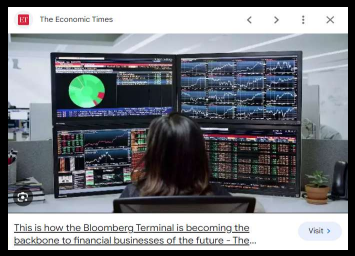
USA–5 Demos of the CHICAGO, IL DMA vs. the USA...

Brand New Data as of JULY 31, 2025!

Complete Demographic & Media Use Profiles









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

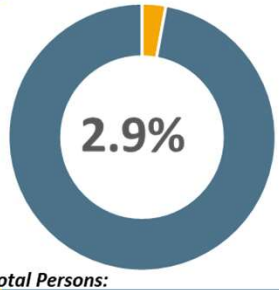
HUBBARD BROADCASTING INC. HB INC.



P18+

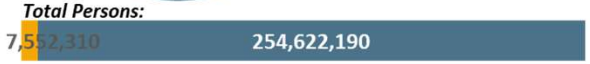
2.9% or 7,552,310 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Typical Adults 18 or older who Live in the CHICAGO, IL, DMA are 48.3 years old (.7% younger than average) and have a $107,489 (13.% higher than average) annual household income.

Percent of Market: Adults 18 or older

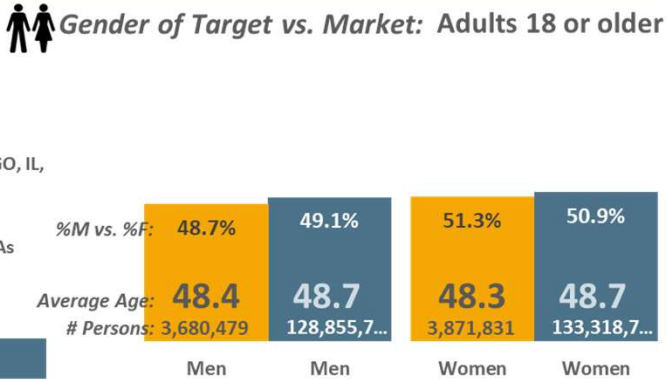


- who Live in the CHICAGO, IL, DMA
- Remainder of USA DMAs

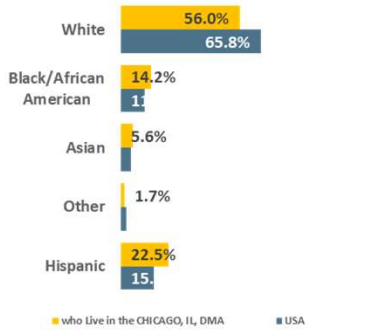
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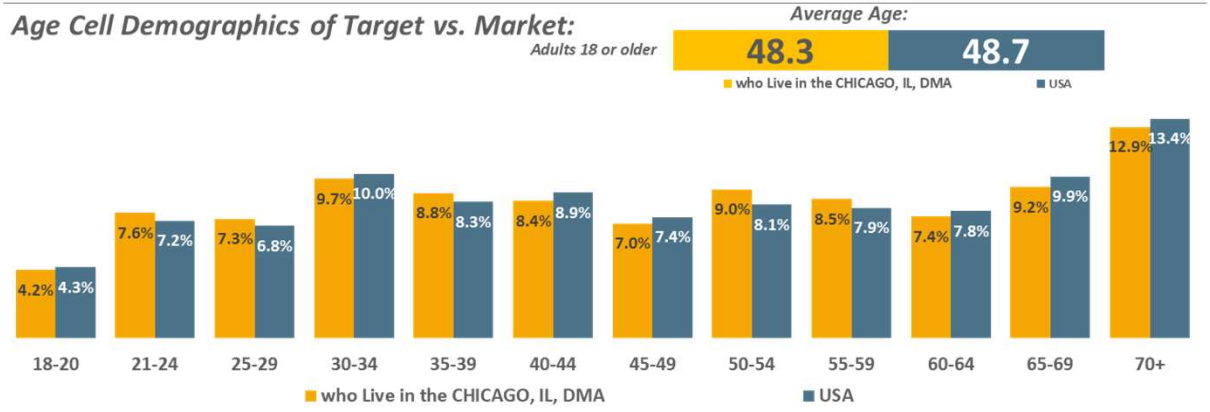
Gender of Target vs. Market: Adults 18 or older



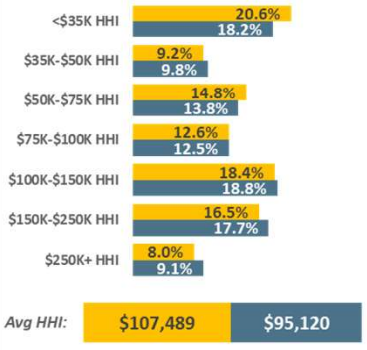
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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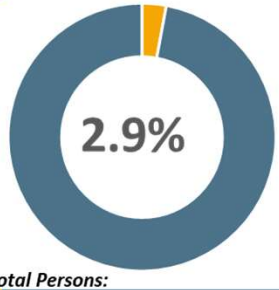
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



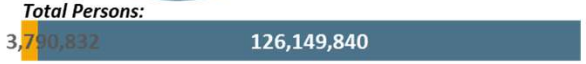
P25-54

2.9% or 3,790,832 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Typical Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 40. years old (.1% older than average) and have a $112,256 (11.6% higher than average) annual household income.

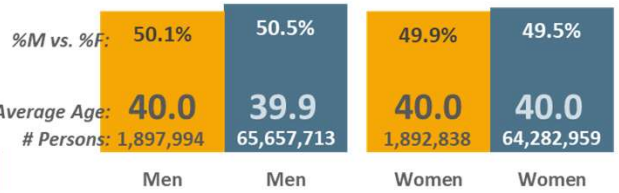
Percent of Market: Adults 25 - 54



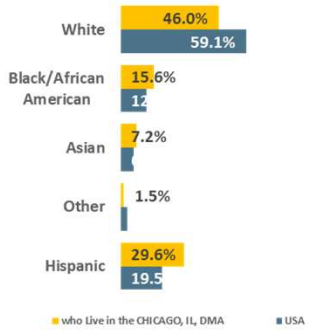
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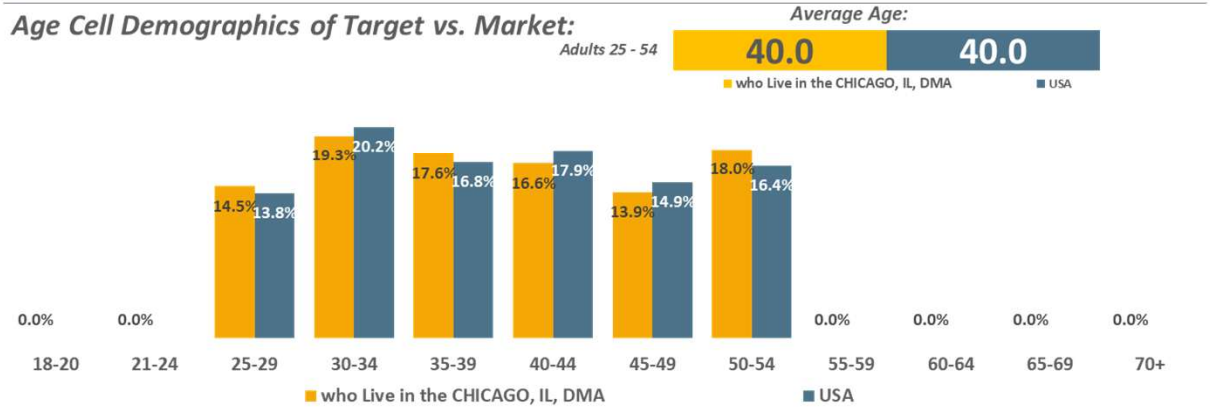
Gender of Target vs. Market: Adults 25 - 54



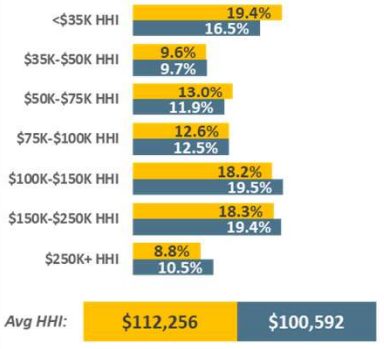
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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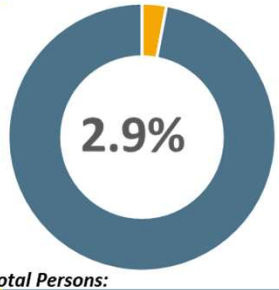
USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445



W25-54

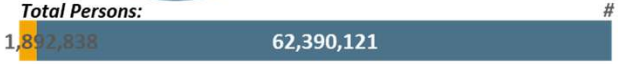
2.9% or 1,892,838 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Typical Women 25 - 54 who Live in the CHICAGO, IL, DMA are 40. years old (.% older than average) and have a $102,192 (11.6% higher than average) annual household income.

Percent of Market: Women 25 - 54

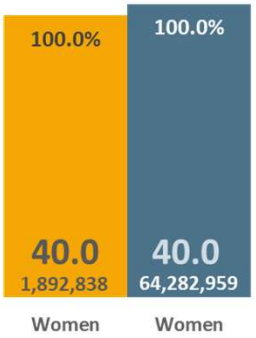


- who Live in the CHICAGO, IL, DMA
- Remainder of USA DMAs

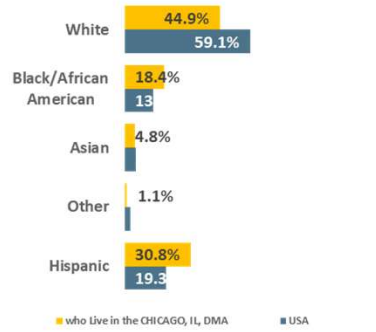
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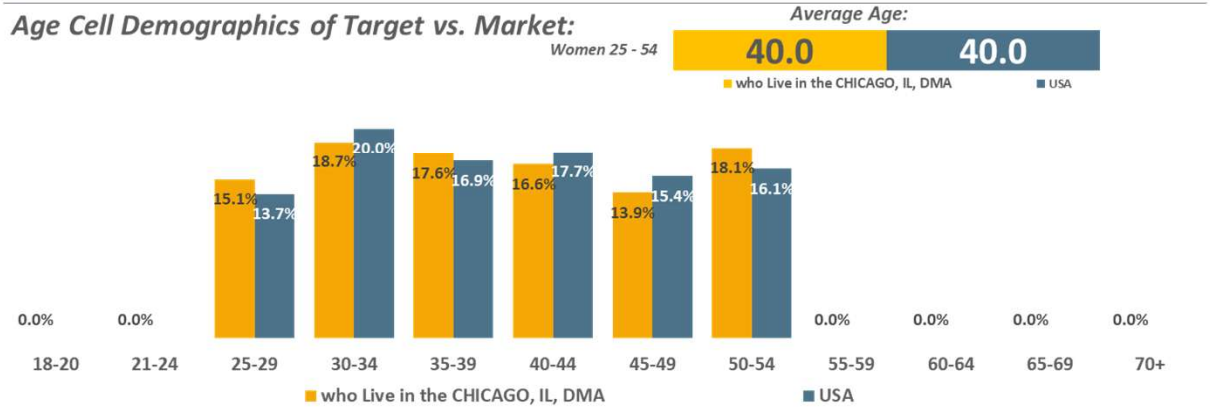
Gender of Target vs. Market: Women 25 - 54



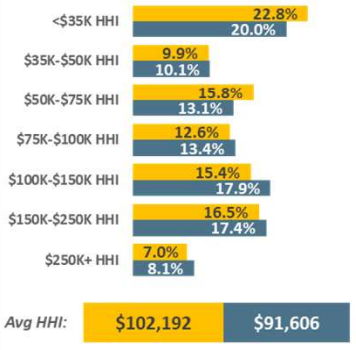
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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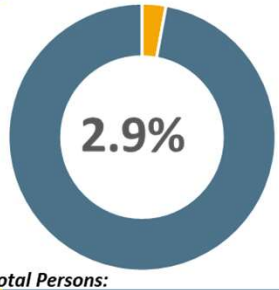
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



M25-54

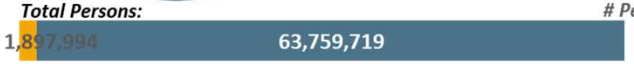
2.9% or 1,897,994 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Typical Men 25 - 54 who Live in the CHICAGO, IL, DMA are 40. years old (.3% older than average) and have a $122,293 (11.8% higher than average) annual household income.

Percent of Market: Men 25 - 54

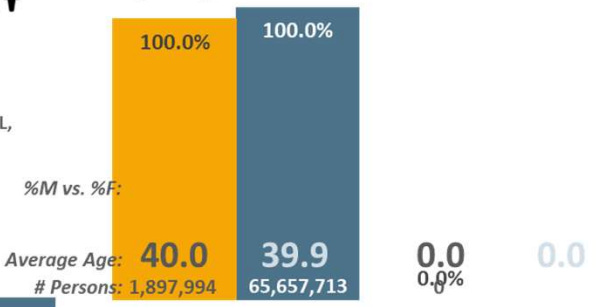


- who Live in the CHICAGO, IL, DMA
- Remainder of USA DMAs

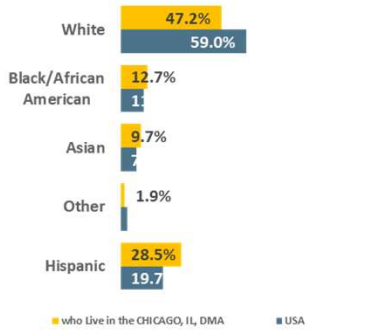
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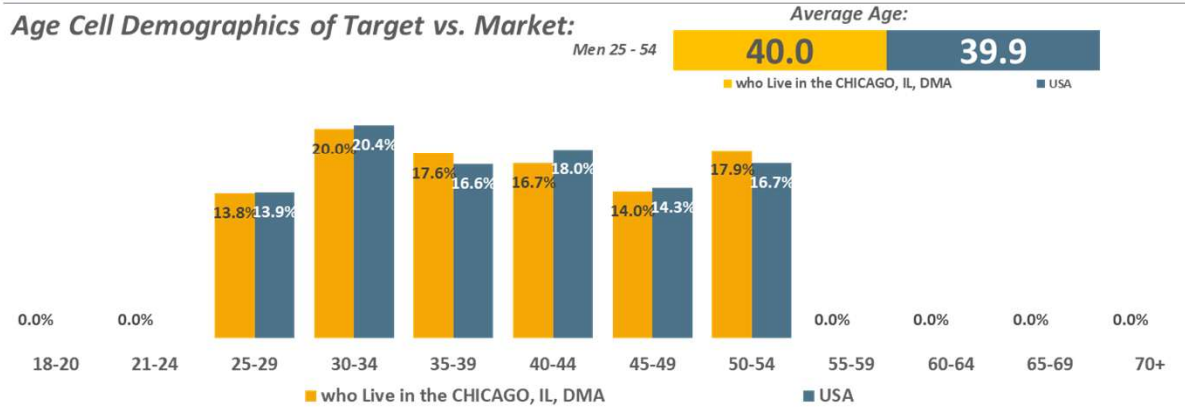
Gender of Target vs. Market: Men 25 - 54



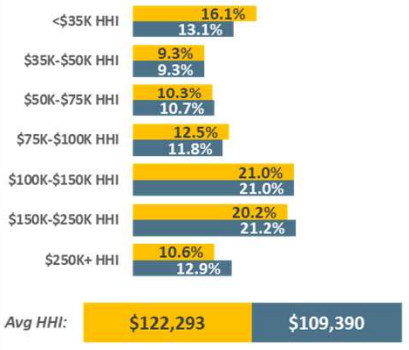
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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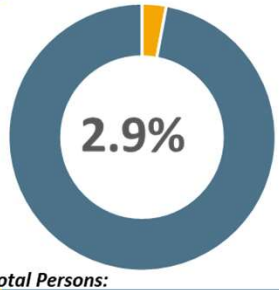
USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445



P35-64

2.9% or 3,708,433 of USA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
Typical Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 49.8 years old (.% older than average) and have a $117,335 (10.4% higher than average) annual household income.

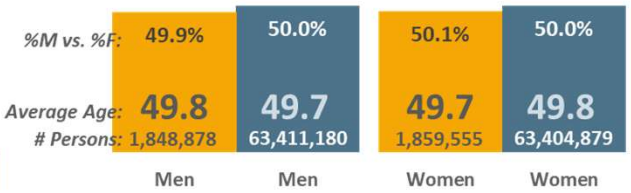
Percent of Market: Adults 35 - 64



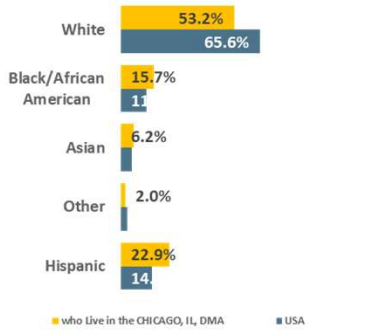
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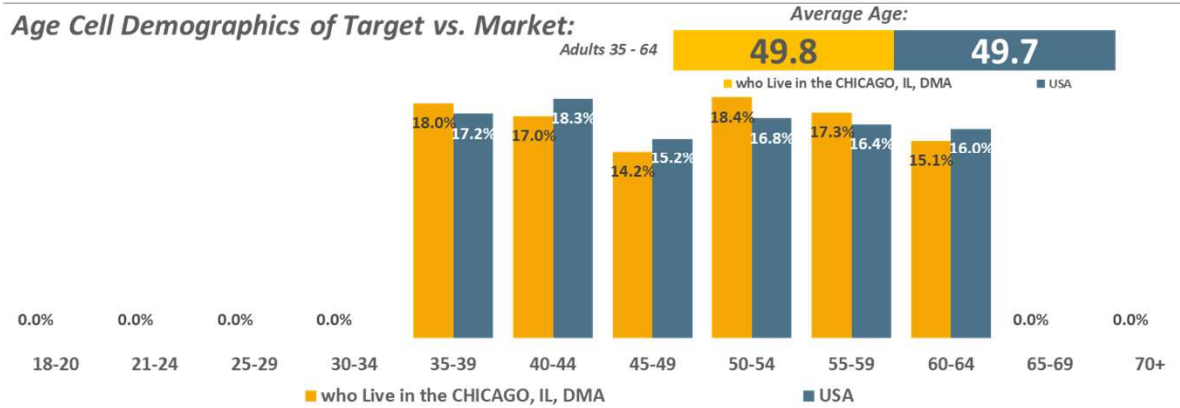
Gender of Target vs. Market: Adults 35 - 64



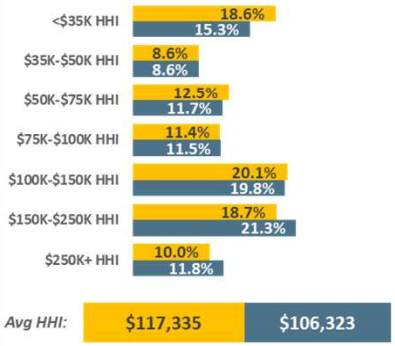
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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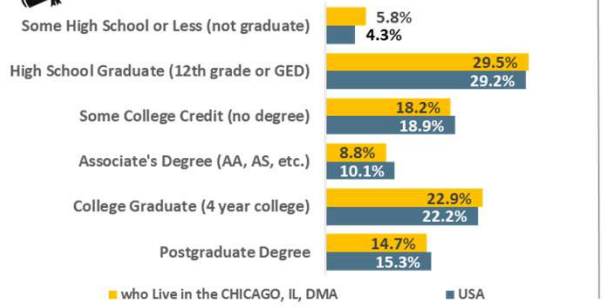
USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445



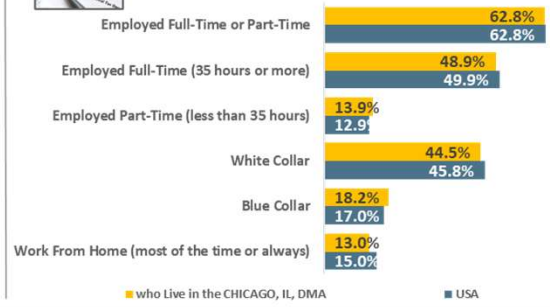
P18+

2.9% or 7,552,310 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are .1% more likely to be a college graduate, 2.1% less likely to work full-time, 2.7% less likely to be married, 2.1% more likely to be a parent of 1 or more children under 18.

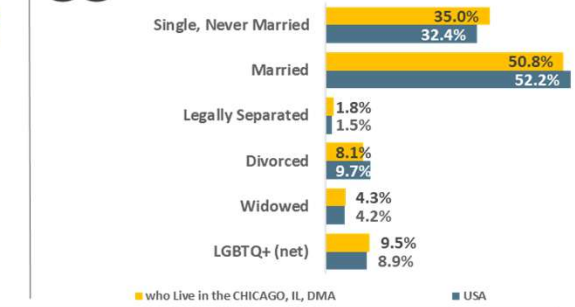
Education Levels: Adults 18 or older



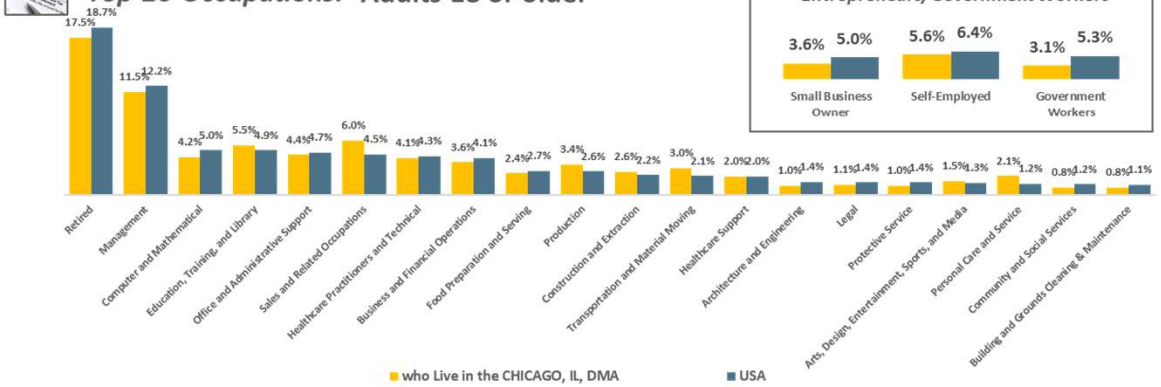
Employment: Adults 18 or older



Marital Status: Adults 18 or older

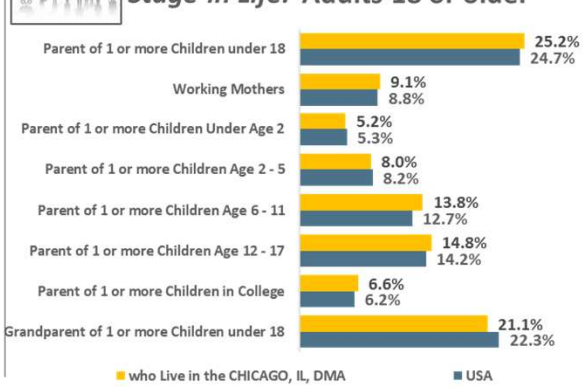


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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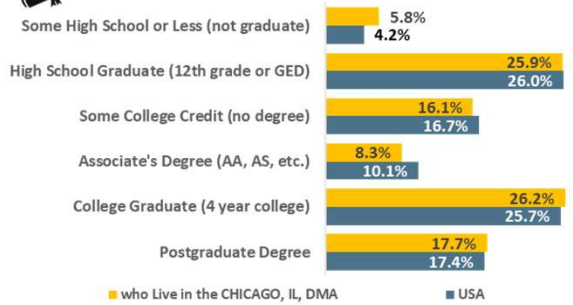
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



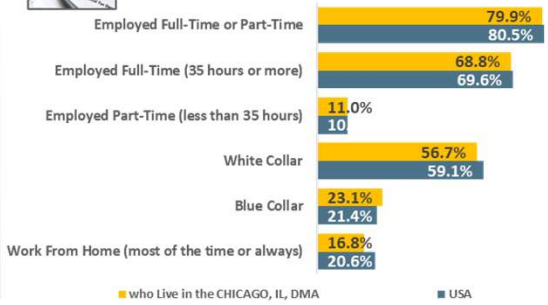
P25-54

2.9% or 3,790,832 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 2.% more likely to be a college graduate, 1.% less likely to work full-time, 4.% less likely to be married, .1% less likely to be a parent of 1 or more children under 18.

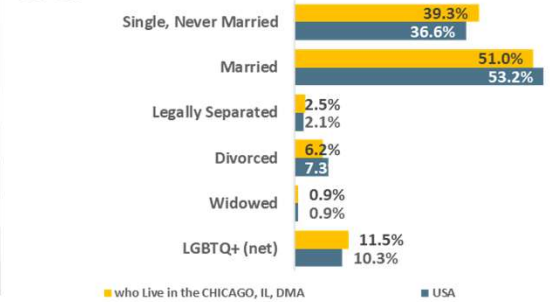
Education Levels: Adults 25 - 54



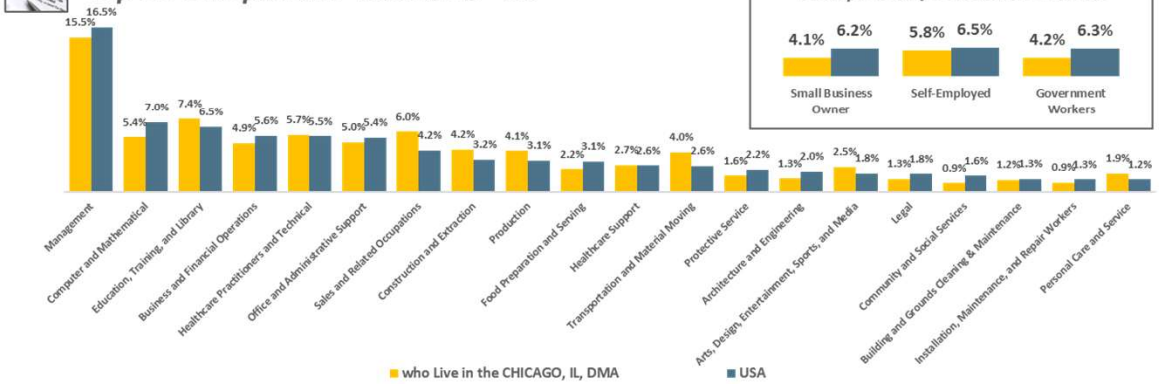
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

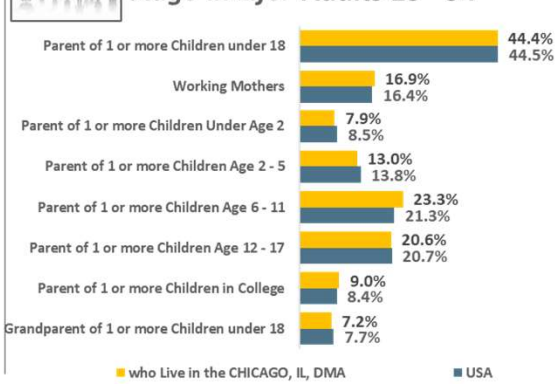


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Adults 25 - 54



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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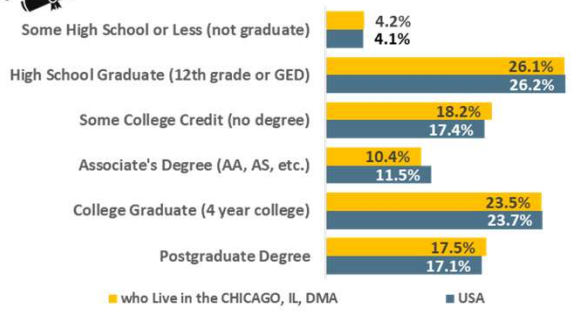
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



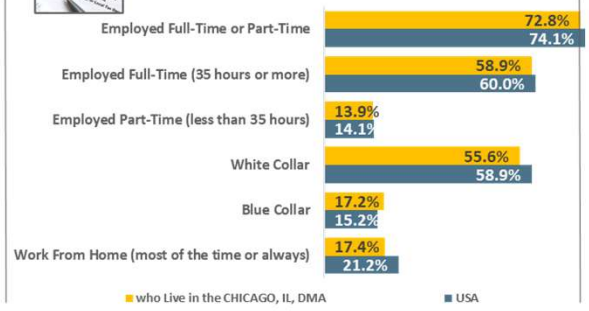
W25-54

2.9% or 1,892,838 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Women 25 - 54 who Live in the CHICAGO, IL, DMA are .7% more likely to be a college graduate, 1.7% less likely to work full-time, 4.9% less likely to be married, 1.2% less likely to be a grandparent of 1 or more children under 18.

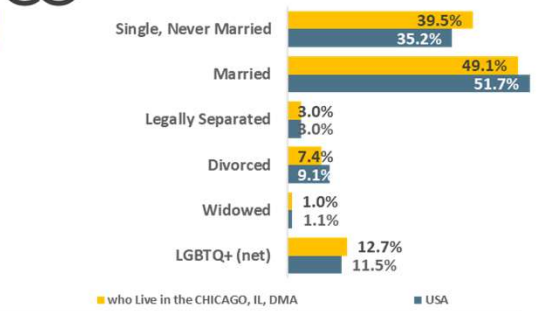
Education Levels: Women 25 - 54



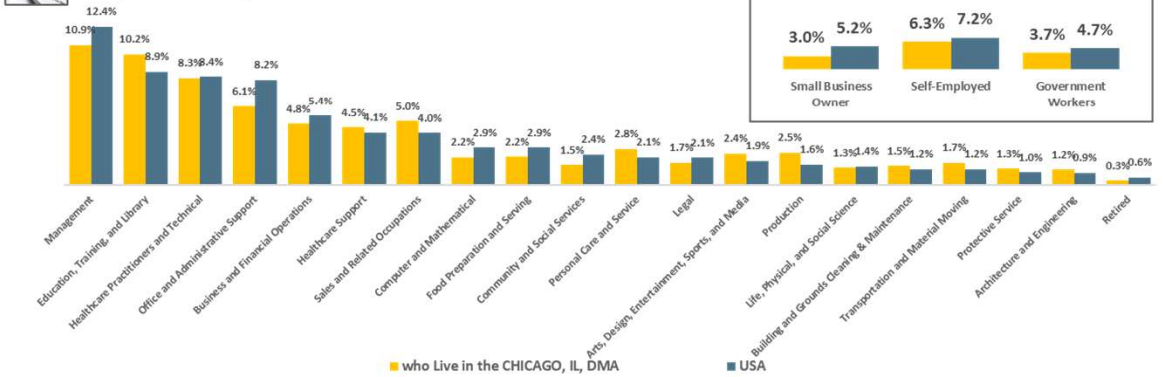
Employment: Women 25 - 54



Marital Status: Women 25 - 54

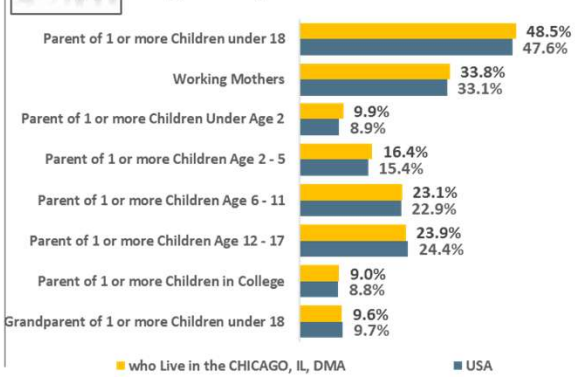


Top-20 Occupations: Women 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Women 25 - 54



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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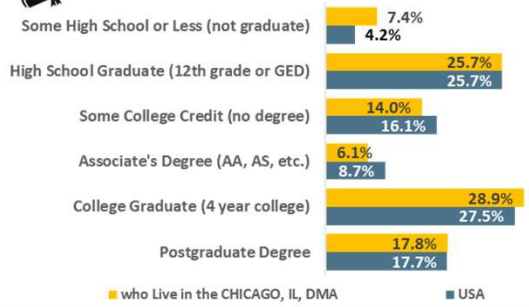
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



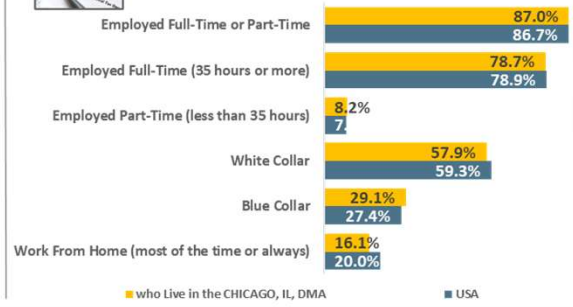
M25-54

2.9% or 1,897,994 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 3.1% more likely to be a college graduate, .3% less likely to work full-time, 3.2% less likely to be married, 2.3% less likely to be a parent of 1 or more children under 18.

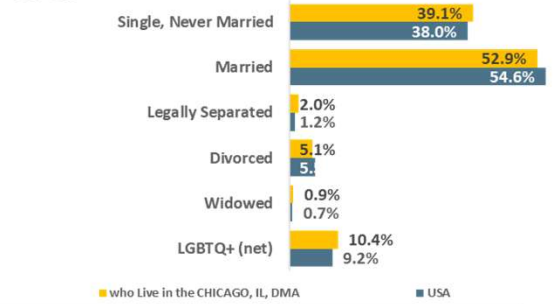
Education Levels: Men 25 - 54



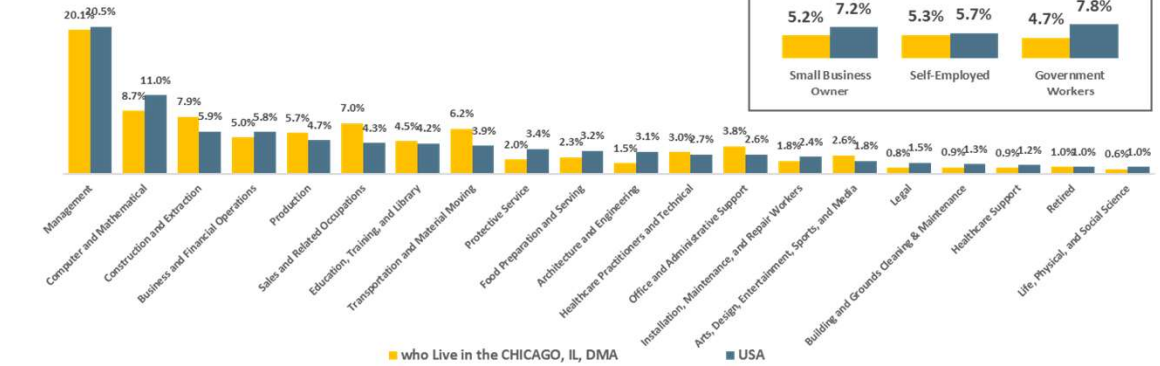
Employment: Men 25 - 54



Marital Status: Men 25 - 54

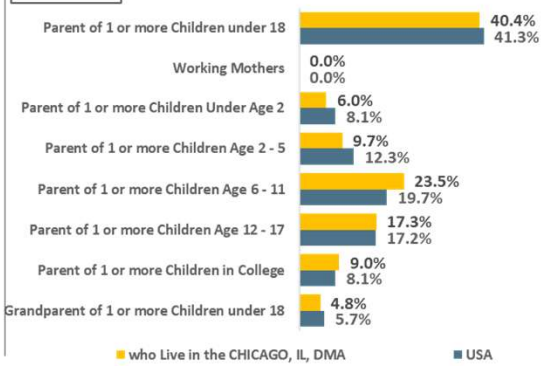


Top-20 Occupations: Men 25 - 54



Entrepreneurs/Government Workers

Stage in Life: Men 25 - 54



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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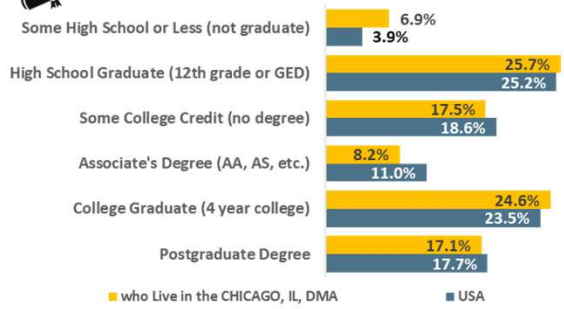
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



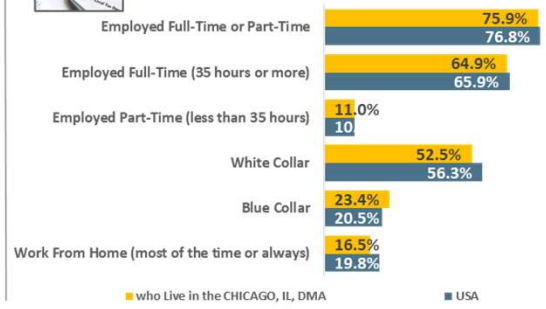
P35-64

2.9% or 3,708,433 of USA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 1.2% more likely to be a college graduate, 1.6% less likely to work full-time, 1.3% less likely to be married, 13.3% less likely to be a grandparent of 1 or more children under 18.

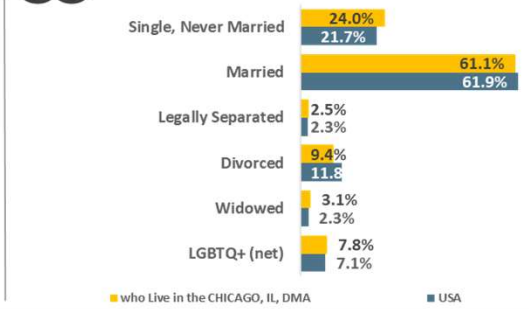
Education Levels: Adults 35 - 64



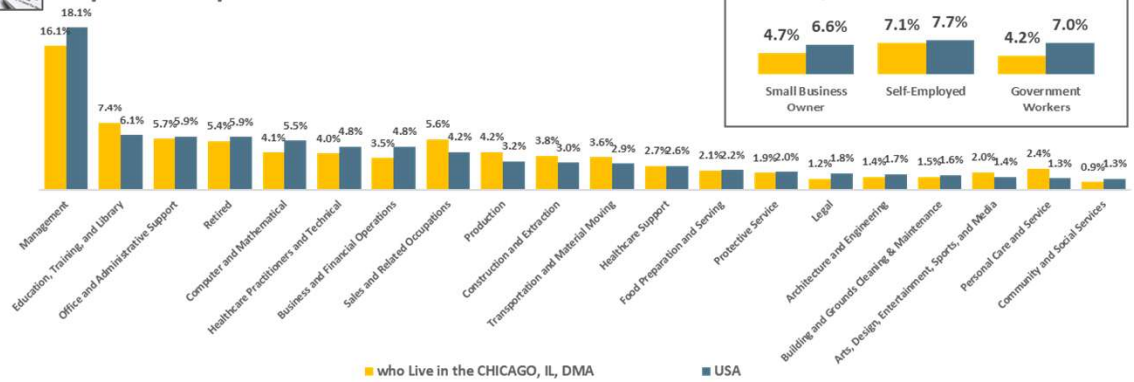
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

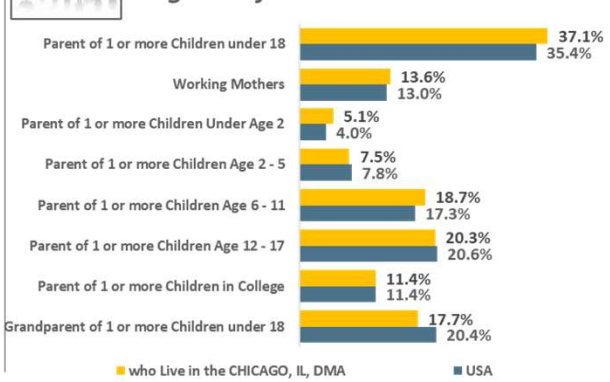


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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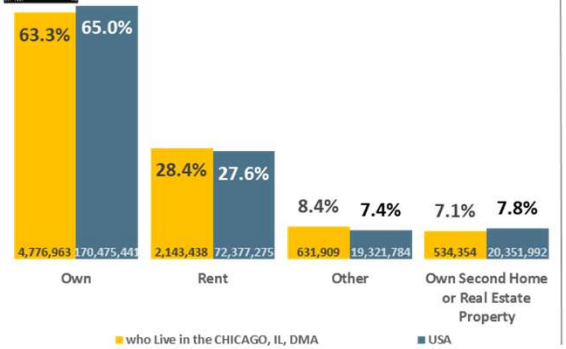
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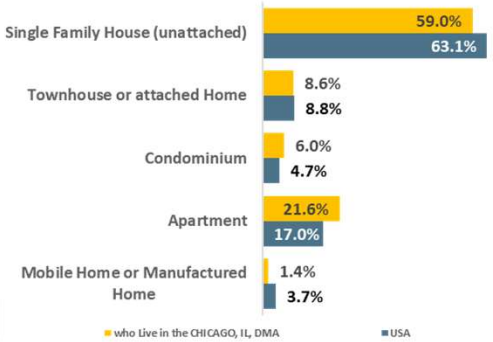
P18+

2.9% or 7,552,310 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 2.7% less likely to own their home, 7.3% more likely to own a lower valued home, 6.5% less likely to have a single-family home, 12.9% less likely to have a dog.

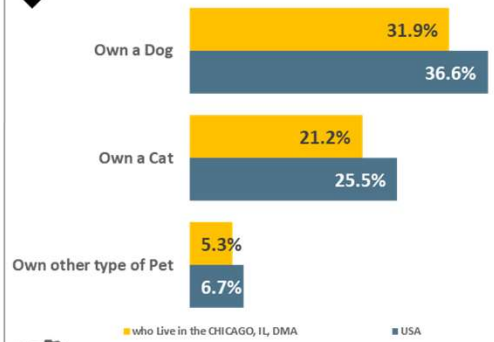
Own/Rent/Other: Adults 18 or older



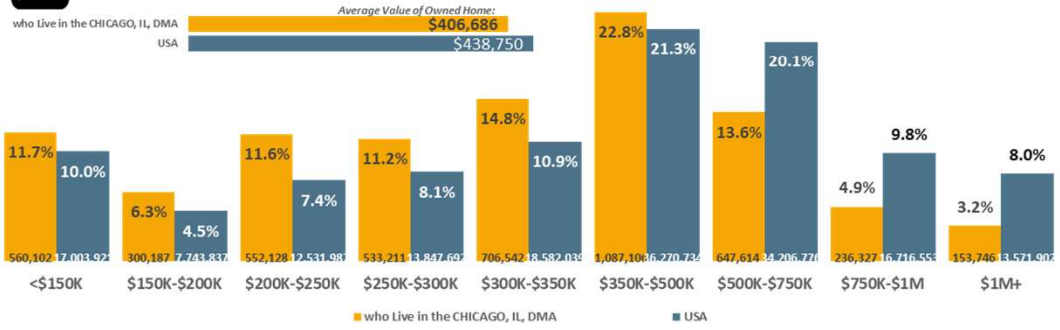
Type of Home: Adults 18 or older



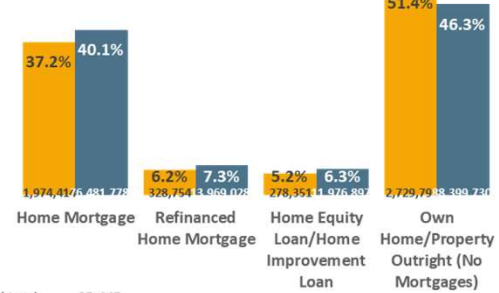
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *4,186*

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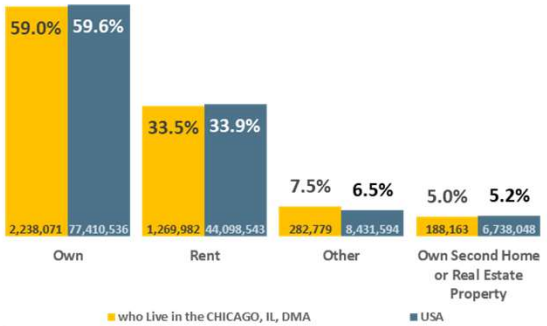
USA Projection *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*



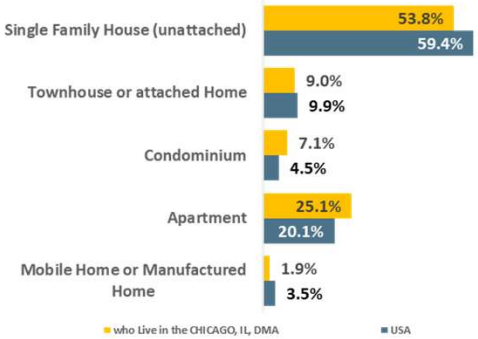
P25-54

2.9% or 3,790,832 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are .9% less likely to own their home, 4.3% more likely to own a lower valued home, 9.4% less likely to have a single-family home, 17.1% less likely to have a dog.

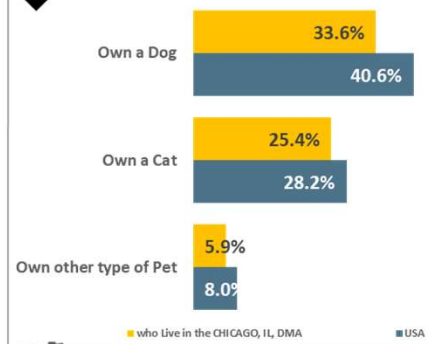
Own/Rent/Other: Adults 25 - 54



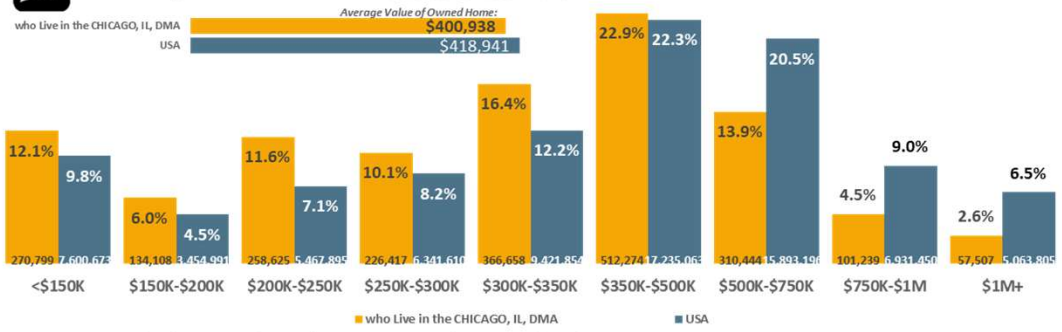
Type of Home: Adults 25 - 54



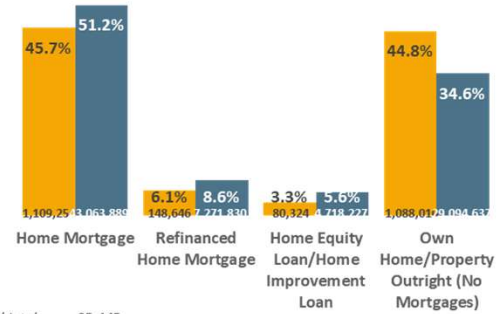
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *4,186*

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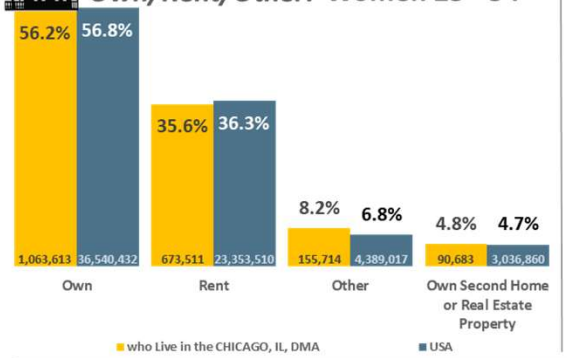
USA Projection *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*



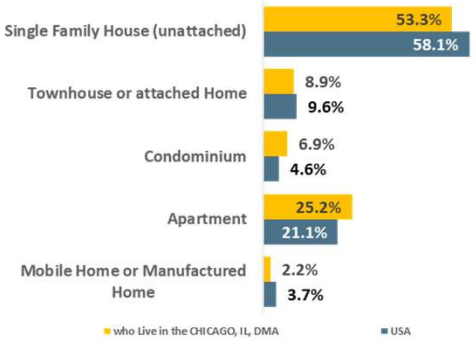
W25-54

2.9% or 1,892,838 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Women 25 - 54 who Live in the CHICAGO, IL, DMA are 1.1% less likely to own their home, .6% more likely to own a higher valued home, 8.3% less likely to have a single-family home, 17.% less likely to have a dog.

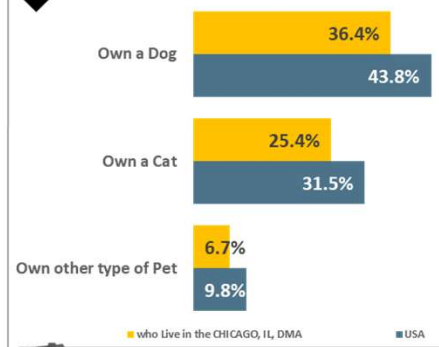
Own/Rent/Other: Women 25 - 54



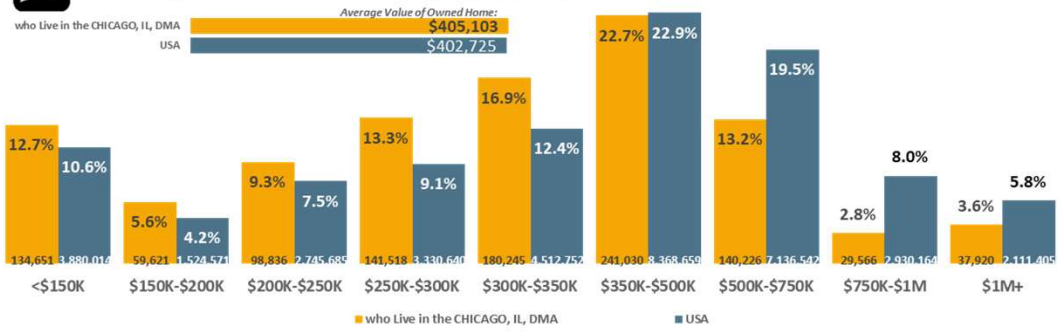
Type of Home: Women 25 - 54



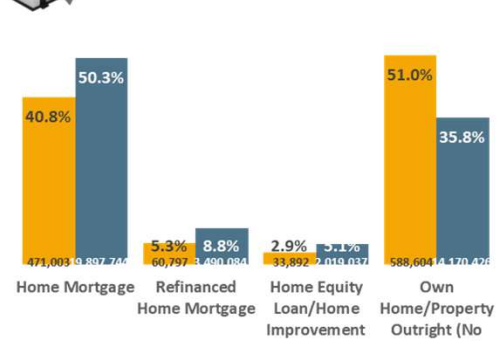
Pets in Home: Women 25 - 54



Value of Owned Home: Women 25 - 54



Home Loans: Women 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *4,186*

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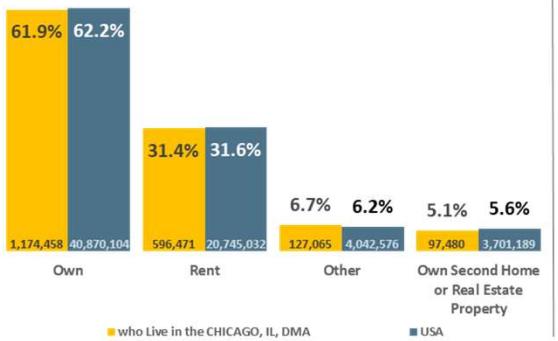
USA Projection *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*



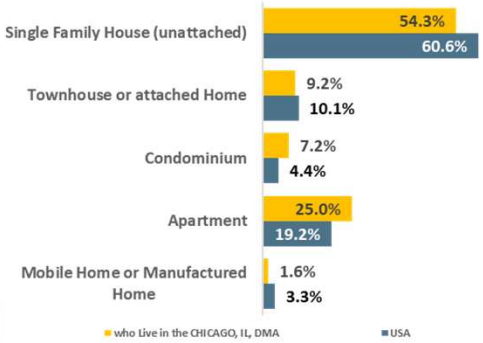
M25-54

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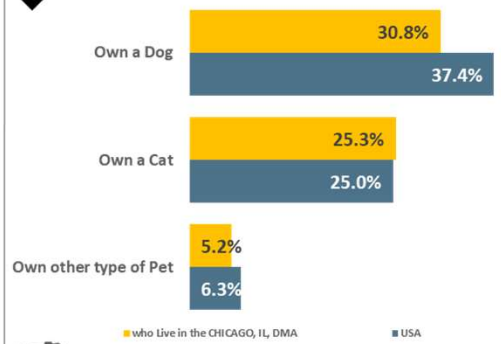
Own/Rent/Other: Men 25 - 54



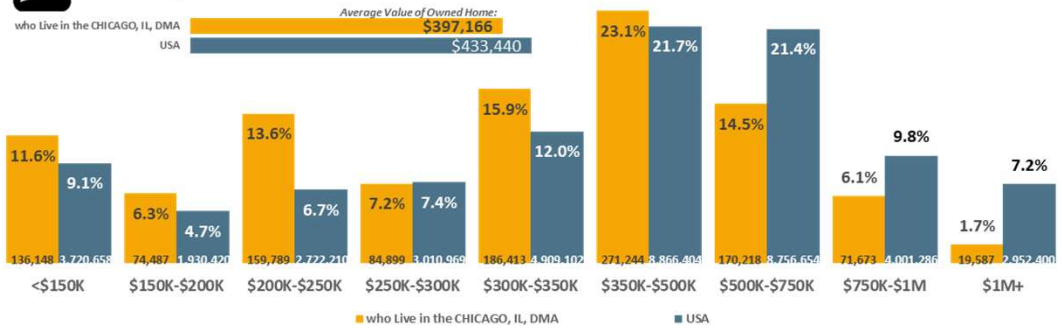
Type of Home: Men 25 - 54



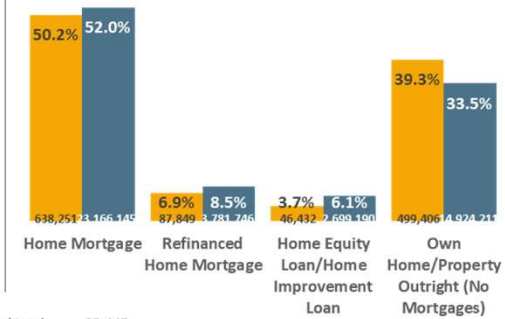
Pets in Home: Men 25 - 54



Value of Owned Home: Men 25 - 54



Home Loans: Men 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *4,186*

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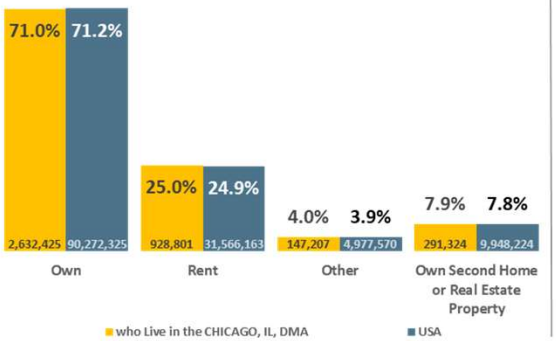
USA Projection *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*



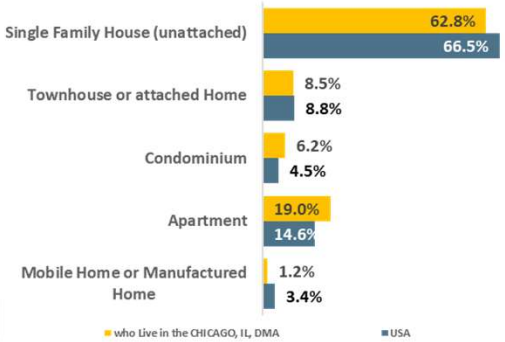
P35-64

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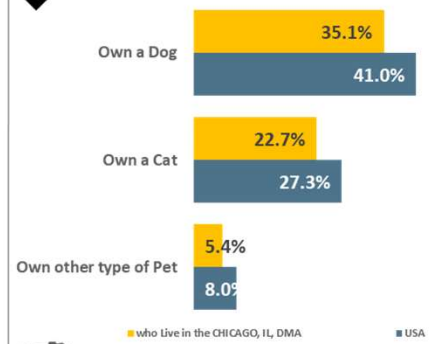
Own/Rent/Other: Adults 35 - 64



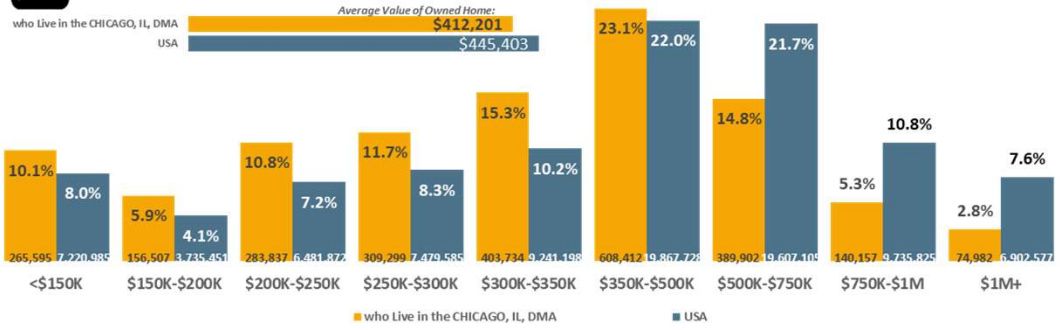
Type of Home: Adults 35 - 64



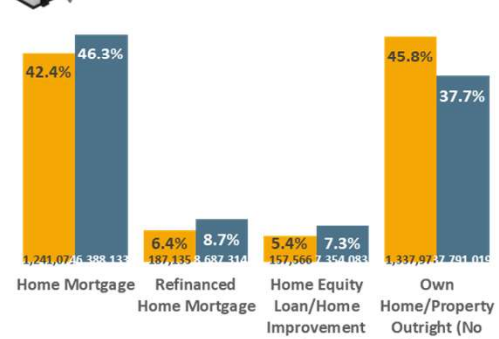
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



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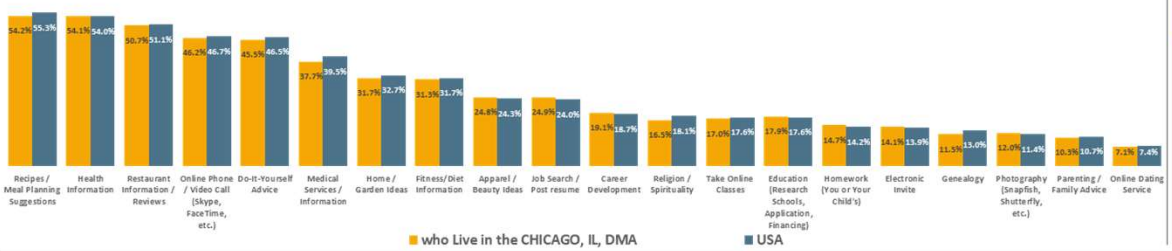
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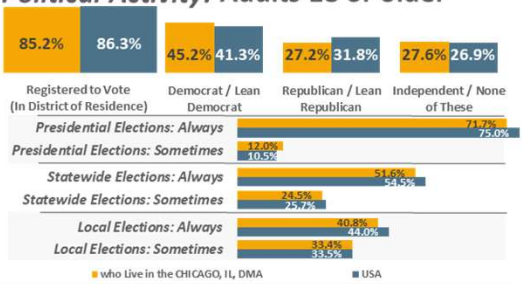
P18+

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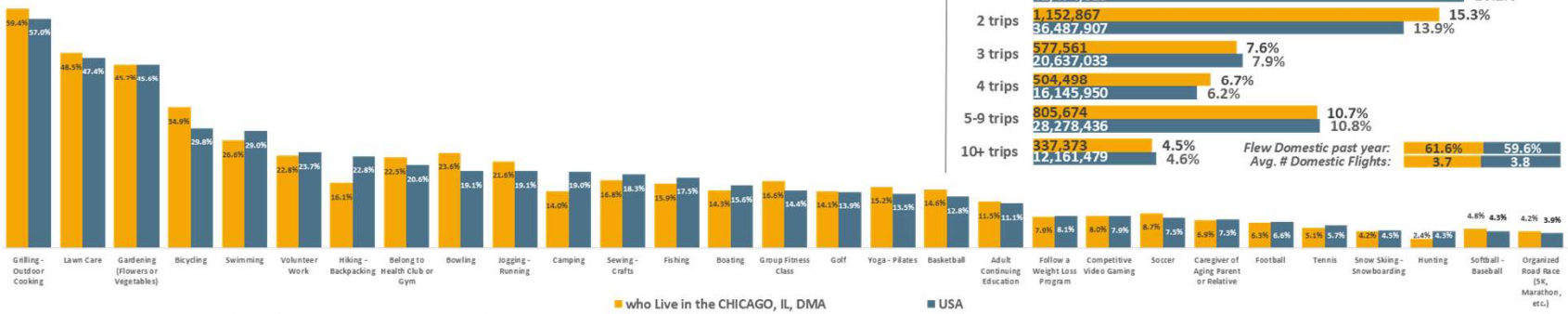
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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 DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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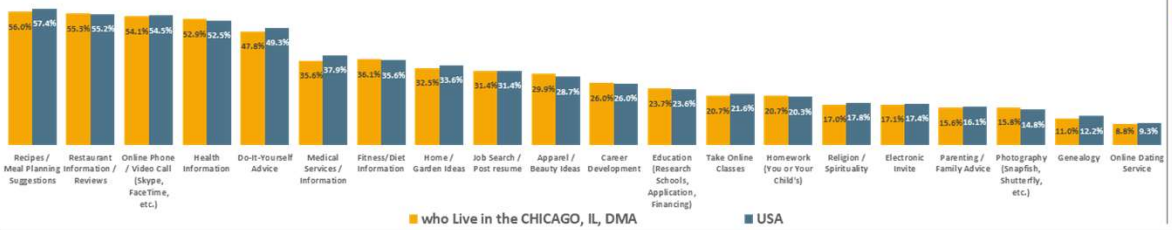
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



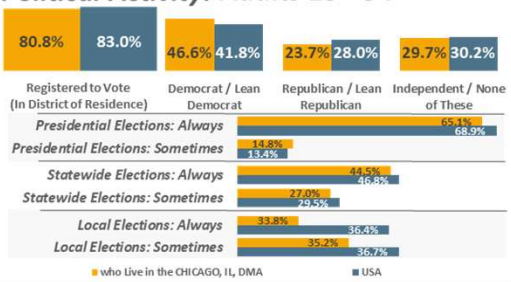
P25-54

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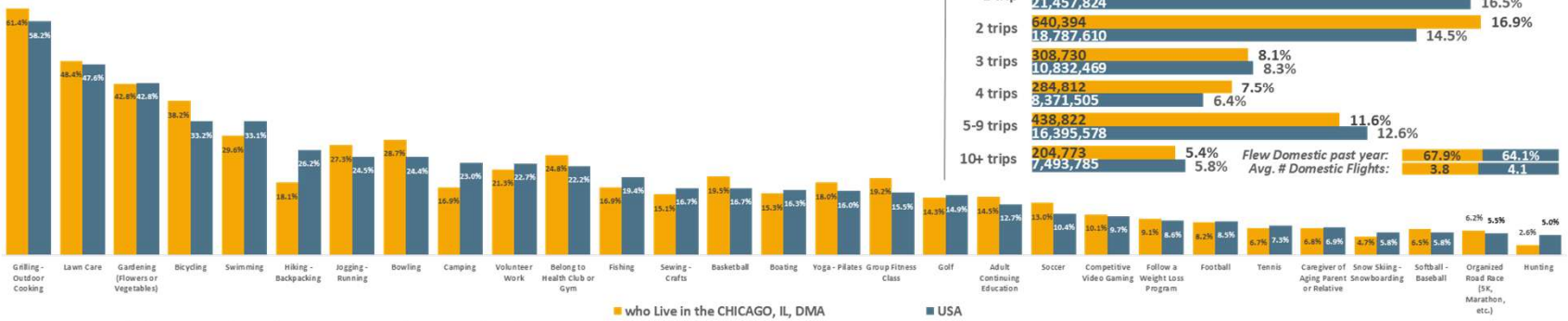
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Political Activity: Adults 25 - 54



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USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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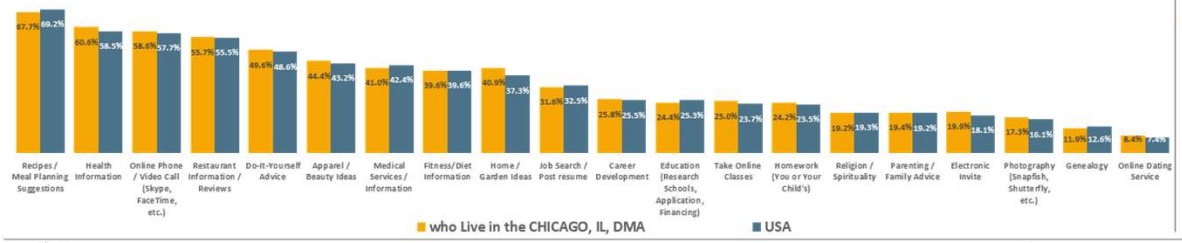
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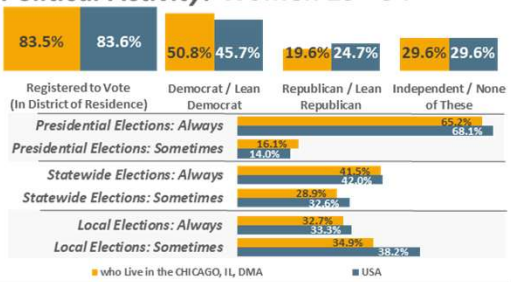
W25-54

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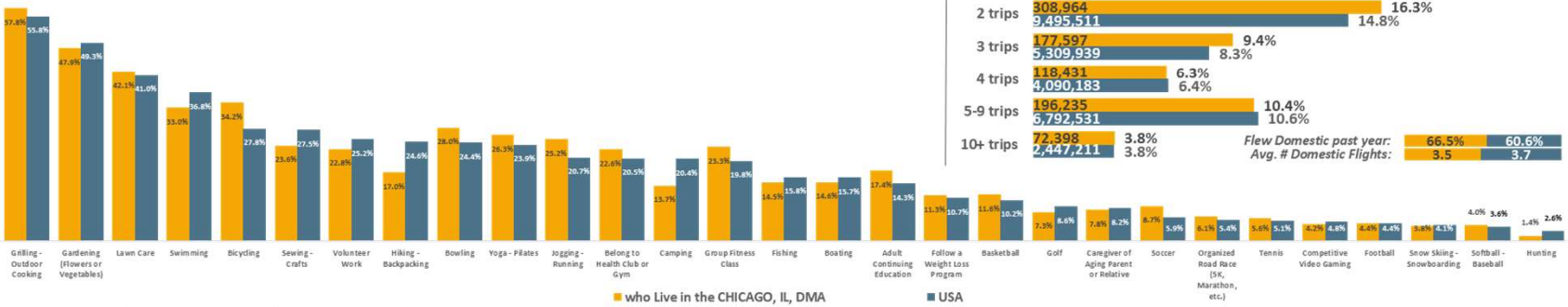
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Top-30 past 12-months Active Lifestyle Activites: Women 25 - 54



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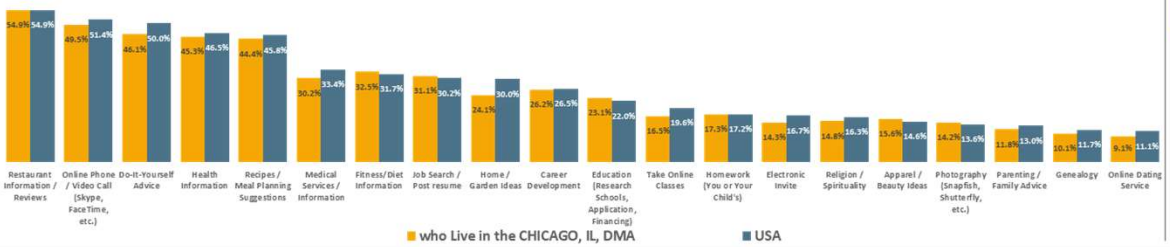
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



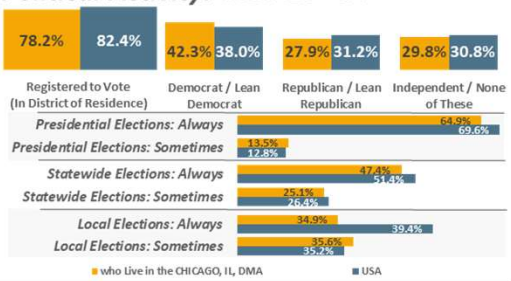
M25-54

2.9% or 1,897,994 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 7.8% less likely to look up D-I-Y advice online, 11.6% less likely to always vote in local elections, 13.3% more likely to belong to a gym, 2.4% more likely to fly domestic past yr.

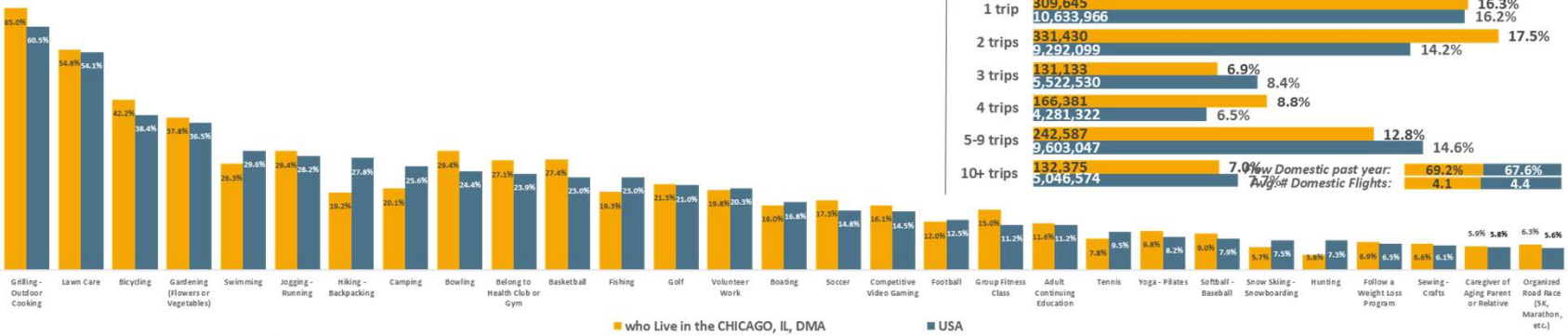
Top-20 past 30-days Online Lifestyle Activites: Men 25 - 54



Political Activity: Men 25 - 54



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



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

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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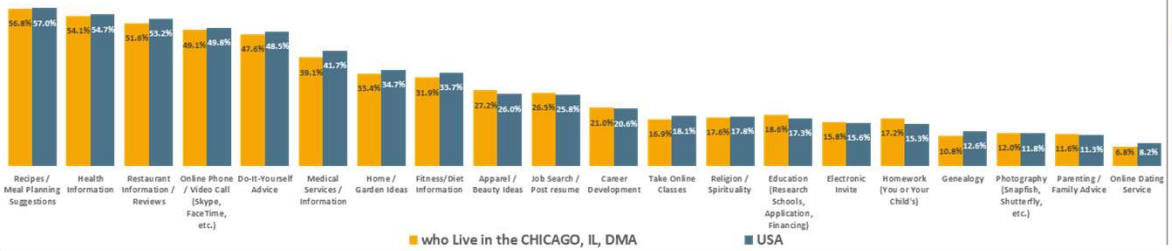
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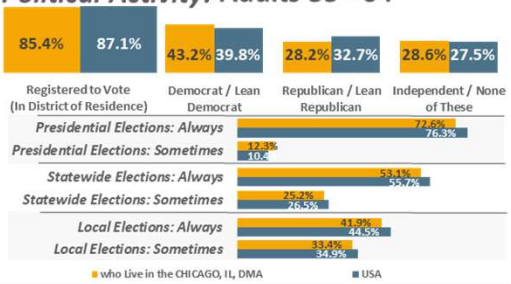
P35-64

2.9% or 3,708,433 of USA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 1.9% less likely to look up D-I-Y advice online, 5.7% less likely to always vote in local elections, 7.7% more likely to belong to a gym, 2.2% more likely to fly domestic past yr.

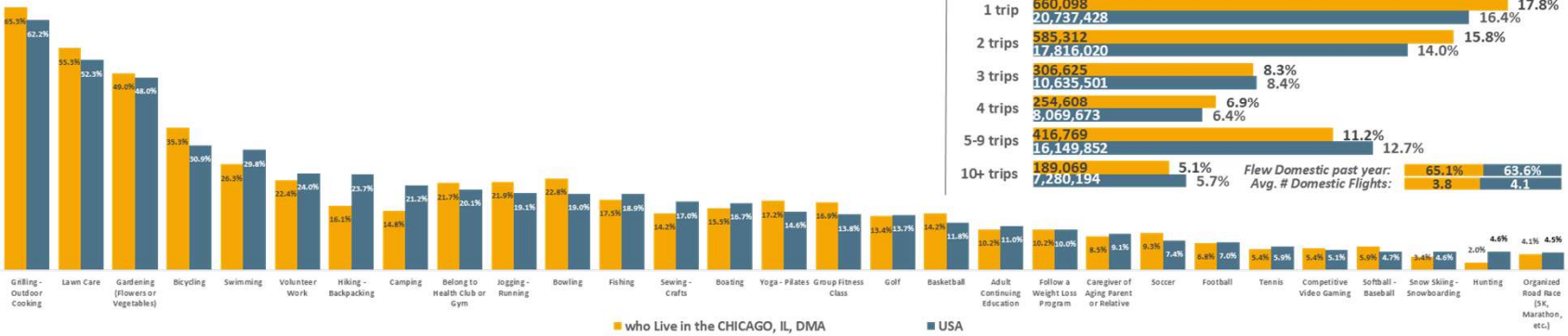
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



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



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

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

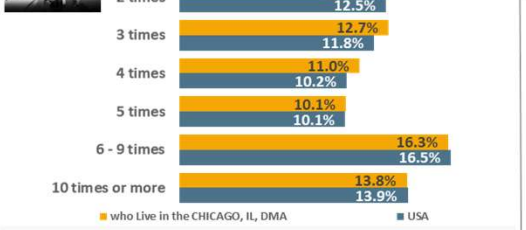


P18+

2.9% or 7,552,310 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 1.% more likely to use QSRs past mo., 1.6% less likely to use Sit-Down Restaurants past mo., 13.8% less likely to use Casinos past yr., 1.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



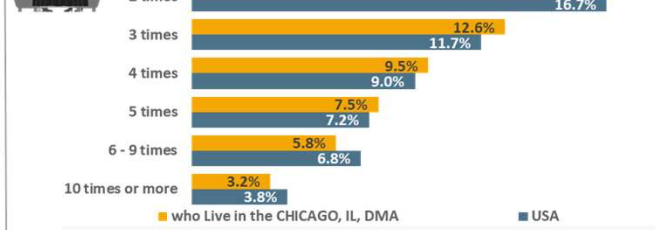


Total Monthly QSR Users:
84.6% 83.7%
6,388,361 219,464,680

Avg. Monthly QSR Meals:
5.9 5.9

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





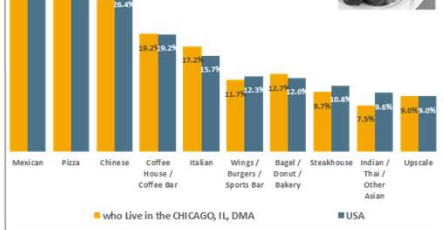
Total Monthly Sit-Down Restaurant Users:
71.0% 72.1%
5,360,897 189,151,678

Avg. Monthly Sit-Down Restaurant Meals:
3.6 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)





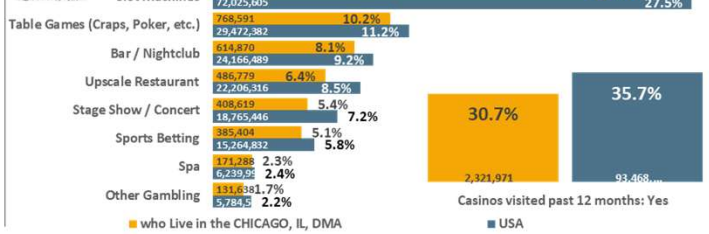
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CHICAGO, IL, DMA 1,704,342 22.6%
USA 19.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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USA Projection *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*



P25-54

2.9% or 3,790,832 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are .5% more likely to use QSRs past mo., .8% more likely to use Sit-Down Restaurants past mo., 9.% less likely to use Casinos past yr., 1.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 54

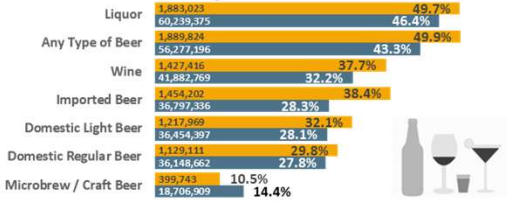
(Sit-Down Restaurants Used Past 30-days)



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

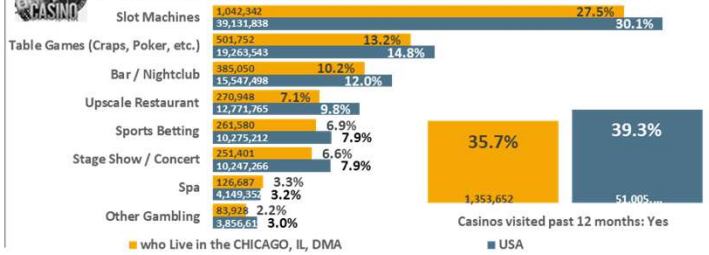


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *4,186*

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USA Projection *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*

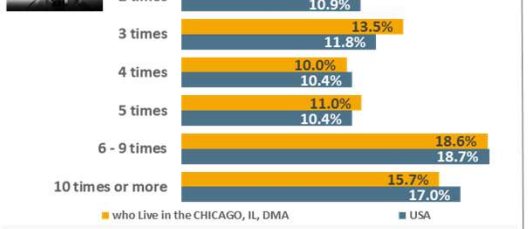


W25-54

2.9% or 1,892,838 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Women 25 - 54 who Live in the CHICAGO, IL, DMA are 2.% less likely to use QSRs past mo., .3% less likely to use Sit-Down Restaurants past mo., 7.2% less likely to use Casinos past yr., 1.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Women 25 - 54



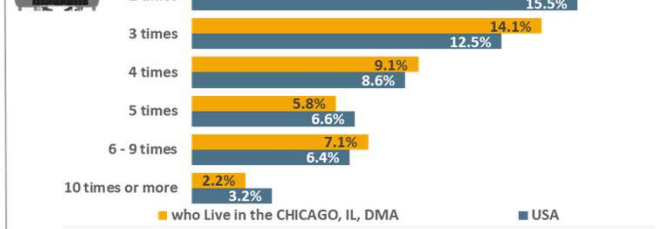


Total Monthly QSR Users:
85.0% 86.8%
1,609,392 55,772,119

Avg. Monthly QSR Meals:
6.3 6.4

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





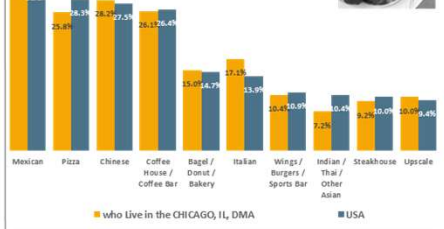
Total Monthly Sit-Down Restaurant Users:
71.5% 71.7%
1,353,305 46,099,437

Avg. Monthly Sit-Down Restaurant Meals:
3.4 3.5

Top-10 Cuisines: Women 25 - 54

(Sit-Down Restaurants Used Past 30-days)





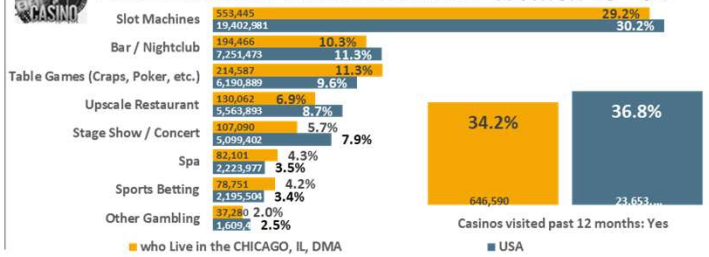
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CHICAGO, IL, DMA 561,862 29.7%
USA 10,502,865 25.5%

Drank Past 30-days: Women 25 - 54



Past 12 months Casino Activities: Women 25 - 54





Used Past 30-days: Women 25 - 54



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USA Projection *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*



M25-54

2.9% or 1,897,994 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 3.1% more likely to use QSRs past mo., 1.8% more likely to use Sit-Down Restaurants past mo., 10.6% less likely to use Casinos past yr., 3.6% less likely to smoke cigarettes.

Past 30-days QSR Users: Men 25 - 54



Total Monthly QSR Users:
88.7% 86.0%
1,682,688 56,458,357

Avg. Monthly QSR Meals:
6.4 6.3

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



Total Monthly Sit-Down Restaurant Users:
74.1% 72.8%
1,407,035 47,791,528

Avg. Monthly Sit-Down Restaurant Meals:
3.7 3.9

Top-10 Cuisines: Men 25 - 54

(Sit-Down Restaurants Used Past 30-days)



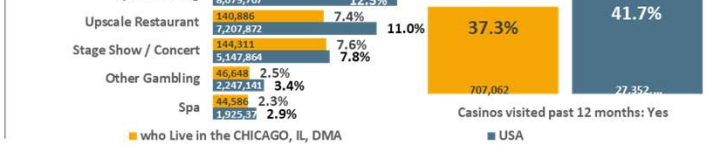
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CHICAGO, IL, DMA 537,356 28.3%
USA 24.0%

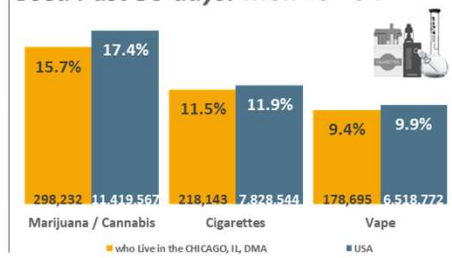
Drank Past 30-days: Men 25 - 54





Past 12 months Casino Activities: Men 25 - 54





Used Past 30-days: Men 25 - 54

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USA Projection *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*



P35-64

2.9% or 3,708,433 of USA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 1.2% more likely to use QSRs past mo., 2.2% less likely to use Sit-Down Restaurants past mo., 17.3% less likely to use Casinos past yr., .2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:
87.0% 86.0%
3,227,653 109,062,398

Avg. Monthly QSR Meals:
6.0 6.1

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



Total Monthly Sit-Down Restaurant Users:
71.8% 73.4%
2,660,924 93,083,983

Avg. Monthly Sit-Down Restaurant Meals:
3.5 3.7

Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)



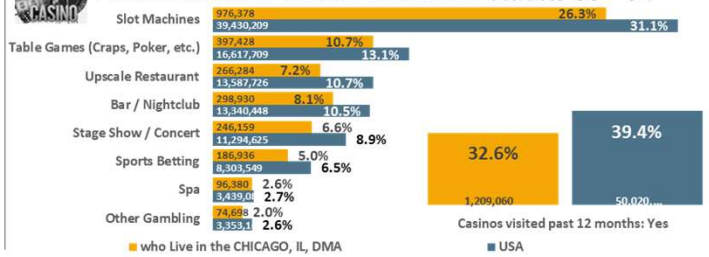
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Live in the CHICAGO, IL, DMA 853,990 23.0%
USA 19.9%

Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64





Used Past 30-days: Adults 35 - 64



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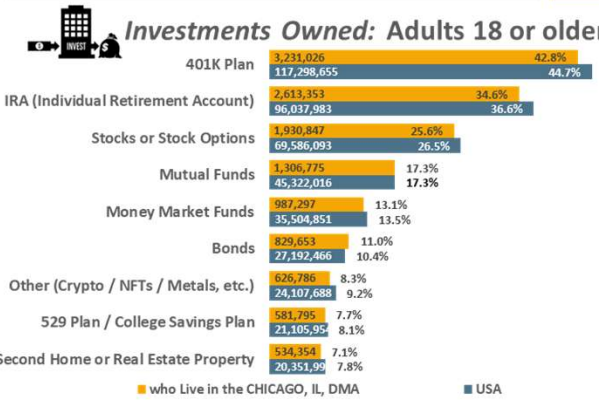
USA Projection *Scarborough R2 2025: Feb24-JuL25* *Qual Intab* *25,445*



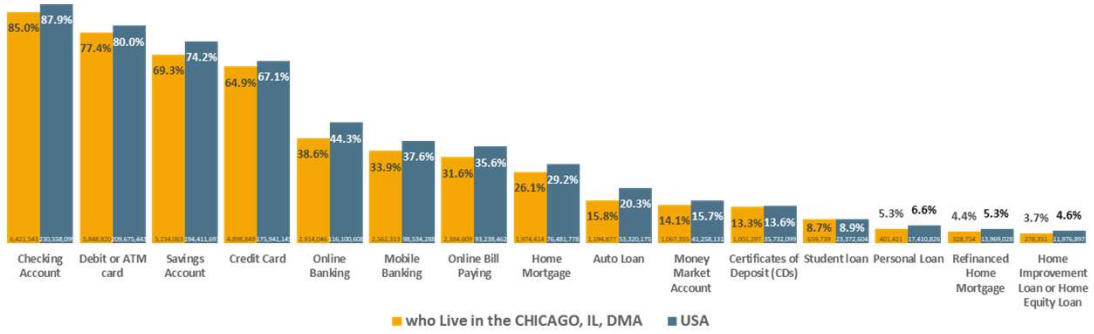
P18+

2.9% or 7,552,310 of USA Adults 18 or older Live in the CHICAGO, IL, DMA.
Adults 18 or older who Live in the CHICAGO, IL, DMA are 4.4% less likely to have a 401K, 22.2% less likely to have an Auto Loan, 5.6% less likely to Invest/Trade Stocks Online, 6.4% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



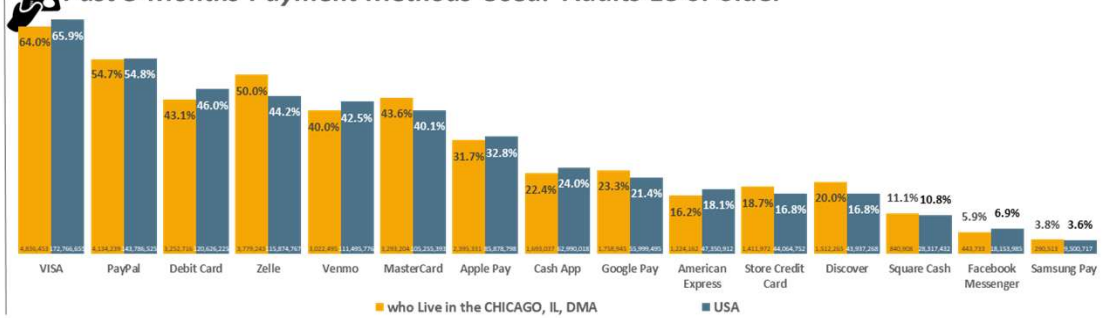
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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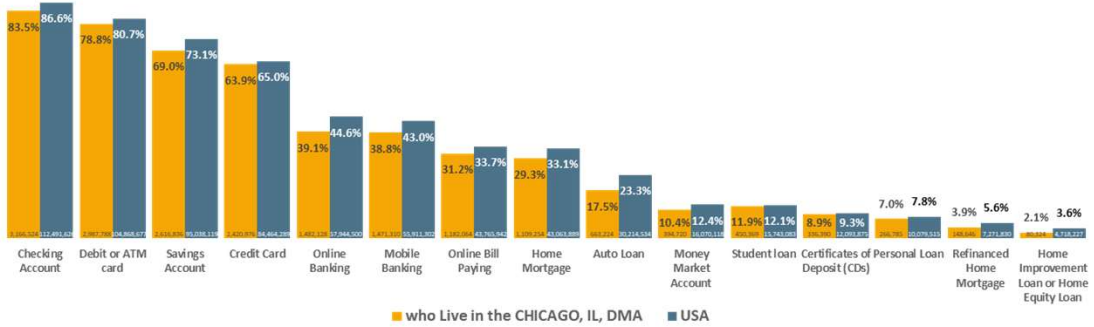
P25-54

2.9% or 3,790,832 of USA Adults 25 - 54 Live in the CHICAGO, IL, DMA.
Adults 25 - 54 who Live in the CHICAGO, IL, DMA are 4.7% less likely to have a 401K, 24.8% less likely to have an Auto Loan, 4.9% less likely to Invest/Trade Stocks Online, 6.8% less likely to pay with their Debit Card.

Investments Owned: Adults 25 - 54



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

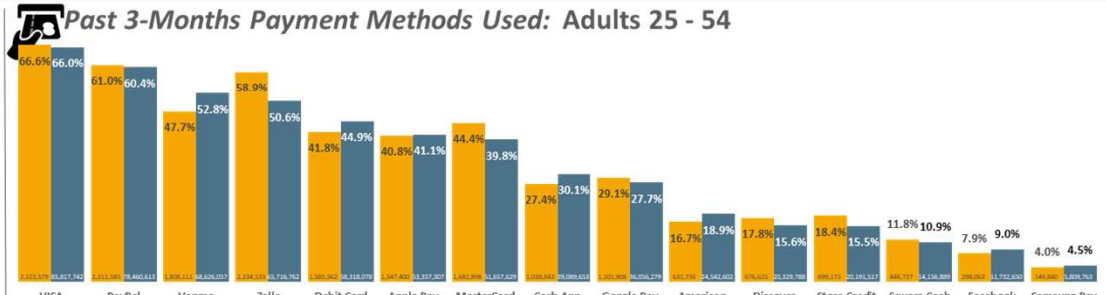


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

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



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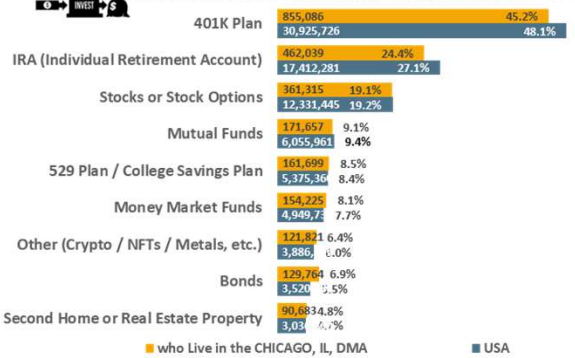


W25-54

2.9% or 1,892,838 of USA Women 25 - 54 Live in the CHICAGO, IL, DMA.
Women 25 - 54 who Live in the CHICAGO, IL, DMA are 6.1% less likely to have a 401K, 26.7% less likely to have an Auto Loan, .5% more likely to Invest/Trade Stocks Online, 6.9% less likely to pay with their Debit Card.

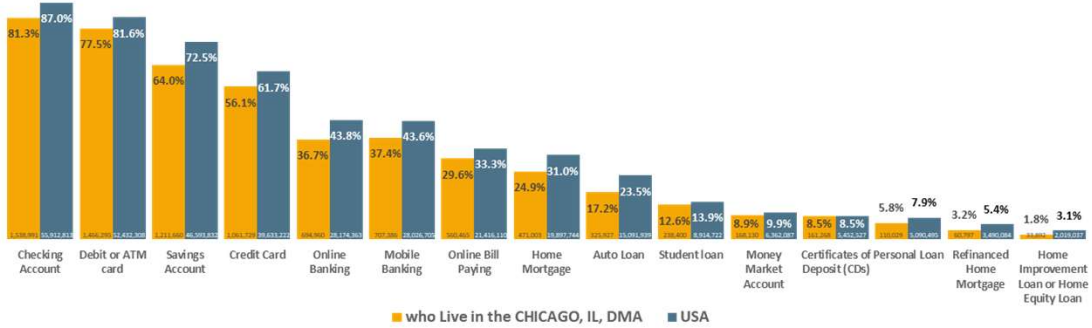
Investments Owned: Women 25 - 54





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



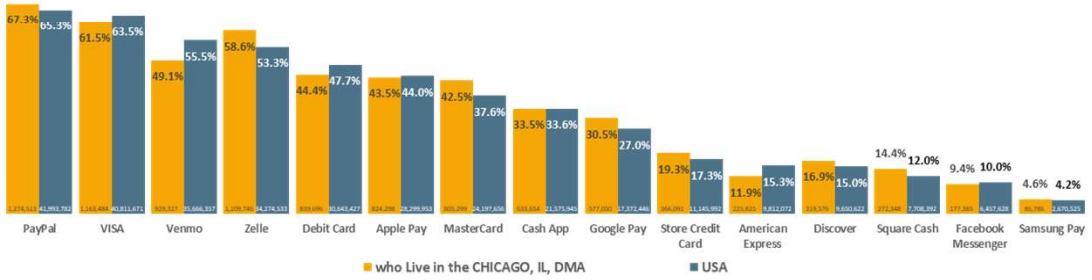


Professional Services Used:* Women 25 - 54



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





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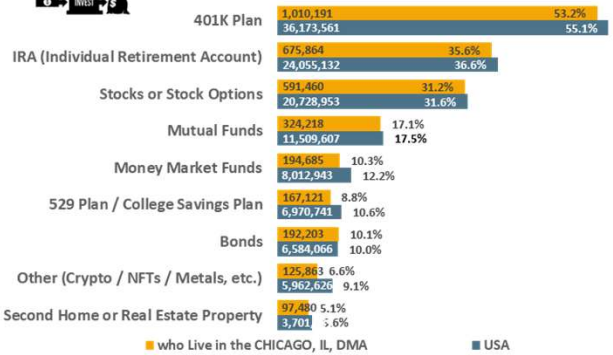
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



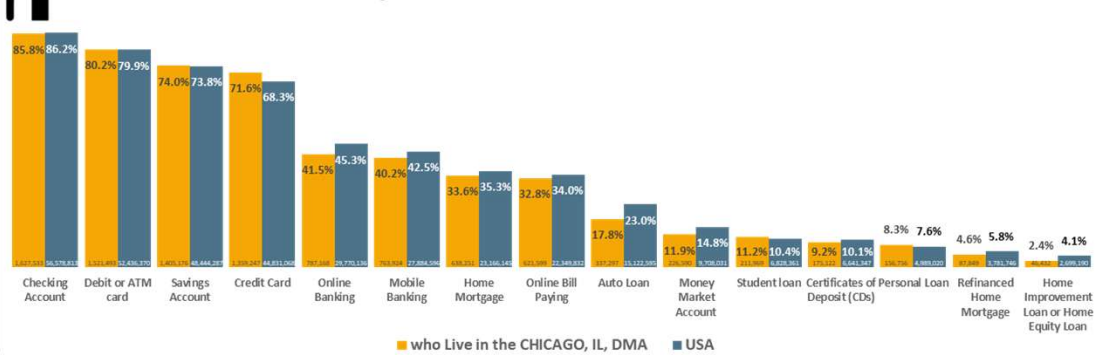
M25-54

2.9% or 1,897,994 of USA Men 25 - 54 Live in the CHICAGO, IL, DMA.
Men 25 - 54 who Live in the CHICAGO, IL, DMA are 3.4% less likely to have a 401K, 22.8% less likely to have an Auto Loan, 7.2% less likely to Invest/Trade Stocks Online, 6.8% less likely to pay with their Debit Card.

Investments Owned: Men 25 - 54



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

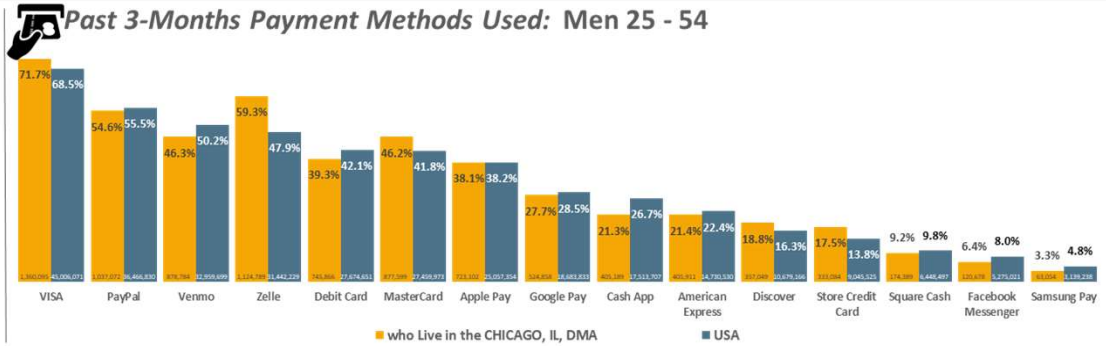


Professional Services Used:* Men 25 - 54



*(*Past 12 Months)*

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



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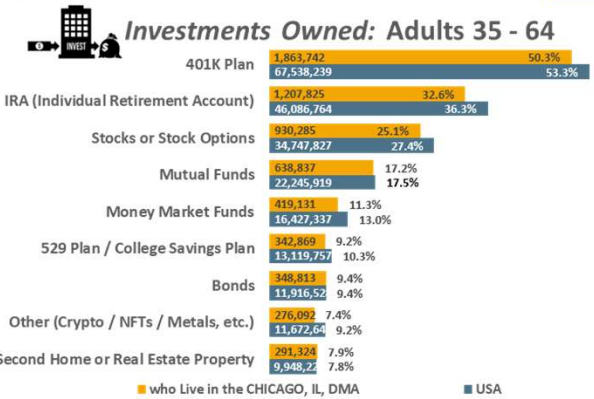
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



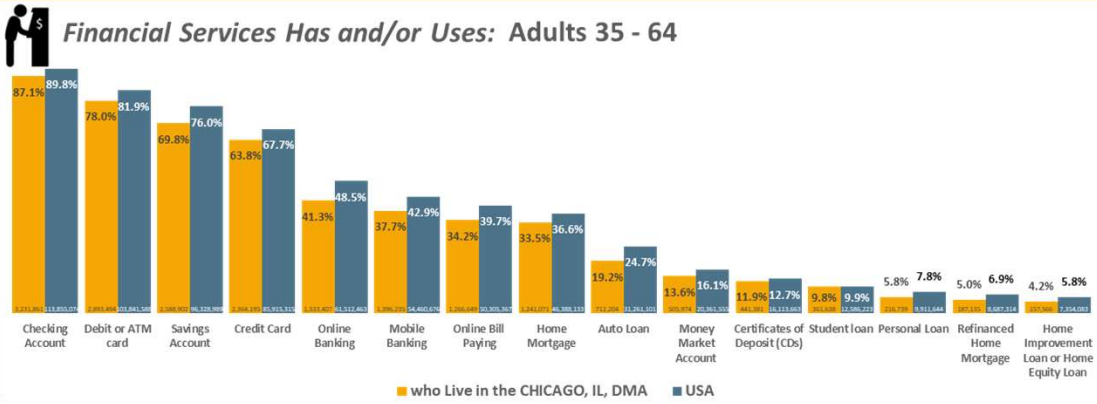
P35-64

2.9% or 3,708,433 of USA Adults 35 - 64 Live in the CHICAGO, IL, DMA.
Adults 35 - 64 who Live in the CHICAGO, IL, DMA are 5.6% less likely to have a 401K, 22.1% less likely to have an Auto Loan, 10.5% less likely to Invest/Trade Stocks Online, 8.7% less likely to pay with their Debit Card.

Investments Owned: Adults 35 - 64



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

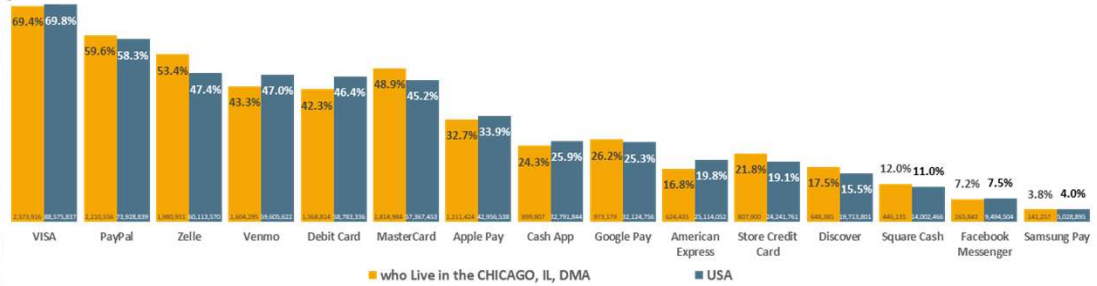


Professional Services Used:* Adults 35 - 64



*(*Past 12 Months)*

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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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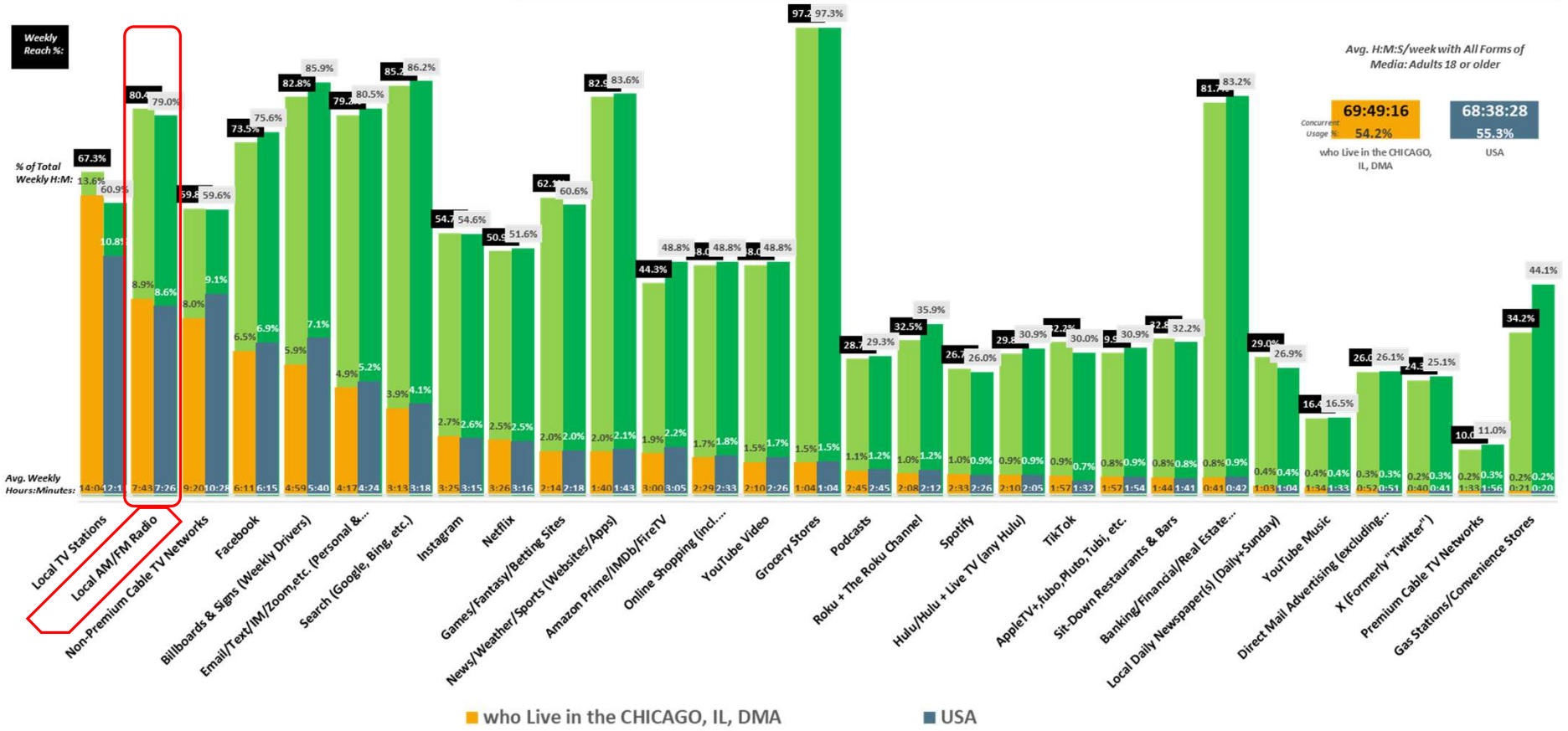
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445



P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 2 days, 21 hours, 49 minutes and 16 seconds each week with All Forms of Media.

80.4% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 43 minutes each week listening to All Local AM/FM Radio, representing 8.9% of total time spent with all forms of Media.



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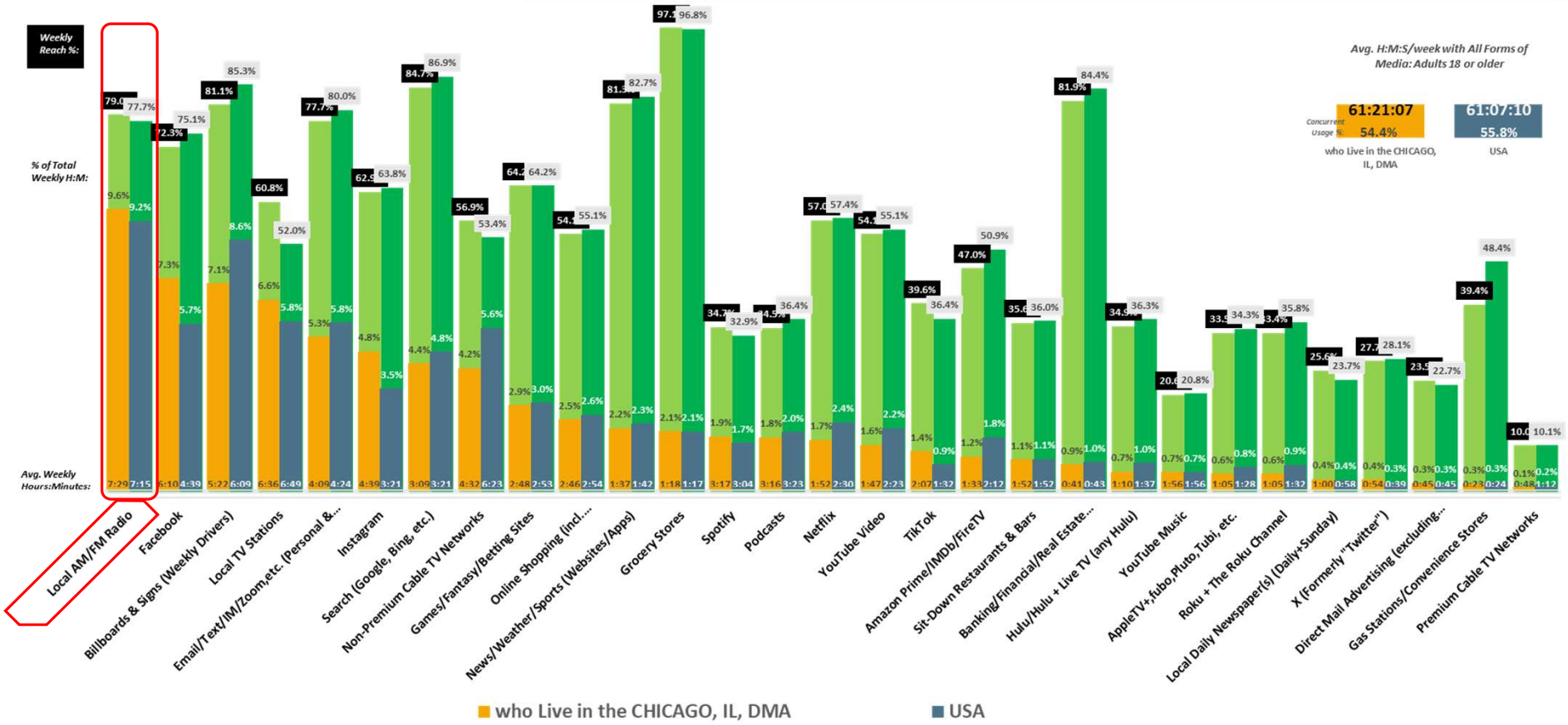
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P25-54

Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 13 hours, 21 minutes and 7 seconds each week with All Forms of Media.

79.% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



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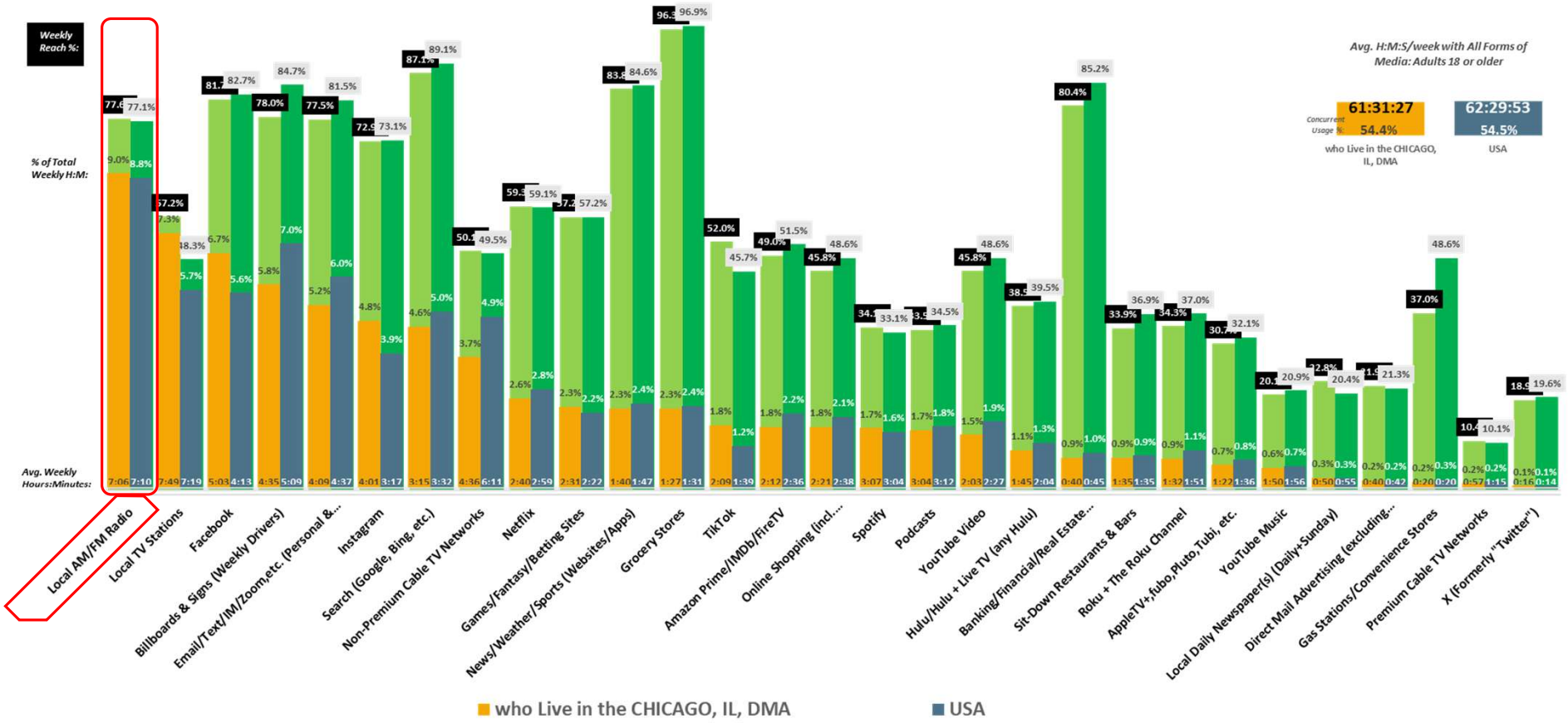
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W25-54

Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 13 hours, 31 minutes and 27 seconds each week with All Forms of Media.

77.6% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



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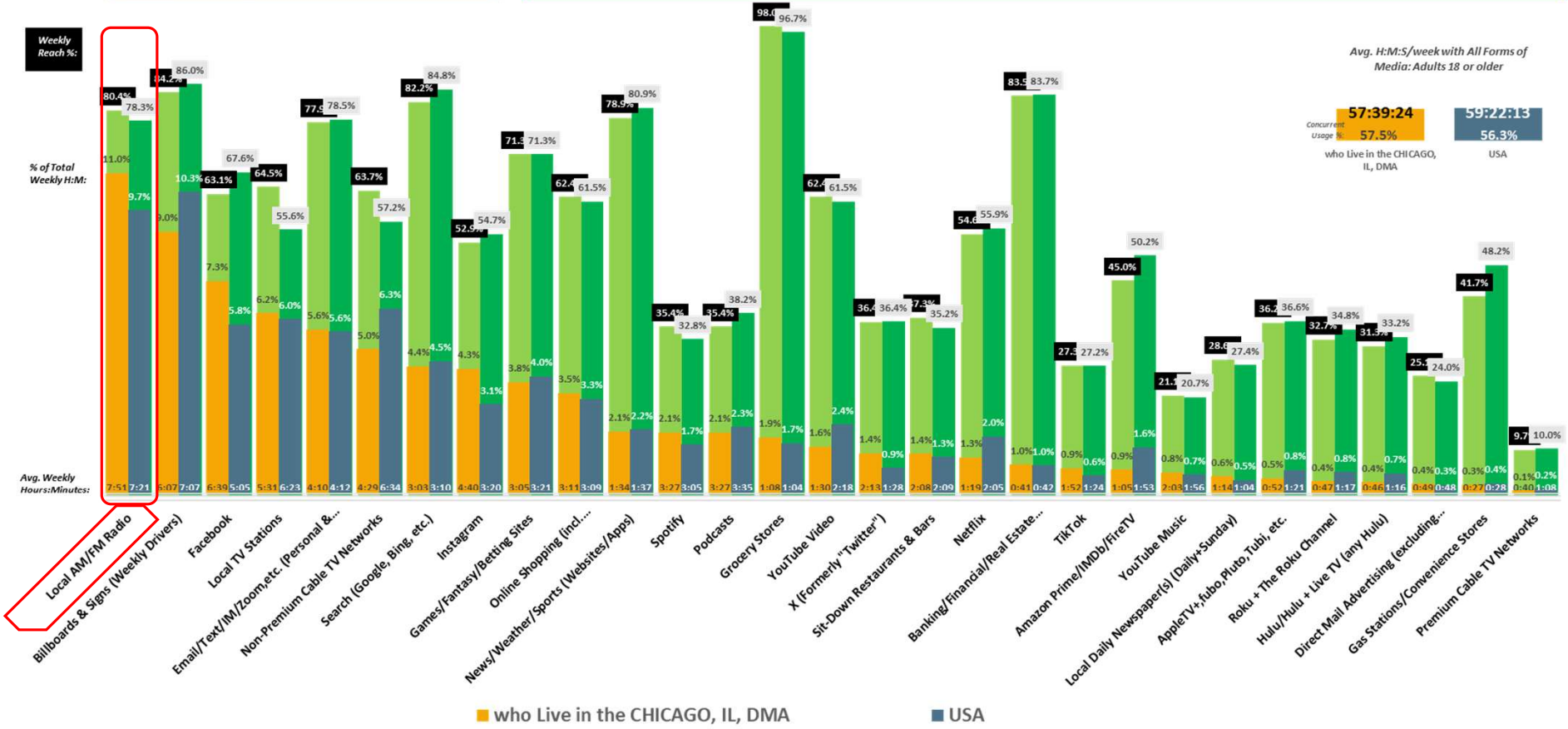
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M25-54

Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 9 hours, 39 minutes and 24 seconds each week with All Forms of Media.

80.4% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 11.% of total time spent with all forms of Media.



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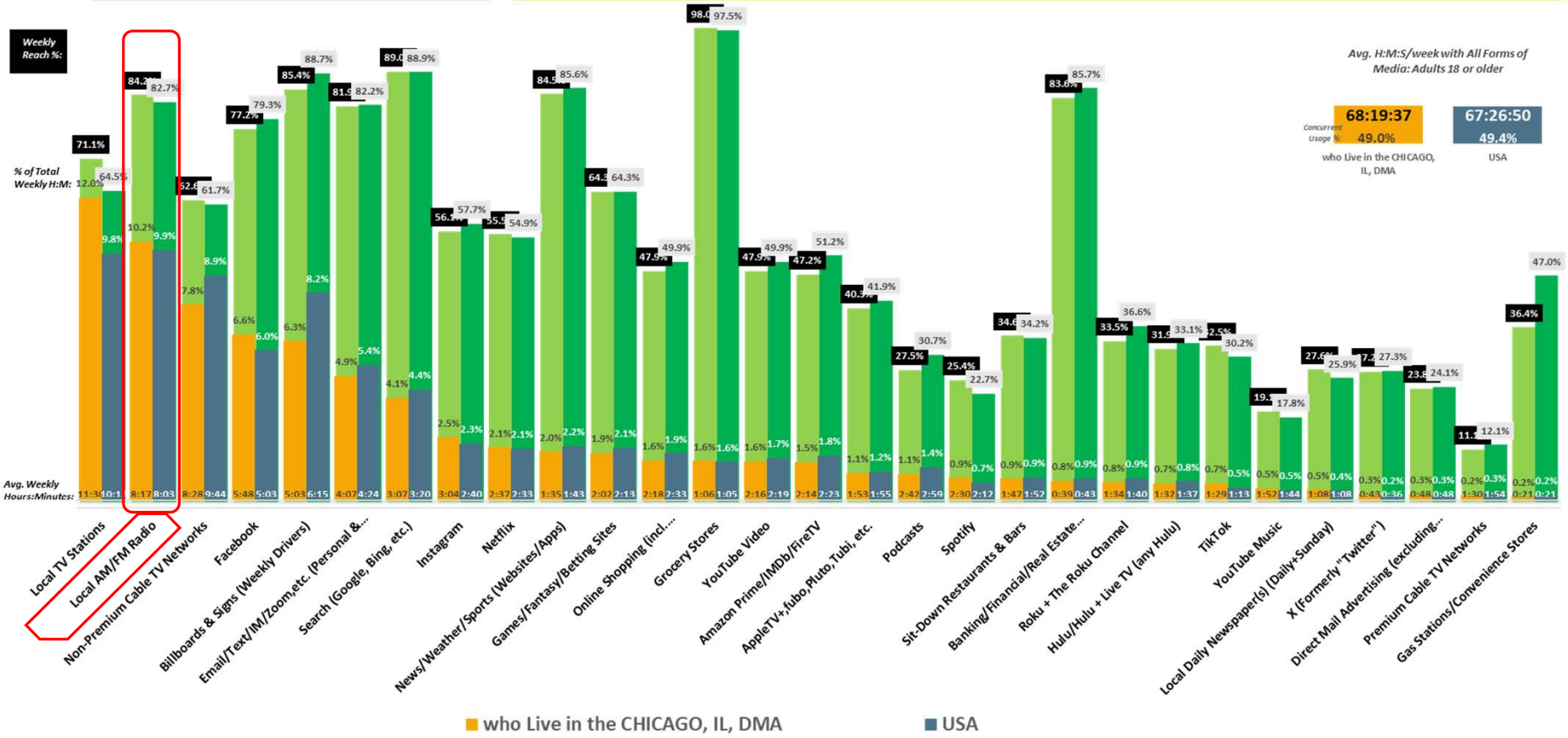
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P35-64

Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 20 hours, 19 minutes and 37 seconds each week with All Forms of Media.

84.2% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



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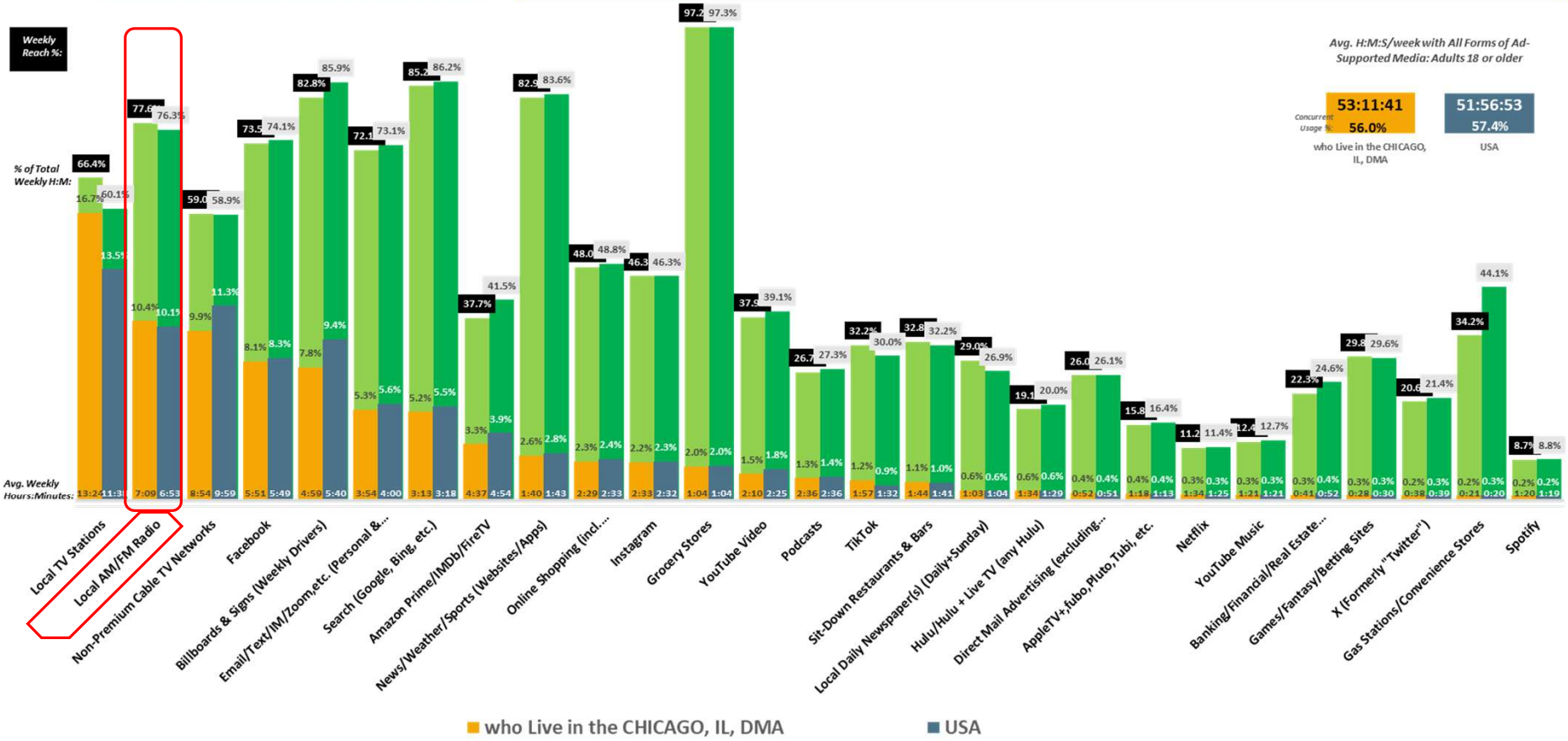
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P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 2 days, 5 hours, 11 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

77.6% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 9 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported Media.



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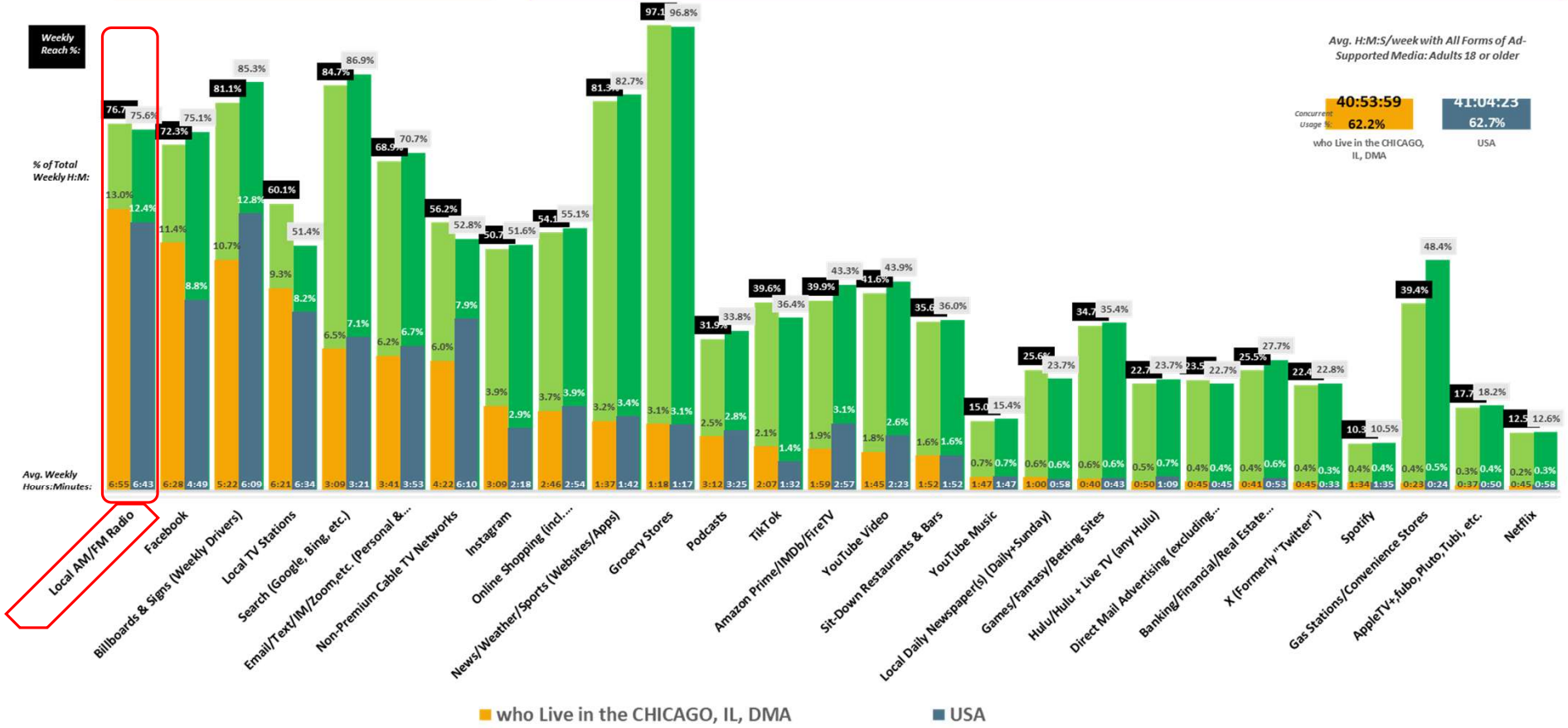
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P25-54

Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 1 days, 16 hours, 53 minutes and 59 seconds each week with All Forms of Ad-Supported Media.

76.7% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 6 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.% of total time spent with all forms of Ad-Supported Media.



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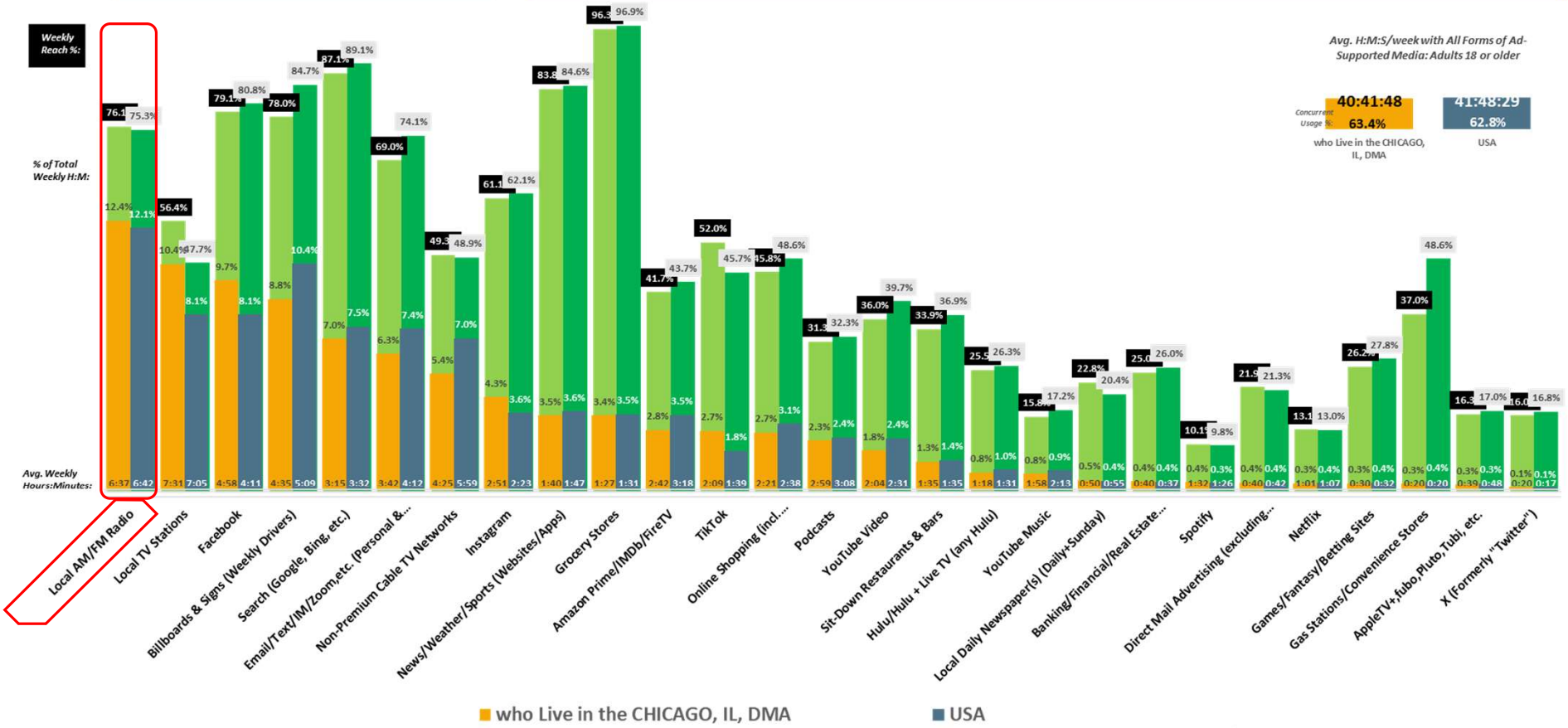
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Women 25 - 54 who Live in the CHICAGO, IL DMA spend an average of 1 days, 16 hours, 41 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

76.1% of Women 25 - 54 who Live in the CHICAGO, IL DMA spend an avg. of 6 hours and 37 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.



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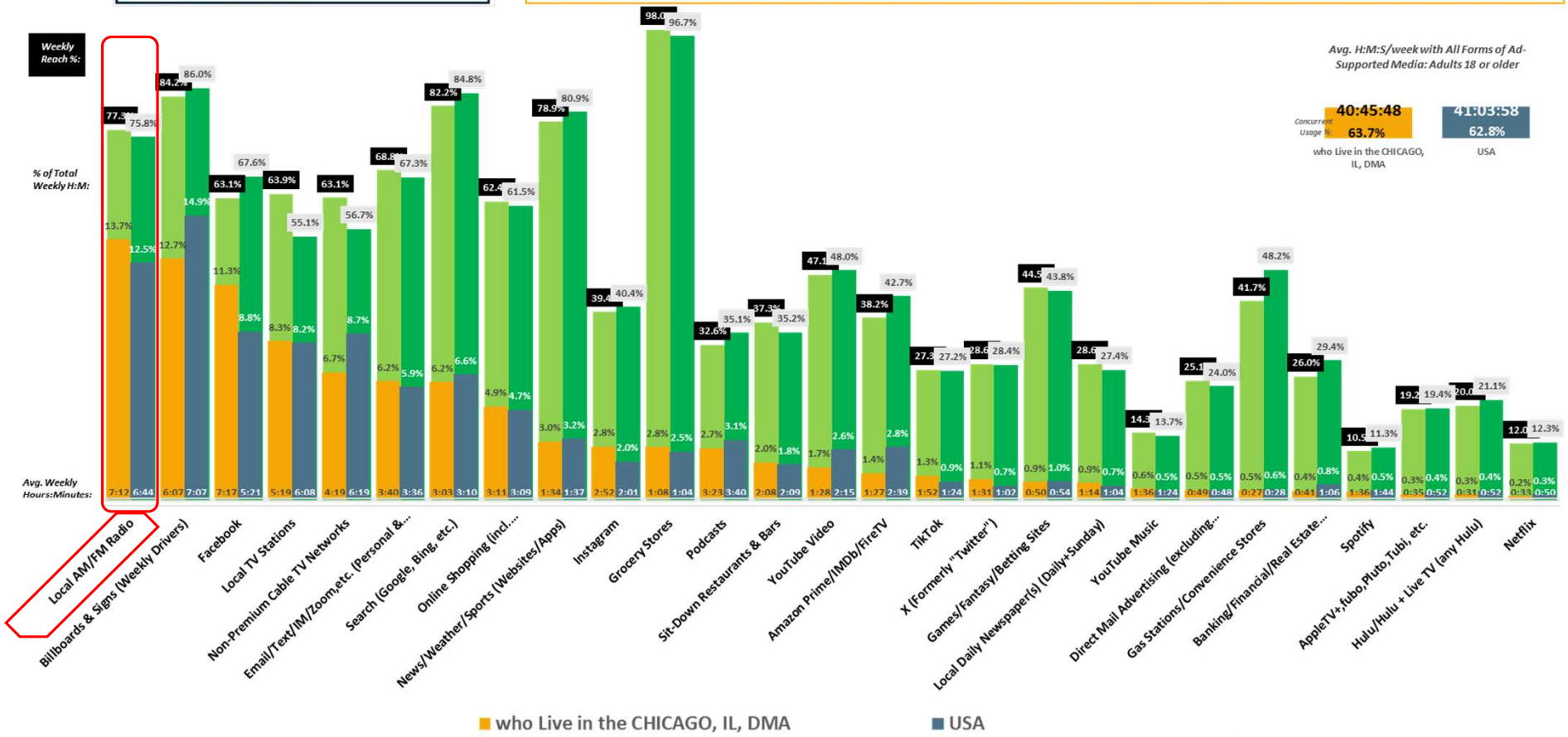
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M25-54

Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 1 days, 16 hours, 45 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

77.3% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.7% of total time spent with all forms of Ad-Supported Media.



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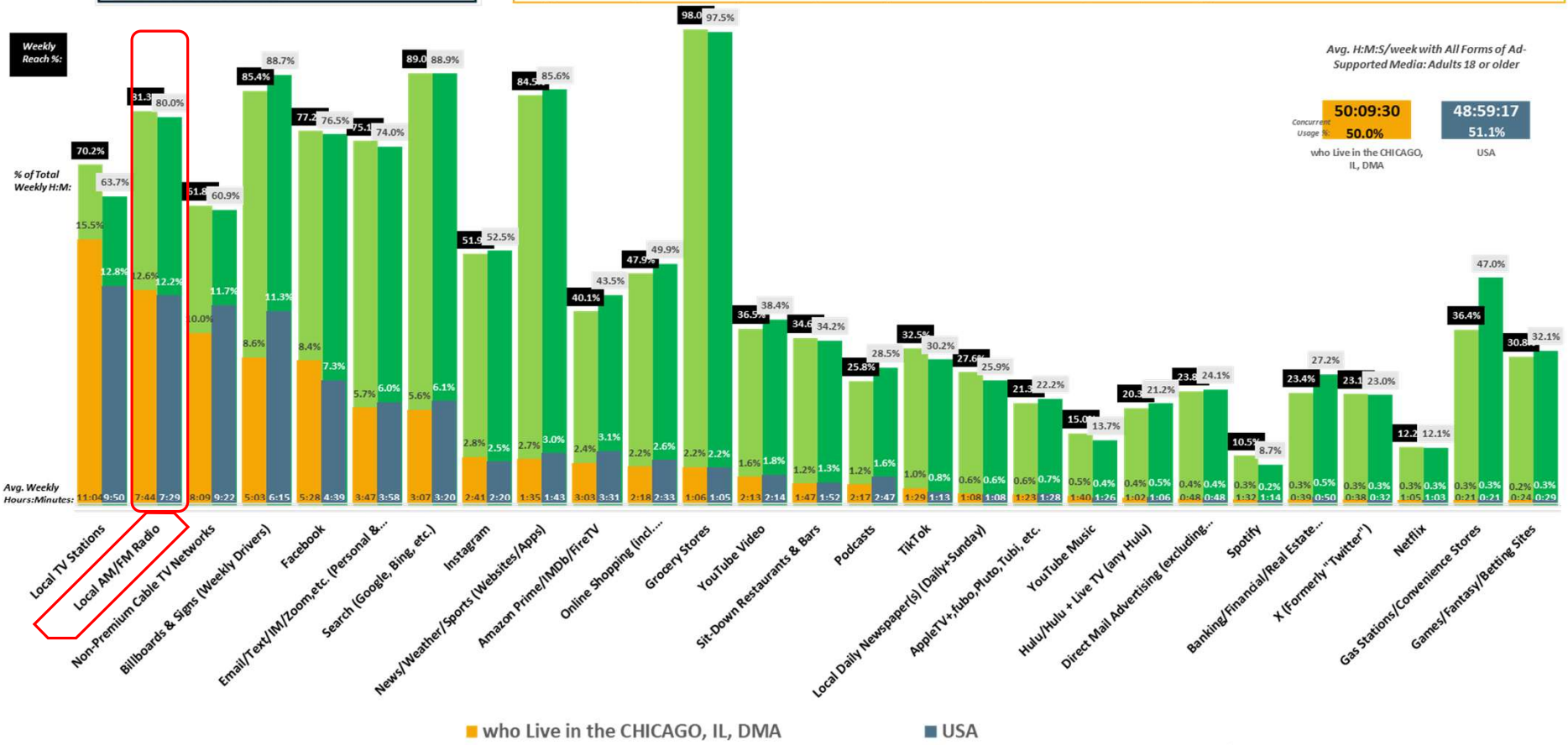
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P35-64

Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 2 days, 2 hours, 9 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

81.3% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.



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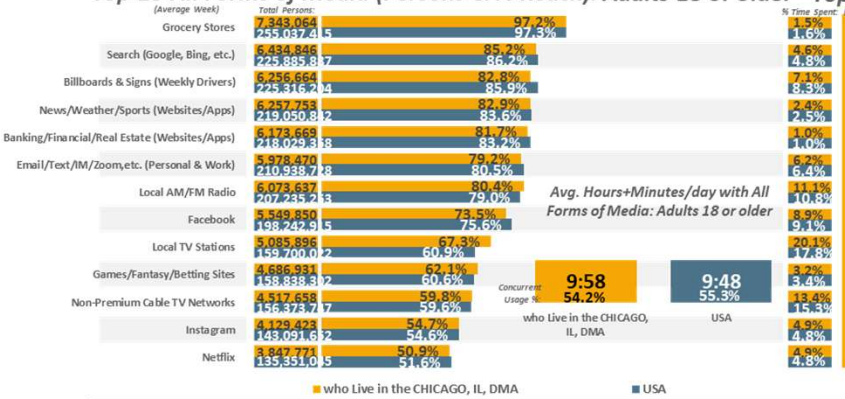
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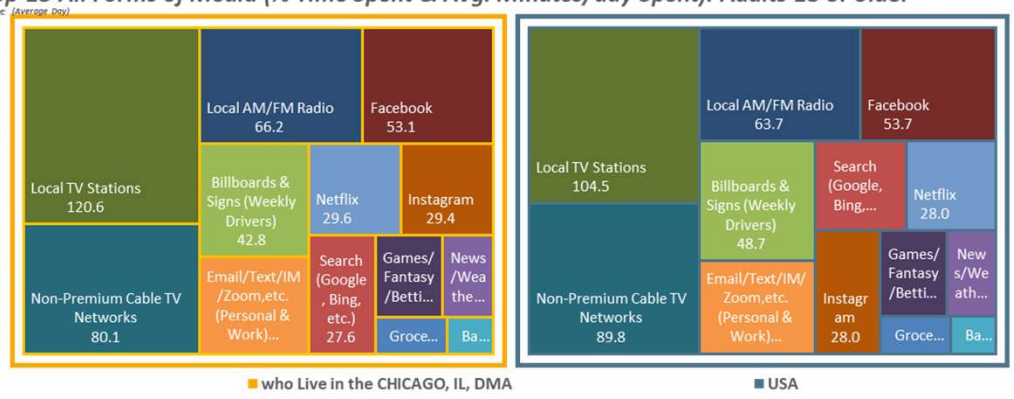
P18+

Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 7 hours and 35 minutes each day with All Forms of Ad-Supported Media. 77.6% listen to Local AM/FM Radio for an avg. of 61.4 minutes/day. *(Local Radio delivers 10.4% of Time with Ad-Supported Media.)*

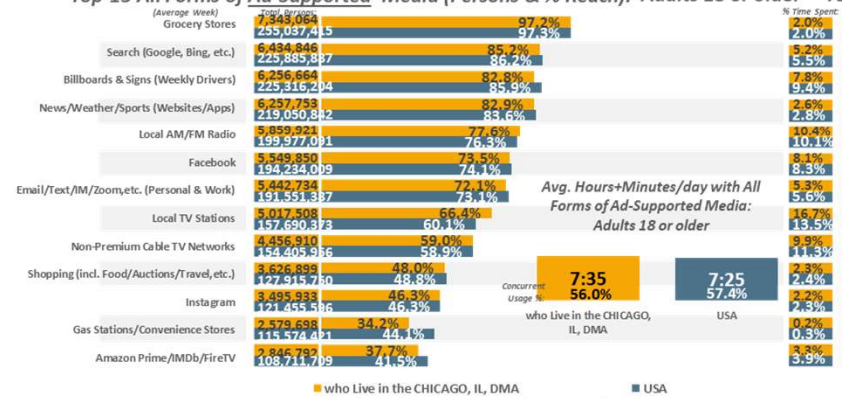
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



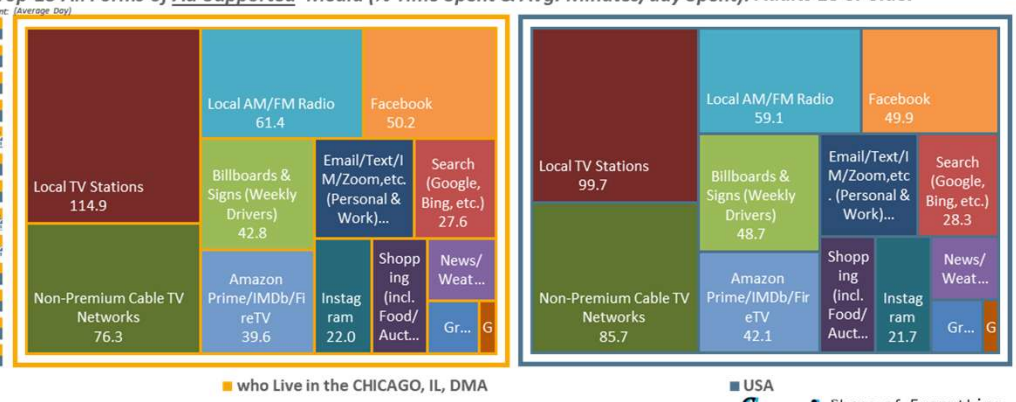
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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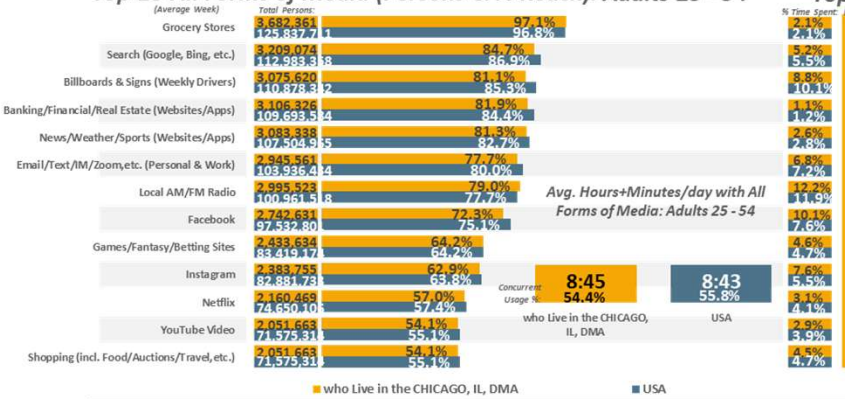
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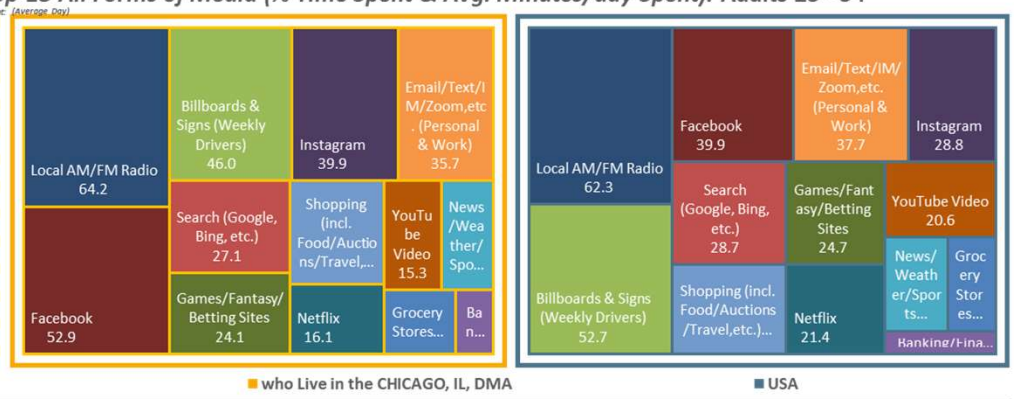
P25-54

Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 5 hours and 50 minutes each day with All Forms of Ad-Supported Media. 76.7% listen to Local AM/FM Radio for an avg. of 59.4 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

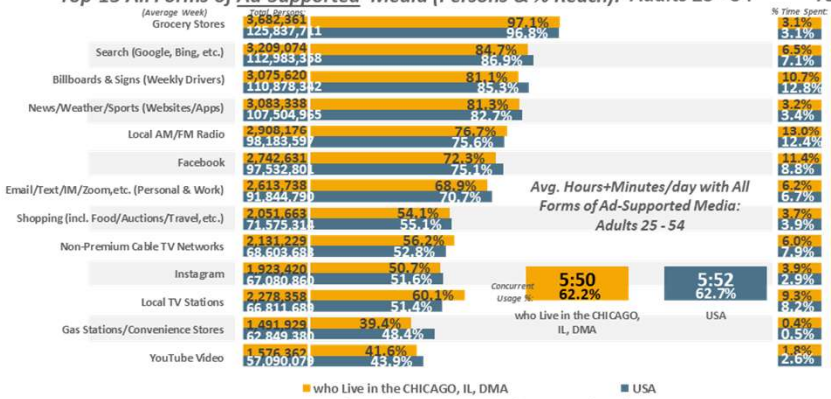
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



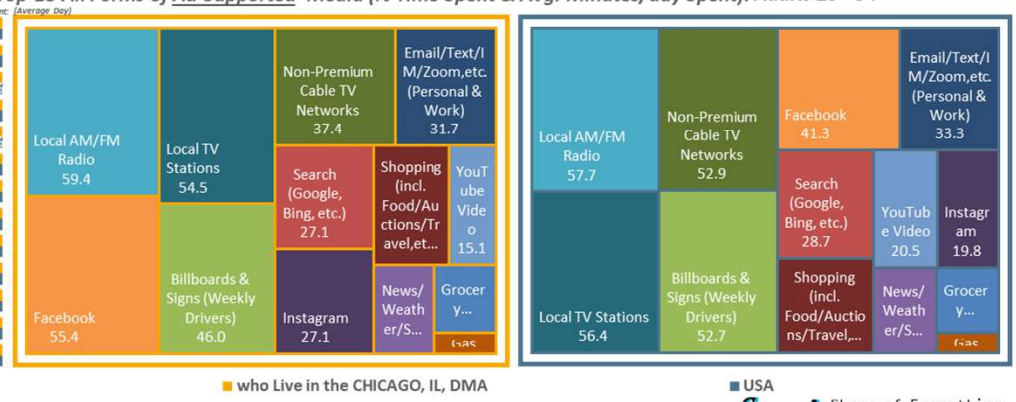
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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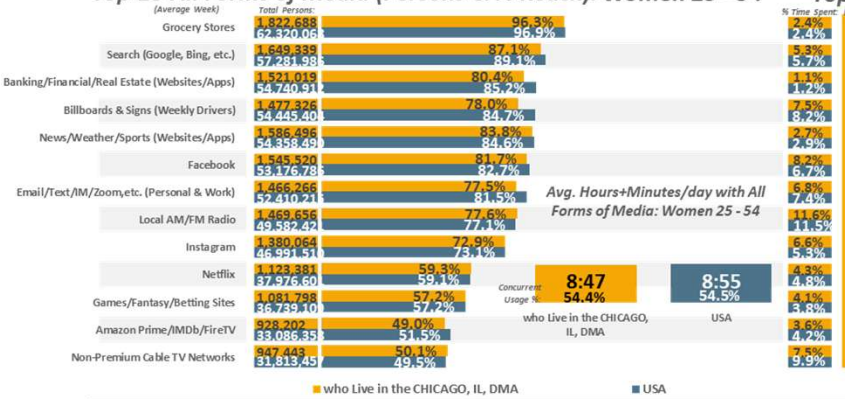
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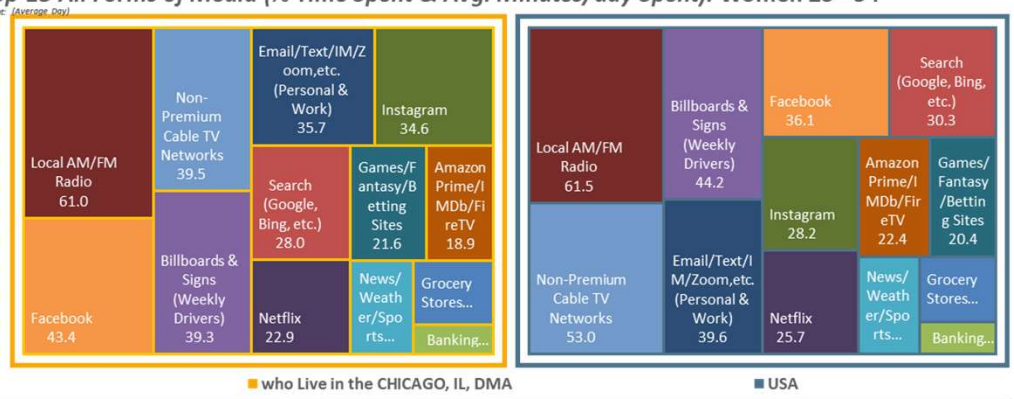
W25-54

Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 5 hours and 48 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 56.9 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

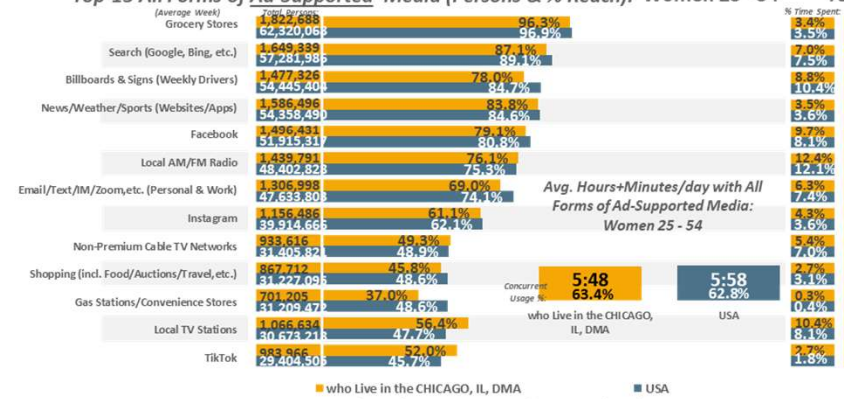
Top-13 All Forms of Media (Persons & % Reach): Women 25 - 54



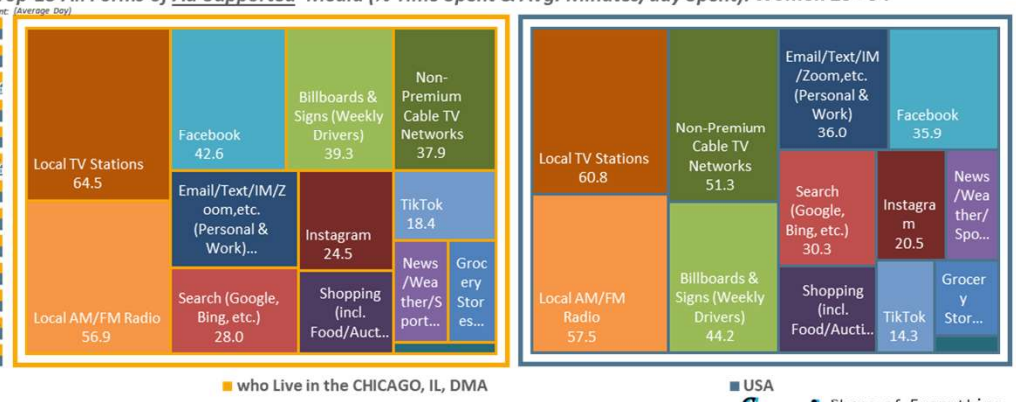
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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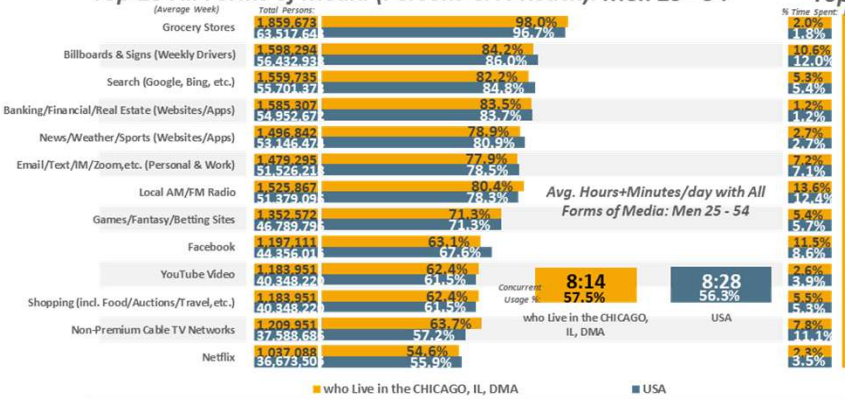
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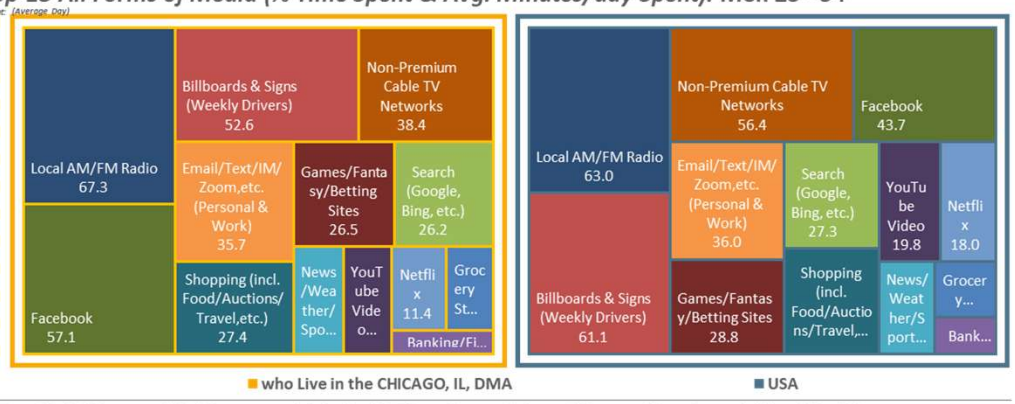
M25-54

Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 5 hours and 49 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. *(Local Radio delivers 13.7% of Time with Ad-Supported Media.)*

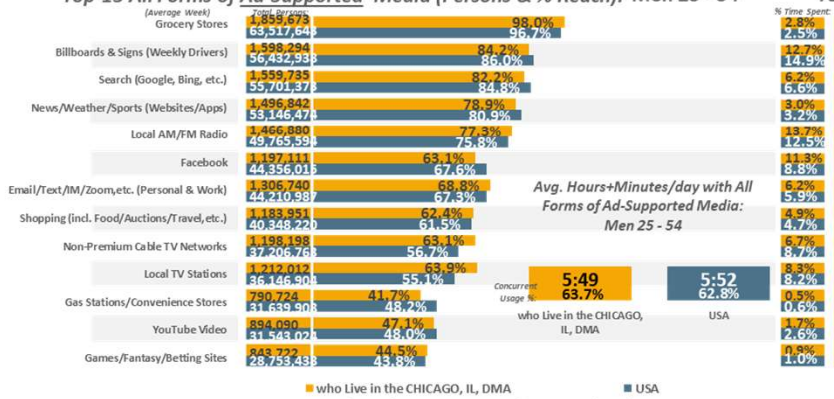
Top-13 All Forms of Media (Persons & % Reach): Men 25 - 54



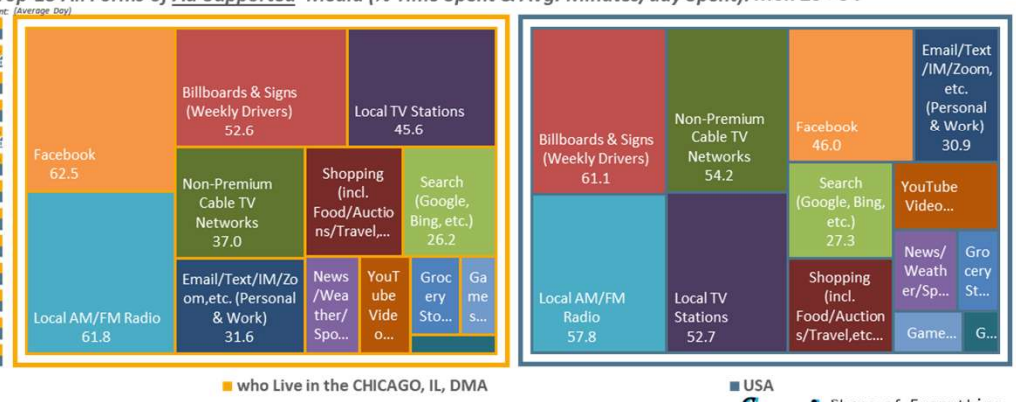
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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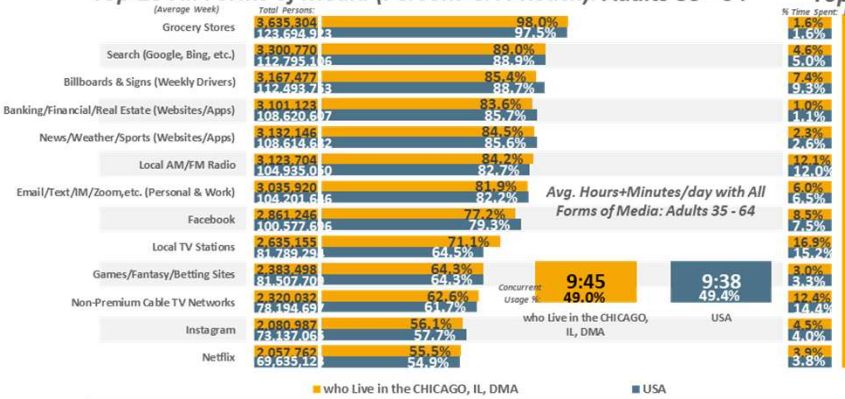
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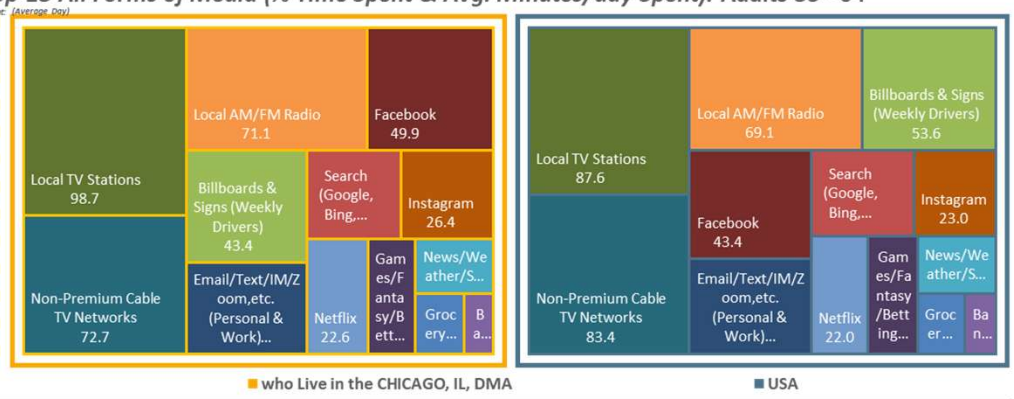
P35-64

Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 7 hours and 9 minutes each day with All Forms of Ad-Supported Media. 81.3% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. *(Local Radio delivers 12.6% of Time with Ad-Supported Media.)*

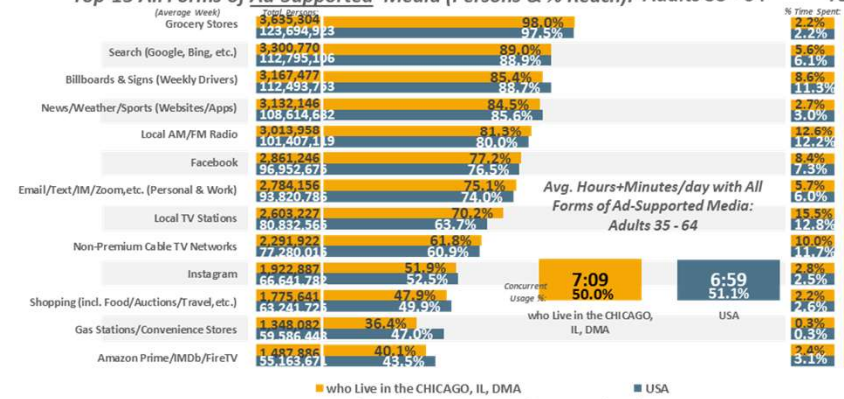
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



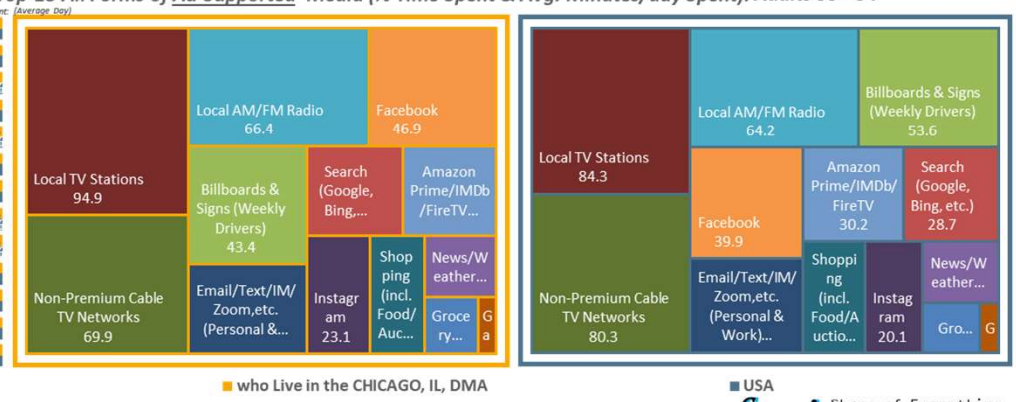
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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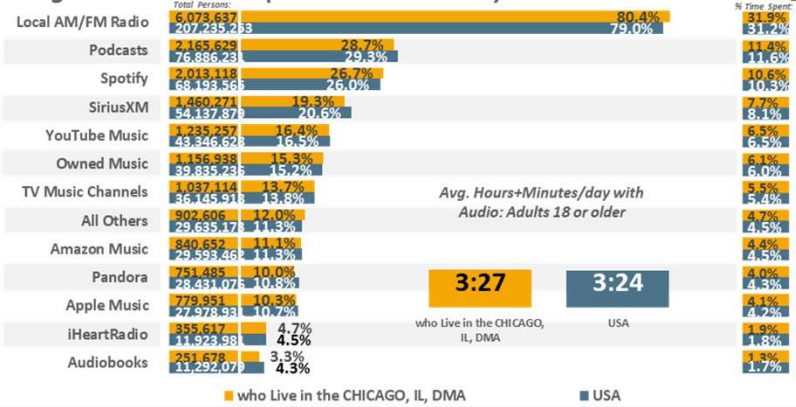
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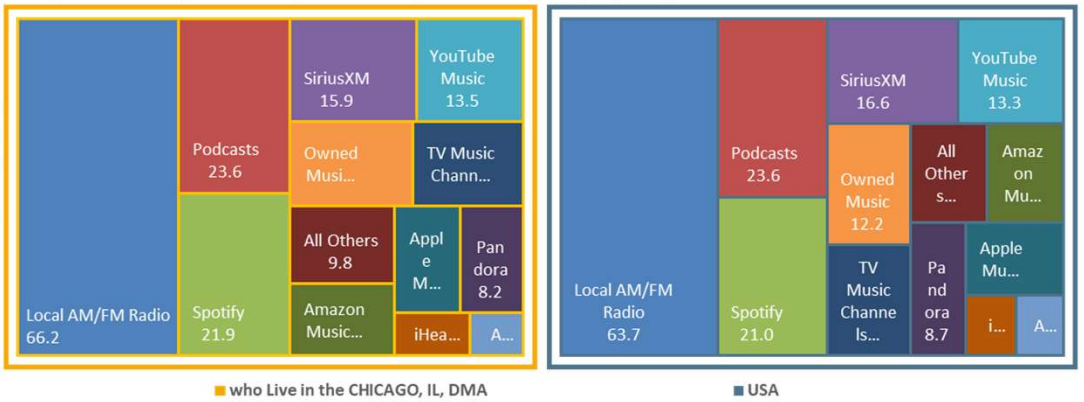
P18+

5,859,921 or 77.6% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

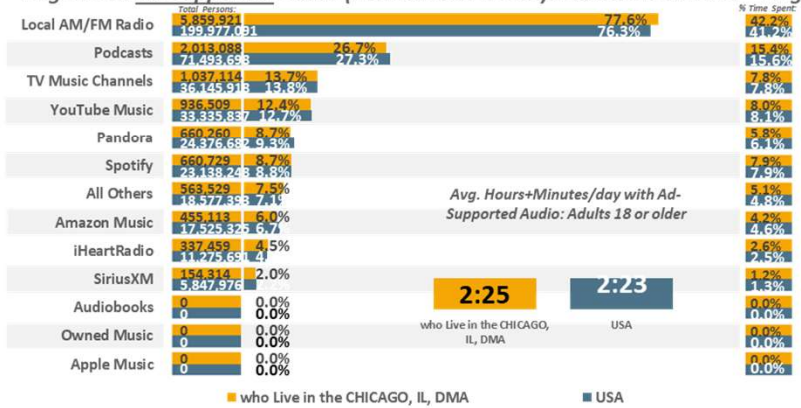
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



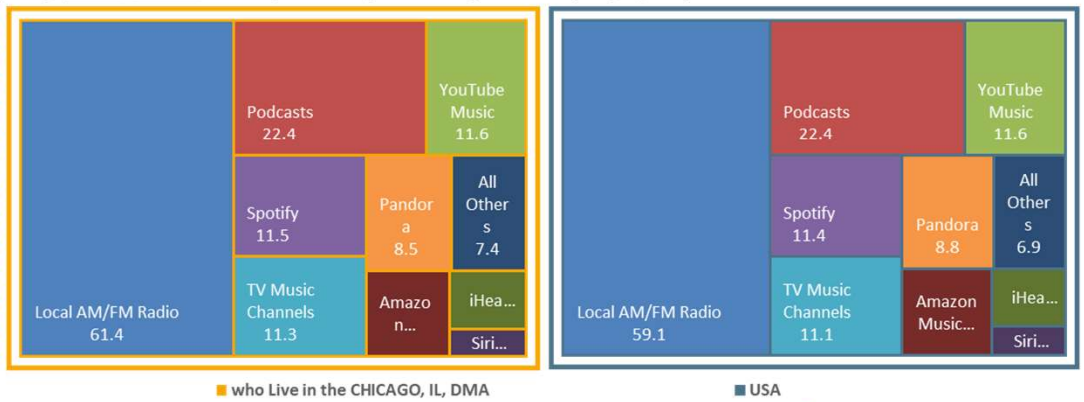
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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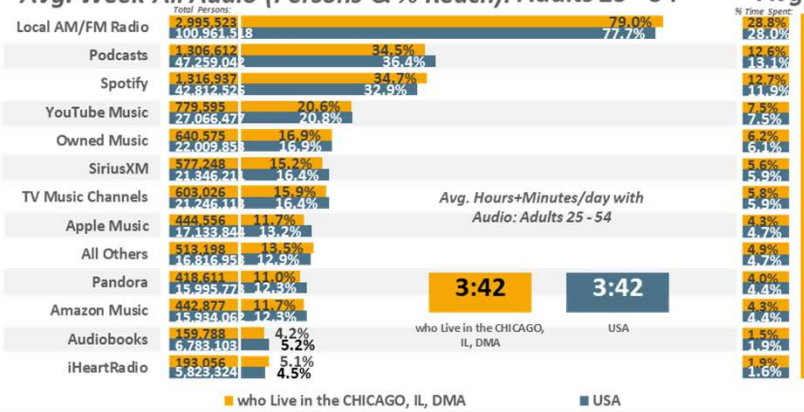
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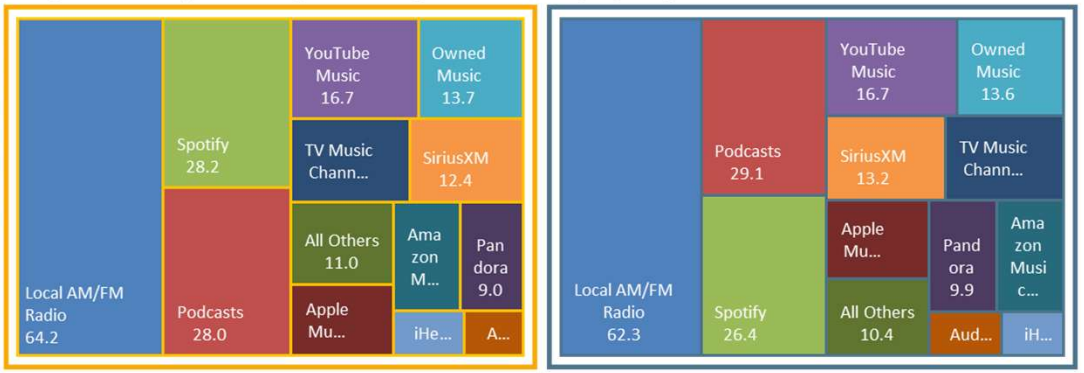
P25-54

2,908,176 or 76.7% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 59.4 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

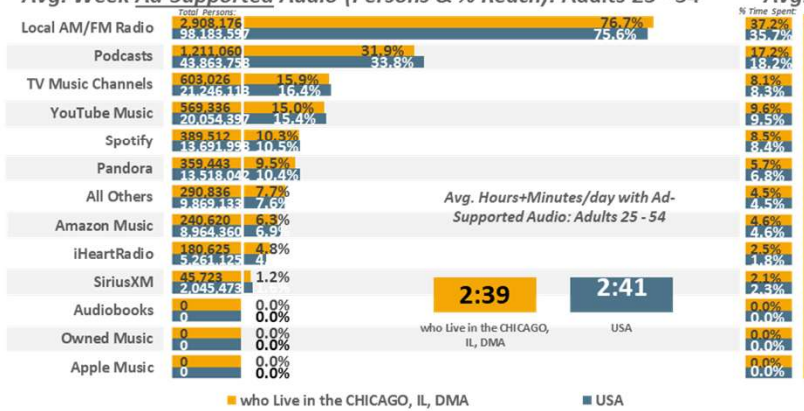
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



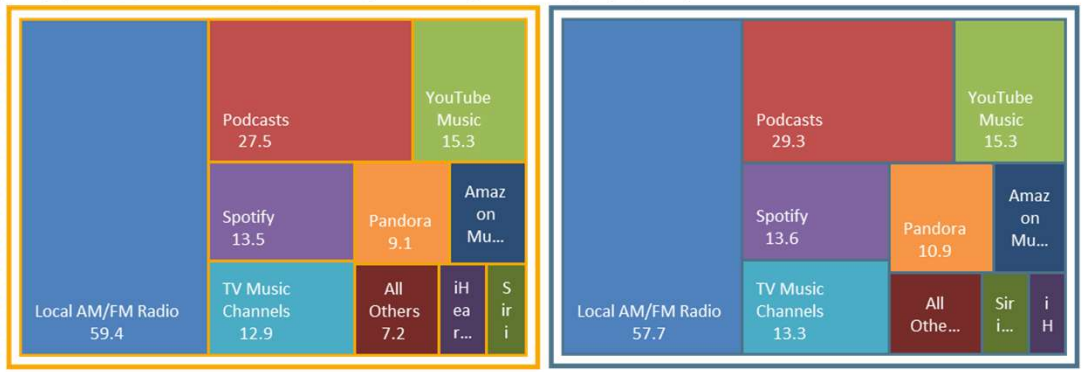
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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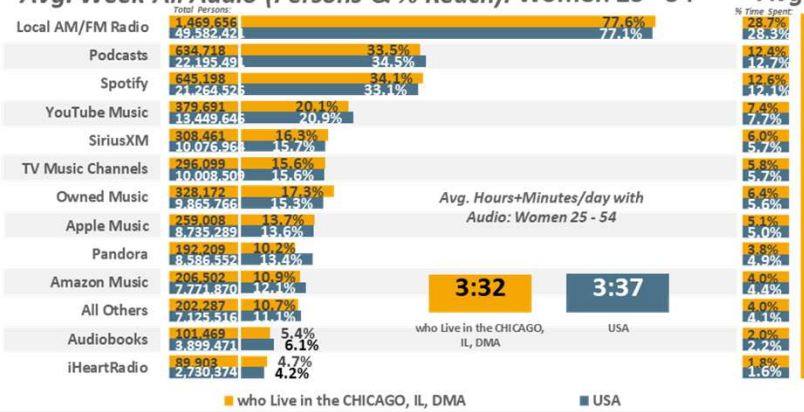
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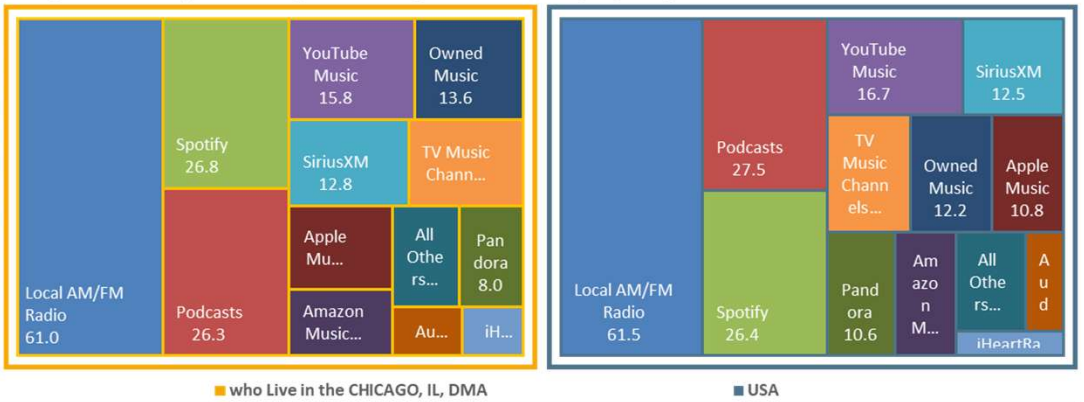
W25-54

1,439,791 or 76.1% of Women 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

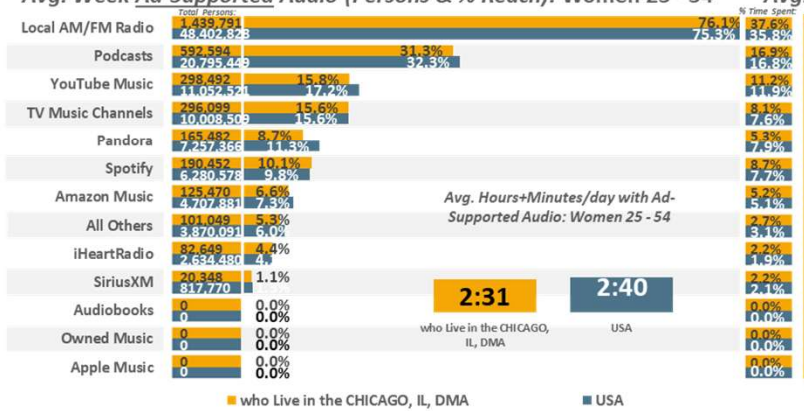
Avg. Week All Audio (Persons & % Reach): Women 25 - 54



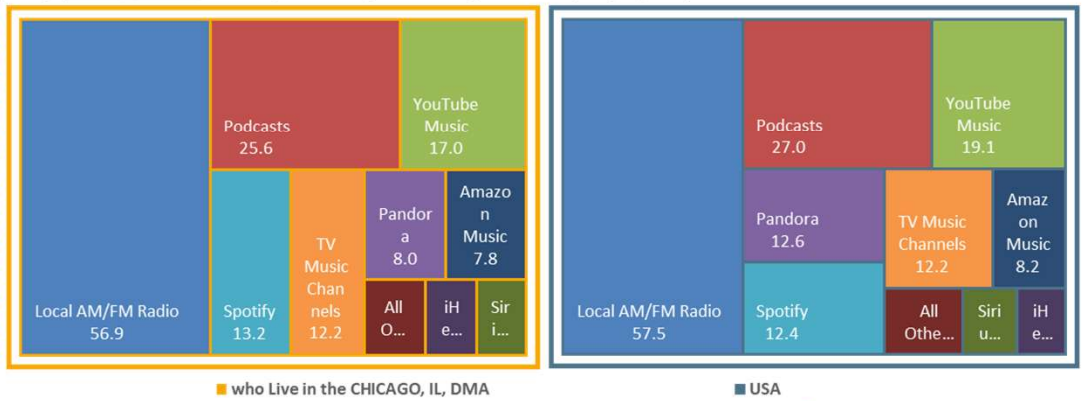
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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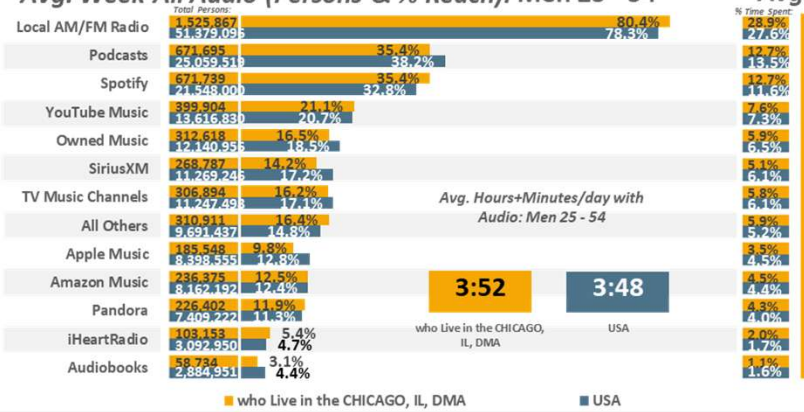
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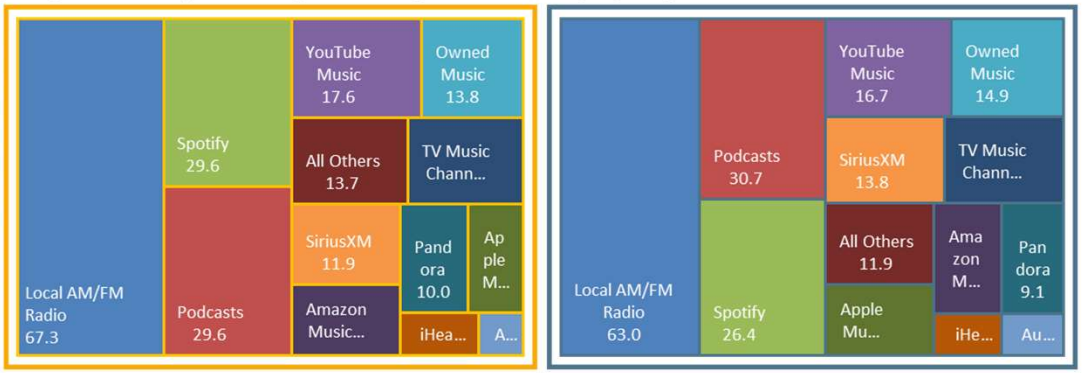
M25-54

1,466,880 or 77.3% of Men 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

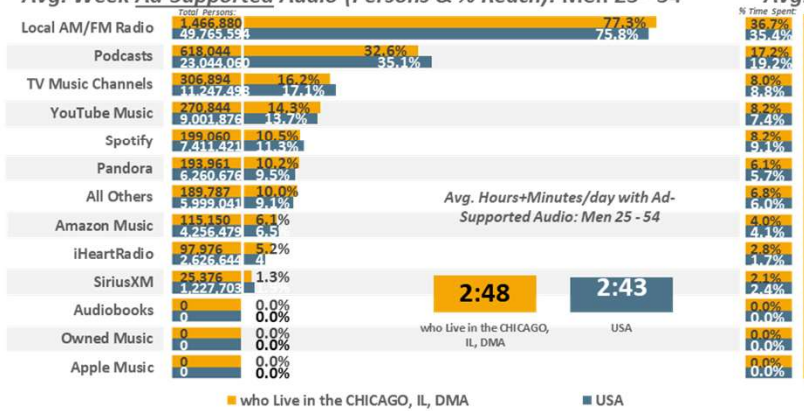
Avg. Week All Audio (Persons & % Reach): Men 25 - 54



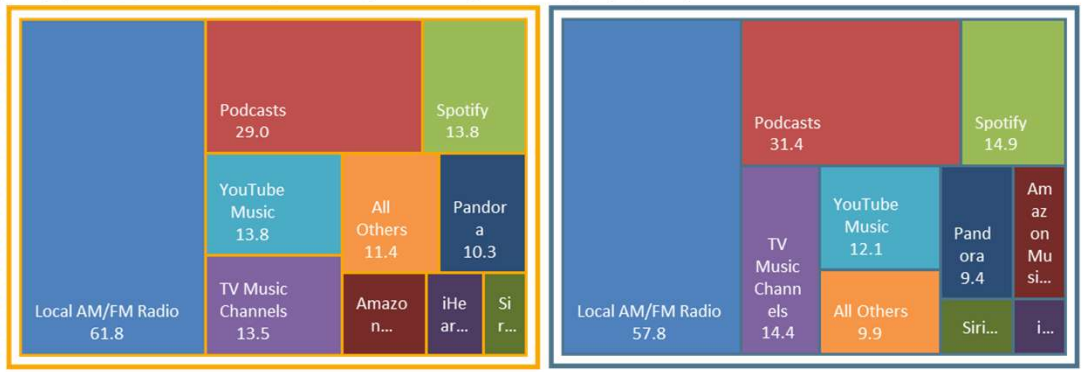
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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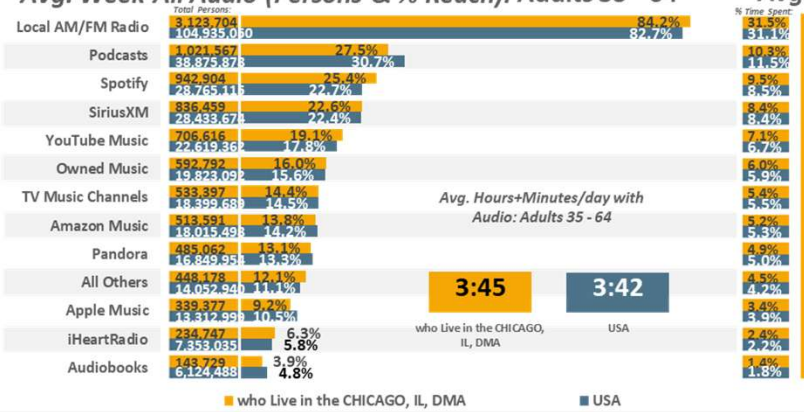
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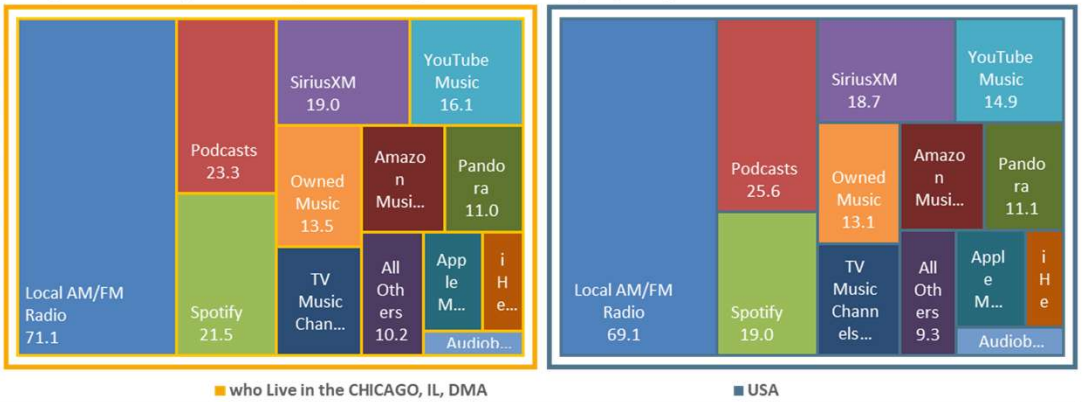
P35-64

3,013,958 or 81.3% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

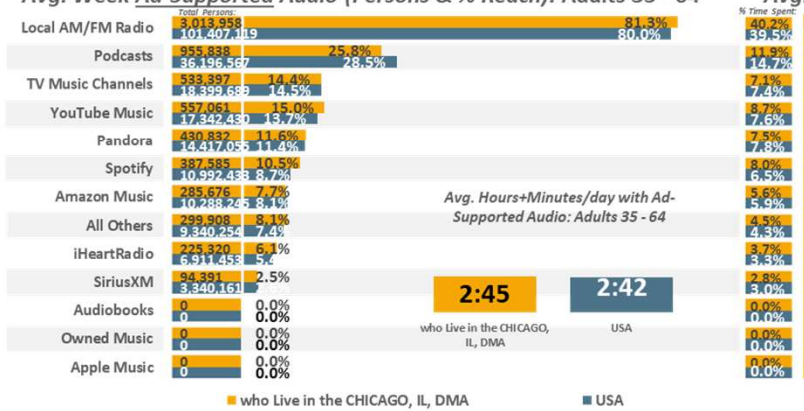
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



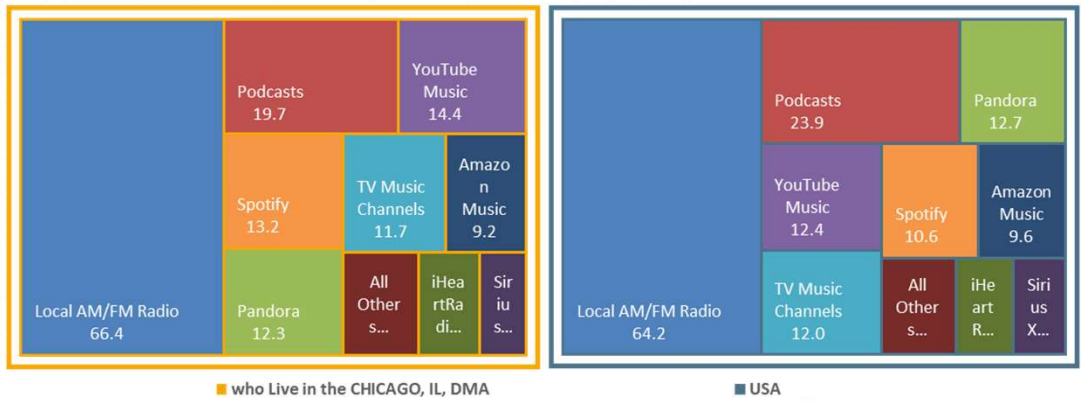
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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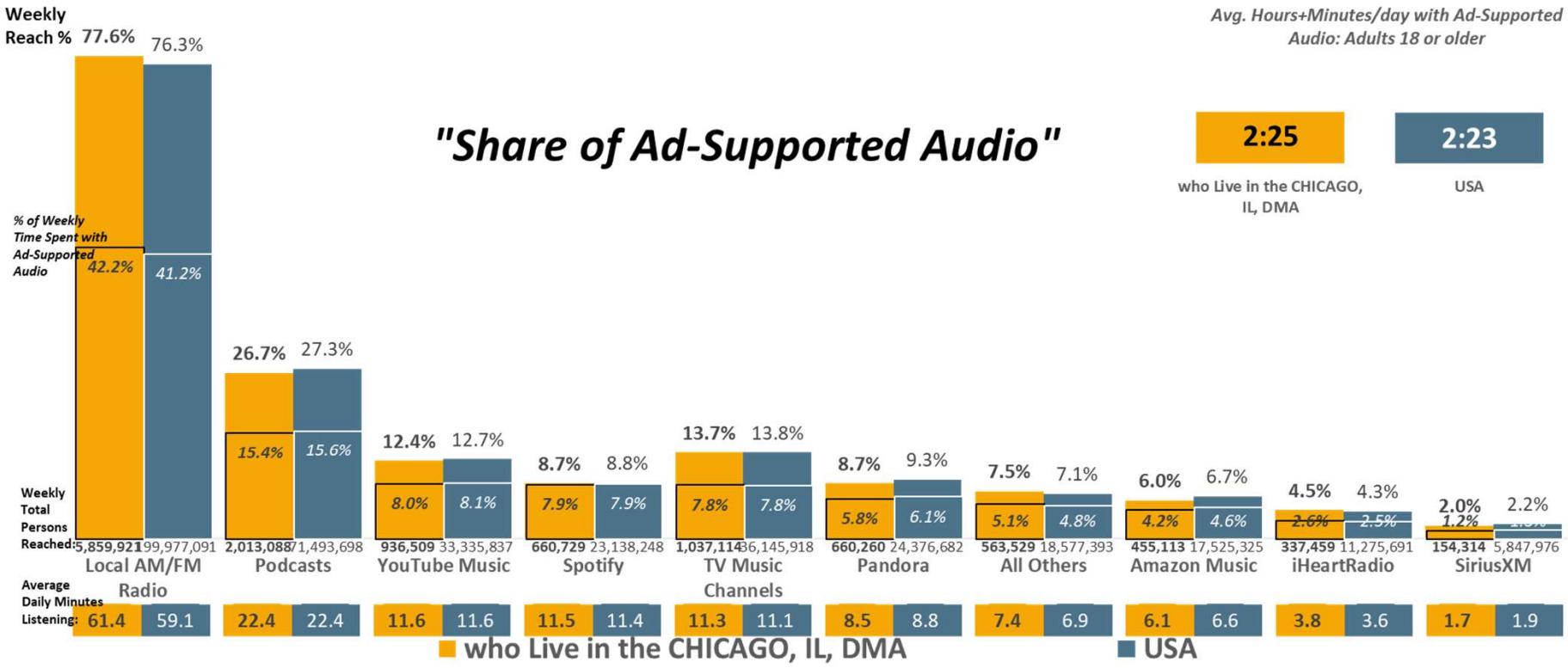
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P18+

5,859,921 or 77.6% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.4 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.



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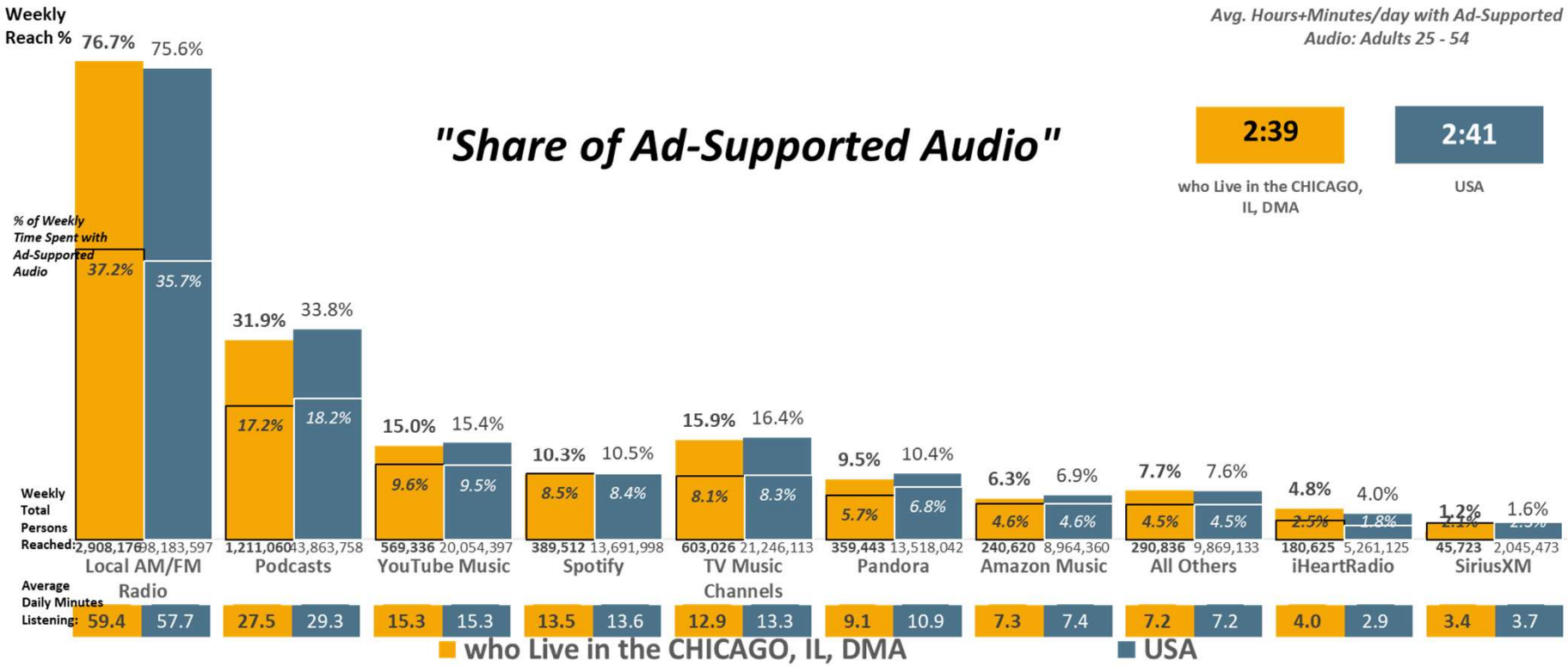
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P25-54

2,908,176 or 76.7% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 59.4 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



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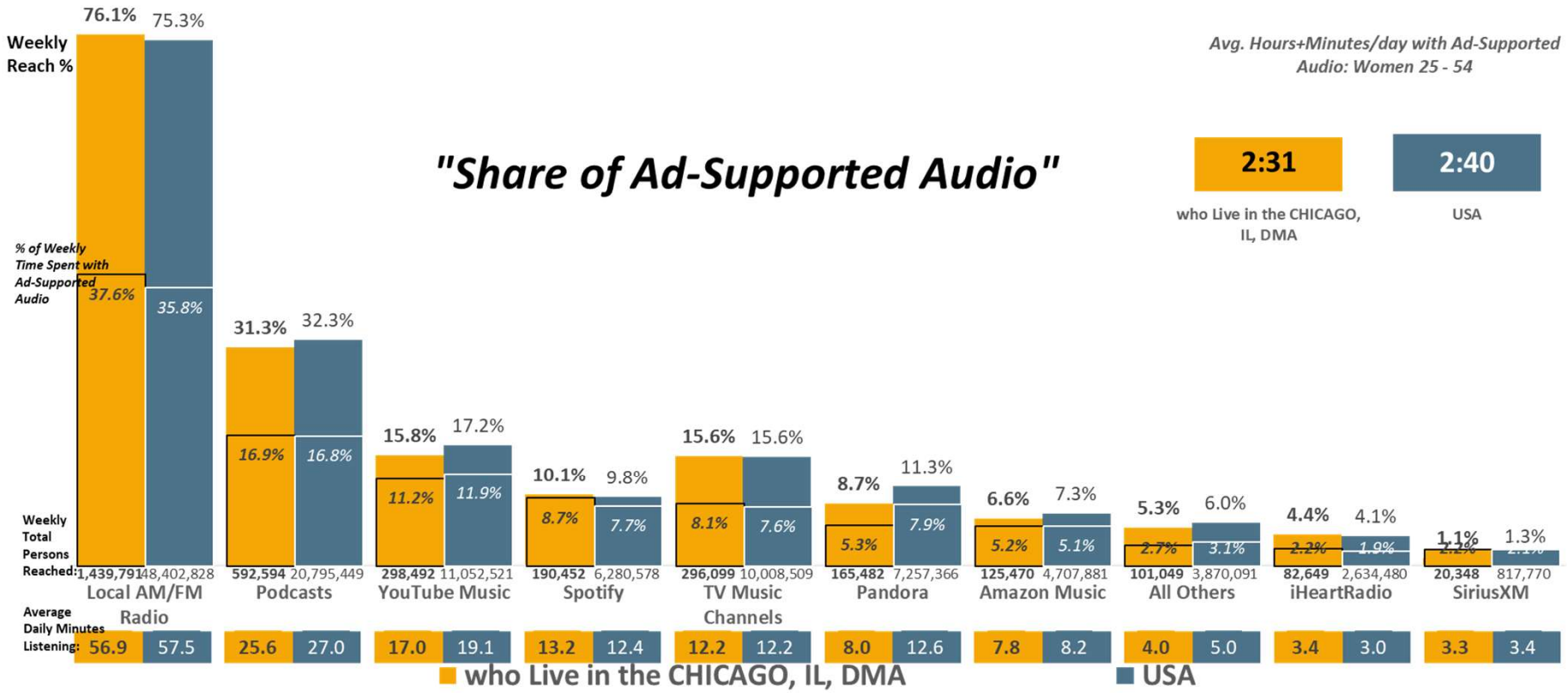
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1,439,791 or 76.1% of Women 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 56.9 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



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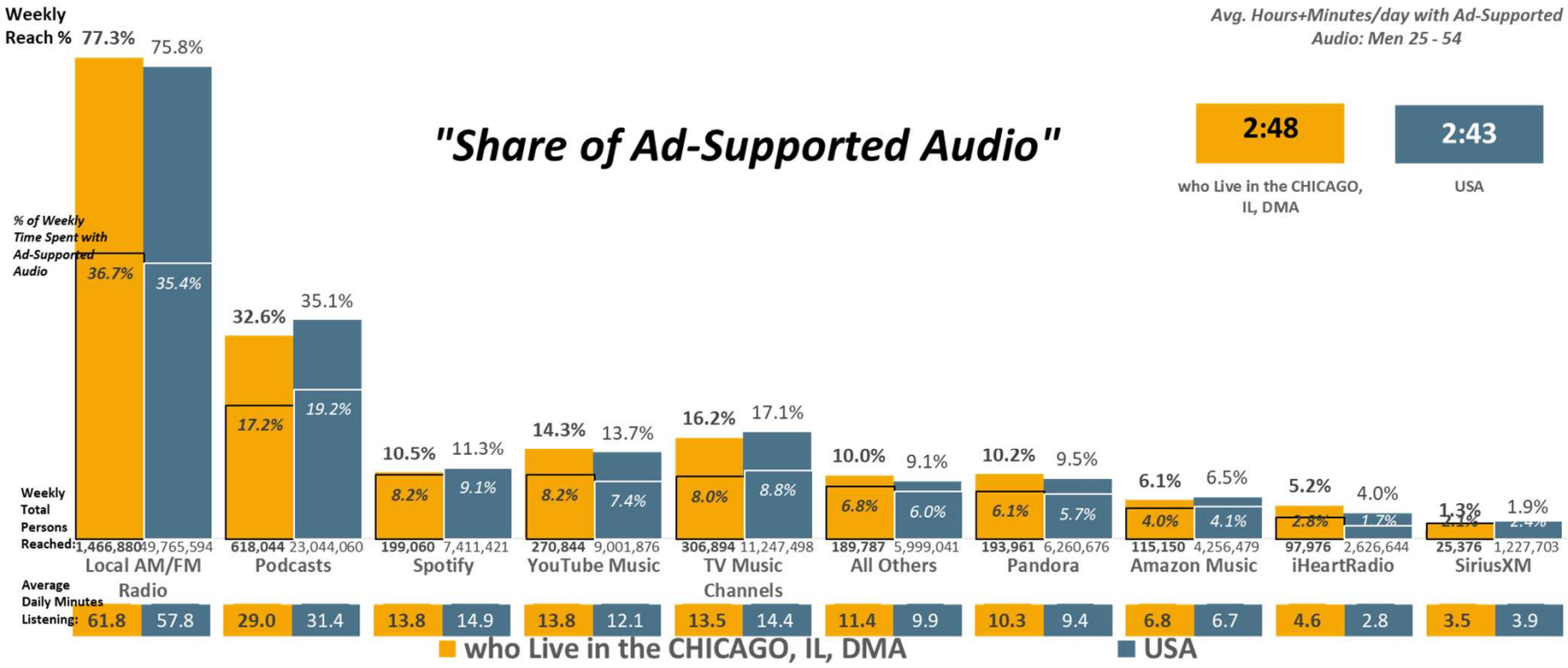
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M25-54

1,466,880 or 77.3% of Men 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



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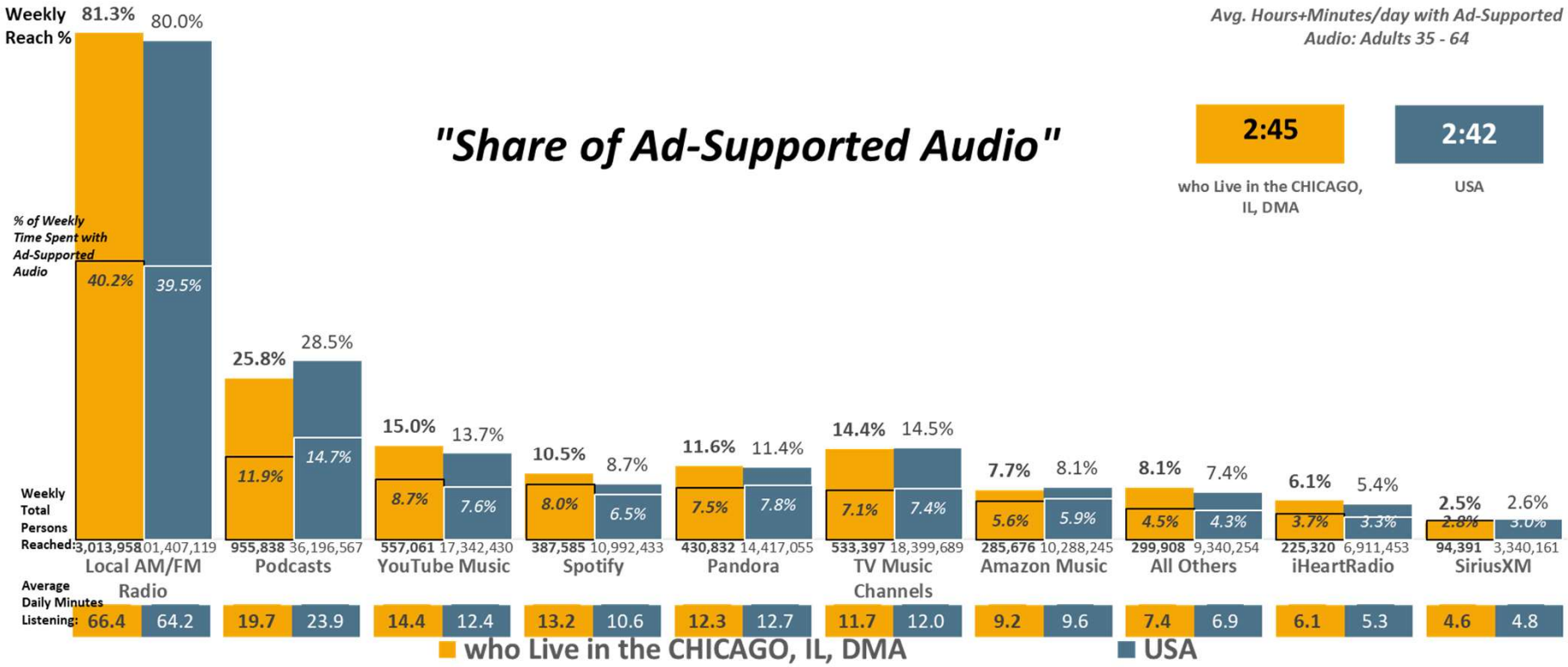
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P35-64

3,013,958 or 81.3% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.



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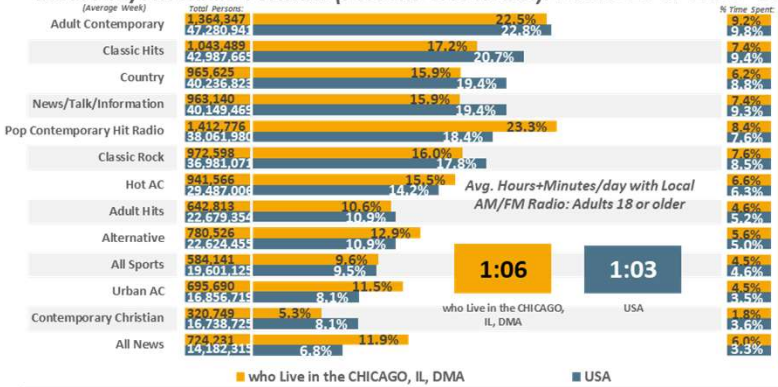
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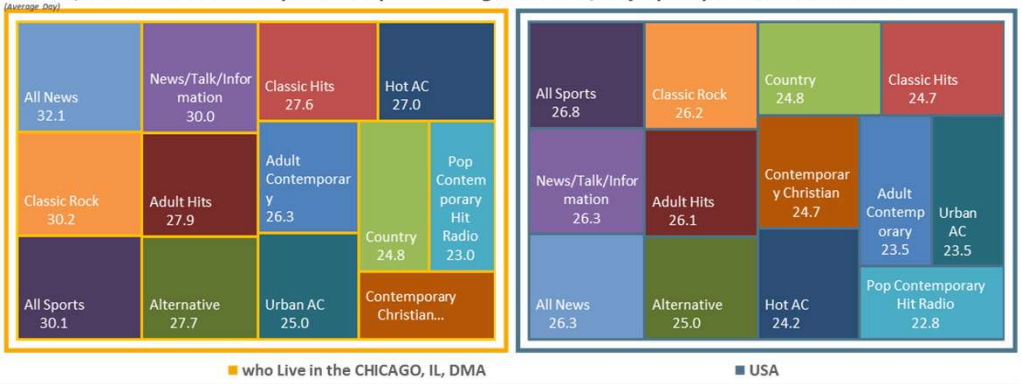
P18+

5,859,921 or 77.6% of Adults 18 or older who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Classic Hits, Classic Rock, and Country.

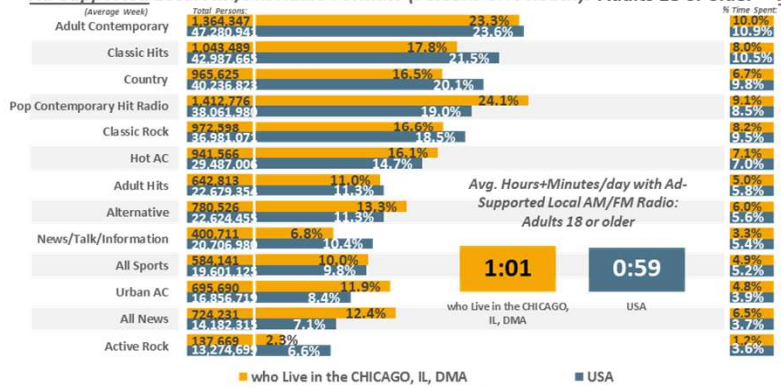
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



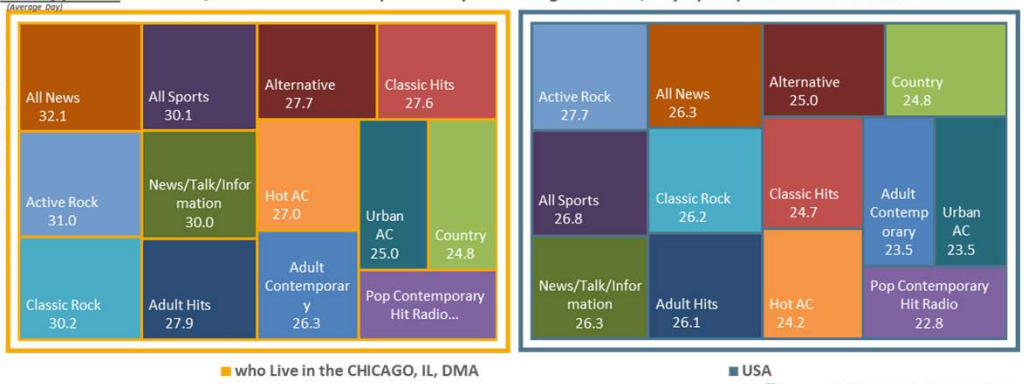
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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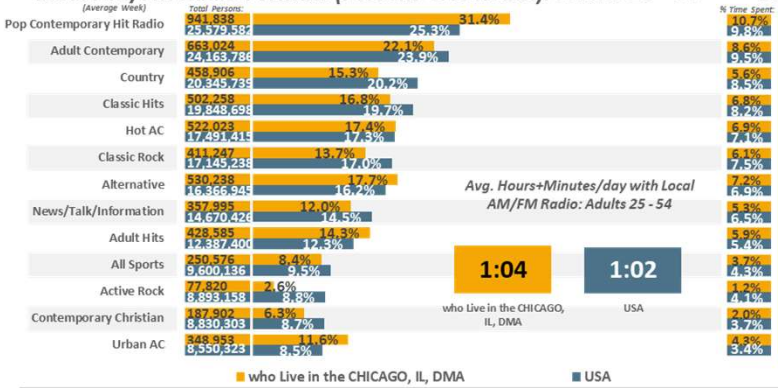
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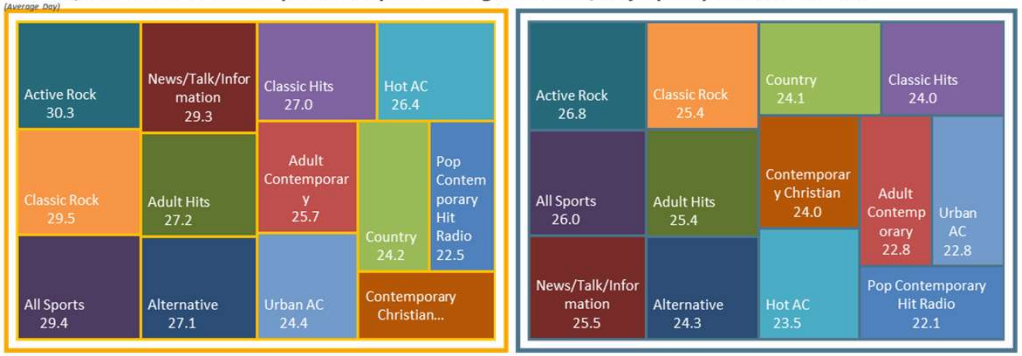
P25-54

2,908,176 or 76.7% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Alternative, Hot AC, and Classic Hits.

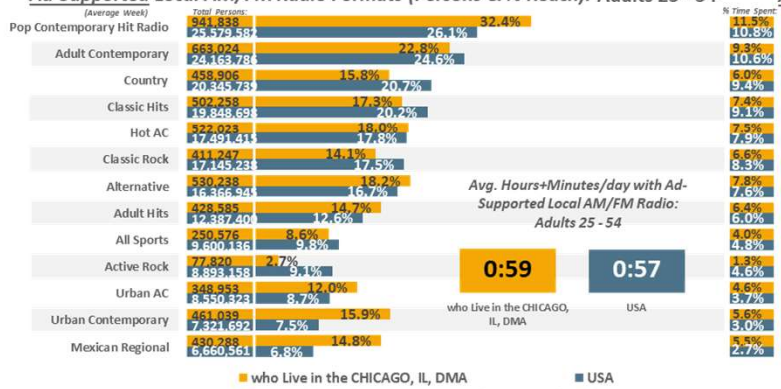
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



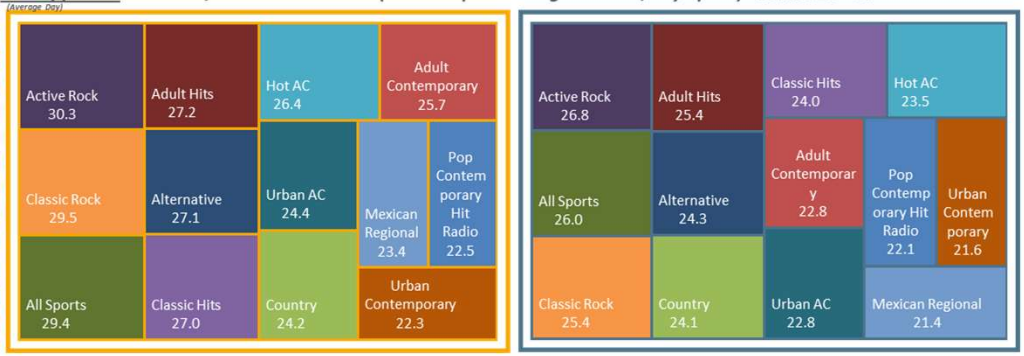
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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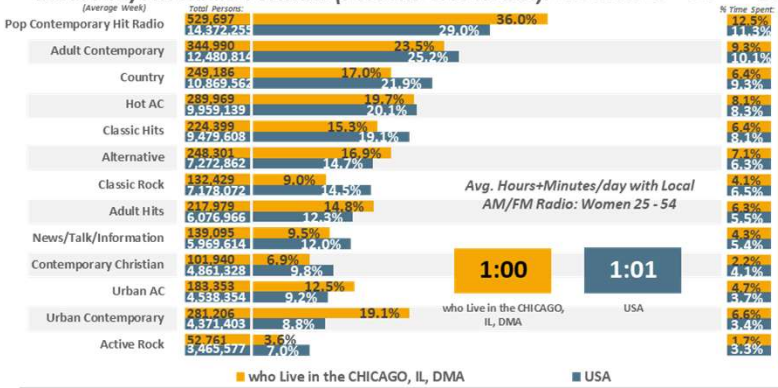
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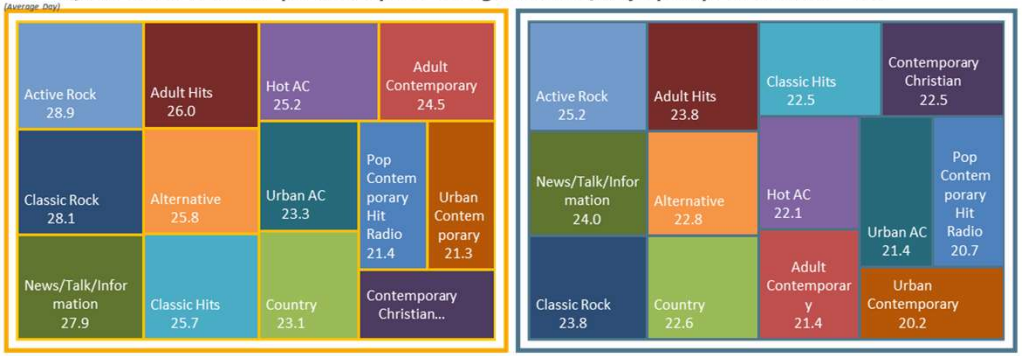


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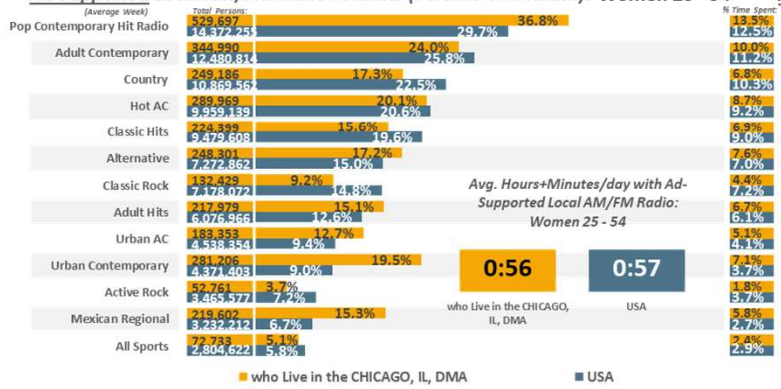
Local AM/FM Radio Formats (Persons & % Reach): Women 25 - 54



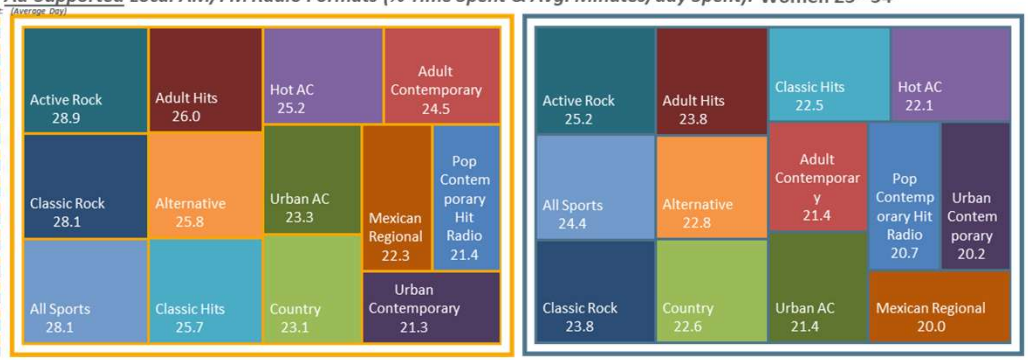
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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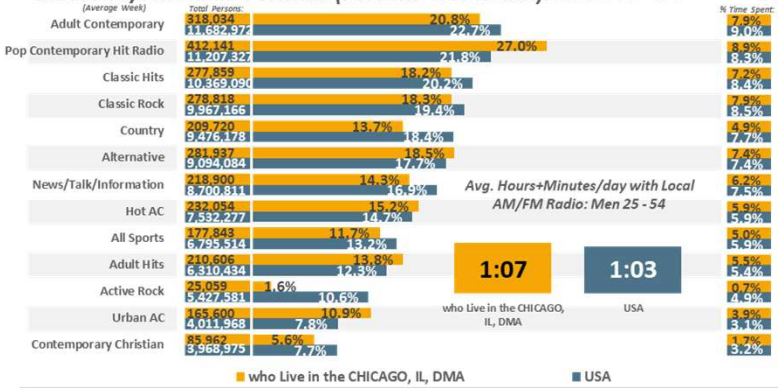
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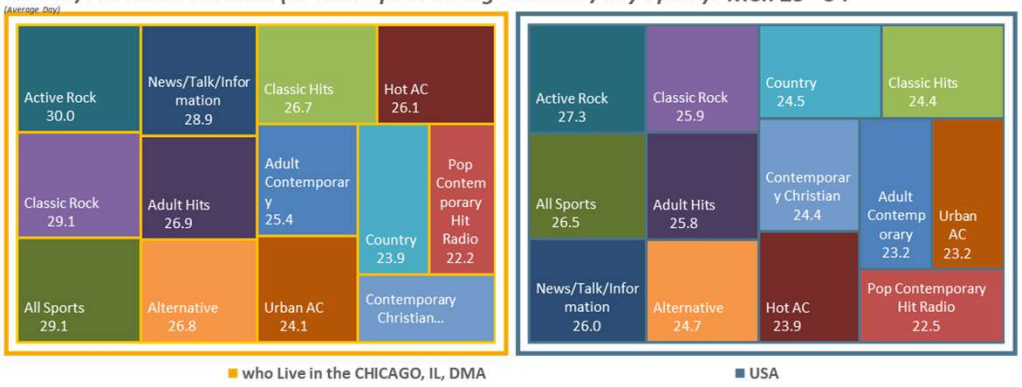
M25-54

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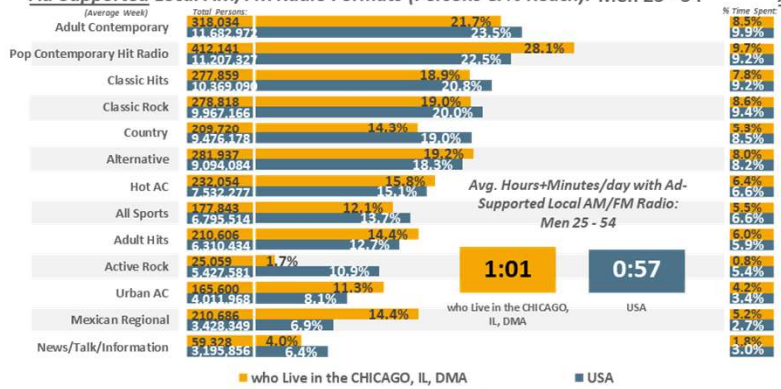
Local AM/FM Radio Formats (Persons & % Reach): Men 25 - 54



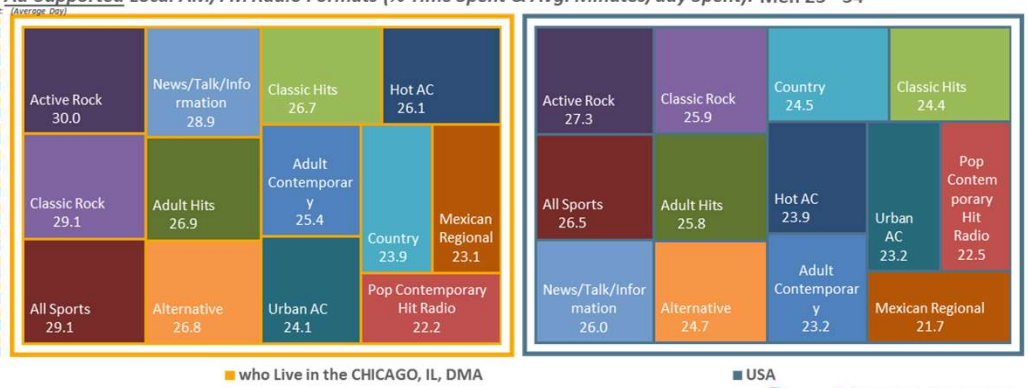
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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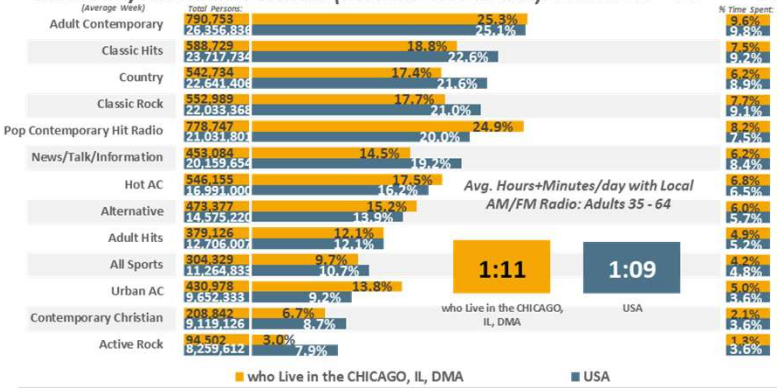
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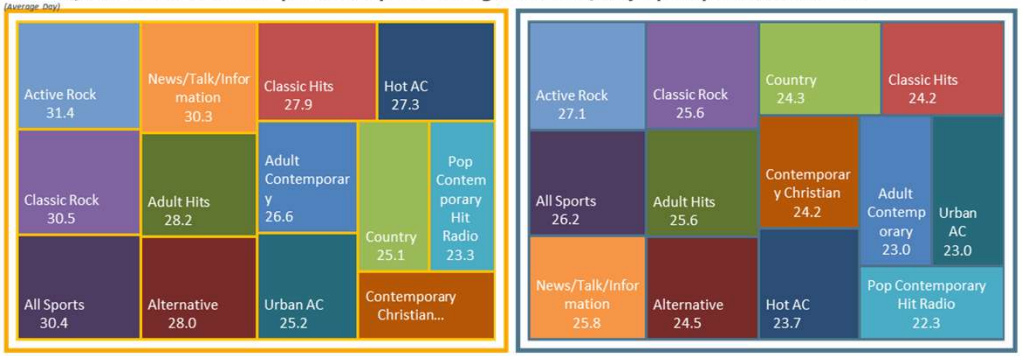
P35-64

3,013,958 or 81.3% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Hot AC.

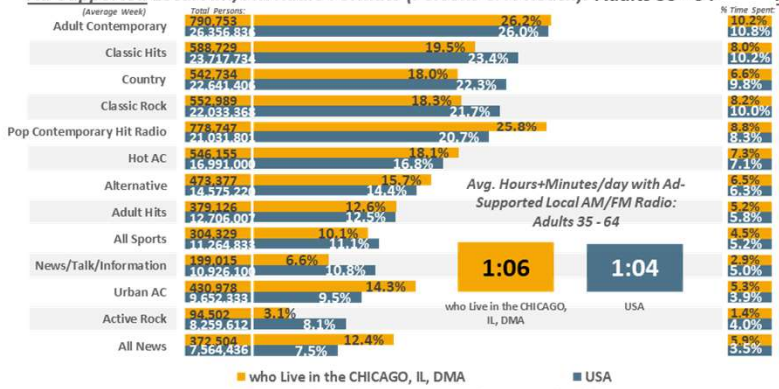
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



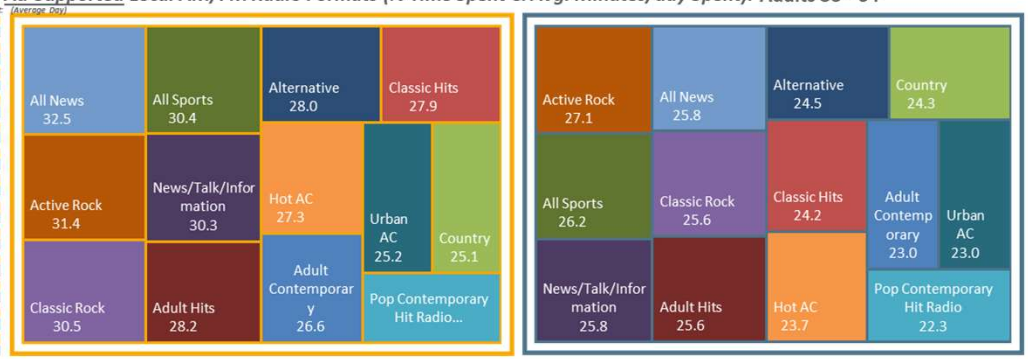
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

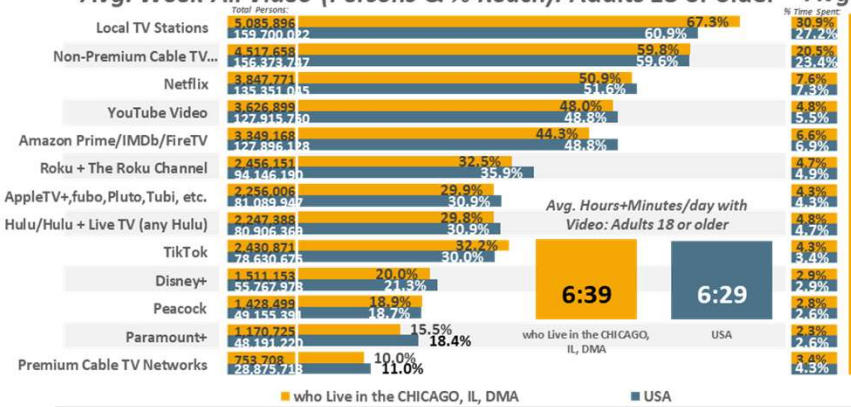
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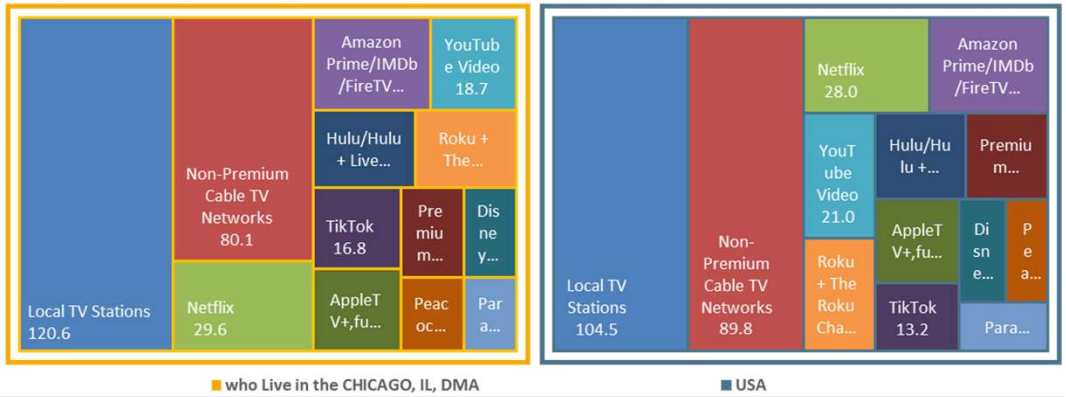
P18+

5,017,508 or 66.4% of Adults 18 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 114.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

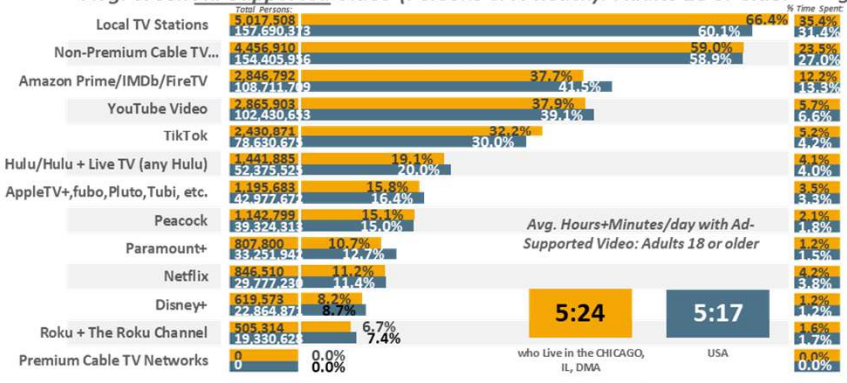
Avg. Week All Video (Persons & % Reach): Adults 18 or older



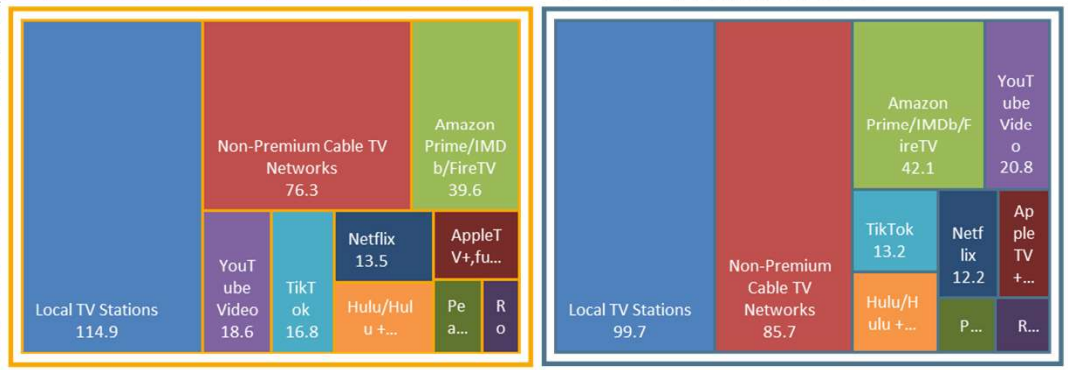
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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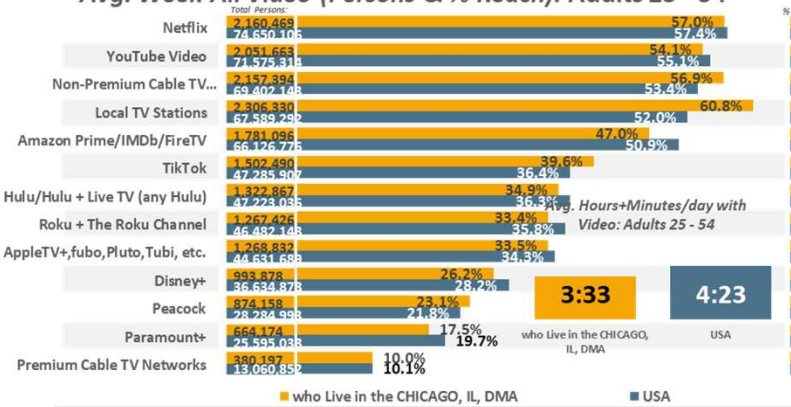
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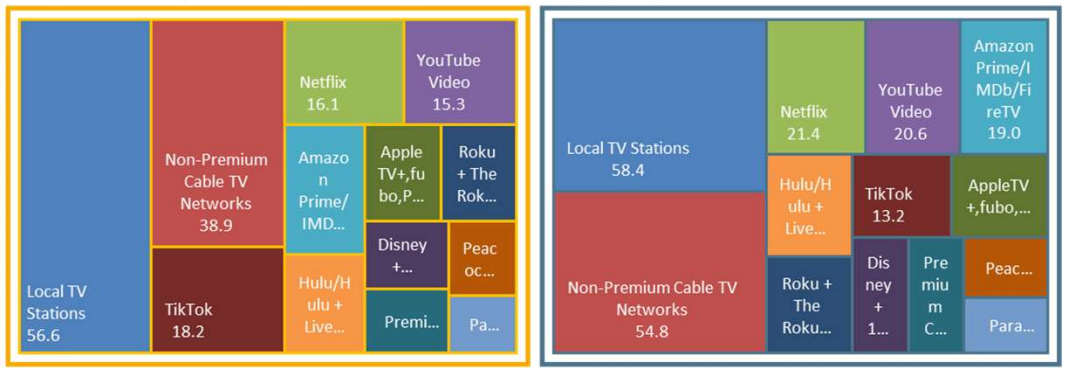
P25-54

2,278,358 or 60.1% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 54.5 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

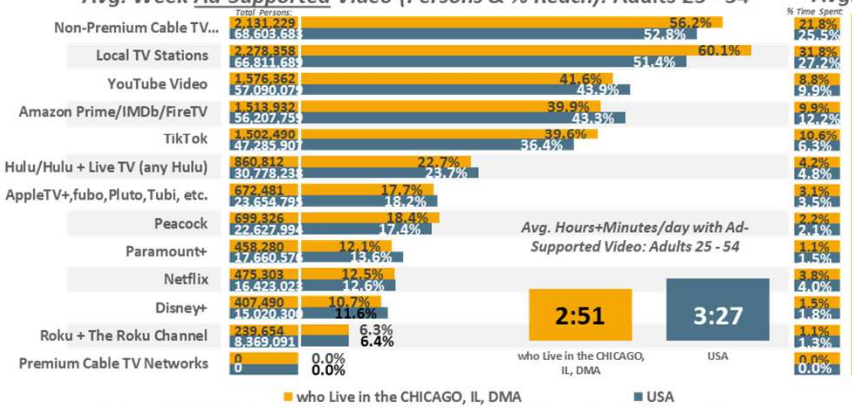
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



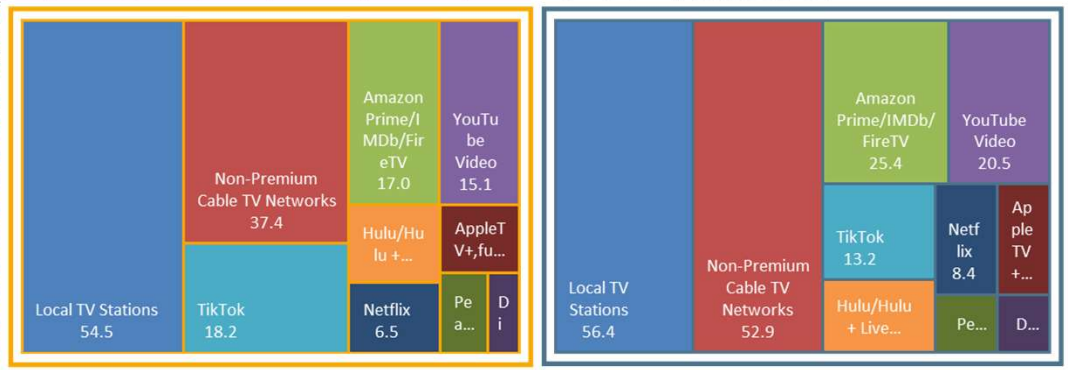
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



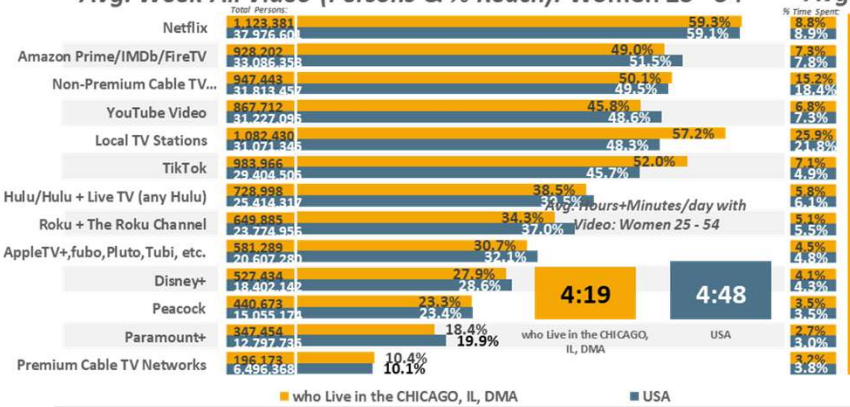
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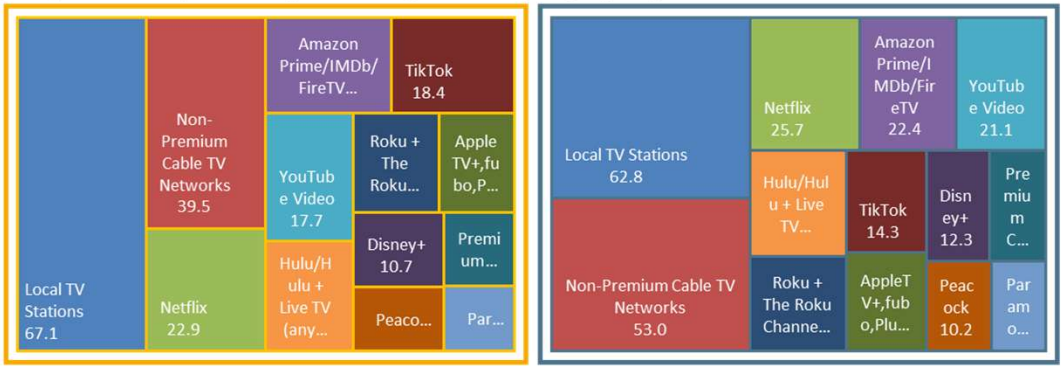


1,066,634 or 56.4% of Women 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 64.5 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

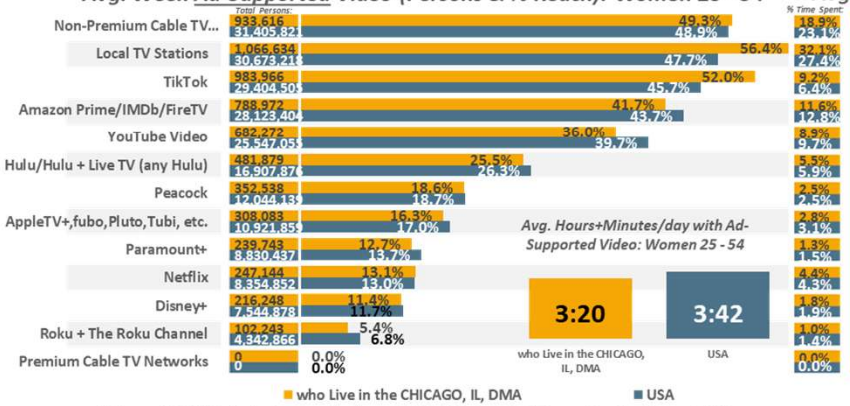
Avg. Week All Video (Persons & % Reach): Women 25 - 54



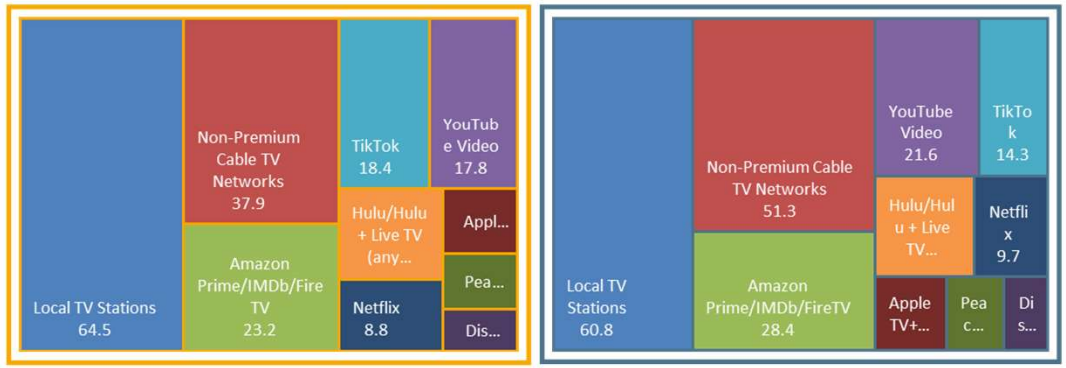
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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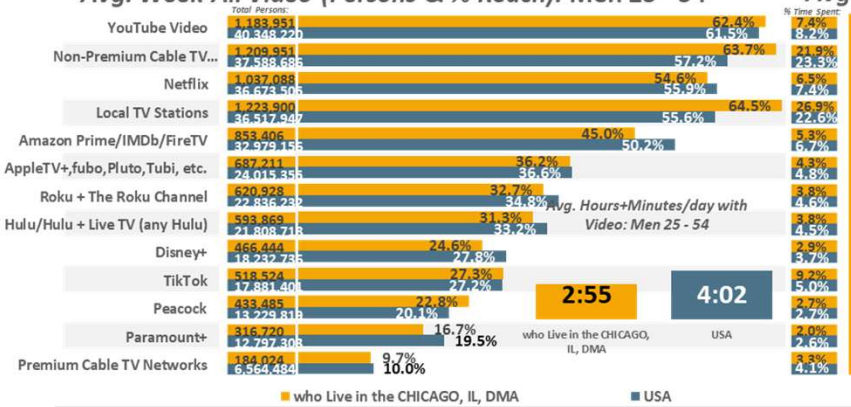
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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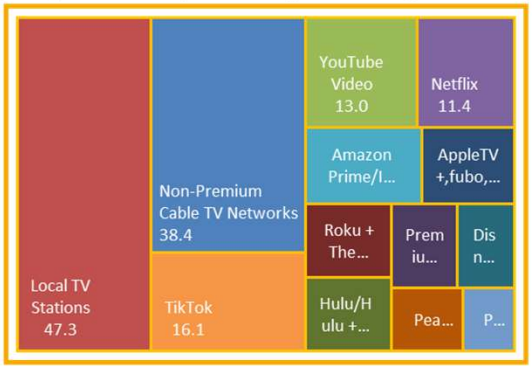


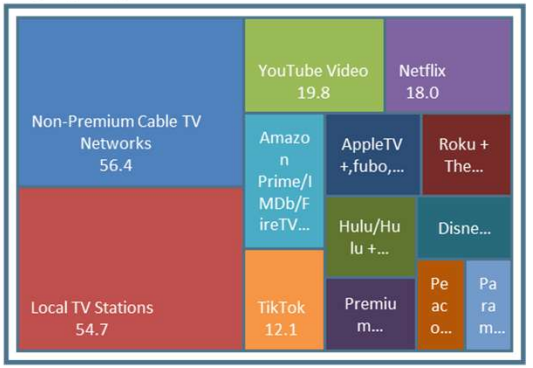
1,212,012 or 63.9% of Men 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 45.6 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

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



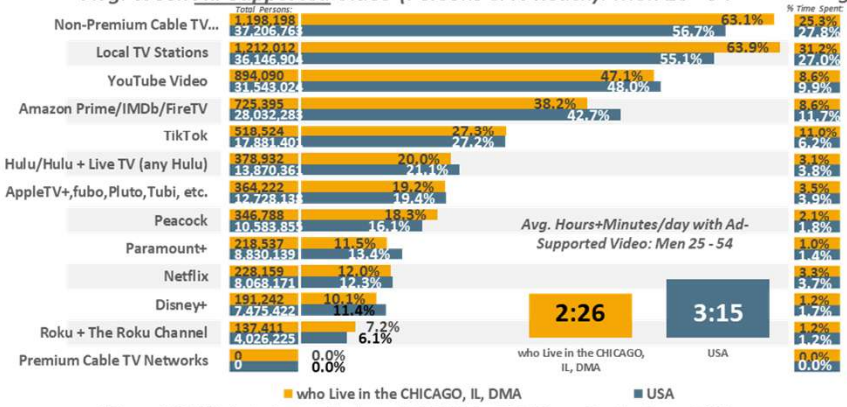
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



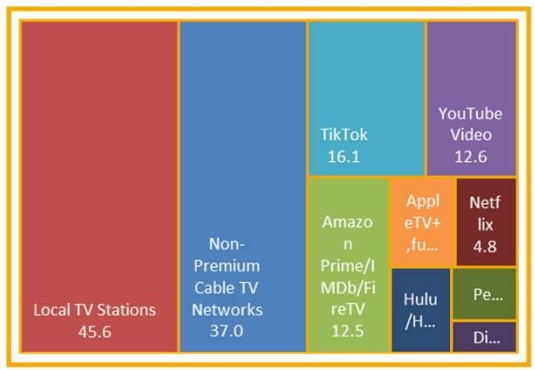


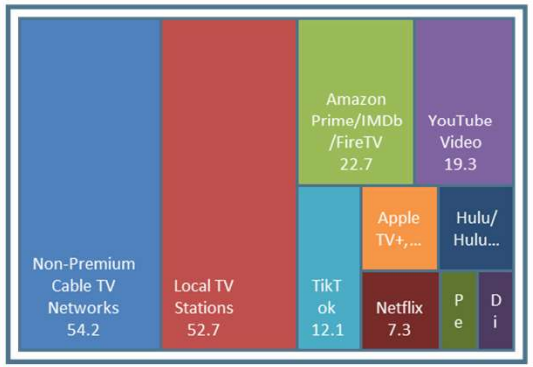
who Live in the CHICAGO, IL, DMA ■ USA

Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Men 25 - 54



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54





who Live in the CHICAGO, IL, DMA ■ USA

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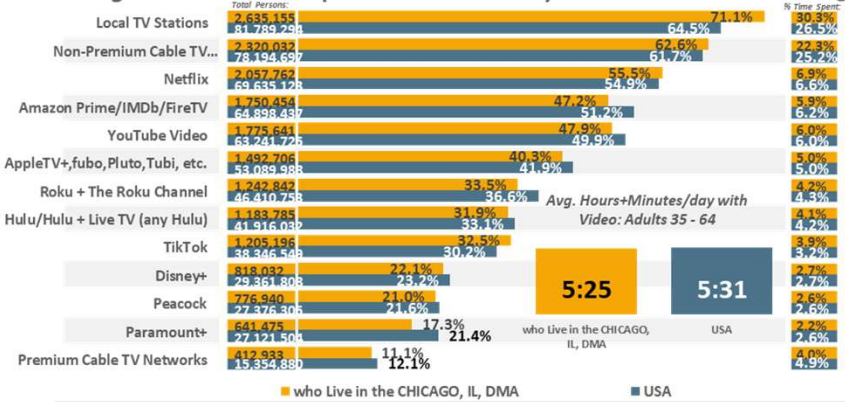
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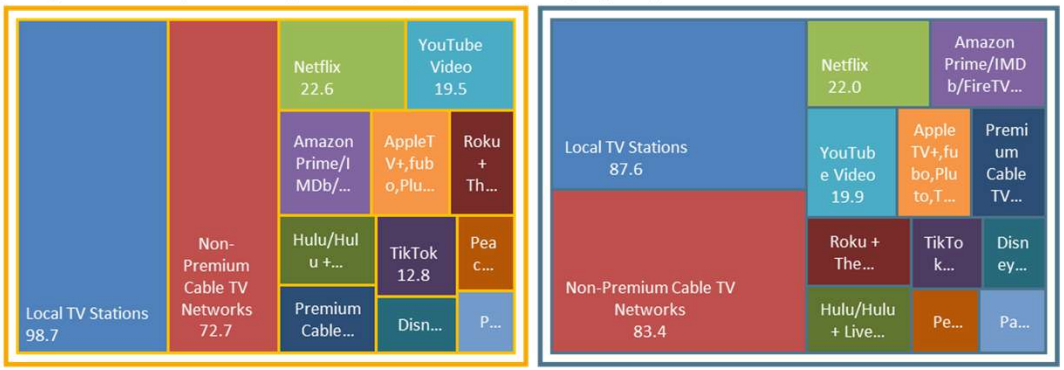
P35-64

2,603,227 or 70.2% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 94.9 minutes every day representing 35.5% of all time spent daily with Ad-Supported Video.

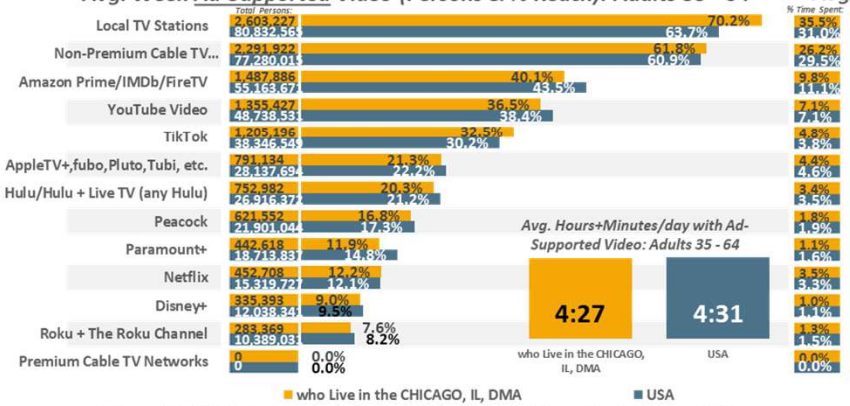
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



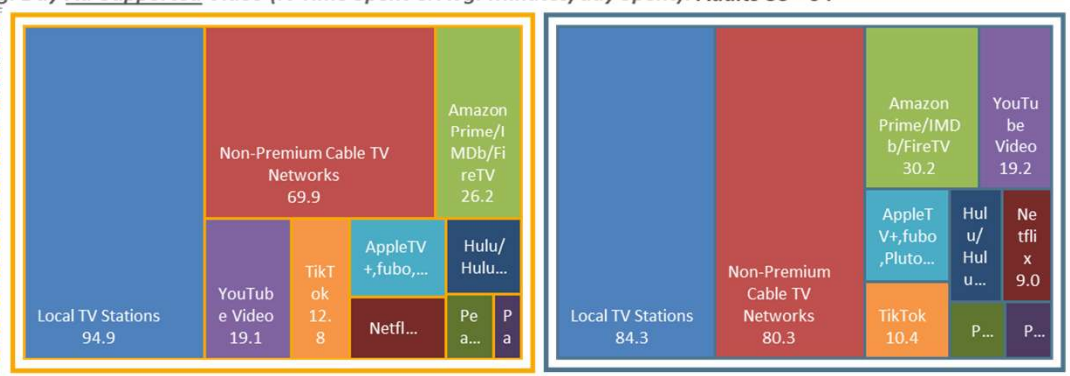
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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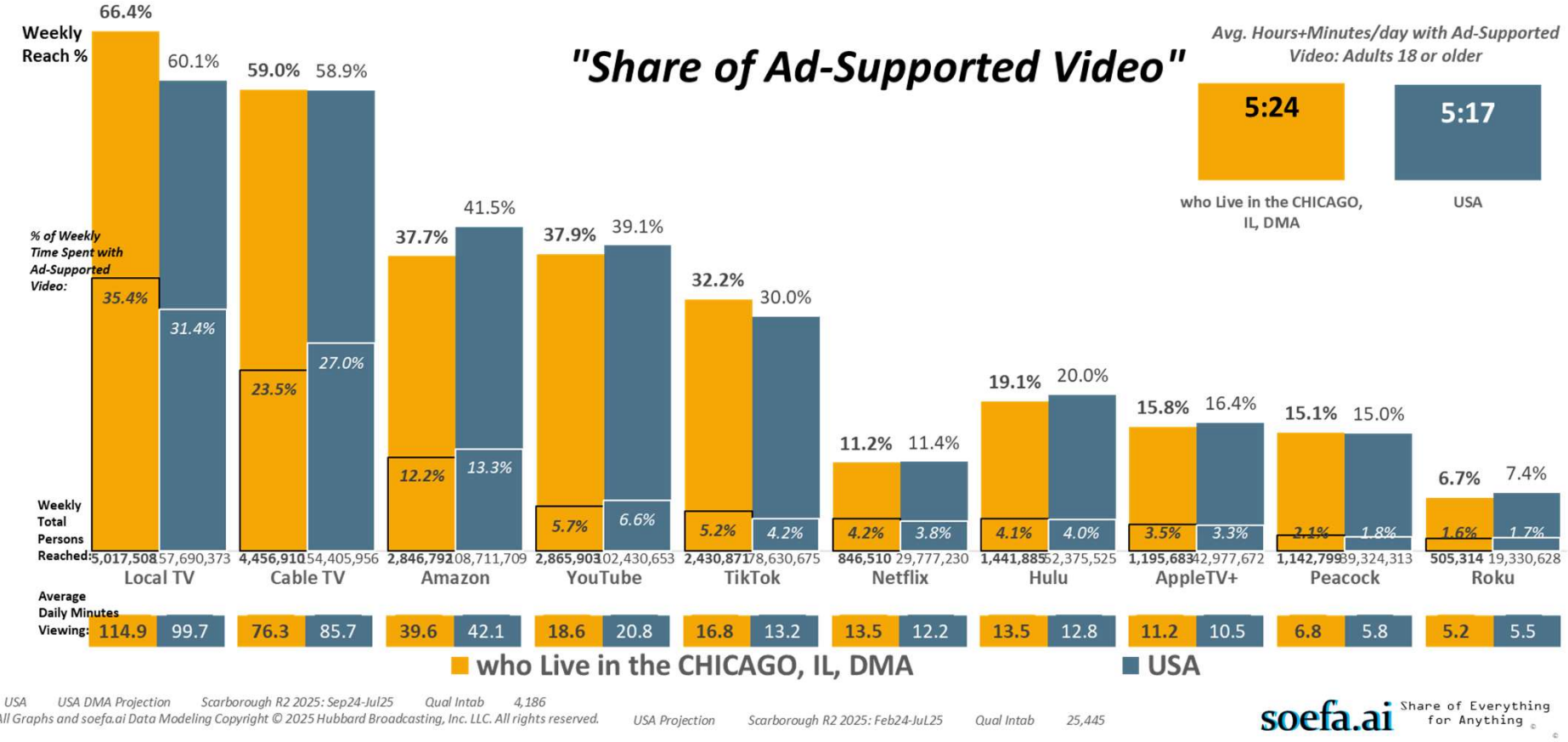
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P18+

5,017,508 or 66.4% of Adults 18 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 114.9 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.



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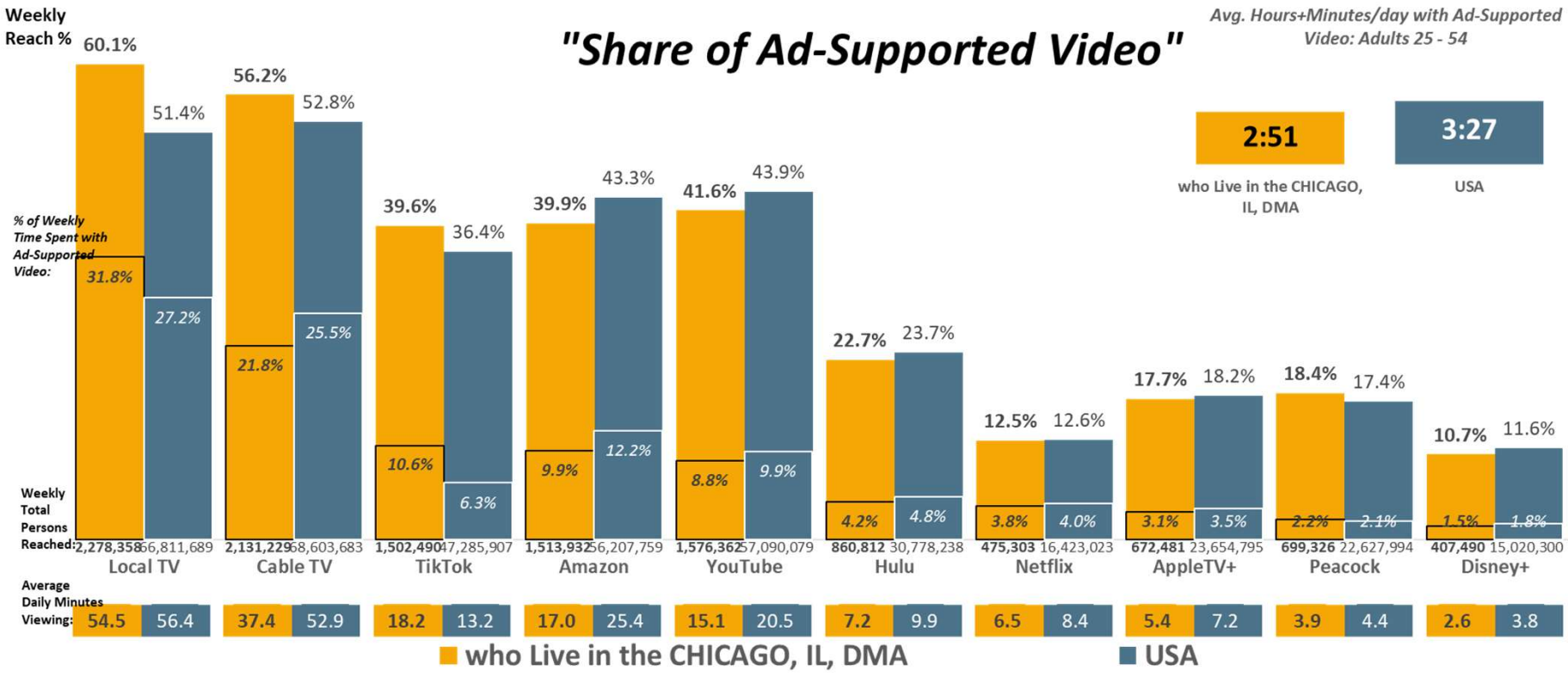
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P25-54

2,278,358 or 60.1% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 54.5 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.



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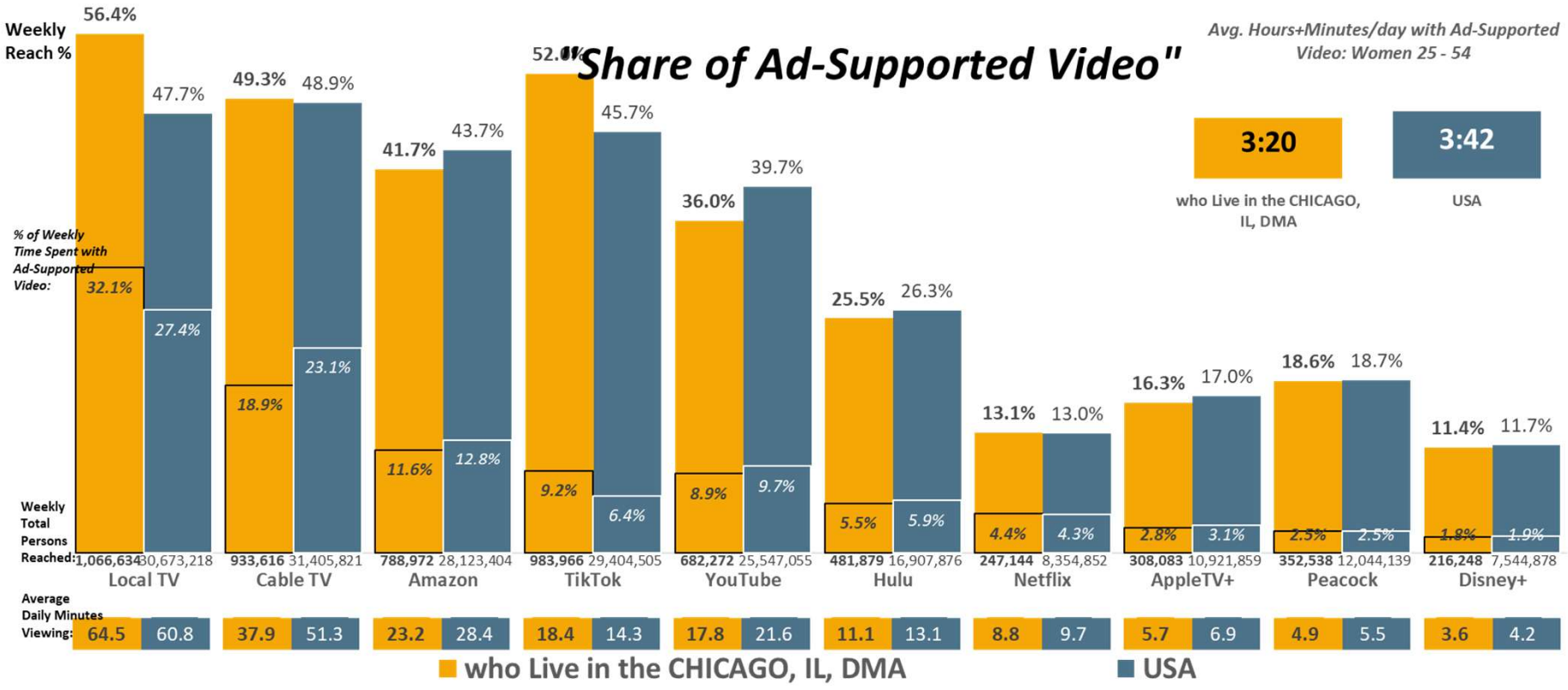
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W25-54

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M25-54

1,212,012 or 63.9% of Men 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 45.6 minutes every day representing 31.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

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

2:26 who Live in the CHICAGO, IL, DMA

3:15 USA

	Local TV	Cable TV	TikTok	YouTube	Amazon	AppleTV+	Netflix	Hulu	Peacock	Disney+
Weekly Reach %	63.9% / 55.1%	63.1% / 56.7%	27.3% / 27.2%	47.1% / 48.0%	38.2% / 42.7%	19.2% / 19.4%	12.0% / 12.3%	20.0% / 21.1%	18.3% / 16.1%	10.1% / 11.4%
% of Weekly Time Spent with Ad-Supported Video:	31.2% / 27.0%	25.3% / 27.8%	11.0% / 6.2%	8.6% / 9.9%	8.6% / 11.7%	3.5% / 3.9%	3.3% / 3.7%	3.1% / 3.8%	2.1% / 1.8%	1.2% / 1.7%
Weekly Total Persons Reached:	1,212,012 / 36,146,904	1,198,198 / 37,206,763	518,524 / 17,881,401	894,090 / 31,543,024	725,395 / 28,032,283	364,222 / 12,728,138	228,159 / 8,068,171	378,932 / 13,870,361	346,788 / 10,583,855	191,242 / 7,475,422
Average Daily Minutes Viewing:	45.6 / 52.7	37.0 / 54.2	16.1 / 12.1	12.6 / 19.3	12.5 / 22.7	5.1 / 7.5	4.8 / 7.3	4.5 / 7.4	3.0 / 3.4	1.8 / 3.4

■ who Live in the CHICAGO, IL, DMA ■ USA

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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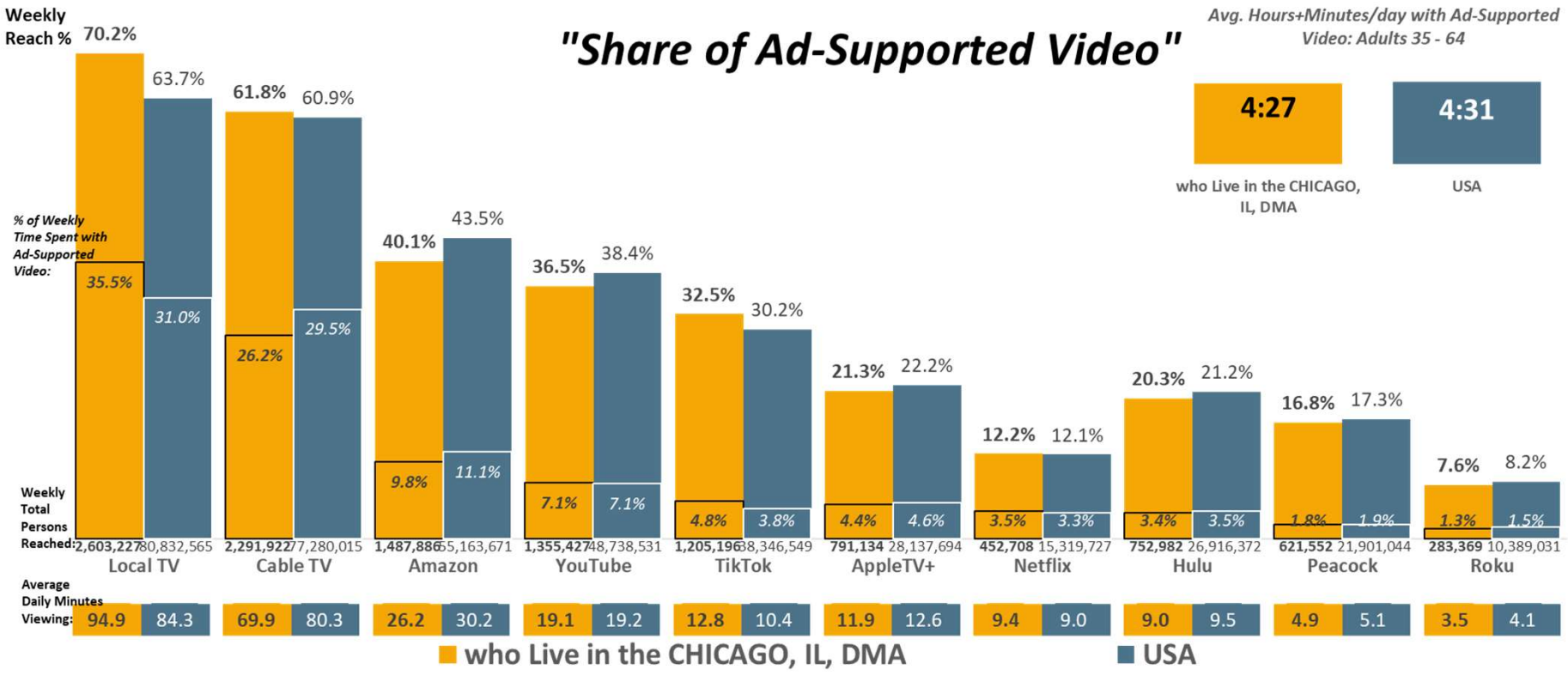
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P35-64

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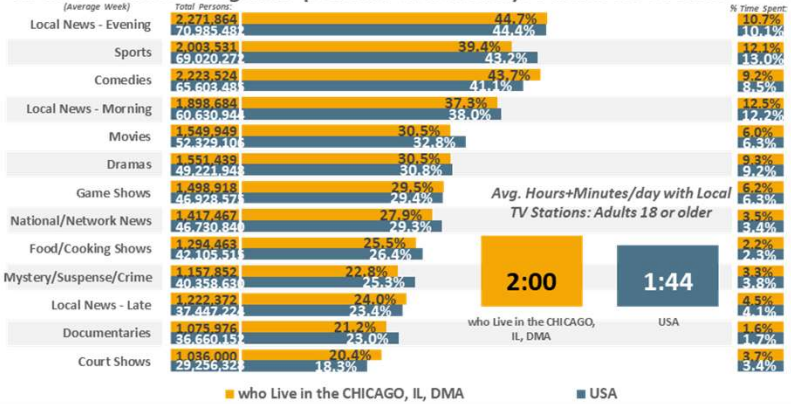
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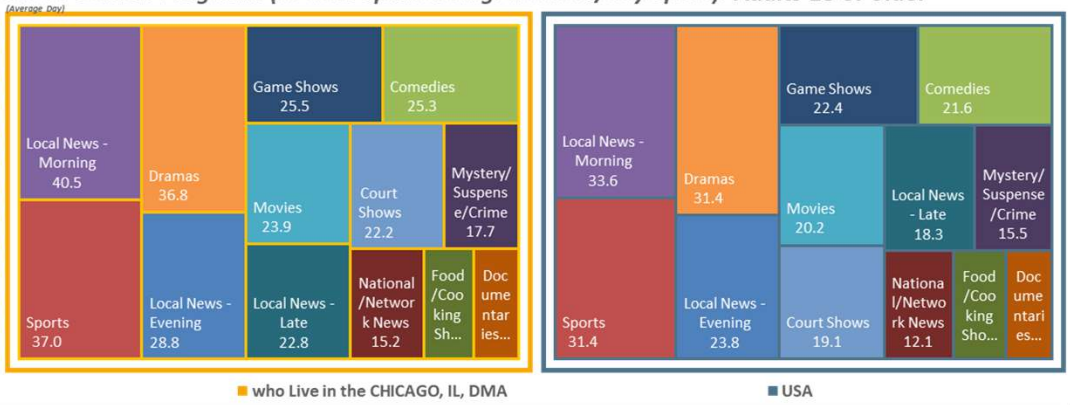
P18+

5,017,508 or 66.4% of Adults 18 or older who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Dramas, and Movies.

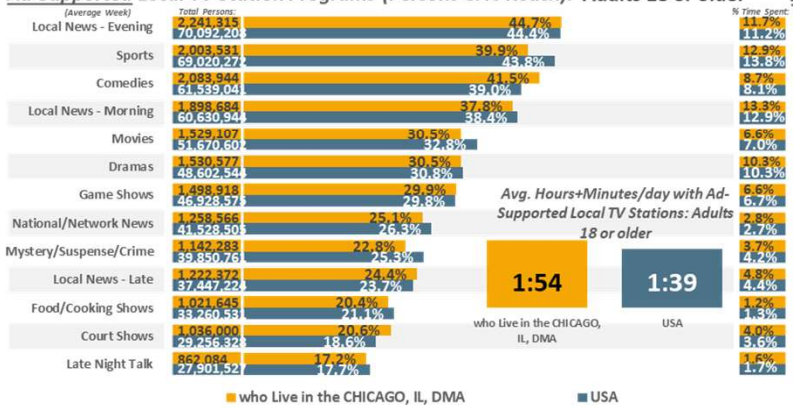
Local TV Station Programs (Persons & % Reach): Adults 18 or older



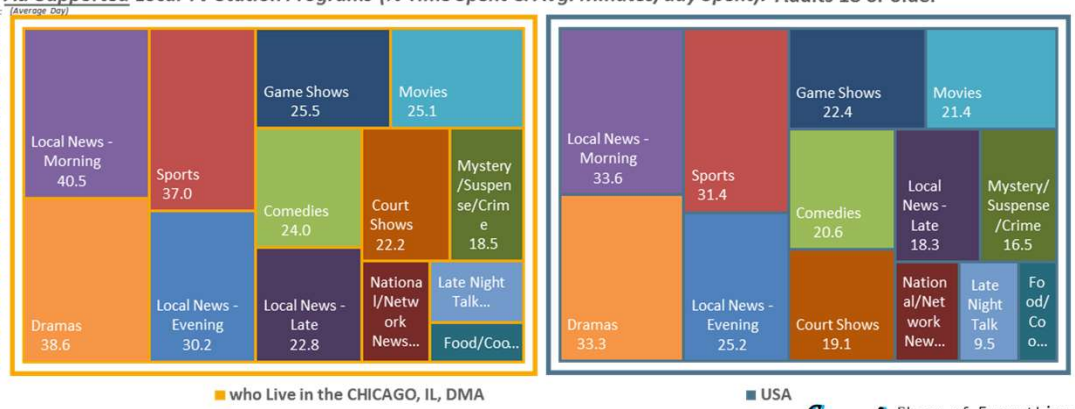
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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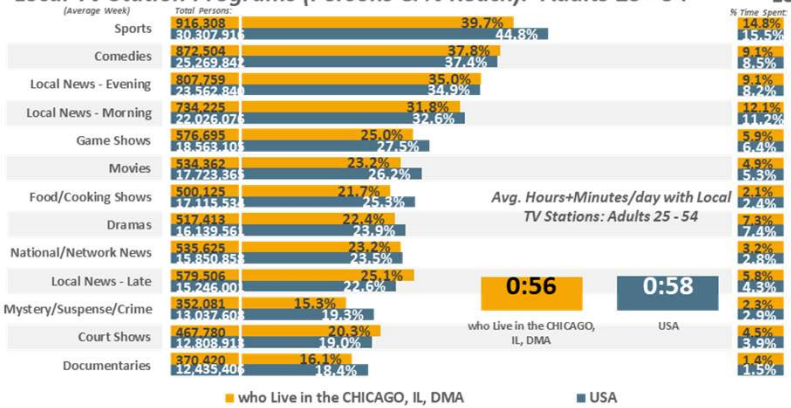
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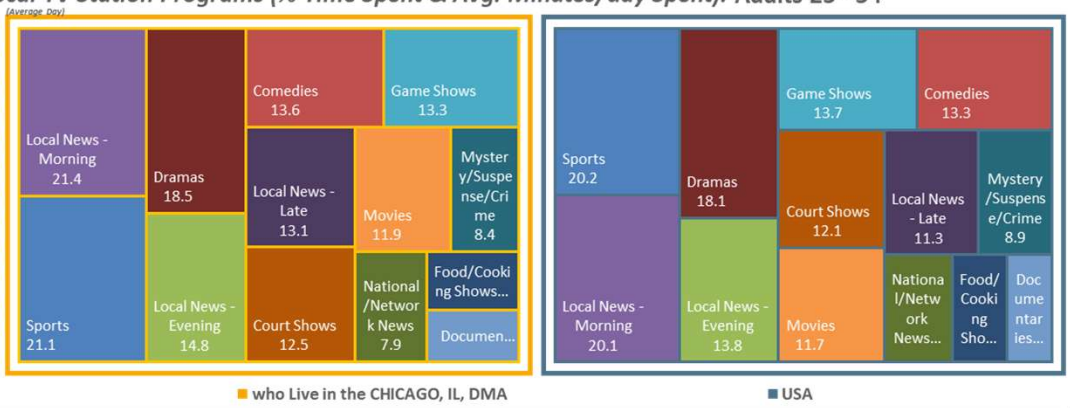
P25-54

2,278,358 or 60.1% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Local News - Late, and Game Shows.

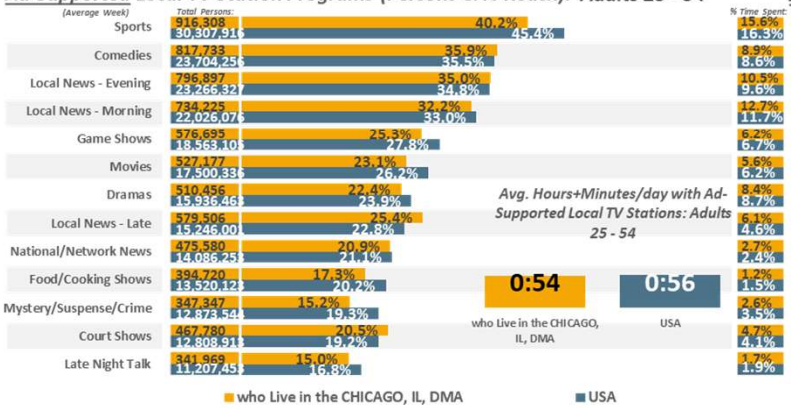
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



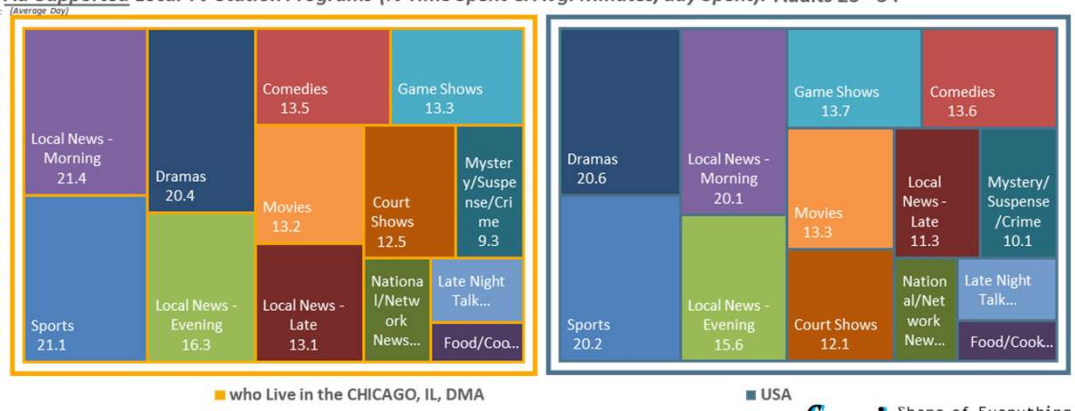
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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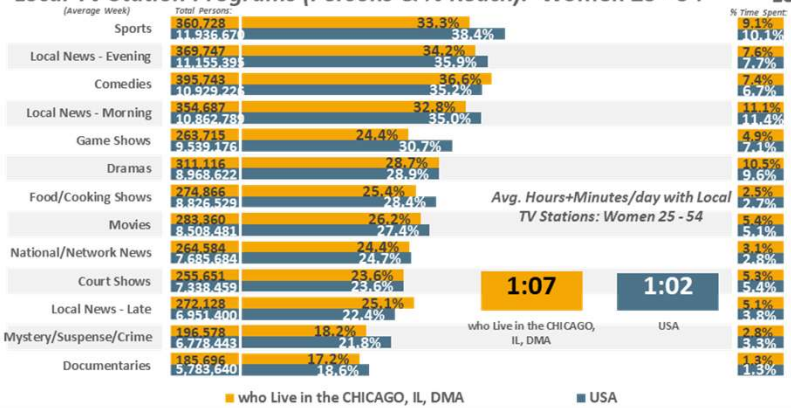
USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445

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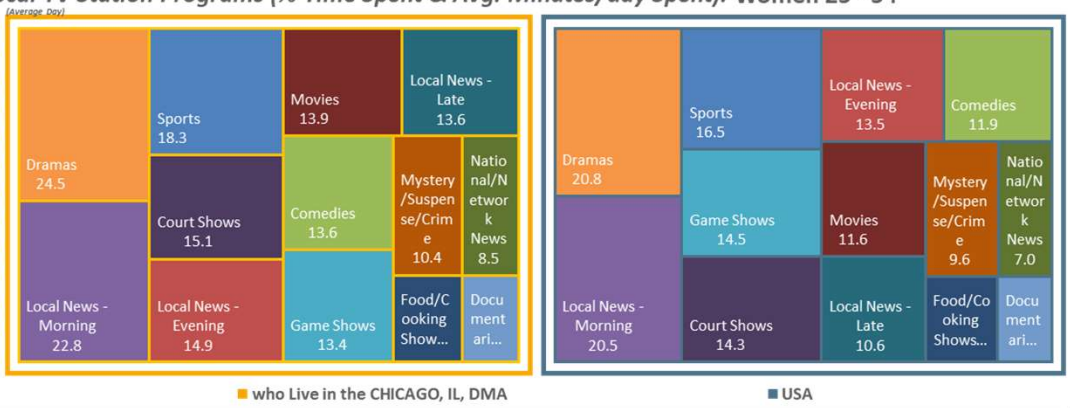


1,066,634 or 56.4% of Women 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Local News - Morning, Dramas, and Movies.

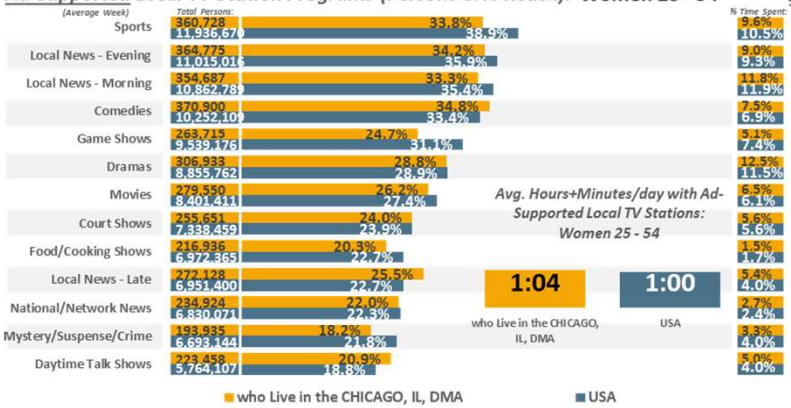
Local TV Station Programs (Persons & % Reach): Women 25 - 54



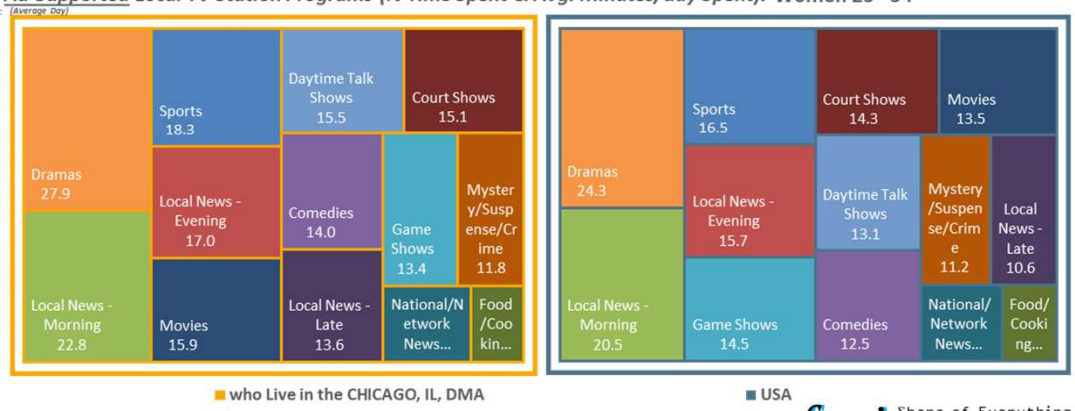
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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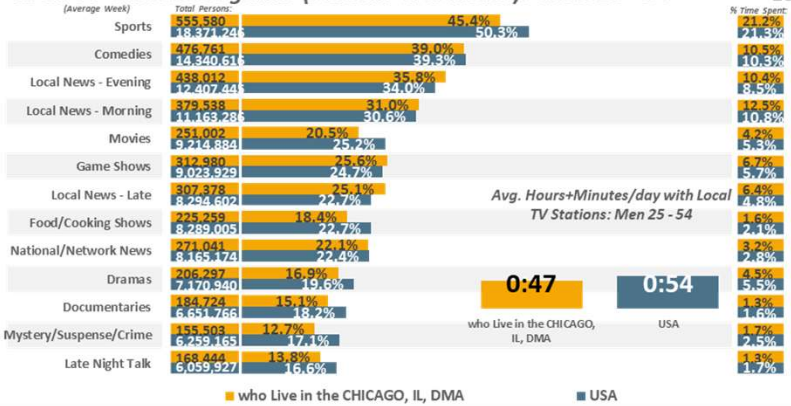
USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445

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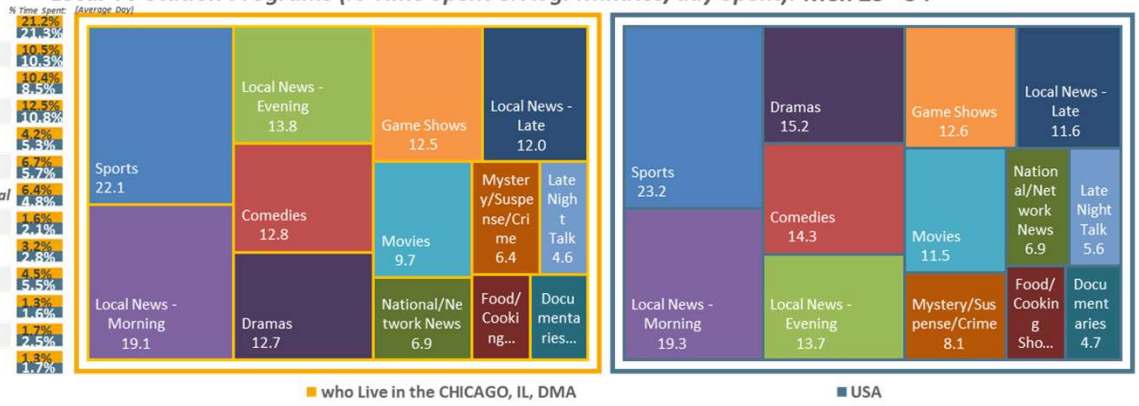


1,212,012 or 63.9% of Men 25 - 54 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Local News - Late.

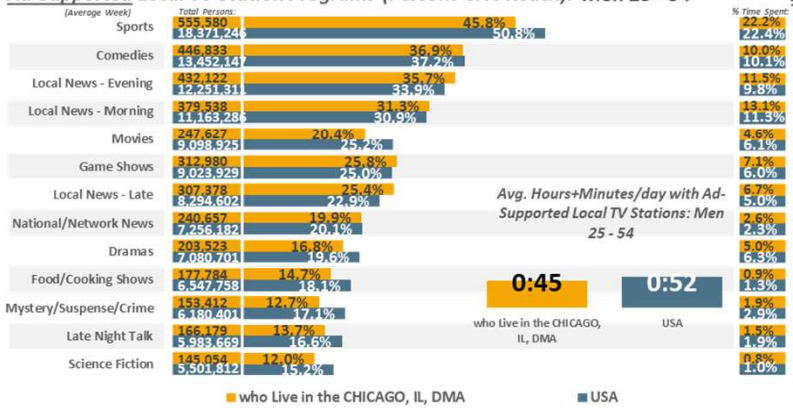
Local TV Station Programs (Persons & % Reach): Men 25 - 54



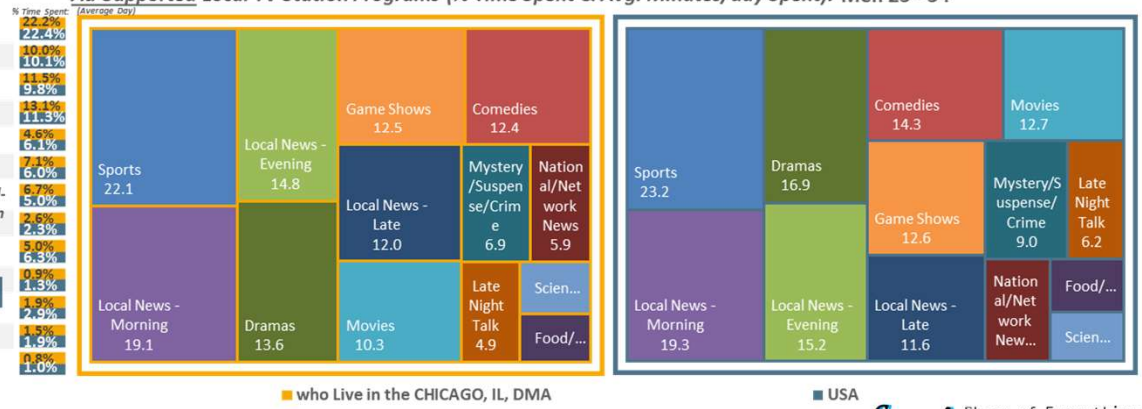
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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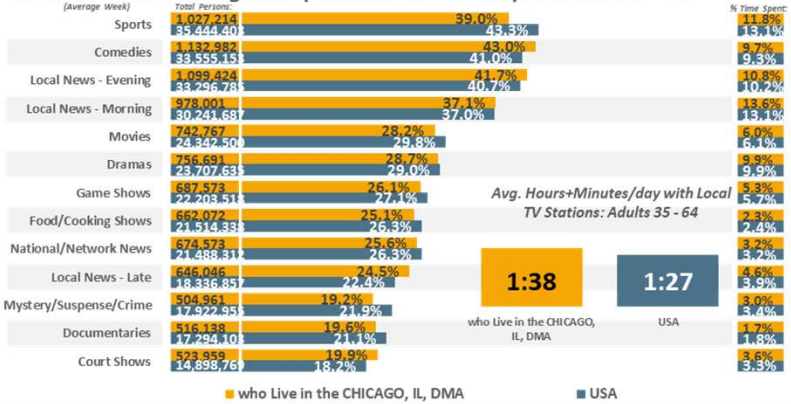
USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

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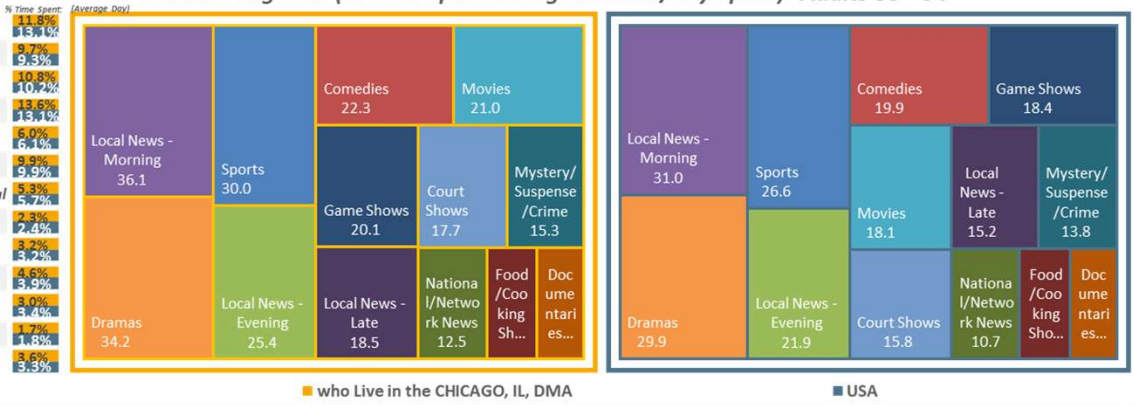


2,603,227 or 70.2% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Dramas, and Movies.

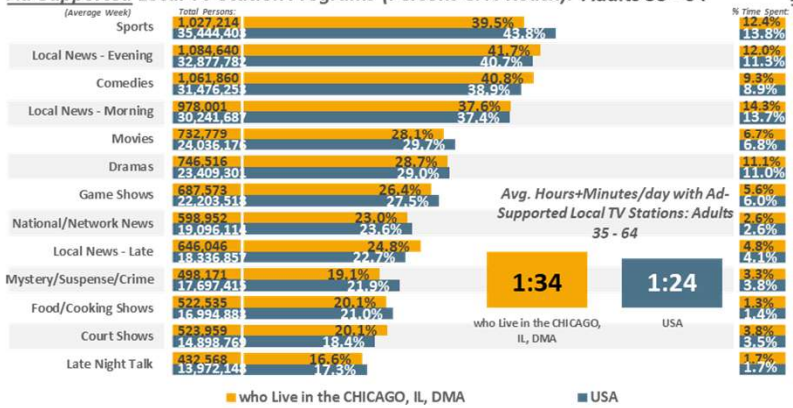
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



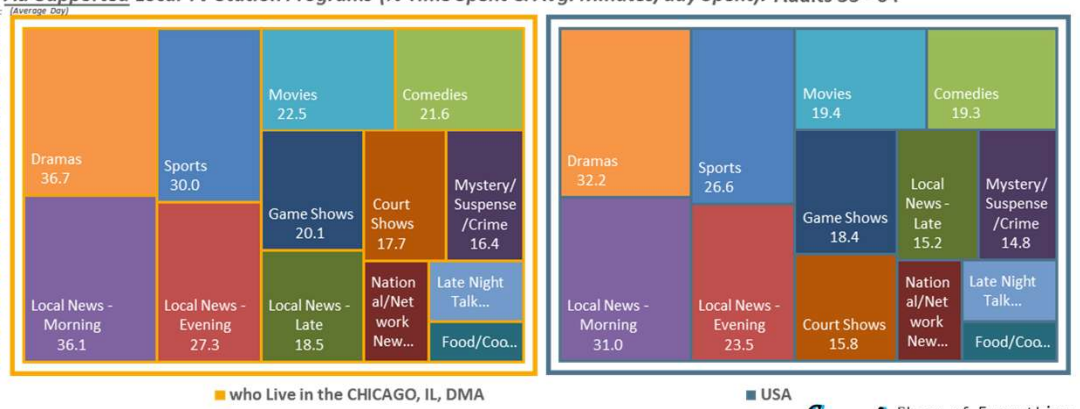
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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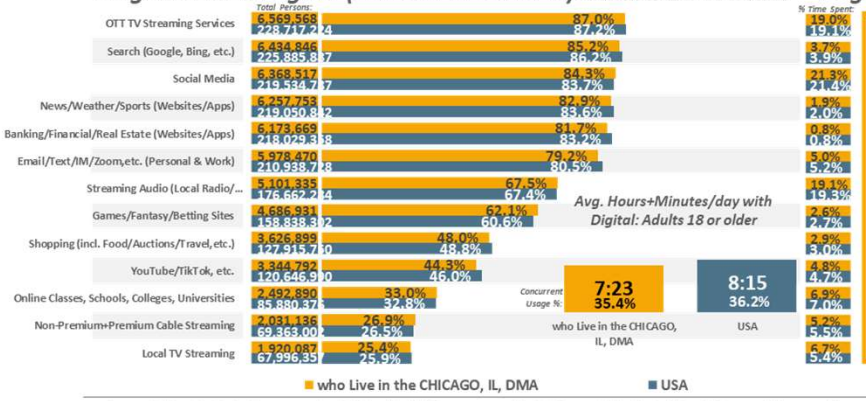
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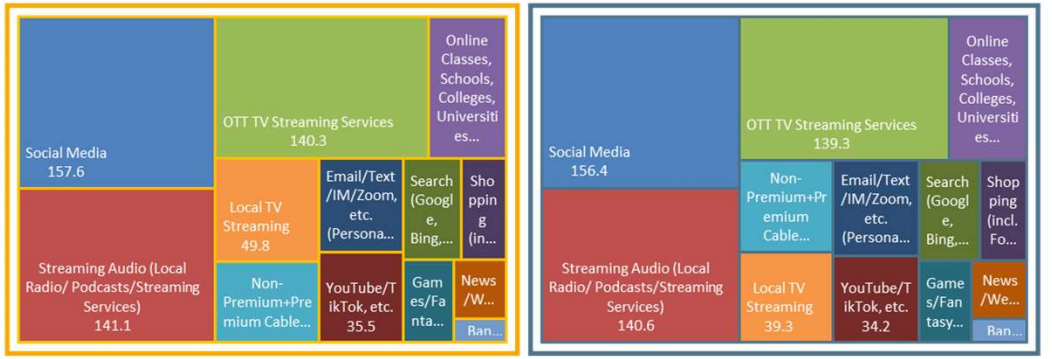
P18+

5,619,928 or 74.4% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 139. minutes every day representing 25.7% of all time spent daily with Ad-Supported Digital Media.

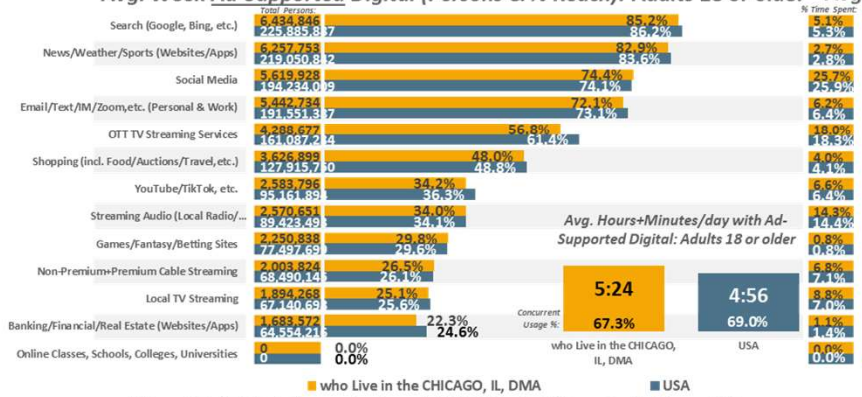
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



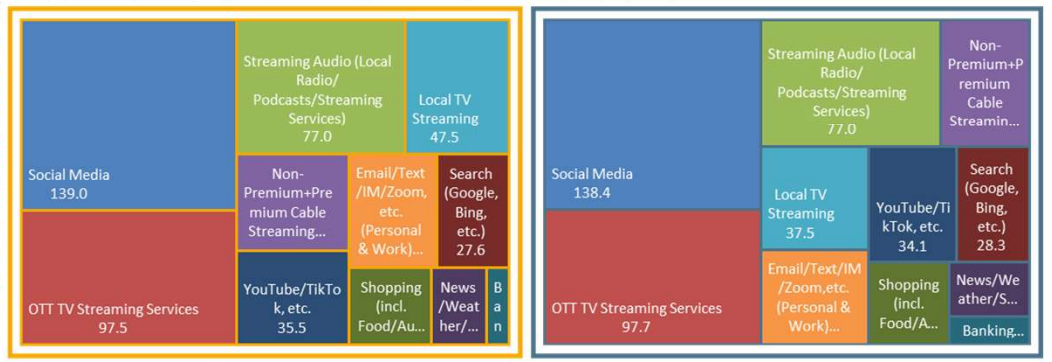
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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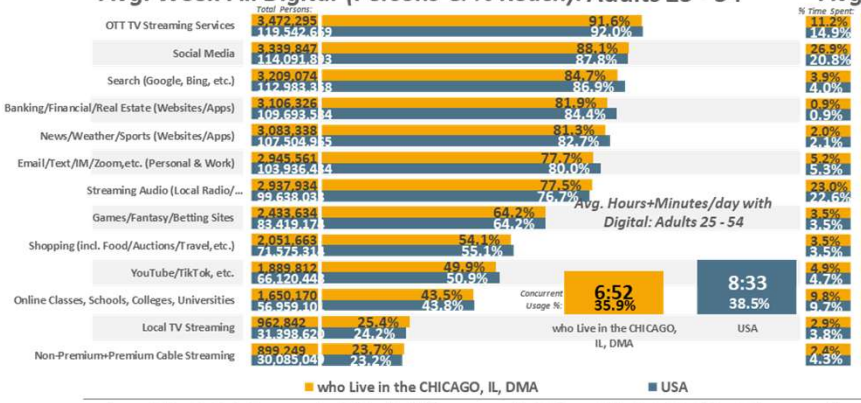
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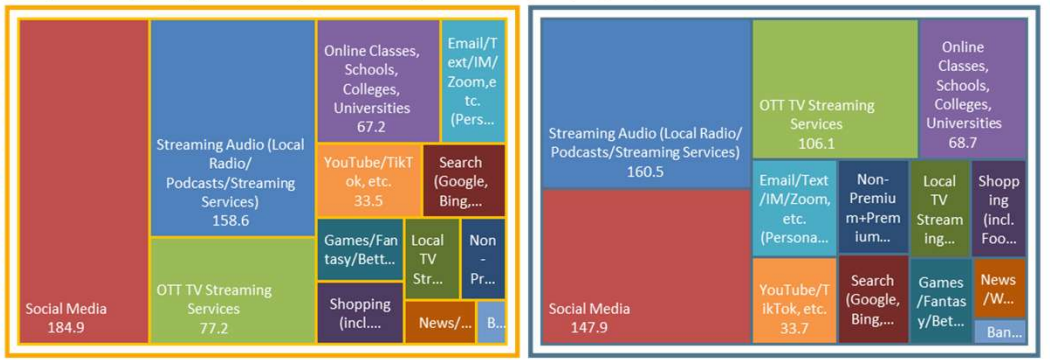
P25-54

2,905,529 or 76.6% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 170.1 minutes every day representing 35.5% of all time spent daily with Ad-Supported Digital Media.

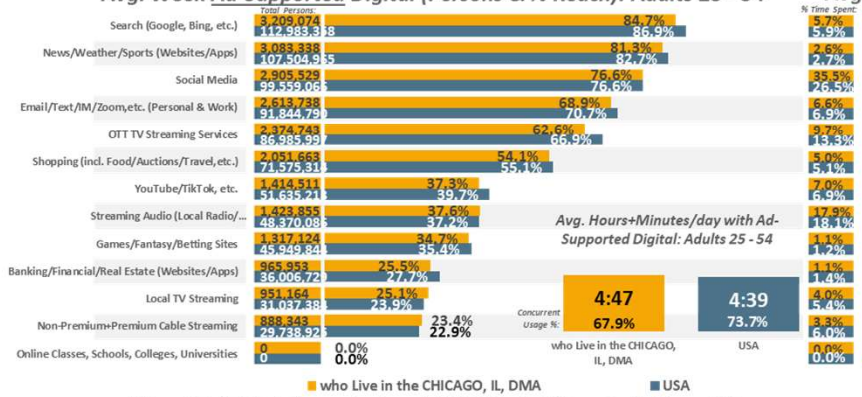
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



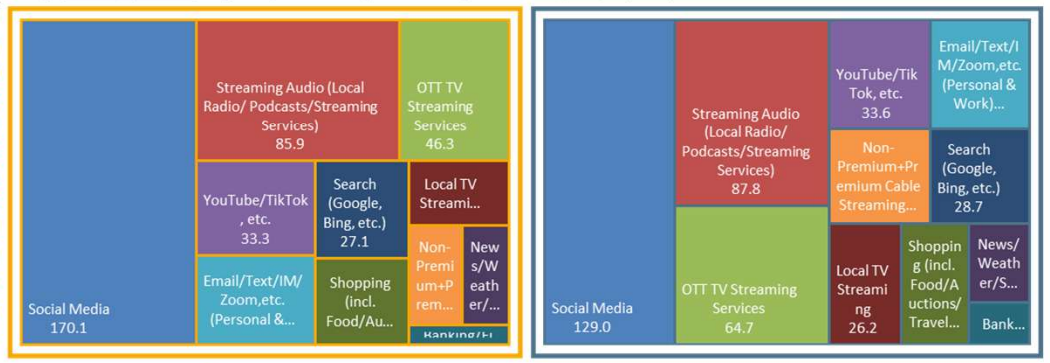
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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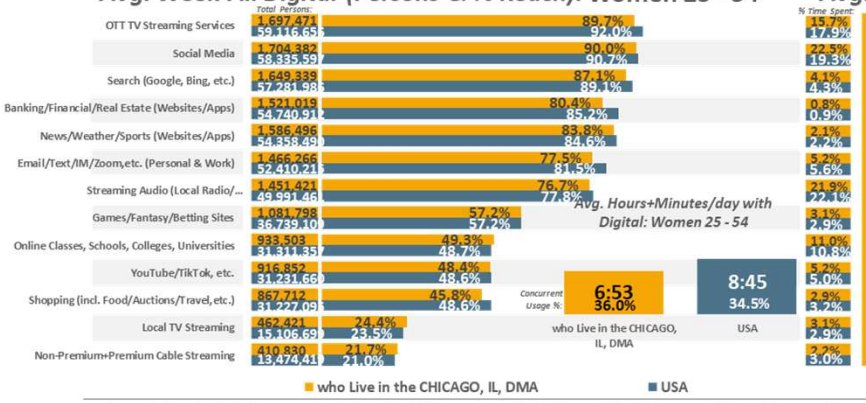
USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445

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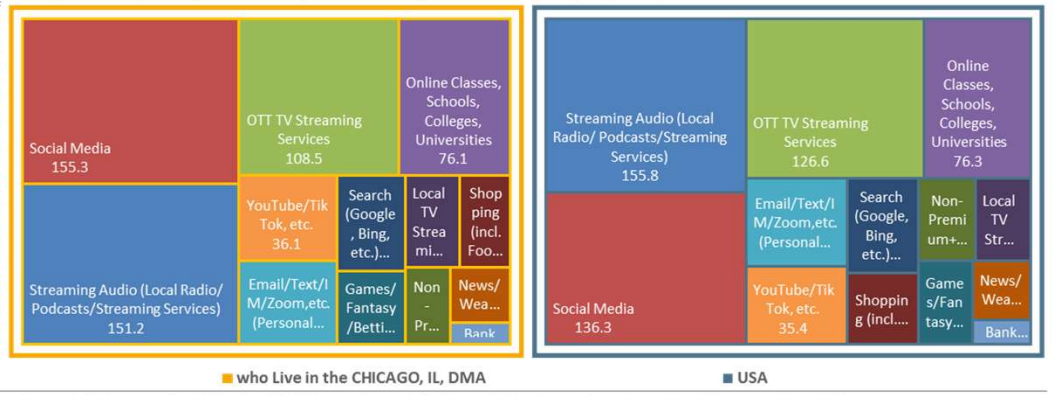


1,496,431 or 79.1% of Women 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 142.9 minutes every day representing 31.% of all time spent daily with Ad-Supported Digital Media.

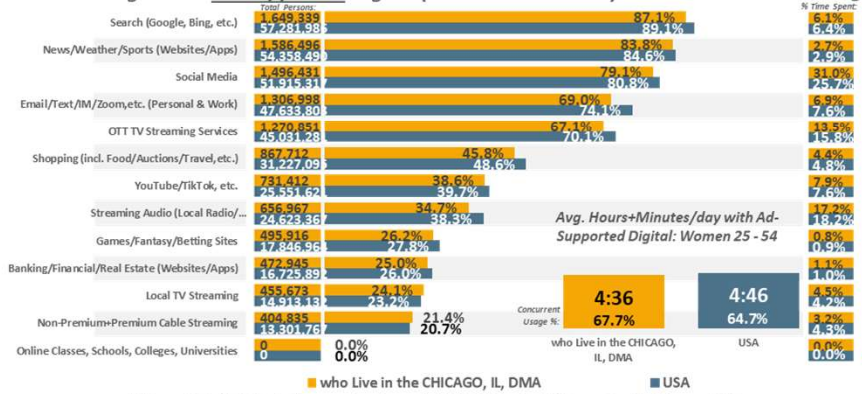
Avg. Week All Digital (Persons & % Reach): Women 25 - 54



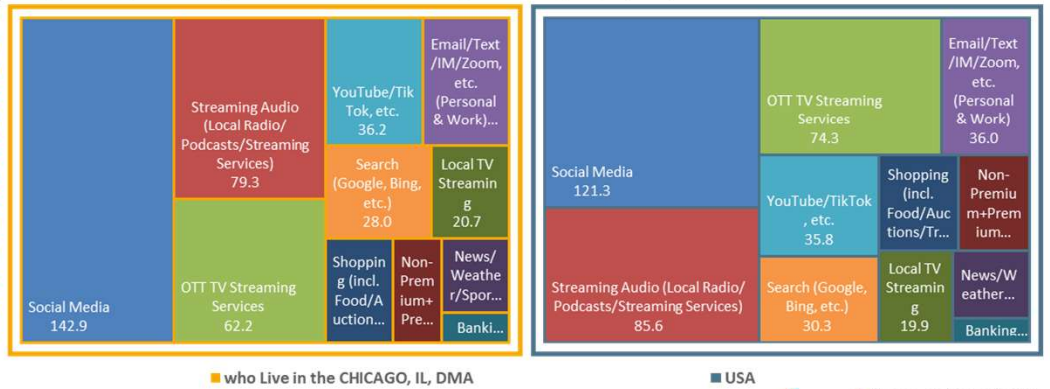
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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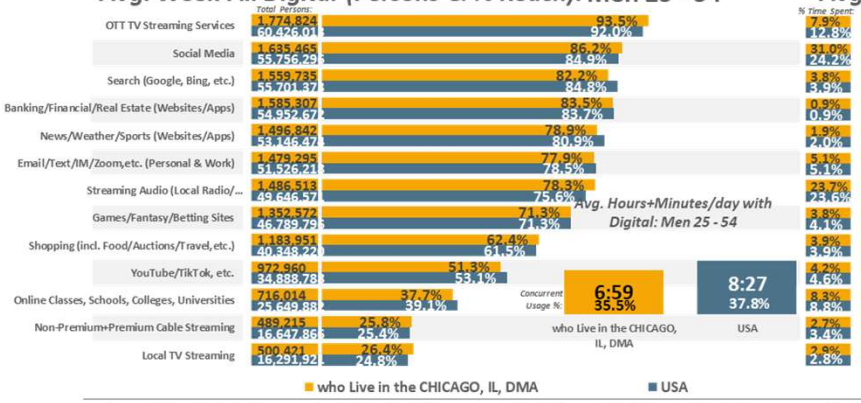
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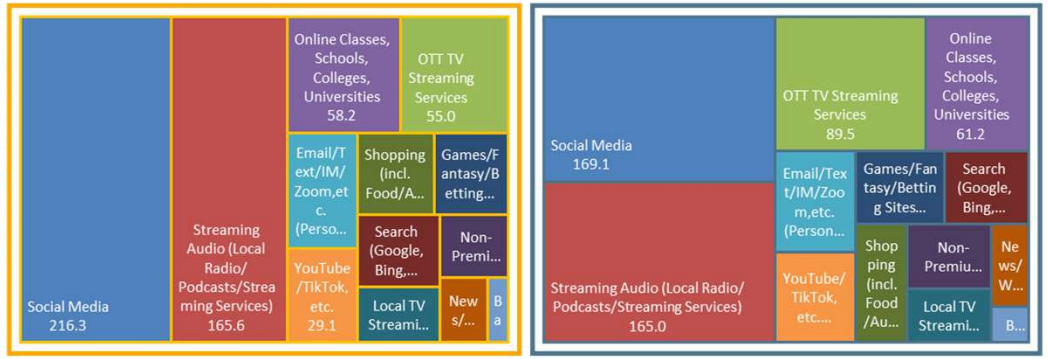
M25-54

1,409,098 or 74.2% of Men 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 199. minutes every day representing 39.4% of all time spent daily with Ad-Supported Digital Media.

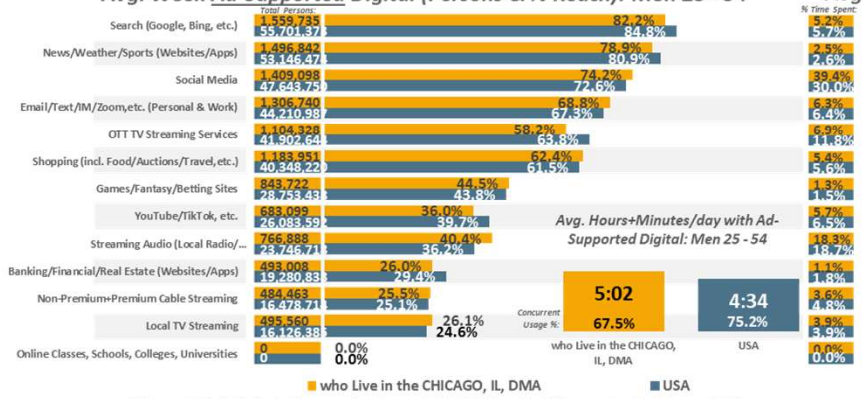
Avg. Week All Digital (Persons & % Reach): Men 25 - 54



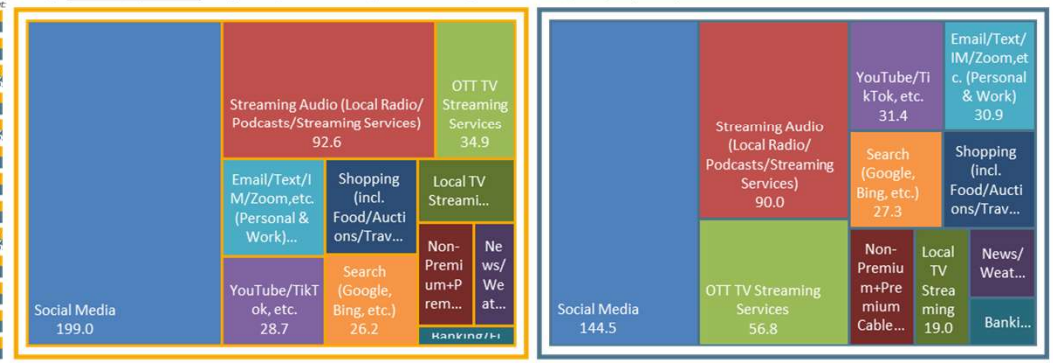
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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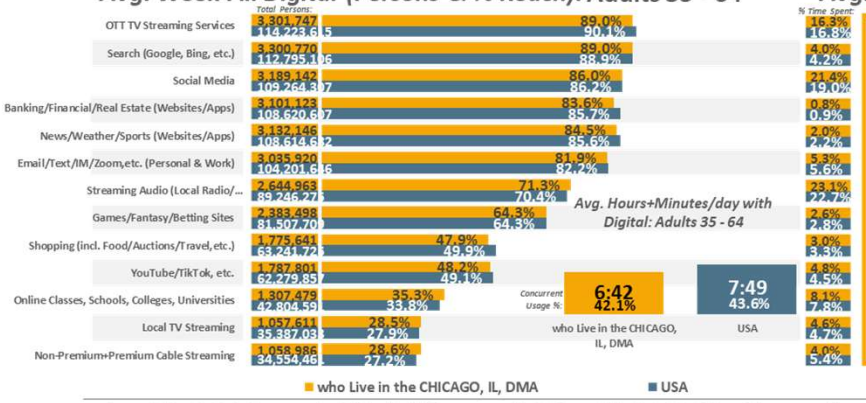
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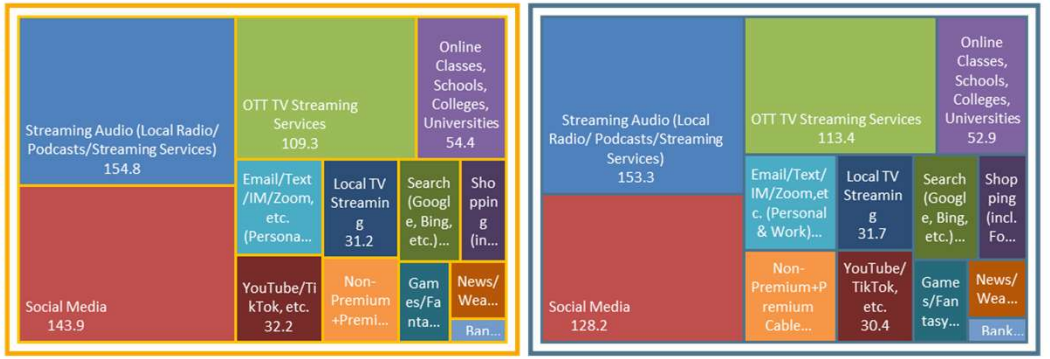
P35-64

2,869,661 or 77.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 132.4 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

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

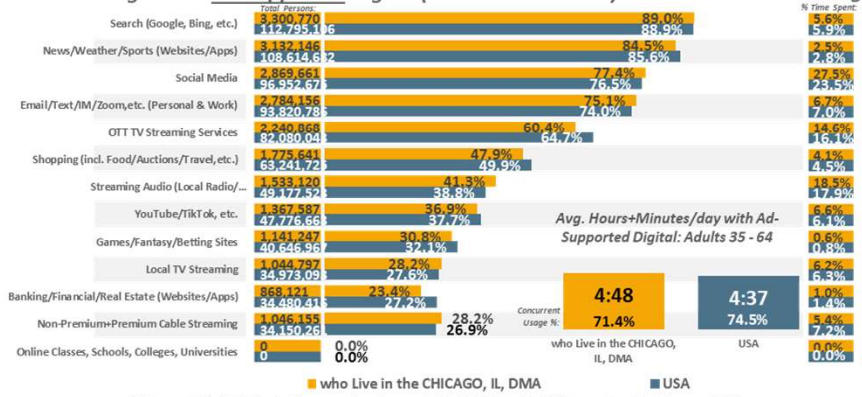


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

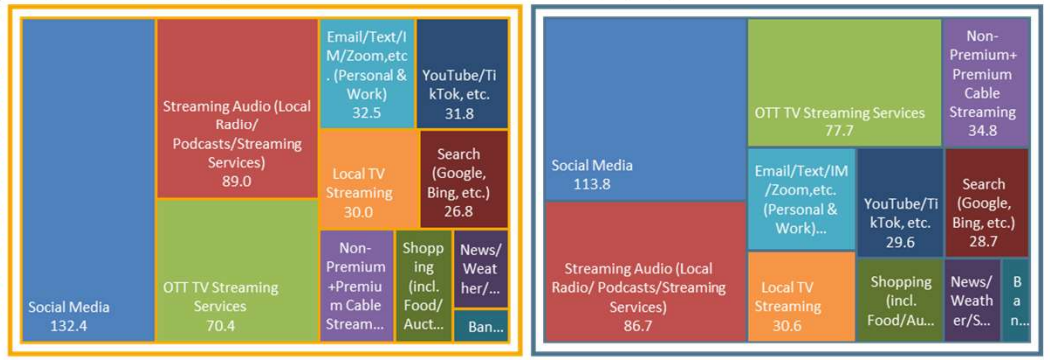


■ who Live in the CHICAGO, IL, DMA ■ USA

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



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



■ who Live in the CHICAGO, IL, DMA ■ USA

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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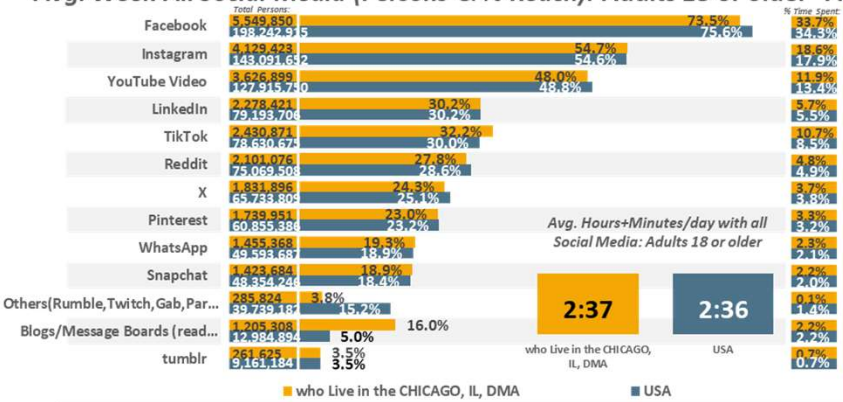
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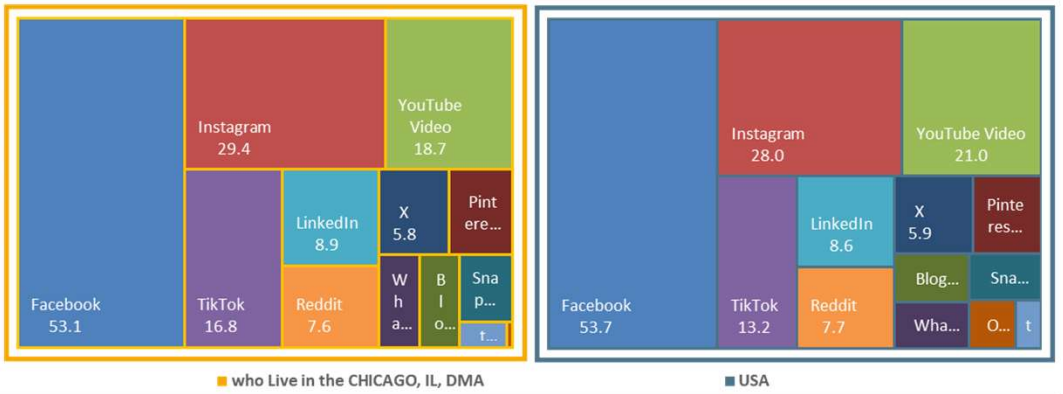
P18+

5,549,850 or 73.5% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 50.2 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

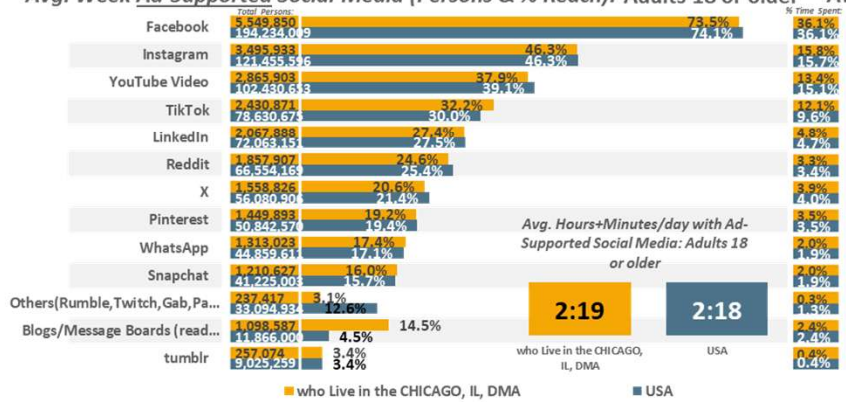
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



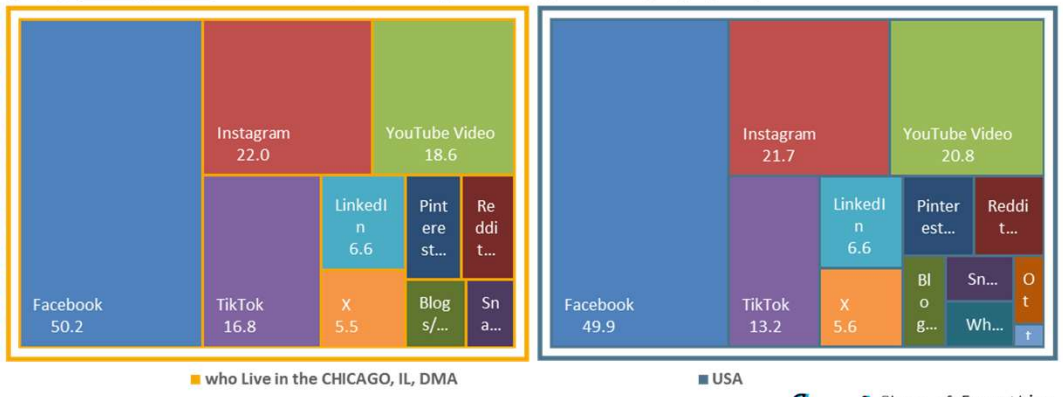
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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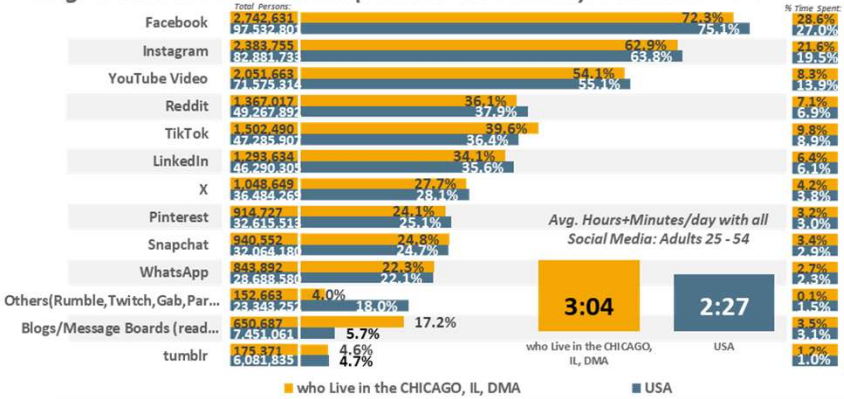
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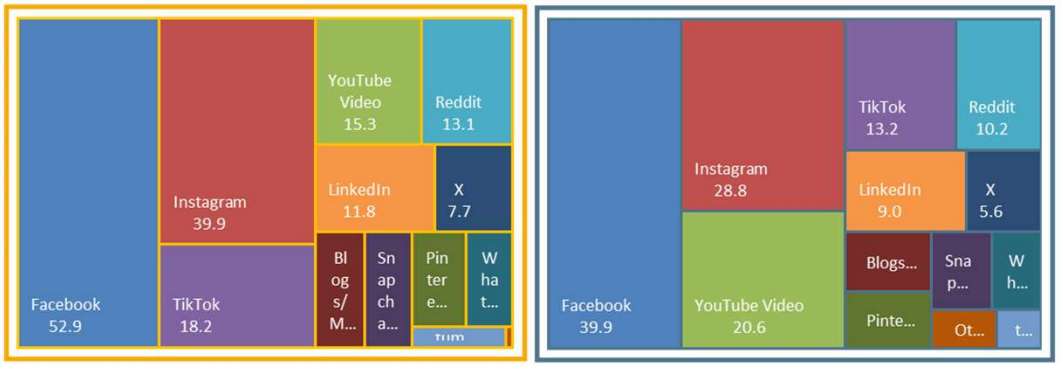
P25-54

2,742,631 or 72.3% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 55.4 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

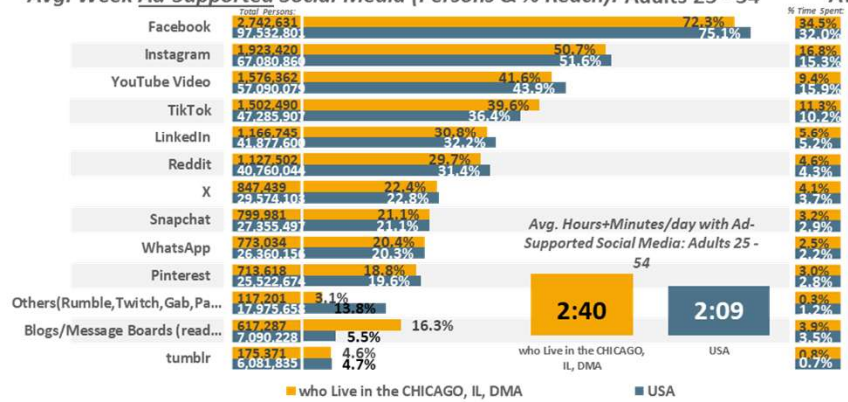
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



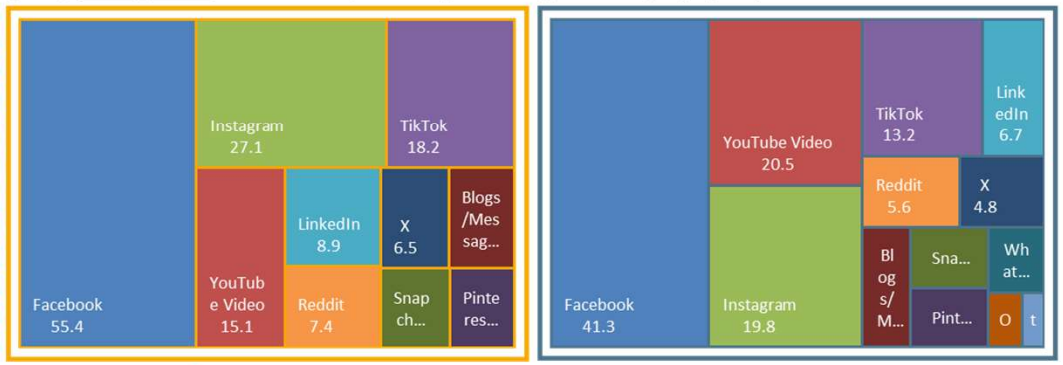
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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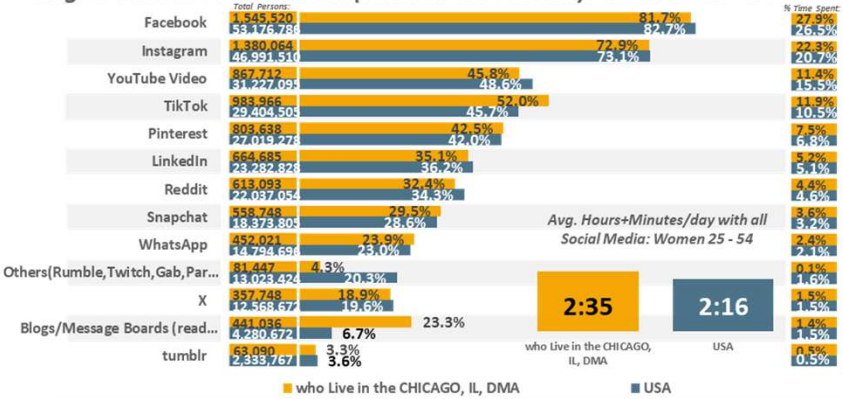
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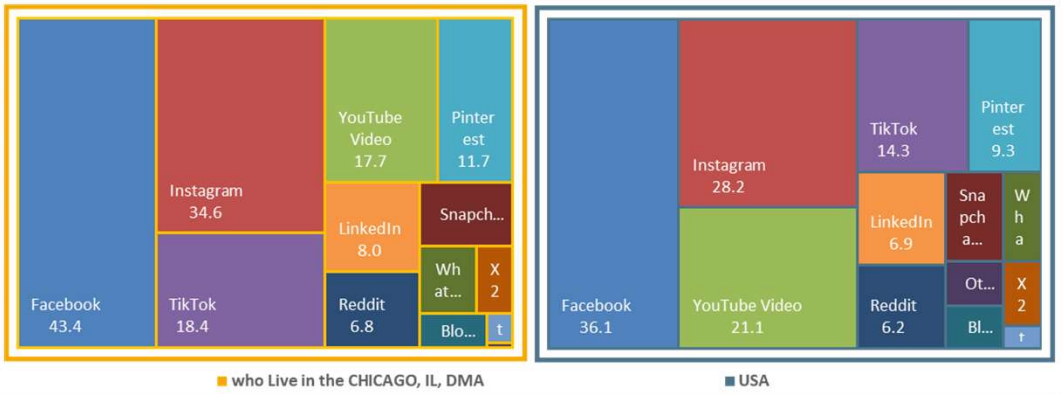
W25-54

1,496,431 or 79.1% of Women 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 42.6 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

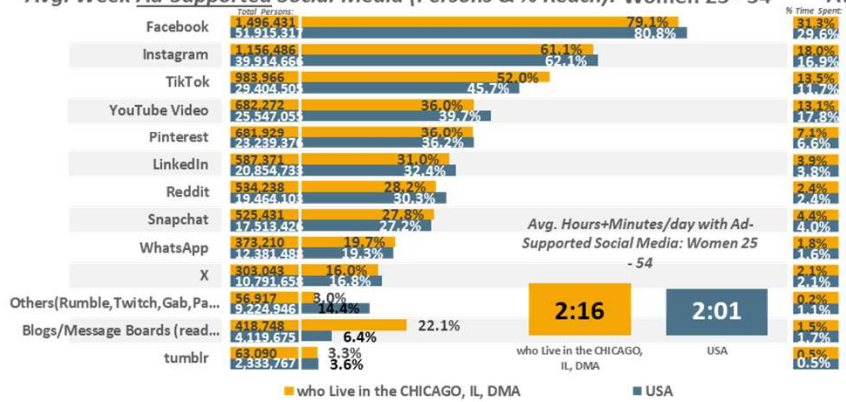
Avg. Week All Social Media (Persons & % Reach): Women 25 - 54



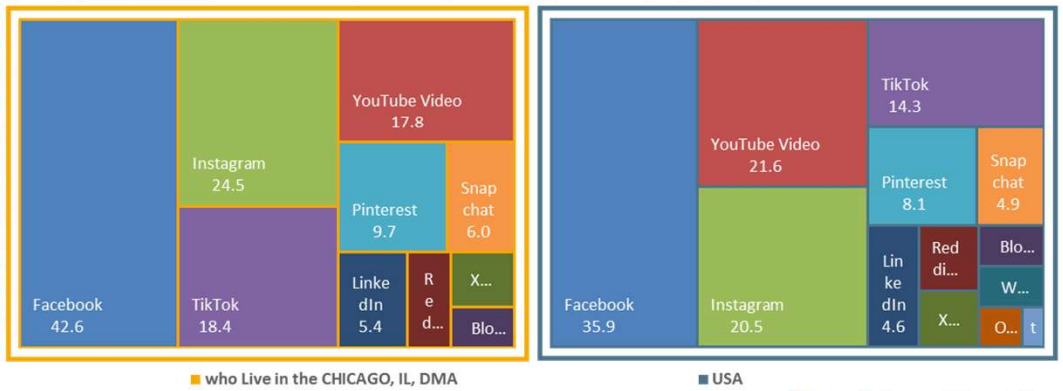
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 25,445

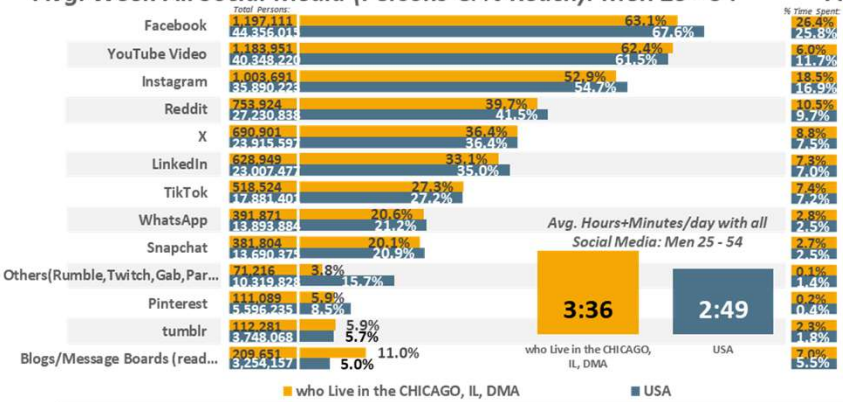
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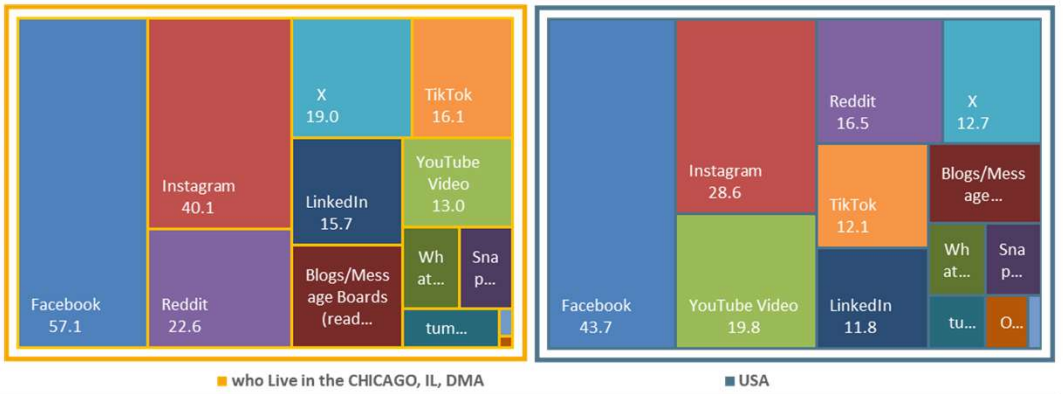
M25-54

1,197,111 or 63.1% of Men 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 62.5 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

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

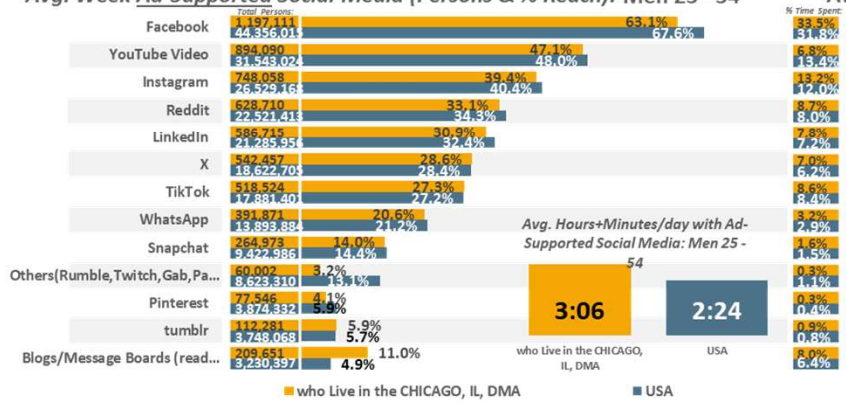


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54

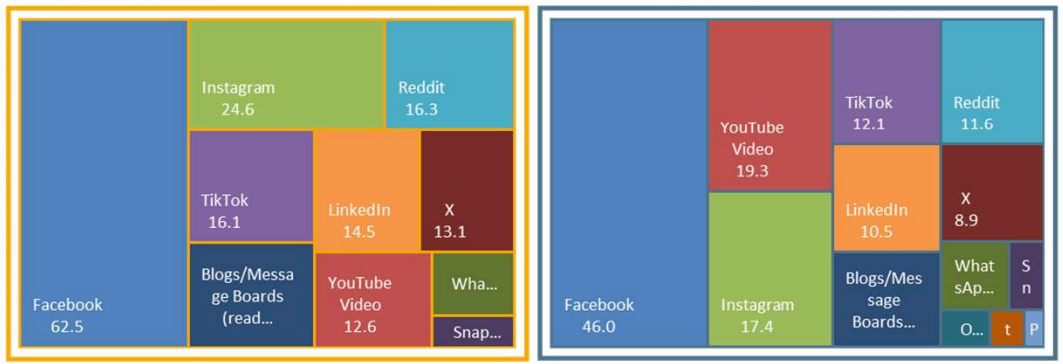


who Live in the CHICAGO, IL, DMA ■ USA

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



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



who Live in the CHICAGO, IL, DMA ■ USA

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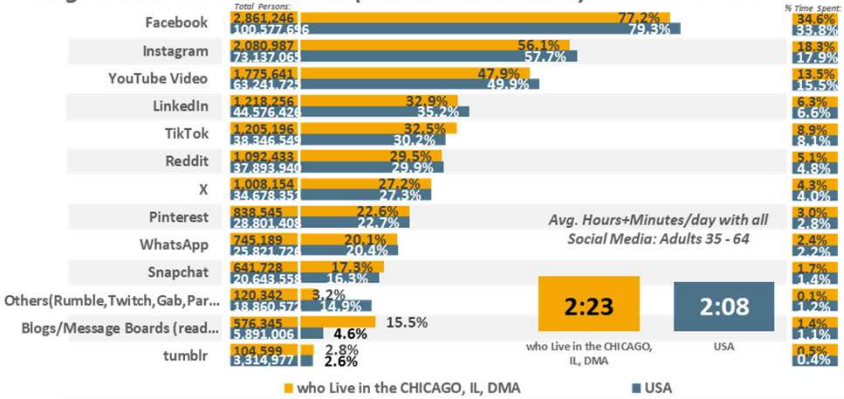
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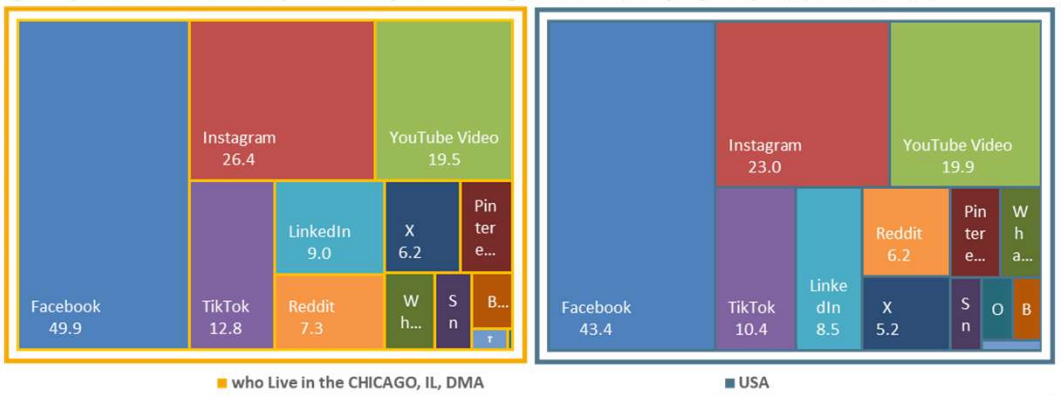
P35-64

2,861,246 or 77.2% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 46.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

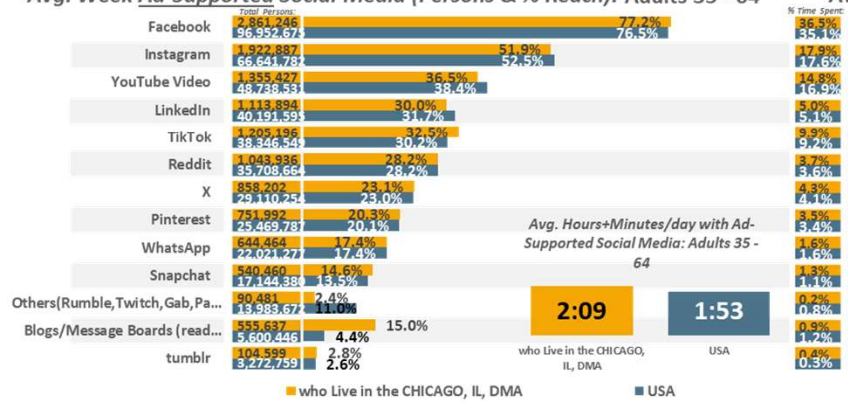
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



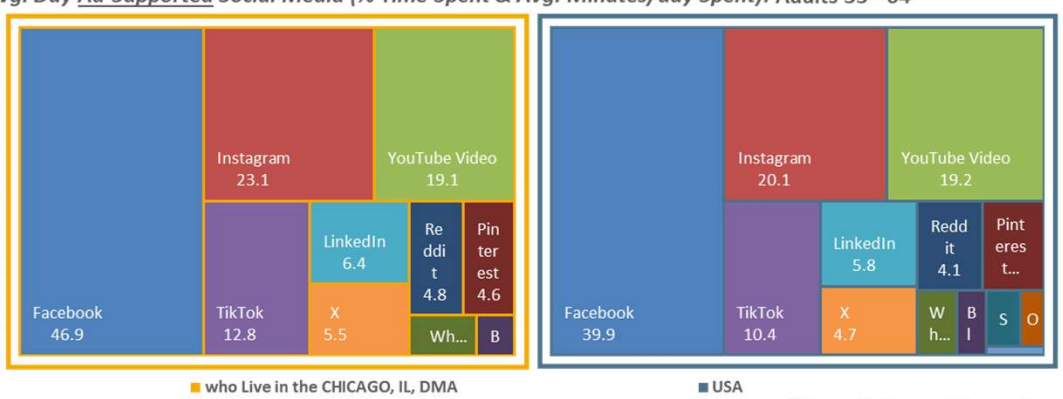
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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P18+

5,549,850 or 73.5% of Adults 18 or older who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 50.2 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

2:19 who Live in the CHICAGO, IL, DMA

2:18 USA

	Facebook	Instagram	YouTube Video	TikTok	LinkedIn	X	Pinterest	Reddit	Blogs/Message Boards (read	Snapchat
Weekly Reach %	73.5% / 74.1%	46.3% / 46.3%	37.9% / 39.1%	32.2% / 30.0%	27.4% / 27.5%	20.6% / 21.4%	19.2% / 19.4%	24.6% / 25.4%	14.5% / 4.5%	16.0% / 15.7%
% of Weekly Time Spent with Ad-Supported Social Media:	36.1% / 36.1%	15.8% / 15.7%	13.4% / 15.1%	12.1% / 9.6%	4.8% / 4.7%	3.9% / 4.0%	3.5% / 3.5%	3.3% / 3.4%	2.4% / 2.4%	2.0% / 1.9%
Weekly Total Persons Reached:	5,549,850 / 94,234,009	3,495,933 / 21,455,596	2,865,903 / 102,430,653	2,430,871 / 78,630,675	2,067,888 / 72,063,151	1,558,826 / 66,080,906	1,449,893 / 60,842,570	1,857,907 / 66,554,169	1,098,587 / 11,866,000	1,210,627 / 41,225,003
Average Daily Minutes Using Ad-Supported Social Media:	50.2 / 49.9	22.0 / 21.7	18.6 / 20.8	16.8 / 13.2	6.6 / 6.6	5.5 / 5.6	4.8 / 4.8	4.6 / 4.7	3.4 / 3.3	2.8 / 2.7

■ who Live in the CHICAGO, IL, DMA ■ USA

USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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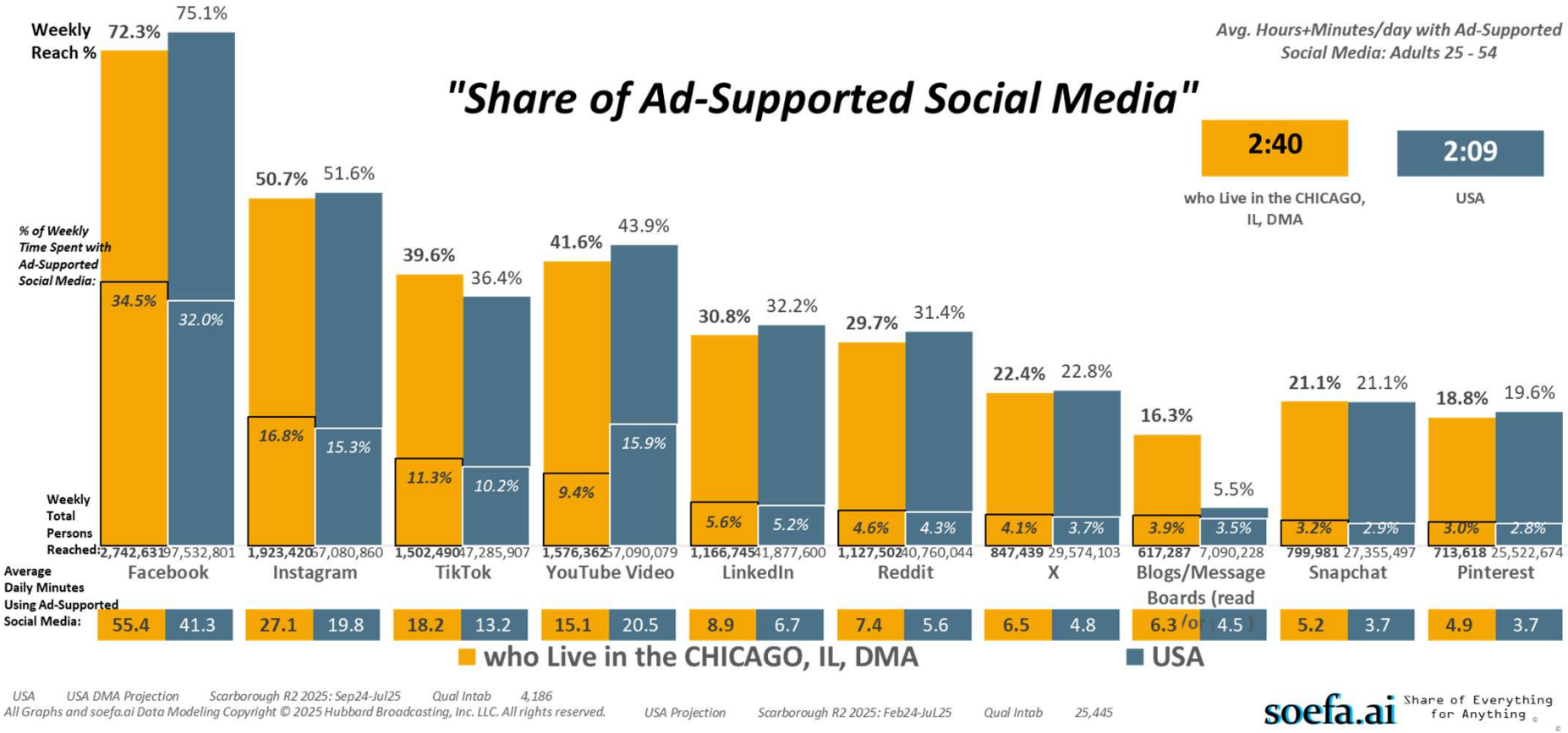
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P25-54

2,742,631 or 72.3% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 55.4 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.



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1,496,431 or 79.1% of Women 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 42.6 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"

2:16 who Live in the CHICAGO, IL, DMA

2:01 USA

	Facebook	Instagram	TikTok	YouTube Video	Pinterest	Snapchat	LinkedIn	Reddit	X	WhatsApp
Weekly Reach %	79.1% / 80.8%	61.1% / 62.1%	52.0% / 45.7%	36.0% / 39.7%	36.0% / 36.2%	27.8% / 27.2%	31.0% / 32.4%	28.2% / 30.3%	16.0% / 16.8%	19.7% / 19.3%
% of Weekly Time Spent with Ad-Supported Social Media:	31.3% / 29.6%	18.0% / 16.9%	13.5% / 11.7%	13.1% / 17.8%	7.1% / 6.6%	4.4% / 4.0%	3.9% / 3.8%	2.4% / 2.4%	2.1% / 2.1%	1.8% / 1.6%
Weekly Total Persons Reached:	1,496,431 / 51,915,317	1,156,486 / 39,914,666	983,966 / 29,404,505	682,272 / 25,547,055	681,929 / 23,239,376	525,431 / 17,513,426	587,371 / 20,854,733	534,238 / 19,464,103	303,043 / 10,791,658	373,210 / 12,381,488
Average Daily Minutes Using Ad-Supported Social Media:	42.6 / 35.9	24.5 / 20.5	18.4 / 14.3	17.8 / 21.6	9.7 / 8.1	6.0 / 4.9	5.4 / 4.6	3.3 / 2.9	2.9 / 2.5	2.5 / 2.0

■ who Live in the CHICAGO, IL, DMA ■ USA

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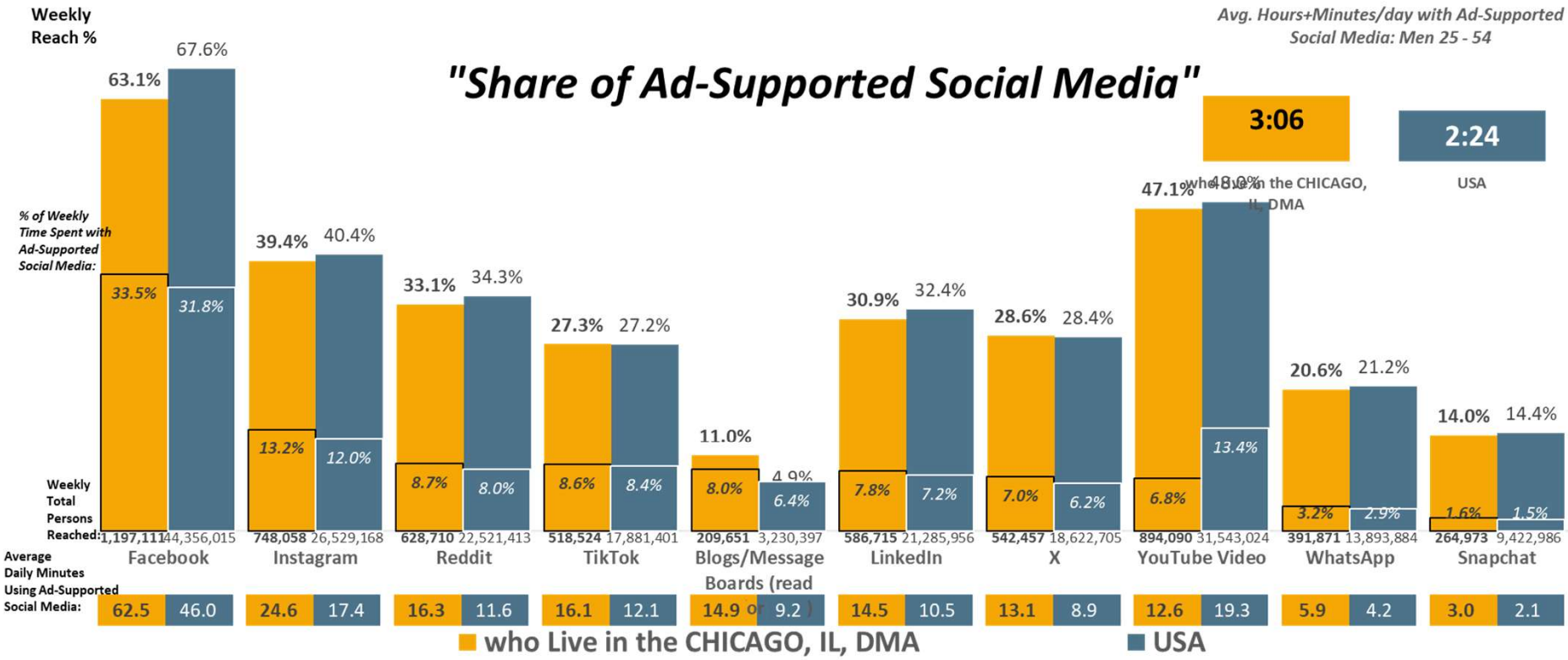
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M25-54

1,197,111 or 63.1% of Men 25 - 54 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 62.5 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



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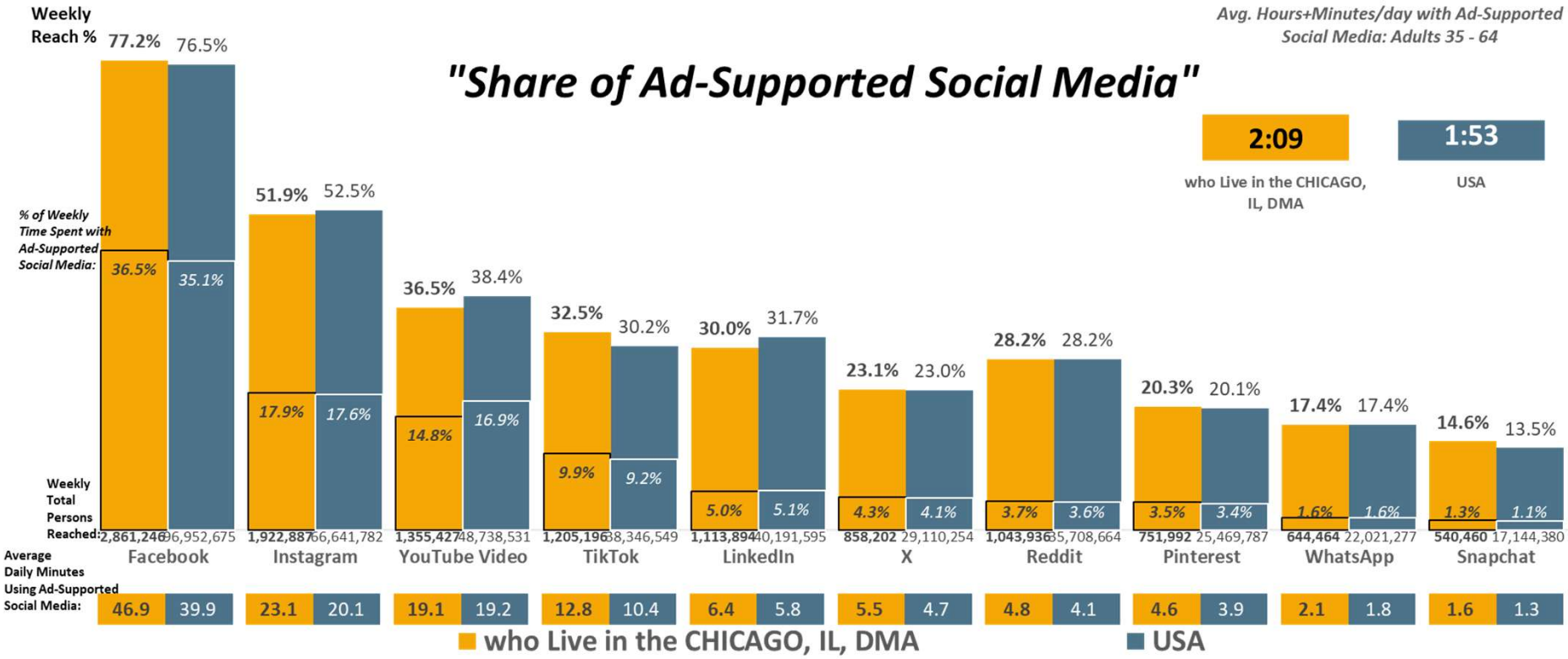
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P35-64

2,861,246 or 77.2% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 46.9 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.



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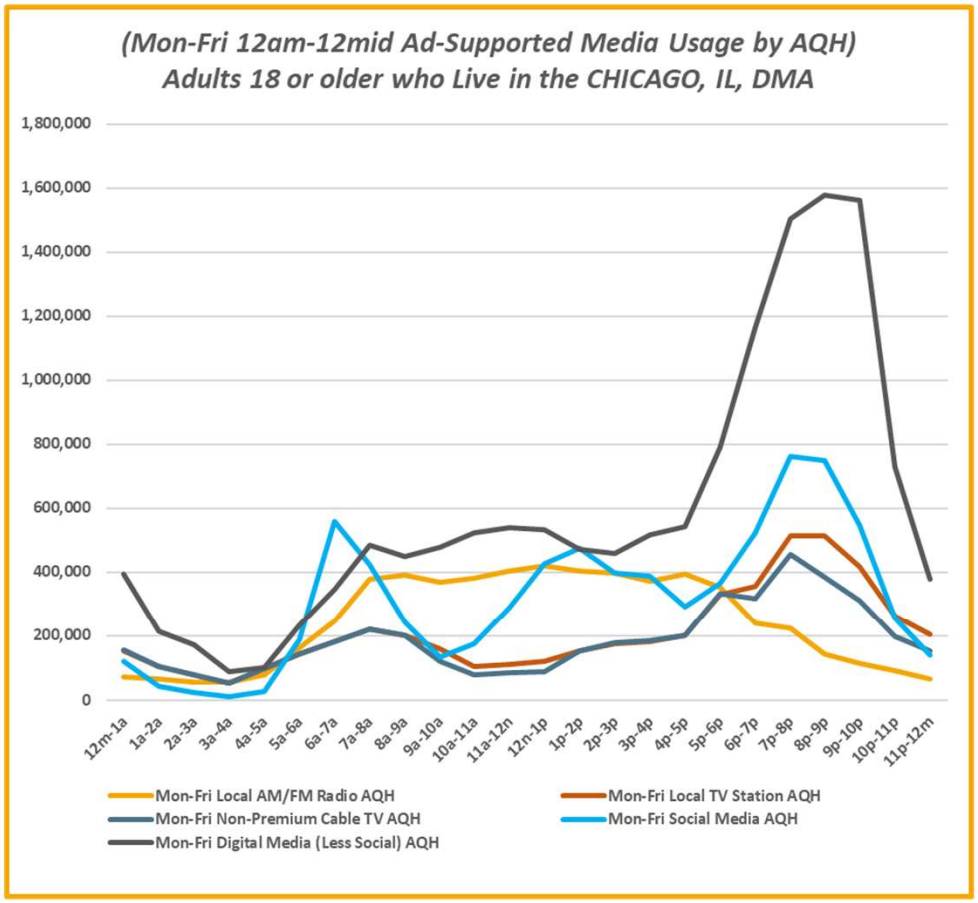
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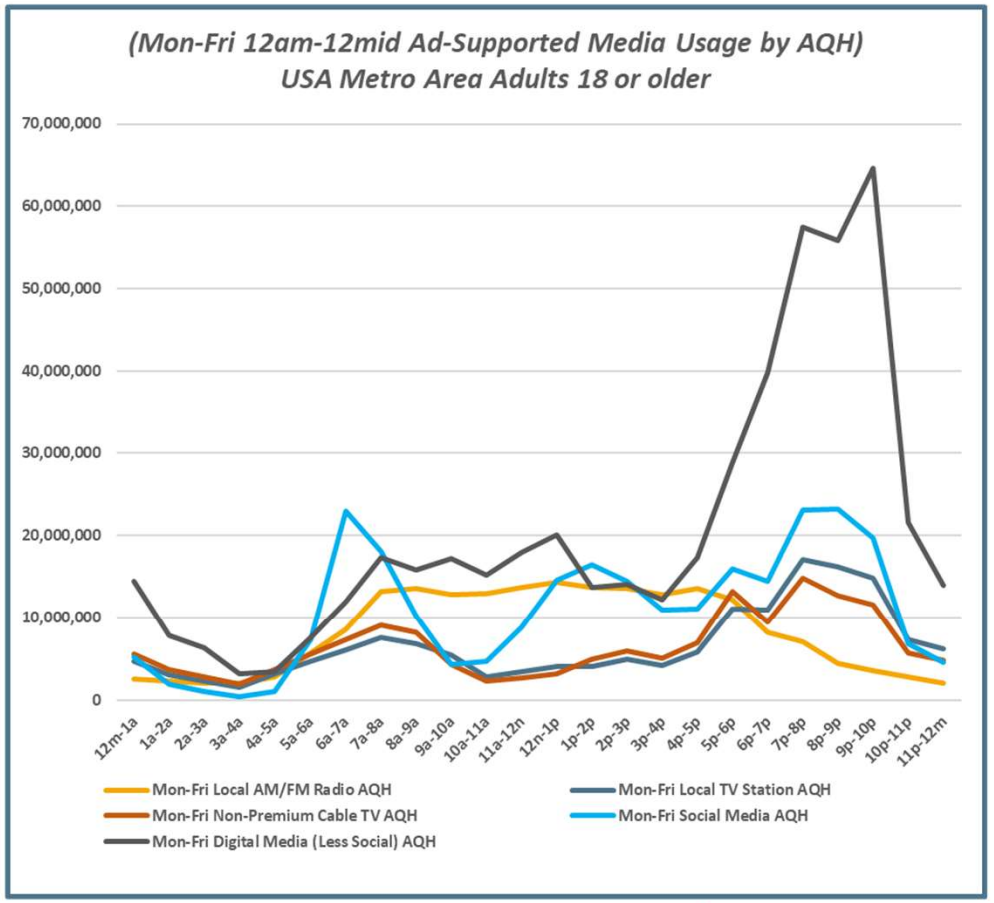
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P18+

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 561,228; Local Radio: 364,778; Social Media: 359,682; Local TV: 191,354; Non-Prem. Cable: 179,358 reaching Adults 18 or older who Live in the CHICAGO, IL, DMA.





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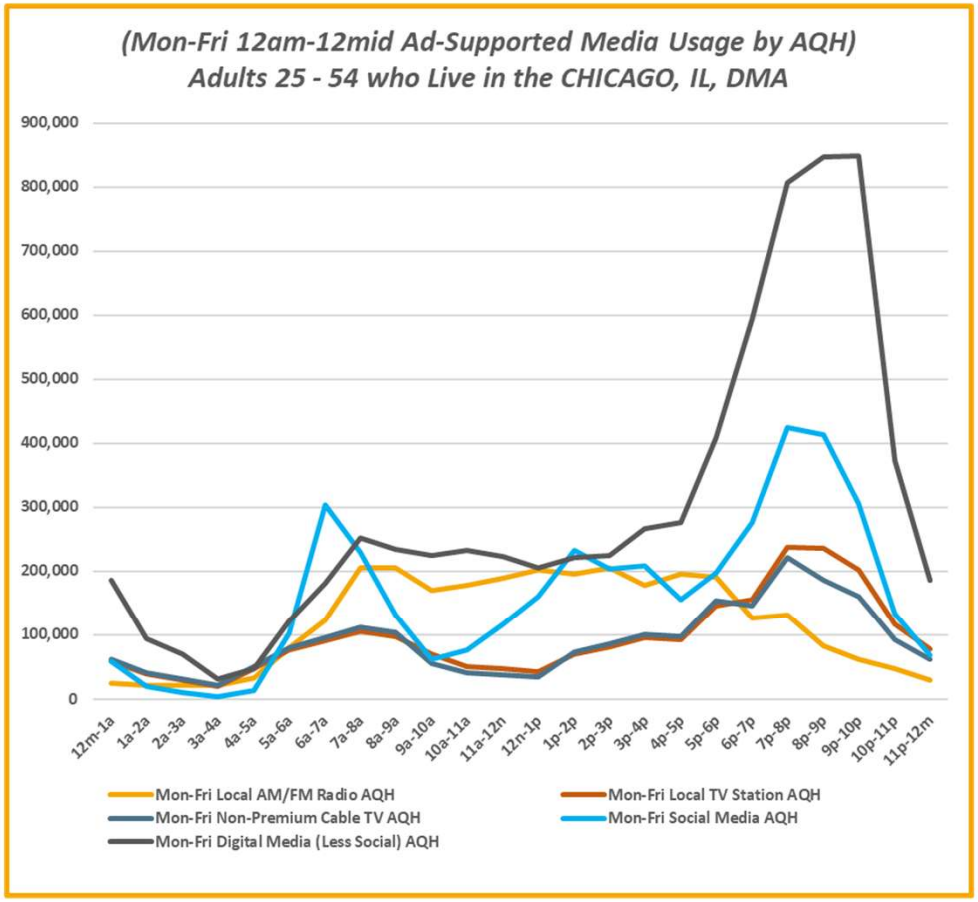
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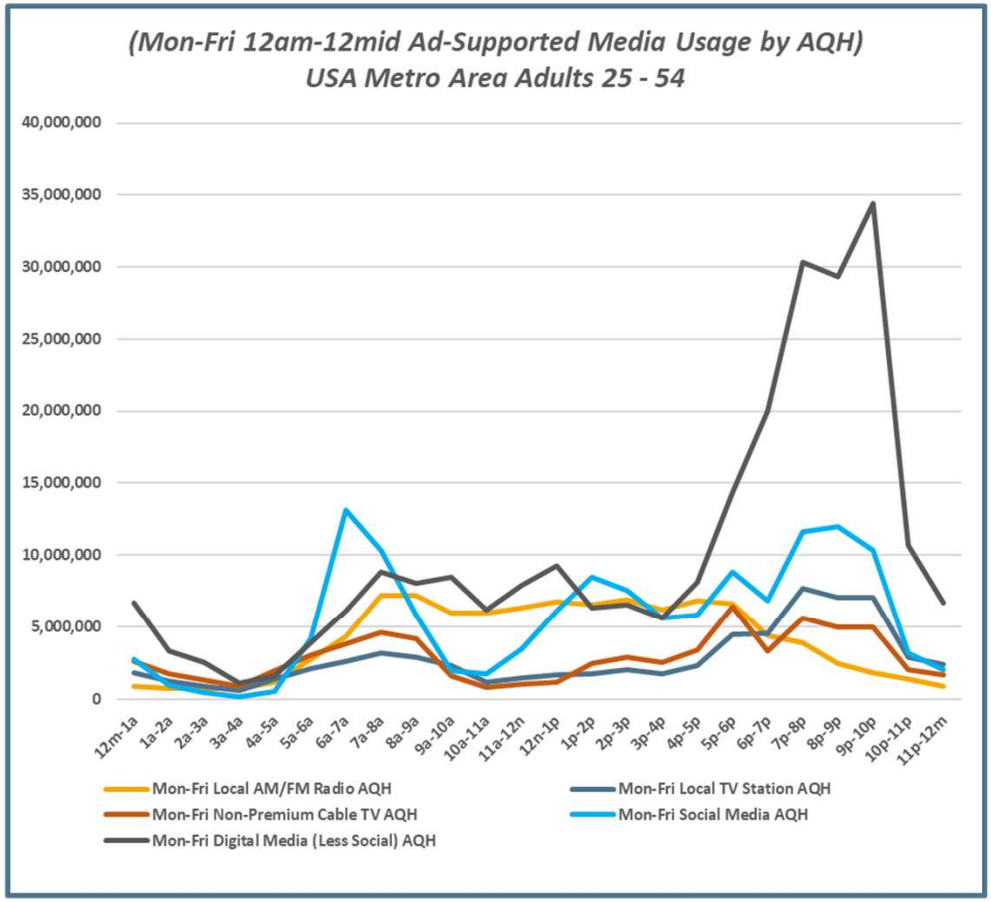
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P25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 272,253; Local Radio: 181,463; Social Media: 180,562; Local TV: 87,679; Non-Prem. Cable: 86,776 reaching Adults 25 - 54 who Live in the CHICAGO, IL, DMA.





USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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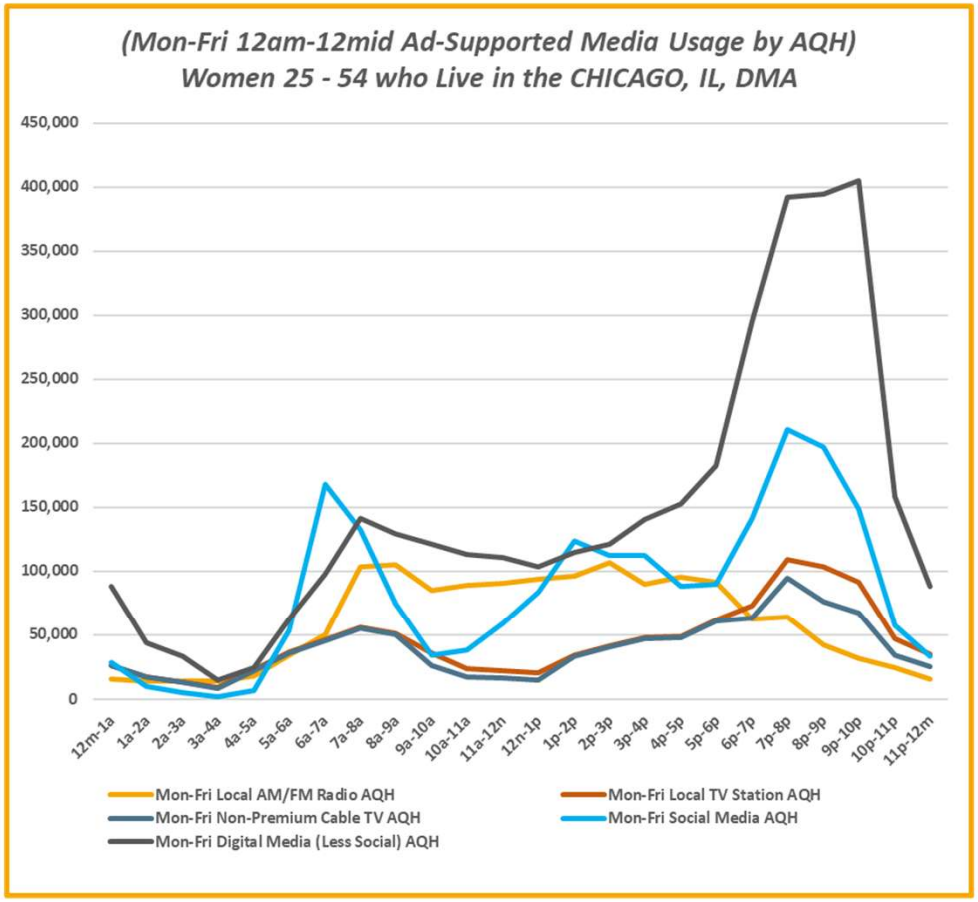
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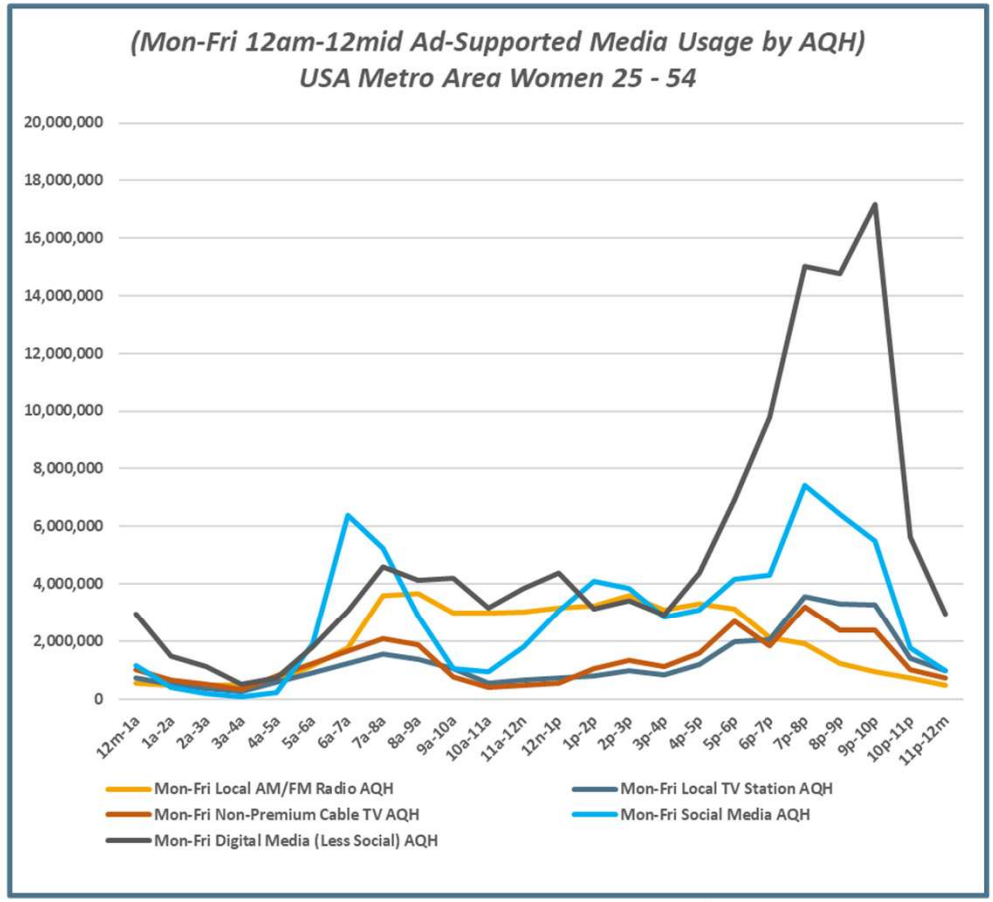
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W25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 140,144; Social Media: 96,512; Local Radio: 88,859; Local TV: 42,917; Non-Prem. Cable: 39,609 reaching Women 25 - 54 who Live in the CHICAGO, IL, DMA.





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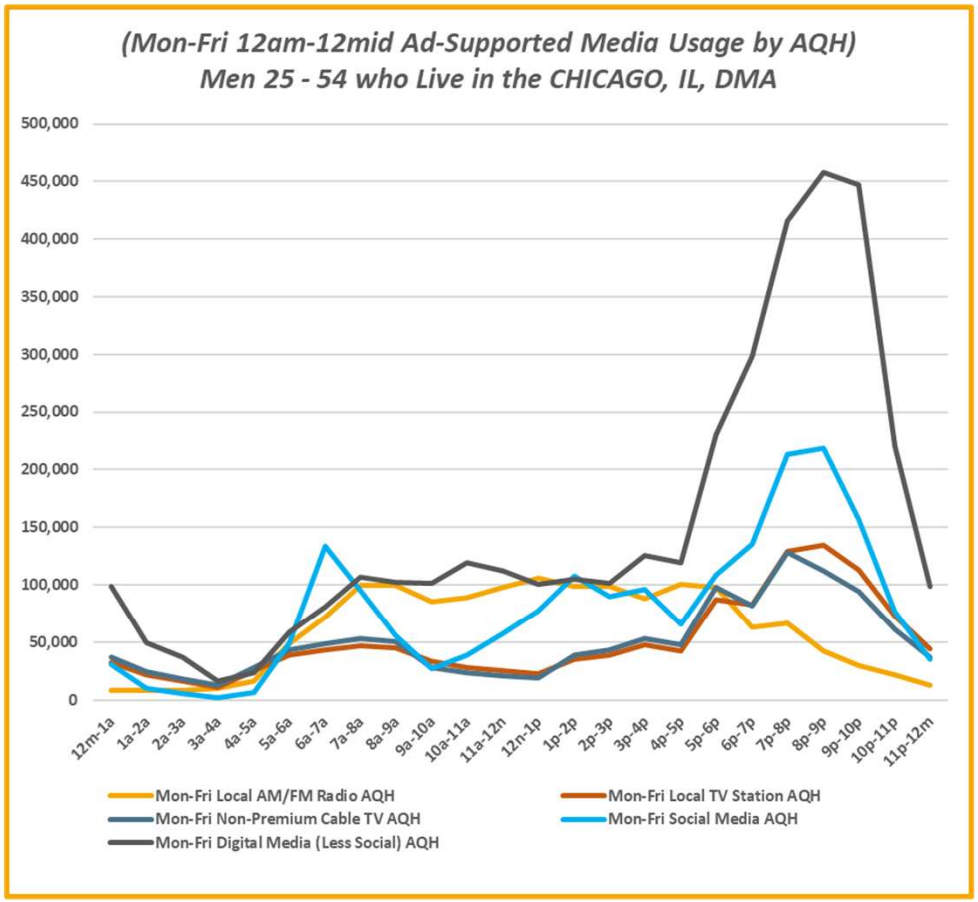
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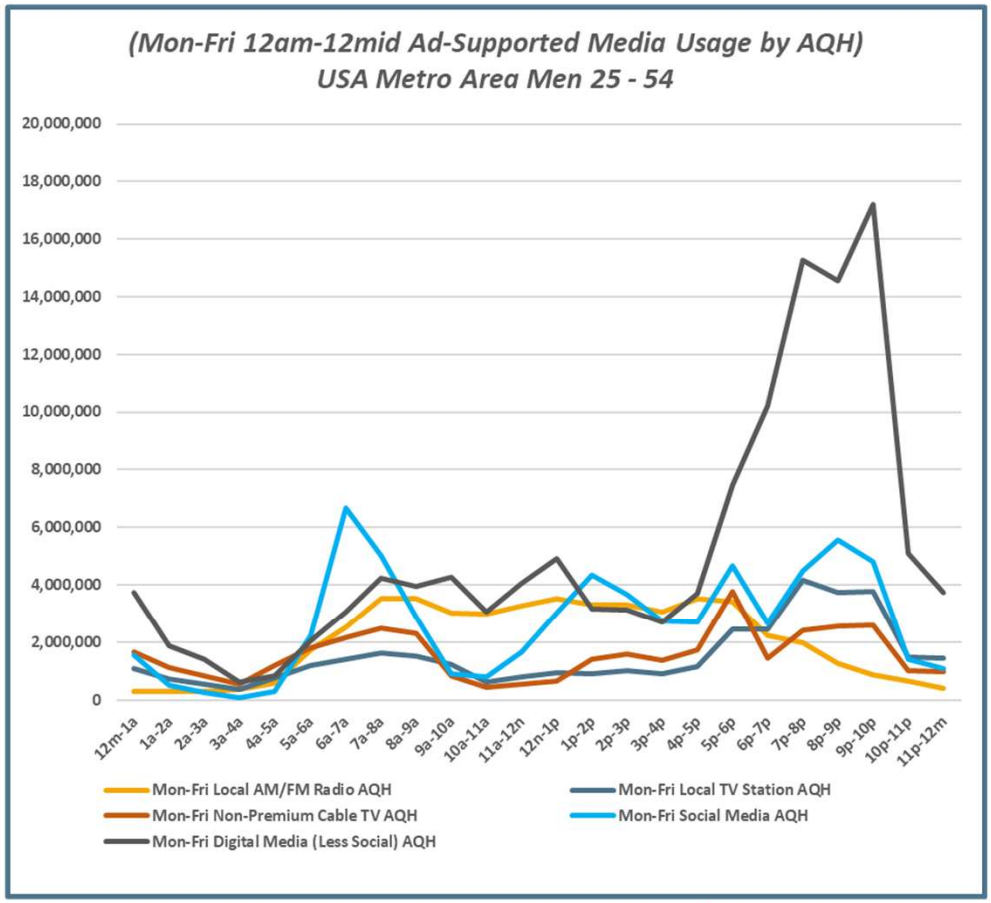
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M25-54

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 130,961; Local Radio: 91,946; Social Media: 83,567; Non-Prem. Cable: 46,357; Local TV: 44,149 reaching Men 25 - 54 who Live in the CHICAGO, IL, DMA.





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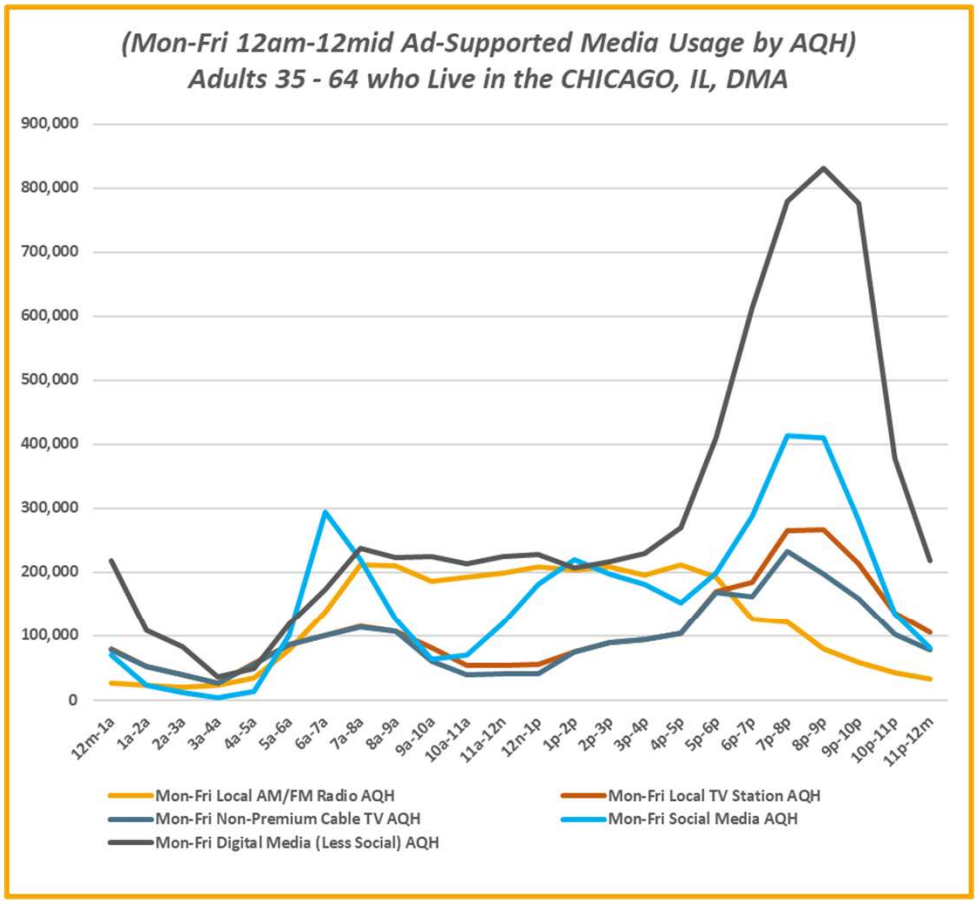
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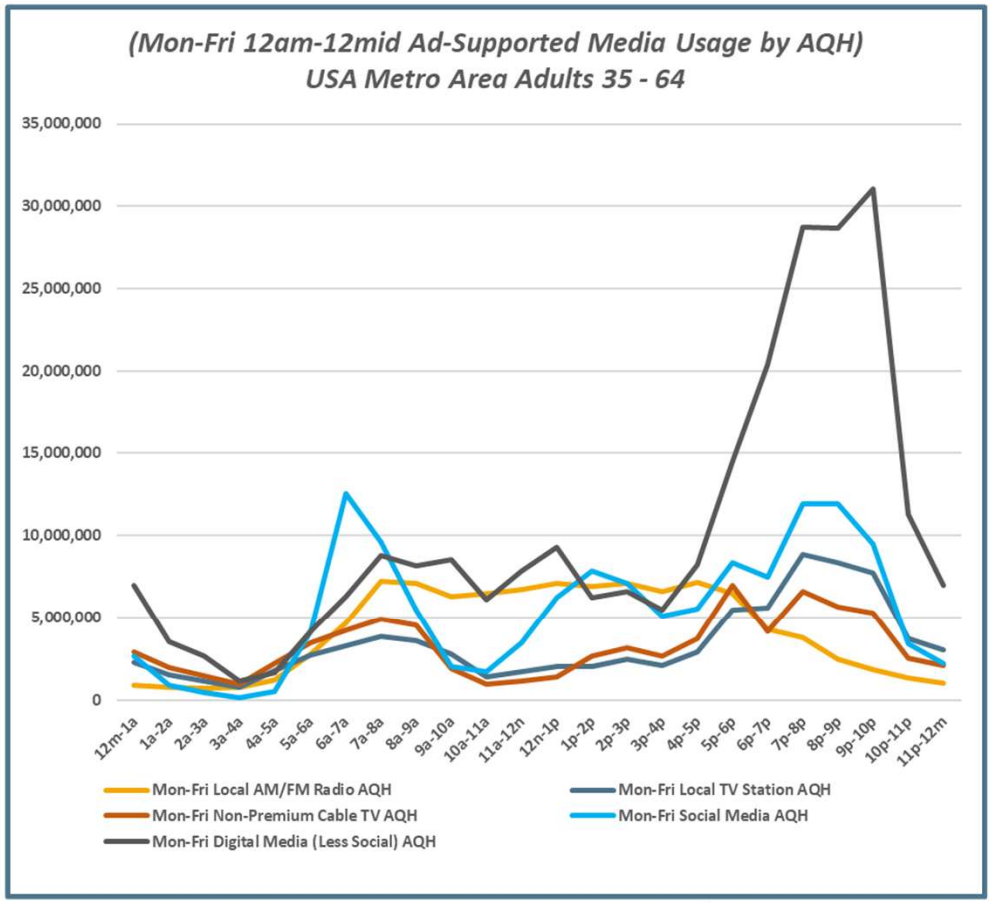
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P35-64

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 266,751; Local Radio: 190,762; Social Media: 177,415; Local TV: 98,473; Non-Prem. Cable: 91,504 reaching Adults 35 - 64 who Live in the CHICAGO, IL, DMA.





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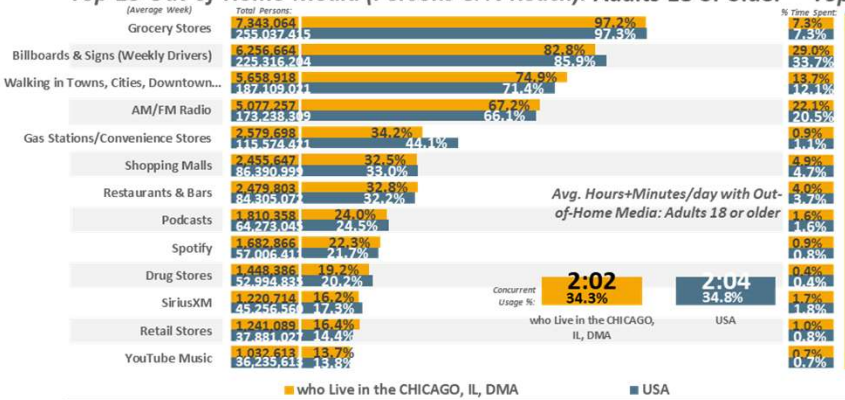
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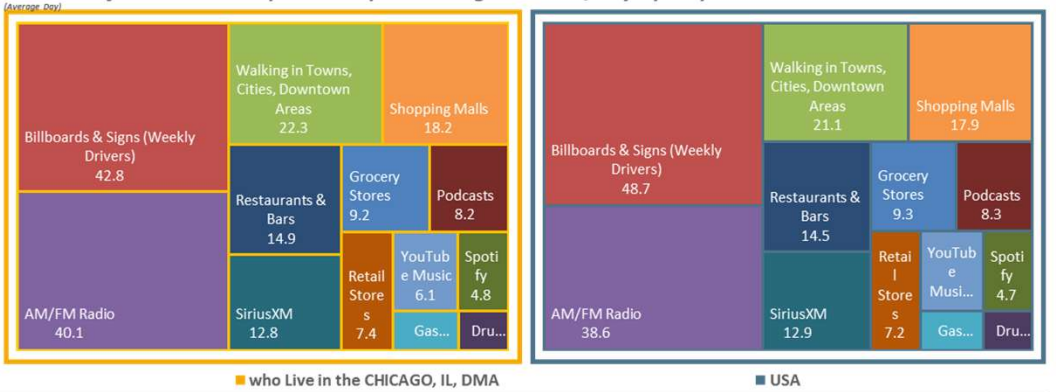
P18+

6,256,664 or 82.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 42.8 minutes per day driving, seeing Billboards and Signs. 64.9% Listen to Local Radio Stations Out-of-Home for an average of 37.2 minutes/day.

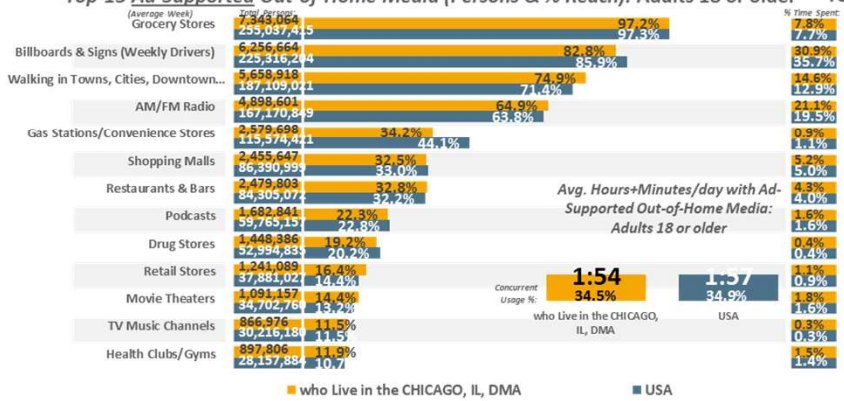
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



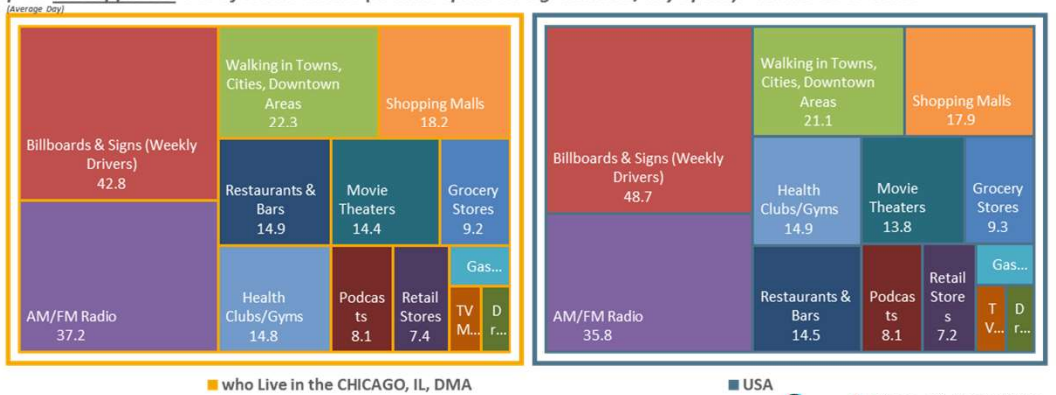
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA DMA Projection* *Scarborough R2 2025: Sep24-Jul25* *Qual Intab* *4,186*

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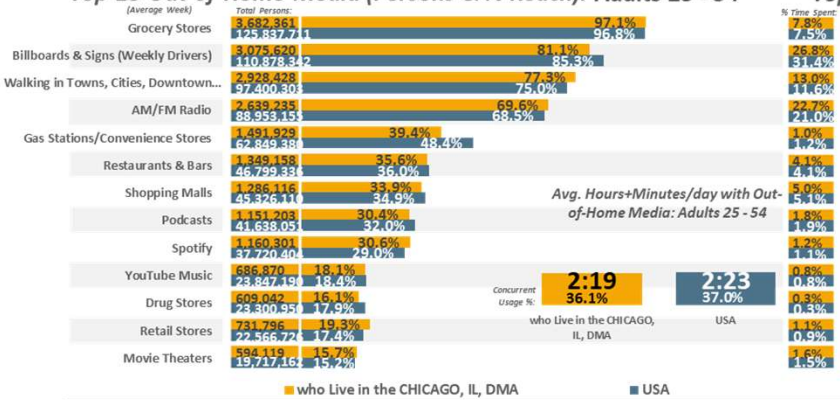
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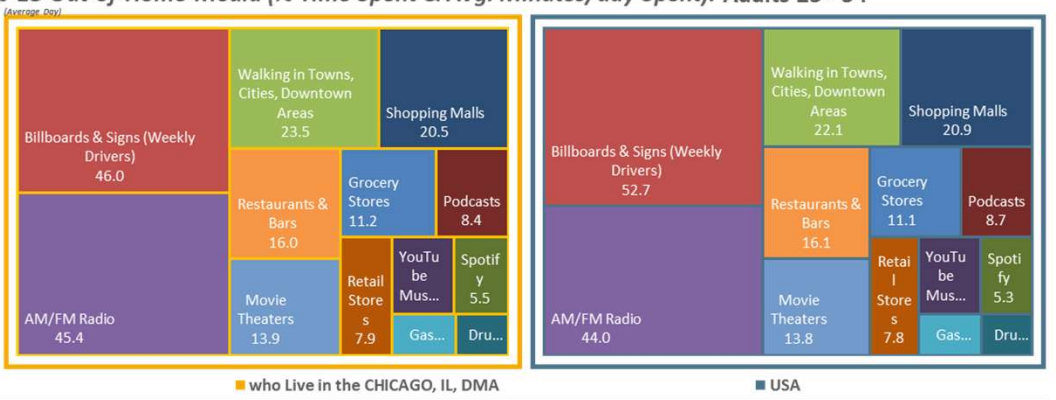
P25-54

3,075,620 or 81.1% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 46. minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 42. minutes/day.

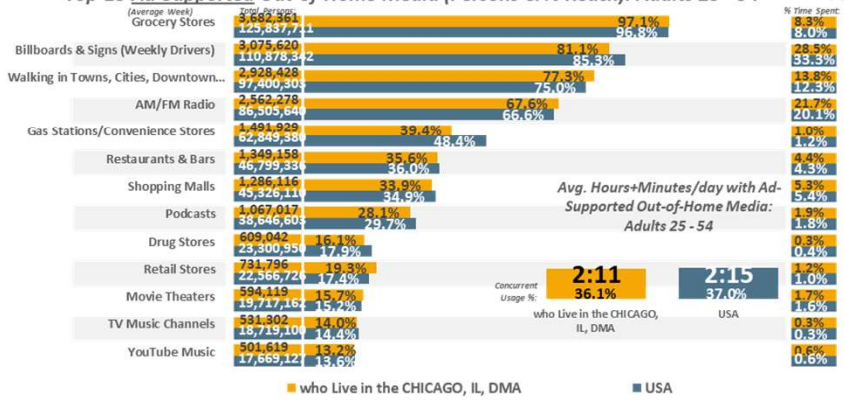
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



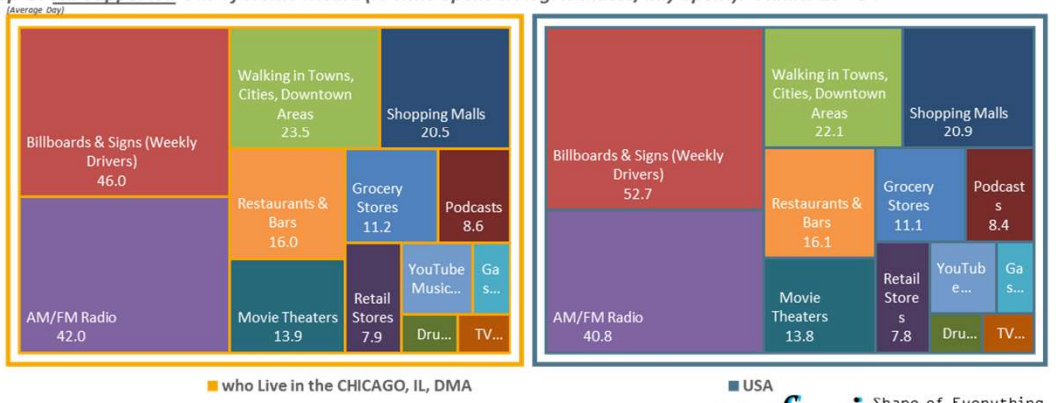
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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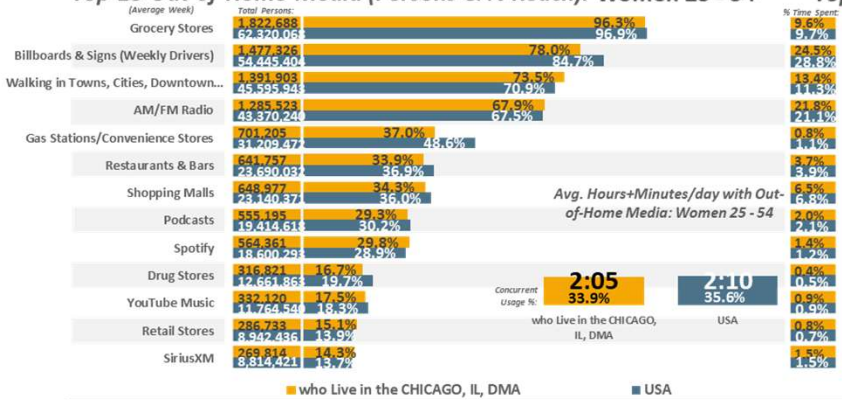
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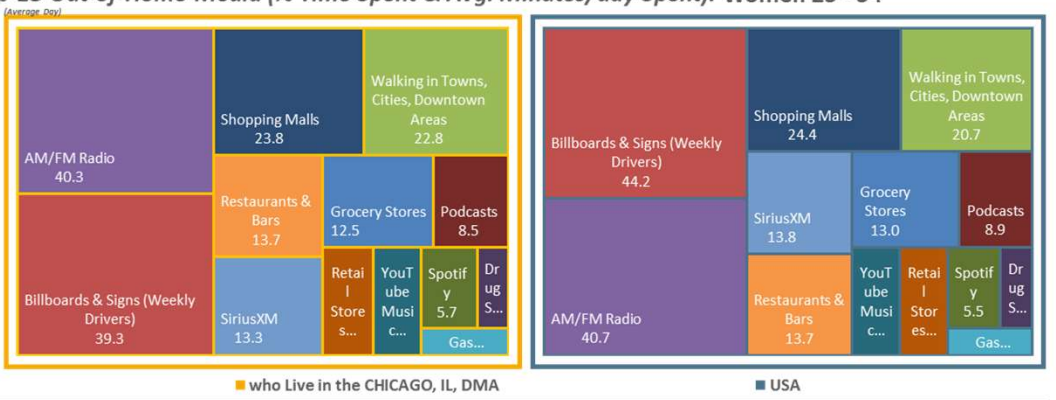
W25-54

1,477,326 or 78.% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 39.3 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minutes/day.

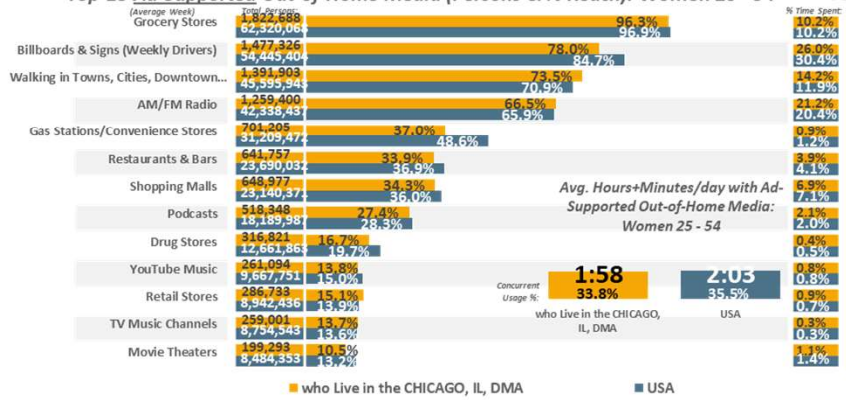
Top-13 Out-of-Home Media (Persons & % Reach): Women 25 - 54



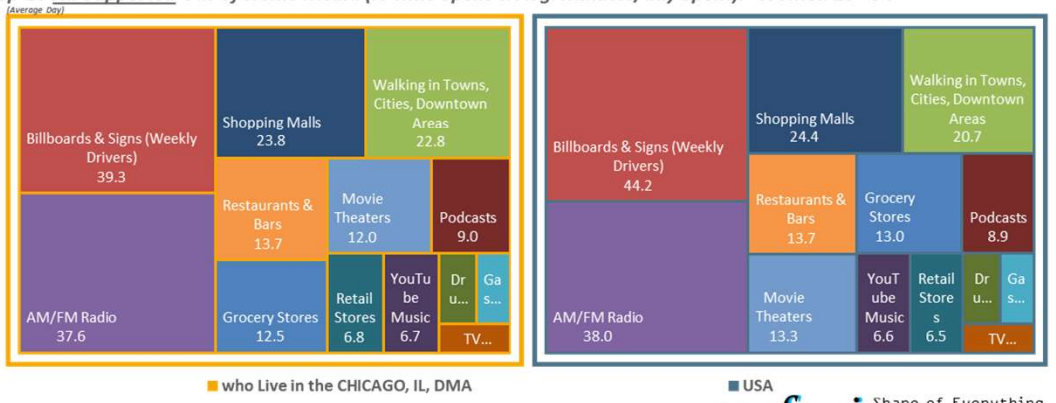
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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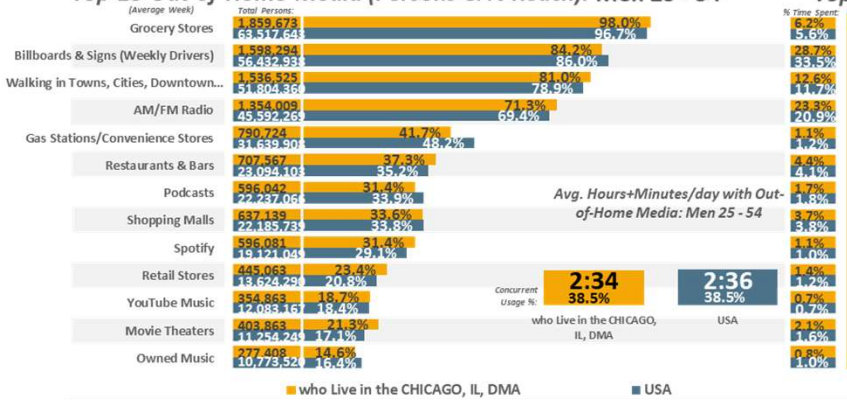
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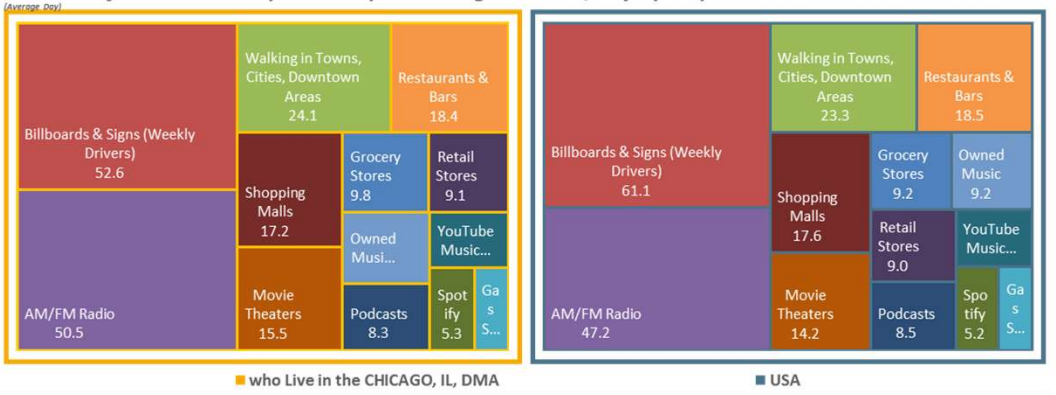
M25-54

1,598,294 or 84.2% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 52.6 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 46.3 minutes/day.

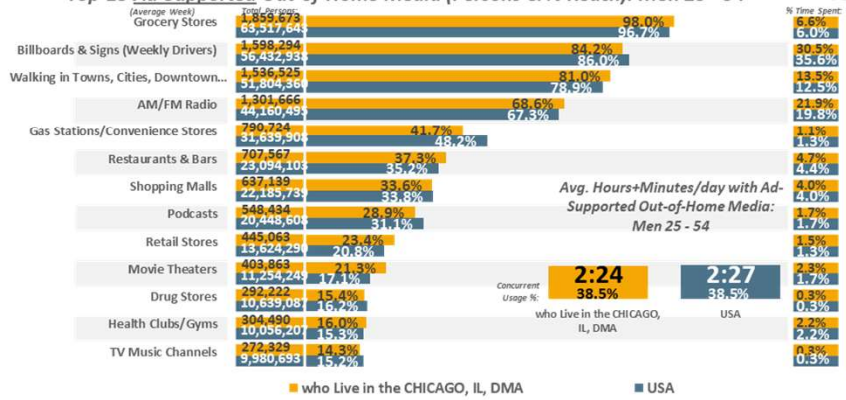
Top-13 Out-of-Home Media (Persons & % Reach): Men 25 - 54



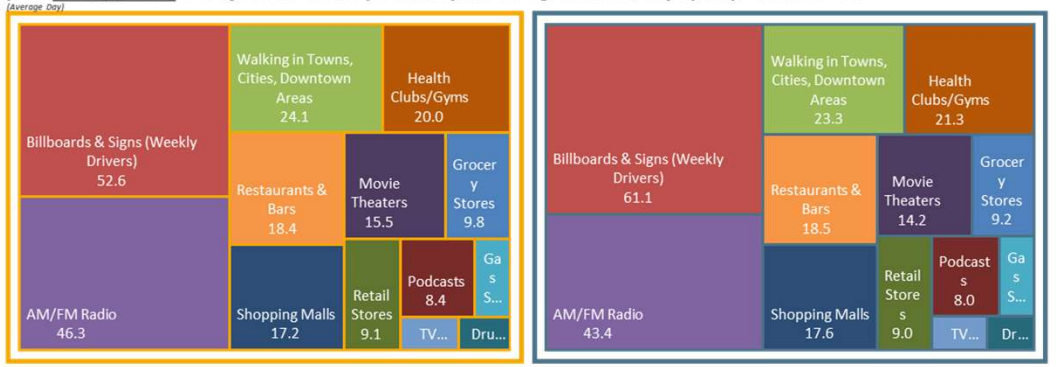
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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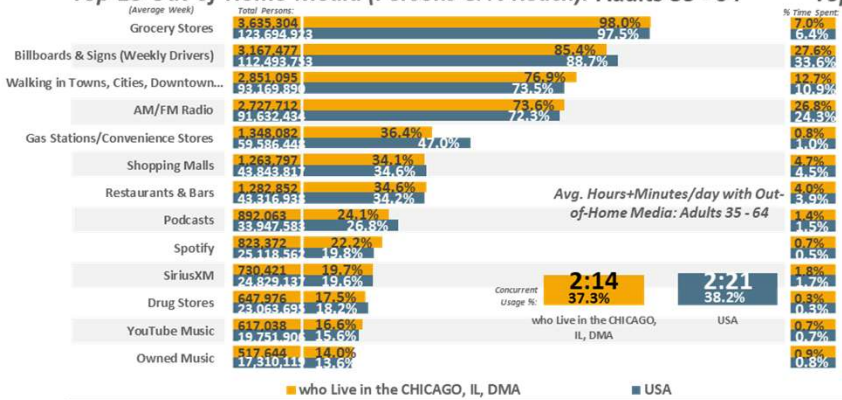
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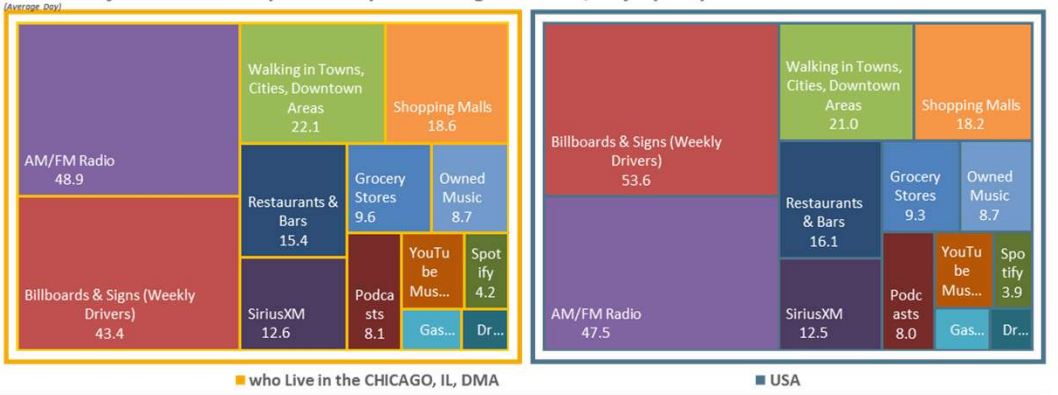
P35-64

3,167,477 or 85.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 43.4 minutes per day driving, seeing Billboards and Signs. 71.% Listen to Local Radio Stations Out-of-Home for an average of 45.6 minutes/day.

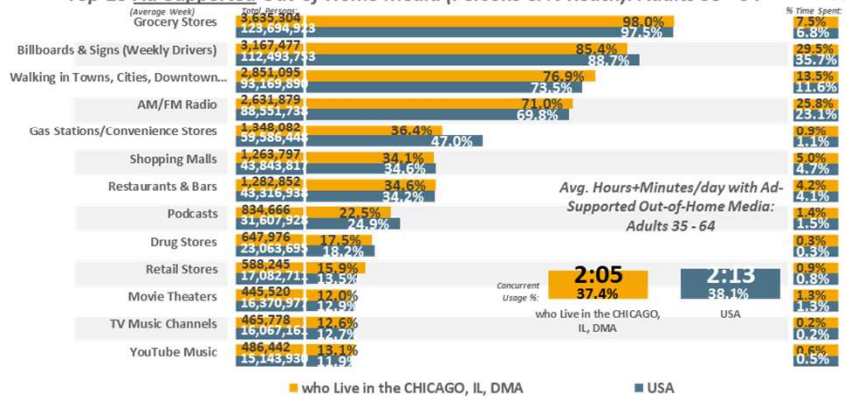
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



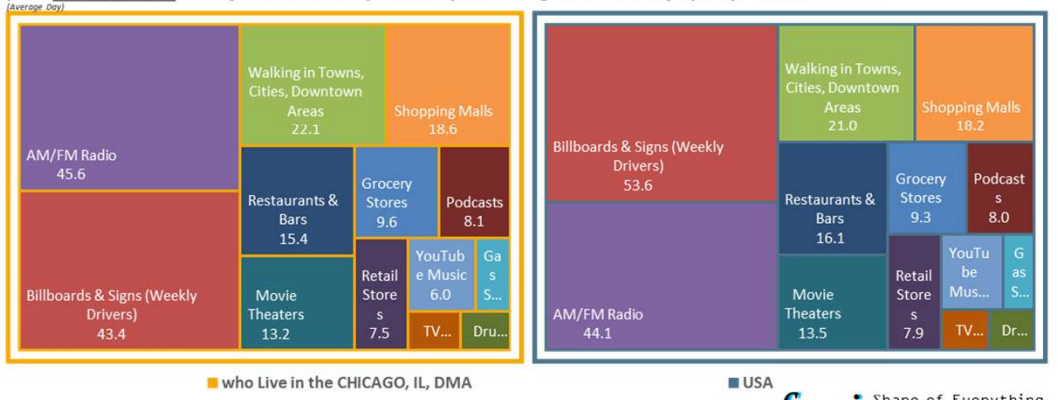
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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P18+

6,256,664 or 82.8% of Adults 18 or older who Live in the CHICAGO, IL, DMA spend an average of 42.8 minutes per day driving, seeing Billboards and Signs representing 30.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"

1:54 who Live in the CHICAGO, IL, DMA

1:57 USA

	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Public Transit	Movie Theaters	Stadiums & Arenas	Podcasts
Weekly Reach %	82.8% / 85.9%	64.9% / 63.8%	74.9% / 71.4%	97.2% / 97.3%	32.5% / 33.0%	32.8% / 32.2%	12.2% / 9.2%	14.4% / 13.2%	6.2% / 6.1%	22.3% / 22.8%
% of Weekly Time Spent with Ad-Supported OOH Media:	30.9% / 35.7%	21.1% / 19.5%	14.6% / 12.9%	7.8% / 7.7%	5.2% / 5.0%	4.3% / 4.0%	2.0% / 1.2%	1.8% / 1.6%	1.8% / 1.8%	1.6% / 1.6%
Weekly Total Persons	6,256,664 / 225,316,204	4,898,601 / 167,170,849	5,658,918 / 187,109,021	7,343,064 / 255,037,415	2,455,647 / 86,390,999	2,479,803 / 84,305,072	925,023 / 24,006,253	1,091,157 / 34,702,760	467,571 / 15,959,619	1,682,841 / 59,765,157
Average Daily Minutes with Ad-Supported OOH Media:	42.8 / 48.7	37.2 / 35.8	22.3 / 21.1	9.2 / 9.3	18.2 / 17.9	14.9 / 14.5	19.0 / 15.6	14.4 / 13.8	33.1 / 34.0	8.1 / 8.1

■ who Live in the CHICAGO, IL, DMA ■ USA

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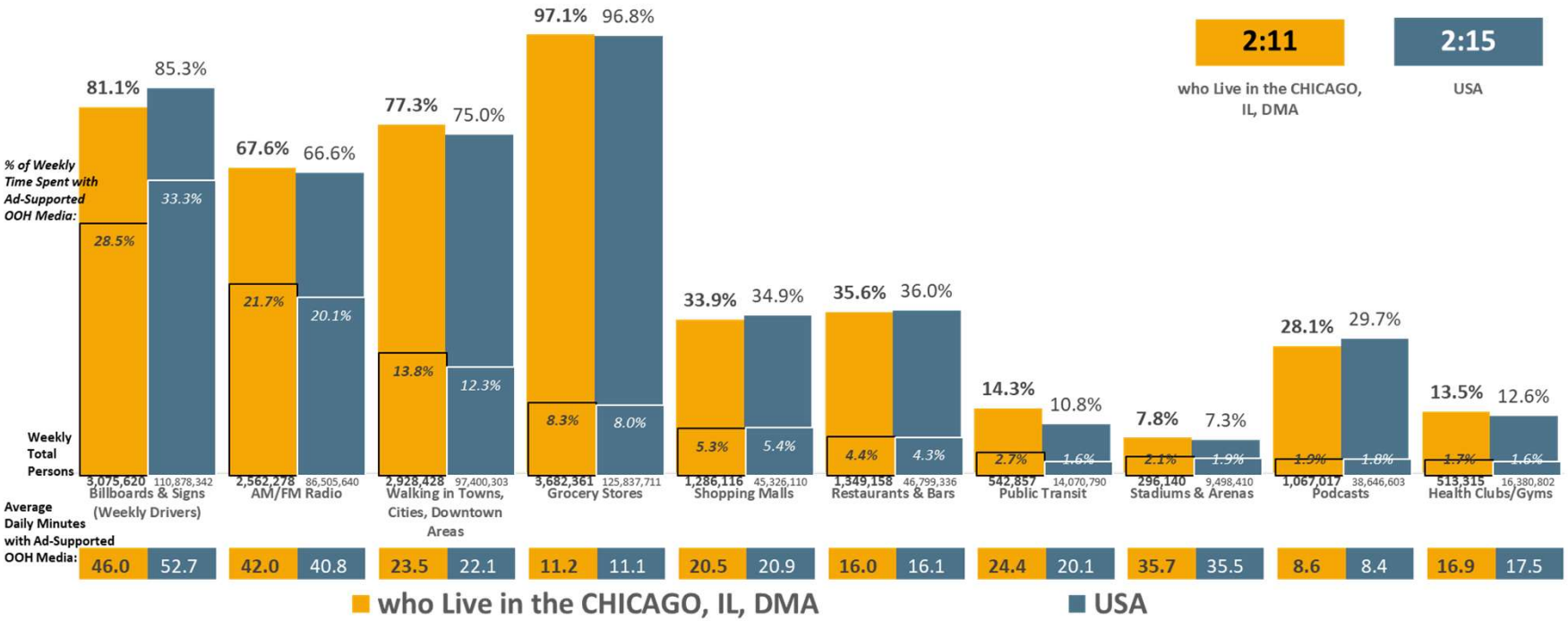
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3,075,620 or 81.1% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 46. minutes per day driving, seeing Billboards and Signs representing 28.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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1,477,326 or 78.% of Women 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 39.3 minutes per day driving, seeing Billboards and Signs representing 26.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"

	who Live in the CHICAGO, IL, DMA	USA
	1:58	2:03

	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Public Transit	Podcasts	Stadiums & Arenas	Airports
Weekly Reach %	78.0% / 84.7%	66.5% / 65.9%	73.5% / 70.9%	96.3% / 96.9%	34.3% / 36.0%	33.9% / 36.9%	15.7% / 9.9%	27.4% / 28.3%	6.4% / 5.3%	5.4% / 5.3%
% of Weekly Time Spent with Ad-Supported OOH Media:	26.0% / 30.4%	21.2% / 20.4%	14.2% / 11.9%	10.2% / 10.2%	6.9% / 7.1%	3.9% / 4.1%	3.1% / 1.2%	2.1% / 2.0%	1.9% / 1.3%	1.3% / 1.2%
Weekly Total Persons	1,477,326 / 54,445,404	1,259,400 / 42,338,437	1,391,903 / 45,595,943	1,822,688 / 62,320,068	648,977 / 23,140,371	641,757 / 23,690,032	296,531 / 6,352,620	518,348 / 18,189,987	121,406 / 3,414,564	103,156 / 3,397,633
Average Daily Minutes with Ad-Supported OOH Media:	39.3 / 44.2	37.6 / 38.0	22.8 / 20.7	12.5 / 13.0	23.8 / 24.4	13.7 / 13.7	23.7 / 15.5	9.0 / 8.9	35.4 / 30.0	29.1 / 28.8

■ who Live in the CHICAGO, IL, DMA ■ USA

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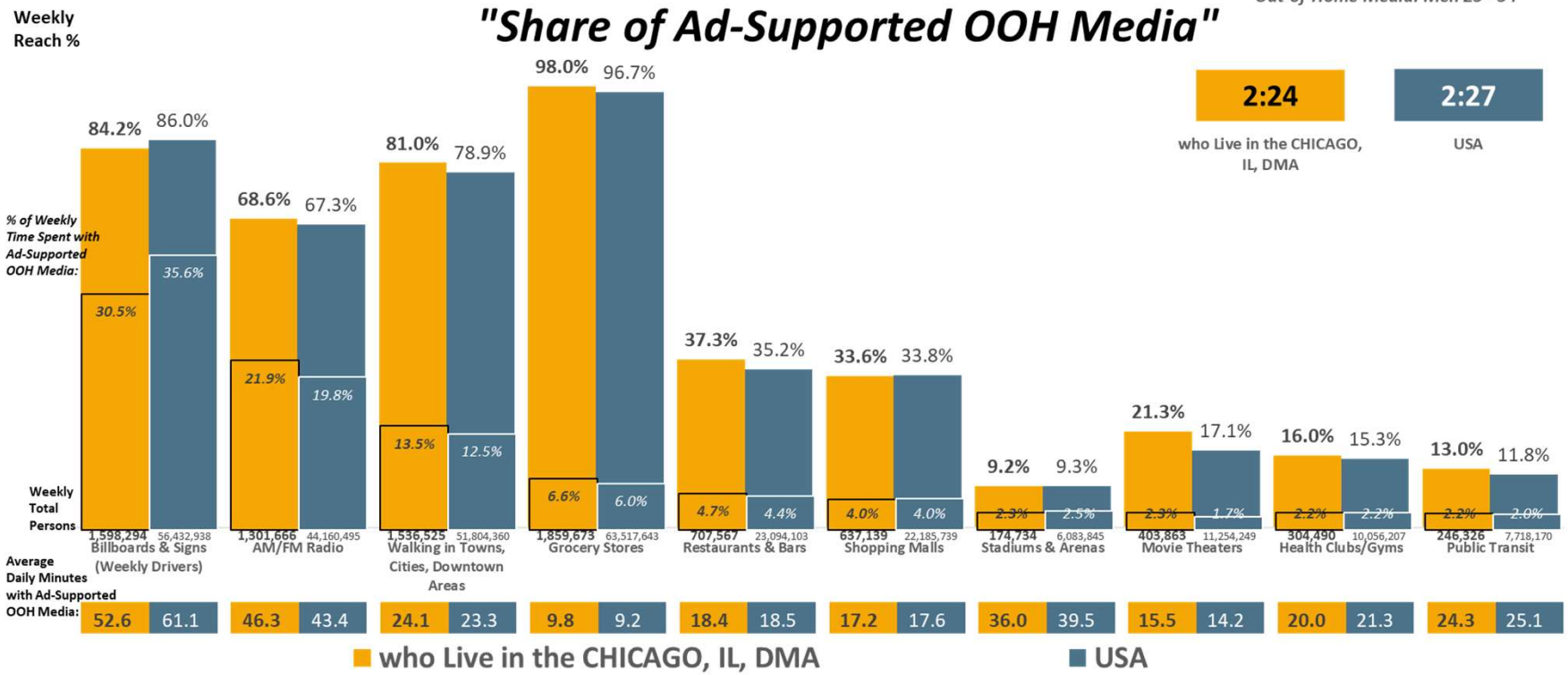


M25-54

1,598,294 or 84.2% of Men 25 - 54 who Live in the CHICAGO, IL, DMA spend an average of 52.6 minutes per day driving, seeing Billboards and Signs representing 30.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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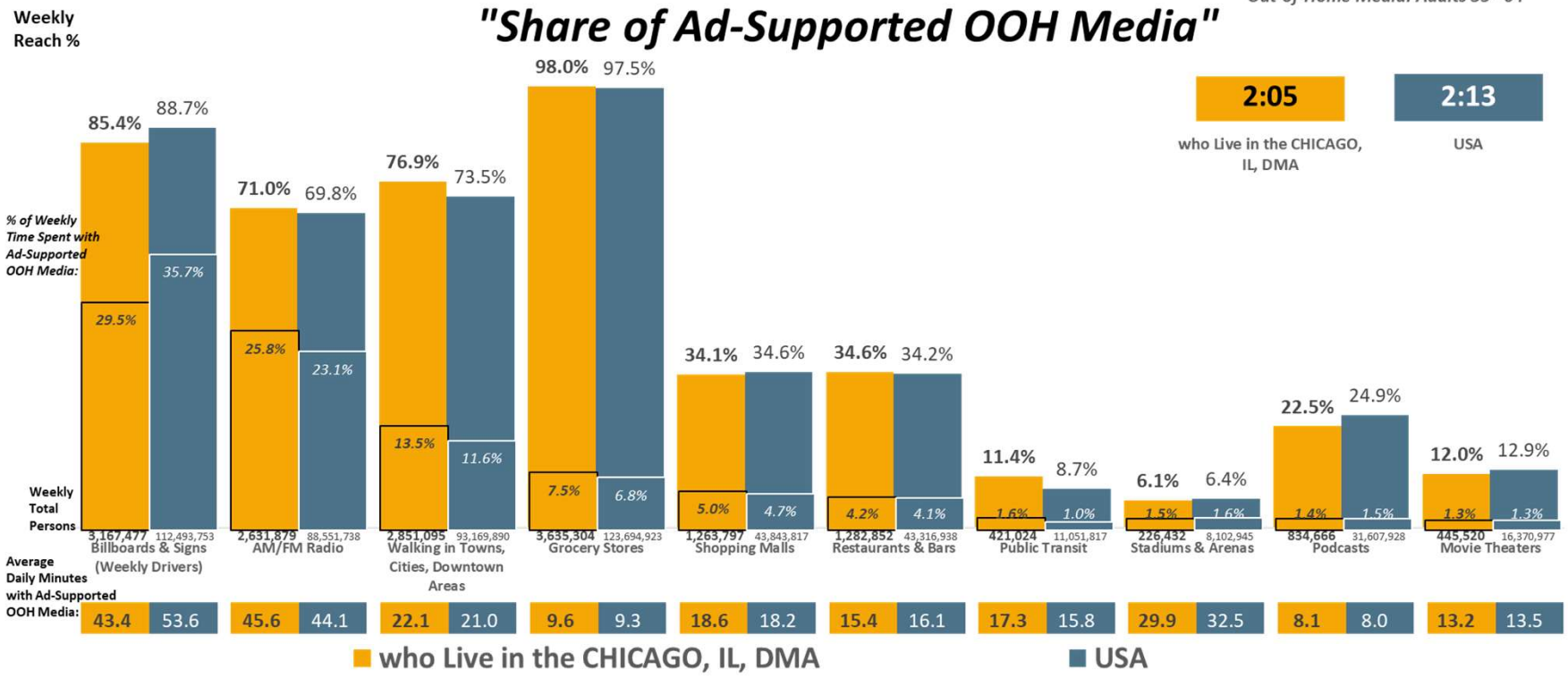


P35-64

3,167,477 or 85.4% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA spend an average of 43.4 minutes per day driving, seeing Billboards and Signs representing 29.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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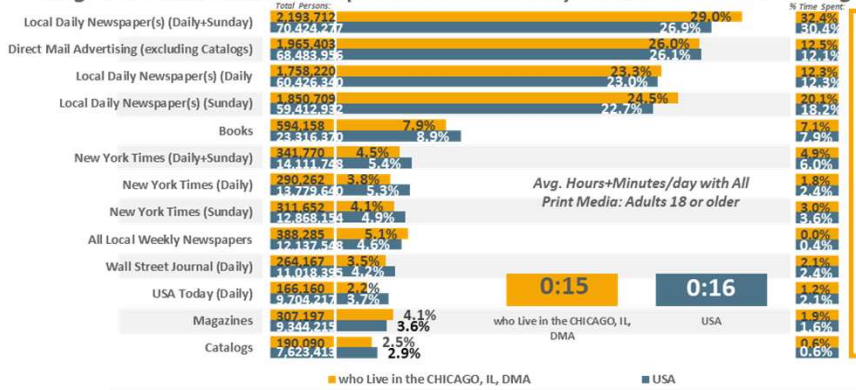
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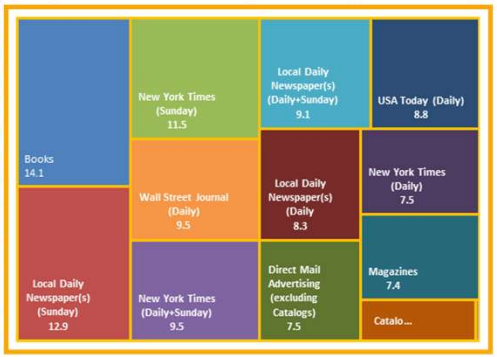


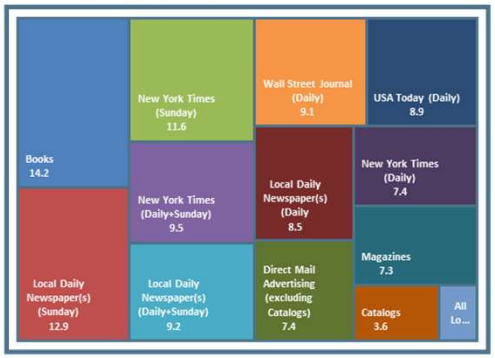
P18+

2,193,712 or 29.% of Adults 18 or older who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 34.9% of all time spent daily with All forms of Print Media.

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

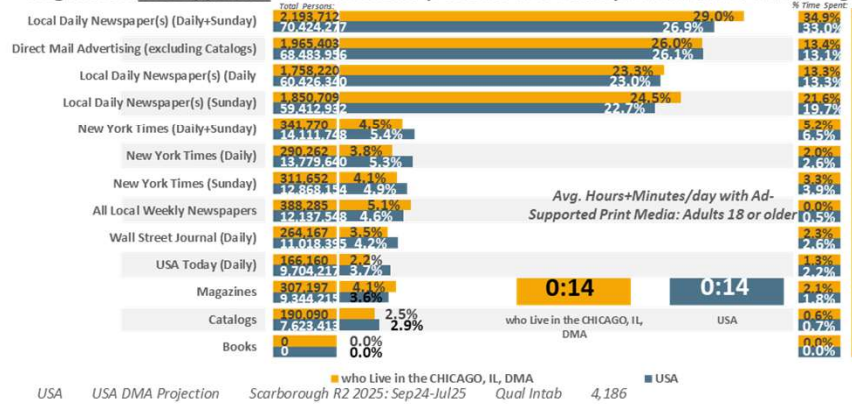




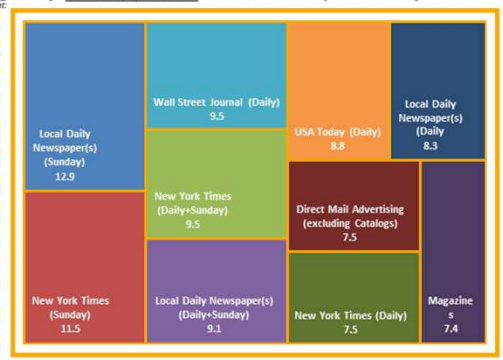


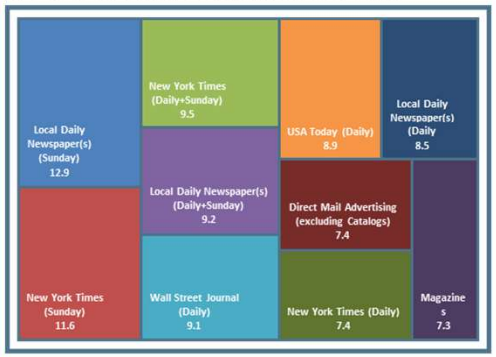
■ who Live in the CHICAGO, IL, DMA ■ USA

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





■ who Live in the CHICAGO, IL, DMA ■ USA

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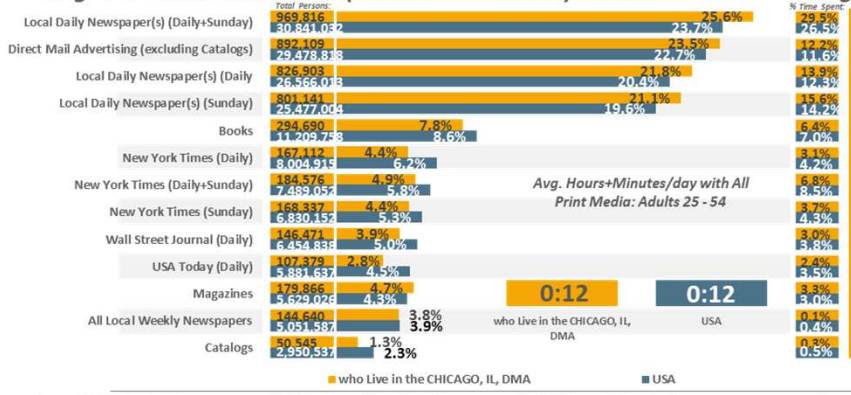
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P25-54

969,816 or 25.6% of Adults 25 - 54 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

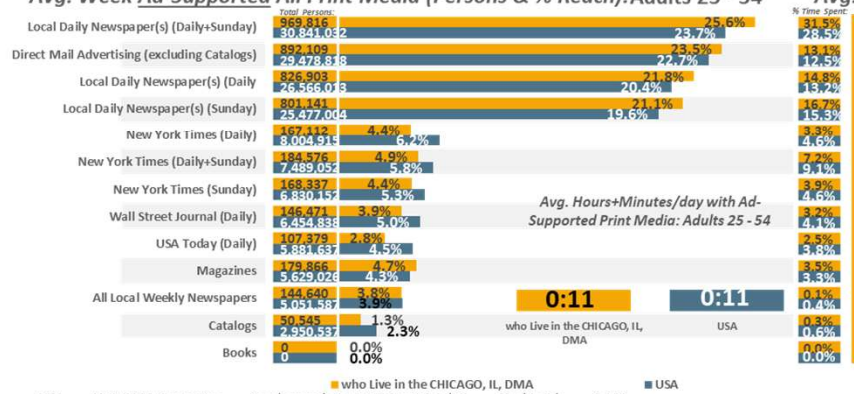
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



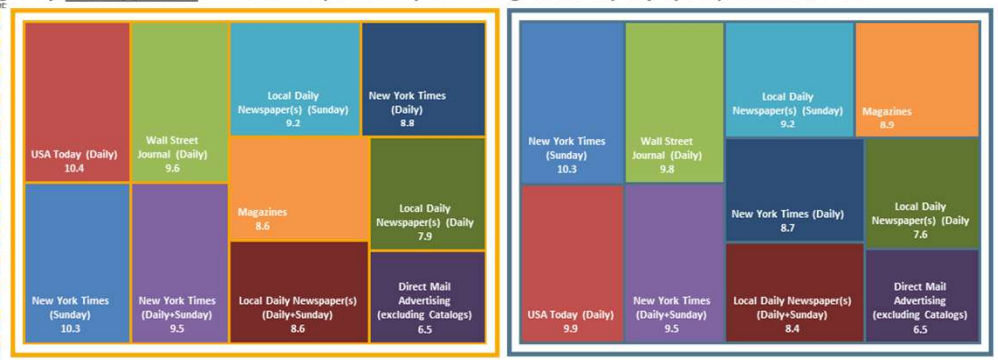
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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



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



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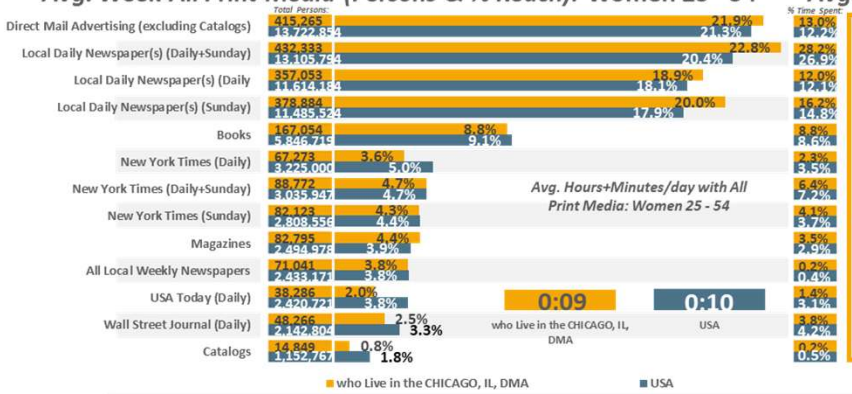
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432,333 or 22.8% of Women 25 - 54 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

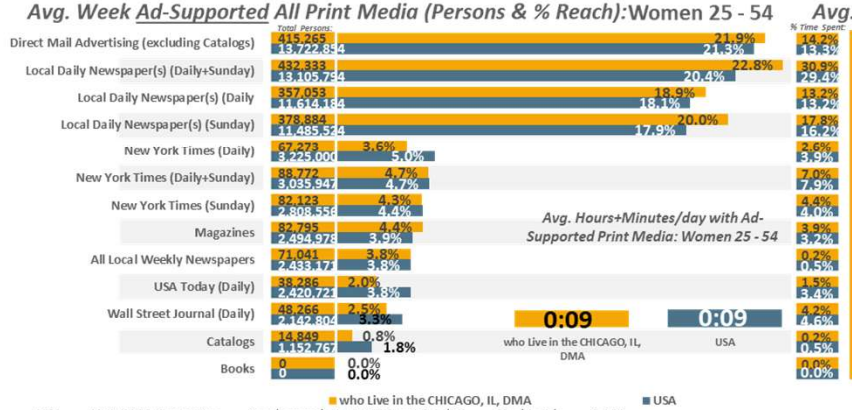
Avg. Week All Print Media (Persons & % Reach): Women 25 - 54



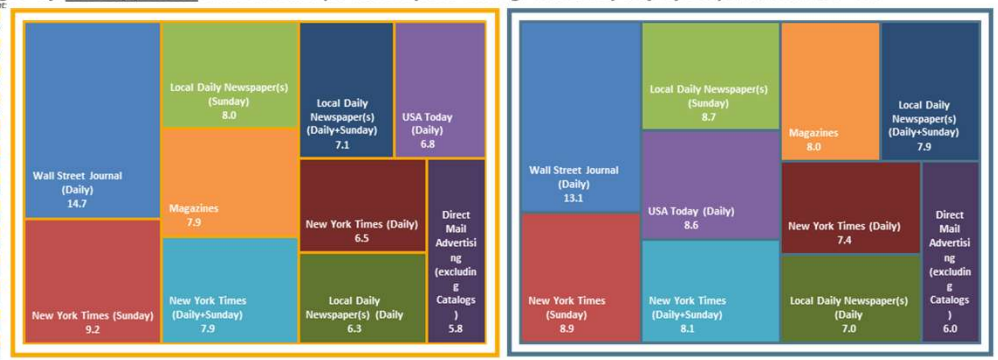
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Women 25 - 54



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



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



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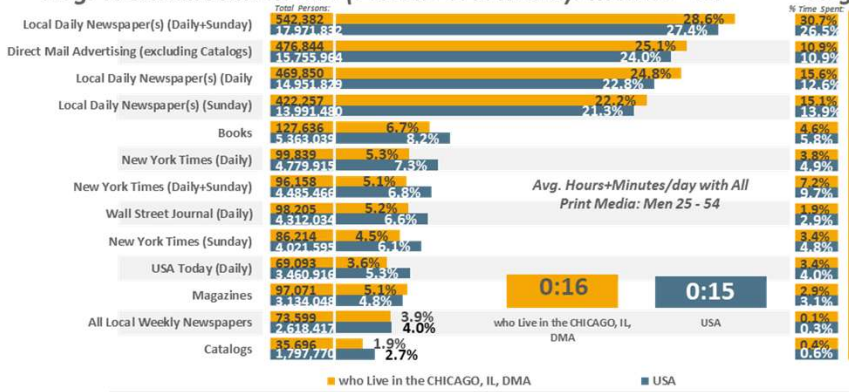
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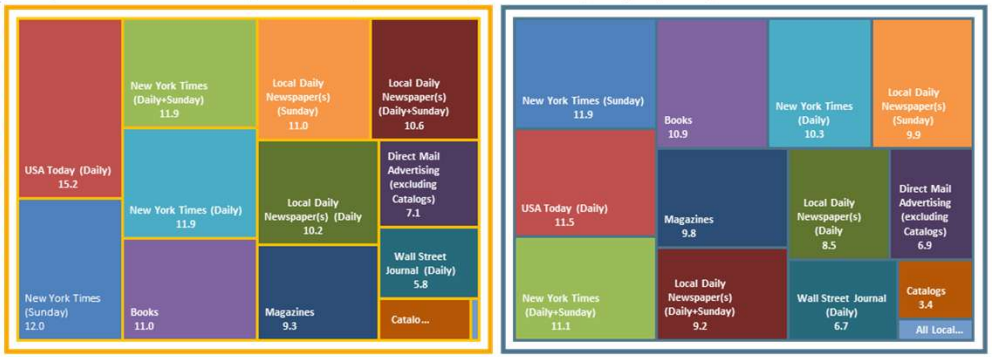
M25-54

542,382 or 28.6% of Men 25 - 54 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 32.2% of all time spent daily with All forms of Print Media.

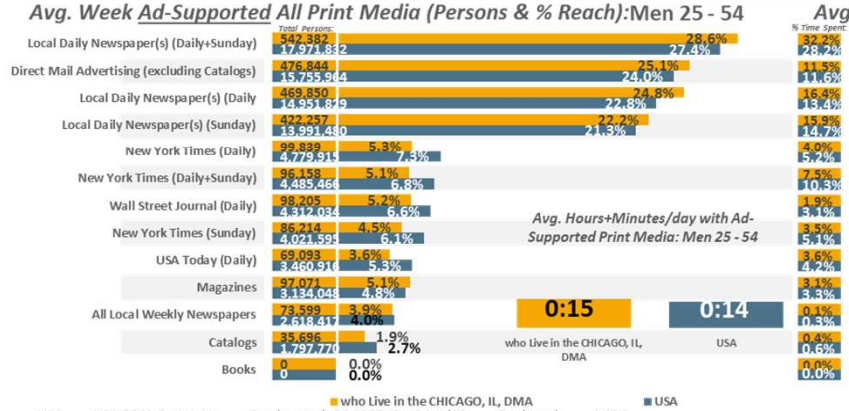
Avg. Week All Print Media (Persons & % Reach): Men 25 - 54



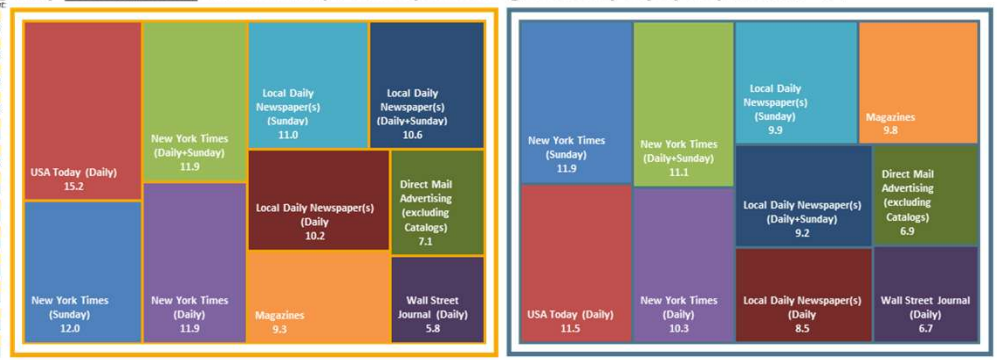
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Men 25 - 54



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



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



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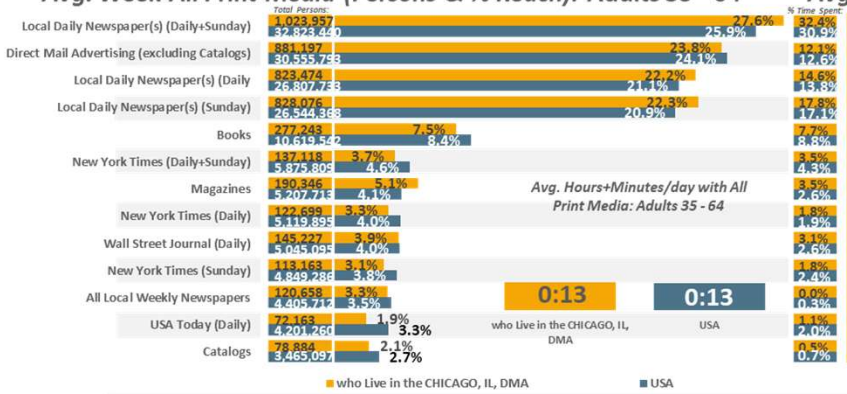
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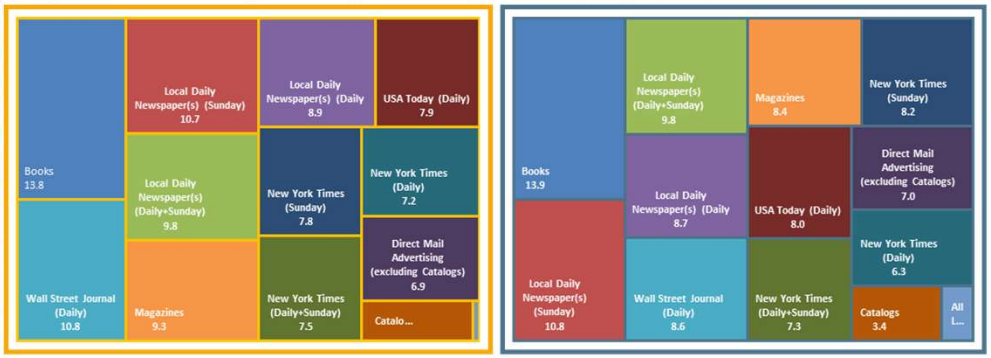
P35-64

1,023,957 or 27.6% of Adults 35 - 64 who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 35.1% of all time spent daily with All forms of Print Media.

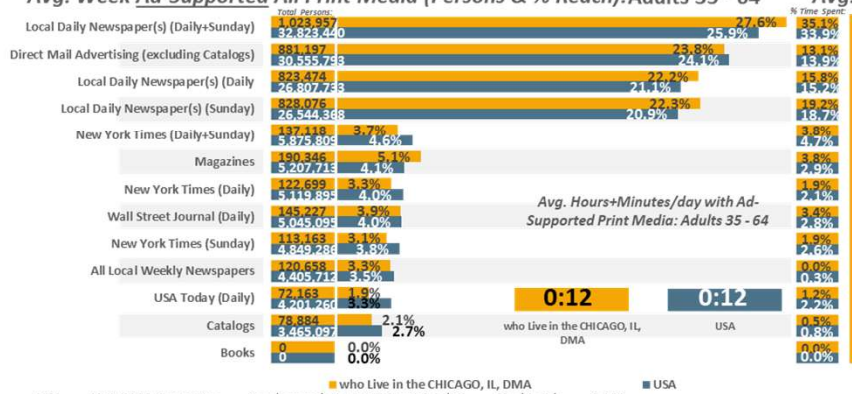
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



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



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



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



USA USA DMA Projection Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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USA Projection Scarborough R2 2025: Feb24-JuL25 Qual Intab 25,445

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P18+

"Advertising Actions"

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

	P18+ who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)		P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)	
Social Media	2,725,996	36.1%	98,659,601	37.2%
Websites	2,667,505	35.3%	91,241,949	34.4%
Direct Mail	2,431,425	32.2%	76,594,804	28.9%
Broadcast, Cable, & Sat TV	1,591,108	21.1%	57,570,188	21.7%
Video Streaming Services	1,307,570	17.3%	38,939,844	14.7%
Local AM/FM Radio	1,261,069	16.7%	40,895,463	15.4%
Local Broadcast TV	1,126,762	14.9%	37,381,230	14.1%
Cable TV Networks	971,195	12.9%	35,956,696	13.6%
Audio Streaming Services	911,521	12.1%	28,070,975	10.6%
Billboards	884,388	11.7%	26,837,116	10.1%
Newspapers	833,339	11.0%	29,165,215	11.0%
Podcasts	814,656	10.8%	31,391,096	11.8%

Why Use Local AM/FM Radio?

16.7% of USA DMA P18+ who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the USA DMA Market Average of 15.4%.

USA

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

USA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 25445

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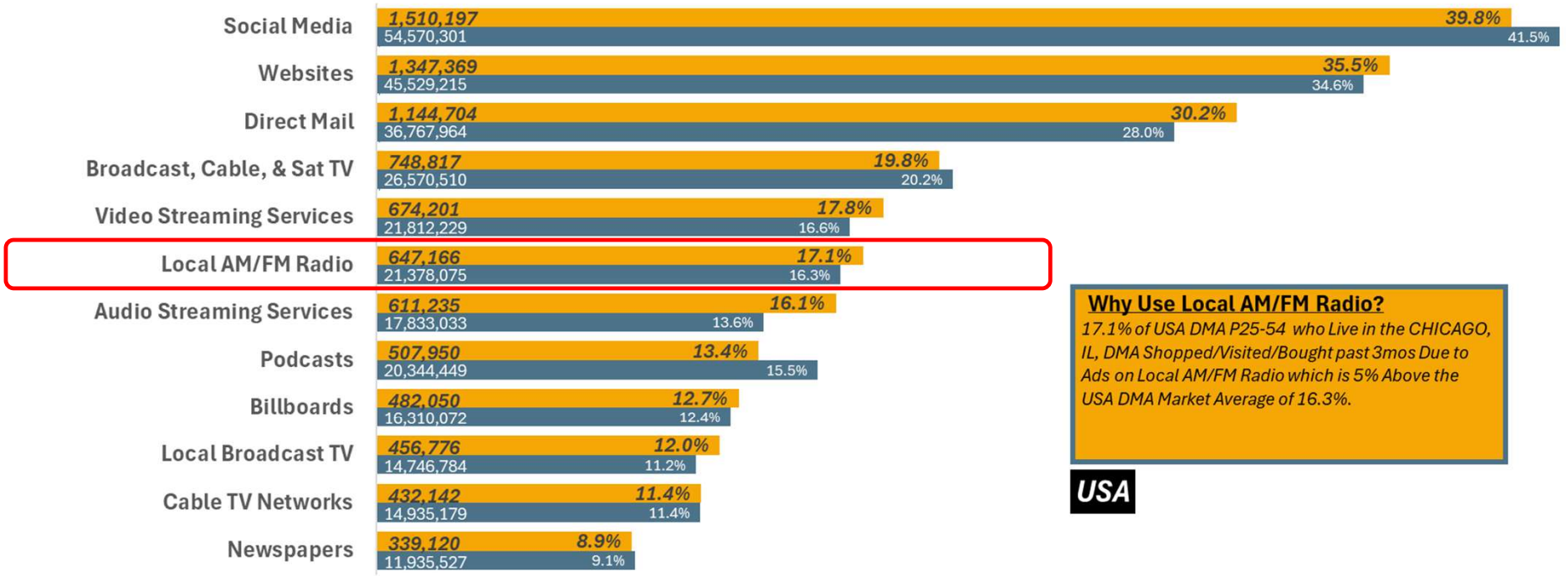
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P25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.1% of USA DMA P25-54 who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the USA DMA Market Average of 16.3%.

USA

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

USA DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 11820

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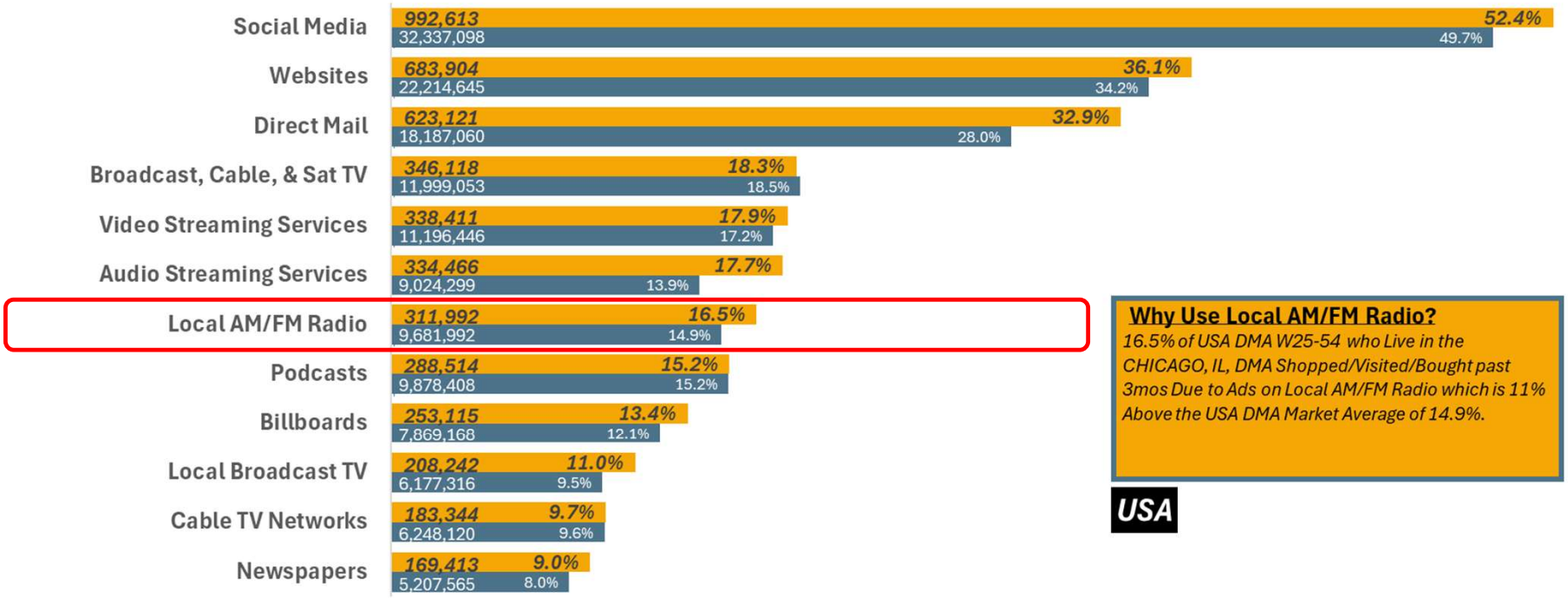
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W25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.5% of USA DMA W25-54 who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the USA DMA Market Average of 14.9%.

USA

USA DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 7173

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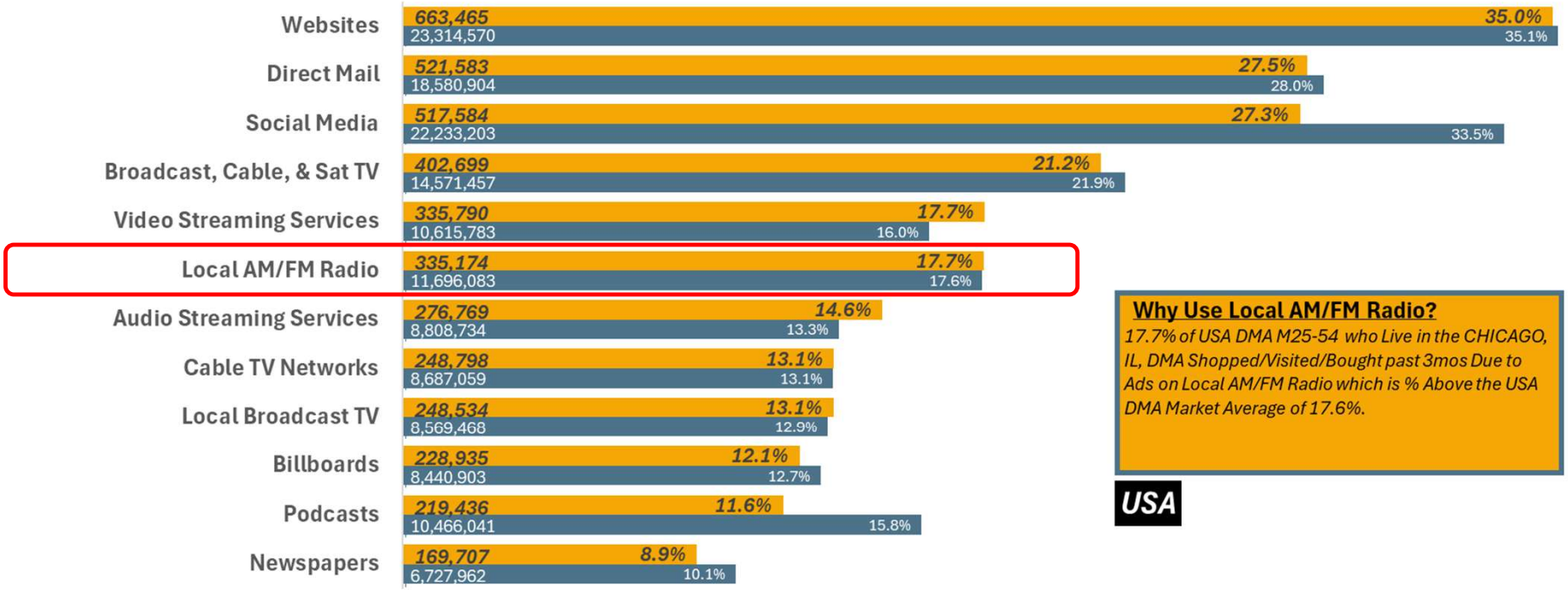
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M25-54

"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.7% of USA DMA M25-54 who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Above the USA DMA Market Average of 17.6%.

USA

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

USA DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 4647

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P35-64

"Advertising Actions"

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

	P35-64 who Live in the CHICAGO, IL, DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)		P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)	
Social Media	1,385,071	37.3%	50,851,993	39.7%
Websites	1,369,476	36.9%	46,130,983	36.0%
Direct Mail	1,183,884	31.9%	36,739,832	28.6%
Broadcast, Cable, & Sat TV	821,221	22.1%	28,934,715	22.6%
Video Streaming Services	699,534	18.9%	21,044,708	16.4%
Local AM/FM Radio	658,726	17.8%	22,029,719	17.2%
Local Broadcast TV	596,341	16.1%	19,440,011	15.2%
Cable TV Networks	522,026	14.1%	18,364,652	14.3%
Audio Streaming Services	519,136	14.0%	15,109,512	11.8%
Billboards	442,989	11.9%	13,885,308	10.8%
Podcasts	407,826	11.0%	15,915,856	12.4%
Newspapers	357,120	9.6%	12,777,766	10.0%

Why Use Local AM/FM Radio?

17.8% of USA DMA P35-64 who Live in the CHICAGO, IL, DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the USA DMA Market Average of 17.2%.

USA

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

USA DMA ScarboroughR2 2025: Sep24-Jul25 Qual Intab: 13256

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