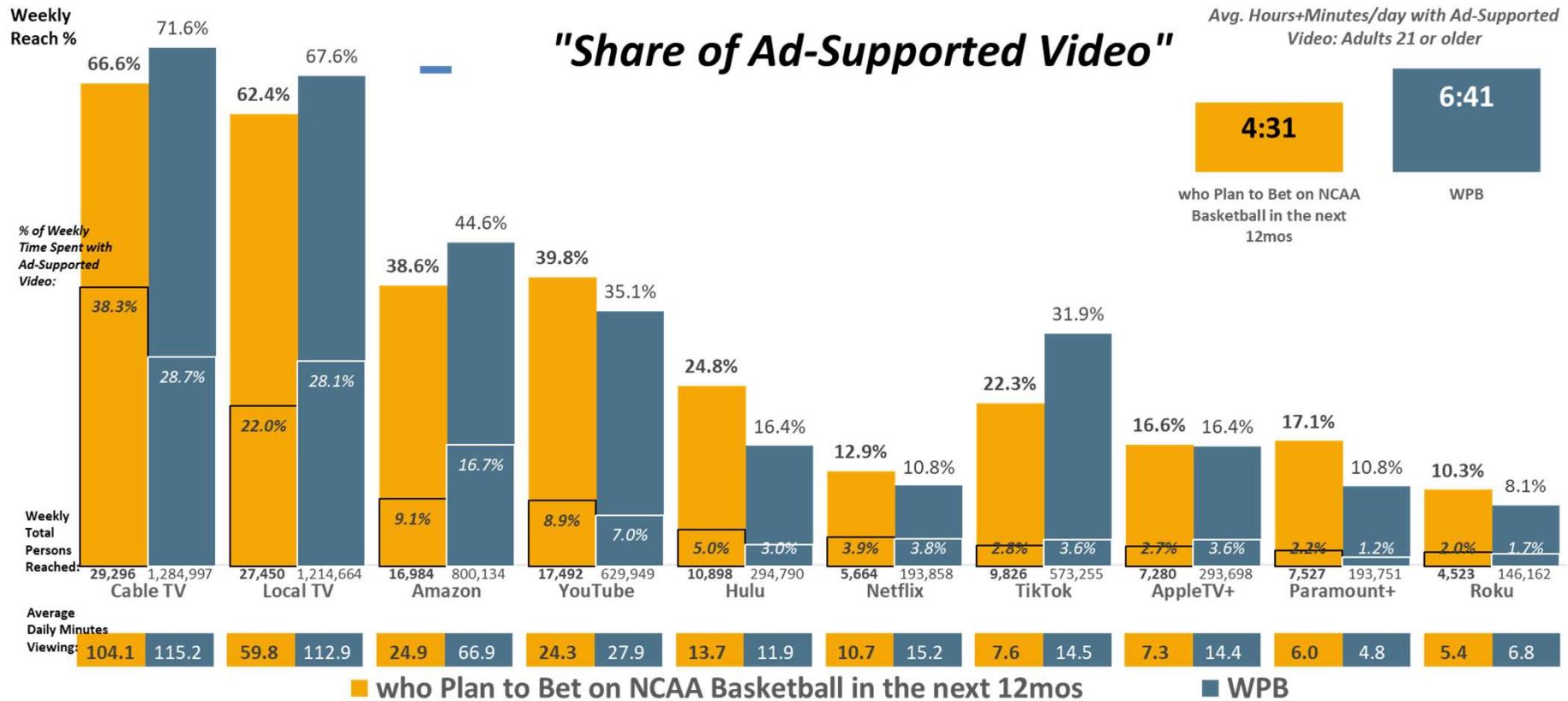
"Share of Ad-Supported Video"





27,450 or 62.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations for an average of 59.8 minutes every day representing 22.% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



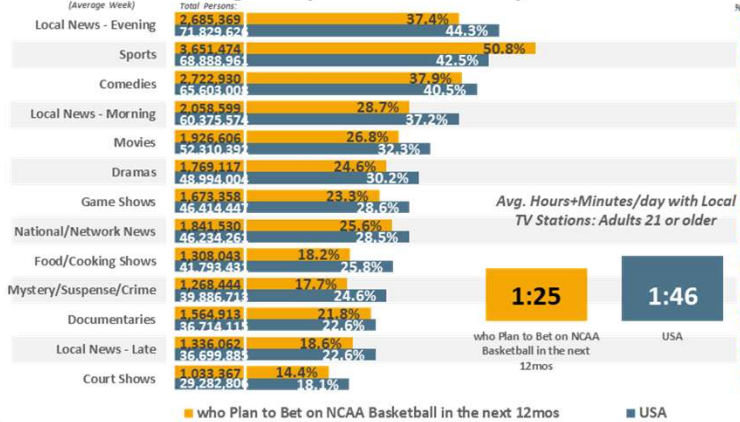
Avg. Hours+Minutes/day with Ad-Supported Video: Adults 21 or older



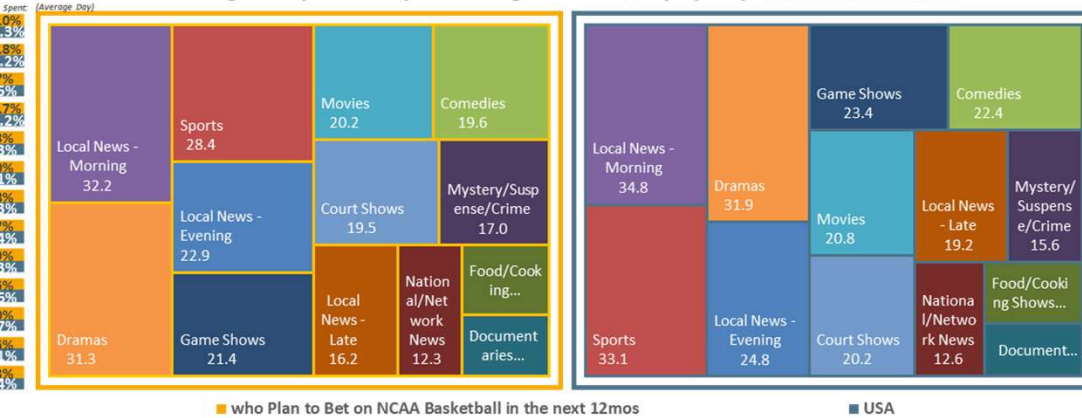


7,110,691 or 58.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

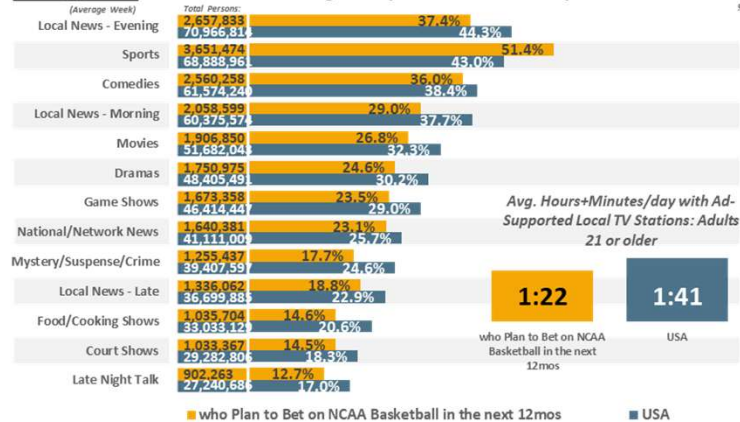
Local TV Station Programs (Persons & % Reach): Adults 21 or older



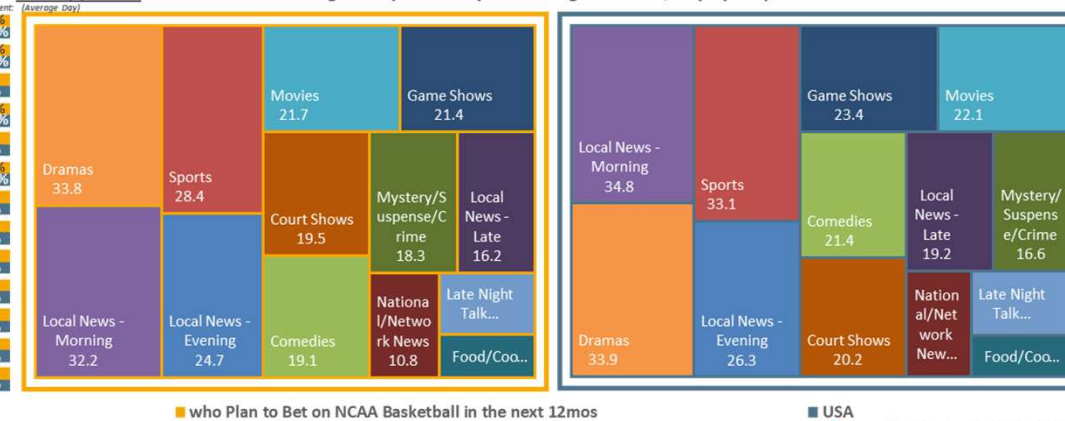
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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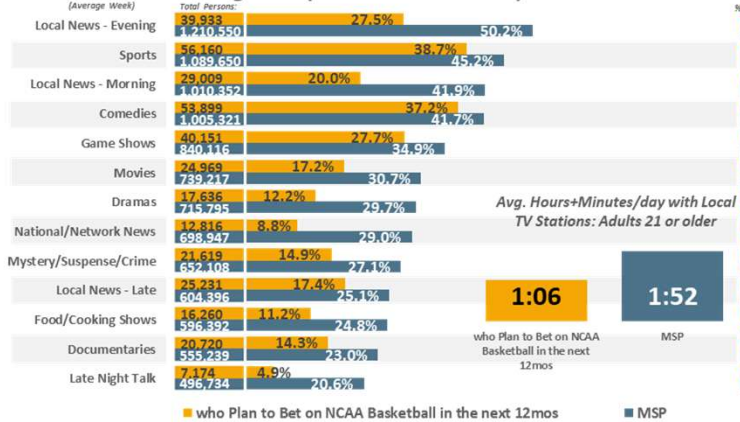
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Sports betting - sports plan to bet on next 12 months: NCAA basketball

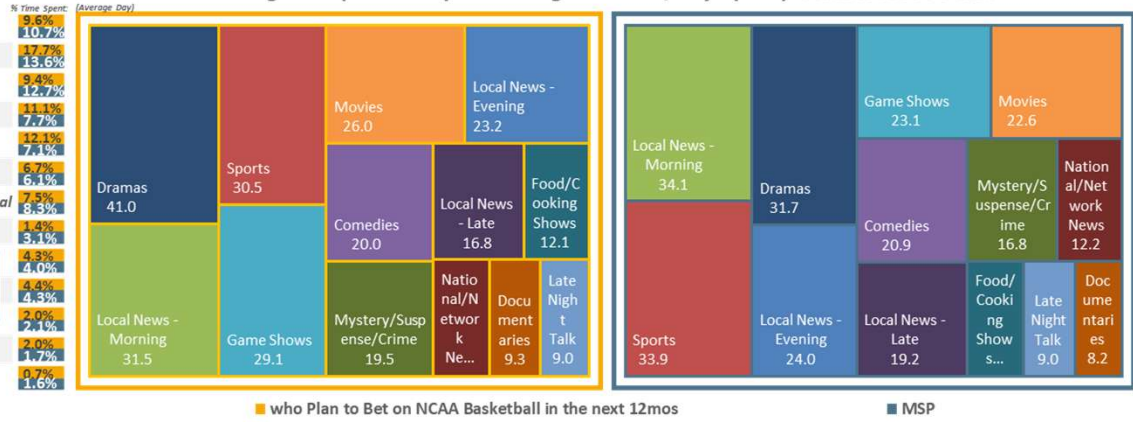


144,358 or 64.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Game Shows, Local News - Evening, Local News - Morning, and Local News - Late.

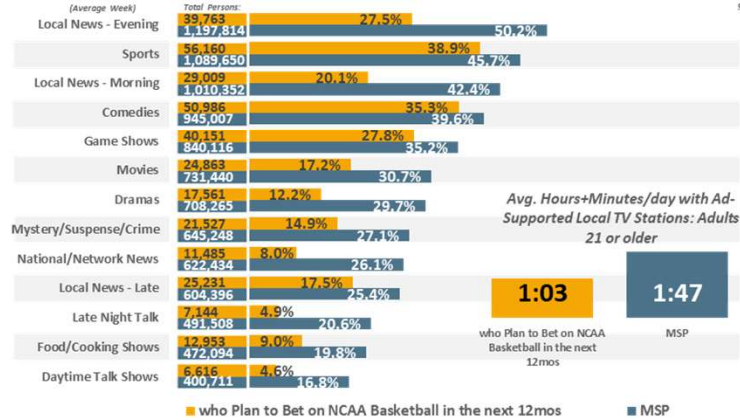
Local TV Station Programs (Persons & % Reach): Adults 21 or older



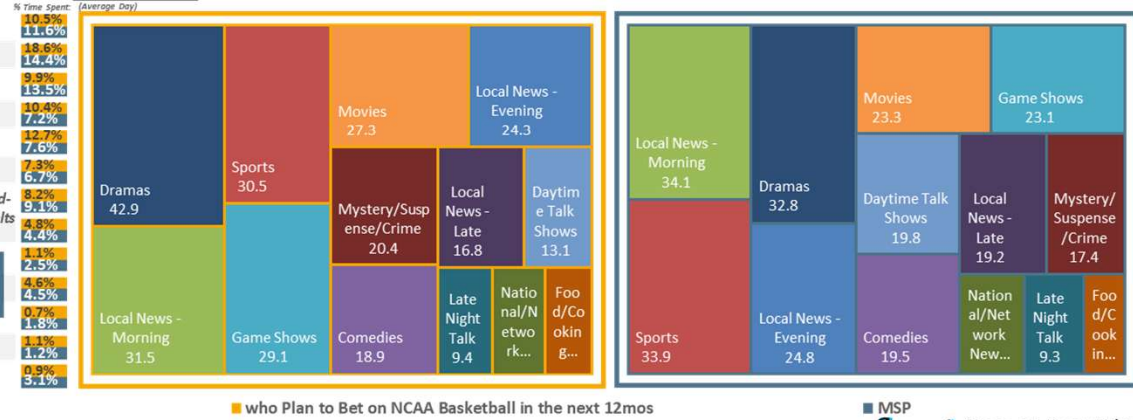
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



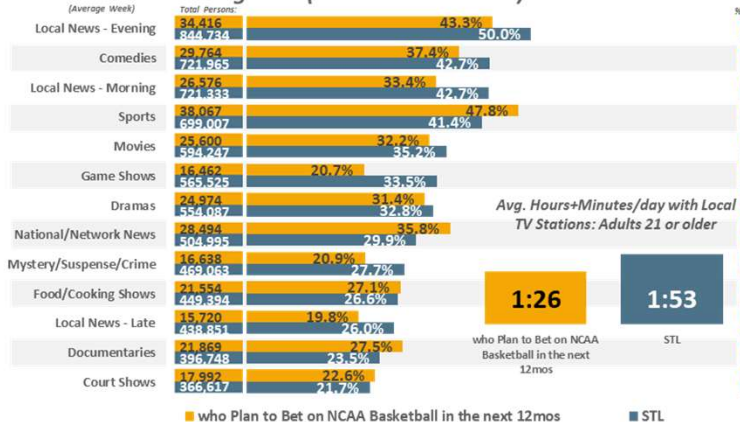
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



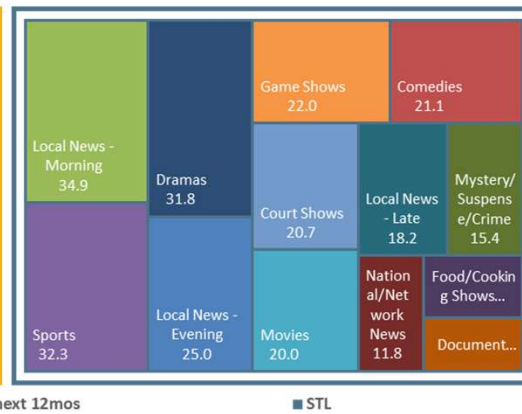
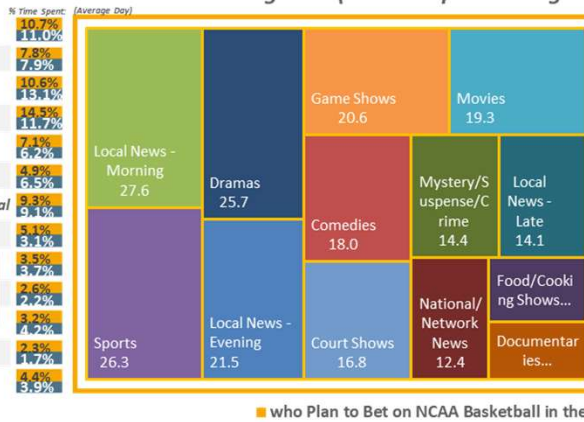


78,685 or 65.% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Movies.

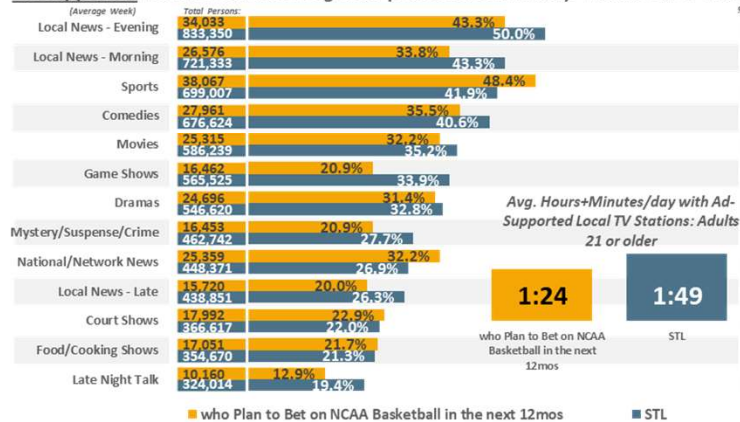
Local TV Station Programs (Persons & % Reach): Adults 21 or older



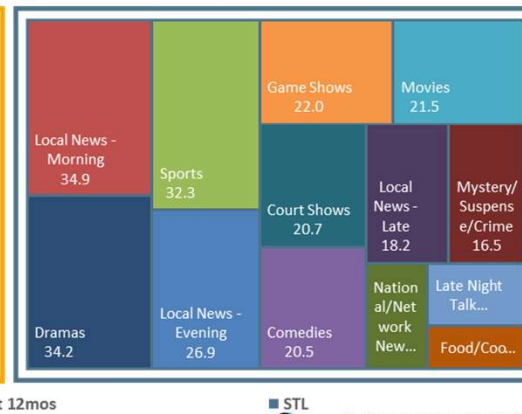
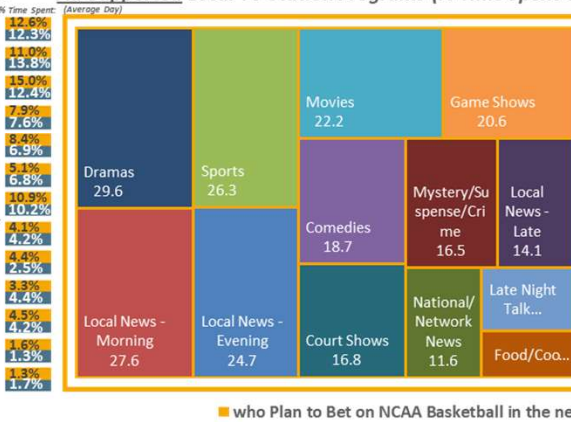
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



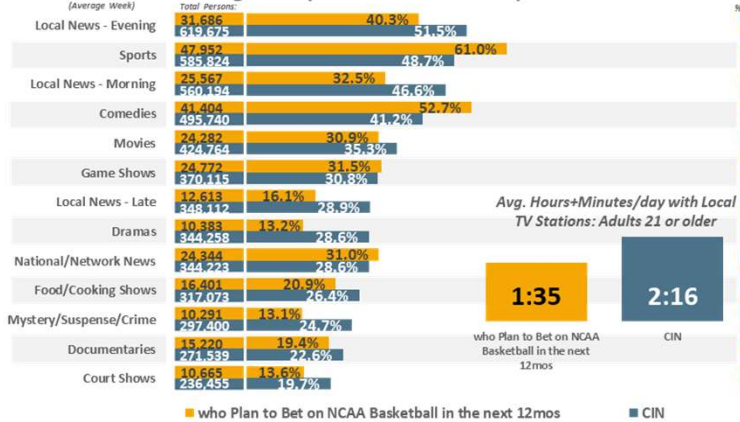
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



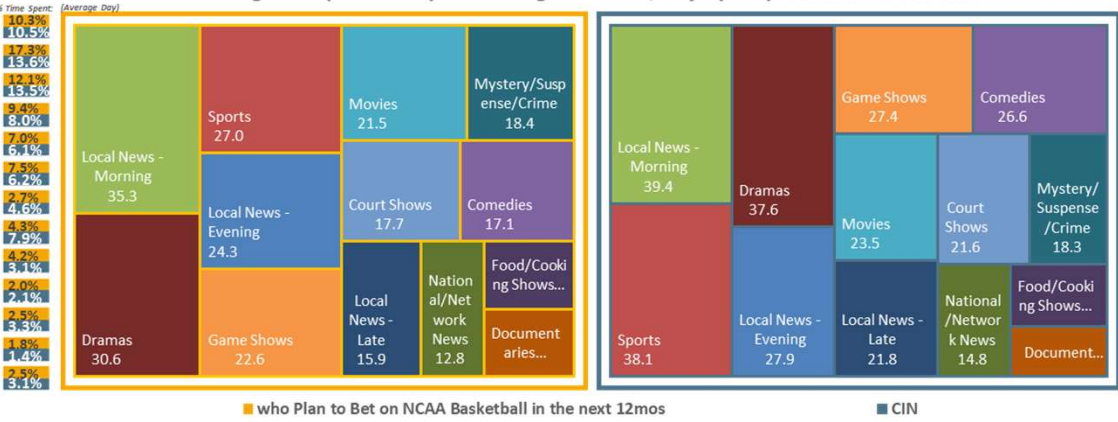


77,981 or 57.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Movies.

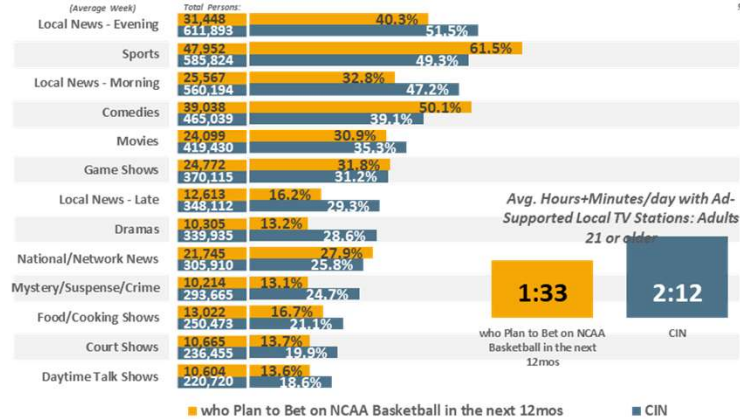
Local TV Station Programs (Persons & % Reach): Adults 21 or older



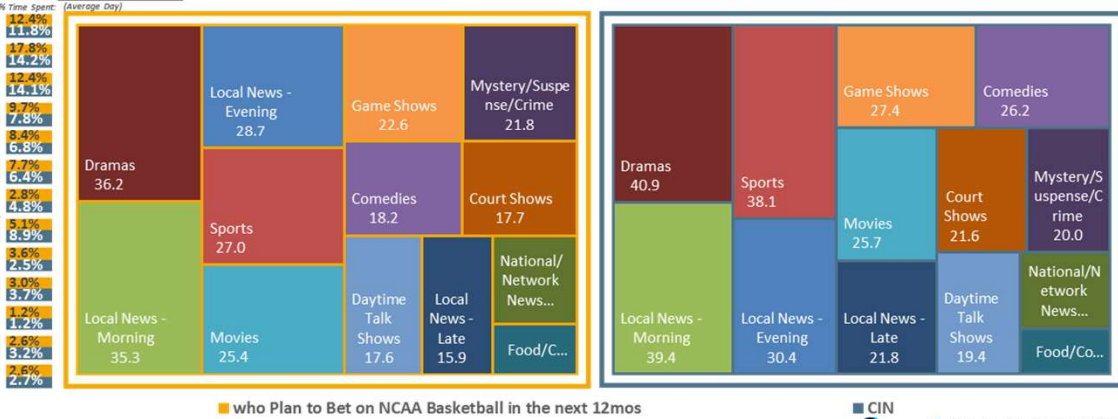
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



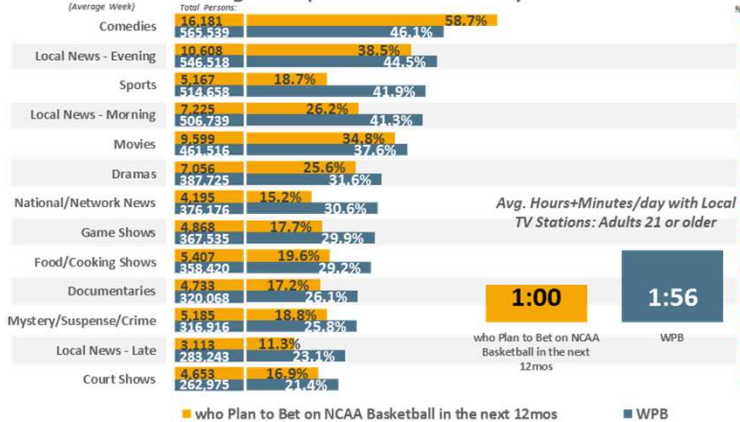
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



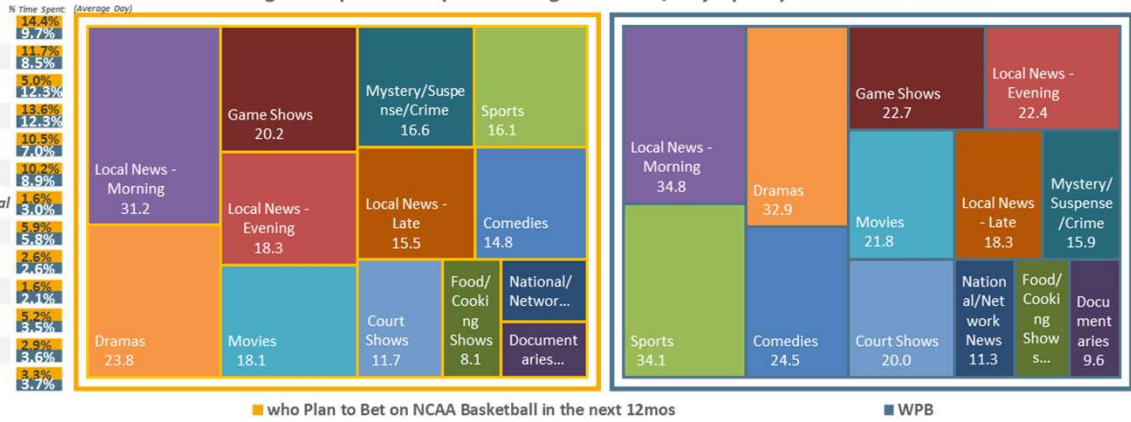


27,450 or 62.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Movies, Local News - Morning, Dramas, and Sports.

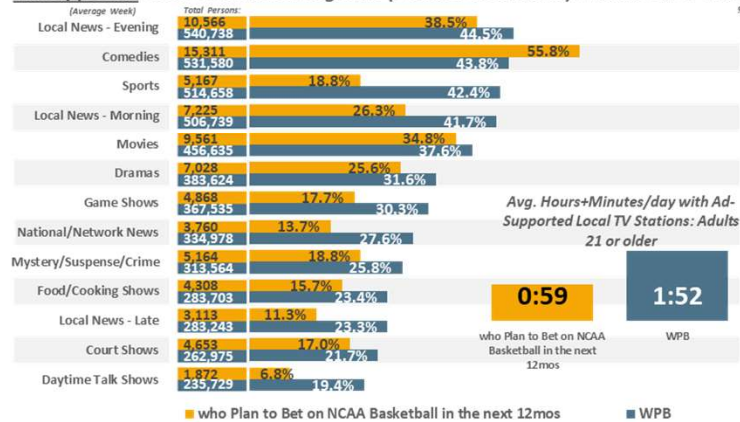
Local TV Station Programs (Persons & % Reach): Adults 21 or older



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



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



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

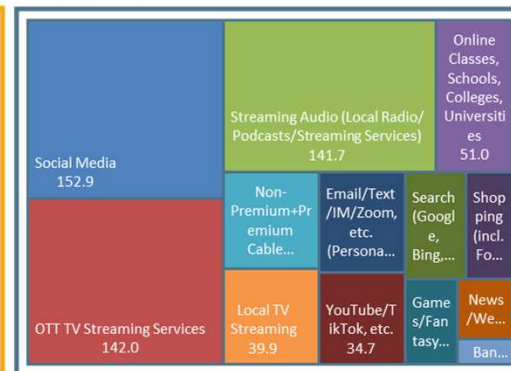
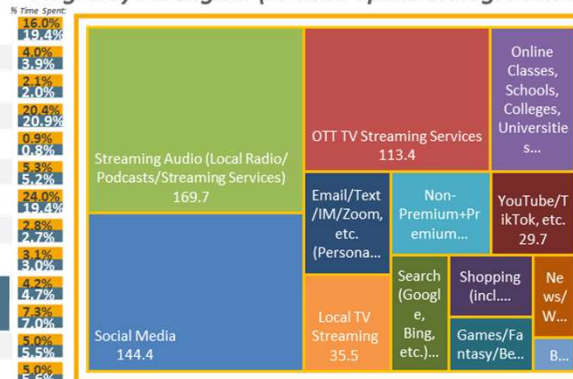
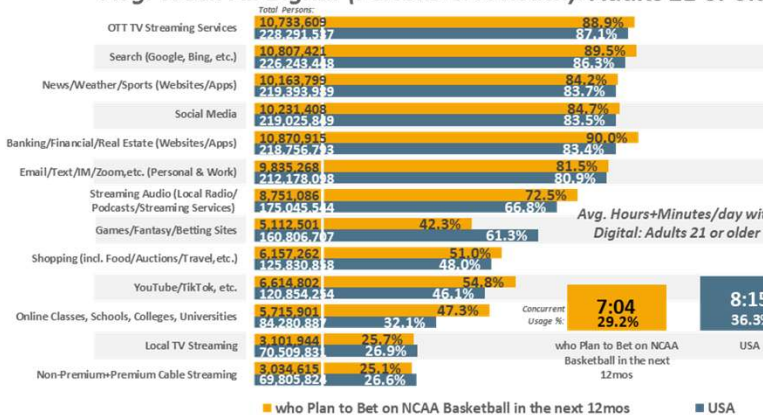




8,558,527 or 70.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Social Media for an average of 120.8 minutes every day representing 25.1% of all time spent daily with Ad-Supported Digital Media.

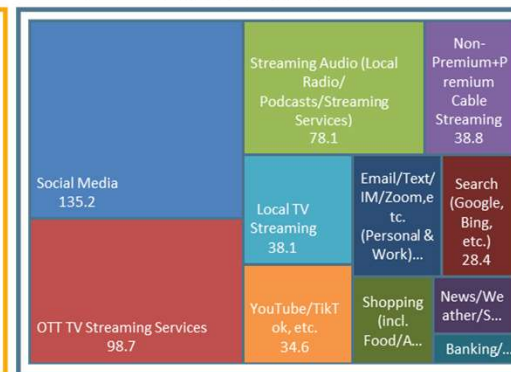
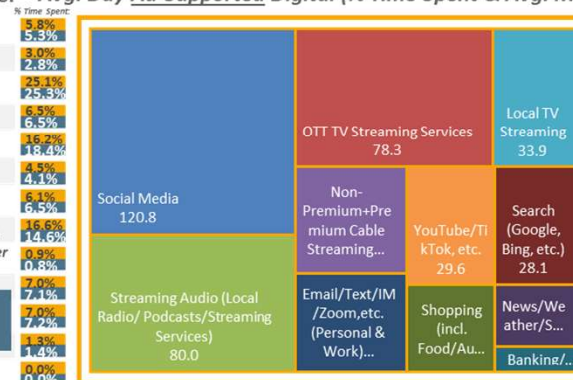
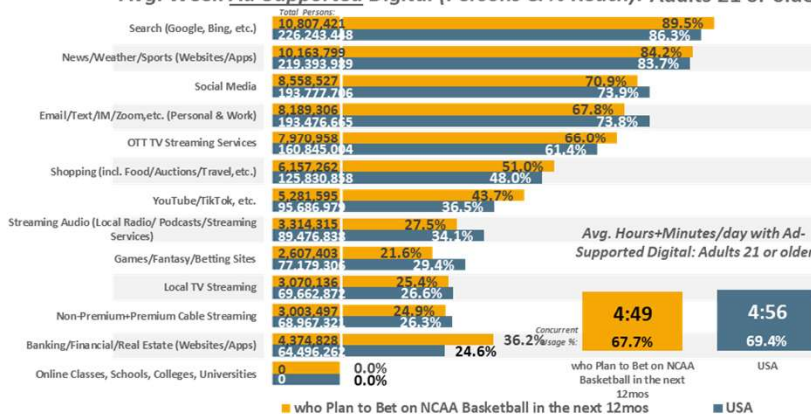
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

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



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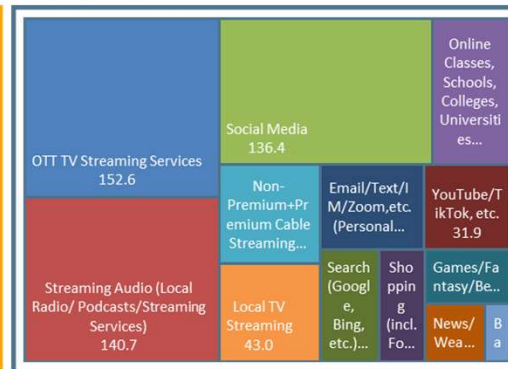
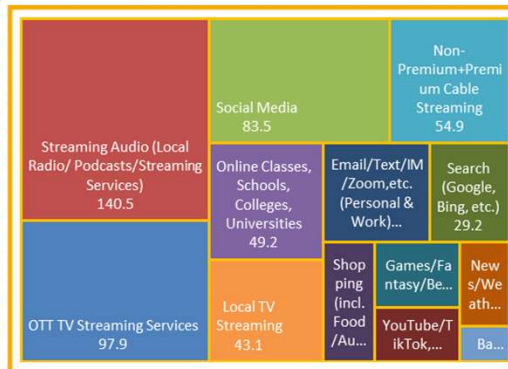
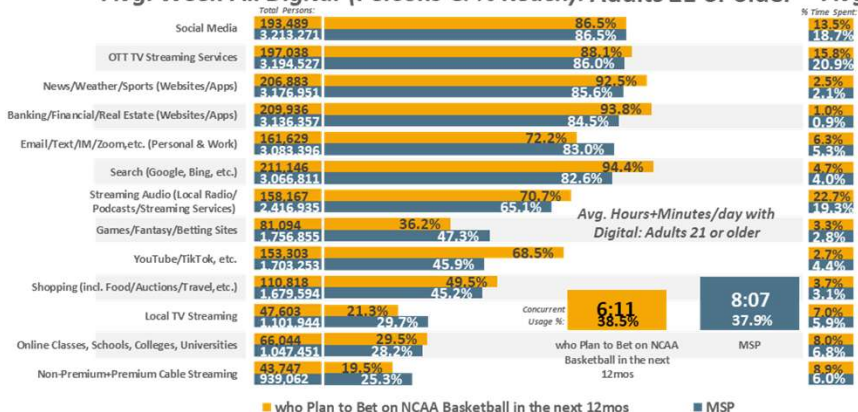
Sports betting - sports plan to bet on next 12 months: NCAA basketball



146,380 or 65.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Social Media for an average of 63.2 minutes every day representing 14.7% of all time spent daily with Ad-Supported Digital Media.

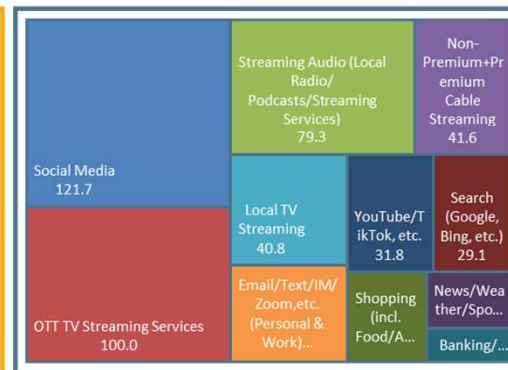
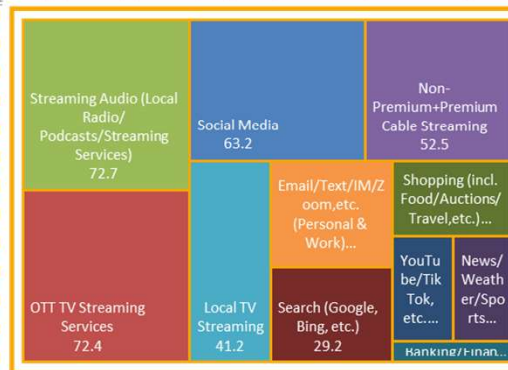
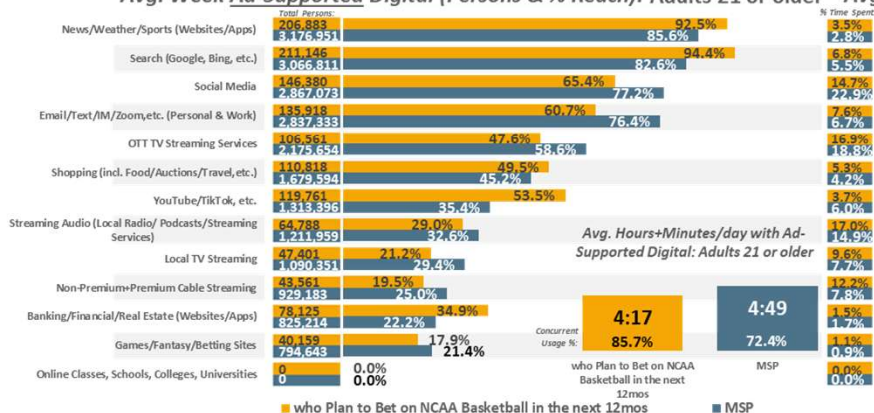
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

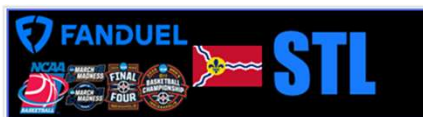
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

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

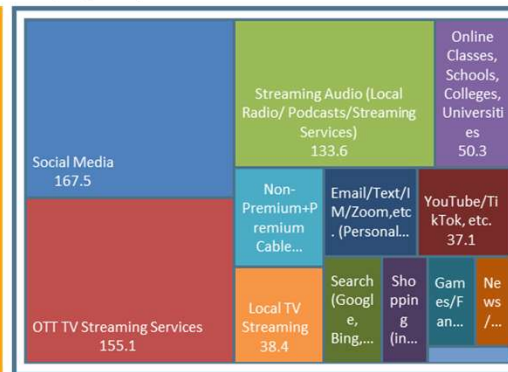
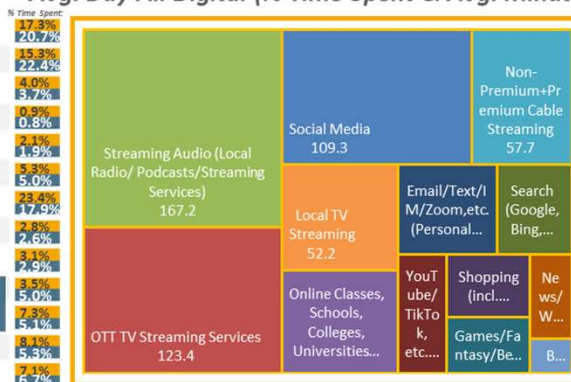
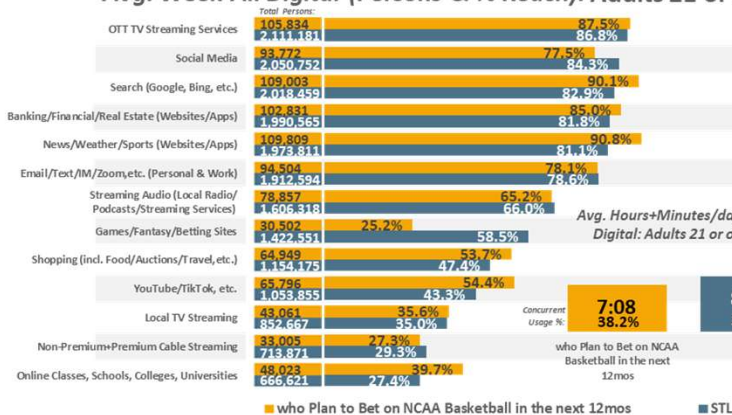




69,707 or 57.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Social Media for an average of 81.3 minutes every day representing 16.9% of all time spent daily with Ad-Supported Digital Media.

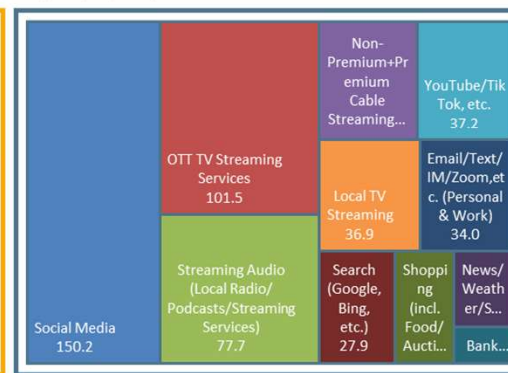
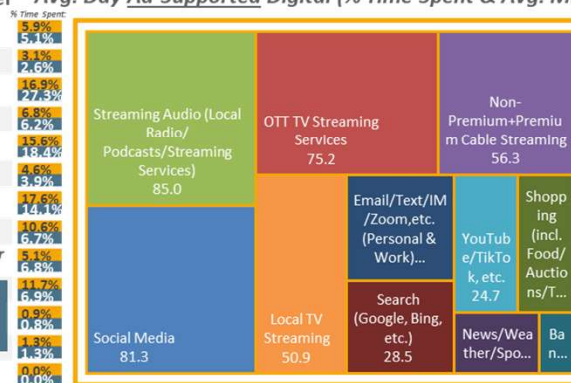
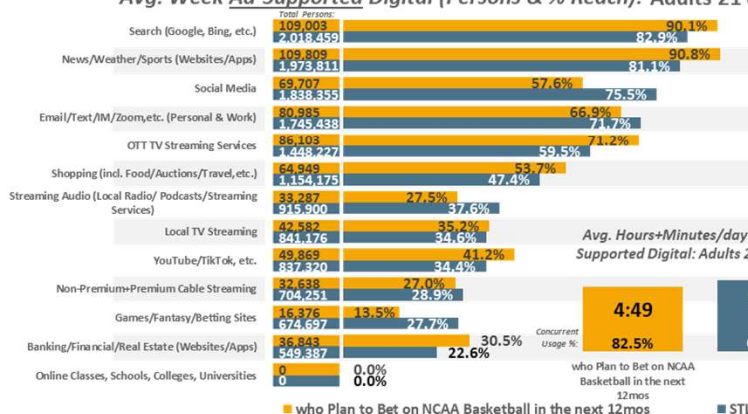
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

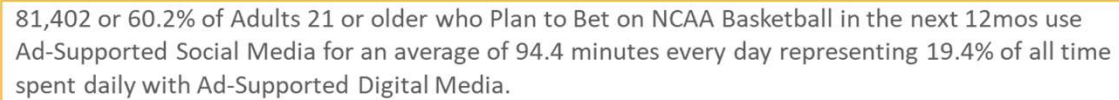
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



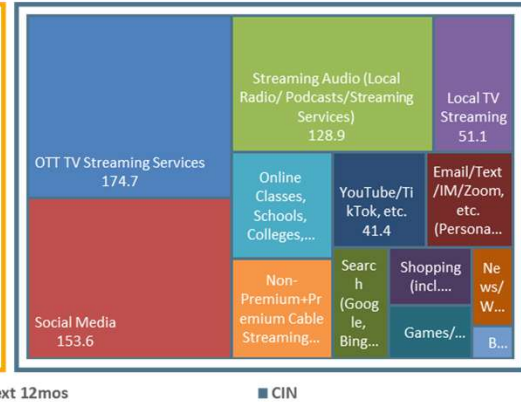
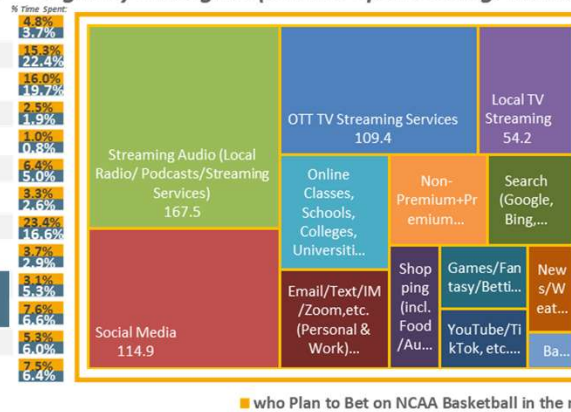
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 21 or older

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

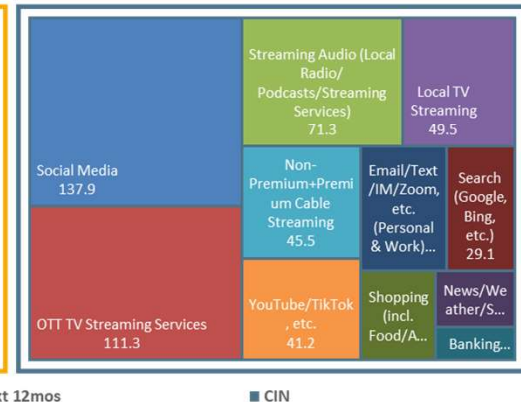




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



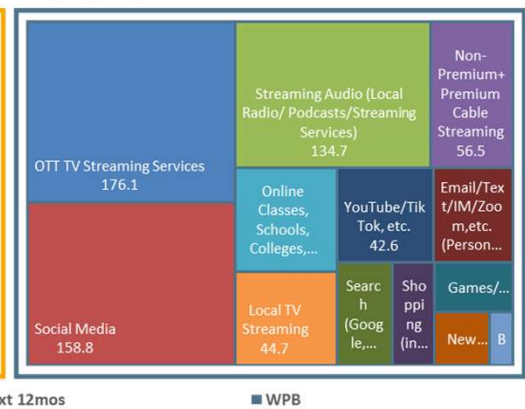
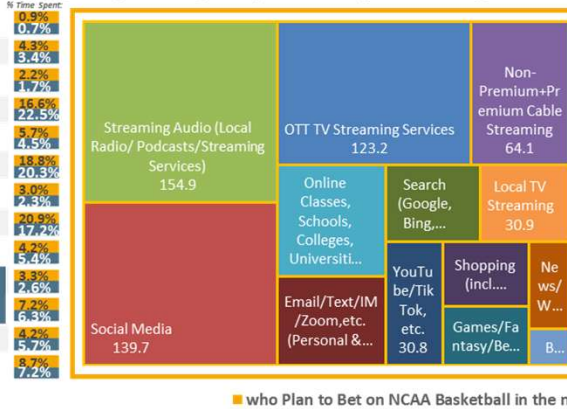
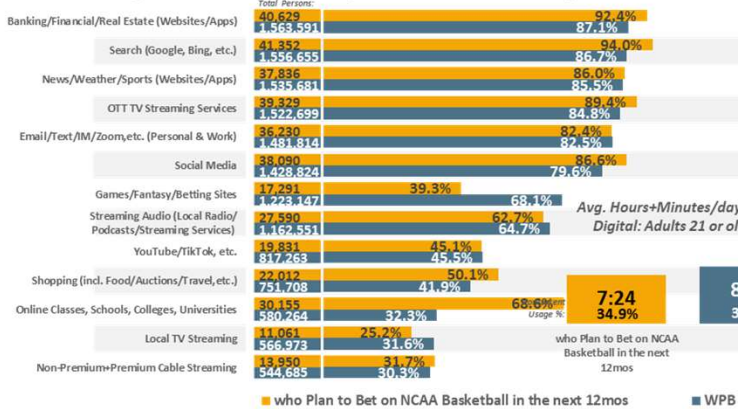
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30,646 or 69.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Social Media for an average of 112.4 minutes every day representing 21.9% of all time spent daily with Ad-Supported Digital Media.

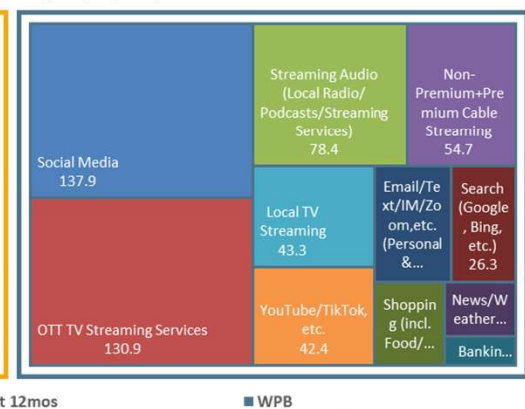
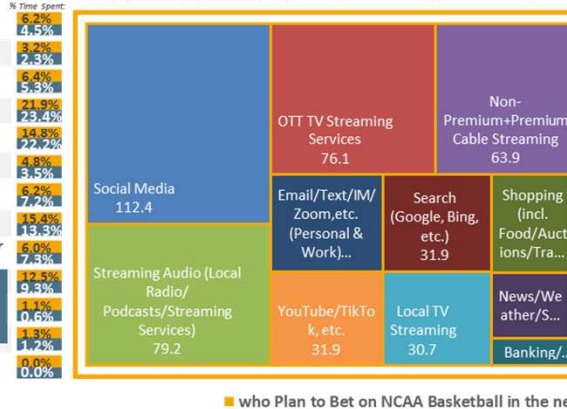
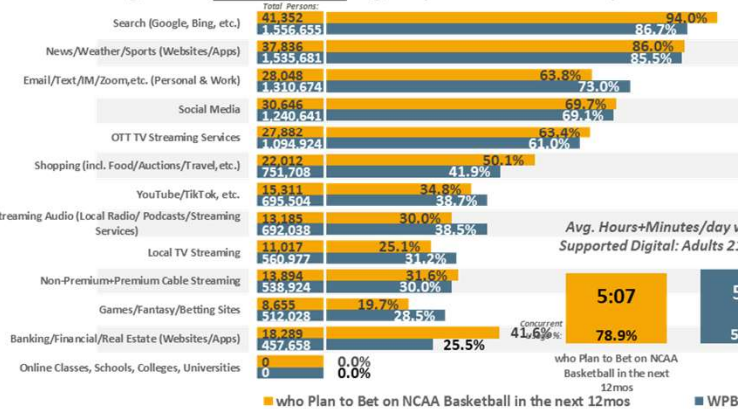
Avg. Week All Digital (Persons & % Reach): Adults 21 or older

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



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

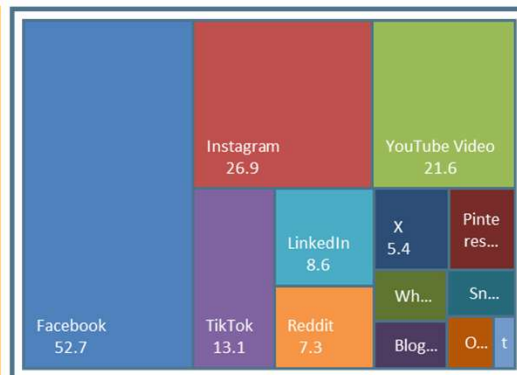
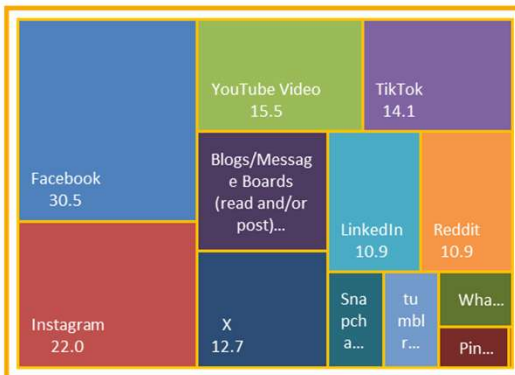
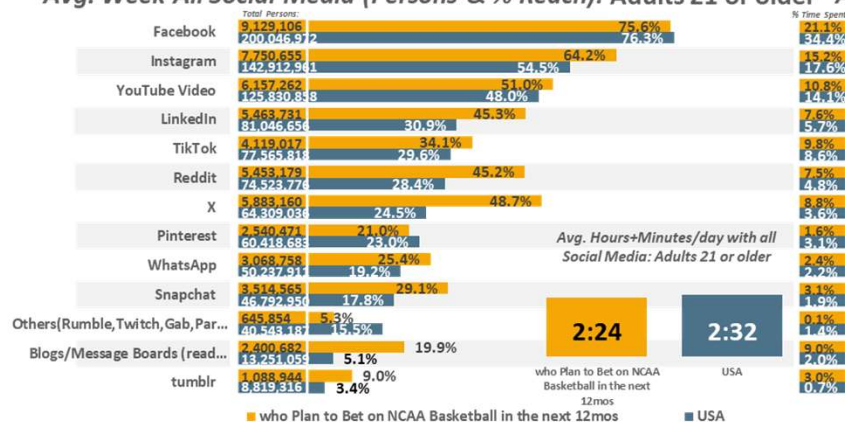
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



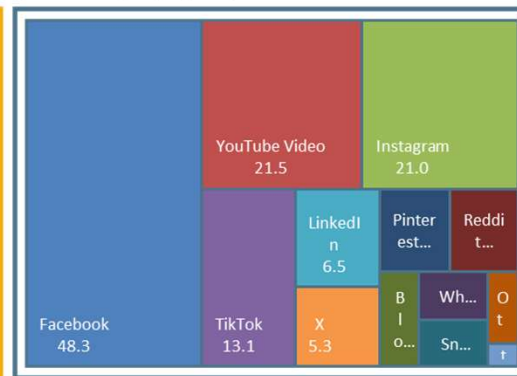
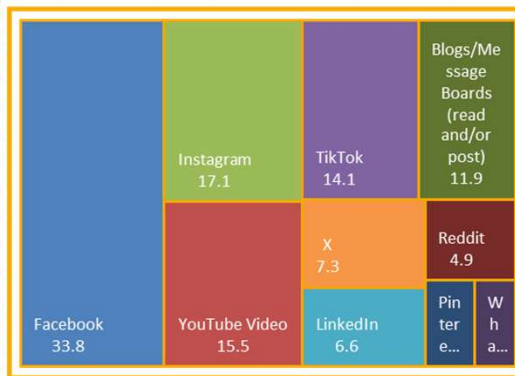
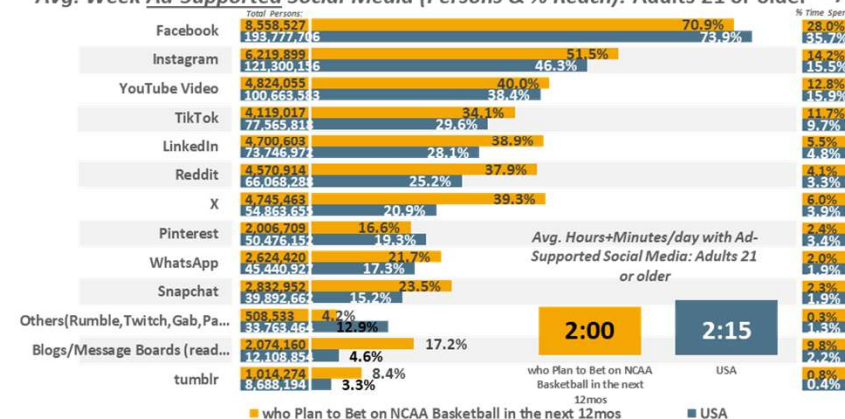


8,558,527 or 70.9% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 33.8 minutes every day representing 28.% of all time spent daily with Ad-Supported Social Media.

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



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



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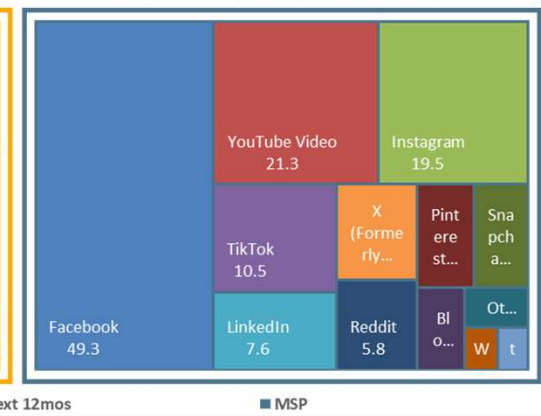
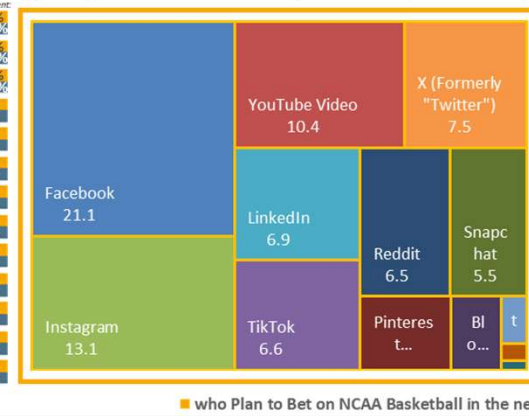
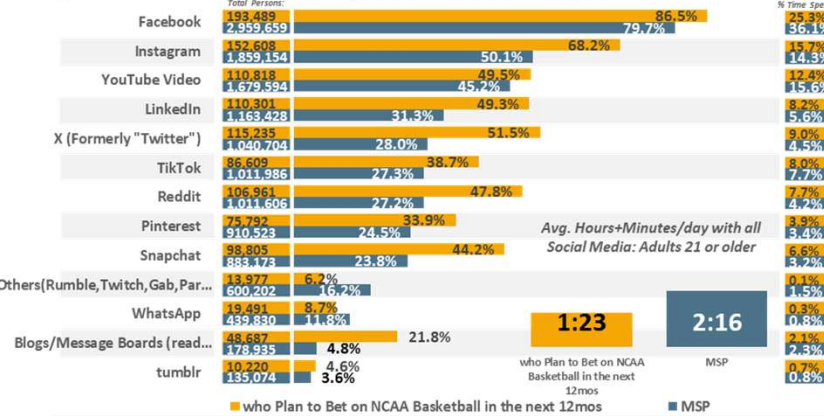
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 24,802

soefa.ai Share of Everything for Anything

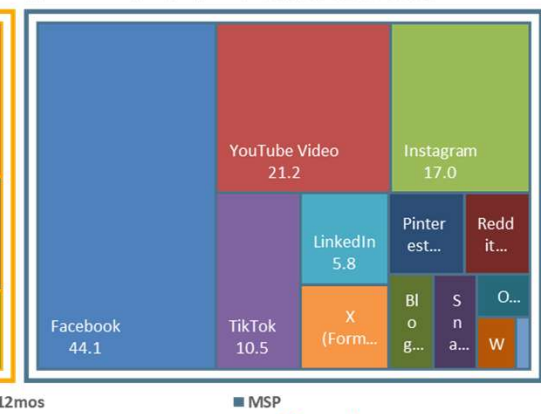
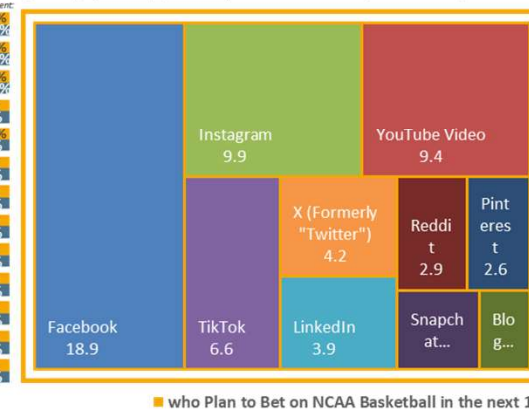
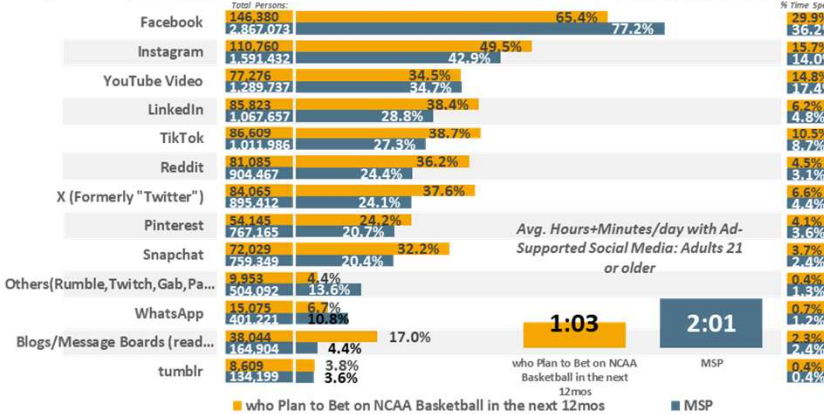


146,380 or 65.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 18.9 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

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



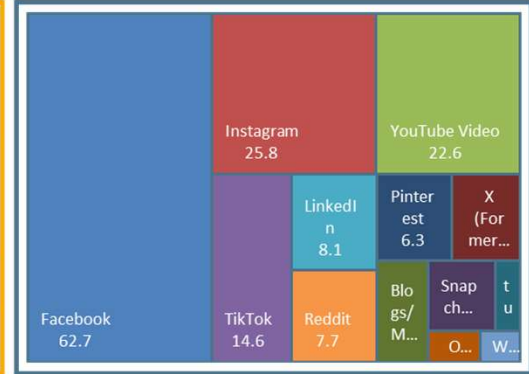
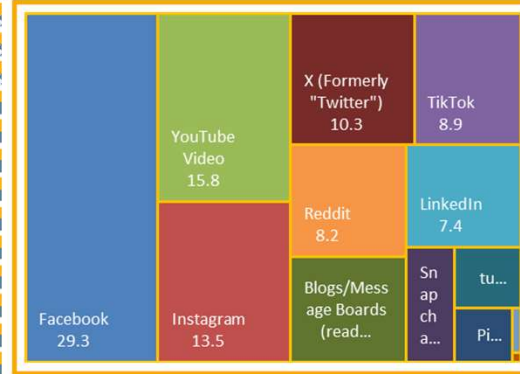
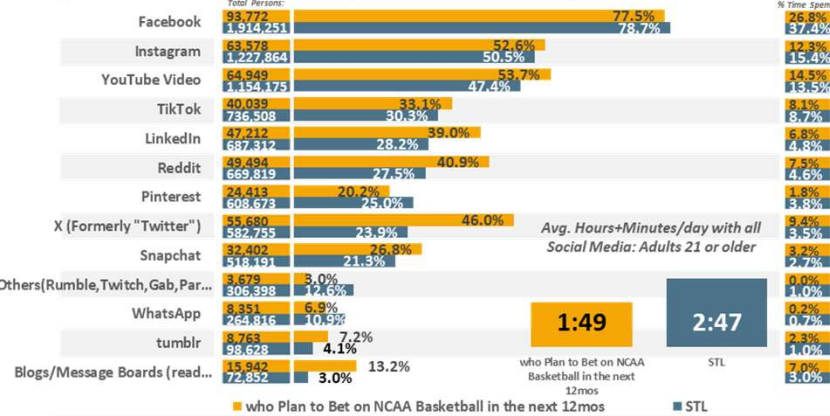
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



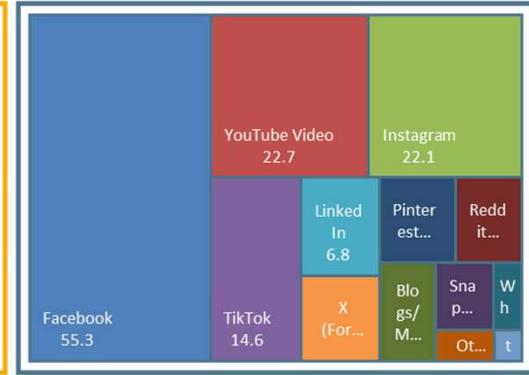
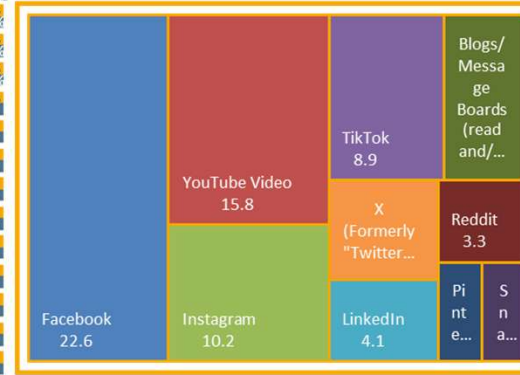
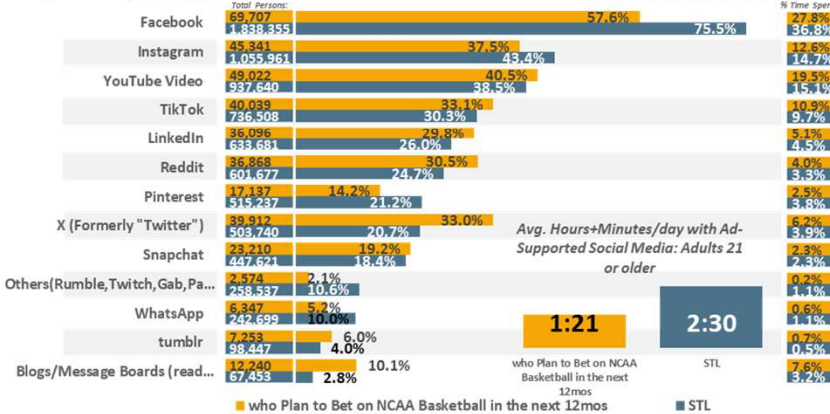


69,707 or 57.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 22.6 minutes every day representing 27.8% of all time spent daily with Ad-Supported Social Media.

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



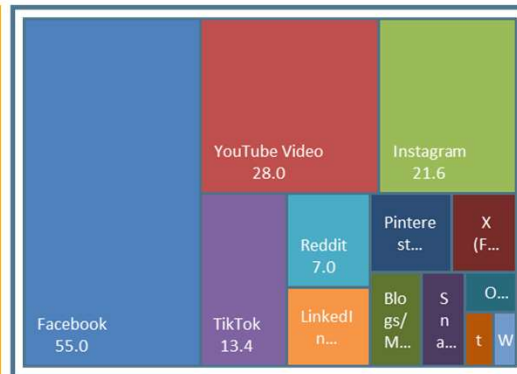
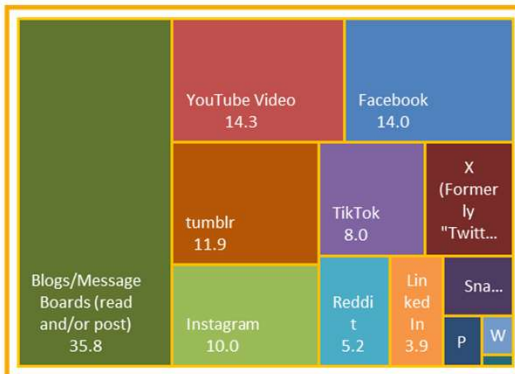
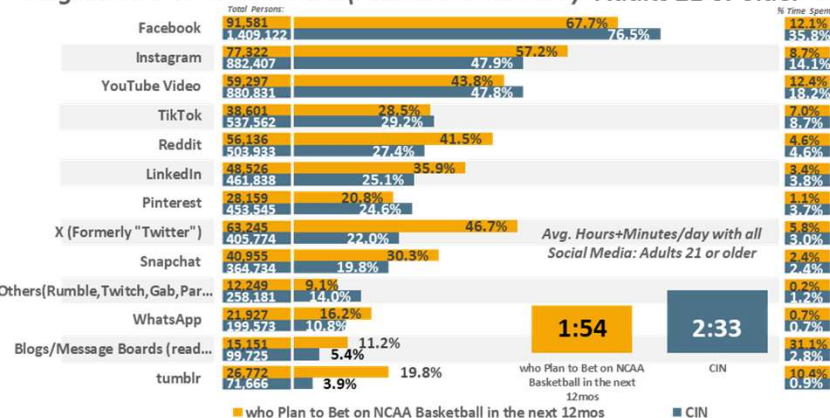
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



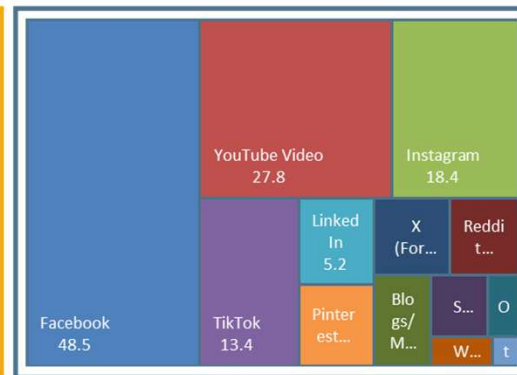
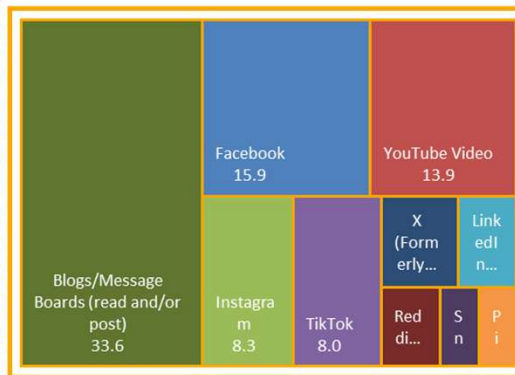
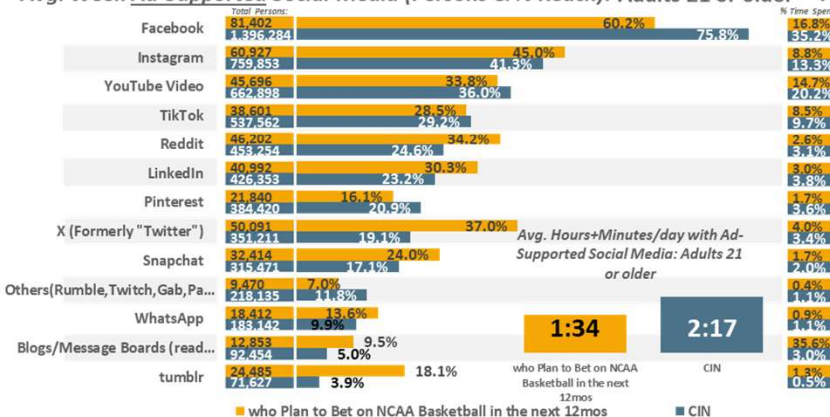


12,853 or 9.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 33.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social

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



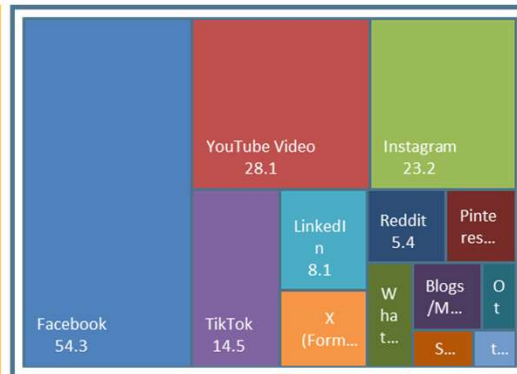
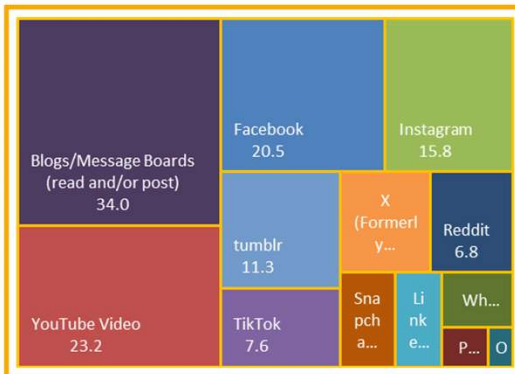
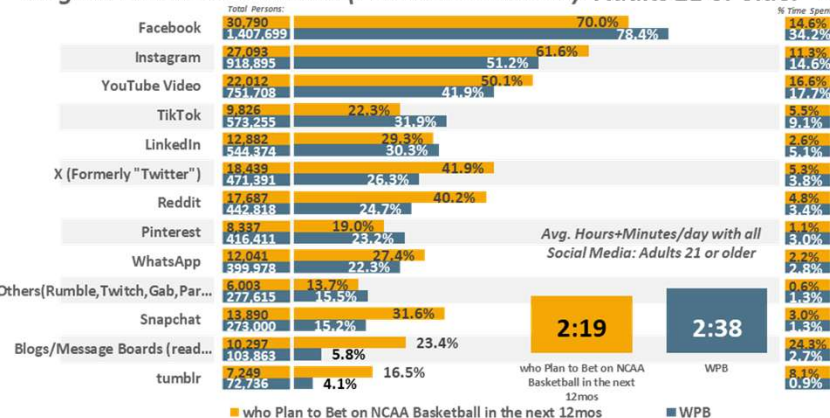
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



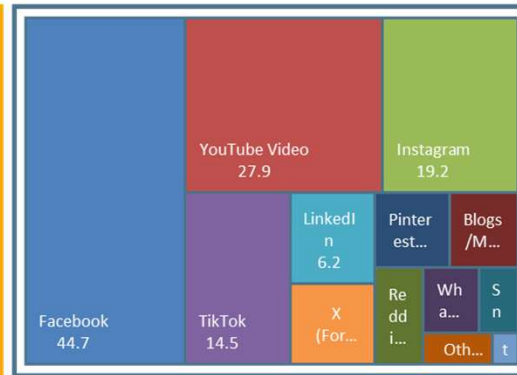
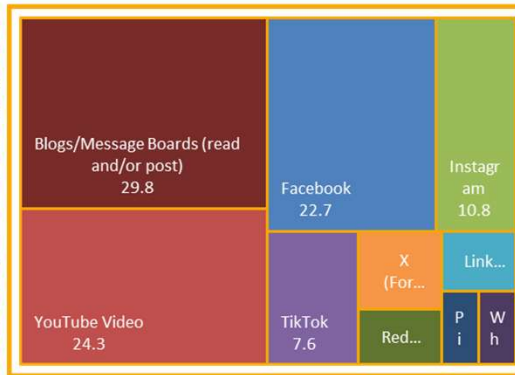
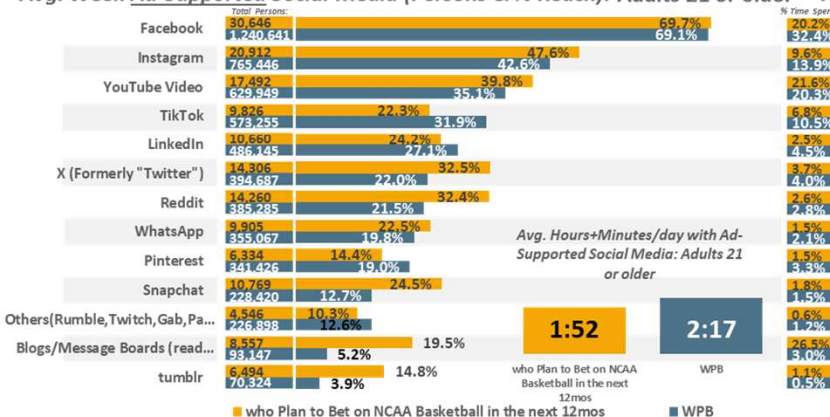


8,557 or 19.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 29.8 minutes every day representing 26.5% of all time spent daily with Ad-Supported Social

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

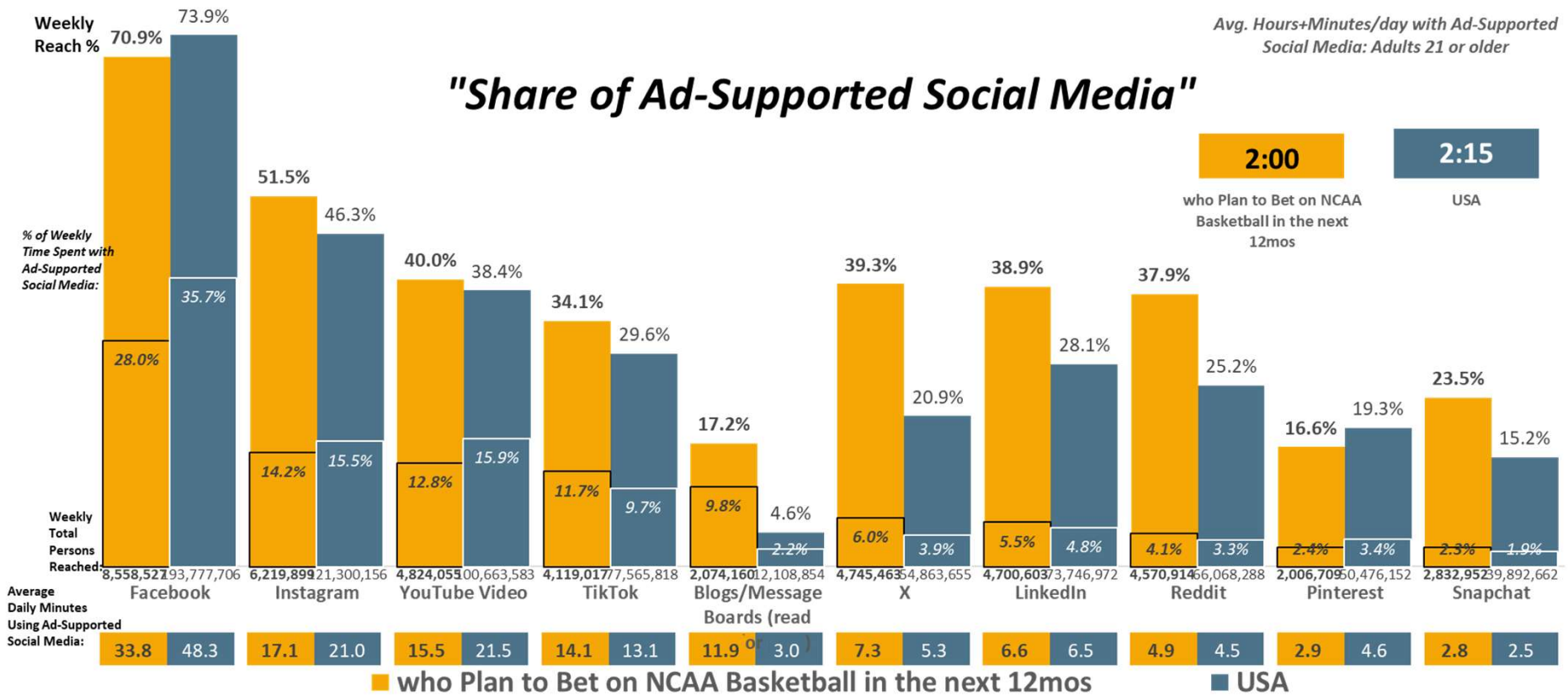


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





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



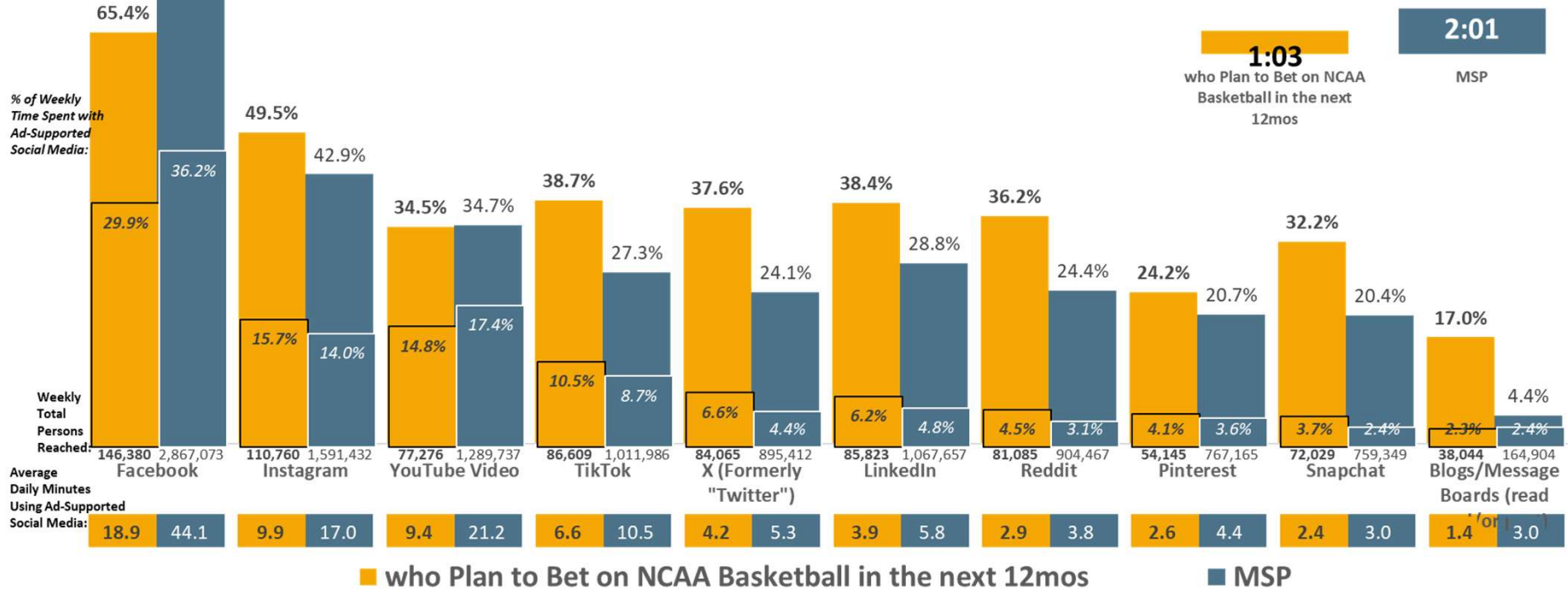


146,380 or 65.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 18.9 minutes every day representing 29.9% of all time spent daily with Ad-Supported Social Media.

Weekly Reach %

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

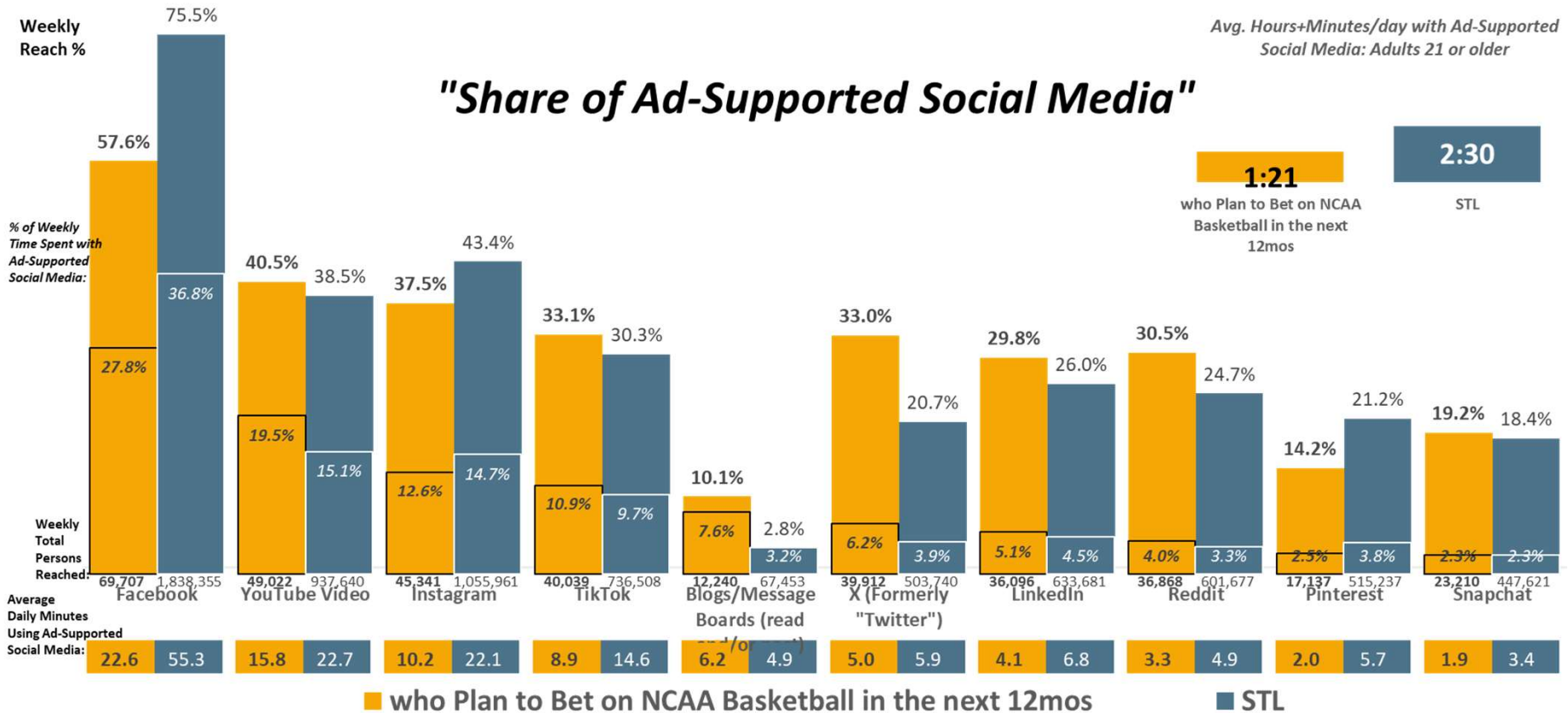
"Share of Ad-Supported Social Media"





69,707 or 57.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Facebook for an average of 22.6 minutes every day representing 27.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





12,853 or 9.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 33.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social

Weekly Reach %

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

"Share of Ad-Supported Social Media"

% of Weekly Time Spent with Ad-Supported Social Media:

Weekly Total Persons Reached:

Average Daily Minutes Using Ad-Supported Social Media:

1:34

2:17

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

CIN

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

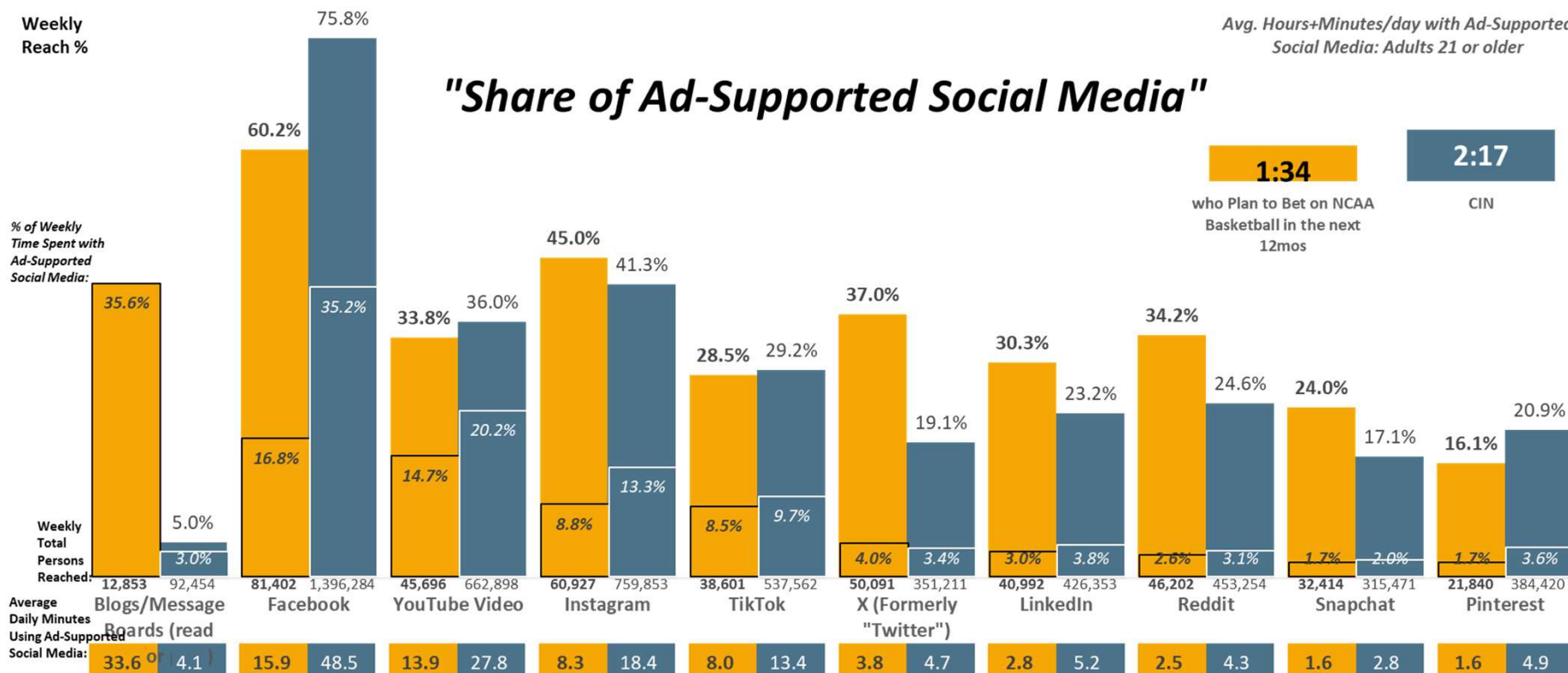
■ CIN

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 101
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CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977

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



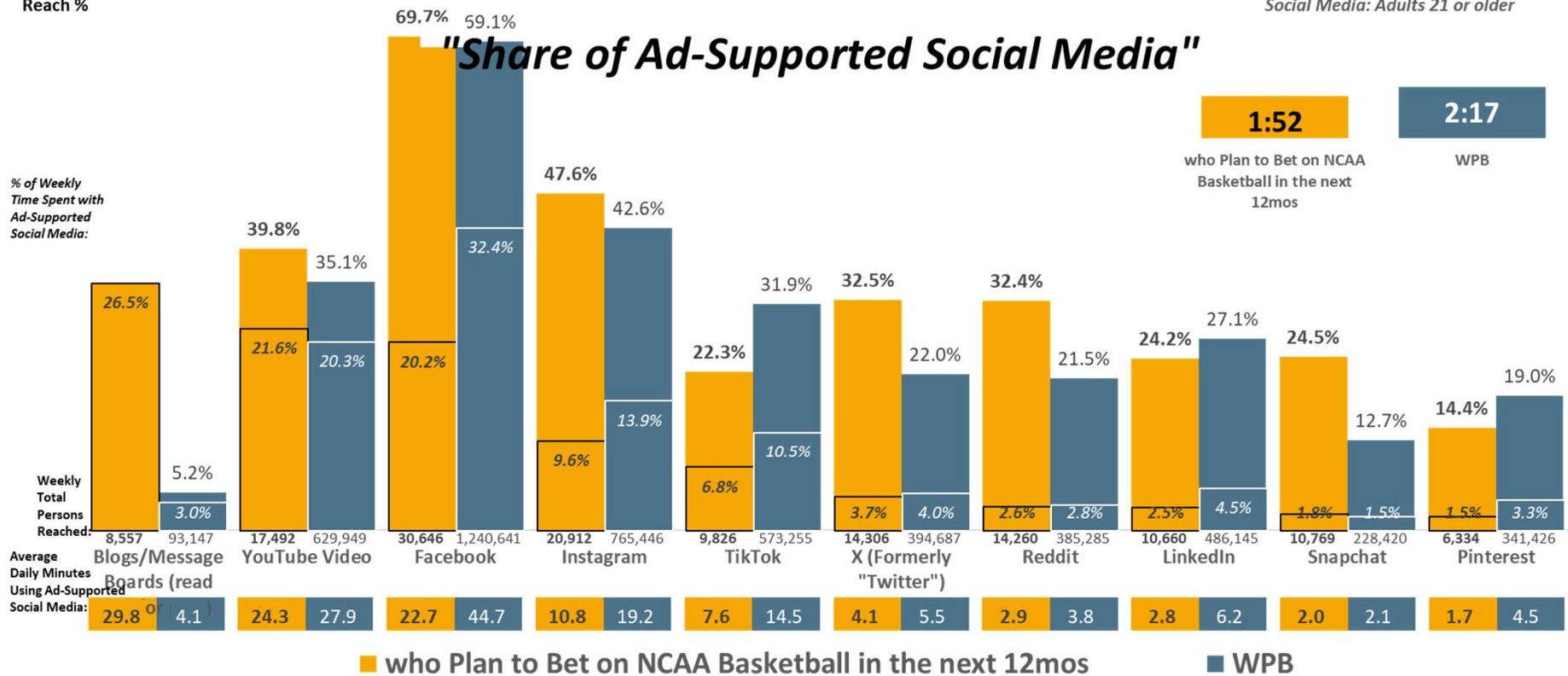


8,557 or 19.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 29.8 minutes every day representing 26.5% of all time spent daily with Ad-Supported Social

Weekly
Reach %

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

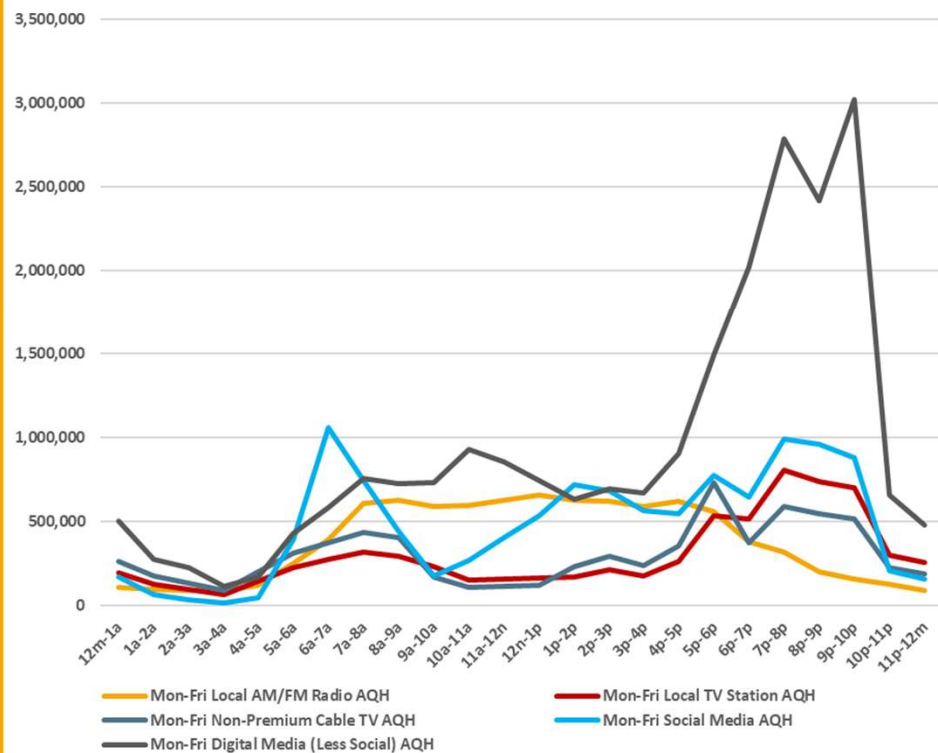
"Share of Ad-Supported Social Media"



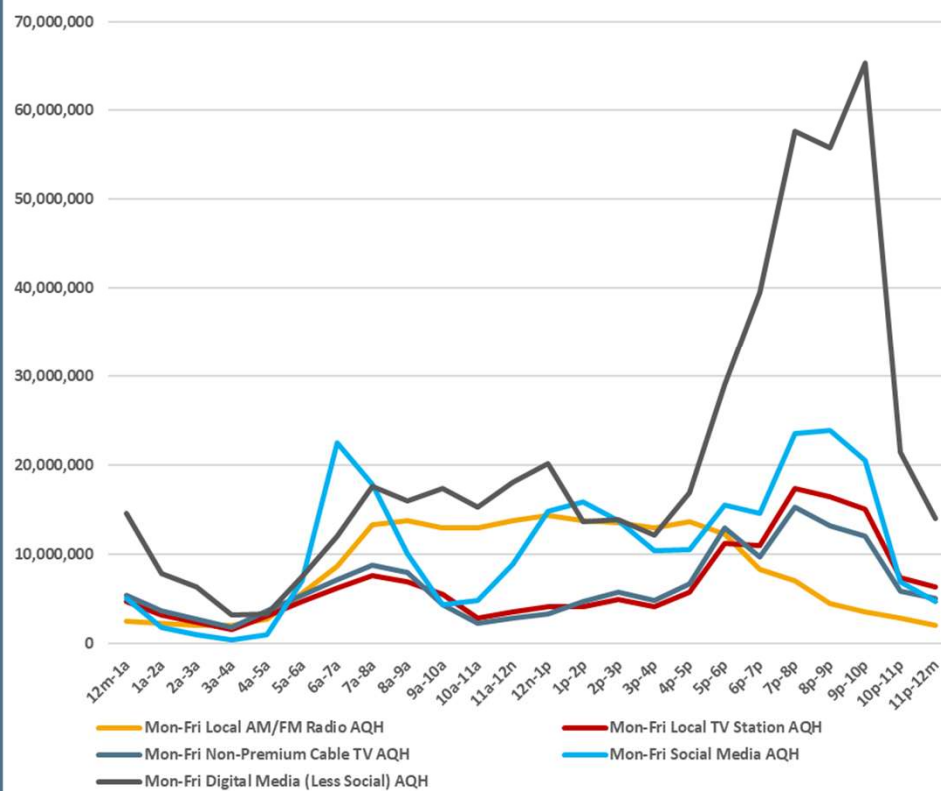


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 903,952;
 Social Media: 581,425; Local Radio: 576,284; Non-Prem. Cable: 303,884; Local TV: 265,679
 reaching Adults 21 or older who Plan to Bet on NCAA Basketball in the ne

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



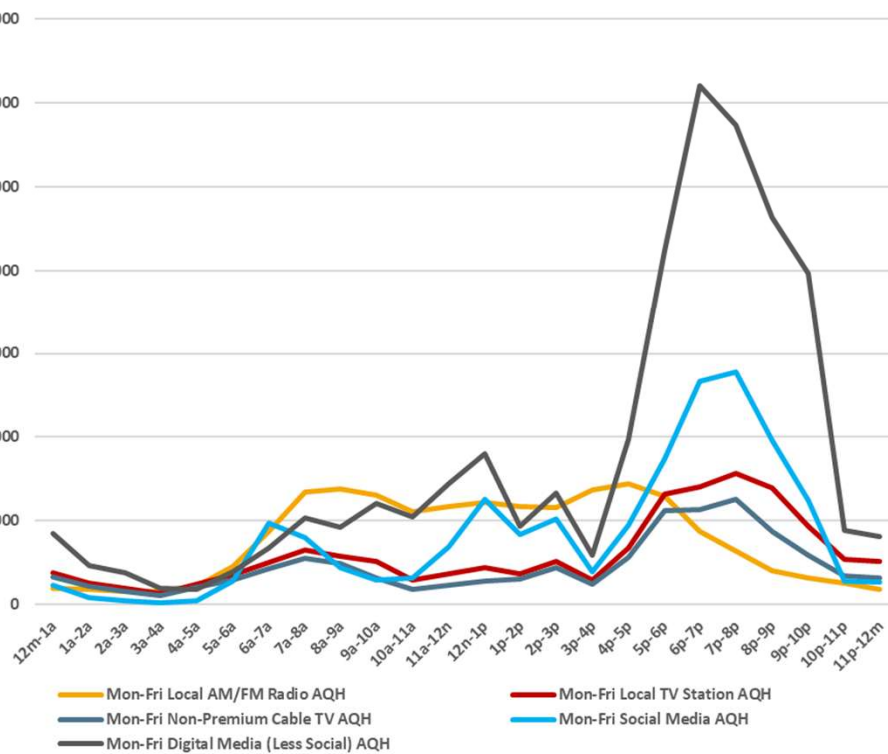
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 USA 210 DMA Area Adults 21 or older*



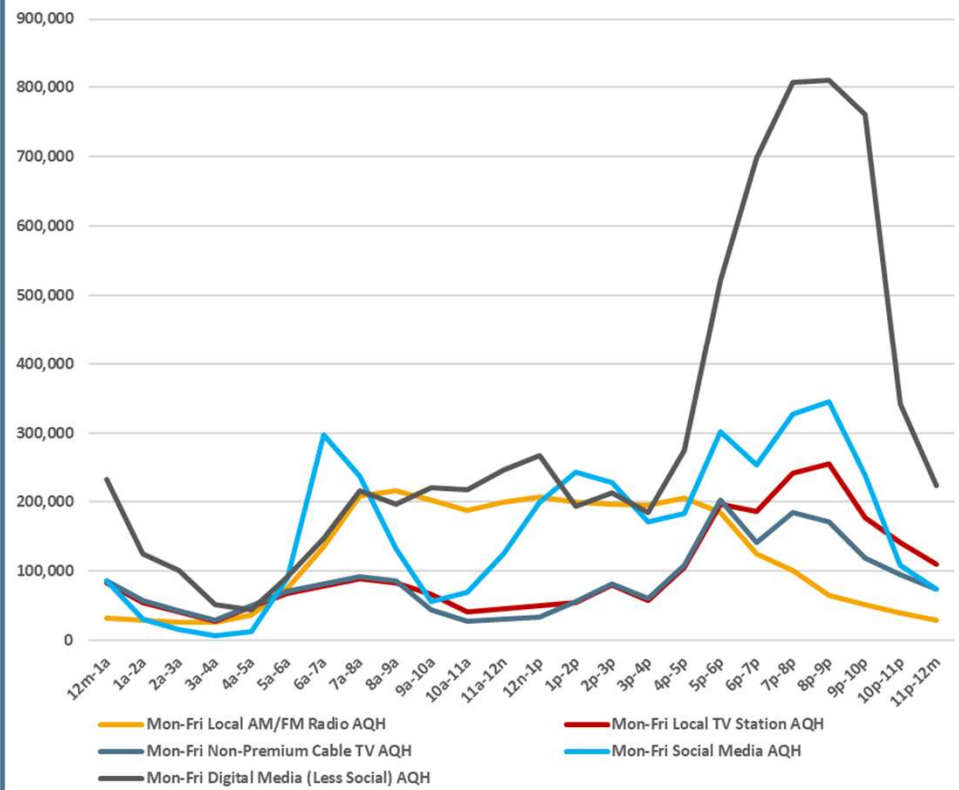


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,006;
Local Radio: 12,099; Social Media: 9,529; Local TV: 6,100; Non-Prem. Cable: 4,839
reaching Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos

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



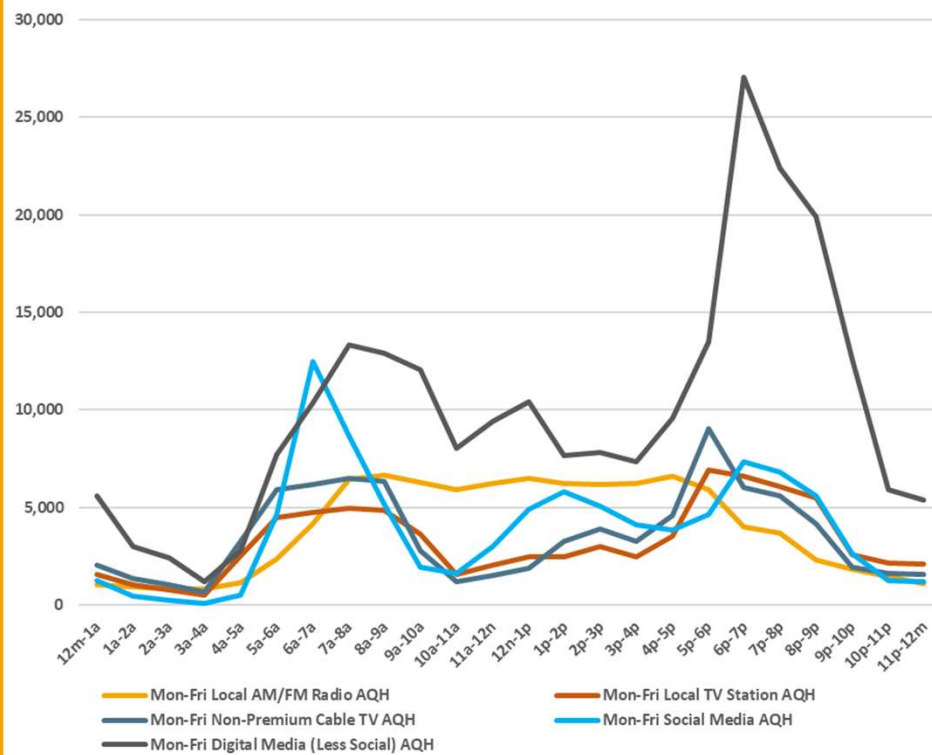
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 21 or older*



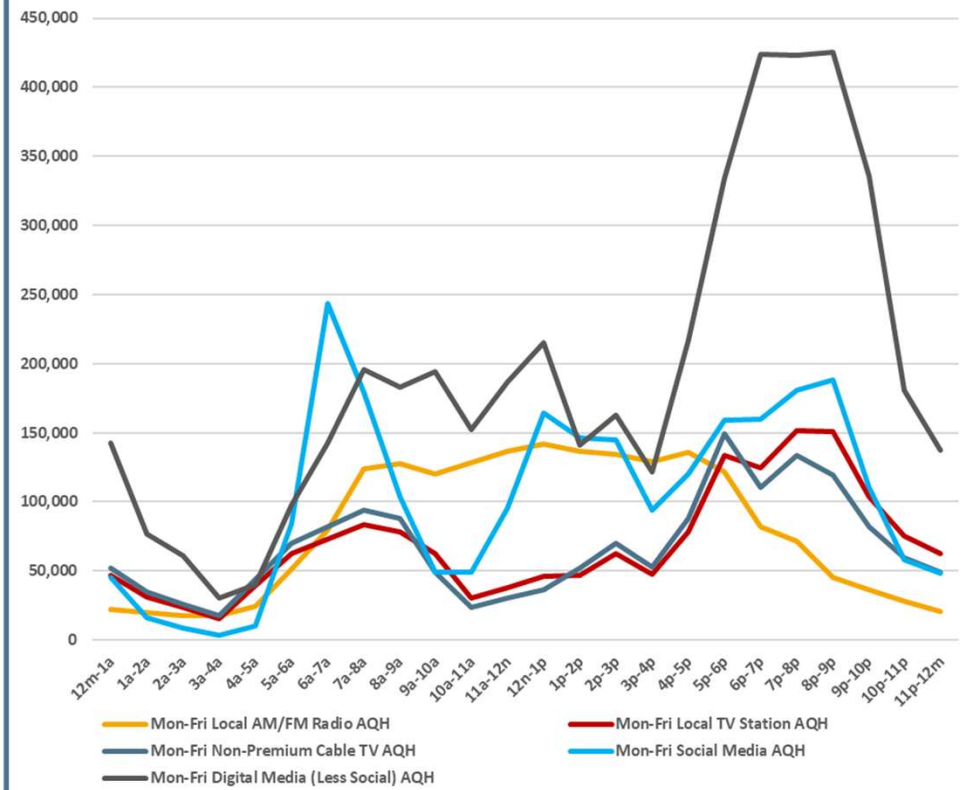


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,503; Local Radio: 5,957; Social Media: 5,282; Non-Prem. Cable: 4,345; Local TV: 3,792 reaching Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos.

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



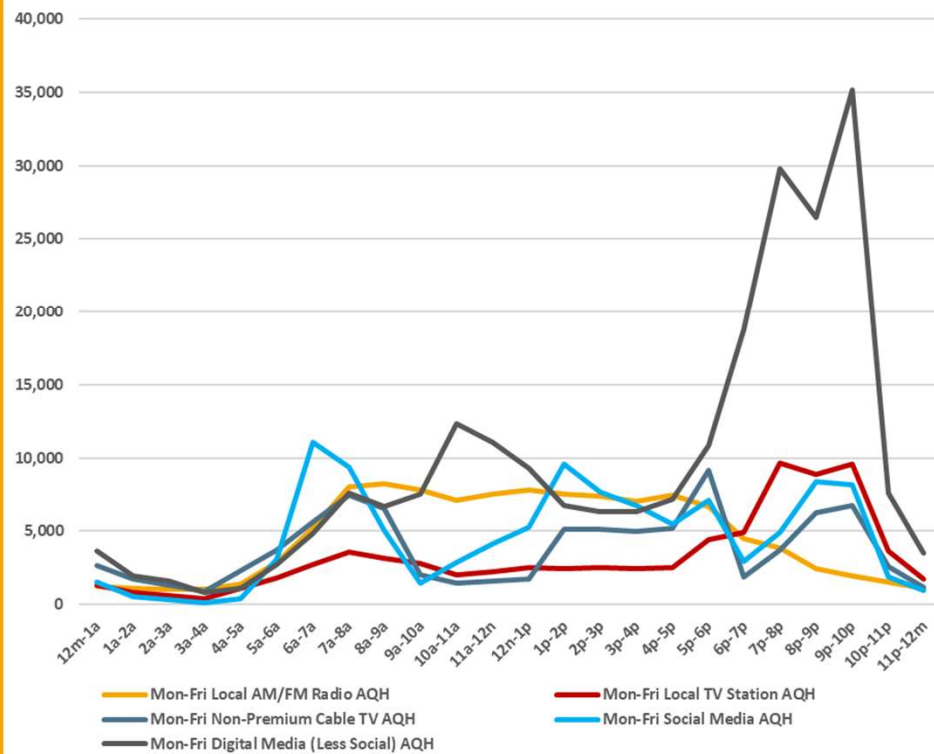
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STL Metro Area Adults 21 or older*



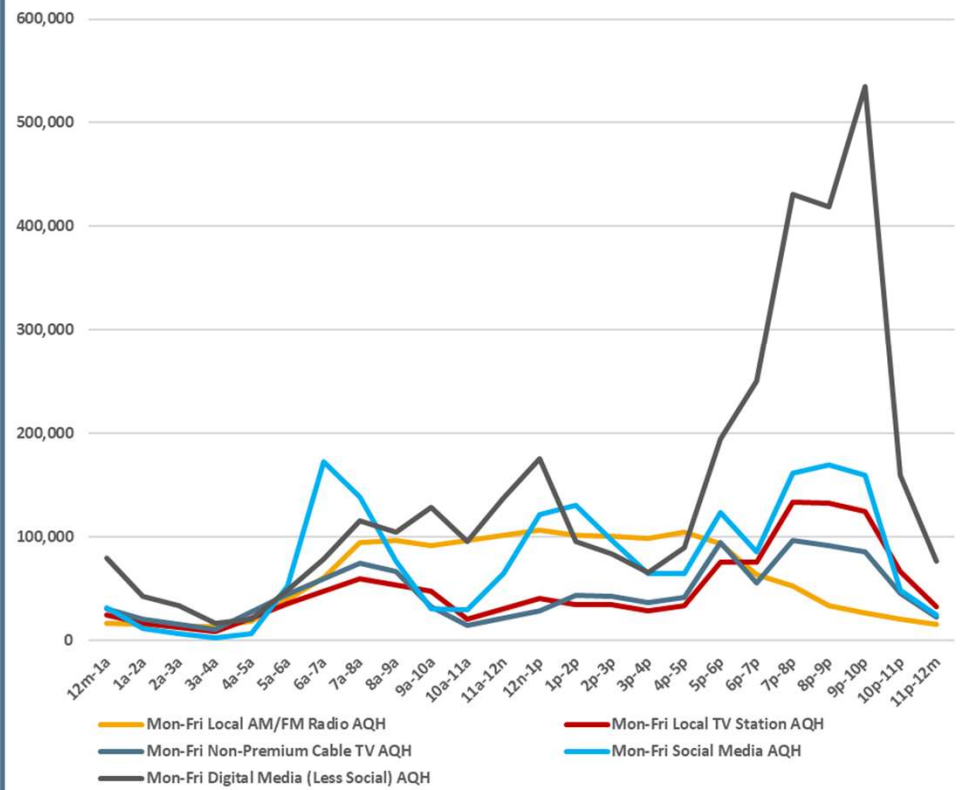


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,897; Local Radio: 7,106; Social Media: 6,062; Non-Prem. Cable: 4,458; Local TV: 2,950 reaching Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos.

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



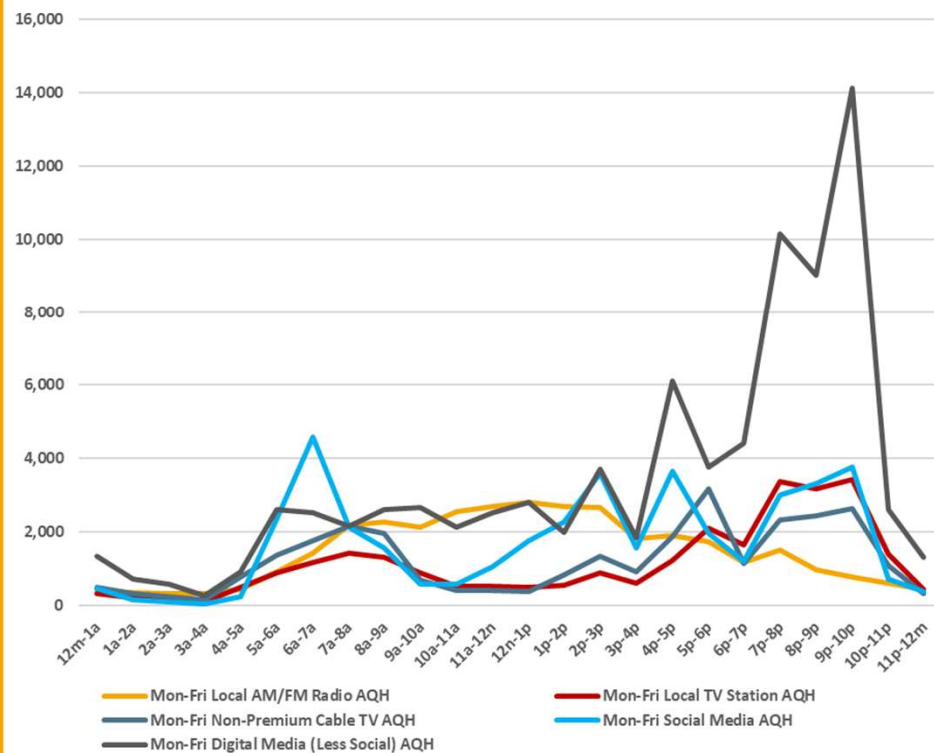
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 21 or older*



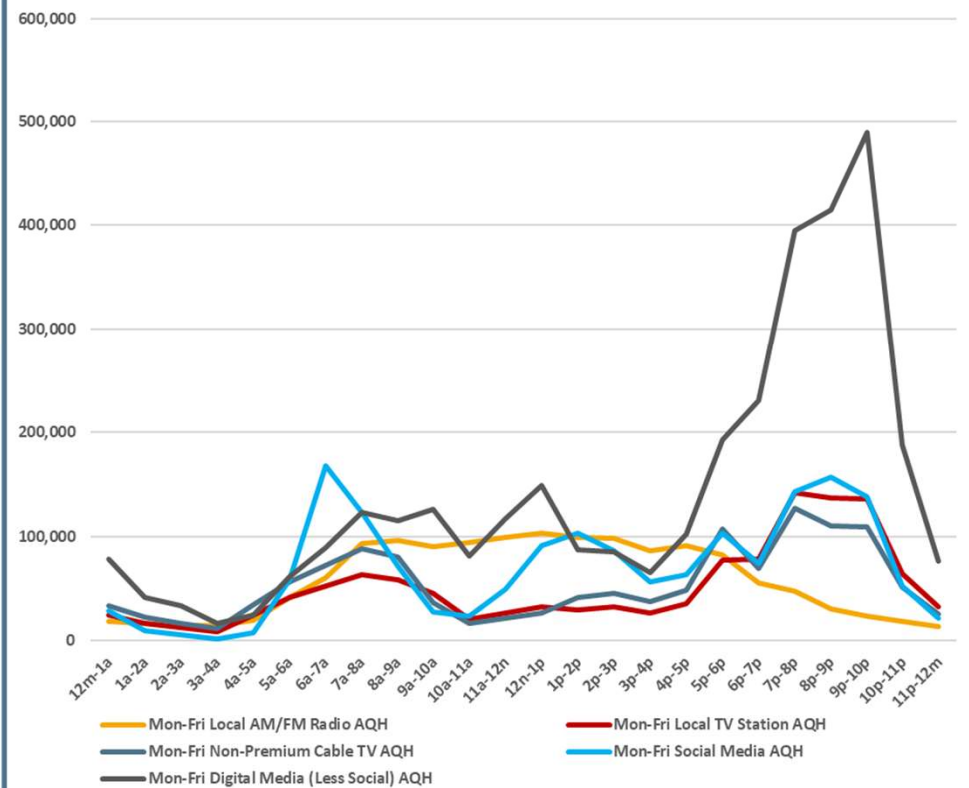


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,022; Local Radio: 2,160; Social Media: 2,040; Non-Prem. Cable: 1,316; Local TV: 1,032 reaching Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos.

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



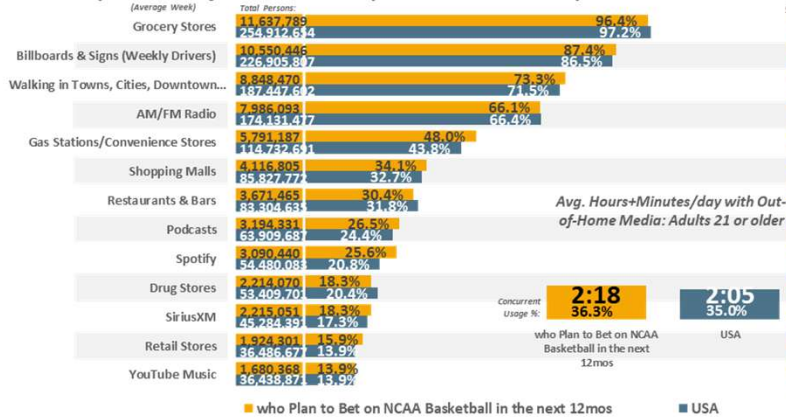
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 21 or older*



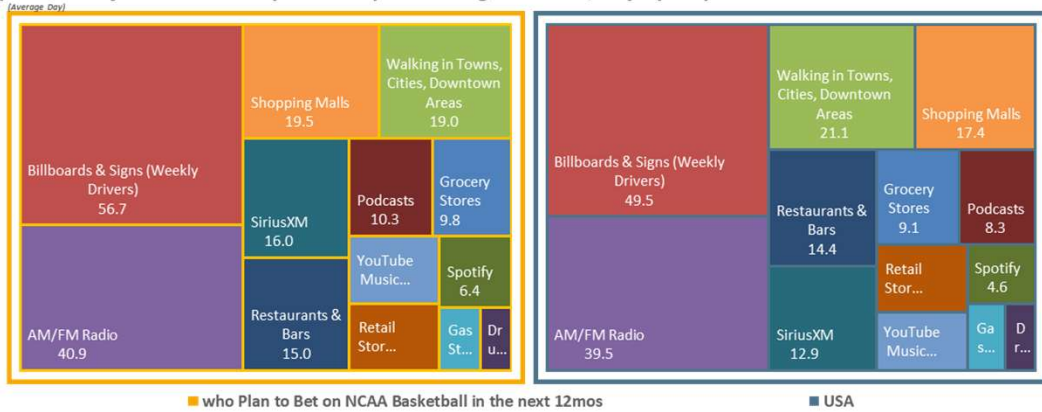


10,550,446 or 87.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 56.7 minutes per day driving, seeing Billboards and Signs. 63.3% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minutes/d

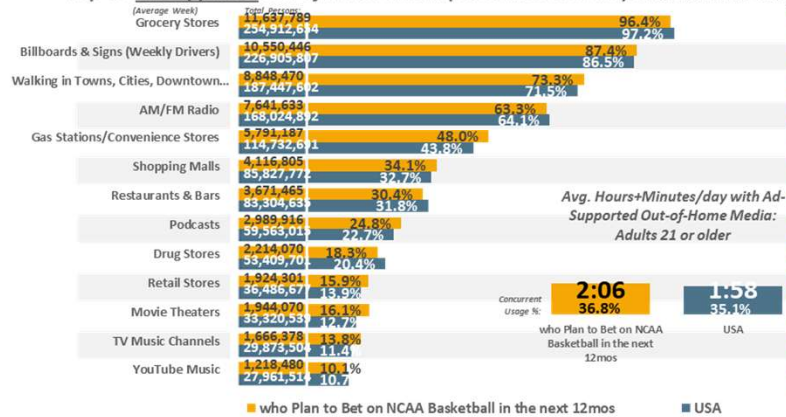
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



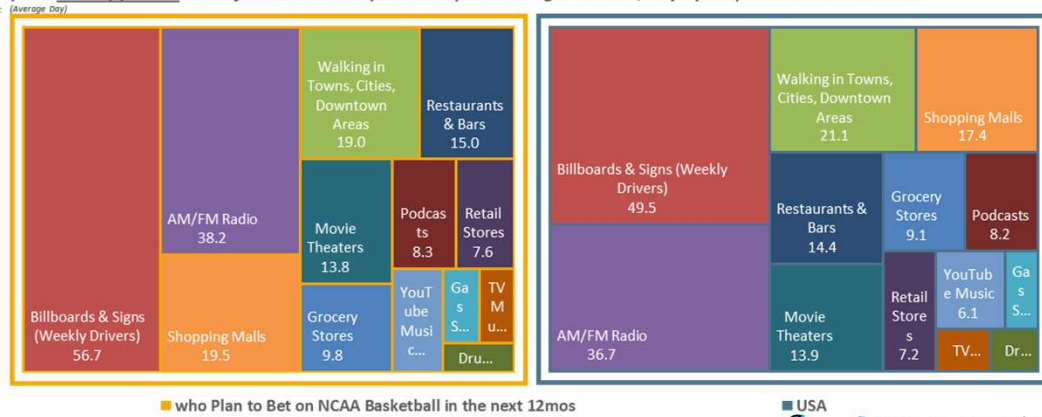
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



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

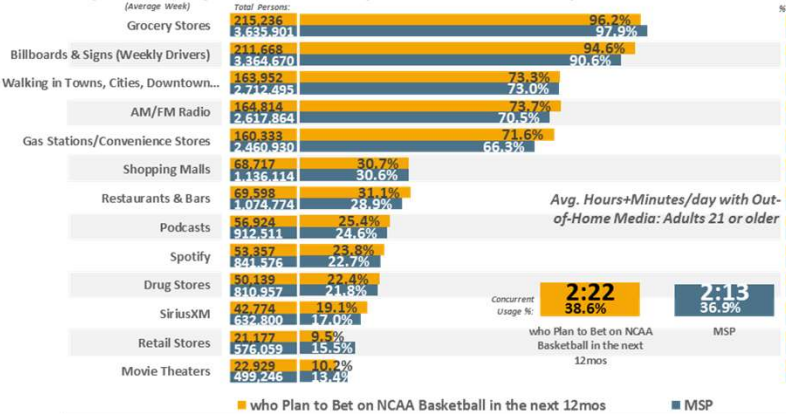
Sports betting - sports plan to bet on next 12 months: NCAA basketball

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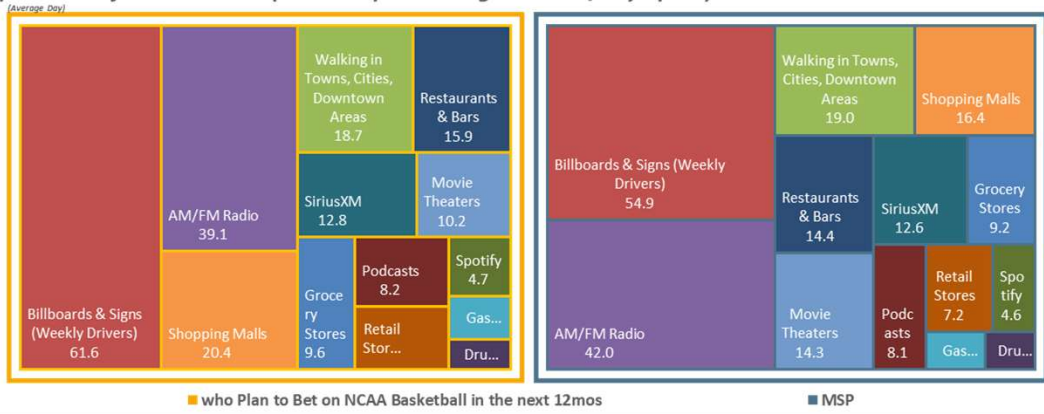


211,668 or 94.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 61.6 minutes per day driving, seeing Billboards and Signs. 70.6% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes/day.

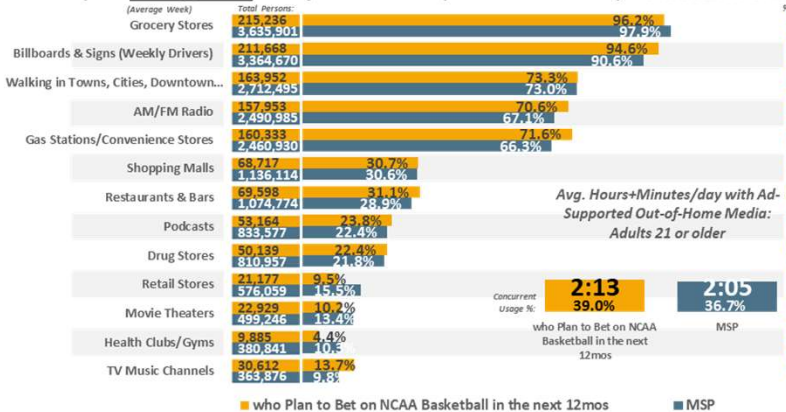
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



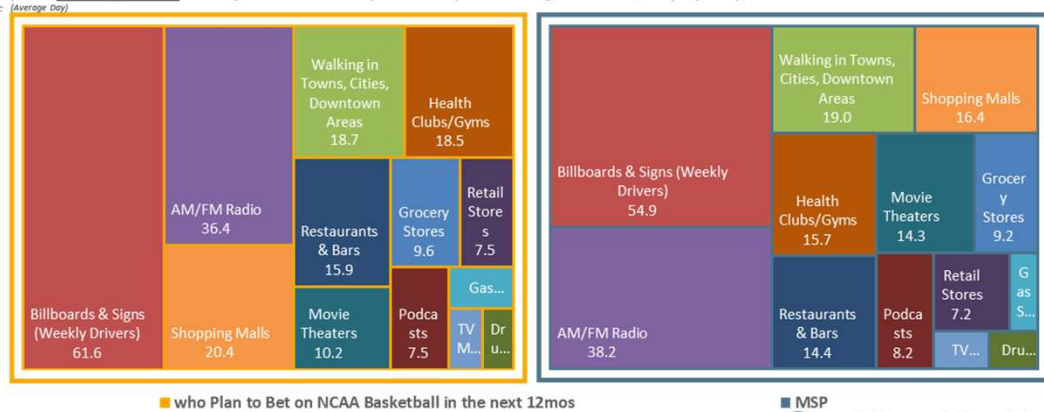
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

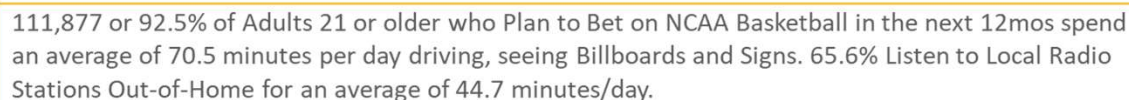


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 21 or older

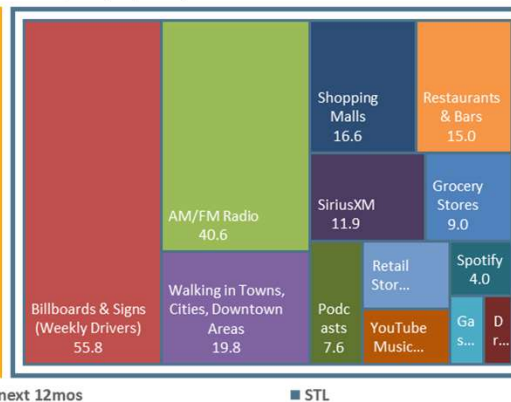
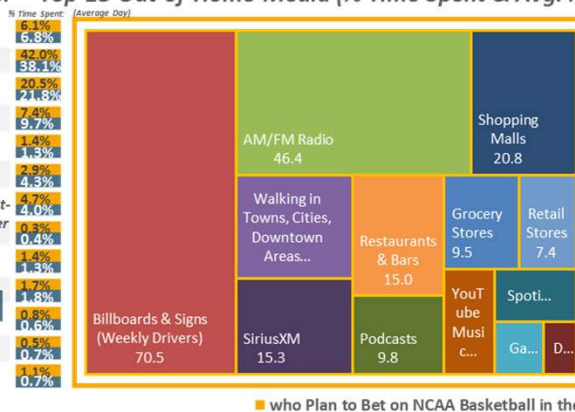


Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older

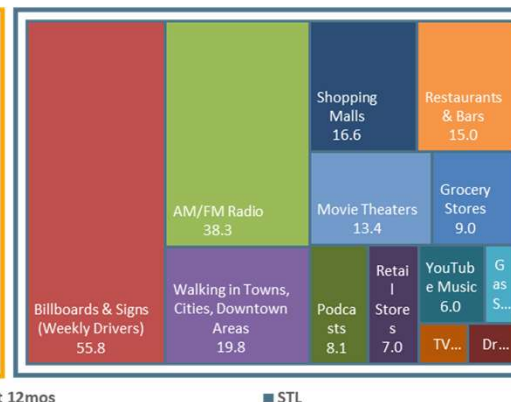
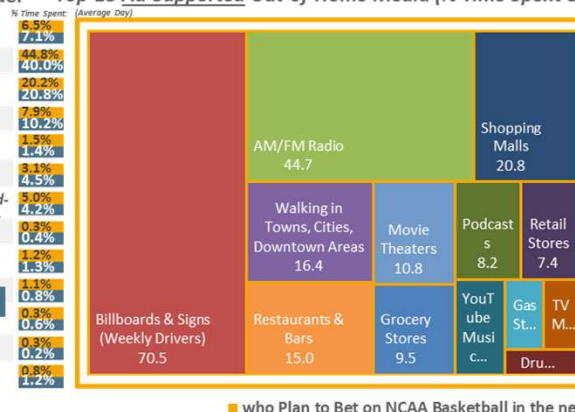




Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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

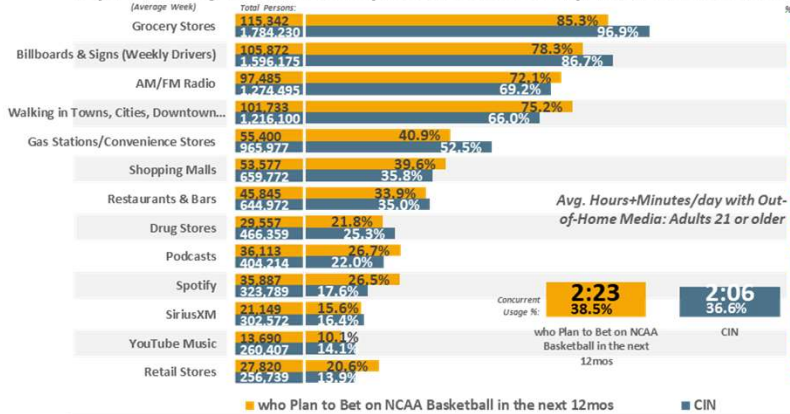


STL
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for Anything

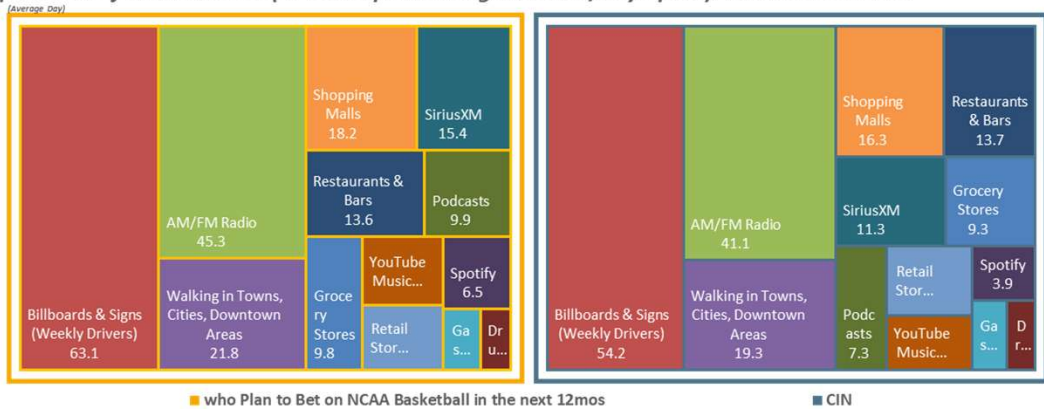


105,872 or 78.3% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 63.1 minutes per day driving, seeing Billboards and Signs. 69.2% Listen to Local Radio Stations Out-of-Home for an average of 43.7 minutes/day.

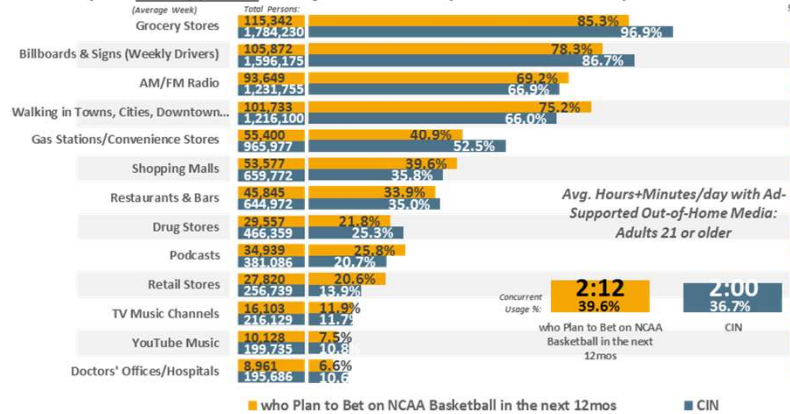
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



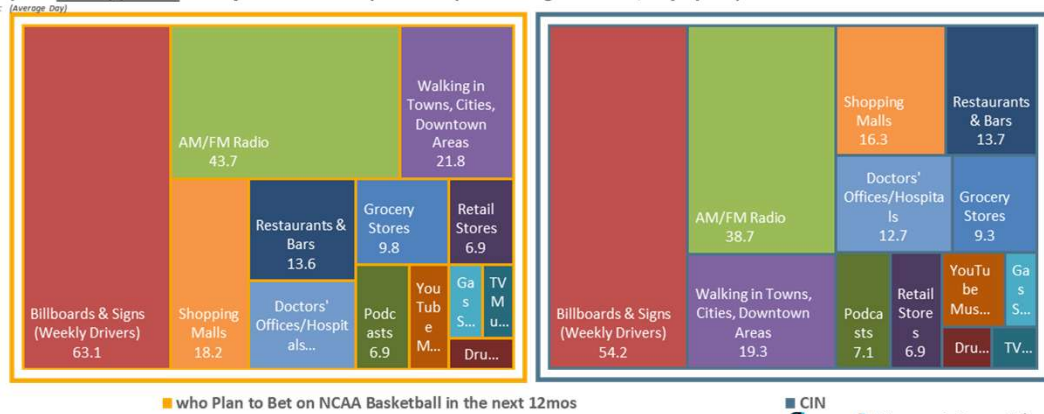
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



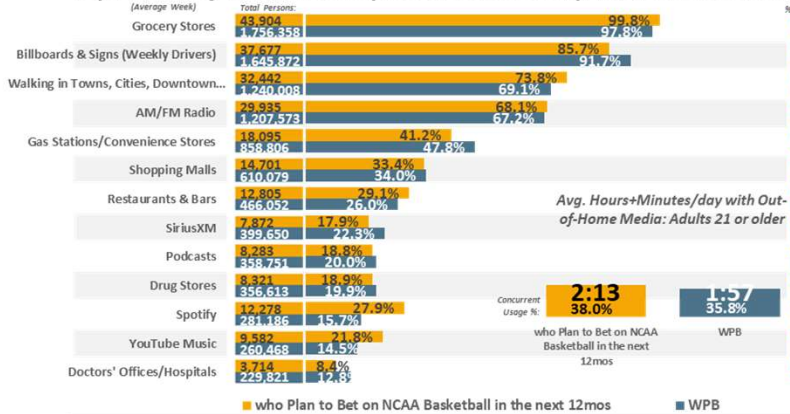
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



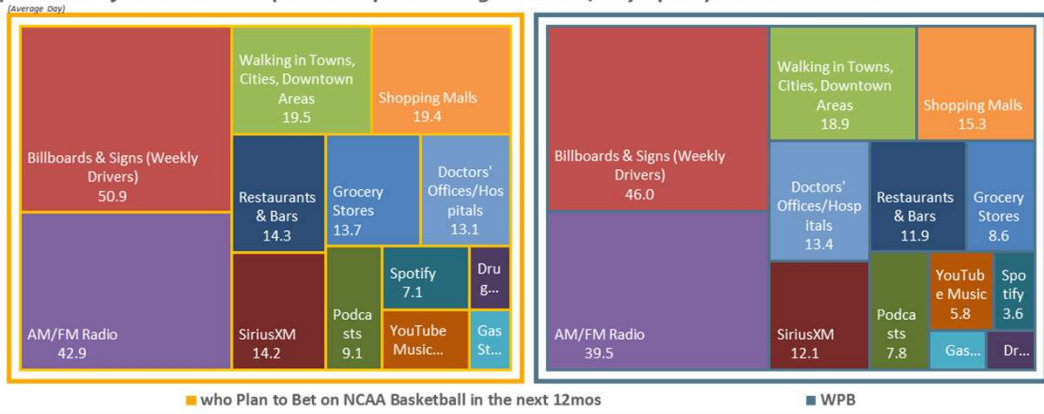


37,677 or 85.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 50.9 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 42. minutes/day.

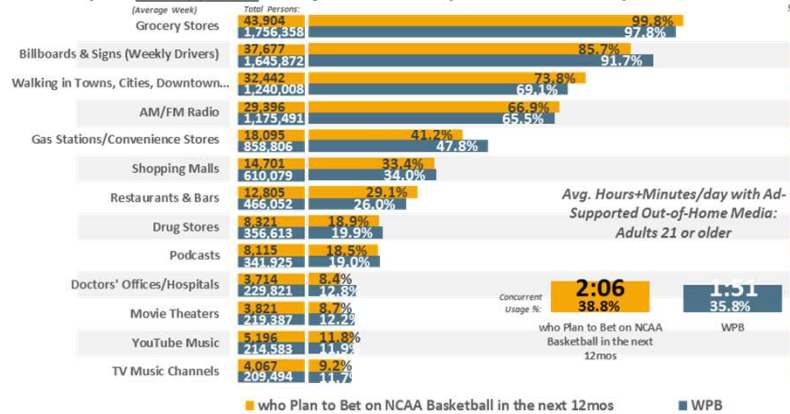
Top-13 Out-of-Home Media (Persons & % Reach): Adults 21 or older



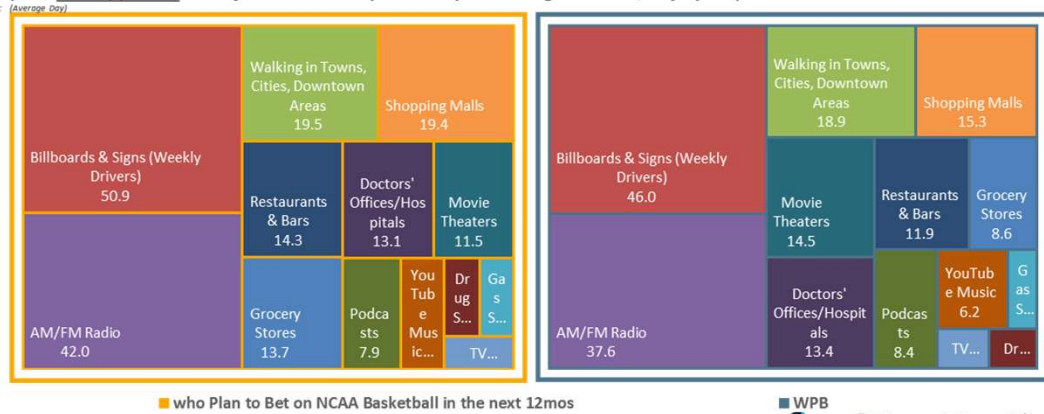
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



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



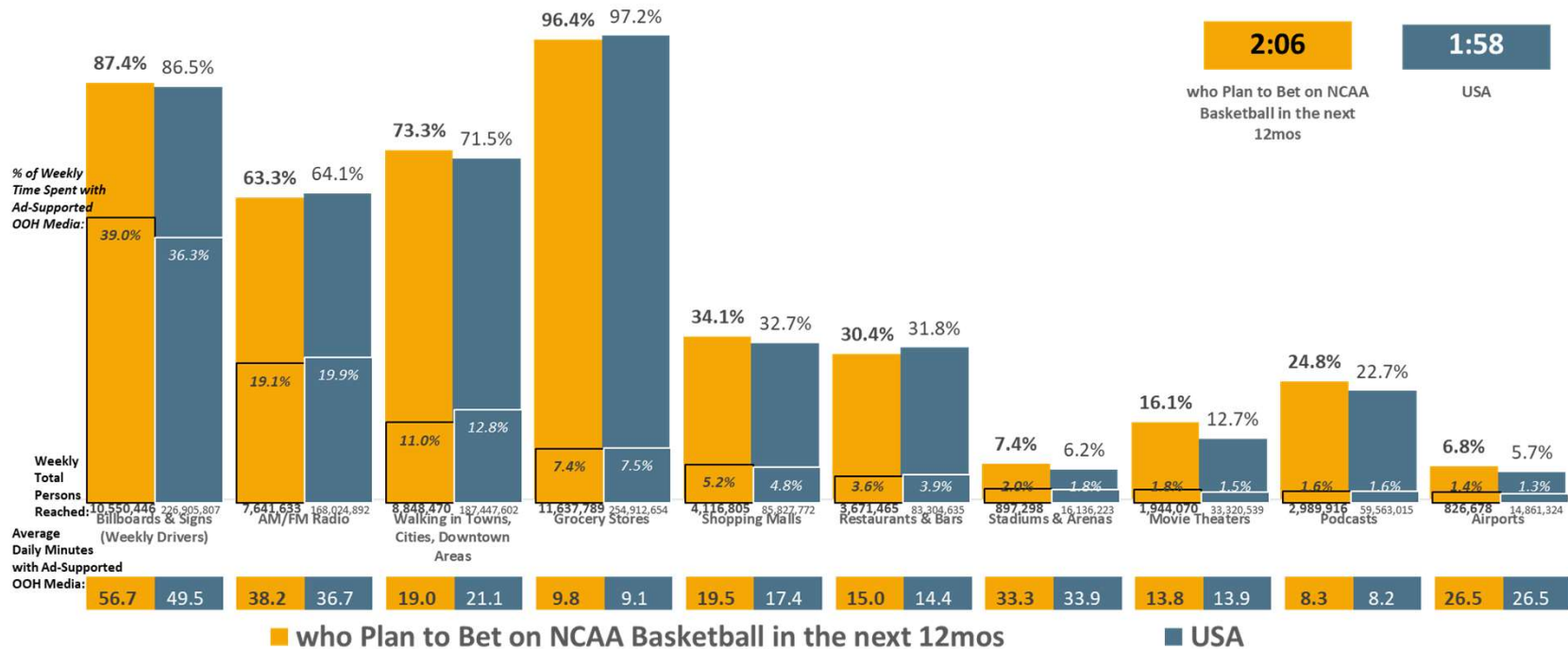


10,550,446 or 87.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 56.7 minutes per day driving, seeing Billboards and Signs representing 39.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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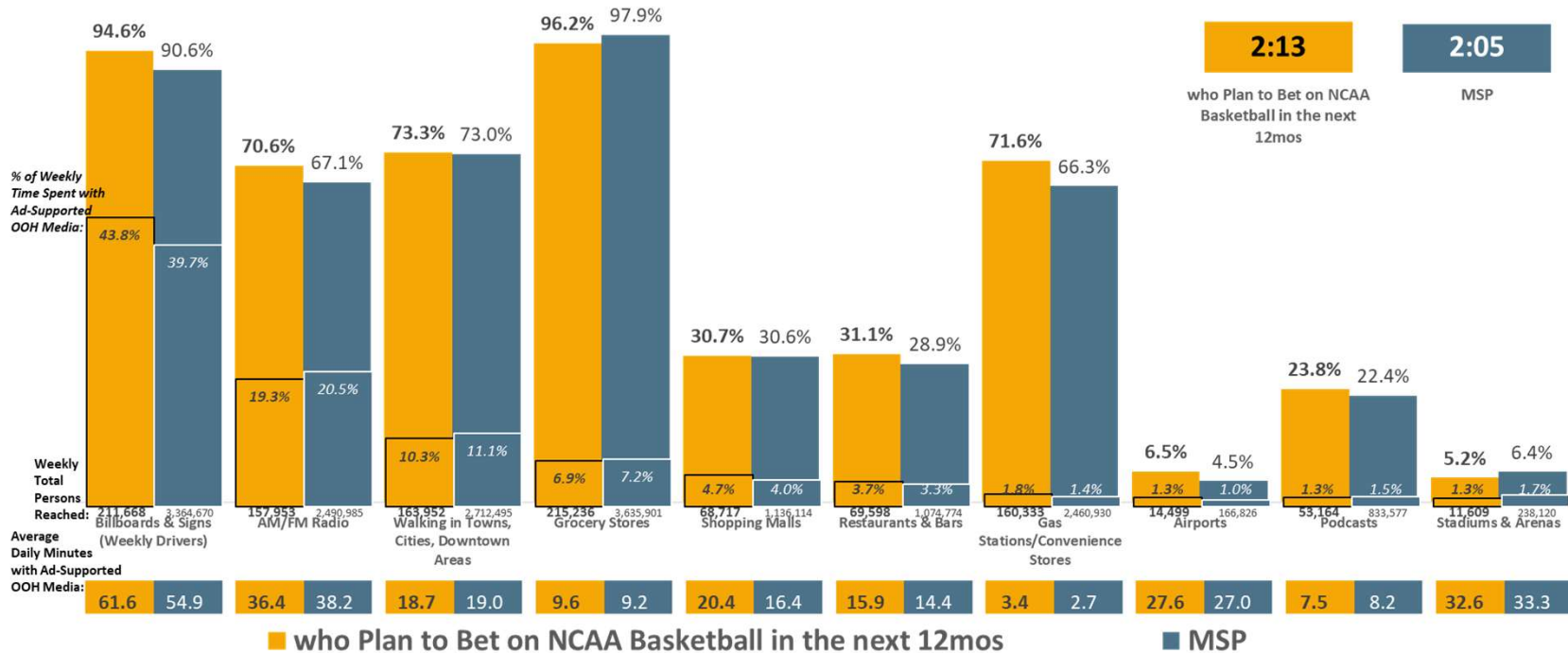


211,668 or 94.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 61.6 minutes per day driving, seeing Billboards and Signs representing 43.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 103 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,024
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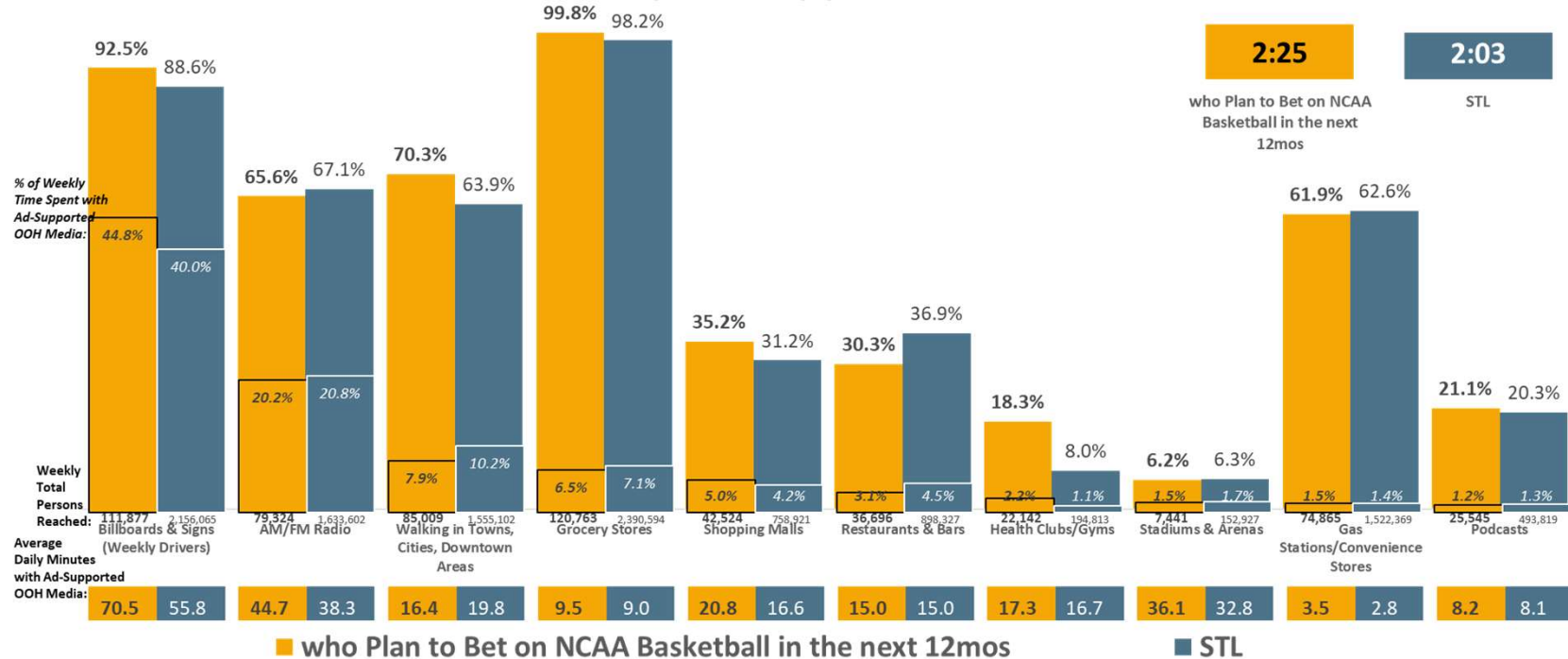


111,877 or 92.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 70.5 minutes per day driving, seeing Billboards and Signs representing 44.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 107
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,051

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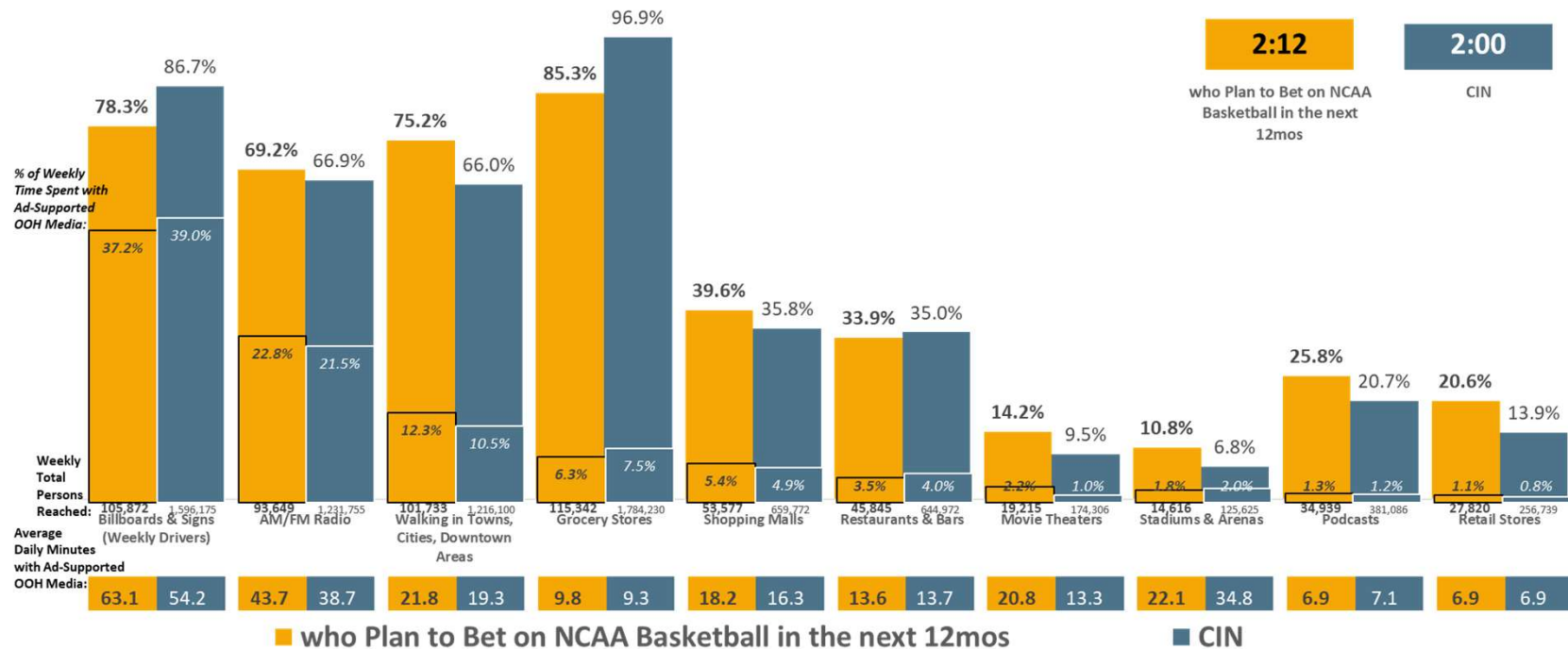


105,872 or 78.3% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 63.1 minutes per day driving, seeing Billboards and Signs representing 37.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 101 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,977

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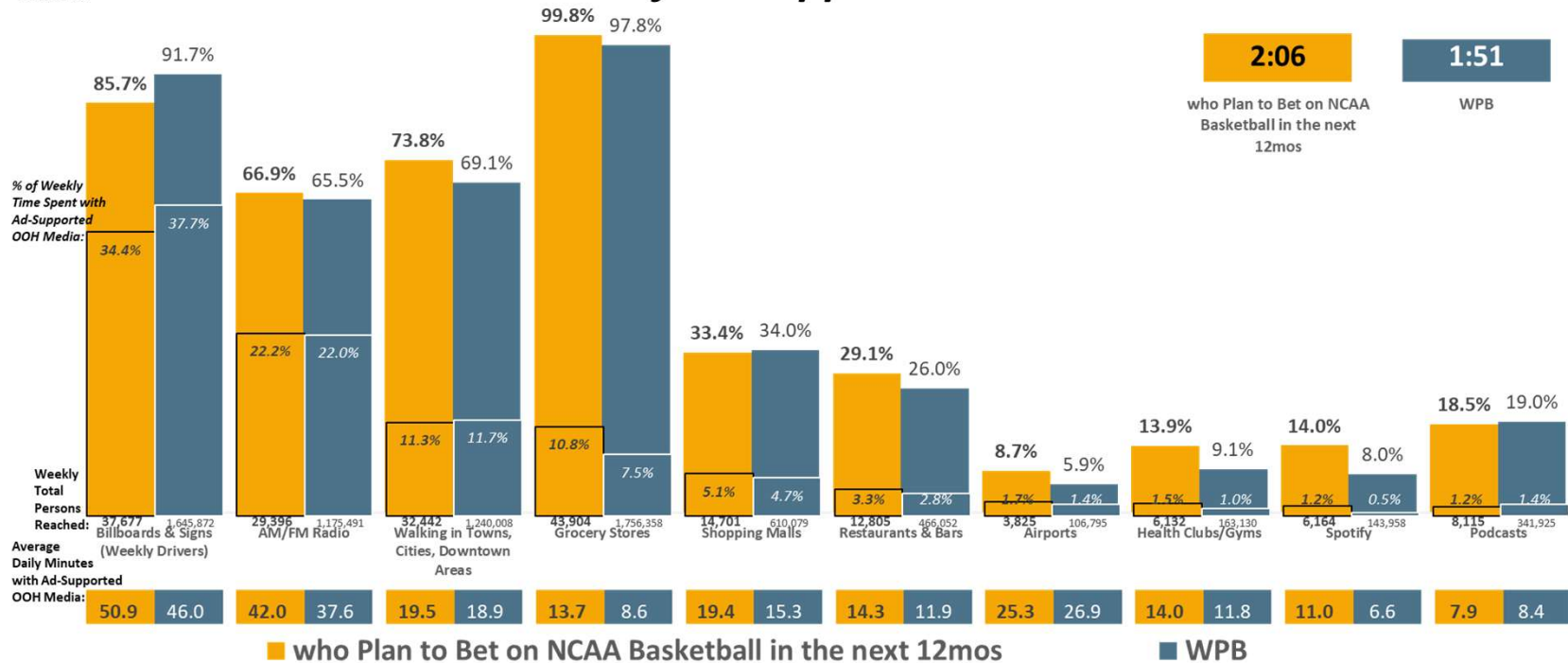


37,677 or 85.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 50.9 minutes per day driving, seeing Billboards and Signs representing 34.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:06
 who Plan to Bet on NCAA Basketball in the next 12mos
1:51
 WPB

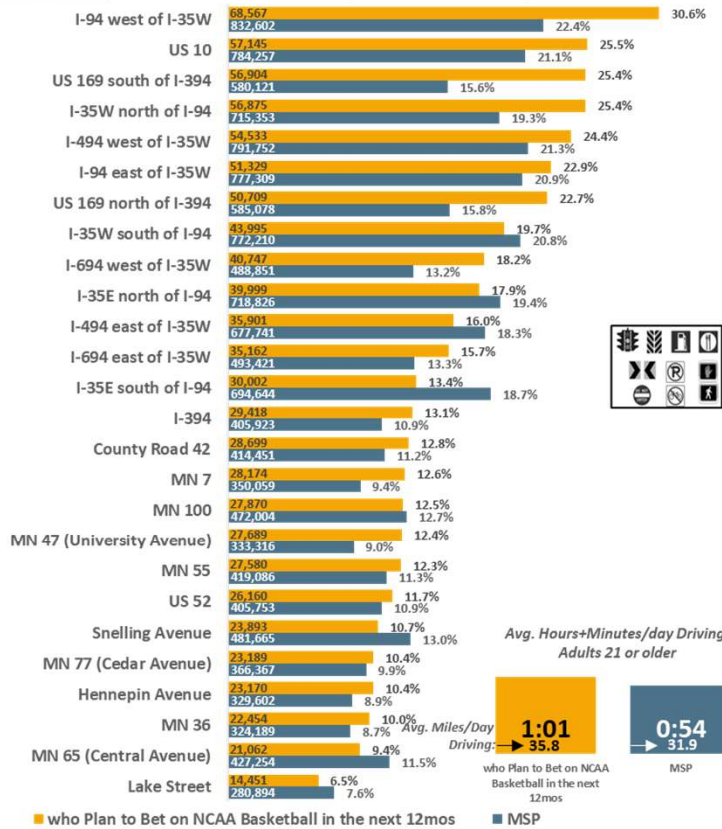
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 74 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,593
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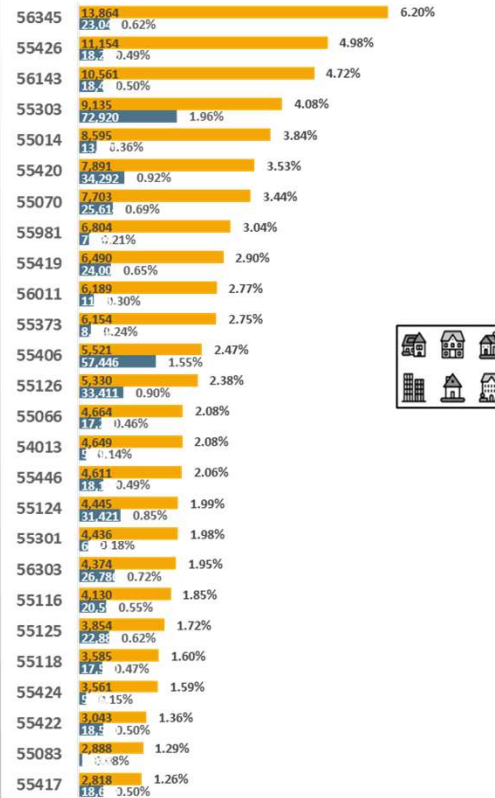


211,668 or 94.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 61.6 minutes per day driving an average of 35.8 miles each day and are 62.8% more likely to use US 169 south of I-394 than the Metro average.

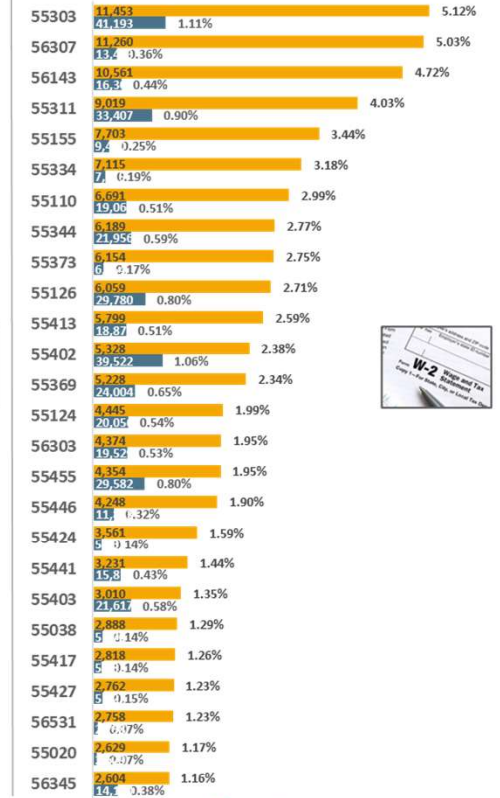
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



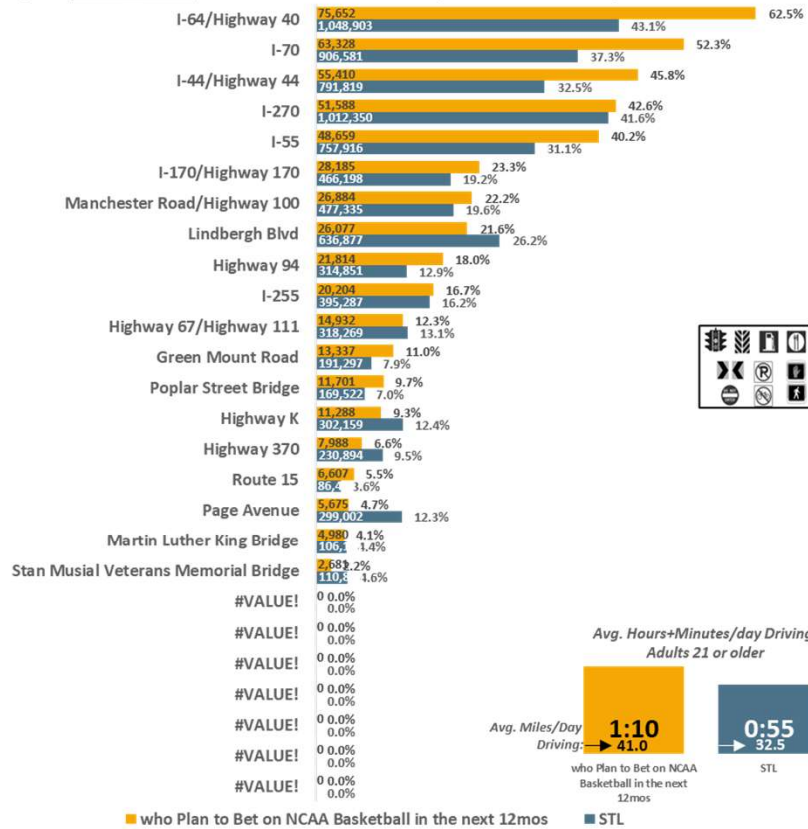
Top-26 Employment Zip Codes: Adults 21 or older



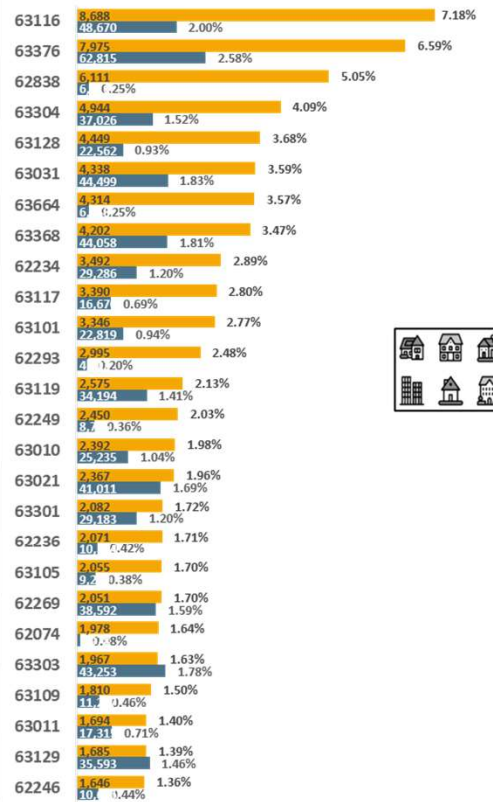


111,877 or 92.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 70.5 minutes per day driving an average of 41. miles each day and are 53.8% more likely to use Route 15 than the Metro average.

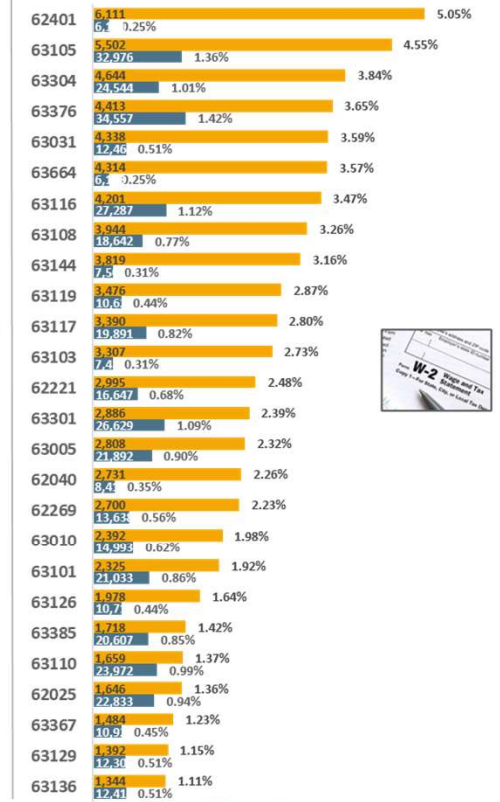
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



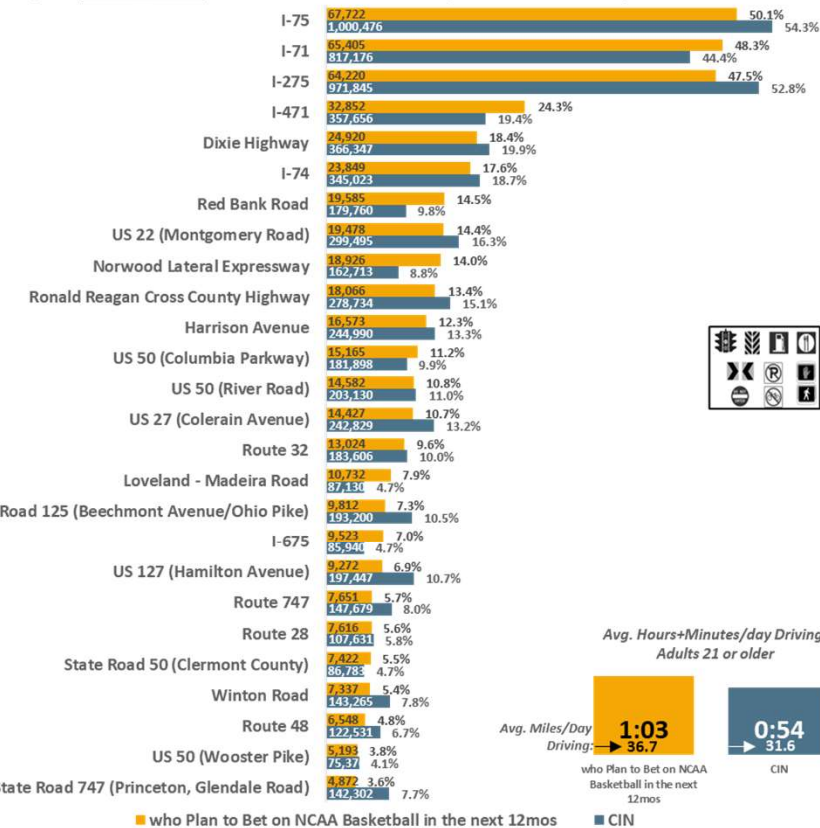
Top-26 Employment Zip Codes: Adults 21 or older





105,872 or 78.3% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 63.1 minutes per day driving an average of 36.7 miles each day and are 67.6% more likely to use Loveland - Madeira Road than the Metro average.

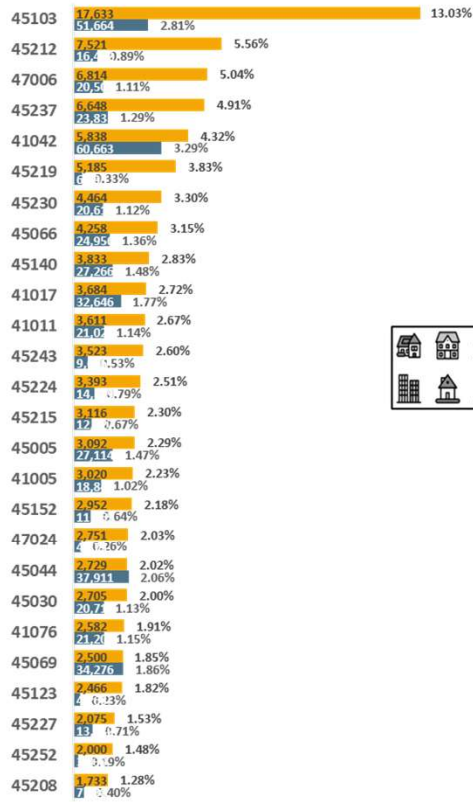
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



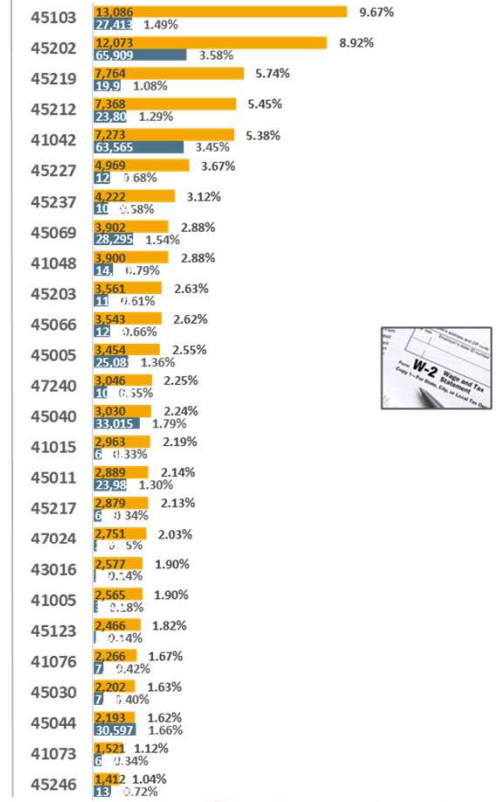
Avg. Hours+Minutes/day Driving:
Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older



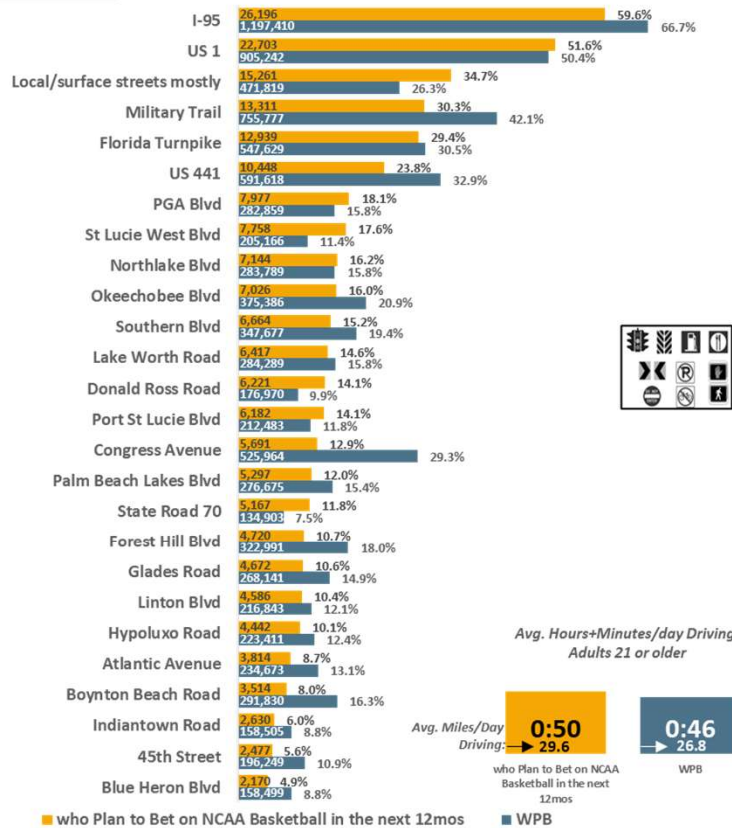
Top-26 Employment Zip Codes: Adults 21 or older



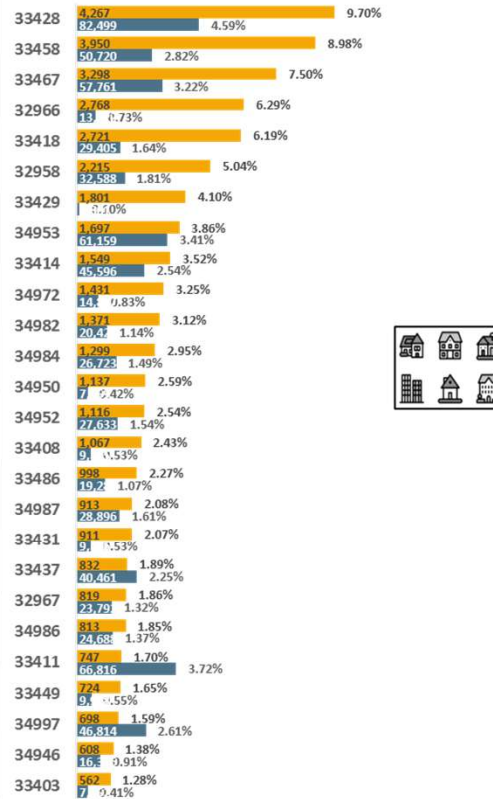


37,677 or 85.7% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos spend an average of 50.9 minutes per day driving an average of 29.6 miles each day and are 56.4% more likely to use State Road 70 than the Metro average.

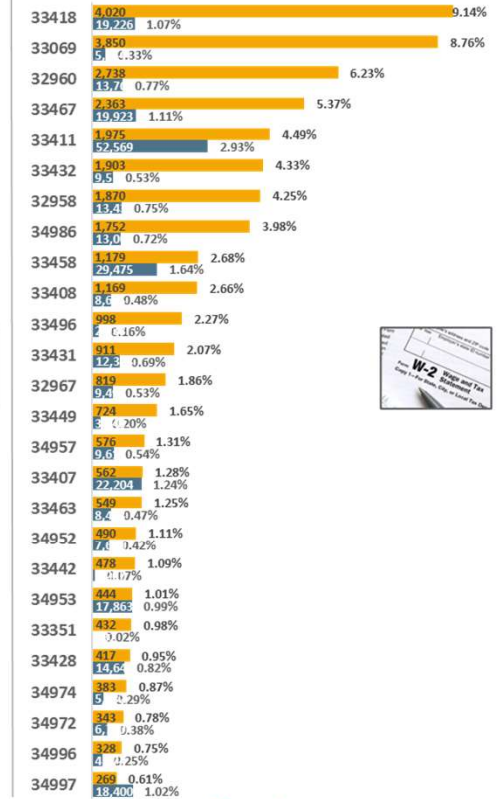
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 21 or older



Top-26 Residential Zip Codes: Adults 21 or older

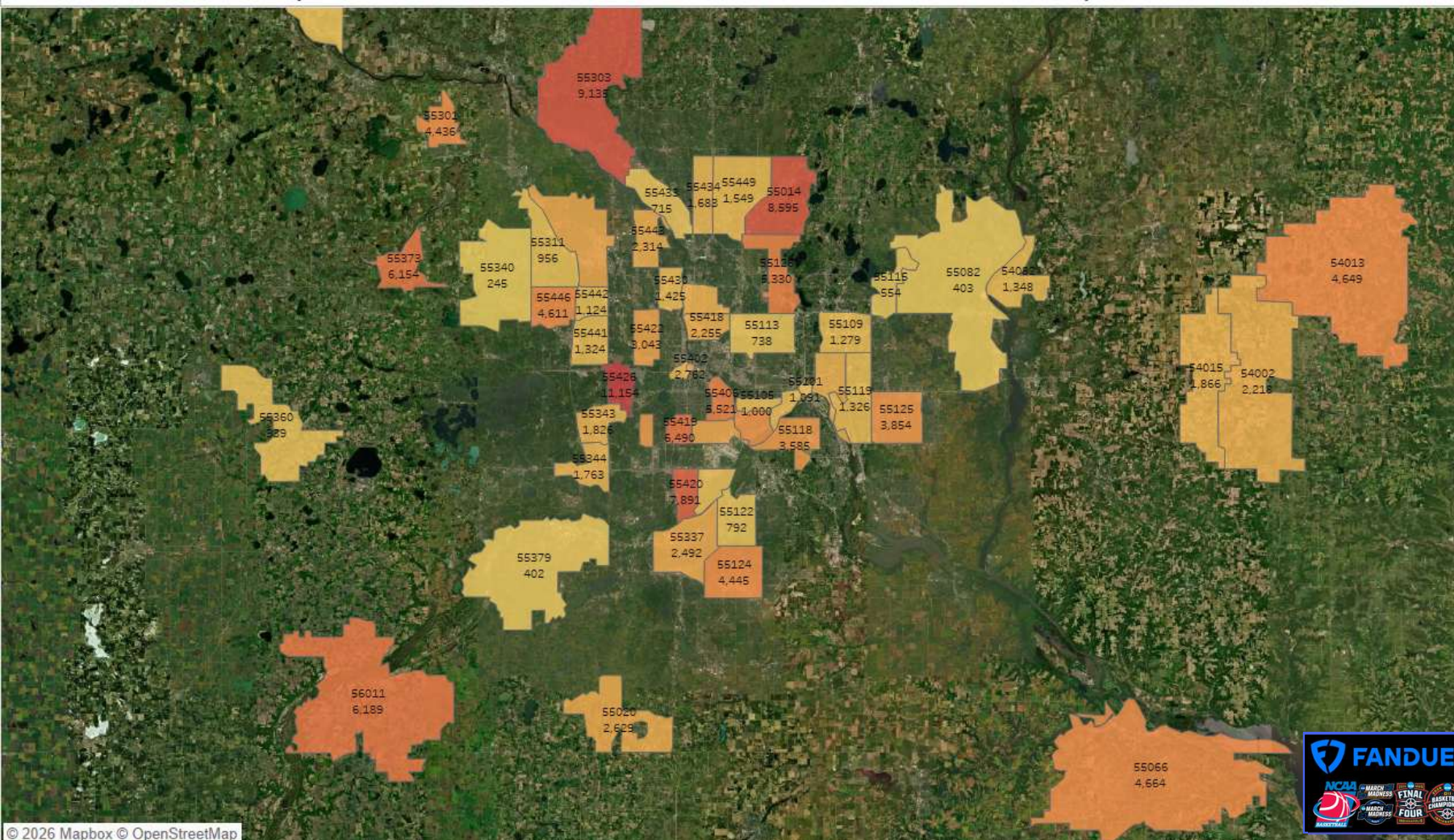


Top-26 Employment Zip Codes: Adults 21 or older



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

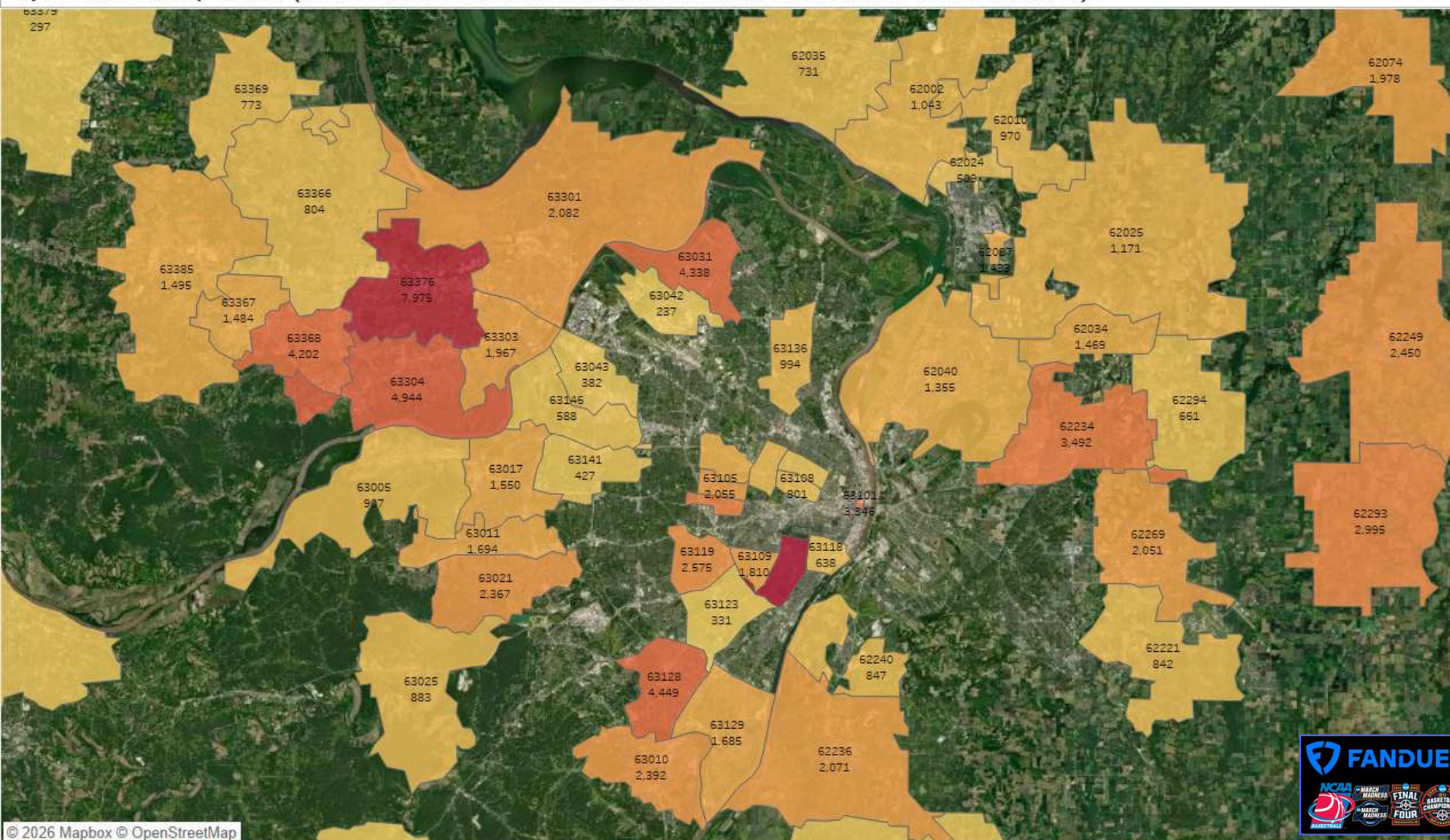
SUM(Adults 21 or older ...



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



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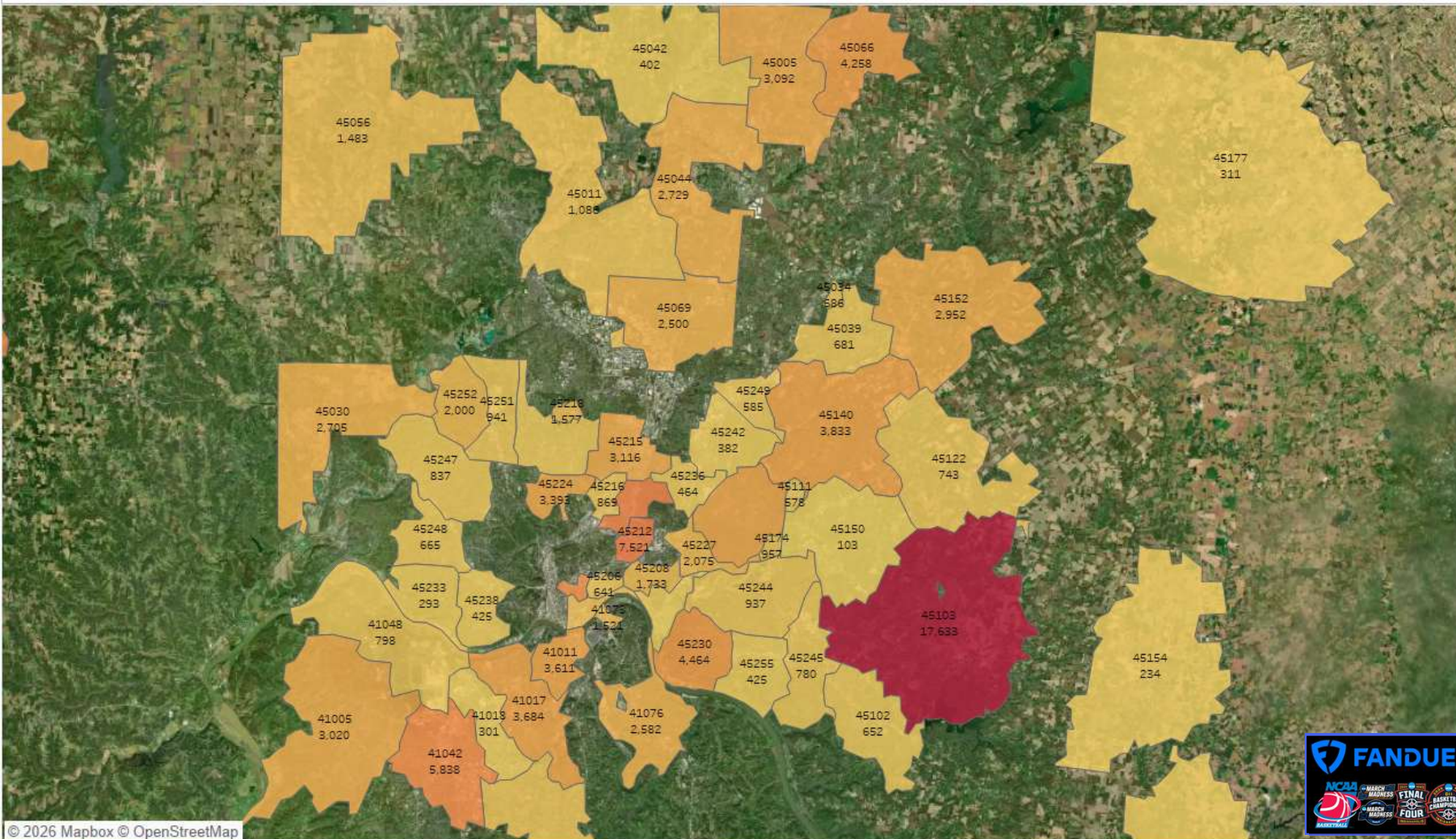


STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 107
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Sports betting - sports plan to bet on next 12 months: NCAA basketball

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



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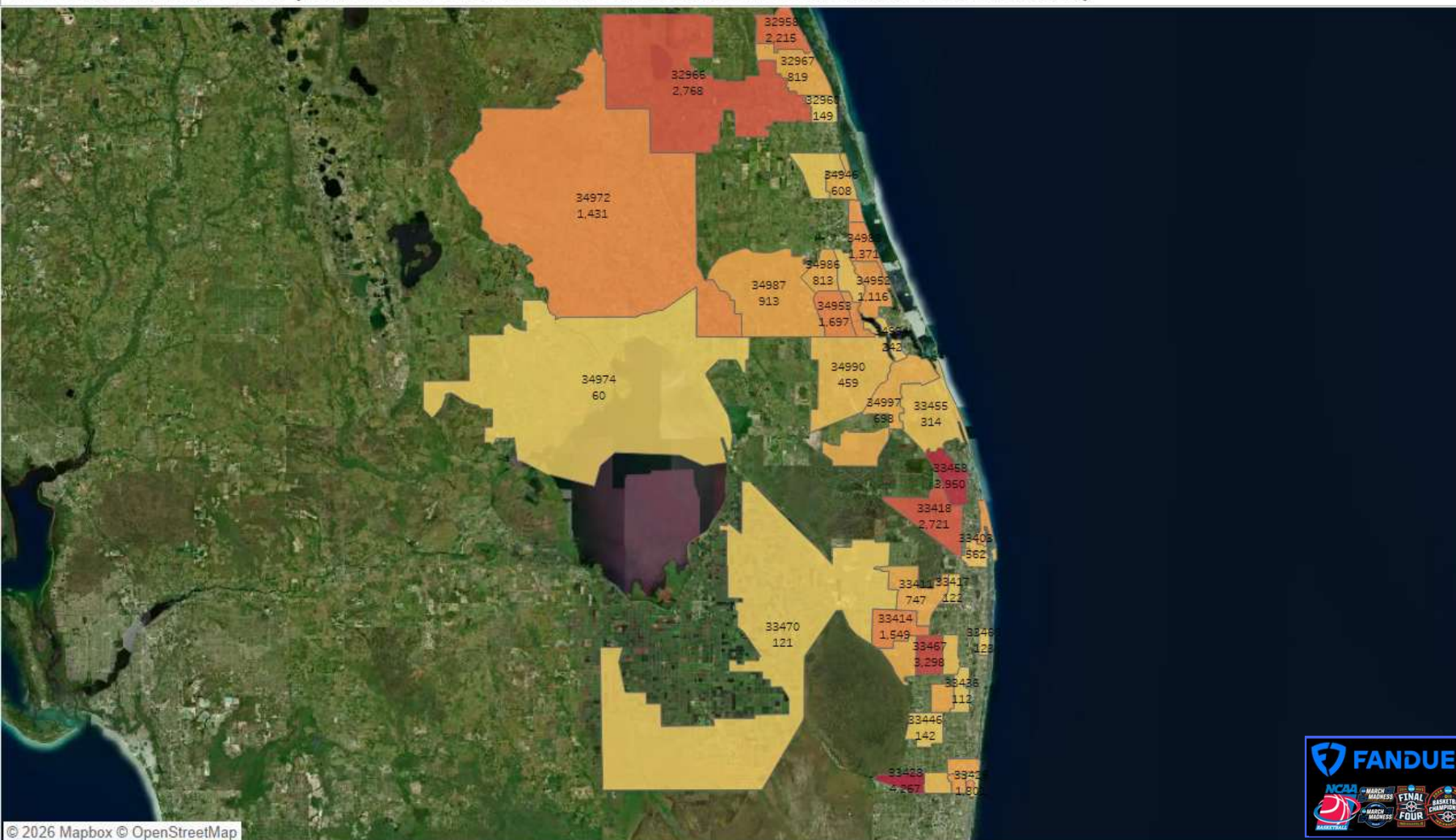
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 101

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

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



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 74

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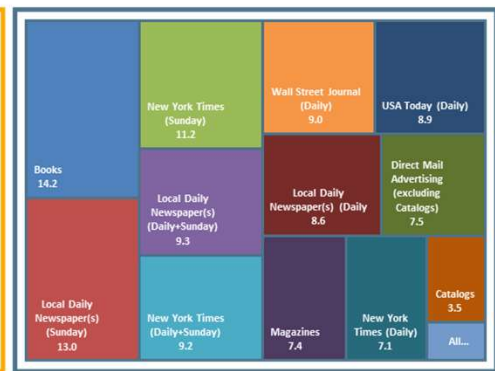
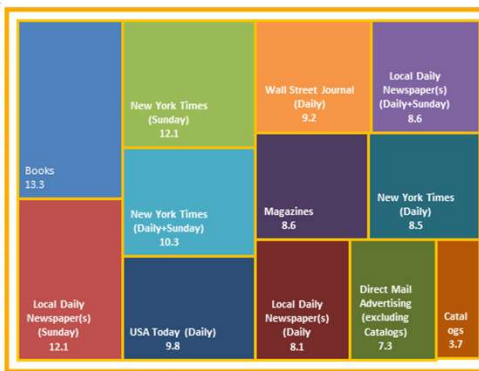
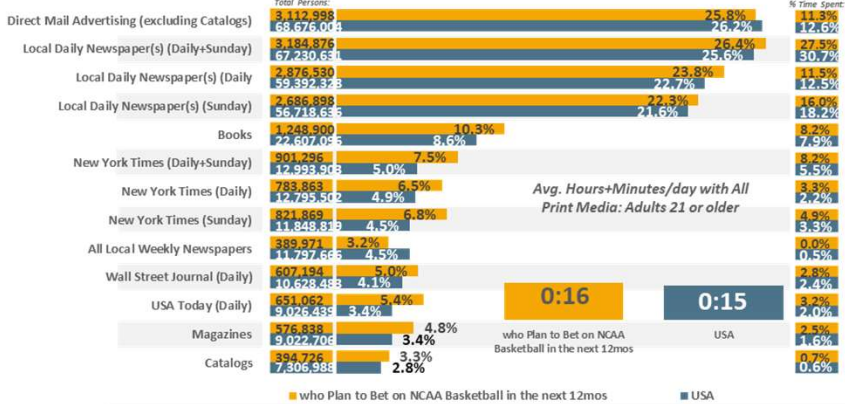
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Sports betting - sports plan to bet on next 12 months: NCAA basketball

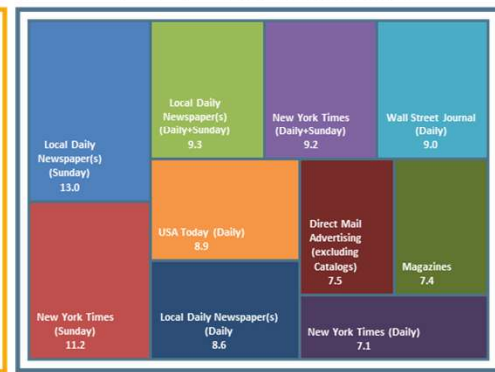
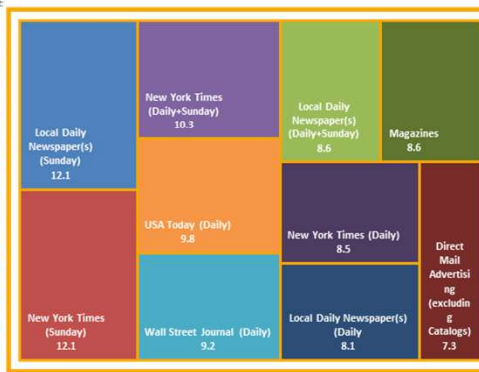
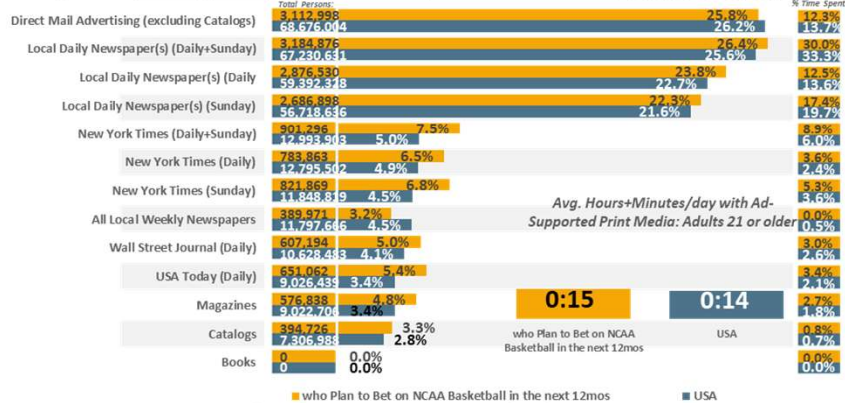


3,184,876 or 26.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 30.% of all time spent daily with All forms of Print Media.

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



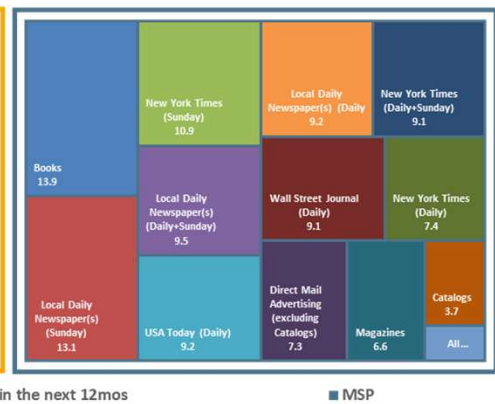
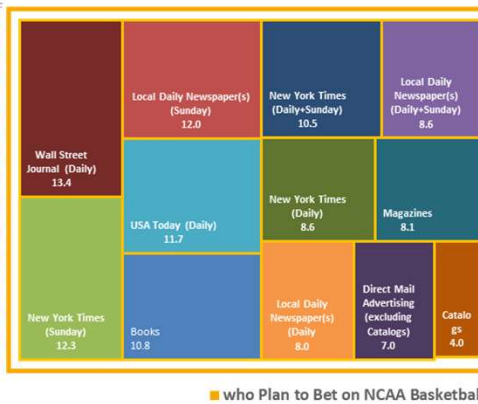
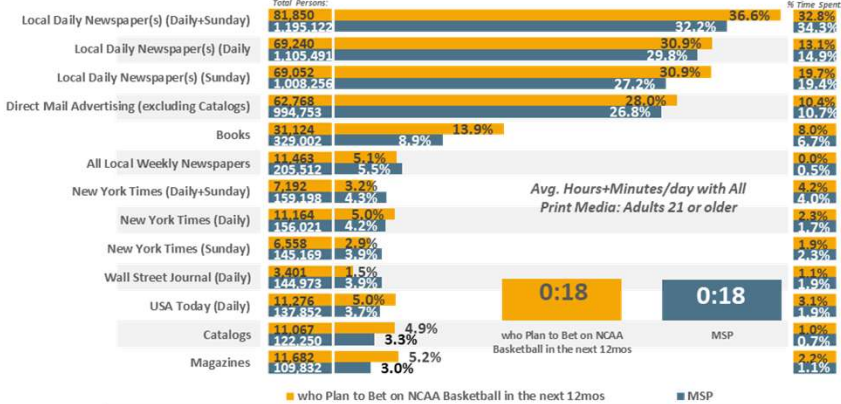
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**



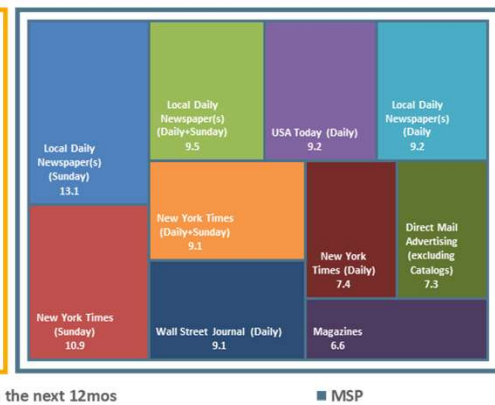
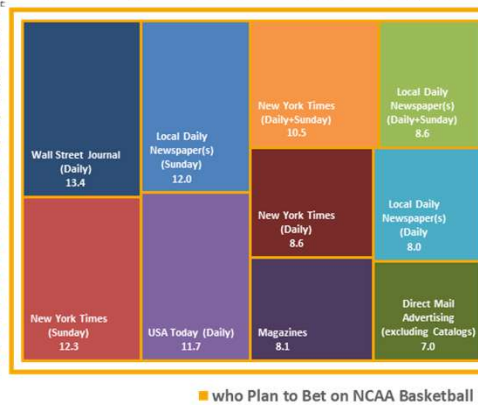
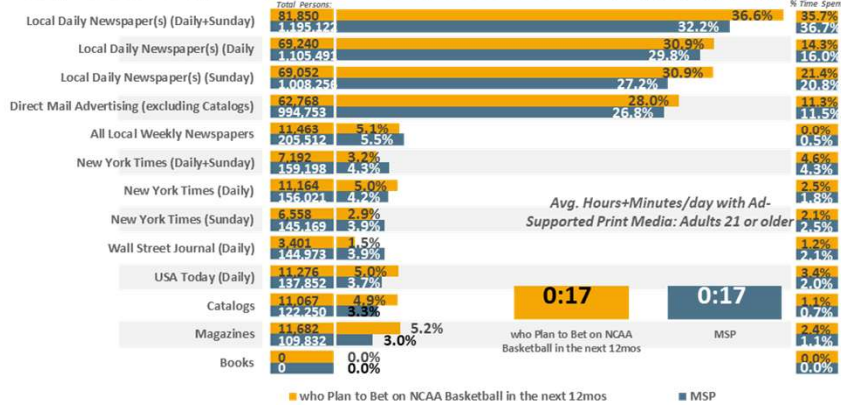


81,850 or 36.6% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 35.7% of all time spent daily with All forms of Print Media.

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



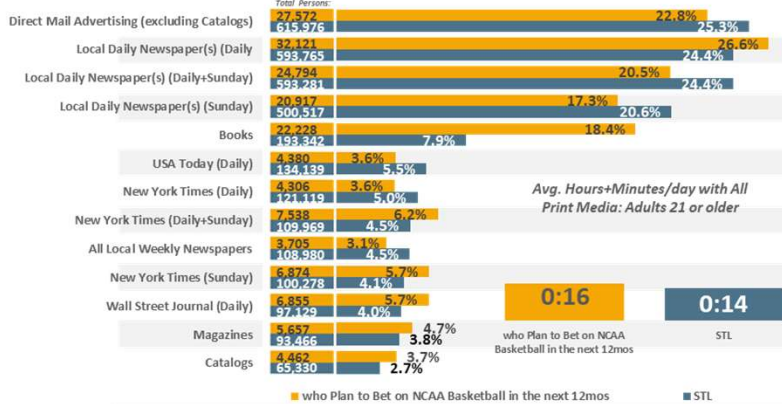
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





24,794 or 20.5% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

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



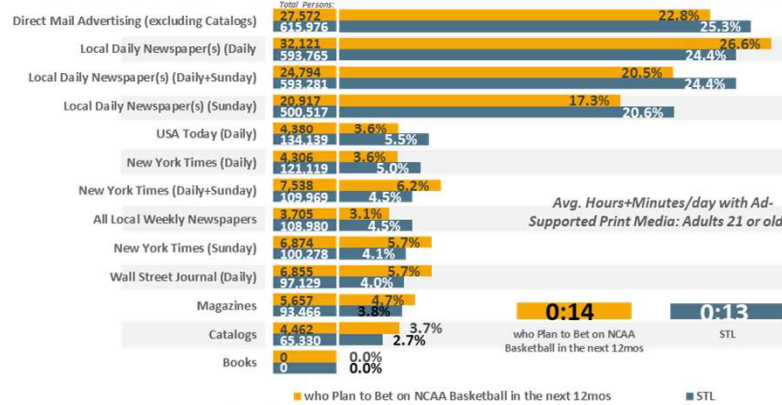
Avg. Hours+Minutes/day with All Print Media: Adults 21 or older

0:16 0:14

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



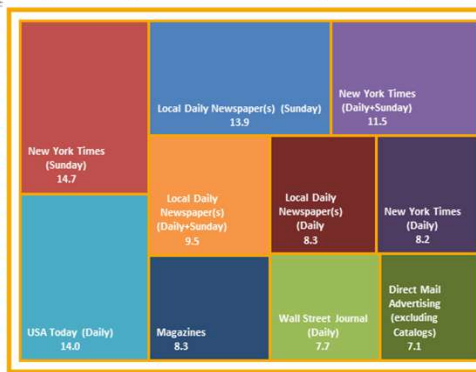
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older



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

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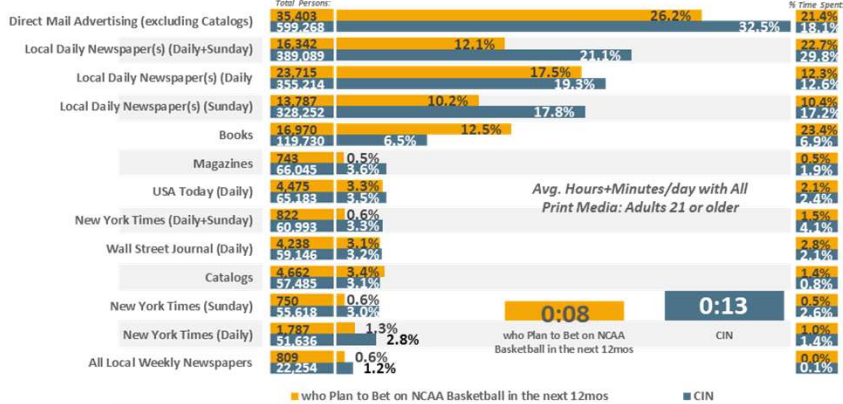
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



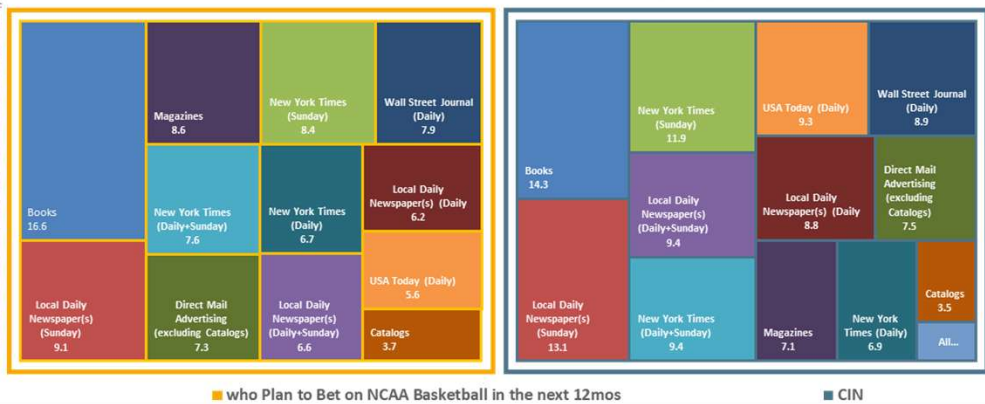


16,342 or 12.1% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.6 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

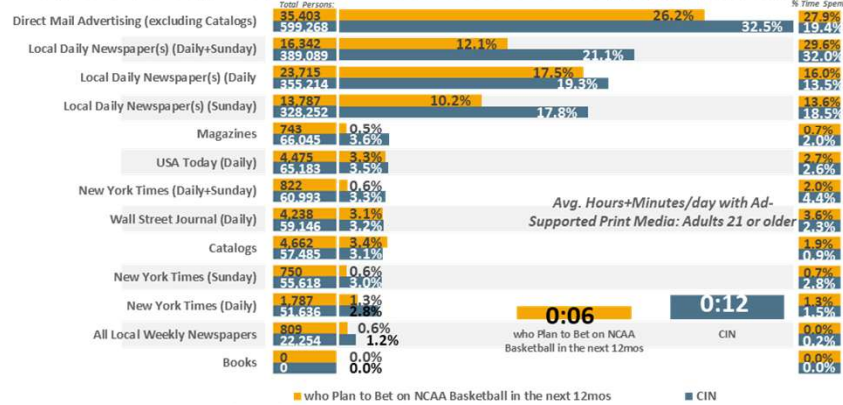
Avg. Week All Print Media (Persons & % Reach): Adults 21 or older



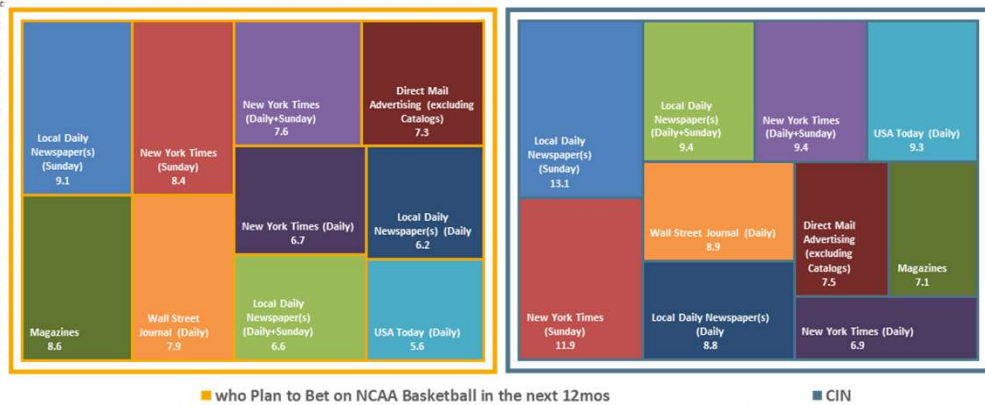
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



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



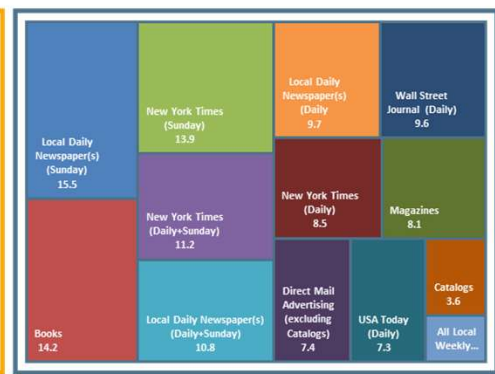
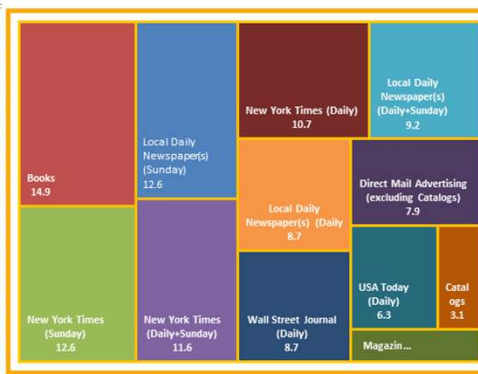
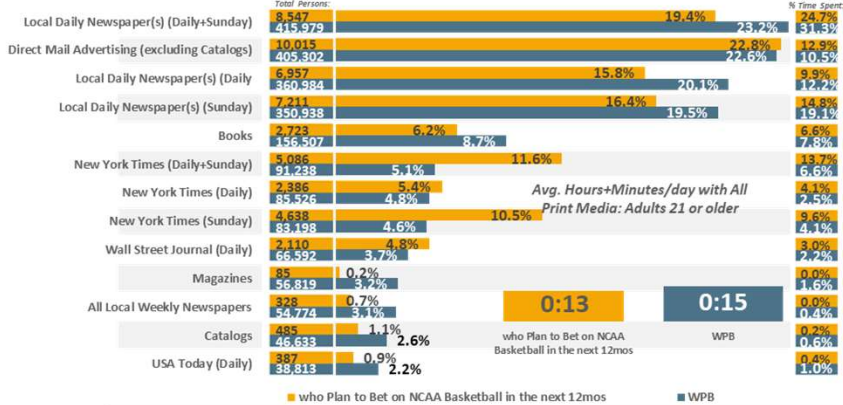
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older



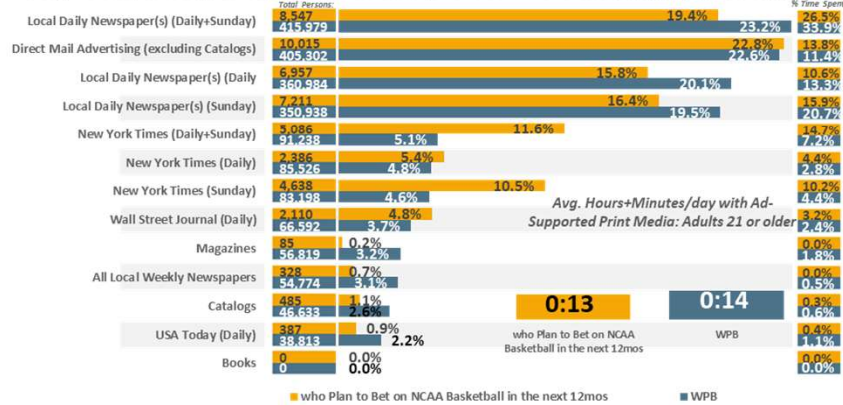


8,547 or 19.4% of Adults 21 or older who Plan to Bet on NCAA Basketball in the next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.2 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

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



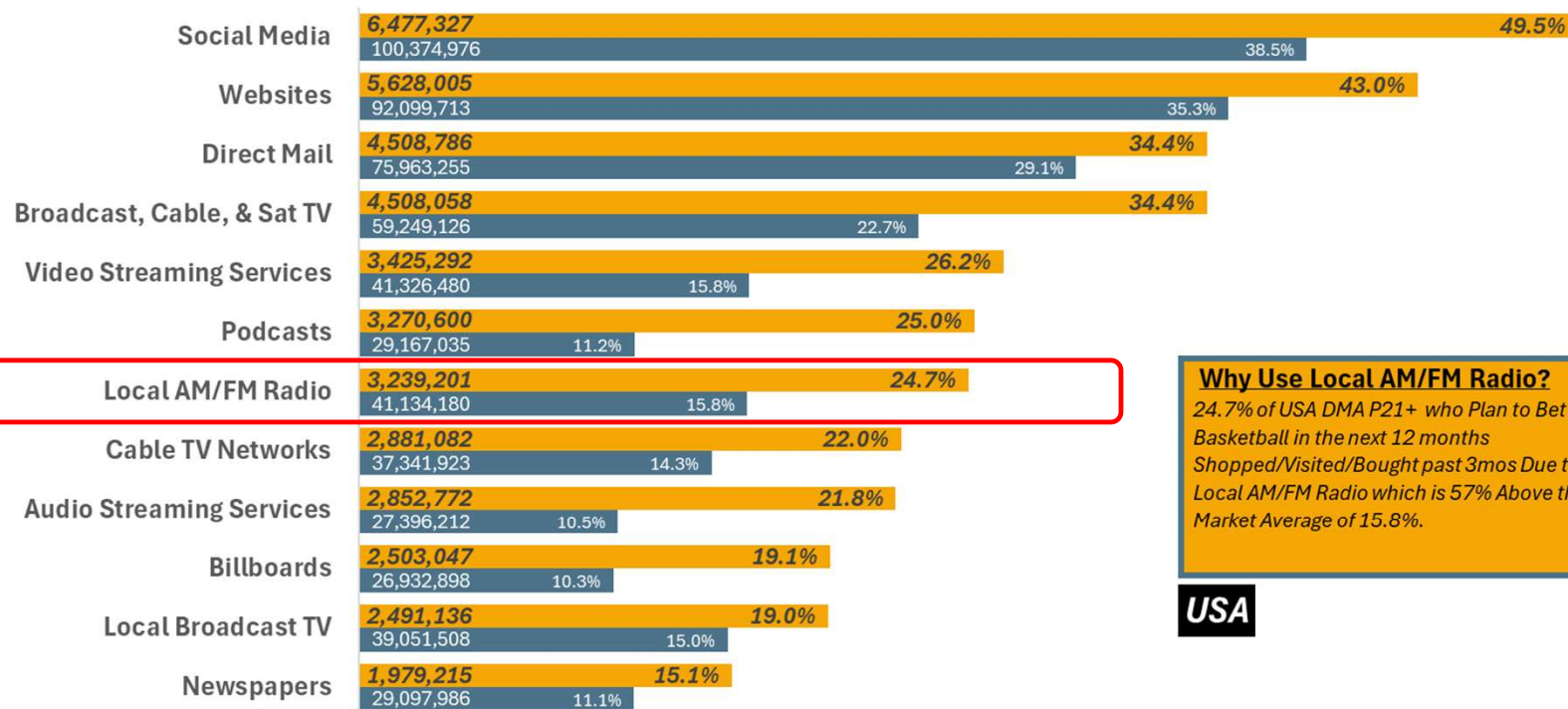
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 21 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 21 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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

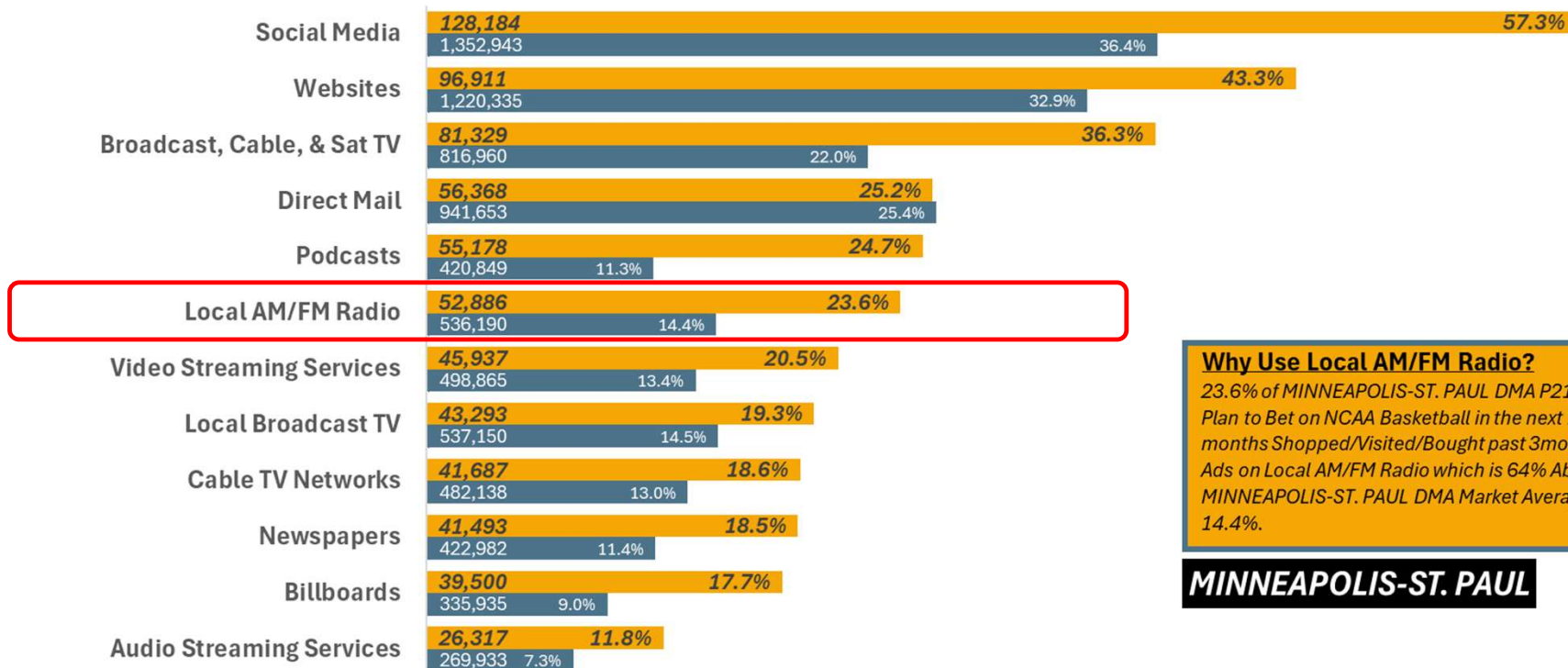
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

23.6% of MINNEAPOLIS-ST. PAUL DMA P21+ who Plan to Bet on NCAA Basketball in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 64% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.4%.

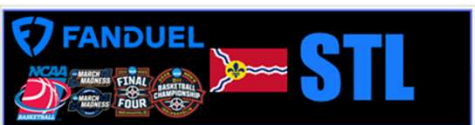
MINNEAPOLIS-ST. PAUL

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

■ P21+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

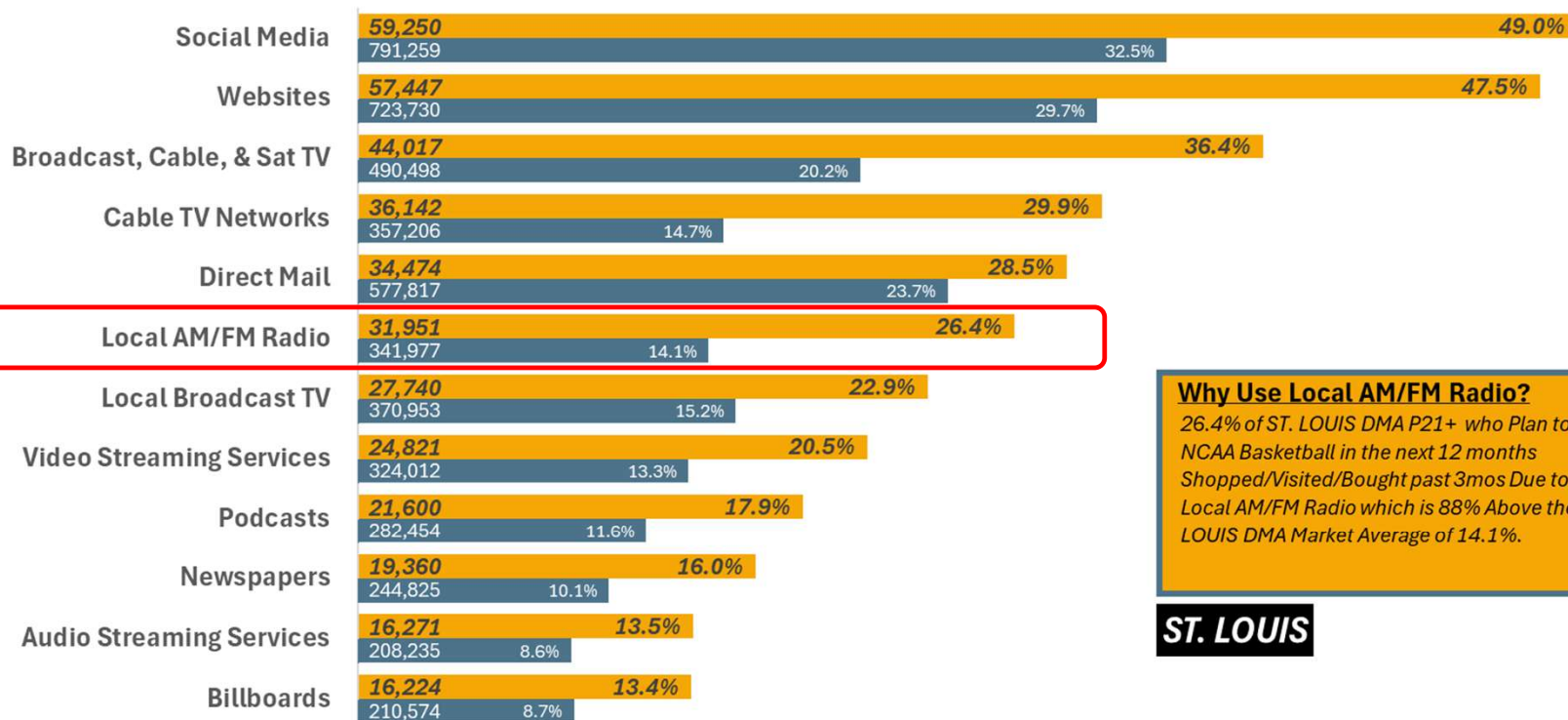
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 103
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

26.4% of ST. LOUIS DMA P21+ who Plan to Bet on NCAA Basketball in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 88% Above the ST. LOUIS DMA Market Average of 14.1%.

ST. LOUIS

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

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

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 107
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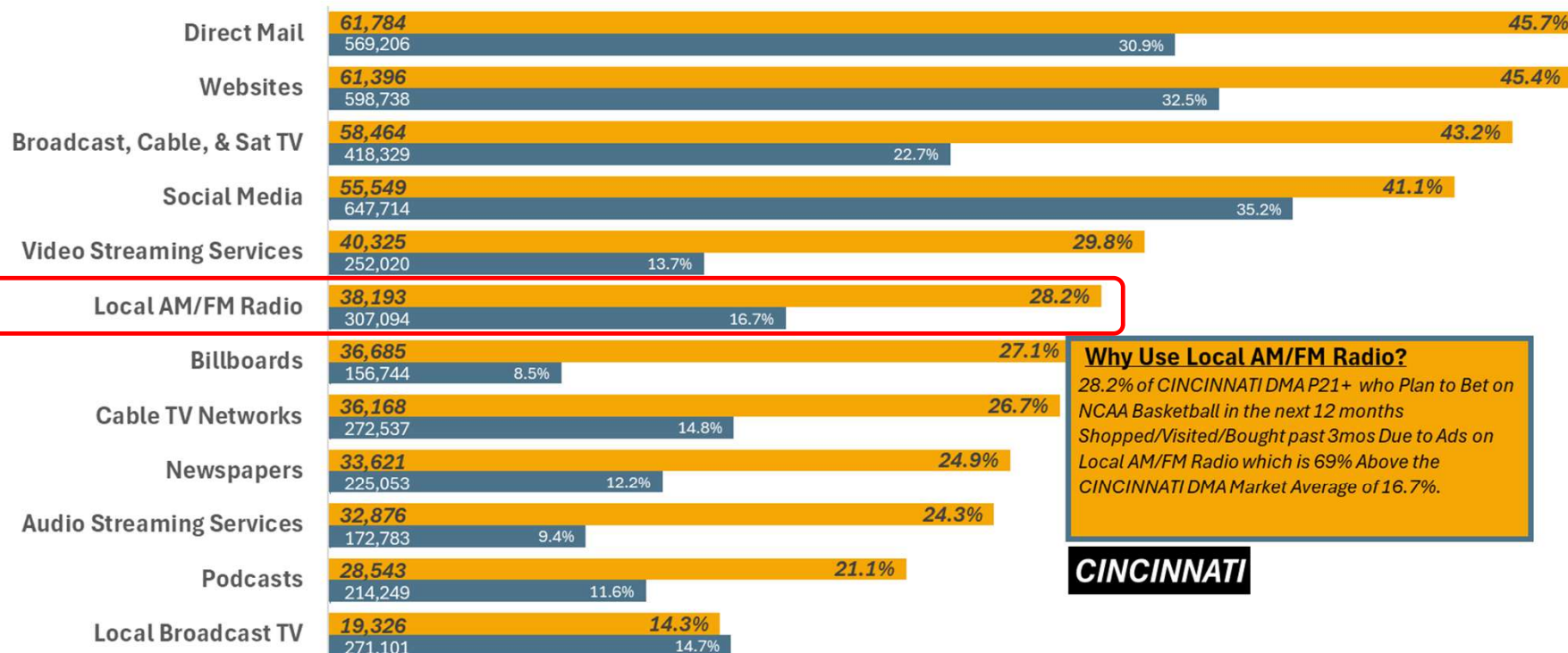
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Sports betting - sports plan to bet on next 12 months: NCAA basketball



"Advertising Actions"

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



Why Use Local AM/FM Radio?

28.2% of CINCINNATI DMA P21+ who Plan to Bet on NCAA Basketball in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 69% Above the CINCINNATI DMA Market Average of 16.7%.

CINCINNATI

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

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 101

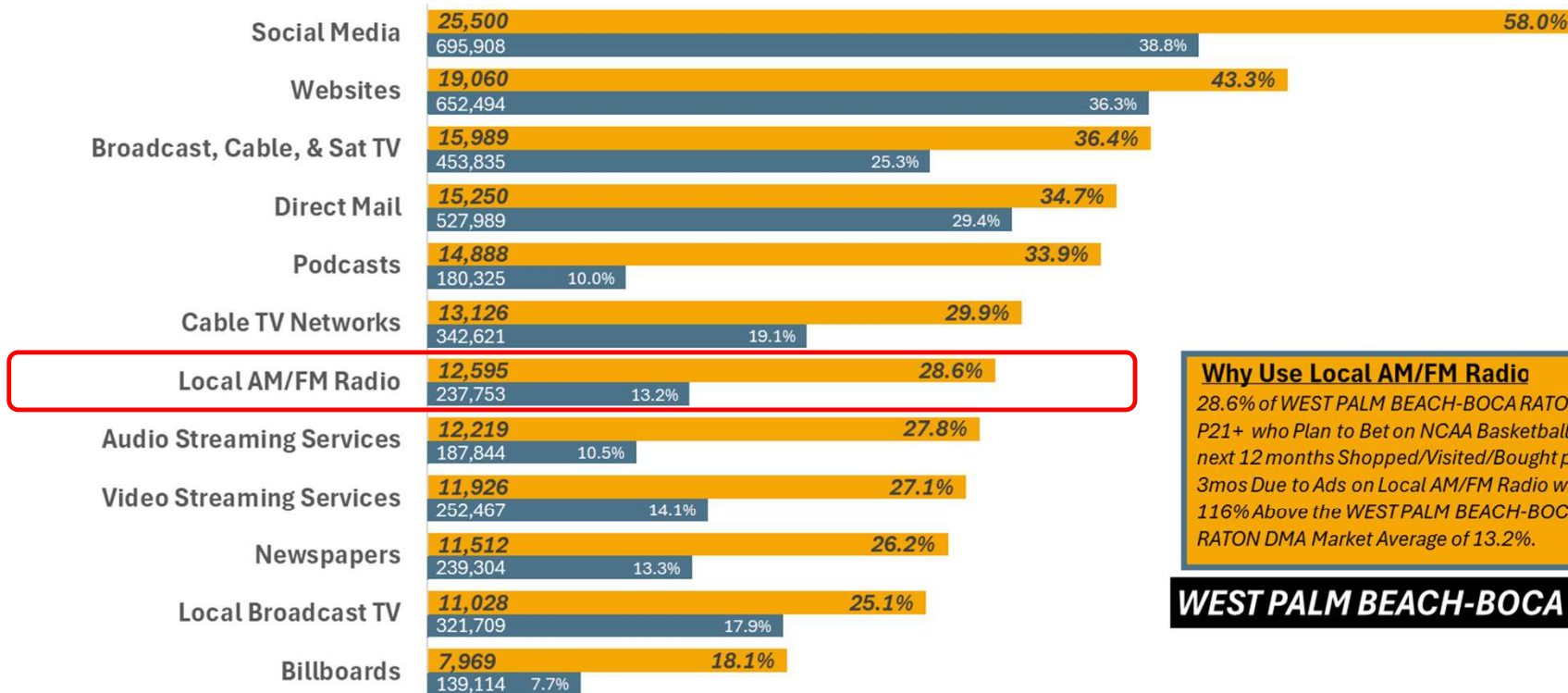
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"Advertising Actions"

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



Why Use Local AM/FM Radio

28.6% of WEST PALM BEACH-BOCA RATON DMA P21+ who Plan to Bet on NCAA Basketball in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 116% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.2%.

WEST PALM BEACH-BOCA RATON

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

■ P21+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 74

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