USA –P18+ past 12mo POLITICAL PROTESTERS and POLITICAL RALLY & SPEECH Attenders!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA P18+ who Participated in a POLITICAL PROTEST or Attended a POLITICAL RALLY or SPEECH past 12 months by Party Affiliation (Democrat or Republican) as well as DID NOT Participate in Protests or Attend a Rally or Speech as of April 2024!





Democrat Political Protesters



Republican Political Protesters



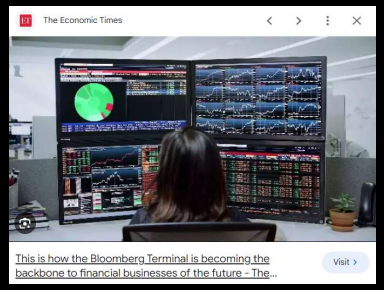
Democrat Rally & Speech Attenders



Republican Rally & Speech Attenders



Don't Protest or Attend Rallies/Speeches



P18+

[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]
[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]
[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]
[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]
[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]

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

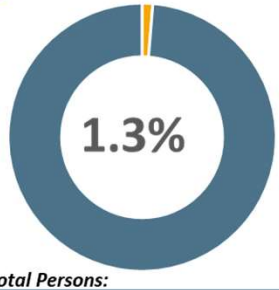
HUBBARD BROADCASTING INC. HB INC.



Democrat PROTESTERS

1.3% or 3,355,127 of USA Adults 18 or older are Democrats that participated in PROTESTS past 12mos.
Typical Adults 18 or older who are Democrats that participated in PROTESTS past 12mos are 45.5 years old (7.% younger than average) and have a $97,956 (9.2% higher than average) annual household income.

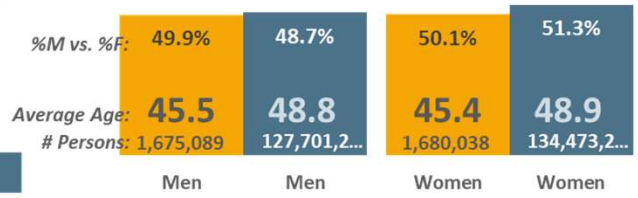
Percent of Market: Adults 18 or older



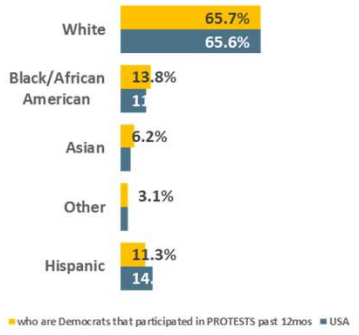
Total Persons:

3,355,127 | 258,819,373

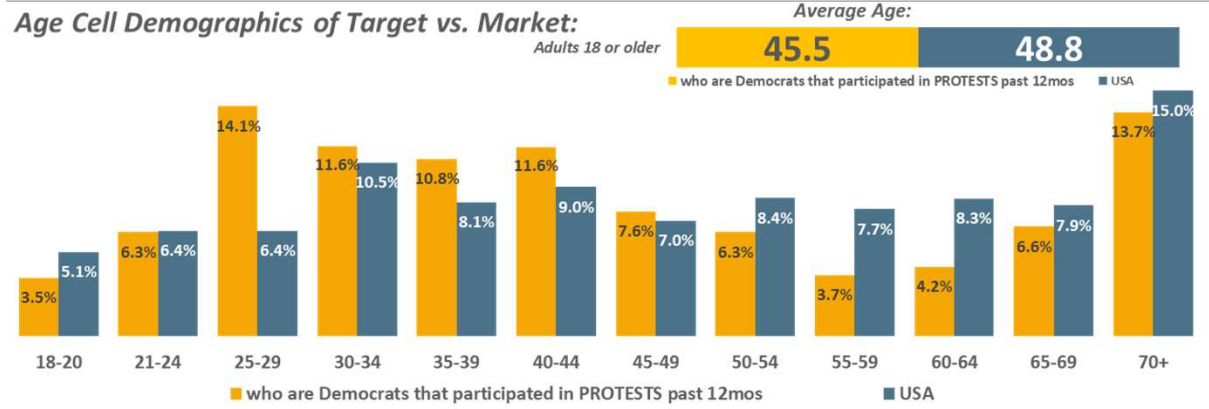
Gender of Target vs. Market: Adults 18 or older



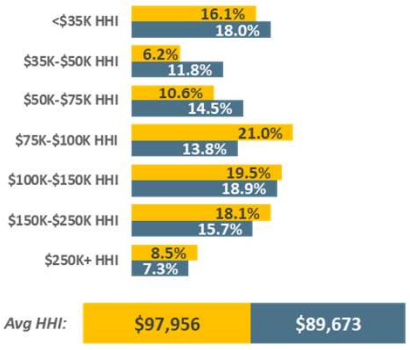
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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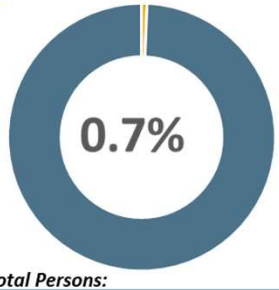
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]



.7% or 1,733,602 of USA Adults 18 or older are Republicans that participated in PROTESTS past 12mos. Typical Adults 18 or older who are Republicans that participated in PROTESTS past 12mos are 43.6 years old (10.8% younger than average) and have a $82,858 (7.6% lower than average) annual household income.

Percent of Market: Adults 18 or older

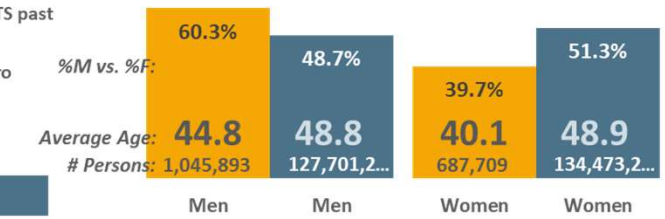


- who are Republicans that participated in PROTESTS past 12mos
- Remainder of USA Metro

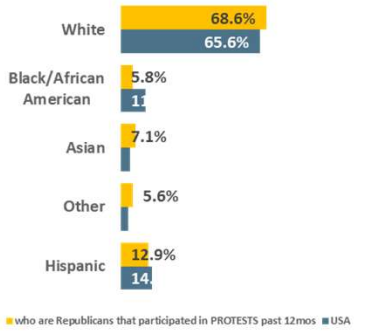
Total Persons:

1,733,602 | 260,440,898

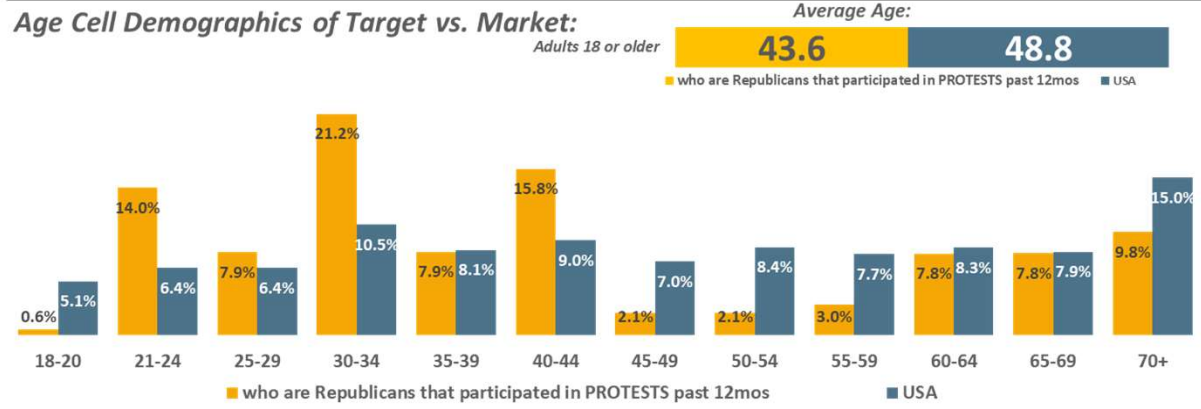
Gender of Target vs. Market: Adults 18 or older



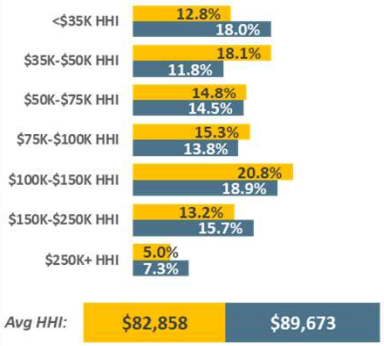
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *134*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

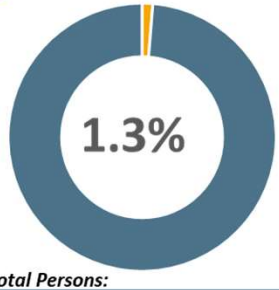
[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]



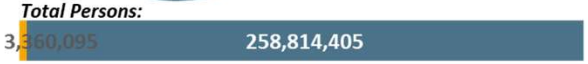
Democrat RALLY & SPEECH ATTENDERS

1.3% or 3,360,095 of USA Adults 18 or older are Democrats that attended RALLIES/SPEECHES past 12mos. Typical Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos are 49.8 years old (2.% older than average) and have a $104,368 (16.4% higher than average) annual household income.

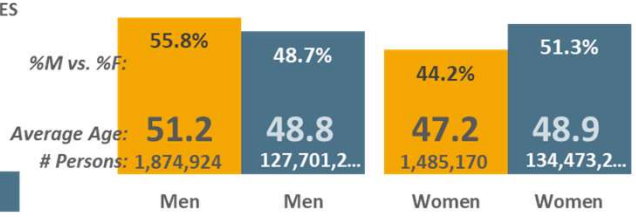
Percent of Market: Adults 18 or older



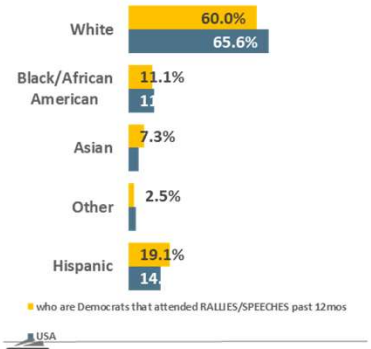
Total Persons:



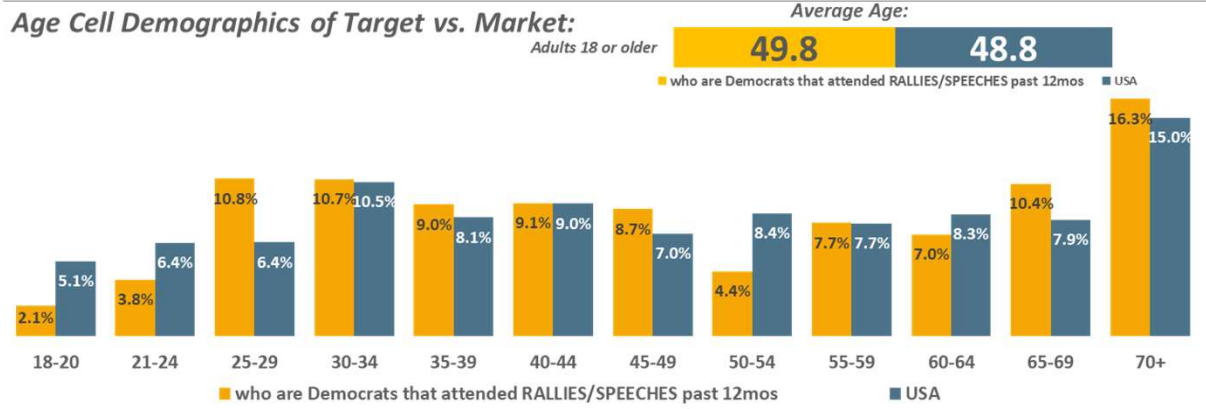
Gender of Target vs. Market: Adults 18 or older



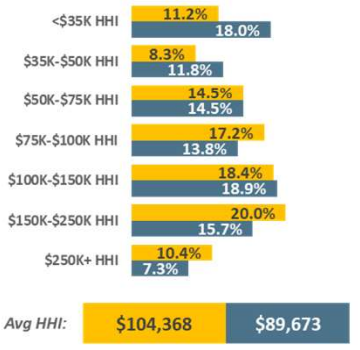
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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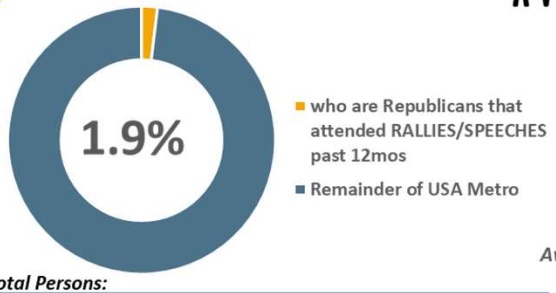
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

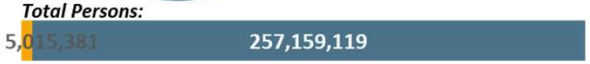


1.9% or 5,015,381 of USA Adults 18 or older are Republicans that attended RALLIES/SPEECHES past 12mos. Typical Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos are 53.3 years old (9.2% older than average) and have a $94,987 (5.9% higher than average) annual household income.

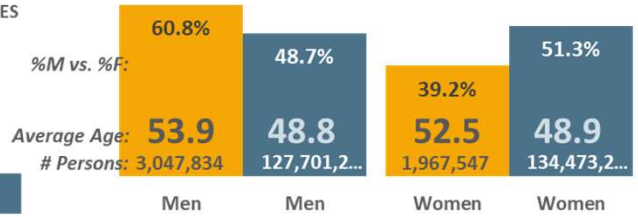
Percent of Market: Adults 18 or older



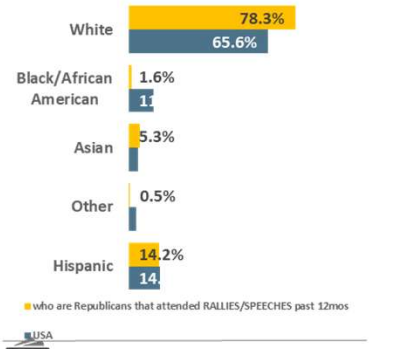
Total Persons:



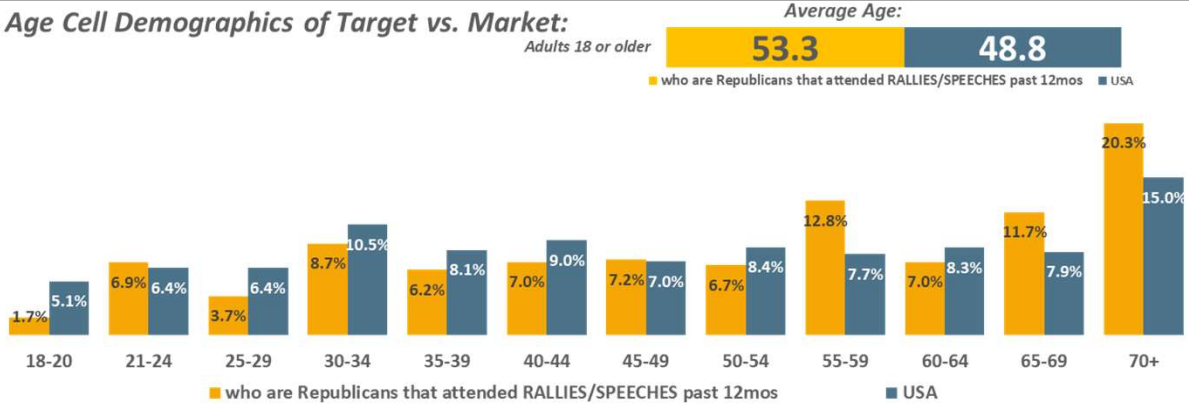
Gender of Target vs. Market: Adults 18 or older



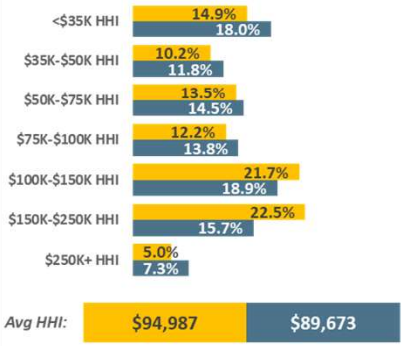
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $94,987 | $89,673

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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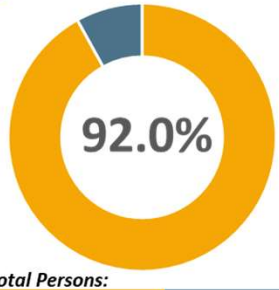
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]



92.% or 241,126,856 of USA Adults 18 or older did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos. Typical Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos are 49. years old (.2% older than average) and have a $89,063 (.7% lower than average) annual household income.

Percent of Market: Adults 18 or older



who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos

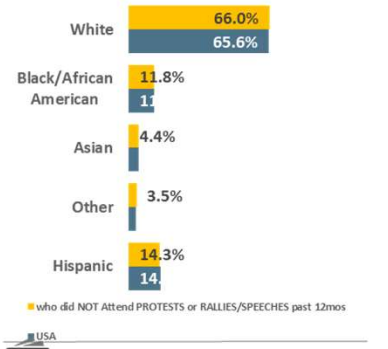
Total Persons:

241,126,856	21,047,644

Gender of Target vs. Market: Adults 18 or older

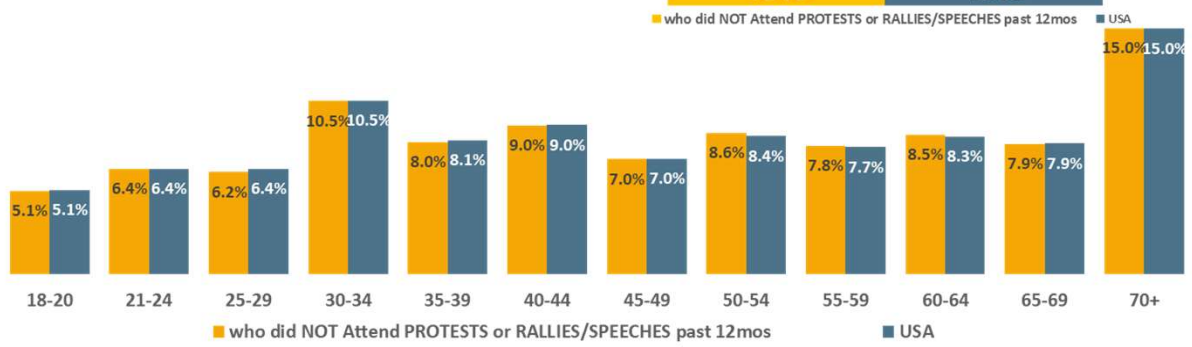
	Men	Men	Women	Women
%M vs. %F:	47.9%	48.7%	52.1%	51.3%
Average Age:	48.8	48.8	49.1	48.9
# Persons:	115,581,1...	127,701,2...	125,545,7...	134,473,2...

Ethnicity of Target vs. Market:

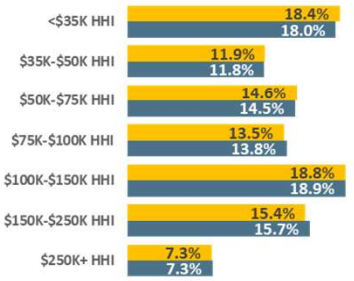


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	49.0	48.8



HHI of Target vs. Market:



Avg HHI:	$89,063	$89,673

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *21,480*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

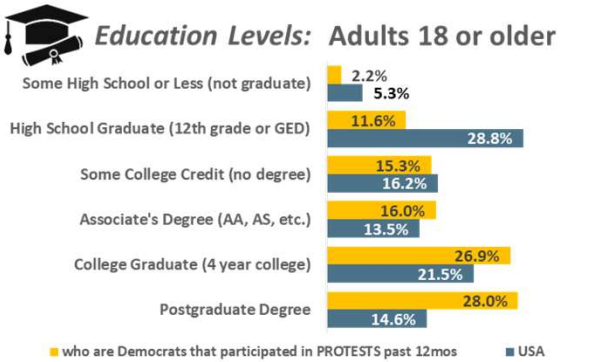
[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]



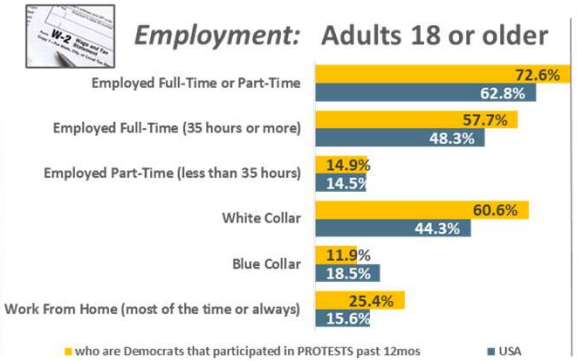
Democrat PROTESTERS

1.3% or 3,355,127 of USA Adults 18 or older are Democrats that participated in PROTESTS past 12mos. Adults 18 or older who are Democrats that participated in PROTESTS past 12mos are 51.9% more likely to be a college graduate, 19.4% more likely to work full-time, 6.% more likely to be married, 16.7% less likely to be a parent of 1 or more children under

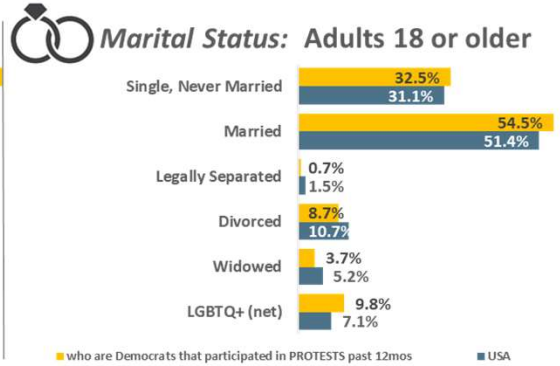
Education Levels: Adults 18 or older



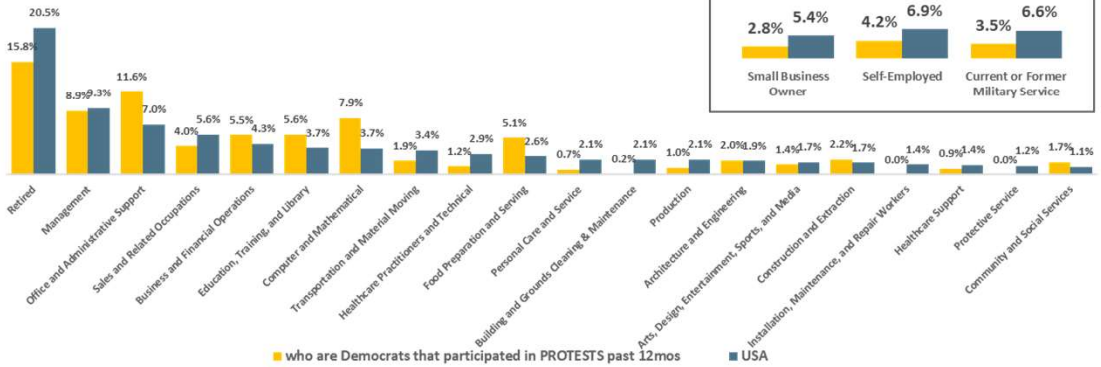
Employment: Adults 18 or older



Marital Status: Adults 18 or older

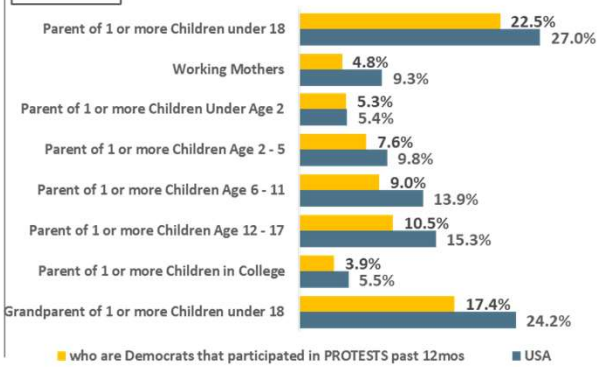


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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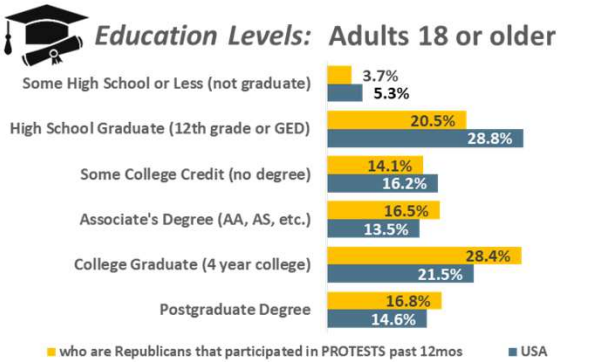
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]

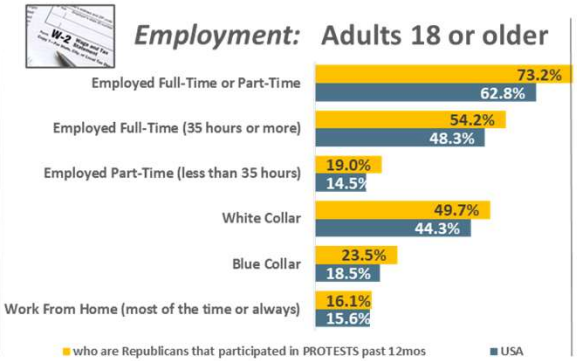


.7% or 1,733,602 of USA Adults 18 or older are Republicans that participated in PROTESTS past 12mos. Adults 18 or older who are Republicans that participated in PROTESTS past 12mos are 25.2% more likely to be a college graduate, 12.3% more likely to work full-time, 27.9% more likely to be married, 93.2% more likely to be a parent of 1 or more children un

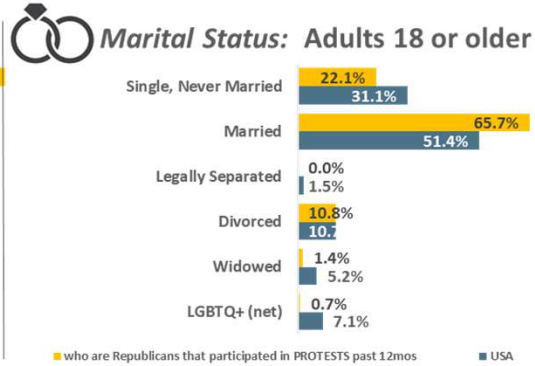
Education Levels: Adults 18 or older



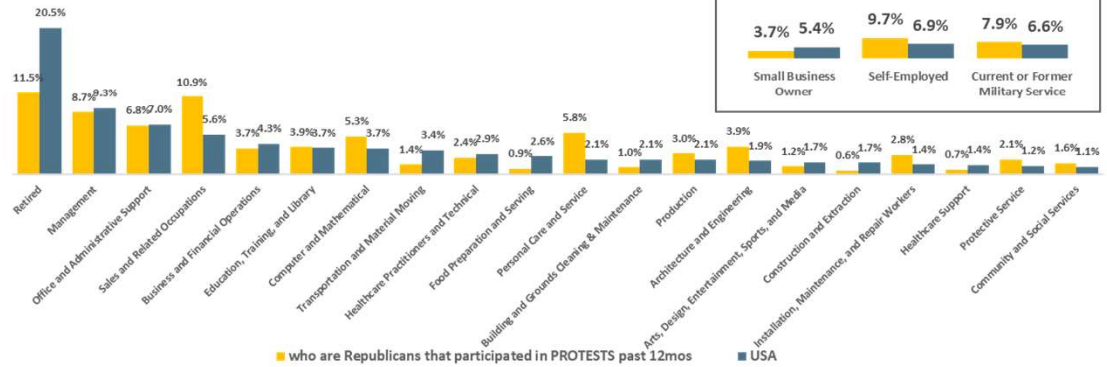
Employment: Adults 18 or older



Marital Status: Adults 18 or older

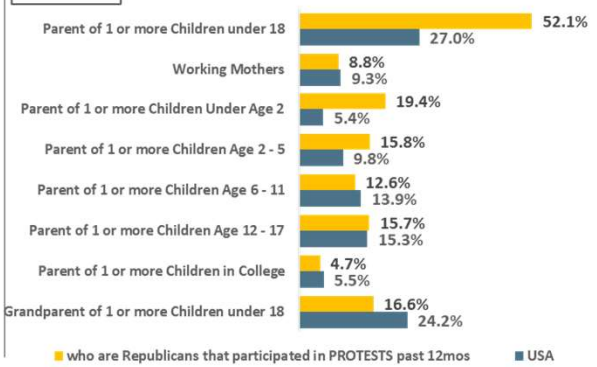


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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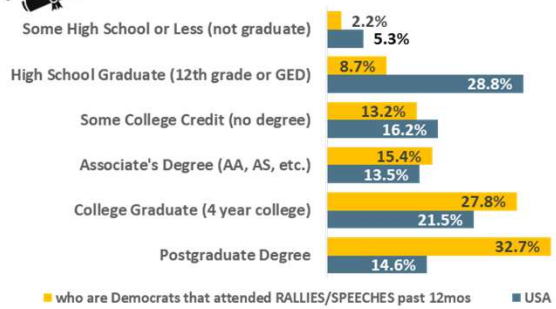
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]

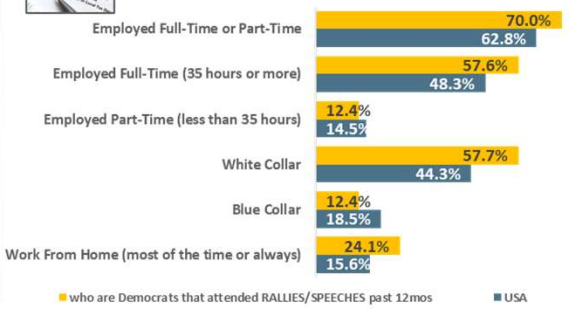


1.3% or 3,360,095 of USA Adults 18 or older are Democrats that attended RALLIES/SPEECHES past 12mos. Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos are 67.5% more likely to be a college graduate, 19.4% more likely to work full-time, 13.2% more likely to be married, 4.6% less likely to be a parent of 1 or more children unde

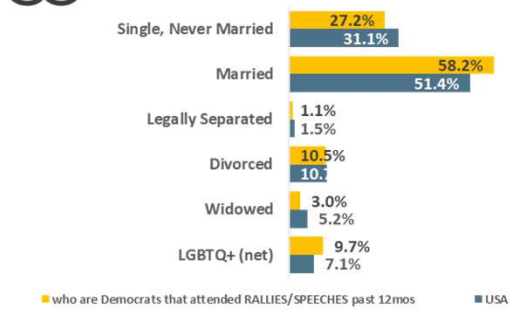
Education Levels: Adults 18 or older



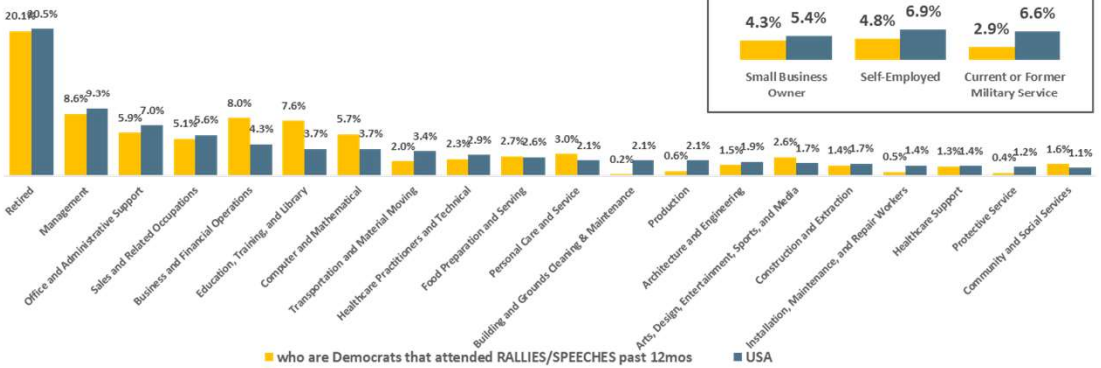
Employment: Adults 18 or older



Marital Status: Adults 18 or older

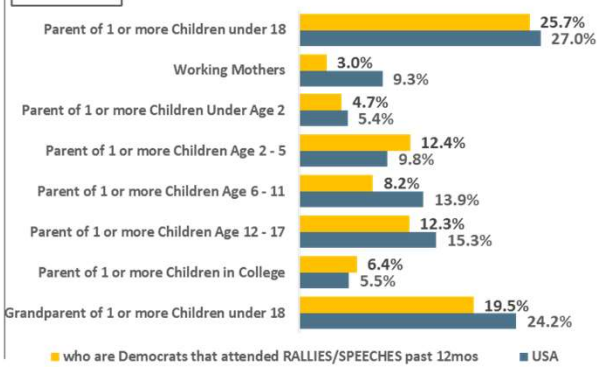


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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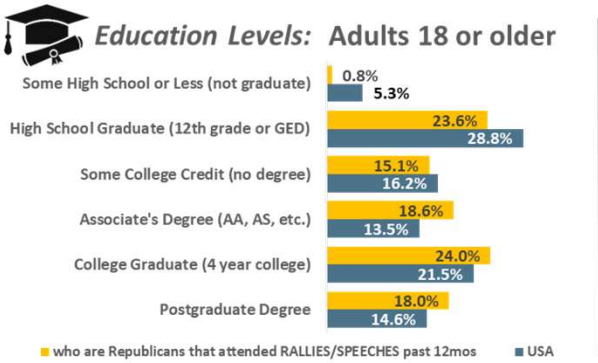
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

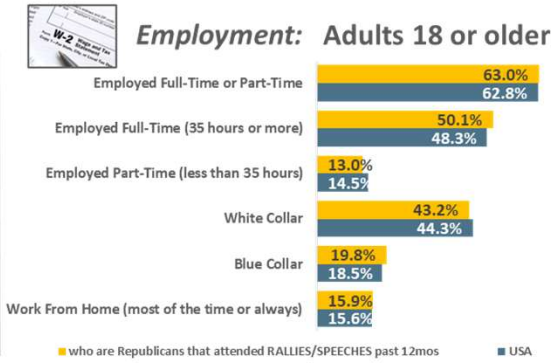


1.9% or 5,015,381 of USA Adults 18 or older are Republicans that attended RALLIES/SPEECHES past 12mos. Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos are 16.% more likely to be a college graduate, 3.7% more likely to work full-time, 38.4% more likely to be married, 6.2% more likely to be a parent of 1 or more children unde

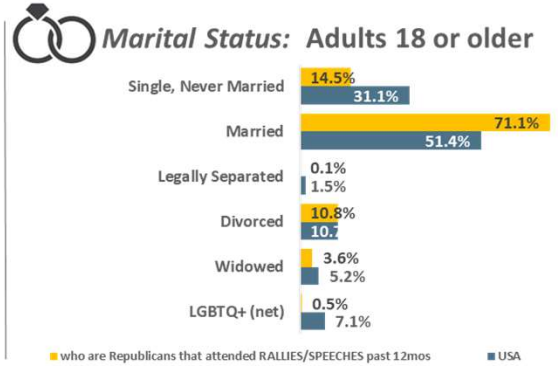
Education Levels: Adults 18 or older



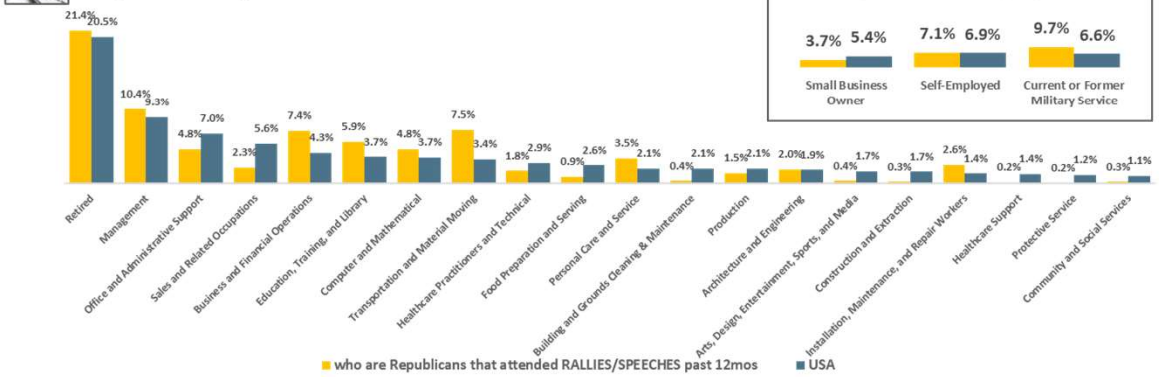
Employment: Adults 18 or older



Marital Status: Adults 18 or older

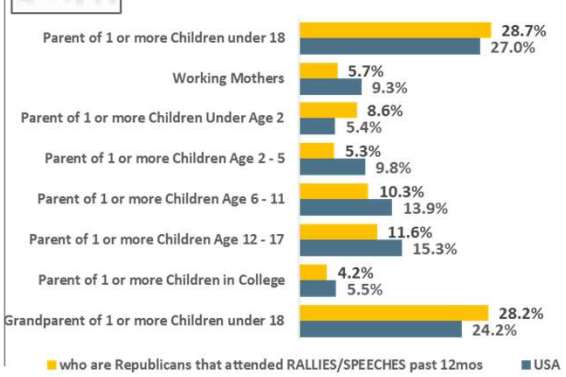


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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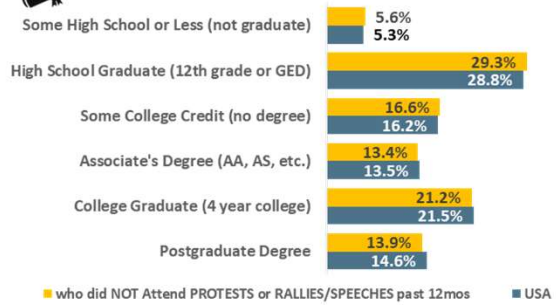
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

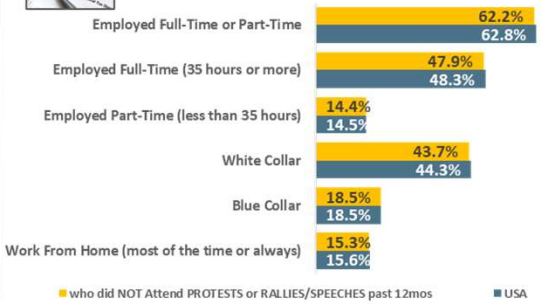


92.% or 241,126,856 of USA Adults 18 or older did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos. Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos are 2.6% less likely to be a college graduate, .9% less likely to work full-time, .6% less likely to be married, .4% less likely to be a parent of 1 or more children under 18.

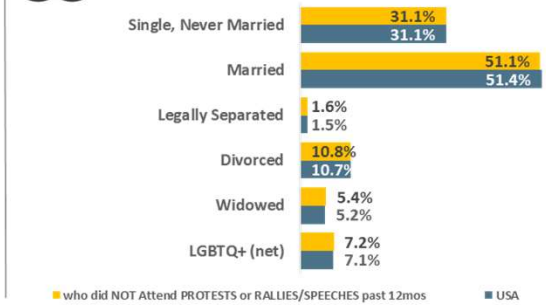
Education Levels: Adults 18 or older



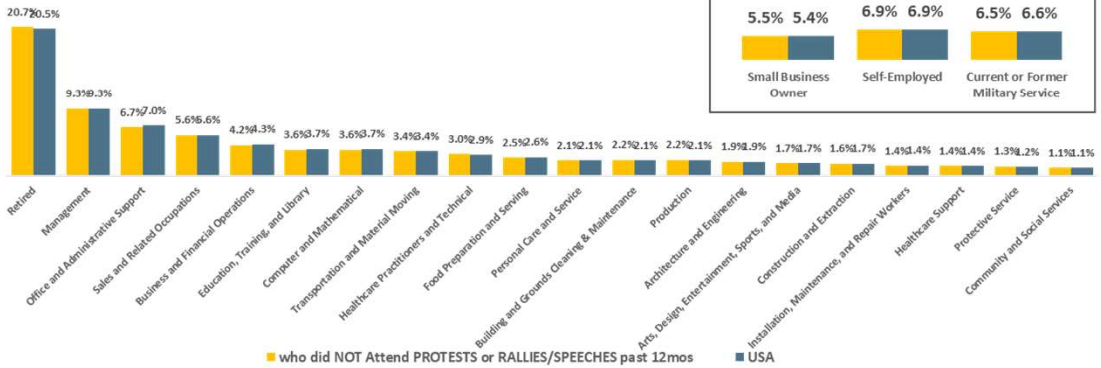
Employment: Adults 18 or older



Marital Status: Adults 18 or older

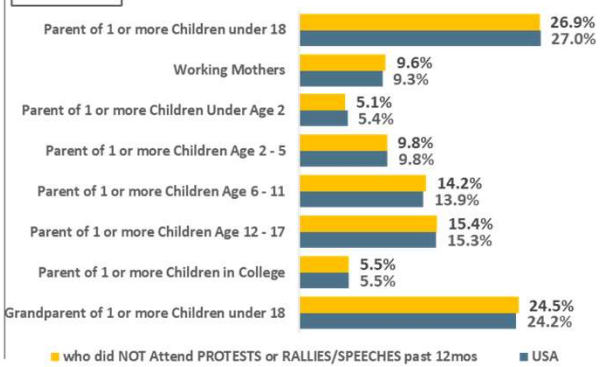


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

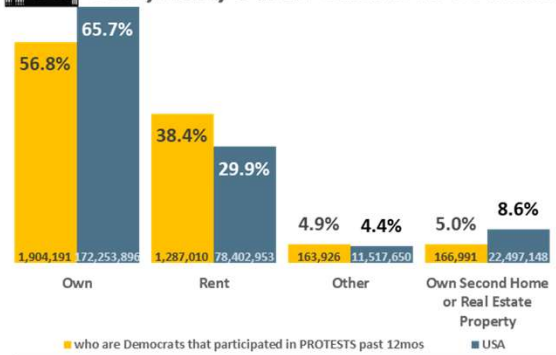
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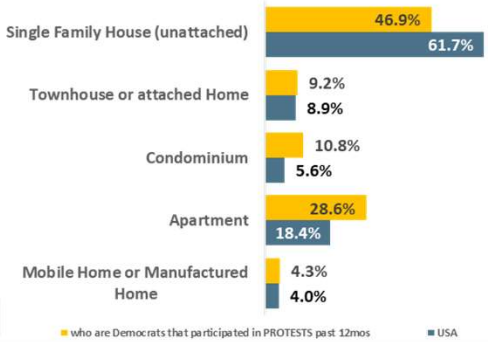
Democrat PROTESTERS

1.3% or 3,355,127 of USA Adults 18 or older are Democrats that participated in PROTESTS past 12mos. Adults 18 or older who are Democrats that participated in PROTESTS past 12mos are 13.6% less likely to own their home, 18.4% more likely to own a higher valued home, 23.9% less likely to have a single-family home, 25.5% less likely to have a dog.

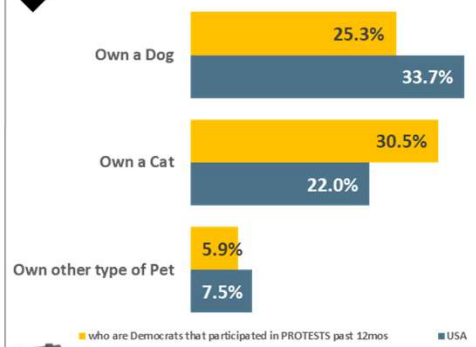
Own/Rent/Other: Adults 18 or older



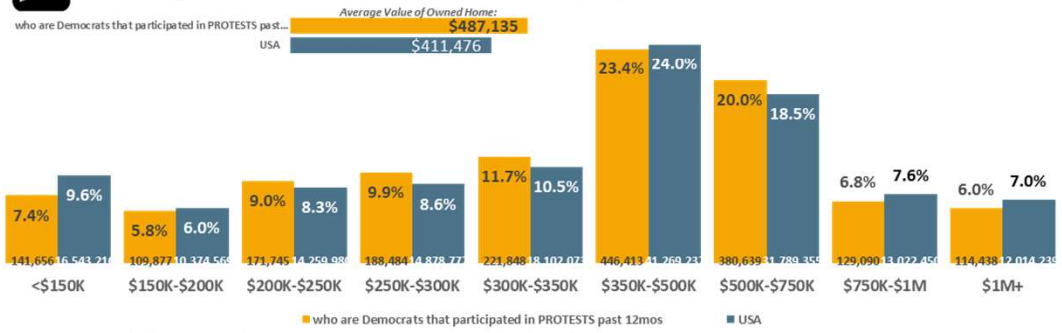
Type of Home: Adults 18 or older



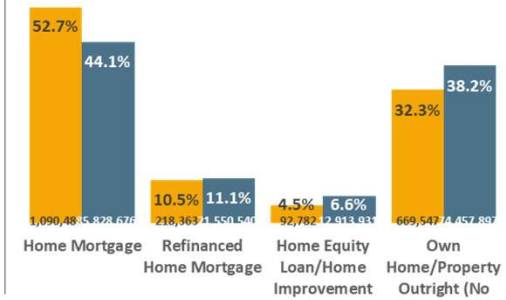
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *293*

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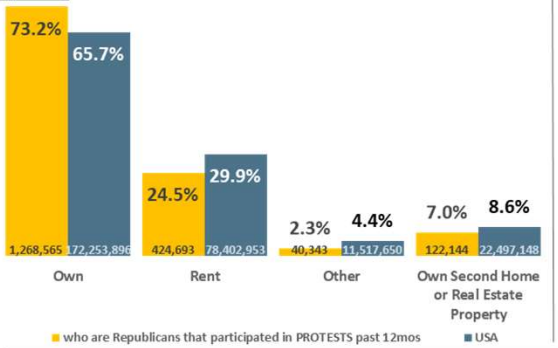
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]

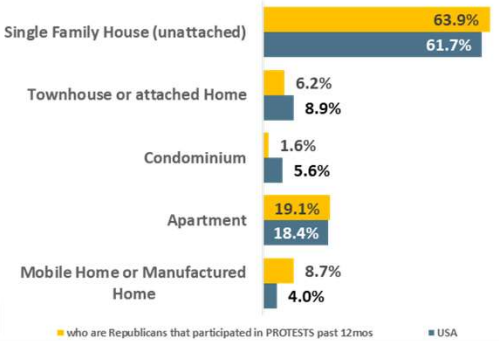


.7% or 1,733,602 of USA Adults 18 or older are Republicans that participated in PROTESTS past 12mos. Adults 18 or older who are Republicans that participated in PROTESTS past 12mos are 11.4% more likely to own their home, 3.5% more likely to own a lower valued home, 3.7% more likely to have a single-family home, 31.7% less likely to have a dog.

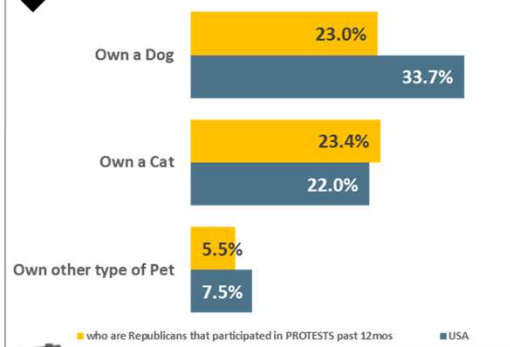
Own/Rent/Other: Adults 18 or older



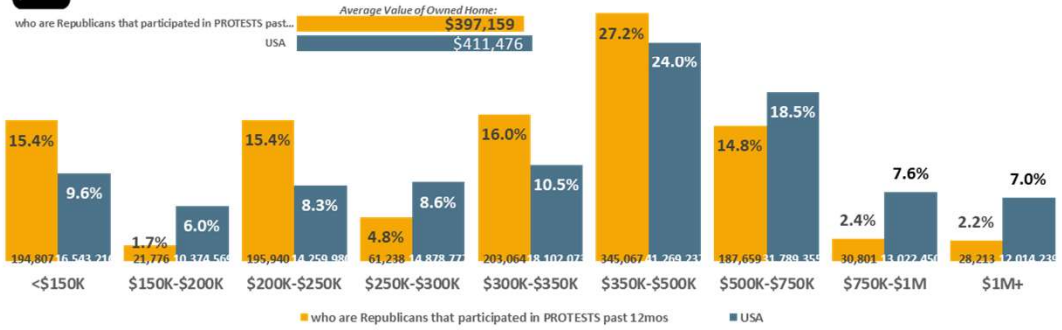
Type of Home: Adults 18 or older



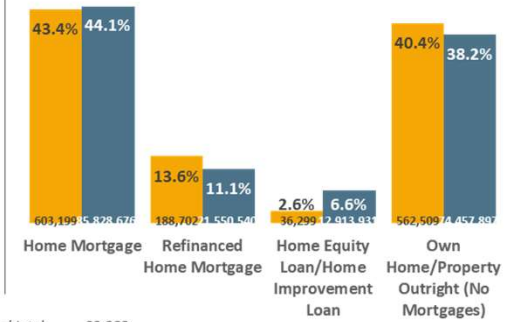
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *134*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

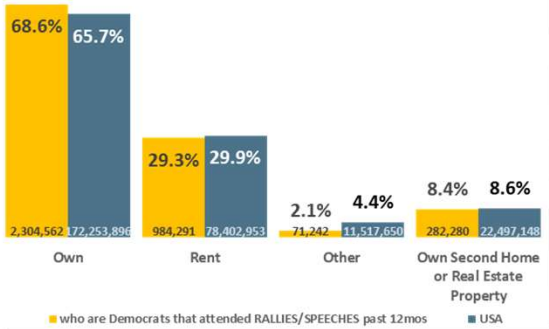
[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]



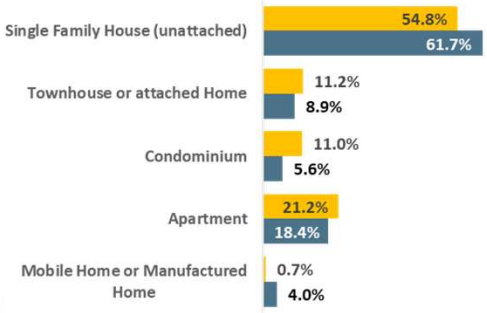
Democrat RALLY & SPEECH ATTENDERS

1.3% or 3,360,095 of USA Adults 18 or older are Democrats that attended RALLIES/SPEECHES past 12mos. Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos are 4.4% more likely to own their home, 34.7% more likely to own a higher valued home, 11.2% less likely to have a single-family home, 6.5% less likely to have a dog.

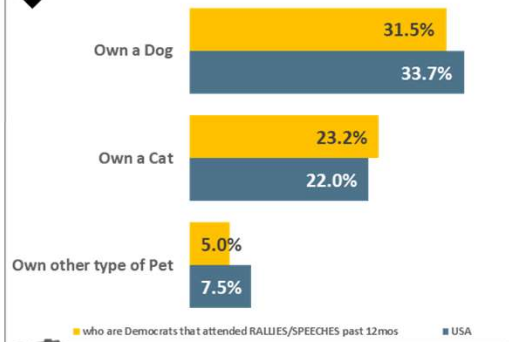
Own/Rent/Other: Adults 18 or older



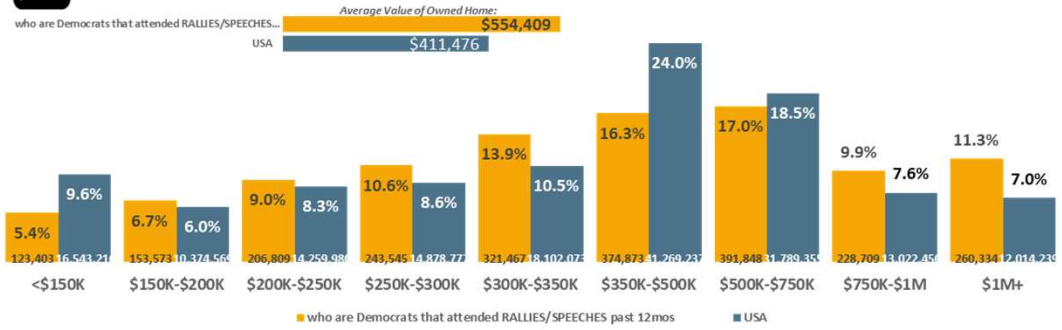
Type of Home: Adults 18 or older



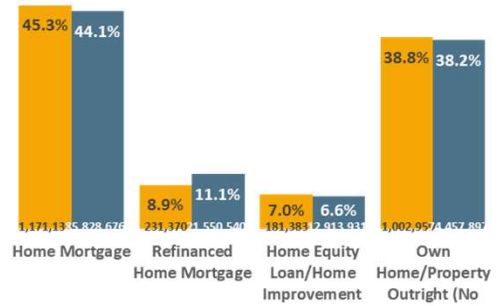
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *347*

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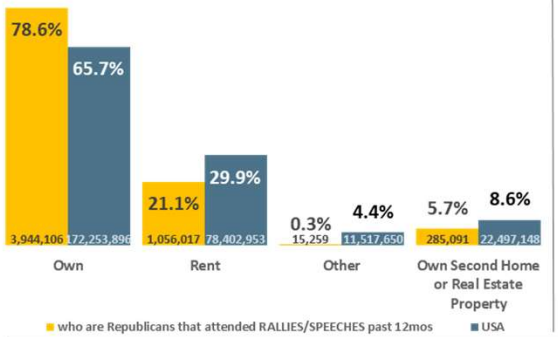
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

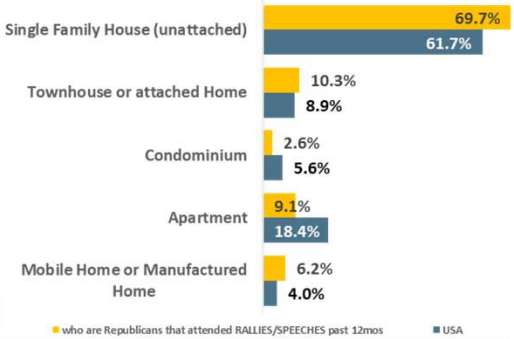


1.9% or 5,015,381 of USA Adults 18 or older are Republicans that attended RALLIES/SPEECHES past 12mos. Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos are 19.7% more likely to own their home, 16.2% more likely to own a higher valued home, 13.% more likely to have a single-family home, 11.7% more likely to have a dog.

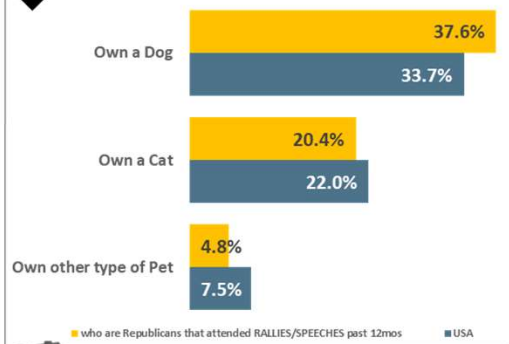
Own/Rent/Other: Adults 18 or older



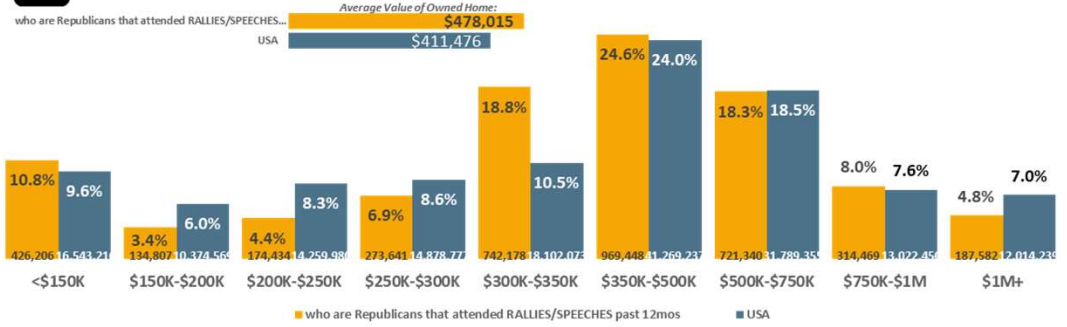
Type of Home: Adults 18 or older



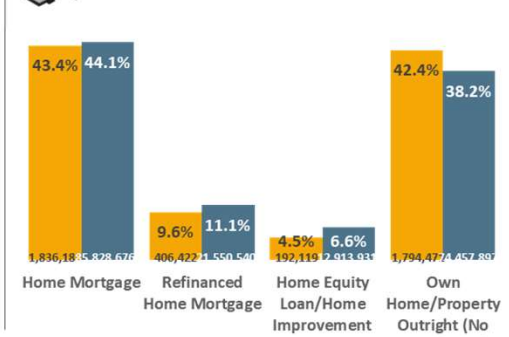
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *420*

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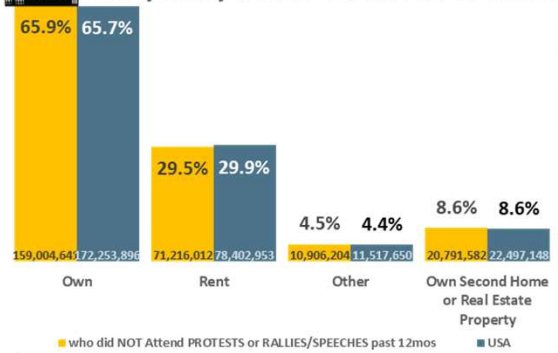
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

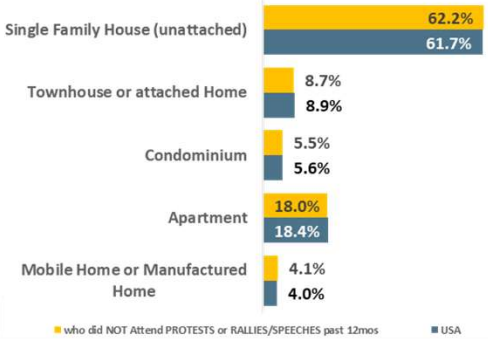


92.% or 241,126,856 of USA Adults 18 or older did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos. Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos are .4% more likely to own their home, 20.3% more likely to own a higher valued home, .8% more likely to have a single-family home, .6% more likely to have a dog.

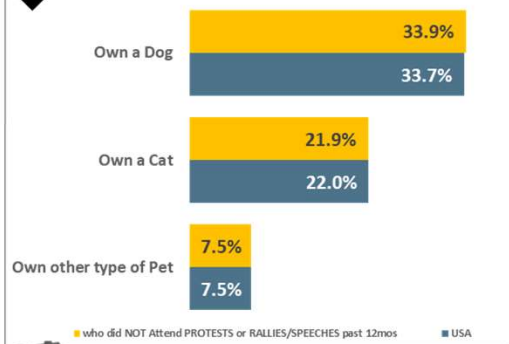
Own/Rent/Other: Adults 18 or older



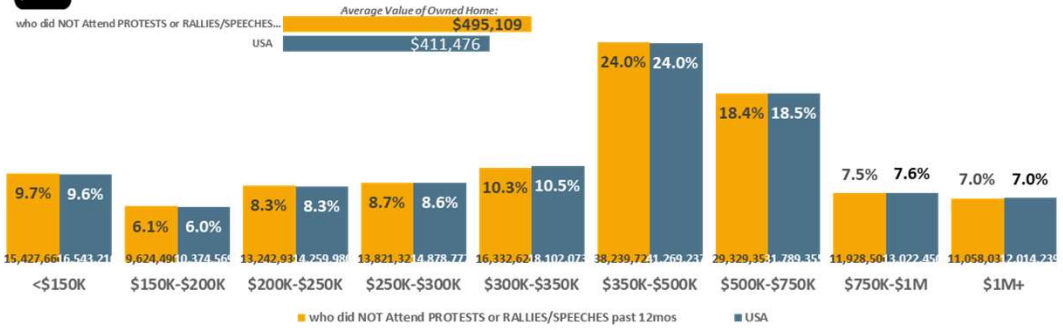
Type of Home: Adults 18 or older



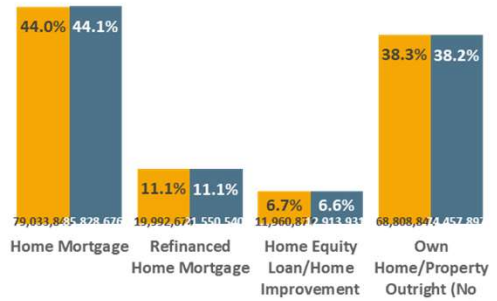
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *21,480*

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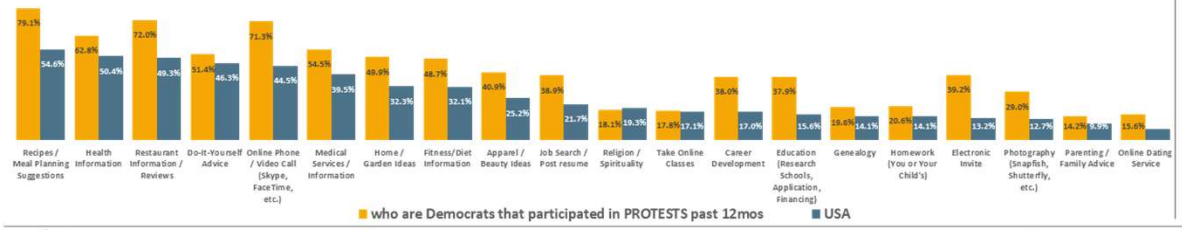
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]

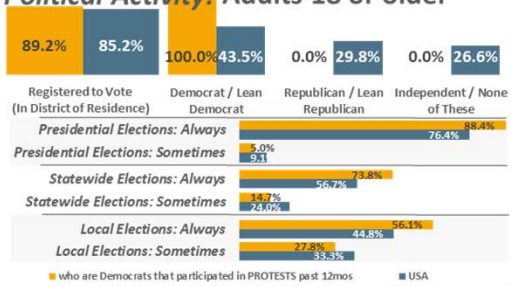


1.3% or 3,355,127 of USA Adults 18 or older are Democrats that participated in PROTESTS past 12mos. Adults 18 or older who are Democrats that participated in PROTESTS past 12mos are 11.% more likely to look up D-I-Y advice online, 25.1% more likely to always vote in local elections, 34.7% more likely to belong to a gym, 16.7% more likely to fly domestic

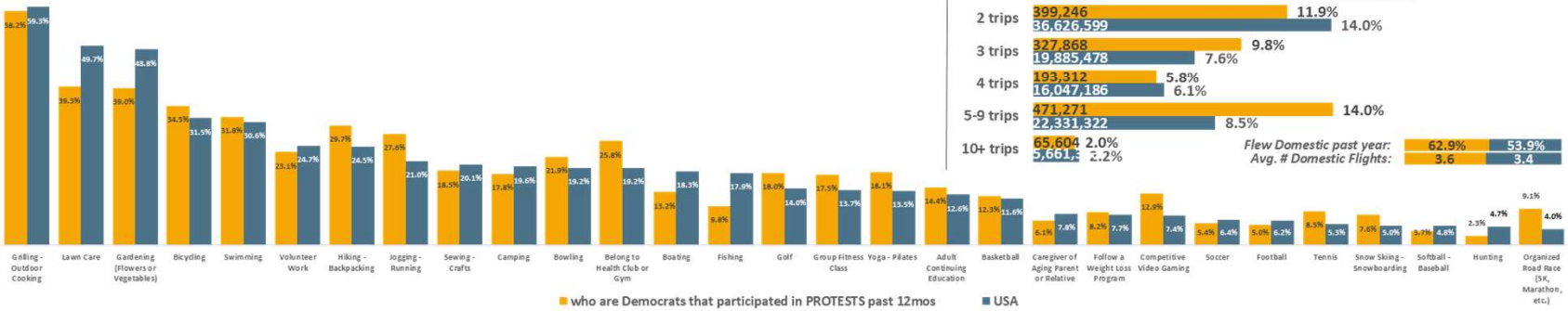
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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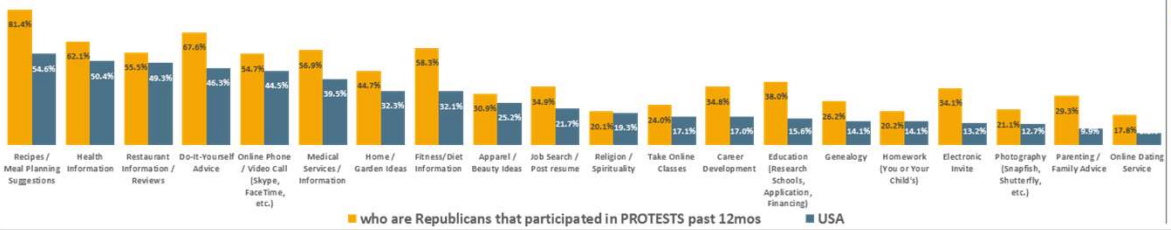
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]

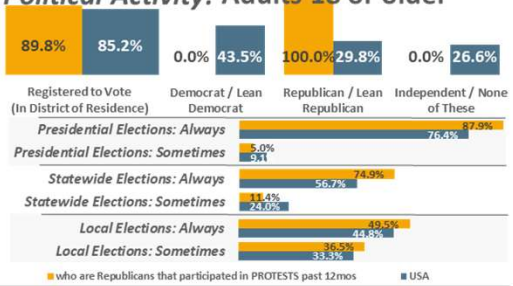


.7% or 1,733,602 of USA Adults 18 or older are Republicans that participated in PROTESTS past 12mos. Adults 18 or older who are Republicans that participated in PROTESTS past 12mos are 45.9% more likely to look up D-I-Y advice online, 10.4% more likely to always vote in local elections, 14.4% less likely to belong to a gym, 11.% more likely to fly domest

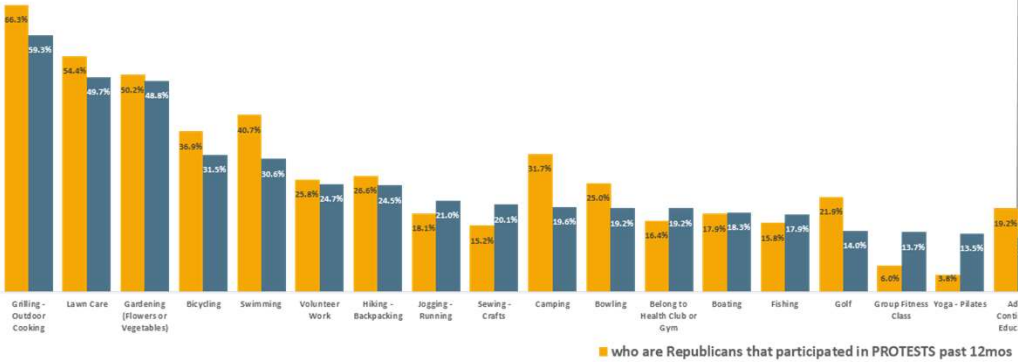
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



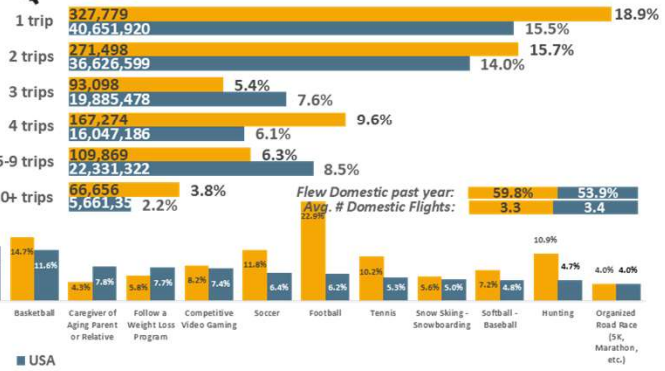
Political Activity: Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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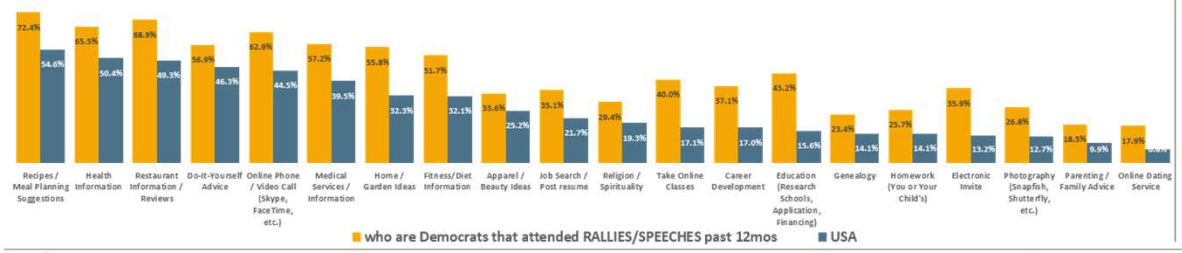
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]

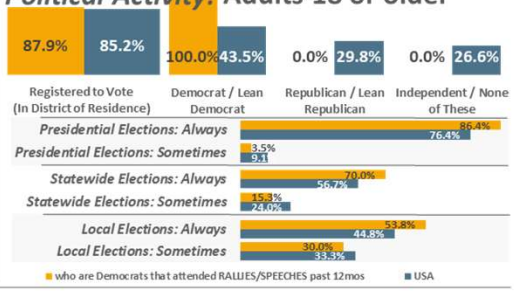


1.3% or 3,360,095 of USA Adults 18 or older are Democrats that attended RALLIES/SPEECHES past 12mos. Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos are 22.9% more likely to look up D-I-Y advice online, 19.9% more likely to always vote in local elections, 36.% more likely to belong to a gym, 12.4% more likely to fly domesti

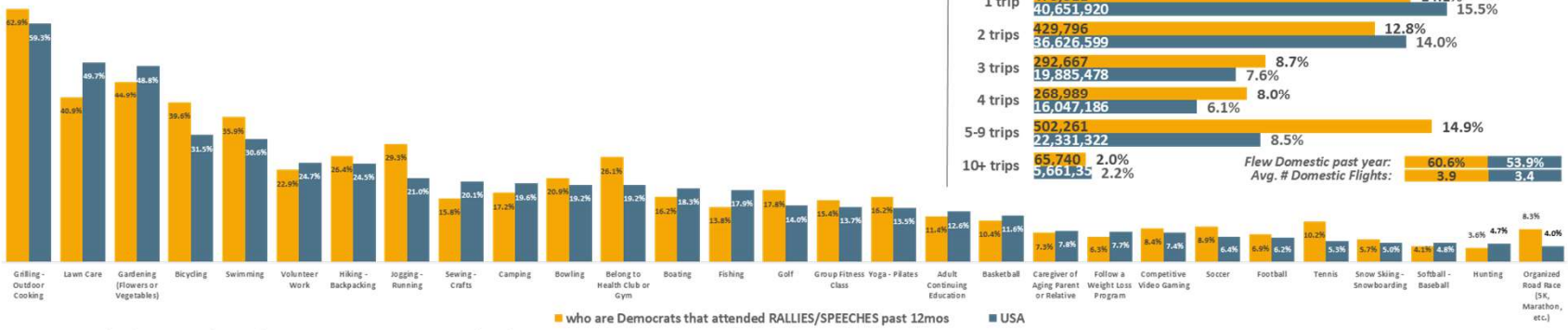
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

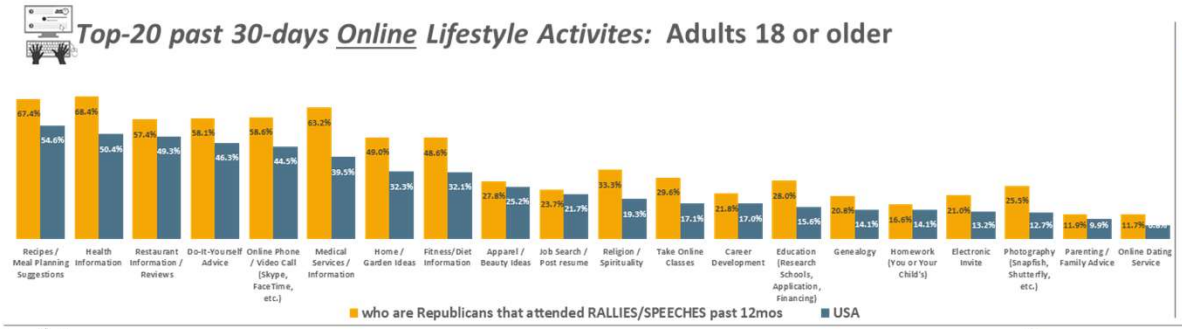
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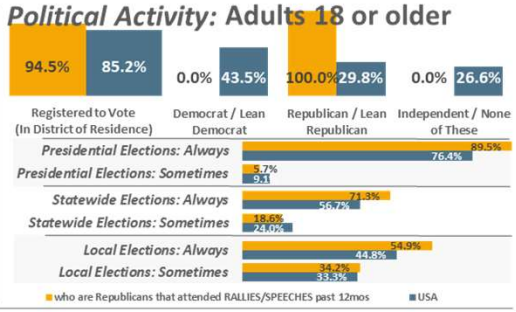
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

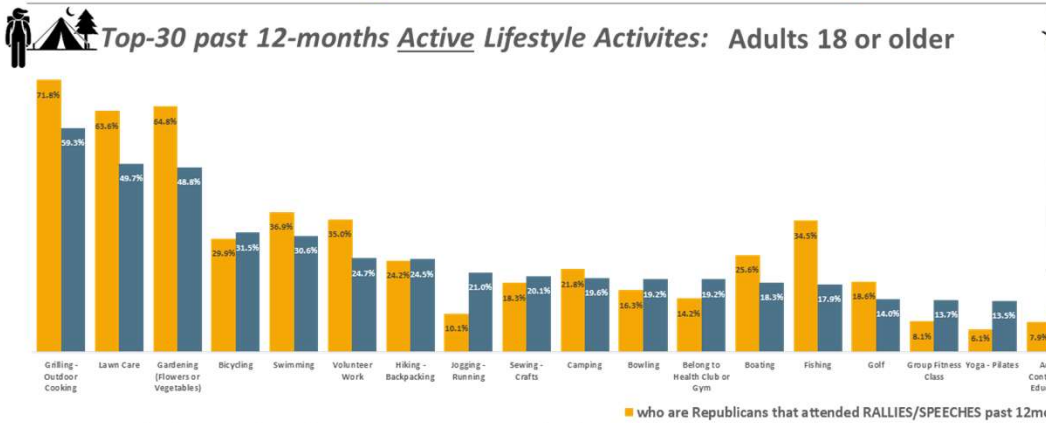
[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

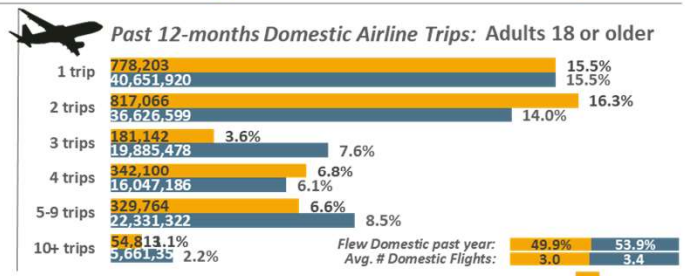


1.9% or 5,015,381 of USA Adults 18 or older are Republicans that attended RALLIES/SPEECHES past 12mos. Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos are 25.4% more likely to look up D-I-Y advice online, 22.5% more likely to always vote in local elections, 26.1% less likely to belong to a gym, 7.3% less likely to fly domes









USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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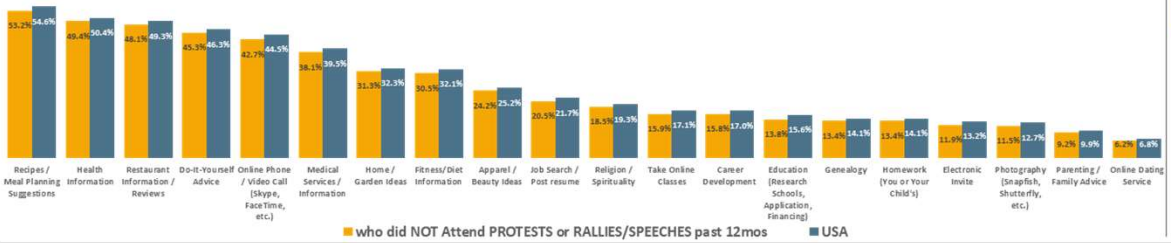
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

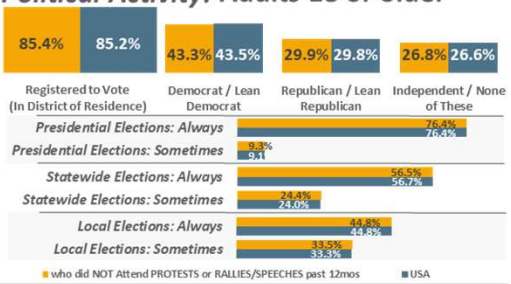


92.% or 241,126,856 of USA Adults 18 or older did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos. Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos are 2.3% less likely to look up D-I-Y advice online, .% less likely to always vote in local elections, 1.6% less likely to belong to a gym, .5% less likely to fly domestic past

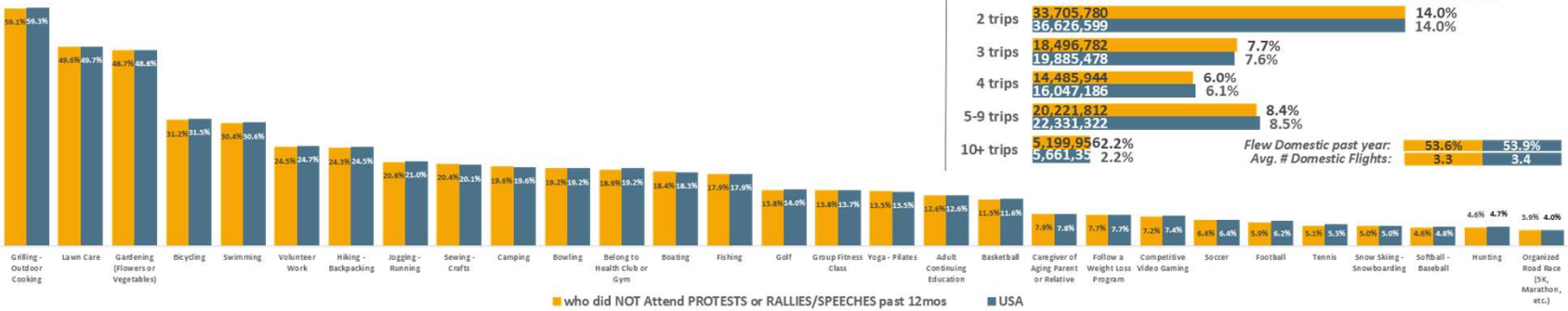
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]



Democrat PROTESTERS

1.3% or 3,355,127 of USA Adults 18 or older are Democrats that participated in PROTESTS past 12mos. Adults 18 or older who are Democrats that participated in PROTESTS past 12mos are 1.8% more likely to use QSRs past mo., 1.9% more likely to use Sit-Down Restaurants past mo., 3.1% less likely to use Casinos past yr., 53.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



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



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who are Democrats that participated in PROTESTS past... 727,542 21.7%

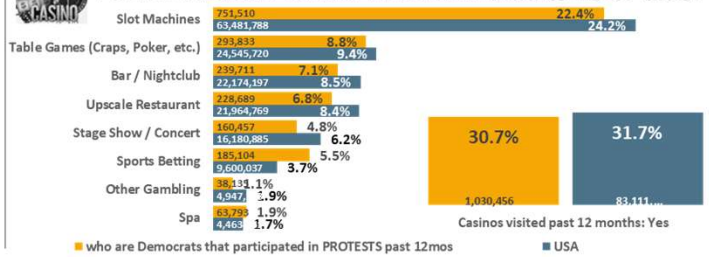
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *293*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]



.7% or 1,733,602 of USA Adults 18 or older are Republicans that participated in PROTESTS past 12mos. Adults 18 or older who are Republicans that participated in PROTESTS past 12mos are .8% less likely to use QSRs past mo., 1.1% more likely to use Sit-Down Restaurants past mo., 19.% less likely to use Casinos past yr., 85.9% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



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



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who are Republicans that participated in PROTESTS... 251,937 14.5%

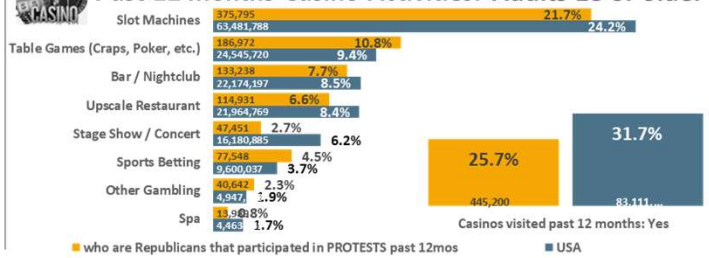
USA 17.4%

Drank Past 30-days: Adults 18 or older



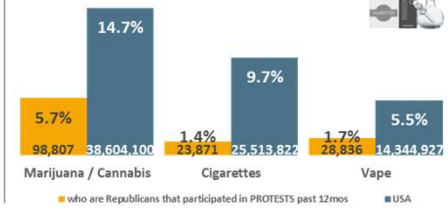
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]



Democrat RALLY & SPEECH ATTENDERS

1.3% or 3,360,095 of USA Adults 18 or older are Democrats that attended RALLIES/SPEECHES past 12mos. Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos are 1.4% more likely to use QSRs past mo., 12.7% more likely to use Sit-Down Restaurants past mo., 14.5% less likely to use Casinos past yr., 31.6% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



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



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who are Democrats that attended RALLIES/SPEECHES... 741,097 22.1%

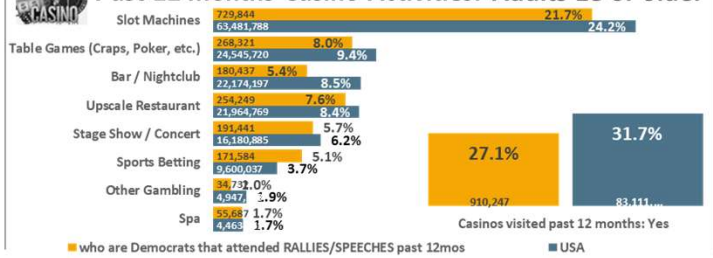
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]



1.9% or 5,015,381 of USA Adults 18 or older are Republicans that attended RALLIES/SPEECHES past 12mos. Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos are 2.6% less likely to use QSRs past mo., 2.9% more likely to use Sit-Down Restaurants past mo., 14.1% less likely to use Casinos past yr., 72.5% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



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



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who are Republicans that attended RALLIES/SPEECHES... 299,537 6.0%

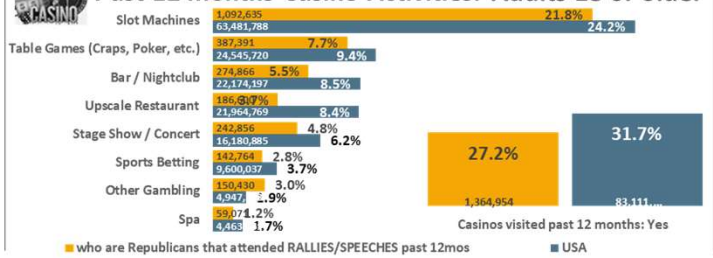
USA 17.4%

Drank Past 30-days: Adults 18 or older



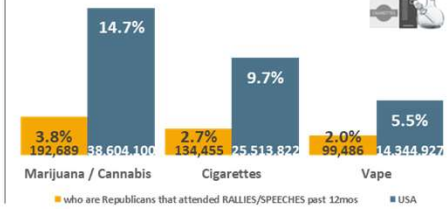
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

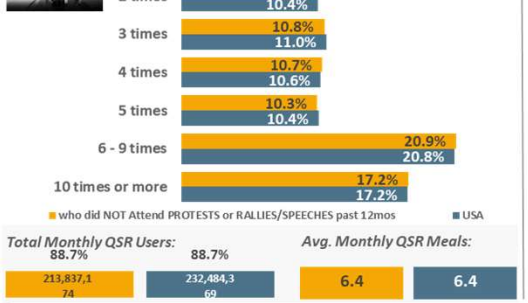
[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]



92.% or 241,126,856 of USA Adults 18 or older did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos. Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos are .% more likely to use QSRs past mo., .1% less likely to use Sit-Down Restaurants past mo., 1.3% more likely to use Casinos past yr., 1.8% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



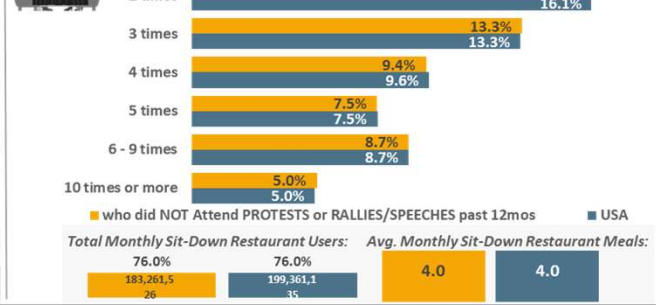


Total Monthly QSR Users: 88.7% 88.7% — 213,837,174 — 232,484,369

Avg. Monthly QSR Meals: 6.4 6.4

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





Total Monthly Sit-Down Restaurant Users: 76.0% 76.0% — 183,261,526 — 199,361,135

Avg. Monthly Sit-Down Restaurant Meals: 4.0 4.0

Top-10 Cuisines: Adults 18 or older

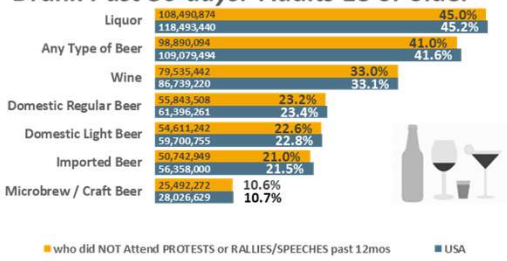
(Sit-Down Restaurants Used Past 30-days)



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

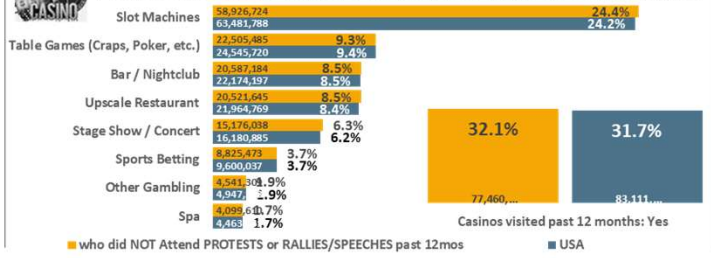


Drank Past 30-days: Adults 18 or older



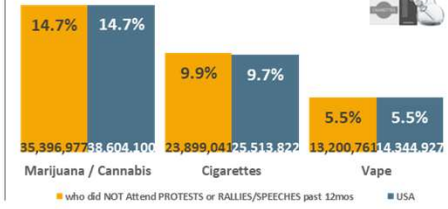
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

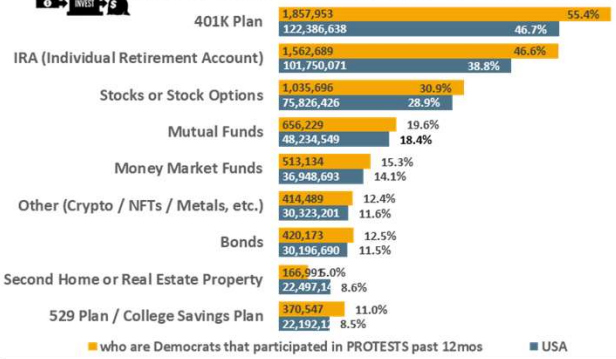
[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]



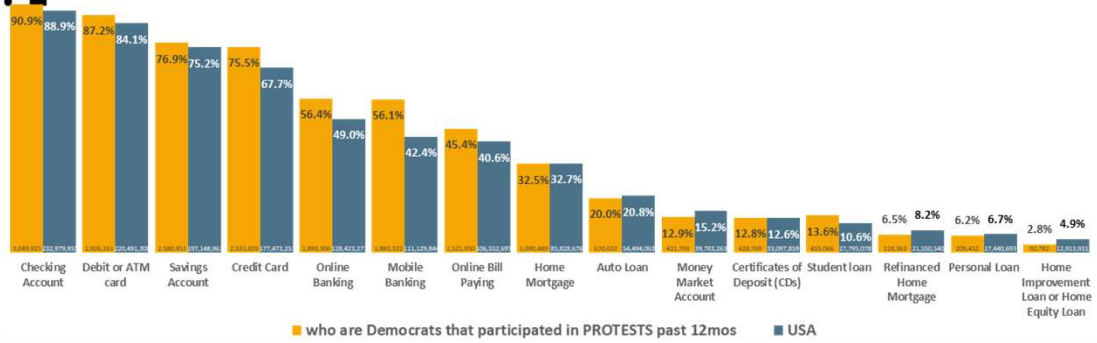
Democrat PROTESTERS

1.3% or 3,355,127 of USA Adults 18 or older are Democrats that participated in PROTESTS past 12mos. Adults 18 or older who are Democrats that participated in PROTESTS past 12mos are 18.6% more likely to have a 401K, 3.9% less likely to have an Auto Loan, 43.1% more likely to Invest/Trade Stocks Online, 7.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

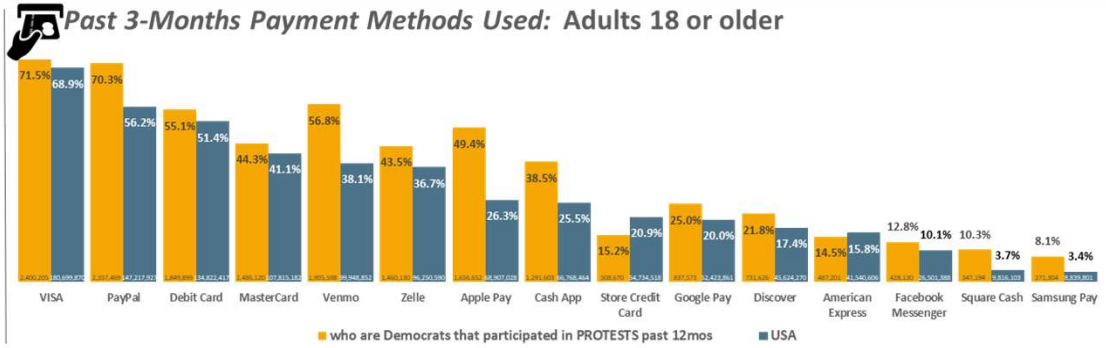


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

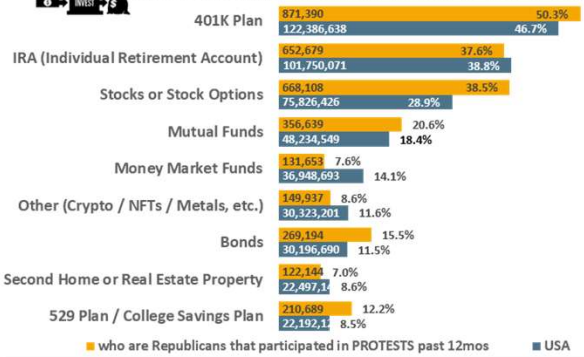
[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]



.7% or 1,733,602 of USA Adults 18 or older are Republicans that participated in PROTESTS past 12mos. Adults 18 or older who are Republicans that participated in PROTESTS past 12mos are 7.7% more likely to have a 401K, 2.6% less likely to have an Auto Loan, 67.5% more likely to Invest/Trade Stocks Online, 16.1% less likely to pay with their Debit Card.

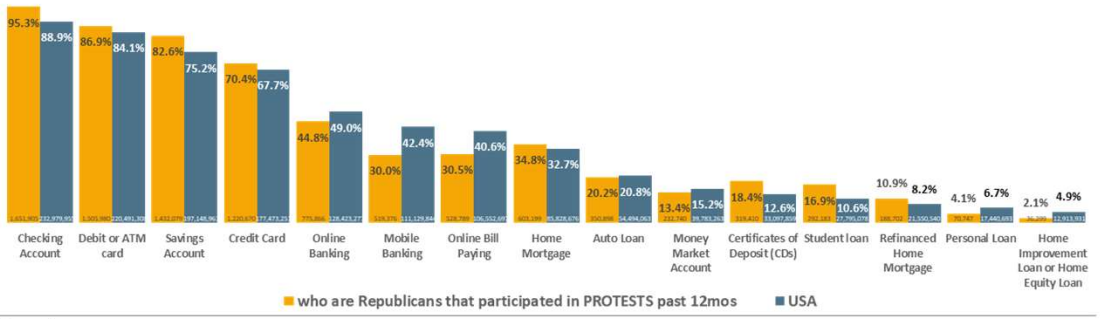
Investments Owned: Adults 18 or older





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



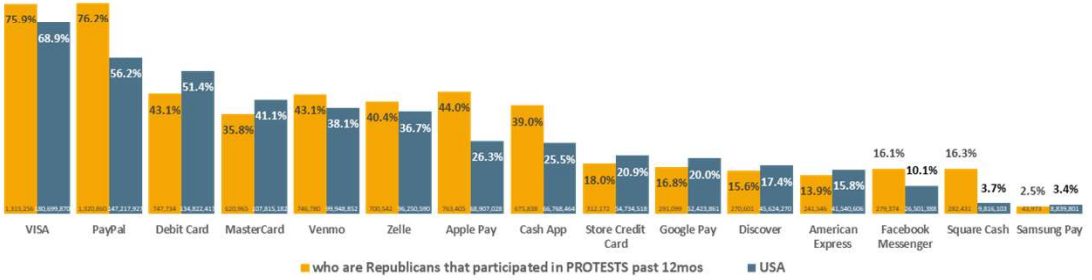


Professional Services Used:* Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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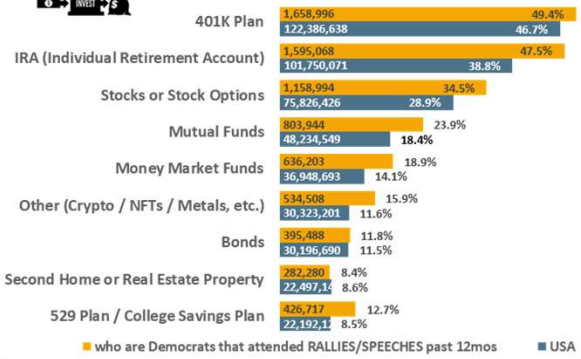
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]

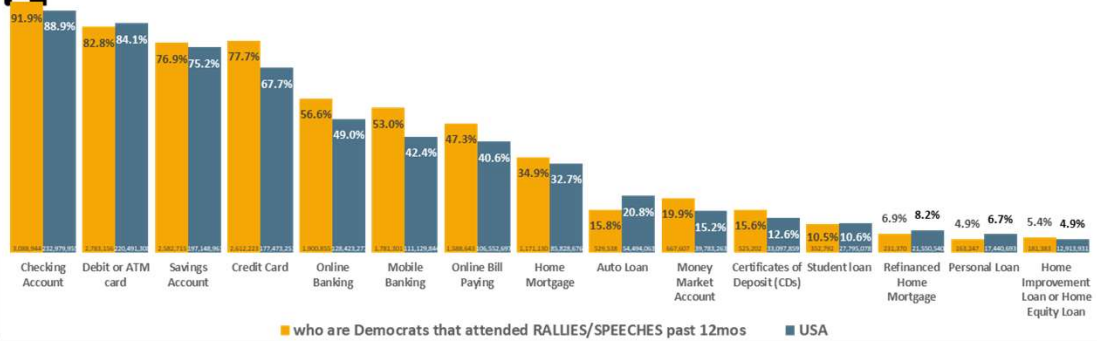


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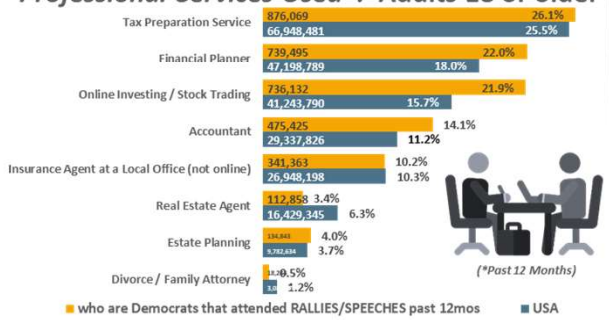
Investments Owned: Adults 18 or older



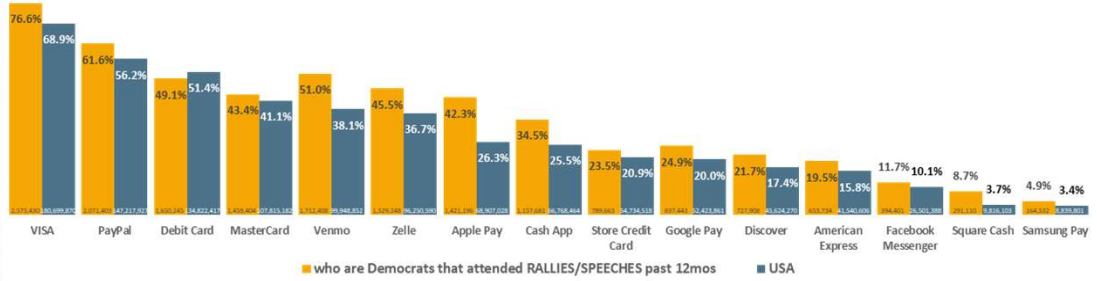
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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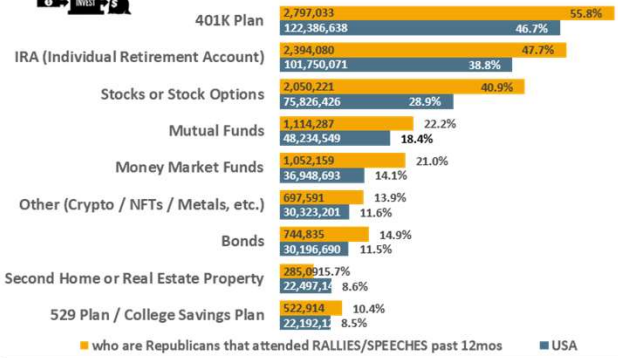
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

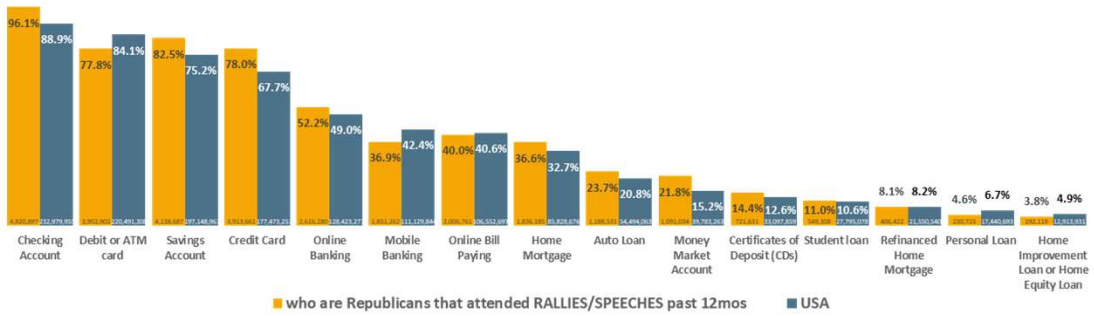


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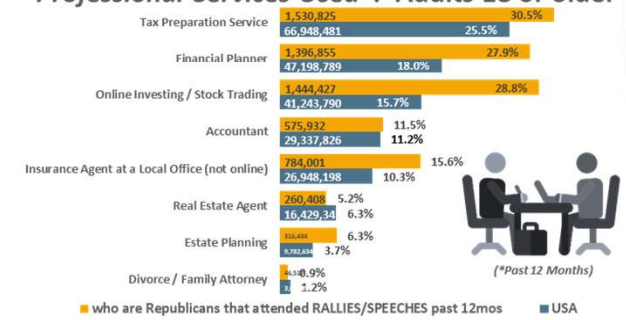
Investments Owned: Adults 18 or older



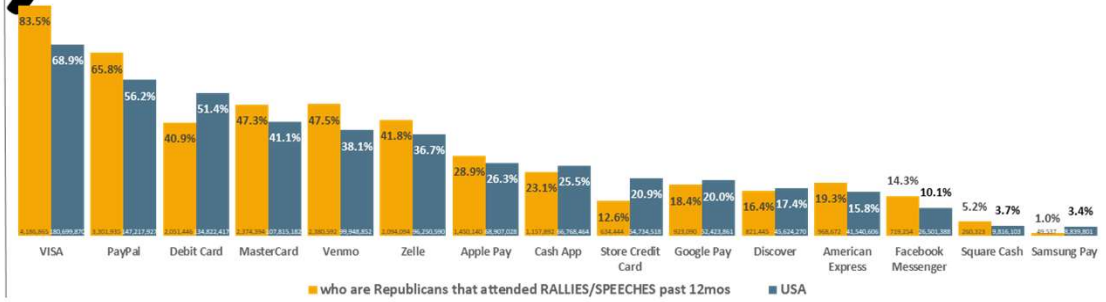
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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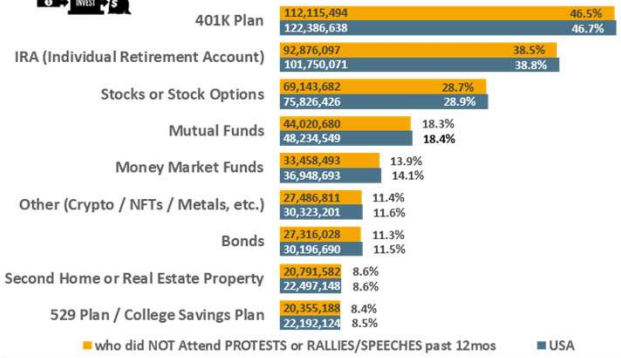
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

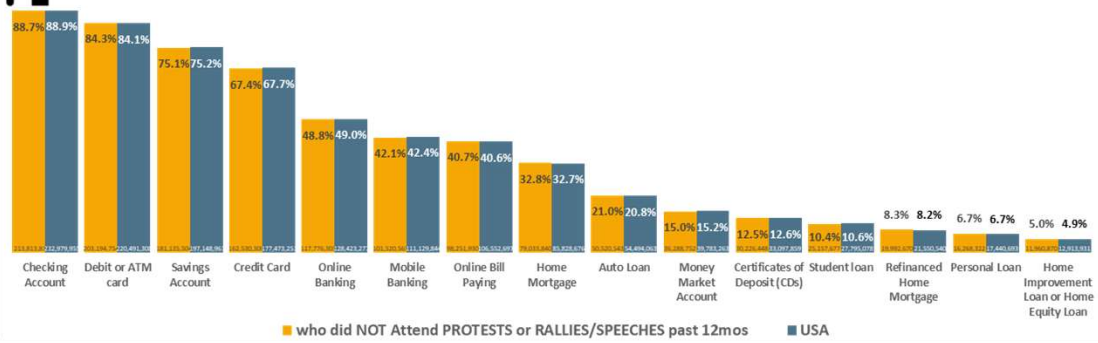


92.% or 241,126,856 of USA Adults 18 or older did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos. Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos are .4% less likely to have a 401K, .8% more likely to have an Auto Loan, 2.1% less likely to Invest/Trade Stocks Online, .6% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



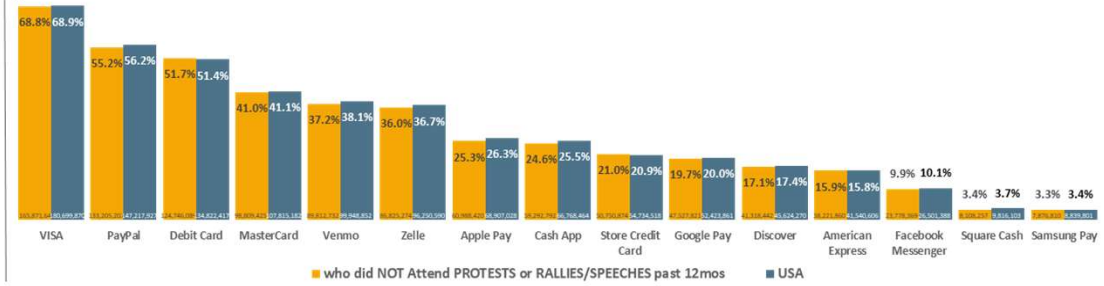
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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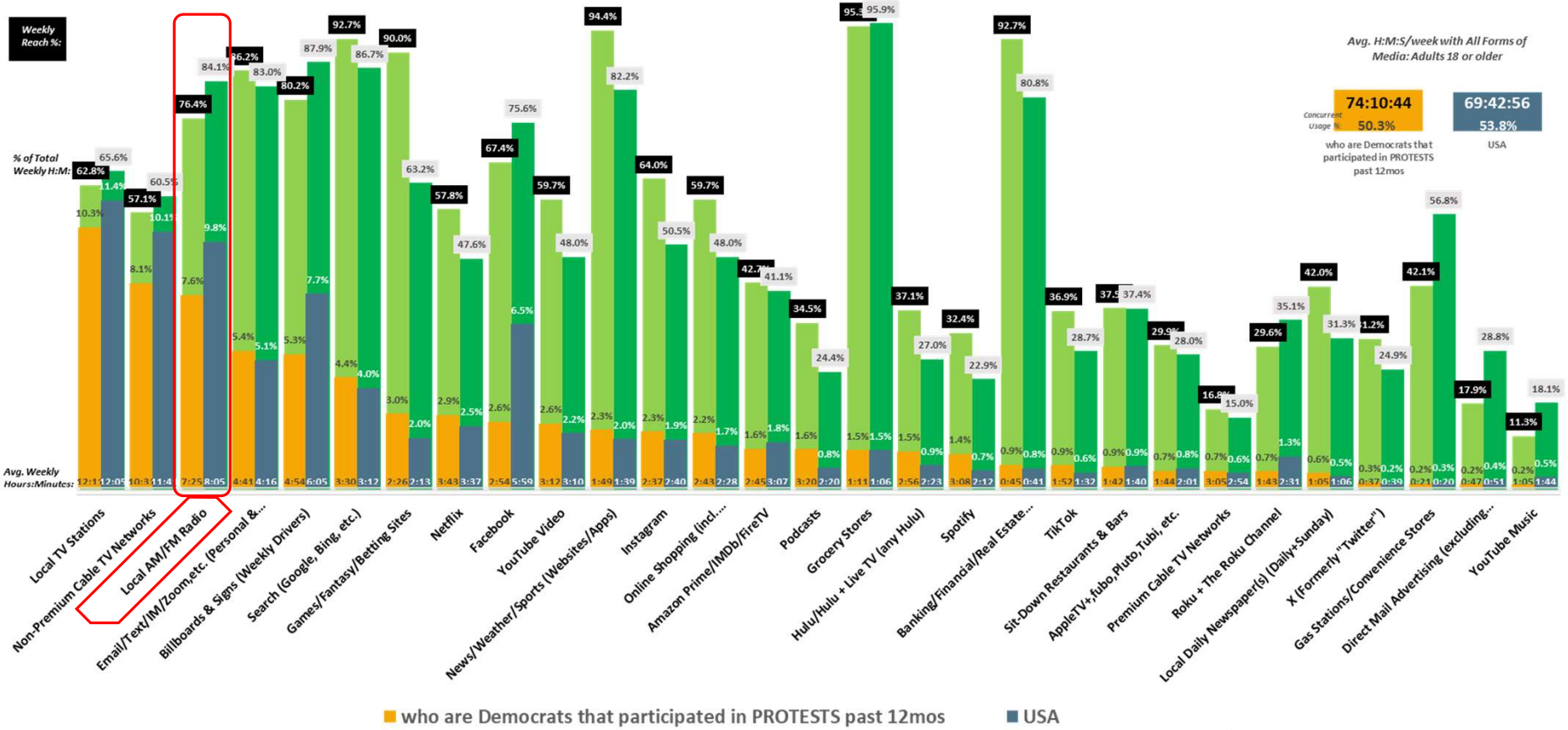
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]



Adults 18 or older who are Democrats that participated in PROTESTS past 12mos spend an average of 3 days, 2 hours, 10 minutes and 44 seconds each week with All Forms of Media.

76.4% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos spend an avg. of 7 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.



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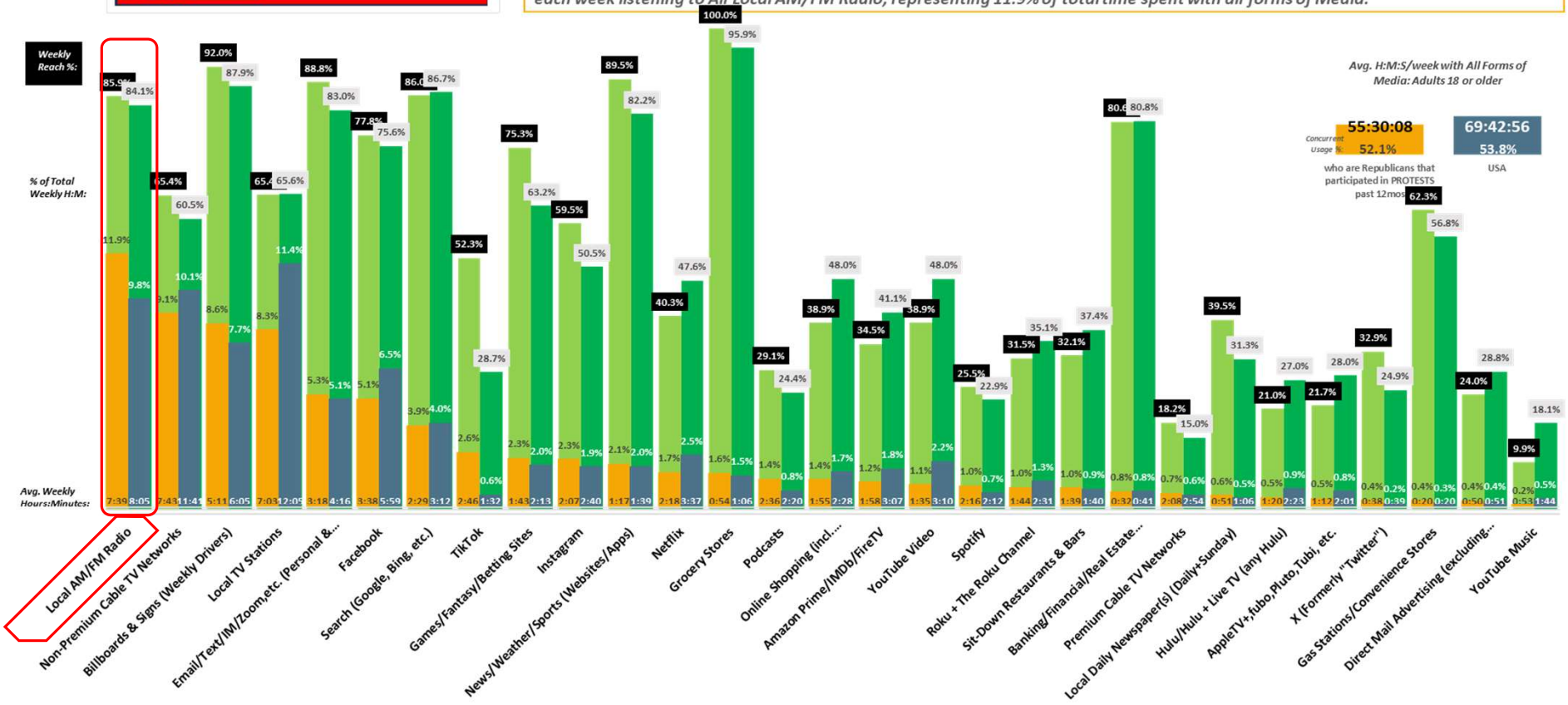
[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]



Republican PROTESTERS

Adults 18 or older who are Republicans that participated in PROTESTS past 12mos spend an average of 2 days, 7 hours, 30 minutes and 8 seconds each week with All Forms of Media.

85.9% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos spend an avg. of 7 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 11.9% of total time spent with all forms of Media.

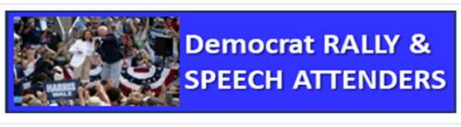


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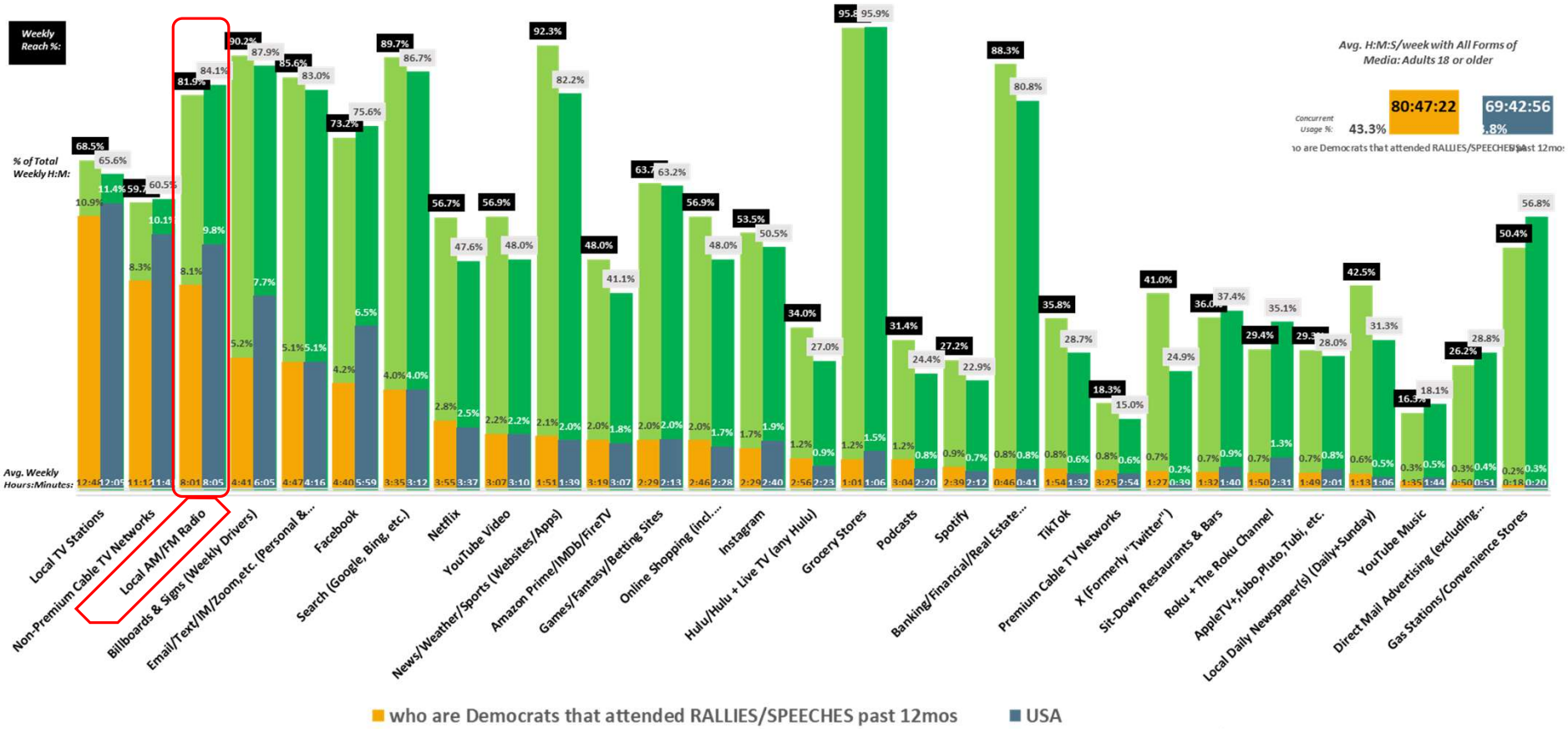
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]



Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos spend an average of 3 days, 8 hours, 47 minutes and 22 seconds each week with All Forms of Media.

81.9% of Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.

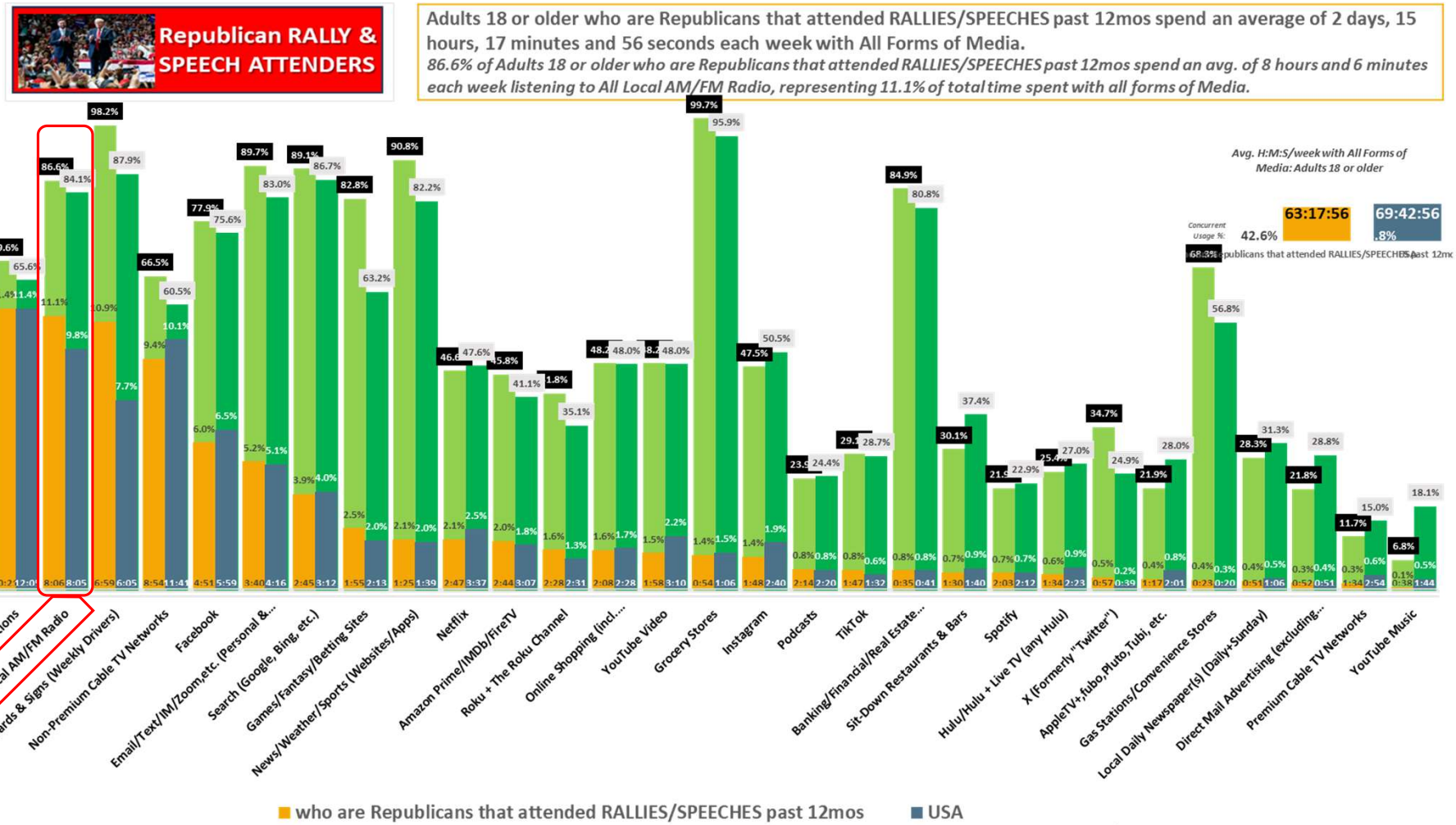


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]



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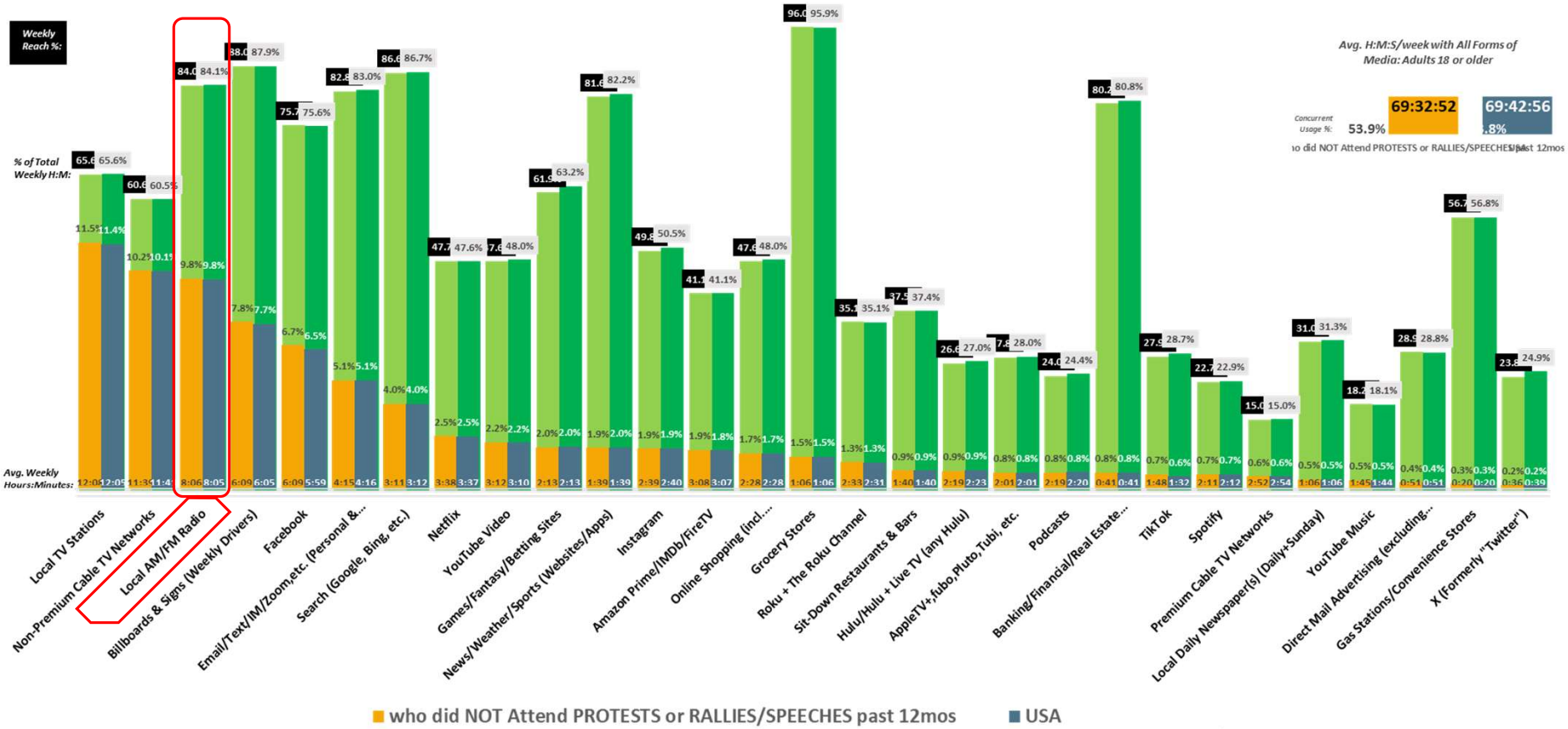
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]



Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos spend an average of 2 days, 21 hours, 32 minutes and 52 seconds each week with All Forms of Media.

84.% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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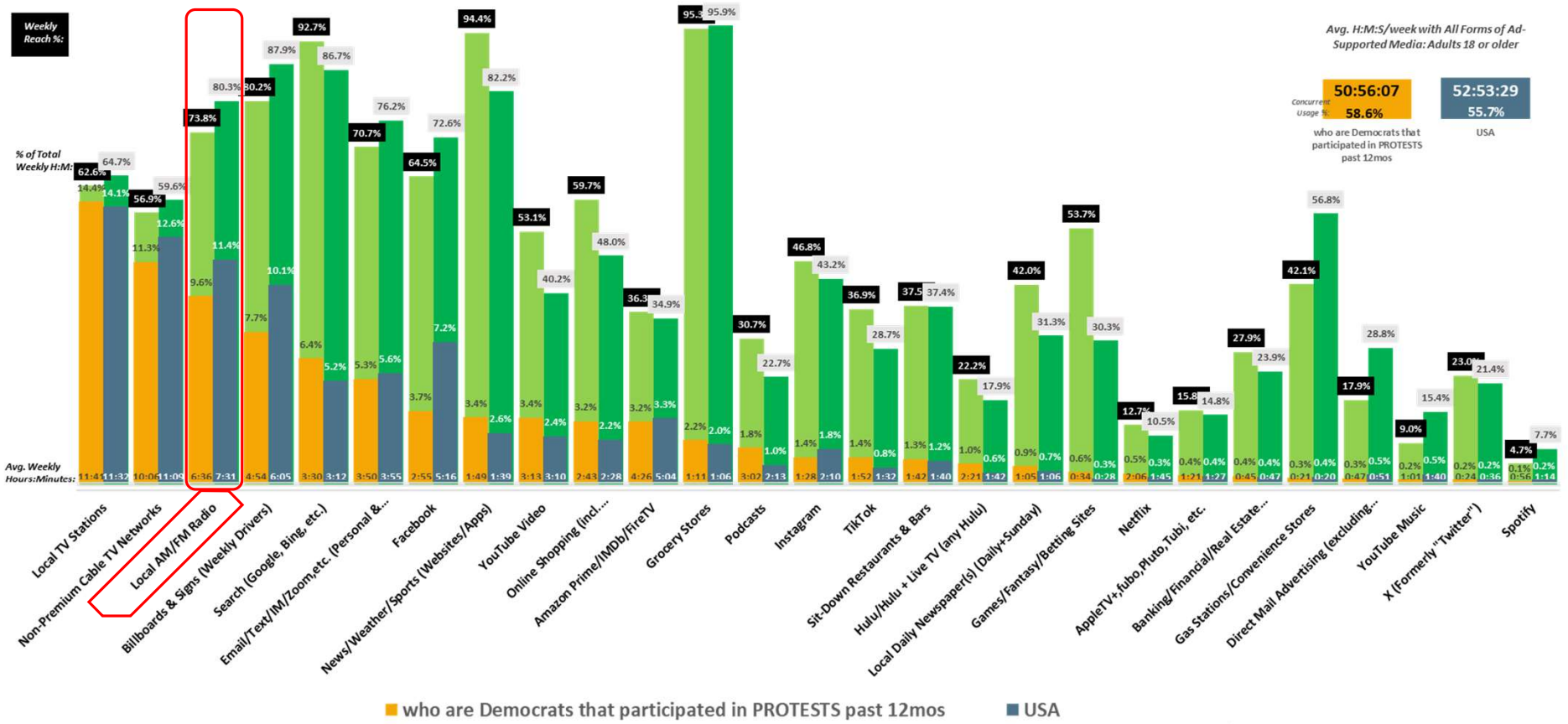
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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]



Adults 18 or older who are Democrats that participated in PROTESTS past 12mos spend an average of 2 days, 2 hours, 56 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

73.8% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos spend an avg. of 6 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Medi



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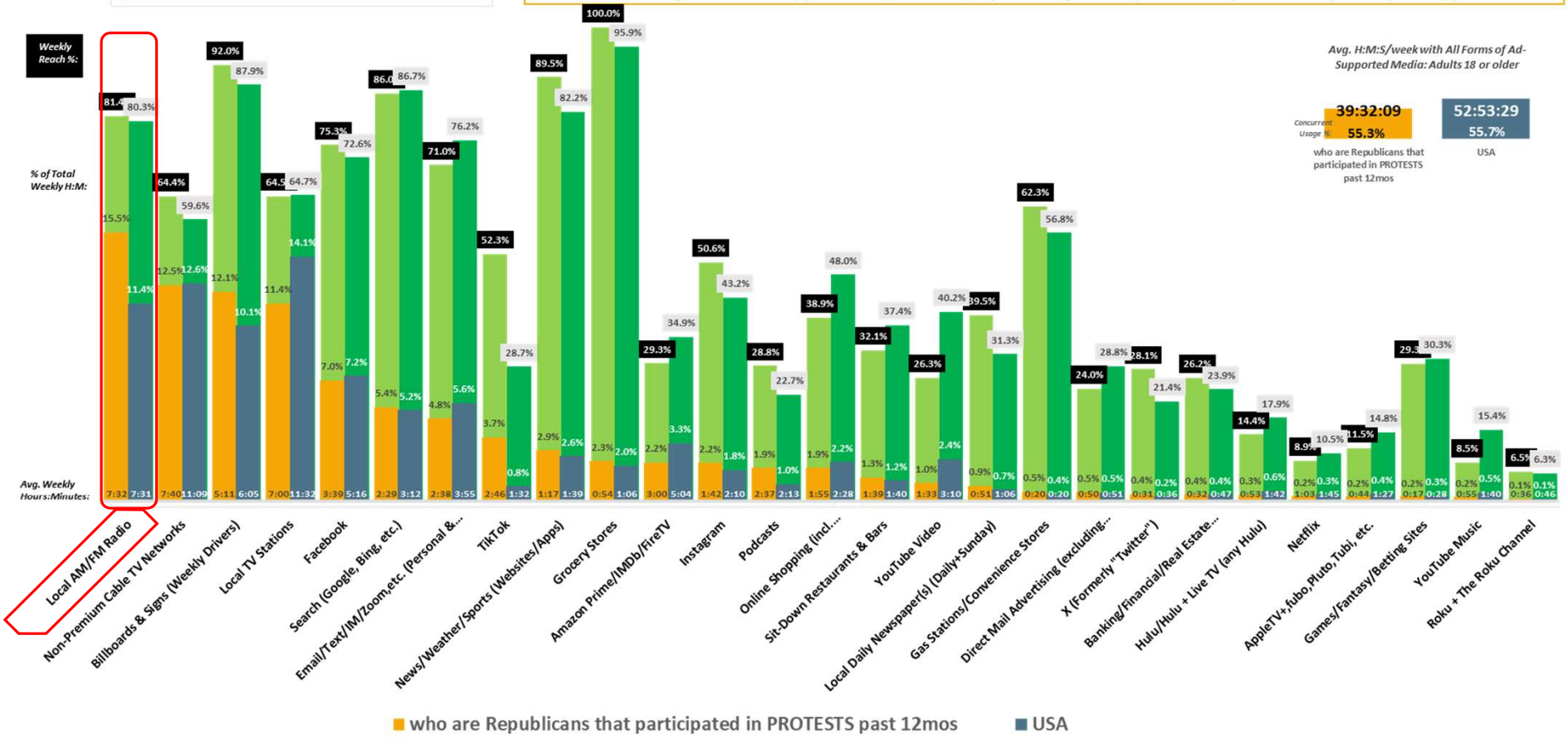
[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]



Republican PROTESTERS

Adults 18 or older who are Republicans that participated in PROTESTS past 12mos spend an average of 1 days, 15 hours, 32 minutes and 9 seconds each week with All Forms of Ad-Supported Media.

81.4% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.5% of total time spent with all forms of Ad-Supported M



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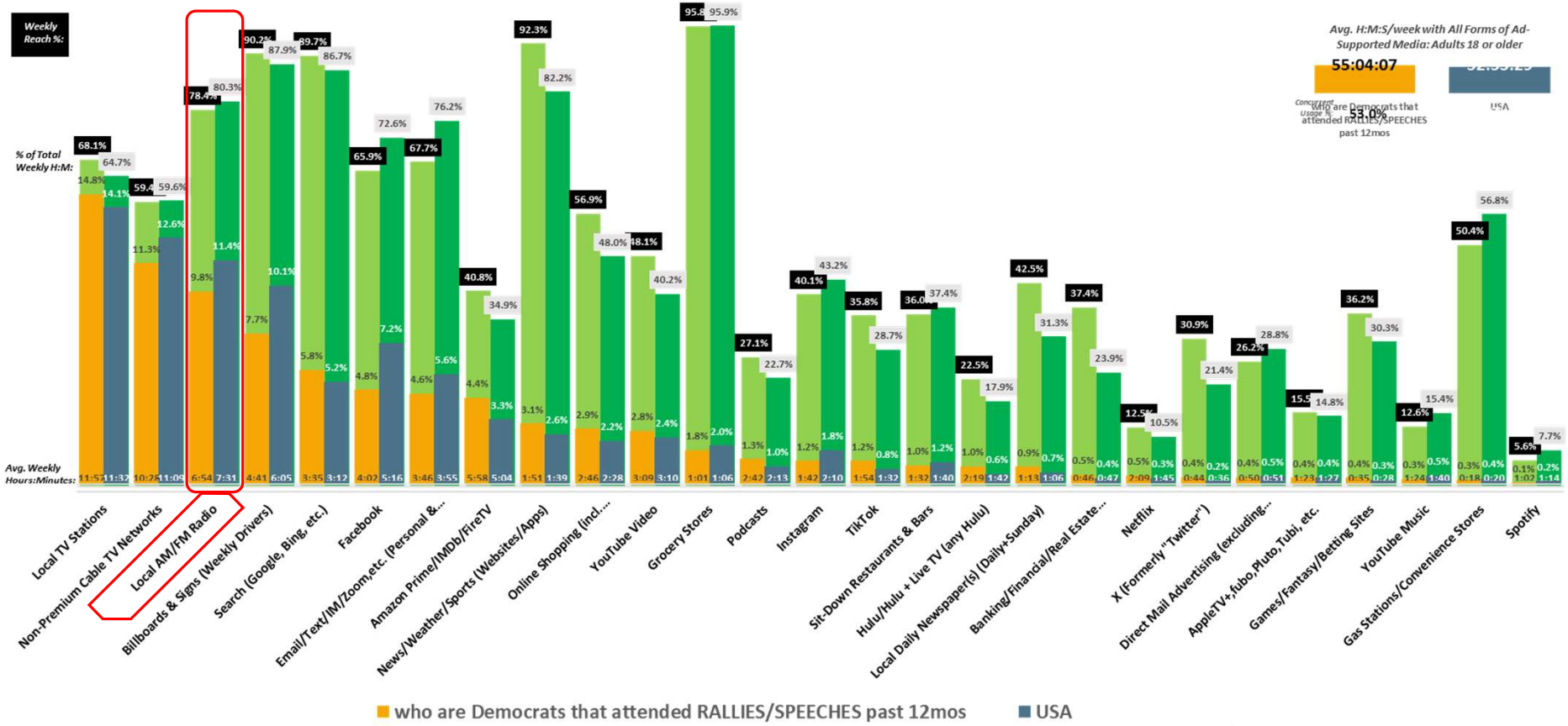
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]



Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos spend an average of 2 days, 7 hours, 4 minutes and 7 seconds each week with All Forms of Ad-Supported Media.

78.4% of Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos spend an avg. of 6 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Med



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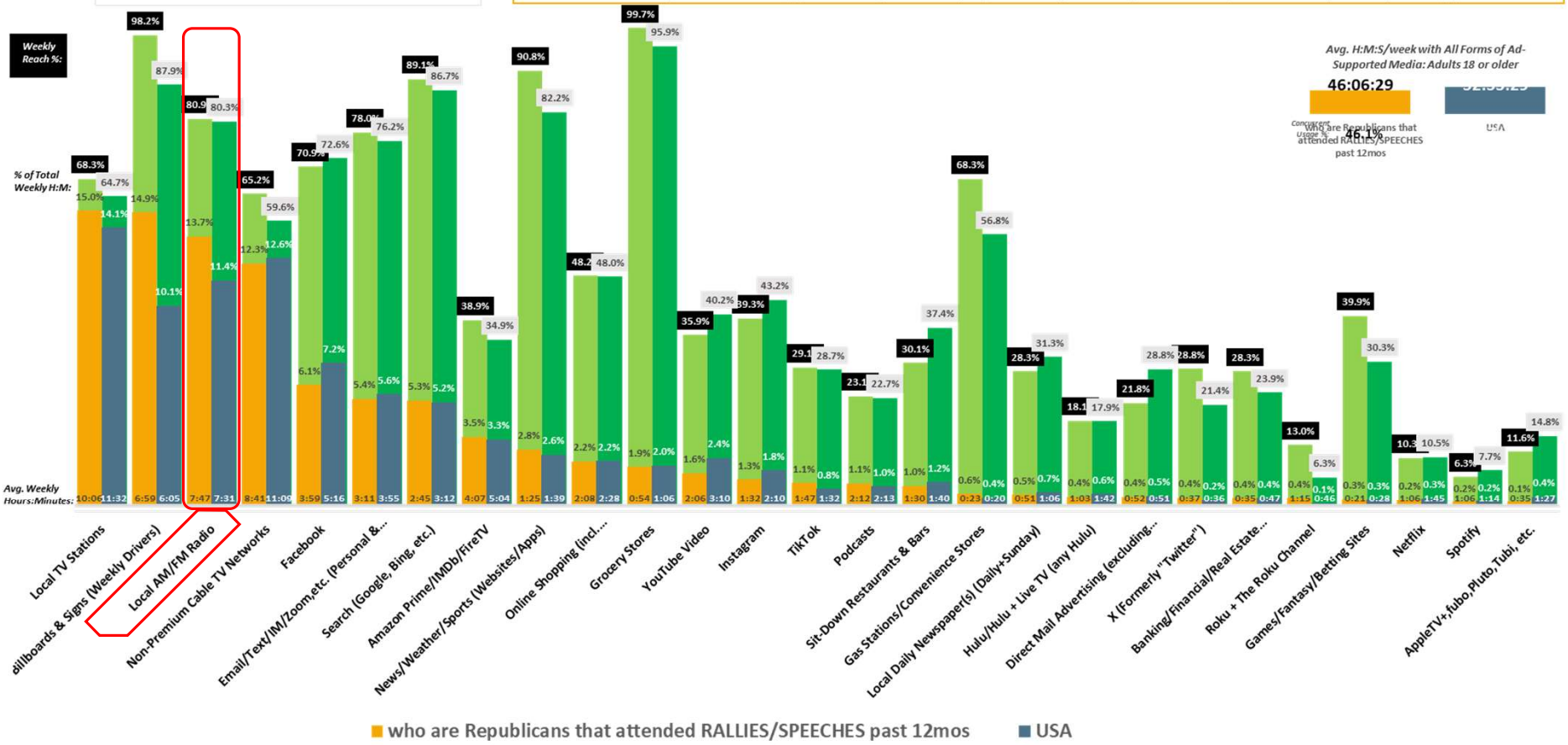
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]



Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos spend an average of 1 days, 22 hours, 6 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

80.9% of Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos spend an avg. of 7 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.7% of total time spent with all forms of Ad-Supported



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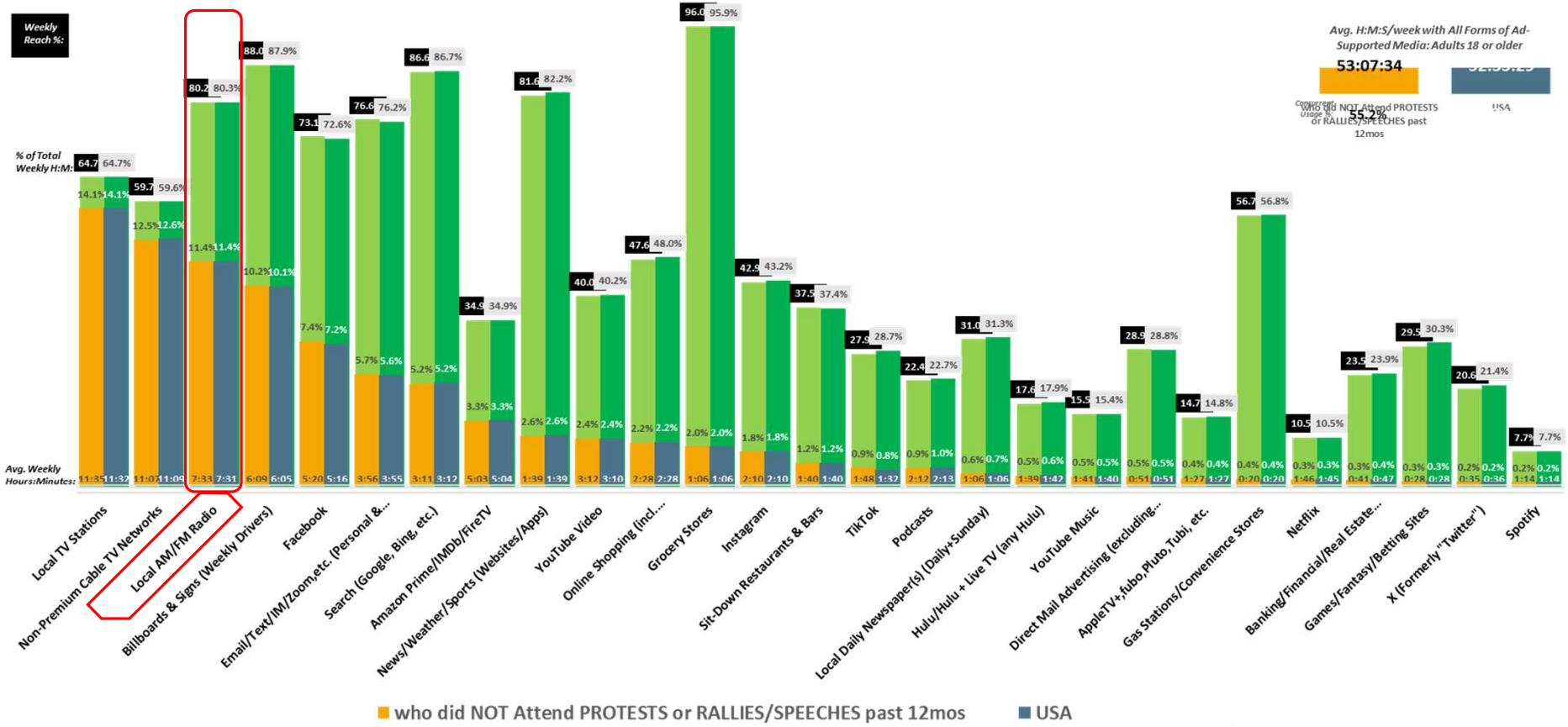
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]



Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos spend an average of 2 days, 5 hours, 7 minutes and 34 seconds each week with All Forms of Ad-Supported Media.

80.2% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos spend an avg. of 7 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Med



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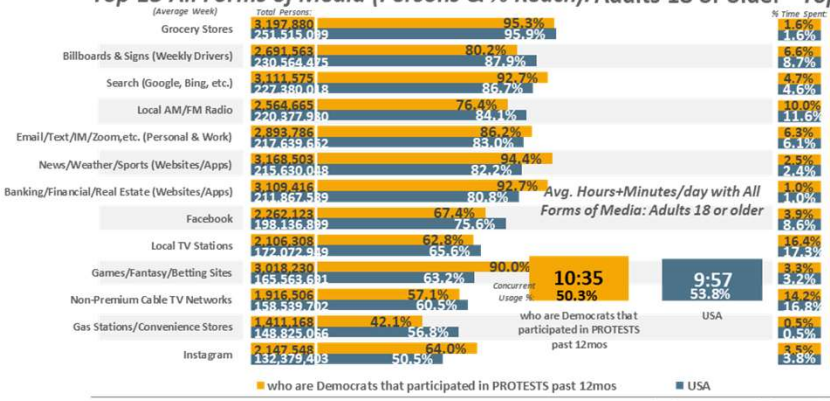
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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]

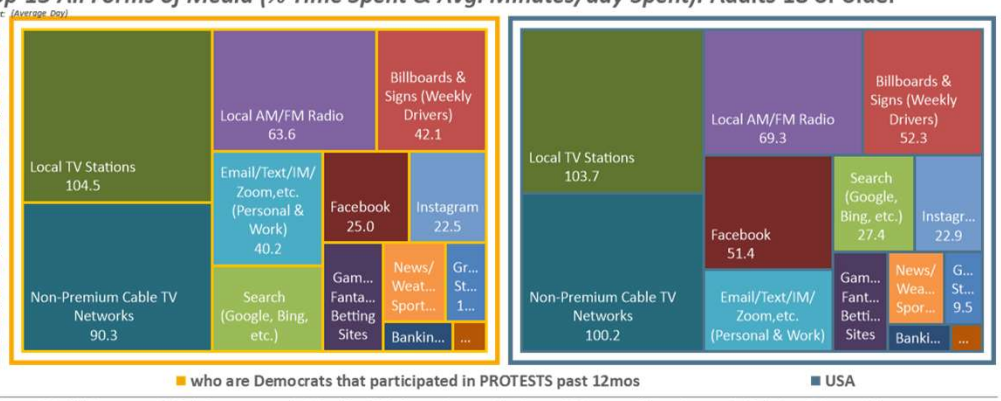


Adults 18 or older who are Democrats that participated in PROTESTS past 12mos spend an average of 7 hours and 16 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 56.6 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

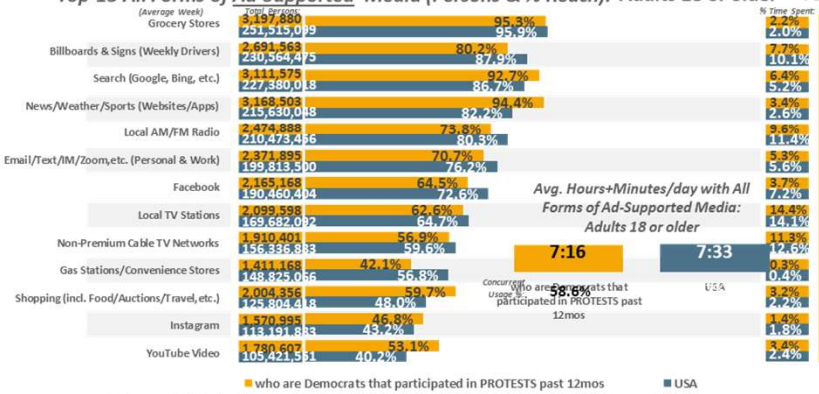
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



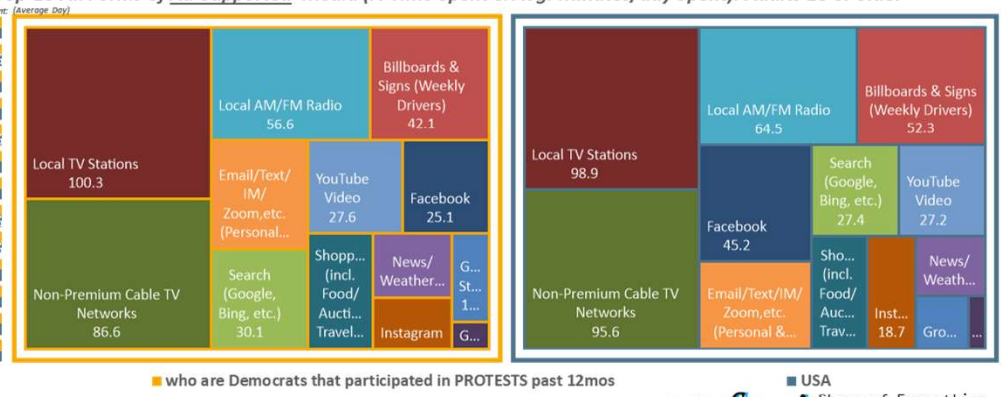
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

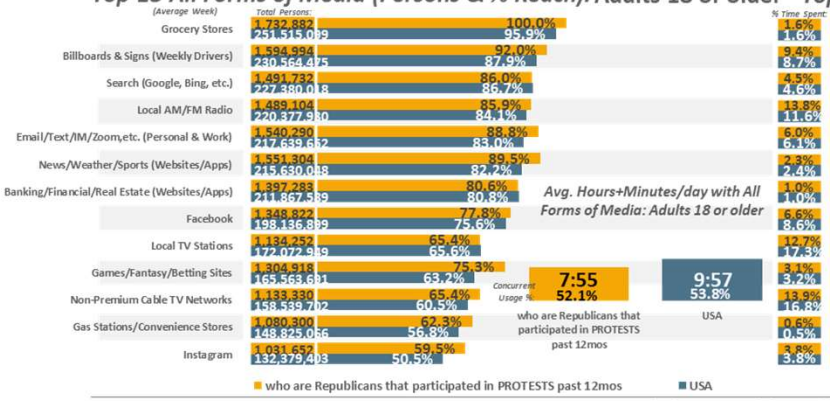
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]

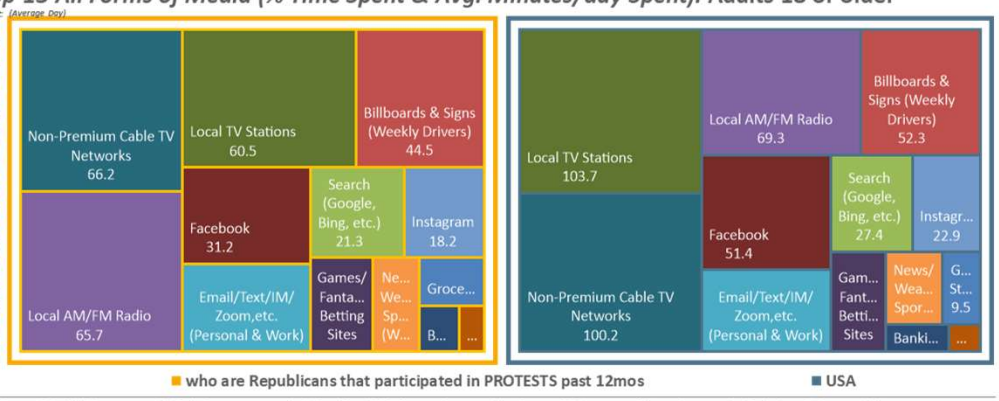


Adults 18 or older who are Republicans that participated in PROTESTS past 12mos spend an average of 5 hours and 38 minutes each day with All Forms of Ad-Supported Media. 81.4% listen to Local AM/FM Radio for an avg. of 64.7 minutes/day. *(Local Radio delivers 15.5% of Time with Ad-Supported Media.)*

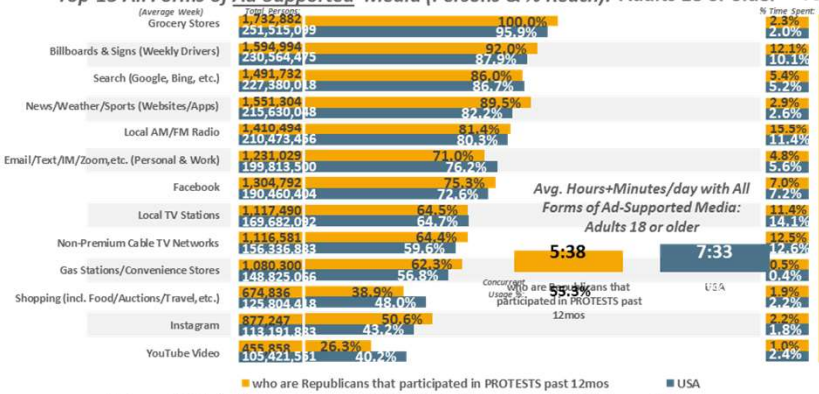
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



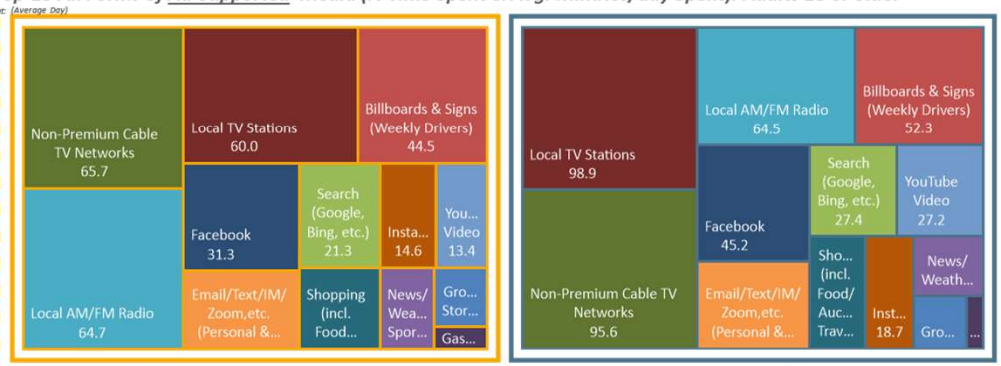
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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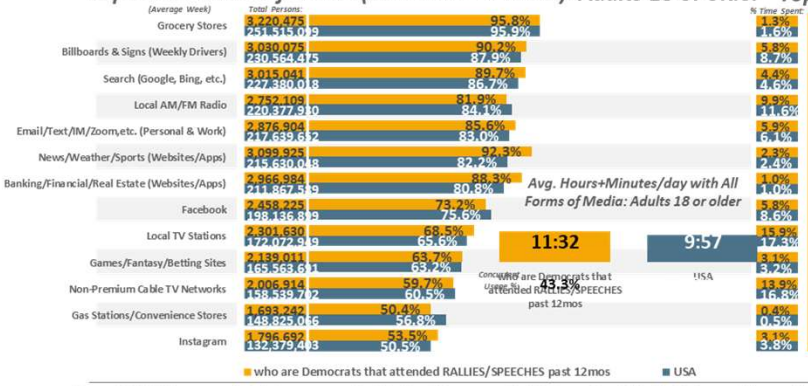
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]

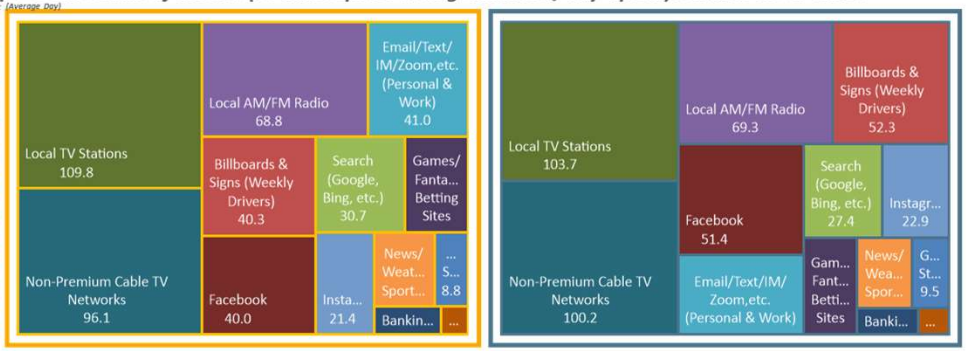


Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos spend an average of 7 hours and 52 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 59.2 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

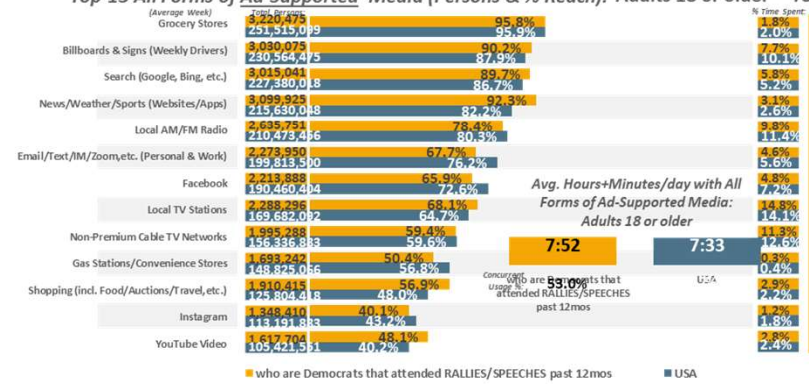
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



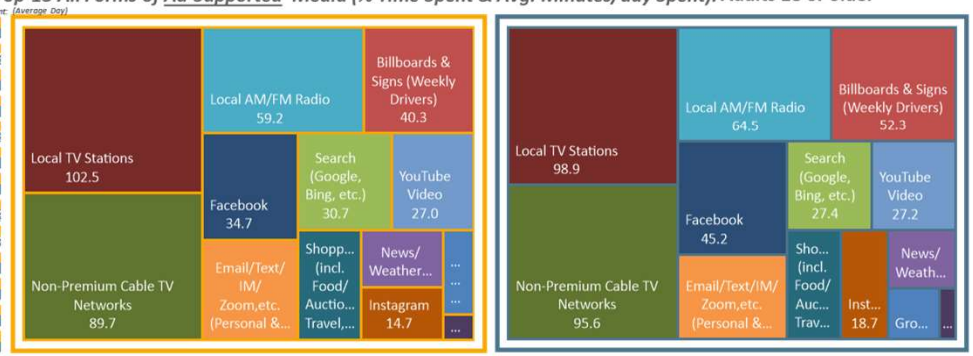
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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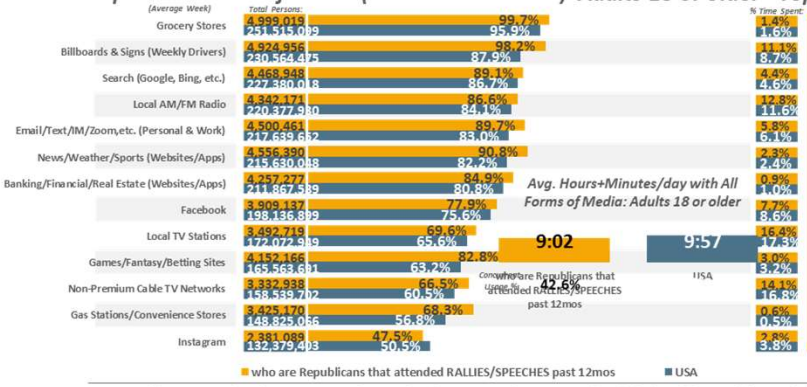
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

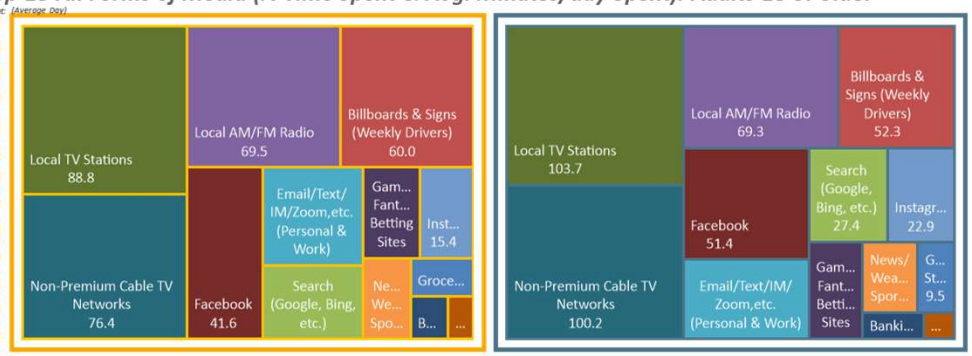


Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos spend an average of 6 hours and 35 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 66.8 minutes/day. *(Local Radio delivers 13.7% of Time with Ad-Supported Media.)*

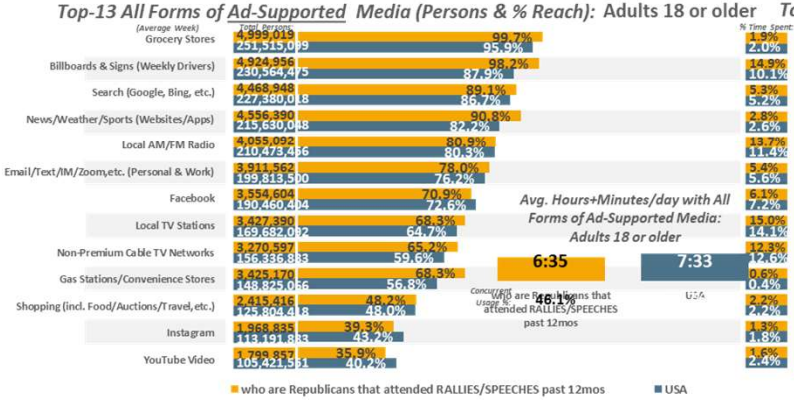
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



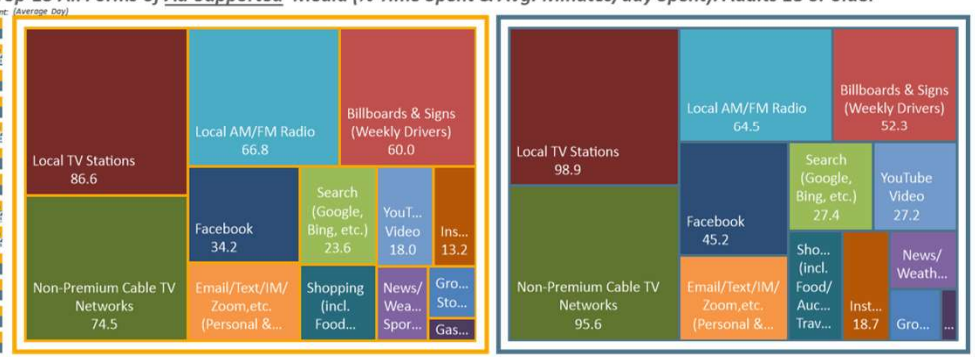
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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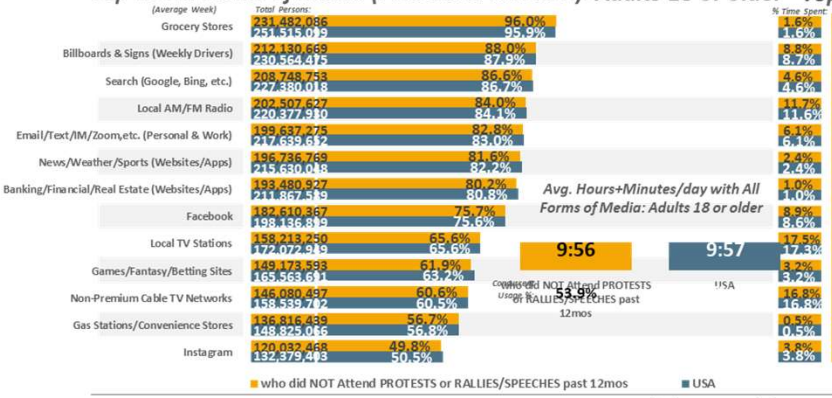
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

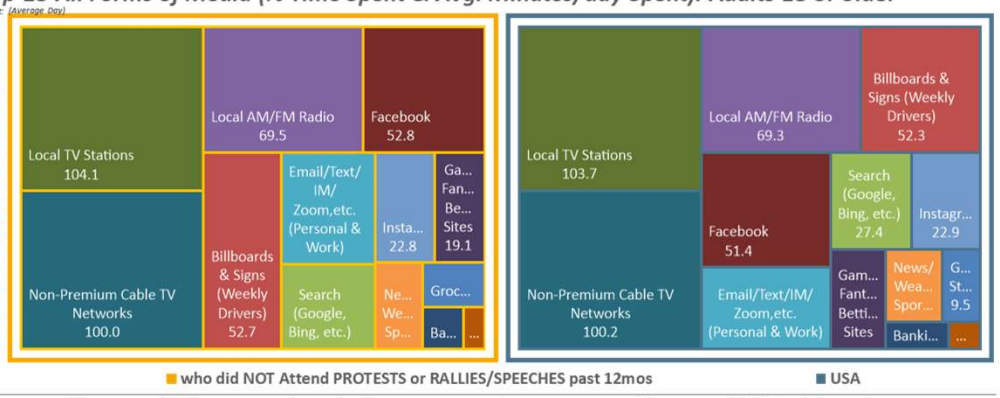


Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos spend an average of 7 hours and 35 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 64.8 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

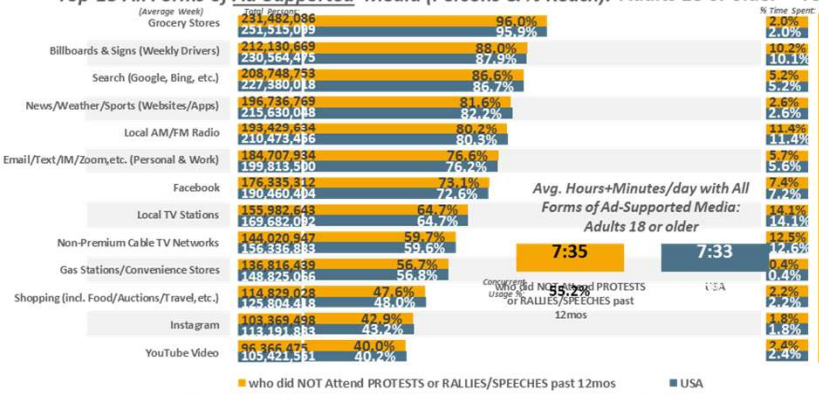
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



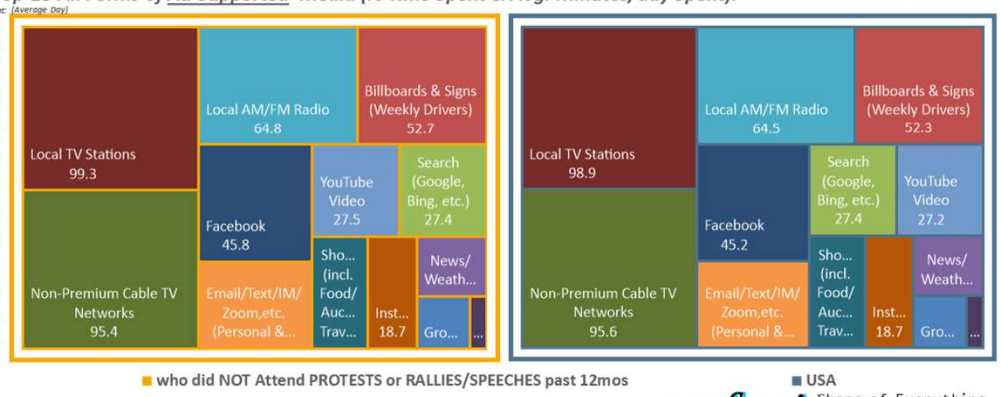
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

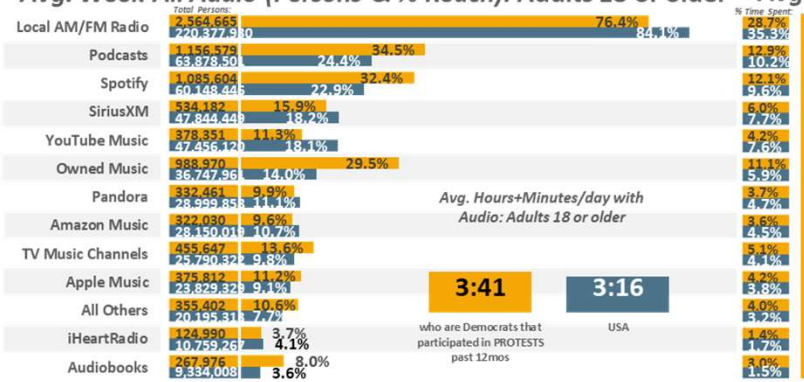
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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]

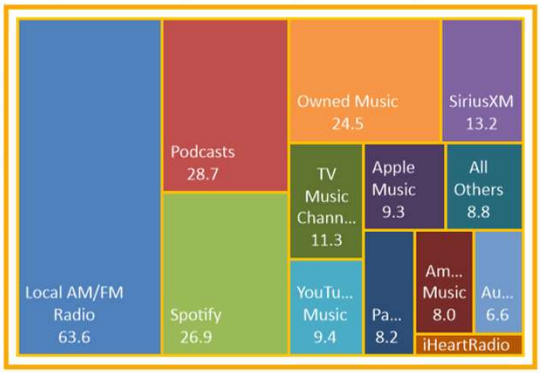


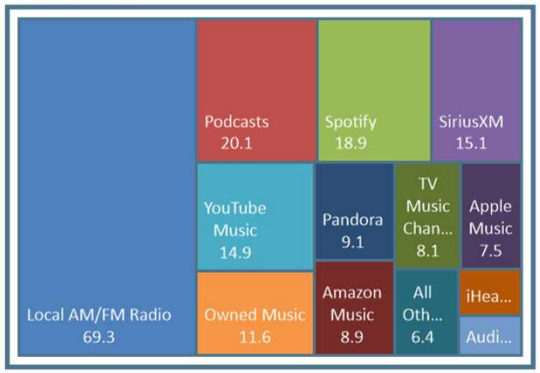
2,474,888 or 73.8% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.

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

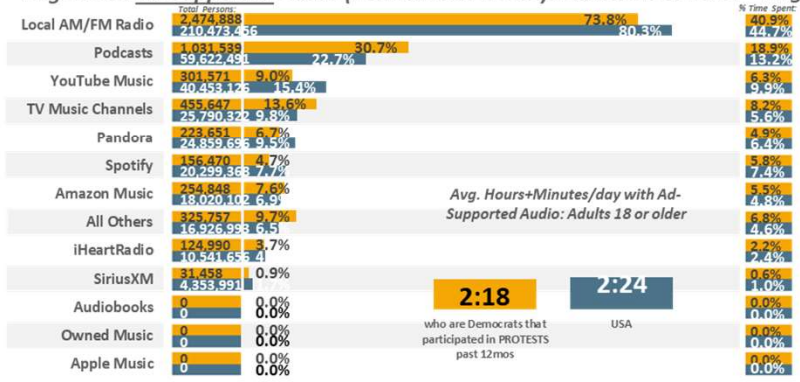


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

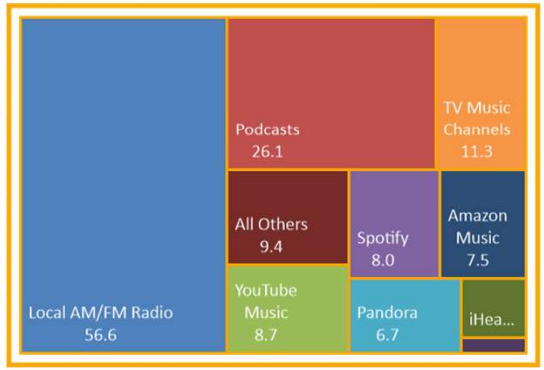


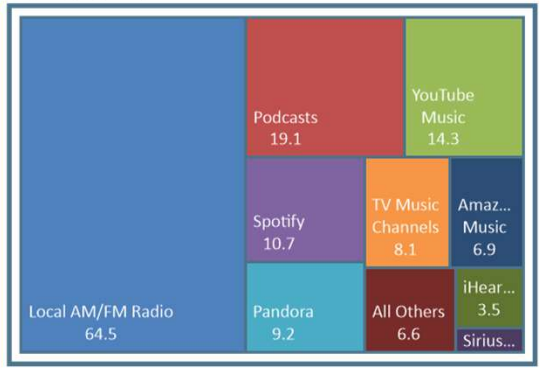


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *293*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

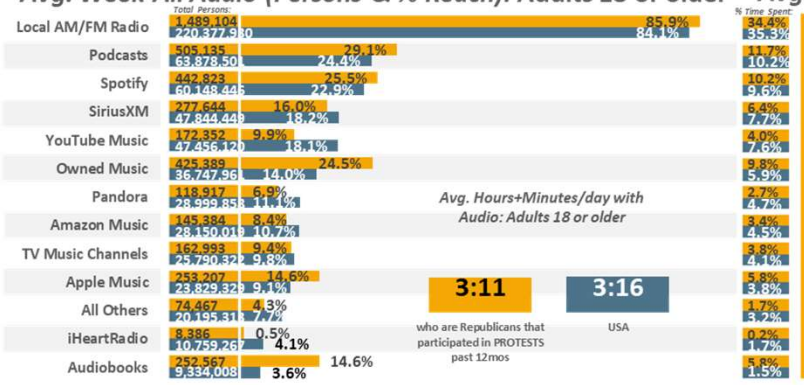
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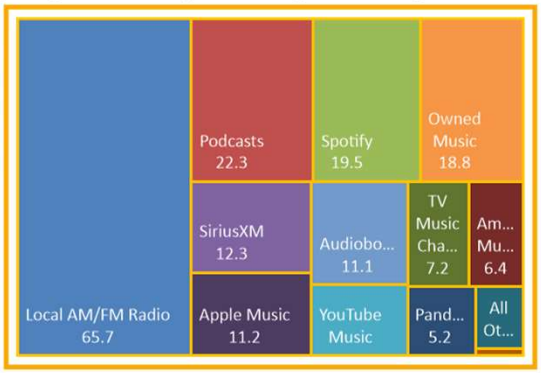
[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]

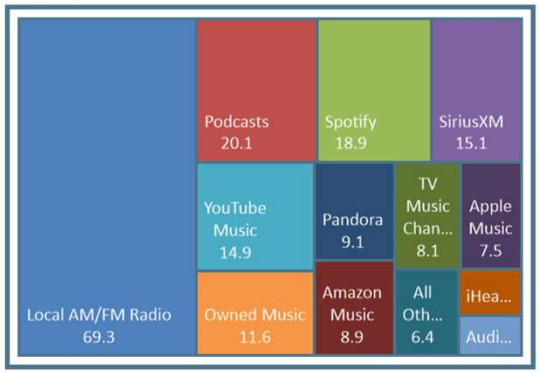


1,410,494 or 81.4% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 50.3% of all time spent daily with Ad-Supported Audio.

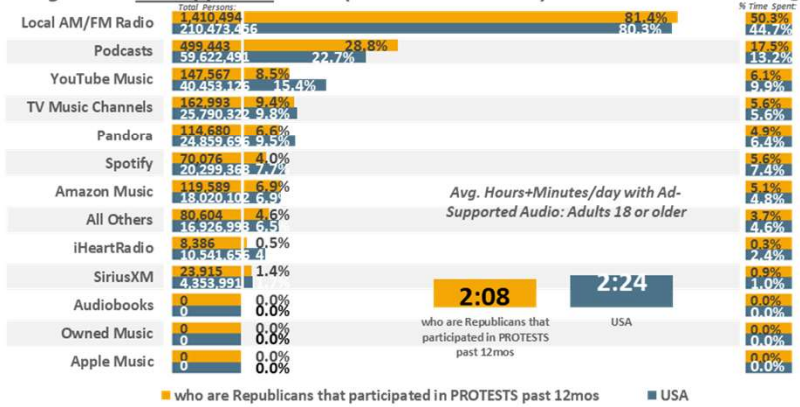
Avg. Week All Audio (Persons & % Reach): Adults 18 or older

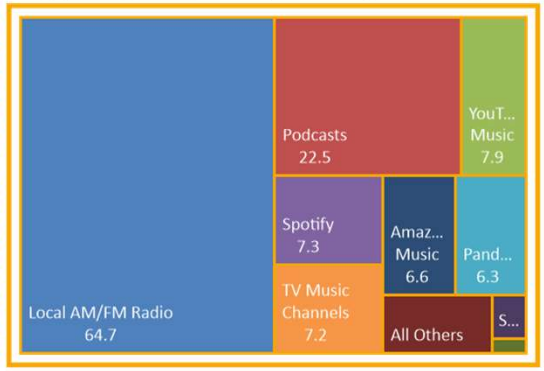


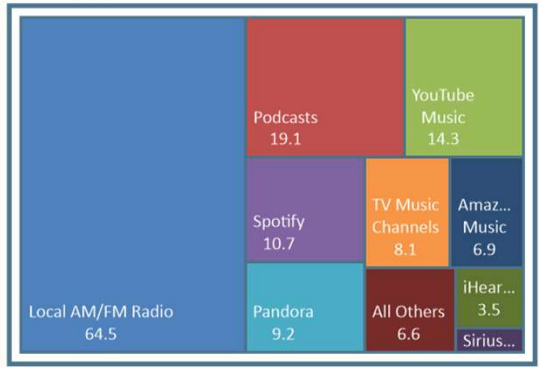




Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older







USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

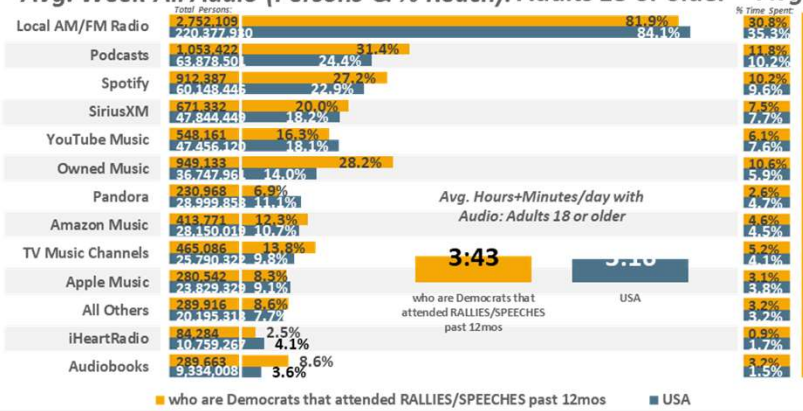
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]

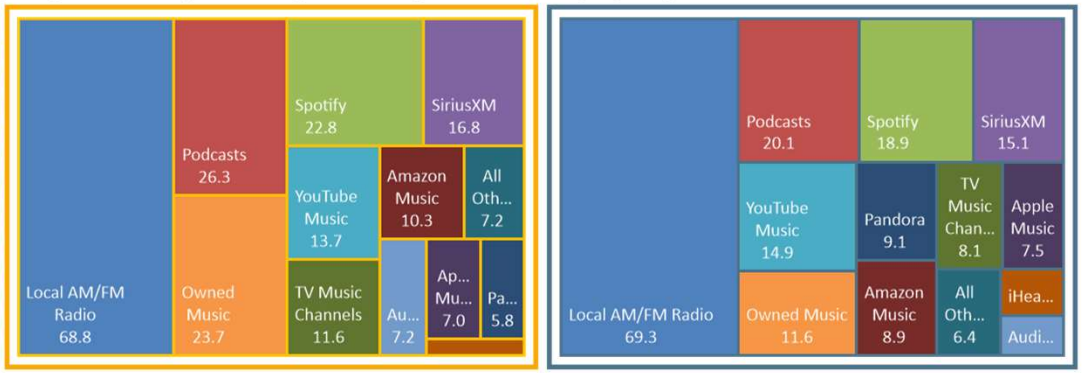


2,635,751 or 78.4% of Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.

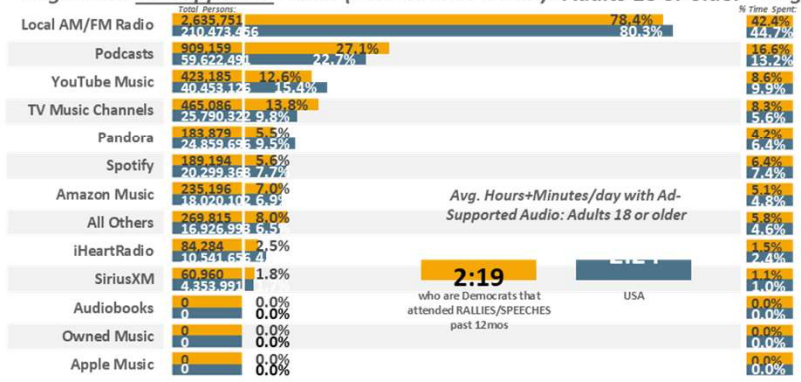
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



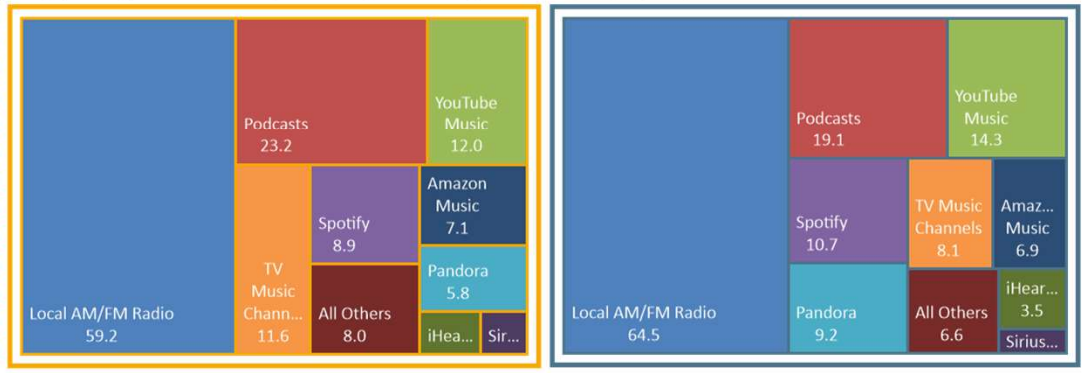
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

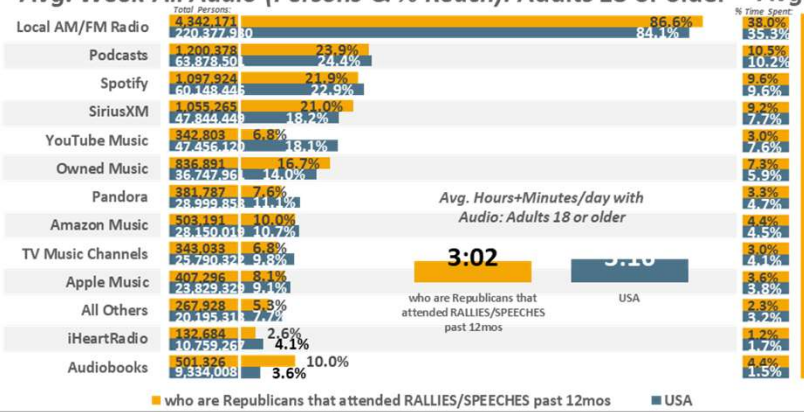
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

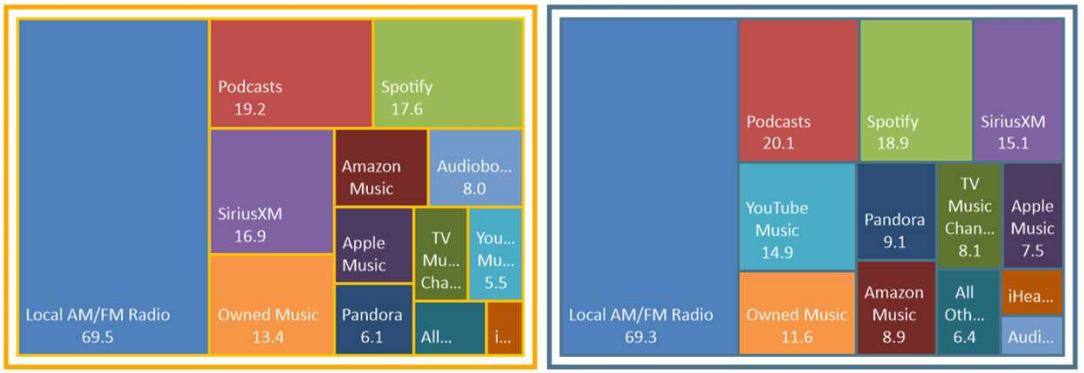


4,055,092 or 80.9% of Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 52.6% of all time spent daily with Ad-Supported Audio.

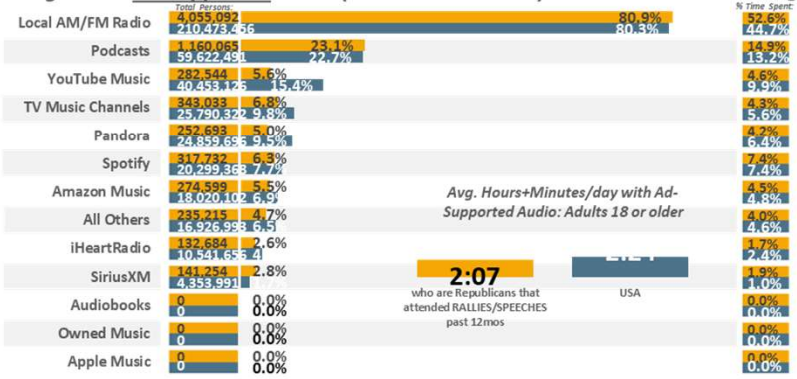
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



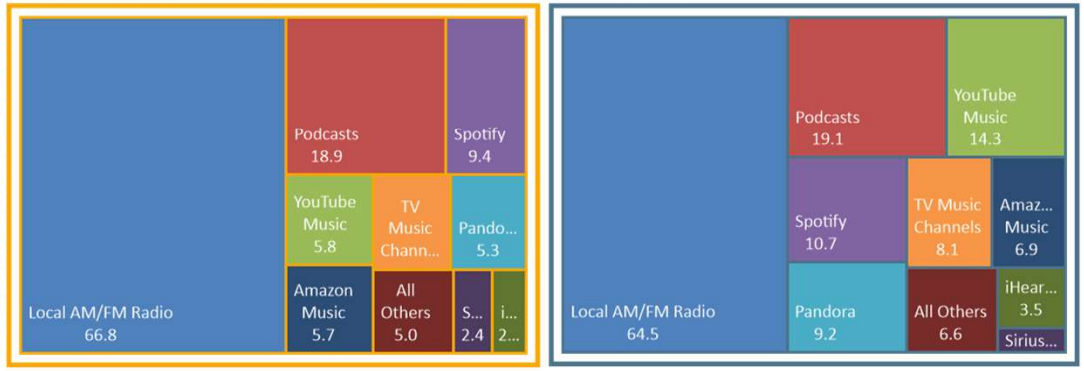
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

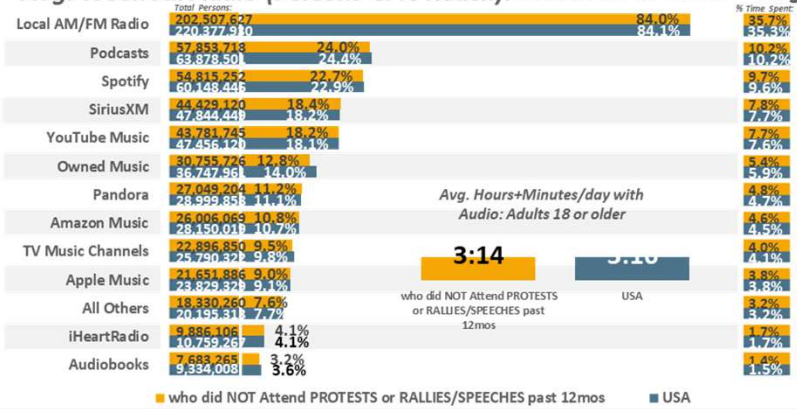
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

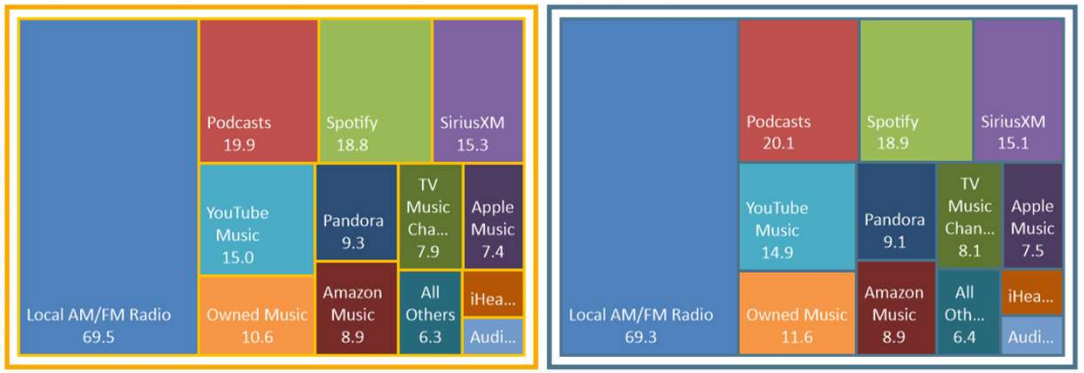


193,429,634 or 80.2% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.

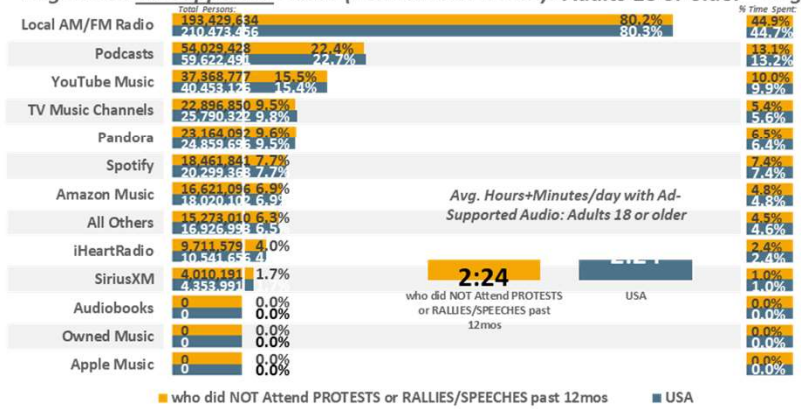
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



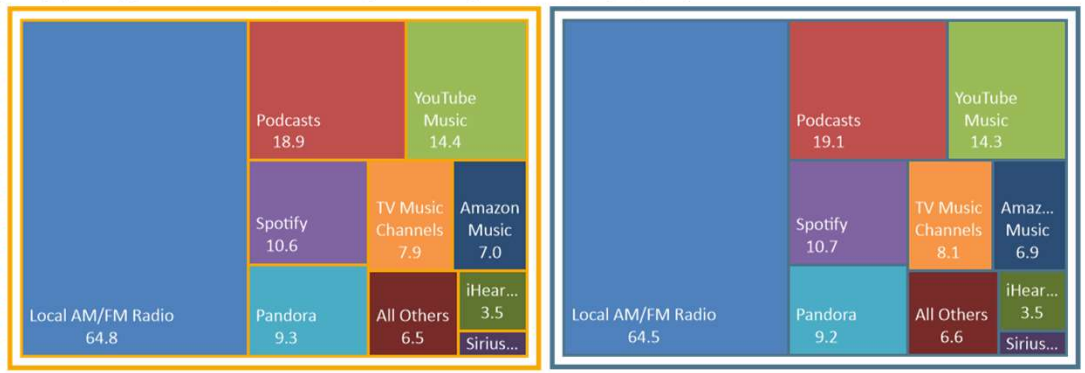
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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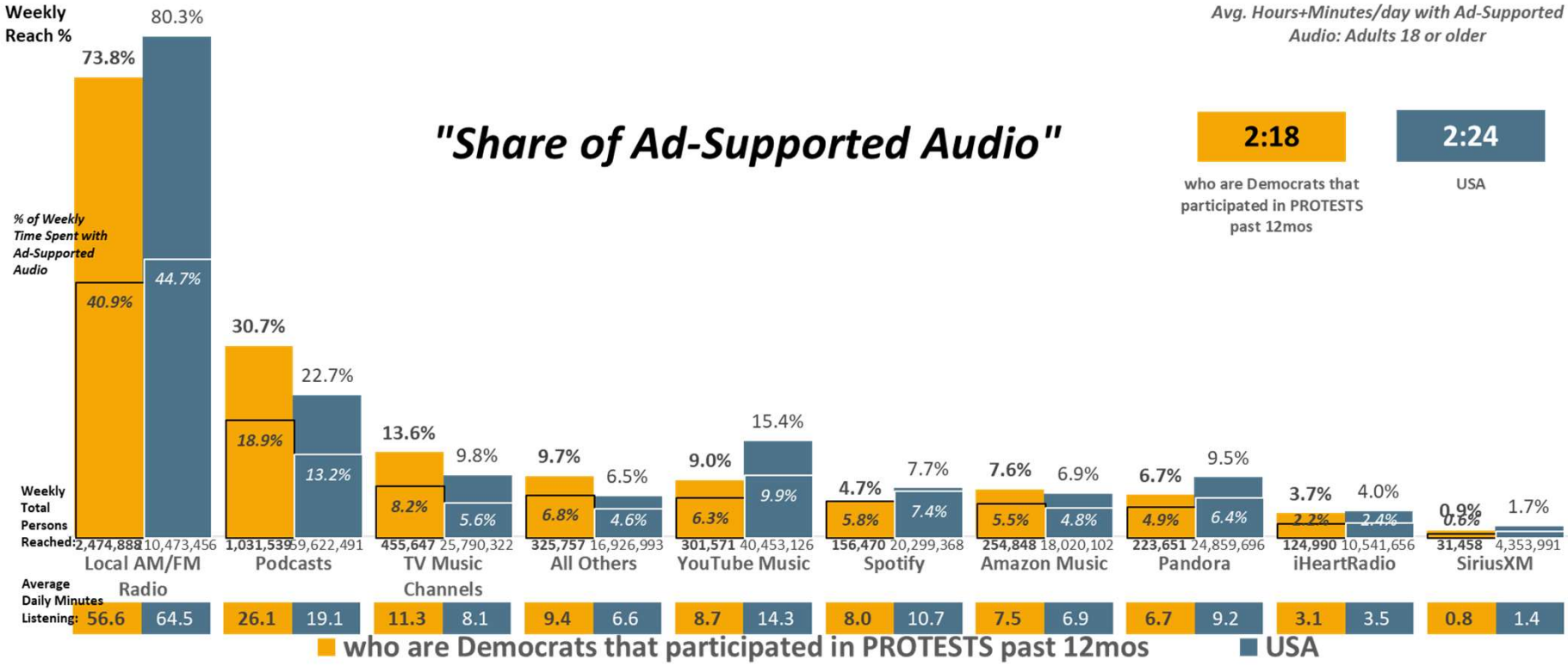
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]



2,474,888 or 73.8% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 56.6 minutes every day representing 40.9% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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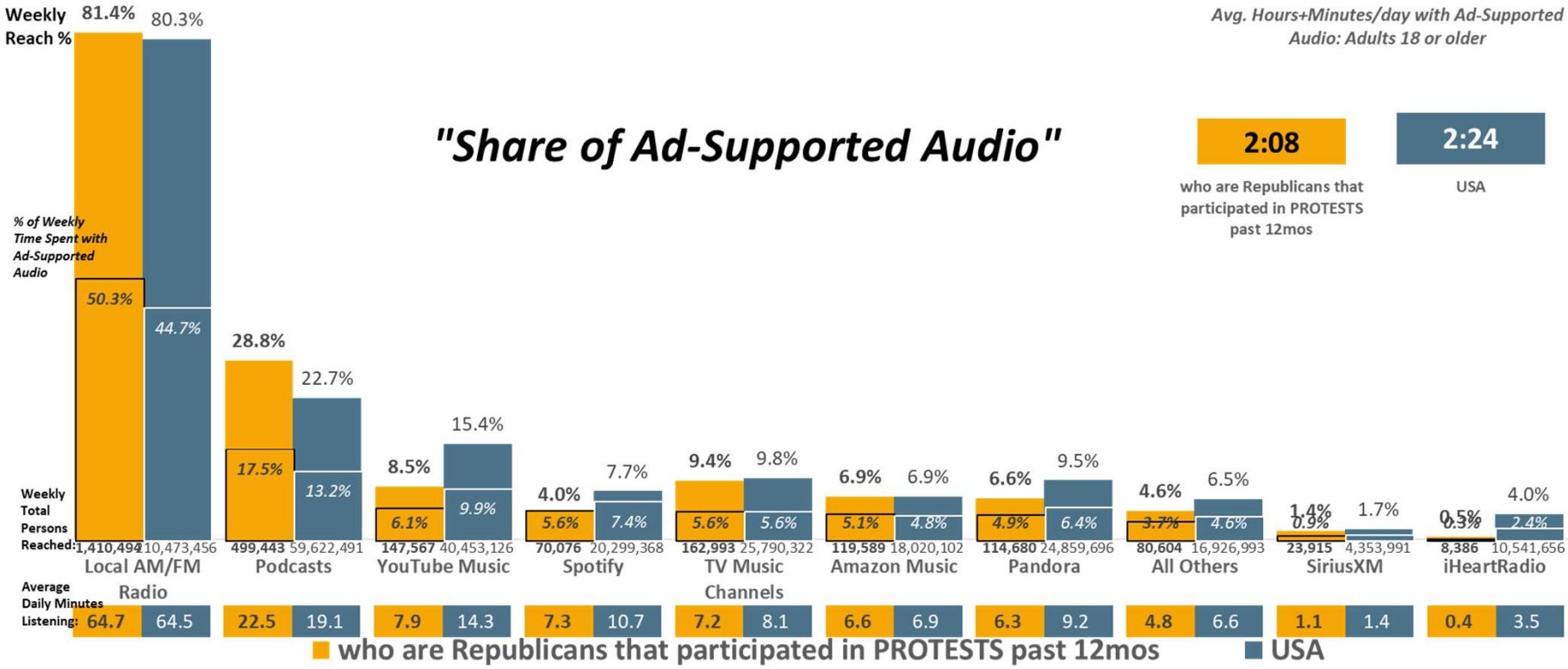
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]



1,410,494 or 81.4% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.7 minutes every day representing 50.3% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	TV Music Channels	Amazon Music	Pandora	All Others	SiriusXM	iHeartRadio
Weekly Reach %	81.4%	28.8%	8.5%	4.0%	9.4%	6.9%	6.6%	4.6%	1.4%	0.5%
% of Weekly Time Spent with Ad-Supported Audio	50.3%	17.5%	6.1%	5.6%	5.6%	5.1%	4.9%	3.7%	0.9%	0.3%
Weekly Total Persons Reached:	1,410,494	499,443	147,567	70,076	162,993	119,589	114,680	80,604	23,915	8,386
Average Daily Minutes Listening:	64.7	22.5	7.9	7.3	7.2	6.6	6.3	4.8	1.1	0.4

	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	TV Music Channels	Amazon Music	Pandora	All Others	SiriusXM	iHeartRadio
Weekly Reach %	80.3%	22.7%	15.4%	7.7%	9.8%	6.9%	9.5%	6.5%	1.7%	4.0%
% of Weekly Time Spent with Ad-Supported Audio	44.7%	13.2%	9.9%	7.4%	5.6%	4.8%	6.4%	4.6%	0.9%	2.4%
Weekly Total Persons Reached:	10,473,456	59,622,491	40,453,126	20,299,368	25,790,322	18,020,102	24,859,696	16,926,993	4,353,991	10,541,656
Average Daily Minutes Listening:	64.5	19.1	14.3	10.7	8.1	6.9	9.2	6.6	1.4	3.5

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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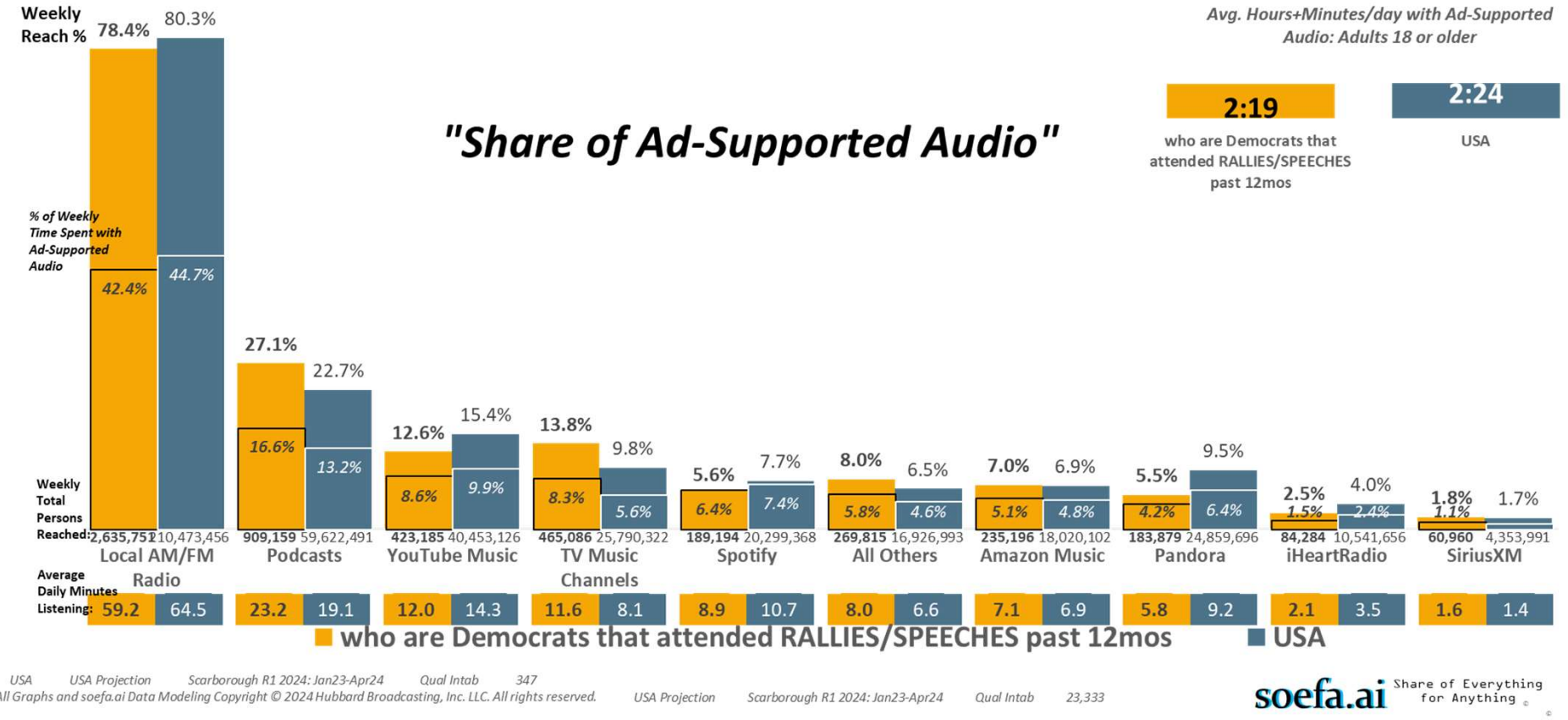
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]



2,635,751 or 78.4% of Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 42.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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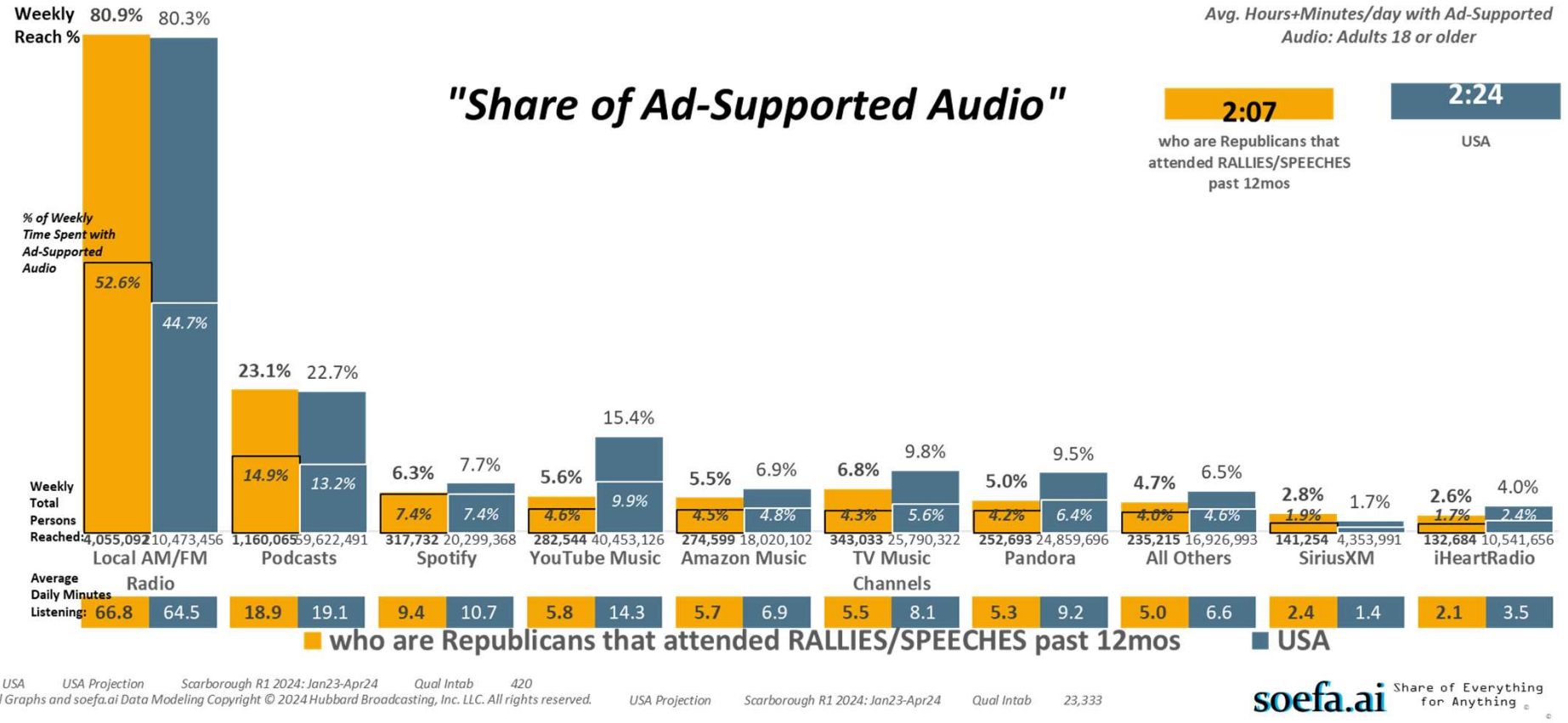
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]



4,055,092 or 80.9% of Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.8 minutes every day representing 52.6% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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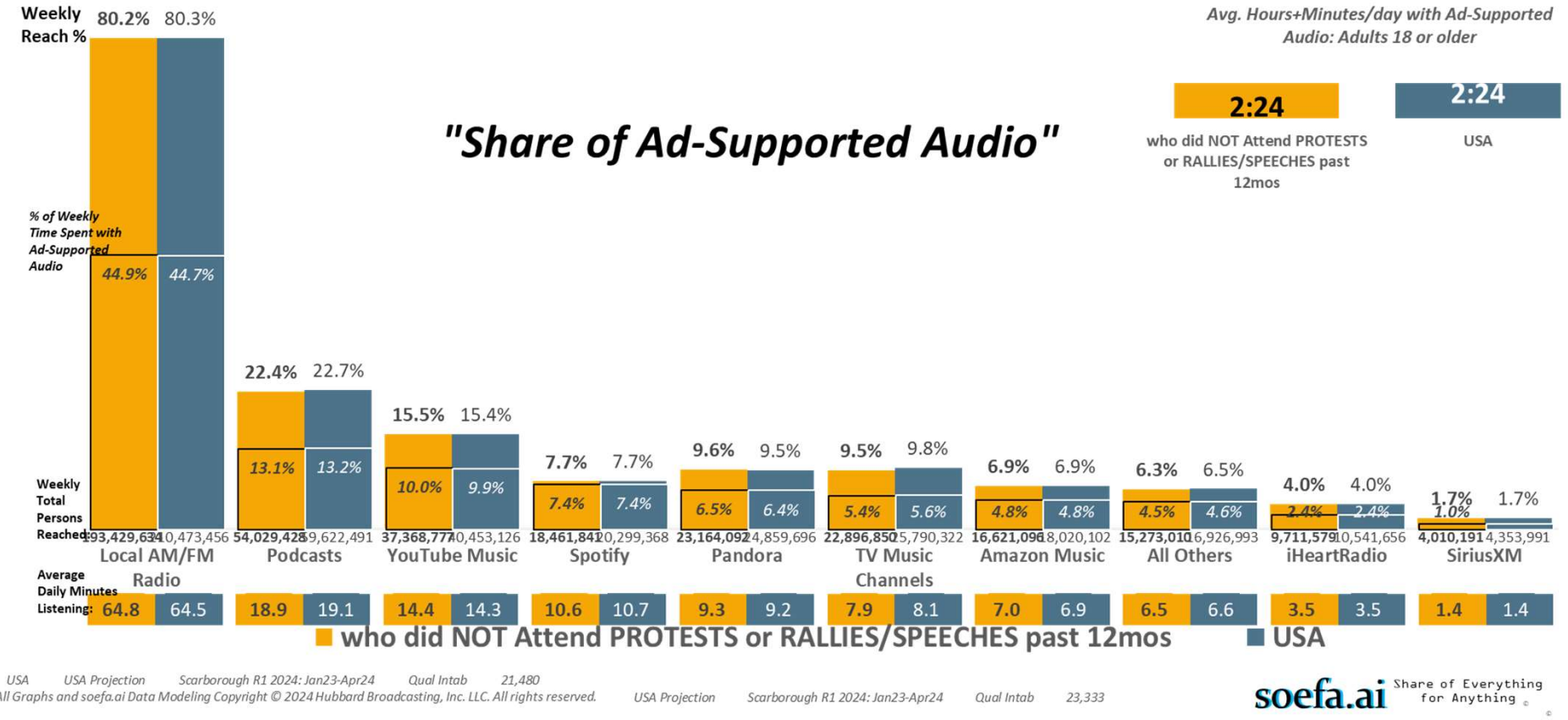
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]



193,429,634 or 80.2% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 64.8 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

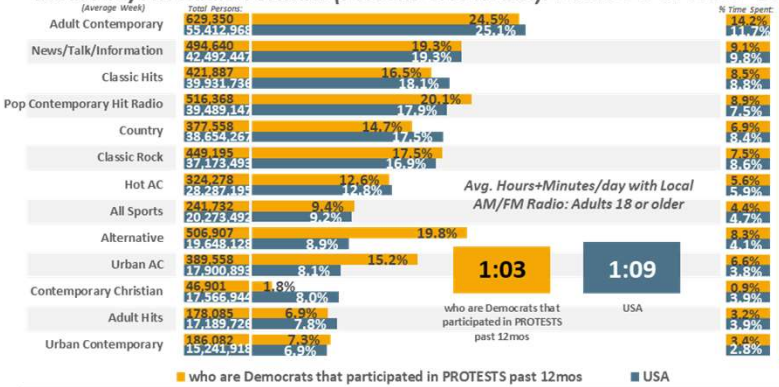
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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]

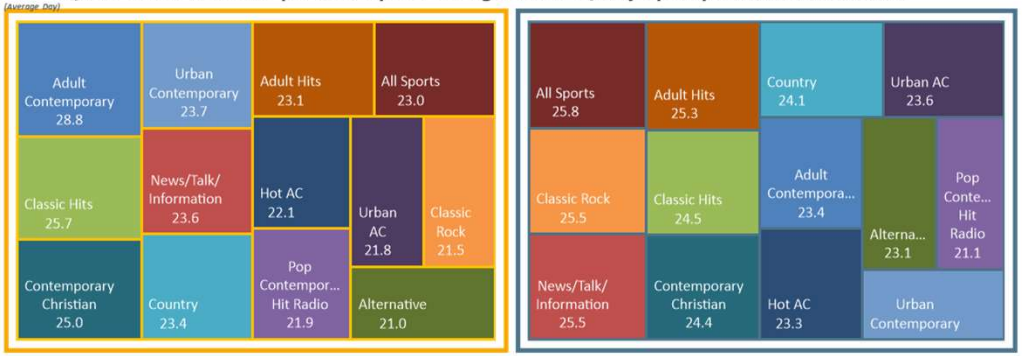


2,474,888 or 73.8% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Classic Rock, and Classic Hits

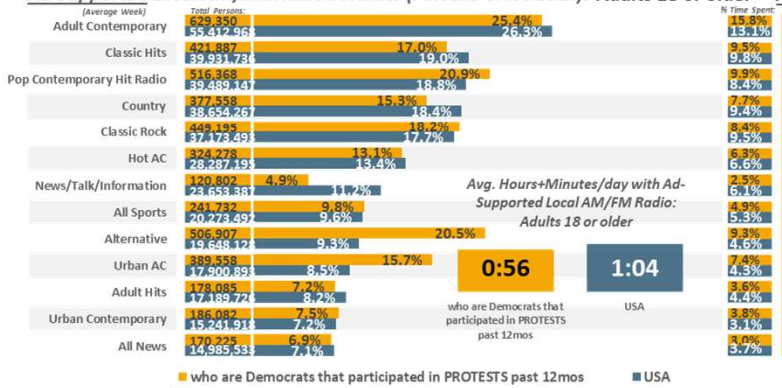
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



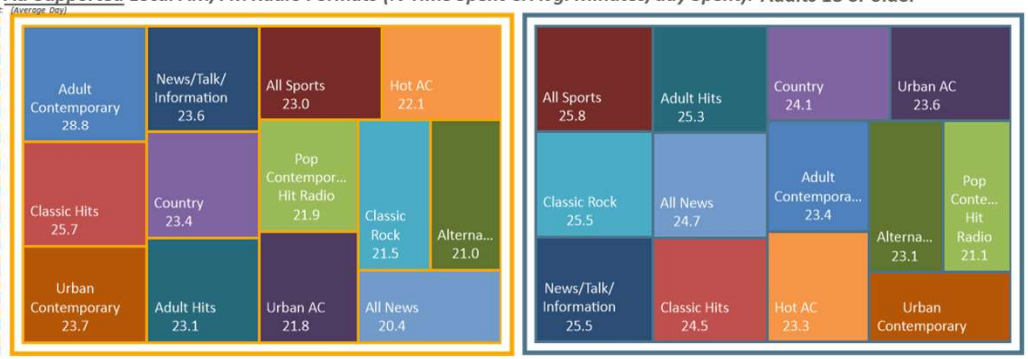
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

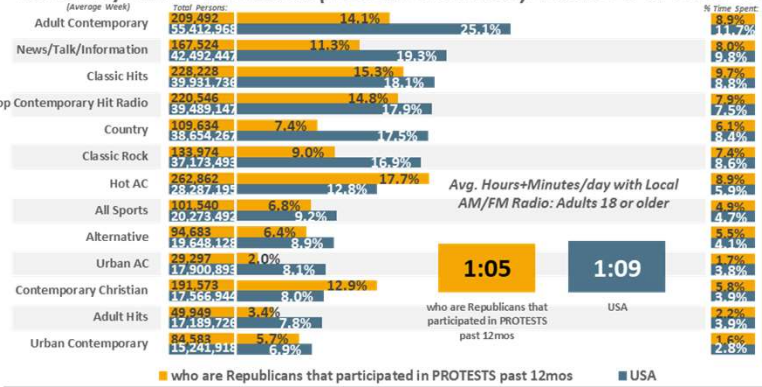
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]

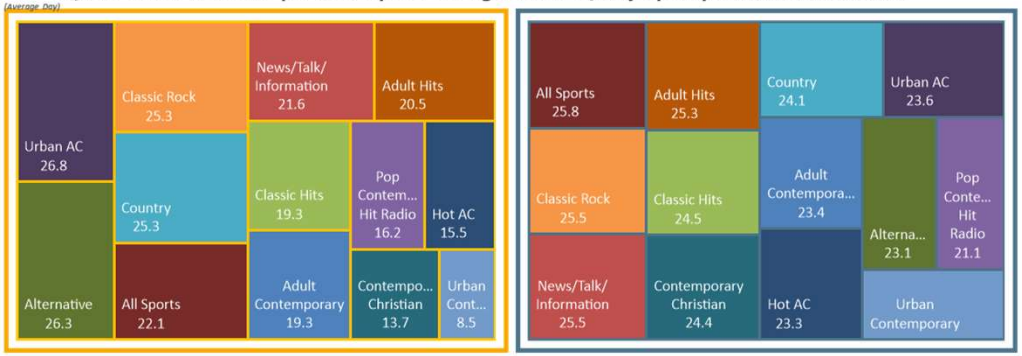


1,410,494 or 81.4% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, and Mexican Regiona

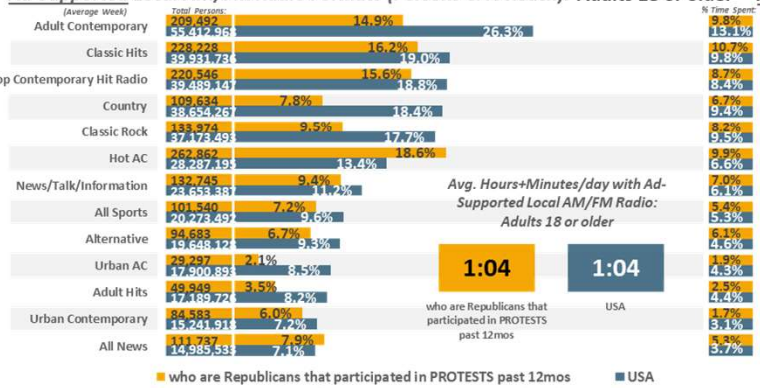
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



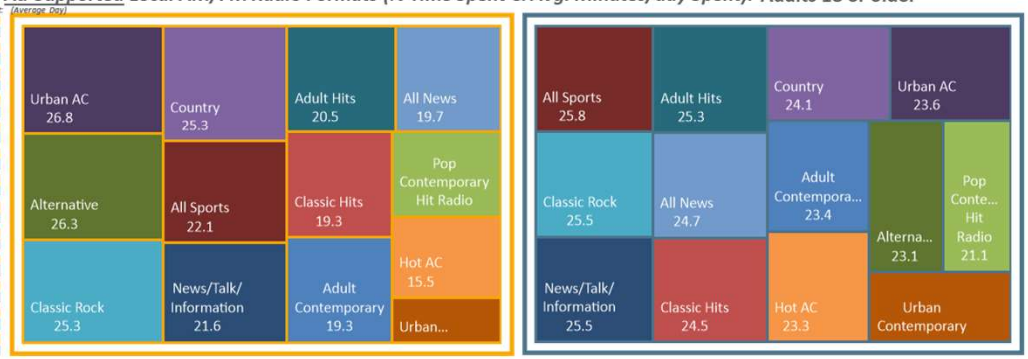
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

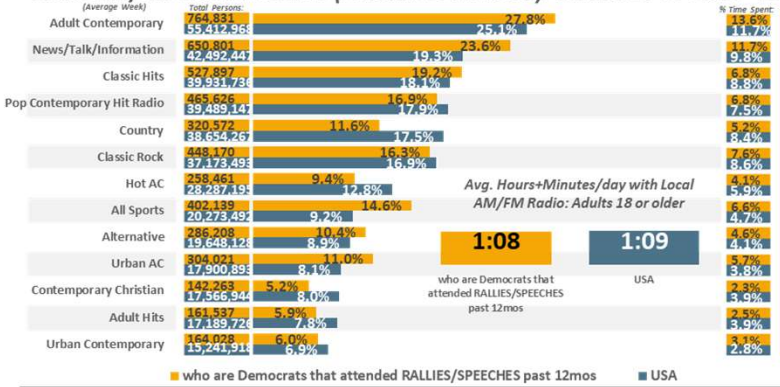
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]

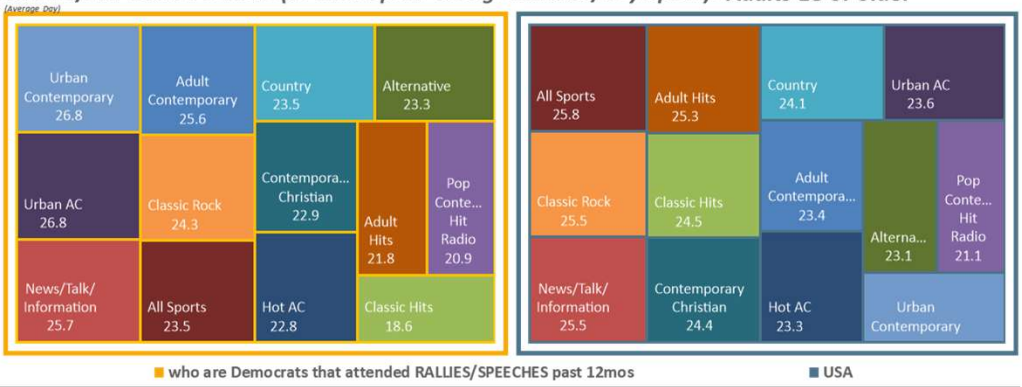


2,635,751 or 78.4% of Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and All Sports

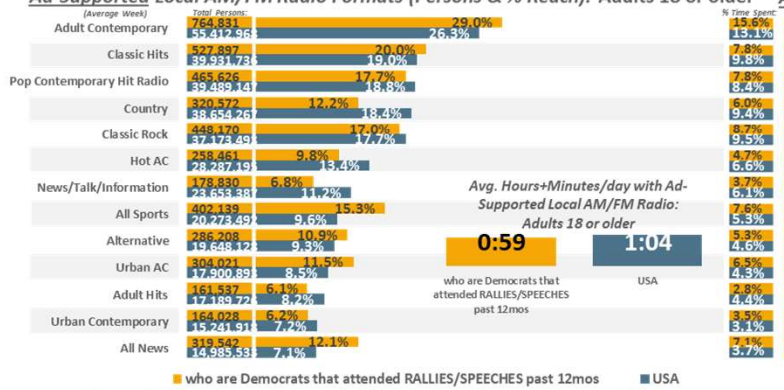
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



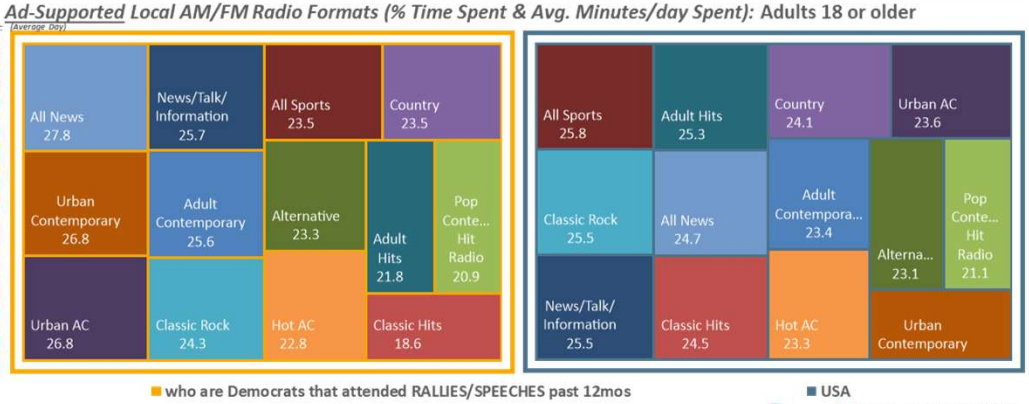
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

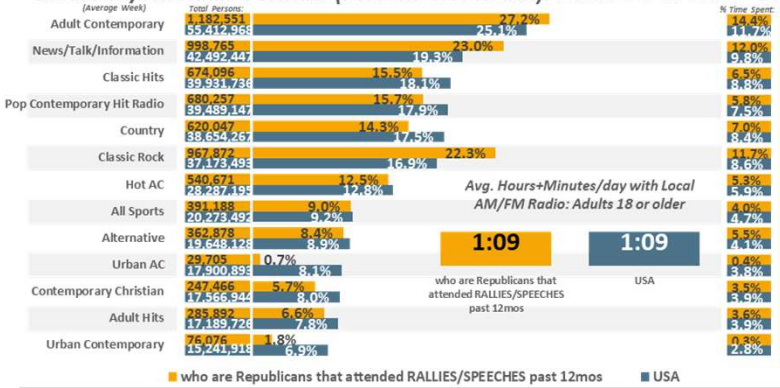
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

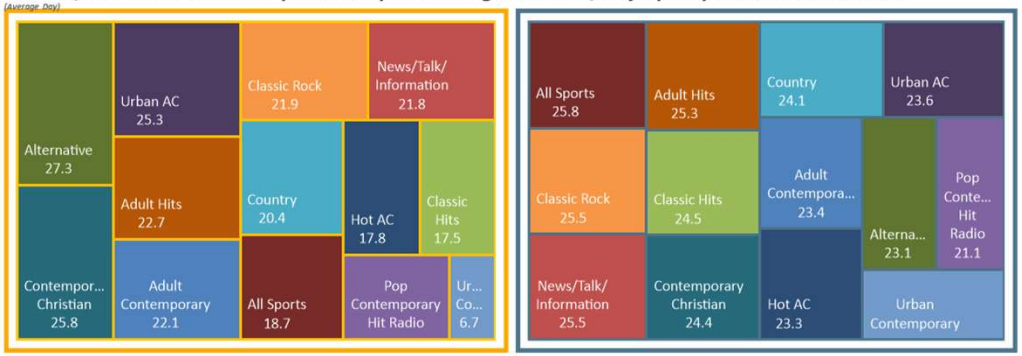


4,055,092 or 80.9% of Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, News/Talk/Information, Pop Contemporary Hit Radio, and

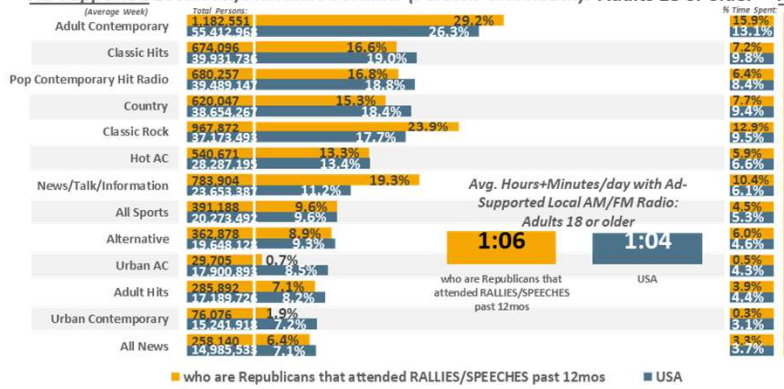
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



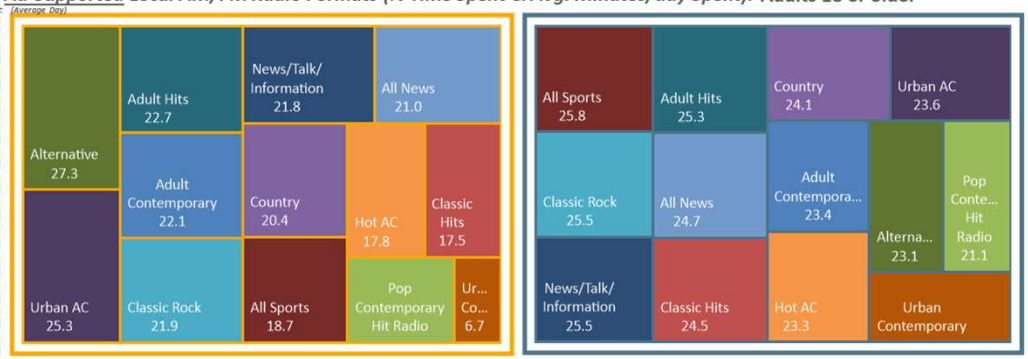
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

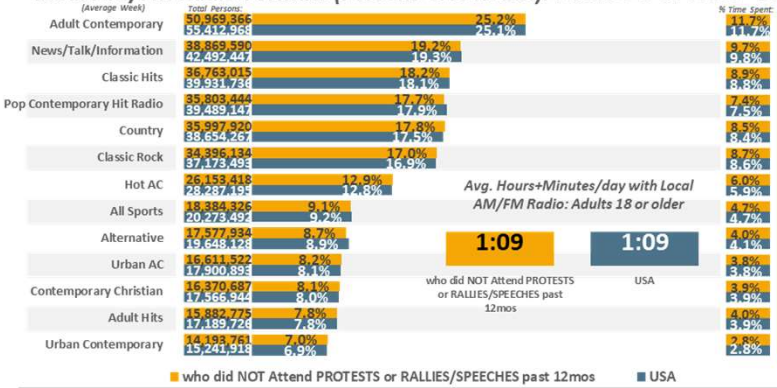
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

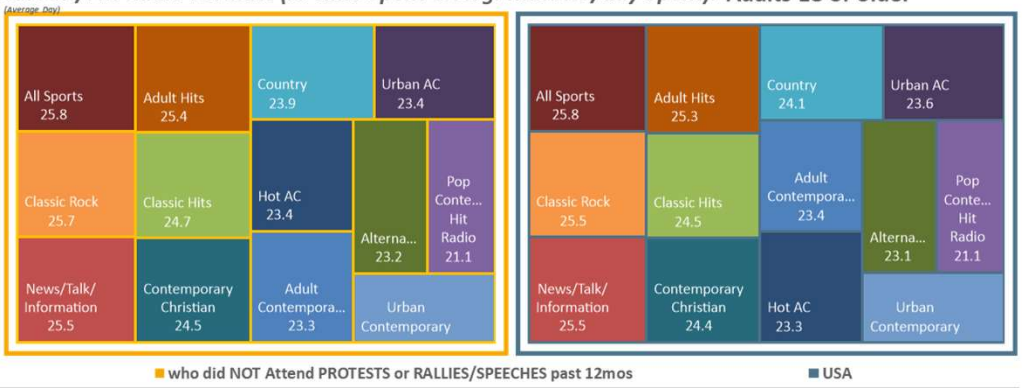


193,429,634 or 80.2% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Pop Contemporary Hit Radio, and Classic Rock.

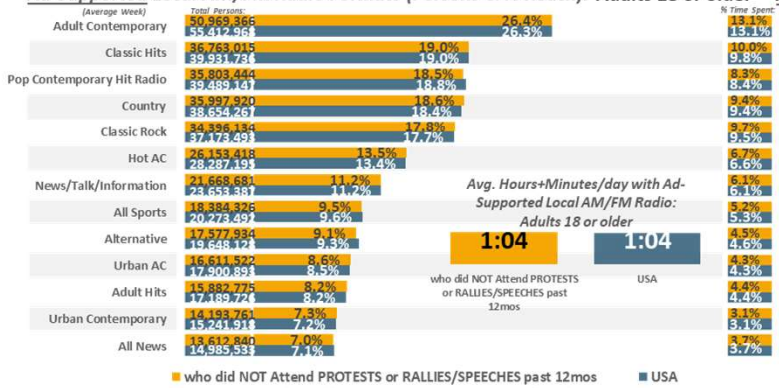
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



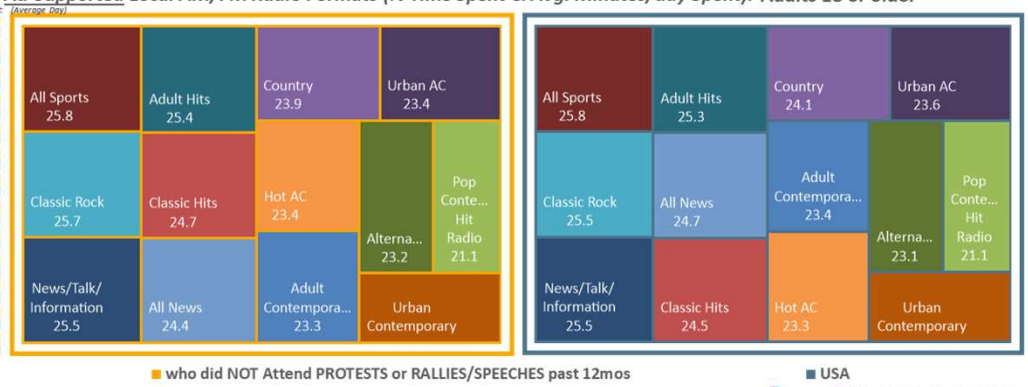
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

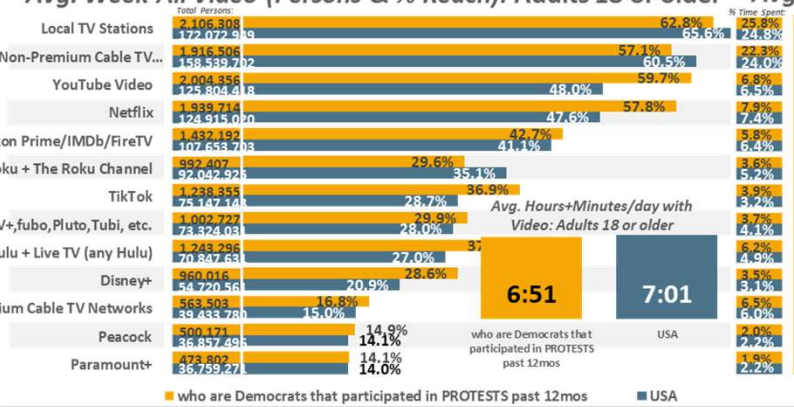
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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]

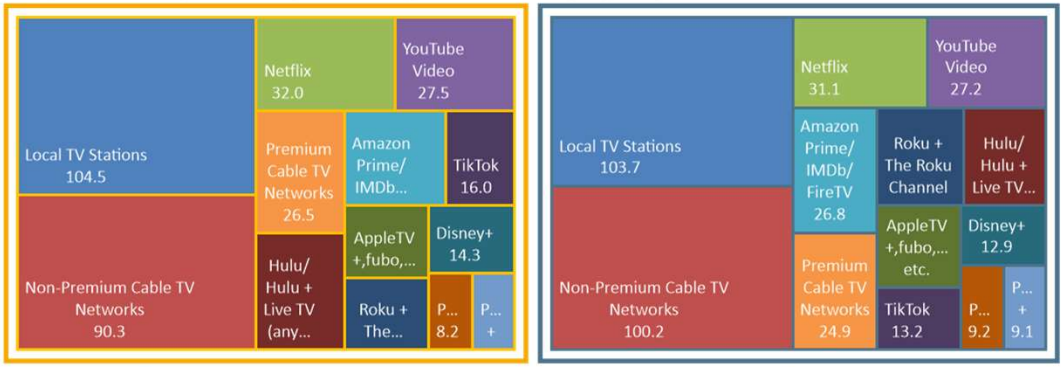


2,099,598 or 62.6% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos watch Ad-Supported Local TV Stations for an average of 100.3 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

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

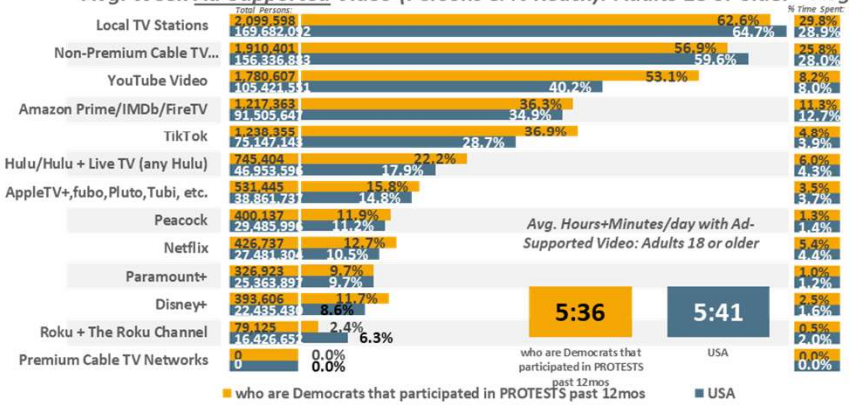


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

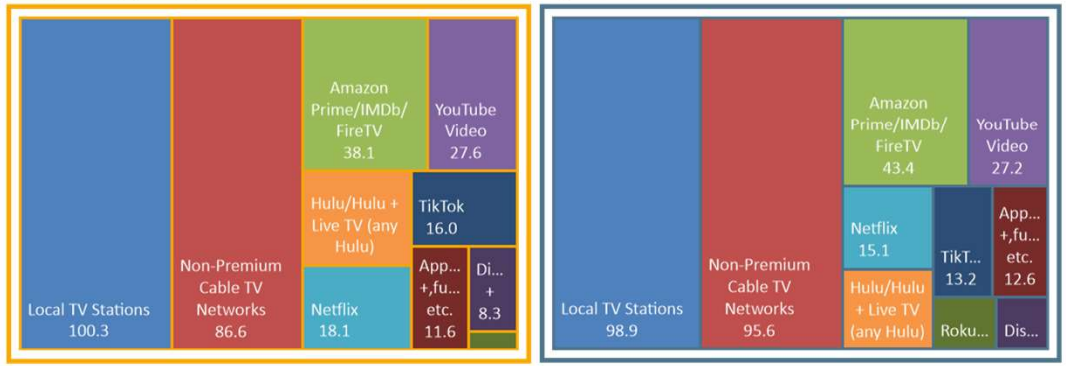


who are Democrats that participated in PROTESTS past 12mos ■ USA

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



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



who are Democrats that participated in PROTESTS past 12mos ■ USA

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

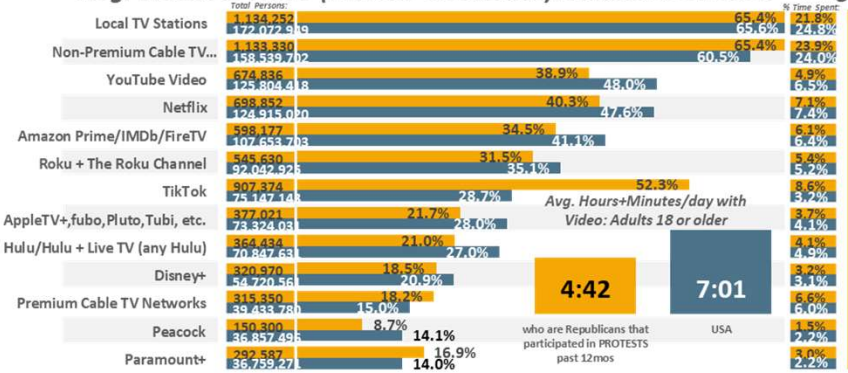
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]

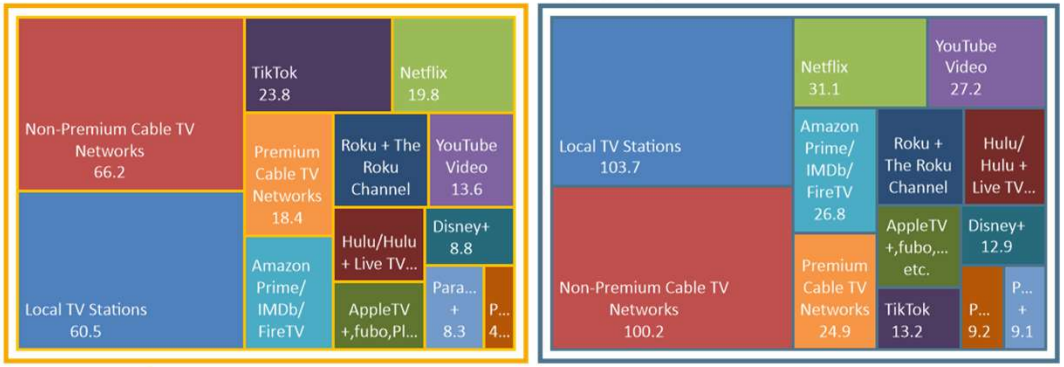


1,117,490 or 64.5% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos watch Ad-Supported Local TV Stations for an average of 60. minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

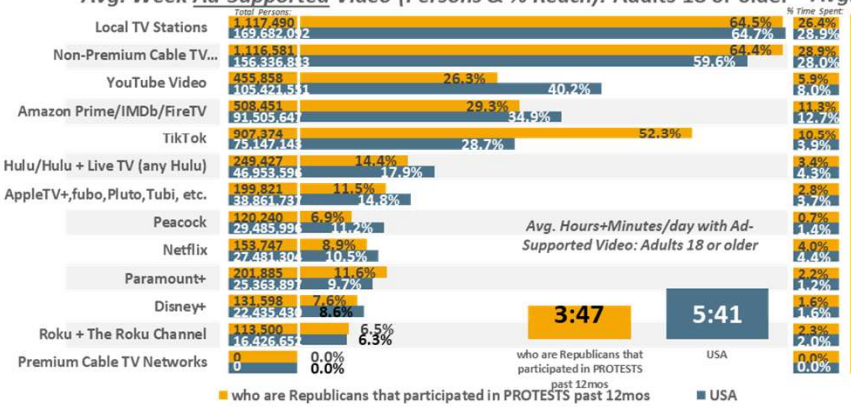
Avg. Week All Video (Persons & % Reach): Adults 18 or older



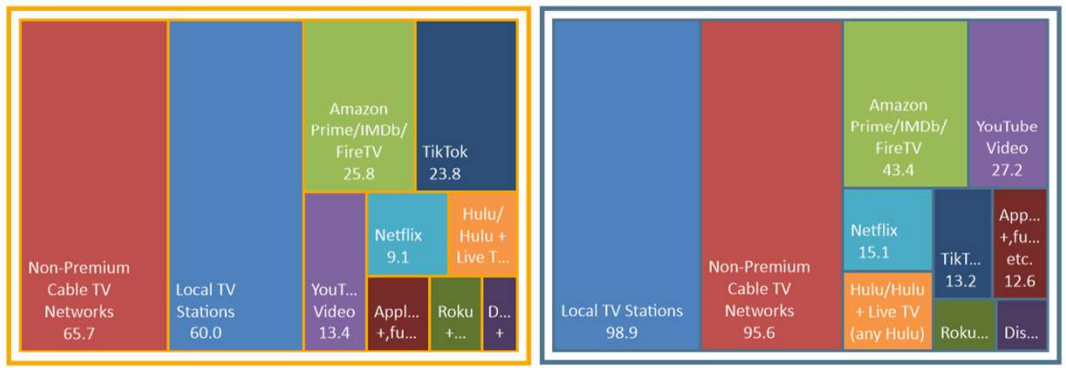
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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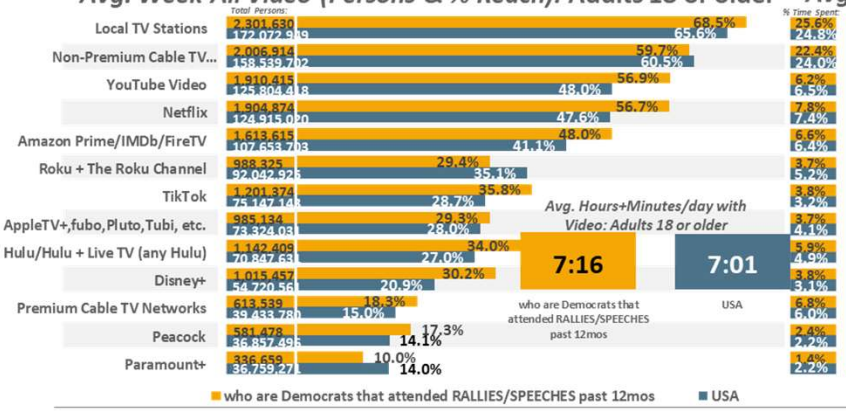
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]

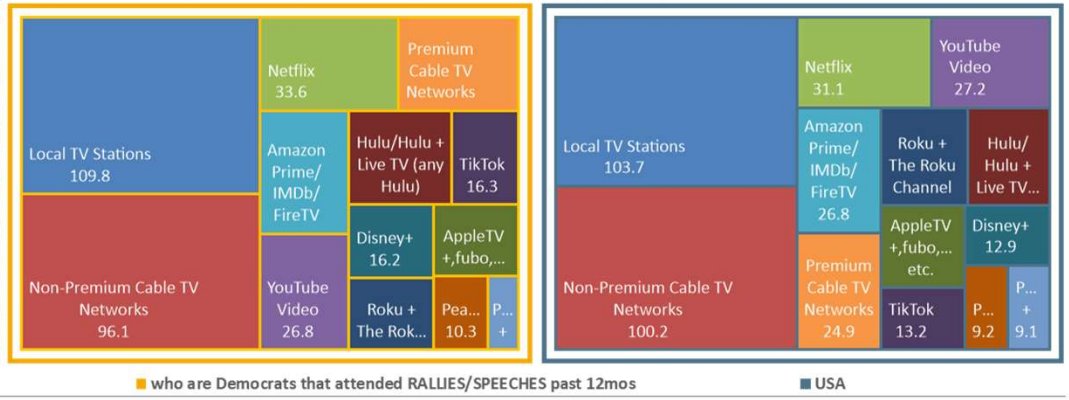


2,288,296 or 68.1% of Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos watch Ad-Supported Local TV Stations for an average of 102.5 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

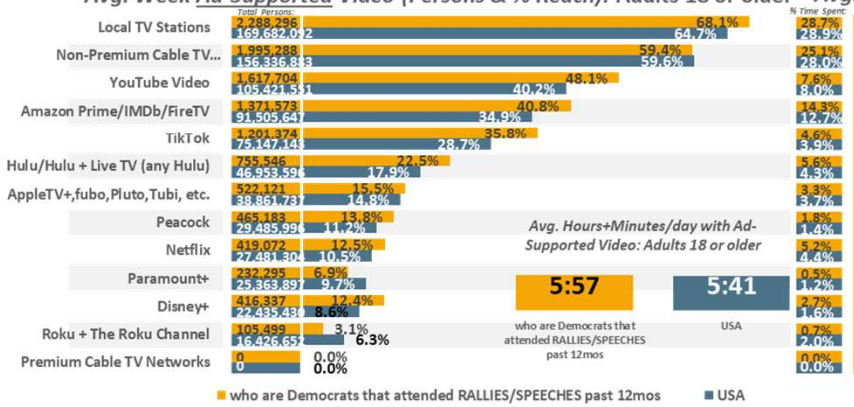
Avg. Week All Video (Persons & % Reach): Adults 18 or older



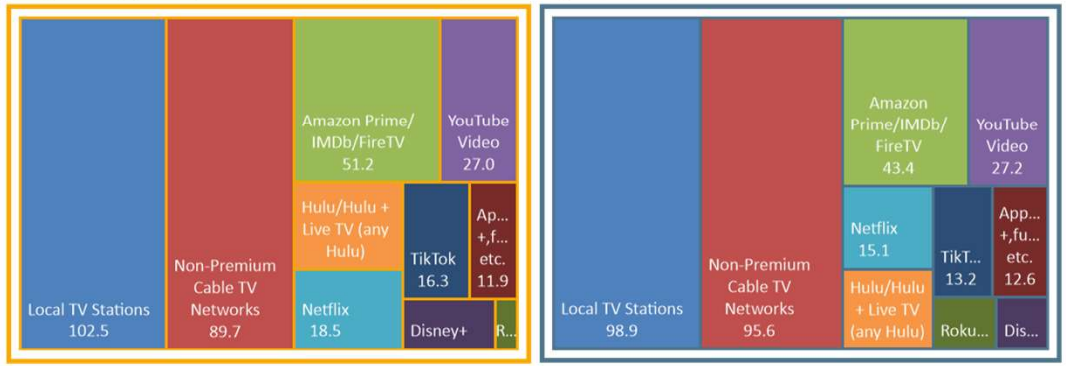
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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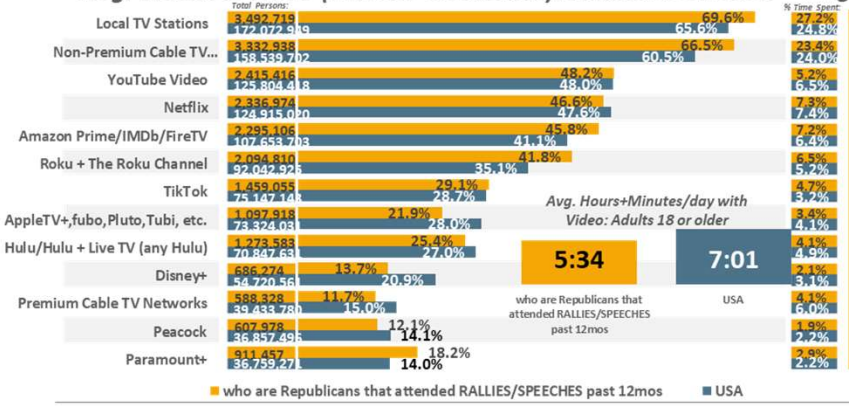
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

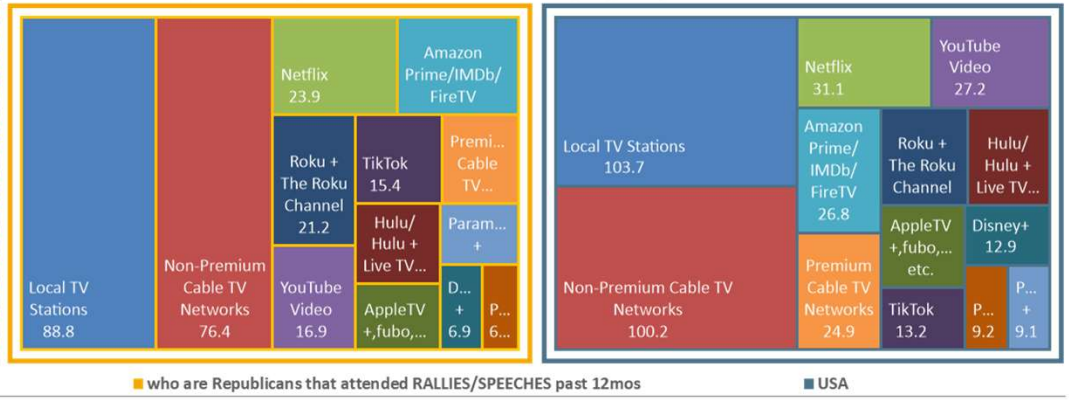


3,427,390 or 68.3% of Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos watch Ad-Supported Local TV Stations for an average of 86.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

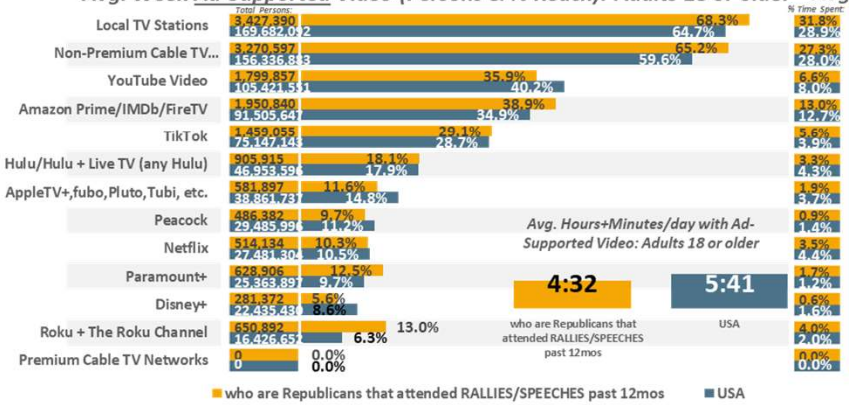
Avg. Week All Video (Persons & % Reach): Adults 18 or older



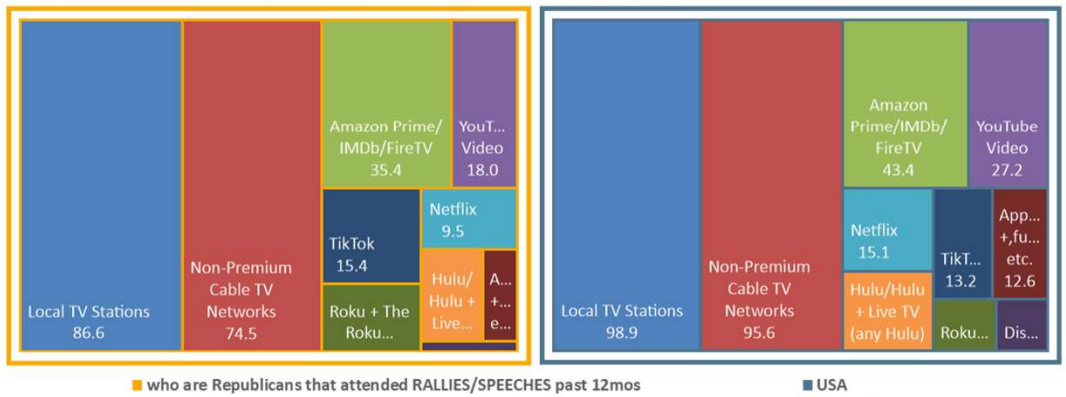
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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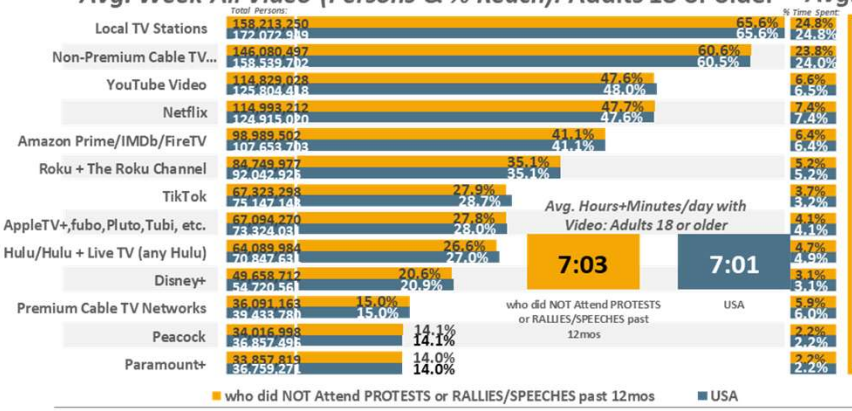
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

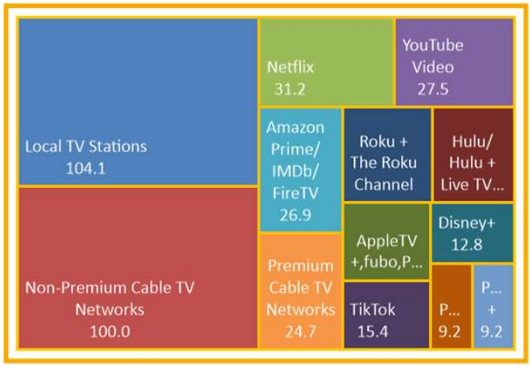


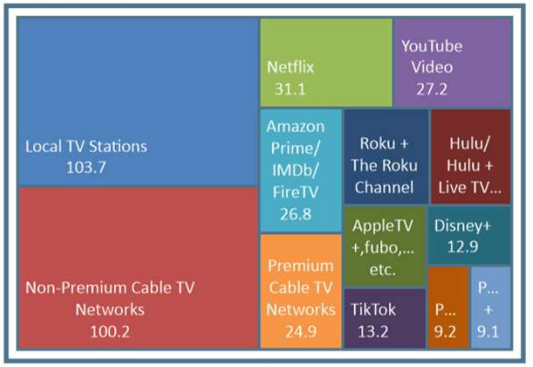
155,982,643 or 64.7% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos watch Ad-Supported Local TV Stations for an average of 99.3 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

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

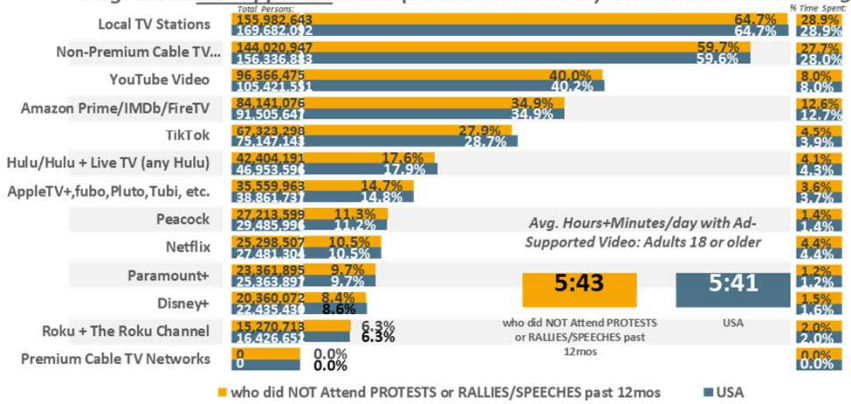


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

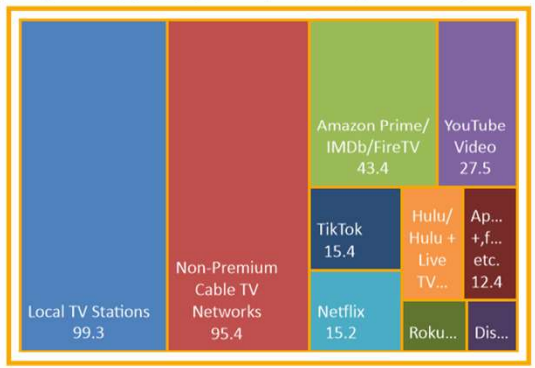


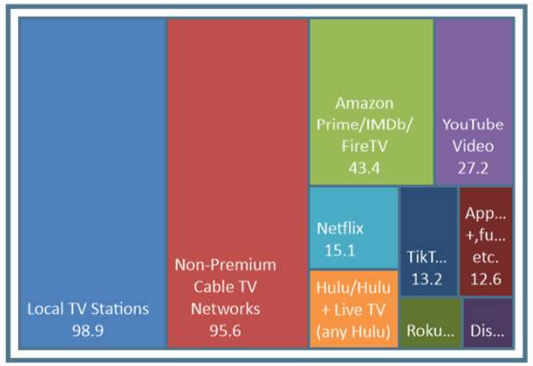


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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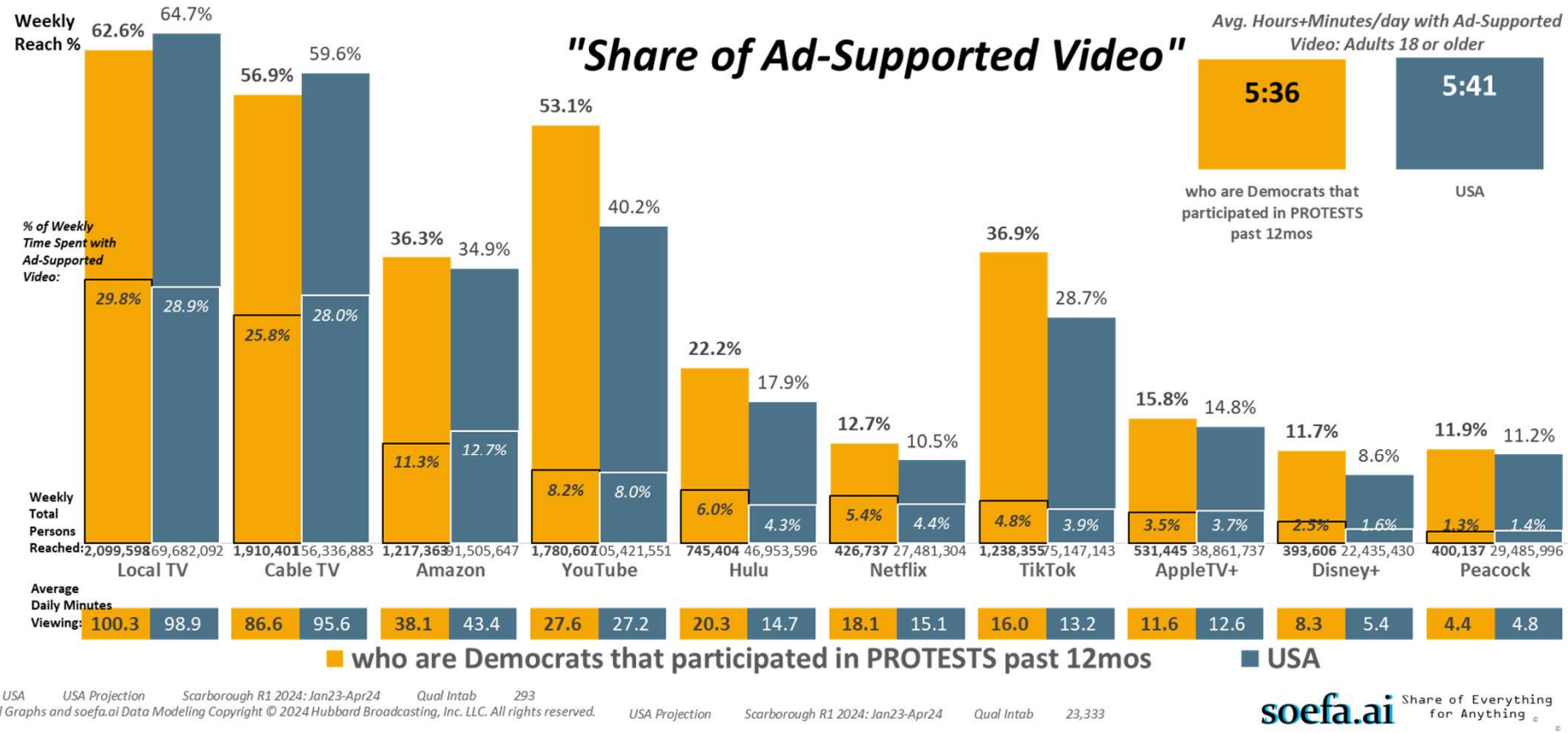
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]



2,099,598 or 62.6% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos watch Ad-Supported Local TV Stations for an average of 100.3 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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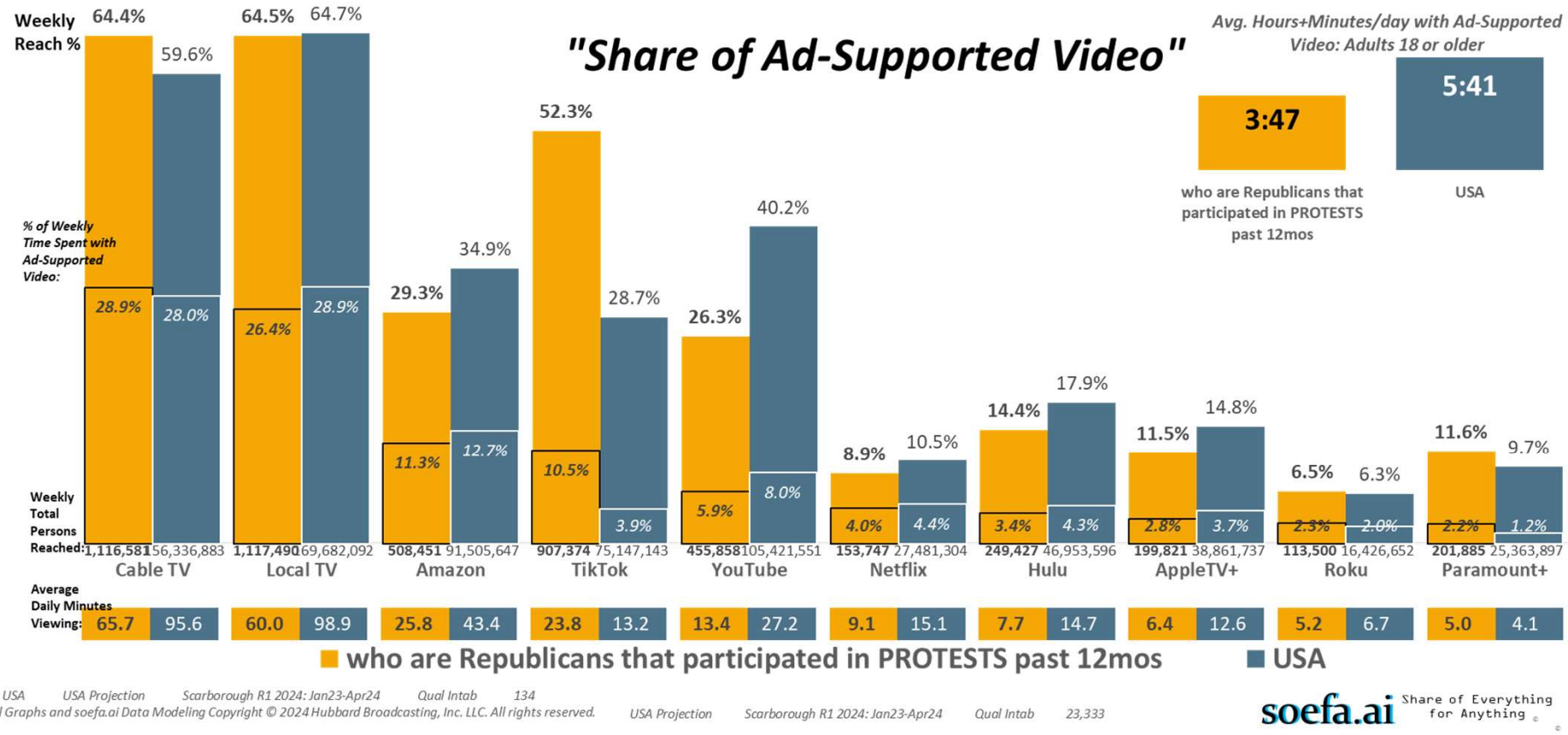
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]



1,117,490 or 64.5% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos watch Ad-Supported Local TV Stations for an average of 60. minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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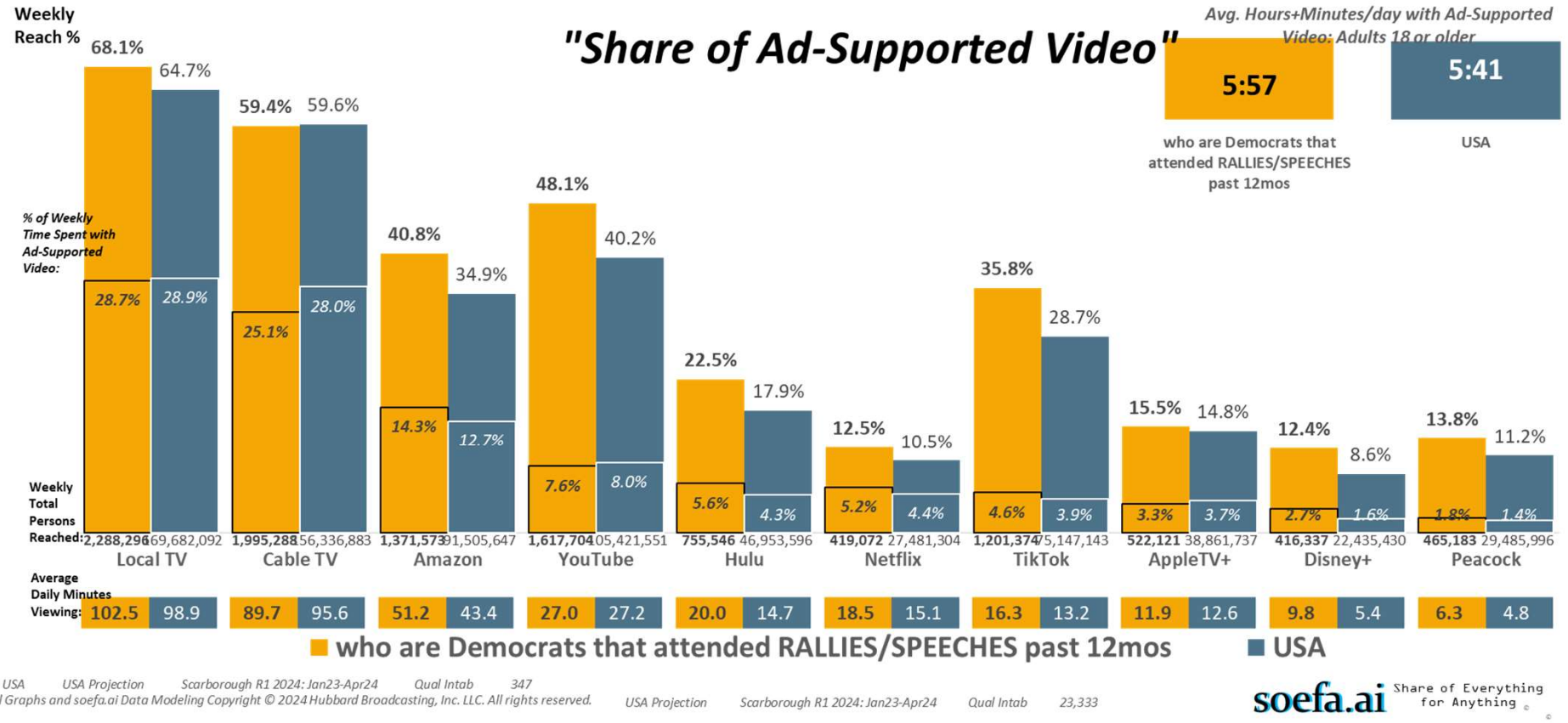
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]



2,288,296 or 68.1% of Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos watch Ad-Supported Local TV Stations for an average of 102.5 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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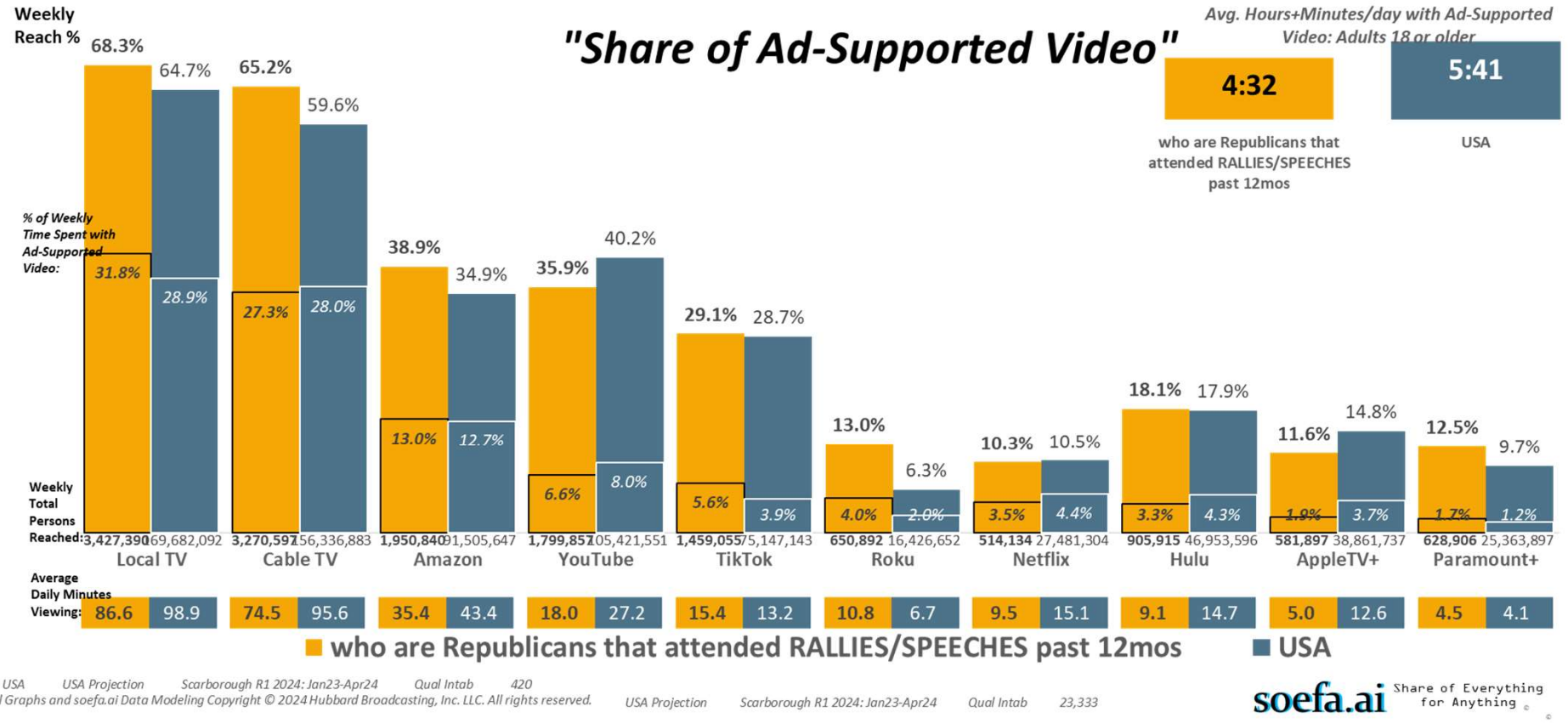
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]



3,427,390 or 68.3% of Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos watch Ad-Supported Local TV Stations for an average of 86.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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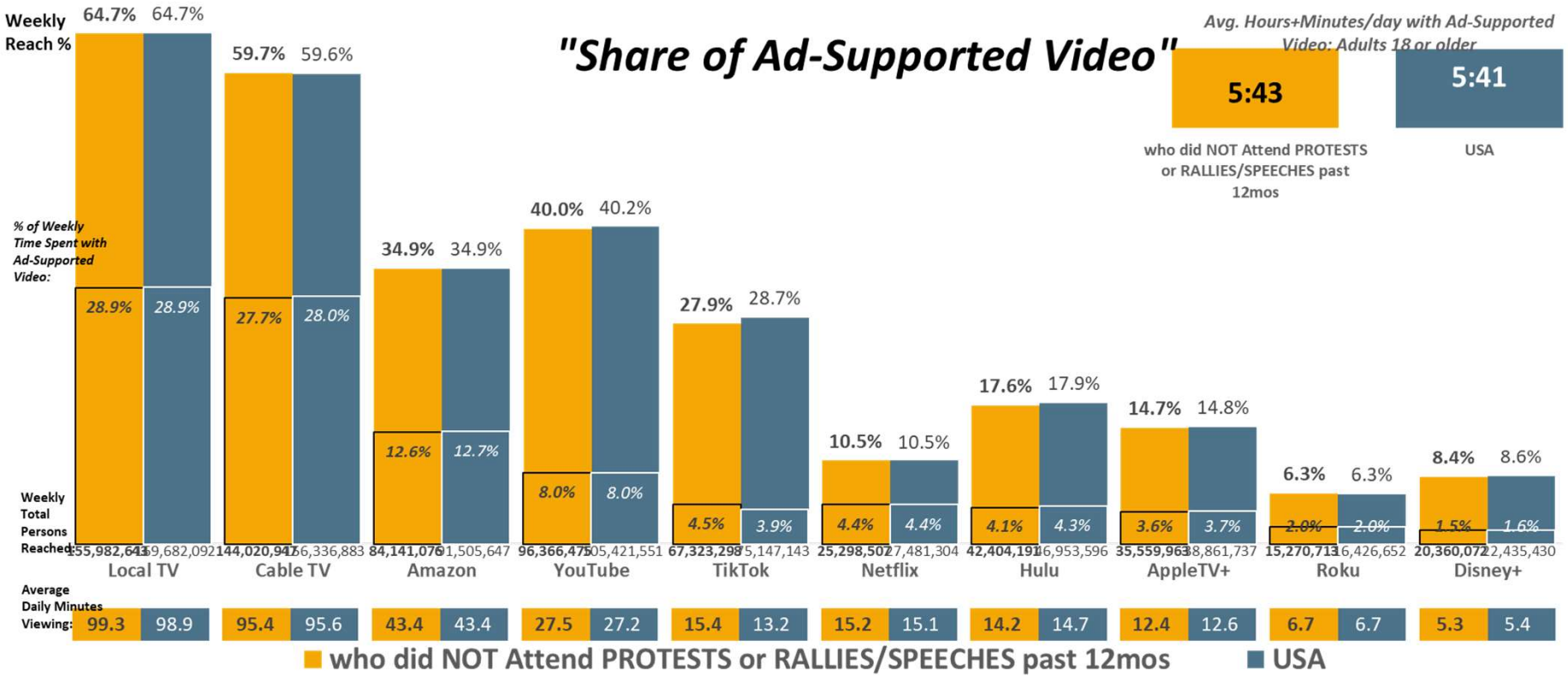
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]



155,982,643 or 64.7% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos watch Ad-Supported Local TV Stations for an average of 99.3 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

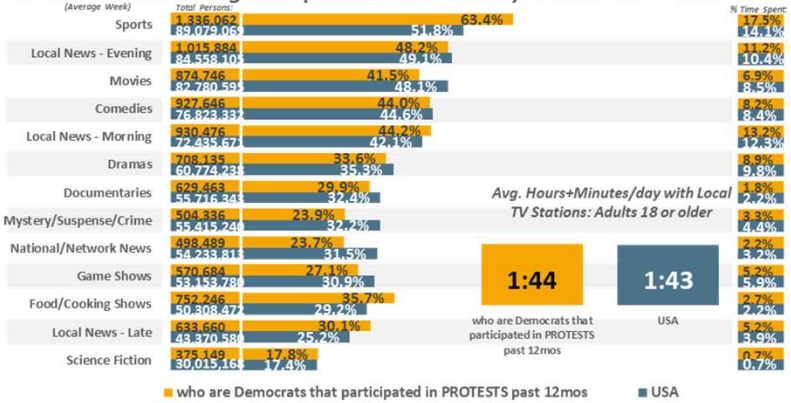
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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]

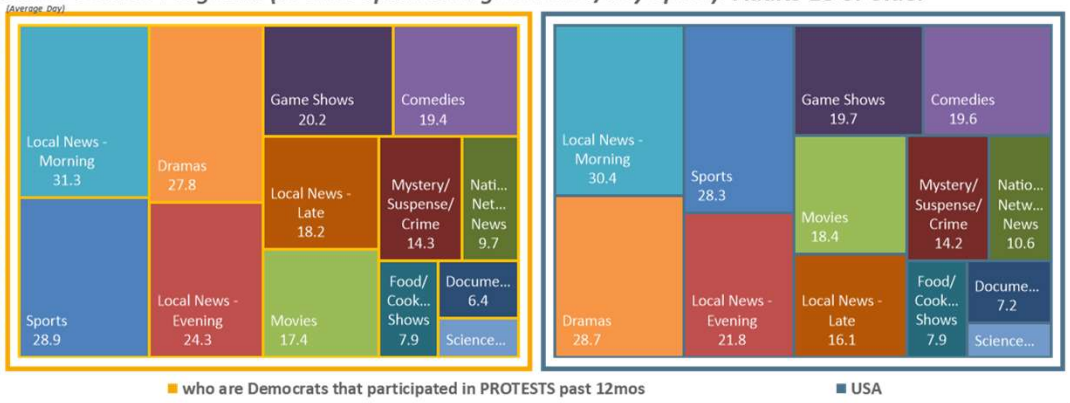


2,099,598 or 62.6% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

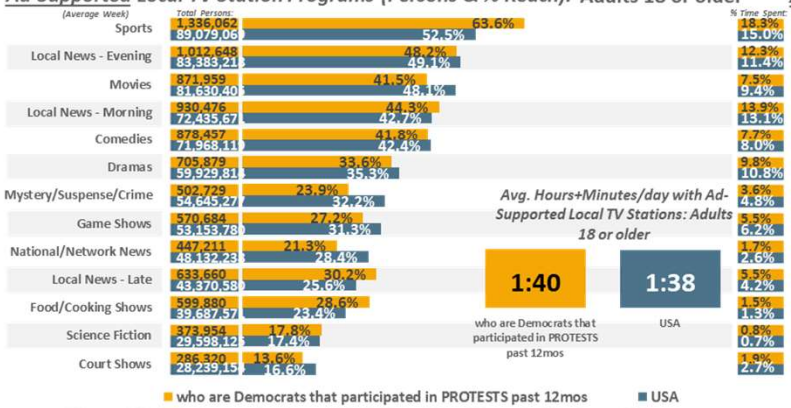
Local TV Station Programs (Persons & % Reach): Adults 18 or older



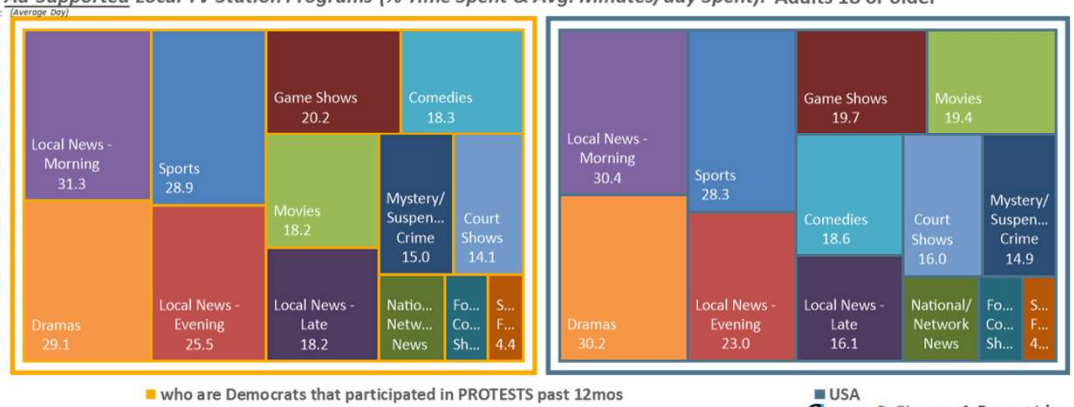
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

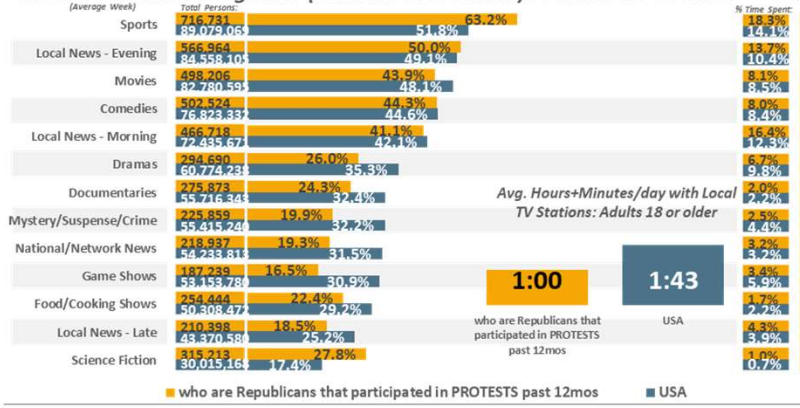
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]

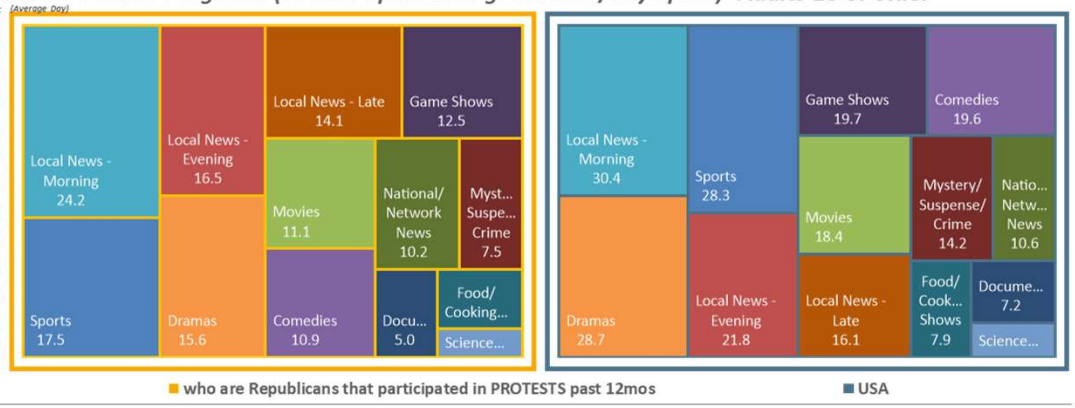


1,117,490 or 64.5% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Science Fiction.

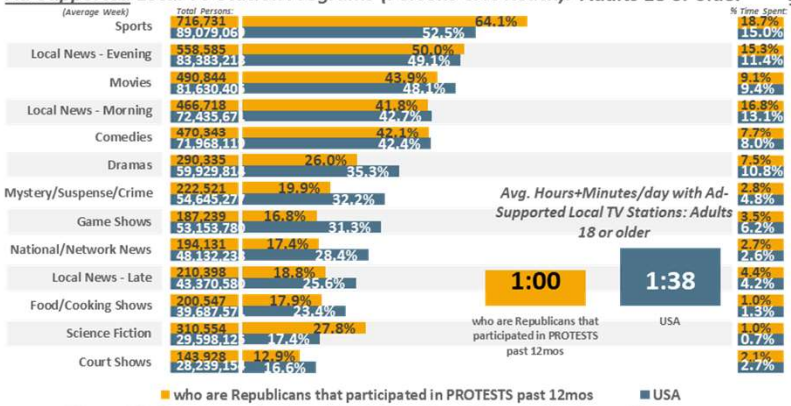
Local TV Station Programs (Persons & % Reach): Adults 18 or older



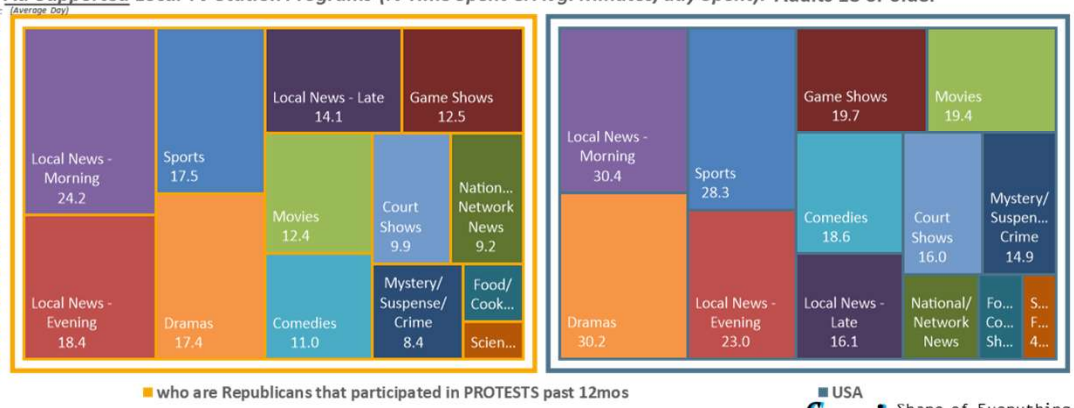
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

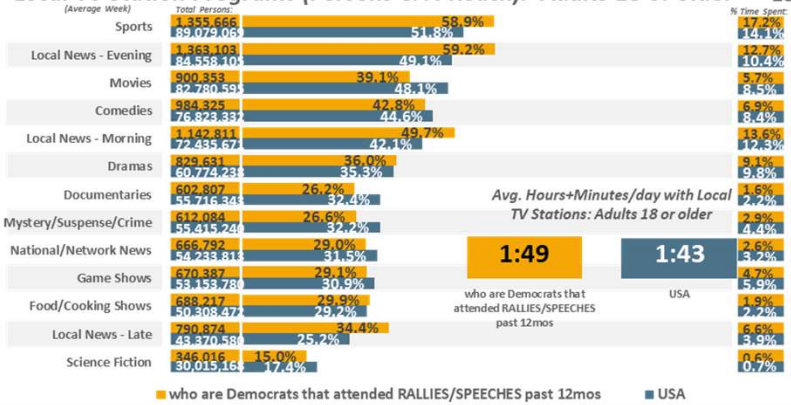
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]

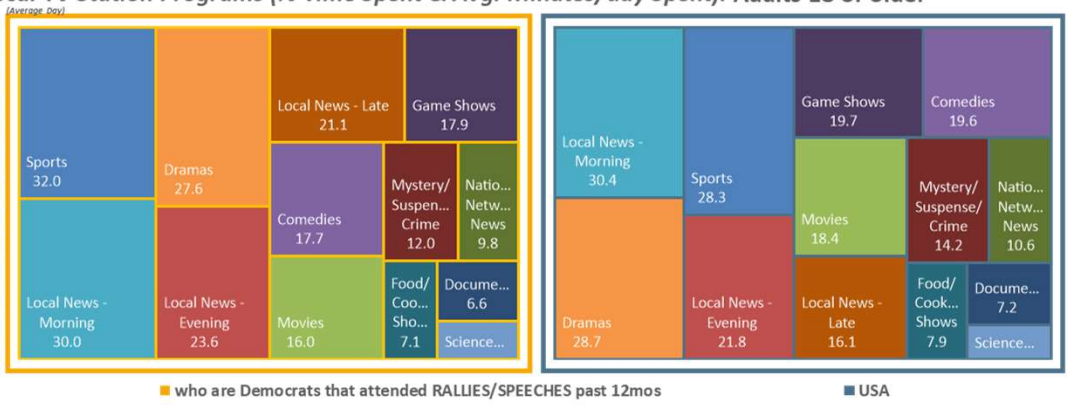


2,288,296 or 68.1% of Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

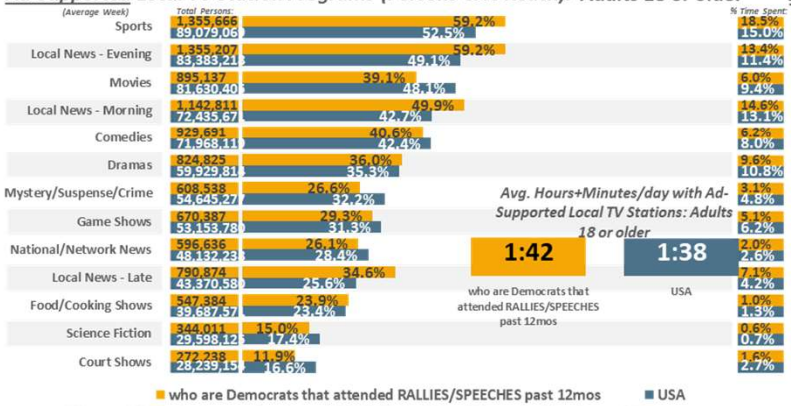
Local TV Station Programs (Persons & % Reach): Adults 18 or older



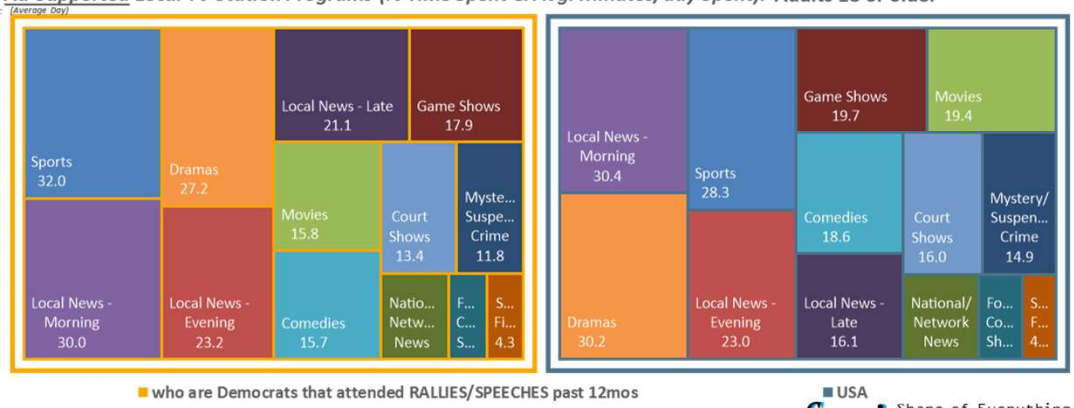
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

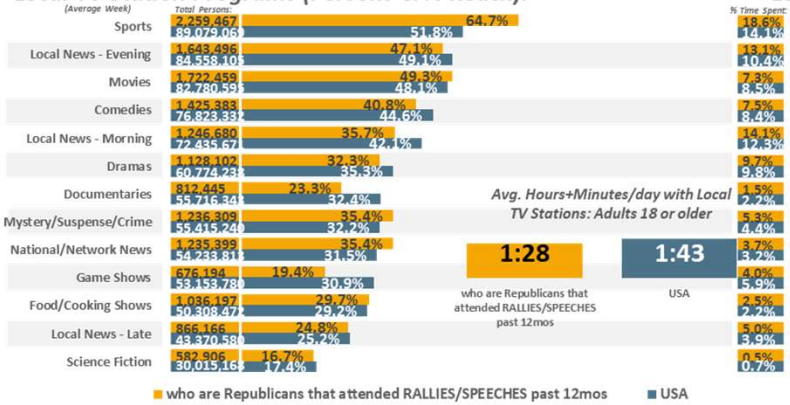
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

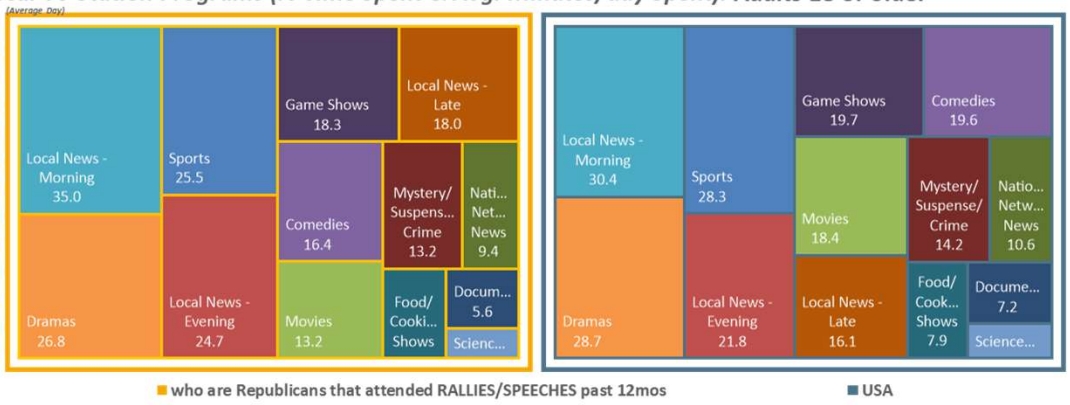


3,427,390 or 68.3% of Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Mystery/Suspense/

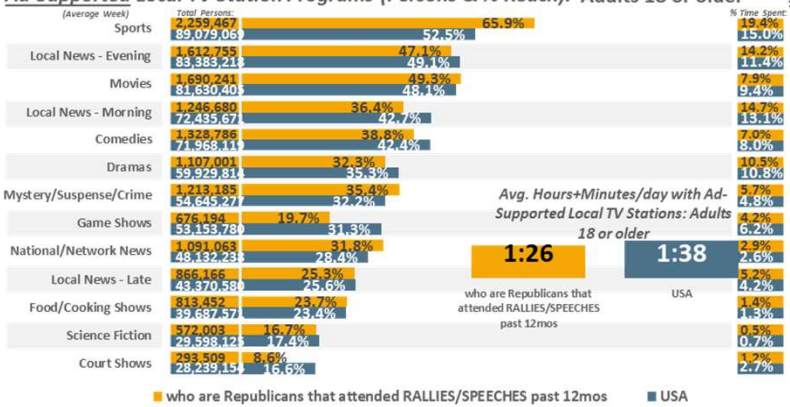
Local TV Station Programs (Persons & % Reach): Adults 18 or older



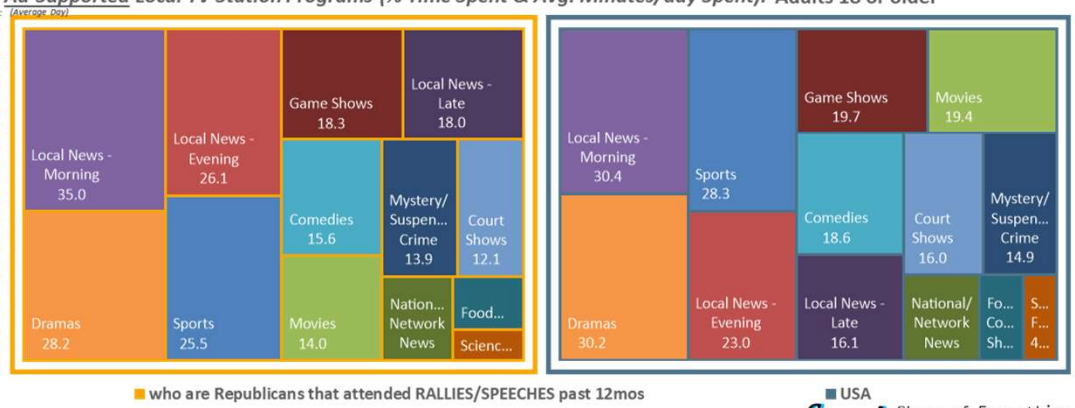
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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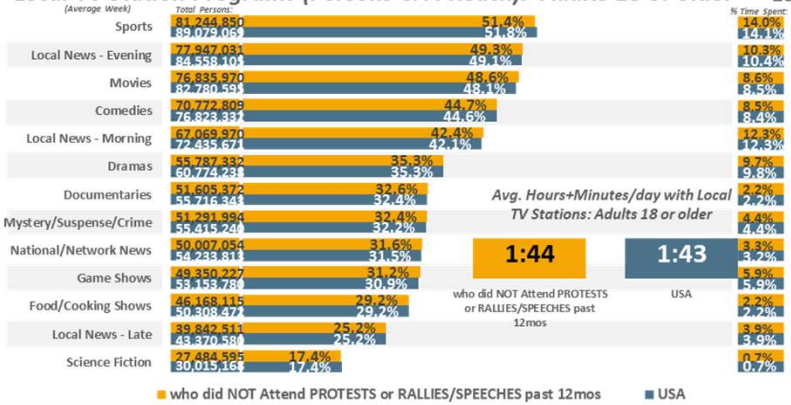
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

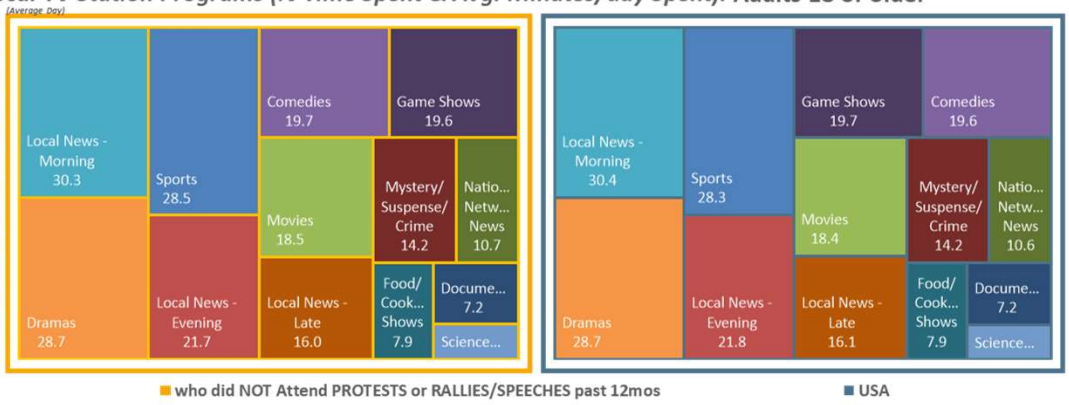


155,982,643 or 64.7% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Local News - Morning, Comedies, and Dramas.

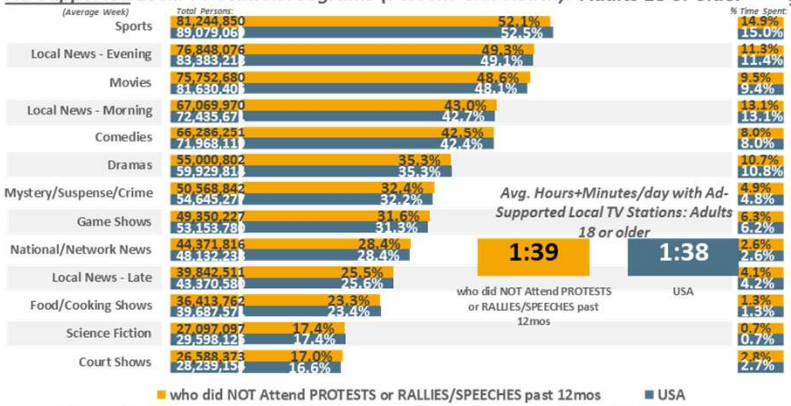
Local TV Station Programs (Persons & % Reach): Adults 18 or older



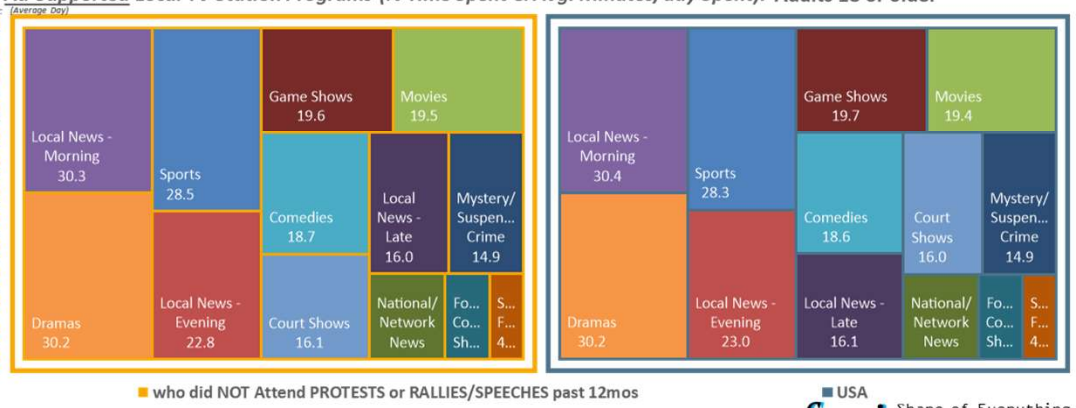
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

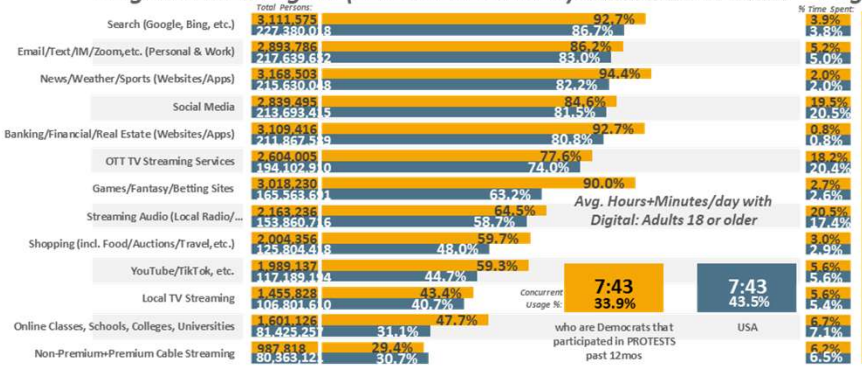
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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]

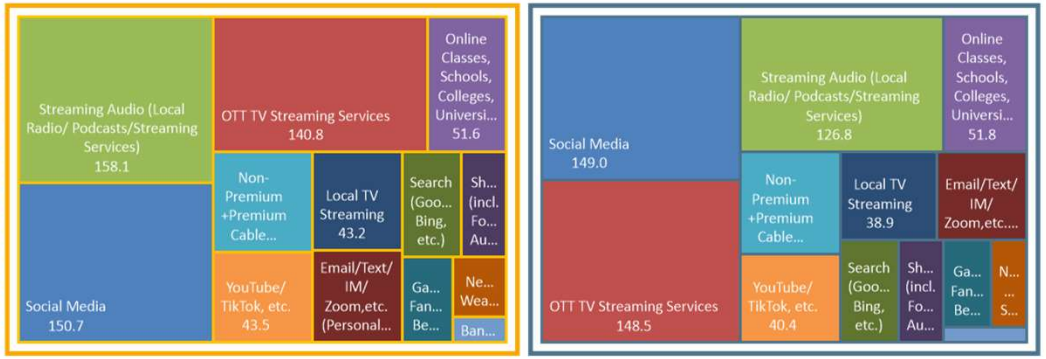


2,165,168 or 64.5% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos use Ad-Supported Social Media for an average of 114.9 minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

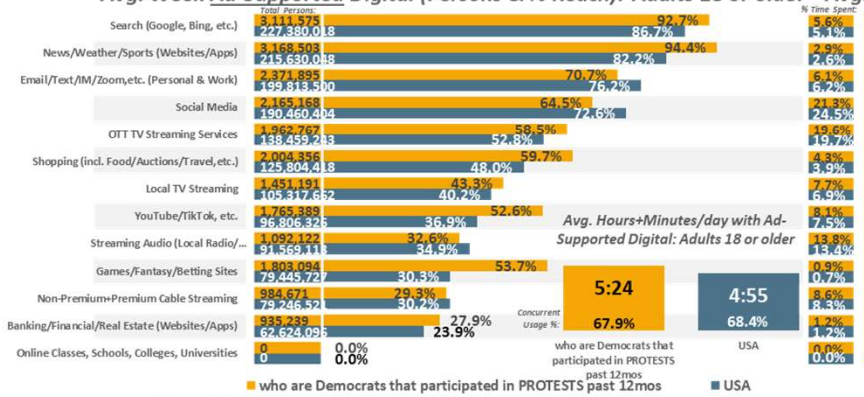
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



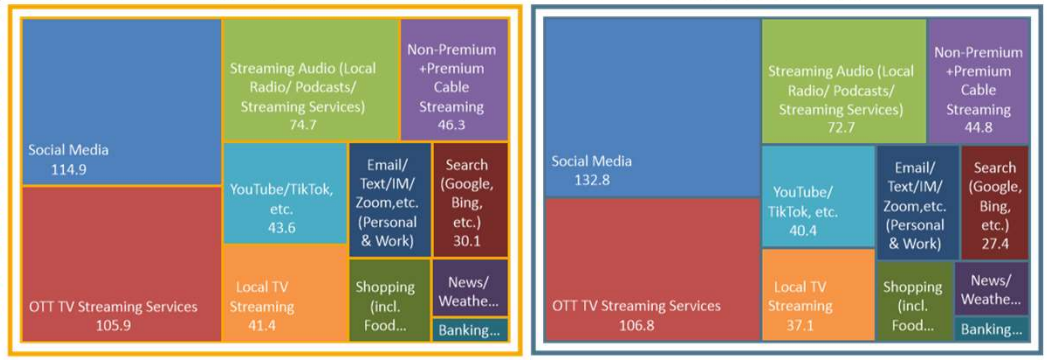
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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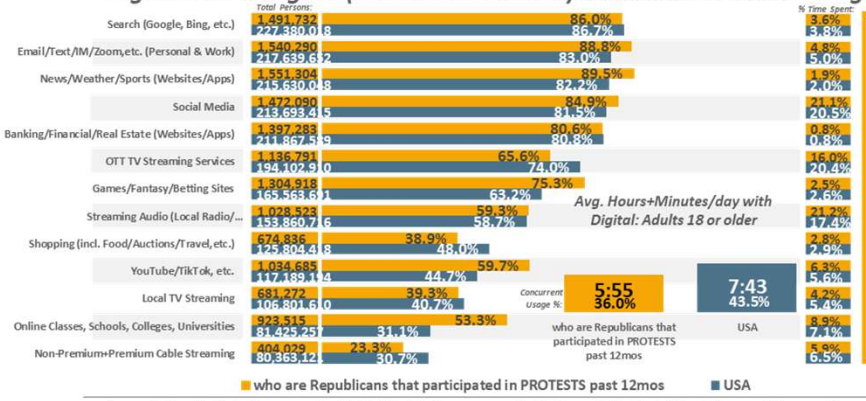
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]

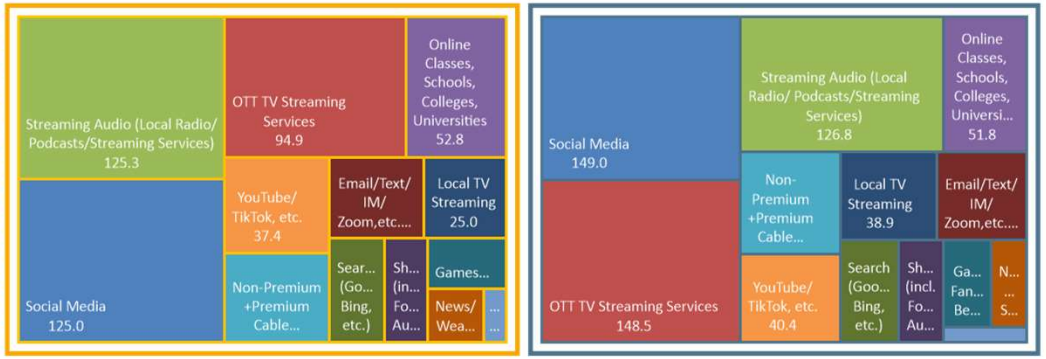


1,304,792 or 75.3% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos use Ad-Supported Social Media for an average of 110.8 minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

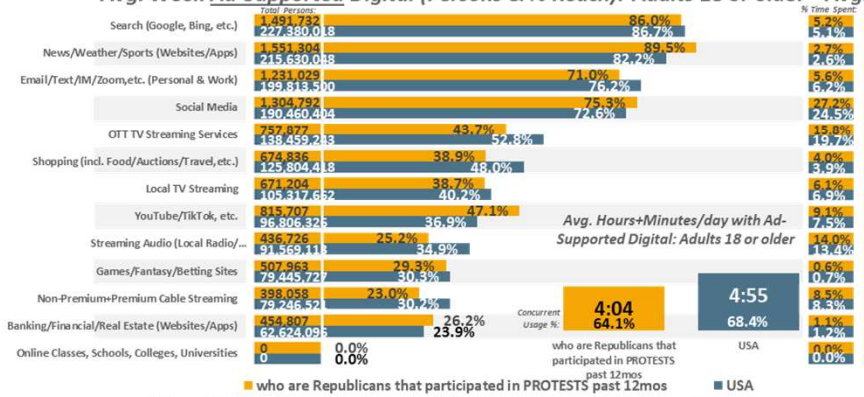
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



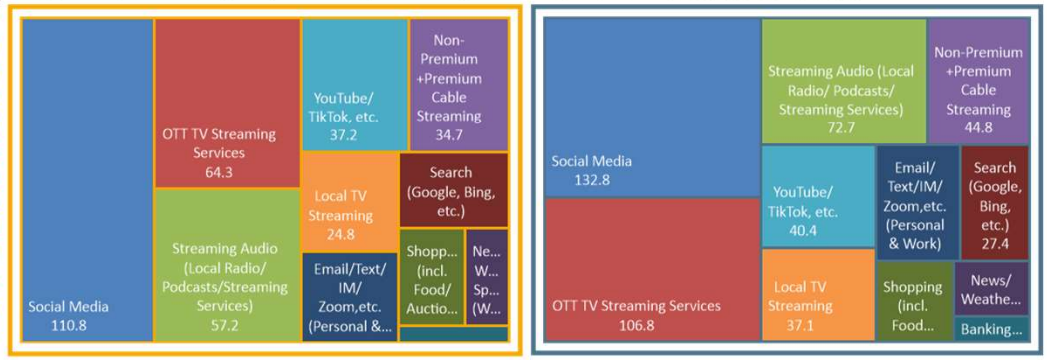
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

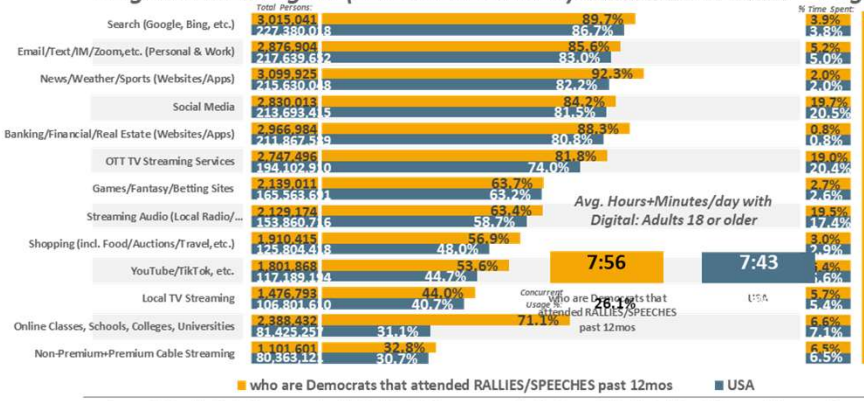
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]

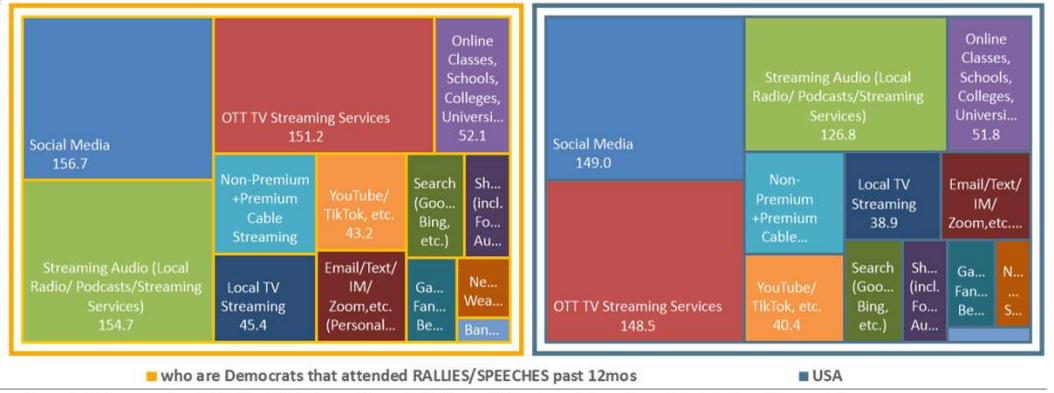


2,213,888 or 65.9% of Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos use Ad-Supported Social Media for an average of 122.6 minutes every day representing 21.6% of all time spent daily with Ad-Supported Digital Media.

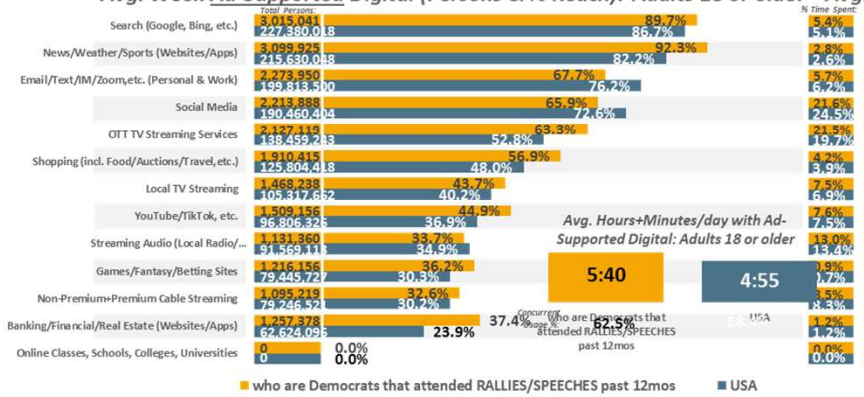
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



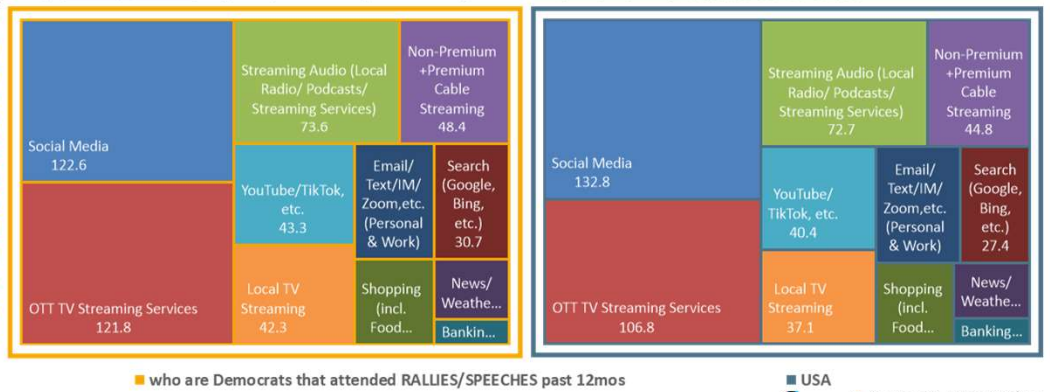
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

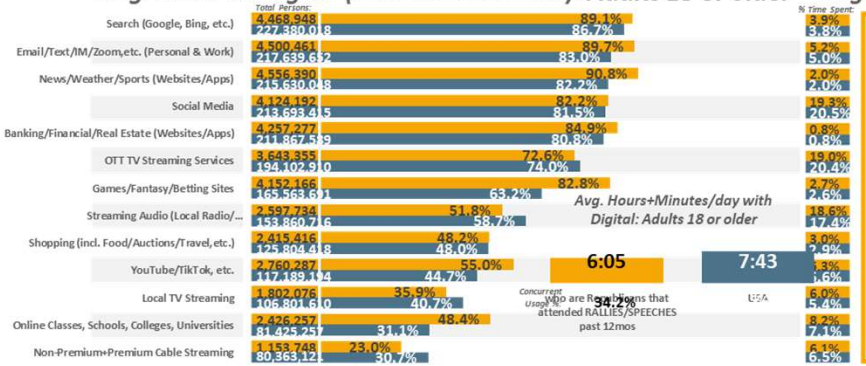
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

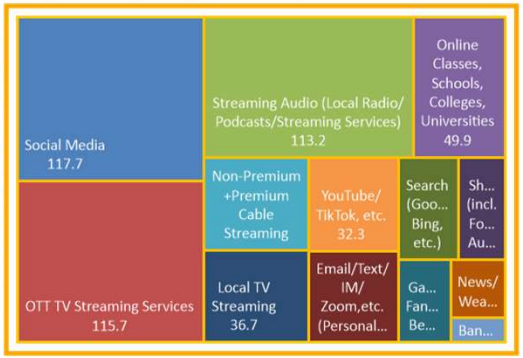


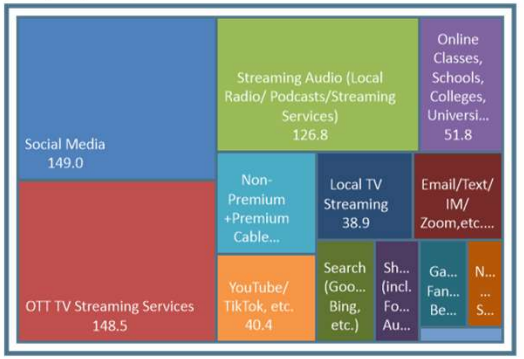
3,554,604 or 70.9% of Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos use Ad-Supported Social Media for an average of 101.5 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

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

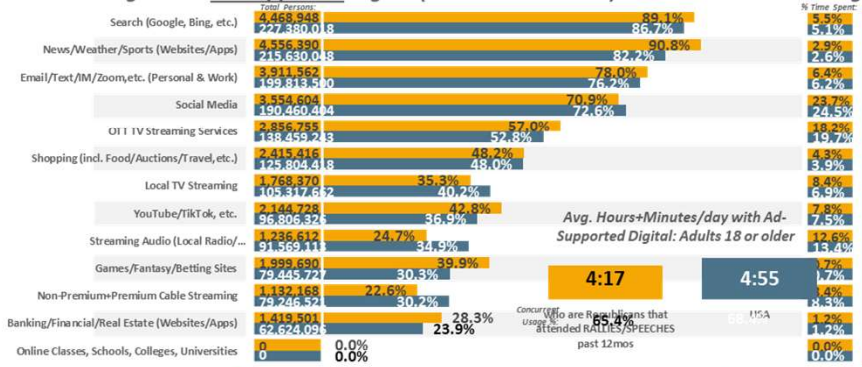


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

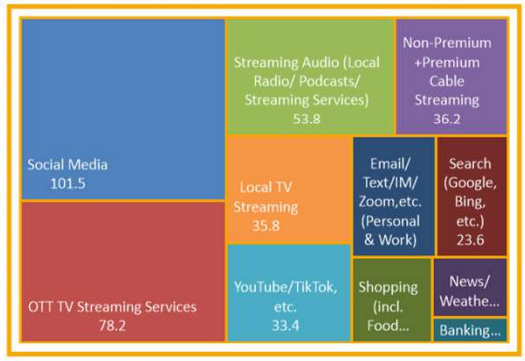


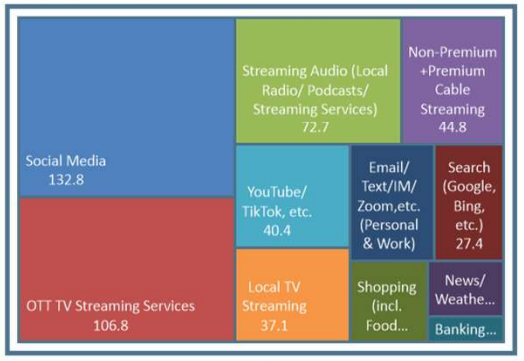


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

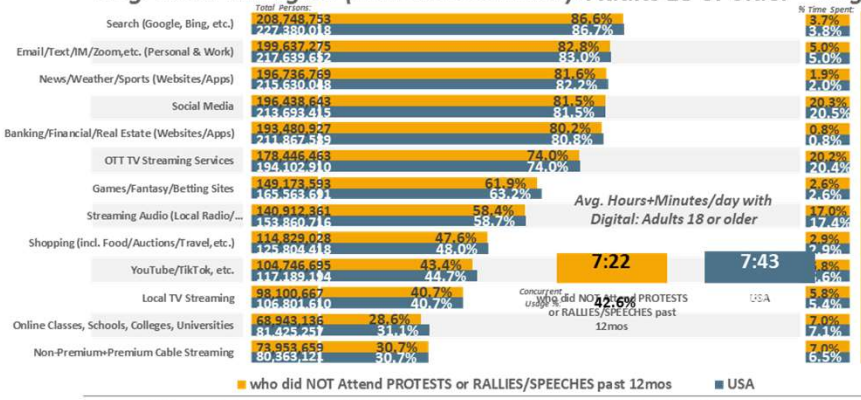
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

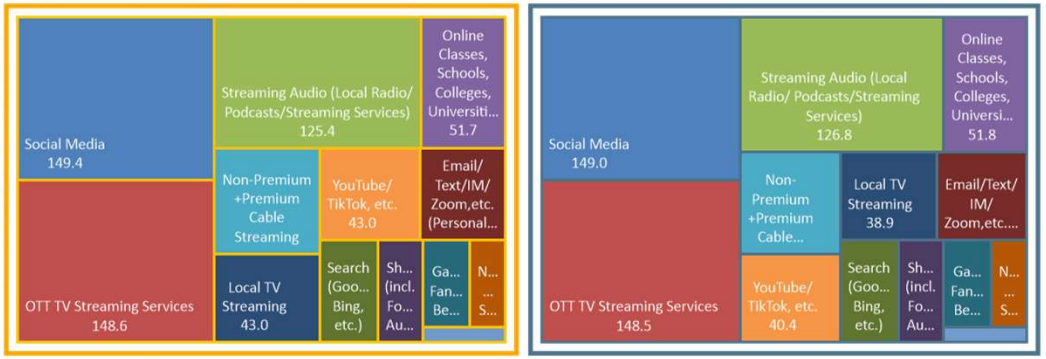


176,335,312 or 73.1% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos use Ad-Supported Social Media for an average of 134.1 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

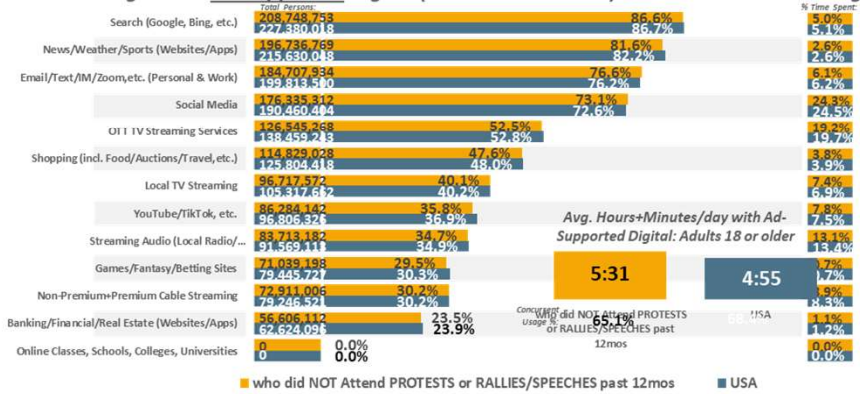
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



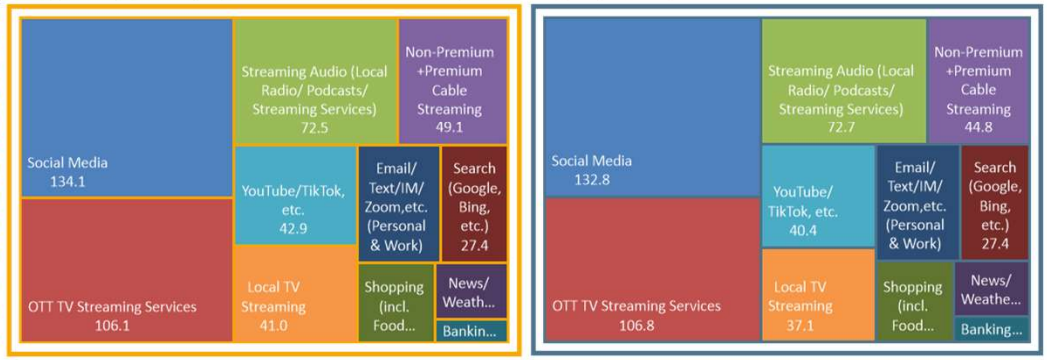
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

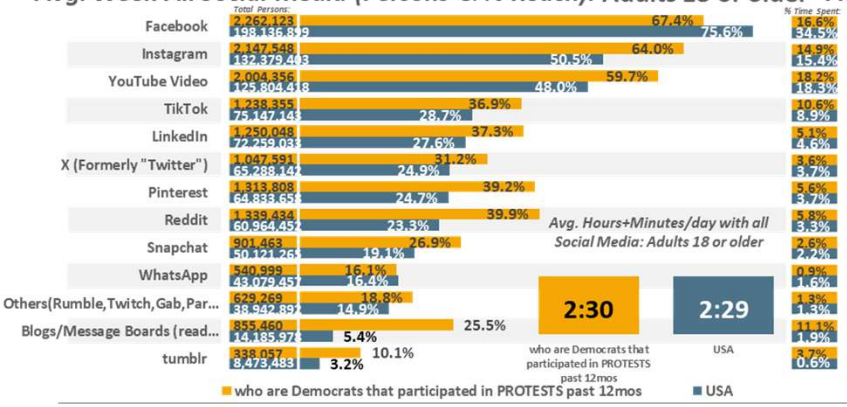
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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]

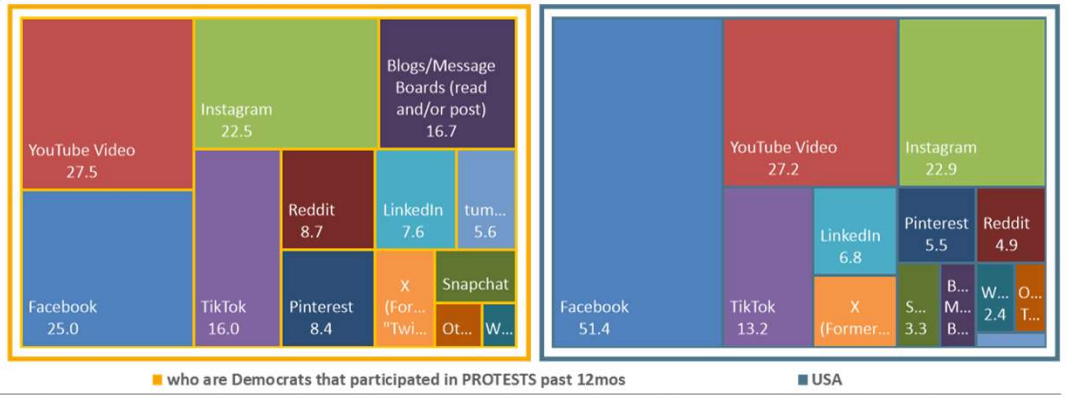


1,780,607 or 53.1% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos use Ad-Supported YouTube Video for an average of 27.6 minutes every day representing 24.% of all time spent daily with Ad-Supported Social Media.

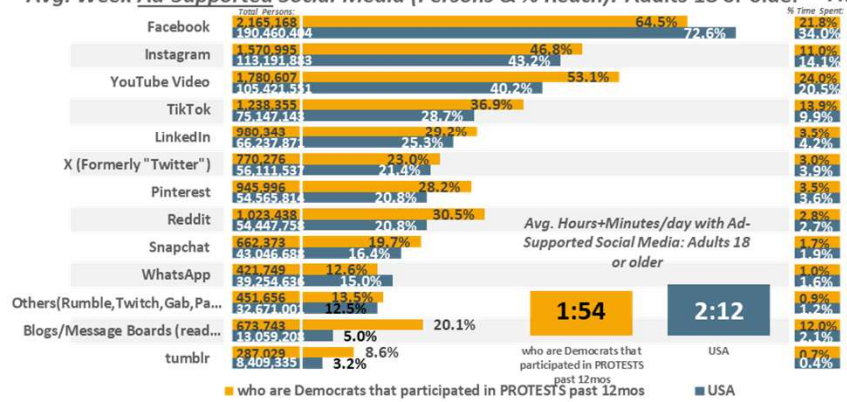
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



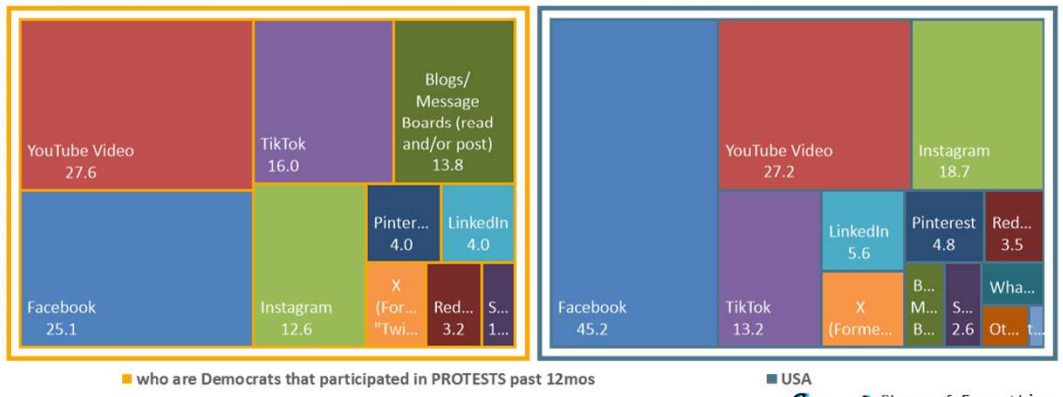
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

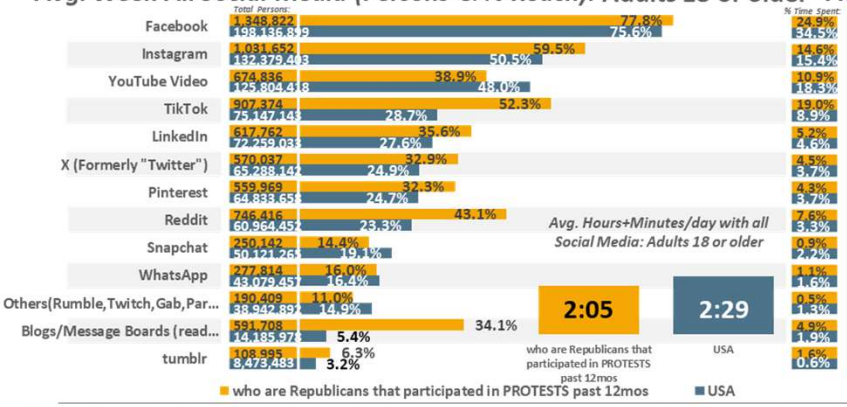
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]

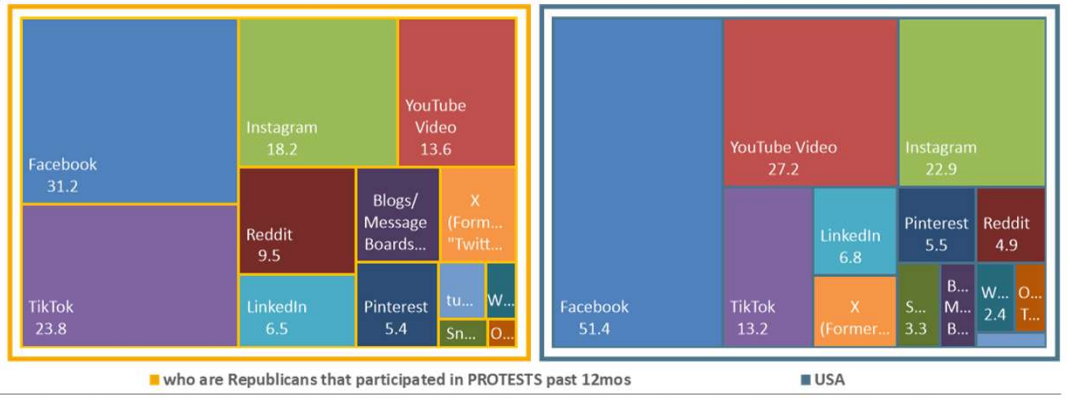


1,304,792 or 75.3% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos use Ad-Supported Facebook for an average of 31.3 minutes every day representing 28.3% of all time spent daily with Ad-Supported Social Media.

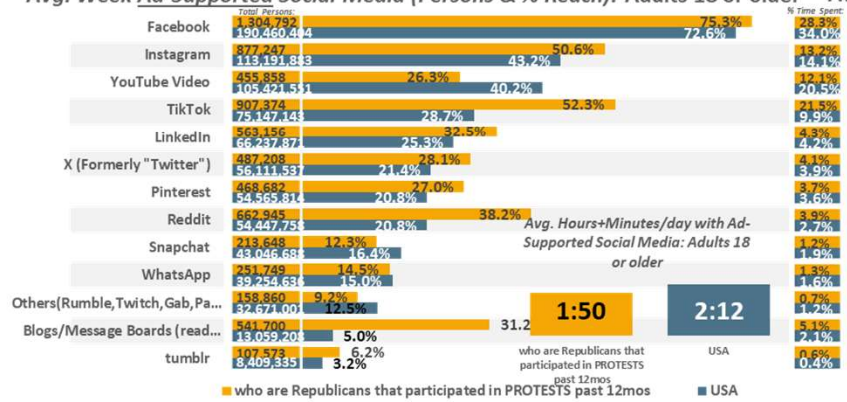
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



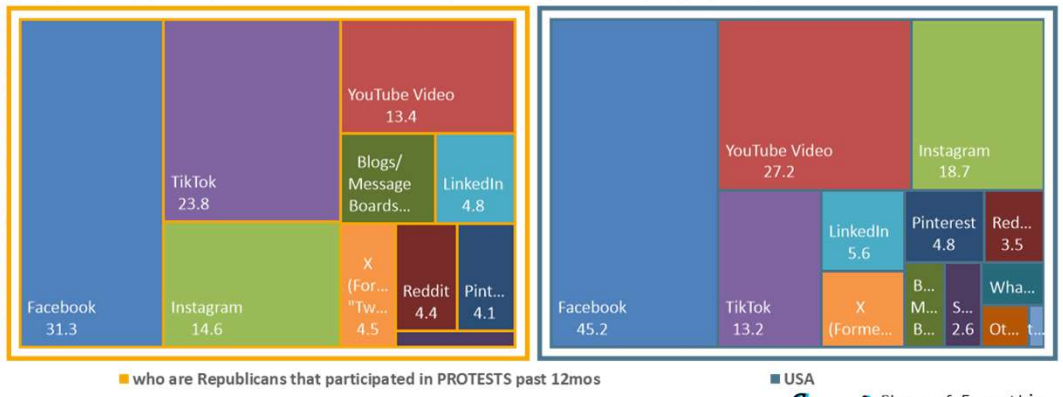
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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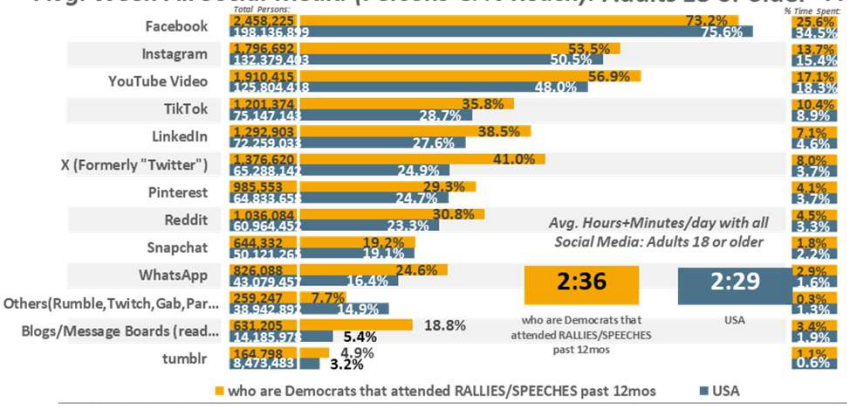
[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]



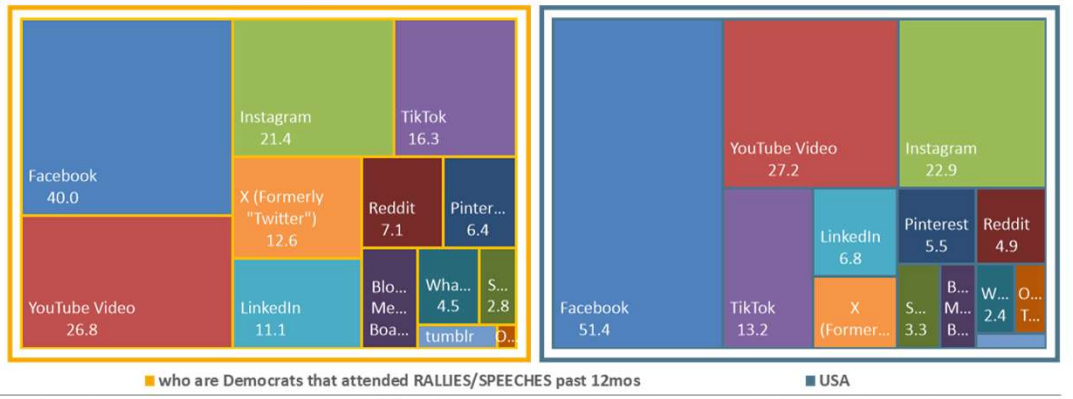
Democrat RALLY & SPEECH ATTENDERS

2,213,888 or 65.9% of Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos use Ad-Supported Facebook for an average of 34.7 minutes every day representing 28.3% of all time spent daily with Ad-Supported Social Media.

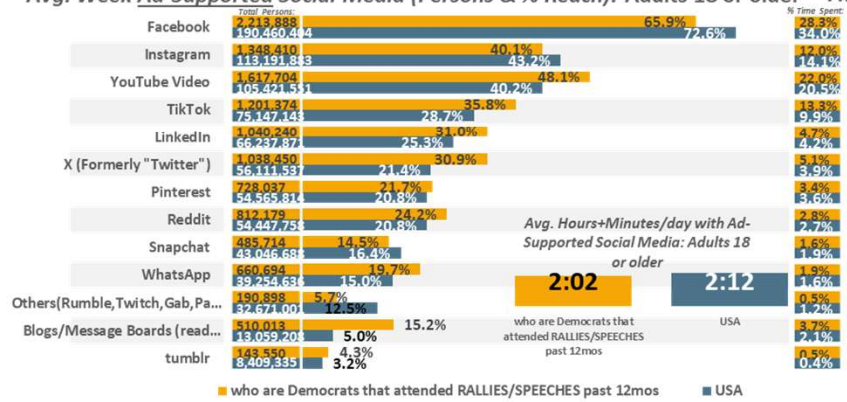
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



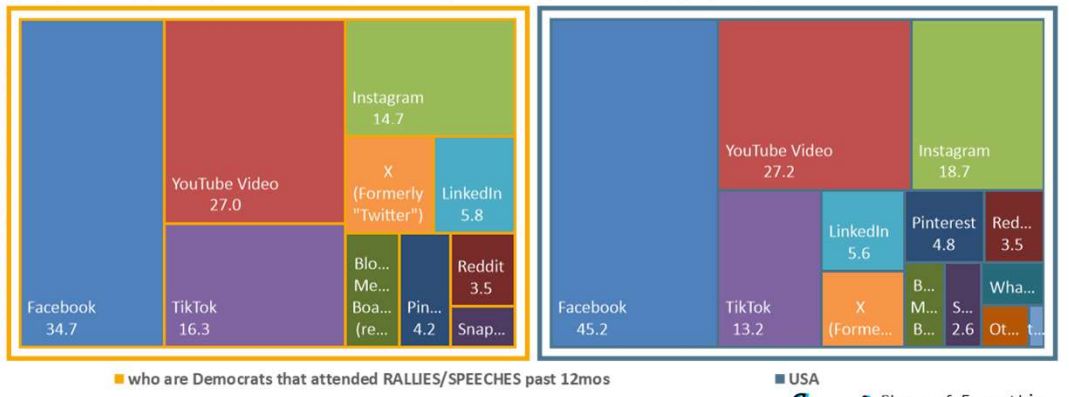
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

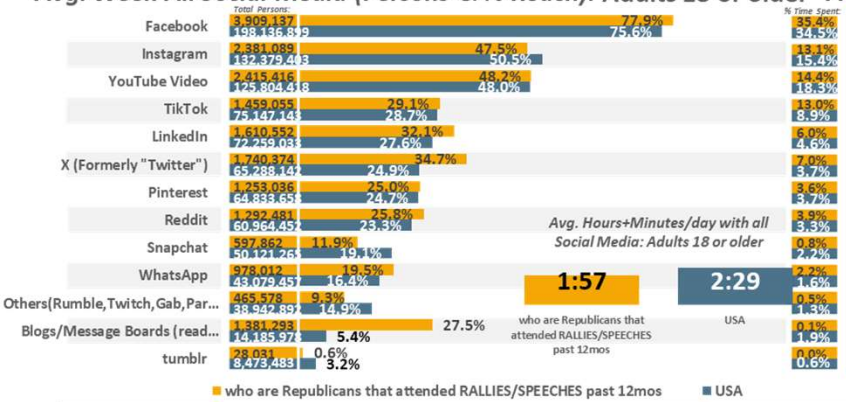
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

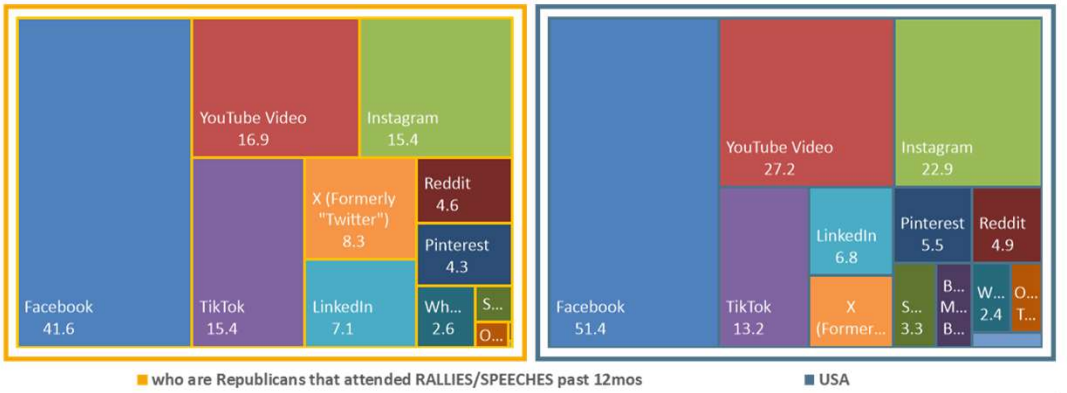


3,554,604 or 70.9% of Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos use Ad-Supported Facebook for an average of 34.2 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

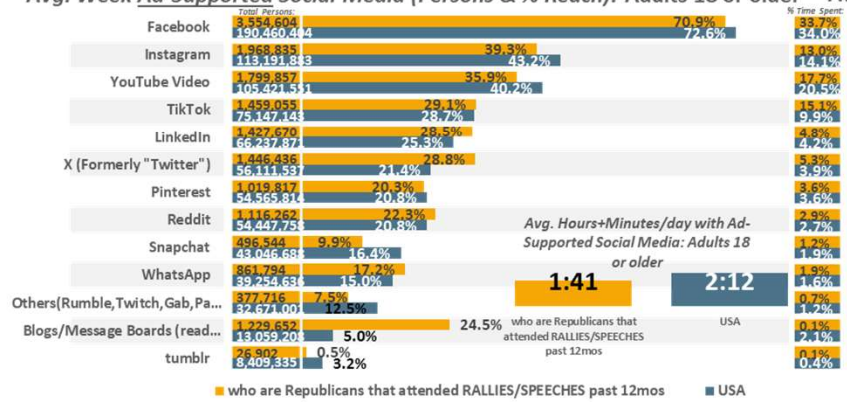
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



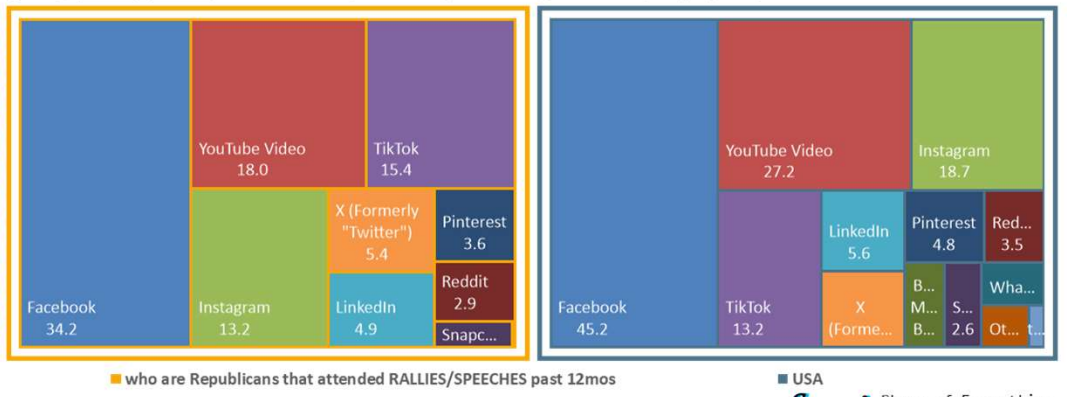
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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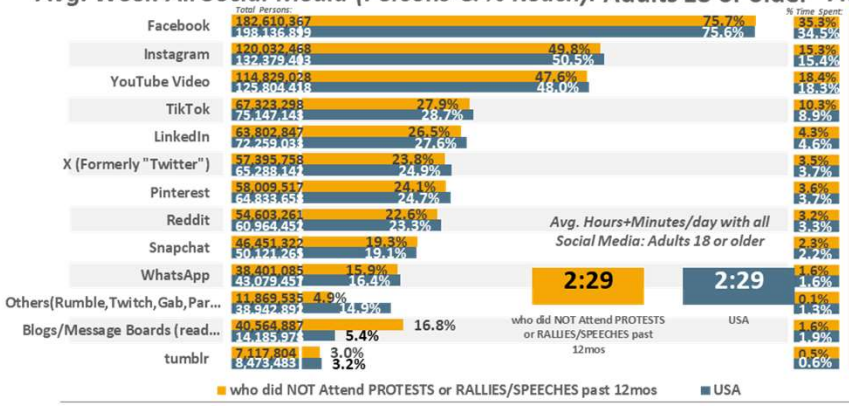
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

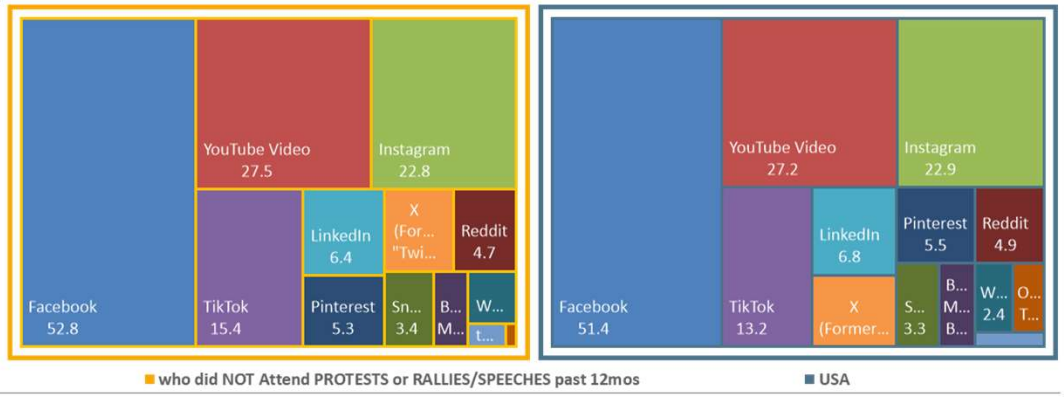


176,335,312 or 73.1% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos use Ad-Supported Facebook for an average of 45.8 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

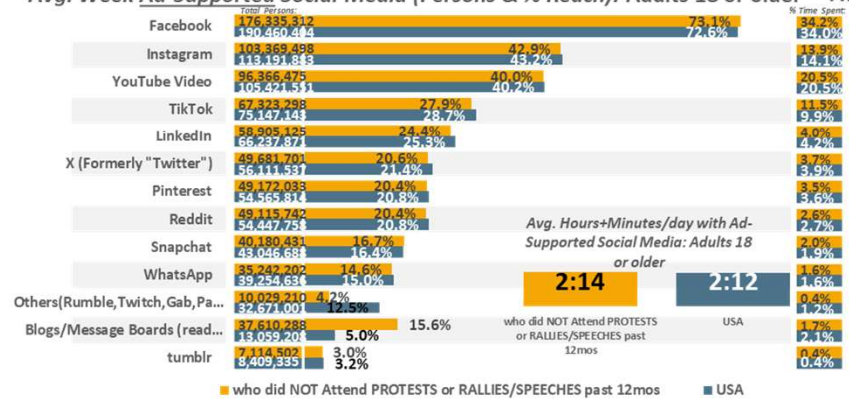
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



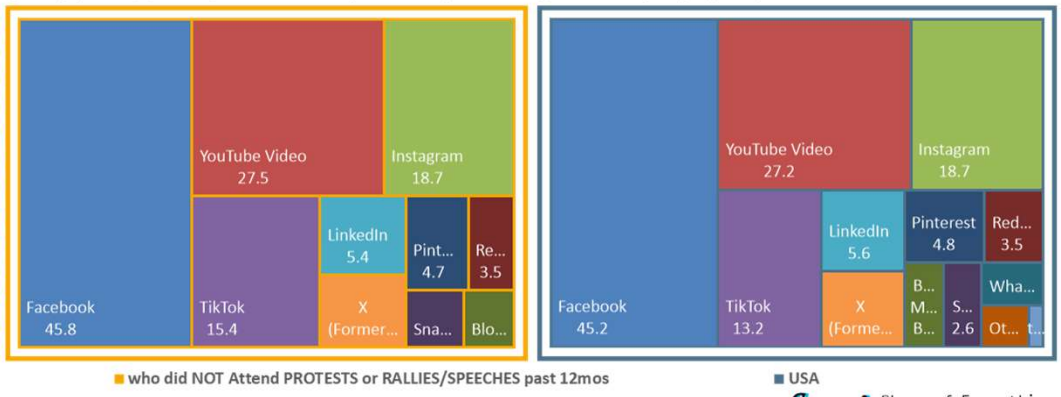
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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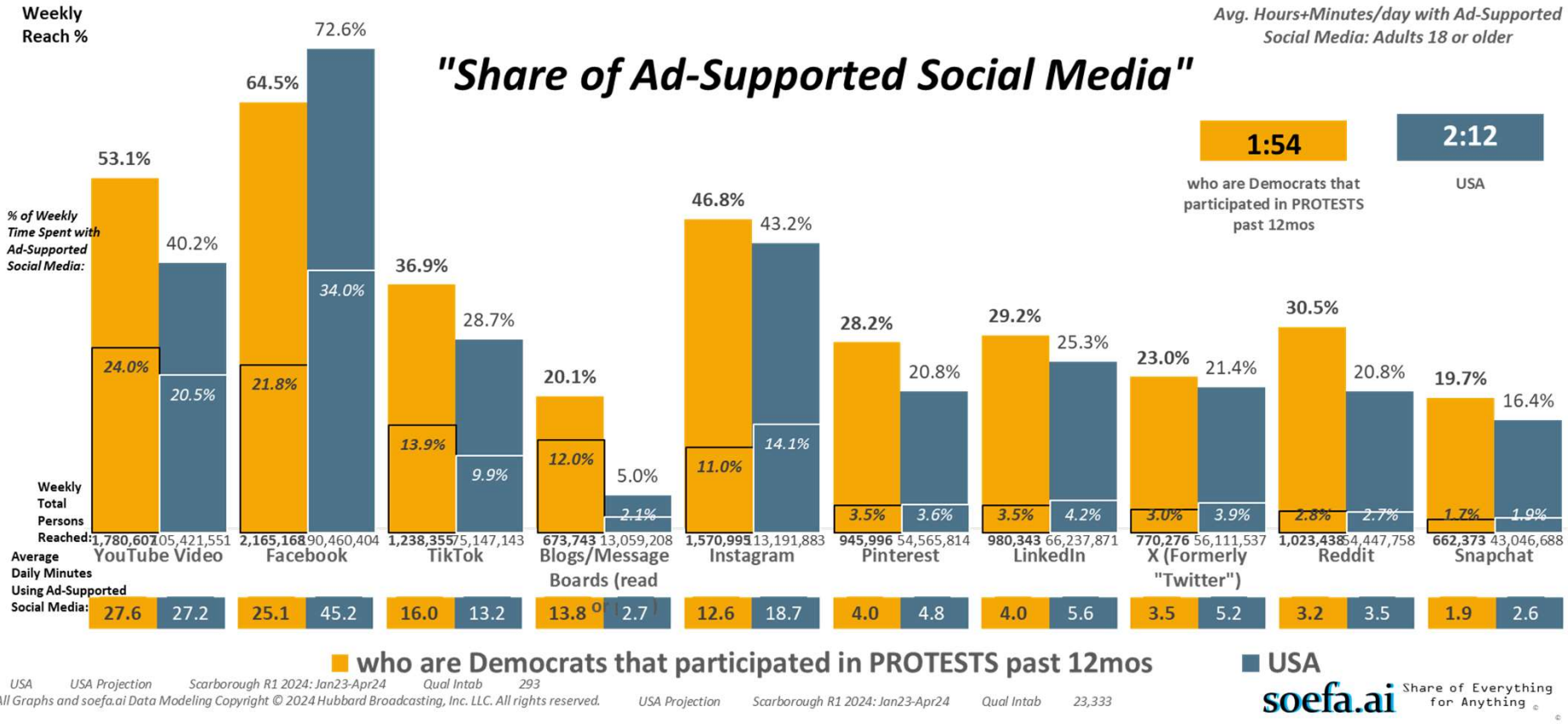
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]



1,780,607 or 53.1% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos use Ad-Supported YouTube Video for an average of 27.6 minutes every day representing 24.% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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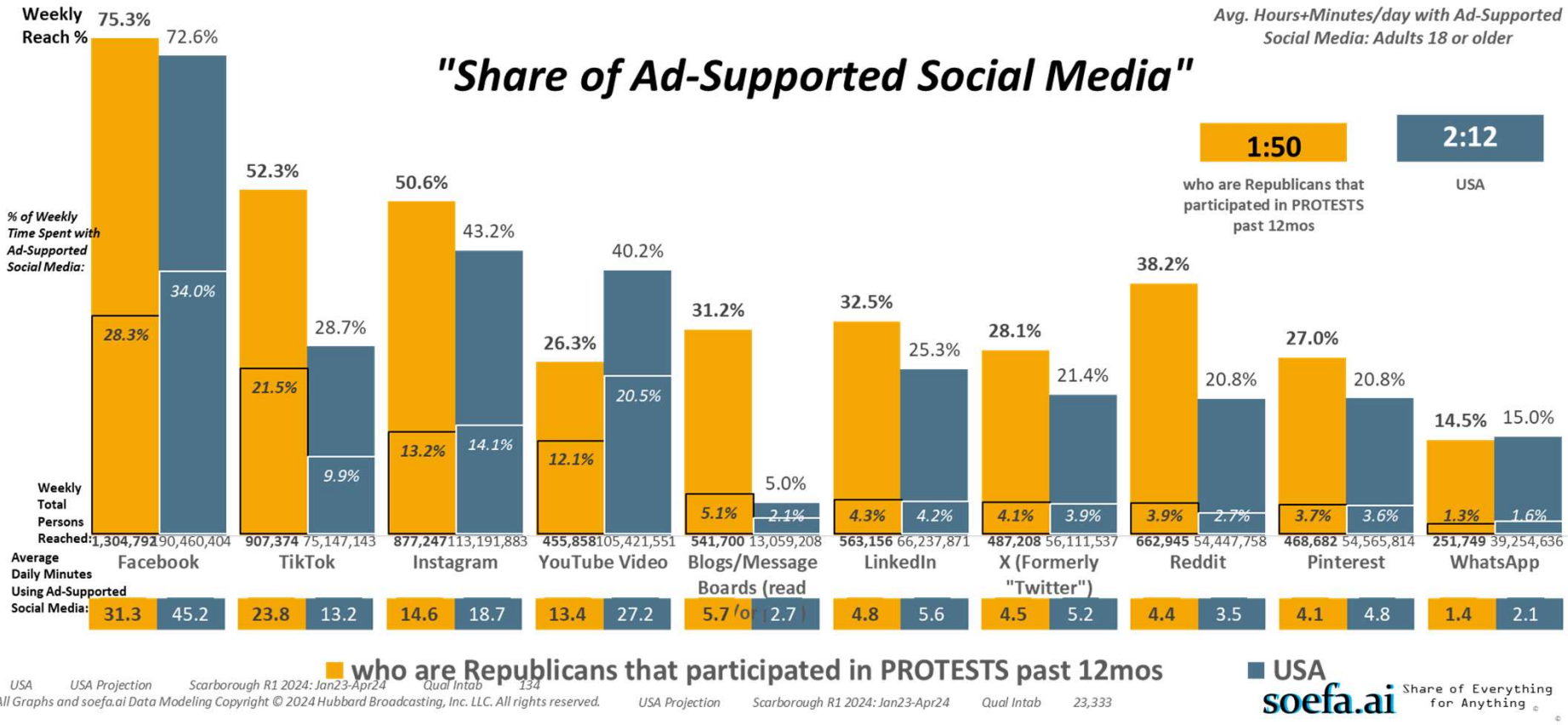
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]



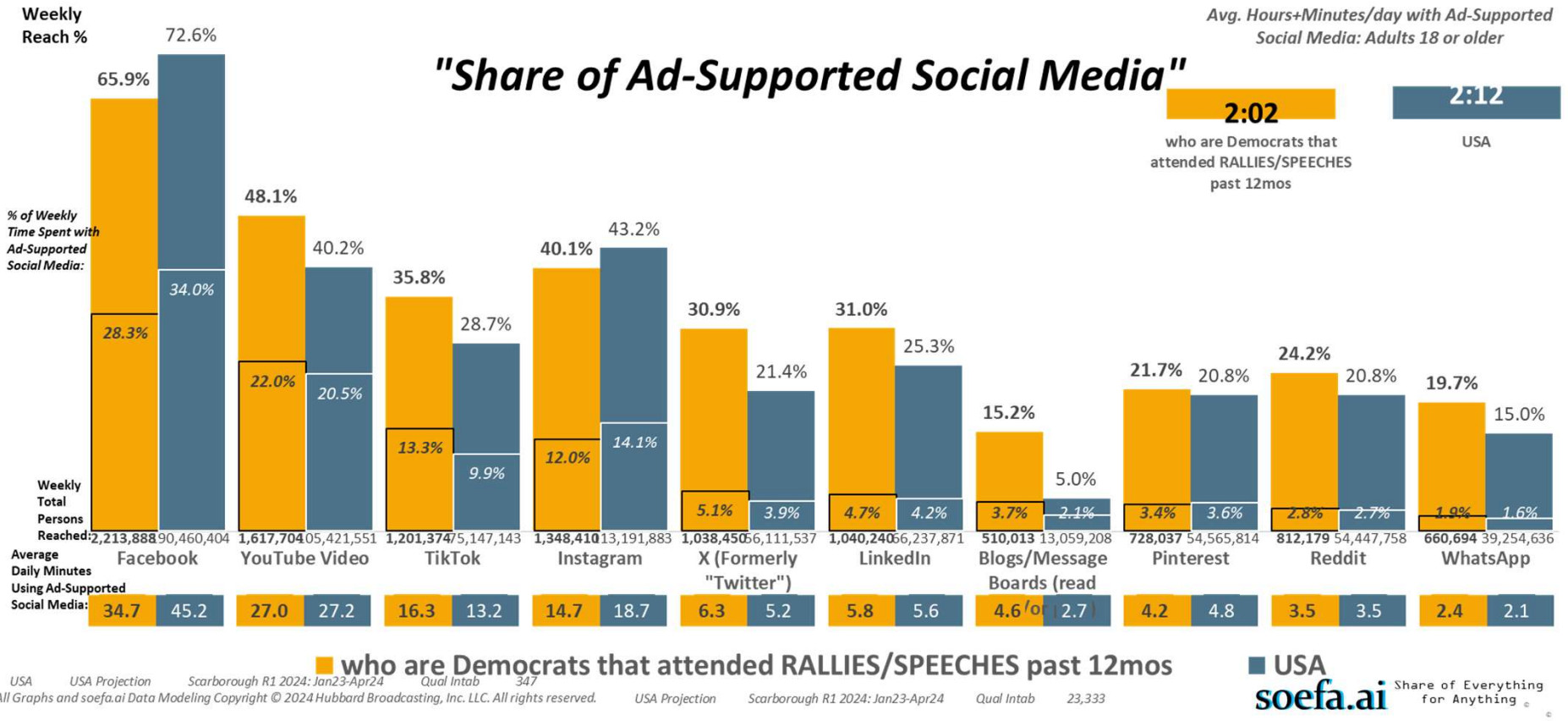
1,304,792 or 75.3% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos use Ad-Supported Facebook for an average of 31.3 minutes every day representing 28.3% of all time spent daily with Ad-Supported Social Media.



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USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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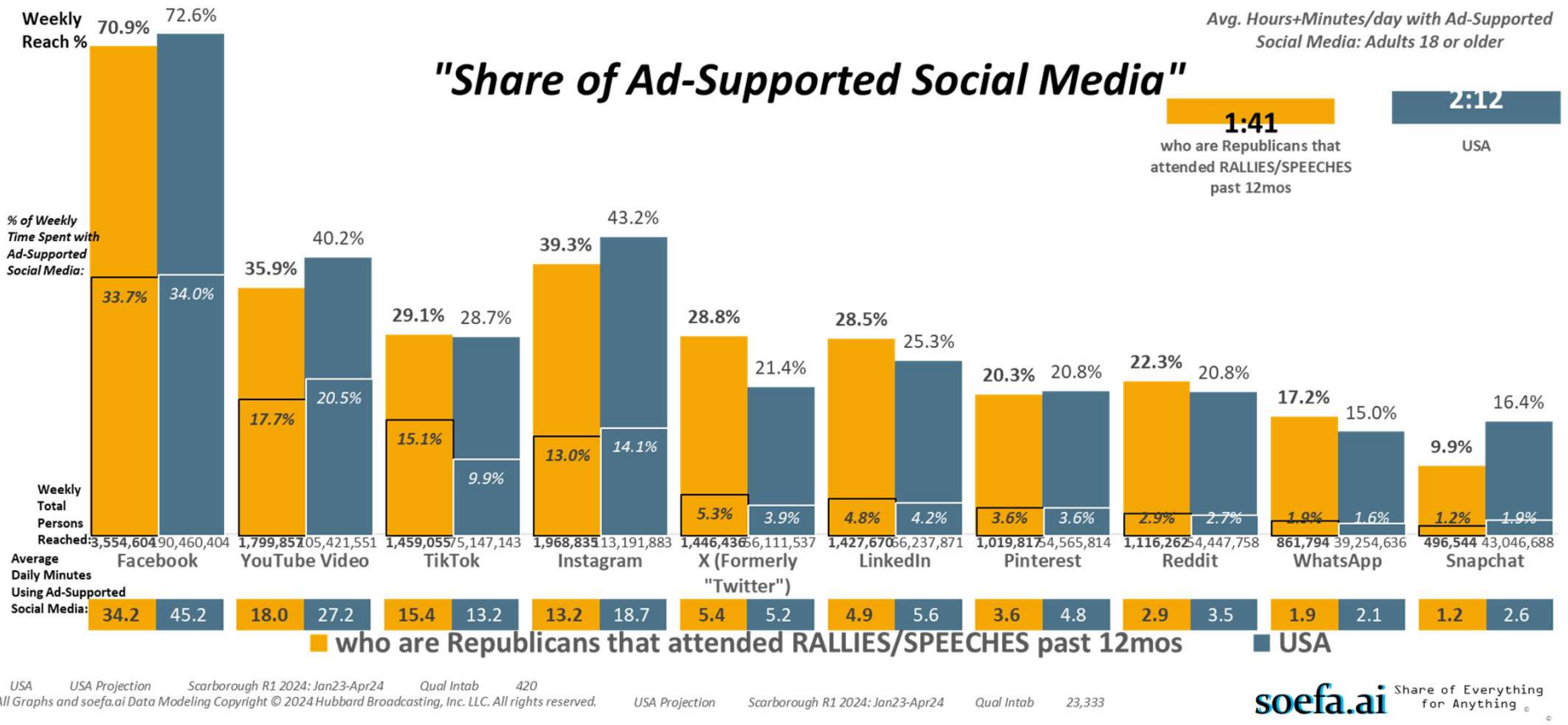
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]



3,554,604 or 70.9% of Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos use Ad-Supported Facebook for an average of 34.2 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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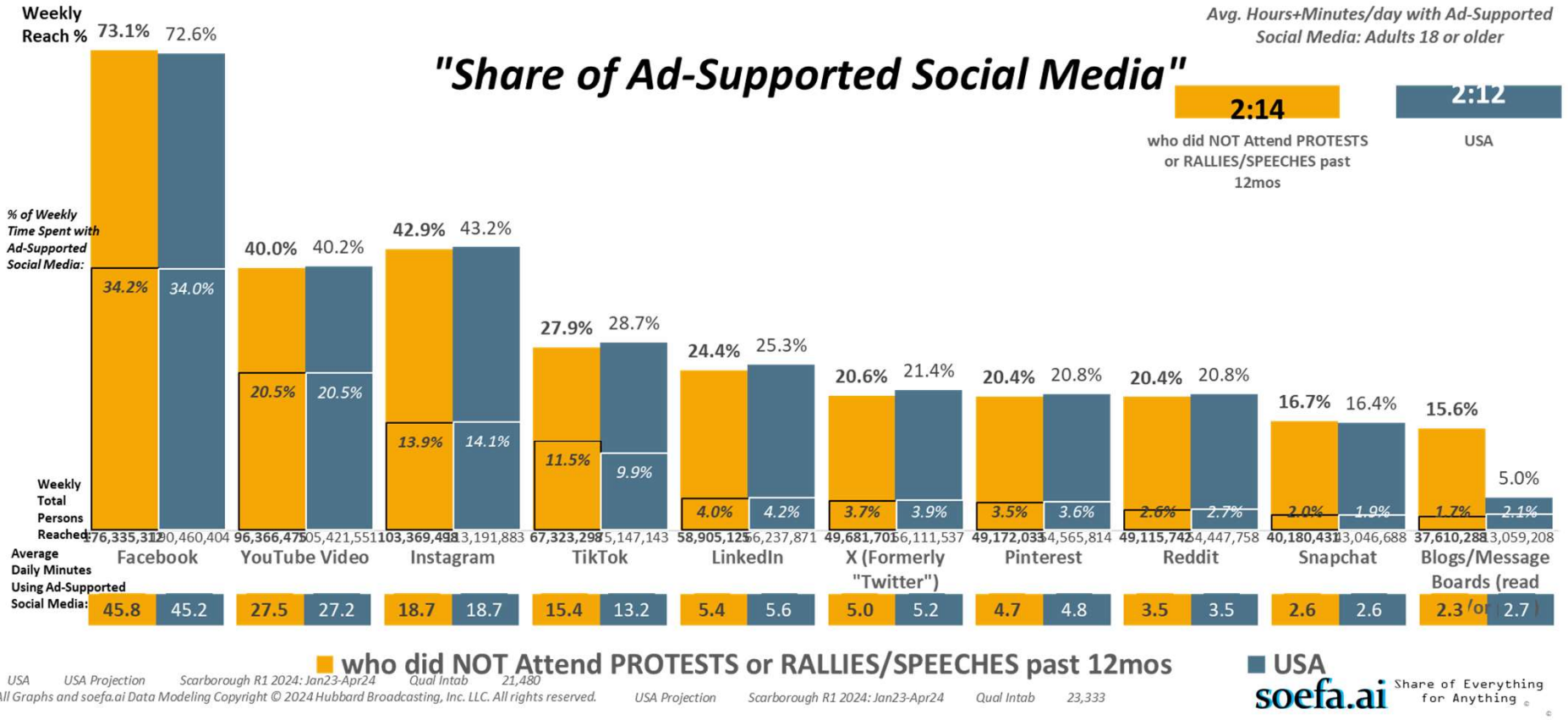
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]



176,335,312 or 73.1% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos use Ad-Supported Facebook for an average of 45.8 minutes every day representing 34.2% of all time spent daily with Ad-Supported Social Media.

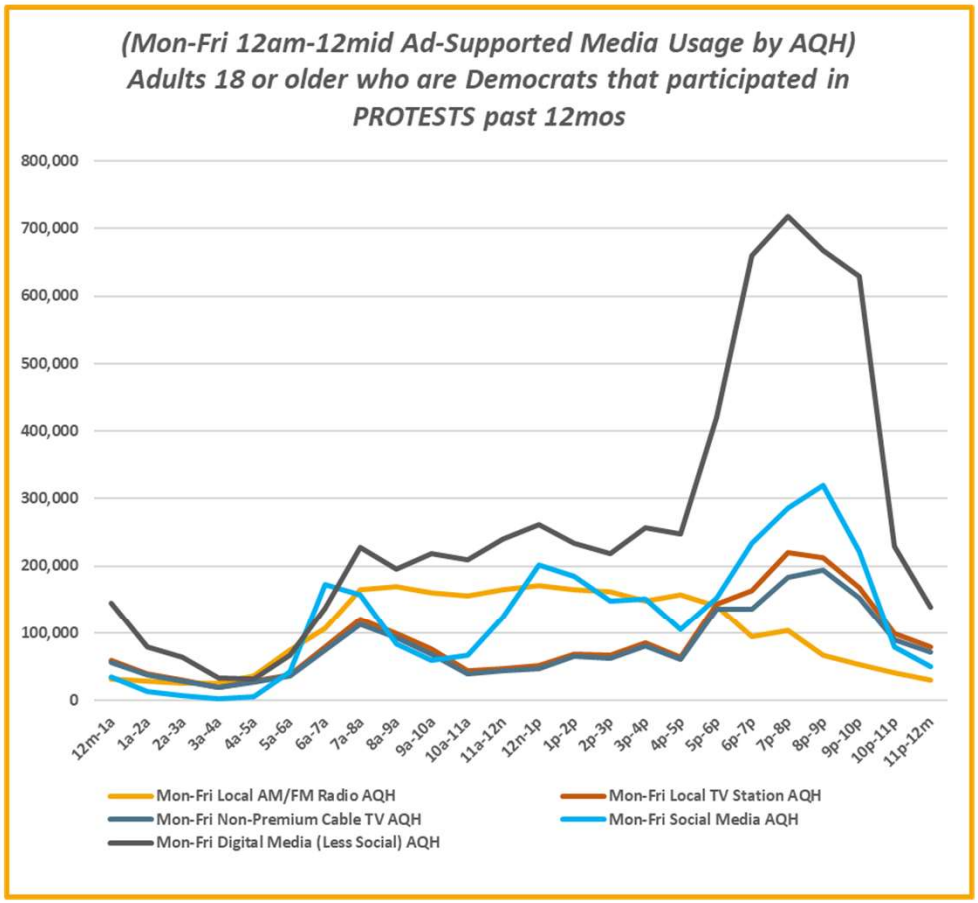


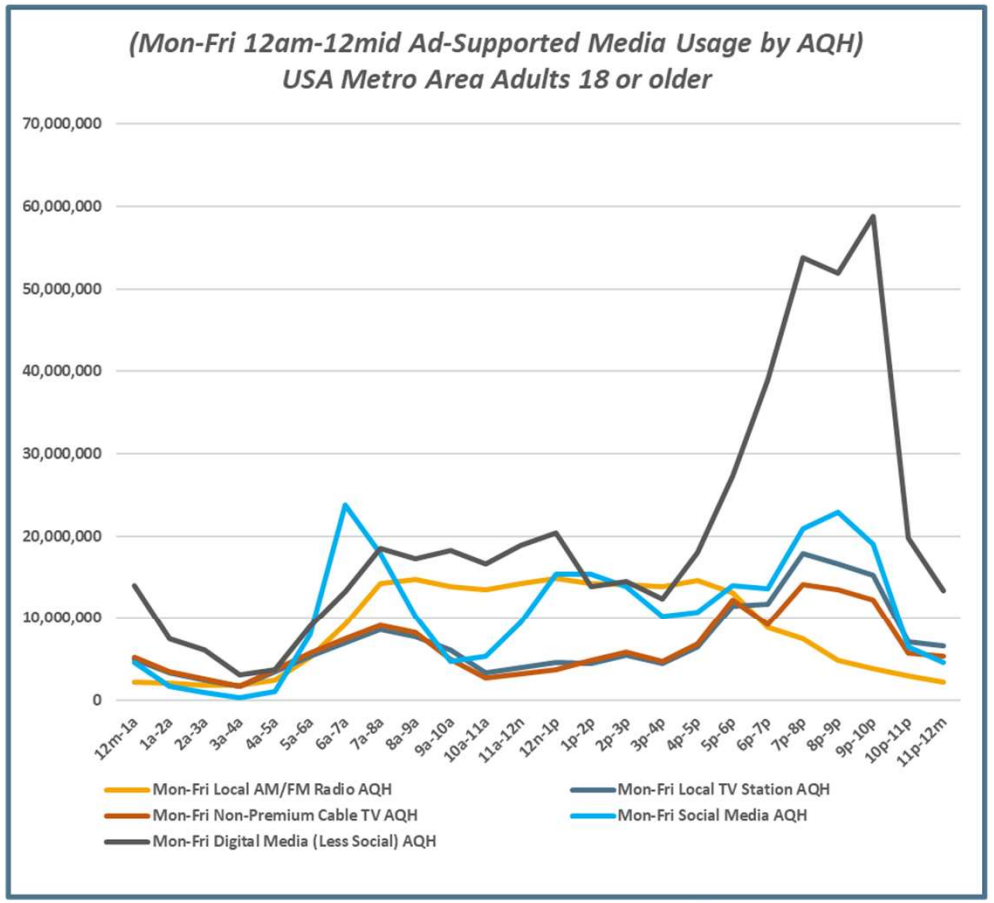
[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]



Democrat PROTESTERS

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 271,328; Local Radio: 150,774; Social Media: 141,463; Local TV: 85,198; Non-Prem. Cable: 78,236 reaching Adults 18 or older who are Democrats that participated in PROTEST





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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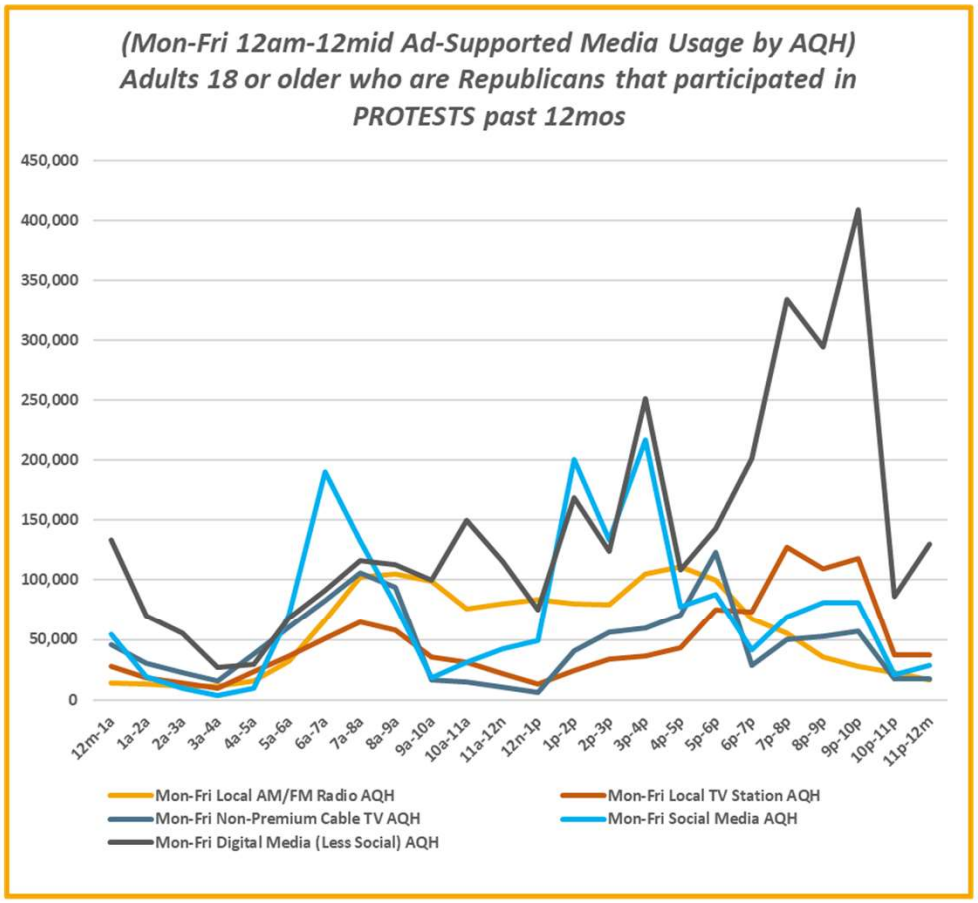
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

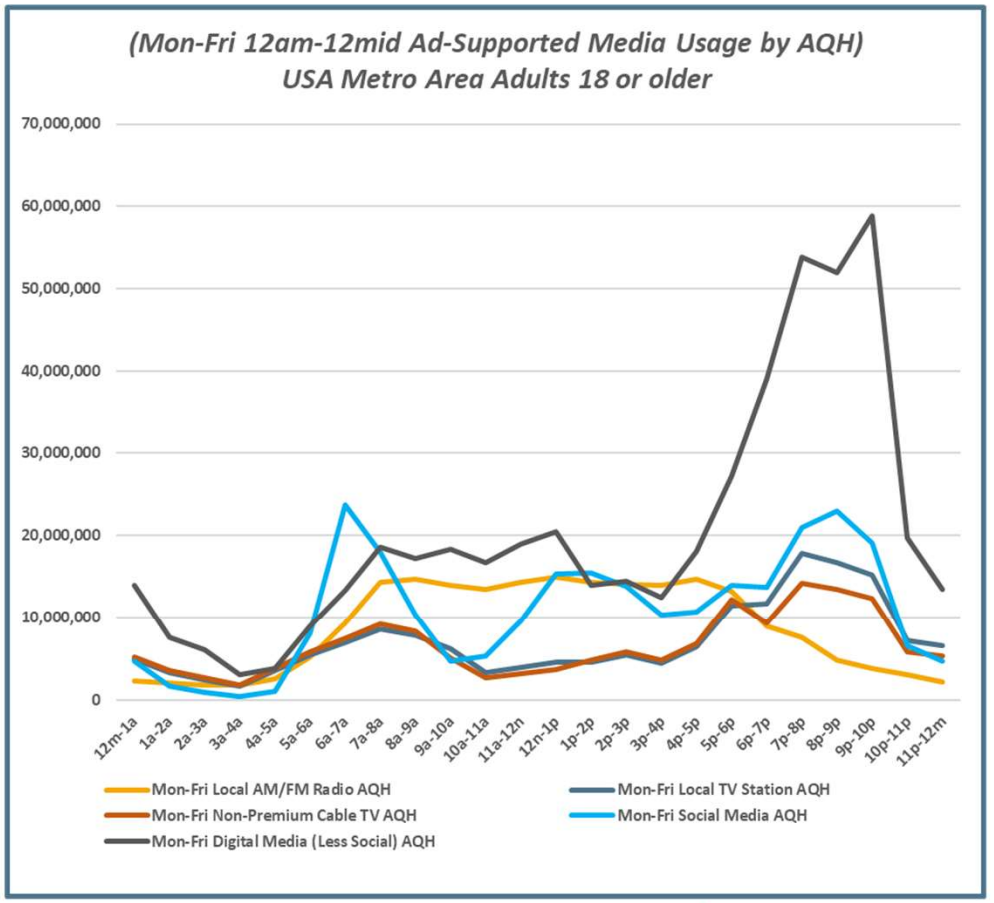
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 135,219; Social Media: 100,012; Local Radio: 88,965; Non-Prem. Cable: 54,642; Local TV: 43,026 reaching Adults 18 or older who are Republicans that participated in PROTES





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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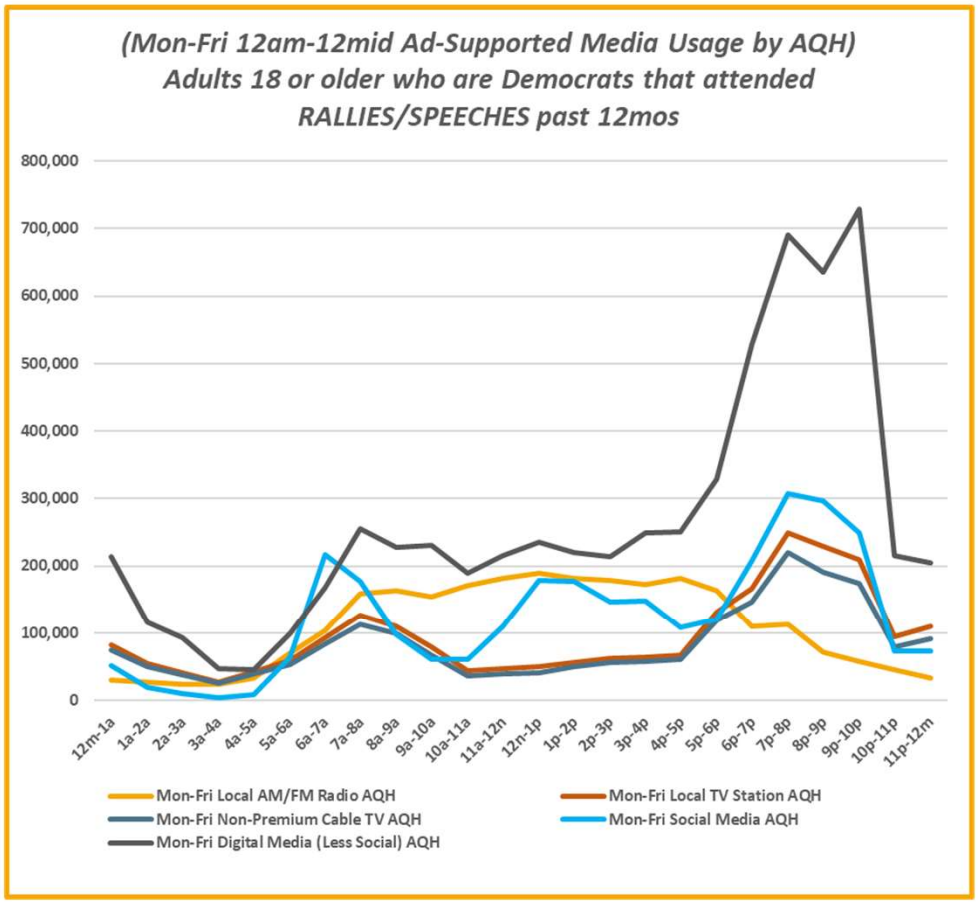
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

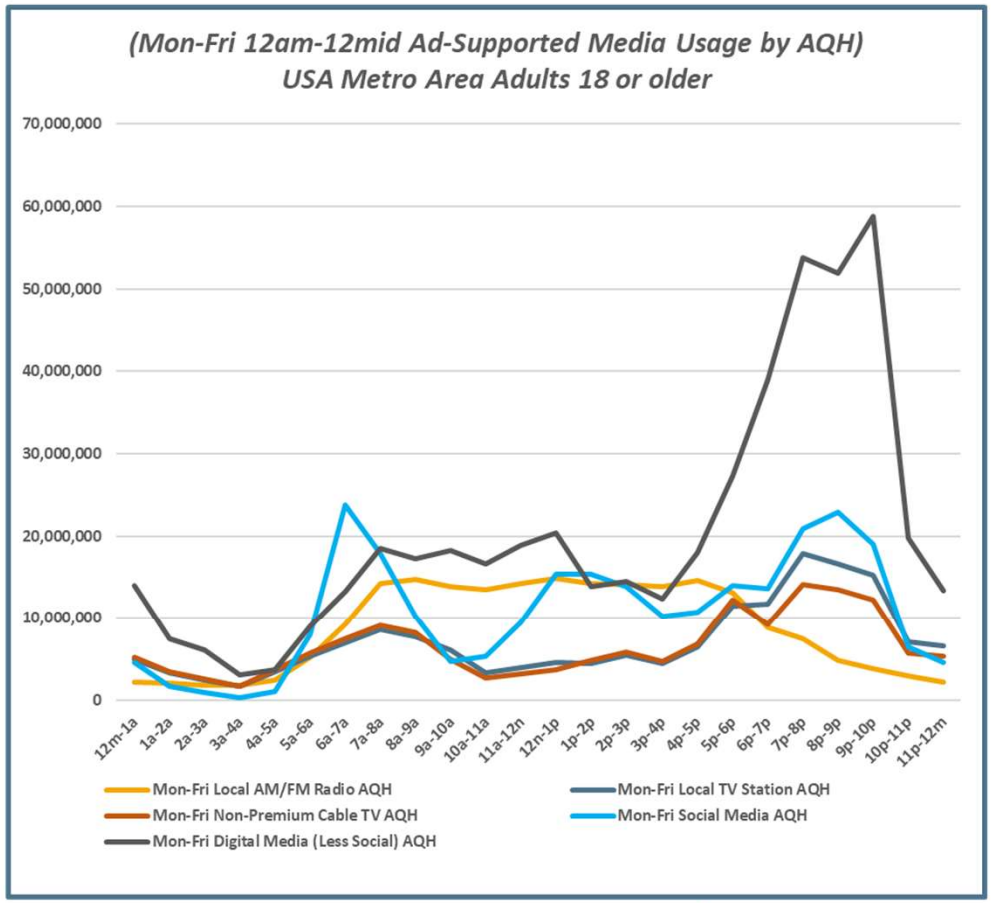
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 254,635; Local Radio: 162,171; Social Media: 139,253; Local TV: 83,762; Non-Prem. Cable: 74,054 reaching Adults 18 or older who are Democrats that attended RALLIES/SPEECH





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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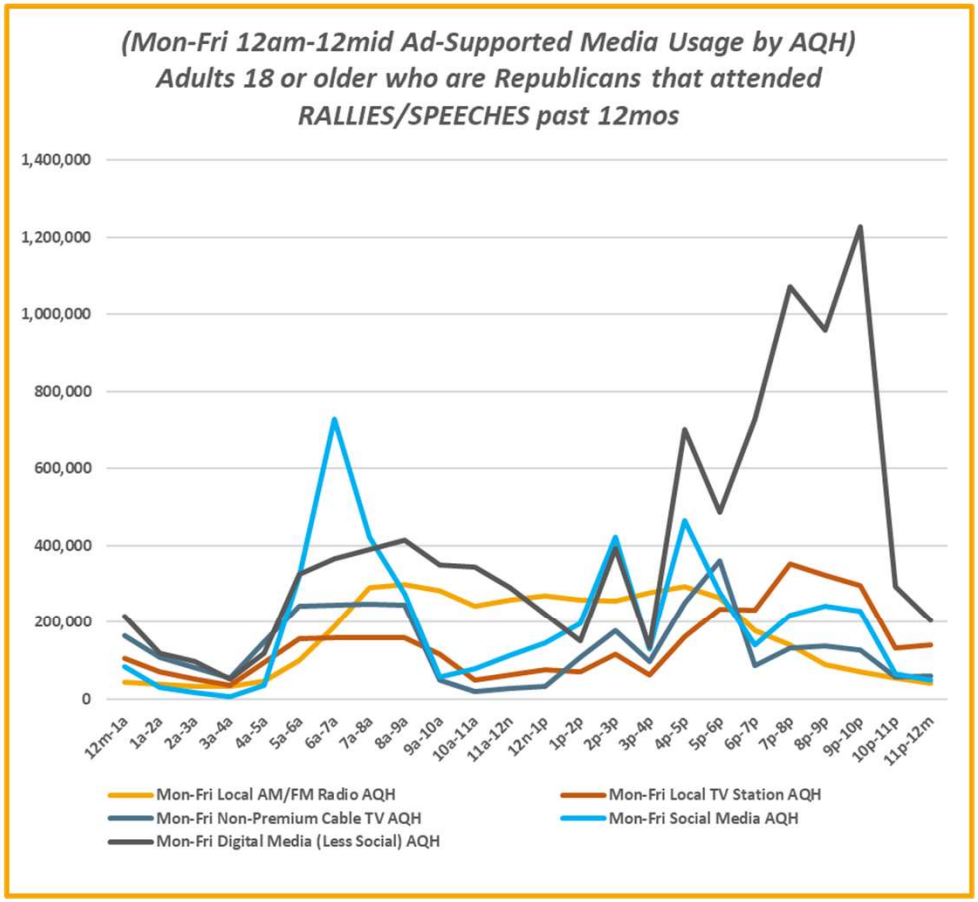
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

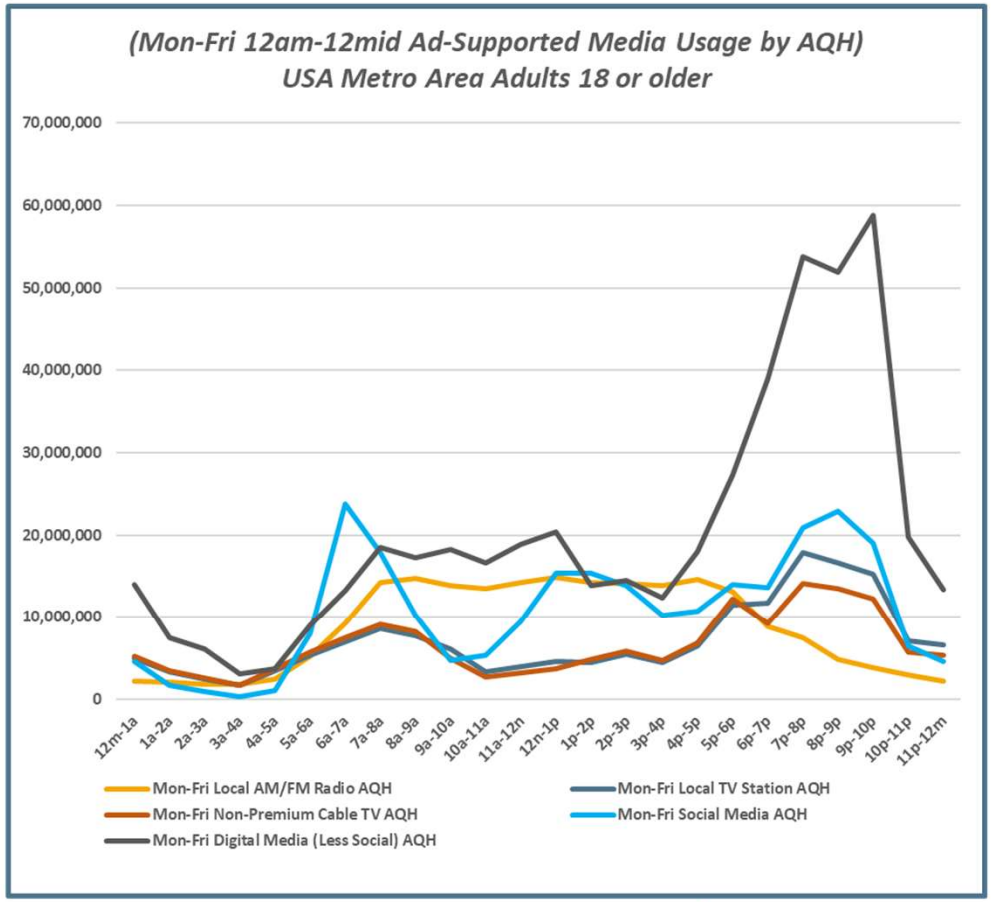
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 382,587; Social Media: 265,990; Local Radio: 258,457; Non-Prem. Cable: 150,481; Local TV: 127,967 reaching Adults 18 or older who are Republicans that attended RALLIES/SP





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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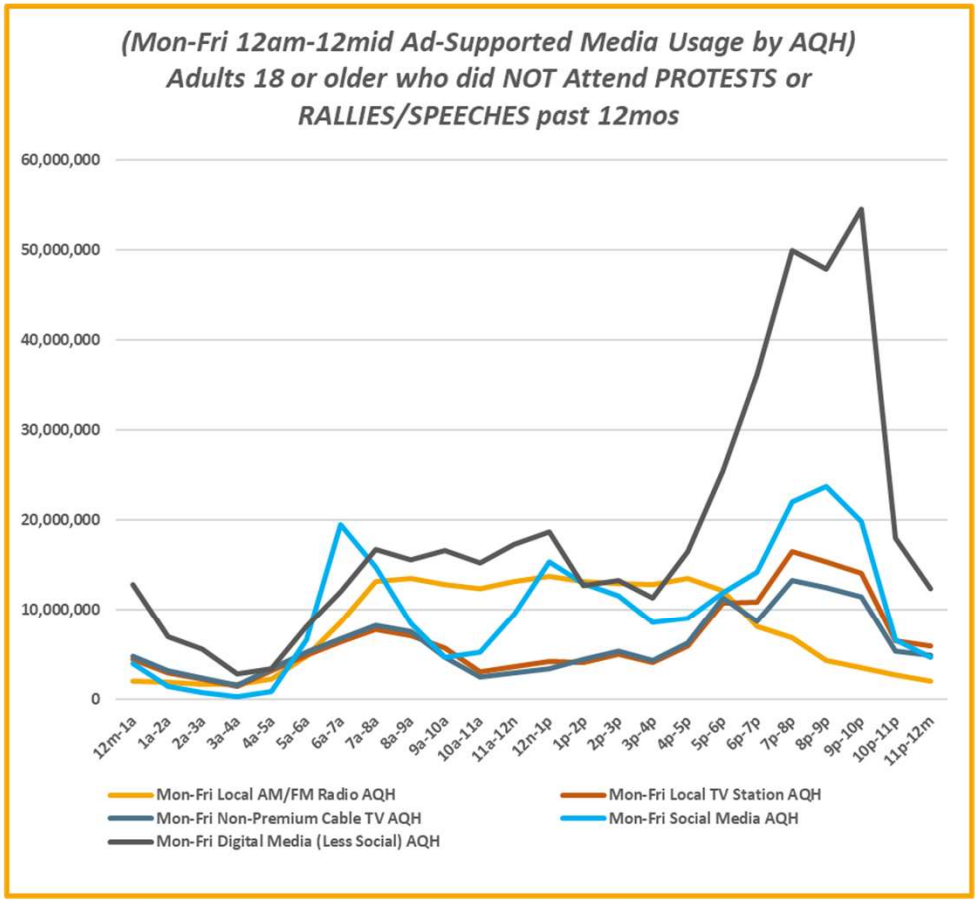
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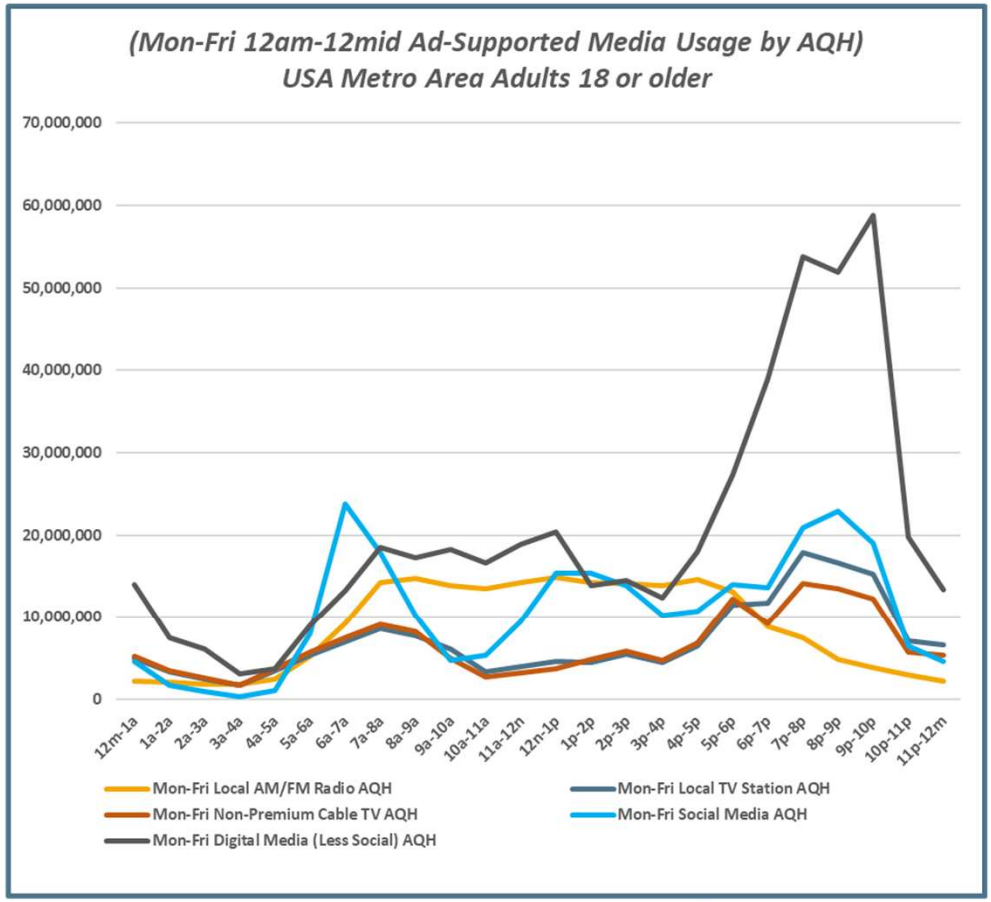
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,483,434; Local Radio: 12,289,065; Social Media: 11,205,862; Local TV: 6,029,594; Non-Prem. Cable: 5,865,784 reaching Adults 18 or older who did NOT Attend PROTESTS or





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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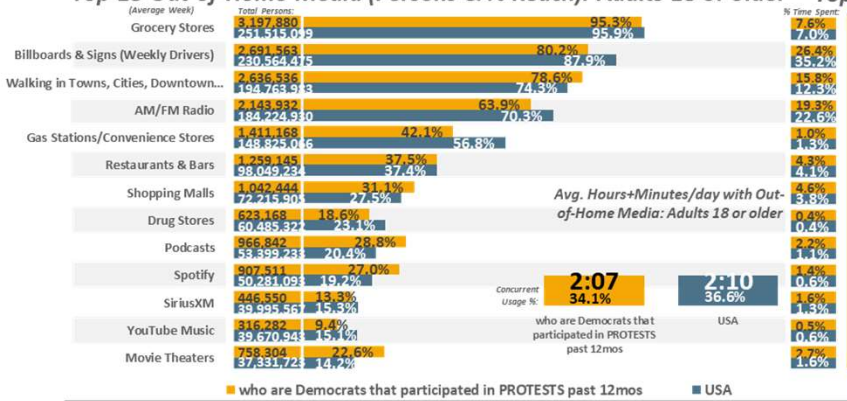
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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]

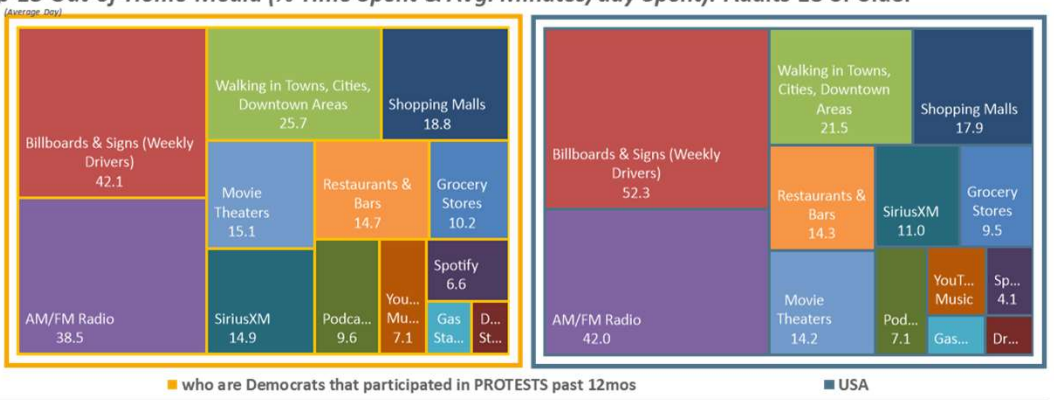


2,691,563 or 80.2% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos spend an average of 42.1 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 34.3 minu

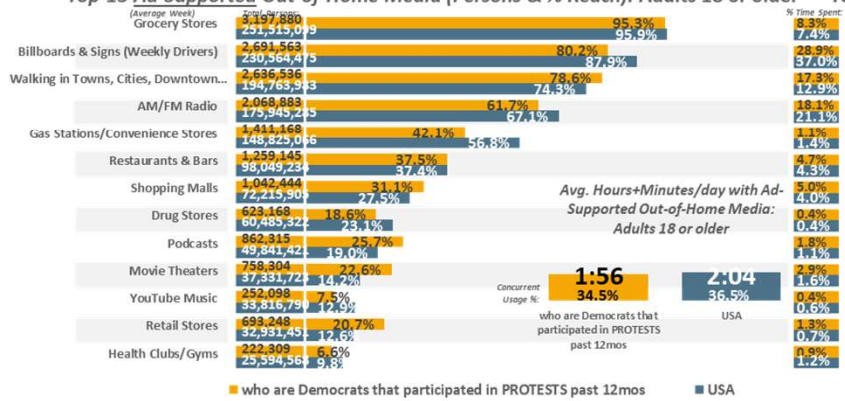
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



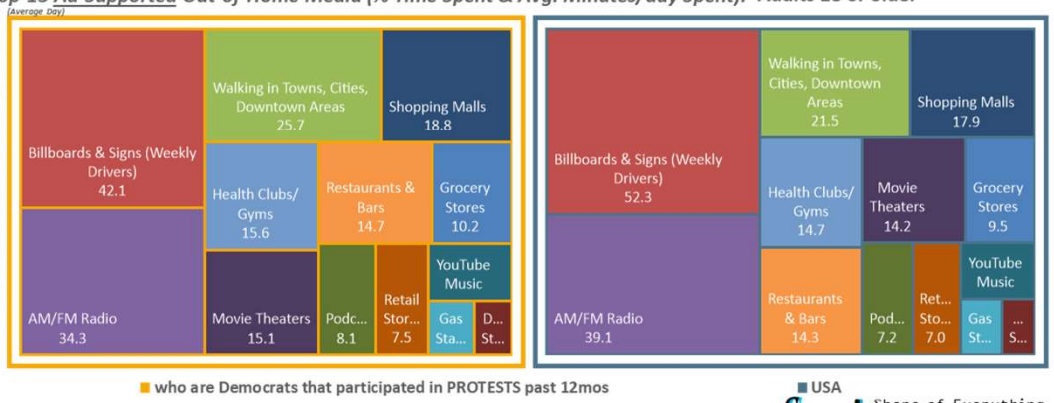
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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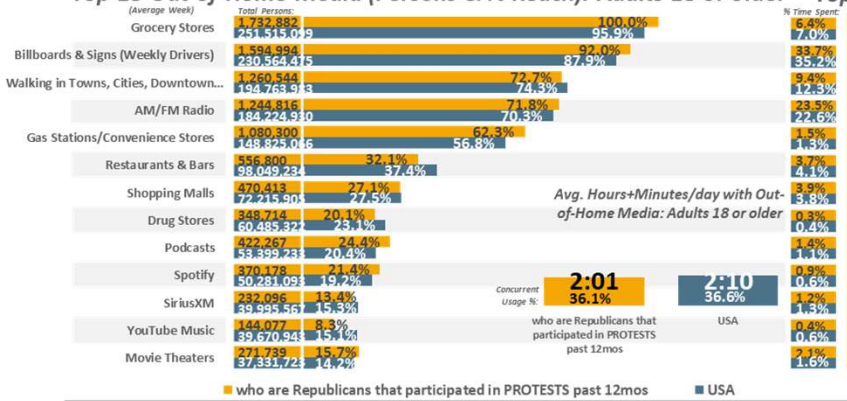
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]

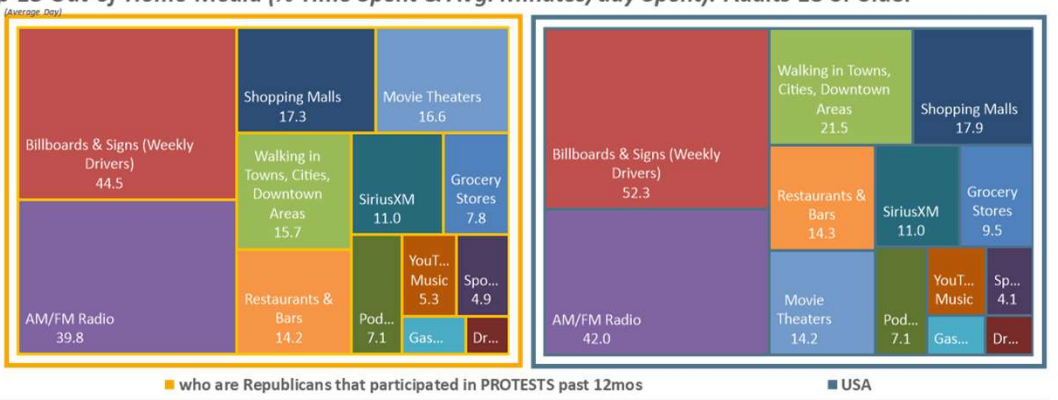


1,594,994 or 92.% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos spend an average of 44.5 minutes per day driving, seeing Billboards and Signs. 68.% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minu

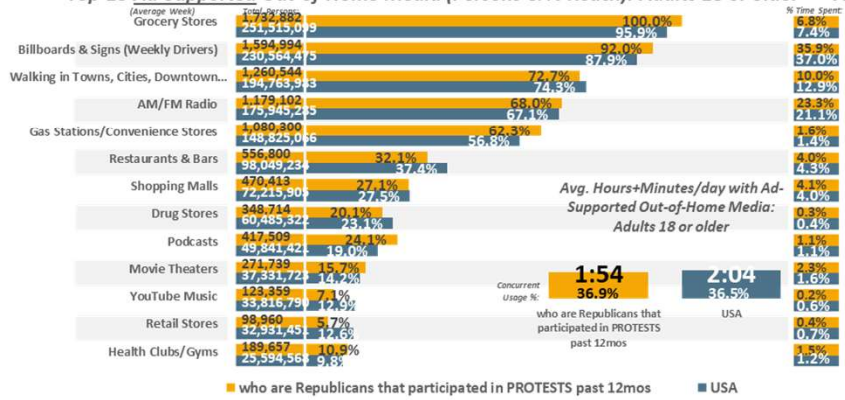
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



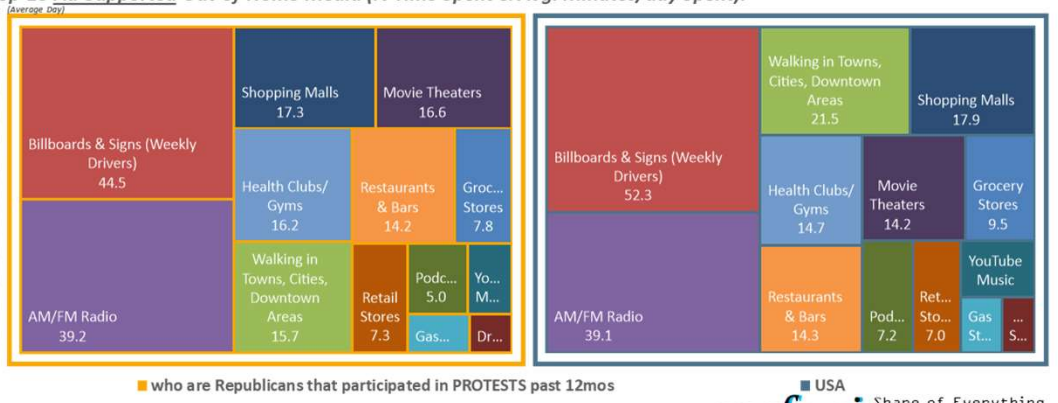
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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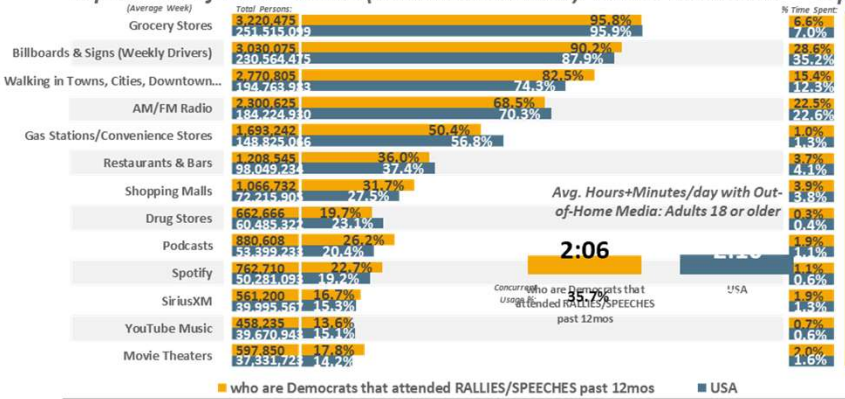
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]

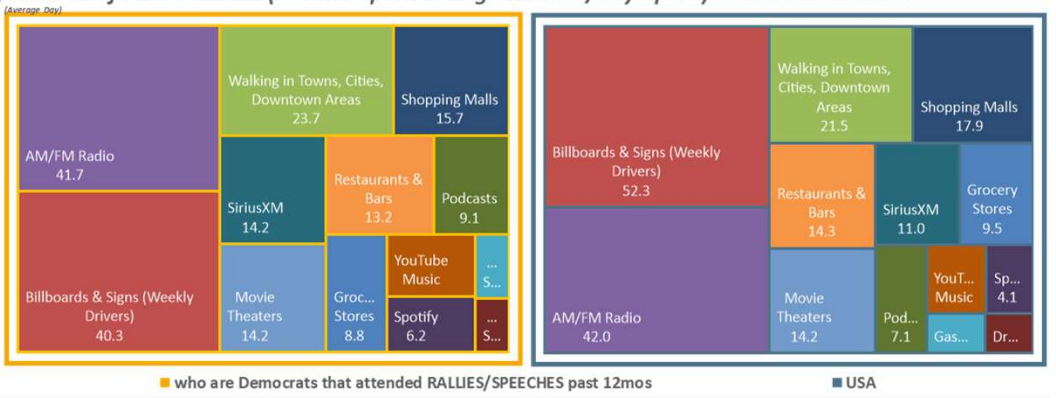


3,030,075 or 90.2% of Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos spend an average of 40.3 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 35.9 min

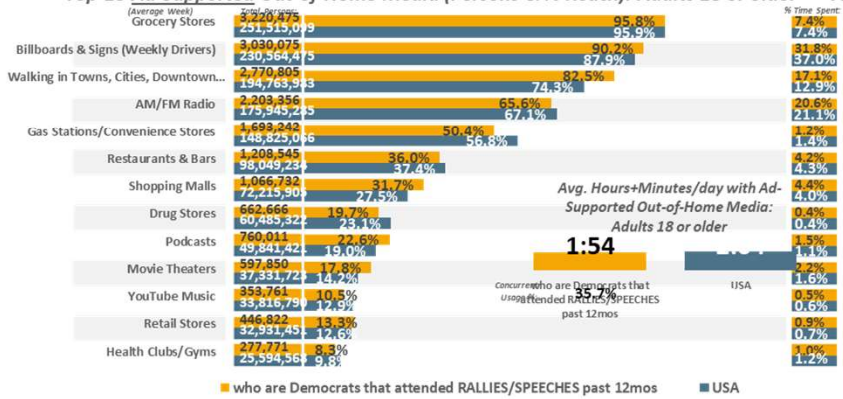
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



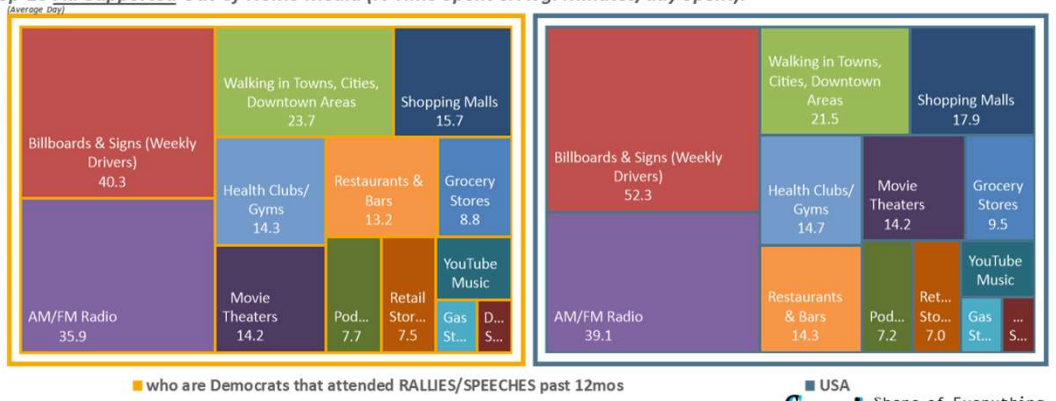
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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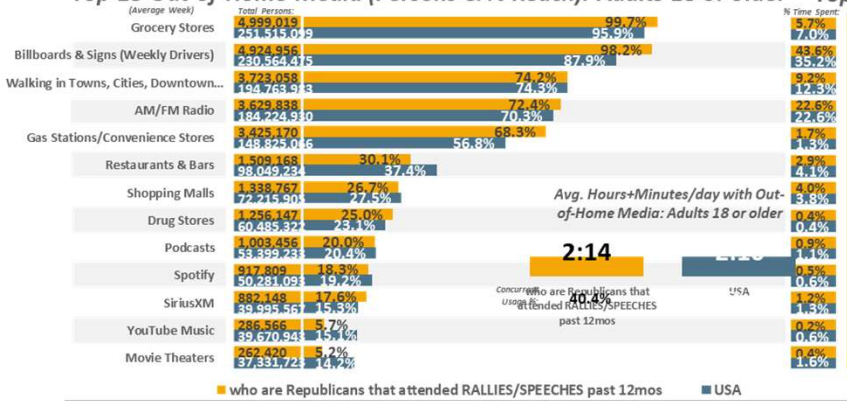
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

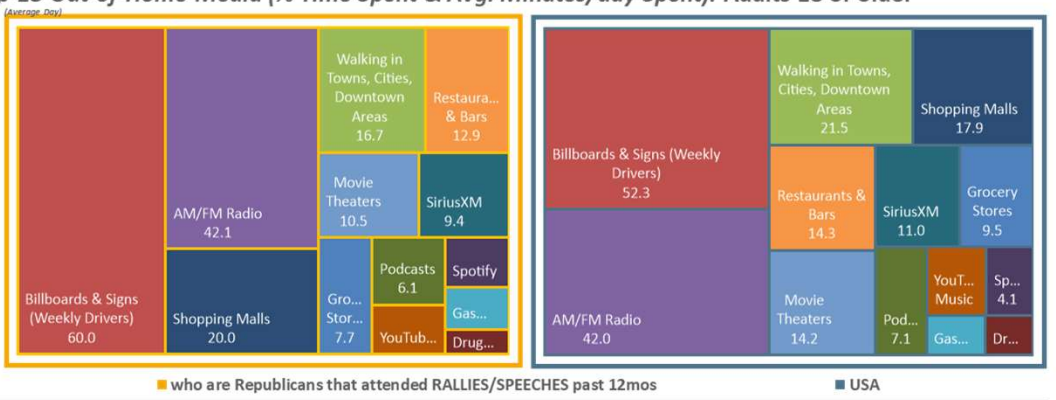


4,924,956 or 98.2% of Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos spend an average of 60. minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 40.5 mi

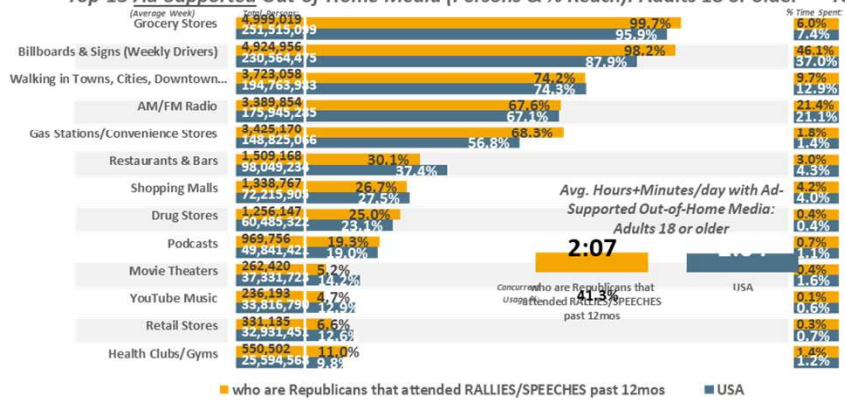
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



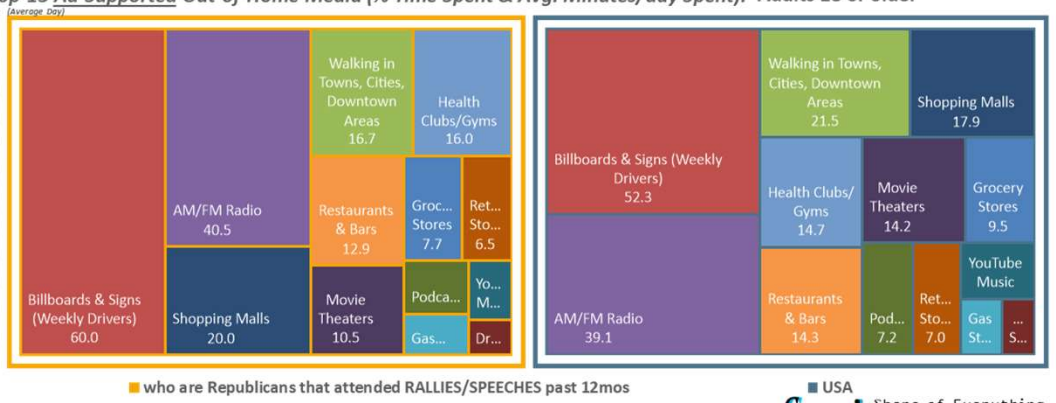
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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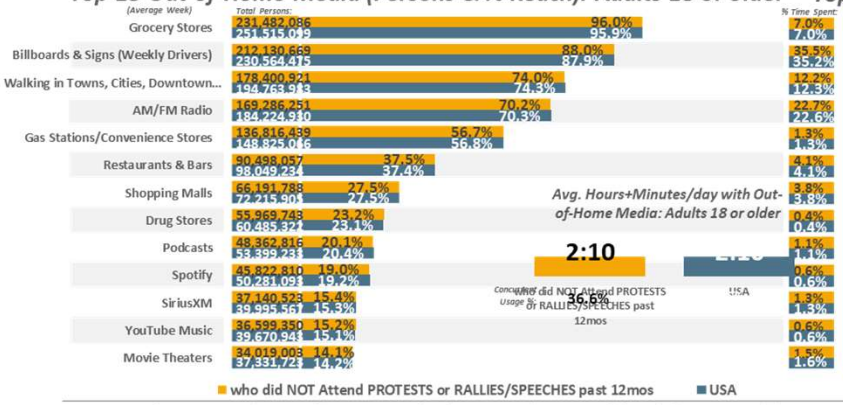
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

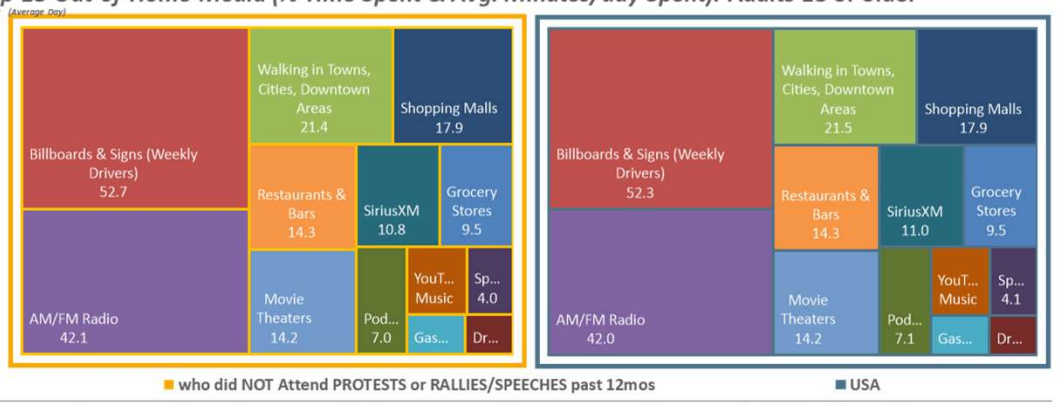


212,130,669 or 88.% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 39.2 min

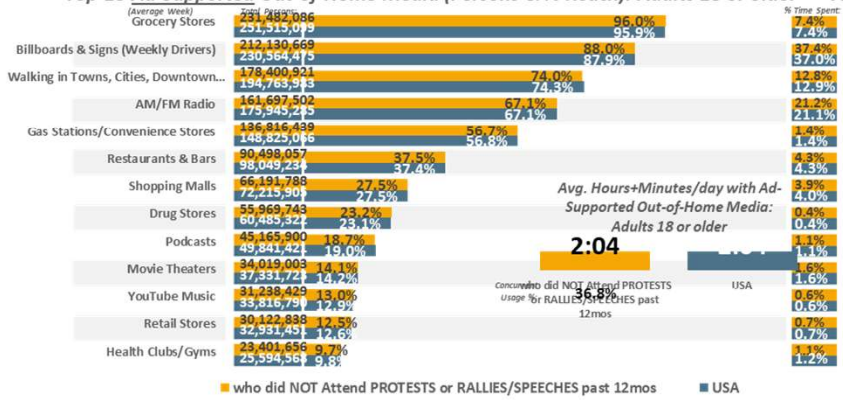
Top-13 Out-of-Home Media (Persons & % Reach): **Adults 18 or older**



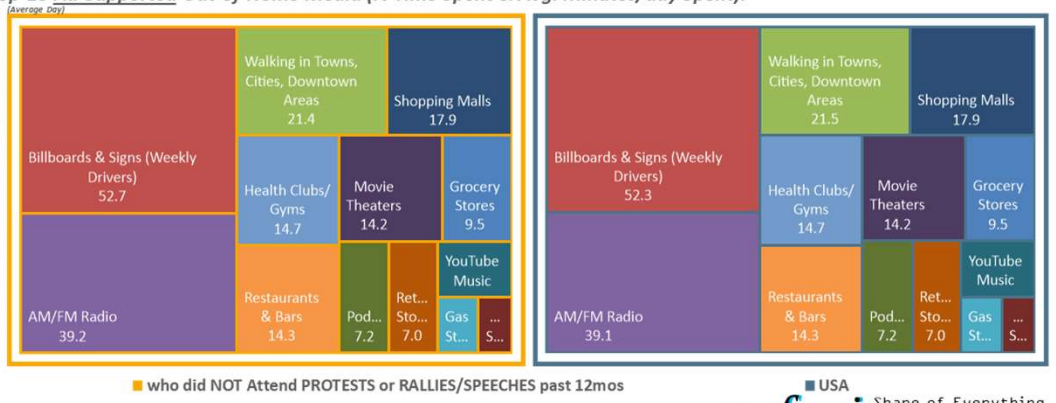
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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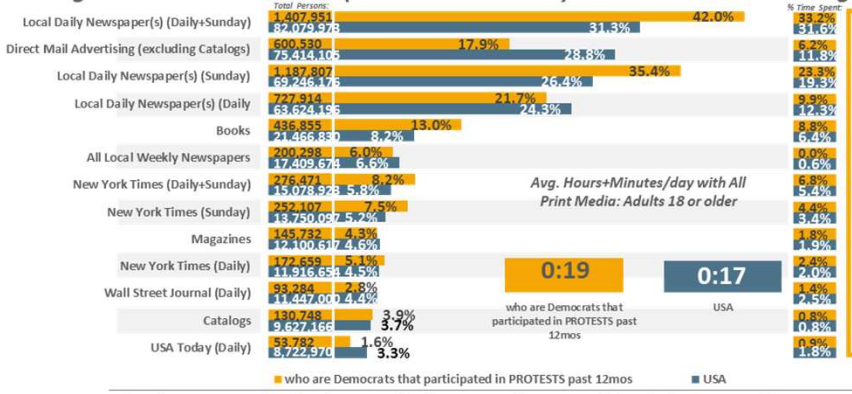
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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]



1,407,951 or 42.% of Adults 18 or older who are Democrats that participated in PROTESTS past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 36.4% of all time spent daily with All forms of Print Med

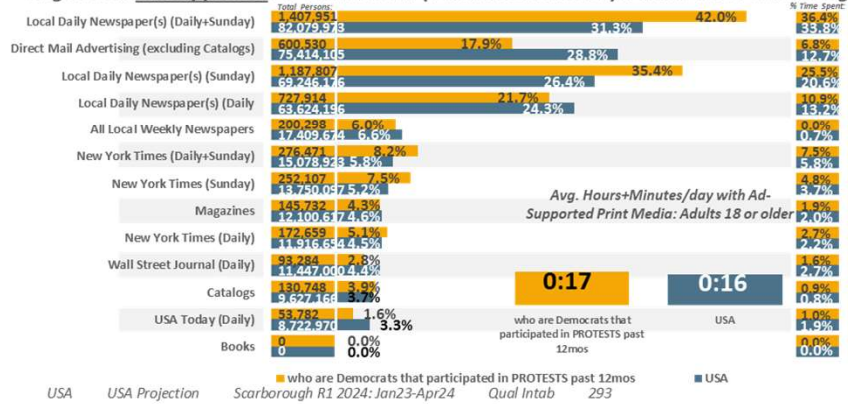
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 293

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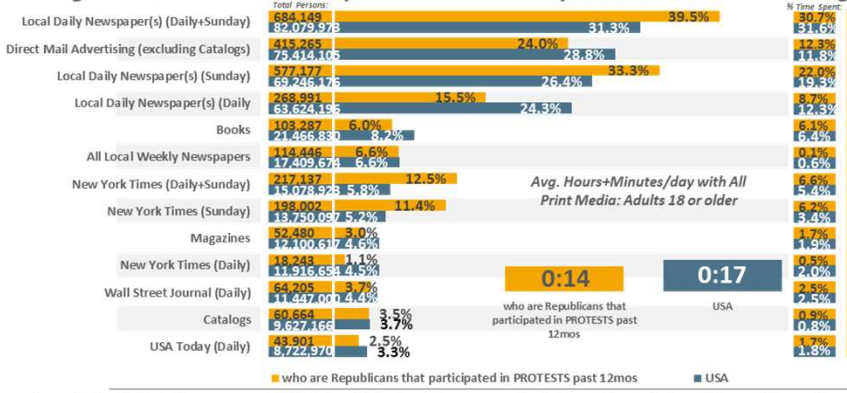
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Democrat))]

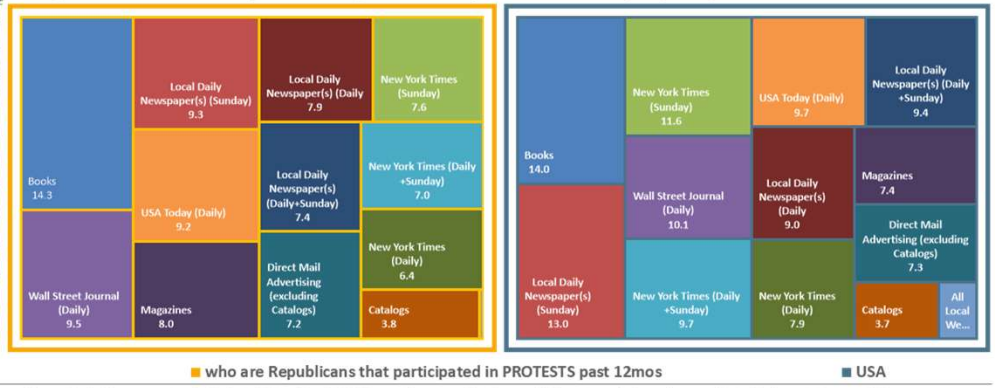


684,149 or 39.5% of Adults 18 or older who are Republicans that participated in PROTESTS past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 32.7% of all time spent daily with All forms of Print Me

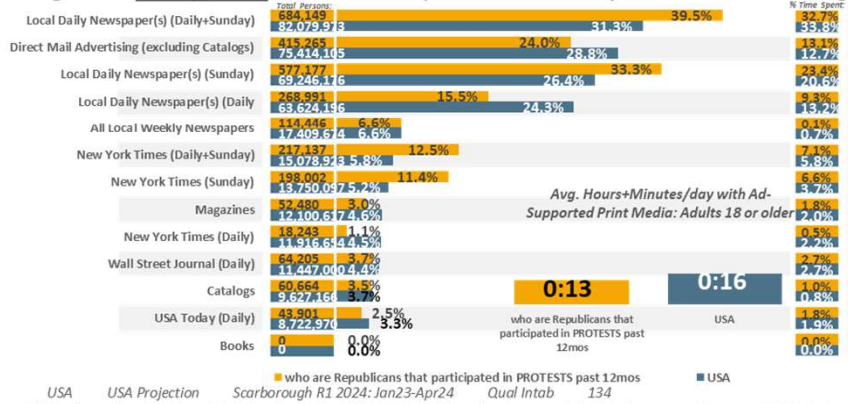
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



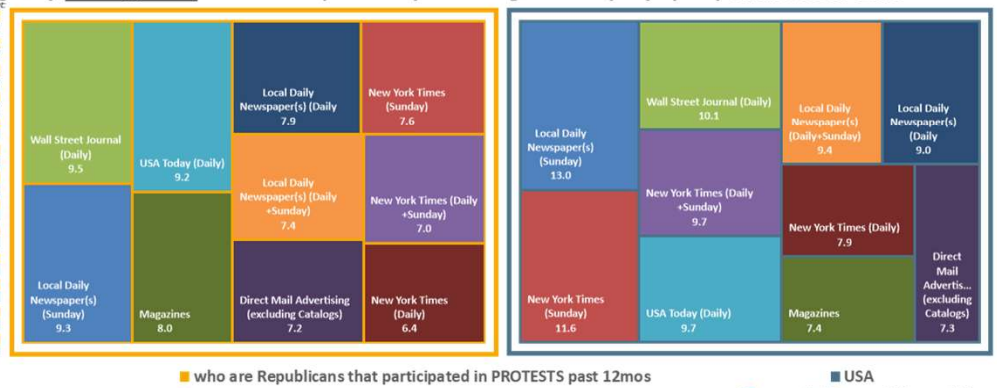
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 134

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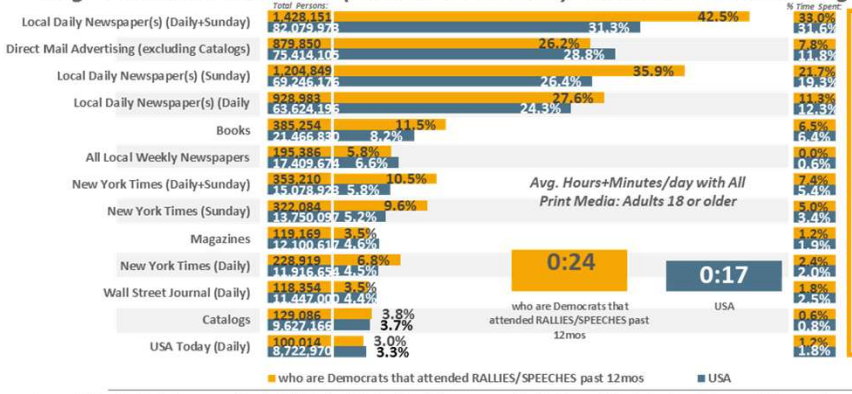
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[(Political related activities done past 12 months: Participated in an organized protest AND (Political party affiliation: Republican))]

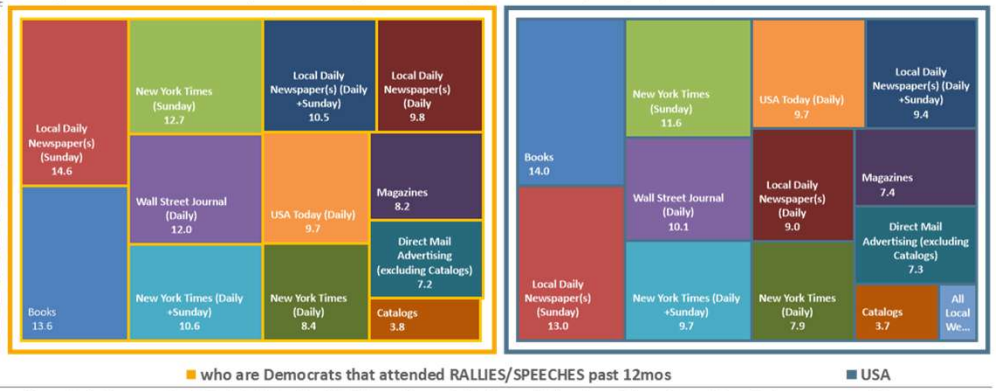


1,428,151 or 42.5% of Adults 18 or older who are Democrats that attended RALLIES/SPEECHES past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 35.3% of all time spent daily with All forms of Print

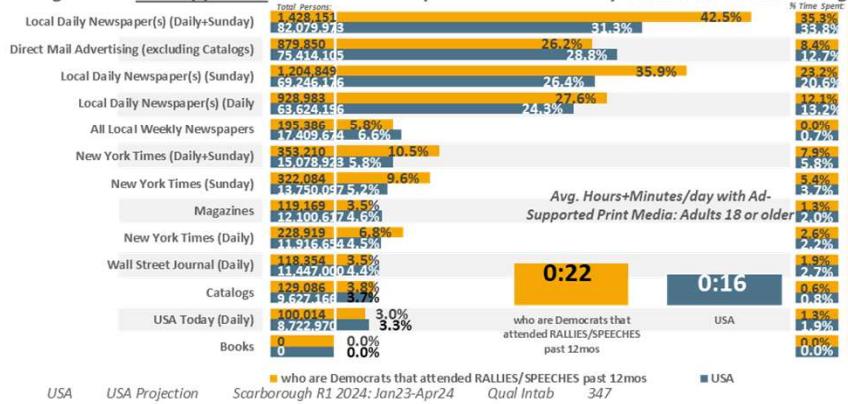
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



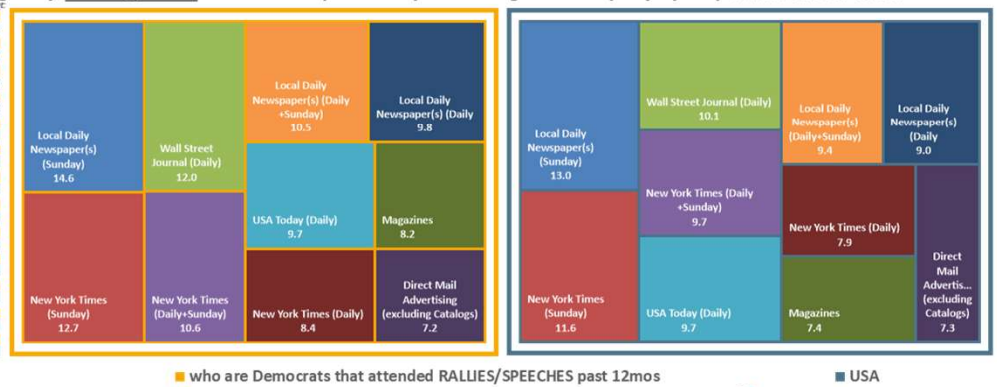
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 347

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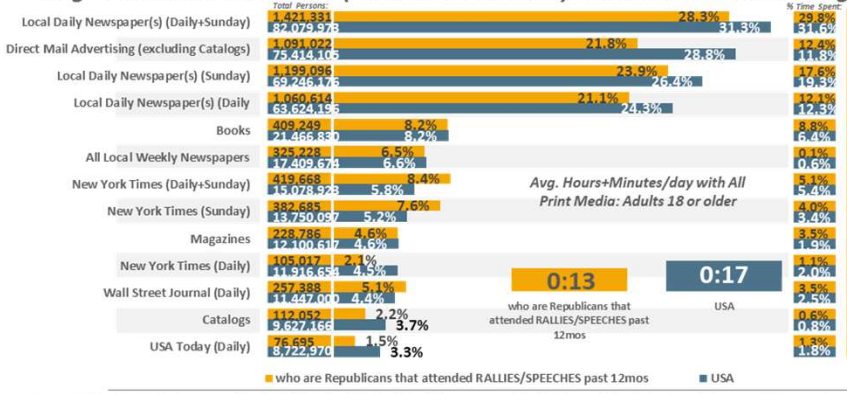
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Democrat)]

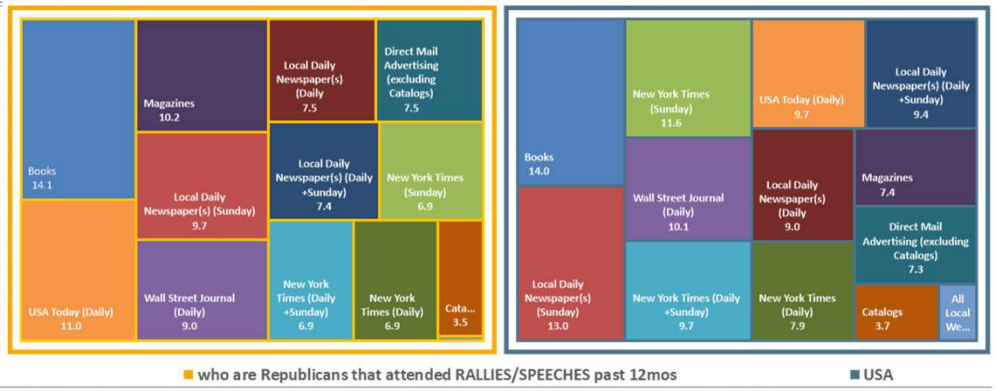


1,421,331 or 28.3% of Adults 18 or older who are Republicans that attended RALLIES/SPEECHES past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 32.6% of all time spent daily with All forms of Print

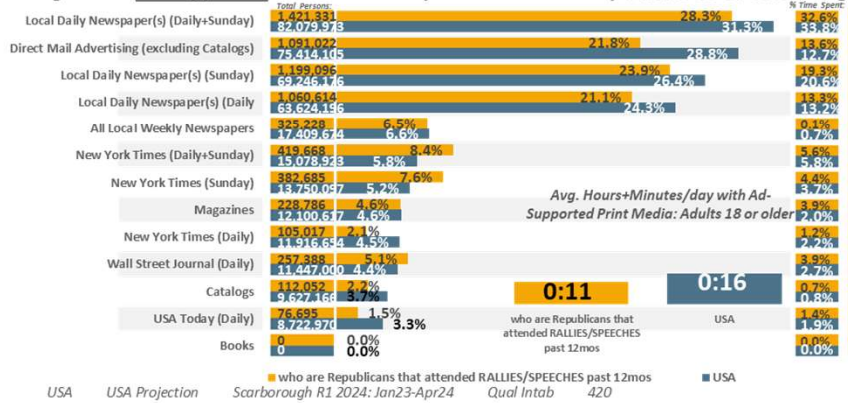
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



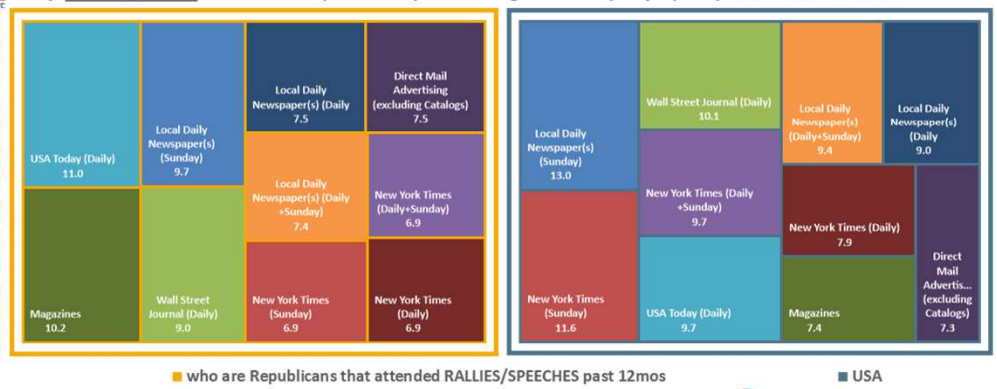
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 420

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

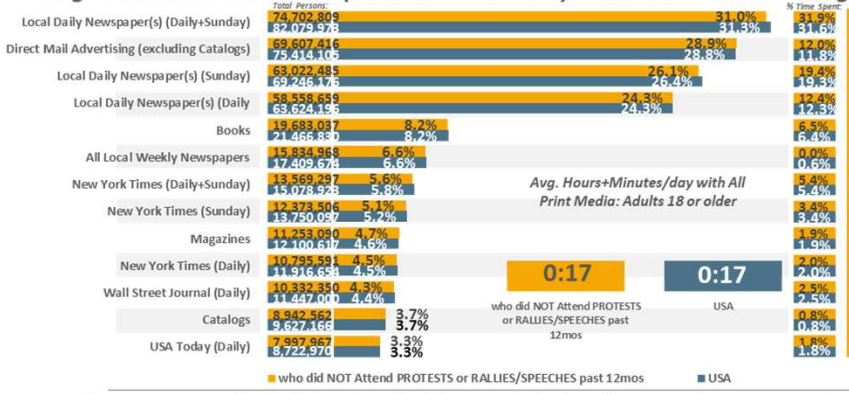
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[(Political related activities done past 12 months: Attended a political rally or speech AND Political party affiliation: Republican)]

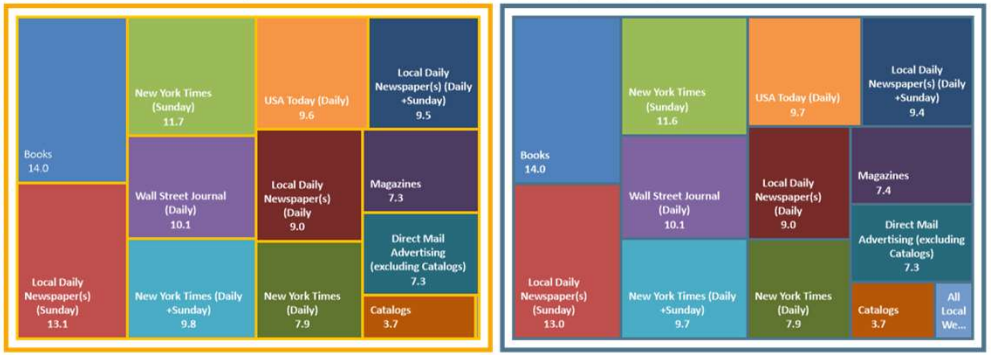


74,702,809 or 31.% of Adults 18 or older who did NOT Attend PROTESTS or RALLIES/SPEECHES past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 34.1% of all time spent daily with All forms of Print Me

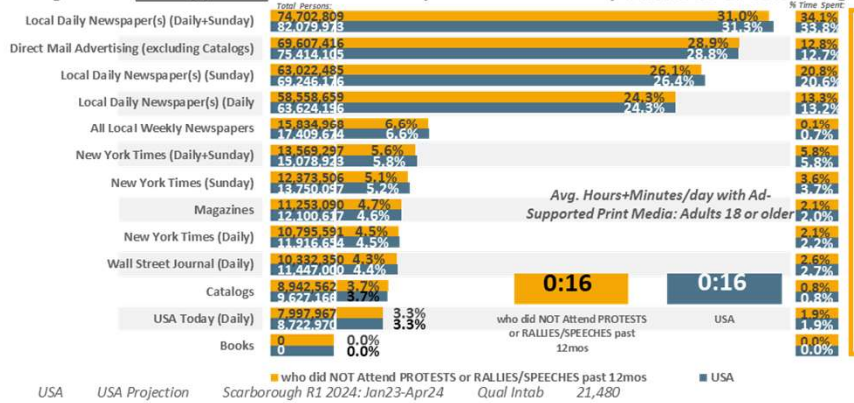
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



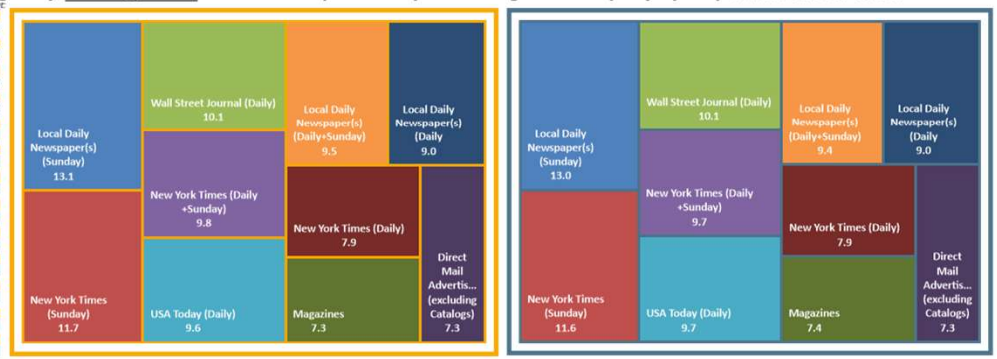
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 21,480

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[(NOT Political related activities done past 12 months: Participated in an organized protest AND NOT Political related activities done past 12 months: Attended a political rally or speech)]