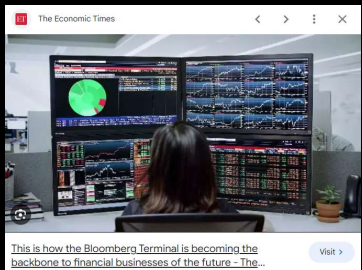
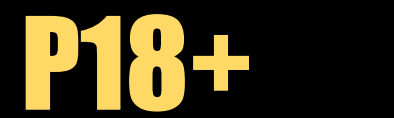


**USA+4 More DMAs – P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12mos!**

# Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months as of March 31, 2026.



**Vanguard BlackRock**

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

*Special TV sports programs watched past 12 months: World Cup soccer/qualifiers*





6.1% or 15,998,182 of USA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.  
 Typical Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 46.7 years old  
 (4.3% younger than average) and have a \$123,615 (26.2% higher than average) annual household income.

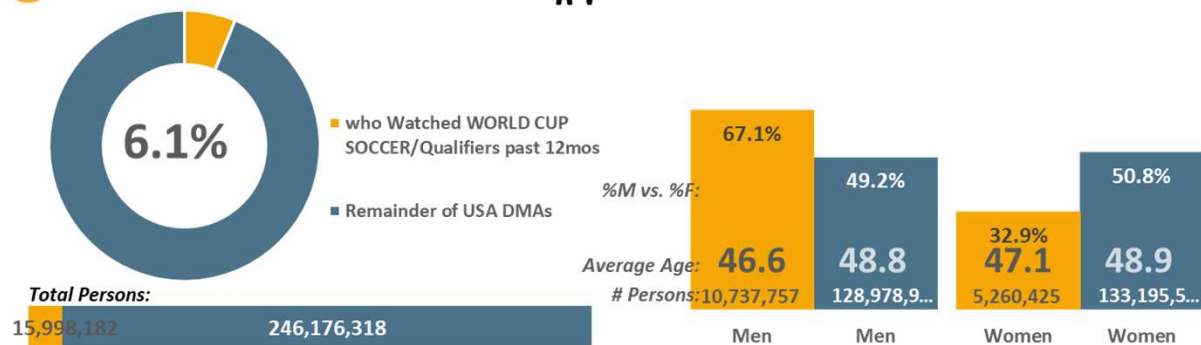


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

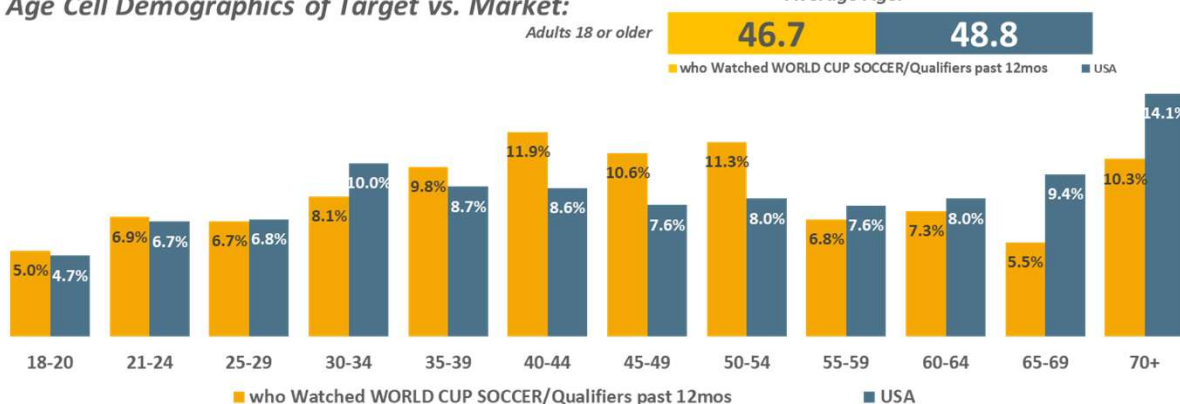
Ethnicity of Target vs. Market:



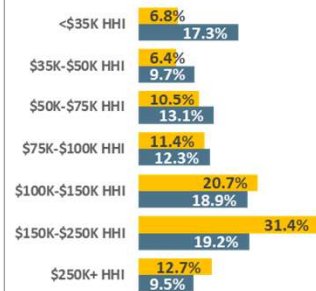
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:



Avg HHI: \$123,615 (Target) vs \$97,970 (Market)

USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494  
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

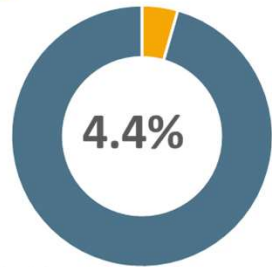




4.4% or 172,992 of MSP DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.  
Typical Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 45.9 years old  
(6.1% younger than average) and have a \$154,431 (34.9% higher than average) annual household income.



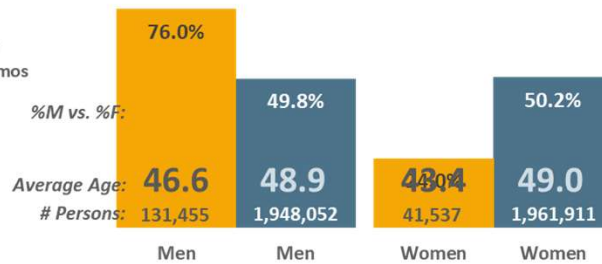
## Percent of Market: Adults 18 or older



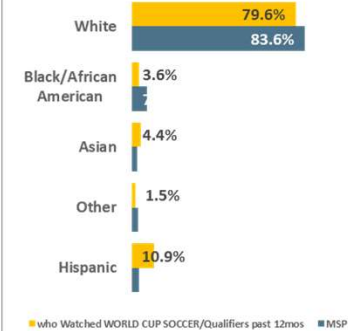
Total Persons:



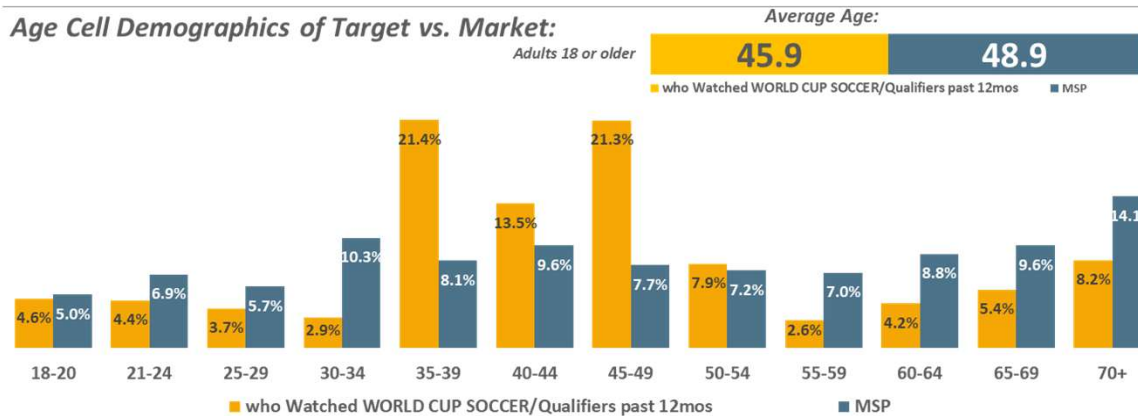
## Gender of Target vs. Market: Adults 18 or older



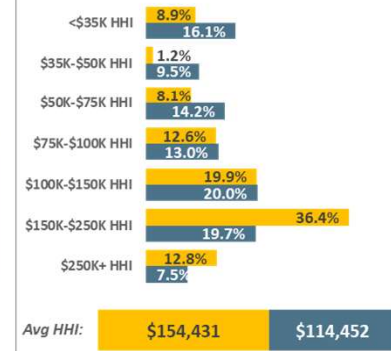
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:



Avg HHI: \$154,431 (Target) vs \$114,452 (Market)



4.8% or 121,575 of STL DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.  
 Typical Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 50.5 years old (2.0% older than average) and have a \$140,518 (35.2% higher than average) annual household income.

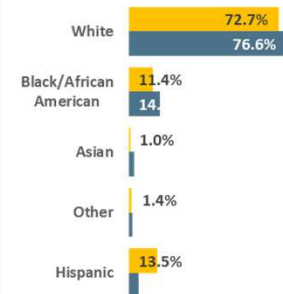


## Percent of Market: Adults 18 or older



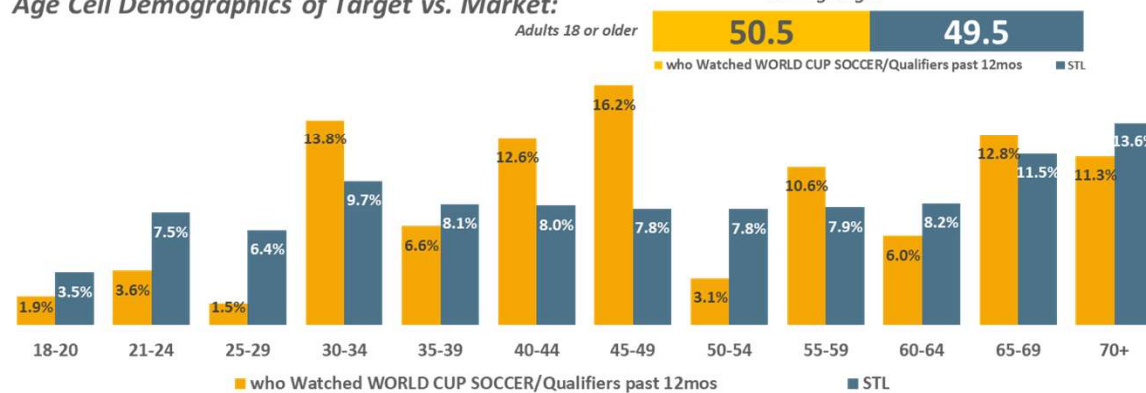
## Gender of Target vs. Market: Adults 18 or older

## Ethnicity of Target vs. Market:

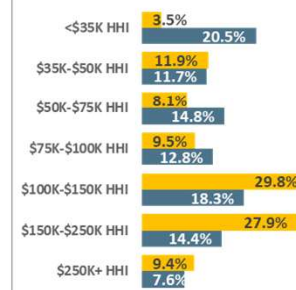


## Age Cell Demographics of Target vs. Market:

## Average Age:



## HHI of Target vs. Market:

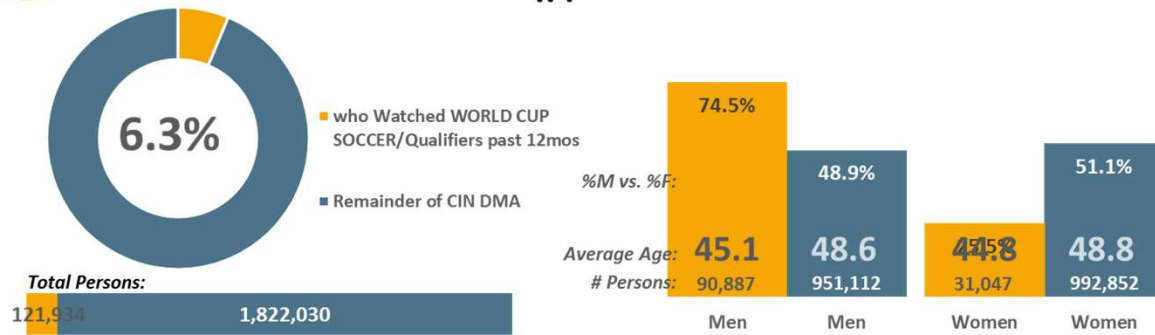


**Avg HHI:** \$140,518 (Target) vs \$103,944 (Market)

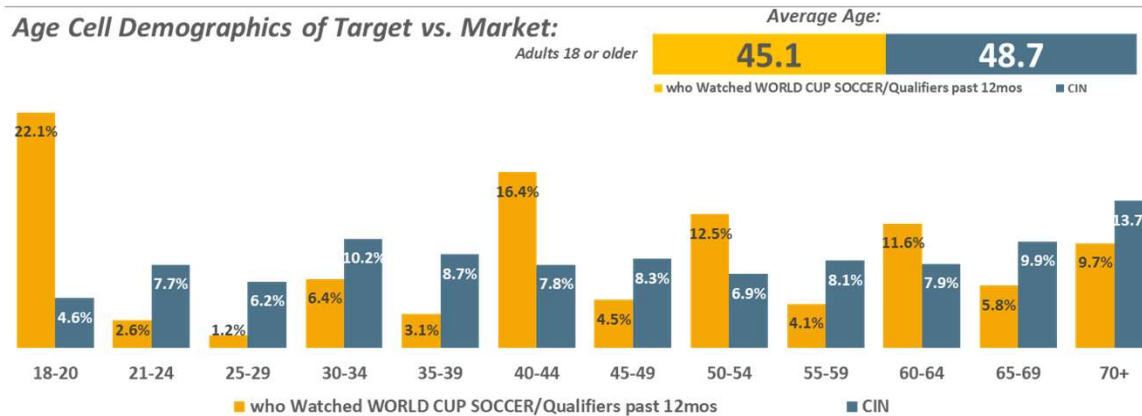


6.3% or 121,934 of CIN DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.  
 Typical Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 45.1 years old  
 (7.4% younger than average) and have a \$164,867 (59.3% higher than average) annual household income.

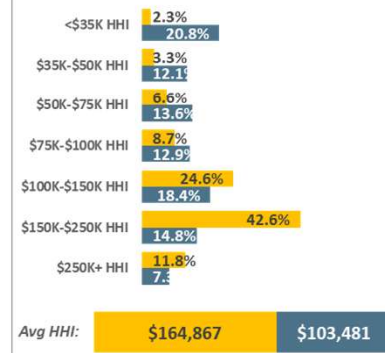
**Percent of Market: Adults 18 or older** **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



**Age Cell Demographics of Target vs. Market:**



**HHI of Target vs. Market:**

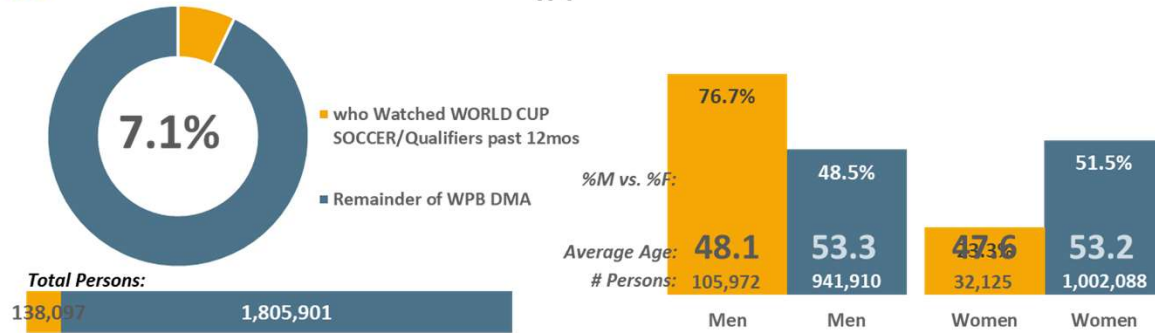




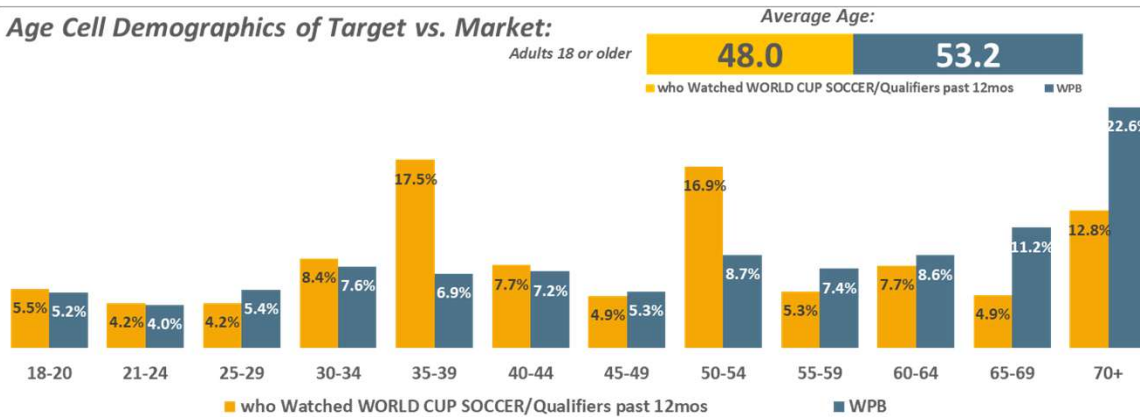


7.1% or 138,097 of WPB DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.  
 Typical Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 48. years old (9.8% younger than average) and have a \$116,728 (10.8% higher than average) annual household income.

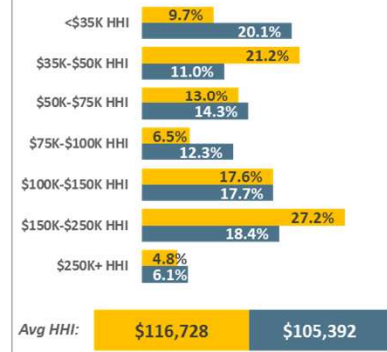
**Percent of Market: Adults 18 or older** **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



**Age Cell Demographics of Target vs. Market:**



**HHI of Target vs. Market:**

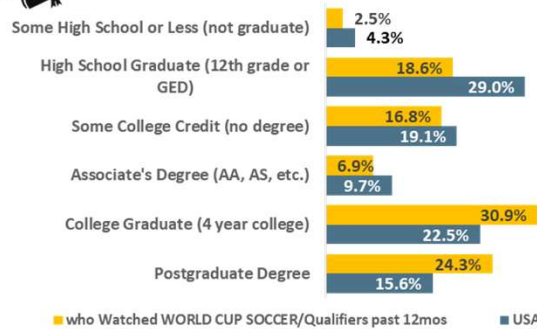




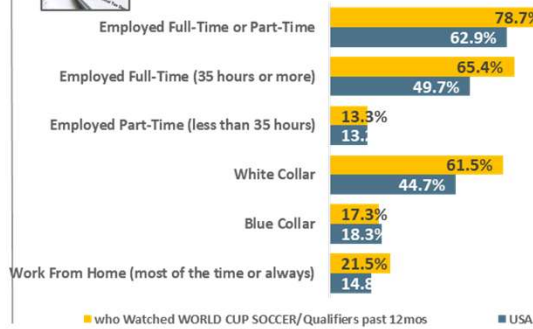
6.1% or 15,998,182 of USA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 45.2% more likely to be a college graduate, 31.6% more likely to work full-time, 25.2% more likely to be married, 18.9% more likely to be a parent of 1 or more children under 18.



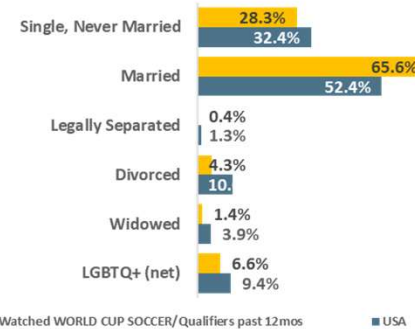
## Education Levels: Adults 18 or older



## Employment: Adults 18 or older

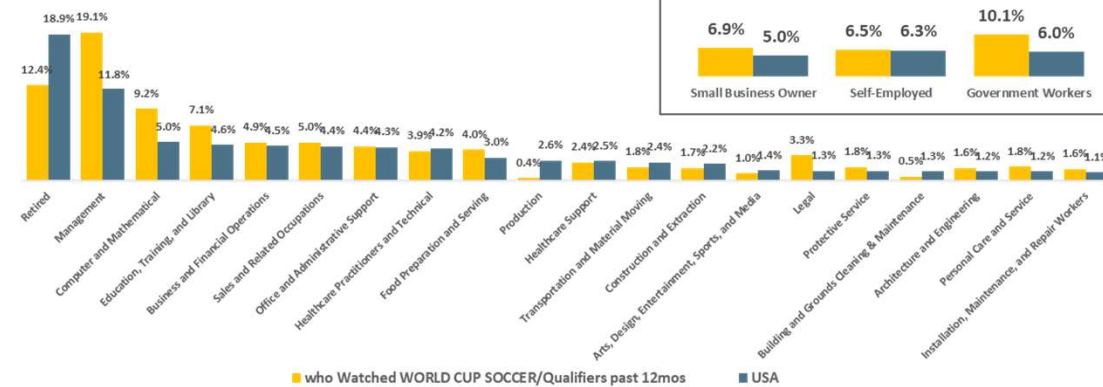


## Marital Status: Adults 18 or older

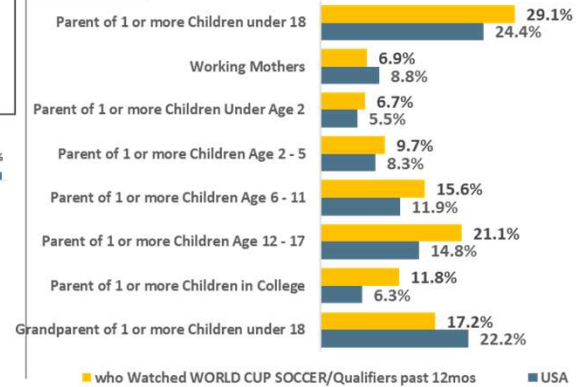


## Top-20 Occupations: Adults 18 or older

### Entrepreneurs/Government Workers



## Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494  
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

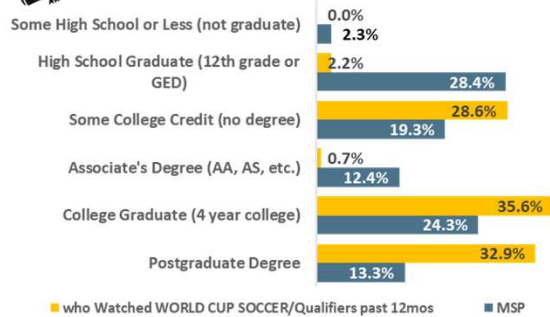
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



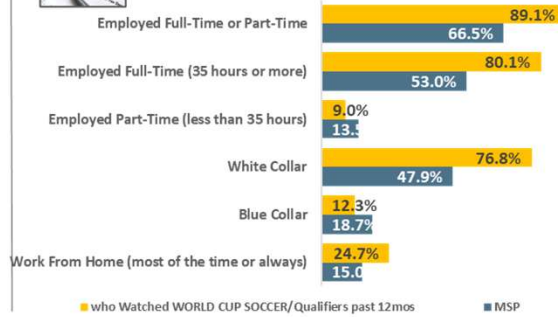
4.4% or 172,992 of MSP DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 81.9% more likely to be a college graduate, 51.1% more likely to work full-time, 38.5% more likely to be married, 77.8% more likely to be a parent of 1 or more children under 18.



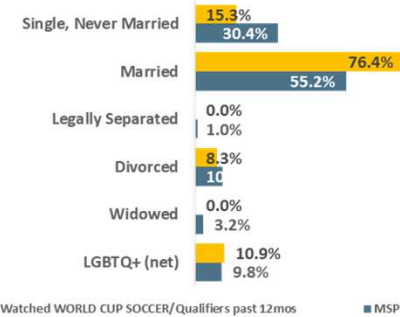
### Education Levels: Adults 18 or older



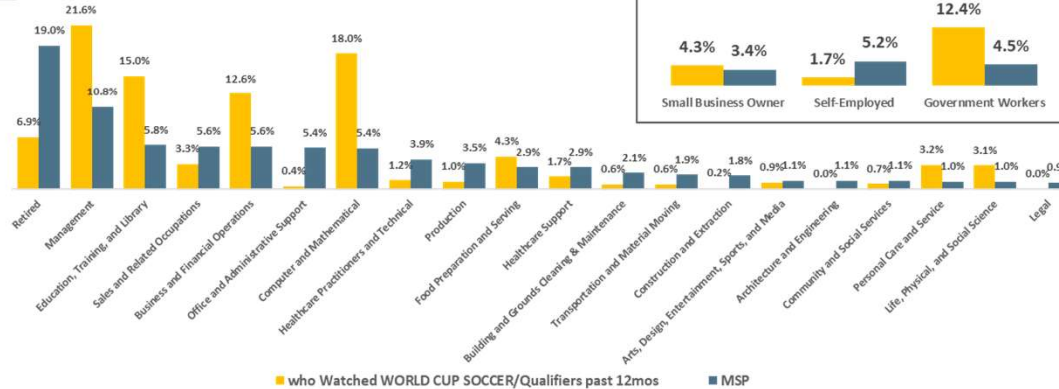
### Employment: Adults 18 or older



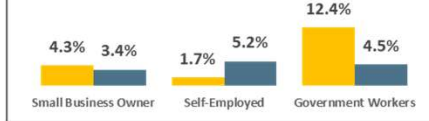
### Marital Status: Adults 18 or older



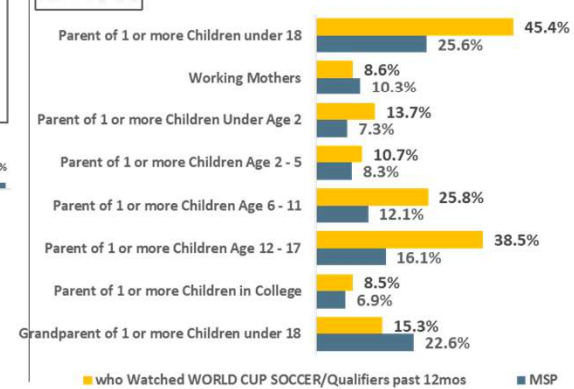
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older



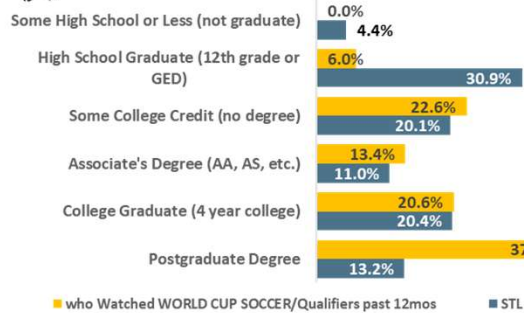




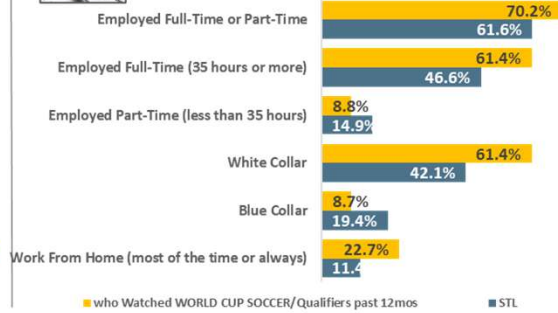
4.8% or 121,575 of STL DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 72.9% more likely to be a college graduate, 31.6% more likely to work full-time, 46.5% more likely to be married, 37.9% more likely to be a parent of 1 or more children under 18.



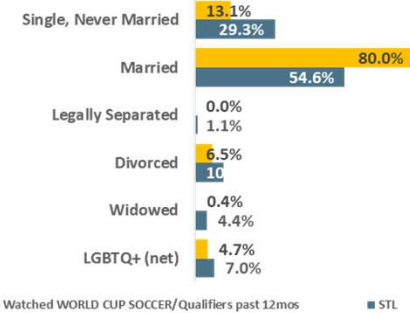
### Education Levels: Adults 18 or older



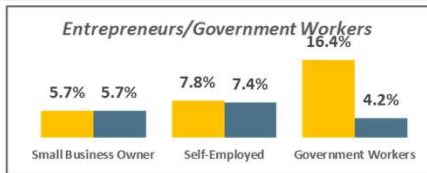
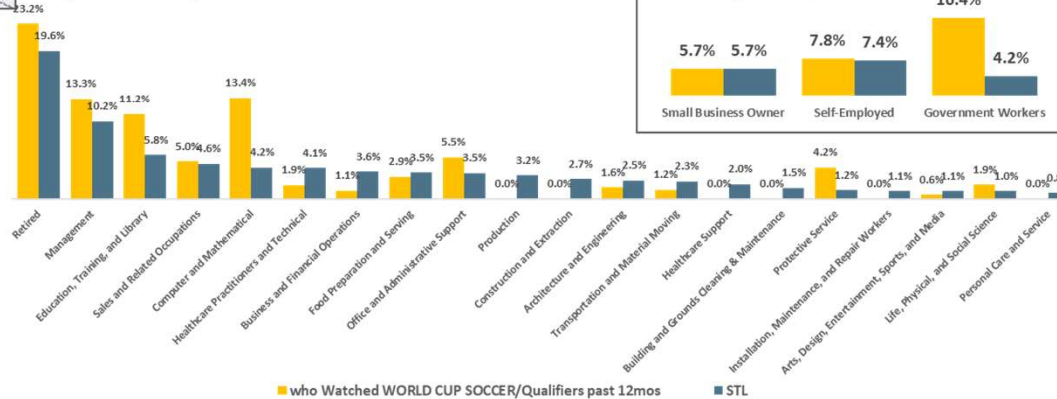
### Employment: Adults 18 or older



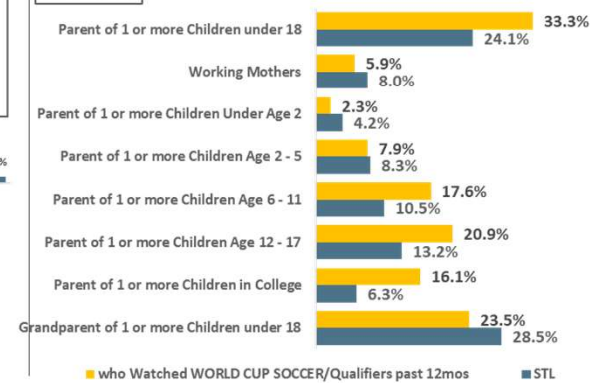
### Marital Status: Adults 18 or older



### Top-20 Occupations: Adults 18 or older



### Stage in Life: Adults 18 or older

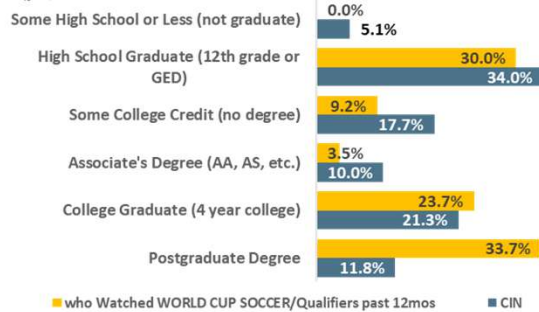




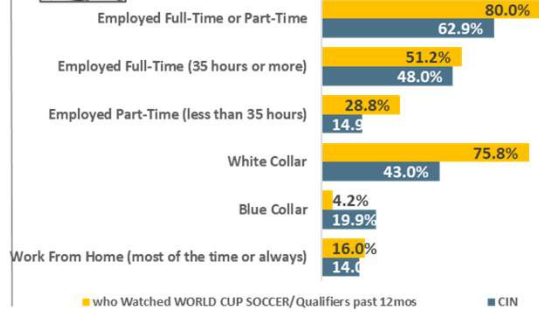
6.3% or 121,934 of CIN DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 73.2% more likely to be a college graduate, 6.6% more likely to work full-time, 2.8% more likely to be married, 13.8% more likely to be a parent of 1 or more children under 18.



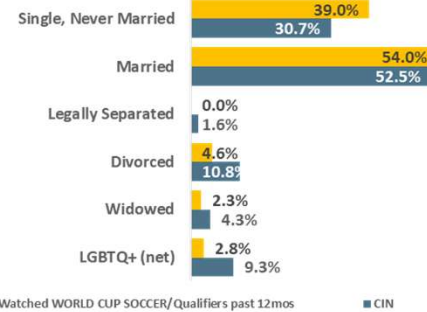
### Education Levels: Adults 18 or older



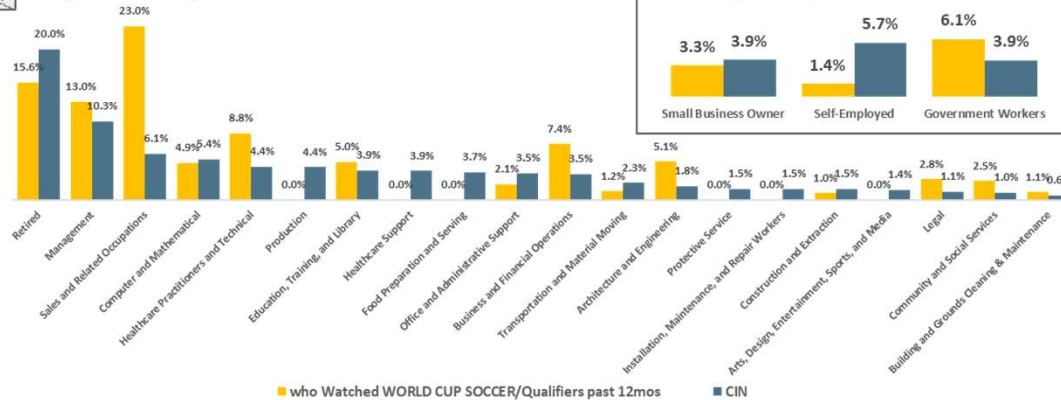
### Employment: Adults 18 or older



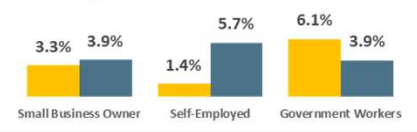
### Marital Status: Adults 18 or older



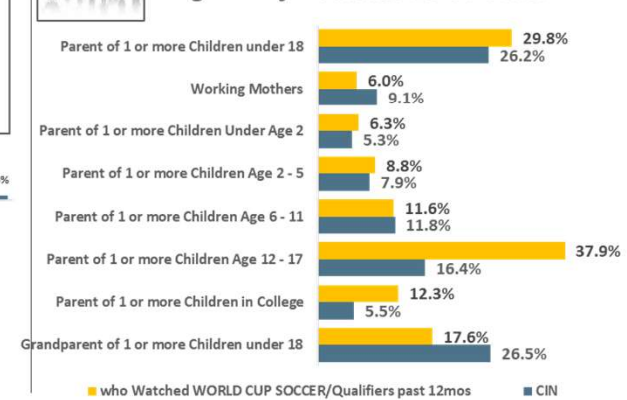
### Top-20 Occupations: Adults 18 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 18 or older

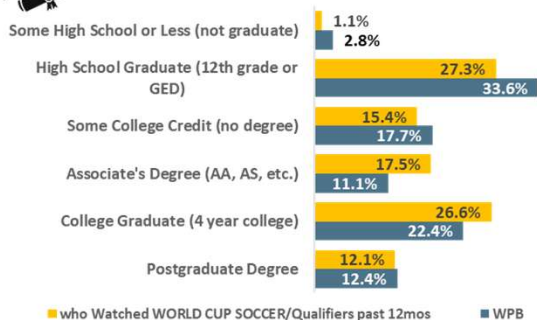




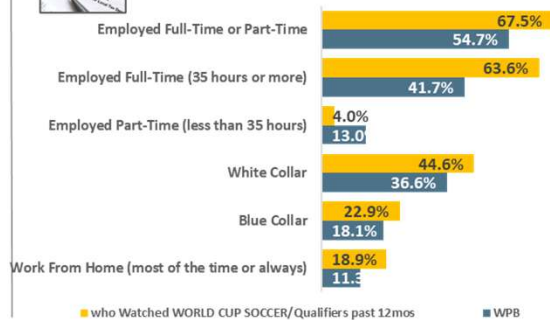
7.1% or 138,097 of WPB DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 11.1% more likely to be a college graduate, 52.3% more likely to work full-time, 11.% more likely to be married, 1.1% less likely to be a parent of 1 or more children under 18.



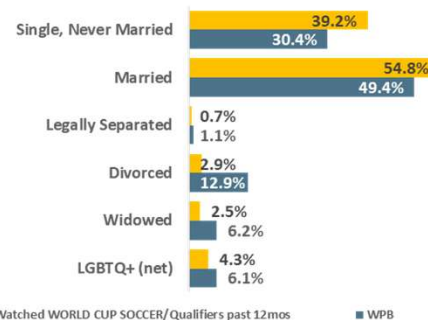
### Education Levels: Adults 18 or older



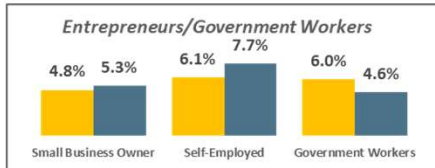
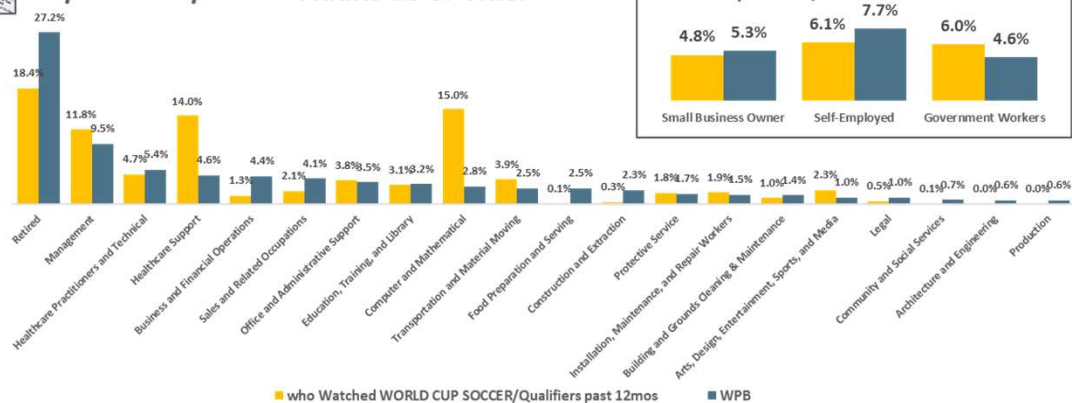
### Employment: Adults 18 or older



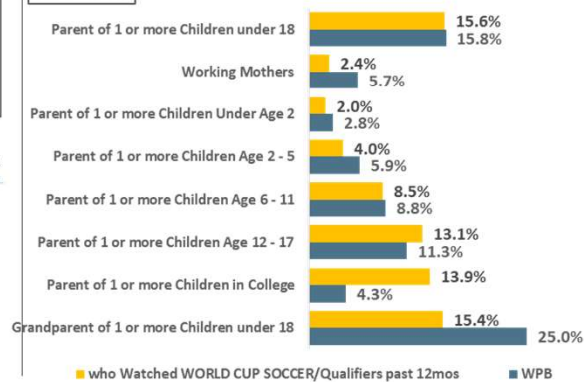
### Marital Status: Adults 18 or older



### Top-20 Occupations: Adults 18 or older



### Stage in Life: Adults 18 or older

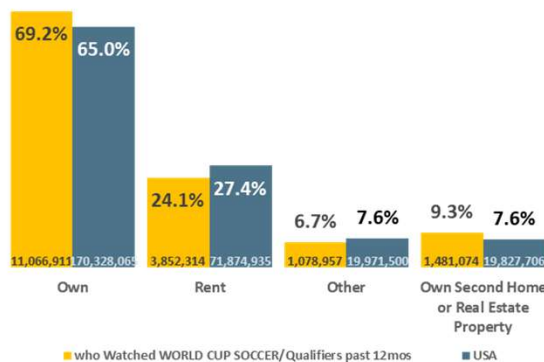




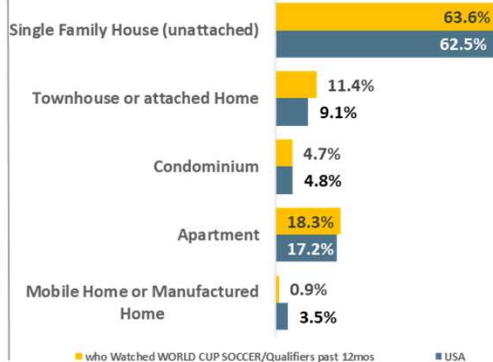


6.1% or 15,998,182 of USA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 6.5% more likely to own their home, 37.5% more likely to own a higher valued home, 1.7% more likely to have a single-family home, 7.4% more likely to have a dog.

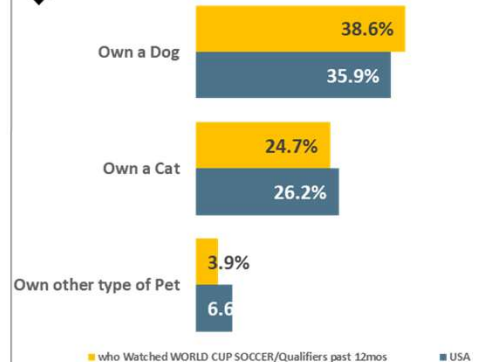
### Own/Rent/Other: Adults 18 or older



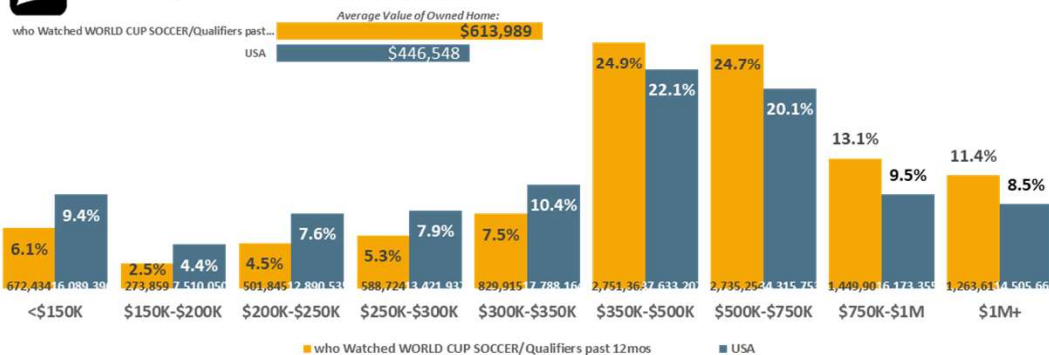
### Type of Home: Adults 18 or older



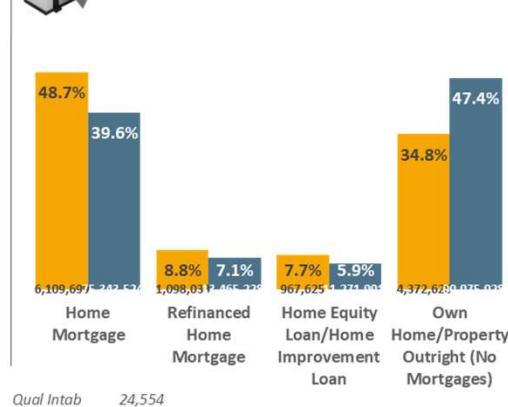
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494  
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USA Projection Scarborough R1 2026: Sep24-Mar26

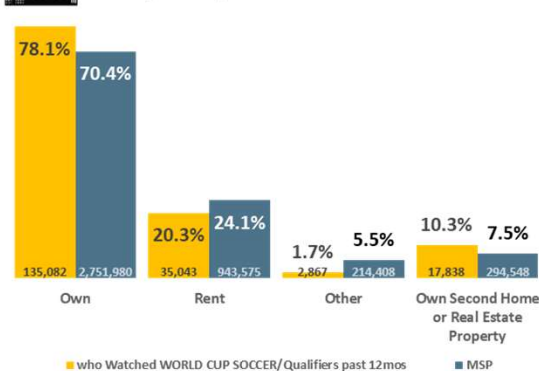
Qual Intab 24,554

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

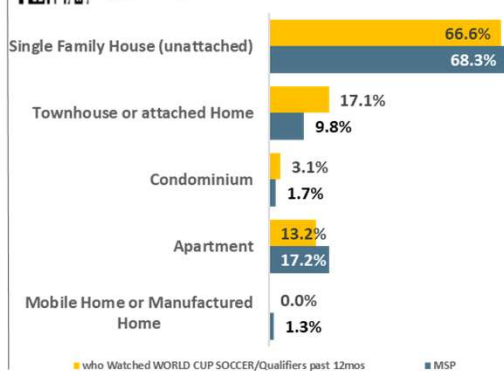


4.4% or 172,992 of MSP DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 10.9% more likely to own their home, 52.8% more likely to own a higher valued home, 2.5% less likely to have a single-family home, 14.4% more likely to have a dog.

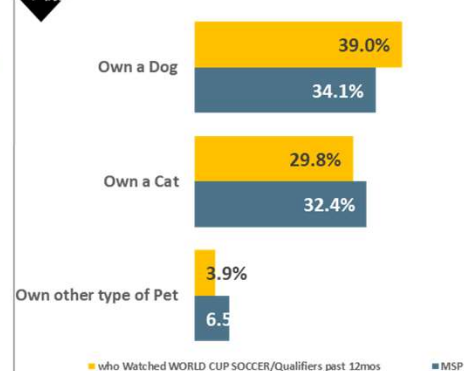
### Own/Rent/Other: Adults 18 or older



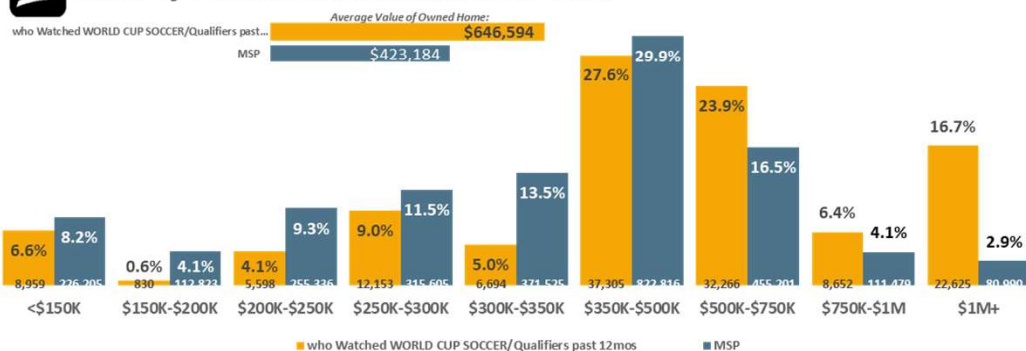
### Type of Home: Adults 18 or older



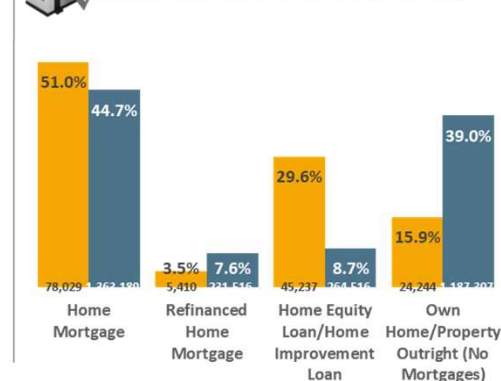
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



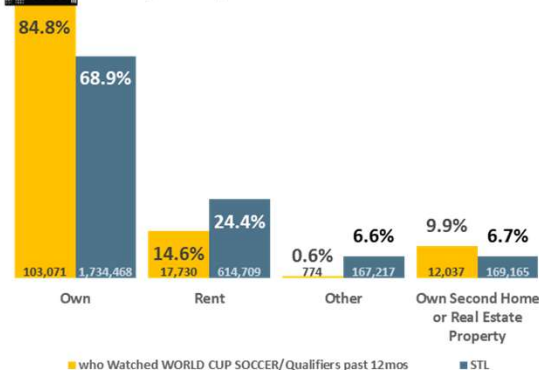
### Home Loans: Adults 18 or older



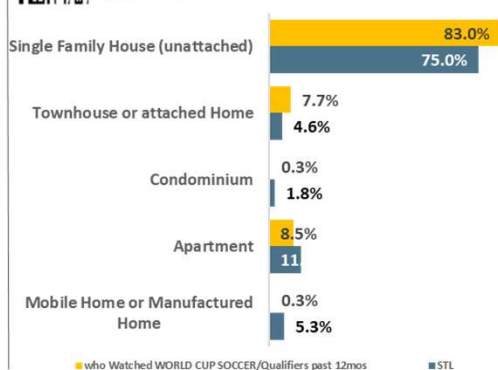


4.8% or 121,575 of STL DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 23.% more likely to own their home, 29.1% more likely to own a higher valued home, 10.7% more likely to have a single-family home, 8.% more likely to have a dog.

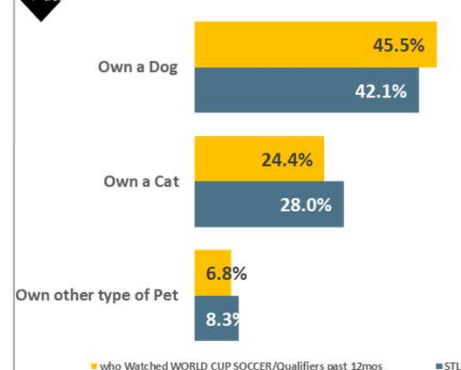
### Own/Rent/Other: Adults 18 or older



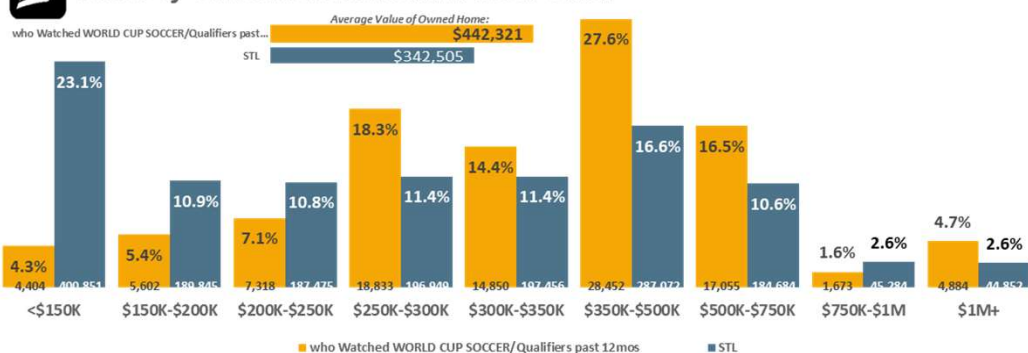
### Type of Home: Adults 18 or older



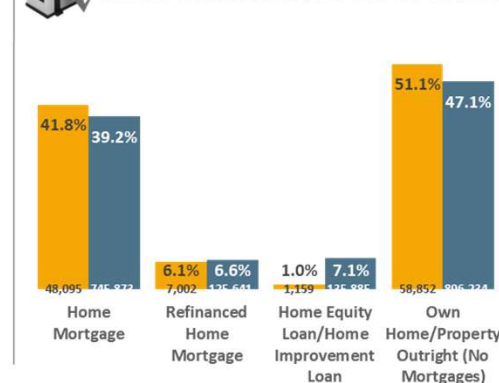
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

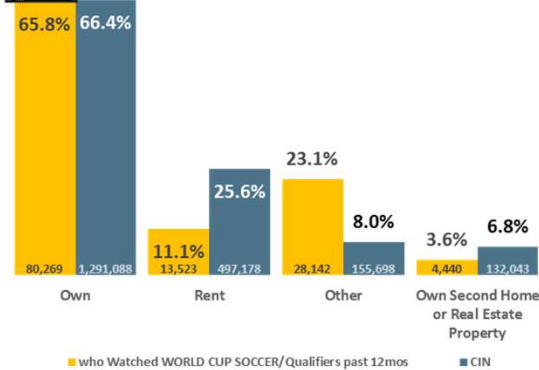




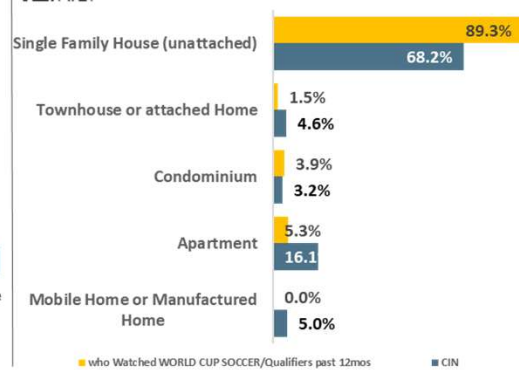


6.3% or 121,934 of CIN DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are .9% less likely to own their home, 29.9% more likely to own a higher valued home, 30.9% more likely to have a single-family home, 5.2% less likely to have a dog.

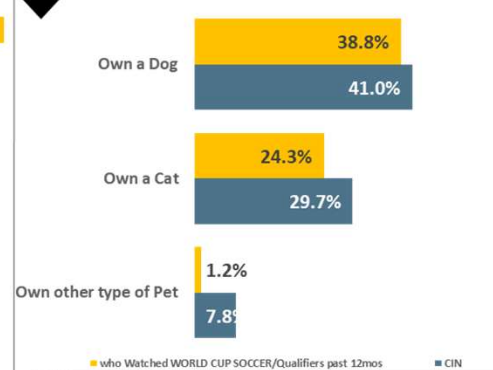
### Own/Rent/Other: Adults 18 or older



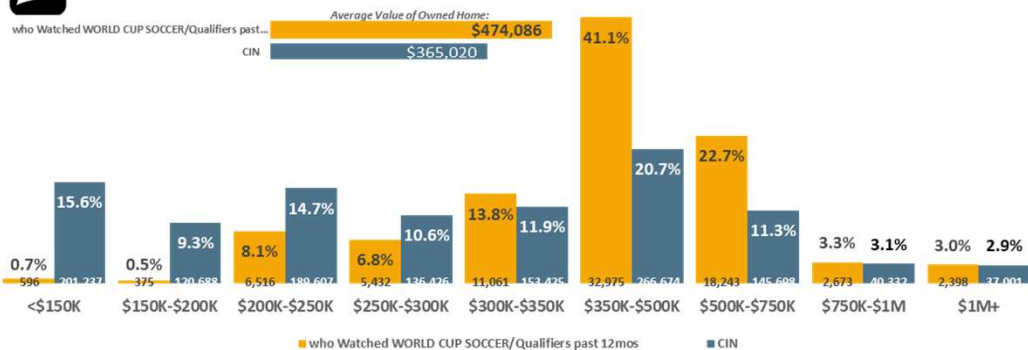
### Type of Home: Adults 18 or older



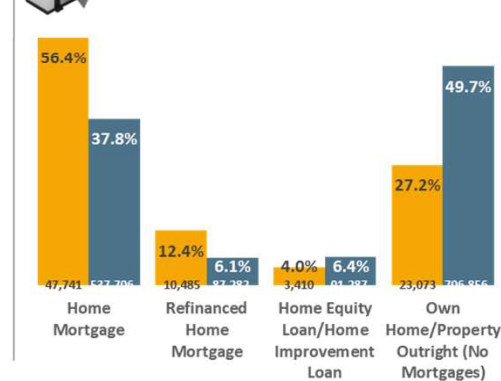
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

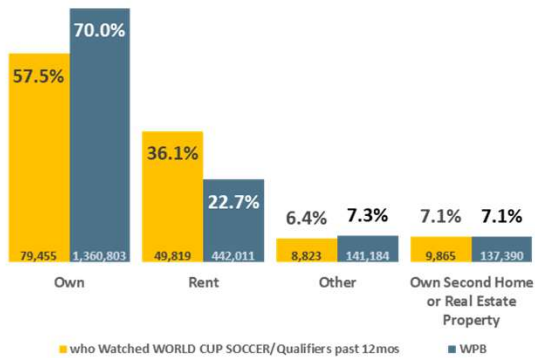




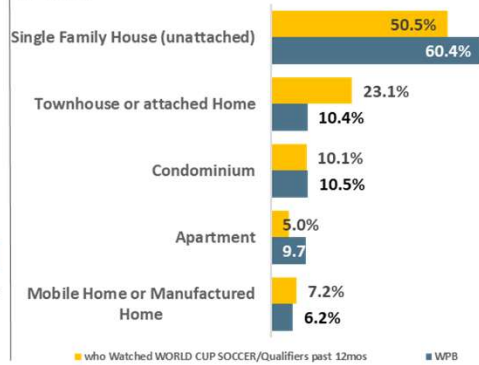
7.1% or 138,097 of WPB DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 17.8% less likely to own their home, 1.6% more likely to own a lower valued home, 16.3% less likely to have a single-family home, 3.3% more likely to have a dog.



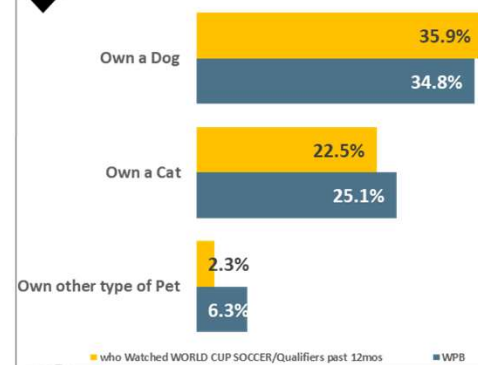
### Own/Rent/Other: Adults 18 or older



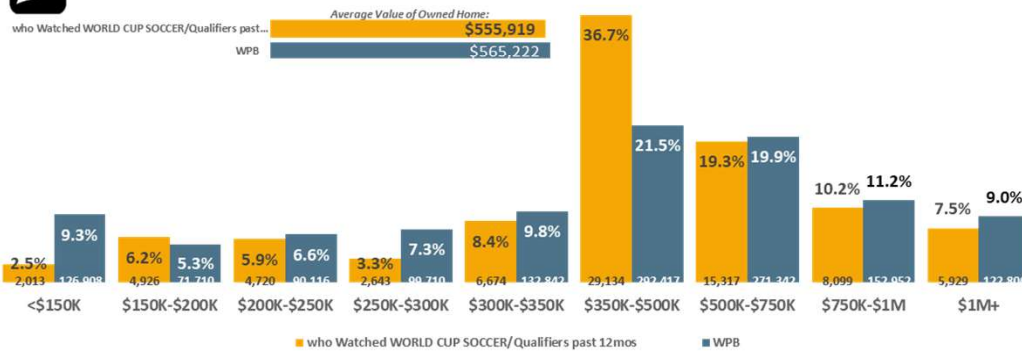
### Type of Home: Adults 18 or older



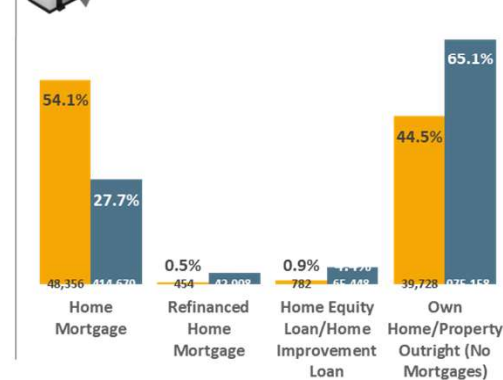
### Pets in Home: Adults 18 or older



### Value of Owned Home: Adults 18 or older



### Home Loans: Adults 18 or older

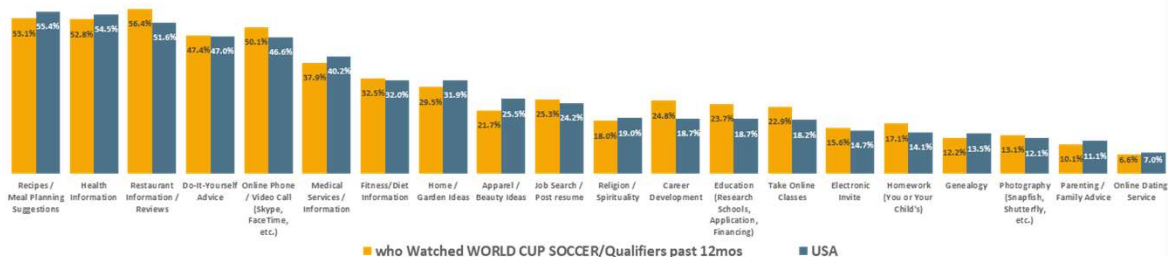




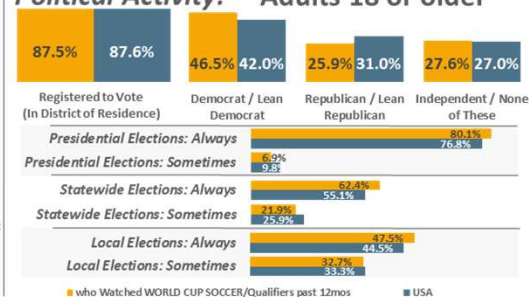
6.1% or 15,998,182 of USA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.  
 Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are .7% more likely to look up D-I-Y advice online, 6.9% more likely to always vote in local elections, 42.6% more likely to belong to a gym, 26.2% more likely to fly domestic past yr.



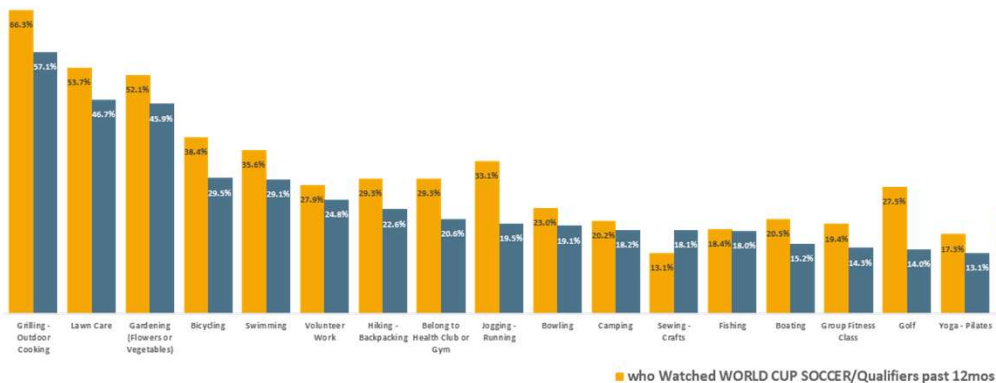
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



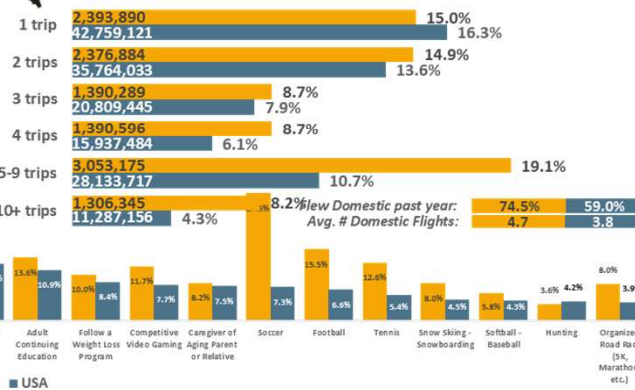
### Political Activity: Adults 18 or older



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



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

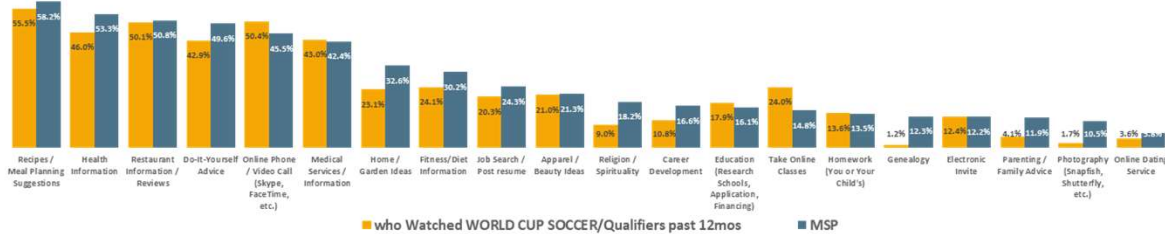




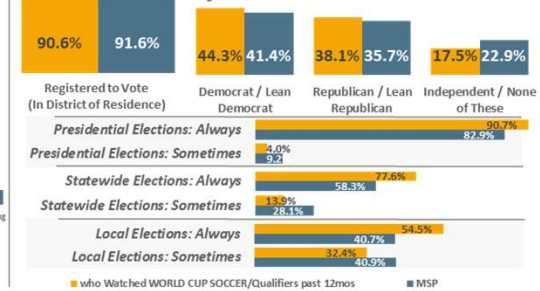
4.4% or 172,992 of MSP DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 13.6% less likely to look up D-I-Y advice online, 33.8% more likely to always vote in local elections, 58.8% more likely to belong to a gym, 21.4% more likely to fly domestic past y



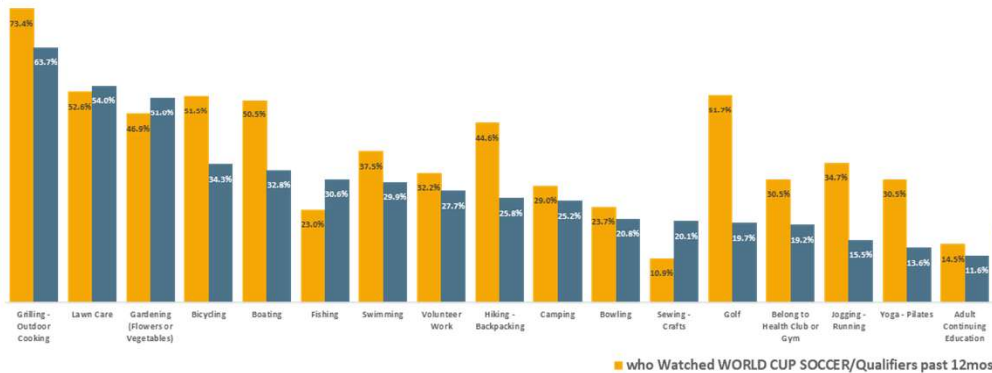
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



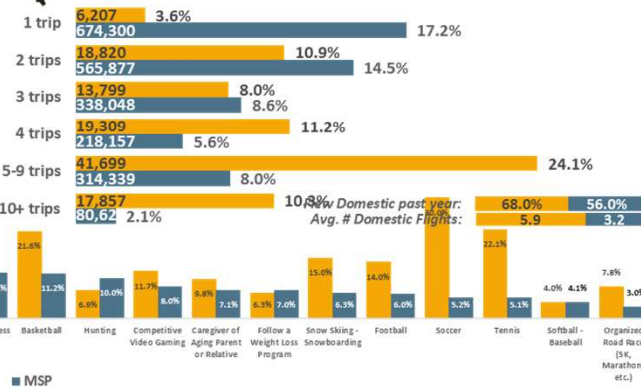
### Political Activity: Adults 18 or older



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



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



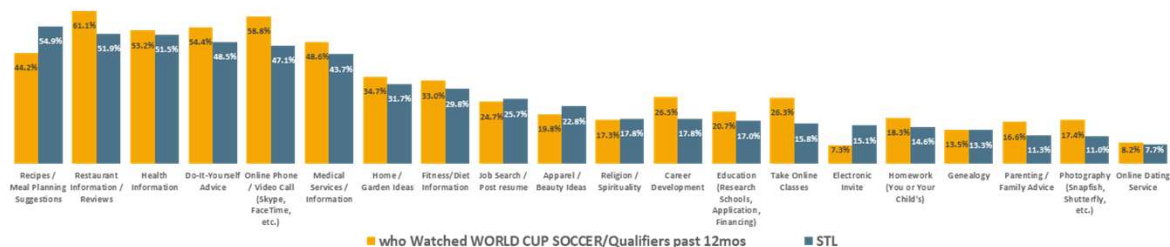




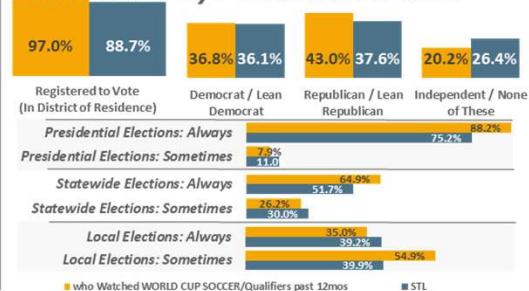
4.8% or 121,575 of STL DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 12.% more likely to look up D-I-Y advice online, 10.7% less likely to always vote in local elections, 70.4% more likely to belong to a gym, 58.7% more likely to fly domestic past yr



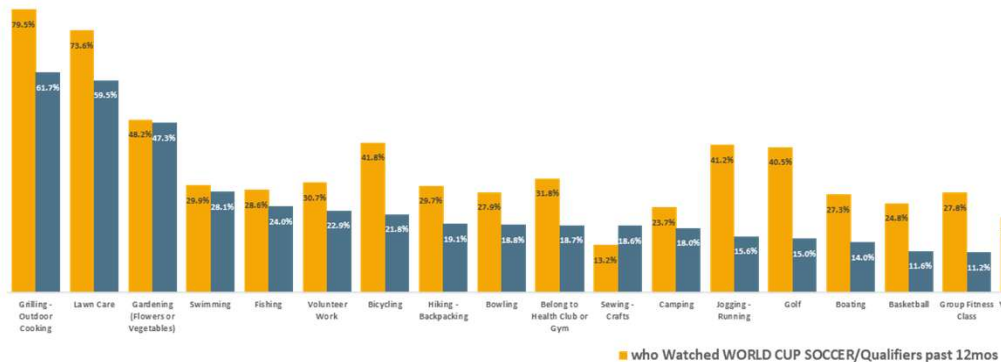
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



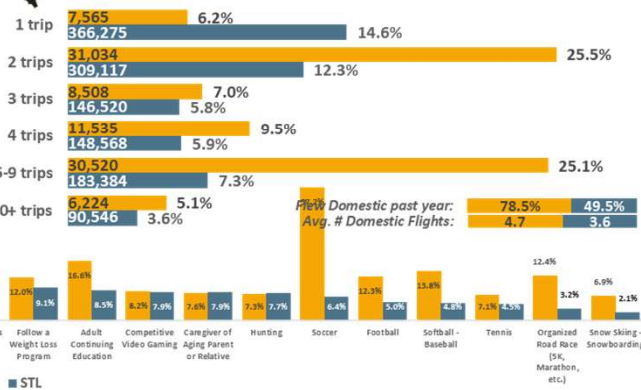
### Political Activity: Adults 18 or older



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



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

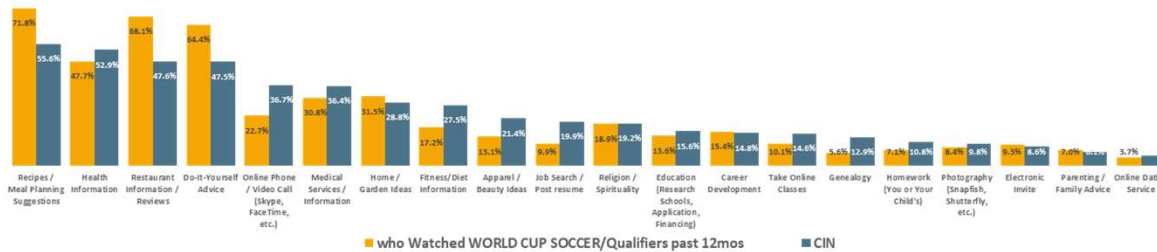




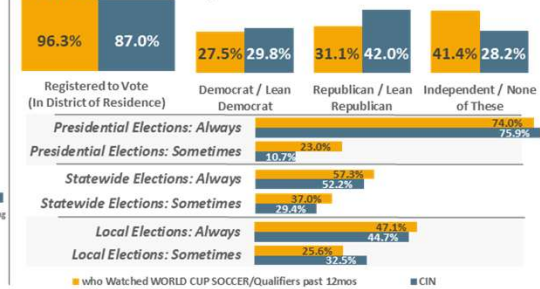
6.3% or 121,934 of CIN DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 35.7% more likely to look up D-I-Y advice online, 5.4% more likely to always vote in local elections, 133.6% more likely to belong to a gym, 51.8% more likely to fly domestic past y



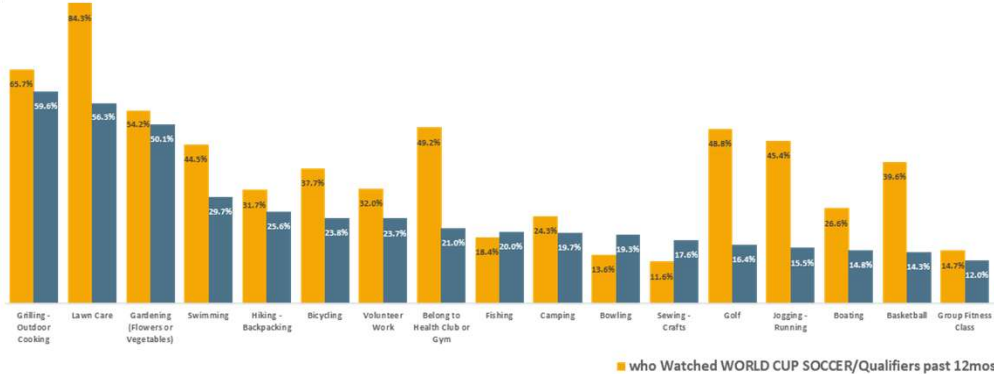
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



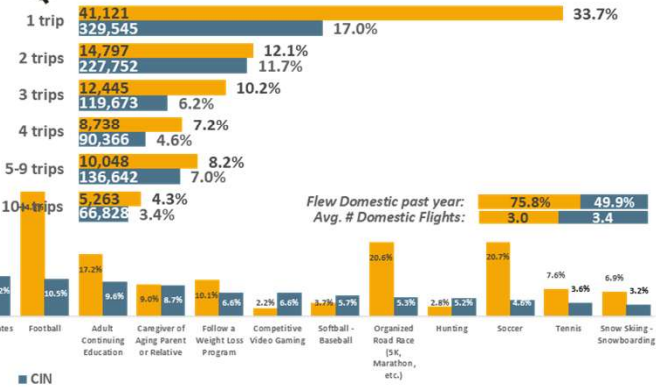
### Political Activity: Adults 18 or older



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



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

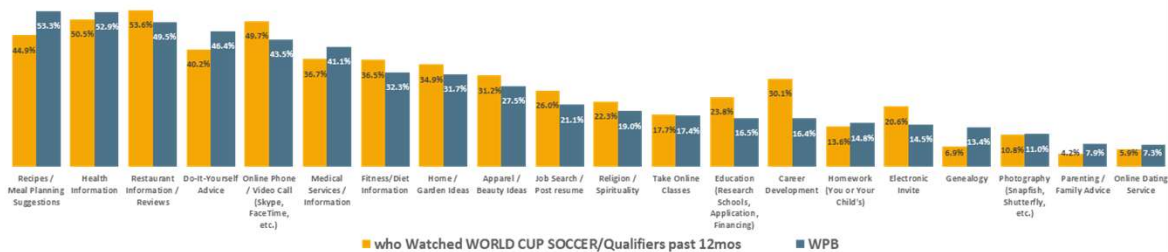




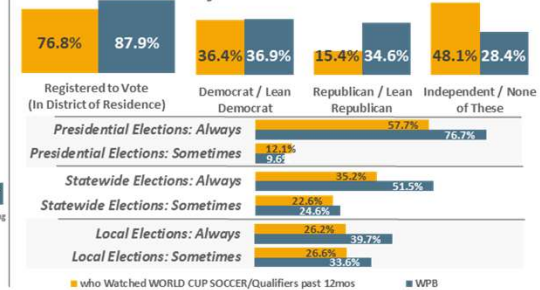
7.1% or 138,097 of WPB DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 13.4% less likely to look up D-I-Y advice online, 34.% less likely to always vote in local elections, 64.3% more likely to belong to a gym, 2.4% less likely to fly domestic past yr.



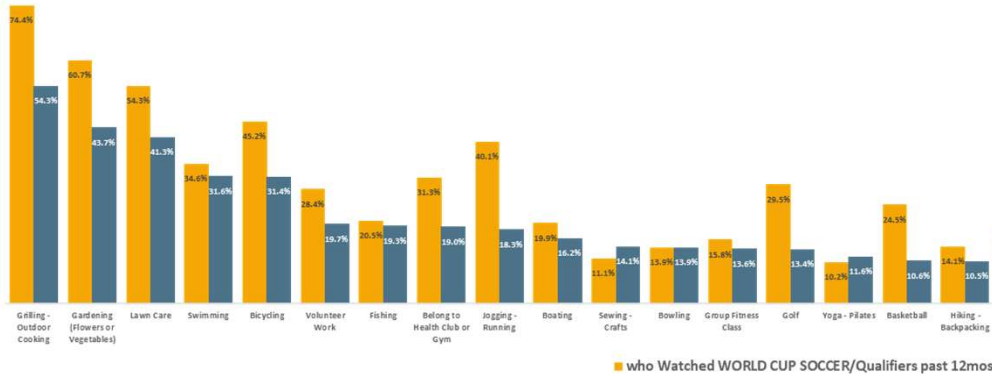
### Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



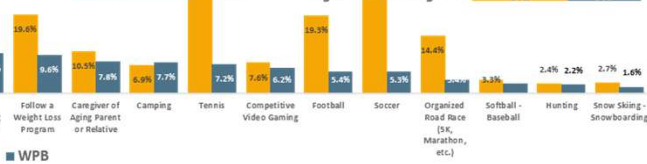
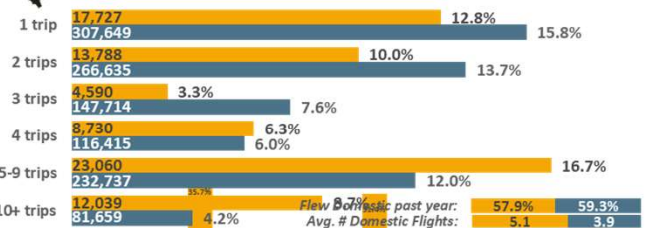
### Political Activity: Adults 18 or older



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



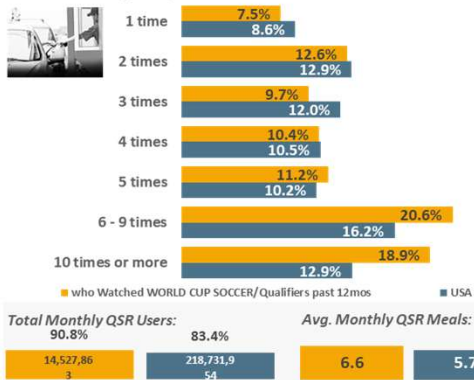
### Past 12-months Domestic Airline Trips: Adults 18 or older



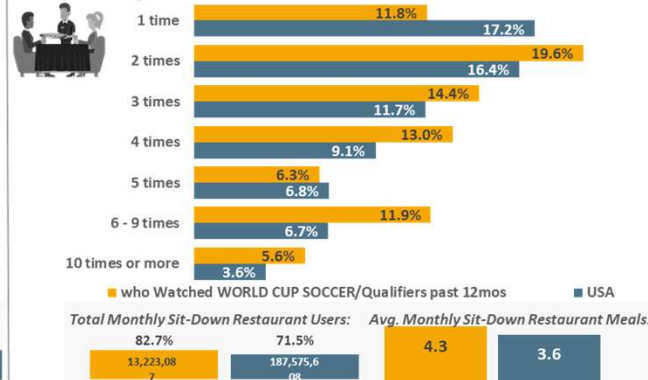


6.1% or 15,998,182 of USA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 8.8% more likely to use QSRs past mo., 15.5% more likely to use Sit-Down Restaurants past mo., 15.% more likely to use Casinos past yr., 9.3% more likely to smoke cigarettes.

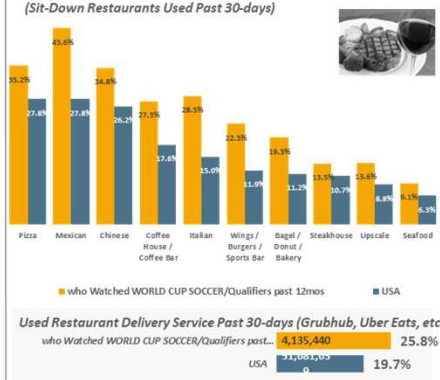
### Past 30-days QSR Users: Adults 18 or older



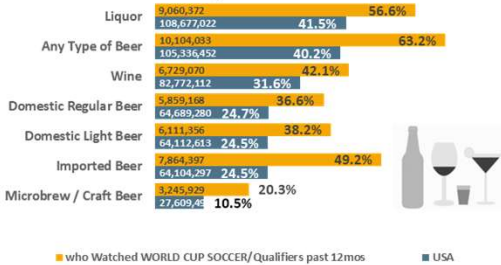
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



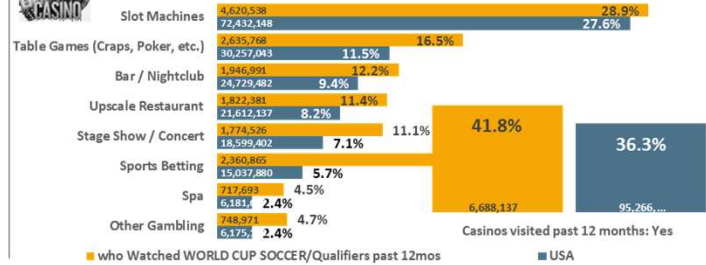
### Top-10 Cuisines: Adults 18 or older



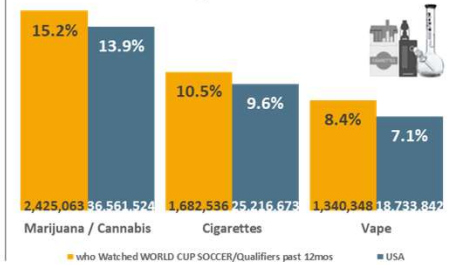
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



### Used Past 30-days: Adults 18 or older

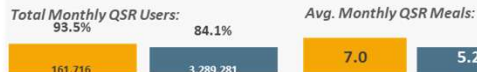
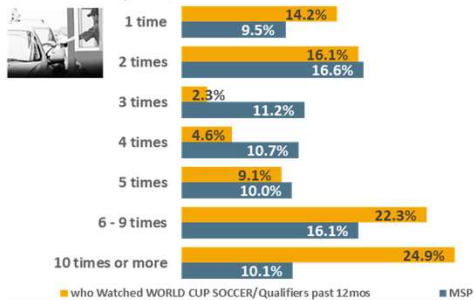




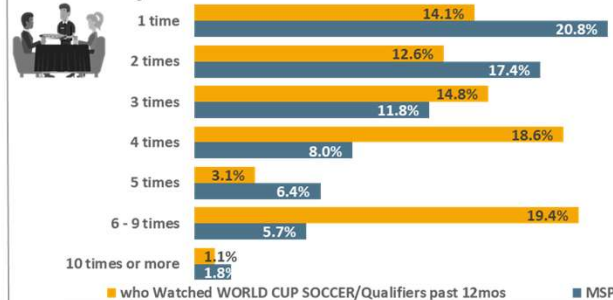


4.4% or 172,992 of MSP DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 11.1% more likely to use QSRs past mo., 16.1% more likely to use Sit-Down Restaurants past mo., 42.4% more likely to use Casinos past yr., 60.6% more likely to smoke cigarettes.

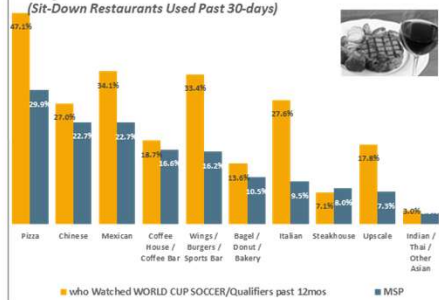
### Past 30-days QSR Users: Adults 18 or older



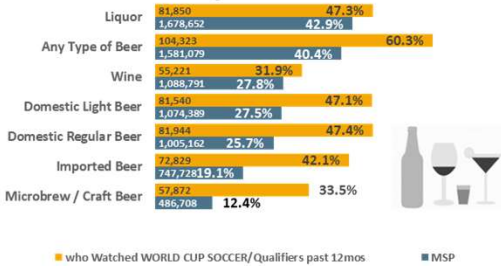
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



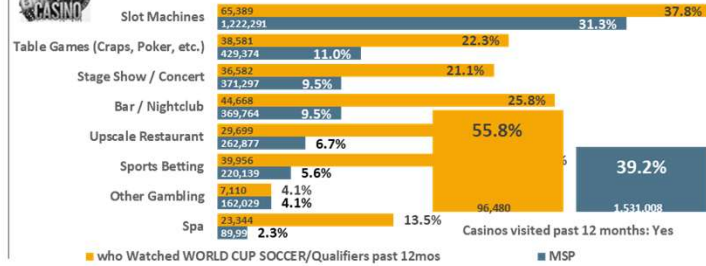
### Top-10 Cuisines: Adults 18 or older



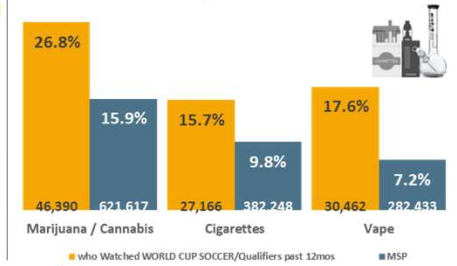
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



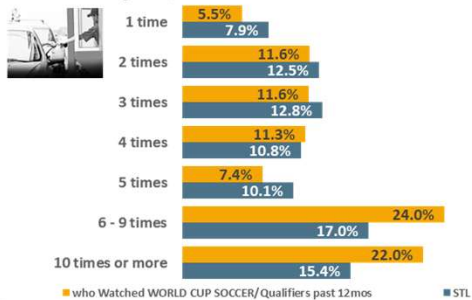
### Used Past 30-days: Adults 18 or older



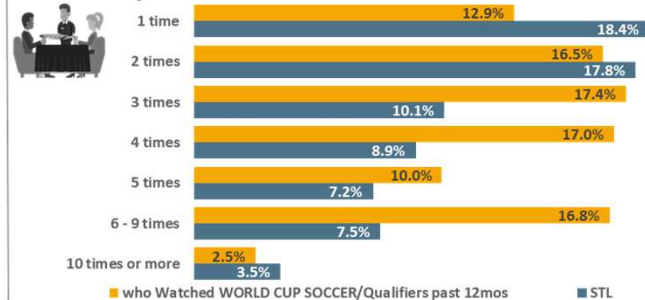


4.8% or 121,575 of STL DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 7.7% more likely to use QSRs past mo., 26.9% more likely to use Sit-Down Restaurants past mo., 45.% more likely to use Casinos past yr., 6.2% less likely to smoke cigarettes.

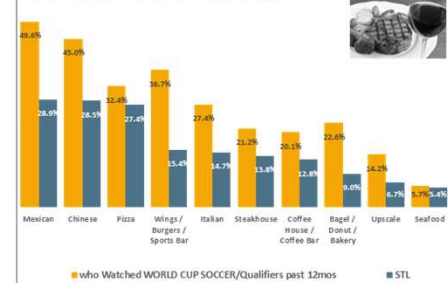
### Past 30-days QSR Users: Adults 18 or older



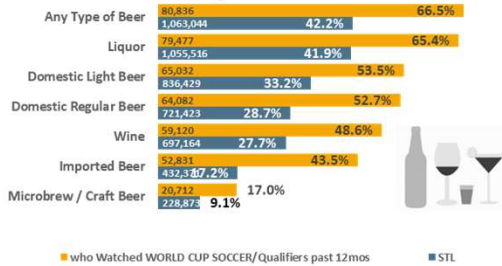
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



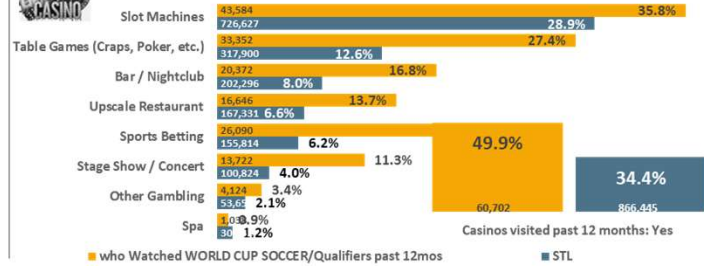
### Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



### Drank Past 30-days: Adults 18 or older

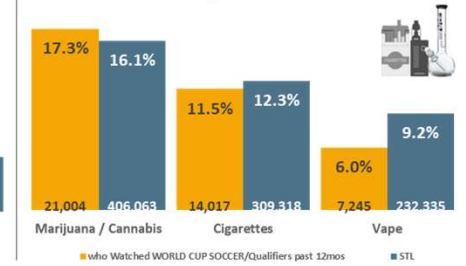


### Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes

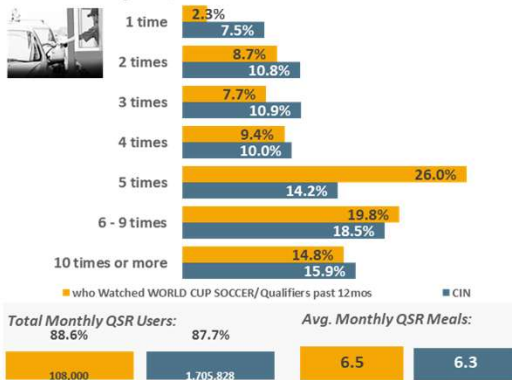
### Used Past 30-days: Adults 18 or older



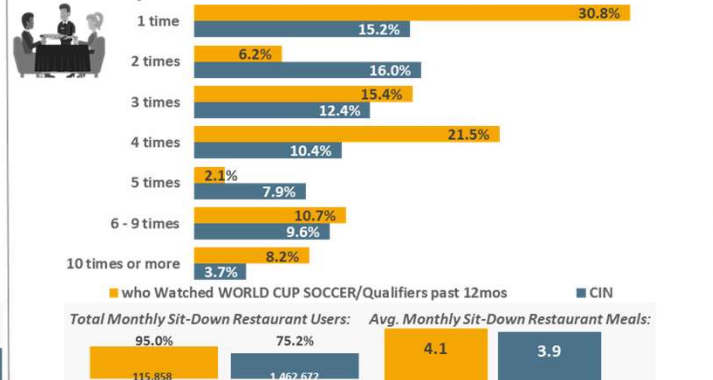


6.3% or 121,934 of CIN DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are .9% more likely to use QSRs past mo., 26.3% more likely to use Sit-Down Restaurants past mo., 24.9% less likely to use Casinos past yr., 63.1% more likely to smoke cigarettes.

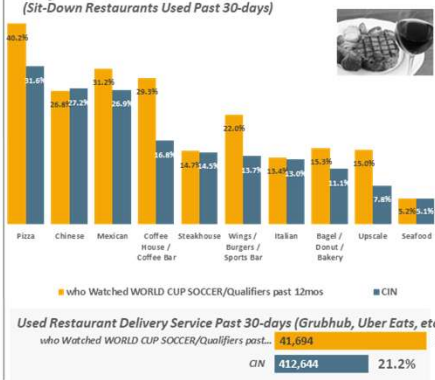
### Past 30-days QSR Users: Adults 18 or older



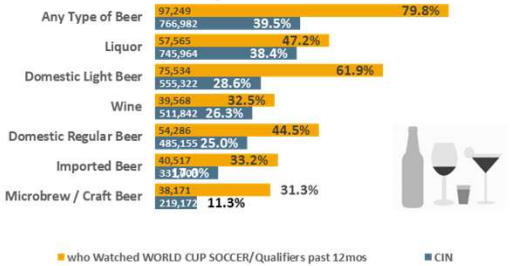
### Past 30-days Sit-Down Restaurant Users: Adults 18 or older



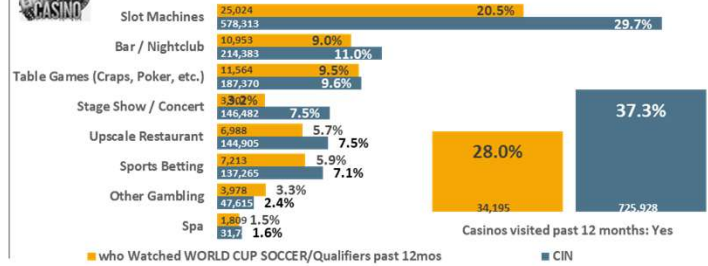
### Top-10 Cuisines: Adults 18 or older



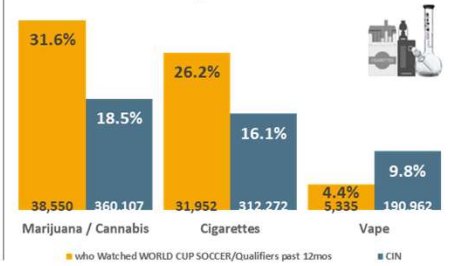
### Drank Past 30-days: Adults 18 or older



### Past 12 months Casino Activities: Adults 18 or older



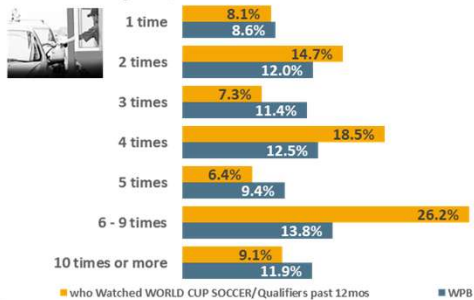
### Used Past 30-days: Adults 18 or older





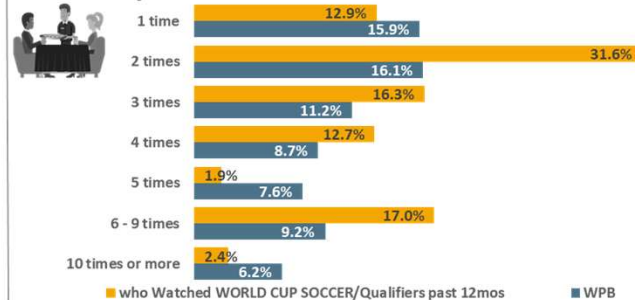
7.1% or 138,097 of WPB DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 13.7% more likely to use QSRs past mo., 26.4% more likely to use Sit-Down Restaurants past mo., 19.9% more likely to use Casinos past yr., 64.9% more likely to smoke cigarettes.

### Past 30-days QSR Users: Adults 18 or older



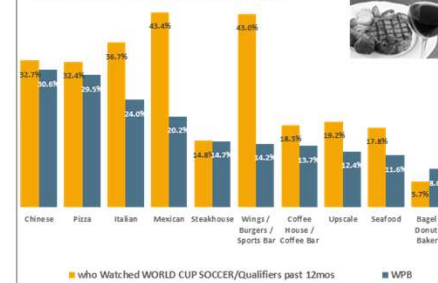
Total Monthly QSR Users: 90.3%  
 124,699 (who Watched) vs 1,544,300 (WPB)  
 Avg. Monthly QSR Meals: 5.5 (who Watched) vs 5.6 (WPB)

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



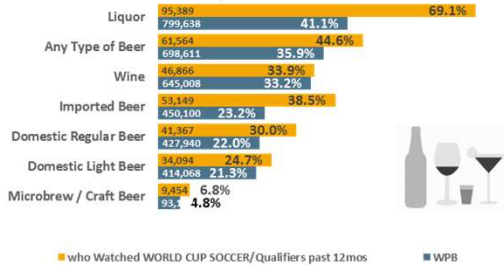
Total Monthly Sit-Down Restaurant Users: 75.0%  
 130,911 (who Watched) vs 1,458,356 (WPB)  
 Avg. Monthly Sit-Down Restaurant Meals: 3.7 (who Watched) vs 4.2 (WPB)

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

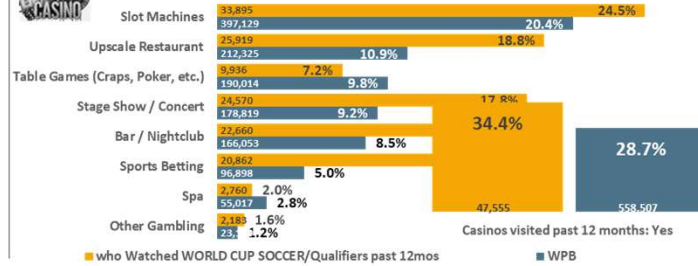


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
 22,260 (who Watched) vs 387,595 (WPB)  
 16.1% (who Watched) vs 19.9% (WPB)

### Drank Past 30-days: Adults 18 or older

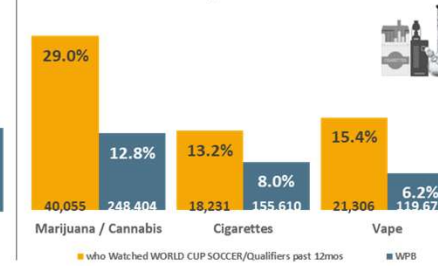


### Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes  
 47,555 (who Watched) vs 558,507 (WPB)

### Used Past 30-days: Adults 18 or older







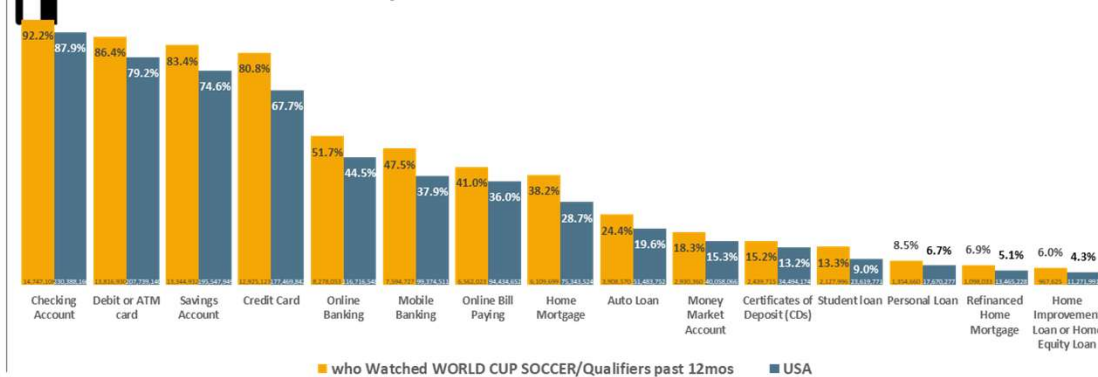
6.1% or 15,998,182 of USA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.  
Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 28.9% more likely to have a 401K, 24.4% more likely to have an Auto Loan, 49.2% more likely to Invest/Trade Stocks Online, 1.7% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



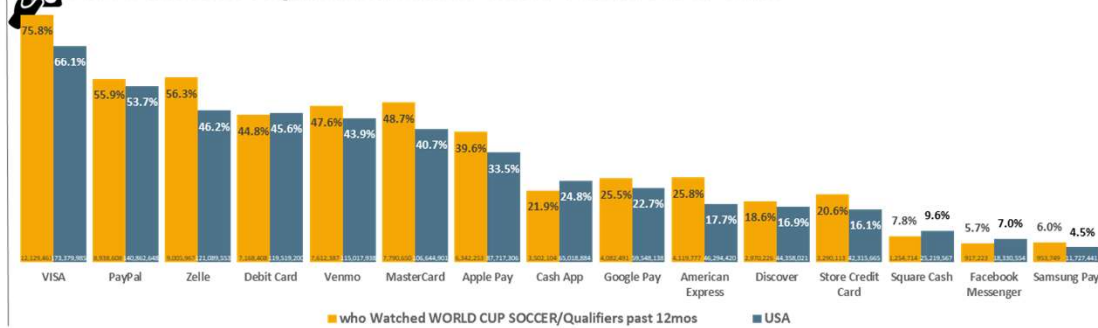
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

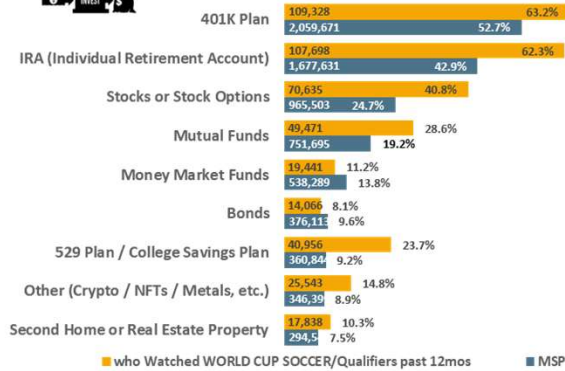




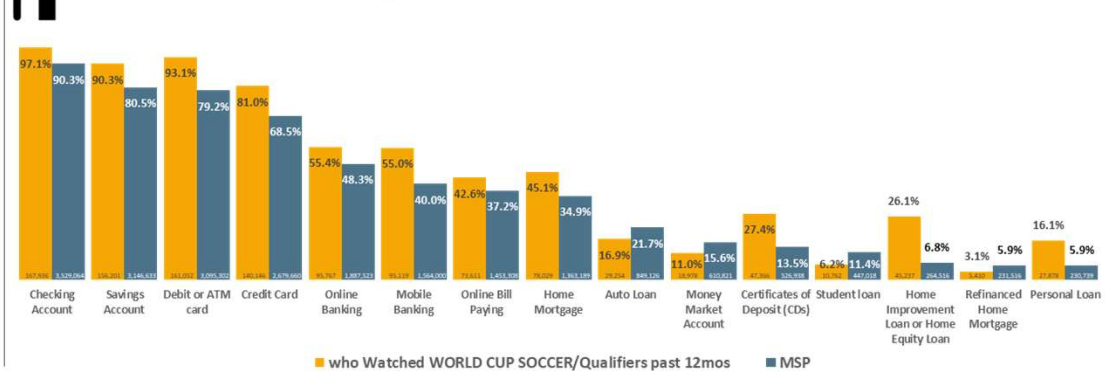
4.4% or 172,992 of MSP DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.  
 Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 20.% more likely to have a 401K, 22.1% less likely to have an Auto Loan, 92.% more likely to Invest/Trade Stocks Online, 4.9% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



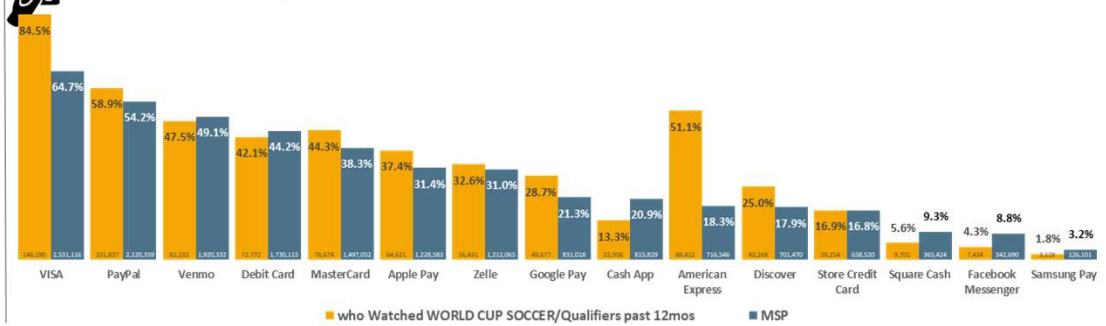
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

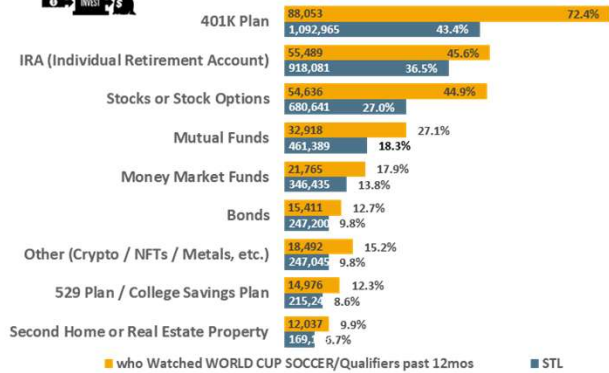




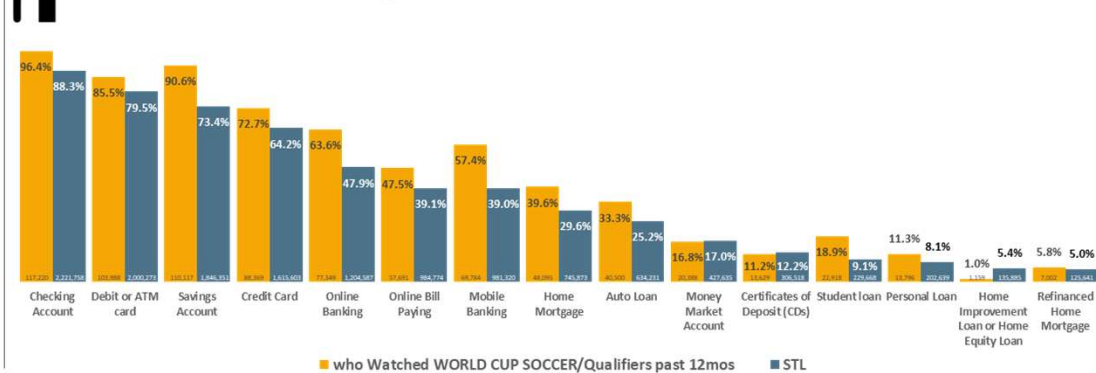
4.8% or 121,575 of STL DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos.  
Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 66.8% more likely to have a 401K, 32.2% more likely to have an Auto Loan, 113.9% more likely to Invest/Trade Stocks Online, 16.3% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



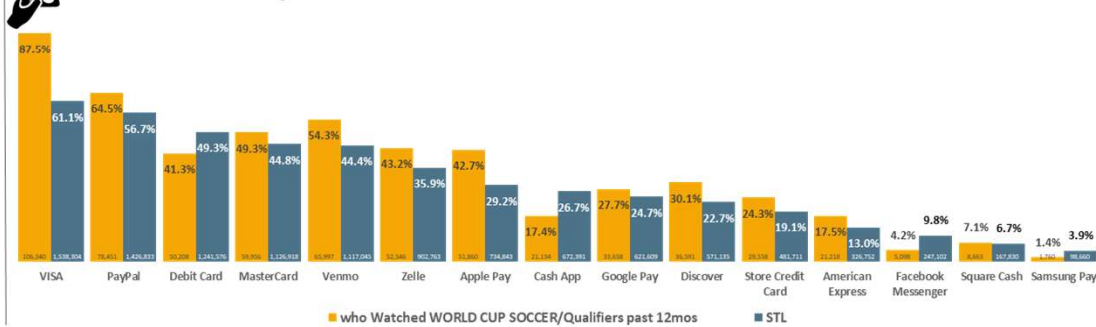
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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

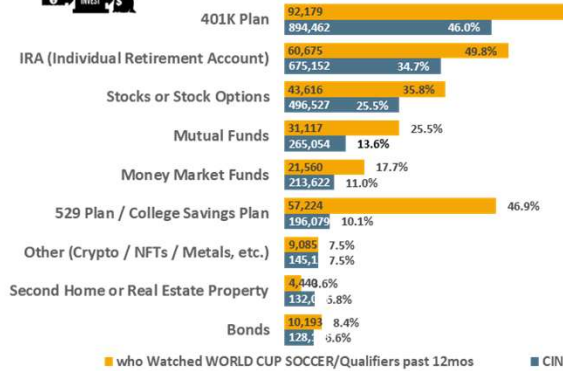




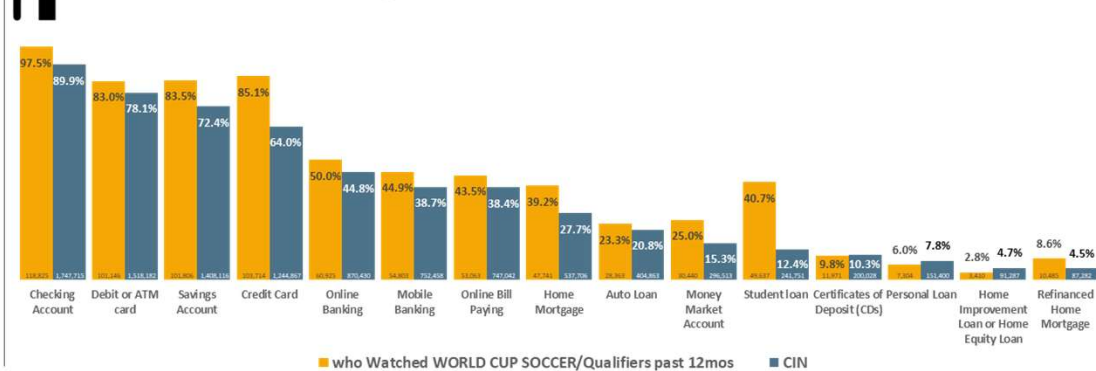
6.3% or 121,934 of CIN DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 64.3% more likely to have a 401K, 11.7% more likely to have an Auto Loan, 40.7% more likely to Invest/Trade Stocks Online, 3.6% less likely to pay with their Debit Card.



### Investments Owned: Adults 18 or older



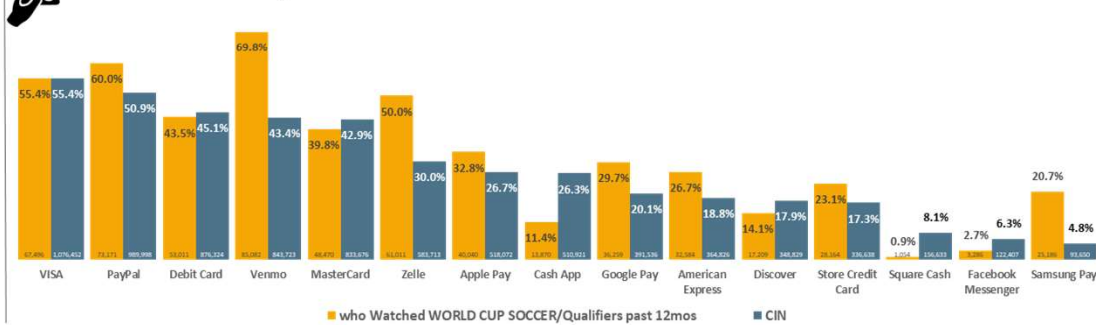
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older



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



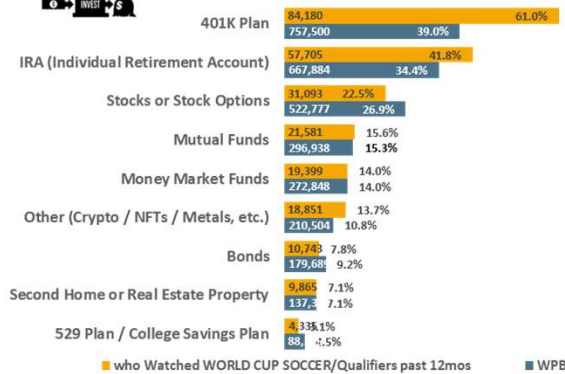




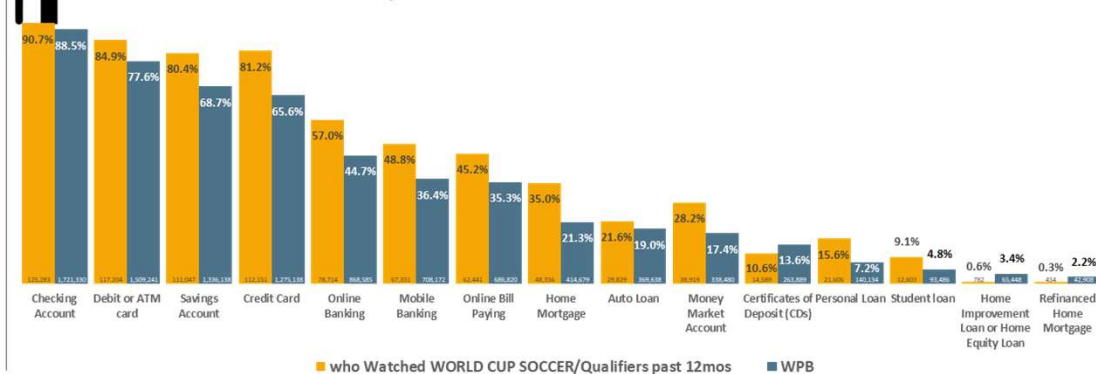
7.1% or 138,097 of WPB DMA Adults 18 or older Watched WORLD CUP SOCCER/Qualifiers past 12mos. Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos are 56.4% more likely to have a 401K, 13.6% more likely to have an Auto Loan, 2.8% less likely to Invest/Trade Stocks Online, 3.7% less likely to pay with their Debit Card.



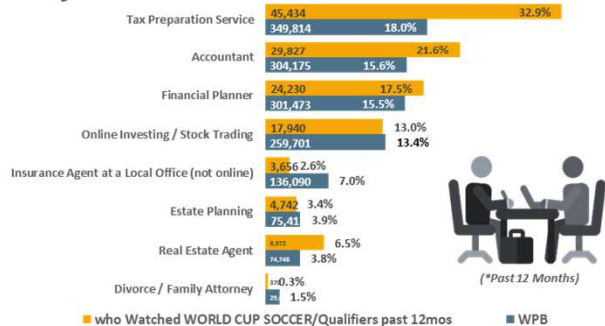
### Investments Owned: Adults 18 or older



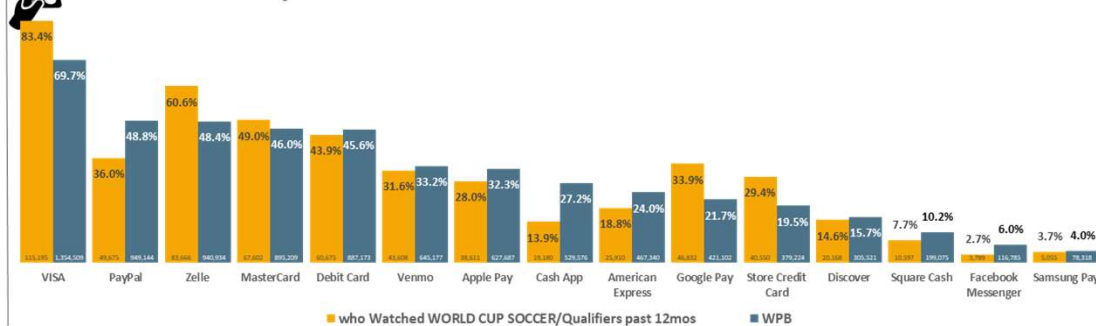
### Financial Services Has and/or Uses: Adults 18 or older



### Professional Services Used\*: Adults 18 or older

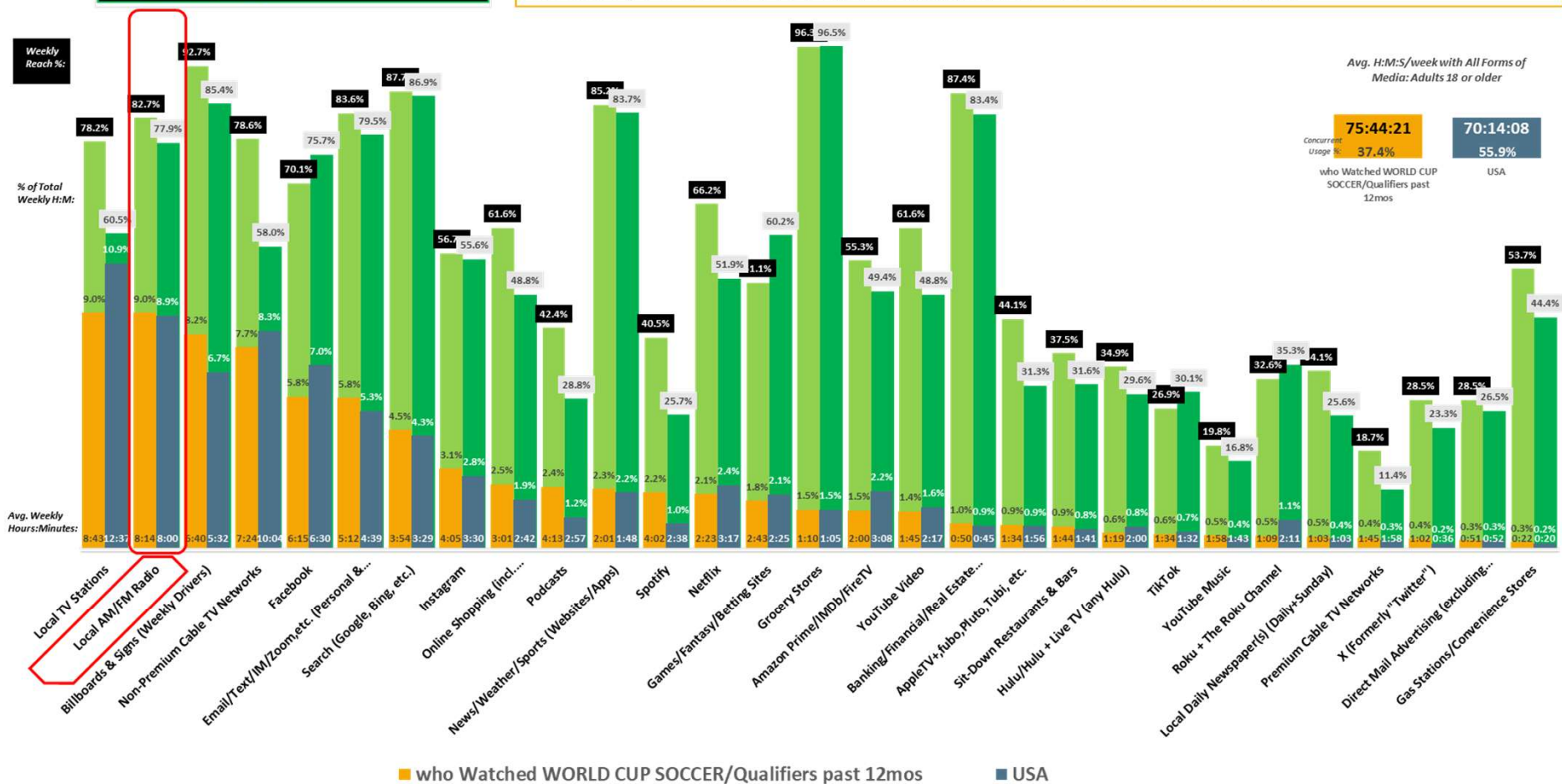


### Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 3 days, 3 hours, 44 minutes and 21 seconds each week with All Forms of Media.  
 82.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 8 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494 USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

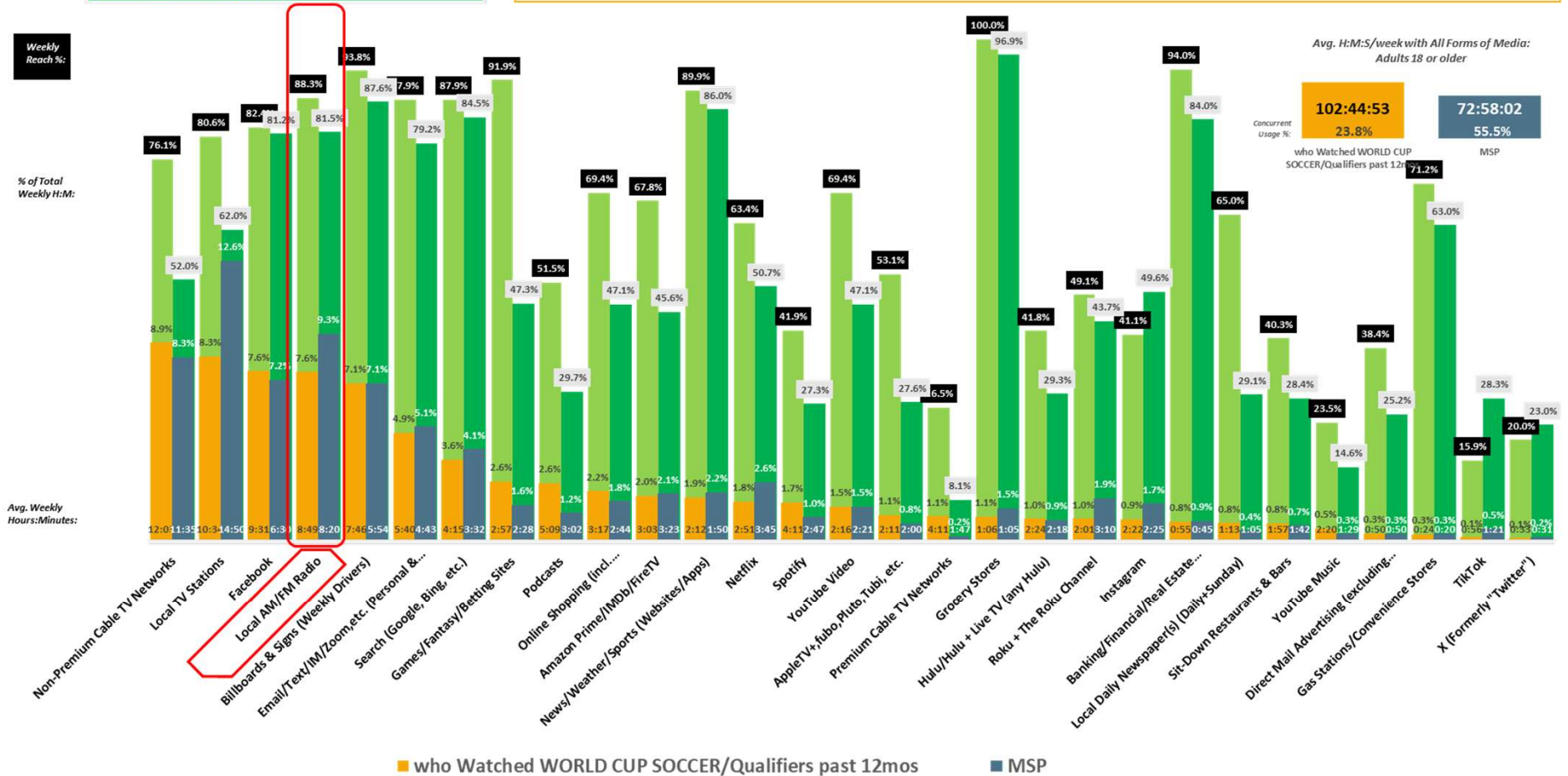
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



Share of Everything for Anything

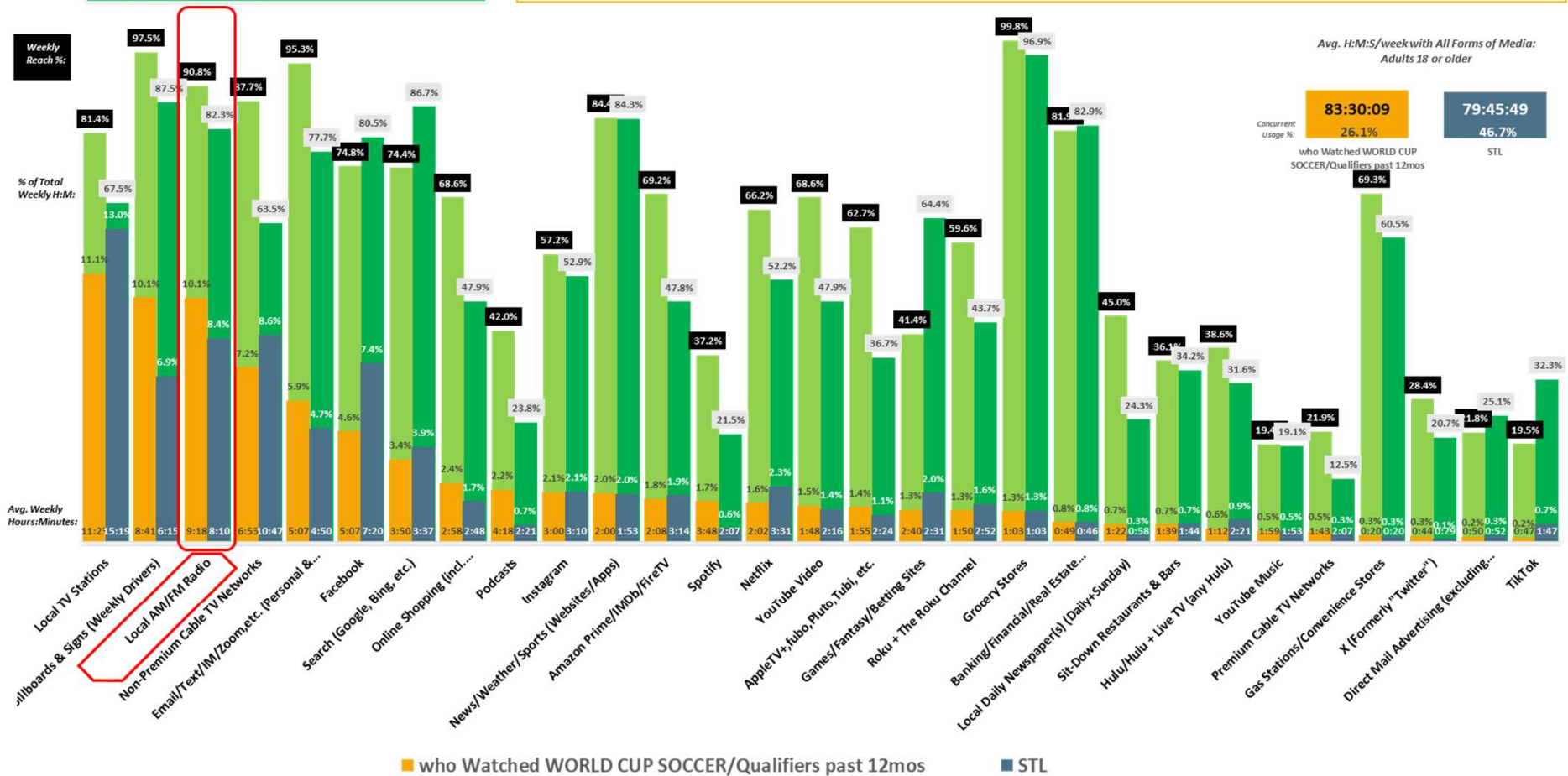


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 4 days, 6 hours, 44 minutes and 53 seconds each week with All Forms of Media.  
 88.3% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 8 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.





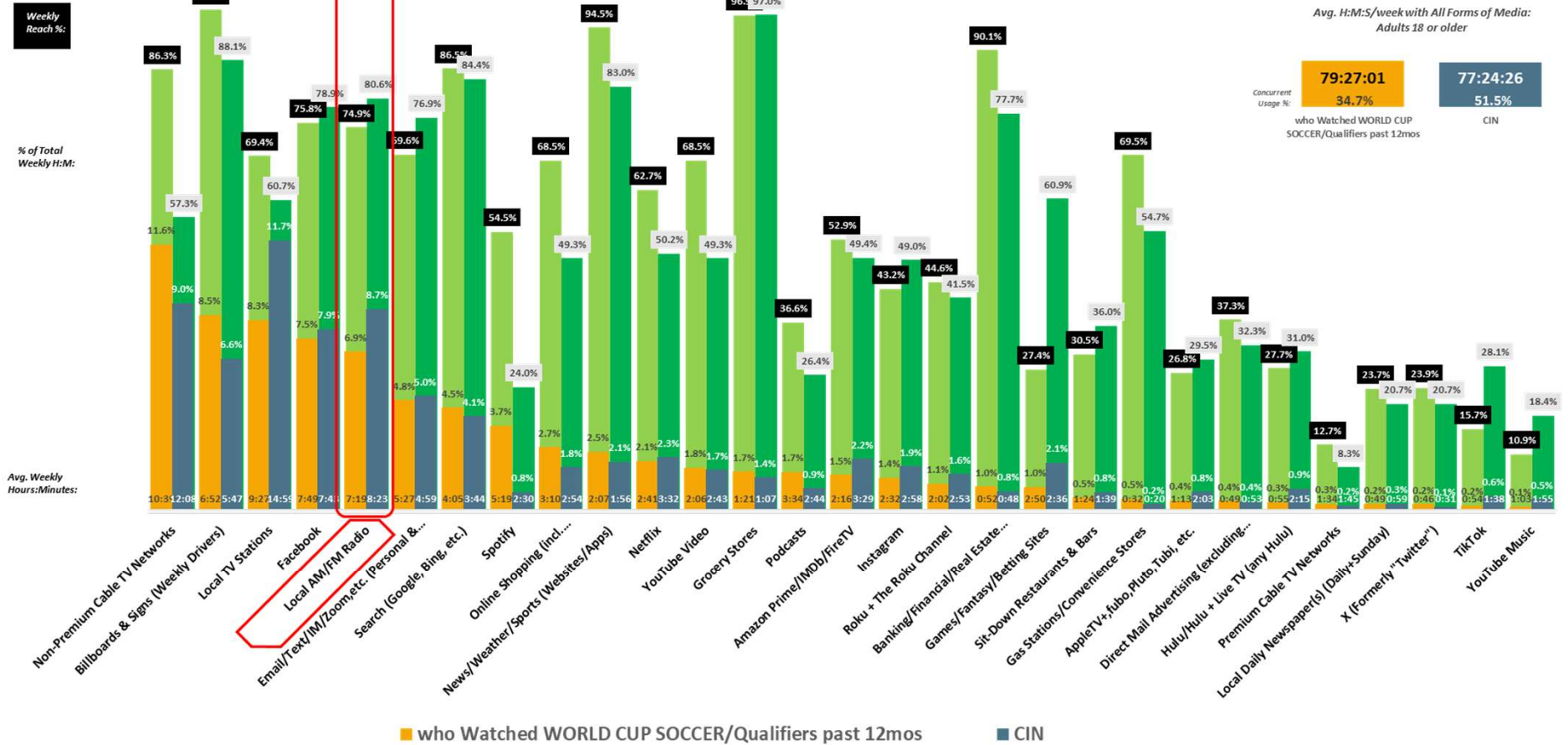
Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 3 days, 11 hours, 30 minutes and 9 seconds each week with All Forms of Media.  
 90.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 9 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.





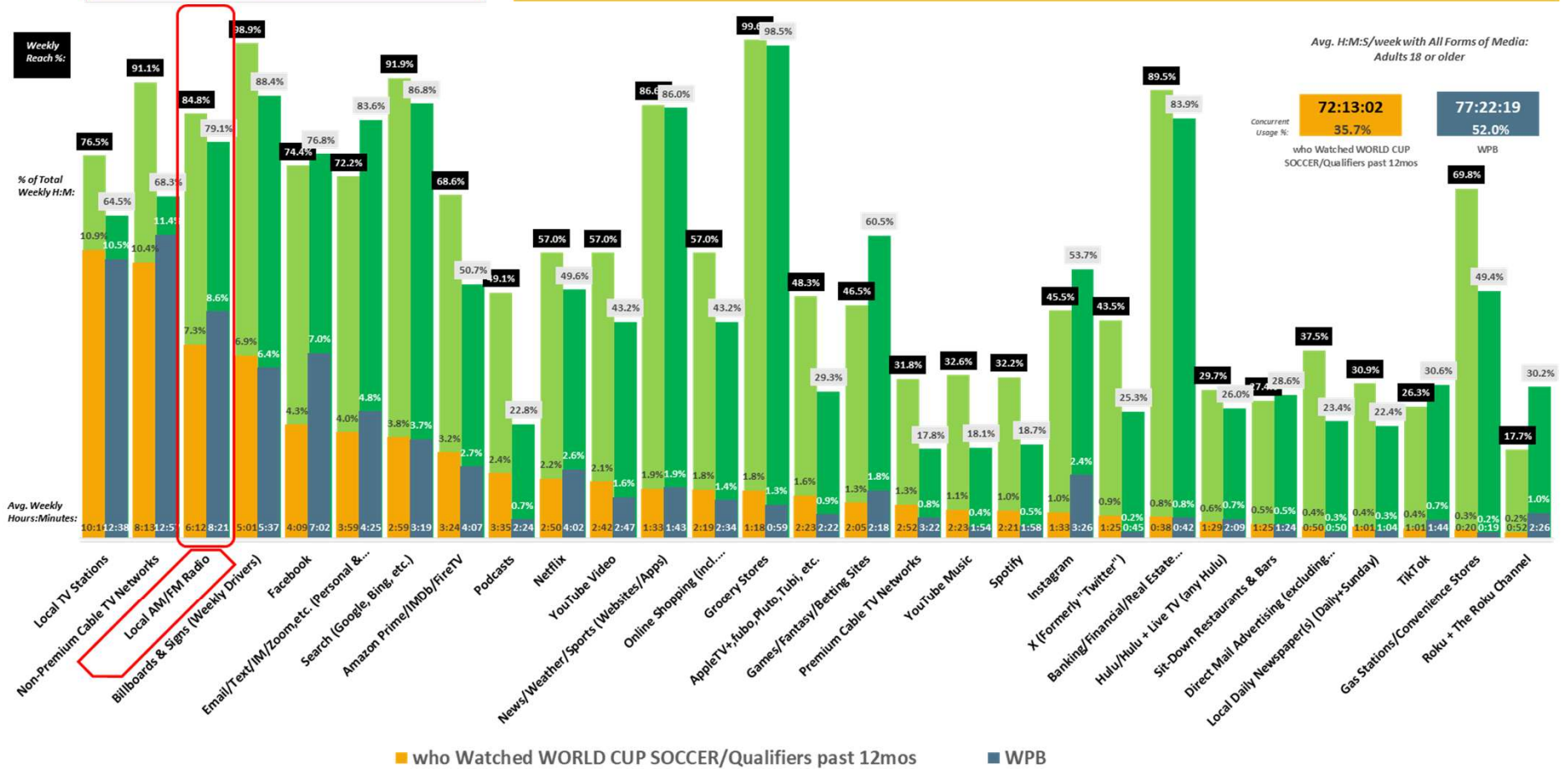


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 3 days, 7 hours, 27 minutes and 1 seconds each week with All Forms of Media.  
 74.9% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 7 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.



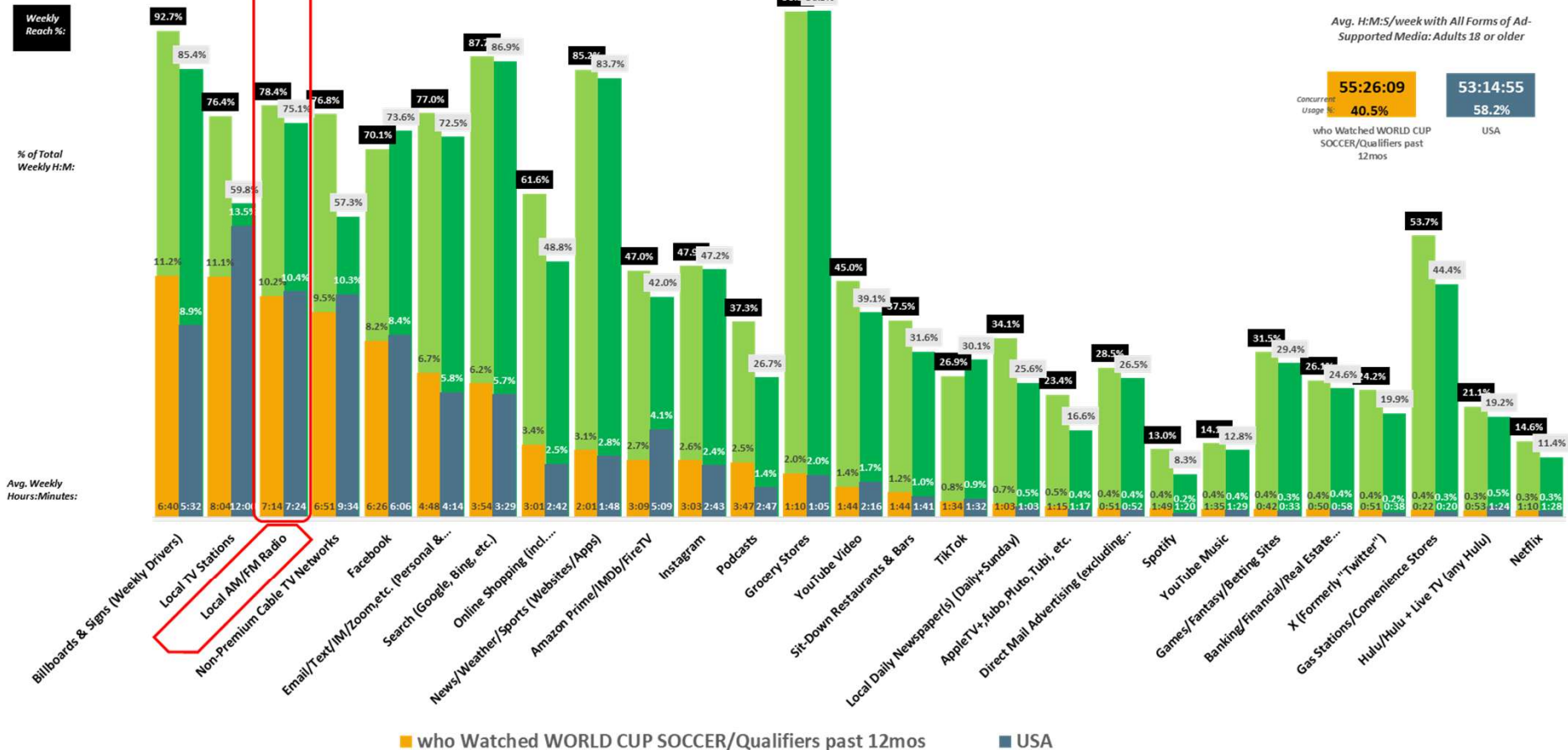


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 3 days, 0 hours, 13 minutes and 2 seconds each week with All Forms of Media.  
 84.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 6 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 7.3% of total time spent with all forms of Media.



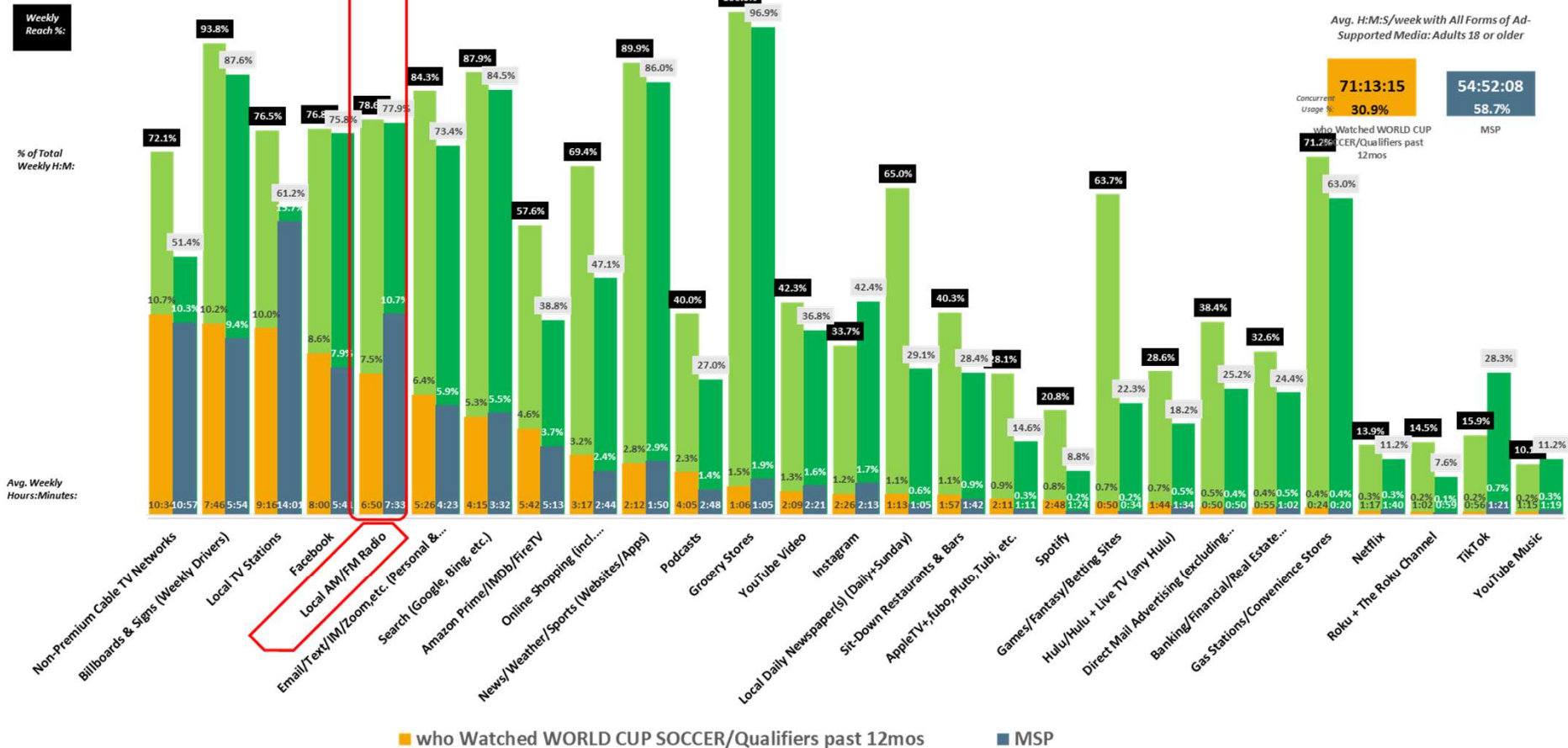


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 2 days, 7 hours, 26 minutes and 9 seconds each week with All Forms of Ad-Supported Media.  
 78.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 2 days, 23 hours, 13 minutes and 15 seconds each week with All Forms of Ad-Supported Media.  
78.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 6 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.5% of total time spent with all forms of Ad-Supported Media.



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

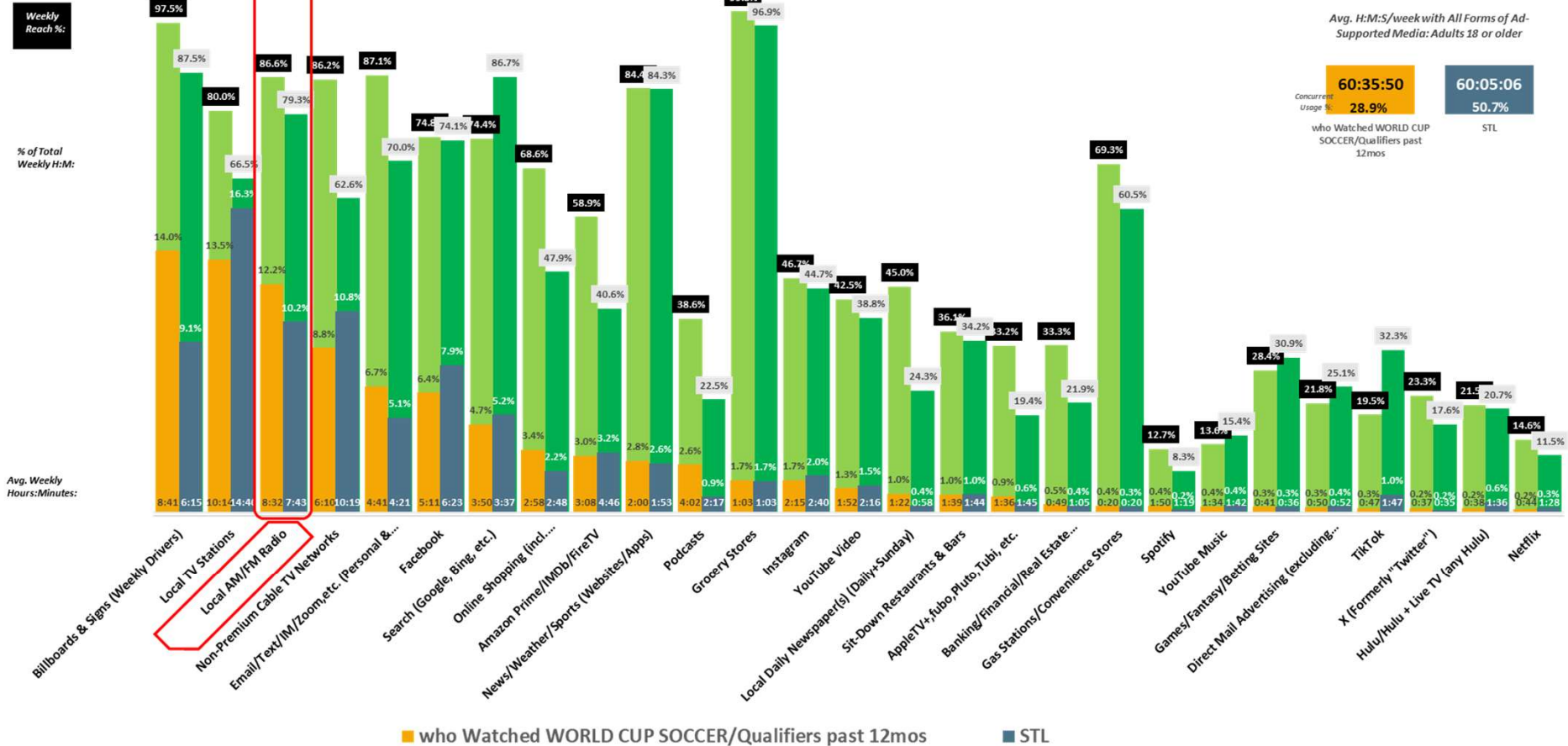
71:13:15  
30.9%  
Who Watched WORLD CUP SOCCER/Qualifiers past 12mos

54:52:08  
58.7%  
MSP





Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 2 days, 12 hours, 35 minutes and 50 seconds each week with All Forms of Ad-Supported Media.  
 86.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 8 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.

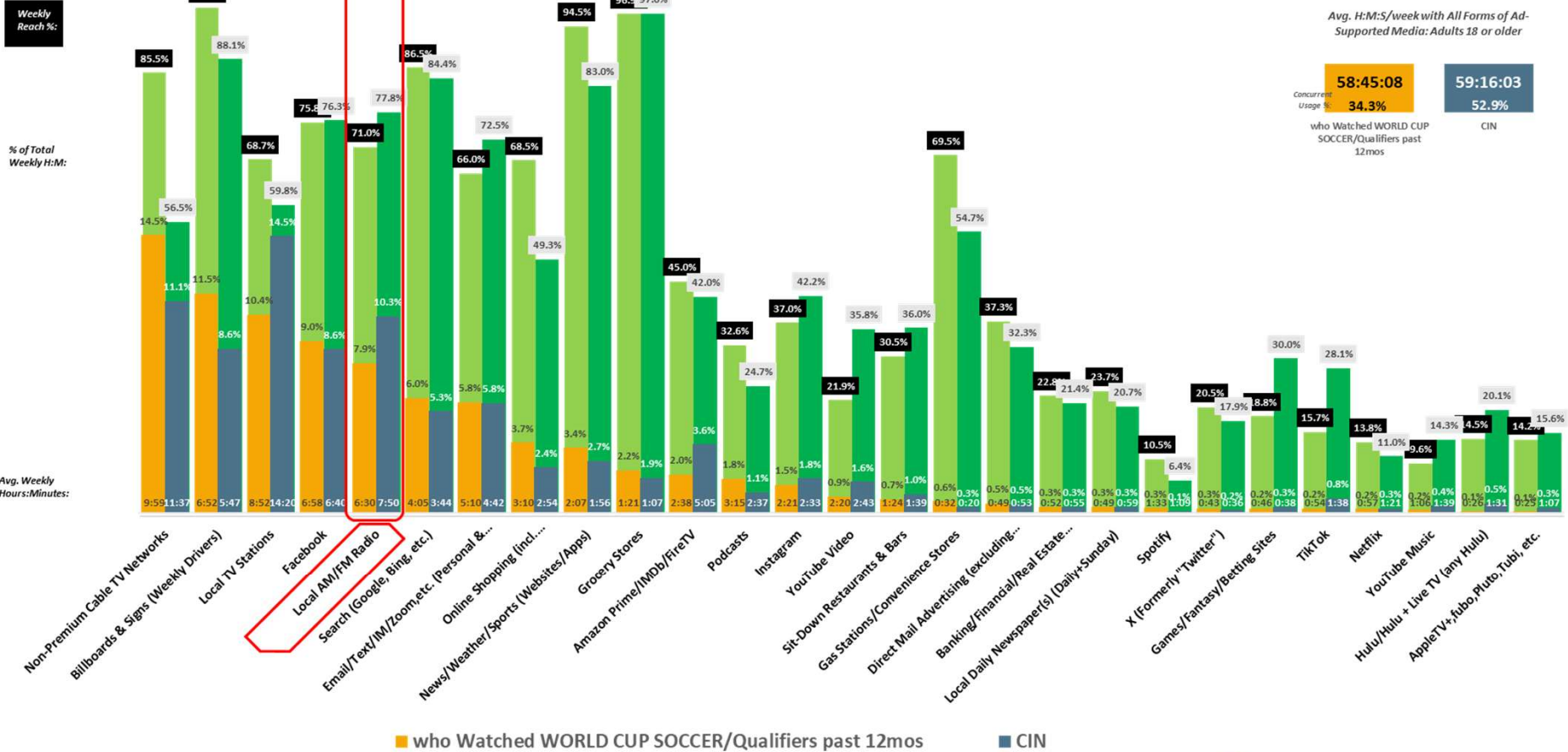


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

60:35:50	60:05:06
28.9%	50.7%
who Watched WORLD CUP SOCCER/Qualifiers past 12mos	STL



Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 2 days, 10 hours, 45 minutes and 8 seconds each week with All Forms of Ad-Supported Media.  
 71.% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 6 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.9% of total time spent with all forms of Ad-Supported Media.

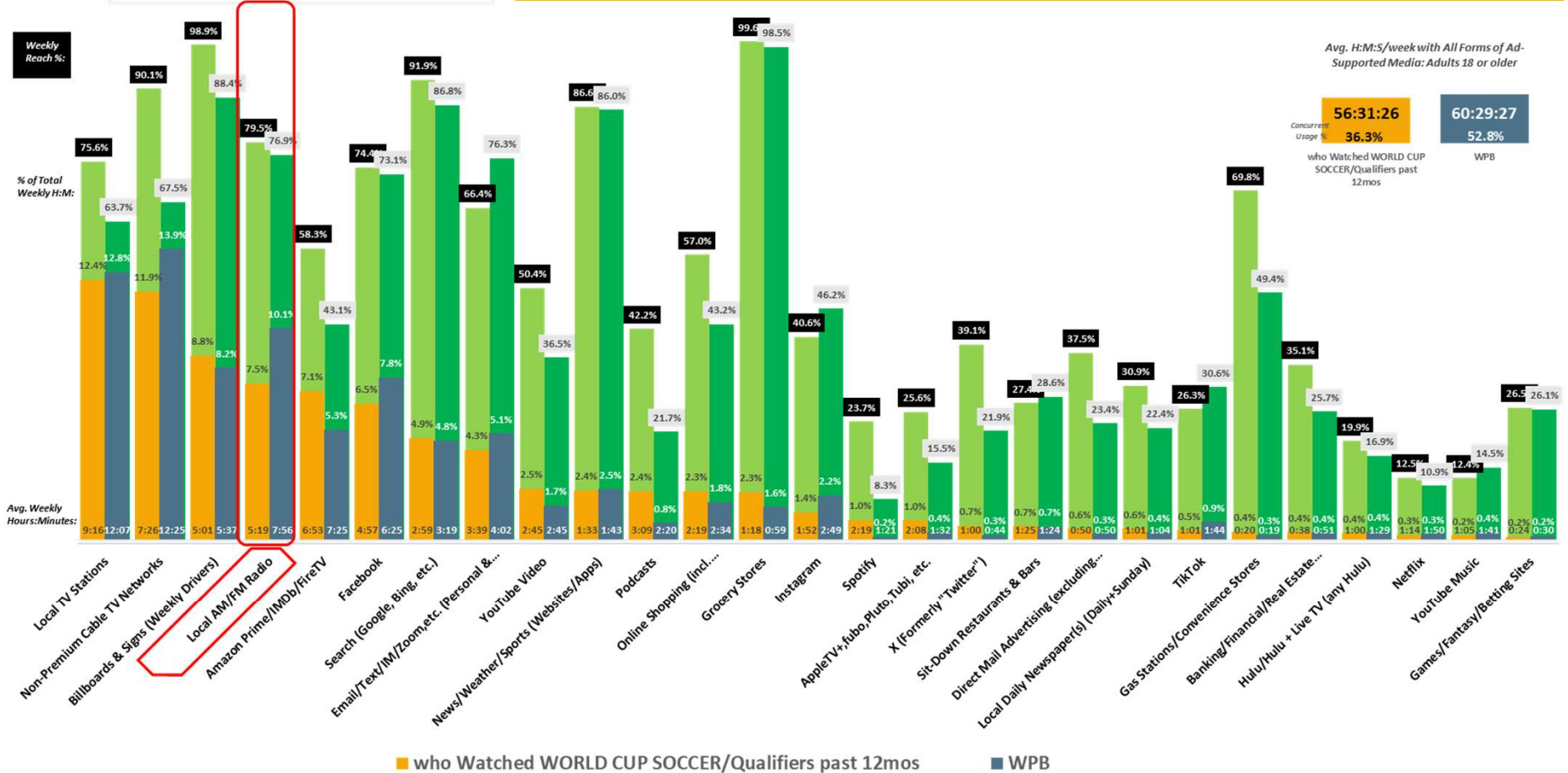


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	58:45:08	59:16:03
who Watched WORLD CUP SOCCER/Qualifiers past 12mos	34.3%	52.9%



Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 2 days, 8 hours, 31 minutes and 26 seconds each week with All Forms of Ad-Supported Media.  
 79.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an avg. of 5 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.5% of total time spent with all forms of Ad-Supported Media.

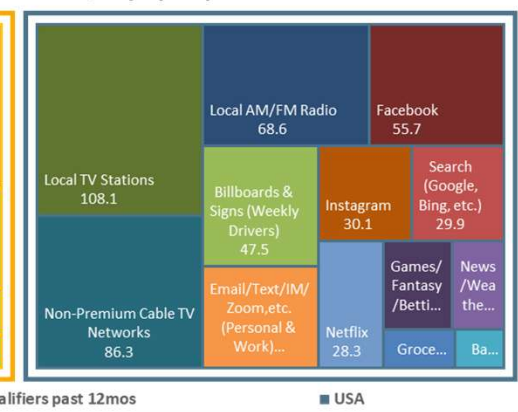
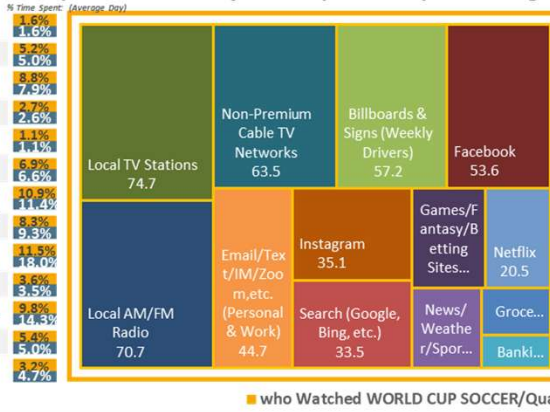
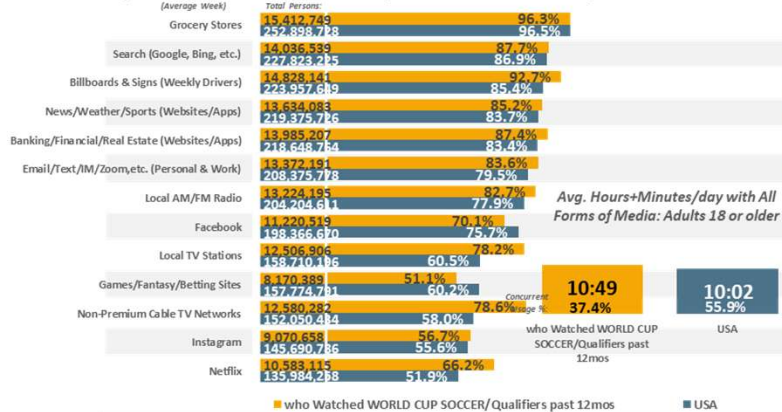




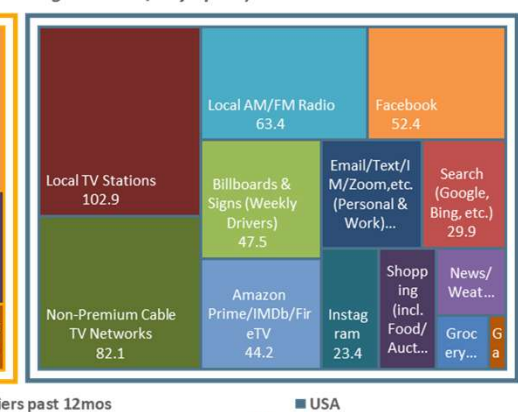
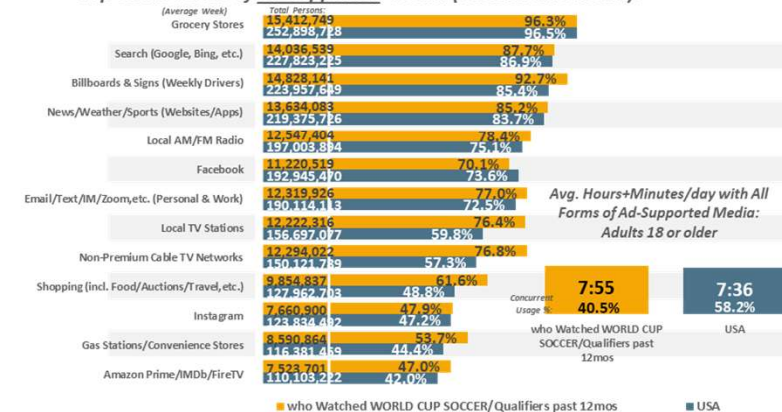


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 7 hours and 55 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 62. minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

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



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

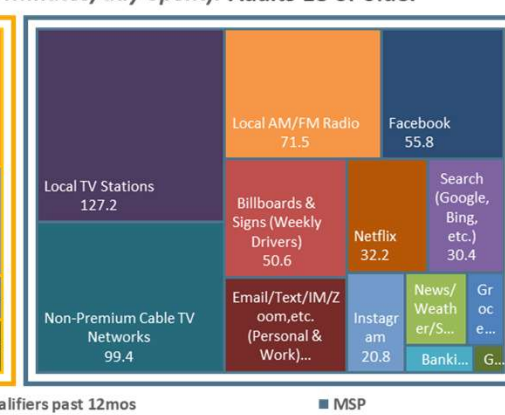
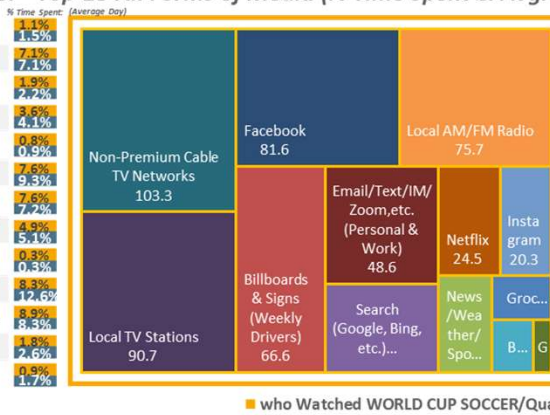
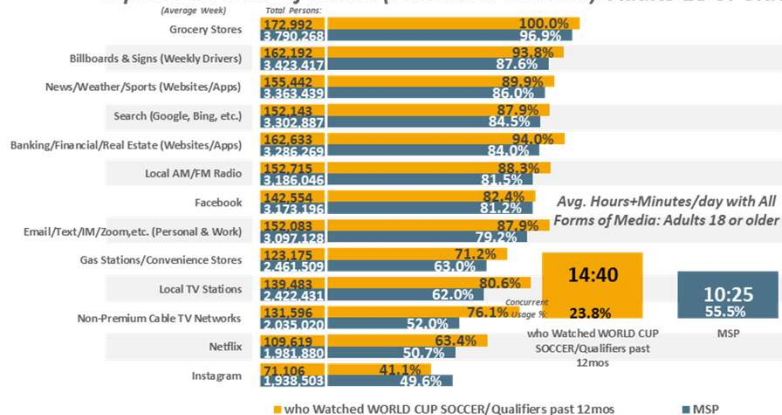




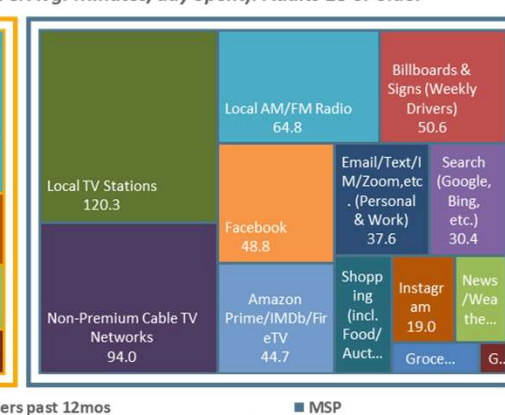
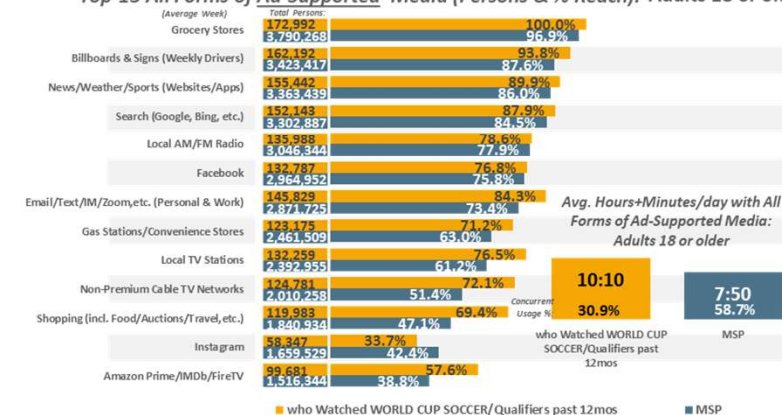


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 10 hours and 10 minutes each day with All Forms of Ad-Supported Media. 78.6% listen to Local AM/FM Radio for an avg. of 58.6 minutes/day. (Local Radio delivers 7.5% of Time with Ad-Supported Media.)

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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 70  
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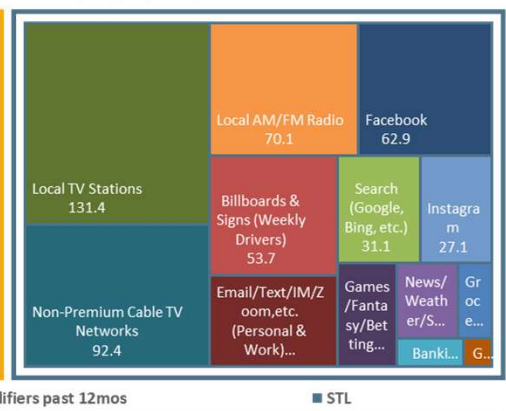
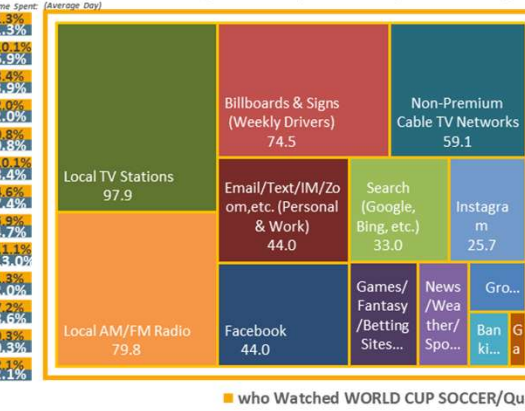
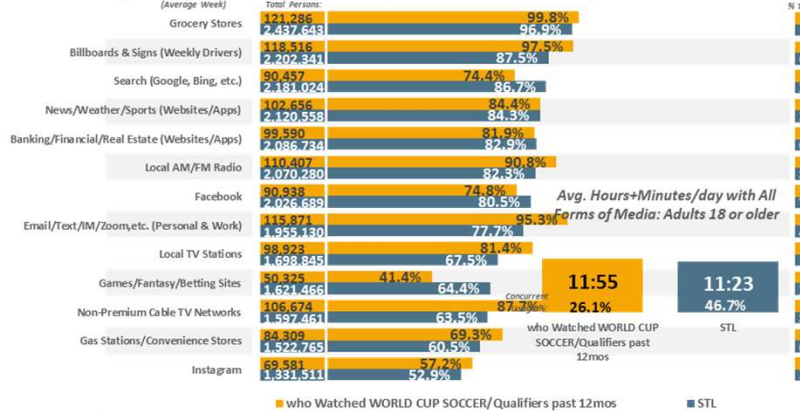
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 8 hours and 39 minutes each day with All Forms of Ad-Supported Media. 86.6% listen to Local AM/FM Radio for an avg. of 73.2 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

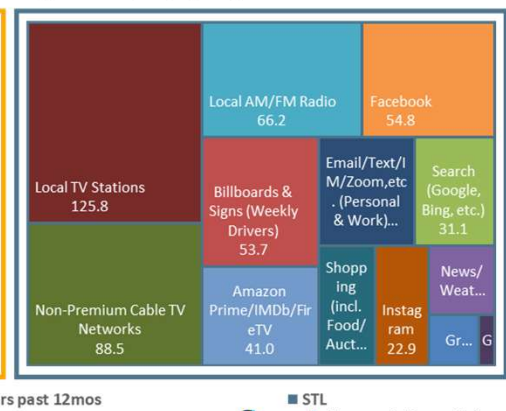
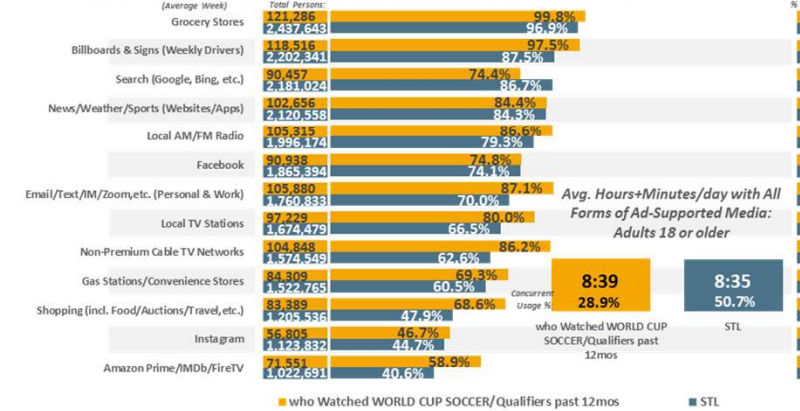
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100  
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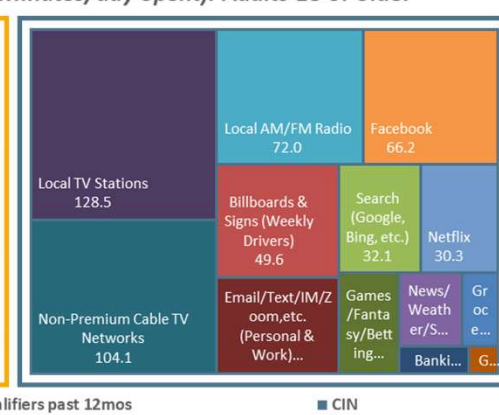
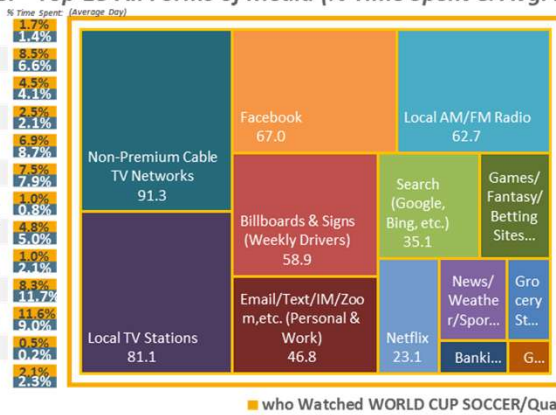
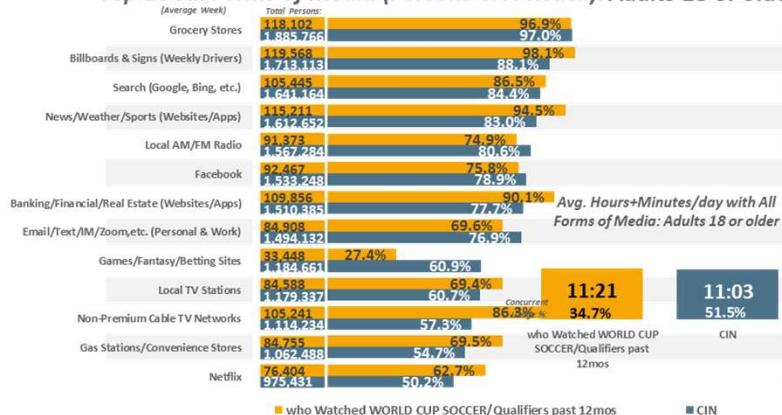
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



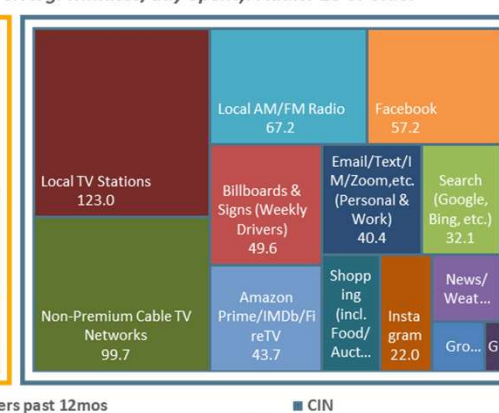
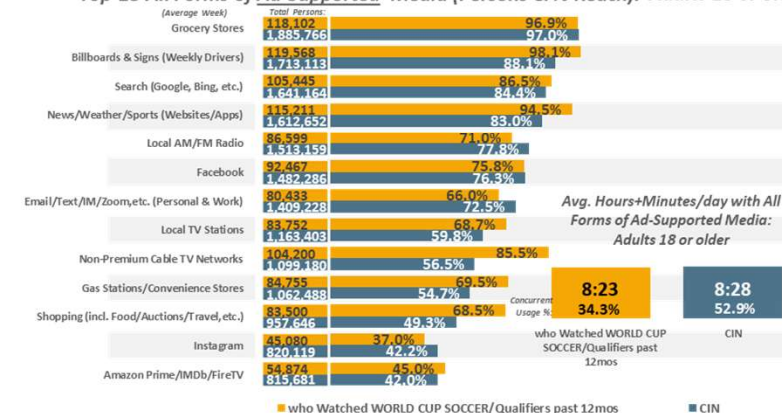


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 71.% listen to Local AM/FM Radio for an avg. of 55.7 minutes/day. (Local Radio delivers 7.9% of Time with Ad-Supported Media.)

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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 109  
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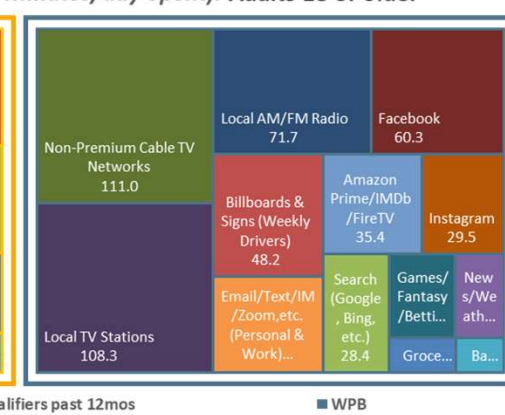
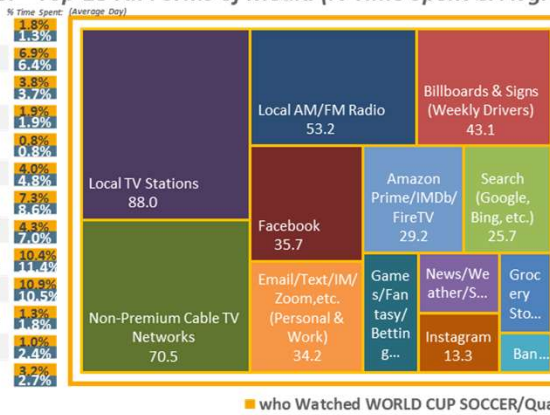
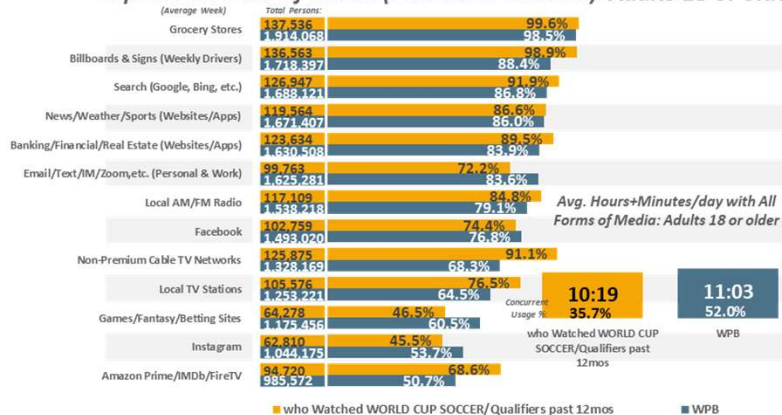
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

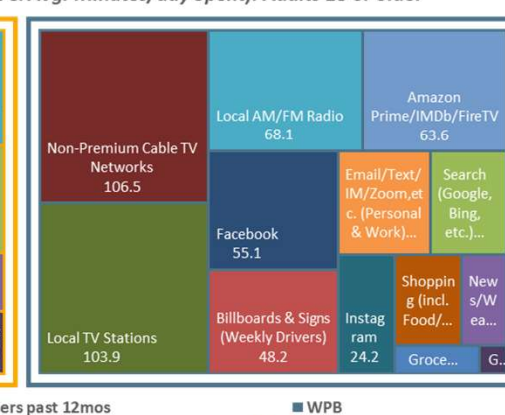
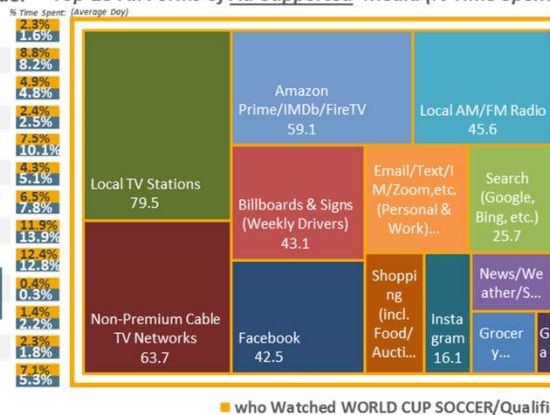
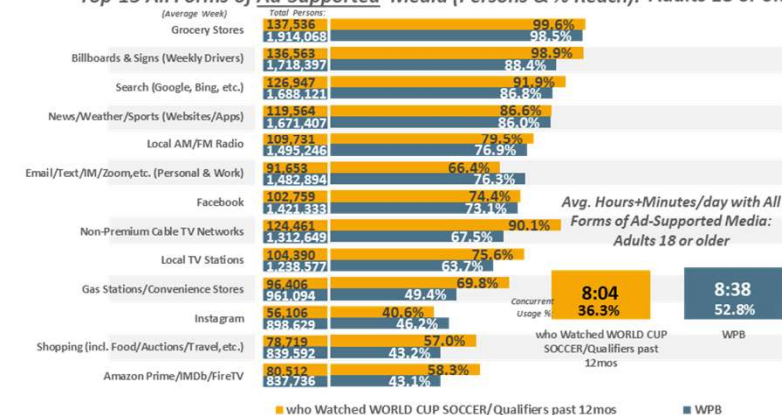


Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 45.6 minutes/day. (Local Radio delivers 7.5% of Time with Ad-Supported Media.)

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



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



WPB DMA Scarborough RI 2026: Jan25-Jan26 Qual Intab 156  
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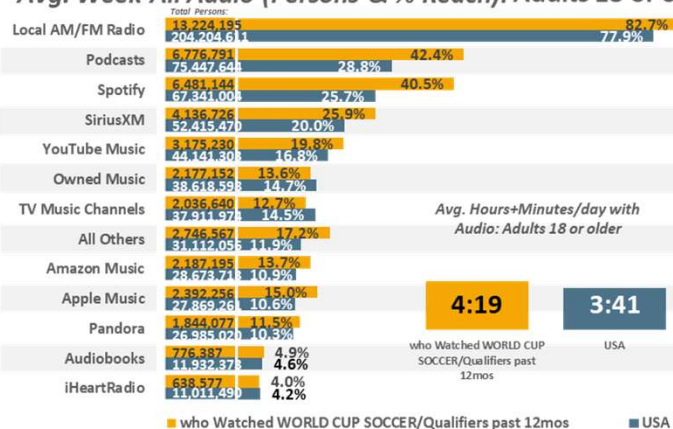
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



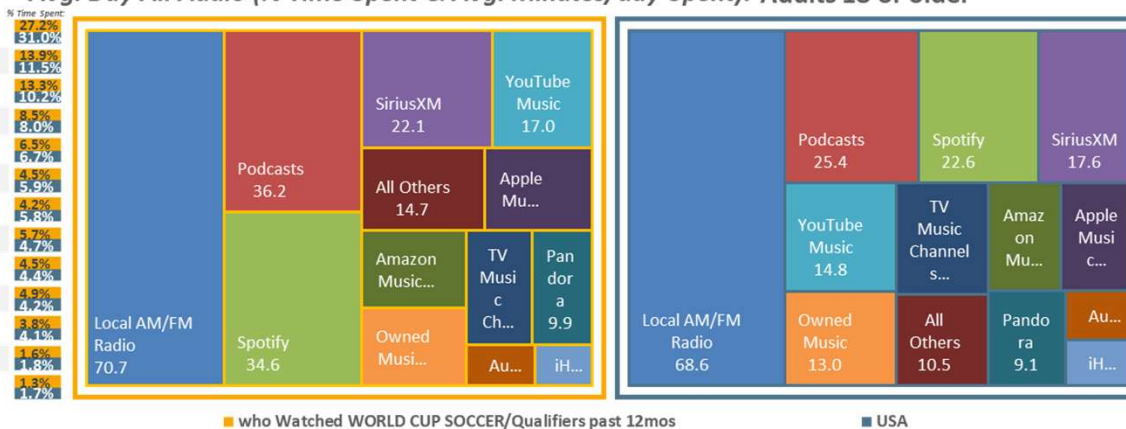


12,547,404 or 78.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

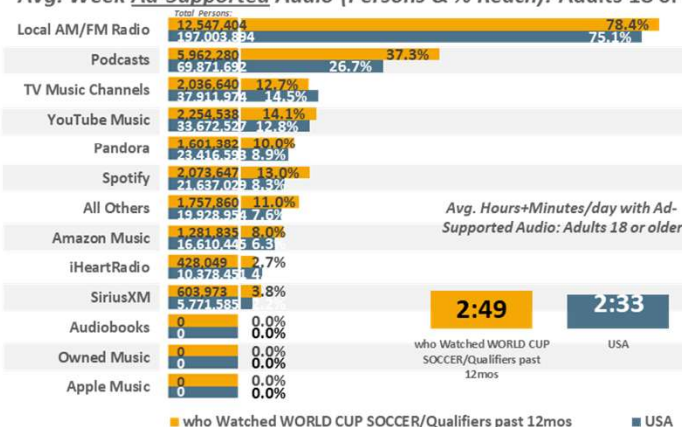
### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



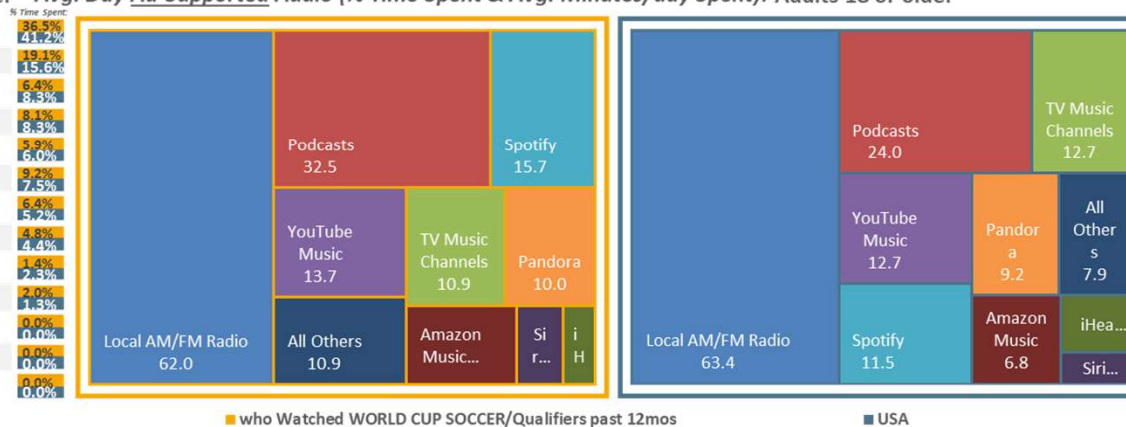
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

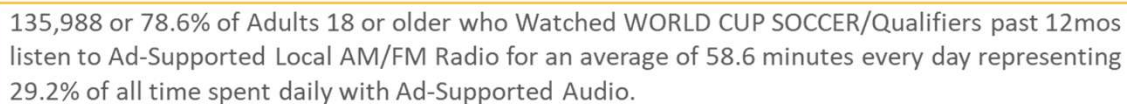


USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494  
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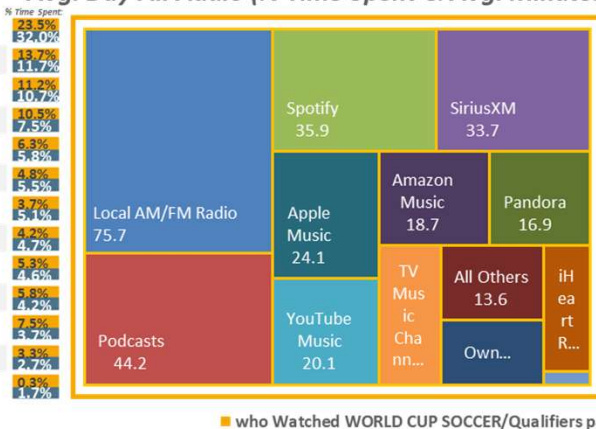
Scarborough R1 2026: Sep24-Mar26 USA Projection

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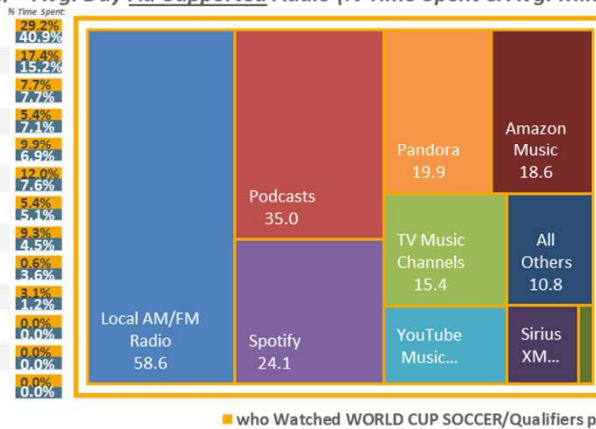
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



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



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



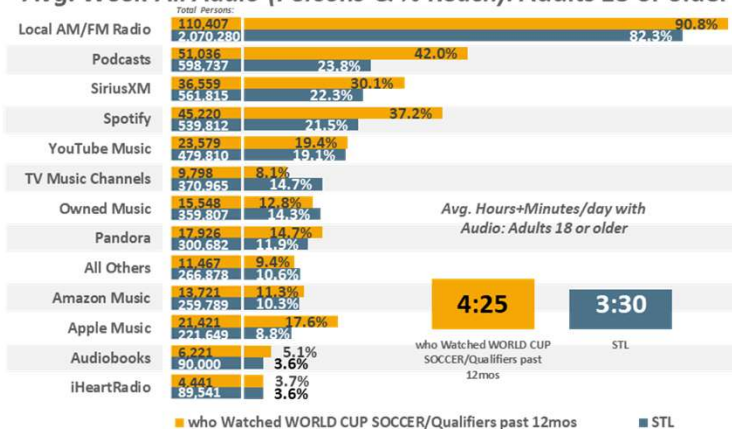
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for Anything

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

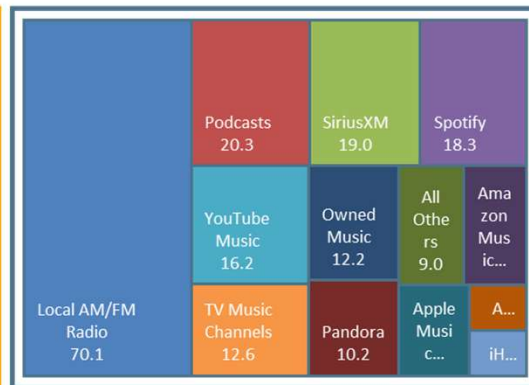
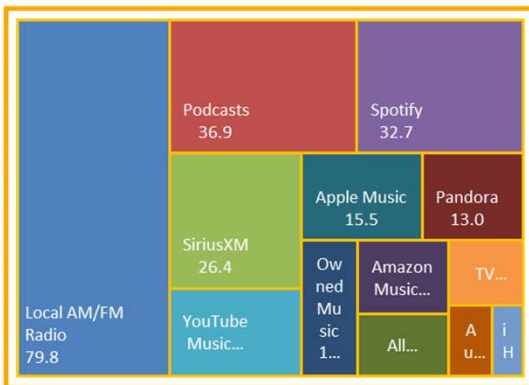


105,315 or 86.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

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



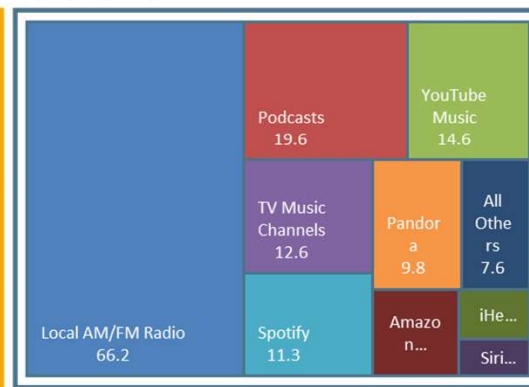
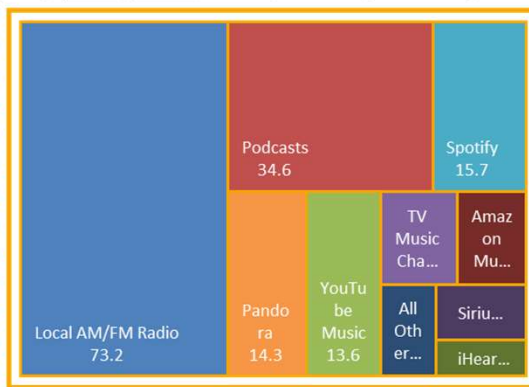
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100  
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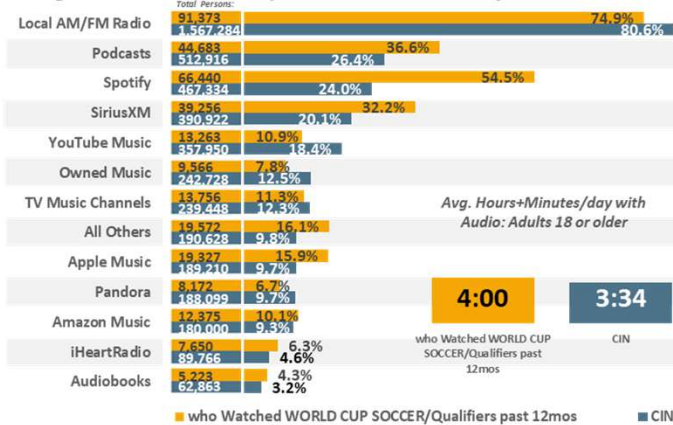
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



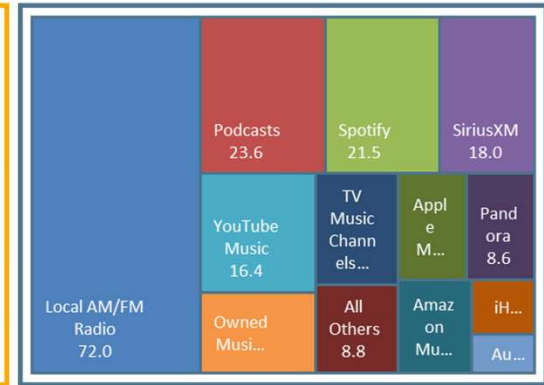
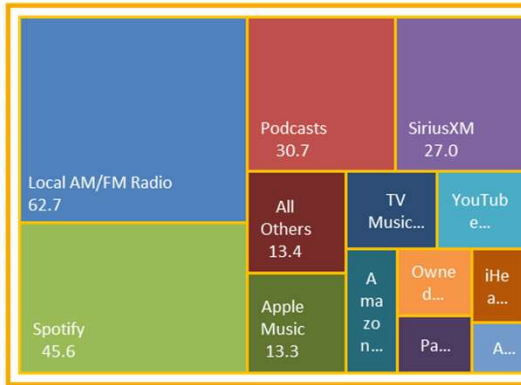


86,599 or 71.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 55.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

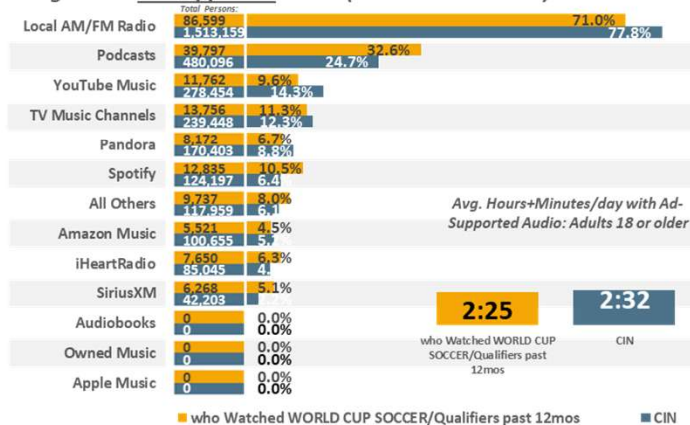
#### Avg. Week All Audio (Persons & % Reach): Adults 18 or older



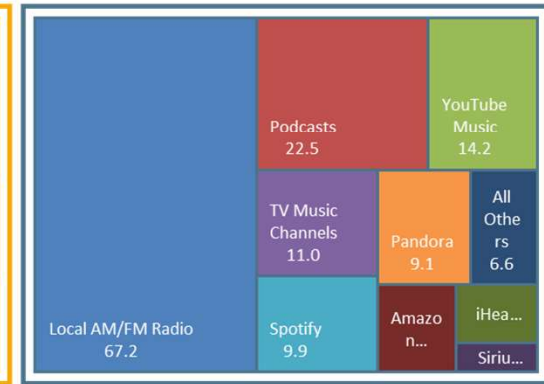
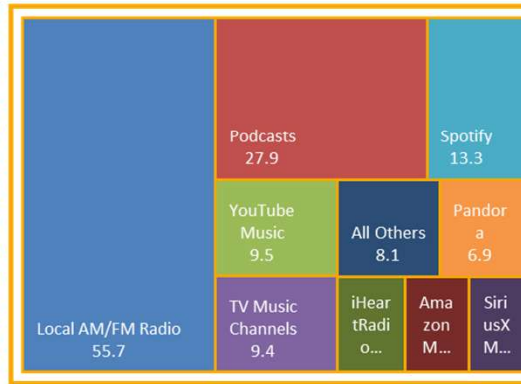
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

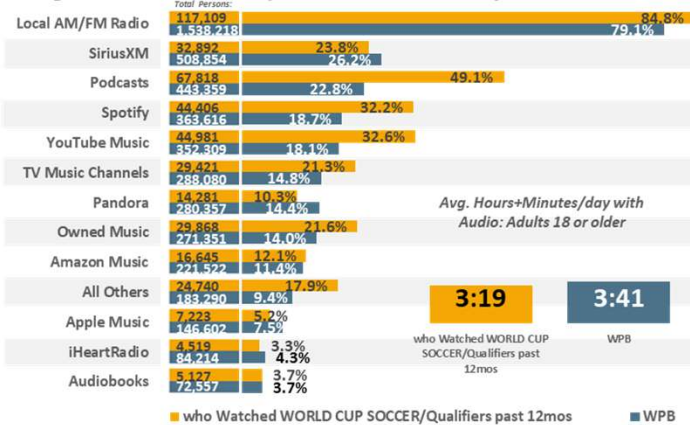




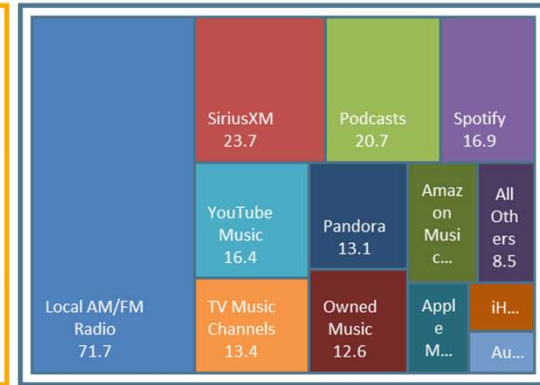
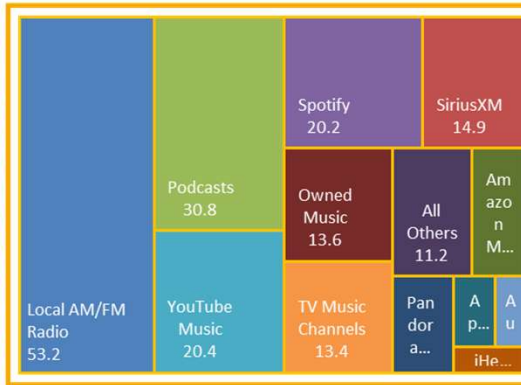


109,731 or 79.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 45.6 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.

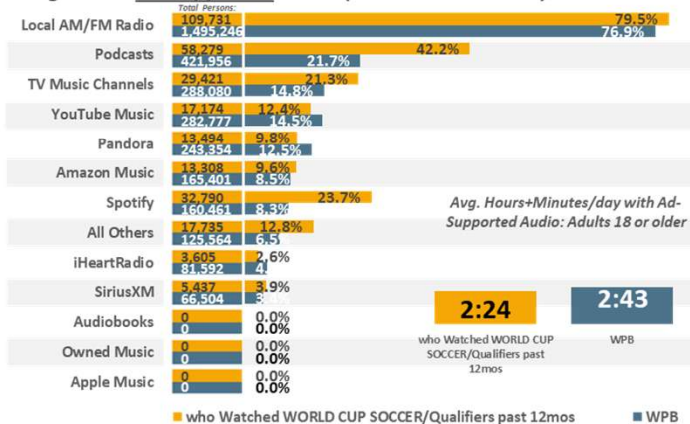
**Avg. Week All Audio (Persons & % Reach): Adults 18 or older**



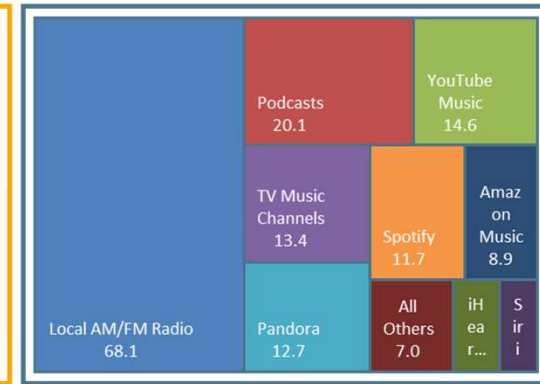
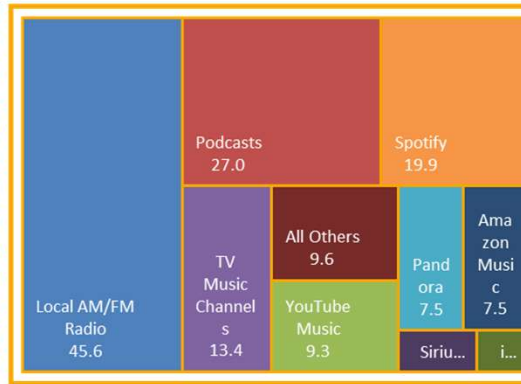
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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

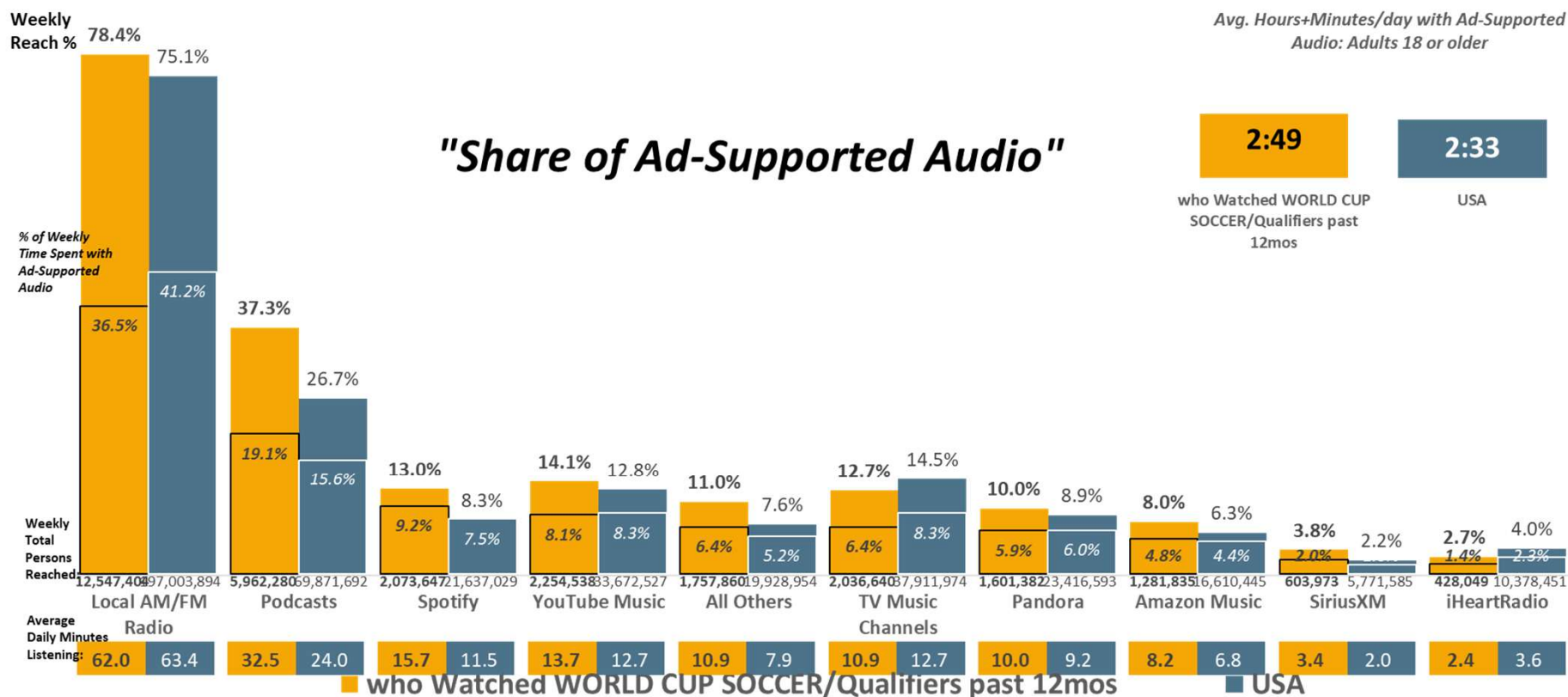


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





12,547,404 or 78.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.





135,988 or 78.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.6 minutes every day representing 29.2% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

78.6% 77.9%

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached

Average Daily Minutes Listening

## "Share of Ad-Supported Audio"

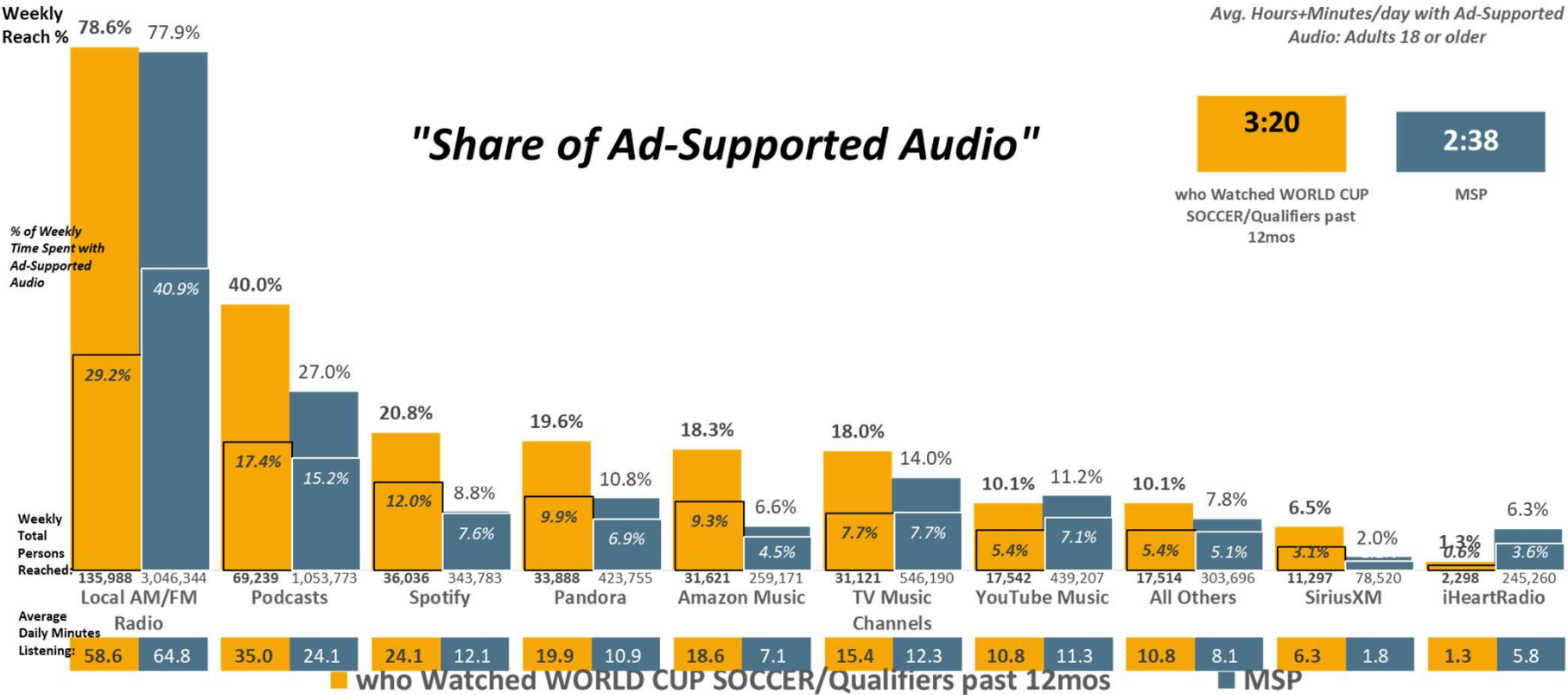
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

3:20

2:38

who Watched WORLD CUP SOCCER/Qualifiers past 12mos

MSP



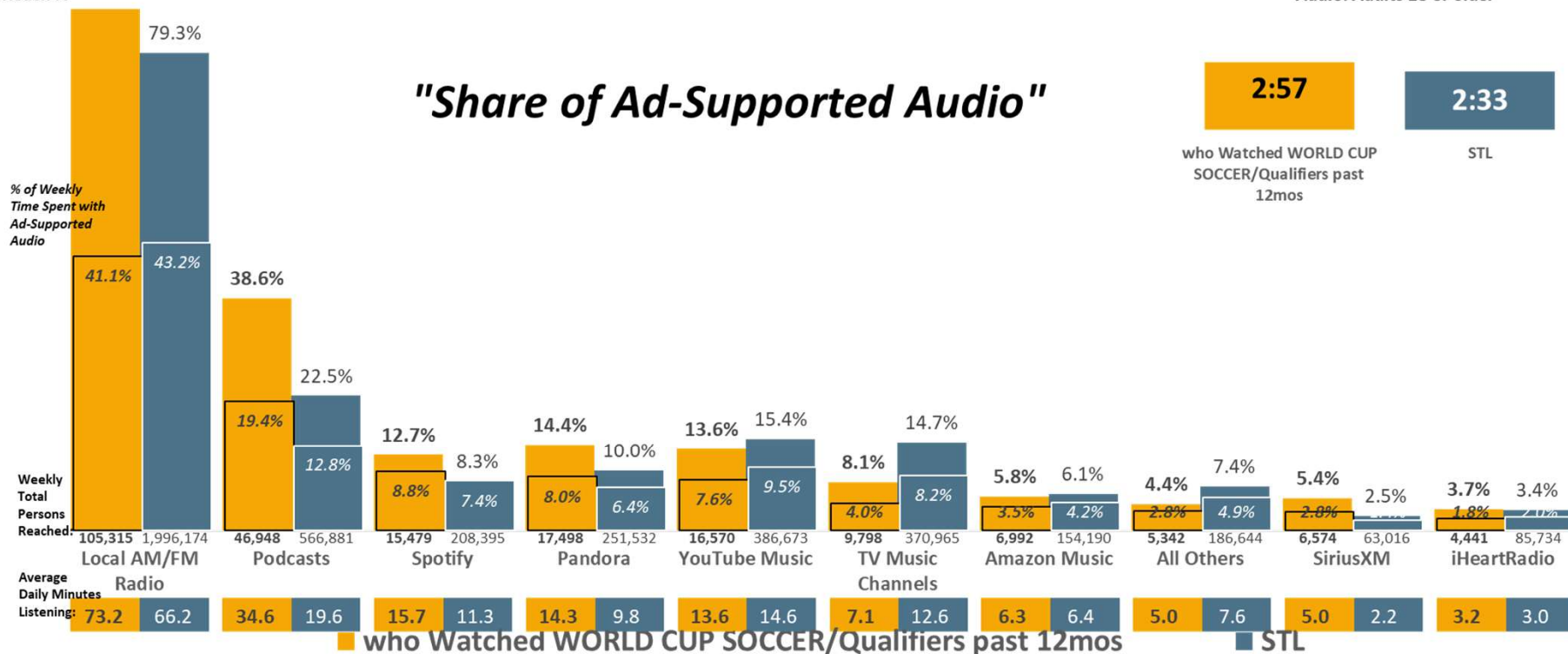


105,315 or 86.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.2 minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

Weekly  
Reach % 86.6%

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

## "Share of Ad-Supported Audio"



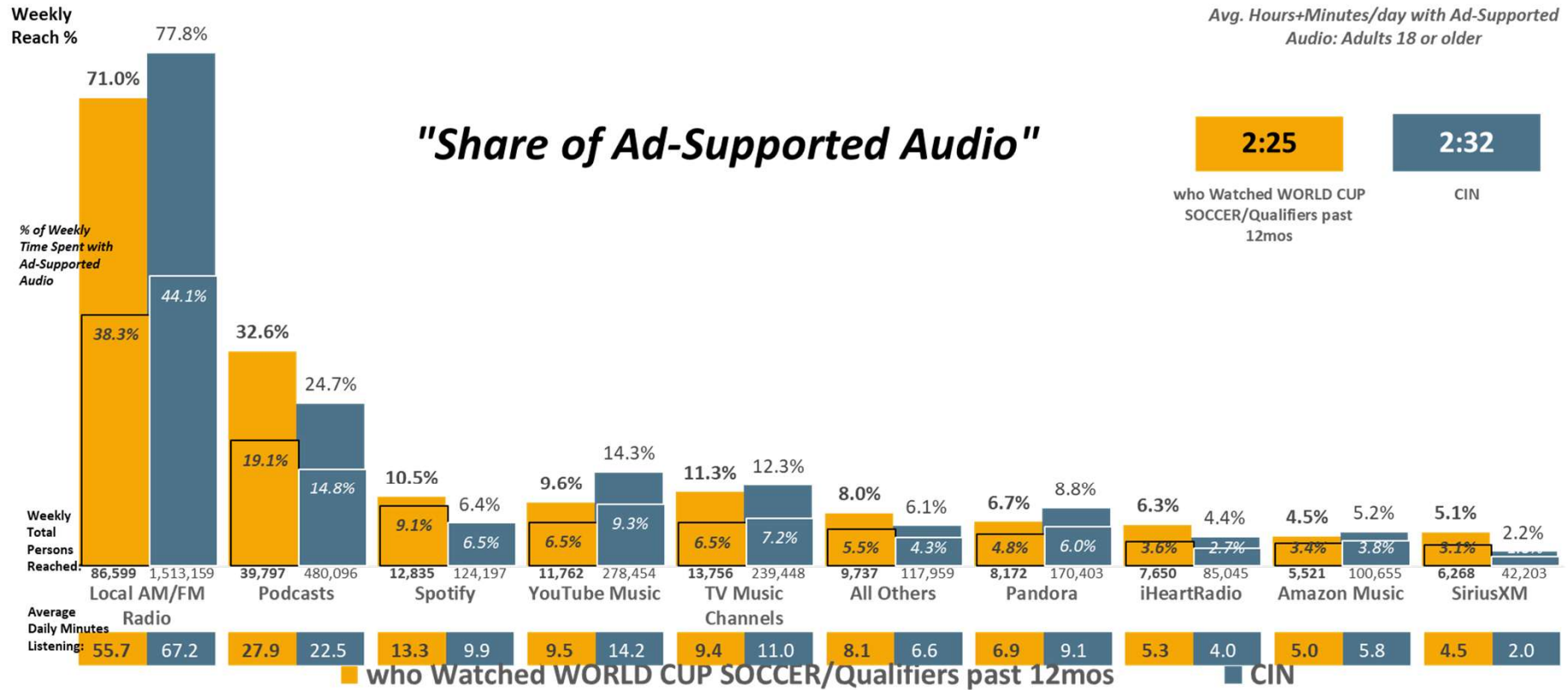
**2:57**  
who Watched WORLD CUP  
SOCCER/Qualifiers past  
12mos

**2:33**  
STL



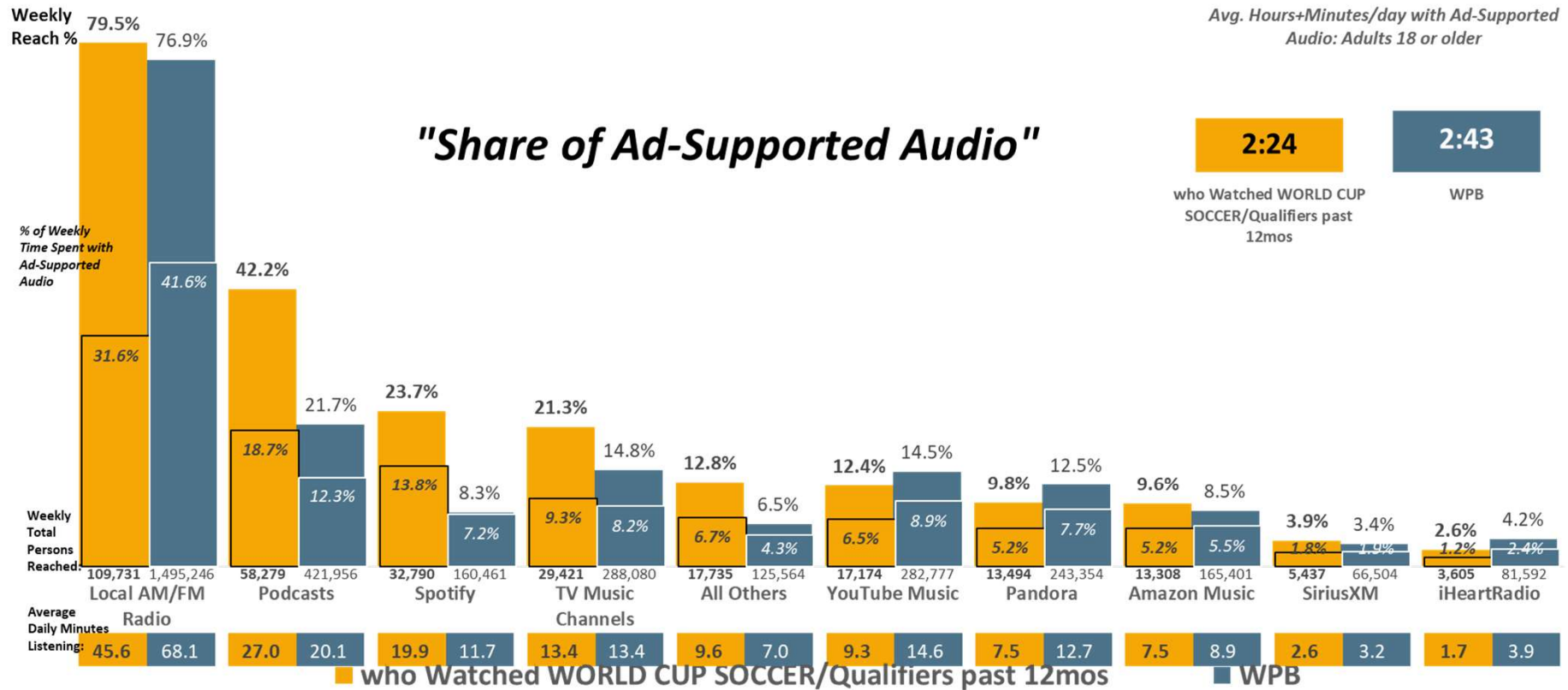


86,599 or 71.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 55.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.





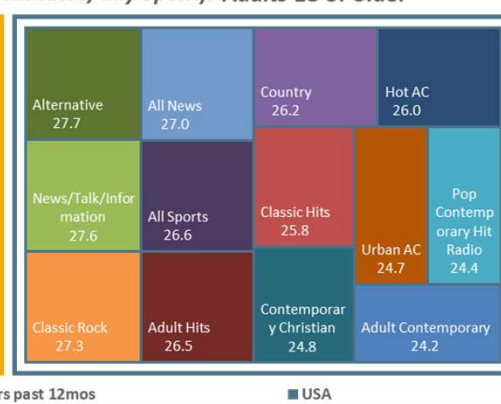
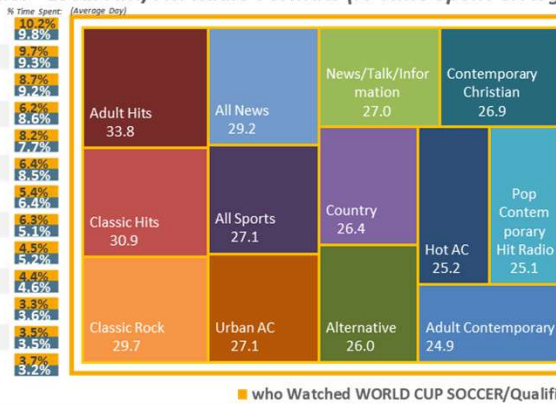
109,731 or 79.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 45.6 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.



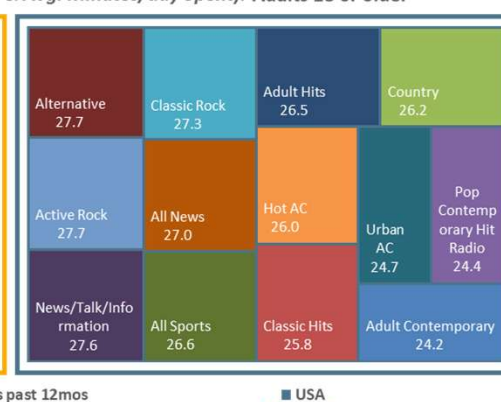
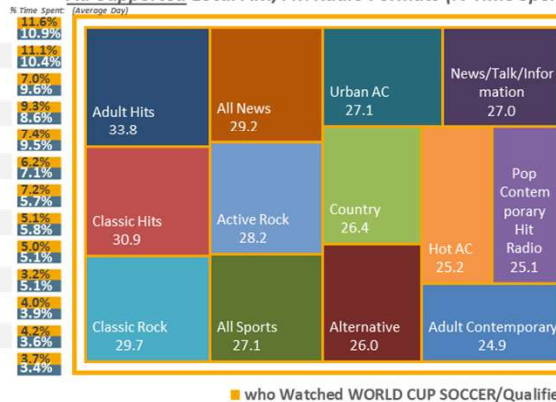
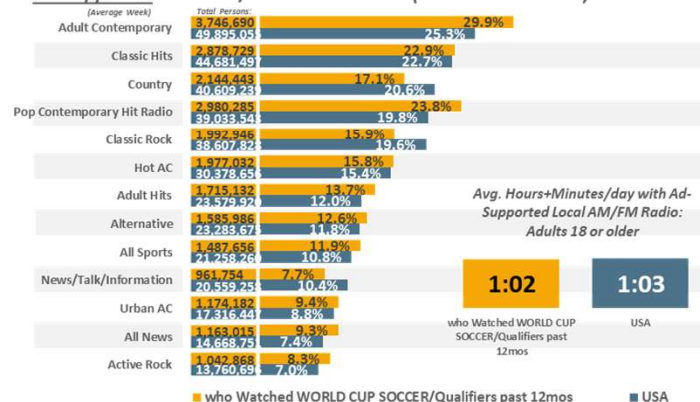


12,547,404 or 78.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

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



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



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494  
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

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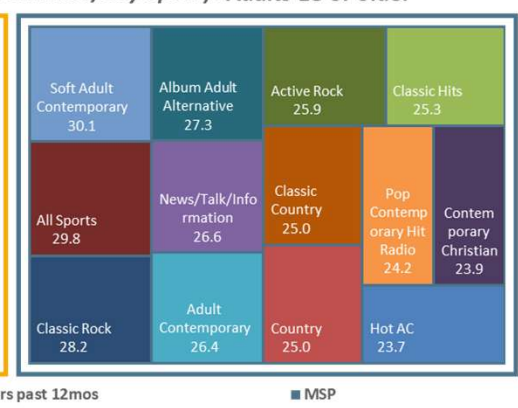
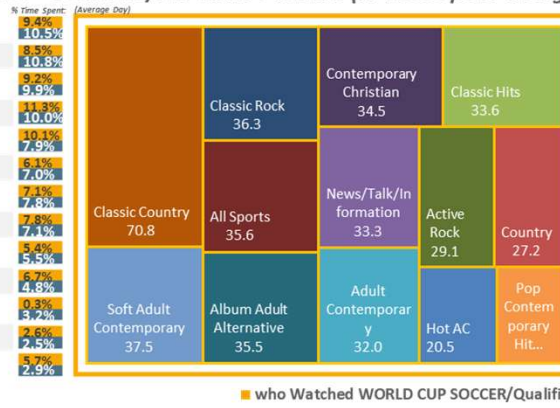
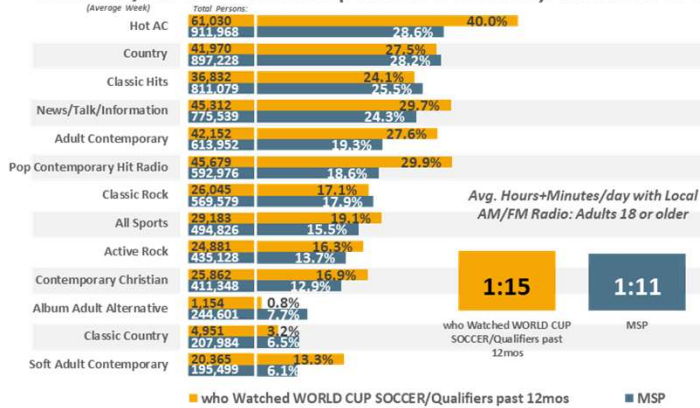
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



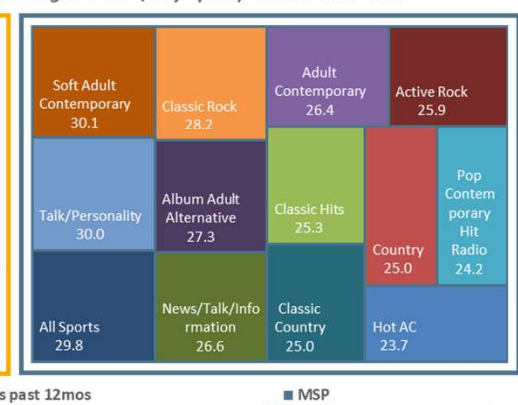
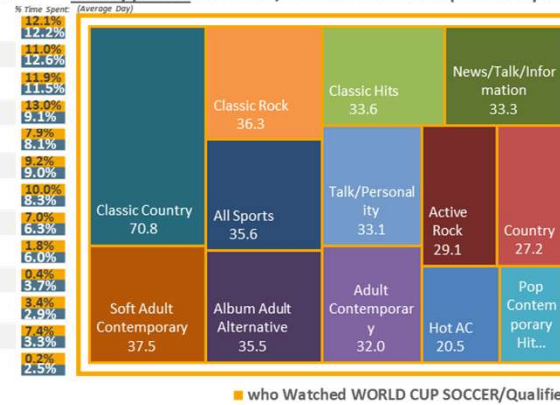
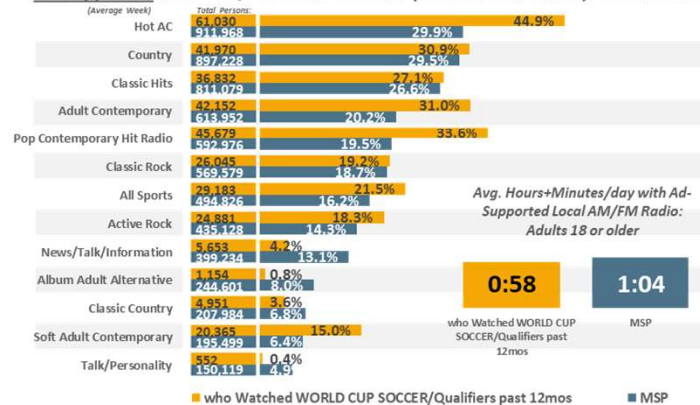


135,988 or 78.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, Country, and Classic Hits.

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



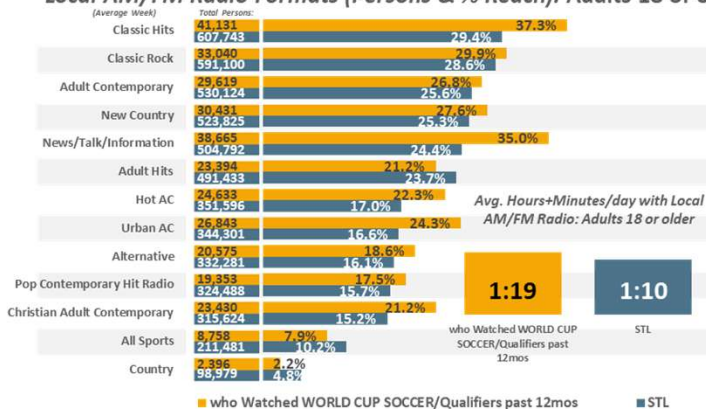
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



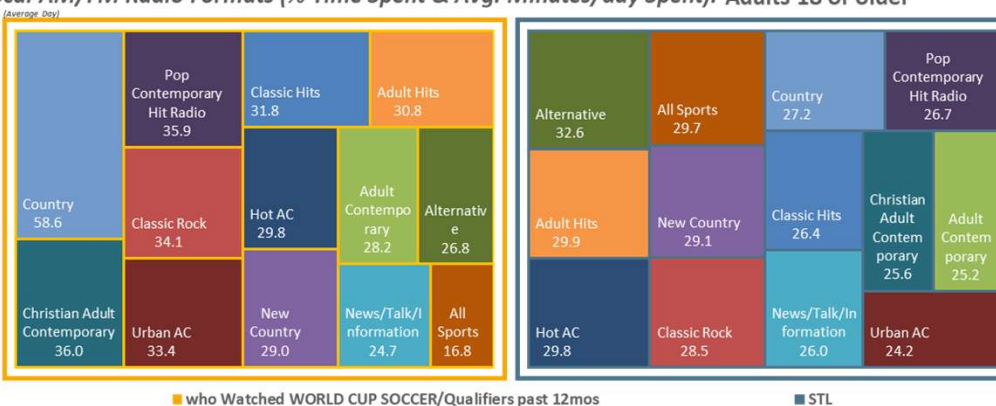


105,315 or 86.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, New Country, Adult Contemporary, and News/Talk/Information.

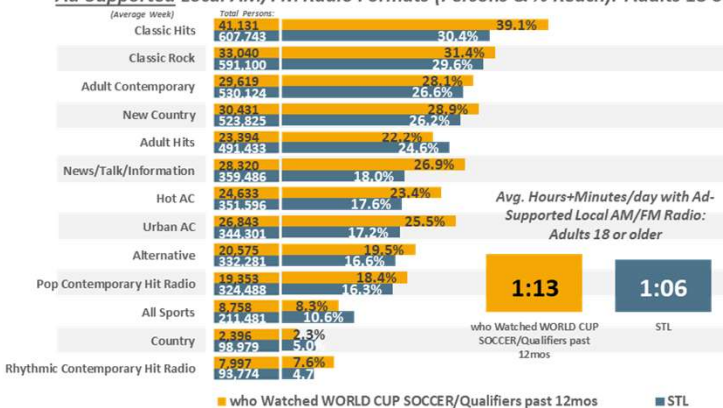
### Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



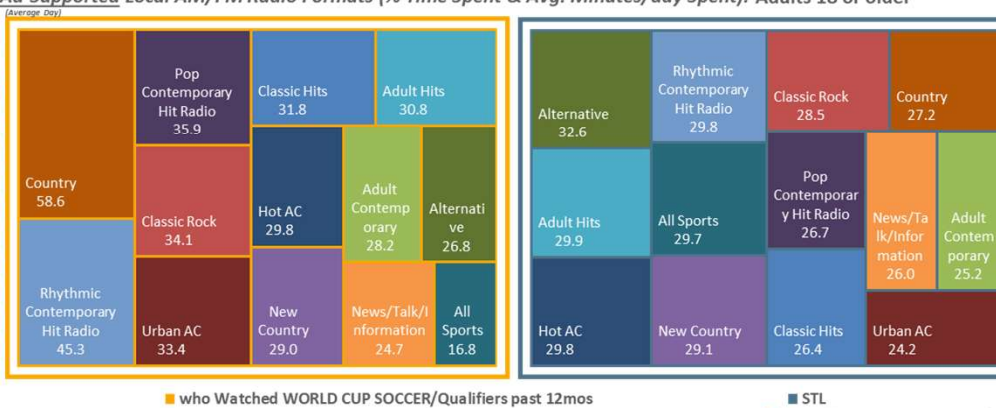
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



### 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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100  
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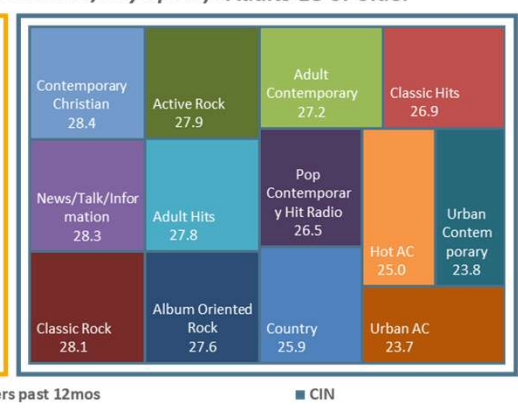
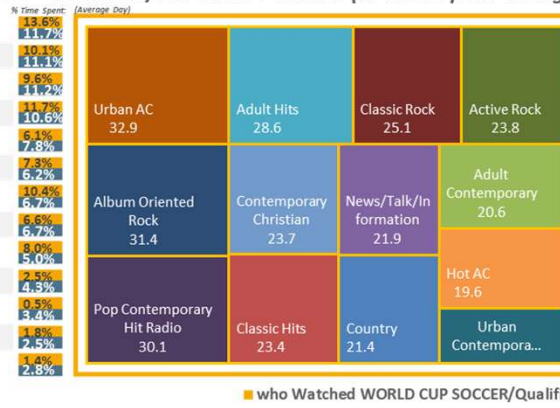
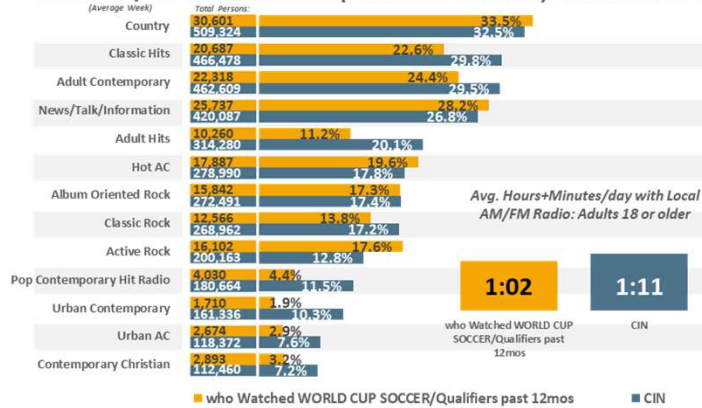
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

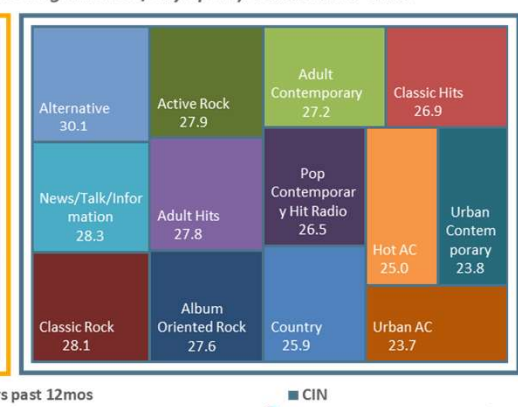
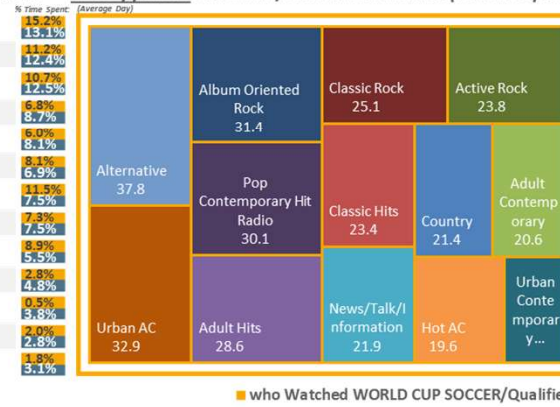
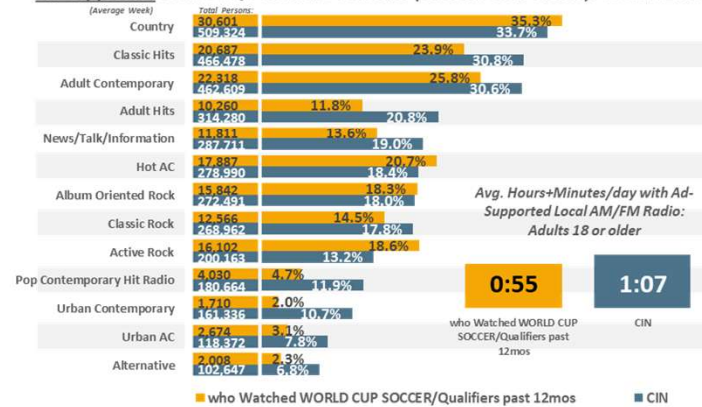


86,599 or 71.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Hot AC, and Active Rock.

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



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

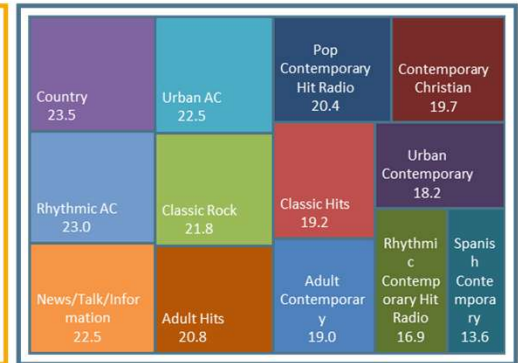
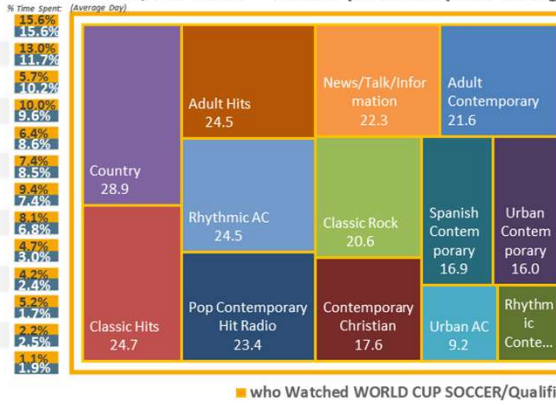
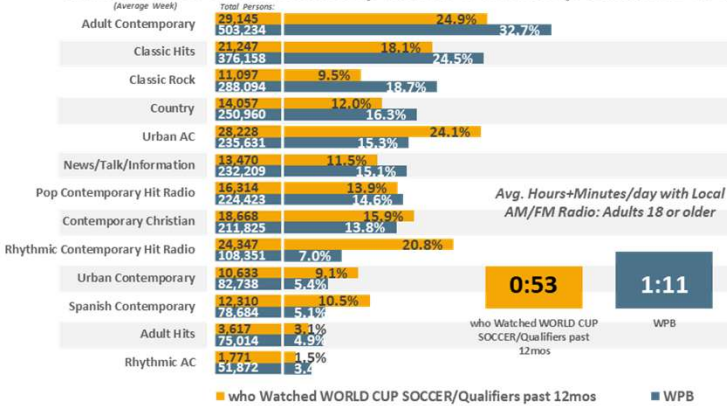




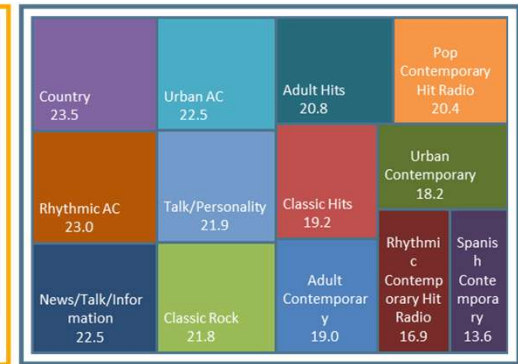
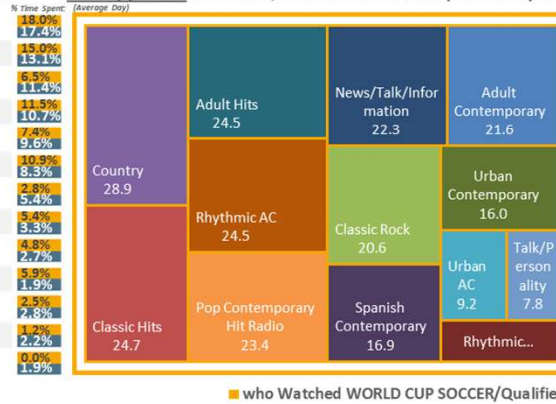
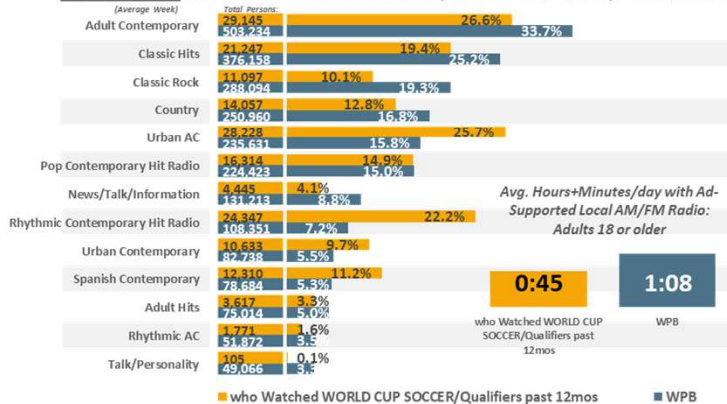


109,731 or 79.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Rhythmic Contemporary Hit Radio, Classic Hits, and Pop Contemporary Hit

**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**

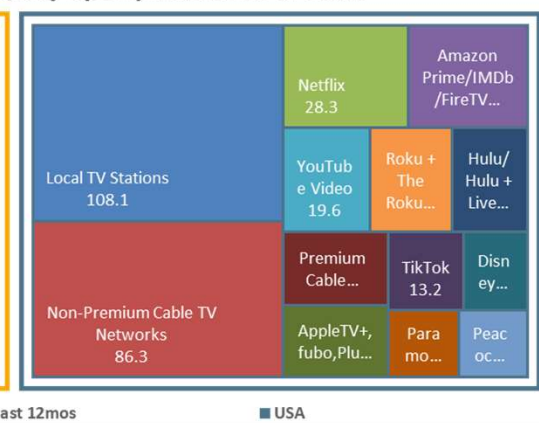
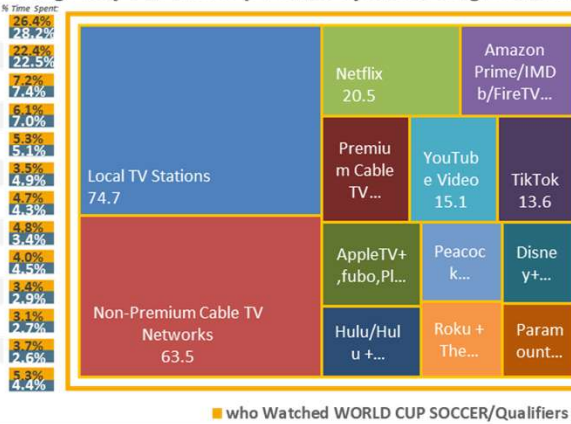
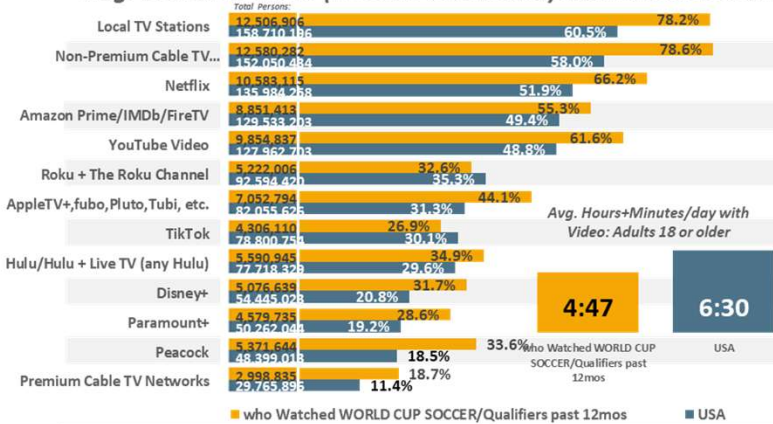




12,222,316 or 76.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 69.2 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

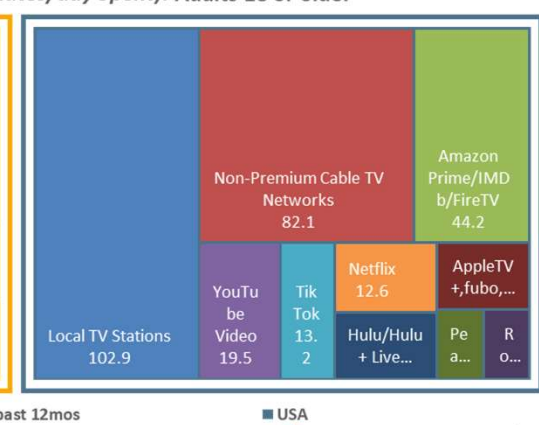
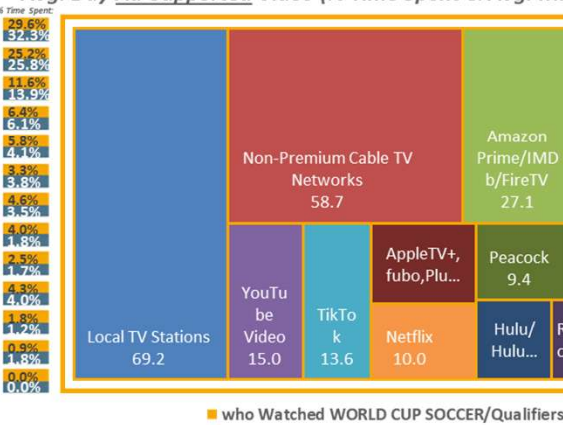
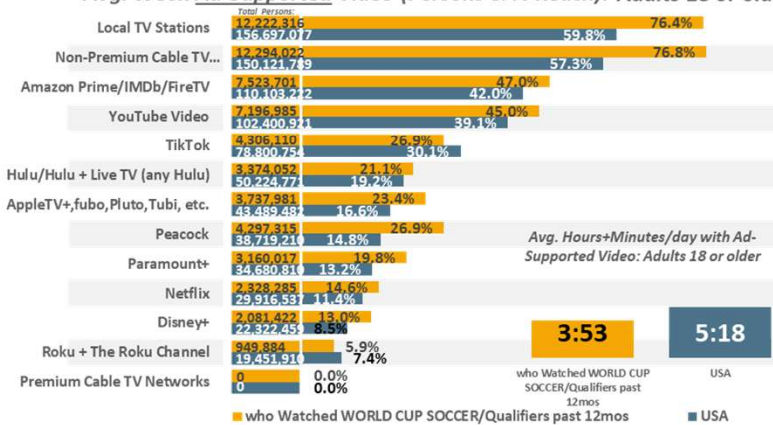
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



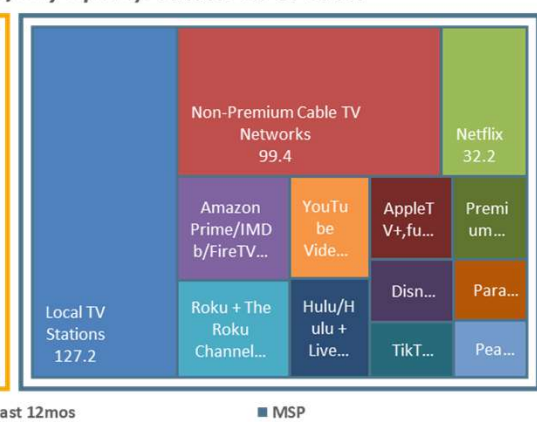
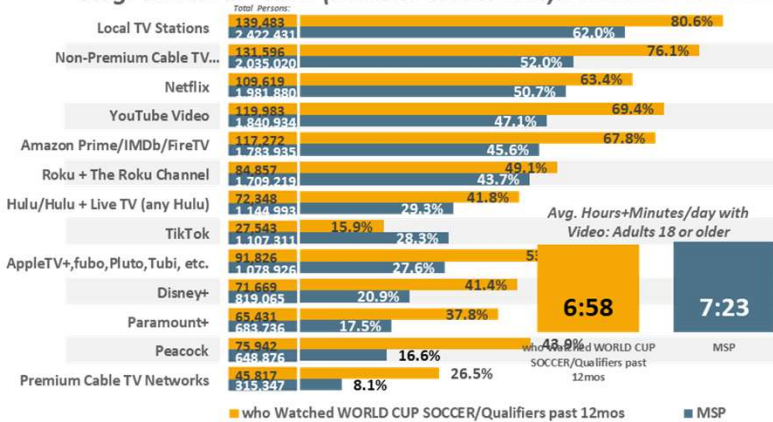




132,259 or 76.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 79.5 minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.

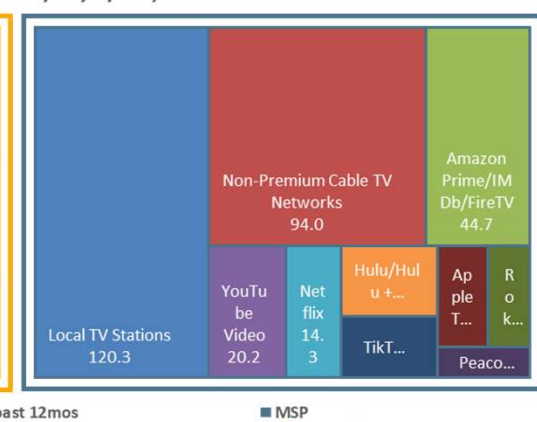
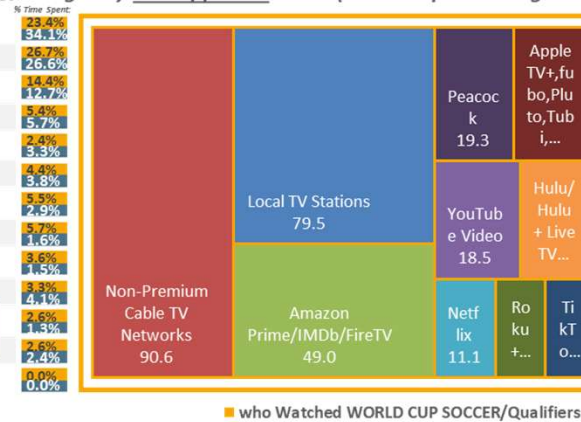
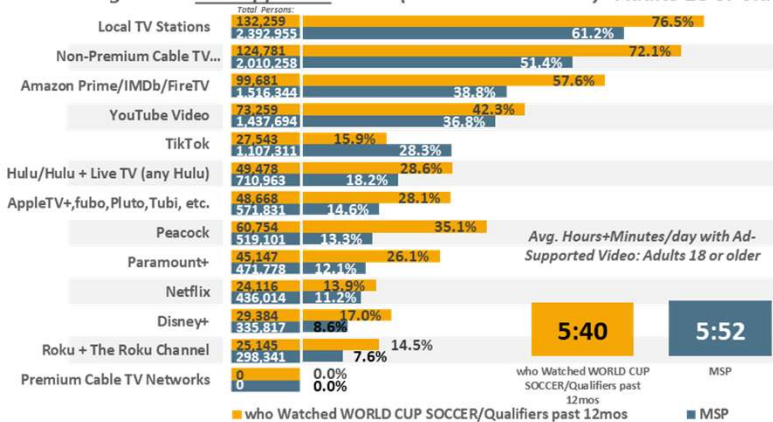
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 70  
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

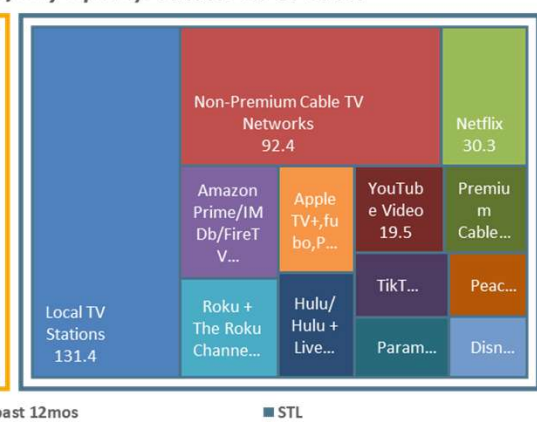
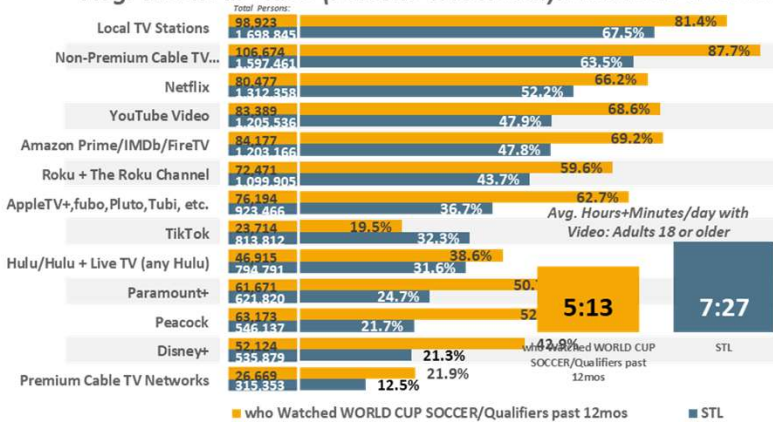




97,229 or 80.% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 87.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

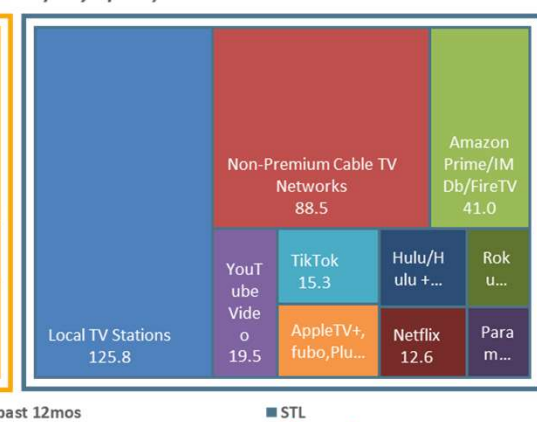
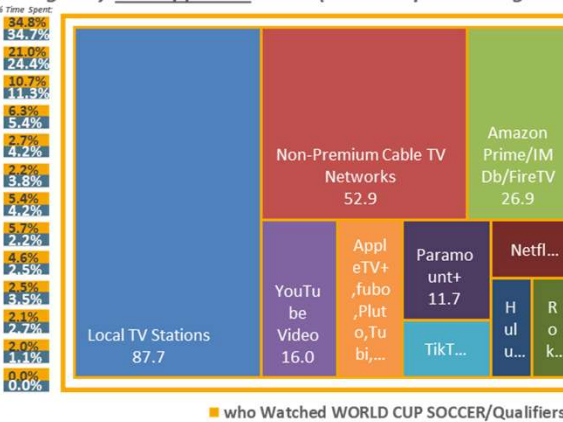
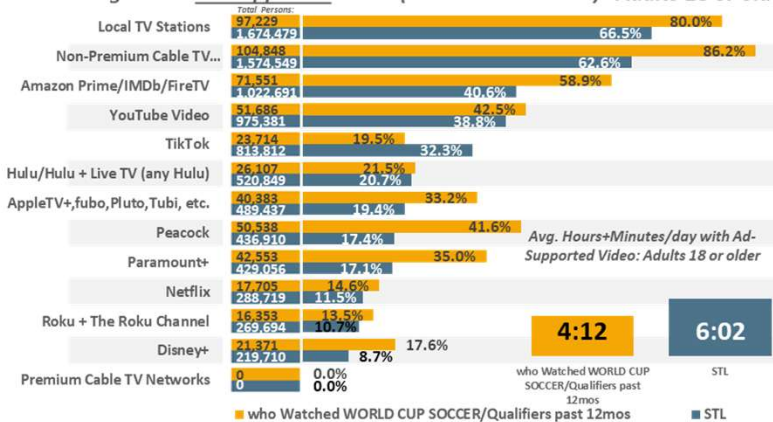
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100  
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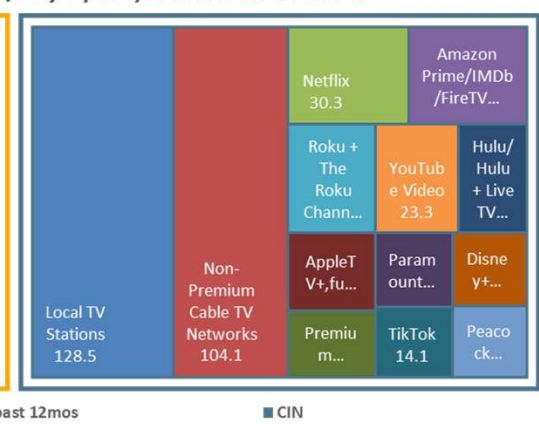
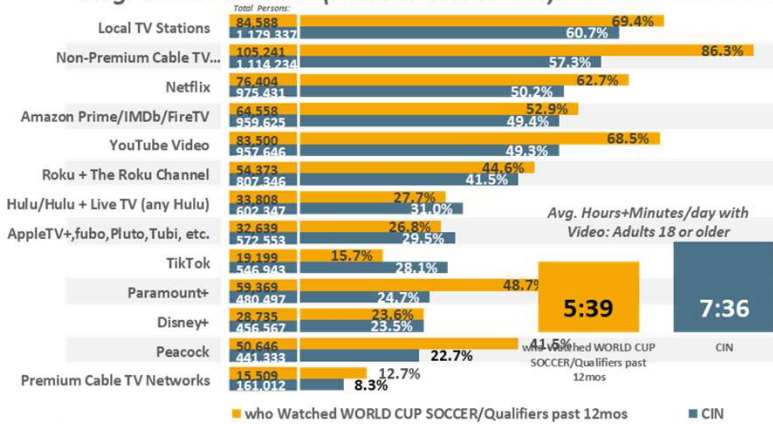
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



83,752 or 68.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 76.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

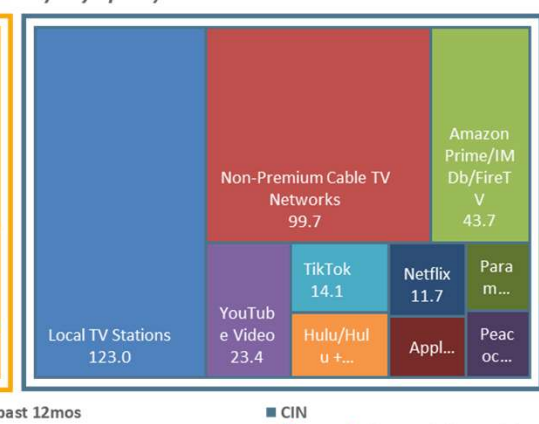
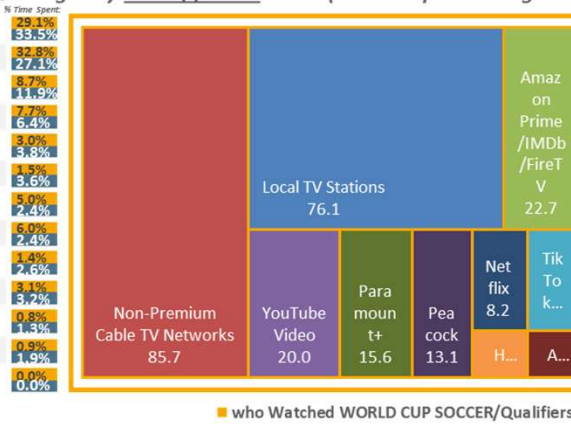
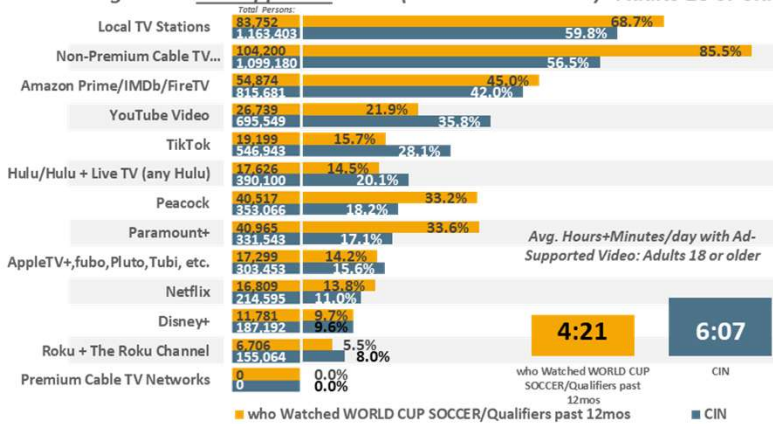
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**



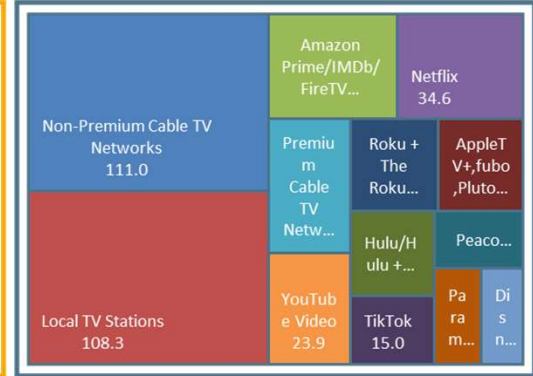
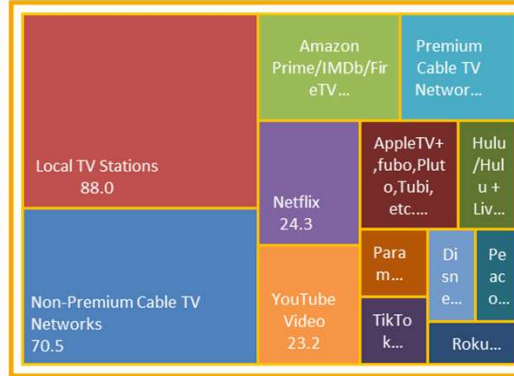
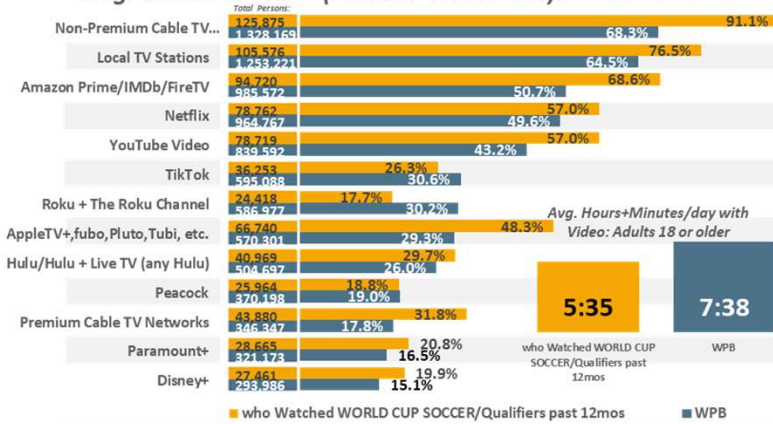




104,390 or 75.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 79.5 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

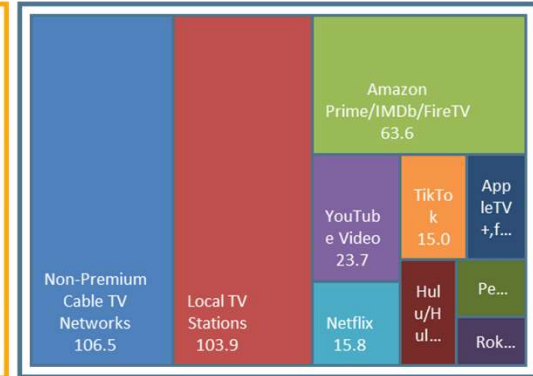
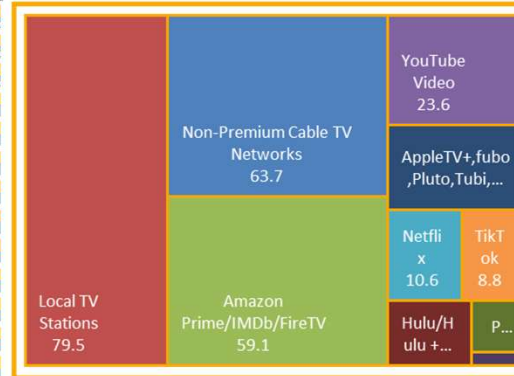
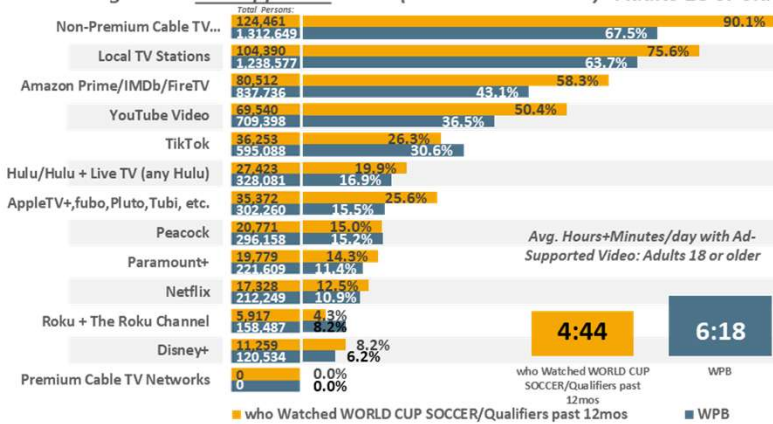
**Avg. Week All Video (Persons & % Reach): Adults 18 or older**

**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**

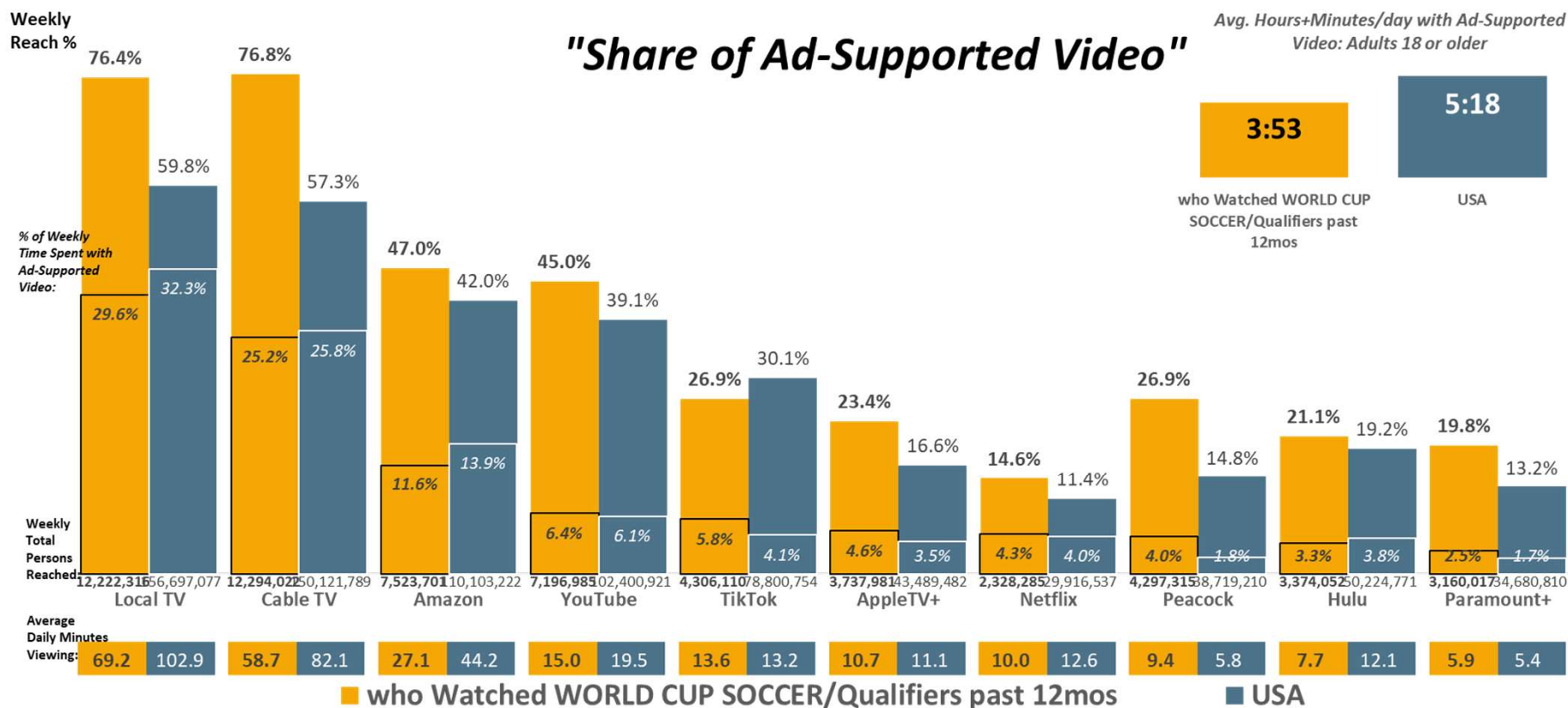






12,222,316 or 76.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 69.2 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

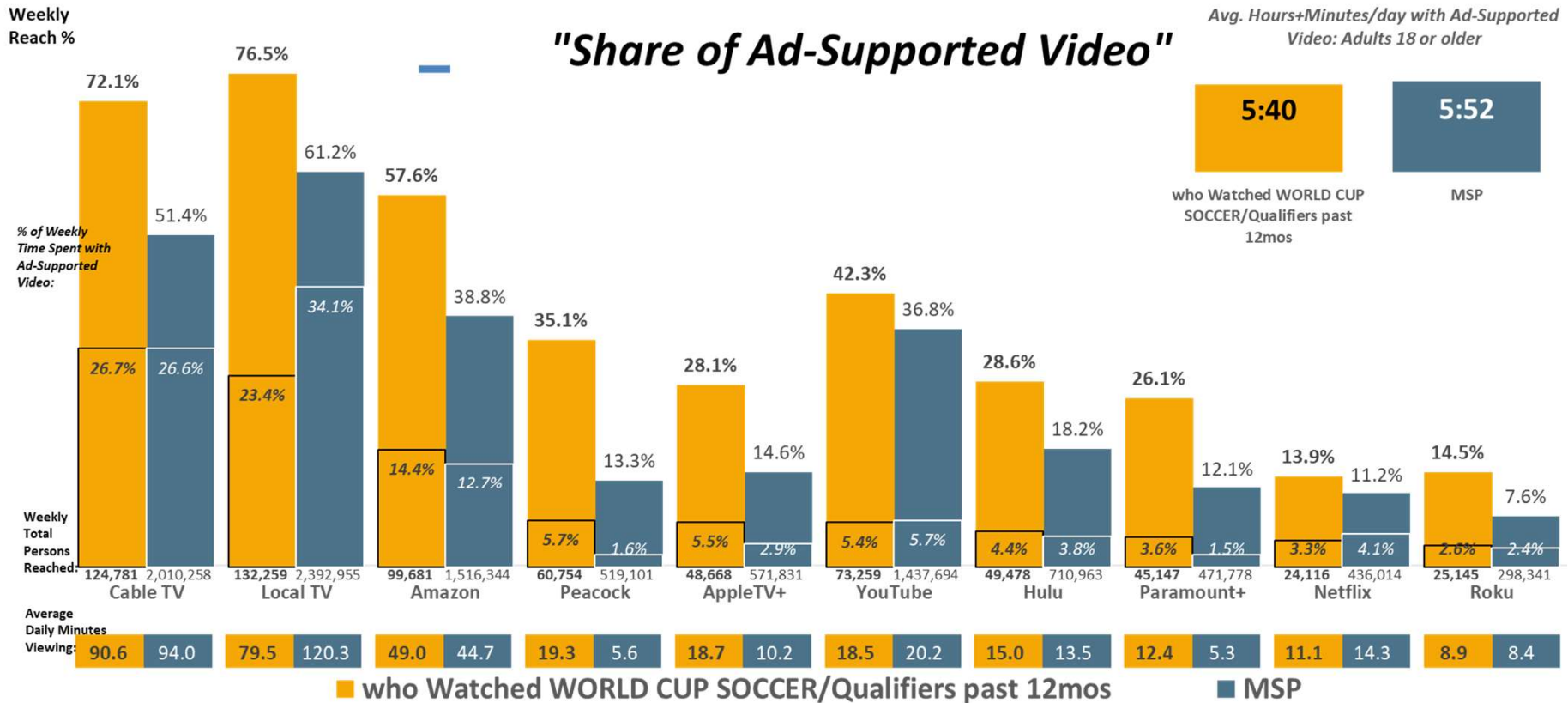
## "Share of Ad-Supported Video"





132,259 or 76.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 79.5 minutes every day representing 23.4% of all time spent daily with Ad-Supported Video.

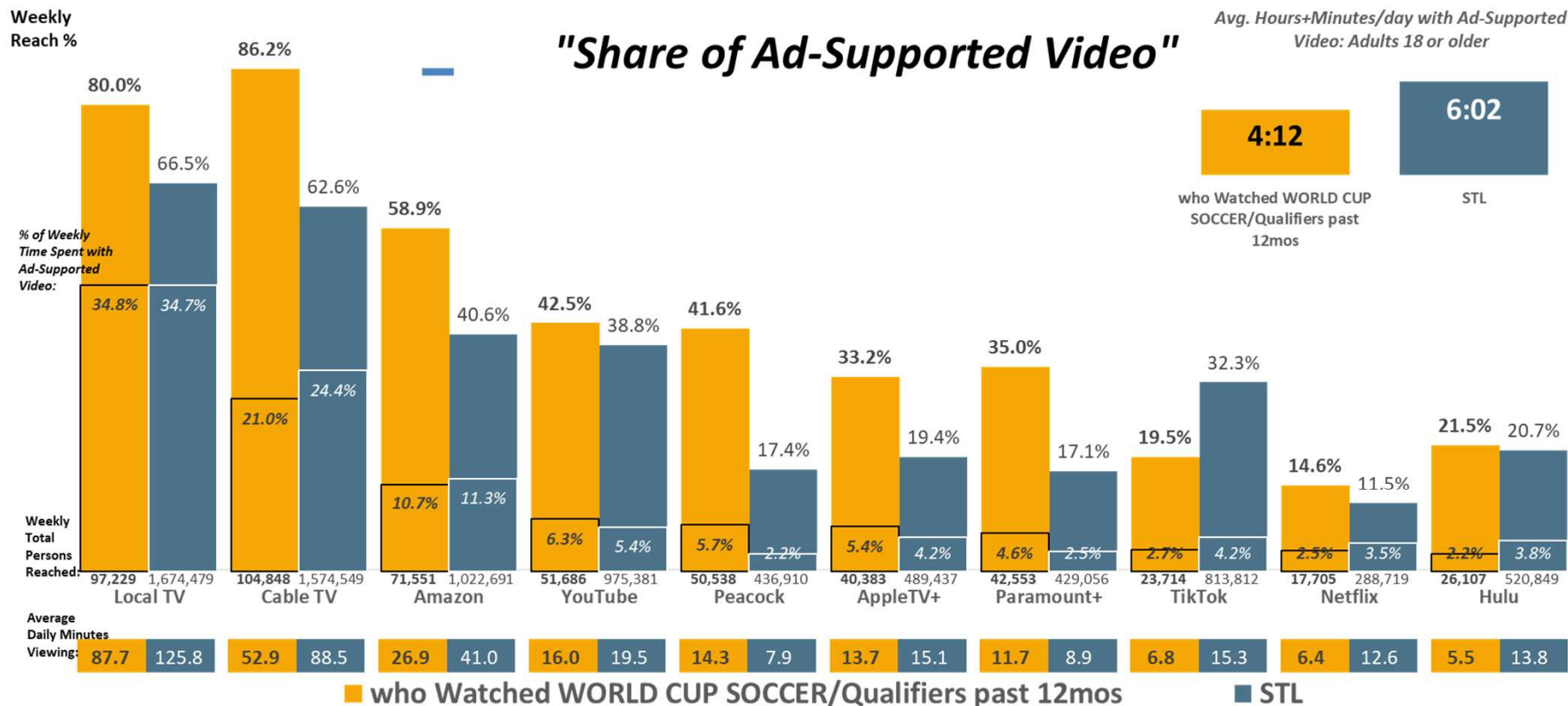
## "Share of Ad-Supported Video"





97,229 or 80.0% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 87.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

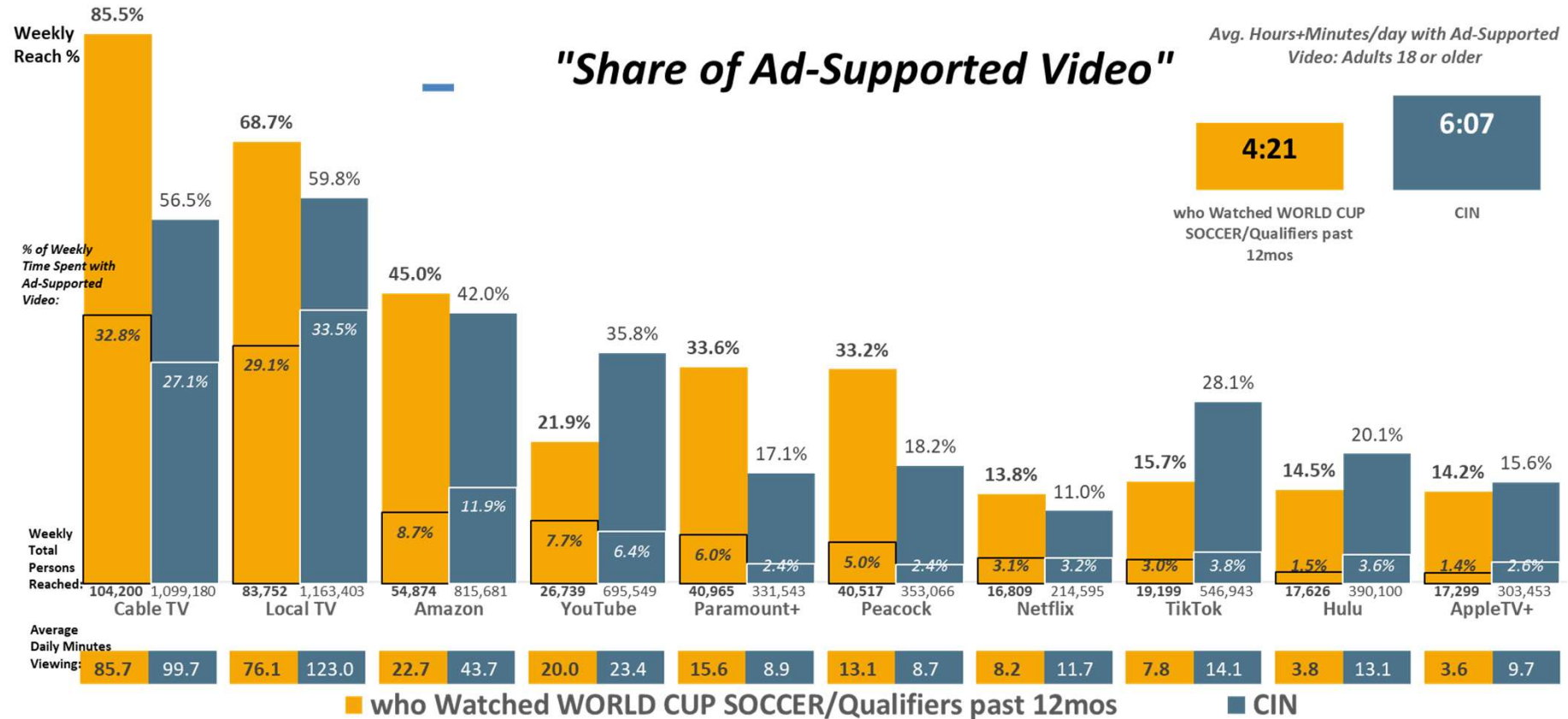






83,752 or 68.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 76.1 minutes every day representing 29.1% of all time spent daily with Ad-Supported Video.

# "Share of Ad-Supported Video"



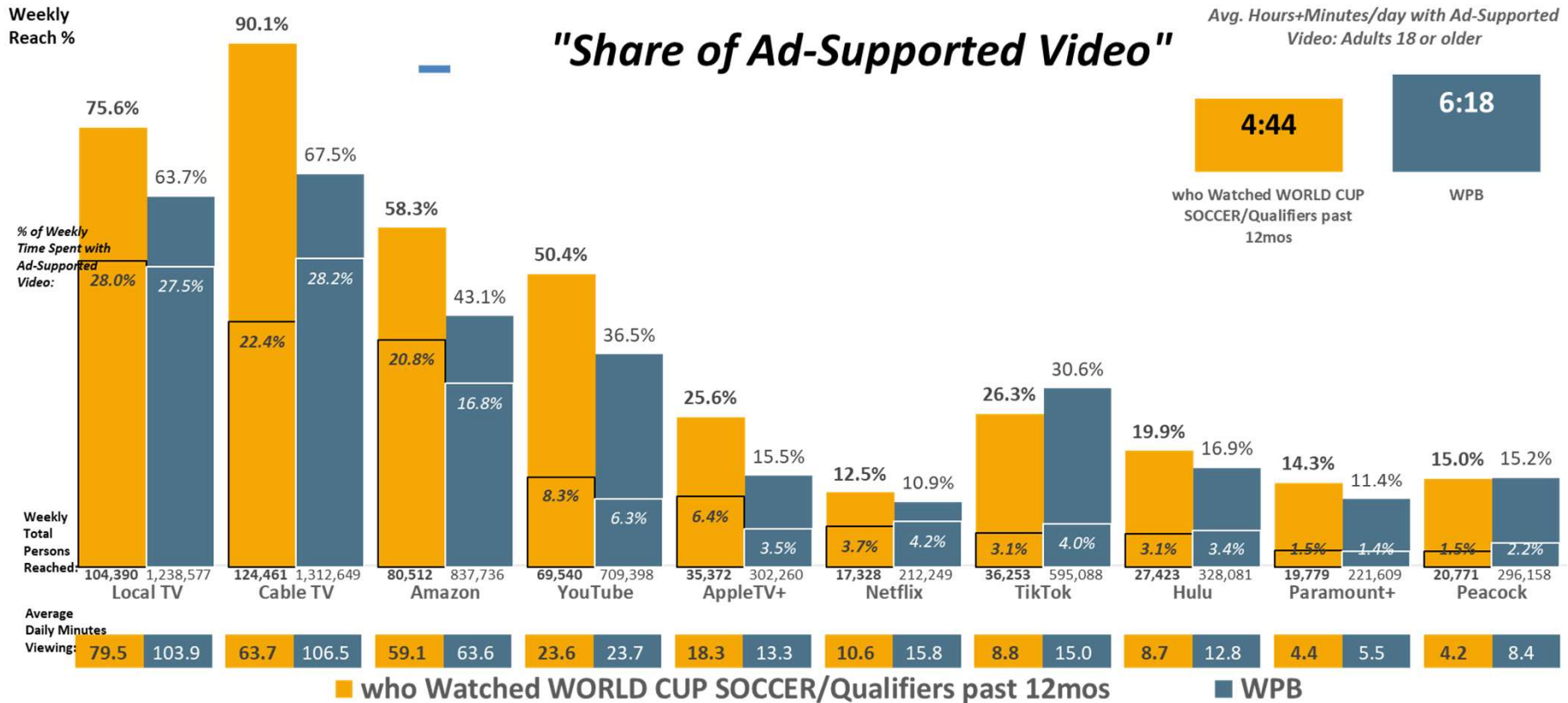
Avg. Hours+Minutes/day with Ad-Supported Video: Adults 18 or older





104,390 or 75.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations for an average of 79.5 minutes every day representing 28.0% of all time spent daily with Ad-Supported Video.

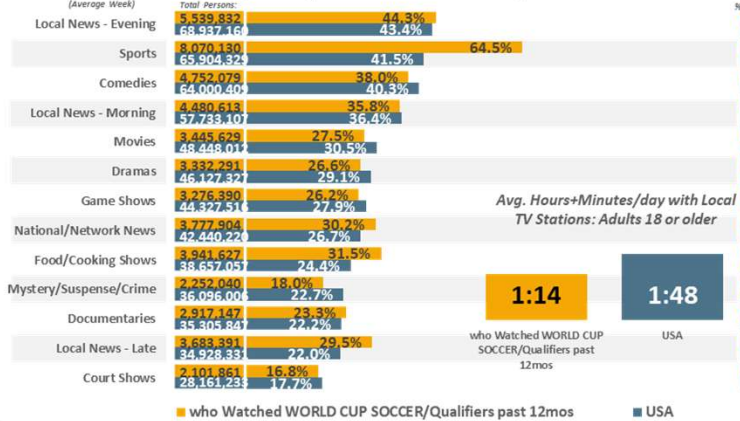
## "Share of Ad-Supported Video"



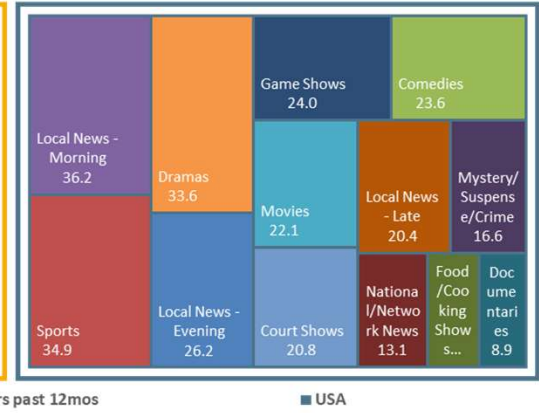
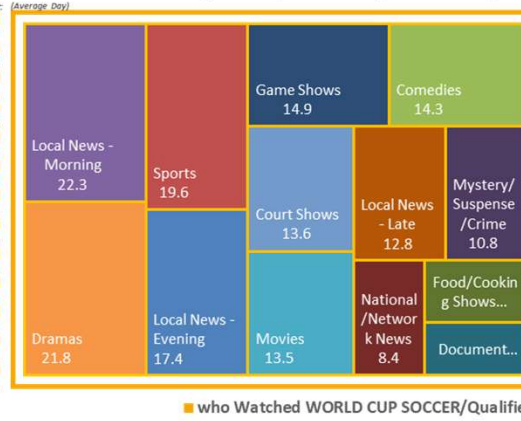


12,222,316 or 76.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Local News - Late, and Movies.

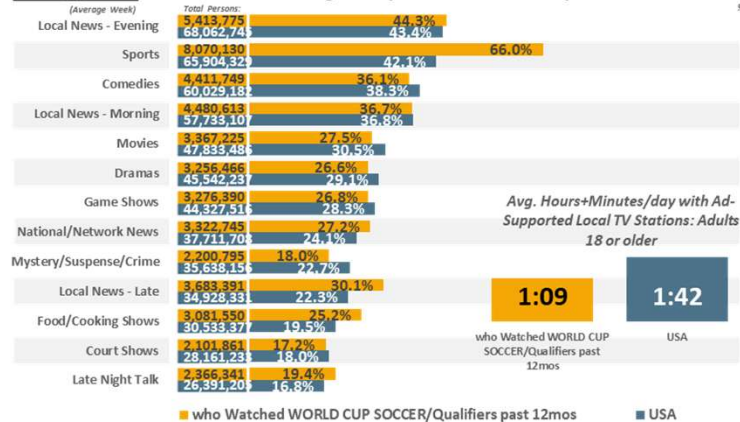
Local TV Station Programs (Persons & % Reach): Adults 18 or older



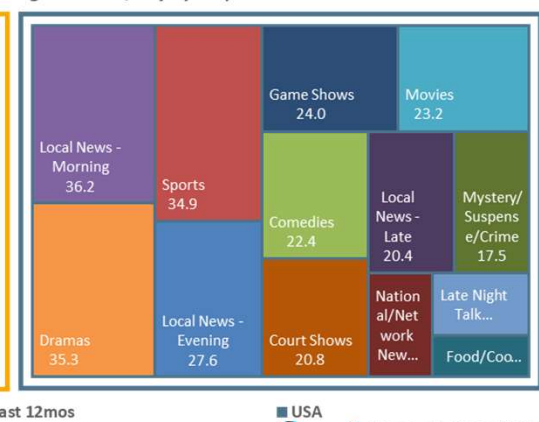
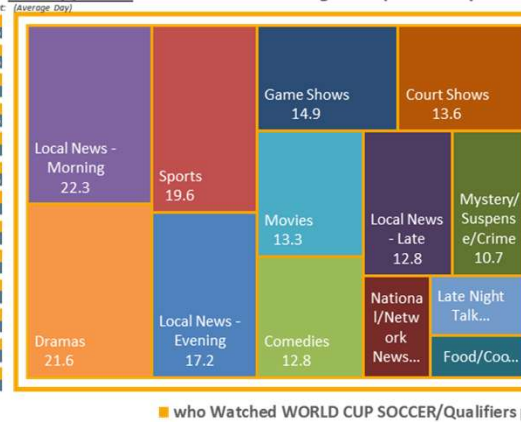
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494  
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

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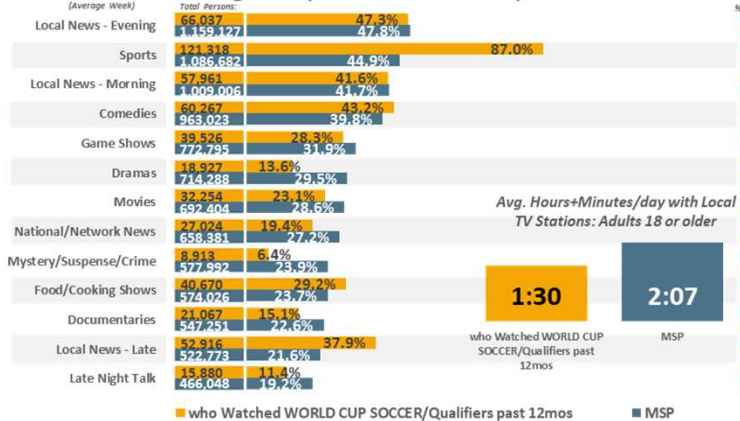
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



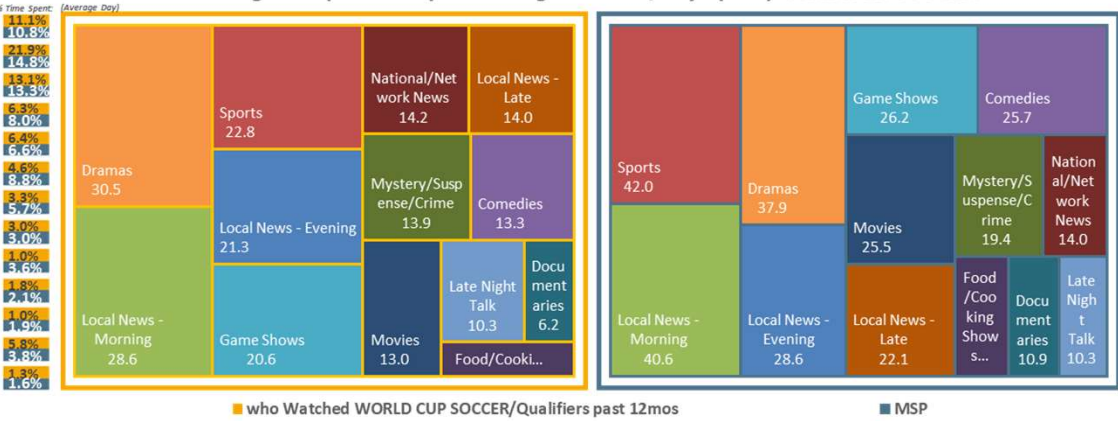


132,259 or 76.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Local News - Late, and Game Shows.

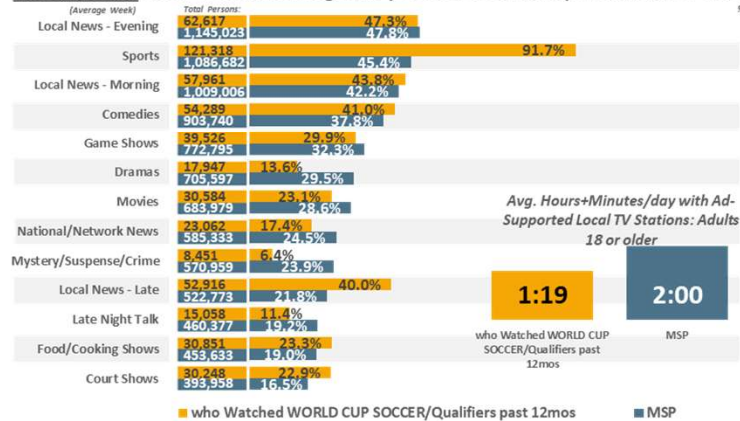
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



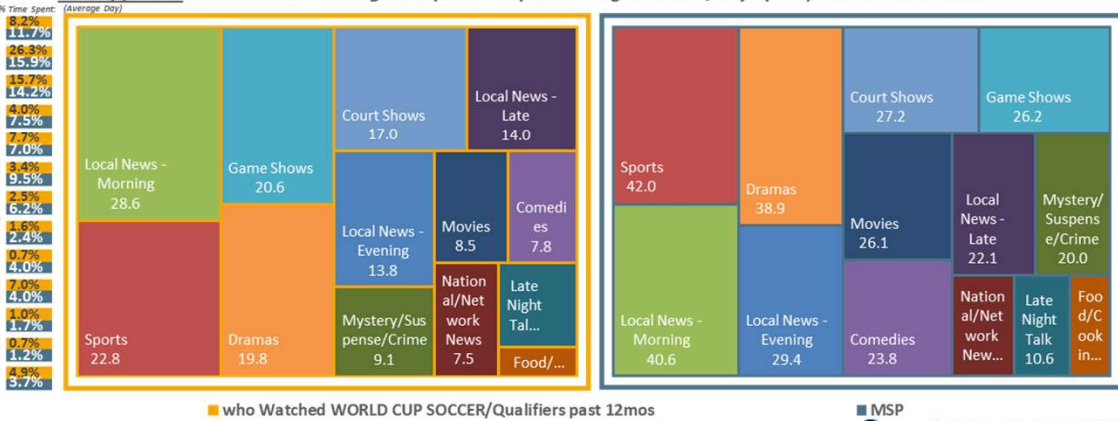
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 70  
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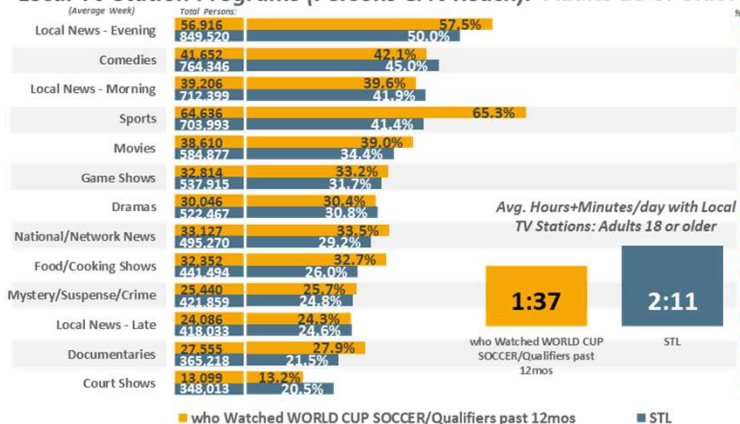
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

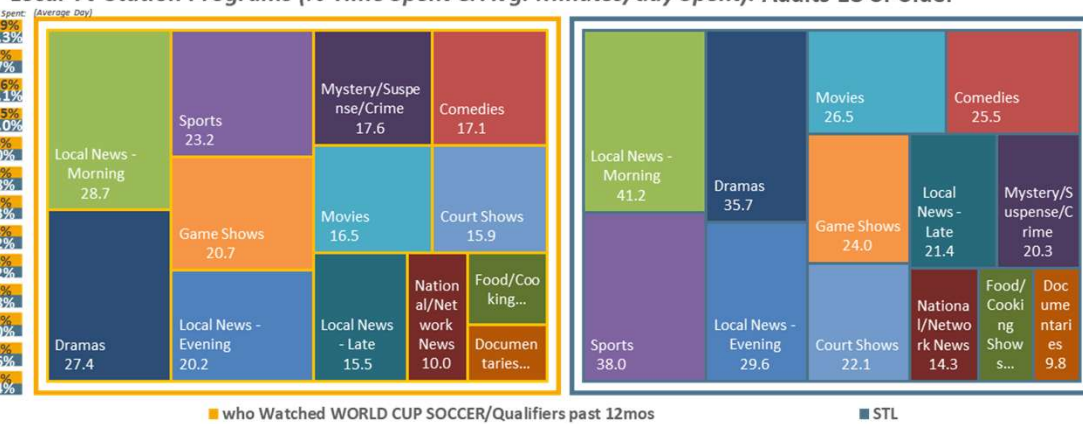


97,229 or 80.% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

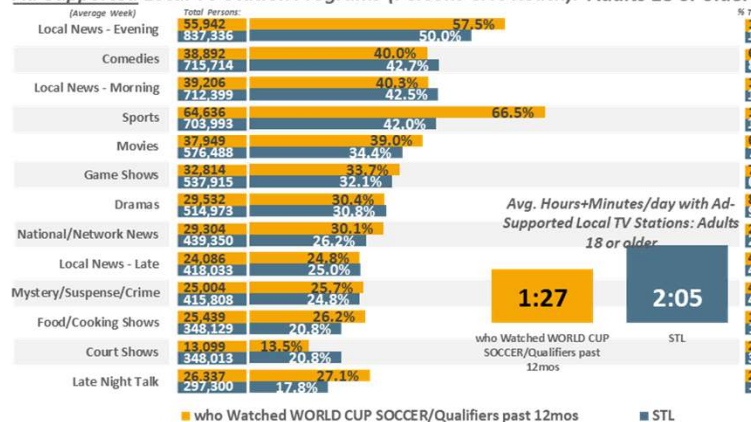
### Local TV Station Programs (Persons & % Reach): Adults 18 or older



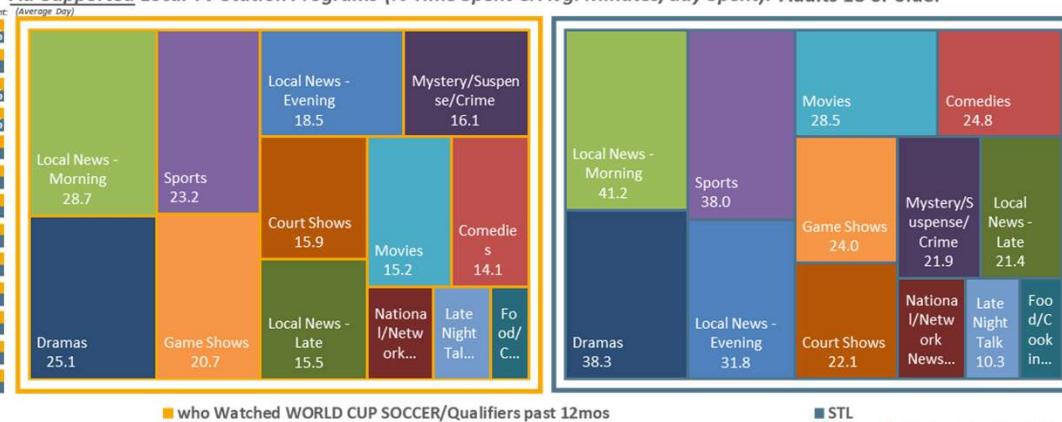
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100  
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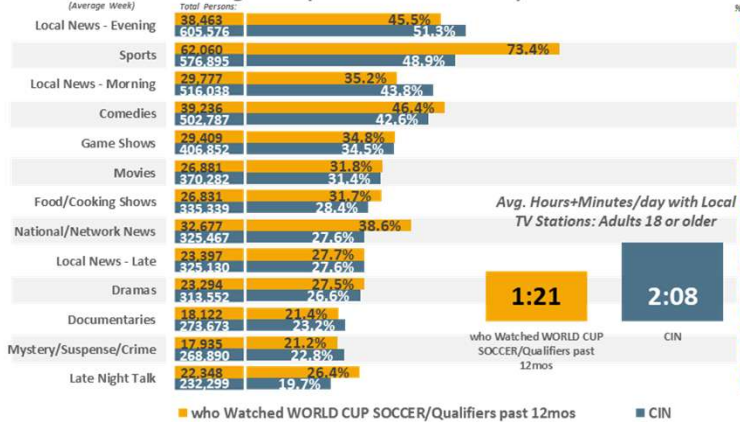
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



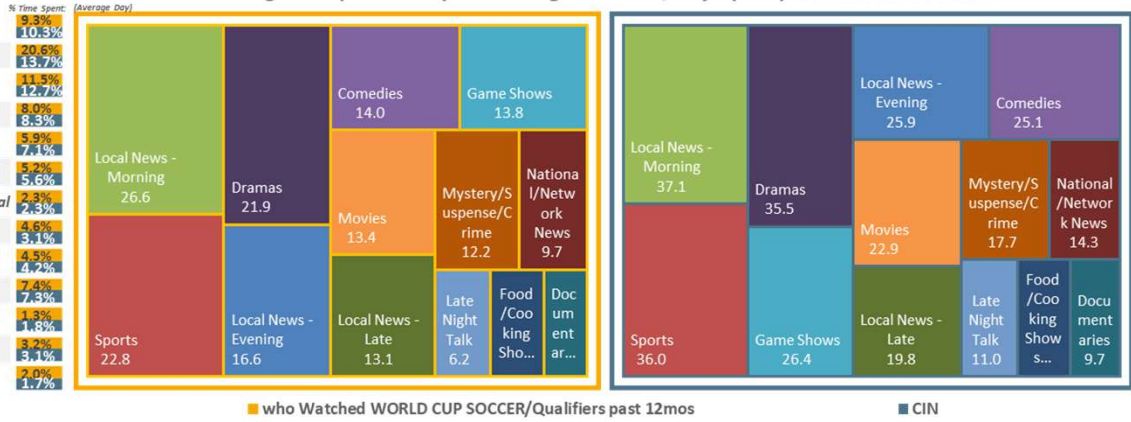


83,752 or 68.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and National/Network News.

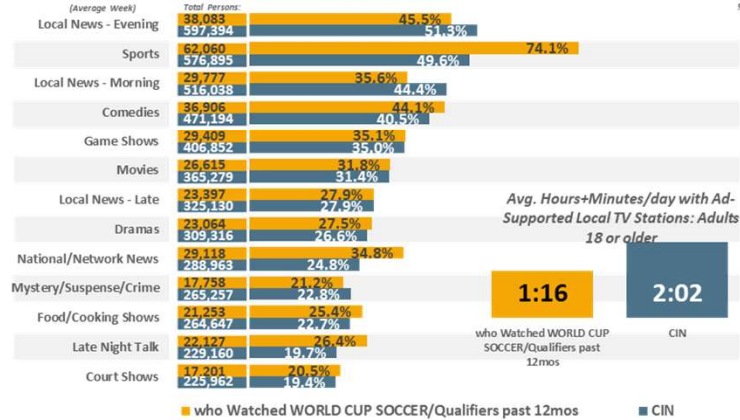
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



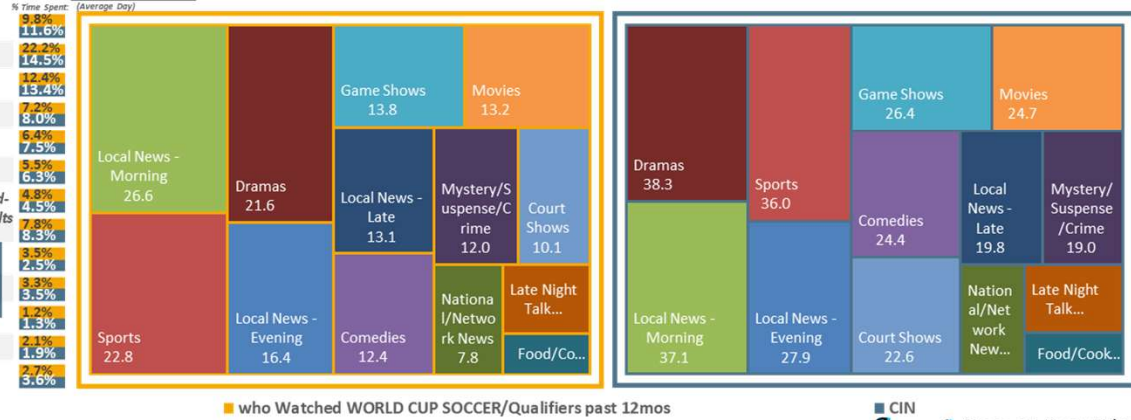
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**





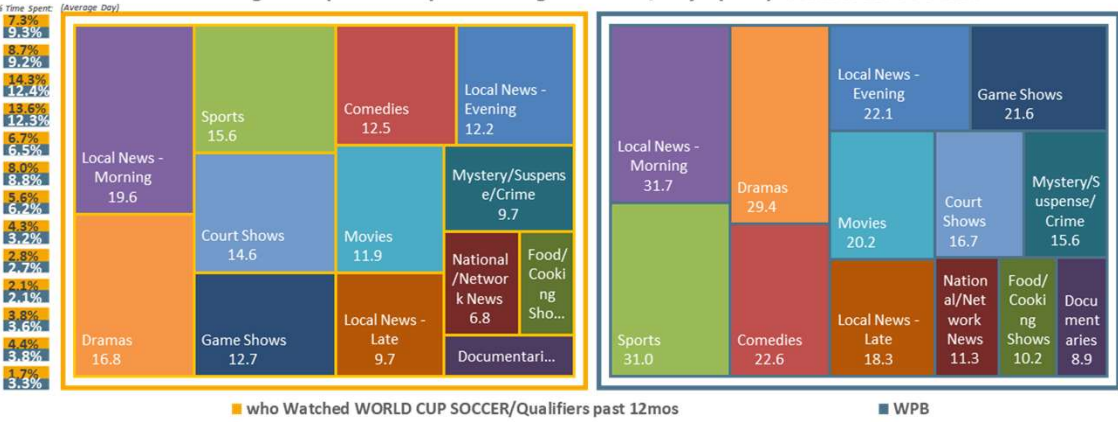


104,390 or 75.6% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Evening, National/Network News, and Movies.

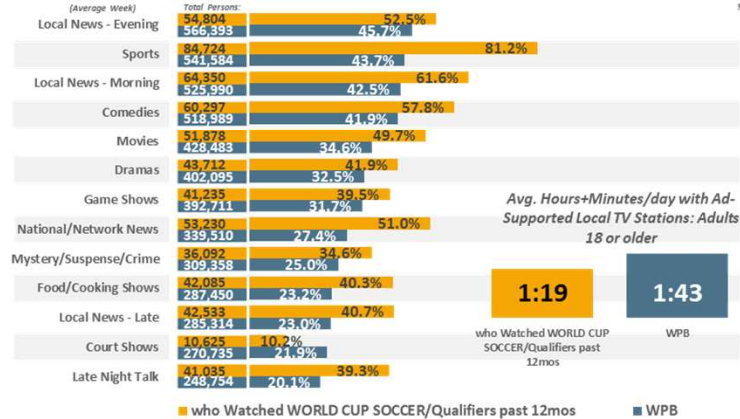
**Local TV Station Programs (Persons & % Reach): Adults 18 or older**



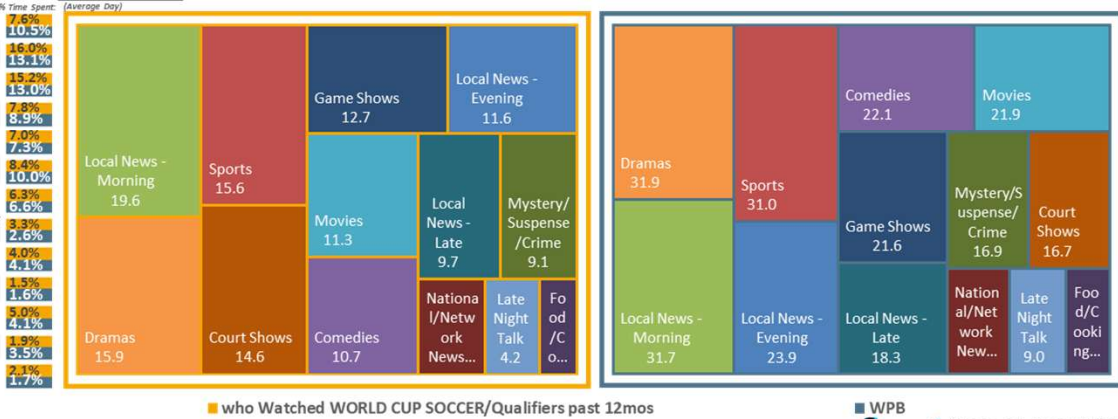
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



**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**

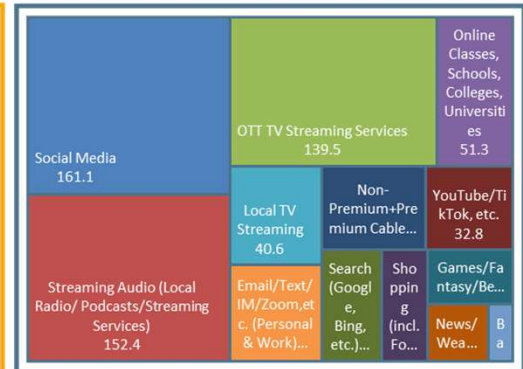
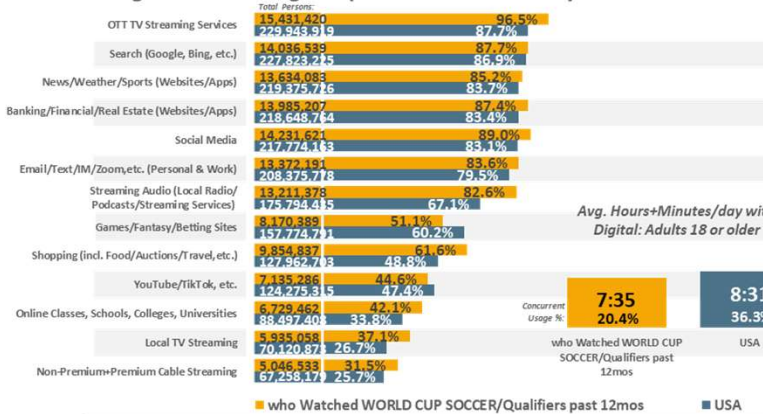




12,528,934 or 78.3% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Social Media for an average of 150.2 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

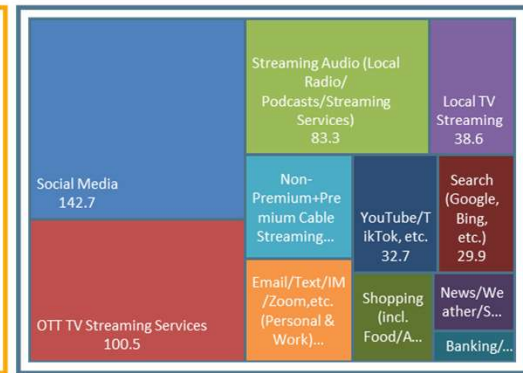
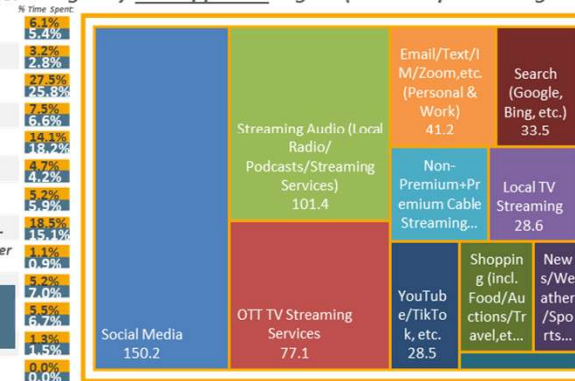
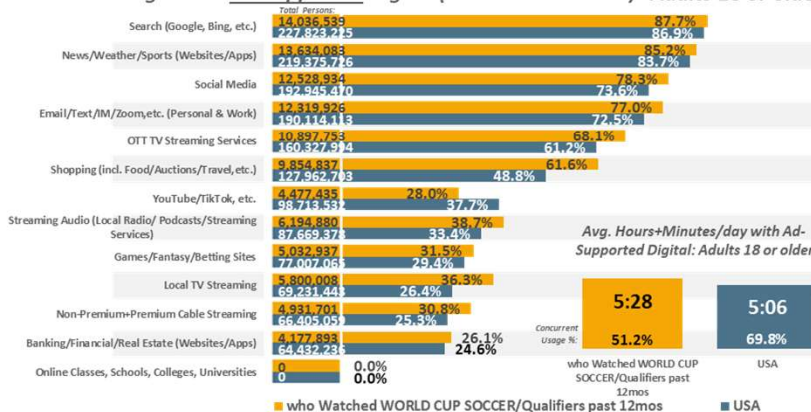
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494  
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

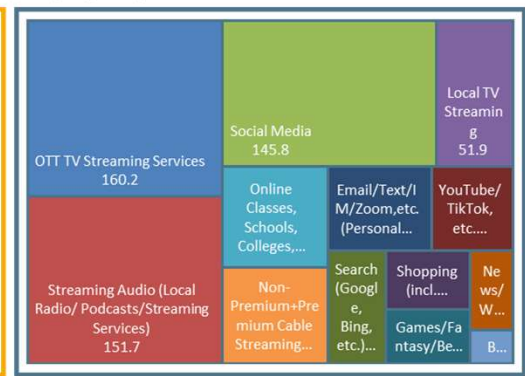
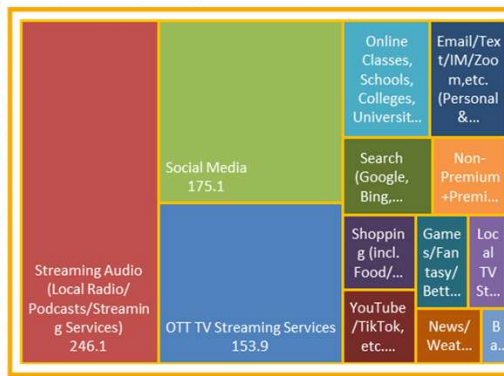
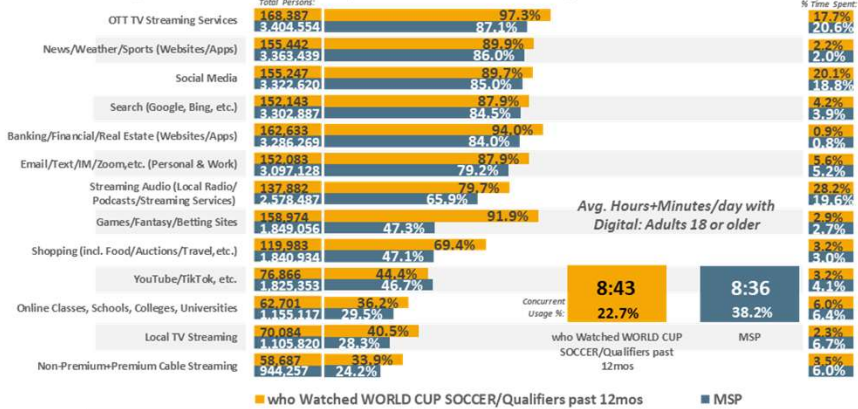




132,787 or 76.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Social Media for an average of 149.7 minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

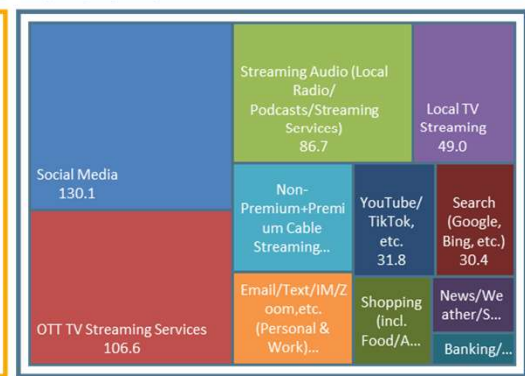
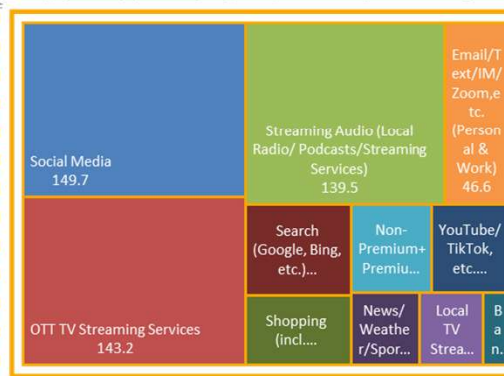
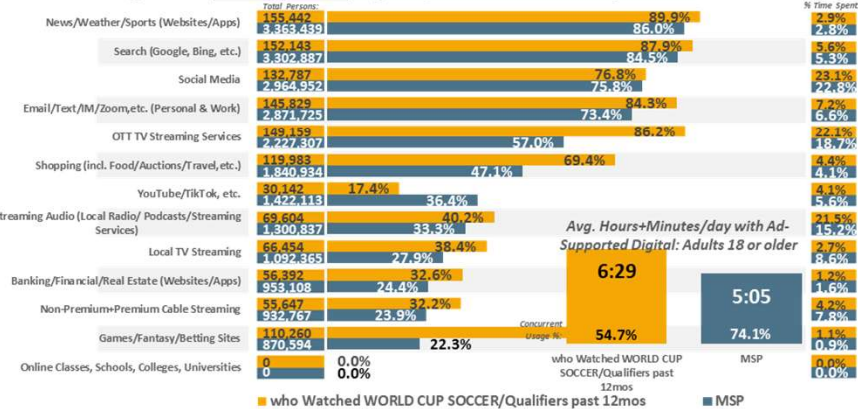
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



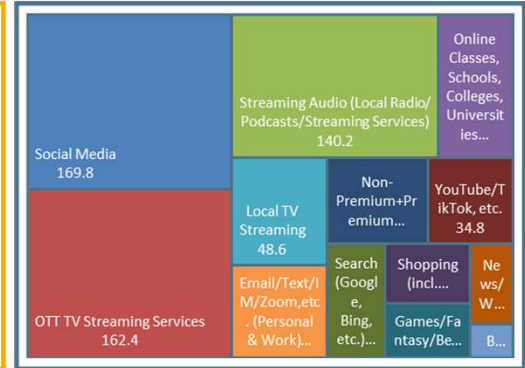
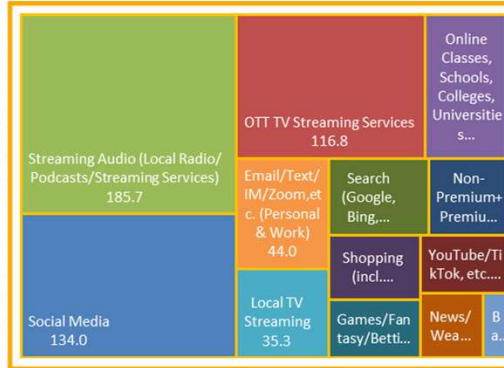
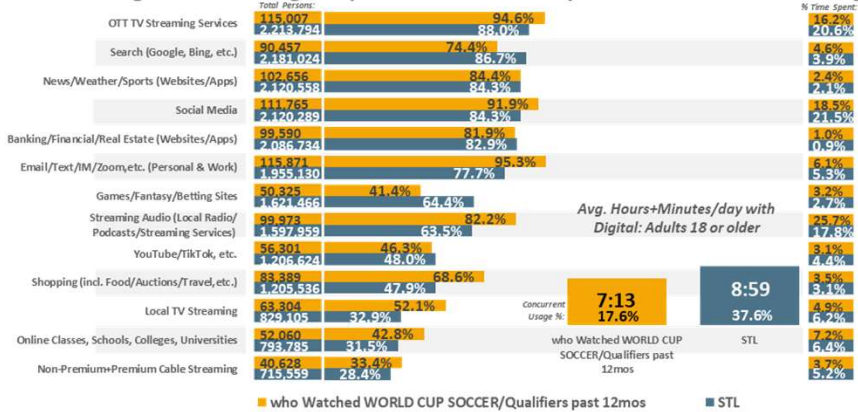




95,109 or 78.2% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Social Media for an average of 114. minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

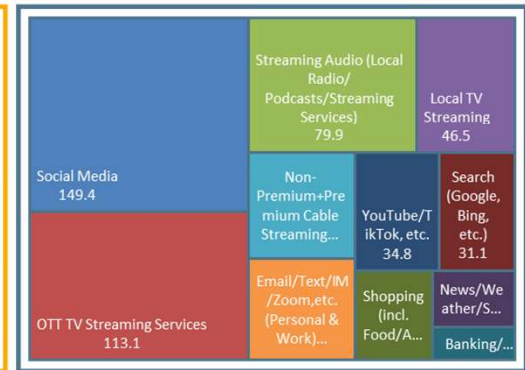
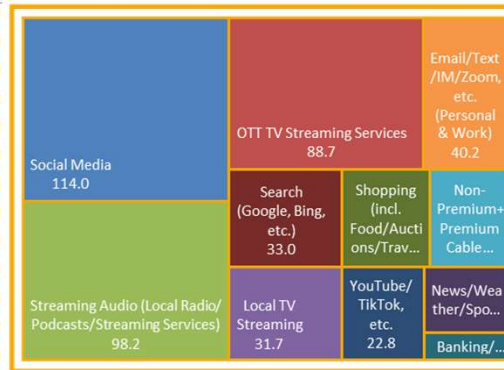
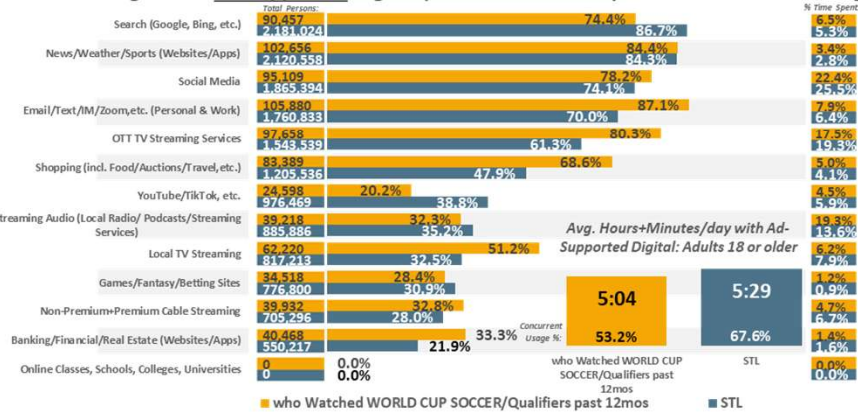
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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

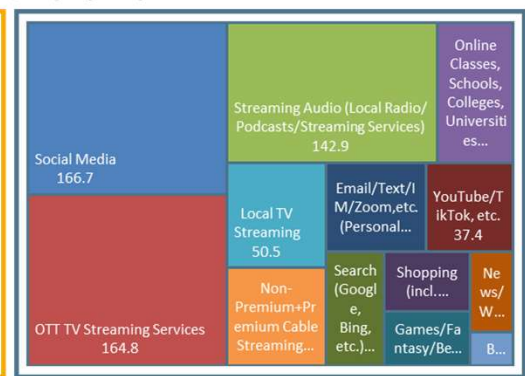
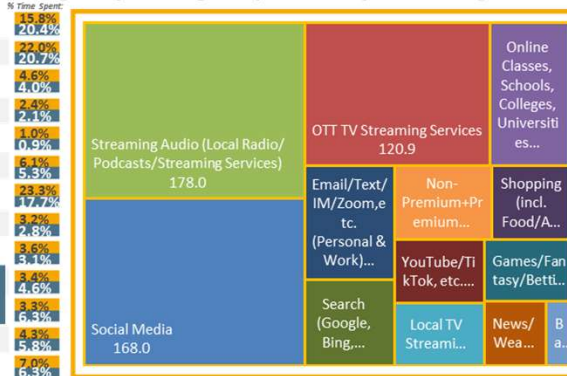
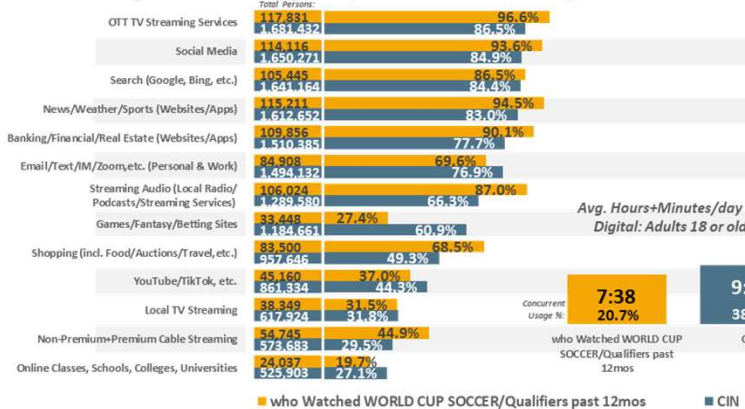




101,712 or 83.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Social Media for an average of 149.7 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

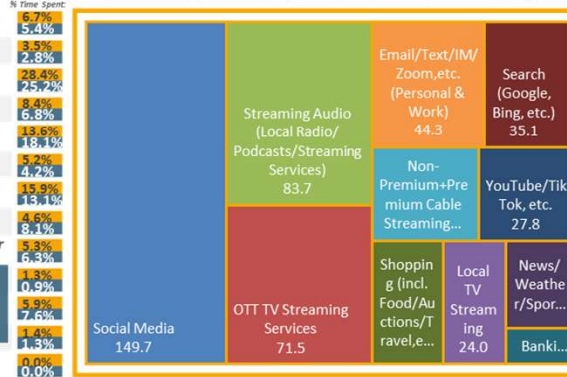
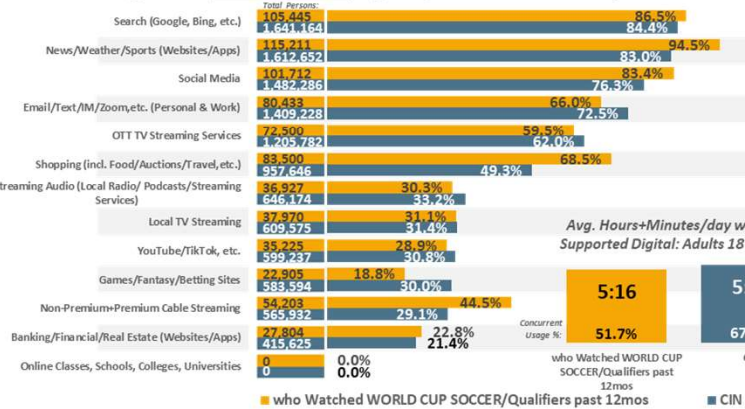
### Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



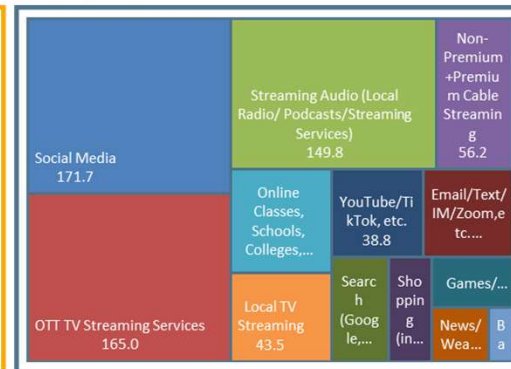
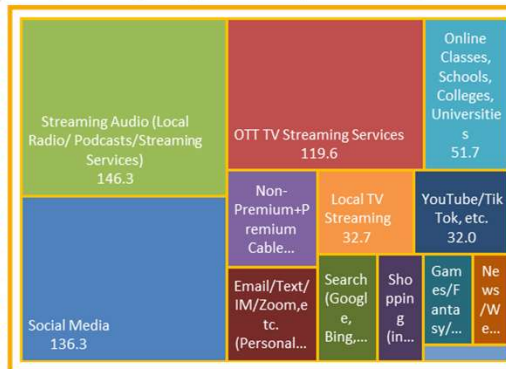
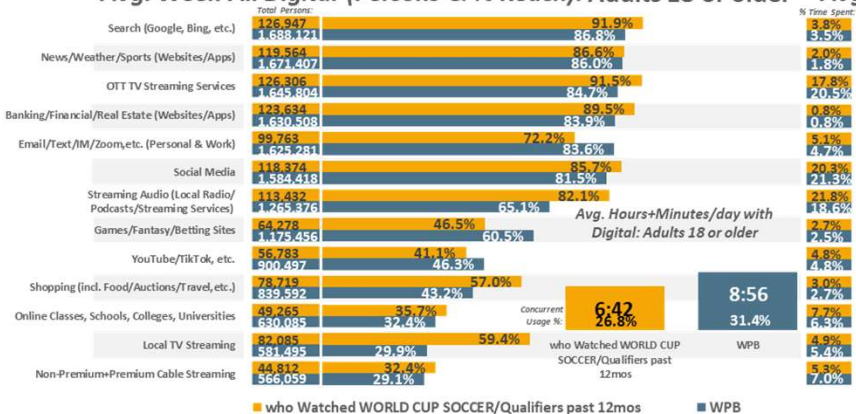




110,218 or 79.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Social Media for an average of 126.9 minutes every day representing 24.3% of all time spent daily with Ad-Supported Digital Media.

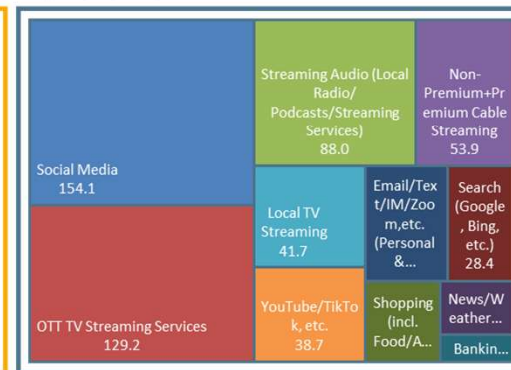
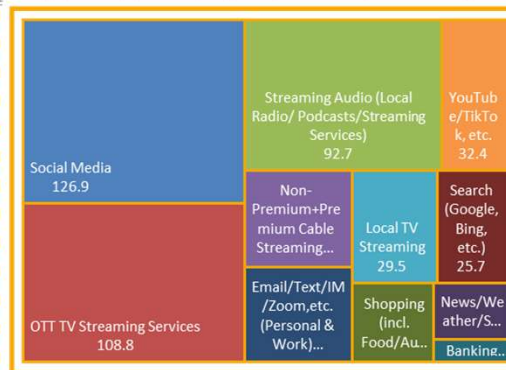
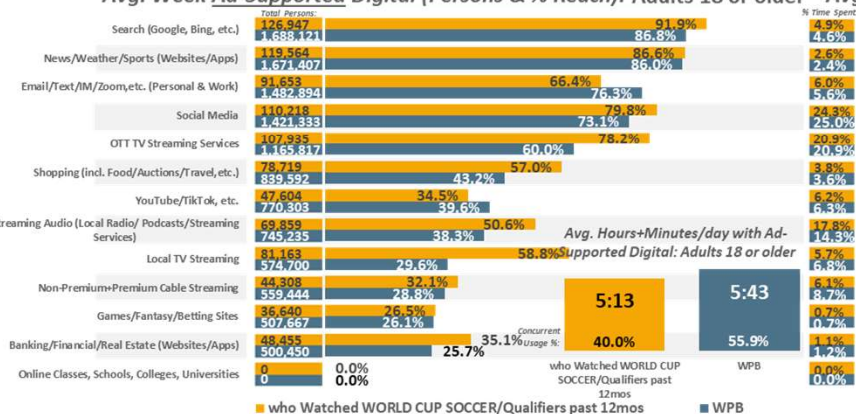
**Avg. Week All Digital (Persons & % Reach): Adults 18 or older**

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 156  
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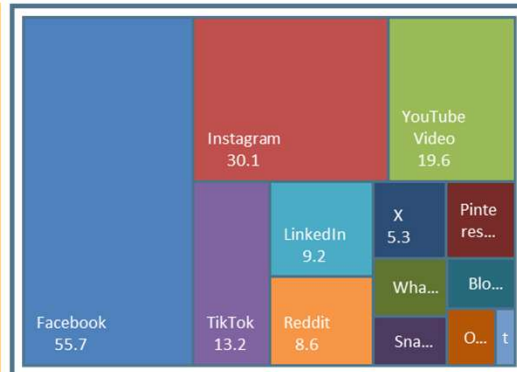
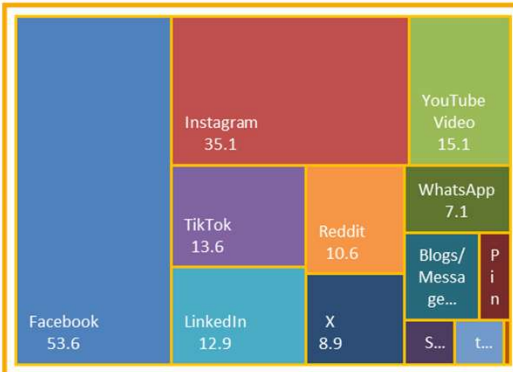
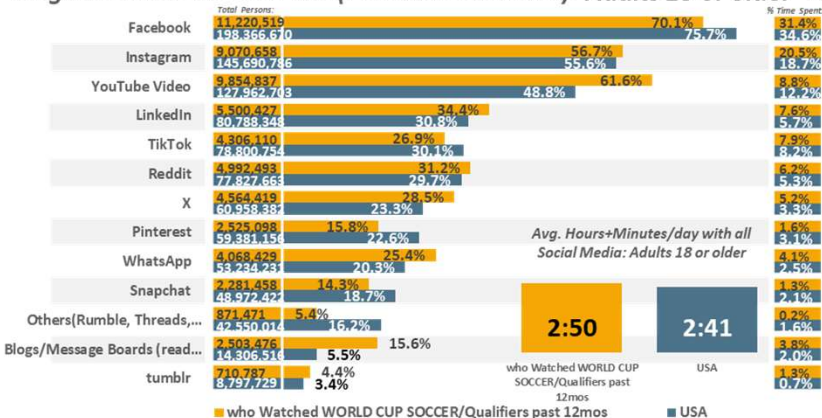
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



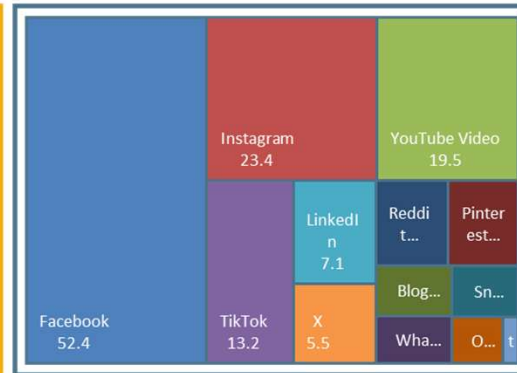
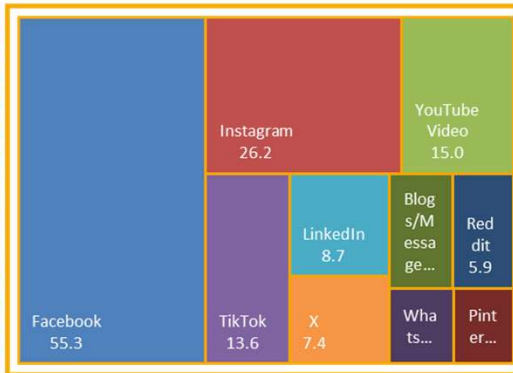
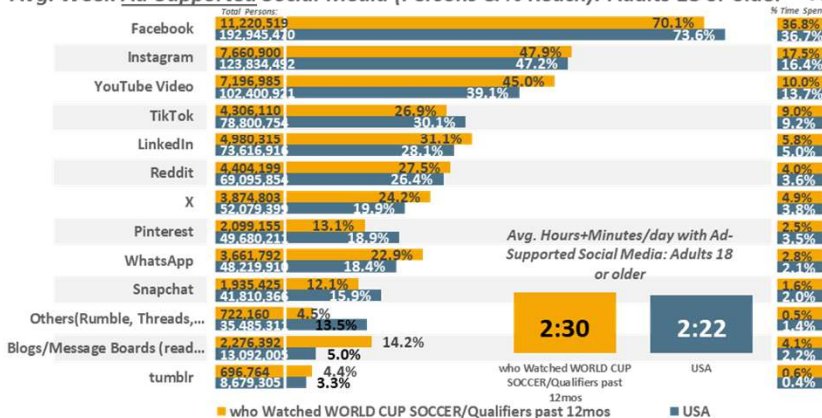


11,220,519 or 70.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 55.3 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

**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**



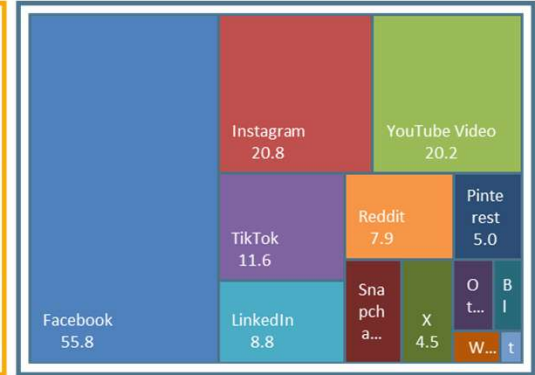
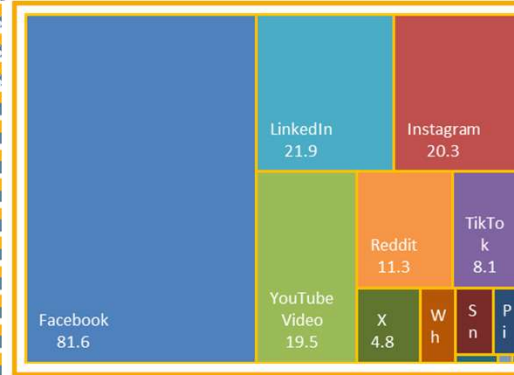
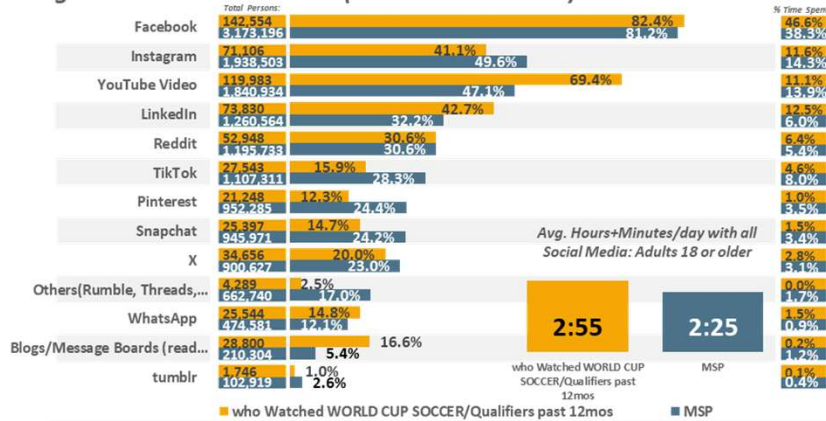
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



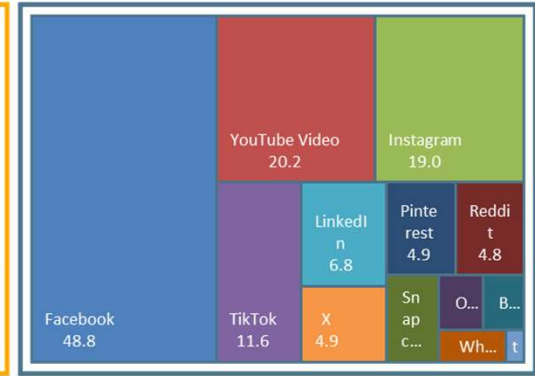
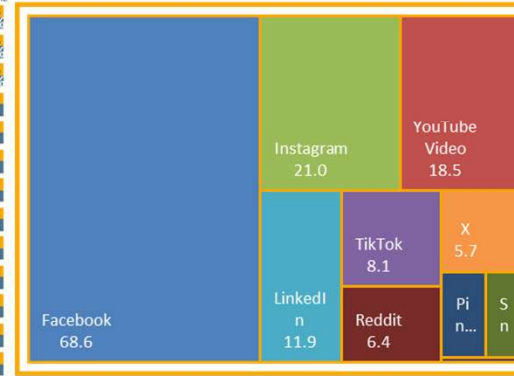
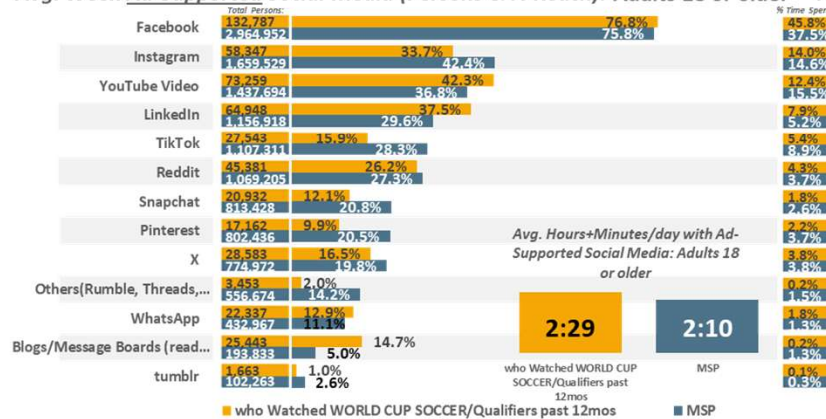


132,787 or 76.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 68.6 minutes every day representing 45.8% of all time spent daily with Ad-Supported Social Media.

**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**



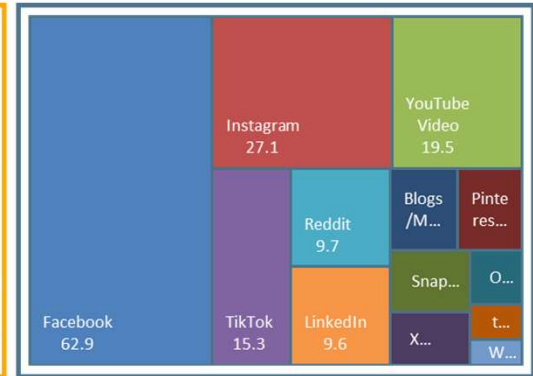
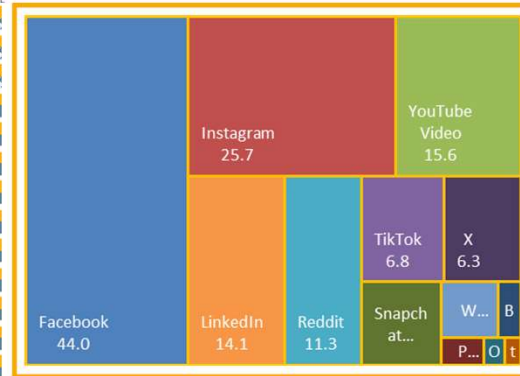
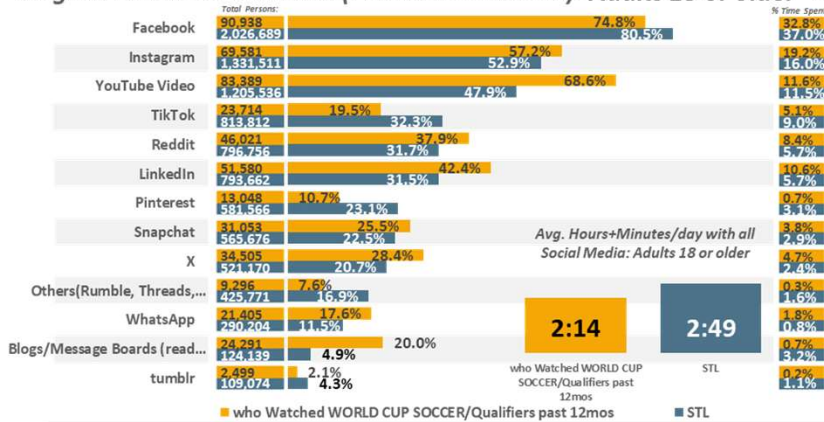
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



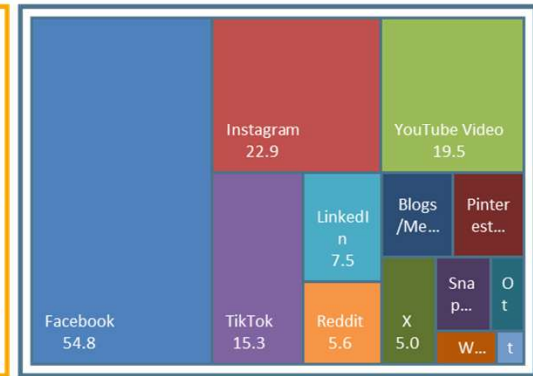
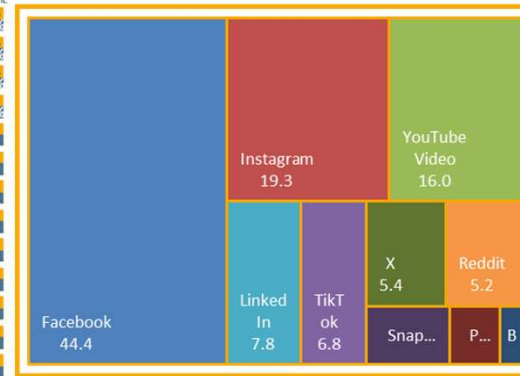
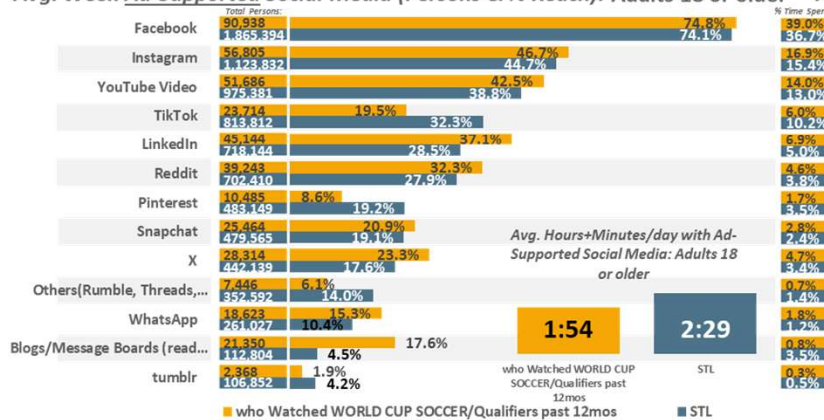


90,938 or 74.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 44.4 minutes every day representing 39.0% of all time spent daily with Ad-Supported Social Media.

**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**

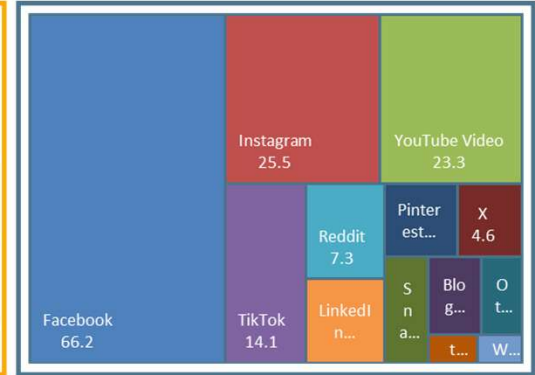
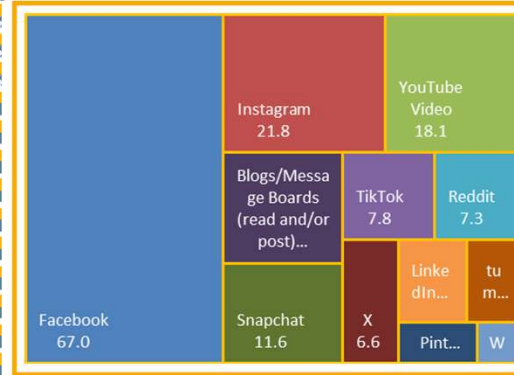
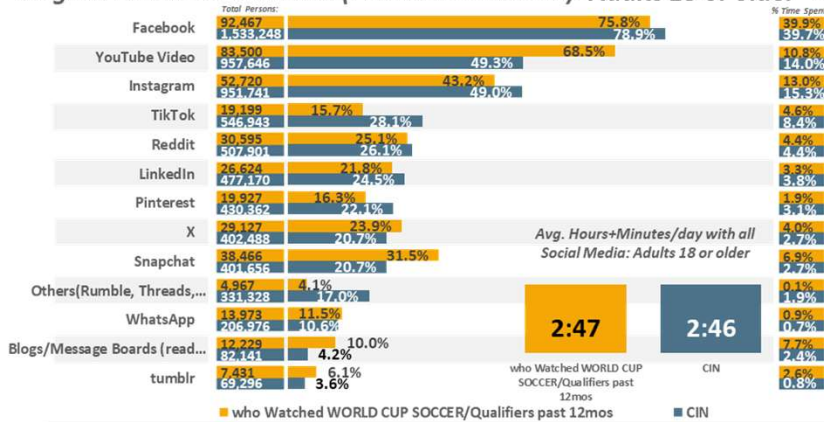




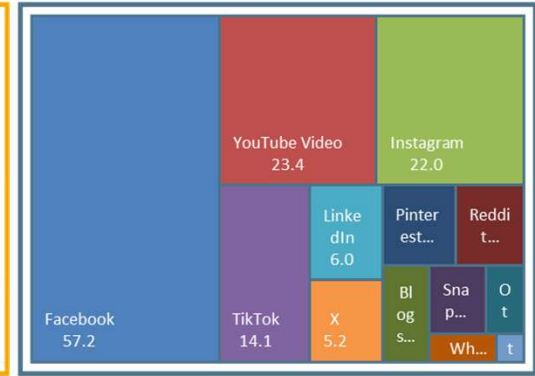
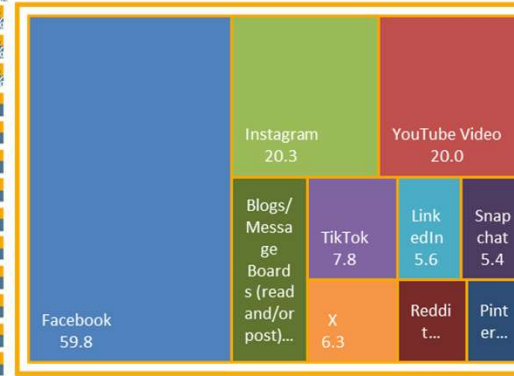
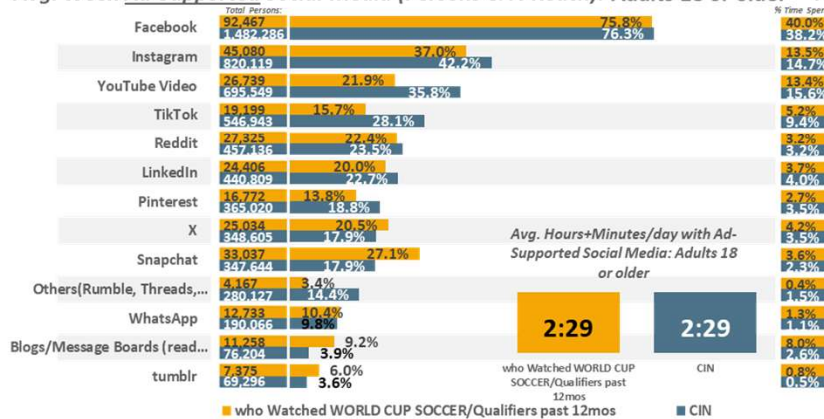


92,467 or 75.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 59.8 minutes every day representing 40.0% of all time spent daily with Ad-Supported Social Media.

**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**



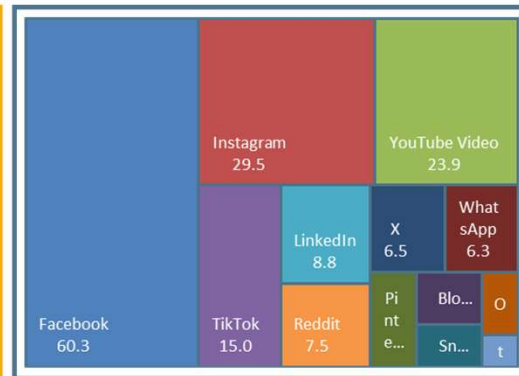
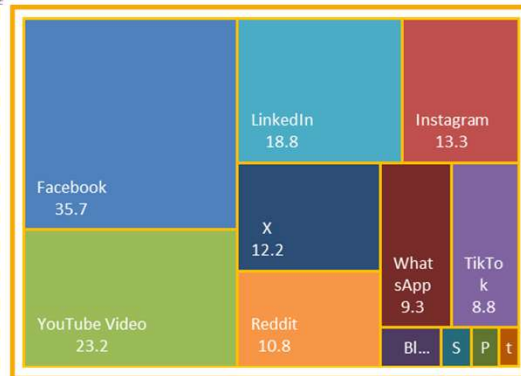
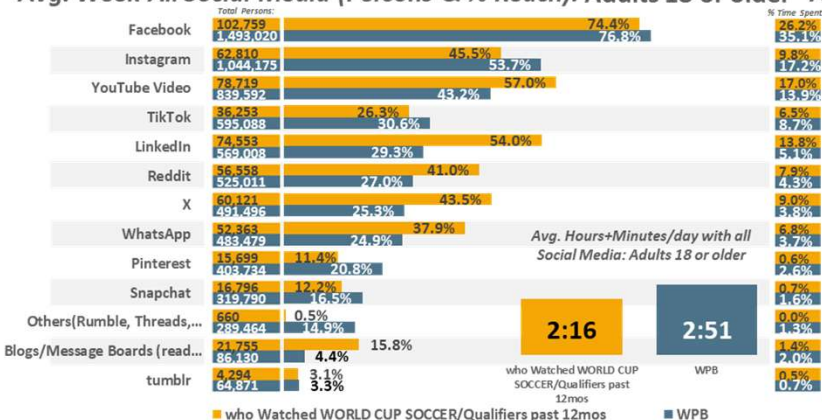
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



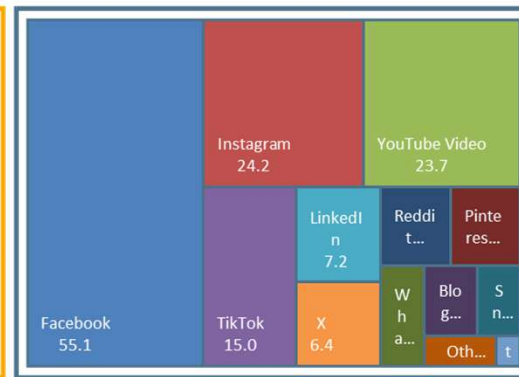
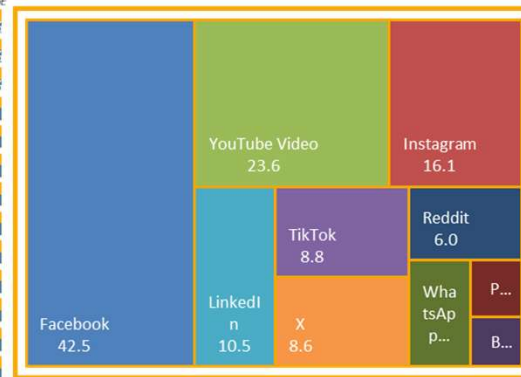
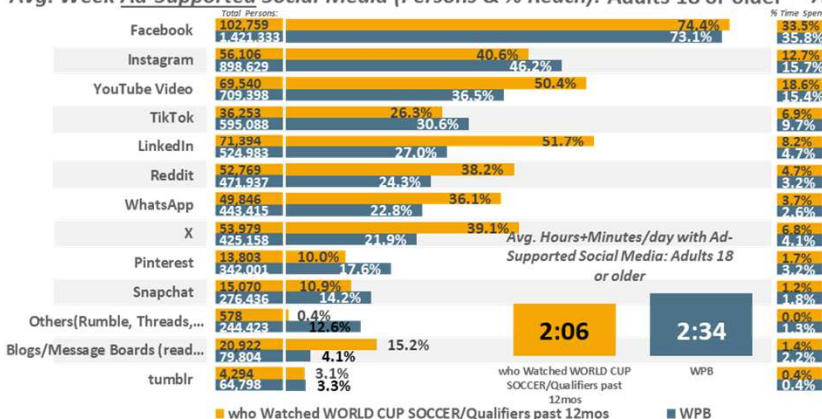


102,759 or 74.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 42.5 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

**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**



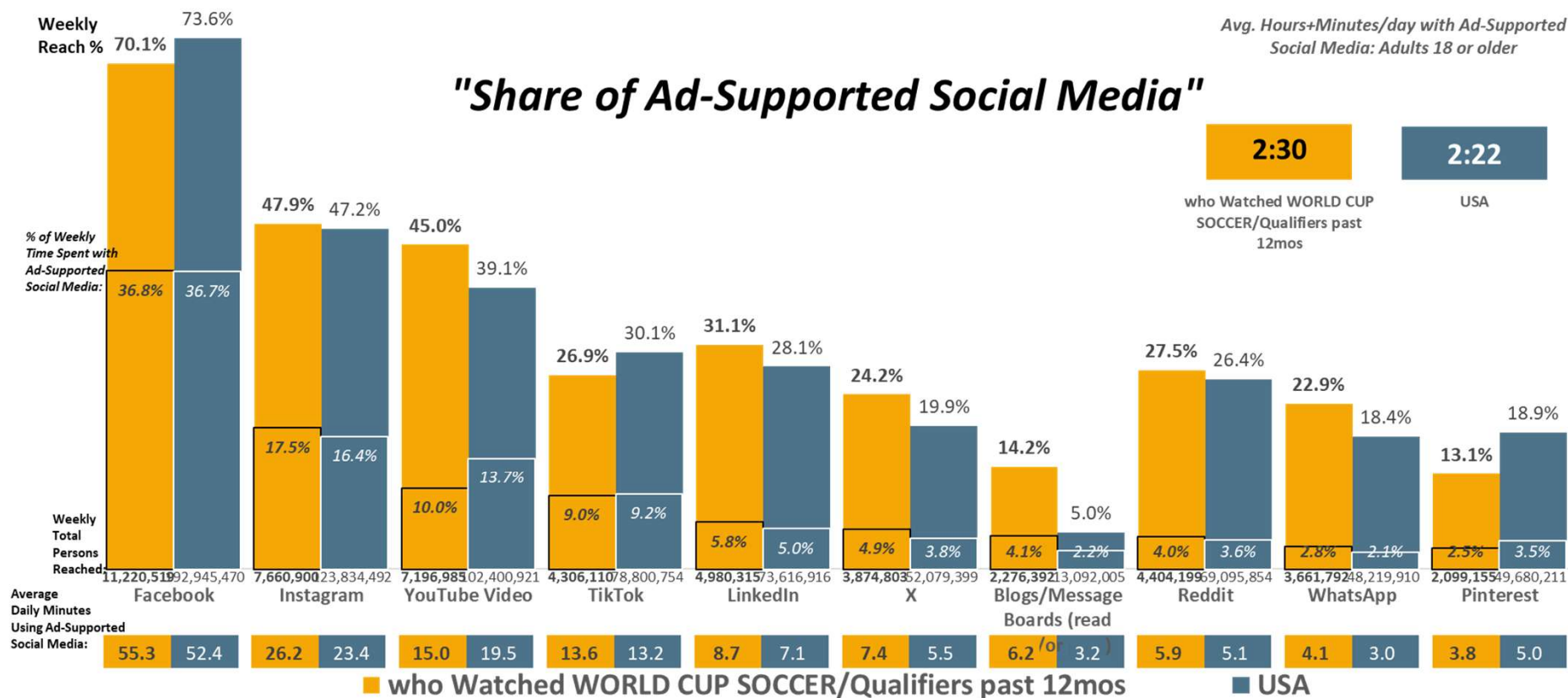
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





11,220,519 or 70.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 55.3 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494  
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

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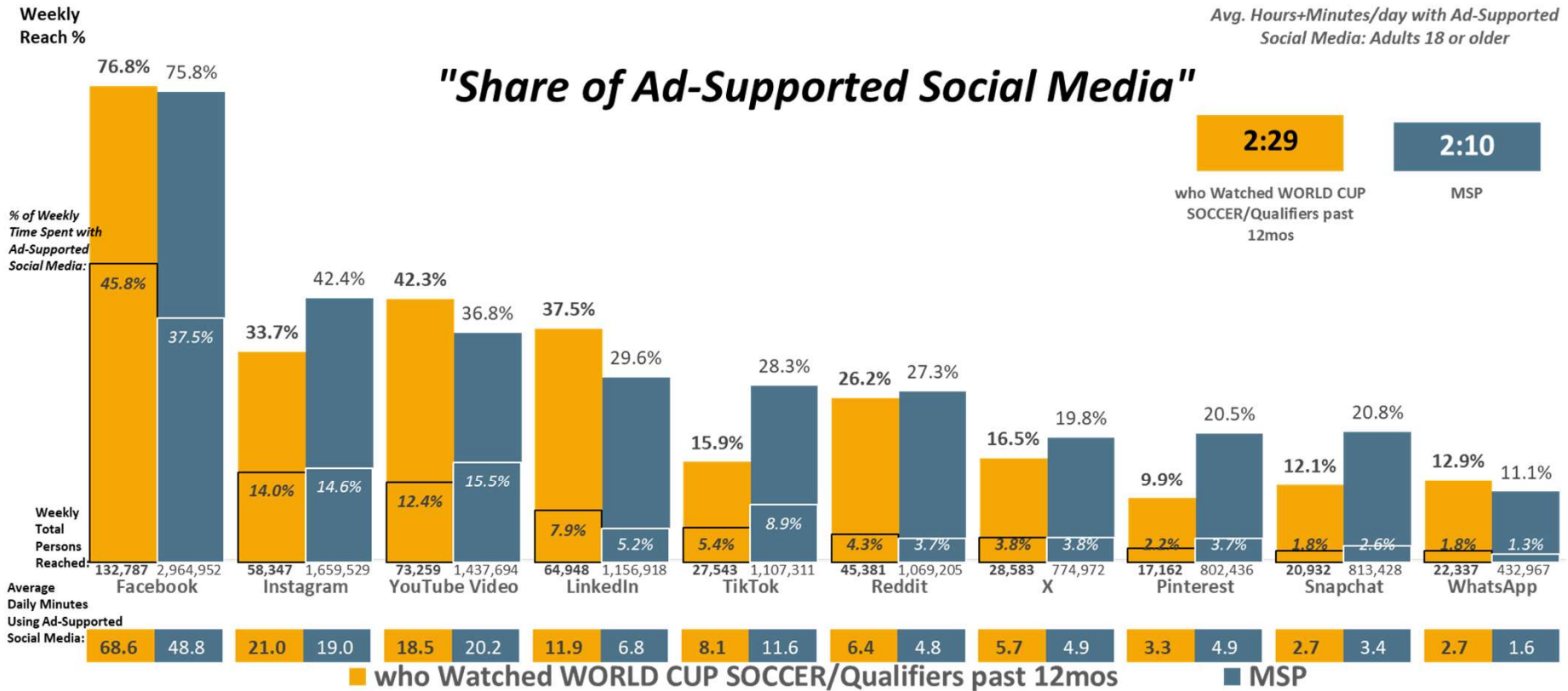
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers





132,787 or 76.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 68.6 minutes every day representing 45.8% of all time spent daily with Ad-Supported Social Media.

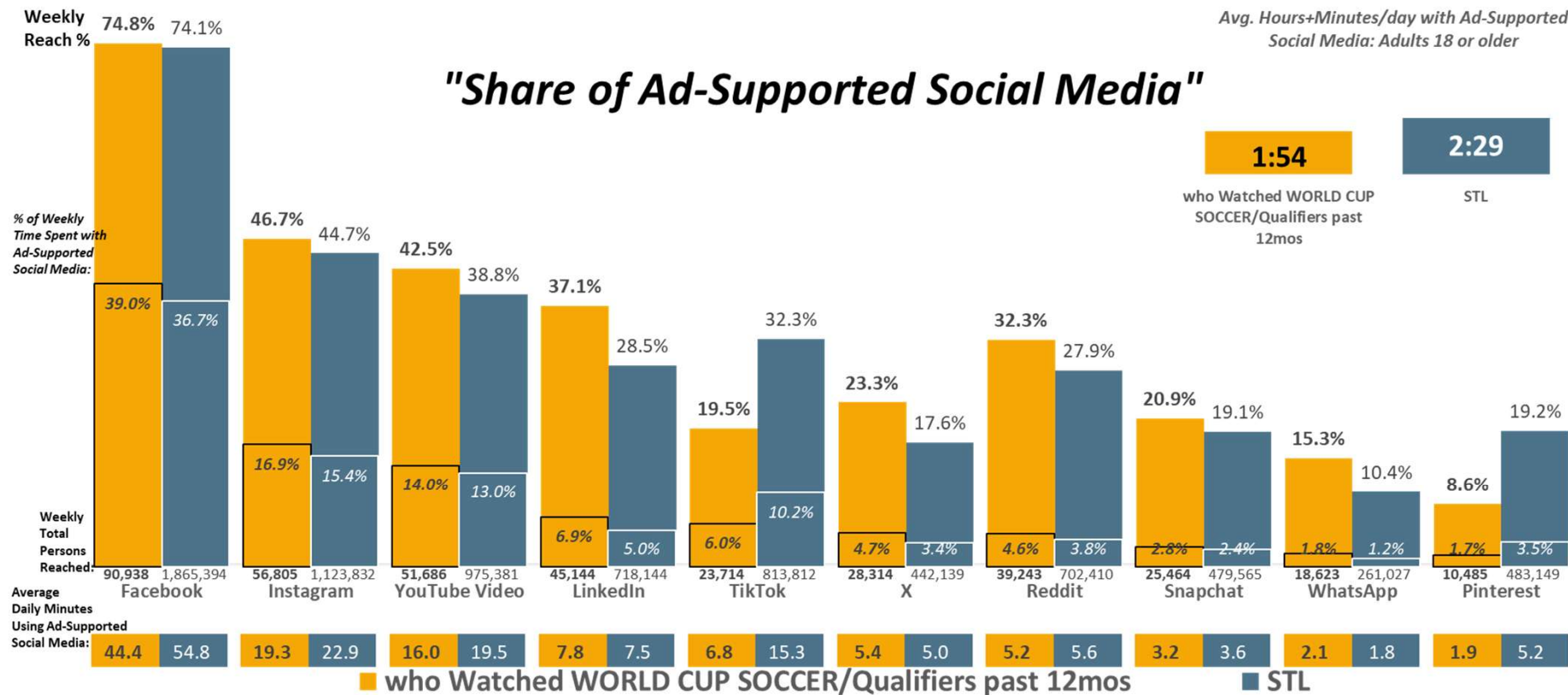
## "Share of Ad-Supported Social Media"





90,938 or 74.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 44.4 minutes every day representing 39.% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



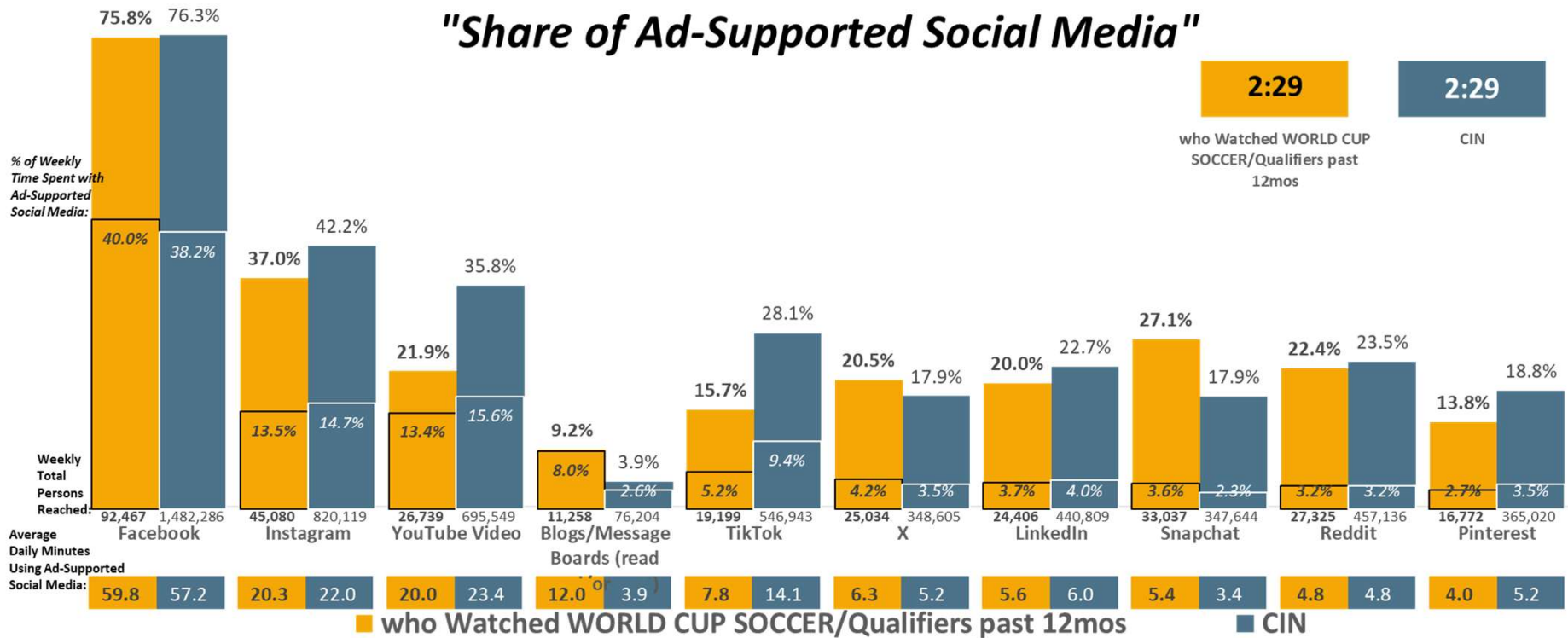


92,467 or 75.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 59.8 minutes every day representing 40.% of all time spent daily with Ad-Supported Social Media.

Weekly  
Reach %

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

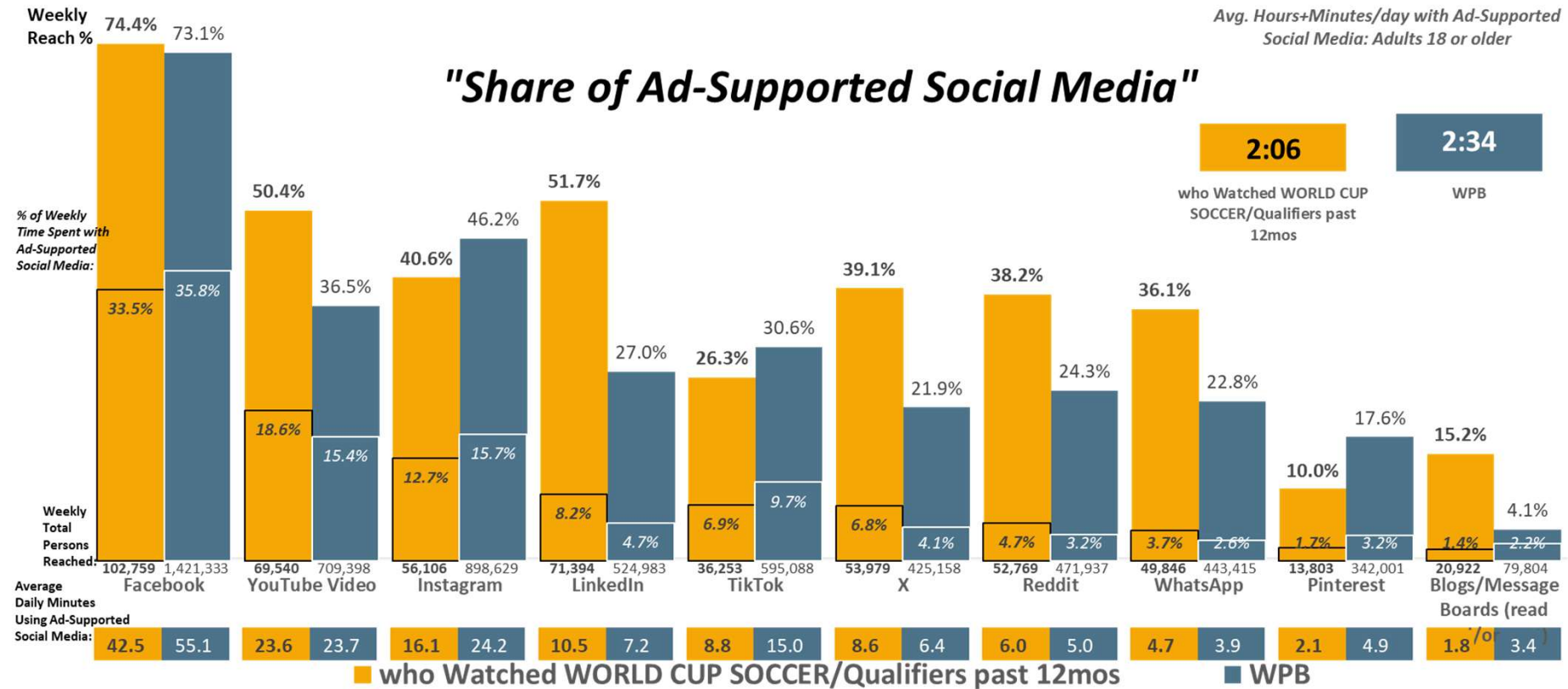
## "Share of Ad-Supported Social Media"







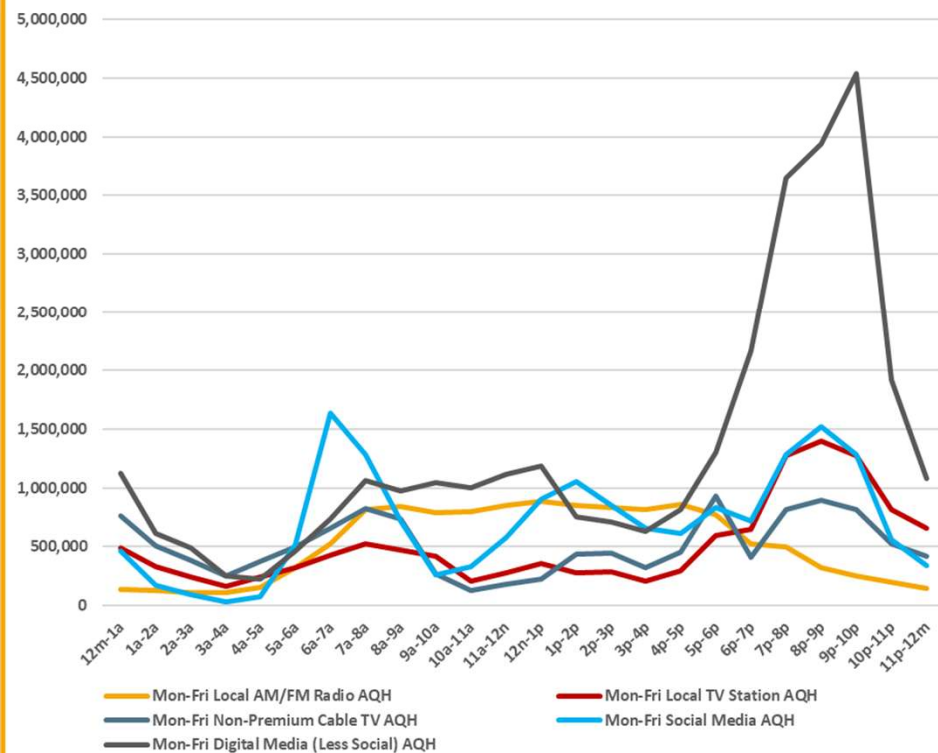
102,759 or 74.4% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos use Ad-Supported Facebook for an average of 42.5 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



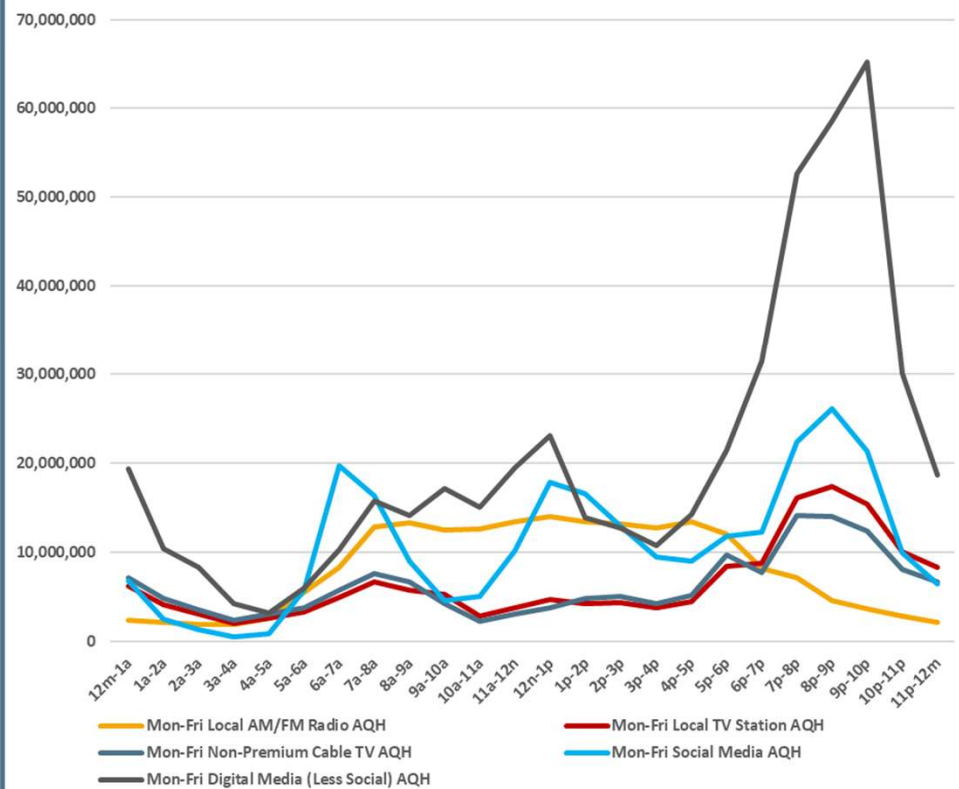


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,039,103;  
Social Media: 803,374; Local Radio: 781,890; Non-Prem. Cable: 464,042; Local TV: 384,786  
reaching Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers pa

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 18 or older who Watched WORLD CUP  
SOCCER/Qualifiers past 12mos*



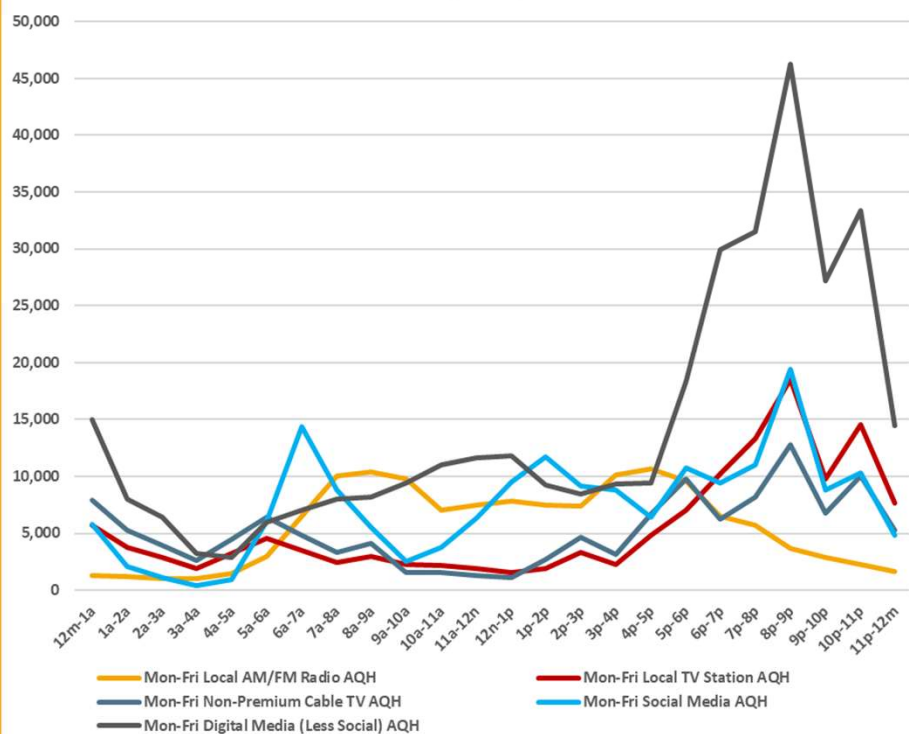
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 210 DMA Area Adults 18 or older*



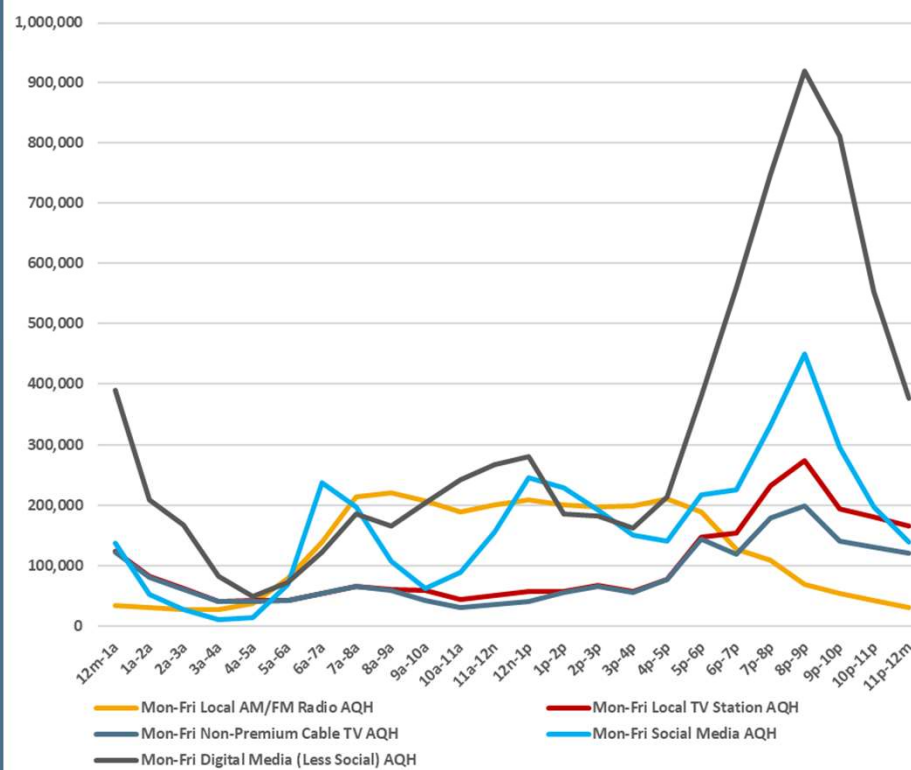


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,673; Local Radio: 8,522; Social Media: 8,248; Non-Prem. Cable: 3,922; Local TV: 3,565 reaching Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
Adults 18 or older who Watched WORLD CUP  
SOCCER/Qualifiers past 12mos



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

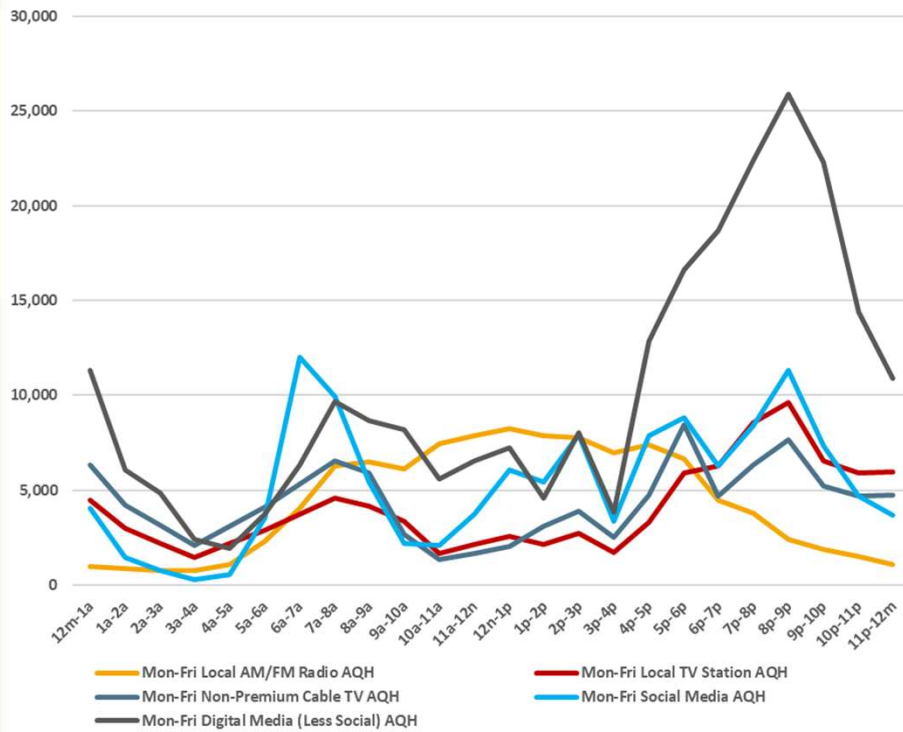




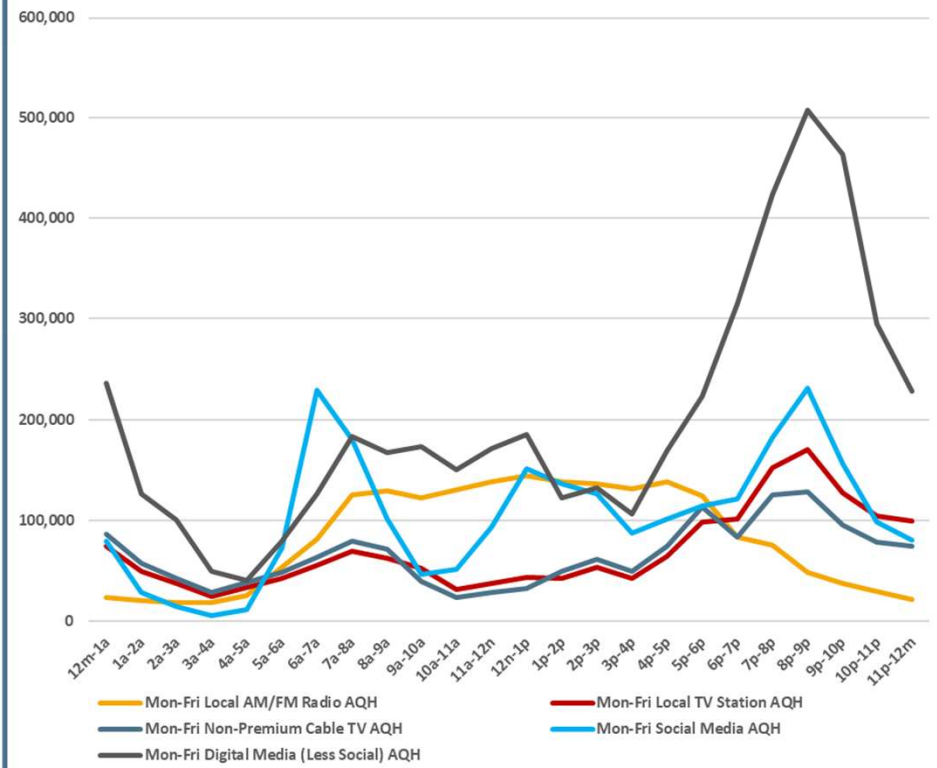


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,987; Local Radio: 6,749; Social Media: 6,249; Non-Prem. Cable: 4,076; Local TV: 3,420 reaching Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
Adults 18 or older who Watched WORLD CUP  
SOCCER/Qualifiers past 12mos



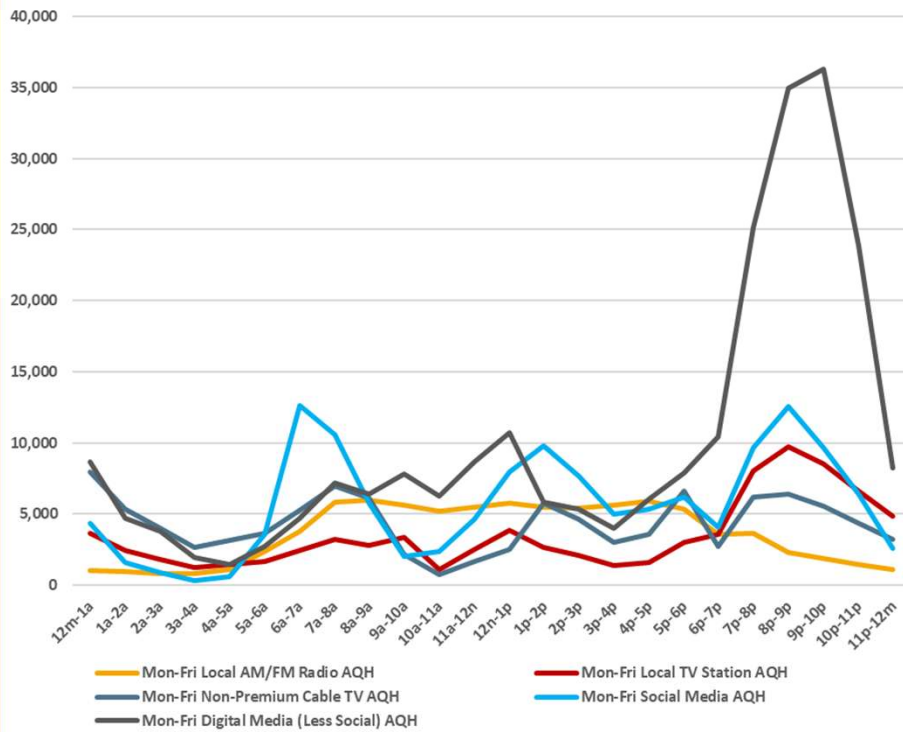
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
STL Metro Area Adults 18 or older



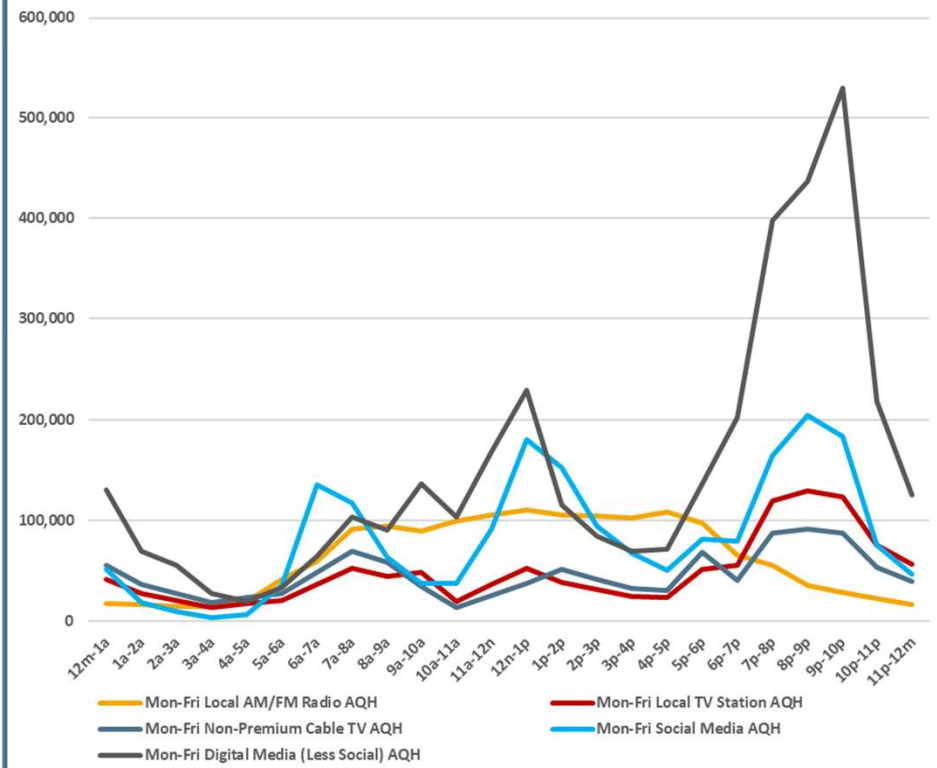


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,019;  
Social Media: 6,469; Local Radio: 5,313; Non-Prem. Cable: 3,981; Local TV: 2,588 reaching  
Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Watched WORLD CUP**  
**SOCCER/Qualifiers past 12mos**



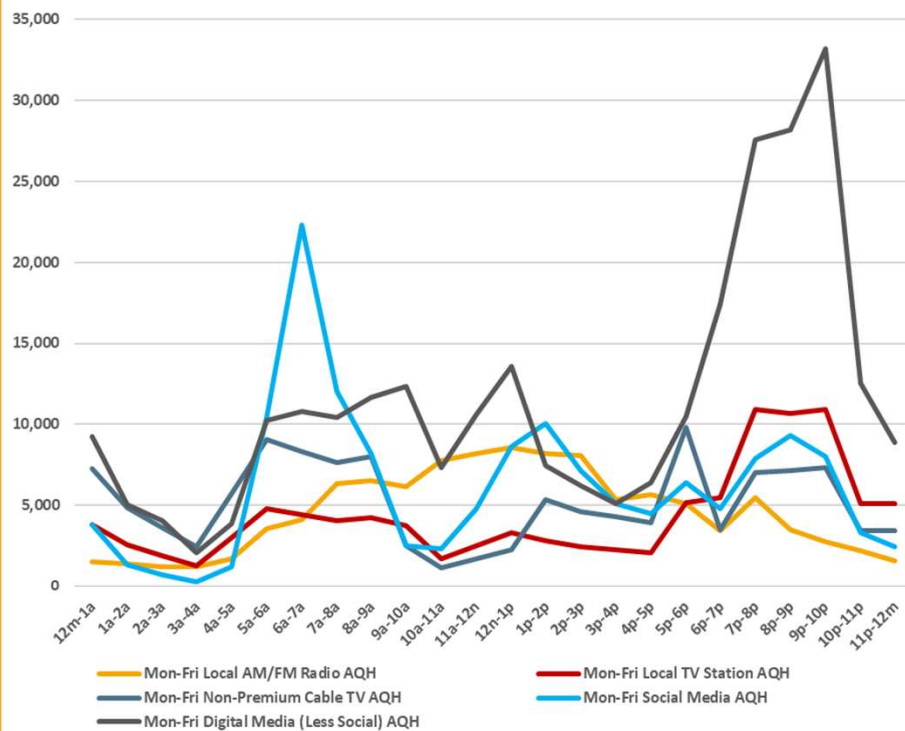
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**CIN Metro Area Adults 18 or older**



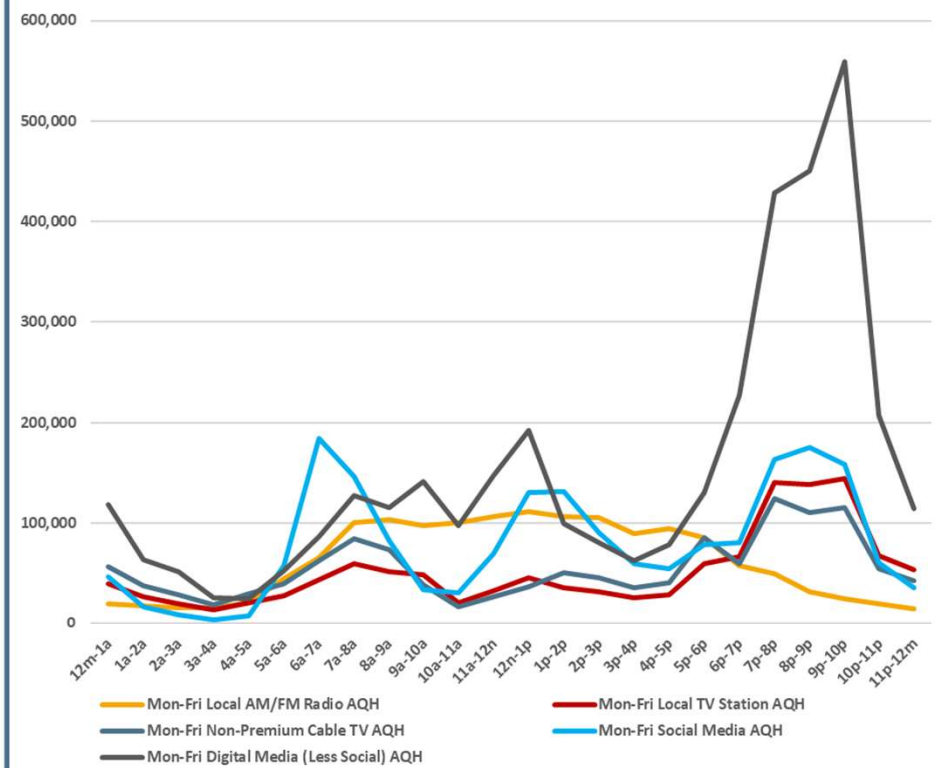


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,986; Social Media: 7,600; Local Radio: 6,427; Non-Prem. Cable: 4,857; Local TV: 3,405 reaching Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 18 or older who Watched WORLD CUP**  
**SOCCER/Qualifiers past 12mos**



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

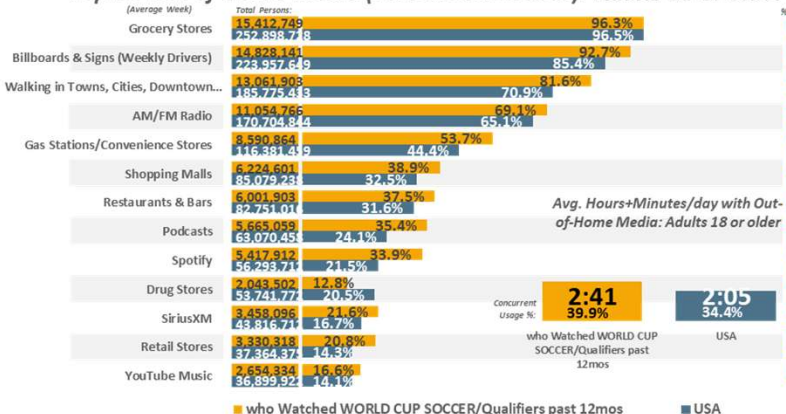




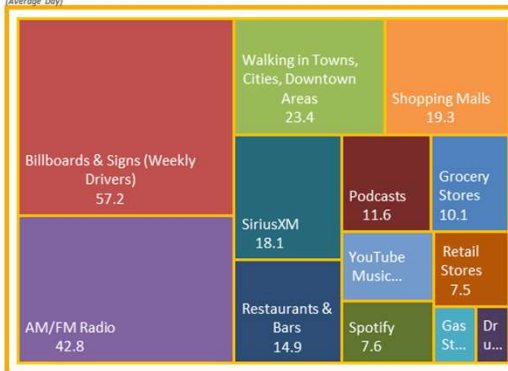


14,828,141 or 92.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 57.2 minutes per day driving, seeing Billboards and Signs. 65.6% Listen to Local Radio Stations Out-of-Home for an average of 37.6 minutes/day

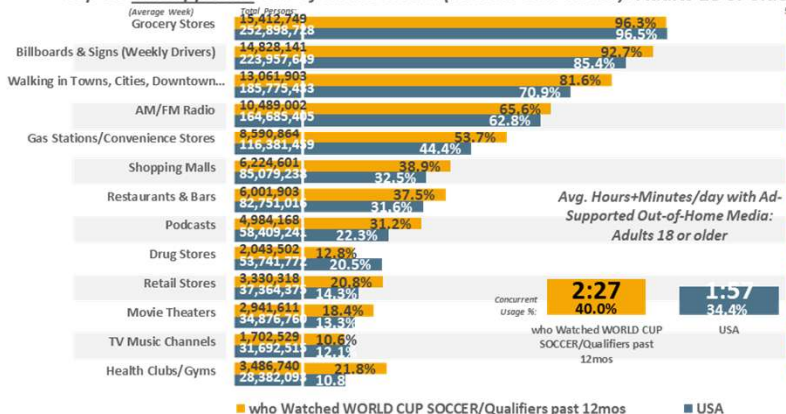
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



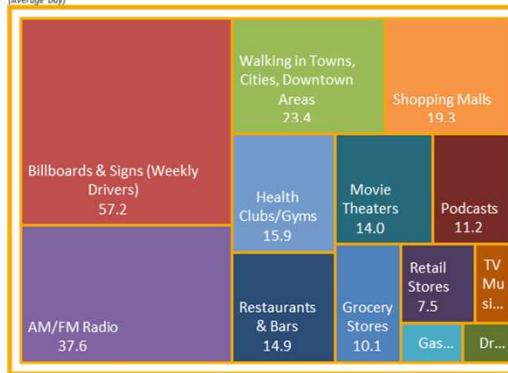
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494  
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

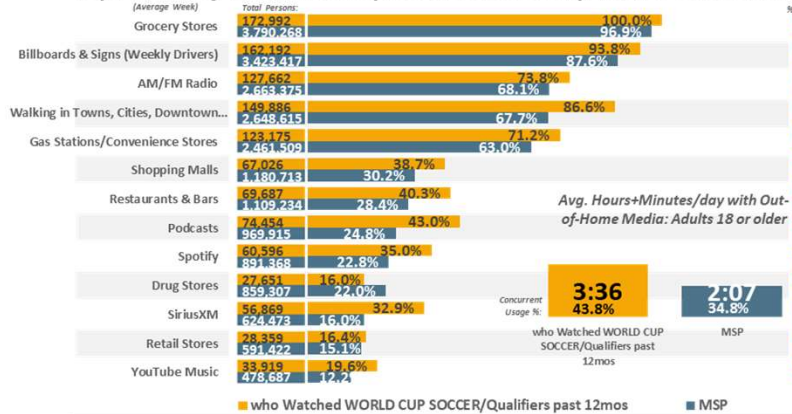
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

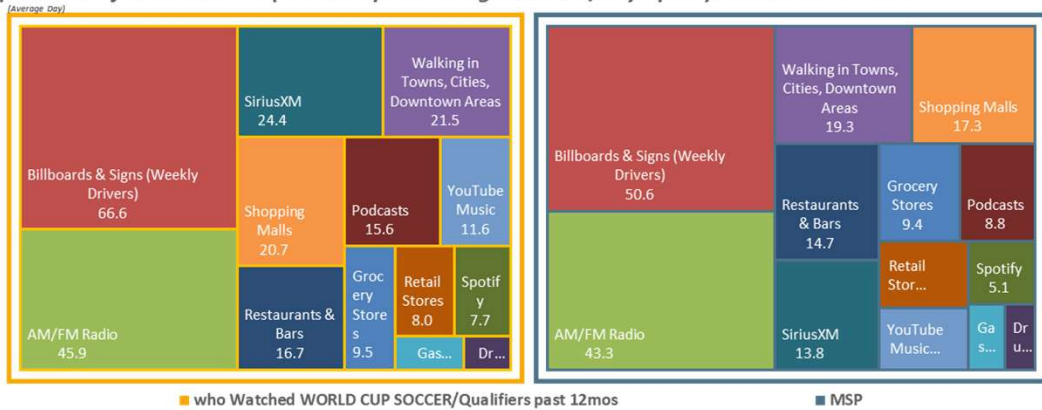


162,192 or 93.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 66.6 minutes per day driving, seeing Billboards and Signs. 65.7% Listen to Local Radio Stations Out-of-Home for an average of 35.5 minutes/day.

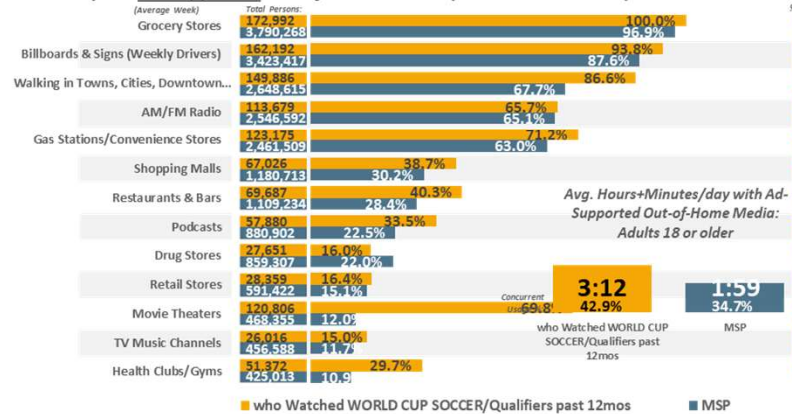
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



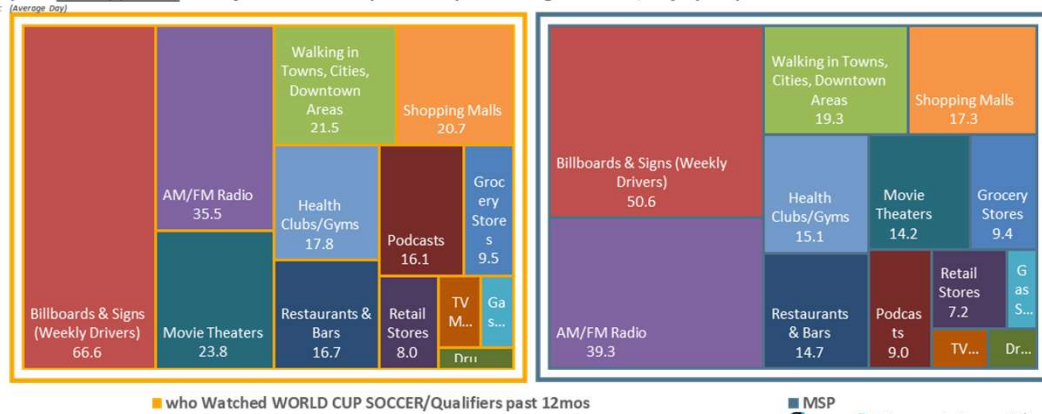
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

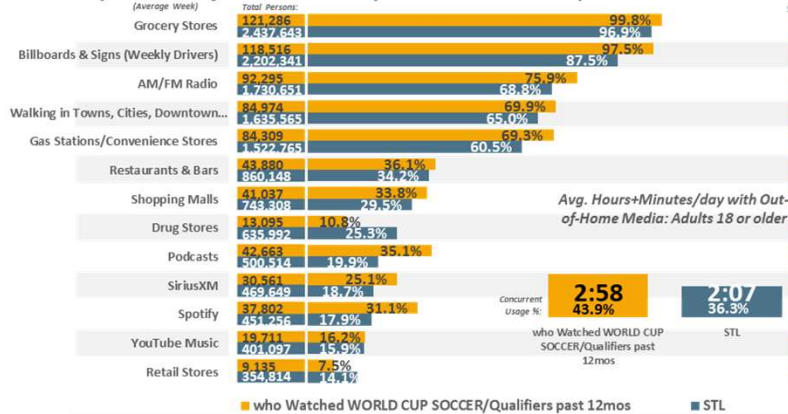






118,516 or 97.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 74.5 minutes per day driving, seeing Billboards and Signs. 72.4% Listen to Local Radio Stations Out-of-Home for an average of 44.4 minutes/day.

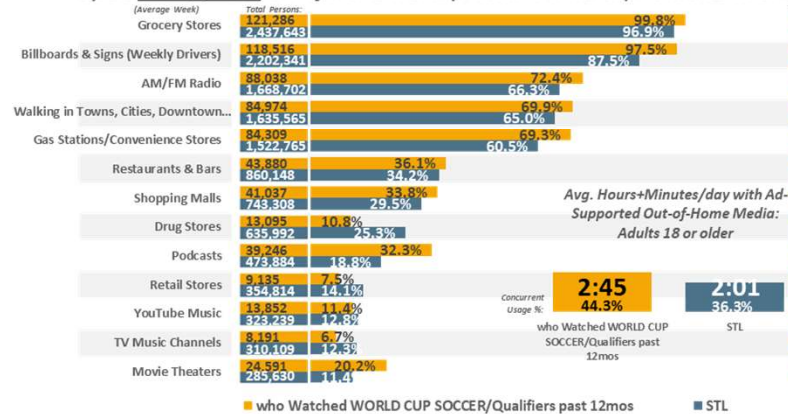
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



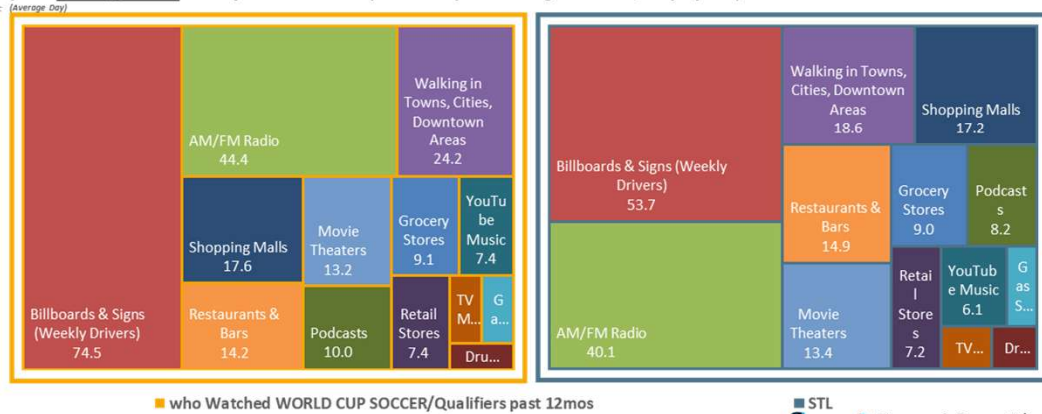
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100  
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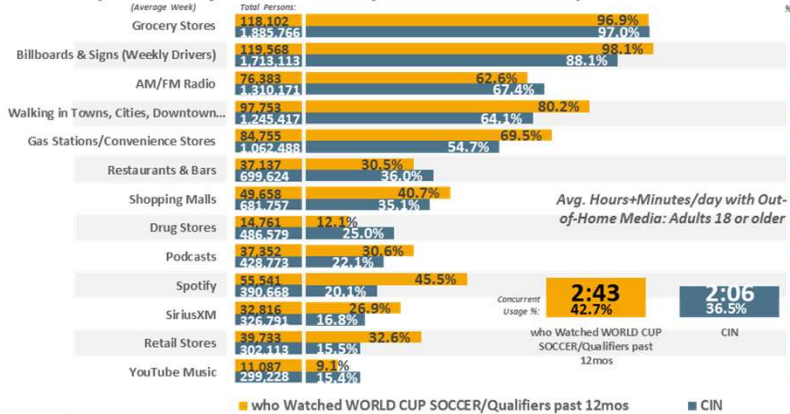
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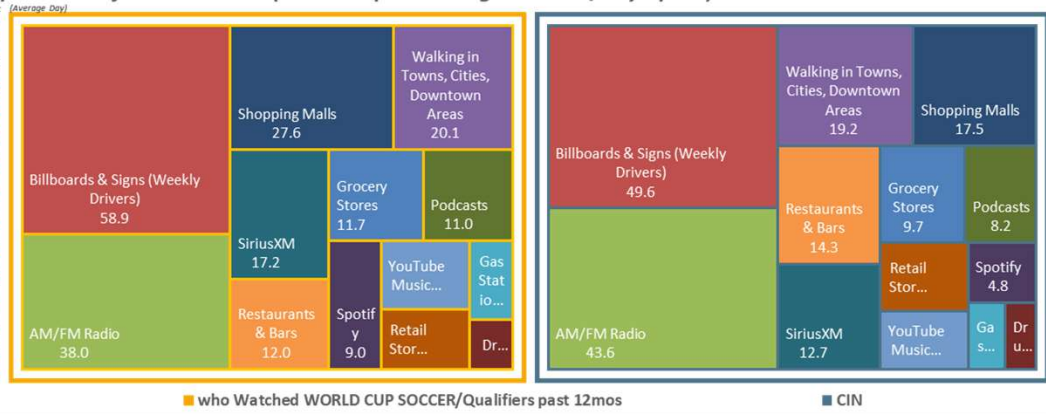


119,568 or 98.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 58.9 minutes per day driving, seeing Billboards and Signs. 59.4% Listen to Local Radio Stations Out-of-Home for an average of 33.8 minutes/day.

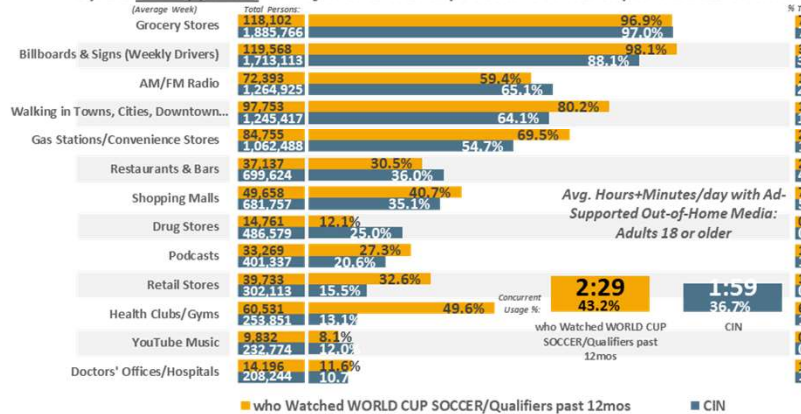
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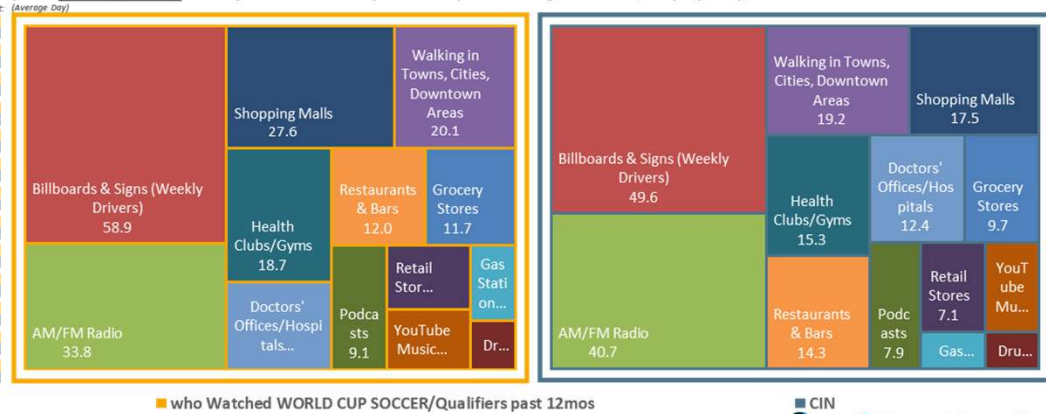
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



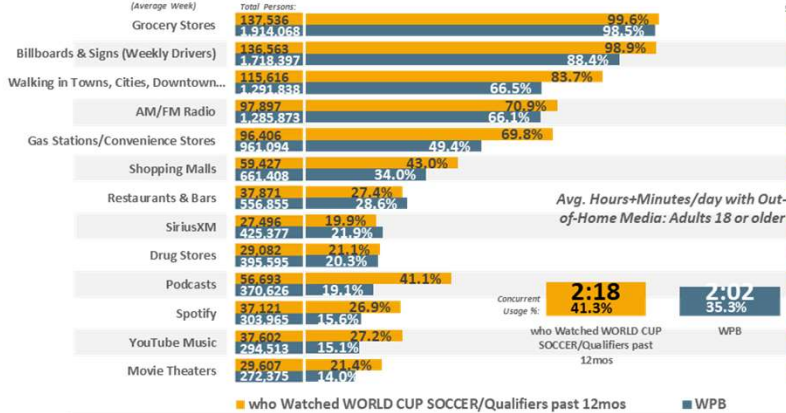
**Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



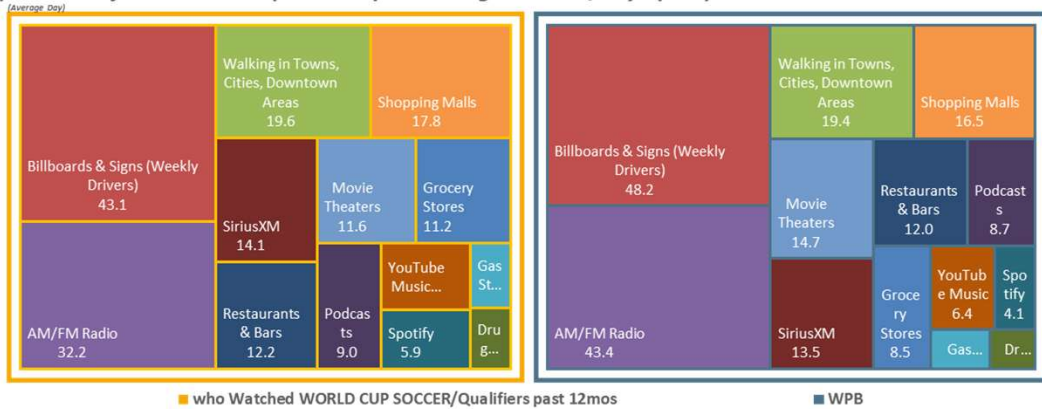


136,563 or 98.9% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 43.1 minutes per day driving, seeing Billboards and Signs. 66.4% Listen to Local Radio Stations Out-of-Home for an average of 27.6 minutes/day.

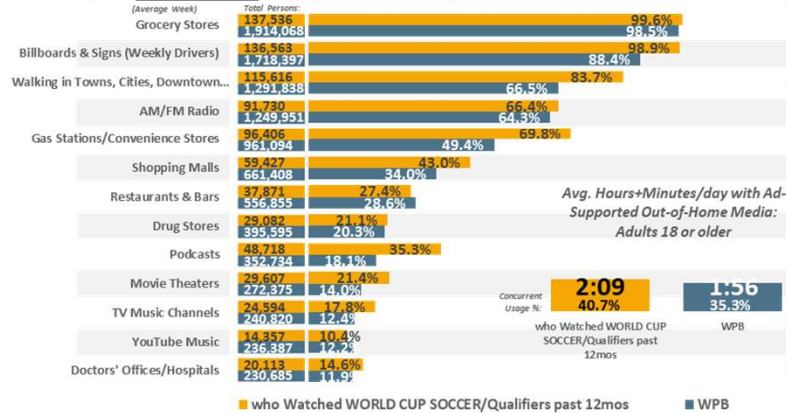
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older**



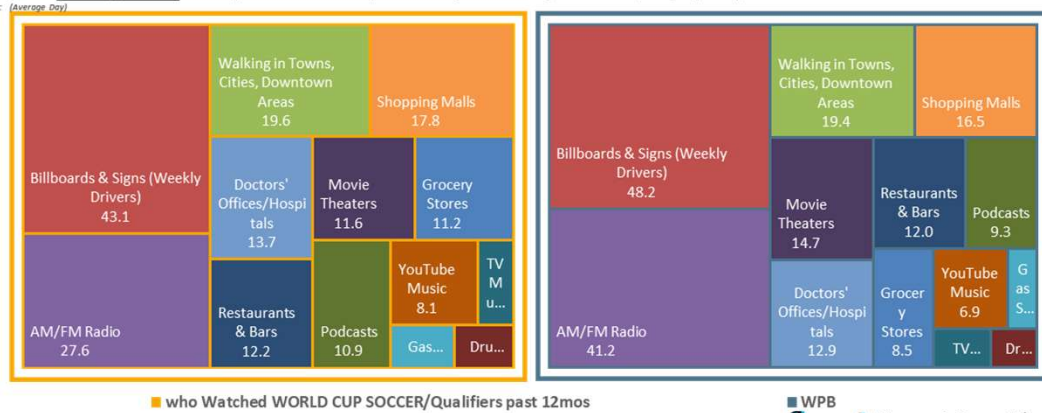
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 156  
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

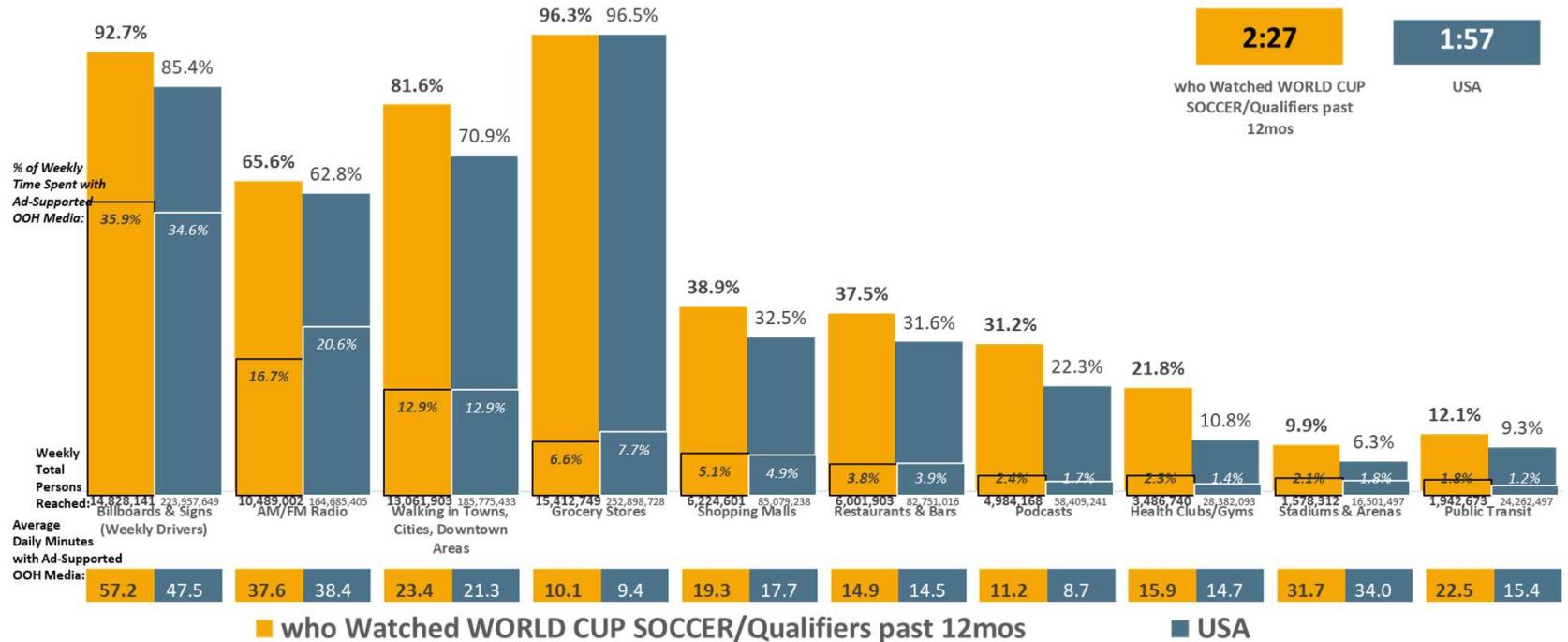


14,828,141 or 92.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 57.2 minutes per day driving, seeing Billboards and Signs representing 35.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 1,494  
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USA Projection Scarborough R1 2026: Sep24-Mar26 Qual Intab 24,554

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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



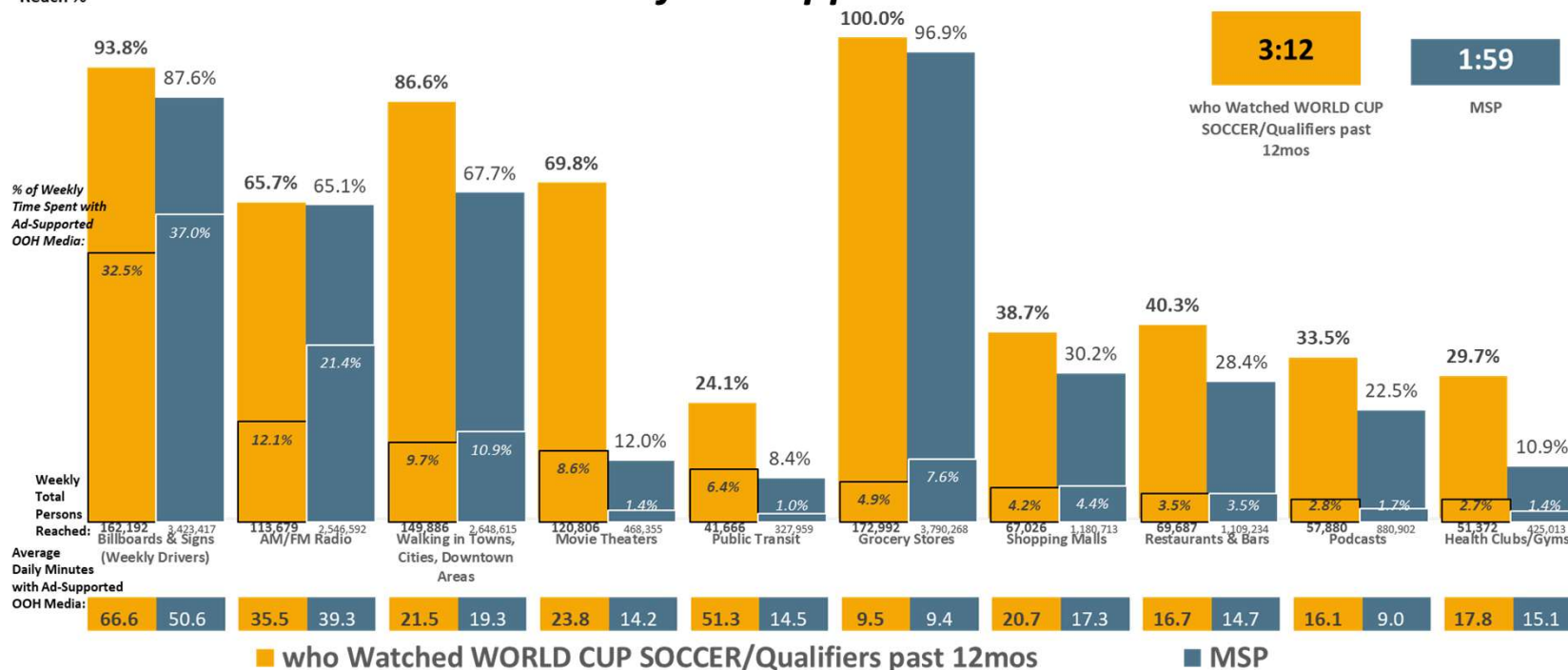


162,192 or 93.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 66.6 minutes per day driving, seeing Billboards and Signs representing 32.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



3:12

who Watched WORLD CUP SOCCER/Qualifiers past 12mos

1:59

MSP

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 70 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934  
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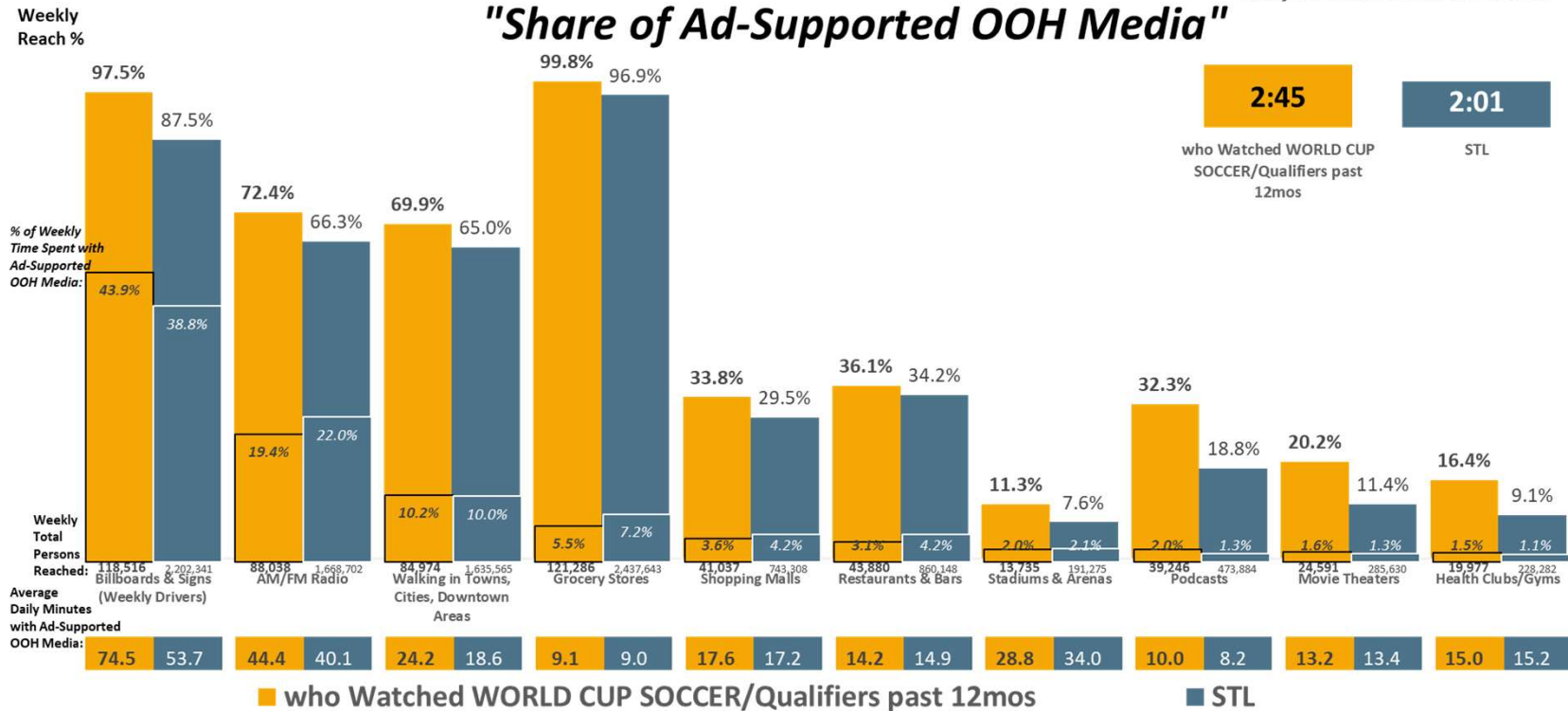
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



118,516 or 97.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 74.5 minutes per day driving, seeing Billboards and Signs representing 43.9% 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



**2:45**  
who Watched WORLD CUP SOCCER/Qualifiers past 12mos

**2:01**  
STL

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100  
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

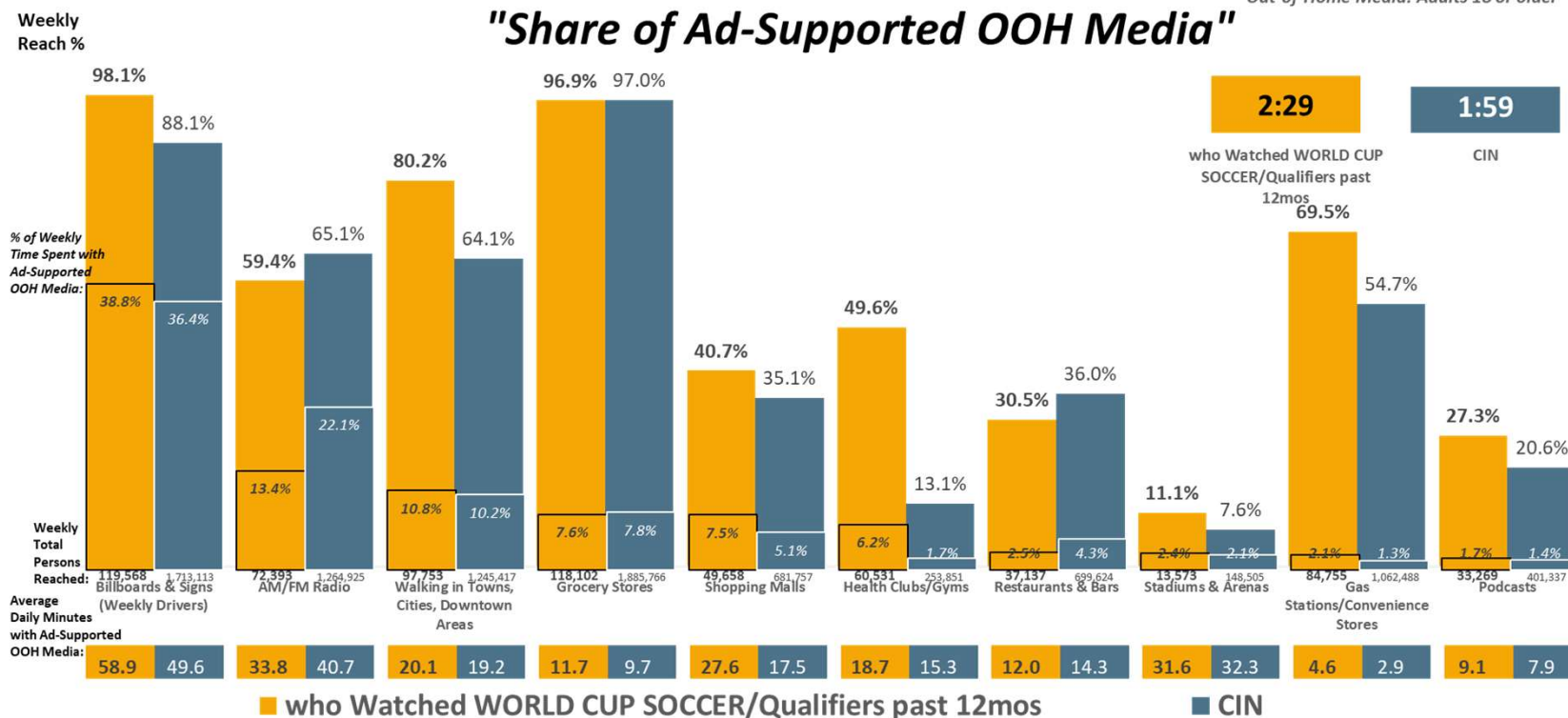
soefa.ai Share of Everything for Anything

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



119,568 or 98.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 58.9 minutes per day driving, seeing Billboards and Signs representing 38.8% 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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 109  
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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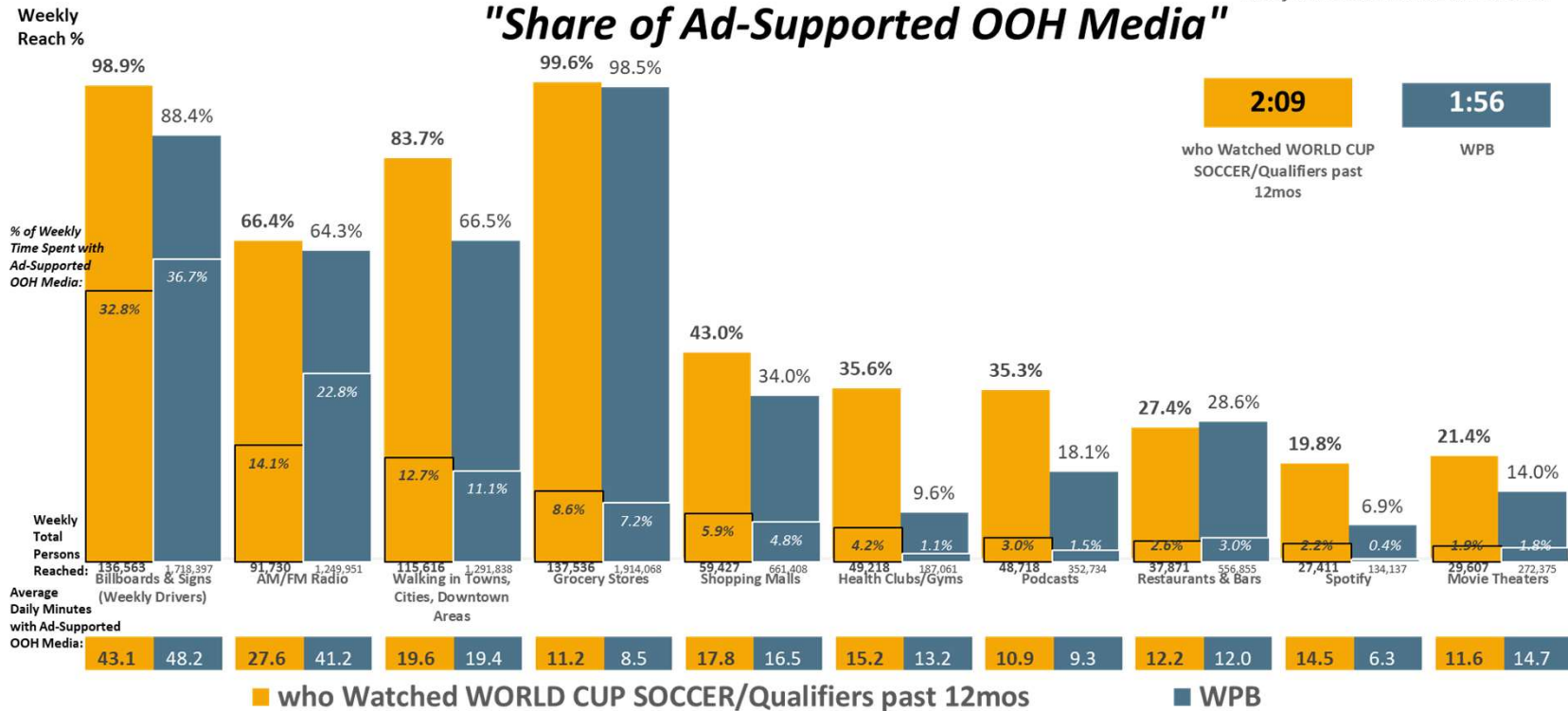
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers





136,563 or 98.9% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 43.1 minutes per day driving, seeing Billboards and Signs representing 32.8% 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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 156 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

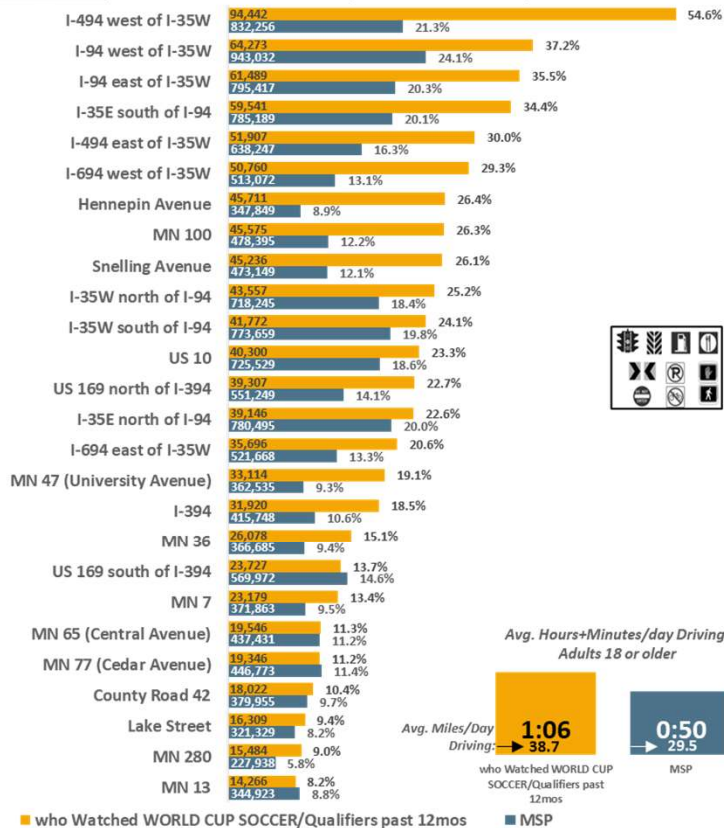
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

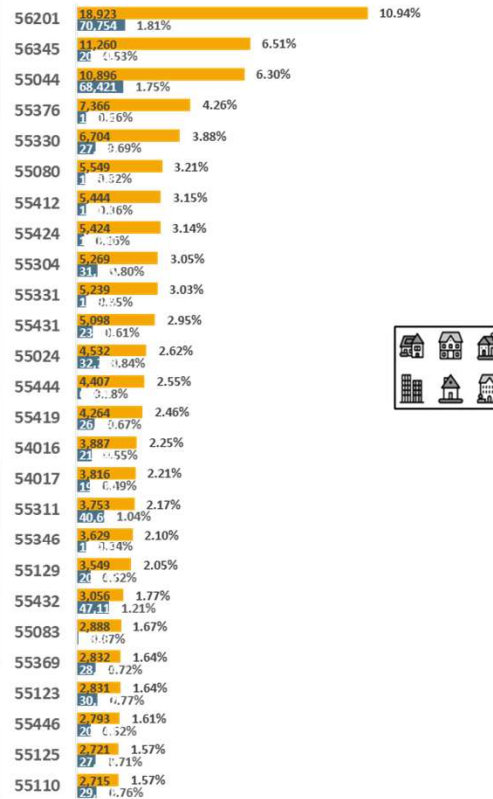


162,192 or 93.8% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 66.6 minutes per day driving an average of 38.7 miles each day and are 197.% more likely to use Hennepin Avenue than the Metro average.

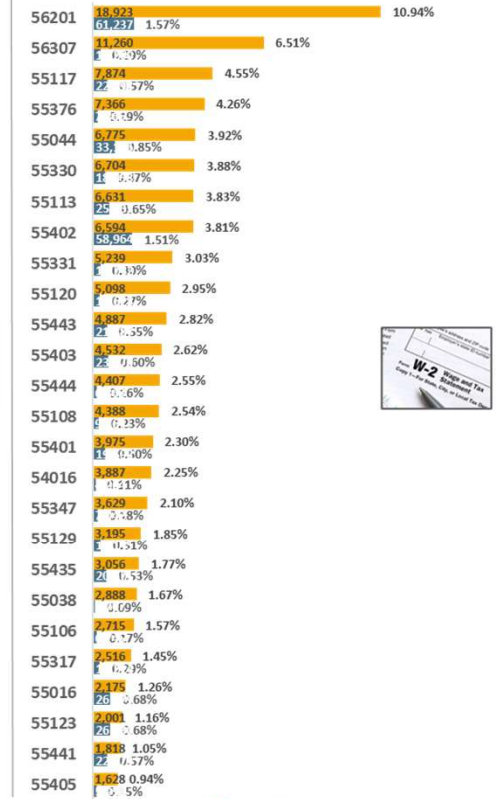
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



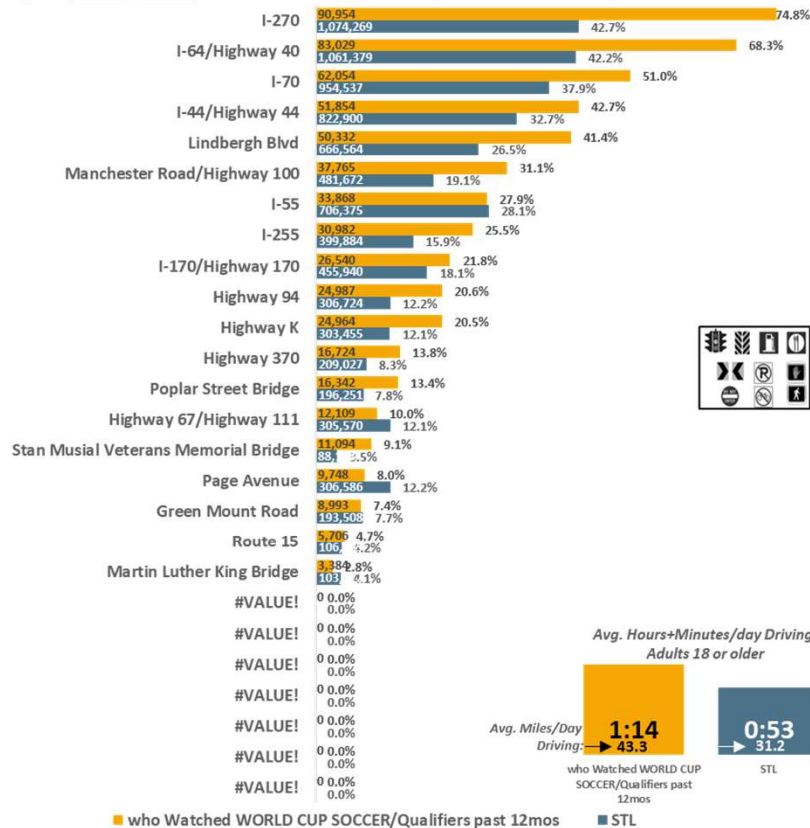
Top-26 Employment Zip Codes: Adults 18 or older



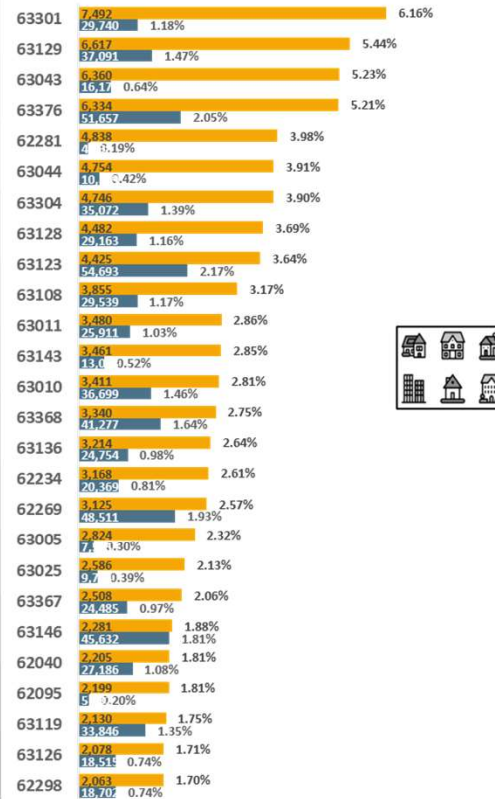


118,516 or 97.5% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 74.5 minutes per day driving an average of 43.3 miles each day and are 160.4% more likely to use Stan Musial Veterans Memorial Bridge than the Me

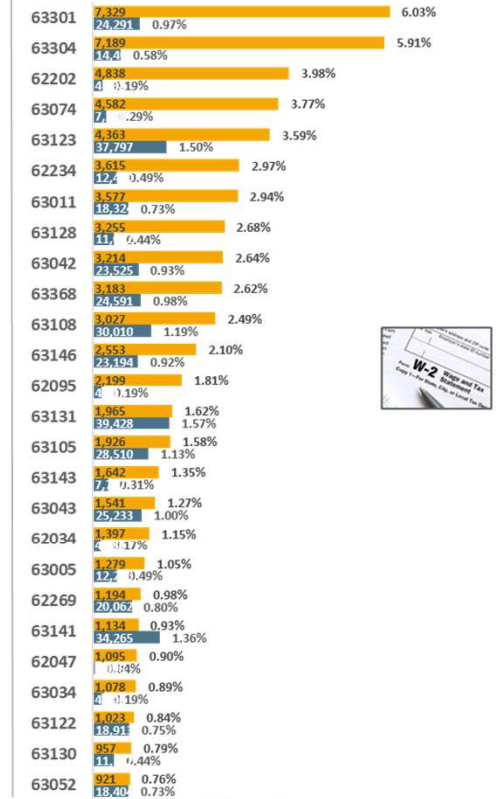
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older





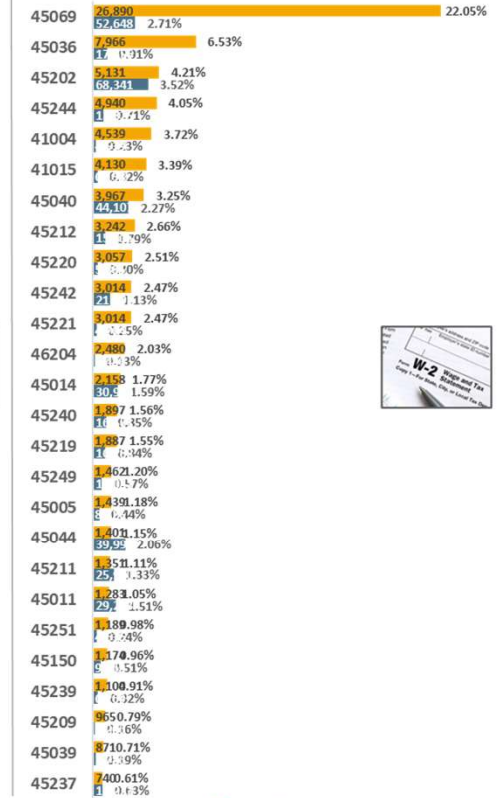
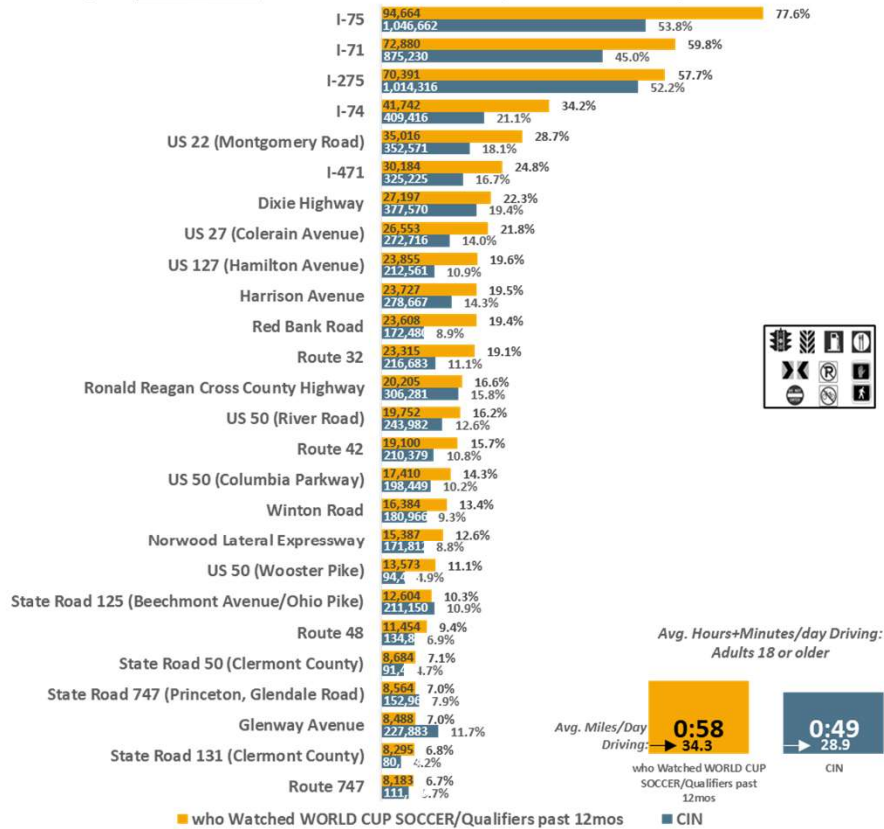


119,568 or 98.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 58.9 minutes per day driving an average of 34.3 miles each day and are 129.1% more likely to use US 50 (Wooster Pike) than the Metro average.

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

#### Top-26 Residential Zip Codes: Adults 18 or older

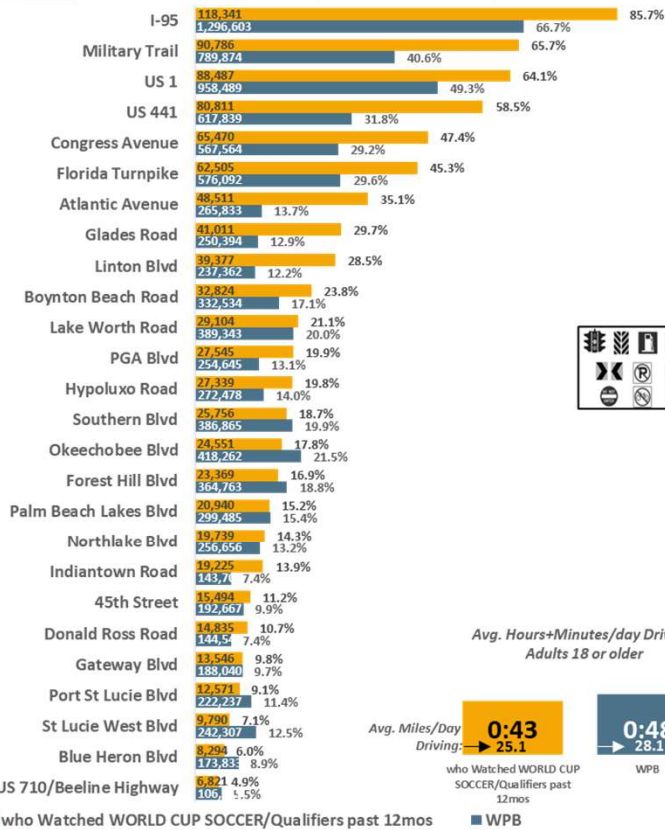
#### Top-26 Employment Zip Codes: Adults 18 or older



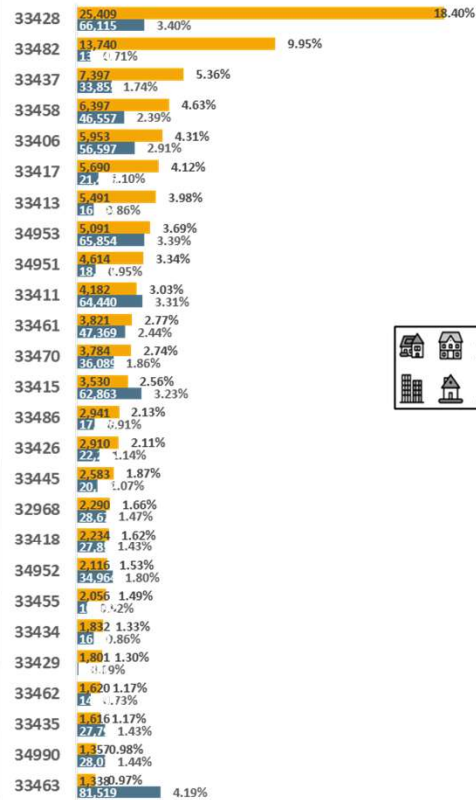


136,563 or 98.9% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos spend an average of 43.1 minutes per day driving an average of 25.1 miles each day and are 156.9% more likely to use Atlantic Avenue than the Metro average.

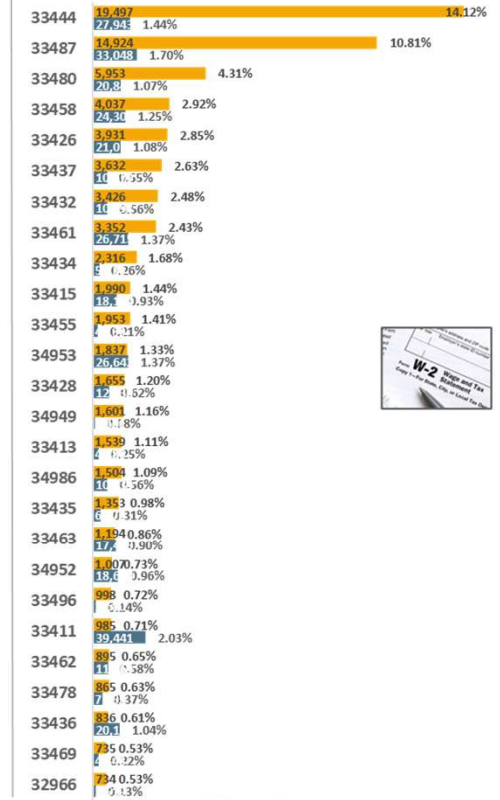
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

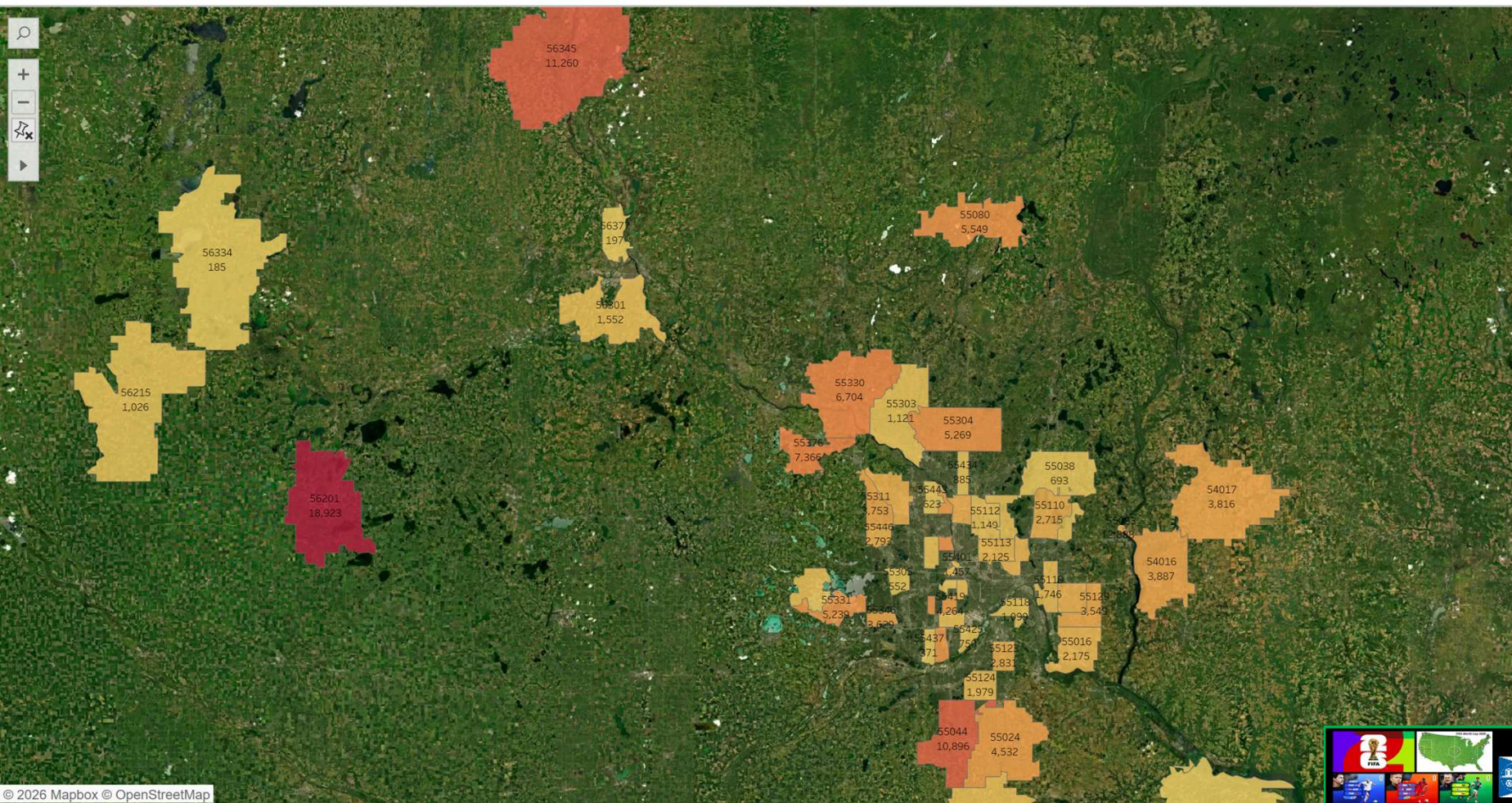


Top-26 Employment Zip Codes: Adults 18 or older





# Top Residential Zip Codes: (Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos)



SUM(Adults 18 or older...  
185 18,923

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MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intob  
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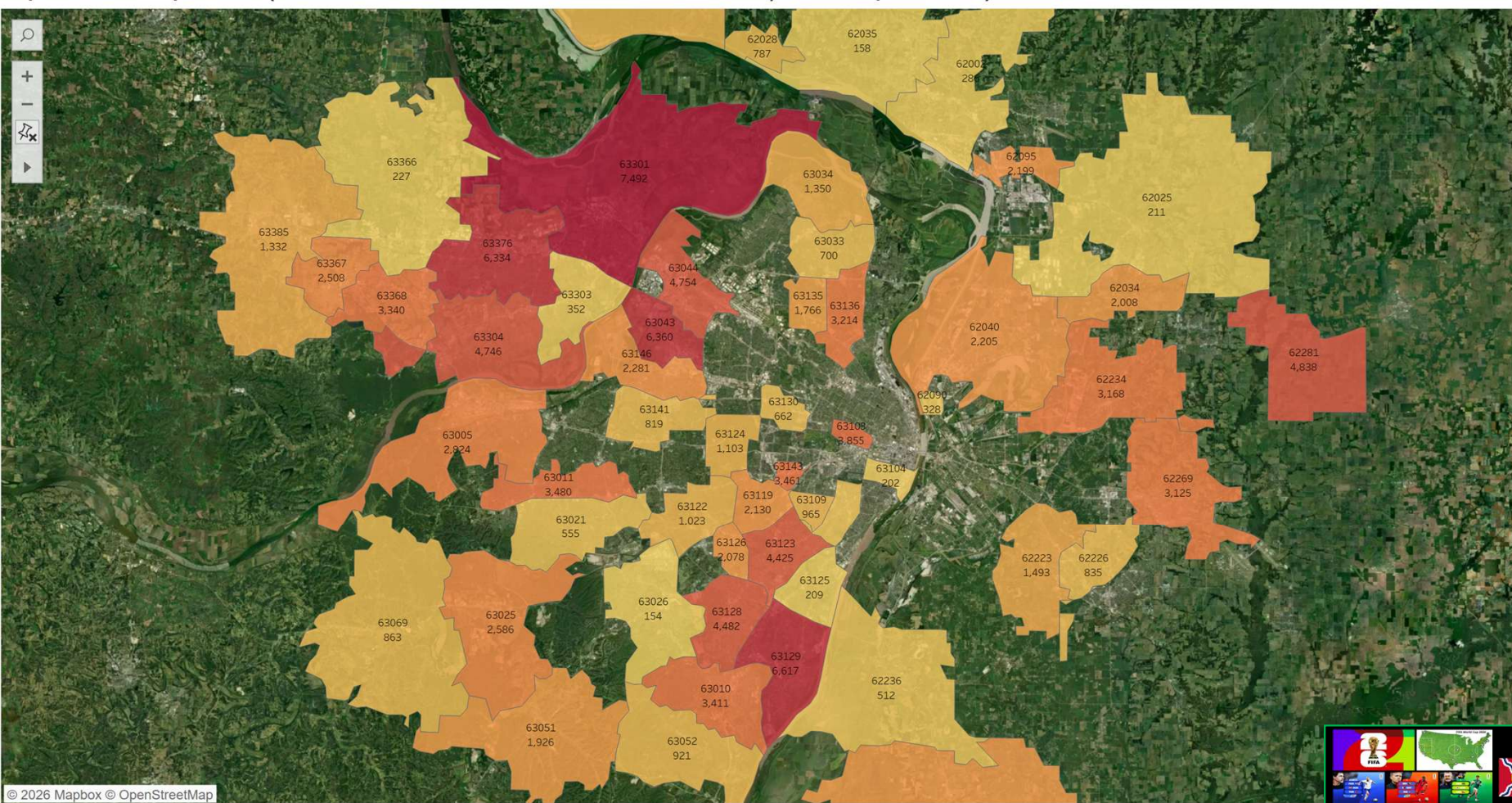
70

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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



# Top Residential Zip Codees: (Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos)



SUM(Adults 18 or older...

154 7,492



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab  
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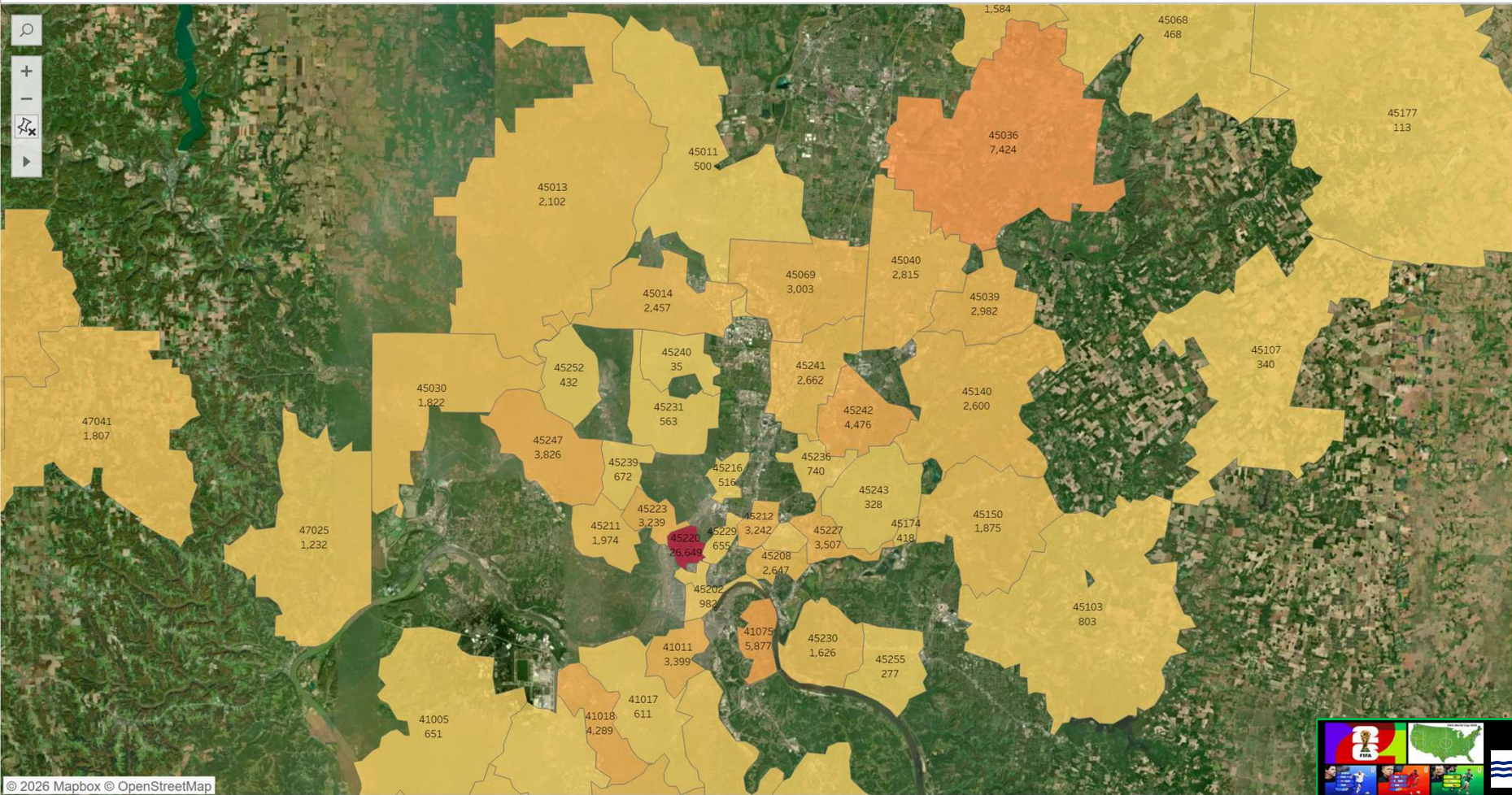
100

Special TV sports programs watched past 12 months: World Cup soccer/qualifiers

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# Top Residential Zip Codes: (Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos)



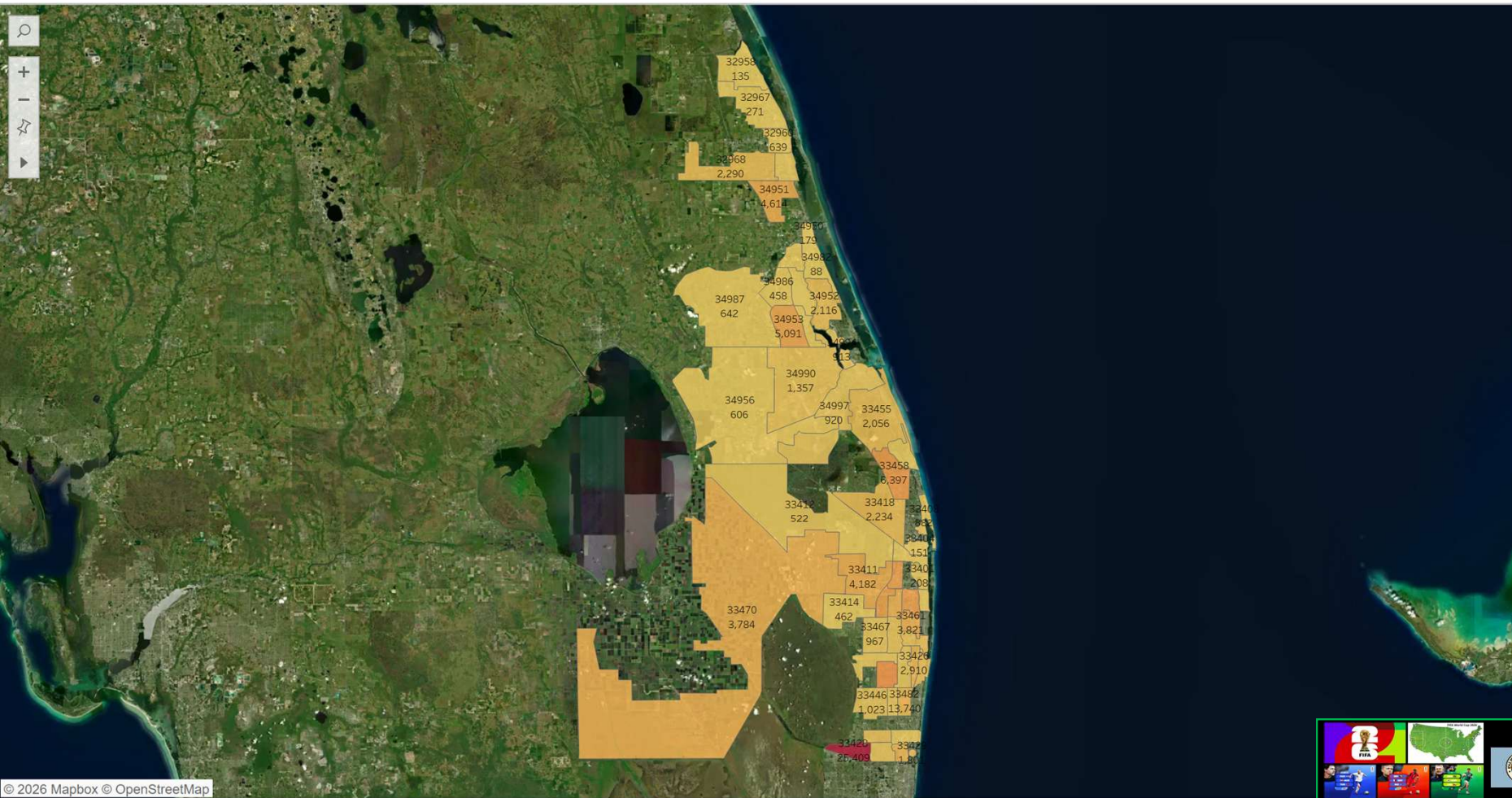
SUM(Adults 18 or older...  
35 26,649



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Top Residential Zip Codes: (Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos)



SUM(Adults 18 or older...

88 25,409



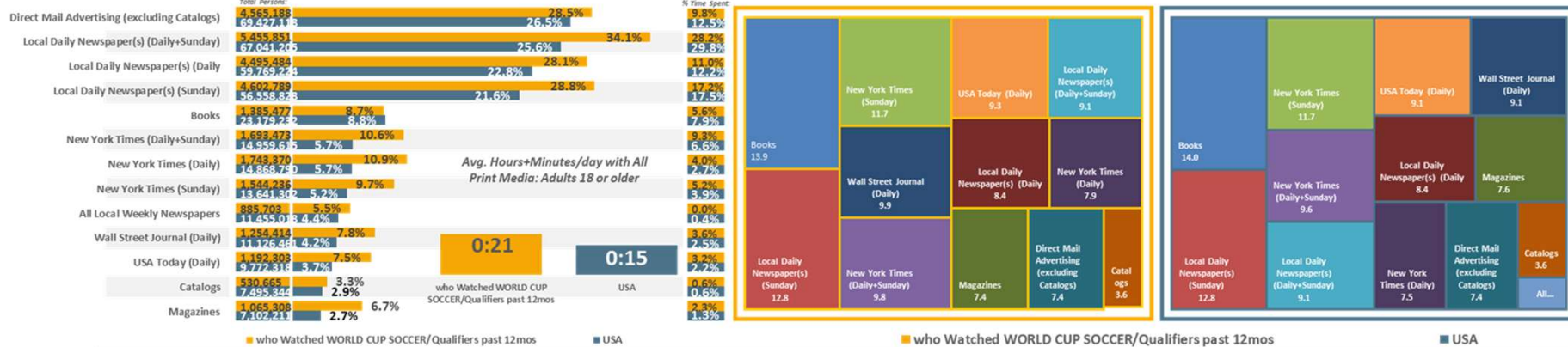
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



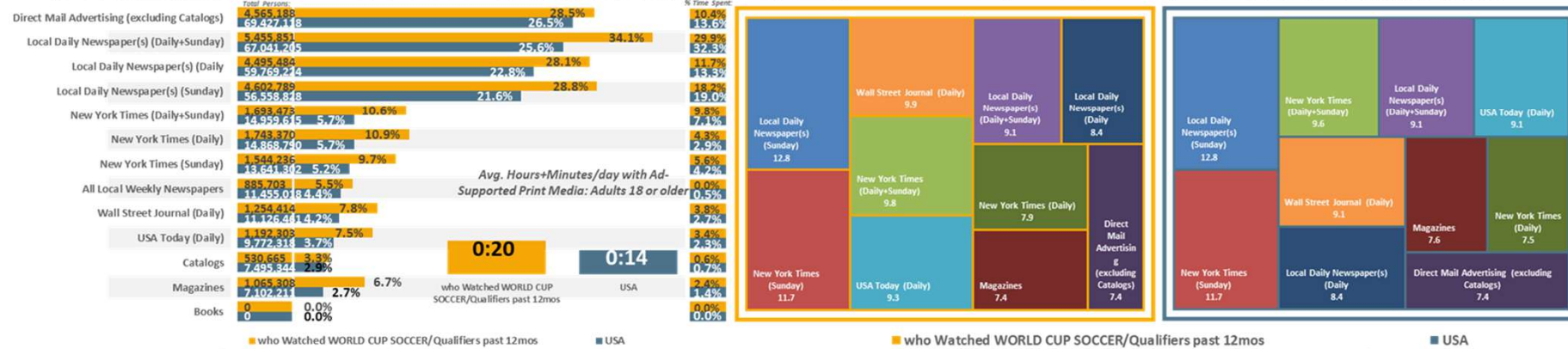


5,455,851 or 34.1% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

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



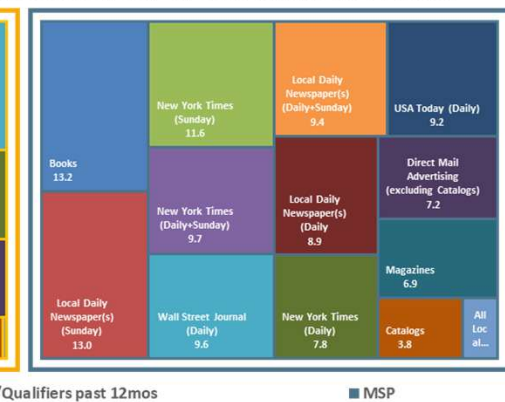
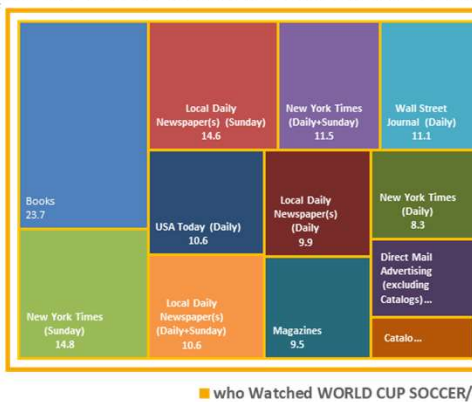
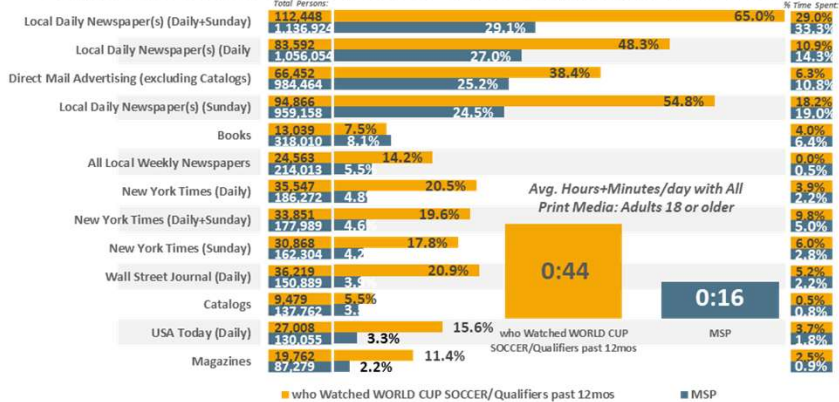
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



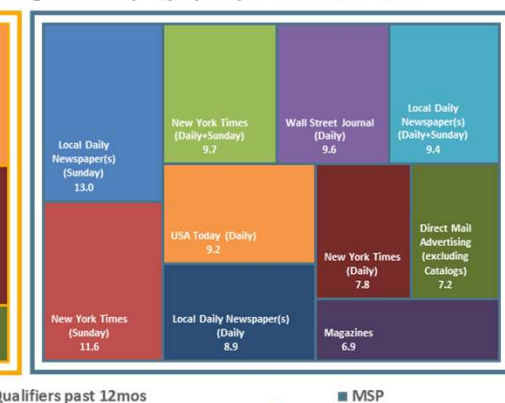
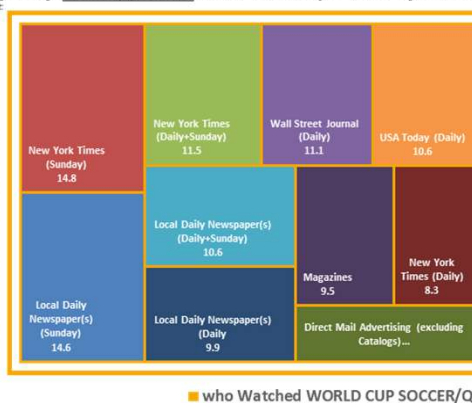
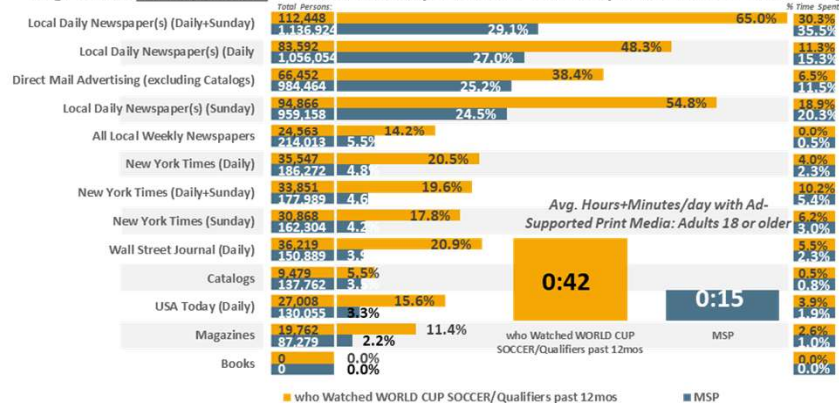


112,448 or 65.% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

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



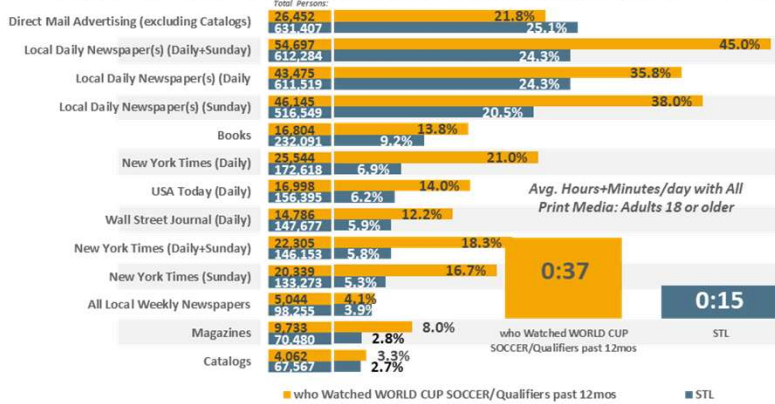
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



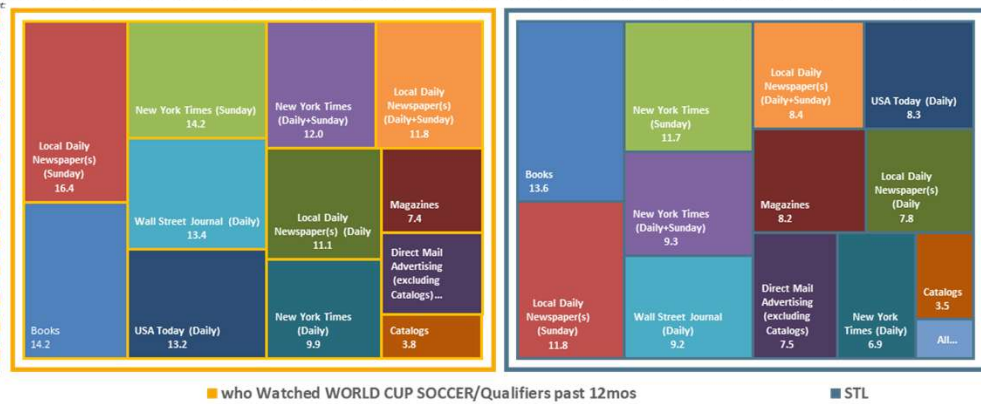


54,697 or 45.% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

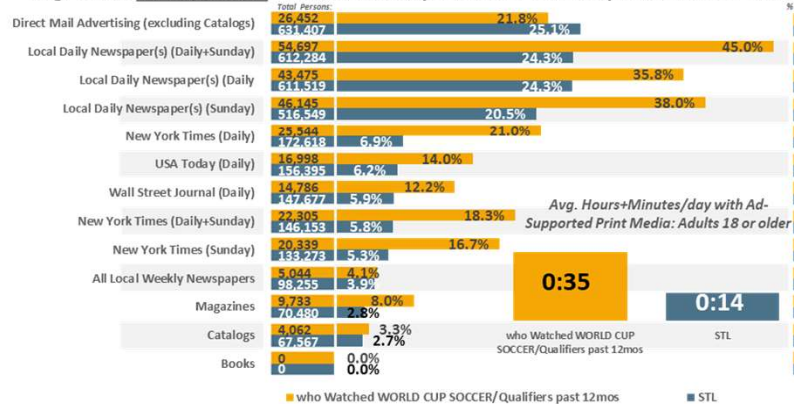
### Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



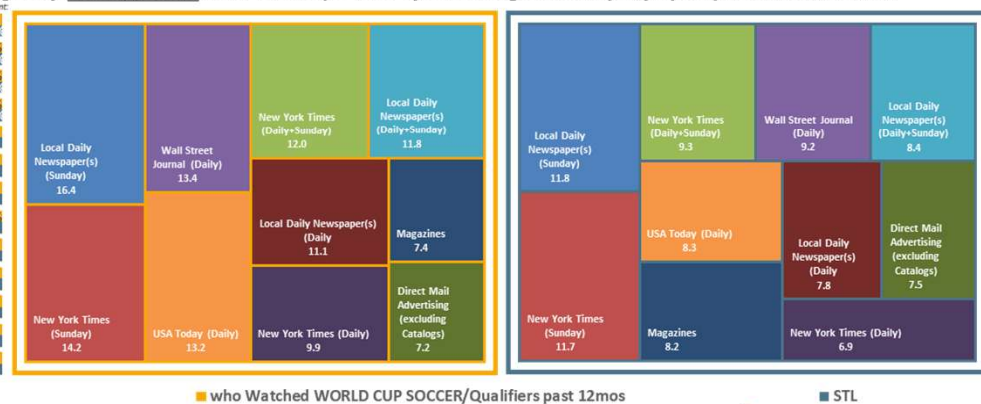
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab  
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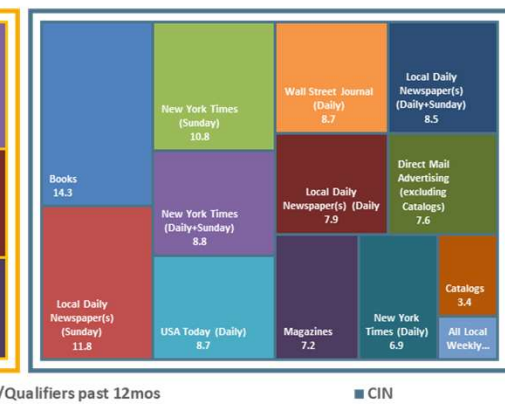
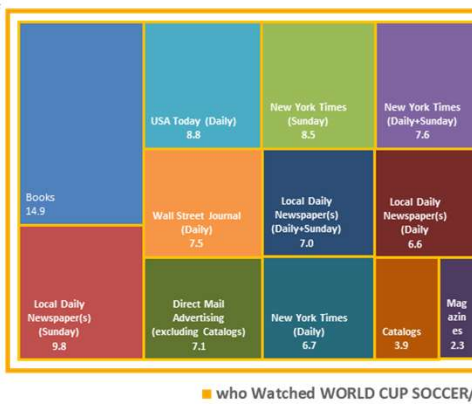
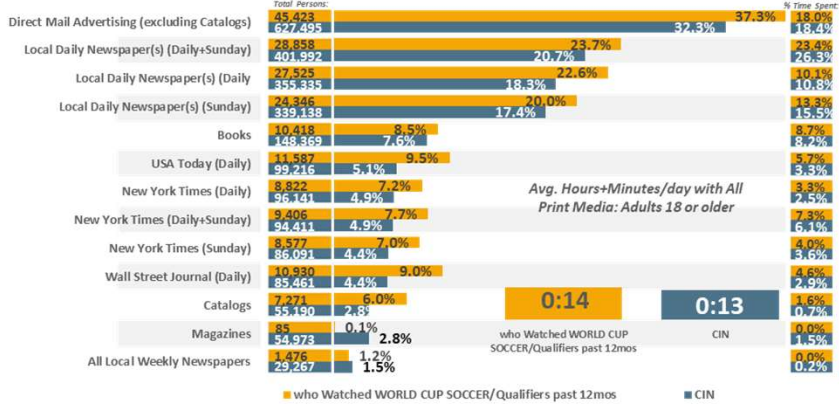
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



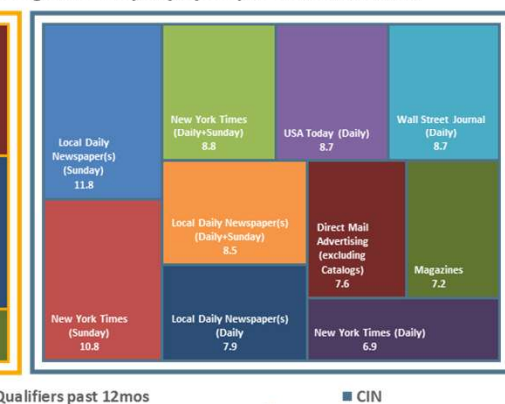
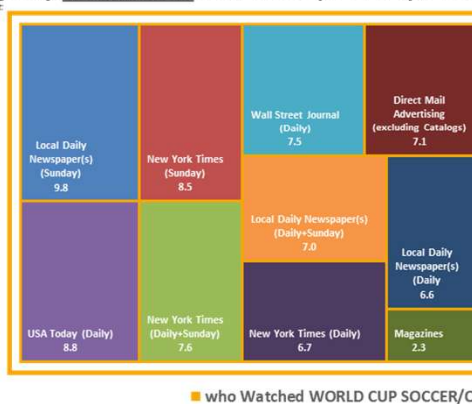
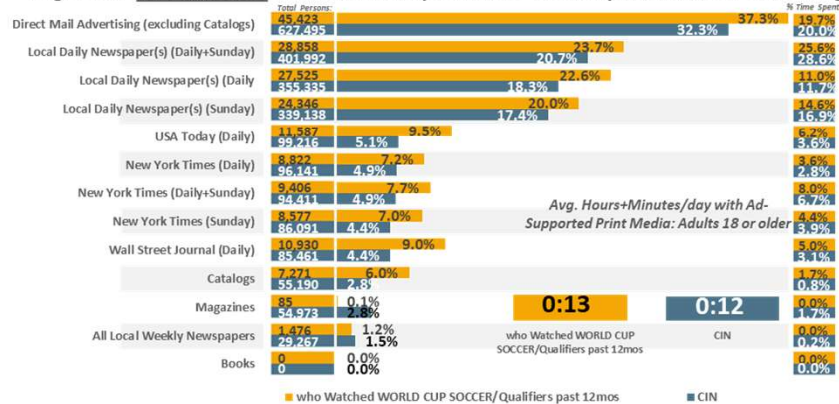


28,858 or 23.7% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 25.6% of all time spent daily with All forms of Print Media.

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



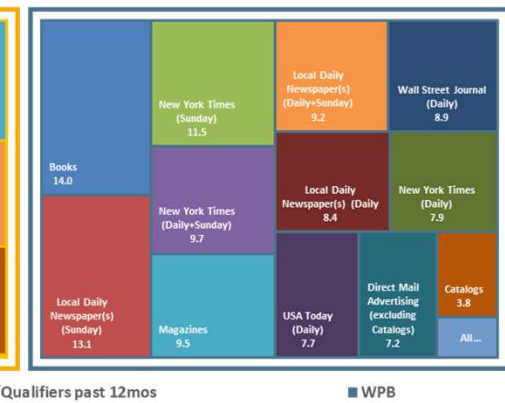
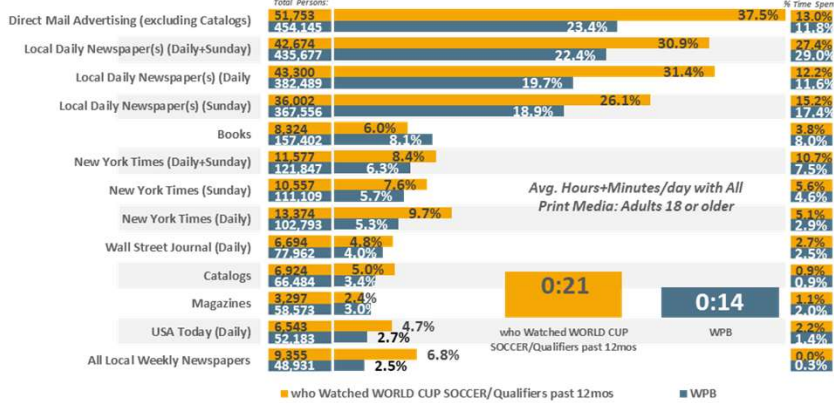
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



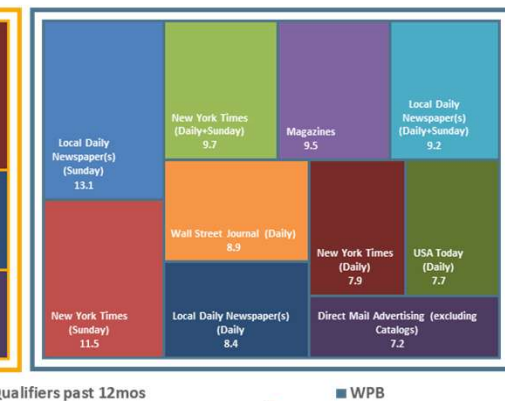
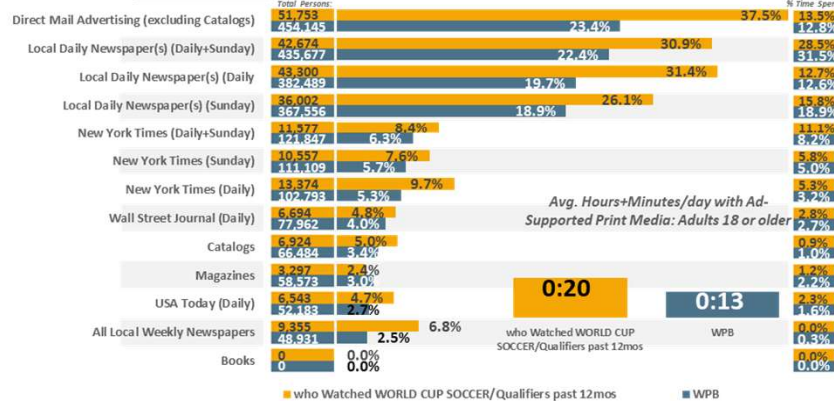


42,674 or 30.9% of Adults 18 or older who Watched WORLD CUP SOCCER/Qualifiers past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

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



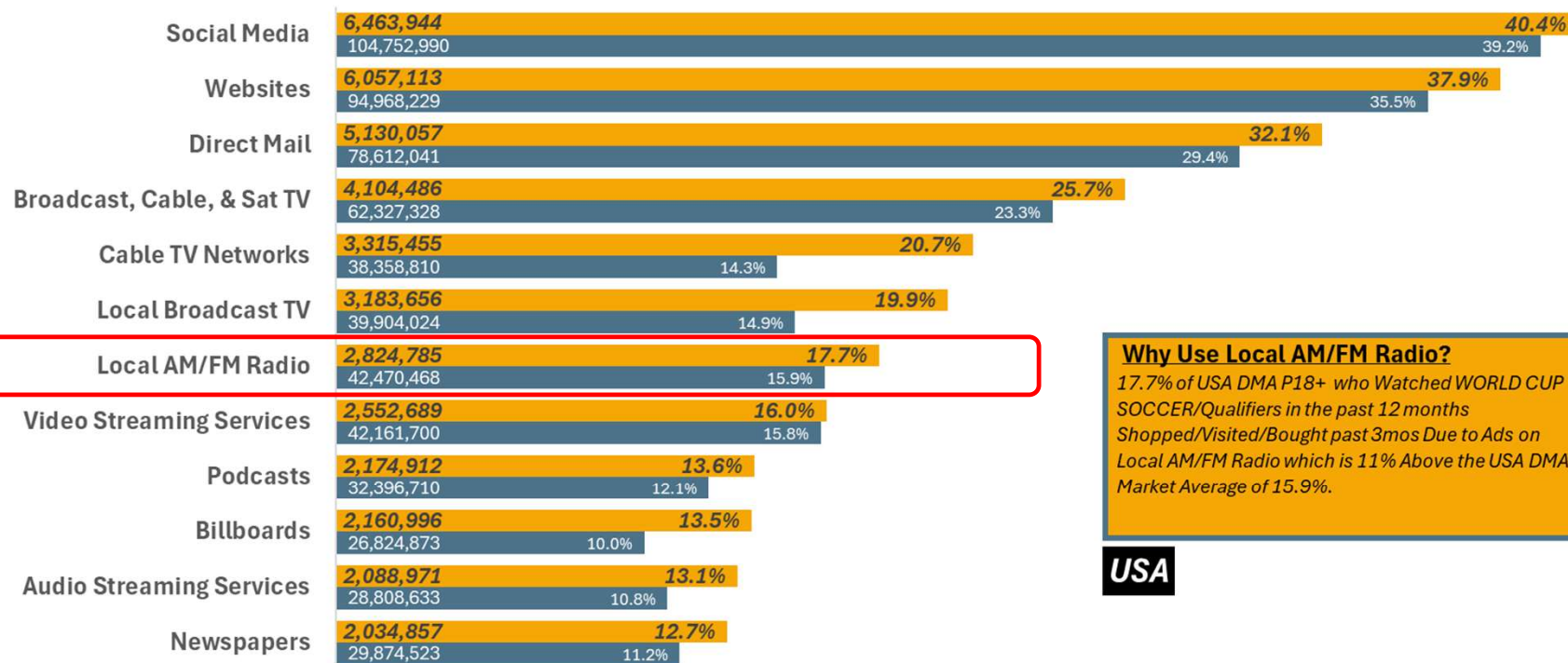
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





## "Advertising Actions"

**P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

17.7% of USA DMA P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 11% Above the USA DMA Market Average of 15.9%.

**USA**

■ P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR1 2026: Sep24-Mar26 Qual Intab: 1494

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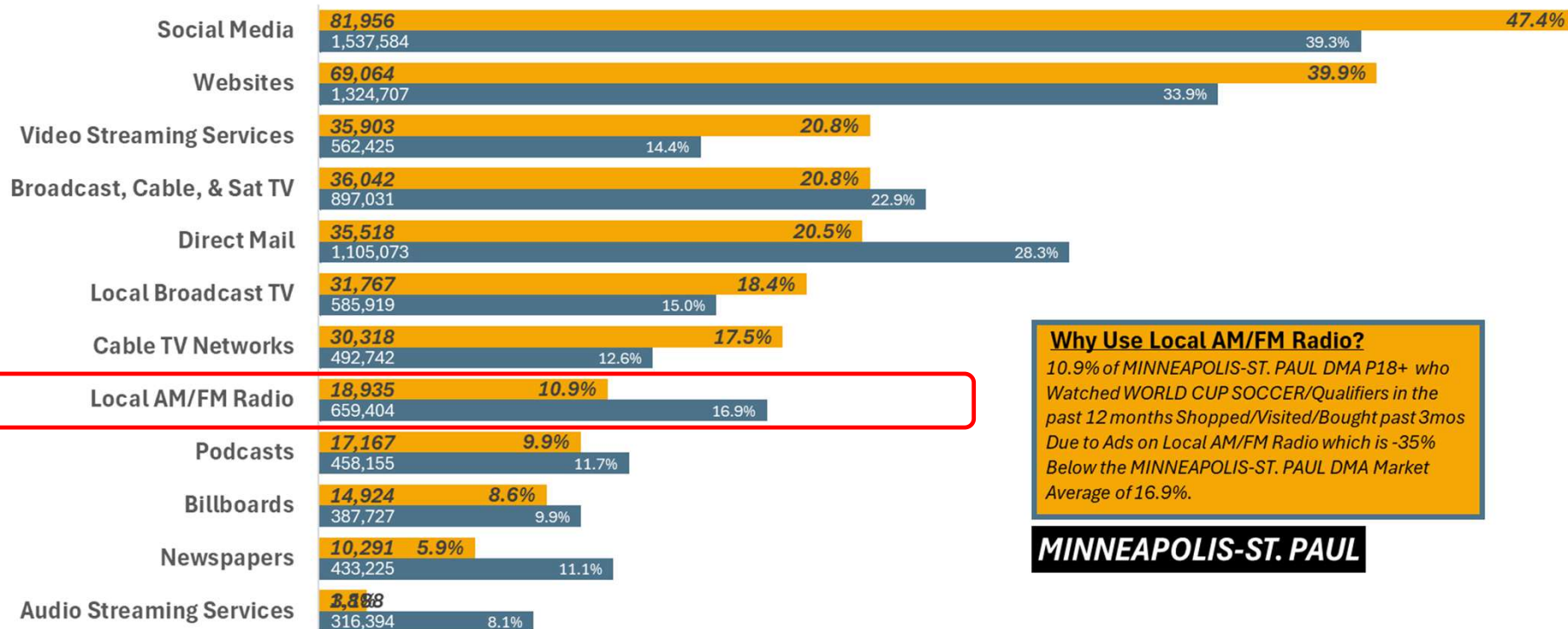
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers





## "Advertising Actions"

**P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

10.9% of MINNEAPOLIS-ST. PAUL DMA P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -35% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

**MINNEAPOLIS-ST. PAUL**

■ P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 70  
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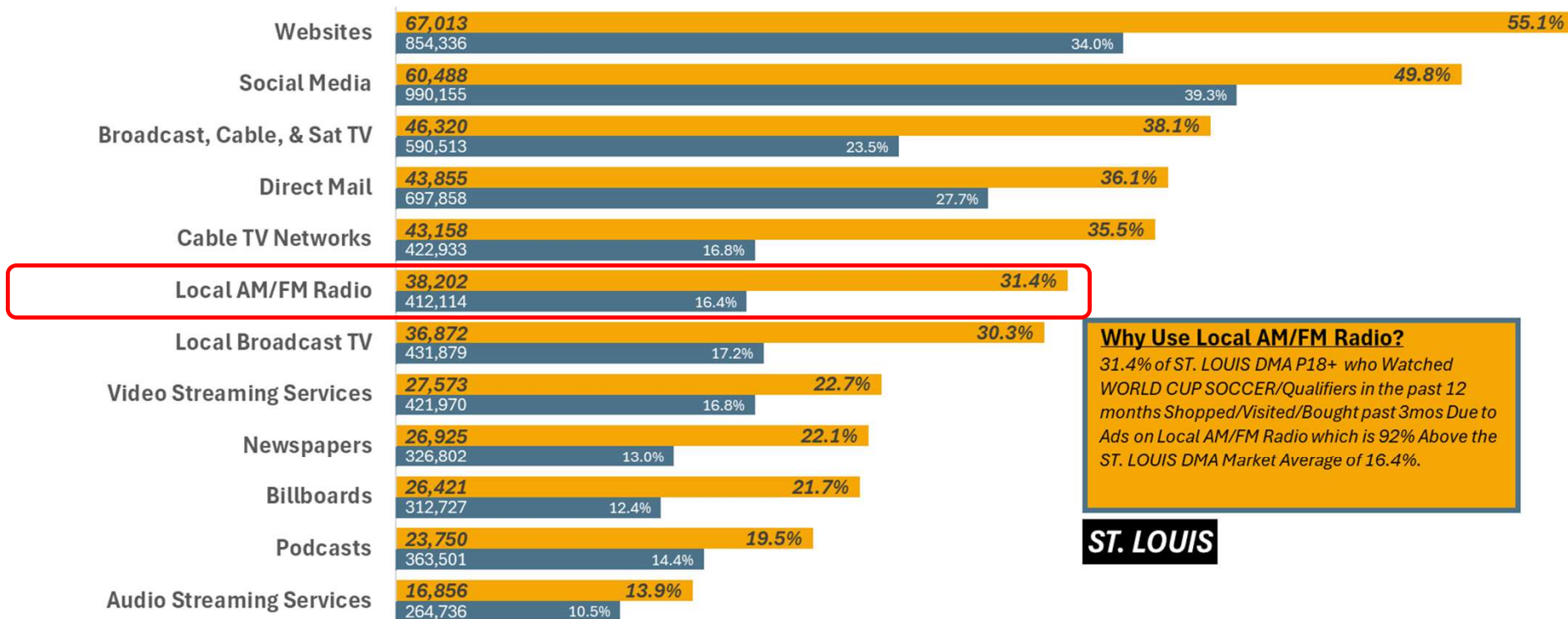
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



## "Advertising Actions"

P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

31.4% of ST. LOUIS DMA P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 92% Above the ST. LOUIS DMA Market Average of 16.4%.

**ST. LOUIS**

■ P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA ScarboroughR1 2026:Feb25-Feb26 QualIntab: 100

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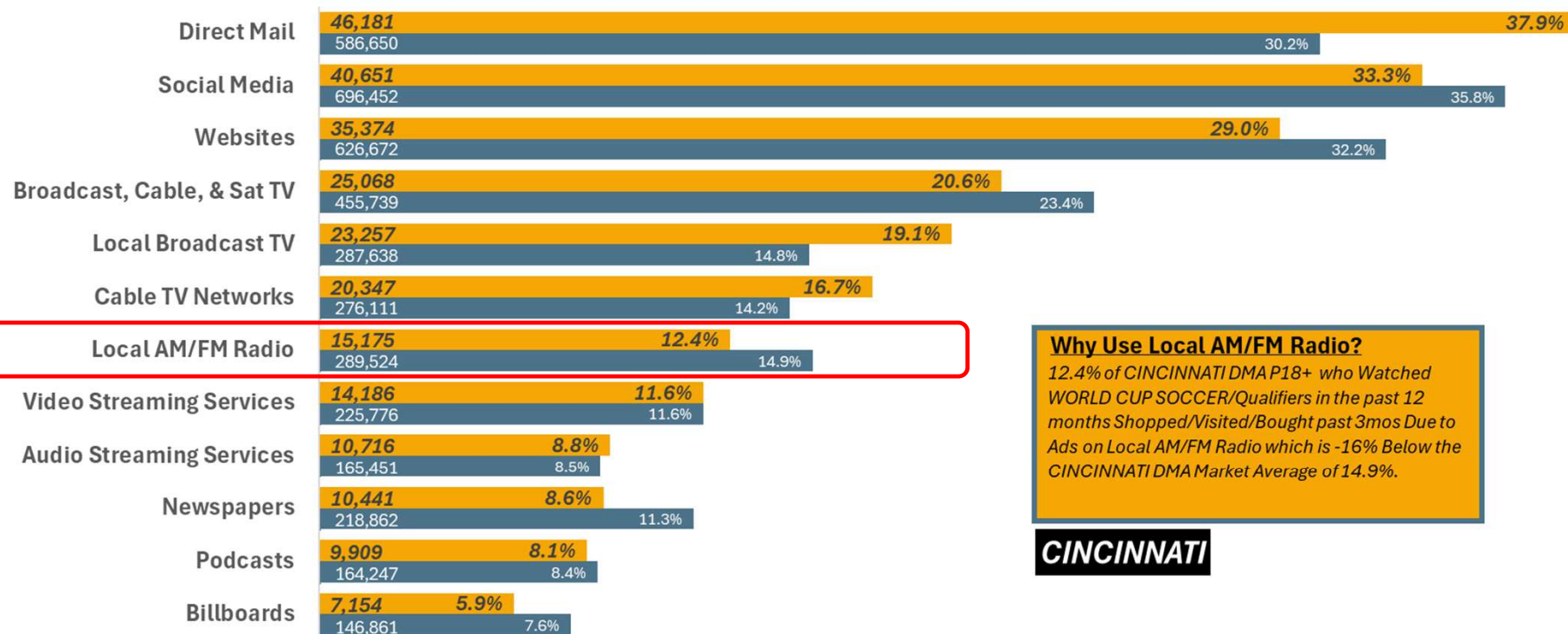
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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers



## "Advertising Actions"

**P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

12.4% of CINCINNATI DMA P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the CINCINNATI DMA Market Average of 14.9%.

**CINCINNATI**

■ P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 109  
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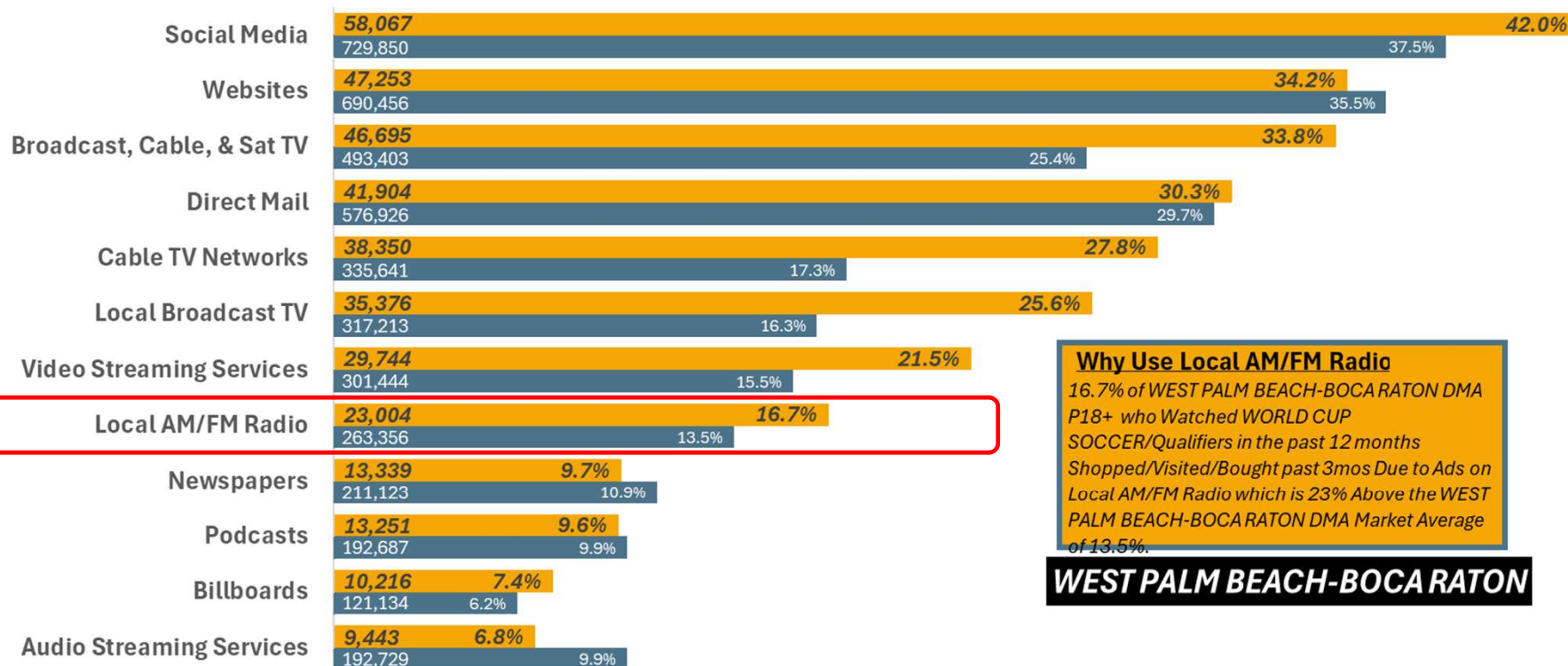
Special TV sports programs watched past 12 months: World Cup soccer/qualifiers





## "Advertising Actions"

**P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio

16.7% of WEST PALM BEACH-BOCA RATON DMA  
P18+ who Watched WORLD CUP  
SOCCER/Qualifiers in the past 12 months  
Shopped/Visited/Bought past 3mos Due to Ads on  
Local AM/FM Radio which is 23% Above the WEST  
PALM BEACH-BOCA RATON DMA Market Average  
of 13.5%.

**WEST PALM BEACH-BOCA RATON**

■ P18+ who Watched WORLD CUP SOCCER/Qualifiers in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 156

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Special TV sports programs watched past 12 months: World Cup soccer/qualifiers