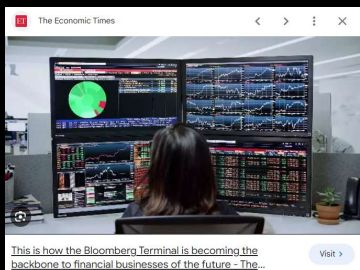


USA+4 More DMAs – P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS!

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 Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS as of August 31, 2025.



P18+

YouGov
What the world thinks



Stanford | Cyber Policy Center
Freeman Spogli Institute and Stanford Law School



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

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



56.3% or 147,614,981 of USA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Typical Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 42.8 years old (12.2% younger than average) and have a \$92,506 (3.3% lower than average) annual household income.

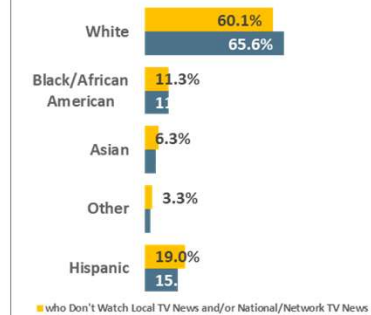
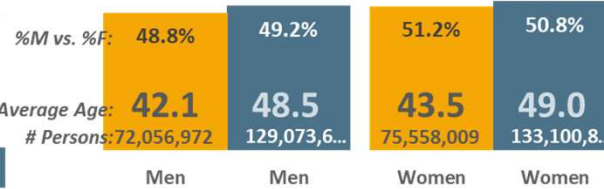
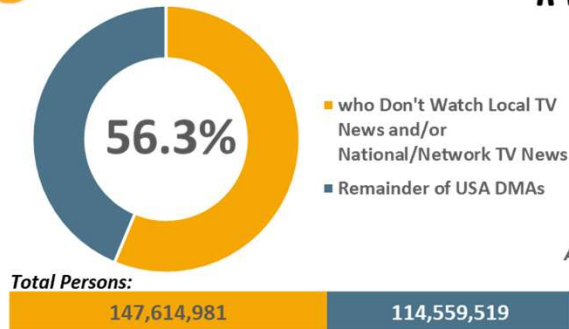


Percent of Market: Adults 18 or older

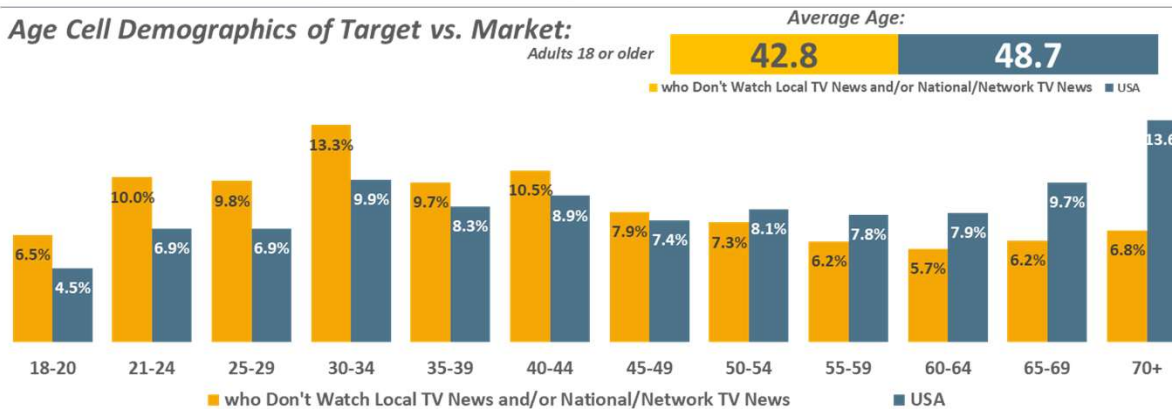


Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
All Graphs and HBI/Al Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



51.6% or 2,005,297 of MSP DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV...
Typical Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 41.9 years old (14.3% younger than average) and have a \$104,485 (5.3% lower than average) annual household...



Percent of Market: Adults 18 or older

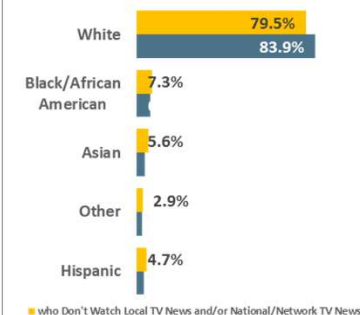


Gender of Target vs. Market: Adults 18 or older

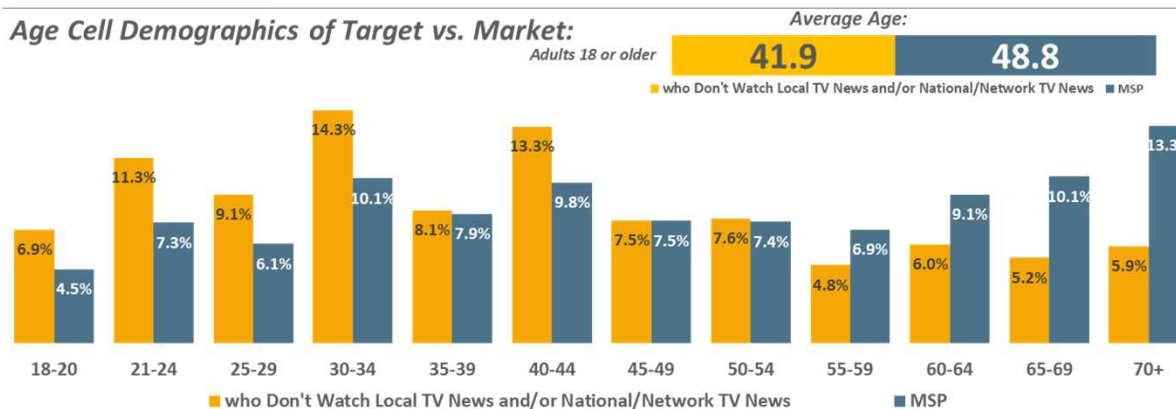
Ethnicity of Target vs. Market:



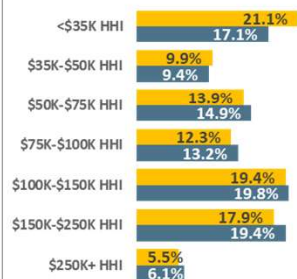
%M vs. %F:		Average Age:		# Persons:	
49.0%	49.9%	42.4	49.0	982,580	1,940,932
		Men	Men		
51.0%	50.1%	41.3	48.7	1,022,717	1,948,548
		Women	Women		



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$104,485 (Target) / \$110,275 (Market)

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 961
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



49.2% or 1,235,160 of STL DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Typical Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 41.4 years old (16.1% younger than average) and have a \$94,163 (6.2% lower than average) annual household income.

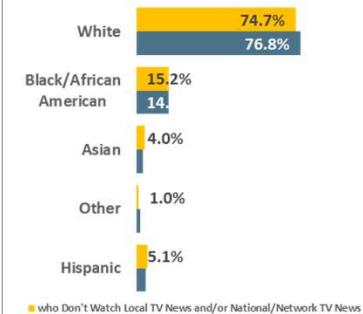
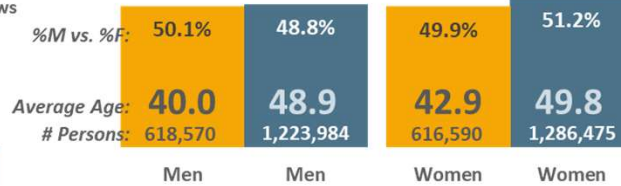


Percent of Market: Adults 18 or older

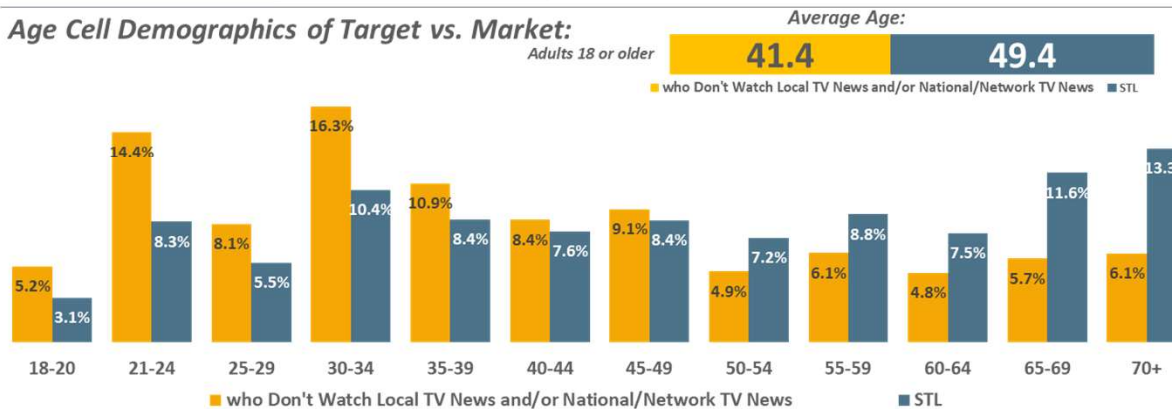


Gender of Target vs. Market: Adults 18 or older

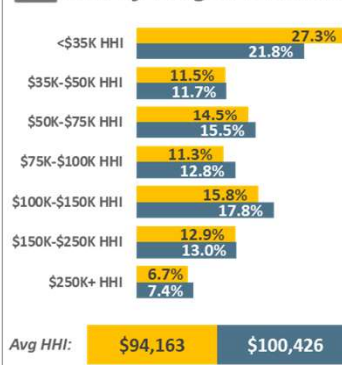
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 925
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



50.7% or 980,852 of CIN DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Typical Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 41.3 years old (15.2% younger than average) and have a \$97,608 (2.8% lower than average) annual household income.

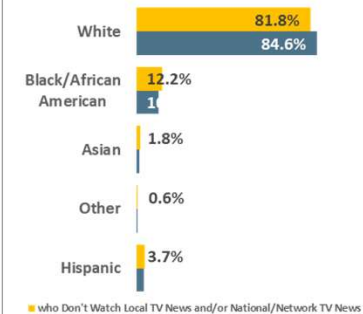
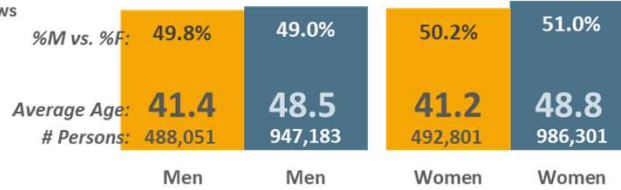
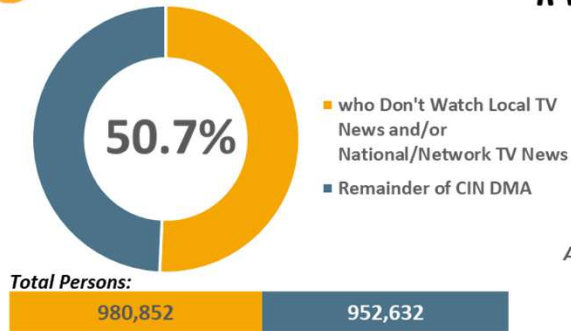


Percent of Market: Adults 18 or older

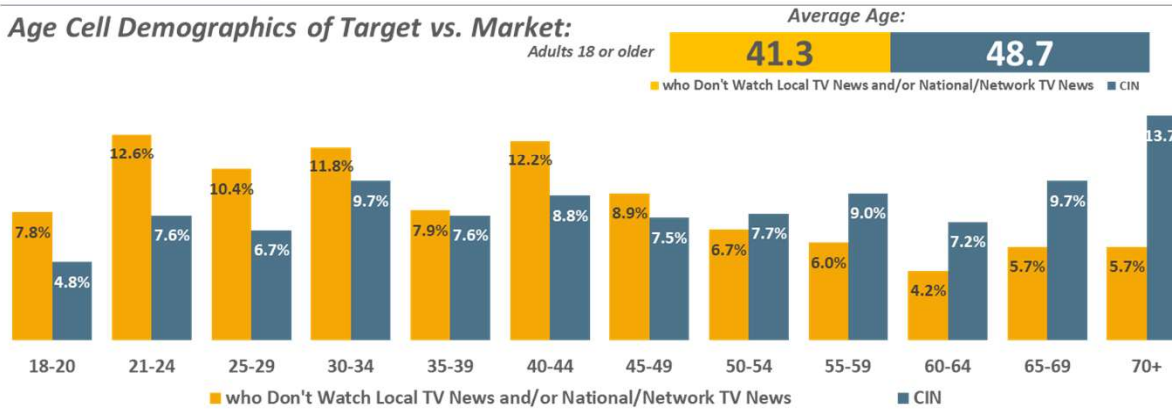


Gender of Target vs. Market: Adults 18 or older

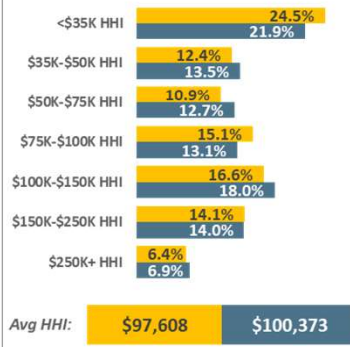
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



51.7% or 988,234 of WPB DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Typical Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 46. years old (13.3% younger than average) and have a \$92,077 (9.5% lower than average) annual household income.

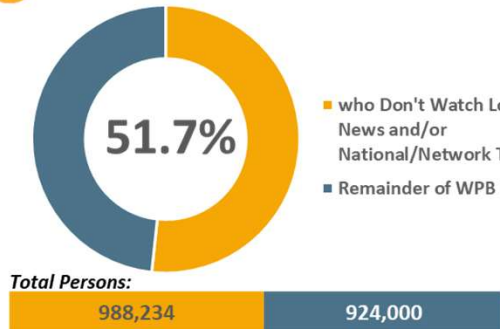


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:

44.6%

45.9

440,952

48.5%

52.9

926,820

55.4%

46.1

547,282

51.5%

53.2

985,414

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

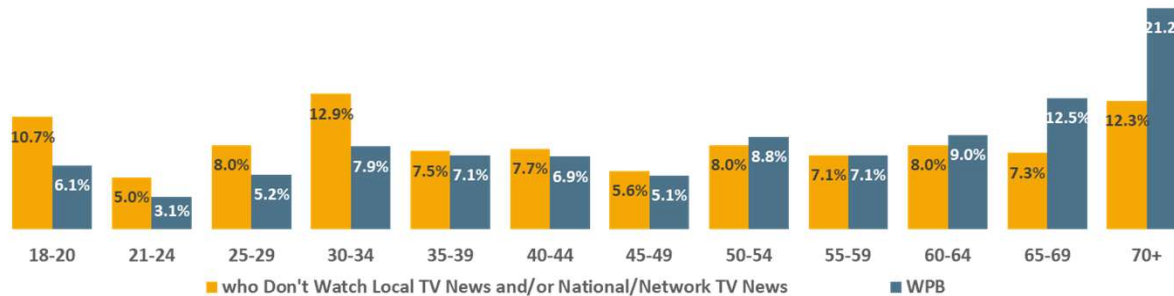
Average Age:

Adults 18 or older

46.0

53.1

who Don't Watch Local TV News and/or National/Network TV News WPB



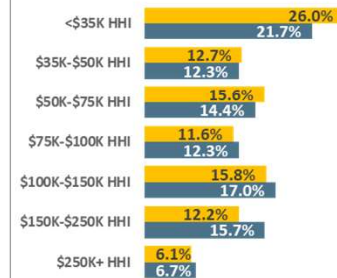
who Don't Watch Local TV News and/or National/Network TV News

WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306

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HHI of Target vs. Market:



Avg HHI:

\$92,077

\$101,757

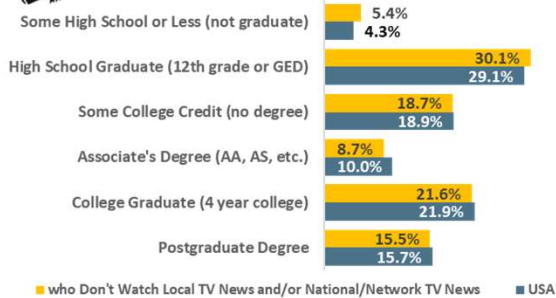
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



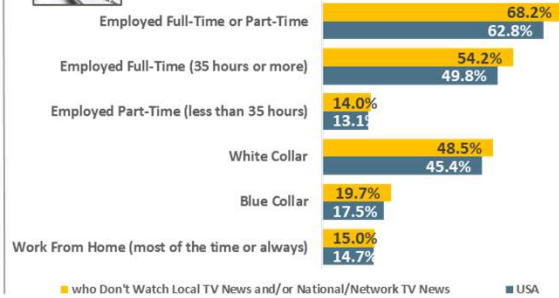
56.3% or 147,614,981 of USA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 1.7% less likely to be a college graduate, 8.9% more likely to work full-time, 10.2% less likely to be married, 21.2% more likely to be a parent of 1 or more children and



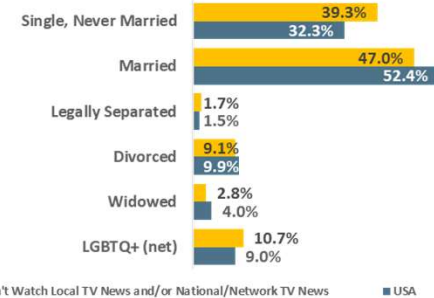
Education Levels: Adults 18 or older



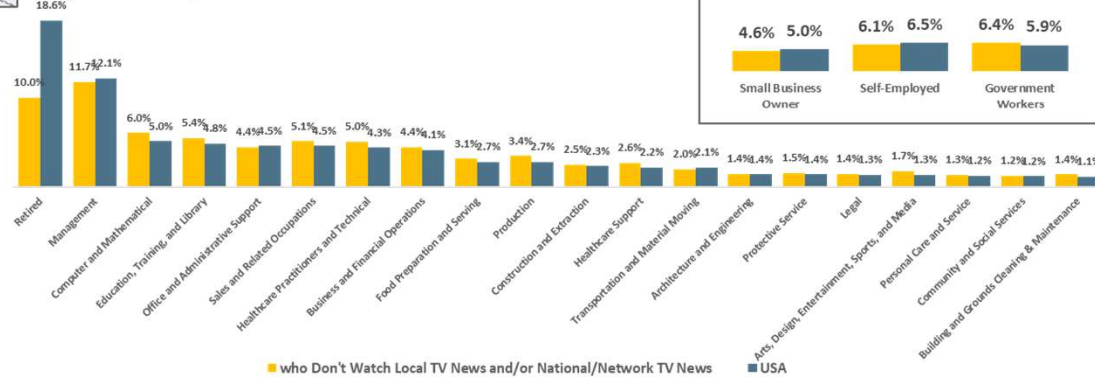
Employment: Adults 18 or older



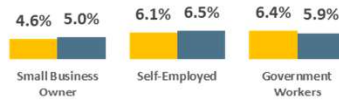
Marital Status: Adults 18 or older



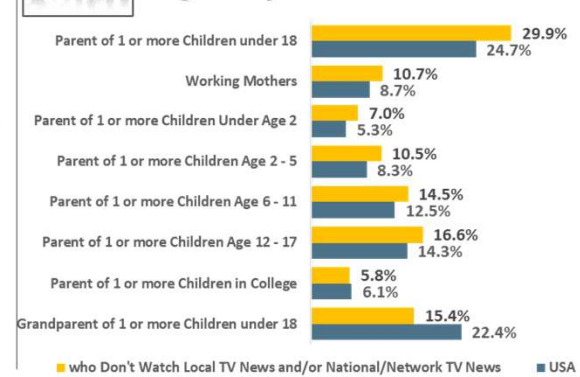
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

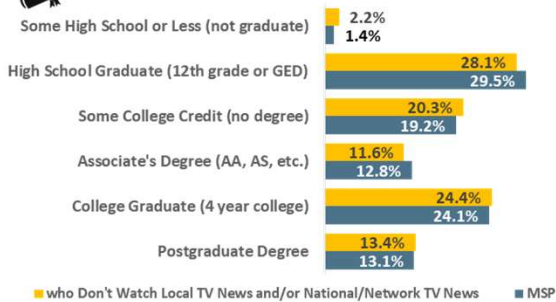
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



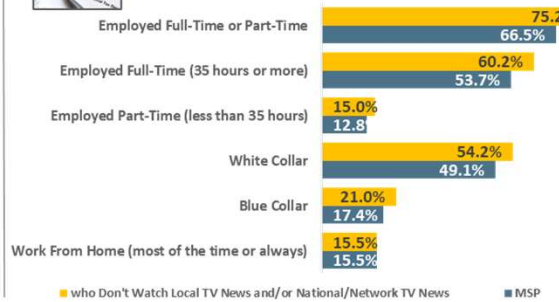
51.6% or 2,005,297 of MSP DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 1.7% more likely to be a college graduate, 12.% more likely to work full-time, 13.2% less likely to be married, 18.1% more likely to be a parent of 1 or more children und



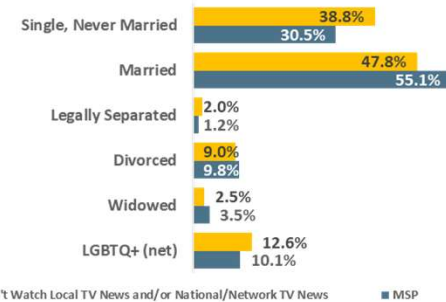
Education Levels: Adults 18 or older



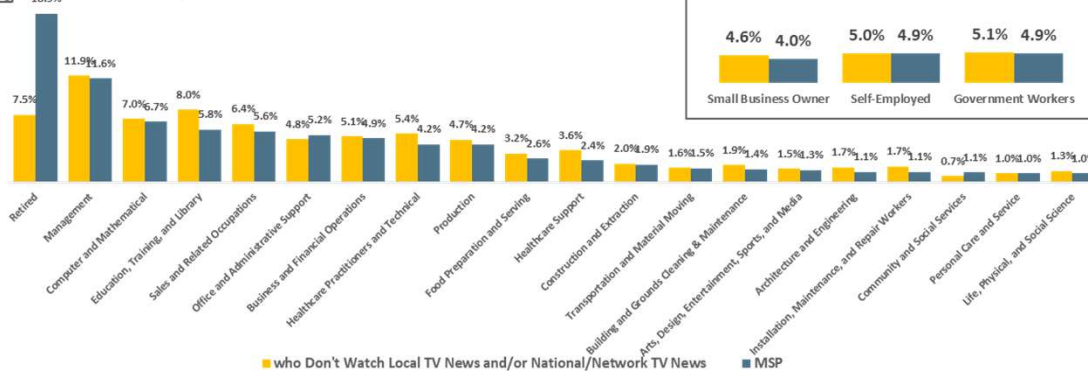
Employment: Adults 18 or older



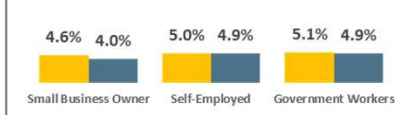
Marital Status: Adults 18 or older



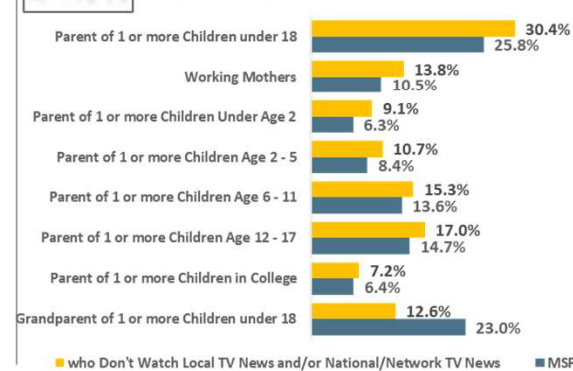
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



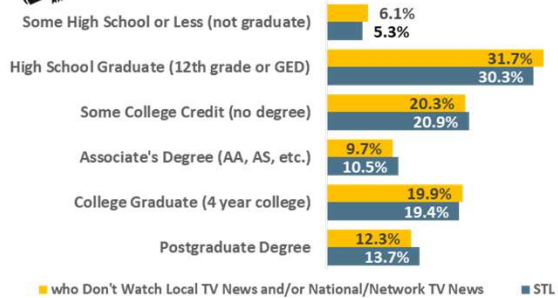
Stage in Life: Adults 18 or older



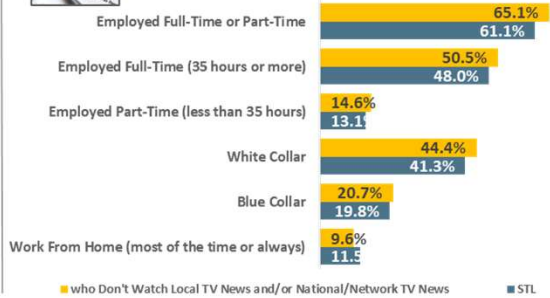


49.2% or 1,235,160 of STL DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 2.7% less likely to be a college graduate, 5.2% more likely to work full-time, 16.7% less likely to be married, 30.4% more likely to be a parent of 1 or more children und

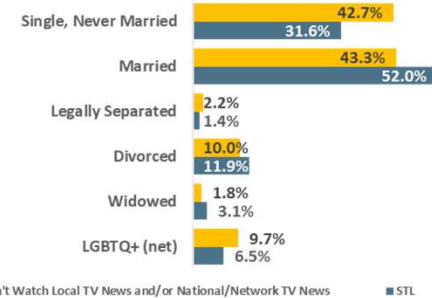
Education Levels: Adults 18 or older



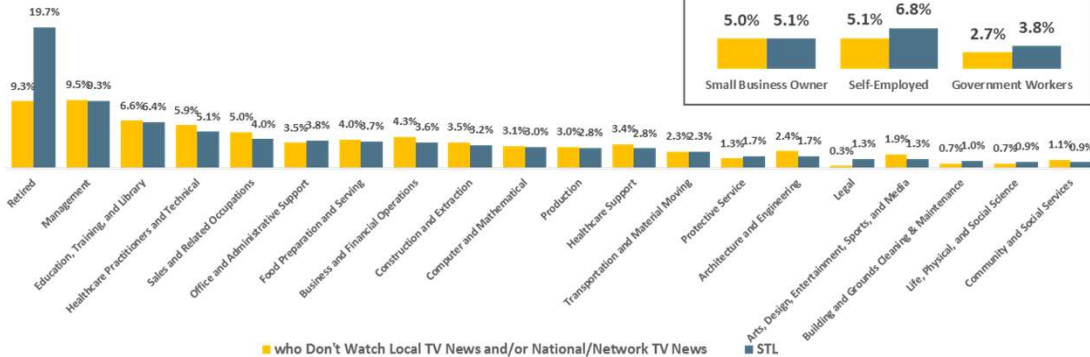
Employment: Adults 18 or older



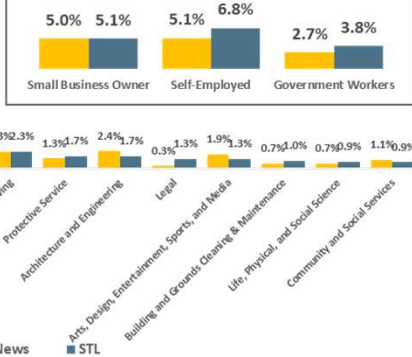
Marital Status: Adults 18 or older



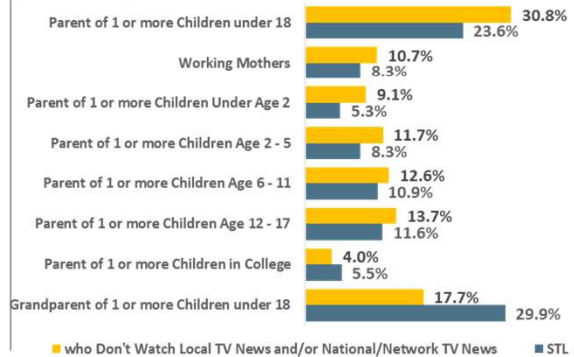
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

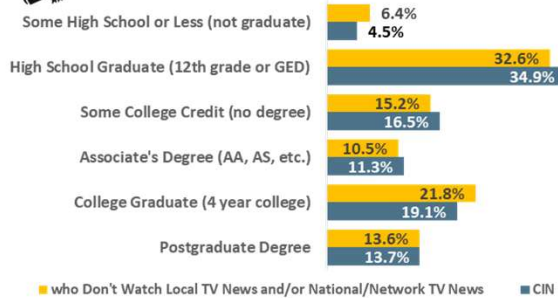




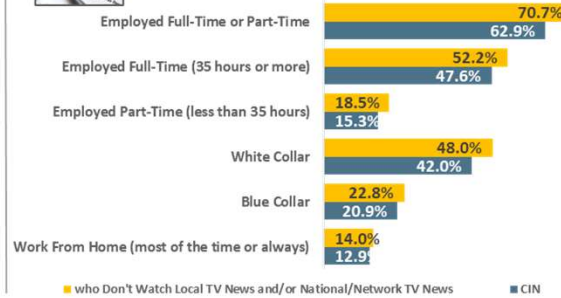
50.7% or 980,852 of CIN DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 8.% more likely to be a college graduate, 9.6% more likely to work full-time, 9.6% less likely to be married, 35.3% more likely to be a parent of 1 or more children under



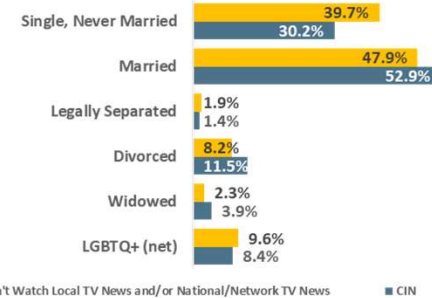
Education Levels: Adults 18 or older



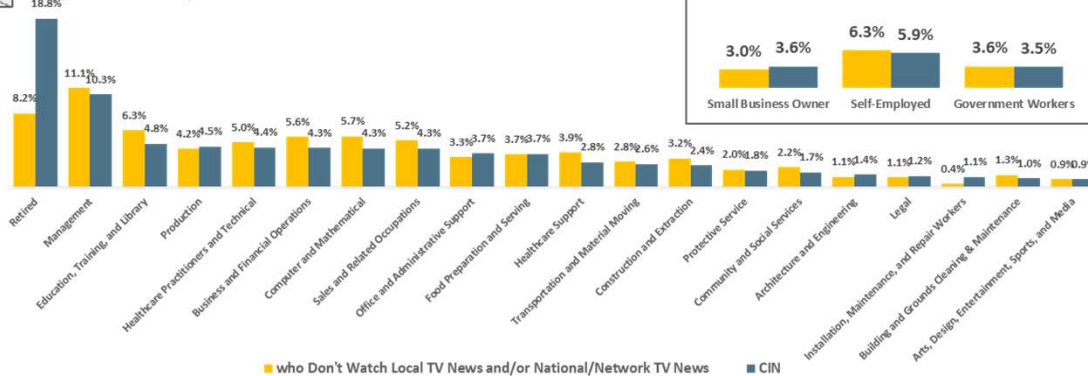
Employment: Adults 18 or older



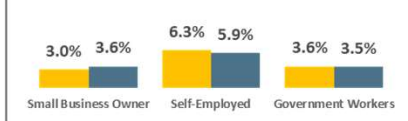
Marital Status: Adults 18 or older



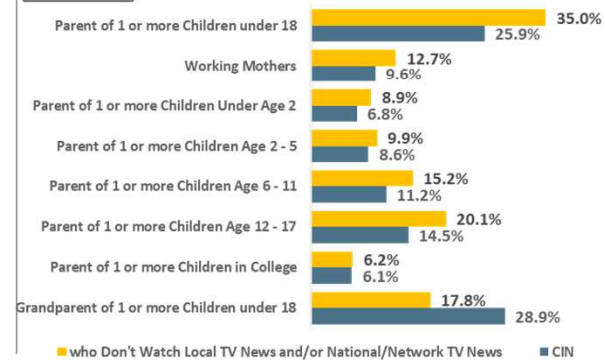
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

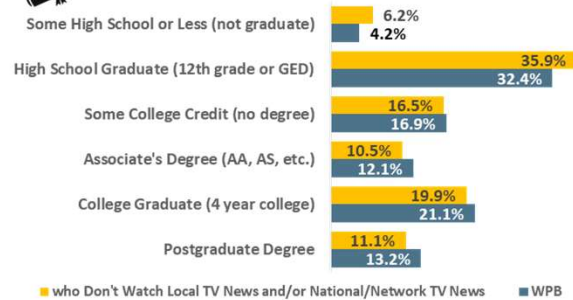




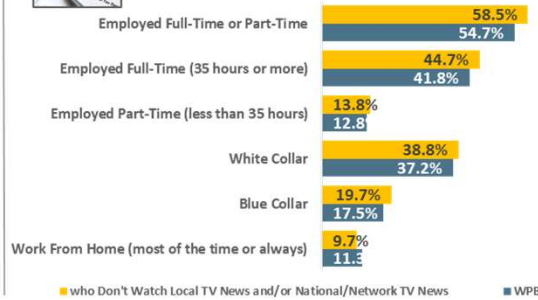
51.7% or 988,234 of WPB DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 9.8% less likely to be a college graduate, 6.8% more likely to work full-time, 19.% less likely to be married, 22.% more likely to be a parent of 1 or more children under



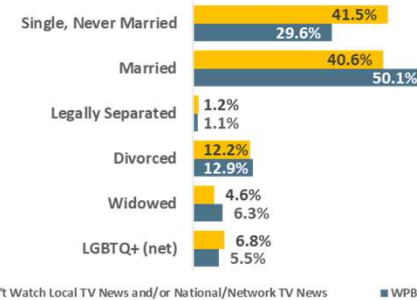
Education Levels: Adults 18 or older



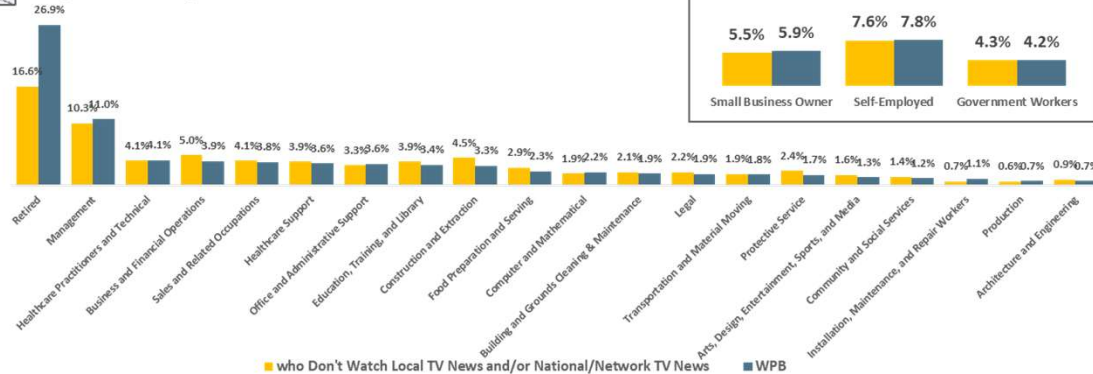
Employment: Adults 18 or older



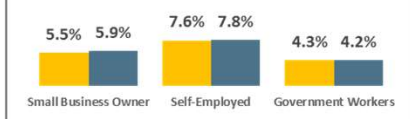
Marital Status: Adults 18 or older



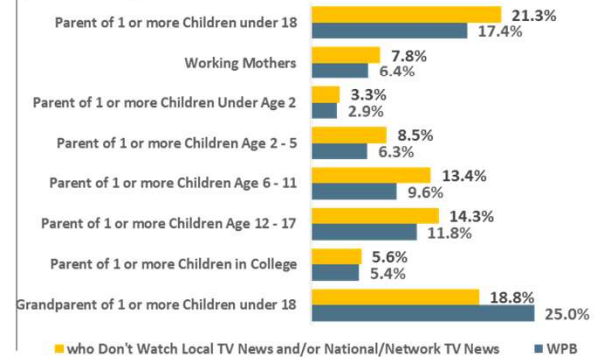
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



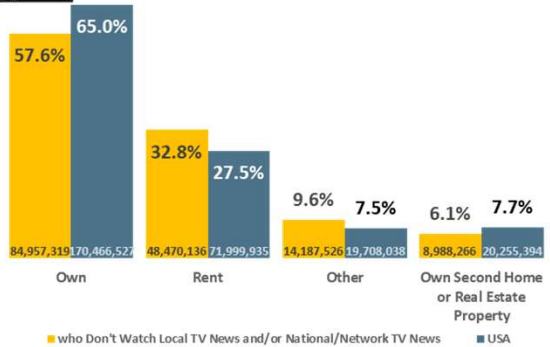
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

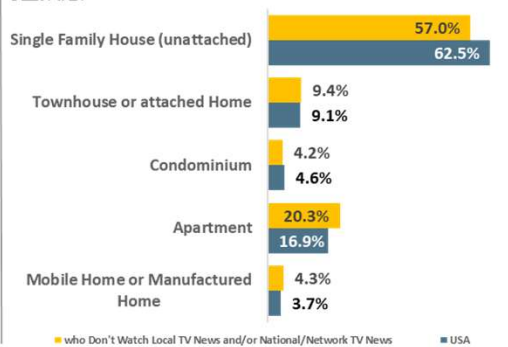


56.3% or 147,614,981 of USA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 11.5% less likely to own their home, 19.9% more likely to own a higher valued home, 8.8% less likely to have a single-family home, 6.2% less likely to have a dog.

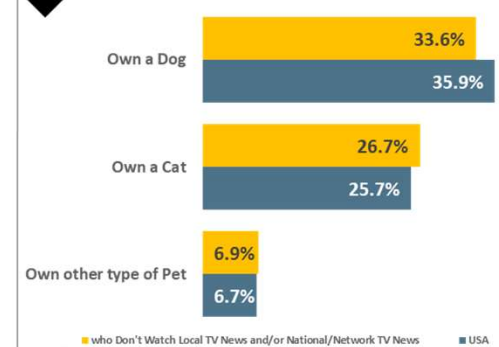
Own/Rent/Other: Adults 18 or older



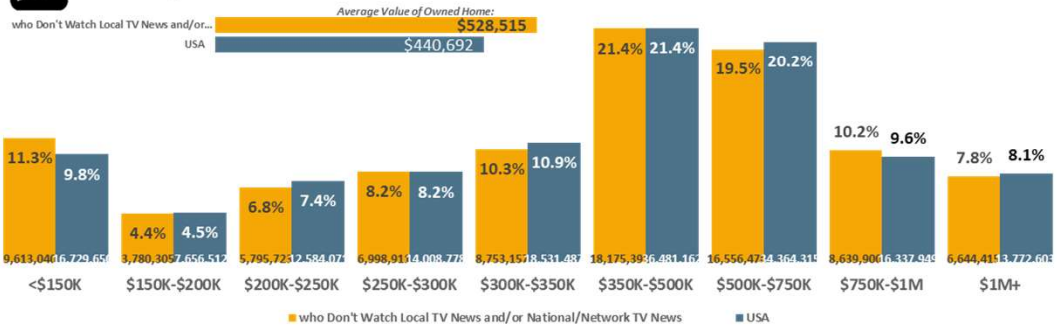
Type of Home: Adults 18 or older



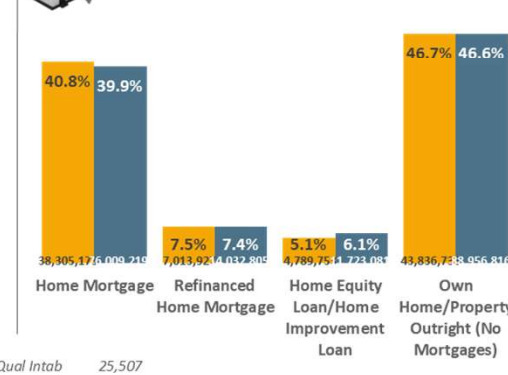
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



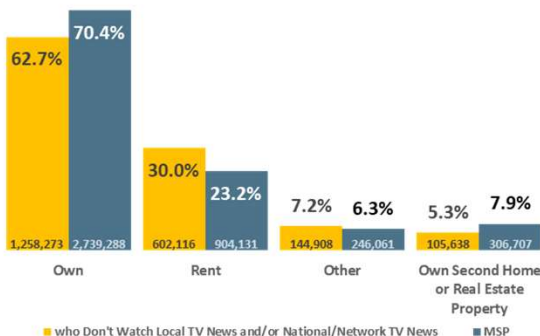
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

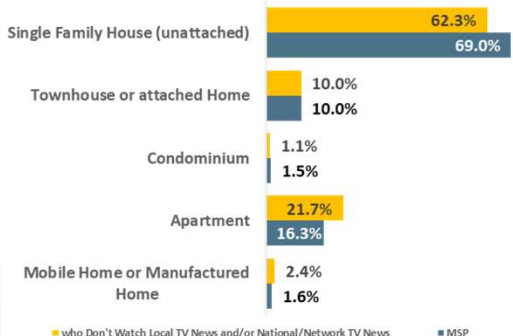


51.6% or 2,005,297 of MSP DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 10.9% less likely to own their home, 3.6% more likely to own a lower valued home, 9.7% less likely to have a single-family home, 5.9% less likely to have a dog.

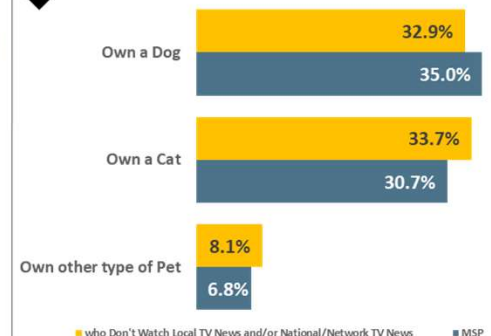
Own/Rent/Other: Adults 18 or older



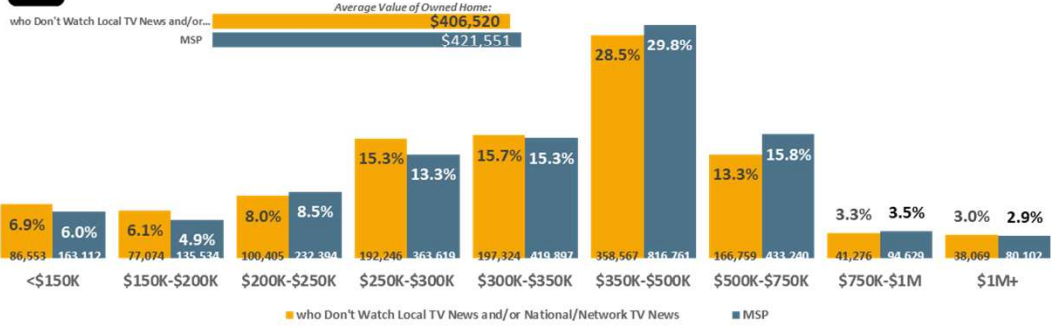
Type of Home: Adults 18 or older



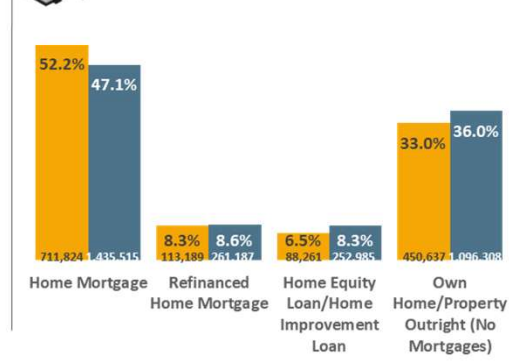
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

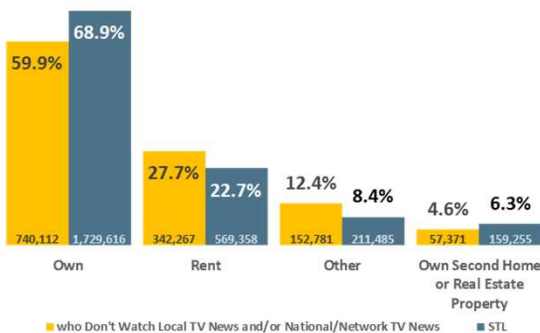


NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

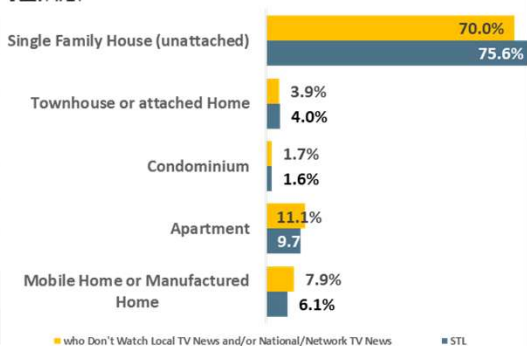


49.2% or 1,235,160 of STL DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 13.% less likely to own their home, 10.3% more likely to own a lower valued home, 7.4% less likely to have a single-family home, 2.6% less likely to have a dog.

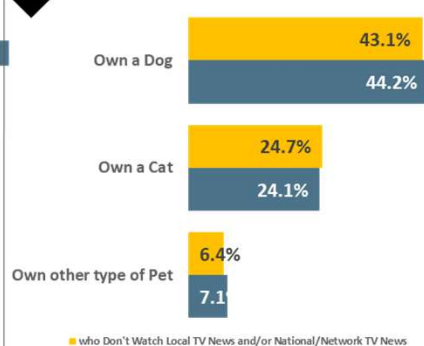
Own/Rent/Other: Adults 18 or older



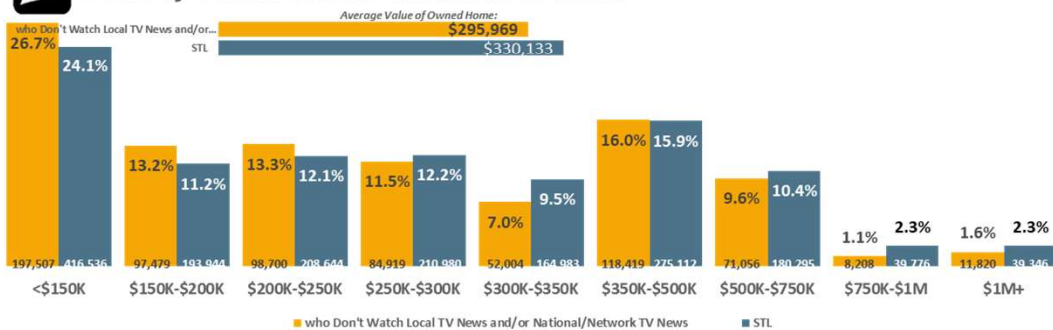
Type of Home: Adults 18 or older



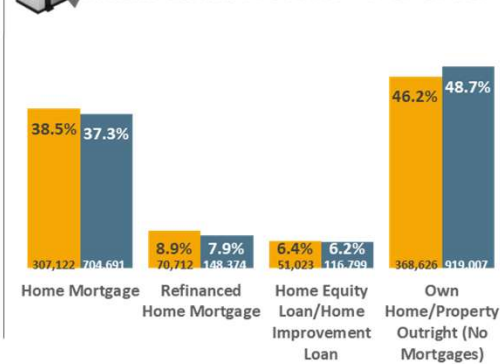
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



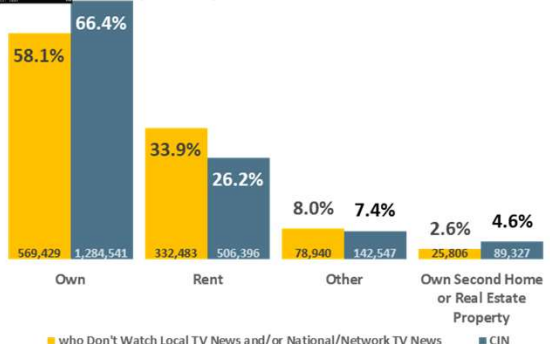
Home Loans: Adults 18 or older



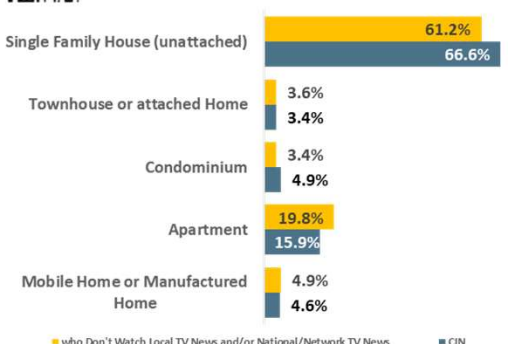


50.7% or 980,852 of CIN DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 12.6% less likely to own their home, 2.5% more likely to own a higher valued home, 8.1% less likely to have a single-family home, 6.2% less likely to have a dog.

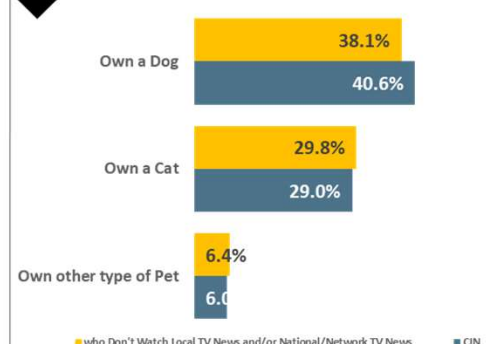
Own/Rent/Other: Adults 18 or older



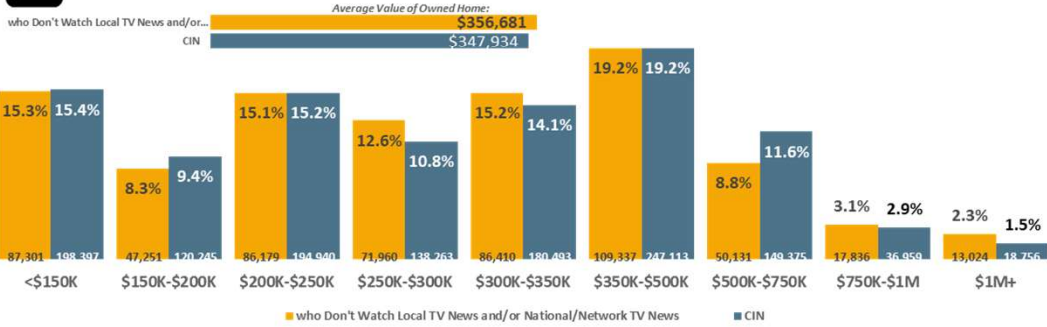
Type of Home: Adults 18 or older



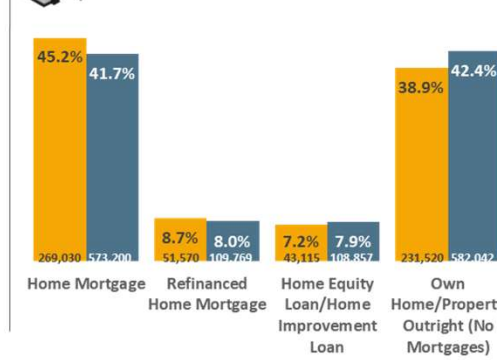
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



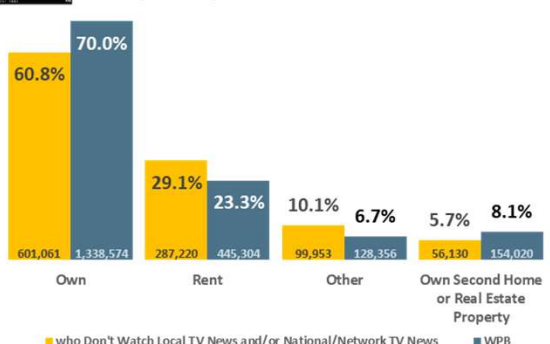
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

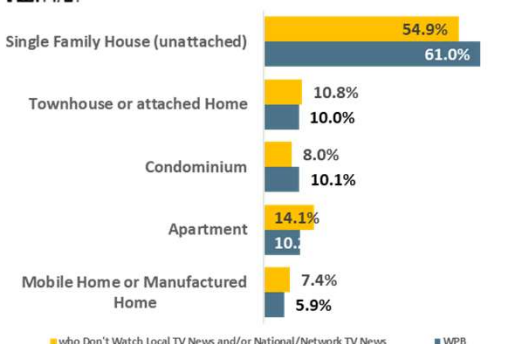


51.7% or 988,234 of WPB DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 13.1% less likely to own their home, 4.5% more likely to own a lower valued home, 10.1% less likely to have a single-family home, 3.4% less likely to have a dog.

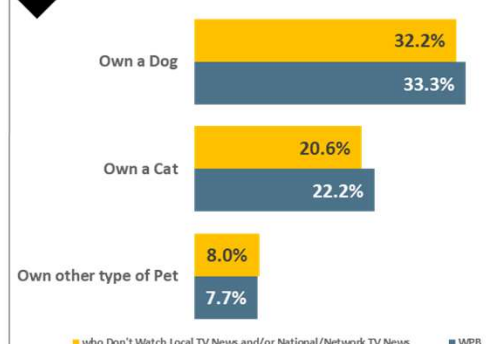
Own/Rent/Other: Adults 18 or older



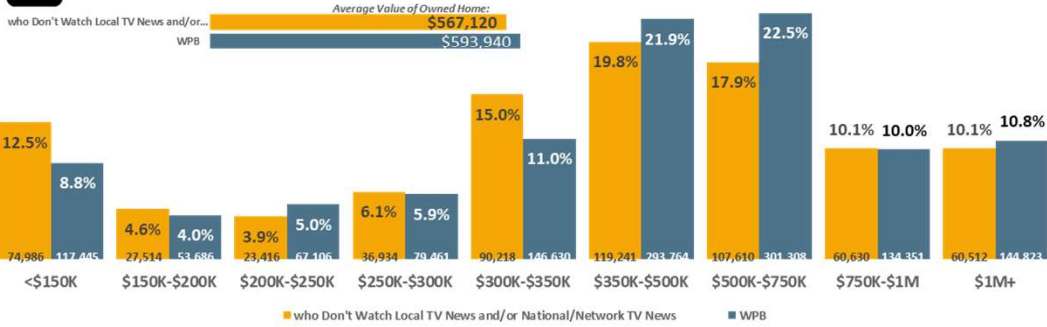
Type of Home: Adults 18 or older



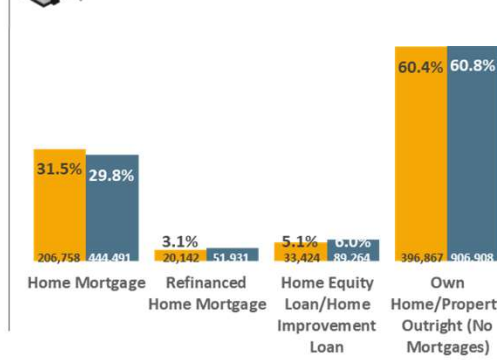
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306
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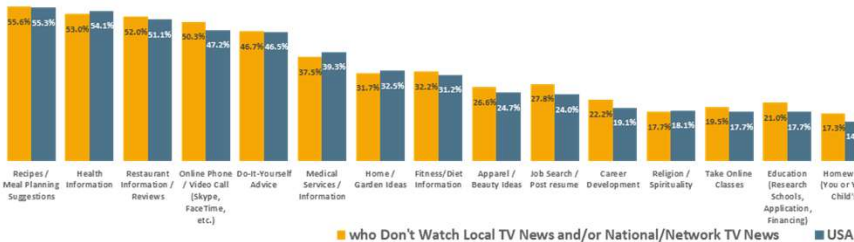
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



56.3% or 147,614,981 of USA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are .5% more likely to look up D-I-Y advice online, 16.7% less likely to always vote in local elections, 4.9% less likely to belong to a gym, .3% more likely to fly domestic



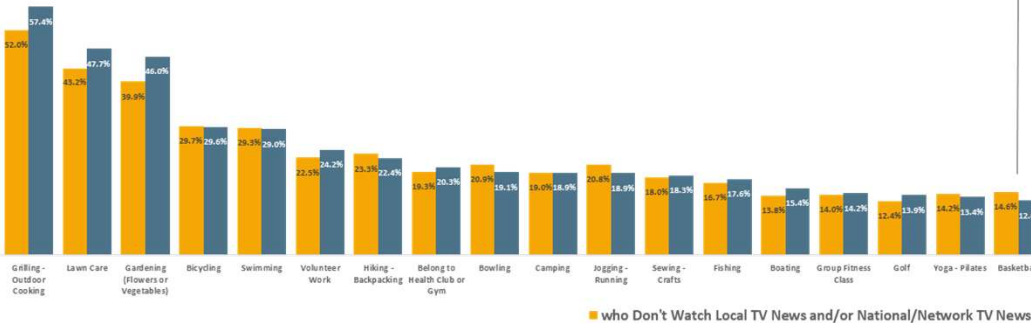
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ USA



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

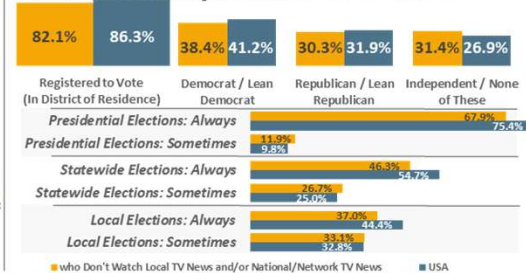


■ who Don't Watch Local TV News and/or National/Network TV News ■ USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

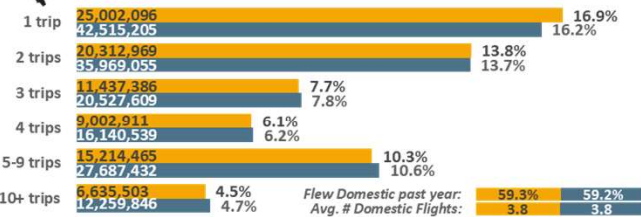
Political Activity: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ USA



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



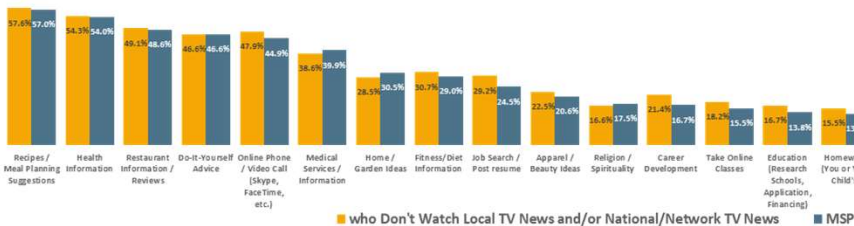
Flew Domestic past year: 59.3% vs 59.2%
Avg. # Domestic Flights: 3.8 vs 3.8



51.6% or 2,005,297 of MSP DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are .1% more likely to look up D-I-Y advice online, 15.5% less likely to always vote in local elections, 9.7% less likely to belong to a gym, 3.8% less likely to fly domestic

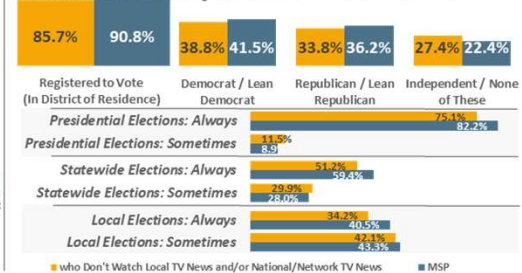


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ MSP

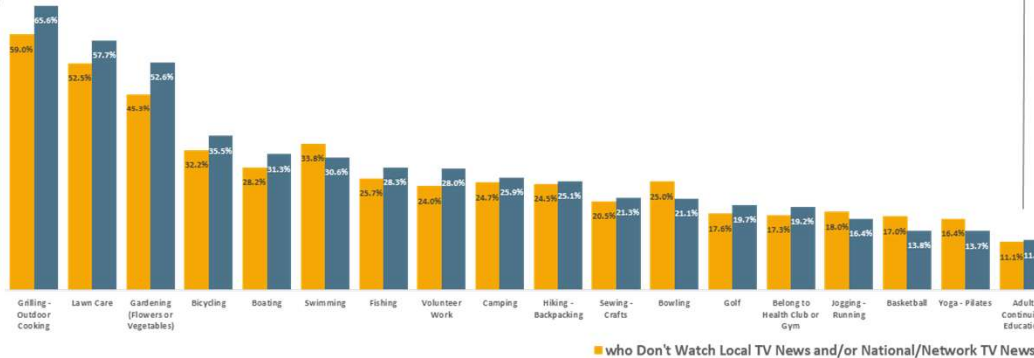
Political Activity: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ MSP



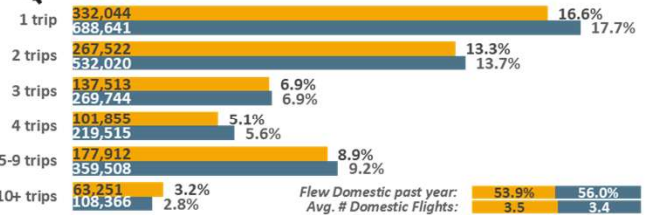
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ MSP



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



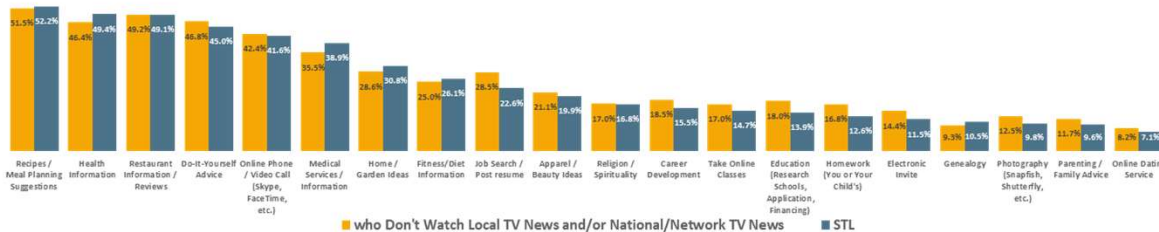
Flew Domestic past year: 53.9% vs 56.0%
Avg. # Domestic Flights: 3.5 vs 3.4



49.2% or 1,235,160 of STL DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 3.9% more likely to look up D-I-Y advice online, 17.8% less likely to always vote in local elections, 16.8% less likely to belong to a gym, 5.7% less likely to fly domestic



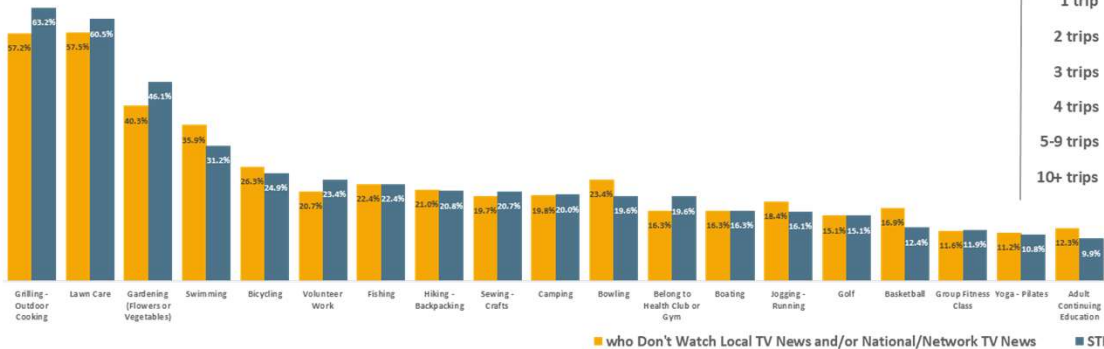
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ STL

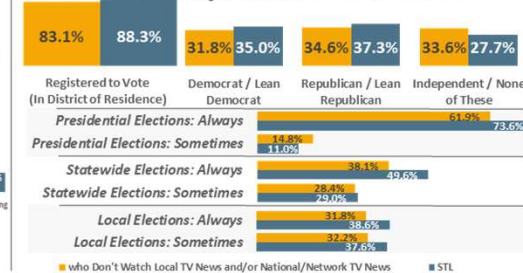


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ STL

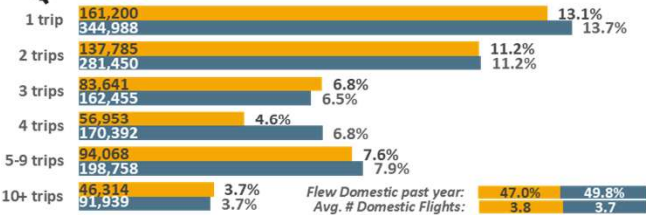
Political Activity: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ STL



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



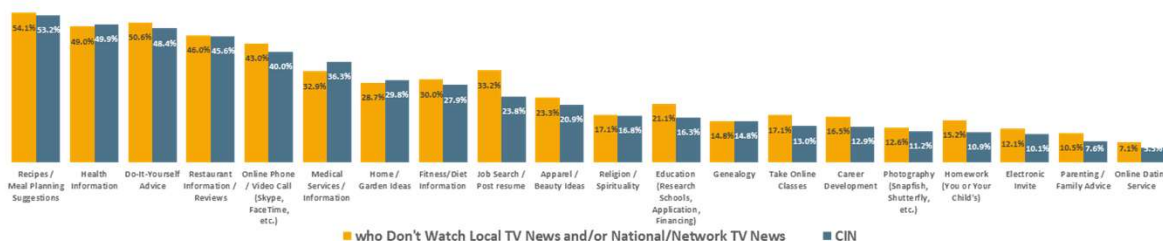
Flew Domestic past year: 47.0% vs 49.8%
Avg. # Domestic Flights: 3.8 vs 3.7



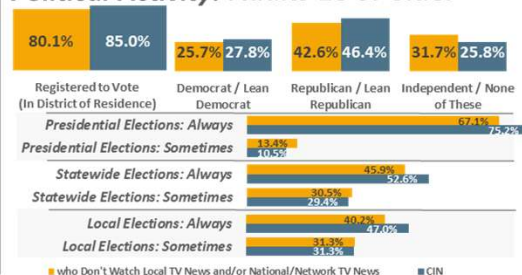
50.7% or 980,852 of CIN DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 4.5% more likely to look up D-I-Y advice online, 14.5% less likely to always vote in local elections, 2.8% less likely to belong to a gym, 1.9% less likely to fly domesti



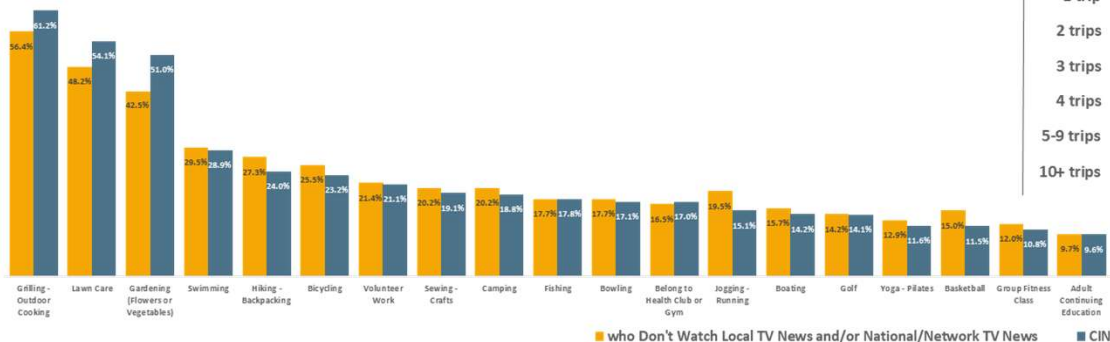
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



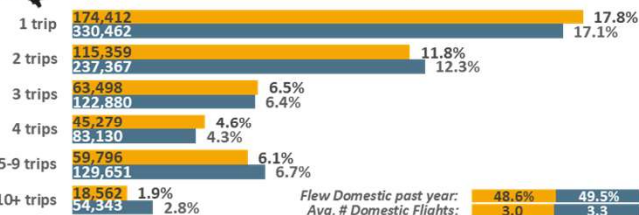
Political Activity: Adults 18 or older



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



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

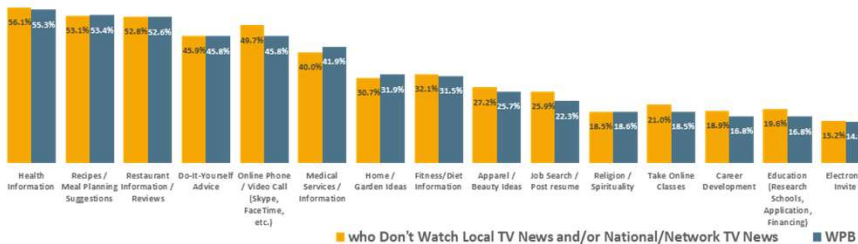




51.7% or 988,234 of WPB DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are .2% more likely to look up D-I-Y advice online, 17.9% less likely to always vote in local elections, 1.7% less likely to belong to a gym, .% less likely to fly domestic p



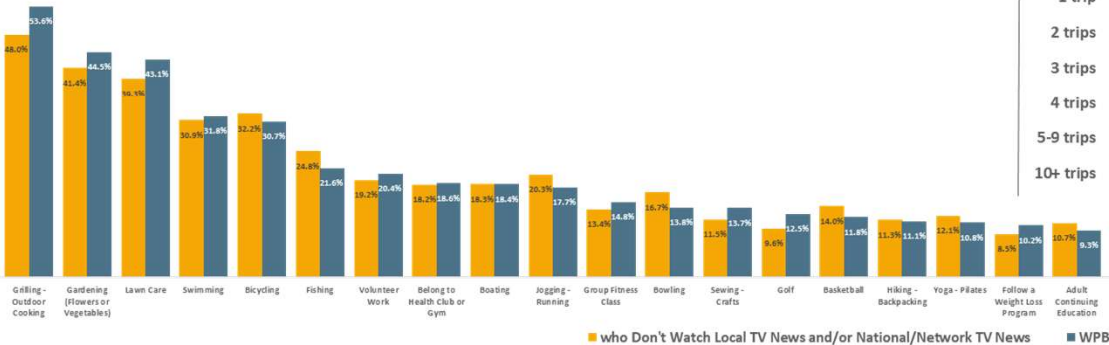
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ WPB

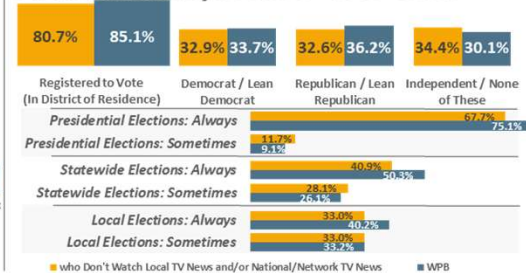


Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ WPB

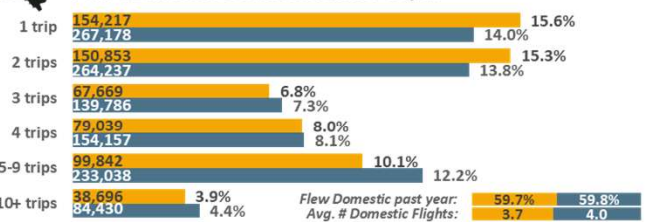
Political Activity: Adults 18 or older



■ who Don't Watch Local TV News and/or National/Network TV News ■ WPB



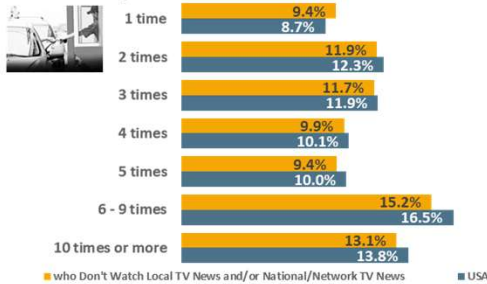
Past 12-months Domestic Airline Trips: Adults 18 or older





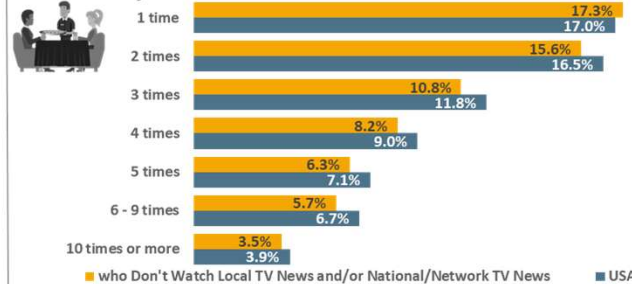
56.3% or 147,614,981 of USA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 3.4% less likely to use QSRs past mo., 6.2% less likely to use Sit-Down Restaurants past mo., 10.6% less likely to use Casinos past yr., 10.9% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



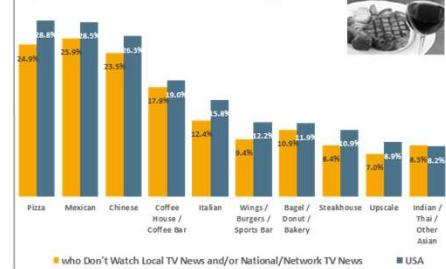
Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
80.6%	83.4%		
118,934,4	218,723,5	5.8	5.9
27	95		

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



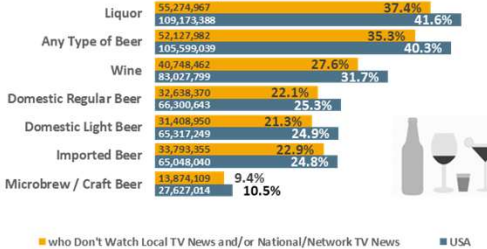
Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals	
67.5%	72.0%		
99,693,34	188,675,7	3.6	3.7
0	23		

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

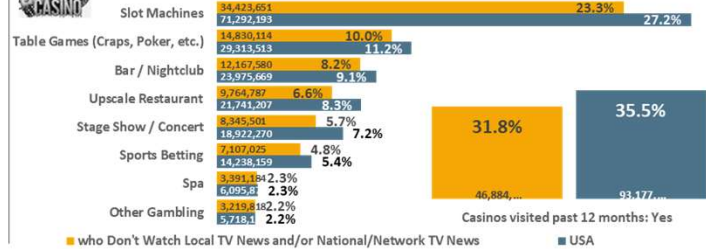


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	20.4%
who Don't Watch Local TV News and/or...	19.5%
USA	19.5%

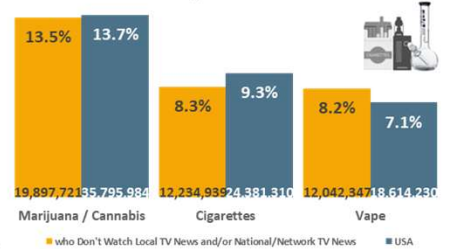
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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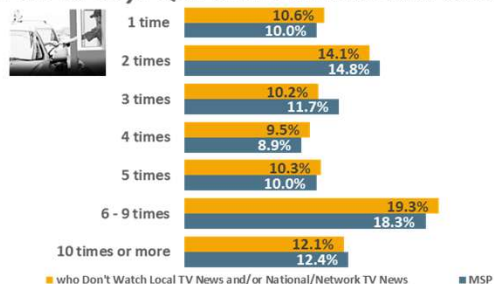
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



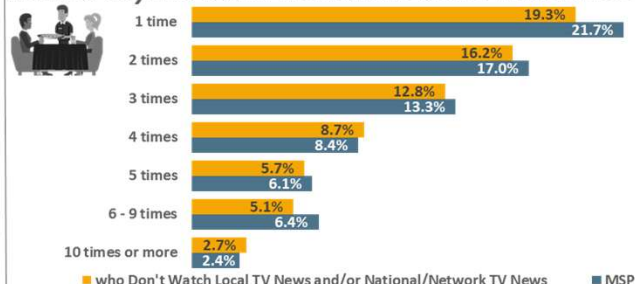
51.6% or 2,005,297 of MSP DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are .1% less likely to use QSRs past mo., 6.4% less likely to use Sit-Down Restaurants past mo., 7.9% less likely to use Casinos past yr., 21.5% less likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



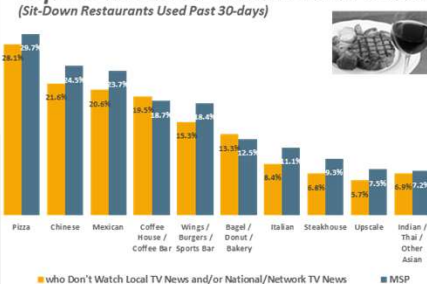
Total Monthly QSR Users: 86.2%
Avg. Monthly QSR Meals: 5.6

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



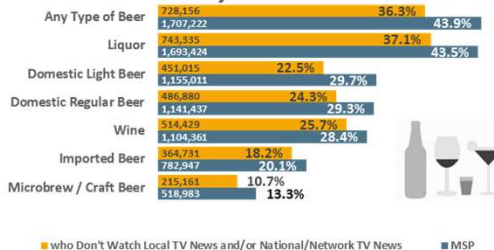
Total Monthly Sit-Down Restaurant Users: 70.5%
Avg. Monthly Sit-Down Restaurant Meals: 3.3

Top-10 Cuisines: Adults 18 or older

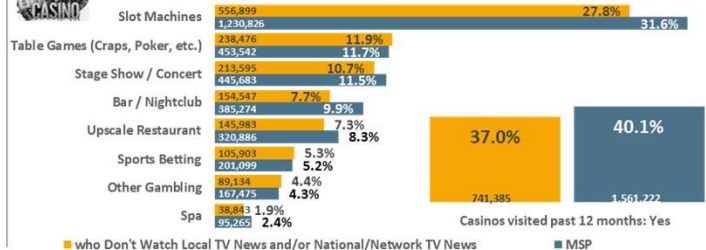


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Don't Watch Local TV News and/or... 14.2%
MSP 12.5%

Drank Past 30-days: Adults 18 or older

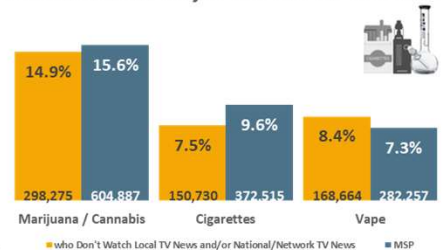


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
741,385
1,561,222

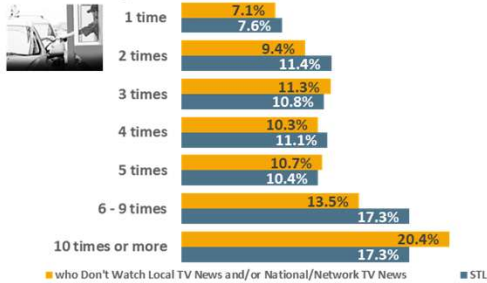
Used Past 30-days: Adults 18 or older





49.2% or 1,235,160 of STL DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 3.7% less likely to use QSRs past mo., 8.9% less likely to use Sit-Down Restaurants past mo., 9.9% less likely to use Casinos past yr., 4.8% more likely to smoke cigarett

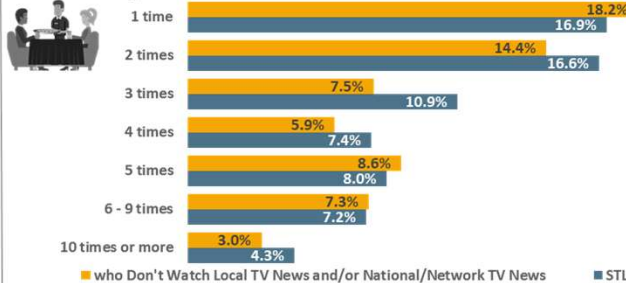
Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 82.7%
1,021,583 (who Don't Watch Local TV News and/or National/Network TV News) vs 2,155,074 (STL)

Avg. Monthly QSR Meals: 6.8 (who Don't Watch Local TV News and/or National/Network TV News) vs 6.4 (STL)

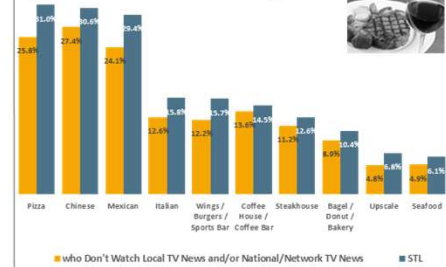
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 64.9%
801,283 (who Don't Watch Local TV News and/or National/Network TV News) vs 1,780,503 (STL)

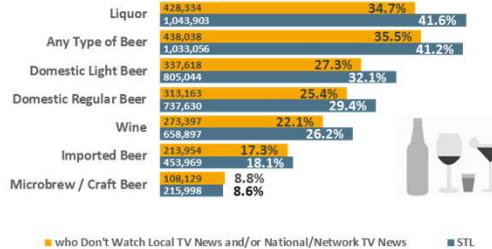
Avg. Monthly Sit-Down Restaurant Meals: 3.6 (who Don't Watch Local TV News and/or National/Network TV News) vs 3.8 (STL)

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

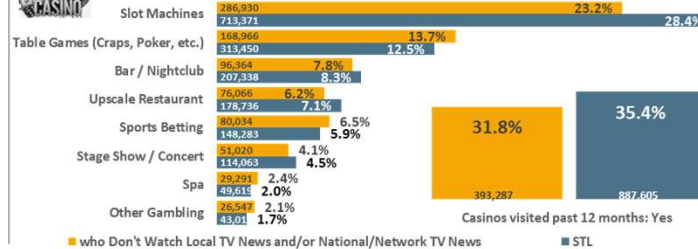


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Don't Watch Local TV News and/or... 235,535 (19.1%)
STL 451,148 (18.0%)

Drank Past 30-days: Adults 18 or older

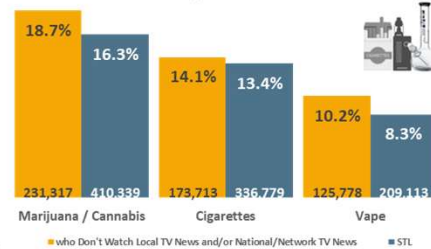


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
393,287 (who Don't Watch Local TV News and/or National/Network TV News) vs 887,605 (STL)

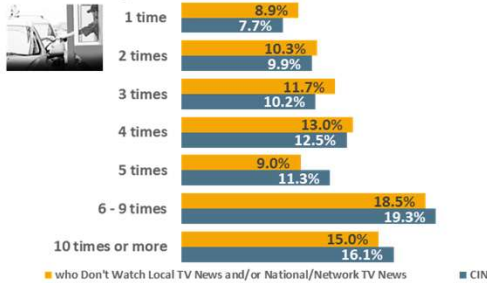
Used Past 30-days: Adults 18 or older





50.7% or 980,852 of CIN DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are .6% less likely to use QSRs past mo., 4.9% less likely to use Sit-Down Restaurants past mo., 4.9% less likely to use Casinos past yr., 5.3% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older

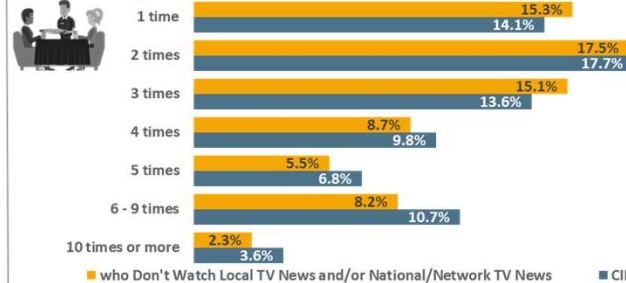


Total Monthly QSR Users: 86.4%
847,485

Avg. Monthly QSR Meals: 86.9%
1,680,883

6.1 6.3

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

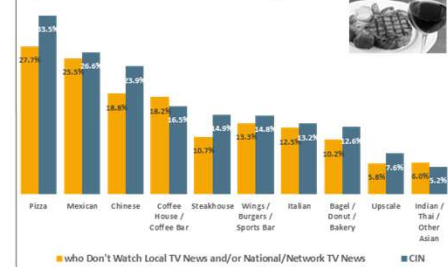


Total Monthly Sit-Down Restaurant Users: 72.6%
712,513

Avg. Monthly Sit-Down Restaurant Meals: 76.4%
1,476,397

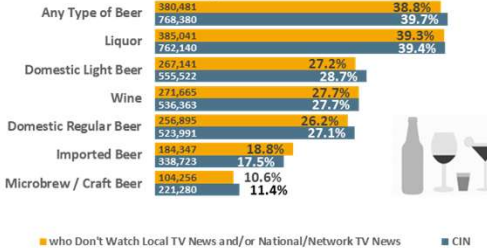
3.5 3.9

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

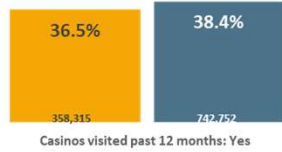
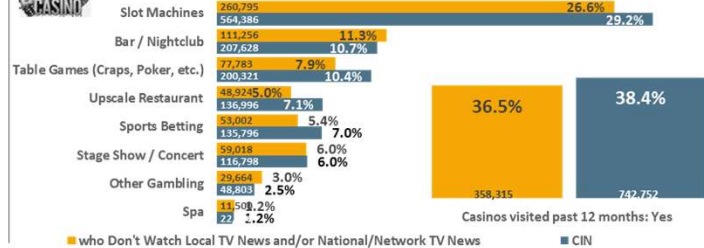


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Don't Watch Local TV News and/or... 209,972 21.4%
CIN 366,382 18.9%

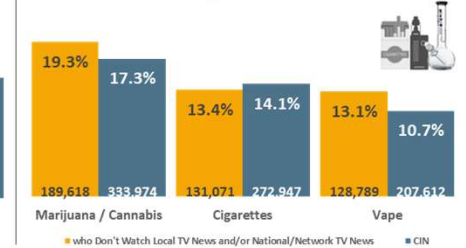
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



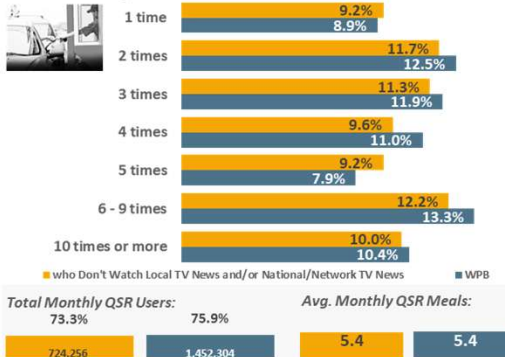
Used Past 30-days: Adults 18 or older



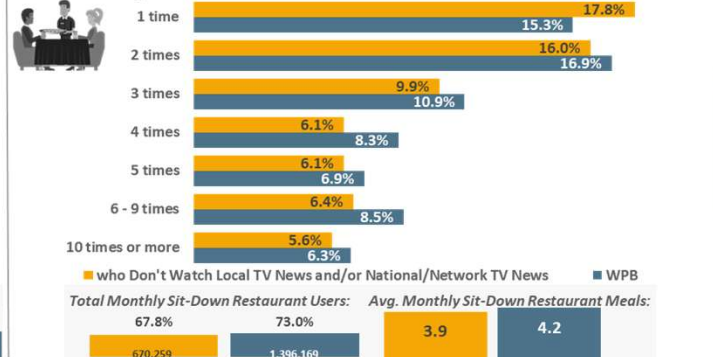


51.7% or 988,234 of WPB DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 3.5% less likely to use QSRs past mo., 7.1% less likely to use Sit-Down Restaurants past mo., 14.% less likely to use Casinos past yr., 26.7% less likely to smoke cigaret

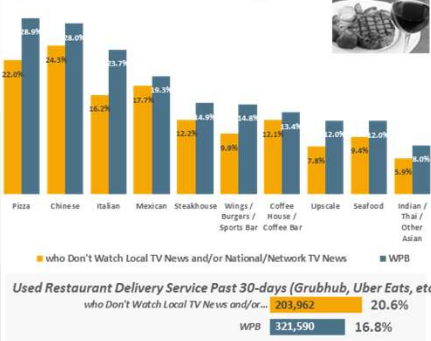
Past 30-days QSR Users: Adults 18 or older



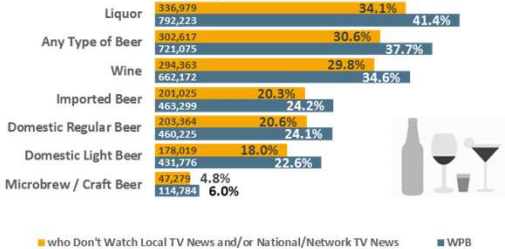
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



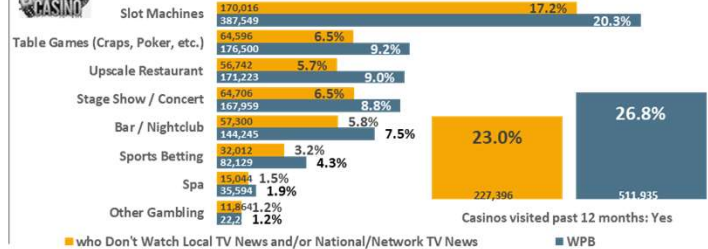
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



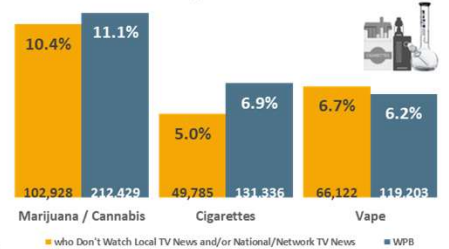
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

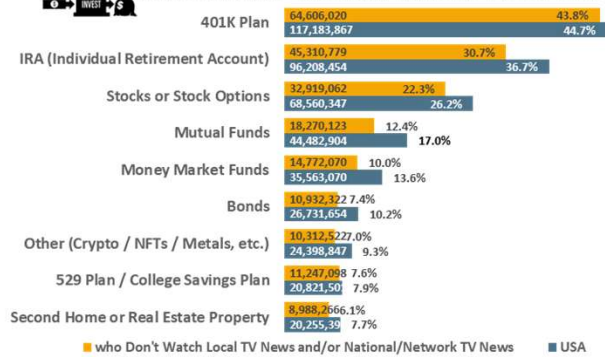




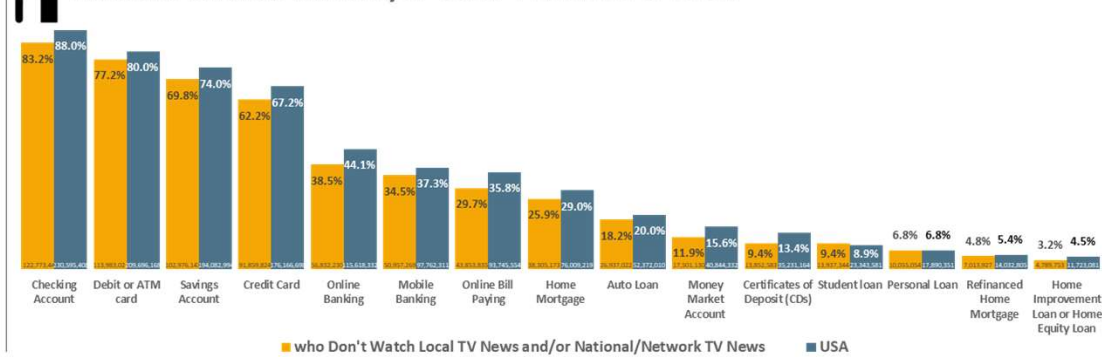
56.3% or 147,614,981 of USA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 2.1% less likely to have a 401K, 8.6% less likely to have an Auto Loan, 6.4% less likely to Invest/Trade Stocks Online, 4.4% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



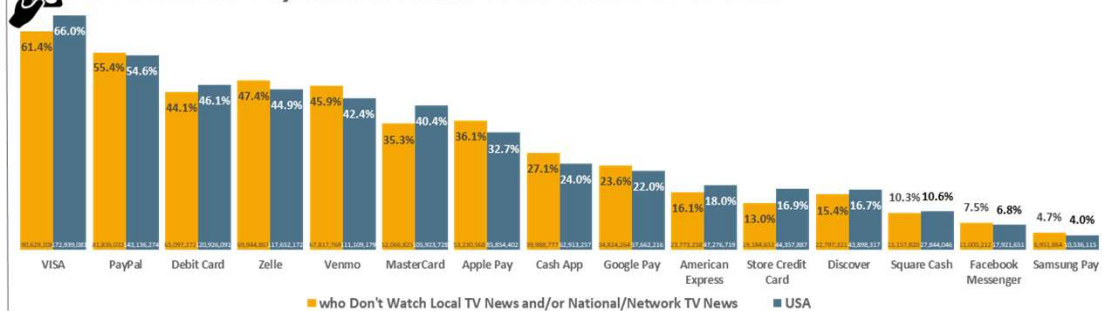
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

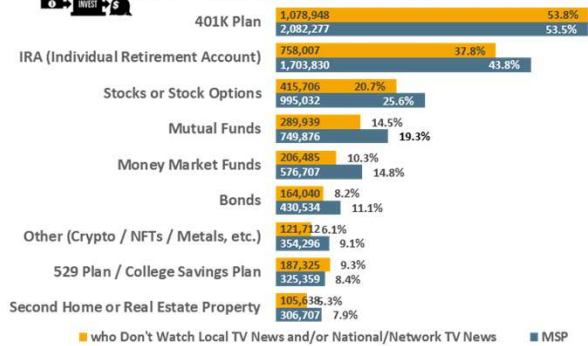
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



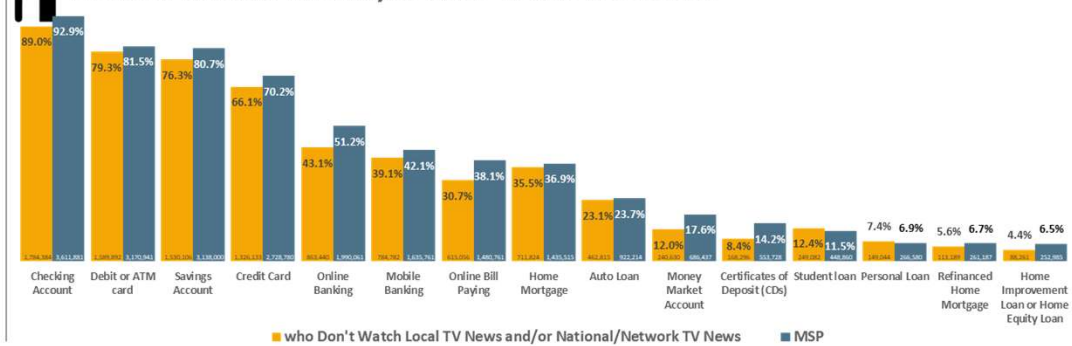
51.6% or 2,005,297 of MSP DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV News. Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are .5% more likely to have a 401K, 2.7% less likely to have an Auto Loan, 12.3% less likely to Invest/Trade Stocks Online, 1.7% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



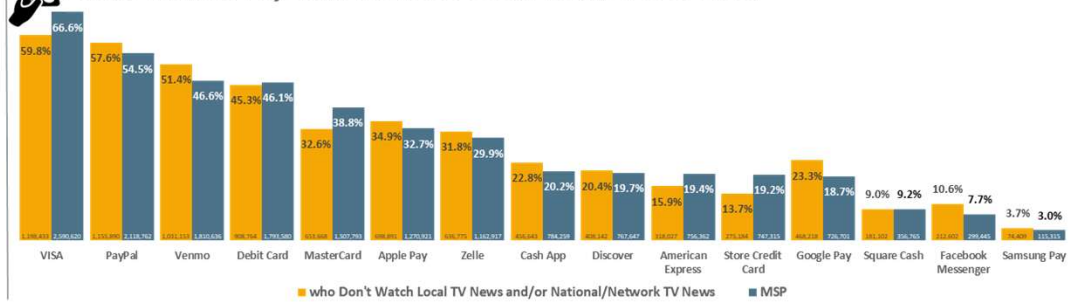
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 961
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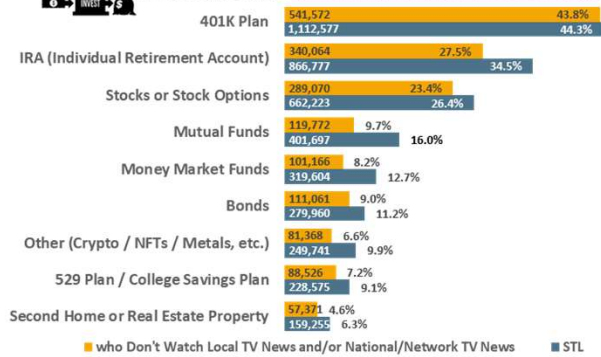
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



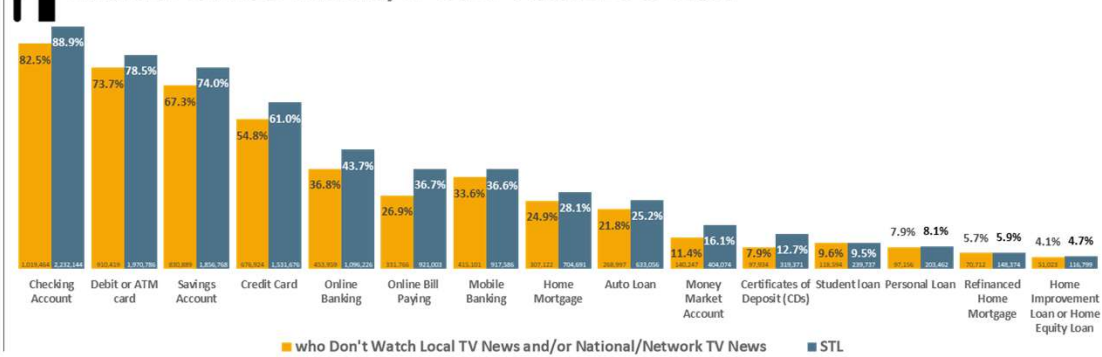
49.2% or 1,235,160 of STL DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 1.1% less likely to have a 401K, 13.6% less likely to have an Auto Loan, 3.6% more likely to Invest/Trade Stocks Online, 5.1% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



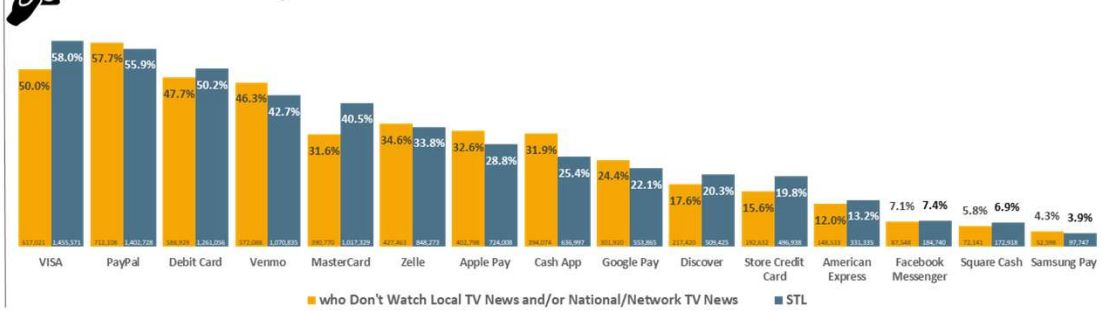
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 925
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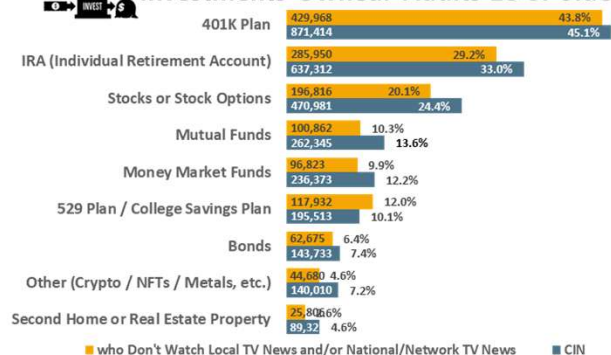
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



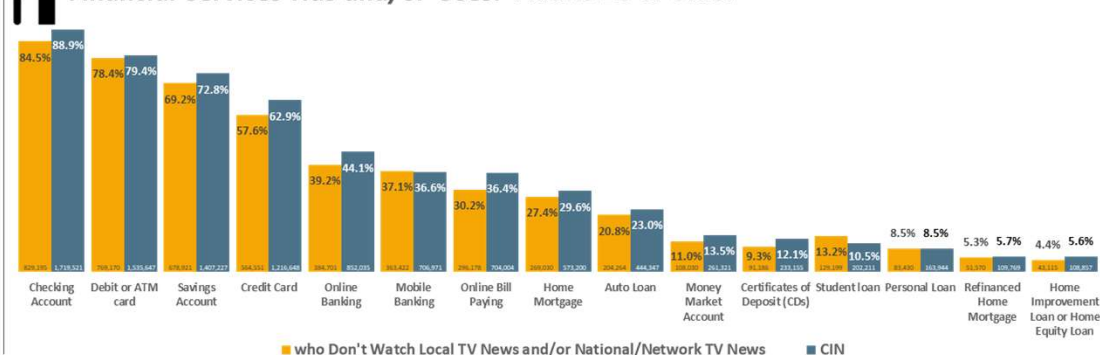
50.7% or 980,852 of CIN DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 2.7% less likely to have a 401K, 9.4% less likely to have an Auto Loan, 2.% more likely to Invest/Trade Stocks Online, 2.1% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



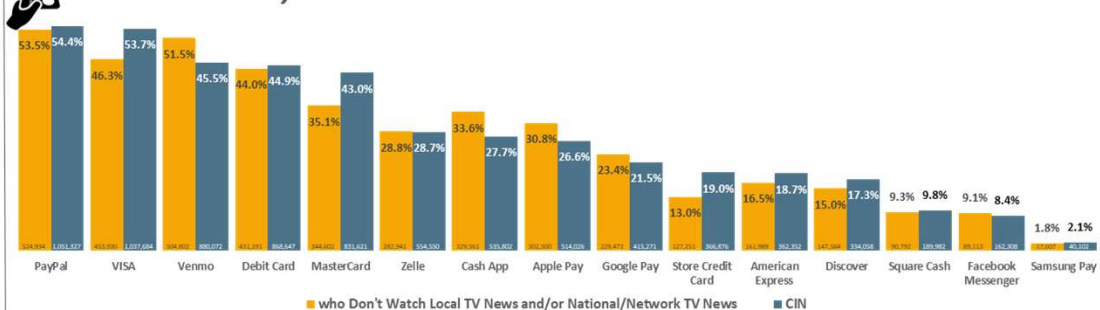
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

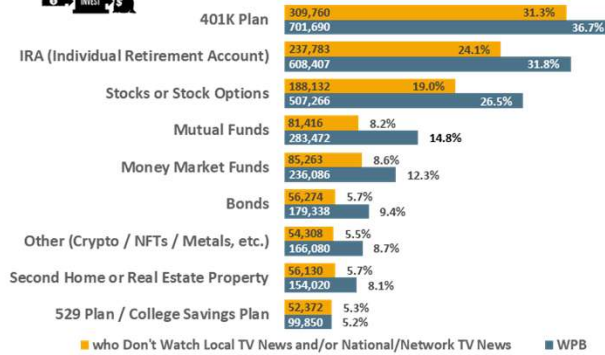




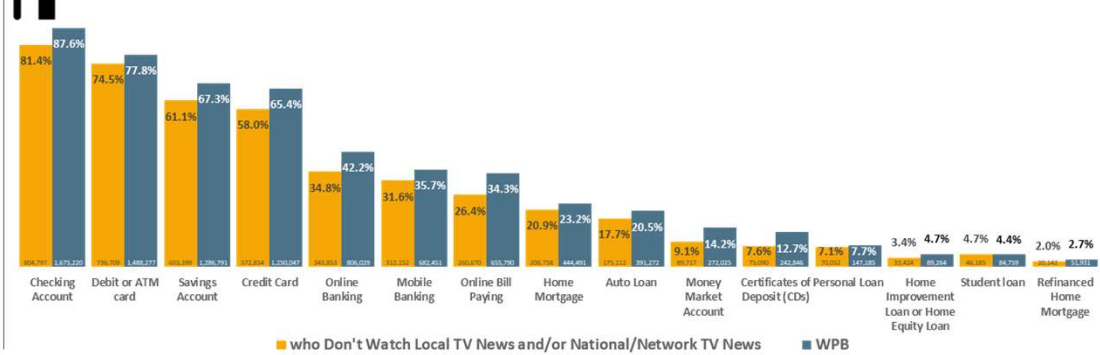
51.7% or 988,234 of WPB DMA Adults 18 or older Don't Watch Local TV News and/or National/Network TV... Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News are 14.6% less likely to have a 401K, 13.4% less likely to have an Auto Loan, 18.9% less likely to Invest/Trade Stocks Online, 1.9% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



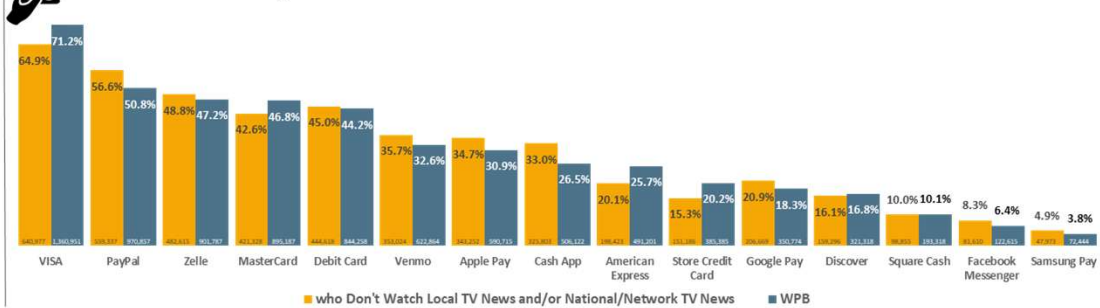
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

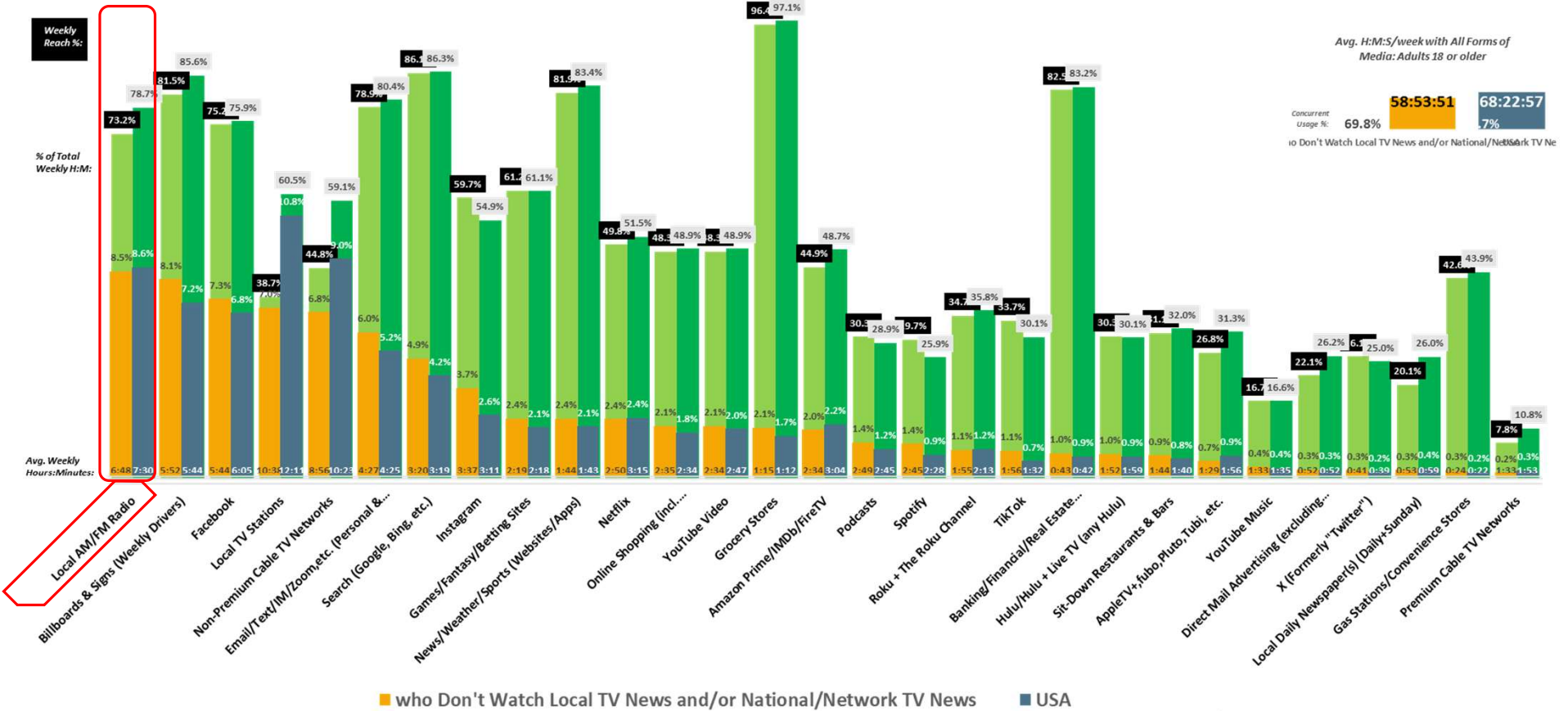


WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 2 days, 10 hours, 53 minutes and 51 seconds each week with All Forms of Media.
73.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



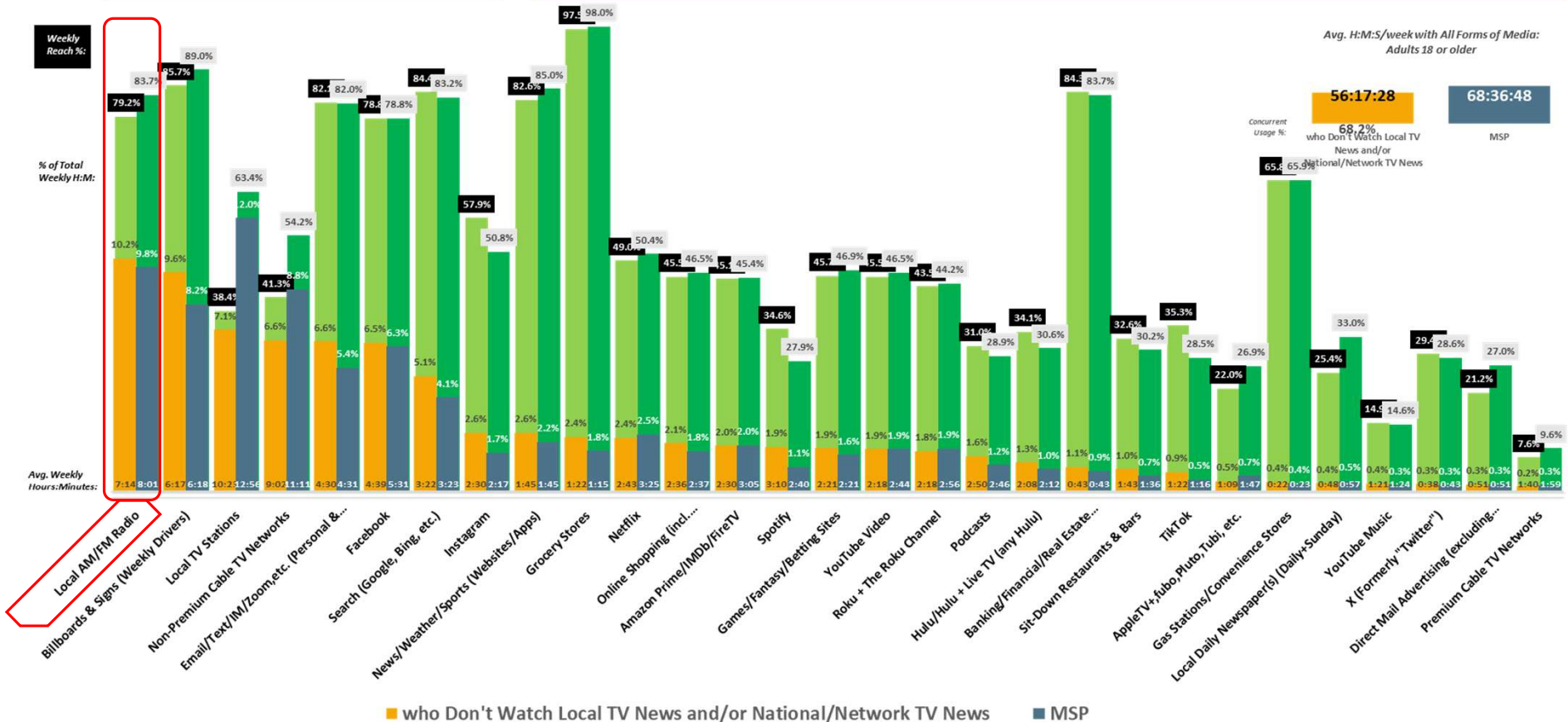
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 2 days, 8 hours, 17 minutes and 28 seconds each week with All Forms of Media.
79.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 7 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



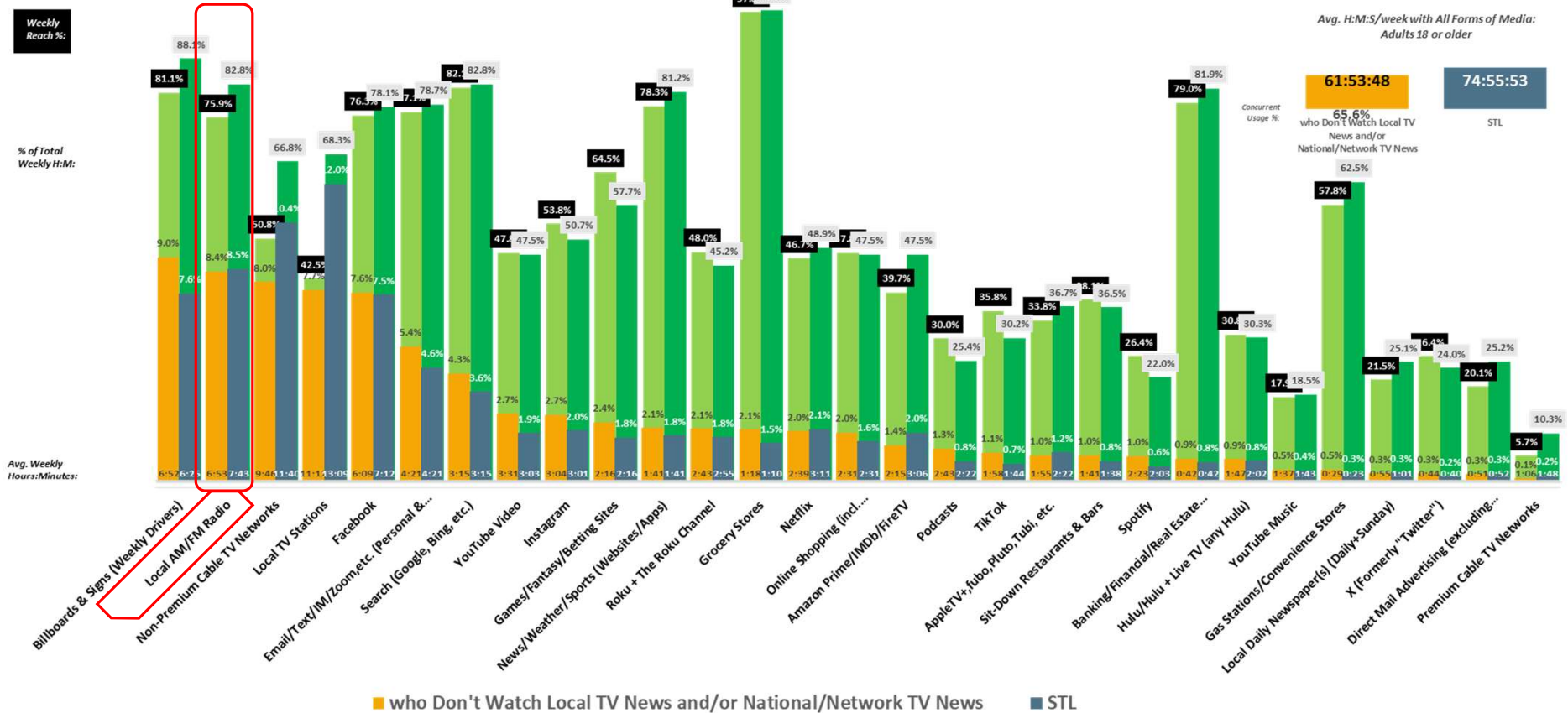
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 961 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 2 days, 13 hours, 53 minutes and 48 seconds each week with All Forms of Media.
 75.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



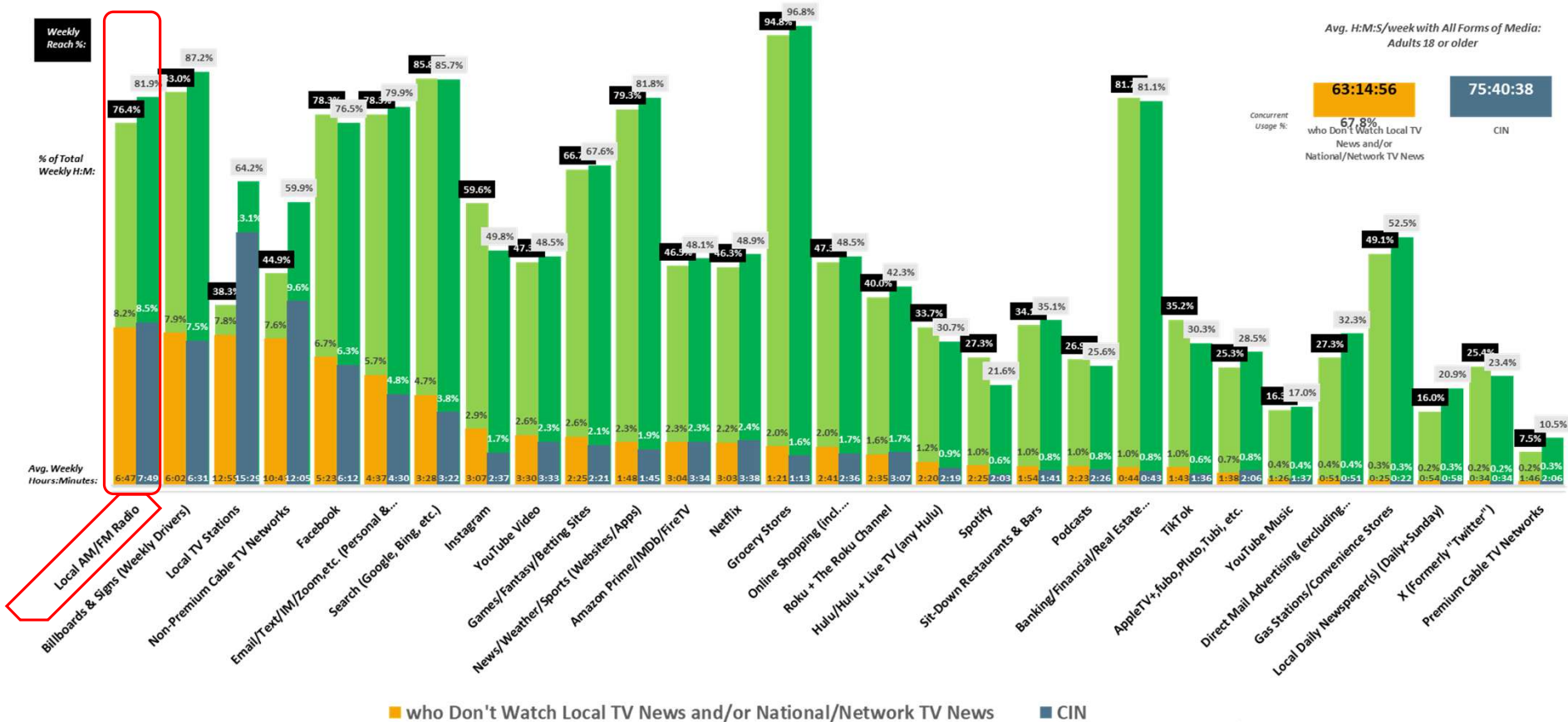
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 925 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



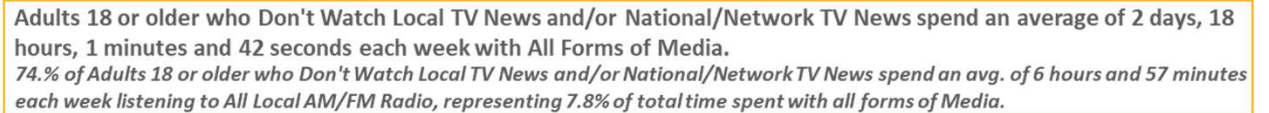
Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 2 days, 15 hours, 14 minutes and 56 seconds each week with All Forms of Media.
76.4% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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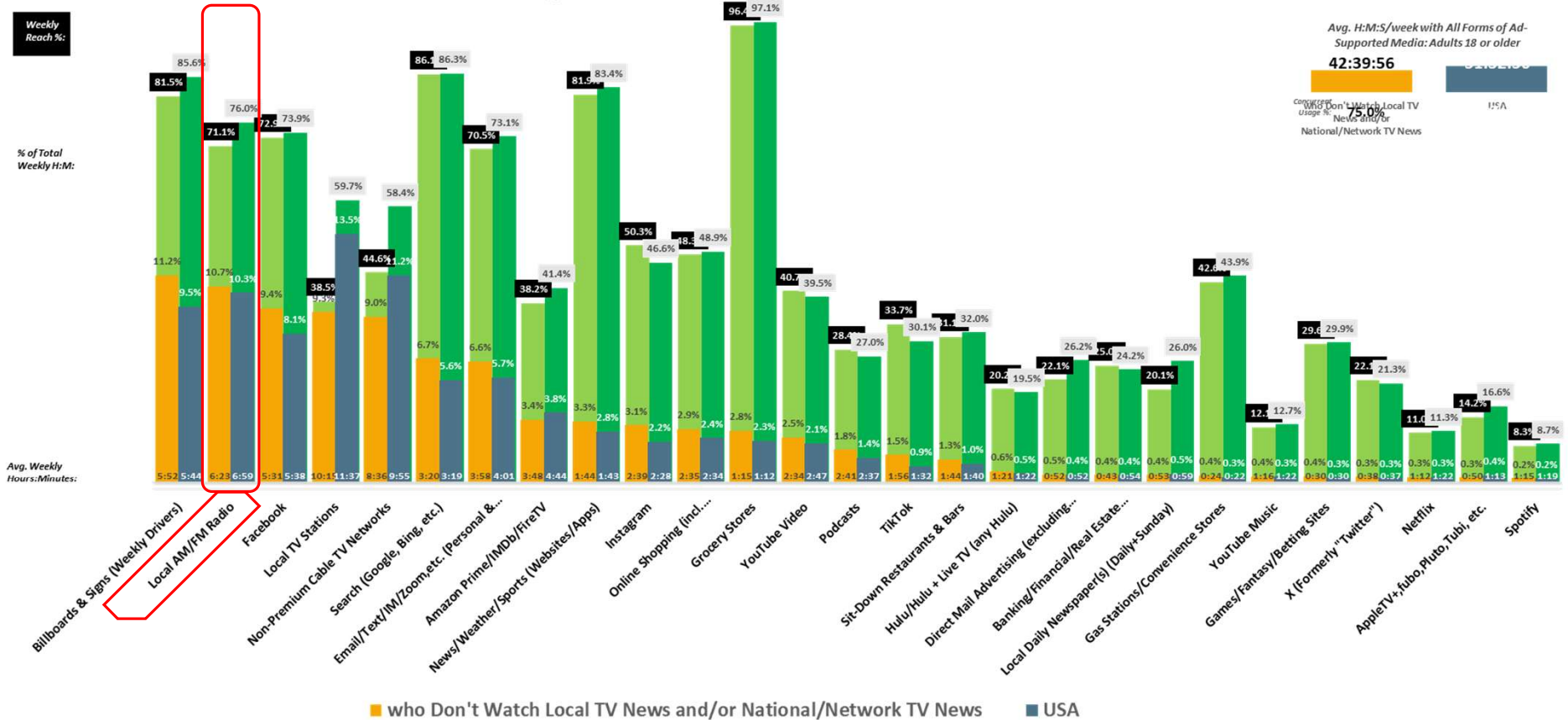
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 1 days, 18 hours, 39 minutes and 56 seconds each week with All Forms of Ad-Supported Media.
71.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

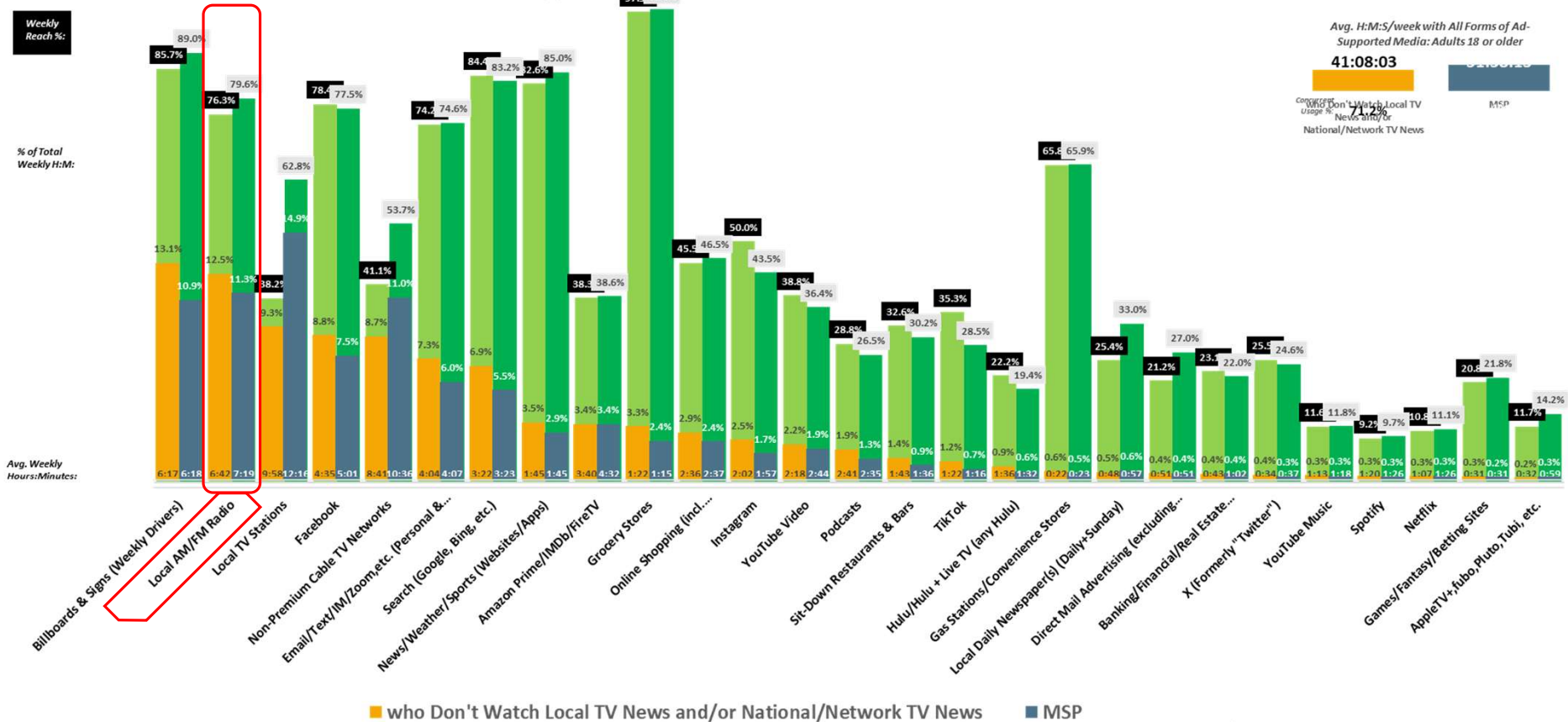


Share of Everything
for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

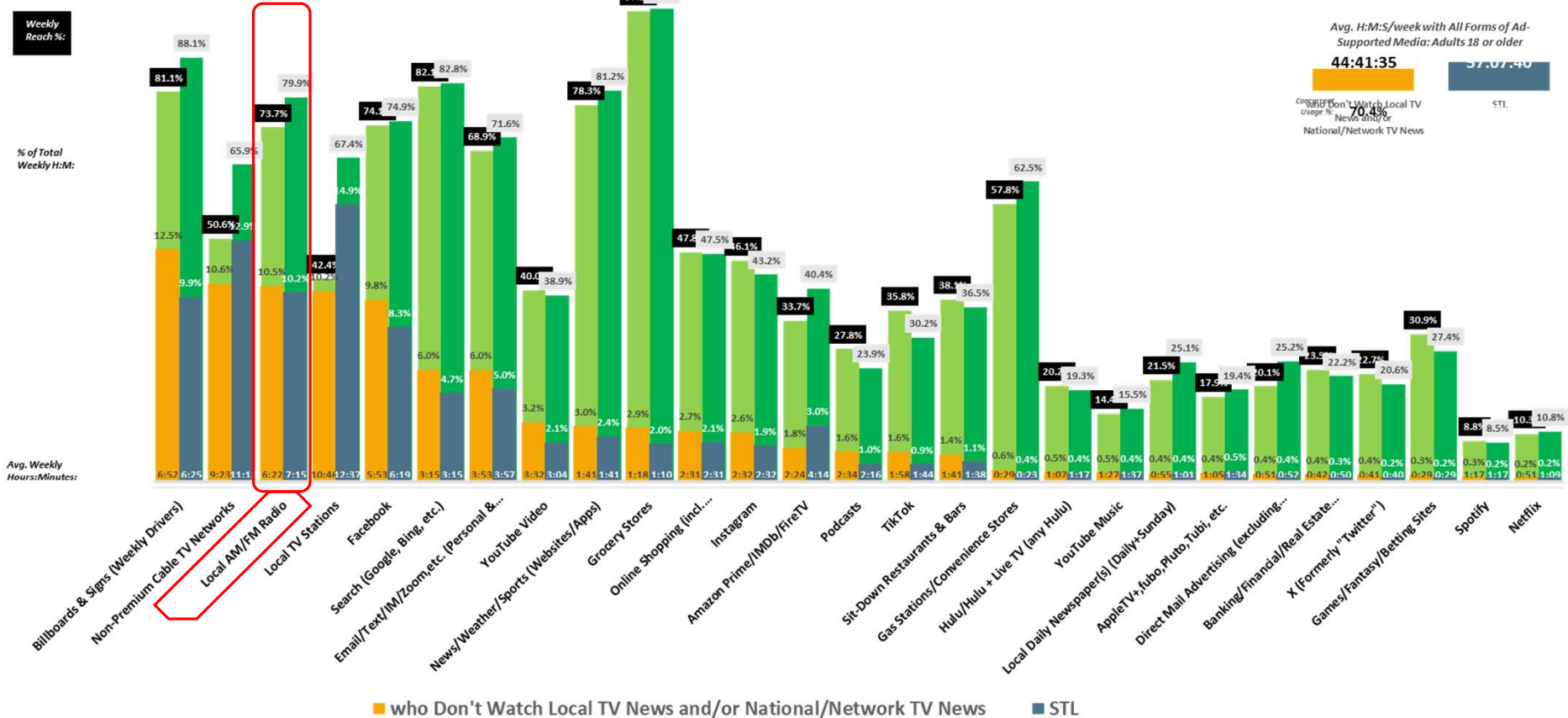


Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 1 day, 17 hours, 8 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
76.3% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.5% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 1 day, 20 hours, 41 minutes and 35 seconds each week with All Forms of Ad-Supported Media.
73.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported



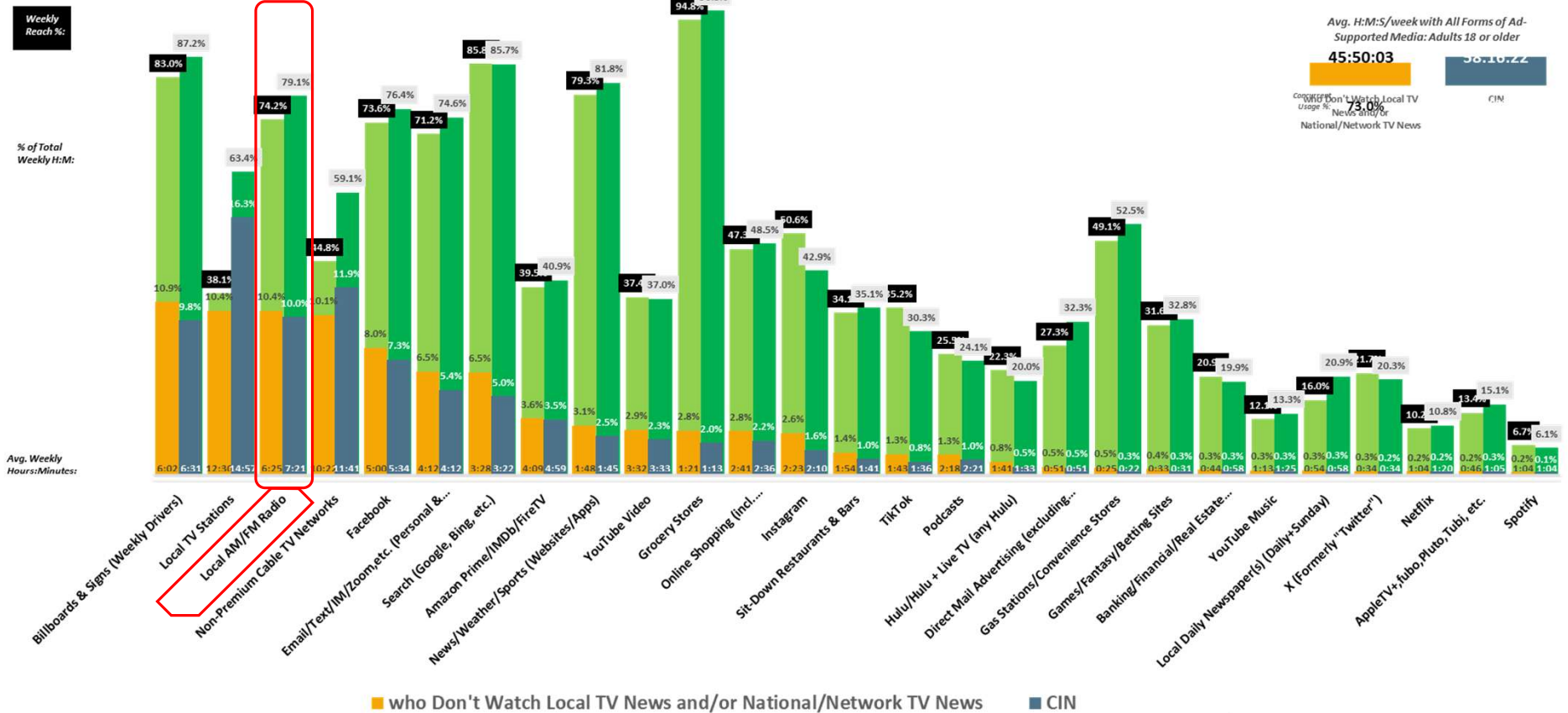
STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 925 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 1 day, 21 hours, 50 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
74.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.4% of total time spent with all forms of Ad-Supported



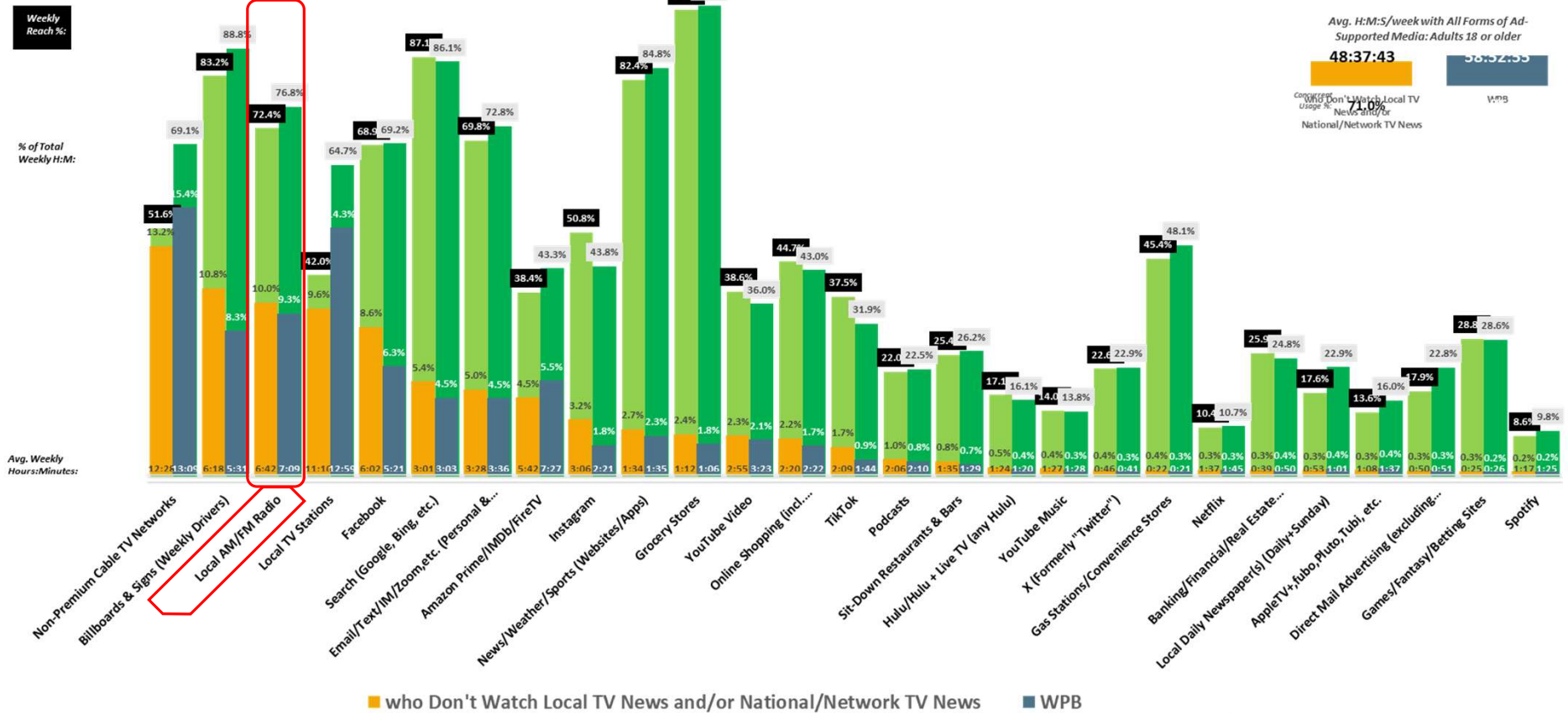
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 2 days, 0 hours, 37 minutes and 43 seconds each week with All Forms of Ad-Supported Media.
72.4% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an avg. of 6 hours and 42 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687

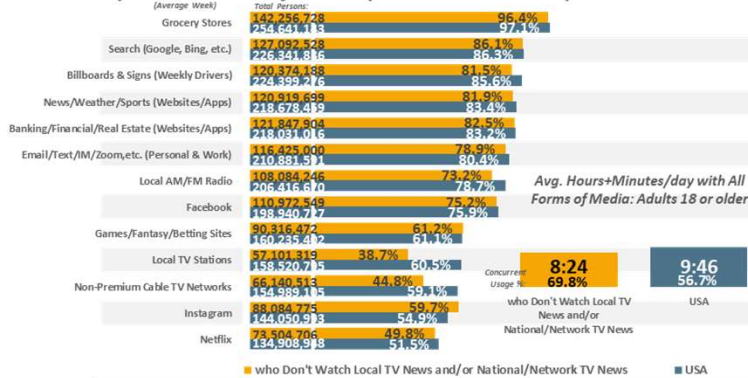


NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

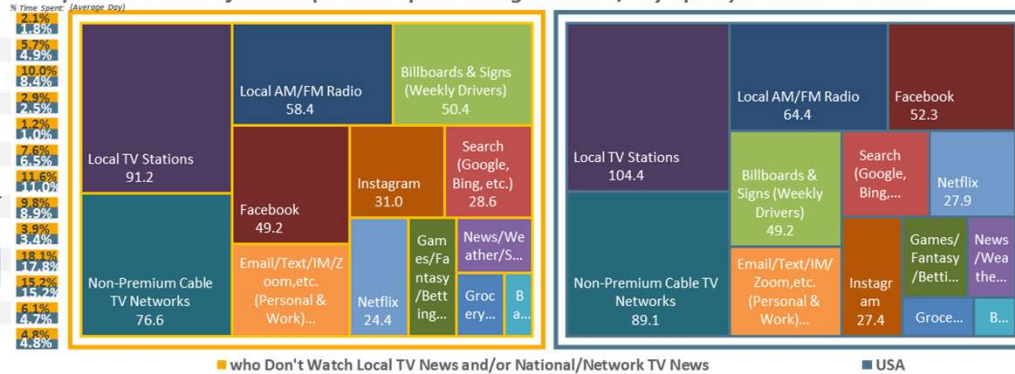


Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 6 hours and 5 minutes each day with All Forms of Ad-Supported Media. 71.1% listen to Local AM/FM Radio for an avg. of 54.8 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

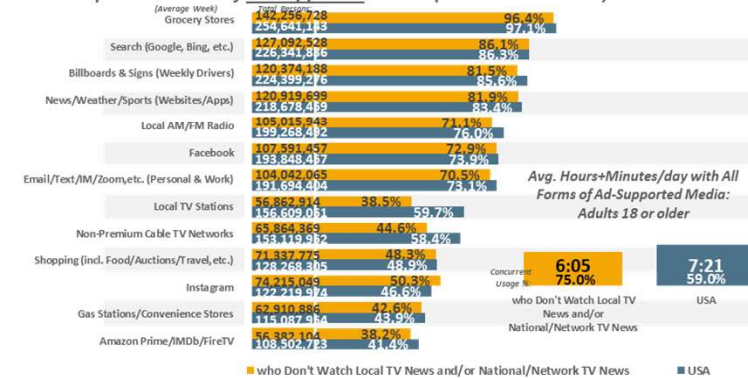
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



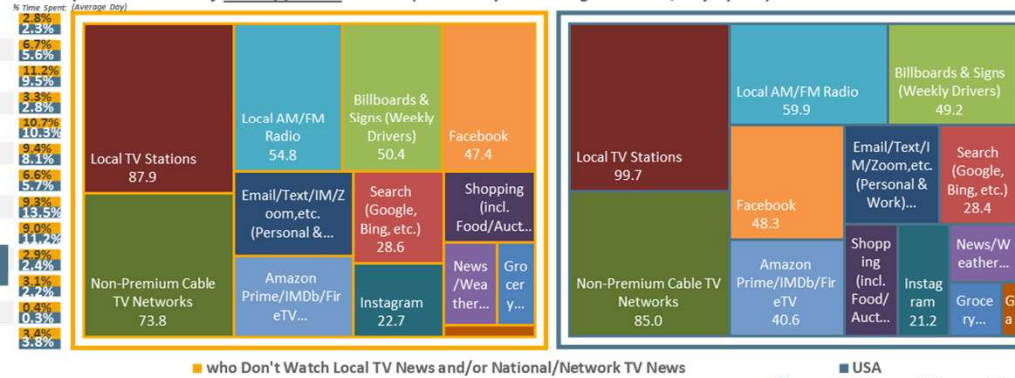
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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soefa.ai Share of Everything for Anything

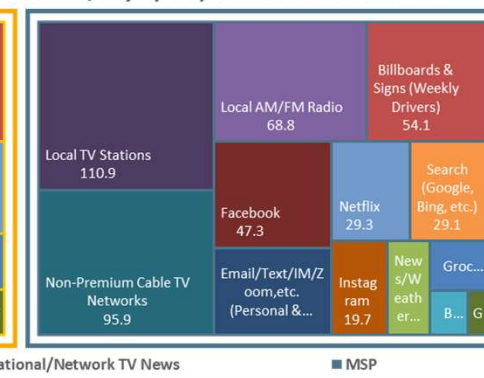
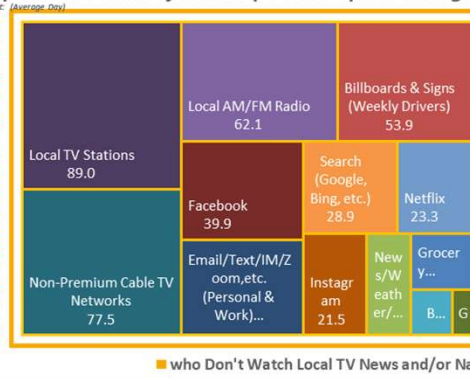
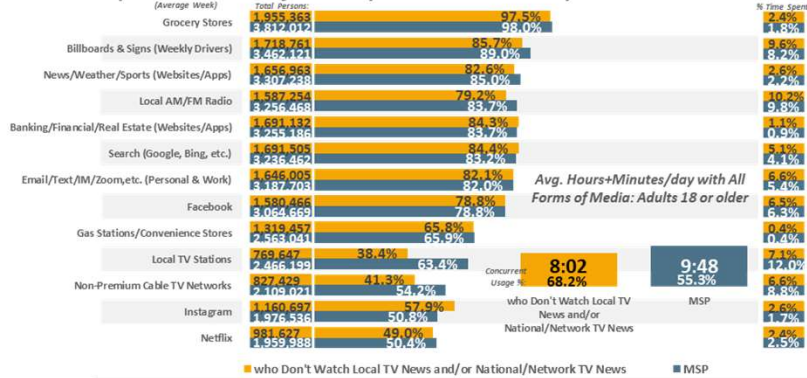
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Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 5 hours and 52 minutes each day with All Forms of Ad-Supported Media. 76.3% listen to Local AM/FM Radio for an avg. of 57.5 minutes/day. (Local Radio delivers 12.5% of Time with Ad-Supported Media.)

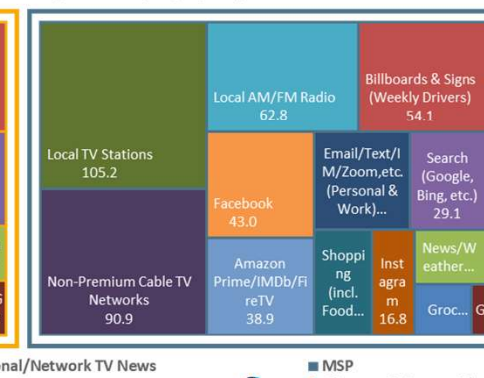
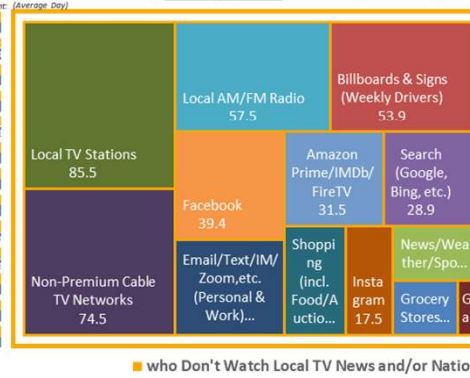
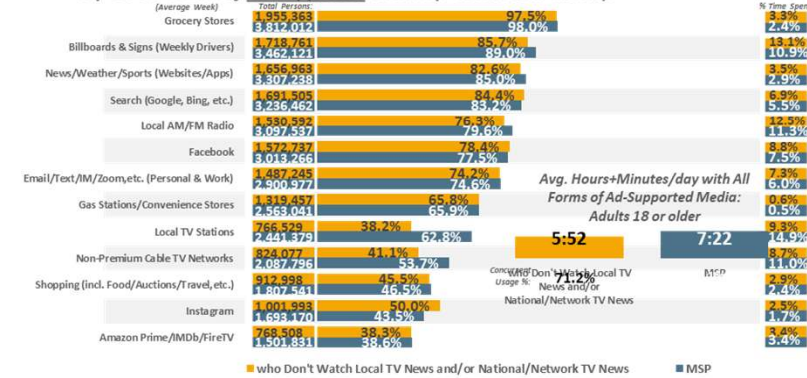
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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 R2 2025: Aug24-Jul25 Qual Intab 961
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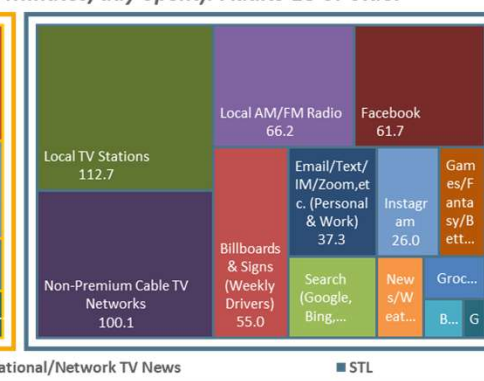
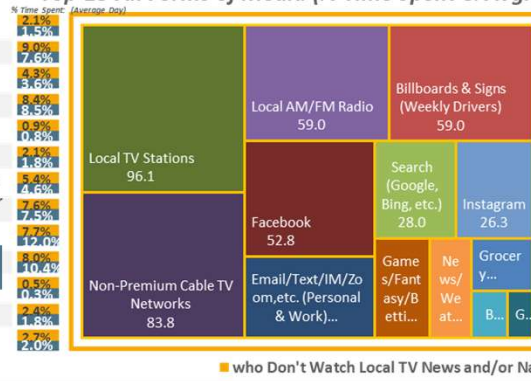
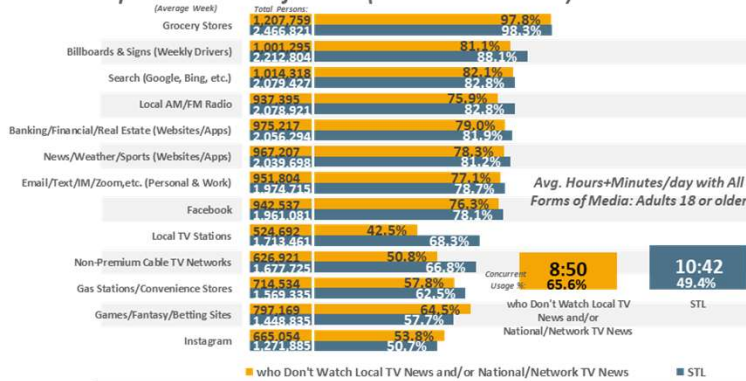
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 6 hours and 23 minutes each day with All Forms of Ad-Supported Media. 73.7% listen to Local AM/FM Radio for an avg. of 54.6 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

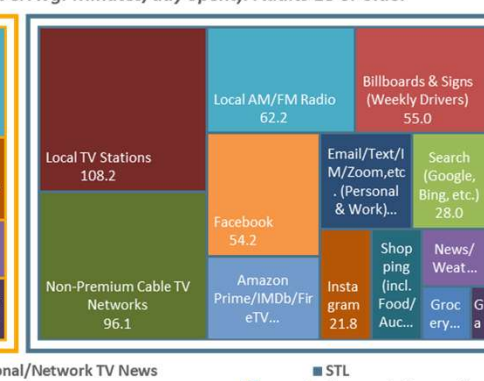
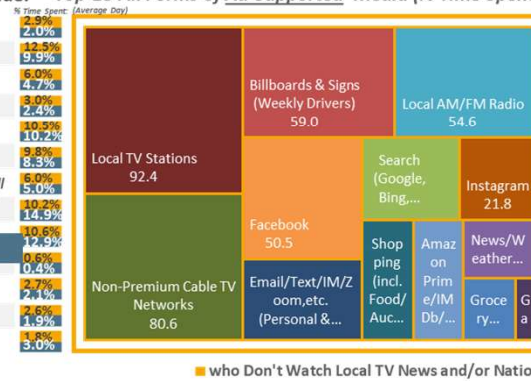
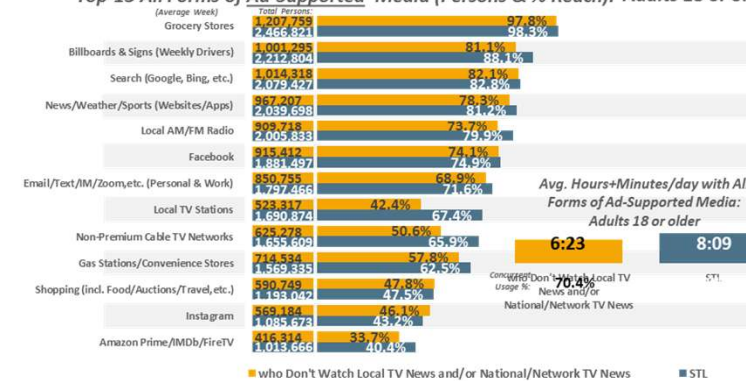
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 925
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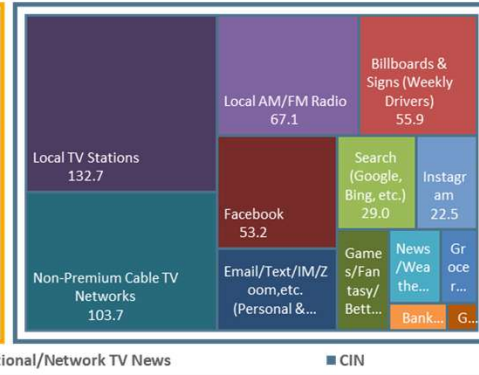
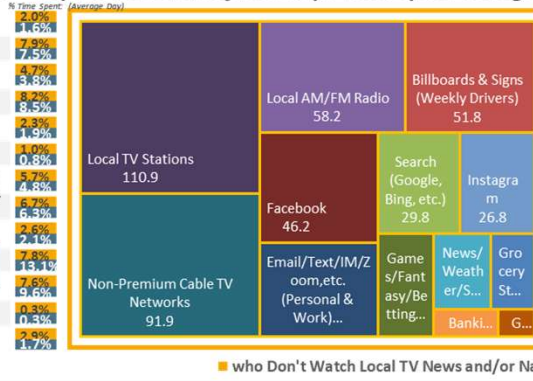
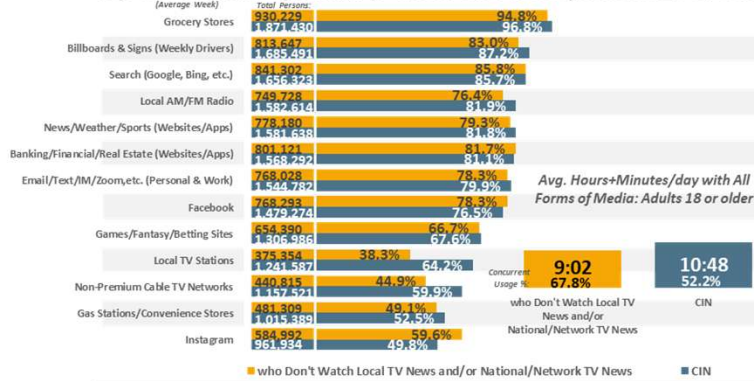
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 6 hours and 32 minutes each day with All Forms of Ad-Supported Media. 74.2% listen to Local AM/FM Radio for an avg. of 55. minutes/day. (Local Radio delivers 10.4% of Time with Ad-Supported Media.)

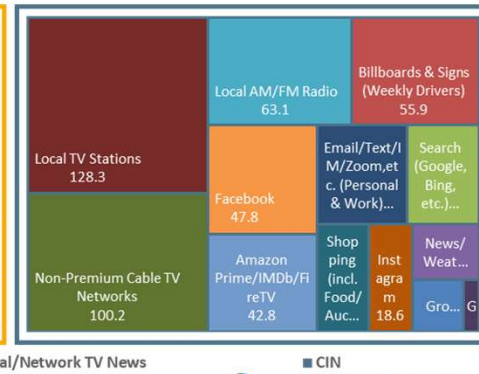
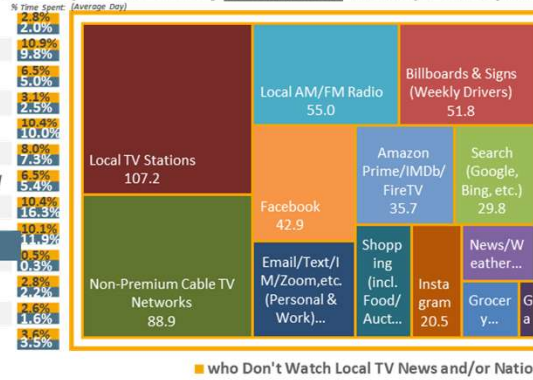
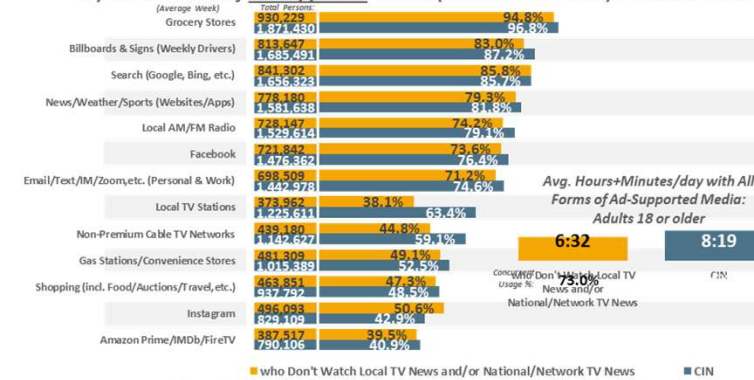
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965
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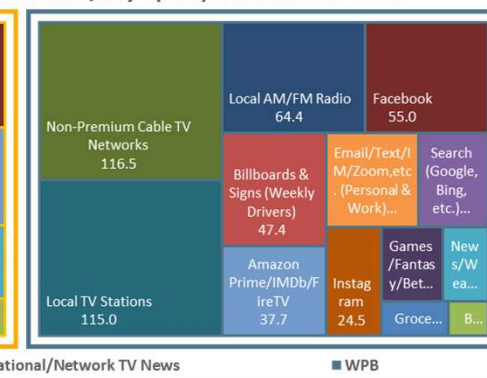
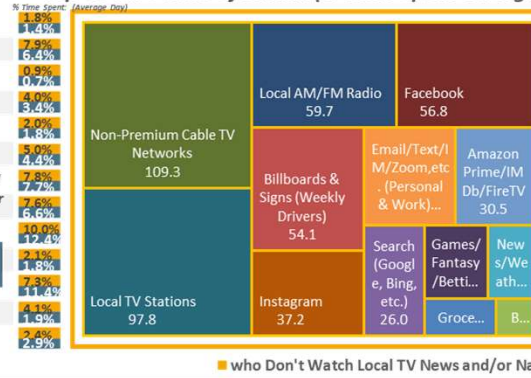
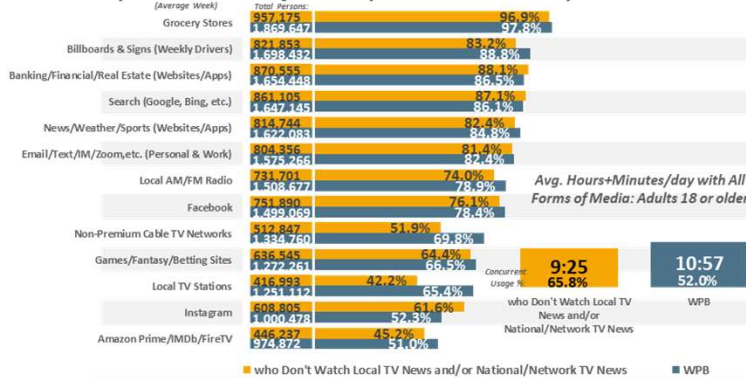
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 6 hours and 56 minutes each day with All Forms of Ad-Supported Media. 72.4% listen to Local AM/FM Radio for an avg. of 57.5 minutes/day. (Local Radio delivers 10.% of Time with Ad-Supported Media.)

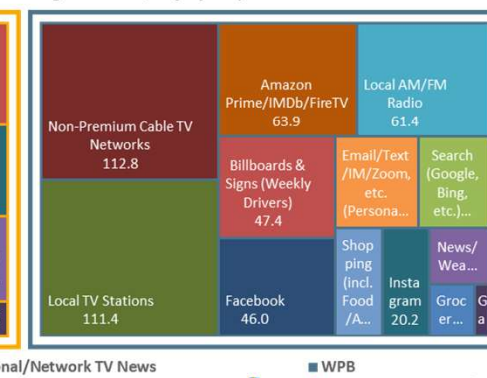
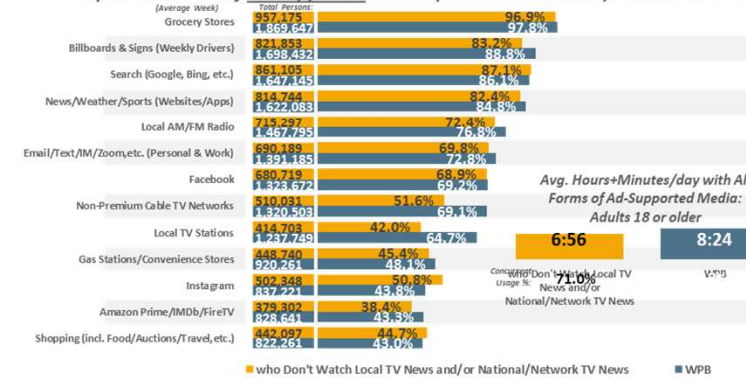
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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 R2 2025: Aug 24-Jun 25 Qual Intab 1,306
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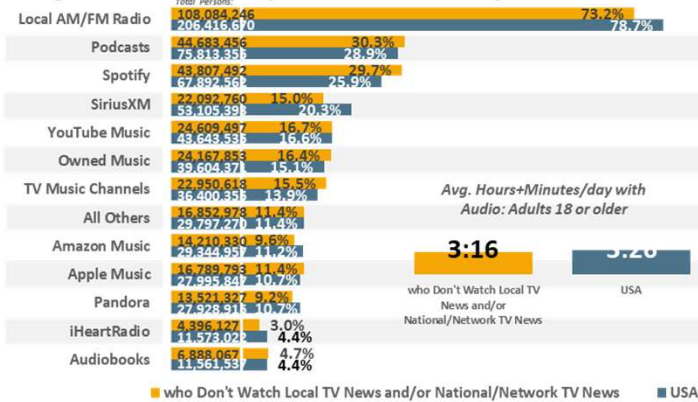
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

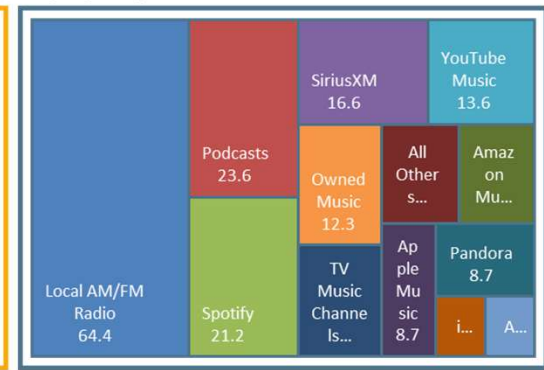
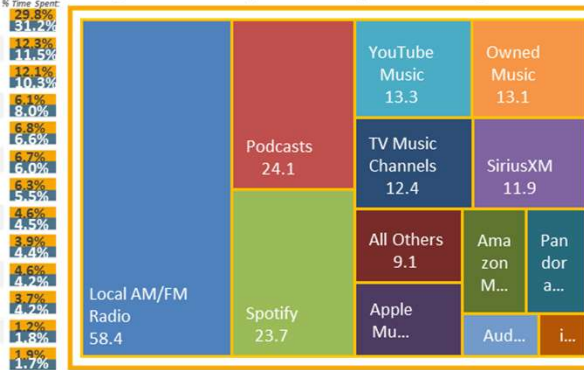


105,015,943 or 71.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

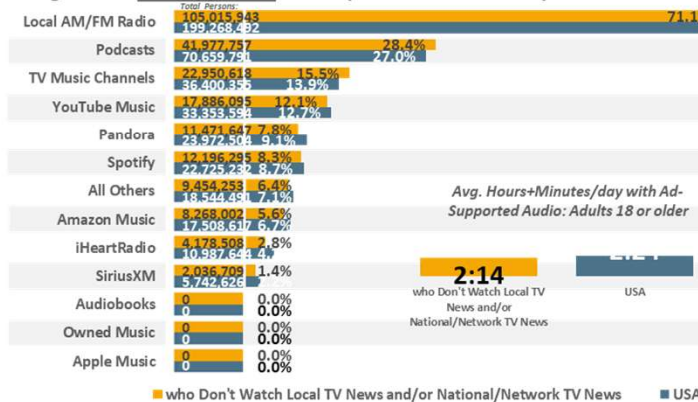
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



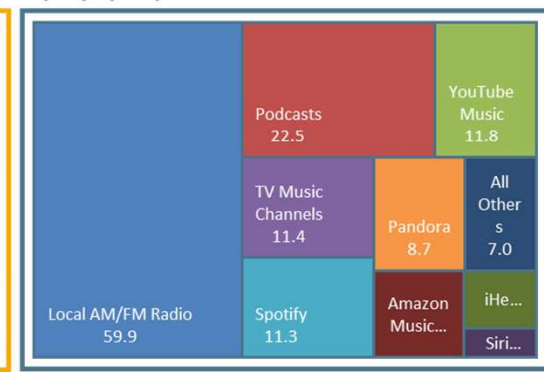
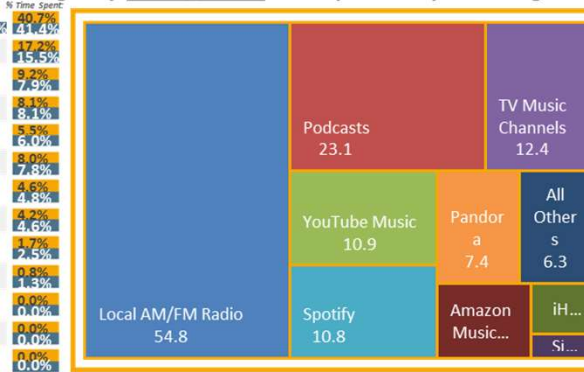
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Aug25 Qual Intab 12,938
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Scarborough R2 2025: Sep24-Aug25 USA Projection

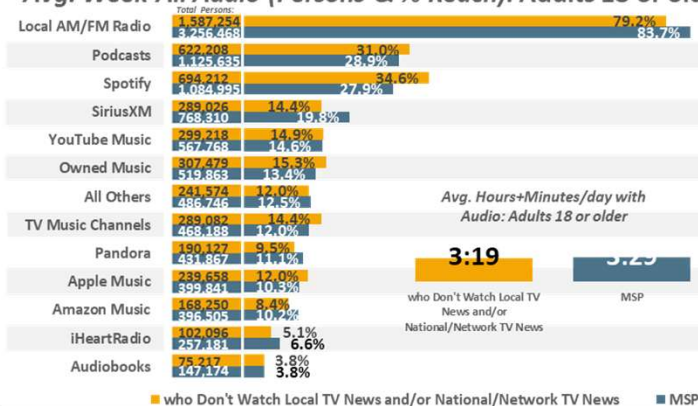
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

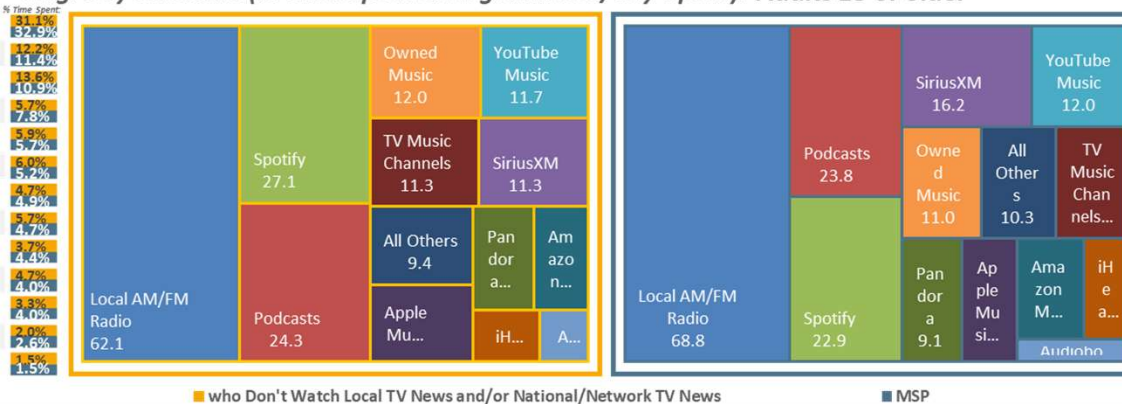


1,530,592 or 76.3% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 57.5 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

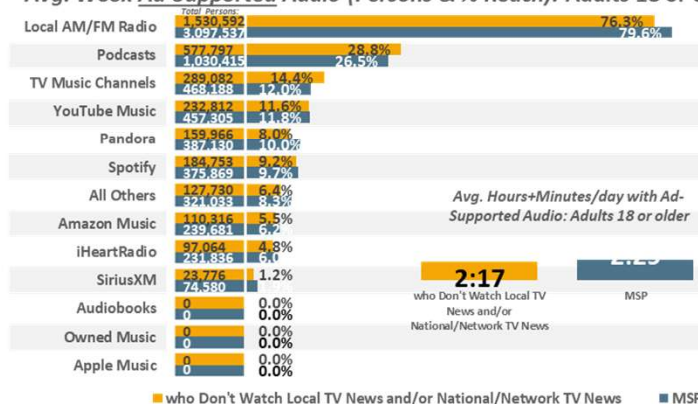
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



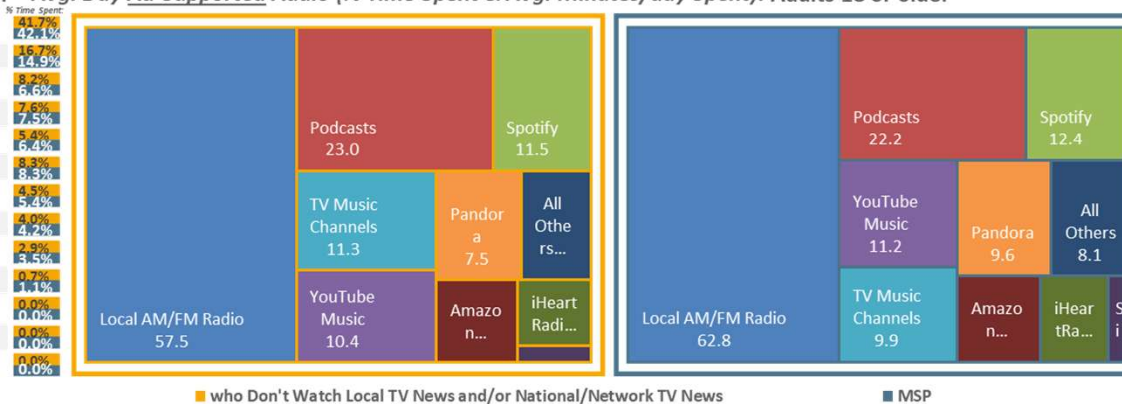
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 961
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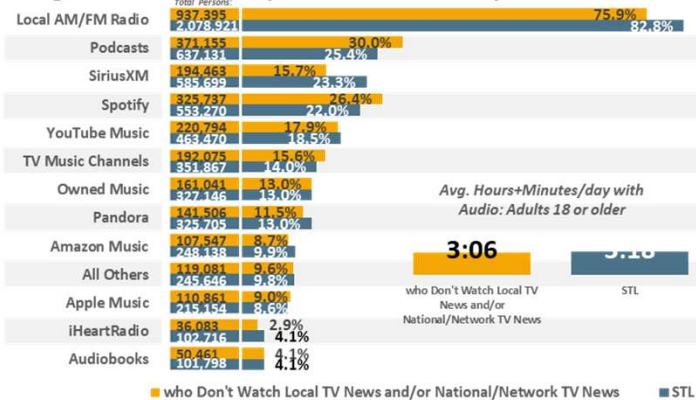
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

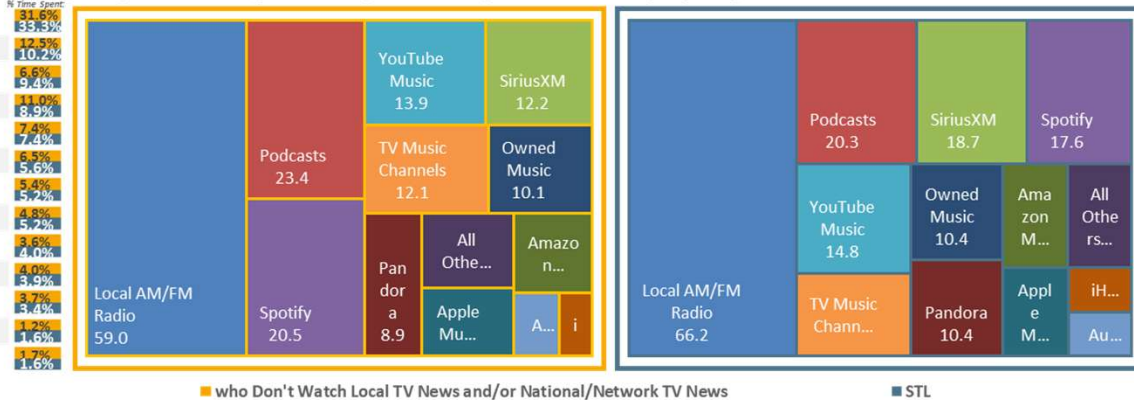


909,718 or 73.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

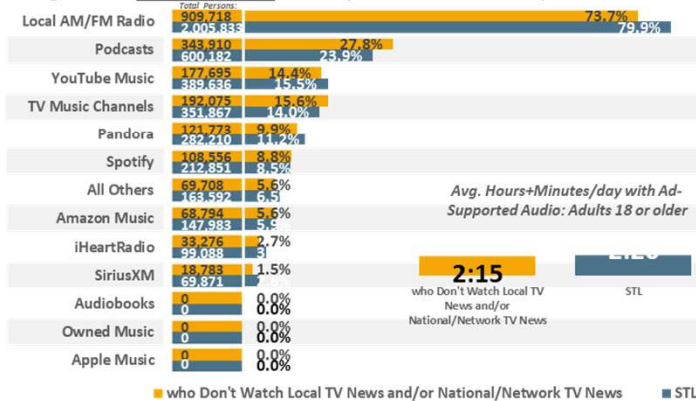
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



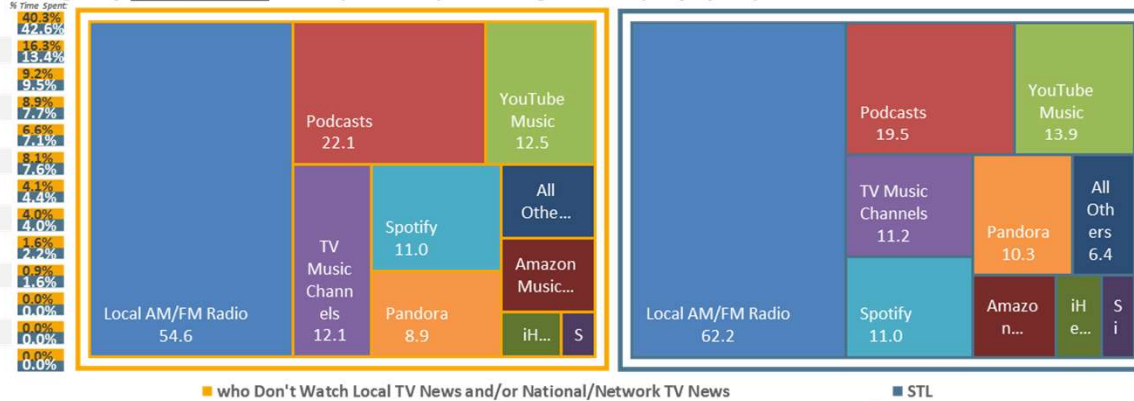
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 925
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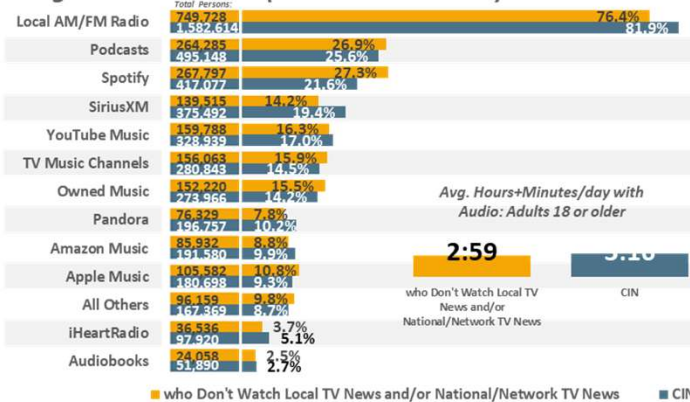
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

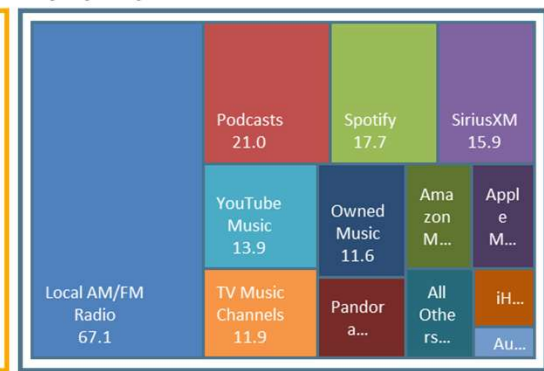
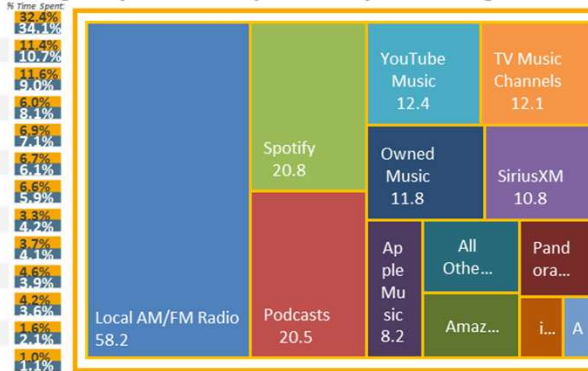


728,147 or 74.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.

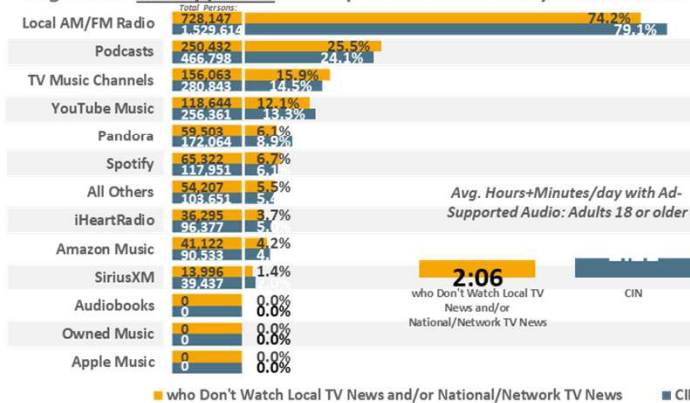
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



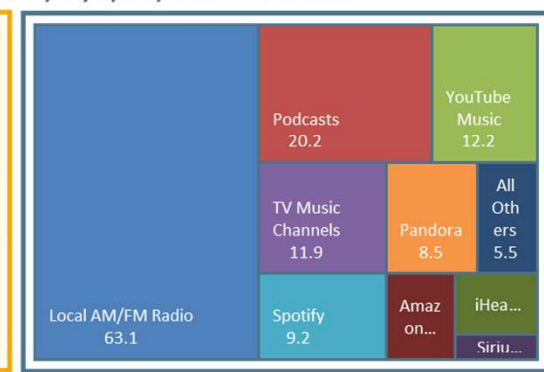
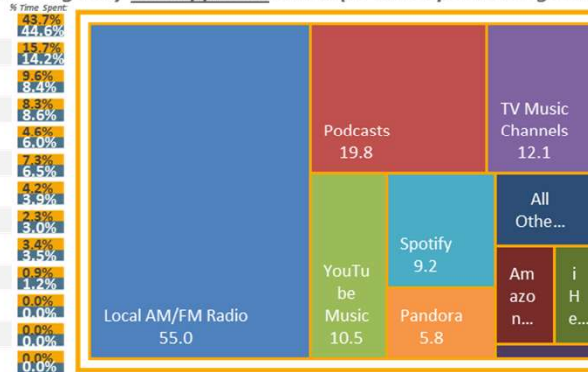
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965
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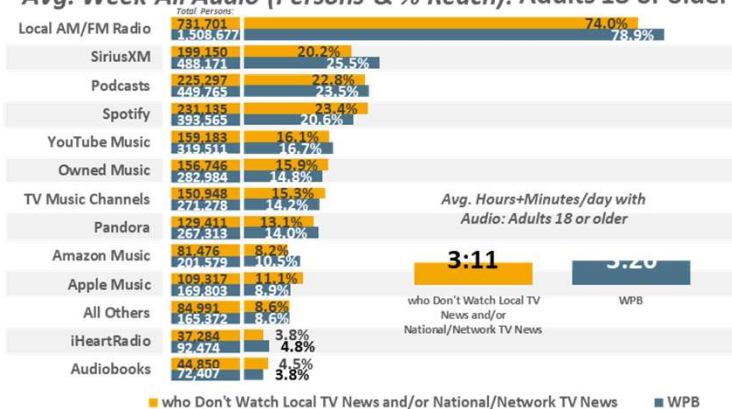
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

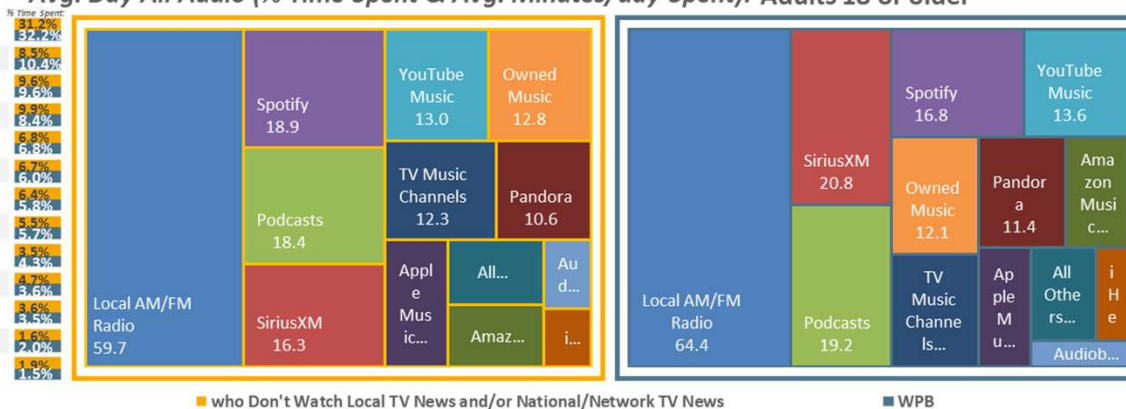


715,297 or 72.4% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 57.5 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

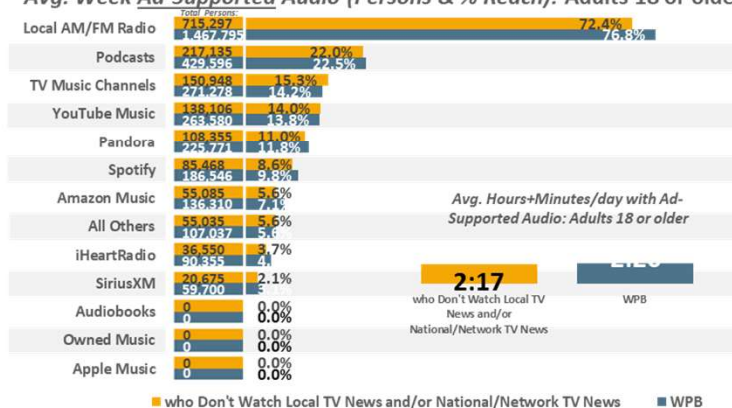
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



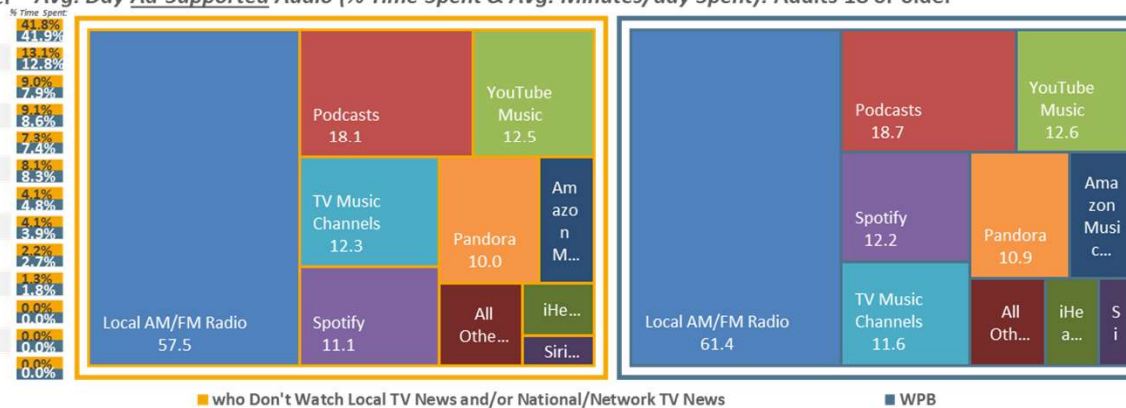
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



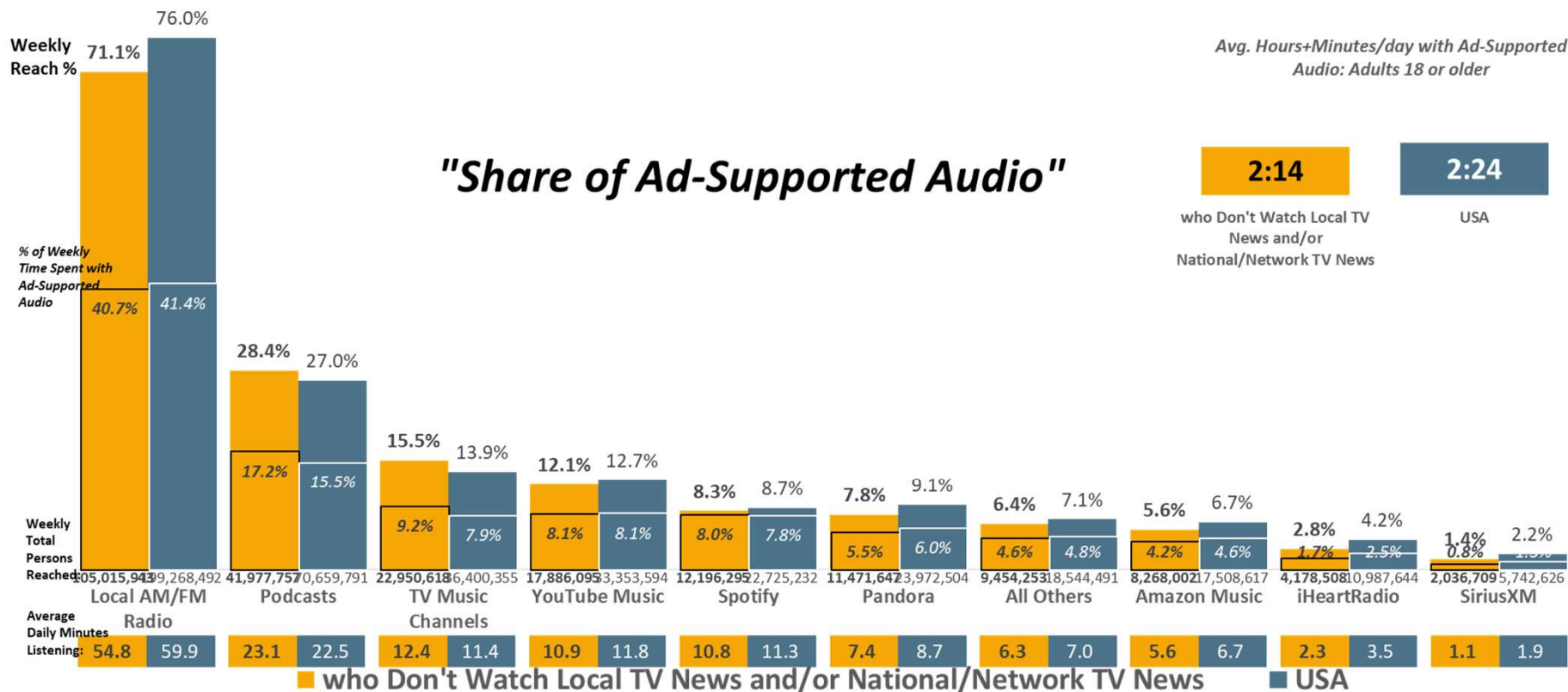
WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



105,015,943 or 71.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 54.8 minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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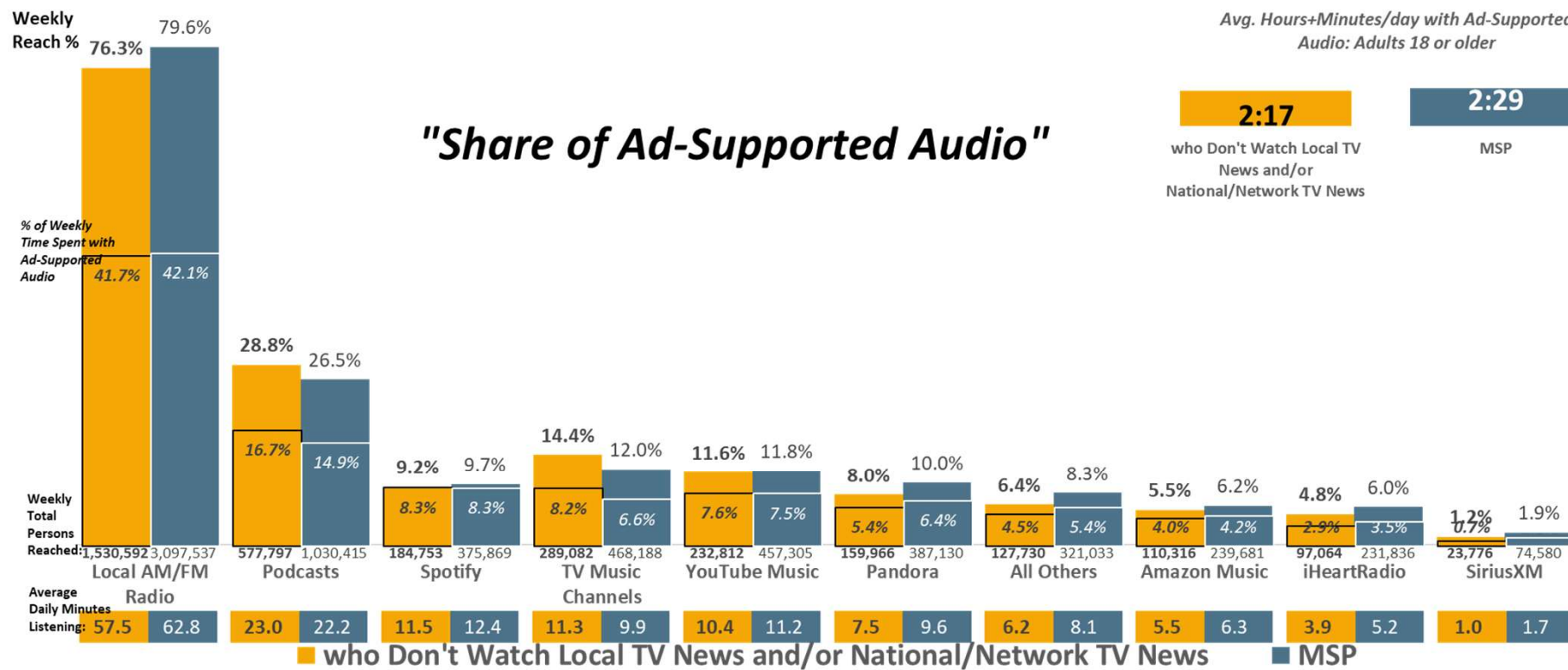
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



1,530,592 or 76.3% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 57.5 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.



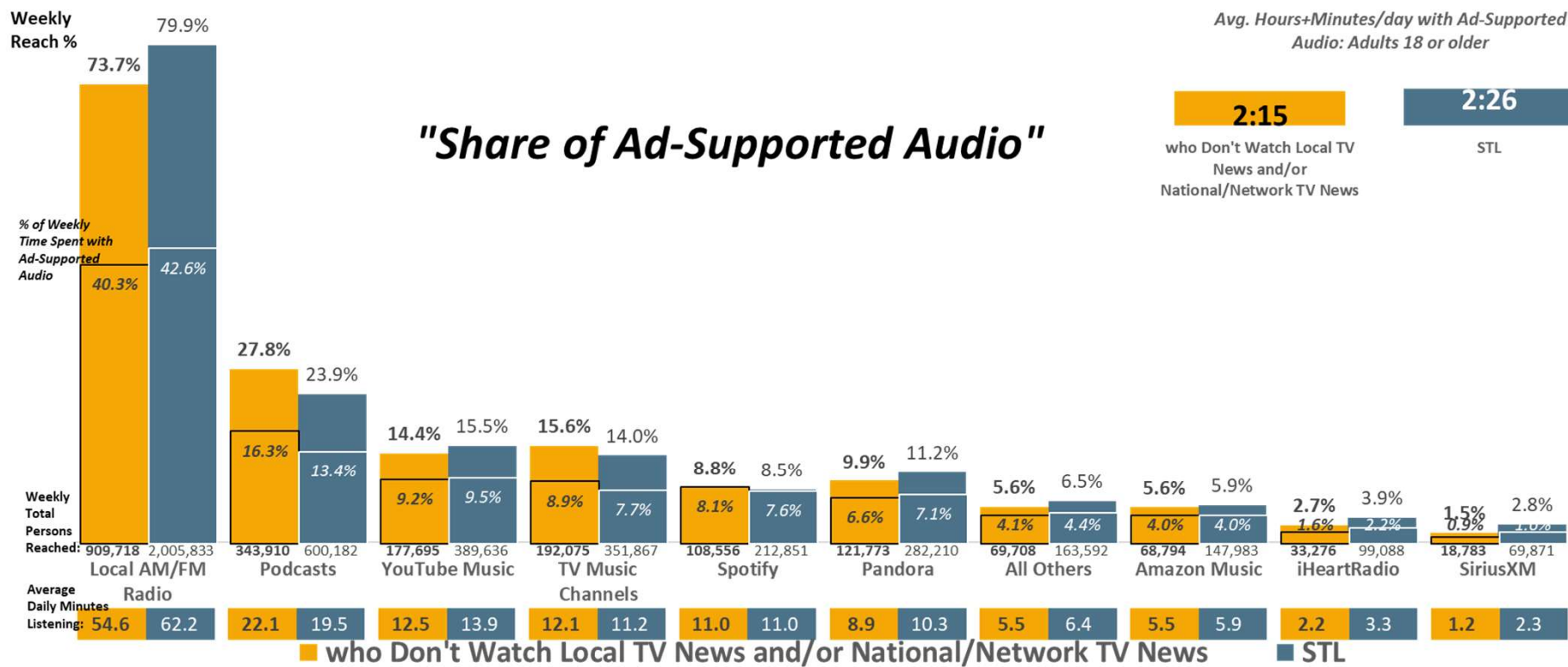
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 961 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



909,718 or 73.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 54.6 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 925
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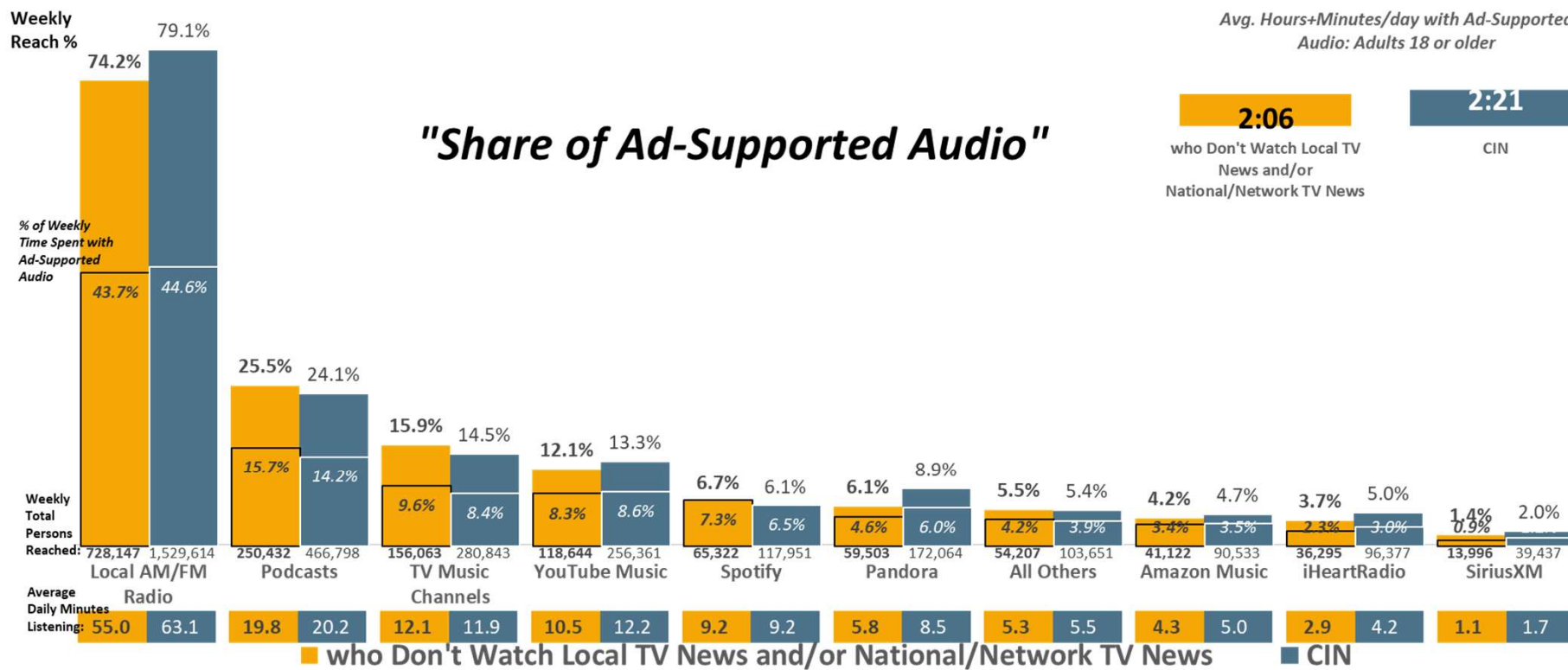
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



728,147 or 74.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 55. minutes every day representing 43.7% of all time spent daily with Ad-Supported Audio.



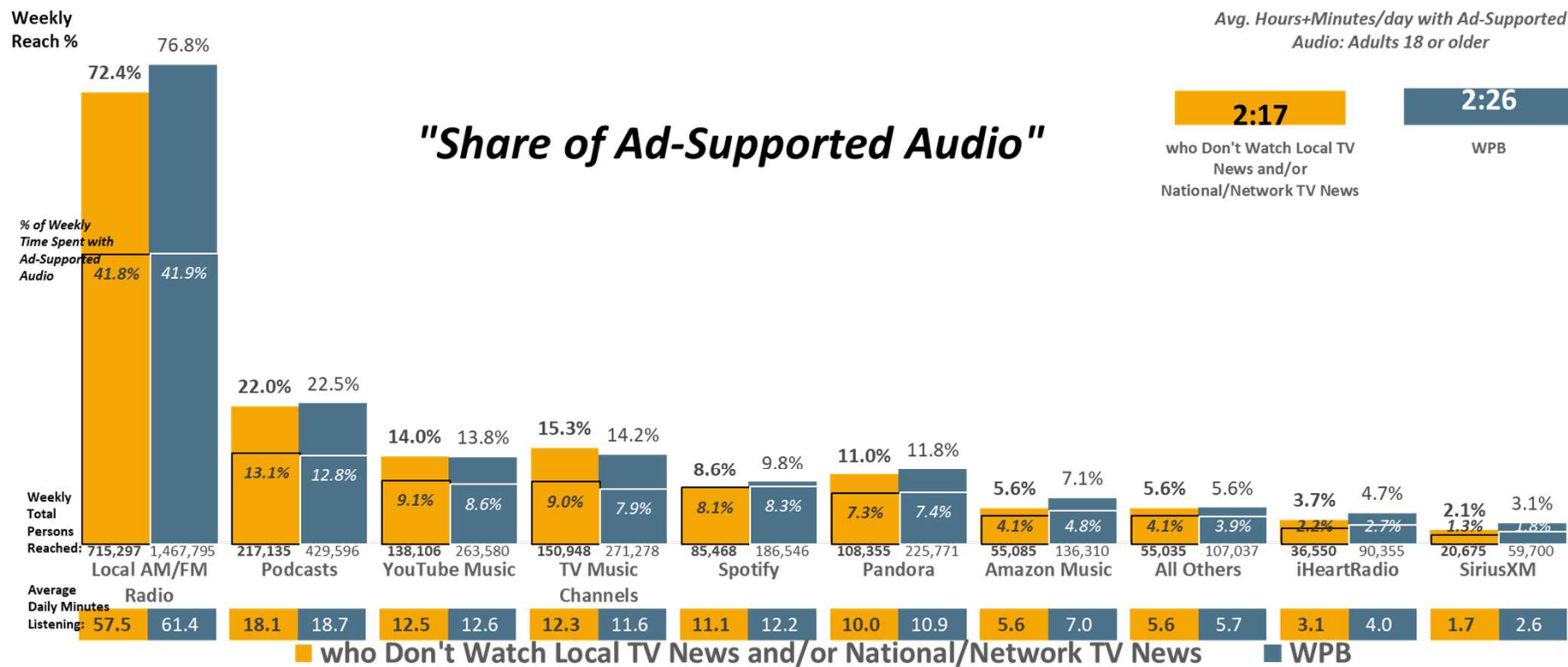
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



715,297 or 72.4% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio for an average of 57.5 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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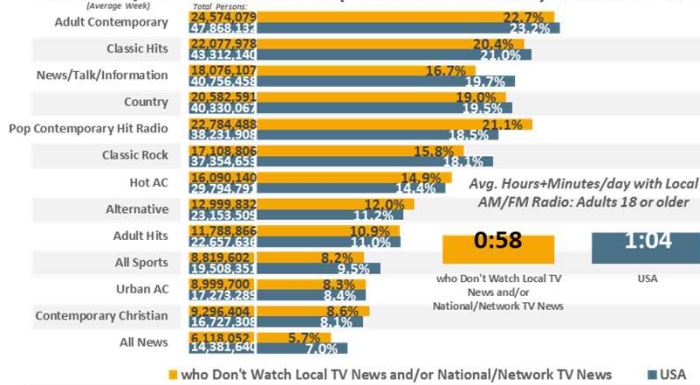
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

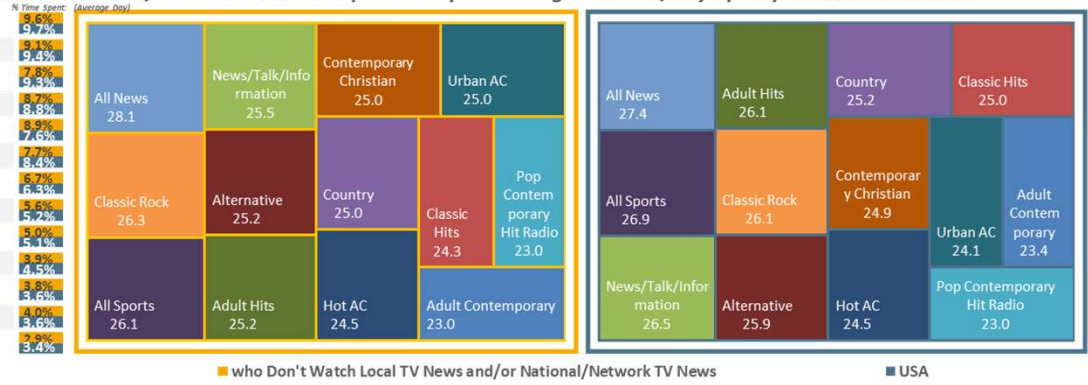


105,015,943 or 71.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock

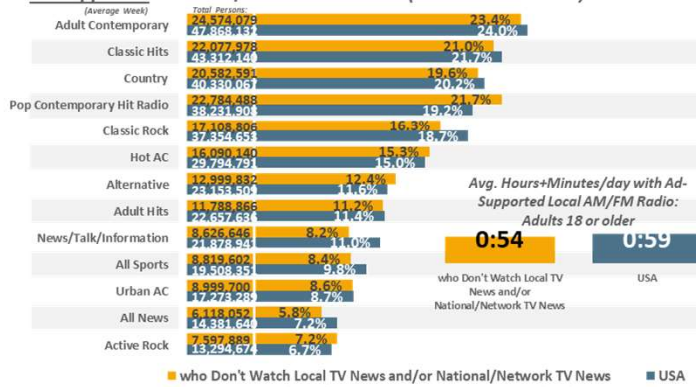
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



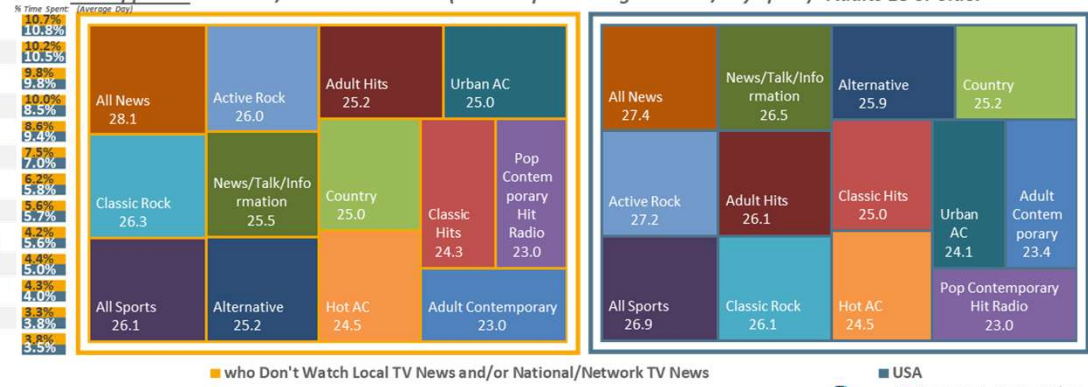
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

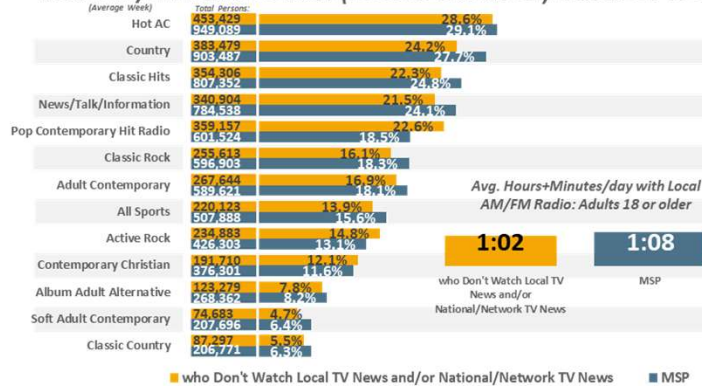
soefa.ai Share of Everything for Anything

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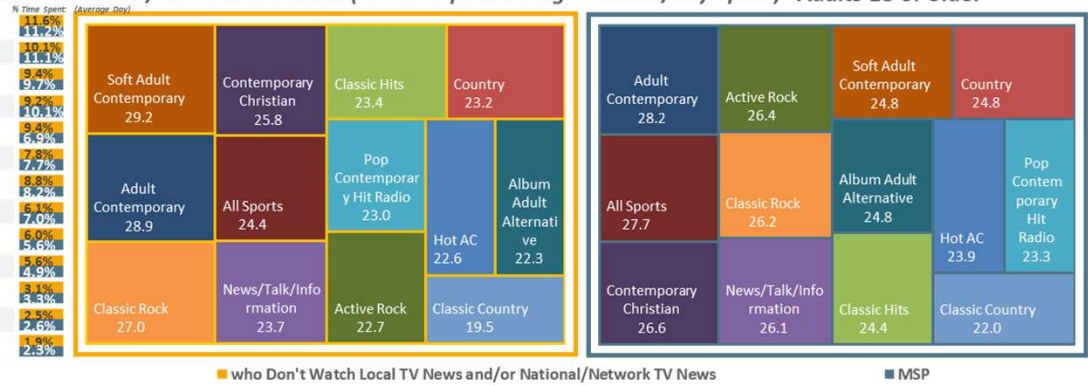


1,530,592 or 76.3% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Classic Hits, and Adult Contemporary.

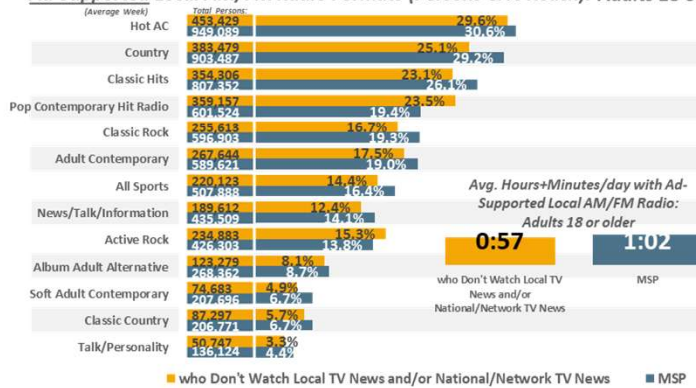
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



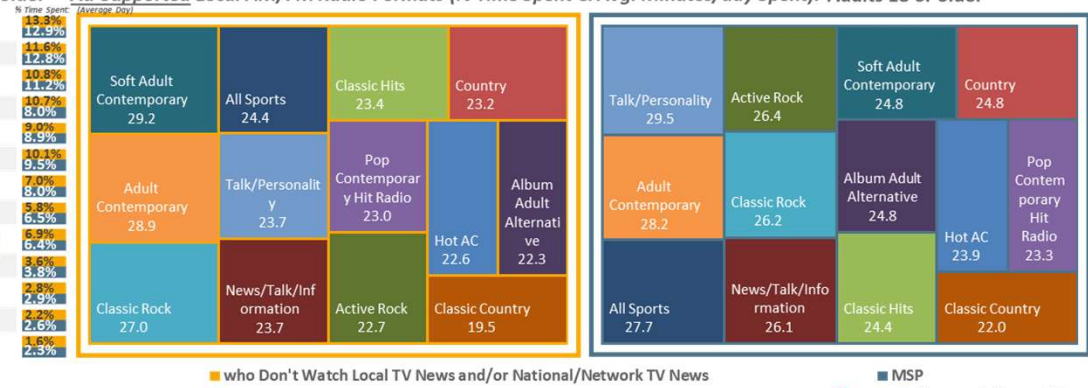
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 961
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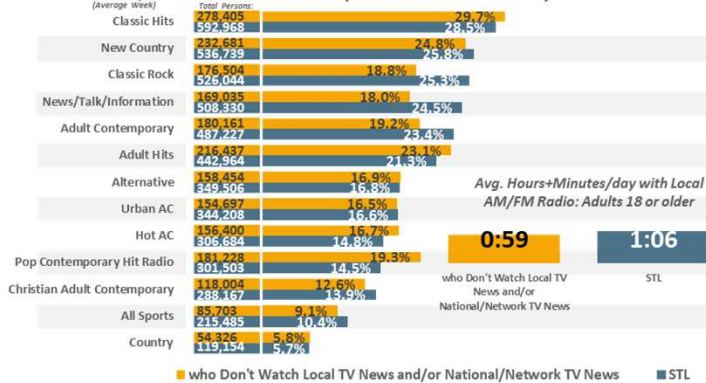
soefa.ai Share of Everything for Anything

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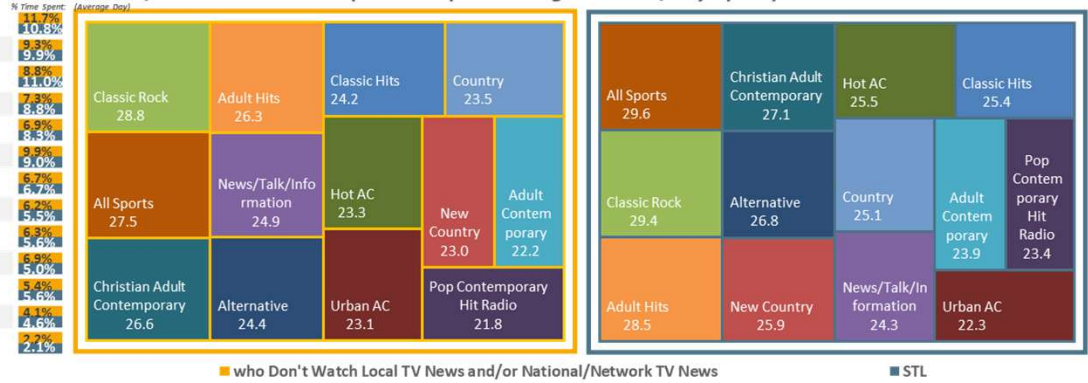


909,718 or 73.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, New Country, Adult Hits, Pop Contemporary Hit Radio, and Adult Contemporary.

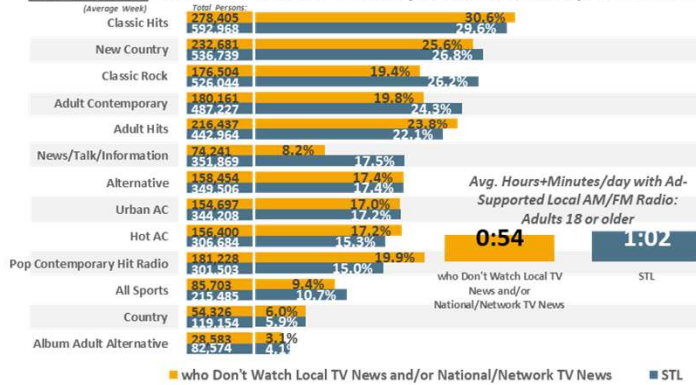
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



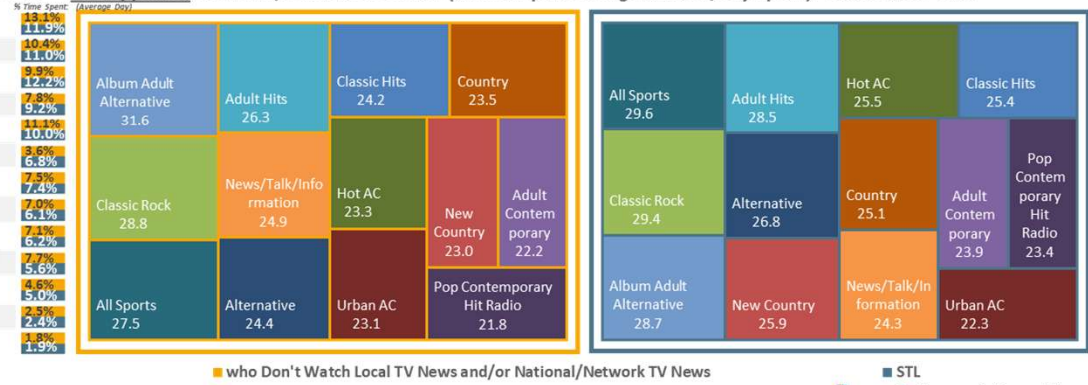
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 925
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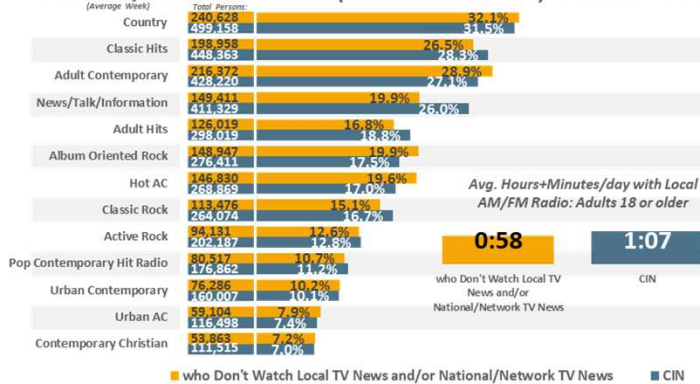
soefa.ai Share of Everything for Anything

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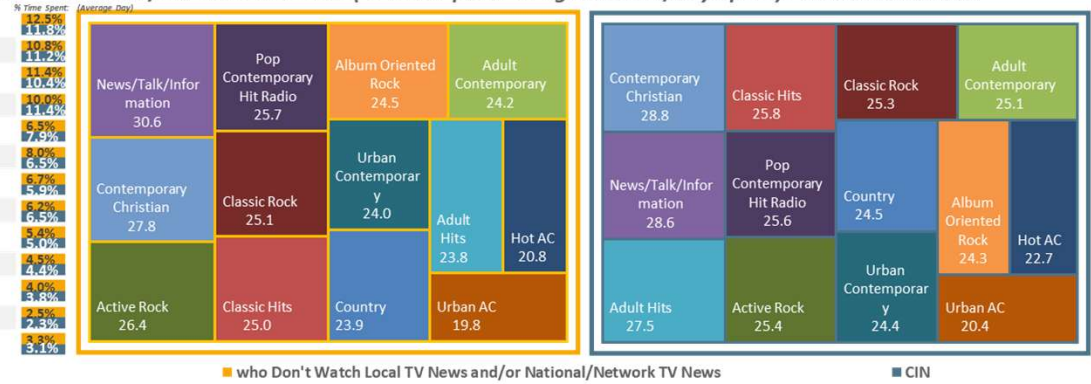


728,147 or 74.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Album Oriented Rock, and Hot AC.

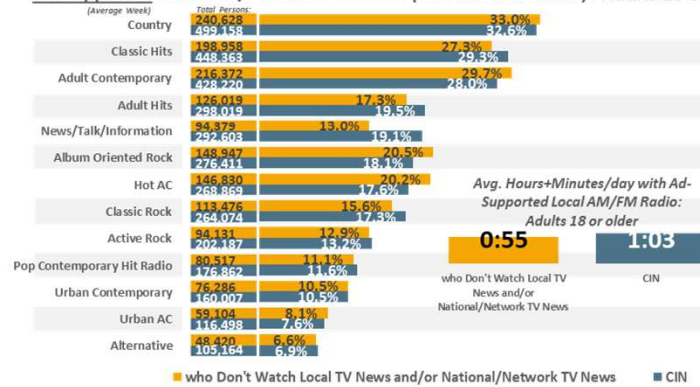
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



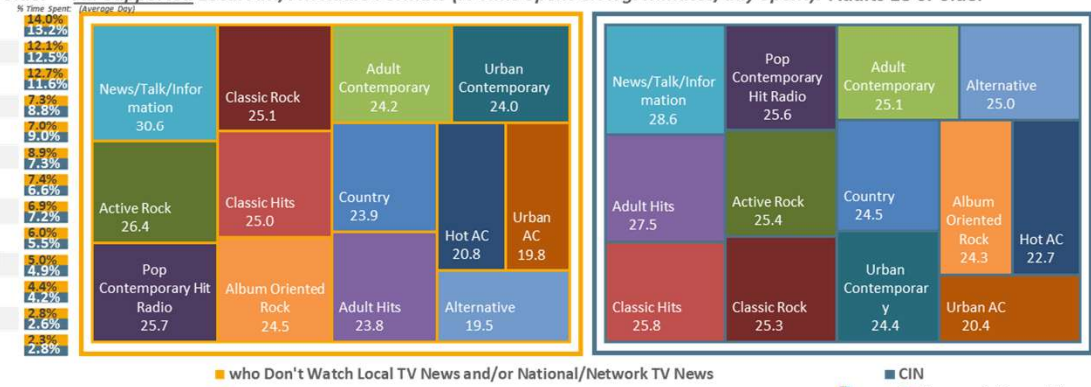
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965
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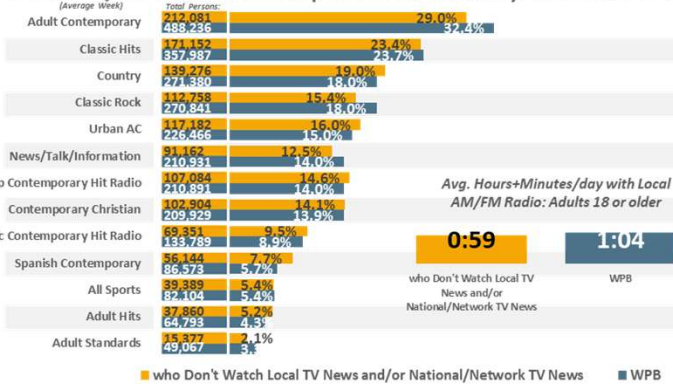
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

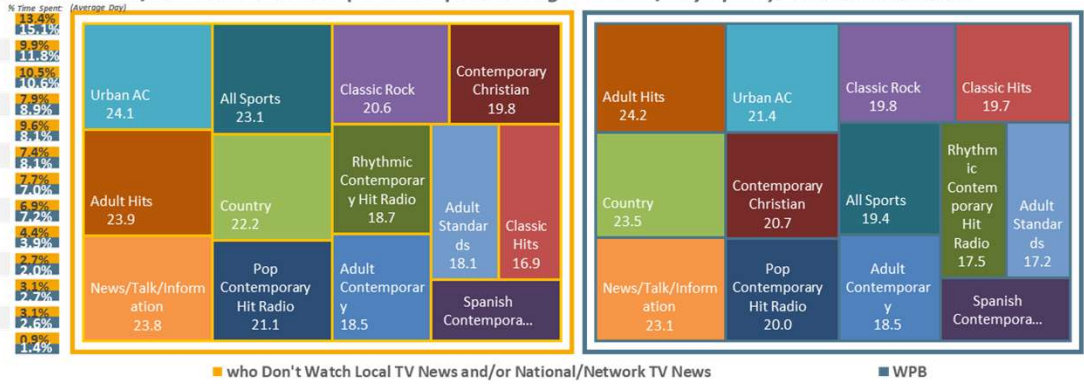


715,297 or 72.4% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Urban AC, and Classic Rock.

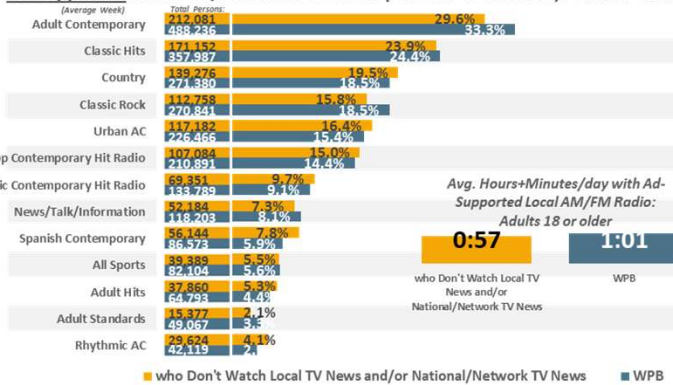
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



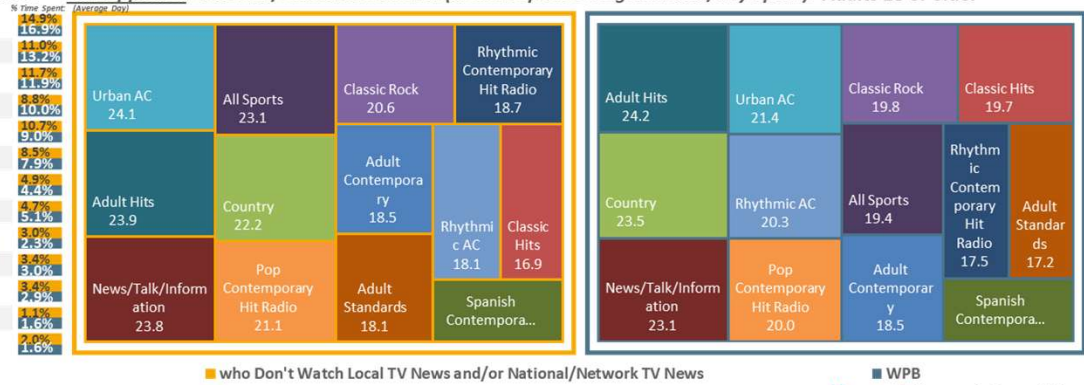
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306
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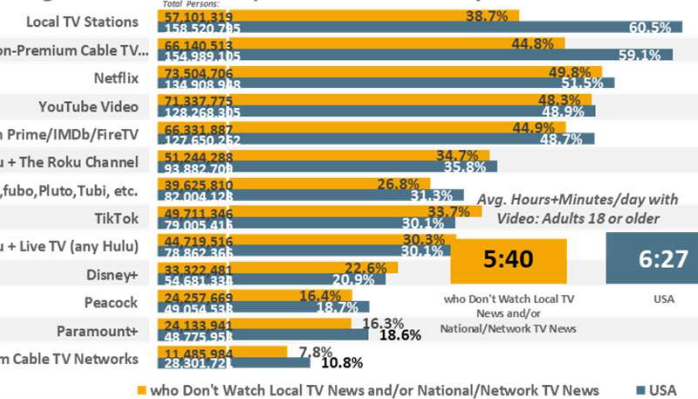
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

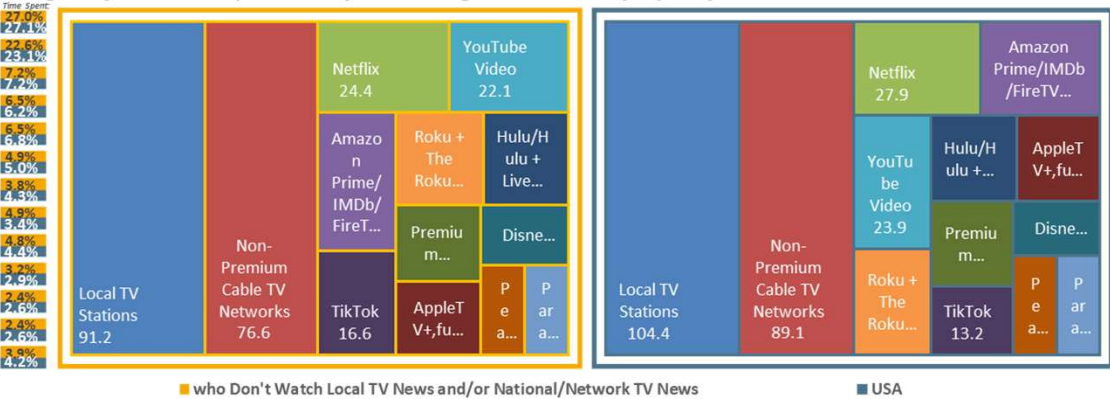


56,862,914 or 38.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 87.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

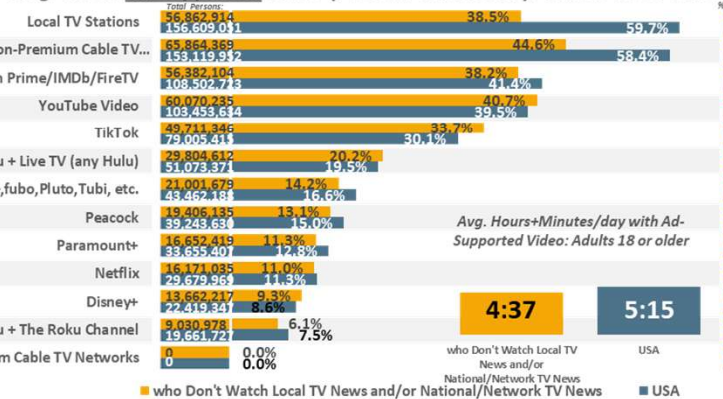
Avg. Week All Video (Persons & % Reach): Adults 18 or older



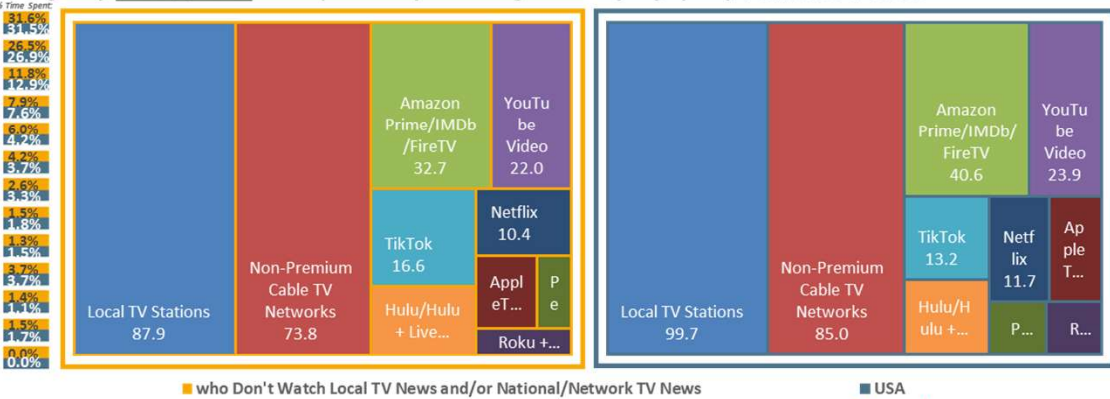
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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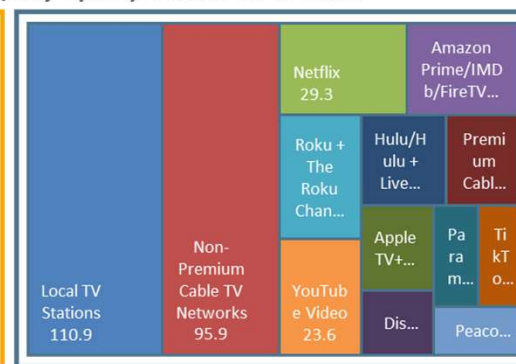
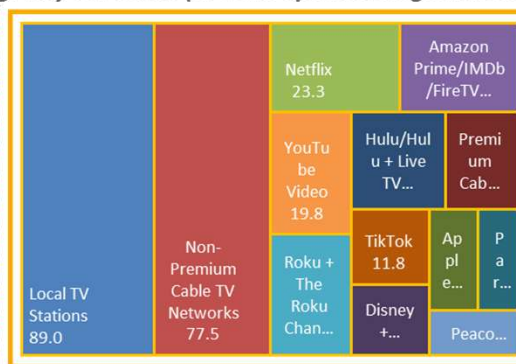
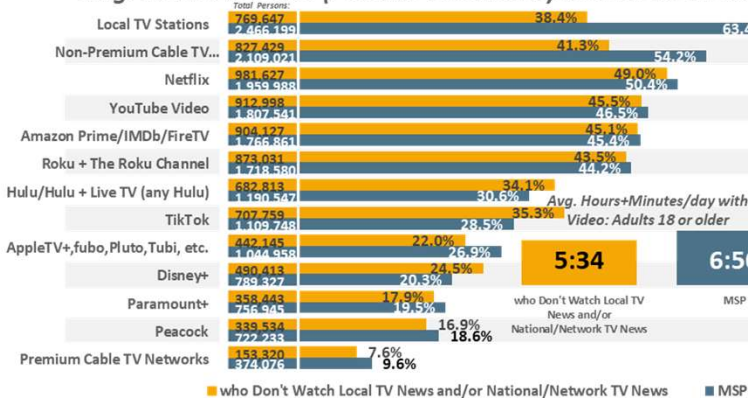
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



766,529 or 38.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 85.5 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

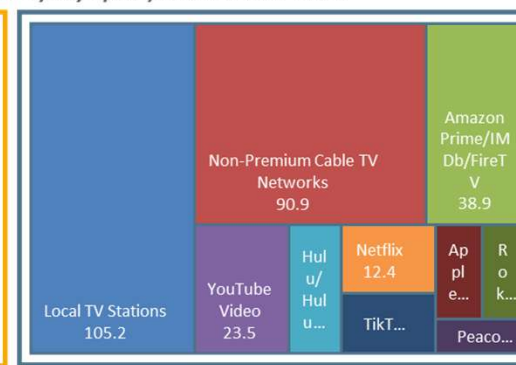
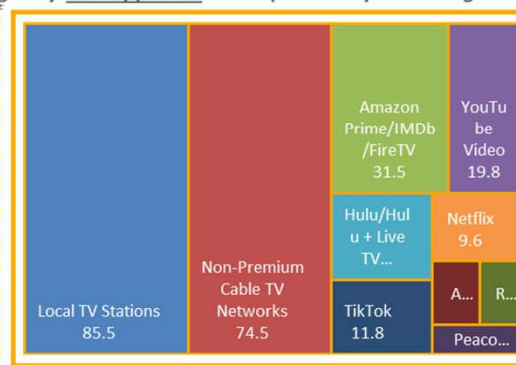
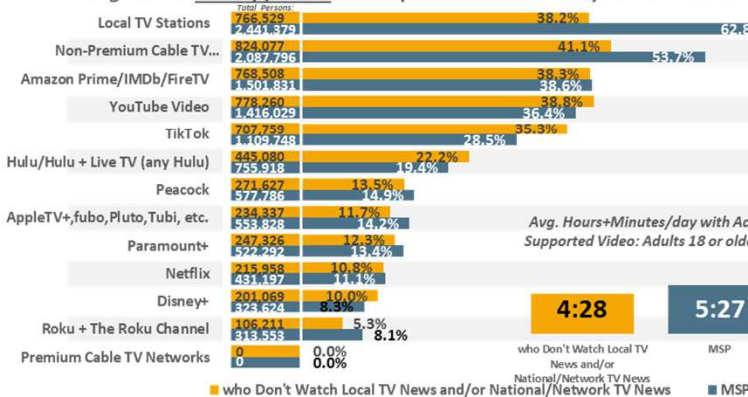
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 961
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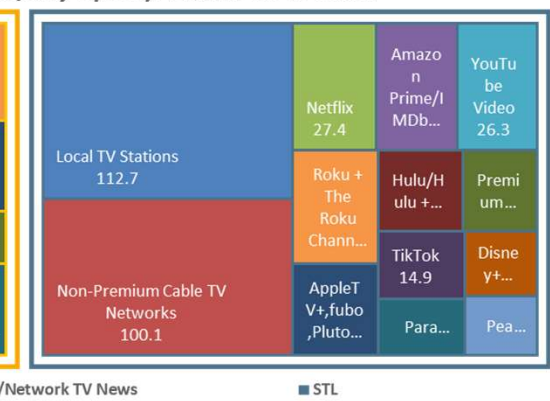
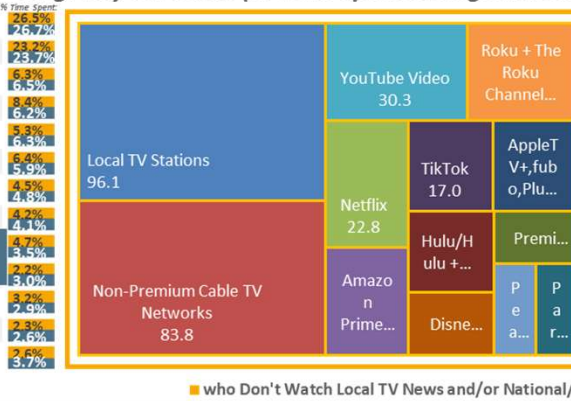
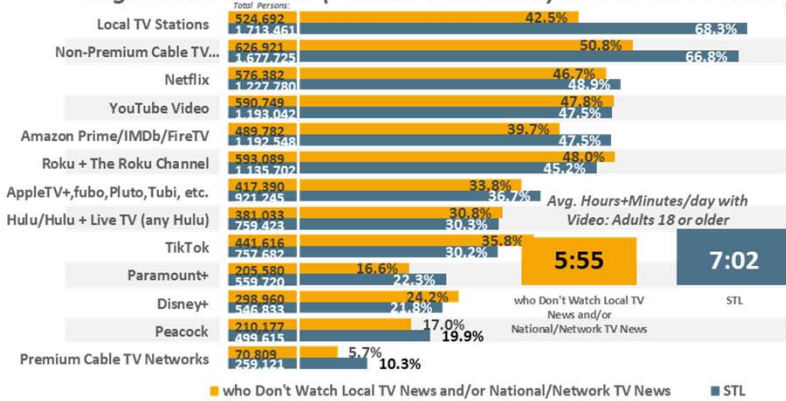
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



523,317 or 42.4% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 92.4 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.

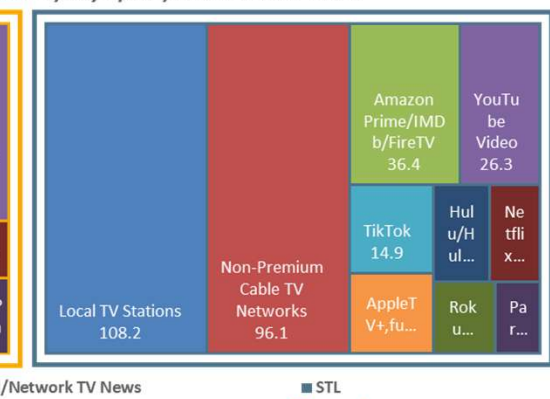
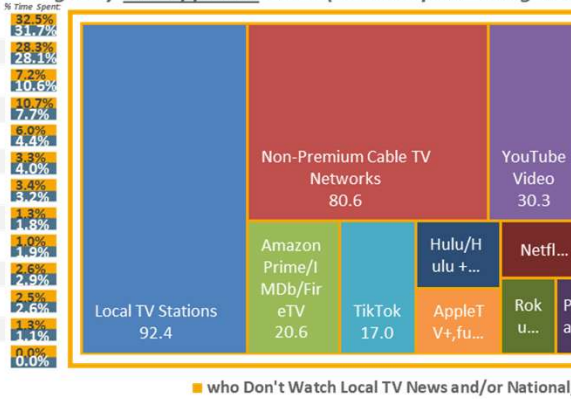
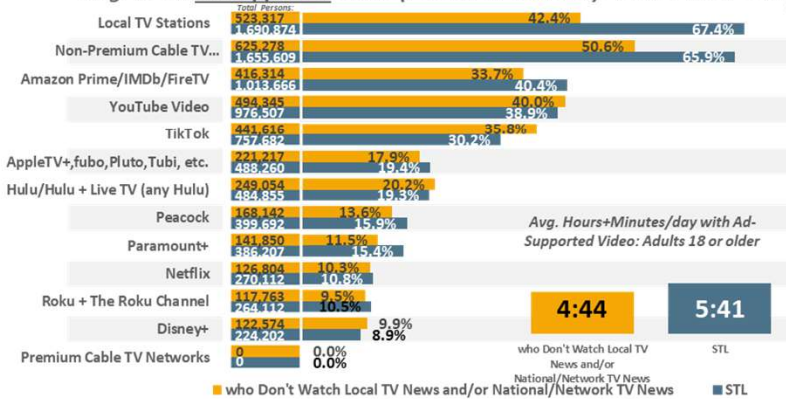
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 R2 2025: Aug24-Jul25 Qual Intab 925
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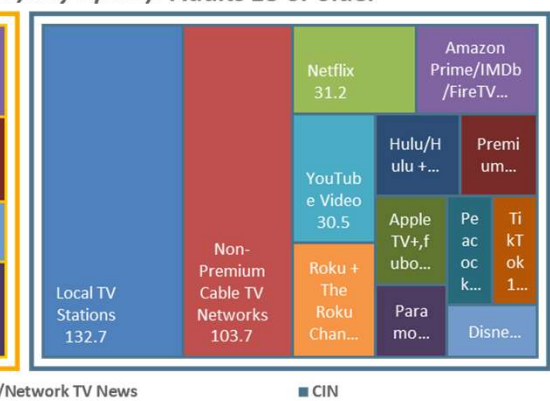
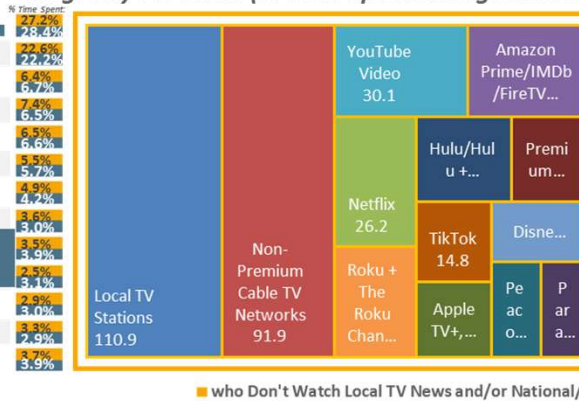
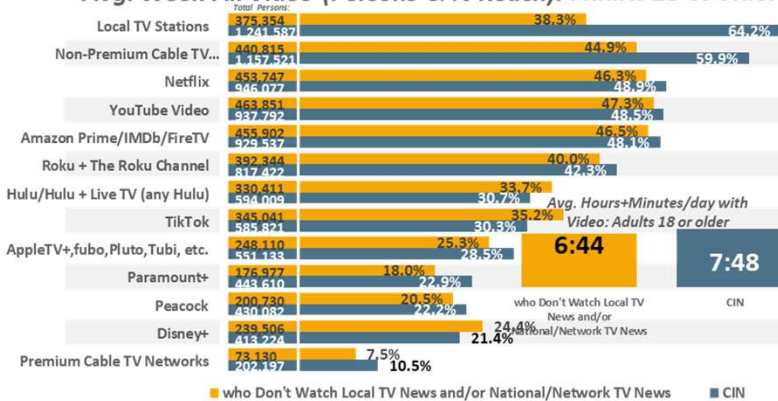
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373,962 or 38.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 107.2 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.

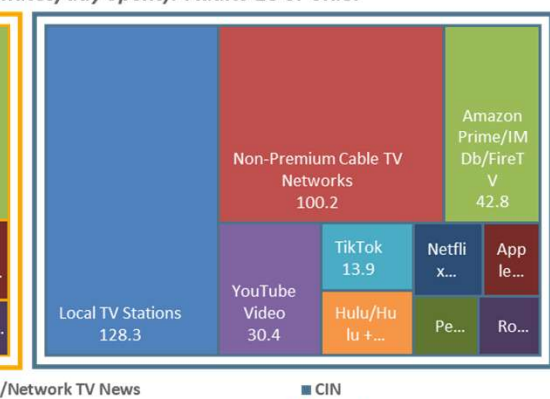
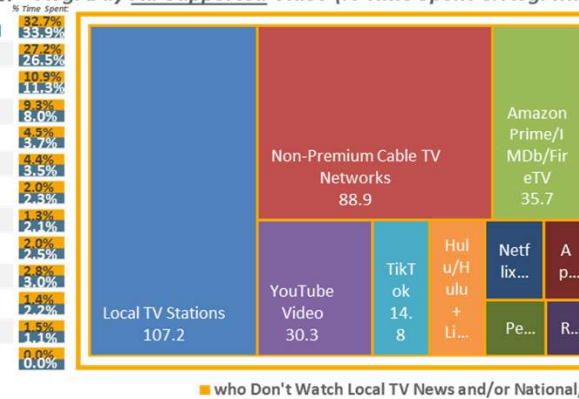
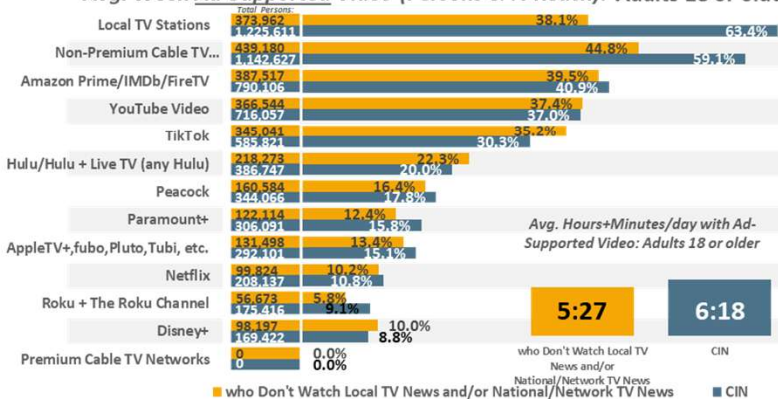
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965
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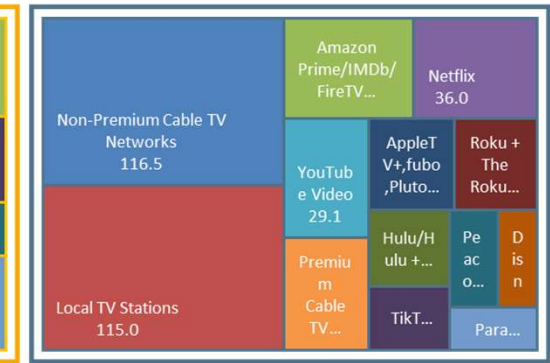
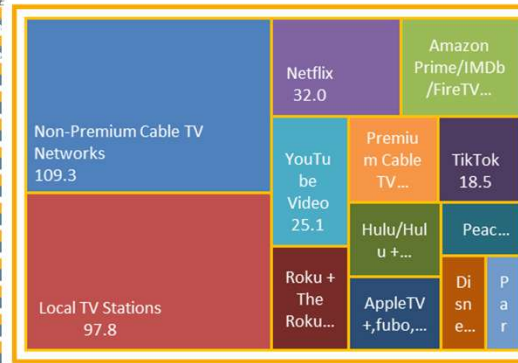
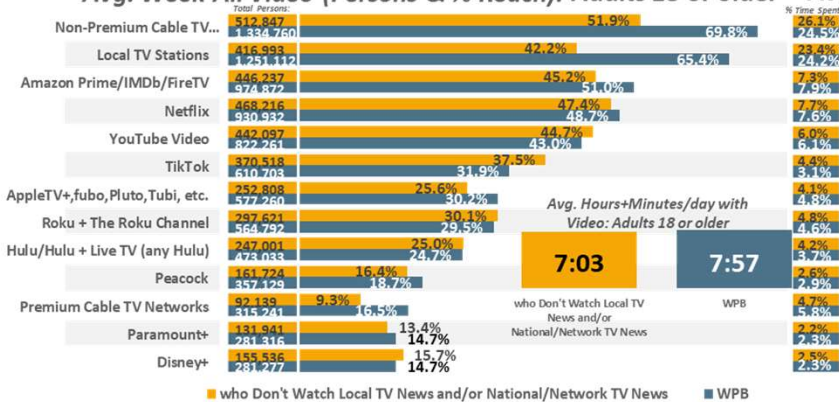
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414,703 or 42.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 95.7 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.

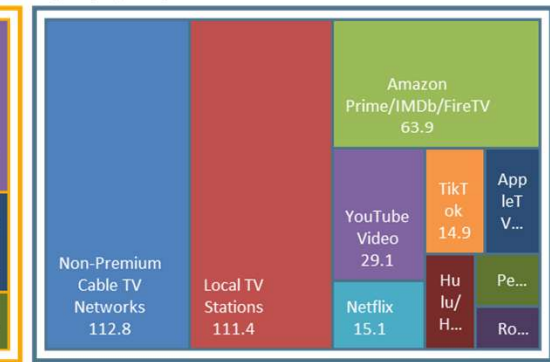
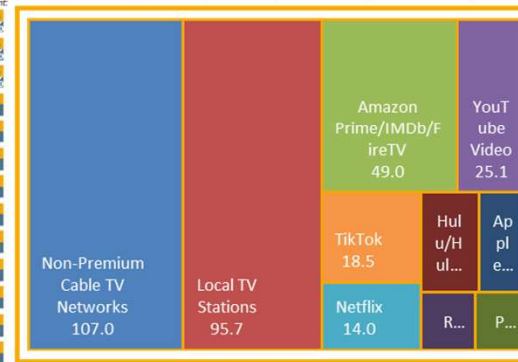
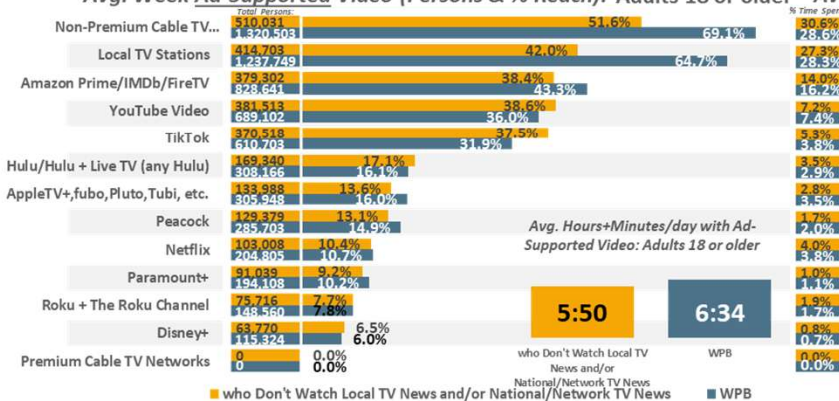
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306
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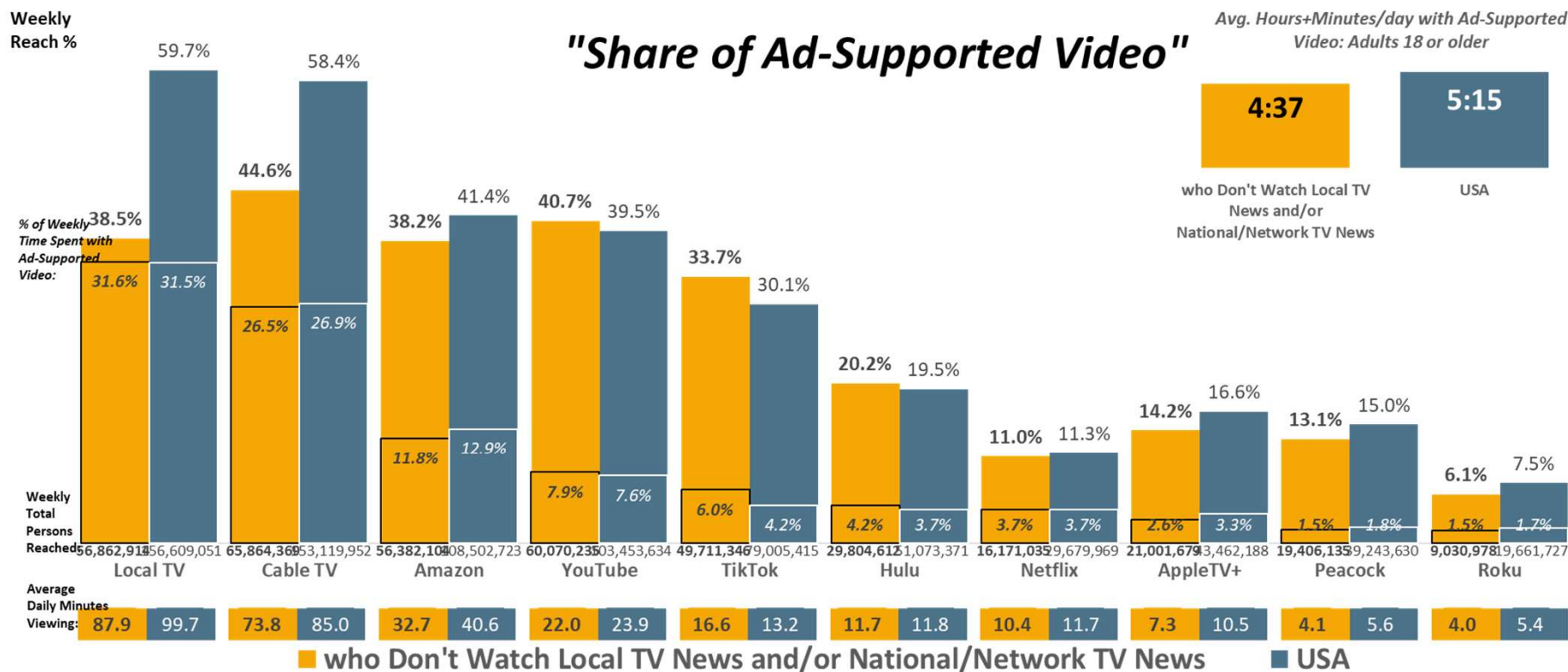
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56,862,914 or 38.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 87.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

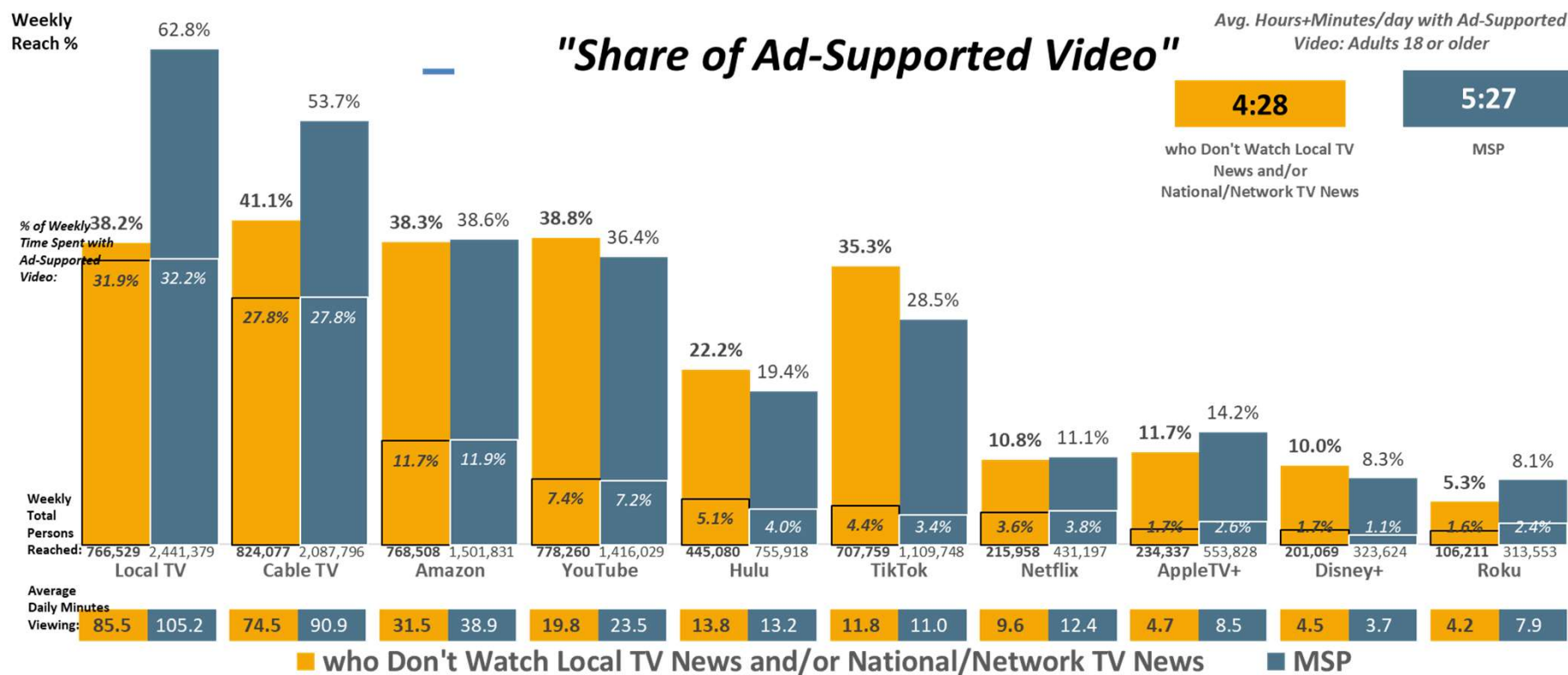
soefa.ai Share of Everything for Anything

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766,529 or 38.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 85.5 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



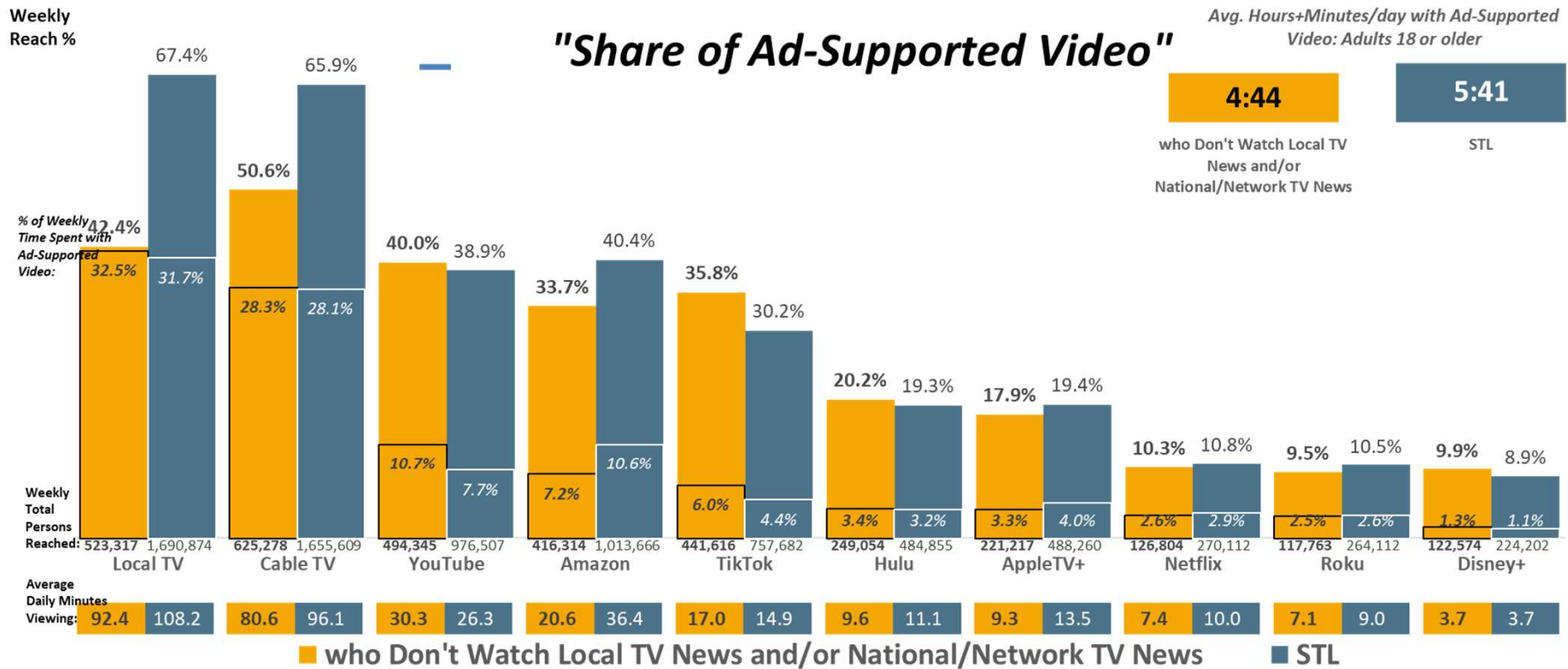
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 961 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



523,317 or 42.4% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 92.4 minutes every day representing 32.5% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 925
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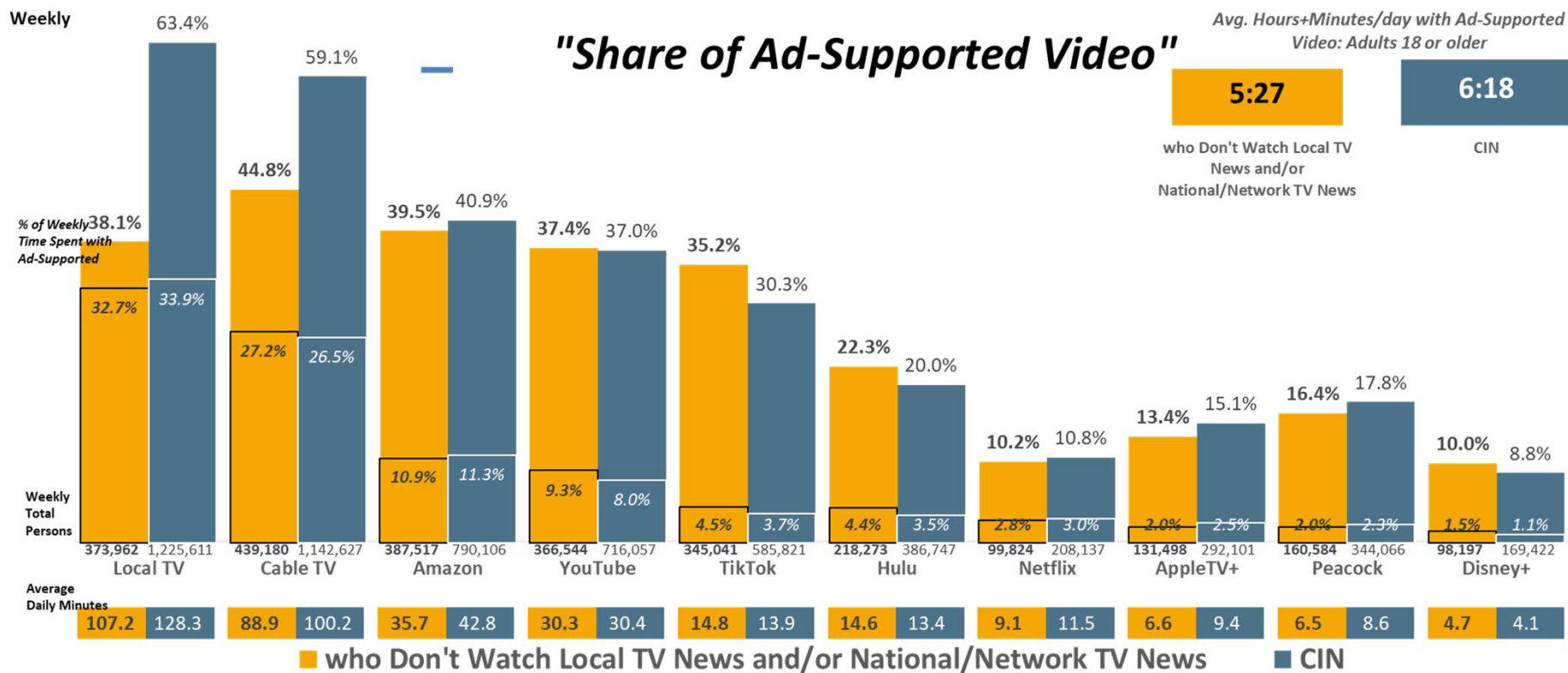
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



373,962 or 38.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 107.2 minutes every day representing 32.7% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965
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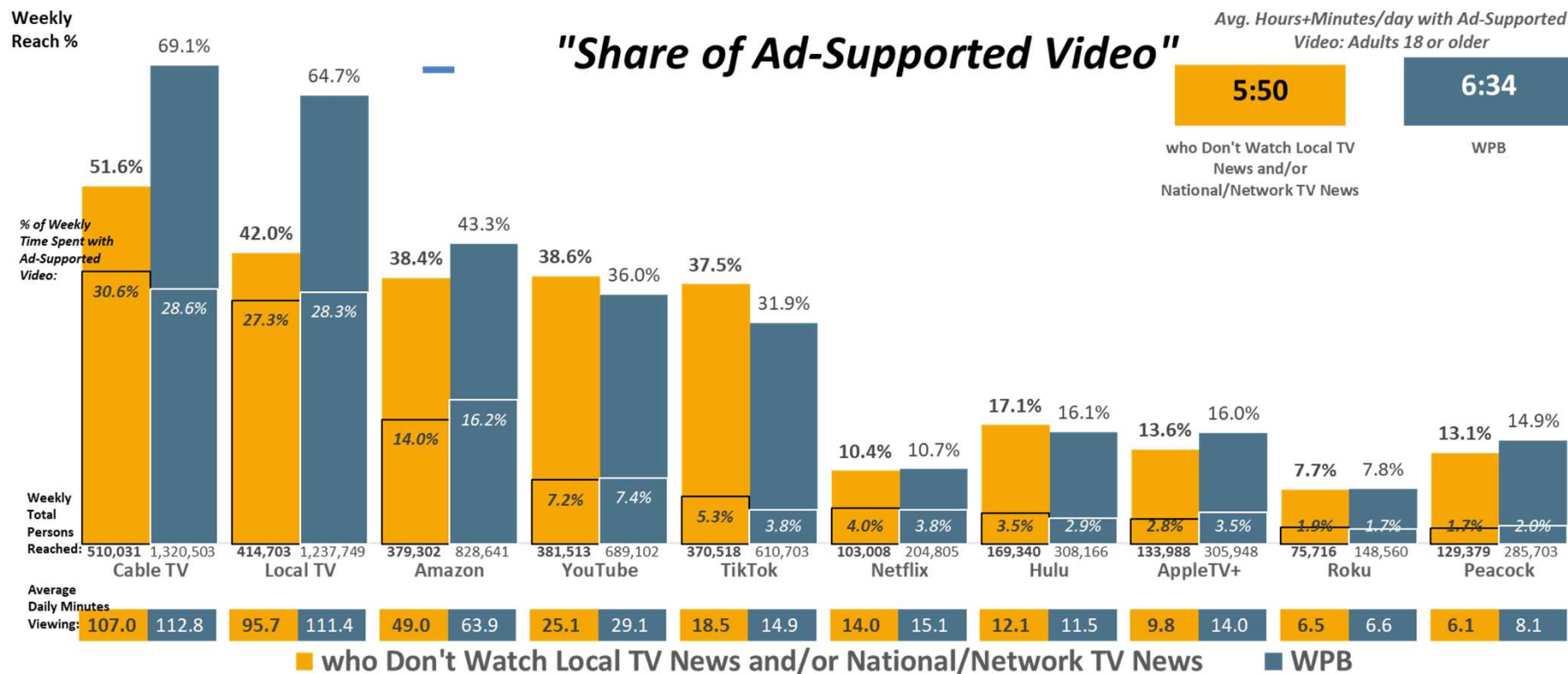
CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033

soefa.ai Share of Everything for Anything

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414,703 or 42.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations for an average of 95.7 minutes every day representing 27.3% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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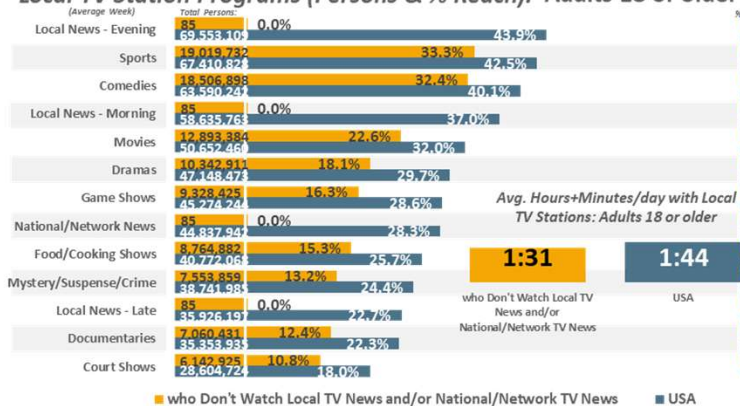
soefa.ai Share of Everything for Anything

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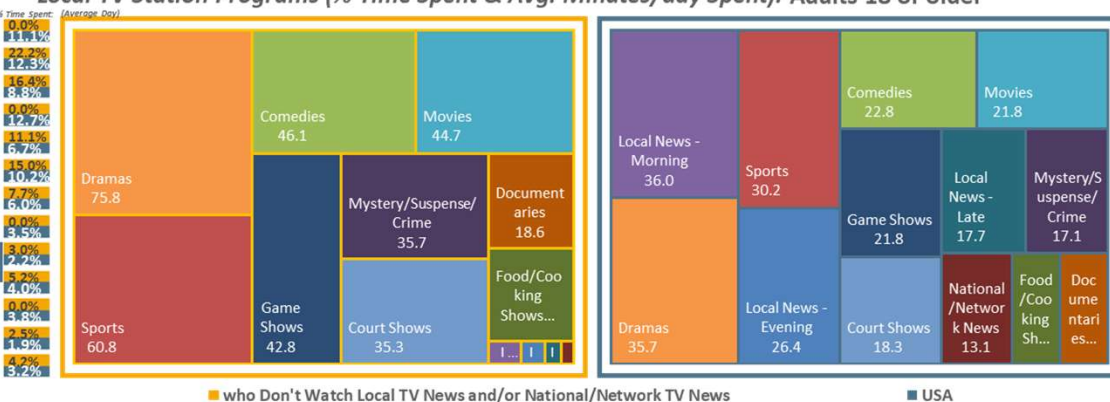


56,862,914 or 38.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Dramas, Game Shows, and Mystery/Suspense/Crime.

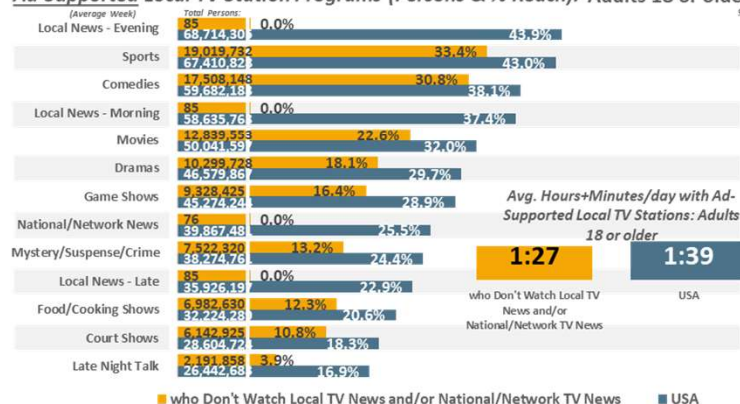
Local TV Station Programs (Persons & % Reach): Adults 18 or older



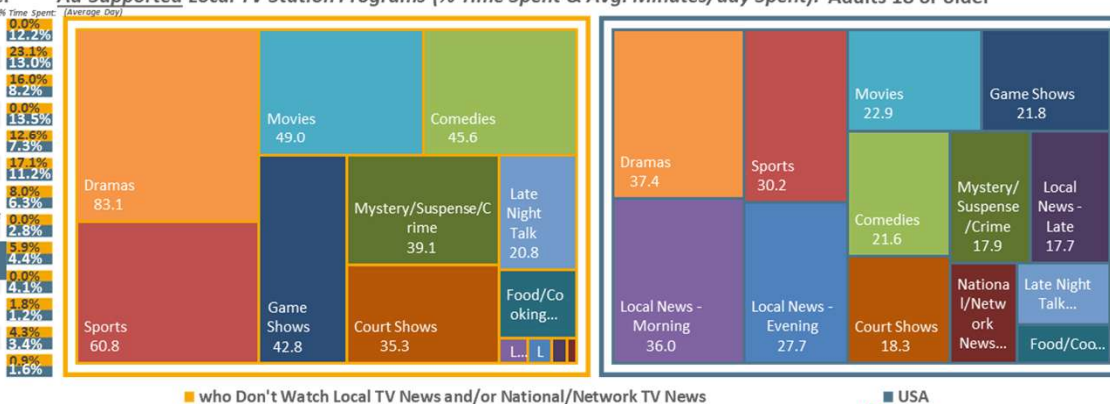
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

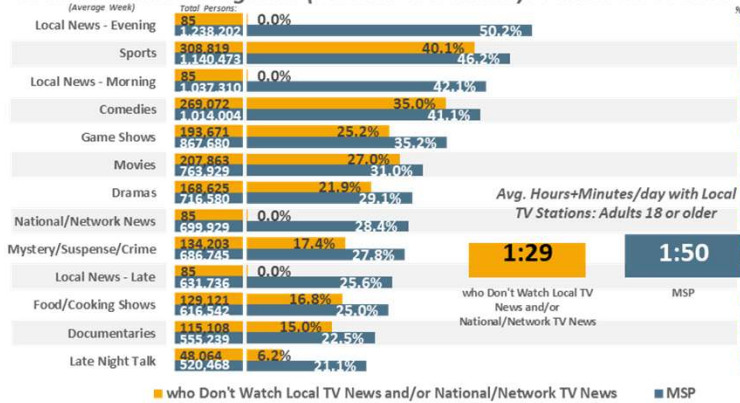
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

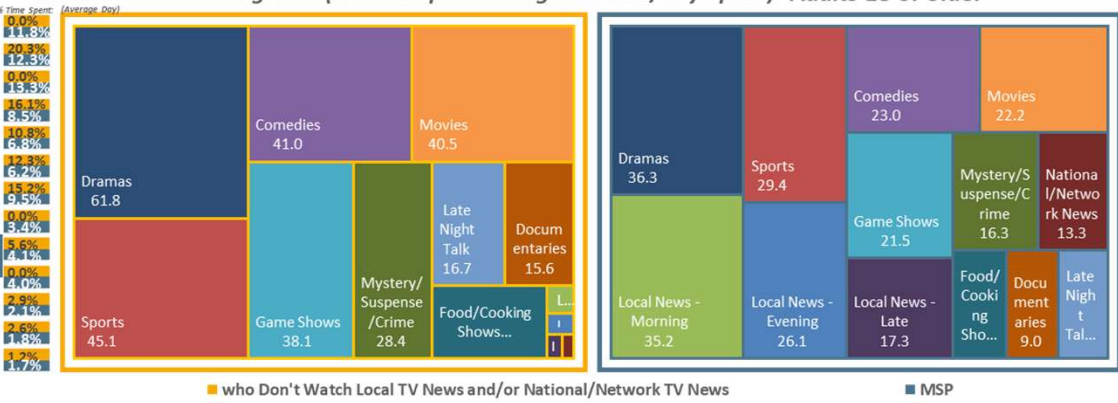


766,529 or 38.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Game Shows, Dramas, and Mystery/Suspense/Crime.

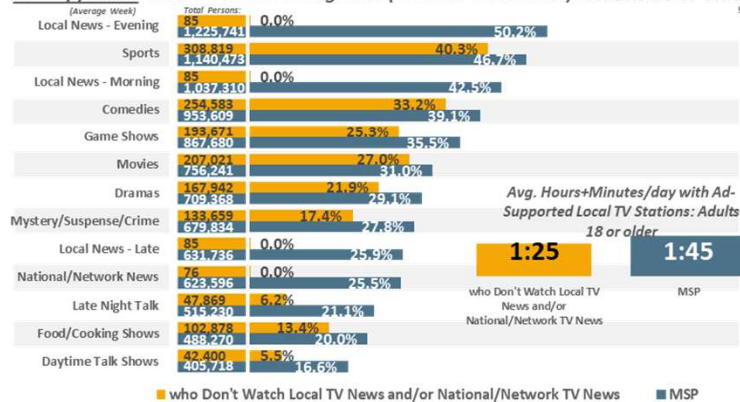
Local TV Station Programs (Persons & % Reach): Adults 18 or older



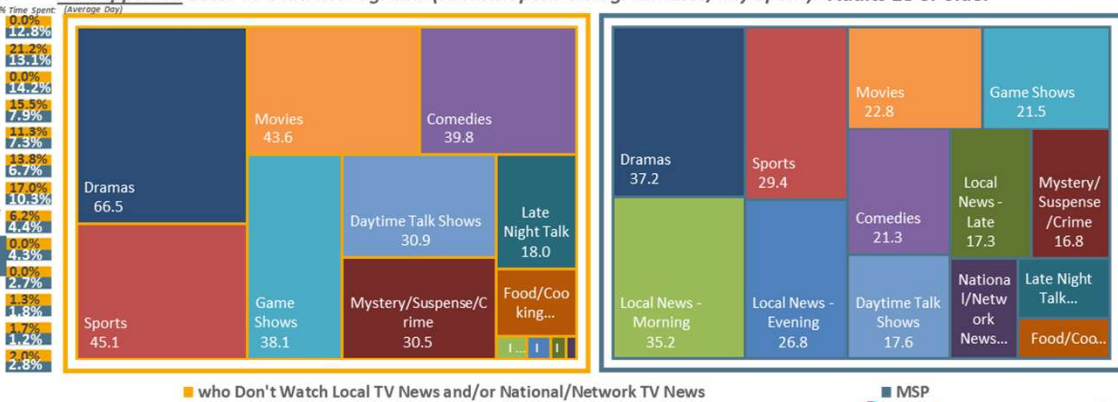
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Aug24-Jul25 Qual Intab 961
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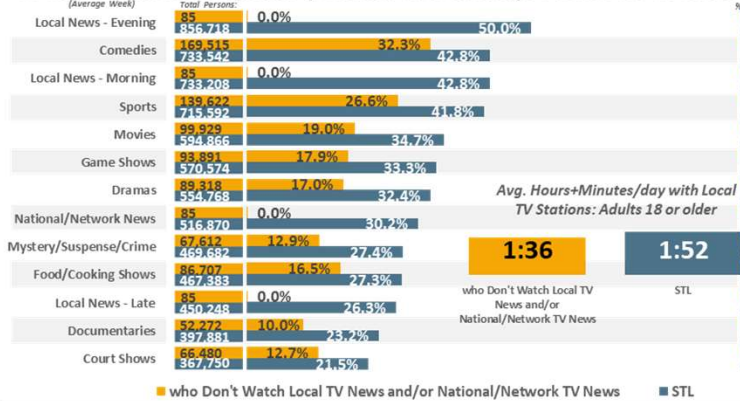
soefa.ai Share of Everything for Anything

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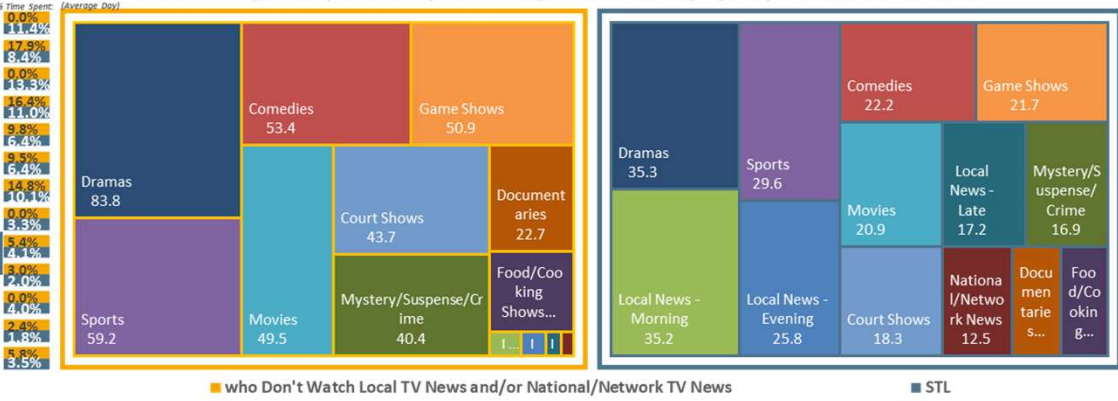


523,317 or 42.4% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Game Shows, Dramas, and Food/Cooking Shows.

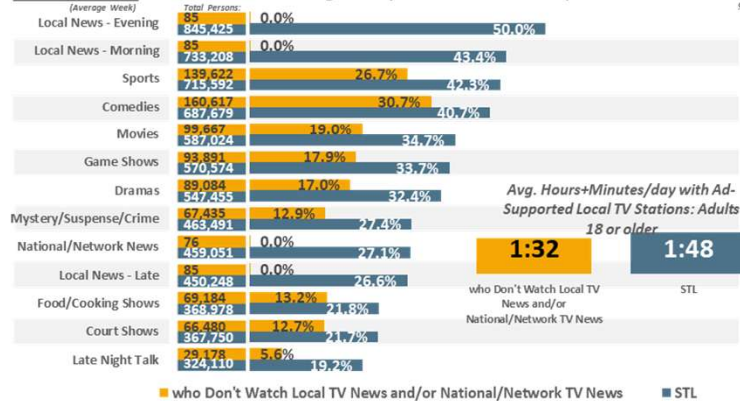
Local TV Station Programs (Persons & % Reach): Adults 18 or older



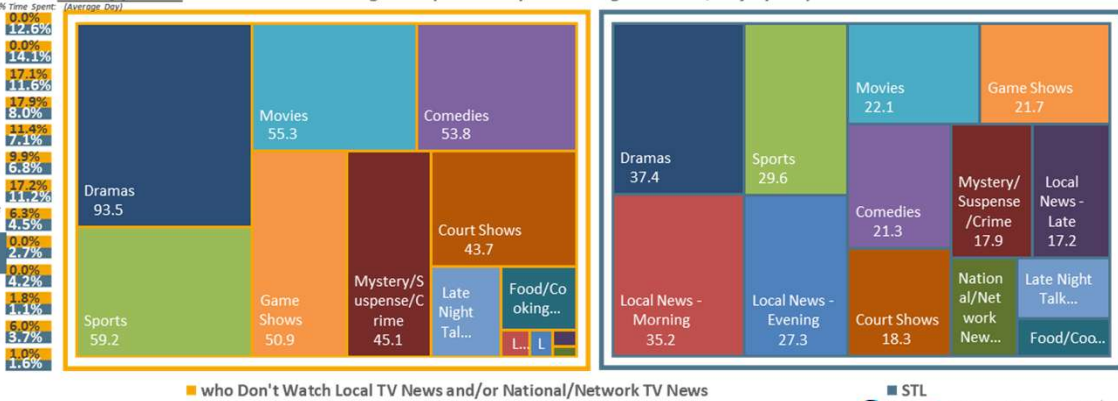
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Aug24-Jul25 Qual Intab 925
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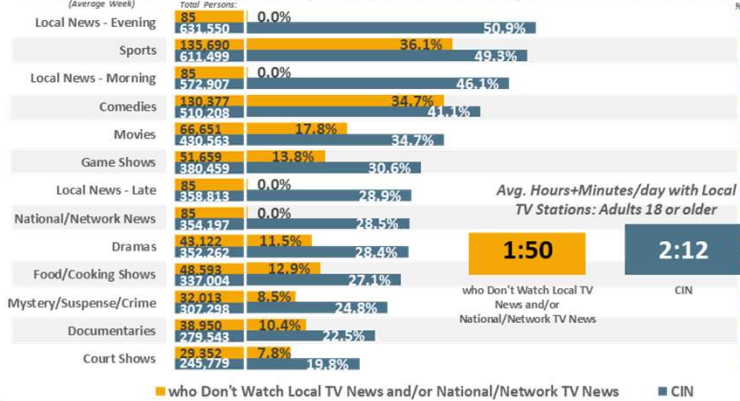
soefai Share of Everything for Anything

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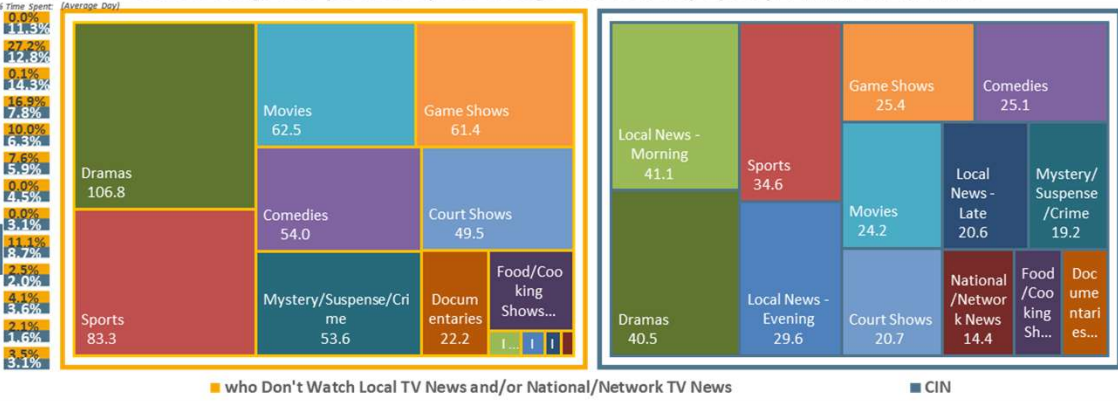


373,962 or 38.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Game Shows, Dramas, and Food/Cooking Shows.

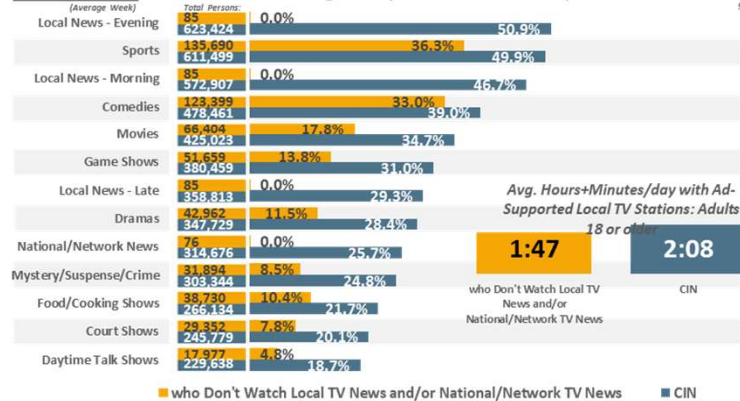
Local TV Station Programs (Persons & % Reach): Adults 18 or older



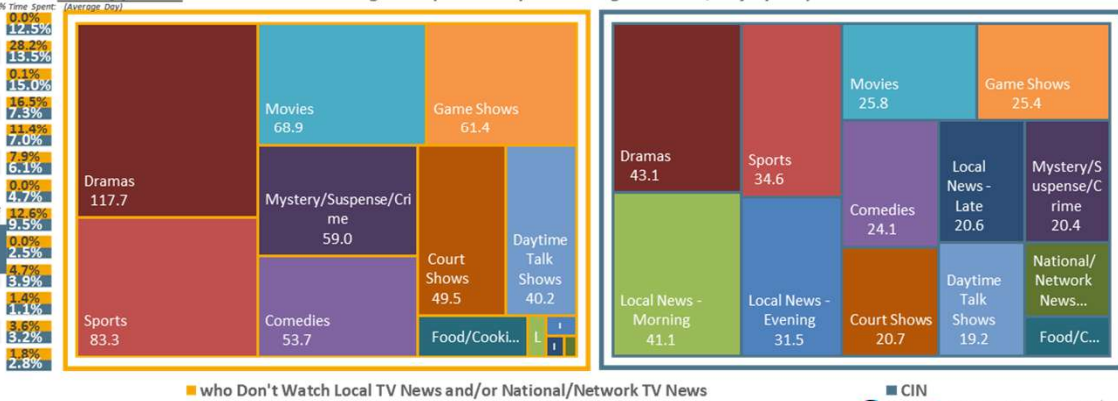
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965
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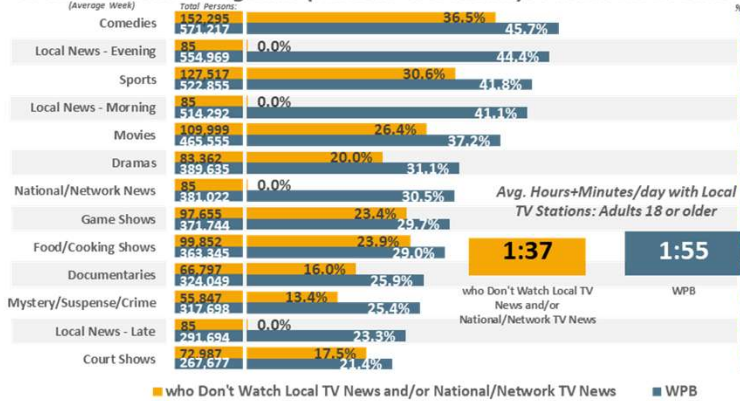
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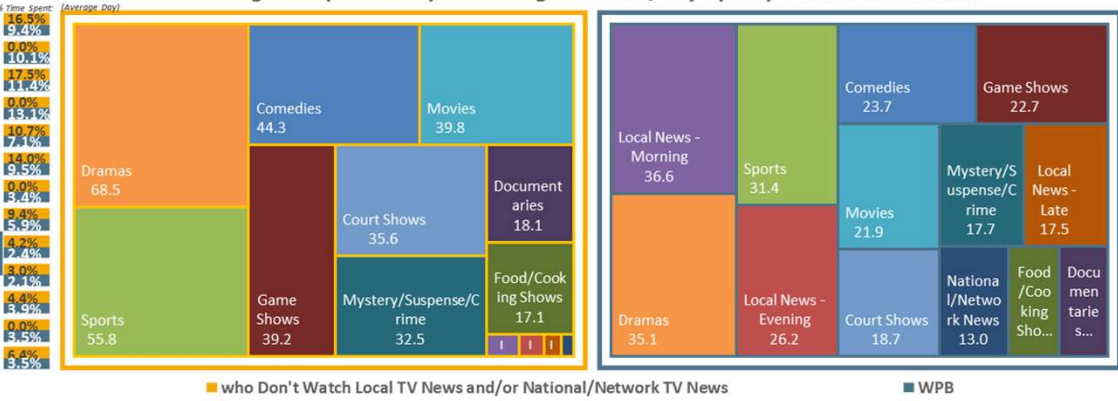


414,703 or 42.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Movies, Game Shows, Dramas, and Food/Cooking Shows.

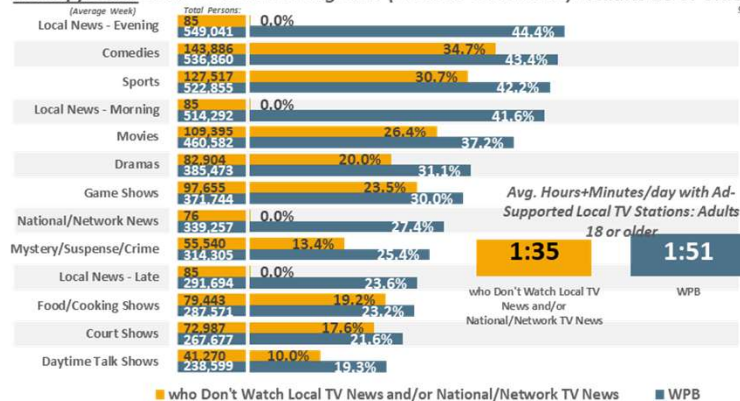
Local TV Station Programs (Persons & % Reach): Adults 18 or older



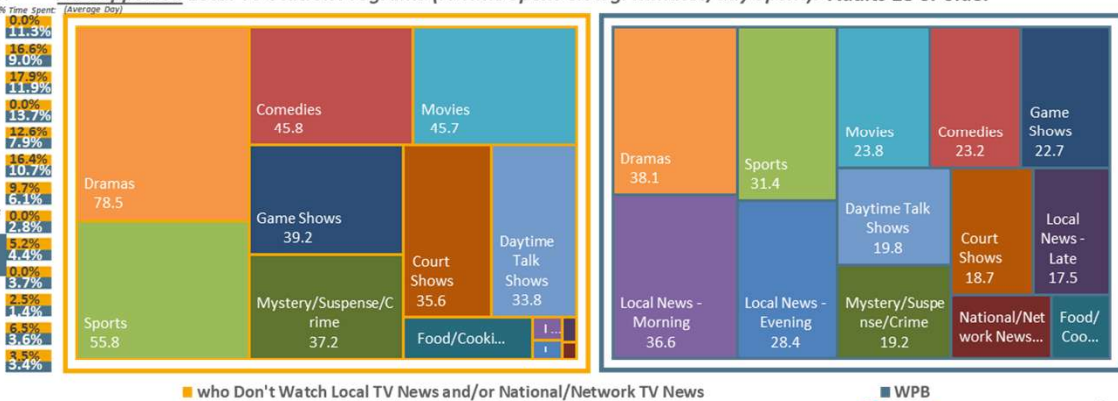
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306
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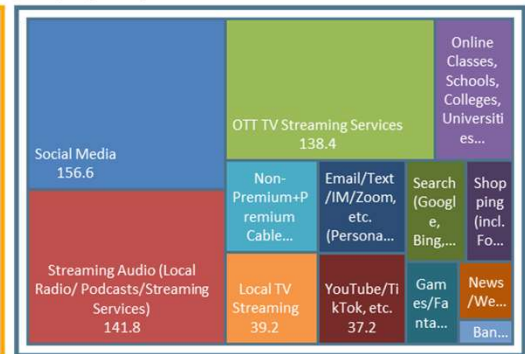
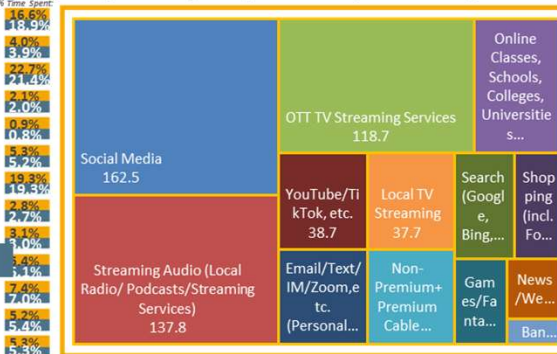
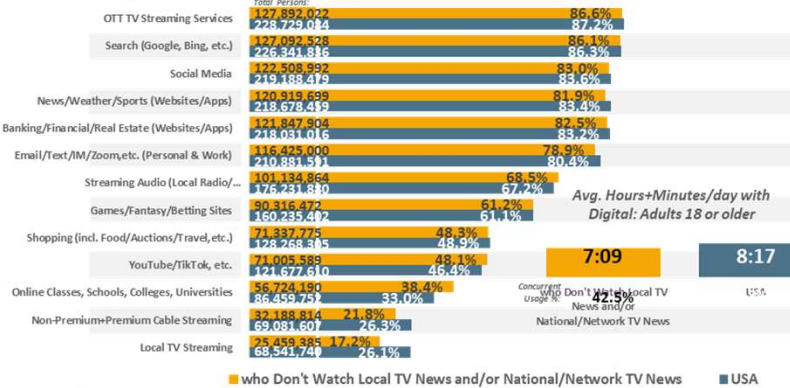
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107,591,457 or 72.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Social Media for an average of 142.7 minutes every day representing 27.8% of all time spent daily with Ad-Supported Digital Media.

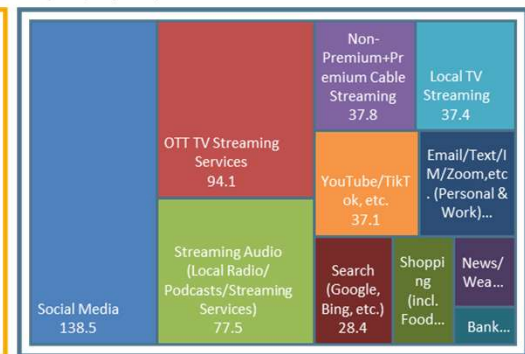
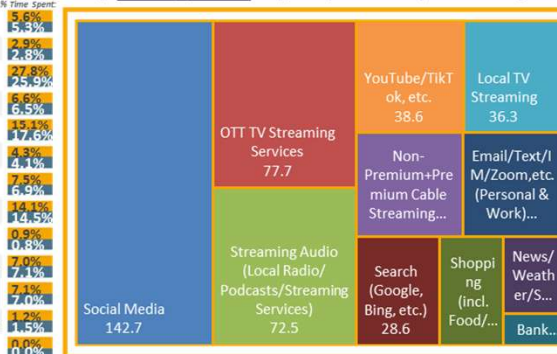
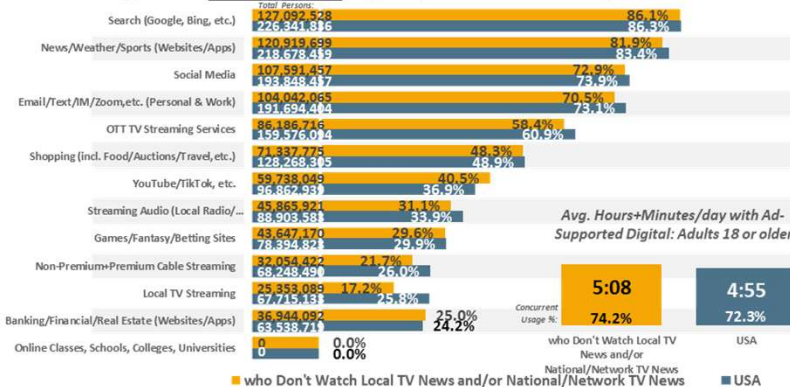
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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 R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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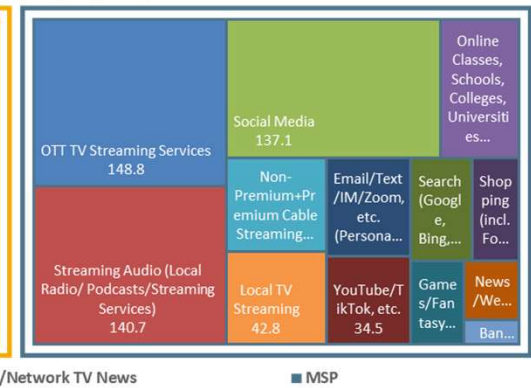
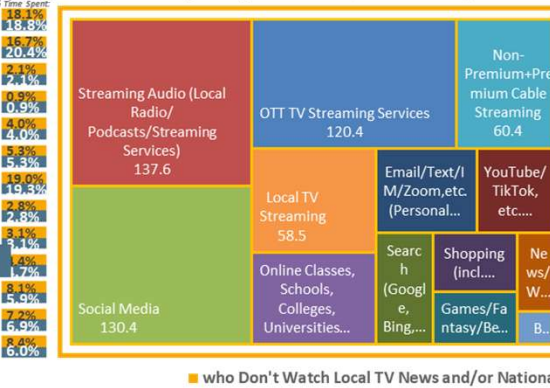
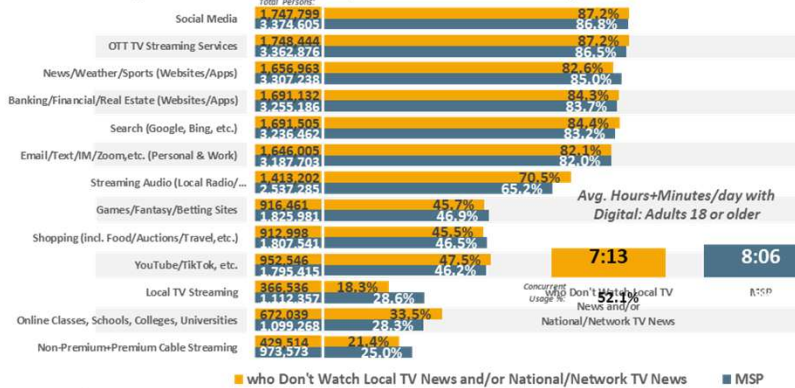
NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



1,572,737 or 78.4% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Social Media for an average of 117.3 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

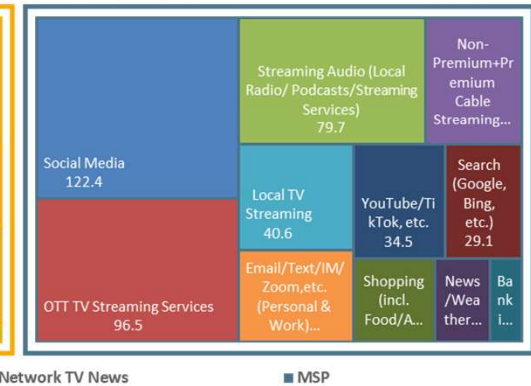
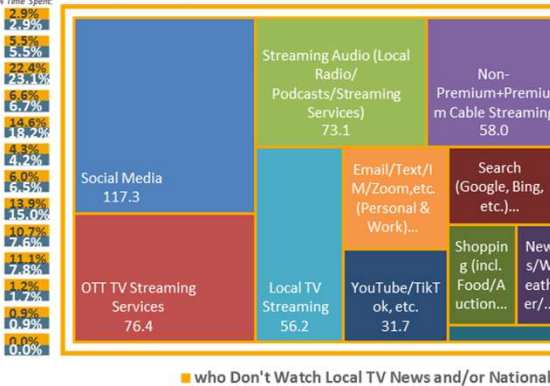
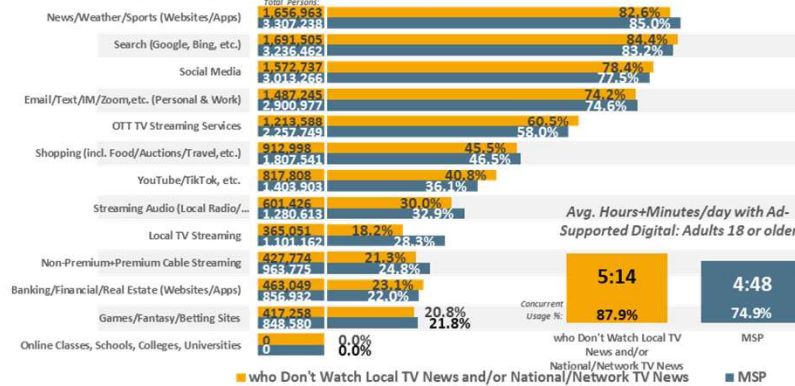
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



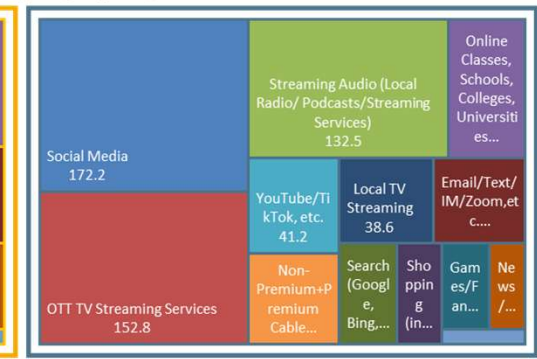
MSP DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 961
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Category	Local TV Streaming Services	Social Media	Search (Google, Bing, etc.)	/Real Estate (Websites/Apps)	Weather/Sports (Websites/Apps)	/Zoom/etc. (Personal & Work)	Streaming Audio (Local Radio/...	Games/Fantasy/Betting Sites	Food/Food/Auctions/Travel, etc.)	YouTube/TikTok, etc.	Local TV Streaming	Premium Cable Streaming	Schools, Colleges, Universities
Local TV Streaming Services	1,031,908	2,185,910	1,018,818	975,217	967,207	951,800	836,855	797,169	560,749	1,000,749	267,404	300,001	426,844
Social Media	2,185,910	2,185,910	2,075,429	2,056,294	2,016,513	1,674,915	1,659,769	1,468,835	1,413,042	1,100,749	866,289	713,674	687,134
Search (Google, Bing, etc.)	1,018,818	2,075,429	1,018,818	2,056,294	2,016,513	1,674,915	1,659,769	1,468,835	1,413,042	1,100,749	866,289	713,674	687,134
/Real Estate (Websites/Apps)	975,217	2,056,294	2,075,429	975,217	967,207	951,800	836,855	797,169	560,749	1,000,749	267,404	300,001	426,844
Weather/Sports (Websites/Apps)	967,207	2,016,513	2,056,294	975,217	967,207	951,800	836,855	797,169	560,749	1,000,749	267,404	300,001	426,844
/Zoom/etc. (Personal & Work)	951,800	1,674,915	2,075,429	2,056,294	2,016,513	951,800	836,855	797,169	560,749	1,000,749	267,404	300,001	426,844
Streaming Audio (Local Radio/...	836,855	1,659,769	2,075,429	2,056,294	2,016,513	951,800	836,855	797,169	560,749	1,000,749	267,404	300,001	426,844
Games/Fantasy/Betting Sites	797,169	1,468,835	2,075,429	2,056,294	2,016,513	951,800	836,855	797,169	560,749	1,000,749	267,404	300,001	426,844
Food/Food/Auctions/Travel, etc.)	560,749	1,413,042	2,075,429	2,056,294	2,016,513	951,800	836,855	797,169	560,749	1,000,749	267,404	300,001	426,844
YouTube/TikTok, etc.	1,000,749	1,100,749	2,075,429	2,056,294	2,016,513	951,800	836,855	797,169	560,749	1,000,749	267,404	300,001	426,844
Local TV Streaming	267,404	866,289	2,075,429	2,056,294	2,016,513	951,800	836,855	797,169	560,749	1,000,749	267,404	300,001	426,844
Premium Cable Streaming	300,001	713,674	2,075,429	2,056,294	2,016,513	951,800	836,855	797,169	560,749	1,000,749	267,404	300,001	426,844
Schools, Colleges, Universities	426,844	687,134	2,075,429	2,056,294	2,016,513	951,800	836,855	797,169	560,749	1,000,749	267,404	300,001	426,844



Activity	who Don't Watch Local TV News and/or National/Network TV News (Avg. Hours+Minutes/day)	STL (Avg. Hours+Minutes/day)
Search (Google, Bing, etc.)	1:04, 31.8%	1:07, 27.7%
Weather/Sports (Websites/Apps)	1:01, 29.3%	1:03, 29.3%
Social Media	1:01, 29.3%	1:03, 29.3%
Email	1:01, 29.3%	1:03, 29.3%
Zoom, etc. (Personal & Work)	1:01, 29.3%	1:03, 29.3%
OTT TV Streaming Services	1:01, 29.3%	1:03, 29.3%
Food/Auctions/Travel, etc.)	1:01, 29.3%	1:03, 29.3%
Streaming Audio (Local/Radio/...	1:01, 29.3%	1:03, 29.3%
YouTube/TikTok, etc.	1:01, 29.3%	1:03, 29.3%
Local TV Streaming	1:01, 29.3%	1:03, 29.3%
Premium Cable Streaming	1:01, 29.3%	1:03, 29.3%
Games/Fantasy/Betting Sites	1:01, 29.3%	1:03, 29.3%
Real Estate (Websites/Apps)	1:01, 29.3%	1:03, 29.3%
Schools, Colleges, Universities	1:01, 29.3%	1:03, 29.3%

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

5:29 (who Don't Watch Local TV News and/or National/Network TV News)
5:11 (STL)

Concurrent Usage N: 87.9% (who Don't Watch Local TV News and/or National/Network TV News), 69.2% (STL)

Legend:
 ■ who Don't Watch Local TV News and/or National/Network TV News
 ■ STL



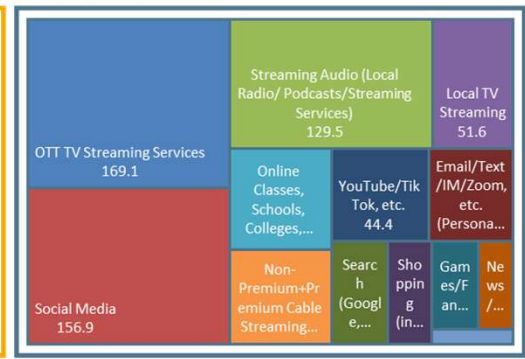
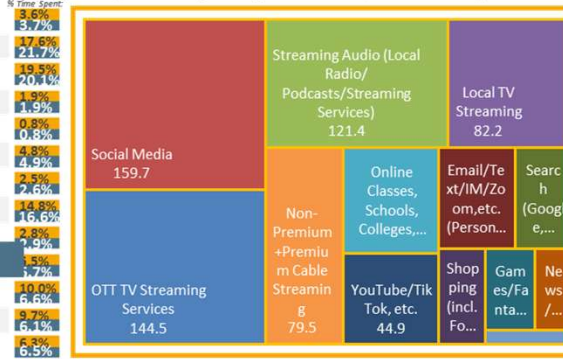
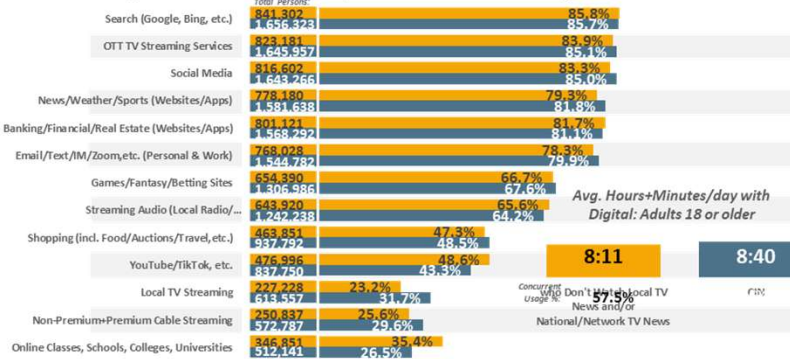
■ STL
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for Anything



721,842 or 73.6% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Social Media for an average of 141.2 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

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

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



who Don't Watch Local TV News and/or National/Network TV News

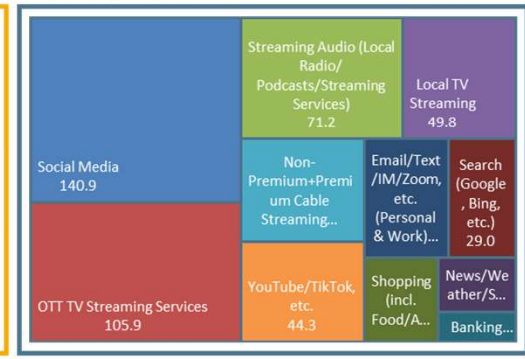
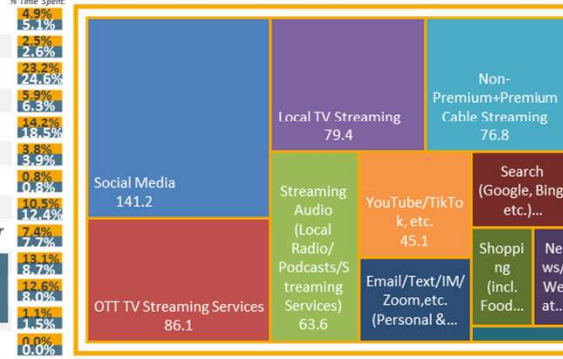
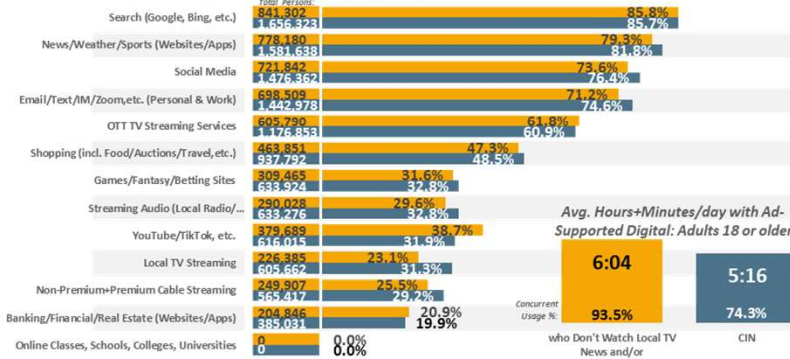
CIN

who Don't Watch Local TV News and/or National/Network TV News

CIN

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



who Don't Watch Local TV News and/or National/Network TV News

CIN

who Don't Watch Local TV News and/or National/Network TV News

CIN

CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965

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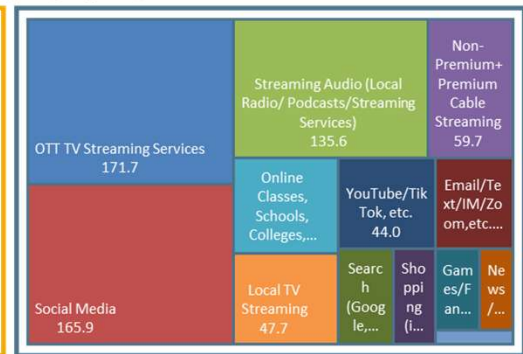
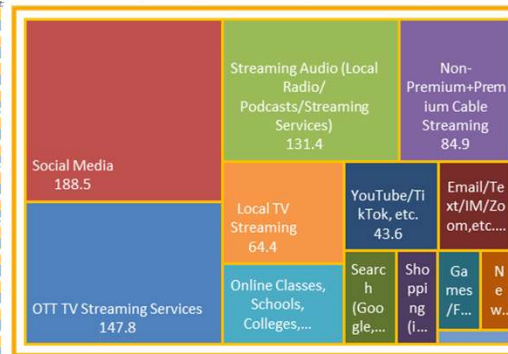
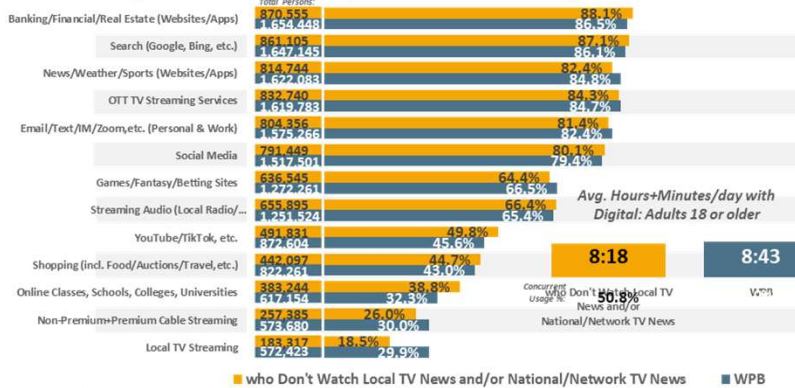
soefa.ai Share of Everything for Anything



680,719 or 68.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Social Media for an average of 162.2 minutes every day representing 25.9% of all time spent daily with Ad-Supported Digital Media.

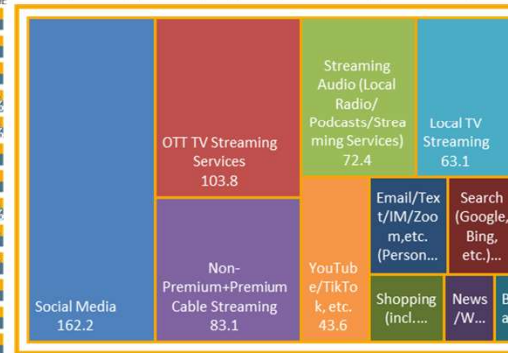
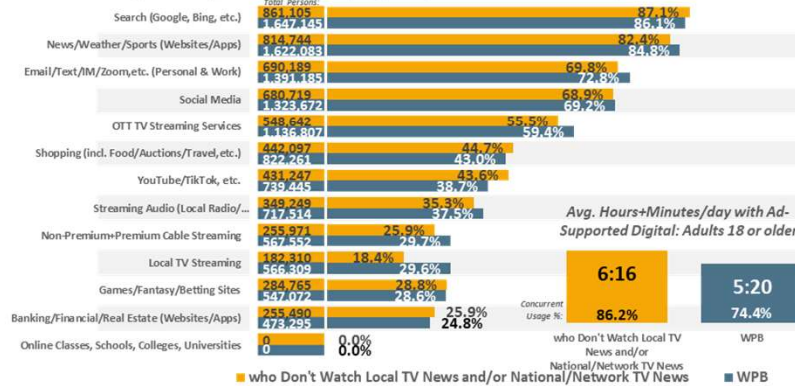
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306
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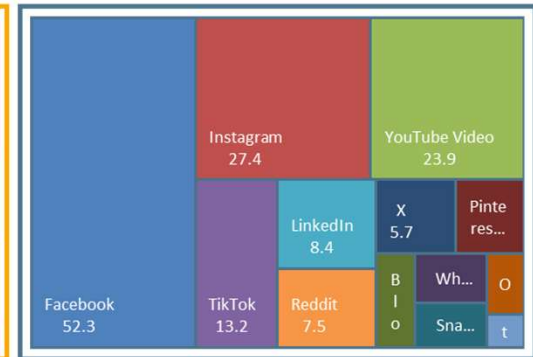
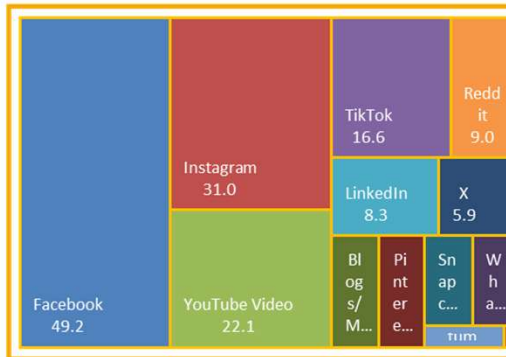
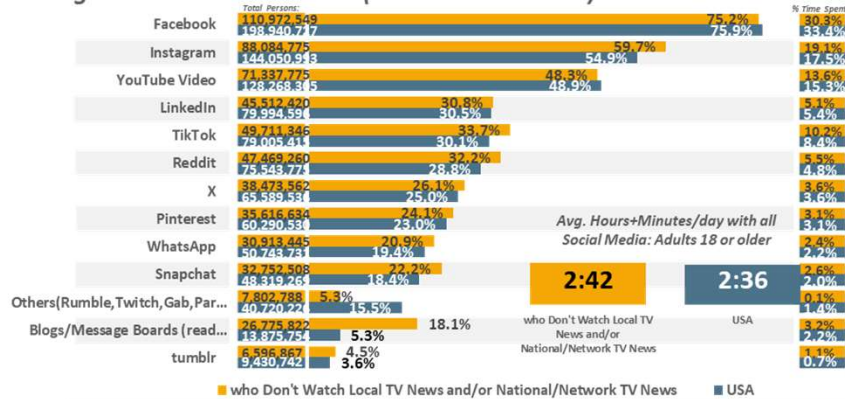
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

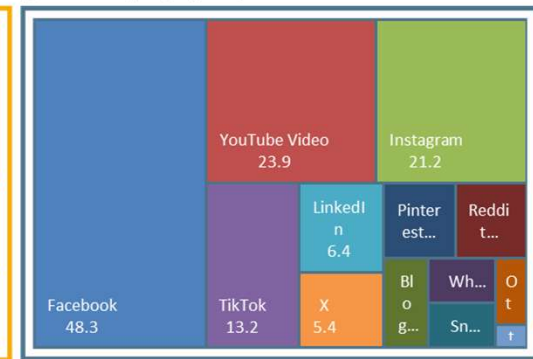
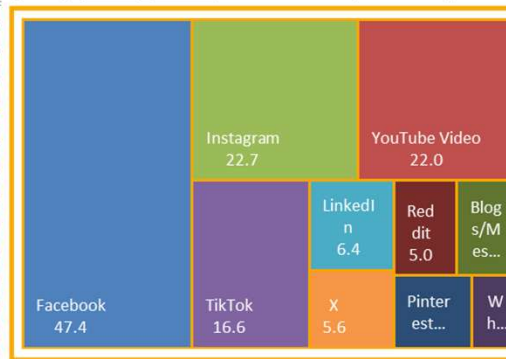
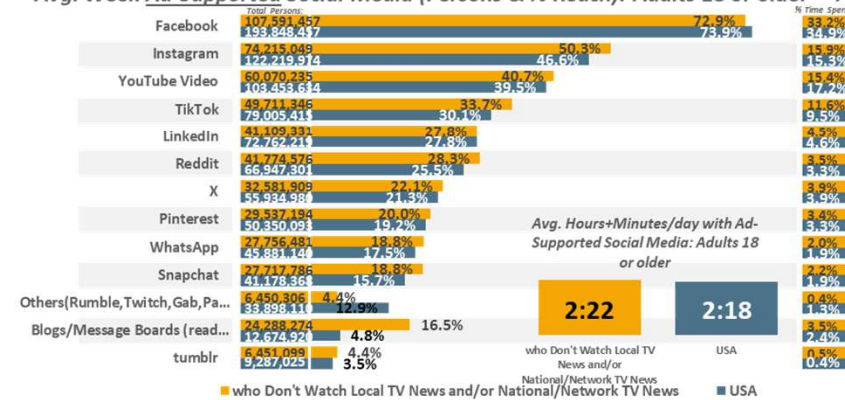


107,591,457 or 72.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 47.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

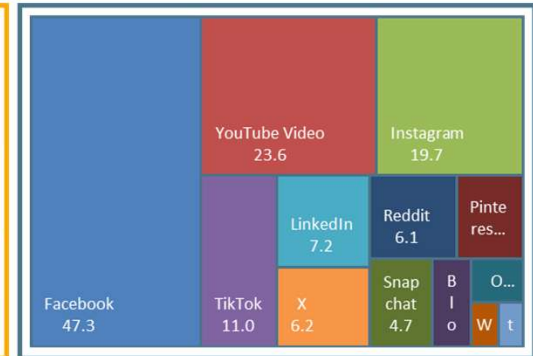
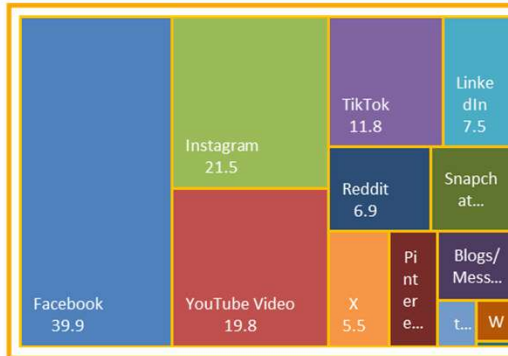
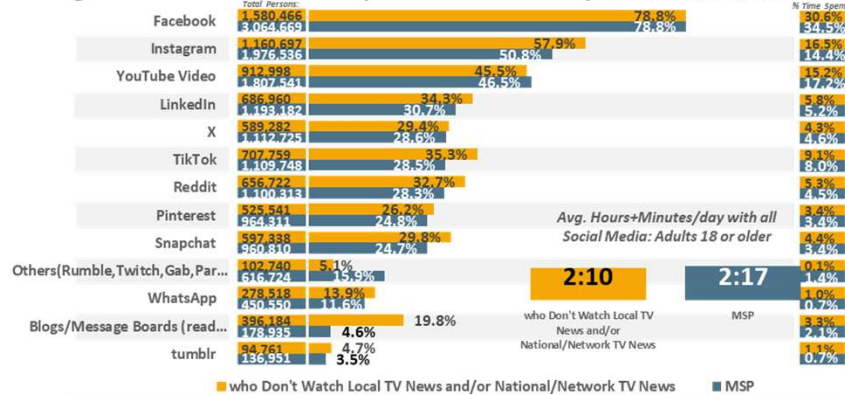
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

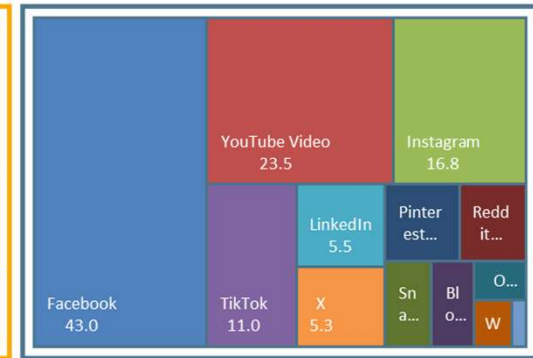
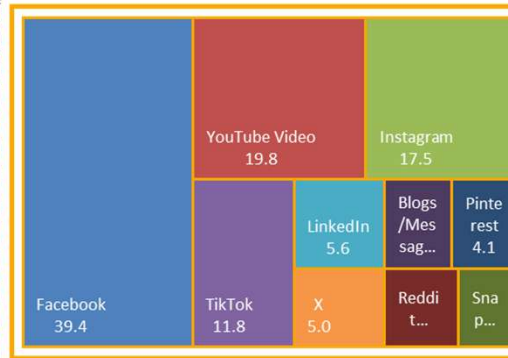
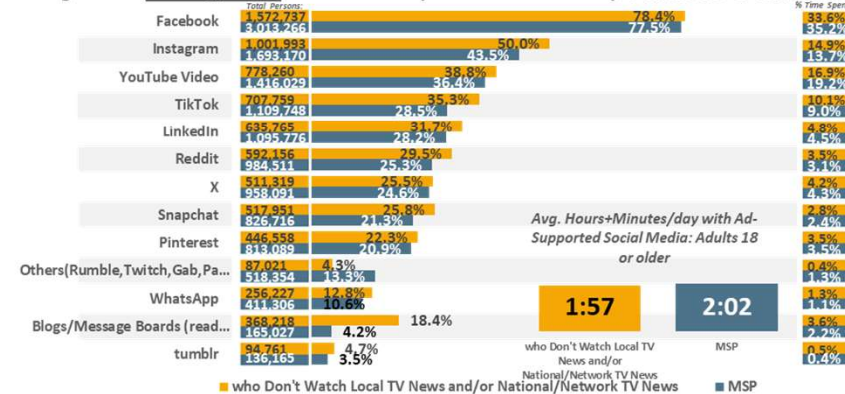


1,572,737 or 78.4% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 39.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 961
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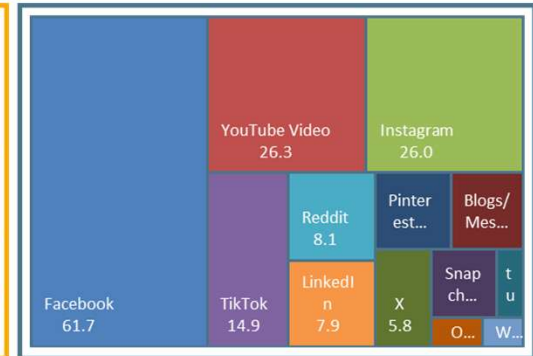
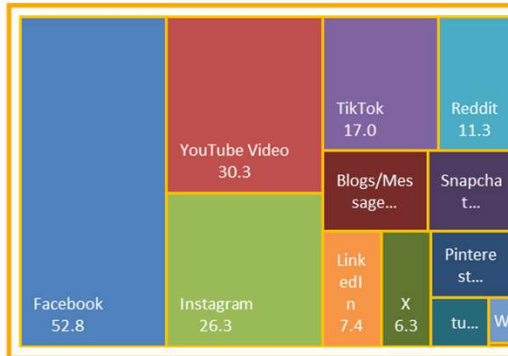
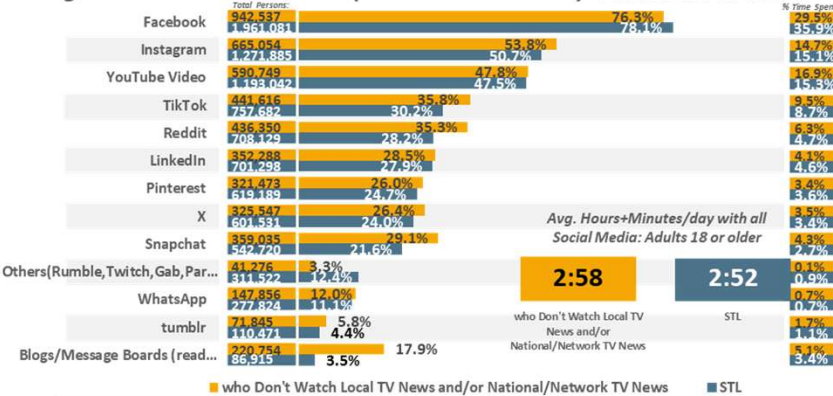
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

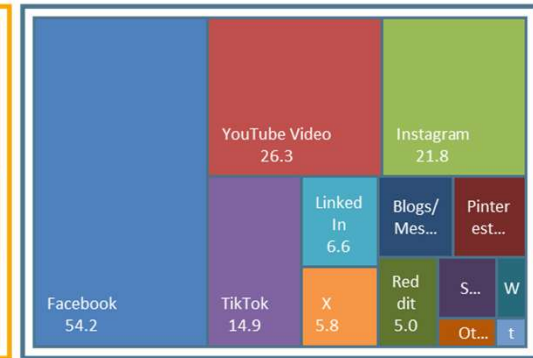
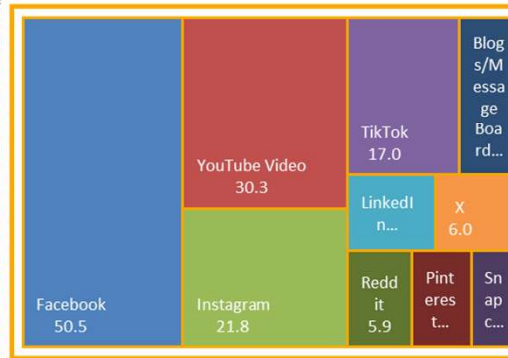
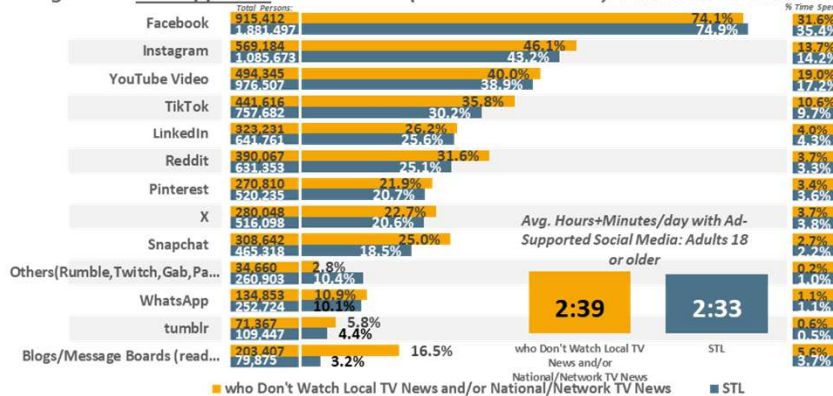


915,412 or 74.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 50.5 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.

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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 925
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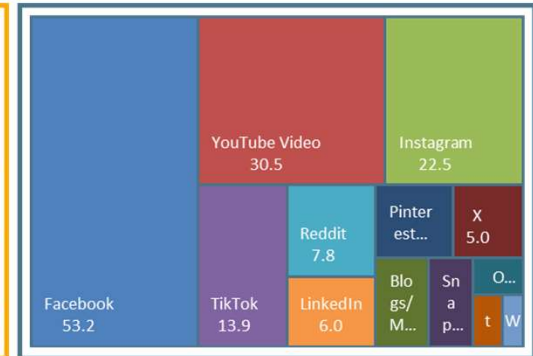
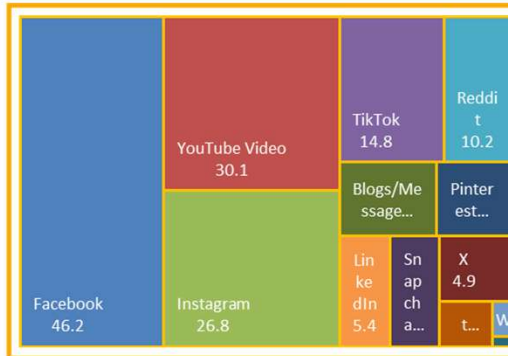
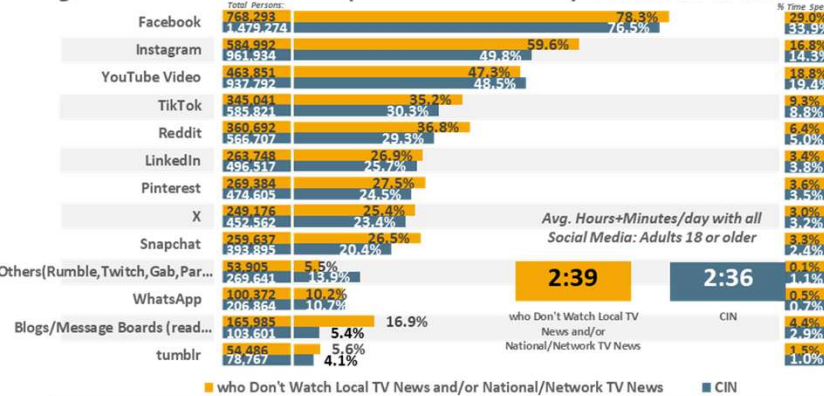
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

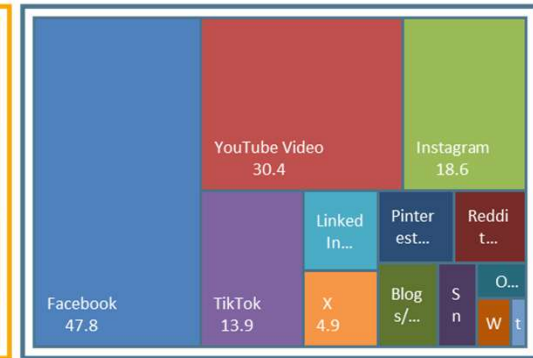
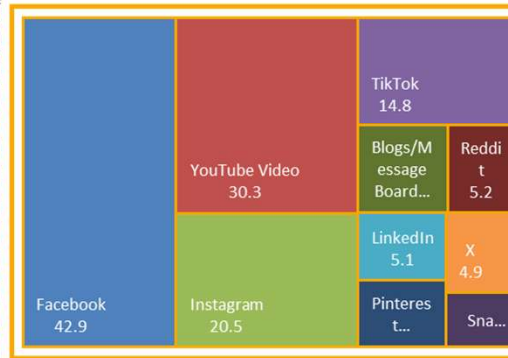
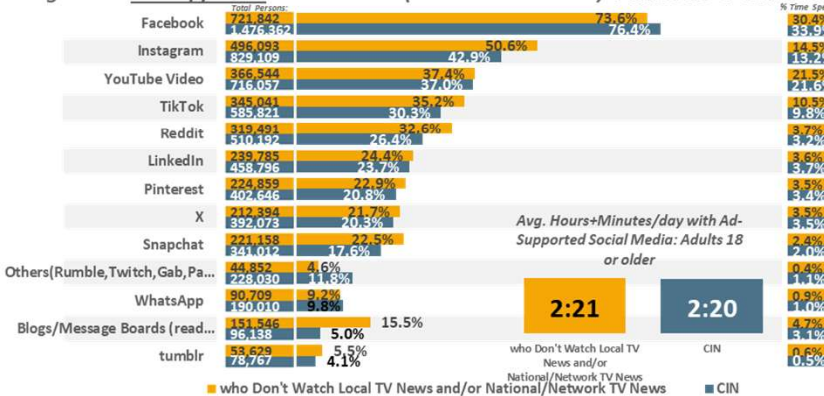


721,842 or 73.6% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 42.9 minutes every day representing 30.4% of all time spent daily with Ad-Supported Social Media.

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



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965
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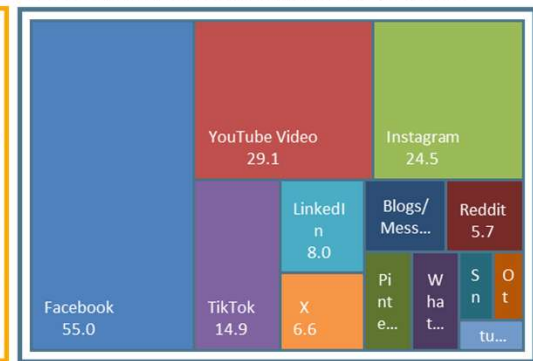
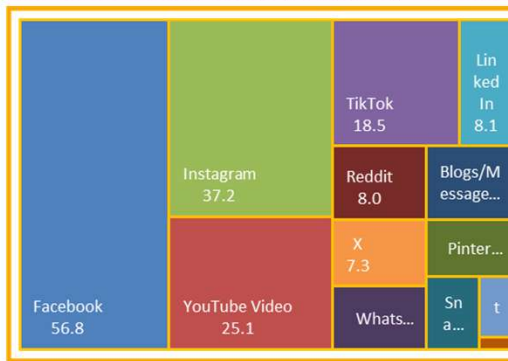
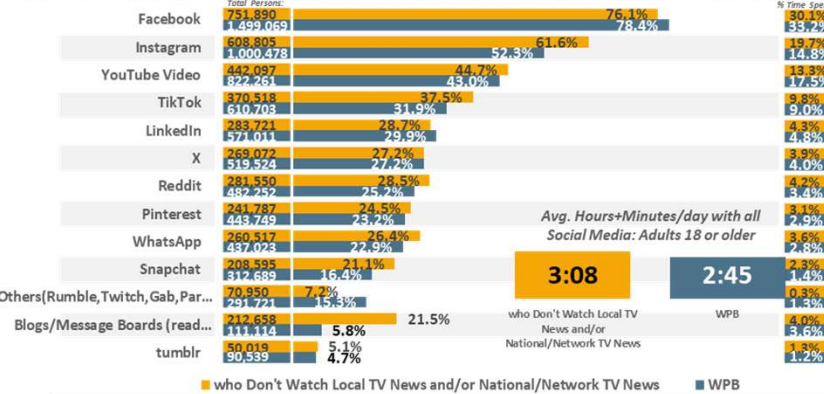
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

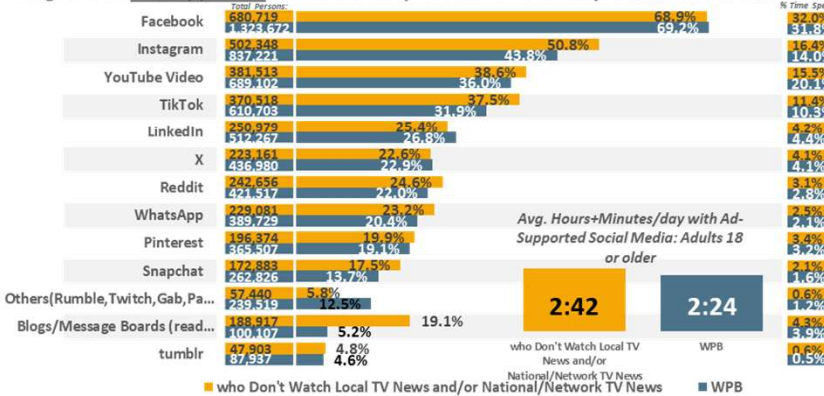


680,719 or 68.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 51.8 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.

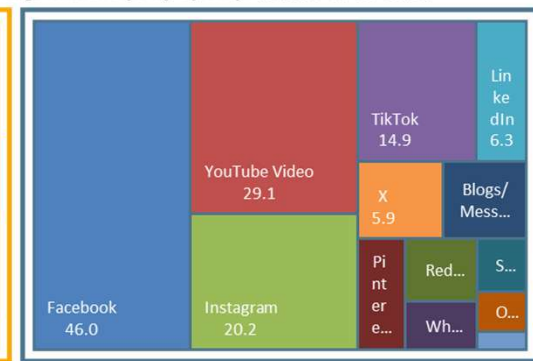
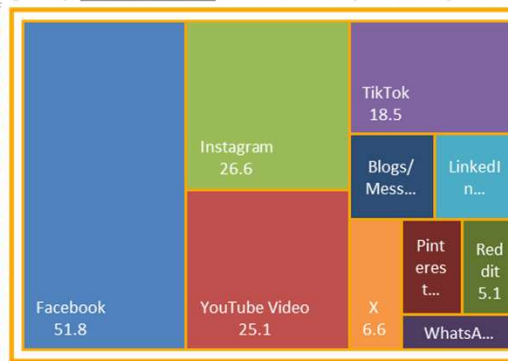
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306
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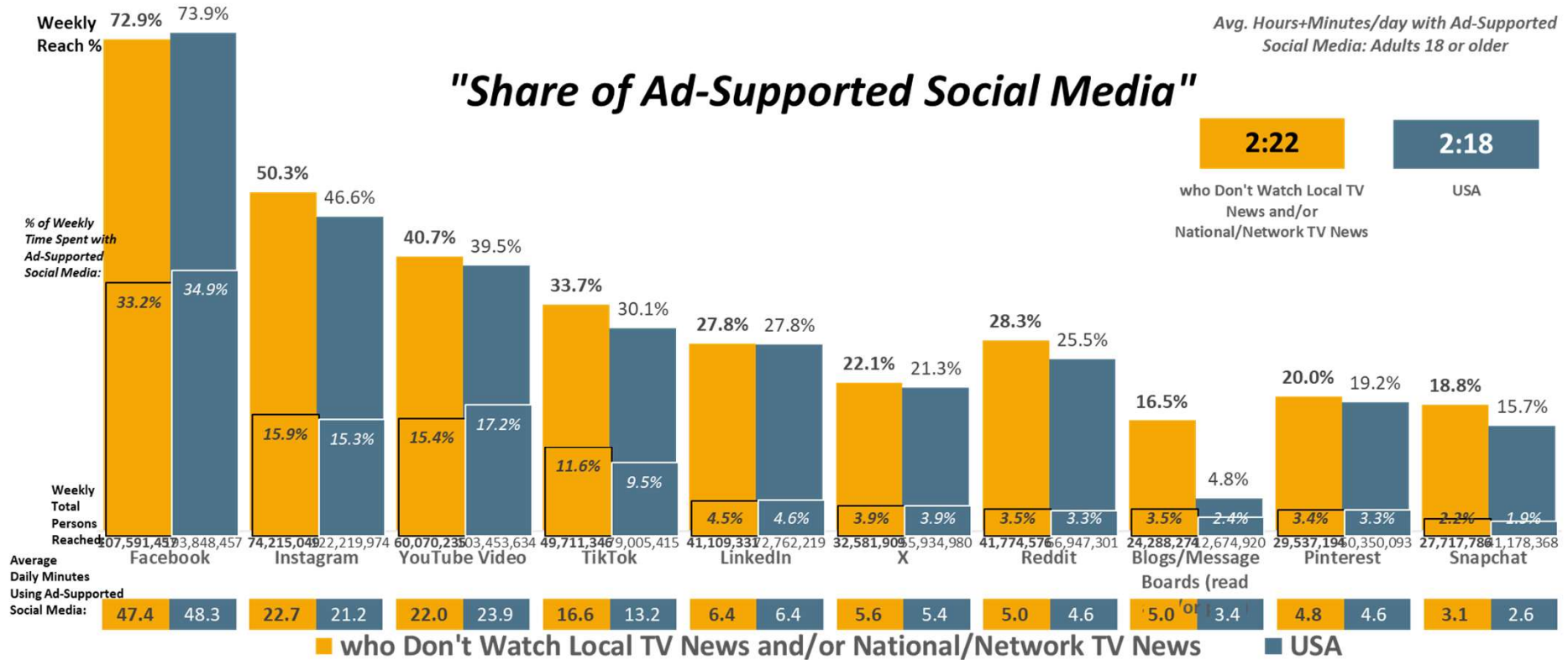
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



107,591,457 or 72.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 47.4 minutes every day representing 33.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

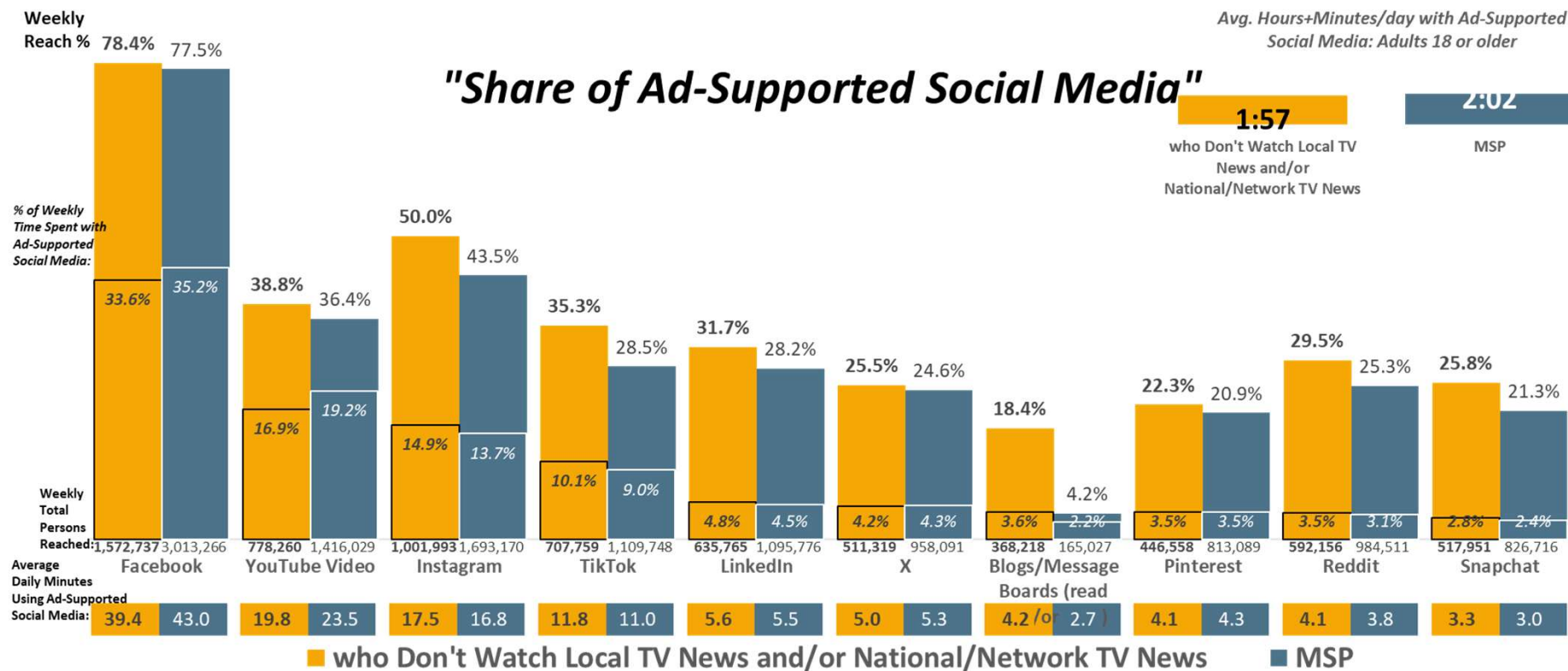
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



1,572,737 or 78.4% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 39.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



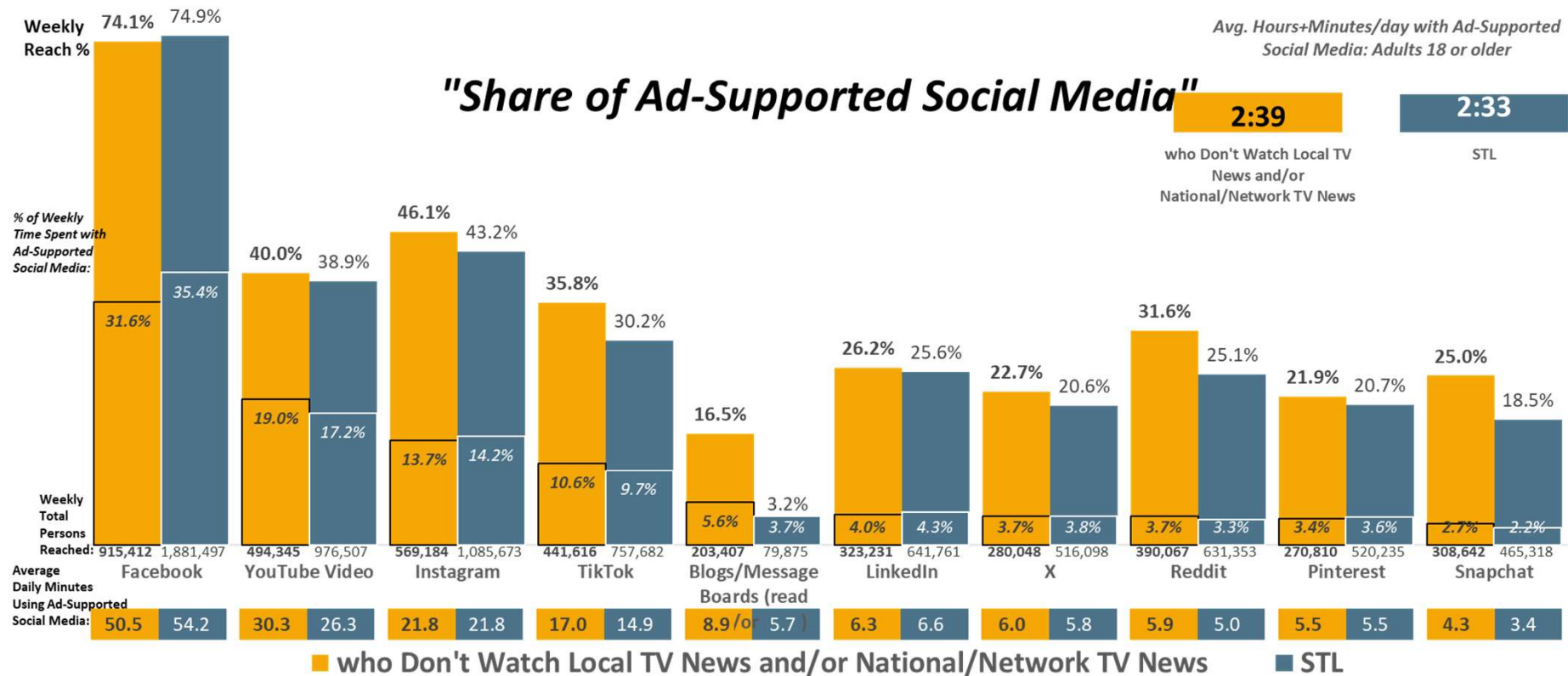
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 961 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



915,412 or 74.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 50.5 minutes every day representing 31.6% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 925
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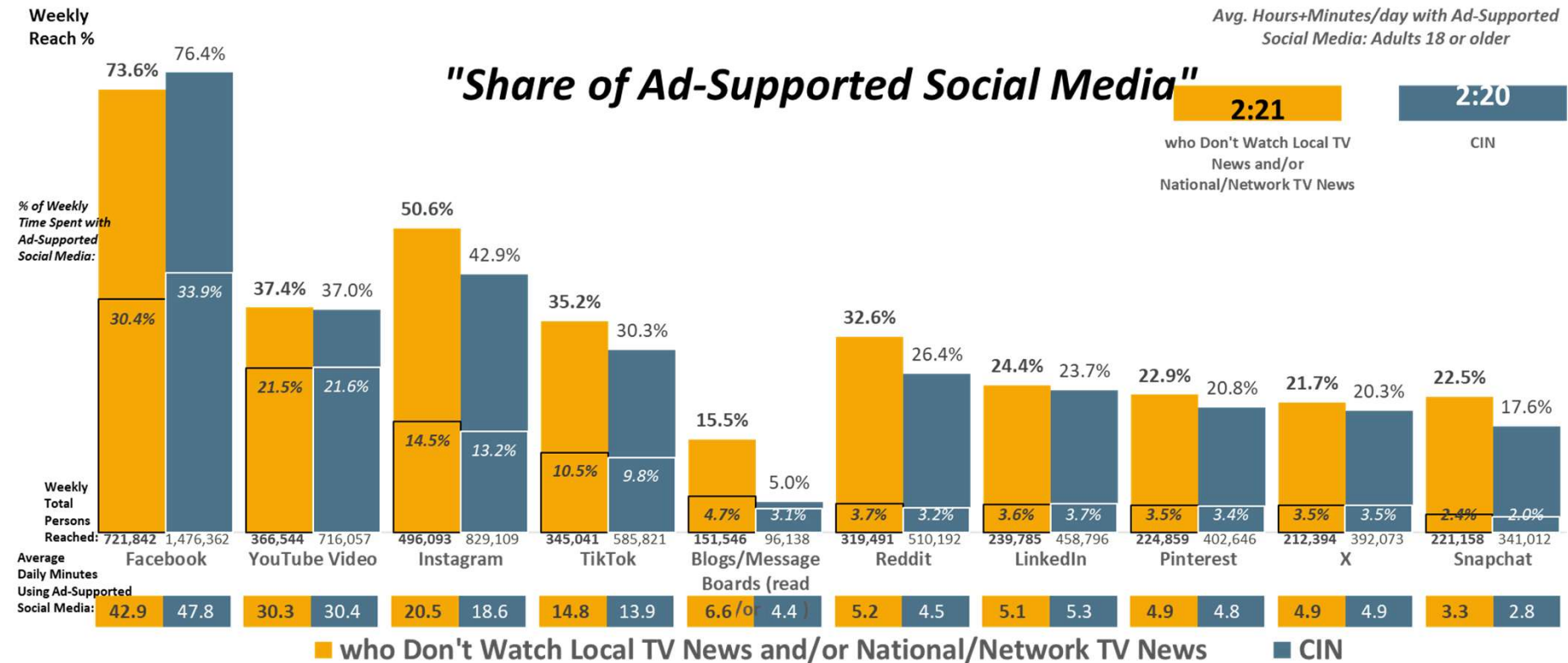
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



721,842 or 73.6% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 42.9 minutes every day representing 30.4% of all time spent daily with Ad-Supported Social Media.



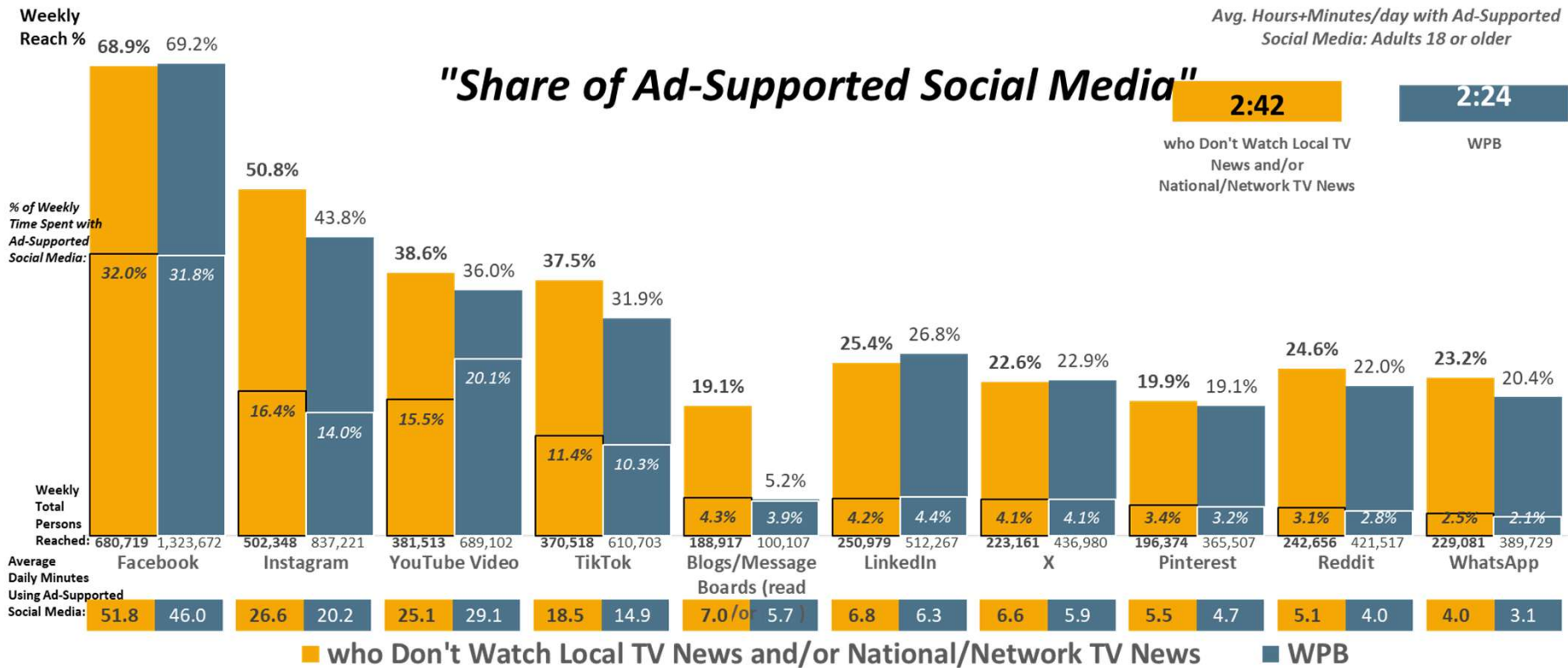
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



680,719 or 68.9% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News use Ad-Supported Facebook for an average of 51.8 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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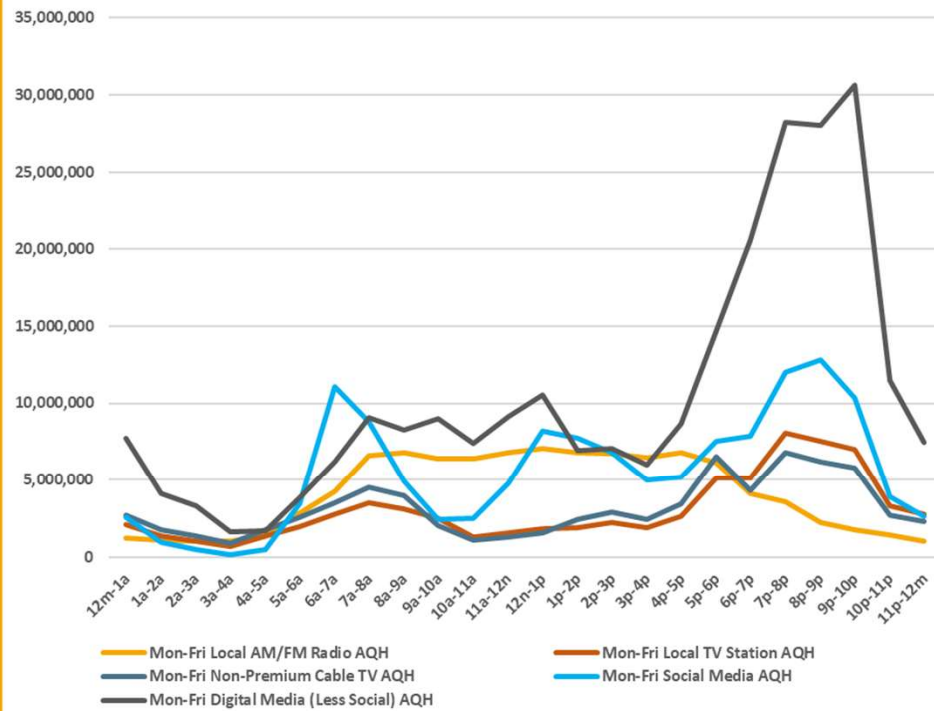
soefa.ai Share of Everything for Anything ®

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

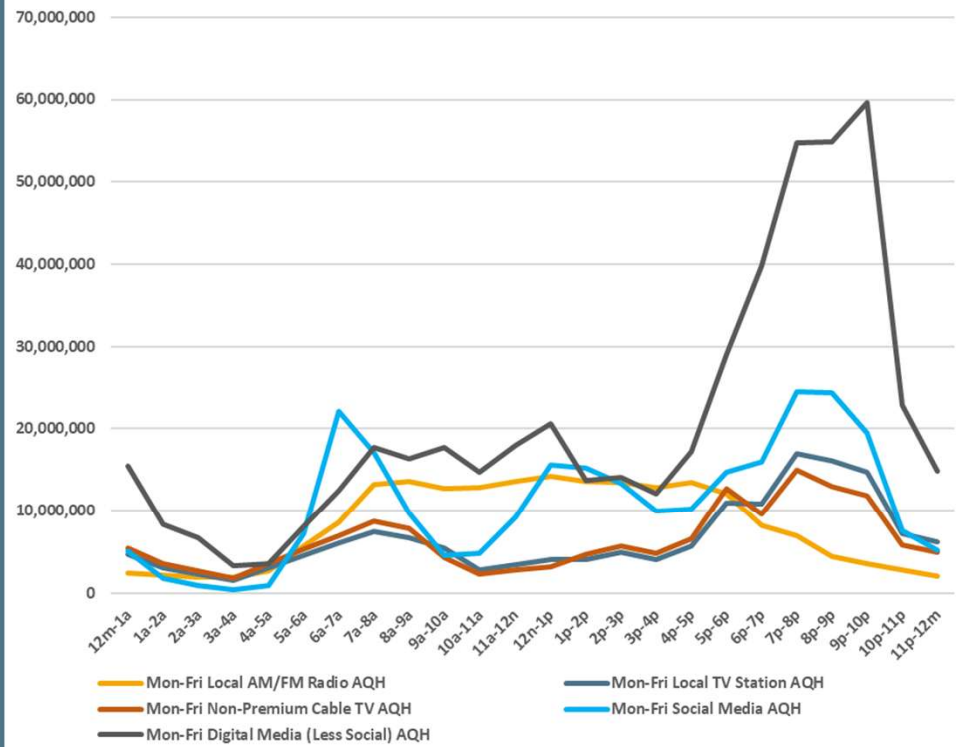


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,486,509; Social Media: 6,365,267; Local Radio: 6,256,445; Non-Prem. Cable: 3,076,015; Local TV: 2,724,229 reaching Adults 18 or older who Don't Watch Local TV News and/

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Don't Watch Local TV News and/or
National/Network TV News



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection

Scarborough R2 2025: Sep24-Aug25

Qual Intab

25,507

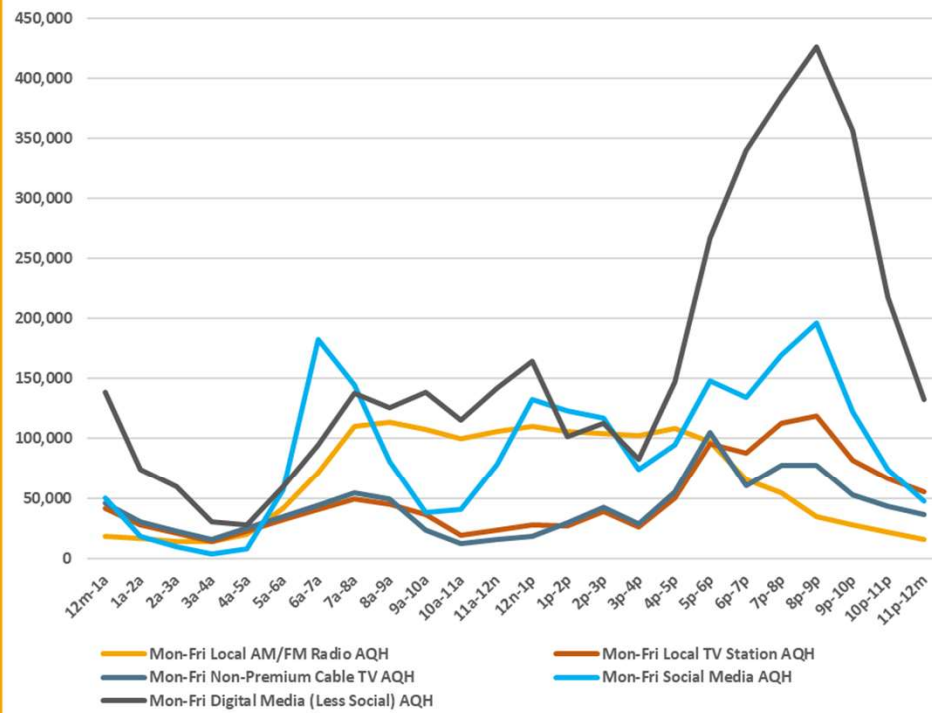
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

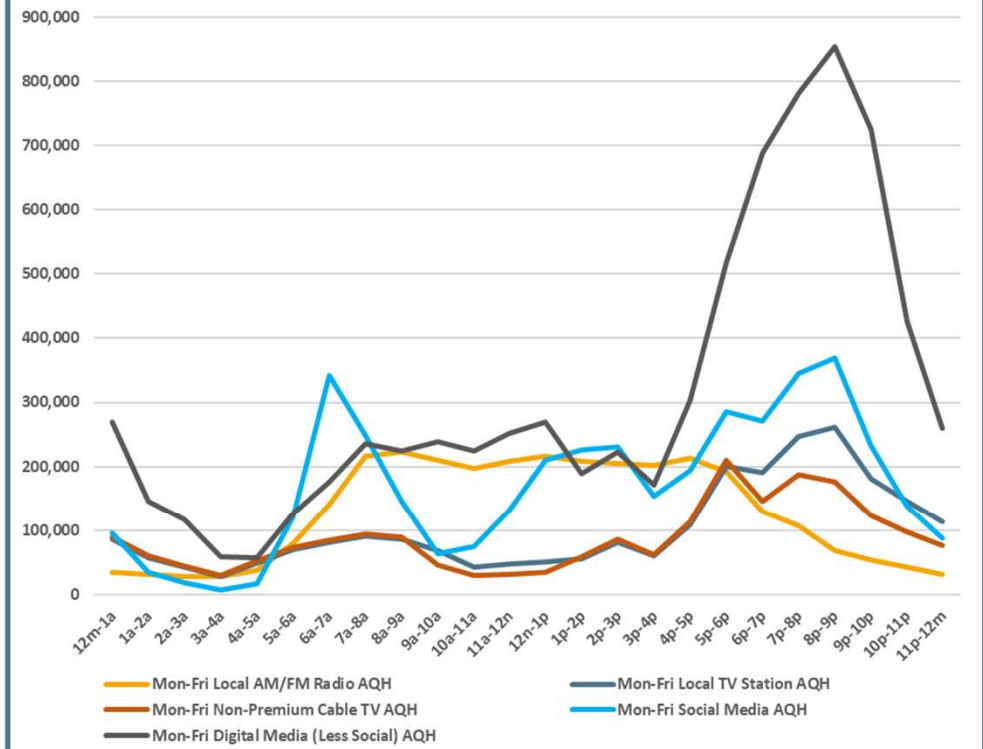


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 151,732; Social Media: 106,977; Local Radio: 100,418; Local TV: 43,599; Non-Prem. Cable: 41,505 reaching Adults 18 or older who Don't Watch Local TV News and/or National/

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Don't Watch Local TV News and/or
National/Network TV News*



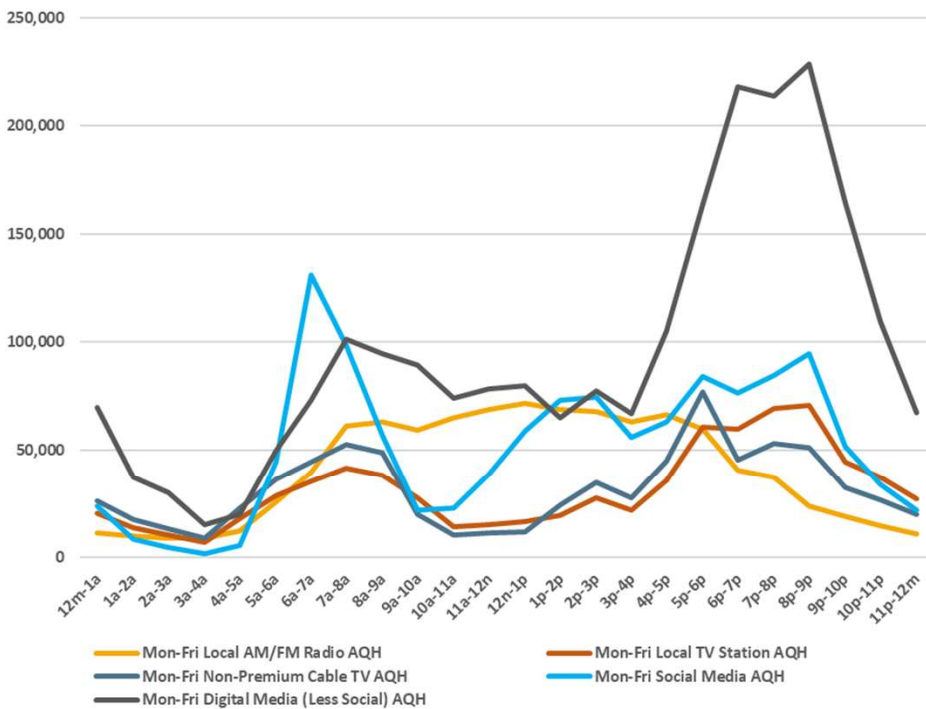
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older*



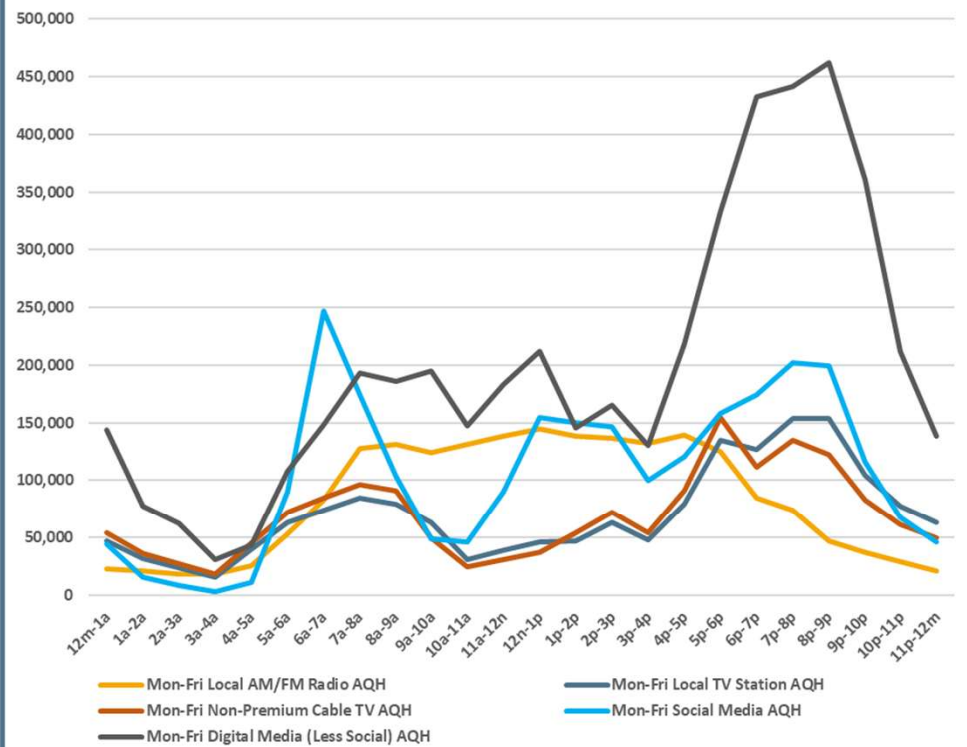


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 98,948; Social Media: 65,710; Local Radio: 61,057; Non-Prem. Cable: 34,813; Local TV: 31,697 reaching Adults 18 or older who Don't Watch Local TV News and/or National/Net

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Don't Watch Local TV News and/or
National/Network TV News*



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 925
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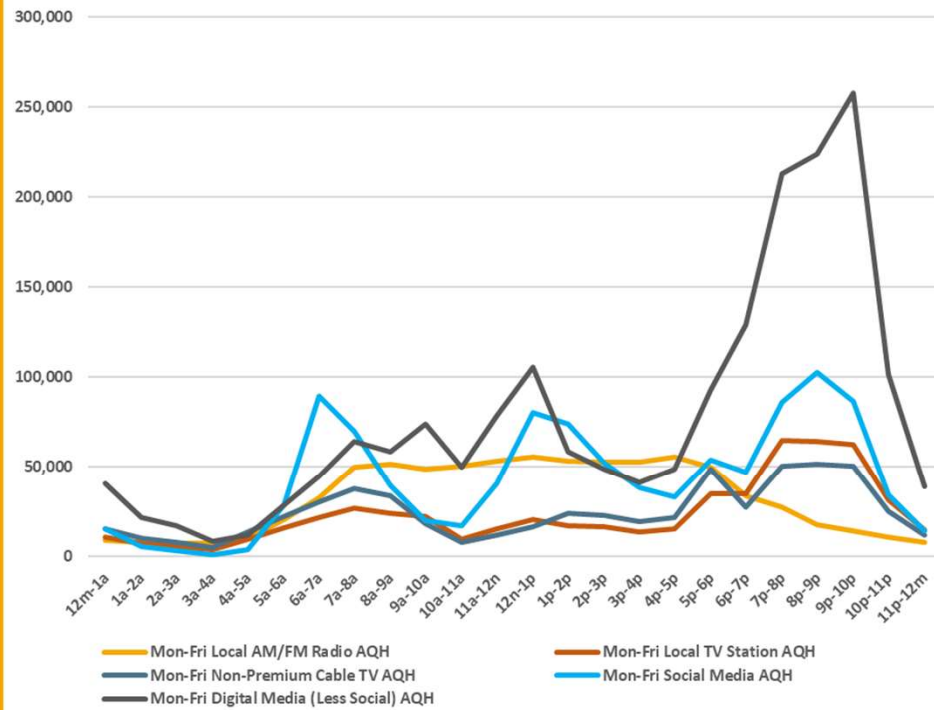
soefa.ai Share of Everything
for Anything ®

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

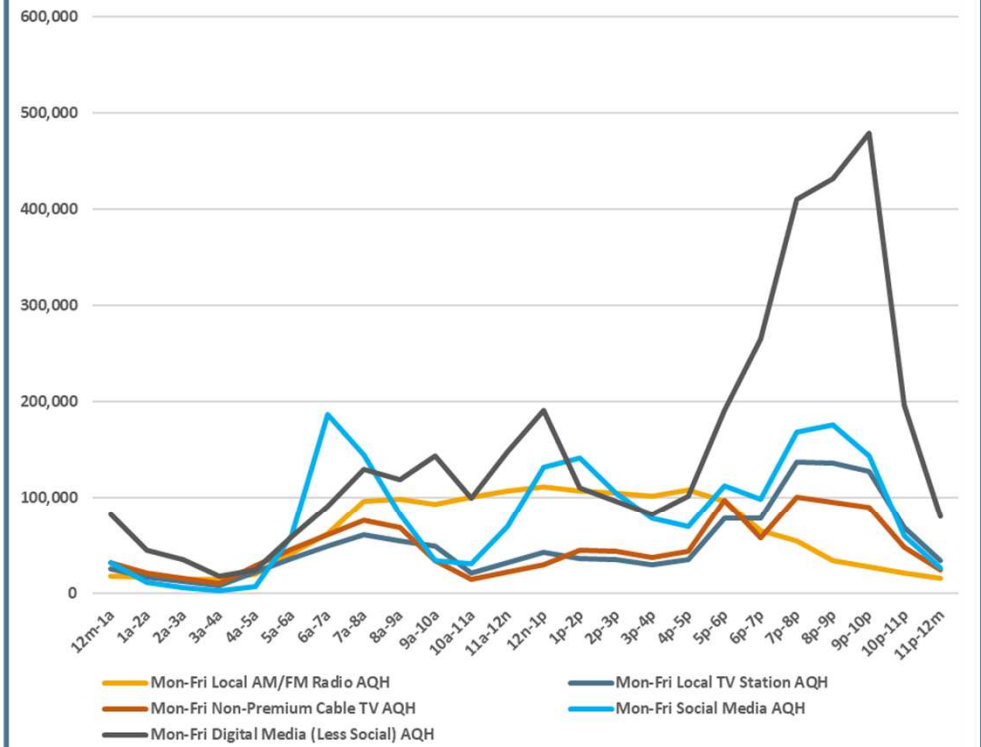


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 68,702; Social Media: 50,334; Local Radio: 49,056; Non-Prem. Cable: 24,542; Local TV: 20,856 reaching Adults 18 or older who Don't Watch Local TV News and/or National/Net

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Don't Watch Local TV News and/or
National/Network TV News*



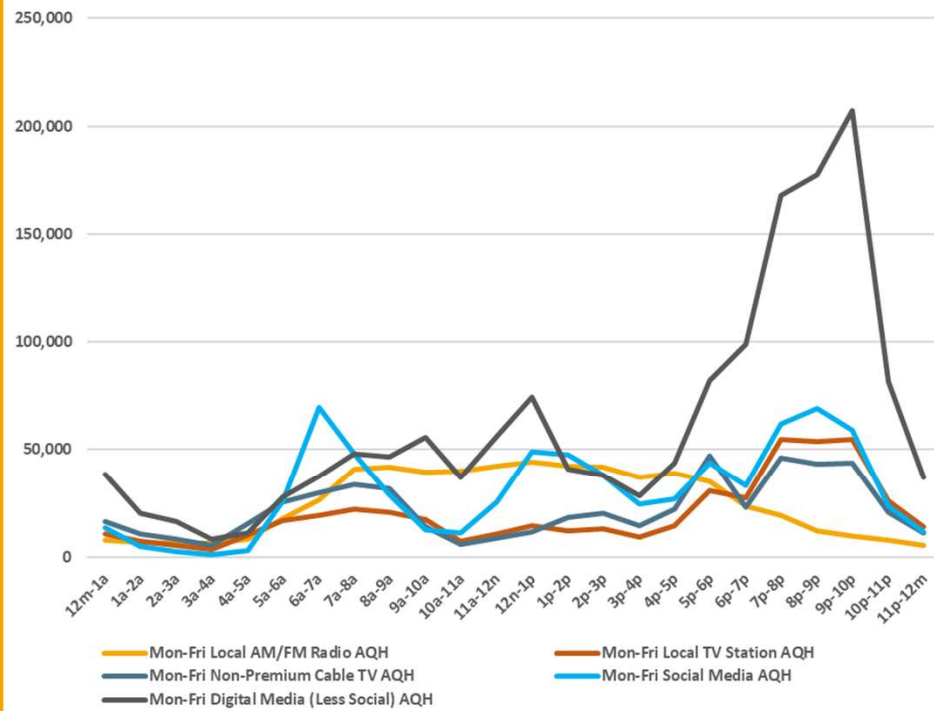
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older*



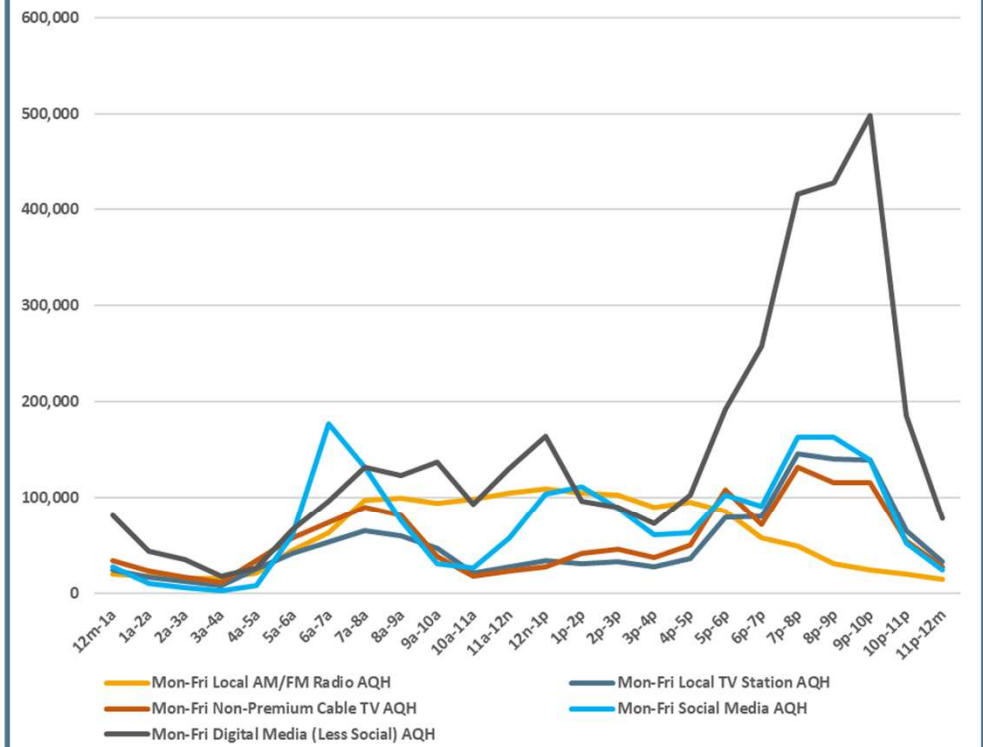


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 52,862; Local Radio: 38,135; Social Media: 35,306; Non-Prem. Cable: 21,652; Local TV: 16,912 reaching Adults 18 or older who Don't Watch Local TV News and/or National/Net

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Don't Watch Local TV News and/or
National/Network TV News*



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306
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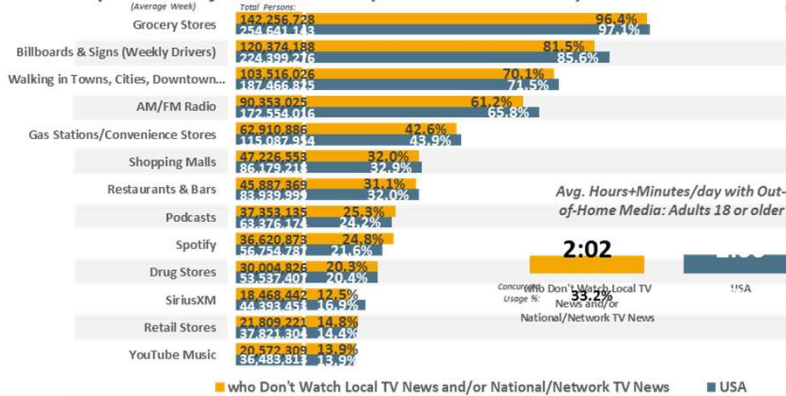
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

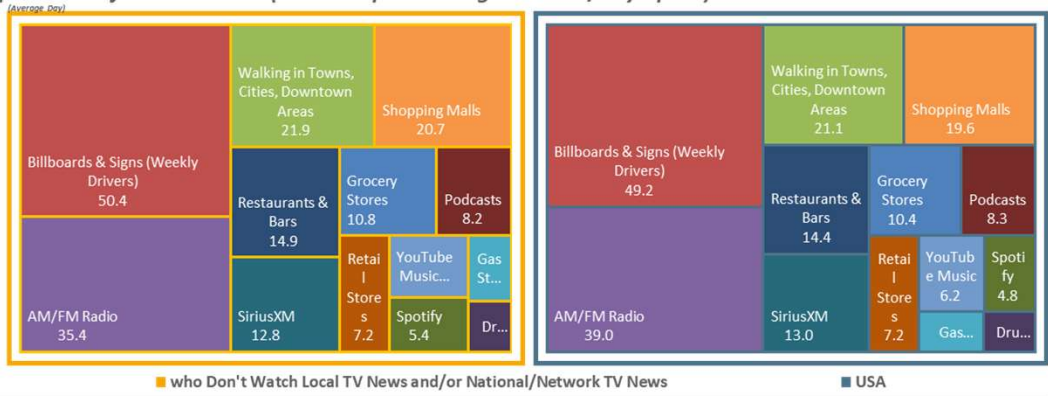


120,374,188 or 81.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 50.4 minutes per day driving, seeing Billboards and Signs. 59.5% Listen to Local Radio Stations Out-of-Home for an average of 33.2

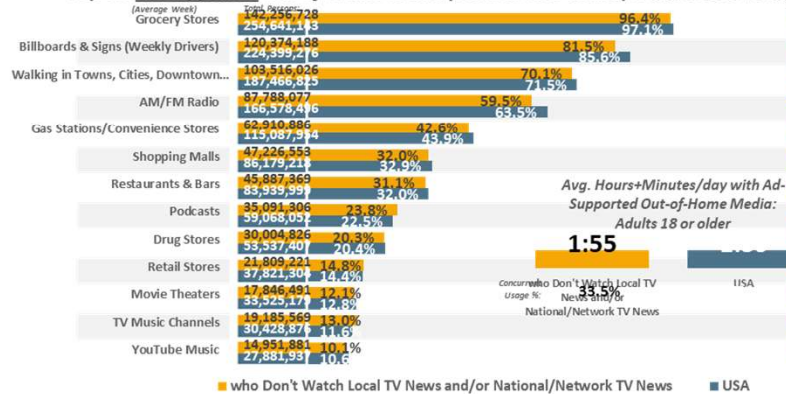
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



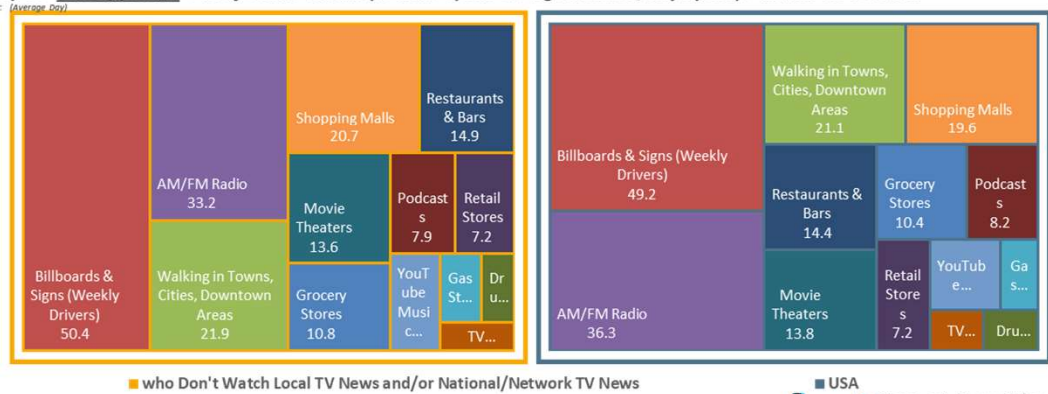
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

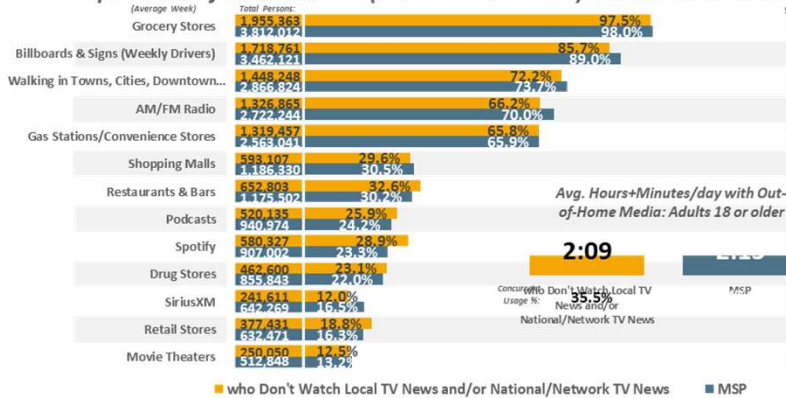
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

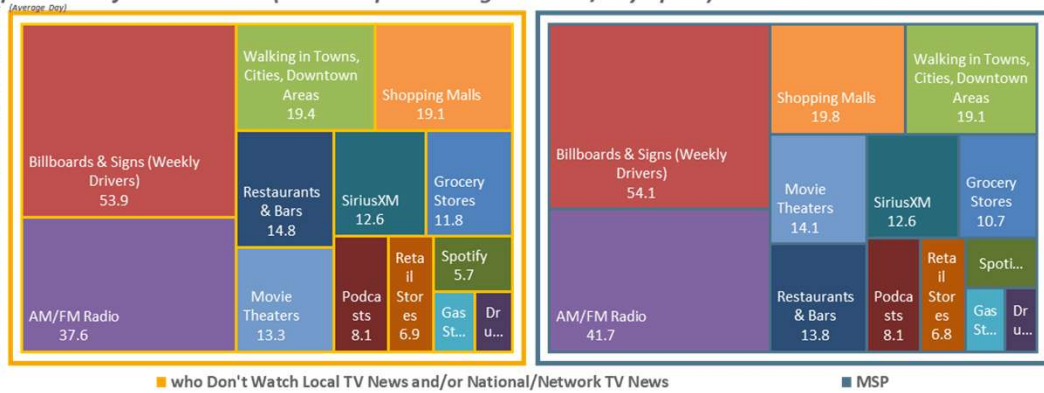


1,718,761 or 85.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 53.9 minutes per day driving, seeing Billboards and Signs. 63.8% Listen to Local Radio Stations Out-of-Home for an average of 34.8 m

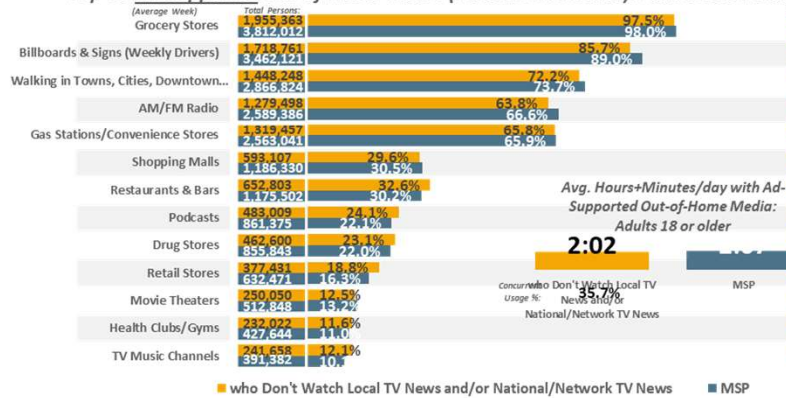
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



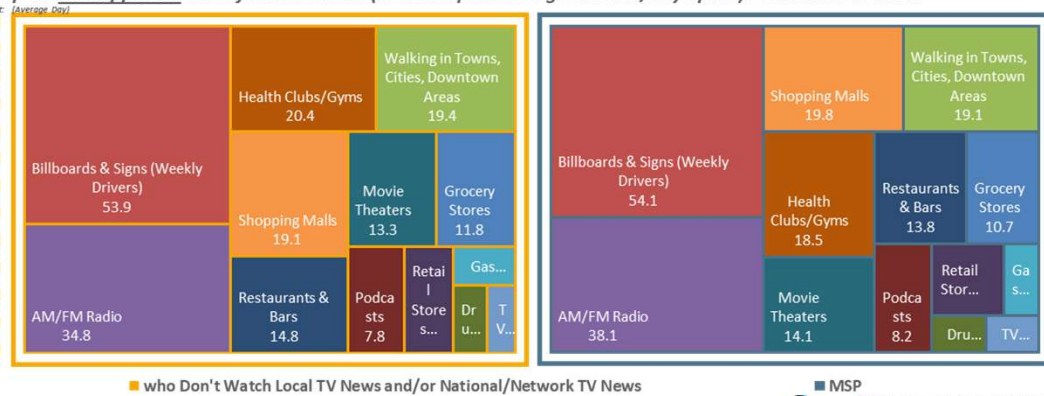
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 961
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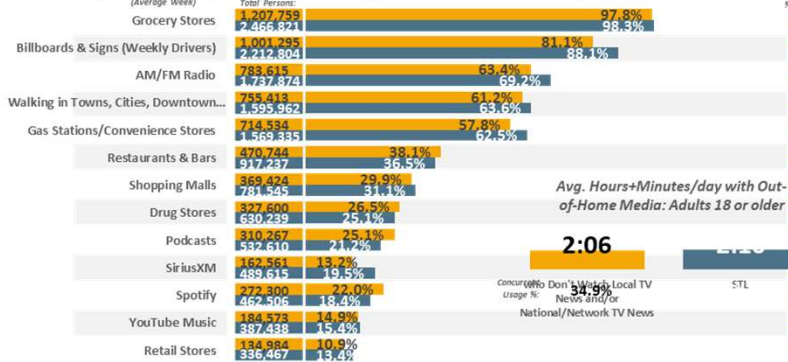
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

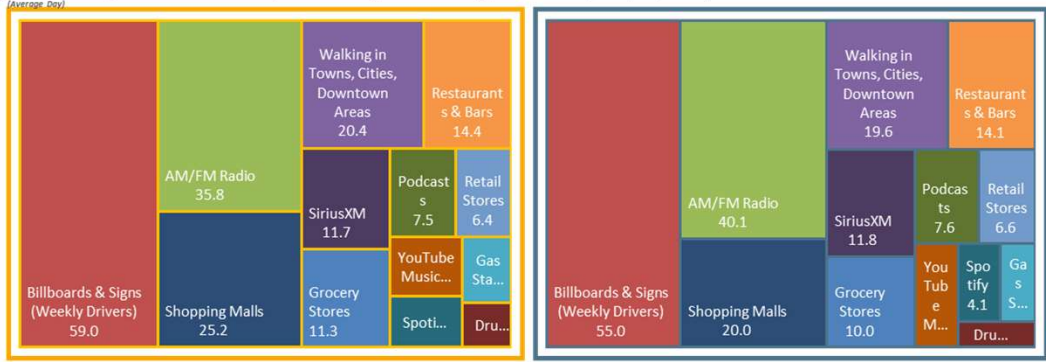


1,001,295 or 81.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 59. minutes per day driving, seeing Billboards and Signs. 61.6% Listen to Local Radio Stations Out-of-Home for an average of 33.1 mi

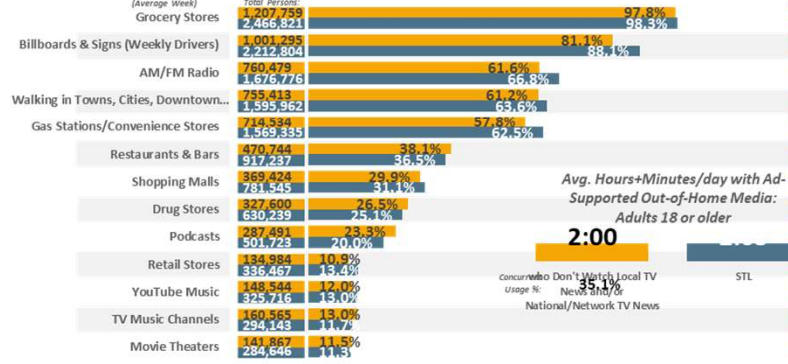
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



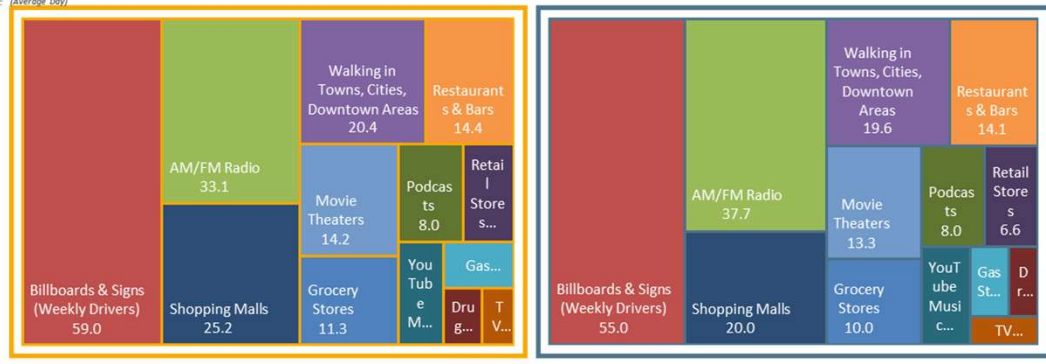
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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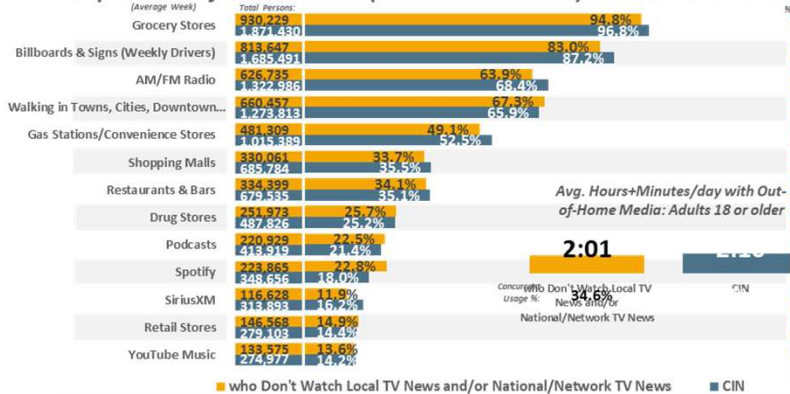
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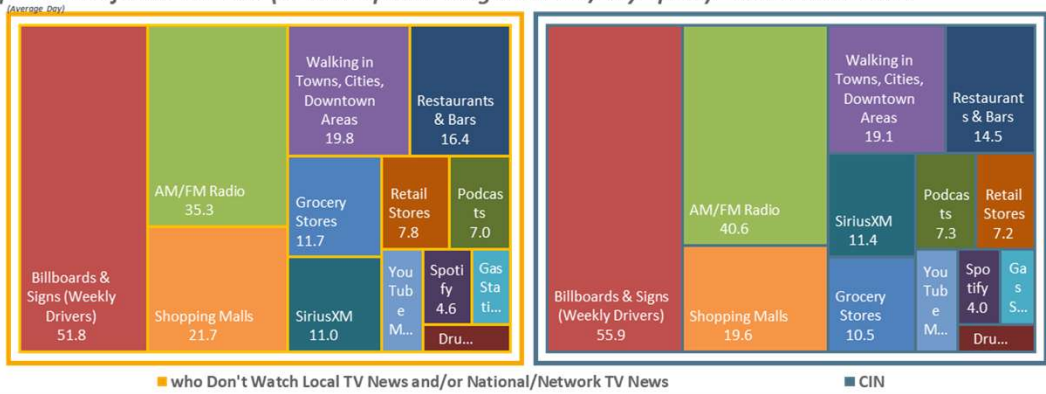


813,647 or 83.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 51.8 minutes per day driving, seeing Billboards and Signs. 62.1% Listen to Local Radio Stations Out-of-Home for an average of 33.3 minutes

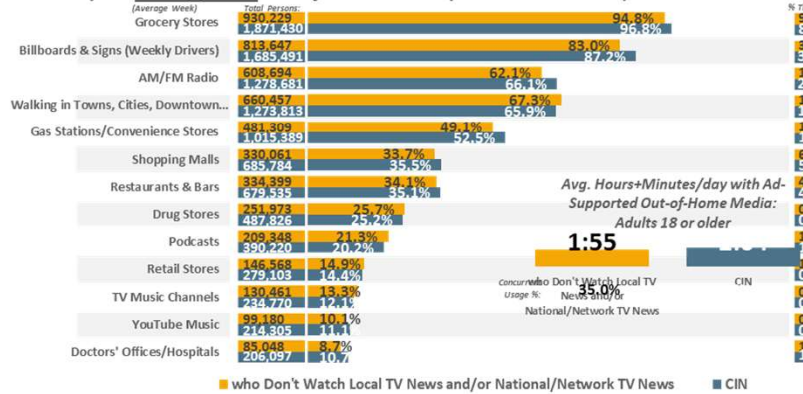
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



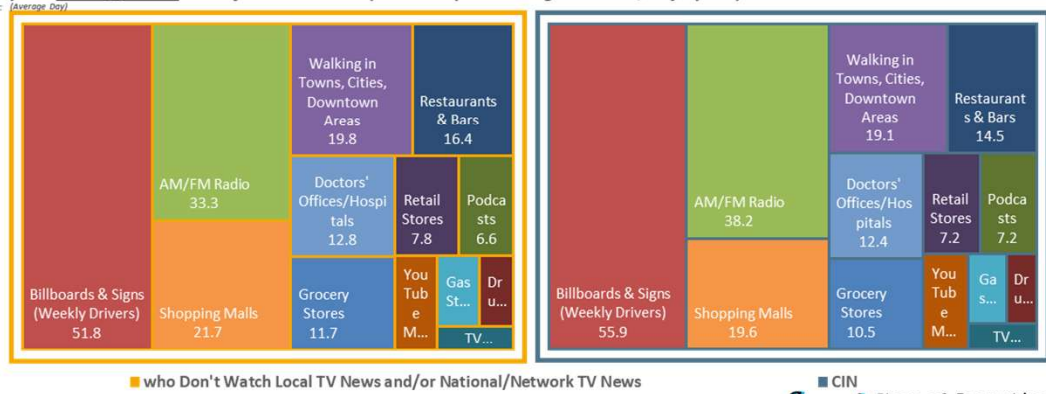
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965
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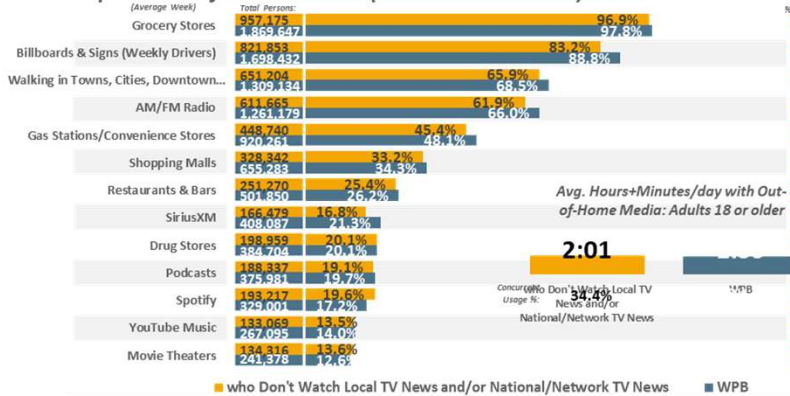
soefa.ai Share of Everything for Anything

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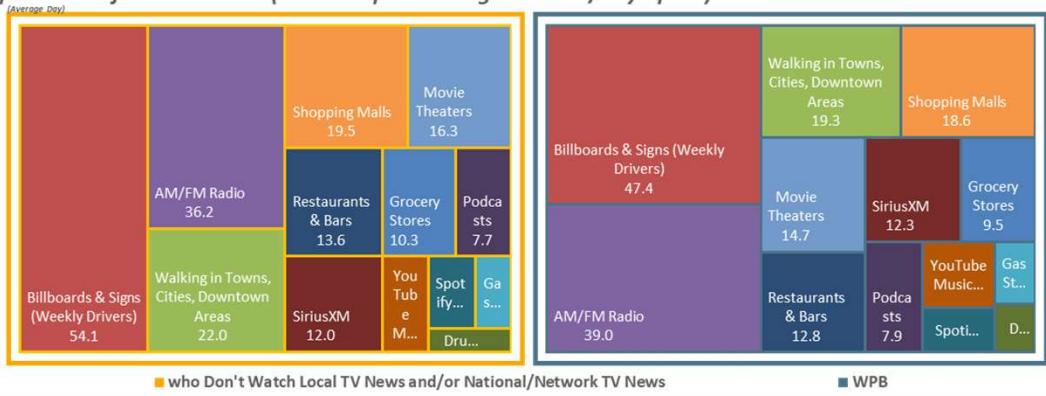


821,853 or 83.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 54.1 minutes per day driving, seeing Billboards and Signs. 60.5% Listen to Local Radio Stations Out-of-Home for an average of 34.8 min

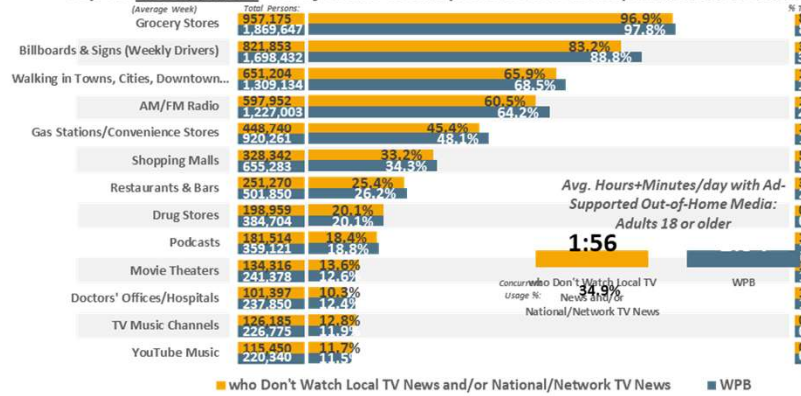
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



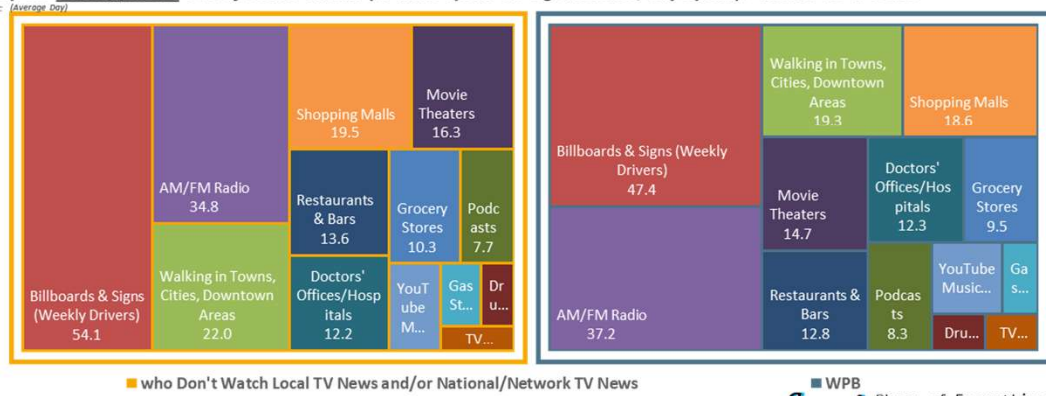
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306
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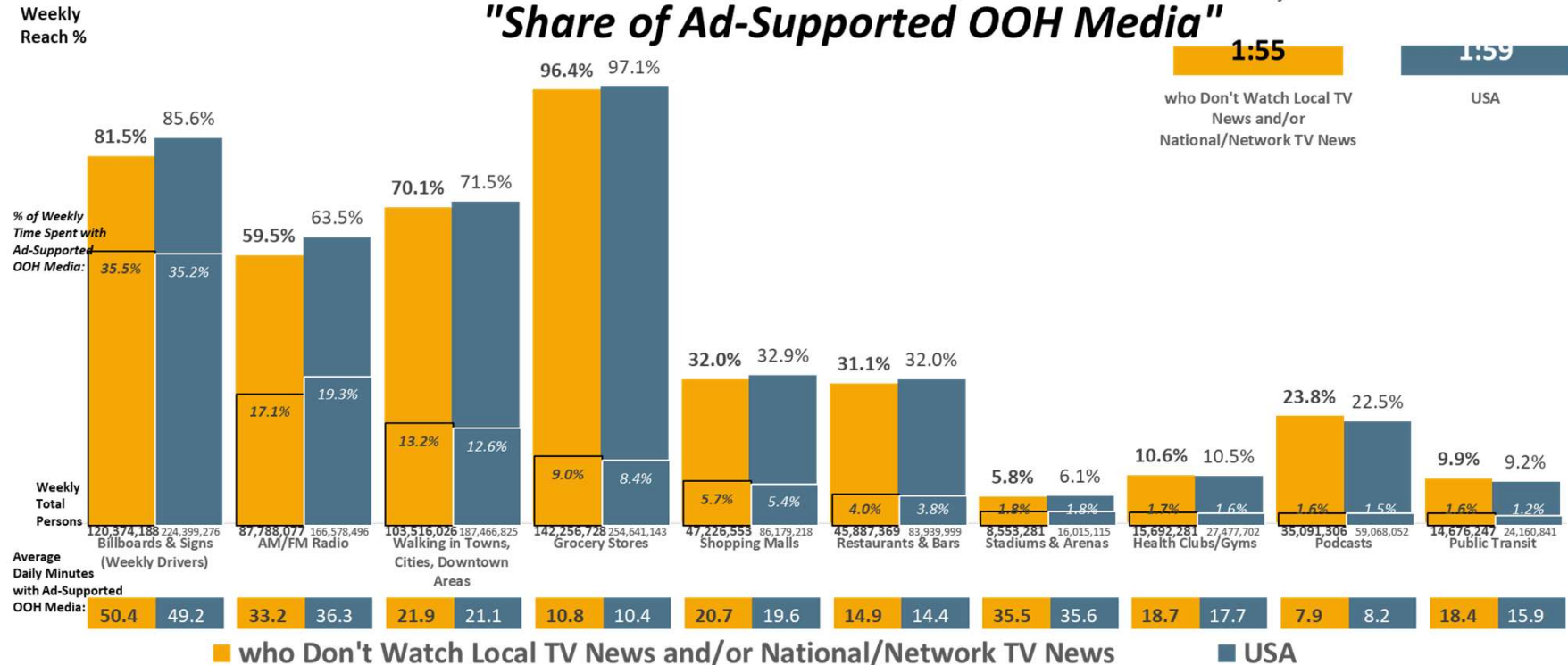
120,374,188 or 81.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 50.4 minutes per day driving, seeing Billboards and Signs representing 35.5% of all Time Spent with Ad-Supported Out-of-Home Media

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

1:55
who Don't Watch Local TV News and/or National/Network TV News

1:59
USA

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 12,938
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

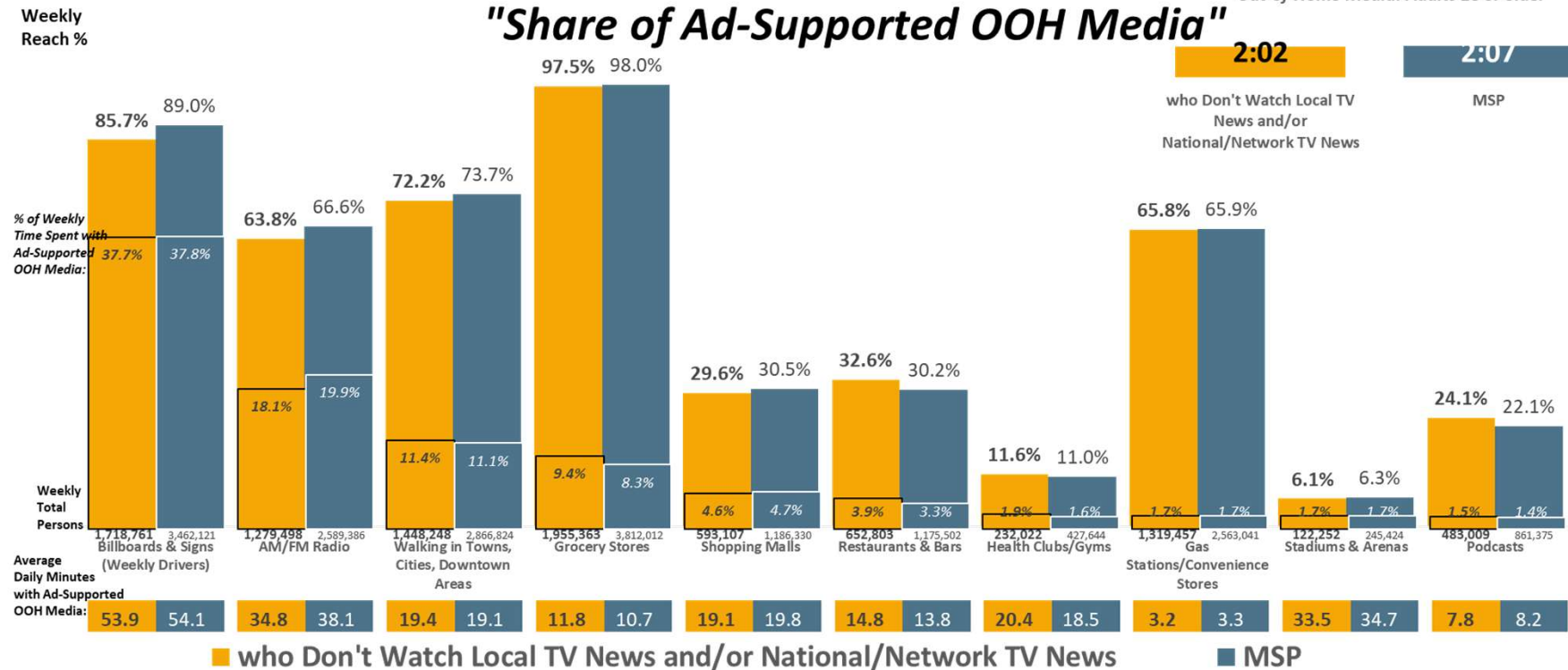
soefa.ai Share of Everything for Anything

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1,718,761 or 85.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 53.9 minutes per day driving, seeing Billboards and Signs representing 37.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 961 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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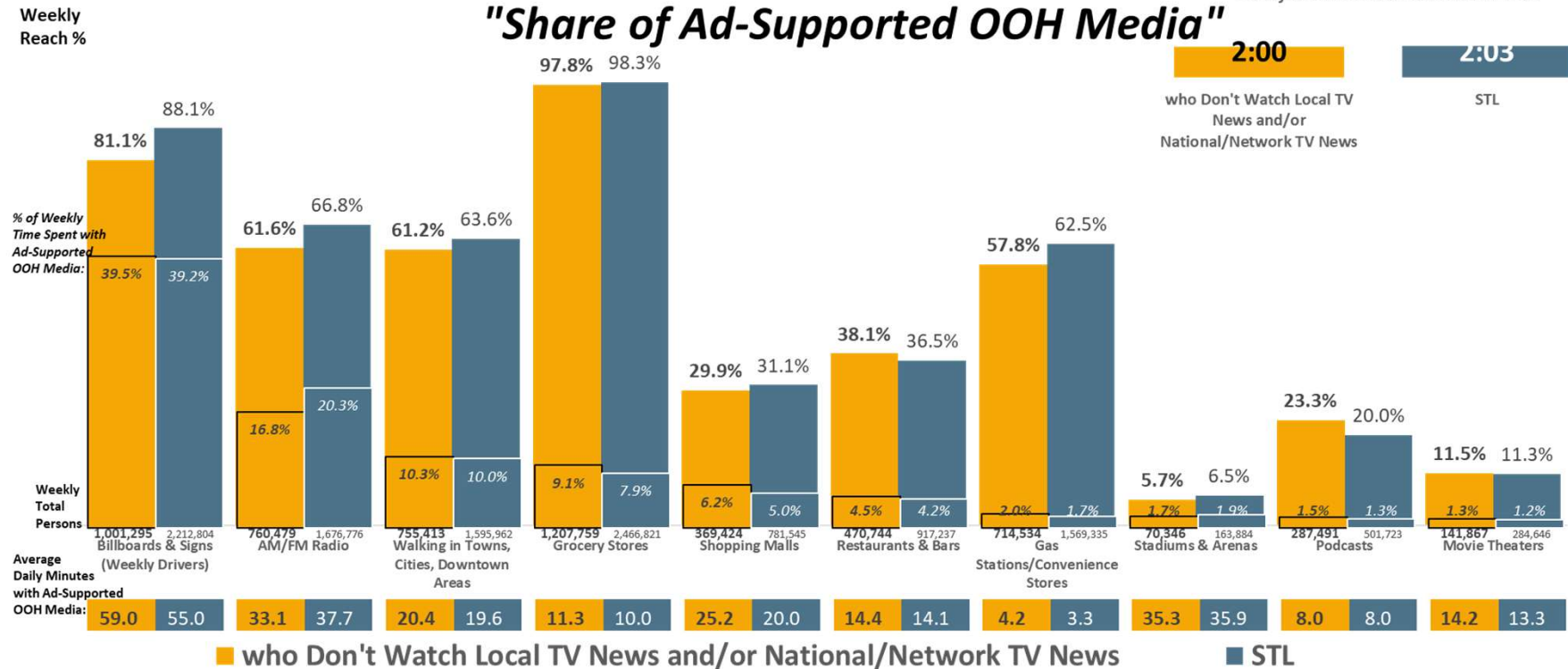
soefa.ai Share of Everything for Anything

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1,001,295 or 81.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 59. minutes per day driving, seeing Billboards and Signs representing 39.5% 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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 925 ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095
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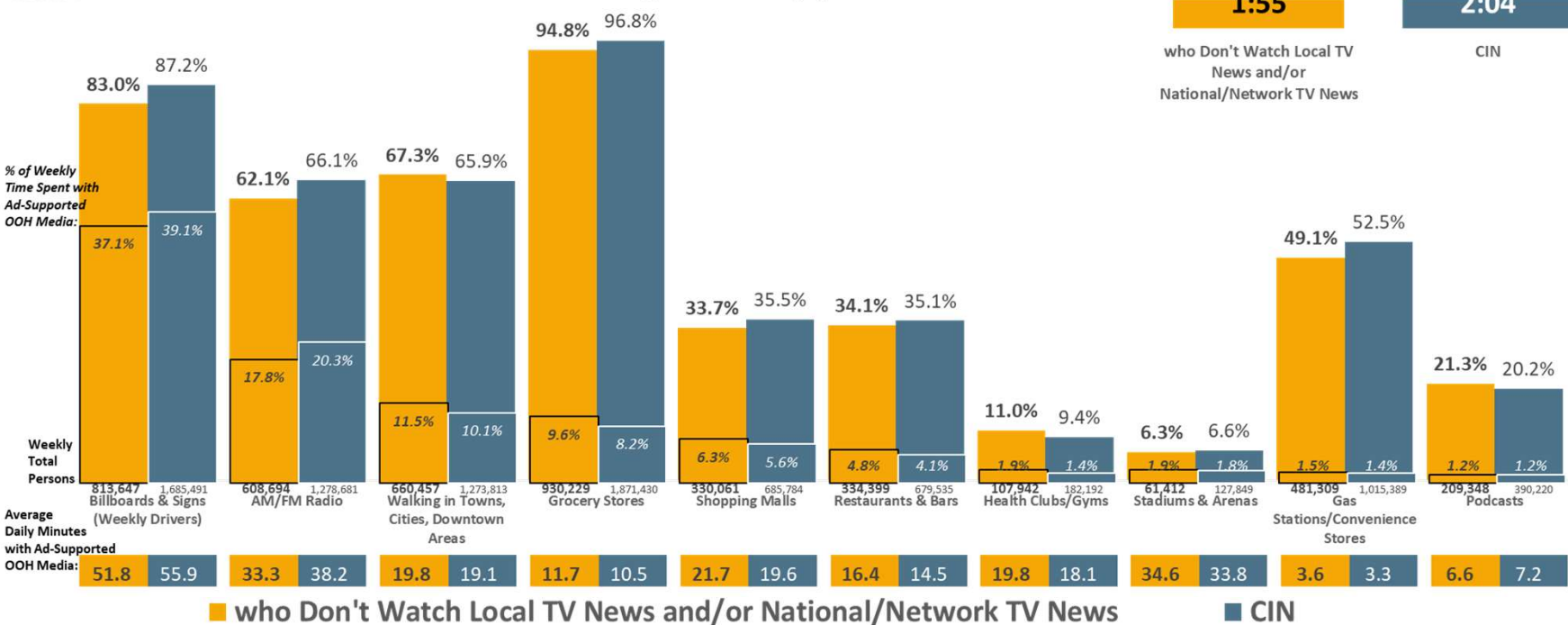


813,647 or 83.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 51.8 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 965 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033
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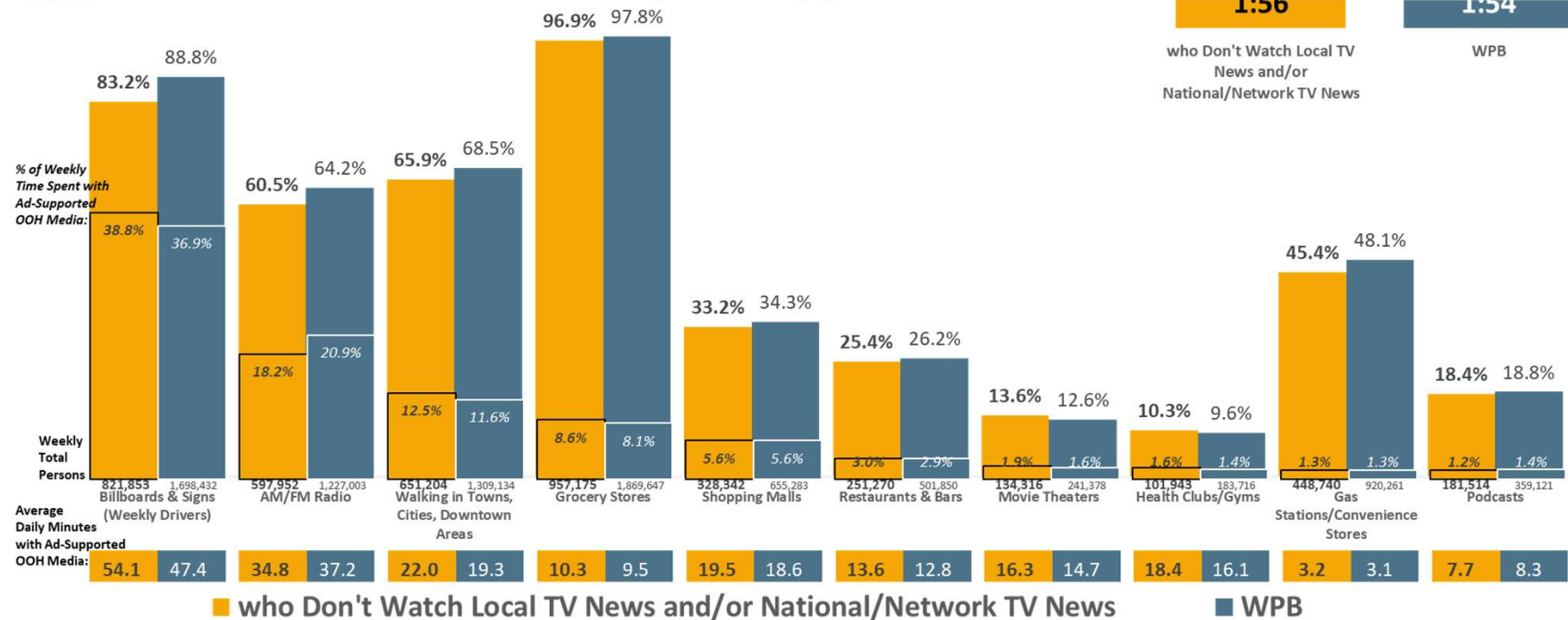


821,853 or 83.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 54.1 minutes per day driving, seeing Billboards and Signs representing 38.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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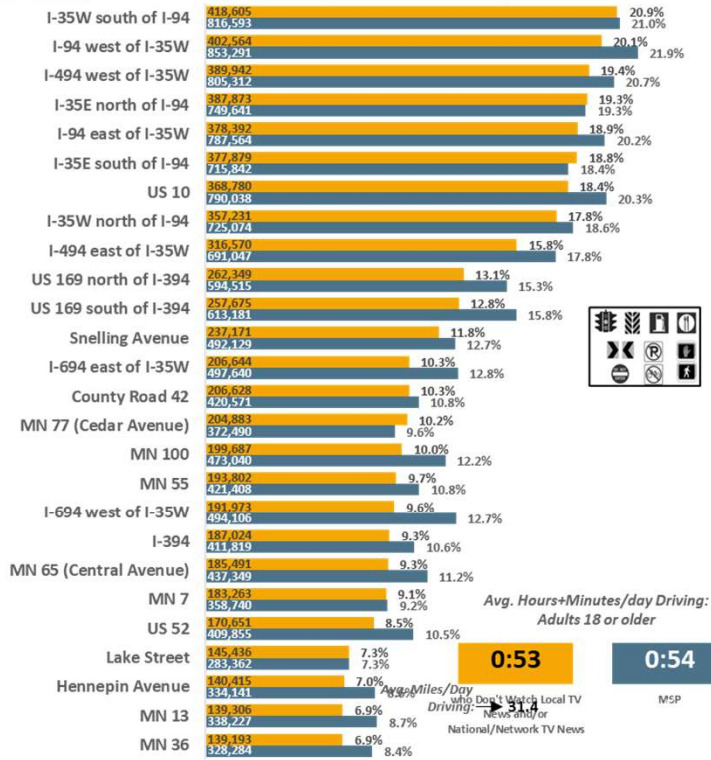
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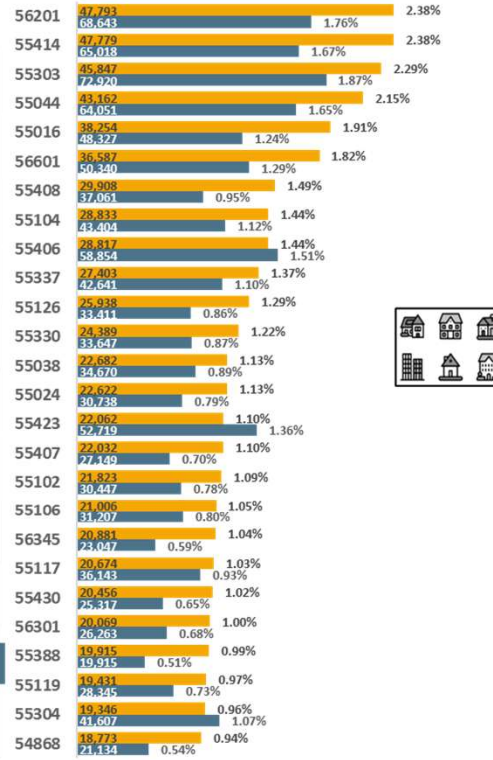


1,718,761 or 85.7% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 53.9 minutes per day driving an average of 31.4 miles each day and are 6.7% more likely to use MN 77 (Cedar Avenue) than the Metro a

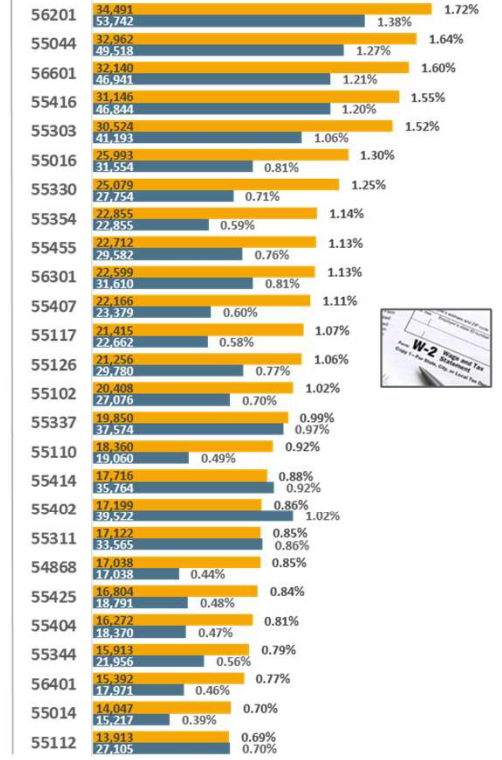
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



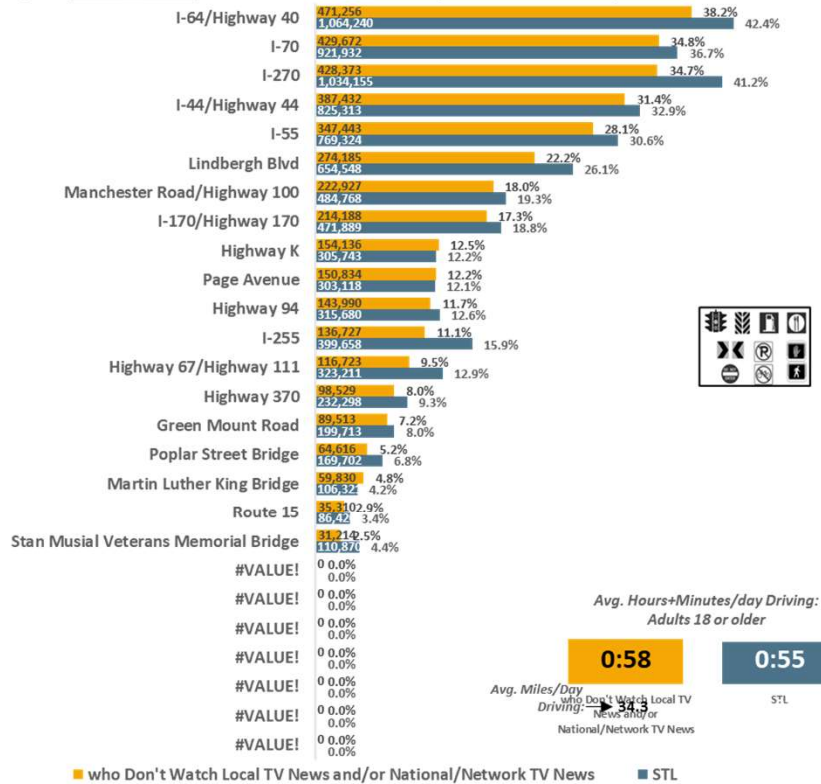
Top-26 Employment Zip Codes: Adults 18 or older



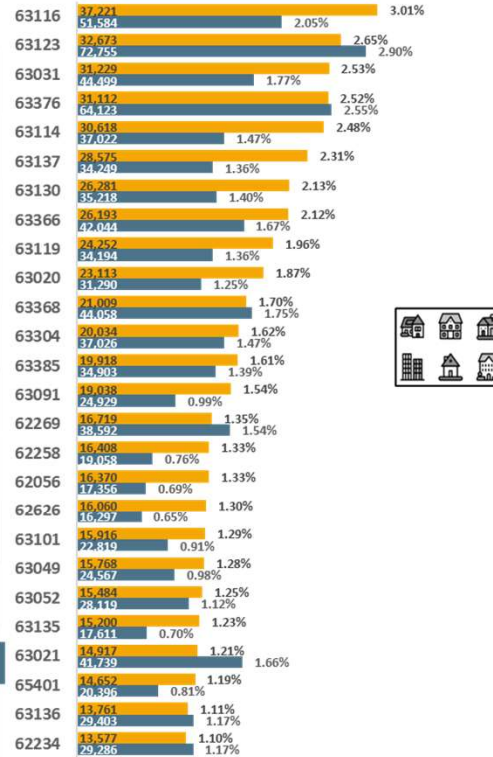


1,001,295 or 81.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 59. minutes per day driving an average of 34.3 miles each day and are 14.4% more likely to use Martin Luther King Bridge than the Me

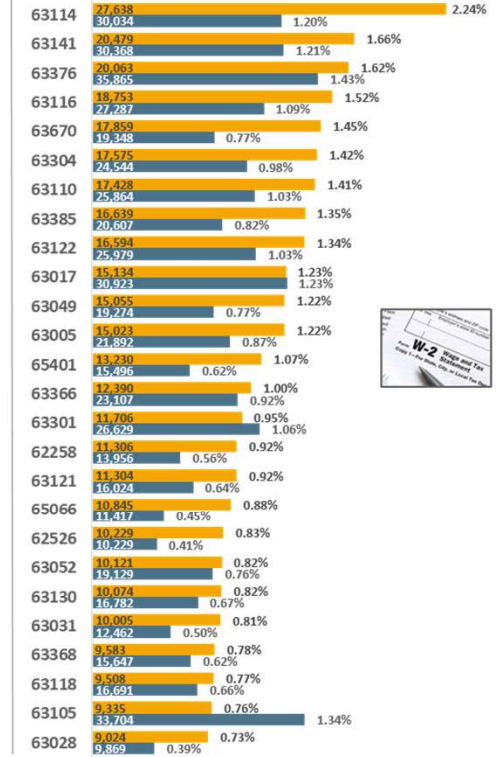
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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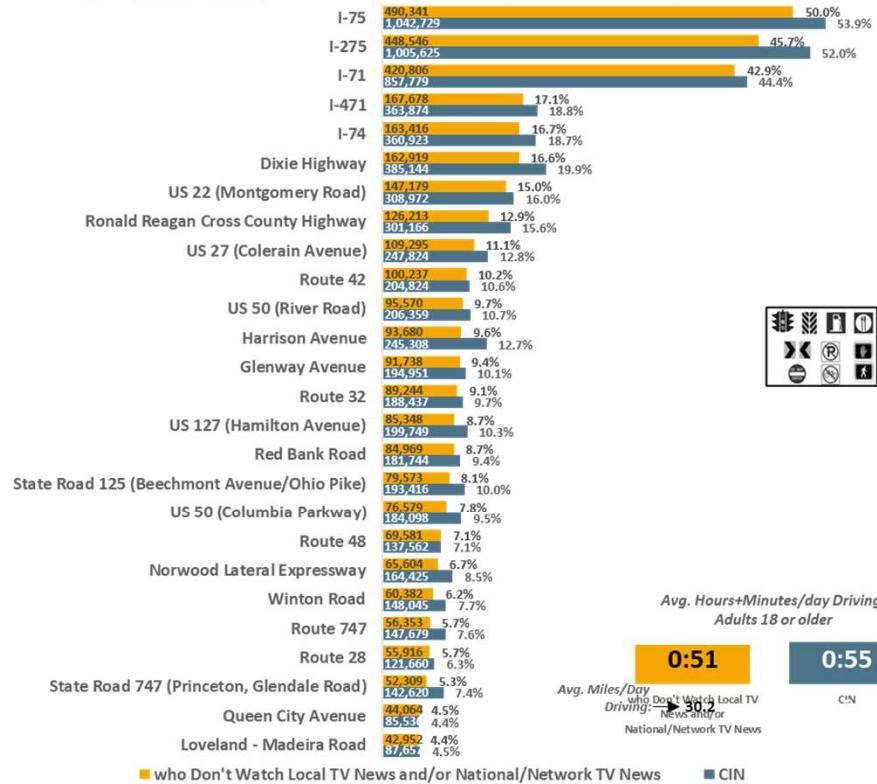
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813,647 or 83.% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 51.8 minutes per day driving an average of 30.2 miles each day and are - .3% more likely to use Route 48 than the Metro average.

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



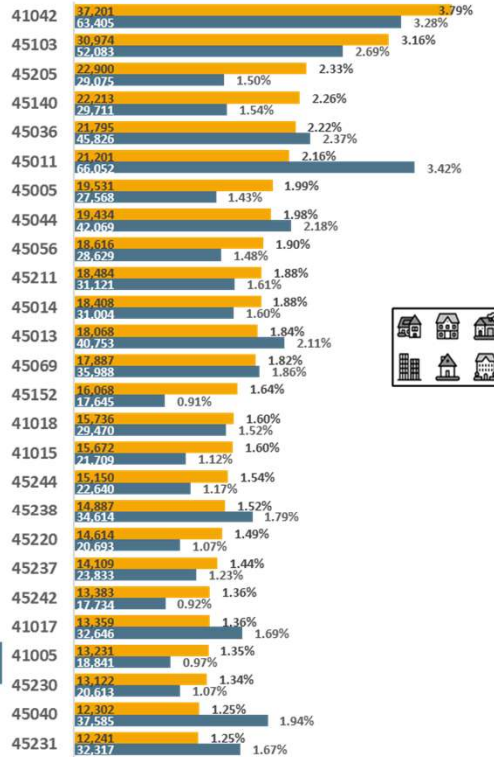
Avg. Hours+Minutes/day Driving:
Adults 18 or older

0:51

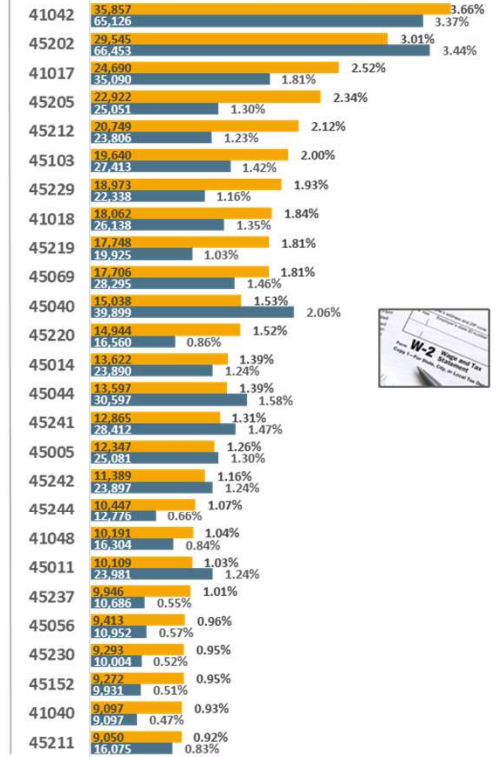
0:55

Avg. Miles/Day Driving:
who Don't Watch Local TV News and/or National/Network TV News
30.2
CIN

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

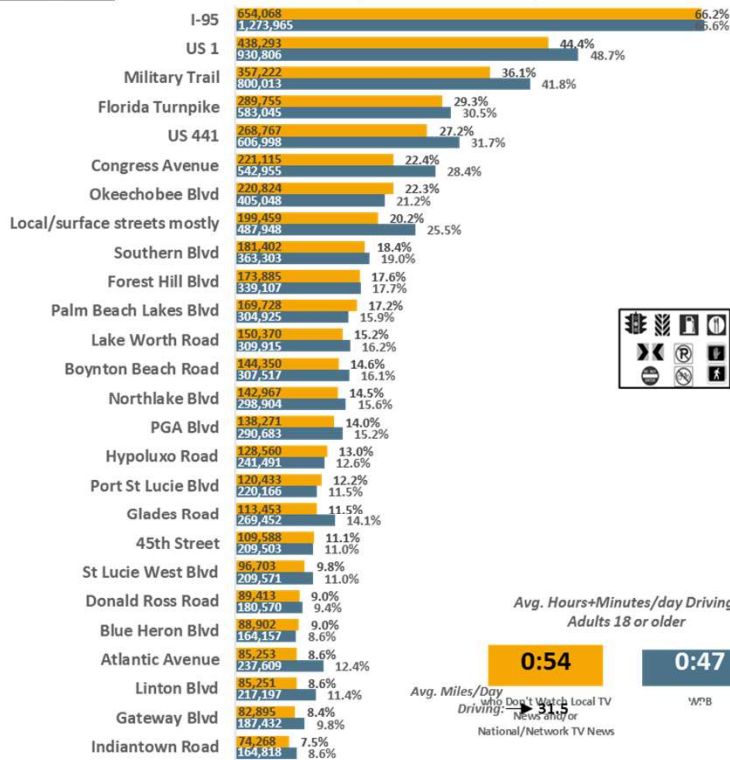


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821,853 or 83.2% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News spend an average of 54.1 minutes per day driving an average of 31.5 miles each day and are 7.7% more likely to use Palm Beach Lakes Blvd than the Metro av

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



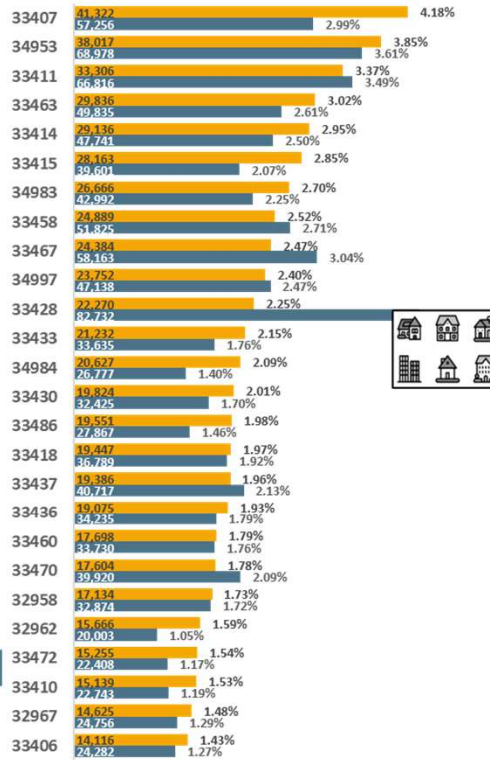
Avg. Hours+Minutes/day Driving:
Adults 18 or older

0:54 0:47

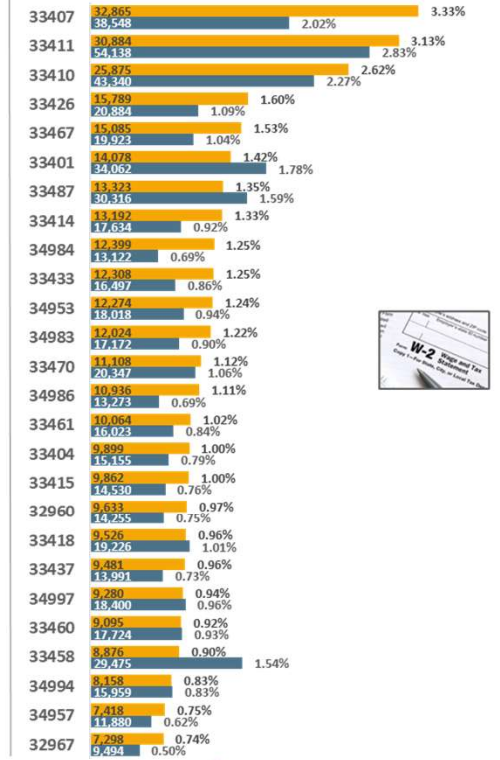
Avg. Miles/Day Driving:
Who Don't Watch Local TV News and/or National/Network TV News
WPB

who Don't Watch Local TV News and/or National/Network TV News WPB

Top-26 Residential Zip Codes: Adults 18 or older

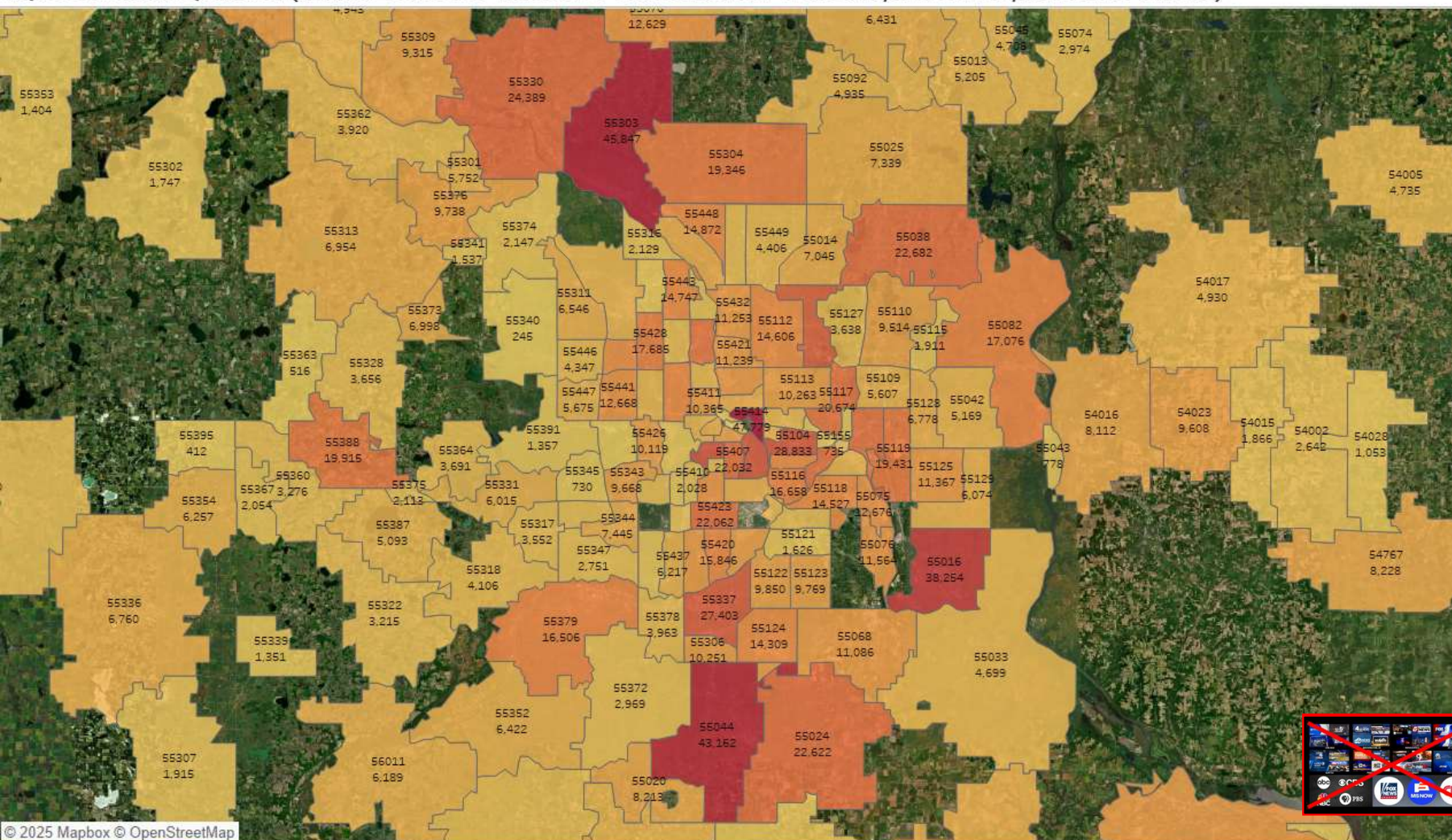


Top-26 Employment Zip Codes: Adults 18 or older



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Top Residential Zip Codes: (Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News)



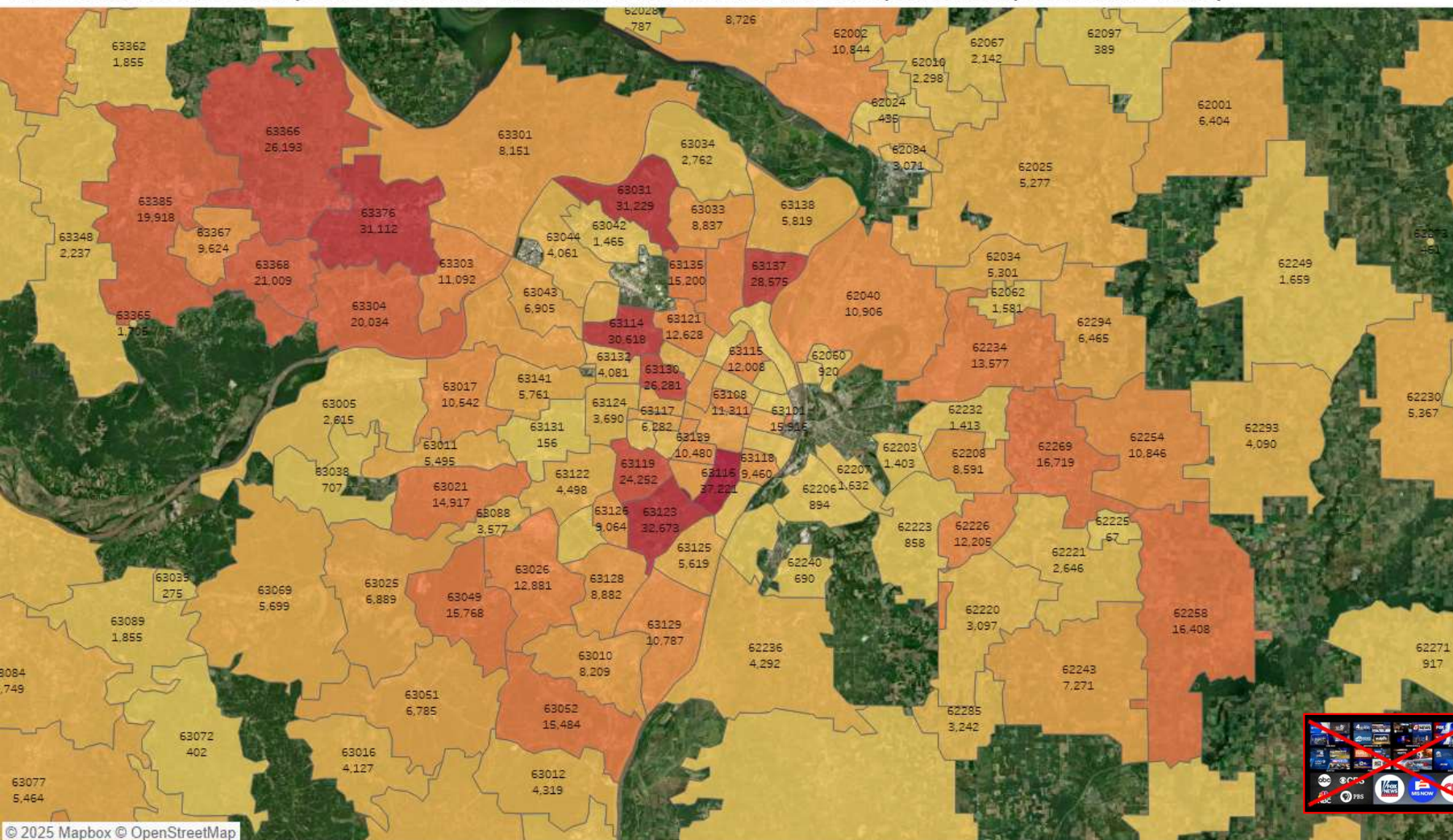
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Top Residential Zip Codes: (Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News)



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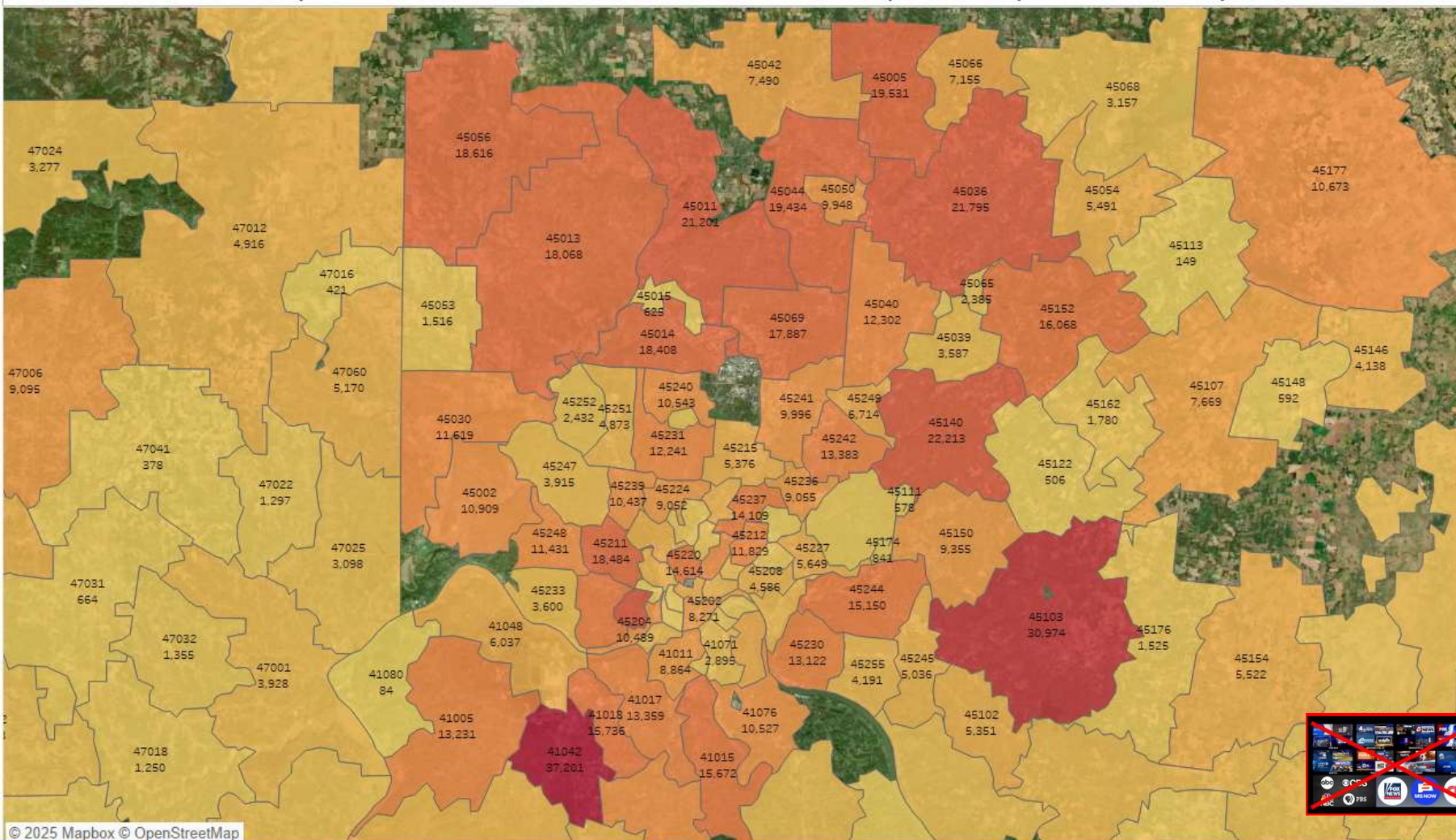
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

Top Residential Zip Codes: (Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News)

SUM(Adults 18 or older ...



CIN

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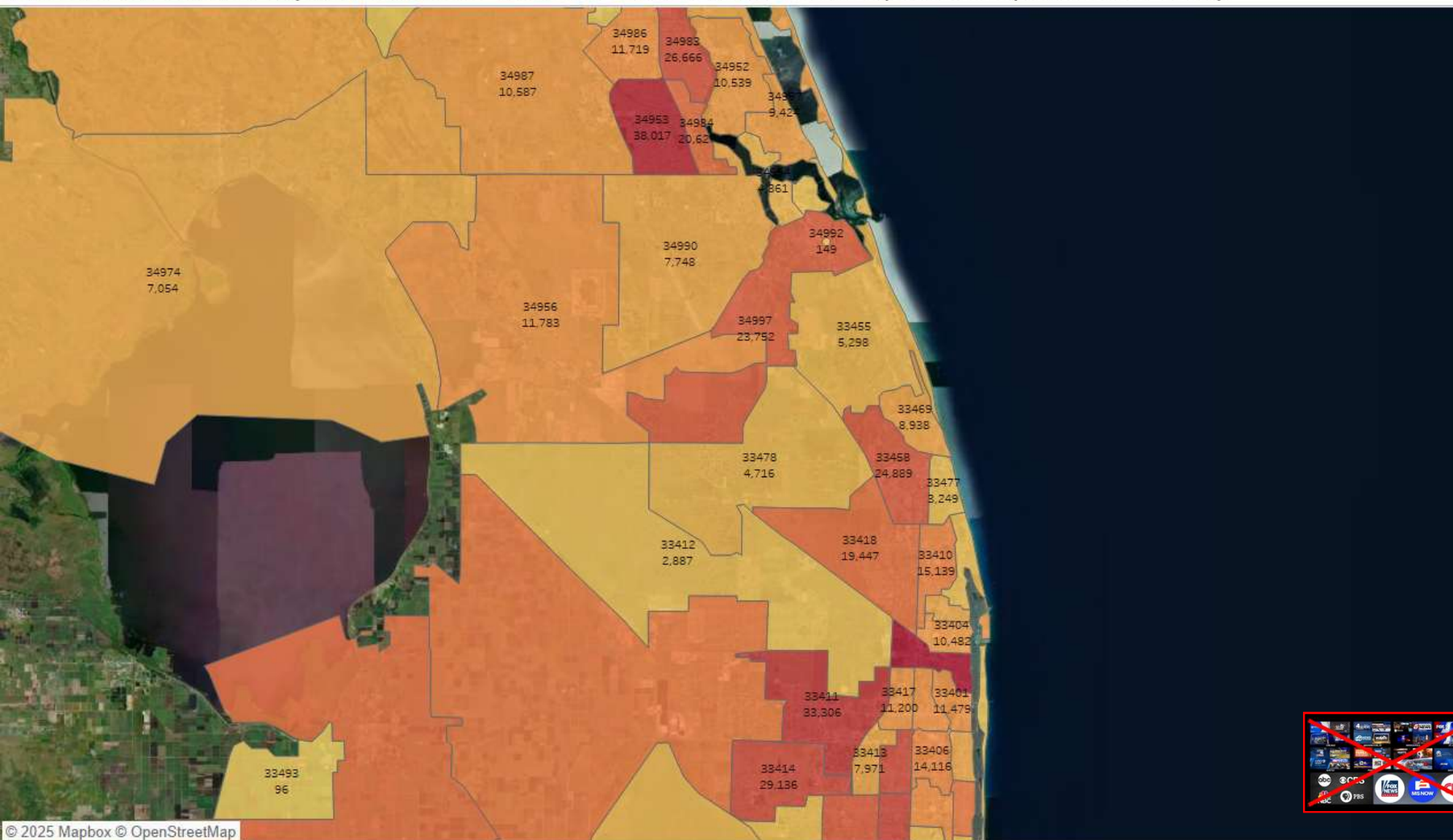
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Top Residential Zip Codes: (Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News)

SUM(Adults 18 or older ...



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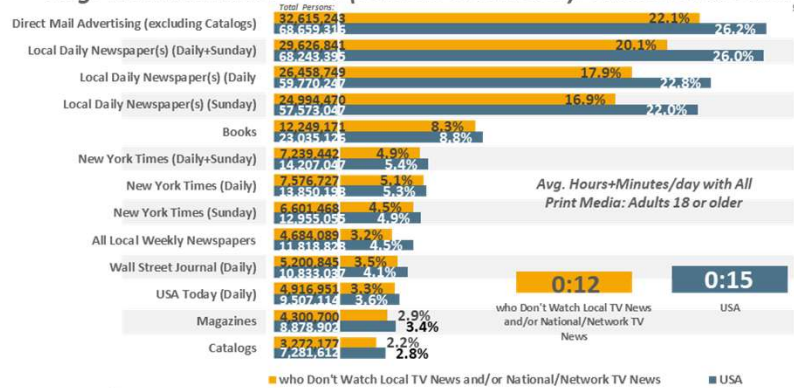
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

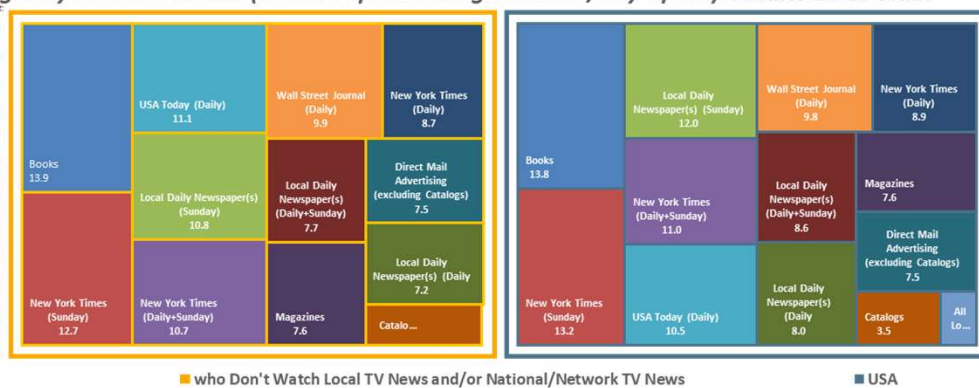


29,626,841 or 20.1% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 28.5% of all time spent daily with All forms of Print

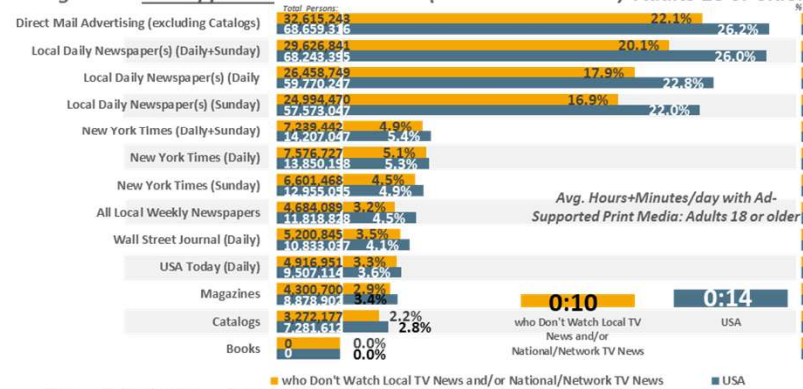
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



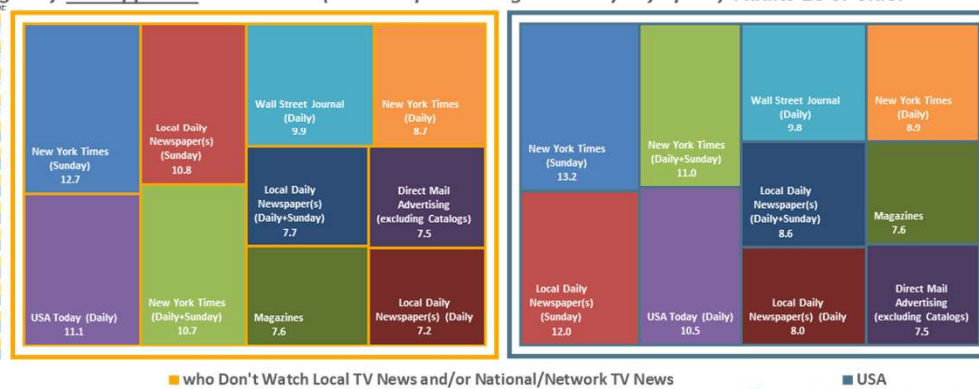
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA Projection
Scarborough R2 2025: Sep24-Aug25
Qual Intab 12,938
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USA Projection
Scarborough R2 2025: Sep24-Aug25
Qual Intab 25,507

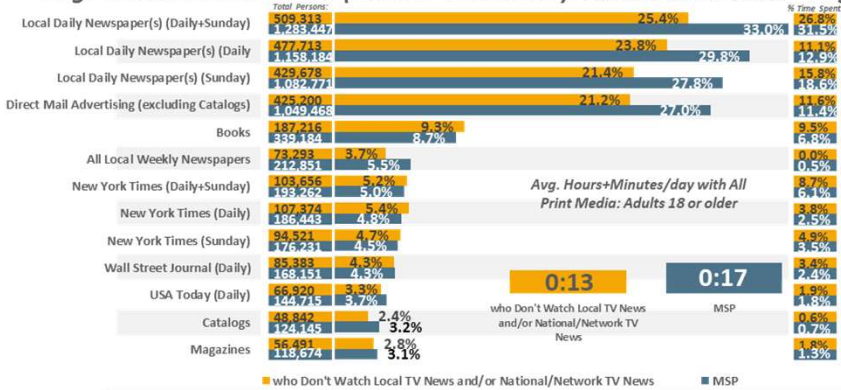
soefa.ai Share of Everything for Anything

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

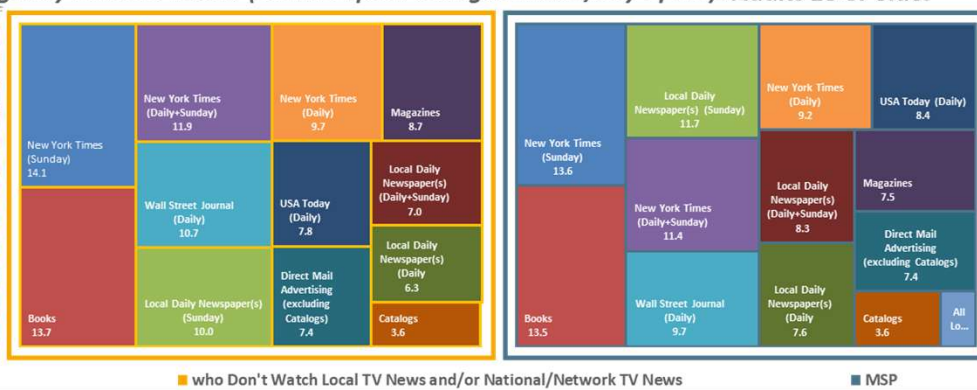


509,313 or 25.4% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 29.7% of all time spent daily with All forms of Print Me

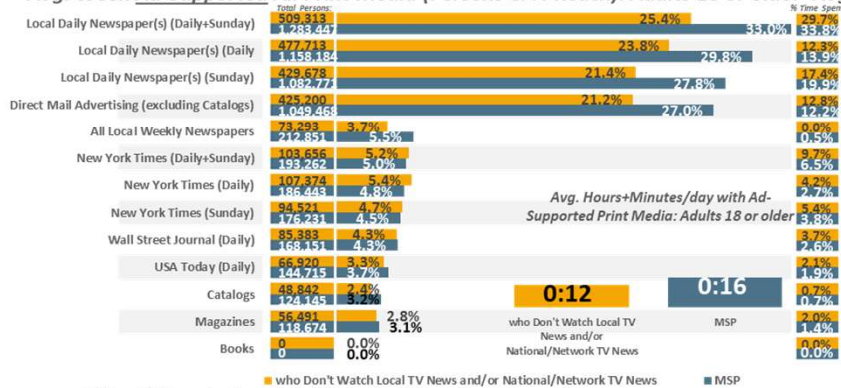
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



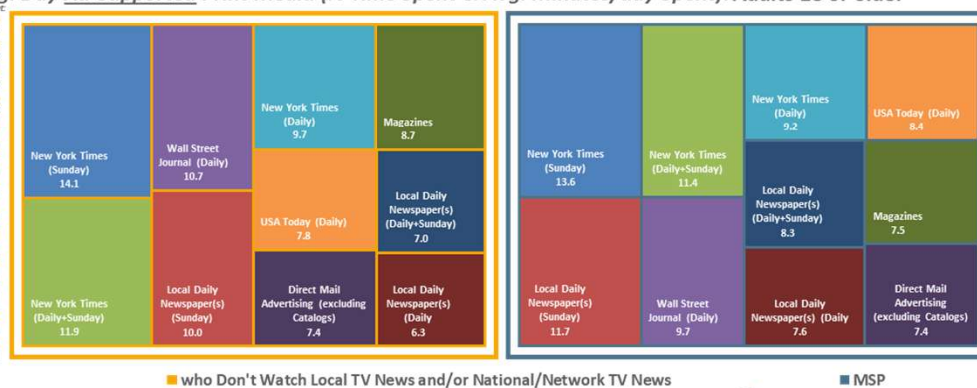
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



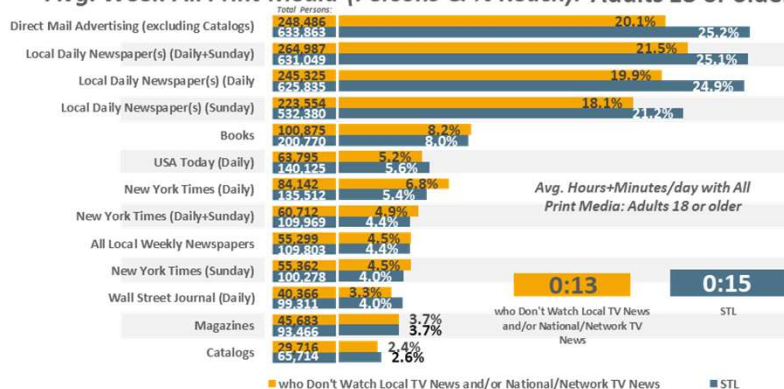
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



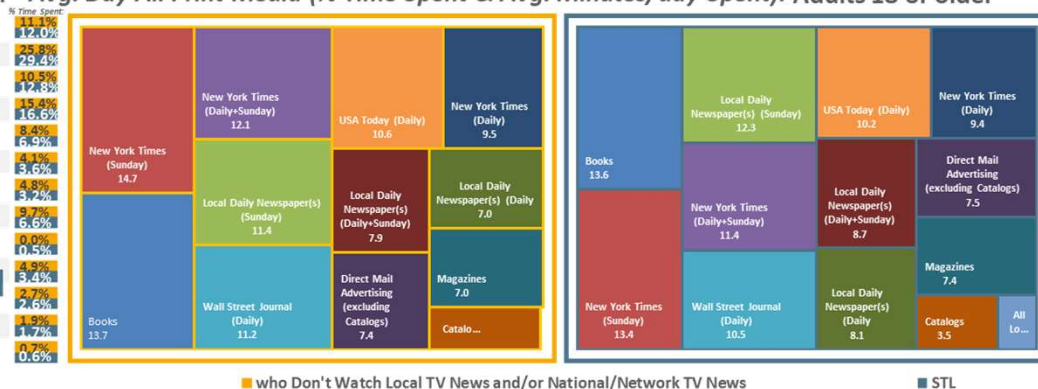


264,987 or 21.5% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 28.2% of all time spent daily with All forms of Print M

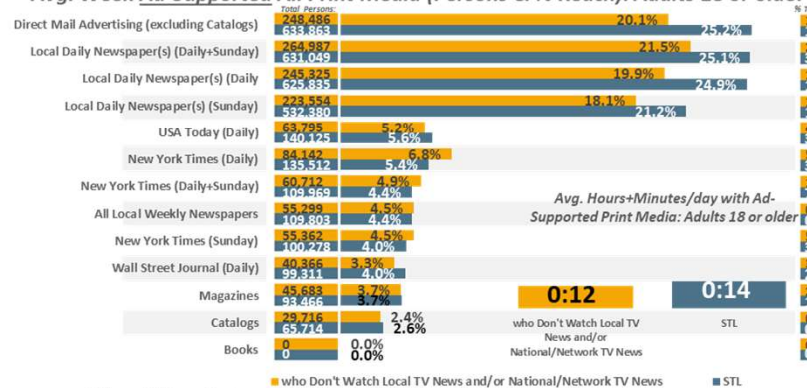
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



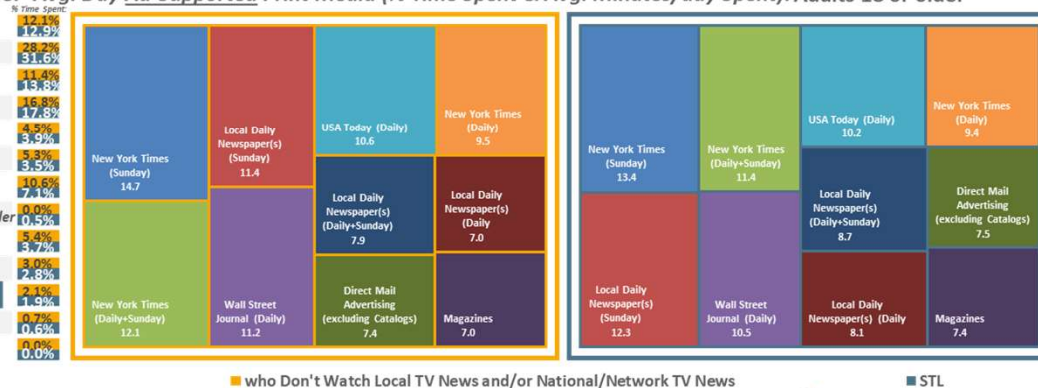
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 R2 2025: Aug24-Jul25 Qual Intab 925
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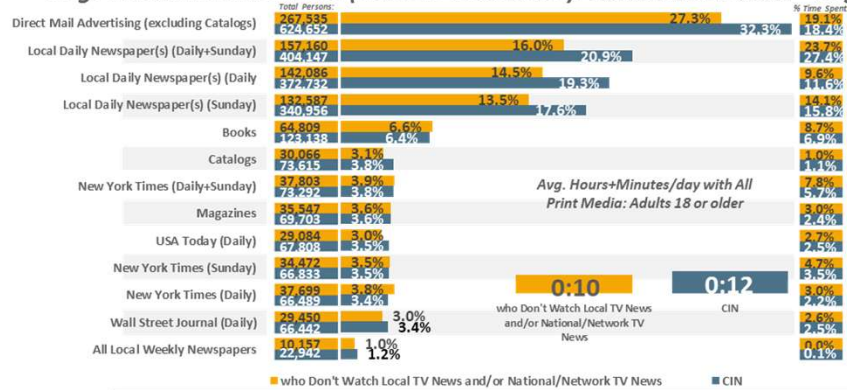
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)

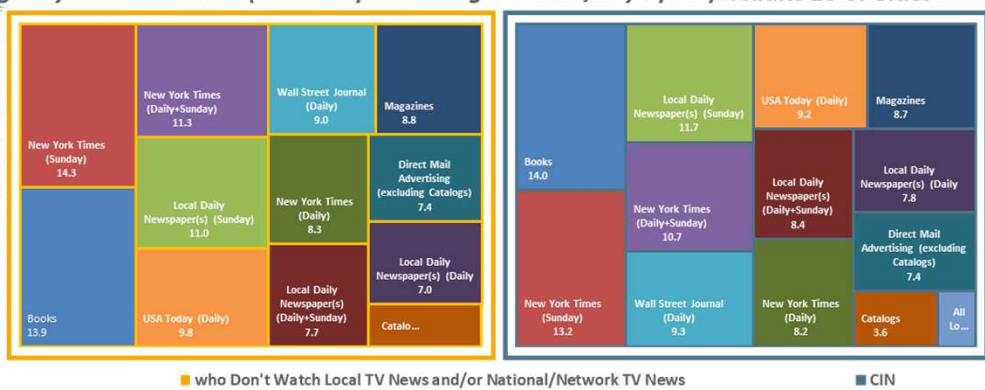


157,160 or 16.6% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 25.9% of all time spent daily with All forms of Print Media

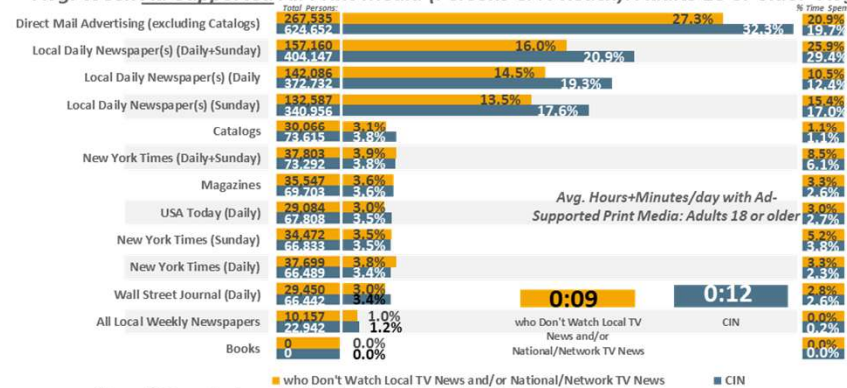
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



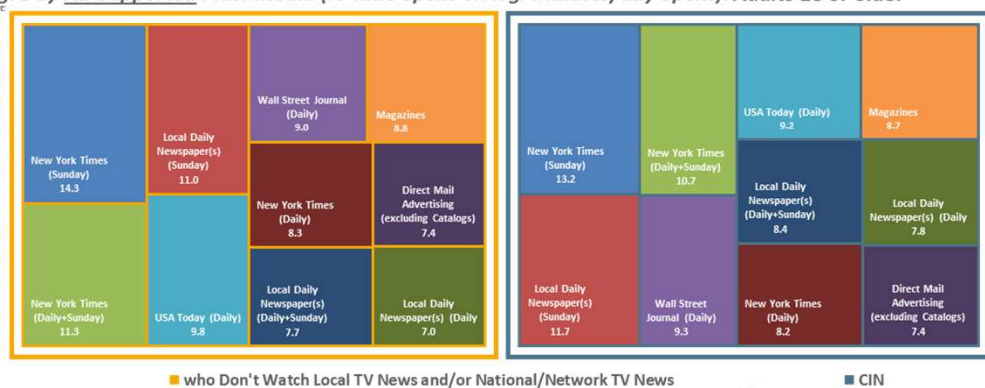
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



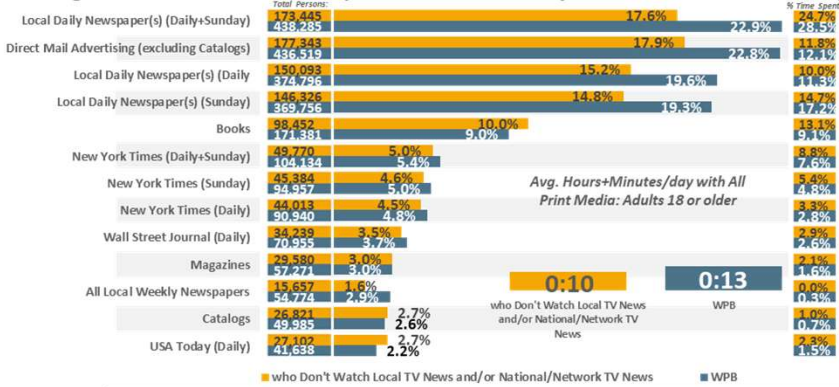
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





173,445 or 17.6% of Adults 18 or older who Don't Watch Local TV News and/or National/Network TV News read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 28.4% of all time spent daily with All forms of Print M

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

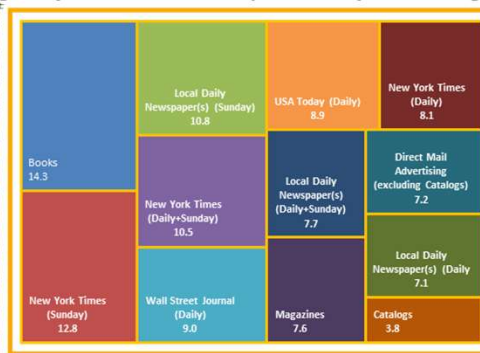


Avg. Hours+Minutes/day with All Print Media: Adults 18 or older

0:10 who Don't Watch Local TV News and/or National/Network TV News

0:13 WPB

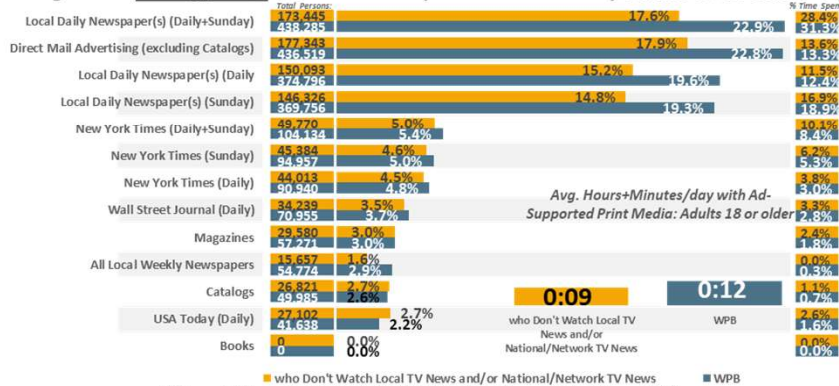
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who Don't Watch Local TV News and/or National/Network TV News

WPB

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

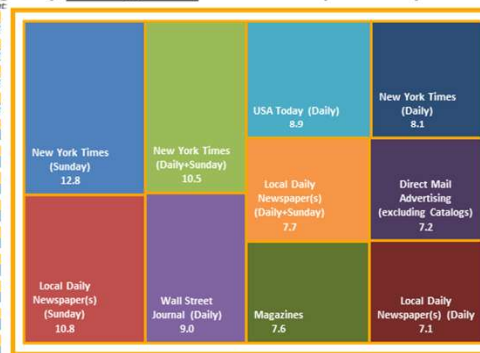


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 18 or older

0:09 who Don't Watch Local TV News and/or National/Network TV News

0:12 WPB

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



who Don't Watch Local TV News and/or National/Network TV News

WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 1,306
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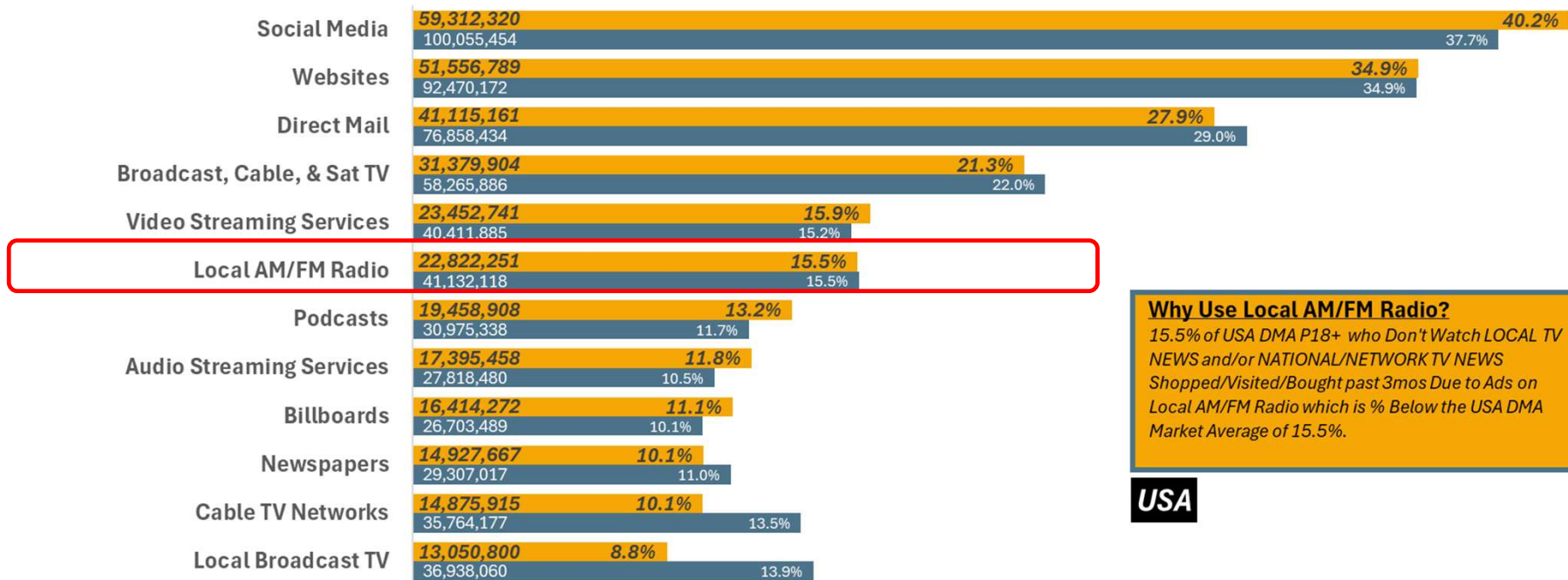
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



"Advertising Actions"

P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.5% of USA DMA P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the USA DMA Market Average of 15.5%.

USA

■ P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R2 2025: Sep24-Aug25 Qual Intab: 12938
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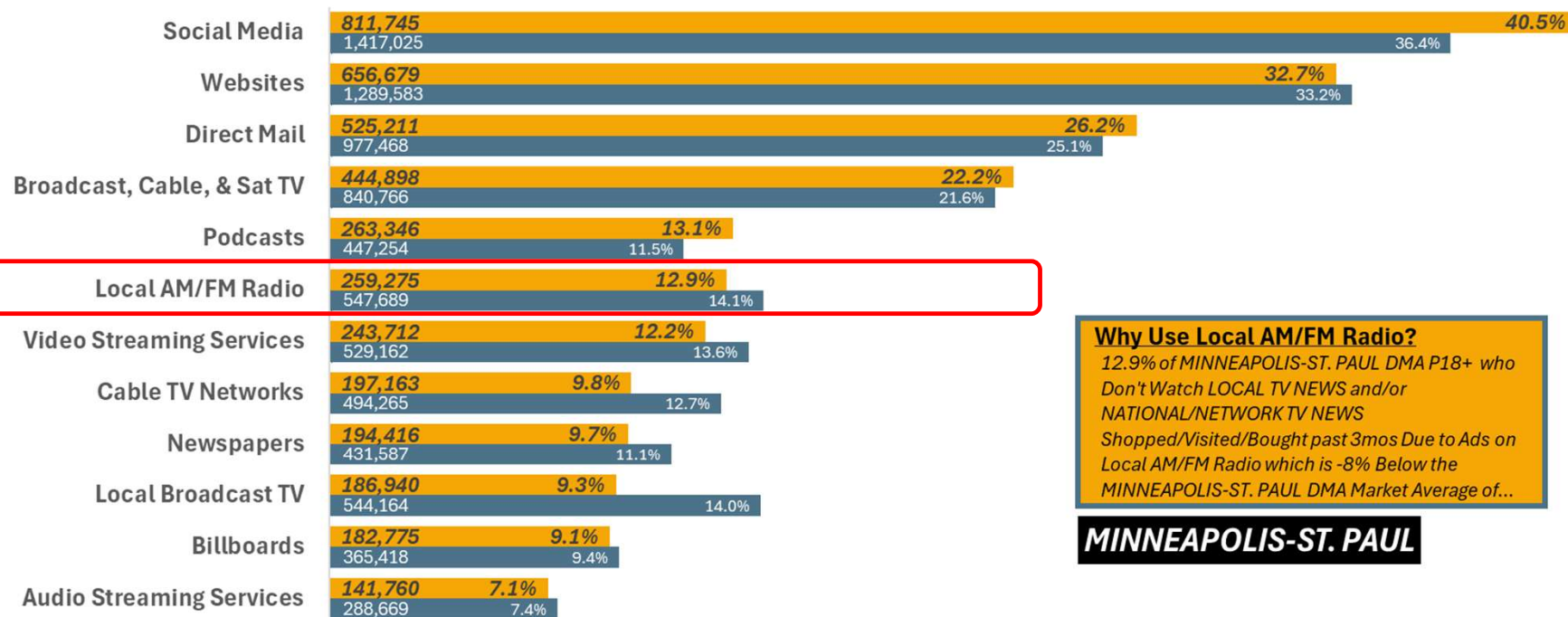
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



"Advertising Actions"

P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.9% of MINNEAPOLIS-ST. PAUL DMA P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of...

MINNEAPOLIS-ST. PAUL

■ P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)

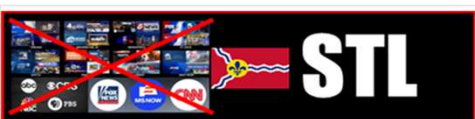
■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 961

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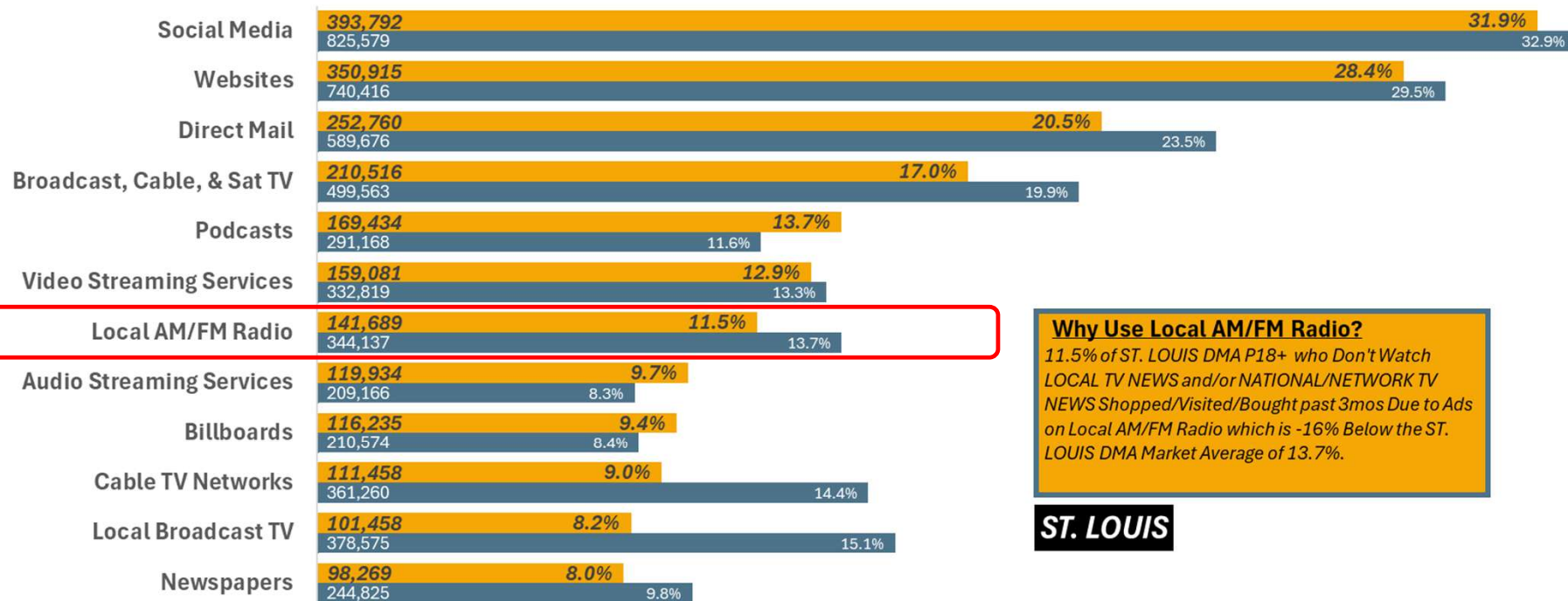
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



"Advertising Actions"

**P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

11.5% of ST. LOUIS DMA P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

■ P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (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 ScarboroughR2 2025; Aug24-Jul25 Qual Intab: 925
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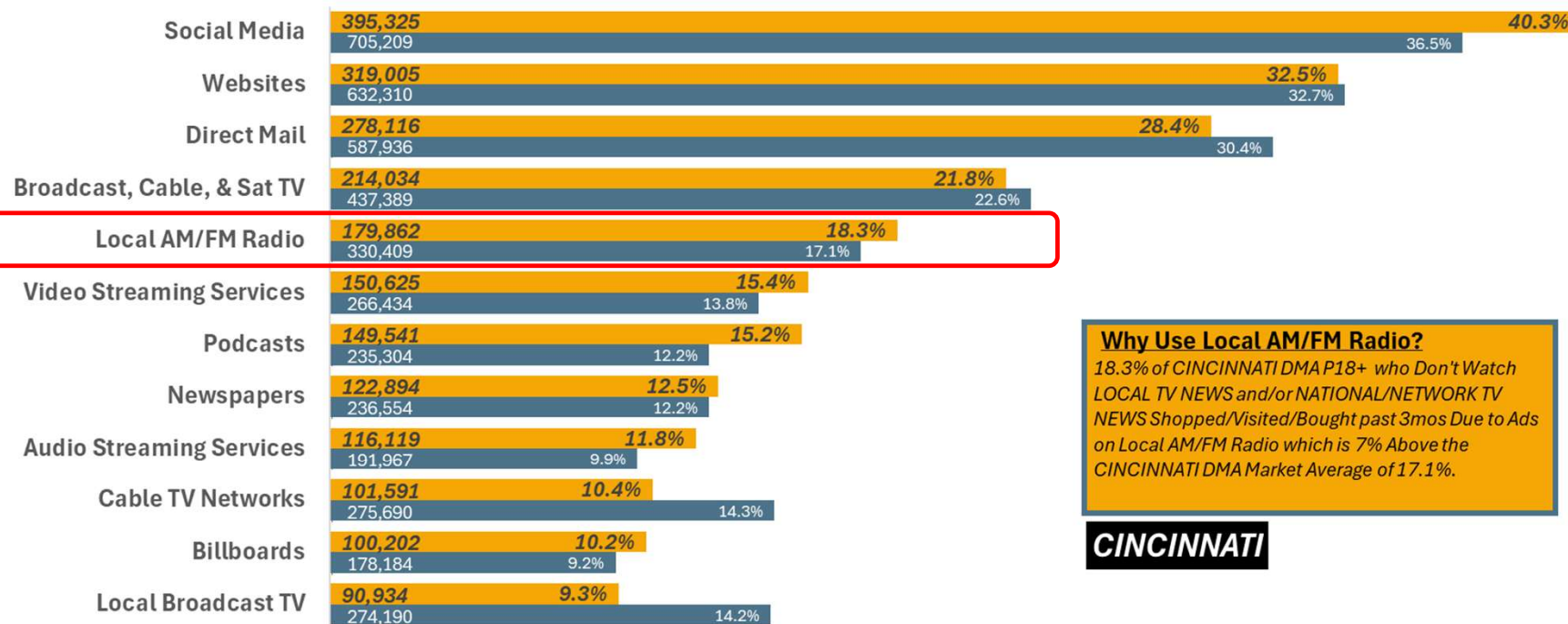
soefa.ai Share of Everything
for Anything ®

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



"Advertising Actions"

P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.3% of CINCINNATI DMA P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

■ P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 965

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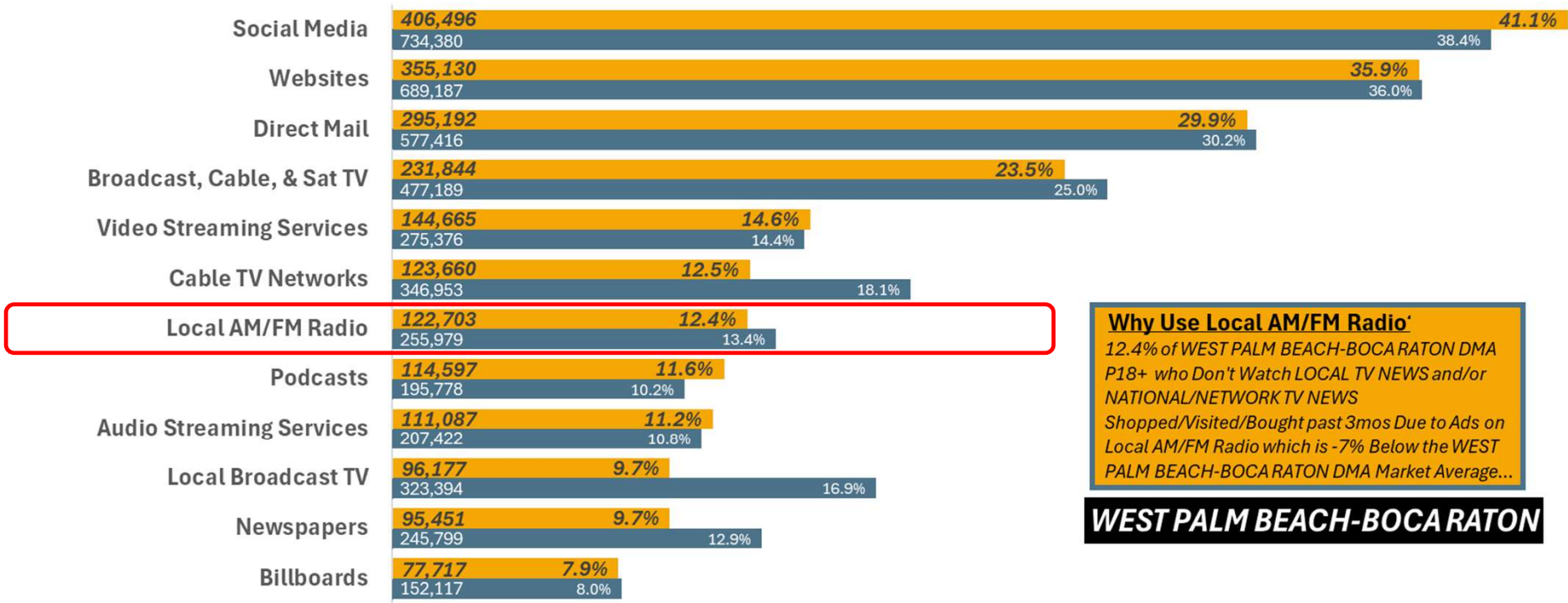
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NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)



"Advertising Actions"

P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio'
12.4% of WEST PALM BEACH-BOCA RATON DMA
P18+ who Don't Watch LOCAL TV NEWS and/or
NATIONAL/NETWORK TV NEWS
Shopped/Visited/Bought past 3mos Due to Ads on
Local AM/FM Radio which is -7% Below the WEST
PALM BEACH-BOCA RATON DMA Market Average...

WEST PALM BEACH-BOCA RATON

■ P18+ who Don't Watch LOCAL TV NEWS and/or NATIONAL/NETWORK TV NEWS (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 %)

WESTPALM BEACH-BOCA RATON DMA ScarboroughR2 2025: Aug24-Jun25 QualIntab: 1306
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for Anything ®

NOT (TV programs - type watch on broadcast or cable/stream online: Local news - morning OR TV programs - type watch on broadcast or cable/stream online: Local news - evening OR TV programs - type watch on broadcast or cable/stream online: Local news - late OR TV programs - type watch on broadcast or cable/stream online: National/network news)